



## Design and Access Statement

Client: Essential Living (Swiss Cottage) Ltd

Proposal: The Hampstead Figure Status

Site: Land to the South of Swiss Cottage Leisure Centre,  
Adelaide Road, London, NW3 3HF

Date: 15 May 2018



## Document control

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<b>Client:</b>	Essential Living
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## **1. Introduction**

1.1 This Design and Access Statement is submitted accompanying an application for Planning Permission and Listed Building Consent for the relocation of the Grade II Listed Hampstead Figure Statue ("The Statue"). It is proposed to move the statue from its present position to the South of 10 Avenue Road, Swiss Cottage NW3 3HF to a new location to the South of Swiss Cottage Leisure Centre, Adelaide Road NW3 3HF.

2.1 This statement is written in compliance with the requirements laid out in The Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2013, Department of Communities and Local Government document Guidance on Information Requirements and Validation, March 2010. It should be read in conjunction with the application documents, drawings and in particular the Heritage Statement by WYG. The statement should also be read with reference to National Planning Policy Framework (NPPF) (March 2012), Camden Local Plan (July 2017), Planning Practice Guidance (PPG) (March 2014), Conservation Principles, Policies and Guidance (English Heritage, 2008),

3.1 This design and access statement explains the design considerations in the relocation of The Statue.

## 2. Context

- 2.1 The Statue is presently sited in an area of public open space off Avenue Road, in a position set back from a made public footpath and surrounded by medium level landscape planting. Its setting is dominated by the backdrop of 100 Avenue Road directly to the north, a c.1980's office building of limited design merit ranging in height between three to five commercial storeys.



Fig. 1 Hampstead Figure Statue

- 2.2 100 Avenue Road benefits from an implemented planning permission, ref. 2014/1617/P, for the following description of development:

*The demolition of the existing building and redevelopment with a 24 storey building and a part 7 part 5 storey building comprising a total of 184 residential units (class C3) and up to 1,041sqm of flexible retail/financial or professional or café/restaurant floorspace (classes A1/A2/A3) inclusive of part sui generis floorspace or potential new London Underground station access fronting Avenue Road and up to 1,350sqm for community use (Class D1) with associated works including enlargement of the existing basement level to contain disabled car parking spaces and cycle parking, landscaping and access improvements.*



- 2.3 The approved development provides a contemporary designed building to replace the 1985 building occupying a highly prominent position adjacent to Swiss Cottage London Underground Station. 100 Avenue Road was identified as being suitable for redevelopment in the London Borough of Camden Site Allocations DPD. The permission has been implemented as per Certificate of Lawfulness (Existing) ref. 2017/6884/P issued by LB Camden on 8 February 2018.
- 2.4 Further condition and s106 obligation applications are ongoing and being prepared for submission to LB Camden prior to the major works to complete demolition of the existing building commence and the construction of the new development.
- 2.5 The Hampstead Figure Statue is a grade II listed building. The National Heritage list description advises The Statue is listed for its special architectural or historical interest with no further explanation as to which of these is applicable although further assessment is provided within Chapter 5 of WYG's Heritage Statement, p.8.
- 2.6 According to the Department for Culture, Media and Sport document 'Principles of Selection for Listing Buildings', March 2010, "Grade II buildings are of special interest, warranting every effort to preserve them".
- 2.7 The works to demolish 100 Avenue Road will comprise access requirements including the routing of vehicles to its south side and the setting out a site hoarding for safety and security purposes. The present location of The Statue abuts the boundary with 100 Avenue Road meaning all associated works will be within close proximity of the statue. Accordingly, it will be necessary to relocate the Statue for the duration of the works. This requirement has been acknowledged by LB Camden officers.



Fig. 2. CGI of approved development at 100 Avenue Road, ref. 2014/1617/P

### 3. The Proposal

3.1 The application proposes to move The Statue in its entirety including plinth from its present position within public open space to the south of 100 Avenue Road, Swiss Cottage to a more visible and publicly accessible location to the front (south) of Swiss Cottage Leisure Centre.

3.2 The Secretary of State's covering letter to the Planning Inspectorates appeal decision, dated 18 February 2016, para.20 states:

*"As to the Hampstead Figure Sculpture, the Secretary of State notes it would be necessary to remove the listed sculpture and reposition it after the works are complete (IR283). He agrees with the Inspector that there is likely to be a significant enhancement to the setting of the sculpture and therefore the special architectural and historic interest would be likely to be enhanced (IR286). As to the Swiss Cottage Library, the Secretary of State agrees with the Inspector that the proposal would enhance the town centre setting and therefore also the significance of the listed building and its special architectural and historic interest would be enhanced (IR279)."*

3.3 The supporting WYG Heritage Statement has found that the current position of the statue limits the intended 3-dimensional experience of the viewer. It was previously located on what are now tennis courts, and accordingly cannot be relocated back to this position. Alternative options for relocation have been considered and have identified the location to the south of the library ('Option 4') as the preferred location. See Figure 3 below.



