

GRESHAM • COLLECTIVE

Design, Access and Heritage Statement

Property details: 94 Haverstock Hill, London, NW3 2BD

Brief History:



The history of the pub and its various guises is sketchy and local historians all tell different stories about when it was built, when it was rebuilt and the changes made throughout the years.

Situated on Haverstock Hill the Load of Hay was established by 1721. There are no actual records or licensing documents that we can find until 1826 although, local historians also say it was once called the Cart and Horses (unconfirmed). There is historical mention of a boisterous landlord Joe Davis (d. 1806) who was widely caricatured in prints and patronised by the nobility and was rumoured to have died prostrate by the bar, whereas 19th century us author Washington Irving remembered it for its rowdy Irish haymakers.

The building has always been a public house and is to date. We bought the premises as a going concern in September 2015.

In 1863 the Load of Hay was rebuilt replacing an earlier public house on the site.



The exterior is of yellow stock brick with stucco dressings and ground floor; vermiculated stucco quoins.

EXTERIOR: 3 storeys and cellars **(We only lease ground floor and basement).**

Ground floor and basement is a public house frontage with Corinthian pilasters carrying entablature with modillion cornice and fascia.

A single storey, 3-window extension at north end forms part of the ground floor (it is unknown when this was added).

Recessed main entrance to right with engraved glass to doors and screens (some of this has been replaced over the years and is clear and not etch engraved); with elaborate wrought-iron grille of foliate and scroll design forming arch over main entrance.

Segmental-arched openings to ground floor, windows and half glazed double doors with small panes. Top of building round-arched centre piece inscribed "Load of Hay Tavern rebuilt 1863"; urns on dies flanking centre piece and at angles. Left hand return with panel in balustrade inscribed "The Load of Hay Tavern".

We can find no records of what the interior originally looked like or what changes have been made over the years, although we do know that the current toilet block was added as recently as the 1980's and all listed building records, we can find, state that the Interior has not been inspected.

We are not proposing to change anything in respect of the ground floor exterior except for repair of any damaged brick or plasterwork and decorate. We have specifically looked at original heritage colours to paint the façade.

History Cont'd

From 1965 until 1974 it was named the Noble Art in honour of the Belsize boxing club and of a gymnasium behind used by the British Boxing Board of Control.

In 1975 it reverted to the Load of Hay until 2002 when it was renamed The Hill, and later in 2010 it was renamed The Hill Bar and Brasserie by a Canadian national who had visions of it being a fine dining restaurant.

The pub is currently trading as a food and beverage venue and has been owned by us since September 2015.

