

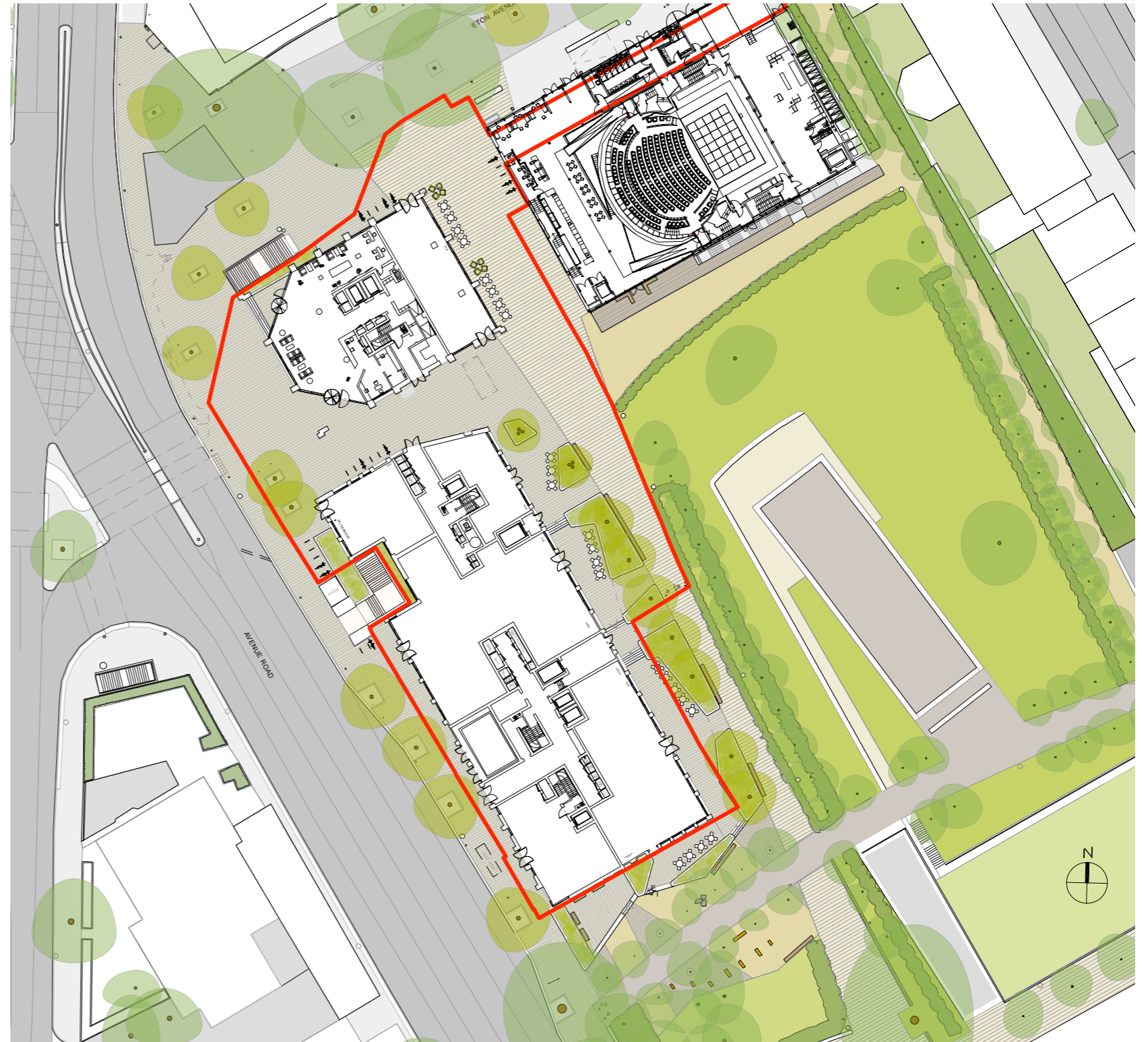
8.1 Principles Established by the Extant Permission

Landscaping

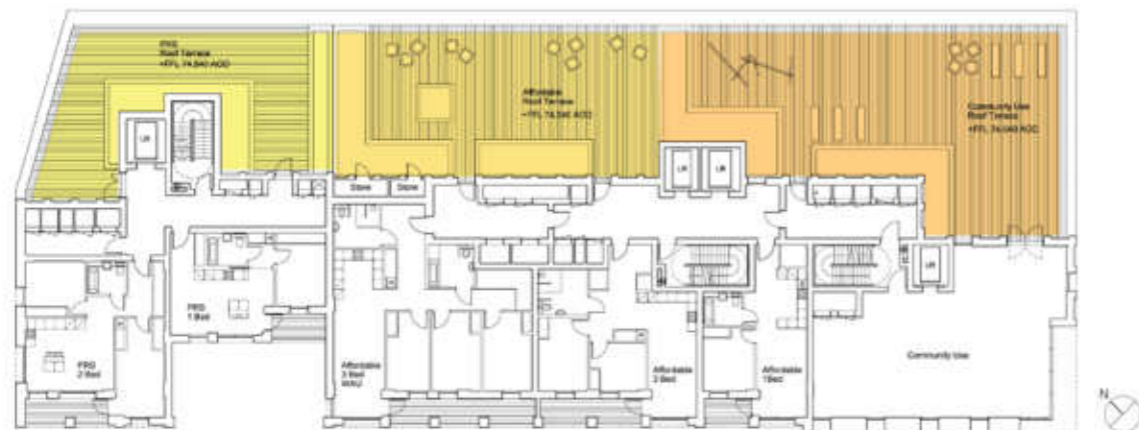
The extent permission included a new frontage to the Open Space with terraces enclosed by planting and trees.

Improvements outside the site boundary included new street trees, paving enhancements to Avenue Road, and public realm improvements to the north of the development and park entrance to the south.

Roof terraces on the fifth and seventh floor of the Lower Block provided resident amenity, play space, and a dedicated external space for The Winch community group.



Approved Landscape Masterplan, Grid Architects



Approved Roof Terrace, Grid Architects

8.2 Landscape Principles

A series of design principles were established at the outset of the design process, serving as a guiding framework throughout its development with the team.

These principles aim to create clear and legible connections, enhance biodiversity within a climate-resilient green framework, celebrate the unique character of the wider context, and establish an inclusive, engaging, and playful public realm.

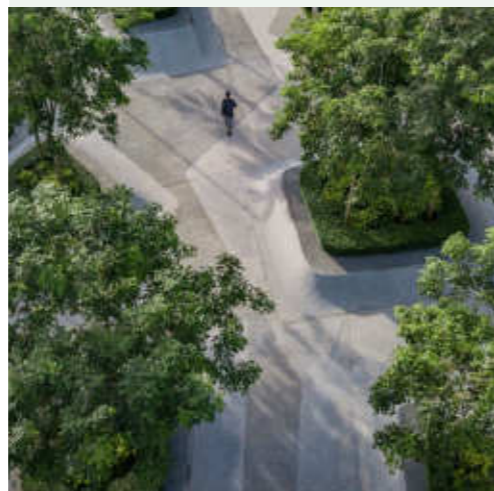
1. Connectivity & Route Hierarchy

Developing a clear hierarchy of routes that responds to the site's strategic location at the convergence of key pathways, facilitating seamless connectivity between the development, surrounding infrastructure, and nearby cultural hubs. These routes will prioritize accessibility for all, minimizing the use of steps wherever possible. They will be designed at a human scale, incorporating trees, planting, and lighting to create a safe, inviting, and comfortable environment.



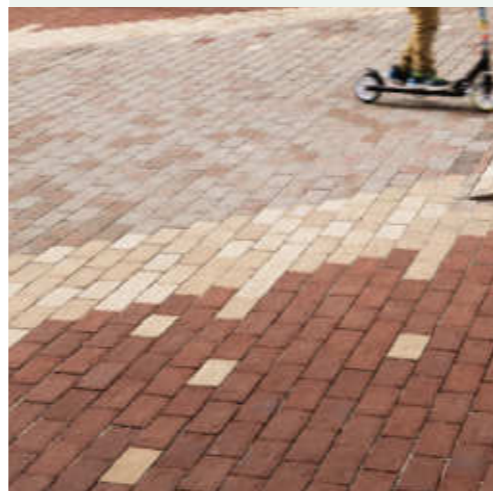
2. Greening & Bio-diversity

Enhancing biodiversity lies at the core of the proposals. Green routes and connections will be integrated throughout the site to strengthen linkages and elevate the environmental quality of the spaces. Where possible, sustainable drainage systems and street-level planting will be incorporated. A robust new tree structure will further the concept of urban greening, complementing the existing trees within the adjacent Swiss Cottage Open Space.



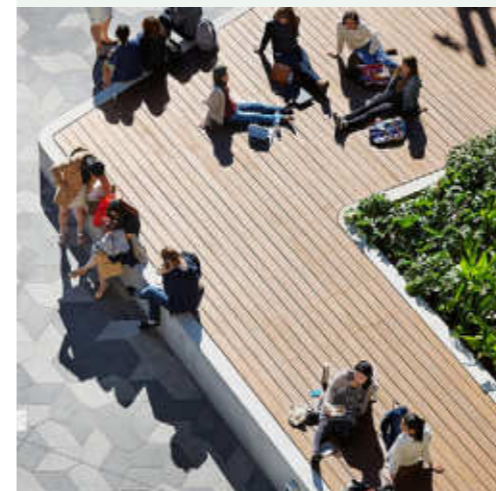
3. Art & materiality

The design draws references from the materiality and architectural character of the surrounding Conservation Areas, using local materials to create a thoughtful and inviting approach. Features like detailed brickwork and lush gardens shape the high-quality public realm. A central Art Route along Park Avenue, linking Hampstead Theatre to the Library and Leisure Centre, will be expressed through materiality and integrated lighting.



4. Inclusion and Playfulness

Designing spaces that are inclusive, welcoming, and vibrant is a key aim of the proposals. The landscape will incorporate playful and engaging elements, creating a lively environment for young people. Social spaces will encourage informal gathering and promote multi-generational and multi-gender use, with inclusivity further enhanced through the application of 'Make Space for Girls' principles.



4. Safety and Visibility

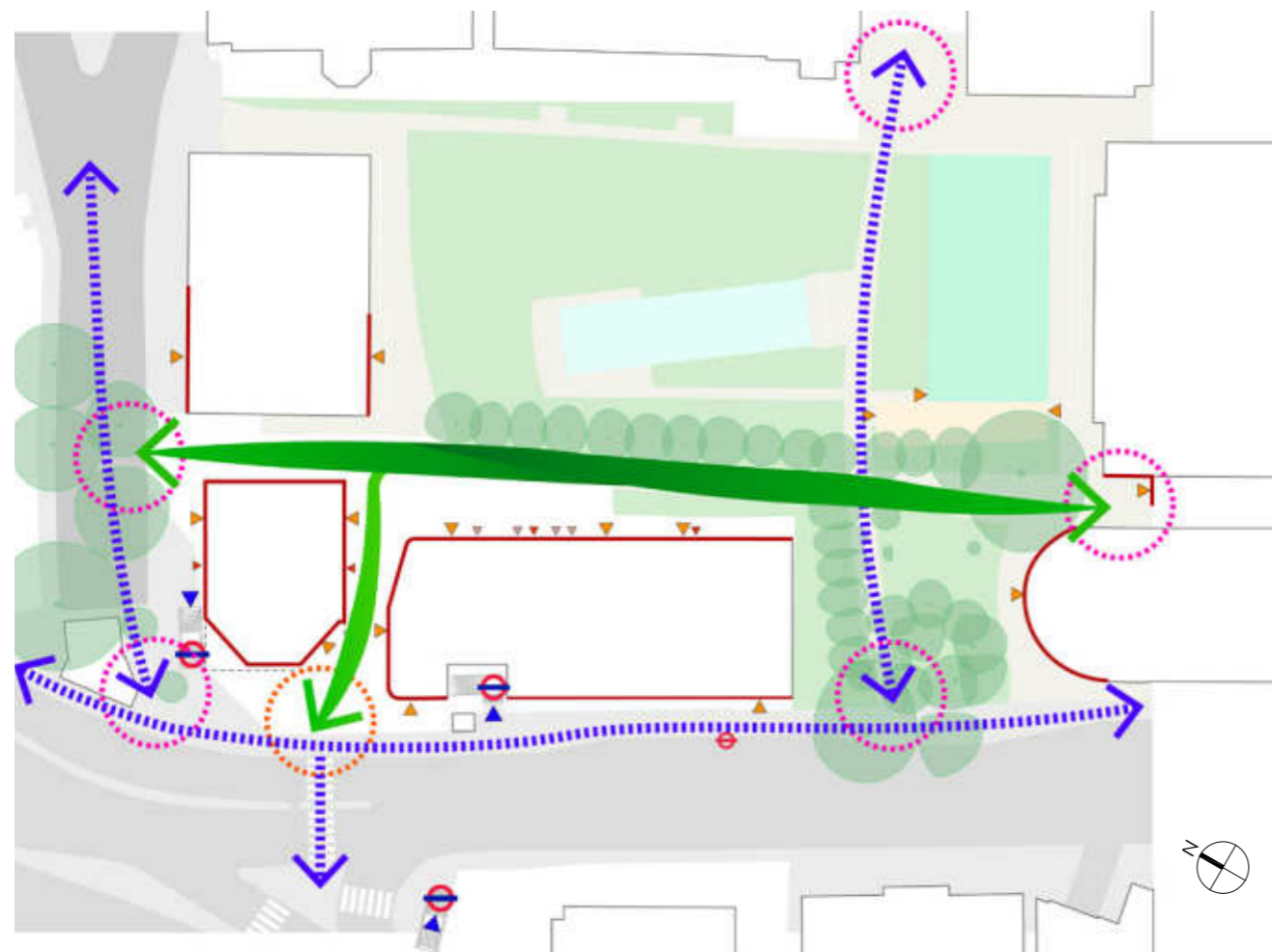
The principle of safety is integral to the landscape proposal, ensuring that the design not only enhances usability but also promotes a sense of security for all visitors. By considering visibility, accessibility, and thoughtful placement of elements, the proposal aims to create an environment where people feel comfortable and protected while enjoying the space.



8.2 Landscape Principles

1. Connectivity & Route hierarchy

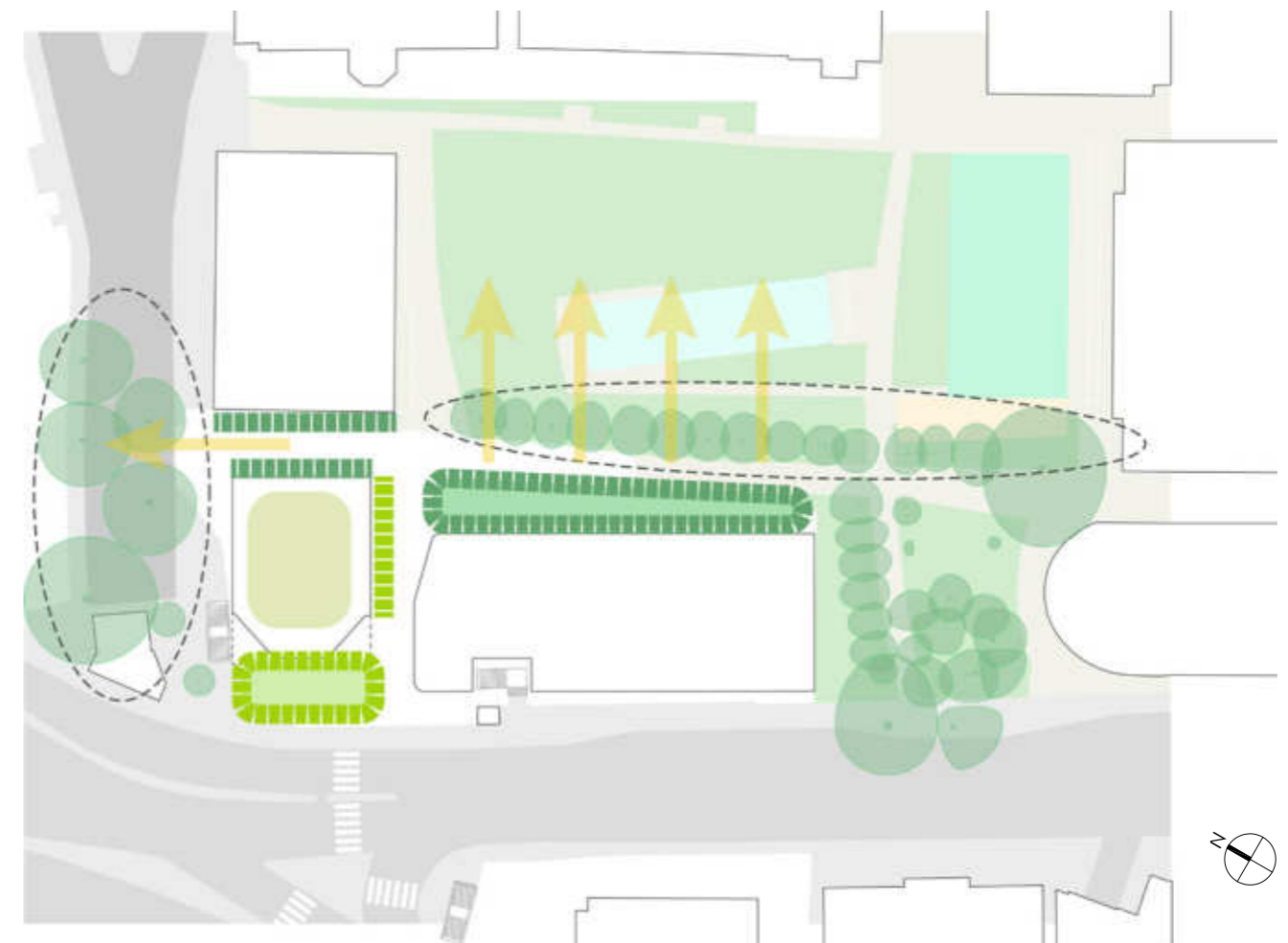
The design establishes a clear hierarchy of routes to enhance connectivity and link the development with surrounding infrastructure and cultural hubs. The proposals include a new link from Avenue Road to Hampstead Theatre, running between the proposed blocks. Park Avenue is reinforced as a pedestrian link, which links Eton Avenue with the Library and Leisure Centre. The design also integrates transport infrastructure, including tube access points, Avenue Road bus stops, and pedestrian crossings, to support comfortable pedestrian movement throughout the site.



- ⬢ Existing Gateways
- ⬢ Proposed Gateway
- ↔ Pedestrian links
- ↔ New green links
- Active Frontages
- ▶ Main entrances
- ▶ Servicing/secondary entrances
- ▶ Fire exits
- ▶ London Underground entrances

2. Greening & Bio-diversity

Enhancing biodiversity is central to the proposals, with green routes and connections integrated throughout the site. Generous planting is proposed at the Avenue Road entrance, featuring new trees and additional planting between the proposed buildings will animate the route through to Hampstead Theatre. Existing trees on Eton Avenue and Swiss Cottage Open Space are celebrated, with the design responding to their linear arrangement. Park Avenue will feature raised planters with new trees and lush planting, creating a rich and vibrant green corridor.

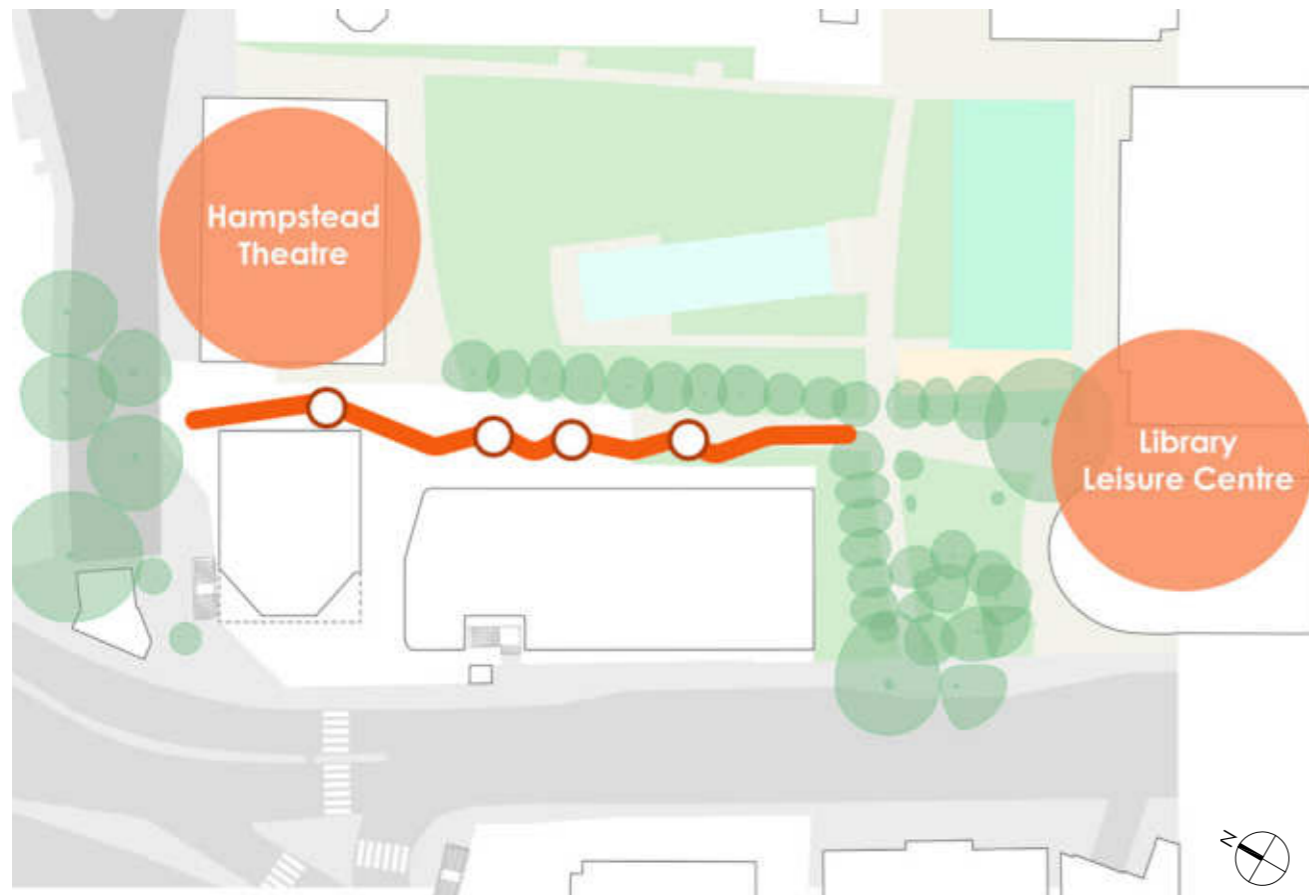


- Existing trees
- Entrance and courtyard planting
- Park Avenue planting
- ← Views to Open Space
- Biodiverse green roofs

8.2 Landscape Principles

3. Art & materiality

The design takes inspiration from the materiality and architectural character of the surrounding Conservation Areas. Elements such as textured brickwork define the high-quality public realm, including the incorporation of protruding brickwork, which will introduce patterned depth to the façades, enhancing visual interest. The design of Park Avenue, will be articulated through a comprehensive material and lighting strategy. Opportunities are created for the detailed design to also explore a creative reuse of the existing stone paving that is removed, adding a layer of sustainability and character to the scheme. The art strategy may be further developed in collaboration with LB Camden.



