

# 15 HAMPSTEAD HIGH STREET

DESIGN , ACCESS & HERITAGE STATEMENT



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## 1.0 INTRODUCTION

This Design & Access Statement has been prepared to support a planning application for the proposed new advertisement signs, shopfront redecoration and fit out to No 15 Hampstead High Street.

This document will illustrate the new tenant's proposal in compliance with the Advertisement Design Guidelines of the London Borough of Camden.

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15 HAMPSTEAD HIGH STREET

## 2.0 SITE

### 2.1 LOCATION

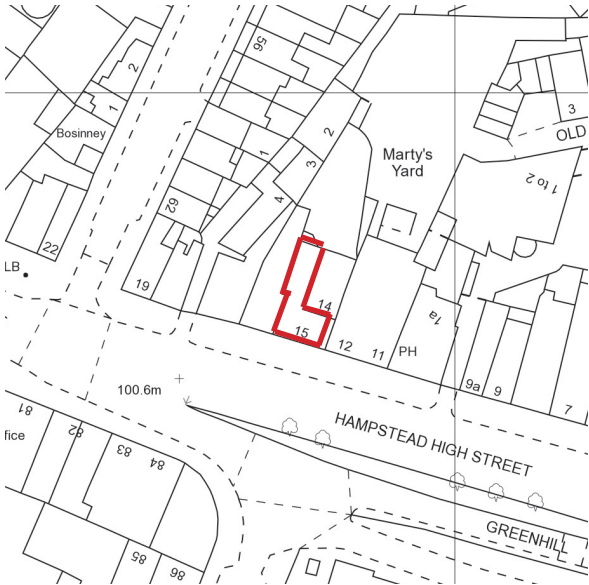
Hampstead high street is a street in Hampstead, in the London Borough of Camden, running from Heath Street in the north to Rosslyn Hill in the south.

This project aims to bring the existing shopfront in line with the new tenant's brand.

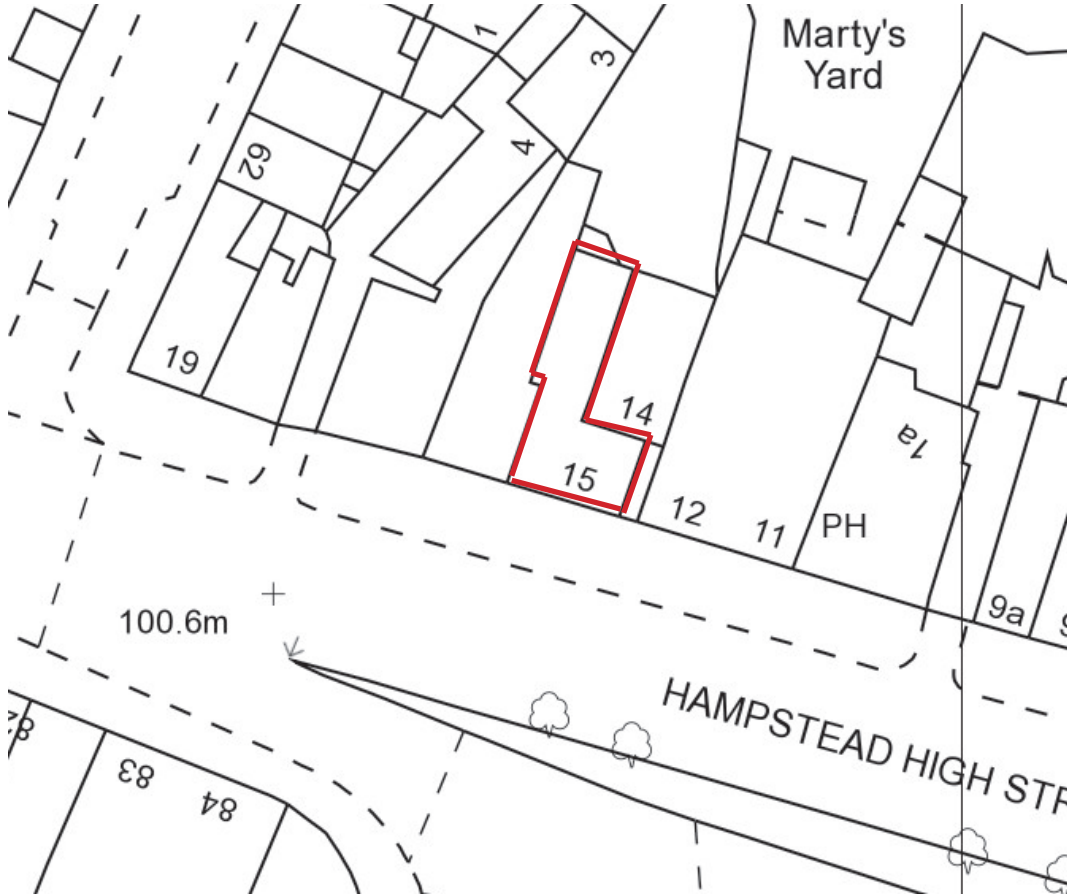
The property is located within the Hampstead Conservation Area.

