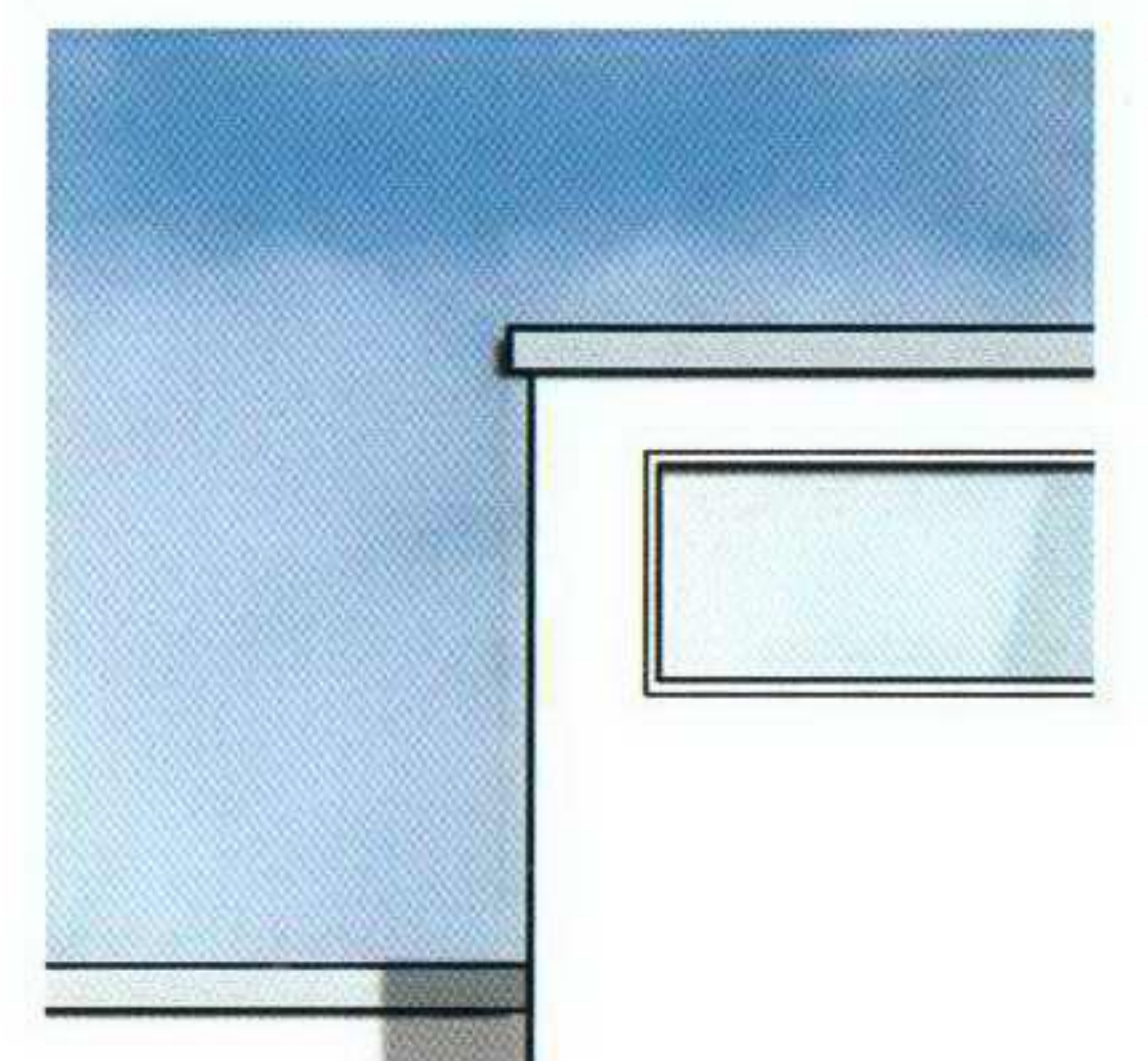
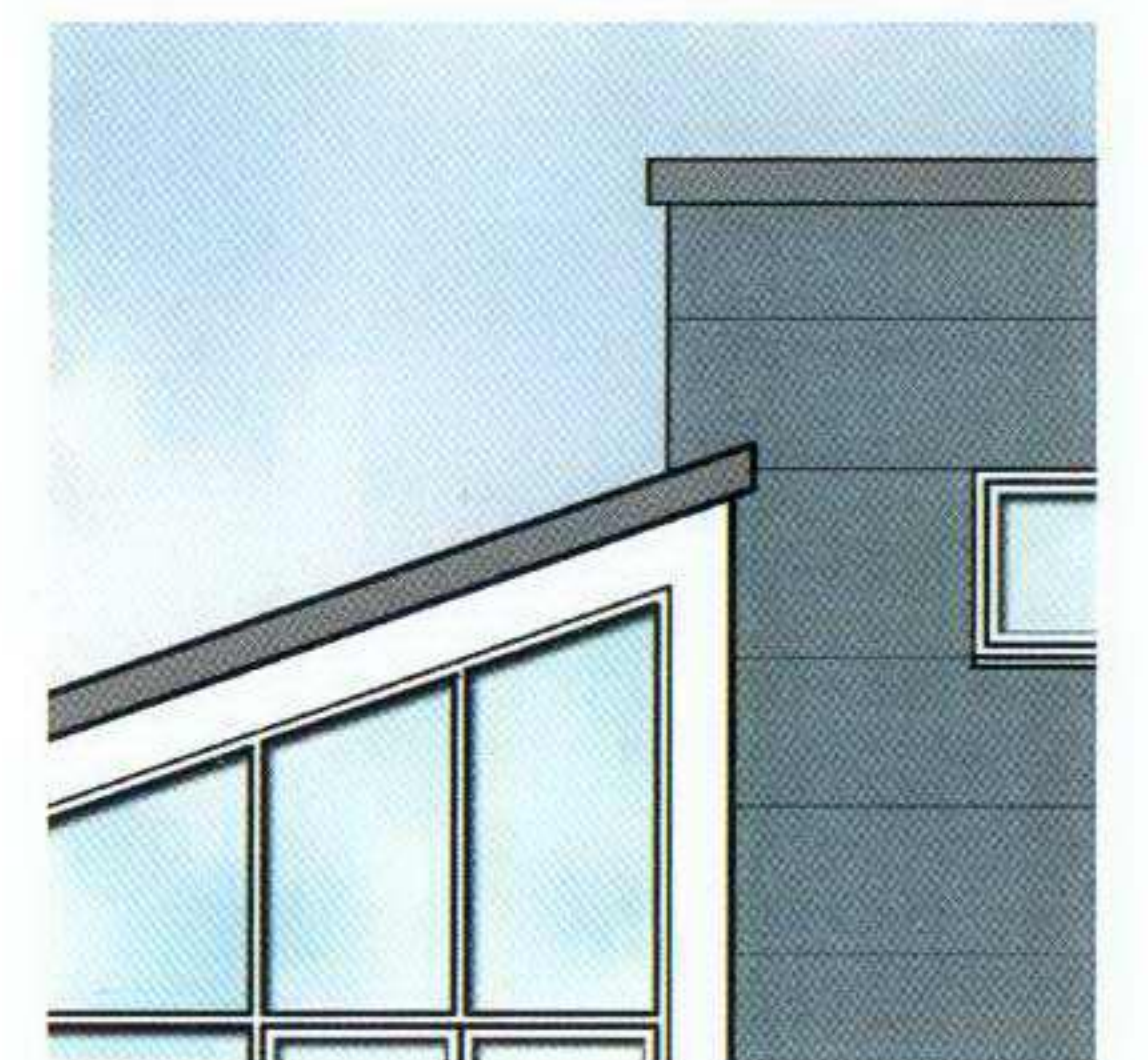
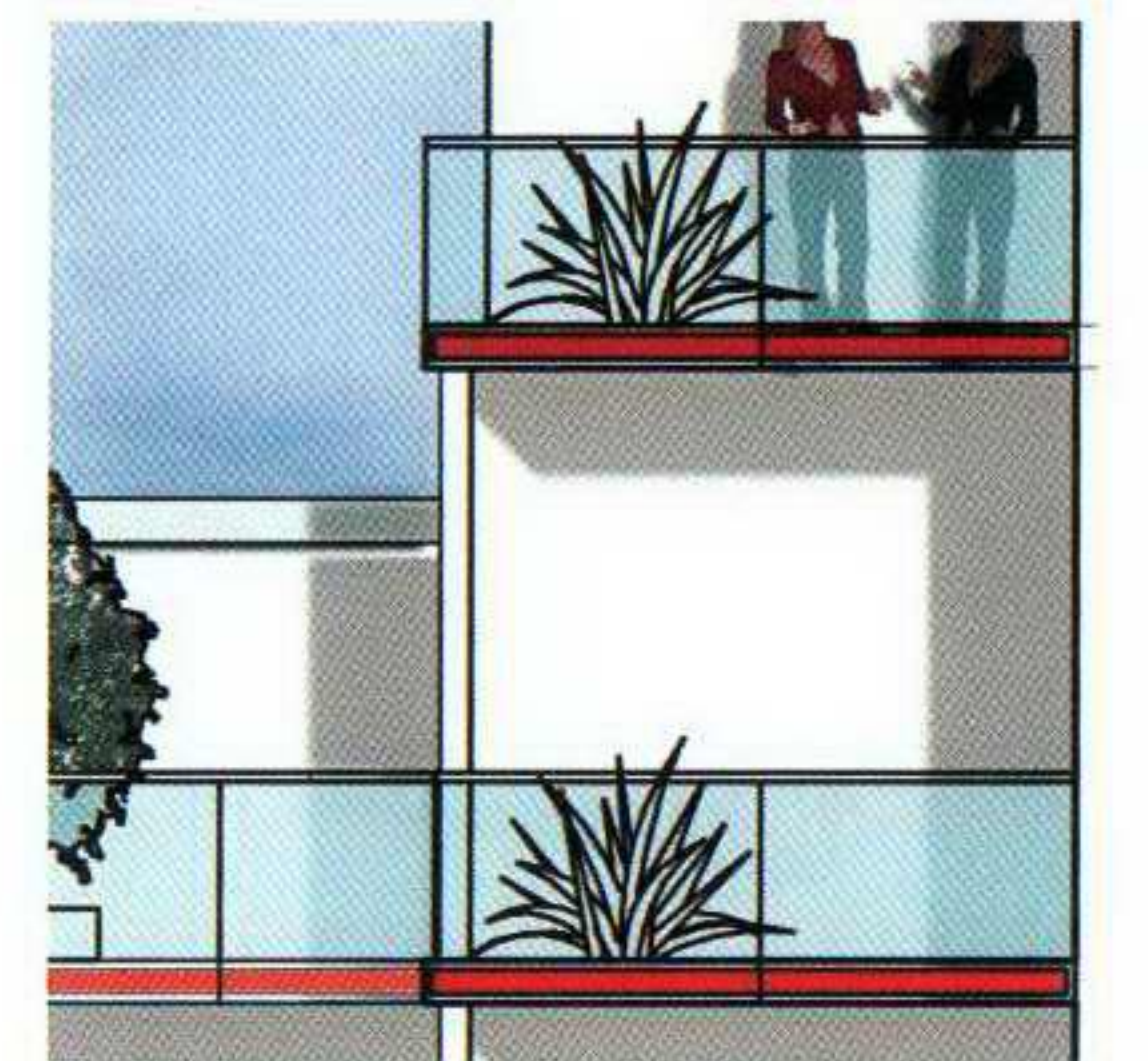
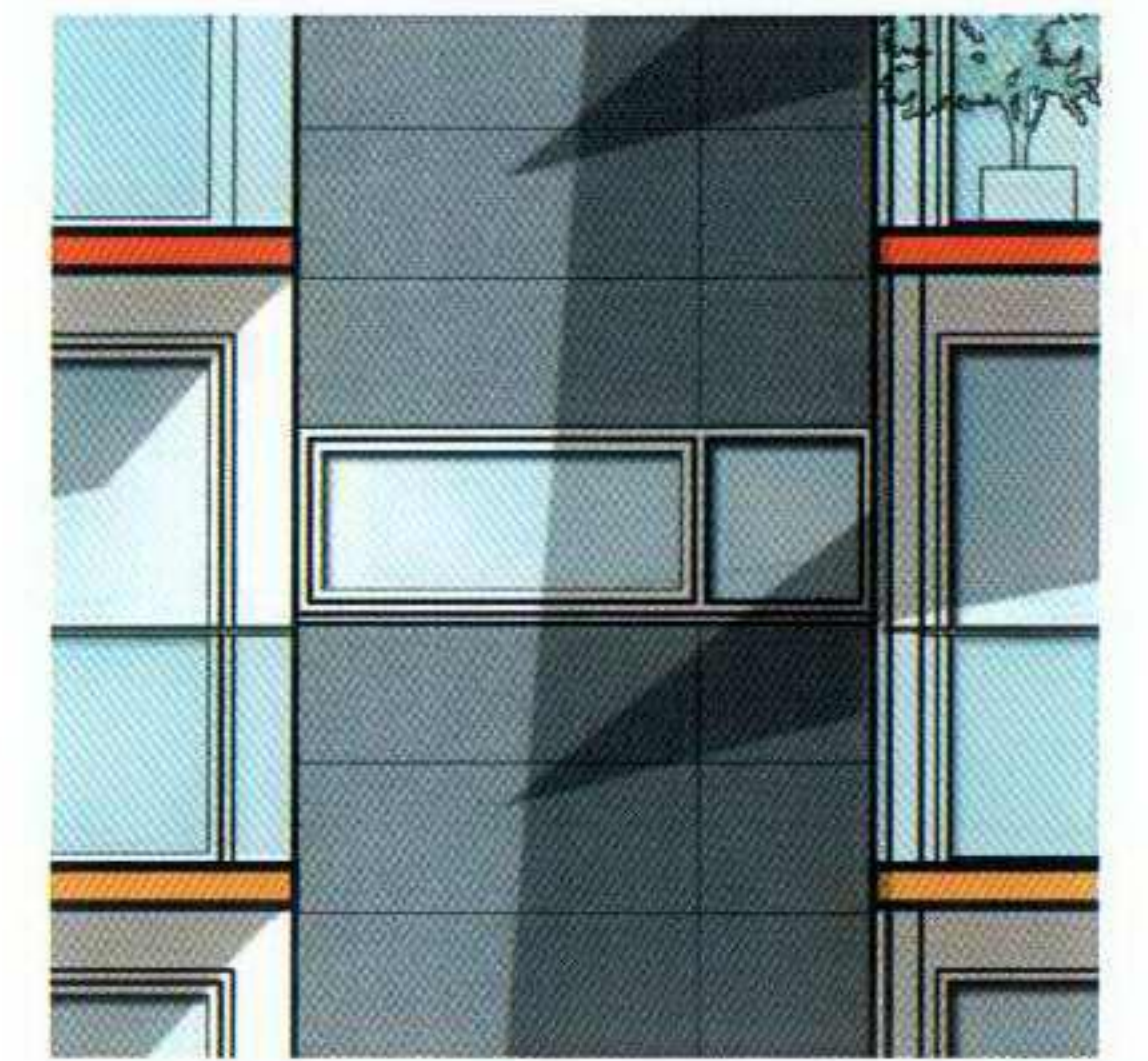


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## DESIGN STATEMENT CENTRE HEIGHTS

The following planning application seeks permission for the demolition of an existing car park and the erection of a flatted residential development with associated landscaping and basement level parking to serve existing Class B1 units. The site is known as 'Centre Heights', an eleven storey mixed use building located on Finchley Road and adjacent to Swiss Cottage tube station. The building consists of commercial units to the Ground Floor, with offices on the middle floors and residential units at the top. To the rear of the building is a two storey car park, to which this application relates, accessed from Belsize Road. The proposal is to demolish the existing car park, and replace it with a four to six storey residential building providing 14 flats. A new basement car park will be constructed to provide parking for the offices.

