

# 147-151 Haverstock Hill London NW3 4QU

Design & Access Statement  
Camden Planning Reference 2017/2156/P  
18 May 2017

## 1.0 Summary

The proposal seeks to obtain Full Planning Permission for a commercial change of use from a Bank (Use Class A2) to Retail (Use Class A1) , related minor alterations to the front facades and the creation of a rear opening. The applicant is Chesneys, a independent London retailer of luxury fireplaces and stoves, who is currently based in Battersea and looking to open a second branch in Belsize Park.

## 2.0 Background

The site is located on the prominent corner of Haverstock Hill and Belsize Grove. It is part of 'Belsize Parade' a series of buildings built in the late 19th century. The property is located in the Belsize Conservation Area, more specifically the Glenloch Area (sub area four).

The Belsize Conservation Area statement provides a brief history of the building:

*'Belsize Parade' (Nos. 147-169 & 171-183 & 185-189 Haverstock Hill) are late 19th century terraces of four storeys forming a local shopping parade with residential above, contemporary with and in a similar style to the Glenloch area to the west. A set back building line cre-*



Figure 1. Nos 147-151 Haverstock Hill as is today.

*ates a broad pavement which is enhanced by a continuous row of mature trees and benches. The buildings form an attractive and coherent group which is visually and historically integrated with the Glenloch development.<sup>5</sup>*

The frontage at Nos 147-211 Haverstock Hill has been identified in the council's UDP as part of the 'Neighbourhood Shopping Frontage'. The site at No 147-151 has a particularly important location as it is the first building of the area's retail shops when coming up Haverstock Hill from Kentish and Camden Towns.

The property's last occupant was a local HSBC branch, who according to planning records had been the leasee since at least 1982 (Appendix I). During their tenure, the bank obtained a number of permissions for various changes to the front elevation. Past works to the front elevations included changes to signage, illumination, and later ATMs. Most did little to alter the original proportions of the facade and its architecture detailing, apart from the external access ramp that received approval in 1998 in order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (Camden planning reference PW9802772, 2/10/1998)

<sup>5</sup> 'Conservation Area Statement.' Conservation & Urban Design Team, London Borough of Camden, Oct 2005, p3



Figure 2. View of 147-151 Haverstock Hill when coming up the road from Kentish Town (Source: Google Street View, 17 May 2017)

On 13 June 2014, the HSBC branch closed and the site has remained unoccupied since October of that year. Later that year, Tesco tried to obtain permission to open an Express store, but this was met with fierce opposition from local community and they withdrew their application on 27 May 2015. The withdrawal was a real triumph. Tesco's were going to pay 2.7 times the going rate in rent and 'would have forced many independent retailers out of business.'<sup>6</sup>

The site has been vacant for three years, and this month (May 2017) Chesneys have signed the lease as occupiers. Unlike Tescos, Chesneys' presence will pose no threat to the local business community.

