



DRAWING AND PLANNING

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DESIGN, ACCESS & HERITAGE STATEMENT

November 2017

*77A Hampstead High
Street,
Hampstead,
NW3 1RE*

1.0 Introduction:

- 1.1 This supporting Design and Access Statement has been prepared by Drawing and Planning Ltd, Mercham House, 25-27 The Burroughs, Hendon, London, NW4 4AR (0208 202 3665).
- 1.2 This statement supports a planning application submitted on behalf of the applicant and seeks to outline the planning considerations for the development and address the design issues.
- 1.3 This statement has been prepared for the proposed replacement of existing crêperie kiosk with a new kiosk. The purpose of this statement is to justify the planning application proposal and to demonstrate that the design of the development will positively enhance the area and have no adverse effects on the immediate or surrounding streetscape.
- 1.4 The proposed plans to accompany this application, have been designed by Drawing and Planning Ltd and the detailed drawings to accompany this application are attached.

2.0 The site and surrounding area:

- 2.1 The application site is a hot food takeaway (use Class A5) situated adjacent to the King William IV public house, being a Grade II Listed public house on the corner of Hampstead High Street and Perrin's Lane. Situated on a side forecourt, facing Perrin's Lane pavement and adjoining the rear beer garden, is a small mobile vending kiosk preparing and selling crepes.
- 2.2 The application site lies within the administrative boundaries of the London Borough of Camden and is located within the Hampstead Conservation Area. The site is also located within the designated Hampstead Town Centre.

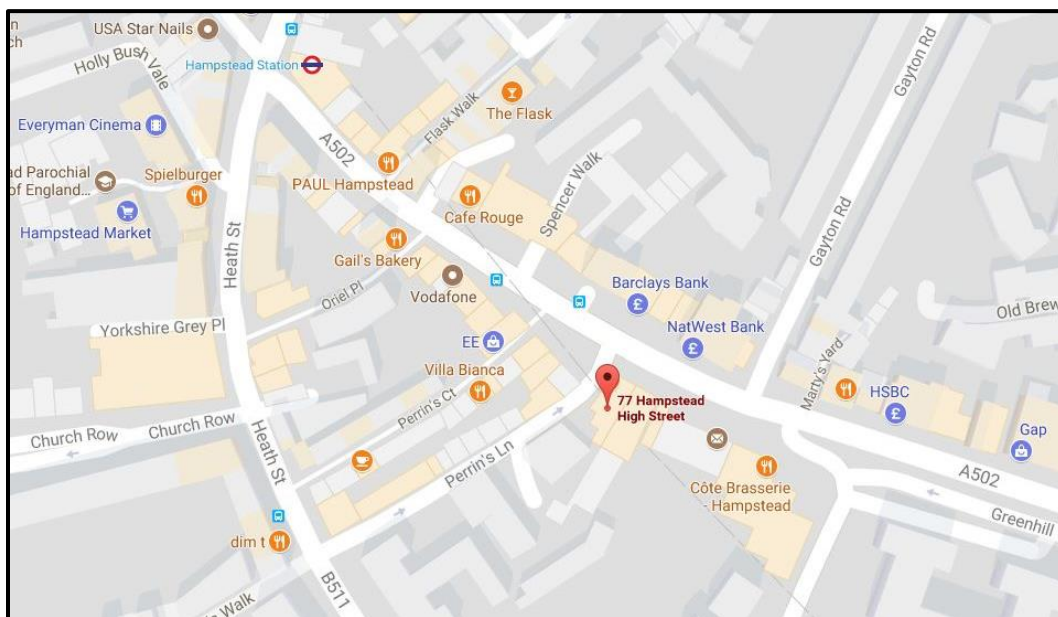


Fig. 1: Location map (extract from Google Maps)



Fig. 2: Front elevation of the subject site at 77 Hampstead High Street

3.0 Planning History:

- 3.1 The application site has a historic use as a crêperie. The planning history is listed below:
- **2011/4136/P:** Replacement of existing crêperie kiosk (Class A5) with a new kiosk - **Granted**
 - **2006/5866/P:** Replacement of existing crêperie kiosk by a new permanent structure - **Refused**
- 3.2 The crêperie shares the plot at 77 Hampstead high street with the Public House which has a long planning history
- **2015/4990/P:** Alterations to rear service outbuildings to accommodate a fire exit path - **Granted**
 - **2014/7849/P:** Removal of existing garden arbour to rear beer garden, and replacement with retractable roofing system - **Granted**
 - **2013/7850/P:** Erection of storage shed at first floor level (partly retrospective) – **Granted**

4.0 Planning Policy Consideration:

- 4.1 The statutory development plan for the site comprises of the adopted London Borough of Camden Local Plan Adopted June 2017. The Core Strategy Proposals Map identifies the site being located within the Hampstead Conservation Area. It is considered that the proposal is fully supportive of and in accordance with those relevant planning policies which are expanded in detail below.
- 4.2 The relevant adopted planning policies and guidance set out a number of clear design principles. These are focused on ensuring that development and new shopfronts, specifically in Conservation areas, should be well designed and reflect the general appearance and character of both the building and the surrounding area as a whole. The proposal has taken specific consideration of Camden's Local Plan and guidance within Hampstead Conservation Area Appraisal and Management Strategy.

