



Design and Access Statement

prepared on behalf of:

Logica (UK) Limited

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**Stephenson House, Hampstead Road,
London, NW1**

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Contents Amendment Record

This report has been issued and amended as follows:

Our Ref	Rev	Description	Date	Signed	Checked
13994P-RT-001		D&A Statement	09/10/09	SD	CT

Note:

This report, together with further reports accompanying the planning application relate to the present situation and may be subject to supplementary information as discussions progress with the Local Authority.

1.0 Introduction

The Statement

- 1.1 This Design and Access Statement has been prepared on behalf of Logica (UK) Limited in support of a Full Planning Application at Stephenson House, Hampstead Road, London, NW1.
- 1.2 The proposed works include external ground floor alterations to the Hampstead Road elevation to provide additional use class B1 office space and improved access.

Background

- 1.3 This document has been prepared in line with Central Government guidance in order to provide an analysis of the urban design and accessibility benefits associated with the proposal. The structure of this report is as follows:

- **Chapter One** is this introductory section;
- **Chapter Two** describes the characteristics of the site, with regard to its physical characteristics, together with a review of relevant planning history and local policy relating to design and access;
- **Chapter Three** describes the proposed external alterations; and
- **Chapter Four** concludes the report.

- 1.4 This Design and Access Statement accompanies the planning application which seeks full planning permission for:

'External alterations to the Hampstead Road elevation to create additional office (B1) floorspace and improved access.'



Figure 1 shows the site location

2.0 Site Evaluation

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Site Location and Character

- 2.1 The site is located on the corner of Hampstead Road and Drummond Street, immediately to the north of Euston Road in central London.
- 2.2 The area can be characterised by a mix of large scale office developments (B1), such as the Euston Tower (to the south of the site), together with university buildings and health related uses. These buildings focus on the Euston Road, whilst land to the north of the site begins to become more residential in nature.

Site Uses

- 2.3 The application site currently lies vacant and was formerly used as a public house. It forms part of a 5-storey building which is predominately used as offices.
- 2.4 The site was granted planning permission (ref: 2007/3978/P) for the change of use from a public house to offices including external alterations to the ground floor elevations fronting Drummond Street and Hampstead Road.

Aesthetic Quality

- 2.5 At present, the arcade at ground floor level along Hampstead Road provides a poor quality and under-used space in connection with the building.
- 2.6 Furthermore, it does not assist in defining the corner of Drummond Street and Hampstead Road.



Figure 2 shows an aerial view of the site context.

Movement

- 2.7 The existing entrance into the site is on the corner of Drummond Street and Hampstead Road, whilst the entrance to the B1 office space is located on Hampstead Road.

Legibility

- 2.8 The building at present does not assist in legibility and defining the street frontage. The arcade is poorly lit and vulnerable to anti-social behaviour.
- 2.9 The incongruous facade treatment of the existing site does not reflect the facade of the remainder of the building and consequently looks out of place when viewing the building as a whole.

Planning Policy Context

- 2.10 Saved Policy B1 of the Camden Replacement Unitary Development Plan (UDP) adopted June 2006 states that the “*Council will grant planning permission for development that is designed to a high standard*”.
- 2.11 Saved Policy B3 of the UDP relates directly to alterations and extensions to existing buildings and comments that the “*Council will not grant planning permission for alterations and extensions that it considers cause harm to the architectural quality*”.



Figure 3 shows the existing Hamstead Road street elevation

3.0 Design & Access

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- Use*
- 3.1 The application site will be converted to offices in accordance with planning permission (ref:2007/3978/P) granted on 26th March 2009.
- Layout*
- 3.2 The additional proposed office floorspace will infill part of the existing arcade along Hampstead Road and will not extend the building beyond its existing footprint.
- Scale*
- 3.3 The proposal will not alter the scale of the existing building.
- Appearance*
- 3.4 The proposal will enhance the appearance of the building through the creation of a glazed frontage that matches the existing Drummond Street and Hampstead Street building elevations. Metal cladding and dark glazing will be installed to match existing with the intention of providing a ground and first floor elevation that integrates with the remainder of the building.
- Landscaping*
- 3.5 No hard or soft landscaping is proposed in connection with this planning application.
- Access*
- 3.6 Access into the office reception area will be via two new entrance points along Hampstead Road. All entrances will provide level access and be DDA compliant.



Figure 4 shows proposed ground floor reception area.

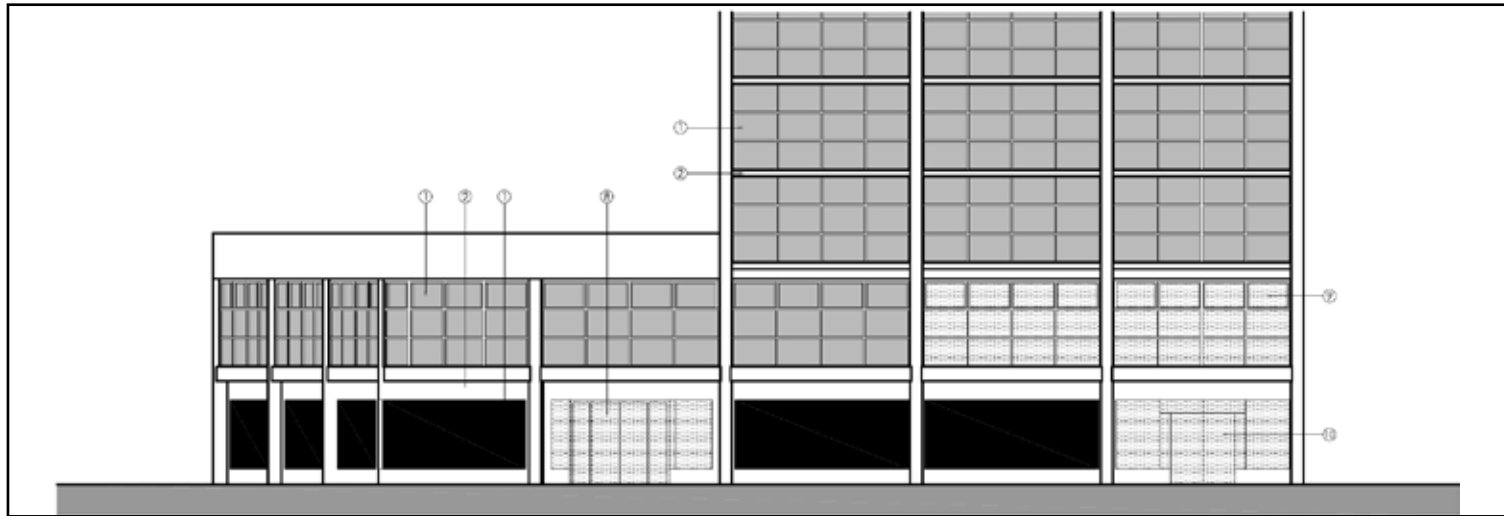


Figure 5 shows the proposed
Hamstead Road elevation

4.0 Evaluation & Conclusion

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- 4.1 The proposal will assist the office conversion by improving the appearance of the rest of the building. The proposed extension infill will match the existing elevations and remove the incongruous elevation along Hampstead Road.
- 4.2 It is considered that the proposal will enhance the character and appearance of the site and bring back into use an area of the site that is currently vulnerable to anti-social behaviour.
- 4.3 Importantly, the proposal accords with relevant saved planning policies relating to design contained within the Council's Replacement Unitary Development Plan as the proposed elevations will make a positive contribution to the street and make more efficient use of ground floor space.



Figure 6 shows the proposed street visualisation during the evening.

