



KSR ARCHITECTS &
INTERIOR DESIGNERS

14 BLACKBURN ROAD

LONDON NW6 1RZ

**DESIGN & ACCESS
STATEMENT**

MARCH 2023

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This document has been prepared by KSR Architects on behalf of Hampstead Asset Management in support of a Section 73 application and a separate Planning Application to cover amendments to the implemented Planning Permission for a development at 14 Blackburn Road.

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8.1 CONCLUSION

1.0

INTRODUCTION

1.1 EXECUTIVE SUMMARY

This document sets out the context for the development of the site at 14 Blackburn Road and pursues several improvements to an implemented scheme which achieved consent in 2004.

The site is located to the northeast of West Hampstead station and is presently owned by Hampstead Asset Management Ltd and occupied by Builder Depot, with a retail warehouse and a showroom on the upper floor. Builder Depot intends to consolidate its business on the site by retaining its retail warehouse in the proposals and establishing its head office in the commercial element. This will significantly expand the employment uses on the currently under-utilised site.

The detailed planning applications set out in this document are for a Section 73 Application, providing minor enhancements to the implemented scheme, and a Full Application which adds three storeys to the permitted commercial element. The two applications should be read together as one cohesive design.

The above strategies aim to address the emerging context by maximizing the site opportunities and creating a well-balanced design which will contribute positively to the vision for the area, maintaining the current employment of Builder Depot staff and creating further employment opportunities for the area.

CLIENT

Hampstead Asset Management Ltd and Builder Depot Ltd

DESIGN TEAM

KSR Architects | Architects

DP9 | Planning advisor

NRF | Lawyers

Carvil Ventures | Public affairs consultancy

Stace | Project manager

Velocity | Transport consultant

Bradley Murphys Design | Landscape specialists

ICIS Design | Structural engineers

IN2 Engineers | Mechanical and electrical engineers

AQ Consultants | Air quality consultants

Robinson Surveyors | Daylight and Sunlight consultants



1.2 PROPOSAL OVERVIEW

The proposal is for additional commercial floorspace, above the implemented development, which will provide new commercial space to align with the Camden employment density guide. It is the intention of our client to utilise the warehouse and offices to create a central head office. This will allow for the continued, and expanded, operation of Builder Depot at the Site, a long-standing local employer.

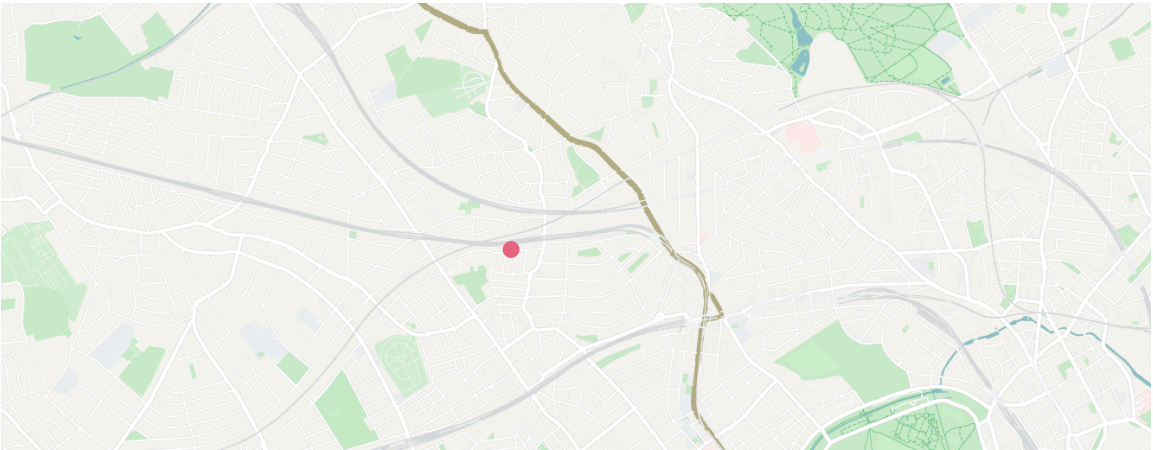
The site is located in West Hampstead, to the north east of West Hampstead station. The location of this site is notable as it sits to the west of the proposed redevelopment of the O2 Centre and car park - as outlined in the WH12 draft policy within the Draft Camden Site Allocations Local Plan.

KSR achieved planning permission for 14 Blackburn Road in 2004 for a 4 storey development with basement parking below, which was implemented. A Certificate of Lawfulness of Existing Use or Development (CLEUD) application 2022/4576/P confirming implementation awaits determination.

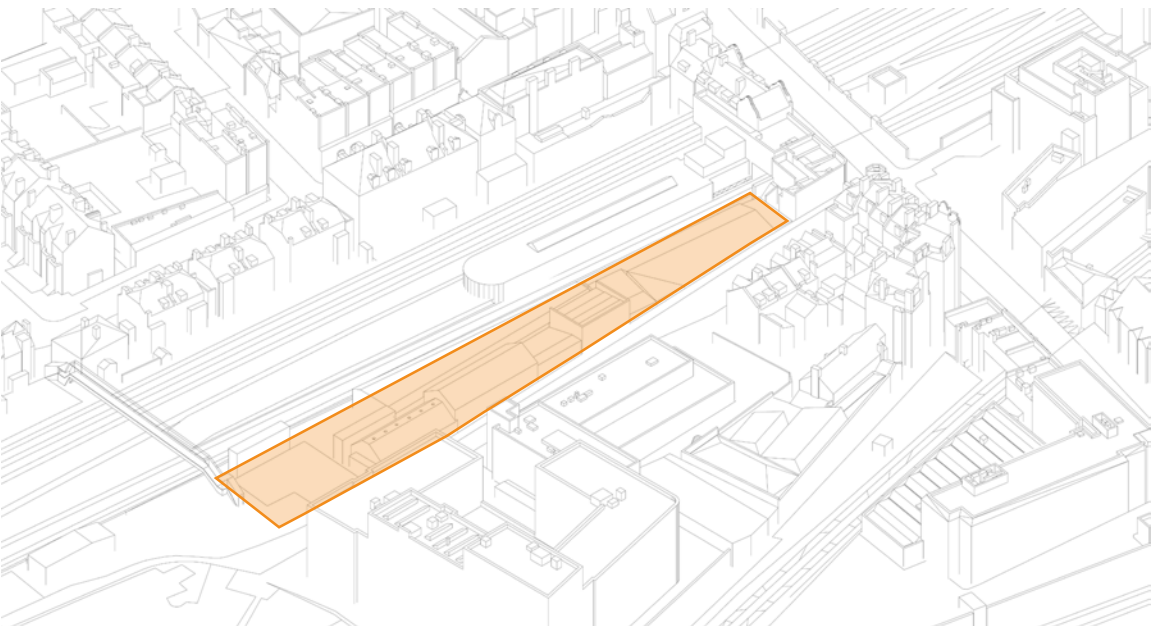
Since then local policies and the surrounding context of the site have changed. The site now lies within a wider emerging site allocation (The West Hampstead Interchange Area) and is identified in the Local Plan and West Hampstead Neighbourhood as a key growth area where it is expected that site opportunities will be maximised.

Notably a precedent has been set for higher development in the area, with West Hampstead Square towers up to 12 storeys high constructed to the east of the site, and planning permission has been sought for 15 storey buildings in connection with the redevelopment of the O2 Centre and car park by Landsec. The Landsec scheme proposes construction on the site of 14 Blackburn Road, which sits slightly higher than the proposal this document outlines.

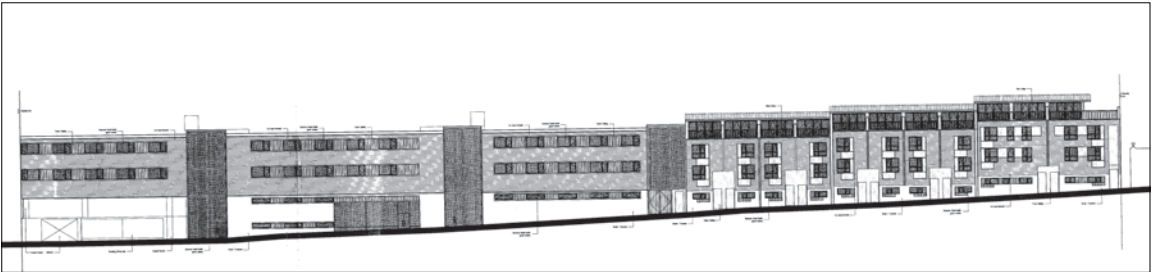
The design proposal described in this document is to create additional massing / floors, and re-design the façades to provide a higher quality street frontage, increased fenestration, and improved material quality, which will enhance the local area and provide a hub for Builder Depot.



Site Location



Existing Site Massing



2004 Implemented Scheme

1.3 OUTLINING THE APPLICATIONS

S.73 and Full Applications

The site benefits from an implemented planning application (PWX0202103) which we are seeking to amend in order to increase the available commercial floorspace in accordance with development plan objectives within the West Hampstead Interchange Area. The implemented development is for residential units (west part of the site), and commercial use (east part of the site) - see *Diagram 01*.

This Design and Access Statement outlines several improvements to the implemented scheme (being pursued as a section 73 application and related to the commercial part of the implemented development only) and a separate planning application being submitted in tandem that supports three additional floors of commercial space. - *Diagram 02*.

Overall, these proposals aim to deliver a well-considered design that will contribute to creating additional job opportunities, while retaining and expanding the local employer base.

Diagram 01: S73 Area/Implemented Scheme

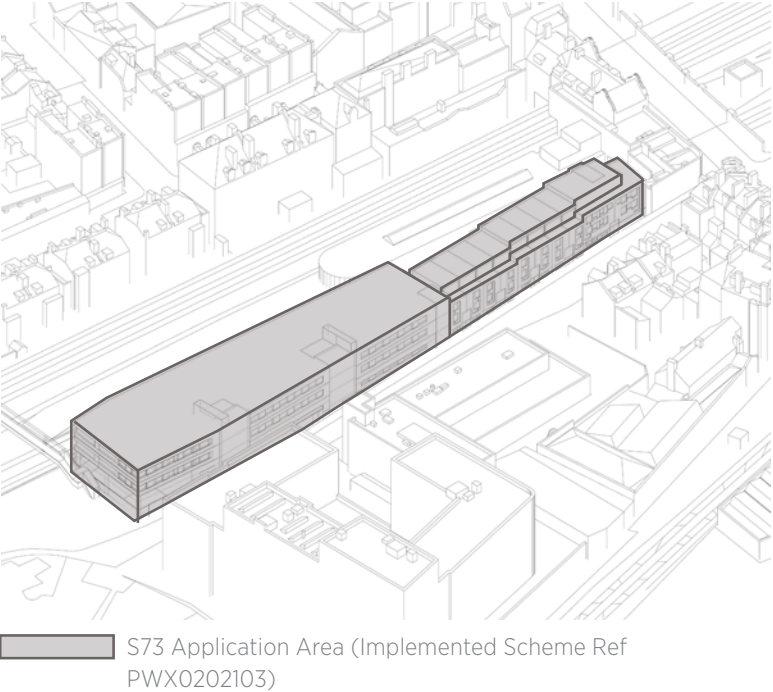


Diagram 02: Area of Amends within s73 application.

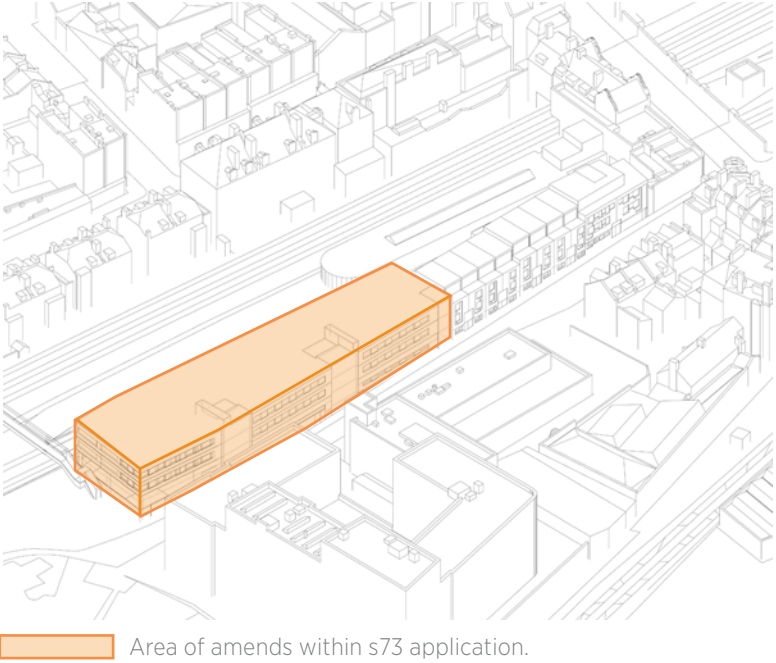


Diagram 03: Full Application

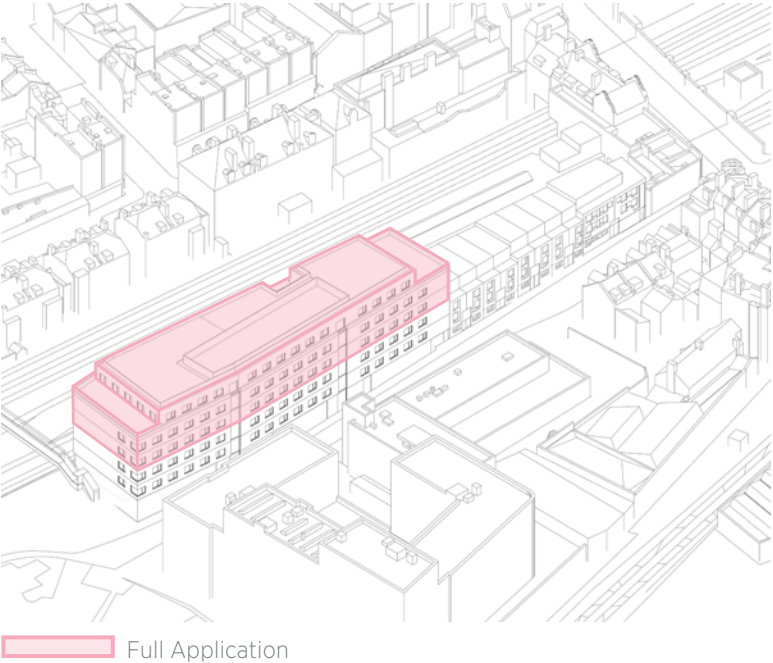
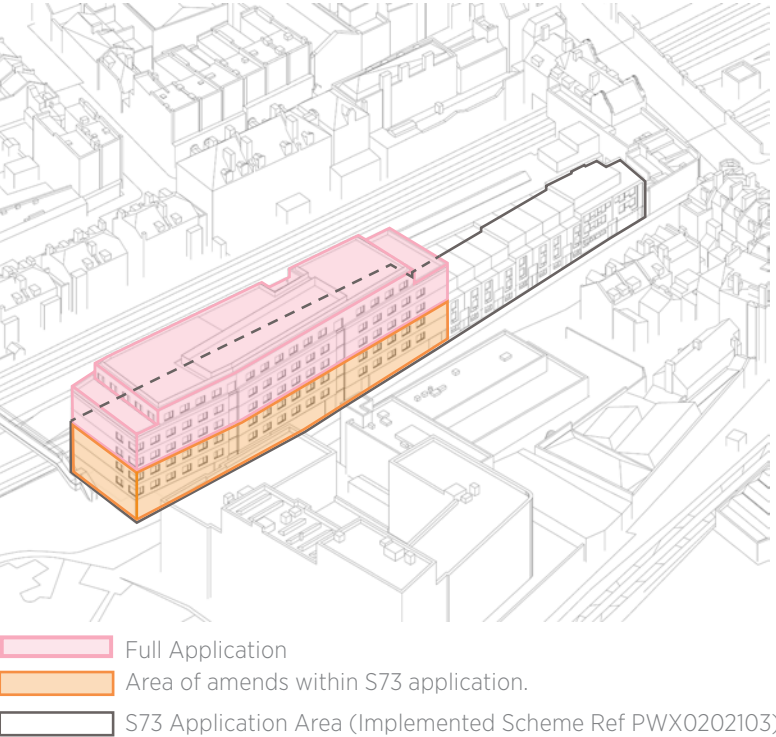


Diagram 04: Application Overview



2.0

THE SITE

2.1 SITE LOCATION

The slender site abuts the railway to the south and extends east/west along Blackburn Road. It is located in the heart of West Hampstead village and benefits from excellent transport links and nearby amenities.

The site sits within the West Hampstead Interchange area (WHI1) as noted on the drawings opposite, and has a PTAL rating of 6B. The site lies within the wider West Hampstead Growth Area (and is on the edge of the West Hampstead Town Centre) (WH1) under the Draft Camden Site Allocations Local Plan. The Council expects development to maximise site opportunities and opportunities and benefits for the borough and area in terms of jobs, and facilities for the community in these areas.

