

9-12 New College Parade, Finchley Road
London NW3

Design and Access Statement

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Preface

This report has been undertaken to show planning submission proposals for the proposed development at No. 9-12 New College Parade. This will take into account comments made by Camden Planning department's officers within their Pre Application responses of 25th March (REF: CA\2013\ENQ\0058) and 2nd September (REF:2013/4474/PRE).

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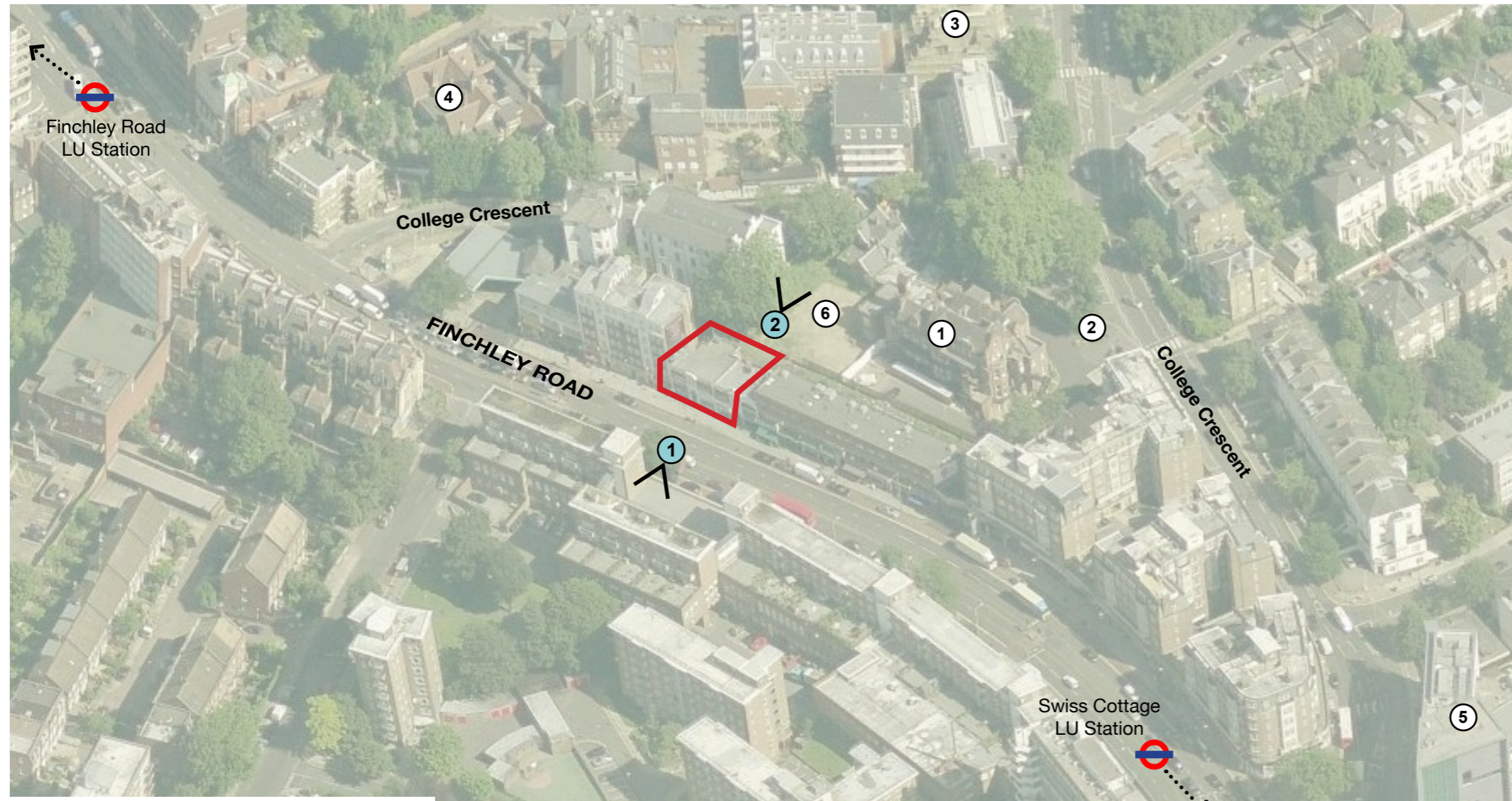
Introduction

This report has been prepared by Stephen Davy Smith Architects Ltd on behalf of Brampton Investments Ltd.

