

## Site Context

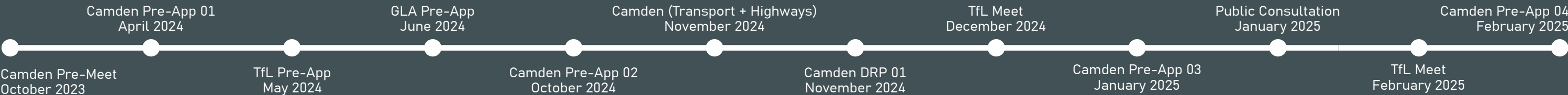
### Local Consented Development

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.

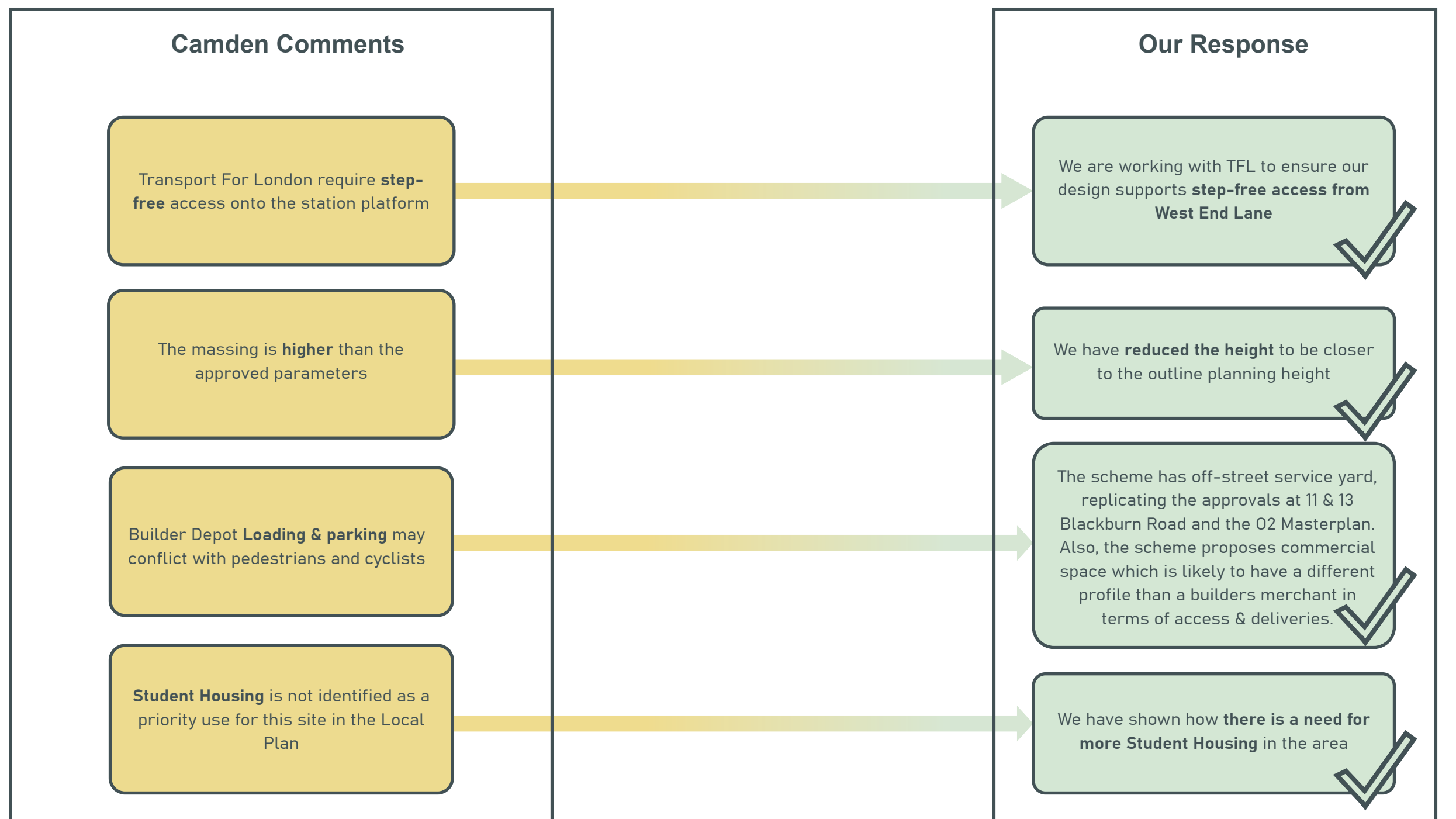
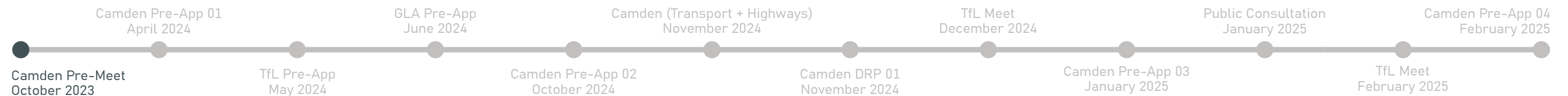
The proposals are consistent with Land Securities’ 02 Masterplan outline planning permission. The scheme aims to create an inviting and high quality gateway into the Masterplan.

