

Site Context

Local Consented Development

This diagram shows the major emerging context around West End Lane, with their storey heights annotated. There are many tall consented schemes nearby, along Blackburn Road and beyond. Many of these projects are residential mixed-use.



Planning Consultation Timeline

CONSULTATION TIMELINE



Fifth State have undertaken an extensive pre-application consultation process involving 5 pre-app meetings with the London Borough of Camden alongside meetings with a Design Review Panel, TfL, the GLA and ward members within Camden. A public consultation event was also held to glean local views which have informed the proposed scheme.

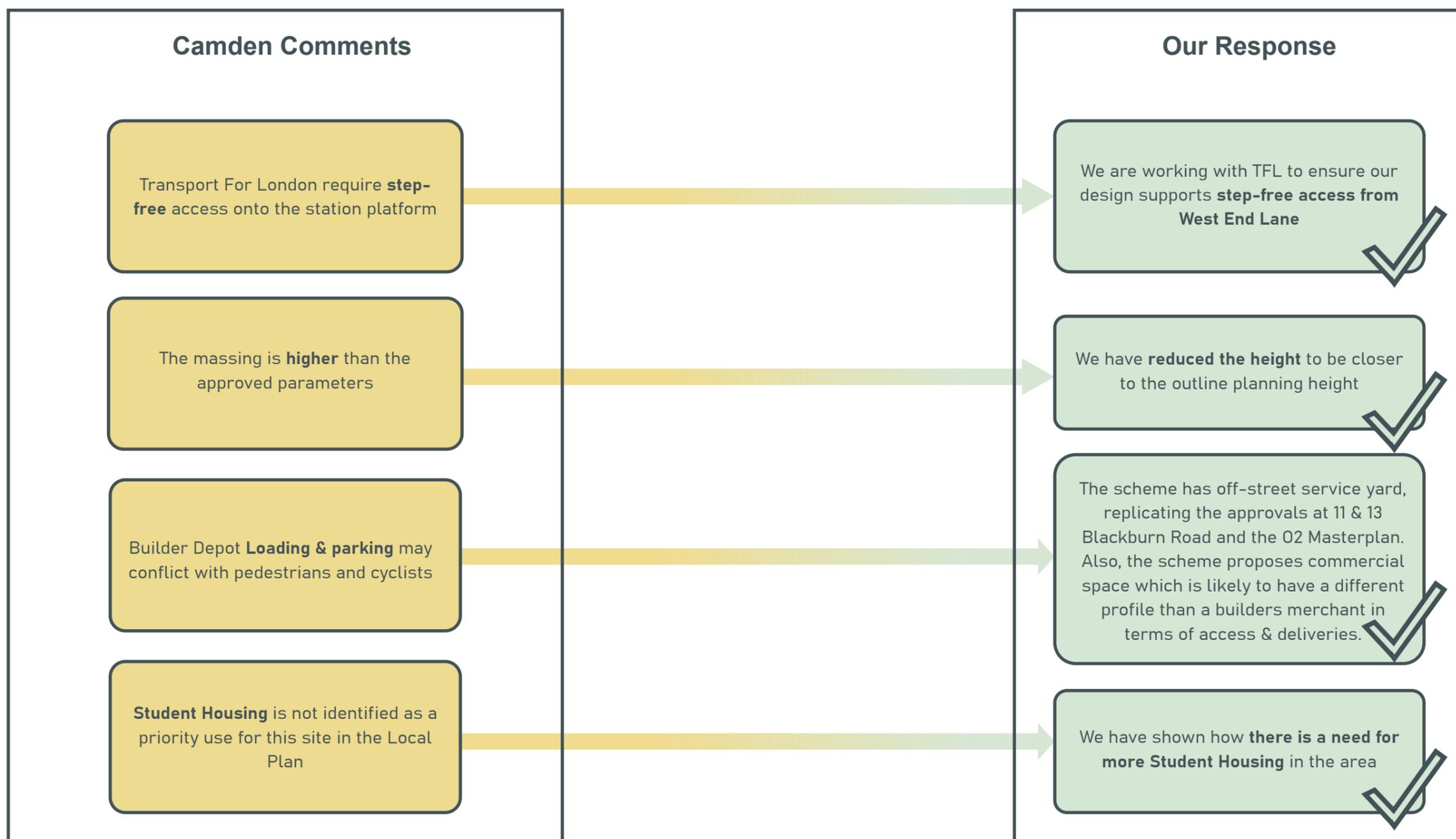
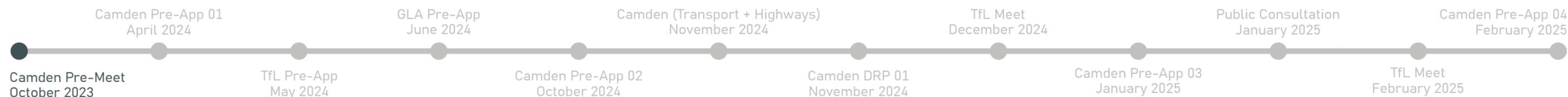
The proposals are consistent with Land Securities' 02 Masterplan outline planning permission. The scheme aims to create an inviting and high quality gateway into the Masterplan.

Planning Consultation

Camden Pre-Meet
October 2023

- Positive comments and resolutions to queries
- Comments requiring a response

CONSULTATION TIMELINE



Planning Consultation

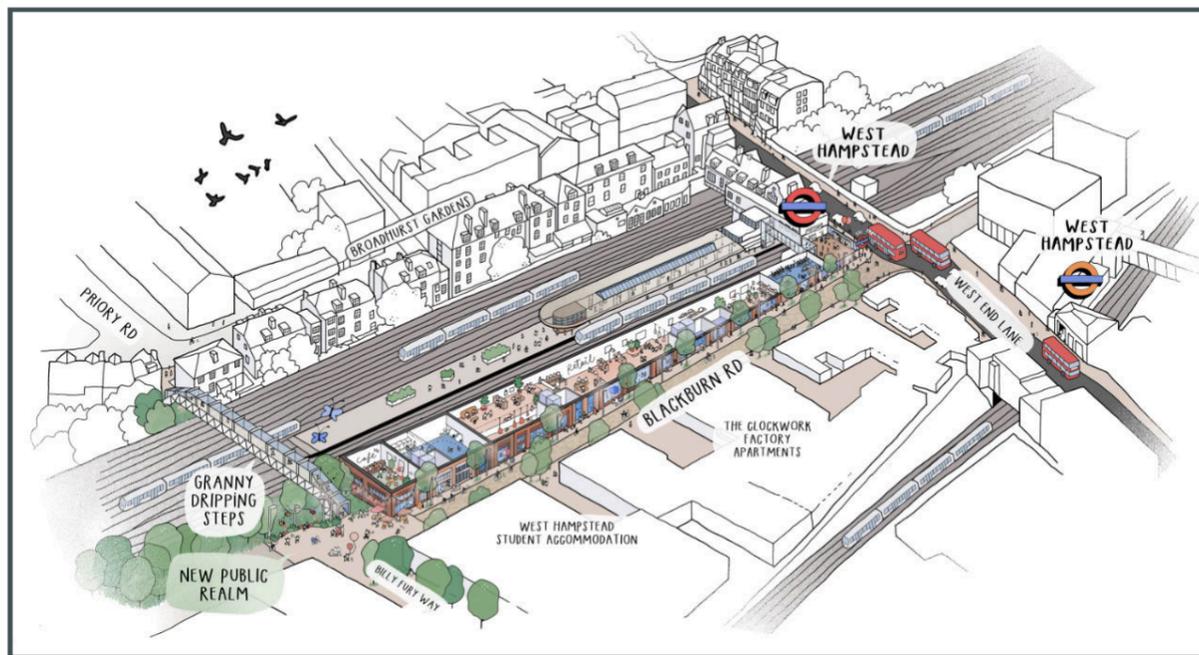
Camden Pre-Application 01 April 2024

- Positive comments and resolutions to queries
- Comments requiring a response

CONSULTATION TIMELINE



Scheme Presented



Camden Comments

Balconies to south will provide better **outlook/daylight** and **sunlight**

Despite the proposed building scale being slightly above parameters of O2 Masterplan scheme, the scale and massing is **broadly acceptable**

Positive feedback given to the proposed **rhythm and design** of the proposals including the **treatment of the deck access** and incorporation into the facade

The proposed design/elevation development is a **positive design response** to the character study/context analysis