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LOCATION PLAN 1/1250



SITE PLAN 1/500

## 2.2 CONSERVATION AREA

### Hampstead Conservation Area

‘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, Frognaal and Rosslyn Hill and offers many fine and interesting examples of the architectural development of London. (...)

Hampstead has an exceptional combination of characteristics that provide the distinct and special qualities of the Conservation Area. The variety of spaces, quality of the buildings, relationships between areas,

all laid upon the dramatic setting of the steep slopes are described below. The contrast between the dense urban heart of Hampstead and the spaciousness of the outer areas is one of its major characteristics. It also demonstrates its historic development with the 18th century village still evident, adjacent to the streets created in the Victorian era, as well as many 20th century contributions. The Conservation Area character is therefore derived from the wide range of areas within it, each of which makes an important and valuable contribution to the Conservation Area as a whole.(...)

Heath Street and Hampstead High Street is the central spine of Hampstead, the route north from London over the Heath around which the settlement developed.(...)

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 near Heath Street it is mostly made up of 1880s properties but the rest of the street retains many older shops and houses. The older buildings are of two or three storeys (apart from Nos.70&71) and the Victorian ones are generally four, with

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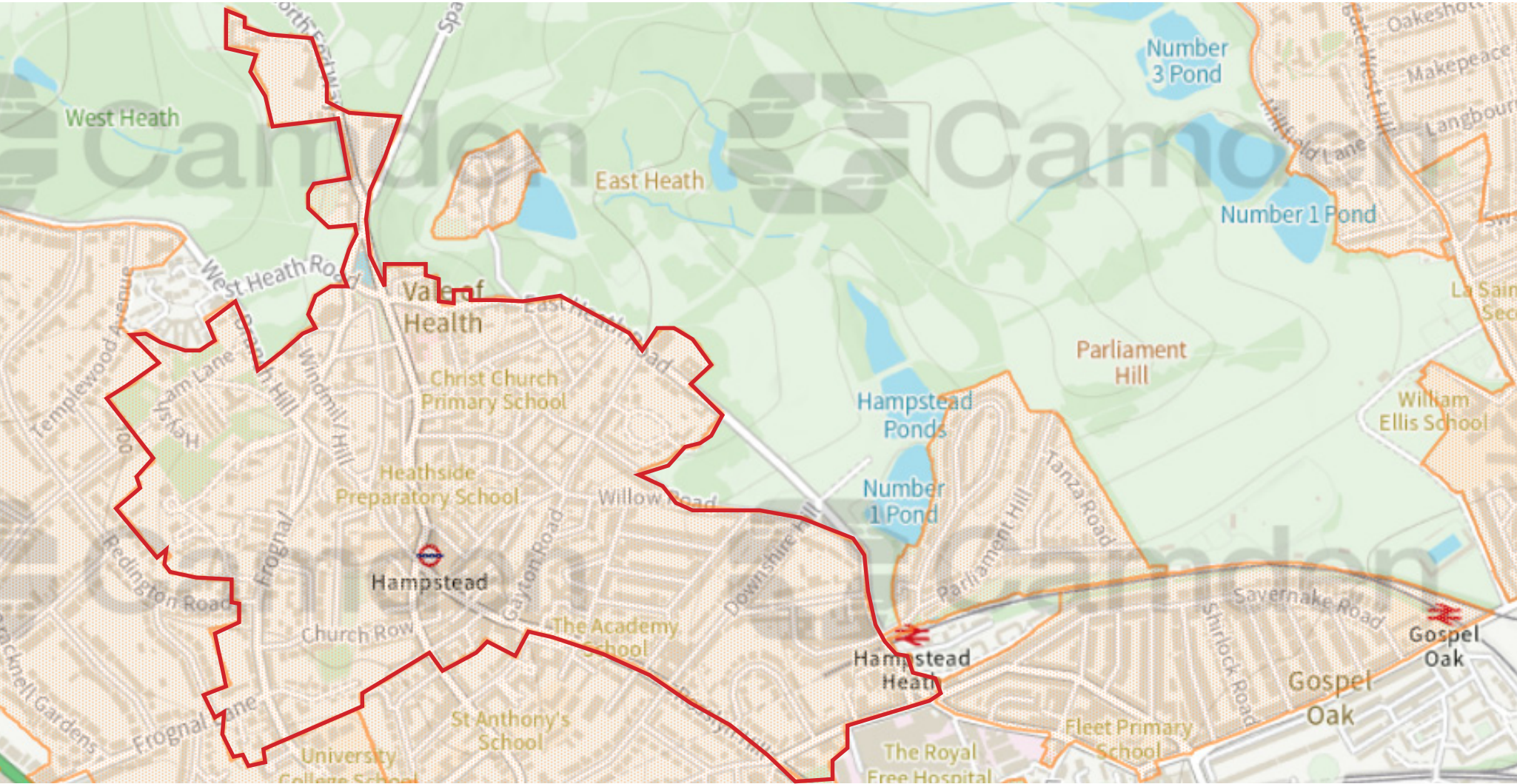
## 15 HAMPSTEAD HIGH STREET


