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INTRODUCTION

This Design & Access Statement has been prepared for the benefit of the planning application submitted to London Borough of Camden for a development at 9-12 New College Parade as a replacement to the existing two storey building, with the retention of the existing two-storey Edwardian Baroque facade.

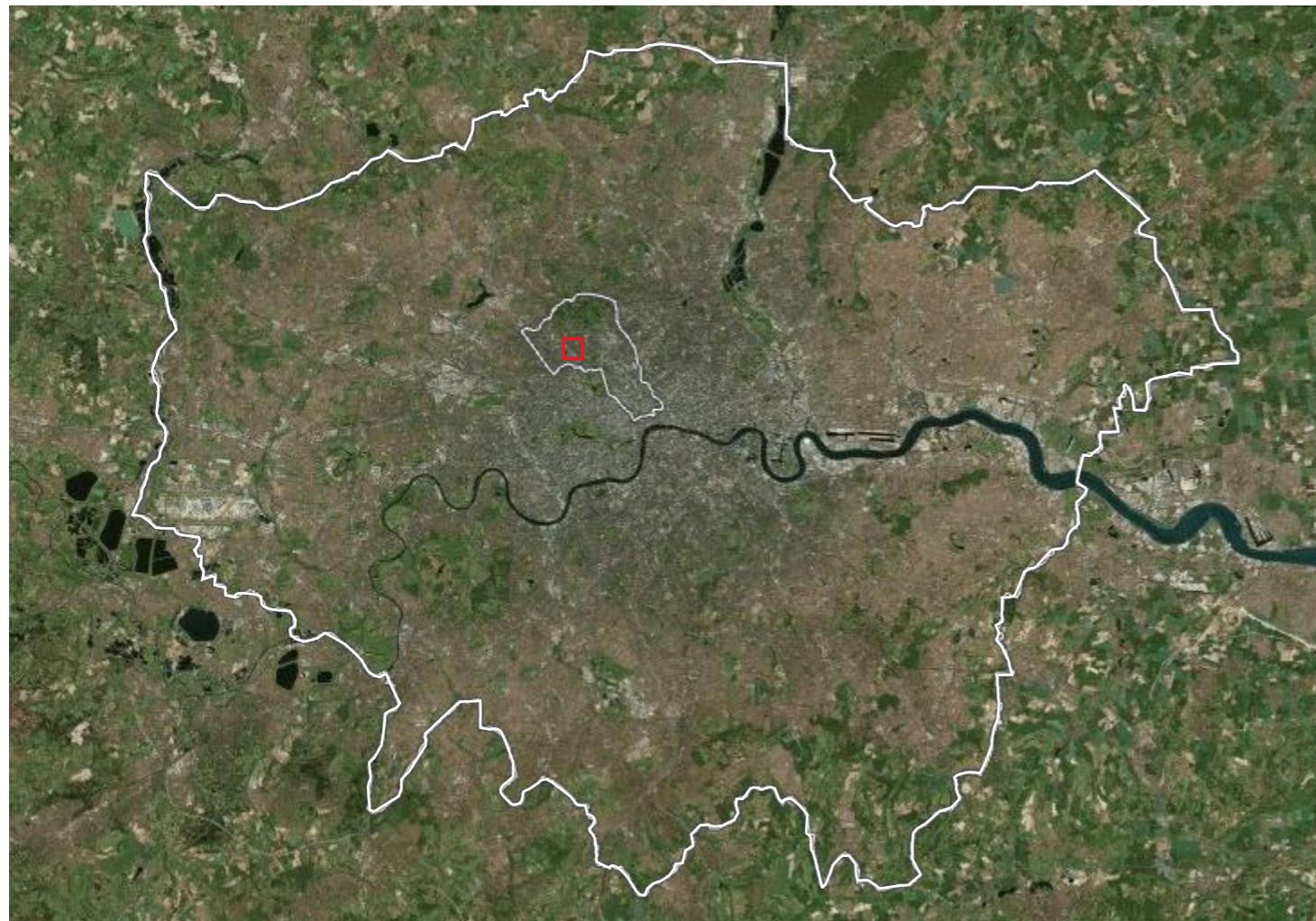
An original planning application was submitted in 2022 and during the determination period a number of significant alterations and reductions in overall mass were discussed following correspondence with the Case Officer, responding to a series of comments on that application. Subsequently the planning application was withdrawn.

This new planning application incorporates all the alterations and reductions as discussed and agreed with the Case Officer as part of the previous planning application, as elaborated on later in this document.

PART I | SITE CONTEXT

SITE CONTEXT

LONDON BOROUGH OF CAMDEN

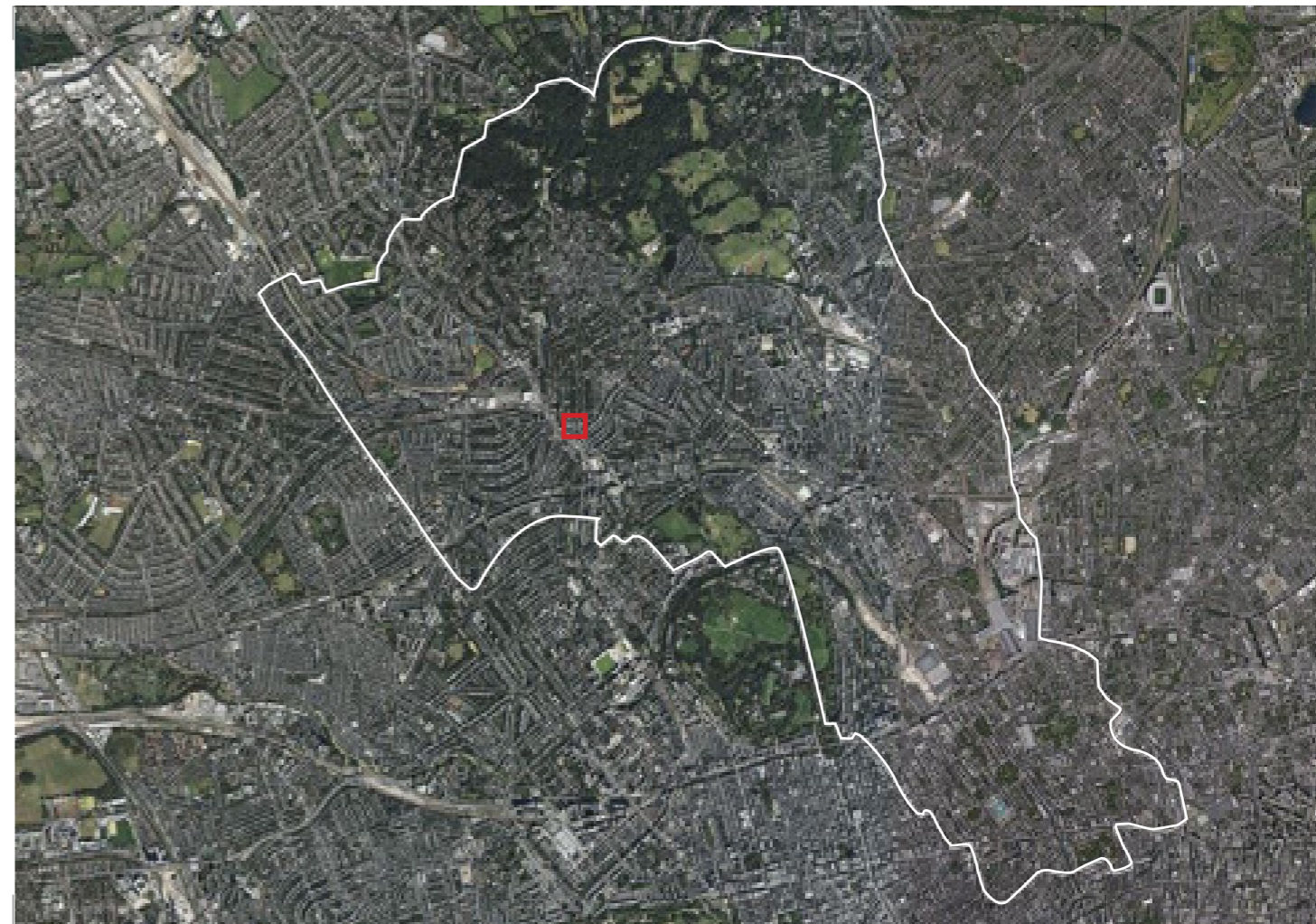


Map of London

The London Borough of Camden is a borough in Inner London. It borders the London Boroughs of Barnet and Haringey to the north, the London Borough of Islington and the City of London to the east, the City of Westminster to the south, and the London Borough of Brent to the west.

The local authority is Camden Council.

 Site Boundary



 London Borough of Camden



SITE CONTEXT

PROPOSAL SITE



The proposal site is on a busy Finchley Road. The immediate surrounding area predominantly comprises of residential units with retail at the ground floor. To the rear is a recently completed residential development and grade II listed Palmers Lodge.

 Site Boundary

SITE CONTEXT
PROPOSAL SITE

 Site Boundary



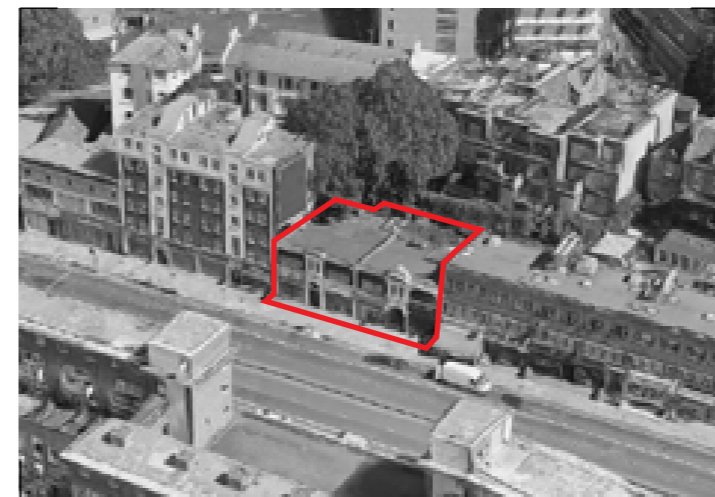
Site Map



View looking south



View looking west



View looking north



View from east



SITE CONTEXT
SITE PHOTOGRAPHS



Finchley Road looking towards the north-west



Garden to the rear of the existing building



View looking east



Existing front facade



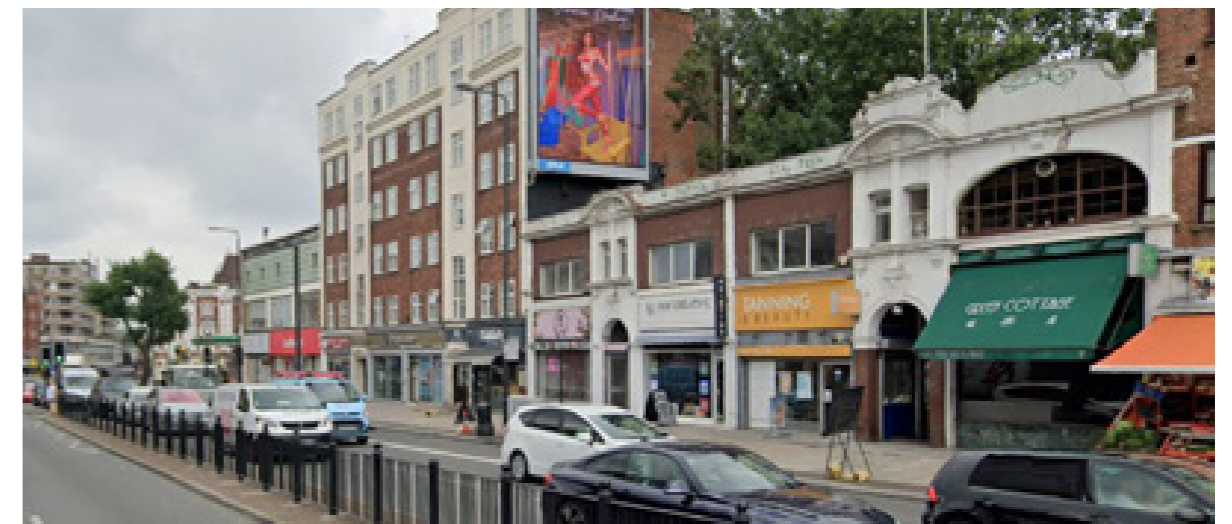
Rear garden to site



Rear of the existing building with neighbour in background



Rear of the existing building at second floor level



View looking north-west

SITE CONTEXT ACCESSIBILITY

UNDERGROUND

The site is located roughly 250m from *Swiss Cottage Tube Station* serving Jubilee and Metropolitan lines. *Finchley Road and Frognal Station* serving overground is approximately 700m from the site.

BUS

Finchley Road is served by many bus routes including the 31 from Bayham Street to White City Bus Station, the N28 from Bayham Street to Mapleton Crescent, N31 from Bayham Street to Clapham Junction Station, the 13 from North Finchley Bus Station to Victoria Station, the 113 from Edgware Bus Station to Marble Arch Station, the 187 from Central Middlesex Hospital to O2 Centre, the 268 from Golders Green Station to O2 Centre, the C11 from Archway Station to Brent Cross Shopping Centre, the N113 from Edgware Bus Station to Northumberland Avenue / Trafalgar Square.

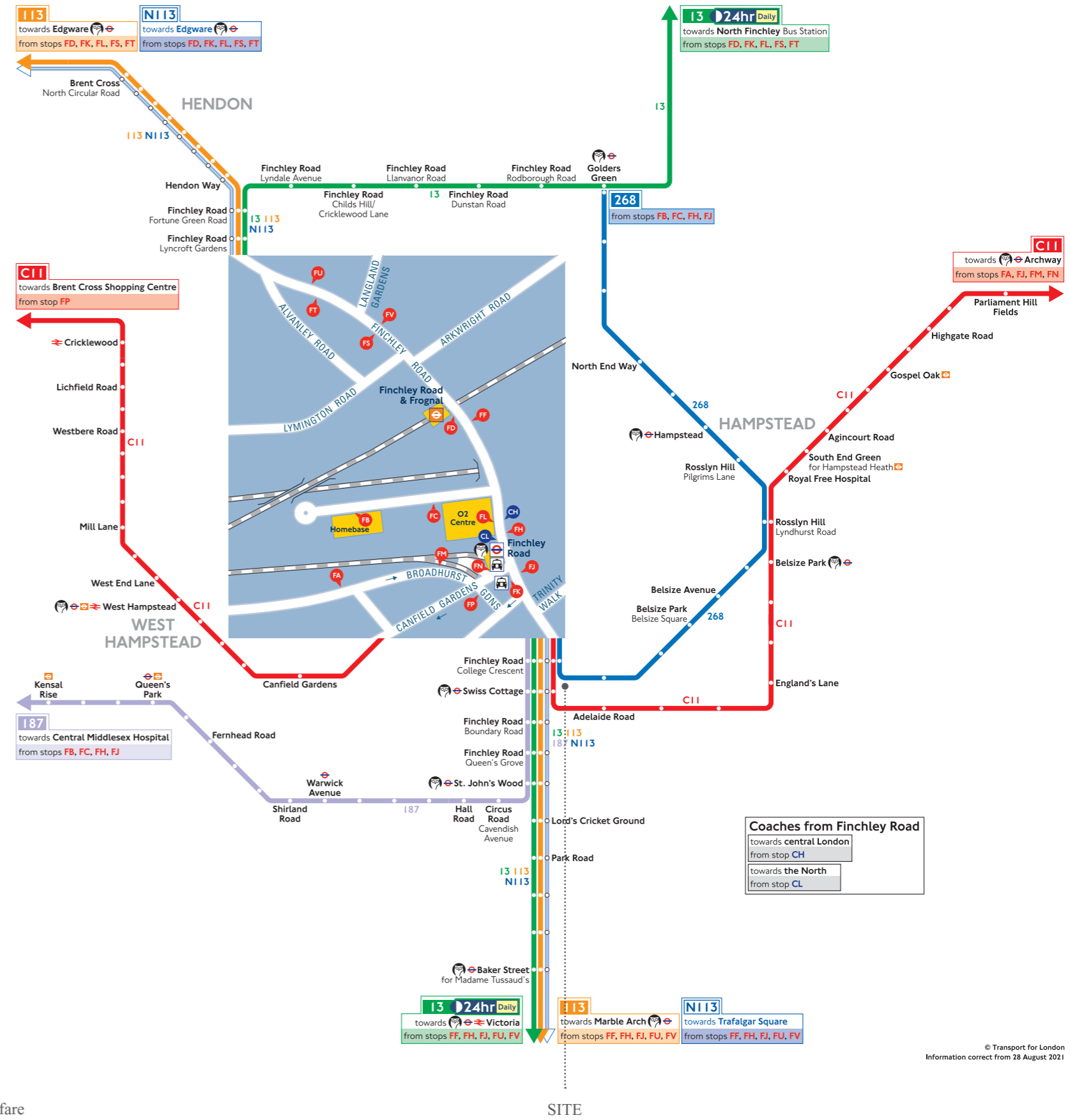
PTAL

Being so closely connected to Finchley Road and Swiss Cottage Station the site achieves a 6a PTAL rating.



