

Design statement for Ye Olde Swiss Cottage Public House, 98 Finchley Road, St John's Wood, London, NW3 5EL.

SWISS COTTAGE AND ITS HISTORY

The Hampstead portion of the St. John's Wood or Eyre estate, low-lying and not easily accessible, never attracted seats as Belsize had done and even the farm buildings lay on the Marylebone side of the border. The Eyre family was, however, always anxious to promote building and in 1794 a plan was drawn up on the model of Bath, with a crescent, circus, and square. The plan was never executed, probably blighted by the French wars, but from 1802 development on the Eyre estate was directed by John Shaw, a young architect inspired by the town-planning ideals of the late 18th century. In 1803-4 he exhibited views of a projected circus and in 1807 building began on the Marylebone portion. In 1819 Col. Eyre began the first of several attempts to promote the construction of a public road through his estate, ultimately successful in the Finchley Road Act of 1826. Finchley New Road and Avenue Road, the southern part of which existed by 1824, thrust northward into the Hampstead portion of Eyre's land and were built by 1829.

Swiss Cottage is a district of the London Borough of Camden in London, England. The district is located 3.2 miles (5.1 km) north-west of Charing Cross. It is centred on the junction of Avenue Road and Finchley Road and is the location of Swiss Cottage tube station.

The district formed part of the ancient parish of Hampstead. It developed following the *Finchley Road Act 1826*, which authorised construction of Finchley New Road and Avenue Road, with *The Swiss Tavern* built at the junction of the new roads. The neighbourhood around Finchley Road and Avenue Road was redeveloped in 1937 and 1938 with the opening of an Odeon cinema and the Regency Lodge flats. After World War II, local authority housing was constructed by the London County Council in the area.

YE OLDE SWISS COTTAGE PUBLIC HOUSE

"Probably the best known bit of Switzerland in Britain", the Swiss Cottage pub was built in about 1830 by T. Redmond, a former prize fighter. His family owned the premises until about 1880. The building stood next to a toll gate which took money from coaches and other travellers wishing to use the Finchley Road who would stop to be refreshed at the tavern whilst waiting to pay their fees.

From 1840 onwards the area as we know it literally grew up around the pub. In 1850 it became the northern terminus of the General Omnibus Company's line to London Bridge. In 1868 an underground railway station was opened and named after the pub.

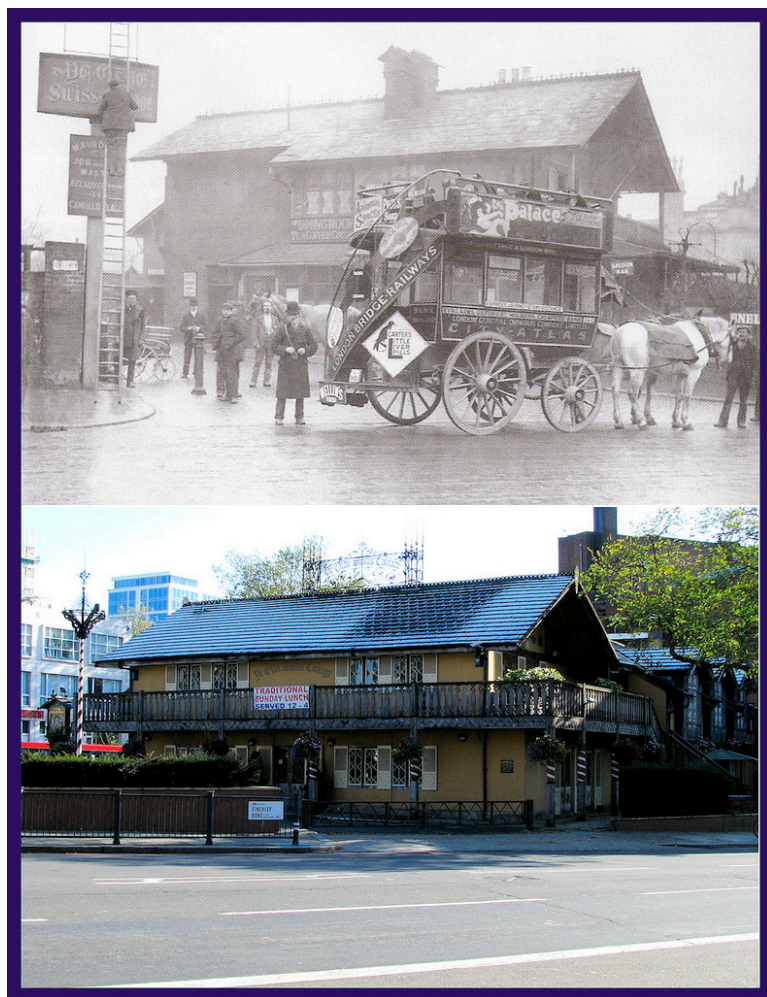
There had been a gabled building on the site called Lausanne Cottage, which is said to have been used by Charles II as a hunting lodge.