or without mansards and dormer windows. The rich mixture of building types and architectural styles, the variations in roofline and street width and the irregular curves of the frontages as they climb the hill give the street special charm.

Conservation Area Statement - Hampstead, London  
Borough of Camden

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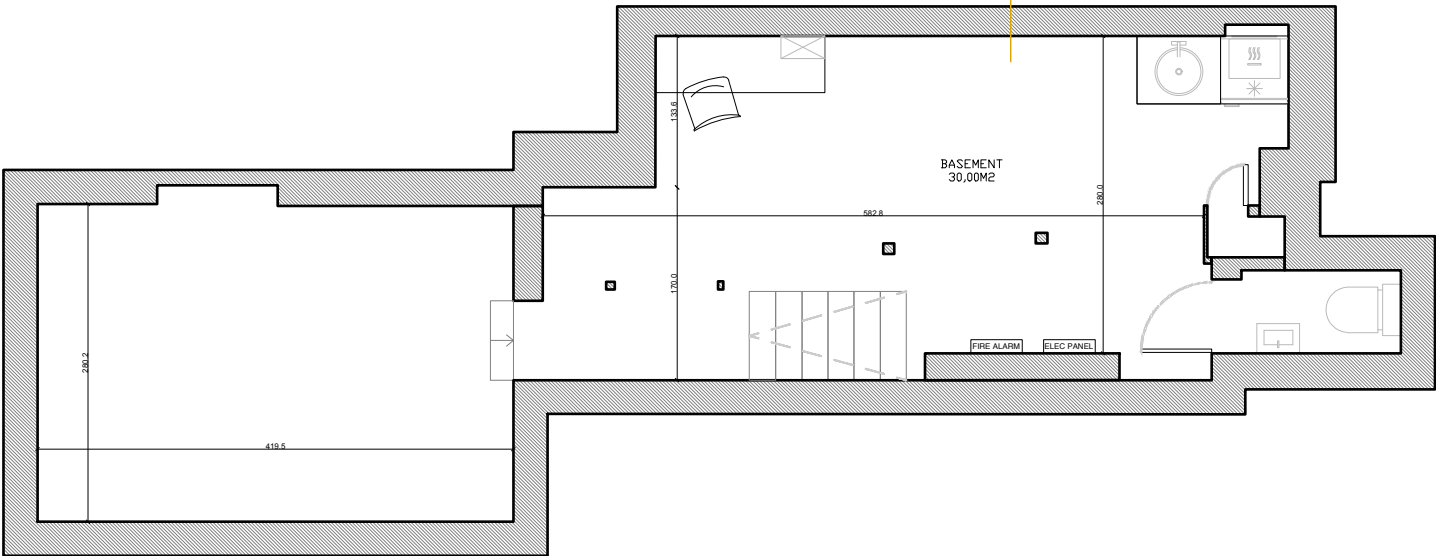
 Hampstead Conservation Area