Whilst the site is not itself allocated, Sites to the north side of Blackburn Road (02 Centre, car park and car showroom sites (WHI2) and (13 Blackburn Road (WHI3)) are individually allocated within the interchange allocation for mixed use development in the emerging Draft Camden Site Allocations Local Plan. The draft document states that non-allocated sites should contribute to the principles set out for the ‘West Hampstead Interchange’ Area as a whole (which build upon those set out for area under the Local Plan). In summary these principles include:

- Mix of uses including employment, town centre, and community uses etc.
- Contribute to creating attractive and safe pedestrian and cycling routes
- Improve the street environment and public realm – including along Blackburn Road



2.2 SITE CONTEXT PHOTOGRAPHS



Location Plan



1. Entrance to Blackburn Road



2. West view from Blackburn Road



3. View to the Clockwork Apartments to the north

2.2 SITE CONTEXT PHOTOGRAPHS



4. View to the Granny Dripping Steps from Blackburn Road



5. View to the property from the bridge



6. View of the development facing the plot



7. View to the Builder Depot street wall

2.2 SITE CONTEXT PHOTOGRAPHS

Local Historic Precedents

The West Hampstead area is largely formed of Victorian and Edwardian red brick terraces, semi-detached and mansion buildings. These typically feature ornate brickwork detailing in the window surrounds, and horizontal banding. They are usually formed of three parts: a light base, typically glazed and commercial, with horizontal banding for signage; a red brick central, largest section; and set back mansard roof, typically in slate or lead, often featuring chimneys.



Local Historic Precedent images from West End Lane and surrounding areas.

2.2 SITE CONTEXT PHOTOGRAPHS

Local Contemporary Precedents

Contemporary precedents in the area typically feature red brick detailing, reflecting that of the traditional local vernacular. This material palette is often blended with other cladding types, and the proportions are set out around a distinctive grid, that is common to larger residential schemes.



156 West End Lane (Under Construction)



156 West End Lane (Under Construction)



IQ Student Housing (completed)



West Hampstead Square (completed)

3.0

**PLANNING
CONTEXT**

3.1 SUPPLEMENTARY PLANNING DOCUMENT

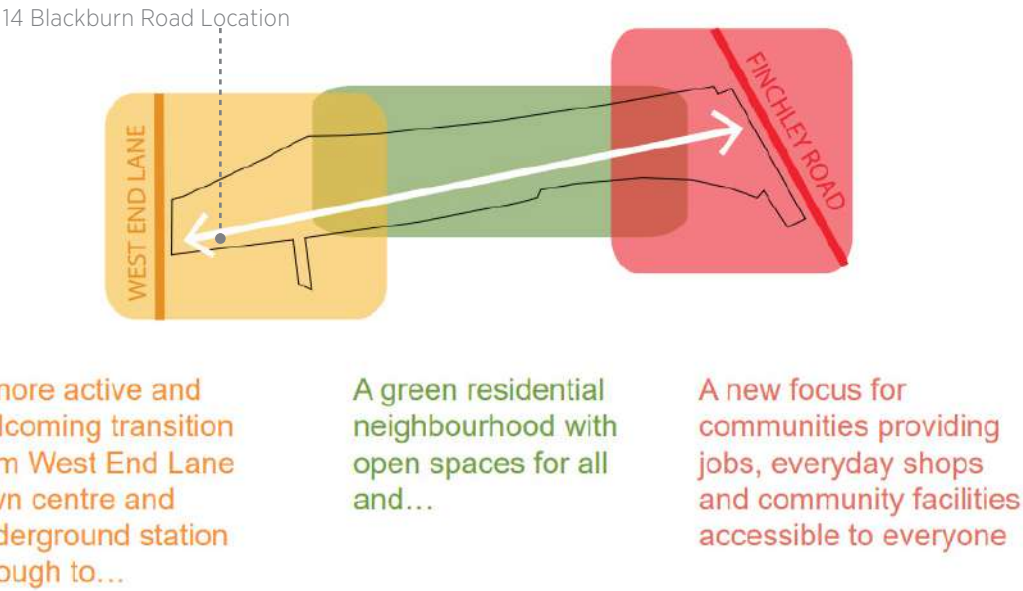
'The West End Lane to Finchley Road - Principles for a new place - Supplementary Planning Document' was adopted in September 2021 and outlines the planning guidance and vision for the area contained between the West Hampstead overground and the Finchley Road stations, prepared on the basis that Landsec were known to be bringing forward development for the area. It also provides useful feedback from neighbours and key sustainable and affordable targets for the development of the area. The area covered by the SPD includes 14 Blackburn Road.

Below is a summary of how the implemented scheme and the proposed scheme together align with the various requirements established within the document:

- 1. Delivery of a high quality and well-designed mixed-use development is set out as one of the main targets for the development at 14 Blackburn Road.
- 2. The key location of the plot and its key role in the east-west connection was taken into account in the implemented scheme and is accentuated with the proposed scheme, which provides a smooth transition from the main road.
- 3. The implemented scheme proposes both a replacement builders' merchants, and new office floorspace. This retains and substantially adds to employment opportunities in the area.
- 4. Delivery of improved improved site access for pedestrian and cycle movements.
- 5. Delivery of an improved street environment via upgrades to Blackburn Road.
- 6. Delivery of a sustainable and safe design.
- 7. Potential for improved station access.
- 8. Potential for improved station access.



SPD Area



SPD Vision

3.2 WEST HAMPSTEAD INTERCHANGE POLICY AND CONTEXT OVERVIEW

- 14 Blackburn Road**- The development site, currently accommodating a successful builders' merchant with implemented consent for mixed use redevelopment.
- WHI1**- West Hampstead Interchange Area. Transport hub location ideal for office space and employment opportunities.
- Policy WHI2 - O2 Centre** - Proposed Uses: mixture of types of permanent self-contained homes, town centre uses, community uses, open space. Now part of hybrid application 2022/0528/P currently under consideration.
- Policy WHI3 - Blackburn Road**- Proposed uses: mixed-use development including commercial space/offices and permanent self-contained homes.
- Policy WHI4** - Creating a low, mid level development and accommodating an additional 15 homes, existing houses are 2-3 storey. No applications coming forward.
- Policy WHI5** - Provide additional 9 self-contained homes and 60 student units or equivalent housing. No applications coming forward.
- West Hampstead Square Towers** - 198 recently completed residential units distributed across 7 new build towers, which vary from 5 to 12 storeys.
- iQ Student Accommodation Haywood House** - Student accommodation varying from 7 to 9 storeys high.



3.3 SURROUNDING SITES

The Clockwork Building

The Clockwork Building is located at 13 Blackburn Road, facing 14 Blackburn Road. The consented scheme at The Clockwork Building comprises of two residential and one office building, of 6, 7 and 9 storeys.



Artist's impressions of consented scheme at 13 Blackburn Road

3.3 SURROUNDING SITES

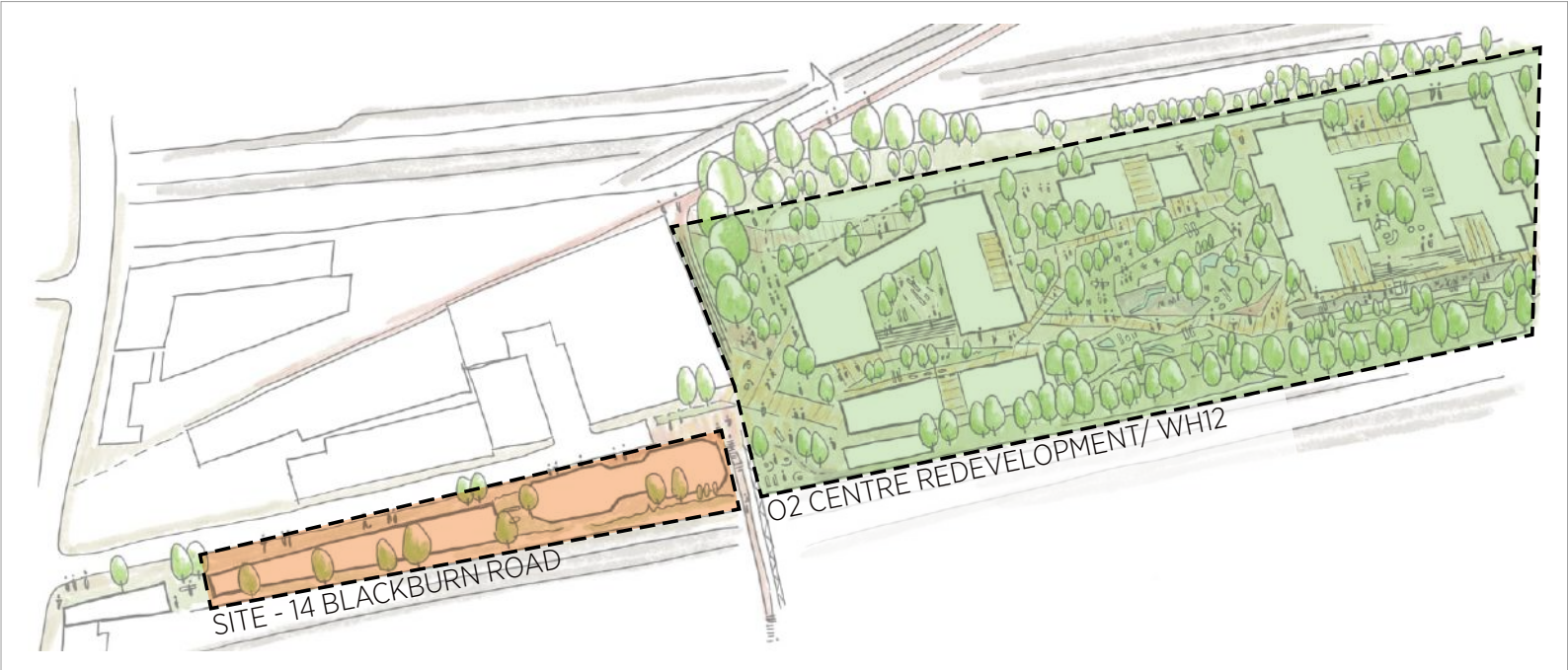
Emerging Planning Context: Landsec Scheme: 2022/0528/P.

The proposed redevelopment of the O2 Centre and car park is a key consideration in understanding what additional development could be provided at 14 Blackburn Road. The proposed scheme for the O2 Centre intends to radically change the massing of the area, from a flat car park scattered with multiple low rise warehouses, to a new residential development, with accommodation rising to 16 storeys. This future massing (if granted planning permission) should therefore be considered as a precedent for additional massing at 14 Blackburn Road. Even if not granted permission, it is necessary to consider other significant massing precedents within the site's context, such as the recently completed West Hampstead Square Towers, to aid an understanding of the additional massing that could be achieved at 14 Blackburn Road

The proposed scheme seeks to create a new connection between Finchley Road and West Hampstead Underground stations. 14 Blackburn Road sits on this route, together with other properties flanking Blackburn Road. 14 Blackburn Road does not sit at an important axis, it is not key to unlocking the full potential of LandSec's scheme, and it is not required for the O2 Centre redevelopment / WH12 to come forward.



Proposed Redevelopment - O2 Centre Car Park



Proposed Redevelopment - O2 Centre Car Park



3.4 PLANNING HISTORY

A planning permission for the site dated 6 January 2002 was implemented in 15 December 2008 and is referred to as the implemented scheme.

Since that time there have been significant changes to the planning context, both nationally and locally, as set out in the supporting planning statement prepared by DP9. Most significantly, there is an intent to subsume the site into the redevelopment proposals for the O2 Centre prepared by Landsec.

Two Community Presentations were held in December 2022 when the public viewed the residential-led proposals for the site, involving additional floors of residential floorspace above the consented eastern block. The drawings were prepared in the context of the O2 Centre redevelopment proposals, and the public and were generally supportive. At pre-application meeting in February 2023 with Camden officers, the provision of additional commercial floor space was welcomed, over residential. Further design amends to the front elevation (within the scope of Section 73) were encouraged alongside details of the proposed planning mechanism.

The proposed scheme, which has included updates to the elevation and provision of commercial only floor space, was subsequently presented at a follow up Community Presentation in February 2023 and was well received by the local community.

Date	Description
6.1.2004	Grant Permission subject to Section 106 Redevelopment of whole site by the erection of a 4 storey eastern block comprising two Class B8 and eight Class B1 units with associated service yard, together with a 4 storey plus basement western block comprising 8 dwelling houses and 6 self-contained flats with associated underground car parking; as shown on drawing numbers- BLK-X-101,102; BLK-P-100, 101B, 102B, 103B, 104B, 105B, 106B, 107, 108A; letter dated 20.11.02 and email message dated 3.2.03 from Montagu Evans.
15.12.2008	Planning Implementation
4.5.2022	2022/0509/P - variation to condition 1 Reads as follows: Notwithstanding the approved drawings, before the relevant part of work is begun, details of new facing materials, to include photo samples and manufacturer specifications, shall be submitted to and approved in writing by the local planning authority. The relevant part of the works shall be carried out in accordance with the details thus approved.
04.05.2022	2022/0509/P - Variation to condition 1 Notwithstanding the approved drawings, before the relevant part of work is begun, details of new facing materials, to include photo samples and manufacturer specifications, shall be submitted to and approved in writing by the local planning authority. The relevant part of the works shall be carried out in accordance with the details thus approved.
09.02.2023	Pre-application with planning officers A meeting was held with Josh Lawlor - Case Officer - and Kevin Fisher - Design Officer. In the meeting it was discussed the possibility of a S. 73 to improve the commercial part of the scheme and a full application to add proposed floors. Outcome of this meeting expressed on the page 32 of this document.

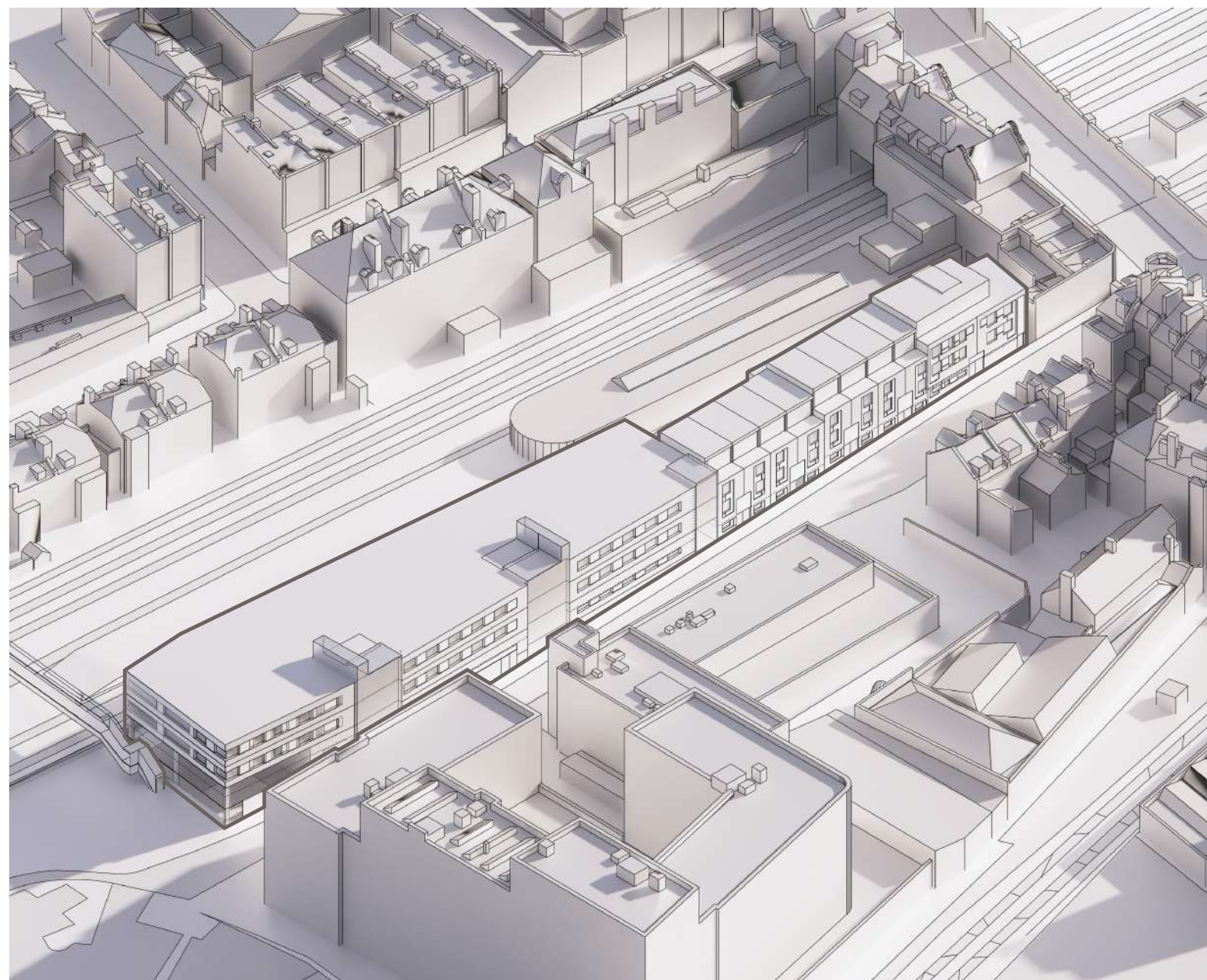
4.0

**IMPLEMENTED
SCHEME**

4.1 THE IMPLEMENTED SCHEME

Massing - ref. PWX0202103

Redevelopment of whole site by the erection of a 4 storey eastern block comprising two Class B8 and eight Class B1 units with associated service yard, together with a 4 storey plus basement western block comprising 8 dwellinghouses and 6 self-contained flats with associated underground carparking; as shown on drawing numbers- BLK-X-101,102; BLK-P-100, 101B, 102B, 103B, 104B, 105B, 106B, 107, 108A; letter dated 20.11.02 and email message dated 3.2.03 from Montagu Evans. The approved drawings are shown on the following pages.