Planning Consultation

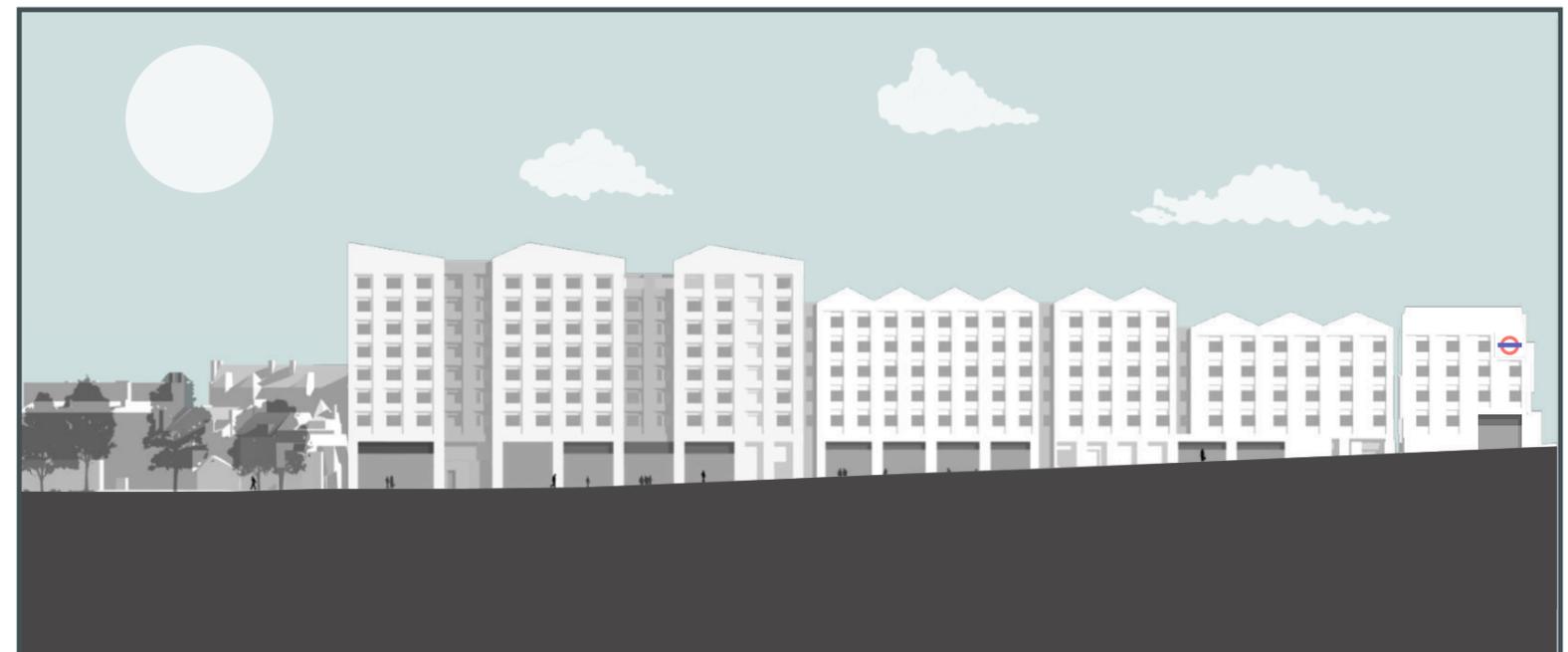
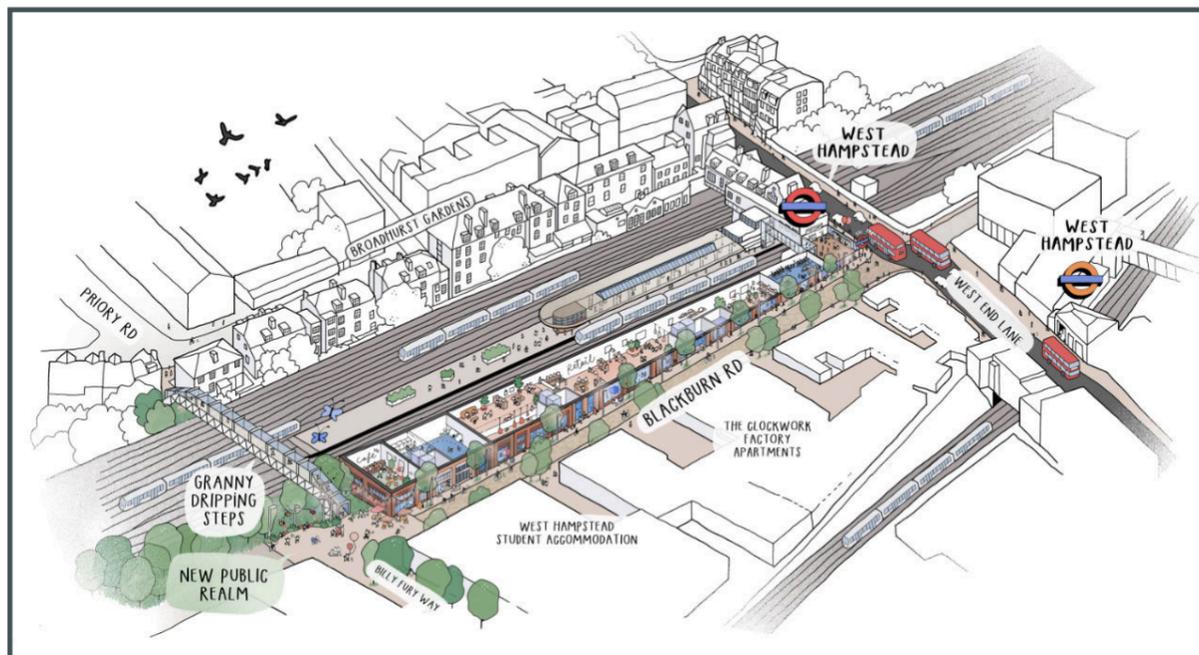
TfL Pre-Application 01
May 2024

- Positive comments and resolutions to queries
- Comments requiring a response

CONSULTATION TIMELINE



Scheme Presented



TfL Comments

TfL is working on a station scheme that **does not** require any permanent land acquisition from 14BR

All agree that the TfL Station corner site is not included as part of the development proposals at 14BR.

TfL advises that any development proposals will need to ensure **satisfactory clearance** from TfL Infrastructure to the south of the site at 14 BR

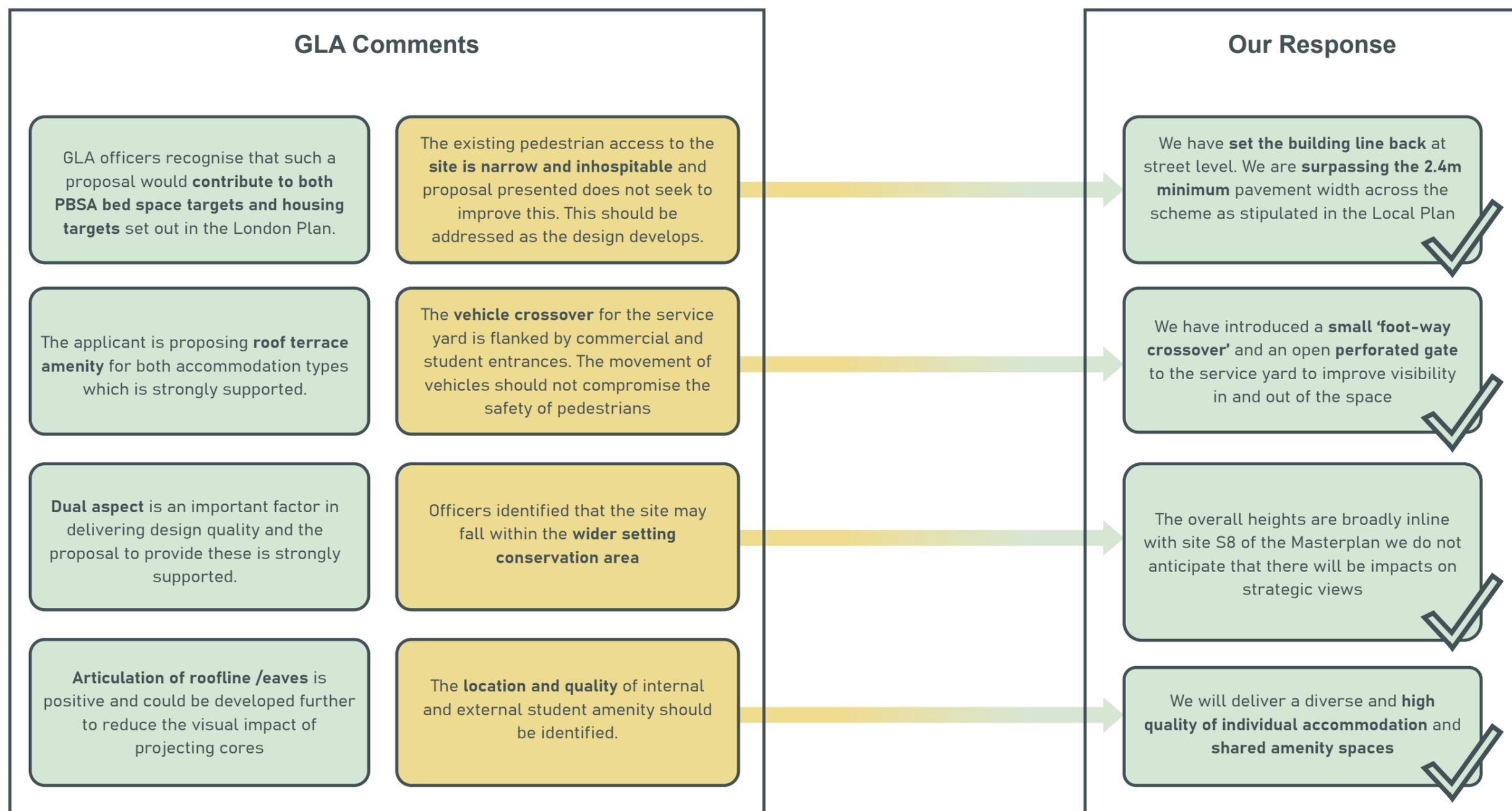
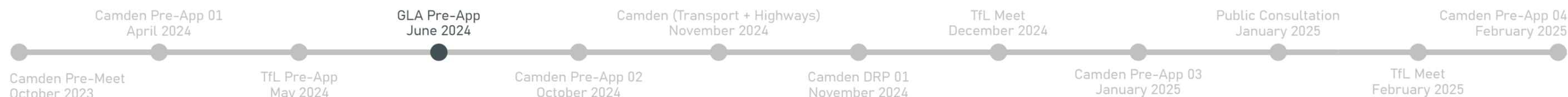
The proposal has been designed so that all structure sits within a **3m offset** from the surveyed site boundary line