# Planning Consultation

Camden Pre-Meet  
October 2023

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

## CONSULTATION TIMELINE



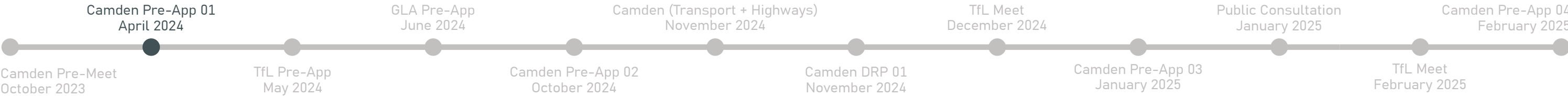


# Planning Consultation

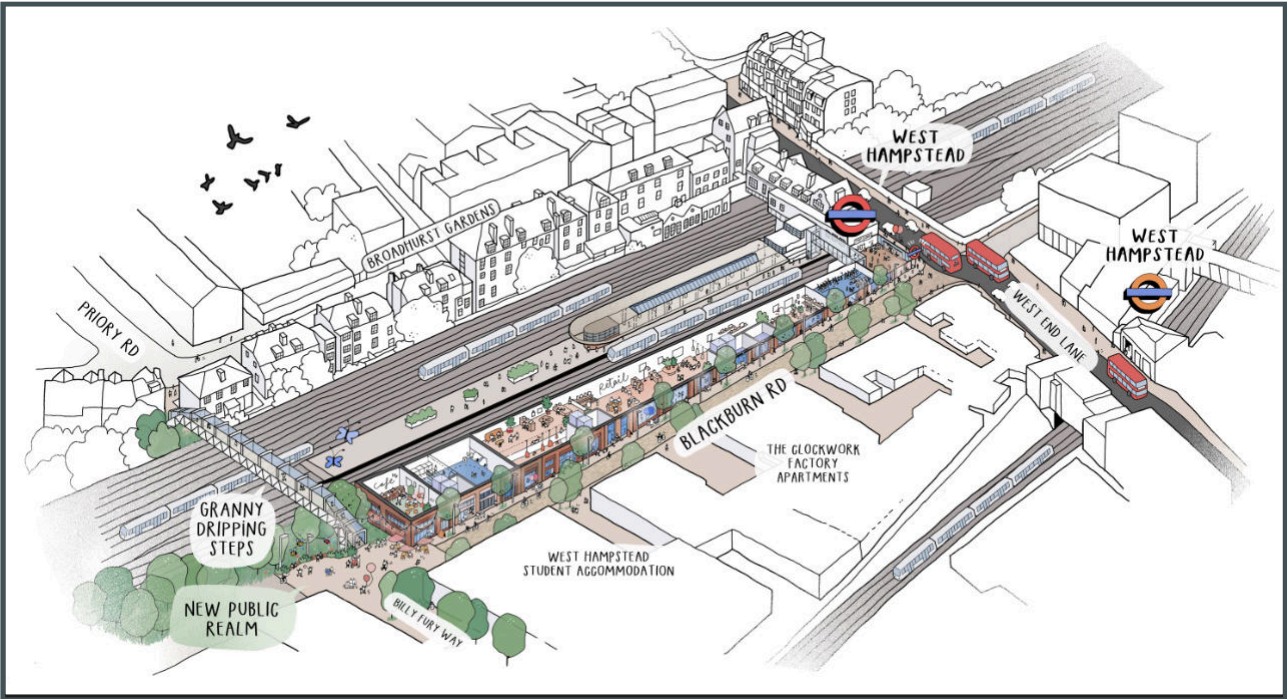
## Camden Pre-Application 01 April 2024

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

### CONSULTATION TIMELINE



### Scheme Presented



### Camden Comments

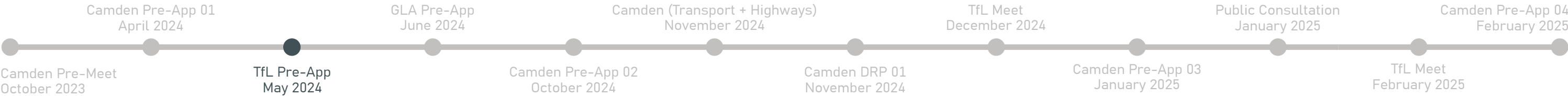
- Balconies to south will provide better **outlook/daylight** and **sunlight**
- Despite the proposed building scale being slightly above parameters of O2 Masterplan scheme, the scale and massing is **broadly acceptable**
- Positive feedback given to the proposed **rhythm and design** of the proposals 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

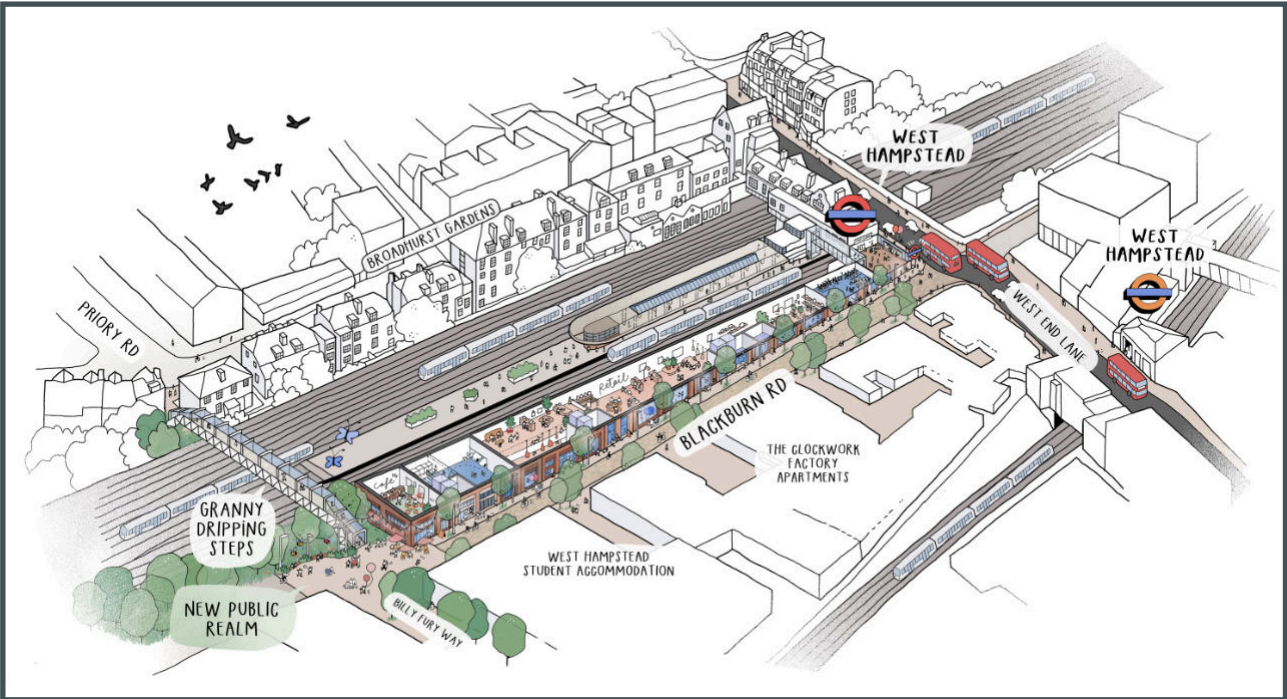
TfL Pre-Application 01  
May 2024

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

## CONSULTATION TIMELINE



## Scheme Presented



## TfL Comments

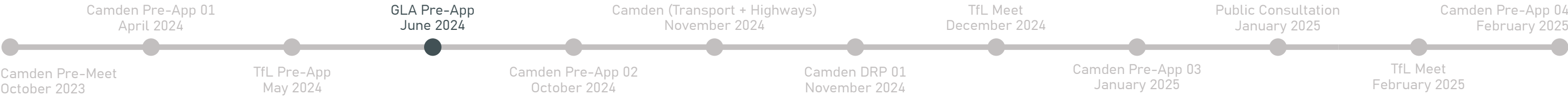
- TfL is working on a station scheme that **does not** require any permanent land acquisition from 14BR
- All agree that the TfL Station corner site is not included as part of the development proposals at 14BR.
- TfL advises that any development proposals will need to ensure **satisfactory clearance** 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



