5.2 Approved Massing Envelope and Architecture

Principles established by the Extant Permission

The approved massing envelope and architectural principles for the site are defined by the extant permission. This establishes the parameters for envelope, in terms of height and scale, providing a framework within which future revisions must operate.

Extant Tower Building Height

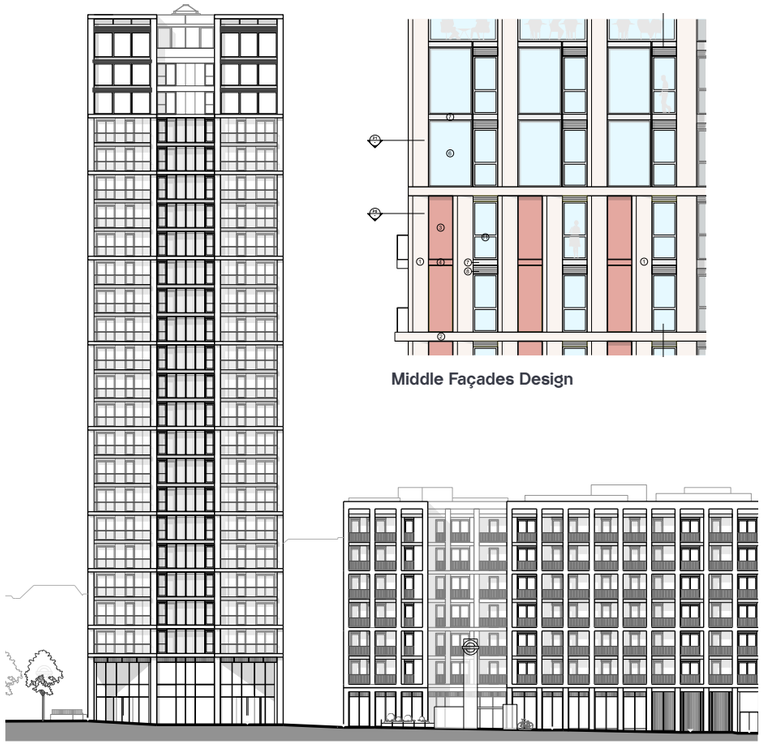
- Parapet Level at +138.19 AOD
- Ground + 23 storeys

Extant Lower Building Height

- Parapet Level at +82.465 AOD. Plant to roof above parapet level
- Ground + 6 storeys

Extant Architecture

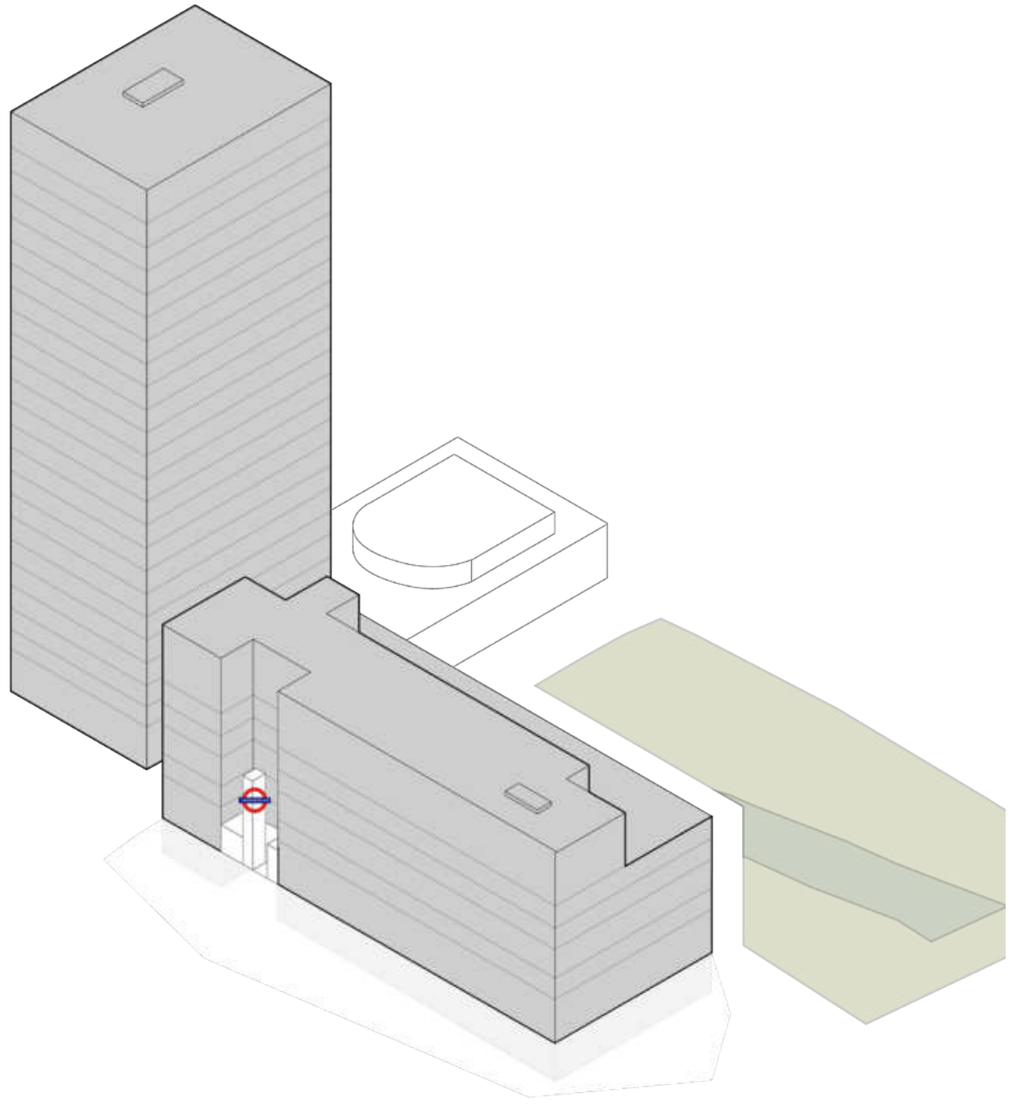
While the aforementioned parameters guide the development, the evolving needs of the built environment challenge the adequacy of the approved design. The façades are expressed within a rigid grid of pre-cast concrete with far too much full height glazing, an outdated 10-year-old design and not appropriate to current building regulations with a detrimental impact on overheating and the built environment.



Avenue Road Elevation (NW) Façades Design

Middle Façades Design

Approved Architecture



Approved Massing Envelope

5.2 Approved Massing Envelope and Architecture

Townscape Views

The massing of the extant permission was previously assessed from a range of verified view locations. These views have been replicated in the Heritage, Townscape, and Visual Assessment (HTVIA), prepared by Turley and submitted with this s.73 application.

The maximum height and massing parameters established under the extant permission remain unchanged. However, changes to the architectural treatment of the façades have been introduced and are reassessed within the updated HTVIA.

LVMF 5A.2

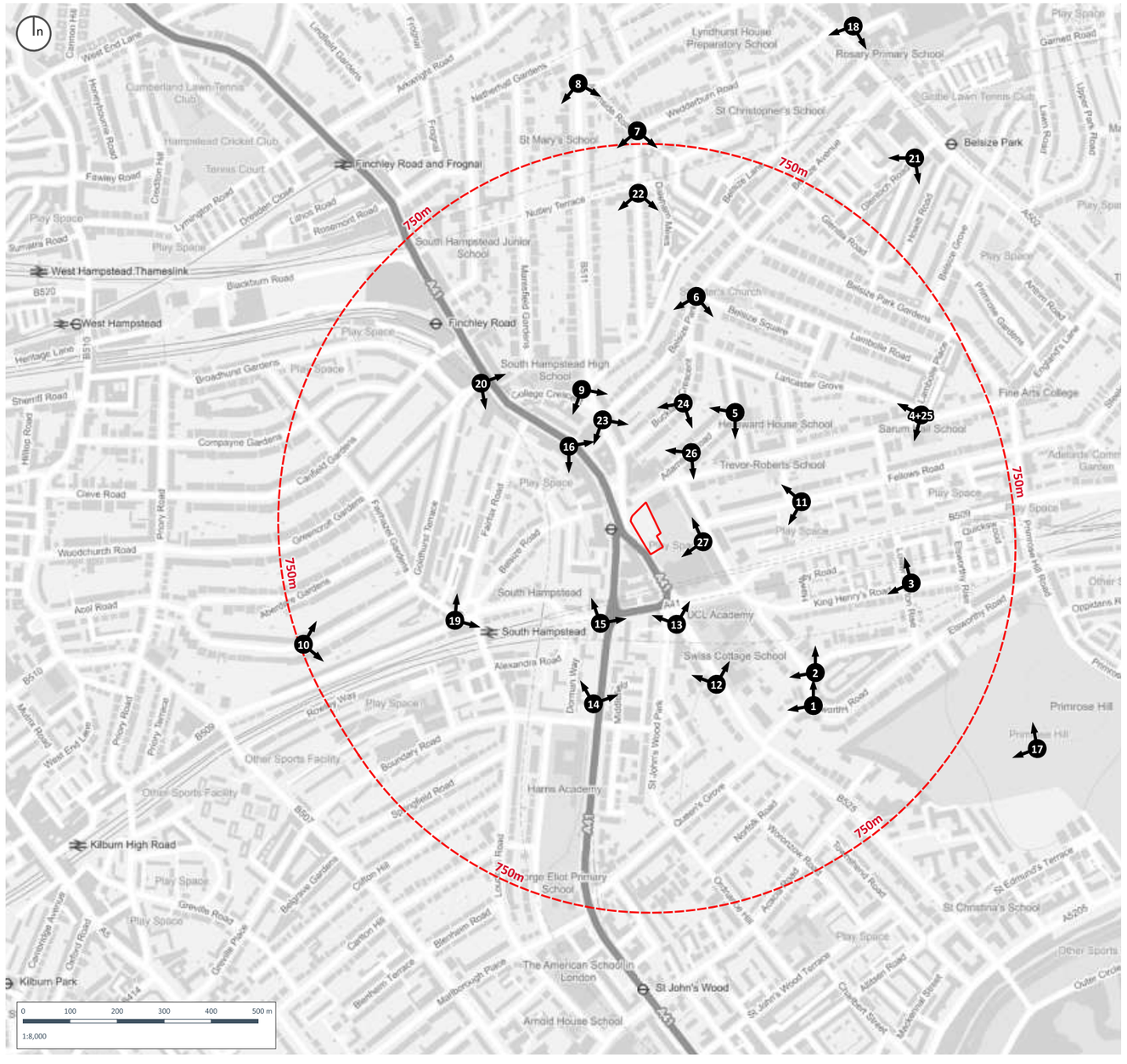
View 1 - Elsworthy Road

View 6 - Belsize Park

View 13 - Avenue Road North

View 4 - Eton Avenue

View 15 - Finchley Road/ Adelaide Road



5.3 Improved Floor to Floor Efficiencies

Introducing additional floors within consented massing

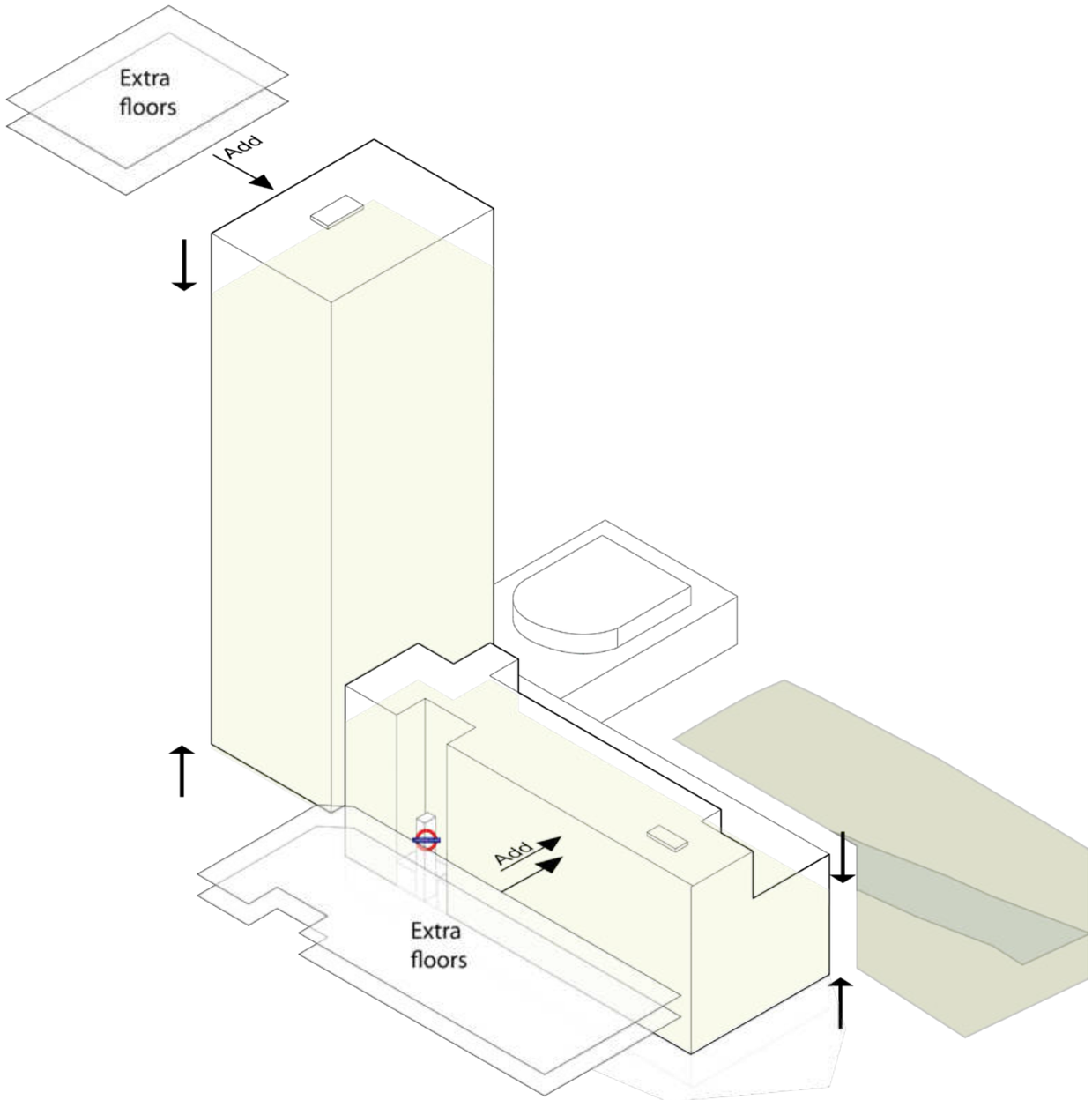
Within the approved massing, the floor-to-floor heights have been reduced to accommodate additional levels.

