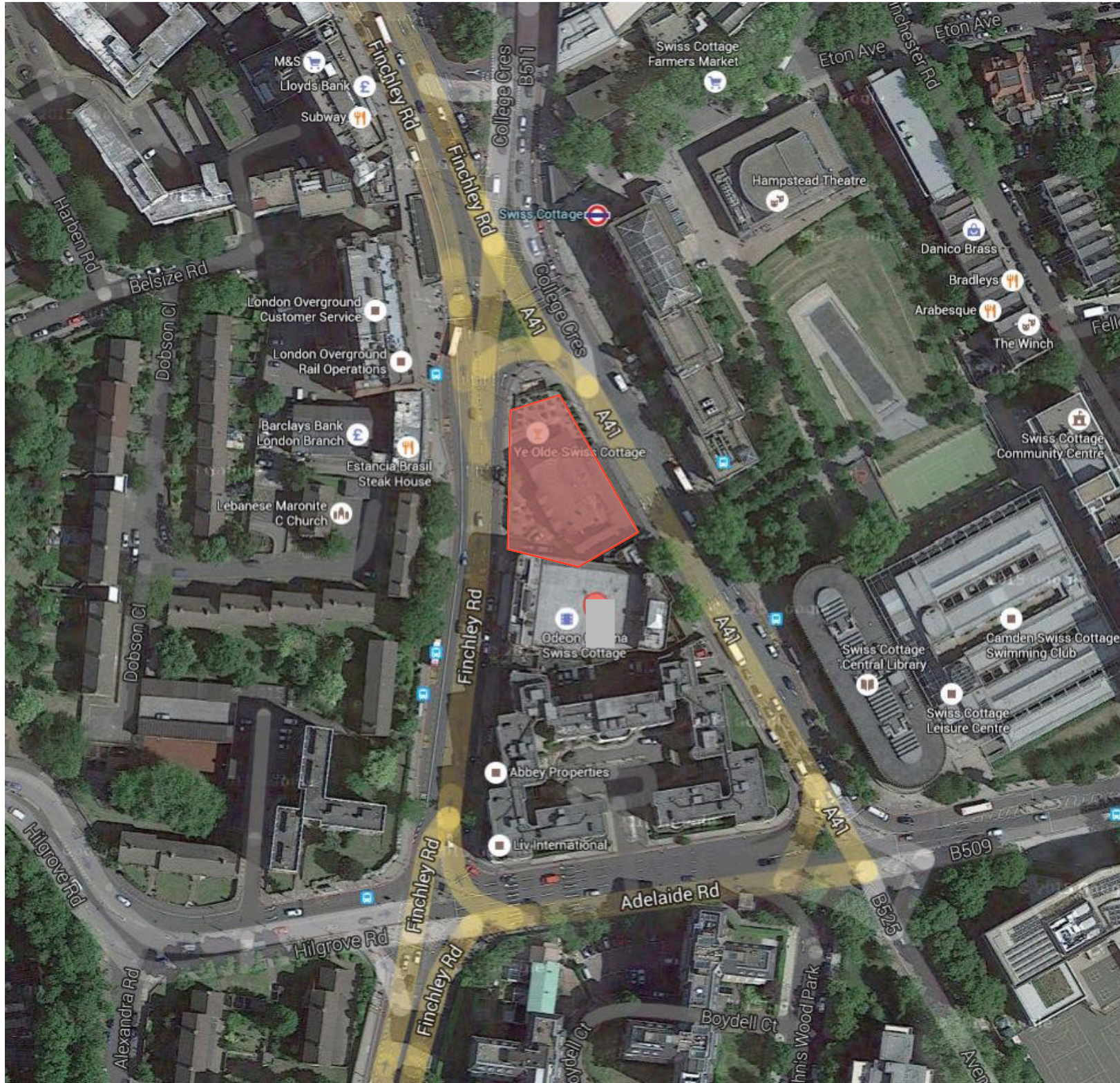


Design & Access Statement

Ye Olde Swiss Cottage Public House

June 2016





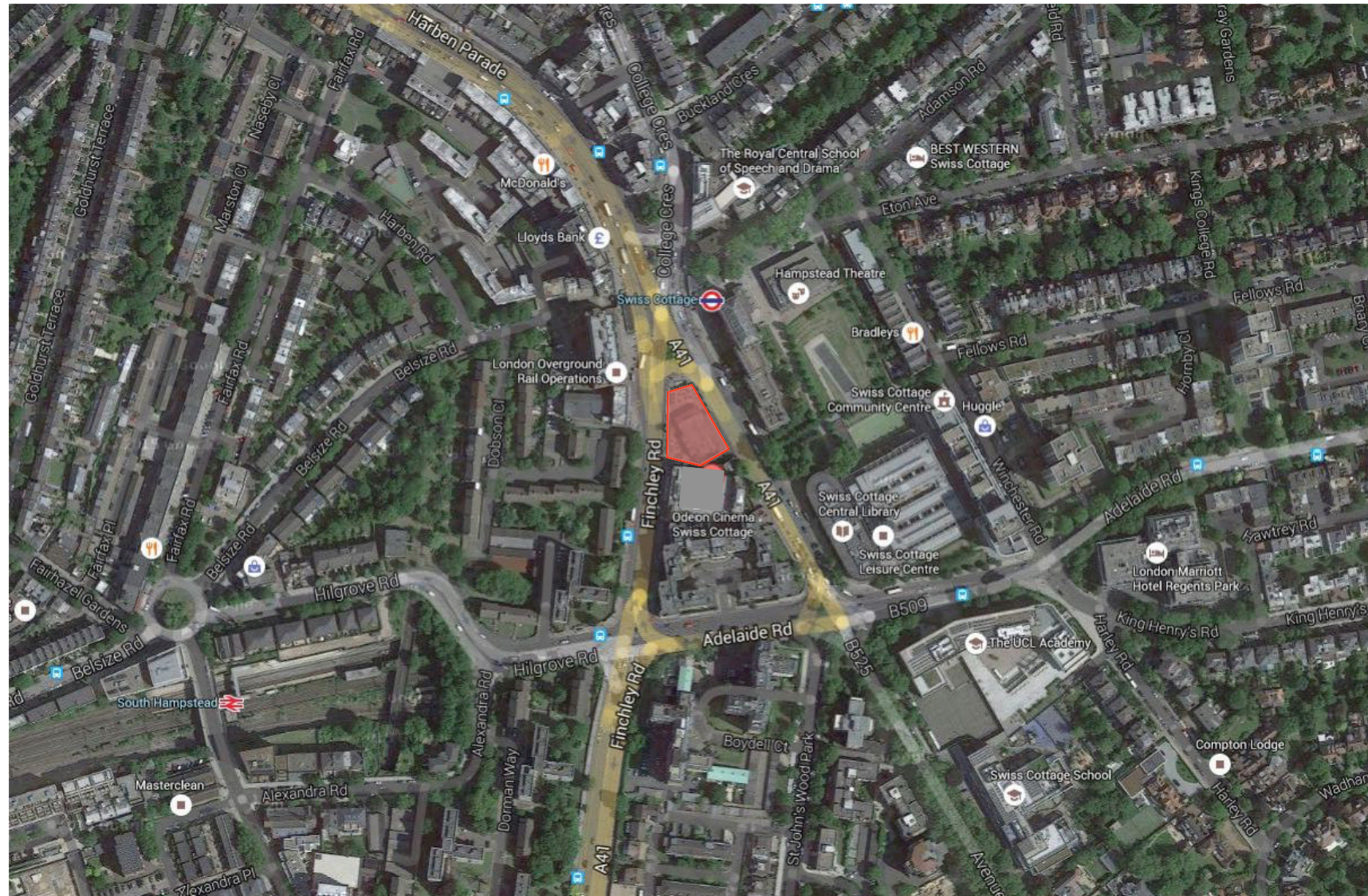
Design & Access Statement

Contents

- 1.0 Site Description
- 2.0 Site Photographs of Existing Building
- 3.0 Preliminary consultation with Camden Council
- 4.0 Proposed Development
- 5.0 Transport
- 6.0 Landscaping
- 7.0 Access to and within the development
- 8.0 Conclusion
- 9.0 Schedule of Floor Areas
- 10.0 List of Drawings

Design & Access Statement

1.0 Site Description



1.1 The site is located at 98 Finchley Road, London and lies within the London Borough of Camden.

1.2 Ye Olde Swiss Cottage Public House is located on the corner junction of Finchley Road & Avenue Road with the main frontage being towards the Finchley Road. It is not a listed building and it is also not within a Conservation Area. The location of the site in relation to the junction is shown on the aerial photograph.

