

## **HERTIAGE STATEMENT**

79-81 Heath Street, London, NW3 6UG

## 1. STATUTORY DESIGNATIONS

79-81 Heath Street is a Grade II Listed Building (List Entry Number 1378834). The building was first listed on 14<sup>th</sup> May 1974. The most recent amendment to the Listing was made on the 11<sup>th</sup> January 1999. The statutory List description reads:

*NACHOS, 79 AND 81, HEATH STREET*

*HEATH STREET (West side) Nos.79 and 81 Nachos (Formerly Listed as: HEATH STREET Nos.79 AND 81 Cruel Sea Public House)*

*Public house, now restaurant. Mid C19. Red brick with stucco dressings. Slated roof. 2 storeys. Double fronted with 3 window bays. Public house Ground Floor has original granite pilasters on plinths supporting dentil entablature. Early C20 windows and later entrance. 1st floor with channelled pilaster strips at angles and dividing bays carrying dentil cornice with enriched frieze. 3-light transom and mullion windows. Parapet with stucco balustraded panels over end bays and dies at angles with ball finials. INTERIOR: altered early 1990s.*

(Note: the description above is now out of date, the present entrance doors and flanking windows having been added in 1999 by Bass for All Bar One)

The building lies within the Hampstead Conservation Area, within the setting of a number of Grade II Listed buildings, mostly dating to the 18<sup>th</sup> and 19<sup>th</sup> Centuries. Unlike many buildings on Heath Street, 79-81 Heath Street is not subject the additional provisions of an Article 4 Direction. It is not noted as having a Shopfront of Merit in the Hampstead Conservation Area Statement. It is not noted in the Hampstead Conservation Area Audit.

## 2. DESCRIPTION

Facing onto Heath Street, the building has a red brick, two-storey, double-fronted façade with stucco dressings, with a mansarded lead and slate roof with four modern rooflights set behind a low parapet with stucco balustraded panels with dies at each end with ball finials. A central decorative curved pediment and large hanging lantern have been lost since the 1920s.

The two storeys of the frontage are separated by a historic dentil entablature, latterly used as a fascia for signage. This is terminate and divided into three equal parts by projecting dentilled consol brackets, also historic. The frontage is broken into 3 window bays by historic channelled stucco pilaster strips on the First Floor, by historic polished granite pilasters on plinths on the Ground Floor and by the historic consol brackets on the dentil entablature. The three forward facing windows on the First Floor are of Tudor style, with 3-light transom and mullion windows.

The windows and doors of the ground-floor shopfront date to 1998-9, installed by Bass for All Bar One. It has a recessed central entrance up steps, flanked by plate glass windows above plinths. The windows and doors are the third set since the 1950s and the second set since the building was listed. Doors, glazing bars and faux-panelled stall-risers are of timber, all dating to 1998-9. The entrance steps and upstands beneath the flanking windows date to the 1956 'Cruel Sea' refurbishment for the Finches pub chain. The polished granite pilasters, dentil entablature and consol brackets are original, however.

Whilst the existing steps, polished granite upstands and the glazing, doors and faux-panelled stall risers are modern, these are relatively neutral and well designed to complement the three bay Listed façade above. Only the historic polished granite columns and dentil entablature are of historic or architectural interest, however.

Whilst the building has a long history as a public house, this historic use is no longer discernible, externally or internally. The interior on all floors is wholly modern. In terms of heritage 'significance', this is almost wholly communal and aesthetic, based on the attractive surviving historic external features and the building's prominent position on Heath Street, close to the tube station.

Parts of the shop windows have recently been crudely painted out in dark blue paint by squatters, who have only lately been evicted. The buildings evident signs of disuse currently affect adversely the building's aesthetic and communal values.

### 3. POLICY AND GUIDANCE

Specific design guidance on Shopfront and Advertisements is provided in the Hampstead Conservation Area Statement pp 63-4. This states:

*H37 There are historic shopfronts dating from the late 18th and 19th century and a number of well designed modern shopfronts. Proposals for new shopfronts will be expected to preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages. Any shopfront of historic interest or architectural quality should be retained and if necessary repaired and the loss of those shopfronts identified under Shopfronts of Merit and any other historic/original shopfront will be strongly resisted. Shopfronts that are considered to be out of character with the building or the area generally should be replaced with new shopfronts that take note of the above and enhance the appearance of the Conservation Area.*

*H38 Similarly shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level.*

Further guidance on awnings is provided by Camden Planning Guidance – Design (Draft November 2018):

*6.34 Shopfront canopies and blinds are only likely to be acceptable where they are: retractable; traditional canvas; blind box integrated with the overall design;*

*attached between the fascia and shopfront; of a width appropriate to the shopfront; and flush with the fascia level.*

*6.36 Retracting awnings and blinds... They should not: obscure or damage the fascia and other important features of the shopfront and buildings (or) have discordant and over-dominant shapes, but be appropriate in position, design and materials to the character and scale of both the shopfront, building and locality*

