

# 31 Hampstead High Street, London NW3 1QD

## Design and Access Statement

### Introduction

This statement is written in support for an application for advertisement consent and listed building consent for the change of the signs of the shopfront, no internal alterations associated with the shopfront.

### Design

As detailed above, this application consent for proposed works to the shop front of the 31 Hampstead High Street, London NW3 1QD.

#### The shop front:

The application proposes the installation of a new lighting system on top of the existing parallel sign.

The new lighting system will be composed by 2 traditional light fittings on bracket. Each one will light 3 of the letters that compose the logo. The spots will be installed at 3.8m from the floor and will protrude no more than 55cm from the façade of the building. They will be made of metal spray painted in black. The level of illumination of each device will not exceed 250cd/m.

No additional alteration will be made on the existing shopfront.

#### Internal alterations:

No internal alterations.

Please see the attached drawings for further details of the internal alterations.

### Access

This application does not include any alterations to the existing access arrangements to this property.

### Heritage

The building related to the shopfront is listed grade II. This is a terraced house with later shop. Early C18, refronted later C19. Multi-coloured stock brick with red brick dressings. 3 storeys 4 windows. C20 shopfront retains wooden dentil cornice. House door to right with stucco surround having a late C19 console bracket stop to left of overlight; panelled door. To right, a carriage entrance with 3-light window over. Upper floors divided into 3 bays by brick pilaster strips; 1st floor band. Recessed sashes, 1st floor with segmental arches. Cornice and parapet rising to form a rectangular gable with oculus over central windows. Rear retains original early C18 facade of brown brick with floor bands and segmental-arched windows. However the front of the shop is a modern built and the alteration proposed is only related to the modern part of the building front. The new lighting system will be discreet, painted the same colour that the signs already installed in order not to be in visual confrontation. In addition, by their small size, the spotlights will not mask or visually disturb the ancient shopfront of the building.