



Dexter Moren Associates
for
McGregor Homes Ltd

159-161 Iverson Rd
Design & Access
Statement

November 2013



(main image) areal photograph, site outlined in red

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introduction

This Design & Access Statement is in support of the planning application for the replacement of the existing light industrial space (currently Iverson Tyres) and 19 residential units, comprising 15 market apartments and 4 affordable units on behalf of McGregor Homes Ltd. A four to six storey development is proposed on the site, situated at 159-161 Iverson Road West Hampstead, within the Borough of Camden. This statement was prepared by Dexter Moren Associates on behalf of McGregor Homes Ltd. and supports the full planning application submitted in November 2013.

This statement has been prepared in accordance with national planning policy and has been set out using the guidance available from CABE, the Commission for Architecture and the Built Environment, in the publication "Design & Access Statements - How to write, read and use them".

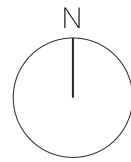
The planning submission is further supported by the following reports, produced by others;

- / Planning Statement by Indigo Planning
- / Environmental Noise Assessment Report by Aulos Acoustics
- / Ecological Appraisal & Bat Roost Assessment by The Ecology Consultancy
- / Daylight/Sunlight Report by Savills
- / Energy Statement by Richard Hodgkinson Consultancy
- / Sustainability Statement by Richard Hodgkinson Consultancy
- / Transport Statement by Vectos Transport Planning
- / Statement of Community Involvement by Your Shout Community Consultation

01 introduction



(main image) view of site, looking east along iverson road



1.1 The existing site

The irregularly shaped site at 159-161 Iverson Road is currently occupied by a tyre sales centre, Iverson Tyres Ltd. It comprises a one storey warehouse building, 3 portacabins and a forecourt. The site is highly accessible with West Hampstead tube, Thameslink Rail Station and town centre in the immediate vicinity. This irregular shaped site is approximately 910sqm in size and slopes from east to west. The fall across the length of the site which follows the gradient of Iverson Road is approximately 1.6m.

1.2 Surrounding context

To the north of the site is the railway embankment and the existing West Hampstead Thameslink Rail Station.

To the east of the site there is currently a vacant plot previously occupied by a garden centre. Planning Permission (ref2012/0099/P) was granted dated 12.12.12 for a 36 unit residential development on this site. The development consisted of 33 apartments and 3 family houses. This scheme was designed by Dexter Moren Associates and this submission extrapolates this first development.

To the south of the site, on the opposite side of Iverson Road, there is a mix of uses including residential properties (both flats and terrace houses). These buildings are yellow brick and range in height from single storey (No.190 Iverson Road) to four storey (No.200 Iverson Road), a relatively recent residential development which is of no particular design merit but quite tall relative to its surroundings. Further along Iverson Road at No.s 166-184 are three and a half storey residential properties.

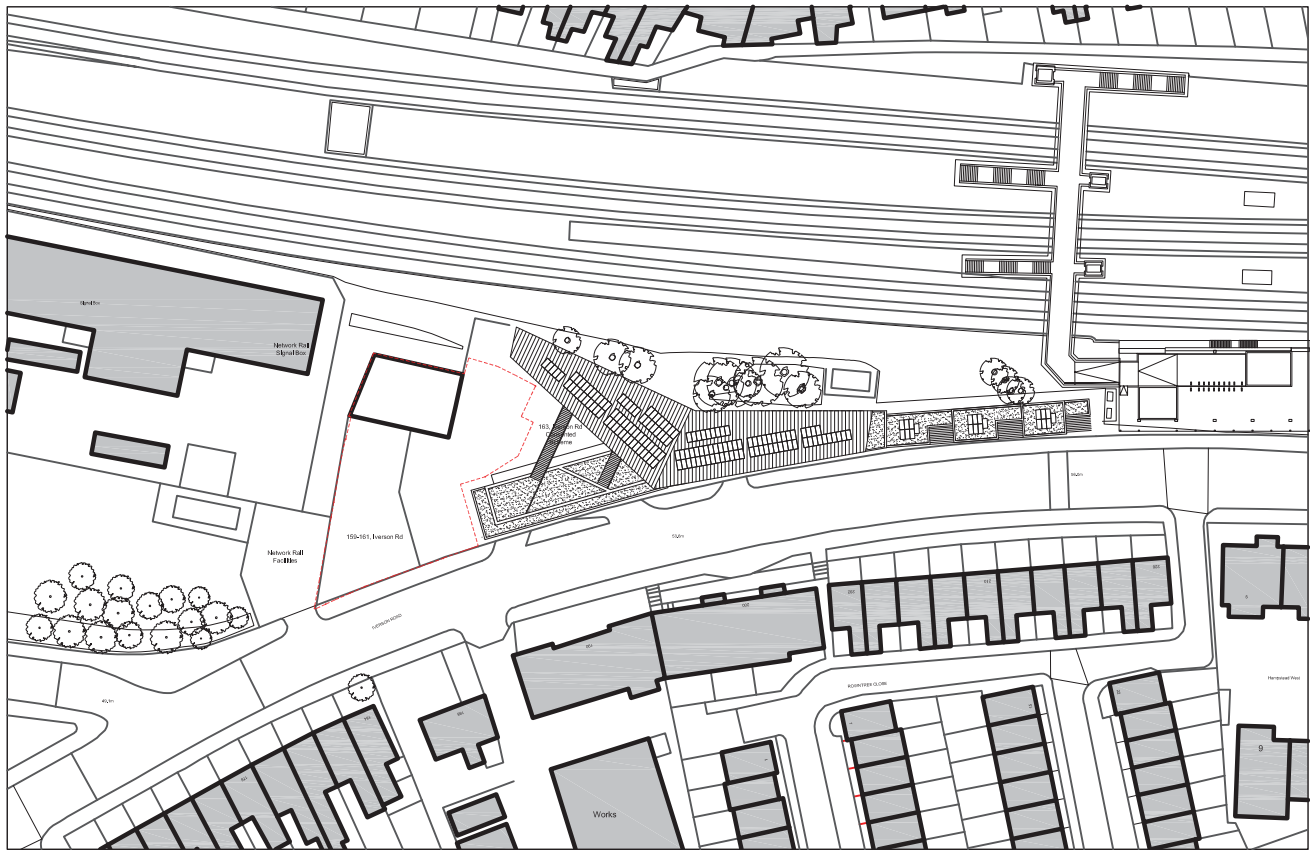
To the west of the site is a 3-4 storey Network Rail signal box building including an access road that forms the western boundary. Next to it, along Liddell Road is a group of industrial buildings that will be part of a mixed use masterplan comprising residential buildings, school and offices (please see section 09c to see proposed scheme at public consultation).

