

# Planning History

**Pre-Application meeting 28th February 2013**

## Proposal

The proposal was to provide a mix of private residential & commercial premises suitable for A1/2/3/5 uses and comprised of Ground floor and Basement commercial space with 9 residential units above, 55% of which were family sized units.

## Accommodation

- Commercial Premises 435m<sup>2</sup> (Ground & Basement)
- 4 No. 2 Bed
- 5 No. 3 Bed

## Design

The proposed demolition of the existing building allowed for its replacement with a 6 storey building in a contemporary style, consisting of a stone clad Ground floor commercial unit, a red brick frame to the residential elements to floors 1-4 above and a fifth floor set back from the main facade behind a white, 'reconstituted stone' frame.



Aerial View of the previously proposed scheme

# Pre-Application 01 Planning Comments

Pre-Application Response (by e-mail and letter)  
25th March 2013

Ref: CA\2013\ENQ\00528

## Planning Officer Key Comments

- Principle of development**

It was requested that further information on the architectural qualities, history and original purpose of the current building at 9-12 New College Parade be provided to help with an assessment of its significance.

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.

- Design/ Impact on Local Character**

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.

The articulation of the front facade should be reconsidered so as to produce a less imposing front elevation.

- Unit Mix**

It is recommended that the proposal consists of a majority of 2 bed units compared to 3 Bed units, as the councils LDF identifies a high demand for 2 bedroom units.

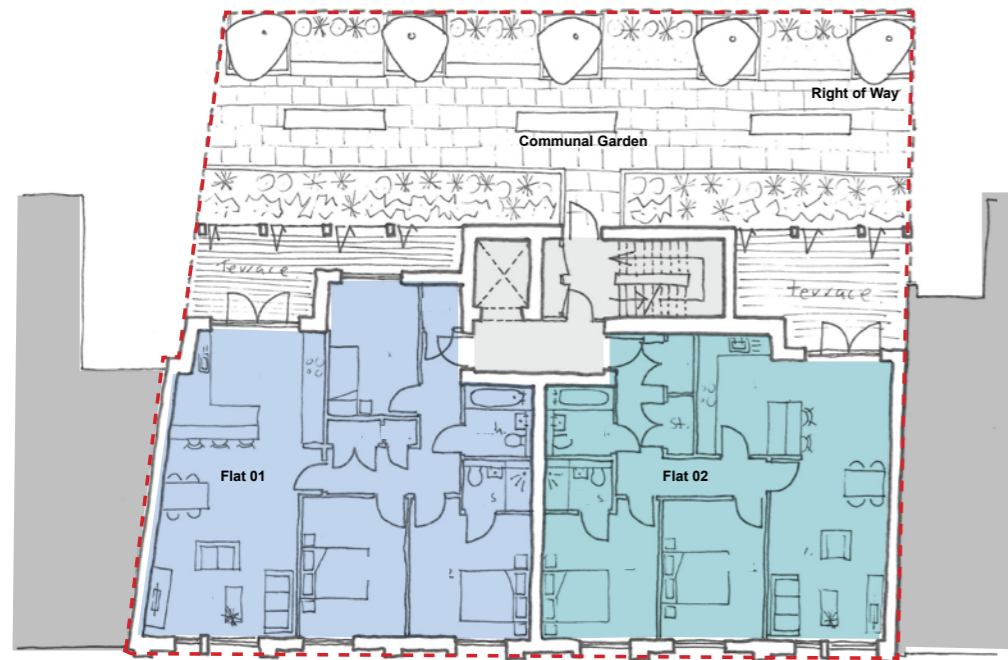
- Standard of residential accommodation**

An application must consider, and demonstrate that suitable mitigation measures are in place, with regards to noise, vibration, and poor air quality.

