



Northways Parade shopfront proposals  
Finchley Road/ College Crescent, London NW3

**Design & Access Statement**  
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## PROJECT TEAM

Client	EPIC Group
Architect	Allsop Gollings Architects Ltd
Planning Consultant	Bidwells

## 1.0 EXISTING BUILDING & SHOPFRONTS

### Existing building and shopfronts

Northways Parade is a mixed use building, built in the 1930s comprising retail (mix of A1, A2 & A3) & storage at ground & lower ground with residential apartments above. The building is of concrete construction with brick and stone elevations.

The ground and upper ground floor of the parade is split into circa 29 retail units of varying sizes and uses. The shopfronts and related signage have developed in a fairly uncontrolled manner, with each individual tenant different from the next. Large fascia signs are common which cover the stone architecture, whilst the stone columns have also been overclad in some cases (particularly to Finchley Road). The shopfronts lack any relationship to the existing architecture or each other.

Important note: a planning application for improvements to the corner unit (20 & 21) has already been submitted. The proposals to the corner unit and related public realm improvements are intended to provide a benchmark and standard for other shopfronts. When the opportunities arise it is proposed to make improvements to the other shopfronts which forms the basis of this planning application.



E1. Photograph of existing shopfronts facing Finchley Road



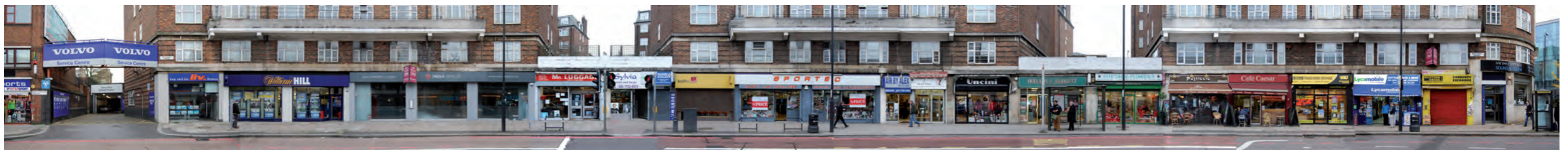
E2. Photograph looking south down Finchley Road



E3. Photograph of existing corner facing Swiss Cottage



E4. Photograph of shopfronts facing College Crescent



E5. Montage of Northways Parade shopfronts fronting Finchley Road



E6. Existing shopfronts facing Finchley Road



P1. Proposed photomontage of shopfronts

## 2.0 PRE-APPLICATION DISCUSSIONS

Proposals were submitted to LB Camden for pre-application advice, particularly in relationship to the proposals for units 20 & 21. The general approach to the shopfronts at large was also proposed in principle at this time. The response from Camden planners was positive and in support of the external alterations to the corner unit. Camden also welcomed the longer term vision to enhance Northways Parade by promoting a consistent design strategy for the rest of the shopfronts.

## 3.0 PROPOSALS

### Design strategy for improvements

Reveal & enhance the existing stone architecture of column and beam that is currently covered by fascia signs and paintwork. This will include restoring and cleaning the stone.

Provide design guidance for signage, preventing the use of large fascia signs, and encouraging individual letter signage, or smaller 'badge' signs that do not overwhelm the stone architecture.

Design guidance to be provided for projecting, internally illuminated signs, stating size and location, whilst allowing tenants to create the individual design.

Provide options for glazing between the stone bays, flexible for tenants who might have a retail unit within one bay or multiple bays. This will include different door and fixed glazing arrangements.

Glazing system to be common for all shopfronts, with the flexibility to integrate a projecting canopy or security shutter if the tenant wishes.

Continuous band of trough lighting is proposed, fixed just under projecting stone banding, removing the need for tenants to choose individual light fittings.

The proposed design is in accordance with Camden's Development Polices DP30 (Shopfronts) which promotes high standards in "design of new and altered shopfronts, canopies, blinds, security measures and other features". In particular the proposed alterations are a response to the original character of the building, revealing and enhancing the architecture and restoring some order to the shopping parade.

This also accords with Core Strategy CS14 which requires proposals to respect the local character and context, as part of ensuring high quality design.

### Access

The new entrance doors will have a level threshold and the entrance level will all be fully wheelchair accessible. This is in accordance with Camden Development Polices DP29 (Improving Access) which seeks buildings and places to "meet the highest practicable standards of access and inclusion."

The exact proposals for any internal vertical circulation will be subject to the specifics of the unit and the end user requirements.

### 3.0 PROPOSALS- continued



E7. Existing shopfronts facing Finchley Road



P2. Photomontage of proposed shopfronts facing Finchley Road