

# Design & Access Statement



JULY 2013: Initial Issue  
OCTOBER 2013: Revision B



# Abbey Area

## Design & Access Statement

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# Introduction

section 1

## 1.1 Purpose of the report

This design and access statement (DAS) is submitted in support of the planning application for the development of the Abbey Road Area. This statement supports the full planning application for phase 1, and the outline planning application for phase 2&3 of the proposal.

This DAS will explain the design principles and concepts that have informed the development and how access issues to the development have been dealt with. This DAS follows guidance from Camden Council, CABE and the DCLG.

## 1.2 Report contributors

**Pollard Thomas Edwards architects**  
Architect

**FHA**  
Landscape Architects

**Atkins**  
Building Services  
Structural Engineering  
Highways & Transportation

**Ikon Consultancy Limited**  
Project Management  
Development Management

**CBRE**  
Planning Consultant

## 1.3 Basis of report

This proposal has been developed in the context of relevant national, regional and local planning policies as well as a result of consultations with statutory and non-statutory bodies. The Planning Statement accompanying this application contains more detail on the planning policy context and should be read in conjunction with this statement.

This DAS has been prepared by the project team to explain the proposals based on the brief from London Borough of Camden (LBC) developed over a series of meetings involving the LBC, project team from LBC development control over the period September 2012 – May 2013.

## 1.4 Scheme overview

The Abbey Area is included within the Council's Community Investment Programme (CIP), which was agreed by Cabinet in December 2010. The CIP is a long-term programme bringing together a range of work considering how best to use the Council's assets to improve, shape and transform key places and services within Camden, whilst simultaneously addressing a critical capital funding gap.

Development of the Abbey Area, including some form of new development, has been the subject of consultation with residents, ward councillors and community organisations as part of the Estate Regeneration programme, which is led by the Council's Housing Directorate.

The Abbey Area development site is located within Kilburn Ward. It includes the Abbey Co-op estate and the Belsize Road Car Park. The Belsize Priory Health Centre and Abbey Community Centre are also included within the Abbey Area. The Abbey Co-op Estate consists of two mid-1970s 20-storey tower blocks (Snowman and Casterbridge), a five-story block (Hinstock) and a seven-story block (Emminster), and comprises 284 homes in total, of which 74 are intended for demolition. Belsize Road car park is a multi-storey car park connected to the estate by pedestrian bridges. The health centre sits on a podium between Emminster and Hinstock and the Community Centre is a detached building at the Western boundary of the estate. The site is bounded to the south by the West Coast to Euston Mainline.

The proposed development includes 241 new residential units, including 114 affordable units and 15 mews houses, up to 407.5 sqm of commercial floor space, up to 977 sqm of flexible commercial floor space, up to 2500sqm community and health floor space and associated space for parking, plant, servicing, ancillary storage and energy centre in five buildings.

## 1.5 Outline Planning Consent (OPA July 2012)

Outline Planning was granted in July 2012 to provide up to 296 residential (Class C3) units, up to 1,300 sqm of commercial floor space (Class A1-A5), up to 1,055sqm of business floor space (Class B1), up to 2,500sqm community and health floor space (Class D1) and associated space for parking, plant, servicing, ancillary storage and energy centre, in five buildings as follows:

- Block C (up to 2 and 3 storey community and health uses)
- Blocks B, D and E (predominantly up to 6 and 7 storeys residential and commercial uses)
- Block A (up to 6 to 12 storeys of residential and commercial uses)

The application also provides open space and landscaping; alterations to existing highway layout and creation of new vehicular and pedestrian access routes. The application entails demolition of Belsize car park building, Abbey Co-op Community Centre and Hinstock and Emminster blocks (including Belsize Priory Health centre, residential and commercial units), site-wide walkways and pedestrian railway bridge. The application provides detail for approval of layout and access and not scale, appearance or landscaping.

Application Ref: 2012/0096/P granted in London  
Camden letter dated 12 July 2012.

## 1.6 Outline Project Brief for this application

The aims and objectives of the scheme are as follows:

### 1. To create a new local destination of choice that serves the surrounding areas of St John's Wood, South Hampstead and Swiss Cottage.

- By providing a range of retail opportunities;
- By developing a high quality community hub, including a health centre, that is able to provide services to meet the needs of a diverse and growing local community;
- By offering locally accessible and flexible B1 space;
- By improving routes into and through the development area;
- By improving the architectural aesthetic of the development area, and;
- By developing a landmark element that, along with the existing towers of Snowman, Casterbridge and Mary Green, provides a visual marker for the area

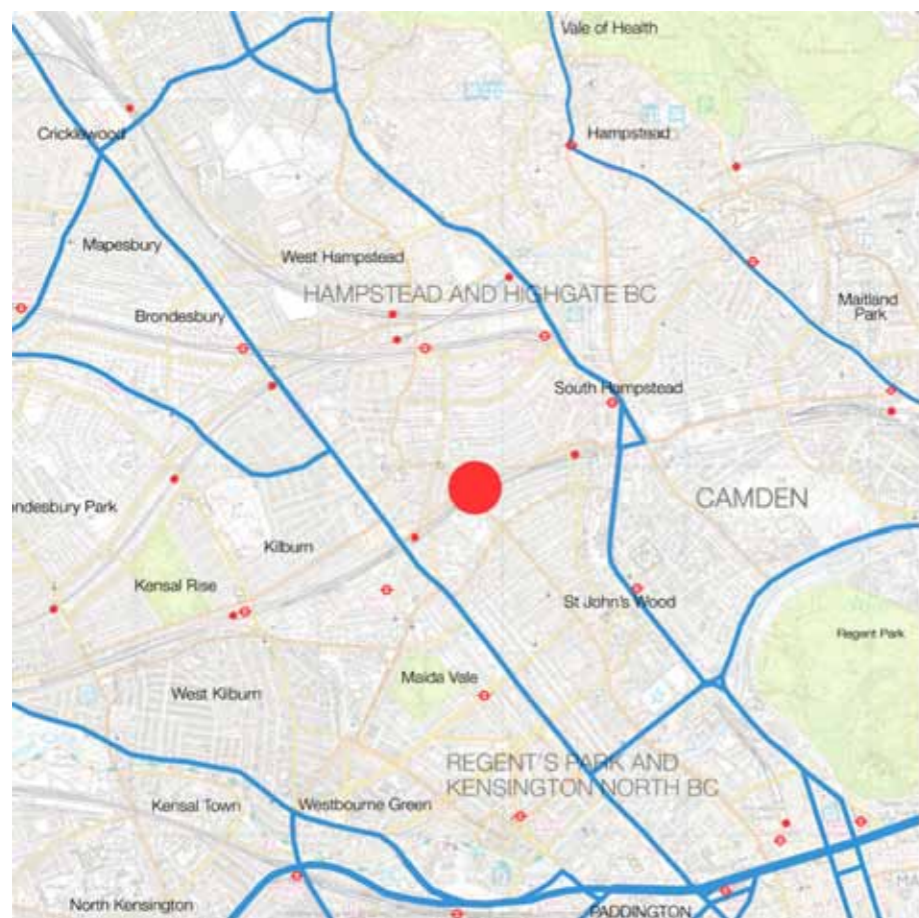
### 2. To provide a range of housing that meets the needs of local residents