Implemented Scheme - Ref. PWx0202103

4.1 THE IMPLEMENTED SCHEME

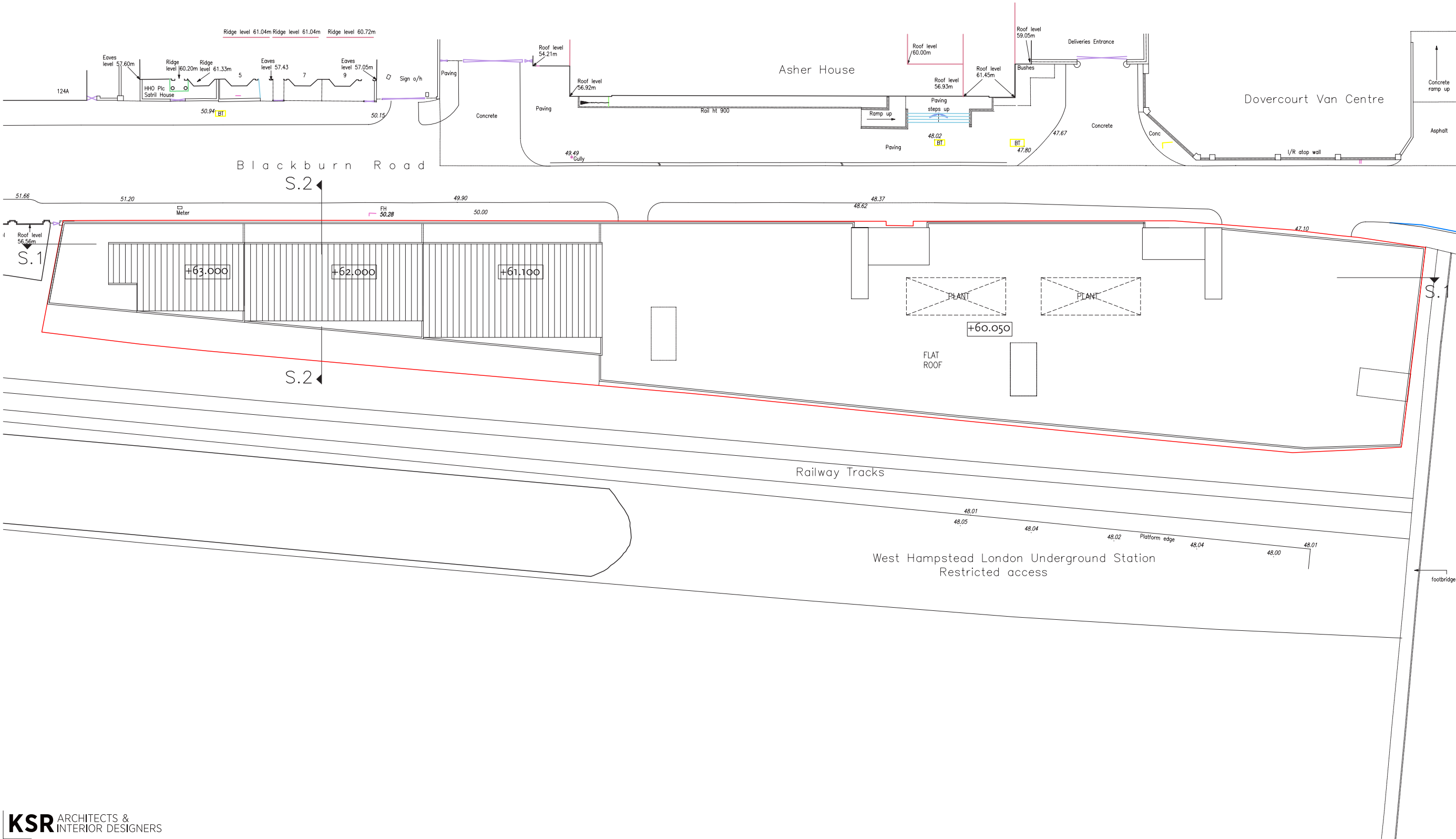
DESTINATION TABLE

The following drawing table shows the correlation between the approved set of drawings, the Section 73 Application and the Full Application outlined in this document.

DRAWING DESTINATION TABLE			
14 Blackburn Road, NW6 1RZ			
Drawing description	Approved drawing	Section 73 Application	FULL Application
PROPOSED			
Proposed Location Plan			
PROPOSED - Location Plan	BLK - P - 100	P - 001	P - 001
Proposed Plans			
PROPOSED Lower Ground Floor Plan	BLK - P - 102 B	P - 099	P - 099
PROPOSED Upper Ground Floor Plan		P - 100	P - 100
PROPOSED First Floor Plan	BLK - P - 103 B	P - 101	P - 101
PROPOSED Second Floor Plan		P - 102	P - 102
PROPOSED Third Floor Plan			P - 103
PROPOSED Fourth Floor Plan			P - 104
PROPOSED Fifth Floor Plan			P - 105
PROPOSED Roof Plan	BLK - P - 101 B	P - 103	P - 106
Proposed Sections			
PROPOSED Section A	BLK - P - 106 B	P - 201	P - 201
PROPOSED Section B			P - 202
PROPOSED Section C			P - 203
Proposed Elevations			
Proposed North Elevation	BLK - P - 105 B	P - 301	P - 301
Proposed East Elevation		P - 302	P - 302
Proposed South Elevation		P - 303	P - 303
Proposed West Elevation		P - 304	P - 304

4.2 THE IMPLEMENTED SCHEME DRAWINGS

ref. PWX0202103



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NOTES

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tel: 020 7692 5000 fax: 020 7692 5050
Email: ksr@ksra.co.uk

PROJECT
14 BLACKBURN ROAD

DRAWING
8 HOUSES SCHEME
ROOF PLAN

SCALE
A1@1:200, A3@1:400

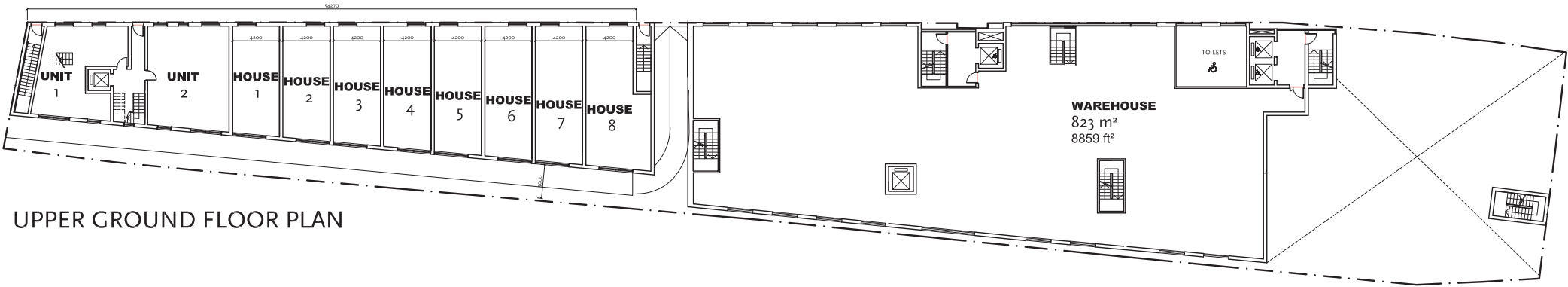
DATE
JUNE 02

DRAWING NO
BLK-P-101

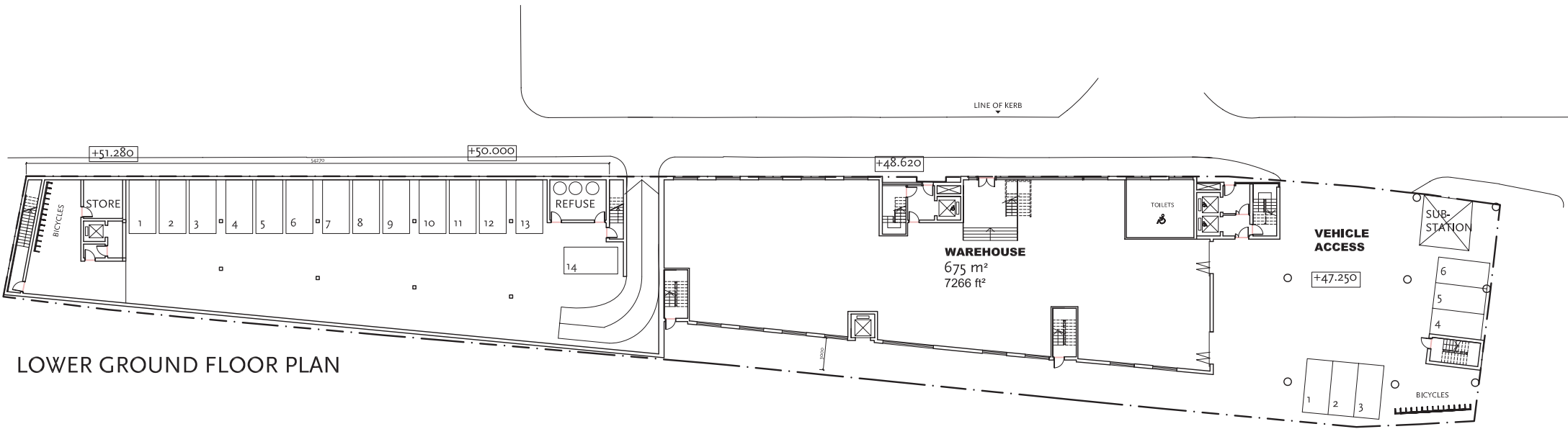
REVISION
B

4.2 THE IMPLEMENTED SCHEME DRAWINGS

ref. PWX0202103



UPPER GROUND FLOOR PLAN

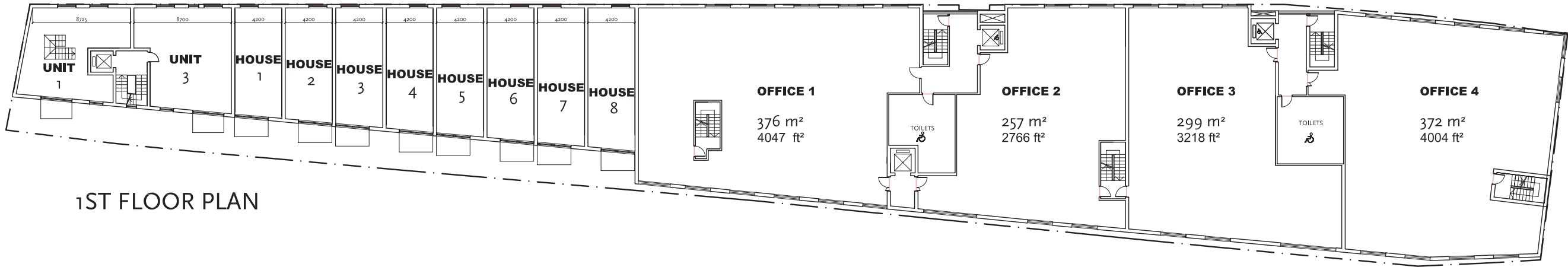
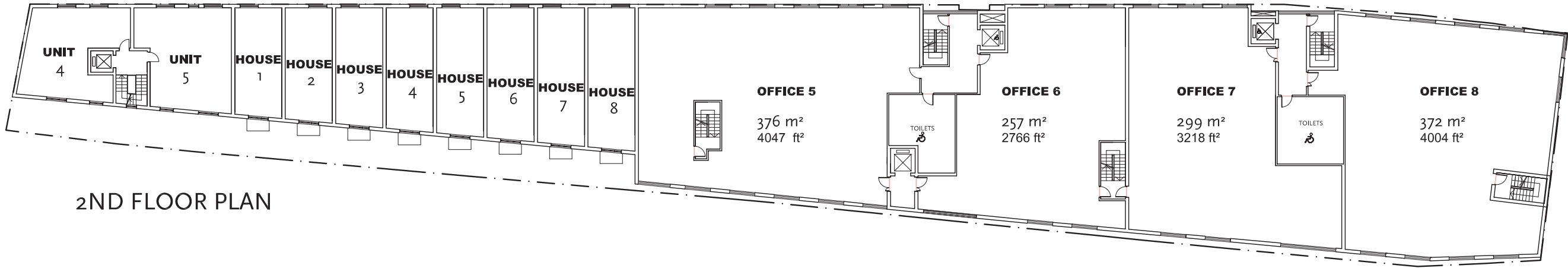
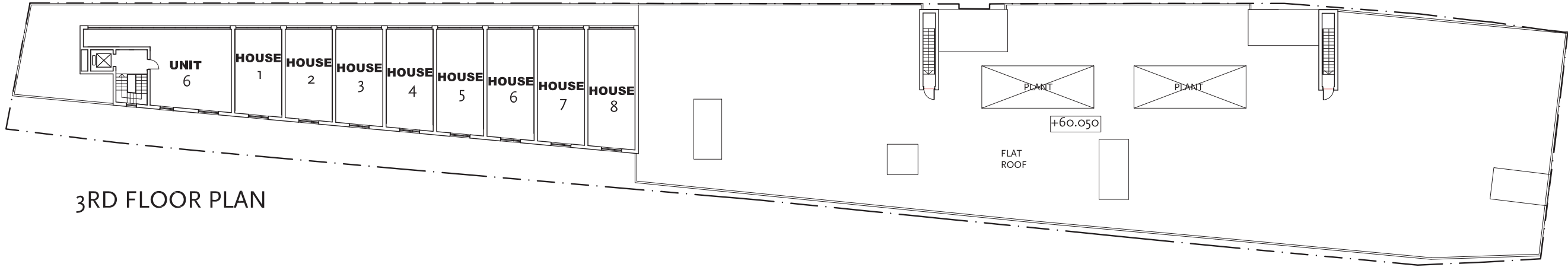


LOWER GROUND FLOOR PLAN

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NOTES	
REVISIONS	
<div><div><div>ksr</div><div>architects</div></div><div><div>Koski Solomon Ruthven</div><div>14 Greenland Street, London NW1 0ND</div><div>tel: 020 7692 5000 fax: 020 7692 5050</div><div>Email: ksr@ksra.co.uk</div></div></div>	
PROJECT 14 BLACKBURN ROAD LONDON	
DRAWING 8 HOUSES SCHEME L/GROUND & U/GROUND FLOOR PLAN	
SCALE A1@1:200, A3@1:400	DATE JUNE 02
DRAWING NO BLK-P-102	REVISION B

