



115 Bartholomew Road  
London NW5 2BJ  
07730 451968  
mail@simonjonesstudio.co.uk  
www.simonjonesstudio.co.uk

## **Design and Access Statement**

Replacement of glazed shopfront  
1b & 1c Hampstead High Street

Submitted by Simon Jones Studio on behalf of Borough Kitchen Ltd  
28/04/15

## 1. INTRODUCTION

This statement supports a submission for planning consent for alterations to the shopfronts of units 1B & 1C Hampstead High Street.

This document is to be read in conjunction with the drawings listed on the attached schedule:

## 2. EXISTING

The existing building is located within Hampstead Conservation Area and is a postwar brown brick and reinforced concrete structure comprising of 3 frontages of commercial space at ground floor and 3 storeys of residential accommodation above. The building (Essex Court) is not listed. The nearest listed building is at no9 Hampstead High Street.

The side elevation to Willoughby Road comprises of two large shop windows at ground floor level which are currently obscured with advertising vinyls.

There is a carpark and loading area to the rear of the building, and back access doors to each unit. Hampstead High Street slopes upwards from 1c to 1a and the shop windows decrease in height accordingly. All shop entrances have a tiled step access.

Unit 1A is currently occupied by a coffee franchise, with a sliding folding frameless glass shop front and blue painted columns/reveals.

The previous tenants of 1B were a fashion accessories retailer who were connected to the clothing retailer tenants in 1C. Each store had its own entrance door, but internally the units were connected.

## 3. PROPOSAL

The new tenant of Units 1B & 1C is Borough Kitchen, a high end independent specialist cookware store, who are opening a 2nd shop following the successful launch of the company in 2013 in Borough Market.

The planning application proposal aims to create a very open and visually clean shopfront with products on display in the windows and a view into and through the shop.

A single leaf glazed door is proposed as the new entrance to the store at Unit 1C. The existing shopfront to Unit 1b will become shopwindow only.

The windows to Willoughby Road remain as existing, but the vinyls applied by the previous tenant will be removed to offer views into the store, offering a more animated streetscape. The frames and cills will be repaired and redecorated.

The type of window frame proposed is very similar to the ones being replaced and were selected to be sympathetic with the sightlines of those of the upper floors. The colour will be dark grey as the existing.

The shop signage is located in the same zone as the previous shopfront of 1C and will be omitted for the window of 1B.

We believe that the alterations to the shopfront are minor in nature with the overall effect of reducing visual clutter.

We do not consider the proposed changes to be detrimental to the character of the conservation area.

## 4. ACCESS

No change is proposed to the means of access into and within the store.

There is a single step into the store, and two steps between the finished floor levels of the linked units (as was the case previously).