- By developing housing that meets and, wherever possible, exceeds the Mayor's London Housing Design Guide standards;
- By developing high quality aspirational architecture;
- By ensuring that all residents are afforded the highest quality living environment, to include dual aspect units, exceptional environmental comfort and access to private and public external space;
- By carrying out Housing Needs Assessments to ensure that new provision meets the individual needs of the existing residents of the Abbey Co-Op Estate;

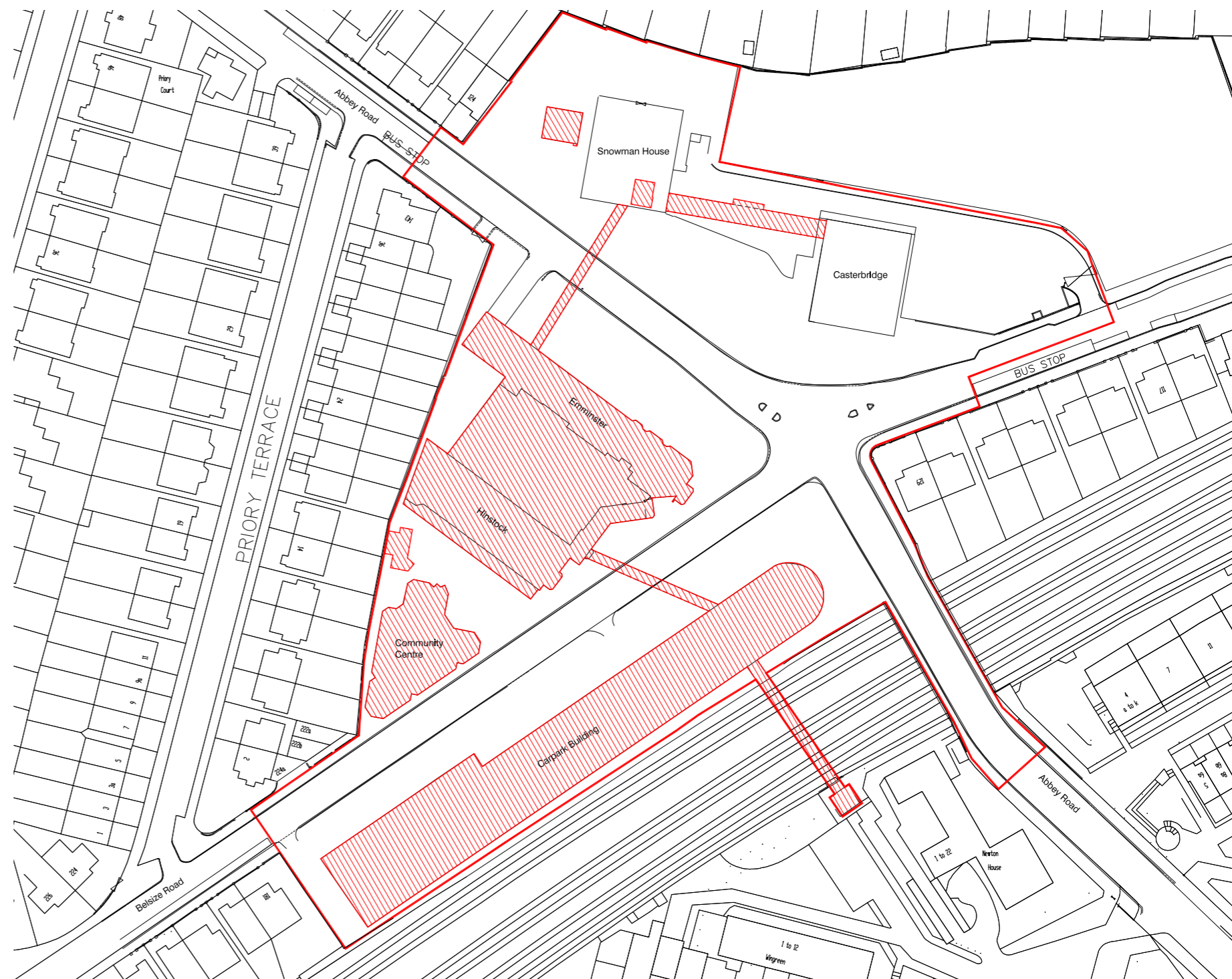
- By working with future residents on the design of their homes, and providing individual choice on fixtures, fittings and finishes wherever possible;
- By ensuring that service charges are minimal through the design of maintenance efficient buildings; and
- By helping residents manage their household bills through the use of sustainable technologies.

### 3. To develop a scheme that is entirely self-financing.

# 1.7 Location



Location plan showing site in relation to the surrounding area of West London



ABBEY AREA EXISTING SITE PLAN WITH DEMOLITION HIGHLIGHTED

# Context

section 2



## 2.1 Existing site



ABBEY ROAD/BELSIZE ROAD JUNCTION LOOKING NORTH



ABBEY ROAD BRIDGE LOOKING NORTH



BELSIZE ROAD LOOKING EAST AT EXISTING CAR PARK



BELSIZE ROAD LOOKING EAST



BELSIZE ROAD LOOKING WEST



CAR PARK LOOKING EAST



COMMUNITY CENTRE LOOKING EAST



EXISTING OPEN SPACE



EXISTING TOWER BLOCKS FROM ABBEY ROAD

## 2.2 Planning process

This DAS supports a full planning application for phase 1 of the proposal, and outline planning for phases 2&3. The following matters will form the basis for this outline application:-

- Layout – which establishes the way in which the buildings, routes and open spaces are provided within the development and their relationship to buildings and spaces outside the development.
- Scale – which establishes the height, width and length of each building proposed in relationship to its surroundings.
- Access – which establishes accessibility to and within the site for vehicles, cycles and pedestrians in terms of positioning and treatment of access and circulation routes and how they fit into the surrounding access network.

Within the outline application, it is proposed to divide the site into 3 phases, 2 of which will be subject to future reserved matters applications for appearance and landscaping.