Local Plan

- 4.3 Policy G1 is entitled Delivery and location of growth and ensures that developments are of the highest standards and with high quality design.
- 4.4 Policy TC4 aims to ensure that the development of shopping, services, food, drink, entertainment and other town centre uses does not cause harm to the character and vitality of a centre. The subject site has a historical presence on Hampstead High Street and is a well renowned crêperie and as such, enhances the attractiveness of Hampstead centre.
- 4.5 Local Policy A1 (Managing the impact of development) seeks to protect the quality of life of occupiers and neighbours. Developments should contribute towards strong and successful communities by balancing the needs of development with the needs and characteristics of local areas and communities. The proposed development will replace the existing kiosk with a new kiosk structure of similar dimensions and matching materials. It will therefore not harm the quality of life of neighbours and visitors of Hampstead. Furthermore, Local Policy A4 focuses on Noise and Vibration. Policy states that consent will be granted for developments that do not generate unacceptable levels of noise and vibration.
- 4.6 Local Policy D1 focuses on the design of developments. The Council requires developments to respect local context and character. Proposals should also preserve or enhance the historic environment and heritage assets in accordance with "Policy D2 Heritage". Policy D2 states that the Council will require that development within conservation area preserves and where possible enhances the character or appearance of the area. Additionally, developments are resisted where they cause harm to the special architectural and historic interest of the building. It is considered that the proposed development has been well designed and is sensitively located within the street scene which relate to the character, scale and architectural features of the listed building next to which the kiosk is located.

Comment

- 4.7 This proposal has the primary objective of proposing a new kiosk and a new internal layout for use as a high quality crêperie take away, while preserving and enhancing the character of the adjoining building as part of the special character and quality of Hampstead High Street. The proposal has been designed to a high standard using high quality materials. The proposal is similar to the previously approved kiosk replacement (Ref: 2011/4136/P) which was not invoked and to the existing kiosk structure which is now in a state which requires replacement due to its age. The proposed replacement kiosk is therefore in keeping with the surrounding street scene along Hampstead High Street and Perrin's Lane.
- 4.8 The applicant seeks to create a new kiosk for this flagship crêperie within this renowned location on Hampstead High Street. As a result, the proposal aims to improve the appearance of crêperie and provide a high quality upgrade of the kiosk with enhanced access to ensure improved visual sight and presence into the unit. The kiosk, as explained in more detail below, has been carefully designed to provide a kiosk interface which is complementary to the character of Hampstead High Street.

Hampstead Conservation Area Statement

- 4.9 The proposed development has been designed to accord with Hampstead's Conservation Area Statement which provides the guidance "*a clear indication of the Council's approach to the preservation and enhancement of the Hampstead Conservation Area*". This document seeks to maintain the architectural integrity of individual buildings where appropriate and historic shopfront architectural details.
- 4.10 Whilst the Hampstead Crêperie is a modern addition to Hampstead High Street, the kiosk has been in its current location for more than 35 years. The Hampstead Crêperie is enormously popular and famous and has become a landmark within Hampstead and should be protected as part of the character of Hampstead Conservation Area.

Comment

- 4.12 The proposal includes the provision of a new structure for this famous hot food take-away, to provide the unit with modern working conditions, whilst maintaining its visual presence along Hampstead High Street. The proposed structure is considered to make a positive contribution to the appearance of the Conservation Area as a whole and will not have any negative impact upon the surrounding street scene.

5.0 Heritage Statement:

- 5.1 Whilst the kiosk itself is not a listed building, it is located adjacent to the Grade II Listed public house - The King William IV. This public house at 77 Hampstead High Street, was listed as Grade II on 11 October 1999. The list description survey by English Heritage states:

“Public house. C1830-37. Stock brick stone cornice and band, roof not seen behind parapet. 5-bay elevation to Perrin’s Lane with 3-bay return to Hampstead High Street. EXTERIOR: 3 storeys and cellars. Moulded stone cornice and flat first floor band. 5-bay elevation to Perrin’s Lane with projecting ends, intermediate bays blind on upper storeys, with recesses treated like the surrounding windows with gauged brick heads and stone sills. Second floor windows and that in centre of first floor have sashes with glazing bars, first floor windows with external louvred shutters. Ground floor with sash windows to projecting ends; centrepiece treated as symmetrical shopfront with pair of bowed windows with small panes having pointed tops over heavily moulded panels either side of double entrance doors set under broad rectangular top light with tracery formed of intersecting circles. Elevation to Hampstead High Street similar, with sashes to ground and second floors (centrepiece of latter blind) and first floor casements with shutters giving on to balconies. Central door in moulded architrave surround. INTERIOR comprises four main bars linked by archways and C20 screens, served by central C20 bar counter. Walls with some tongue and groove panelling, most of which is late C20 replication in bar areas but which survives better on stairs to first floor. Early C20 fireplaces. Included as a good and prominent surviving example of an early C19 public house, little altered externally.”

