



# Design, Access and Heritage Statement

Shop fit out and external alterations to form new art gallery,  
76 Hampstead High Street,  
London  
NW3 1QX

On behalf of:

CLARENDON  
FINE ART

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This design, access and heritage statement has been produced as supporting documentation for an application by Clarendon Fine Art for the internal fit out to form art gallery, refurbish and repaint existing shopfront and associated external works to 76 Hampstead High Street.

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## Site / background

*A 3 storey end of terrace property containing the "Maison Blanc" restaurant/café on basement and ground floors and residential flats above. The property has a long ground floor rear extension which contains several projecting rooflights and at its rear, 5 recently installed condenser units, 3 of which are enclosed within an acoustic enclosure, all serving the new restaurant. The shopfront is of a traditional timber design with projecting canvas canopy and has spotlight fascia and projecting signs. The site adjoins other similar properties in commercial and residential use on Hampstead High Street frontage; at the rear are residential properties along Perrins Lane.*

The property is listed Grade 2 and is located in the Hampstead conservation area; it also lies within the shopping frontage of Hampstead Town Centre.

Various minor alterations have been carried out to the interior of the shop at ground and basement level by previous tenants and as a result no historic features have survived internally, all the interior is modern elements that was provided for the layout required by Maison Blanc and with no historic features internally at these two levels, there is no adverse impact on the special interest of the building.

The shop front contains two awnings that are not considered to be original but play an important part in enhancing the shop front and adding to the traditional character. Previously applications have seen these awnings remain but replaced with new canvas and branding.

Individual lettering to the high level fascia zone and a hanging signage exist on the unit. Both types of signage are externally illuminated with swan neck lighting to the fascia and spot lights to the hanging signage.

5 air conditioning units exist on the flat roof area on the rear element of the building, not visible from Hampstead High Street and are currently screened on from Perrins Lane.

## Conservation Area Overview

Planning legislation relating to the built historic environment is set out in the Planning (listed Buildings & Conservation Areas) Act 1990. Guidance relating to this act is published as National Planning Policy Framework (NPPF) 2012 with particular reference to Section 12. The guidance encourages the use of the term 'heritage asset' to describe *a building site place or landscape identified as having a degree of significance meriting consideration in planning decisions*. The designated heritage asset assessed in relation to this proposal is number 76 Hampstead High Street which is a Grade II listed building. This retail unit is the end plot of what was originally four terraced houses: 73-76 Hampstead High Street.

Part 12 of the NPPF deals with conserving and enhancing the historic environment, in paragraphs 126 and 141. The NPPF places much emphasis on heritage 'significance'. Significance is a common threat that occurs throughout Part 12 of the NPPF and is defined as *"The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting."*

Setting is defined in the glossary of the NPPF, as follows *"The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve."*

*Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral."*

The effects of any development on a heritage asset therefore needs to be assessed against the four components of its heritage significance: its archaeological, architectural, artistic and historic interest.

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. As a major route it has developed as a shopping centre and is defined in the UDP as a District Centre – Primary Shopping Frontage.

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. The south west side has the 1880s redevelopment (Nos.55-67) in red brick with stone dressings and Dutch gables. The road and pavement broadens around the junction with Perrin's Lane and there lies the historic heart of the High Street. There are a number of listed buildings; Nos.70-76 (cons) is from the early 18th century and varies in height, either three or four storeys. Stanfield House No.85 & 86, is set back a little from the High Street and dates from the 1730s.



Many shopfronts contribute to the character of the area and are of townscape merit. 76 Hampstead High Street is an example of this and it can be highlighted in the conservation appraisal as remaining the same today, continuing its historical interest.

