

Design & Access Statement

72 Hampstead High Street

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Also Submitted: Existing, Demolition and Proposed Drawings, Scale 1:50 @ A1

Introduction



Summary

- The change of use at 1st floor from retail (Class A1) for the provision of a 1-bedroom apartment (Class C3).
- Associated internal reconfiguration and minor refurbishment works to the façade including new windows to Perrin's Court at 1st floor level.

Background and Context

This application relates to a Grade II listed building, comprising basement, ground, first, second and attic floor levels. The property is located on the South side of Hampstead High Street with the junction of Perrin's Court. The adjacent buildings along Perrin's Court, namely Nos. 2, 4, 6, 6a and 6b are Grade II listed.

The front of the property forms part of the Hampstead High Street core retail zone.

The building at basement, ground and first floor levels are in 'Class A1' retail use. The main shop is located at ground level facing Hampstead High Street, with underused storage at Basement level (currently accessed via a hatch and ladder) and an underused ancillary area at First floor.

At second and third floor level, the building is comprised of a 'Class C3' self-contained residential unit, accessed via Perrin's Court. Whilst the applicant also owns this apartment, no works are being proposed under this application.

The building is a patchwork of dates and styles, ranging from the mid 20th century neo-Georgian red brick façade facing the High Street, an early 18th century brown brick return to Perrins Court. To the rear is an unsightly mid 20th century rendered extension facing onto Perrins Court.

Over time the interior has been heavily altered and has no original features remaining.

Previous approved works to the second and third floor apartment uncovered some unusual elements within the building fabric. Much of the second floor is in fact in-situ reinforced concrete construction with downstand beams. We have since discovered that the building was rebuilt in 1965 following fire damage, which explains the unexpected construction and the lack of any original features. Little or no original fabric remains, possibly with the exception of the front façade and brick return to Perrin's Court.

All stairs and partitions are modern additions.

Listed Building Status

72 Hampstead High Street is a Grade II listed building.

The description reads as:

Grade: II

Reference No: 798-1-75526

Date of listing: May 14 1974

Description:

Terraced house with later shop. Early C18, refaced mid C20 in Neo-Georgian style and extended at rear. Red brick front with plain brick band at 1st floor level; original brown brick return with floor bands to Perrin's Court. Tiled roof. 3 storeys 3 windows. C20 shopfront. Upper floors have flush framed 2-pane sashes with exposed boxing. Thin brick cornice beneath parapet. Old lead rainwater head. Return with early C19 doorway having an incised surround with rectangular stops and panelled reveals; intersecting cusped tracery fanlight. INTERIOR: not inspected.

Conservation Area

72 Hampstead High Street is located within the Heath Street / Hampstead High Street sub area of the Hampstead Conservation Area.

Relevant Past Applications

Previously granted Planning and Listed Building permissions relating to 72a Hampstead High Street (extension and refurbishment of the 2nd and 3rd floor maisonette)

2012/5622/P

2012/5623/L

2013/4067/L

Project Brief

RETAIL UNIT

The current arrangement is underused and dilapidated and does not suit the needs of either the owner or occupiers.

The long-term retail tenant uses the first floor level as a kitchen and meeting area, ancillary to the main use of the retail element at ground floor level. The storage area in the basement is currently accessed via a hatch and ladder within the sales area and is underused as a result. The first floor comprises approximately 64m² and is gradually slipping towards a state of disrepair due to its underuse.

Camden's policy DP10 resists the loss of shop premises in centres where it is considered that this would harm the character, function, viability and vibrancy of the area.

We consider this policy to be immaterial in this case because the proposal does not lose active retail space at ground floor level. In fact, there is a gain of approximately 4m² depending on the exact position of the tenants division between public and private space:

| RETAIL AREA | EXISTING | | PROPOSED | |
|--------------|------------------|---------------------------------|------------------|------------------|
| | TOTAL GIA | USABLE* | TOTAL GIA | USABLE* |
| Ground Floor | 70m ² | 45m ² | 63m ² | 49m ² |
| Basement | 32m ² | 26m ² (inaccessible) | 32m ² | 29m ² |
| First Floor | 64m ² | 35m ² | Not Required | - |

*Refer to plans

Retail space is divided into areas used to display products for sale and non-selling areas necessary for the functionality of the shop, such as stockroom and staff area. The ideal ratio is a majority selling area, although this would obviously fluctuate depending on the type of business. As a rule of thumb, approximately 60% of the shop should be sales area, 20% may be lost to circulation and ancillary, while the remaining 20% should be stockroom.