Despite this adjustment, the design will meet all required clear ceiling height standards, ensuring that the quality of the homes is not compromised. This has been achieved through the optimisation of structural and servicing zones. As a study example on a typical floor, significant optimisations have been achieved in both the tower and lower buildings, enhancing efficiency and sustainability without compromising functionality.

In the tower building, a total per floor reduction of 250mm floor to floor has been realized. This includes a 100mm reduction in floor build-ups and a 50mm decrease in structural slab thickness. The thinner slab not only enhances structural efficiency but also contributes to carbon savings by reducing material usage. The services zone has been maintained, ensuring maximum design flexibility and functionality. The overall reductions allow for two levels to be added within the same height massing.

In the lower building, a total per floor reduction of 260mm floor to floor has been achieved. Similar to the tower, floor build-ups have been reduced by 100mm. Additionally, the structural slab thickness has been decreased by 25mm, and the services zone has been streamlined with a 35mm reduction. These changes improve overall efficiency while maintaining the required functional performance of the building. The overall reductions allow for one level to be added within the same height massing.

These optimisations collectively enhance the sustainability and practicality of the design, aligning with modern construction standards and environmental goals. Analysis of the resulting quality of the residential apartments is provided within the Daylight, Sunlight and Overshadowing Report and Overheating Assessment submitted as part of this application.



Improved Floor to Floor Efficiencies

5.3 Improved Floor to Floor Efficiencies

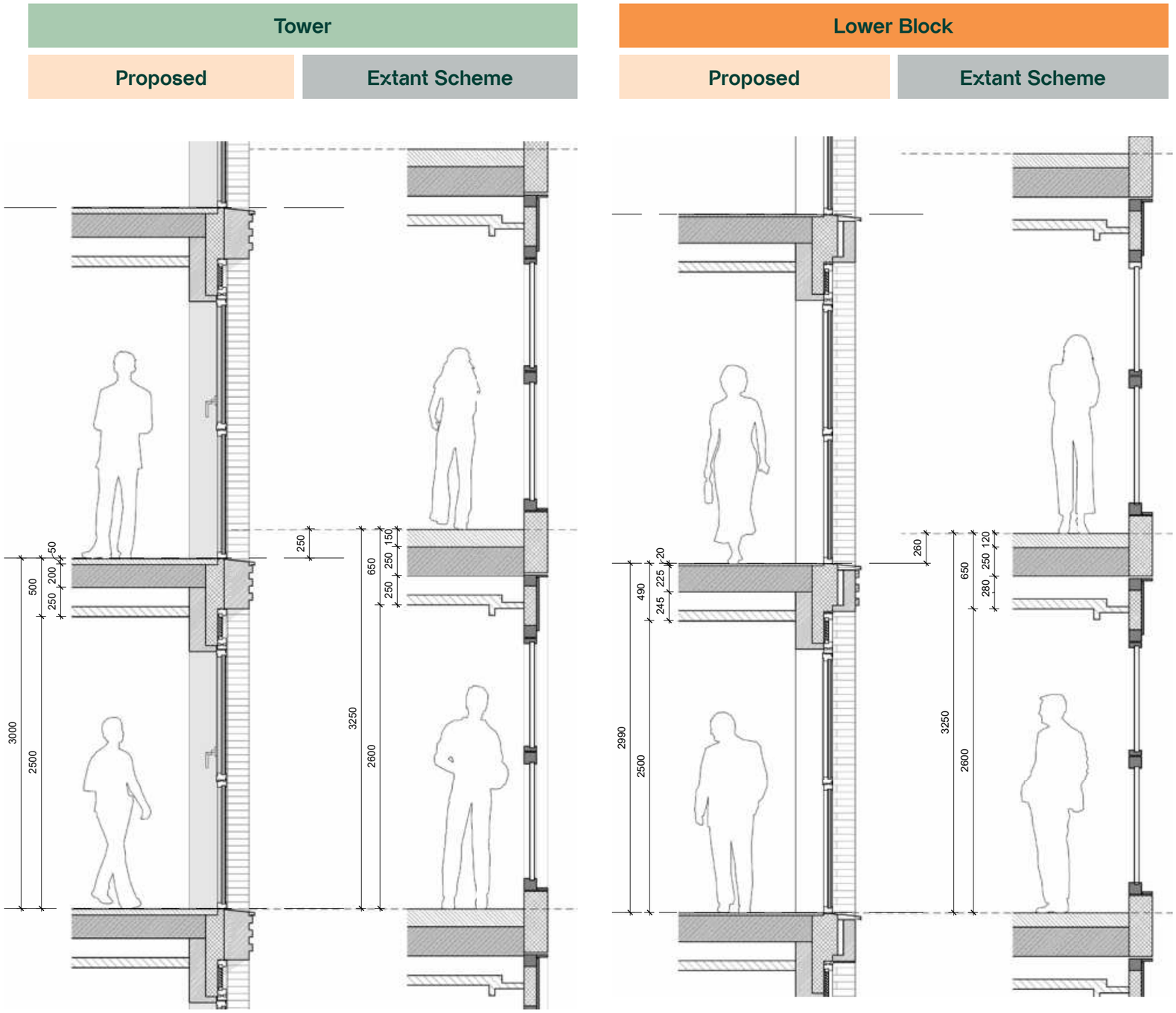
Typical Section Study

This optimisation is achieved through improvements to the structural and servicing zones, as outlined below:

- **Reduced Floor Finish Zone:** Minimising the thickness of the flooring materials.
- **Reduced Slab Depth**: Utilising a Post-Tensioned (PT) concrete slab to decrease the overall slab thickness.
- **Reduced Services Zone:** Streamlining the space allocated for building services.
- **Reduced Ceiling Height**: Slightly lowering the ceiling height while maintaining required clearances.

As a result, the floor-to-floor heights are reduced by 250mm for the Tower and 260mm for the Lower Building, creating a more efficient design without compromising residential quality.

The resulting floor-to-ceiling heights are 2.5m, fully complying with the GLA's Housing Design Standard, which requires a minimum ceiling height of 2.5m for at least 75% of the GIA.



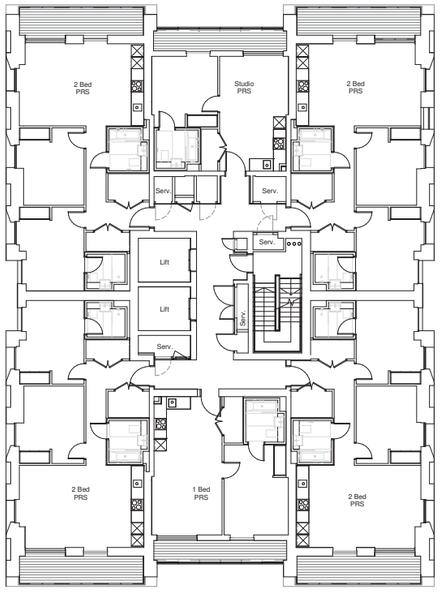
5.4 Layout Rationalisation and Second Staircases
Improving Fire Safety

Layout Rationalisation and Second Cores

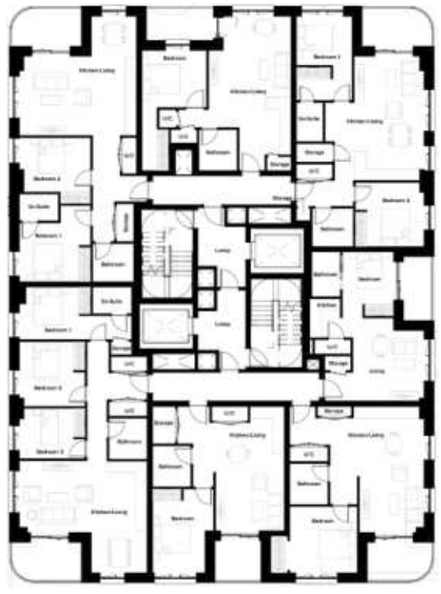
In collaboration with the Fire Engineers, Ashton Fire, the updated layouts have been developed to fully meet requirements of the latest Approved Document B, addressing the inadequacies of the extant scheme in meeting these standards. To comply with fire regulations, a second stair core has been incorporated into the tower building, achieved within the constraints of the as-built basement structure.

In the lower building, the stair cores have been rationalised, with access provided at the park-side, for the affordable homes and the community space. This relocation ensures the residential entrance and the entrance to the community facility are positioned away from the busy Avenue Road, offering a quieter, greener and safer environment that is more conducive to community-focused activities and the well-being of residents and young people.

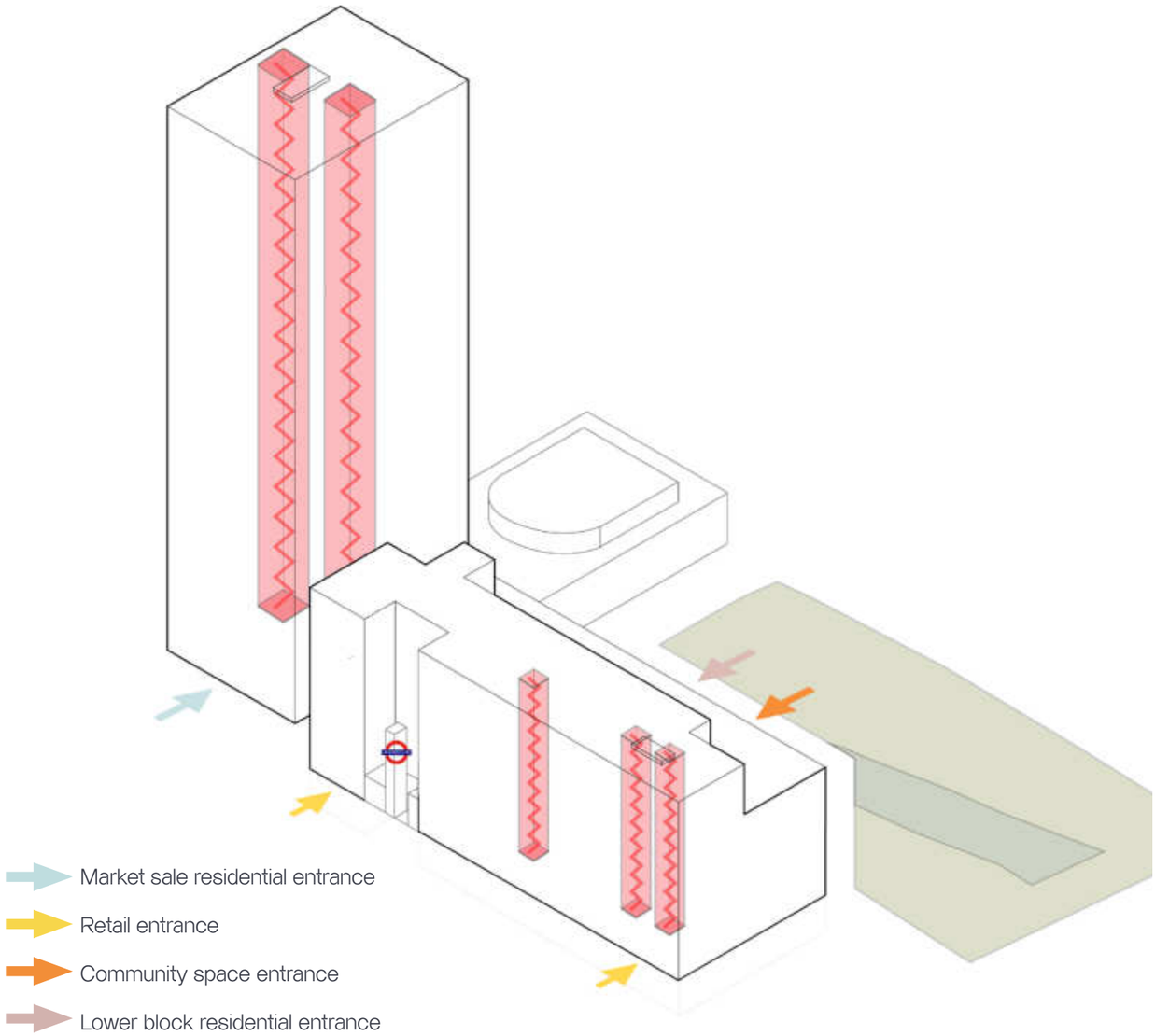
Plant and back-of-house facilities have been relocated away from the Red Route designated Avenue Road for better servicing access. These changes allow for enhanced retail access from the main thoroughfare, with retail spaces now extending and wrapping around to the park side, improving connectivity and engagement with the surrounding area.



Extant Typical Upper Floor - Tower Plan



Proposed Typical Floor - Tower Plan



Layout Rationalisation & Second Cores

5.4 Layout Rationalisation

Analysis of Extant Ground Floor

Lower Building

The extant ground floor plan of the lower building presents several challenges that require reconsideration to enhance functionality, accessibility, and community engagement. The TfL Red Route along Avenue Road does not allow for routine access to the residential refuse stores and maintenance of the substation. These back of house facilities flank a narrow corridor-like entrance serving the intermediate and affordable homes, creating a less-than-generous residential entry experience.

Additionally, the community space entrance is situated along the busy road junction, an inappropriate and unsafe location for the children using the space, given the high traffic and noise levels. A second entrance for Discount Market Rent (DMR) units, located on the north elevation, results in segregated access for different tenures, further contributing to a fragmented layout and poorly designed commercial space.

