

Narcissus Road Site Design & Access Statement

March 2023



Contents

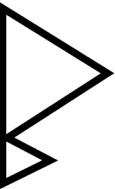
1.0	EXECUTIVE SUMMARY	04
2.0	SITE CONTEXT	05
3.0	SITE LOCATION	06
4.0	DESIGN EVOLUTION	10
5.0	PRE-APPLICATION REPORT	18
6.0	PROPOSED LAYOUTS	22
7.0	PROPOSED FIRE PROTECTION	27
8.0	SECTION LAYOUT	29
9.0	PROPOSED ELEVATIONS	30
10.0	PROPOSED SITE PLAN	33
11.0	VISUALISATIONS	34
12.0	PLANNING POLICY	49
13.0	AREA ANALYSIS	50
14.0	DESIGN OVERVIEW	52
15.0	PROPOSED LANDSCAPING	54
16.0	MATERIALITY	55
17.0	ANCILLARY MATTERS	57

- 1. St Michael’s CofE Primary School
- 2. St Michael’s CofE Primary School
- 3. Islington Residential Infill
- 4. Loughton High Street Regeneration
- 5. Luton High Street Regeneration
- 6. Islington Residential Infill

Key :

1	2
3	4
5	6

Adjacent Images



NARCISSUS ROAD SITE, WEST HAMPSTEAD, LONDON

BRASS ARCHITECTURE

Brass Architecture are an emerging architectural studio with a head office located in East London (with a sister office in the South of France).

Founded in the autumn of 2016 with the sole aim of delivering impactful and memorable architecture, Brass Architecture provide a refreshingly open, down to earth attitude to a complex craft; warmly welcoming ideas of all shapes and sizes, from the highly conceptual to the purely functional

Brass Architecture current 2023 works include a range of residential led developer schemes across the UK & Europe, master-planning works across various International locations and bespoke projects such as High Street Regeneration works on behalf of Epping Forest Local Authority and the new Dyson administration HQ in Central London.

Brass Architecture current portfolio Q1 2023 includes:

- The regeneration of St Michaels C of E School, Highgate, London *
- Infill Residential Sites, Islington, London
- High Street Rejuvenation, Loughton High Street, Epping, UK
- Former Cinema Refurbishment, Remodel and Extensions, 6-8 Park Street (High Street), Luton, Bedfordshire, UK

* Competition Winning Entry Jan 2023

Our growing reputation is founded on partnering with developers in the delivery of residential schemes across London and South East Counties.

The scheme at Narcissus Road, West Hampstead an exciting addition to our new build portfolio.



NARCISSUS ROAD SITE, WEST HAMPSTEAD, LONDON

1.0 EXECUTIVE SUMMARY

Brass Architecture have been appointed by Rare Origins Ltd to act as architects in connection with design proposals for a site located in West Hampstead, London.

Proposals seek to insert a new build property on a parcel of disused land to the rear of 132-134 Mill Lane, fronting Narcissus Road.

A new signature development inclusive of 7no. residential units with ancillary amenity, cycle and refuse offerings is proposed.

The design team have concluded Pre Application services with the Local Planning Authority to evolve a scheme befitting of planning support.

The scheme is a well proportioned, contextual architectural proposition inkeeping with local context. Materiality, citing and key detailing echoes local vernacular albeit in a contemporary manner.

Returns of 7no. residential units comprise of:

- 3no. 2-bed apartment units;
- 3no. 1-bed apartment units;
- 1no. upper 'penthouse' 2-bed apartment unit.

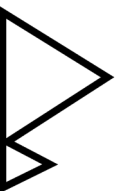
Proposals have been developed in collaboration with Planning Insight, a town planning consultancy who have advised on pertinent compliance matters.

Brass Architecture set out enclosed the design evolution of our proposals from conception, through Pre Application rounds and associative feedback, to enclosed finalised application design.

Our client is keen to return a project that adds to the diverse architectural landscape of West Hampstead, London.



Above: OS Site Location Map



NARCISSUS ROAD SITE, WEST HAMPSTEAD, LONDON

2.0 SITE CONTEXT

The site is currently a cleared area of land to the rear of 132 & 134 Mill Lane, West Hampstead.

