



The White Company Hampstead - Design & Access Statement & Heritage Statement

July 2024 - Revision A

This statement forms part of the listed building application for works to the following site:

Address - 46 Hampstead High Street - GRADE II LISTING

Please note, this is not a standalone document and must be read alongside the plans submitted alongside this report, which constitute the principle information; this supports the Listed Building Consent Application in particular.

Details

Grade: II

List entry number: 1378690

Date Listed: 13 May 1974

List Entry Name: 45 and 46 Hampstead High Street

Statutory Address: 45 and 46 Hampstead High Street

County: Greater London Authority

District: Camden (London Borough)

Parish: Non Civil Parish

National grid reference: TQ 26404 85751

Significant and Special interest

The elements of significant interest relating to the building and its list entr, and how they will be affected by the proposal are as follows:

1. Shop Front window and frame - to be retained and frames painted white to match brand colours. The timber is rotting and in poor condition in some places, where this is the case the timber will be repaired and replaced to match with the original condition and style.
2. Shopfront column with cornice detailing at the top - to be retained and painted to white to match brand colours. The colour of the shopfront has not been linked to any significant or historical element, and has changed numerous times since the original listing. The re painting will improve the overall aesthetic as it is in much need of repair.
3. Tiled roofing - will not be altered.
4. Upper floors recessed sashes with exposed boxing - not within the clients demise and will not be altered.
5. The interior of the building does not have listed elements, but all interior works are to be an improvement on the existing condition.



Special interest

The special interest of the building is predominantly the shopfront, which will not be materially affected other than repainting and repairing where necessary. The signage replacements will be like for like, and the fixing points will be in as similar a location as is feasibly possible.

The interior works will improve both the aesthetic and functionality of the site, with the currently not in use and has fallen into disrepair. The proposal will bring the site back to life and fit with the current standard and aesthetic of the high street.

Description of Development

1. Existing fascia signage to be replaced with non illuminated replacement, along with the hanging projecting sign being replaced with illuminated replacement. Size, lighting and location of the hanging signs to match the existing.
2. Shopfront to be painted white to match The White Company design.
3. Internal layout changes that will not affect the material make up of the shopfront.



Above: Hampstead High Street, as of March 2024

Philosophy & Approach

Access into building - One access door for customers into the building keeping with the existing condition. The existing entrance has no step so is accessible to all users. The sales floor is kept on one floor and therefore is also accessible to all.

Design Proposals - The Listed Building application is for proposed works as described above. This is for a new retailer to occupy the ground floor and basement units, therefore a new design and floor layout as well as signage will be required.