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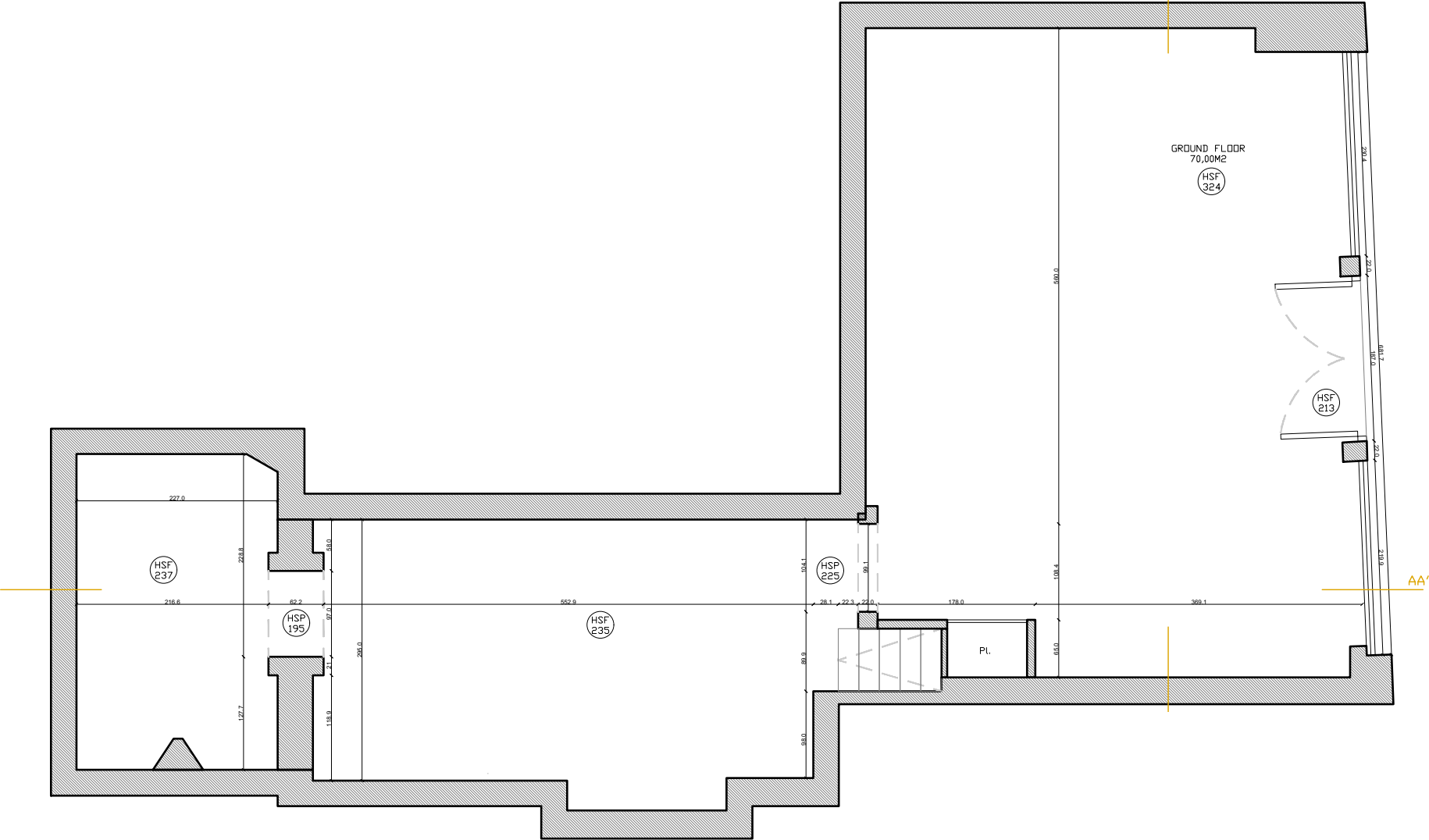
### 3.0 EXISTING



EXISTING LOWER GROUND FLOOR PLAN

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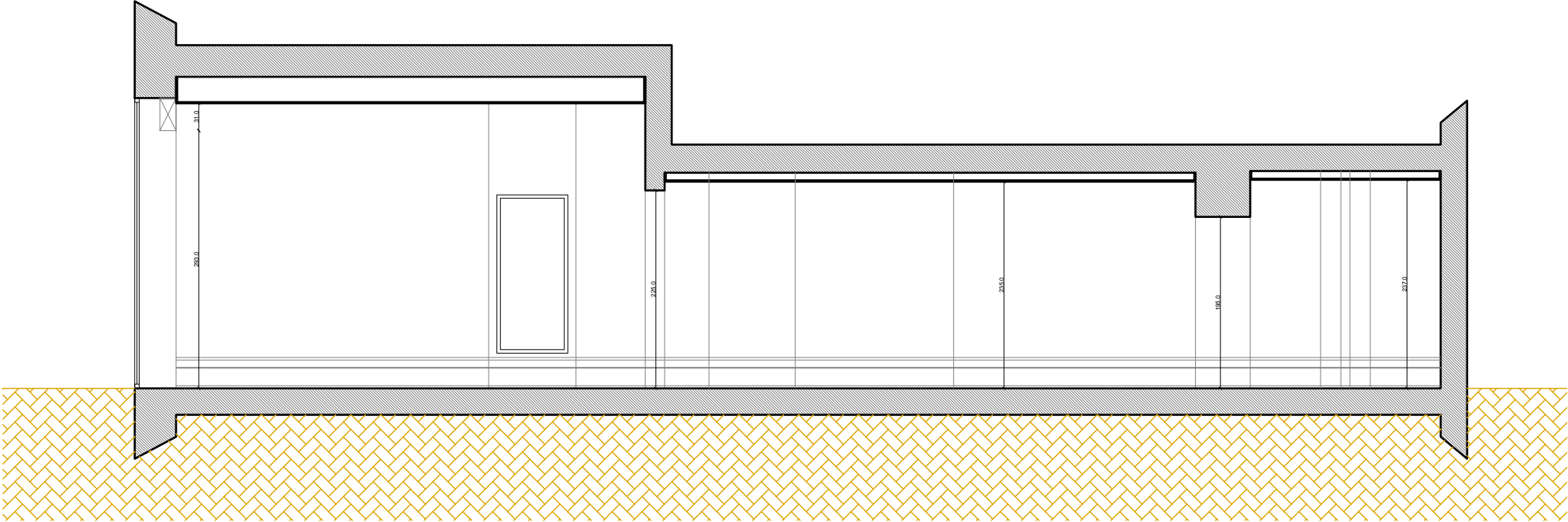
EXISTING GROUND FLOOR PLAN

