

**PLANNING, HERITAGE & DESIGN AND ACCESS
STATEMENT**

Alterations to shopfront

At

**46 Hampstead High Street
London**

**ON BEHALF OF
Le Pain Quotidien**

December 2013

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1. INTRODUCTION

- 1.1. This Statement is submitted in support of an application for planning, advertisement and listed building consent for minor alterations to the shopfront and replacement signage at 46 Hampstead High Street.
- 1.2. The unit at 46 Hampstead High Street has recently been vacated by McDonald's restaurant. Le Pain Quotidien have entered into a lease for the premises and are seeking minor alterations to the shopfront in order to facilitate their operation from the unit.
- 1.3. Le Pain Quotidien was established in the early 1990's and its unique concept and local organic produce has proven to be popular. There are currently over 20 stores within London, with a record of operating quality premises.
- 1.4. This Statement sets out the details of the application proposals and the context of the site. The proposals are assessed against the relevant national and local planning policies and it is demonstrated that the proposals are in accordance with these policy requirements.

2. THE SITE AND PLANNING HISTORY

- 2.1. The site consists of the ground floor restaurant unit at 46 Hampstead High Street. The site is located to the northern end of Hampstead High Street, close to Hampstead Underground Station.
- 2.2. The unit lies within a frontage of shops and restaurants, with a dry cleaners adjacent to the north of the premises and a stationary shop adjacent to the south. The building has two upper storeys which are in residential use, although these are set back from the shop frontage.
- 2.3. The site lies within the Hampstead Conservation Area and is Grade II Listed as part of a group listing with 45 Hampstead High Street adjacent. The existing shopfront is timber painted black with externally illuminated fascia signage and an externally illuminated hanging sign. The shop has double recessed entrance doors to the left hand side and two shop windows with a stall riser.
- 2.4. The unit is located within Hampstead town centre which provides a range of shopping and service facilities. The area has a mixed character with a variety of shop and restaurant uses and a variety of building and shopfront designs.

Planning History

- 2.5. Permission has been granted for a variety of alterations and extensions to the unit at 46 Hampstead High Street over time.
- 2.6. The Council's planning records show that permission was granted in 1972 for, amongst other alterations and extension, the installation of a new shopfront (ref. 13635R). The drawing of the shopfront from this application is shown in Figure 1 below.

