

5.0 PROPOSALS AND ASSESSMENT OF IMPACT

5.1 THE PROPOSALS

Overview

The works proposed within this application seek to redevelop the existing properties at 9-12 New College Parade with a new mixed use development. In summary the scheme includes the following works:

- The replacement of the existing properties at 9-12 New College Parade with a five storey (with basement), mixed use development, to consist of:
 - ◆ Nine residential apartments of a mix of one, two and three bed accommodation;
 - ◆ Commercial premises over the Ground and Basement floors;
- A new basement level;
- Communal garden at the rear at the first floor level.

The proposals have been the subject of pre-application consultation with the London Borough of Camden and have been through a number of revisions in order to address comments provided by officers in the letters dated 25 March and 2 September.

Assessment of the Scheme

The following pages of assessment will identify how these proposals have responded to the pre-application advice received to date, and further reference should be made to the Design and Access Statement in this respect. In particular, the following pages address how the scheme responds to the particular heritage considerations at the site.

The ensuing assessment has therefore been informed by an understanding of the historic development of the area, the assessed significance and value of the existing buildings on the site, and the significance and setting of designated heritage assets situated within close proximity to the site. As such, this assessment will take into account the potential impact of the development upon the setting of the Fitzjohns Netherhall Conservation Area, as well as the benefits of the redevelopment of the existing properties at 9-12 New College Parade.



Figure 29: (left) An illustration of the proposed building as seen from the north on Finchley Road (right) The equivalent photograph of the site as existing.



Figure 30: (left) An image of the proposed development as seen from the south on Finchley Road (right) The equivalent photograph of the site as it currently exists.

5.2 ASSESSMENT OF THE PROPOSALS

Design Development

In response to the pre-application advice, the height of the overall building at 9-12 New College Parade has been reduced to five storeys. This reduction in height and the position of the proposed fourth floor, setback from the proposed third floor level, will serve to reduce the appearance of the mass of the building within the streetscape.

The ground floor storey height has been retained in order to provide the necessary servicing requirements, but also provides a suitable, contextual design within the streetscape. Finchley Road is characterised by properties which retain a commercial entrance to premises at the ground floor level and the proposed design of the properties is an appropriate response to this prevailing architectural character.

The proposed outdoor amenity space, in the form of a communal garden, will improve the aspect and appearance of the rear of the buildings in an enhancement of the boundaries between the property and those properties which lie within the Conservation Area.

Materials

The materials to be used as part of the scheme will ensure that the proposed elevation to Finchley Road will be an improvement within the streetscape, through the introduction of high quality, contemporary materials upon a site which is currently in need of refurbishment.

As described within the Design and Access Statement, the detailing of the main façade has deliberately drawn upon the materiality of the existing built environment, to ensure that the main elevation presents an interesting facade to the main street, but which lies comfortably within the established building stock.

The undulating details and accents of the proposed façade serve to soften the appearance of its mass within the urban grain of the thoroughfare, whilst the combination of red brick, stone and metal panels are an appropriate response to the prevailing architectural details, and also provide a nod to the historic character of the Edwardian shopping parade, as part of a contemporary approach to the provision of the improved residential accommodation. The deliberate use of materials which are a lightweight in appearance at the fourth floor, will also serve to reduce the appearance of the building within views.