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EXISTING FRONT ELEVATION

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EXISTING SECTION

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PHOTOGRAPH OF EXISTING FACADE

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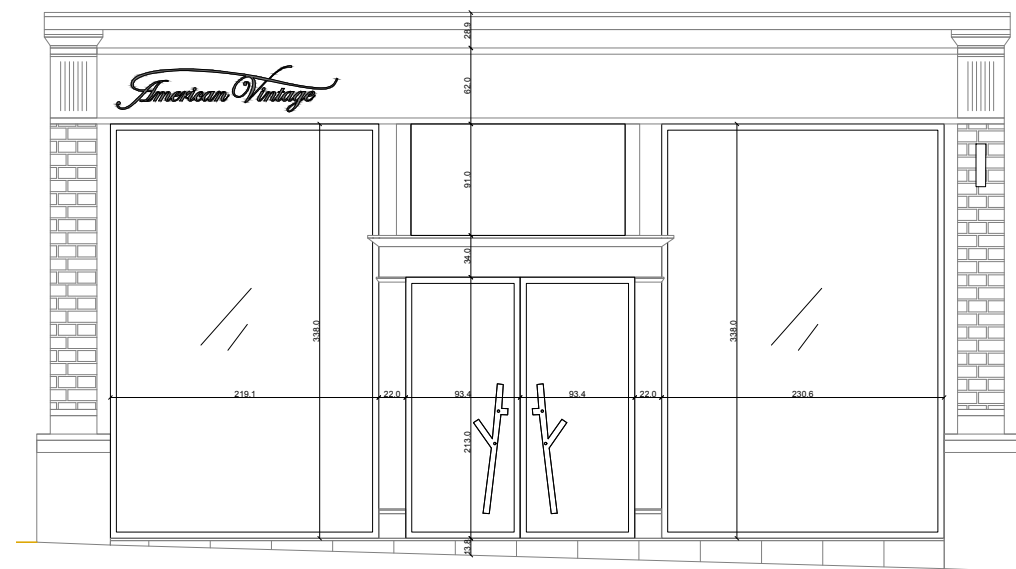
## 4.0 PROPOSED

### 4.1 PROPOSED SCHEME

The proposal is for a new tenant internal fit out including new finishes, bespoke joinery and furniture.

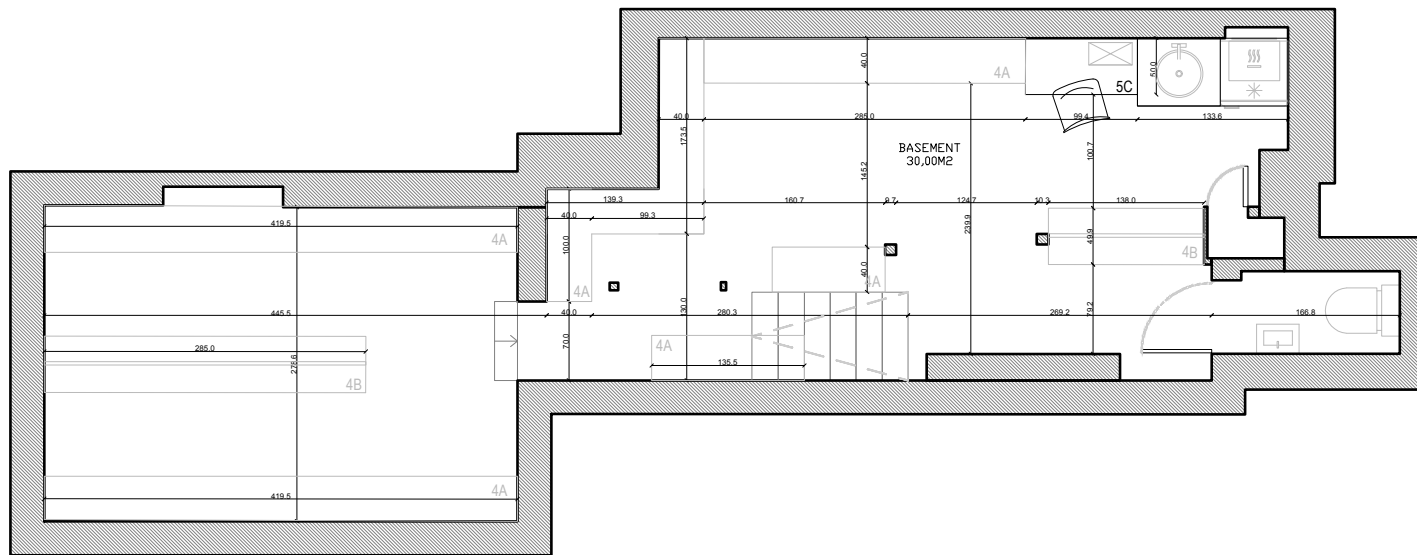
The only external proposed changes are for:

- Painting of the existing shopfront in RAL 9016.
- New metal flag sign with the brand's name painted black RAL 7021 on white background RAL 9016. Sign dimensions: W600xH350xD20mm
- New powder coated black (RAL 7021) metal brand logo fixed to existing fascia board.



PROPOSED FRONT ELEVATION

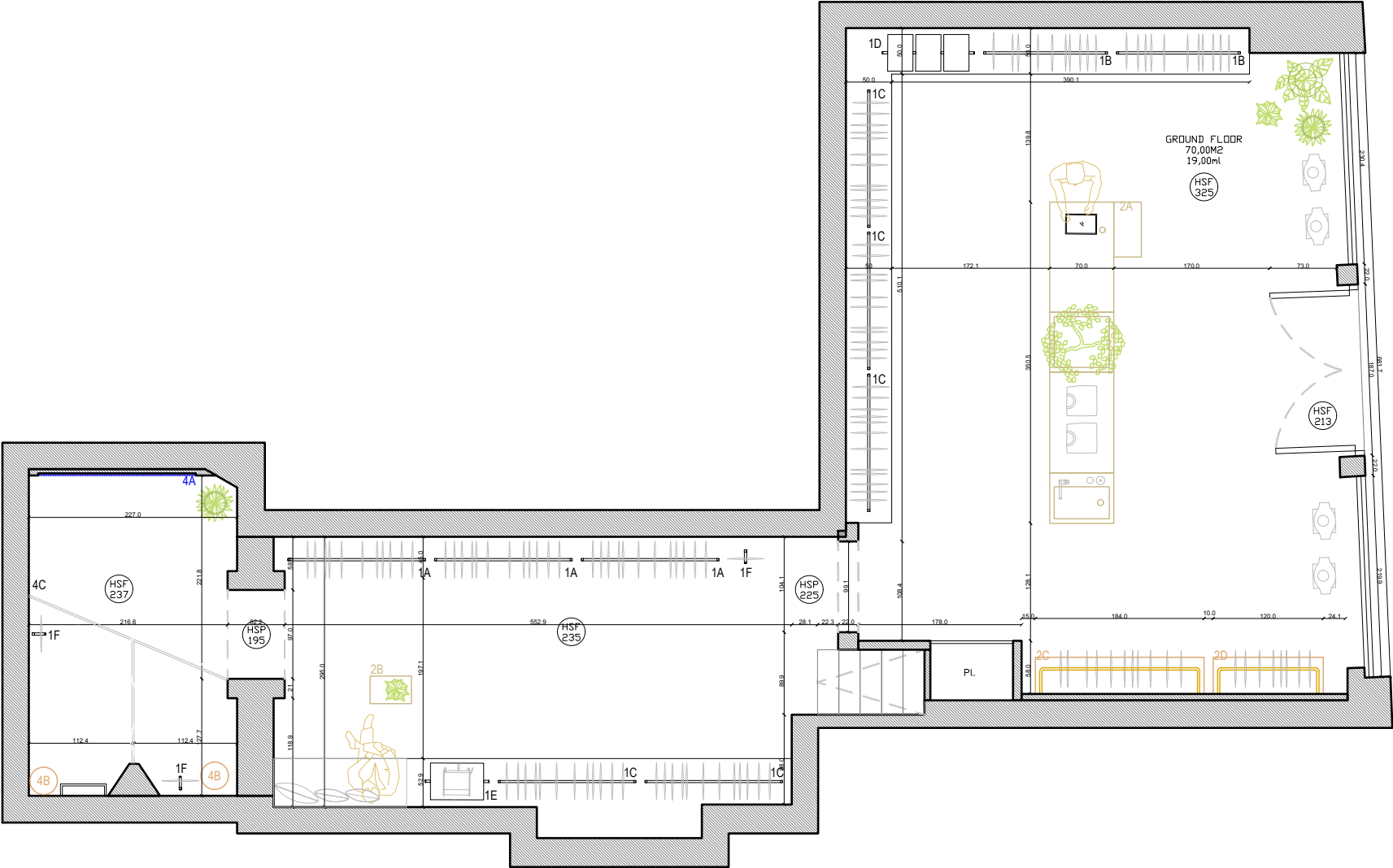
# 15 HAMPSTEAD HIGH STREET



PROPOSED LOWER GROUND FLOOR PLAN

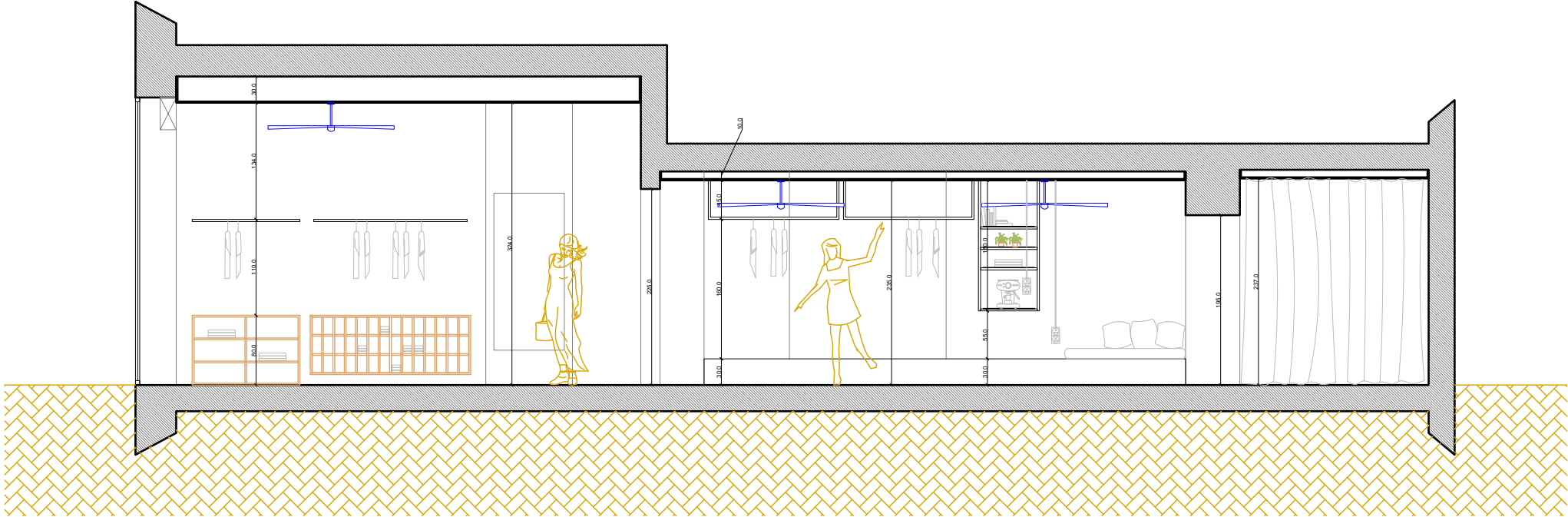


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PROPOSED GROUND FLOOR PLAN

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PROPOSED SECTION

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PROPOSED PHOTOMONTAGE