4. Inclusion & Play

The proposals focus on creating inclusive, vibrant, and welcoming spaces with playful elements to engage young people. Incorporating 'Make Space for Girls' principles, the design features dynamic seating, age-appropriate play opportunities beyond sports, and flexible spaces for varied activities. A playful sensory route through planting, with a timber bridge and stepping stones, adds an interactive element. Seating platforms are placed in visible spots, enhancing safety, alongside natural surveillance, vegetation management, and the avoidance of concealed areas to foster a secure public realm.



Activation

- Dynamic seating and opportunities to face each other or away from others.
- Age-appropriate opportunities for play other than sport.
- Multi functional use of spaces



Layout

- A range of sized spaces allows for wider range of activities and to accommodate more than one group.
- Smaller breakout spaces.
- Multifunctional areas and stages can be popular for activities and performances.



Visibility

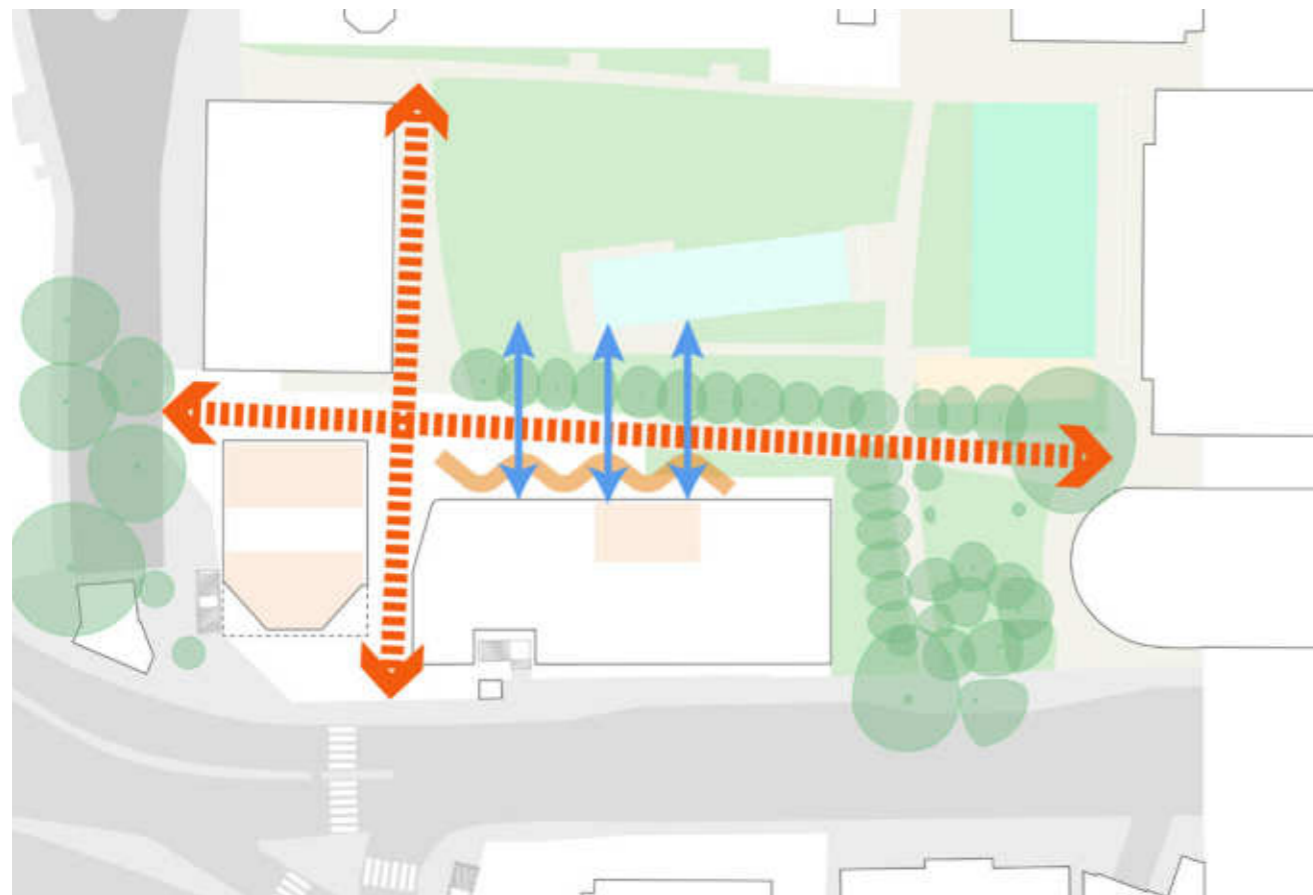
- Natural surveillance and visibility throughout.
- Management of the surrounding vegetation alongside the main paths.
- Avoid areas for concealment.



8.2 Landscape Principles

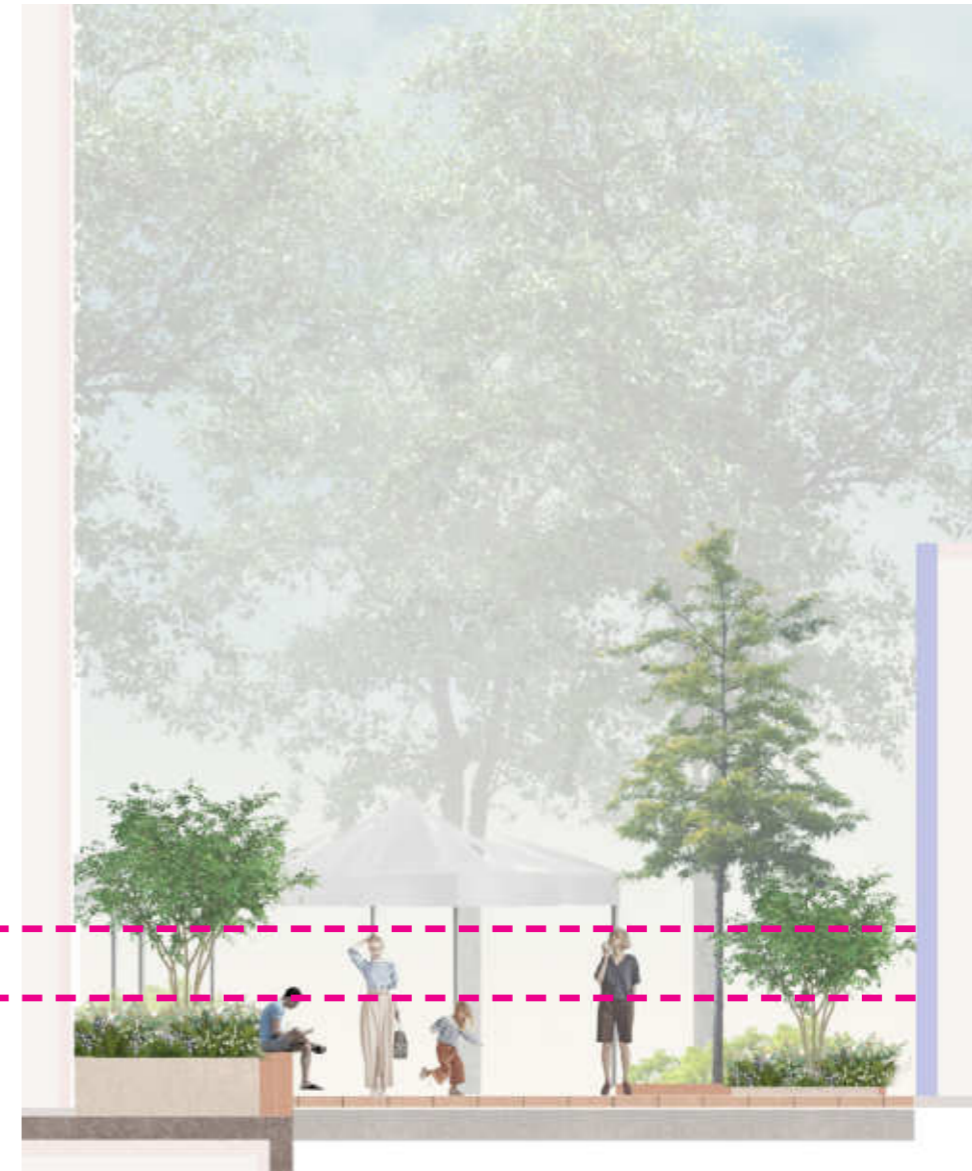
5. Safety and Visibility

Key measures to improve safety include the careful layout of pedestrian routes and spaces to maintain clear, direct links, such as the connection between Hampstead Theatre and the Swiss Cottage Library. Seating is strategically placed in prominent and well-lit locations to encourage use while avoiding hidden or secluded areas, complementary to the integration the 'Make Space for Girls' principles. The planting strategy emphasizes maintaining visibility by selecting appropriate plant and tree heights and avoiding dense or obstructive vegetation. These measures ensure sightlines are preserved across the space, minimizing blind spots and enhancing natural surveillance, thereby fostering a welcoming and secure environment.



- Direct links
- Planting strategy to ensure clear sightlines
- Seating positioning at prominent spots
- Active interior spaces

- Multistem trees
- Clear sightlines
- Low planting



Planting and tree canopies will be designed to allow clear sightlines and natural surveillance throughout the public realm.

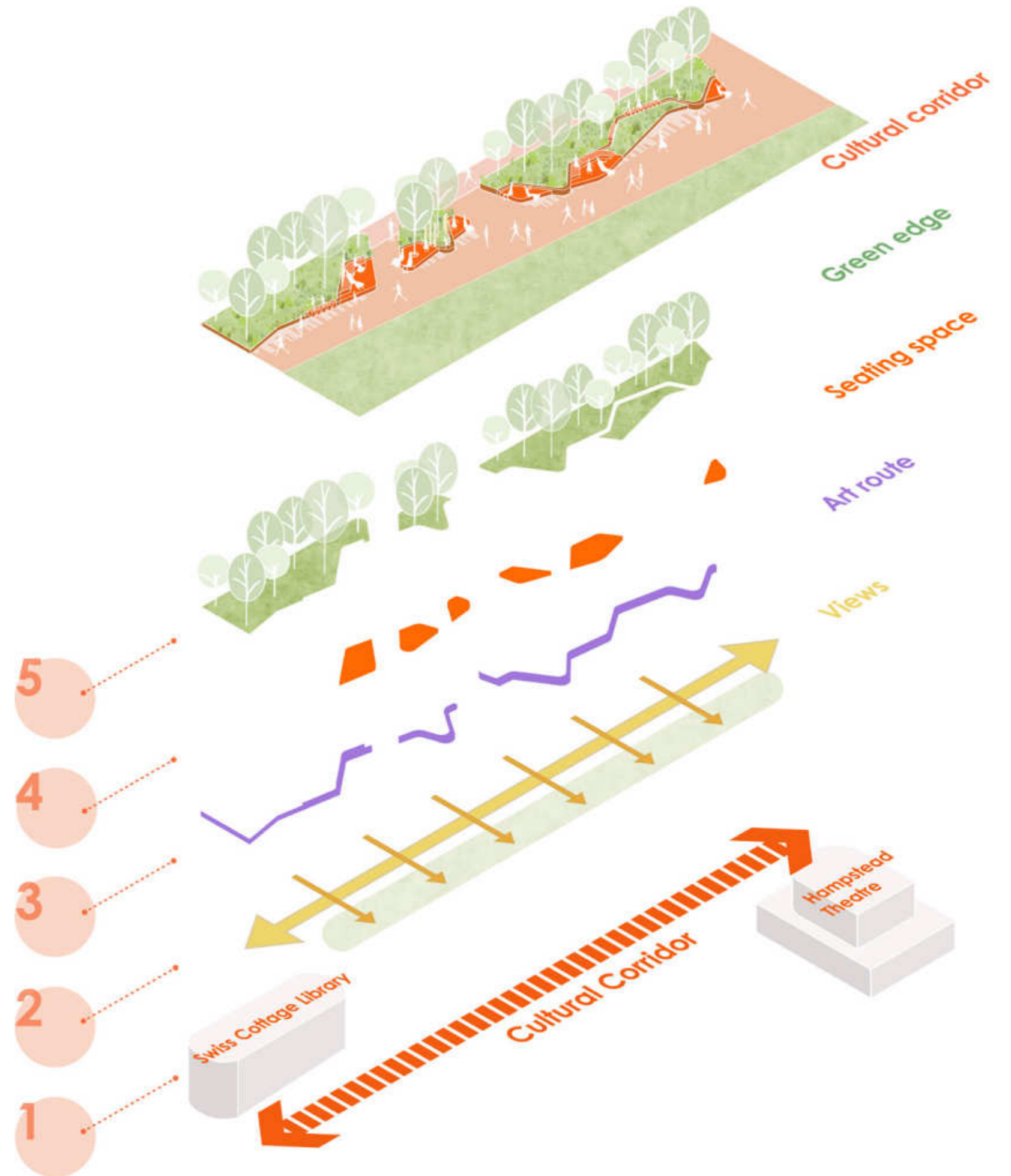
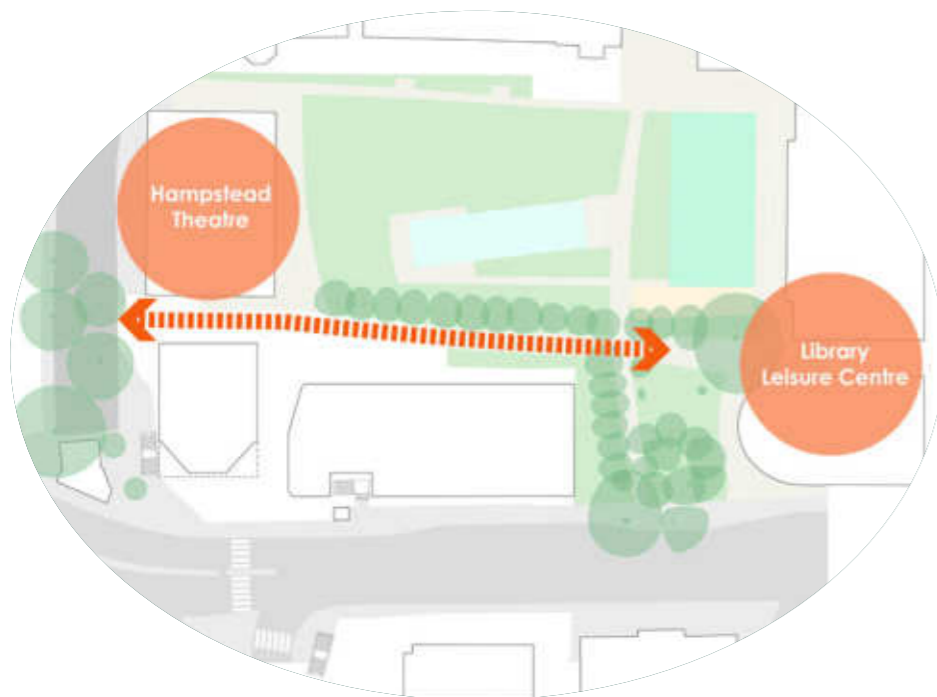
8.3 Landscape Narrative

Cultural Corridor

A narrative is developed through an understanding of the site, context and local character that has shaped the landscape proposals throughout the design process.

A key theme in the development of the park frontage space is the connection it provides between the key leisure and cultural buildings which are adjacent to the site; Hampstead Theatre to the north and Swiss Cottage Library to the south. There is an opportunity to create a playful pedestrian route which could have a performance and arts narrative, reflected in the design of amenity spaces, play and art interventions along the route.

The Cultural Corridor is designed to create a human scale environment that is comfortable for all users to pass through, or meet and dwell. Sound, light, texture and smell are all incorporated as well as play to create a multi-generational environment.



8.4 Character Areas

As part of the pedestrian experience, there is an opportunity to create a variety of spaces along the route from Avenue Road to Swiss Cottage Open Space. Rather than it being a route of the same character, the different scale of spaces created by the buildings promote the development of varied spaces, providing a more engaging and enriching landscape.

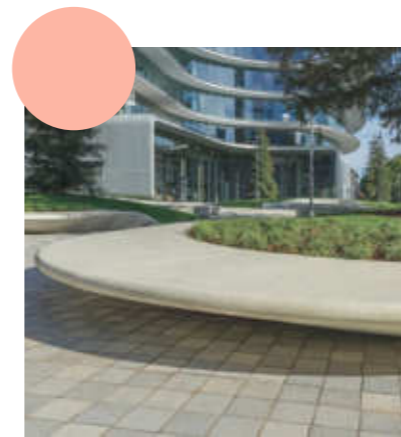
The Entrance gateway space provides a planted refuge set back from the busy Avenue Road, which allows easy circulation from the tower and retail entrances, to the wider context.

A paved courtyard space aid navigation between the building to the open Space, with green edges to the tower to accommodate tree planting and offer opportunities for people to pause and meet.

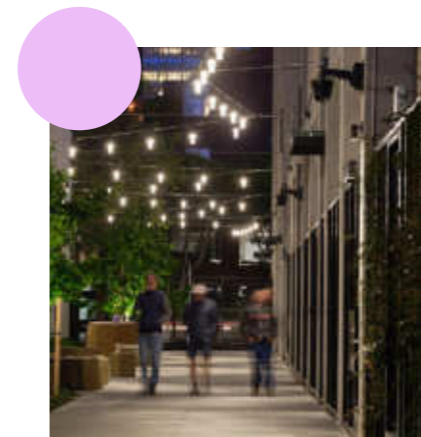
Park Avenue will be a tranquil extension of the open space with a strong green character. A series of well planted garden spaces are located along the route connecting the theatre and farmers market to the north with the library and leisure centre to the south, from create a more human scale for users to walk through, sit, meet and play.

A podium garden is located on the sixth floor of the lower bloc providing a valuable amenity space for residents and a separate dedicated space for The Winch.

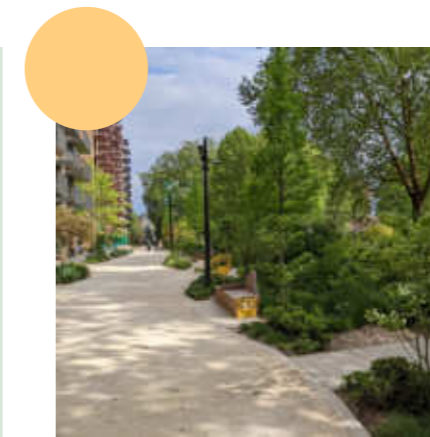
These spaces provide opportunities for different planting communities to promote ecology, biodiversity and create a habitat corridor.



