



9a Hampstead High Street

Supporting information (heritage, design and planning statement)

July 2022



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Introduction

This document provides supporting information for a listed building consent application at 9a Hampstead High Street, Hampstead (see location plan). It is submitted as a combined **heritage, design and access, and planning statement**.

The document is submitted by *Node* and *Williams Gallagher*, on behalf of *Vigo London Limited*.

Application

The application is for the replacement of the front door to 9a Hampstead High Street. The door forms part of the ground floor shop frontage, and provides access to both the shop unit and additional accommodation above.

9 and 9a Hampstead High Street are designated as a grade II listed building. The door to be replaced is of likely historic fabric. As such, the works represent alterations to a listed building in a manner that may affect its special architectural or historic interest. Listed building consent is required as per Planning (Listed Buildings and Conservation Areas) Act 1990.

These works have already taken place and, as such, the application for consent is submitted retrospectively.

9a Hampstead High Street

August 2021



Doorway subject to alteration

Statement of heritage significance

The proposal has potential to impact two designated heritage assets:

- **‘9 and 9a, Hampstead High Street’** a grade II listed building (NHLE reference 1378679) of which the affected doorway forms part of its frontage.
- **Hampstead Conservation Area**, within which 9 and 9a Hampstead High Street is situated, and to which that building is recognised by the local planning authority as contributing to special character (Hampstead Conservation Area Statement, pages 12-13 and 56).

Nos. 9 and 9a Hampstead High Street is the frontage to the former Hampstead Brewery Co. Ltd complex, originally founded in 1720 by John Vincent. The company operated under this guise until its acquisition by Reffell’s Brewery Ltd. in 1931. The brewery, and the public houses it supplied, would have held a long-standing importance within the locality as both economic and communal focal points.

In accordance with the principles for proportionality established by NPPF paragraph 194, the description of architectural interest focusses on the elements of the asset potentially impacted by the application. This is the ground floor of the High Street frontage building and the central doorway therein.

The frontage unit is a four-storey building (plus cellar) of traditional construction and aesthetic, rebuilt circa 1869. The principal construction material is a darkened London yellow stock brick, and the façade is embellished at all levels through generous and accomplished detailing.

At ground floor the unit is divided into three elements: one arched gateway (left) and two distinct shopfronts (centre and right). The left-hand vehicular archway features an elaborate and eye-catching arrangement of pilasters with enriched capitals supporting brackets of barley sheaves and barrels flanking a segmental arch with keystone and shaped pediment with riband inscribed "Established 1720/Brewery/Rebuilt 1869". The right-hand shop unit features a curved-plate-glass

arrangement. While the listed building description describes the right-hand unit as an original frontage, it appears to have been removed and modernised since the date of designation (1999). The central unit (containing the pertinent doorway) is recorded (by the NHLE) as a late-19th century shopfront. The shopfront features a fascia, consoles, pilasters and a stallriser of relatively robust form and scale, softened by attractive carved detailing, round-cornered plate-glass and overlight, and other decorative features including “curly” (NHLE description) cast-iron columns.

Description of the removed door has been undertaken from photographs provided by the applicant. The door is a large timber feature of six-panelled and unglazed arrangement. Its date of construction and installation

could not be reliably ascertained but aesthetically it appears to be of a Victorian-era style. That may align it in date to that of the (probable) late-19th century shopfront within which it sits. The door features pairs of small lateral panels at top and bottom, framing two much larger central vertical panels. The top and bottom rail, central mullion, and both the left and right stiles are narrow, allowing room for the large panelling and two thick rails. Wide multi-layered moulding is applied around and within the panelling. Of the door furniture only the doorknob, and potentially the letterbox surround, appear to hold any degree of heritage interest. The lock set and numbering appear modern. The doorknob may be contemporary to the door, but the exact provenance of the letter box surround is uncertain.

Assessment of the photographs indicate the door was in poor and rapidly declining condition. Degradation and loss of historic fabric is clearly visible across the lower rails and panelling, likely incurred through sustained weathering and attrition from extended use. Significant structural failing is evident within the frame, creating a clear gap between the door and overlight.

Weighed proportionately (relative to the fabric of the building when taken as a whole) the door is therefore deemed to have made a positive contribution to the listed building's heritage significance by nature of forming part of the architectural interest of its principal elevation, but to a degree much impacted by its parlous and degraded state.



Design

The newly installed door is a timber-constructed, Victorian-styled feature of bespoke design and high-quality construction. It maintains the key traditional characteristics of the door it replaced, and broadly matches it in its proportions, most notably the arrangement of panelling, rails, stiles and mullions. The moulding decoration does differ slightly, but generally sustains the previous arrangement and aesthetic.

As such the new door is, in both its detail and materiality, considered “in keeping” with the (probable) late 19th century shop frontage into which it has been inserted; reflecting and complementing the building’s architectural interest.



Impact

It is recognised that the removal of the door brought an adverse impact to the heritage significance of the listed building, by nature of the loss of an element of historic fabric that contributed to its architectural interest. On balance, the impact is considered to be relatively modest when taking an appropriate account of: the significantly degraded condition of that fabric at the point of its removal; the quantum of fabric that was lost proportionate to the building as a whole; and the high-quality, and respectfully-designed nature of its replacement.

Framed relative to National Planning Policy Framework, the alteration is therefore deemed to represent 'less than substantial harm' to the listed building's heritage interest, and to a level positioned towards the lower end of the bracket.

In accordance with NPPF paragraph 207, impacts to the conservation area are to be weighed proportionately to the contributions made by the element affected relative to the designation as a whole. The impact herein is considered to be *de minimis*, accordingly, positioned at the very lowest end of the 'less than substantial harm' spectrum.

Position

The identified harms to the heritage interest of the listed building and conservation will be weighed against the public benefits of the proposal in determining the application.

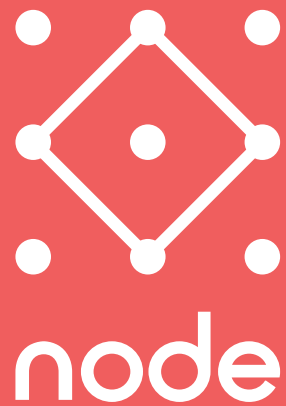
Public benefits may include works which secure and/or sustain a listed building's optimal viable use (for its conservation). The optimal viable use for this listed building is considered to be its present (and long-standing) situation: a mix of commercial and residential tenancies, with occupied shop units at ground floor.

It is our understanding that the occupation and viable tenancy of both the ground floor shop unit, and others above, has long been undermined by the parlous condition of the (replaced) door. The degraded fabric and poor

structural stability resulted in pervasive issues of security, and diminished energy efficiency.

The renewal of the doorway, including near like-for-like replacement of the historic feature, has enabled a better, safer and more energy-efficient use of the units. In turn, this contributes to the listed building's long-term viability for occupation. This outcome is considered a minor public benefit on ground of heritage, by nature of helping sustain the optimum viable use of a designated heritage asset.

While this scheme results in loss of traditional fabric, the applicant therefore submits that this impact is offset by the benefits brought through that fabric's renewal. Listed building consent may legitimately be issued by the local planning authority, accordingly.



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