

Design & Access Statement

44, Hampstead High Street



Jimmy Fairly Optician

March 2021

Shopfront Access Statement

Design and Access statement for new shopfront
44 Hampstead High Street

Jimmy Fairly

The proposals are for a new shop front for the above property.

The new tenant of the premises will be an optical and the shopfront of the store will be replaced for another one which will be in line with the criteria of the brand and the Conservation Area.

The existing entrance is situated on a sloping pavement which will have to remain. The size and proportion of the shop entrance are no changing. Alterations are reduced to the style and decoration.

The new proposals will keep 1 meter wide opening door. This provide an ease access into the store. Staff will also be trained to assist in overcoming the issues with the sloping pavement if they arise. Door is conventionally hinged and have a transparent viewing glass easing the traffic at the entrance.

Internally, all floor levels will be flush and fixtures and fittings will be positioned to allow free access around the store.

Shopfront Design Statement

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 of the street, near Heath Street, where this property is located, it is mostly made up of 1880s properties but the rest of the street retains many older shops and houses.

Jimmy Fairly proposal is a traditional shopfront that to enhance the visual character and appearance of the shopping street.

We have carefully respect the original proportions, rhythm and form of the original frontages. The side consoles will be exposed and if its restoration is possible, that will be performed in order to regain the character and enhance the appearance of the Conservation Area.

The shopfront will accentuate the main components of the frame - stall risers at the bottom, pilasters at the sides, and cornice and fascia along the top. All the parts will be coordinated using a white timber frame with panelling recreating an interpretation of 18th and 19th century shop fronts.

Stabilised foliage will be incorporated at the cornice to refresh the look and keep it according to the character of the brand.

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