

# TIBBATTS • ABEL

## Design & Access

**135 Finchley Road**, Hampstead,  
London, NW3 6JH  
Job No. 1600

Planning consent for Aluminium Mesh Cladding at front & side facade of building  
on behalf of **135 Finchley Road Ltd.**

## 1. INTRODUCTION.

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- 1.1 This Statement has been prepared to accompany the planning application in regards to the Alteration & Addition of 135 Finchley Road. There will be an addition to the refurbishment to the frontage of the premises changing the buildings outlook from an old concrete looking building to a more visually appealing facade which would hopefully increase the aesthetics of the building and its surroundings.
- 1.2 Tibbatts Abel has been appointed by 135 Finchley Road Ltd to carry out a design for the new facade feature for 135 Finchley Road. The work proposed is to install an aluminium perforated mesh façade in front of the existing wall with aluminium rails and to then wrap around the front of the building facing Finchley road and then to the side facing the Swiss Cottage tube station. It will frame around the front glazing but will cover most of the existing front and side external walls.



Colour façade is to be defined as silvery gold style colour from anolok colour sample 543

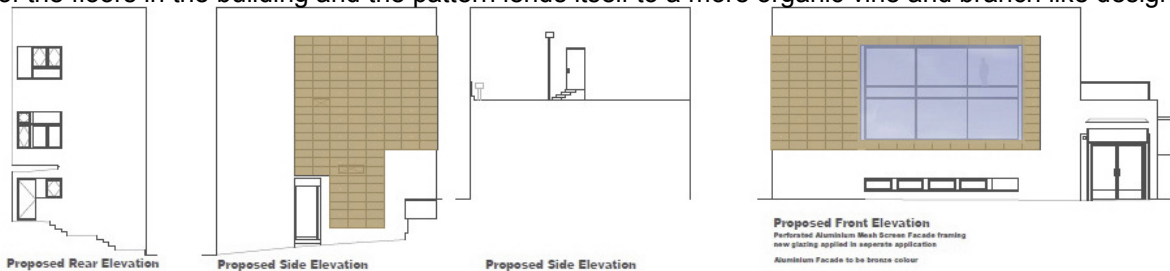


Example of the same design and pattern used for the Bang & Oulfsen building in Denmark, Herning. While the image on the right would be a close colour match of what the Finchley road building would be like with the same perforated mesh pattern.

**The colour for the Finchley road Building will be a silvery gold colour scheme**



Potential façade sample close up with colour match for the building with colour sample Anolok 543. The façade pattern relates to the interior theme of the restaurant inside as there will be artificial greenery design in one of the floors in the building and the pattern lends itself to a more organic vine and branch like design.



Street scene shows office buildings and apartments above Swiss cottage tube station on to be a brownish red colour externally and the right of 135 Finchley road to show grey dulcet tones all of which can blend with our building façade.

## 2. SITE AND SURROUNDINGS & ACCESS

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The Premises (formerly D Den Legacy Nightclub), is on 135 Finchley Road in Hampstead, London right by Swiss Cottage tube station. The building is clad in marble and the windows have a goth style vertical frame design which need repairing but the client has decided to replace them with new style windows which has been submitted on a separate application (2015/4946/P). The site area is 222sqm. Transport links can be by way of extensive bus services on Finchley road or the Swiss Cottage tube station, which is next door to the premises adjacent to the lower ground floor entrance on the side of the building. There is also two car multi storey parks at the back of the site. Along the street scene has been a mixture of retail on ground floor level with offices and apartments on upper levels all the way down the street and opposite.



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## Location Plan

### 3. PLANNING HISTORY.

The building has previously been a bank then a nightclub and now in transition to become a restaurant

