

**1-8 New College Parade, Finchley NW3 5ES**

**Design and Access Statement**

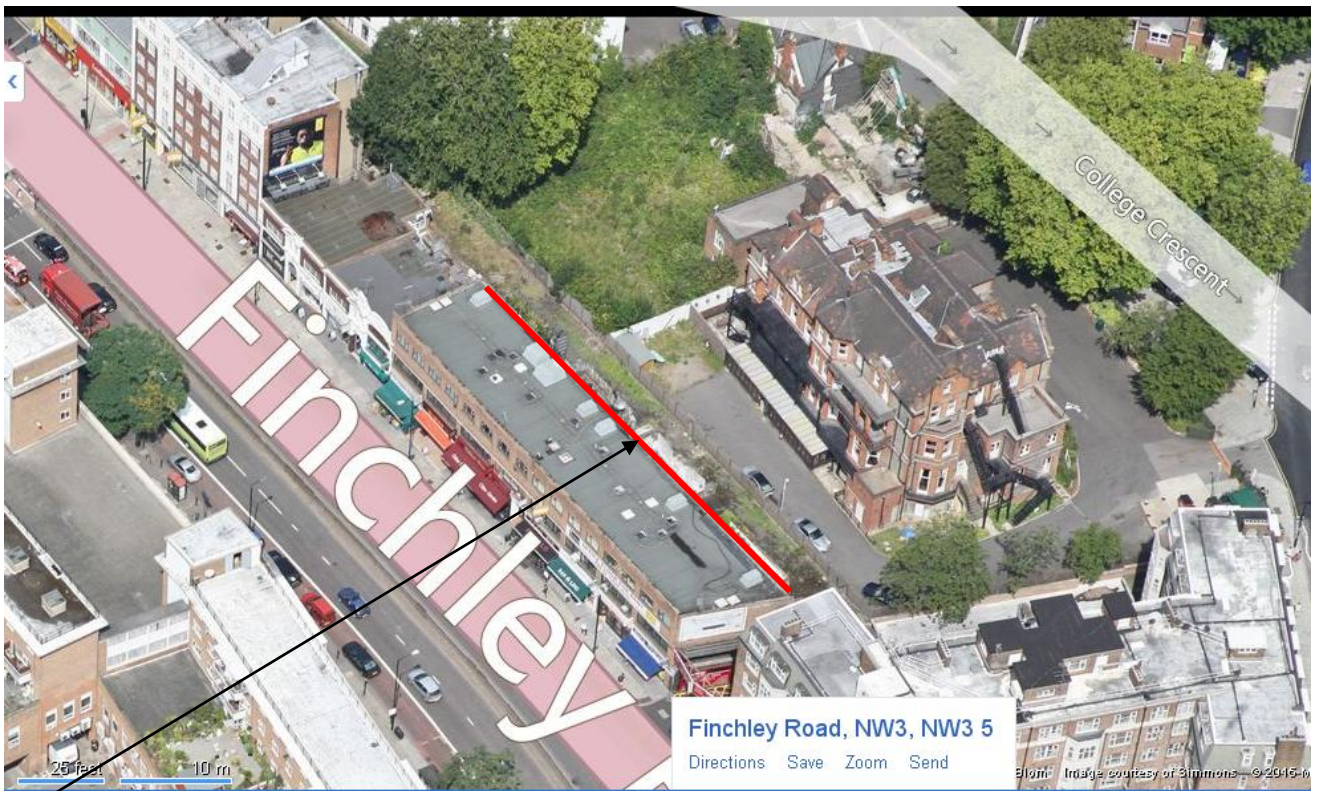
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This draft document is to be read in conjunction with drawings PL/369/010 Site and location plan and PL/369/100 to 102 inclusive existing plans, sections and elevations and PL/369/200 to 202 inclusive proposed plans, sections and elevations submitted as part of the planning application documents.



1 – 8 New College Parade, Finchley Road, NW3

Figure 1 Aerial view

## Site Location

1-8 New College Parade is situated on Finchley Road, directly between Finchley Road and Swiss Cottage Underground stations. The site is 1011sqm/0.1011 hectares in size. The existing building is three storey, with additional basements, containing various commercial and retail units.. The site is located within the 'Finchley Road town centre area' as set out by Camden Councils LDP. This area has been designated as a 'Highly accessible area' and as such has been considered 'suitable for significant development'.

The Local Development Policy clause CS3 states that the town centre area is *"considered to be suitable locations for the provision of homes, shops, food, drink and entertainment uses, offices, community facilities and are particularly suitable for uses that are likely to significantly increase the demand for travel."*

This location is well served by major bus routes, is within a five minute walk to two underground stations on the Jubilee line and within walking distance of the Finchley Road & Frognal Overground station, situated further North on Finchley Road. Being situated directly amongst a busy high street and shopping precinct, the proposal site is extremely well located for access to a wide variety of local shops and amenities.