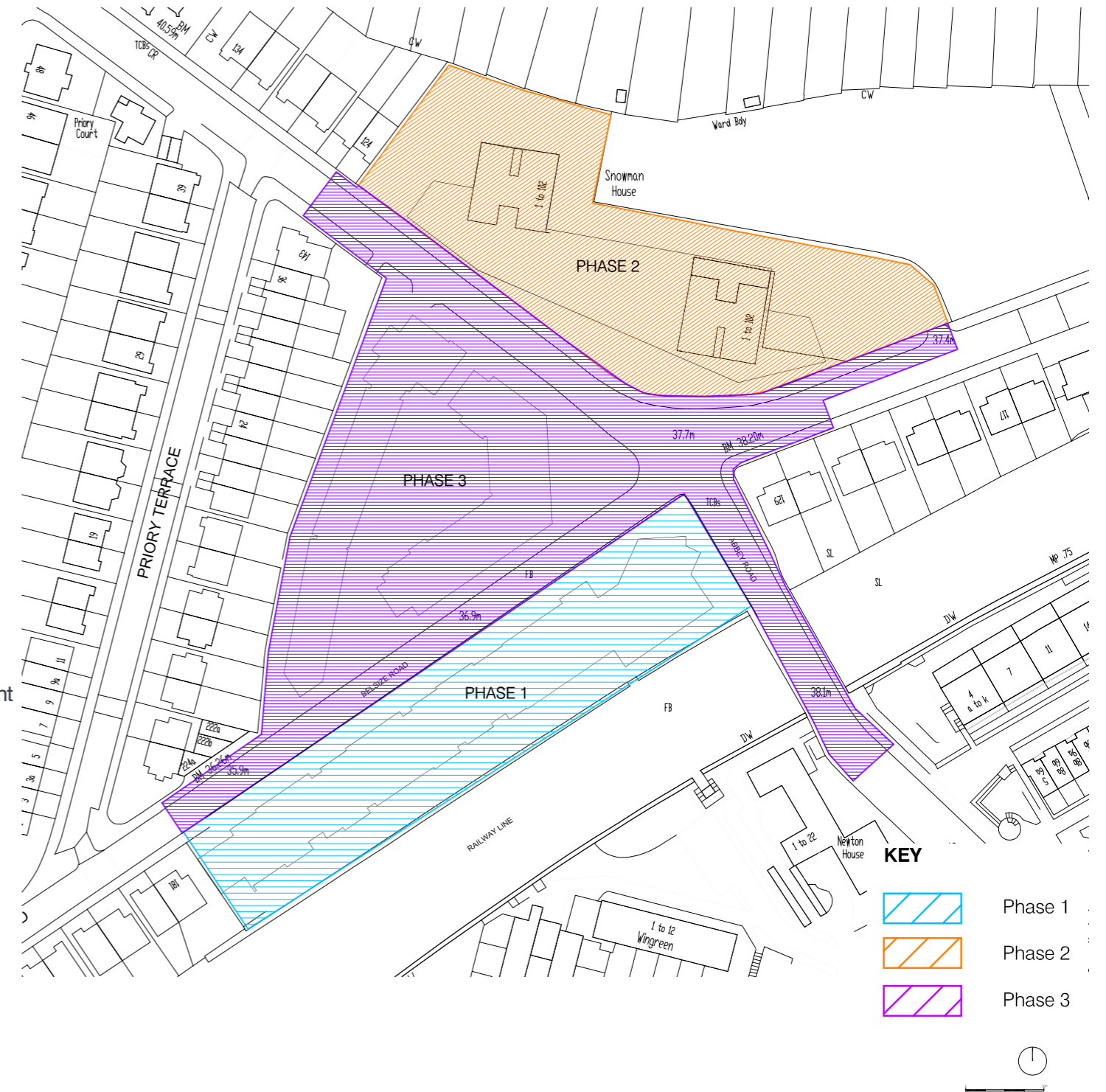
The detailed application for Phase 1 of the scheme forms part of this application and will run in parallel with the outline application. In addition to layout, scale and access, the phase 1 application will also include:-

- Appearance – which establishes the aspects of the buildings and places which determine the visual impression they make, excluding the external built form of the development.
- Landscaping – which establishes the treatment of the private and public space to enhance and/or protect the site’s amenity through hard and soft measures, for example, through planting of trees or hedges or screening by fences or walls.

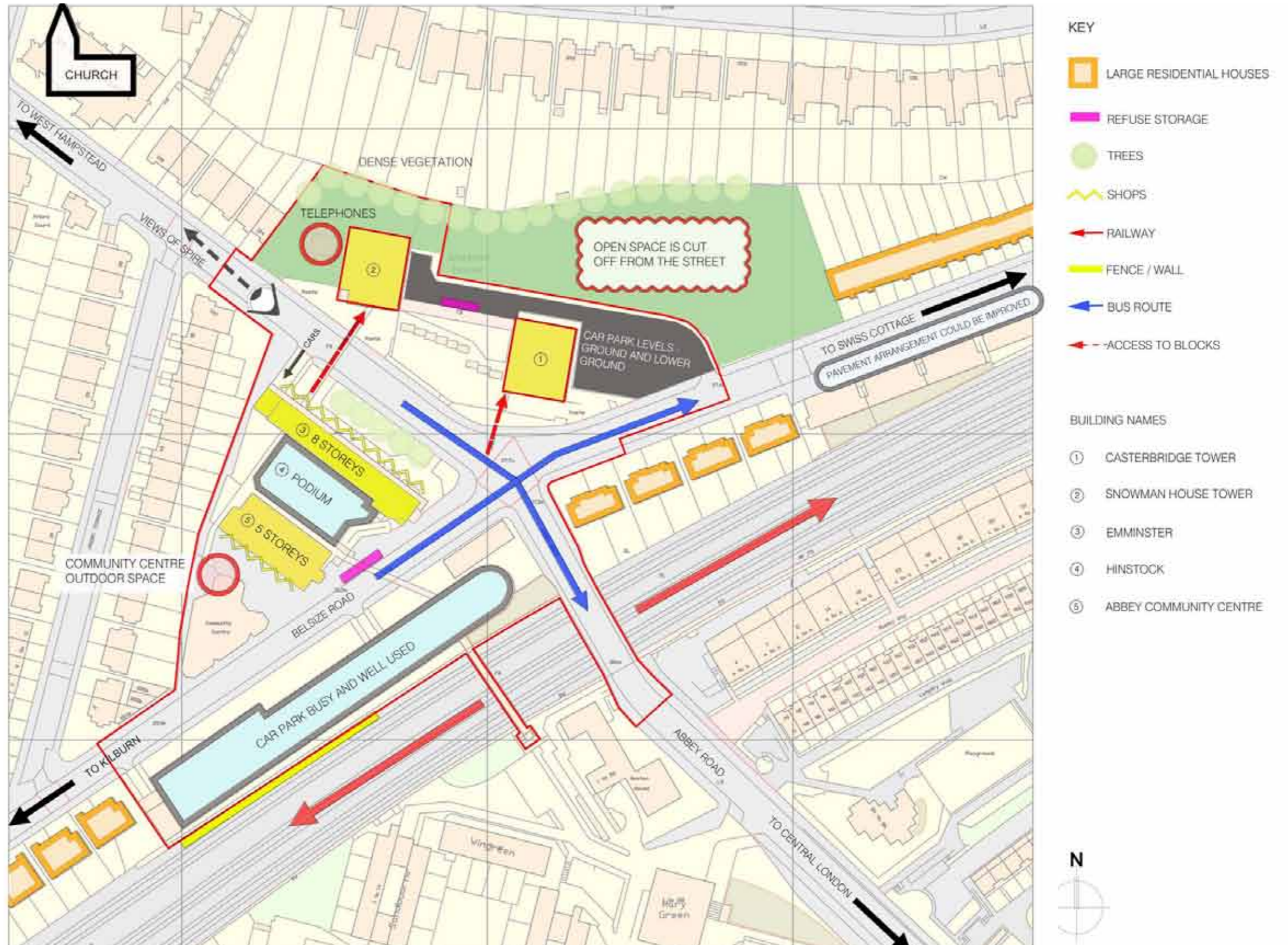
A plan identifying the 3 phases of development is shown opposite.

