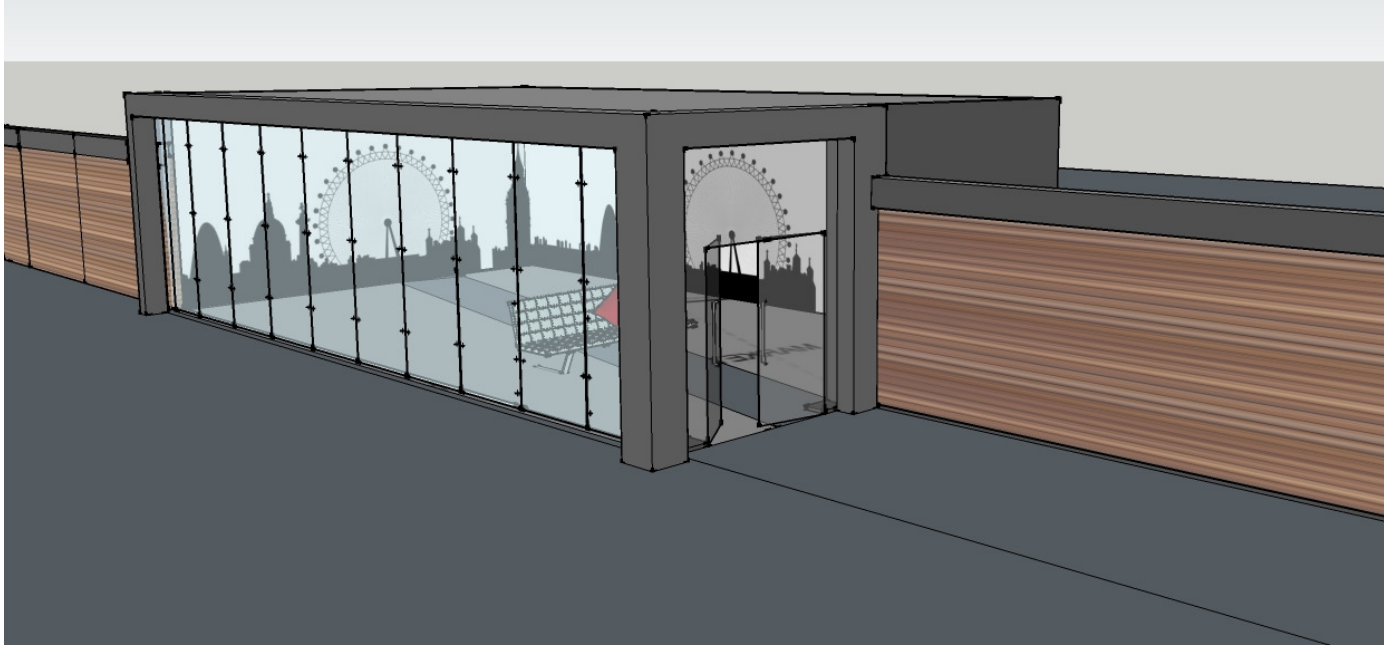


# Design and Access Statement

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## West Hampstead Square Marketing Suite

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January 2013

First Issue – 25.01.13

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# Introduction

Purpose of this document

This report has been prepared on behalf of Ballymore Group in support of a Planning Application related to the proposed Marketing Suite at the new West Hampstead Square development. Please note the main development application reference is 2011/6129/P.

The application seeks full permission for a small temporary Marketing Suite to the front of the development site. The Marketing Suite is to be erected at the earliest opportunity and will remain for the duration of the works on the site. The building is to be removed after this time.

This Design and Access statement accompanies the application to assist the Local Authority in understanding how the development has evolved from concept to the current status and how the team have considered the context and constraints of the site.

