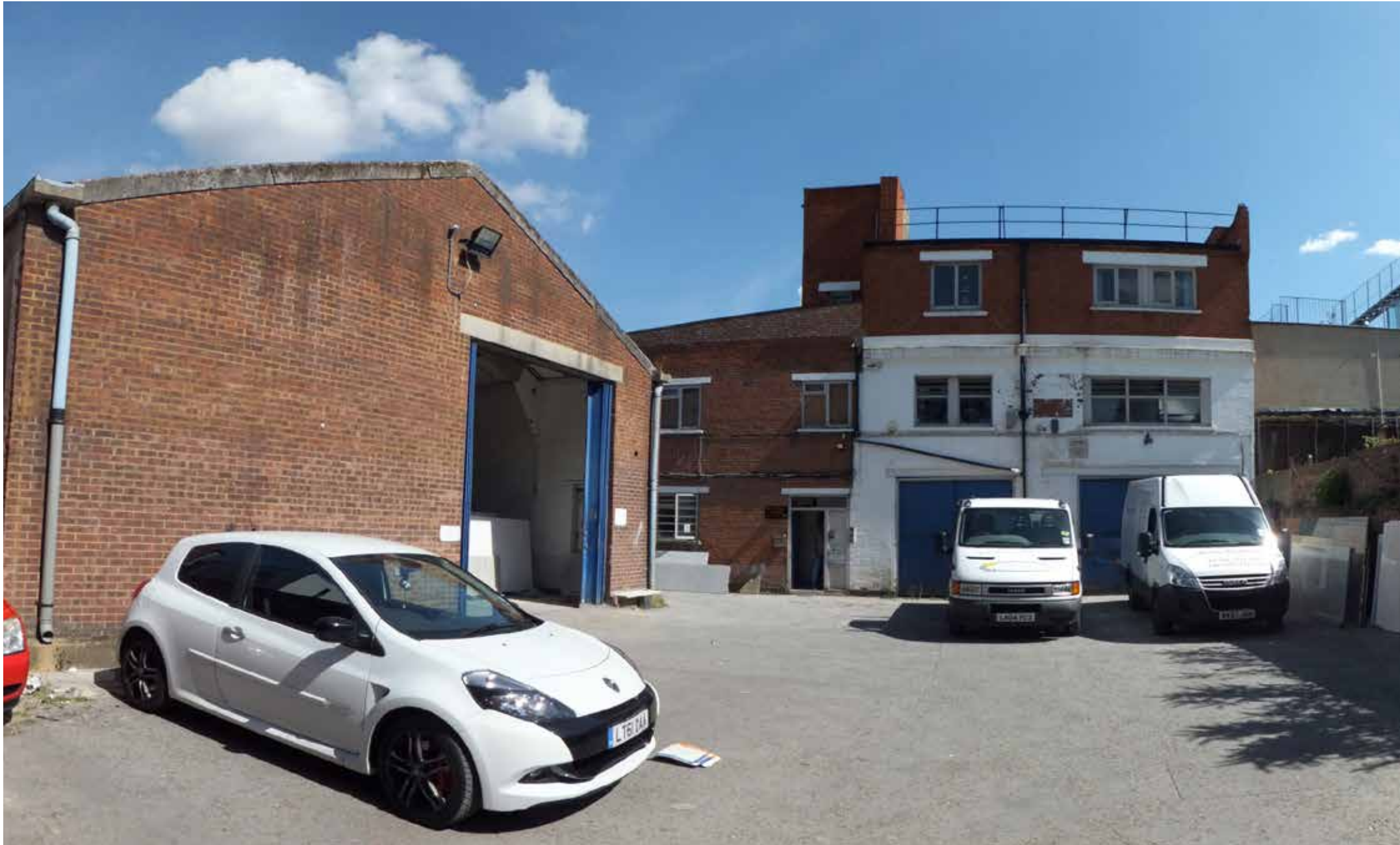


CLARIDGEARCHITECTS

DESIGN AND ACCESS STATEMENT APRIL 2014

254 KILBURN
HIGH ROAD NW6

1.0 _	Introduction	11.0 _	Proposals
2.0 _	Photographs		Plans
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Introduction

This document details our proposal to redevelop the site at 254 Kilburn High Road NW6, within the London Borough of Camden.

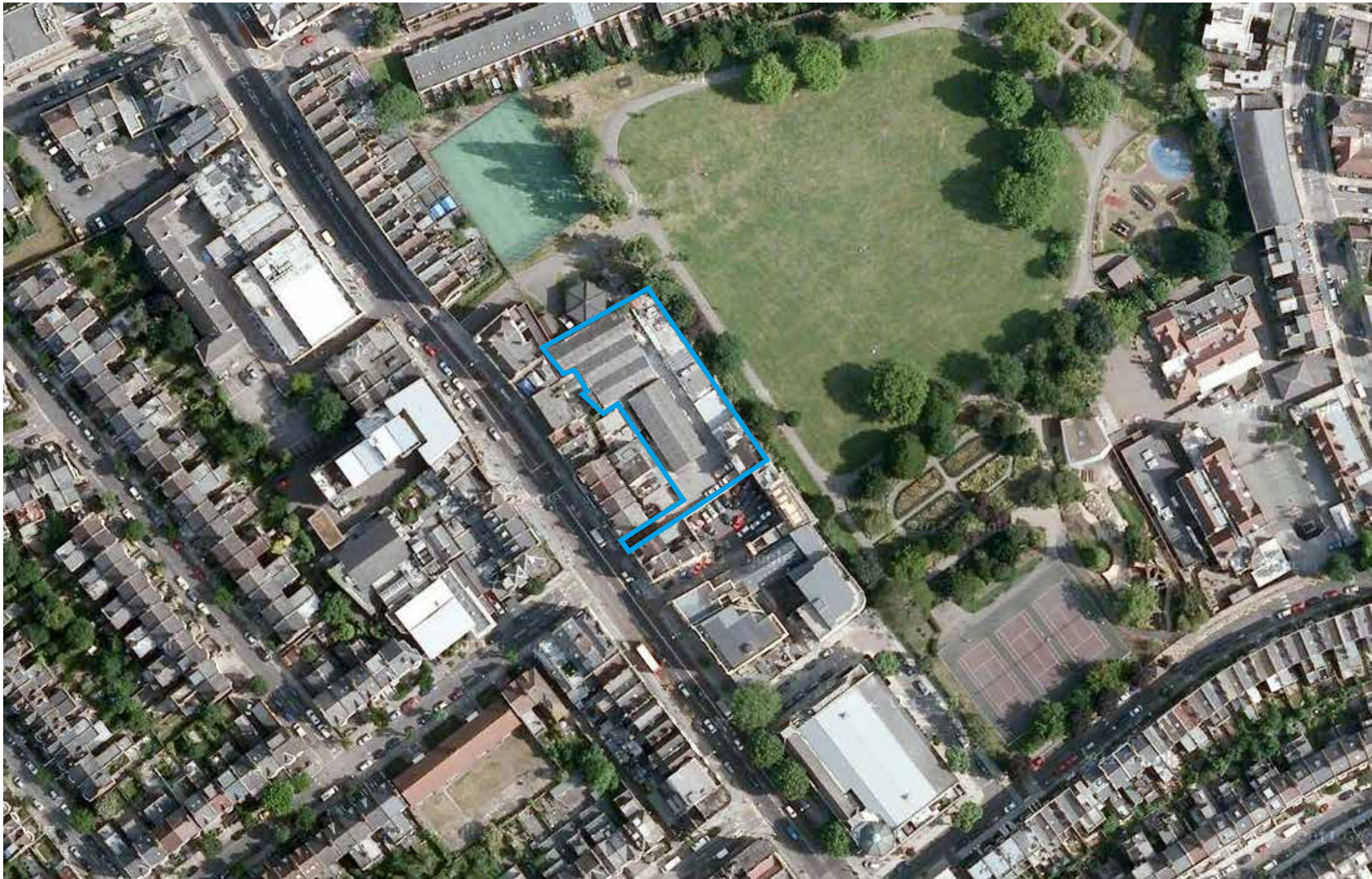
The current site is occupied by a marble storage yard and associated buildings at the rear of the site behind the 3.5 storey terrace. The original building at 254 no longer exists.