1.3 The site is accessed via both Finchley Road & Avenue Road.

1.4 The triangular site is thus bordered by two main roads with an entrance to the Swiss Cottage underground station at the point of the road junction. The building is a 2 storey structure in a Chalet style with overhanging eaves, predominantly wooden finish and terraces. The building has been extended by the addition of a collection of single storey extensions to the rear and the side of the development facing Avenue Road.

1.5 The existing building is currently used as a public house with the main bar and dining space areas and associated leisure facilities on the ground and first floors together with staff rooms at ground floor level. The building has been a public house for nearly two hundred years (since 1830) originally providing coaching inns for travellers to and from central London.

1.6 The surrounding area is a mix of commercial and residential elements. Finchley Road is a prominent retail and commercial space. Directly opposite the site on Finchley Road, there are multi-storey residential dwellings with ground floor commercial units and there is also a large multi storey office unit directly opposite the site on Avenue Road. Immediately to the rear of the site, is the Odeon Cinema which screens views of the Swiss Cottage building when approaching from the south.

1.7 Local to the site also is the Swiss Cottage library and leisure centre. As such, the site is considered to be within an established area which benefits from many services that could cater for guests and customers at the site.

1.8 Other public transport consists of a range of bus services which run frequently along Finchley Road & Avenue Road; the nearest bus stop is located approximately 20 metres from the site.

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2.0 Site Photographs of Existing Building



1 North- west elevation



2 Finchley Road elevation



3 SE end elevation



4 Avenue Road elevation (Odeon cinema to the left)



5 Avenue Road elevation



6 Avenue Road elevation



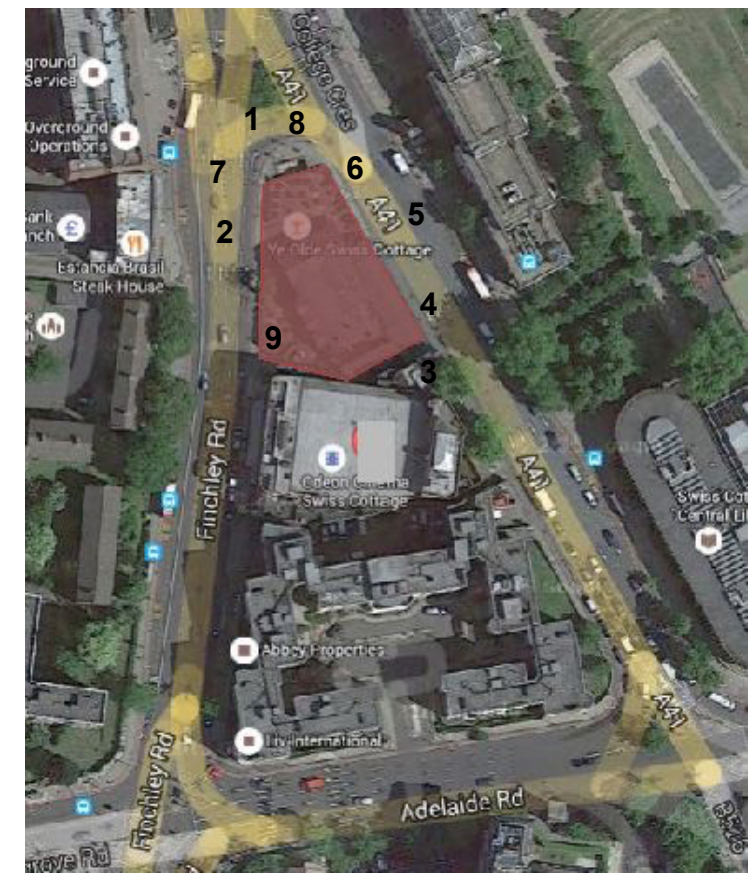
7 Finchley Road elevation



8 Avenue Road elevation/ Finchley Road elevation



9 Finchley Road elevation Existing bin store and staircase (Odeon cinema to the right)



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3.0 Preliminary Consultation with Camden Council

3.1 A pre-application submission was made to Camden Council's Development Management Regeneration and Planning Department in December 2015 in order to seek their advice upon the preliminary proposals.