# Introduction

## The Site

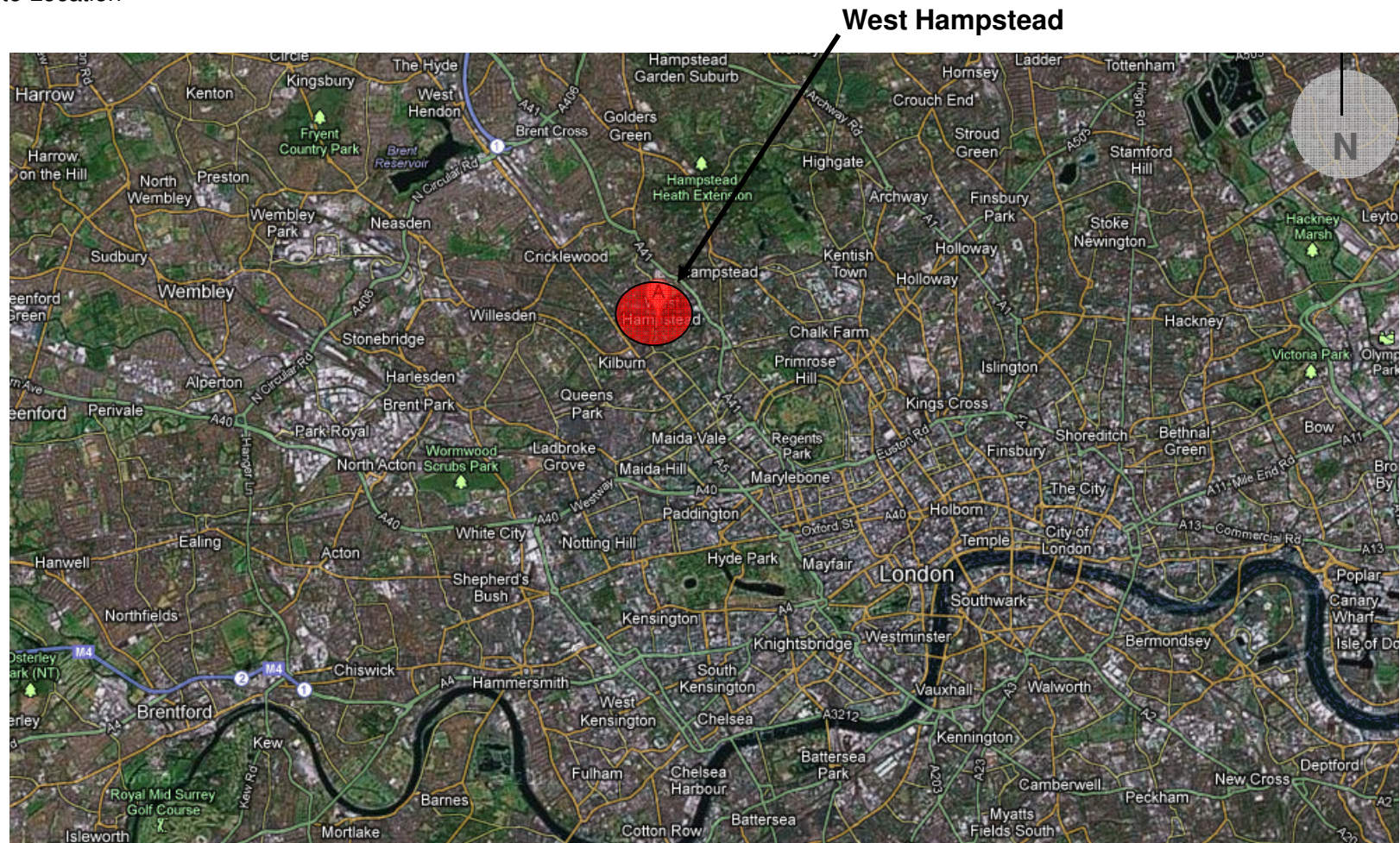
The site is located off West End Lane in West Hampstead, London. The following pages show the location of the site.

At present the site is used for vehicle storage for a vehicle hire company and there are also a number of shop units that front West End Lane. The existing tenants are due to vacate the premises in April 2013 at which point demolition will commence.

Upon completion of the demolition works the marketing suite will be constructed at the front of the site, facing onto West End Lane.