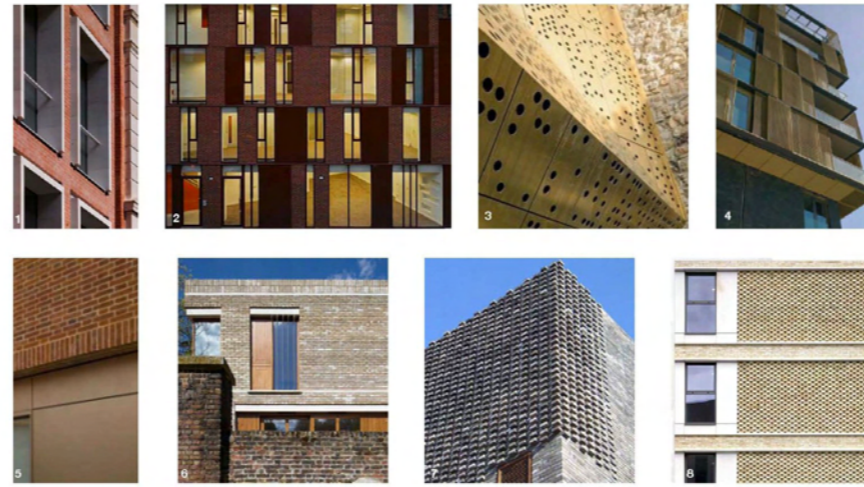


Figure 31: Detail taken from the Design and Access Statement, showing the concept behind the materials and detailing to be used on the main elevation of the building.



Figure 32: Detail of how the proposed elevation will be seen within the streetscape along Finchley Road.

Redevelopment of existing buildings at 9-12 New College Parade

This report has presented an historic and architectural appraisal of the current buildings at 9-12 New College Parade, as well as a detailed assessment of their significance.

It has been identified that whilst these properties retain limited historic, evidential value as a remnant of an Edwardian shopping parade, the loss of the remainder of the parade (1-8 New College Parade), and substantial alterations to the façade and rear elevation of the remaining building, 9-12 New College Parade, has served to substantially reduce its significance. It is therefore strongly contended that the overall significance and value of 9-12 New College Parade is, in heritage terms, extremely limited, and in aesthetic terms the poor condition of the principal façade and rear spaces can be seen to have a detrimental impact on the surrounding streetscape and the setting of the Conservation Area immediately to the north.

On this basis, it is considered that the loss of the existing building would not result in any harm to the historic environment, either through the loss of the building itself, or through the creation of any harmful impacts on the setting of the Conservation Area to the north. Furthermore, the proposals present an opportunity to provide well designed, high quality residential accommodation and commercial premises within a contemporary building which respects the existing urban grain and will enhance the appearance of the streetscape. Very little historic or architectural value can be ascribed to the existing building, but in the event of any perceived loss of significance should be seen within the context of substantial benefits that arise from the development of this new building and its provision of much-needed residential and commercial floorspace. In this regard, the scheme accords with Policy CS14, 'Promoting high quality places and conserving our heritage' of the Core Strategy as well as Development Policy DP24, 'Securing high quality design'.

5.2 ASSESSMENT OF THE PROPOSALS

Impact upon the setting of the Conservation Area and Grade II listed buildings

Views towards the site have already been considered as part of the analysis in Section 3.4, and it has been found that the properties currently do not appear within views from the Conservation Area.

The section shown in figure 33 shows the proposed height of the building upon the site at 9-12 New College Parade in relation to the residential development currently under construction at 39-40 College Crescent. It is clear from this section that there may be some level of inter-visibility between the existing buildings in the south of the Conservation Area and the proposed development.

Figures 35 and 36 show the current situation of the Grade II listed 40 College Crescent and the appearance of the built environment within its setting. From these photographs, it can be identified that glimpsed views of the upper floors of the proposed development may be possible when viewed looking south from the junction of Fitzjohns Avenue and College Crescent (where the Grade II listed fountain is situated), and within the setting of the Grade II listed building of 40 College Crescent. However, these views will be broken, partial views of the upper storeys of the property, obscured by the existing built environment, and as a result of the topography which will ensure the proposed development is at a lower plot height than that of College Crescent. Furthermore, the view shown in figure 36 illustrates that the surrounding built environment incorporates high rise residential and commercial buildings which have served to alter the setting of the listed building, and the character of the Conservation Area within this area.

It is considered therefore that the proposed development will preserve the setting, character and appearance of the Conservation Area. The introduction of a building of high quality design and materials will not alter the nature of views to the south from the edge of the Conservation Area, and the proposed development will appear as an appropriate addition within these views. Furthermore, as already indicated, the proposed outdoor amenity space at the rear of the properties will present as an improvement of the currently redundant and negative outdoor space which lies adjacent to the Conservation Area boundary. In this way, the scheme is considered to accord with Policy CS14, 'Promoting high quality places and conserving our heritage' of the Core Strategy and Development Policy DP25, 'Conserving Camden's heritage'.