Entrance



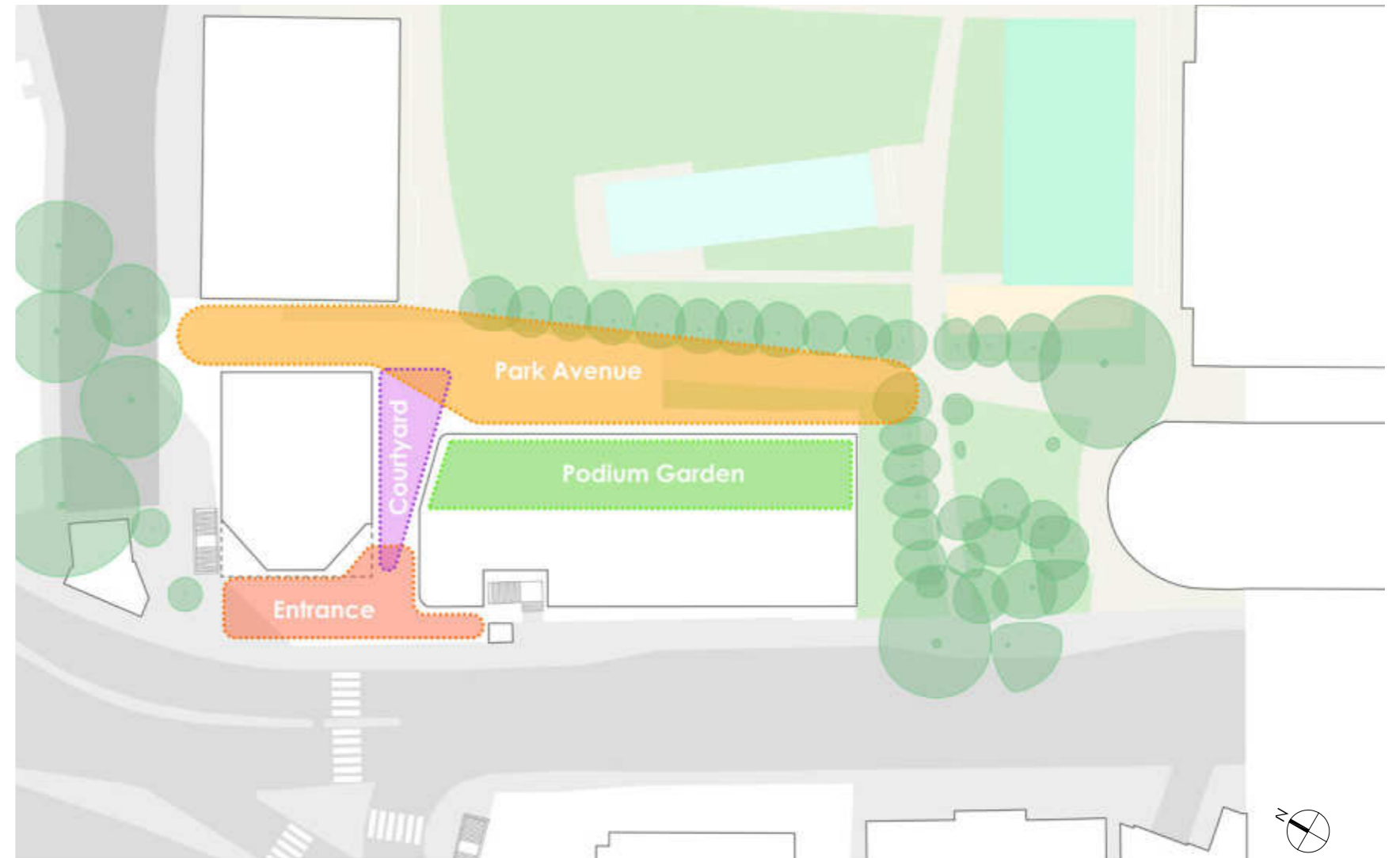
Courtyard



Park Avenue



Podium Garden

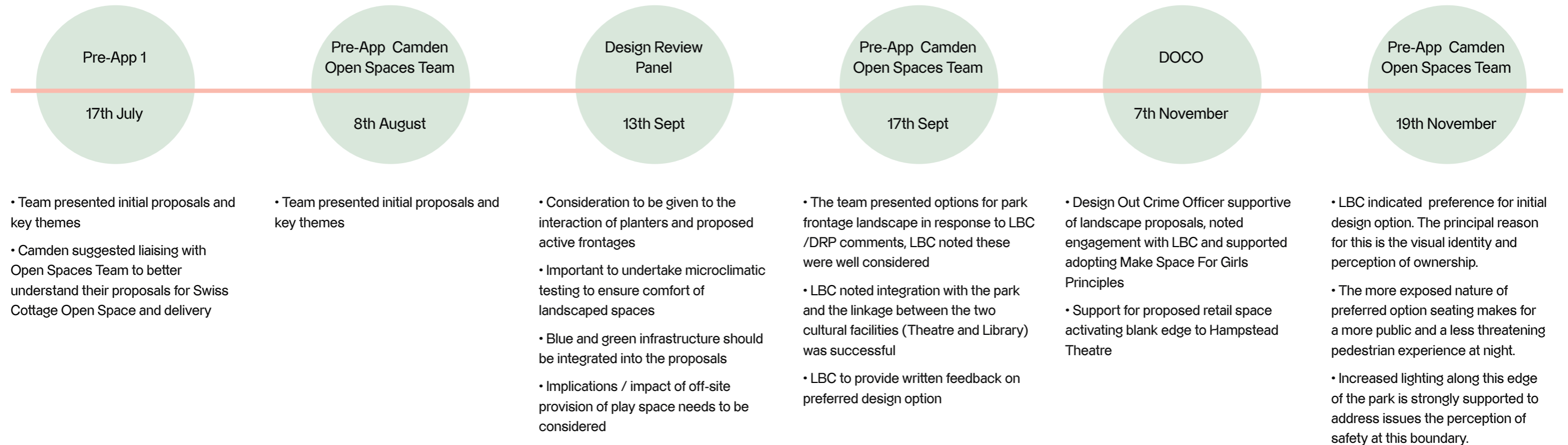


Character Areas

landscape masterplan

8.5 Landscape Evolution

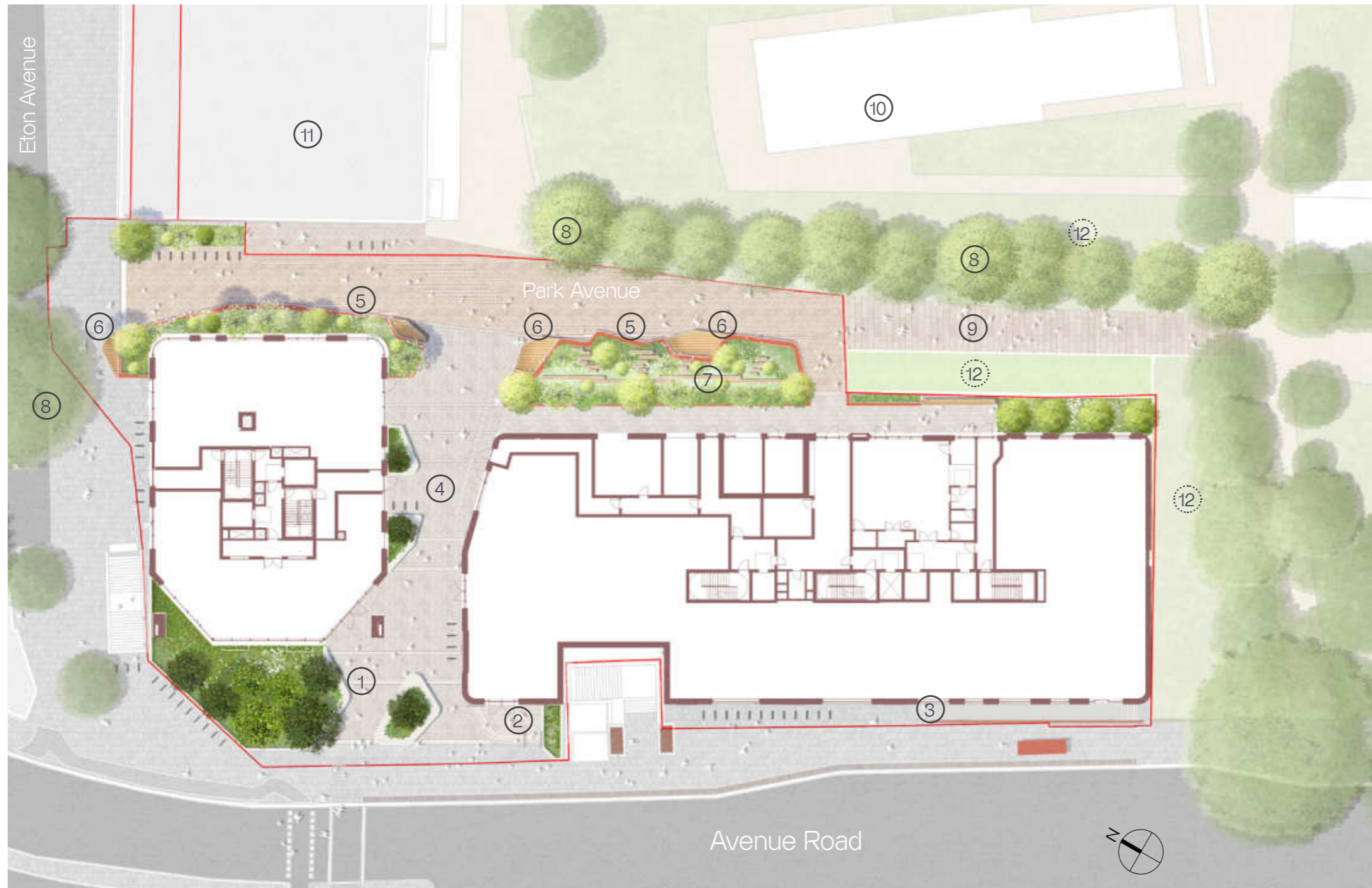
The design has evolved in collaboration with planning and design officers from the London Borough of Camden, Camden Open Spaces Team, input from residents and stakeholders engagement and comments from Design Review Panel. Below is a timeline of key meetings and summary of input which has informed the evolution of the landscape proposals.



Evolution of landscape plan

8.6 Ground Floor Landscape Design

The landscape design creates a pedestrian focused environment contributing to the wider aspirations of LB Camden to create a new high quality public realm. A unifying palette of paving, lighting, furniture and planting evolves across the site to create three distinct character areas; the Avenue Road entrance, the courtyard between the two buildings and Park Avenue as a frontage to Swiss Cottage Open Space.

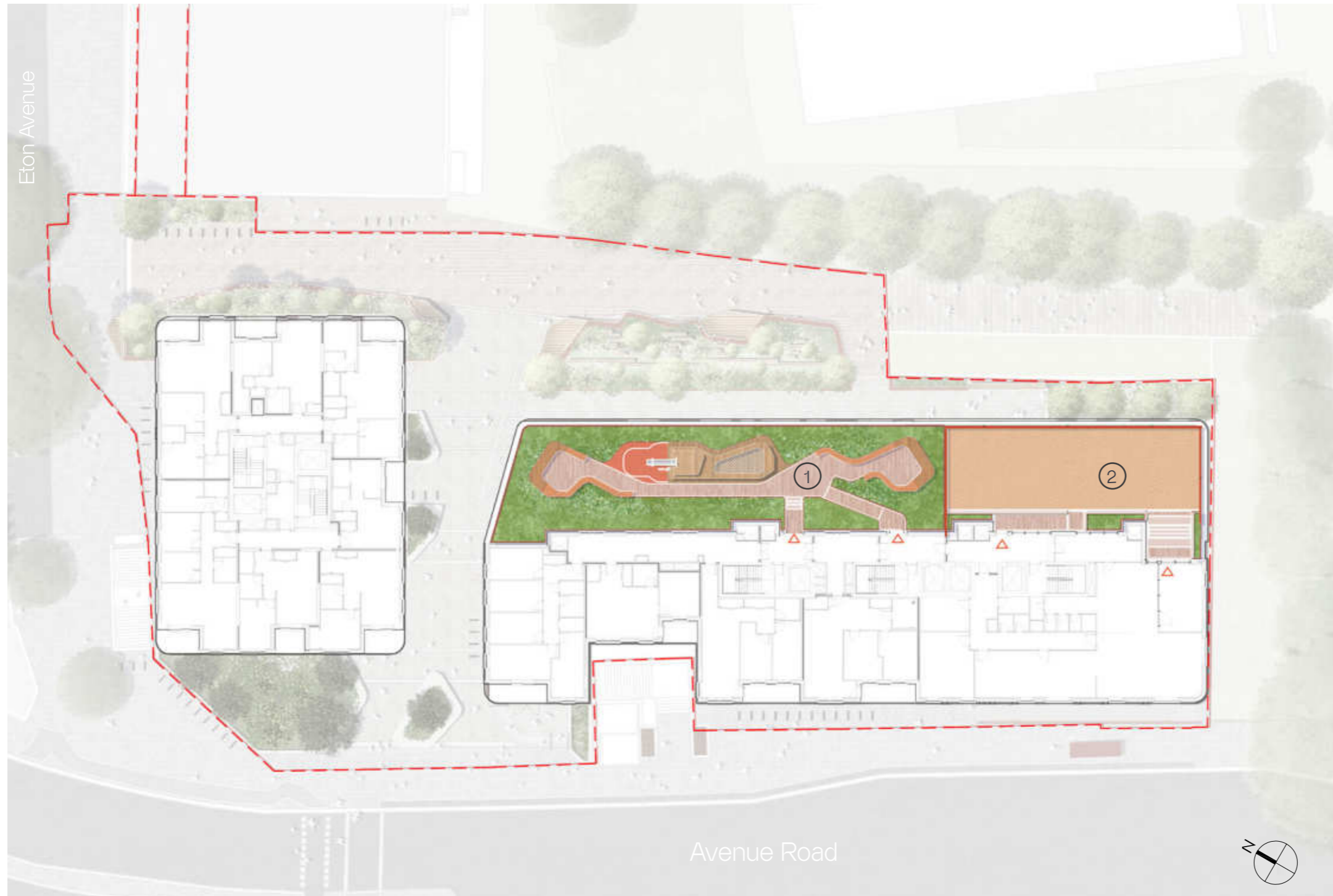


1. Avenue Road entrance seating area and planting
2. Retail entrance
3. Retail ramp and steps
4. Courtyard space
5. Raised brick planters
6. Timber seating platforms
7. Play routes through planting
8. Existing trees
9. Existing Park Avenue paving
10. Swiss Cottage Open Space
11. Hampstead Theatre
12. Adjacent areas that are part of Camden's Swiss Cottage Open Space Improvement Project. The project aims to enhance the quality of the Open Space and consists of 5 separate phases. Delivery of phase 1 will begin in January 2025. The project is publicly available online in the following link: <https://swisscottageopenspace.commonplace.is/proposals/round-4-phase-1-works-update/step1>

Illustrative ground floor plan

8.7 Roof Terrace Design

The public realm landscape design is complemented by a roof terrace garden on the sixth floor of the lower block, providing valuable amenity spaces for residents and a dedicated outdoor space for The Winch. The public realm and roof terrace will create a variety of spaces for residents and the public to inhabit and enjoy. The proposals maximise amenity, play and biodiversity opportunities of the site.



- 1. Podium garden
- 2. The Winch Outdoor Space

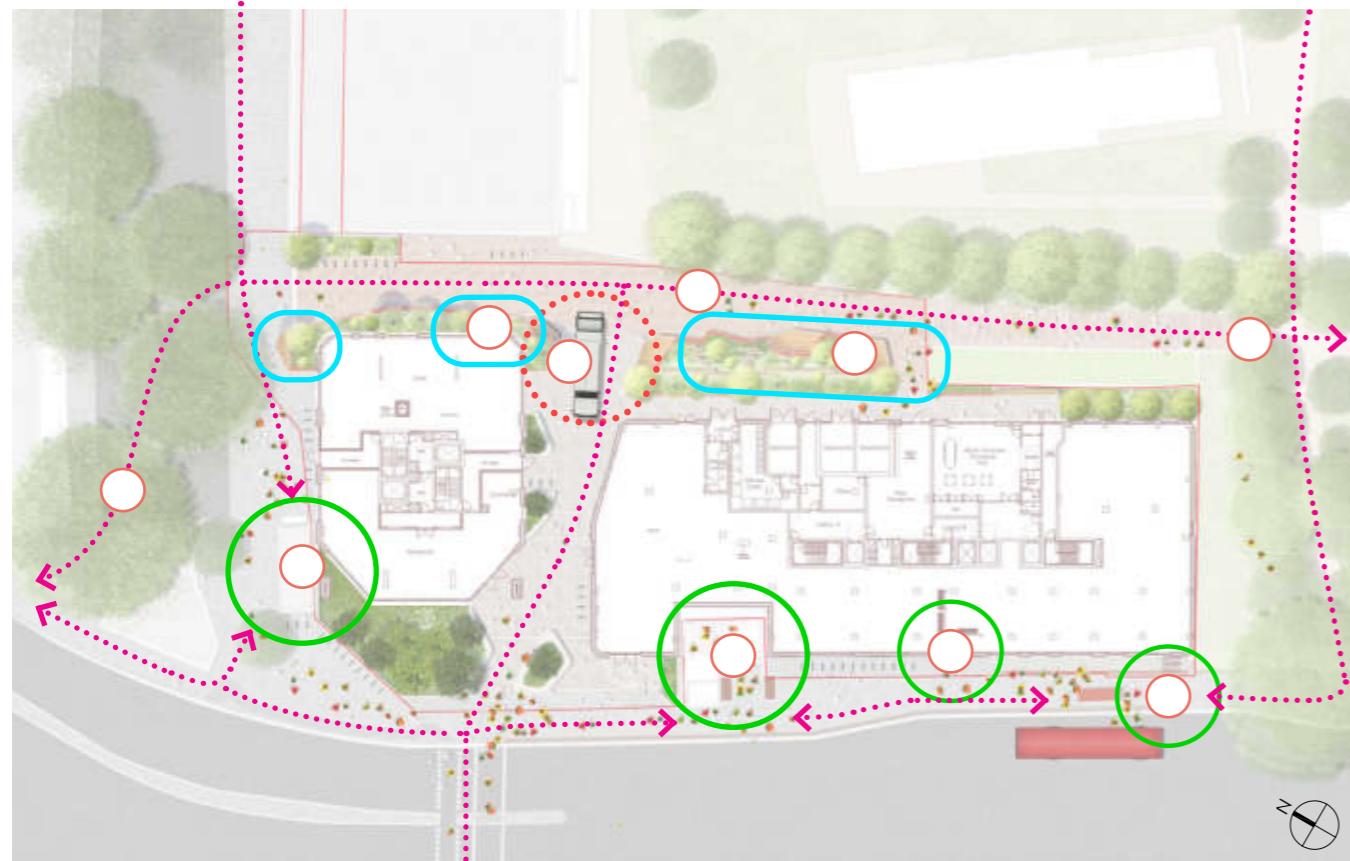
Illustrative podium plan

8.8 Day in the Life

In order to inform the design process consideration has been given to how the space maybe used throughout different times of the day by different users as groups and individuals.

Weekday Mornings

- Commuters head to the station and bus stop
- Grab a coffee or breakfast from the cafe
- Families walk through Park Avenue on the way to school, college or leisure centre
- Waiting for friends
- Scheduled waste collection

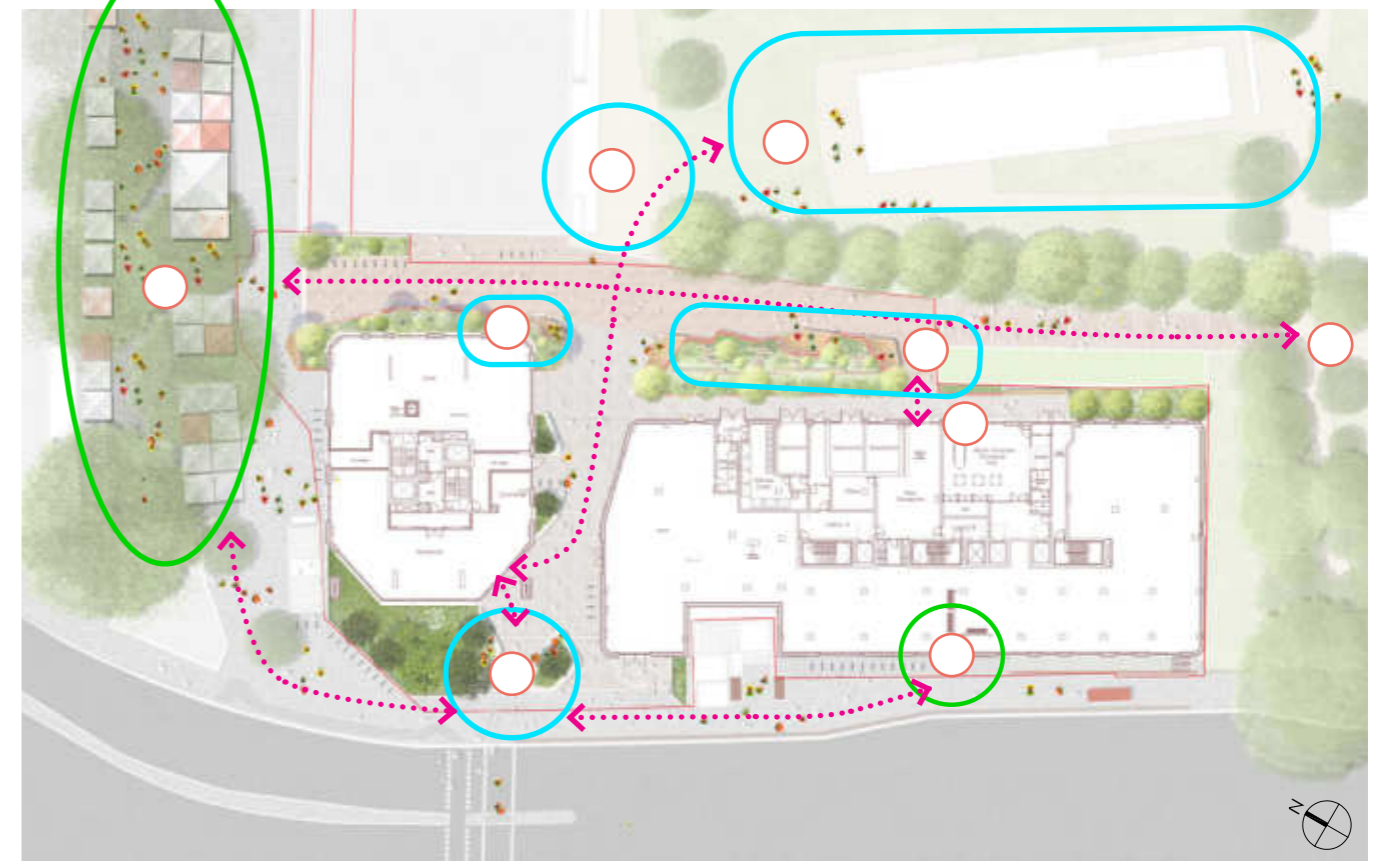


○ Visit ○ Dwell

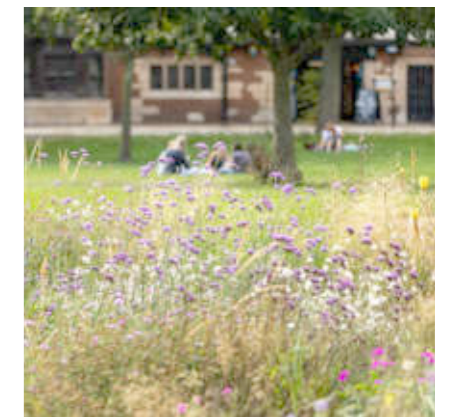


Weekday Lunch

- Grab lunch at the Farmers Market, shop or cafe
- Meet friends to sit and play
- Sit within the planting / on the lawn in the summer
- Parents and children visiting The Winch community group



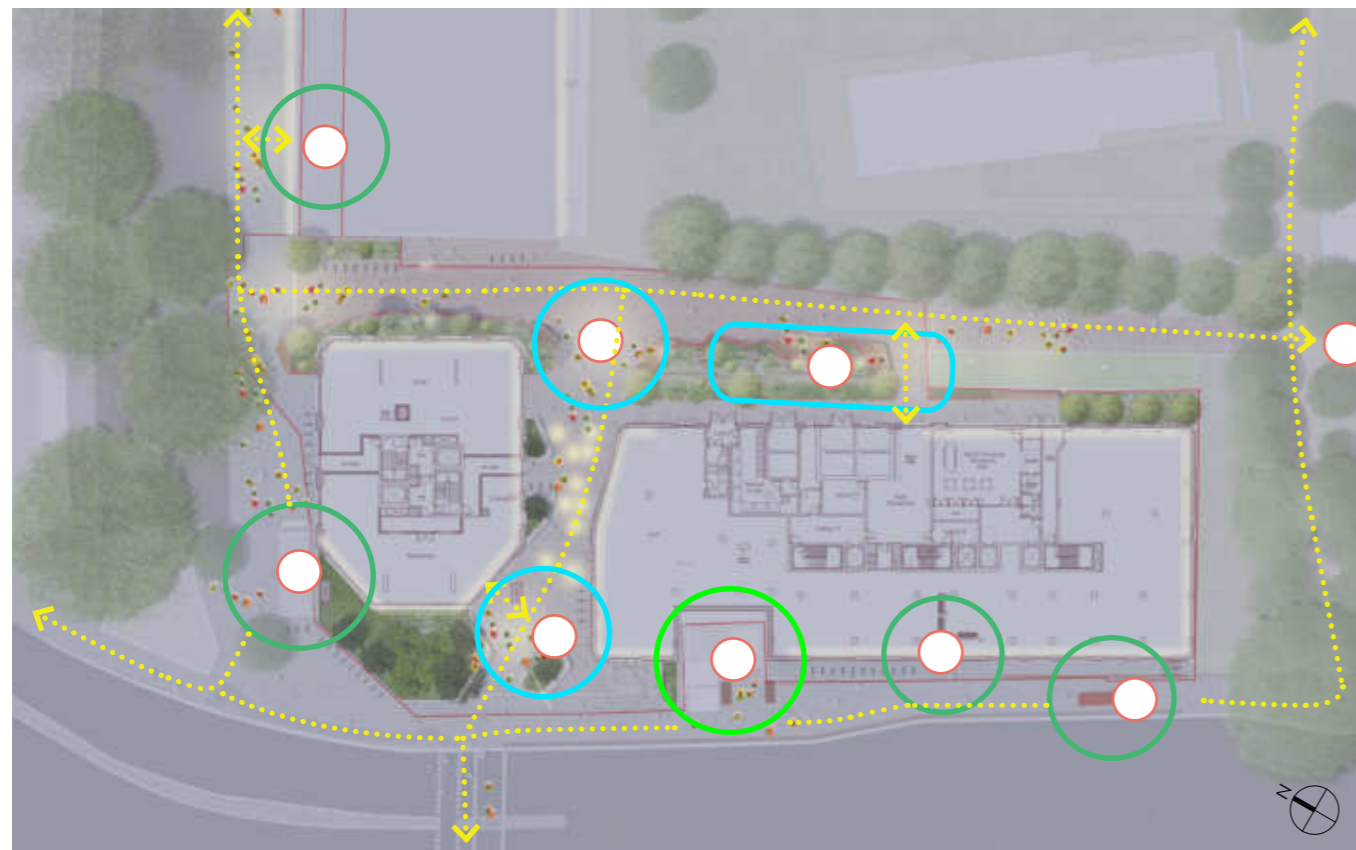
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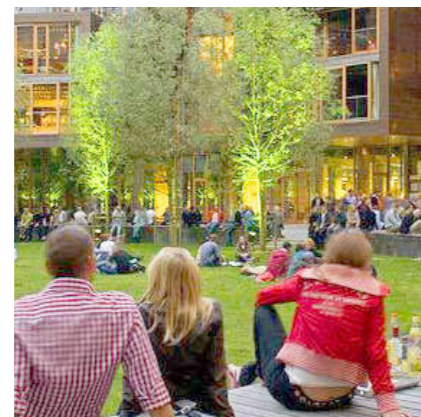
8.8 Day in the Life

