

## 2.4 Shifting Scales

While mansion block typologies are typical to much of London, they are extremely prevalent in Camden and Westminster. Due to the nature of development over time they will often be seen neighbouring a variety of building heights. Along with mansion blocks of varying height (four to 12 storeys), villas and terraced houses are all typical to the local area, producing a variety of townscape conditions.

Many examples of mansion blocks of over 6 storeys, sitting adjacent to two storey houses can be found locally and often these gables, which were once intended to be continued, remain exposed in brick or render.

Gables rarely gain the decorative treatment often seen on the primary elevations. Occasionally one element may wrap round

the whole building to break it up vertically; a pattered brick texture may be introduced to provide some interest; or the roof massing may be expressed to develop a more varied profile and break down the gable.

When these treatments can be seen however, they are often subtle.

---

**Below:** Site Photographs

---



1.St John's Wood Road



2.Randolph Avenue



3.Ashworth Road



4.Abercorn Place



## **3.0 Site**



### 3.1 Immediate Surroundings

#### St John's Wood Park

St Johns Wood Park is a quiet residential road that joins Adelaide Road at the junction between Finchley Road and Avenue Road. The site sits towards the northern end of the road, replacing a block of 6 1970's concrete garages.

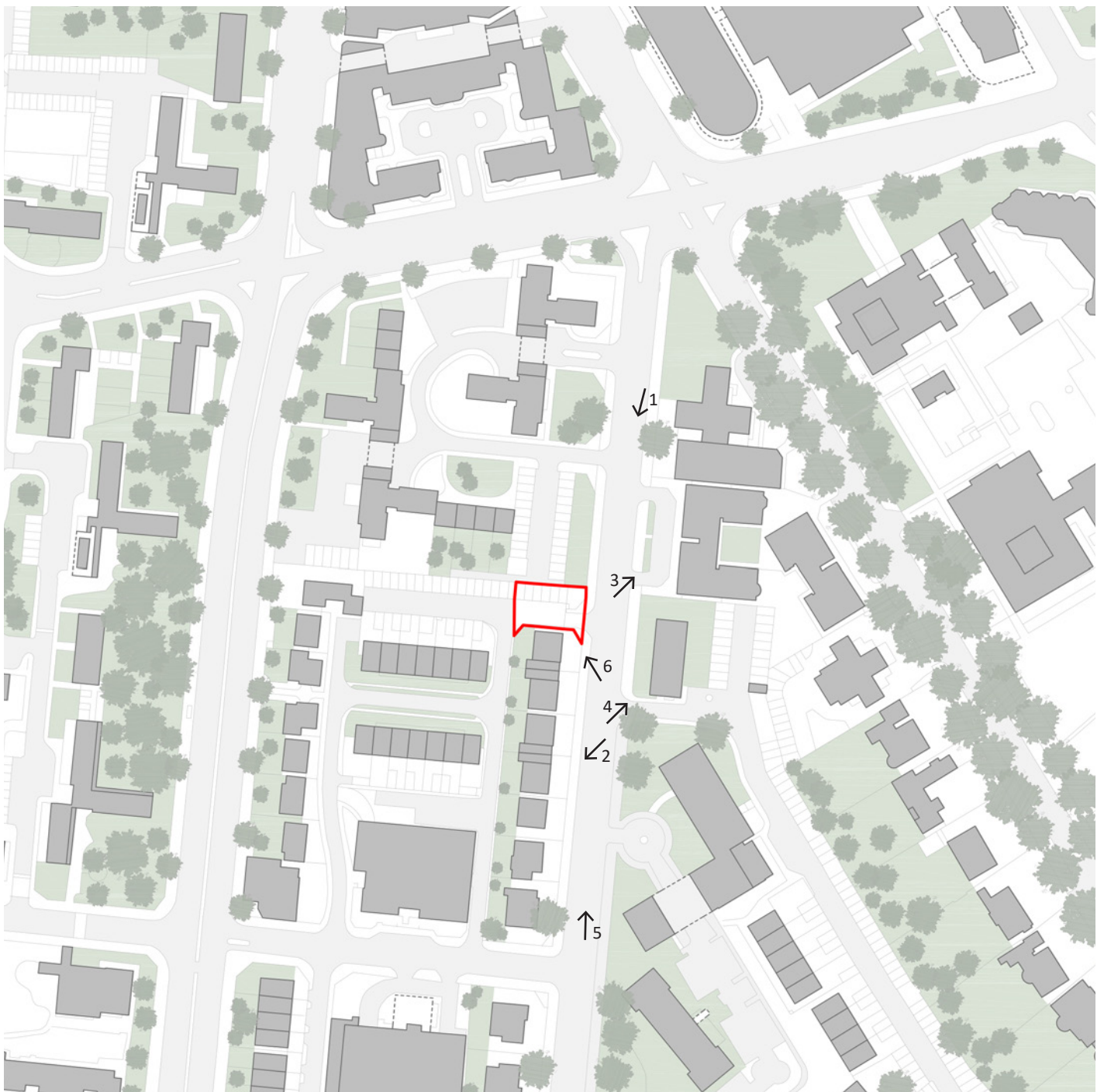
The surrounding area consists of primarily residential development, with an increase in commercial