Proposals

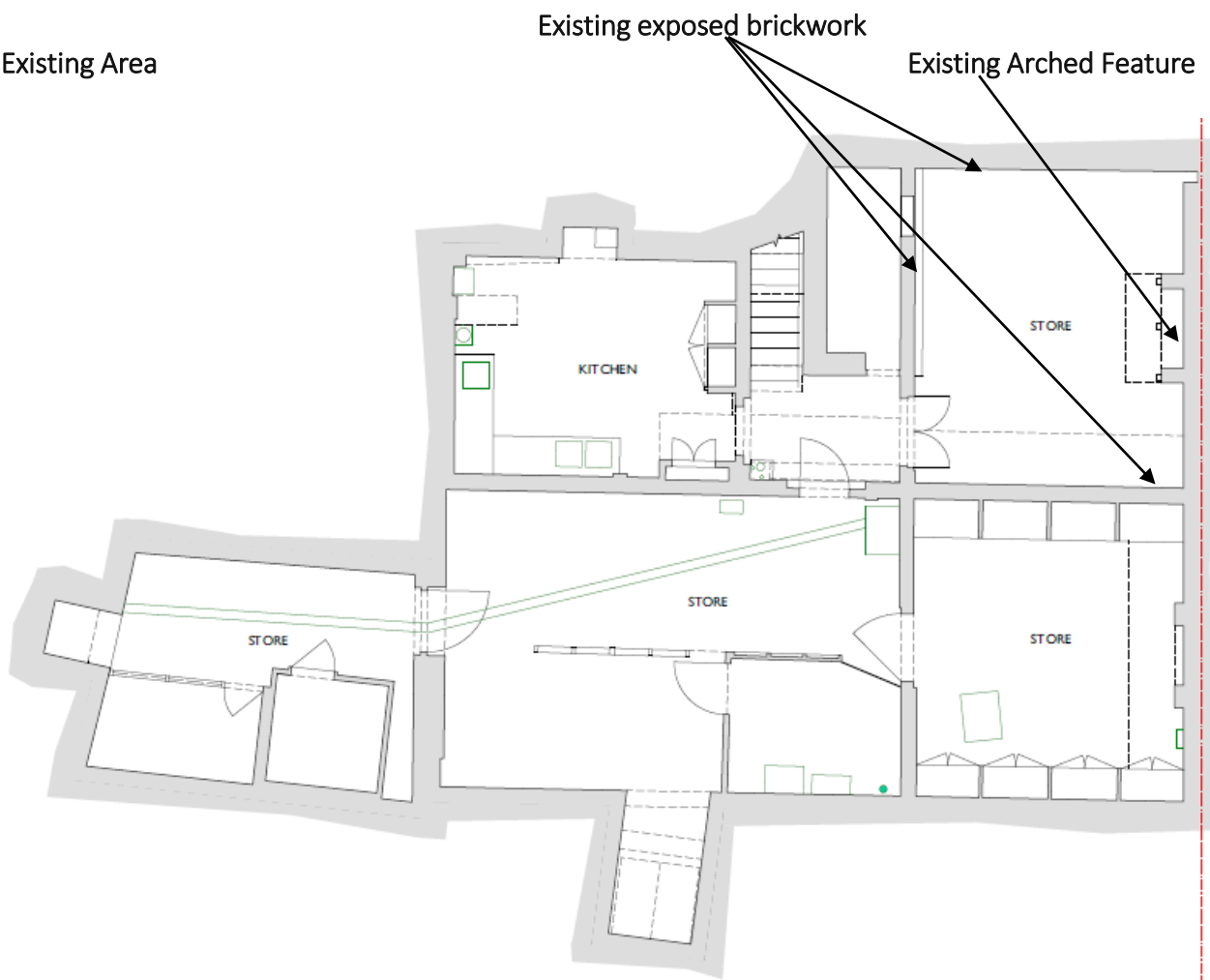
Gresham Collective Ltd is proposing to maintain the usage of the premises as a public house with a complimentary food and drink offer and our aim is to become the caretakers of the historical parts of the building which we occupy.

To do this we are proposing to enhance the original interior features with soft furnishings, decorations and new furniture to produce a new but sophisticated area to drink and dine. Our main purpose is to reintroduce the building as a significant feature within the local community. We also propose to restore it to its former, and most recognisable, name (The Load of Hay Tavern) and to open up parts of the ground floor not used for some time (mainly the grand entrance).

In order for us to achieve this there has to be some adaptation of current areas and we propose to change the use of a couple of areas namely; the current toilet areas, a basement storeroom (former wet cellar) and rear of bar area.