The London Borough of Camden require a comprehensive list of supporting information which includes the following:

- Town Planning Statement;
- Daylight and sunlight report;
- Transport assessment(construction and post construction);
- Green Travel plan;
- Ground contamination assessment;
- Socio economic assessment;
- Air quality statement;
- Noise (construction);
- Noise (post construction);
- Heritage report;
- Archaeology report;
- Sustainability statement;
- BREEAM and Code pre-assessment
- Energy strategy;
- Nature conservation and biodiversity;
- Waste strategy;
- Land use, soil and water quality report;
- Flood risk statement; and
- Drainage strategy;
- Access report;
- Report on the tree population within the development area;
- Employment Analysis
- Wind assessment
- Habitat
- Tree Survey
- Basement impact
- Geo-technical/Environmental
- Housing delivery plan
- Service construction plan
- Telecoms
- Community engagement
- UXO



## 2.3 Site analysis



### 2.3.1 NEIGHBOURING GREEN SPACES



WIDER CONTEXT



EXISTING PLAY

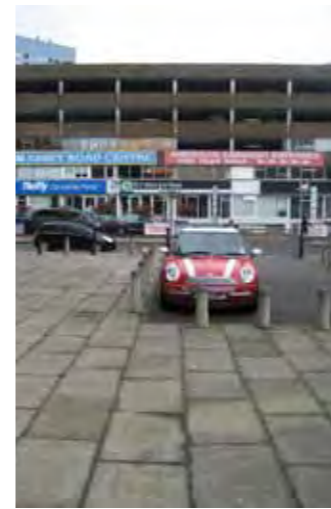
2.3.2 SITE PHOTOS – EXISTING HOUSING



### 2.3.3 EXISTING COMMUNITY



### 2.3.4 EXISTING ROADS/PUBLIC REALM



### 2.3.5 HISTORY OF THE SITE



OS MAP 1869 - 1882



OS MAP 1891 - 1895



OS MAP 1912 - 1914



OS MAP 1940

## 2.4 Consultation in preparation for design

There was considerable consultation for the original OPA in July 2012. Following on from this further public consultations in preparation for the design of this application were held on the following dates:-

27 October 2012 - Public Consultation

8 April 2013- Working Group

19 April 2013- Resident Workshop

13 May 2013- Public Exhibition

6 June 2013- Working Group

The Working Group is made up of representatives of the Abbey Co-op, GP practice and NHS services and the Abbey Community Centre.

In addition we met with the GLA on two occasions in January 2013 and again more recently on the 13th of June. Refer to section 5 Access, for commentary regarding feedback.





## Extracts from Consultation Presentation 28 January 2013

### The Team and The Aim of the Regeneration

**The Team**

**Pollard Thomas Edwards architects** will oversee the design. They will be making key decisions about what the building will look like and how the flats, shops and business units will be laid out. They have extensive experience of working on Estate Regeneration projects like Abbey Area.

**Atkins** is one of the world's leading design and engineering consultancies. They are in charge of designing how the new buildings will be heated, cooled and ventilated, as well as designing the structure. They will also be advising us on how transport can be managed in the new development.

**Icon Consultancy** will be providing us with project and development management services. They will be in charge of making sure that the project runs to programme, and also coordinating the teams to make sure that we all deliver the best possible outcomes for the Abbey Area.

**Franklin and Andrews** will be advising us of the likely costs of the development. They will work closely with Pollard Thomas Edwards architects and Atkins to ensure that their designs deliver the best outcomes for the area without going over budget.

**Watts Group** will be advising us on health and safety.

**CBRE** is a property services company who are providing Planning Consultancy advice to the project. Their role in the project is to work with Camden's Planning Department to make sure that the development meets all of Camden's planning policies with regards to, for example, the provision of affordable housing, quality of design and many others.

**The aims and objectives of the redevelopment of Abbey Area are as follows**

**Aim**

To create a new local destination of choice that serves the surrounding areas of St John's Wood, South Hampstead and Swiss Cottage

**Objectives**

- To provide a range of housing that meets the needs of local residents
- By developing housing that meets and, wherever possible, exceeds the Mayor's London Housing Design Guide standards
- By developing high quality aspirational architecture
- By ensuring that all residents are afforded the highest quality living environment, to include dual aspect units, exceptional environmental comfort and access to private and public external space
- By carrying out Housing Needs Assessments to ensure that new provision meets the individual needs of the existing residents of the Abbey Co-Op Estate
- By working with future residents on the design of their homes, and providing individual choice on fixtures, fittings and finishes wherever possible
- By ensuring that service charges are minimal through the design of maintenance efficient buildings.
- By helping residents manage their household bills through the use of sustainable technologies.