Weekday Evenings

- Journey home from work from the station
- Meeting friends within the square
- Get dinner from the shops or restaurant
- Attend a show at the theatre
- Go for a workout or swim after work

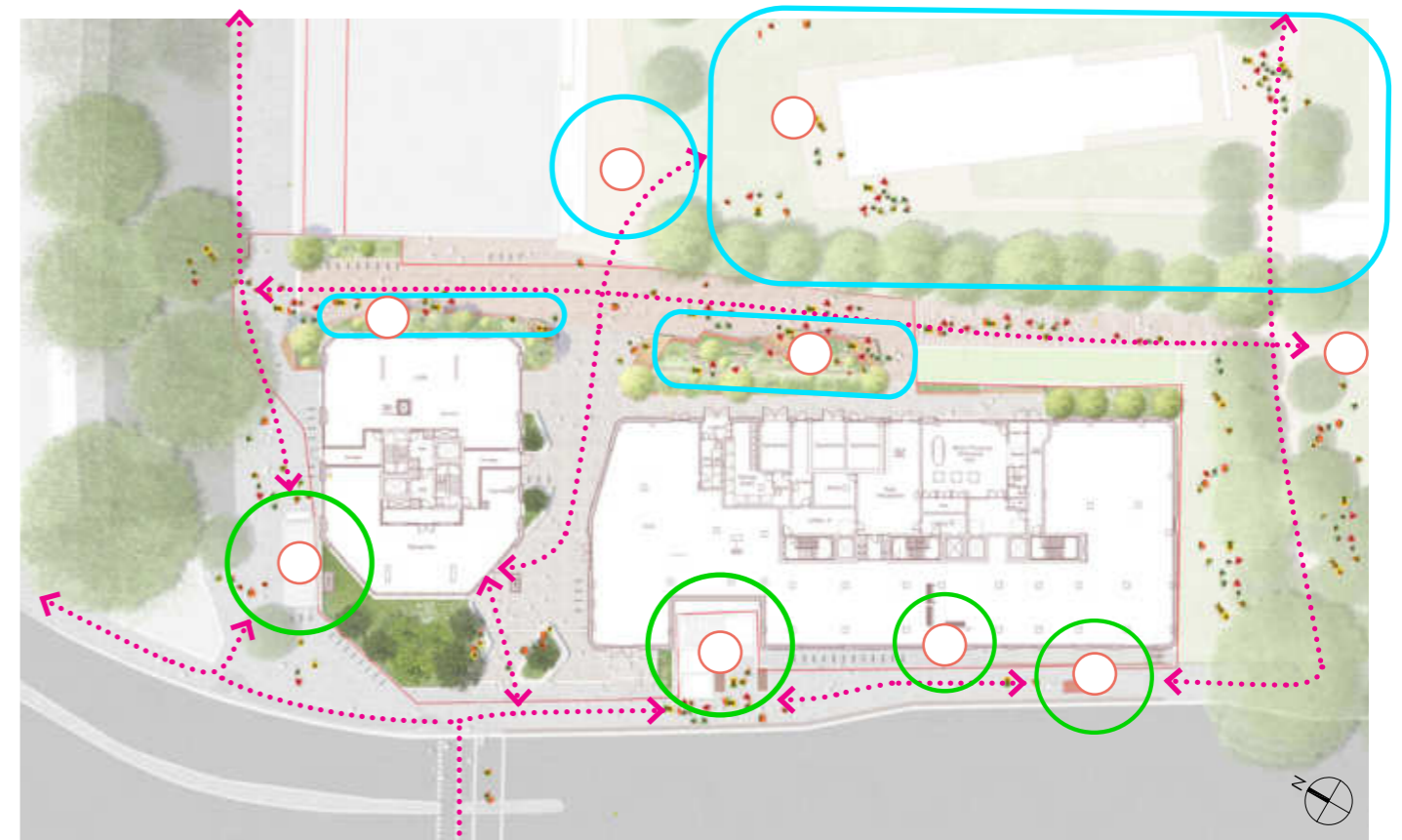


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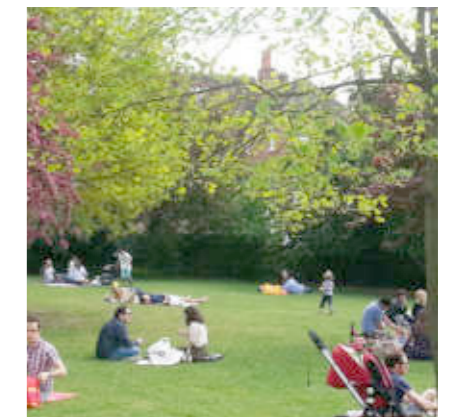


Weekend Lunch

- Visit the library or leisure centre
- Gather on the lawn / play in the fountain or playground
- Eat lunch in a cafe or overlooking the park
- Walk to the station for a day out



○ Visit ○ Dwell



landscape details

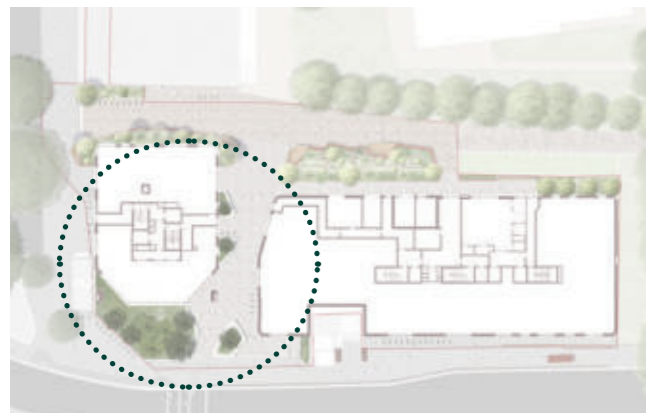
8.9 Entrance & Courtyard

The Avenue Road Entrance is the key arrival space for the development and will act as a hub for the wider community. The open space facilitates clear pedestrian and cycle movements as well as allowing refuse and emergency vehicle access. The open space accommodates the primary entrance to the retail space at the ground floor of the lower block.

Large seating areas provide opportunities for people to meet and socialise in groups or to sit alone for quiet contemplation, set back from Avenue Road amongst generous planting areas to promote the health and well-being aspects of proximity to nature. Large trees also help to create a human-scale environment when passing through and pausing in the space, provide shade and help to mitigate wind.

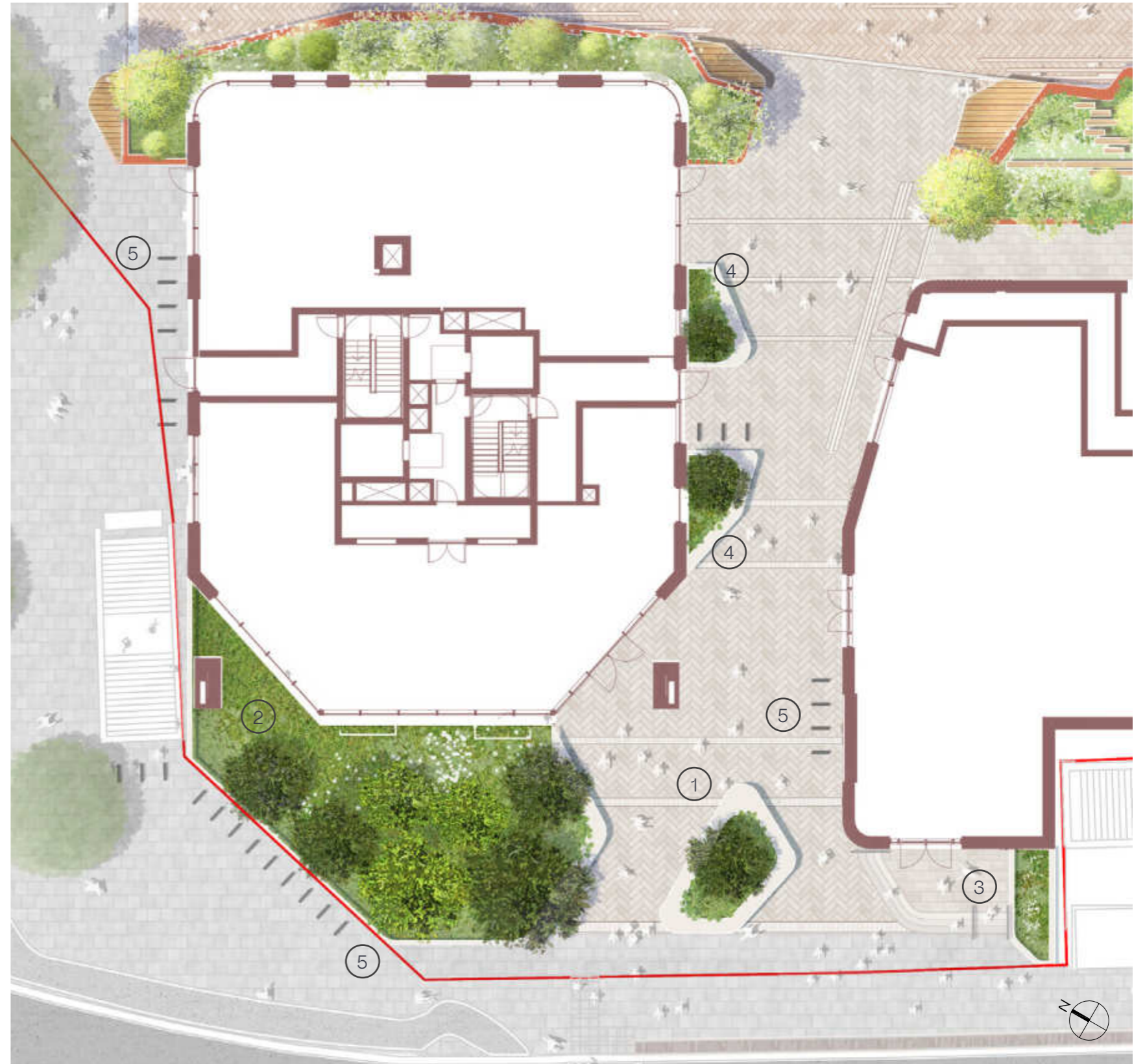
The shared space nature of the Courtyard promotes a pedestrian orientated space, acknowledging that as per the extant scheme, there are a variety of uses within this space resulting in potential conflicts. The proposal seeks to promote a pedestrian orientated space, whilst accommodating managed access for refuse vehicles. This will be managed with timings agreed to avoid peak pedestrian movement.

A clear route will be maintained between the building providing direct access between Avenue Road and Swiss Cottage Open Space. Planted edges to the building are located where possible to contribute a green character to the entrance space, which will be overlooked by the concierge.



Key plan

- 1. Natural stone seating
- 2. Rain gardens
- 3. Retail Entrance
- 4. Raised planters
- 5. Proposed cycle stands



Illustrative plan of entrance and courtyard

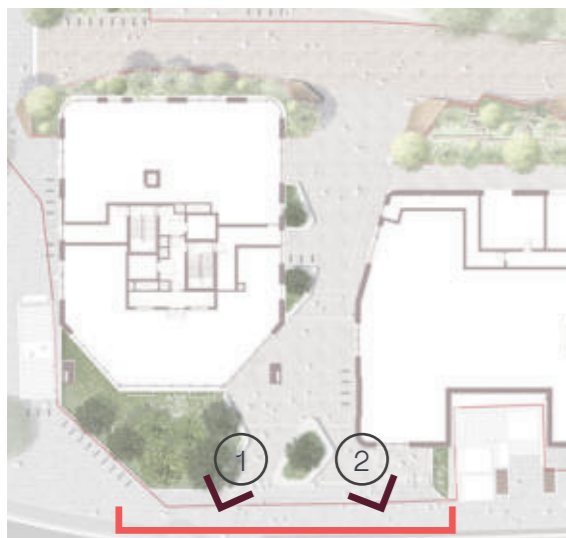
8.9 Entrance



Illustrative view of entrance 1



Illustrative view of entrance 2



Key plan

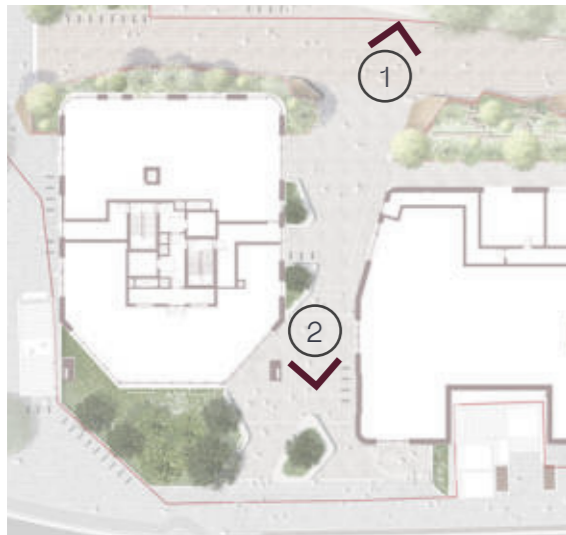


Illustrative elevation of entrance and courtyard

8.9 Courtyard



Illustrative view of courtyard towards Avenue Road 1



Key plan

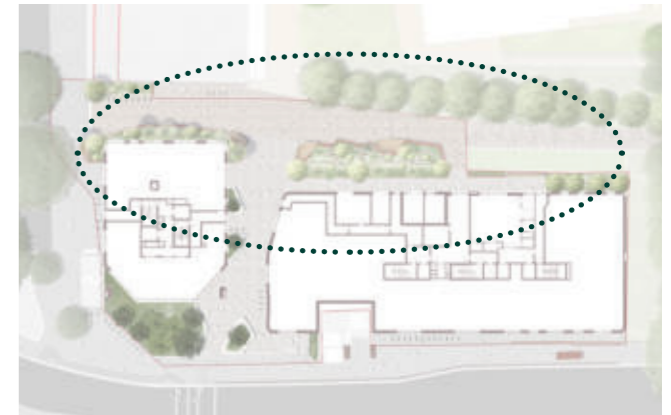


Illustrative view of courtyard towards Swiss Cottage Open Space 2

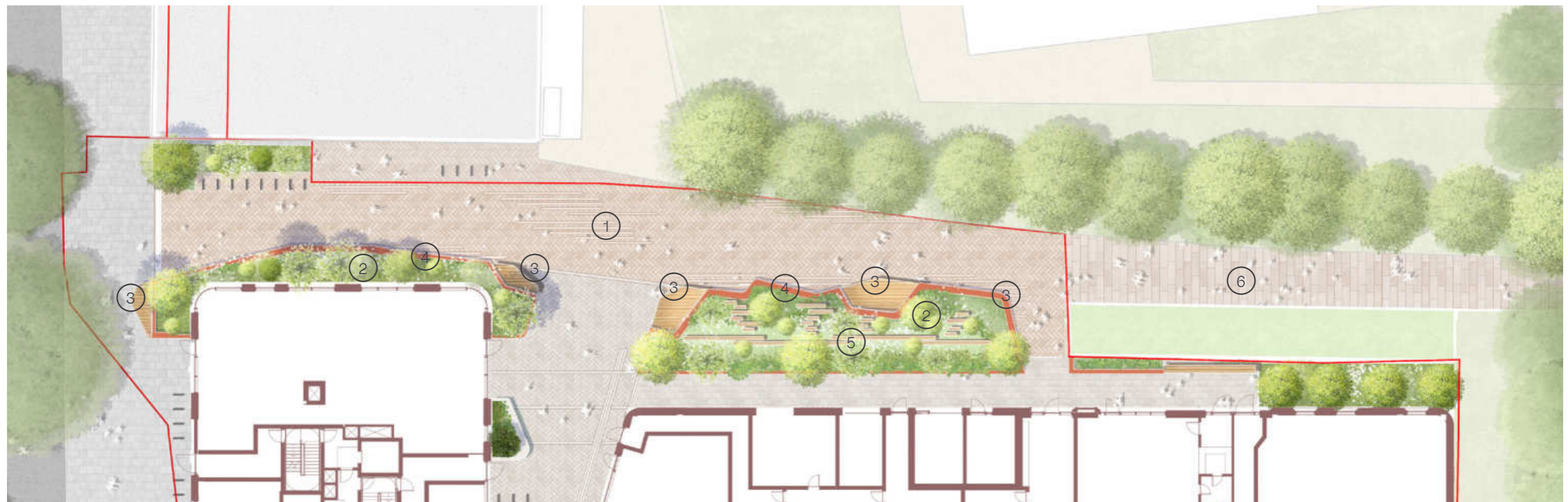
8.10 Park Avenue

Park Avenue is a public space that evokes the tranquil and green qualities of the adjacent Swiss Cottage Open Space. The existing route linking the Theatre, Library and Leisure Centre to the surrounding context is enhanced with a richly planted edge borders to create a layering affect of plant communities.

Seating areas are set back within the planting areas, to create sheltered spaces to rest and relax. Make Space for Girls principles have been used in the design and location of seating and amenity spaces to ensure they are multifunctional, enjoy good natural surveillance and feel safe to use throughout the day. As part of the 'Cultural Connection' play and amenity route, playful routes, forms and detailing creates a distinctive and engaging space for the wider community to use and enjoy.



Key plan



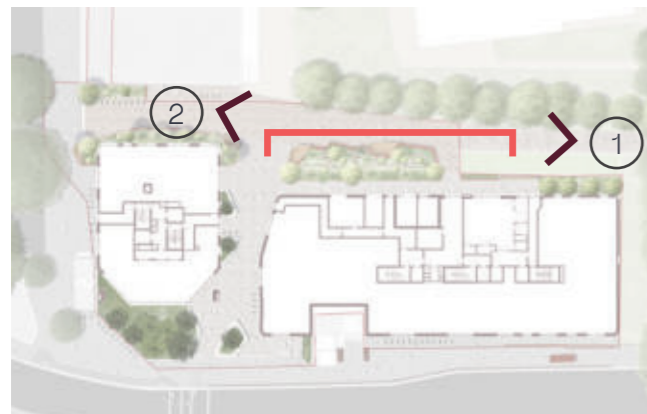
- | | |
|--|---|
| 1. Existing pedestrian link retained | 4. Sinuous brick wall with integrated seating |
| 2. Raised planters form green edge with layered planting and trees | 5. Playful route through planting |
| 3. Multifunctional seating platforms | 6. Indicative proposal outside the works boundary for illustrative purposes |



8.10 Park Avenue



Park Avenue elevation



Key plan



Park Avenue looking north towards Hampstead Theatre 1



Park Avenue looking south towards the library 2

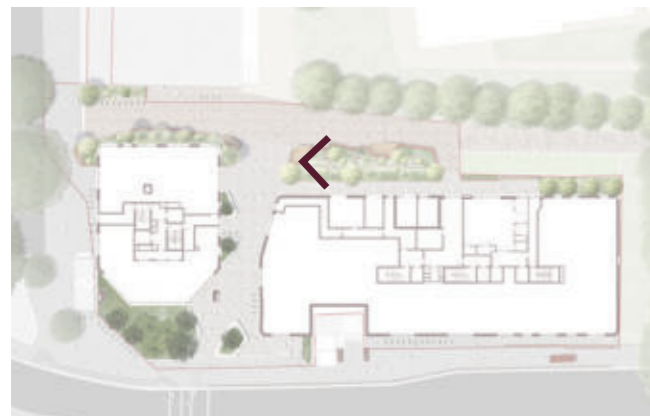
8.10 Park Avenue



Reference image of stepping stones

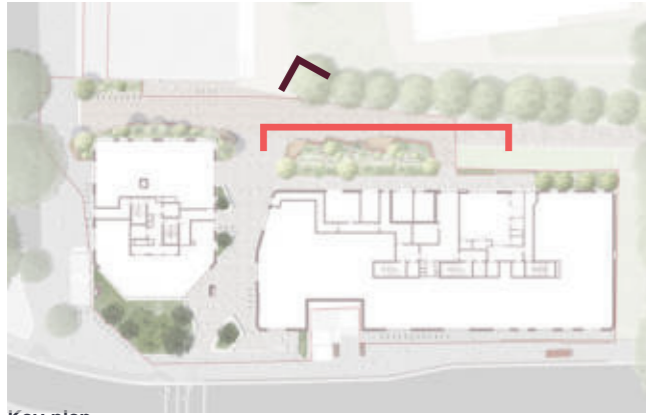


Illustrative view of Park Avenue proposals - Playful route through planting

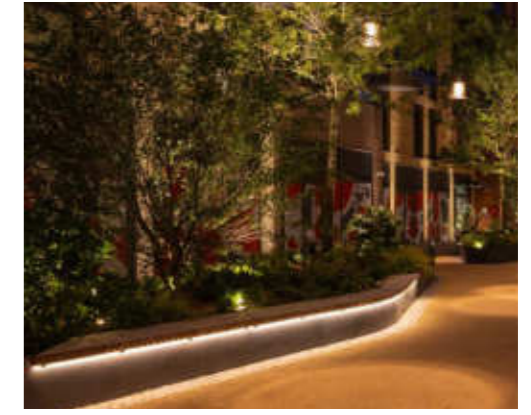


Key plan

8.10 Park Avenue

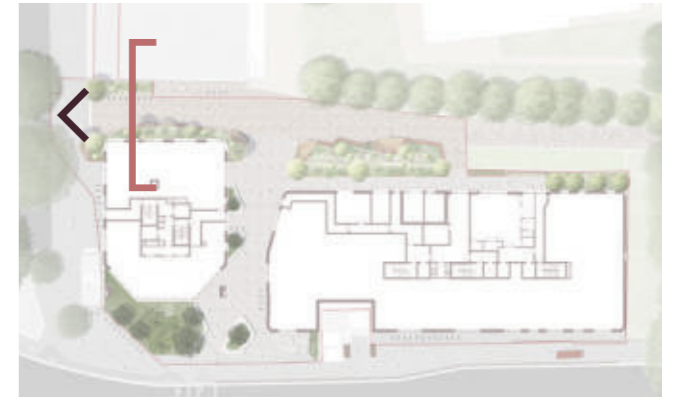


Key plan



Illustrative view of Park Avenue proposals

8.10 Park Avenue



Key plan



Illustrative section



Illustrative view of Park Avenue entrance via Eton

8.11 Podium Garden

The podium garden layout accommodates two distinct uses: a residential play area and communal amenity space, and an outdoor space for The Winch.