# Context

Site Location





# Context

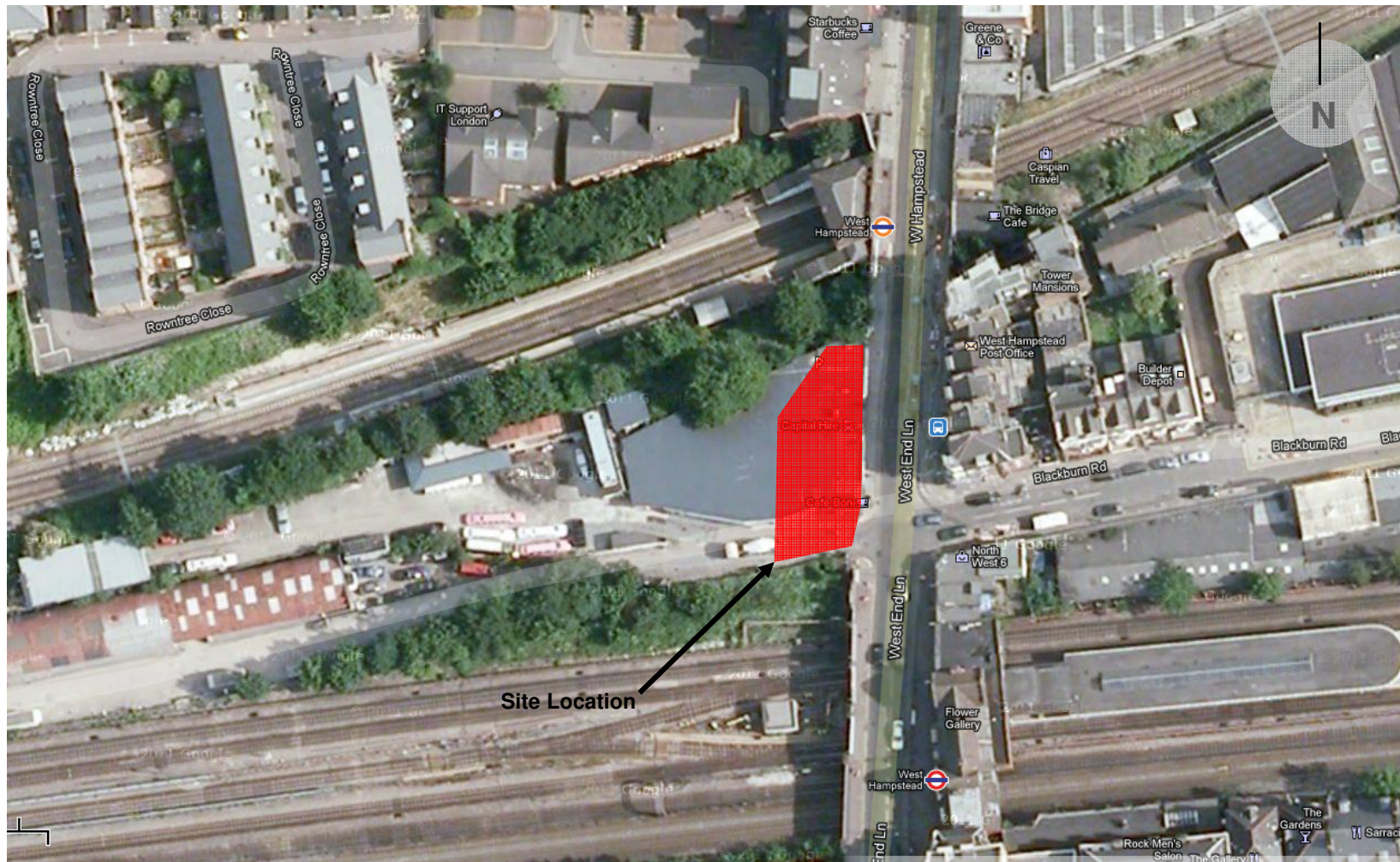
Site Location





# Context

Site Location



# Building Design & Layout

## Concept Design

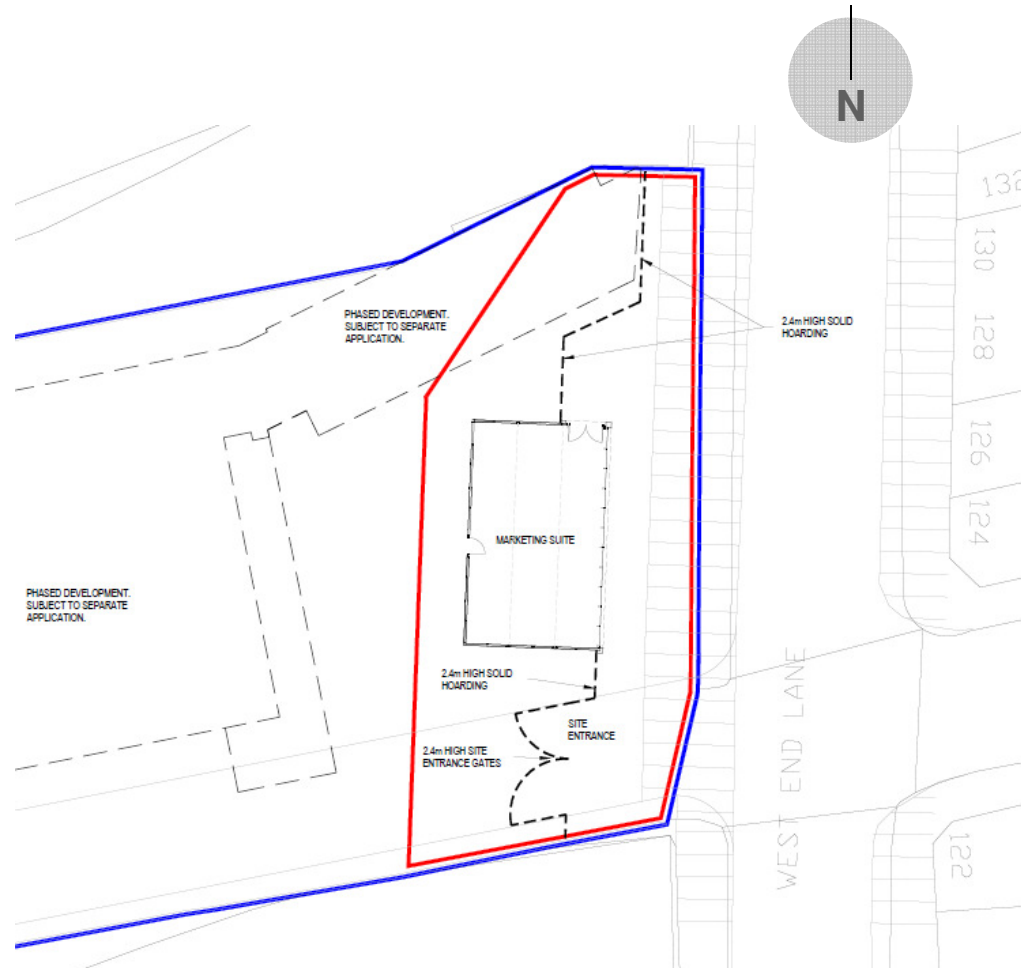
The Marketing Suite is to be constructed from three temporary cabins fixed together to create a space that is 12m x 7m x 3.2m high totalling 84m<sup>2</sup>. The cabins were originally used for the Olympics and are now being effectively recycled for this development.

In order to improve the aesthetics of the building the front elevation, facing West End Lane, will be fully glazed with a curtain walling system with the pressure plates removed to give a seamless façade, there will also be a 300 x 300mm ppc aluminium feature nosing around the glazing in black. The front section of the North Elevation will also be glazed with the black feature nosing. The remainder of three sides facing into the site, behind the hoarding, will be painted white as these will not be visible from outside the site.

To either side of the building there will be 2.4m high hoarding which will be clad in cedar timber with a 300mm black band to the top to match that of the Marketing Suite. The hoarding will have both the name of the development and the Ballymore logo on them.

The area in front of the Marketing Suite and hoarding will be hard landscaped with feature paving and will have various planters dotted around.

The drawing opposite shows the proposals in plan. The following page shows the site elevations.