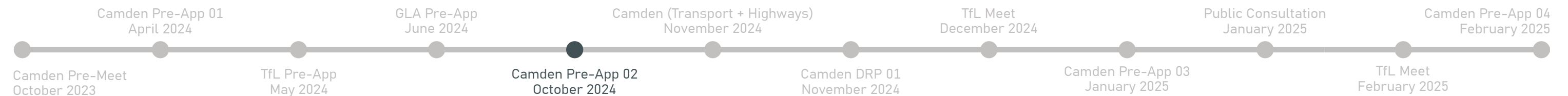
GLA Comments		Our Response	
GLA officers recognise that such a proposal would <b>contribute to both PBSA bed space targets and housing targets</b> set out in the London Plan.	The existing pedestrian access to the <b>site is narrow and inhospitable</b> and proposal presented does not seek to improve this. This should be addressed as the design develops.	We have <b>set the building line back</b> at street level. We are <b>surpassing the 2.4m minimum</b> pavement width across the scheme as stipulated in the Local Plan	
The applicant is proposing <b>roof terrace amenity</b> for both accommodation types which is strongly supported.	The <b>vehicle crossover</b> for the service yard is flanked by commercial and student entrances. The movement of vehicles should not compromise the safety of pedestrians	We have introduced a <b>small 'foot-way crossover'</b> and an open <b>perforated gate</b> to the service yard to improve visibility in and out of the space	
<b>Dual aspect</b> is an important factor in delivering design quality and the proposal to provide these is strongly supported.	Officers identified that the site may fall within the <b>wider setting conservation area</b>	The overall heights are broadly inline with site S8 of the Masterplan we do not anticipate that there will be impacts on strategic views	
<b>Articulation of roofline /eaves</b> is positive and could be developed further to reduce the visual impact of projecting cores	The <b>location and quality</b> of internal and external student amenity should be identified.	We will deliver a diverse and <b>high quality of individual accommodation</b> and <b>shared amenity spaces</b>	



