

Design & Access Statement

25-26 Hampstead High Street

London

NW3 1QA

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1.0 Introduction

1.1 The site and surrounding

This planning application seeks approval for the proposed redesign of the frontage at No. 25-26 Hampstead High Street. The existing minimal glass and steel design, including stone cladding elements, would be replaced with a more contemporary facade incorporating increased glazing elements. This modification aims to align the premises' aesthetic with the prevalent modern shopfront styles found along the esteemed Hampstead High Street.

The subject site is situated within the boundaries of the Hampstead Conservation Area, under the jurisdiction of Camden Council. It is important to note that while the building itself, No. 25-26 Hampstead High Street, is not listed, the proposed alterations must respect the area's historical and architectural significance.

The property comprises a ground plus three-story structure with an additional two-story roof extension. The ground floor currently accommodates commercial use, previously occupied by Natwest Bank, while the upper floors, from the first to the fifth level, house five residential flats. These flats were converted in 2014 from office (Class B1) use to residential (Class C3) under the approved planning reference 2014/0609/P.



Aerial View

2.0 Existing & Proposed Development:

The site in question is situated within the esteemed Hampstead Conservation Area, along the prominent Hampstead High Street corridor, where the majority of ground-floor units are designated for commercial purposes, while the upper levels are predominantly residential in nature.

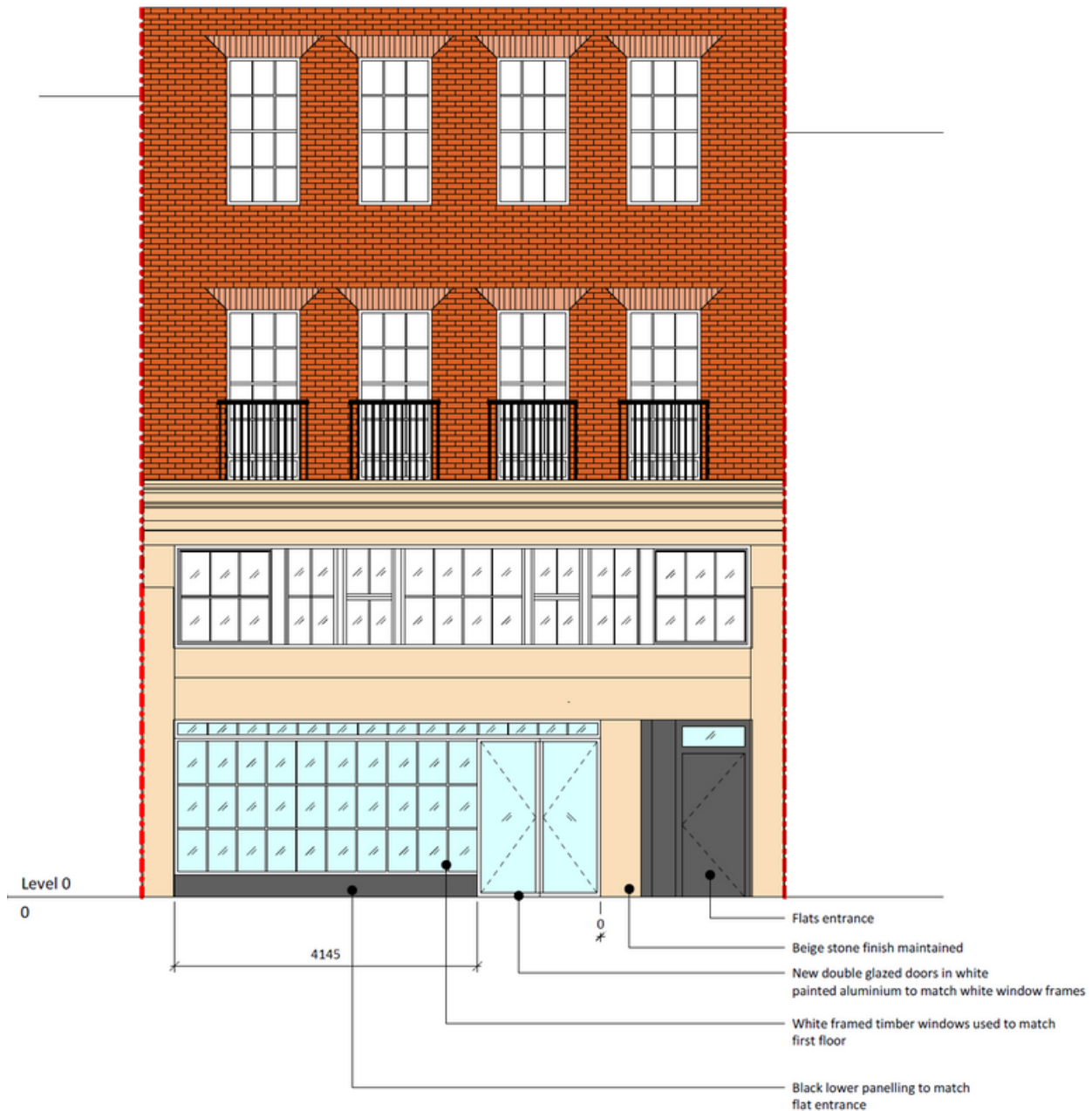
No. 25-26 Hampstead High Street adheres to this established pattern, with the basement and ground floor premises currently operating under the commercial use class E, previously occupied by Natwest Bank. It is important to note that this application does not propose any alteration to the existing use of the building.