Planning Consultation

GLA Pre-Application June 2024

- Positive comments and resolutions to queries
- Comments requiring a response

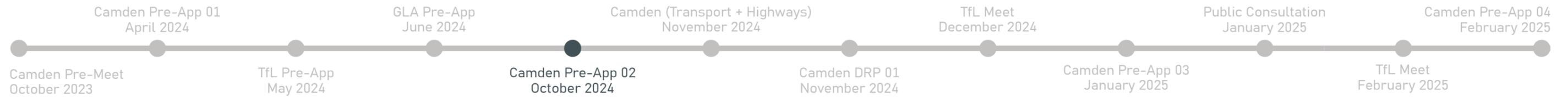
CONSULTATION TIMELINE



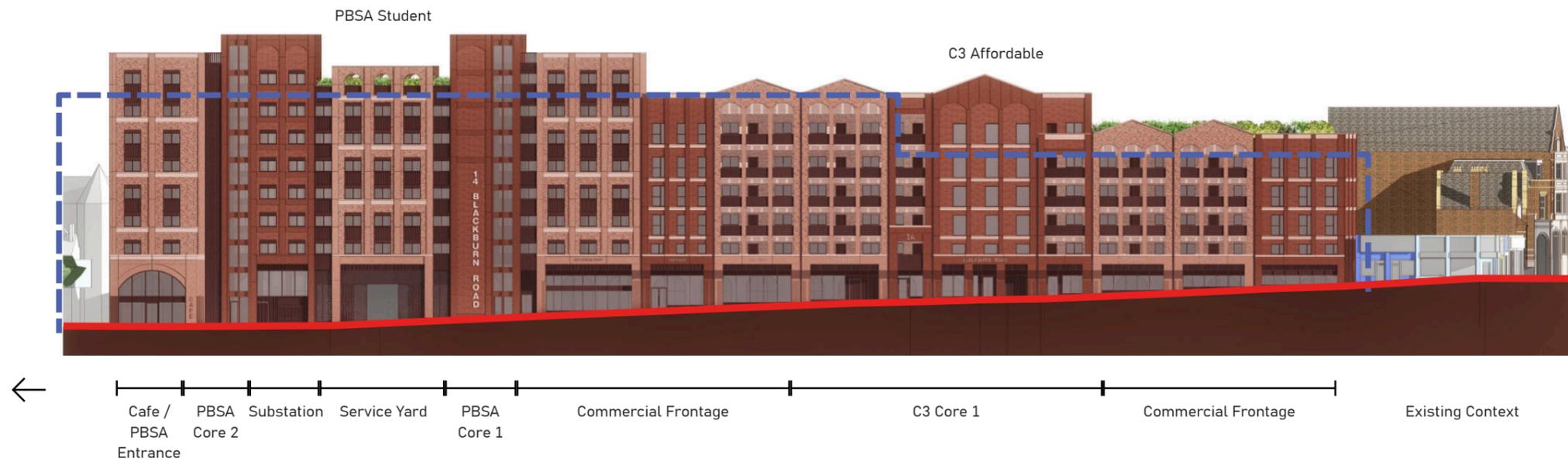
Planning Consultation

Camden Pre-Application 02 October 2024

CONSULTATION TIMELINE

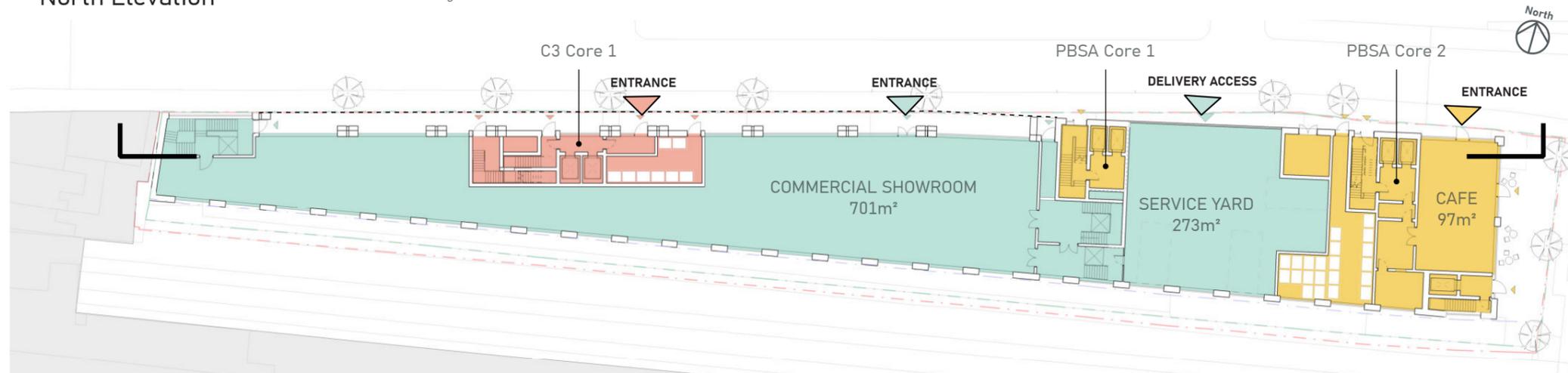


Scheme Presented



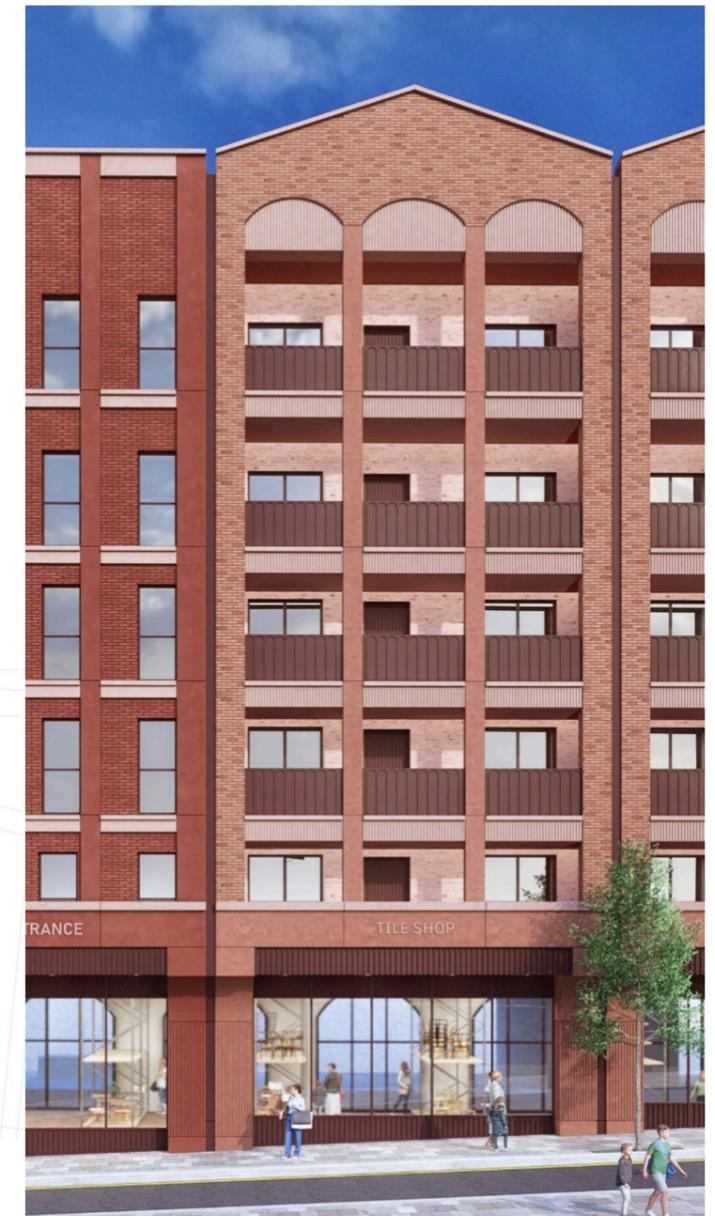
North Elevation

— Outline Consent Height Parameters



Street Level GA Plan

- C3 Affordable
- PBSA Student
- Class E Commercial



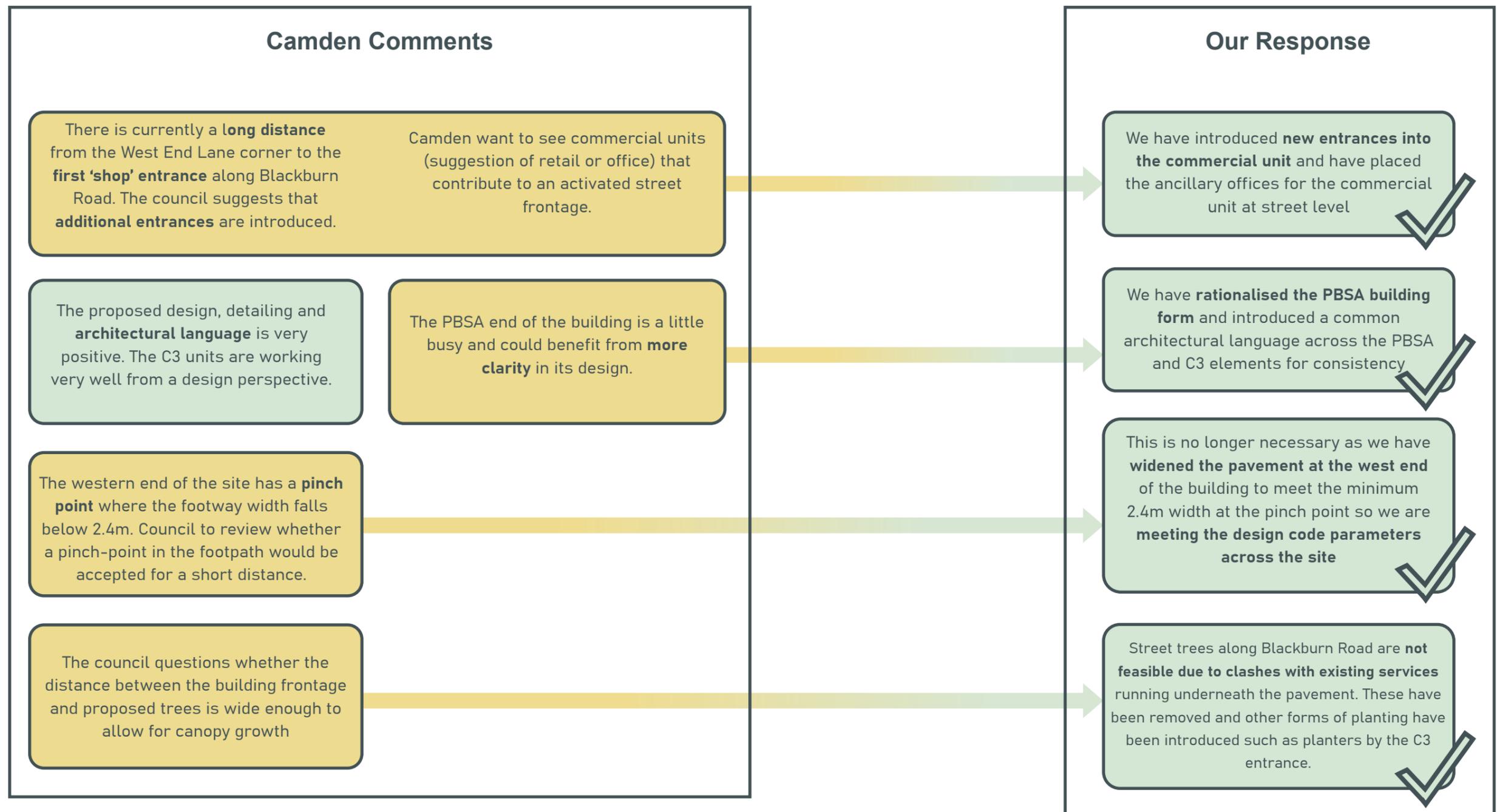
North Bay Study

Planning Consultation

Camden Pre-Application 02 October 2024

- Positive comments and resolutions to queries
- Comments requiring a response

CONSULTATION TIMELINE

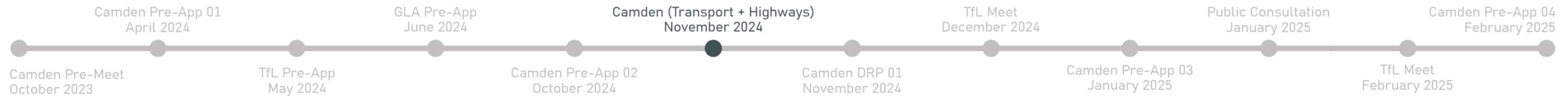


Planning Consultation

Camden Highways/Transport Meet November 2024

- Positive comments and resolutions to queries
- Comments requiring a response

CONSULTATION TIMELINE




Car-Free Development


Servicing


Servicing Vehicle Crossover