Basement Toilets

Existing Area

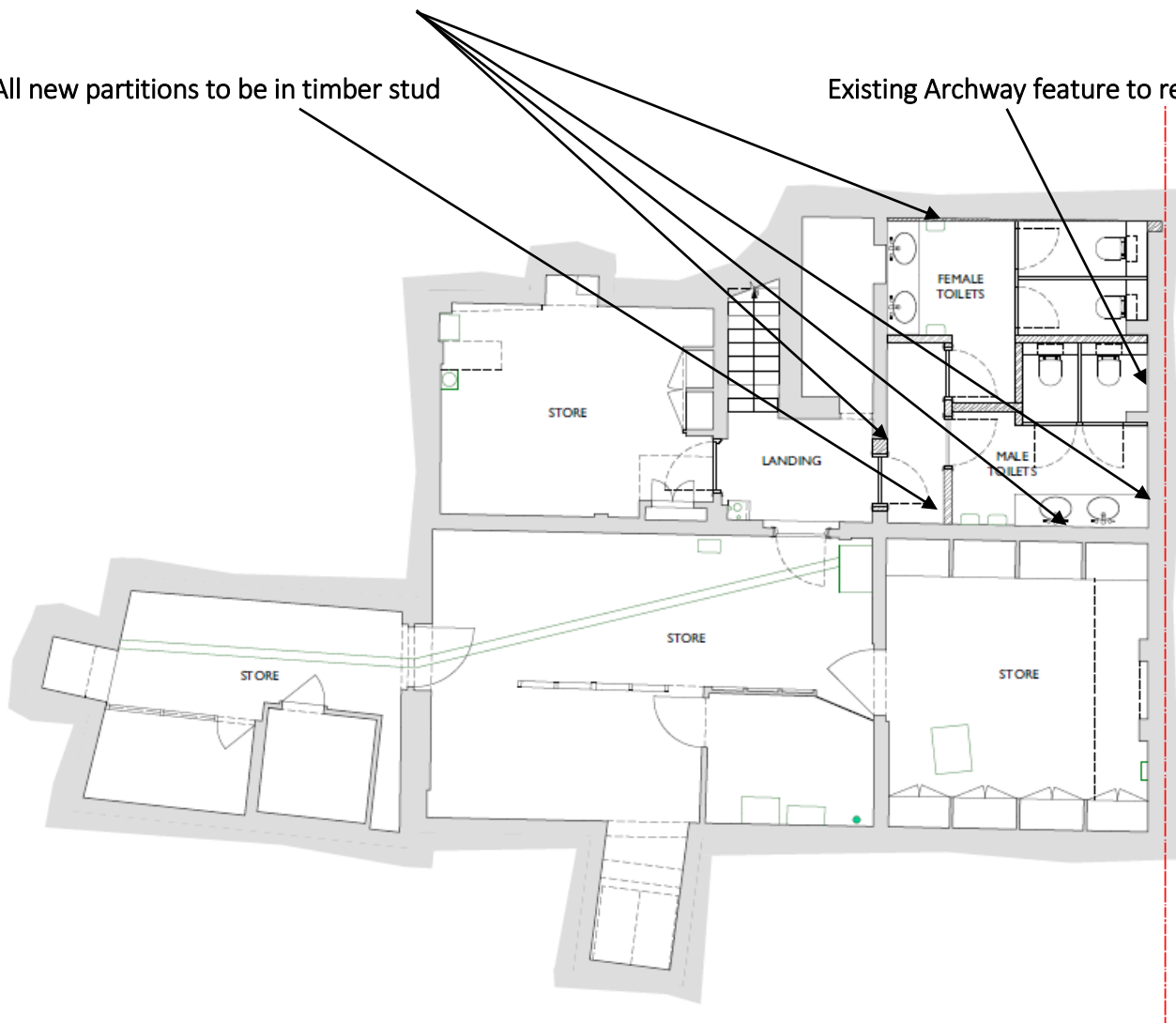


Proposed Layout

All existing exposed brickwork to remain and decorated in-keeping with the historic significance of the feature.