1.3 Transport links and Local amenities

The site is located within easy reach to West Hampstead Thameslink, Overground and Underground Stations (Jubilee Line), making it a highly accessible location with a PTAL level of 5.

Both West Hampstead and Kilburn offer a high concentration of bars and restaurants and the area is well served by a wide variety of retail, food and & beverage outlets along West End Lane which is 200m to the east.

02a existing site



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Location Plan
Scale 1:1250

Site Boundary - - - -

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project
159-161 Iverson Road

drawing title
Location Plan

scale
1:1250 @ A3
NTS @ A4

date
11.11.13

drawn by
JB

checked by
HL

client
McGregor Homes Ltd.

drawing status
Planning

job no.
0974

drawing no.
A 000 001

revision
P0

architecture

P0 Issued for Planning
rev amendments

20.11.13
date
JB
by

02b context existing site plan

1.6 Existing Site Photos



01 View along Iverson Road looking East



02 Panorama with site, looking North



03 Site looking West



04 Long view looking East, towards West End Lane



05 Looking West along Iverson Road beyond site



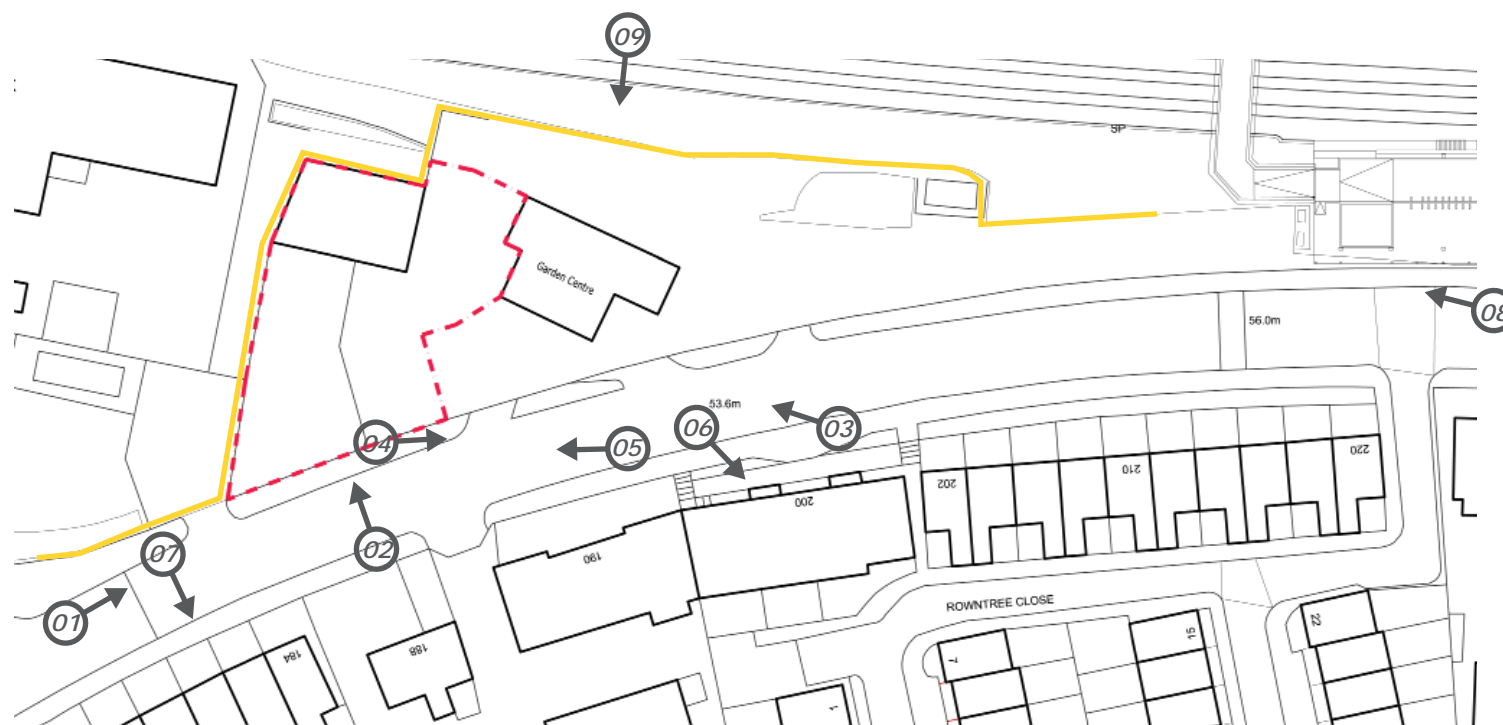
06 200 Iverson Rd_Raised 3 storey apartments above car park (equivalent of 4 storey) opposite the site



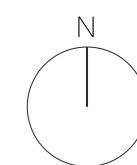
07 4 Storey Victorian terraces further along Iverson Road



