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80-83 Long Lane,  
London,  
EC1A 9ET

**Via Planning Portal only**

11<sup>th</sup> April 2025

Dear sir/madam,

**TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)  
SUBMISSION OF AN APPLICATION FOR FULL PLANNING PERMISSION FOR THE REDEVELOPMENT OF  
14 BLACKBURN ROAD, LONDON, NW6 1RZ**

On behalf of behalf of Hampstead Asset Management Ltd ('the Applicant') and their delivery partner Fifth State, this covering letter accompanies a suite of application documents hereby submitted to the London Borough of Camden (LBC) in support of an application for full planning permission, for the demolition of the existing buildings at the Site and redevelopment of the Site for a mixed-use development comprising purpose-built student accommodation (Sui Generis), affordable housing (Use Class C3), lower ground and ground floor flexible commercial/business space comprising of showrooms, retail and ancillary offices (Use Class E/Sui Generis) and a café/PBSA amenity space (Use Class E/Sui Generis) and associated works including service yard, cycle parking, hard and soft landscaping, amenity spaces and plant at 14 Blackburn Road, London, NW6 1RZ.

This application is submitted following a collaborative and positive pre-application process with LBC, and extensive engagement and consultation with other stakeholders.

**Site background**

The Site is situated to the northeast of West Hampstead station and comprises a roughly rectangular parcel of land measuring 0.24ha. It is occupied by a builders' merchants featuring low-quality buildings (showrooms and sheds) totalling just 640sqm GIA and external yard space of 1600sqm GEA. There is a substation situated in the northeast corner of the Site which will be relocated as part of the proposed development. The Site sits to the rear of properties fronting onto West End Lane in the heart of West Hampstead and extends east-west along Blackburn Road, abutting the railway to the south.

The Site falls within an area where a wider consented masterplan (The O2 Centre – 2022/0528/P) ('the O2 Masterplan') seeks to provide a comprehensive residential-led mixed-use redevelopment which stretches from West End Lane to Finchley Road and incorporates (from east to west), the O2 Centre, a car park, Homebase store, car showrooms and 14 Blackburn Road. 14 Blackburn Road is within Outline Phase 2 of the O2 Masterplan, referred to as plot S8. The O2 Masterplan is subject of a s.73 application which has recently been submitted to LBC and currently pending determination.

Planning permission under ref: PWX0202103 was consented in April 2004 for a commercial and residential development at the Site. This planning permission was lawfully implemented as confirmed under ref: 2022/4576/P and remains extant.

In terms of the Site's planning policy context, it is located within the following areas:

- Camden Local Plan Growth Area (West Hampstead)
- Fortune Green and West Hampstead Neighbourhood Plan Area
- The area covered by the West End Lane to Finchley Road Principles for a New Place SPD (2021)
- PTAL 6A and 6B
- Emerging site allocation W2 (WHI2) – O2 Centre, car park, car showrooms and 14 Blackburn Road (Draft New Camden Local Plan)
- Flood Zone 1

The Site is located adjacent to the West Hampstead Town Centre Boundary (west) and the South Hampstead Conservation Area (south). The buildings on Site are not listed or locally listed. Two listed buildings, Lilian Baylis House (Grade II) and Church of St James (Grade II), are located 68m and 129m southwest of the Site.

### **The Existing Business**

The Site is occupied by Builder Depot Limited (BDL) which is a family owned and run business that has traded from the Site for over 20 years. BDL currently operates at the Site as a builders' merchants selling a range of own brand as well as branded builders' tools and materials principally to the building trade.

The business' principal clients are small local builders and tradespersons in Camden, undertaking household refurbishment and renovation projects. BDL are partners with their customers and staff. They look after the small tradesmen and small local builders, working off very small margins and want to make sure that their customers are able to make a living.

BDL ensure that their business has a wider positive economic impact as well, working with UK manufacturers and suppliers to produce their own brand products, thus supporting UK jobs in manufacturing and distribution.

BDL has strong community links both in relation to its customer base and its employees. A significant proportion of employees are Camden residents, and some have worked at the store since it first opened in March 2002. BDL guarantees employment to the children of employees. BDL has three generations of families working at the site. 35 employees work there today, with another 25 employed off-site, who satisfy deliveries and orders at West Hampstead.