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## 4.2 PROPOSED SIGNAGE DETAILS

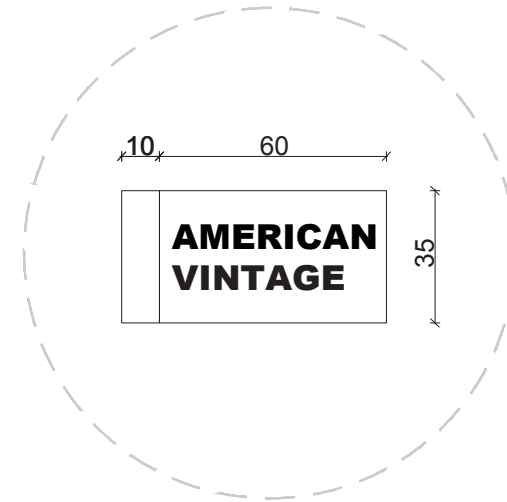
Proposed “American Vintage” sign in powder coated black RAL 7021 on existing fascia sign to the left.  
Overall lettering length 160cm, height 30cm max and thickness 8mm.



The image shows the proposed sign design in a grey cursive font. The text 'American Vintage' is written in a flowing, elegant script. To the right of the text, there are two vertical dimension lines. The top one is labeled '7' and the bottom one is labeled '30', indicating the height of the letters and the overall height of the sign respectively.