08 New West Hampstead Thameslink Station

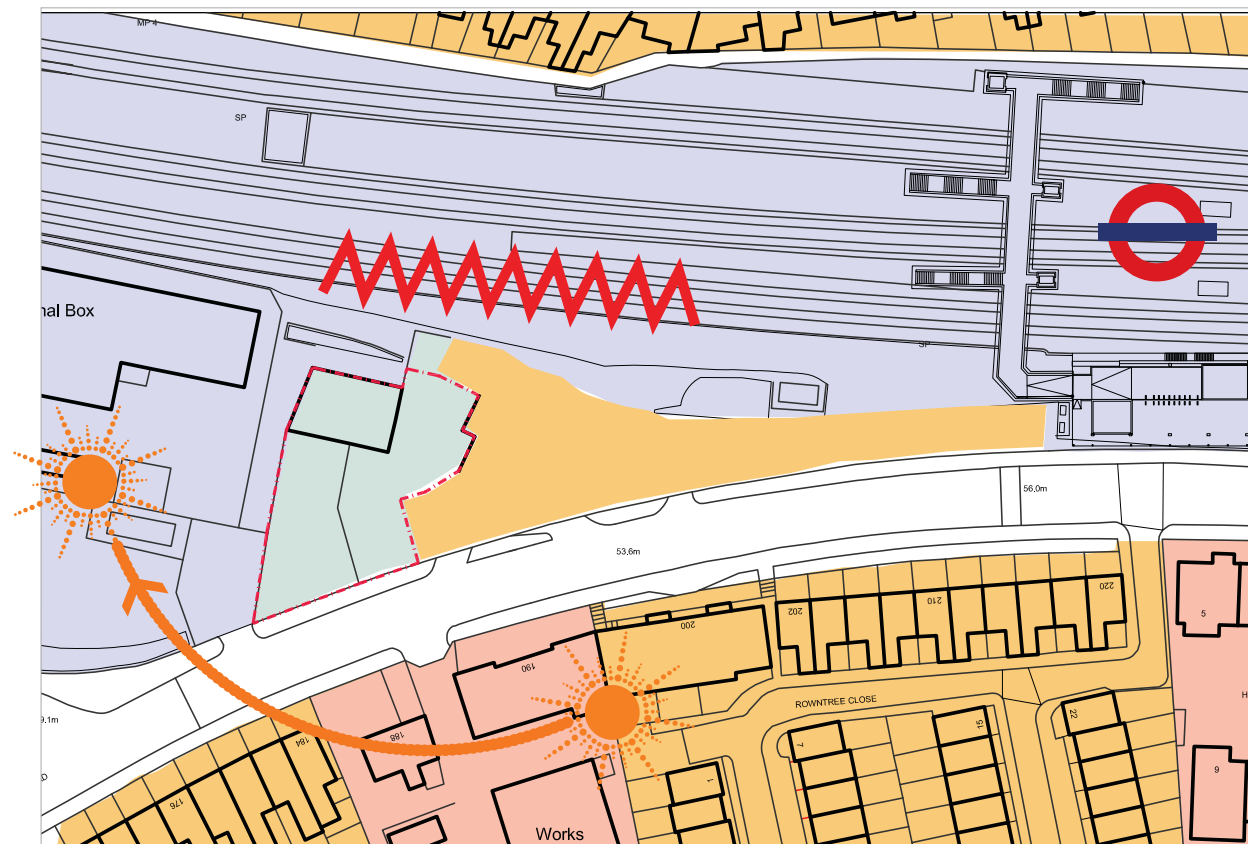
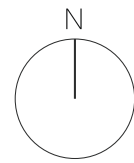


