

## **DESIGN AND ACCESS STATEMENT**

Application for Advertisement Consent

Mon Pain, 79-81 Heath Street, London, NW3 6UG

## CONTENTS

1.0	INTRODUCTION .....	3
2.0	DESCRIPTION OF EXISTING BUILDING.....	4
3.0	DESCRIPTION OF PROPOSED WORKS.....	10
4.0	LOCATION.....	14
5.0	ACCESS .....	14
6.0	PRECEDENT.....	14

## 1. INTRODUCTION

### 1.1 Location

Our client has secured a vacant ground floor shop unit at 79-81 Heath Street, in Hampstead.

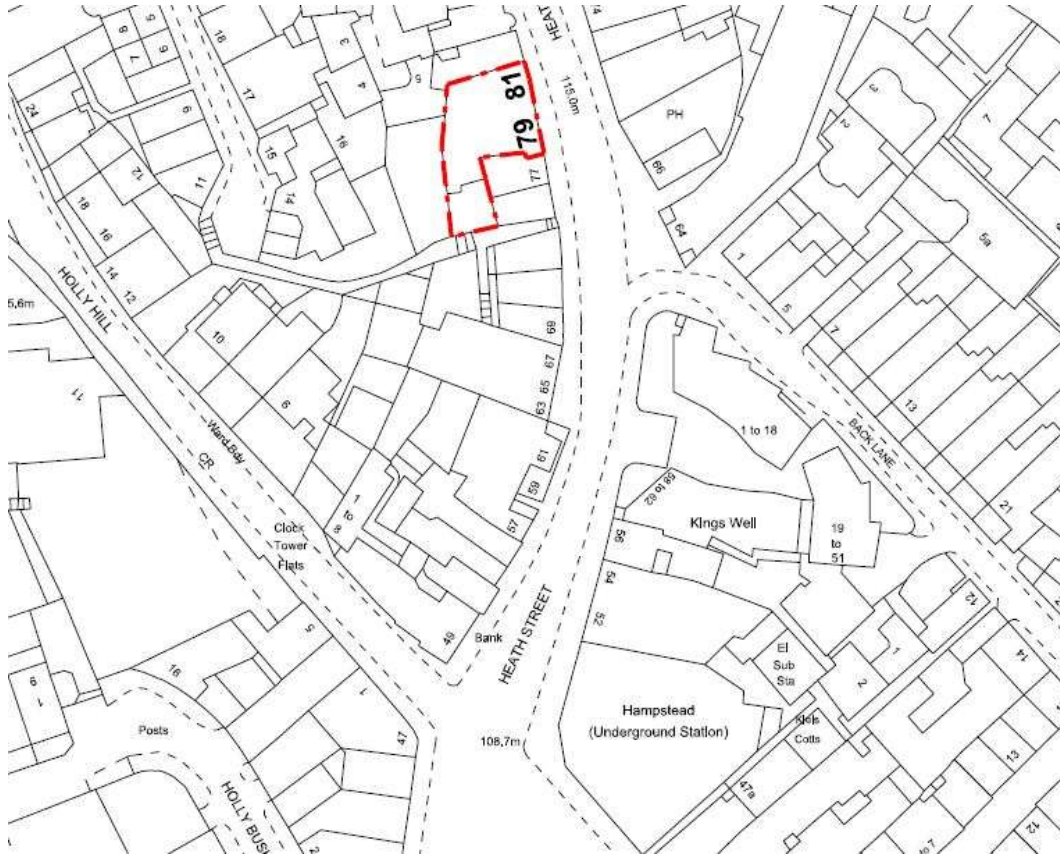


Figure 1. Site Location Plan

## 2. DESCRIPTION OF EXISTING BUILDING

### 2.1 Summary

This application relates to the introduction of a new bakery/café facility at 79-81 Heath Street, London NW3 6UG. **Camden Council has granted permission for the change of use from estate agents (Class A2) to bakery and cafe (Mixed Class A1/ A3) – planning reference no. 2019/0509/P.**

The site was, until late 2018, an existing town centre Frank Knight estate agents branch, situated in a prominent location on Heath Street. The store is a Grade II listed building, which has been taken into consideration during the design process. This is an advertisement consent application to the shop front to bring it in line with the identity of the new proposed bakery.



Figure 2. Existing building frontage



Figure 3. Existing building frontage

79-81 Heath Street is a 3-storey building with retail accommodation on the ground floor and residential accommodation on first and second floors. Heath Street is on a hill and so the shop is accessed centrally via a small set of steps and resident access is to the right-hand side at ground level, in response to the incline.

The ground floor façade comprises a large stone plinth following the incline of the road, with pilasters either side of the glazed sections. On top of the pilasters are decorative pilaster caps. Above the glazing runs an existing timber fascia board, bound above and below by a decorative cornice.

Existing signage has typically been applied to the fascia board and an existing projecting sign is located on the pilaster to the left-hand side.

### **3. DESCRIPTION OF PROPOSED WORKS**

#### **3.1 Summary**

The proposed works will see the existing shop unit fitted out as a new bakery/café facility, producing freshly baked bread and pastry and serving hot and cold beverages daily – this application is to obtain advertisement consent for the new illuminated signage and 3no. awnings.

#### **3.2 Proposed Works**

We have carefully considered this proposal in relation to the existing listed building and the surrounding area during the design process. Whilst we recognise that the building is listed, the works to the shop front are minimal and similar to the existing condition, thus the level of intervention will have a negligible impact on the historic value.

The new signage proposal comprises the following; 2no. externally illuminated projecting signs to the far-most pilasters, and 3no. awnings with the bakery signage on the front.

The existing Frank Knight fascia sign and projecting sign will be removed. Please refer to the attached architectural drawings for additional information.

#### **3.3 Design Considerations**

The scope of development falls within the parameters of Policy D2: Heritage, D3: Shopfronts and Policy D4: Advertisements of the Camden Local Plan 2017.

To ensure that the design considers the scale, height, proportions, materials and illumination levels, the Local Plan and precedent examples in the area have been referred to.





Figure 4. Proposed concept design

### 3.4 Materials

The projecting signage comprises a steel support bar with aluminium sheet to which vinyl lettering is applied. LEDs are contained within the support bar to shine down the sign.

There will be three awnings located above the windows to the shop front, which will have signage on the front-facing trim. The fabric will be water-resistant, dirt proof and UPF+50 sun protected, in a sage green/neutral finish with black lettering. The awnings will be an open cassette design, with black aluminium arm joints and able to withstand wind speeds of up to 20mph.

In addition, the client intends to apply frosted vinyl manifestation to the windows.

Please refer to the attached architectural drawings for additional information.

## **4. LOCATION**

The store is Grade II Listed and is sited within the Hampstead Conservation Area.

## **5. ACCESS**

There will be no change in access to the site.

## 6. PRECEDENT

It is noted that there are a number of approved completed schemes within the vicinity of the area, similar to that proposed within this application, including but not limited to:

**2013/6883/A** - *Display of 1 x black canvas awning, 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign on front elevation of existing restaurant (Class A3)*

**2012/4825/A** - *Removal of existing adverts and replacement with 1 x illuminated fascia sign, 1 x illuminated projecting sign on the front elevation and 1 x illuminated amenity sign on the side elevation of the existing restaurant and cafe (Class A3).*