

Planning and Borough Development  
 London Borough of Camden 2nd Floor, 5 Pancras Square  
 c/o Town Hall, Judd Street  
 London, WC1H 9JE

Strictly Private and Confidential  
 Project: 9 Hampstead High Street, London, NW3 IPR  
 RE: Design and Access & Heritage Statements  
 SENT: Via Planning Portal  
 Date: November 2024

**1. This current application is regarding:**

Request for the approval of retrospective listed building consent application, for the internal works at ground floor level of the existing retail unit at 9 Hampstead High Street.

Generally the renovation fit out works has not touched the original structure of the building, and all the elements added atop the existing fabric as part of a light refresh at the ground floor level.

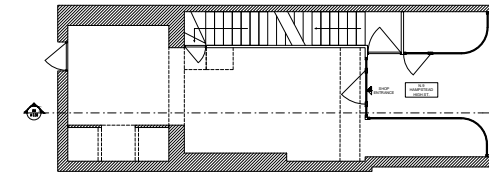
The basement level of the shop remains unchanged, with painting being the only work undertaken.

**2. Site:**

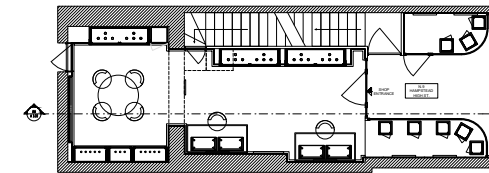
The existing shop is located at ground floor of a four-storey building. The property forms part of a wider parade of buildings fronting Hampstead High Street. The shop is located within Hampstead Conservation Area, and the property is a Grade II listed building.

**3. Accessibility**

The access to the shop is through the ground floor entrance, which has remained unchanged. The main building entrance is separated from the shop and its located by the shop entrance.

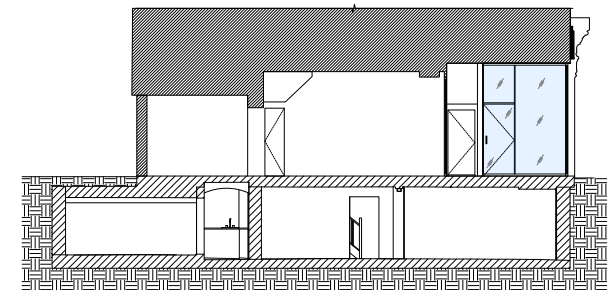


Existing Ground Floor

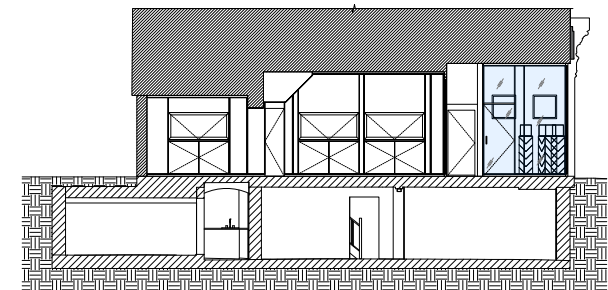


Proposed Ground Floor

1) Plans



Existing Section AA



Proposed Section AA

2) Sections

I have included the following drawings and report for your consideration to explain the proposal in greater detail:

<b>A-0.00 Cover</b>	
<b>A-0.10 Existing Floor Plans</b>	<b>1:50</b>
<b>A-0.30 Existing Section AA</b>	<b>1:50</b>
<b>A-1.00 Proposed Floor Plans</b>	<b>1:50</b>
<b>A-3.00 Proposed Section AA</b>	<b>1:50</b>

#### 4. Proposal

##### Internal alteration and soft refurbishment of the existing retail unit on ground floor including:

- Removal of existing changing room plasterboard partitions and non original ceiling cornice.
- Installation of new wooden floor above the existing boards.
- Cladding of the existing perimeter walls with fabric panels.
- Cladding of the existing dropped plasterboard ceiling with wooden slats.
- Replacement of AC internal unit with cassette system.
- Furniture installation.

