

NOVEMBER 2016

DESIGN ACCESS STATEMENT

10 PARKWAY
CAMDEN
NW1 7AA

21
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ARCHITECTURE LTD



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Sat & Sun
9.30 am - 5.30 pm
No loading
Mon - Fri
8.30 - 10.00 am
2.00 - 6.30 pm
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1.0 INTRODUCTION

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1.1 EXECUTIVE SUMMARY

21st Architecture Ltd have produced this document on behalf of their client London + Regional Properties Ltd

The subject of this pre-application is 10 Parkway, Camden, NW1 7AA.

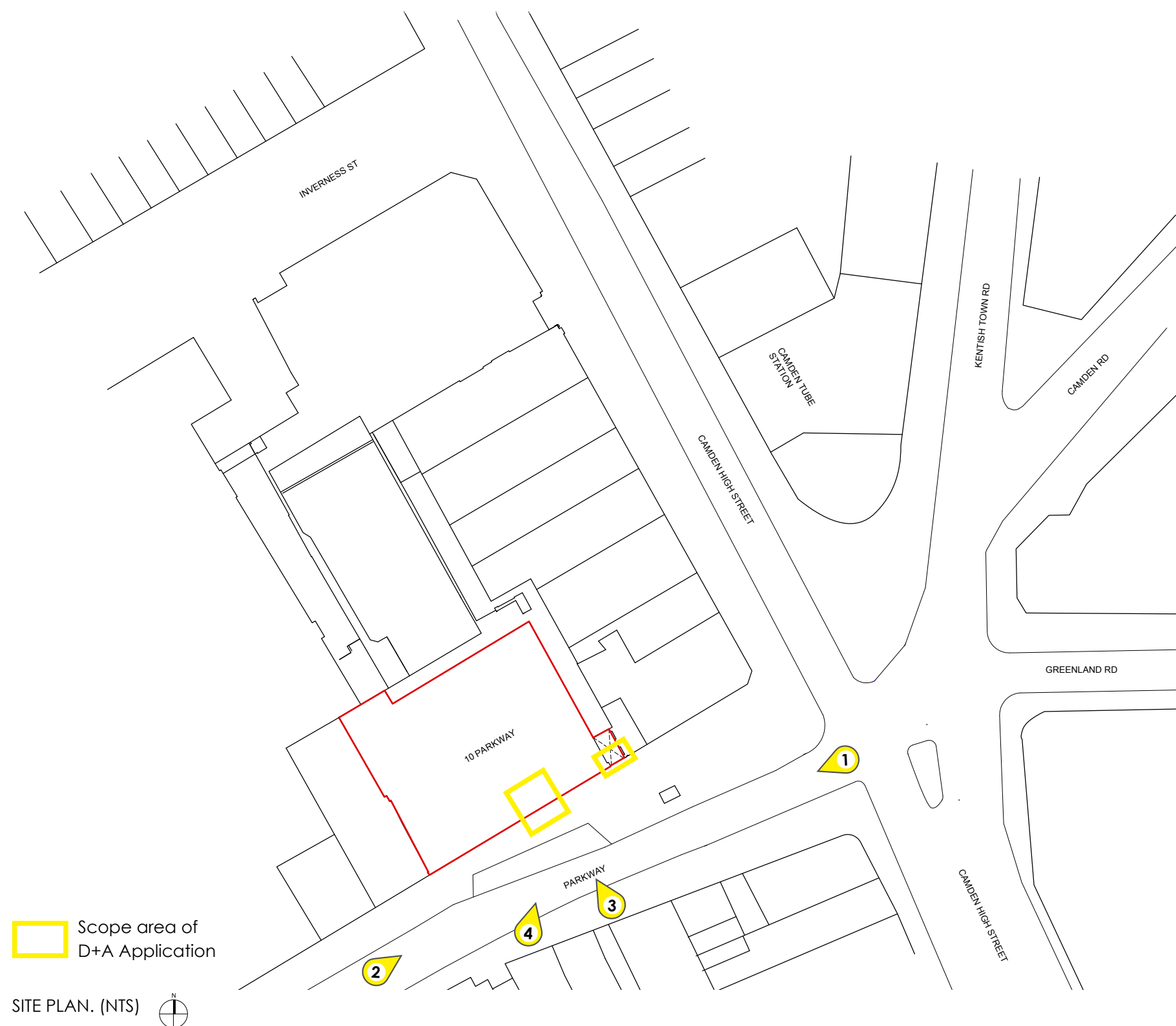
10 Parkway is a 4 storey office building with ground floor A1/A3 functions. The subject of this planning application is to redevelop the street frontage to the office entrance with a new projecting canopy and gates to provide a stronger street presence to the office floors above and new gates to the rear escape alley to control the anti-social behaviour problem that currently exists.