The intention of this report is to introduce the proposal at 9-12 New College Parade for a new residential development, with commercial premises to the ground floor and basement, facing onto Finchley Road. The report describes the proposal in the context of the site's urban setting and illustrates the design approach in terms of scale, layout, massing and materials.

This statement forms part of the planning application and helps explain the design concept and rationale behind the proposal. However it should be read in conjunction with the following documentation:

- Heritage Report
- Sustainability Report
- Transport Report
- Daylight & Sunlight Report
- Energy Report
- Basement Impact Assessment
- Acoustic Report
- Air Quality Report
- Soil Investigation
- Planning Application Drawings



Birds eye view looking North



1. View from Finchley Road

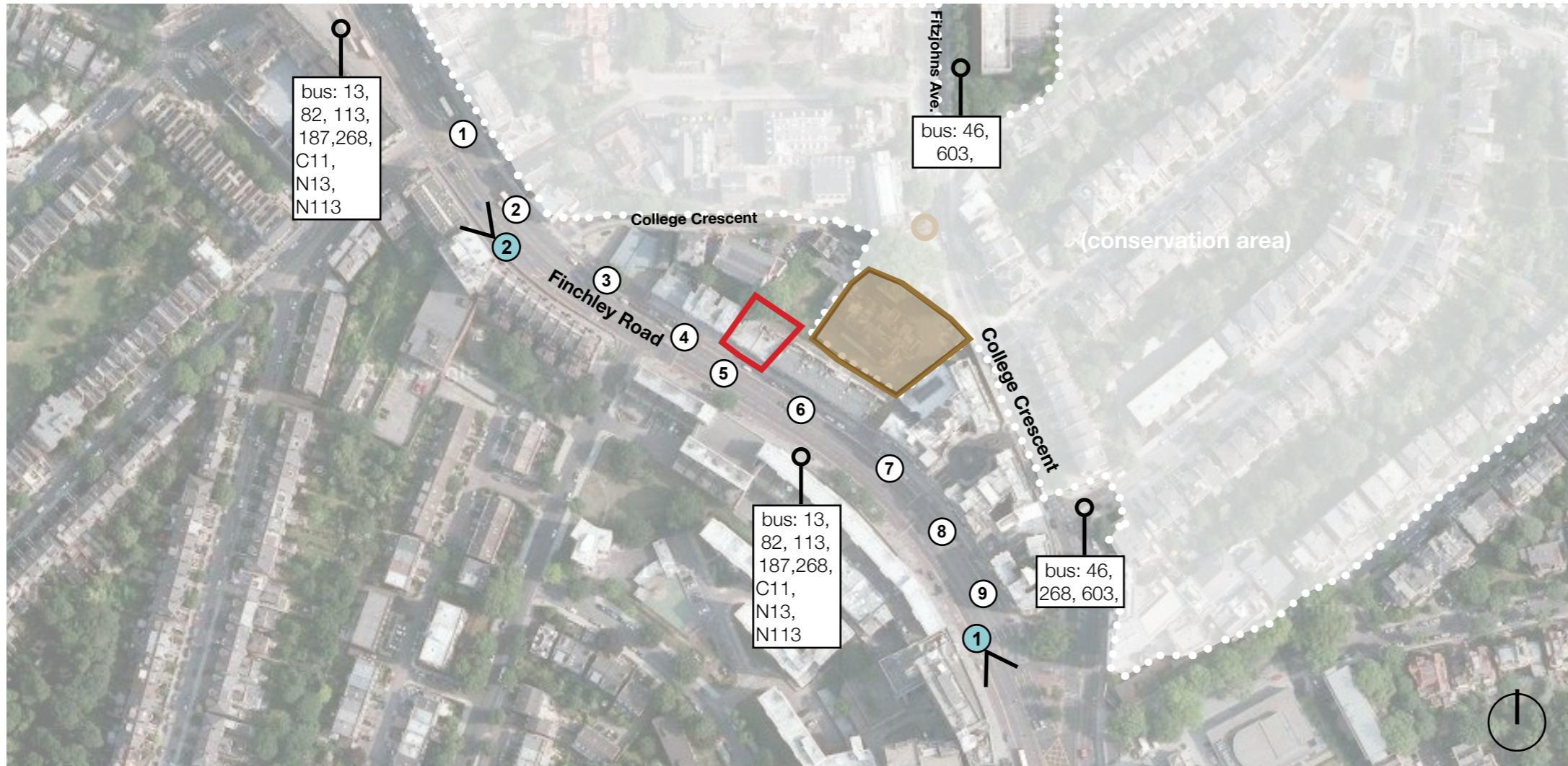


2. View from First Floor Access path to the rear of the Existing Property

Key

 Site Boundary

1. 40 College Crescent (Palmer's Lodge Youth Hostel), Grade II listed.
2. Palmer Memorial Drinking Fountain. Grade II Listed.
3. South Hampstead High School.
4. Holy Trinity Primary School.
5. University of London. School of Speech and Drama.
6. 39 College Crescent. Residential development currently under construction to the rear of New College Parade proposal site.



Aerial Plan

Site Location

Location and Local Services

The proposal site is situated on Finchley Road, directly between Finchley Road and Swiss Cottage Underground stations. The site is around 440sqm/0.044 hectares in size and at present is occupied by No 9-12 New College parade. The existing building is two story, with an additional basement level, containing various commercial and retail units, including a restaurant and optician.

The site is located within the 'Finchley Road town centre area' as set out by Camden Councils LDP. This area has been designated as a 'Highly accessible area' and as such has been considered 'suitable for significant development'.

The Local Development Policy clause CS3 states that the town centre area is "considered to be suitable locations for the provision of homes, shops, food, drink and entertainment uses, offices, community facilities and are particularly suitable for uses that are likely to significantly increase the demand for travel."

This location is well served by major bus routes, is within a five minute walk to two underground stations on the Jubilee line and within walking distance of the Finchley Road & Frognal Overground station, situated further North on Finchley Road. Being situated directly amongst a busy high street and shopping precinct, the proposal site is extremely well located for access to a wide variety of local shops and amenities.