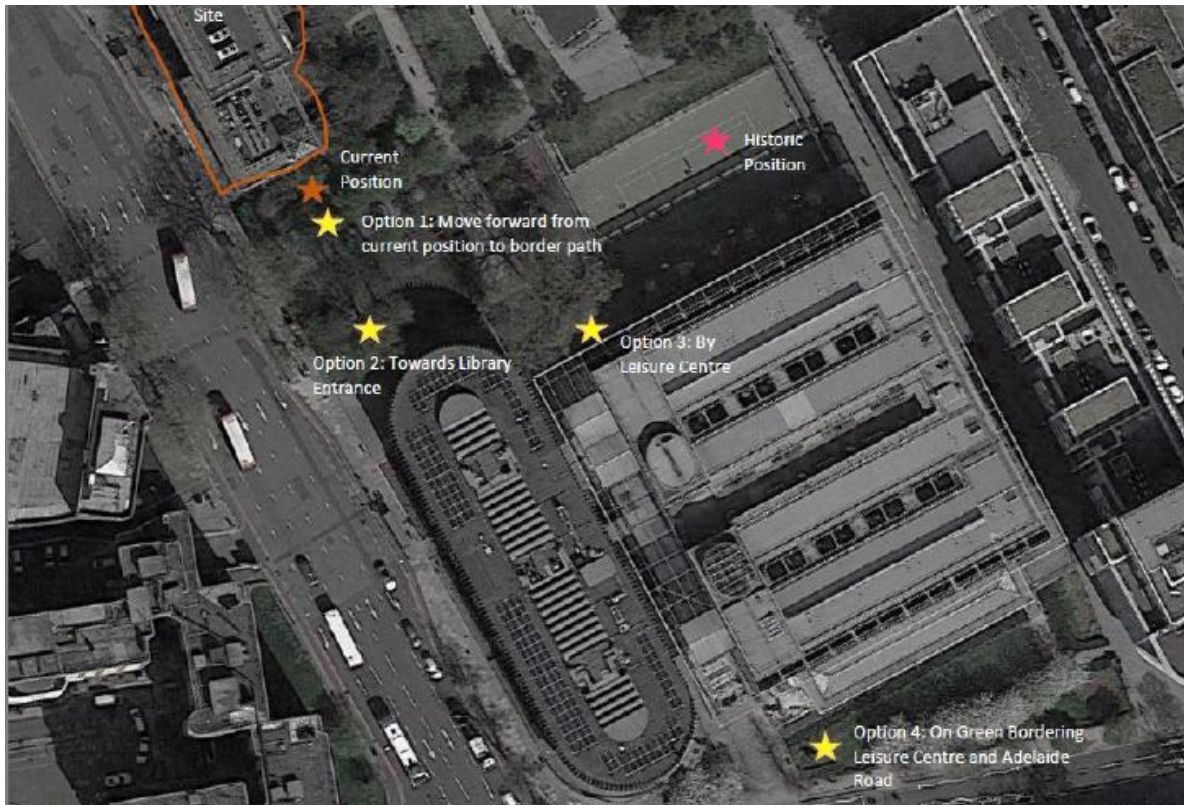


Fig 3. Aerial View with location options indicated by yellow stars. The historic location is identified in pink.

## 4. Design

- 4.1 The design of the listed statue is fixed and its appearance will not be altered from its original form. The Statue will be moved without change and will be re-sited entirely in its current form. The plinth upon which it is presently sited will also be moved together with The Statue to the new location and be re-used for the same purpose of displaying The Statue. Accordingly there are no direct design implications for the proposed development.
- 4.2 The setting of the statue will be improved, being in a more open location, set further away from the nearest building and mature landscaping. The new location will enable movement around the statue to enable a full appreciation of its intended 3-dimensional experience by the viewer by comparison to its present location. The proposed site adjoins the location of a sign for the leisure centre in LB Camden corporate livery and colours which the Council advise they will be removing shortly.
- 4.3 For the above reasons the design consideration of the proposed development would be positive. Matters of the design principles and concepts that have been applied to the scale, layout and appearance characteristics of the proposal do not apply beyond those as expressed above. The physical features of The Statue that justify its designation as grade II listed will not be harmed, but rather enhanced by its new location. The historic and special architectural importance of the listed statue shall be preserved.

## 5. Access

- 5.1 The proposed new site for The Statue has a PTAL rating of 6a (excellent) and is well served by public transport. Swiss Cottage London Underground Station which serves the Jubilee Line, is sited approximately 120m to the north from the proposed site and a bus stops serving the C11, 13, 31, 46, 113 and 187 routes are sited within 100m of the site on both Avenue Road and Adelaide Road, connecting the site with Camden, Central London, Edgware, Finchley, Hampstead, Harlsden, Kings Cross, Golders Green, Maida Vale and West Hampstead.
- 5.2 Access to all is supported by level access around the proposal site, enabling those with physical impairment to movement to readily access the proposed location.
- 5.3 The site directly adjoins the footway serving Adelaide Road immediately to the south and a footpath immediately to the west serving the Swiss Cottage Leisure Centre. Both of these are on the flat and enable immediate access to view The Statue in close proximity.
- 5.4 Access to the north side of The Statue is possible via a ramp which serves the adjacent Swiss Cottage Library, accessed from Avenue Road.

## 6. Conclusion

- 6.1 The current location of the Grade II Listed Hampstead Figure Statue does not enhance the setting of the statue – indeed, it detracts from the significance of this heritage asset. The proposal to relocate The Statue, whilst motivated by a need to protect it from temporary construction works, has presented an opportunity to permanently enhance the setting of the listed statue. Options for relocation have been reviewed in relation to the heritage impact and intended viewer experience of The Statue.
- 6.2 The identified site of the relocation will serve to greatly improve the setting of The Statue, whilst The Statue itself (and related plinth) will remain unaltered.