The site is as existing and once developed is afforded sunlight gains to the East in the morning hours, concluding with evening sunlight gains to the West in evening hours.

The enclosed proposals are intentionally laid out to maximise evening sunlight gain utilisation; with amenity offerings located to the rear of the application site.

The proposed massing and proportionality ensures there is no direct overlooking or shading of neighbouring properties.

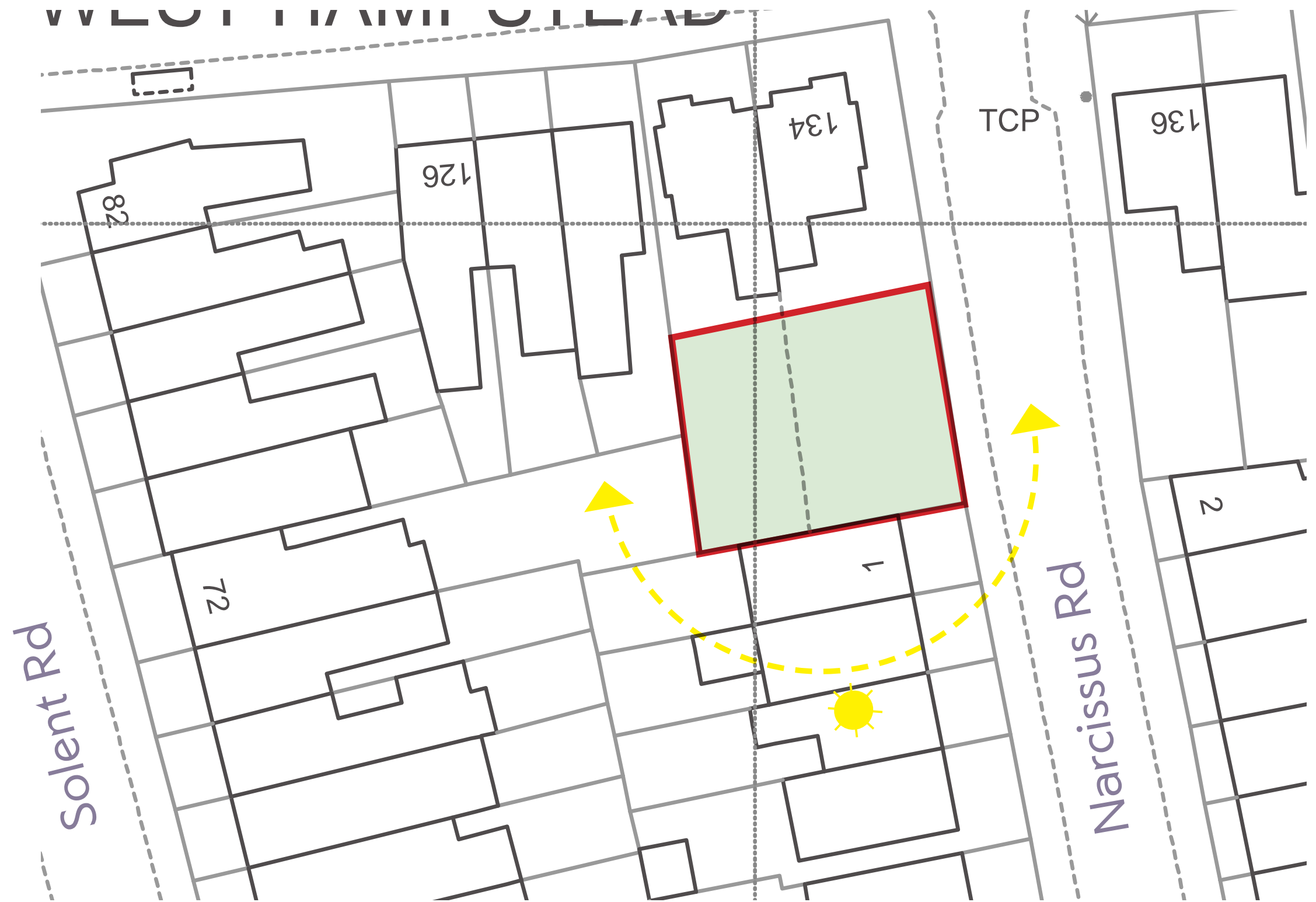
The immediate neighbourhood is predominantly made up of residential use class which our proposals add too.