4.2 THE IMPLEMENTED SCHEME DRAWINGS

ref. PWX0202103



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NOTES

REVISIONS



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PROJECT

14 BLACKBURN ROAD
LONDON

DRAWING

8 HOUSES SCHEME
1ST, 2ND & 3RD
FLOOR PLAN

SCALE

A1@1: 200, A3@1: 400

DATE

JUNE 02

DRAWING NO

BLK-P-103

REVISION

B

4.2 THE IMPLEMENTED SCHEME DRAWINGS

ref. PWX0202103

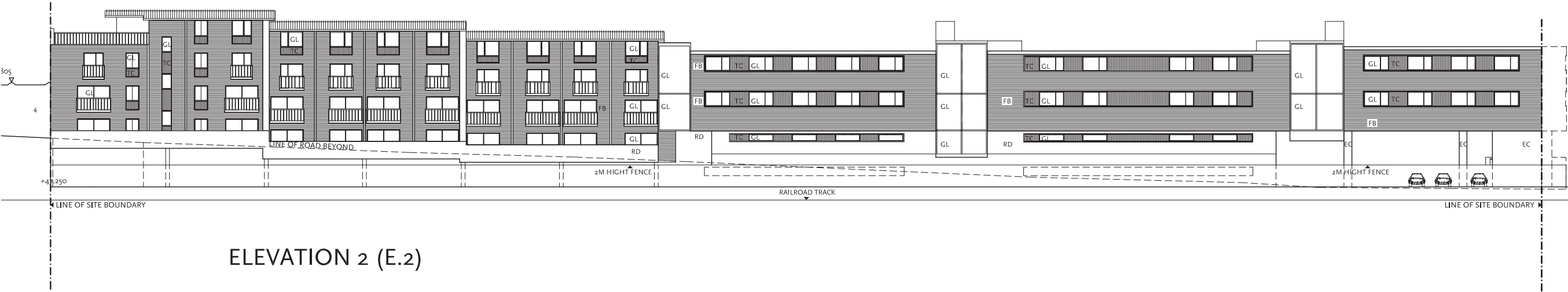
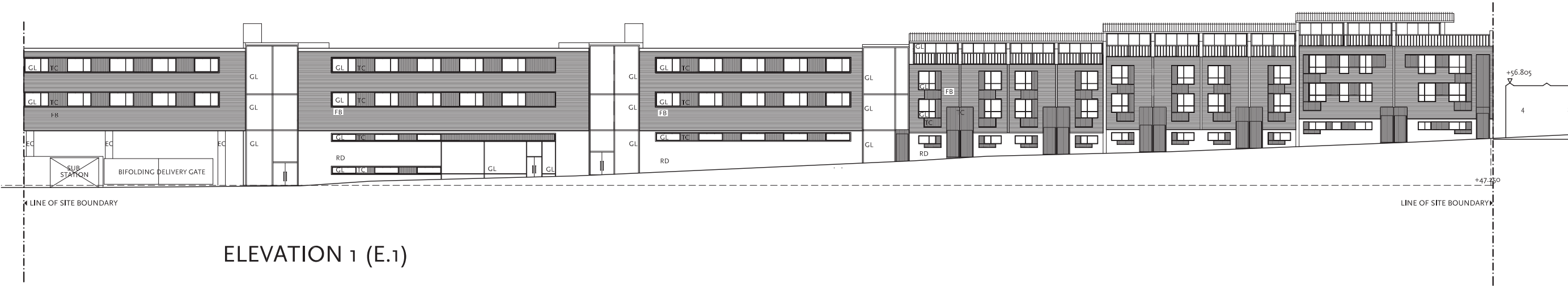
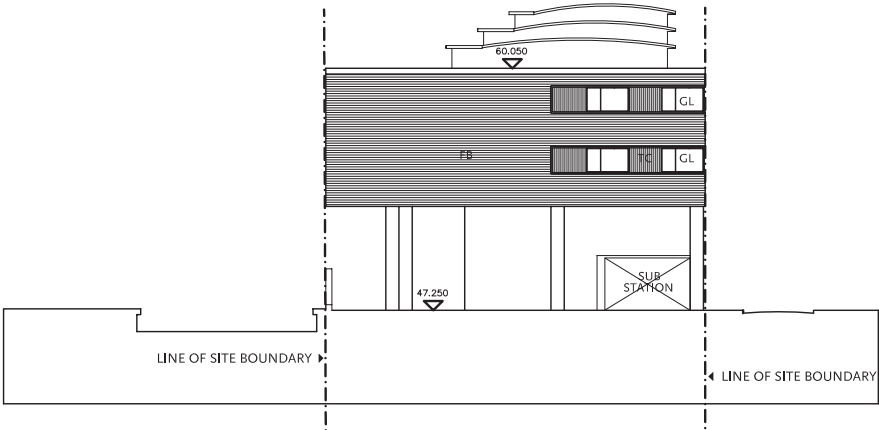
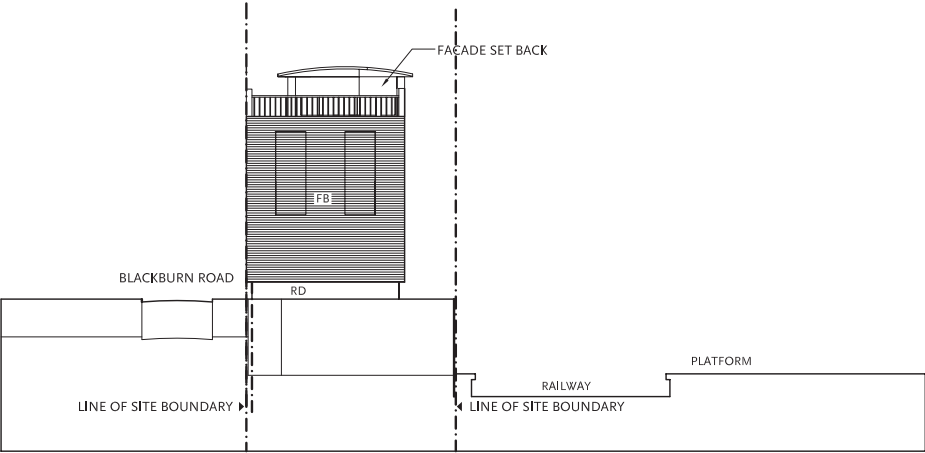
Note: AOD levels have been updated following a recent site survey for new proposals.

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THE MECHANICAL CONSULTANTS & STRUCTURAL ENGINEERS
DRAWINGS AND THE TENDER DOCUMENTS.

NOTES

MATERIAL LEGEND

TC - TIMBER CLADDING
FB - FACE BRICK
GL - GLAZING,
ALUMINIUM FRAME
RD-RENDER/ FORTACRETE
EC-EXPOSED CONCRETE



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PROJECT

14 BLACKBURN ROAD
LONDON

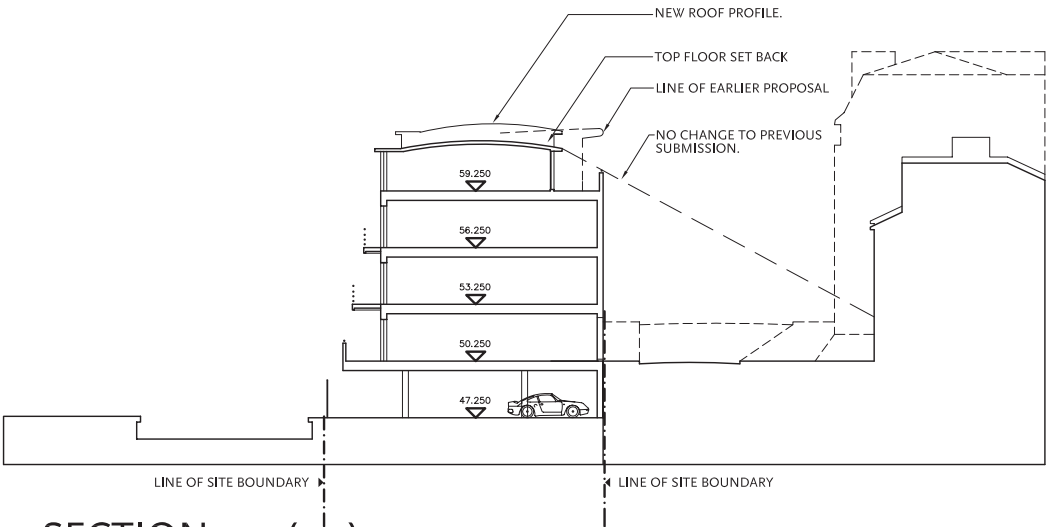
8 HOUSES SCHEME
ELEVATIONS

SCALE DATE
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BLK-P-105 B

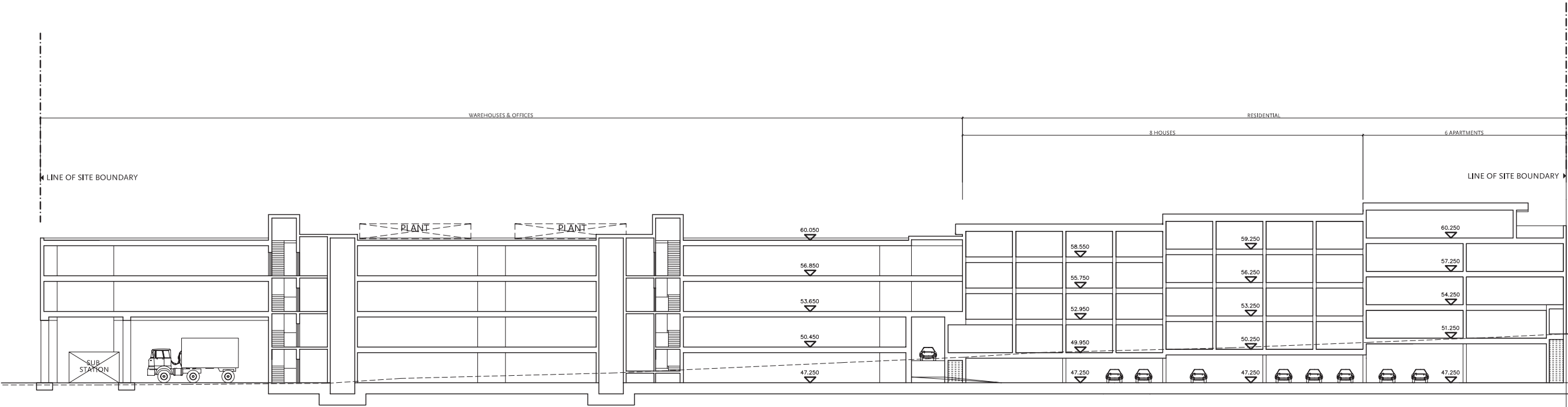
Note: AOD levels have been updated following a recent site survey for new proposals.

4.2 THE IMPLEMENTED SCHEME DRAWINGS

ref. PWX0202103



SECTION 2-2 (s.2)



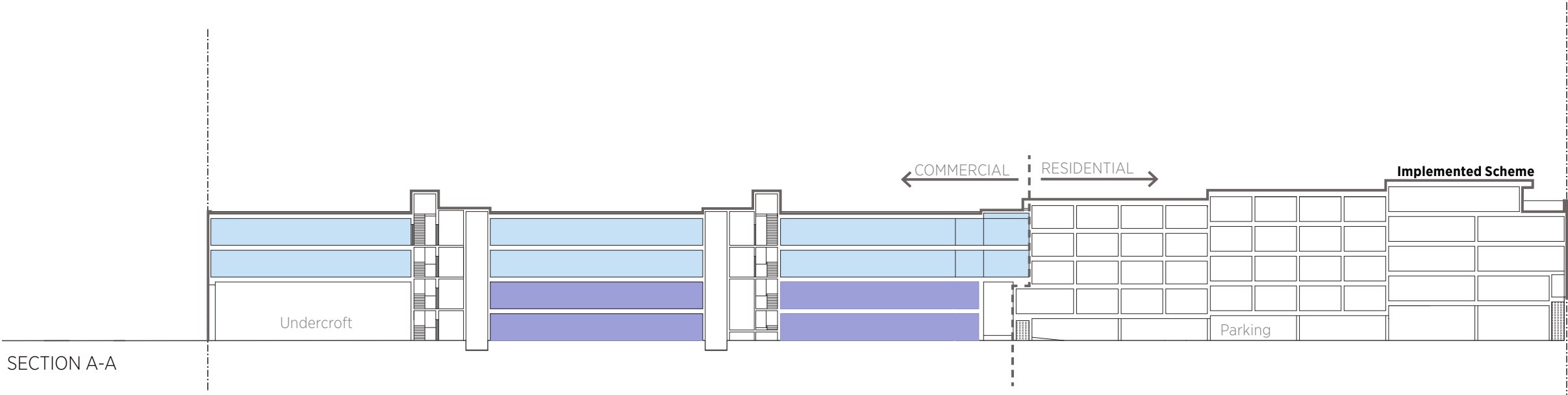
SECTION 1-1 (s.1)

GENERAL NOTES:	
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NOTES	
REVISIONS	
<div><div><div>ksr</div><div>architects</div></div><div><div>Koski Solomon Ruthven</div><div>14 Greenland Sreet, London NW1 oND</div><div>tel: 020 7692 5000 fax: 020 7692 5050</div><div>Email: ksr@ksra.co.uk</div></div></div>	
PROJECT	
14 BLACKBURN ROAD LONDON	
DRAWING	
8 HOUSES SCHEME SECTIONS	
SCALE	DATE
A1@1: 200, A3@1: 400	JUNE 02
DRAWING NO	REVISION
BLK-P-106	B

4.3 THE IMPLEMENTED SCHEME AREA SCHEDULE

ref. PWX0202103

		COMMERCIAL						RESIDENTIAL			TOTALS					
		BD (Warehouse + Showroom)			OFFICE											
FLOORS		GEA	GIA	HR		GEA	GIA	HR		GEA	GIA	HR		GEA	GIA	HR
			HR Conv. Factor	1HR = 27.5 sqm			HR Conv. Factor	1HR = 27.5 sqm								
	-1	869	675	25						837				675		25
	0	1,025	823	30						672	509	46		1,332		76
	1					1,627	1,304	47		594	506	3		1,304	1,810	50
	2					1,627	1,304	47		594	506	5		1,304	1,810	52
	3									442	365	2		365		2
IMP. LEVELS																
TOTALS		1,894	1,498	54		3,254	2,608	95		3,139	1,886	56		2,608	5,992	205



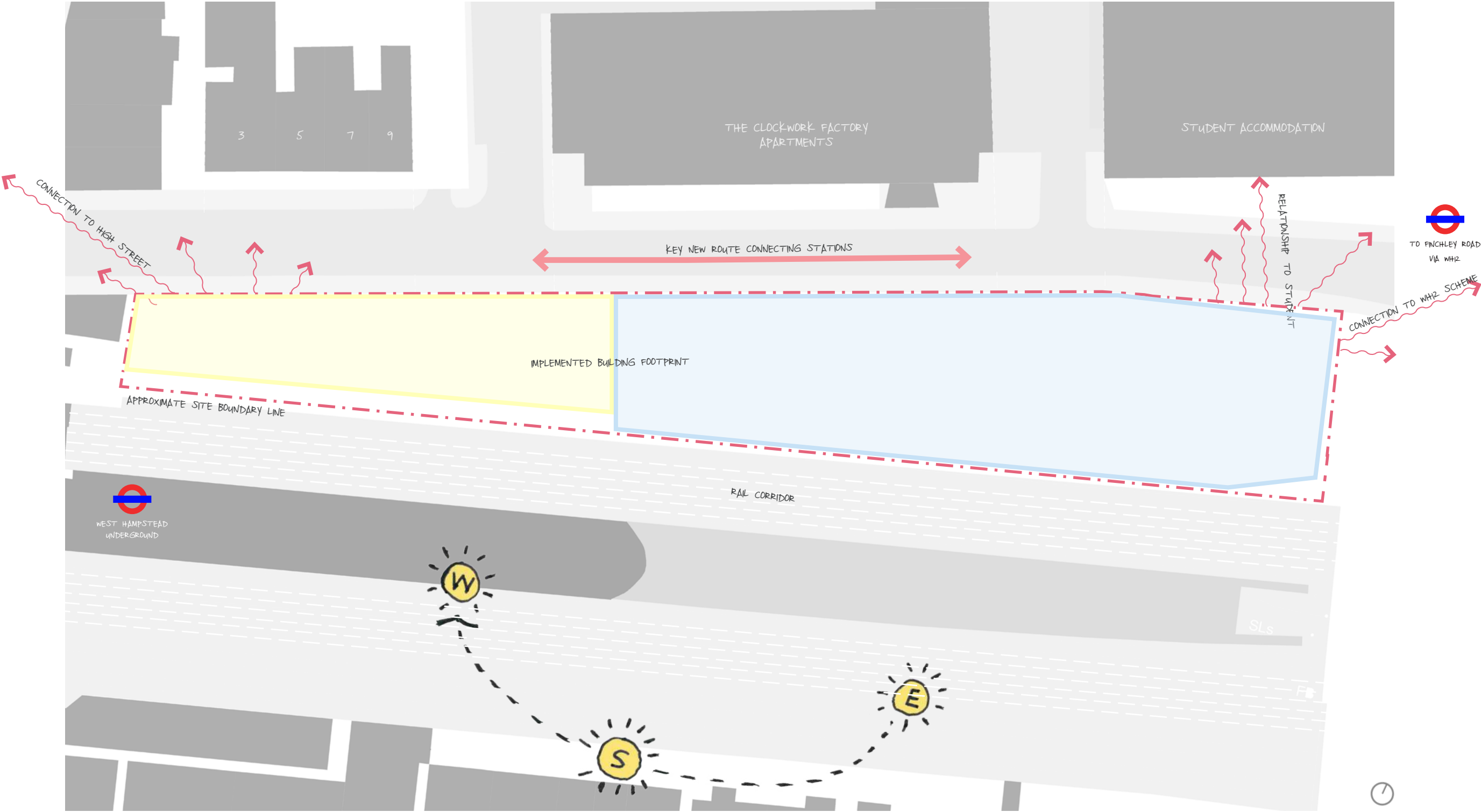
4.4 IMPLEMENTED MASSING'S RELATIONSHIP TO SITE

Drawing outlines implemented scheme uses, analysing how this scheme relates to the current context.

