

**Proposed External Alterations
27 Hampstead High Street
London
NW3 1QZ**

For

Free People

**DESIGN, ACCESS AND HERITAGE
STATEMENT**



1. INTRODUCTION

- 1.1.** This Design, Access and Heritage Statement has been prepared to support the Listed Building Consent for the external alterations and decoration to 27 Hampstead High Street, London.
- 1.2.** The purpose of this document is to demonstrate the consideration given to the architectural significance of the building and the surrounding conservation area, and to illustrate that the proposed signage is appropriate for the building. The proposal takes into consideration the existing character of the public realm and the Nation Planning Policies (NPPF).

2. THE SITE:

- 2.1.** 27 Hampstead High Street is sited to the north side of A502 Hampstead High Street approximately 50 metres to the west of Gayton Road, bounded by a 4 storey brick built building to the left and 6 storey brick and stone constructed former bank to the right, is a mixed use (commercial and residential) building located within the borough of Camden, NW3. The building is Grade II listed (No. 1378685) and sits within the boundary of the Hampstead Conservation Area. Numerous other listed buildings are located within the immediate vicinity notably 23, 24 and 28 Hampstead High Street.
- 2.2.** Hampstead High Street is primarily a mixed use area, comprising numerous brick built terraced buildings, varying in period, character and scale developed in the recent past to provide ground floor retail units with residential apartments on the upper floors.
- 2.3.** The unit at 27 Hampstead High Street comprises a two storey retail space spread over the ground floor and basement level including ground floor and basement mezzanine levels to the rear, set within a 4 storey former terraced house constructed during the early 18th century and altered periodically during both the 19th and 20th centuries. The building houses the retail unit at basement, ground and first floor levels with the upper floors converted into a residential apartment.
- 2.4.** The site lies within the Heath Street/High Street sub area of the Hampstead Conservation Area, one of eight important zones within the Conservation Area, which was designated in February 1968. It is abutted to the north east by the Christ Church/Well Walk sub area, to the east by the Willoughby Road/Devonshire Hill sub area and the west by the Church Row/Hampstead Grove sub area.
- 2.5.** Hampstead is a Conservation Area of considerable quality and variety. A range of factors and attributes come together to create its special character. These are principally; its topography; the Heath; the range, excellence and mix of buildings; the street pattern and Hampstead's historical association with clean water and fresh air. The Conservation Area stretches beyond the village itself to include South End Green, Frognal and Rosslyn Hill and offers many fine and interesting examples of the architectural development of London.
- 2.6.** Hampstead was designated a Conservation Area (with North End, the Elms, Vale of Health, Downshire Hill) on 29 January 1968. The reasons given for its designation were: The large number of listed buildings of architectural interest, the historical association of these buildings in terms of former residents and of the village in the context of the history of London as a whole; The street pattern of the original village which is retained and is reflected in the fragmentation of the street blocks and close and irregular grouping of the old buildings; The striking topography which gives rise to the complex of narrow streets and steps characteristic of the village and provides an important skyline when viewed from other parts of London; The proximity of the unique open space of Hampstead Heath and its integration with the village on the northern side. When designated the area was named Hampstead Village Conservation Area. As it has been extended beyond the original village it is now known as Hampstead Conservation Area.
- 2.7.** The site is currently used as a shop at ground floor, ground floor mezzanine, basement and basement mezzanine levels. There are back of house spaces and stockrooms within the basement and first floor. The space internally and the shopfront has been refurbished by the previous tenant, retaining the buildings historic architectural elements.

3. THE NATURE OF THE PROPOSAL:

- 3.1.** The existing louvred fanlight over the left hand shopfront window will be removed and replaced with a single glazed clear glass pane carefully installed using the existing timber frame and beading. The existing solid paneled door will be removed and replaced with a new painted hardwood timber framed door with single bottom panel and half height glazed panel over. New ironmongery will be installed including brass letter plate, hinges, locking device and door pull. The existing surface mounted intruder alarm box and post box will be removed, the surface made good and decorated.