All new partitions to be in timber stud

Existing Archway feature to remain

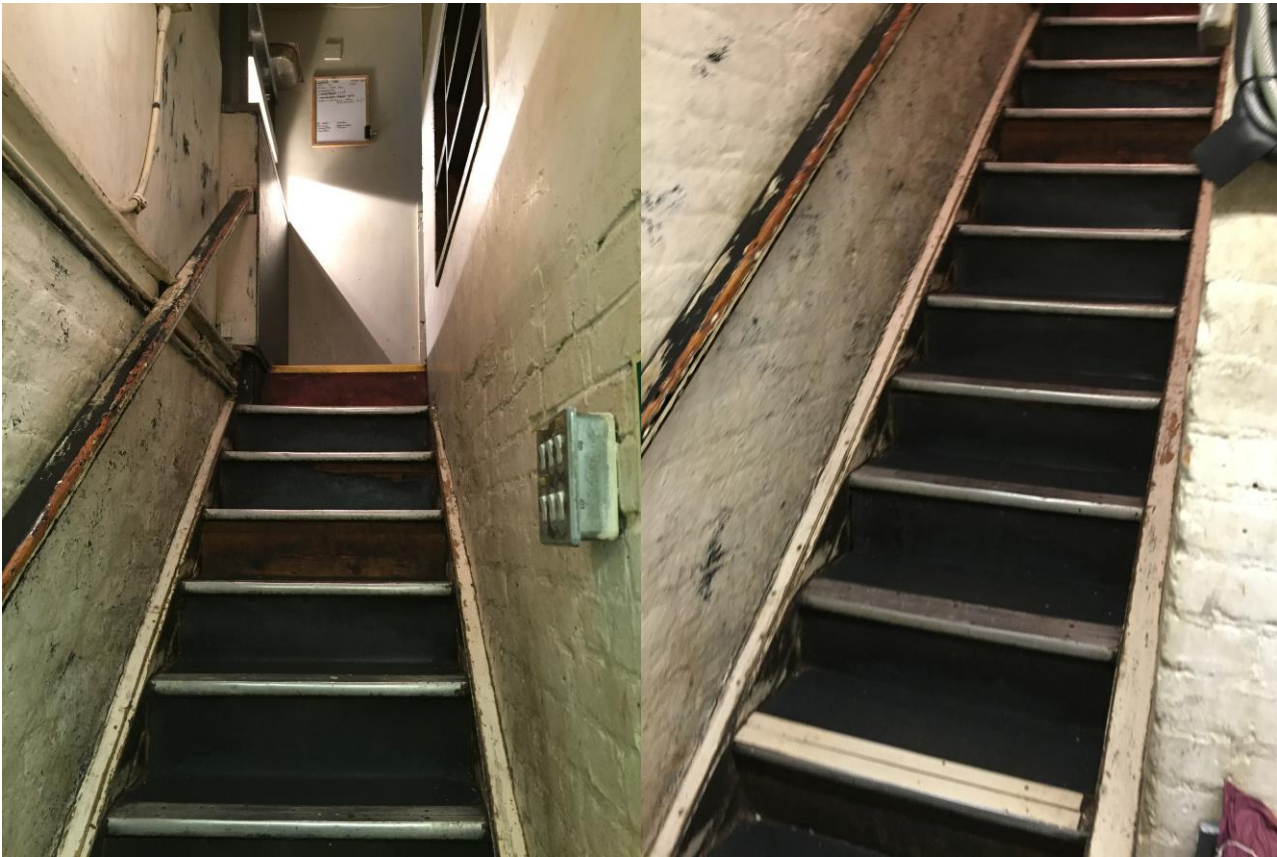


It is proposed that the toilets will move into the basement area into which is currently a storeroom and what we believe was an original wet cellar. The original exposed brickwork will remain as will the arched brickwork recess. This will be incorporated into the toilet design as a feature of significant value.

The painted walls do have signs of damp damage, however, we will endeavour to decorate keeping the feel of the original style of paint work and colours.



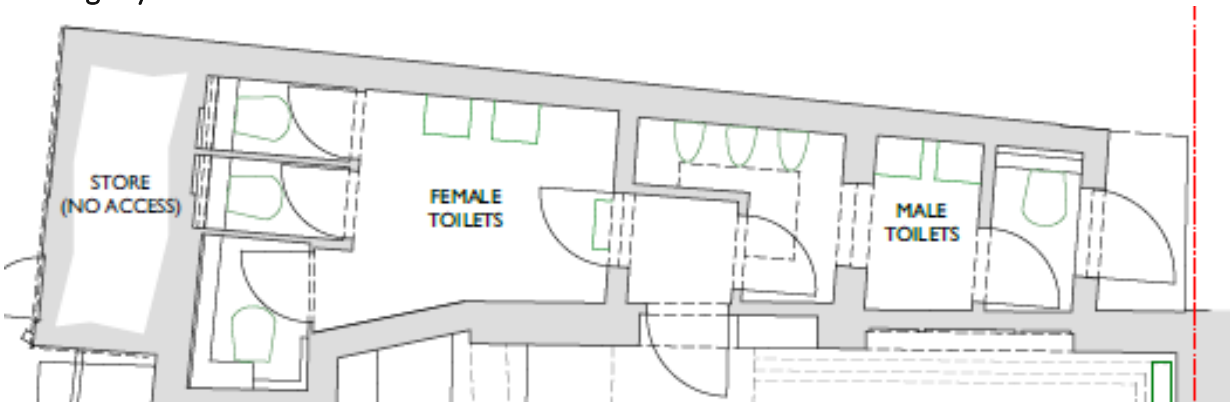
Access will be via a staircase from ground floor. We will endeavour to keep the original staircase and refurbish with similar materials, however, if we discover when refurbishing that this is damaged beyond reasonable or safe repair we will replace for a new wooden staircase making every effort to retain a feel of original. Walls will be decorated appropriately and any original features will remain.