As part of this application, we are seeking approval to modify the shopfront facade, with the objective of subtly altering the entrance configuration and imparting a more contemporary aesthetic to the unit. The existing facade incorporates glazed sections juxtaposed with solid tile elements along the primary elevation. Additionally, a prominent stone-clad column currently protrudes from the facade, contributing to its overall visual character



Present facade





Proposed facade

For the proposal we are aiming to remove the central stone clad column which only prevails in impeding the visual outlook of the ground floor. By increasing the glazed elements we aim to provide a better experience for the occupants as well as increasing the safety of the locals. The removal of the columns removes the option of loitering or rubbish being built up within the alcoves that column provides.

The proposed facade brings a much needed modern outlook to the shopfront whilst paying homage to the existing windows on the first floor level. This therefore allows the building to work as a whole as apposed to contradicting elements on different floor levels.

3.0 Site Planning History

Application No.	Site Address	Description	Year / Decision
<u>2013/7952</u> <u>/A</u>	25-26 Hampstead High Street	Display of 1x internally-illuminated fascia sign, 1x internally-illuminated projecting sign, and 2x non-illuminated ATM surrounds.	2014 / Granted
<u>2013/8177</u> <u>/P</u>	25-26 Hampstead High Street	Installation of ATM and cladding panels to shopfront of bank.	2014 / Withdrawn
<u>2014/5530</u> <u>/P</u>	25-26 Hampstead High Street	External alterations in association with the residential conversion of the building following recent prior approval application for the change of use from office (Class B1a) to residential (Class C3) (LPA Ref: 2014/0609/P, dated 14 March 2014).	2014 / Granted

Application No.	Site Address	Description	Year / Decision
<u>2014/6270</u> <u>/P</u>	25-26 Hampstead High Street	External alterations in association with the residential conversion of the building following recent prior approval application for the change of use from office (Class B1a) to residential (Class C3) (LPA Ref: 2014/0609/P, dated 14 March 2014), including: replacement windows, removal of rear fire escape, replacement balconies and construction of footbridge linkage from rear yard area to rear elevation ground floor access and new fence. Construction of a roof terrace area at first floor level.	2014 / Granted
<u>2014/5669</u> <u>/L</u>	25-26 Hampstead High Street	Terrace to the rear roof of 46A, Hampstead High Street	2015 / Withdrawn

Application No.	Site Address	Description	Year / Decision
<u>2016/0292</u> <u>/A</u>	25-26 Hampstead High Street	Display of 2 non-illuminated projecting signs on Hampstead High Street and O'riel Place elevation.	2016 / Granted
<u>2017/1711</u> <u>/P</u>	25-26 Hampstead High Street	Replacement entrance at ground floor level to Hampstead High Street elevation.	2017 / Granted
<u>2018/1099</u> <u>/A</u>	25-26 Hampstead High Street	Display of 3 non-illuminated fascia lettering signs on Hampstead High Street and Gayton Road elevations.	2018 / Granted
<u>2020/1774</u> <u>/P</u>	25-26 Hampstead High Street	Creation of new roof terrace, installation of a rooflight and replacement of the existing railings with glazed balustrades.	2021 / Granted

4.0 Policy Review:

The following section reviews national, regional, and local planning policies, as well as Camden design guides that relates to the proposed entry of these premises.

The development plan for the area is the Camden Unitary Development Plan (UDP), which was appropriated in 2006. A London plan commissioned by the Mayor consolidates the London Plan 2008 with the NPPF 2012.

4.1 NPPF 2012, Paragraph 7 Requiring Good Design states that:

- It is important to plan positively for the achievement of high quality and inclusive design for all development
- Establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;
- Respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation.
- Create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion

The proposed development enhances the street scene and improves the existing facade. The proposed glazing elements aims to represent a more modern design for an outdated facade that used to belong to a bank. This proposal aligns much better with the surrounding context.

4.2 NPPF Statement 12 Conserving And Enhancing The Historic Environment

- "Local planning authorities should set out in their Local Plan a positive strategy for the conservation and enjoyment of the historic environment "and conserve them in a manner appropriate to their significance [for]..."
- "the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;
- "opportunities to draw on the contribution made by the historic environment to the character of a place.

4.3 The London Plan: Policy 7.3 Designing Out Crime

- “Development should reduce the opportunities for criminal behaviour and contribute to a sense of security without being overbearing or intimidating... clear indication of whether a space is private, semipublic or public, with natural surveillance of publicly.