Narcissus Road properties are setback from pavement level with small front gardens.

Properties to the rear (Solent Road) are a considerable distance (large rear gardens) from the application site.

Our client is the owner of adjacent 130, 132 & 134 Mill Lane and is keen to return a scheme that improves the living user experience of these properties; with uplifted aesthetics, larger rear amenity spaces for ground floor occupiers at 132 & 134 Mill Lane amongst overall site improvements.

The enclosed proposals fit immediately within site context with return living offerings and ancillary items, all exceeding London Space Standards.



NARCISSUS ROAD SITE, WEST HAMPSTEAD, LONDON

3.0 SITE LOCATION

Our application site is located in the London Borough of West Hampstead, in close proximity of West Hampstead Overground and Thameslink transport interchanges.



The site sits to the North of Narcissus Road close to the main arterial road of Mill Lane.

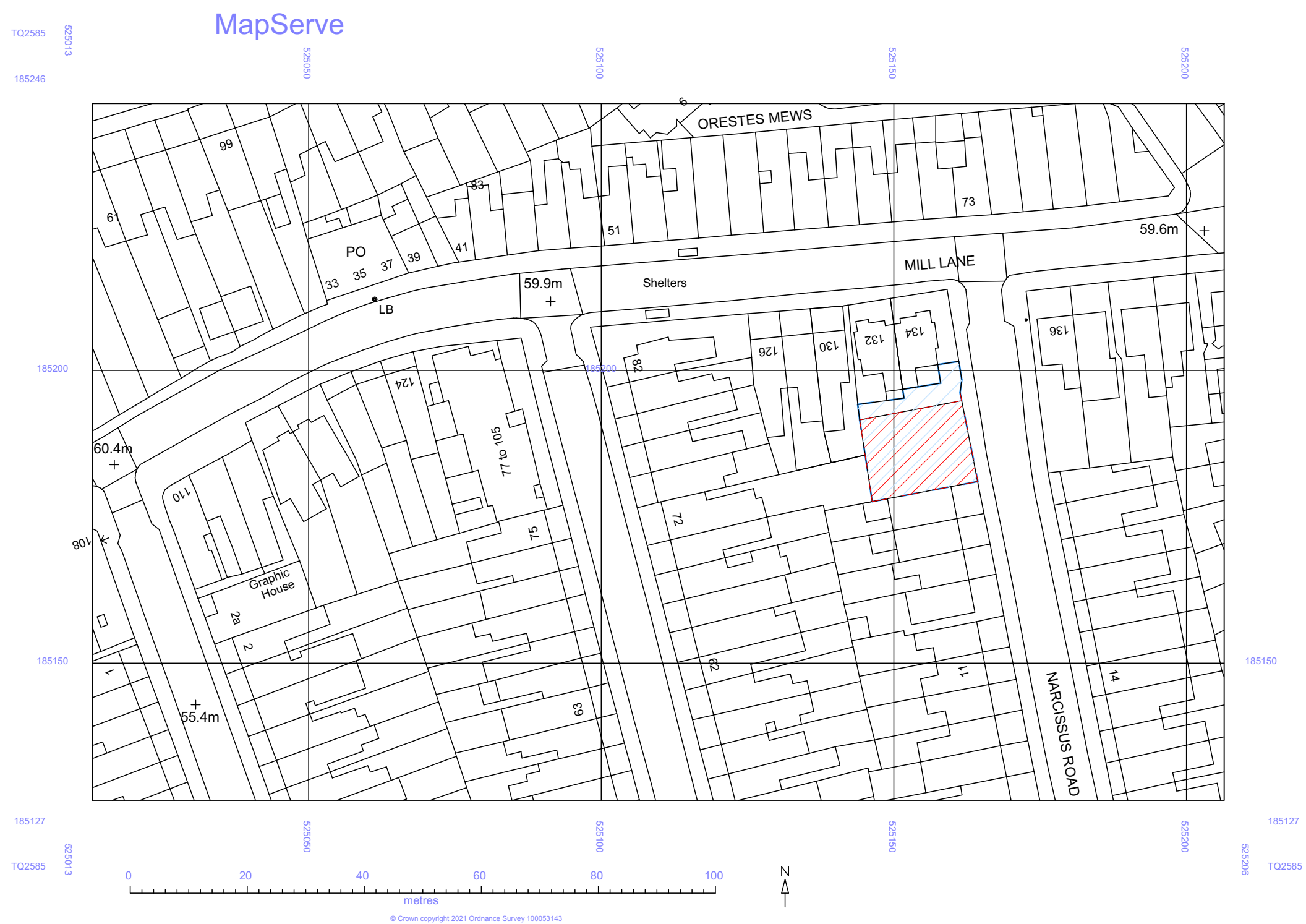
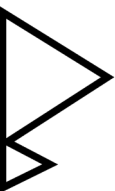
The application site is located to the rear of 132-134 residential properties fronting Mill Lane.