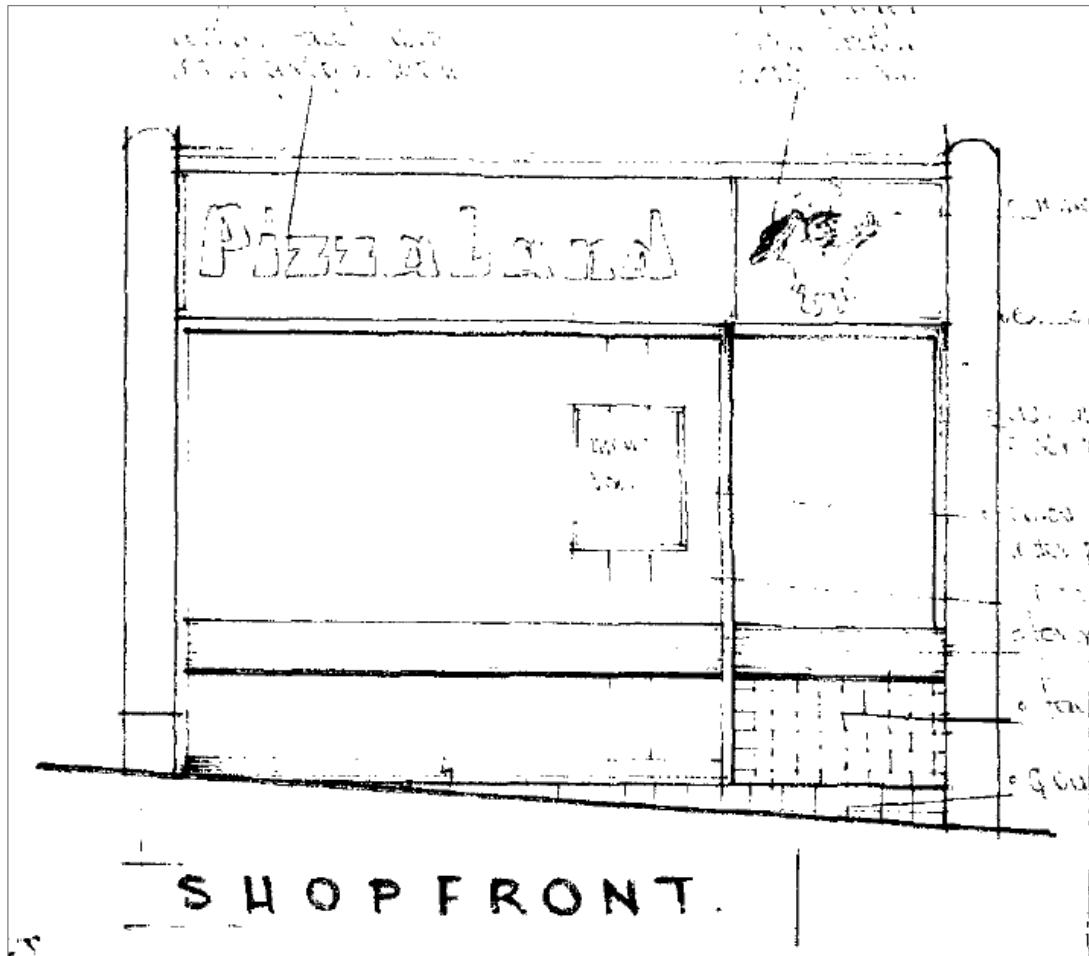


Figure 1: Shopfront 1972

- 2.7. Permission was also granted in 1982 for the installation of a new shopfront (ref. 34186). The drawing of this shopfront and projecting sign are shown in Figure 2 below.