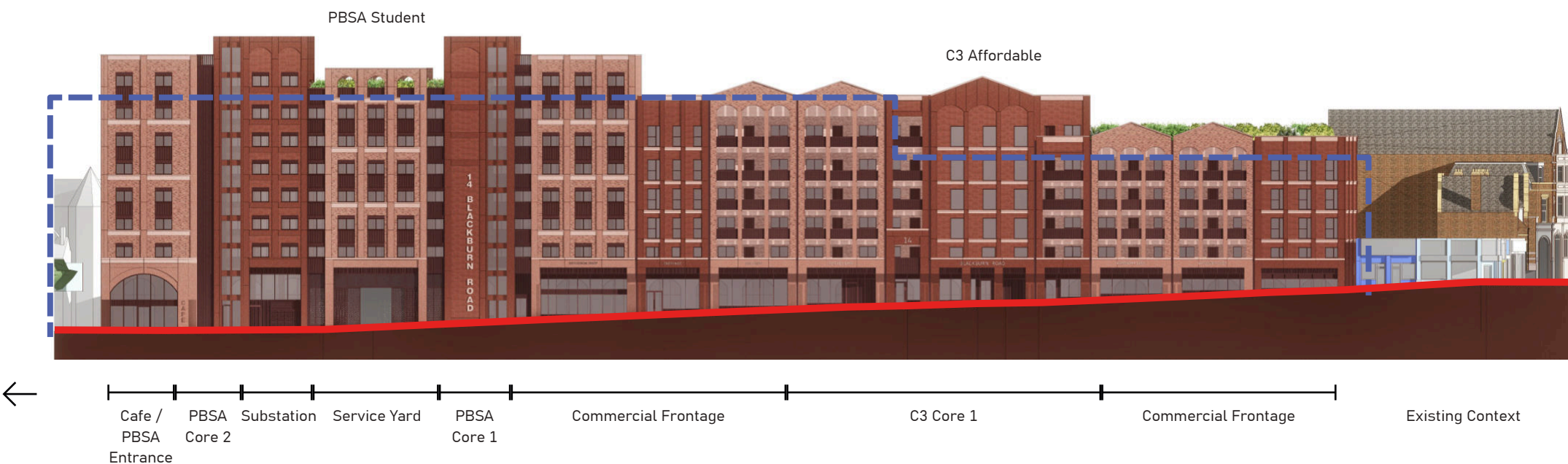
# Planning Consultation

Camden Pre-Application 02  
October 2024

## CONSULTATION TIMELINE

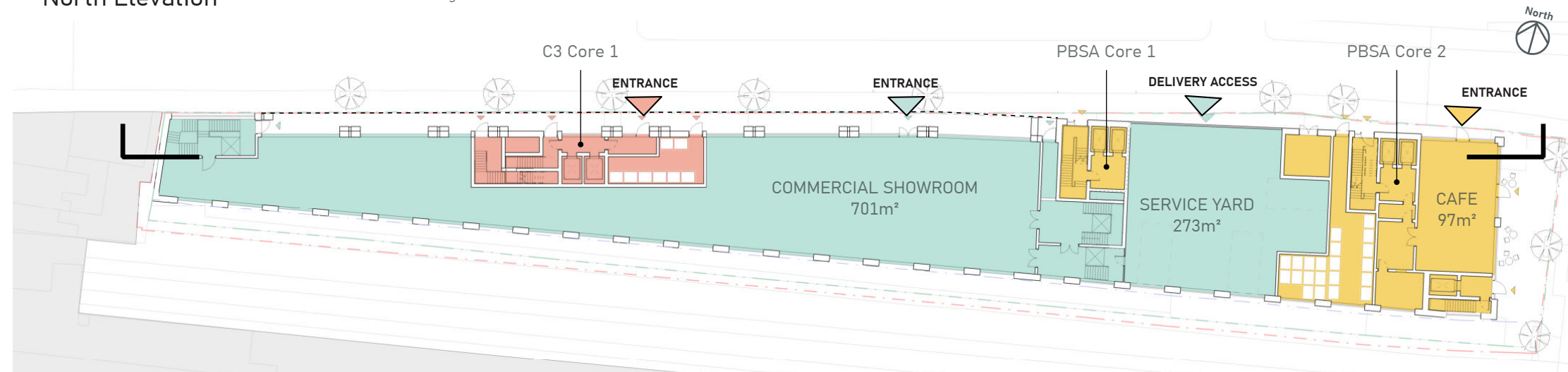


## Scheme Presented



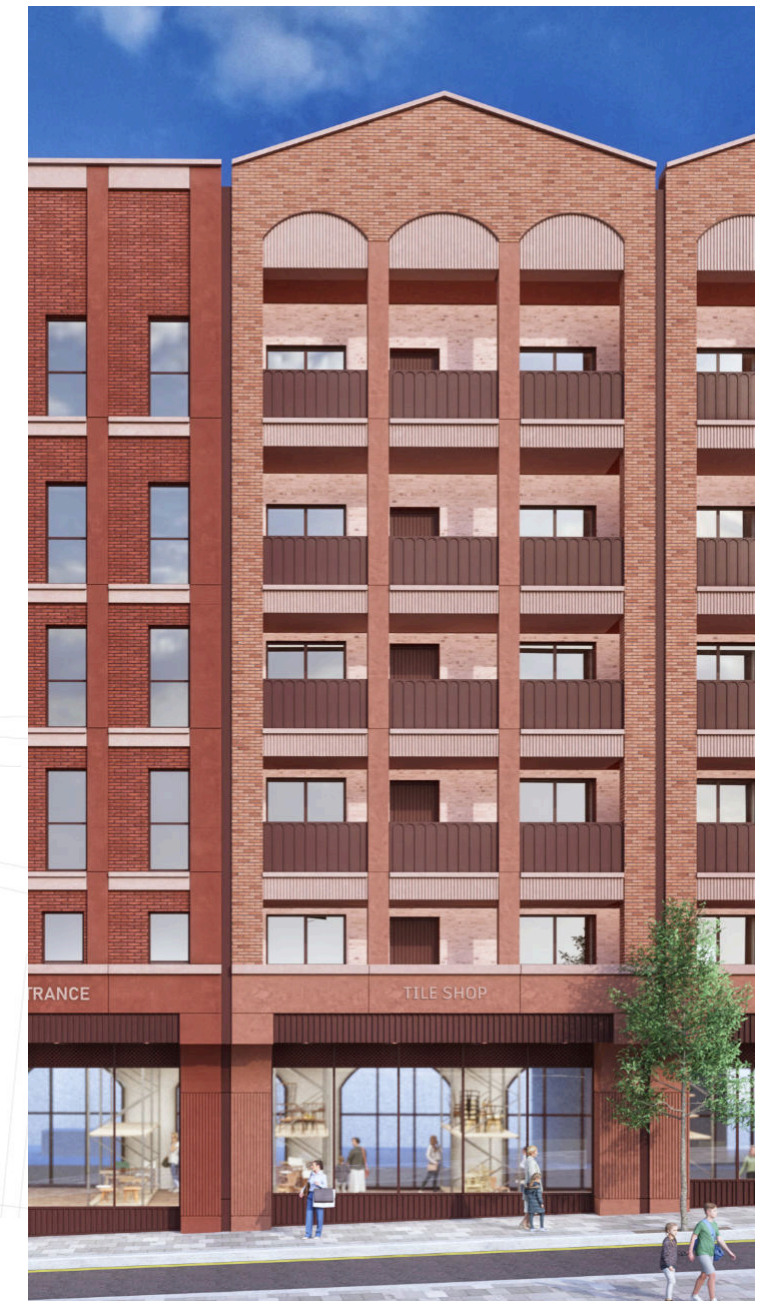
## North Elevation

Outline Consent Height Parameters



## Street Level GA Plan

- C3 Affordable
- PBSA Student
- Class E Commercial



North Bay Study

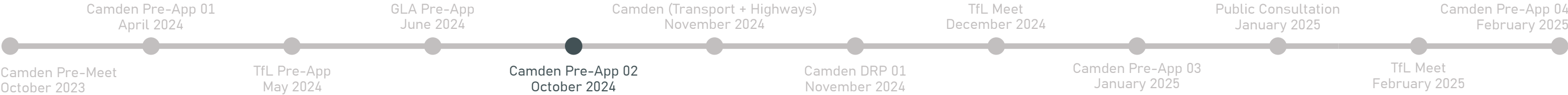
# Planning Consultation

## Camden Pre-Application 02

### October 2024

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

#### CONSULTATION TIMELINE



-   
Street Activation + Entrances
-   
Façade Design
-   
Pavement Widths
-   
Street Trees

#### Camden Comments


- There is currently a **long distance** from the West End Lane corner to the **first 'shop' entrance** along Blackburn Road. The council suggests that **additional entrances** are introduced.


Camden want to see commercial units (suggestion of retail or office) that contribute to an activated street frontage.
- The proposed design, detailing and **architectural language** is very positive. The C3 units are working very well from a design perspective.


The PBSA end of the building is a little busy and could benefit from **more clarity** in its design.
- The western end of the site has a **pinch point** where the footway width falls below 2.4m. Council to review whether a pinch-point in the footpath would be accepted for a short distance.
- The council questions whether the distance between the building frontage and proposed trees is wide enough to allow for canopy growth


#### Our Response

- We have introduced **new entrances into the commercial unit** and have placed the ancillary offices for the commercial unit at street level


- We have **rationalised the PBSA building form** and introduced a common architectural language across the PBSA and C3 elements for consistency


- This is no longer necessary as we have **widened the pavement at the west end** of the building to meet the minimum 2.4m width at the pinch point so we are **meeting the design code parameters across the site**


- Street trees along Blackburn Road are **not feasible due to clashes with existing services** running underneath the pavement. These have been removed and other forms of planting have been introduced such as planters by the C3 entrance.



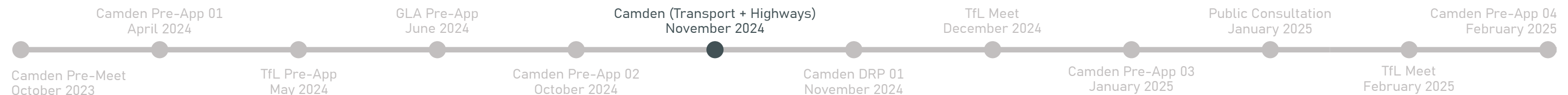


# Planning Consultation

Camden Highways/Transport Meet  
November 2024

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

## CONSULTATION TIMELINE



## 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

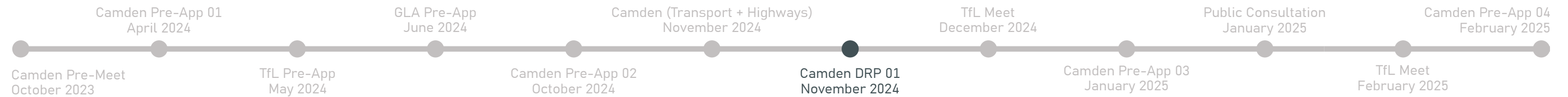
We are designing the servicing strategy against vehicle tracking demonstrating service vehicles passing other traffic along Blackburn Road

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.