The site is 0.2027 Hectares and set to the north east of Kilburn High Road.

Our intention is to create a high quality commercial and residential development providing a mixture of both affordable and market housing within the borough, as well as 3 commercial units at ground floor level. The proposals will take advantage of both the excellent transport infrastructure and local amenity, which support high density housing.

Claridge Architects and Aitch Group have a reputation for delivering high quality and well designed accommodation across London, and this development will follow the same principles of design excellence and buildability.

INTRODUCTION





Site

Shown above and to the left is the site.

The outline shows its location adjacent to Kilburn Grange Park, and set behind the row of four storey Victorian buildings along Kilburn High Road.

It is currently occupied by single storey double height warehousing for storage, with some 3.5 storey buildings along the park which house office facilities at ground floor and are vacant above.

The site is also screened by mature trees and planting on the park, which gives an excellent outlook for residential dwellings.

Neighbouring tall buildings support any increased height and density.

AERIAL PHOTOGRAPHS





Aerial View
South

This view shows the building's proximity to both tall buildings at 275 Kilburn High Road and 2-23 Grangeway. These clearly set the precedent for large, dense housing accommodation behind the Victorian High Street.



Aerial View
East

Again, 275 Kilburn High Road, a 7 storey residential development in the neighbouring borough of Brent, is visible. Its street presence is 3 storeys while the rear blocks rise higher.



Aerial View
West

The development at 2-23 Grangeway is prevalent in the foreground with five storeys plus a set back top floor. The massing steps down to the east, helping the massing relationship with its neighbours on the park.

The public WC on the eastern boundary of the site is visible, with its pitched roof.



Site Photo
Adjacent new build apartment block

This new six storey residential building at 2- 23 Grangeway sets precedent for height, but its external finishing lacks quality, and although under 10 years old, looks tired and in need of maintenance.



Site Photo
Adjacent new build single house

This new build mixed use building has a photographic studio at ground floor and a single dwelling occupying first and second floors. The modern design gives a pleasant view from the park.



Site Photo
Existing rear wall of site

The original brick park wall has remained intact with the buildings set behind. The rest of the wall has been demolished all along this edge of the park however, and the original wrought iron infill panels were removed long ago.



Site Photo
Site access

This is the site entrance, in between 256 and 252 Kilburn High Road. The three storey building in the distance is occupied with offices at ground floor level, but vacant above.



Site Overview

This photo shows the existing site and the buildings that occupy it.

To the left is the vacant site; in the centre are the two illegal extensions to the rear of the properties on Kilburn High Road; and to the right shows the large sheds which occupy the site.

