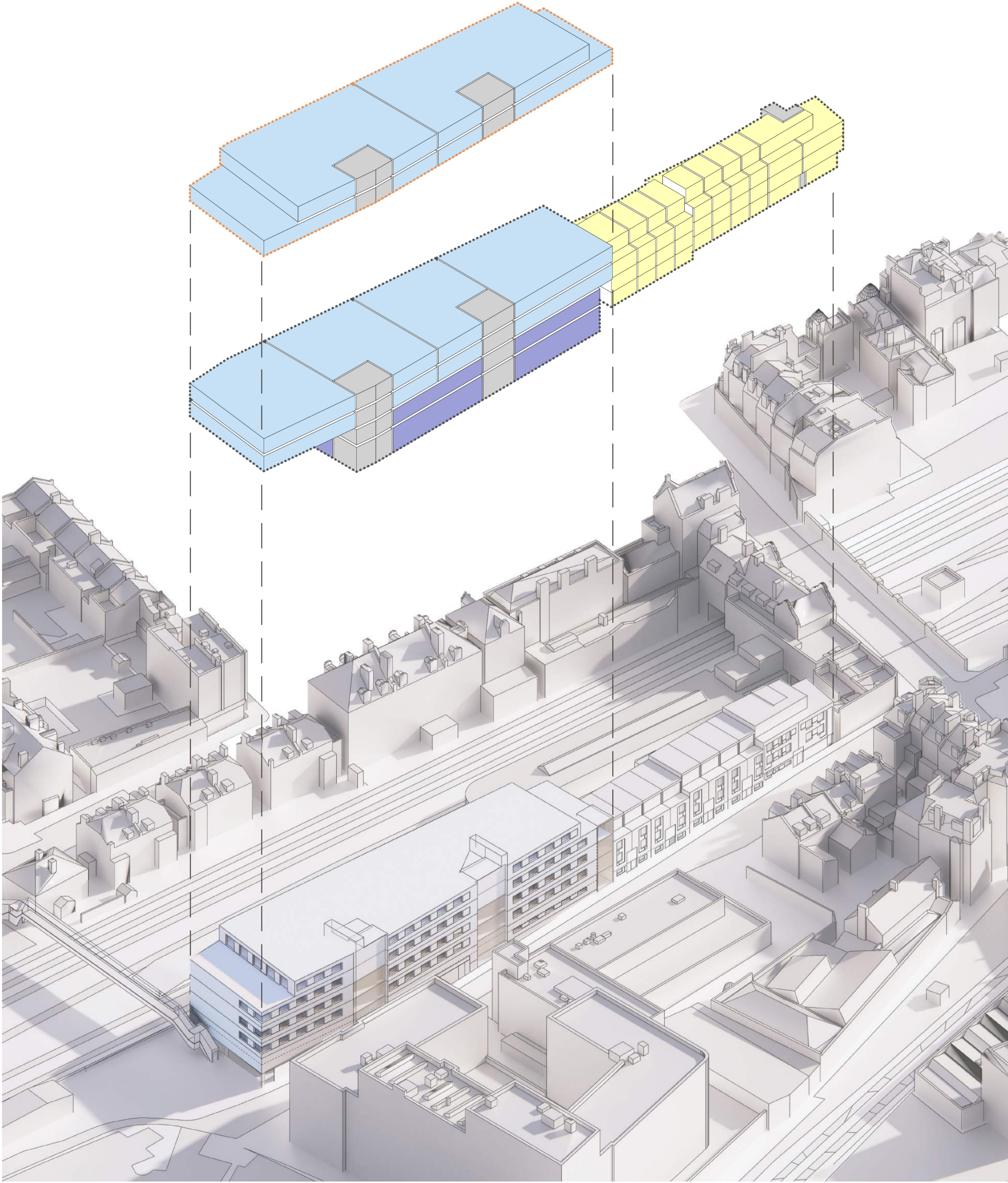


DESIGN OVERVIEW I BUILDING USES

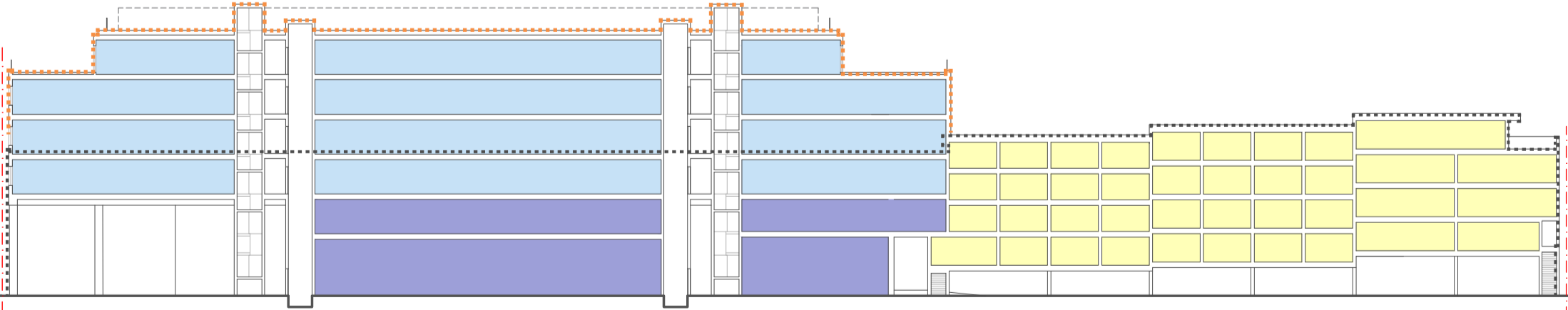
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The commercial scheme adds 2 extra floors of offices while preserving the original scheme's design. Keeping the same use type throughout the west side of the building allows for an elegant design to the façade and a stepped back roof, which offers a spacious terrace for commercial use.

COMMERCIAL			
Proposed Commercial	Commercial GIA:	2450 SQM	
	Circulation GIA:	140 SQM	
<div><div>OFFICE SPACE</div><div>CIRCULATION</div></div>			
Implemented Scheme		COMMERCIAL	RESIDENCIAL
		Commercial GIA:	Residential GIA:
		Circulation GIA:	Circulation GIA:
		4290 SQM	1886 SQM
		407 SQM	67 SQM
		<div><div>OFFICE SPACE</div><div>CIRCULATION</div></div>	<div><div>RESI UNITS</div><div>CIRCULATION</div></div>
		<div><div>WARE HOUSE</div><div>CIRCULATION</div></div>	
Totals		Commercial GIA:	Residential GIA:
		Circulation GIA:	Circulation GIA:
		6740 SQM	1886 SQM
		547 SQM	67 SQM

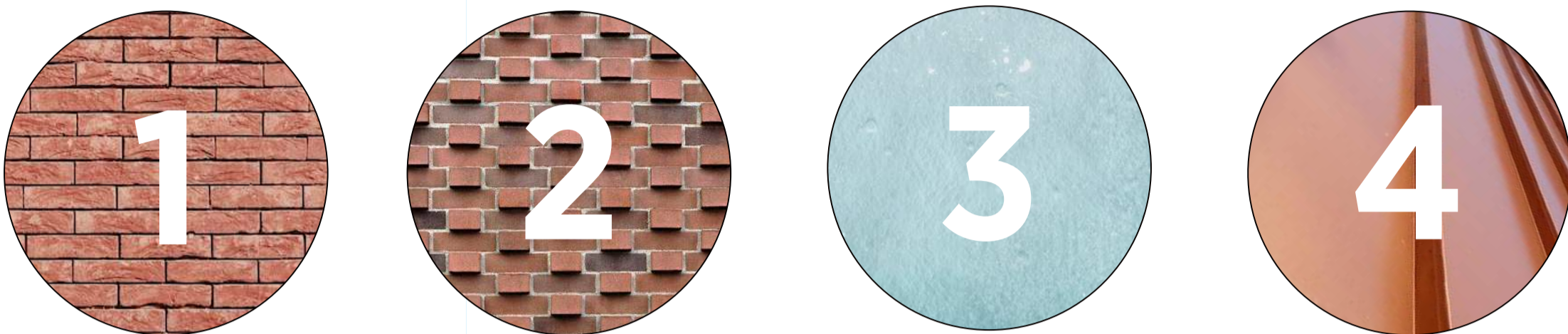


Key Section I Uses diagram

DESIGN & MATERIALITY

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The building has been conceived to respond to the context of the area and provide a unique and distinctive design that complements the evolving street scene of this part of West Hampstead. The external materiality relies mostly on red brick and the tone palette seeks to create a visually attractive development that will blend in well with the emerging streetscape. The recessed rooftop has been designed with red zinc to keep in with the language of the building.



Key View | View from Blackburn Road looking east

SUMMARY I KEY BENEFITS

Overall, the proposed commercial scheme will result in a number of public benefits, including:

- Optimisation of the site in line with development plan objectives.
- Efficiency in floor plates to improve usable floor area within implemented scheme.
- Additional jobs.
- Retention and expansion of local employer base.
- Environmental enhancements to the site, including opportunities for increased urban greening and biodiversity net gain and safe design.

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Key View I Residential Scheme



Key View I Commercial Scheme