

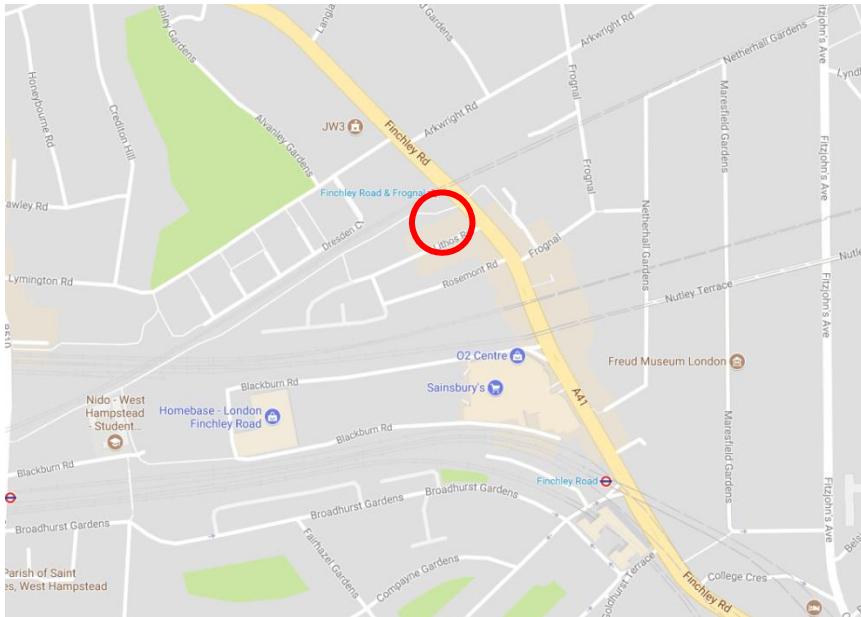


307 & 309 Finchley Road, London NW3

Planning application

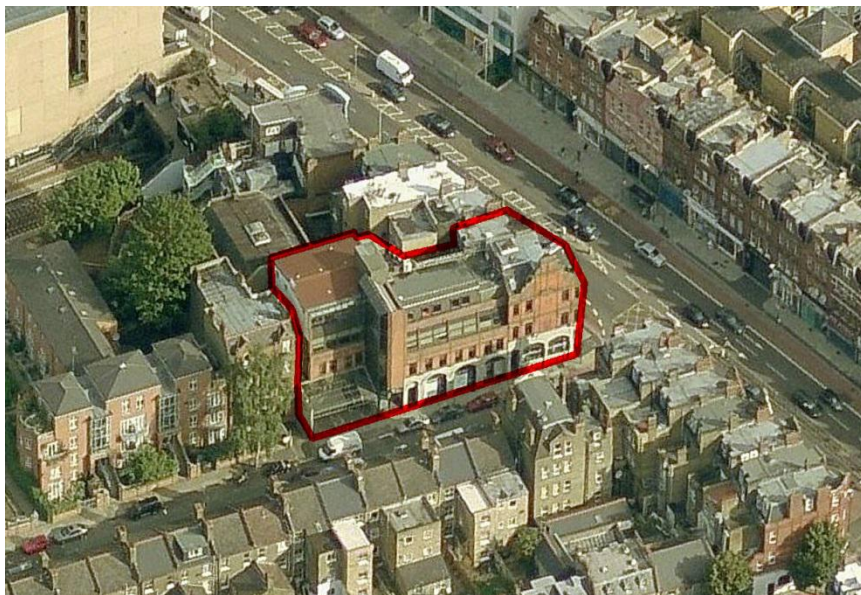
June 2017

Design and Access Statement



The proposal put forward is for mixed use development including additional volumes at 307 and 309 Finchley Road and change of use from B1 to C3.

The site is located at the junction between Finchley Road and Lithos Road. Finchley Road is fairly busy transport artery connecting Central and North West London. Lithos Road has much quieter nature, predominantly of residential character.



Aerial views of the site



Existing view from Finchley Road



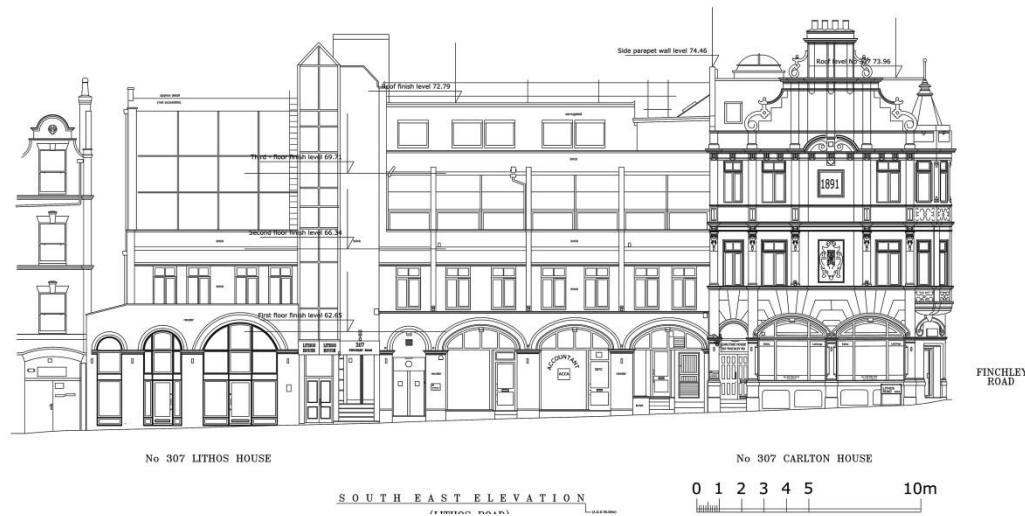
Existing view from Lithos Road

No. 307 occupies the corner of Finchley Road and Lithos Road. It is not within a conservation area but is part of a group of Locally Listed Buildings (289 to 315 Finchley Road). The local listing notes that no.307 retains a good original shopfront at the corner with Lithos Road. The side part of no.307 turns the corner towards Lithos Road. Lithos Road section of No 307 has clearly been developed over the years, resulting in a largely “uncomfortable” and stylistically incoherent composition. Of particular note are large expanses of curtain glazing at second and third floor levels which are arguably out of character in relation to the original building and other buildings in the road. At present the use of No 307 is mixed, comprising Night Club (Sui Generis) in the basement, Estate Agent offices (A2) and B1 uses on the ground floor. Upper levels are in residential use.