- ← → Finchley Road - Primary thoroughfare
- 1 ← - - - → Fairfax Road - Residential thoroughfare
- 2 ← - - - → College Crescent - Residential thoroughfare
- 3 ← - - - → Belsize Lane - Residential thoroughfare
- 4 ← - - - → Fitzjohn's Avenue - Residential thoroughfare
- Bus stop locations

9-12 NEW COLLEGE PARADE, FINCHLEY ROAD, NW3 5EX



© Transport for London
Information correct from 28 August 2021







SITE CONTEXT

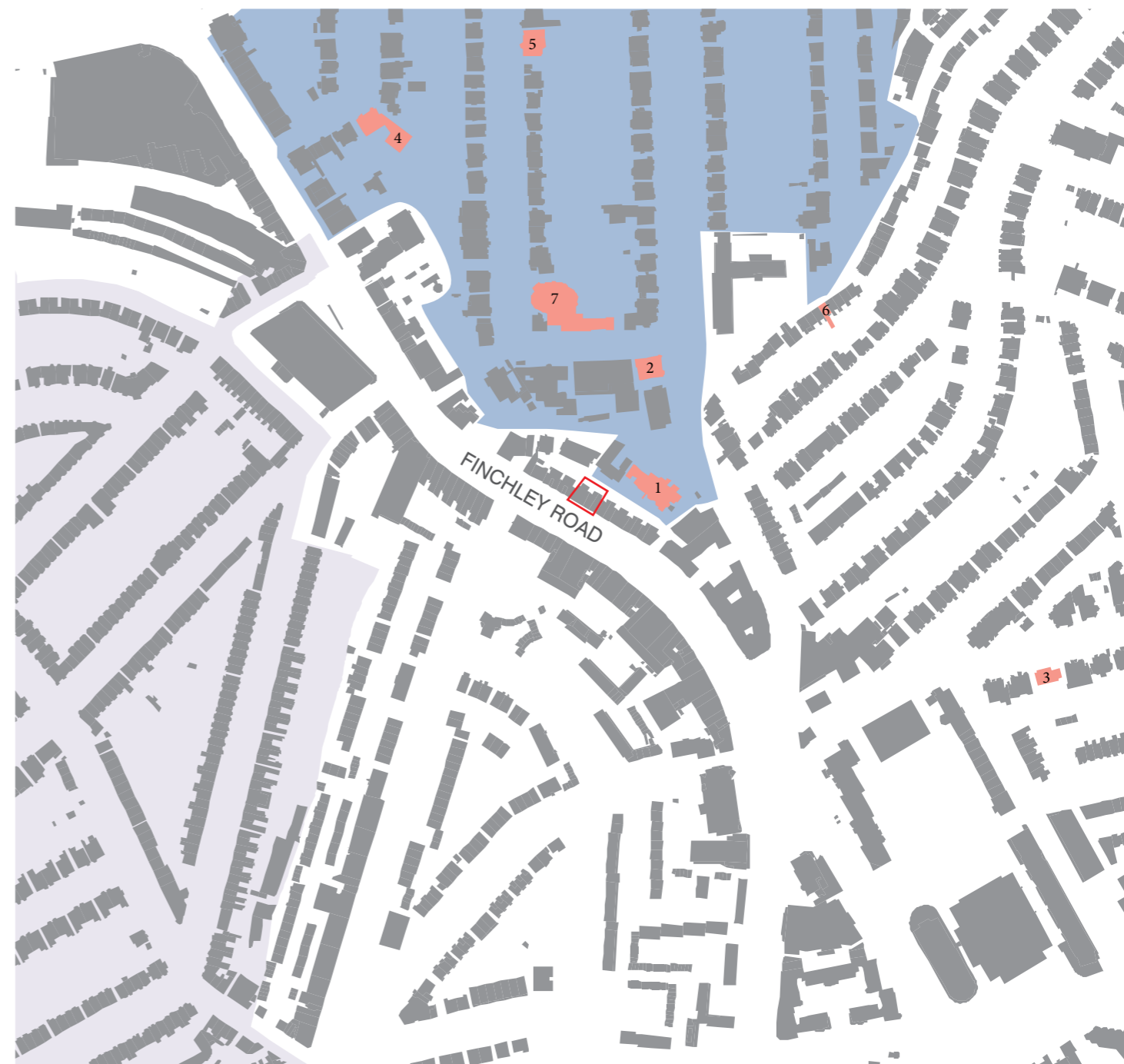
CONSERVATION AREA

The site is not in the conservation area. It sits in-between the South Hampstead Conservation Area and the Fitzjohn/Netherhall Conservation Area. Views towards the site 9-12 New College Parade from the southern boundary of the Conservation Area are obscured by the existing stock. The existing properties at 9-12 New College Parade are not considered to contribute to the setting of the Conservation Area.

KEY

- 1. 40 College Crescent
- 2. South Hampstead High School
- 3. 69 Eton Avenue
- 4. British College of Naturopathy and Osteopathy
- 5. 20 Maresfield Gardens
- 6. 79- 93 Belsize Lane
- 7. Roman Catholic Church of St Thomas More

-  Site boundary
-  South Hampstead Conservation Area
-  Fitzjohn/ Netherhall Conservation Area
-  Grade II Listed Buildings



SITE CONTEXT
LISTED BUILDINGS

The following presents the nearby buildings with listed status, the most notable being 40 College Crescent which is located to the rear of the site.

Refer to previous page for building locations.



1. 40 College Crescent (Grade II Listed) c1880



2. South Hampstead High School (Grade II Listed) c1883



3. 69 Eton Avenue (Grade II Listed) 1890



4. British College of Naturopathy and Osteopathy (Grade II Listed) 1882



5. 20 Maresfield Gardens (Grade II Listed) Early 20th century



6. 79- 93 Belsize Lane (Grade II Listed) Mid 19th century

SITE CONTEXT
EXISTING LAND USES

- 1. Petrol station
- 2. University College School Pre-Prep
- 3. Palmers Lodge hostel
- 4. South Hampstead High School
- 5. Hua Hsia Chinese School
- 6. Holy Trinity Primary School

-  Site Boundary
-  Existing trees
-  Existing tree with root protection area within site
-  Retail
-  Residential with retail on ground floor
-  Residential
-  Offices with retail on ground floor
-  Educational
-  Hostel



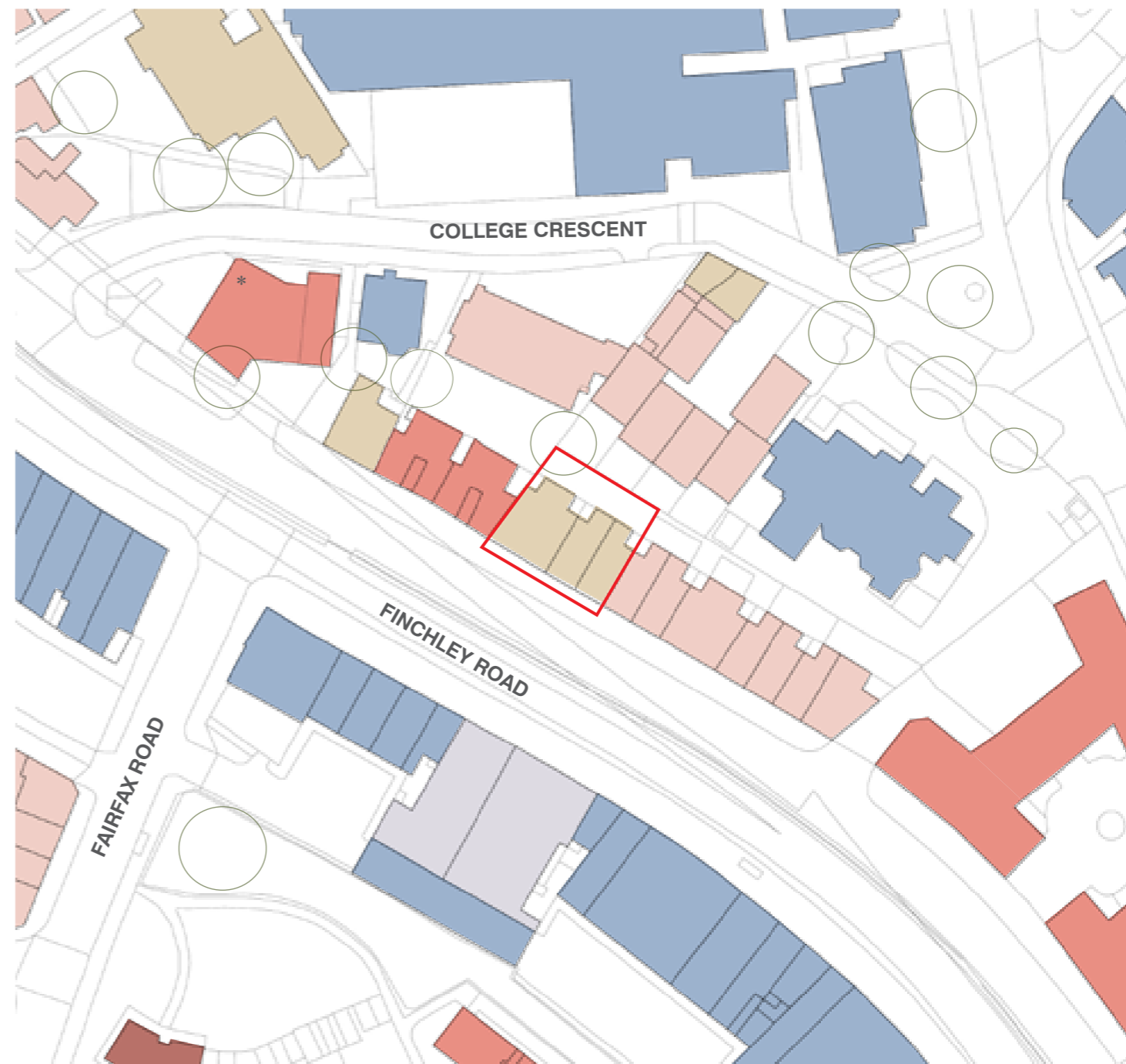
* Newly proposed 6 storey development on the Finchley Road BP station site.



SITE CONTEXT

BUILDING HEIGHTS

-  Site boundary
-  Buildings 9+ storeys
-  Buildings 6+ storeys
-  Buildings 4+ storeys
-  Buildings 3 storeys
-  Buildings 2 storeys
-  Buildings 1 storey







* Newly proposed 6 storey development on the Finchley Road BP station site.

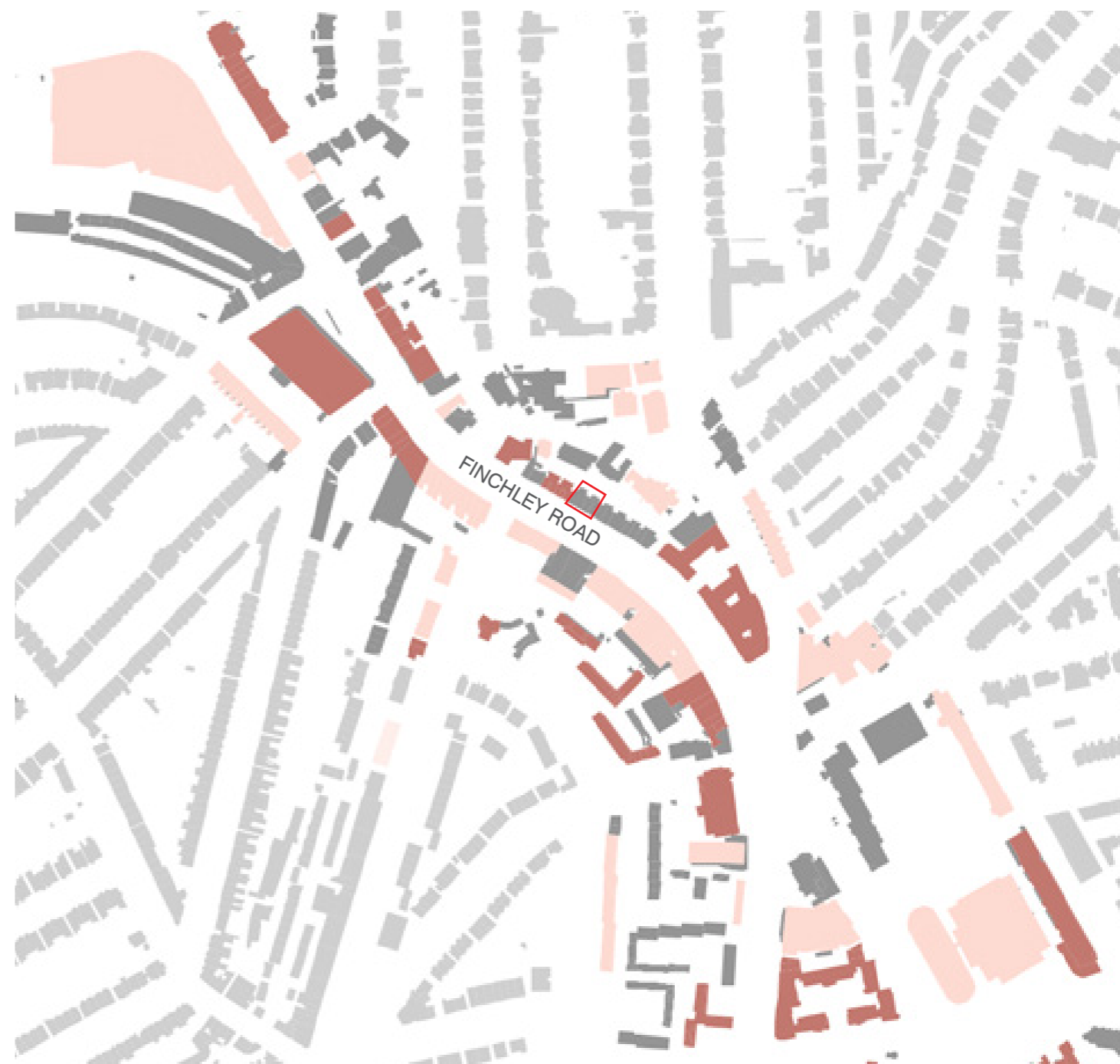


URBAN ANALYSIS

BUILDING HEIGHTS

A high proportion of buildings along Finchley Road are four storeys or higher.

-  Site boundary
-  Buildings 5+ storeys
-  Buildings 4 storeys
-  Buildings less than 4 storeys



SITE CONTEXT BUILDING HEIGHTS



- Site boundary
- Buildings 2 storeys
- Buildings 1 storey



- Site boundary
- Buildings 4+ storeys
- Buildings 3 storeys



- Site boundary
- Buildings 9+ storeys
- Buildings 6+ storeys



PART II | URBAN ANALYSIS















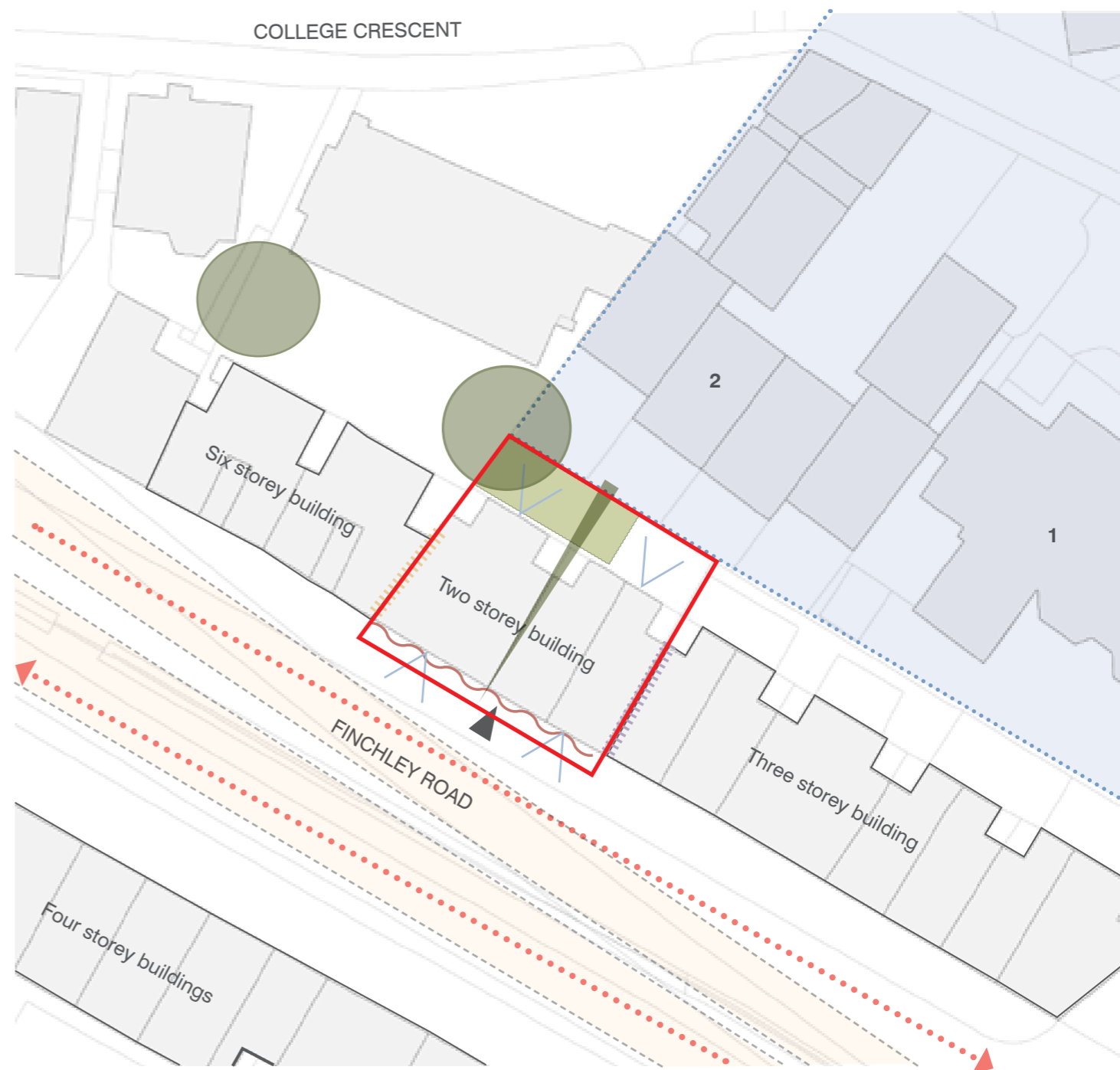
Bird's Eye View

□ Site Boundary ⓘ

URBAN ANALYSIS

SITE CONSTRAINTS

-  Site boundary
-  Existing trees - tree located on boundary of site
-  Root protection area within site
- 1 Grade II Listed Palmers Lodge Victorian building
- 2 Recently completed residential development
-  Flank wall of neighbouring building - four storeys above the existing building
-  Flank wall of neighbouring building - one storey above the existing building
-  Finchley Road - primary vehicle route
-  Existing retail units at ground floor - proposal may required retention of retail
-  Primary access to building from Finchley Road
-  Views from site towards south-west (Finchley Road) and north-east (residential development and garden) - views are of limited value
-  Change of site topography - rear external level of site one storey higher than street level
-  The site at the border of Fitzjohn/ Netherhall Conservation Area
-  Underground line roughly 10m from the site



URBAN ANALYSIS

STREETSCAPE

The building scales vary along Finchley Road typically range between two to seven storeys in height in the immediate context and up to sixteen storeys further out. The streetscape typically consists mostly of residential mansion blocks with commercial and retail elements at street level.

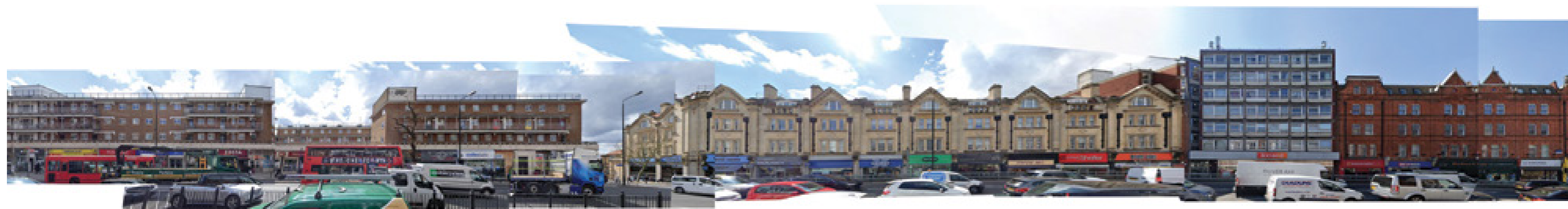
The architectural vernacular of the area is varied somewhat, from the present day to early 1900s. The materiality of the area is characterised by a mixture of red or brown brick, portland stone, stucco, concrete, and glazing.



← South end of Finchley Road

SITE

→ North end of Finchley Road
NORTHSIDE STREETSCAPE



← North end of Finchley Road

→ South end of Finchley Road
SOUTHSIDE STREETSCAPE



URBAN ANALYSIS

STREETSCAPE CONSIDERATION

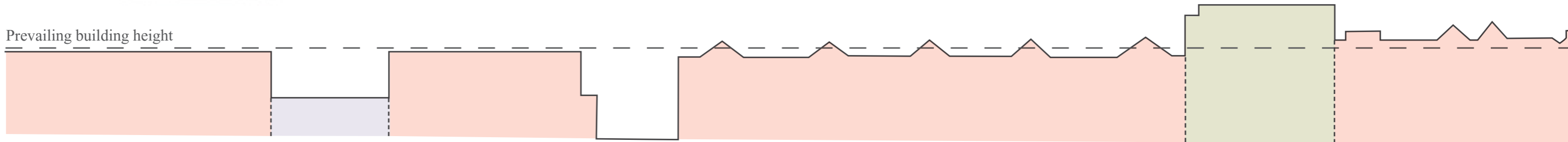
Analysis of the existing streetscape adjacent and opposite the site reveal a prevailing building height that is broadly set around the 3 - 4 storey building height.

On occasion there are plots which are significantly lower at 1 - 2 storeys (including The Site). These appear to be anomalies against the general urban grain.

Additionally there are also occasions whereby a larger plot breaks above the prevailing building height. These buildings are typically wider than the average building plot.



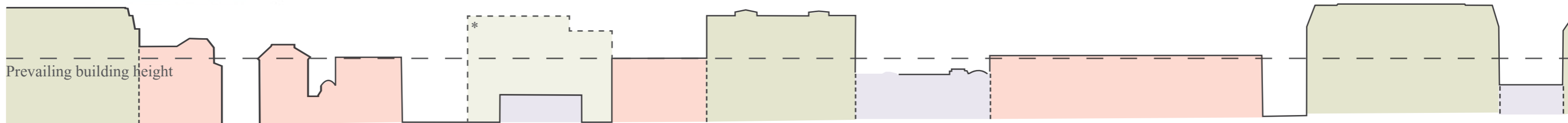
Prevailing building height



Southside of Finchley Road



Prevailing building height



Northside of Finchley Road

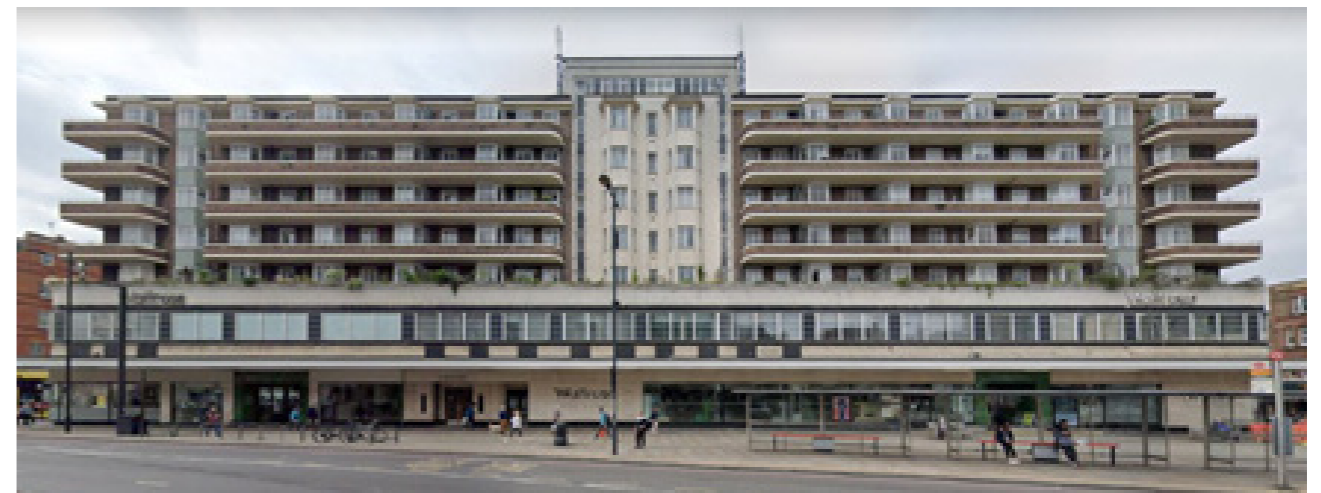
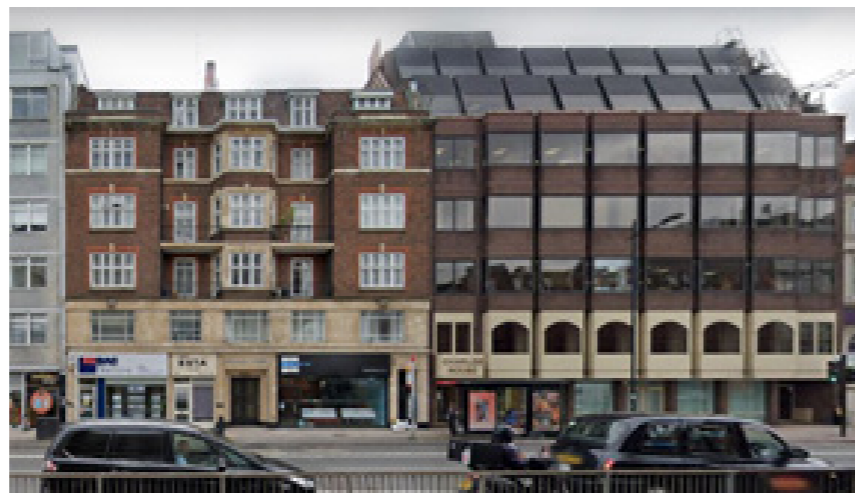
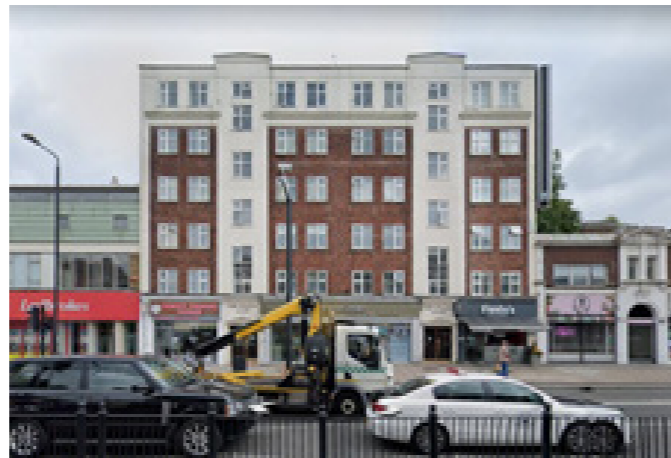
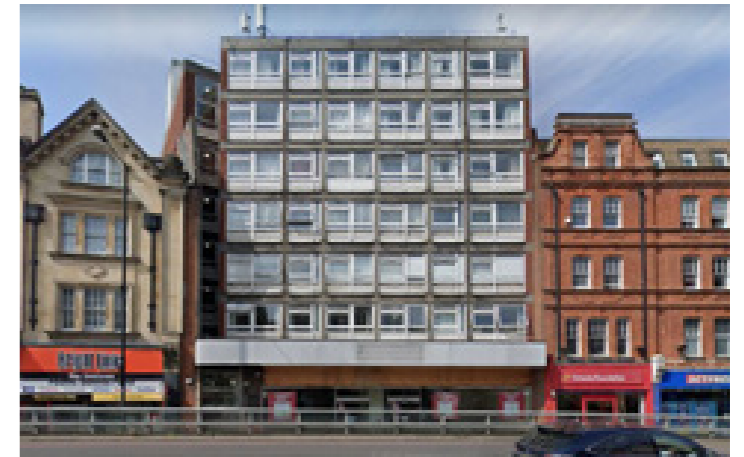
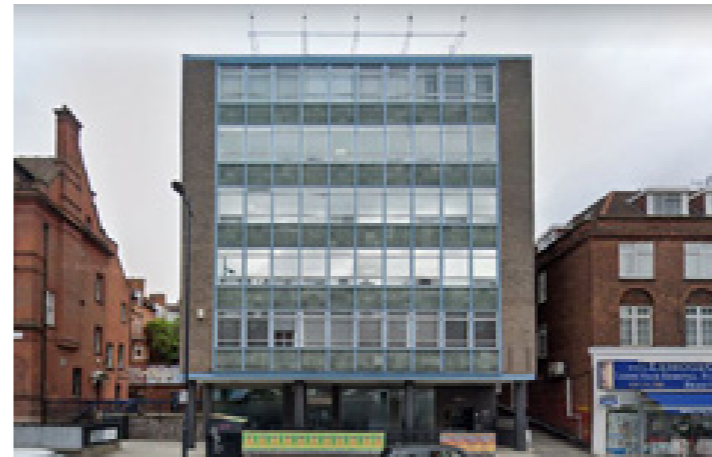
* Newly proposed 6 storey development on the Finchley Road BP station site.



URBAN ANALYSIS

CONTEXT: FINCHLEY ROAD

The following provides examples of some of the 4+ storey buildings on Finchley Road, of varying architectural styles.



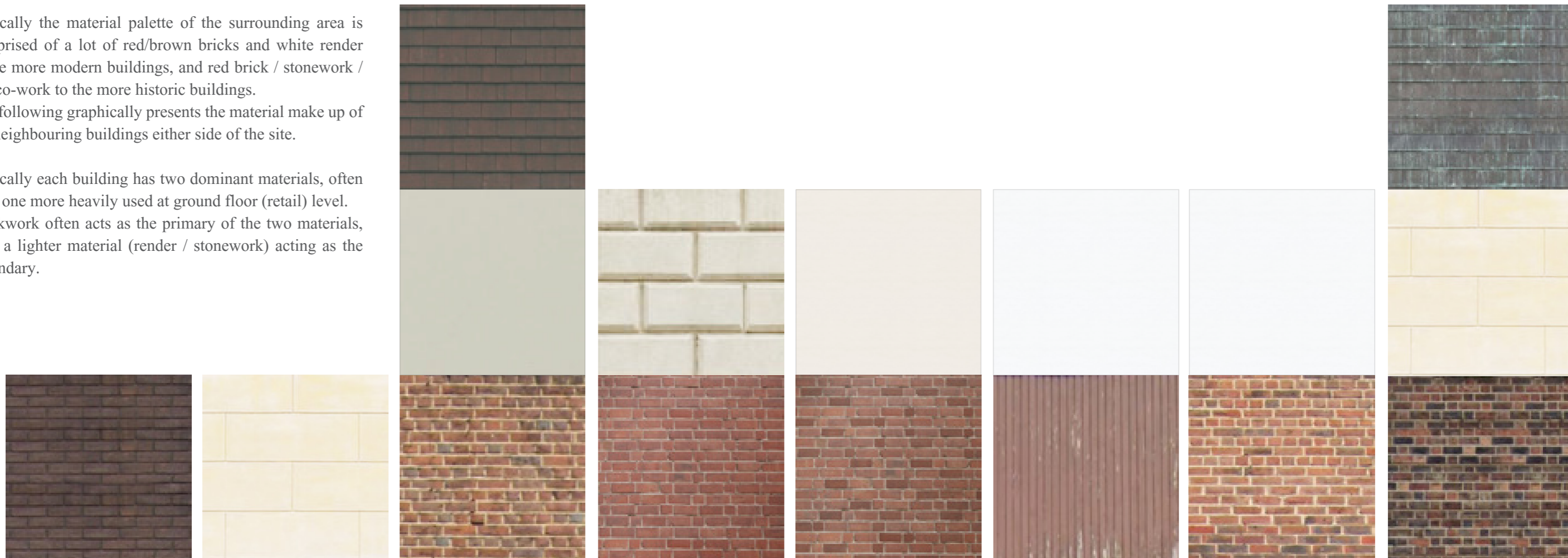
URBAN ANALYSIS

EXISTING MATERIALITY & COLOURATION

Typically the material palette of the surrounding area is comprised of a lot of red/brown bricks and white render to the more modern buildings, and red brick / stonework / stucco-work to the more historic buildings.

The following graphically presents the material make up of the neighbouring buildings either side of the site.

Typically each building has two dominant materials, often with one more heavily used at ground floor (retail) level. Brickwork often acts as the primary of the two materials, with a lighter material (render / stonework) acting as the secondary.



SITE



URBAN ANALYSIS

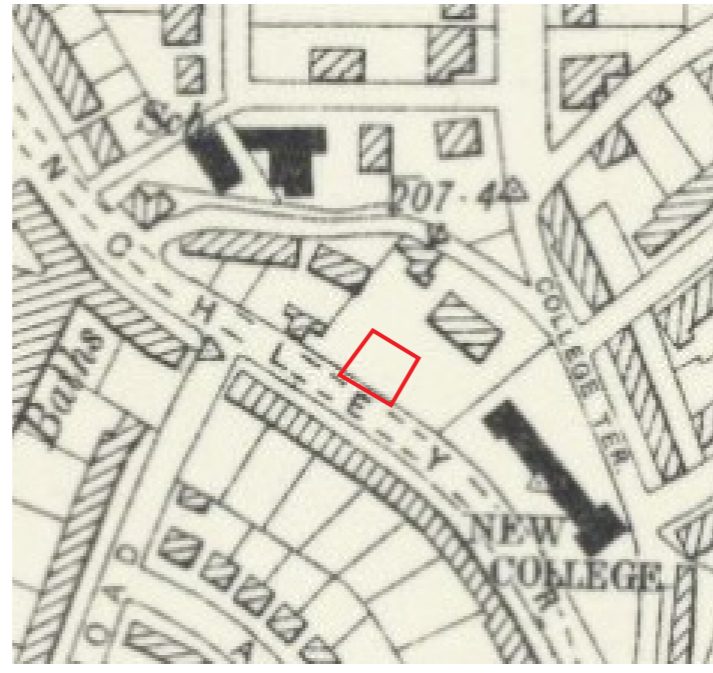
HISTORICAL CONTEXT



MAP 1: circa 1850

Hampstead in 1709 was a large village with many pleasant lodgings and by 1724 it had 'increased to that degree, that the town almost spreads the whole side of the hill'. There were between 500 and 600 families in the parish c. 1730 and about 500 houses and cottages by 1762.

In the 1850s the site was occupied by Abbey Farm Lodge with New College to the southeast and residential buildings to the northwest.



MAP 4: circa 1890

The rate of building quickened from the 1860s, partly as a result of the opening of railway stations, connecting to the West End and central Kilburn. During the later 18th century more of the wealthy, including lawyers, merchants, bankers, and politicians, moved into the newer areas of the settlement. The number of houses in the parish rose from 1,411 in 1841 to 2,653 in 1861 and 4,348 in 1871.

There was no development on the site in 1890. Buildings in the immediate context were scattered around allowing for larger open spaces forming the urban grain.



MAP 4: circa 1930

The row of buildings on New College Parade was originally built in early 20th century. Buildings in the immediate context were mostly residential. New College was replaced by Northways residential mansions. The building at 40 College Crescent was built and served as a hospital.



MAP 4: circa 1960

The area survived the war with its old buildings intact and later escaped the wholesale transformation of some other areas. Throughout the 1960s and 1970s, as redevelopment grew more obtrusive, Victorian houses were rehabilitated in increasing numbers. More houses came to be occupied again by middle class families, many of the large houses having been divided.

Buildings of New College Parade were not affected by bombings. Houses to the south were possibly demolished and replaced with four storey residential blocks with retail on ground floor.

URBAN ANALYSIS

SITE HISTORY

The existing building on the site is a two-storey 1916 building with retail units at ground floor and basement level, and office at first floor. The retail units form part of the shopping parade running along Finchley Road.

The buildings on the site originally formed part of a longer Edwardian shopping parade of moderate quality, most of which has been demolished and replaced with an incongruous three storey development.

The Finchley Road elevation retains some limited remains of their Edwardian Baroque design in the pilaster detail and heavy cornice work at the first floor level. However, these features are in need of refurbishment and the more elaborate detailing of this elevation treatment has been replaced on the properties at 10-12 New College Parade. The loss of the properties has served to depreciate the significance of this Edwardian shopping parade. Further, there has been addition of poor quality extensions to the rear of the remaining structures at 9-12.

It is considered that the existing properties retain minimal historic merit in their being a remnant of an Edwardian shopping parade. In terms of their aesthetic, architectural value their current condition and setting detract from the significance of this parade, a significance which has further been reduced through the alterations that have been made over years.



Historic photograph of the site from c.1950 looking towards south-east. Source unknown.



Historic photograph of the site from c.1950 looking towards north-west. Source unknown.



Historic photograph of the site from c.1960 looking towards south-east. Source unknown.



Historic photograph of the site from 1966 looking towards north-west. Redevelopment of the shopfronts has already started at the properties at 1-8. Source unknown.

URBAN ANALYSIS

RECENT AND PROSPECTIVE PLANNING APPLICATIONS

In the near vicinity there has been several recent large scale residential submissions to the council, a couple of which are set out below:

Major redevelopment of the O2 Centre in Finchley Road that seeks to provide 1,900 new homes. The proposed development is typically four to six storeys tall with several 12 to 16 storey towers set towards the centre of the plot. This application is current at consultation stage.

Major development at 100 Avenue Road for 23-storey tower block in Swiss Cottage was refused planning permission due to developer's proposal to reduce the number of affordable housing provided. Nevertheless, the proposal of tall residential towers gained planning permission prior to that, and the site will be developed in the future.

Permission was granted in 2016 for erection of a residential development on 317 Finchley Road, adjacent to Finchley Road and Fognal Station. The proposal is for a part 7 part 10 storey building comprising public use facilities on the ground floor and 22 flats above. The building is currently under construction.

Permission was Granted in July 2024 with conditional planning permission, for the demolition of existing petrol filling station and associated convenience store at 104A Finchley Road, London. To be replaced with a six-storey building with commercial and flexible commercial/educational space at ground floor, with the above floors functioning as 31 residential flats comprised of 15x 1-beds, 13x 2-beds and 3x 3-bed.



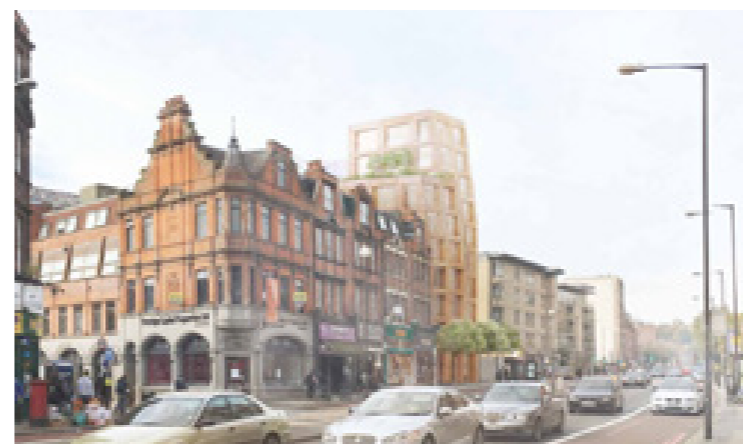
Proposed O2 redevelopment viewed from Finchley Road



Proposed O2 redevelopment



Proposed BP Station viewed from Finchley Road



Proposed development on 317 Finchley Road



100 Avenue Road rejected proposal



100 Avenue Road rejected proposal



Proposed development on 317 Finchley Road

PART III | PLANNING HISTORY

PLANNING HISTORY

RELEVANT PLANNING HISTORY

Full Planning Permission (Application Ref: 2013/8191/P) was granted in 2015 for Stephen Davy Peter Smith Architects' proposal for a five storey mixed-use building with basement floor to provide commercial uses (Classes A1/A3) at ground and basement floor levels and provision of 9 residential units on upper floors (4 x 1, 4 x 2, 1 x 3 bed) including communal garden at 1st floor level and rear terraces at 1st-4th floor levels.

Prior to this approval two pre-apps were undertaken, with key comments highlighted below:

Pre- App 01. 25/03/2013 (Ref:CA\2013\ENQ\00528)

Planning Officer's Key Comments:

- "The principle of creating a mixed use building taller than the existing would be considered acceptable subject to demonstration the loss of existing buildings is warranted. "

- "The amount of A1 floorspace provided should not fall below what is currently provided on the site. A Basement Impact Assessment is likely to be required."

- "The higher storey heights of the proposal give the building an appearance of an office building, rather than a primarily residential building. The height of the building should be reduced so that it sits more harmoniously in relation the residential block to the north."

Pre- App 02. 25/07/2013 (Ref: CA\2013\ENQ\00528)

Planning Officer's Key Comments:

- "The heritage assessment provided has "satisfied the council's Conservation and Design Officer.....that the building should not be considered as a non-designated heritage asset and in this regard Council officers are unlikely to resist its removal subject to a suitable replacement."

- "The principle to create a mixed use building which is taller than the existing would be considered acceptable."

- "Further justification is to be provided for the loss of the smaller commercial units currently existing at ground floor. A basement impact assessment to be provided as part of any subsequent planning application."

- "The overall height of the building is considered to be acceptable. The reduction in height from the previous pre-application proposal is welcomed. The proposed building is considered to now sit harmoniously within its context."

- "A building of a contemporary design would be welcomed on this site, reflecting the development of the townscape over a number of decades in this section of the street"

- "The suggested choice of facing materials, including red brick, reconstituted stone and glass, is likely to fit into the wider street frontage which is characterized by a number of materials including red brick and stone."

- "It is acknowledged as there is no certainty on the proposed occupier at this stage, a degree of flexibility is required in terms of use, however, it would be appropriate to have a minimum of 2 separate commercial units."

- "The site is vulnerable to noise, vibration and poor air quality.... you will need to demonstrate that all have been considered and that suitable mitigation measures are in place to ensure that the internal environment meets appropriate standards".



Pre-App 01 scheme (SDPS Architects)



Pre-App 02 scheme (SDPS Architects)



Approved scheme (SDPS Architects)

PLANNING HISTORY

RELEVANT PLANNING HISTORY

Following the approval gained by Stephen Davy Peter Smith Architects in 2013, Benchmark Architects proposed several alternative designs which were submitted in the form of pre-applications.

After receiving initial pre-app comments they submitted another one proposing a seven- storey building following demolition of existing 2 storey buildings to provide fifteen residential dwellings (C3) on floors 1-6 and commercial units plus ancillary residential space at ground floor level. The comments received in September 2021 indicate the scale of the proposal is appropriate for the site.

Pre- App 01. 11/09/2018 (Ref: 2018/3380/PRE)

Planning Officer’s Key Comments:

- “The existing site is relatively low density across approx. 60% of the footprint. Relevant site history provides support for intensification of development on the site and officers are supportive of that principles.”

- “The design of any development on the site must support and complement the retail function of the site by providing a robust and well-designed commercial base to the buildings which contributes positively to the pedestrian experience.”

- “The local area includes both variety and uniformity in the roofscape. The height of the existing buildings is anomalous along this section of Finchley Rd and the principle of the demolition and replacement of 9-12 (subject to suitably well designed replacement) has already been established. Therefore we would support the principle of an increase in height above the existing building heights commensurate with the heights of the adjacent mansion blocks.”

- “The base of the building is an important element of the pedestrian experience and the ground floor elevation makes a crucial contribution to the vibrancy and character of the town centre.”

The second pre-app was submitted, however formal response from the council has not been made available.

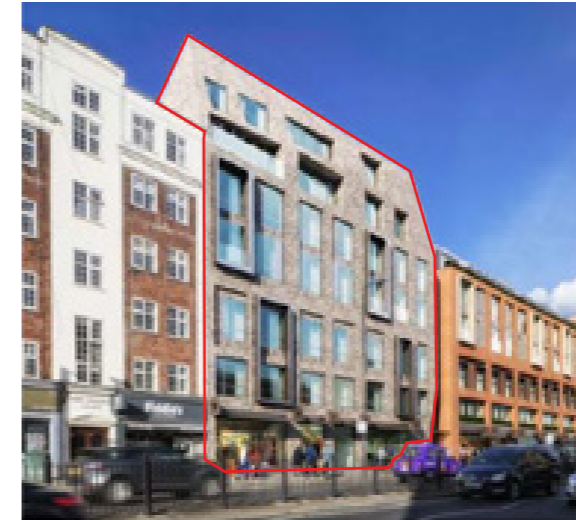
Pre- App 03. 24/09/2021 (Ref: 2021/0983/PRE)

Planning Officer’s Key Comments:

- “The mass and scale of the proposed development, comprising 7 storeys and a basement, is considered appropriate for the site and its surroundings. Although it would be the tallest building in the surrounding context it is considered to fit comfortably with the scale of the street. It is understood the adjacent site (no’s 1-8 New College Parade) which is in the applicant’s ownership will come forward for pre application shortly and so the conditions in the immediate area are subject to change and intensification.”

- “The proposed main material for the building is brick, with the top storey material made of a dark metal and contrasting in tone with the lower floors. The choice of brick as the predominant material is appropriate for the site and sits comfortably with the surrounding context of varied brick buildings. The metal clad roof extension should be of a high quality and well detailed material. Indicative metal and brick types should be provided with an application.”

- “In terms of the commercial floorspace, Policy TC2 identifies that the Council will seek to protect and enhance the role and unique character of the Finchley Road Town Centre and will ensure that new development is of an appropriate scale and character for the Town Centre. Commercial development is expected to 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 in the Town Centre. The extension of the commercial offer through incorporation of the existing basement provides an opportunity to increase the diversity of retail offer on-site through the provision of large and small units across the wider site.”



Pre-App 01 scheme (Benchmark Architects)



Scheme following Pre-App 1 (Benchmark Architects)



Pre-App 02 scheme (Benchmark Architects)



PLANNING HISTORY

PRE- APPLICATION

The following proposal was presented to the Council Planning Department at Pre-application stage and received a formal pre-app response on 14th of June 2022 (Ref: 2022/1221/PRE).

The proposal was broadly well received, with the following three key points raised

:

Planning Officer’s Key Comments:

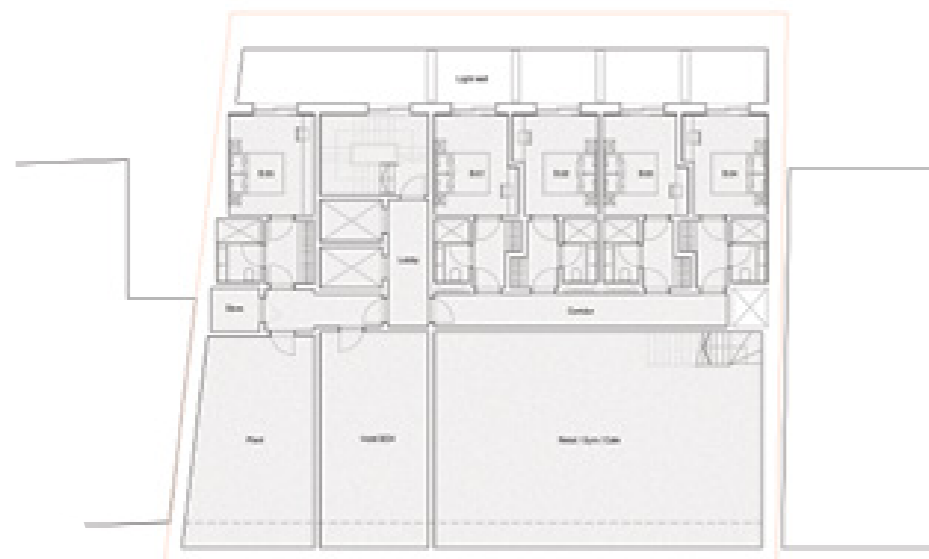
- *“The retention, or at least partial retention, of the existing building would be preferable to its demolition and replacement both in terms of sustainability and heritage benefits.”*

- *“The Local Plan is clear that self-contained housing is the priority land use in the borough and officers do not consider that it would be possible to justify a lack of housing provision at the site.”*

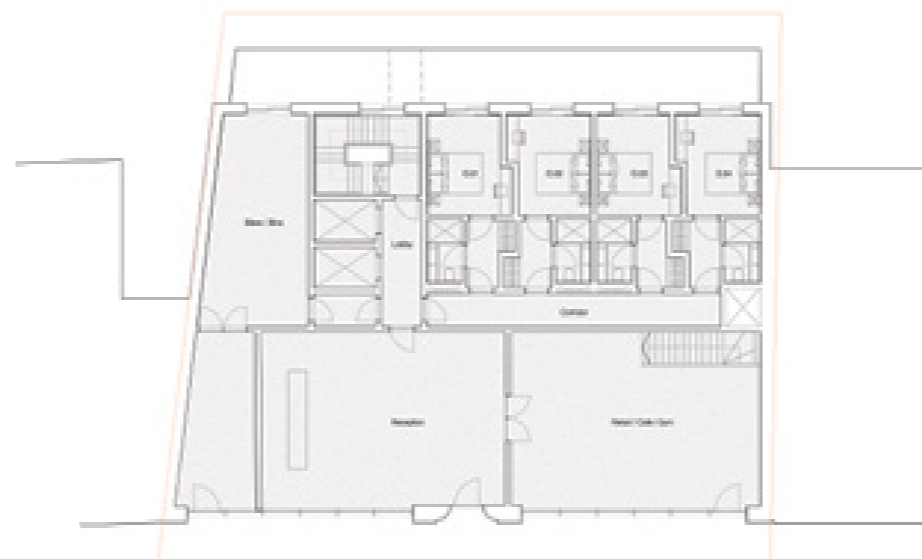
- *“The proposed hotel development represents large-scale tourism development and therefore the proposal is contrary to policy, which normally directs large-scale tourism development to the Central London Area. Whilst it may be possible to support a proposal for a hotel use on the site, this is only if the proposal also provides self-contained housing on site.”*



Proposal front facade



Basement plan



Ground floor plan



Typical floor plan



PLANNING HISTORY

RESPONSE TO PRE-APPLICATION ADVICE

Following the Pre-app in June 2022, validated in February 2023 and withdrawn in early 2024 (see Pre-application information in the accompanying Stage 1 document for further details) the revised proposal included in this document seeks to address the council's three key concerns as follows:

Pre-app comment 1:

- *“The retention, or at least partial retention, of the existing building would be preferable to its demolition and replacement both in terms of sustainability and heritage benefits.”*

Design Team response:

It was suggested that the retention of the existing Edwardian Baroque facade at ground and first floor be retained for heritage and sustainability benefits. A Pre-demolition Audit has been undertaken.

It is noted that of the existing facade there are considerable sections of it that are not original and are instead modern installations that are of no heritage value. As such it is proposed for these sections to be removed. Once the modern additions are removed, what remains of the original facade is limited. As such the revised proposal set out in this document proposes to reinstate the original design for the facade.

For the new-build element to the proposal, from first floor upwards several concept facades were designed at feasibility stage in response to the Design Officer's comments in the Pre-app meeting. These concept facades are set out later in this document for reference. However, the chosen facade design is one that takes cues from the previous design presented at pre-app, adapted to ensure that the overall architectural rhythm and facade articulation lines through with the layout of the existing facade.

Pre-app comment 2:

- *“The Local Plan is clear that self-contained housing is the priority land use in the borough and officers do not consider that it would be possible to justify a lack of housing provision at the site.”*

Design Team response:

The introduction of residential use was recommended, to comply with Local Plan policy. As a result residential use has been incorporated into the top two floors of the proposal in place of hotel accommodation.

Due to the requirement to reinstate the existing facade the opportunity to introduce a separate residential entrance was not possible so a combined hotel / residential core has been designed. Lift access to the residential floors will be separately key-fobbed to ensure suitable security.

Pre-app comment 3:

- *“The proposed hotel development represents large-scale tourism development and therefore the proposal is contrary to policy, which normally directs large-scale tourism development to the Central London Area. Whilst it may be possible to support a proposal for a hotel use on the site, this is only if the proposal also provides self-contained housing on site.”*

Design Team response:

The proposed design has reduced the size of the hotel by removing hotel rooms from both the basement and ground floor and with the introduction of residential use at the top two floors. It is also proposed that the hotel will function in part as a 'long stay' hotel rather than a strictly 'tourist' hotel which will result in less vehicle trips to and from the building on a daily basis.

PLANNING HISTORY

EXISTING FACADE RETENTION & ADAPTATION

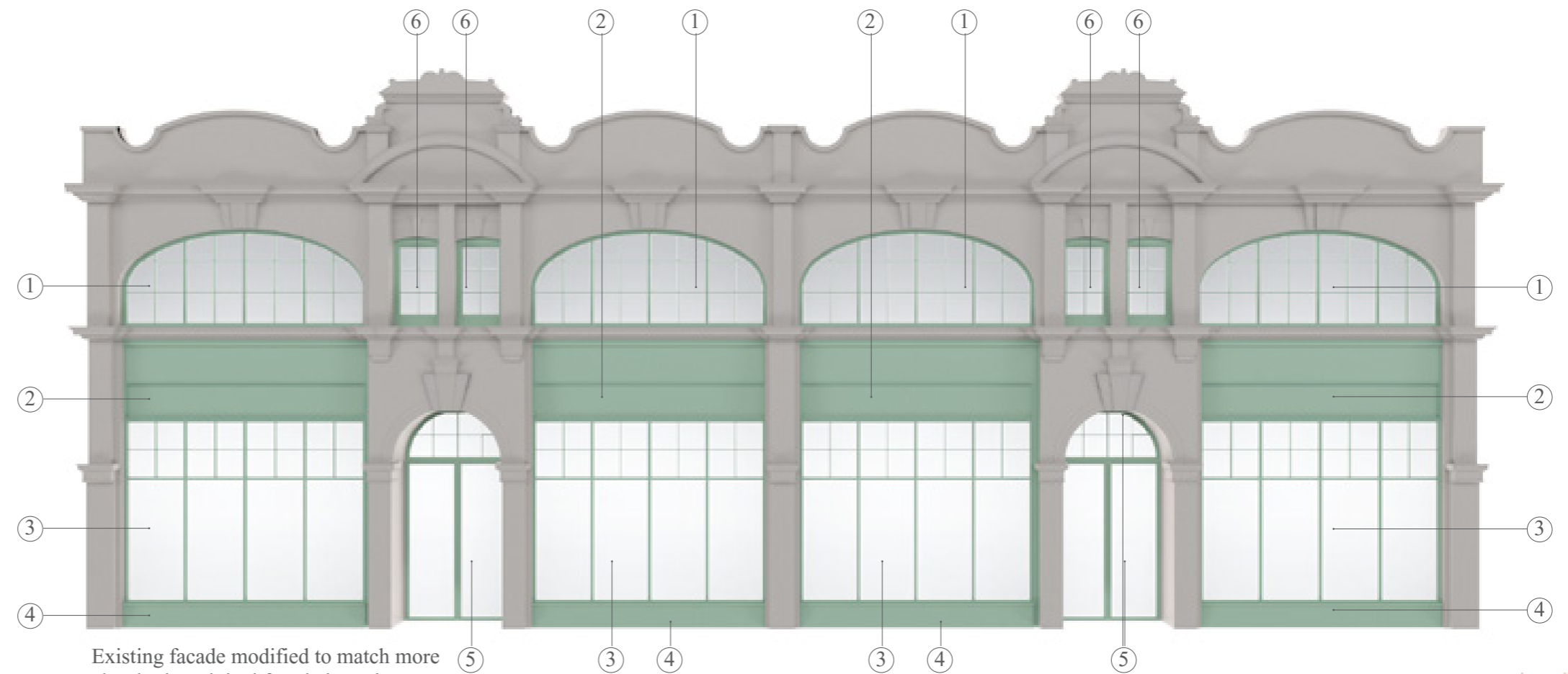
Following the facade modification resulting in a symmetrical elevation the remaining openings are then infilled with new, high-performance fenestration delivered in a contemporary manner whilst retaining traditional elements such as stallrisers and fascia boards. The entrances are opened up with glazed double doors introduced with arched fanlights above.

The following glazed elements (marked in green) are introduced into the remaining openings:

1. Glazing set within sprung arches with vertical mullions
2. New fascia boards with signage over
3. Glazing set within shopfront openings with vertical mullions and transoms over
4. New low level stallrisers
5. Full height glazed double doors with arched fanlight over
6. Sash windows installed in existing openings



Existing facade modified (for comparison)



Existing facade modified to match more closely the original facade intentions

PLANNING HISTORY

EXISTING FACADE REINSTATEMENT

The following analyses the existing Edwardian Baroque facade, distinguishing between those parts that are original and those that are modern additions.

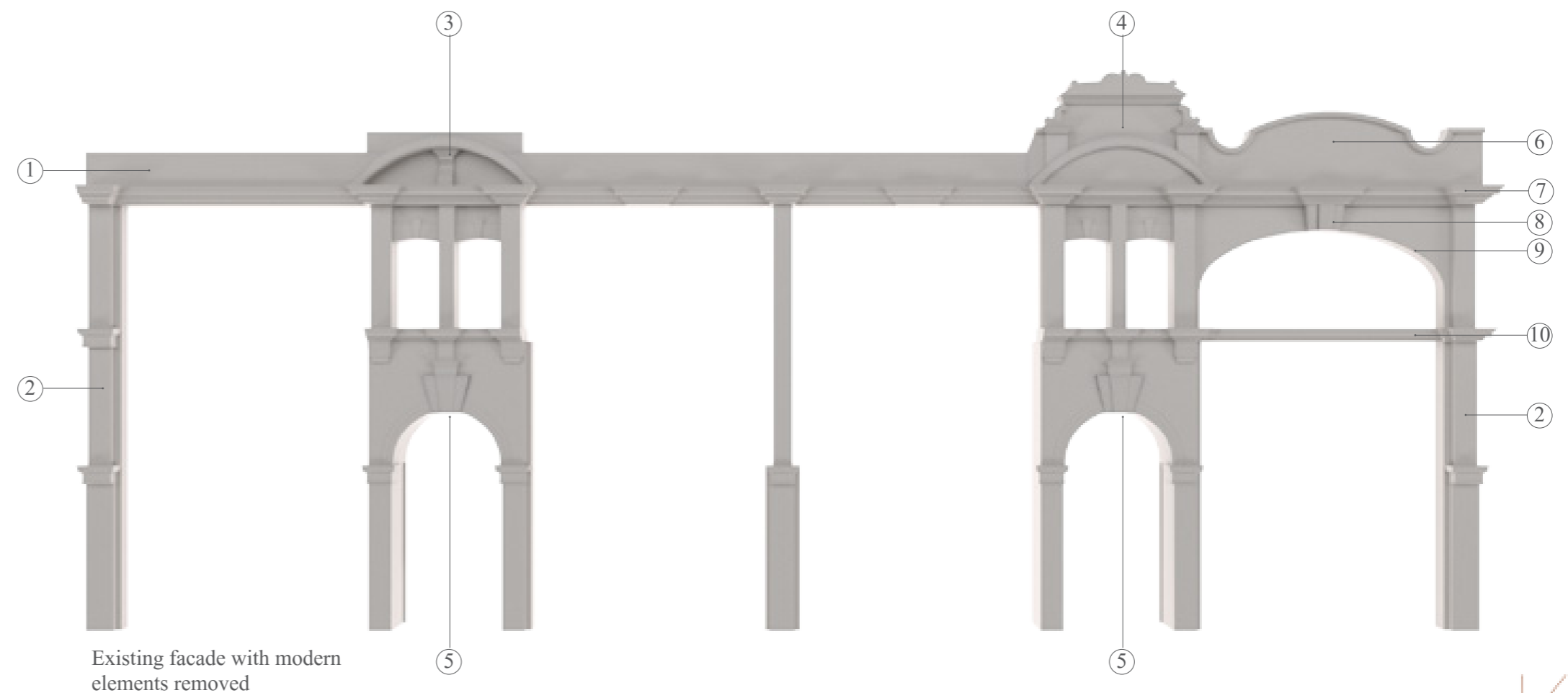
This exercise has been undertaken alongside consideration of historic photos included in the accompanying Stage 1 document, however no photos have been found of the building before 1950s when the building was first modified significantly for use as a motor workshop.

All the following elements (marked in orange) are deemed not to be original:

1. Vertical timber boarding, painted brown
2. White uPVC casement / fixed windows
3. Painted timber panelling
4. Plastic shopfront signage
5. Timber entrance doors with open arch over
6. Glazed shopfronts with timber / metal frames
7. Timber stallriser
8. Faux-marble stallriser
9. Horizontal timber panelling
10. Timber window set in original arch opening

With the removal of the non-original elements what remains is a skeletal frame comprised of the following:

1. Flat rendered parapet
2. Plastered column
3. Arched window pediment over dual-window
4. Arched window pediment over dual-window with ornate parapet above
5. Arched opening with rendered keystone above
6. Profiled parapet
7. Profiled cornice with projecting column capitals
8. Rendered keystone
9. Painted terracotta sprung arch
10. Horizontal window cill to sprung arch



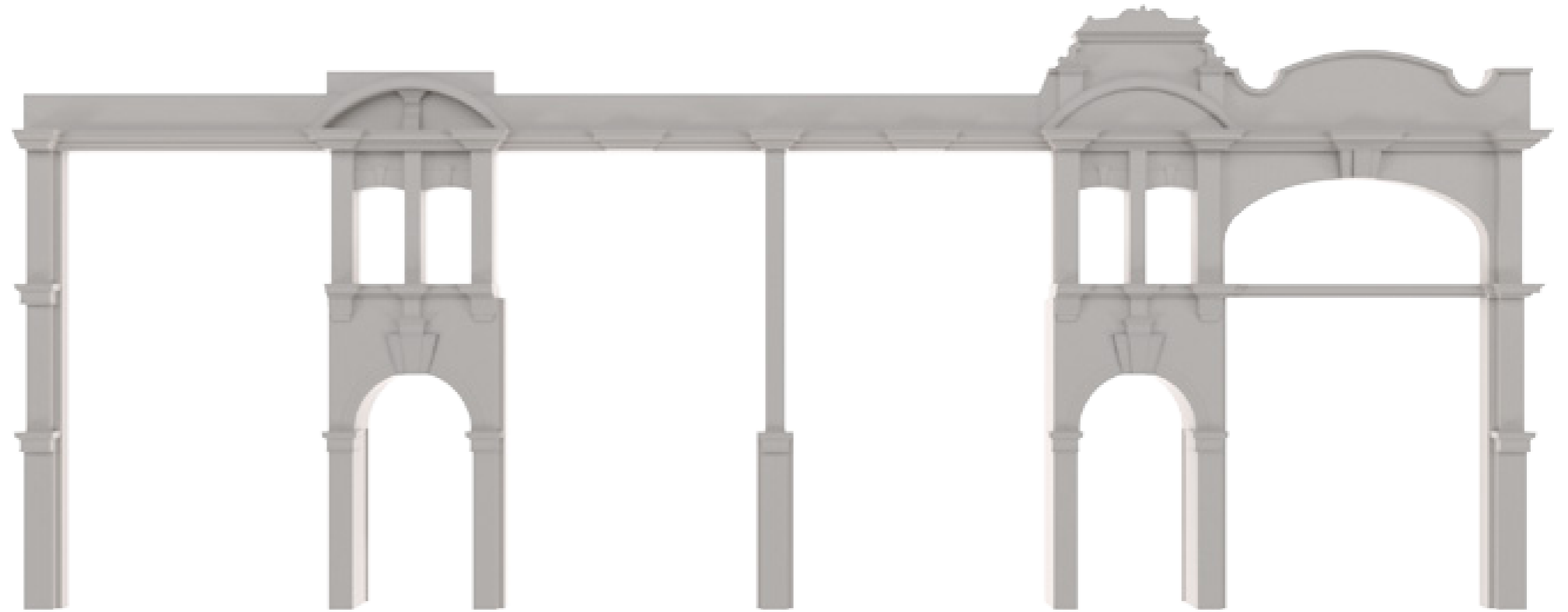
PLANNING HISTORY

EXISTING FACADE RETENTION & ADAPTATION

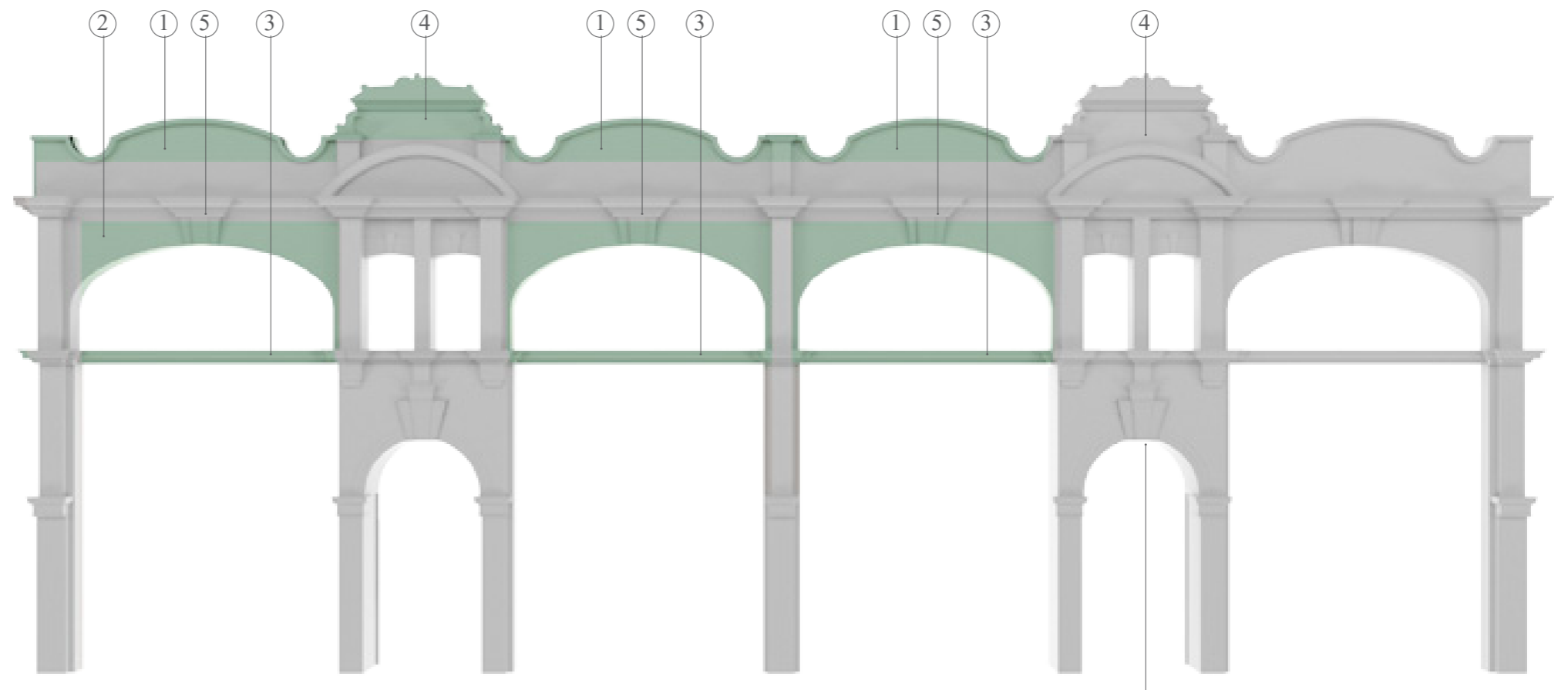
Once the existing facade has been stripped of all modern additions the remaining skeletal frame is then adapted by introducing additional components that results in a symmetrical facade that far more closely reflects that of its original intentions.

The following elements (marked in green) are reintroduced into the facade:

1. Reinststate profiled parapet
2. Reinststate the sprung arch
3. Reinststate window cills to sprung arch
4. Reinststate arched window pediment and ornate parapet
5. Reinststate keystone



Existing facade with modern elements removed (for comparison)



Existing facade modified to match more closely the original facade intentions

PLANNING HISTORY

RESPONSE TO PRE-APPLICATION ADVICE - ALTERNATE FACADE DESIGNS

The following images present three varied approaches to addressing the Design Officer's request for the existing Edwardian Baroque facade to be reinstated (see later justification for the adaptations to the existing facade that are presented in these images), ranging from in-keeping traditional to juxtaposed contemporary.

Option 1: Traditional Baroque

To tie in the new-build element of the proposal with the existing Edwardian Baroque facade a traditional brick facade was designed with traditional (yet modest) baroque detailing and ornamentation introduced.

Whilst the design is deemed to be an appropriate and in-keeping design in relation to the existing facade it was decided amongst the design team that it is too elaborate and ostentatious given its setting.



Option 1. Traditional Baroque

Option 2: Brick & GRC

Presented as a middle ground between traditional and contemporary, this proposal builds from the design previously presented at pre-app, adapted to ensure that the overall architectural rhythm and facade articulation lines through with the layout of the existing facade. Two options were produced, the first (2a) included for six bays at the upper levels, whilst the second (2b) included for seven bays at the upper levels. It was the second option which was preferred by the Design Team and consequently developed as the chosen design.



Option 2b. Brick & GRC; 7 bays facade

Option 3: Contemporary

A complete juxtaposition to the existing facade. This design introduces strongly contrasting contemporary glazing and metalwork in the form of numerous box-like components above.

Whilst striking in form this proposal was rejected by the Design Team due to it being potentially too contentious and costly to build.



Option 2a. Brick & GRC; 6 bays facade



Option 3. Contemporary

PLANNING HISTORY

PLANNING SUBMISSION 2022

The previous application submitted (planning reference:022/5568), validated in February 2023 this proposal looked to deliver a mixed-use building with restaurant on ground floor and basement, hotel rooms from first to fourth floor and residential units on fifth and sixth floor. Access, fire escape routes and vertical circulation are shared between hotel and residential, whereas the restaurant units have separate access, circulation and fire escape.

The proposed building totalled 2,315 sqm (GIA) with a building height of 22.5m. The hotel use provided 44 rooms across four storeys totalling 934 sqm (NIA). The residential use provided 6 dwellings split over the top two floors with a total of 372 sqm (NIA) and the proposed restaurant space totalling 215 sqm (NIA).

During the planning submission process several adaptations to the design were undertaken through ongoing discussions with the case officer, as elaborated on the following page.



Option 2b. Brick & GRC; 7 bays facade

PART IV | PROPOSAL

PROPOSAL

SUMMARY

This section of the Design & Access Statement sets out the proposal for the proposed development at 9-12 New College Parade as a replacement to the existing two storey building, with the retention of the existing two-storey Edwardian Baroque facade.

The proposal looks to deliver a 59 room boutique hotel that will act as a high quality and active new building within the New College Parade section of Finchley Road Town Centre. In addition to hotel use it is proposed to introduce 3 residential units at first floor and restaurant use at ground and basement level.

The concept set out in this document considers building height, scale, proportion, materiality to inform the final design.

OVERVIEW

The proposal is a mixed use building with restaurant on ground floor and basement, hotel rooms located on the basement and ground floor as well as the second to sixth floors with residential units on the first floor.

The hotel provides 59 rooms across six storeys.

The residential use provides 3 dwellings on the first floor.

ACCESS

Hotel

- Primary access from Finchley Road, shared with restaurant.
- Reception on ground floor, shared with restaurant..
- 2 lifts serving all floors.
- Service lift between basement and ground floor for refuse and cycle facilities.
- 5no DDA compliant rooms provided.
- Level access provided throughout building with access to DDA rooms via the lifts.
- Building designed in accordance with Building Regulations Part M.
- Level access into reception from street.

Residential Units

- Primary access from Finchley Road.
- Lobby on ground floor incorporating letter boxes.
- 1 lift and staircase for residential users.
- Level access provided throughout building via the lifts.
- Building designed in accordance with Building Regulations Part M.
- Level access into lobby from street.
- Cycle / bin store located at ground floor for ease of access.

Restaurant

- Shared primary access with hotel from Finchley Road.
- User DDA lift provided into restaurant unit from street.
- Cycle store provided at ground level.

SECURITY

Hotel

- Shared reception security monitoring.

Residential Units

- Lobby security monitoring.
- Only residents will have access to first floor - doors / lift to residential floors to be fobbed.

Restaurant

- Shared reception security monitoring.
- Secure access into restaurant unit and back of house.

REFUSE

Hotel

- Bin storage provided on ground floor. Access from street via separate door, shared with restaurant bins and within 10m of truck parking location.
- Access for end user via door in lift lobby.

Residential Units

- Bin storage provided on ground floor. Access from street via separate door and within 10m of truck parking location.

Restaurant

- Bin storage provided on ground floor. Access from street via separate door, shared with hotel bins and within 10m of truck parking location.

CYCLE FACILITIES

Hotel

- 4 long stay cycle spaces provided in the basement together with 8 lockers and a shower - access via service lift from reception.

Residential Units

- 6 long stay cycle spaces provided in the basement - access via entrance lobby.

Restaurant

- 2 long stay cycle spaces provided at ground floor.

FIRE ESCAPE

Hotel

- Fire fighting lift and evacuation lift incorporated into main stair core - Two escape routes provided, one to the rear of the site (exit at first floor level) and one to Finchley Road via an independent escape route.
- Independent escape routes for basement and upper floors.

Residential Units

- Independent escape route via staircase.

Restaurant

- Escape to Finchley Road via an independent escape route.

For full details of fire strategy refer to accompanying Fire Statement.



PROPOSAL

STREETSCAPE

The massing along New College Parade is varied, comprising predominantly commercial and residential accommodation, mostly with retail at street level.

When considering the wider context of the site there are broadly three horizontal datums that split the streetscape:

Datum 1 sits around 1-2 storeys and emphasises the street level retail.

Datum 2 sits at circa 3-4 storeys at the roof level of many of the more historic buildings.

Datum 3 broadly lines the parapet level of many of the taller, modern buildings.

Where the existing building on the site terminates between Datums 1 and 2, the proposed development raises the building height to line through with Datum 3.

Additionally a fourth datum can be drawn from the taller buildings in the wider area, in this case the seven storey Art-Deco style Waitrose Building to the West.



DATUM 4 (Waitrose, 199 Finchley Rd)

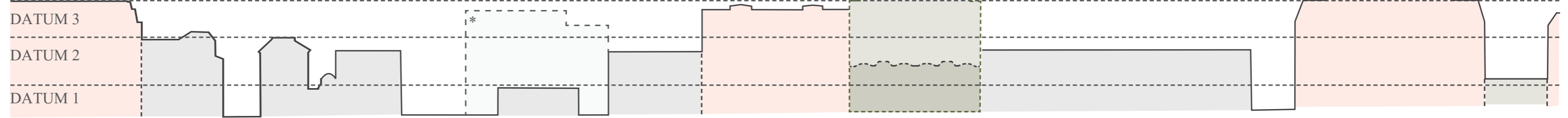


For additional datums refer to the following page.

SITE - EXISTING

EXISTING CONDITION
North side of Finchley Road

DATUM 4 (Waitrose, 199 Finchley Rd)



For additional datums refer to the following page.

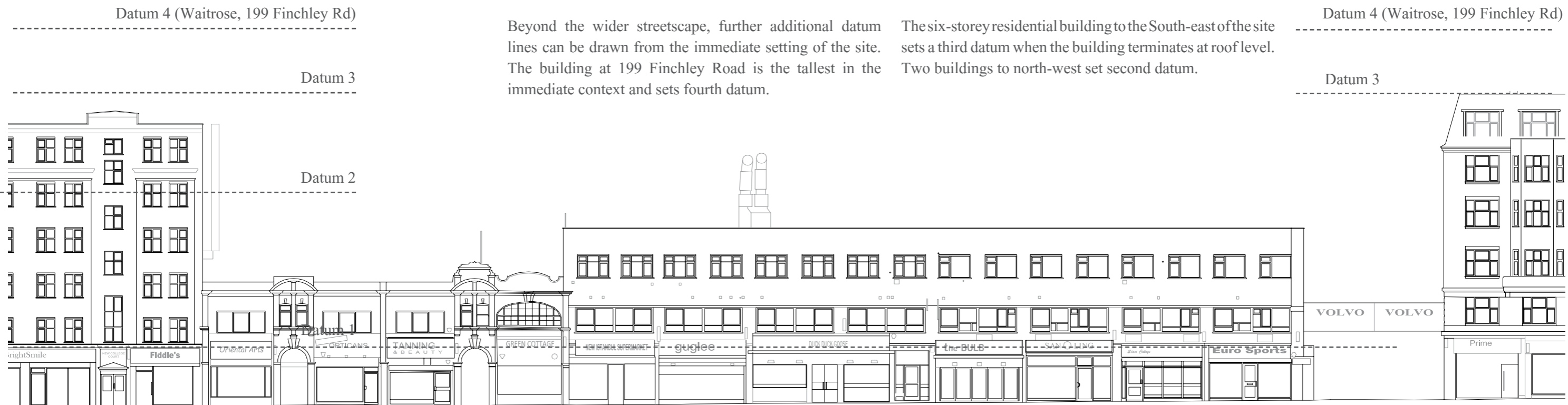
SITE - PROPOSED

PROPOSED CONDITION
North side of Finchley Road

* Newly proposed 6 storey development on the Finchley Road BP station site



PROPOSAL
MASSING & DATUMS



EXISTING STREETScape

Beyond the wider streetscape, further additional datum lines can be drawn from the immediate setting of the site. The building at 199 Finchley Road is the tallest in the immediate context and sets fourth datum.

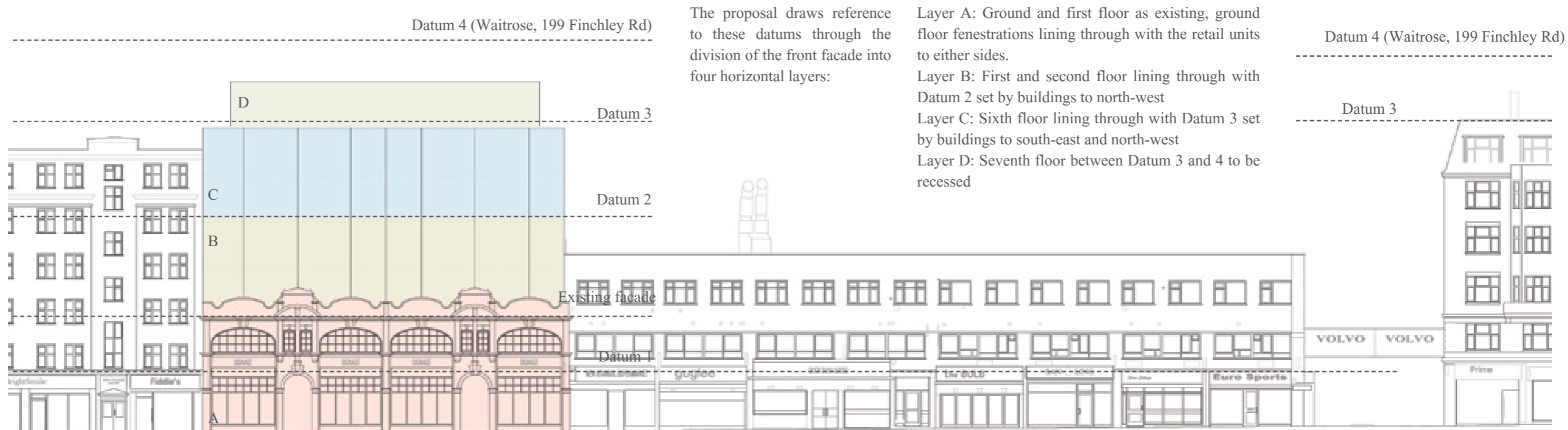
The six-storey residential building to the South-east of the site sets a third datum when the building terminates at roof level. Two buildings to north-west set second datum.

Datum 4 (Waitrose, 199 Finchley Rd)

Datum 3

Datum 3

Datum 2



PROPOSED STREETScape

The proposal draws reference to these datums through the division of the front facade into four horizontal layers:

- Layer A: Ground and first floor as existing, ground floor fenestrations lining through with the retail units to either sides.
- Layer B: First and second floor lining through with Datum 2 set by buildings to north-west
- Layer C: Sixth floor lining through with Datum 3 set by buildings to south-east and north-west
- Layer D: Seventh floor between Datum 3 and 4 to be recessed

Datum 4 (Waitrose, 199 Finchley Rd)

Datum 3

Datum 3

Datum 2

Existing facade

Datum 1



PROPOSAL

MATERIALITY & COLOURATION CONSIDERATION

Based on the existing material palette of the street, the following presents a variety of materials that would be an appropriate material finish for the development.

1. Tinted Concrete

Appearance and texture of stone.

Variety of colour opportunities.

Can be fabricated in large or small panels.

2. Engineered Stone

High quality stone finish.

Neutral colour palette.

Robust, high quality material.

Facade formed of individual stone blocks.

3. Brickwork / brick slips

High quality brick finish.

Neutral colour palette.

Facade formed of individual stone blocks.

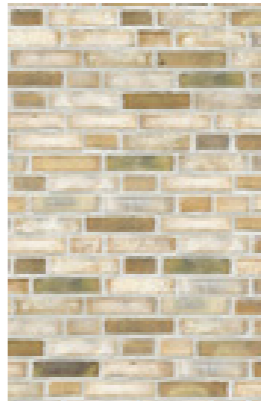
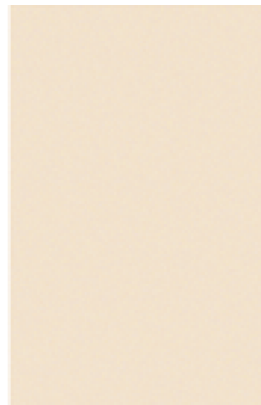
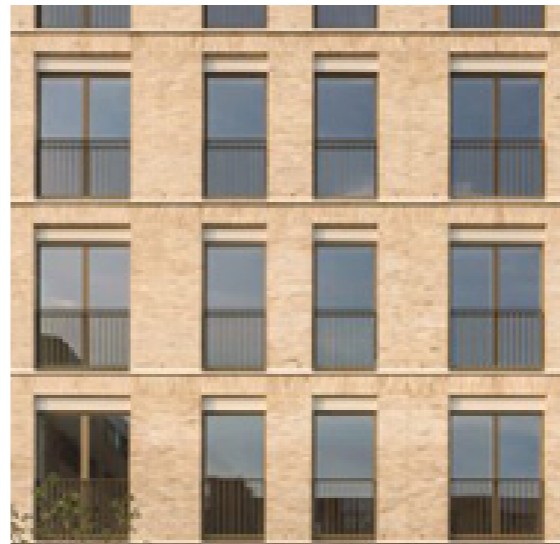
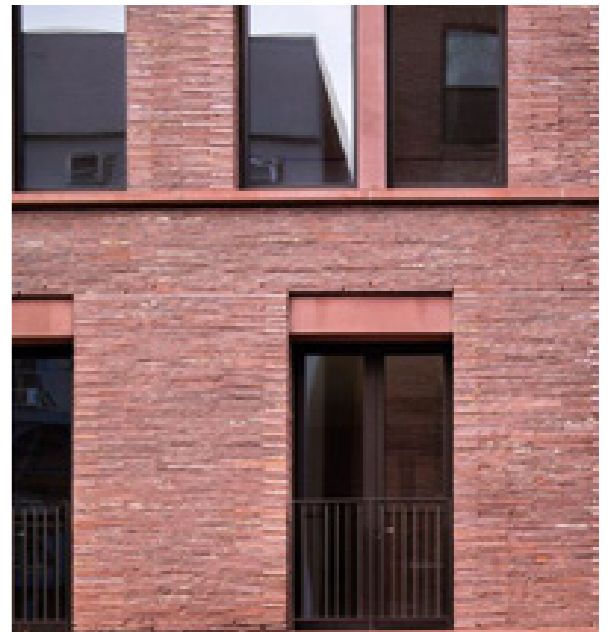
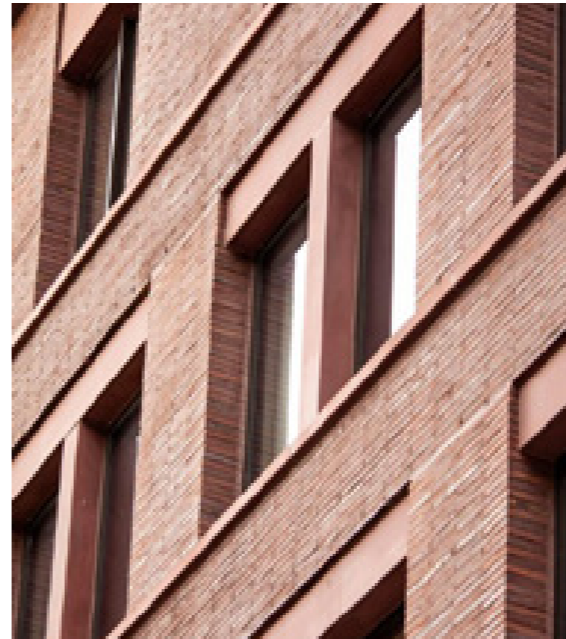
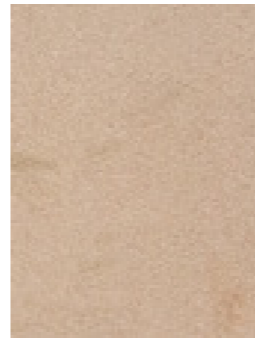
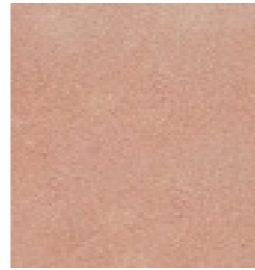
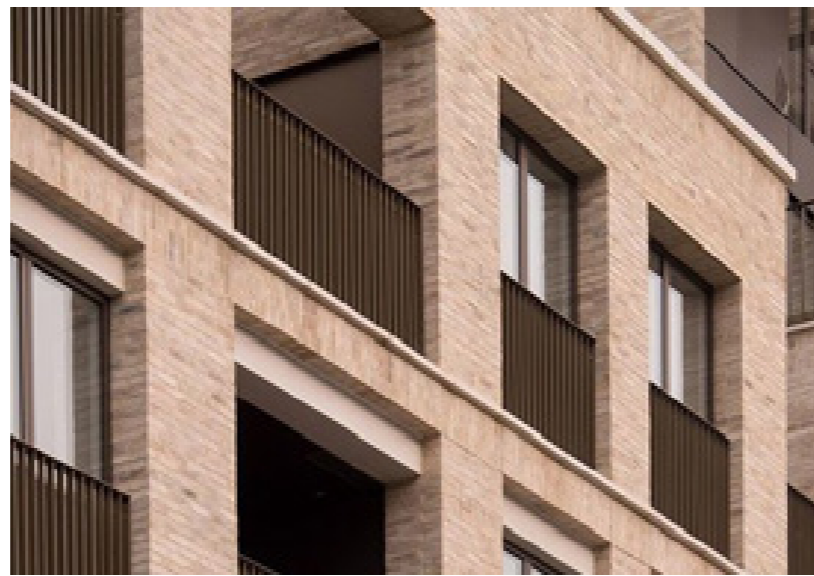
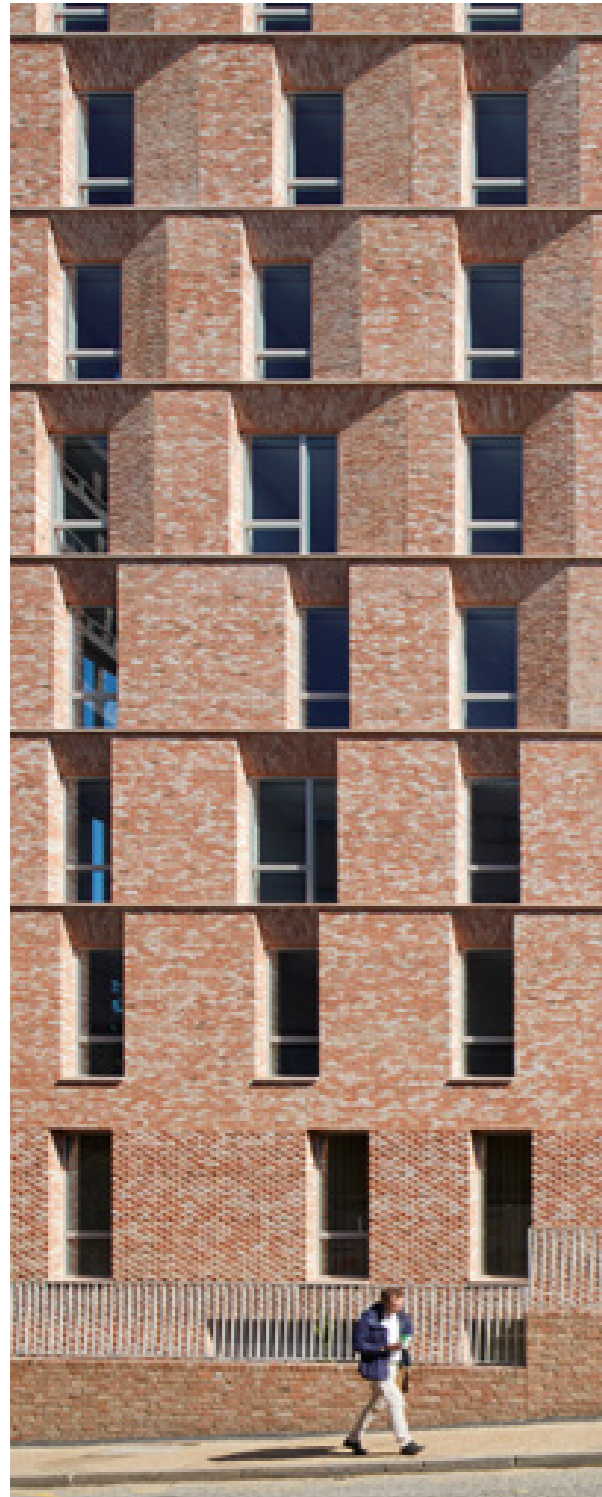
Chosen materials

* Red / brown brickwork

** Tinted concrete



PROPOSAL
MOOD BOARD



The accompanying images present precedent imagery that collectively provide an impression of the preferred material palette / architectural language for the development.



PROPOSAL MATERIALS

Following analysis of the surrounding area the proposal requires careful thought with regard to the materiality it takes on. The building is to tie in with its material context. In the same time it has to stand out in terms of the quality of architecture. The following explains the reasoning for the proposed material palette.

Given the dominance of brickwork as a prevailing material in the area, this is the preferred material of choice, so as to best allow the building to comfortably fit within its setting. It is also acknowledged that brickwork as the primary material was previously accepted as appropriate by the Council in their pre-app response to Benchmark Architects' design (Ref: 2021/0983/PRE):

"The proposed main material for the building is brick, with the top storey material made of a dark metal and contrasting in tone with the lower floors. The choice of brick as the predominant material is appropriate for the site and sits comfortably with the surrounding context of varied brick buildings."

However, rather than choose a stock brick of standard dimensions a modern interpretation is proposed to ensure a high standard of finish that compliments yet stands out against the surrounding brick buildings. For this a handmade brick of soft orange colour is proposed, of elongated proportion to provide a unique brickwork blend of high quality.

To accompany the brickwork tinted concrete is chosen, which acts as a contrasting yet complimentary secondary material.

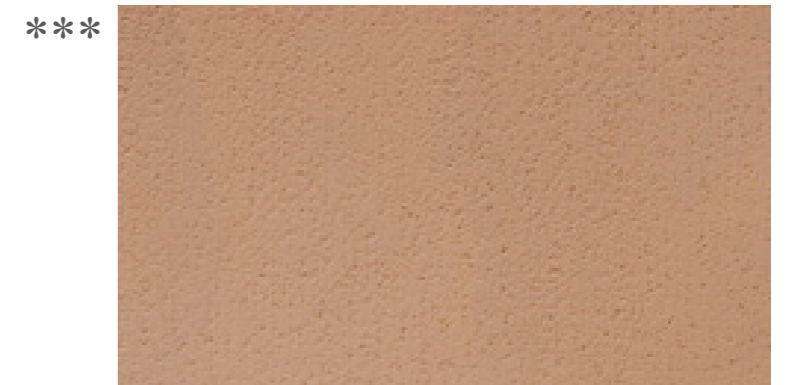
* Primary material: hand-made bricks, tinted soft orange with natural clays - solid in stature, textured in composition. Chosen bricks are to be of slender, elongated proportions from that of a typical brick.

** Secondary material: tinted concrete, pigmented in soft orange. Smoother in finish to that of the brickwork. Whilst being a commonly used (and therefore easily sourced) material, the tinting in the concrete allows for a unique method of execution - it stands as a recognisable material in an unfamiliar finish.

*** The retained, restored and adapted facade will be finished cohesively in a mineral paint, coloured to complement the tinted concrete above, to provide a unique matt finish to all elements across the first two floors.

In addition, a fourth material is introduced to the finer details of the facade - decorative guarding, window reveals, planters etc - in the form of powder-coated metalwork, finished black. A robust, smooth material the metalwork allows the more intricate elements of the building to stand out against the soft orange backdrop. Its modern material properties subtly reflect the age in which the building originates. The powder-coating provides suitable wear and is easily repairable if scratched.

The combination of hand-made brick, tinted concrete, mineral paint and smooth metal, all in a complimentary colours palette compile to provide a uniquely finished building in a recognisable form.



PROPOSAL

MATERIALS

The following images present an overall architectural 'look and feel' for the building incorporating both front and rear elevations. The material palette will primarily consist of orange/red brickwork and tinted concrete to the top floor and additional building features. Black metalwork and window frames introduced an additional tertiary material. Planting and greenery provide a final layer of finish to the façades.



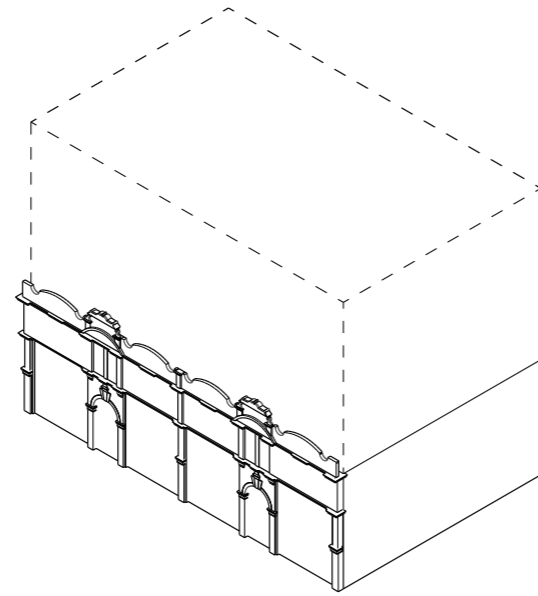
PROPOSAL

MASSING DEVELOPMENT

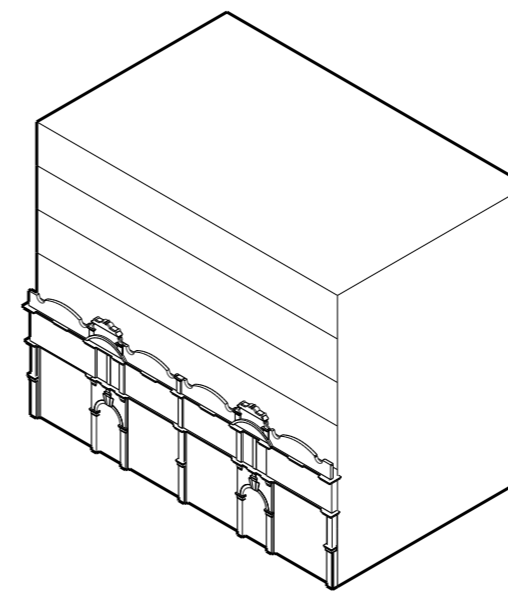
In line with the 'Massing and Datums' studies set out earlier in this document, the facade composition has been designed as set out in the following diagrams.

Such massing has been developed in consideration with the feedback received from previous pre-app submissions, most notably that of the Benchmark Architects' application ref: 2021/0983/PRE which states:

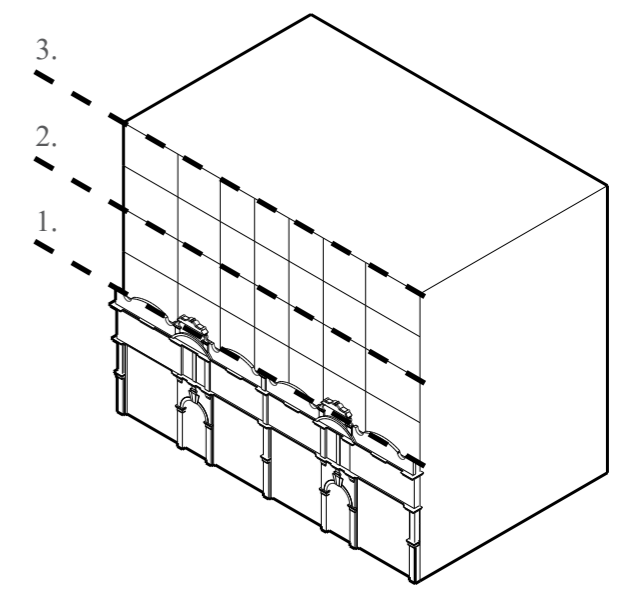
"The mass and scale of the proposed development, comprising 7 storeys and a basement, is considered appropriate for the site and its surroundings. Although it would be the tallest building in the surrounding context it is considered to fit comfortably with the scale of the street."



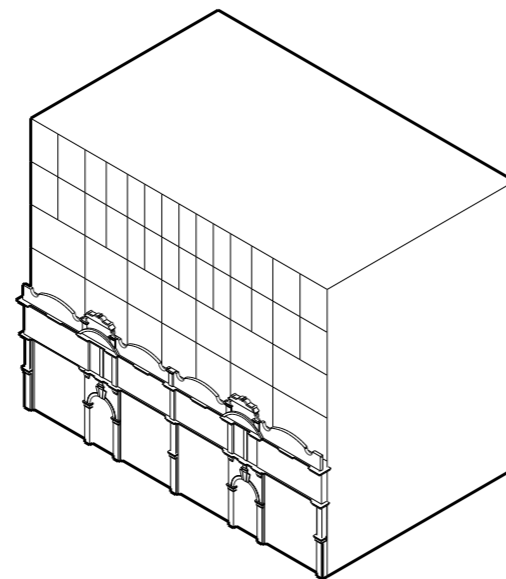
1. Existing facade retained and adapted.



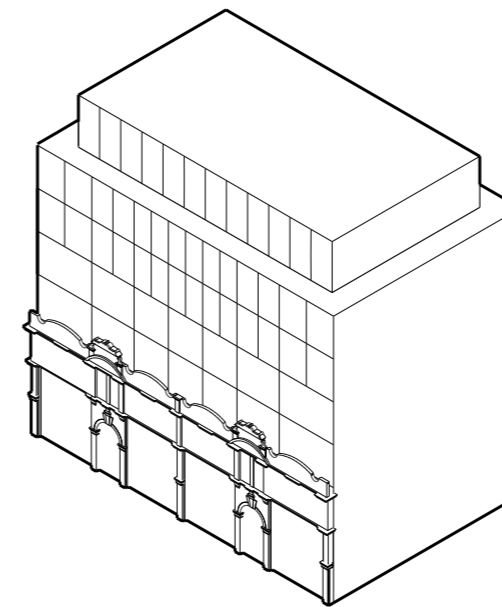
2. Proposed overall mass is set by the site footprint (setting off considerably from the rear boundary). Four additional floors are introduced above that of the existing two-storey facade.