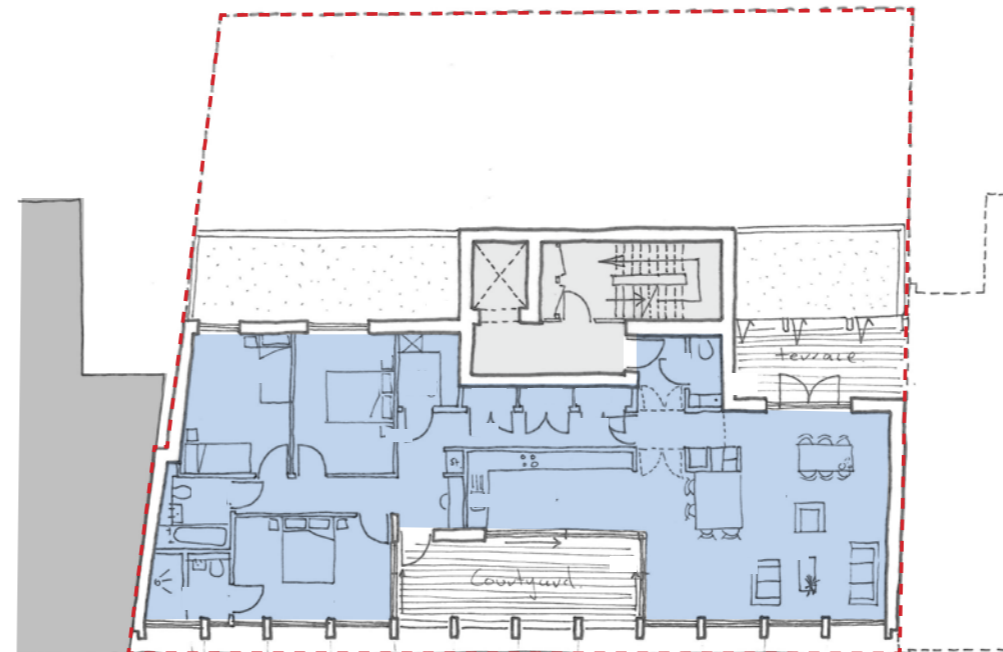
- Impact on neighboring amenity**

The habitable room windows nearby should be identified and a BRE daylight and sunlight report should be submitted as part of any application.

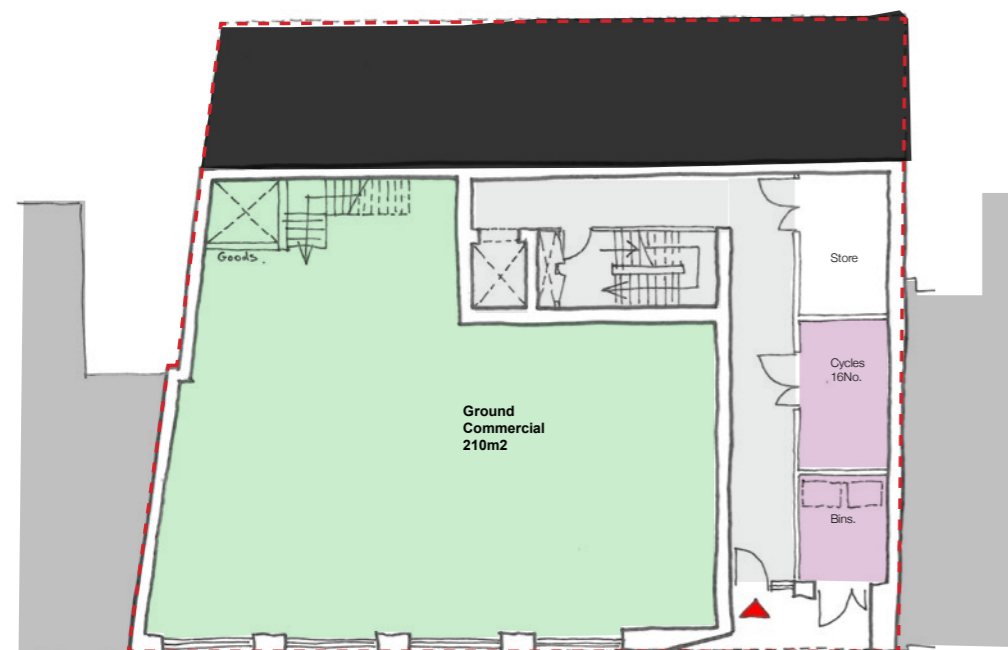
It is advisable to assess potential for overlooking/ overshadowing to neighboring properties.