Glenloch Sub Area Four  
Belsize Conservation Area

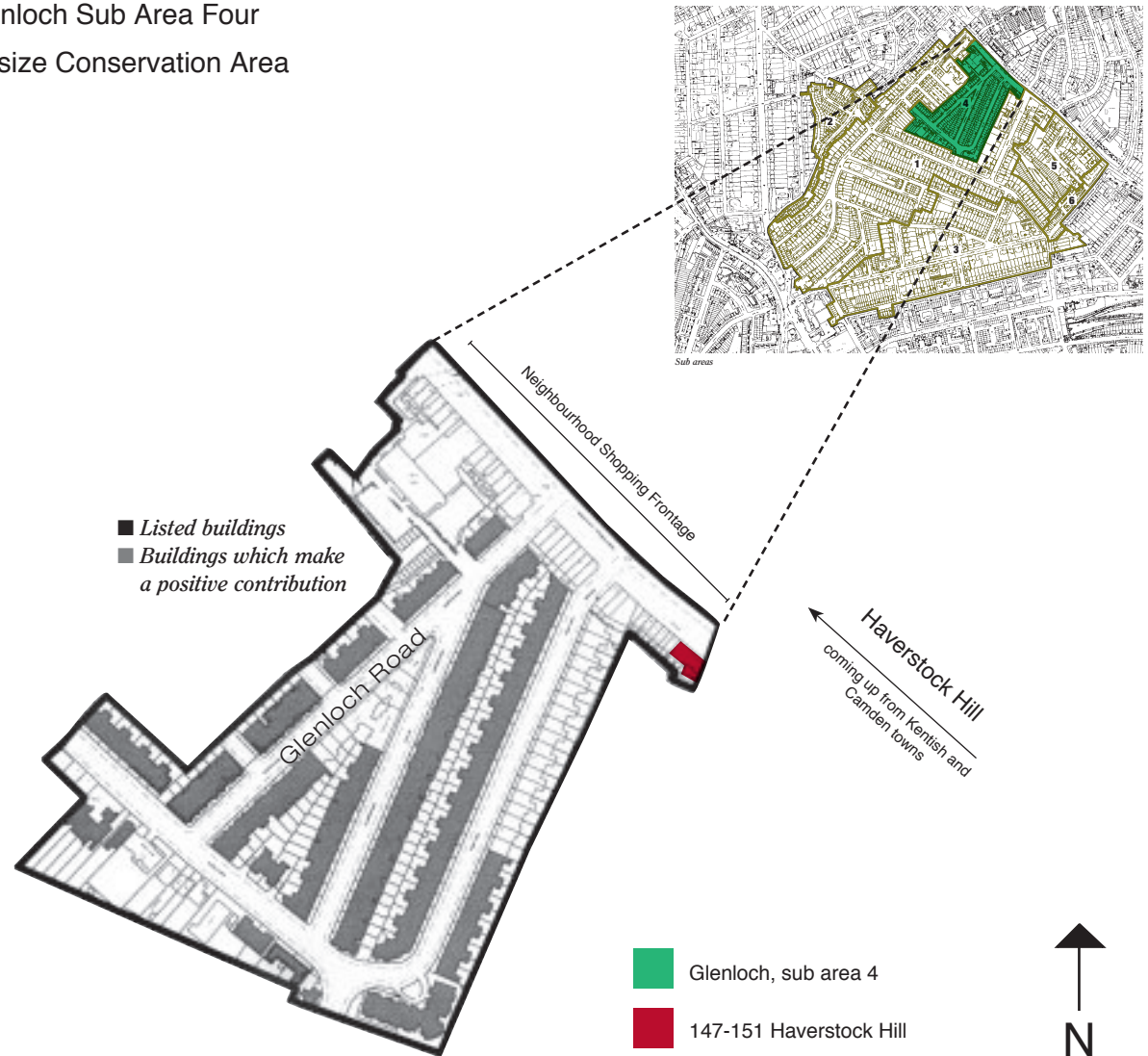


Figure 3. Glenloch sub area 4 of the Belsize Conservation Area, showing the Neighbourhood Shopping Frontage.  
Image source: Conservation Area Statement.

<sup>6</sup> "Tesco Checks Out:" <http://www.belsizevillage.co.uk/news17.htm>.

### 3.0 Proposed works

The application is for both change of use and a few relevant external changes including reposition the external access ramp and new signage and illumination as is typical of retail shop.

#### Change of Use:

The currently class use is for a Bank (Use Class A2), but as consumer banking habits continue to move towards telephone and internet banking, local branches of the nation's large banks are closing nationwide.<sup>5</sup> The site has been vacant for three years with no sign that a new bank will take its place. As a result, the site, flanked by its large pavement looks barren and abandoned.

The proposed Class of retail z is a logical change to give the site a new lease on life.

#### External changes:

Chesneys would like to take the opportunity of this prime location and give the facade a much needed makeover.