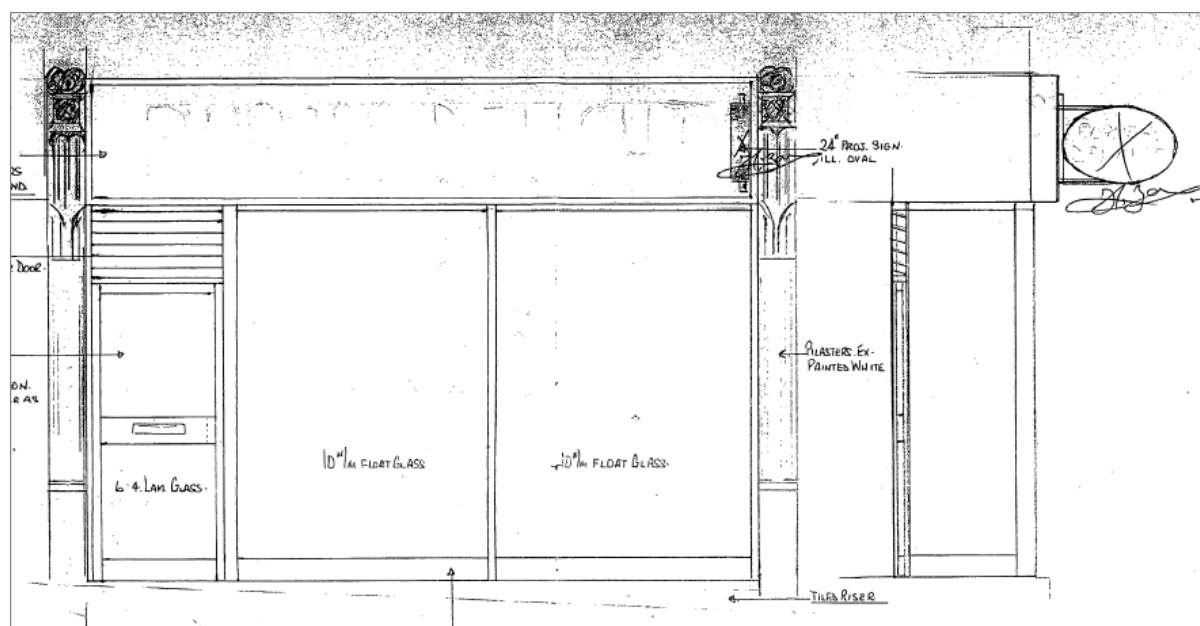


Figure 2: Shopfront 1982

- 2.8. Permission was again granted in 1992 for extension and alterations including the installation of a new shop front and construction of a separate access to the upper floors (ref. 9200142). Advertisement consent was also granted in 1992 for a fascia sign illuminated from above by 3 spotlights and an externally illuminated hanging sign (ref. 9280021).
- 2.9. The above planning history demonstrates that the existing shopfront at 46 Hampstead High Street has been significantly altered and that the existing shopfront and signage is modern and not a historic feature of the building.
- 2.10. More recently, listed building and advertisement consent were granted in 2012 for the installation of replacement signage to the shopfront (2011/5742/L). The proposals included the replacement of the ground floor restaurant shopfront signage and the repair and repainting of the timber shopfront. The existing fascia lettering was to be removed and replaced with individually-mounted lettering, with illumination using spotlights. The projecting sign was to be removed and replaced with a traditionally-designed hanging sign.
- 2.11. The proposals were considered acceptable by the Council and permission was granted, although the consent has not been implemented.

3. PROPOSAL DESCRIPTION

3.1. This application seeks consent for minor alterations and replacement signage to the shopfront at 46 Hampstead High Street for the operation of Le Pain Quotidien. Applications for planning, advertisement and listed building consent have been made. Specifically consent is sought for:

Planning permission:

- 3 no. replacement lights
- Replacement sign bracket

Advertisement consent:

- Replacement fascia sign
- Replacement hanging sign

Listed building consent:

- Repainting of shopfront
- 3 no. replacement lights
- Replacement sign bracket

3.2. The overall shopfront design is to be maintained. The existing external fascia lights which are modern black down-lighters are proposed to be replaced with black swan neck lights of a more traditional design. The number and position of lights is to remain the same.

3.3. The existing hanging sign bracket which is black metal with modern strip lights to either side is proposed to be replaced in the same location with a black metal bracket of a more refined design with a light fitting to each side. The existing hanging sign board is proposed to be replaced with a board which has a tiled design and traditional signage design.

3.4. The existing fascia sign lettering is to be removed and it is proposed to paint individual lettering to the fascia sign board. The existing black painted timber shopfront is to be repainted in a light green colour.

- 3.5. No change in use is proposed by the application.
- 3.6. Overall, it is proposed to enhance the appearance of the shopfront with a refined design which is in keeping with the character of the building and the surrounding area.

4. PLANNING POLICY POSITION

National Planning Policy Framework

- 4.1 The NPPF sets out the Government's planning policies and how these are expected to be applied.
- 4.2 Section 7 relates to design including advertisements. Paragraph 67 states that the control over outdoor advertisements should be efficient, effective and simple in concept and operation. It is required that only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
- 4.3 Section 12 of the NPPF relates to conserving and enhancing the historic environment. Paragraph 128 requires applicants to describe the significance of any heritage assets affected by development, including any contributions made by their setting. The level of detail should be proportionate to the asset's importance.
- 4.4 Paragraph 129 states that when considering the impact of application proposals on a heritage asset, local planning authorities should take into account an assessment of the particular significance of any heritage asset affected, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.
- 4.5 Paragraph 131 requires that, in determining applications, local planning authorities should take account of:
- the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable use consistent with their conservation;

- the positive contribution that conservation of heritage assets can make to sustainable communities including their economic viability; and
- the desirability of new development making a positive contribution to local character and distinctiveness.

4.6 Paragraph 137 states that local planning authorities should look for opportunities for new development within Conservation Areas and within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably.

4.7 Paragraph 138 goes on to note that not all elements of a Conservation Area will necessarily contribute to its significance.