Cycle Lanes

Camden Comments

The council **agreed that car free development would be supported** and that an off-site contribution would be secured to achieve a suitable blue badge parking space in a different location close to the site. 

The council advises that any servicing arrangements will need to ensure that they **do not conflict with other existing movements** associated with other uses/properties along Blackburn Road

The council **approve of the proposed vehicle crossover** design to the service yard 

The council to advise on the format of the cycle lanes and the best location for the service bays.

Our Response

We are designing the servicing strategy against vehicle tracking demonstrating service vehicles passing other traffic along Blackburn Road 

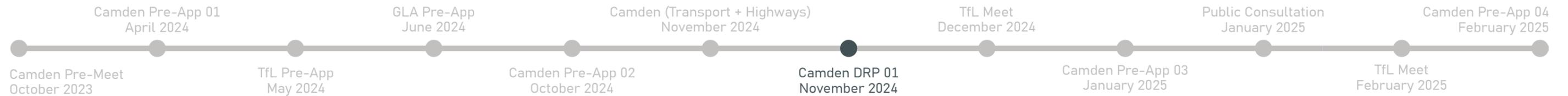
Due to the constrained width of the street on Blackburn Road, we have proposed that cyclists will share the carriageway with vehicles. Cyclists will move in the direction of traffic on both sides of the street with their presence made clear through road markings. 