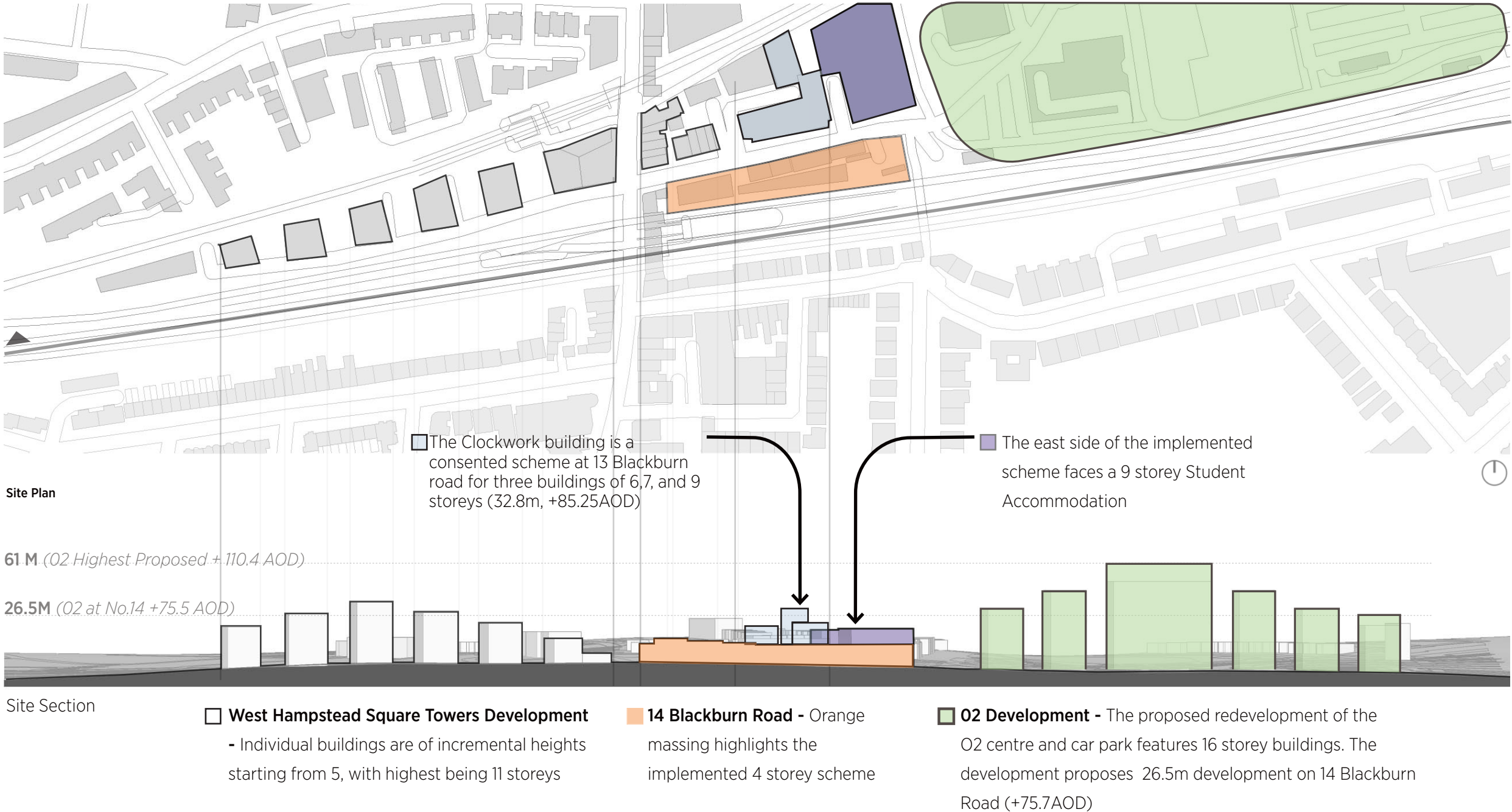
Key

Offices

Residential



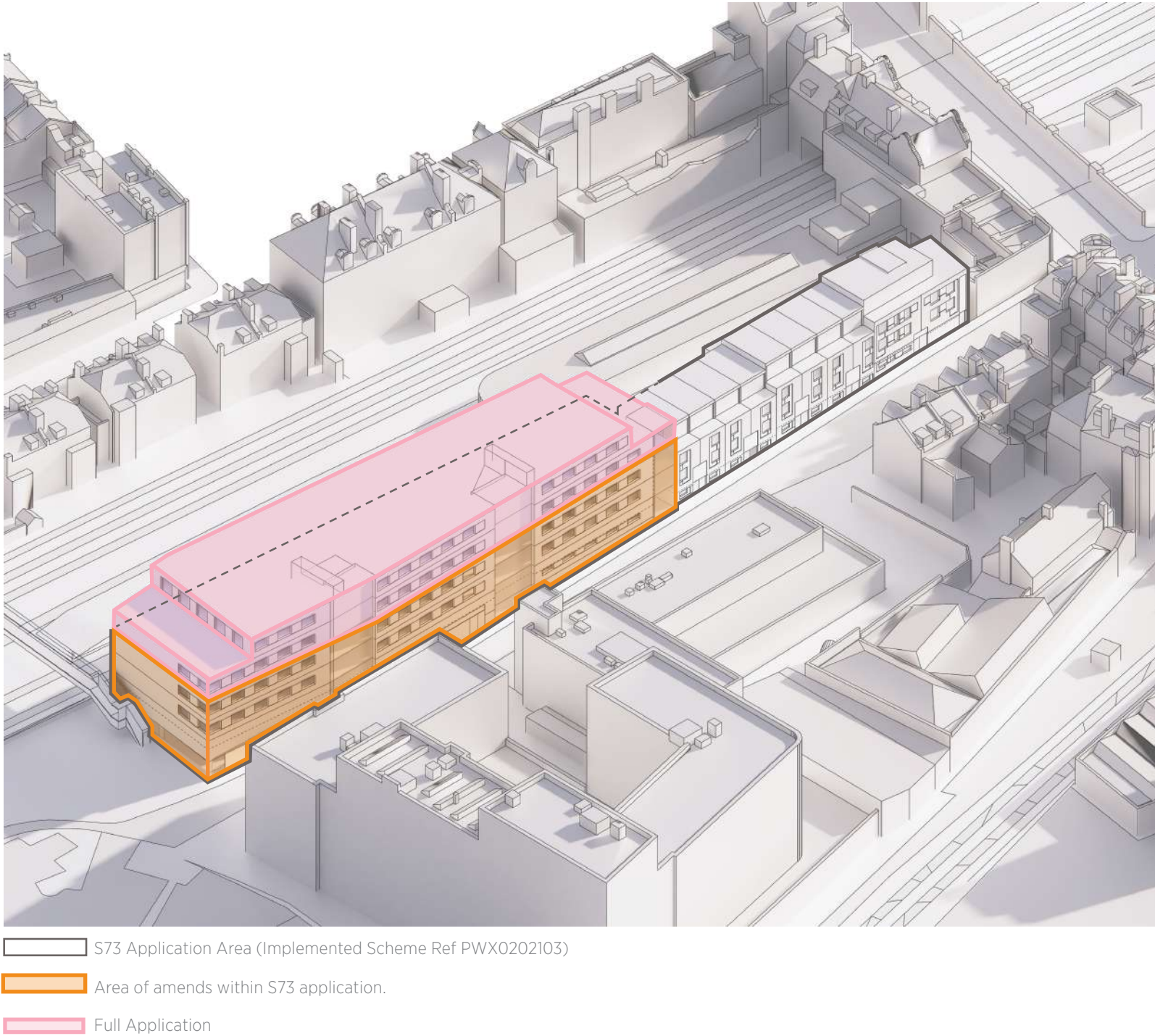
4.5 IMPLEMENTED MASSING'S CONTEXT IN SKYLINE



4.6 PRE-APP PROPOSAL

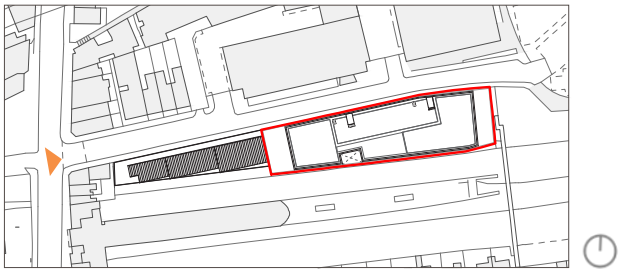
03.02.2023 - Supplementary Commercial proposal submitted to the council.

A supplementary commercial proposal was submitted to the council prior to the meeting held on the 9th of February 2023. This document highlighted a commercial scheme that would add 2 extra floors while preserving the original scheme’s design and without altering the implemented floor to ceiling levels. It was shown within the document how keeping the same use type throughout the west side of the building would allow for an elegant design to the façade and a stepped back roof, which would offer a spacious terrace for commercial use.



4.6 VISUAL OF PROPOSAL

ARTIST'S IMPRESSION - KEY VIEW 1 - PROPOSED VIEW FROM WEST END LANE LOOKING EAST DOWN BLACKBURN ROAD

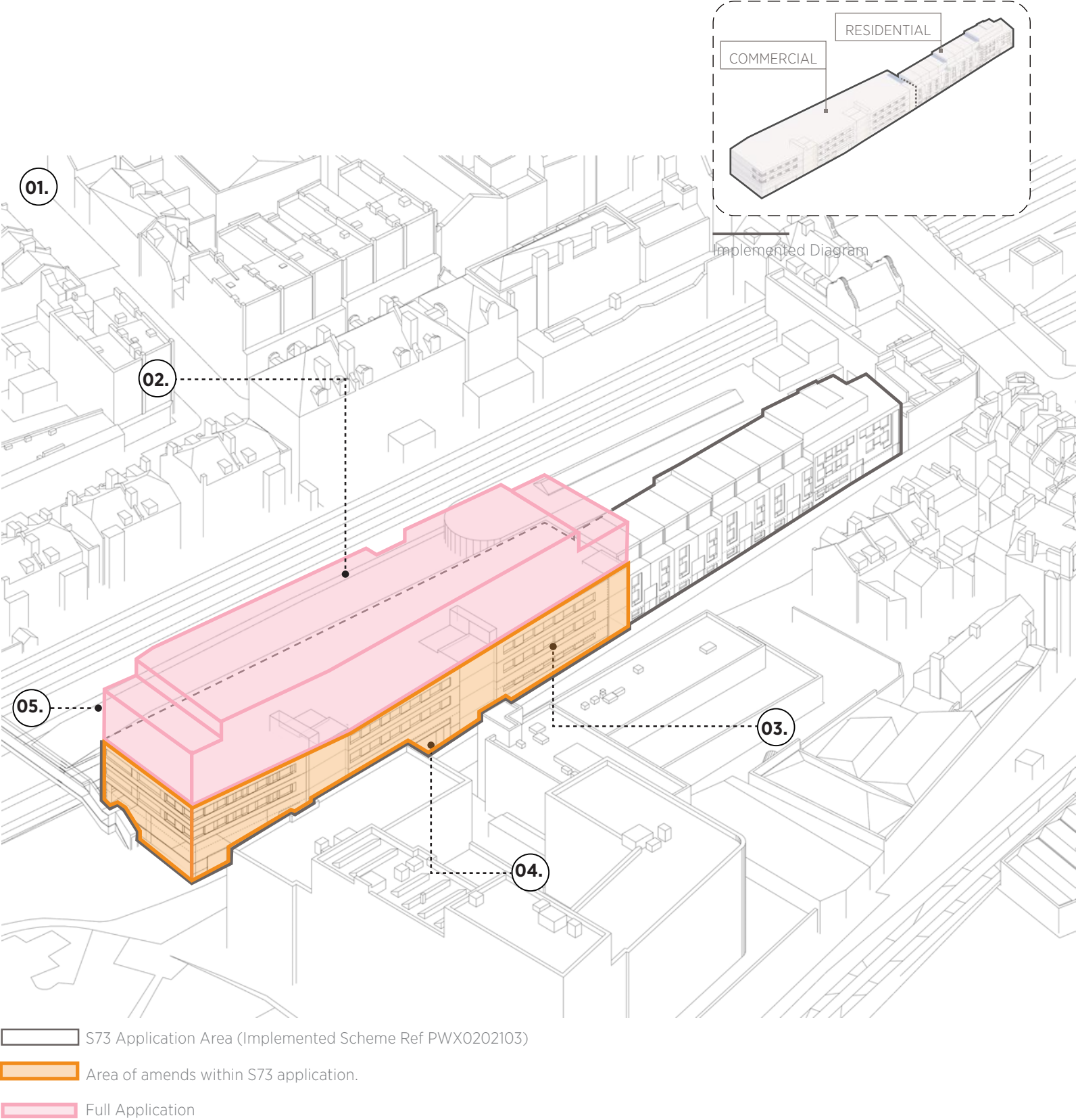


4.7 PRE-APPLICATION FEEDBACK

09.02.2023 - Pre-application meeting

A pre-application meeting was held in the Camden Council Offices with Josh Lawlor - Case Officer - and Kevin Fisher - Design Officer. In the meeting, the potential changes to the implemented scheme and the full application were discussed and the points below were raised:

- 1. LBC is content with the commercial-only scheme for the eastern block, highlighting it is appropriate for the site. Would not support residential additions.
- 2. LBC is supportive of keeping local jobs in the area and providing more floorspace for an increased number of employees. Support retention of Warehouse.
- 3. Further design amends to the front elevation (within the scope of Section 73) were encouraged alongside details of the proposed planning mechanism.
- 4. LBC stated that the height was acceptable in principle, subject to daylight and sunlight consideration.
- 5. LBC would seek affordable workspaces as part of the commercial element. Applicant team agreed will explore this in the design development.

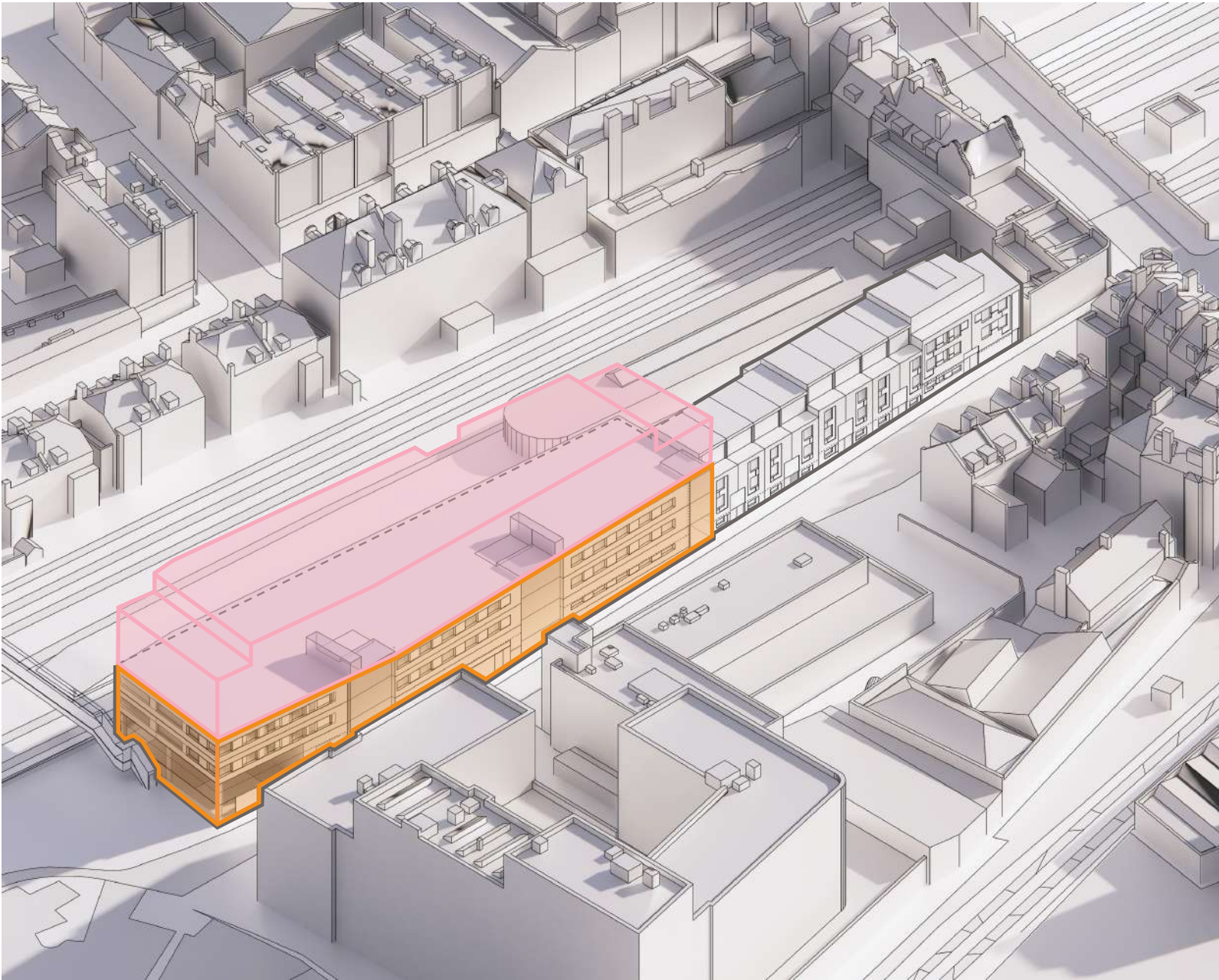


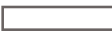


5.0

**DESIGN
DEVELOPMENT**

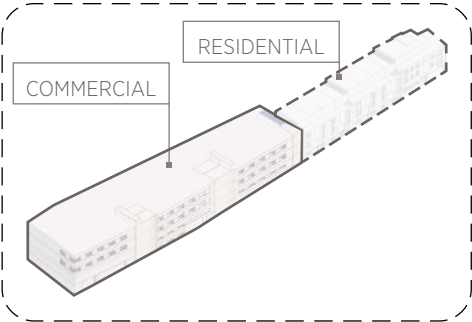
5.1 S.73 AND FULL APPLICATION OVERVIEW

The following pages provide details of a S.73 application to the implemented scheme and a full application on top, adding three extra floors of offices. Both applications will retain the commercial use of the eastern side of the site, which aligns with the objectives of the development plan and context of the site within the West Hampstead Interchange area.