Key design considerations and constraints include level changes between the internal floor and terrace, requiring ramps and steps, and a 3m fire buffer zone of Class A materials away from the building façade.

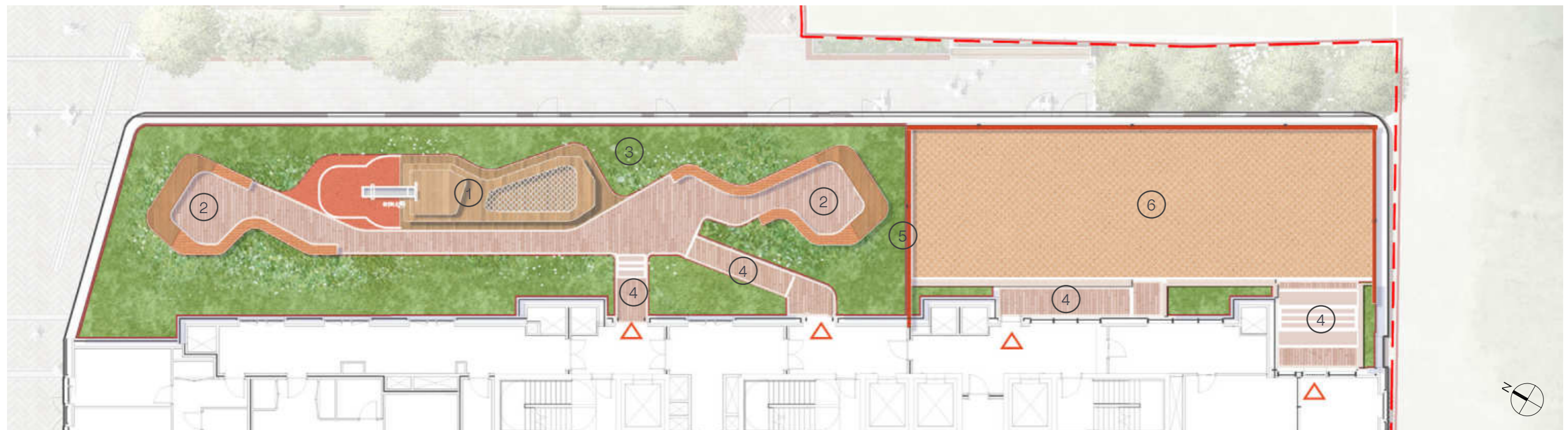
The two spaces are divided by a steel structure enclosing the Winch outdoor area, which is detailed in the architectural proposals. The division between the residential garden and the Winch area features a steel trellis and its design is envisaged to support climbing plants for enhanced visual separation.

The Winch proposals include a multi-use flexible games area and raised planters to address level changes, with the layout subject to the organization's future requirements.

The residential garden features brick seating with timber tops, a central tiered timber structure with playful elements, and perimeter planting to create a lush green edge, enhancing comfort for seating and play.

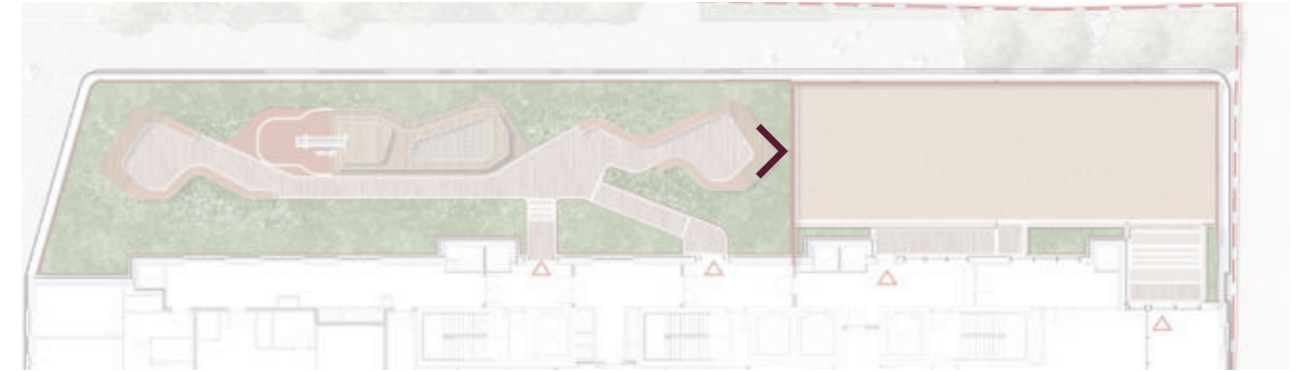


Key plan



- | | |
|--|---|
| 1. Tiered seating platform with integrated slide and net play features | 4. Steps / ramps to accommodate change in level |
| 2. Sinuous brick wall with timber seats | 5. Stainless steel trellis to support climbing plants |
| 3. Raised steel planter with generous planted edge | 6. The Winch flexible games area |

8.11 Podium Garden



Key plan



Illustrative view of podium

8.11 Podium Garden

Seating areas

The two seating areas in the resident's garden are defined by linear benches that are made of brick with timber tops, providing an inviting, enveloping and comfortable space for residents to meet and gather. Surrounded by planting, their design encourages social interaction while also integrating playfulness into the design. The design offers opportunities for children to walk alongside and explore the planting edge which features a number of sensory equipment.



Illustrative view of seating areas

Play structure

The central area of the garden features a tiered timber structure designed to encourage play and activity for younger children. The design includes a stainless steel slide and a netted area, providing opportunities for climbing, sliding, and imaginative play within a dynamic and engaging space.



Illustrative view of play structure



Illustrative view of seating areas



Illustrative view of play structure

landscape strategies

8.12 Child Play Space

Approved Play Space

Approved Play Space

The proposed play strategy of the extant permission is set out below.


Total Play Area Provided


 196 sqm Allocated to affordable component apartments

 125 sqm Allocated to market component apartments



Total: 321 sqm

 234 sqm dedicated provision for The Winch, which is not accessible to residents

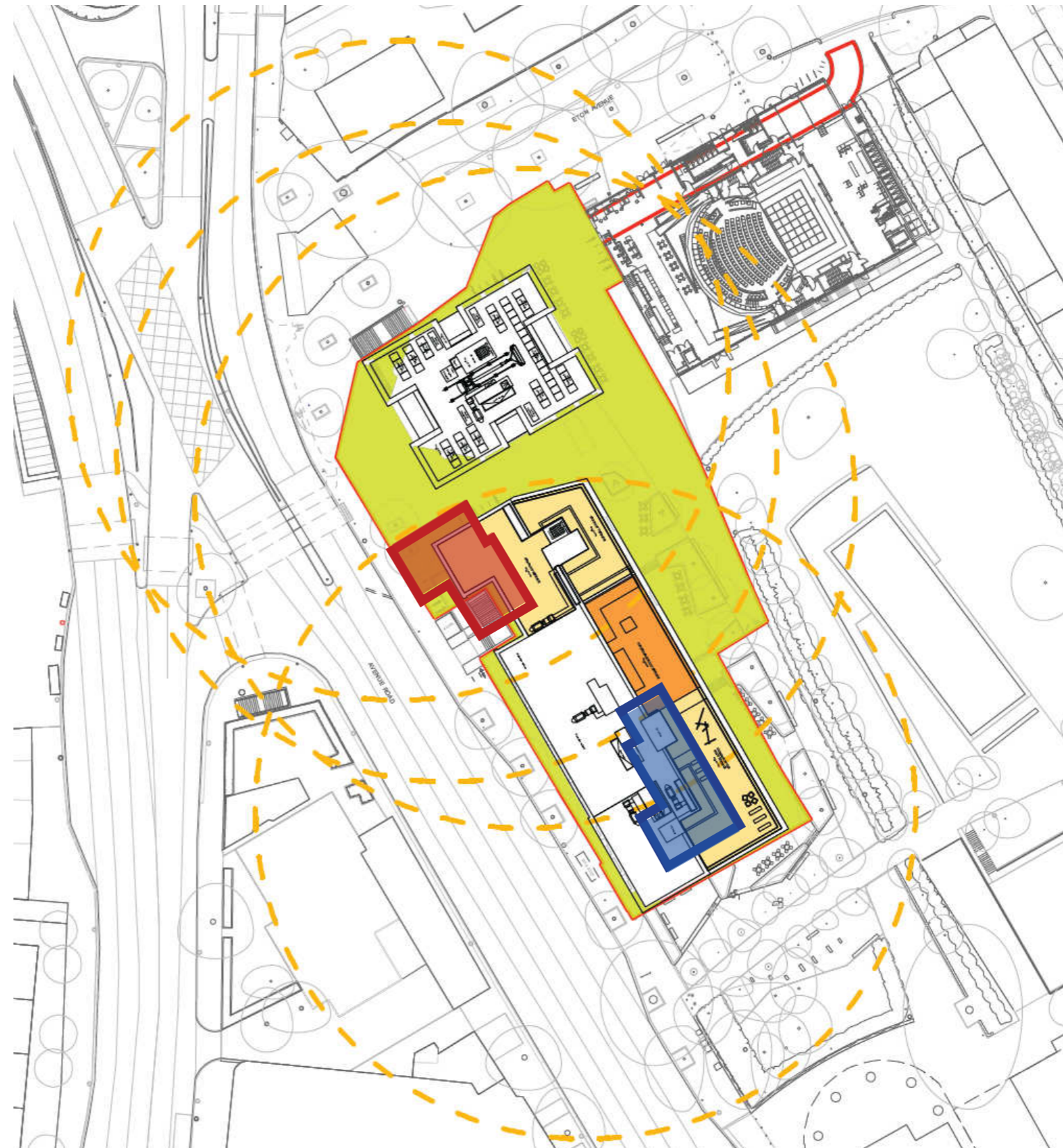
 Level 7 terrace removed in NMA submission, LPA Ref: 2022/1609/P

Total Play Area Requirement

- Camden Planning Guidance 6 (Amenity) (adopted 2011) : 148 sqm

- Shaping Neighbourhoods Play and Informal Recreation GLA SPD (2012): 660 sqm

Whilst the Camden Planning Guidance 6 (Amenity) play space requirements were met, there was an under provision of play space of 339 sqm evaluated against the requirements of the GLA SPD.



Play diagram included in the extant permission submission

8.12 Child Play Space

Proposed Play Space

Play Requirement

The latest policy requirements for play space provision are set out in GLA guidance. The revised unit mix results in the following play space requirements:

	Tower Block	Lower Block	Total
Age group	Area required	Area required	Area required
0-4 years	98sqm	342sqm	440sqm
5-11 years	65sqm	277sqm	342sqm
12-15 years	15sqm	147sqm	162sqm
16-17 years	8sqm	78sqm	86sqm
TOTAL	186sqm	844sqm	1030sqm

Total Play Area Provided - Within the Site

Public Realm: 321 sqm

Roof Terrace: 360 sqm

Total: 681 sqm

There is an increase in play space from the extant permission, which totalled 514 sqm of play space accessible to residents.

Overall, all of the 0-4 play provision and the majority of 5-11 play provision can be accommodated on site.

The roof terrace of the lower block will provide play provision for 0-11 age range and amenity space for all lower block residents.

All 0-11 play provision for the tower block will be provided along Park Avenue, as part of the playful seating and routes through planting.



8.12 Child Play Space

Proposed Play - Roof Terrace



Slide



Scramble net

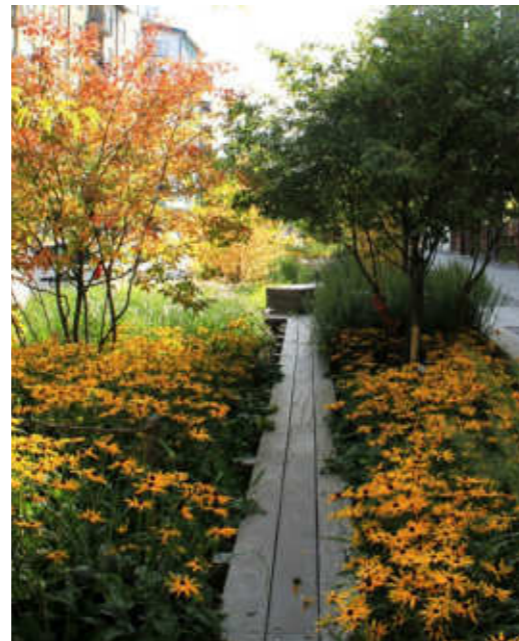


Playful seating

Proposed Play - Public Realm



Playful seating



Playful route through planting



Playful raised planter edge

8.12 Child Play Space

Off-Site Play Provision

Due to the constraints of the site, the following play provision for older children will be provided off-site in Swiss Cottage Open Space, immediately adjacent to the site:

5-11 years: 101 sqm

12-15 years: 162 sqm

16-17 years: 86 sqm

Total: 349 sqm

Swiss Cottage Open Space features a large flexible open space, ball court, playground and fitness area. The areas of play provided are summarised below:

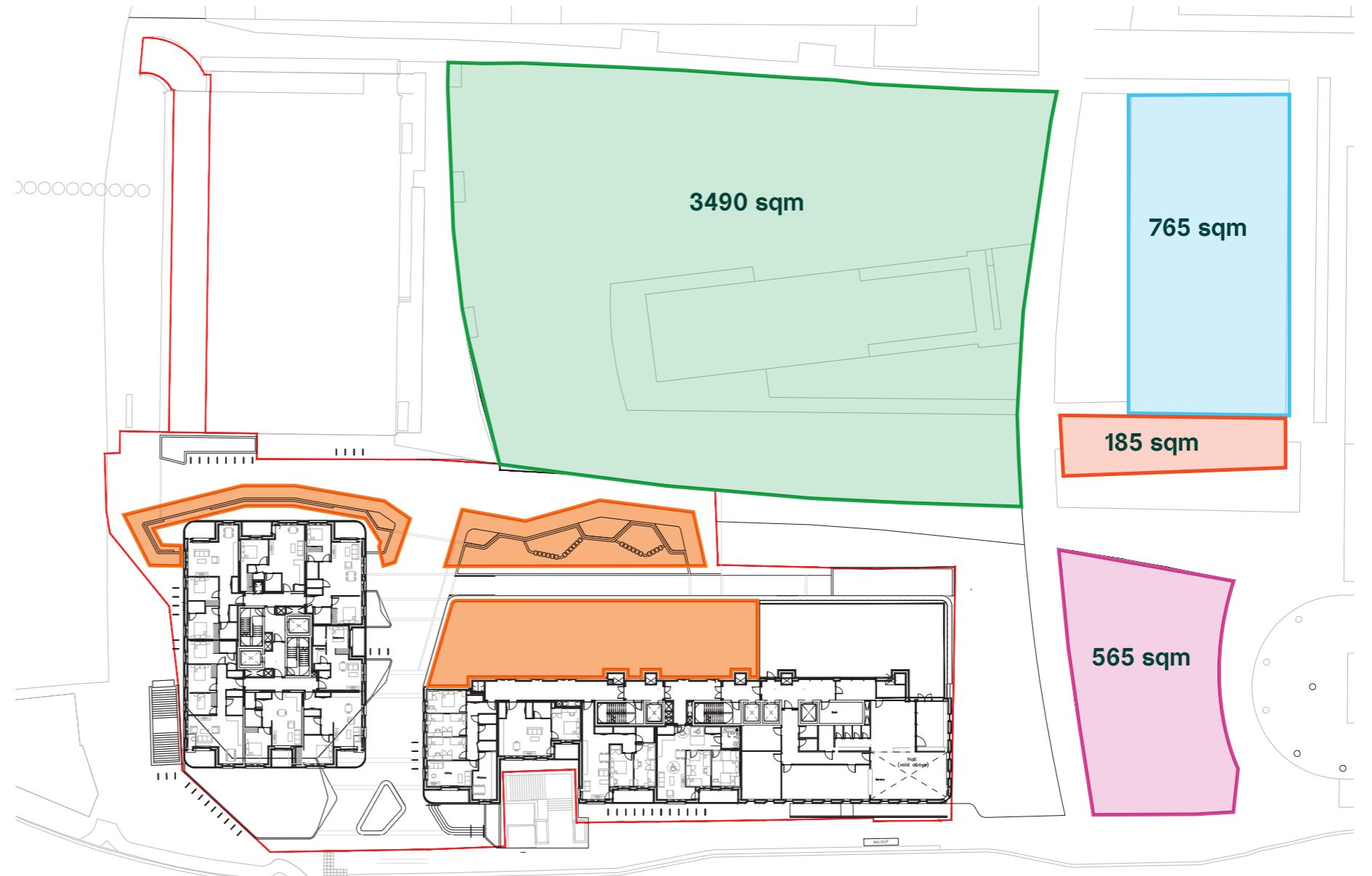
Flexible open space: 3490 sqm

Ballcourt: 765 sqm

Playground: 162 sqm

Fitness area: 86 sqm

Total: 4,503 sqm



8.13 Communal/Shared Amenity Space

Open Space Requirements

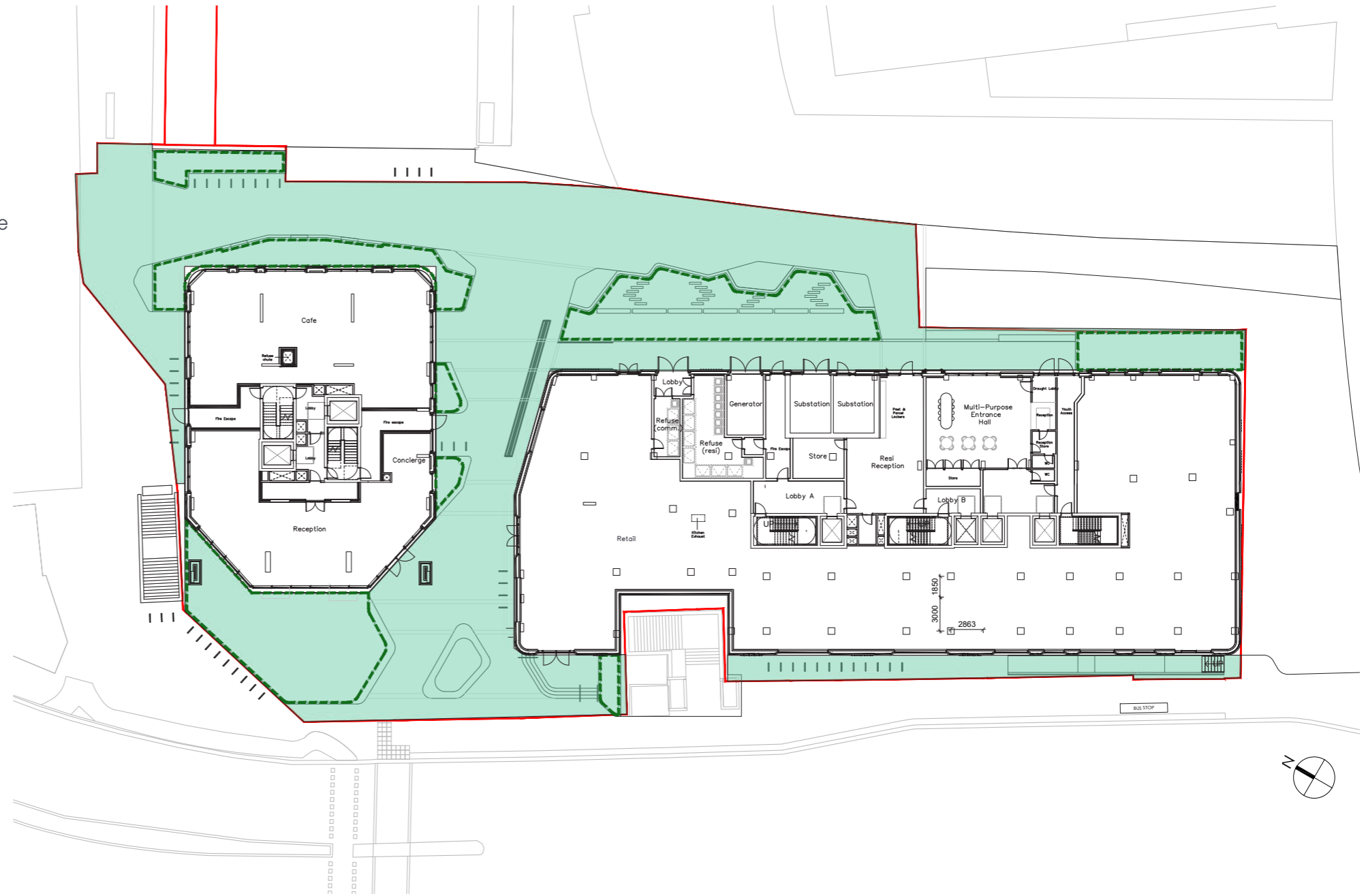
Open space requirements have been calculated based on the Camden Planning Guidance: Public Open Space (Jan 2021).

The total open space requirement for the scheme is 4527sqm. This is calculated by taking the standard for residential schemes set out in Figure 1 of the CPG, which requires 9sqm per resident and multiplying this by the population yield for the development, which is 503 residents. A total of 1738sqm of public open space is provided within the site boundary.

The key types of public open space that are referenced in the CPG and are applicable to the proposals for the development are:

- Green amenity spaces: Formal or informal parks and gardens or other landscaped areas.
- Civic spaces: Hard surfaced areas designed for pedestrians, such as piazzas, which often provide a setting for civic buildings.

Due to the constraints of the site, the remaining 2789sqm open space requirement will be provided off-site in Swiss Cottage Open Space, immediately adjacent to the site.