No.309 is a 4 storey Victorian property, of consistent aesthetics to no.307. Similar to No 307, No 309 is not within a conservation area but it forms a part of a group of Locally Listed Buildings (289 to 315 Finchley Road). The existing building fabric is in a relatively bad state of repair and the existing shopfront (at present the entrance to Night Club) is not complementary to the original building. At present the use of No 309 is mixed comprising Night Club in the basement and ground floor level, and residential use above ground floor.

For more information regarding buildings' architectural heritage please refer to Heritage Statement submitted in support of this application

Existing Lithos Road Elevation

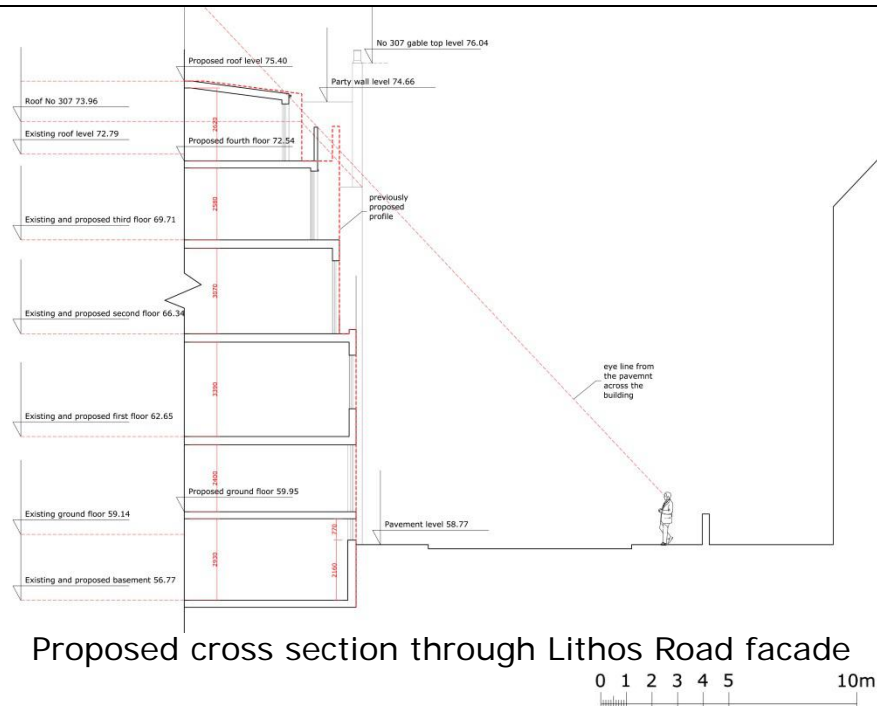


The proposals comprise the redevelopment of 307 – 309 Finchely Road and No 307 Lithos Road extension. The proposed scheme would provide additional and ever desired, sustainable and modern accommodation, both in terms of residential and office use. Perhaps even more importantly, the proposed scheme would include the removal of the strip club use, which in the past has caused many problematic issues for the local residents and the area in general. The club use has generally attracted anti-social behaviour, noise and disturbance to neighbouring residents. The removal of the club would be commercially justified and possible by addition of new floor space, both at the top of the Lithos Road section of No 307 and the rear section of No 309.



The proposals also seek to extend and re-elevate the late 20th century Lithos Road frontage of the building. It is considered that the proposals would provide an improved façade treatment and an enhancement to the street scene in general. The new façade would be more in keeping with the 19th century building and the wider context of this part of Finchley Road.

Proposed Lithos Road Elevation



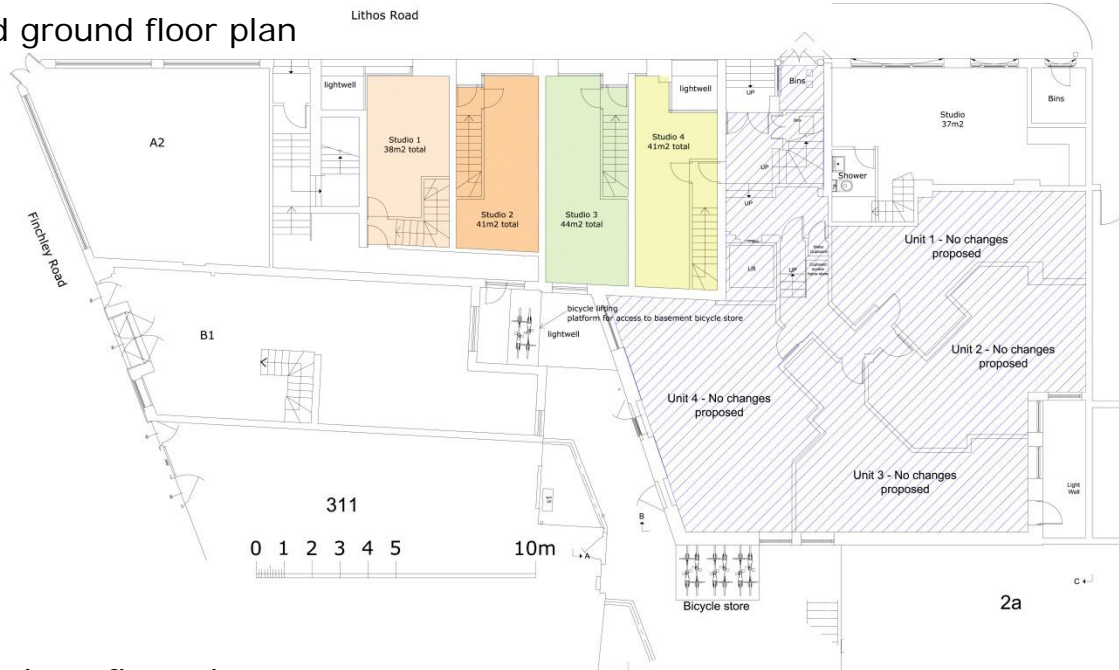
Existing and proposed Finchley Road elevations