*6.38 Canvas blinds are often characteristic features of historic shopfronts and should therefore be retained or replaced using a similar design – acrylic or plastic blinds are not normally suitable.*

#### **4. THE PROPOSED DEVELOPMENT**

The proposals are fully described elsewhere in the Design and Access Statement, but essentially comprise:

- the painting of the 1998-9 doors, faux-panelled stall risers and glazing bars in a neutral sage green, with the 1950s steps and polished granite upstands and historic polished granite columns and dentil entablature left as existing;
- the repainting of the dentil entablature and the carved capitals of the granite columns on a historically appropriate light stone colour;
- the addition of a small projecting sign comprising steel support bar with aluminium sheet sign with simple black vinyl lettering, externally illuminated by downward LEDs contained within the support bar
- the addition of 3no sage green awnings located above the two shop windows and central entrance to the shop front, which will have simple black lettering on the front facing trim. The fabric will be water-resistant, dirt proof and UPF+50 sun protected. The awnings will be an open cassette design, with black aluminium arm joints;
- the application of localised frosted vinyl manifestation to the windows.

Please refer to the attached architectural drawings for additional information.

## 5. ASSESSMENT

The proposals leave the physical fabric of the present shopfront unaffected, save for painting in appropriate heritage colours of sage green and light stone.

All existing unpainted surfaces (1950s steps and upstands and historic polished granite columns) are retained as existing.

The restrained and simple lettering and externally-illuminated projecting sign conform to accepted good conservation and design practice, as set out in the *Hampstead Conservation Area Statement* and *Camden Planning Guidance – Design*.

All of the above are essentially neutral as regards the aesthetic, historic and evidential values of the host building and its surroundings. Given the run-down and disused appearance of the building, the changes will be beneficial to the building's communal value.

The addition of the 3no awnings above the two shop windows and central entrance is a departure from historic precedent for this building, given its past use as a public house. As noted above, this historic use is no longer discernible either internally or externally.

The awnings nevertheless respect the tri-partite rhythm and all of the historic features of the elevation, notably the historic pilasters, dentil entablature and consol brackets. The awnings are nevertheless essential for the display of artisanal breads in the shop windows. The awnings are fully reversible and may be installed and removed without harm to the historic fabric. Their form, location and materials are nevertheless wholly in conformity with *Camden Planning Guidance – Design* and they will result in no harm to the heritage values of the host building, other nearby historic builgs and the wider Hampstead Conservation Area.

As the proposed changes cause no harm to any of the heritage values of the host building and the wider conservation area and because the prosed reuse of the host building as an artisanal bakery and coffee will restore an active frontage in place of a frontage that is very non-active, the proposals should be welcomed.



East (Heath Street) elevation of 79-81 Heath Street as existing, showing the 1998 shopfront installed for All Bar One, as amended for Knight Frank estate agents. The pilasters, dentil entablature and cornice are original, whilst the polished granite upstands beneath the windows date to the 1956 'Cruel Sea' refurbishment for Finches (the thresholds were originally at pavement level – see below)