The proposed development would facilitate the retention of BDL's business on site, with a proposed move away from its current builder's merchant operation, and a move towards operation as a builder's retail store/showroom with ancillary offices. The change in operation facilitates aspirations of the company and creates a more compatible use with the Site, the emerging context and proposed residential uses on the upper floors of the proposed development.

The proposal will replace the existing low-quality commercial buildings with high quality internal commercial spaces that are fit for BDL's operations. In addition, there will be a significant uplift in employment floorspace on site of 979 sqm. Therefore, whilst existing local employees will be retained through the retention of BDL's business, the significant increase in floorspace will result in an uplift in employment generated on site.

### **The Application**

Full planning permission is sought for the demolition of the existing buildings at the Site and redevelopment of the Site for a mixed-use development comprising purpose-built student accommodation (Sui Generis), affordable housing (Use Class C3), lower ground and ground floor flexible commercial/business space comprising of showrooms, retail and ancillary offices (Use Class E/Sui Generis) and a café/PBSA amenity space (Use Class E/Sui Generis) and associated works including service yard, cycle parking, hard and soft landscaping, amenity spaces and plant.

The proposed development comprises of two distinct buildings that are linked at ground level. The C3 building will be 4-7 storeys including a taller ground floor and the PBSA building will be 10 storeys including a ground floor and amenity mezzanine level. A publicly accessible café will occupy the ground level space at the base of the PBSA.

The proposed development would deliver:

- 192 purpose-built student accommodation rooms (Sui Generis)
- 35 affordable homes (C3)
- 1,619sqm of new and enhanced flexible commercial/business space (Sui Generis/Use Class E) for BDL across the lower ground and ground floors, comprising of show rooms, retail space, ancillary offices and an internal service yard accessed from Blackburn Road. This space is capable of being subdivided to allow for flexibility for smaller retail/Use Class E/sui generis units, to reflect the changing nature of retail and adaptation to customer demands
- 124sqm publicly accessible ground floor café at the base of the PBSA building (Use Class E/Sui Generis).

### **Supporting Material**

In addition to this covering letter, please find enclosed the following information in support of the planning application:

- Application Form

- CIL Form
- Planning Statement by SM Planning
- Location plan
- Site demolition plan by HTA
- Full set of existing plans by HTA
- Full set of proposed plans by HTA
- Schedule of accommodation by HTA
- Design & Access Statement by HTA
- Heritage, Townscape and Visual Impact Statement by The Heritage Practice
- Transport Assessment (including Active Travel Zone Assessment) by RHDHV
- Delivery and Servicing Plan by RHDHV
- Travel Plan by RHDHV
- Outline Construction Logistics Plan by RHDHV
- Construction Management Plan by Tim Cole Consultancy
- Affordable Housing Statement by DS2
- Regeneration Benefits Statement and Employment and Training Strategy by Trium
- Student Housing Management Plan by Homes for Students
- Daylight and Sunlight Assessment by Robinsons Surveyors
- Noise Impact Assessment by Quantum Acoustics
- Air Quality Assessment by Air Quality Consultants
- Basement Impact Assessment by Expedition
- Contaminated Land Assessment by A-squared Studio
- Flood Risk Assessment and Drainage Report by Expedition
- Structural Report by Expedition
- Preliminary Ecological Appraisal by Bradley Murphy Design
- Biodiversity Net Gain Assessment by Bradley Murphy Design
- Landscaping Scheme and UGF Assessment by Bradley Murphy Design
- Energy and Overheating Statement by CGP
- Ventilation and Extraction Statement by CGP
- Utilities Statement by CGP
- Sustainability Statement (including BREEAM) by Jaw Sustainability
- Circular Economy Statement by Jaw Sustainability
- Pre-Demolition Audit by Jaw Sustainability
- Whole Lifecycle Carbon Assessment by Jaw Sustainability
- Aboricultural Impact Assessment by SJ Stephens
- Rapid Health Impact Assessment by Trium
- Fire Statement by Orion Fire Engineering
- Gateway 1 Fire Statement by Orion Fire Engineering
- PBSA Demand Report by Knight Frank
- Security Needs Assessment by Toren
- Statement of Community Consultation by Quatro
- Wind Assessment by RWDI

The correct application fee has been paid online via the planning portal, and the planning portal reference is **PP-13919867**.

## Summary

The proposal represents a sustainable, inclusive, and high-quality redevelopment of a site currently underutilised, and contributes meaningfully to local housing and employment needs. It brings forward a comprehensive mixed-use scheme that not only supports the regeneration of the West Hampstead Growth Area but also improves upon the previously consented O2 Masterplan (Plot S8) in a number of important respects.