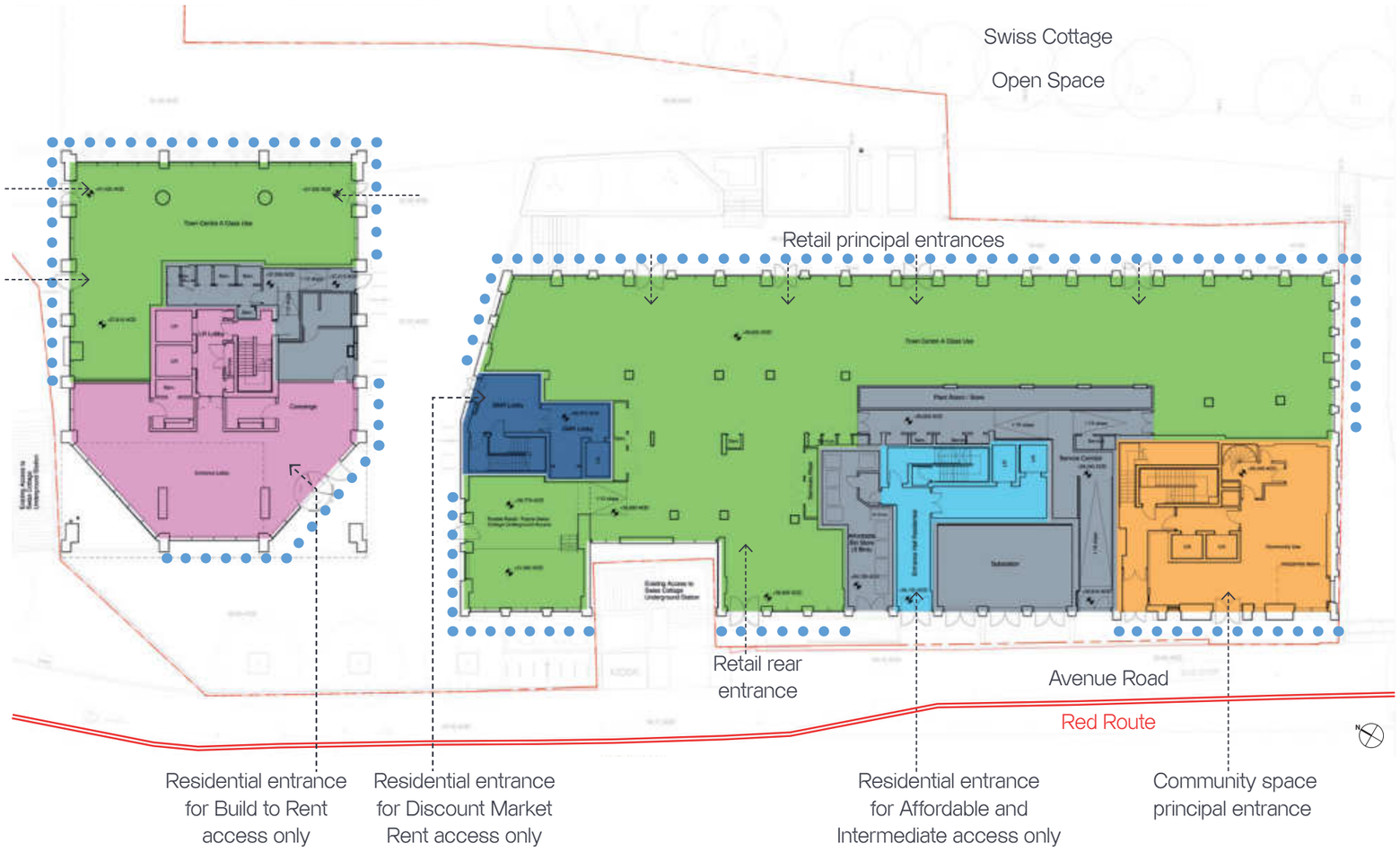
The clustering of plant rooms, bin stores, and limited entrances reduces the opportunity for active frontage along Avenue Road. This not only diminishes the street-level vibrancy along this key frontage but also relocates retail spaces to the rear, facing the serene open space. While this orientation maximizes frontage along the park and Swiss Cottage Library, public consultations have highlighted concerns about potential negative impacts on this cherished open space, such as increased footfall and noise. Additionally, this configuration is detrimental to both the open space and the commercial viability of the tenant, given the relatively limited exposure to passing pedestrian traffic.

Emerging proposals aim to address these shortcomings by re-evaluating the arrangement of uses within the lower building. Improving the residential entrance, relocating community spaces to safer and quieter locations, and rethinking active frontage along Avenue Road will create a more cohesive and accessible design that balances functionality and community needs.

Tower building.

The tower building currently features a recessed access point off Avenue Road within a double-height expression. Retail space is located at the rear, fronting Hampstead Theatre. The emerging proposals will retain this arrangement, as it aligns well with the intended urban context and provides a strong relationship with the surrounding cultural landmarks.

The revised plans seek to improve the user experience, ensuring alignment with the red route constraints, and enhancing active frontage to maximize street-level vibrancy and connectivity across the development.



Extant Scheme Ground Floor Plan

Key:

- **Community Space**
- **Affordable and Intermediate**
- **Discount Market Rent**
- **Build to Rent**
- **Retail (Class A)**
- **Plant and Back of House**

5.4 Layout Rationalisation

Improving Safety Around Lower Ground Floor

Addressing Safety Concerns

Existing safety around the station stairs and within the park is a known concern, particularly for women and vulnerable groups at night. The park currently feels uninviting due to hoarding and a lack of activity, creating a poorly supervised space. Limited visibility and the site's condition contribute to an environment that feels unsafe. Acknowledging these challenges, the proposals have been carefully designed with the aim to improve safety and security, reducing opportunities for antisocial behaviour.

During the pre-application and consultation process, concerns were raised about relocating the residential entrance to the park side, highlighting visibility and safety risks. To address this, the proposals introduce active frontage and natural surveillance by combining the Community Centre and Residential entrances on the park side. The Community Centre entrance will be in use throughout the day and into the evening, up to 10 pm, ensuring continuous activity. Additionally, residential apartments overlooking the park will provide passive surveillance, enhancing security. A secondary residential entrance has also been introduced along the new link between the two buildings, directly overlooked by the concierge, further improving safety, visibility, and access for residents.

The design incorporates key principles from Make Space for Girls, prioritizing visibility, openness, activation, busyness, lighting, and thoughtful layout planning to improve safety. To strengthen this approach, we have engaged with the Designing Out Crime Officer, whose expertise has helped shape the proposals. As outlined in Section 10.3, their supportive feedback highlights the effectiveness of these measures in creating a safer and more inclusive public realm.

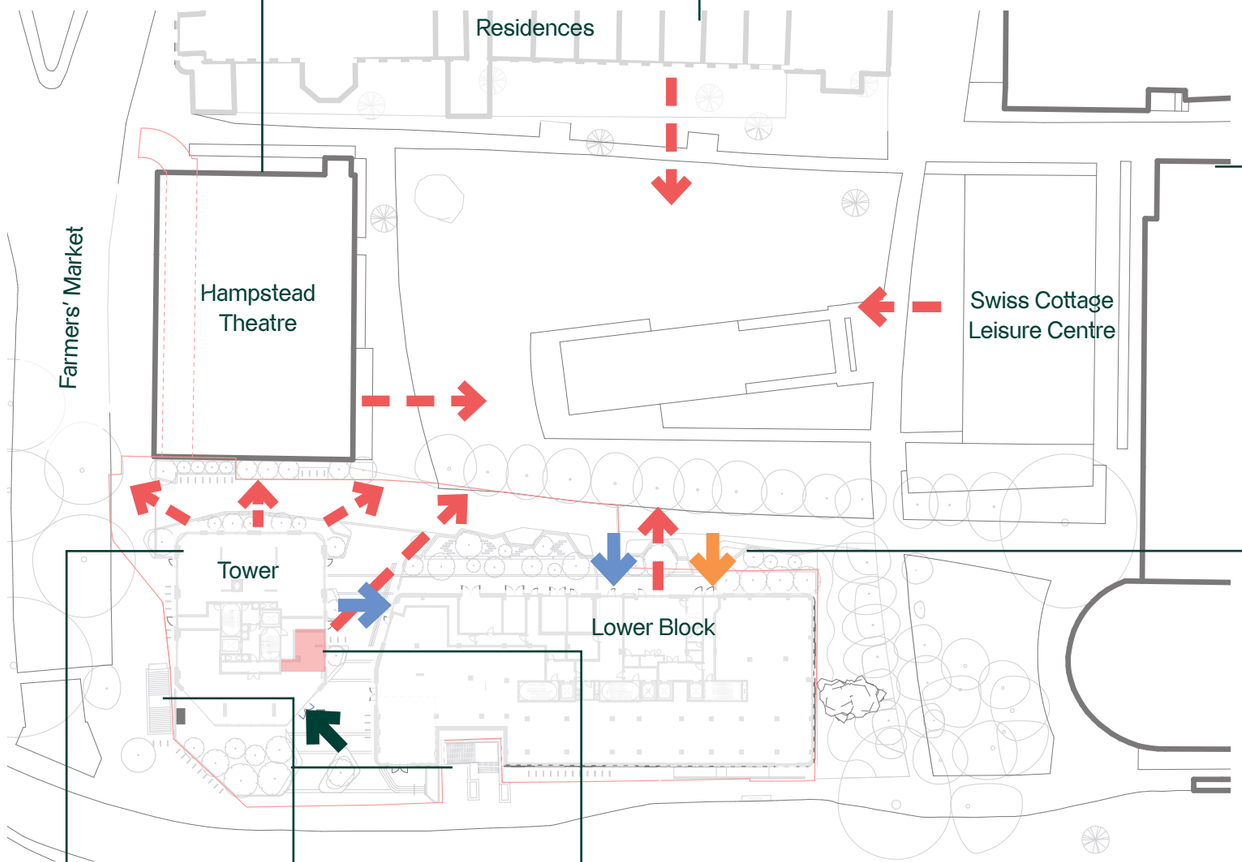
Overall, the redevelopment will deliver a transformational improvement to the safety and perception of the area. The accompanying diagram illustrates how natural surveillance and façade activation have been effectively integrated into the proposal.

Lighting and layout strategies within the red line boundary

Please refer to the landscape proposals in Section 7 for a detailed overview of the designs for the open space side of the building. These proposals feature thoughtful and inclusive designs inspired by the Make Space for Girls handbook. Key considerations include ensuring visibility and natural surveillance, managing surrounding vegetation along the main pathways to minimise areas of concealment and implementing a well-planned lighting strategy.

Theatre and café glazing faces the open space, with the café operating until 11pm from Monday to Saturday.

The rear of these residential properties overlooks the park, providing continuous 24-hour surveillance.



The Swiss Cottage Leisure Centre is open Monday to Friday from 6:30am to 10pm, and on weekends, it operates from 8am to 6pm.

The community space is likely to operate until 10pm, providing natural surveillance and maintaining an active frontage.

The tower café space will offer active frontage, activating the space between the tower and theatre.

Swiss Cottage Underground is part of the Night Tube network, ensuring footfall throughout the night.

The proposed concierge for the market-sale block will operate 24 hours a day, contributing to the continuous surveillance of the open space and residential entrance.

Key:

- Natural Surveillance
- Community Space Entrance
- Lower Building Residential Entrance
- Tower Residential Entrance

Entrances and Natural Surveillance Diagram

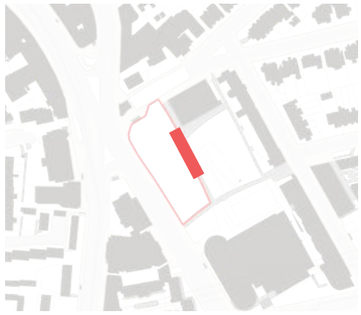
5.4 Design Optimisation

Entrance Study and Development

Key Updates

In response to the DRP feedback, the development of the lower building residential entrance has focused on making it more obvious and welcoming by increasing its frontage, enhancing visibility, and improving accessibility. In addition to these changes, the detailing around the entrance has been redesigned to make it stand out, ensuring it becomes a clear and inviting focal point for residents.

Similarly, the entrance to the community space has been widened and refined to better serve its users, with the addition of a dedicated youth access point. These enhancements directly respond to the needs of the community, creating a more inclusive and functional environment that supports a range of activities and encourages greater engagement.



Residential & Community Space Entrance Location

Community space entrance

Residential entrance

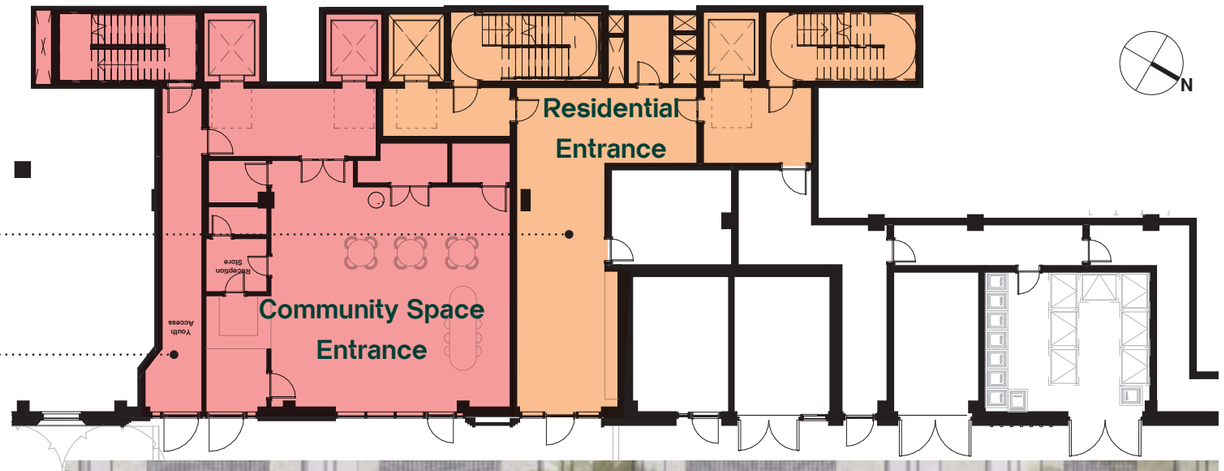
Pre-App 3 - Residential + Community Space Entrance - Plan + Elevation

'The panel thinks that the residential lobby spaces should be more generous to allow, for example, more spaces for buggies and children.'

(Design Review Panel Feedback October 2024)

Larger lobby space more suitable for buggies etc. as recommended

Dedicated youth entrance to the community space



More generous and prominent community space entrance

Increase presence to Residential entrance

Design updates following DRP

5.4 Layout Rationalisation and Second Staircases

Typical Lower Floor Plan

Design Evolution

In response to feedback from Camden Officers and the Design Review Panel (DRP), we have undertaken a comprehensive review of the corridor design in the Lower Building and introduced a series of positive changes to enhance the quality of the space.