To the rear of the site lies the Grade II listed No.40 College Crescent - a substantial "Queen Anne revival" style building of 1880-81, designed by Morriss and Stallwood of Reading for Samuel Palmer of Huntleys & Palmers Biscuits. It should be noted that the rear elevation of this building, which can be seen from the rear of the proposal site is deemed as being less significant than the front Elevation facing on to College Crescent. This building forms the southern edge of the conservation area, which the proposal site is **not** included within, which stretches from College Crescent to the rear of the proposal site North-East towards Hampstead Heath.

Key

- Site Boundary
- Grade II Listed



1. Approach from the South Along Finchley Road



2. Approach from the North along Finchley Road



1. Street Context from North along Finchley Road



2.



3. North Star Public House C.1850, one of the earliest buildings on Finchley Road.



4.



5. Proposal Site as Existing.



6. 1-8 New College Parade, re-developed 1963-64



7. 'Northways' development C.1934



8. 'Northways' development C.1934



9. Street Context from South along Finchley Road- showing 'Northways' development C.1934

Site Location

Finchley Road Street Context

The section of Finchley Road situated between Finchley Road and Swiss Cottage tube stations is a typically busy and vibrant high street setting. The streetscape largely consists of tall mansion blocks with commercial and retail elements to street level and residential above. The exception to this being the 2-3 storey section of buildings (Images 5-6) which the proposal site currently forms part of. Although there are similarities in mass and scale to each of the separate mansion blocks present, the vast majority differ in overall height by varying amounts along the length of the high street.

The vast majority of buildings facing onto Finchley Road make use of a mixture of Red / Brown brick with portland stone /stucco cappings to parapets, windows, vertical elements and often to ground floor commercial units also. A similar mixture of red brick and stone /stucco detailing can be found further back off Finchley Road within the beginnings of the Conservation area to the rear of the proposal site.

Site Location

Outlook

To the front, the proposed site looks onto Finchley Road, a busy four lane carriageway. On the opposite side of the road is a parade of retail units at ground floor with 3 stories of 1960's red brick housing above.

The rear of the proposal site sits at first floor level with diagonal views of the rear of the Grade II listed 40 College Crescent which is currently in use as a 'boutique' Youth Hostel.

The vacant site to the immediate west of 40 College Crescent, previously used as a service area for the main house is currently under development. At the present time construction is nearly complete on 6No. 3 storey (plus basement) townhouses which will back onto the proposal site.