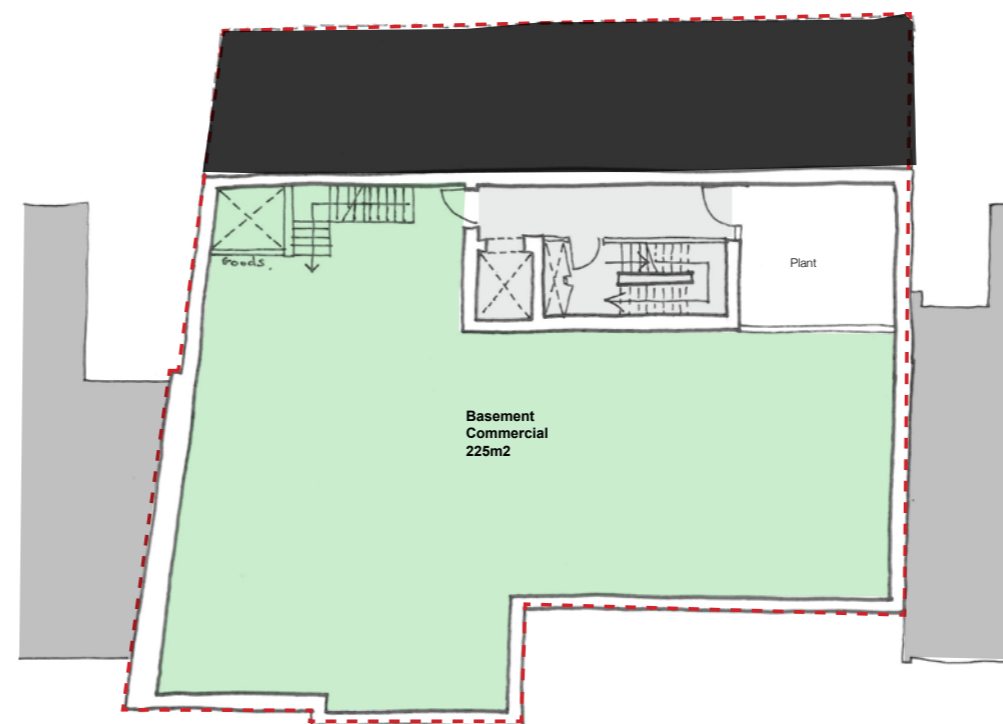
Previously Proposed First to Fourth Floor Plans



Previously Proposed Fifth Floor Plan



Previously Proposed Ground Floor Plan



Previously Proposed Basement Plan





# Pre Application 01

## Response to Comments

In light of the comments received, a number of changes were implemented and a revised scheme developed to meet these comments and align with local planning policy and submitted for a secondary Pre-Application meeting with Camden's officers.

Changes and comments made at this stage are noted below:

- **Principle of development**

A detailed appraisal of the historic character of the properties at 9-12 New College Parade, in addition to the wider heritage context, was provided in a Pre-Application Heritage Statement prepared by CGMS.

The extent of the proposed basement is not greater than the existing basement on the site, and will be subject to a full survey.

The proposed A1 use utilises the whole existing footprint (excluding residential access, stair core, bin and cycle store) over two stories.

- **Design/ Impact on Local Character**

The height of the building was reduced by one storey so that it aligns with the block to the north.

The residential storey heights, which meet current London Plan standards have been maintained from the original proposal. We believe that storey heights within the neighboring building are relatively low and would not meet current London Plan standards. It clearly would not be possible to reduce the proposed storey heights while still meeting minimum standards.

The ground floor storey height has been maintained due to the need to incorporate modern servicing to the commercial unit, and provide level access, accommodating the change in heights, to the rear of the building at the first floor.

The facade treatment was reconsidered. Brickwork was lowered by a storey, with the parapet now lining through with the brickwork parapet heights of the neighboring building to the North. The proportion of brickwork compared to window openings was increased, giving a greater residential 'feel' to the facade while reflecting the brick clad residential buildings that line this section of the Finchley Road. The top floor was set back and clad in a perforated, ornate, undulating metal screen, adding variety, texture and a play of light and shade to the main facade. This will break up the brickwork in a similar manner to the undulating bay windows of the mansion blocks at the Swiss Cottage end of the High street, which has created a less imposing elevation.

- **Unit Mix**

The residential mix was revised to accommodate a greater no. of 2 and 1 Bed units, with fewer 3 bed units, in line with Camden's current policy.

- **Standard of residential accommodation**

An initial design strategy to reduce the impact of noise, and air pollution was set out. More detailed assessments of noise, vibration and air quality will be provided with this planning submission.