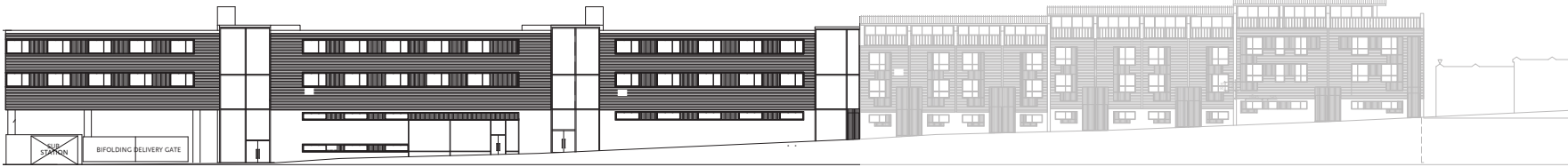


-  S73 Application Area (Implemented Scheme Ref PWX0202103)
-  Area of amends within S73 application.
-  Full Application

5.2 ANALYSIS OF IMPLEMENTED SCHEME FACADE DESIGN

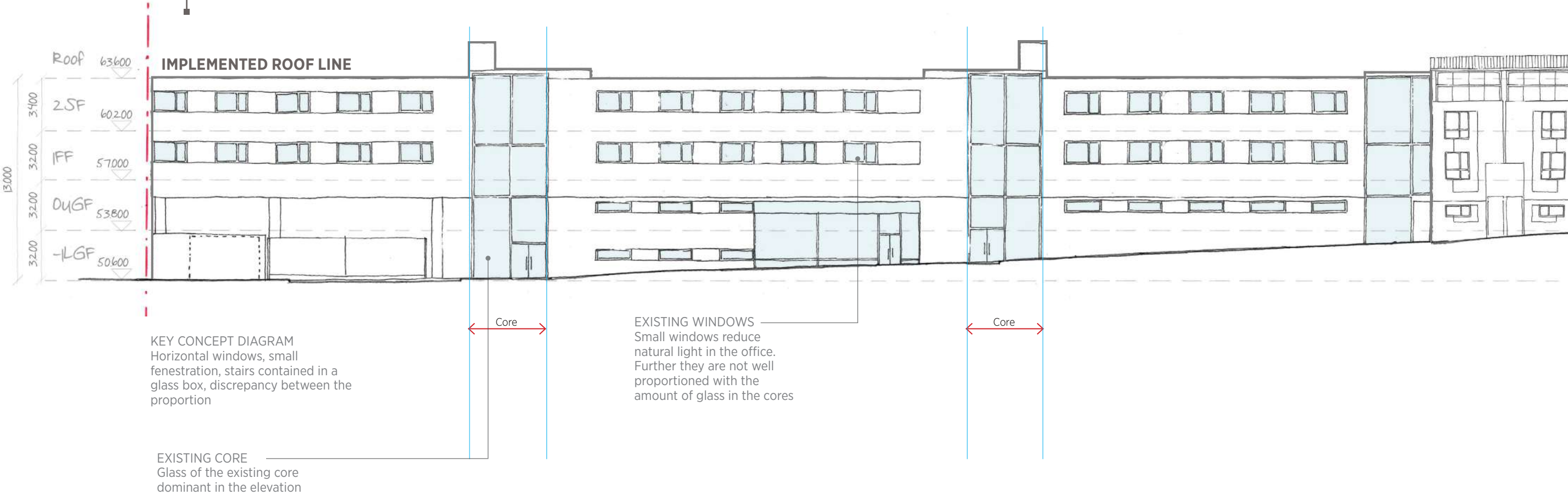


Implemented Scheme to remain unchanged
- Ref. PWx0202103
S73 Application Area (Implemented Scheme
Ref PWX0202103)

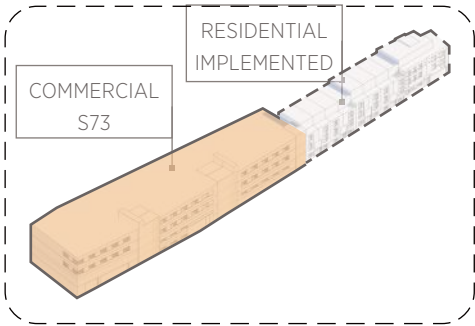


Eastern block - Commercial as approved pursuant to
planning permission PWX0202103

Western block - Residential as approved pursuant to
planning permission PWX0202103, will remain unaltered



5.2 ANALYSIS OF IMPLEMENTED SCHEME FACADE DESIGN



Implemented Scheme to remain unchanged
- Ref. PWx0202103
S73 Application Area (Implemented Scheme
Ref PWX0202103)
Area of amends within S73 application.



1. Street activation

The implemented scheme does not contribute to the streetscape and shows two different languages for the warehouse entrance and the showrooms. This can be addressed with minor design changes.

2. Rationalise the cores

The implemented cores incorporate a large quantity of glazing that reduces the energy efficiency of the scheme and, due to its size, disconnects the horizontal office layout and unbalances the design.

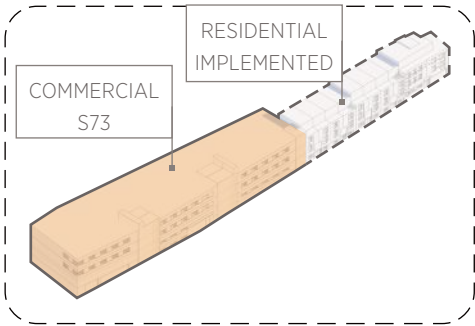
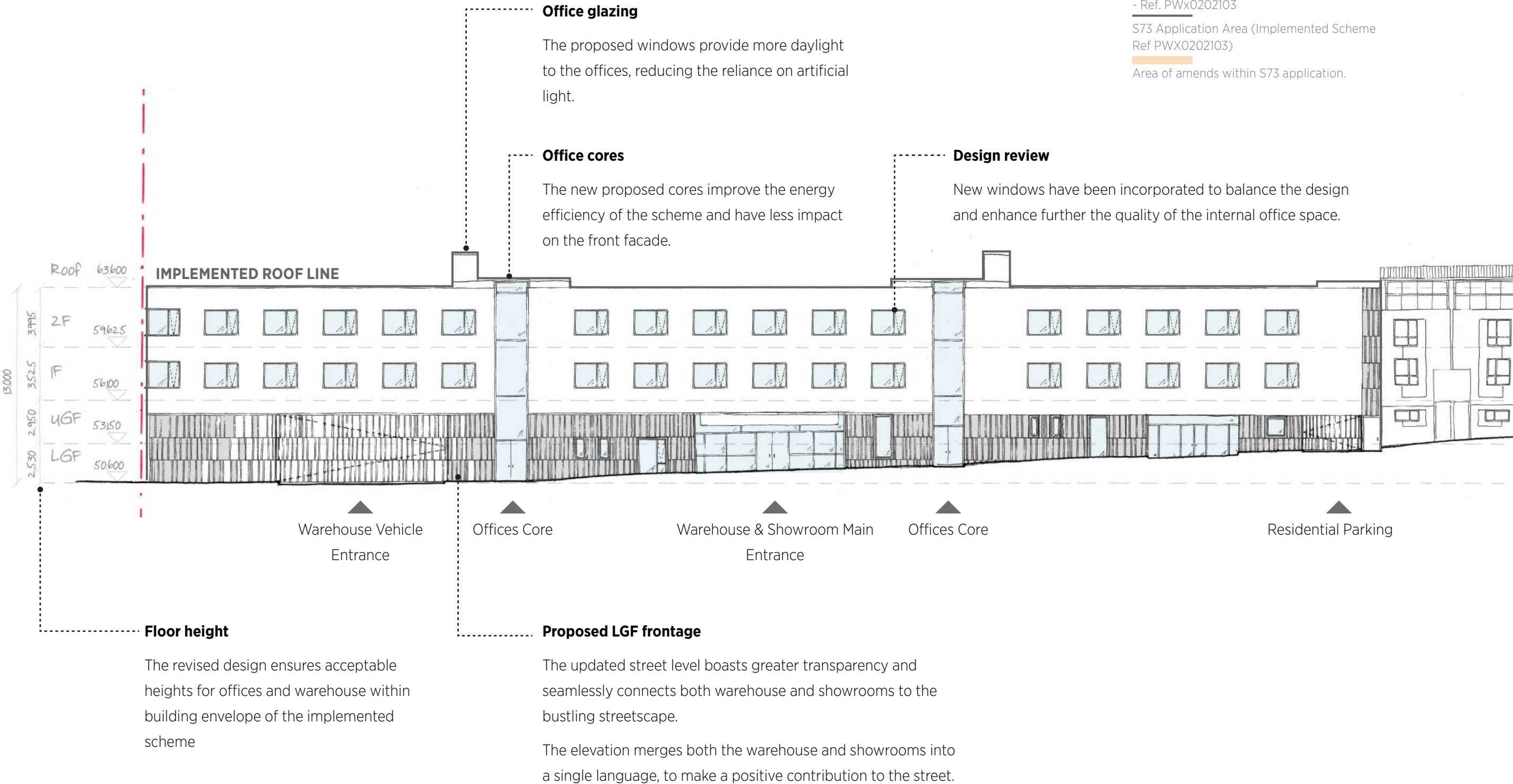
3. Uplift of offices glazing

The implemented office windows are only 1.4m in height and offer a 15% ratio of glazing to wall area. Increasing the height to 1.7m would improve the glazing ratio to just above the preferred ratio of 20%

4. Balance the design

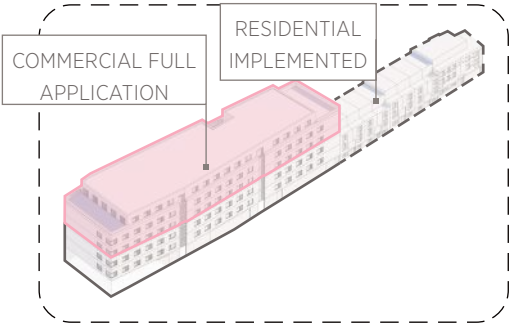
As part of the functional improvements, there is the potential for the design to be reviewed and improve proportions of the massing.

5.3 PROPOSED SECTION 73 FACADE DESIGN AMENDMENTS



Implemented Scheme to remain unchanged
- Ref. PWx0202103
S73 Application Area (Implemented Scheme
Ref PWX0202103)
Area of amends within S73 application.

5.4 PROPOSED FULL APPLICATION MASSING



Implemented Scheme to remain unchanged
- Ref. PWx0202103

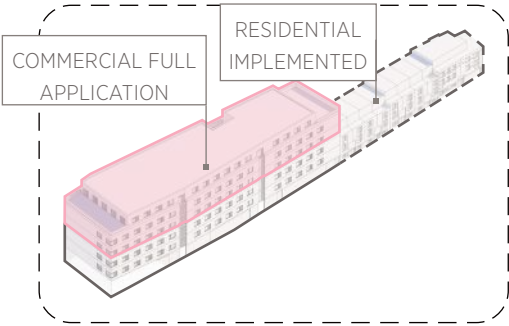
S73 Application Area (Implemented Scheme
Ref PWX0202103)

Full Application

Landsec Scheme max height for No.14

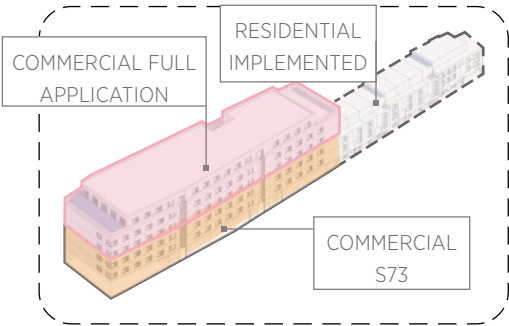
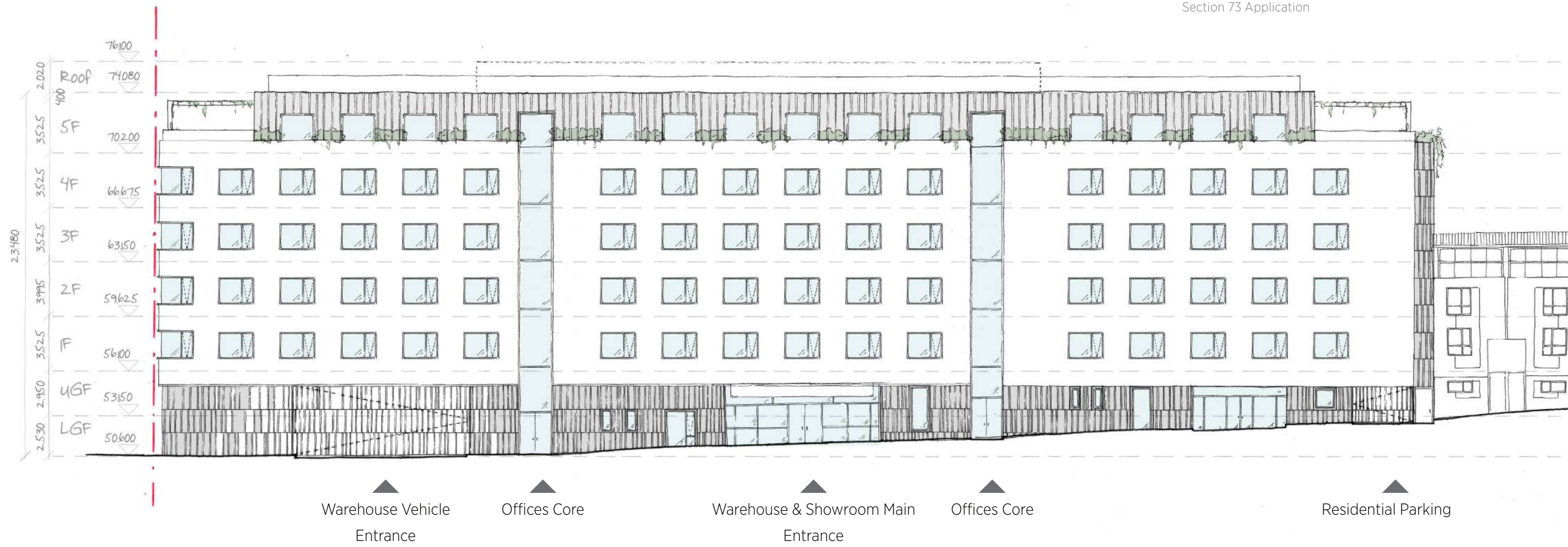


5.5 PROPOSED FULL APPLICATION FACADE DESIGN



Implemented Scheme to remain unchanged
- Ref. PWx0202103
S73 Application Area (Implemented Scheme
Ref PWX0202103)
Full Application

5.6 PROPOSED FACADE DESIGN OVERVIEW



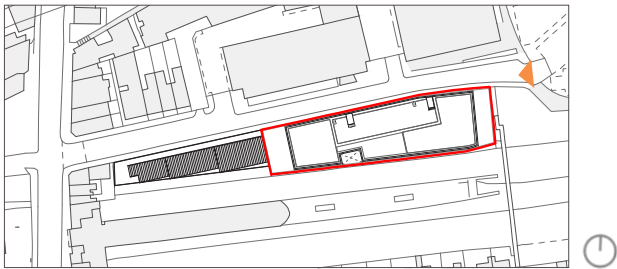
Implemented Scheme - Ref. PWx0202103

Full Application

Section 73 Application

5.6 VISUAL OF PROPOSAL

ARTIST'S IMPRESSION - KEY VIEW 3 - PROPOSED VIEW FROM THE MIDDLE OF BLACKBURN ROAD LOOKING EAST TO THE END OF BLACKBURN ROAD



5.7 ELEVATION DEVELOPMENT

The facade can be split into three principal sections. The material treatment of these will be investigated overleaf.