09 View of rear of site, looking from across the Thameslink platform



- Existing Street Views
- Site
- Network Rail land

02c
context
site photos



Site Analysis

Rail Noise



Sunpath



Residential



Light Industrial



Transport



Commercial

Existing Building Heights Diagram



Medium Traffic Routes



Minor Traffic Routes



Pedestrian Major Routes



Pedestrian Medium Routes



6 Storeys



5 Storeys



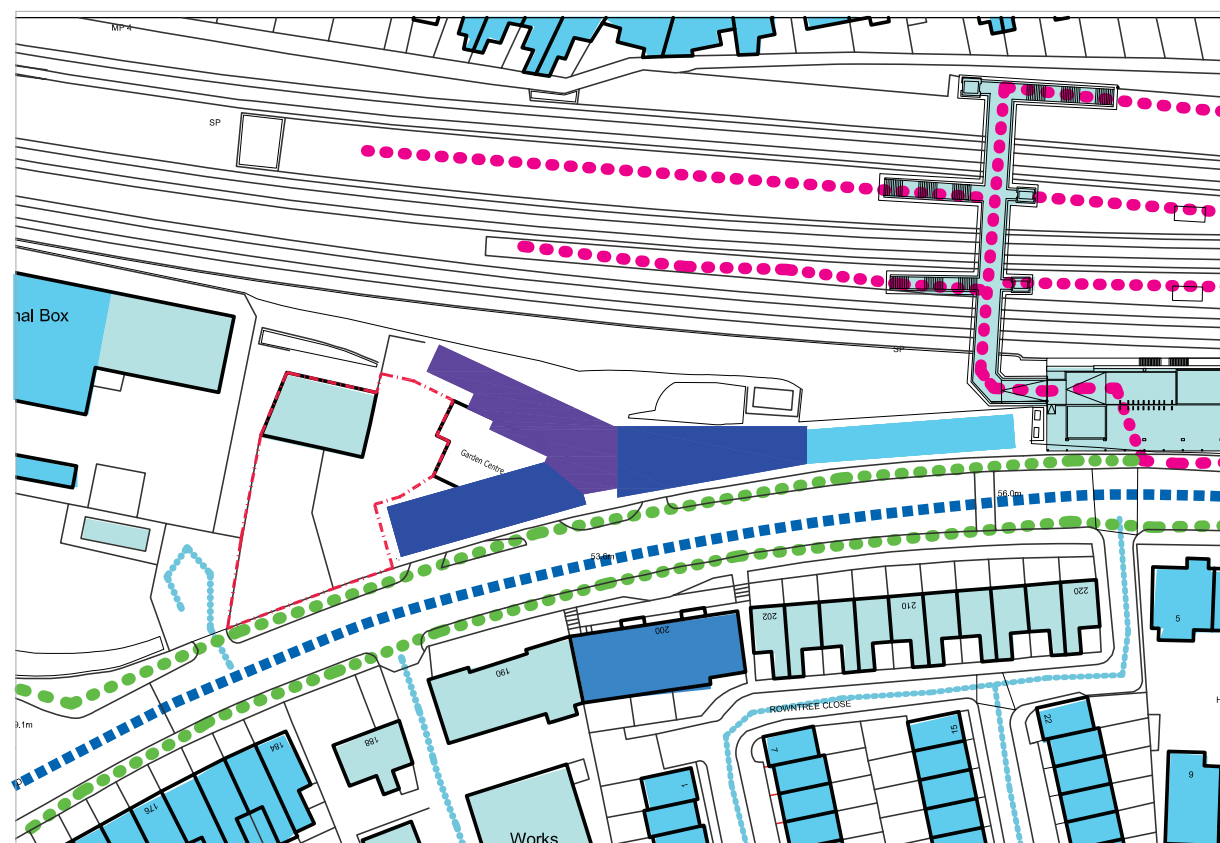
4 Storeys



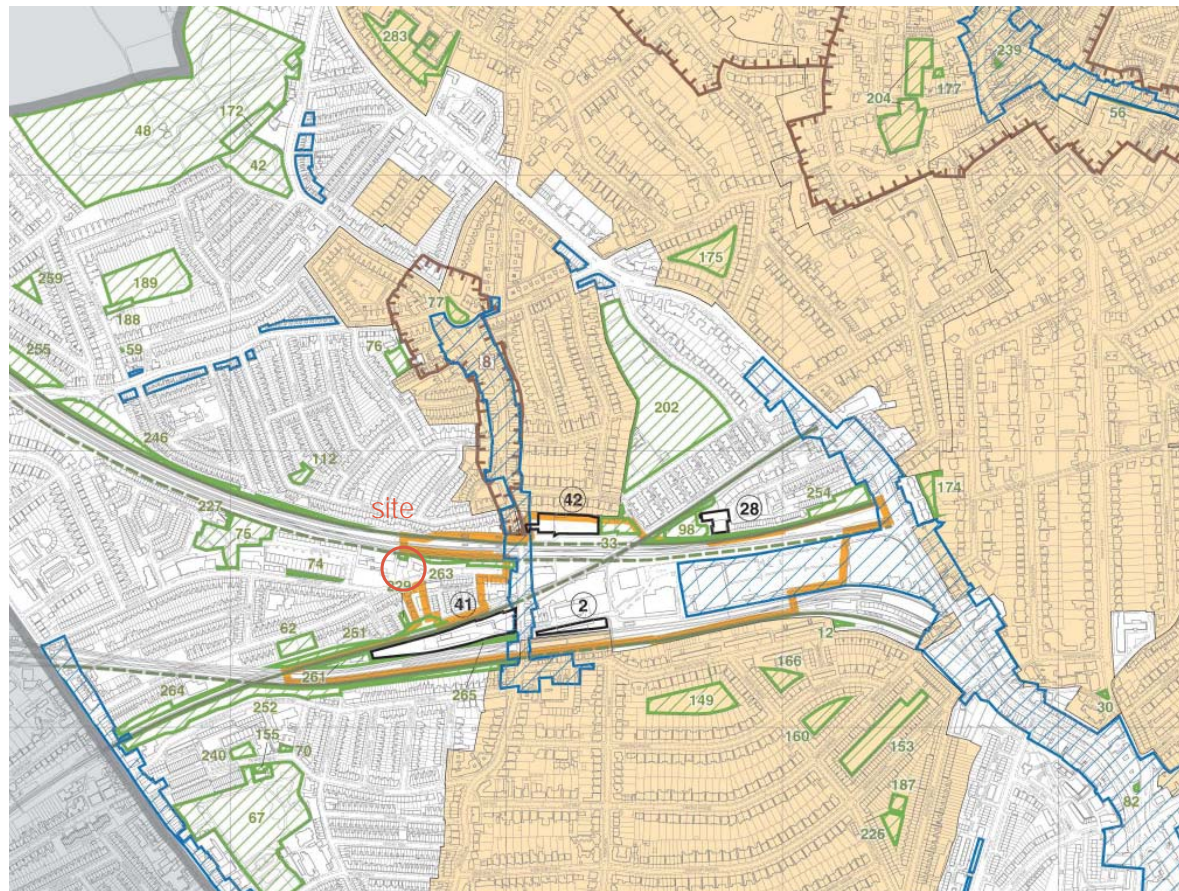
3 Storeys



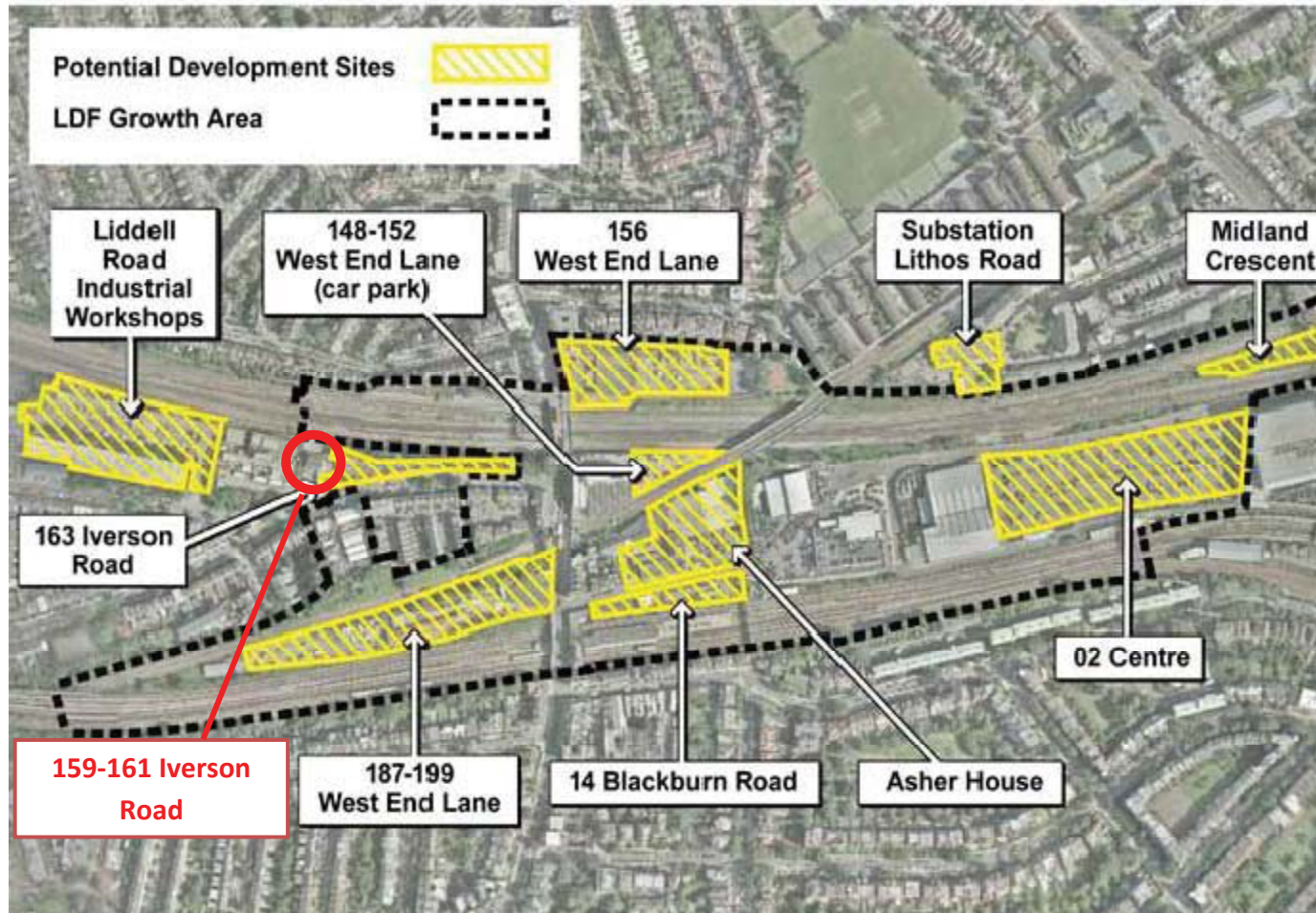
0-2 Storeys



0.3 site analysis

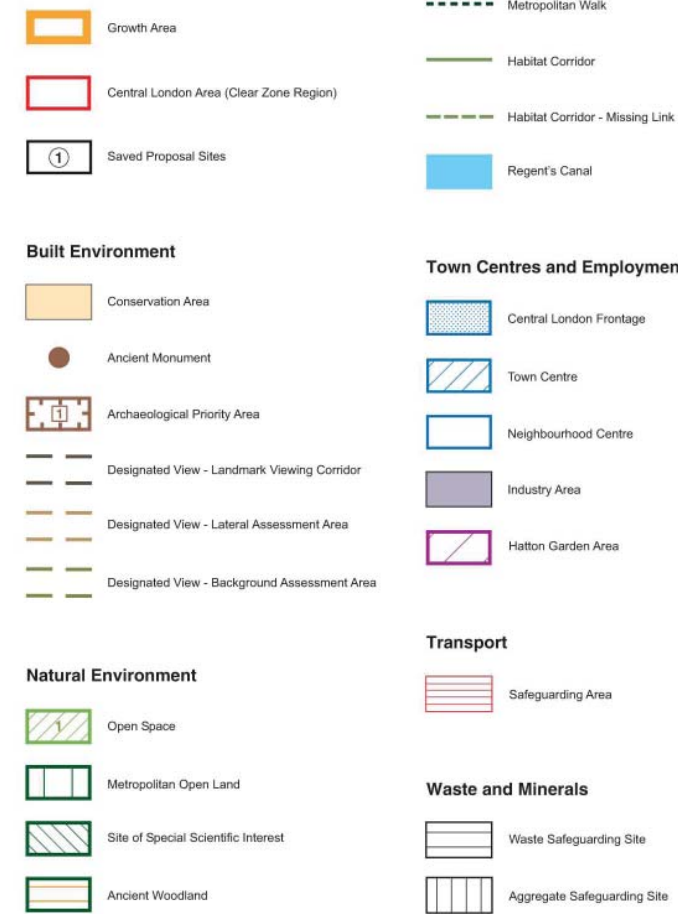


London Borough of Camden. Local development frame work, proposals map 2010 & key



West Hampstead place plan development map

Legend



Please refer to the Planning Statement, produced by Indigo Planning, which supports this application.

04 planning policy & context



Aulos Acoustics

Acoustic Consultant

The Garden Rooms, 22 Fort Rd.
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Daylight/Sunlight Assessor

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London W1J 6ER
T 0207 0163760

Vectos

Transport Planning Consultants

Network Building
97 Tottenham Court Road
London, W1T 4TP



(top left) consented scheme at 163 Iverson Rd, West Hampstead
(top right) The Spotted Dog, Willesden

(centre left) Mystar Estate, Fulham
(centre middle & right) Lille Road, Fulham

(bottom left & middle) Bagleys Lane, Chelsea
(bottom right) Leverstock Green Road, Hemel Hempstead

design team

The team consists of expert consultants with track records of designing and delivering regeneration projects all over the UK. The client is committed to deliver a high quality development on the site to the benefit of the local community and economy.

McGregor Homes Ltd

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Architect

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Energy Consultant

Code for Sustainable Homes Consultant

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The Ecology Consultancy

Ecologist

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05 design team



First pre-application scheme_March 2013

- The proposal adopts a similar approach to the consent scheme at 163 Iverson Road in massing. Lower to the street and stepping up to the rear.