The area is richly served with a variety of amenities including retail, educational facilities, religious institutions and transport hubs.

The immediate site location is a dense residential area consisting of large homes to townhouses split into dedicated apartments with amenity spaces. There is a low level of HMO properties in the area. There is a variety of architectural styles mostly made up of brick materiality.



-  Proposed New Site Boundary
-  Existing Site Boundary



Above: OS Site Location Map

NARCISSUS ROAD SITE, WEST HAMPSTEAD, LONDON

3.0 SITE LOCATION

The site is currently a long-cleared, overgrown area of land intermittently used for non-permitted parking and unwanted dumping of materials.

The site is bordered by No.1 Narcissus Road residential townhouse to the South, the rear gardens of No's 132-124 Mill Lane to the North, Narcissus Road, an established residential arterial road to the East, and the rear gardens of adjacent properties (of Solent Road) to the West.

The site is located within an established residential area with building heights ranging from 3-4 storeys. Properties fronting Mill Lane are taller given road hierarchy.

The site topography is relatively flat; with incremental sloping of residential streets leading up towards Mill Lane (including Narcissus Road). As such, the massing height of exisiting infrastructure heightens along Narcissus Road leading from the South to the North (terminating at the junction of Mill Lane).

The victorian architecture prevelant in the immediate area is interspersed with more contemporary interventions to corner/ infill/ backland sites with a number of pending schemes due to be constructed (recently consented).

The return proposals are a modern intepretation of 19th century mansion terrace blocks; featuring bay windows and befitting proportionality and decorative detailing.

The size of the proposed block aligns with Narcissus Road plot widths.

Akin to neighbouring plots, the proposals are setback from the street inclusive of formal central entry point and adjacent landscaped gardens fronting Narcissus Road.

Proposed units are dual aspect with bay windows to the front facade and balconnettes to the rear for enjoyment of afternoon/ evening sun. The architectural composition is derived from detailed contextual studies, informed by required Daylight & Sunlight and exceed London Space Standards.

The proposed development is a car free for 7no. residential units. Dedicated cycle storage is located on site with excellent transport link in close proximity.

West Hampstead Thameslink and West Hampstead Overground station within 10 mins walk of the application site. The application site IS NOT located within a conservation area. There are a few listed buildings located in the area, including:

- Fire Station & firemen's cottages, 325 West End Lane (1901), Grade II.
- Emmanuel Church (1897-1903), Lyncroft Gardens, Grade II.
- Beckford Primary School buildings (1885-6 & 1891), Grade II.
- Public Conveniences (1890s), West End Green, Grade II.
- Drinking Fountain, West End Green, Grade II.
- St James' Church (1887-8), Sheriff Road, Grade II.



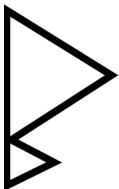
Above: Site Context Photography

NARCISSUS ROAD SITE, WEST HAMPSTEAD, LONDON

3.0 SITE LOCATION



Above: Site Context Photography



NARCISSUS ROAD SITE, WEST HAMPSTEAD, LONDON

3.0 SITE LOCATION



Above: Site Context Photography