The most significant alteration they are proposing would be to remove the old and decrepide bitumen ramp on the Haverstock Hill elevation,

<sup>5</sup> Treanor, Jill. "Bank Branch Closures Trigger High Street Alarm Bells." *The Guardian*, 21 Aug 2016. <https://www.theguardian.com/business/2016/aug/21/bank-branch-closures-trigger-high-street-alarm-bells>



Figure 4. View down Haverstock Hill showing how other local independent shops have upgraded their frontages. The ramp of 147 Haverstock Hill is proposed to be replaced with new limestone steps and ramp on Belsize Grove.

and replace it with new limestone steps and a matching ramp on the Belsive Grove facade. The repositioning and upgrade of the ramp will not only free up the Haverstock Hill shopping parade but also add a fitting and subtle design feature to the Belsize Grove facade. The vaguely Art Deco features at the base of the building and its fenestration will be reflected in the design of the ramp balustrade, which will be of a thin metal handrail and uprights, all in a bronze finish.

Other improvements include signage for the shop also in a lettering with a bronze finish situated on the upper section of the rendered base of building, running the full extent of it and framing the entrance portals to flats and shops.

The existing metal window frames are to be stripped of their white paint and restored to their original darkened bronze colour. The entrance door will be replaced with a new glass door in a metal frame to match the restored windows. The rendered base of the facade will be painted in colour 'Railing' by Farrow & Ball. The extent of the colour will stop at the entrance portal to flats on Belsize Grove and at the shop unit at the Haverstock Hill shopping parade.

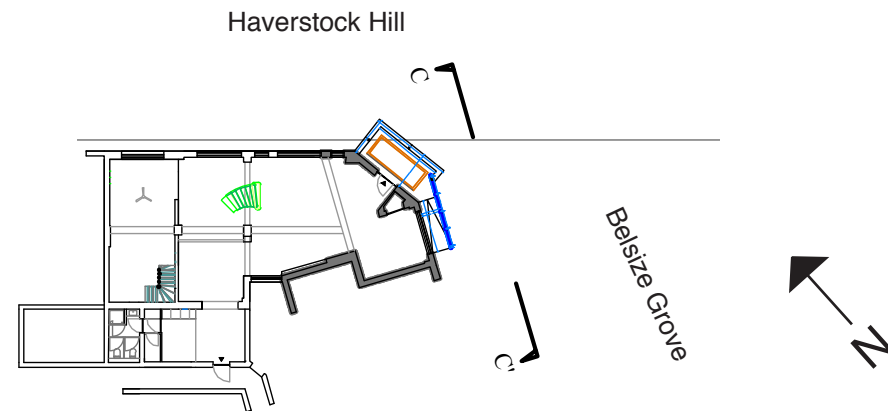
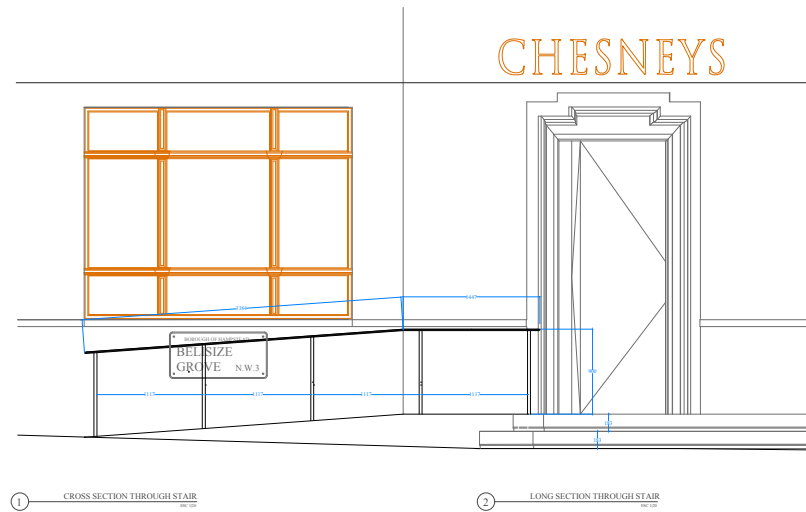


Figure s 5a & 5b. Proposed ramp to be relocated onto Belsize Grove and in a style sympathetic to the building's existing details and design.