3.2 Pre-application advice was received in April 2016 following a site visit from the assigned case officer. Please refer to Camden Council's written application advice letter reference 2015/6837/PRE dated 19 April 2016 as noted within the application form.

3.3 The applicant has taken on board the recommendations within the formal advice letter and the formal planning application is now being submitted on the basis of this support. Key areas from this advice are considered below.

4.0 Proposed Development

4.1 The proposed development involves the refurbishment and extension of the main building at first floor level facing Avenue Road, including the relocation of existing staff rooms, the creation of a Manager's apartment at ground floor level and the provision of 21 guest rooms at first floor level.

4.2 Camden's Policy DP14 supports smaller scale visitor accommodation in the town centres of Finchley road/Swiss Cottage. The application site is designated as a secondary frontage within CPG5. Given the siting and character of the surrounding area, it is considered that the proposed addition of guest rooms would be acceptable. The guest rooms will provide ancillary use to the existing Public House and they will provide a high standard of living accommodation. This use will therefore not conflict or detract from the existing Public House use.

4.3 The proposed development would result in the conversion to visitor accommodation of approximately 168m² of first floor bar area as shown on drawing no.E003 Revision B-Existing First Floor Plan. This area ceased to trade in 2004.

4.4 At ground floor level, the proposed development would result in the conversion of a pool hall of approximately 182m² and further ancillary space to staff accommodation, a manager's apartment and a kitchen area. The remainder of the existing Public House would be retained. Please refer to drawing no.E002 Revision B -Existing Ground Floor Plan. The pool room ceased to trade in 2013.

4.5 The refurbishment of the public house will also bring back the tap room into life with an approximate area of 63m² which ceased to trade in 2013.

4.0 Proposed Development (cont'd)

4.6 The retention of ancillary staff accommodation and the creation of an additional Manager's apartment would be considered to be acceptable in principle since they are strictly ancillary to the main use and do not provide independent units of accommodation.

4.7 The side of the existing built form creating the façade along Avenue Road comprises a two storey chalet addition to the main building and a long single storey extension that extends to the south towards the Odeon Cinema. This existing façade does not bear any relation to Avenue Road. In particular, the long single storey extension does not complement the main dwelling and the proposals will considerably improve the relationship with the main building and the surrounding streetscene.

4.8 The proposed first floor side extension will raise the height of the existing extension to be in more in keeping with the height of the existing structures on site. The pitched roof will be maintained with six additional first floor/dormer windows including 'Fleurs De Lys' ridge tiles matching the design details of the primary façade along Finchley Road.

4.9 It is therefore considered that the proposed design would complement that of the main building and would improve the relationship with Avenue Road.

4.91 With careful selection of timber cladding which will complement the existing cladding on site it is proposed that the first floor extension will connect seamlessly with the existing two storey building along Avenue Road.

4.92 The proposals would also create an internal roof terrace for guests at first floor level. This terrace will be enclosed on all sides and would not therefore create undue overlooking or loss of privacy to neighbouring residential properties.

4.93 The provision of overnight guest accommodation is considered to be acceptable in this location given the nature of the existing use and the character of the surrounding area.

4.94 The proposal will include the creation of 6 staff accommodation units and 1 Manager's apartment at ground floor level on site. These units will have adequate levels of daylight, privacy and outlook.

5.0 Transport

5.1 A Transport Statement is being submitted together with the application which provides a detailed assessment in relation to the transportation impacts of the proposal.

5.2 Please therefore refer to the separate report prepared by TTP Consulting on behalf of Andrews & Boyd Consultants.

5.3 The proposal has been assessed and can be summarised as follows:

. The site has an excellent level of accessibility to public transport (PTAL of 6a) being within walking distance of bus, rail and underground services.

. The existing pedestrian and vehicle access arrangements at the site will be retained.

. The level of traffic likely to be generated by the proposed addition of 21 guest rooms is unlikely to have any material impact on the operation of the public highway with all vehicle trips associated with servicing movements and taxi pick-up/drop-off activity.

. No new car parking facilities will be provided on-site. Furthermore, cycle parking will be provided in accordance with standards.