Enhancing the Corridor Design

The corridor along the southern elevation has been extended to incorporate natural light, significantly improving the layout of the Lower Building and creating a brighter and more welcoming environment. Additionally, lightwells have been integrated into the cores to maximize daylight, while visibility panels within increase visibility and allow natural light to filter through the internal spaces.

To further optimize the layout, the large three-bedroom apartment previously located along the Avenue Road elevation has been repositioned to the Park Side. This relocation improves the apartment's outlook and strengthens its alignment with the overall design intent.

Addressing the Northern Corridor

We have also carefully considered the possibility of extending the communal corridor to the north but concluded that it is not feasible due to significant design and functional constraints. Extending the corridor northwards would result in the loss of five habitable rooms across Levels 1 to 5, which would negatively impact the provision of affordable bedrooms within the scheme. Additionally, a window at the northern end of the corridor would face directly towards the tower, offering limited benefit in terms of daylight or outlook, along the cranked elevation.

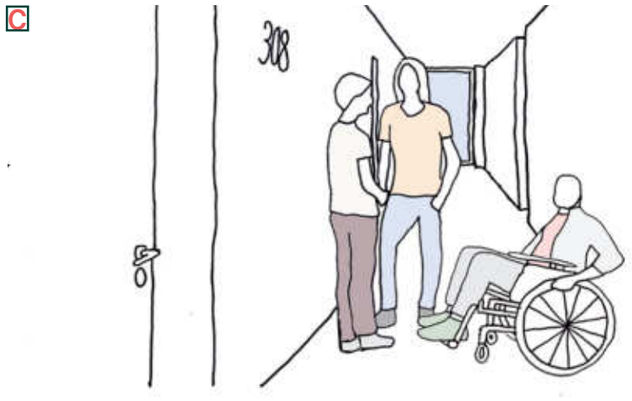
Enhancing the Quality of the Corridor

The proposed corridor design has been developed to meet and, where possible, exceed minimum standards. The 1.8m corridor width provides a spacious and accessible environment, offering a positive experience for residents. The design minimizes the number of homes accessed from each core to ensure convenience and privacy for residents, while the inclusion of lightwells, glass panelling, and thoughtful planning creates a well-lit and inviting circulation space.

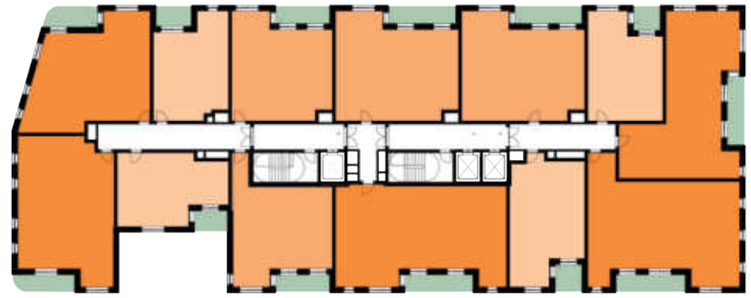
By integrating natural light and improving visibility while balancing the constraints of the existing structure, the updated proposals provide a thoughtful response to feedback and ensure a positive outcome for the Lower Building.

M4(3) Apartments

Strategically space-planned and located within the two buildings to meet accessibility requirements. Please refer to section 9.1 accessibility statement and M4(3) apartment locations.

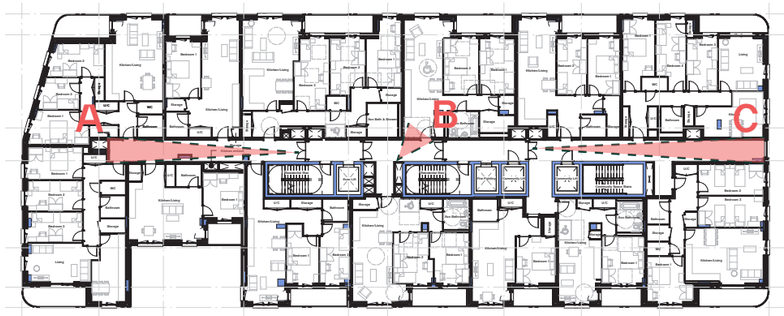


Corridor Life Illustrations



Previous layouts pre DRP Aug 2024

Revised layouts post DRP - Sept 2024



Proposed typical layouts Nov 2024

5.4 Layout Rationalisation and Second Staircases

A Day in the Life: Resident

The proposals prioritize the user experience for residents within the Lower Block and Tower, as well as for visitors to the community facility and commercial spaces on the ground floor. The updated layouts have been carefully designed to enhance accessibility, convenience, and overall quality. The accompanying diagrams illustrate the routes residents and visitors would take, highlighting the improved clarity, simplicity, and functionality of the revised layouts. These enhancements ensure a seamless flow through the building, creating an environment that is both intuitive and welcoming for all users.

Emma's day as a lower building resident

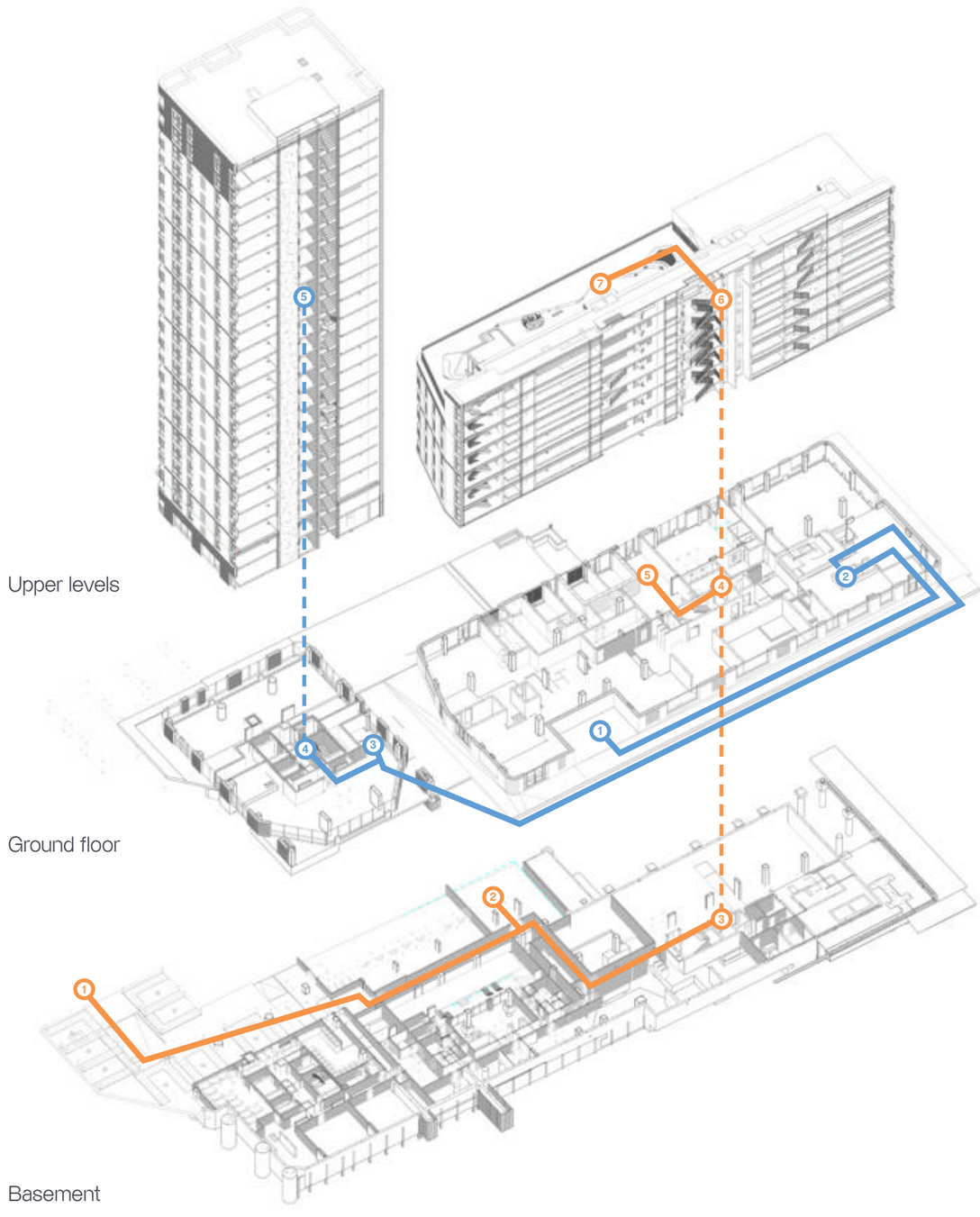
Emma returns home by bicycle after meeting her friend for lunch. She rides down the ramp **(1)** into the basement to park her bike in the lower building cycle store **(2)**. After securing her bike, she takes the lift up **(3)** to the ground floor **(4)** to pick up a letter, where she waves hi to her neighbours, Ethan and Max **(5)**. Then Emma takes the lift up to the sixth floor **(6)** and bumps into neighbour, Jeremy. They rest on the bench outside his flat. Then Emma heads out to relax and enjoy the sunshine in the shared residents' garden **(7)**.

3 Lower Building entrance

7 Lower Building terrace on level 6

Thomas' day as a tower resident

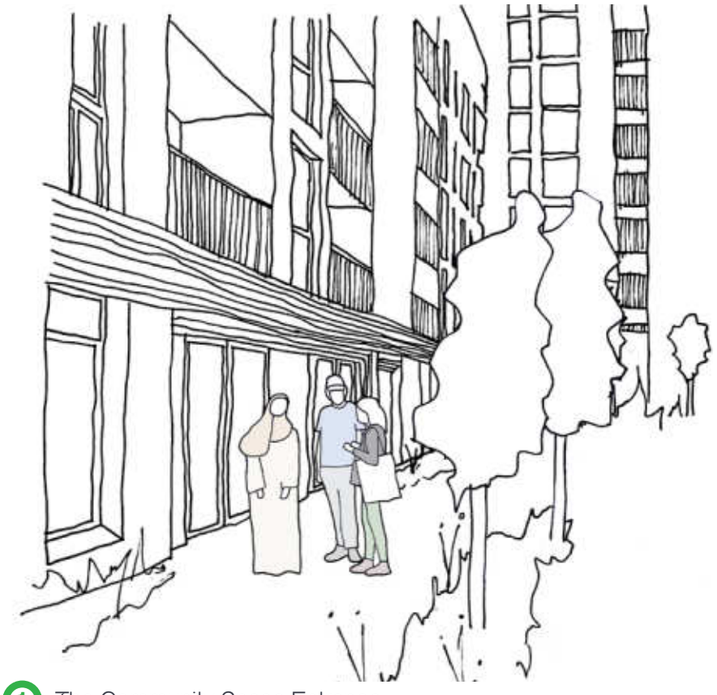
Thomas returns home from his office via tube and exits through the nearest Swiss Cottage Underground entrance **(1)** to the retail space. He picks up his dinner at the supermarket **(2)** located in the lower building ground floor retail space. Thomas then heads back to the lobby of the tower where he collects a parcel from the concierge **(3)**, where he runs into his neighbour, Sara. He takes the lift **(4)** up to the fifteenth floor where he spends the evening in his flat **(5)**.



5.4 Layout Rationalisation and Second Staircases

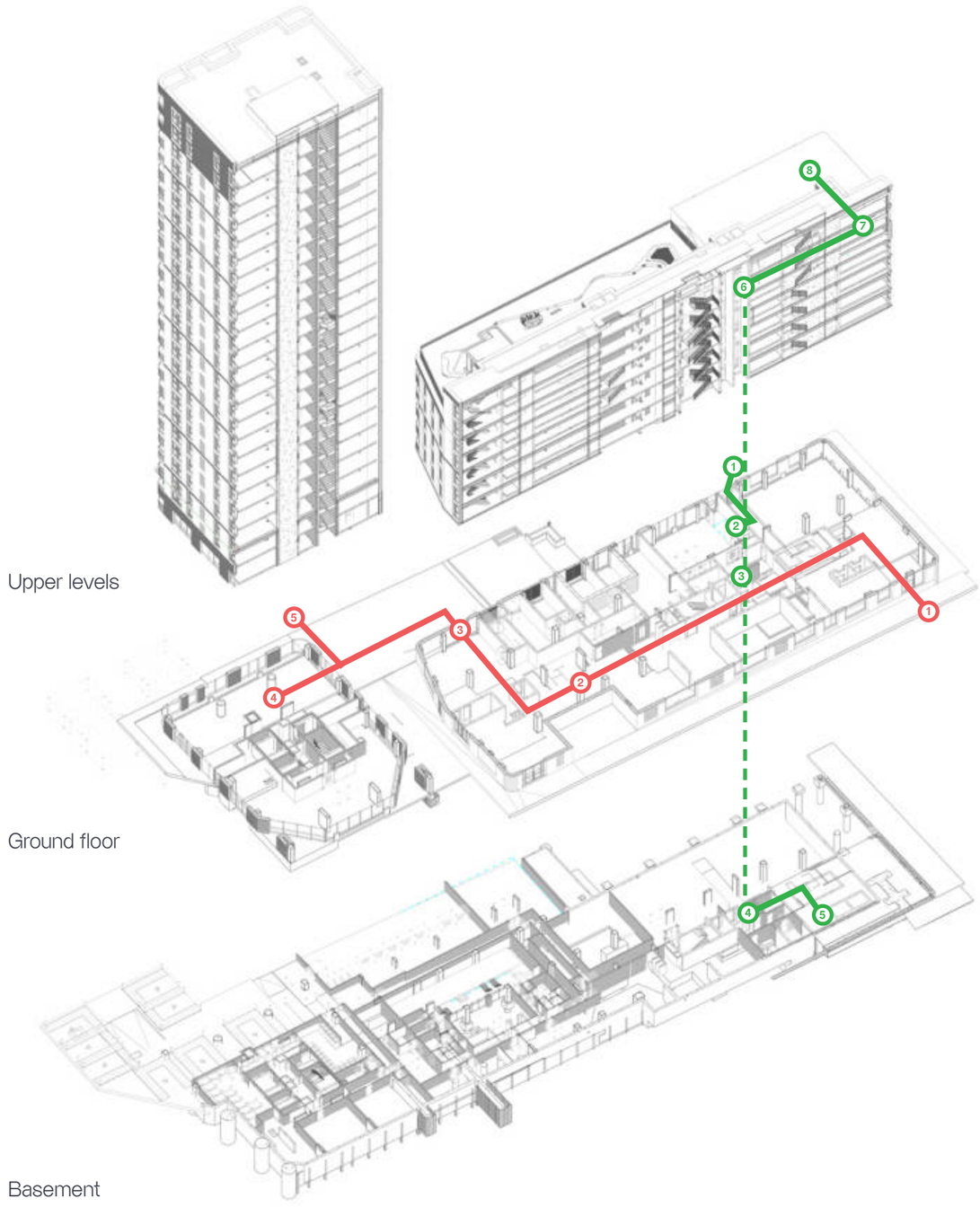
A Day in the Life: Visitor

Asher's visit to the community space:
Asher arrives at the park-side entrance **(1)**, excited for his first creative workshop at the community space. He meets his friends in the ground floor lobby reception **(2)**, where a friendly staff member directs him to the basement studios. Taking the stairs down **(3)** to the basement **(4)**, he arrives in the studio space **(5)** ready to dive into the activities. After the workshop, he takes the lift to the sixth floor **(6)**, where he joins friends for lunch in the main community centre rooms **(7)**. The afternoon wraps up with a game of tag on the external terrace **(8)**, enjoying the fresh air and community spirit.