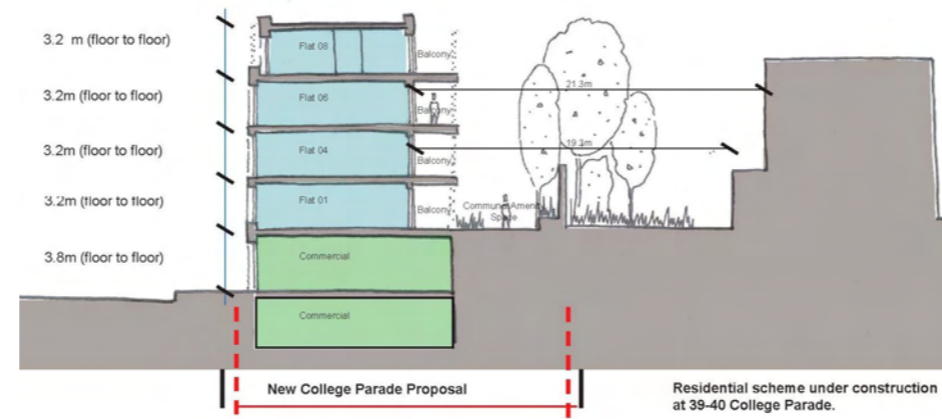


Figure 33: Detail of the proposed Section A-A, showing the proposed floor heights and uses for the development in relation to the consented scheme under construction at 39-40 College Crescent.



Figure 34: Detail taken from the proposed plan for the first floor level, showing the communal garden at the rear. As shown in this plan, a number of flats will also have a private terrace.



Figure 35: A view taken within the southern boundary of the Conservation Area, looking towards the development site from within the Fitzjohns Netherhall Conservation Area. It is clear that the setting of this listed building is subject to alteration with the scheme at 39-40 College Crescent currently underway.



Figure 36: A view of Grade II listed building at 40 College Crescent situated within the southern boundary of the Fitzjohns Netherhall Conservation Area.

6.0 CONCLUSIONS

This Heritage Statement has provided a detailed assessment of the history, development and significance of the existing site at 9-12 New College Parade, and of heritage assets within its vicinity. It has also provided a full and detailed appraisal of the potential impact of the proposed development within the context local, strategic and national policy,

It has been identified that the site, 9-12 New College Parade, consists of the undesignated, fragmentary and heavily altered remains of an Edwardian shopping parade. It has been identified that in terms of its aesthetic, evidential historical and communal value, it has limited significance, representing the partial remains of a longer parade, which have been subject to substantial alterations in the late twentieth century, particularly in the case of No.12, which has been largely rebuilt. Furthermore, the buildings' rear elevation and curtilage can be considered to generate a detrimental impact of the setting of the Fitzjohns Netherhall Conservation Area.

The Fitzjohns Netherhall Conservation Area represents one of a small number of designated heritage assets in the vicinity of the site, which have been taken into consideration in the preparation of the existing scheme; the settings of the Grade II listed 40 College Crescent and the Palmer Memorial Drinking Fountain have also been assessed in detail.

It has been identified 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. The removal of the building will facilitate the development of a high quality mixed use building providing residential and commercial space, which has been developed following detailed pre-application discussions with officers from the London Borough of Camden, and which is considered to be of a high architectural quality.

Enhancing the contribution of the site to the surrounding streetscape, and to the setting of the Fitzjohns Netherhall Conservation Area, it is therefore considered that the proposed development will not result in a harmful impact on the historic environment. It is therefore considered that the proposals are in accordance with all national, strategic and local policy related to the historic environment, and that planning permission should therefore be granted.

APPENDICES

APPENDIX A: STATUTORY LIST DESCRIPTIONS

40, COLLEGE CRESCENT

Grade: II

Date first listed: 11-Jan-1999

Date of most recent amendment: Not applicable to this List entry.