- **Impact on neighboring amenity**

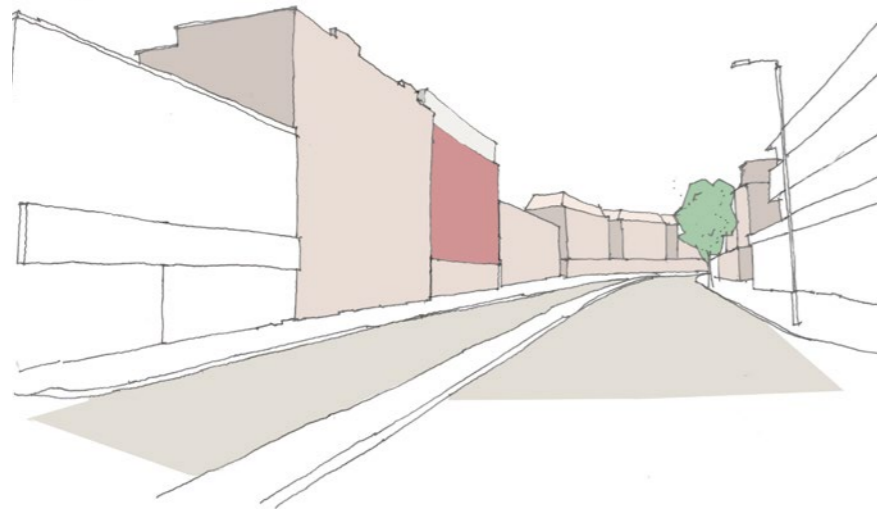
A Daylight and Sunlight Appraisal was been prepared by Nathaniel Lichfield and Partners in support of this pre-application submission.



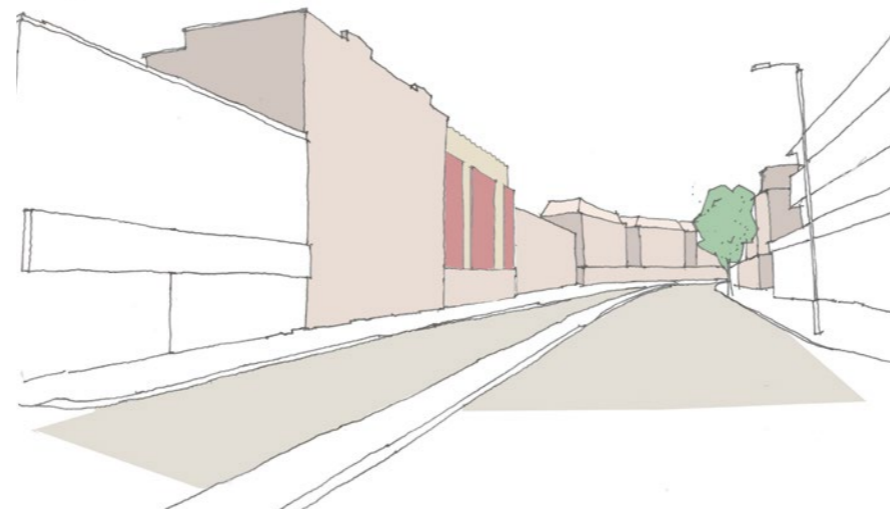
Street view, looking north, of the previously proposed scheme.



Street view, looking north of the revised scheme.



Street view, looking south, of the previously proposed scheme.



Street view, looking south, of the revised scheme.

# Pre-Application 02

Pre-Application meeting 25th July 2013

## Proposal

The height, massing, window fenestration and unit mix was revised as described in the previous page, in line with the planners comments.

## Accommodation

- Commercial Premises 435m<sup>2</sup> (Ground & Basement)
- 4 No. 1 Bed
- 4 No. 2 Bed
- 1 No. 3 Bed

## Design

The proposed demolition of the existing building allowed for its replacement with a 5 storey building in a contemporary style, consisting of a stone clad Ground floor commercial unit, a red brick frame to the residential elements to floors 1-4 above and a fourth floor set back from the main facade behind an ornate, undulating, perforated metal screen.