1 The Community Space Entrance

Sophia's visit to the Retail and café space:
Sophia strolls down Avenue Road, drawn to the inviting retail entrance **(1)**. She spends time exploring the carefully curated shops **(2)**, picking up a few unique items. Exiting through the park-side entrance **(3)**, she finds the café nearby **(4)**. Grabbing a seat outside **(5)**, she enjoys an iced coffee, soaking in the lively atmosphere of the area before continuing her day.



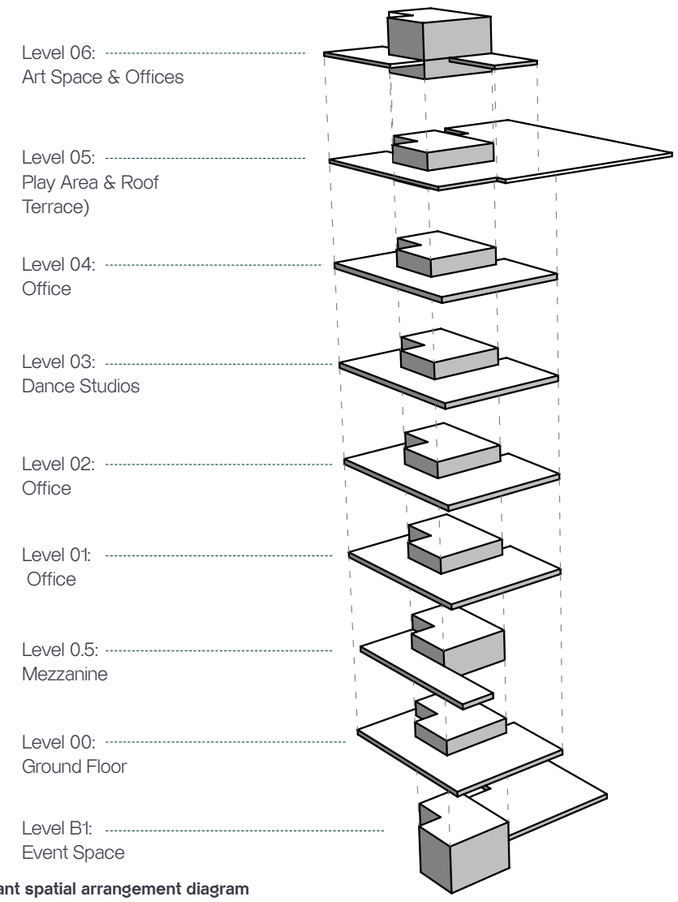
5.4 Community Space

Review of Consented Community Facility

The extant scheme provides a dedicated space for The Winch, a vital community facility supporting local children and youth. This provision is retained and enhanced in the proposed redevelopment, with a purpose-built layout tailored to The Winch's needs, offering improved functionality and accessibility.

Following discussions with The Winch, it was identified that the consented layout does not fully meet their current requirements, and the updated proposal addresses these shortcomings.

Community space - Extant			
Floor	GIA	NIA	Efficiency
Total Area	1605	889	55.4%



Extant spatial arrangement diagram

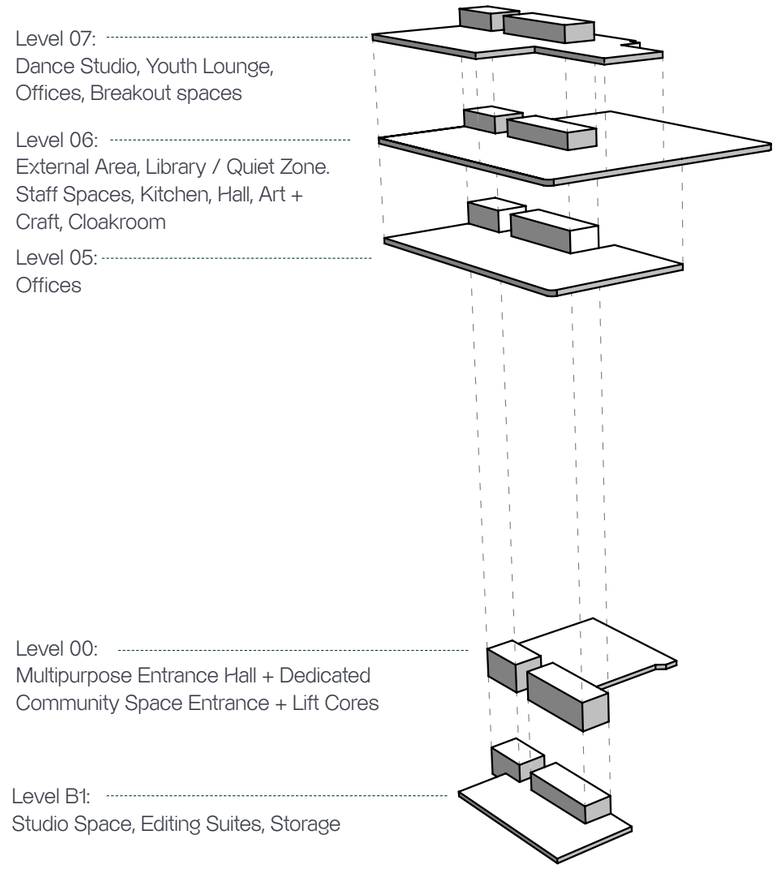
Design Evolution and Coordination

Following extensive coordination and consultation between Regal and potential community space operator, a number of options were explored to consolidate the spaces and reduce the fragmented nature of the space, making the space more usable with the added benefit of maximising NIA efficiencies.

Initial proposals consolidated the spaces onto Levels 01 and Level 06.

We have incorporated the spaces outlined in the extant plans within a more efficient layout resulting in a slight increase in usable net let-able area in the new community space proposals.

Community Space - Proposed			
Floor	GIA	NIA	Efficiency
Total Area	1372	893	65.1%



Emerging spatial arrangement diagram - improved efficiency

Proposal

The final design solution clusters the main community spaces across levels five, six, seven with additional space at ground and basement ensuring:

- **Ground Level Enhancements:** A larger, multi-purpose entrance hall with a prominent park-side frontage, offering improved accessibility and visibility.
- **Improved Circulation:** Additional stair cores and two separate lift cores enhance vertical connectivity and efficiency.
- **Rationalised Upper Floors:** A refined layout increases functionality and optimises space compared to the approved scheme.
- **Architectural Expression:** The presence of the community space is highlighted on the south-west elevations, giving it a distinct and recognisable identity.

This collaborative approach demonstrates a commitment to meeting the potential community space operator's needs while delivering a design that enhances efficiency, accessibility, and community value, ensuring strong alignment with planning objectives.

5.5 Review of Façade Design

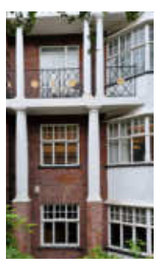
Principles established by the Extant Permission

Review of Façade Design

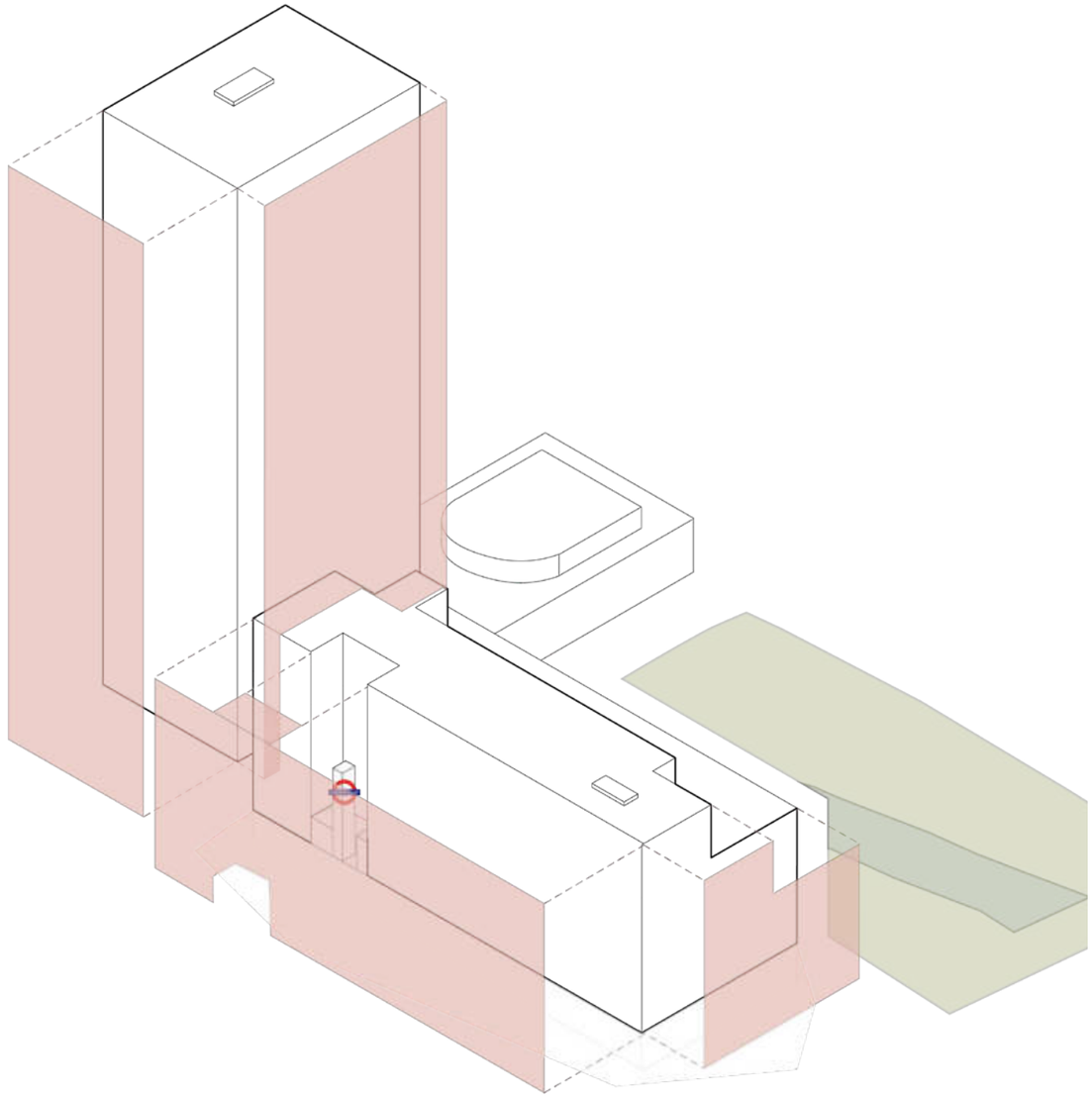
The existing façade has been thoughtfully redesigned, drawing inspiration from the rich architectural context of the local area. Pre-cast concrete has been replaced with beautifully detailed brickwork that harmonises with the surrounding context. Residentially proportioned window openings replace large areas of glazing, making the design more functional while reducing heat loss and improving energy efficiency.

Balconies have been relocated to the corners and rounded to soften the visual impact of the massing, creating a more elegant and cohesive appearance. This design responds sensitively to the architectural language of the Swiss Cottage Library, ensuring a harmonious dialogue between the buildings. These adjustments not only enhance the architectural composition and proportions but also ensure the scheme minimises the impact of overheating, promoting better ventilation, energy efficiency, and a respectful integration with the character of the neighbourhood.

CGI's of approved scheme



Local precedents and character



Review of façade design

5.5 Review of Façade Design

Tone and Materiality

Material Composition Study

Through engagement with local community members and the London Borough of Camden, a review of the scheme's brickwork colour was requested to ensure the design aligns with both the aspirations of the area and its architectural character. Following testing and feedback from public consultations, red brick for the tower and grey brick for the lower building emerged as the most suitable choices for the following reasons:

Perceived scale and impact

A grey brick tower could feel heavier and more imposing, emphasising its height and potentially creating a more dominant presence in the skyline. In contrast, red brick offers a warmer, more inviting quality, helping to soften the tower's visual impact and create a more harmonious relationship with its surroundings. Feedback from the local community during public consultations further reinforced this preference, with many expressing support for a red brick tower.

Contextual integration

The red brick tower pays homage to the character of the surrounding low-rise housing, ensuring the development feels connected to and integrated within its context. The grey brick on the lower building compliments this by creating a strong visual and material dialogue with the nearby Swiss Cottage Library. The choice of red brick for the tower also reflects London's rich architectural heritage, celebrating the city's identity while respecting the local vernacular.

Indicative colour studies against the approved views

Proposed colour composition with Tower in pale red brick

Study of colour composition with Tower in grey brick

5.5 Review of Façade Design
Wind and Microclimate

Wind Microclimate Assessment Report

A Computational Fluid Dynamics (CFD) wind assessment was conducted to evaluate wind conditions across the proposed development. The study identified that while most balconies meet comfort and safety standards, some minor adjustments to the design of the corner balconies were required.

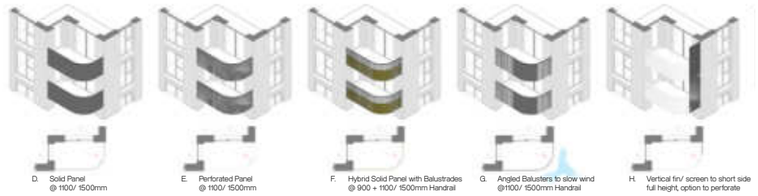
As a result, mitigation measures such as raised balustrades or solid/glazed side panels will be required to improve wind conditions and ensure the balconies remain functional and comfortable for residents.