There will also be discreet lighting for the entrance and signage, both in bronze to blend in with the windows and the doors. Refer to Proposed Elevations AA and BB for locations.

One last proposed change is to create an opening in the rear of the building for deliveries and access. This opening is not visible from the public highway and thus is of no consequence to the surrounding streetscape.

## Conclusion

Only positive changes are associated with this application. The class use change will allow other retailers to move into an otherwise derelict site. Chesneys is an independent business, which the local community adamantly supports having there.

The external modifications will also breath new life into the corner. Relocating the ramp onto Belsize Grove will restore the continuity of the Haverstock Hill elevation. The upgrade in the steps and ramp materials, along with the other cosmetic changes, will be a welcome improvement sympathetic to the features of the existing building.

These changes will only make a positive contribution worthy of being a gateway into the Belsize retail area verses its current condition of being a desolate and barren streetscape.



*Figure 5a. Proposed up and down walllight for either side of the entrance door, by Screwfix or similar.*



*Figure 5b proposed lights for the signage. Connectable linear LED sign light, 600mm lengths by [www.lightingstyles.co.uk](http://www.lightingstyles.co.uk)  
3no for over the door; 2no on the Haverstock Hill side*

# Appendix I

## Planning History for 147 Haverstock Hill



Business account Contact us

### Planning applications

#### Planning Application Search Results

Records 1 to 10 of 16

Date Validated is between 01 January 1927 and 31 December 2017 and Site Address contains 147HAVERSTOCKHILL

#### Help Using This Page

Click on the **Reference Number** to view the associated Application details. If more than one page is displayed, click on a page number at the top of the list to move to the page. You can navigate to the first page or next page by clicking the buttons at the top of the page. If your search was unsuccessful then click **New Search** to try again

1 2 > >>

Application Number	Site Address	Development Description	Status	Date Registered	Decision
2017/2205/P	147-151 Haverstock Hill London NW3 4QU	Change of use from Bank (Class A2) to Retail (Class A1) under the General Permitted Development Order 2015 Schedule2, Part3, Class E as amended.	REGISTERED	27-04-2017	
2017/2156/P	147-151 Haverstock Hill	Change of use of ground/lower ground floor unit from Bank (Use Class A2) to Retail (Use Class A1) and associated alterations including new front entrance	REGISTERED	27-04-2017	

<http://planningrecords.camden.gov.uk/Northgate/PlanningExplorer/17/Generic/StfResults.aspx?PT=Planning%20Applications%20On-Line&SC=Date%20Validated%20is%20between%2001%20January%201927%20and%2031%20...> 1/2