The paramount architectural approach is the preservation of, both No 307 and 309 buildings. New proposed new additions and new facades aim to enhance and compliment the setting of these two locally listed buildings. In that light, it is proposed to keep the Finchley Road facades of both buildings largely intact, in their original form. Minor changes to the ground floor level of No 309 façade aim to replace the current, unsympathetic shop front design, with simpler, but more harmonious elements.

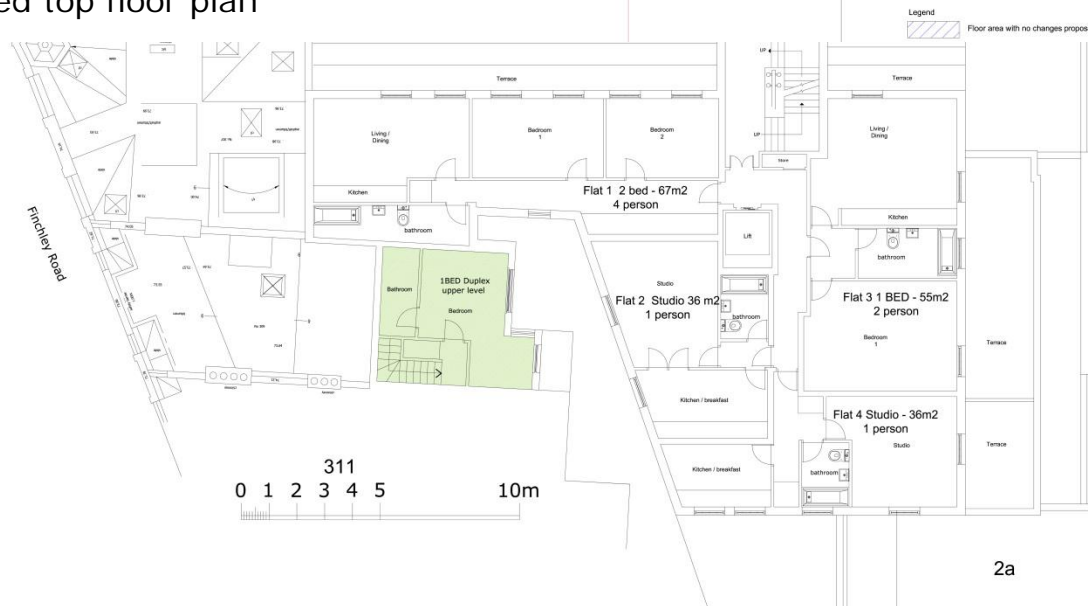
At Lithos Road section of No 307 it is proposed to remove the existing 1980's sloping glazed curtain walling with new façade, expressed in brick and tall and elegant fenestration elements framed by layered brickwork surrounds. At each level, the new façade would constantly step back creating more open junction with the original No 307 building and therefore aiming to highlight the corner as the centre piece of the entire composition.

New top floor would be expressed in lightweight materials, metal cladding and glass. This volume would be set back substantially from the main building line. The proposed setback and material palette would make it truly light in appearance and almost render it invisible from the street level.

Proposed ground floor plan



Proposed top floor plan



The proposed scheme would generate additional floor spaces totalling approximately 2,260 m² (24,325 sq ft). The current total floor space is approximately 1,865 m² (20,075 sq ft). This would present an increase in total floor space of approximately 20% or 395m² (4,250 sq ft). Area under A2 use would largely remain the same. There would be an increase in overall B1 use area of 120%, from current 84m² (905 sq ft) to 187m² (2,010 sq ft). The overall area under C3 use would also increase by 43%, from current 1,385m² (14,910 sq ft) to 1,985m² (21,365 sq ft). A number of new residential units is proposed to be created, ranging from studios to 3 bedroom family flats. All new residential units would fully comply with spatial standards set within the Borough's relevant policies. New studio type duplex units would be created at ground and basement floor at Lithos Road frontage and 4 new units would be accommodated at new top floor level. Also, some existing units would be increased in size / no of bedrooms.

Access to all new areas will be facilitated via the existing access points / circulation. However, the existing, narrow and steep, staircase access to upper units at No 309 will be omitted and new more comfortable access, including lift access, will be facilitated by linking the existing core at No 307 with No 309.

For more detail regarding the proposed accommodation and uses please refer to Planning Statement submitted in support of this application.

Energy

The proposed building will be designed to incorporate all latest technologies in terms of the reduction of carbon emissions and reuse of resources. The new services and heating systems will be installed to meet and even exceed the current standards together with all appropriate controls to ensure the most efficient and energy saving operation. Low energy fittings and automatic controls will be installed together with the installation of low energy lighting throughout the building. The proposed use of the latest energy efficient technologies will ensure minimum carbon dioxide emissions. All windows / fenestration elements will be carefully designed to maximise natural ventilation and minimize, if not remove, any additional cooling systems. A high efficiency heating system will be specified and the building will be re-constructed to be highly thermally efficient.