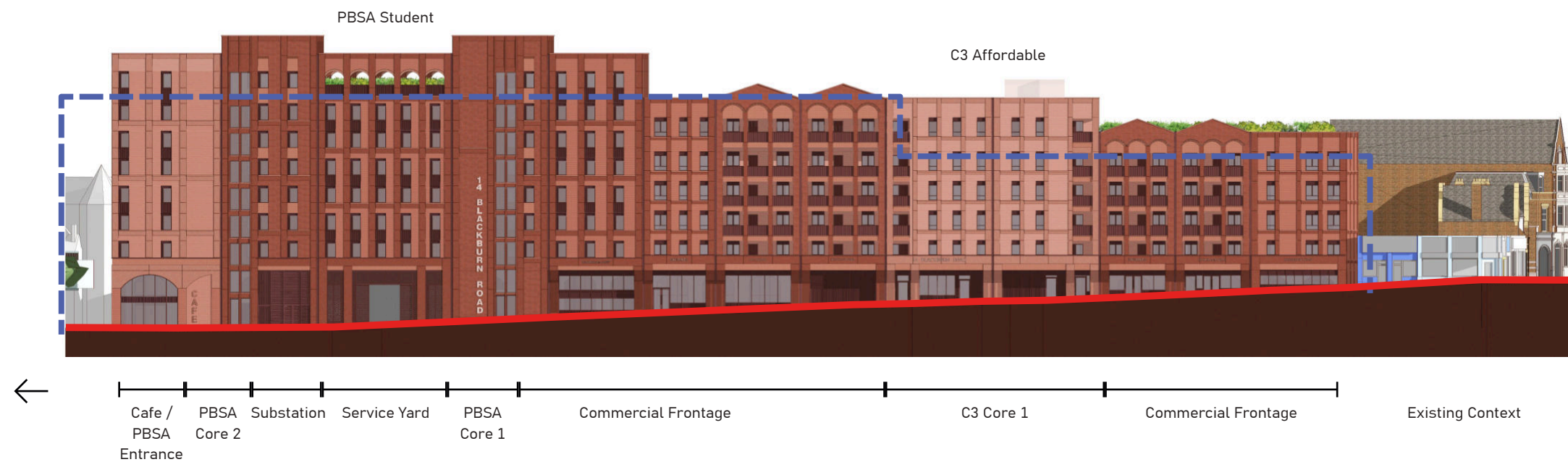
# Planning Consultation

Camden DRP 01  
November 2024

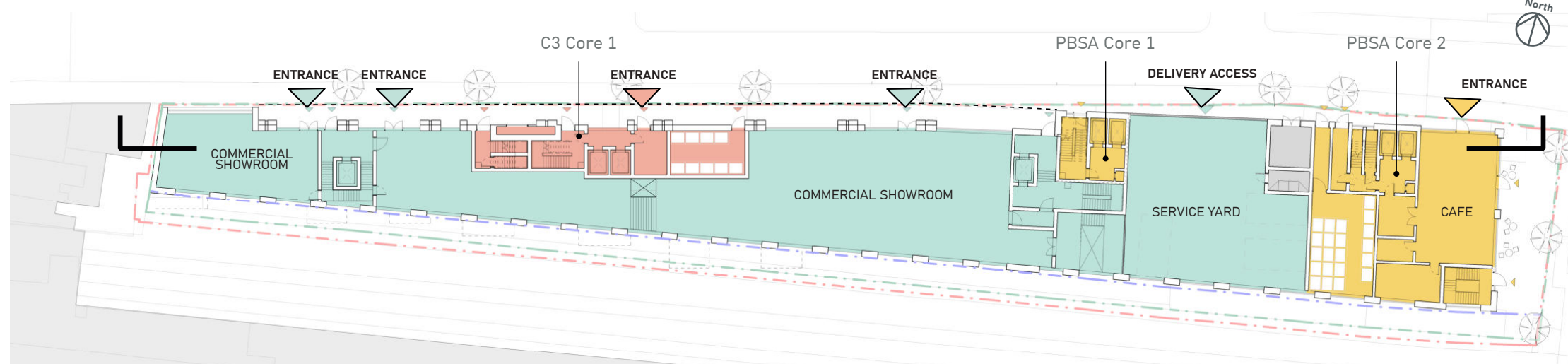
## CONSULTATION TIMELINE



## Scheme Presented



North Elevation



Street Level GA Plan

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



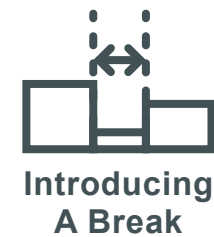
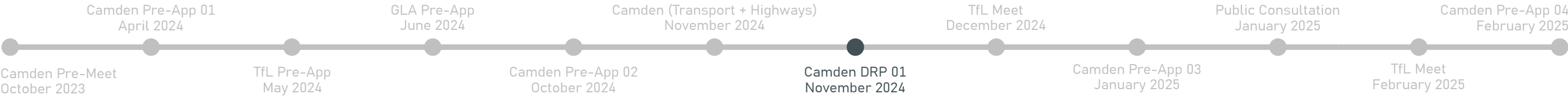
North Bay Study

# Planning Consultation

Camden DRP 01  
November 2024

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

## CONSULTATION TIMELINE



### DRP Comments

- 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**
- 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.
- Tall buildings are proposed in the 02 Masterplan, and the panel thinks that a **slightly taller building could also be acceptable** on this site.
- The panel asks for work to develop a **calmer architectural approach** that is more suited to the side street context, looking at **railway precedents**.

### Our Response

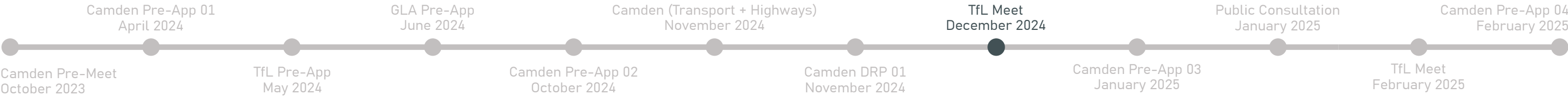
- We have **introduced a break** between the massing of the C3 and PBSA elements to match the **width between its blocks S8A and S8B**, dividing the street frontage.
- We have **increased the height of the commercial unit** to the west end of the site and raised it to the level of the topmost surveyed AOD on Blackburn Road, facilitating a **connection to future TfL station works**.
- 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.
- 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

## CONSULTATION TIMELINE



Connection to  
the Proposed  
TfL Square



Deck Access  
Position

### 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.

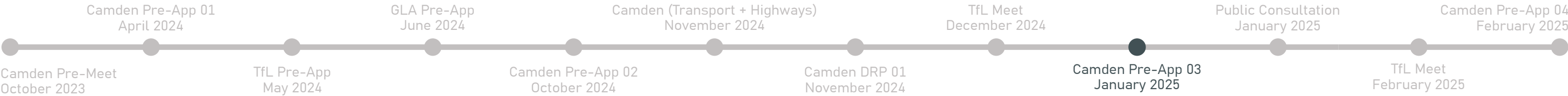
We have developed the proposal with the deck access to the north of the building along Blackburn Road.