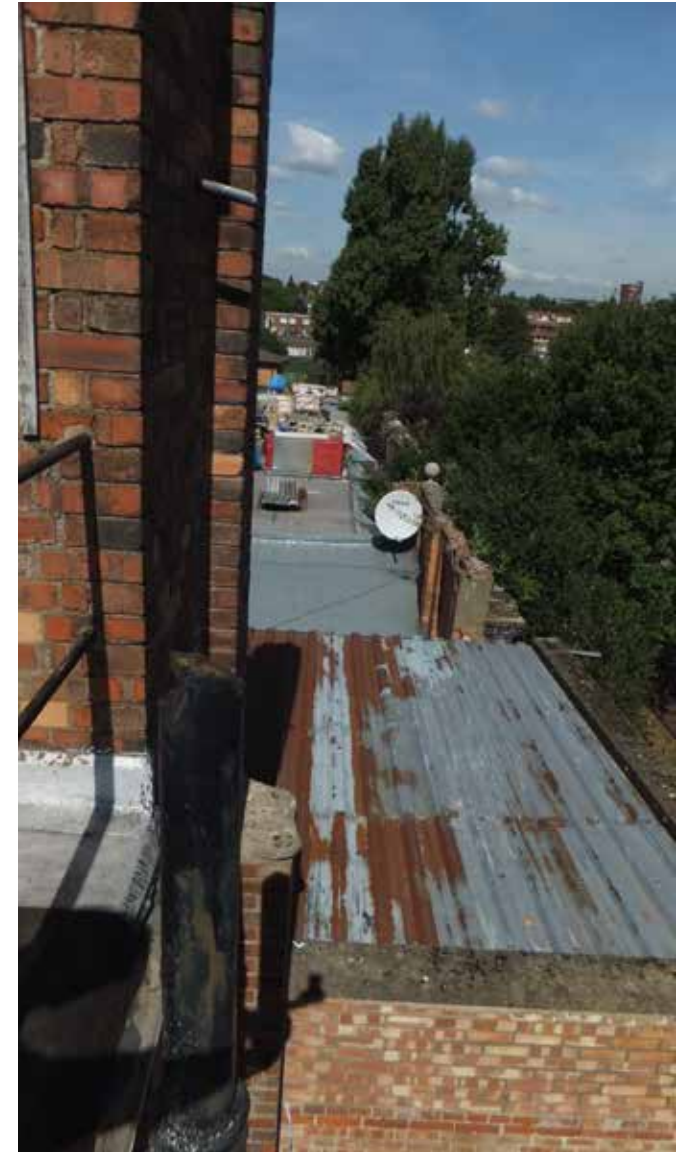
SITE PHOTOGRAPHS



Vacant adjacent lot with Planning permission



7 Storey 275 Kilburn High Road in distance



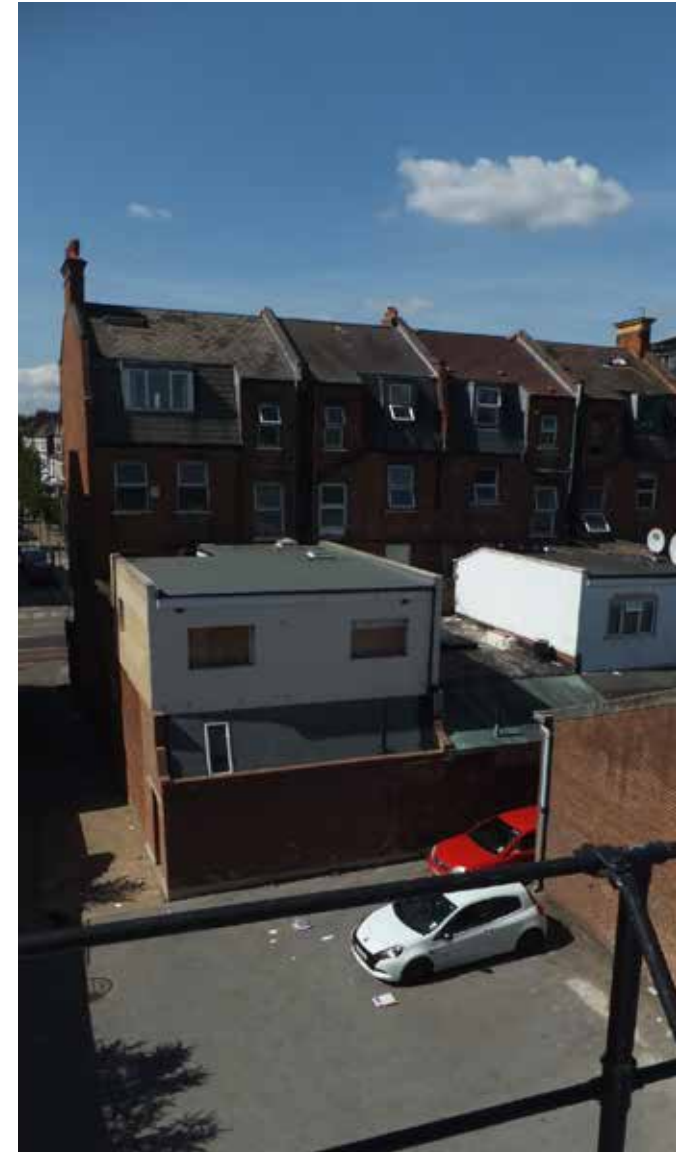
View North West along boundary



Site entrance and first floor commercial development at 252 Kilburn High Road



Commercial development at 252 Kilburn High Road



Rear of Kilburn High Road terrace



Vacant lot, with five storey development to left



View out, over park



1



2



3



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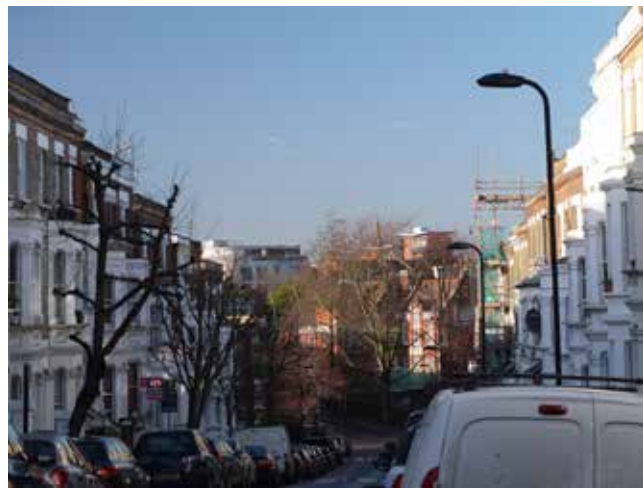
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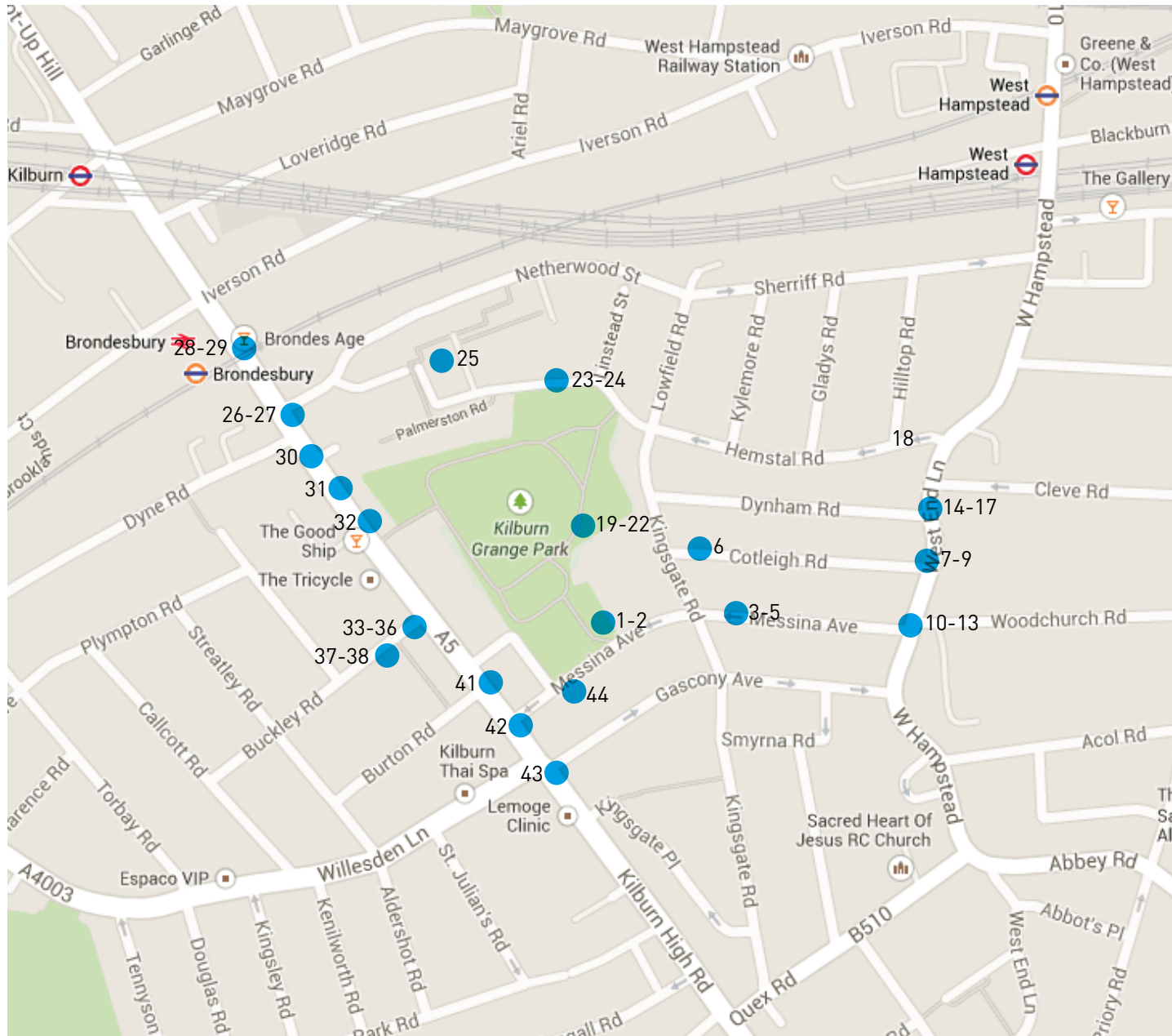
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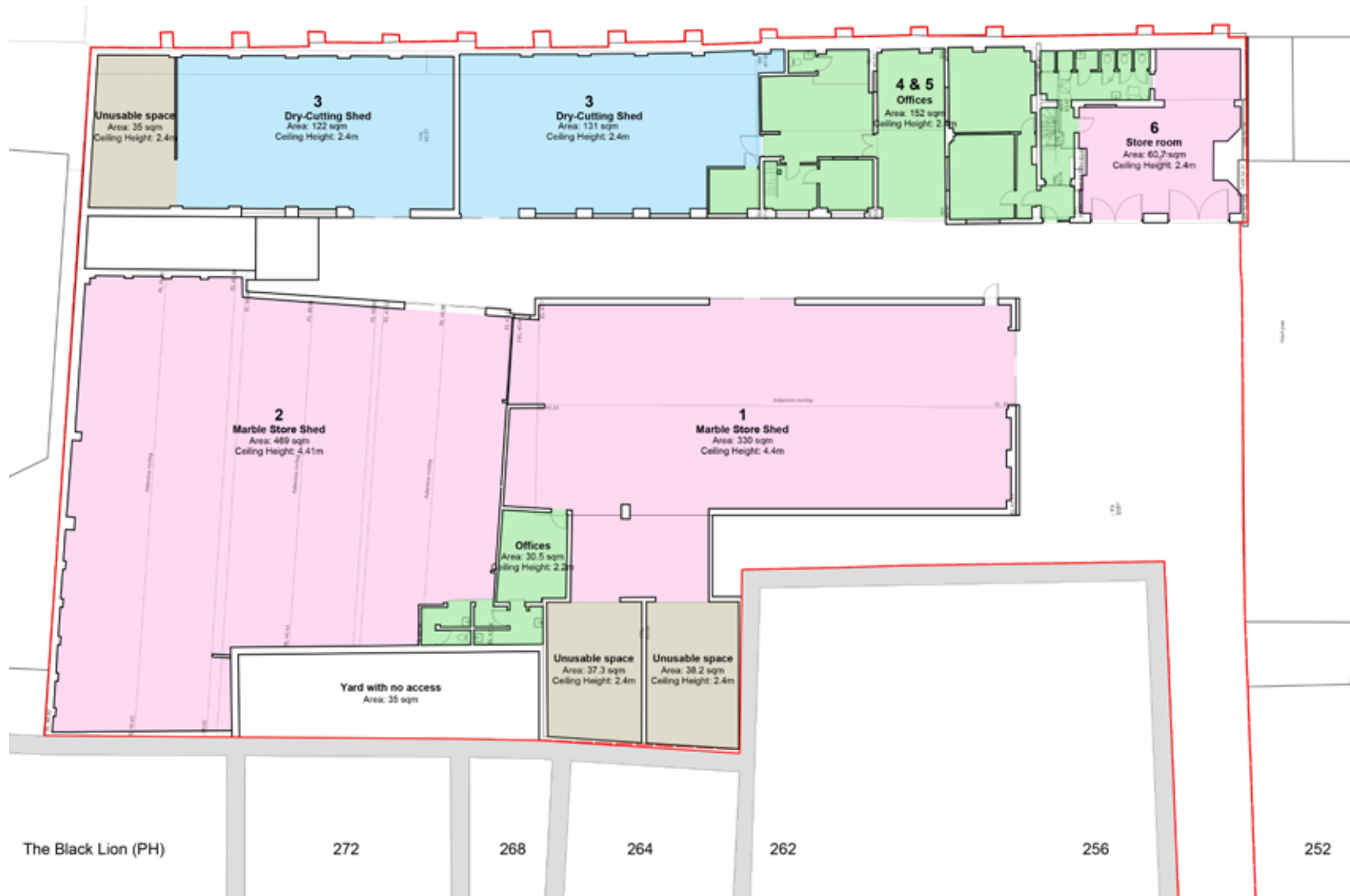
44



Local Area Plan

Legend





- 1-2: Views from east to west of tennis courts in Kilburn Grange Park.
- 3-5: Views from west of Messina Avenue.
- 6: Views from west of Cottleigh Road.
- 7-9: Views from east of Cottleigh Road.
- 10-13: Views from east of Messina Avenue.
- 14-17: Views from east of Dynham Road.
- 18: View along Hemstal Road.
- 19-22: Views facing south-west across Kilburn Grange Park towards proposed site.
- 23-24: Trees & rooftops from Hemstal Road.
- 25: View from Hemstal Road.
- 26-27: Kilburn High Road, facing south-east.
- 28-29: Kilburn High Road from Brondesbury Underground Station.
- 30-32: Views of buildings on Kilburn High Road.
- 33-36: Views from Buckley Road facing north-east onto Kilburn High Road.
- 37-38: Views from Buckley Road facing north-east onto Kilburn High Road.
- 39-40: Entrance to 48 Kilburn High Road (neighbouring plot).
- 41-43: Views of buildings on north-east side of Kilburn High Road.
- 44: View from junction of Messina Avenue and Grangeway, facing north-west.



Accommodation of Existing Buildings Ground Floor

The existing buildings consist of industrial, office and storage space at ground floor level. Ideally, our proposal will provide a commercial floor area to match, or at least come close to matching, the existing usable floor area of 1470 sqm. We approached the design of our ground floor with this in mind.

The existing usable ground floor areas are as follows:

	Office	183 sqm
	Light Industrial	253.4 sqm
	Storage	860 sqm
	Unusable space	111.5 sqm





Total Usable Ground Floor Area: 1296 sqm

EXISTING USE



Accommodation of Existing Buildings First Floor

At first floor level is a series of office spaces, with a combined floor area of 87 sqm.