Our client London + Regional Properties Ltd ("the applicant") wish to apply for planning permission for the proposals presented in this document.

1.2 OVERVIEW AND STRUCTURE OF DOCUMENT

The structure of the document has outlined the strategic design process 21st Architecture Ltd have completed in order to reach the design proposal presented within this document.

21st architecture hope that the document is presented in such a way that the logic and basic principles of the design are clear.



2.1 SITE OVERVIEW

The site, on Parkway is located in the centre of Camden, adjacent to Camden High Street.

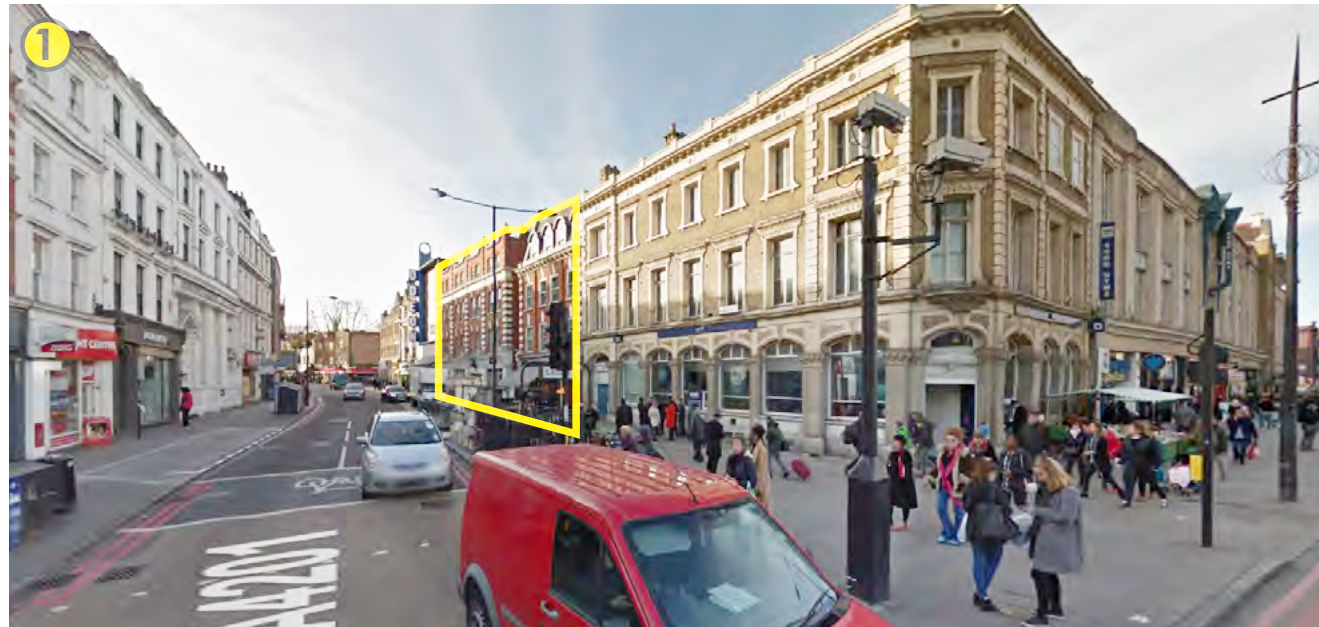
Parkway, formally known as Park St was developed in the 1800's and in Charles Booth's 1898 'poverty map' of London it was identified as a middle class street, with the shopkeepers regarded as well-off inhabitants.

The building, was redeveloped in 1999 with 2 ground floor shops - currently 'Gap' and 'Starbucks' and 3 floors of office above. It sits with the Odeon to it's west and the Royal Bank of Scotland Camden Branch to it's east.