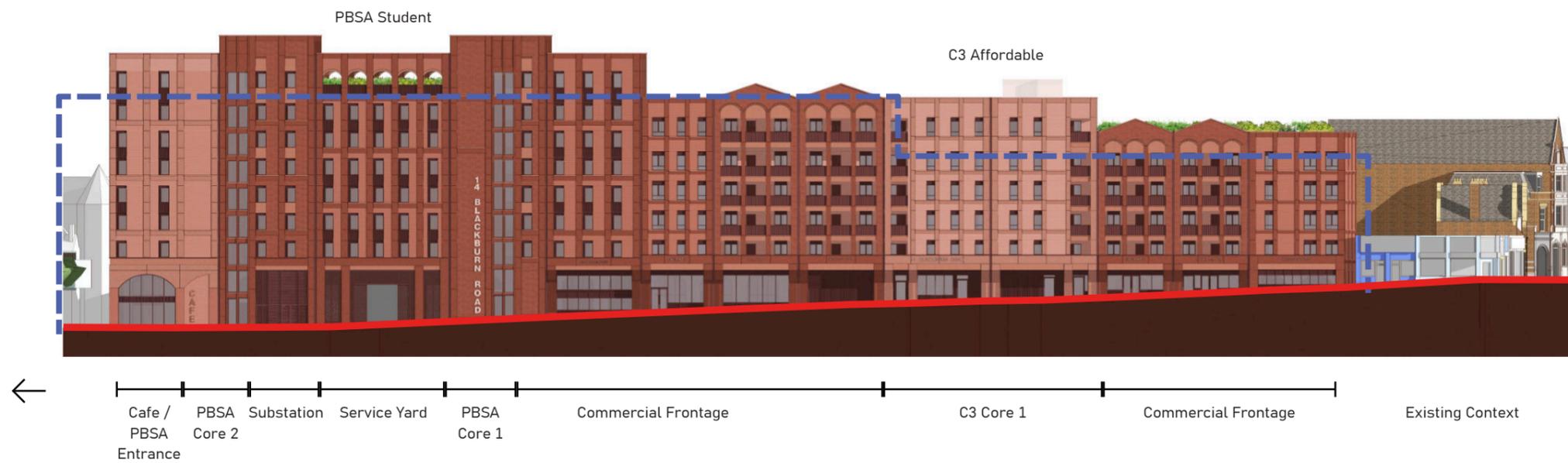
Planning Consultation

Camden DRP 01
November 2024

CONSULTATION TIMELINE



Scheme Presented



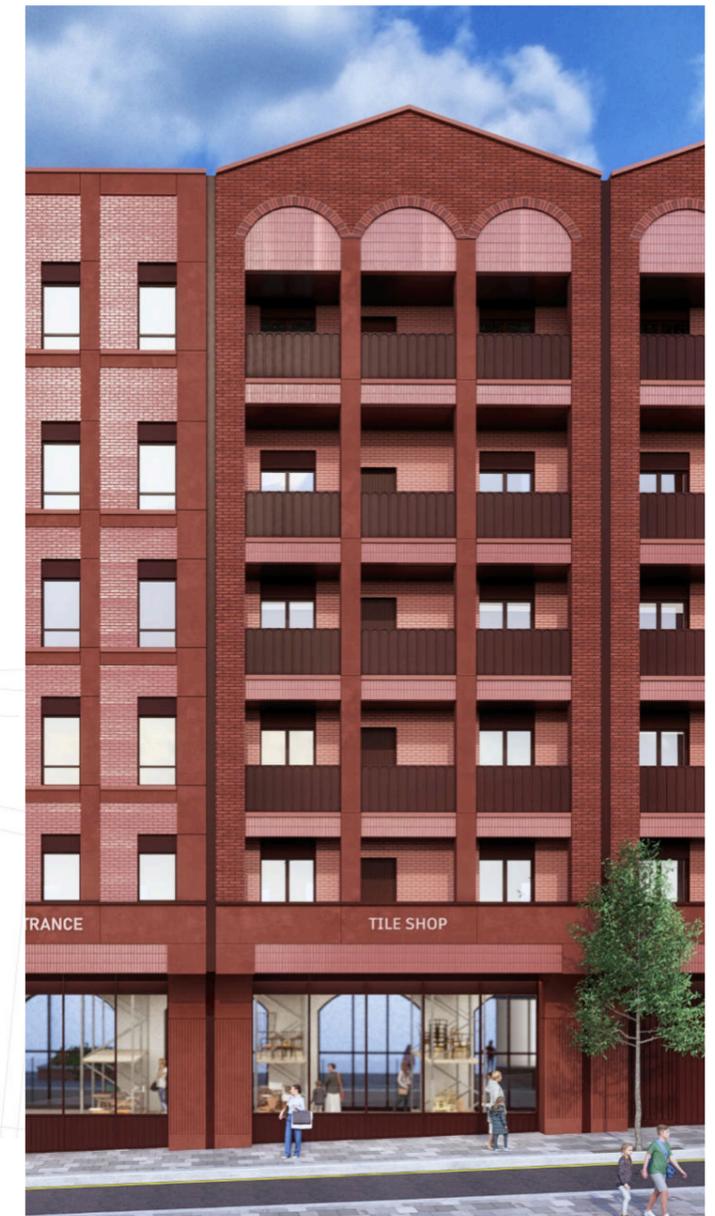
North Elevation

— Outline Consent Height Parameters



Street Level GA Plan

- C3 Affordable
- PBSA Student
- Class E Commercial
- Shared Plant (+Access)



North Bay Study

Planning Consultation

Camden DRP 01 November 2024

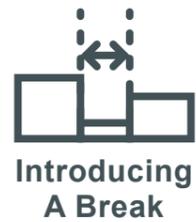
- Positive comments and resolutions to queries
- Comments requiring a response

CONSULTATION TIMELINE



DRP Comments

Our Response



The panel thinks that **breaking up the development into two** separate buildings, with space in between, would help to relieve its impact on the street.

The panel believe it would also be beneficial to **introduce a break** – or breaks - in the building line, **while maintaining a ground floor connection**

We have **introduced a break** between the massing of the C3 and PBSA elements to match the **width between its blocks S8A and S8B**, dividing the street frontage.



The panel asks for further exploration of how the **western end of the building will relate to the proposed public square** beside West Hampstead Underground Station.

It is also important that the **ground floor is at the right level** to allow active frontage to open onto the square.

We have **increased the height of the commercial unit** to the west end of the site and raised it to the level of the topmost surveyed AOD on Blackburn Road, facilitating a **connection to future TfL station works**.



Tall buildings are proposed in the O2 Masterplan, and the panel thinks that a **slightly taller building could also be acceptable** on this site.

We have **slightly increased the heights** of the building facilitating an increase of affordable homes and improving the active frontage of commercial space at ground floor.



The panel asks for work to develop a **calmer architectural approach** that is more suited to the side street context, looking at **railway precedents**.

We have explored **alternative approaches to the façade design** so that the building relates to the neighbouring railway buildings.

Planning Consultation

TfL Meet
December 2024

- Positive comments and resolutions to queries
- Comments requiring a response

CONSULTATION TIMELINE



TfL Comments

Designs for the proposed TfL square are **indicative only**. A connection may be possible however a cafe building may also be constructed on half of the site in front of the proposals for 14 Blackburn Road. The proposal is not confirmed.

TfL are **against** the proposal of placing the **deck access to the south** facing onto TfL land and would prefer it to the north as currently proposed.

Our Response

We have increased the height of the commercial space to the west of the site so that it may facilitate a connection to the proposed TfL square at a higher level.

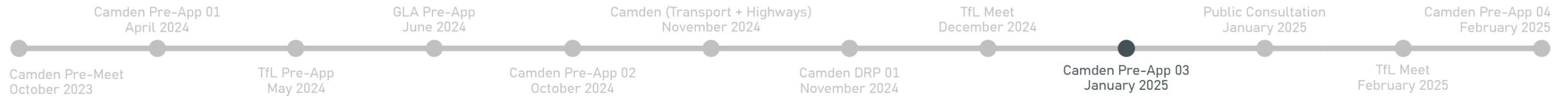
We have developed the proposal with the deck access to the north of the building along Blackburn Road.