	Office	87 sqm
	Light Industrial	0 sqm
	Storage	0 sqm
	Unusable space	0 sqm





Total Usable First Floor Area: 87 sqm

EXISTING USE



Accommodation of Existing Buildings Second Floor

As with the first floor, the existing second floor level contains a series of office spaces, also with a combined floor area of 87 sqm.

	Office	87 sqm
	Light Industrial	0 sqm
	Storage	0 sqm
	Unusable space	0 sqm

Total Usable Second Floor Area: 87 sqm

EXISTING USE

Land Use issues

Principle of Residential Development

The site adjoins Kilburn High Road Town Centre. Policy CS3b includes 'appropriate edge of centre locations' as 'Other highly accessible areas' where the Council will promote development of homes, jobs and facilities (Site has PTAL 6a according to TFL database).

CS Para 3.3 accepts that the boundaries of town centres are tightly drawn therefore it is possible that much future development will take place on edge of centre sites.

Policy CS6 states that the Council will make full use of Camden's capacity for housing and regards housing as the priority land use of Camden's LDF.

The justification to this policy states that the Council will expect larger development to include a mix of uses.

This will be dealt with in the Planning Statement as part of the general scheme narrative and planning case.

Loss of Existing B2/B8 Use

Policy CS8b states that the Council will safeguard existing employment sites and premises in the borough that meet the needs of modern industry and other employers.

DP13 states that the Council will retain land and buildings in business use unless: a) it can be demonstrated to the Council's satisfaction that a site or building is no longer suitable for business use/ and b) there is evidence that the possibility of retaining, reusing or redeveloping the site or building for similar or alternative business use has been fully explored

over an appropriate period of time (2 years).

Where it can be demonstrated that a site is not suitable for any business use other than B1(a) offices, the Council may allow a change to permanent residential use.

Dwelling Mix

DP5 seeks to ensure all residential development contributes to meeting the priorities set out in the 'Dwelling Size Priorities Table'

DP6 states that all housing should meet Lifetime Homes Standards. 10% of dwellings should either meet wheelchair standards or be easily adapted to meet them.

Affordable Housing

LBC policy states (DP3) that the Council will seek to negotiate the maximum reasonable amount of affordable housing on the basis of a target of 50% of the total addition to housing floorspace with a target tenure split of 60 social rented 40 intermediate.

This target is applied on a sliding scale from 10% for developments with capacity for 10 dwellings to 50% for developments with capacity for 50 dwellings. The Council do not use the sliding scale for mixed use developments.

Density and Sustainable Development Issues

London Plan density policy suggests a density range of 200/700 hr/ha for urban locations with a PTAL of 4-6.

Design Issues

General Design (Site layout, scale and massing)

Policy DP24 requires all developments to consider character, setting, context and the form and scale of neighbouring buildings, materials to be used, appropriate location for services equipment, provision of appropriate hard and soft landscaping and boundary treatments, provision of appropriate amenity space and accessibility.

Strategic Views, Townscape and Visual Impact (incl conservation / heritage impacts)

Policy CS15 states that the Council will protect Camden's open spaces. The justification for this policy (Para 15.6) states that the Council will only allow development on sites adjacent to an open space that respects the size, form and use of that space and does not cause harm to its wholeness, appearance or setting, or harm public enjoyment of the space. Visibility from Kilburn High Road will also need to be considered.

Space Standards

Scheme will need to comply with LP minimum unit sizes and detailed requirements in the London Housing Design Guide.

Sunlight and Daylight (internal and external)

Policy DP26 states that the Council will take into account the BRE Guide when assessing development proposals. CPG 2 para 4.23 states that as a minimum:

- Each dwelling should have at least one habitable room
- with a window facing within 30 degrees of south in order to make the most of solar gain through passive solar energy.
- Rooms on south facing walls should always have windows. Walls should be designed, sized and/or

- shaded in summer to prevent overheating;
- External shading should be provided for western facing facades to minimise overheating in summer.
- Windows on North facing walls should be sized to prevent heat loss but allow sufficient daylight;
- All habitable rooms must have an external window with an area of at least 1/10 of the floor area of the room;
- An area of 1/20 of the floor area of the room must be able to be opened to provide natural ventilation;

Overlooking and Privacy (internal and external)

CPG6 sets an 18m minimum distance between the windows of habitable rooms if different units that directly face each other.

Outlook

Proximity and size or cumulative effect of any structures should not have an overbearing or dominant effect on neighbouring properties.
Good outlooks should be provided for new dwellings

Noise and Vibration

Policy DP28 sets out the Council's standards regarding noise and vibration in respect of the location of residential development.

Waste and Recycling

Waste storage requirements set out in CPG1 – Design including:

External Lighting

Lighting should only illuminate the intended area and not affect or impact on its surroundings. Impact on biodiversity will need to be considered.

Amenity and Playspace

CS15 and DP31 require new development to contribute towards new open space at a ratio of 9 sqm per occupier for residential and 0.74 sqm per worker for non resi floorspace (outside area of open space deficiency). This can be in the form of on site provision or contribution towards local facilities including the following types of spaces:

- CPG2 states that all new dwellings should have some of private outdoor amenity space e.g. balconies, roof terraces, communal gardens.
- Access to amenity space should be level and from the main living space.
- Balconies should have a depth of not less than 1.5m and should have level access from the home. Should preferably be located next to a dining or living space and should receive direct sunlight.
- GLA Shaping Neighbourhoods: Play and Informal Recreation SPG (Sep 2012) requirements:

Accessibility

100% Lifetime Homes
10% wheelchair housing standards (or easily adapted)

Secure by Design

Policy CS17 requires developments to demonstrate that they have incorporated design principles to contribute to community safety and security, particularly in areas with relatively high levels of crime such as Kilburn.

The justification to this policy seeks the submission of a crime impact assessment and lighting plan with planning applications where relevant.

It also seeks the maintenance of some interior lighting overnight, where appropriate, particularly in areas with high levels of crime (such as Kilburn).

Car parking, cycle parking and servicing

London Plan standards for cycle parking:

- 1 space per 1 or 2 bedroom dwelling plus 1 visitor space per 40 dwellings
- 2 spaces per 3 + bedroom dwelling plus 1 visitor space per 40 dwellings

Policy DP18 states that the Council will expect development to be car free in Kilburn High Road town centre and other areas that are easily accessible by public transport (site likely to fall under this definition). On site parking would therefore be limited to spaces designated for disabled people and any operational or servicing needs.