To the rear of the site lies the Grade II listed No.40 College Crescent - a substantial "Queen Anne revival" style building of 1880-81, designed by Morriss and Stallwood of Reading for Samuel Palmer of Huntleys & Palmers Biscuits. It should be noted that the rear elevation of this building, which can be seen from the rear of the proposal site is deemed as being less significant than the front Elevation facing on to College Crescent. This building forms the southern edge of the conservation area, which the proposal site is not included within, which stretches from college crescent to the rear of the proposal site North-East towards Hampstead Heath.

## Proposal

The addition of 2 new storeys over the existing building footprint to provide 11 flats whose accommodation will be a mix of 6x1 bed, 3x2 bed and 2x3 bed properties.

## Amount

The proposed gross internal floor area for the 2 new floors will be 866 m<sup>2</sup>.

## Street context

The section of Finchley Road situated between Finchley Road and Swiss Cottage tube stations is a typically busy and vibrant high street setting. The streetscape largely consists of tall mansion blocks with commercial and retail elements to street level and residential above. The exception to this being the 2-3 storey section of buildings (Images 2 and 4) which the proposal site currently forms part of. Although there are similarities in mass and scale to each of the separate mansion blocks present, the vast majority differ in overall height by varying amounts along the length of the high street. The vast majority of buildings facing onto Finchley Road make use of a mixture of Red / Brown brick with Portland stone /stucco capping's to parapets, windows, vertical elements and often to ground floor commercial units also. A similar mixture of red brick and stone /stucco detailing can be found further back off Finchley Road within the beginnings of the Conservation area to the rear of the proposal site.



Figure 2 1-8 New College Parade redeveloped 1963 -1964



Figure 3 Northways development developed c1934 to the east of 1-8 New college parade



Figure 4 9-12 New College Parade to the West of 1-8 New College Parade



Figure 5 Existing rear view of 1-8 New College Parade

### Scale and Design

The form and massing of the proposal is driven by the London Housing Design Guide Standards and Lifetime Homes.

The street elevation at third floor is composed of the same materials and rhythm as contained in the existing building. New window openings are framed in white Portland stone heads, cills and reveals to accentuate and differential between old and new. New brick work matches the existing to the front , rear and side elevations. The fourth floor mansard roof is tiled in grey black slate and walled in structural glazing to the street. The rear elevation has the same tiled roof with similar glazing designed to accommodate the shape of the roof construction. New vertical circulation is provided by a multi storey lift clad in brickwork to match the existing. There will be two residential entrances which will be located off both Finchley Road and the gardens to the rear.

Balconies and terraces range from 5.5 m<sup>2</sup> to 40 m<sup>2</sup> providing the amenity space in excess of the necessary standards for all proposed flats.

