

3.00 Proposed Scheme



Billy Fury Way - New section of footpath



Billy Fury Way - Approach to Finchley Road

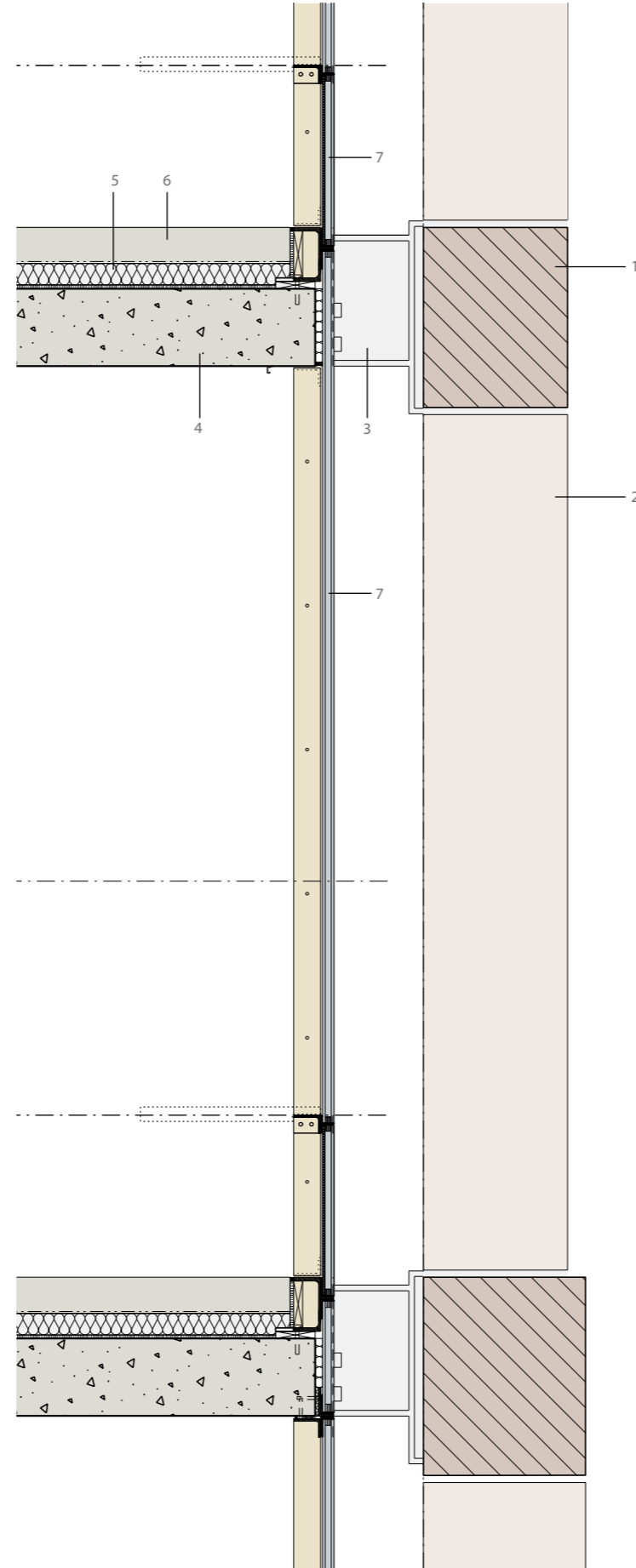
### 3.00 Proposed Scheme

#### Detail - Carved stone panels



### 3.00 Proposed Scheme

#### Elevation Structure + Detail



#### Detail Section Key

1. Structural stone lintel
2. Structural stone column
3. Structural steel bracket with thermal break to slab edge
4. Reinforced concrete slab
5. 60mm rigid floor Insulation
6. Concrete floor screed - power floated finish
7. Bronze framed glazing unit



Facade Detail Elevation

### 3.00 Proposed Scheme

#### Materials, Patterns + Textures



4.00 Landscape



## 4.00 Landscape

Pines (possibly *Pinus pinea*) are proposed to be planted in small groups in the Finchley Road. The canopies of the trees will be elevated above street level, providing an open view to the ground floor of the buildings, but screening the windows of the flats on the first floor.