The Council's development management policies document (para 3.31) states that where developments include market housing in conjunction with social rented/ intermediate housing, the Council will seek a proportion of any off street parking for households occupying each housing type (Council will have regard to financial viability and needs of any disabled people likely to occupy the housing).

Construction Management Plan

CPG6 states that construction management plans will be required for developments that are on constrained sites or are near to vulnerable buildings and structures.

Sustainability And Energy

Energy Strategy

Policy Standards (Code 4 minimum; 40% CO2 reduction target (carbon off setting; 20% on site renewables target). Non domestic floorspace of 500sqm to achieve 'Very Good in BREEAM assessments.

Sustainability

Council will require development to incorporate appropriate climate change measures such as:

- Summer shading/ planting;
- Limiting run off;
- Reducing water consumption;
- Reducing air pollution;

CPG3 states that all developments should aim for at least 10% of the total value of materials used to be derived from recycled and reused sources. CPG3 states that the Council will expect all developments to incorporate brown roofs, green roofs and green walls unless it is demonstrated that it is not possible or appropriate. Council will expect details and management plan.

Contaminated Land

If contamination is known or expected, CPG6 requires the necessary information to be provided as part of the application for the Council to determine:

- The existence or otherwise of any contamination;
- The nature of the contamination and the risks it may pose;
- Whether this can be satisfactorily reduced to an acceptable level.

Flood Risk, Surface Water and SUDS

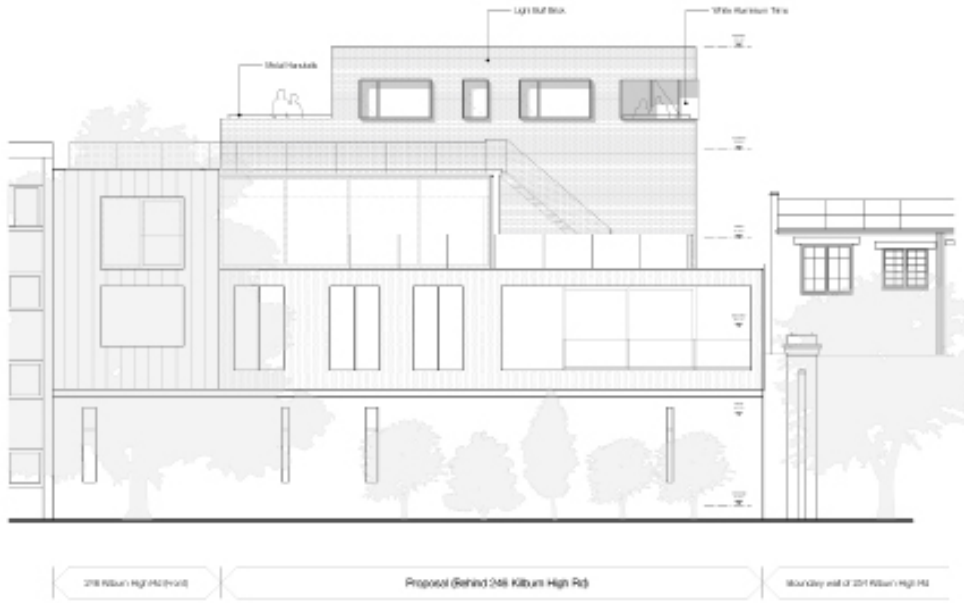
Need to develop wider strategy for water consumption with specific regard to surface water, SUDS and attenuation. CPG3 states that the Council will expect plans and application documents to describe how water will be managed within the development, including an explanation of the proposed SUDS, the reasons why certain SUDS have been ruled out and detailed information on materials and landscaping. CPG3 states that developments over 10 units should include grey water recycling unless the applicant demonstrates to the Council's satisfaction that this is not feasible.

Procedural Issues

Application Deliverables

- Design and Access Statement (incl. Townscape / assessment of key views/landscaping)
- Transport Statement
- Site Waste Management Plan/
- Construction Management Plan
- Sustainability and Energy Assessment Inc. CfSH or BREEAM (if commercial over 500sqm)
- Daylight and Sunlight
- Noise Assessment
- Affordable Housing and Viability Report
- Planning Statement
- Arborocultural Survey