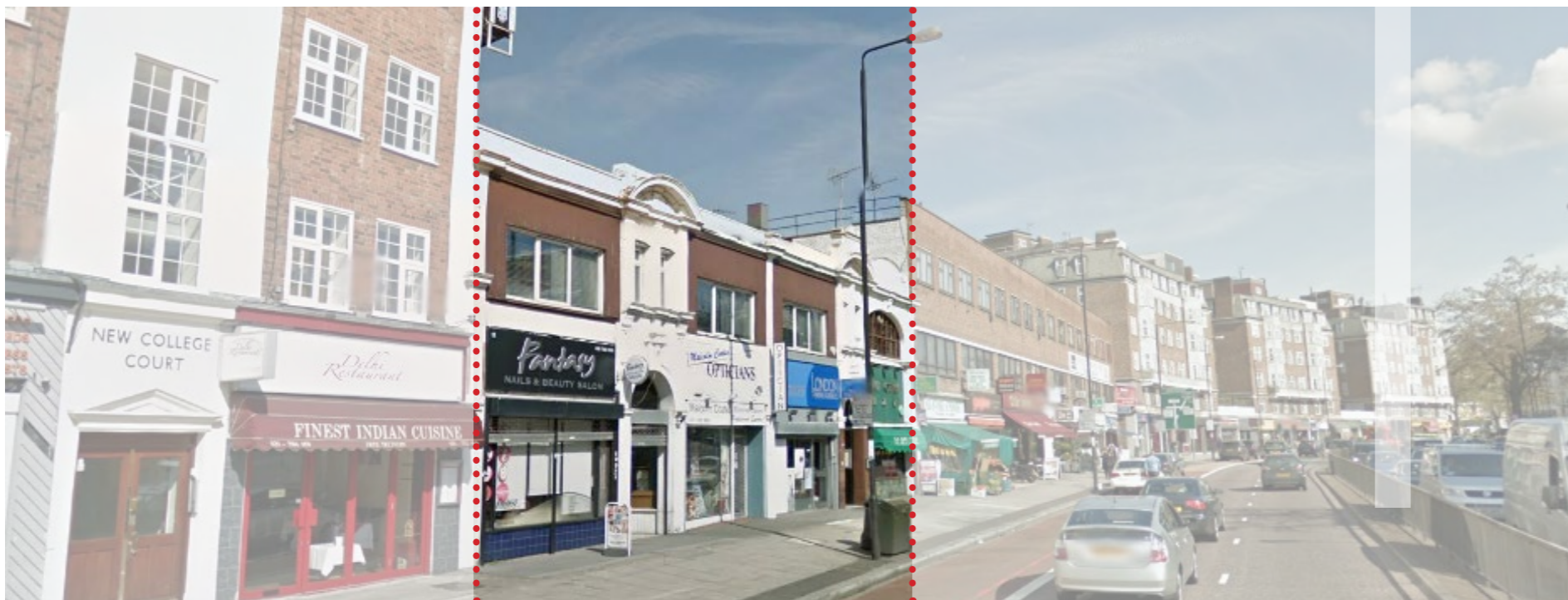
Outlook from front of Existing building



Outlook from Rear of Existing building



Street Frontage to Finchley Road of existing buildings at 9-12 New College Parade



View looking south along Finchley Road

Site Location

Existing Building at 9-12 New College Parade

The existing Building currently found on the proposal site (image 5) is a two storey building housing various retail and office establishments.

The building originally formed part of a larger Edwardian commercial parade incorporating 1-12 New College Parade, however the buildings at 1-8 were redeveloped in the 1960's in a functional style.

The front facade is constructed largely of stucco with brick to the rear of the property. Although there are elements of stucco ornament to parapets and main entrances, these are of poor quality and what appears to have remained from the original facade add little value to the overall streetscape. Over the years windows and ornamental capping's have been removed with only one arched window to the right hand side of the facade presently remaining. A selection of poor quality, mis-matched trade signage has also been added which further lower the merits of the existing facade. The rear elevation, situated at first floor level due to the steep rise in ground levels between Finchley Road and College Crescent (refer to section, P14), consists of an adhoc mixture of new brick additions and ventilation ducting.