The photograph was taken in 1967 and shows the original shopfront of no. 76, which is still present today:

## Identification of Significance

TQ2685NW HAMPSTEAD HIGH STREET 798-1/26/756 (South side) 14/05/74 Nos.73-76 (Consecutive)

GV II

*Terraced row of 4 houses with later shops. C18, altered. EXTERIOR: 3 storeys, attics and basements. No.73: multi-coloured stock brick with painted 2nd floor band. Tiled hipped roof with dormer. 2 windows plus 1 window 2nd floor early C19 extension over entrance to Perrins Court. Mid C19 shopfront with colonnettes carrying entablature; round-arched lights. Enriched grille to basements. Upper floors have gauged reddened brick flat arches to slightly recessed 2 pane sashes with exposed boxing. Parapet. Extension stuccoed with slated roof and sash window. No.74: painted stucco. Tiled hipped roof with dormer. 3 windows. Mid C19 round-arched doorway with bracketed hood. C20 shopfront. Upper floors have recessed 2-pane sashes with exposed boxing. Parapet. No.75: painted stucco. Tiled hipped roof with dormer. 3 windows. C20 shopfront retaining late C19 console bracket fascia stops. Upper floors have recessed sashes with exposed boxing. Parapet. No.76: painted stucco. Slate mansard roof with dormers. 4 windows. C20 Regency style shopfront having panelled risers and inswept entablature. Upper floors have architraved hornless sashes. Cornice and blocking course. INTERIORS: not inspected.*



The listing details relate solely to the front façade of the building indicating that at the time of listing it was not considered that the rear facades of the building contained any architectural detailing or features of particular importance that was worthy of mention. Indeed, following a site visit, it is clear that the rear facades do not contain any details or features of particular merit. The listing details make clear that the interior of the buildings were not inspected, therefore it is not known whether the buildings contained any important features at the time of listing. 76 Hampstead High Street has an entirely modern shop fit out.

However, various minor alterations have been carried out to the interior of the shop at ground and basement level, including the introduction of new services. An application from 2008 that is available on the Camden Council website contains an Officer Report that stated "Photographs submitted with the application appear to show that no historic features survive internally and nothing of historic interest internally was seen on the site visit, so the internal changes are not considered to affect the special interest of the building". It goes on to say, "the only alteration to the shopfront that has a detrimental impact on the character and appearance of the listed building is the introduction of door heaters to the timber frame of the glazed over-panel to the door". It is evident that these door heaters still exist and should consent be given for refurbishing and repainting the shopfront as part of our application, these door heaters will be removed.

It is therefore clear that it is the front façade which is important to the building's special character, and therefore its significance.

### Existing Photographs



## Architectural and Historic Interest

As mentioned above, the listing text does refer to the building being a row of 18<sup>th</sup> Century terraced houses and the ground floor later becoming shops with No. 76 having a 20<sup>th</sup> Century frontage at ground floor. With the whole building being dated earlier than 1800 and later conversion, it would suggest that the shop front is considered to be original and therefore has much to offer in terms of architectural and historic interest. Furthermore, with the shop front and entrance doors to remain the same, only repaired and refurbished where necessary, this will only compliment the upper floors of the listed building as well as the character and appearance of the conservation area. Therefore, not having any detrimental impact on the wider conservation area.

Internally, as the planning officer report from a previous application highlights, there are no historic features that have survived internally at ground floor and basement levels and it is therefore our view that the historic interest in the building relates to frontage only.

## Schedule of Works

A detailed schedule of works is included within the submitted drawings but to summarise:

- Existing shopfront to be finished in two coats farrow and ball mahogany.
- Walls to be lined out with 50x50mm timber battens faced with class I MDF.
- Existing modern timber floor covering to be removed and replaced with new mandarin stone finish.
- Existing plasterboard to modern MF ceiling to be removed, metal frame to remain. Provide new plasterboard finish.
- Existing artificial covering to be removed and finished with new York Stone paving slabs, laid in stretcher bond arrangement.
- Provide new 900mm black railings to frontage.

## Use

The building to which this application relates is the ground floor and basement at 76 Hampstead High Street that previously traded as Maison Blanc. We are not proposing to change the use of the building from the current A1 use class, our application relates solely to the repainting of the shop front, replacing the door furniture, new signage and internal fit out.

The lease of the retail unit is being taken over by Clarendon Fine Art and is to undergo a shop fit to form an art gallery. The corporate chain currently has galleries in numerous places – some of which are Mayfair, Marlow, Cobham and on cruise ships such as Queen Elizabeth, Queen Victoria and Queen Mary 2 Ships.