PLANNING POLICY ANALYSIS



Kilburn Grange Park Elevation



Kilburn High Road Elevation



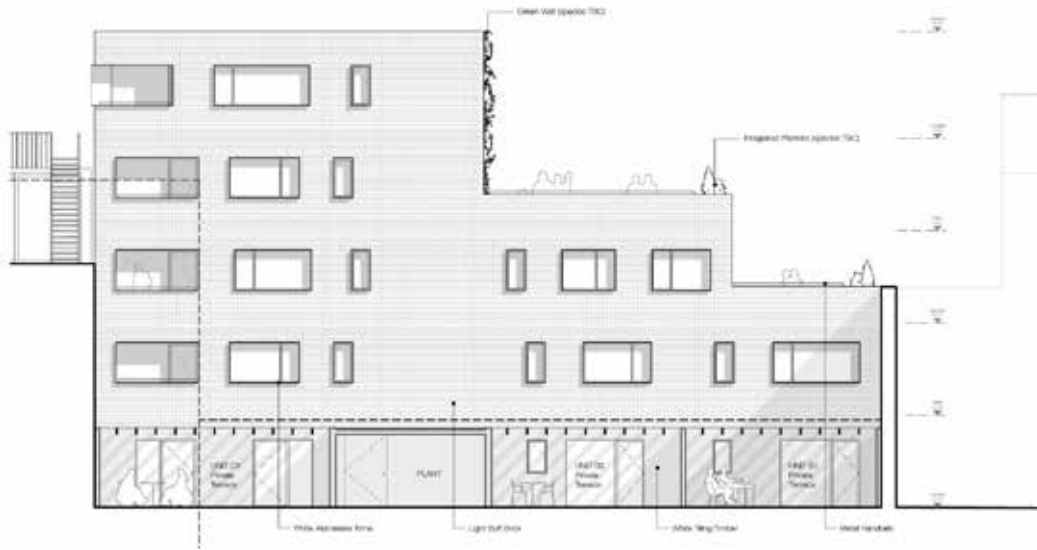
Ground Floor Plan



First Floor Plan



Second Floor Plan



North-West Elevation



Third Floor Plan



Fourth Floor Plan

Relevant Planning History

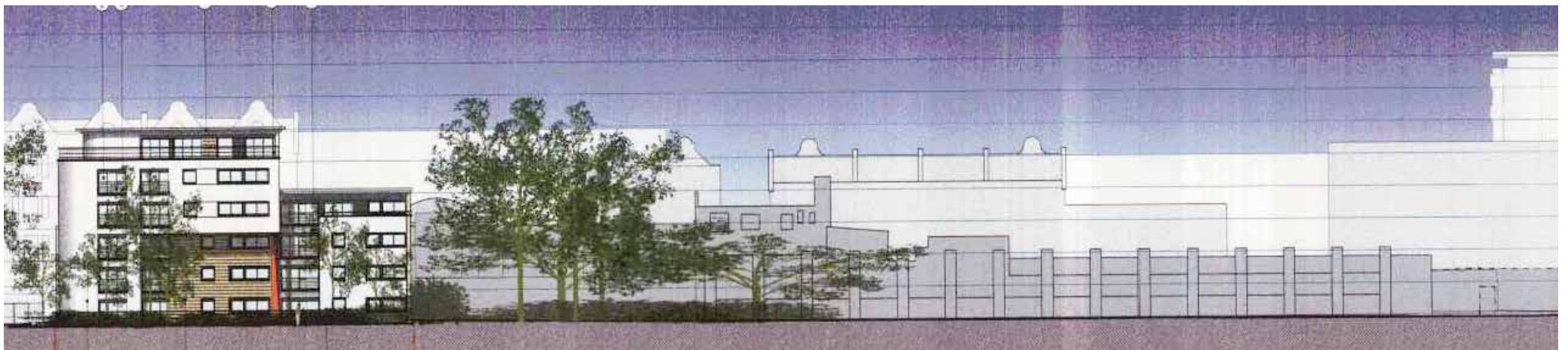
Application Number: 2013/7487/P

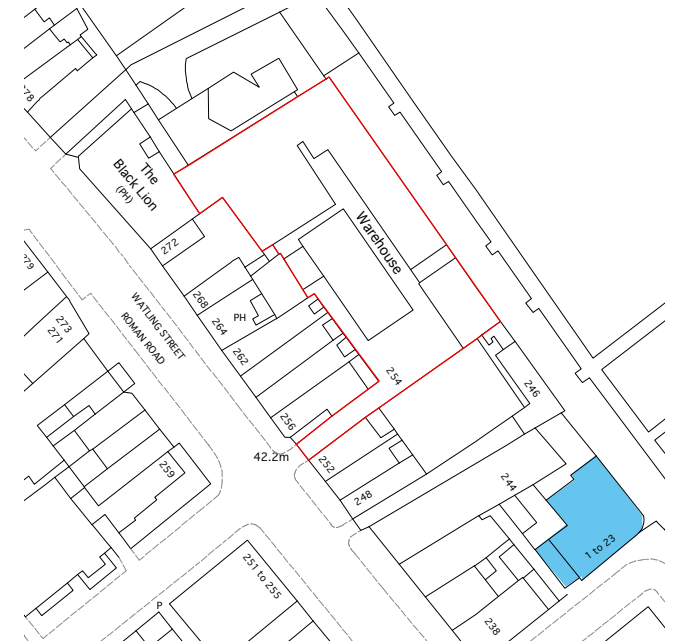
Site Address: 248 Kilburn High Road London NW6 2BS

WITHDRAWN

Proposal: Erection of 2 adjacent residential blocks with a total of 14 Lifetime Homes spread across 4 floors. The design contains various roof terraces and balconies, creating a stepped form. The smaller of the 2 blocks faces onto Kilburn High Road with the larger block located to the rear of the site, overlooking Kilburn Grange Park.

RELEVANT PLANNING CONTEXT





Relevant Planning History

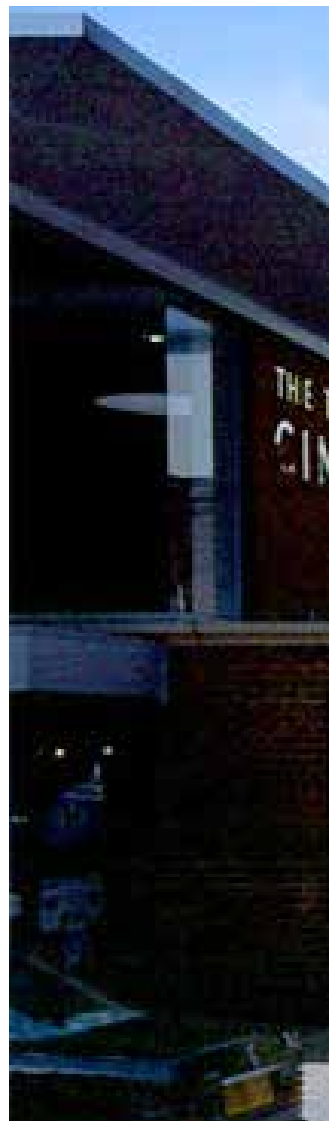
Application Number: 2004/0381/P

Site Address: 1-2 GRANGEWAY LONDON NW6 2BT

BUILT

Proposal: Demolition of two-storey office building and redevelopment of the site by the erection of a six-storey building to accommodate 23 affordable homes.

RELEVANT PLANNING CONTEXT





Relevant Planning History

Application Number: 98/1243

Location: 275-281 Kilburn High Road, Kilburn, NW6 7JR

Proposal: Erection of part 4-storey, part 5-storey and part 7-storey building to provide 22 flats and medical centre with ancillary car-parking and parking for users of the adjacent cinema, as revised by drawings received on 22/9/98 and 24/9/98

RELEVANT PLANNING CONTEXT





The Black Lion Public house

As part of the proposals, we have given careful consideration to the context of the Black Lion Public House - a listed building on a corner plot on Kilburn High Road.

[Extract from English Heritage Listing Below]