A detailed appraisal of the historic character of the properties at 9-12 New College Parade, in addition to the wider heritage context, is provided in the Heritage Statement prepared by CGMS. In Summary the report concludes that:

'...the proposed works will result in the loss of building in a poor condition, and which, despite dating to the Edwardian period, actually retains very little significance, as a result of the substantial alterations and demolition that has already taken place to its fabric.'

- CGMS Heritage Statement
Dec 2013

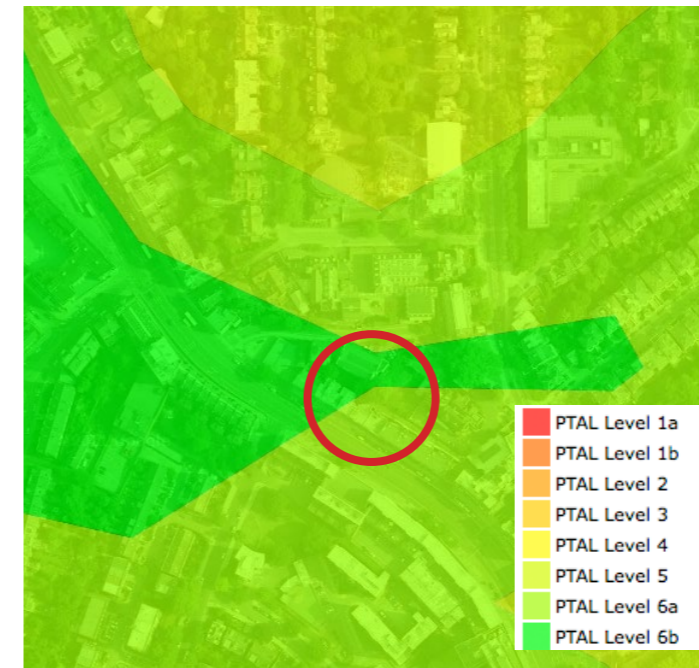
Environmental Analysis



DEFRA Noise Map



Environment Agency Flood Map



Public Transport Accessibility (PTAL) Map

Acoustic Analysis

From the DEFRA map information shown opposite it can be seen that the front of the proposal site has a high level of noise pollution, clearly due to the close proximity of the busy Finchley Road. This is compensated by the relatively low noise levels to be found towards the rear of the site.

Flood Analysis

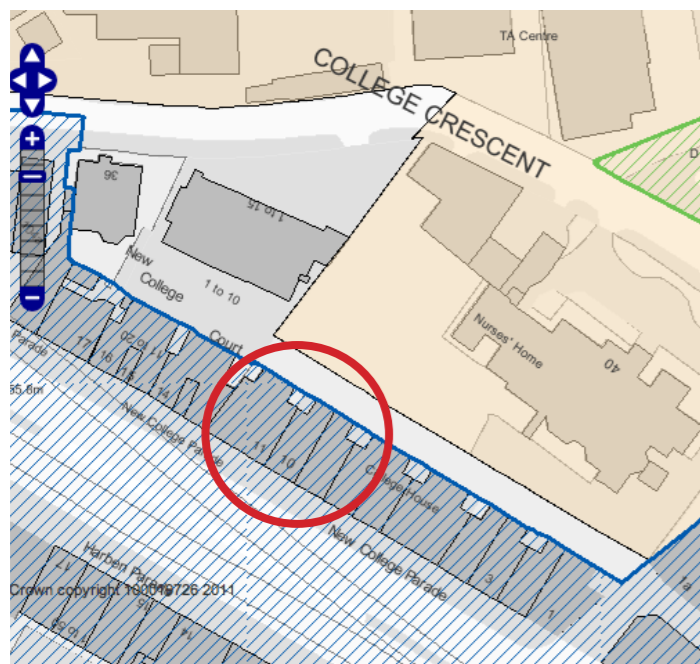
The Environment Agency note the application site to be not at risk of flooding.

Transport Analysis

The site sits within a PTAL rating of Level 6b, the highest rating achievable.

Conservation Area

The site **does not** sit within a conservation area. It is however bordered by the Grade II listed 40 College Crescent which forms part of the Fitzjohns/Netherall conservation area which stretches out Northwards from its boundary along College Crescent. The rear boundary of the site borders the edge of the conservation area and this has been considered throughout our proposals.



Planning Policy Map