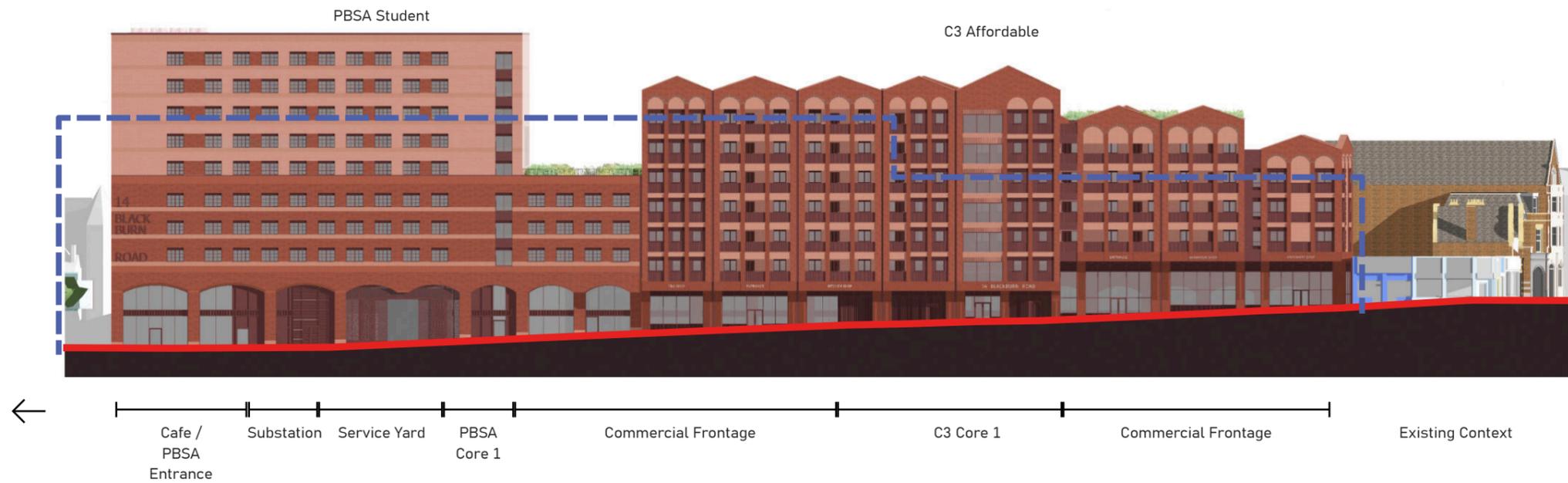
Planning Consultation

Camden Pre-Application 03 January 2025

CONSULTATION TIMELINE

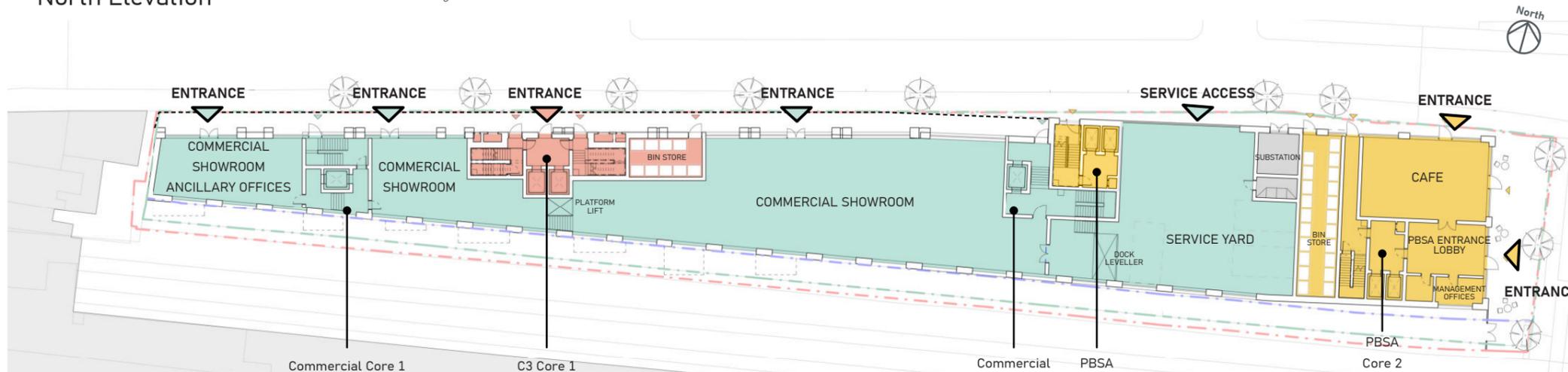


Scheme Presented



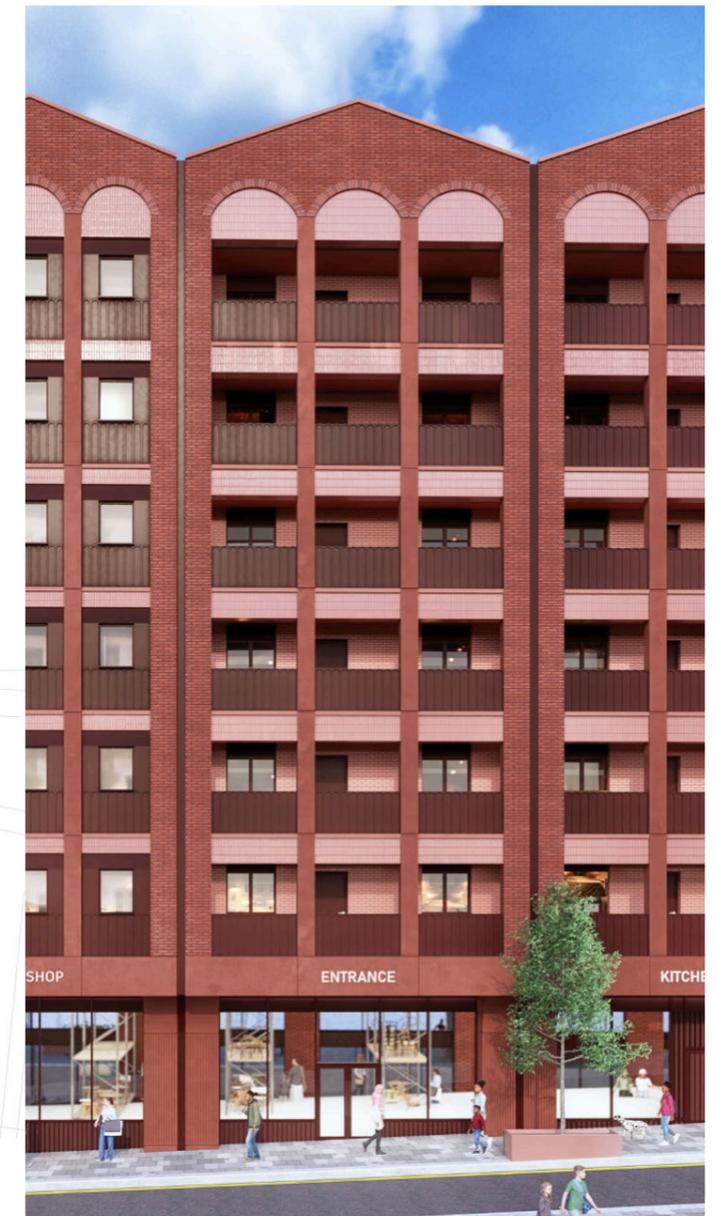
North Elevation

— Outline Consent Height Parameters



Street Level GA Plan

- C3 Affordable
- PBSA Student
- Commercial
- Shared Plant (+Access)



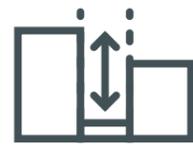
North Bay Study

Planning Consultation

Camden Pre-Application 03 January 2025

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- Comments requiring a response

CONSULTATION TIMELINE



Increasing the Break



Active Frontage



Entrances



Façade Design

Council Comments

The break between the C3 and PBSA buildings is not impactful enough. The height of the break should be increased by removing the student accommodation within it.

The council believe the only connection between the C3 and PBSA masses could be at ground floor where it hosts the commercial

Can the service yard frontage be reduced to improve the pedestrian experience for students entering and exiting the PBSA building.

The C3 core could be decreased in width and increased in depth, changing the shape and providing more active frontage

The entrance lobby for the C3 residential is small and could be increased.

The deck access on the C3 is too heavy can this be made to feel more lightweight. The detailing around the windows should be simplified.

The PBSA facades are too repetitive and require some more detail to divide up the fenestration.

Our Response

We have **increased the depth of the break** so that it spans from level 01 upwards, sitting above the ground floor commercial showroom.

We have **increased the amount of active frontage further** by reducing the width of the C3 entrance lobby and the service yard

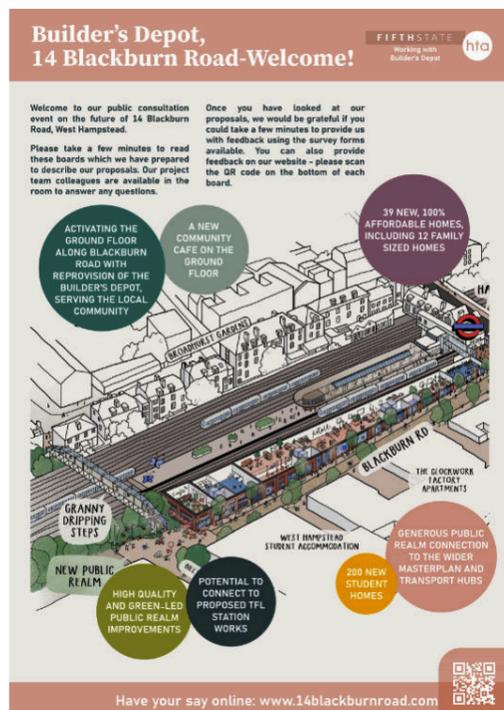
We have **maximised the size of the C3 entrance lobby and increased its depth** by moving the lifts and popping out a glazed feature at ground floor

We have explored options for the C3 and PBSA facades that **retain the richness** but **simplify the detailing**

Planning Consultation

Public Consultation Event January 2025

A public consultation event was set up in the existing Builder Depot on site to garner input from the general public on the proposals for 14 Blackburn Road. This acted as a valuable tool to inform our designs and collect a wide range of opinions from the local community, neighbours, developers, shopkeepers and local community groups. In total, 18 feedback forms were submitted to the project team, of which 12 were online forms and 6 were hard copy forms.



Exhibition boards and website for Public Consultation

Respondents Suggestions:

Café:

- Should be fully public.

Transport & Highways:

- Upgrades to the tube station.
- Improvements to pavement.
- Improved vehicle access to builders depot.

Student housing:

- Questioned whether there is more demand for student housing in this area

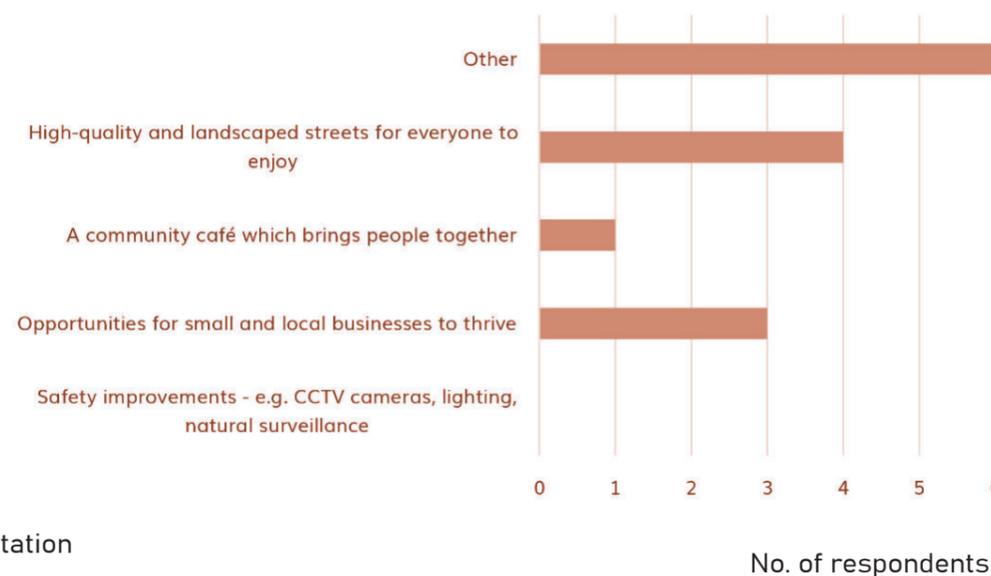
Height:

- Reduce density and height.
- Increase height.

Outdoor amenities:

- Add a children's playground.
- Add outdoor seating area.
- Address the relationship with the proposed square as part of the improvements to the Jubilee line.
- Need for a community space for young people and wider community.

What improvements would you like to see in this area?