Existing:

Sales area as a percentage of total area: 27%

Circulation as a percentage of total area: 36%

Storage as a percentage of total area: 37%

Proposed:

Sales area as a percentage of total area: 52%

Circulation as a percentage of total area: 17%

Storage as a percentage of total area: 31%

The retail unit is unsustainable in its current form due to the perversely small sales area compared to back of house. This will lead to small independent shops being unable to afford the unit, or, the landlord not receiving enough income per square foot to adequately maintain the fabric.

- 1) Our proposal changes the dead space at first floor level from retail to residential use, thereby reducing the excessive back of house areas and improves the ratio of sales area to ancillary.
- 2) The basement storage area is currently difficult to access via a hatch and ladder in the ground floor sales area. We propose to open up and reuse the existing basement to ground floor stair, currently covered over by the sales area floor. This will improve access to the basement storage area and will vastly improve its usefulness. At 31% of the total unit area, the basement storage space is still far in excess of the commercial norm.
- 3) Reusing the existing stair to the basement requires a reconfiguration of the ground floor plan. This plan reduces the wasteful circulation space to the rear of the shop and actually increases the active sales area by approximately 9% (4m²) depending on the exact position of the tenants division between public and private space.

RESIDENTIAL UNIT

Residential accommodation at first floor level within retail centres is appropriate and has been traditionally established within this terrace.

The proposed apartment would comprise an increased 70m² at first floor, primarily due to the relocation of the stair into previously unused partitioned space.

Although its position on the first floor means that the flat cannot be provided with any outside amenity space, the spacious 1-bedroom flat is capable of providing a good standard of living in terms of layout, room sizes, daylight, cross ventilation and outlook.

The proposed apartment is accessed via its own separate entrance door at street level in Perrin's Court. The court has a calmer atmosphere than the high street and the proposed entrance is adjacent to that of No. 72a (the residential apartment on the 2nd and 3rd floors).

Relevant Issues within the Project

1. Hampstead High St Façade:

No substantial work is being proposed to the Hampstead High Street façade, with the exception of window refurbishment as noted on our proposed elevation drawing.

2. Perrins Court Façade:

No substantial work is being proposed to the Perrin's Court façade, with the exception of window refurbishment, replacement and one enlargement as noted on our proposed elevation drawing.

We propose to replace the 3No. low quality, single glazed 1960s timber windows on the first floor, with dark grey powder coated aluminium windows to match those already existing on the second and third floors. Two of the smaller lights will frame vertical timber panelling which will be painted the same colour and designed to visually link the first floor with the ground floor timber panelled entrance.

3. Internal Arrangement:

As mentioned previously, the building was completely gutted by fire, with internal floors, partitions and the rendered extension to Perrin's Court rebuilt in the 1960s. As such no original fabric remains internally, leaving more freedom to reconfigure the internal layout.

| | |
|---------------|---|
| Basement: | Reduced WC to increase usable storage space. The current basement is awkward to access via a hatch and ladder in the ground floor sales area, so we propose to open and reuse the existing stair. |
| Ground Floor: | Reconfiguration of the 1960s partitions to allow improved access to the basement storage area and increase the usable sales area. Relocation of the 1960s stair to the first floor to better suit and allow independent access to the proposed residential use. |
| First Floor: | Reconfiguration of the 1960s partitions to create a generous 1-bedroom apartment. The floor will be upgraded to improve the fire and acoustic performance between the retail unit and the new residential unit. All fire and acoustic upgrades will match or exceed current building regulations at the time of construction. |

Access

Access to the retail storage area in the basement will be greatly improved by the reuse of a disused stair.

Access to the proposed residential unit will be via its own individual entrance on Perrin's Court. As a first floor conversion within an existing building, access to the main areas of the flat will be via a stair.

The site has a good level of accessibility by public transport and has a Public Transport Accessibility Level (PTAL) of 4.

Due to a combination of the existing building using the entire footprint of the site, the existing retail unit at ground level and access via a single flight of stairs, we are unable to provide the residential unit with bicycle storage.

Site Photographs



View from Hampstead High Street



View from Perrin's Court



1st floor retail tea point – underused space and partitions running into windows



Disused 1st floor retail ancillary space



Disused 1st floor retail ancillary space – bars and meters across High Street windows



Retail basement storage area



Retail basement storage area and ladder



Existing hatch access to basement storage