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Proposed “American Vintage” blade sign.  
Metal blade sign with the brand’s name painted black  
RAL 7021 on white background RAL 9016.  
Sign dimensions: W600xH350xD20mm



PROPOSED BLADE SIGN

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### 4.3 ACCESSIBILITY

15 Hampstead High street is a short 3minutes walk from Hampstead station on the Northern line. It is a 29 minute tube journey from Liverpool Street station via the Northern and Elizabeth lines. This allows for an easy journey to and from Stansted airport with the Stansted Express.

It is a 28 minute tube journey from Victoria station via the Northern and Victoria lines. This allows for an easy journey to and from Gatwick airport with the Gatwick Express.

The store has been designed with the needs of disabled people in mind:

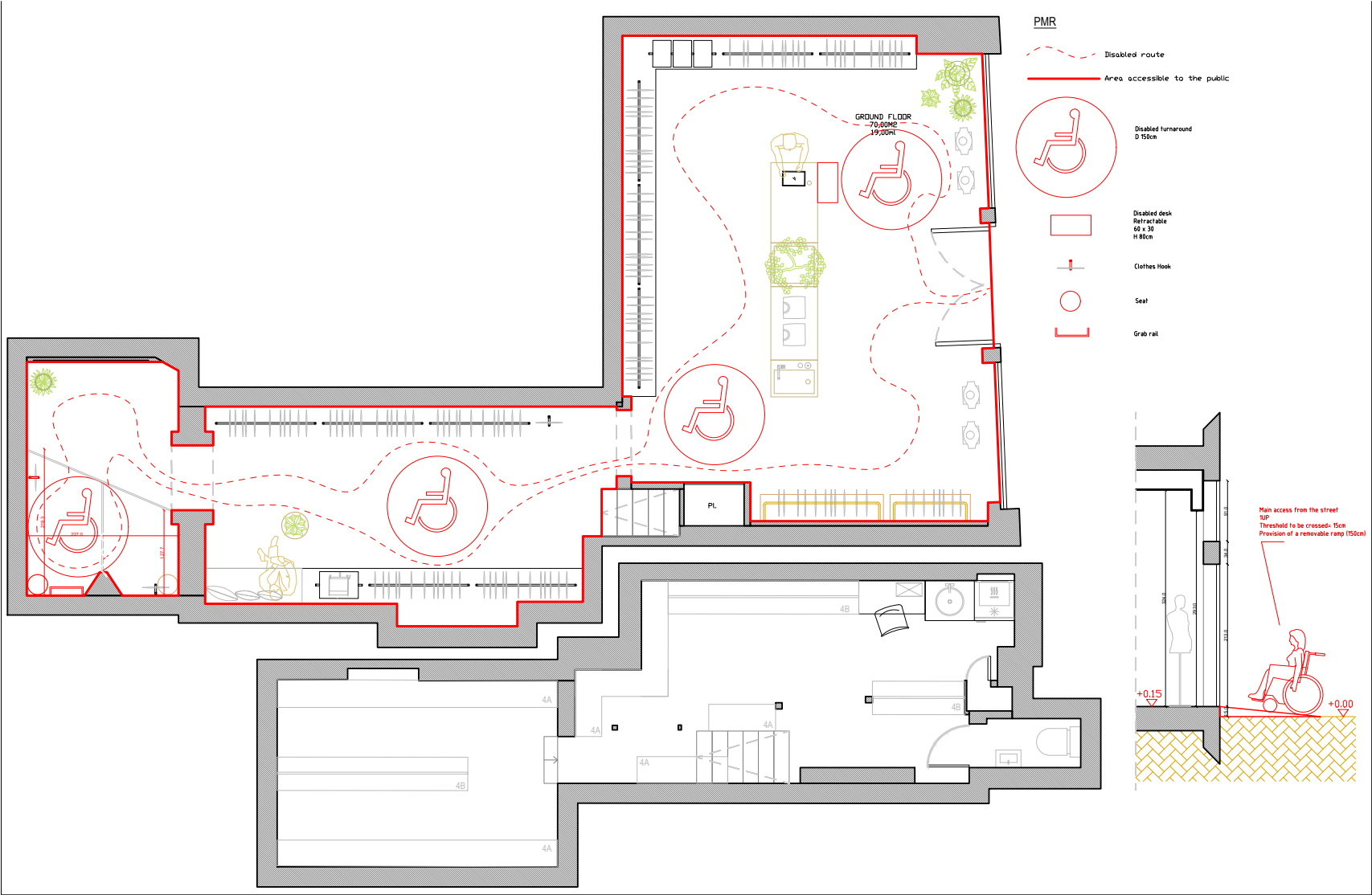
A provision for a removable disabled access ramp to the main entrance has been made for step-free access.

The open plan nature of the project allows for easy circulation of disabled people in the store. A pull out low level countertop has been design to allow for DDA users to pay/collect their items.

And a large disabled changing room as been allowed for to comply with all part M requirements.

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PROPOSED DISABLED ACCESS PLAN