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## **Design and Access Statement**

Shop signage / advertisement

1b & 1c Hampstead High Street

Submitted by Simon Jones Studio on behalf of Borough Kitchen Ltd

03/07/15

## 1. INTRODUCTION

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

This document is to be read in conjunction with the drawings in the which form part of the application:

## 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.

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 where connected to the clothing retailer tenants in 1C. Each store had it's 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.

A planning application has been granted for the refurbishment and alterations to the shopfronts of these units ( ref 2015/2539/NEW)

This design and access statement covers the application for consent to display shop signage / advertisements.

The proposal is for shopfront signage and two secondary painted signs (as drawings 143/038, 040 & 041).

The principal shopfront signage is located in the same zone as the previous shopfront of 1C and will be omitted for the window of 1B. The signage is the company name logo and is simple black text on a white background. The signage will be behind the shopfront glazing and it will be capable of being illuminated from behind. The illumination levels will not be overly bright or excessive.

The signage to the column is the centre of the shopfront, replaces an existing sign in this location. It is simple text in white paint on the dark grey background.

The signage on the Willoughby road facade is comparatively small painted text on a dark grey background.

We believe that the alterations to the shopfront are uncontentious in nature, and sympathetic to the existing building style and era.

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

## 4. ACCESS

These proposal do not impact upon the access to the store.

The signage is very clear and simple and should be easy to read.

The back light to the shopfront is subtle and will not be too bright or distracting.