### The Site & Your Comments

**The site**

**The Council carried out extensive consultation between 2007 and 2010 with local businesses and residents. This is what you told us:**

- The Estate is in desperate need of regeneration. It has been in decline for so long, it is dragging the rest of Belsize Road down with it!
- The regeneration is the best vehicle for improving and redeveloping the area
- A taller building is supported but no higher than Grosvenor and Casterbridge Houses
- You understand the need for more housing in the area. You would like to see more family houses
- You agree that the regeneration will provide more opportunities to improve the public area and introduce new shops
- Existing residents would like to see a Concourse for their homes and new shops in the development. The concourse could improve the feeling of safety and new shops will help economic development
- There should be no loss of existing play spaces
- There should be no loss of affordable homes
- A replacement Community Centre is supported
- Additional affordable family housing for rent must be included
- Existing residents in Enminster and Hisstock Houses should be offered first choice of new homes in the regeneration
- There should be contributions towards extra school places and health services as part of the planning process

### The Masterplan

**Existing Site Plan**

**Proposed Masterplan**

**Aerial view of the proposed masterplan**

**Key**

- Offices at Ground or First Floor
- Medical Centre at Ground + First Floor
- Concourse
- Community Centre at Ground + First Floor
- Retail at Ground Floor

### How does the proposed masterplan differ from the masterplan granted Outline Planning Approval in July 2012

**Proposed Masterplan overlaid with the previous Masterplan**

**Proposed Masterplan 3d massing with the massing of the previous masterplan**

**How is the masterplan different from what you have seen before?**

- The tall building has been re orientated to limit the impact on the public node
- There are no single aspect north facing units in the development
- The buildings along Belsize Road are a storey lower than in the OPA (six storey)
- The outside spaces in Phase 1 have become private garden space for large family units
- The buildings in Phase 2 have been reorientated to allow more of the existing trees to remain and line with the existing towers
- The buildings in Phase 3 will be one storey higher (8 storeys) than in the OPA

### What will the development look like?

**We think that the Landmark Building could look like this**

**Initial sketch**

**Design development**

### We think that the lower buildings on Belsize Road could look like this

**Initial sketches**

**Precedents**

**Part Elevation Studies**

### Extracts from Working Group Presentation 8 April 2013

#### Challenges & Opportunities: Site Analysis

PTEa  
Pollard Thomas Edwards architects

8 APRIL 2013 :: ABBEY AREA REGENERATION WORKING GROUP PRESENTATION

Deck access good for dual aspect, poor for privacy and access control

#### Our Approach: Design Development

PTEa  
Pollard Thomas Edwards architects

8 APRIL 2013 :: ABBEY AREA REGENERATION WORKING GROUP PRESENTATION

#### Our Approach: Design Development

PTEa  
Pollard Thomas Edwards architects

8 APRIL 2013 :: ABBEY AREA REGENERATION WORKING GROUP PRESENTATION

#### Belsize Road Elevation

PTEa  
Pollard Thomas Edwards architects

8 APRIL 2013 :: ABBEY AREA REGENERATION WORKING GROUP PRESENTATION

#### Belsize Road 3D Views

PTEa  
Pollard Thomas Edwards architects

8 APRIL 2013 :: ABBEY AREA REGENERATION WORKING GROUP PRESENTATION

#### Belsize Road 3D Views

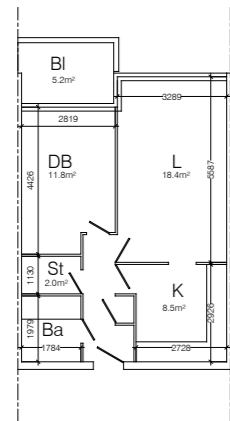
PTEa  
Pollard Thomas Edwards architects

8 APRIL 2013 :: ABBEY AREA REGENERATION WORKING GROUP PRESENTATION

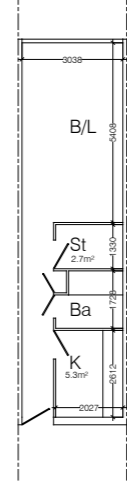
# Residents' Design Workshop 19 April 2013