Yield from Development (persons)

	Market & Intermediate	Social	Total
Ages 0, 1, 2, 3 & 4	9.8	34.2	44.0
Ages 5, 6, 7, 8, 9, 10 & 11	6.5	27.7	34.2
Ages 12, 13, 14 & 15	1.5	14.7	16.2
Ages 16 & 17	0.8	7.8	8.6
18-64	277.0	113.6	390.7
65+	6.6	2.6	9.3
Total Yield	302.2	200.6	502.8

- Total public open space area = 1738sqm
- Green amenity spaces

Extract from GLA Population Yield Calculator

8.14 Urban Greening Factor

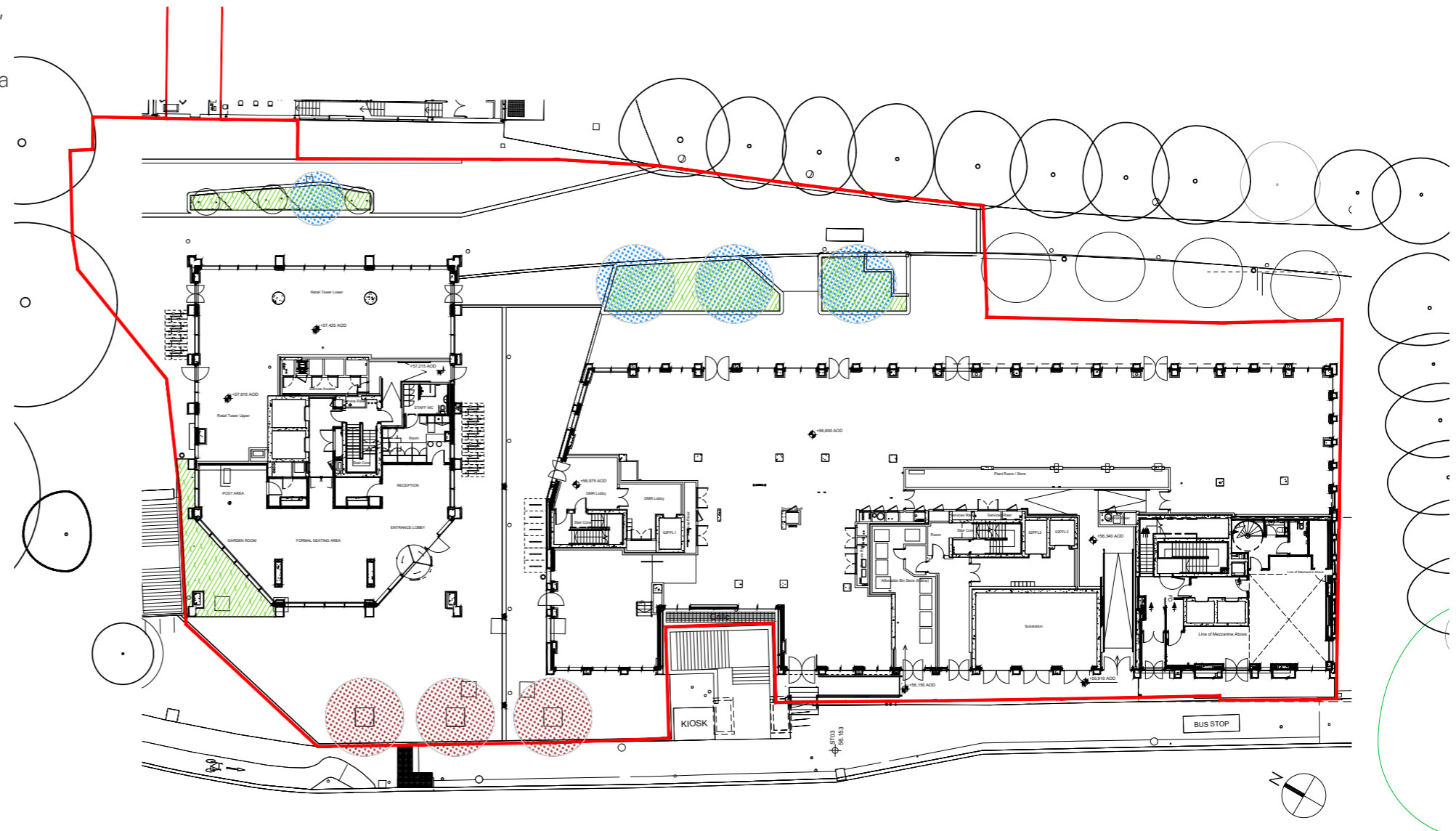
Extant Permission

Urban Greening Factor (UGF) was not considered in the extant application, as it was adopted as a requirement of the London Plan in March 2021.

The target UGF score is set out in London Plan Policy G5. It recommends a target score of 0.4 for predominately residential developments.

The extant permission is significantly below this with a score of 0.06.

There is therefore a significant opportunity to enhance urban greening and biodiversity of the extant permission by increasing the quantum of planting within the public realm, roof terrace and green roofs.



Urban Greening Factor Calculator				
Surface Cover Type	Factor	Area (m ²)	Contribution	Notes
Semi-natural vegetation (e.g. trees, woodland, species-rich grassland) maintained or established on site.	1	0	0	
Wetland or open water (semi-natural; not chlorinated) maintained or established on site.	1	0	0	
Intensive green roof or vegetation over structure. Substrate minimum settled depth of 150mm.	0.8	0	0	
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.	0.8	110	88	
Extensive green roof with substrate of minimum settled depth of 80mm (or 60mm beneath vegetation blanket) – meets the requirements of GRO Code 2014.	0.7	0	0	
Flower-rich perennial planting.	0.7	136	95.2	
Rain gardens and other vegetated sustainable drainage elements.	0.7	0	0	
Hedges (line of mature shrubs one or two shrubs wide).	0.6	0	0	
Standard trees planted in pits with soil volumes less than two thirds of the projected canopy area of the mature tree.	0.6	95	57	
Green wall –modular system or climbers rooted in soil.	0.6	0	0	
Groundcover planting.	0.5	0	0	
Amenity grassland (species-poor, regularly mown lawn).	0.4	0	0	
Extensive green roof of sedum mat or other lightweight systems that do not meet GRO Code 2014.	0.3	0	0	
Water features (chlorinated) or unplanted detention basins.	0.2	0	0	
Permeable paving.	0.1	0	0	
Sealed surfaces (e.g. concrete, asphalt, waterproofing, stone).	0	0	0	
Total contribution			240.2	
Total site area (m²)			3928	
Urban Greening Factor			0.061150713	

Urban Greening Measures m ²		
Surface Cover Type	Factor	Area (m ²)
Semi-natural vegetation (e.g. trees, woodland, species-rich grassland) maintained or established on site.	1.0000	0
Wetland or open water (semi-natural; not chlorinated) maintained or established on site.	1.0000	0
Intensive green roof or vegetation over structure. Substrate minimum settled depth of 150mm.	0.8000	0
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.	0.8000	110
Extensive green roof with substrate of minimum settled depth of 80mm (or 60mm beneath vegetation blanket) – meets the requirements of GRO Code 2014.	0.7000	0
Flower-rich perennial planting.	0.7000	136
Rain gardens and other vegetated sustainable drainage elements.	0.7000	0
Hedges (line of mature shrubs one or two shrubs wide).	0.6000	0
Standard trees planted in pits with soil volumes less than two thirds of the projected canopy area of the mature tree.	0.6000	95

Green wall –modular system or climbers rooted in soil.	0.6000	0
Groundcover planting.	0.5000	0
Amenity grassland (species-poor, regularly mown lawn).	0.4000	0
Extensive green roof of sedum mat or other lightweight systems that do not meet GRO Code 2014.	0.3000	0
Water features (chlorinated) or unplanted detention basins.	0.2000	0
Permeable paving.	0.1000	0
Total contribution		
Total Site Area Total site area (m²)		3928
Urban Greening Factor		

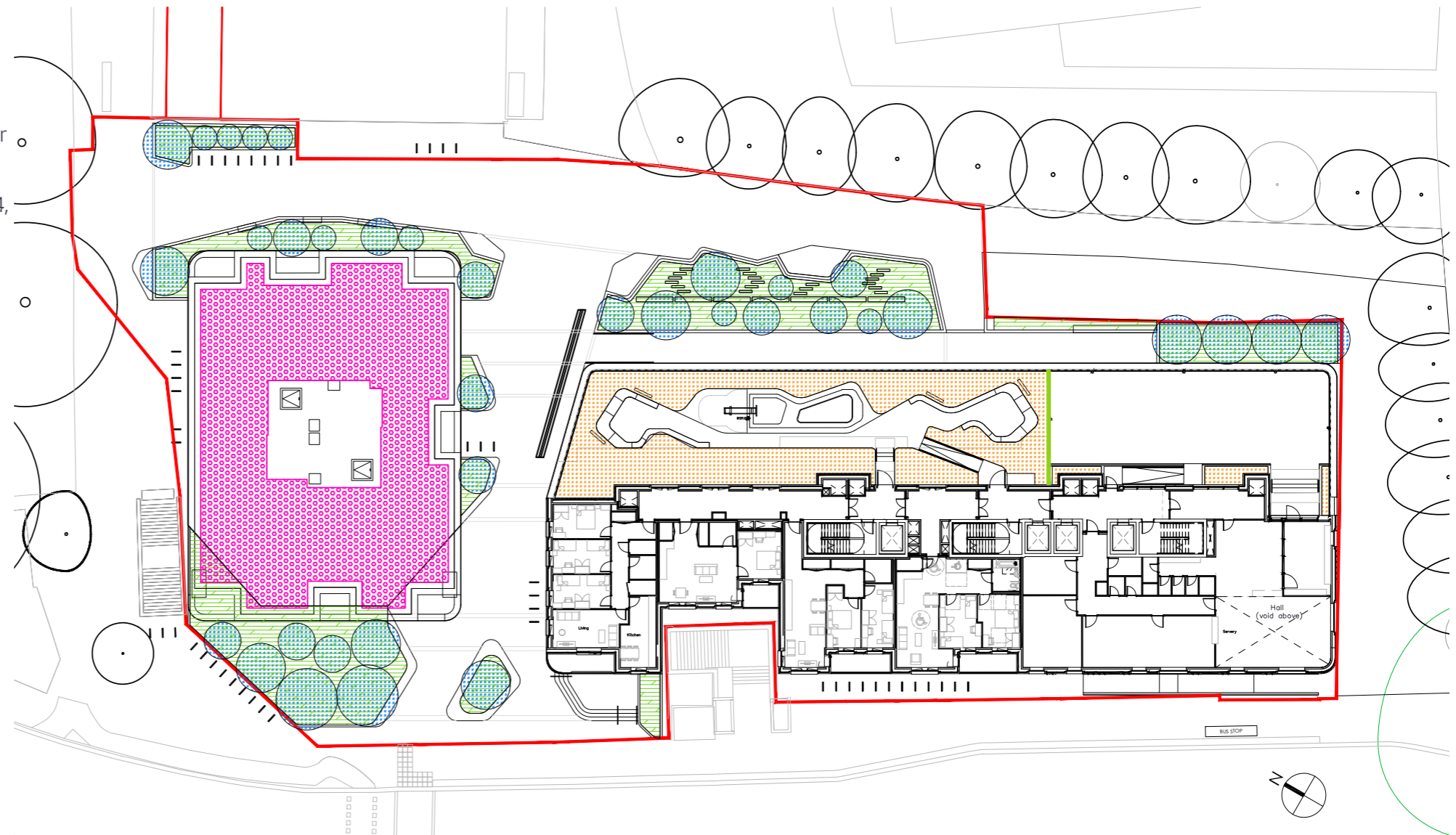
8.14 Urban Greening Factor

Proposed Urban Greening Factor

The proposal seeks to maximise planting within the site whilst still allowing for pedestrian and vehicular movement and functional amenity spaces.

Planting areas have been increased in the public realm, to create a green and attractive series of spaces. Planting has also been enhanced on the Lower Block roof Terrace, and a Biosolar roof has been added to the Tower Block, further enhancing biodiversity value.

The resulting UGF score is 0.25. Whilst this is below the target score of 0.4, it is a significant improvement on the extant permission and is considered to be optimised whilst taking in to consideration the constraints associated with the extant permission.



Urban Greening Factor Calculator				
Surface Cover Type	Factor	Area (m ²)	Contribution	Notes
Semi-natural vegetation (e.g. trees, woodland, species-rich grassland) maintained or established on site.	1	0	0	
Wetland or open water (semi-natural; not chlorinated) maintained or established on site.	1	0	0	
Intensive green roof or vegetation over structure. Substrate minimum settled depth of 150mm.	0.8	217	173.6	
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.	0.8	305	244	
Extensive green roof with substrate of minimum settled depth of 80mm (or 60mm beneath vegetation blanket) – meets the requirements of GRO Code 2014.	0.7	428	299.6	
Flower-rich perennial planting.	0.7	455	318.5	
Rain gardens and other vegetated sustainable drainage elements.	0.7	0	0	
Hedges (line of mature shrubs one or two shrubs wide).	0.6	0	0	
Standard trees planted in pits with soil volumes less than two thirds of the projected canopy area of the mature tree.	0.6	0	0	
Green wall –modular system or climbers rooted in soil.	0.6	22	13.2	
Groundcover planting.	0.5	0	0	
Amenity grassland (species-poor, regularly mown lawn).	0.4	0	0	
Extensive green roof of sedum mat or other lightweight systems that do not meet GRO Code 2014.	0.3	0	0	
Water features (chlorinated) or unplanted detention basins.	0.2	0	0	
Permeable paving.	0.1	0	0	
Sealed surfaces (e.g. concrete, asphalt, waterproofing, stone).	0	0	0	
Total contribution			1048.9	
Total site area (m²)				4148.7
Urban Greening Factor				0.252826187

Urban Greening Measures m ²			
Surface Cover Type	Factor	Area (m ²)	Contribution
Semi-natural vegetation (e.g. trees, woodland, species-rich grassland) maintained or established on site.	1.0000	0	0
Wetland or open water (semi-natural; not chlorinated) maintained or established on site.	1.0000	0	0
Intensive green roof or vegetation over structure. Substrate minimum settled depth of 150mm.	0.8000	217	173.6
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.	0.8000	306	244.8
Extensive green roof with substrate of minimum settled depth of 80mm (or 60mm beneath vegetation blanket) – meets the requirements of GRO Code 2014.	0.7000	428	299.6
Flower-rich perennial planting.	0.7000	455	318.5
Rain gardens and other vegetated sustainable drainage elements.	0.7000	0	0
Hedges (line of mature shrubs one or two shrubs wide).	0.6000	0	0
Standard trees planted in pits with soil volumes less than two thirds of the projected canopy area of the mature tree.	0.6000	0	0

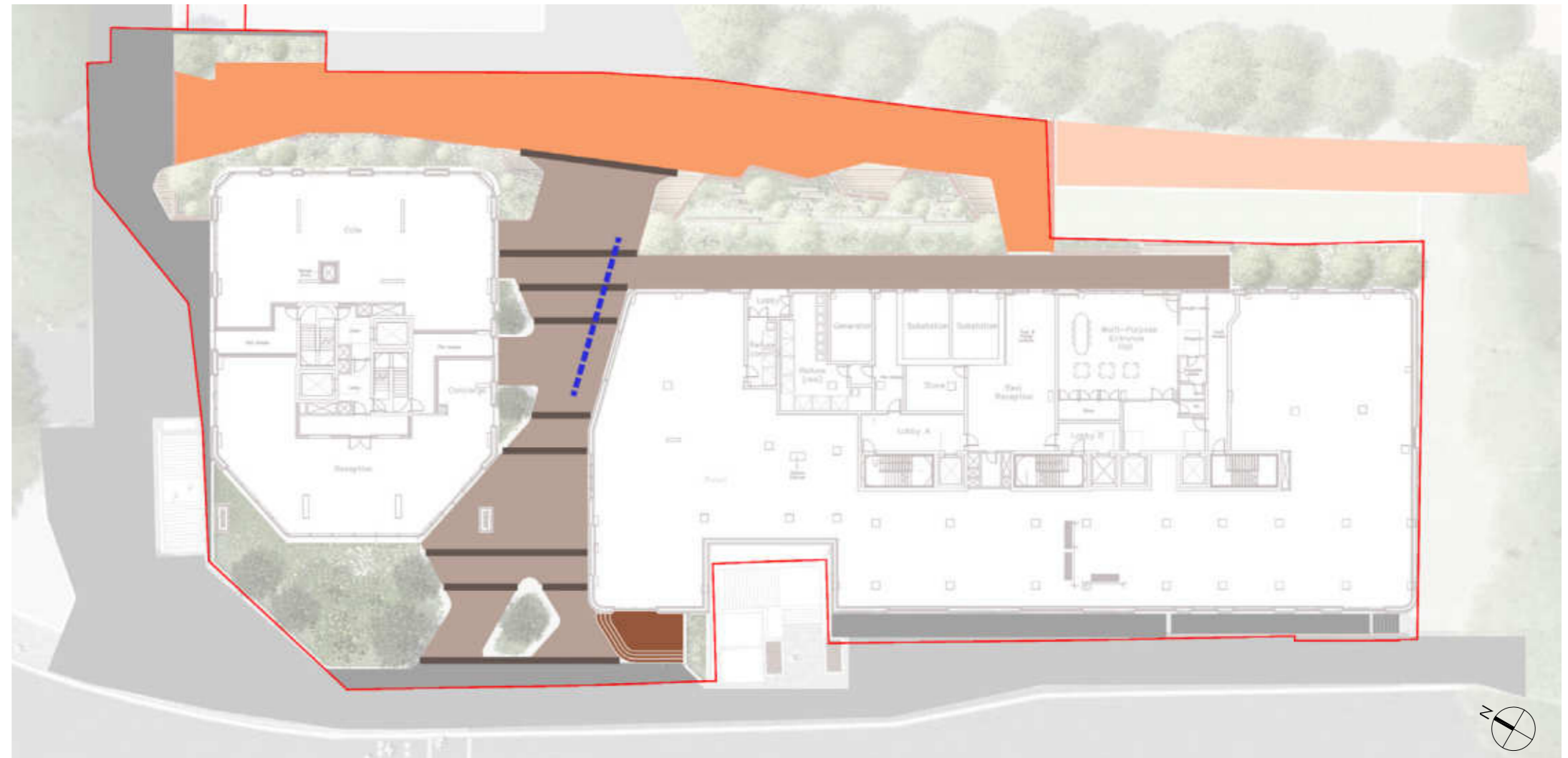
Green wall –modular system or climbers rooted in soil.	0.6000	9mx2.5m=22.5	13.5
Groundcover planting.	0.5000	0	0
Amenity grassland (species-poor, regularly mown lawn).	0.4000	0	0
Extensive green roof of sedum mat or other lightweight systems that do not meet GRO Code 2014.	0.3000	0	0
Water features (chlorinated) or unplanted detention basins.	0.2000	0	0
Permeable paving.	0.1000	0	0
Total contribution			1048.9
Total Site Area Total site area (m²)			4148.7
Urban Greening Factor			0.2500

8.15 Paving Strategy

A restrained and high quality palette of paving materials will enhance the character of the key spaces and define routes and places to pause. Surfacing materials have been selected to provide consistency with, and compliment, the local context.

The Park Frontage paving material will be a stone sett to compliment existing routes within the park. Dutch clay brick will help define the Avenue Road entrance and key route between the buildings, complimenting the brick facade of the new buildings and referencing the character of surrounding Conservation Areas. Brick banding will create rhythm moving through the space.

The podium garden paving will be in porcelain tiles in warm tones. Rubber surfacing will create a seamless surface suitable for impact attenuation of the play equipment. The surfacing for The Winch amenity space will be a robust finish suitable for external activities, the specification will be agreed with The Winch.