- A scheme comprising 160sqm of replacement employment space plus 30 residential units (including 9 affordable units) in a building rising from G+4 floors fronting Iverson Road to G+7 floors to the north was proposed.
- A C-shaped footprint was adopted as a response to the Y-shaped plan at 163 Iverson Road to enlarge the open space between the two developments.
- The street facing block is ground+four floors with the rear block rising to seventh floor with a stepping form.
- Initial main facing material proposed was in brick work with regularly spaced windows as a contrast to the adjacent consented scheme.
- The upper floors to the rear block were clad in light weight metal cladding.

First pre-app response from LBC:

- "The mass, form and bulk is large and does not complement the design in urban design and architectural terms of the consented scheme".
- "The proposal should not be read as a monotonous continuation of 163 Iverson Road, though it should take on references and architectural themes from the consented scheme".
- "It is essential that the proposal on the site sits harmoniously in the long views, particularly as seen from the west".
- "A sense of openness should be retained and ways of reducing height should be considered".
- "The facing materials for any development on the site should complement and reflect the materials selected for the adjacent consented scheme".



Second pre-application scheme_July 2013

- Revisions to the scheme were made to address comments received from the first pre-app response from LBC.
- A scheme comprising 160sqm of replacement employment space plus 29 residential units (including 9 affordable units) in a building rising from G+4 floors fronting Iverson Road to G+6 floors to the north was proposed.
- The top floor of the street facing block was set back to lessen the impact onto Iverson Road.
- Corner balconies were design to reduce the massing facing Maygrove Road Junction.
- The architectural theme was revised to take on a similar approach of the consented adjacent scheme to complement it.
- The rear block was reduced by one floor to reduce the scale of the development.
- The rear elevation of the rear facing block was redesigned to have feature columns like the consented scheme to create a harmonious relationship between the two developments.
- Facing materials now reflect the adjacent consented scheme.