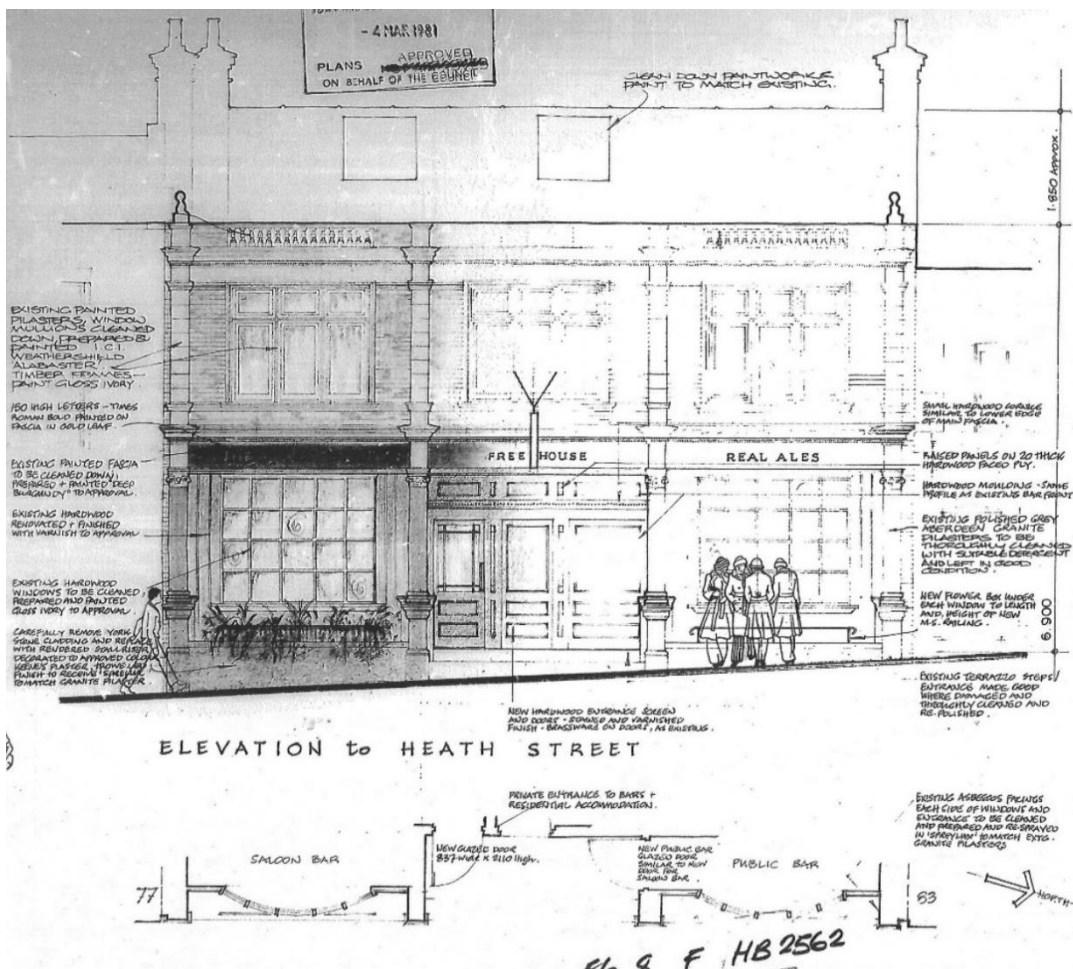


View of c.1930-40, showing the original front of the building when 'The Nag's Head' P.H., with original shopfront with central and flanking doors, central pediment at cornice level and large ornate hanging gas lantern, all subsequently lost. Note how the thresholds to the doors are at pavement level, substantially lower than later iterations

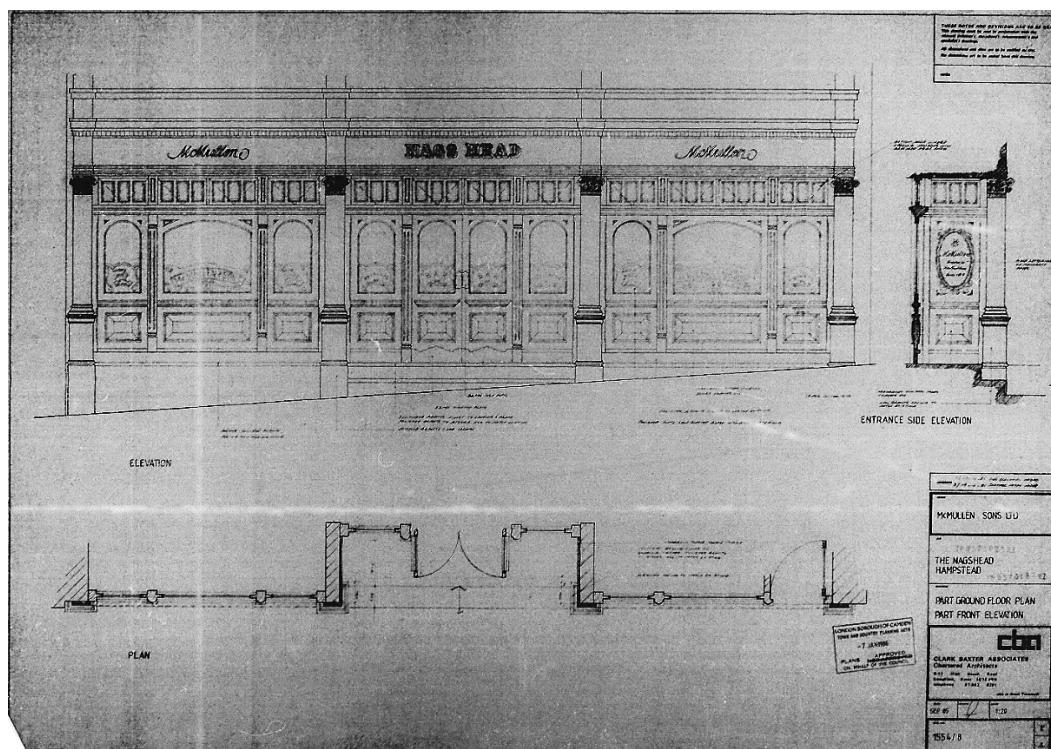




View of September 1981, showing the new shopfront of 1956 with central doors flanked by bow windows with small panes, some with bull's eyes (P.D. Barkshire, Camden Archives, acc. no. 033354)



Elevation of November 1980 showing the c.1956 shopfront, with new hardwood entrance screen and doors added in 1985-6



September 1985 drawing of the Victorian-style new shopfront with extensive decorative etched glass, added by McMullen & Sons in mid 1986 (App. No. 8501025)



Drawing of the Victorian-style new shopfront added by McMullen & Sons, as rebranded in 1996 with 'Nachos' signage (App. No. 9601040)





2008 view of the Heath Street elevation, showing the shopfront installed by Bass for All Bar One in 1998-9 (App. No. LK9802243R3 / P9802242R3).