



David Clulow, 73 Hampstead High Street,  
NW3 1QX  
London

## Design and Heritage statement

**Project:**

Existing retail unit refit and front logos rebranding

**Applicant**

Luxottica

**Date:**

14/08/2019

## **1- Introduction**

This Heritage statement is submitted in support of a planning application for the shop refit of the retail unit on ground floor on 73 Hampstead High Street, Hampstead, London, NW3 1QX.

The proposal is to proceed to internal shop refit and change of shop logos, retaining the shop front as existing and repainting it with the brand corporate colour. The building is listed and this Heritage statement will be completed with a Design and Access statement.

This statement has been prepared on behalf of the applicant, Luxottica, by Project Entity LTD, 42 Gainsborough, DT9 5BD, Milborne Port, acting as agent.

## **2- Site location and description**

The project is located at ground floor on 73 Hampstead High Street, Hampstead, London, NW3 1QX and is currently a David Clulow retail unit. There are other levels to the existing building but the proposal is limited to the ground floor.

The building is grade II listed

Plans have been prepared by Th3 Standard and are included in the application submitted on the planning portal.

### **1- Extent/scope of project**

The proposal is to retain the existing store front, repaint it with new corporate colours, changing only the logos and projecting sign in line with local signage guidance.

The interior shop furniture will be replaced and a few interior plasterboard partitions will be modified to suit the new shop layout.

The Electricity, lighting and general MEP systems will be reviewed and upgraded

### **2- Scale**

The proposal retains intact the fabric of the listed building and impacts only on recent commercial shop fitting and interior partitioning of no historical value.

### **3- Full monitored survey prior to consent**

In order to prevent any damage/impact to the existing fabric of the building, the proposal includes for full survey, including removal of recent store furniture to survey currently hidden structural walls and fabric of the building.

#### **4- Conclusion**

This application seeks planning consent and listed building consent for a shop re-fitting of an existing retail unit within a listed building. All aspects of the design are focused on maintaining the existing fabric of the building and existing visual and architectural characteristics of the building and the area.

All existing historical features of the building and the area are retained and are in line with UK and local policies.

The team would welcome consent to proceed to implement these proposals.

Permission is requested to proceed to monitored partial internal furniture and recent finishes removal prior to gaining consent to proceed to full survey of the existing.

## Site Pictures

### Hampstead High street view