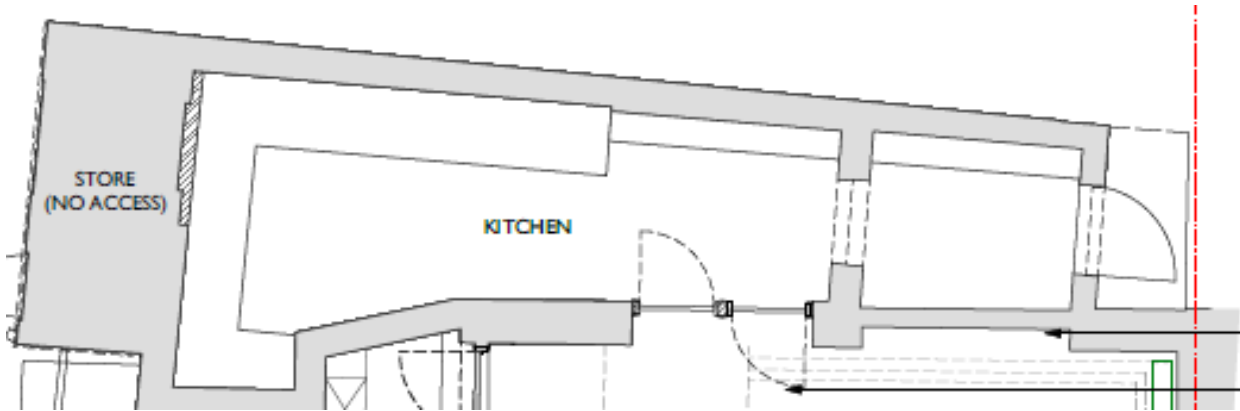
New Kitchen Ground Floor

The current toilets will have partition walls removed and will be tiled floor to ceiling and non-slip floor installed. A number of appliances including gas range, electric fryers, griddle and turbo oven will be fitted in what is the female toilets and potwash/prep area will be in what is the male toilets area. A new overhead extraction canopy will be manufactured and installed and will be coupled to the existing extraction ducting. A new doorway will be manufactured to incorporate an in/out door to adhere to H&S regulations.

Existing Layout



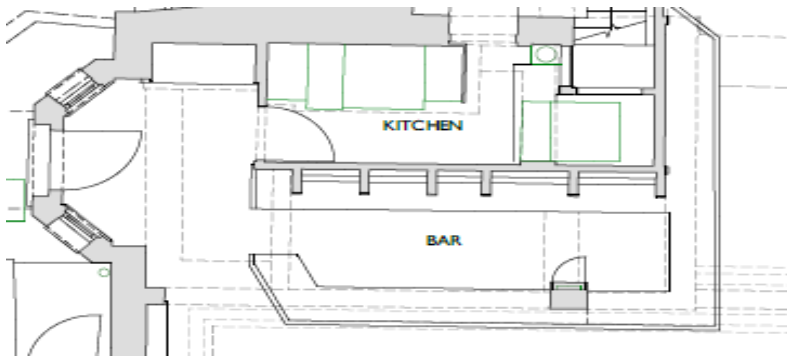
Proposed Layout



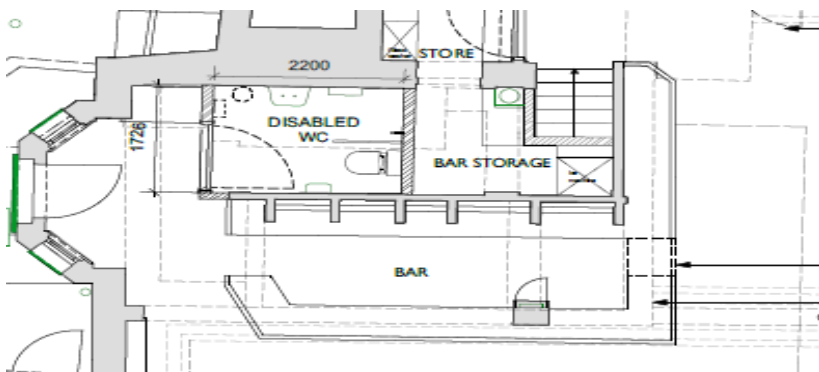
Disabled Toilet

In order to comply with building regulations we have to supply sufficient disabled toilet facilities on the ground floor.