# Planning Consultation

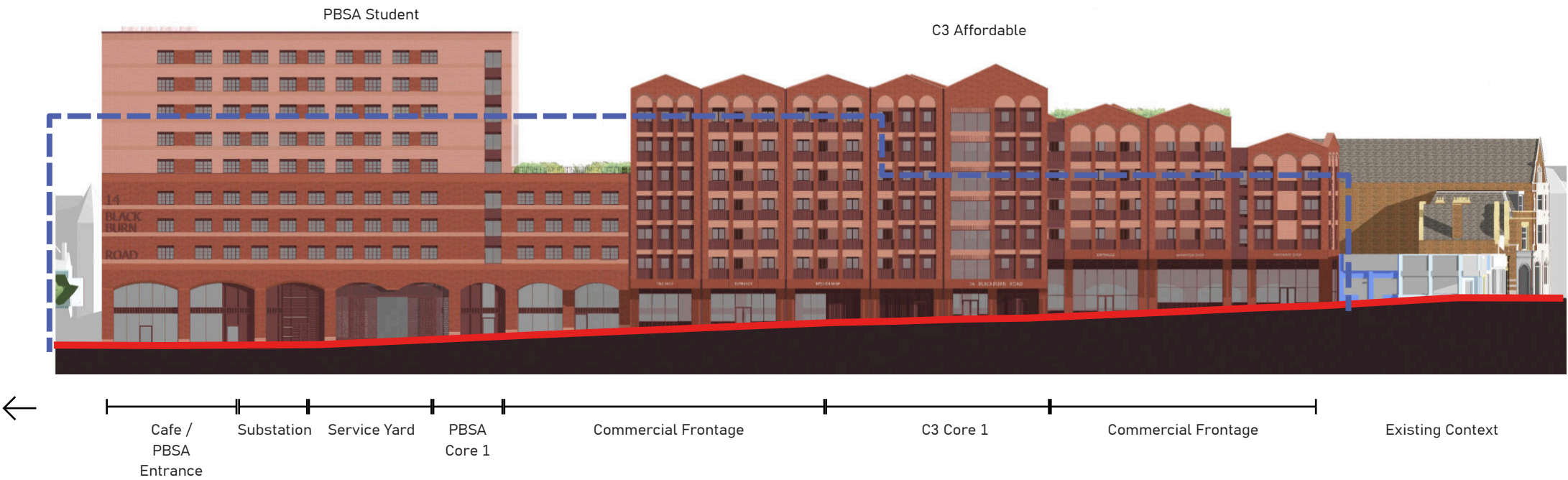
## Camden Pre-Application 03

### January 2025

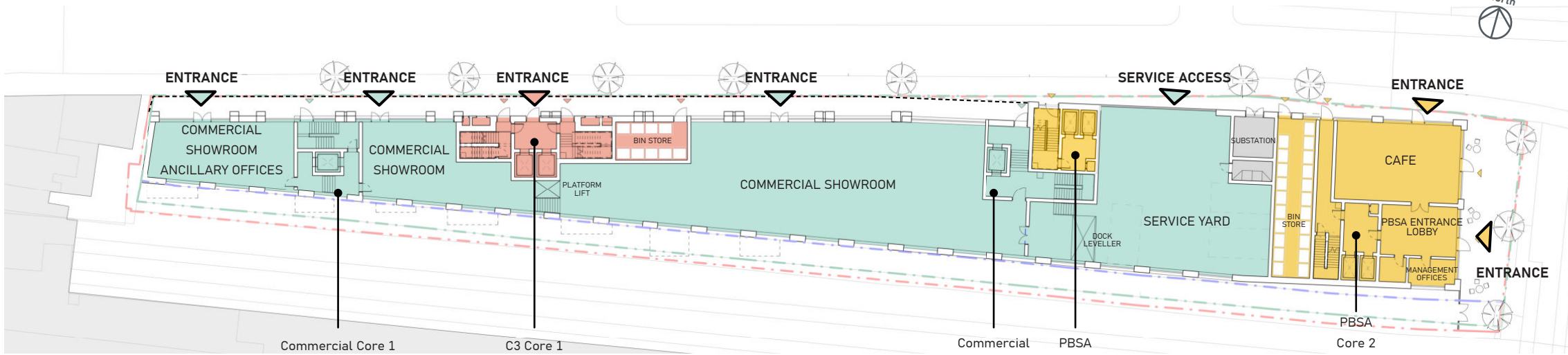
#### CONSULTATION TIMELINE



#### Scheme Presented



North Elevation



Street Level GA Plan

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



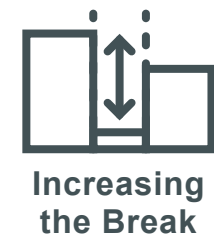
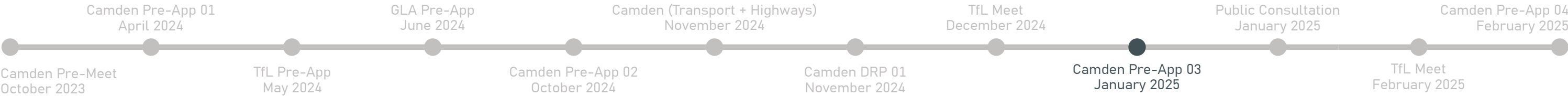
North Bay Study

# Planning Consultation

Camden Pre-Application 03  
January 2025

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

## CONSULTATION TIMELINE



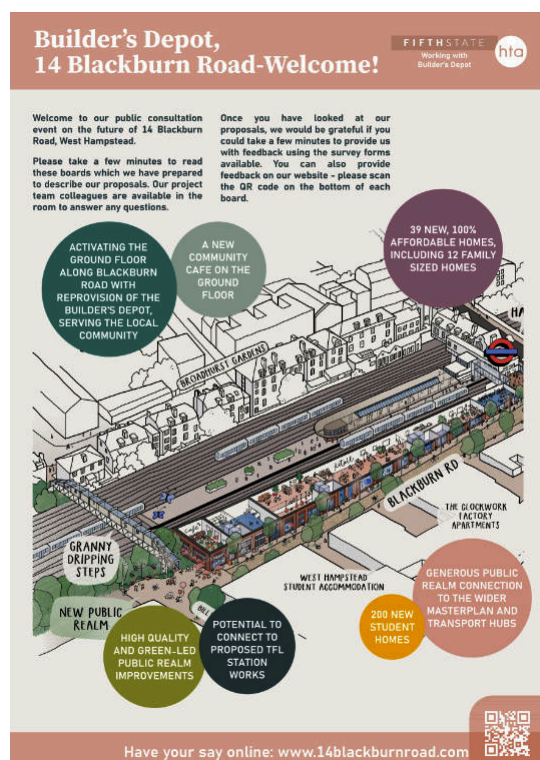
Council Comments		Our Response	
The break between the C3 and PBSA buildings is not impactful enough. The height of the break should be increased by removing the student accommodation within it.		We have <b>increased the depth of the break</b> so that it spans from level 01 upwards, sitting above the ground floor commercial showroom.	
Can the service yard frontage be reduced to improve the pedestrian experience for students entering and exiting the PBSA building.		We have <b>increased the amount of active frontage further</b> by reducing the width of the C3 entrance lobby and the service yard	
The entrance lobby for the C3 residential is small and could be increased.		We have <b>maximised the size of the C3 entrance lobby and increased its depth</b> by moving the lifts and popping out a glazed feature at ground floor	
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.		We have explored options for the C3 and PBSA facades that <b>retain the richness</b> but <b>simplify the detailing</b>	



# 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

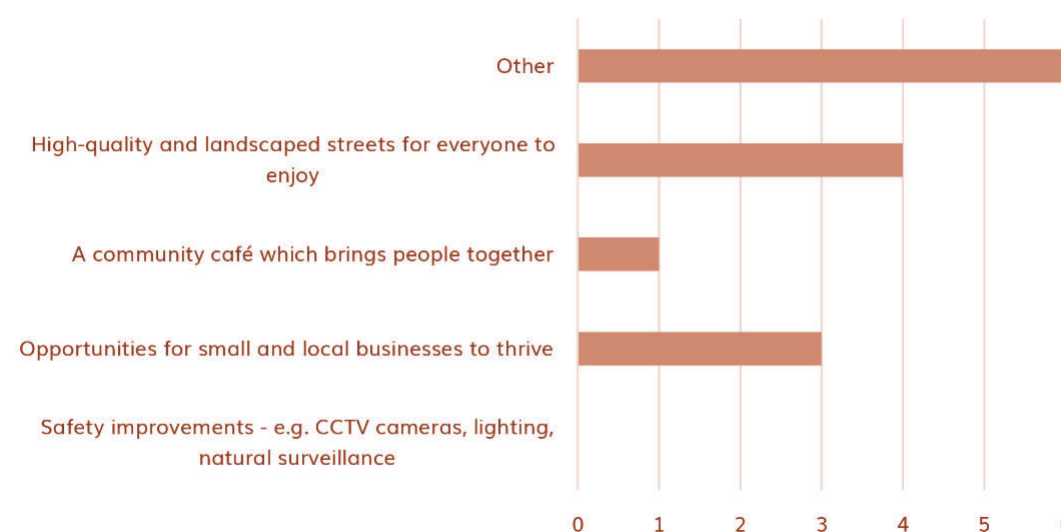
#### Height:

- 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?