2012/3211/P	147-151 Haverstock Hill London NW3 4QU	Installation of 12.0m high pole to support a 2.0m x 1.0m telecommunications equipment cabinet.	FINAL DECISION	21-06-2012	Refused
2006/5328/P	147 Haverstock Hill London NW3 4QU	Installation of one additional ATM to the Belsize Grove elevation of the existing bank.	FINAL DECISION	25-01-2007	Granted
2006/0906/P	147 Haverstock Hill London NW3 4QU	Installation of 1no. additional automated teller machine to HSBC Bank (Class A2).	WITHDRAWN	23-02-2006	Withdrawn Decision
PW9902280	147 HAVERSTOCK HILL LONDON NW3 4QU	The installation of a security floodlight above the automatic cash machine on the Belsize Grove elevation of the premises, as shown on drawings; 1224E/1, /2 plus one colour photograph.	FINAL DECISION	31-03-1999	Grant Full Planning Permission (conds)
PW9802772	147 Haverstock Hill NW3	Installation of an external ramp to provide disabled access to the bank, as shown on drawing numbers; G3/884/05B, /P1, /L03, /SK010, /SL011, /SK007-8 and /SK009.	FINAL DECISION	09-10-1998	Grant Full Planning Permission
AW9702537	147 Haverstock Hill, NW3	The display of internally illuminated fascia and projecting box signs on the Haverstock Hill elevation, an internally illuminated fascia sign on the splay elevation and an internally illuminated projecting box sign on the Belsize Grove elevation. As shown on Drawing Number: 1224SNE2/A.	FINAL DECISION	07-07-1997	Grant Approval for Advertisement
9380120	147 Haverstock Hill Belsize Park NW3	The Display of internally illuminated lettering at fascia level reading 'MIDLAND' and two internally illuminated projecting signs on the Belsize Grove and Haverstock Hill frontages, as shown on drawing numbers 1238 2 x A4 drawings.	FINAL DECISION	12-08-1993	Grant Approval for Advertisement
9201008	147 Haverstock Hill NW3	Alterations to rear window at ground level to form a security door and alterations to entrance on front elevation as shown on drawing numbers 92/18/01 02a 03 and 04	FINAL DECISION	17-08-1992	Grant Full or Outline Planning Permissn.

[New Search](#)

<http://planningrecords.camden.gov.uk/Northgate/PlanningExplorer/17/Generic/StfResults.aspx?PT=Planning%20Applications%20On-Line&SC=Date%20Validated%20is%20between%2001%20January%201927%20and%2031%20...> 2/2



Business account Contact us

### Planning applications

#### Planning Application Search Results

Records 11 to 16 of 16

#### Help Using This Page

Click on the **Reference Number** to view the associated Application details. If more than one page is displayed, click on a page number at the top of the list to move to the page. You can navigate to the first page or next page by clicking the buttons at the top of the page. If your search was unsuccessful then click **New Search** to try again

<< < 1 2

Application Number	Site Address	Development Description	Status	Date Registered	Decision
9280139	147 Haverstock Hill NW3	The display of internally illuminated fascia signs on front and side elevation together with one projecting internally illuminated double sided sign as shown on drawing number 92/18/04 and 92/18/03	FINAL DECISION	14-08-1992	Grant Approval for Advertisement
8500502	147 Haverstock	Installation of a cash dispenser for banking purposes as shown on drawing No.FS12076/3209/1 & 2.	FINAL DECISION	25-03-1985	Grant Full or Outline
CA534/AD1988	147 Haverstock Hill, NW3	147 Haverstock Hill, NW3 1. Display of two sets of individually illuminated letters 229mm high mounted on two non-illuminated panels. 2. Relocation of existing internally illuminated double-sided projecting sign.	FINAL DECISION	24-03-1982	Permission
CA/534	at 147 Haverstock Hill, Camden.	at 147 Haverstock Hill, Camden. Continuation of display of internally illuminated double sided projecting box sign.	FINAL DECISION	13-07-1966	Permission
1024/23/06/61	147/151, Haverstock Hill, N.W.3.	illuminated projecting hanging box sign.	FINAL DECISION	23-06-1961	Permission
TP/2166/108019/18418	No. 147 Haverstock Hill, Hampstead,	convert the lower ground floor and ground floor of the premises known as No.147, Haverstock Hill, Hampstead each into a self-contained flat.	FINAL DECISION	16-10-1934	Permission

[New Search](#)

<http://planningrecords.camden.gov.uk/Northgate/PlanningExplorer/17/Generic/StfResults.aspx?PT=Planning%20Applications%20On-Line&PS=10&XMLLoc=Northgate/PlanningExplorer/17/generic/XMLtemp/4ru2145whth55hc2...> 2/2