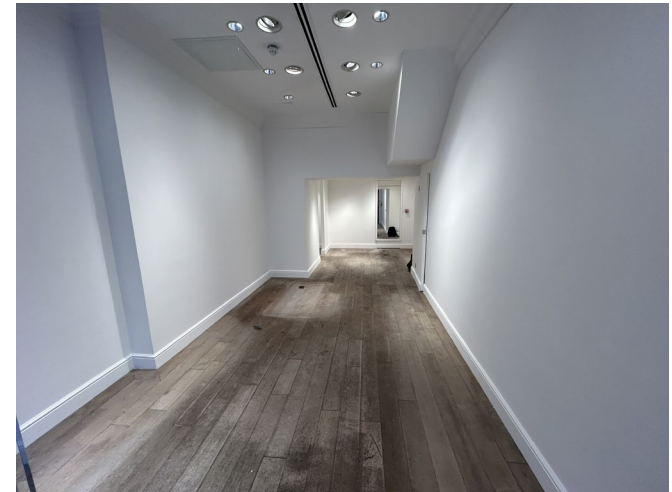
#### 5. Scale/Appearance

**Height:** The proposal has maintained the existing height of the unit and the plasterboard ceiling has been cladded with wooden panels.

**Width & Length:** The proposal has not altered the width in the room.

The proposed refurbishment and internal alterations of 9 Hampstead High Street have had no impact on the surrounding development as there are minor internal alterations that have taken place.

Since the property has been vacant for some time, the refurbishment of the unit has improved the appearance of the façade of 9 Hampstead High Street as well as positively impacting on the appearance of the whole of Hampstead High Street.



Existing Ground floor



Proposed Ground floor

#### 3) Photos

## 6. Heritage Statement

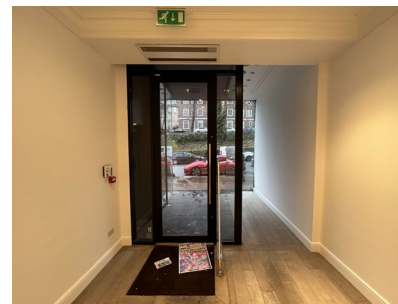
**Heritage Asset Description:** Description cited from Heritage England

CAMDEN  
TQ2685NE HAMPSTEAD HIGH STREET 798-1/27/743 (North side) Nos.9 AND 9A  
GV II

Hampstead Brewery building, now flats with shops to ground floor. Dated 1869. Darkened yellow stock brick with enriched brick floor cornices and stucco dressings. Shallow hipped slated roof with central slab chimney-stack and projecting eaves with stepped brick cornice. 4 storeys and cellars. 5 windows. No.9 at ground floor to left has an elaborate vehicle archway of pilasters with enriched capitals supporting brackets of barley sheaves and barrels flanking a segmental arch with keystone and shaped pediment with riband inscribed "Established 1720/Brewery/Rebuilt 1869". To right, the original timber shopfront with round-cornered plate-glass window and colonnettes flanking a panelled door with round-cornered overlight; fascia and bracket. To left, fine late C19 shopfront with thick curly cast-iron columns and big frieze. Upper floors of 2-pane sashes. 1st floor windows have guttae drops, keystones and small scrolled pediments with balls; 2nd floor with keystones and bracketed sills with enriched cast-iron guards. INTERIOR: not inspected. The separate Nos 1 and 2 Brewery Mews at rear have been rebuilt and are not included in this listing.

**The Proposed Works:** internal soft shop fit out of the existing retail unit on ground floor level.

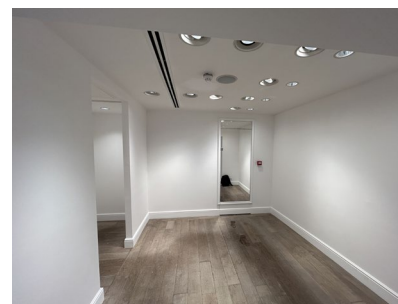
**Impact on heritage assets:** Refurbishment works have had no impact on the significance of the heritage assets of the building, as the shop was previously significantly refurbished in 2014 by the previous tenant under application 2014/0505/P.