Aerial View of the revised Pre App 02 scheme



# Pre Application 02 Planning Comments

**Pre-Application Response (by e-mail and letter)**  
25th March 2013

**Ref: CA\2013\ENQ\00528**

## Planning Officer Key Comments

- Principle of development**

The heritage assessment provided has "satisfied the councils 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.

- Design / Impact on local character**

*"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."*

- Unit Mix**

*"The proposed mix of units is therefore acceptable and would be in accordance to policies DP5 and CS6 of the LDF."*

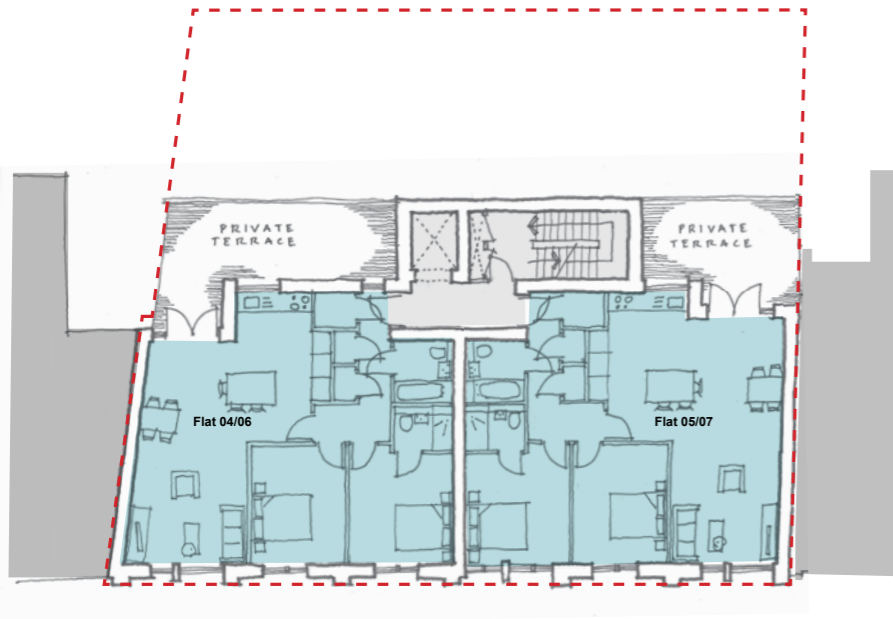
- Commercial unit / Standard of residential accommodation**

*"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."*

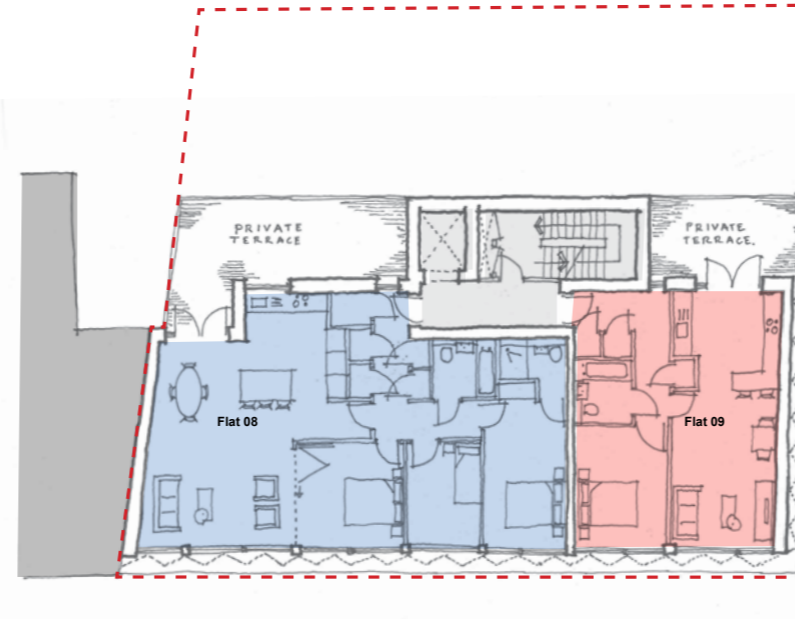
*"The site is vulnerable to noise, vibration and poor air quality....you will need to demonstrate that all have been considered and that suitable mitigation measures are in place to ensure that the internal environment meets appropriate standards"*

The planners report concluded by stating:

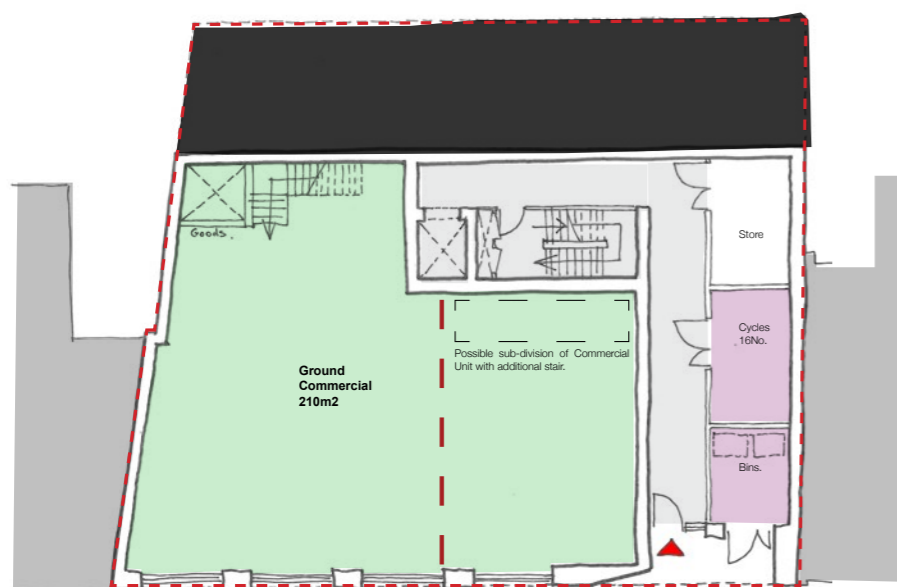
*"In land use terms a mixed use scheme of commercial and residential is broadly acceptable, although some care will be needed to ensure that commercial uses do not affect residential amenity. The five storey height proposed to this section of Finchley road is a key consideration and it is considered that the height would be considered acceptable. Further insight needs to be provided in terms of the rear elevation and the distances to new houses to the rear."*



Pre App 02 2nd-3rd Floor Plans



Pre App 02 - 4th Floor Plan



Pre App 02 - Ground Floor Plan



Pre App 02 - Basement Plan

# Proposal: design

The proposal seeks to provide for a mix of private residential & commercial premises suitable for A1/2/3/5 uses. The proposal comprises of Ground floor and Basement commercial space with 9 residential units above, over four storey's.

## Planning Policy

The proposal is located within the 'Finchley Road Town Centre area' as set out by Camden Councils LDP. The LDP states the areas suitability for the "provision of homes, shops, food, drink and entertainment uses, offices" which has informed the proposed mix of the development.

## Accommodation

- Commercial Premises 434m<sup>2</sup> (Ground & Basement)
- 4 No. 1 Bed
- 4 No. 2 Bed
- 1 No. 3 Bed

## Commercial Design

Comprises ground floor and basement area, facing onto Finchley Road High street. With separate access stair to the basement with space for additional goods lift if required, located to the middle of the unit, to allow the unit to be split easily down into two smaller units. This will be dependent on use and future tenant requirements. Provision for a secondary entrance door has been included in the event that subdivision of the unit is required. Space for shop signage has been designed into the proposed elevation, allowing for high quality, uniform signage across the extent of the proposal.

## Residential Design

The design of the residential units comply with the London Housing Design Guide & Lifetime Homes in terms of unit and room size. All units have access to amenity space and adequate cycle storage and refuse/recycling stores. Eight of the units are dual aspect, with one single aspect unit facing onto the High street. Unit 9 has been designed to be wheelchair adaptable, with ample corridor widths to allow for wheelchair turning circles and additional area to allow for bathrooms to be increased to accommodate the requirements of a disabled user if required.

In order to mitigate the high noise levels from Finchley Road the majority of the flats have been designed to have dual aspect, open plan living / dining / kitchen rooms running the full width of the property, from front to back. This allows external terraces to be located on the quieter rear elevation of the building, away from traffic noise and overlooking the communal amenity space to be found at first floor level, while maximising light levels to habitable rooms. Terraces to the rear at upper floors are to be provided with perforated, ornate, metal shutters. This will allow residents to close off / open up their individual terraces and limit overlooking onto adjacent properties to the rear of the development.



Location Plan.



# Proposal: design



Aerial view of the revised scheme.