5.7 ELEVATION DEVELOPMENT

Local Materiality Precedents: West End Lane Context

The red brick Victorian and Edwardian terraces and mansion blocks feature distinctively in the local area. These are formed of three distinctive parts:

- 1. Base: Light base, typically glazed and commercial, with horizontal banding for signage.
- 2. Mid: Red Brick central, largest section, with white banding and detailing around window surrounds.
- 3. Top: Set back mansard roof, typically in slate or lead, often featuring chimneys.



14 Blackburn Road Materiality Diagram



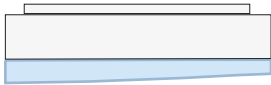
217 West End Lane



124 West End Lane

5.7 ELEVATION DEVELOPMENT

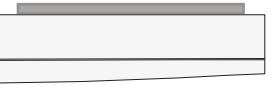
Facade Treatment Precedents



1. Base: Perforated 'veil', clearly broken at entrances, lit up by spaces behind, drawing on local industrial characteristics, re-interpreting the glazed base of the local vernacular style.



2. Mid: Red Brick, with contemporary brick detailing, re-interpreting the traditional ornate banding and reveals seen in the Edwardian and Victorian vernacular. Extending the approved brick facade



3. Top: Set back and clad in metal, re-interpreting the mansard roof, with the addition of greenery breaking-up the 'grey line' in a similar manner to the Victorian/Edwardian roofing and chimney details.

5.7 ELEVATION DEVELOPMENT

Design Explorations

The adjacent studies illustrate the iterative design development of the facade. These take a portion of the proposed full application elevation, and explore how the facade can be balanced and articulated, working with the constraints of the implemented scheme window locations. This facade articulation considers and draws influence from the analysis of local material character on West End Lane, so that the building embeds itself within the local context.



Iterative facade design explorations

5.7 ELEVATION DEVELOPMENT

Design Explorations

The iterative design process lead to the introduction of chamfered brickwork above and to the left of windows in order to create the illusion of wider windows, forming a grid more fitting to a commercial scale. This brick detailing can be read as a contemporary re-interpretation of the ornate window surrounds seen in the Victorian and Edwardian Terraced Architecture typical to West End Lane.



Visualisation of portion of front elevation

5.7 ELEVATION DEVELOPMENT

Material Application

The material palette of our proposal's elevation seeks to respond to the that of the existing context. Using a combination of light perforated metal and glazing at the base, contemporary red brick work with detailing surrounding the windows in the main portion, and set back roof line clad in metal.



14 Blackburn Road Materiality Diagram



14 Blackburn Road Design Proposal highlighting material treatment



Metal Clad Roof, punctured by greenery



Red Brick with chamfer detailing



Perforated Veil, frontage emphasised through entrance perforations and signage

5.7 ELEVATION DEVELOPMENT

Signage Location

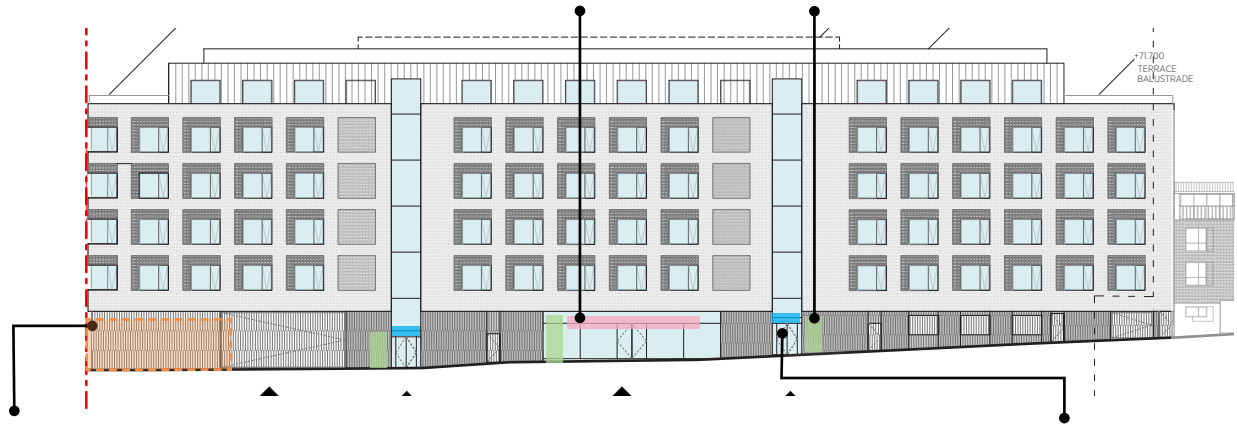
Proposed signage locations are highlighted in the adjacent elevations. These locate entrances, marking them with delivery numbers and commercial use logos.

- 1. Commerical Signage: Entranceway signage above doors, such as company name (Builders Depot)
- 2. Commerical Logos: Opportunity for advertising Builders Depot brand name
- 3. Office signage: Entrance number signage for employees and deliveries
- 4. Wayfinding Signage: Building number and wayfinding, for bike storage, parking and office directions



Commercial Logos

Wayfinding



Signage integrated into membrane



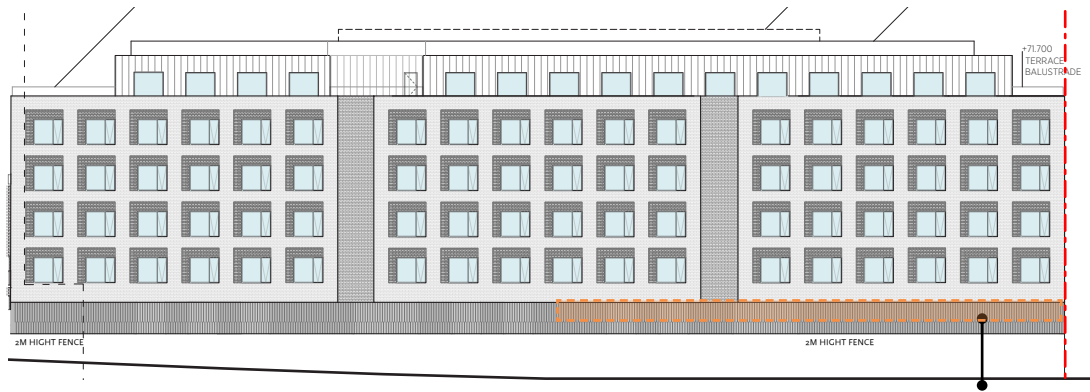
Illuminated signage



Signage above membrane



Entrance numbers



Rear Elevation

Opportunity for potential signage

5.8 ACCESS STATEMENT

Proposed Access Points

Servicing has been revisited to bring the implemented provision up to align to current policies (as part of the s.73 application) as well as provide extra space to fullfill the new requirements derived from the new proposed commercial floor on top (as part of the full application).

INCLUSIVE DESIGN

The commercial block has been revised to meet current regulations for inclusive design.

ACCESS TO THE BUILDING

The site is located close to the amenities and transport links of West Hampstead High Street, within 100m of West Hampstead overground station.

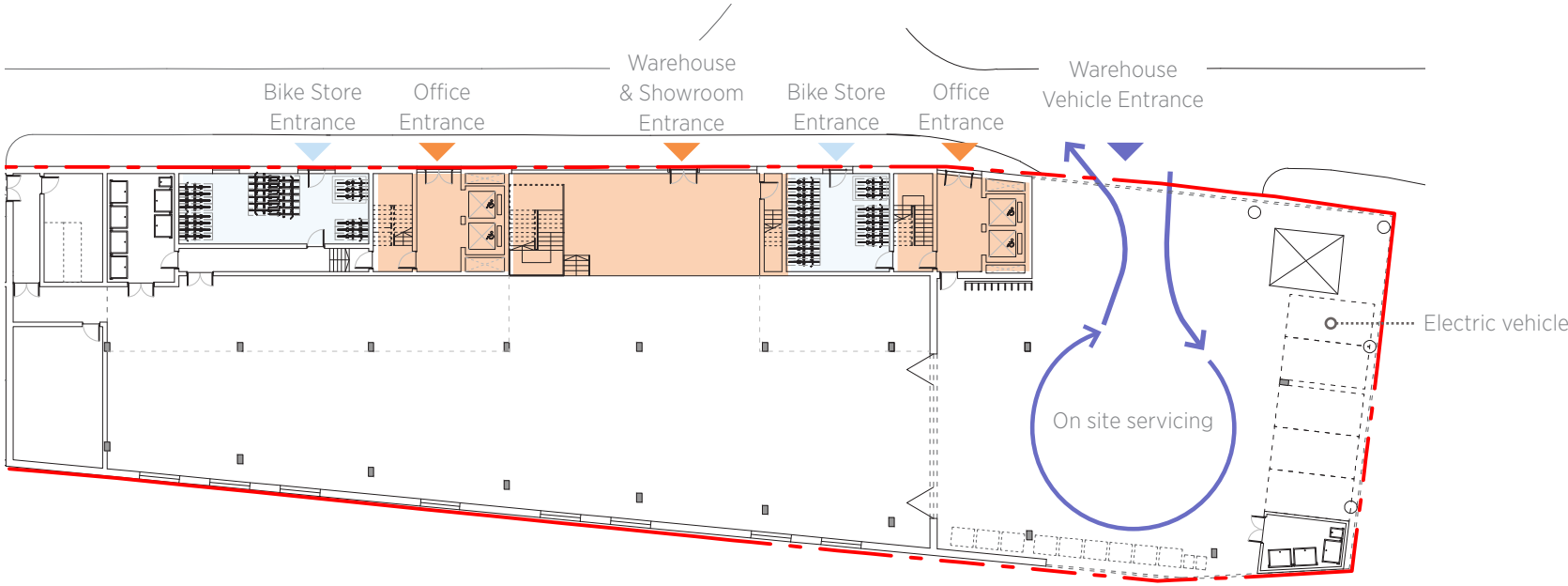
The proposal includes a warehouse garage that can accommodate up to five parking spaces, including one electric charging point.

There are two secure bike stores for the offices - both with separated short-stay provision next to a dedicated exit - and an open bike storage for the warehouse.

The proposal is accessed directly from Blackburn Road at 6 key points. These take the form of:

- ▶ Main entrances for to offices, warehouses and showrooms
- ▶ Bike store entrances
- ▶ Vehicle entrances.

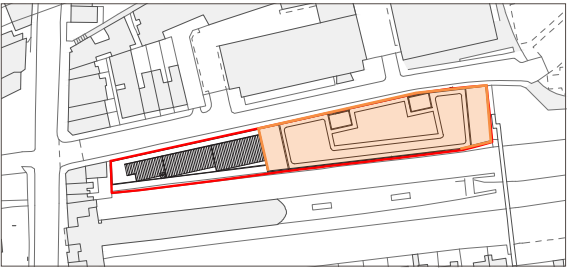
Their locations are highlighted in the adjacent diagram.



ACCESSIBILITY

The proposal addresses mobility impaired access through:

1. Level access to each of the cores, where there is direct access to accessible lifts.
2. Level access from the warehouse vehicle entrance to the rest of the building.
3. Accessible bathrooms have been allowed for at every floor inline with policies



Area of amends within S73 application.

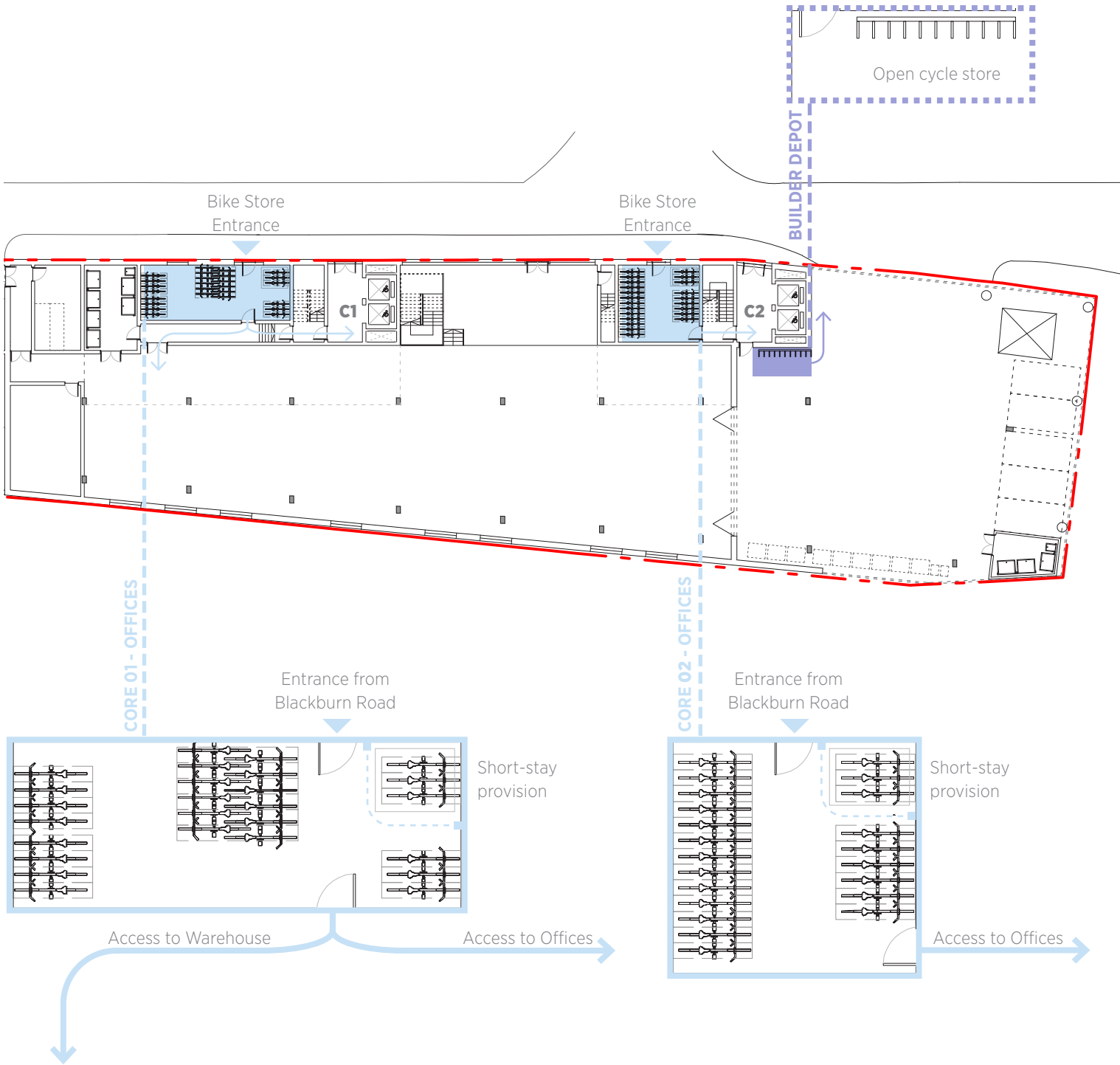
5.9 PROPOSED ACCESS AND SERVICING

Cycle Storage

The proposal features two bike stores, which have direct external street access, and connect to internal office and warehouse spaces, providing functional use for the staff.

Showers will be provided at a Lower Ground Floor level and First Floor level.