Water

It is intended to introduce rainwater harvesting and grey water recycling devices to improve water to sustain an average consumption of less than 100 litres/head/day. This consumption would achieve Level 5 The Code for Sustainable Homes. Dual cisterns will be used with all toilets.

Noise

The development will include the introduction of full sound insulation measures into the fabric of the building. These will be applied to all separating elements, and would result in the completed development performing to at least the standard required in the applicable Building Regulations.

Waste and recycling

The additional proposed refuse store will accommodate and meet Borough's standards for all waste bins and recycling containers. This enclosure will be at Lithos Road frontage, next to near the principal entrance. This will facilitate easy collection of the waste / recycling material whilst this store will be designed to be pleasing to the eye and to fit with the rest of façade elements.

Life Time Homes and The Code for Sustainable Homes

The proposed building will be designed to fully comply with Life Time Homes Standards and to achieve minimum Level 4, with an aim to reach Level 5 of The Code for Sustainable Homes.

In line with national and local planning policies the proposed scheme will contribute towards more efficient land use. The building fabric will be executed using the latest technological advances and sustainably sourced materials to meet and possibly exceed the required standards in terms of carbon efficiency and renewable energy. This will include installation of energy efficient heating systems, water harvesting, high levels of thermal insulation, energy saving lights, double glazed windows, energy efficient electrical fittings etc.

The house design will comply with the Disability Discrimination Act and Building Regulations requirements and will meet Lifetime Homes standards.

The construction process would be carried out under Considerate Contractors Scheme.



The proposed scheme would facilitate permanent removal of the Strip Club function in the locality. The Club was well known and documented to be a nuisance to local residents and businesses and often a source of anti-social and criminal behaviour in the area. To facilitate the Club removal the applicants seek to create value by extending, converting and refurbishing both properties, improving their use, function and efficiency.

This will be done in a sympathetic and sustainable manner by improving the buildings overall external appearance, particularly the relationship between locally listed buildings and the more unfitting post-war addition to the rear / side.