Street view, looking north of the revised scheme.

## Access

Residential access is provided at Ground and First floor levels. A dedicated, clearly expressed entrance is provided at Ground Floor on Finchley Road, with dedicated post boxes set into the entrance brickwork to be front delivery / side retrieval type to comply with Secure by Design principals.

Further residential access is provided at First floor level at the rear of the proposed development. This allows access to the private communal garden which currently forms part of an access path leading to College Crescent. All entrance doors and gates to the communal garden will be secured externally by resident key fobs.

Commercial access will be from Finchley Road, with deliveries making use of the existing loading bays. Please refer to the Transport statement for further details.

## Refuse

Refuse for residential and commercial are both located facing on to Finchley Road and can be accessed independently by refuse collectors from secure doors opening directly onto Finchley Road.

## Massing

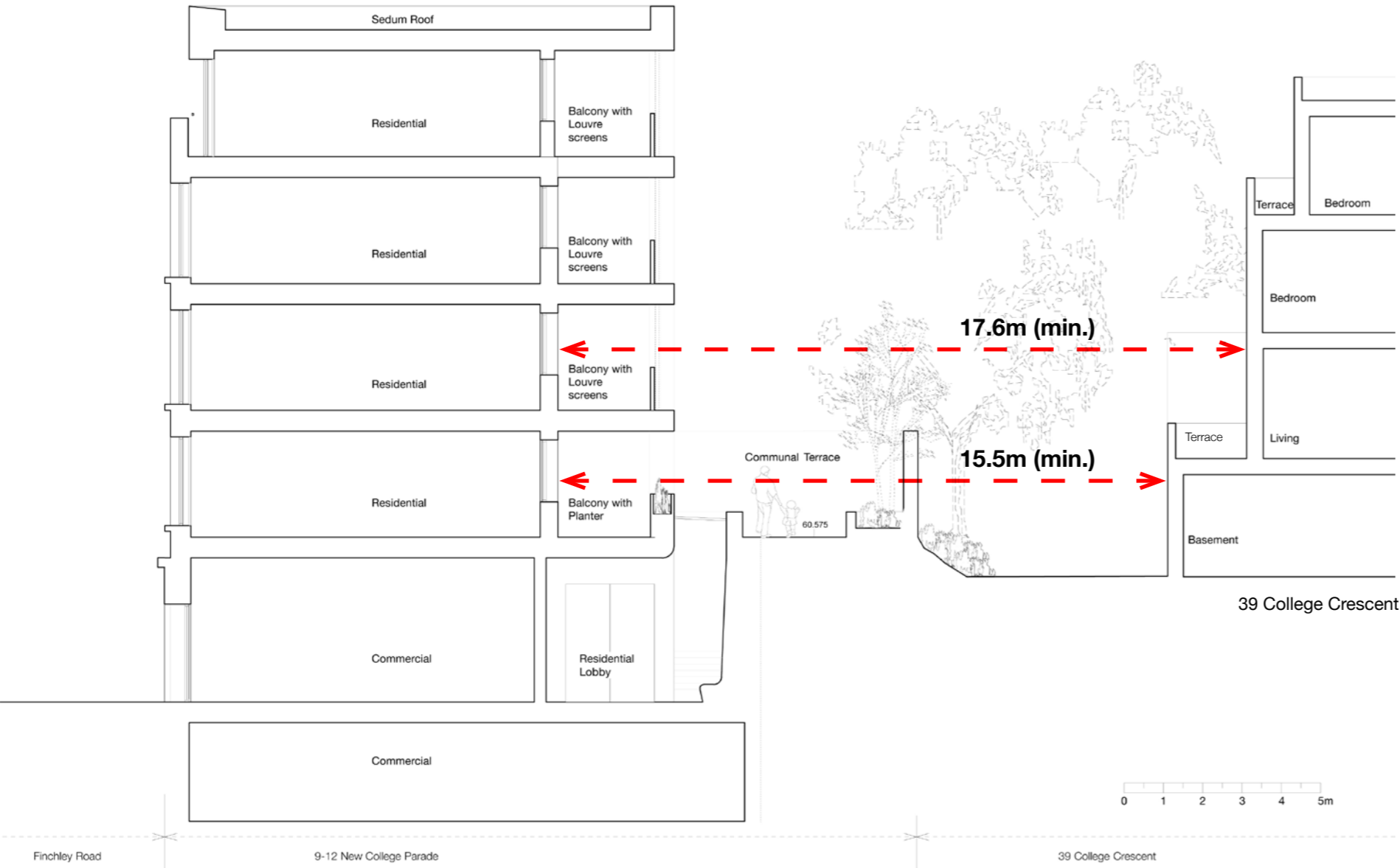
The proposal aims to continue the historical precedent of strong, red brick, individual mansion blocks to be found along this particular stretch of Finchley Road. These existing mansion blocks make use of red brick with darker contrasting browns and purples mixed through to give a varied colour and texture to the main residential elements of each block. Crisp bands of Portland stone / stucco to parapets, copings and ground floor commercial areas break up and soften large areas of brickwork and define the differing use at Ground floors. Vertical stair cores are also often articulated in a similar manner.