## Your existing homes

EXISTING 1 BEDROOM FLAT  
TOTAL AREA: 50.3m<sup>2</sup>



EXISTING STUDIO FLAT  
TOTAL AREA: 34.2m<sup>2</sup>



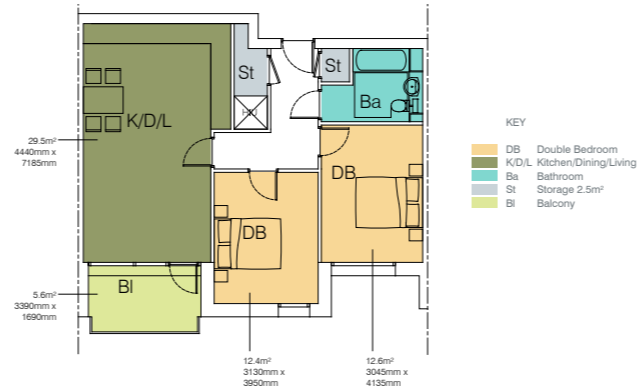
## The new 1 bedroom flat

PROPOSED 1 BED 2 PERSON FLAT  
TOTAL AREA: 50m<sup>2</sup>



## Other layouts for new flats

PROPOSED 2 BED 4 PERSON FLAT  
TOTAL AREA: 73m<sup>2</sup>



PROPOSED 3 BED 5 PERSON FLAT  
TOTAL AREA: 90m<sup>2</sup>



## DESIGN OF HOMES

### DIFFERENCES BETWEEN EXISTING AND MODERN HOMES

	EXISTING HOMES	MODERN HOMES
<b>OVERALL SIZE OF YOUR HOMES</b>	Precise sizes of existing homes to be confirmed but generally they are in line with current minimum requirements.	Minimum sizes for new homes: 50 sq m (538 sq ft) for 1 bedroom 2 person flat 61 sq m (656 sq ft) for 2 bedroom 3 person flat 70 sq m (753 sq ft) for 2 bedroom 4 person flat 102 sq m (1098 sq ft) for 3 bedroom 5 person 3 storey house 113 sq m (1216 sq ft) for 4 bedroom 6 person 3 storey house
<b>MOVING AROUND YOUR HOME</b>	Narrow hallway and doors.	Wide hallways and doors to accommodate future mobility problems.
<b>BEDROOMS AND LIVING ROOMS</b>	Variety of rooms and sizes (some adequate, some undersized).	Minimum room sizes to ensure usability. E.g. 8 sq m (86sq ft) for single bedrooms 12 sq m (129 sq ft) for double bedrooms
	Variety of rooms and sizes (some adequate, some undersized).	Minimum room width to ensure usability. E.g. 2.75 m (9 sq ft) for double bedrooms 3.2 sq m (10.5 sq ft) for living rooms
	Precise layout of flats to be confirmed.	Must demonstrate that an adequate amount of furniture can be accommodated in rooms to suit their purpose. E.g. A space for a dining room table in either the kitchen or living room must be provided to accommodate all occupants.
<b>BATHROOMS</b>	Windows in bathrooms.	No bathroom window.
	- Smaller bathrooms.	- Larger bathroom containing WC, bath, sink (to accommodate future mobility problems). - Separate WC provided for 3 bed flats.
<b>KITCHENS AND DINING</b>	In general kitchens are undersized however located in separate room with its own window.	- Kitchens located in separate rooms with own window in all houses and in larger flats. - Open plan kitchen for smaller flats. - Minimum standards for kitchen size. - Minimum requirements for kitchen storage. - Requirements for arrangement of appliances.
<b>STORAGE</b>	Generous storage.	Minimum floor area for storage: 1.5 sq m (16 sq ft) for 1 bedroom 2 person flat 2.0 sq m (22 sq ft) for 2 bedroom 3 person flat 2.5 sq m (27 sq ft) for 2 bedroom 4 person flat 3.0 sq m (32 sq ft) for 3 bedroom 5 person 3 storey house 3.5 sq m (38 sq ft) for 4 bedroom 6 person 3 storey house
<b>BALCONIES AND GARDENS</b>	min 5 sq m balconies to 1 bed flats.	- Balconies to flats at upper floor level. - Private gardens to all flats at ground level.  Balcony sizes: 5 sq m (53 sq ft) for 1 bedroom 2 person flats 6 sq m (65 sq ft) for 2 bedroom 3 person flats 7 sq m (75 sq ft) for 2 bedroom 4 person flats



### Your Comments

We last presented designs to you in January 2013 at two design exhibitions. Since then we have been working closely with design officers from Camden Council and have made the following changes to the proposals based on the feedback:

- We have begun to develop a landscaping strategy. This includes new play areas in the development for a variety of ages. Each phase of the development will include some green space and we have softened the boundaries between the buildings and public space using planting.
- We will, wherever possible, retain existing trees.
- We have been working with Highways and Transport officers from Camden Council to develop traffic calming proposals for the junction without reducing capacity. The scheme is predicted to deliver a decrease in vehicular trips compared to the current situation.
- Some residents expressed concern about deliveries to the retail units and the supermarket. We are currently drawing up detailed servicing management plans and any tenants of the retail units will be required to stick to these as a legal requirement.
- We have made changes to the terrace of houses in phase 3 to reduce the impact on Priory Terrace. These houses will be no taller than the existing boundary wall to avoid any overlooking.
- We have pulled back the building line on phase 3 facing onto Abbey Road to increase the size of the pavement.

At this time, we have not yet begun to develop proposals for phase 2 of the development. We will be beginning this work later in the year. The proposals that we are presenting to you today only refer to phases 1 and 3 of the development.

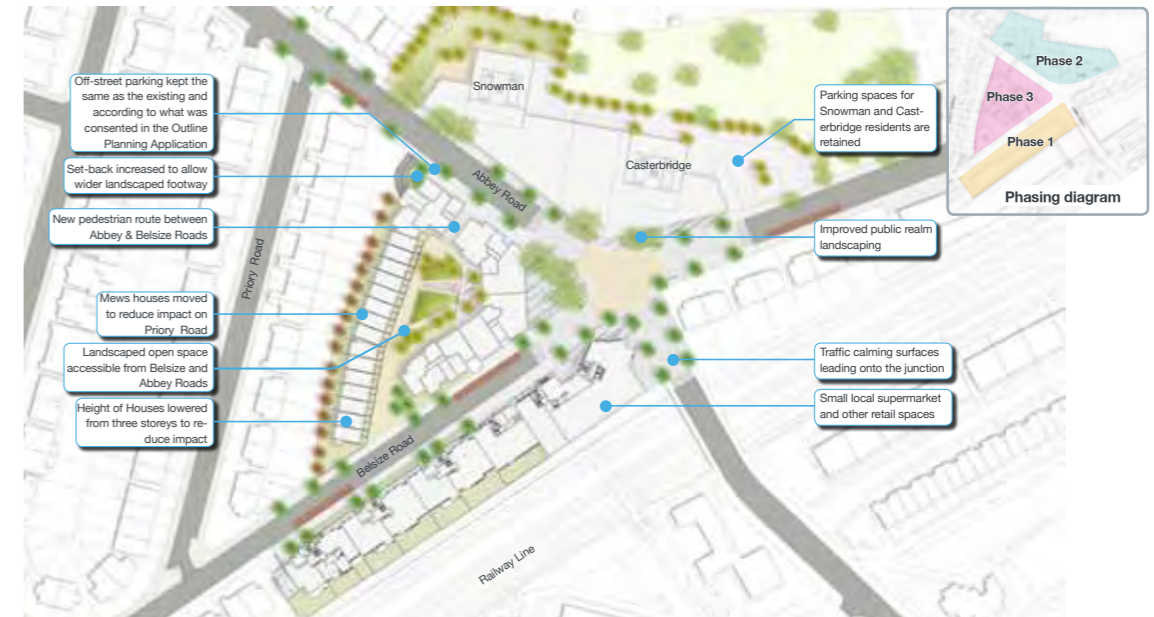


Community investment programme

### Abbey Area Regeneration



### The Masterplan



Community investment programme

### Abbey Area Regeneration



### Flat Layouts

**Typical Affordable Block Plan**

**PROPOSED 2 BED 4 PERSON FLAT**

**PROPOSED 1 BED 2 PERSON FLAT**

**PROPOSED 3 BED 5 PERSON FLAT**

**ALL HOMES HAVE:**

1. Outdoor private amenity space on the Southern side of the development.
2. South facing windows offering maximum daylight into the flats. These windows are triple glazed to minimise noise from the railway and other homes.
3. Access from communal lift cores serving a small group of homes per floor.
4. Been designed to meet the latest design and technical standards which include sustainability, security and accessibility.

Community investment programme

### Abbey Area Regeneration



### Belsize Road Frontage

To create a streetscape that is sympathetic with the adjoining villas, vertical and horizontal setbacks are introduced on the frontage at key intervals.

Callouts include: Top floor terraces to create varied roof line; Full height operable windows to maximise natural light and promote cross ventilation; Interplay between light and dark coloured high quality bricks; Vertical and horizontal setbacks in between to reflect the existing streetscape; Buffer landscaping between the street and the flats; Well lit and safe communal entrances serving small clusters of flats.