Second pre-app response from LBC:

- "Bulk and scale still requires reducing".
- "The proposal needed to be more open to complement its consented neighbour and the adjoining Network Rail building".
- "The footprint should be further reduced to allow viewing corridor from 163 Iverson Road".
- "Overlooking distances of 18m should be considered".
- "A front and separated rear block should be considered to retain openness to the site".



Public Consultation_July 2013

- The second pre-app scheme was the subject of the public consultation which was held at the Sidings Community Centre in the form of an all day exhibition on 17th July.
- Attendees included local residents, press, local interest groups including the Neighbourhood Development Forum and Ward Councillors.
- Comparisons were made to illustrate the initial pre-app scheme and the public consultation scheme in the form of diagrams, plans and visuals.

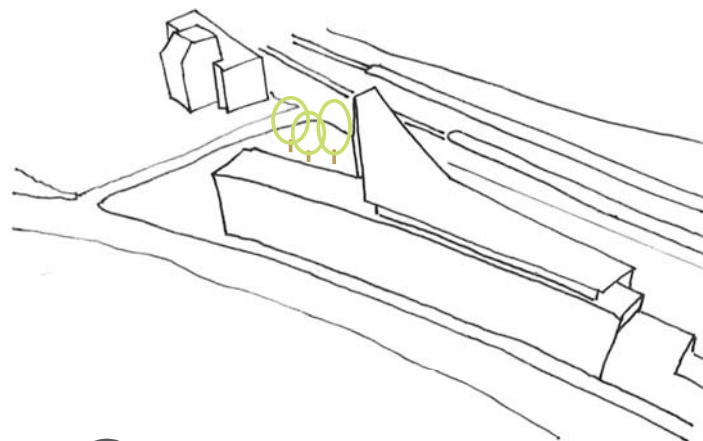


(above) public consultation held at Sidings community center. 17th July 2013

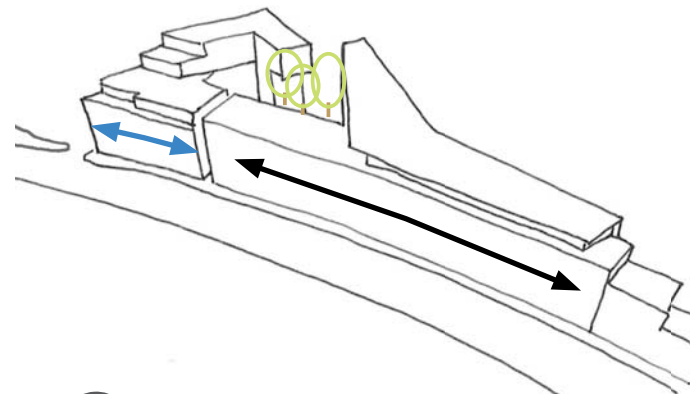
Public Consultation feedback (summary from collected feedback forms)

- The scheme was generally well received and the improvements on the initial scheme were appreciated.
- A clear majority were in support of the scheme.
- Design appears consistent with the consent scheme with reasonable use of space.
- The shared green space with 163 Iverson Road and roof top amenity spaces were welcomed.
- Preference for revised proposal.
- Please to see pavement widened as commented previously in the 163 Iverson Road scheme.
- Good attractive design retaining the employment use with good provision of affordable housing units. Maybe B1 office/ studio space would be more appropriate than traditional B1c to complement residential use on site.
- Good use made to the previous garden centre and tyre centre, smart looking replacement building will enhance the surroundings.
- Concern for more schools and local infrastructure required to support increase in housing stock.
- Interesting design and appropriate height for the location.
- More consideration should be given to public spaces.
- Development seems fine but Liddell Road School site needs to get going. Shortage of schools, doctors surgeries and community services in NW6.
- Concerns over potential increase in traffic.
- Having both schemes looking so similar could be monotonous and monotone. Nice if wood or other material could be introduced to provide richer colour palette.
- If trees could be introduced between the two developments, that would improve amenity and setting.

06 design development pre-application & public consultation

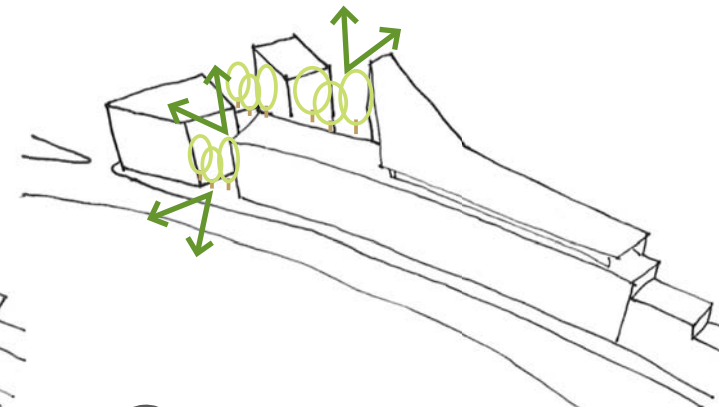


01 Existing/ Planning consented condition



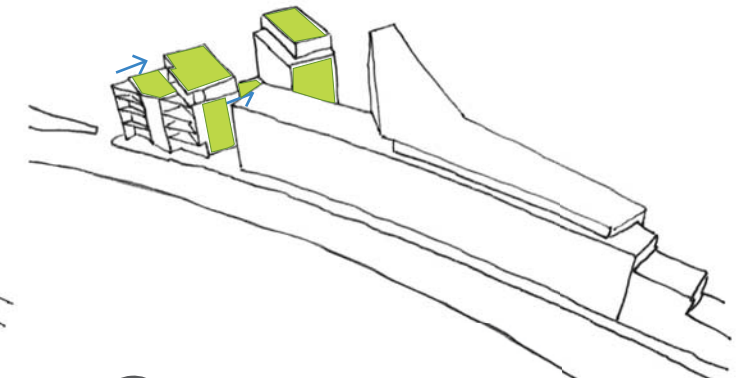
02 Pre-application consultation massing (comments from LBC).