The proposal aims to reflect and re-interpret these contextual precedents in a contemporary manner. A stone clad ground floor commercial unit sits beneath a strong, mainly red brick frame (with darker bricks mixed in for added character and texture to reflect the surrounding buildings) to the residential elements to floors 1-3 above. Perforated ornate metal panels form two bays behind the red brick frame. This breaks up the mass of brick, while the undulating form of the metalwork brings a playful mix of light and shade to the facade, creating variety while softening the overall composition in relation to the rest of the streetscape. Similar cladding has been repeated to the lightweight fourth floor, which is set back from the lower floors. This allows brickwork parapet heights to line through with neighbouring building heights. This provides added privacy to the top floor while reducing the overall mass of the building, allowing it to sit comfortably within the overall streetscape. This cladding is proposed to wrap round the gable end of the block, to give attractive North facing views of the building up the Finchley Road corridor.

The proposal takes a considered approach to materiality and detailing, taking its main design ethos from the surrounding buildings, allowing the proposal to sit comfortably within the surrounding context while providing a contemporary, high quality new addition to the vibrant existing High street.



# Proposal: design



### Adjoining properties

The soon to be completed 39 College Crescent, located to the rear of the proposed development, consists of 6 No townhouses, over four stories including a basement level. The basement and associated garden space is located below the floor level of the proposed developments first floor flats and communal garden area (These have been set at the existing first floor access way levels). Living rooms at 39 College Crescent are located on the Ground floor are set back further from the building edge behind an accessible terrace and stair cores leading to the basement and garden.

Overlooking to the rear and especially to the new development at 39-40 College Crescent has been minimised by placing the main habitable spaces of the proposed development to the front elevation (Finchley Road) of the development, with kitchens (non-habitable room) and terraces to the rear. Approximate dimensions from the external Kitchen wall to the front face of the College Crescent development vary between a minimum of 15.5m to 20.5m.

### Daylight and Sunlight

A Daylight and Sunlight Appraisal has been prepared by Nathaniel Lichfield and Partners in support of the planning submission. In summary the appraisal concludes that:

- 'The development will not result in any noticeable effects on the daylight experienced by neighboring properties.
  - The development will not result in any noticeable effects on the sunlight experienced by all neighboring properties.
  - The interior daylight results for the proposed accommodation are good. All of the proposed rooms will comply with the BS/BRE guide levels for ADF.
  - The sunlight levels that will be received by the proposed units are compliant with the guide levels'
- Please refer to the Daylight and Sunlight report by NLP Planning, for further details.

### Sustainability

In line with core strategy and the 'London Plan', the proposal intends to be designed to Code for Sustainable Homes (CfSH) Level 4. Measures to achieve this might include the use of:

- Solar PV panels
- Rainwater harvesting
- Exceeding the minimum U-value requirements
- Green roof
- Energy efficient lighting
- Secure cycle storage
- MVHR with heat recovery

Please refer to the Sustainability report, by AJ Energy, for further details.

### Acoustic & Air Quality

The development is located on Finchley Road, a busy main artery through North London and understandably suffers from Noise and air quality issues. Measures have been taken to limit this, and bring the development in line with the boroughs standards, including the specification of high quality acoustic glazing and mechanical ventilation to all flats. Please refer to the Air Quality report by WSP and the Acoustic report by DKN acoustics for further details.

Section through proposed development.



Section through proposed development.



39 College Crescent Ground Floor plan.