Application Number	Site Address	Development Description	Status	Date Registered	Decision
<a href="#">2015/2018/P</a>	135 Finchley Road London NW3 6JH	Removal of 1.5m U-shape strip of flat roof and redundant plant from existing bar/club.	FINAL DECISION	05-05-2015	Granted
<a href="#">9500303</a>	135 Finchley Road NW3	Change of use of the lower ground upper ground and first floors from a bank within Class A2 of the Town and Country Planning (Use Classes) Order 1987 to a cafe/bar within Class A3 of the same order as shown on drawing numbers MD3438/10 & 11.	FINAL DECISION	27-02-1995	Grant Full or Outline Perm. with Condit.
<a href="#">9500105</a>	135 Finchley Road NW3	Change of use of the lower ground upper ground and first floors from a bank within Class A2 of the Town and Country Planning (Use Classes) Order 1987 to a cafe/bar within Class A3 of the same order as shown on drawing numbers MD3438/10 & 11.	FINAL DECISION	25-01-1995	Grant Full or Outline Perm. with Condit.
<a href="#">9380032</a>	135 Finchley Road NW3	Display of two externally illuminated estate agents boards at 1st floor level one measuring 10ft by 6ft on the eastern front elevation and one measuring 5ft by 3ft on the northern side elevation.	FINAL DECISION	18-03-1993	Grant Approval for Advertisement
<a href="#">8480253</a>	135 Finchley Road NW3	Display of: (i) internally illuminated box sign measuring 0.846m x 0.953m and (ii) internally illuminated box sign measuring 1.2m x 0.32m on the Belsize Road elevation at ground floor level as shown on drawing No.B8257/A1.	FINAL DECISION	22-11-1984	Grant Approval for Advertisement

## 4. DESIGN & ACCESS STATEMENT

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### *Design Rationale*

- 4.1 The design rationale for the development seeks to refurbish the tired exterior of the premises and bring it more up to date with its business by creating an Aluminium Mesh façade that wraps around two sides of the building and framing the front glazing. The design will be modern and will extensively improve the street scape of Finchley Road.
- 4.2 The resultant look of the new façade will create a modern up keeping to the building as the client would like to deter from the old marble of the building which is grey and concrete looking with some cracks in some areas. With the current marble panels being entirely impossible to source the next best option is to create this new façade in front of it to liven up the building. The restaurant lends itself to its links to the ethnic community of Lebanese and also to Muslims for its pan Arabian cuisine which will be on the menu. The buildings outlook will hopefully give vibrancy to the street and add some cultural significance from the new restaurant to the ethnic minority visiting it as well as tourists and the people of Camden to create vibrancy and variety to the area and hopefully a sense of place in the area to be admired.
- 4.3 The proposal to revamp the existing exterior will be of a perforated aluminium Screen design fixed on aluminium rails screwed to existing facade. The patterned aluminium mesh screen will be anodised in a faded silvery gold metal colour which will be unobtrusive and will relate to the interior designs of the restaurant as well as linking to its Pan Arabian link which is a theme for the interiors and the restaurants food.
- 4.4 Access to the site is via a side entrance serving the side path and adjacent underground tube station and the front entrance from the front serves Finchley road. There is extensive car parks situated in the rear and the side buildings surrounding 135 Finchley road but public transport links are good with Swiss cottage tube station next door and extensive bus links on Finchley road and a taxi rank area just in front of the building.

## 5. PLANNING POLICY & GOVERNMENT GUIDANCE

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### *National Planning Policy Framework*

- 5.1 The National Planning Policy Framework was published in March 2012. At the heart of the NPPF is a presumption in favour of sustainable development, jointly seeking economic, social and environmental gains. Key goals include creating jobs, fostering communities and improving design. Development proposals that accord with the development plan should be approved without delay. Paragraph 17 sets out the core land-use planning principles, including to:

- Proactively drive and support sustainable economic development;

- Seek high quality design and a good standard of amenity;
- Deliver sufficient community and cultural facilities and services to meet local needs.

Part 7 requires good design to achieve high quality and inclusive places which function well, establish a strong sense of place, use the site efficiently, respond to local character and are visually attractive.

Part 8 promotes healthy communities through the provision of community facilities, such as licensed premises that provide opportunities for members of the community to meet.

***CS14. Promoting high quality places and conserving our heritage***

14.2 Our overall strategy is to sustainably manage growth in Camden so it meets our needs for homes, jobs and services in a way that conserves and enhances the features that make the borough such an attractive place to live, work and visit.

Policy CS14 plays a key part in achieving this by setting out our approach to conserving and, where possible, enhancing our heritage and valued places, and to ensuring that development is of the highest standard and reflects, and where possible improves, its local area.

## **6. CONCLUSION**

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- 6.1 This statement is submitted in support of a proposal to improve the premises aesthetic function and enhance its appearance.
- 6.2 The external alterations have been designed to create an aluminium mesh screen for the premises and to have a sense of prominence but not overbearing for the visual enhancement of the building as well creating good aesthetics to its outlook for the rest of the street.
- 6.3 The proposed development is for refurbishment of a tired outdated frontage in which the new façade screen introduction would be considered acceptable in all aspects such that planning permission should be granted.