## Design / appearance / impact

As mentioned previously, the listed building is located in conservation area therefore any alterations need to be minor and sympathetic. During the design process, we have been guided by the wording in the Camden conservation area design guides to produce a shop front and internal finish we feel takes on board the Local Authority requirements and satisfies the client requirements.

With numerous tenants leasing the building, the shop front has remained but has been repaired and repainted in accordance with the tenant's requirements.

The design and layout of the proposal is largely dictated by the layout of the existing retail unit. The unit has previously undergone a shop fit to the specification and layout of the current tenants. Should consent be given, we will be removing all the modern elements of this work to allow us to fit out the unit for the next phase of its life. As the submitted drawings show, we are seeking permission to refit the unit out to form an art gallery with fully demountable fixtures and fittings so the unit can be returned to its former state if necessary.

Shopfronts form an essential part of the character and attractiveness of many areas in Camden, in particular its centres, and contribute to the creation of vibrant streets and public spaces. We will seek to protect existing shopfronts that make a significant

contribution to the appearance and character of an area, for example through their architectural and historic merit. As the submitted drawings show, the existing timber shopfront is to remain and be sanded down repainted in Farrow and Ball Mahogany (no.36), the corporate colour of Clarendon Fine Art. The shop front has previously been restored and enhanced that has been welcomed in the past but due to the building being vacant for some time, it now requires repairs and refurbishment to restore it to its original condition.

The Camden planning guidance on advertisements says "Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings". It goes on to say "The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination (internal, external, lettering, neon, etc.) should be determined by the design of the building. Illuminated signs should not be flashing or intermittent, whether internal or external".

As mentioned above, the fascia currently has "Maison Blanc" signage fitted with external swan neck illumination. Paragraph 1.18 of the Camden planning guidance says "the internal illumination of individual letters, rather than the whole fascia or projecting sign on a shopfront, will be more appropriate". We are proposing to remove the existing fascia signage and provide new brushed stainless steel internally halo illuminated lettering on stand-off locators with an overall projection from the fascia of 45mm therefore complying with the local planning guidance.

Other external alterations we are seeking consent for include the removal of the artificial covering from the raised seating area and replaced with a York Stone paving slab finish. We are also proposing to provide 900mm high black railings to the perimeter of the raised area, similar to railings that are found on numerous properties in Camden and further afield in London. This will also have a two new 2.4m high black lampposts with clear glass lighting panels.

Internally, we are proposing to remove all modern elements that were installed by previous tenants as part of their fit outs and to suit their layout requirements. As previously mentioned, an officer report highlighted that a site visit carried out as part of a previous application showed that no historic elements remained internally and it is indeed all modern fittings that exist, we are therefore proposing to remove all the fittings provided by others and take it back to the structure. The unit will then be fitted out internally to the specification that is evident in all Clarendon galleries. The perimeter walls will be lined out with timber studwork, new large display areas will be constructed for hanging of artwork featuring a mixture of materials such as oak and painted MDF to achieve a finish similar to the photos provided in the "existing gallery photos" section of this document. The existing staircase is to remain and received a new stone finish and new oak handrail will replace the modern wall mounted handrail that currently exists. All new displays and fitout works are to be fully demountable so the unit can be converted back to its original layout at a later date.

It is our view that the internal changes proposed and the detailed schedule of works on the submitted drawings are not considered to affect the special interest of the building and have no adverse impact on the listed building.

## Conclusion

The Camden Conservation Area Design Guide states that Conservation Areas are designated by the Council as areas of special architectural or historic interest, the character or appearance of which should be preserved or enhanced.

We feel that the introduction of the high-end art gallery will be very beneficial to the area. As previously mentioned this corporate chain have other galleries in other desirable locations – cruise ships. We also feel that the repainting, new signage and new door furniture will also preserve and enhance the character of the area.

Occupiers and owners have an important role to play in preserving the character of this Conservation Area. Alterations may be small in scale, but can be prominent and have a large impact on the area which for the most part has a cohesive character. Sensitive alterations and careful maintenance will help preserve the character of the area and also retain the values of its properties.

As works to the front elevation are minimal, replacing modern signage and repainting the existing shopfront, in our opinion, we feel this will not have a detrimental impact on the listed building or the conservation area.



## Photos of existing galleries

