

Design, Access & Heritage Statement for:

29 Hampstead High Street
London
NW3 1QA

This Design, Access and Heritage Statement has been prepared by French Childrens Wear Ltd, current occupiers of the Grade II listed 29 Hampstead High Street, now known as Jacadi.

The planning application along with the listed building and conservation area consent applications and this document is to be read in conjunction with the detailed design plans.



Introduction

Hampstead Historical Context

Hampstead is a Conservation Area of considerable quality and variety. A range of factors and attributes come together to create its special character. These are principally; its topography; the Heath; the range, excellence and mix of buildings; the street pattern and Hampstead's historical association with clean water and fresh air.

Hampstead sits on the sand and pebble-capped hills that extend across this part of North London from Finchley Road to Highgate and are visible from parts of central London. The Conservation Area spans the heights of the hill and rises to Whitestone Pond at 135m above sea level. It also falls to 60m at South End Green. The topography is at the heart of the townscape.

Hampstead High Street is the principal public street of the Conservation Area and has the character of a small town shopping centre. At the top near Heath Street it is mostly made up of 1880s properties but the rest of the street retains many older shops and houses. The older buildings are of two or three storeys (apart from Nos.70&71) and the Victorian ones are generally four, with or without mansards and dormer windows. The rich mixture of building types and architectural styles, the variations in roofline and street width and the irregular curves of the frontages as they climb the hill give the street special charm.

At the junction with Heath Street is Hampstead Tube Station, the deepest in London, built in 1906-07 with the standard maroon faience arcaded façade of the Northern Line. The High Street narrows towards the junction with Heath Street and the buildings are generally four storeys on the southwest side and three on the northeast, leading the eye towards the clock tower of the former fire station.

Architectural Significance

Hampstead was designated a Conservation Area (with North End, the Elms, Vale of Health, Downshire Hill) on 29 January 1968. The reasons given for its designation were:

- the large number of listed buildings of architectural interest, the historical association of these buildings in terms of former residents and of the village in the context of the history of London as a whole;
- the street pattern of the original village which is retained and is reflected in the fragmentation of the street blocks and close and irregular grouping of the old buildings;
- the striking topography which gives rise to the complex of narrow streets and steps characteristic of the village and provides an important skyline when viewed from other parts of London;
- the proximity of the unique open space of Hampstead Heath and its integration with the village on the northern side. (LB Camden, Planning & Development Committee - 30 October 1967, Report of the Planning Officer).

When designated the area was named Hampstead Village Conservation Area. As it has been extended beyond the original village it is now known as Hampstead Conservation Area.

Site Context

Overview

29 Hampstead High Street, known as Jacadi, is a grade II listed building situated on the main high street and joins up with Heath Street exactly where the tube station is.

Objectives

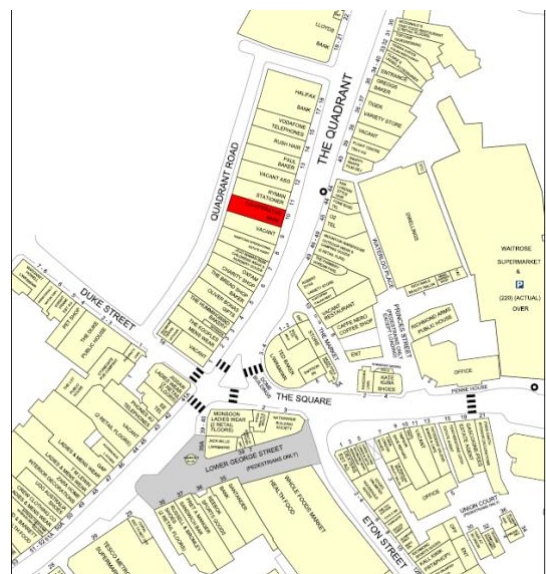
Jacadi is being rebranded into Sergent Major store, therefore the objective of this project is to change the colour of the shopfront and to replace the signage. This will improve the visibility and raise awareness of our store.

Justification

We would like to comply and assist Camden council with all aspects of the planning process, working hand in hand with their regeneration of the local area in keeping with the integrity of its architectural heritage and conservation.

Conserving the historic fabric of the Grade II listed building has huge importance as it contributes to the local area as one of their earlier conserved properties. The proposal includes no structural works or alterations to the external fabric of the building.

Below is a site plan and an Ariel view of Hampstead High Street.



Design & Appearance

Existing Out look

The shop front is made up of two large single pane glass windows with a wooden style frame painted grey either side of a central large wooden door with plain stone walls. A stone cornice at first floor level. It is painted in a plain grey colour with Jacadi sign above the entrance and Jacadi hanging sign on the right hand side of the shop.

Proposed External Works

Repaint the current store front in two coats of paint in dark purple colour.

We will then install signage so customers are aware of what store is located here. The main logo will be directly above the entrance and will be a white backlit Plexiglas sign with the words "Sergent Major". The second logo will be a purple aluminium hanging sign on the right side of the property with illuminated "Sergent Major" written on it.

Existing look of the "Jacadi" store:



Proposed look of the new "Sergent Major" store:

