



# DESIGN / PLANNING / TECHNICAL

DESIGN, PLANNING, HERITAGE & SUSTAINABILITY STATEMENT

APRIL 2025, REF: 2472/TP2/DPH

CLIENT:

3 Oceans Ltd

SITE ADDRESS:

106 Finchley Road  
London NW3 5JJ

AUTHOR:

William Pottinger

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## 1. Introduction

- 1.1. This design and planning statement accompanies the planning application submitted by 3 Oceans Ltd for various minor external alterations at No.106 Finchley Road, London NW3 5JJ, and should be read in conjunction with the existing and proposed drawing set: 2472/TP2/01 to 2472/TP2/11.
- 1.2. The submitted proposal includes the replacement of an existing fire escape door and window and the addition of two new windows, plus the removal of various unsympathetic modern additions, to the existing property. See Section 3 and the accompanying drawings for full details

## 2. Site

- 2.1. The application site is located on the northern side of Finchley Road, occupying a corner plot at the junction of Trinity Walk.
- 2.2. The existing property has a GIA of ~690sqm and comprises the basement, ground and first floors of a former Natwest Bank, use Class E, with storage at basement, shop floor at ground and office premises at first. The building also has a second storey which is under separate ownership.
- 2.3. The property is not within a conservation area or statutorily listed, but is locally listed and described by Camden as contributing “to the historic setting of Fitzjohns Netherhall Conservation Area to the east”.



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Figure 1. Location plan. North to top. Do not scale.