Core Strategy

4.8 Camden's Core Strategy sets out the strategic policies for the Borough. Policy CS5 seeks, among other objectives, to provide sustainable buildings and spaces of high quality which protect and enhance the local environment and heritage.

4.9 Policy CS14 promotes high quality places and seeks to conserve Camden's heritage. Specifically the policy requires development of a high standard of design that respects local context and character and seeks to preserve and enhance Camden's heritage assets and their settings.

4.10 For Hampstead, the Core Strategy (Policy CS7) has the objective that proposals for alterations to shopfronts to preserve or enhance the character and appearance of the centre and to respect the original frontages.

Camden Development Policies

- 4.11 The Development Policies DPD sets out detailed planning policy for Camden. Policy DP24 seeks to secure high quality design and notes that the Borough is densely built-up with most development involving the replacement, extension or conversion of existing buildings, with design to respond creatively to its site and its context. The policy requires developments to consider the character, setting, context and the form and scale of neighbouring buildings; the character and proportions of existing buildings; and the quality of materials to be used.
- 4.12 Policy DP25 seeks to conserve the Borough's heritage assets. The policy seeks the maintenance of the character of Conservation Areas, through only permitting development within Conservation Areas that preserves and enhances the character and appearance of the area.
- 4.13 With respect to Listed buildings, the policy seeks to preserve and enhance Listed buildings through only granting consent for development where it is considered that this would not cause harm to the setting of a Listed building.
- 4.14 Policy DP30 seeks a high standard of design in altered shopfronts. In the consideration of alterations to shopfronts, the design of the shopfront or feature; the existing character, architectural and historic merit and design of the building and its shopfront; the relationship between the shopfront and the upper floors of the building and surrounding properties; the general characteristics of shopfronts in the area; and community safety and the contribution made by shopfronts to natural surveillance will be taken into account.

Camden Planning Guidance

- 4.15 The Camden Planning Guidance provides guidance on the design of new development and supplements the policies contained within the Core Strategy and Development Policies DPD.

- 4.16 CPG1 Design Chapter 3 is concerned with development affecting any element of the Borough's historic environment and seeks to preserve, and where possible, enhance Camden's architectural heritage. It is identified that Camden has a rich architectural heritage, with the Local Authority seeking to preserve, and where possible, enhance these areas and buildings. Development will only be permitted within Conservation Areas which preserves and enhances the character and appearance of the area.
- 4.17 The CPG states that in assessing applications for Listed building consent, special regard is to be paid to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. The Council will consider the impact of proposals on the historic significance of the building, including its features, and proposals should seek to respond to the special historic and architectural constraints of the Listed building.
- 4.18 CPG1 Chapter 7 relates to shopfronts and sets out that shopfront alterations should respect the detailed design, materials, colour and architectural features of the shopfront and building itself. The Guidance states that well designed shopfronts increase the attraction of shops and shopping centres to customers, which is particularly important in town centres and to the character and appearance of Conservation Areas and Listed buildings.
- 4.19 With regard to advertisements, the Guidance states that shops and businesses need to ensure that their name and other details are clearly displayed on their premises. Signs should relate well to the character, scale and architectural features of the building and respect their local context. Hanging and hanging signs should normally be level with the fascia and should be positioned to the side of the shopfront at fascia level.
- 4.20 CPG1 Chapter 8 relates to advertisements and states that, in general, the most satisfactory advertisements are those which take into account the character and design of the property; the appearance of the surroundings;

and the external fabric of the building. Regarding illumination, the Guidance states that the type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located.