- "The mass, form and bulk is large and does not complement the design in urban design and architectural terms of the consented scheme".
- "The proposal should not be read as a monotonous continuation of 163 Iverson Road, though it should take on references and architectural themes from the consented scheme".
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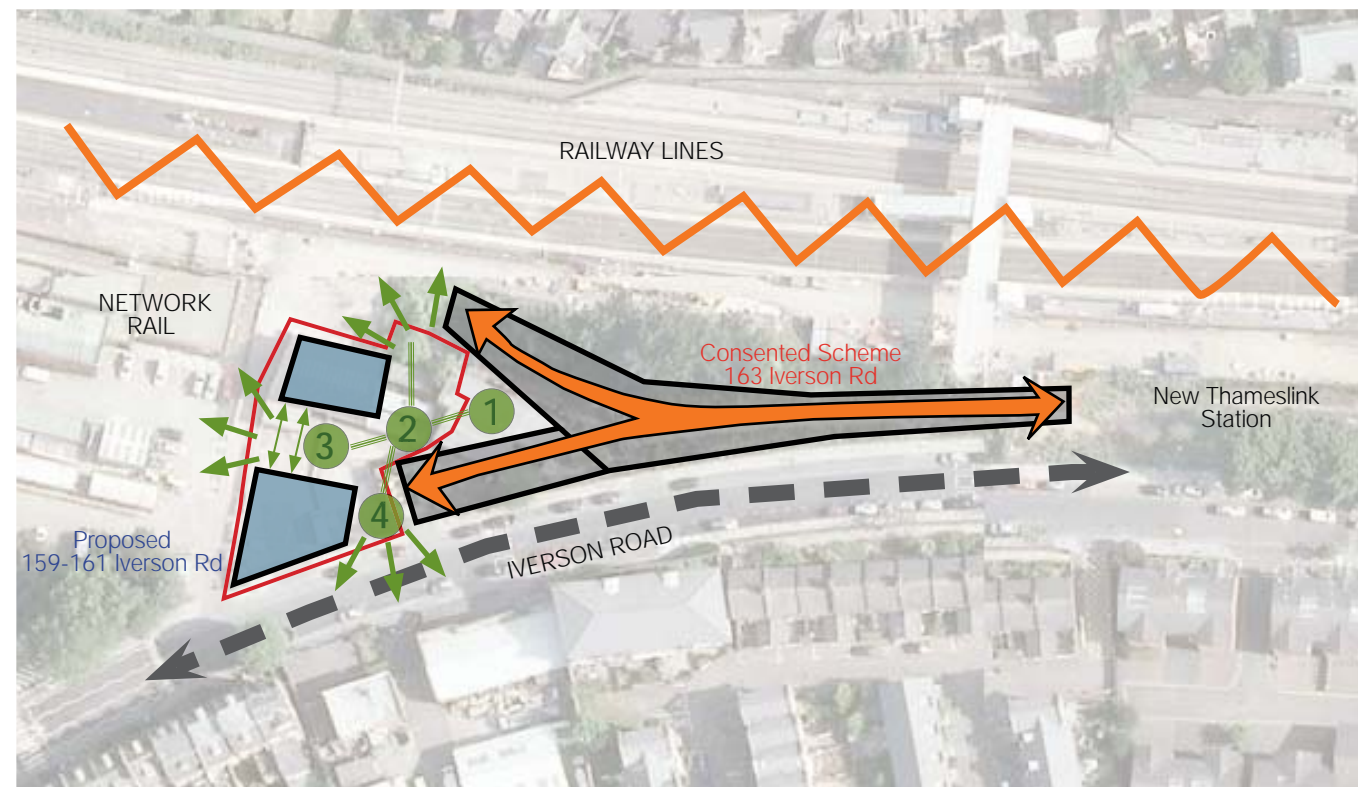
03 Proposed application massing

- Increased separation from 163 Iverson Road.
- Massing split to create front and rear block.
- This allows long views and openings in both North/South and East/West directions.
- The streetscape facade is continued by the proposed block in terms of height and materials.
- Proposed rear block relates to rear of 163 Iverson Rd.



04 Proposed application scheme

- Setbacks on massing (upper floors) to minimize impact on 163 Iverson Rd. and along the street.
- Breakdown of elevation by creating corner amenity spaces.
- Green/living walls on eastern and courtyard flanks to create visual interest and soften the development along Iverson road.
- Green/living roofs to improve biodiversity and reduce rainwater run off.



① Main landscaped area of planning consented building at 163 Iverson Rd.

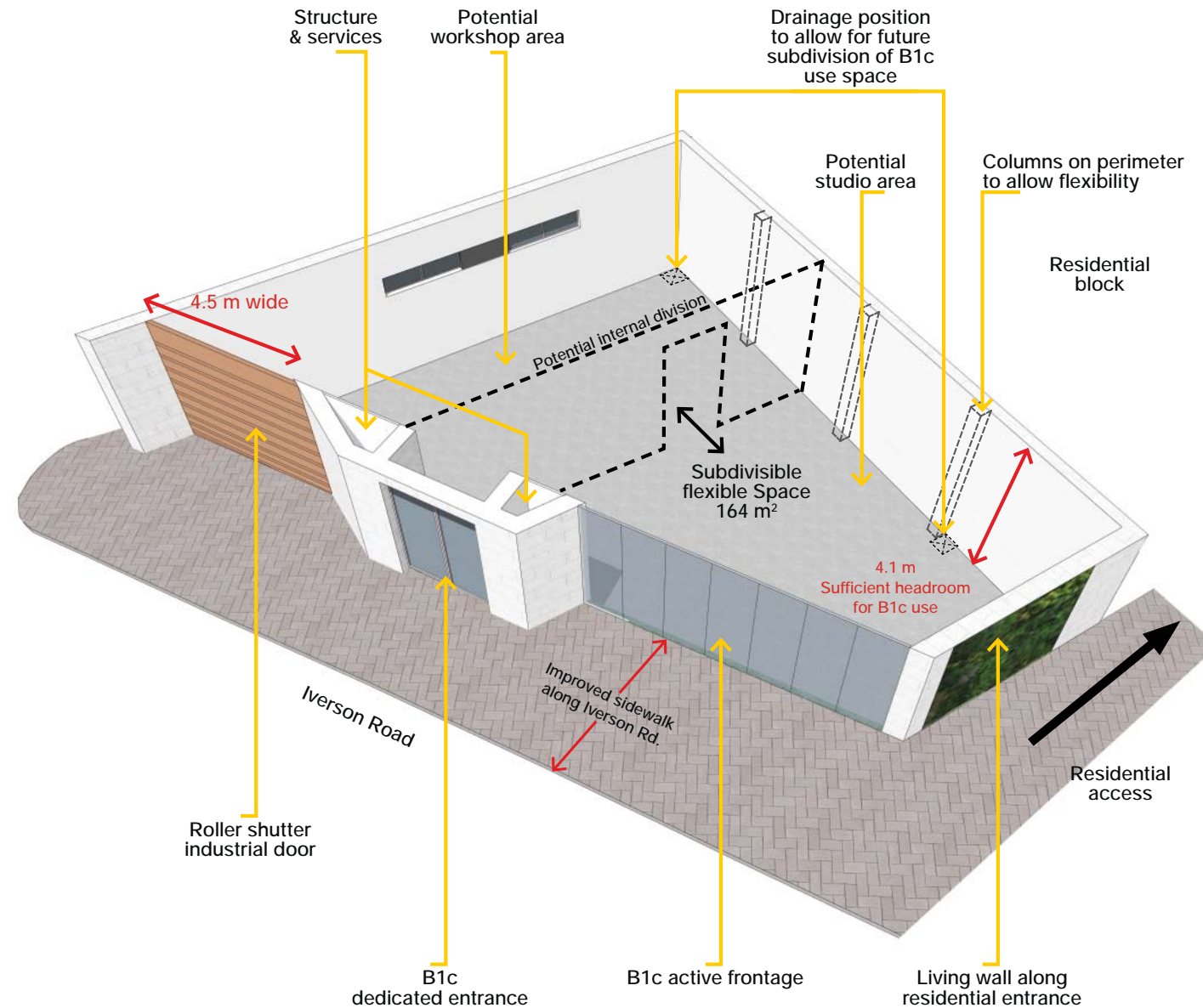
② The proposed building is separated from the adjoining building in order to maintain and enhance the landscaped area.

