



# Design & Access Statement

*72 Hampstead High Street, London NW3 1QP*



## Summary

- This application seeks planning and listed building consent for the replacement of the existing metal framed shopfront with a timber framed alternative.

## Background and Context

This application relates to a Grade II listed building, comprising basement, ground, first, second and attic floor levels. The property is located on the South side of Hampstead High Street with the junction of Perrin's Court. The adjacent buildings along Perrin's Court, namely Nos. 2, 4, 6, 6a and 6b are Grade II listed.

The front of the property forms part of the Hampstead High Street core retail zone.

The building at basement and ground floor levels are in 'Class A1' retail use, currently vacant. The main shop is located at ground level facing Hampstead High Street, with storage at Basement level (currently accessed via a hatch and ladder).

The 1<sup>st</sup> floor has recently been converted to office use, accessed via Perrin's Court. At second and third floor levels, the building comprises a self-contained residential unit, accessed via Perrin's Court. Whilst the applicant also owns the upper floors, no works are being proposed under this application.

Originally built in the 18th century, part of the original brickwork remains intact to this day on the return to Perrins Court, alongside an early 19th century doorway (blocked from the inside). The building was completely gutted by fire in the 1960s and was rebuilt as a concrete structure behind a new neo-Georgian facade, receiving its grade II listed status shortly afterwards in 1974.

**Over time the interior has been heavily altered and has no original interior features remaining.**

## Listed Building Status

72 Hampstead High Street is a Grade II listed building.

The description reads as:

Grade: II  
Reference No: 798-1-75526  
Date of listing: May 14 1974

Description:

Terraced house with later shop. Early C18, refaced mid C20 in Neo-Georgian style and extended at rear. Red brick front with plain brick band at 1st floor level; original brown brick return with floor bands to Perrin's Court. Tiled roof. 3 storeys 3 windows. C20 shopfront. Upper floors have flush framed 2-pane sashes with exposed boxing. Thin brick cornice beneath parapet. Old lead rainwater head. Return with early C19 doorway having an incised surround with rectangular stops and panelled reveals; intersecting cusped tracery fanlight. INTERIOR: not inspected.



## Conservation Area

72 Hampstead High Street is located within the Heath Street / Hampstead High Street sub area of the Hampstead Conservation Area.

## Neighbourhood Planning

72 Hampstead High Street is located within the area covered by the Hampstead Neighbourhood Plan.

## Relevant Past Applications

Previously granted Planning and Listed Building permissions relating to 72a Hampstead High Street (extension and refurbishment of the 2<sup>nd</sup> and 3<sup>rd</sup> floor maisonette) - IMPLIMENTED

2012/5622/P  
2012/5623/L  
2013/4067/L

Previously granted planning and listed building consent (now lapsed) regarding the change of use at 1<sup>st</sup> floor from retail to residential - LAPSED

2013/7598/P  
2013/7659/L

Withdrawn Planning and Listed Building applications regarding the change of use at 1<sup>st</sup> floor from retail to residential - WITHDRAWN

2019/5232/P  
2019/5829/L

The change of use at 1st floor from ancillary retail (Class A1) to self-contained mixed office/financial service unit (Class B1a/A2), alterations to windows - IMPLIMENTED

2019/6253/P  
2020/0290/L



## Project Brief

The existing shop front is in a dilapidated condition and does not suit the neo-Georgian façade. The previous retail tenant has now vacated and the owner is looking to refurbish and upgrade the shop front.

72 Hampstead High Street has the benefit of prime retail frontage and forms an important part of the high street. It is important for the vibrancy of the high street that the unit is occupied and our client's letting agents have advised that the unit would be more desirable and able to attract a wider range of tenants with an upgraded shop front.

The existing shop front is metal framed, with an oversized fascia / signage zone that detracts from the conservation area. The shopfront is of no architectural or historical significance.



72 Hampstead High Street, external view from the high street

Shop fronts along Hampstead High Street are a mixture of metal and timber framed compositions with predominately large glazed area with minimal mullion divisions. Low plinths and stall risers feature on most of the shopfronts in order to negotiate the sloping terrain.