uses as you move north of the site towards Swiss cottage and Finchley road. Looking south down St Johns Wood Park Road, you appreciate how the site is characterised by a mix of scales.

To the north, south and east of the site sit multiple 1960s 12 storey residential tower blocks. Directly to the South of the site is a run of two storey mock Georgian Villas.

The majority of the developments are post war and of low architectural quality.

The character of surrounding streets is defined by largely consistent tree-lining, either on the pavement or within people's gardens; however, whilst St John's Wood Park has a consistent tree line at the bottom and top of the street there is an absence of trees in front of the site and neighbouring houses.







1.St John's Wood Park looking south



2.St John's Wood Park terraced houses south of the site



3.Park Lodge opposite site



4.Mancroft Court opposite site



5.St John's Wood Park looking north with Sheringham to the right



6.Site with Boydell Court in the background



## Middlefield

The character of Middlefield Road on approach to the site is largely that of high back garden walls and gable elevations.

Development to the west of the site, sandwiched between the 2 storey villas on St Johns Wood Park and Finchley Road, is primarily that of 3+4 storey terraced houses with tree

lined front gardens and attractive amenity spaces.

Behind the site to the west is a mews of garages. A covenant states that pedestrian access is to be maintained across the site to these garages.

Directly to the North are further garage sites and a location of probable future development.







1. Middlefield looking north



2. Middlefield residential front doors



3. Middlefield looking towards the site



4. Rear of the site looking towards north



5. Garage mews looking towards the site



6. Garage mews looking towards west



### 3.2 Existing Building Heights

Building heights, scale and massing vary across surrounding context. The historic grain of the wider area consists of estates of 2 storey villas and 3/4 storey terraces, but closer to the busy roads (Adelaide Road, Avenue Road, Finchley Road) there are more larger scale residential, civic and commercial buildings