. The proposed development is not expected to generate a significant increase in servicing trips. Furthermore, the site will benefit from a new on-street loading bay south of the site as part of the proposed Cycle Superhighway 11 works. As such there is expected to be no material impact in this regard.

. All taxi trips will be accommodated on-street in line with existing restrictions, as per the existing situation. Furthermore, the site will benefit from new proposals to accommodate a taxi rank outside the site, as part of the proposed Cycle Superhighway 11 works.

. The development will not provide any coach parking facilities given the development is unlikely to attract large groups. Any group arrivals/departures by vehicle are more likely to be undertaken by a mini-bus which could be accommodated within the proposed onstreet loading bay.

Design & Access Statement

6.0 Landscaping

6.1 The existing surroundings of the site have an abundance of hard landscaping and outdoor seating particularly to the front of the site.

6.2 The case officer within his pre application advice identified that any future application should include a Landscape Plan to demonstrate how the proposed development would help improve the outdoor areas.

6.3 A detailed landscape plan is therefore being submitted with the application showing areas of new seating, carefully designed boundary treatments, high quality surface finishes and low level lighting.

6.4 The proposals which are shown in comparison with the existing hard landscaped areas on the right are intended to create a coherent design with the existing building and the new proposed extension.



Existing landscaping



Proposed landscaping

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7.0 Access to and within the development

7.1 Approaches around the site to the main entrances will comply with the requirements of Approved Document M of the current Building Regulations.

7.2 A fully compliant Part M passenger lift has been incorporated within the design between ground and first floor levels to assist both wheelchair users and ambulant people.

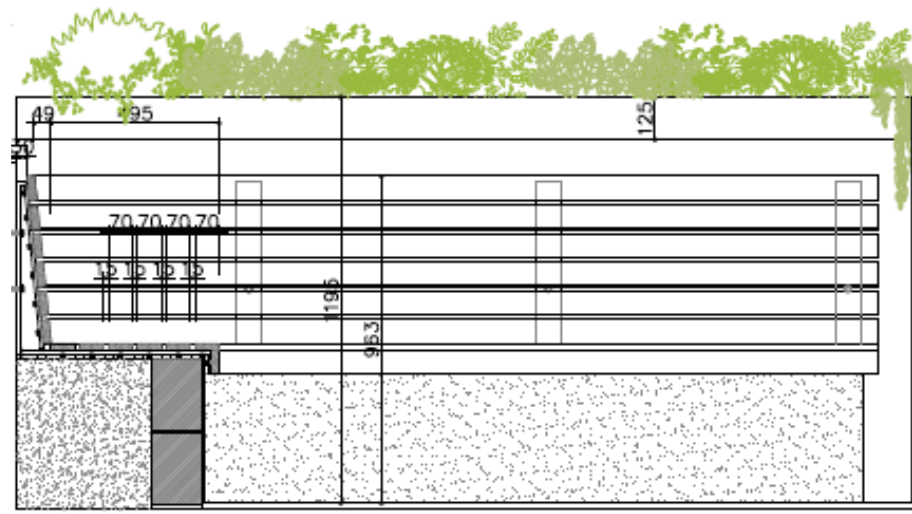
7.3 A Unisex accessible WC has been allowed within the new proposals at ground floor level.

7.4 A wheelchair compatible guest room with an accessible bathroom area has been shown immediately opposite the lift exit at first floor level.

8.0 Conclusion

8.1 The proposed development, involving the refurbishment and extension of the main building at first floor level will provide a significant improvement to the current trading facilities of the public house.

8.2 The improvements particularly to Avenue Road were welcomed by the case officer at the pre application stage and we are now submitting our full proposals for the consideration of the local planning authority in order to rejuvenate this landmark building and its surrounding landscape.



