

Design and Access Statement

65 SOUTH END ROAD

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LONDON

NW3 2QB

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Site Address:
65 South End Road
London
NW3 2QB

1.1 Introduction

This design and access report relates to the planning application to the following items at 65 South End Road, London, NW3 2QB.

- Installation of new signage elements

1.2 This Design and Access Statement is to be read in conjunction with all drawings and supporting documents submitted as part of the application.

1.3 This application is made on behalf of the shop tenant / leaseholder. The purpose of this application is to present an appropriate and sensitively considered design solution for a number of amendments to the building facade as set out in the design sections of this report.

2.1 Policy Context

Policy context taken from "Conservation Area Statement Hampstead"
Statement.

ROAD AND IMMEDIATE CONTEXT

South End Road -

The road curves from the bottom of Willow Road to South End Green. In this sub-area the west side forms an elegant frontage, largely made up of Regency (early 19th century) properties facing onto the very southern edge of Hampstead Heath. Long front gardens and mature landscaping define the character. The houses are two or three storey some with semi-basements. Some have long driveways sloping down to the lower ground level and these break up the verdant nature of the frontage. Ten of the buildings are listed. No.71 has a veranda extension by CFA Voysey. The South End Triangle at the junction of Downshire Hill, South End Road, Willow Road and East Heath Road is defined as a Public Open Space in the UDP.

The parade of shops winds along the west side of South End Road, some with ornate brickwork and gables, others plain. Nos.1-29 were built in the 1880s. The rest of the shopping parade dates from the late 1890s. With the exception of Nos. 23, 31, 45, the shop fronts are of very poor quality. The parade is designated as a Neighbourhood Shopping Centre in the UDP. The magnificent Gothic drinking fountain erected in 1881 provides a focus to what remains of the 'green'. Erected in memory of William Warburton Pearce and JB Chamberlain (listed). Defined as Public Open Space in the UDP and listed in the London Squares Act 1931.

3.1 Site Location

The site is located at 65 South End Road.

3.2 Site Description

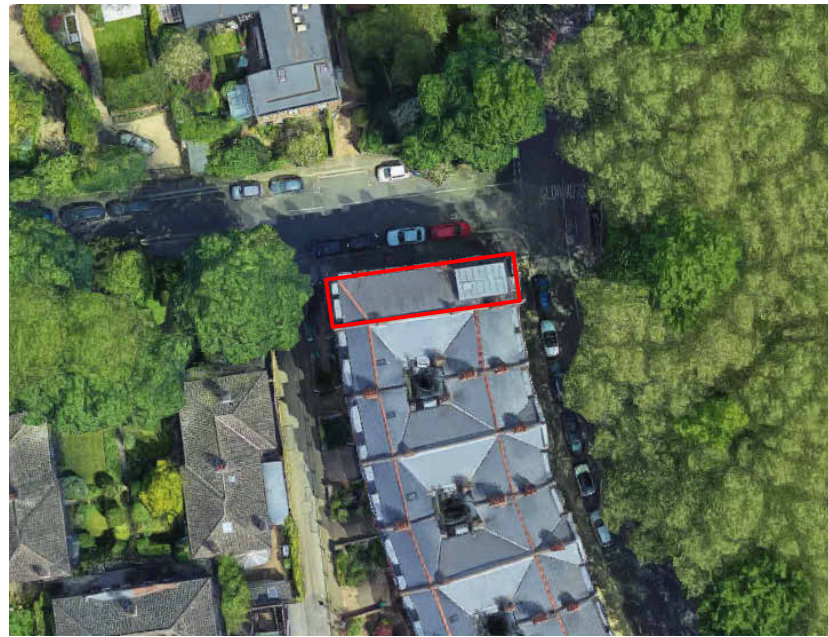
The shop premise forms an rectangular plot of approximately 110m². Accommodation includes a shop front at ground level with additional floor space of approximately 45m² at basement level.