## THE DESIGN

The site is surrounded by various buildings, an eight storey office block to the South known as Swiss Terrace, to the West is Hickes House - an eight storey block of deck access flats and Campden House is a six storey block of flats to the North. The proposed building has been designed to fit into this urban mix without compromising the privacy or light of the surrounding occupiers. A rights of light survey has been undertaken and forms part of this application. The building faces due west towards Hickes House, as this is the best outlook for the flats with the least overlooking, the windows of Hickes House being 29metres away at the closest point. On the North side of the site the building is four storeys high, to relate to the scale of Campden House and to ensure no loss of light to the occupants of those flats. It rises to six storeys adjacent to Swiss Terrace to relate to the substantially larger scale of the building, and the whole scheme is unified with a 'ski slope' roof. The main elevation has been designed to read as three vertical elements with substantial amounts of glazing, brought into relief by the recessed panelled sections of fibre cement board adjacent. We propose steel balconies to this elevation, which run at an angle to the building reflecting the design of the roof. These balconies have the function of providing shade in the summer months and private amenity space for each unit. Perhaps most importantly they provide an opportunity to enhance the existing space for all residents of the area by allowing planting that is currently lacking in the area. By putting the car park for the office at basement level gardens at Ground level can be planted to enhance amenity for everyone. We propose to utilise a mix of high quality materials, primarily white render to the three protruding vertical elements contrasted with dark grey fibre cement panels on the recessed planes. The balconies will be steel sections with glass balustrading. The roof will be clad with high quality zinc metal as it will be visible, particularly from the offices behind the site. Whilst the proposed scheme is larger than the existing car park, its overall massing will relate well to the scale of the surrounding built environment. The setting back of the building from the boundary allows the introduction green spaces, and will introduce some life to this neglected corner of the Centre Heights building. We strongly feel that the building will help to enhance the space behind Centre Heights in a sensitive and positive way.



**tasou**  
associates  
architects + structural engineers

4 Amwell Street, London EC1R 1UG  
Telephone 020 7713 7070  
Fax 020 7713 7071  
Email [tasou@tasou.co.uk](mailto:tasou@tasou.co.uk)