The implementation of recommended mitigations will help create a safe and enjoyable outdoor environment for future occupants.

Mitigation measures and Design Solutions

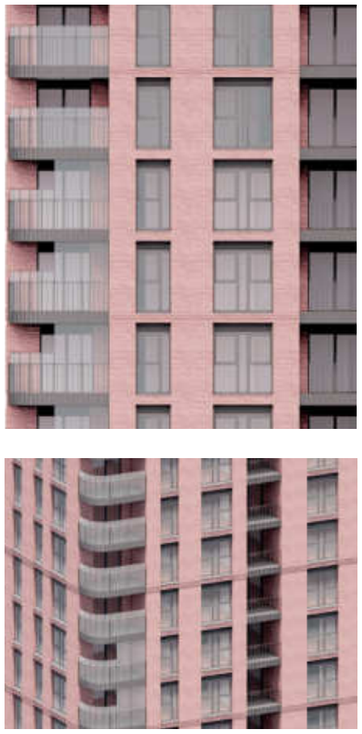
During the testing process, various solutions were explored to address the wind conditions identified on some corner balconies. Measures such as perforated screens and fire-safe glass were considered to prevent wind penetration and create a more comfortable environment.

Ultimately, glass was chosen as the preferred solution, as it maximises comfort and safety while also allowing a good amount of daylight into the internal spaces adjacent to the balconies. These design refinements ensure that the balconies provide both functionality and a pleasant living experience for residents.



Avenue Road Elevation which was previously presented to the London Borough of Camden

Avenue Road Elevation revised with glass balustrades



Balcony Studies with Glass Balustrade

5.5 Façade Design
Texture and Materiality

The refinements to the buildings' design focus on enhancing their architectural character through thoughtful texture and materiality. These updates aim to create a seamless transition between the conservation area and the Swiss Cottage town centre.

Key enhancements have been made in response to feedback from the Design Review Panel and community members including:

Window Proportions

Reviewed and revised to enhance the overall design while optimising daylight and ventilation, ensuring the windows contribute to a comfortable and healthy internal environment.

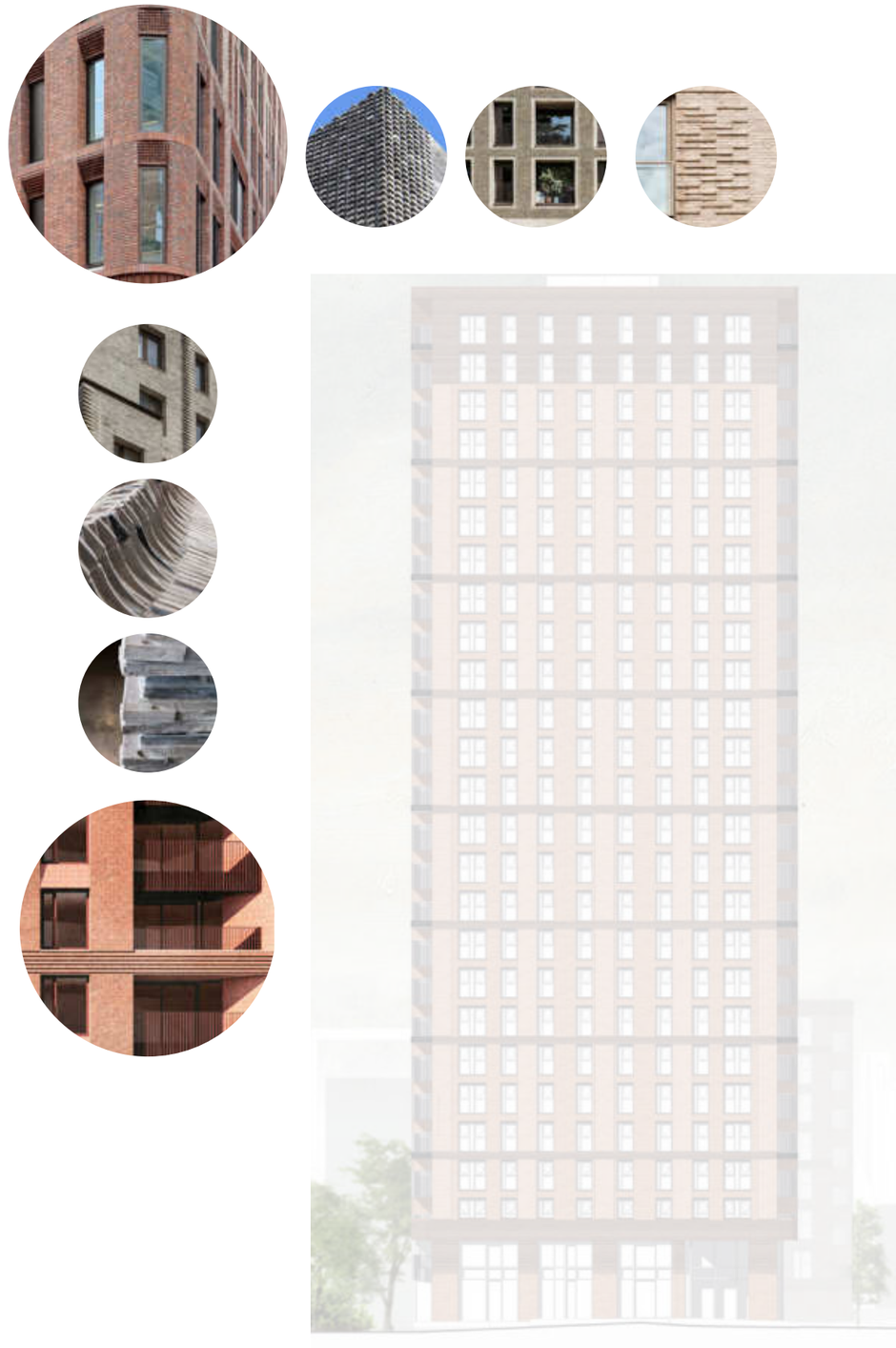
Façade Articulation and Rhythm

The horizontal banding introduced along the tower's façade to create a sense of rhythm and articulation, softening its verticality while enriching its material presence. This articulation of brickwork, with recesses at the base and top of the tower, adds layered detail and emphasises its tactile quality.

Ground and Top-Level Expressions

The ground floor establishes a defined visual base for both buildings, reinforcing their connection to the street and enhancing the pedestrian experience. High-quality materials and intricate brick details contribute to an inviting and engaging street scape. On the Avenue Road elevation of the tower, brick columns incorporate corbelling at the top of the double-height expression, adding depth and texture while emphasizing craftsmanship and detail.

This double-height expression is mirrored at the roof line, creating a balanced and cohesive design. It is further complemented by recurring horizontal banding every three floors, unifying the architectural language across the façade and adding rhythm to the overall massing. These thoughtful design elements ensure the ground and top levels of the buildings are visually striking and contextually appropriate.



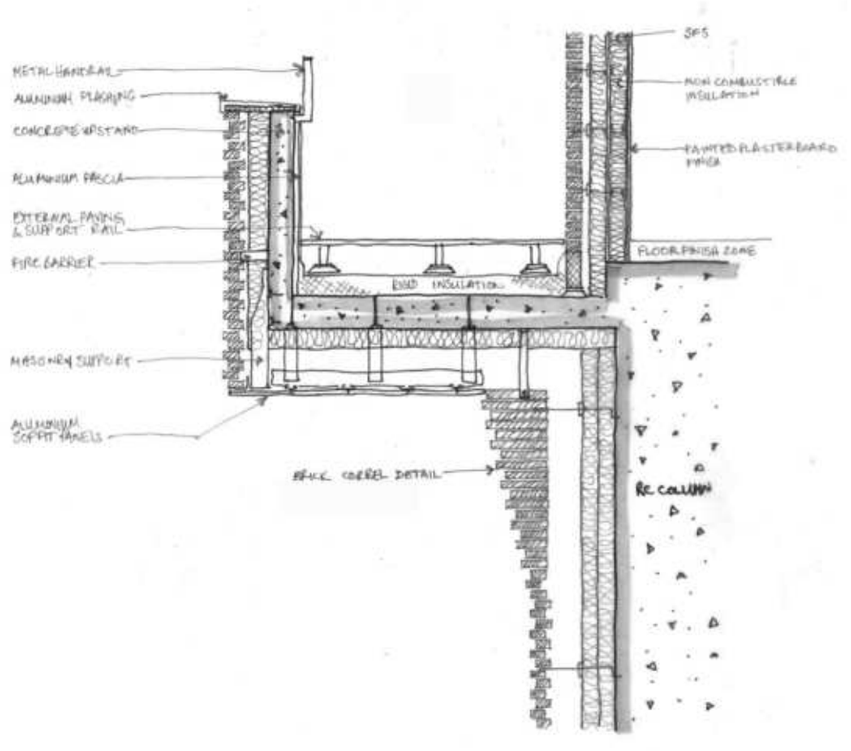
Precedent brick detailing, texture and hierarchy to define rhythm and expression. North facade design development

5.5 Façade Design
Ground Bay Study - Tower

Following reviews with Camden and the Design Review Panel (DRP), the lower levels of the Tower have been refined with the following key amendments:

- **Two-Storey Base:** A distinct two-storey base has been introduced, grounding the building and enhancing its relationship with the street.
- **Horizontal Banding:** Horizontal banding has been added to define a robust street-level plinth, creating a clear architectural hierarchy.
- **Textural Transition**: The banding texture tapers and blends seamlessly into the base of the columns, wrapping around the Level 1 balcony to provide a sense of solidity and visual harmony to the plinth.

These enhancements strengthen the Tower's street presence and create a more grounded, contextually sensitive design.



Indicative sketch detail - proposals are illustrative and remain subject to further design development

Indicative Brick Tone

Precedent and brick detailing at ground level

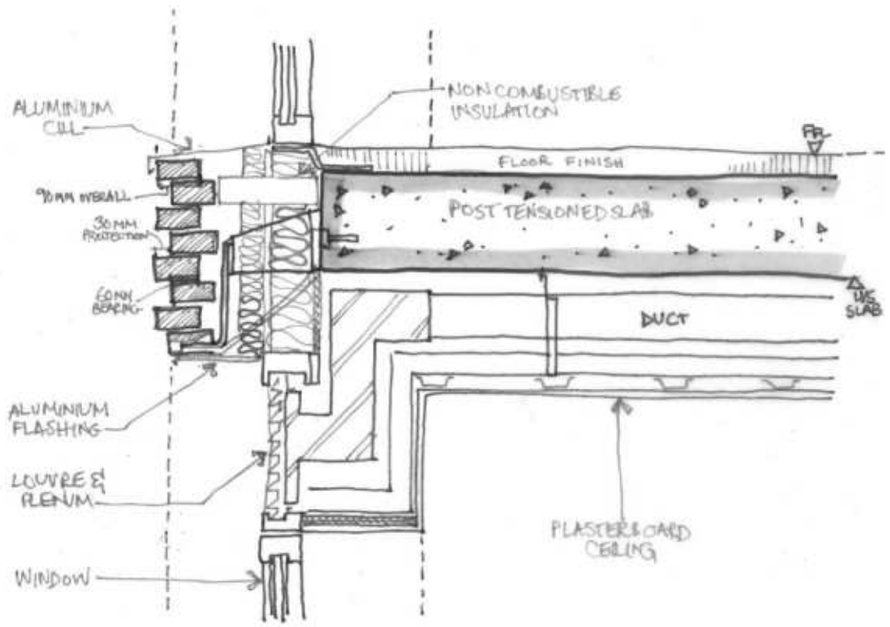
5.5 Façade Design

Typical Bay Study - Tower

Following reviews with Camden and the DRP, the following amendments have been made to the typical floors of the Tower:

- **Horizontal Banding:** Expressed every third floor to enhance the façade's rhythm and articulation.
- **Updated Window Proportions:** Optimised to improve daylighting and reduce overheating, ensuring compliance with modern standards.
- **Revised Balcony Balustrades:** Updated to mitigate CFD wind modelling, improving safety and performance.
- **Curved Corners:** introduced to soften the form of the tower and a nod to the local art deco buildings and the Swiss Cottage Library.

These adjustments enhance the Tower's visual impact, functionality, and environmental performance.



Indicative sketch detail - proposals are illustrative and remain subject to further design development

Indicative Brick Tone

Precedent corner and inset balcony studies

5.5 Façade Design

Typical Bay Study - Lower Building

Following reviews with Camden and the DRP, the following amendments have been made to the lower level of the Lower Building:

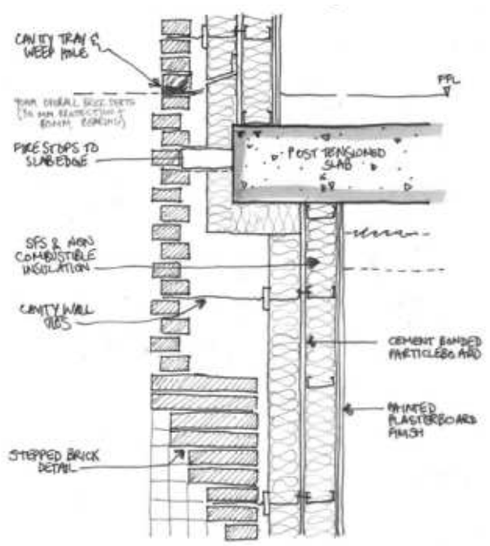
- **Reduced Ground Floor Commercial Glazing:** The extent of glazing has been reduced, and a shop front introduced to create a more active and engaging street presence.
- **Increased Brickwork:** Additional brickwork enhances the building's solidity and contextual integration.
- **Celebrated Entrances:** The entrances for the residential units and the community space are accentuated with an asymmetric stepping brick detail, creating a distinct and inviting identity.
- **Horizontal Banding** has been introduced up to Level 1, echoing the horizontal façade treatment of the Tower to establish visual consistency across the development.