The Swiss chalet look, with low pitched roofs and decorative arching gables, had been made popular in the first half of the nineteenth century by an opera, "The Chalet", which became a great favourite

of Queen Victoria. This type of exotic, picturesque building enjoyed a short-lived fashion. Prince Albert built a full-sized chalet in the grounds of Osborne House, on the Isle of Wight, where his children were taught carpentry or cookery and entertained visitors to tea.

By 1902 the pub had become known as Ye Olde Swiss Cottage.

The building was reconstructed in 1965 in the style of a Swiss chalet or cottage. The road to Finchley in Barnet passes through here and the area is usually referred to as Finchley Road and has also given that name to the nearby tube station.



Ye Olde Swiss Cottage 1902 (top) and current view (bottom).

Proposed new works.

The existing building currently has a redundant pool room at ground floor level together with redundant first floor trading space. Six staff rooms are also located at first floor level.

The proposals would encompass the following ;

1. Relocation of existing six staff rooms at ground floor level along the Avenue Road elevation. Please refer to drawing no. P002C.
2. Provision of a Manager's apartment at ground floor. Please refer to drawing no. P002C.
3. Creation of 15 guest rooms at first floor level within the existing building footprint together with 6 guest rooms within a new build first floor extension facing Avenue Road. Please refer to drawing no. P003B.

List of Drawings

Existing Drawings

E001 EXISTING SITE PLAN 1 TO 100
E002 EXISTING GROUND FLOOR PLAN 1 TO 100
E003 EXISTING 1ST FLOOR PLAN 1 TO 100
E004 EXISTING ROOF PLAN 1 TO 100
E005 EXISTING SOUTH EAST SECTION - ELEVATION 1 TO 50
E006 EXISTING AVENUE ROAD ELEVATION 1 TO 50
E007 EXISTING FINCHLEY ROAD ELEVATION 1 TO 50
E008 EXISTING NORTH WEST - BEER GARDEN- ELEVATION 1 TO 50
E009 EXISTING SOUTH EAST END ELEVATION AND AVENUE ROAD ELEVATION -1 ST FLOOR- 1 TO 50
E010 EXISTING FINCH LEY ROAD ELEVATION - 1 ST FLOOR - 1 TO 50
E011 EXISTING NORTH WEST ELEVATION - ADJACENT TO REAR ENTRANCE - 1 TO 50
E012 EXISTING SITE PHOTOGRAPHS
E013 EXISTING PHOTOGRAPH AND HISTORIC PHOTOGRAPH COMPARISON
E014 EXISTING LOCATION PLAN 1 TO 250

Proposed Drawings

P001 PROPOSED SITE PLAN 1 TO 100
P002 PROPOSED GROUND FLOOR PLAN 1 TO 100
P003 PROPOSED 1ST FLOOR PLAN 1 TO 100
P004 PROPOSED ROOF PLAN 1 TO 100
P005 PROPOSED SOUTH EAST SECTION
P006 PROPOSED AVENUE ROAD ELEVATION 1 TO 50