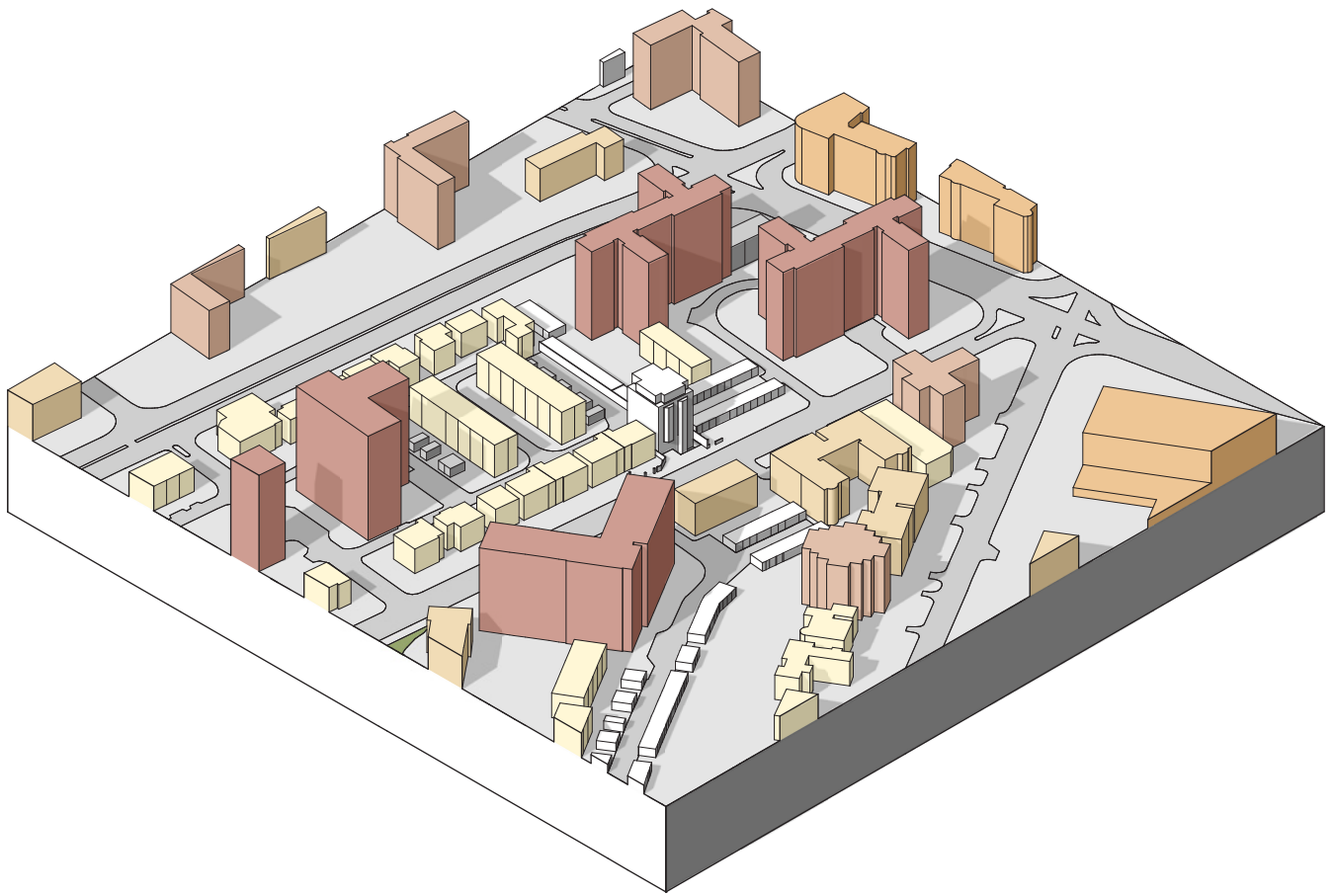
between 6-10+ storeys. Closer to the site area, there is less consistency and higher contrast, with 2 storey villas and semi-detached houses, 4 storey long blocks which follow along street edges contrasting with 8, 11 and 12 storey towers setback from the street and set amongst trees.

- 9+10 Storey
- 7+8 Storey
- 5+6 Storey
- 3+4 Storey
- 1+2 Storey

Below: Building Height Plan  
Opposite: Building Height Axo







Proposed St John's Wood Park Elevation



Proposed Middlefield Elevation

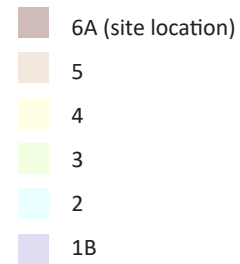
### 3.3 Routes and Access

*This section should be read in conjunction with the detailed Transport Assessment prepared by Ridge.*

The site is within easy walking distance, 0.3 miles, of both Swiss Cottage underground and South Hampstead rail stations and has very good public transport links. It is served by several bus routes along

Finchley Road and Adelaide Road. The site is currently PTAL level 6a.

Camden's transport strategy recognises the need importance of future cycle and walking routes puts emphasis on investment into clean, safe infrastructure.