No. of respondents



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

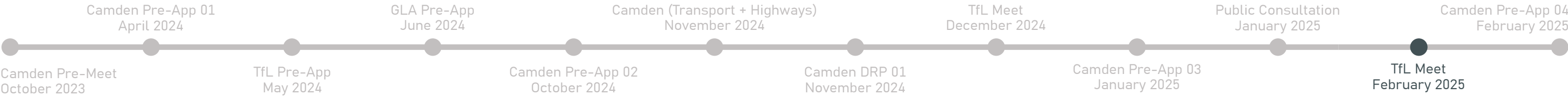


# Planning Consultation

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

### TfL Comments

- TfL expressed opposition to open balconies and fully opening windows on the south elevation (facing TfL assets) for fears of objects being thrown

TfL advised that winter gardens (enclosed) is positive step in terms of mitigation of concerns. A trajectory study demonstrating no risk will be required.
- TfL also raised concerns about objects being thrown from communal roof terraces (particularly the PBSA one).

TfL would want any parapet to be at least 1.8m (and a solid wall).
- TfL advised there are several weak bridges/routes local to the site which cannot hold abnormal loads. Proposed construction vehicle routes will therefore need to consider this.
- TfL request that they will have access to the 3m buffer zone to the south of the building for maintenance.

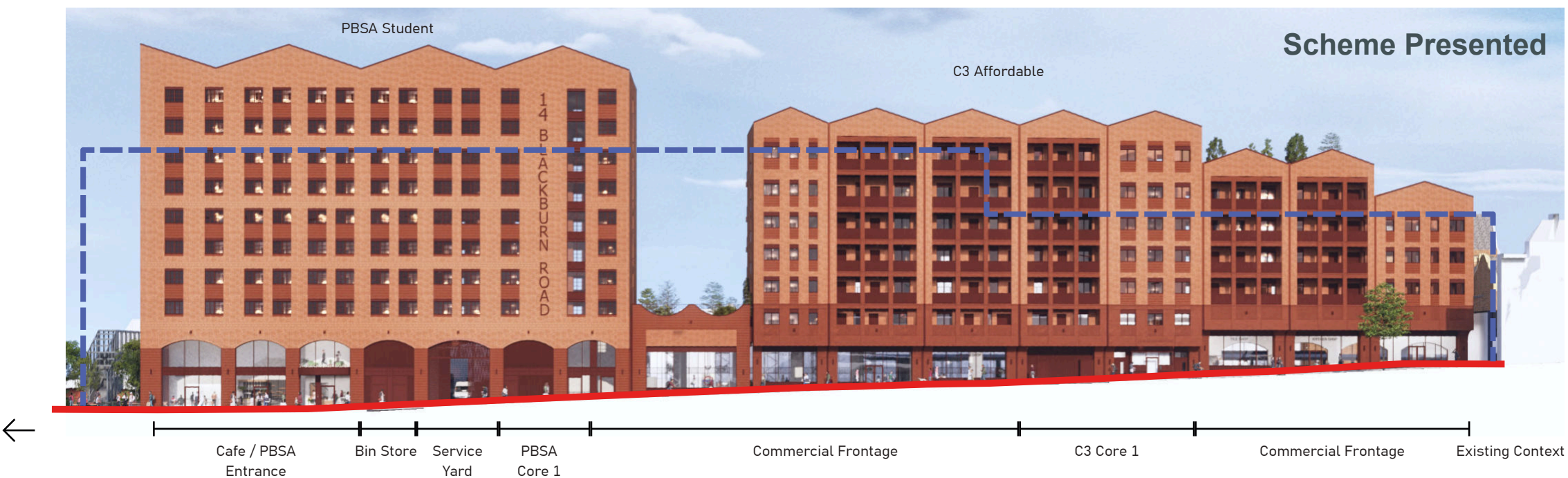
### Our Response

- We have tested options for both **winter gardens** and **bay windows** (internalised amenity) to mitigate concerns around throwing.
- The design of the roof terraces have been altered to address concerns by **raising the parapets** to the south and installing **buffer planting** to prevent residents from getting close to the southern edge.
- This will be factored into the way the project is delivered.
- A gate is provided at the far eastern end of the buffer zone that will allow access for TfL authorised staff.

# Planning Consultation

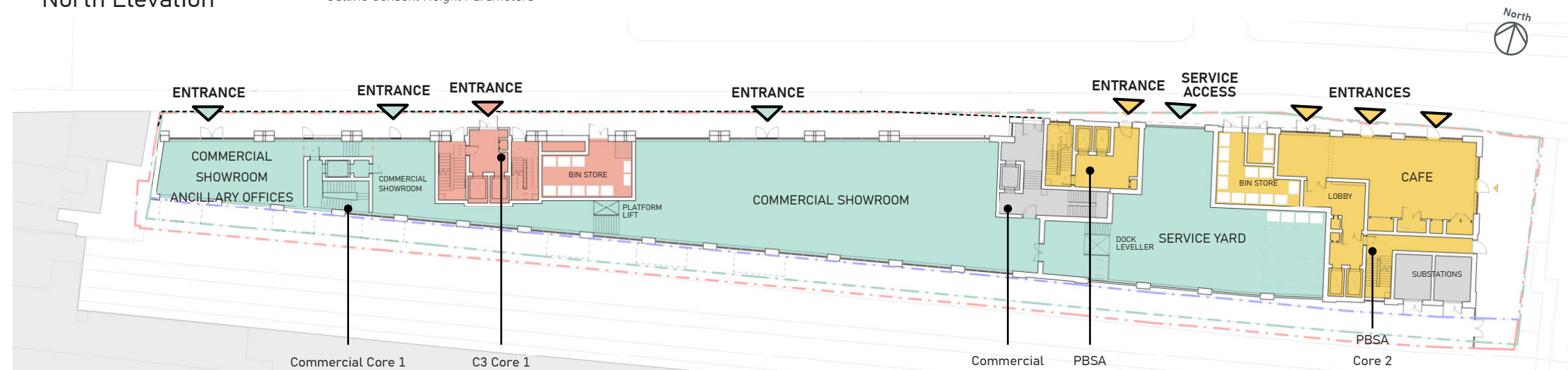
Camden Pre-Application 04  
February 2025