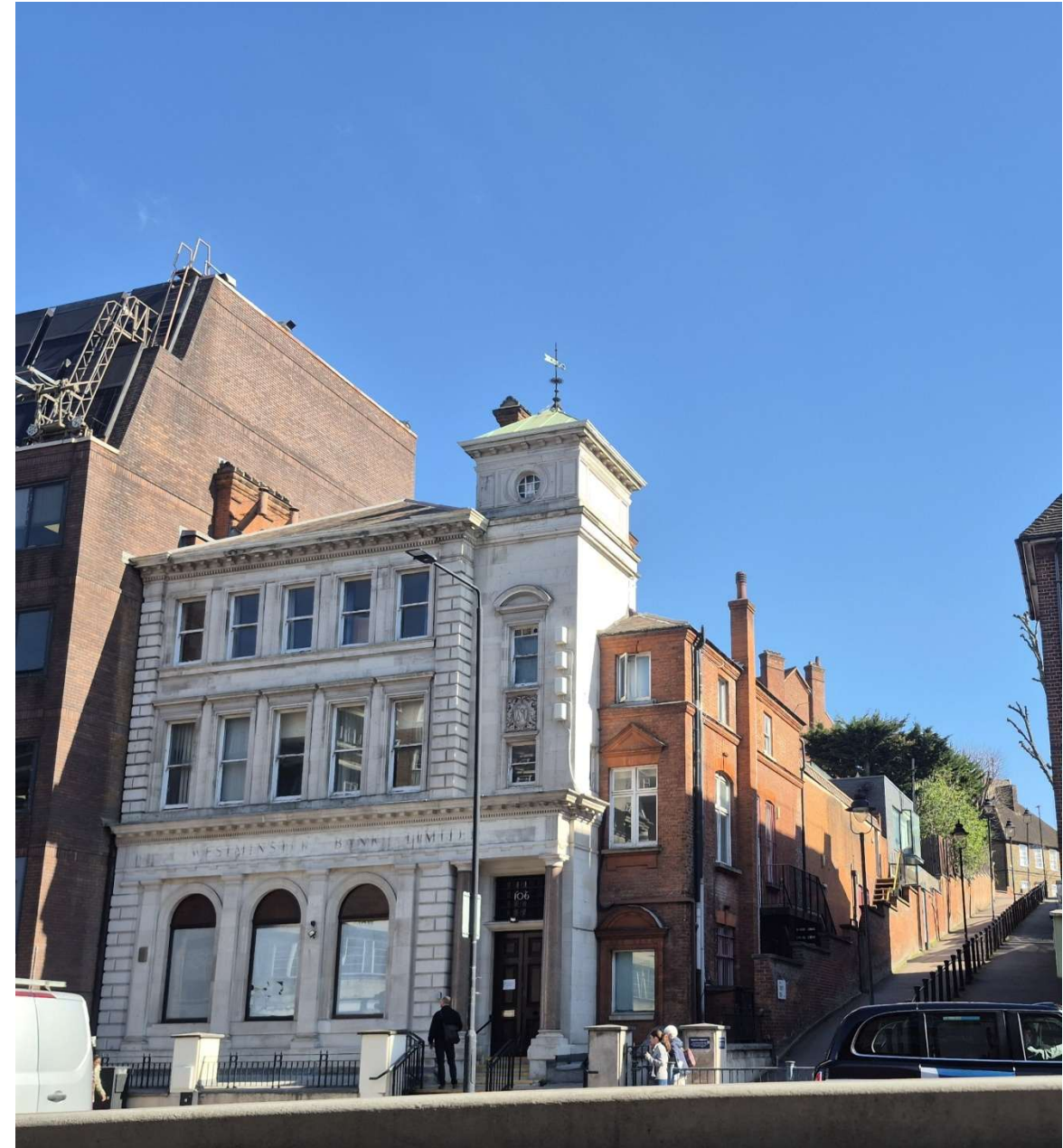


Figure 2. View of existing property from Finchley Road (Google).

### 3. Proposal

- 3.1. Various external changes are proposed to tidy up the appearance of the property and bring in more natural light to the side/rear of the first floor.
- 3.2. These are detailed as follows, with associated drawings numbers given for further reference:
- a) Removal of all steel security bars from the side facing windows at ground and first floors. See TP2/10.
  - b) Removal of various obsolete alarm boxes and other electrical equipment from side elevation. See TP2/10.
  - c) Replacement of existing modern fire door and fixed fanlight to side elevation with new timber door with glazing panels and top hung casement style fanlight. See TP2/10 and TP2/11.
  - d) Addition of new side facing sash window with all detailing, including brick lintel, to match existing windows positioned to right of new opening. See TP2/10 and TP2/11.
  - e) Addition of structural glazed rooflight to rear flat roof, hidden from public view.

### 4. Character, Scale and Appearance

- 4.1. The proposals have been carefully designed to remain in keeping with the host building and surroundings, with materials and detailing specified to enhance both the appearance of the building and wider views from Finchley Road, the South Hampstead Conservation Area to the south and the Fitzjohns Netherhall Conservation Area to the north.

### 5. Planning Policy & Heritage

- 5.1. The proposal satisfies the aims of the National Planning Policy Framework, December 2024, in particular paragraphs 207-211 relating to heritage assets, with the proposals making a positive contribution to the property through the removal of unsympathetic modern clutter and the reinstatement of traditional fenestration.
- 5.2. The proposal satisfies the aims of the Camden Local Plan, 2017, in particular policies D2:Heritage and D1:Design, by conserving and enhancing a locally listed building.
- 5.3. The proposal satisfies the Camden Planning Guidance – Design document, 2021, which supports the removal of inappropriate modern features and the reinstatement of traditional, or lost, architectural detailing.

### 6. Sustainability

- 6.1. The proposal includes the addition of double-glazed windows and the improvement of natural light to the property, helping to minimise energy usage.

### 7. Conclusion

- 7.1. The proposal will improve the function and appearance of the host building and provides a heritage benefit through the removal of modern clutter and reinstatement of traditional details to a locally listed asset.
- 7.2. For the above reasons, the proposal is considered to comply with current planning policy at all levels and I look forward to early dialogue with the officers on the merits of the scheme.



William Pottinger, Savage & Pottinger Design (SPD), April 2025