The existing 3No. cantilevered fascia lights will be carefully removed and replaced with a 2.4m slimline LED linear light fitting mounted to the head of the fascia with the illumination directed and centred on the fascia sign.

Finally, all new and existing timber will be rubbed back, prepared and redecorated in Farrow & Ball No. 202 Pink Ground (exterior eggshell).

4. DESIGN & ACCESS

- 4.1. The proposals do not alter the amount of development as the works are confined to the external elevation.
The proposal does not alter the scale of the existing building.
The proposal alters the appearance of the building through the introduction of a new glazed window pane, a new half glazed timber door, a new linear fascia light and the decoration of the timber shopfront. No other external works are proposed.
The proposal does not materially alter the accessibility as the entrance and layout remain as existing.

5. COMPLIANCE:

- 5.1. As stated in Camden Councils Policy D1 'The Council will seek to secure high quality design in development. The Council will require that development (a) respects local context and character, (b) preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage, (c) is sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaption, (d) is of sustainable and durable construction and adaptable to different activities and land uses, and (e) comprises details and materials that are of high quality and complement the local character'.
The proposals are small in scale and have been carefully considered to ensure that they do not adversely affect the listed building, its architectural and historic interest or the conservation area in which it sits. The materials selected are sustainable and durable and the design details provide a more symmetrical shopfront creating a more visually appealing outlook to the building and the surrounding conservation area.
- 5.2. As stated in Camden Councils Policy D2 'The Council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets. In order to maintain the character of Camden's conservation areas, the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas. The Council will (a) require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area. Listed buildings are designated heritage assets. To preserve or enhance the borough's listed buildings, the Council will: (b) resist the total or substantial demolition of a listed building, (c) resist proposals for a change of use or alterations and extensions to a listed building where this would cause harm to the special architectural and historic interest of the building, and (d) resist development that would cause harm to significance of a listed building through an effect on its setting'.
The proposals are small in scale and have been carefully considered to ensure that they do not adversely affect the listed building, its architectural and historic interest or the conservation area in which it sits. The proposed colour, design and lighting will complement the varied shopfront colours and styles within the local vicinity. It therefore preserves and enhances the setting and features of the building and surrounding conservation area.
- 5.3. As stated in Camden Councils Policy D3 'The Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features. When determining proposals for shopfront development the Council will consider: (a) the design of the shopfront or feature, including its details and materials, (b) the existing character, architectural and historic merit and design of the building and its shopfront, (c) the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the

shopfront and any forecourt or lightwell, (d) the general characteristics of the shopfronts in the area, (e) community safety and the contribution made by shopfronts to natural surveillance, and (f) the degree of accessibility'.

The proposed works will not have a detrimental impact visually on the setting of the conservation area or the listed building in any way. The design intends to remove a solid visual barrier to the shop (existing solid door) and replace it with a door that allows natural light through into the store whilst creating symmetry in the shopfront and a more balanced outlook. The existing solid door creates a heavy one sided, uninviting feel.

The replacement of the louvres will assist in creating that balance whilst also providing additional security to the front of the shop.

- 5.4.** As stated in Camden Councils Policy E2 *'The Council will encourage the provision of employment premises and sites in the borough. We will protect premises or sites that are suitable for continued business use, in particular premises for small businesses, businesses and services that provide employment for Camden residents and those that support the functioning of the Central Activities Zone (CAZ) or the local economy'.*

The use class will be retained as Class E(a) - Retail, (formally Class A) under the new tenant and the proposed changes to the shopfront will facilitate that retention. The proposal will allow the continued use of the premises as a retail unit and to provide employment for the local residents.

- 5.5.** As stated in Camden Councils Policy TC2 *'The Council will promote successful and vibrant centres throughout the borough to serve the needs of residents, workers and visitors. The Council will: (a) seek to protect and enhance the role and unique character of each of Camden's centres, ensuring that new development is of an appropriate scale and character for the centre in which it is located, and (b) provide for and maintain a range of shops including independent shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice'.*

The proposal has been carefully considered against the adjacent buildings, shopfronts and architectural features, with the final proposal designed to complement and blend naturally with the varied styles, colours and features of the surrounding area.