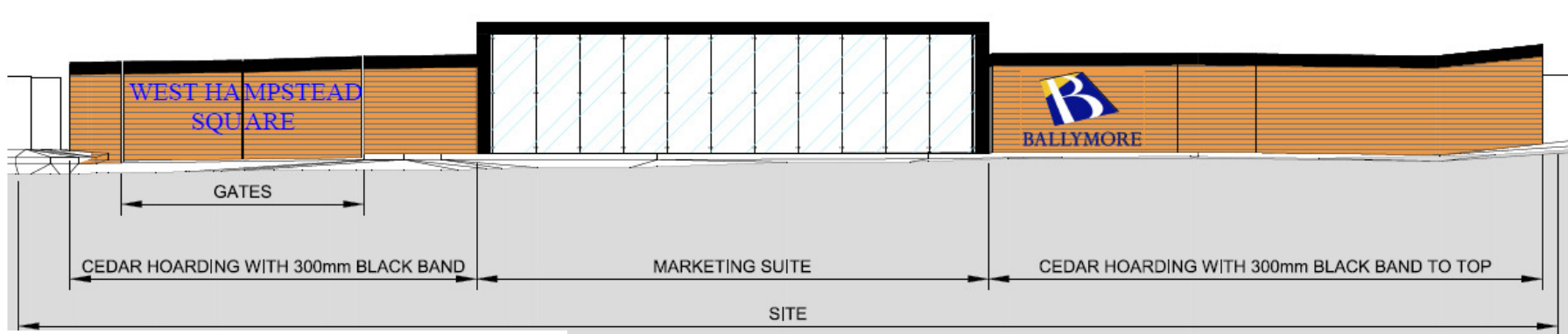




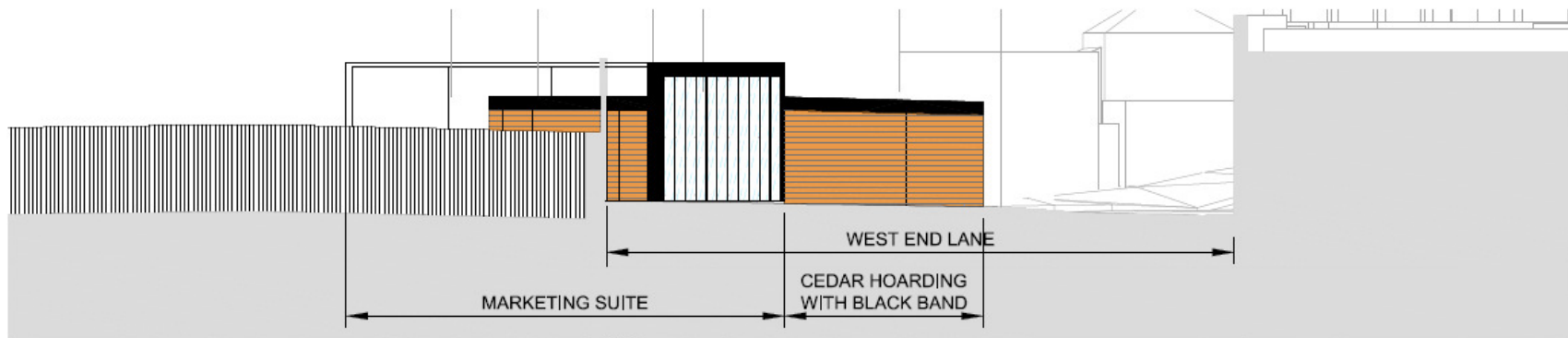
# Building Design & Layout

## Concept Design

The drawings below show the proposed Front and Side elevations of the Marketing Suite and surroundings from West End Lane.



Site Elevation to the Front of the Marketing Suite



Site Elevation to the Side of the Marketing Suite

# Building Design & Layout

## Access

The building has been design with level thresholds and is at the same level as the adjacent pavement in order to facilitate level access in accordance with the Disability Discrimination Act.

## Conclusion

This application seeks full planning permission for a small temporary Marketing Suite to the front of the new West Hampstead Square development. The building will be in place for the duration of the development works to allow the marketing of the premises being constructed on the site behind.