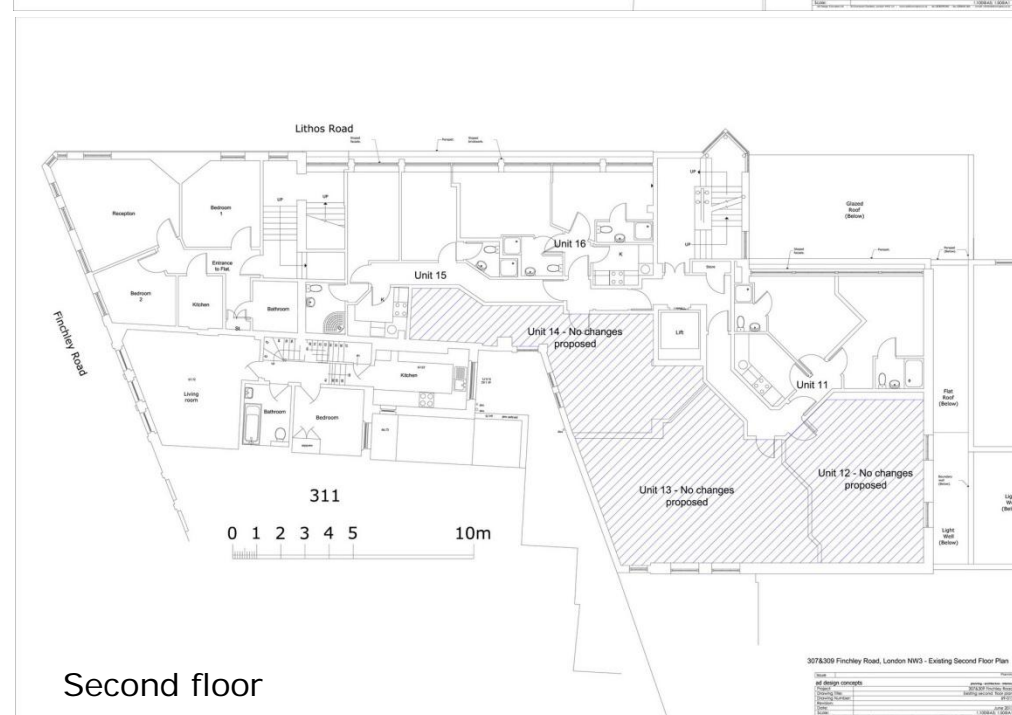
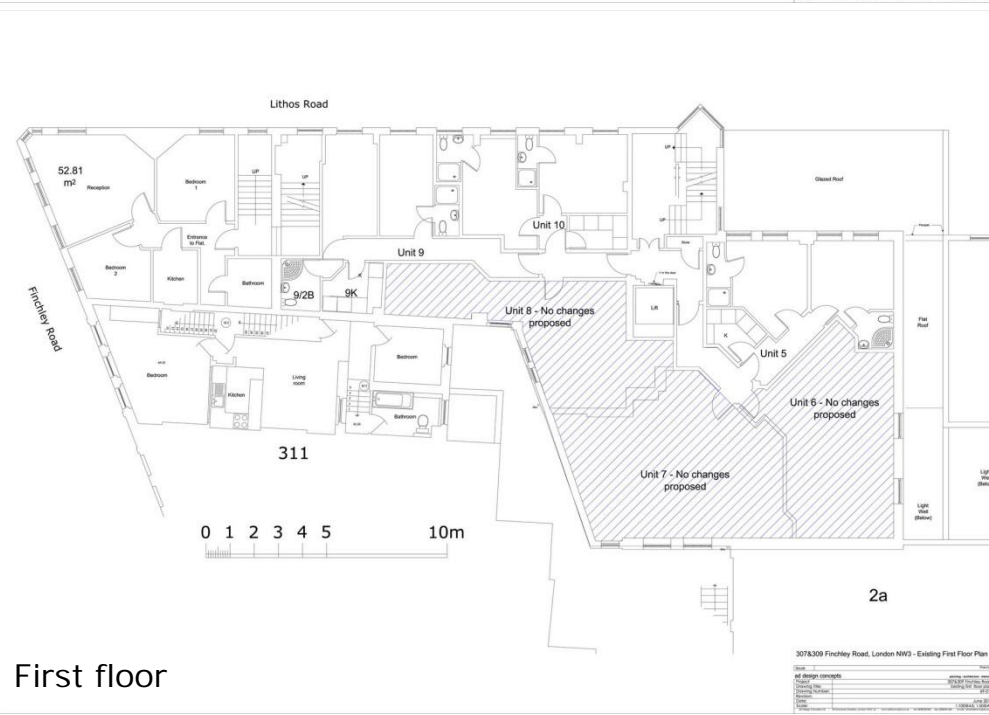
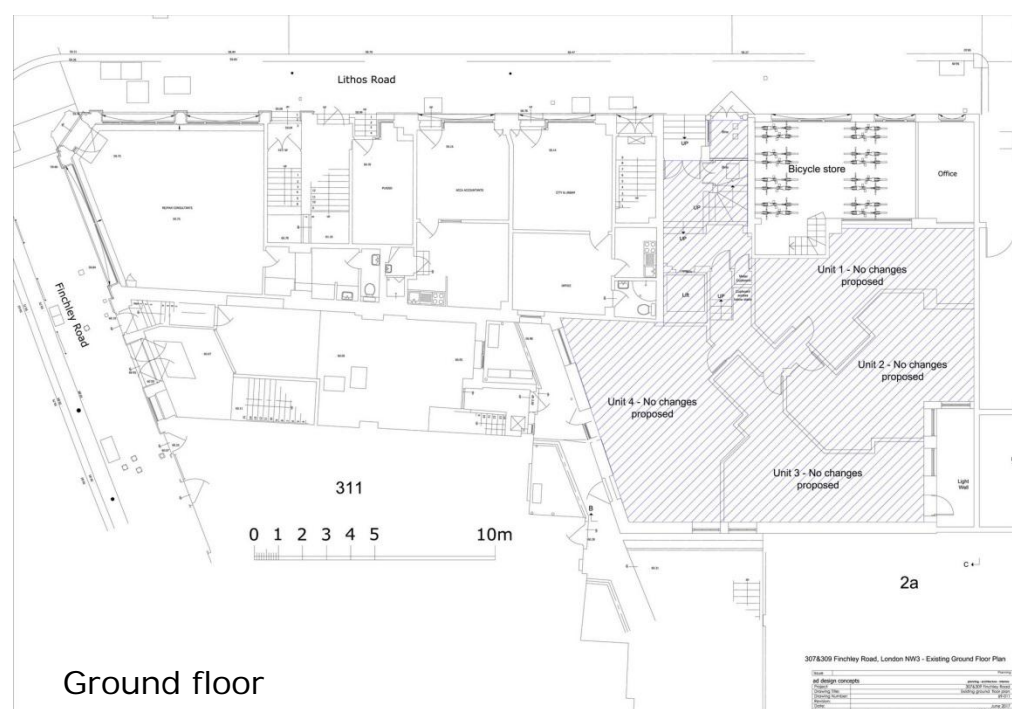
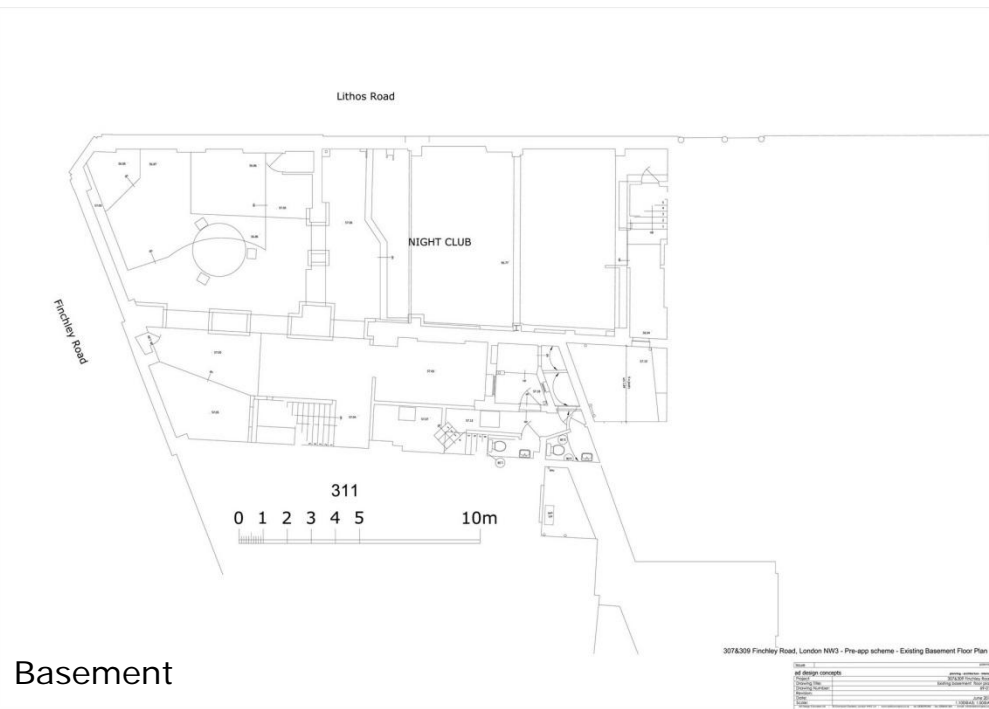
Proposed view from Finchley Road / Lithos Road junction

