

**Design, heritage, access
and planning statement**

Planning Application
Shopfront in a
Conservation Area
2023



Site
27 Hare Street, Woolwich
SE18 6NE (Cezar)

Proposal
Renovation of non-original shopfront

Prepared by

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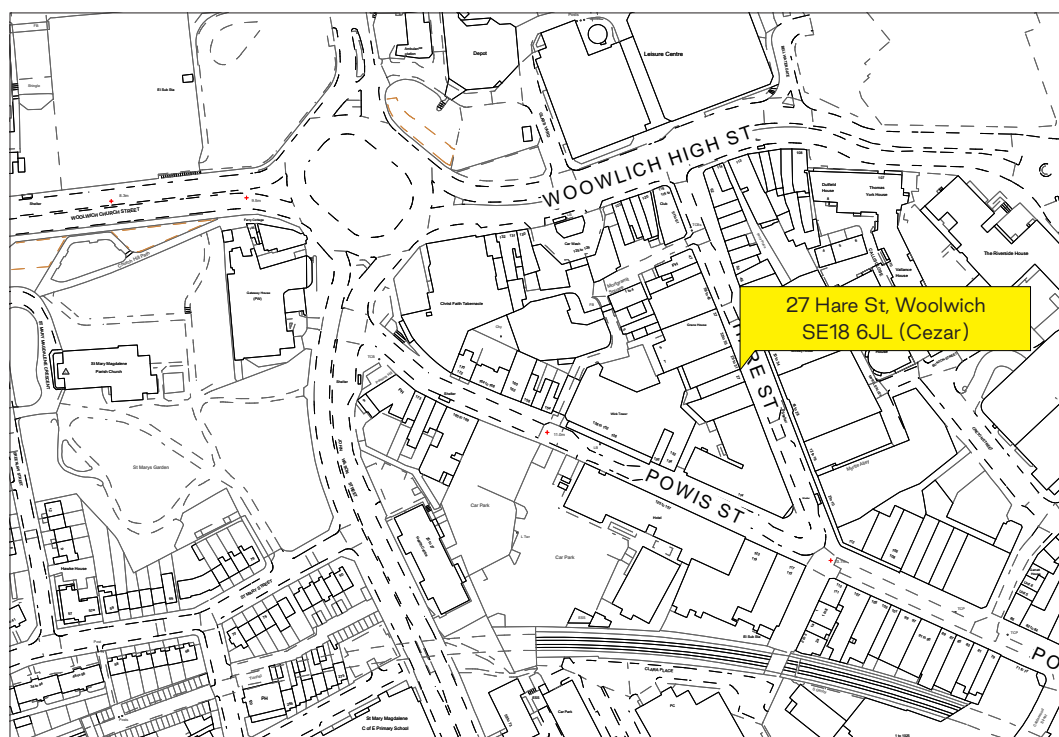
You&Me
Ground Floor, 61 Mare St
London E8 4RG

Site Details

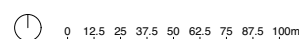
The property is located at the Western end of Hare Street in Woolwich town centre. The site faces North–East and is surrounded by Royal Arsenal (North), Greenwich (West), Plumstead (East). The architectural heritage of the area is composed of a mix of buildings of modest scale and architectural merit as well as buildings with exceptional landmark frontages from the 1890s rebuilding, and notable examples of early 20th century buildings, including right, at close proximity from the property, two imposing cinemas of 1930s and two of London’s most significant monuments to co-operativism. 27 Hare Street, Woolwich is situated near Powis Street, a street that is characterised on its Eastern end by its high level of pedestrian activity and its vibrant and diverse atmosphere. The property is near the junction with Woolwich High Street and within walking distance of the ferry terminal (Woolwich Pier) that makes the link between Woolwich to the Royal Docks.

The host building is a locally listed symmetrical three–storey late Victorian building in red brick with parapet roof built in 1898 for the Maypole Dairy Company. The ground floor unit of 27 Hare Street, to which the application relates, is not original and has been significantly altered from its original design. One of the original pilaster appears to be missing and the original glazing has been replaced with a modern glass frontage. The current fascia is made of plastic and contrasts greatly with its host building.

The building is within the Woolwich Conservation area and it illustrates the Town Centre’s evolution from a small 18th century riverside settlement (Woolwich High Street) and 18th Century hamlet (at Green’s End) to a thriving civic and commercial centre in the late 19th century which continued to grow and prosper in the early 20th century. The buildings of Hare Street, Powis Street and Beresford Square especially illustrate the evolution of Woolwich as a successful commercial centre.



Site location



Proposal

This statement is in support of an application for the construction of a new shopfront for 27 Hare Street, currently occupied by Cezar: a local grocery and deli featuring Romanian products.

The proposed shopfront is a renovation of the existing shopfront to accentuate the Georgian proportions of the shop. The proposal reconstruct the missing granite pilaster by replicating the design of the one currently in place. It proposes as well a new timber fascia and new timber blind box that aligns itself with the historical proportions dictated by the pilasters. It simplifies the graphics on the windows to reduce the clutter and augment the transparency from the street. The proposal also features a new striped traditional drop arm awning to protect passers by and customers from the elements. The shopfront is proposed to be made of timber and medite tricoya (exterior MDF) and is proposed to be painted in a light pistachio green colour. The existing window frames are proposed to be painted dark green to match the rest of the shopfront.

The project is part of the Woolwich High Street Heritage Action zone programme, a coordinated programme of interventions in Woolwich Town Centre to improve Woolwich as a place to live, work and do business.