The archive photo below shows 72 Hampstead High Street before the 1960s fire, with the original crooked façade and glazed shopfront.



Archive photo showing the original façade and shopfront



Proposed shop front (not to scale)

The proposed shop front echoes the original design without replication, reducing the signage zone to a traditional proportion as well as incorporating mullions and curved glass. The shop front will be painted timber, reflecting both the historical design and the high street in general (see photo below).

Proposed mullions subdivide large areas of glazing and relate to the façade above.





Historical shopfront at No.73 Hampstead High Street

## Relevant planning policy

The proposal has been developed in accordance with the Camden Planning Guidance 1 (Section 7, Shopfronts), the Hampstead Conservation Area Appraisal and the Hampstead Neighbourhood Plan. The Hampstead Neighbourhood Plan is expanded upon below.

### Hampstead Neighbourhood Plan

Policy EC2: Contributing positively to the retail environment

1. New shop fronts or alterations to existing shopfronts will be supported where the proposals respect the proportions, rhythm and form of original frontages. Where possible, lost original features such as unpainted surfaces, pilasters, corbels, glazing bars, part-glazed doors and fascias should be restored.

Response: The design of the proposed shop front references the original lost shop front and the neighbouring shop front at No. 73, therefore respecting the original frontages.

2. The retention of any shop front that is noted in the Conservation Area Appraisals and Management Strategies will be encouraged.

Response: The shop front is not noted within the Conservation Area Appraisals

3. Any shop front of historical or architectural quality should be retained, even if its use has changed.



Response: The existing shop front is of no architectural or historical importance.

4. Security measures that do not detract from the streetscape, including toughened glass and the strengthening of shop fronts will be supported. External security shutters, grilles or meshes will not be supported.

Response: No shutters, grilles or meshes are proposed.

5. All "house-style" signage should be sensitively adapted to the streetscape.

Response: Not applicable - signage subject to a subsequent application by future tenant.

6. Internally illuminated projecting signs will not be supported. Signage should either be non-illuminated or externally illuminated, though "halo lit" or illuminated letters may be acceptable if subservient to the general design.

Response: The proposed cornice incorporates a recessed linear light for discreet external illumination.

7. Where possible timber fascias should be used on traditional shop fronts with either painted lettering or applied individual letters of another material.

Response: Not applicable – signage subject to a subsequent application by future tenant.

8. Excessive signage will not be supported and generally signage should be limited to one fascia sign and one projecting sign at ground level.

Response: The signage zone and fascia are greatly reduced compared to the existing arrangement and references the proportions of the original shop front. Note: Signage subject to a subsequent application by future tenant.

9. The visual clutter of shop fronts should be minimised.

Response: The proposed shop front is uncluttered and references others on the high street.



## Relevant Issues regarding listed building consent and original features

### 1. Hampstead High St Façade:

The replacement of the shop front is the only work proposed to the Hampstead High Street façade. Unlike the existing, the proposed shop front design and materiality are in keeping with the original building and represents a significant improvement for the Conservation Area.

### 2. Perrins Court Façade:

No work is being proposed to the Perrin's Court façade.

### 3. Internal Arrangement:

No internal work is proposed as part of this application.

## Access

The recessed entrance will be repositioned centrally to align with the windows above. The step between the pavement and shop level will remain as existing, due to the presence of a reinforced concrete slab below. The minimum clear door width will exceed 775mm (see below).

[Camden Planning Guidance | Design | Shopfronts](#)  
[7.12 Key shopfront components \(Entrances\)](#)

In the case of existing buildings, particularly where a new shop front is proposed, the following guidance should be followed:

- Shops that have a change in level from pavement to shop floor surface can usually incorporate ramped access into or within the shop. **Exceptions preventing a ramped area to be created may include the presence of structural beams or floor slabs.**
- Entrance doors should be accessible to all, particularly wheelchair users and people with limited manual dexterity. **1000mm minimum clear door width in new buildings and 775mm door width in existing buildings where a new shop front or alterations to a shop front are proposed.**

## Site Photographs



Existing shop front internal view, 01



Existing shop front internal view, 02



Existing shop front internal view, 03, showing concrete slab above



Existing shop front internal view, 04