The rear of the building and adjacent buildings, open into an escape alley which exits on Parkway. This fire escape alley is also used for bin storage.

2.0 SITE DESCRIPTION

2.3 STREET VIEWS





EXISTING OFFICE ENTRANCE



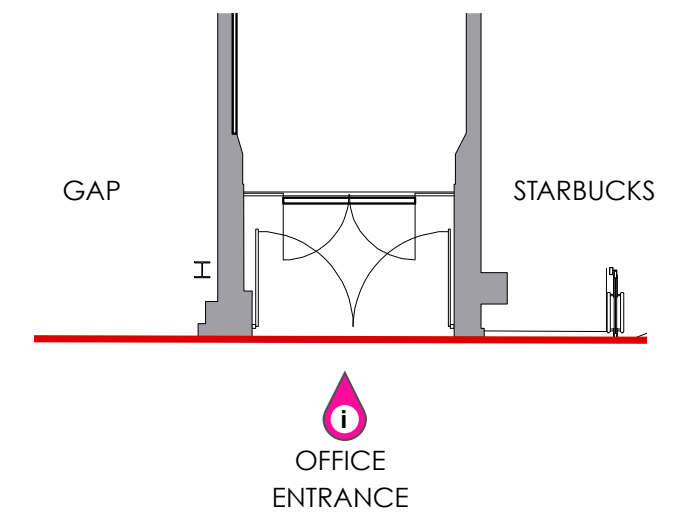
OFFICE ENTRANCE IS OBSCURE IN STREET FRONTAGE



EXISTING OFFICE ENTRANCE

2.4 OFFICE ENTRANCE

Currently the entrance to the building is represented by a set of metal gates with dated signage and a setback glazing line between the two traditional red brick facades. The entrance to the office is hidden between the retail units and is all together uninviting and forgetful.



EXISTING OFFICE ENTRANCE PLAN. 1:50@A3



ESCAPE ALLEY GATES



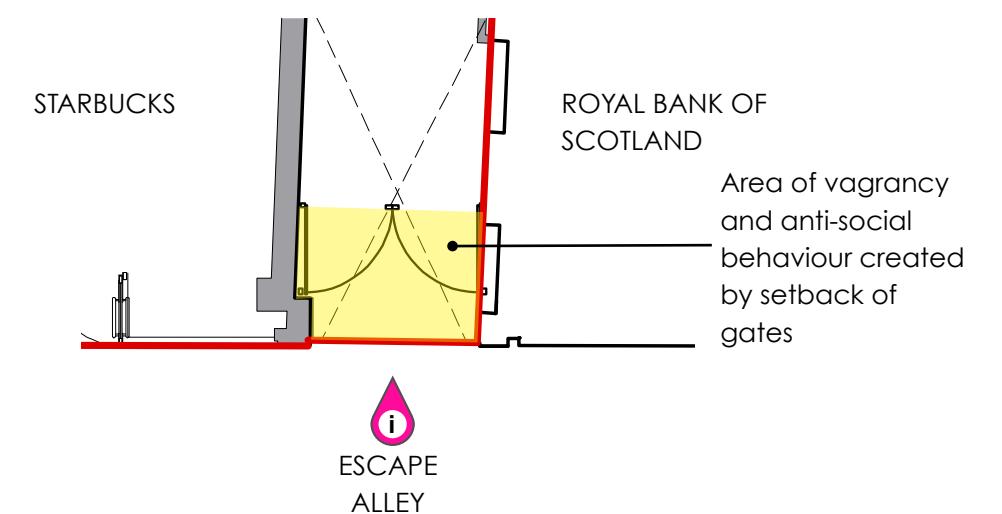
ADJACENT ESCAPE ALLEY AT PARKWAY BOUNDARY



ANTI-SOCIAL BEHAVIOUR IN FRONT OF ESCAPE ALLEY GATES

2.4 ESCAPE ALLEY

The escape alley, which services multiple buildings backing onto Parkway and Camden High Street has a set of metal gates setback from the Parkway Boundary Line. This space has become a major attractor for Anti-social behaviour and vagrancy as shown in the adjacent photo.

