

Design and Access Statement

**London Borough of Camden
5 Pancras Square
London
N1C 4AG**

**Strictly Private and Confidential
Project: 65 Hampstead High St, London NW3 1QP
RE: Planning application
SENT: Via online planning portal upload
Date: 14 January 2016**

This design proposal is regarding the installation of a new flag signage for a shop at 65 Hampstead High St.

1. Background:

The existing shop is at ground floor level. The property forms part of a wider parade of shops fronting the Hampstead High street.

The shop front is glazed and it has a rectangular signage on the top at the fascia.

This proposal is regarding:

- new flag signage to be installed on front shop fascia without any lighting.

I have included the following drawings for your consideration to explain the proposal in greater detail:

A-0.01	Location plan	1:50
A-0.10	Existing, Proposal, Detail	1:50

2. Flag sign:

We will integrate a new flag sign on the existing fascia.

The new sign has a square shape, less than a meter long, 600x600, with a thickness of 60mm. The material that we will use will be stainless steel. In the center of the sign the name of the shop, Venchi, is engraved.

3. Precedents:

The proposed flag sign is a typical feature of Hampstead High Street. We would like you to consider that the area is commercial in nature and there are several existing precedents which bear similarity to the design that we are proposing with our application. I summarize below only the relevant precedents close by that you could consider in your approval and decision:

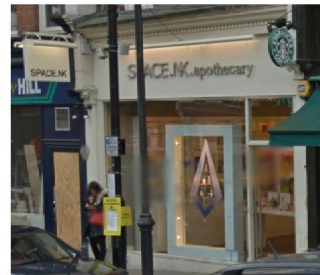
- Paul patisserie at 43 Hampstead High St, NW3 1QG is a building on the opposite sidewalk and it has a similar flag shop sign in the shopfront.



- Waterstones at 68-69 Hampstead High St, NW3 1QP is other building on the same sidewalk and it also has a flag signal very similar to our proposal.



- Space NK boutique at 62 Hampstead High St, NW3 1QH is a building built in the same street with a similar design.



4. Benefits to the Area

The proposed new facade will improve the appearance of the facade, tidying up the front of the existing premises.

Taking in consideration the proposed design and the above analysis, we therefore request that the Council grant this planning application.

Kind regards,



Ivan Lazzaroni

Director Omnide
Architect ARB, OAPB