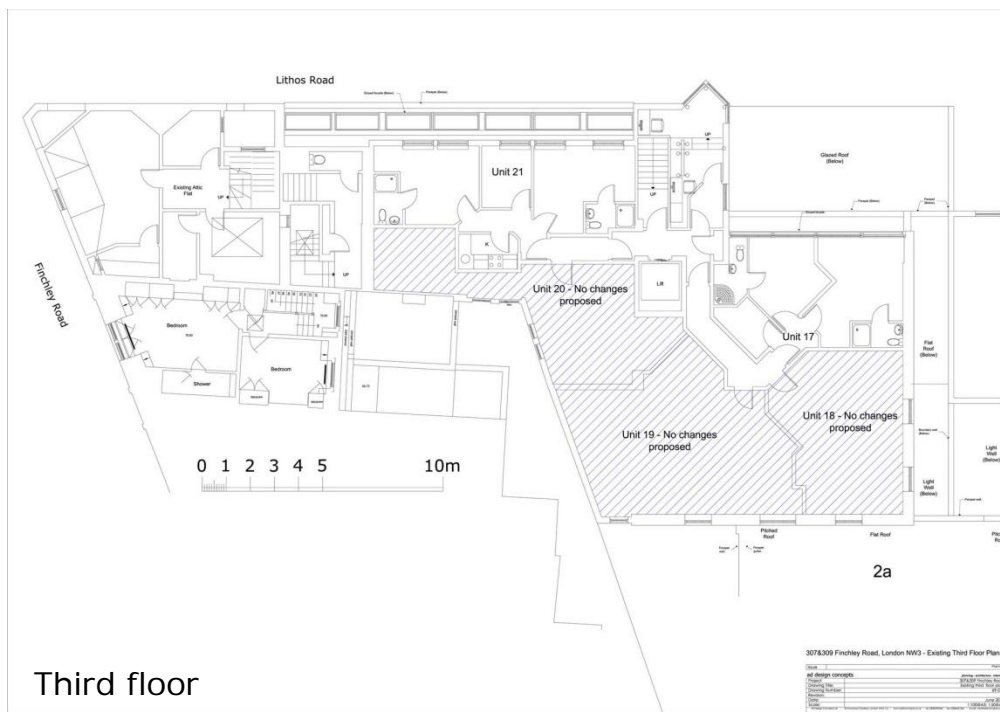


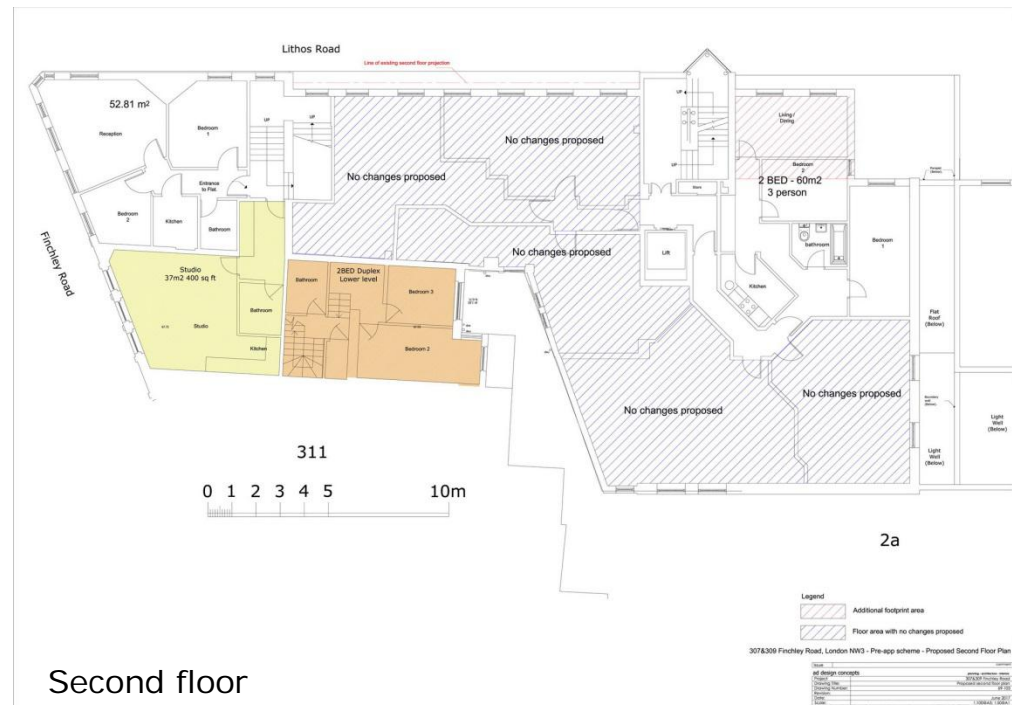
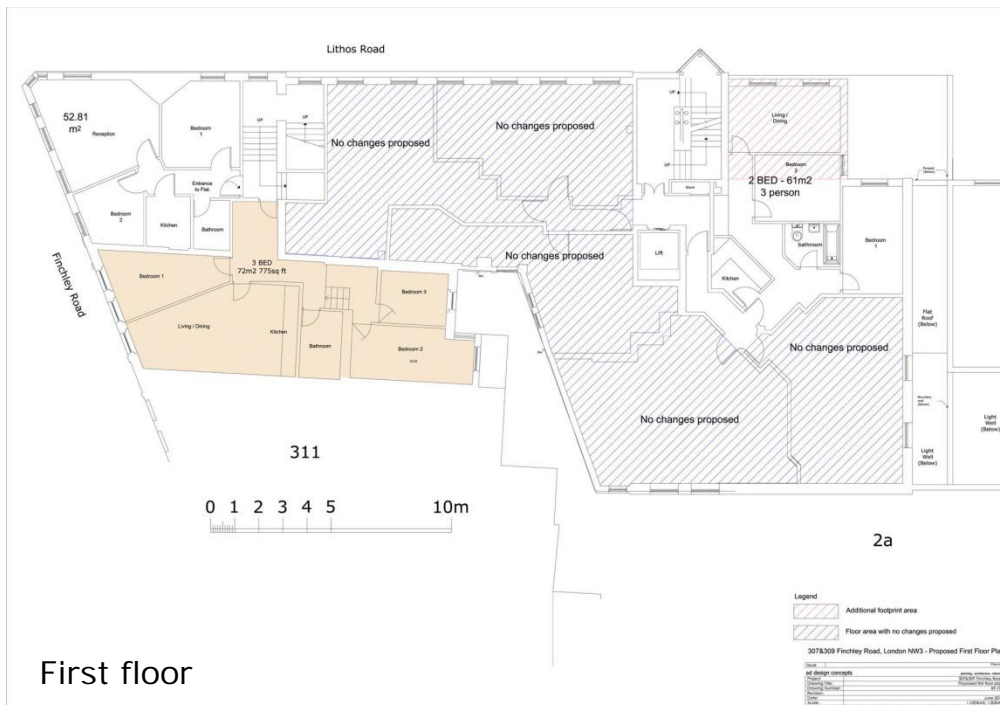
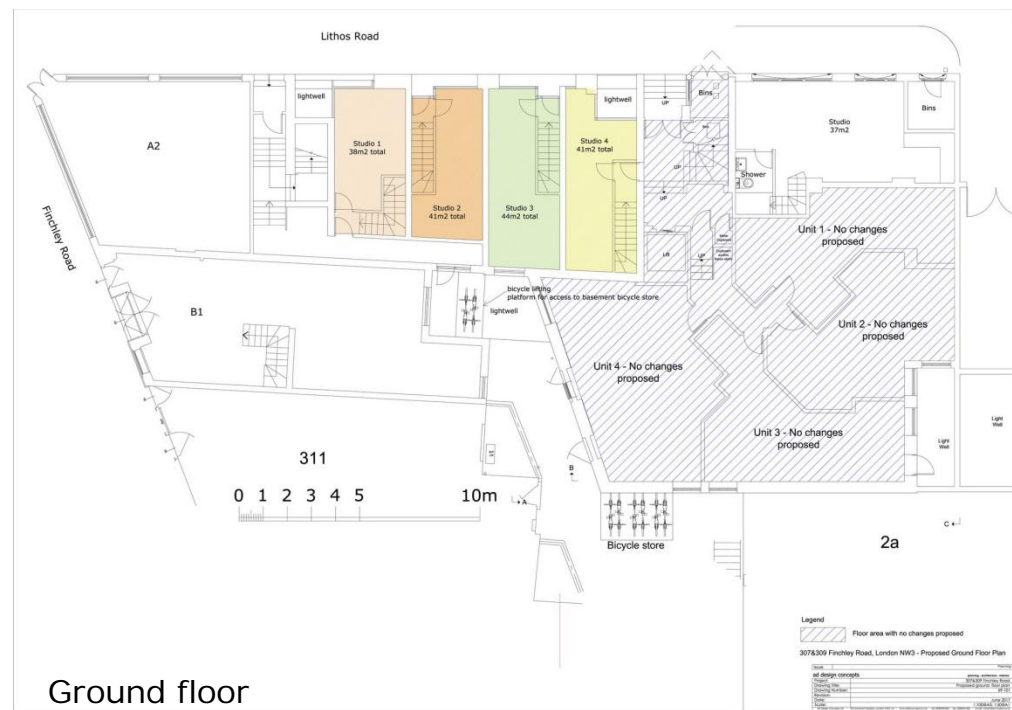
Proposed view from Lithos Road looking towards Finchley Road

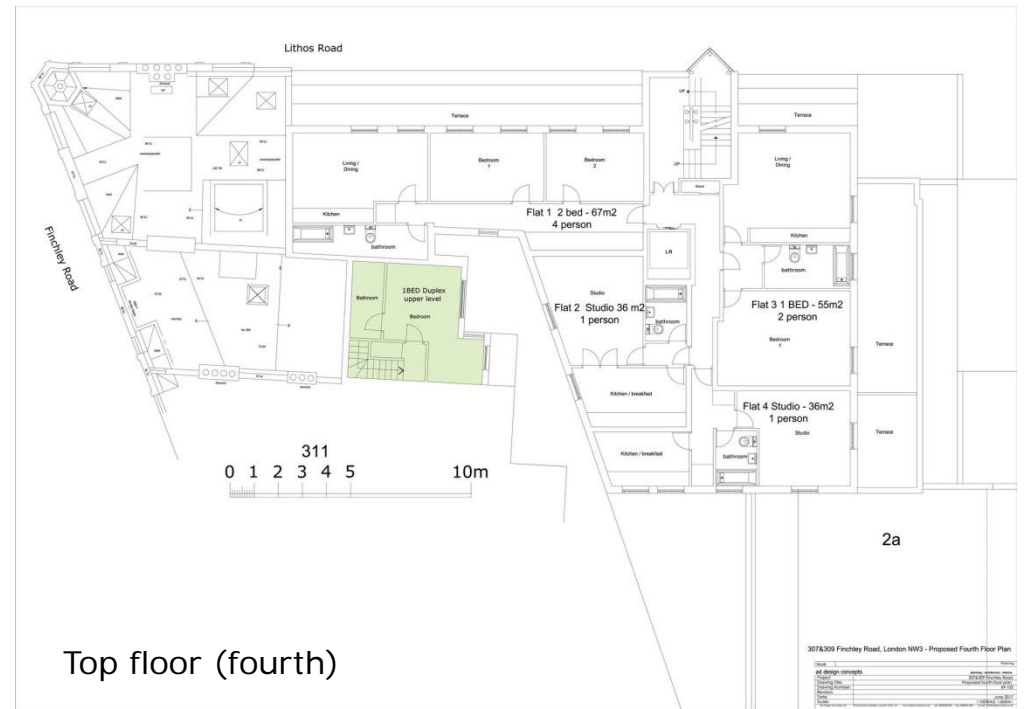
A number of new residential dwellings will be created, including 2 and 3 bedroom family size flats. B1 office use area will also be increased, potentially drawing additional business and employment to the locality. Both, new and existing residential dwellings would be completely refurbished and upgraded to meet the latest standards in terms of energy efficiency and sustainability. The proposed development would secure the future of locally listed buildings for many years ahead and potentially galvanize other similar projects within the terrace.

