



Design and Access statement  
31 Heath Street, London, NW3 6TR

July 2014

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## Contents

1. Planning History
2. Key policies
3. Use
4. Scope of works
5. Layout
6. Scale
7. Appearance
8. Materials
9. Access
10. Landscaping and Trees
11. Historical Impact assessment
10. Construction Management Statement
11. Conclusion

## Application structure

The following application is structured in the following way:

Existing /Demolition Drawing	Proposed amendments
1412 98 001	1412 00 101
1412 98 002	1412 00 102
1412 98 101	1412 00 110
1412 98 102	1412 00 120
1412 98 110	
1412 98 120	

### 1.0 Planning History

CA/3022- A projecting lantern, internally illuminated, to be hung from a fixed wall bracket in the centre of 2 shop front above the fascia panel.- Refusal 23-01-1973

9005026- Retention of blue anodised shop front as shown. -Refuse Full or Outline Permission 09-01-1990

### 2.0 Key Policies

#### Development Policies DPD

With regard to conservation, Policy DP25 outlines that in order to maintain the character of Camden's conservation areas, the Council will, amongst other things:

- a) take account of conservation area statements, appraisals and management plans when assessing applications within conservation areas; and
- b) only permit development within conservation areas that preserves and enhances the character and appearance of the area.

Our proposal further enhances the character and appearance of the area by removing the existing aluminium framed shop front replacing this with a more traditional material and details.

#### Hampstead Conservation Area Statement

'Proposals for new shop fronts will be expected to preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages.'

"Shop fronts that are considered to be out of character with the building or the area generally should be replaced with new shop fronts that take note of the above and enhance the appearance of the Conservation Area."

#### Adopted Core Strategy

Policy CS14 outlines that the Council will ensure that Camden's places and buildings are attractive, safe and easy to use by, amongst other things:

- a) requiring development of the highest standard of design that respects local context and character;
- b) preserving and enhancing Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens.

As can be seen from our proposal all materials and details further enhance and take into consideration the local context.

### 3.0 Use

The property is a four storey mid terraced building with retail premises at Ground floor and a single residential apartment above. The original building is believed to have been built in 1889 and over the years it has been extended at the rear and substantially altered internally.

This property fall within the Hampstead Conservation Area, and is not listed.

### 4.0 Scope of works

This application is seeking to change the shop front to allow for a new entrance to the single dwelling above, and for minor alterations to the rear elevation. Internal alterations are also proposed. Please refer to the above drawing for further details.

### 5.0 Layout

#### Ground floor

A new entrance to the dwelling above is proposed from the shop frontage which is commonly found along the parade and parades opposite.

This alteration will allow for the retail space gain a further 5 m<sup>2</sup> and enjoy a separate rear entrance.

The new proposed access will allow for an improved entrance to the dwelling above as apposed to the current entrance from the rear which is accessed through a dark alleyway from Holly bush Vale.

#### First floor -Fourth floor.

Internal alterations to this floor are proposed. The re-levelling of the internal floor level will result in slight alterations to the rear elevation, Please refer to the proposed and existing drawings.

The reconfigurations of the stairwell will improved the width and the comfort of the stair, allowing the stair to now comply with current building regulations.

### 6.0 Scale

No scale increase is proposed.

### 7.0 Appearance

Alterations to the shop front are proposed. The proposed shop front will be made of Timber profiles will match surrounding example's, the most notable of which can be found at Number 30, which is opposite the site. The new entrance has been carefully considered, and mirror's shop fronts in the immediate surrounding context. It will be an improvement on the existing Aluminium shop front and will further enhance and be a positive contribution to the Hampstead conservation Area.

The doorway leading to the dwelling above is set back as is commonly found in shop fronts along the parades of the Hampstead conservation Area. The retail entrance will also be found in this recess, as advised in Lifetime homes and as good design practice for shop and residential entrances a covered shelter has been provided.

### 8.0 Materials

The current glazed Aluminium framed shop front is proposed to timber further enhancing the established use of traditional materials in the Hampstead conservation area. The proportions of the shop front have also been careful considered, the introduction of the fan lights and recessed entrance have allowed for the shop front to mirror other more traditional shop fronts such as no 30 Heath Street.

Materials for the rear elevation will be made from traditional materials, relevant and true to the sites context. The re-levelling of the floor levels has improved the rear elevations balance. The rear

elevation will be re-pointed and any new in filled sections will be stitched into the existing brick work. The brick will match the existing.

All proposed windows and doors to both the rear and the front elevations are timber, profiles and details will be matching existing traditional profile. It is proposed that a small section of the roof is to be in filled and the new roof tiles proposed are to match the existing. The small dormer window will dressed in lead.

#### 9.0 Access

A new entrance to the dwelling above is proposed from the shop frontage which is commonly found along the parade and parades opposite.

This alteration will allow for the retail space gain a further 5 m<sup>2</sup> and enjoy a separate rear entrance.

The new proposed access will allow for an improved entrance to the dwelling above as apposed to the current entrance from the rear which is accessed through a dark alleyway from Holly bush Vale.

#### 10.0 Landscaping and Trees

No additional landscaping is proposed.

#### 11.0 Historical Impact assessment

The application building 31 Heath Street is not a listed building, but is situated within the Hampstead Conservation Area, which is the designated heritage asset in this instance.

The Hampstead Conservation Area was designated in 1968 and has had numerous subsequent boundary reviews. An Article 4 Direction was adopted in 1976 to protect the special character of the conservation area. The Article 4 Direction did not affect the application site.

The conservation area statement sets out that the area has an exceptional combination of characteristics which provide the distinct and special qualities of Hampstead. The special character derives from the variety of spaces, quality of the buildings and the relationships between areas. The application site falls within the Heath Street sub area which was built up in the 1880s with red brick four storey properties with shops on the ground floor forming a homogenous group (Nos.1-47 Heath Street).

31 Heath Street is not listed, or indeed locally listed buildings, nevertheless care has been taken to ensure that the proposed advertisements, shop front and other external alterations are designed to protect and enhance the application buildings and the wider conservation area.

With regard to 31 Heath Street, the alterations carried out over time have impacted upon the historic characteristics of the building, ensuring the proposals now put forward significantly improve the character and appearance of the unit. The use of high quality materials, sympathetic design and a colour palette to match the existing surrounding shop fronts which harmonises with the adjoining building and sits comfortably in the conservation area.

#### 12.0 Conclusion

The proposal as can be seen from our drawings is a positive contribution to the Hampstead conservation Area and further improves the commercial and residential dwelling.