Images of the event in the showroom of the existing Builder Depot

Planning Consultation

TfL Meet
February 2025

- Positive comments and resolutions to queries
- Comments requiring a response

CONSULTATION TIMELINE

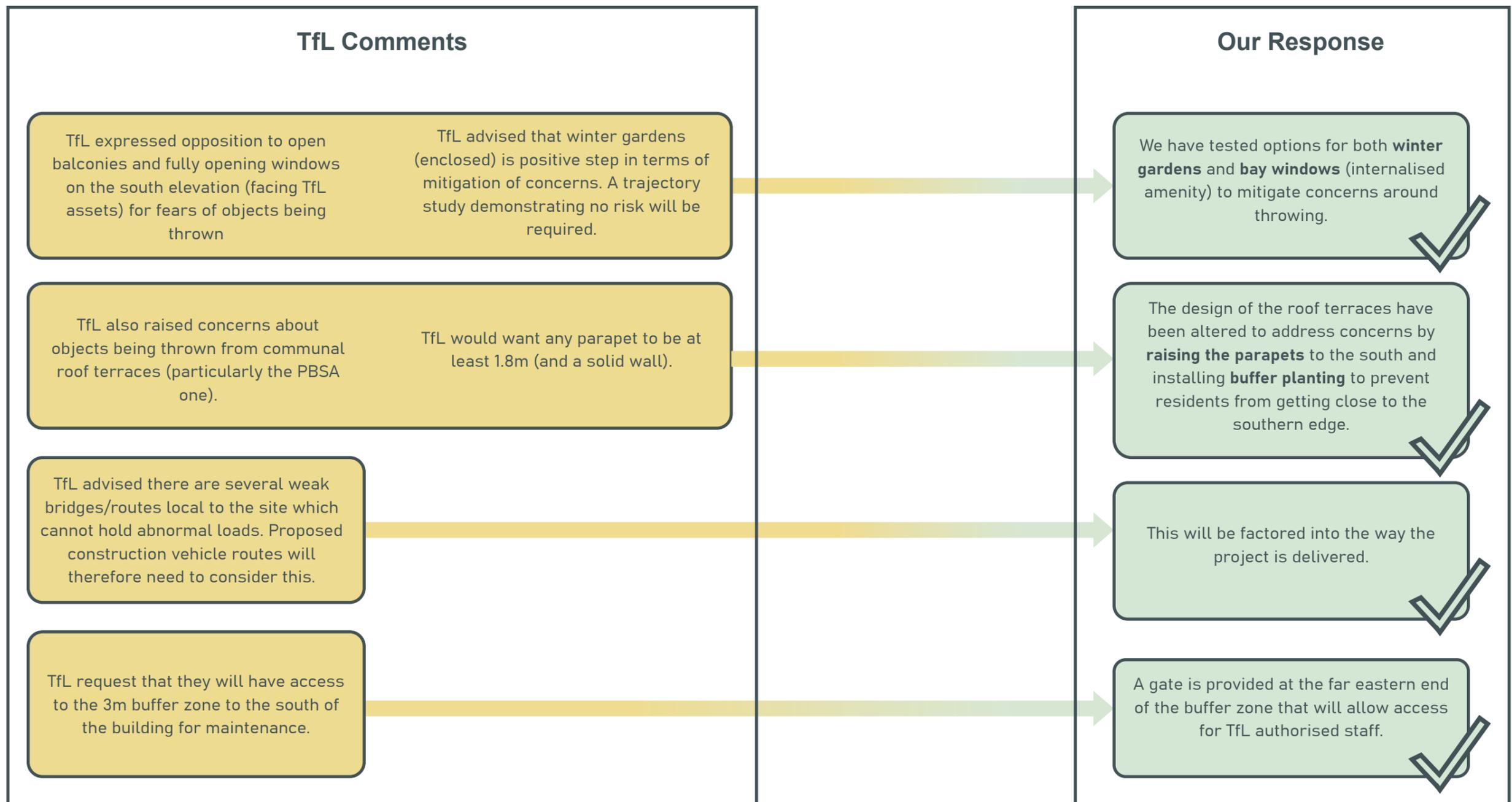



Winter Gardens / Internalised Amenity


Roof Terraces


Weak Bridges

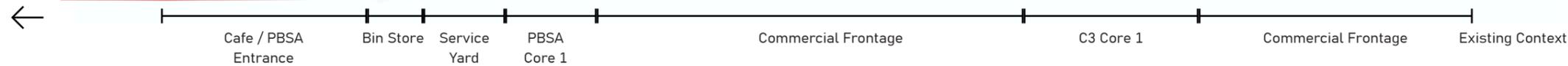
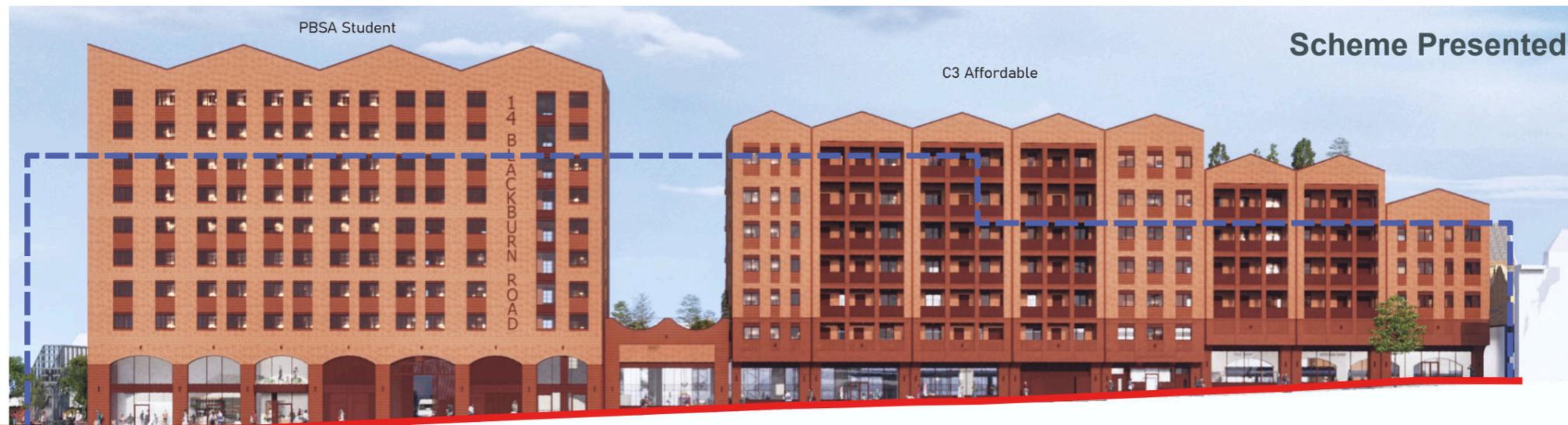
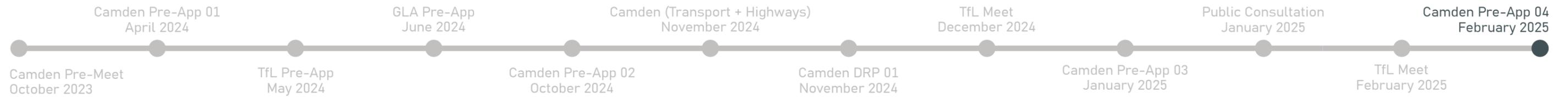