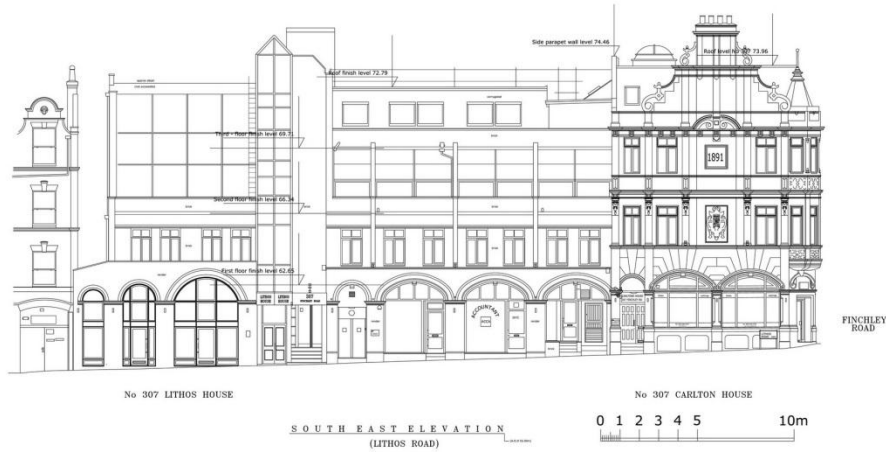
The proposed design and renovations would further highlight the architectural and historical qualities of existing buildings whilst new facades and external volumes would harmoniously integrate within its historical and street context.











307&309 Finchley Road, London NW3 - Existing Lithos Rd elevation

Lithos Road - Existing

Issue	Planning
ad design concepts	planning - architecture - interior
Project	307&309 Finchley Road
Drawing Title	Pre-planning scheme - Existing Lithos Rd elevation
Drawing Number	49-300
Revision	
Date	June 2017
Scale	1:125@A3
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307&309 Finchley Road, London NW3 - Proposed Lithos Rd elevation

Lithos Road - Proposed

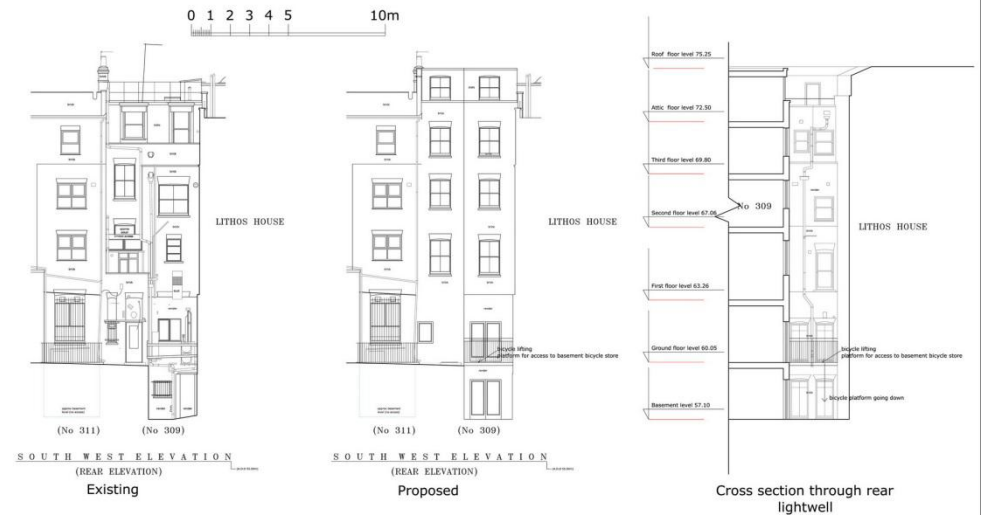
Issue	Planning
ad design concepts	planning - architecture - interior
Project	307&309 Finchley Road
Drawing Title	Proposed Lithos Rd elevation
Drawing Number	49-301
Revision	
Date	June 2017
Scale	1:125@A3
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307&309 Finchley Road, London NW3 - Existing and Proposed Finchley Rd elevations

Finchley Road - Existing & Proposed

Issue	Planning
ad design concepts	planning - architecture - interior
Project	307&309 Finchley Road
Drawing Title	Existing and Proposed Finchley Rd elevations
Drawing Number	49-302
Revision	
Date	June 2017
Scale	1:125@A3
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307&309 Finchley Road, London NW3 - Existing and Proposed Rear of 309 Elevations and Diagrammatic Section

Rear - Existing & Proposed

Issue	Planning
ad design concepts	planning - architecture - interior
Project	307&309 Finchley Road
Drawing Title	Existing and Proposed Rear of 309 elevations and diagrammatic section
Drawing Number	49-303
Revision	
Date	May 2017
Scale	1:125@A3
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