The proposed entry includes a large toughened glass window. This maintains ‘live’ frontage, and a sense of surveillance providing vision to the streetscape. The existing column is being removed which allows for less loitering at the front of the unit. This also provides clear visual outlook from the unit and into the unit. This also allows people to access to site unaided. This also meets *CS14 - Promoting high quality places and conserving our heritage*

The proposed entry access (1700mm wide door) is determined by the limited available width of the existing building. Therefore meeting CPG1 Entrances guidelines of a minimum entry width for an existing building (minimum 775mm).

4.4 Policy 7.4 Local Character

Buildings, streets and open spaces should provide a high quality design response that: Has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass.

Policy 7.6 Architecture

- “Architecture should make a positive contribution to a coherent public realm, streetscape and wider cityscape. It should incorporate the highest quality materials and design appropriate to its context. Buildings and structures should:
 - be of the highest architectural quality
 - be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm
 - comprise details and materials that complement, not necessarily replicate, the local architectural character

As Per Camden Strategy 14.7 (CS14), the design references its immediate surroundings. The proposed shopfront design replicates the first floor windows in style and colour. The lower black panelling also matching the existing entrance into the flats. The proposed double door also matches the existing double door in location and size.

4.5 London Borough of Camden UDP

Camden's UDP was adopted in 2006. Until the Local Development Framework has been prepared, it remains the Development Plan for the area.

The Policy supports the development of uses in Class D2 in Central London Frontages, Town Centres and Neighbourhood Centres. Proposals should be of an appropriate scale and character for the centre to which they relate.

Alterations and extensions should be carried out in materials which match the original building, or, where appropriate, in materials that complement or enhance a building.

Shopfronts:

3.40 The design of shopfronts contributes greatly to the character of Camden's centres. This is often particularly true of traditional shopfronts. date back to the 19th Century and earlier.

The Council considers that the attractiveness of shopfronts can usually best be maintained by taking inspiration from existing units and reflecting the general scale and pattern of shopfront widths.

The existing shopfront is not traditional and it is not sympathetic to the design of the rest of the building or the immediate context. The proposal aims to be sympathetic with the existing building and the first floor windows whilst also maintaining the same access on the right. The design provides a modern alternative to an outdated existing facade.

4.6 Heritage and conservation areas

7.82 Advertisements in conservation areas and on or near listed buildings require particularly detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings

7.11 Shopfront alterations should respect the detailed design, materials, colour and architectural features of the shopfront and building itself.

7.13 Shops and businesses need to ensure that their name and other details are clearly displayed on their premises and, as a result, signs are among the most prominent forms of advertising on buildings. However, signs that are unsympathetically designed can cause significant harm to the building and the local townscape. Signs should relate well to the character, scale and architectural features of the building and respect their local context.

The proposed facade aims to match the existing first floor design and modernise the existing shopfront design so that it matches the immediate context more.

4.1 Planning issues:

This section examines the potential effects of the proposed entry against current planning policy, as set out above.

Access

The entrance has a level threshold, with glazing on the double doors. This facilitates ease of access and provides the required visibility when entering and leaving the premises. On the left of the entrance is where we have the large glazed gridded windows that will be designed in such a way to match the existing first floor glazing and allow it to be more in keeping with the immediate context.

Character

Gauging the quality, and suitability of design for the conservation area of Camden is significantly subjective. However, a thorough amount of documentation in the form of national, local policy, and local design guides were consulted in order to appropriate a suitable design as objectively as possible.

Impact on conservation area

We believe that the updated design of the shopfront only aides in providing a more aesthetically appealing frontage within a busy and well looked after high street. The proposed design carefully pays tribute to the existing architectural elements of the existing building whilst ushering in a more modern outlook that also provides a safer use of the commercial unit for years to come.

5.0 Conclusion:

In conclusion, this proposal to redesign the frontage of No. 25-26 Hampstead High Street has been carefully considered in relation to current planning policies and guidelines, with particular emphasis on its impact within the esteemed Hampstead Conservation Area.

Regarding accessibility, the proposed entrance design incorporates a level threshold and glazed double doors, facilitating ease of access and ensuring the required visibility for those entering and exiting the premises. Furthermore, the inclusion of expansive gridded glazing to the left of the entrance has been thoughtfully designed to complement the existing first-floor glazing, thereby enhancing cohesion with the immediate architectural context.

While assessing the suitability of a design within a conservation area inherently involves a degree of subjectivity, this proposal has been meticulously developed through consultations with national and local policy documents, as well as local design guides, to ensure an objectively appropriate outcome.

It is our belief that the updated shopfront design will contribute positively to the aesthetic appeal of this bustling and well-maintained high street. The proposed modifications respectfully pay homage to the existing architectural elements of the building while ushering in a contemporary outlook that not only enhances the visual character but also facilitates safer and more functional use of the commercial unit for years to come.

In summation, this application demonstrates a responsible and considerate approach to modernizing the frontage of No. 25-26 Hampstead High Street, striking a harmonious balance between preserving the area's heritage and accommodating the evolving needs of contemporary commercial enterprises within the Hampstead Conservation Area.