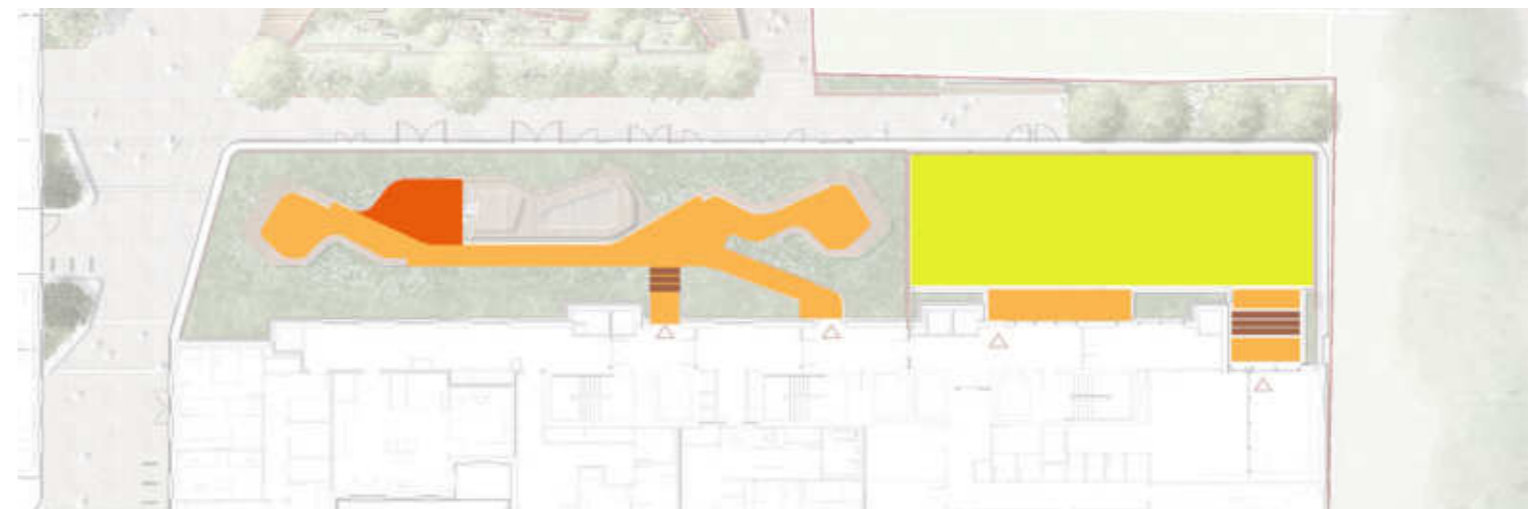
Ground floor materials strategy

Ground floor key

- Existing Camden street paving
- Proposed paving to match existing
- Existing Park Avenue paving
- Park Avenue paving to match existing tones
- Clay paving
- Clay paving banding
- Retail entrance paving
- Slot drain

Podium key

- Terrace paving
- Play surfacing
- Surfacing to the Winch outdoor area
- PCC steps



Podium materials strategy

8.15 Paving Strategy

Reference images



Natural stone to match existing



Natural stone to match existing



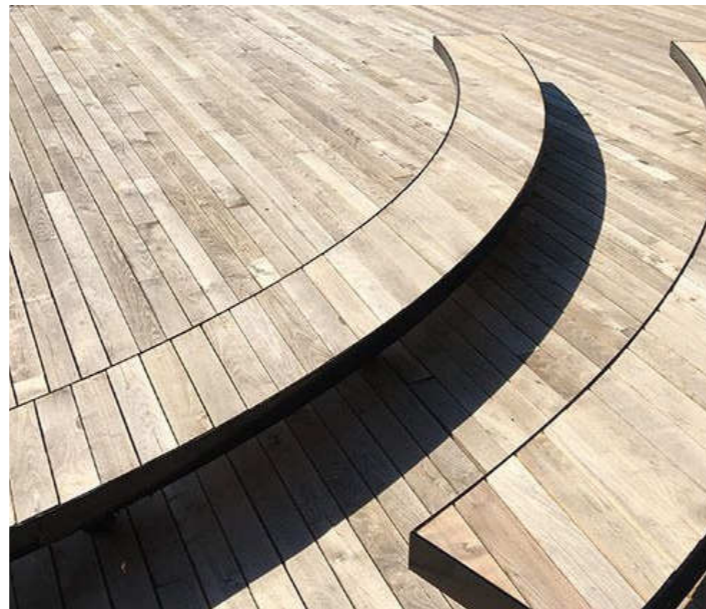
Clay paving, light gray



Brick banding



Porcelain paving



Decking



Play surfacing



Sports surface

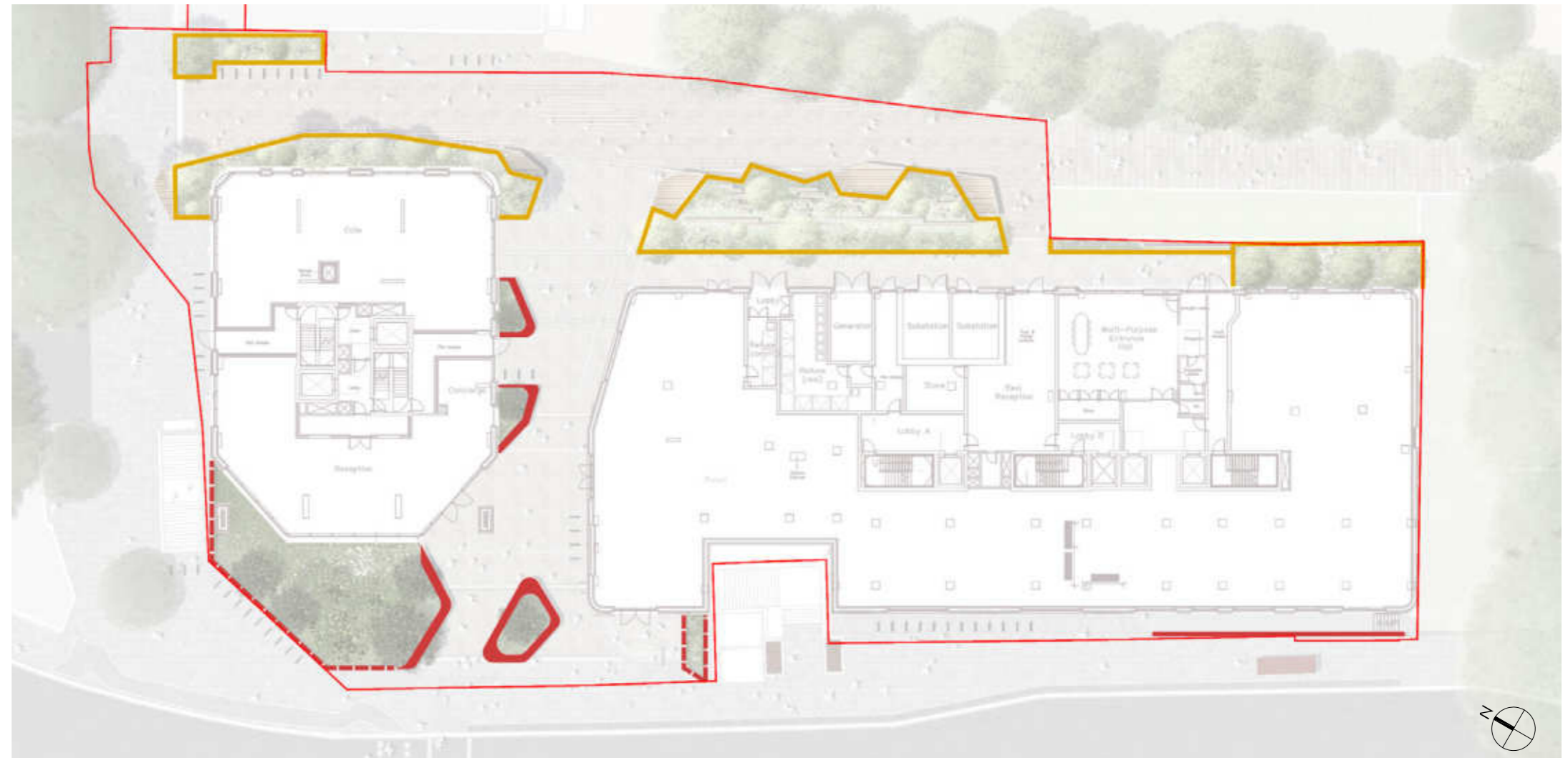
8.16 Edges Strategy

All edges to planters are designed to be playful and allow for a range of seating environments for people to dwell and socialise.

Seating to the Avenue Road frontage is formed using stone planters with a wide seating edge that slope down to ground level to form seamless edges to rain gardens.

Along the park frontage a sinuous brick edge forms a continuous play route, connecting to seating platforms and playful routes through planting. The brick wall will feature curved edges, variety in brick colour, texture and protruding headers making a dynamic and playful structure and contribute a distinct character to the park frontage

On the roof terrace, a raised steel planter will accommodate changes in level and provide the depth of growing medium required for planting. A steel structure with netting forms the edge to The Winch amenity space. A steel trellis is proposed on the boundary of The Winch and the residents garden to support climbing plants, contributing privacy and enhancing biodiversity.



Ground floor edges strategy

Ground floor key

- Raised stone seating edge
- Raised / flush stone edge
- Brick edge 50mm-600mm high

Podium key

- Raised steel planter
- Steel structure to Winch outdoor area
- Steel trellis to Winch boundary to support climbing plants
- Low wall



Podium edges strategy

8.16 Edges Strategy

Reference images



Brick planter edge design



Stone seating edge



rain garden edge



Raised steel edge



Fencing with climbing plants

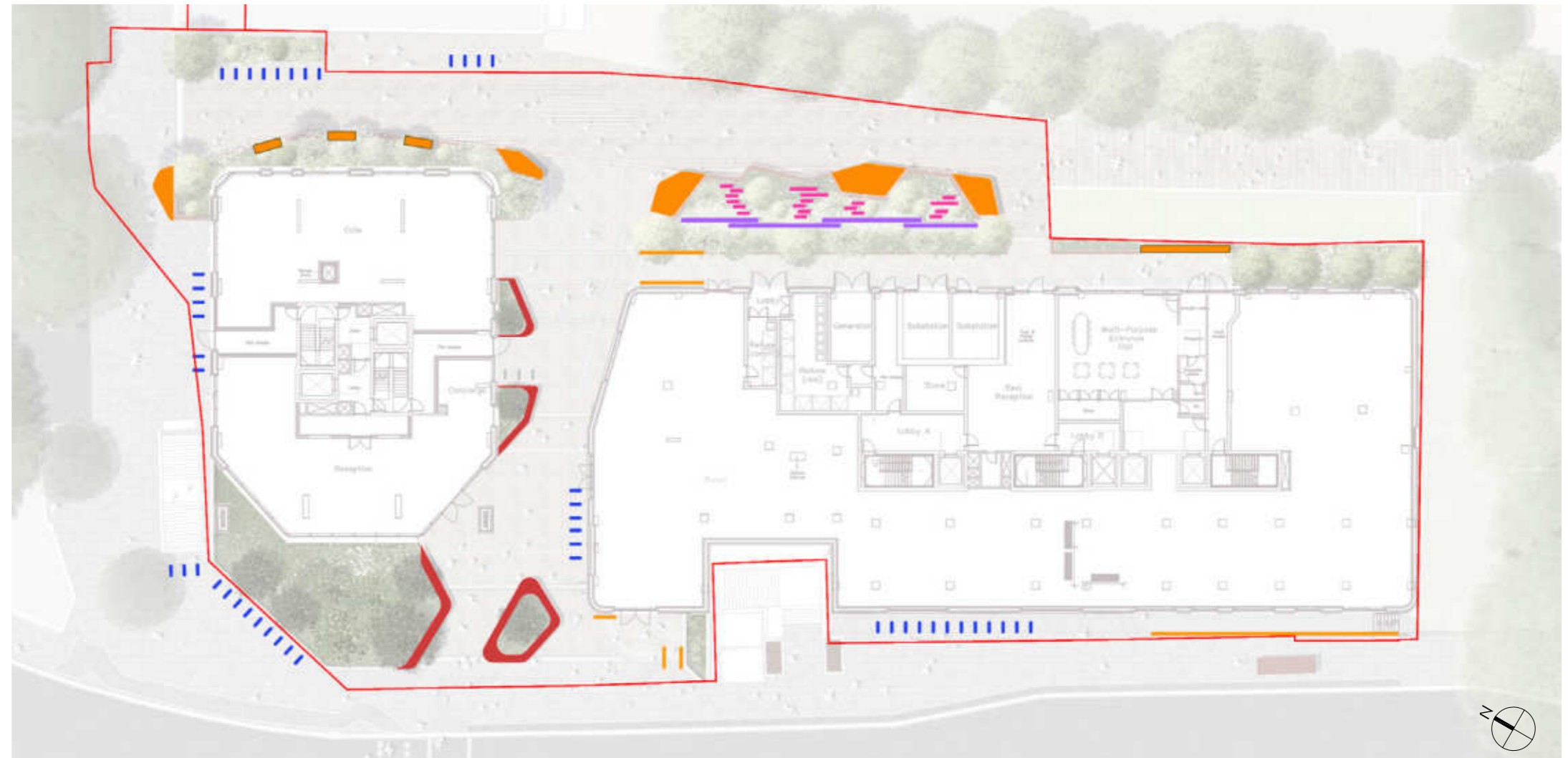
8.17 Furniture & Play Equipment Strategy

Street furniture has been selected to enhance the character of the different spaces and create opportunities for cohesion between the residents and wider community. Furniture to the public realm helps signal that it is a space for all to use and is designed to accommodate people of all generations.

Stone seating edges provide an opportunity for people to dwell in the Avenue Road entrances space, set back from the busy main road. On the park frontage, timber benches will provide comfortable seating opportunities for people to sit for longer periods. Backrests and arm rests will be incorporated along part of the length of the benches to make them usable for people of all abilities and deter rough sleepers. Seats expand into large timber platforms to allow larger groups to sit together and provide allow a flexibility of use. They can be used for people to sit together in groups, allow people to perch as well as informal play / role play / performance spaces as part of community activities.

Sensory play elements are integrated within the park frontage to animate the route and create an engaging space. Playful routes through planting are incorporated to encourage people to interact with the landscape. Cycle stands are located in convenient locations around the site, without creating street clutter.

A distinctive furniture palette is proposed to the podium garden, with a tiered seating platform located centrally in the garden with integrated play features. Curved brick benches with a timber top form sinuous seating forms.



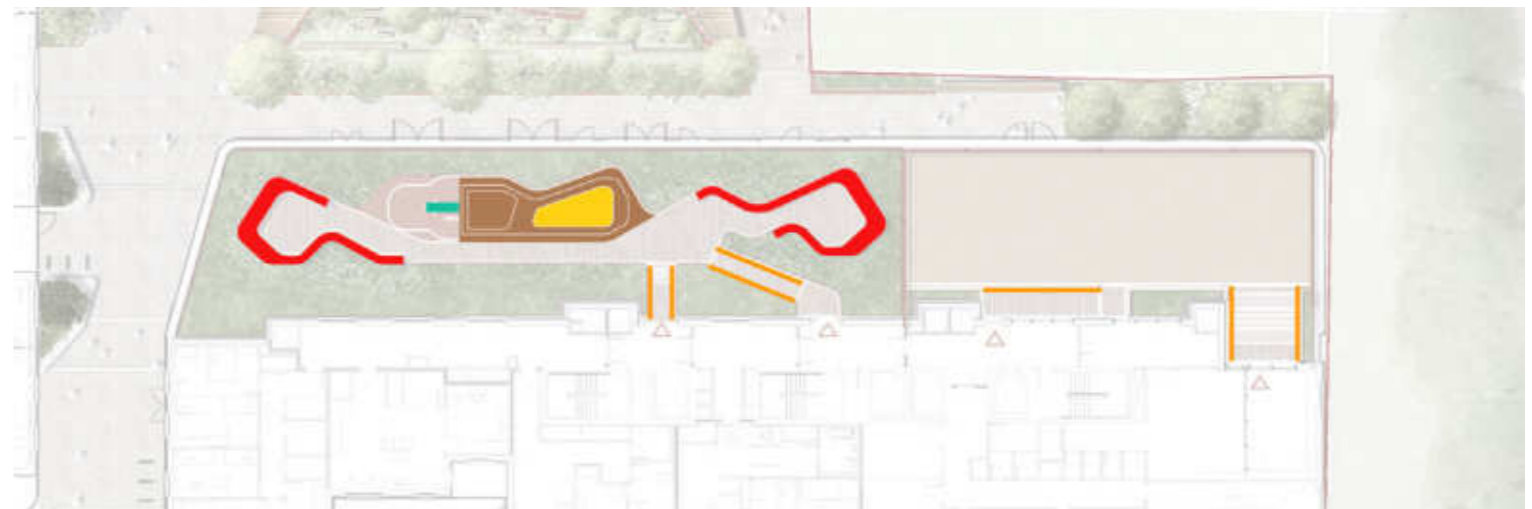
Ground floor furniture strategy

Ground floor key

- Stone seating
- Timber seating platforms
- ▬ Timber benches with backrest
- ▬ Cycle stands
- ▬ Stepping stones
- ▬ Timber bridge
- ▬ Steel balustrade

Podium key

- ▬ Brick & timber benches
- ▬ Timber platform, tiered
- ▬ Stainless steel slide
- ▬ Play net
- ▬ Steel balustrade



Podium furniture strategy

8.17 Furniture & Play Equipment Strategy

Reference images



Stone edge seating



Ground floor seating



Timber bridge



Stepping stones



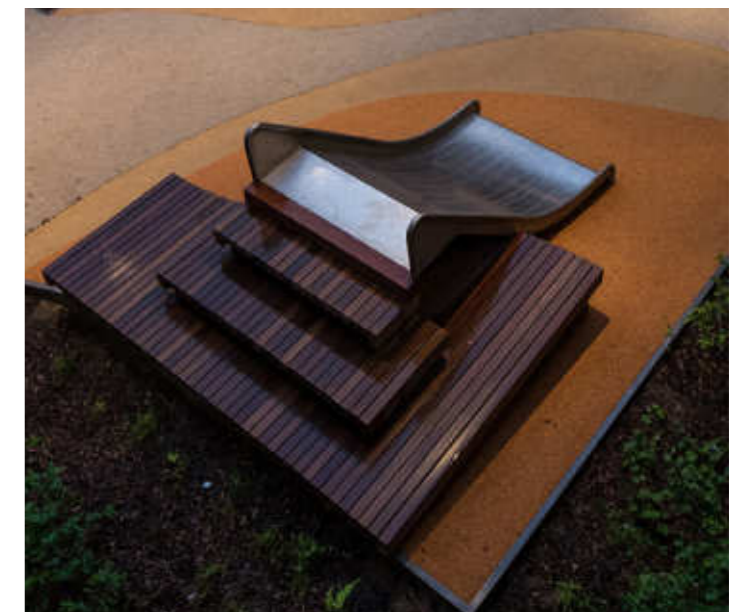
Sheffield stands



Brick seating



Podium timber platform



Podium timber platform

8.18 Planting Strategy

The planting strategy for the development is centred on enhancing biodiversity, promoting sustainability, and creating an inviting environment for both people and wildlife. The planting design draws inspiration from the change in character from the busy Avenue Road to the tranquil park frontage, with different planting palettes developed to respond and thrive in the differing spaces.

The Avenue Road entrance planting features ornamental grasses and perennials with a warm colour tone to compliment the red brick of the tower block. Species will be tolerant of pollution and enjoy the sunny aspect.

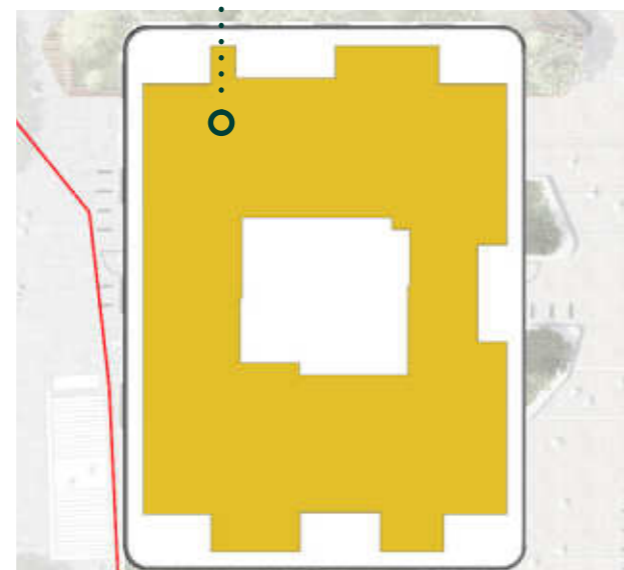
The park frontage planting palette will change to reflect the shadier conditions and to compliment the existing planting within the park. Planting will feature a cooler colour tones of perennials combined with lush green foliage of shrub species. Shrubs will be selected to reference the Conservation Area in the wider context and planting within the park.

Roof terrace planting will be drought tolerant and selected to thrive in exposed environments.

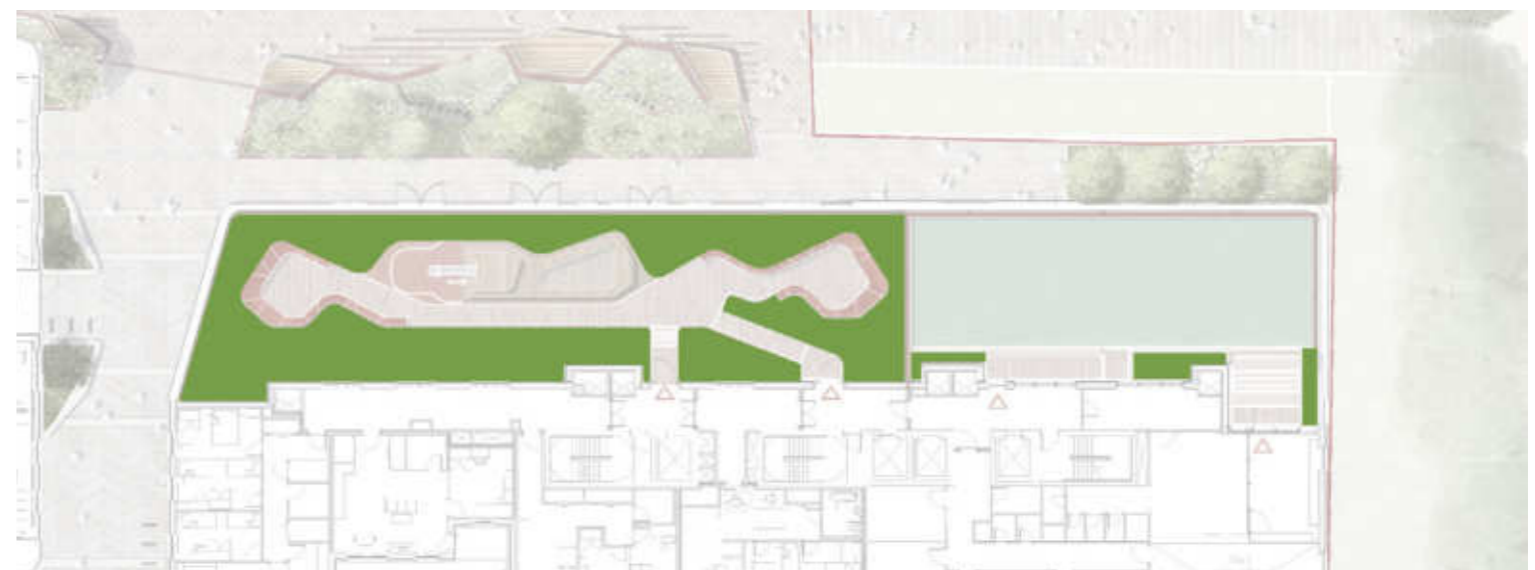
All of the planting areas to the ground floor are designed to contribute to a sustainable drainage strategy which can intercept surface water, seeing water as a resource rather than a threat. Tree canopies and street level planting provide shade, wind mitigation and habitats for wildlife.