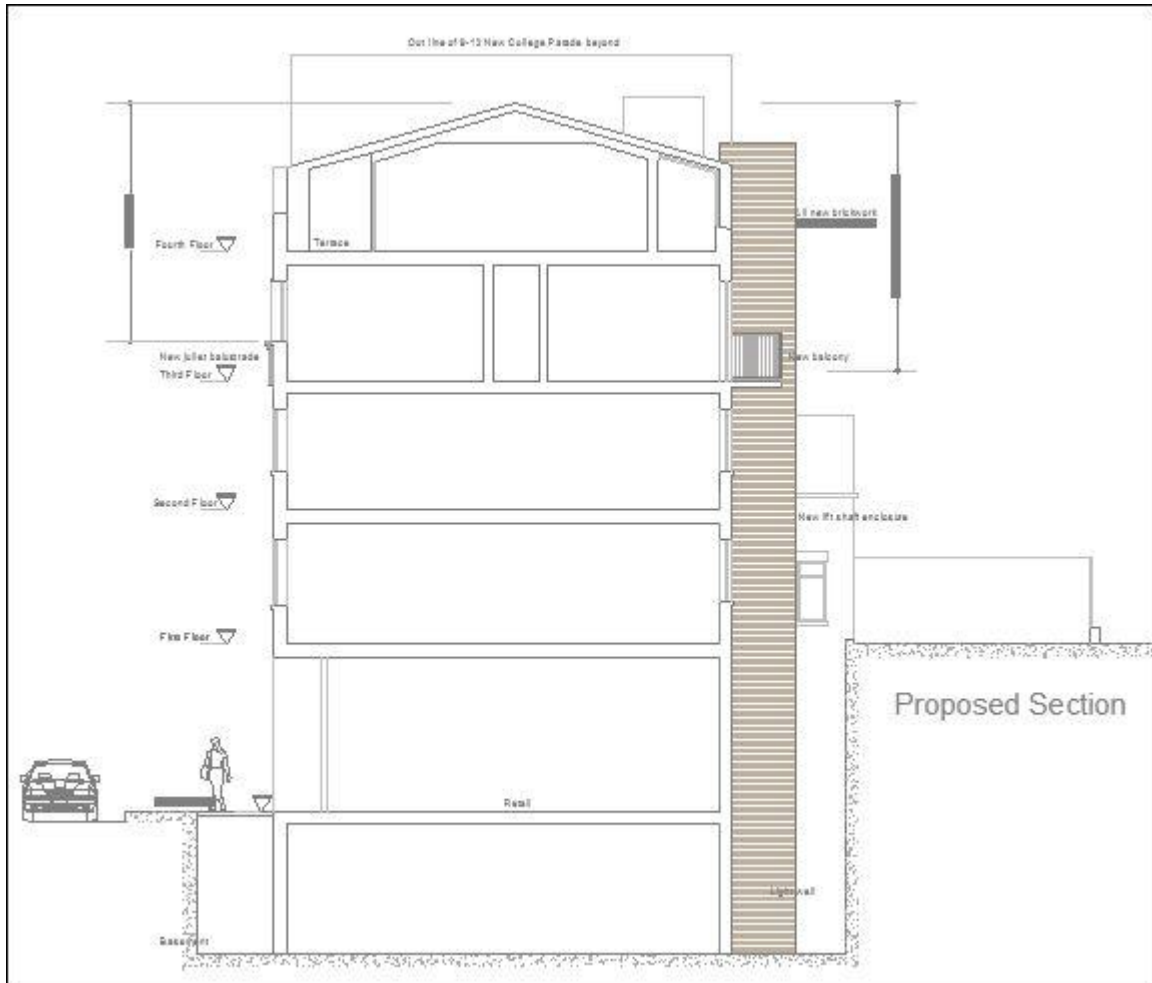


Figure 6 Existing rear view of 1-8 New College Parade

Overall the building height is lower than the proposed neighbouring development to the west at 9-12 New College Parade and the eastern side neighbour Northway building by approximately 3 meters.

Secure cycle parking is provided for 11 bicycles, located internally at Basement level. Both stair and lift provision are provided to this area.

A key objective of the proposal is that it should create a safe and accessible environment where crime, disorder or the fear of crime does not undermine the quality of life of the residents. The proposal will significantly improve the status of the current site. The addition of residential units, creating a mixed use building will increase natural surveillance over the newly landscaped communal garden to the rear of the site, compared with the purely commercial led building that currently occupies the site. Entrances are well designed to allow for Natural surveillance with secure access systems to all properties.



Figure 7 Proposed 1-8 New College Parade elevation facing Finchley Road

### Cladding Material

Materials used in the new build floors and roof match the existing building and its immediate Finchley Road neighbours.

The simplicity of material choice allows for the proposed development to comfortably reflect the buildings existing character and that of the impressive form and character of most buildings found in the near vicinity.

### Conclusion

It is considered that the impact of the proposed works is minor and has no harmful effect on the local building asset based on the fact that the proposed work is in keeping with the existing building and the immediate neighbours and street context. The proposal is in keeping with the properties character and in accordance with the local and national policies. The proposals have no impact on neighbour or public amenity.

In our opinion, the proposals reinforce and strengthen the character and habitability of the building and based on this evidence we anticipate positive support for the proposals and the application as submitted.

### Policies taken in to consideration

The proposal is located within the '*Finchley Road Town Centre area*' as set out by Camden Councils LDP. The LDP states the areas suitability for the "*provision of homes, shops, food, drink and entertainment uses, offices*" which has informed the proposed mix of the development.

### Supported Planning Policy

The principle for residential / Commercial use has been established by the LB of Camden Core Strategy (2010) which



addresses the wider targets outlined within the London Plan.

Local Development Framework

**CS1.** Distribution of Growth - 'Highly Accessible Locations' such as Finchley Road / Swiss Cottage. Providing a mix of uses in Accessible areas.

**CS5.** Providing sustainable buildings and spaces of High quality. Protecting and enhancing our environment, heritage, amenity and quality of life of local communities.

**CS6.** Providing Quality Homes - maximising the supply of additional homes to meet or exceed Camden's target of 5950 homes from 2007-2017. Providing a mix of 2-3 Bed quality housing units in line with clause **6.39**.

**CS7.** Promoting Camden's centre and shops - Provision of retail spaces to town centres (Finchley Road / Swiss Cottage) to promote and enhance the vibrant centres throughout the borough.

**CS13.** Minimising carbon reductions from the redevelopment, construction and occupation of buildings - ensuring developments use less energy. Making use of efficient energy sources. Generating renewable energy on site. Ensuring buildings and spaces are designed to cope with and minimise the effects of climate change.

**CS14.** Requiring development of the highest standard of design that respects local context and character.

Local and regional planning policies are informed by national policy guidelines and legislation;