### Top left to right:

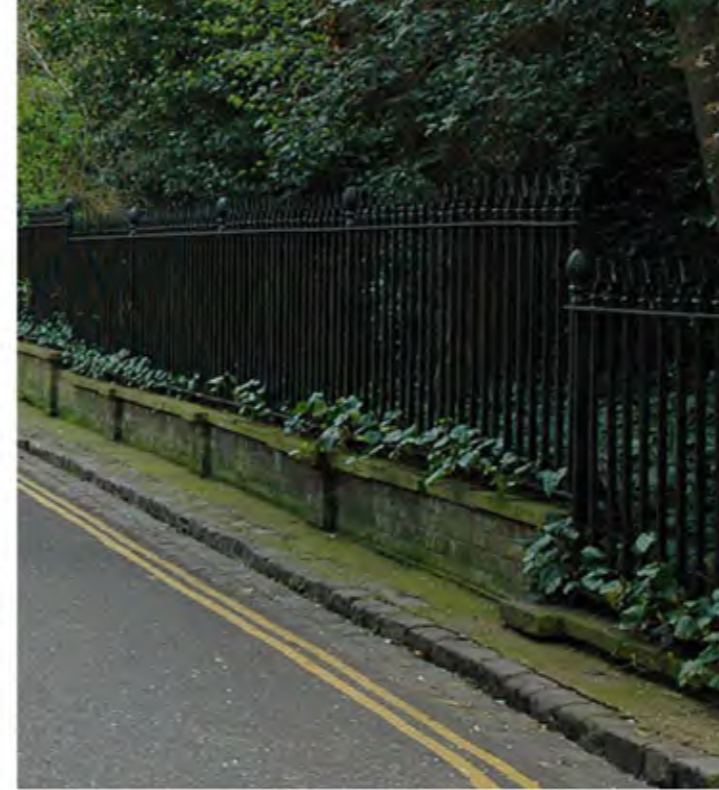
1. Looking through the trunks of Stone Pines
2. Pines have been planted as street trees in Rome, and indeed across Europe, for centuries. They have a distinctive, high and dense canopy, and do not produce as much leaf litter as many deciduous trees.

### Bottom:

1. Pines in an urban context



## 4.00 Landscape



### Top left to right:

1. Malplaquet House, E1 with new railings backed by wattle screens
2. Malplaquet House, E1, after garden has grown through and over the railings and screens
3. Iron railings raised on a low brick parapet wall. This detail is very commonly found in London square gardens. Similar railings are proposed to run along the length of the northern side of Billy Fury Way.
4. Iron railings raised on a brick parapet with a stone coping as seen in a London square.

### Bottom left to right:

1. Hazel wattle screen panel proposed to be affixed behind the railings to increase privacy, and to provide a toe-hold for climbing plants. Wattle screen will be invisible soon after the plants begin to grow.
2. Lantern integral in railings; similar types of lanterns are proposed to be placed at regular intervals along the length of the proposed iron railings along the length north boundary of Billy Fury Way.
3. Lantern integral in railings