## CONSULTATION TIMELINE



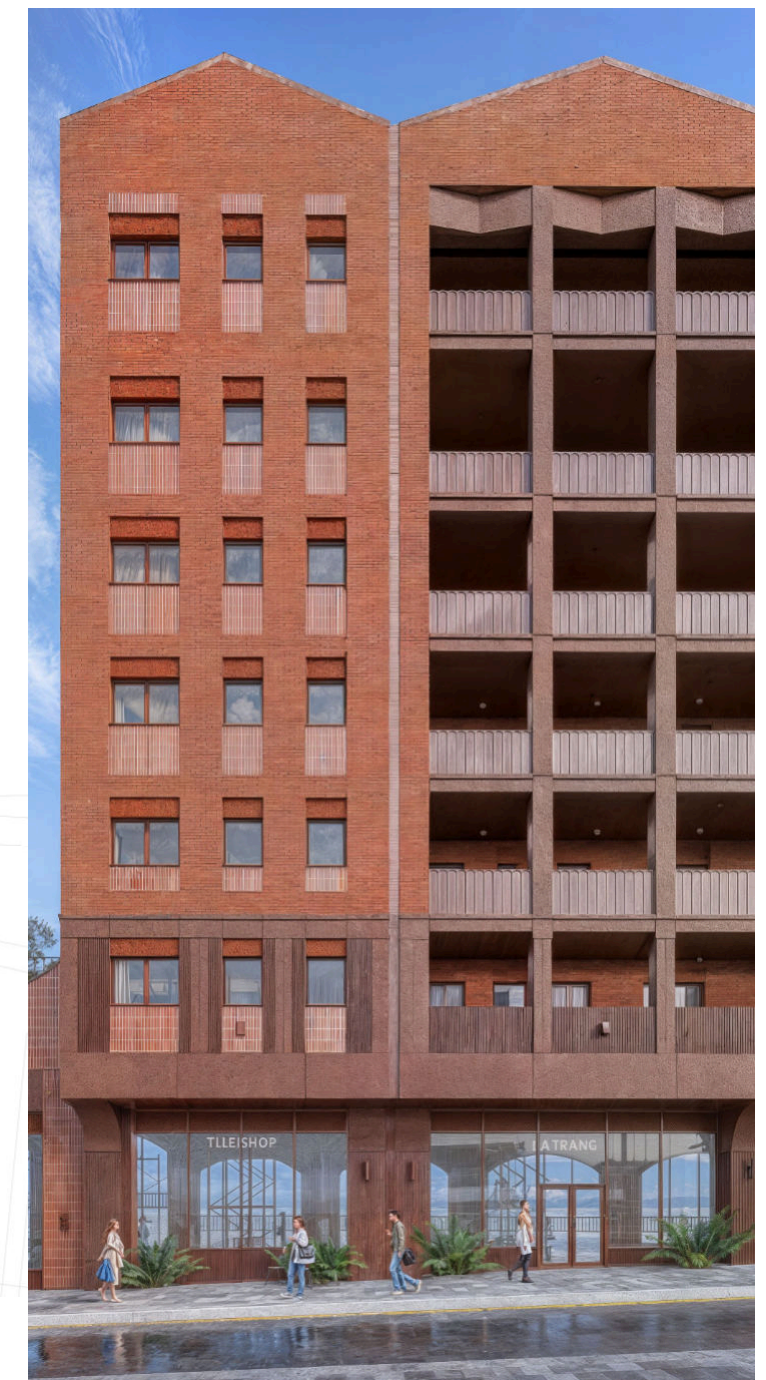
North Elevation

Outline Consent Height Parameters



Street Level GA Plan

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



North Bay Study

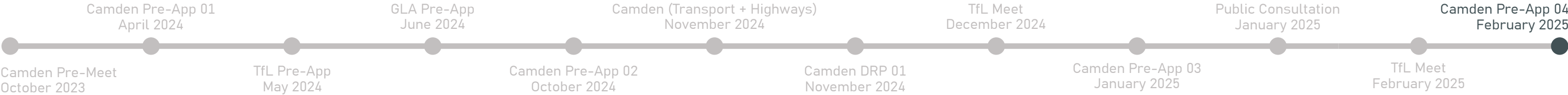


# Planning Consultation

## Camden Pre-Application 04 February 2025

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

### CONSULTATION TIMELINE



Connection to TfL Square



Massing



Commercial Showroom



Façade Design

### Council Comments

- The council would like further details on how the proposal will interact with the TfL Station works and be adaptable to different scenarios.
- The council would like to see the proposal in context to better understand the scale. Could townscape views be provided?

Could the O2 Masterplan parameters be overlaid onto the drawings for comparison?
- Could more information be provided on the operations of the proposed commercial showroom and how this will differ from the current Builder's Merchants?
- Could more glazing be included for the student amenity space above the bin stores.

The council prefers the more solid iteration of the bay windows on the facade over the lightweight metal ones.

### Our Response

- We have presented **3 scenarios** for the western elevation. The proposal is designed to **adapt to the form** of the TfL Station works by allowing flexibility in floor level.
- We have included our **proposed verified views** showing the scheme in context. We have included the **Masterplan parameters** on the elevations for comparison.
- A page in the Technical Strategies section has been provided describing the current **Builder Depot operations** and how this is proposed to change in the current scheme.
- We have developed the facade design particularly around the **ground floor C3 entrance** and the **south elevation**.

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## 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.

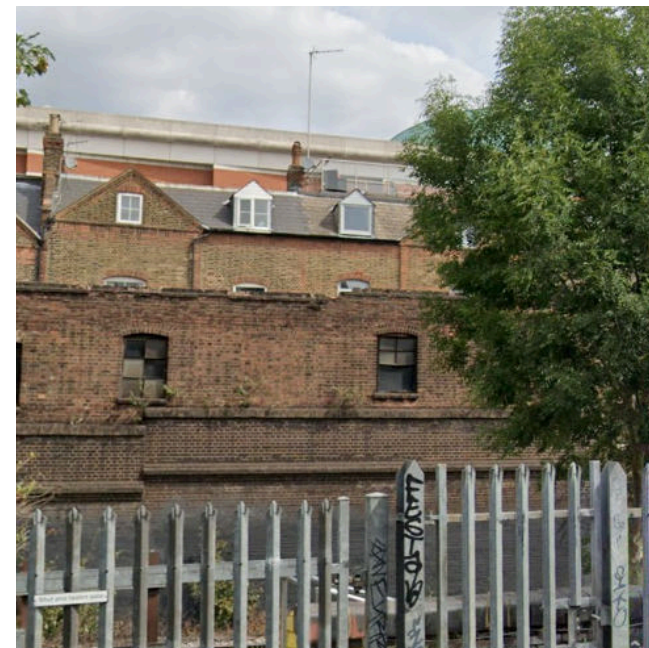
The Victorian and Edwardian shopfronts along West End Lane are composed around a vertical rhythm of smaller elements, each framing individual homes and retail units below. The roofscape is playful incorporating pitch roofs and arches to divide the continuous building height. Arches motifs are also carried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