3m Buffer Strip



Planning Consultation

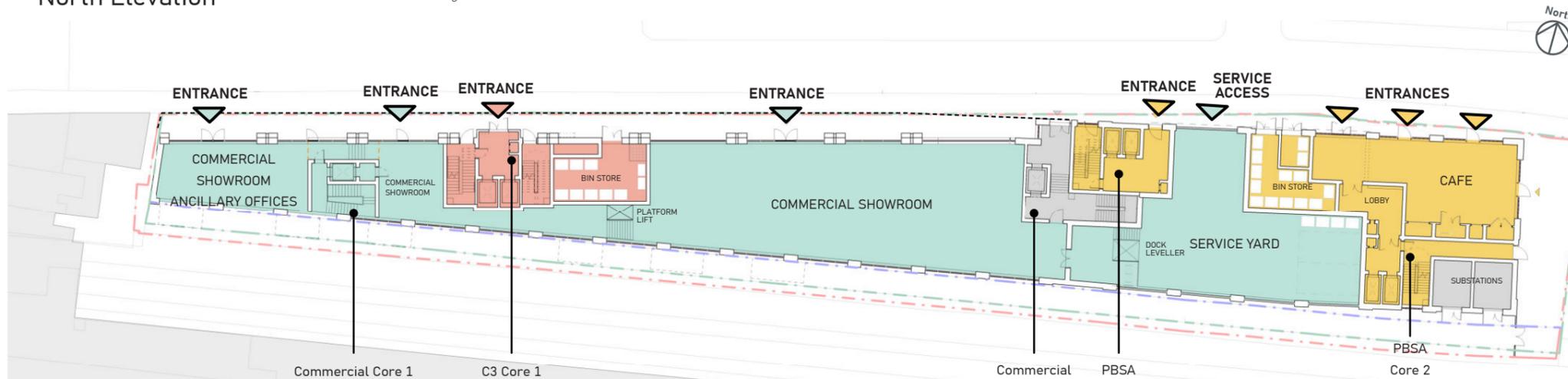
Camden Pre-Application 04 February 2025

CONSULTATION TIMELINE



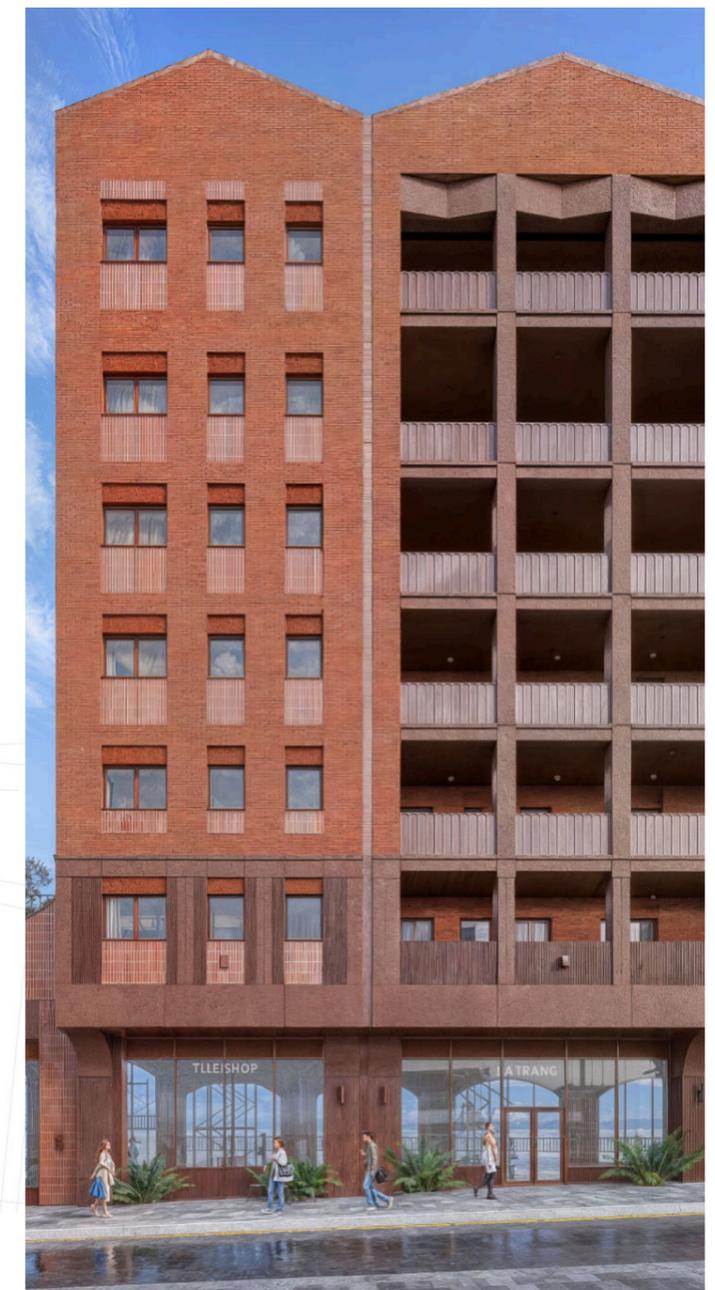
North Elevation

Outline Consent Height Parameters



Street Level GA Plan

- Commercial Core 1
- C3 Affordable
- PBSA Student
- Commercial
- Shared Plant (+Access)



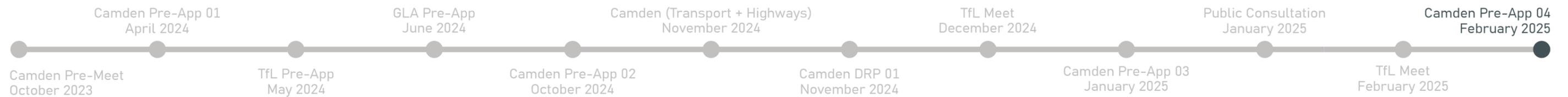
North Bay Study

Planning Consultation

Camden Pre-Application 04 February 2025

- Positive comments and resolutions to queries
- Comments requiring a response

CONSULTATION TIMELINE

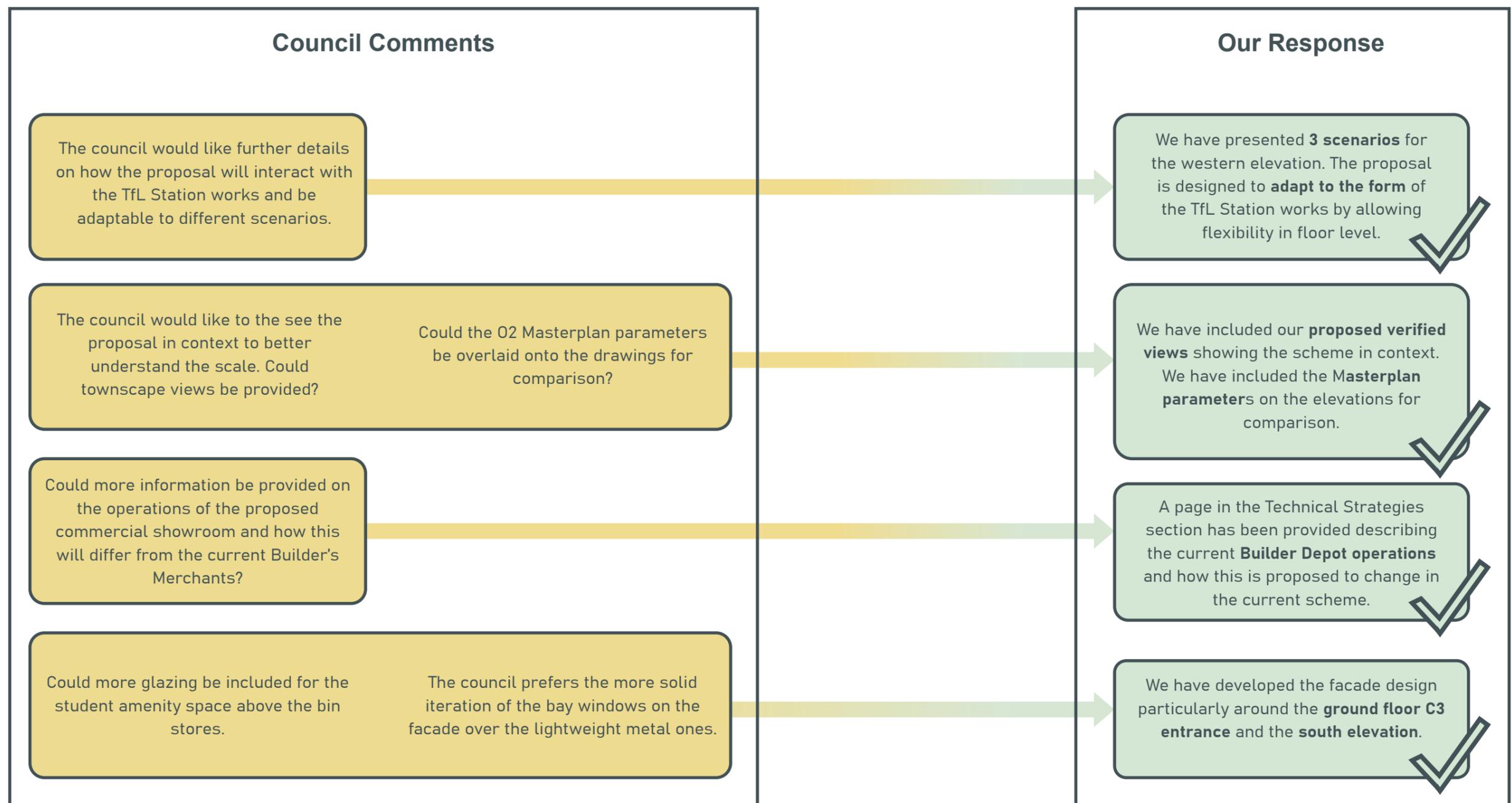



Connection to
TfL Square


Massing


Commercial
Showroom


Façade
Design



Design Development

Design Development

Local Context

Two architectural typologies have been identified in the immediate context to the site that characterise the local area. Both have notable characteristics that make them identifiable and distinct. These valued characteristics have influenced different elements of the proposed scheme.

The Victorian and Edwardian shopfronts along West End Lane are composed around a vertical rhythm of smaller elements, each framing individual homes and retail units below. The roovescape is playful incorporating pitch roofs and arches to divide the continuous building height. Arches motifs are also carried through around the fenestration.

Railway buildings facing the tracks adopt a predominantly brick-based architecture incorporating subdivided 'crittall' style windows. The fenestration is evenly spaced and horizontal in expression. Many commercial and retail units occupy the arches underneath railway lines making use of the repeated arched shopfronts.

Railway Typology



Crittall Style Windows



Evenly Spaced Windows



Commercial/Retail Under Arches

High Street Typology



Varied Roofscape



Vertical Separation



Arched Motifs