Key policy objectives are met through the co-location of genuinely affordable family housing, purpose-built student accommodation (PBSA), and employment-generating commercial floorspace, including the retention of a well-established local business BDL, delivering continuity of economic activity and supporting Camden's local workforce.

The proposed development would also deliver:

- A significant contribution to meeting housing targets, including affordable and family homes, exceeding policy-compliant tenure mix;
- Reprovision of long-standing employment floorspace for BDL and the potential for new employment opportunities;
- High quality design with substantial improvements to public realm and pedestrian safety;
- Meaningful contributions to Camden's student housing targets and responding to an identified need at a neighbourhood level;
- High sustainability and biodiversity credentials including an Urban Greening Factor score of 0.4 and 1483% Biodiversity Net Gain;
- Integration into the wider vision for the West Hampstead interchange and surrounding regeneration area.

| Public Benefits Comparison Table – Proposed Development vs O2 Masterplan (Plot S8) |  |                                 |   |
|--|--|---------------------------------|---|
| Category   | Proposed Development (14 Blackburn Road)                   | O2 Masterplan Consent (Plot S8) | Uplift / Commentary   |
| Affordable Housing (C3 units)  | 35 units (79% Social & 21% Intermediate by habitable room) | 27–31 units                     | 4–8 additional affordable units (and tenure mix in favour of more Social) |
| Affordable Family Homes (3+ bed)   | 12 units   | 7 units                         | +5 affordable family homes  |

|   |  |  |  |
|---|--|--|--|
| <b>Affordable Housing (% by HR)</b>             | 100% affordable C3 and 41% affordable by habitable room (across the aggregate of the C3 and PBSA)                    | Lower provision                              | Exceeds Camden's 50% target for affordable C3 and the London Plan 35% fast track threshold   |
| <b>Student Accommodation (PBSA)</b>             | 192 student beds   | None   | Contributes to meeting other identified needs for housing and creating a mixed and balanced community while freeing up existing C3 housing stock |
| <b>Total Residential (C3 + PBSA equiv.)</b>     | Equivalent to 111 conventional homes   | 69–87 homes                                  | +24–42 additional homes overall  |
| <b>Commercial / Employment Floorspace (GIA)</b> | 1,619 sqm (1,742 sqm with café)  | 1,173 sqm                                    | +569 sqm   |
| <b>FTE Jobs Generated (on site)</b>             | 87   | 60   | +27 jobs   |
| <b>Retention of Existing Business (BDL)</b>     | Yes – with HoT for pre-let secured (35 jobs saved at the Site and another 25 in the wider business serving the Site) | No – no provision for BDL (35 +25 jobs lost) | Prevents business displacement   |
| <b>Active Frontage (Blackburn Rd)</b>           | 122m (78%)   | 112m   | +10m active frontage (with the scenario connecting through to the TfL station)   |
| <b>Pavement Widening</b>                        | 3.5m average   | 2.4m   | Improved pedestrian safety and public realm  |
| <b>Publicly Accessible Café</b>                 | Yes – integrated with PBSA amenity space   | No café specified                            | Community integration benefit  |
| <b>Urban Greening Factor (UGF)</b>              | 0.408  | Not confirmed                                | Exceeds GLA targets  |
| <b>Biodiversity Net Gain</b>                    | 1483.42%   | Not confirmed                                | Significant ecological uplift  |
| <b>Construction Timeline</b>                    | Completion by 2029   | Construction of Plot S8: 2030–2033           | Accelerated delivery by 3–4 years  |

|  |                |                |   |
|--|----------------|----------------|---|
| <b>Annual Local Spend<br/>(residential + PBSA)</b> | £1.183 million | £1.087 million | +£96,000 local economic uplift  |
| <b>Construction Jobs</b>                           | 429 FTE        | Not confirmed  | Significant local<br>training/employment benefit                          |
| <b>Annual Employee<br/>Expenditure</b>             | £201,000       | £139,000       | +£62,000  |
| <b>CIL Contributions</b>                           | Yes            | Yes            | Earlier receipt and greater<br>contribution given uplift in<br>floorspace |

I trust the submission is clear but if you require any points of clarification or have any questions, please do not hesitate to contact me.

Yours faithfully

**Ian Pickup**  
**Associate**  
**SM Planning**