

Design and Access Statement

Our ref: 1232-0504-RT01-Design and Access Statement

Site Address:

194-196 Finchley Road
London
NW3 6BX

Date:

June 2022

Applicant:

Cooley Liu

Agent:

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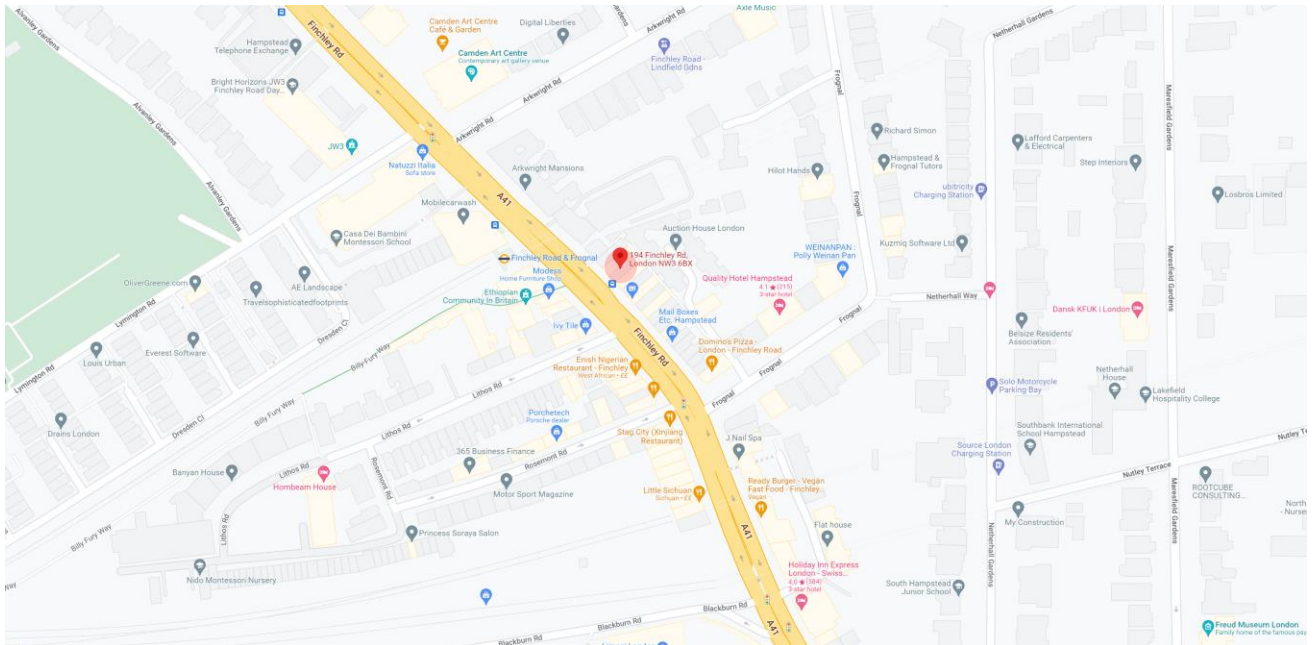
Introduction

This Design & Access Statement has been prepared by Cooley Architects to accompany a planning application to redesign the front facade of a commercial building to become a family club.

Location

The four-storey property is located on the North-East side of Finchley Road. The existing building forms part of a row of terraced properties of mixed use, residential above and commercial on the ground floor.

The property is not within in a Conservation Area. The site is very accessible, with Finchley Road & Froggnal Overground Station 3-minute walk away and also a bus stop directly in front of the property.



Map of the area



Application site in context



Front View from Finchley Road

Design

The proposed work in this application is for the ground floor unit only. The applicant intends to redesign the front façade and to change the signage. The overall design of the proposal is similar to the existing, but cleaner and neater. The new façade material will be Alu bond powder coated blue-grey which will integrate nicely with the neighbouring blue/black façade colour. The existing signage was separated into 3 parts and the applicant intended to combine them into 1, for the current usage as a Family Club & Discovery Classes. The access to the upper floor residential units through the middle will remain unchanged.



Existing Front Façade



Proposed Front Façade

Materials

The signage board and frames around the glass will be Alu bond powder coated blue-grey.

Access Statement

The application site has a PTAL rating of 6a with Finchley Road & Frognal Overground Station 3 minutes walk away and a bus stop directly in front. The property also provides easy access to local shops and amenities in the area, such as Camden Art Centre and London open squash.

Summary

The proposed design comprises a front façade design to the family club. We also apply for advertising consent for the signage shown. The proposal is in line with local and national planning policies. We hope the application will be viewed favourably by Camden London Borough Council.