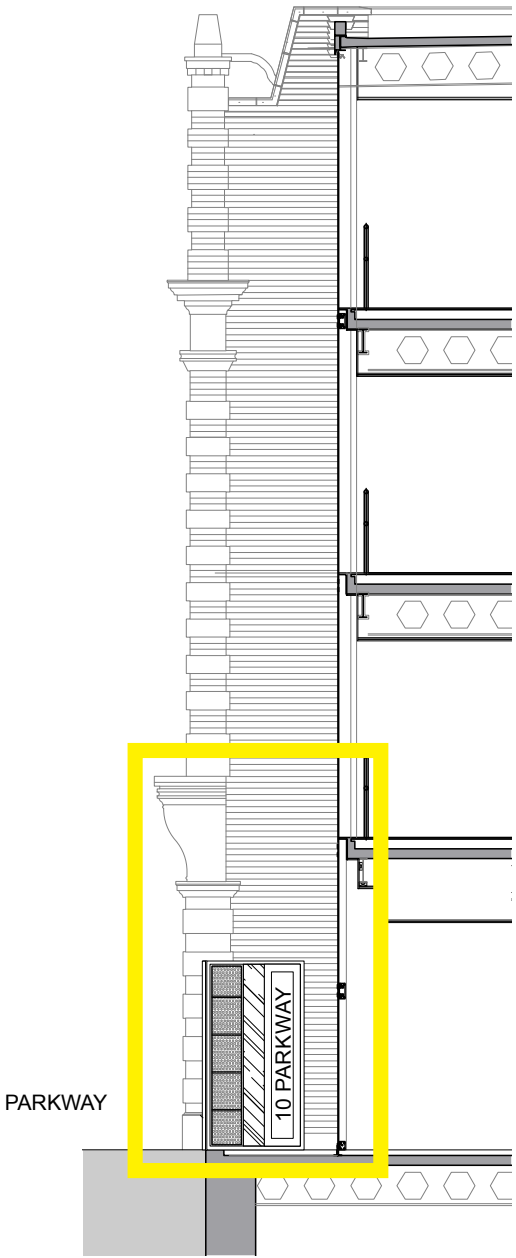
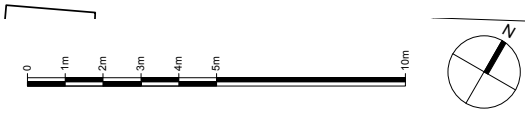


ESCAPE ALLEY PLAN. 1:50@A3

2.5 EXISTING DRAWINGS



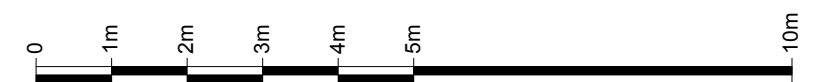
EXISTING GROUND FLOOR PLAN. 1:100@A3



EXISTING SECTION THROUGH OFFICE ENTRANCE. 1:50@A3



EXISTING PARKWAY ELEVATION. 1:50@A3





3.0 PROPOSED SCHEME

3.1 DESIGN STRATEGY

The proposal is to provide the office entrance to 10 Parkway with a more defined street presence for the office building through a new canopy protruding past the existing brick facades.

This new canopy will clearly display the building signage of "10 Parkway" and new modern gates underneath will replace the existing gates. This canopy and gates will deter the anti-social and vagrancy problems. The glazed facade will remain untouched.

The proposal also provides new gates to the escape alley that as per the adjacent gates of the RBS Bank align to the Parkway Boundary. The realignment of the gate to the front facade has been discussed with Council and concluded that is acceptable for the doors to continue to open outwards in the path of travel onto Parkway footpath due to the infrequency of use and wide pavement in this location.

The remainder of the buildings facade will remain untouched.