Existing front view of Ground floor



Proposed front view of Ground floor



Existing rear view of Ground floor



Proposed rear view of Ground floor



Existing shopfront view



Proposed shopfront view

**7. Previously Approved Planning Applications**

The recent precedents considered in the area in the proposed application are following:

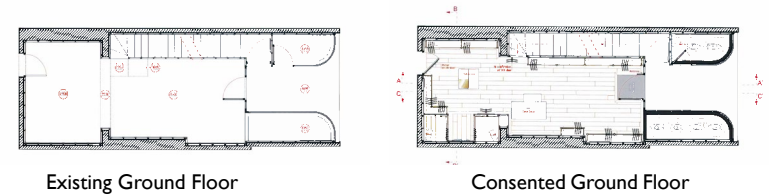
- 9 Hampstead High Street, application 2014/0505/P & 2014/0747/L, Installation of new shopfront and internal alterations.(Refer to figure 4)
- 23 Hampstead High Street, application 2023/5376/L, Internal alterations proposed to the combined retail unit, including installation of partitioning, wall linings, lighting and repair and redecoration works. Externally the two shopfronts would have minor repairs and redecoration including repainting and the installation of new fascia level signage. (Refer to figure 5)
- 30 Hampstead High Street, application 2021/4365/L, Internal alterations to the ground floor and basement, and the display of an internal sign with back-lit lettering, vinyl lettering on the inside of the glass, and a projecting sign with internal halo-lit lettering. (Refer to figure 6)

**8. Conclusion**

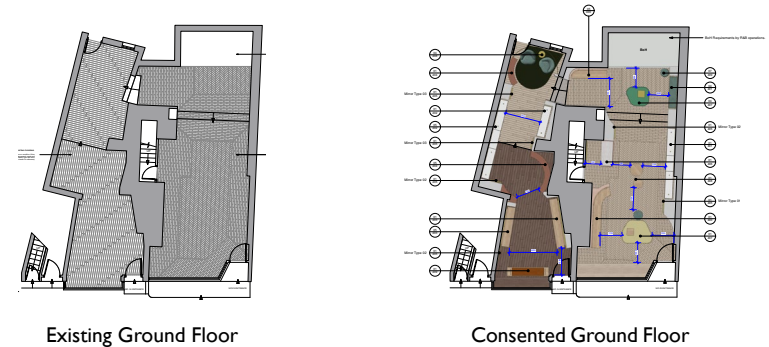
Taking in consideration the proposed design, the above analysis and heritage statement, we therefore request our proposal to be granted listed building consent.

Kind regards,

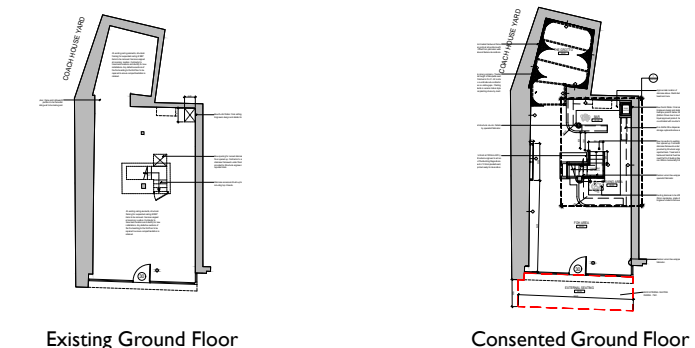
Ivan Lazzaroni  
 Director Omnide  
 Architect ARB



4) no.9 ground floor plans (2014/0747/L)



5) no.23 ground floor plans (2023/5376/L)



6) no.30 ground floor plans (2021/4365/L)

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