③ By creating two separate blocks the landscaped gap between them continues the amenity area and improves the sense of openness.

④ The proposed block facing Iverson Rd is separated from the consented block at no.163, creating a new green area that improves the streetscape appearance and the access to the residential block at the rear.

07 design concept

(above) design development massing diagrams
(below) concept plan diagrams



Employment Space

The design seeks to retain or enhance the physical features that will enable the flexible use of the replacement employment space by a range of businesses.

Existing Building

The existing Tyre Centre is formed of a 160 m² warehouse and a forecourt split into 2 areas on different levels comprising portacabins and parking areas accessible from 2 separate gates from Iverson Rd.

The building is setback from the street and does not encourage an active frontage or improve the surrounding public realm in a mostly residential neighbourhood. In addition, the fences and signage along Iverson Rd are detrimental to the appearance of this particular part of the street.

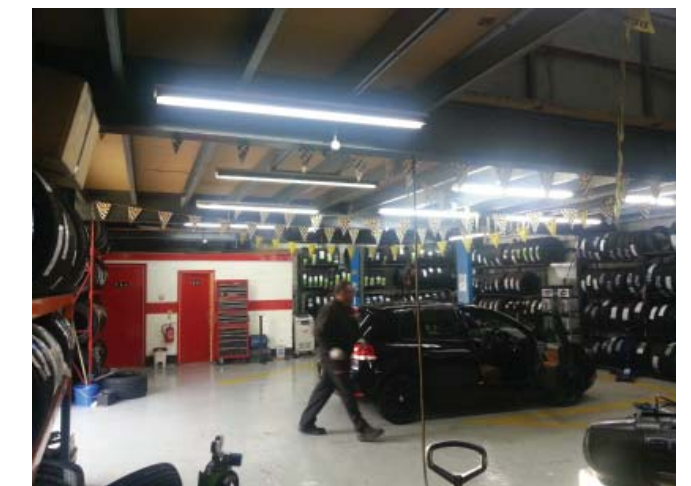
Proposed replacement

- The proposed industrial replacement space is equivalent to the existing building.
- More flexible space by designing a plain space with columns & services along the perimeter and on the ceiling.
- Flexible floor plan with potential for subdivision if required.
- Improved B1c use space provision including a taller headroom and a lighter workshop and administration facilities.
- Improvement to the street active frontage with a variety of entrances and landscape improvements in relation to the adjoining building at 163 Iverson Rd.
- Retention of industrial features such as the roller shutter access for deliveries and industrial related materials.

	OBJECTIVE	EXISTING BUILDING	PROPOSED BUILDING	FLEXIBILITY
1	Equivalent replacement floorspace.	159.4sqm GIA	164sqm GIA	increased
2	Condition	Poor condition, requires significant investment.	New, therefore minimal maintenance costs to future tenants.	increased
3	Building specification.	Poor. Single skin solid brick walls under pitched and tiled uninsulated roof. Building services in poor condition. High running costs.	Excellent. Purpose built to achieve excellent levels of insulation and energy efficiency to minimise running costs for future tenants.	increased
4	Clear and flexible space with few supporting columns.	Mainly open plan workshop with columns to perimeter with wc area partitioned off.	Open plan workshop with columns to perimeter.	retained
5	Adequate floor to ceiling height.	2,950mm generally with 2,700mm to underside of mezzanine support beams.	4,100mm throughout.	increased
6	Wide doors/corridors.	Single 2,032mm x 838mm pedestrian access door with step access to plus roller shutter goods door 2,900mm x 2,610mm .	Double pedestrian doors with level access plus roller shutter goods door 3,700mm x 4,100mm.	increased
7	Loading facilities.	Via goods door only.	Via improved goods door only.	increased
8	Natural light.	Poor. No natural lighting.	Good. Curtain wall glazing to Iverson Rd frontage.	increased
9	Availability of range of unit sizes.	Single unit, building services do not allow subdivision.	Designed to allow for future subdivision to suit a range of businesses.	increased
10	Space for servicing by/parking of commercial vehicles.	Good parking provision for light commercial vehicles on forecourt, step in site levels does not allow for turning of HGV's.	Development to be car free with servicing from Iverson Road in accordance with advice from highways officer.	reduced

(above) replacement space benefits in comparison with existing

(top left) B1c replacement space concept diagram
(right) existing building photos



08 employment light industrial replacement space

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