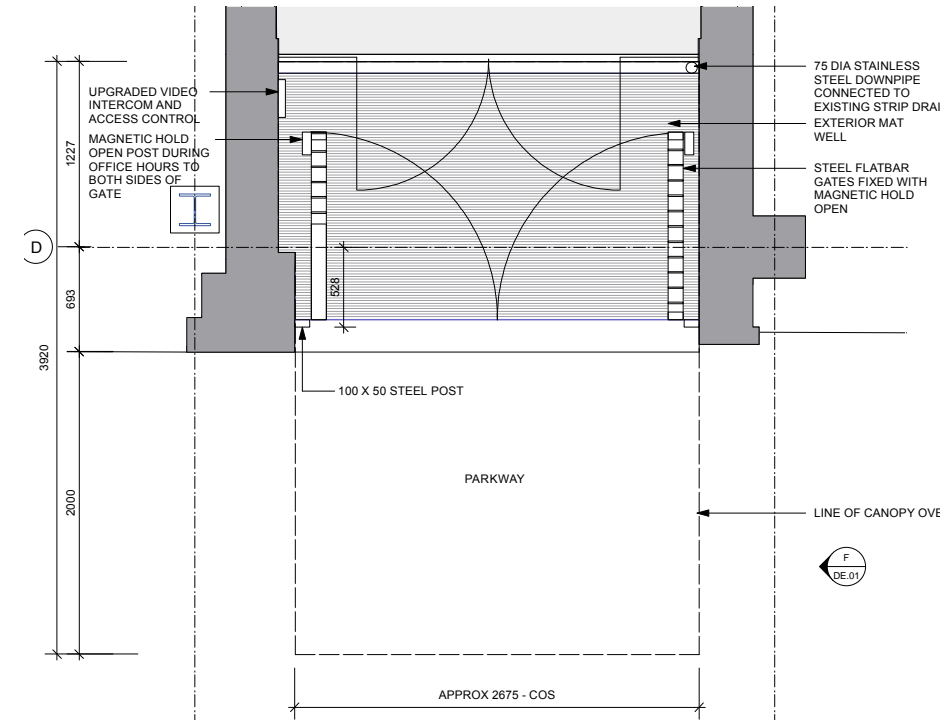


EXISTING
The recess at the escape alley reduces focus on the office entrance and provides a location for vagrancy.

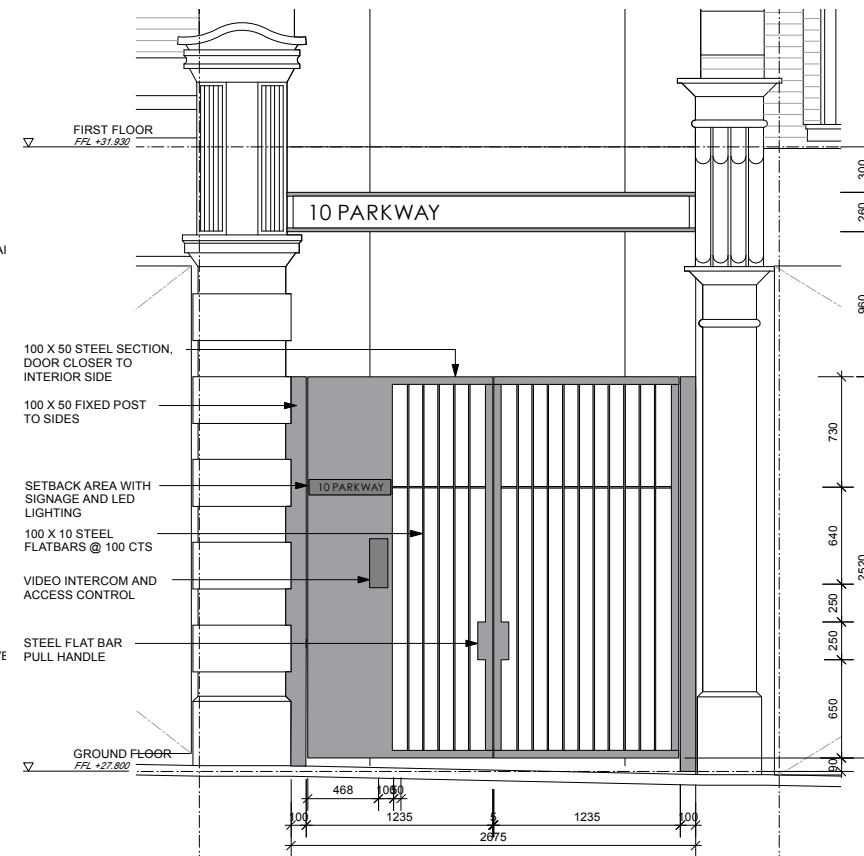


PROPOSED
New canopy that extends over Parkway provides a focus on the office entrance, while moving escape alley gates forward to facade line removes ability for vagrancy