Billy Fury Way : boundary materials



Boundary to Billy Fury Way: Year 3



## 5.00 Design Strategy

### Streetscape and Distant Views



Finchley Road, looking south

## 5.00 Design Strategy

### streetscape and Distant Views



Finchley Road, looking south

## 5.00 Design Strategy

### Streetscape and Distant Views



Finchley Road, looking north

## 5.00 Design Strategy

### Streetscape and Distant Views



Lithos Road, looking north east

## 5.00 Design Strategy

### Streetscape and Distant Views



O2 Centre Car Park, looking north

## 5.00 Design Strategy

### Streetscape and Distant Views



Arkwright Raod, looking south west

## 5.00 Design Strategy

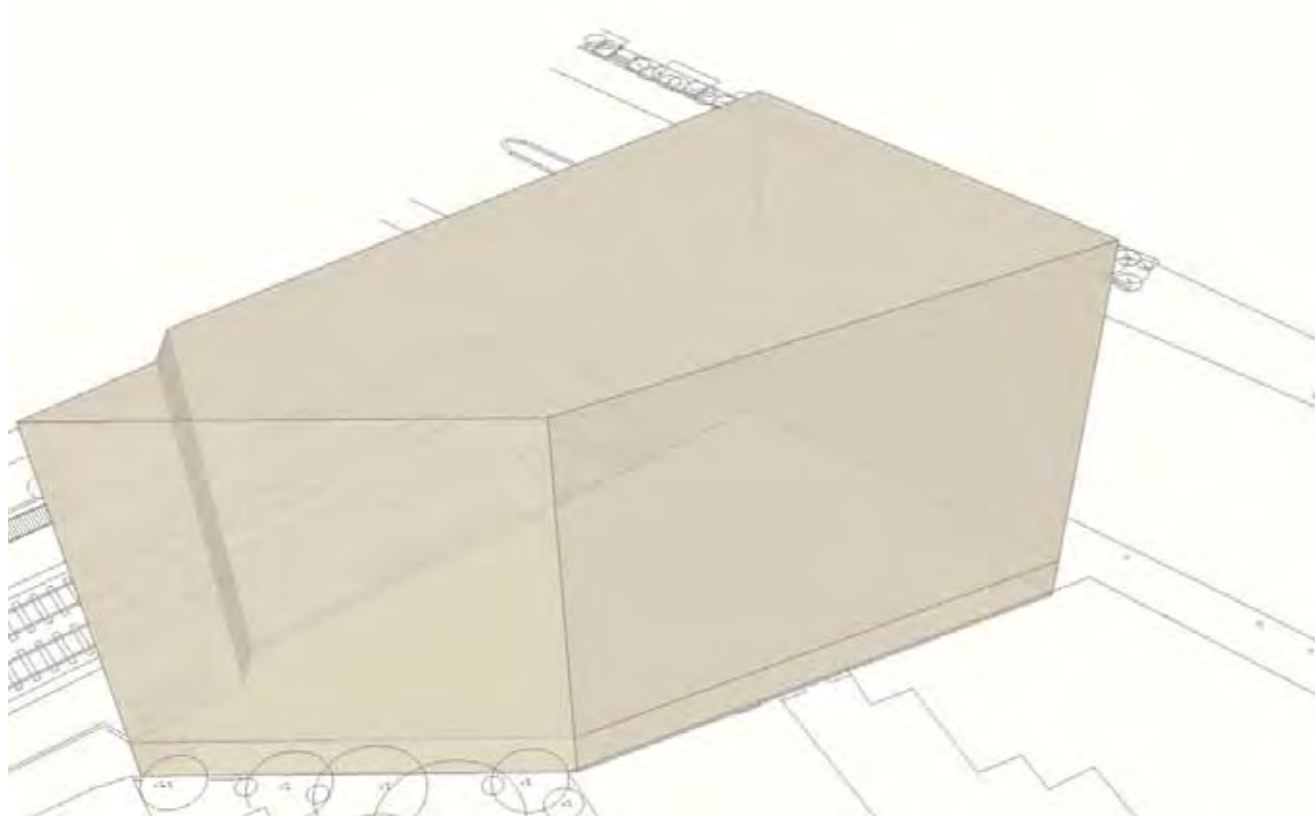
### Streetscape and Distant Views



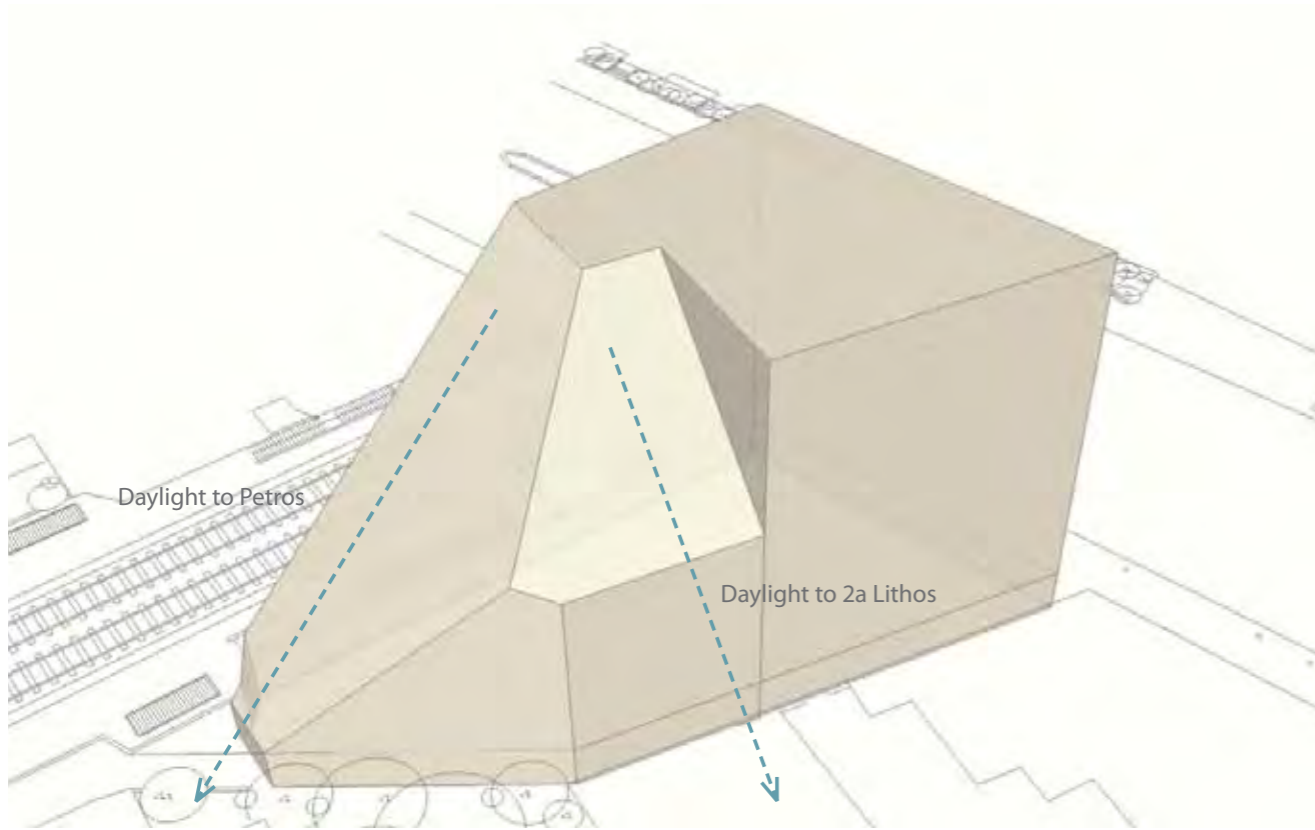
Netherhall Way, looking west

## 5.00 Design Strategy

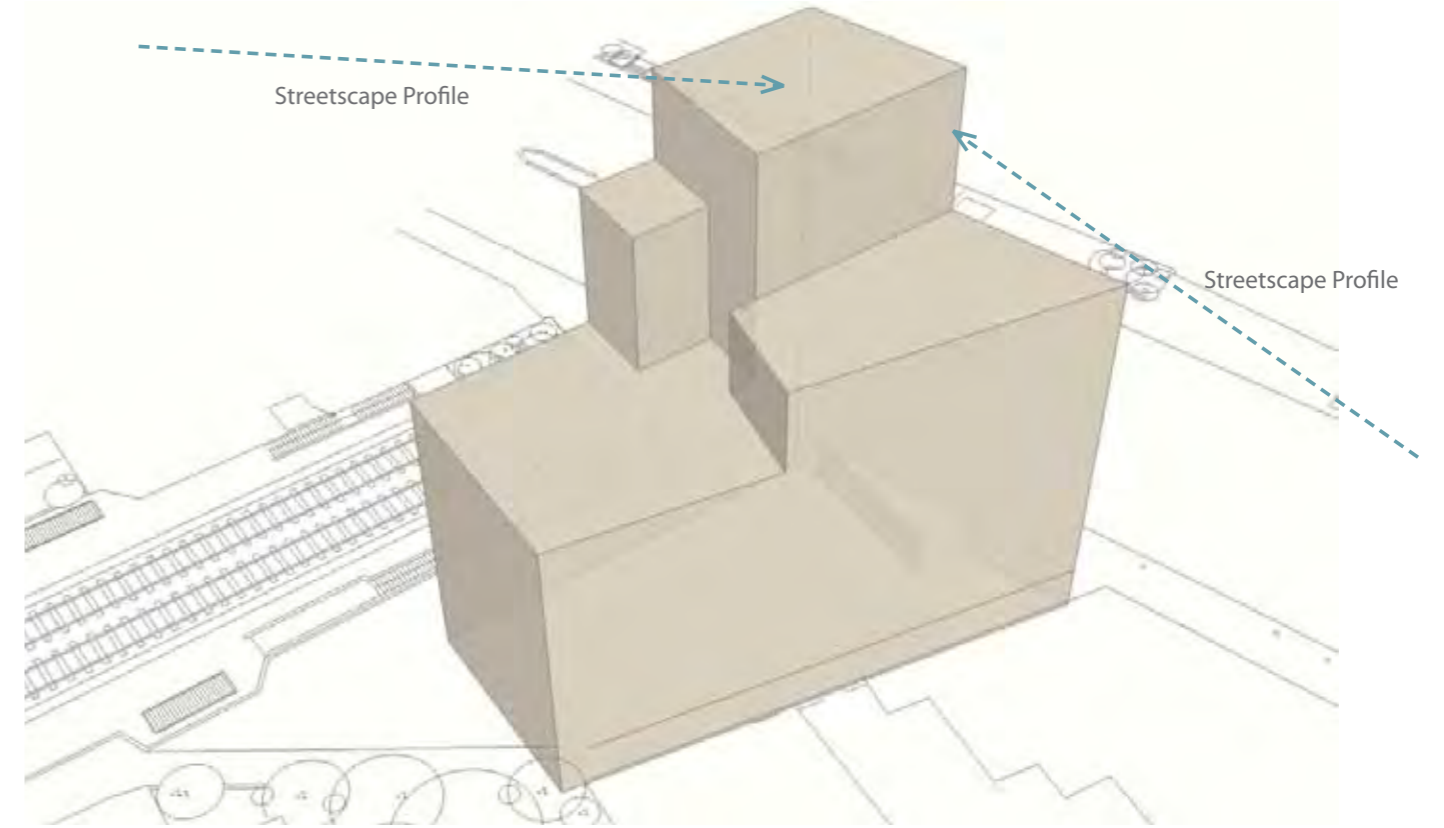
### Design development - Massing



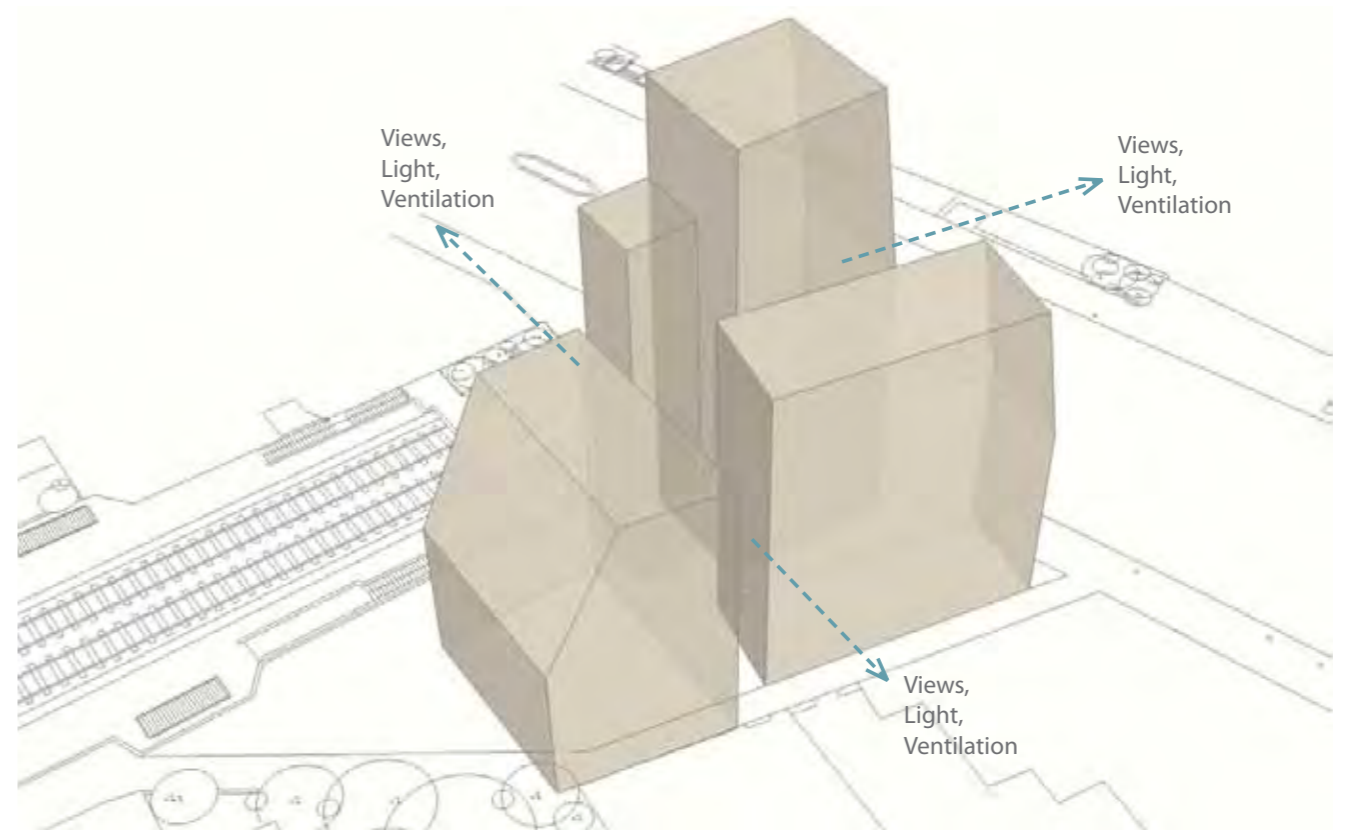
01. Total Site Envelope



02. Daylight / Sunlight Envelope



03. Envelope response to Townscape



04. Spaces between Blocks



## Summary

- 24 Residential Units
  - 1, 2 and 3 bed apartments
  - Car free & secure cycle parking
- Ground Floor Retail Unit
  - active frontage to Finchley Road
  - job creation
- Billy Fury Way Upgraded
  - relocated adjacent to station
  - new landscaping and lighting
- Public Realm Improvements
  - increased pavement space to Finchley Road
  - new street trees and rear gardens
- High Quality Architecture
  - relates to area's heritage and enhances existing streetscape
  - improved relationship with Overground Station
  - quality materials and detailing



APPENDIX 3- LB Camden DM Forum feedback form

# 317 FINCHLEY ROAD

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Please take a few moments to fill out and return this form with your comments on the proposals for redevelopment of the site at 317 Finchley Road.

## Your contact details

Name \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

Please leave any comments you may have in the space below and overleaf.