Ground floor planting strategy



Biodiverse green roof



Podium planting strategy

Ground floor key

- Entrance planting
- Park Frontage planting

Podium key

- Terrace paving

Green roof key

- Biodiverse green roof, mix to include Jersey cudweed

8.18 Planting Strategy

Avenue Road Entrance

KEY



Pollinators



Butterflies



Birds

N

Native

Species	Ultimate Height (m)	Wildlife Benefits	Native	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	
Achillea 'Terracotta'	1-1.5															
Anemone x Hybrida 'Whirlwind'	1-1.5															
Agastache 'Blue Fortune'	0.5-1															
*Cornus sanguinea 'Anny's Winter Orange'	0.5-1		N													
Cornus alba 'Kesselringii'	1.5-2.5															
Echium vulgare 'Viper's bugloss'	0.5-1		N													
Hydrangea paniculata 'Confetti'	1-1.5															
Calamagrostis x acutiflora 'Karl Foerster'	1-1.5															
Miscanthus sinensis 'Morning light'	1-1.5															
Lavandula x intermedia	0.5															
Laphangium luteoalbum 'Jersey cudweed'	1.5-2		N													
Lonicera periclymenum 'Honeysuckle'	1.5-2		N													
Panicum virgatum 'Heavy Metal'	0.5-1															
Perovskia 'Bluespire'	1-1.5															
Phlomis tuberosa 'Amazone'	1-1.5															
Rudbeckia fulgida 'Goldsturm'	0.5-1															
Salvia x sylvestris 'Mainacht'	0.5-1															
Santolina rosmarinifolia	0.5															
Stipa gigantea	1.5-2															
Verbena bonariensis	1-1.5															
Veronicastrum virginicum	1-1.5															

8.18 Planting Strategy

Park Avenue

KEY



Pollinators



Butterflies



Birds

N

Native

Species	Ultimate Height (m)	Wildlife Benefits	Native	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Anemanthale lessoniana	0.1-0.5														
Anemone nemrosa	0.1-0.5		N												
Anemone x Hybrida 'Whirlwind'	1-1.5														
Astilbe 'Snowdrift'	0.5-1														
Brunnera macrophylla	0.1-0.5														
Deschampsia caespitosa	0.5-1														
Dryopteris affinis	0.1-0.5		N												
Echium vulgare 'Viper's bugloss'	0.5-1		N												
Euphorbia amygdaloides var. robbiae	1-1.5														
Galium odoratum	0.1-0.5		N												
Geranium phaeum	0.1-0.5														
Geranium sanguineum	0.1-0.5		N												
Helleborous foetidus	0.5-1		N												
Luzula sylvatica	0.5-1		N												
Matthiola bicornis 'Night scented stock'	0.1-0.5														
Pittosporum tobira	1.5-2														
Polystichum setiferum	0.5-1														
Sarcococca confusa	1-1.5														
Tiarella 'Spring Symphony'	0.1-0.5														
Veronicastrum virginicum 'Album'	1-1.5														
Viburnum tinus 'French White'	1-1.5														

8.18 Planting Strategy

Roof Terrace

KEY



Species	Ultimate Height (m)	Wildlife Benefits	Native	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	
Achillea 'Terracotta'	1-1.5															
Agastache 'Blue Fortune'	0.5-1															
Calamagrostis x acutiflora 'Karl Foerster'	1-1.5															
*Cornus sanguinea 'Anny's Winter Orange'	0.5-1		N													
Deschampsia caespitosa	0.5-1															
Helenium 'Moerheim Beauty'	0.5-1															
Kniphofia 'Tawny King'	1-1.5															
Miscanthus sinensis 'Morning light'	1-1.5															
Lavandula x intermedia	0.5															
Panicum virgatum 'Heavy Metal'	0.5-1															
Persicaria amplexicaulis 'Firetail'	1-1.5															
Phlomis russeliana	1-1.5															
Pittosporum tobira	1.5-2															
Rudbeckia fulgida 'Goldsturm'	0.5-1															
Salvia x sylvestris 'Mainacht'	0.5-1															
Santolina rosmarinifolia	0.5															
Verbena bonariensis	1-1.5															

8.19 Trees Strategy

The density of tree canopies is important in improving air quality, filtering dust particles, and reducing sulphur dioxide and nitrogen dioxide. A varied tree palette will help provide disease resilience, promote biodiversity as well as create dramatic seasonal delight through the variations of colours, heights and forms.

Thirty-six new trees are proposed across the site, selected to create a layered canopy structure from very large trees that will mature upwards of 20 metres down to smaller multi-stem trees that will not exceed 8m in height.

Larger specimen trees, such as Liquidambar and Freeman Maple are proposed at the Welcome Yard and Colour Courtyard, where the large forms and striking autumn colour will create a focal point in the distance when viewed from Wembley High Road. Smaller native multi-stem trees and clear stem trees with a light dappled canopy contribute to the railway planting narrative along the Ribbon Gardens, as well as improving the human scale of the space.

The extant permission provided for the planting of 7 new trees within the site boundary, whereas the current proposal increases this number significantly to 36 new trees.

Species

T1	<i>Metasequoia glyptostroboides</i>
T2	<i>Acer x freemanii</i> 'Armstrong'
T3	<i>Gleditsia triacanthos</i> 'Skyline'
T4	<i>Quercus palustris</i>
T5	<i>Liquidambar styraciflua</i>
T6	<i>Tilia cordata</i>
T7	<i>Acer campestre</i> 'Streetwise'
T8	<i>Prunus</i> 'Umineko'
T9	<i>Betula pendula</i> - raised multi stem
T10	<i>Corylus avellana</i> - raised multi stem
T11	<i>Sorbus aucuparia</i> 'street wise' (Rowan)
T12	<i>Amelanchier lamarckii</i> - raised multi stem
T13	<i>Cornus mas / kousa</i> - raised multi stem
T14	<i>Crataegus persimilis</i> 'Prunifolia' - raised multi stem
T15	<i>Hamamelis x intermedia</i> 'Arnold Promise' - raised multistem

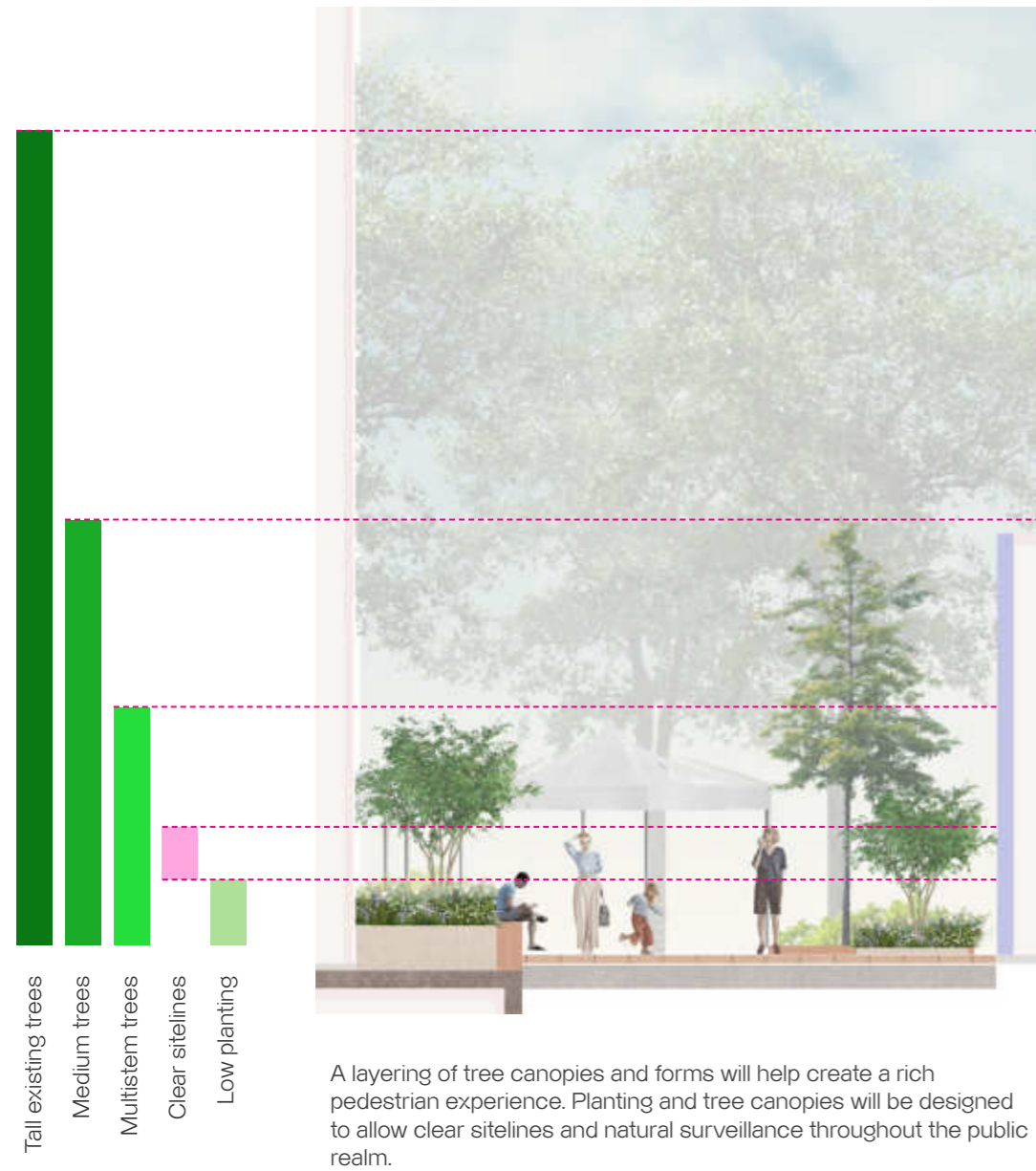


Ground floor planting strategy

Typology

- Avenue Road Entrance
- Park Frontage
- Feature trees

8.19 Trees Strategy



● Avenue Road Entrance



Metasequoia glyptostroboides (Dawn Redwood)



Acer freemanii 'Armstrong' (Freeman Maple)



Gleditsia triacanthos 'Skyline' (Honey Locust)



Acer campestre 'Streetwise' (Field maple)

● Park Frontage



Betula pendula - multi-stem (Downy Birch)



Prunus 'Umineko' (Downy Birch)



Corylus avellana - raised multi-stem (Hazel)



Cornus mas - multi-stem (Cornelian cherry)

8.20 Lighting Strategy

The design intent is to provide lighting throughout the public realm, ensuring that spaces feel safe to use at all times and lighting is kept to a low uniform level which does not interfere with local wildlife.

Large multi-headed lighting masts are used to act as focal points and way-finding tools at these key arrival points from Avenue Road. These feature column lights also act as the termination points for the feature lights which weaves through the play routes space along Park Avenue.

The use and attraction of light allows the playable landscape features to be used after dusk, providing a site specific approach that gives unique experiences for children and families.

Key trees will be up-lit to emphasise their impact on the appearance of the space.

The podium garden will use a combination of lighting to furniture and bollard lighting. Lighting spill from adjacent amenity spaces will also help to illuminate and animate the podium garden.



Ground floor planting strategy

Ground floor key

- Feature light columns
- Building mounted lights
- Lighting bollards/feature lighting to play route within planting
- Seating underlight
- Brick planter wall lighting
- Lighting to trees and planting
- Architectural lighting treatment

Podium key

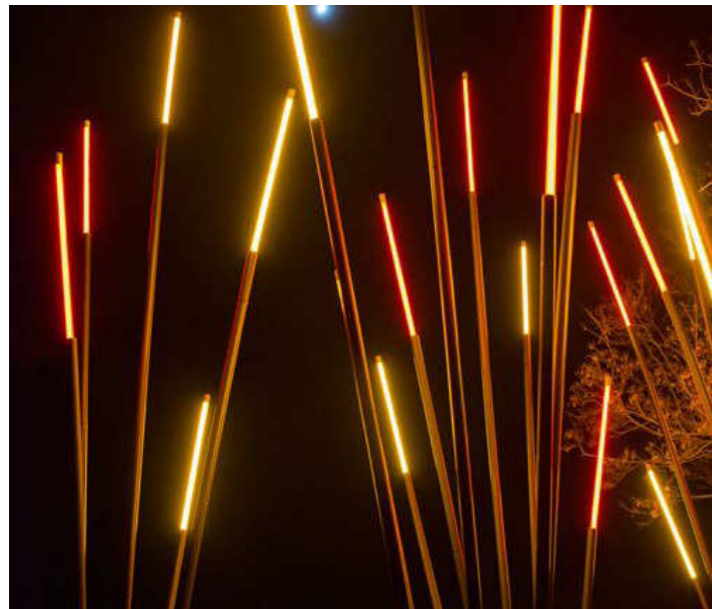
- Lighting bollards/feature lighting to play route within planting
- Seating underlight



Podium planting strategy

8.20 Lighting Strategy

Reference images



Bollard lighting & lighting within planting



Light columns



Seating underlight



Brick planter wall wash lighting

9.0

Technical Considerations



9.1 Building Access Strategy

Façade Cleaning and Maintenance

Façade Cleaning and Maintenance

The primary means of accessing the façade is through abseiling or rope access methods. For areas such as the ground floor façade beneath the overhanging soffits along Avenue Road and the façade of the lower building at Level 6 adjacent to the courtyard is planned to be at grade level. Additionally, façade elements located within balcony areas are intended to be accessed at grade from the balcony itself, with tenants being responsible for their upkeep, which is common practice

Please refer to the key for specific access locations and methods.

Key:

- Rope Access / Abseil
- By Residents via balcony
- MEWP / ladder access from ground
- Rope access by the community space operator



Rope access façade maintenance example



MEWP access from external landscaping



South West Elevation
Avenue Road

9.1 Building Access Strategy

Façade Cleaning and Maintenance

Key:

- Rope Access / Abseil
- By Residents via balcony
- Landlord via internal corridor
- MEWP / ladder access from ground
- Rope access by the community space operator



North East Elevation
Open Space

North West Elevation
Eton Avenue

South East Elevation
Park Walkway

South East Elevation
Between Buildings

9.2 Energy & Sustainability

The proposed energy strategy will provide a fossil fuel free solution which achieves an increased carbon reduction on previous energy strategies, from 29% to 77%.

Proposed energy strategy

Energy strategy for the scheme will be compliant with the London Plan 2021 Policy SI 2 'Minimising greenhouse gas emissions' energy hierarchy and London Borough of Camden Local Plan policy. The scheme will be modelled against Part L1A 2021, a sample selection of SAPs will be modelled in against SAP10.2. The commercial elements are modelled against Part L2A 2021 in IES under Simplified Building Energy Model (SBEM).

An overview of the options considered in the revised proposals in-line with

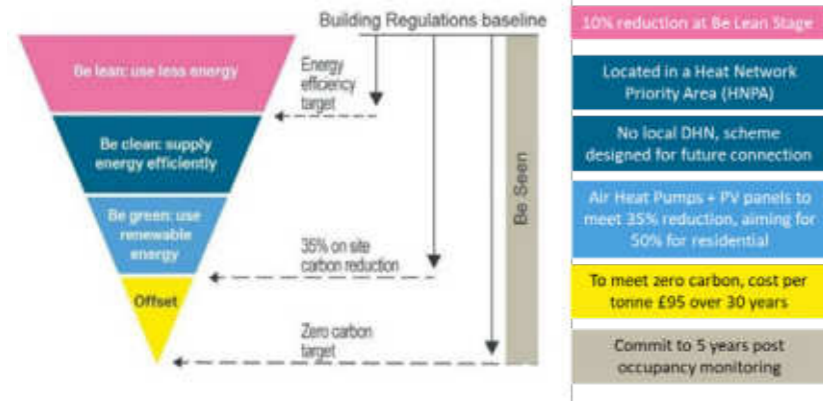


Figure 1: Energy hierarchy showing proposed strategy for 100 Avenue Road

Be Lean

- The scheme will adopt passive design measures and a fabric first approach with excellent U-values and thermal bridging details.

Be Clean

- The London Heat Map shows there are no DHN in close proximity to the scheme
- The energy hierarchy requires future connection to a district heating system, the scheme has been designed with sufficient plantroom space to allow for future connectivity.
- The Winch and supermarket will have a separate VRF system

Be Green

The proposal seeks to install Air Source Heat Pumps (ASHP) on the roof of the building and maximise the space for PV panels.

- ASHP on the roof will provide heating and hot water, an ambient loop is proposed

- Ambient loop ASHP can efficiently provide heating and cooling by removing excess heat from one dwelling back into the loop for other dwellings to utilise
- Ambient loop cooling to be used for the tower block and MVHR with tempered air in the lower block to mitigate overheating risk.
- The commercial units will be provided with capped connections from the buildings heating and cooling network.
- The area available for PV panels on the roof will be maximised

Be Seen

- In-line with the London Plan guidance the scheme will monitor, verify and report on energy performance
- The first stage of reporting at planning submission stage includes providing accurate and verified estimates of each of the performance indicators of each reporting stage through the appropriate 'be seen' reporting template.
- This is then repeated at As Built stage (RIBA Stage 6) and then the first five years of occupation.

Meeting the London Plan – top level estimates

- The scheme endeavours to meet the onsite requirement to meet 35% carbon reduction with the remainder paid to the carbon offset fund. It will aim towards the benchmark carbon reduction of 50% for the residential units.
- The scheme will aim to achieve at least 10% carbon reduction at the Be Lean stage for the residential units and 15% for the commercial
- As confirmed in the GLA energy assessment cover note, initially, non-residential developments may find it more challenging to achieve significant on-site carbon reductions beyond Part L 2021 to meet both the energy efficiency target and the minimum 35 per cent improvement.
- This is because the new Part L baseline now includes low carbon heating for non-residential developments
- However, it has been shown that this scheme follows the energy hierarchy to maximise carbon savings before offsetting is considered.
- The cost per tonne of carbon is £95/tonne over 30 years.

Overview of revised strategy

The proposed scheme will be compliant with London Plan 2021 in line with the energy hierarchy and future proofed for the Future Homes Standard which is due for release in 2025.

There will be a fabric first approach with low U-values, air permeability and excellent thermal bridging, ensuring the energy use of the building is reduced as much as possible before the addition of low carbon technologies. The scheme will be connectable to a future heat network. A highly efficient ambient loop air source heat pump (ASHP) will provide heating, hot water and cooling where required. The roof will be maximised with photovoltaic panels.

Carbon reduction on site will be prioritised, targeting at least 50% overall, with the remainder to meet net zero paid as the carbon offset payment.

Summary of benefits

The amended scheme will provide an increased carbon reduction from the previously approved energy strategy. It will move away from reliance on fossil fuels and be a fully electric scheme, taking benefit from low carbon heating through ambient loop ASHP. The ambient loop will be reversible, enabling heat to be recovered to ensure the highest possible efficiencies, and removing the need for a separate cooling system.

Overall there are significant benefits above the previously approved position and therefore the changes to the energy and sustainability strategy should be welcomed.

9.3 Fire Strategy

Summary

The fire strategy for 100 Avenue Road, prepared by Ashton Fire at RIBA Stage 2, outlines the current design risks and provides necessary guidance that should be followed for the development to adhere to the Building Regulations 2010 and the London Plan 2021. This strategy focuses on safeguarding residential, retail, and community spaces, providing robust provisions for fire detection, evacuation, and firefighting access.

The scheme comprises a 28-storey Tower Block (B, G+26) with residential units and a ground-floor retail area, alongside a 9-storey Lower Block (B, G+7) accommodating additional residential units, community space, and retail areas. Both buildings incorporate protected cores, firefighting/evacuation lifts, and mechanical smoke ventilation systems.

Active fire safety systems play a central role in the strategy. Automatic fire detection and alarm systems that are to be compliant with BS 5839 are integrated, alongside evacuation alert systems (BS 8629) for residential areas. Sprinklers are provided throughout, with BS 9251 systems for residential units, BS EN 12845 systems where required for non-residential areas. Smoke ventilation is achieved through mechanically ventilated corridors and lobbies, to be demonstrated through CFD modelling.

Passive fire safety measures ensure the containment and resistance to fire spread. Structural fire resistance is designed to meet minimum requirements, with 90 minutes for the Lower Block and 120 minutes for the Tower Block. The use of fire-resisting walls, floors, fire stopping and cavity barriers would limit the spread of fire and smoke.

The evacuation strategy has been tailored to the specific uses within the development. A stay-put strategy is adopted for residential units, while non-residential spaces, including the community space and retail areas, will follow a simultaneous evacuation plan. To support mobility-impaired persons, evacuation lifts and protected refuge areas are provided. The community space's atria include smoke reservoirs and ventilation systems to ensure safe evacuation in the event of a fire.

Firefighting access and facilities have been designed to meet the guidance in ADB/ BS 9999 depending on the use. Firefighting shafts, lifts, and lobbies are incorporated into both buildings, with vehicle access provided within 18 meters of fire main inlet points and building entry points. Hydrants, wet rising mains, and dry risers ensure adequate water supplies for firefighting. Additionally, external walls are designed to meet (the minimum) A2-s1, d0 classification in accordance with BS EN 13501-1, preventing flame spread and ensuring the building's exterior is compliant with Regulation 7(2), unless exempted by Regulation 7(3).

The fire strategy addresses the unique challenges of a high-rise building and mixed-use development with further refinement planned during RIBA Stage 3.

9.4 Transport & Servicing

Summary

The Proposed Development will bring forward significant public realm improvements, creating high quality publicly accessible space, greening with seating, cycle parking, routes through to the Swiss Cottage Open Space and north to south connectivity improvements between Eton Avenue and the Swiss Cottage Library and Leisure Centre.

Pedestrian access can be taken via the public realm from Eton Avenue, Avenue Road and from the Swiss Cottage Open Space, with level or ramp access provided throughout.

Retained as per the previous office building at the Site, and the implemented permission, vehicle access to the Site will be provided from Eton Avenue at ground floor level, utilising the public realm to be delivered, as well as via a retained vehicle ramp to basement level, also accessed from Eton Avenue.

The servicing strategy for the Implemented Permission receives deliveries from the on-site at-grade courtyard, accessible from Eton Avenue, with smaller delivery vehicles (small vans, cars and motorcycles) making use of the basement car park area, accessed from Eton Avenue. This strategy has been retained as part of the Proposed Development.

During market operation hours, deliveries where possible, will be managed to be undertaken by small vehicles able to utilise the basement level, where a loading bay has been provided. Deliveries by larger vehicles will be programmed to arrive to the Site before 10:00 and after 17:00 so as to avoid arriving during market operation, allowing access to the at grade servicing area.

The proposals will deliver on-site basement level car parking for blue badge holders only, with 8 spaces to be delivered in line with London Plan requirements for the residential use. This represents a 3% parking to residential unit ratio.

The Proposed Development will provide cycle parking for residential use in line with the Implemented Permission, with additional residential units provided above the Implemented Permission provided with cycle parking in line with current London Plan standards. Cycle parking for the retail and community uses will be provided in line with current London Plan standards, as will short-stay for all uses. The below table summarises cycle parking provisions against the Implemented Permission.

Use Class	Implemented Permission		Proposed Development	
	Long-stay Cycle Parking	Short-stay Cycle Parking	Long-stay Cycle Parking	Short-stay Cycle Parking
Tower Block Residential	174 spaces	Not defined for each block	236 spaces	7 spaces
Lower Block Residential	66 spaces		96 spaces	
Retail	Not defined for each block		7 spaces	60 spaces
Community			1 space	14 spaces
Total	240 spaces	48 spaces	340 spaces	81 spaces

Long-stay cycle storage will be provided within separate stores for each residential building, with the community and retail uses provided with cycle parking internally within their space. Cycle storage has been designed in line with London Cycle Design Standards (LCDS) and includes accessibly cycle parking.

Short-stay cycle parking will be provided on-site across the public realm to be provided, all at ground floor level externally.

Waste storage will be provided across the Development individually for each use. The residential element of the Tower will be provided with a dedicated waste store located at basement level, with residents making use of a waste chute system, removing the need for residents to travel to the waste store. Waste from basement level will then be taken by Site Management to a level holding area at the vehicle ramp, before waste is then taken up to street level prior to collection using a bin tug. This will see collection take place from Eton Avenue.

The residential element of the Lower Block will be provided with a ground floor waste store located adjacent to the courtyard to allow direct collection without the need for management. The commercial uses and the community use will all be provided with ground floor waste storage capacity within the respective units, all of which will be located directly accessible to the courtyard area for direct collection.