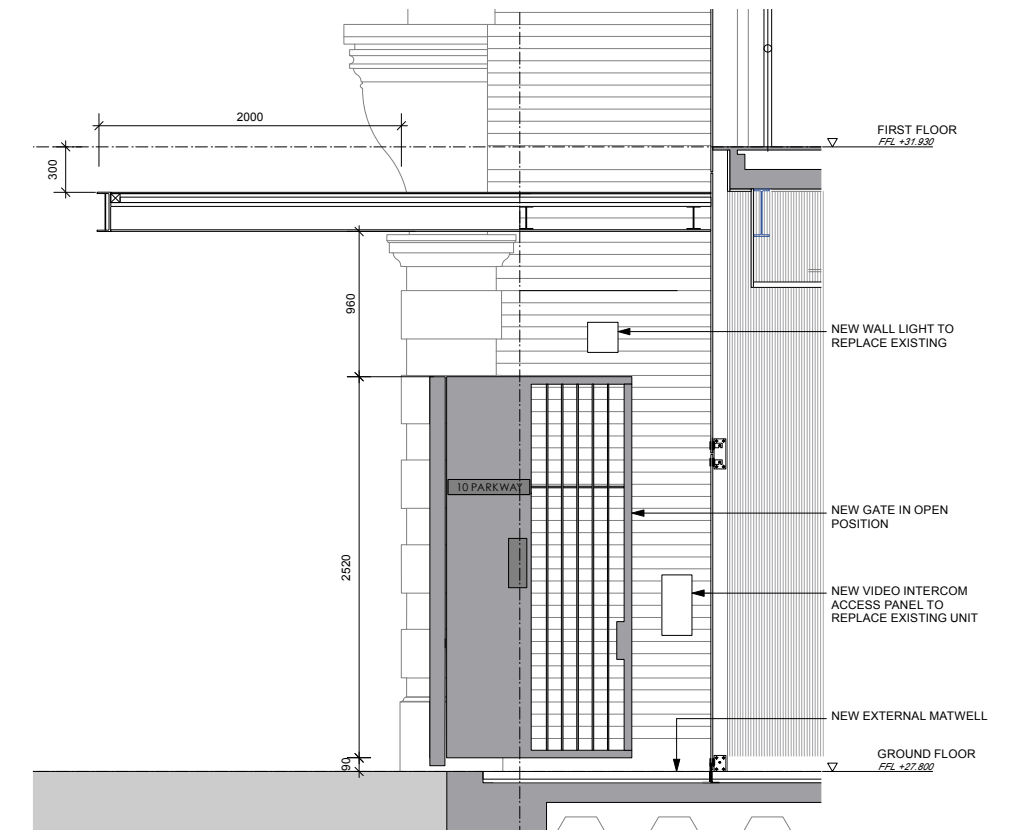
3.2 PROPOSED DRAWINGS



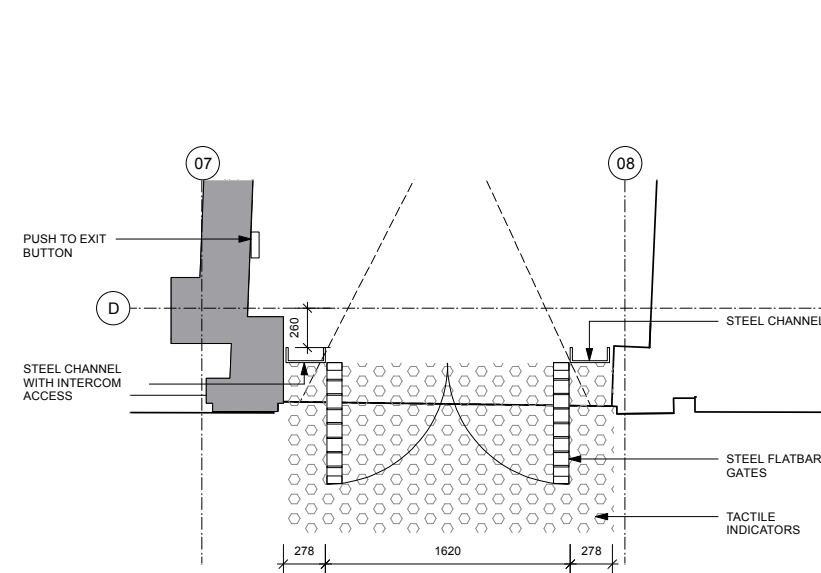
PROPOSED FLOOR PLAN OF OFFICE ENTRANCE. 1:25@A3



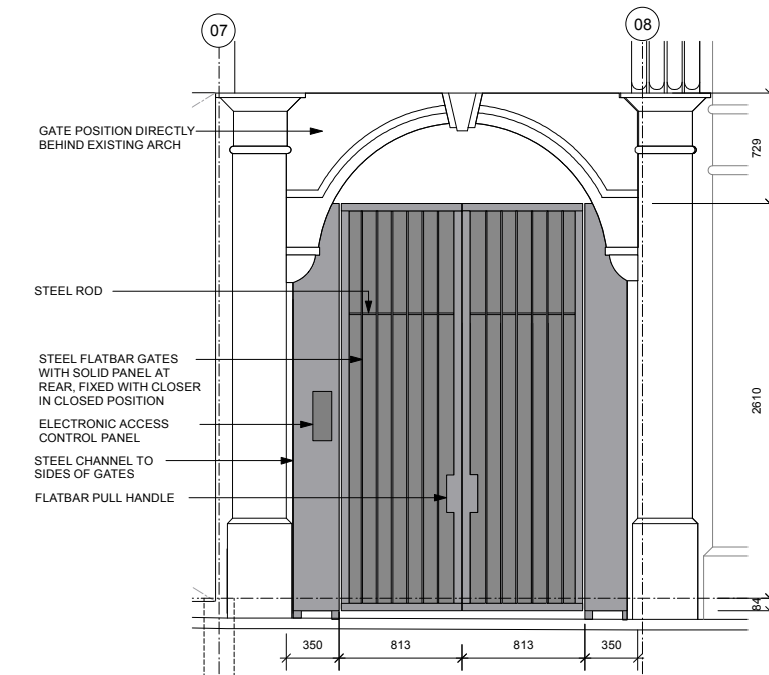
PROPOSED ELEVATION OF OFFICE ENTRANCE. 1:25@A3



PROPOSED SECTION THROUGH OFFICE ENTRANCE. 1:25@A3



PROPOSED FLOOR PLAN OF ESCAPE ALLEY GATES. 1:25@A3