Street view of the Belsize Road frontage from Priory Road

Street view of the Belsize Road frontage from Abbey Road

A closer look at the Belsize Road frontage

The Belsize Road frontage in context

Community investment programme

### Abbey Area Regeneration



### Railway Line Frontage

**Green roof**

**Recessed South facing balconies providing well lit and protected outdoor amenity space**

**Private gardens on ground floor level**

**Top floor terraces**

**All windows to be triple glazed to improve sound and thermal insulation**

**Interplay between light and dark coloured high quality bricks**

**Full height windows spanning the full width of the living spaces**

Bird's eye view of the Railway line frontage

View of the Railway line frontage

A closer look at the Railway line frontage

The Railway line frontage in context

Community investment programme

**Abbey Area Regeneration**

Franklin+Andrews ikon ATKINS PTEa Camden

### The Landmark Building

**The Landmark building is rotated and its top floor stepped away from the Abbey and Belsize Roads junction to reduce impact**

**High quality brick finish**

**Full height windows spanning the full width of the living spaces**

**Recessed balconies providing protected amenity space**

**Active and secure Concierge Entrance to landmark building**

**Large glazed openings on ground floor to address the active public realm**

Bird's eye view of the Landmark Building from the Abbey Road bridge

Bird's eye view of the Landmark Building from the junction of Abbey and Belsize Roads

View of the Landmark Building along the Railway Line

View of the Landmark Building from the junction of Abbey and Belsize Roads

Sketches of the Landmark Building testing the suitability of various options

Massing studies comparing the scheme at Outline Planning stage with the current proposal

Current Proposal

Proposed at Outline Planning Stage

Community investment programme

**Abbey Area Regeneration**

Franklin+Andrews ikon ATKINS PTEa Camden

### The Phase 1 Development

Bird's eye view of the Railway line frontage

Bird's eye view of the Belsize Road frontage

Community investment programme

**Abbey Area Regeneration**

Franklin+Andrews ikon ATKINS PTEa Camden

### Phase 3 Development

**RETAIL**

**2B4P PRIV.**

**1B2P AFF**

**3BSP AFF W.C**

**3BSP AFF. HOUSE**

**3BSP PRIV. HOUSE**

2 Storey 3 bed Mews houses

Proposed Ground Floor Accommodation

Retail Units to Public Node

Proposed 3D Massing & Scale

Proposed Accommodation on Typical Floor

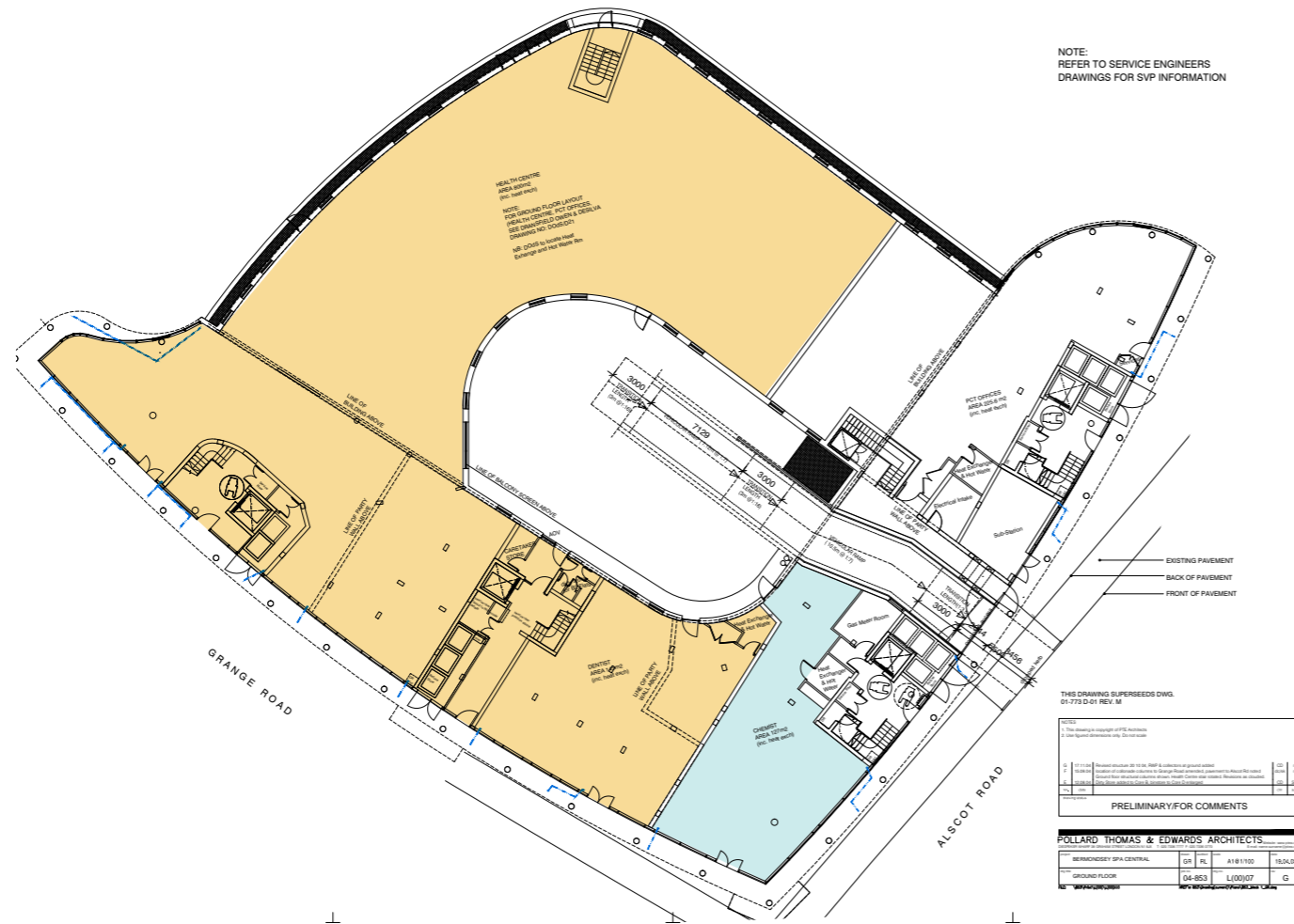
PTEa Precedent Images : Mews Houses & Communal Green Spaces

Community investment programme

**Abbey Area Regeneration**

Franklin+Andrews ikon ATKINS PTEa Camden

# Mixed-use developments / Artesian House



Community investment programme

## Abbey Area Regeneration



# Masterplan: design principles and concepts (vision)

## section 3

This section will explain and illustrate the masterplan principles and concept; outline how these will be reflected in the development's layout, density, scale, landscape and visual appearance; provide a well-considered rationale for the masterplan, based on the characteristics of the site and its wider area, and to suit the purpose of the proposed development; and explain how the development will meet the local authority's objectives.