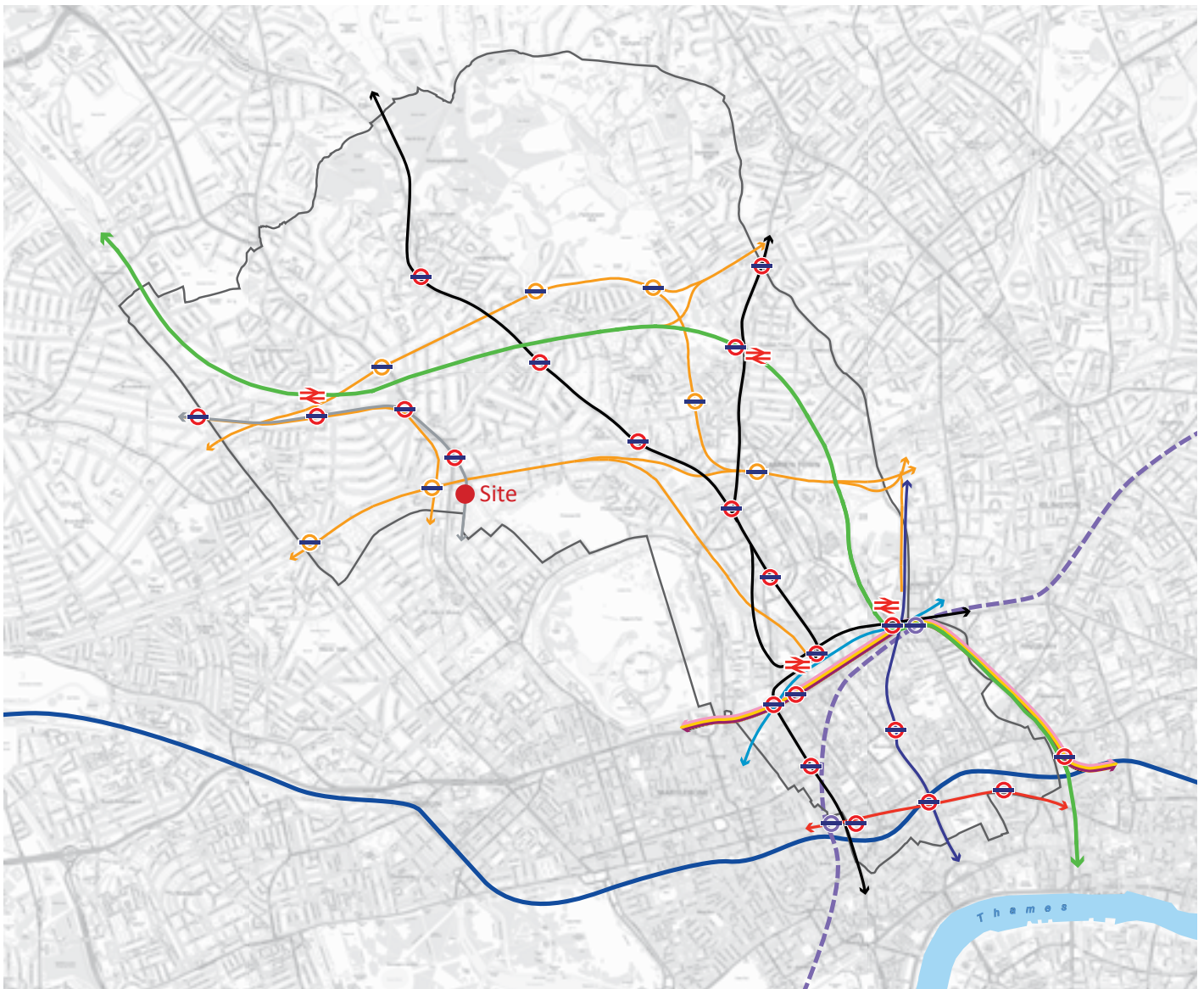


**Opposite:** Regional Rail networks (Camden Local Plan 2017)

**Below:** Existing PTAL







This map is based on Ordnance Survey Material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office ©. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Licence number LA100019726, year 2014. Produced by the Strategic Planning and Implementation Team © LB Camden 2014.



- |                        |                    |
|------------------------|--------------------|
| Crossrail, Crossrail 2 | <b>Underground</b> |
| Thameslink             | Bakerloo           |
| Overground             | Central            |
|                        | Circle             |
|                        | Hammersmith & City |
|                        | Jubilee            |
|                        | Metropolitan       |
|                        | Northern           |
|                        | Piccadilly         |
|                        | Victoria           |
|                        | Overground         |





## **4.0 Process**

## 4.1 Planning Policy Context

*Note: This section should be read in conjunction with the Planning Statement and the Townscape and Visual Impact Assessment.*

From previous correspondence with Camden we understand:

The site doesn't fall under any designated areas as shown on Camden's Policies map.

### Relevant policies and guidance

National Planning Policy Framework (2012)

The London Plan (March 2016)

Camden Local Plan (2017)

- G1 - Delivery and location of growth
- H1 - Maximising housing supply
- H4 - Maximising the supply of affordable housing
- H6 - Housing choice and mix
- A1 - Managing the impact of development
- A4 - Noise and vibration
- A5 - Basements
- D1 - Design

- T1 - Prioritising walking, cycling and public transport
- T2 - Parking and car-free development
- CC1 - Climate change mitigation
- CC2 - Adapting to climate change

Camden Planning Guidance (2011/2015)

- CPG1 - Design
- CPG2 - Housing
- CPG3 - Sustainability
- CPG6 - Amenity
- CPG7 - Transport
- CPG8 - Planning obligations

Technical Housing Standards - Nationally Described Space Standards (2015)

**Below:** Camden Local Plan Growth and spatial strategy