Existing Layout



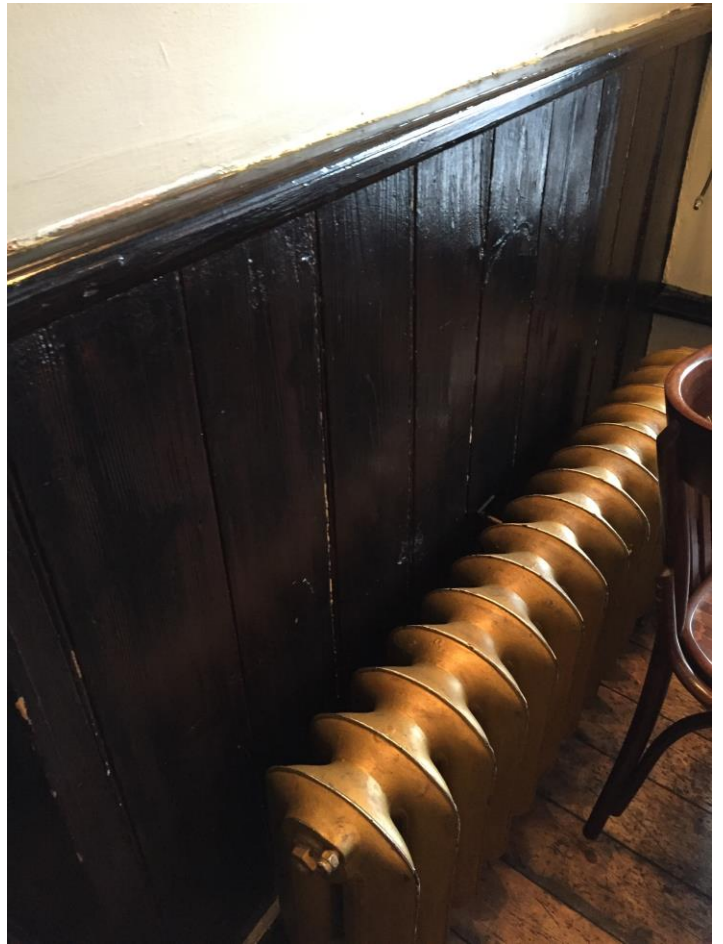
Proposed layout



Interior ceilings, wood paneling, cornice, picture rail and wood floors

The ground floor interior bar area has wood paneling throughout to dado level. The paneling is different in various areas and suggests that some or all isn't the original and/or has been added, repaired or replaced over a number of years.

We accept that none of the timber has been age tested, so is unproven as to how old it actually is and although much of it seems to have been renewed, we accept that some of it, at least, appears to be historic, and removal of any large portion of it, of whatever age, would unacceptably change the historic character of the pub space and so we propose to repair and or replace damaged panelling with like for like and decorate appropriately.





Picture Rails

All high level picture rails will remain and will be repaired and decorated appropriately.

Wood Flooring

The flooring is mixed in styles and finishes. We have no intention of removing any of the flooring, but we will be sanding and restoring finish with clear lacquer.



Cornice and scrolling

The cornice is different in various parts of the bar area and it is difficult to put an age to any of it. Big cornice was very popular in pubs in the 1960's and 1970's and it is possible that some of the cornice was installed then. We accept, however, that whatever the age of the cornice and whenever its appearance into the building was augmented it all adds some significant historic interest to the bar space and should remain as a feature. In addition some of the cornice has fallen down and has never been replaced. This was like this when we bought the premises and according to locals it has been like it for years after water damage and was seen as a something quirky, however, we disagree and we propose to replace the missing cornice with a replicated version and we will employ the services of a specialist company (Plaster Mouldings, London – based in Primrose Hill) to advise on the restoration and the preservation of the rest of the existing visible cornice.





Bar Front

We have been led to believe that the bar was moved forward in early 2002 when a small kitchen was installed behind the area. The front tiles of the bar were replaced in 2010 by the previous landlord. We will be repolishing the bar woodwork and replacing the tiling to fit with our soft furnishings.