Access

The proposal will not be altering the current access conditions to the property. The site is very well connected with local public transport and is located within 5 minutes of walking distance of the Powis Street Car park.



Proposal – Visual

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Heritage Statement

The host building is a locally listed symmetrical three-storey neo-Georgian building built in 1898 for the Maypole Dairy Company. Local contractors Thomas & Edge Limited were the builders, and despite its similarities to Church's style, it's possible that the design was created internally. The building is decorated in the Gothic style with contrasting grey brick pilasters at the upper level. The building is marked as "an interesting survival" by the Royal Greenwich Local Heritage List. Regarding the condition of the historical attributes of the building, the upper part of the front of the building is in a relatively good condition. At the ground floor level, to which this application relates, the facade appears to have been completely rebuilt and no elements of the existing shopfront appears to have been preserved besides the pilaster on the left hand side (when looking at the shopfront). The information above was collected from the Local heritage list issued by the Royal Borough of Greenwich and from Volume 48 of the Survey of London edited by Peter Guillery. There is no current entry on 27 Hare Street on the Greater London Historic Environment Record.

The proposal will not affect the existing historical assets as it will only be renovating the non-original shopfront at ground floor level. The existing shopfront is considered to be currently detrimental to the heritage assets and its renovation would be recommended. The proposal will be a celebration of its host building and will place back the ground floor in line with the proportions. By emphasising the features of its neo-georgian heritage, the proposal will be a sensible and positive improvement of the building, the shopping parade, and the conservation area.

References

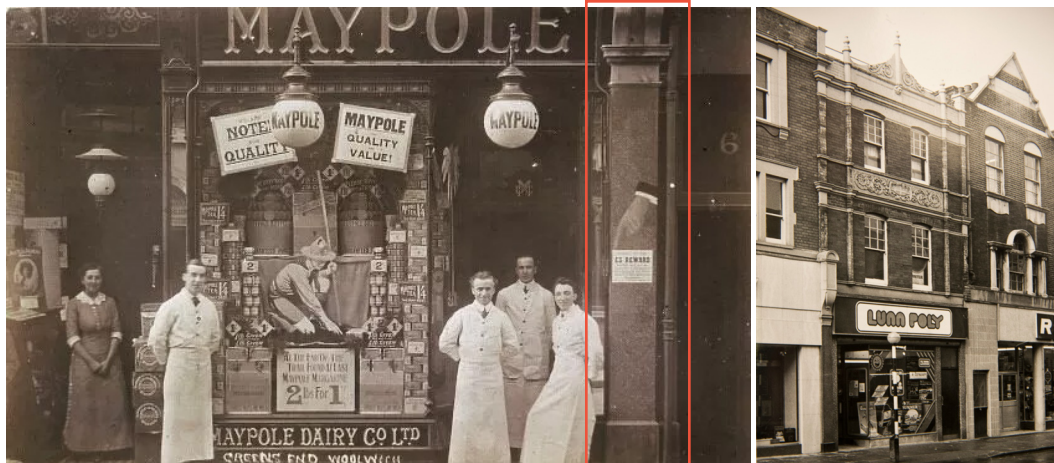
Guillery, P. and Saint, A., 2012. *Survey of London*. London: Published for English Heritage by Yale University Press on behalf of the Paul Mellon Centre for Studies in British Art.

Greenwich, R., 2022. *Local heritage list | Listed buildings information | Royal Borough of Greenwich*. [online] Royalgreenwich.gov.uk. Available at: <https://www.royalgreenwich.gov.uk/info/200194/conservation_areas_and_listed_buildings/26/listed_buildings_information/3>

Greater London Historic Environment Record. *Heritagegateway.org.uk*. 2022. Heritage Gateway. [online] Available at: <<https://www.heritagegateway.org.uk/Gateway/>> [Accessed 3 August 2022].

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Pilaster to be reinstated



Date unknown but probably close to original construction
 The building was built in 1898 for the Maypole Dairy Company

1968



2008



2017



2019

Relevant Planning History

National Planning Policy Framework (2021)

Chapter 6: Building a strong competitive economy
 Chapter 7: Ensuring the vitality of town centres
 Chapter 9: Promoting Sustainable Transport
 Chapter 12: Achieving Well-Designed Places
 Chapter 16: Conserving and enhancing the historic environment

The London Plan (2021)

Policy GG5: Growing a good economy
 Policy SD6: Town centres and high streets
 Policy SD10: Strategic and local regeneration
 Policy D3: Optimising site capacity through the design-led approach
 Policy D5: Inclusive design
 Policy D8: Public realm
 Policy E9: Retail, markets and hot food takeaways
 Policy HC1: Heritage conservation and growth
 Policy T2: Healthy Streets
 Policy T4: Assessing and mitigating transport impacts

Royal Greenwich Local Plan: Core Strategy with Detailed Policies "Core Strategy" (July 2014)

Policy TC1: Town Centres
 Policy TC2: Woolwich Town Centre
 Policy DH1: Design
 Policy DH3: Heritage Assets
 Policy DH(b): Protection of Amenity for Adjacent Occupiers
 Policy DH(e): Shopfronts and Signs
 Policy DH(f): Advertisements
 Policy DH(h): Conservation Areas
 Policy DH(i): Statutory Listed Buildings
 Policy DH(j): Locally Listed Buildings
 Policy IM(a): Impact on the Road Network
 Policy IM(b): Walking and Cycling

Other

Design guidance for shop fronts (2005)
 The Woolwich Town Centre Masterplan
 Supplementary Planning Document (2012) Woolwich Conservation Area Appraisal (2022)