The masterplan was granted Outline Planning Consent in July 2012. This revised design addresses concerns about the masterplan and the layout of homes that were brought up during the previous outline planning process. The changes proposed centre on the footprint of the buildings and employ a different layout of the homes, access to flat blocks and the use of materials.

### 3.1 Appraisal of the Consented Outline Planning Application (July 2012)

The proposal is the outcome of several months of consultation with various stakeholders involved in the regeneration, including the Abbey Co-op, residents living on the site, the Community Centre and the Medical Centre.

The outline proposal positively addresses the aims of the regeneration, creating mixed uses and active frontages onto streets where the existing buildings create difficult outside spaces. Careful consideration has been given to the scale of the buildings relative to the neighbouring Priory Road Conservation Area. Parking and layout of the proposed Community and Medical centres has taken a strong steer from consultation with the stakeholders.

#### Aspects of the Outline Planning Consent (July 2012) that would benefit from improvements are as follows:

- The public node created by the form of the buildings is difficult to resolve. The difficulty is created by the fact that the node is not only a busy traffic junction, but further complicated by the fact that whilst LBC would like to see a public space that accommodates a variety of uses and people, the residents are cautious / suspicious about the type of people that are attracted to the area and what activities might happen within the space. In phase 2, the geometry of the proposed buildings relative to the two tower blocks to be retained is awkward and whilst it adequately retains the public node, its two-storey height relative to the 24 storeys of the two towers looks uncomfortable.





- The entrance to the two tower blocks is created around a multi-use concierge that allows access to homes within the tower blocks as well as the community centre and the medical centre. Aside from overly complicating the entry to the tower blocks, discussions with the Secure by Design Officer have indicated that a multi-use concierge would not be acceptable.

The principle of the design of the high point towers was to create point blocks within a landscaped environment. However the creation of the 'apron' of non-residential accommodation at the base of the towers compromises the original design of the towers and removes what we consider would have been a landmark element at street level which would have made the entry to the towers legible.

- There is consent within the OPA for the removal of a number of mature trees along Abbey Road that define the public node.
- The access to the basement is midway along Belsize Road. This is problematic for achieving a continuous streetscape and splits up the accommodation. Maintaining the existing location of the ramp access would avoid this.

This application will take benefits from the neighbouring conservation area, in terms of scale, vertical emphasis and massing, to integrate the new building forms with the wider area and remove the apparent division in neighbourhoods.



## 3.2 PTEa's proposal for the Masterplan

In response to the above comments about the outline planning application, the masterplan has been amended slightly. The resulting built form stays broadly within the heights indicated on the parameter plans, but in some areas sits both inside and outside the consented footprint of the OPA.

The public node is treated as a triangular space, with each of the three sides formed by a different phase. A language will be created for the treatment of the elevations facing into the node. In this way, rather than forming the public space by carving it out from a built form, the space will be held together by the treatment of the elevation and built form can be more independent.

Activity will be created within the Public Node by the introduction of a convenience store (phase 1), a Medical Centre and Community Centre (phase 2), and business uses, potentially a café (phase 3), as well as entrances to the two existing towers by residents and visiting pedestrians and cyclists. Along the north eastern edge and one side of this triangular space (phase 2), the new buildings will align with the geometry of the largest built forms on the site – the two existing towers; Snowman House and Casterbridge House. The new buildings could be independent of and sit next to and in between the towers, but not necessarily in front of them. This retains the landmark element of the towers at street level. This will also retain a visual link to the exposed legs that define their entrance. In choosing this alignment a larger public area in front of the community uses is created.

The landmark building of phase 1 forms the southern edge of the triangle. The treatment of the 14-storey building must not compete with the two towers, and its treatment at ground floors must somehow inform the two / three-storey accommodation in phase 2 and the proposal for phase 3. Phase 3 forms the final side (north western edge) which will be six and seven storeys in height with business uses at ground floor and entrances to apartments that sit above.

The treatment of the elevation at ground floor will be similar across all three phases, comprising the vertical treatment that relates to the villas in the neighbouring conservation area and the use of brickwork. The hard landscaping design will be used to define the routes for traffic and pedestrians, but it is proposed that existing road barriers will be removed and the levels amended so that the space reads visually as one surface.

Phase 3 of the development is formed around a communal courtyard from a row of mews houses and apartment blocks that address the street.

There is access to the courtyard from both Belsize Road and Abbey Road, and a route through is created.

The entrance to the courtyard from Abbey Road is flanked by glazing of retail and residential circulation, and so invites people into the green space.

Access to the mews houses is via this courtyard, so creating activity and natural surveillance in this area. The mews houses will use a yellow/buff stock brick with large dormer windows at second floor/roof level. They are three storeys high and form a terrace with a change of angle halfway along to enclose the courtyard.

The opposite side of the courtyard is formed by four apartment blocks – H, J, K, L. They are six and seven storeys in height and front the high street, matching the height on the opposite side of the street.

The rear elevation of these apartments looks out on the communal courtyard, and oriel windows focus this view and ensure that the mews houses are not overlooked.

The front elevation of the mews houses opens onto the courtyard and provides a quiet frontage to this open space. This creates activity and surveillance within the courtyard which is complemented with active frontages on the main road. These active frontages on the main road are created by retail and commercial uses opening onto the street, and encourage a populated public realm.

The front elevation is to the public node and two main streets. The appearance of these blocks reflects phase 1, with the same brick and similar elevation treatment. The appearance is altered where the retail use demands greater transparency. Large shop front glazing and thin stone columns are proposed at ground floor, which raise the brick up to first floor and above. The different treatment emphasises the retail use contrasting with the surrounding residential and business uses. This contrast ensures the retail has a presence on the street and mirrors the scaling and rhythm of the neighbouring Victorian High Street.

There is a basement under these four blocks which contains car parking for the mews houses, community and disabled use. There is also area for plant and bike stores, which has lift access and ramp access from Abbey Road. There is additional on-street parking that is being retained.

The density for new build housing within the development is:-

Phase 1 – 141 units in 0.4212 hectares = 335 dwellings/hectare

Phase 2 - community & health centre – no new residential

Phase 3 – 100 units in 0.4941 hectares = 202 dwellings/hectare

Phase 2 of the development is centred around a new community centre, a medical centre and a nursery.

It will be two storeys with a maximum of three storeys around the double height space entrance hall. The main entrances to the two centres will be off the public space fronting on to Abbey Road. However, there will be activity at the rear of the buildings from people going to and from the open space and parking at the back. This active frontage on both sides creates a safe, well-used public space to both sides of the building. The community centre is perfectly suited to oversee the public realm, and the nursery will have outdoor playspace at the rear.

# Masterplan