CYCLE STORAGE			
BUILDER DEPOT (WAREHOUSE + SHOWROOM)			
core	Long stay	Short Stay	Total provision
n/a		7	4
			11
OFFICES			
core	Long stay (GIA/75)	Short Stay (GIA/500)	Total provision
Both Cores	82	11	93
Core1	44	5	49
Core 2	38	6	44



5.9 PROPOSED ACCESS AND SERVICING

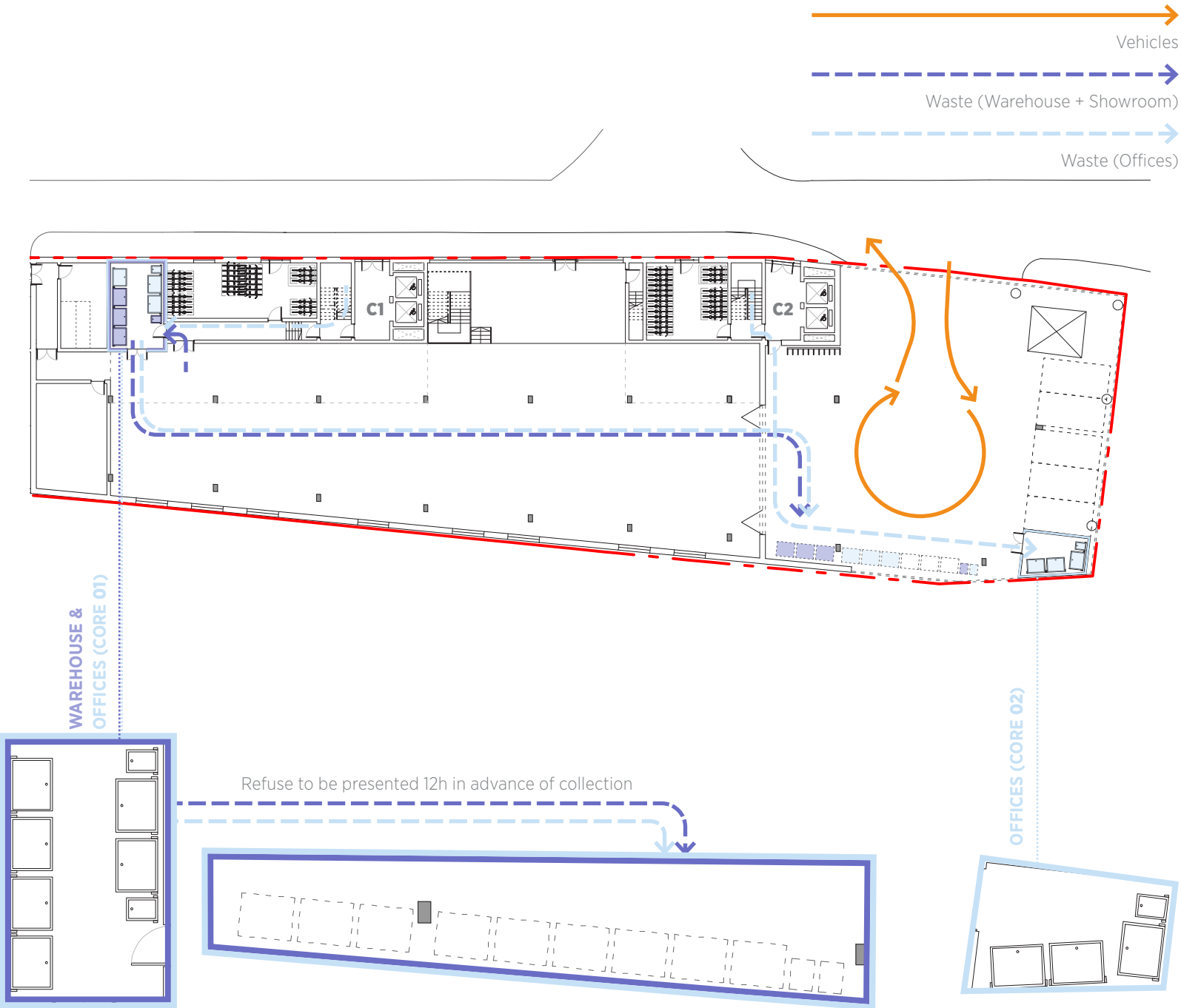
Refuse Collection

Two contained refuse stores service the proposal, with an additional collection point in the vehicle access area.

The Vehicle access area is large enough to provide onsite servicing (sweep path analysis provided by Velocity in addition to this document demonstrates this).

The collection routes are outlined in the adjacent diagrams.

SERVICING				
BUILDER DEPOT (WAREHOUSE + SHOWROOM)				
core	No. 1,100L Eurobins Residual Wase	No. 240L Wheeled bins DMR Food Waste	Collection Frequency	
n/a	1	2	1 3 per Week	
OFFICES				
core	No. 1,100L Eurobins Residual Wase	No. 240L Wheeled bins DMR Food Waste	Collection Frequency	
Both Cores	2	4	2	3 per Week
Core 1	1	2	1	3 per Week
Core 2	1	2	1	3 per Week



5.10 LANDSCAPING AND ECOLOGY

Proposed Features

Landscaping

Urban greening forms part of the proposed full application. Amenity spaces are provided for workers in the form of in the form of roof top terraces. These are accessed directly from lift cores and communal corridors. The landscape strategy for the Roof Terrace Gardens will be to provide spaces that create multiple use for relaxation, fitness and outdoor dining. The landscaping strategy for these terrace gardens will seek to:

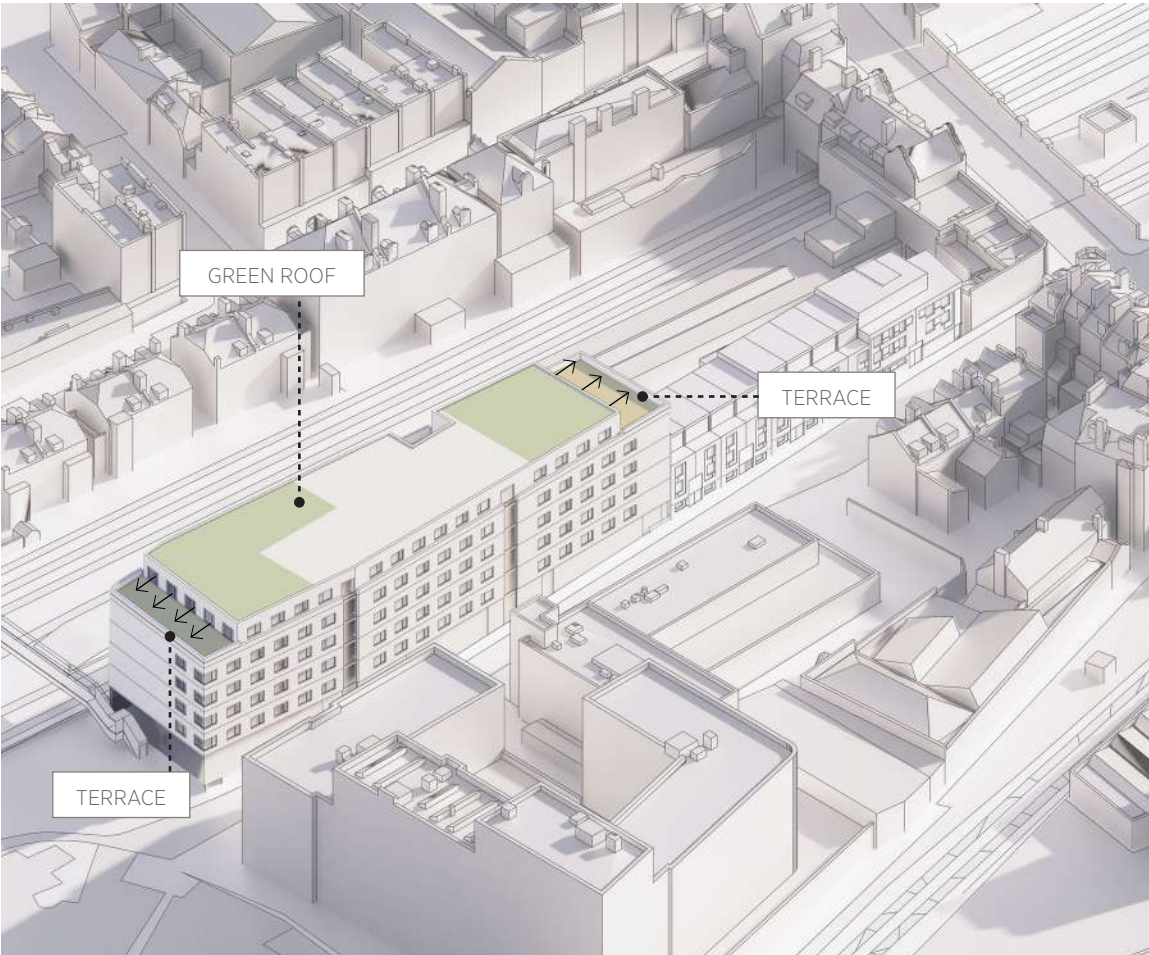
- assist in creating a distinctive character on the roof for the new development
- provide high quality, accessible green spaces for people to enjoy for leisure, recreational, educational and amenity purposes;
- provide planting to enhance the enjoyment of the space for recreation and fitness
- create an identifiable landscape as an aid to orientation and legibility.

Biodiverse rich green roof planting will be incorporated into the design, improving and increasing the footprint of green space on the site from its current brownfield state.

At ground level high quality paving will be used to provide a safe and legible pedestrian route to the building, with the potential to connect and link into the proposed O2 redevelopment scheme, which has a strong emphasis on forming new pedestrian connections between Finchley Road and West Hampstead. A uniform approach to paving can provided to achieve a synchronicity with adjoining developments and a homogeneity across the West Hampstead Interchange Area.

Ecology

Swift and bat boxes will be incorporated into the elevation design. Swift boxes will be placed on north westerly or north easterly orientation, providing habitats which are sheltered from the glare of the sun, at least 5m from the ground. Bat boxes will be placed on elevations at least 6m from the ground south east or south westerly orientation



Green Roof, Terrace, Swift and Bat Box Locations

5.10 LANDSCAPING AND ECOLOGY

Urban Greening Factor

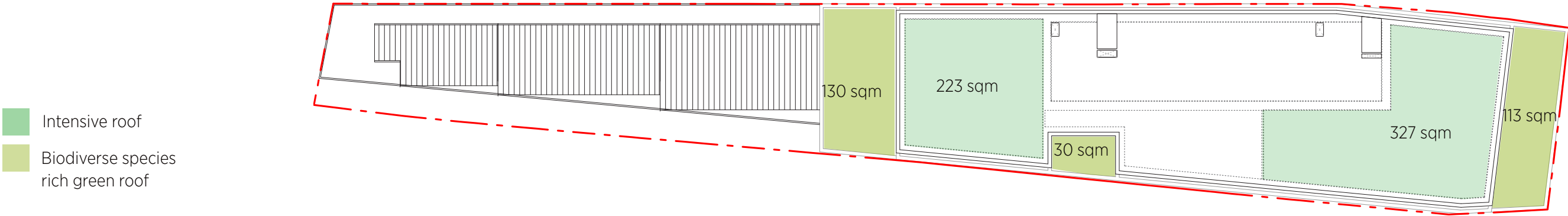
London Plan Policy G5 introduces the use of an Urban Greening Factor (UGF) to evaluate the quantity and quality of urban greening provided by a development proposal. The London Plan UGF scores of 0.3 should be applied for for predominately commercial development.

As stated earlier in the DAS, the S.73 application and Drop-in application apply to the commercial part of the implemented scheme. Therefore, the ‘site area’ for UGF calculation is based on the area under S.73 and Drop-in application only, which is 1627 sqm.

The table opposite provides a breakdown of the proposed landscape features, including amenity terraces (intensive roof) and green roof along with their respective areas and overall contributions the UGF for the Site.

BLACKBURN ROAD URBAN GREENING FACTOR CALCULATIONS
DATE: 2023.03.20
STATUS: PLANNING
BMD.22.0068

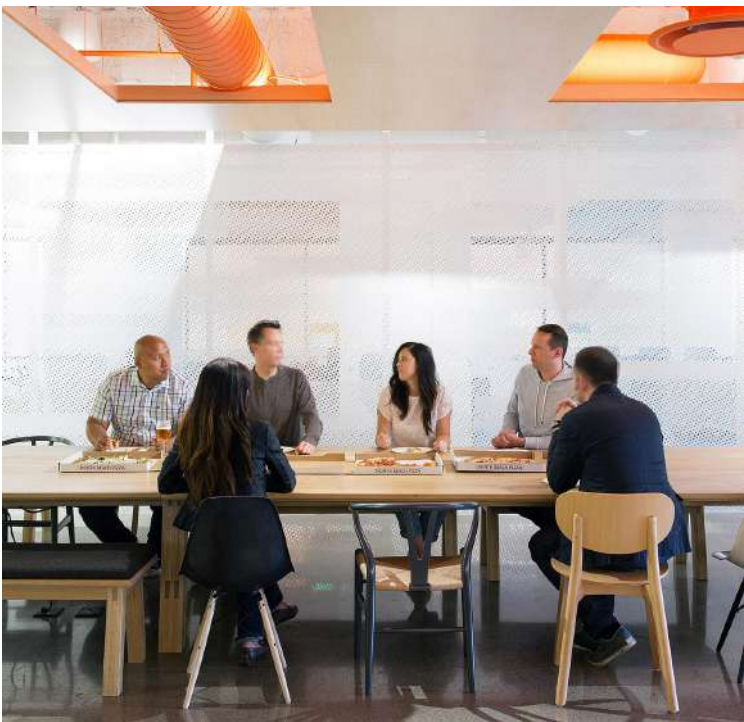
URBAN GREENING FACTOR CALCULATIONS					
Habitat	UGF Guidance Surface Cover Type	Area (msq)	Factor	Score	
GROUND LEVEL					
Proposed trees	Standard trees planted in connected tree pits with a minimum soil volume equivalent to at least two thirds of the projected canopy area of the mature tree.	0	0.8	0	
Amenity planting	Flower rich perennial planting	0	0.7	0	
Raingarden	Rain gardens and other vegetated sustainable drainage elements.	0	0.7	0	
Shrubs and groundcovers	Groundcover planting	0	0.5	0	
Green paving	Permeable paving	0	0.1	0	
Green wall	Green wall – modular system or climbers rooted in soil	0	0.6	0	
			GROUND TOTAL	0	
ROOF LEVEL - Podium and terraces					
Intensive roof	Intensive green roof or vegetation over structure. Substrate minimum settled depth of 150mm.	273	0.8	218.4	
			GROUND TOTAL	218.4	
ROOF LEVEL - Green roof					
Biodiverse species rich green roof planting	Extensive green roof with substrate of minimum settled depth of 80mm (or 60mm beneath vegetation blanket) – meets the requirements of GRO Code 2014.	550	0.7	385	
			ROOF TOTAL	385	
			OVERALL TOTAL	603.40	
			Site Area	1627	
			Overall Score	0.370867	



5.11 SPATIAL USE PRECEDENTS

Interior Office Precedents

High quality office interiors are proposed. These will be formed of a variety of spatial types to allow flexibility for the users needs, such as more traditional meeting rooms for more formal larger gatherings, cafe style spaces for informal meetings and discussions and learning steps for larger presentations. It is proposed that the interior aesthetic reflects the industrial history and use of the site. These interiors will additionally include functional ammenities for staff, such as Kitchenettes, WCs and showers.



Office precedent imagery

5.12 BREEAM AND SUSTAINABILITY

This Sustainable Design Statement demonstrates that KSR Architects and Interior Designers has incorporated relevant sustainable design principles into this design in line with Camden Local Plan 2017, Camden Energy Efficiency and adaptation planning guidance 2021, and other relevant regulations and policy statements.

As a responsible designer, KSR aims to deliver the most sustainable design possible within the project brief and site. Working from a fabric first approach, KSR promotes a holistic and integrated design, considering the building performance from the early stages. This enables us to consolidate the most suitable strategy with our clients and the wider Design Team.

This proposal addresses sustainability through a design that balances quality, energy efficiency and cost effectiveness, while maintaining a high level of design and timeless aesthetics.

KSR has worked closely with the client and sustainability consultant IN2, undertaking workshops to ensure sustainability is embodied into the proposed design, in order to achieve BREEAM excellent.

Energy saving measures, health & wellbeing, circular economy and reduction in embodied carbon measures have been implemented into the design and construction. The proposal's approach to sustainability is detailed in IN2's report.

The S73 application proposes enlarging the windows from the implemented scheme to be more appropriately sized, for increased passive natural ventilation. These will help improve the indoor air quality and mitigate the risk of overheating.

The glazing on the southern orientation will be specified with

a low G-value and high light transmittance potential (0.34 G value & at least 60% light transmittance). Windows facing north have been maximised to ensure solar and sunlight are sufficient at all times.

The performances of the proposed facade thermal efficiencies and the building services performances will be in line with the Building Regulations Conservation of Fuel and Power Approved Document Part L 2021. The design will achieve a high level of insulation, air tightness, reduction in thermal bridging, efficient systems. Smart controls and renewable technologies will also be considered.

The scheme will incorporate heat pumps.

PV panels and low carbon air source heat pump technologies will be proposed. PV panels will be optimised and installed within the roof space designated for this - 121 sqm, these panels will be installed with a green roof system.

Passive and active design measures such as natural ventilation, appropriately sized openable windows, low g-value glazing, LED light fittings, shadings such as, optimised thermal mass combined with night time purge and MVHR systems will be proposed to improve the indoor air quality and mitigate the risk of overheating.

GREENING, BIODIVERSITY AND CLIMATE RESILIENCE

The proposals do not involve the loss of an ecological feature or habitat, including a loss of a tree, garden or green space.

The scheme increases the greening in the area by introducing a green roof to the current brownfield site. Green roof systems will additionally help in mitigate the heat transfer from the roof.

The proposals result in no change to the area of hard surfacing. Biodiversity is encouraged through the addition of bat and swift boxes as outlined in the scheme's landscaping.