3.3 Surrounding Area

The site falls within the Hampstead Conservation area. There are a wide variety of building uses in the immediate area including restaurants, cafes and retail.

3.4 Listed Buildings

The building is not listed.



65 South End Road aerial photograph.



65 South End Road elevation (Biggie Best) from street.

4.1 Design

Design proposals include:

South End Road Facade

- 1 New fascia sign
- 2 New blade sign to pilaster
- 3 New menu board
- 4 New opening hours vinyl

Keats Grove Facade

- 2 New blade sign to pilaster
- 5 New vinyl information

Please refer to the submitted drawings and accompanying advertisement specification.

4.2 Use

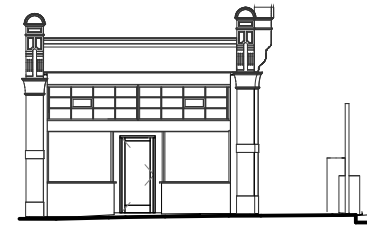
The site will remain as existing.

4.3 Amount

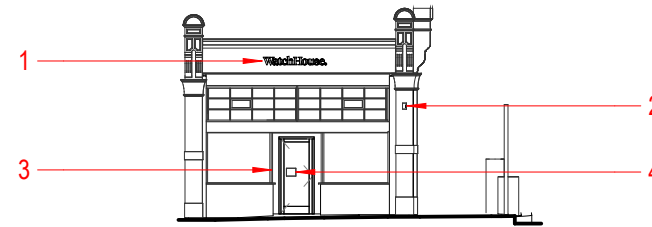
No Change.

4.4 Layout

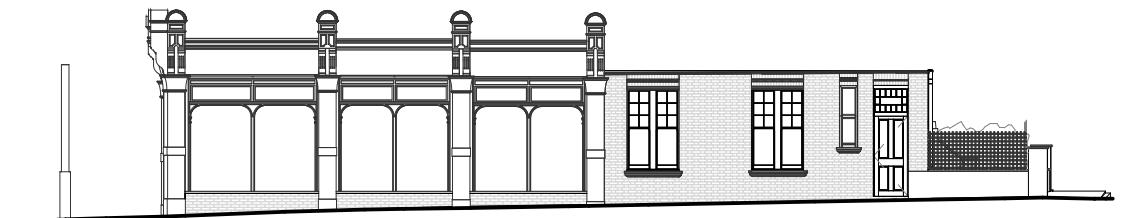
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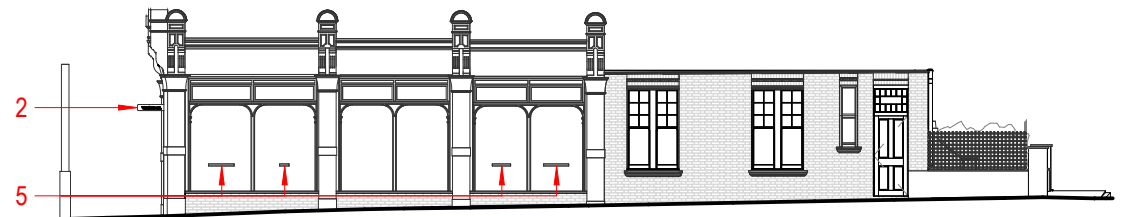
EXISTING SOUTH END ROAD ELEVATION



NEW SOUTH END ROAD ELEVATION



EXISTING KEATS GROVE ELEVATION



NEW KEATS GROVE ELEVATION

5.1 Conclusion

The proposed scheme has been developed with careful consideration of the existing context and local planning policies. It is believed that the design of the development is of a high quality, and the design, appearance and choice of materials have been carefully considered in arriving at the submitted scheme.

In summary, we feel that this proposal:

- Is a highly positive enhancement to the building.
- Is an efficient use of the site.

The support of the local planning authority is respectfully requested in granting consent for this application.