Hampstead Conservation Area Statement

- 4.21 The Statement identifies that Hampstead has an exceptional combination of characteristics that provide the distinct and special qualities of the Conservation Area. The Heath Street and Hampstead High Street sub area is identified as the central spine of Hampstead which, as a major route, has developed as a shopping centre.
- 4.22 Hampstead High Street is described as the principal public street of the Conservation Area with the character of a small town shopping centre. At the northern end, the Street it is mostly made up of 1880s properties but the rest of the street retains many older shops and houses. The rich mixture of building types and architectural styles, the variations in roofline and street width and the irregular curves of the frontages as they climb the hill give the street special charm.
- 4.23 The application site is identified with No. 45 as Listed and early 18th century buildings that survive behind Victorian shops built over their front gardens.
- 4.24 For the management of the Conservation Area, it is identified that many original shopfront features survive such as pilasters, corbels, cornices, stall risers. However in far too many instances inappropriate and poorly designed shopfronts have been installed within the original frame that detract from the shopfront. The depth of fascias have frequently been increased with the result that the balance and harmony of the shopfront is lost.

5. PLANNING AND HERITAGE ASSESSMENT

- 5.1. As discussed in Section 4, the NPPF requires that the significance of any heritage assets affected by development be described and that it is desirable that this significance be sustained and enhanced.

Significance of the Listed Building and Conservation Area

- 5.2. The building is Grade II group Listed, with the Listing from 1974. The group Listing for Nos. 45 and 46 Hampstead High Street states:

Pair of terraced houses, possibly originally one house, with later shops built out over forecourt. Early C18, altered; late C19 shops. 3 storeys. No.45, 2 windows; No.46, 1 window. Brown brick with stucco front. Tiled roof. Hanging shops altered in C20: No.45 with grey granite half columns supporting fascia with dentil cornice and console bracket stops; No.46 with pilasters at angles supporting enriched console bracket stops to C20 fascia. Upper floors have slightly recessed sashes with exposed boxing; No.45 right hand windows early C19 tripartite sashes. Parapet. Rear facade has segmental-arched sash windows with flush frames and exposed boxing.

- 5.3. In relation to the application proposals and given the planning history set out in Section 2 above, the significance of the Listed building is considered to be the pilasters and enriched console bracket stops.
- 5.4. As set out in Section 4 above, the Hampstead Conservation Area Statement identifies that the character of this part of the Conservation Area derives from the shopping centre and the mixture of building types and architectural styles.
- 5.5. The photographs below give examples of the variety of shopfronts and buildings found within the Conservation Area sub area, close to the application site. As can be seen there is a range of shopfront styles and designs and a range of signage, including external illumination, and shopfront colours.



Photo 1: Hampstead Conservation Area – projecting signage



Photo 2: Hampstead Conservation Area – externally illuminated signage



Photo 3: Hampstead Conservation Area – painted timber shopfronts



Photo 4: Hampstead Conservation Area – mixed shopfront designs



Photo 5: Hampstead Conservation Area – externally illuminated signage



Photo 6: Hampstead Conservation Area – swan lights and individual lettering



Photo 7: Hampstead Conservation Area – hanging sign

Assessment of Proposals

Advertisements

- 5.6. In accordance with NPPF paragraph 67, advertisements are subject only to control in the interests of amenity and public safety. The proposed advertisements replace existing fascia and hanging signage. The proposed fascia sign is simple painted individual lettering illuminated by 3 swan lights. These lights are directed towards the shop fascia and the illumination will be static so as to protect public safety and preserve amenity. The proposed hanging sign is refined in design with discreet external down lighting to protect public safety and preserve amenity. The proposed signage will not affect the amenity of the residential property above the shop as this is set well back from the shopfront edge. The principle of externally illuminated fascia and hanging signage at the shop

has been established as acceptable through the recent consent granted at the site (see Section 2) and it is considered that the proposals are in accordance with this and the policy requirement.

- 5.7. In accordance with the Camden Planning Guidance, the proposed signs relate well to the character, scale and architectural features of the building by proposing a more traditional and refined design which reflects and complements the historic features of the shopfront. The proposed signage respects local context through being of a design which is in accordance with the character of and existing signage within the local area. As shown in the photos above, externally illuminated fascia signage and externally illuminated hanging sign boards are found along Hampstead High Street.
- 5.8. In accordance with CPG1, the proposed hanging sign is level with the fascia and positioned to the side of the shopfront. The proposed signage takes into account the fabric of the building through proposing painted lettering onto the existing timber shopfront. The proposed illumination is refined in design so as to be sympathetic to the character and design of the building and the proposed colours of the signage and shopfront are in keeping with the mixed appearance of the surroundings.