PROPOSED ELEVATION OF ESCAPE ALLEY GATES. 1 1:25@A3





PROPOSED PARKWAY ELEVATION



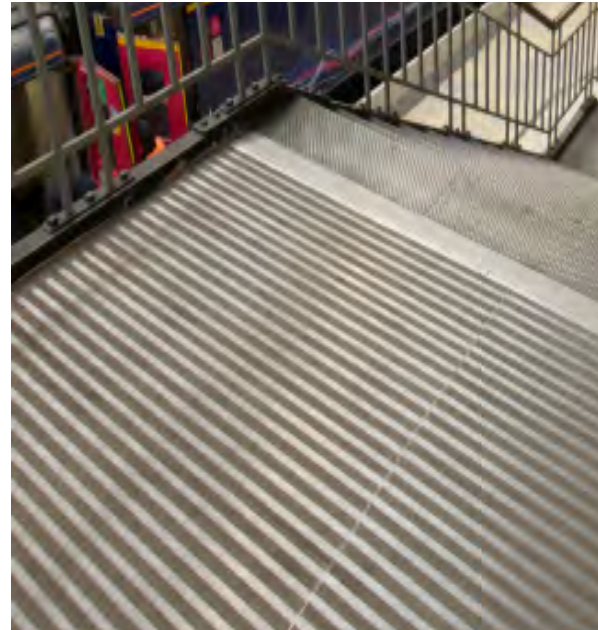
3.3 PROPOSED 3D VIEW



3.4 MATERIALS



POLYSTER POWDERCOAT - ZIRCON



EXTERNAL MATWELL



STAINLESS STEEL TACTILE INDICATORS



VIDEO INTERCOM IN STAINLESS STEEL



21ST

ARCHITECTURE LTD
314 Goswell Road
LONDON, EC1V 7AF



+44(0)20 7952 0252
www.21starchitecture.com