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9.0 Schedule of Floor Areas

Existing accommodation

Ground floor

| | |
|---|-----------|
| avenue road tap room ceased to trade in 2013 | 65 sq m |
| avenue road pool room ceased to trade in 2013 | 182 sq m |
| avenue road wc's | 22.1 sq m |
| bar incl kitchen, wc's, store | 316 sq m |
| staff accommodation | 67 sq m |

1st floor

| | |
|--------------------------|-----------|
| bar ceased to trade 2004 | 168 sq m |
| wc's | 30 sq m |
| kitchen, stairs, store | 93.1 sq m |
| staff accommodation | 150 sq m |

Proposed accommodation

Ground floor

| | |
|--|----------|
| avenue road bar (existing construction) | 66 sq m |
| staff accommodation (existing construction) | 97 sq m |
| bar/kitchen/wc's/guest entrance (existing construction) | 370 sq m |
| avenue road (new construction) | 159 sq m |

1st floor

| | |
|---|-----------|
| accommodation rms 13 to 18 (new construction) | 156 sq m |
| accommodation rms 19,20,21 (existing construction) | 56.5 sq m |
| accommodation rms 1 to 12 (existing construction) | 400 sq m |

10.0 List of Drawings

Existing Drawings

PLANNING SUBMISSION REVISION A 01.06.2016 E012 EXISTING SITE PHOTOGRAPHS AT A1.pdf
PLANNING SUBMISSION REVISION A 01.06.2016 E013 EXISTING PHOTOGRAPH AND HISTORIC PHOTOGRAPH COMPARISON AT A1.pdf
PLANNING SUBMISSION REVISION A 01.06.2016 E014 EXISTING LOCATION PLAN 1 TO 250 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 E001 EXISTING SITE PLAN 1 TO 100 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 E001 EXISTING SITE PLAN 1 TO 100 AT A1[2].pdf
PLANNING SUBMISSION REVISION B 01.06.2016 E002 EXISTING GROUND FLOOR PLAN 1 TO 100 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 E003 EXISTING 1ST FLOOR PLAN 1 TO 100 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 E004 EXISTING ROOF PLAN 1 TO 100 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 E005 EXISTING SOUTH EAST SECTION - ELEVATION 1 TO 50 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 E006 EXISTING AVENUE ROAD ELEVATION 1 TO 50 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 E007 EXISTING FINCHLEY ROAD ELEVATION 1 TO 50 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 E008 EXISTING NORTH WEST - BEER GARDEN- ELEVATION 1 TO 50 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 E009 EXISTING SOUTH EAST END ELEVATION AND AVENUE ROAD ELEVATION -1ST FLOOR- 1 TO 50 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 E010 EXISTING FINCHLEY ROAD ELEVATION - 1ST FLOOR - 1 TO 50 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 E011 EXISTING NORTH WEST ELEVATION - ADJACENT TO REAR ENTRANCE - 1 TO 50 AT A1.pdf

Proposed Drawings

PLANNING SUBMISSION REVISION A 01.06.2016 P007 PROPOSED FINCHLEY ROAD ELEVATION 1 TO 50 AT A1.pdf
PLANNING SUBMISSION REVISION A 01.06.2016 P008 PROPOSED NORTH WEST ELEVATION (BEER GARDEN) 1 TO 50 AT A1.pdf
PLANNING SUBMISSION REVISION A 01.06.2016 P009 PROPOSED SOUTH EAST END ELEVATION 1 TO 50 AT A1.pdf
PLANNING SUBMISSION REVISION A 01.06.2016 P010 PROPOSED AVENUE ROAD ELEVATION AND FINCHLEY ROAD ELEVATION FIRST FLOOR 1 TO 50 AT A1.pdf
PLANNING SUBMISSION REVISION A 01.06.2016 P011 PROPOSED NORTH WEST ELEVATION (REAR ENTRANCE) ELEVATION 1 TO 50 AT A1.pdf
PLANNING SUBMISSION REVISION A 01.06.2016 P012 PROPOSED EXTERIOR DRINKING AREA A PERIMETER TIMBER SCREEN AND BENCH DETAILS 1 TO 10.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 P001 PROPOSED SITE / LANDSCAPING PLAN 1 TO 100 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 P004 PROPOSED ROOF PLAN 1 TO 100 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 P005 PROPOSED SOUTH EAST SECTION - ELEVATION 1 TO 50 AT A1.pdf
PLANNING SUBMISSION REVISION B 01.06.2016 P006 PROPOSED AVENUE ROAD ELEVATION 1 TO 50 AT A1.pdf
PLANNING SUBMISSION REVISION C 01.06.2016 P003 PROPOSED 1ST FLOOR PLAN 1 TO 100 AT A1.pdf
PLANNING SUBMISSION REVISION D 01.06.2016 P002 PROPOSED GROUND FLOOR PLAN 1 TO 100 AT A1.pdf