- 5.2 Heath Street and Hampstead High Street is the central spine of Hampstead, the route north from London over the Heath around which the settlement developed. Hampstead High Street is the principal public street of the Conservation Area and has the character of a small town shopping centre. The road and pavement broadens around the junction with Perrin’s Lane and there lies the historic heart of the High Street. Perrin’s Lane used to be the main route from the High Street to St John’s Parish Church in Church Row and has a consistent two storey cottage character. The south side of the Lane was partly redeveloped for housing in the 1970s whilst the north side retains its historic buildings. The king William IV public house (1830 – listed marks the entrance to Perrin’s Lane from the High Street).
- 5.3 The proposed development will have a negligible impact on the architectural interest of the building overall. The proposal will not alter the form of the principal façade of the building or its contribution to the Conservation Area.

6.0 The proposal:

- 6.1 The proposal is to replace the existing kiosk by a new one, taking account of the previously approved scheme, in 2011. The Hampstead Crêperie was built in 1978 and established in its present location in August 1980. After 37 years of daily use, the existing structure is now in desperate need of refurbishment and modernisation.
- 6.2 The proposed kiosk would be only marginally larger than the existing, with the enlargement, considered to be an essential requirement in order to provide a more comfortable working environment for the staff, as the existing kiosk is very small internally. It should be noted however, that the overall height of the new kiosk will match in line with the existing structure. The proposed kiosk will also allow for an additional cooking plate to be incorporated, as part of the redesigned internal layout to maximise the space with an ergonomic approach to the internal arrangement.

As an essential criteria for the revised kiosk design, sufficient space has been allocated for the much needed larger sink amenity for the washing of equipment and utensils at the end of the day. This facility is currently being provided off-site, with this application, simply looking to streamline this process by allowing this basic requirement, to be provided within the subject kiosk. Additionally, this application looks to ensure sufficient space within the kiosk, for the placement of the main refrigeration unit - the existing refrigeration unit, currently sits outside the structure on the forecourt, to the rear of the kiosk. As such, this application will enhance the appearance of the kiosk by 'tidying up' the paraphernalia associated with the unit, bringing all such amenities under one roof.

- 6.3 The new crêperie kiosk will retain for the most part, the same shopfront design as the existing. This shopfront is part of the identity of the crêperie and is an important part of the character of the area, the proposal will therefore not harm the character of the vicinity in which it is located. Additionally, the proposed extraction system (see details as part of the attached drawings pack) will ensure that fumes and smells do not disturb the neighbours and users of the public house. Please note that there will be no increase in its power and no change in noise levels to what currently exists. All proposed facilities comply with all environmental and food standards.
- 6.4 The site is located within walking distance from Hampstead Tube Station and a selection of bus services, which provide links to Hampstead town centre, Swiss Cottage, Golders Green etc. It is therefore reasonably expected that the majority of customer and tourists will visit the site and the neighbouring Hampstead High Street by using this ample public transport amenity. Additionally, the kiosk is located on the forecourt of King William IV public house and is easily accessible to all pedestrians, including disabled persons.
- 6.5 The image below shows the proposed new crêperie. As illustrated by the picture below, the proposed shopfront design will preserve and enhance the attractive appearance of the adjoining buildings.



Fig. 3: Proposed replacement kiosk

7.0 Conclusion:

- 7.1 This application seeks formal planning permission for a replacement crêperie kiosk at 77A Hampstead High Street, which utilises a design which is appropriate in terms of its form and use and which will not harm the adjacent heritage asset or the local amenity.
- 7.2 The proposal has been designed to take careful consideration of the character and appearance of the building, seeking to provide a high quality scheme, enhancing the neighbouring area, maintaining the character of the existing kiosk, whilst upgrading the internal amenities to meet current regulations and working condition expectations. The proposed crêperie kiosk accords with the policies, as outlined within the Council's specific and detailed guidance documents and, as such, is considered to be acceptable.
- 7.3 This statement looks to confirm that the replacement A5 kiosk, is not considered to harm the character, function, vitality and viability of the Hampstead town centre or cause any additional adverse transport implications.
- 7.4 It is therefore considered that the proposal will complement and improve the appearance of the street scene and make a positive contribution to the character and appearance of the Hampstead Conservation Area.
- 7.5 As such, it is considered that the application proposal is appropriate and it is therefore respectfully request that planning permission be granted.