Shopfront Alterations

- 5.9. In accordance with Core Strategy policies CS5 and CS7, the proposed shopfront alterations are of a high quality of design which will protect and enhance the local environment and heritage assets. In accordance with the examples of shopfronts found within the local area given above, the proposed shopfront alterations will preserve and enhance the character and appearance of Hampstead town centre as well as respecting the original shopping frontage.
- 5.10. In accordance with Development Policy DP24, the design of the proposals responds creatively to the site and its context. The design of the minor shopfront alterations considers the character and form of the building as well as the scale of neighbouring buildings. The proposed swan lights and

signage bracket respect the proportions and design of the shopfront as well as the context and scale of neighbouring buildings. The proposed shopfront and signage are of a high quality with the materials used designed to respect and enhance the shopfront as well as being in keeping with the context of the site.

- 5.11. In accordance with policy DP30, the proposed shopfront preserves the architectural and historic features of merit being the existing cornice and entablature and the pilasters and console brackets. The proposals take into account the relationship between the shopfront and upper floors of the building through respecting the scale and proportions of the building and remaining subordinate to the existing architectural features. The proposed shopfront contributes to natural surveillance through retaining the existing overall shopfront form.
- 5.12. In accordance with CPG1, it is considered that the proposed shopfront is well designed, enhancing the building and increasing the attraction of the shop and shopping centre to customers. The proposed repainting of the shopfront in a light green colour is considered to respect and enhance the building itself in accordance with the light colour of the upper floors of the building behind. The design, materials and colour of the proposed shopfront are considered to preserve and enhance the building and the Conservation Area.

Listed Building

- 5.13. In accordance with NPPF paragraph 129, the proposals avoid conflict with the heritage asset's conservation through preserving the historic architectural features of the building. As set out in Section 2 above, the shopfront itself has undergone a series of alterations in recent years, and the existing timber shopfront is a modern replacement as opposed to a historic feature of the building. The proposed shopfront preserves the historic features of the building through replacing the shopfront lights in the same position as those existing and replacing the signage bracket in the same position as the existing signage bracket.

- 5.14. In accordance with paragraph 131, the proposals sustain and enhance the significance of the Listed building as set out above as well as putting the vacated shop to viable use consistent with its conservation. The proposed shopfront and signage are considered to make a positive contribution to the character and appearance of the Conservation Area, and through enhancing the appearance of the building, making a positive contribution to the economic viability of the shopping centre. The proposals are considered to make a positive contribution to local character and distinctiveness through the design reflecting the existing mixed character of the Conservation Area as shown in the photos above.
- 5.15. In accordance with paragraph 137, the proposals present the opportunity for development within the Conservation Area to enhance and better reveal the significance of the heritage assets. The proposed shopfront is considered to enhance the significance of the Listed building through replacing existing shopfront features which are detrimental to the character and appearance of the heritage assets with signage and lighting of a more traditional and refined design, in keeping with the architectural and historic features of the building and Conservation Area. The repainting of the shopfront in a lighter colour is also considered to enhance and better reveal the significance of the Listed building and the Conservation Area.
- 5.16. In accordance with Core Strategy policy CS14 and policy DP25, the design of the proposals has been considered and is of a high standard that respects local context and preserves and enhances the heritage assets. It is considered that the proposed shopfront design is more in keeping with the character and appearance of the Conservation Area and so the proposals enhance the setting of the Conservation Area. The proposed shopfront features are all of a design of which examples are found elsewhere in the Conservation Area, reinforcing the distinctiveness and significance of the heritage asset. The proposals for replacement signage and lighting to the shopfront are not considered to cause harm to the setting of the Listed building, particularly as the shopfront itself is not a historic part of the building. The historic features of significance are preserved and enhanced by the proposals.