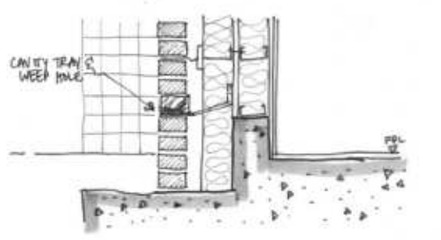
Expression of the Lower Building

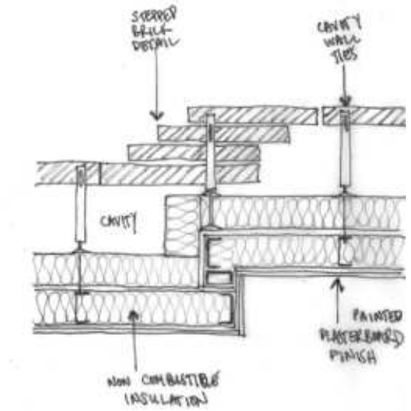
The Lower Building's identity has been refined by presenting it as distinct terraces and grounding it with a podium. This approach enhances its character and strengthens its relationship with the surrounding area, creating a more cohesive and contextually sensitive design.

South Elevation Enhancements

The South Elevation will overlook proposed planting and an outdoor gym, providing an opportunity to introduce a solid façade enriched with intricate brick detailing, adding visual interest and delight to this aspect of the building.







Indicative sketch detail - proposals are illustrative and remain subject to further design development

Indicative Brick Tone

Precedent and brick detailing that define rhythm and hierarchy

5.6 Access, Car and Cycle Parking, Servicing and Waste

Principles established by the Extant Permission

Car Parking

Existing and Extant Development

- The existing site provided a basement level car park with parking for 49 cars (breakdown of general and disabled parking unknown).
- The Extant Development provided 13 disabled parking spaces.
- The parking provision was equivalent to each affordable wheelchair unit being provided a parking space, and the remaining spaces provided to the private tower.

Cycle Parking

Extant Development

- The Extant Development provided 240 total long-stay cycle parking spaces for residential use, alongside 48 short -stay visitor spaces at ground floor level in the public realm.
- The approved mix of parking comprised 66 spaces for the affordable building and 174 spaces for the private tower.

Servicing and Deliveries

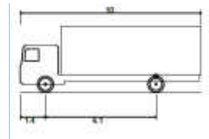
Extant Development

- The extant development strategy was to receive deliveries on-site at ground floor level and from within the basement for small vans
- Vehicles entered the site via Eton Avenue to the North, where access to the existing basement ramp is taken, as well as to the ground floor servicing area.
- Swept path analysis demonstrates Approved servicing strategy for largest vehicles in each servicing area on-site

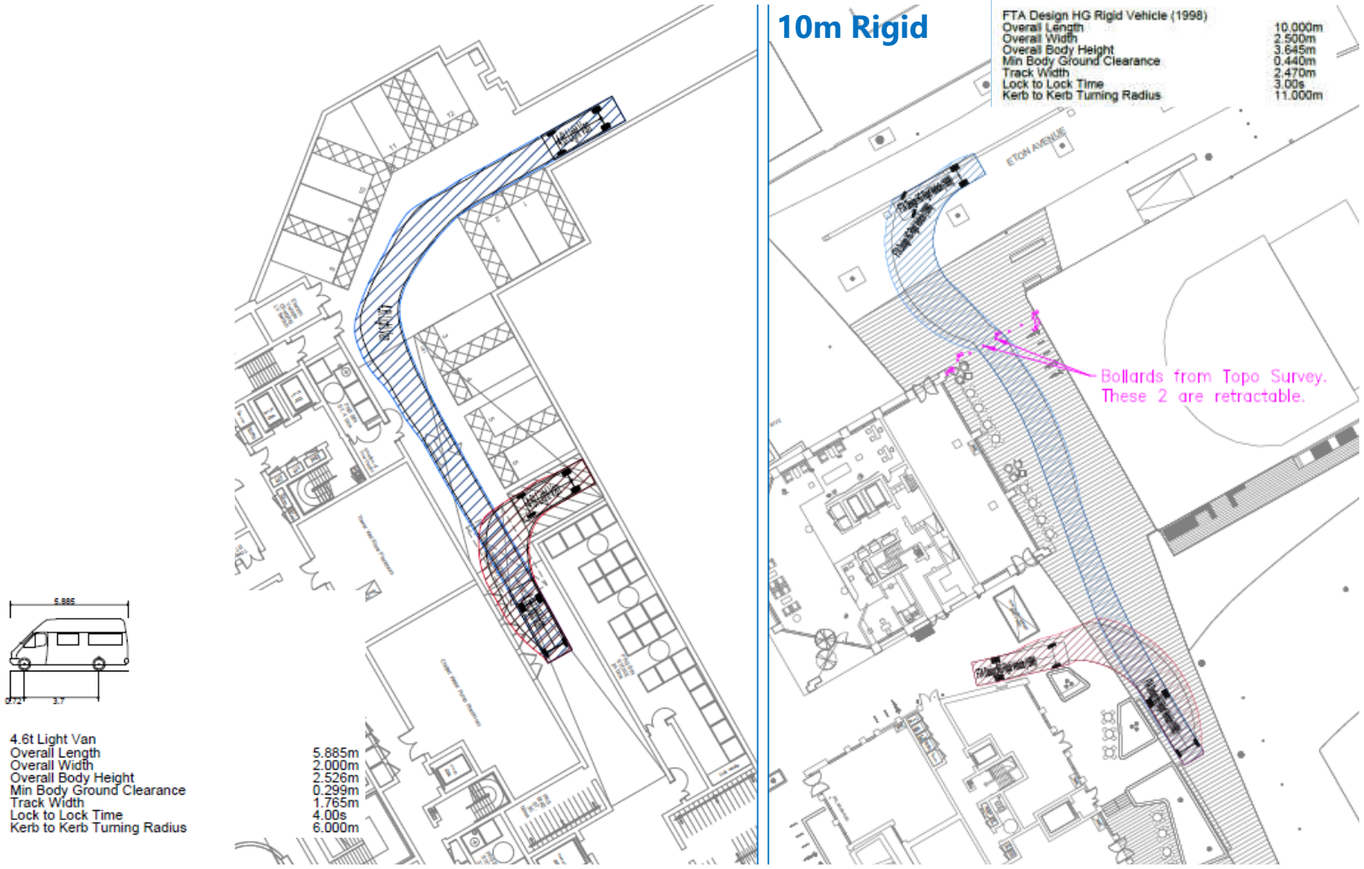
Waste Storage and Collection

Extant Development

- The Extant Development sought to have a managed waste collection strategy, whereby waste was stored for both residential buildings at basement level, before on-site management would move waste to ground level for collection.
- The private tower would include waste chutes for the internal transfer of waste to the basement level refuse store.



Servicing and Deliveries: Approved Development



5.7 Access, Car and Cycle Parking, Servicing and Waste

Design Optimisation

Car Parking

Proposed Development

- The proposals seek to offer a 'car-free' development, with the only car parking spaces on-site being disabled spaces.
- The proposals will deliver disabled parking in line with London Plan guidance, with a 3% parking to residential unit ratio applied.
- This comprises 5 disabled spaces for the private tower and 3 disabled spaces for the affordable building.
- All spaces will be positioned at basement level, retaining the existing car ramp to Eton Avenue.

Cycle Parking

Proposed Development

- The proposals seek to retain the existing approved cycle parking offering, but where the proposals provide additional residential units and commercial space beyond the existing Extant Development, the additional units and areas, cycle parking requirements will be met by latest London Plan standards.
- Work has been undertaken, within the significant spatial constraints of the as built basement to developing LCDS compliant cycle parking zones for both the Market Sale and Affordable homes as follows:

Market sale - 236 total:

- 12 Accessible Sheffield Stands
- 224 Double Stacking Stands

Affordable - 96 total:

- 5 Accessible Sheffield Stands
- 13 Sheffield Stands
- 78 Double Stacking Stands

Also allocated are 2no. cargo bike spaces and 1 number parking spaces for small delivery vehicles.

1 long-stay cycle space will be included in the community space, along with 2 in the tower's cafe space and 6 in the lower building's retail space.

Servicing and Deliveries

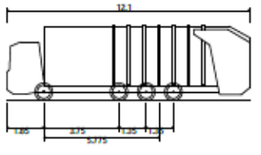
Proposed Development

- The Proposed Development will retain the same servicing strategy as the Extant Development, with small vans able to use the basement level for servicing and larger vehicles able to use the ground floor via Eton Avenue.
- Servicing vehicles will be able to manoeuvre on-site, with no reversing on the public highway required for regular operational servicing activity.
- Locating waste storage at the ground floor level will help reduce service charges for the lower building, providing long-term cost benefits to residents.

Waste Storage and Collection

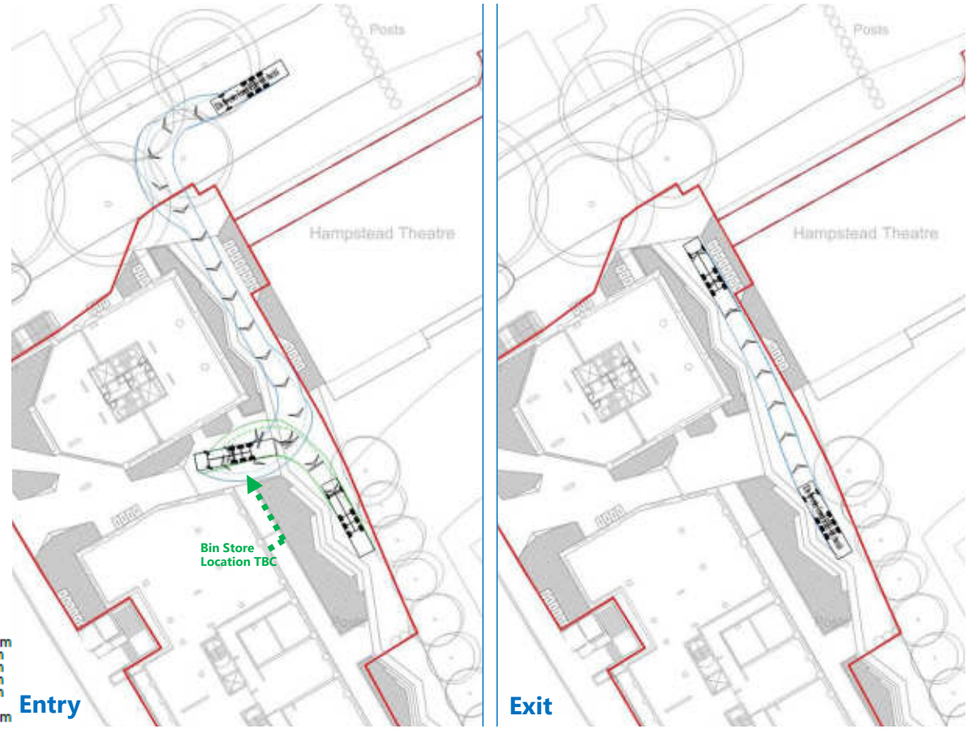
Proposed Development

- The proposals seek to provide basement level waste storage for the private tower, retaining a waste chute and managed collections approach.
- Site management will move waste from basement level to ground floor collection area.
- Waste storage for the affordable building and commercial units will be at ground floor level.
- The residential waste collections will be undertaken using weekly council collections, with the private tower waste to be temporarily held within 10m of the arriving refuse vehicle, and the affordable building waste store being located within 10m of the refuse vehicle for direct collection form store.
- Swept path analysis demonstrates the proposed collection strategy on-site.



12.1m Mercedes Econic 3233LL 8x4 chassis)
Overall Length 12.100m
Overall Width 2.490m
Overall Body Height 3.749m
Min Body Ground Clearance 0.302m
Track Width 2.490m
Lock to lock time 4.00s
Wall to Wall Turning Radius 11.250m

Servicing and Deliveries: Proposed Development



5.7 Access, Car and Cycle Parking, Servicing and Waste

As-built Basement Floor Improvements

Cycle Storage

At the basement level, significant progress has been made in designing cycle parking zones in line with LCDS principles for both Market Sale and Affordable units. This approach not only maximises efficiency but also ensures the stores remain easily accessible for cyclists of all needs and preferences.

Market sale - 236 total:

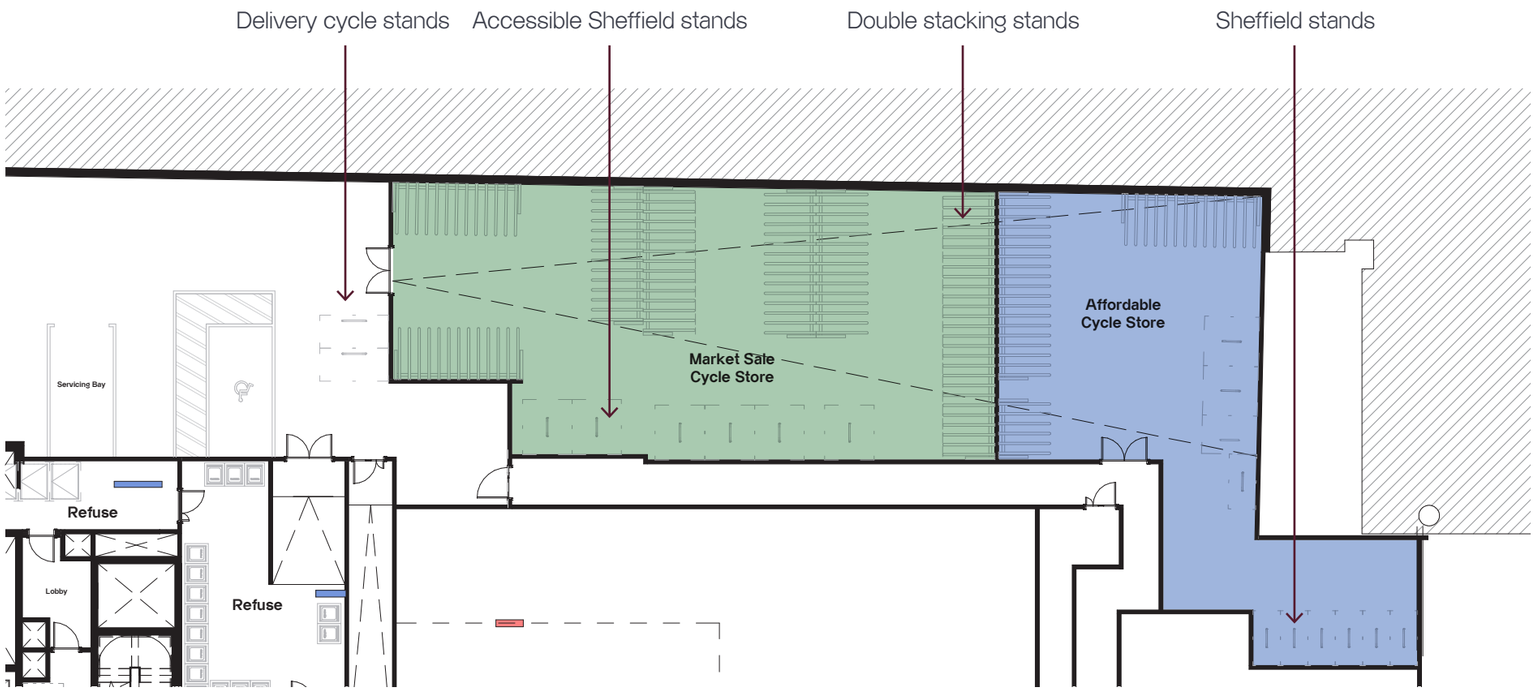
- 12 Accessible Sheffield Stands
- 224 Double Stacking Stands

Affordable - 96 total:

- 5 Accessible Sheffield Stands
- 13 Sheffield Stands
- 78 Double Stacking Stands

Additionally, we have also allocated 2 cargo bike spaces and one parking space for small delivery vehicles. This provision of spaces can be used for last-mile deliveries by vehicles such as cargo bikes, light electric vehicles or other small vehicles, supporting sustainable transportation options.