Details:

TQ2584NE CAMDEN COLLEGE CRESCENT
798-1/50/266 (West side)
11.1.99 No.40
GV II

Detached house. c1880-1. By Morris and Stallwood of Reading. For Samuel Palmer. Grey and red Reading bricks with terracotta enrichment and continuous dentil cornices at floor level. Tiled hipped roofs with tall brick slab chimney-stacks. EXTERIOR: 3 and 2 storeys and basement. 5 bays; irregular windows. Asymmetrical design in Queen Anne style. Central projecting porch of pilasters flanking a round-arched entrance with keystone and supporting an enriched parapet with ball finials; panelled part-glazed double doors with patterned fanlight. To left a window with radial patterned head; 1st and 2nd floor sashes have keystones and shaped aprons. To left, a Flemish gabled bay of grey bricks with red brick pilaster strips rising through the floors to form round-arched blind arcading with keystones on the 2nd floor; single central sashes with shaped and enriched aprons; enriched plaque in pediment. Ground floor window flanked by cartouches. Left hand outer bay of 2 storeys forming a canted bay on the return. To right of entrance a pedimented oriel window with large round-arched window having patterned glazing above. Right hand outer bay of 2 sashes to each floor flanked by red brick pilasters; central enriched plaques. The rear elevation is less significant and the main architectural interest of the exterior resides in the front elevation. INTERIOR: Front portion of house, up to rear wall of axial corridor, has very fine original internal features. Central hall and staircase has dado panelling, moulded arches on turned columns, original doors and windows with stained glass. Moulded ceiling, wooden fireplace and fine panelled doors in elaborate wooden surrounds. The main staircase rises through 3 storeys with all its decoration intact. The rooms to the rear of the

axial corridor throughout the house are plainer and more altered than those at the front. The main rooms on the front ground floor retain very fine fireplaces and elaborate doors and door surrounds, they also have contemporary plaster ceilings and deep coving. On the upper floors many of the rooms have been sub-divided but those at the front in particular still retain most of their original late Victorian fittings including fireplaces, doors, door surrounds, coving, skirting boards, dado panelling and fitted cupboards. This high quality late Victorian house survives very well with remarkably good quality contemporary internal features in the front rooms. HISTORICAL NOTE: Samuel Palmer of Huntley and Palmer's biscuits, Reading, built his house in a style and materials popular in the Reading area. Originally called Northcourt the house then became a Children's Hospital. Palmer's family presented the drinking fountain, (qv), at the corner with Fitzjohn's Avenue, to his memory in 1904.

Listing NGR: TQ2656684516

Selected Sources

Legacy Record - This information may be included in the List Entry Details.



PALMER MEMORIAL DRINKING FOUNTAIN, COLLEGE CRESCENT

Grade: II

Date first listed: 10-Sep-1993

Date of most recent amendment: Not applicable to this List entry.

Details:

CAMDEN
TQ2684NE COLLEGE CRESCENT
798-1/50/267 (West side)
10/09/93 Palmer Memorial Drinking Fountain
GV II

Drinking fountain and protective canopy. 1904. Presented in memory of Samuel Palmer of North Court, Hampstead by his widow and family through the Metropolitan Drinking Fountain and Cattle Trough Association. Pink granite with oak screens and tiled pyramidal roof. Gazebo form in Arts and Crafts/Gothic style. Octagonal stepped base supporting pink granite buttressed openings, on 4 sides enclosed by oak screens with panels having cut-out diapers to half height and then turned balusters. Eaves with projecting beams supporting projecting base of roof with fishscale tile bands and copper finial. INTERIOR: with central granite column supporting a vaulted ceiling and having projecting circular basins and remains of original water jets. Plaque with unusual ornamental lettering inscribed "This fountain, together with the open space on which it is erected, was presented to the Borough of Hampstead for the public benefit, in memory of the late Samuel Palmer, of Northcourt, Hampstead, by his widow and family, 1904." HISTORICAL NOTE: Samuel Palmer of Huntley and Palmer's biscuits, Reading built his family home c1880 at 40 College Crescent, (qv), originally known as Northcourt.

Listing NGR: TQ2658484559

Selected Sources

Legacy Record - This information may be included in the List Entry Details.

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