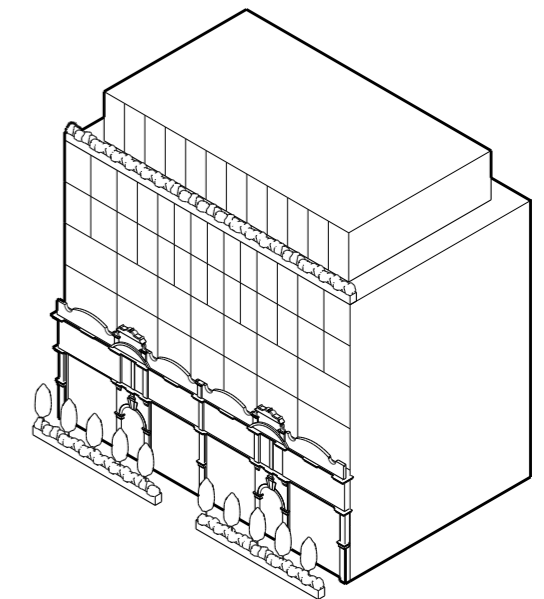
3. Datums 1, 2 and 3 are emphasised on the facade horizontally whilst vertically the facade is split into seven bays, lining through with the elements of the original facade below, which provides sufficient opportunity for equally space hotel rooms along the front facade.



4. To emphasise the datum divisions the upper two floors are split further, doubling the number of facade divisions compared to those below. This also encourages the classical principle of 'entasis', that is that the building is getting incrementally lighter as the facade elevates.



5. Additional recessed mass is introduced at sixth floor. This mass is set in to create a clearly subordinate top floor.



6. A further layer of refinement is introduced to the facade in the form of greenery at both street level and top floor level. This layer, which will continue internally, is integral to achieving the building's sustainability credential.

PROPOSAL

COMPARISON WITH 2022 WITHDRAWN SUBMISSION

A previous planning application was submitted in 2022 for a 72 room hotel. Following a collaborative development process with the council, significant reductions were introduced to the scheme. In early 2024 this application was withdrawn.

The following sets out the reductions that were made and compares the withdrawn scheme with the current scheme.

PREVIOUS PLANNING SUBMISSION 2022 (Withdrawn 2024)

Building Height 22.5m
Building floor area: 2,365 sqm GIA
Room count 72 no Room
Affordable Housing 3 no Flats
Retention of the existing Edwardian front facade.

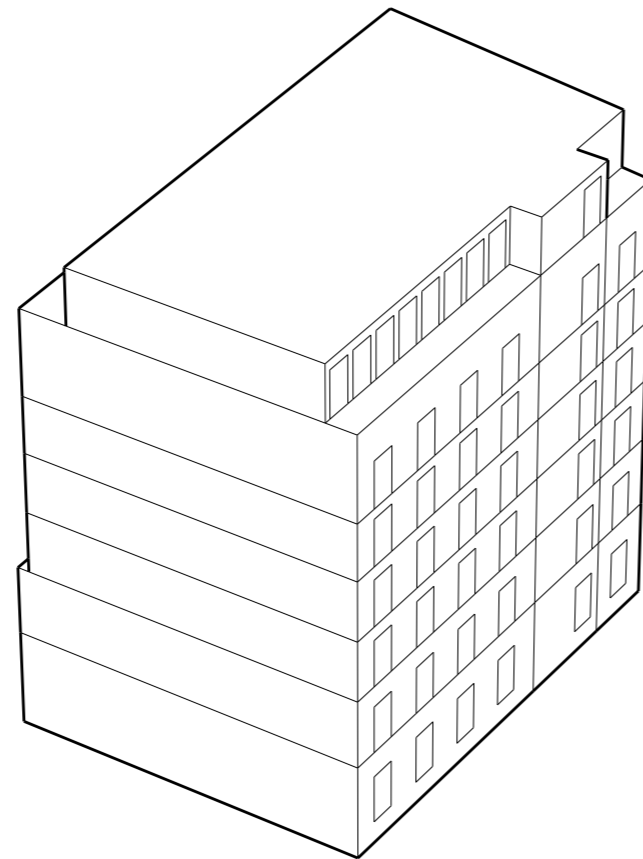
CURRENT PLANNING SUBMISSION

Reduction in height by 800mm.
Building floor Area: 2,137 sqm GIA.
Additional reduction set back at the rear second floor to fifth floor by 1.8m.
A further reduction again at the sixth floor set back by 1m.
Room count reduced by 13 no rooms (59 no rooms)

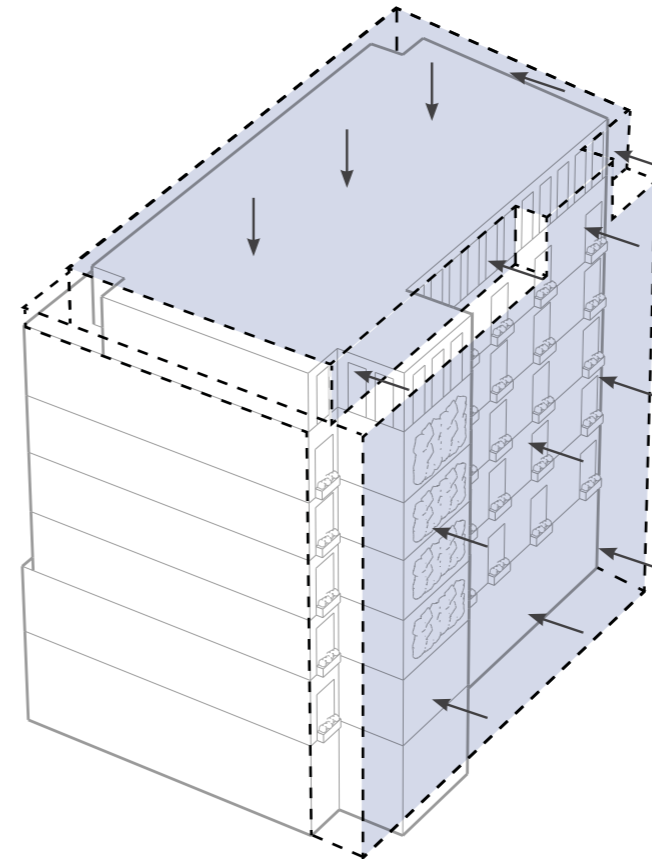
Following the recent withdrawal of the 2022 application this current submission introduces a further significant reduction in the building mass following concerns raised by the Case Officer over the extents of the root protection area (RPA) of the large London Plane tree immediately to the north of the site.

To avoid the root protection area of the tree to the rear, it is now proposed that the principal rear elevation is reduced as follows:

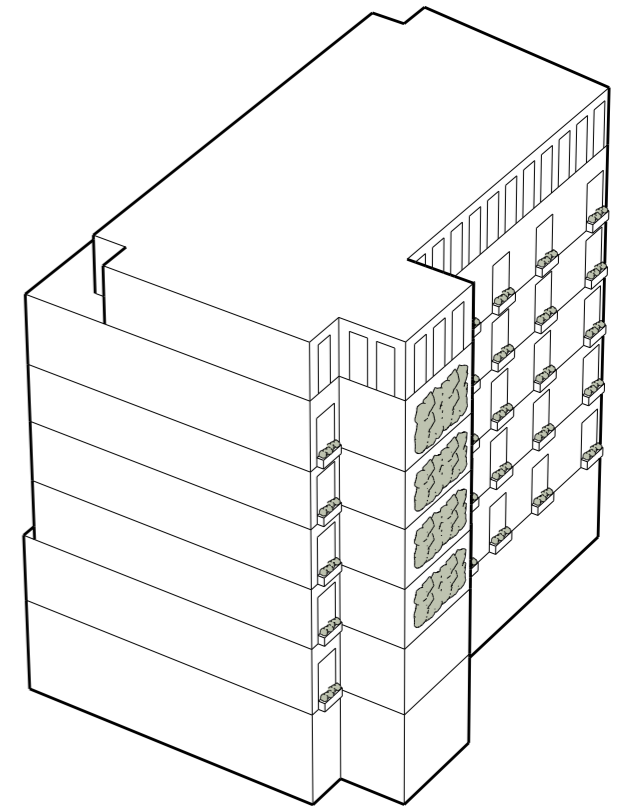
- set in 1.8m at basement - first floor



PREVIOUS PLANNING SUBMISSION 2022



2022 - 2024 SUBMISSION COMPARISON



CURRENT PLANNING SUBMISSION

The result is that now all of the rear facade lining through, with the exception of the new secondary core that is now required under the new Building Regulations 2023. Note, the secondary stair core does not impede the tree root protection area.

Further enhancements to the rear have been introduced to mitigate concerns of overlooking and outlook from the neighbours to the rear. These enhancements include a green wall to the rear core, greenery planting on rear windows, hierarchy of facade materials and semi opaque glazing to all windows.

PROPOSAL

DESIGN JUSTIFICATION

The new-build element of the proposal was designed carefully to work in harmony with the retained facade along Finchley Road.

Lines of symmetry were drawn from the existing facade, which in turn determined the positioning of upper level window fenestration.

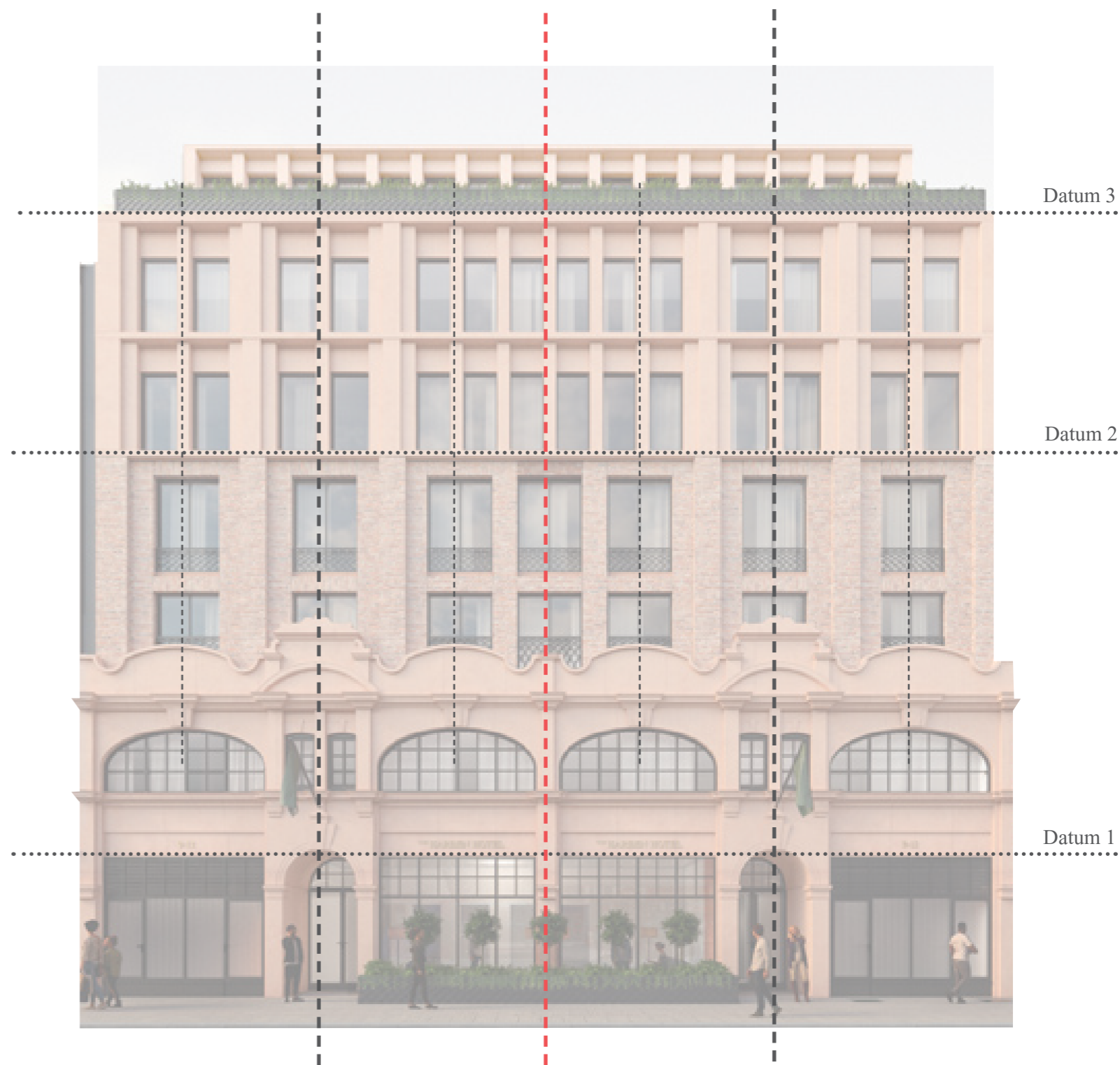
Around these windows further articulation is introduced to the facade in the form of primary and secondary columns, with the floor levels highlighted by a 150mm thick concrete band, all except for the second floor level which omits the horizontal band to introduce the perception of double height to the otherwise compromised first floor windows.

A material change is introduced between Datums 2 and 3, from brickwork to GRC.

--- Primary line of symmetry of the facade following adaptation of the existing facade

- - - Secondary line of symmetry, lining through with existing facade below

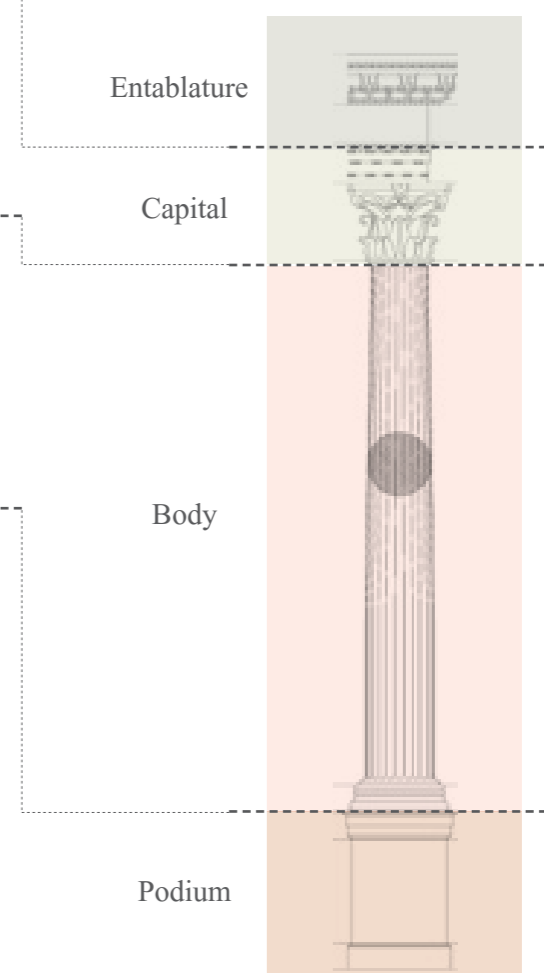
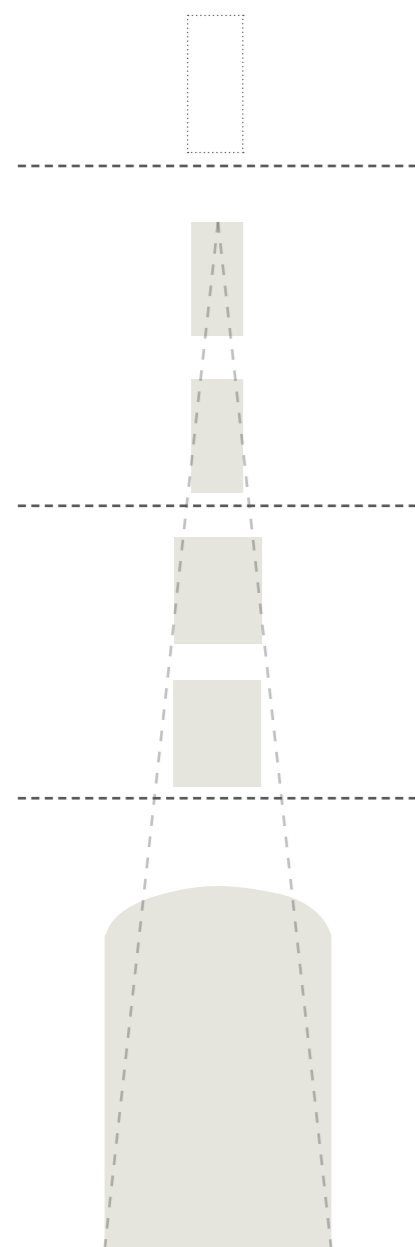
----- Additional line of symmetry



PROPOSAL

HIERARCHY & PROPORTION

The following sets out the principles of hierarchy and proportion on which the facade has been designed.



The facade has been designed to exhibit the classical principle of entasis whereby the building is perceived to get 'lighter' as the facade elevates. This is created in a similar manner to that of the Georgians and Victorians whereby the size and proportions of windows progressively reduce in number - the above emphasises this progression over the four vertical section of the proposed facade.

The overall composition of the facade is based on symmetry with an odd number of bays (seven). To each side of the line of symmetry on the primary facade, the Golden Section proportion can be found, with additional elements at the upper levels also matching in proportion.

The facade also takes cues from the classical orders of architecture with the floor levels split into four clear parts that can be loosely allocated to the four distinct sections of a classic column - podium, body, capital and entablature.