1 long-stay cycle space will be included in the community space, along with 2 in the tower's cafe space and 6 in the lower building's retail space.



Updated cycle store proposal

Double stacking cycle stands

Sheffield stands

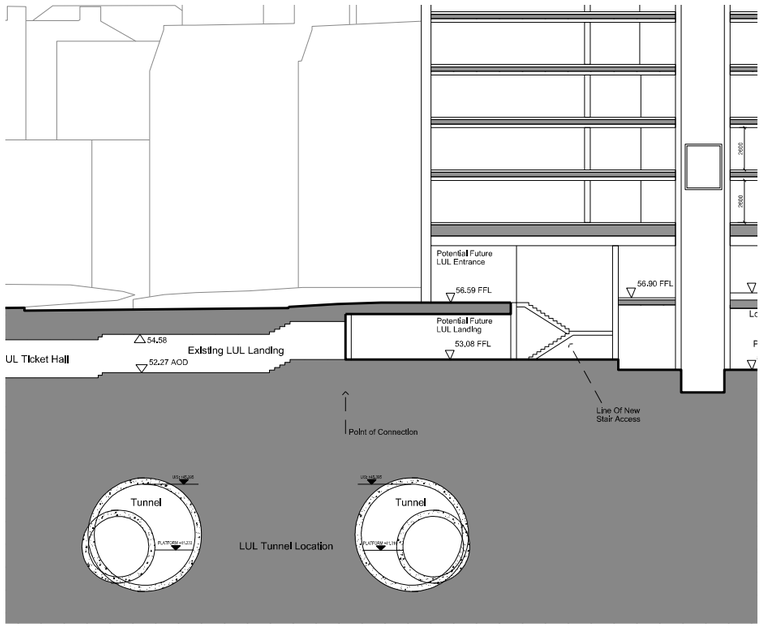
5.7 LUL Connection

LUL Station Area Access

The Section 106 Agreement for the Extant Permission requires space to be safeguarded at basement and ground floor for potential step free access to Swiss Cottage Underground Station.

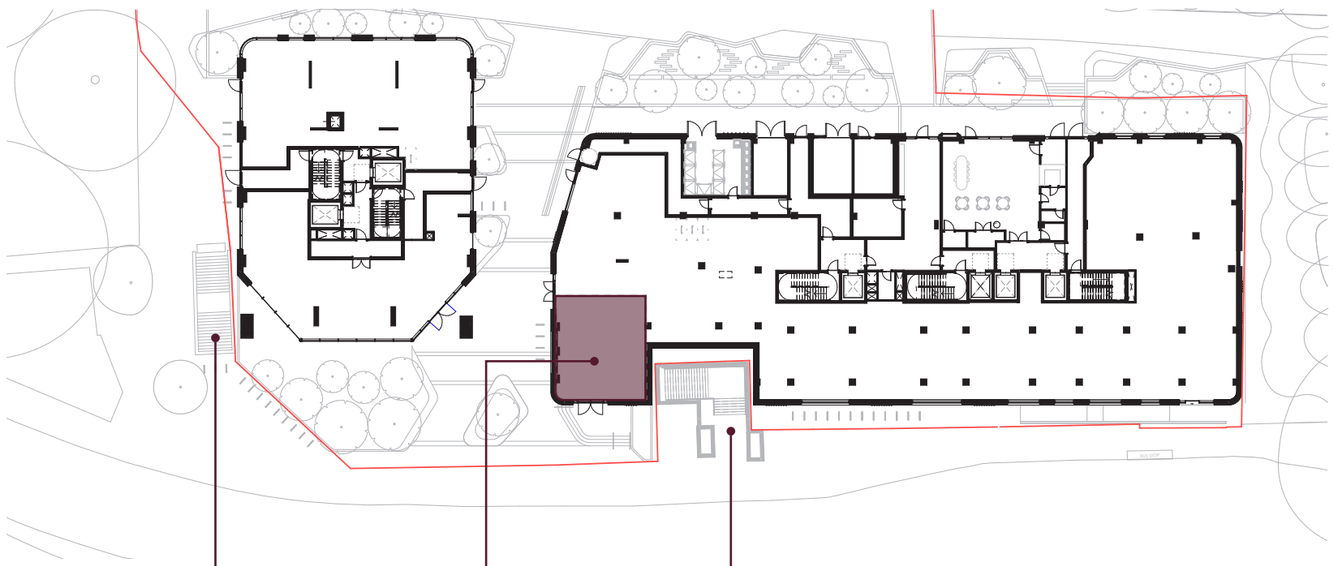
During pre-application discussions, TfL confirmed that Swiss Cottage Underground Station is not identified as a priority station for the introduction of step free access, as there are emerging proposals to provide this at Finchley Road Underground Station (also on the Jubilee Line), which is 650m north of Swiss Cottage Station. As such, TfL are unlikely to take up the transfer of the safeguarded Station Access Areas.

This page demonstrates where the station access areas could be provided at ground and basement levels, should this be deemed necessary during the determination of the planning application. However this is not anticipated at this stage.



Access to Underground - Extract from Extant DAS

Ground Floor Plan

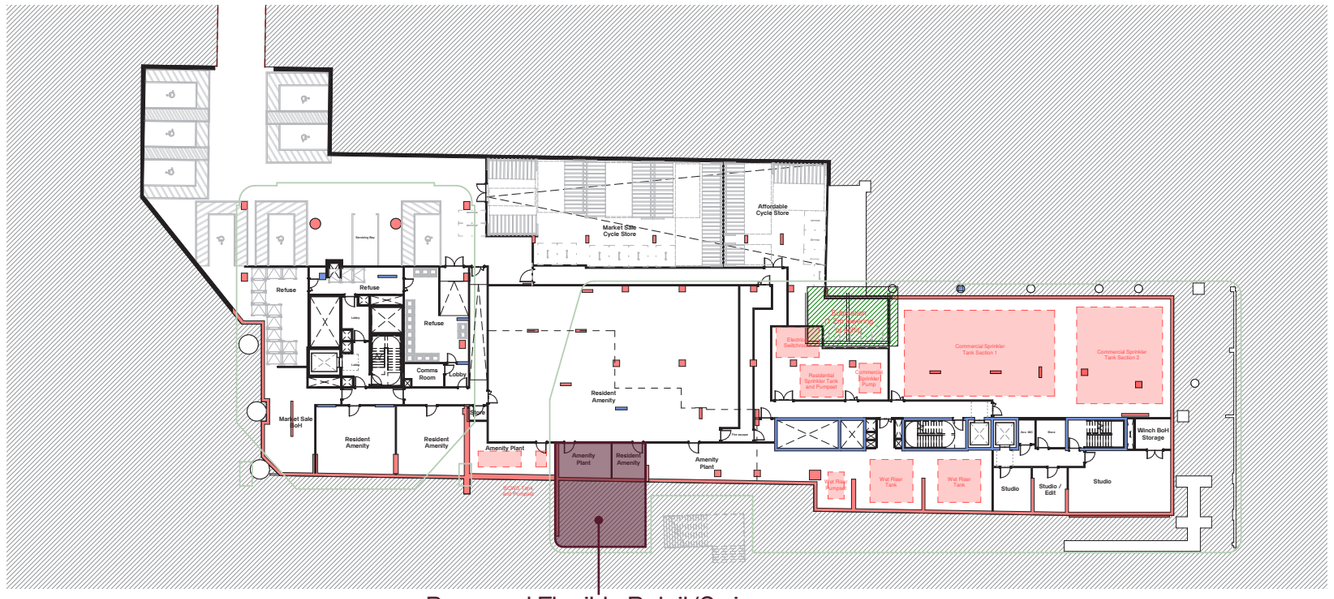


Existing Swiss Cottage Underground Entrance

Proposed Flexible Retail/Swiss Cottage Underground Access

Existing Swiss Cottage Underground Entrance

Basement Floor Plan



Proposed Flexible Retail/Swiss Cottage Underground Access

5.8 Emerging Design Concept
Design Optimisation Summary

Emerging Design Concept

The proposed amendments build on the key principles established in the approved scheme while introducing the following enhancements:

- Increased number of homes for both **Market Sale** and **Affordable** housing.
- Design updates, where feasible, to meet current standards.

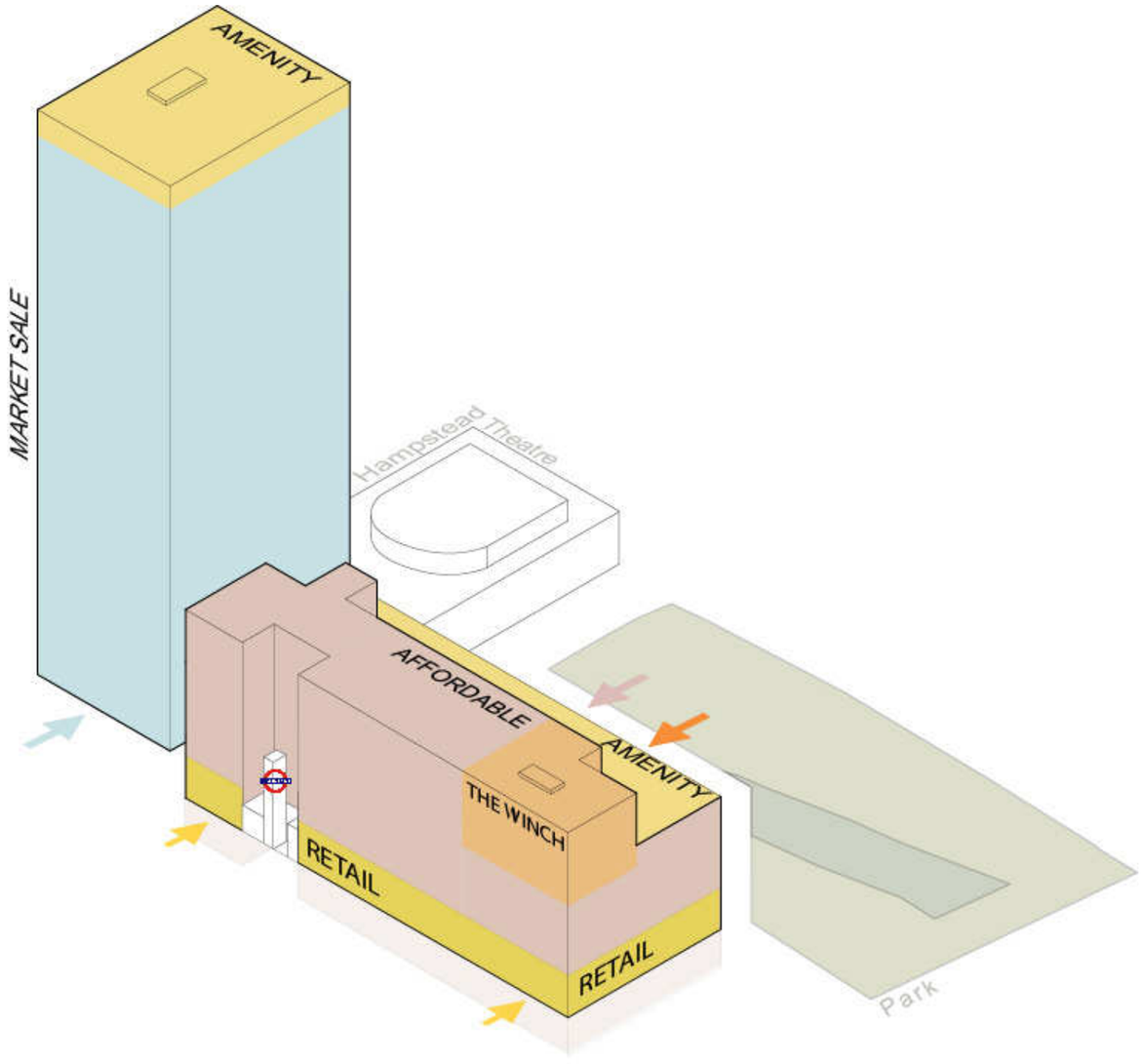
Tower Building

- **Market Sale Apartments**: Transitioned from rental units to sale homes
- **Retail Space**: Positioned at the rear of the building, facing the Theatre, retained.
- **Amenity Space:** Located on the top floor, providing dedicated facilities for residents.

Lower Building

- **Increased Affordable Housing:** Additional affordable apartments introduced, with an increase to 35% provision based on GIA and habitable rooms.
- **The Community Space:** Consolidated into three floors, featuring an improved main entrance with prominent park-side frontage and dedicated external amenity at Terrace Level.
- **Retail Frontage:** Maximised along Avenue Road and wrapped around the lower building, seamlessly integrated into the surrounding area.
- **Back-of-House Functions:** Avenue Road kept clear of building services and back-of-house elements, improving its aesthetic and functionality.
- **Amenity Space:** Added at roof level to enhance residents' experience.

These amendments ensure a more efficient, community-focused, and visually cohesive development.



Emerging Design Concept

6.0

Architectural Proposals