- 5.17. In accordance with CPG1, the proposals are considered to preserve and enhance the Listed building and Conservation Area through a shopfront design which better respects the historic character of the building and appearance of the Conservation Area. The principles of repainting the shopfront and replacement signage of a more traditional design have already been established as acceptable through the recent consents at the site. It is considered that the proposals are in accordance with these principles and in fact present a design which better respects the architectural features of the shopfront through a more traditional and refined design. The proposals have been designed to respond to the historic and architectural features of the Listed building.
- 5.18. The proposals are considered to preserve and enhance the character of the Conservation Area which is identified in the Conservation Area Statement as an exceptional combination of characteristics and a rich mixture of building types and architectural styles. The operation of the shopping centre is also a key feature of the character of the Conservation Area. In accordance with the management strategy for the Conservation Area, the proposals preserve the surviving original shopfront features. The proposals make no alteration to the form of the shopfront, although the painted lettering for the fascia signage will ensure that there is no increase to the depth of the fascia that may harm the balance and harmony of the shopfront.
- 5.19. The proposed painting of the shopfront and design of the signage reflects the design of shopfronts found surrounding the site in the Conservation Area. The high quality and more traditional style of the proposed shopfront is considered to preserve and enhance the mixed shopping character and appearance of the Conservation Area.

6. DESIGN AND ACCESS

- 6.1. The following outlines the specific design and access considerations associated with the minor shopfront alterations and replacement signage. It is demonstrated that the proposals have been sensitively designed, having regard to the heritage assets and their settings.

Use

- 6.2. Although there is no change of use proposed, the proposed shopfront alterations and signage will facilitate the use of the unit by Le Pain Quotidien, contributing to the vitality and viability of the town centre.

Amount

- 6.3. It is proposed to replace the amount of lighting and signage at the shop with the same amount as existing. The 3 no. fascia lights are proposed to be replaced with 3 no. lights in the same position and it is proposed to replace the existing hanging sign with 1 no. hanging sign in the same position. As such, the proposals do not present a material change to the form of the shopfront in this respect.

Scale

- 6.4. The scale of the proposed signage reflects the scale of the existing signage at the shop as well as the proportions of the shopfront and building. The scale of the fascia sign lettering respects the scale and proportions of the fascia board at the shop, and the scale of the hanging sign reflects the scale and proportions of the shopfront and other signage within the Conservation Area. The scale of the signage is considered to preserve the significance of the Listed building whilst facilitating the viable operation of the business from the premises.

Layout

- 6.5. There is no change to the layout of the shopfront proposed, although the position of the replacement fascia lights and hanging sign maintain the existing location of lights and signage at the shop.

Appearance

- 6.6. The proposed shopfront has been designed to enhance the appearance of the shop, the Listed building and the Conservation Area. The proposed shopfront better respects the appearance of the upper floors of the building as well as the historic architectural features of the shopfront. It is considered that the more traditional design of the shopfront and signage better respects the building and enhances the Conservation Area. The enhanced appearance of the shopfront will contribute to the enhancement of the setting of the Listed building and the character and appearance of the Conservation Area.

Access

- 6.7. There is no change to the access to the unit although level access is provided to enable safe access for all members of the public.

7. CONCLUSION

- 7.1. The minor shopfront alterations and replacement signage proposed at 46 Hampstead High Street have been carefully designed to facilitate the operation of Le Pain Quotidien whilst preserving and enhancing the significance of the Listed building and the character and appearance of the Conservation Area.
- 7.2. In the design of the proposals, care has been taken to preserve the architectural features of significance and to respect the proportions and scale of the building. The proposed lighting and signage are of a more traditional design which is considered to enhance and better reveal the significance of the Listed building and its setting, as well as conserving and enhancing the character and appearance of the Conservation Area.
- 7.3. The shopfront has undergone replacement and significant alteration over time, including up to the recent day. The proposals only make minor alterations to the shopfront, of which the principles have been established as acceptable. It is considered that the design of the proposals is of a high quality which protects and enhances the local environment and heritage.
- 7.4. It has been demonstrated that the proposals are in accordance with the NPPF and local policy requirements. It is therefore respectfully requested that full planning permission, advertisement consent and listed building consent be granted.