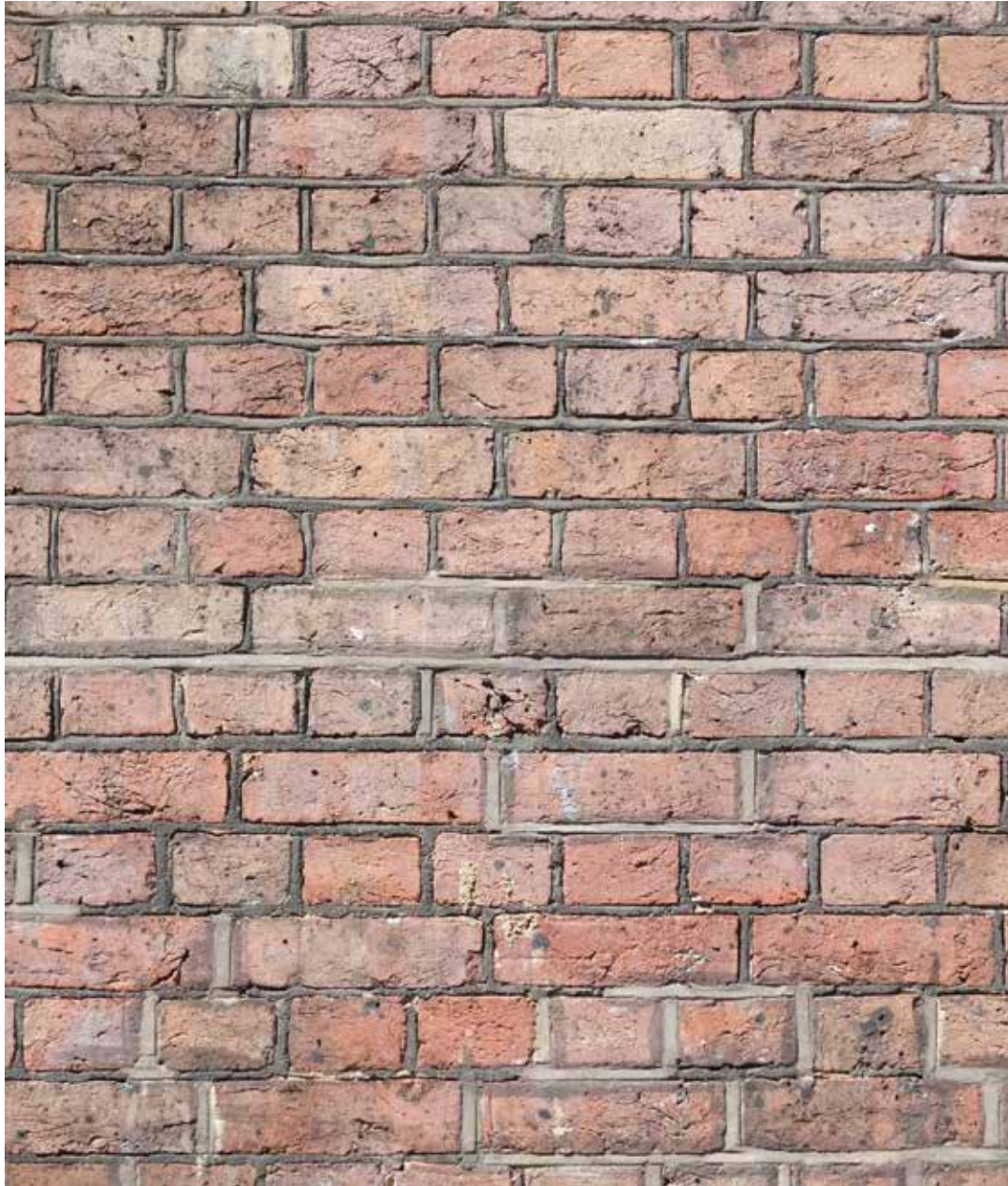
Exterior

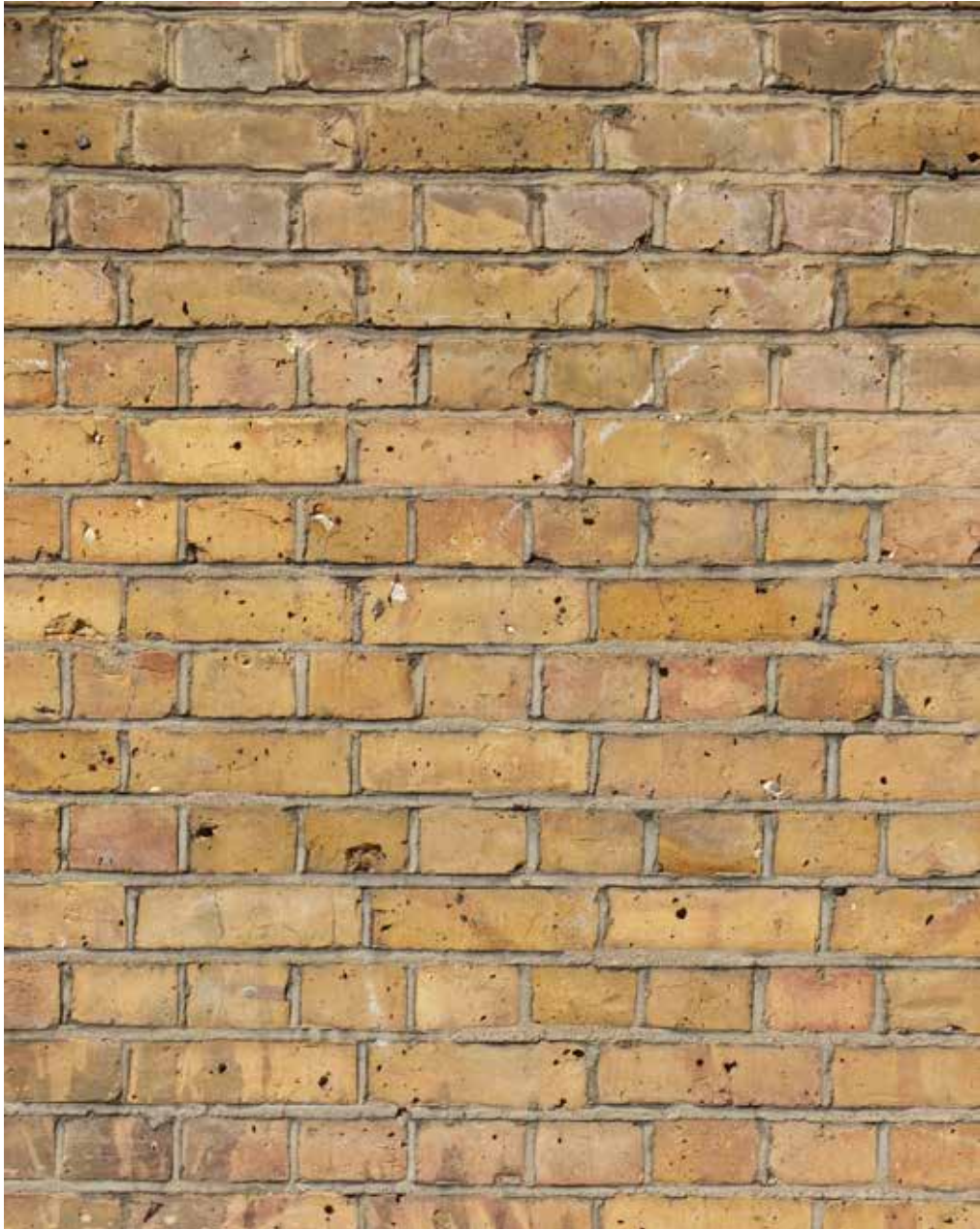
Arcaded ground floor with pilasters and panelled, part-glazed double doors to main road and at angle. Etched glass to windows and doors. Upper floors with brick pilasters rising to support an entablature with projecting cornice surmounted by an arcaded balustrade with cartouches and finials to the dies. Irregular transom and mullion fenestration with a bowed bay and canted bay to 1st floor; most with scrolled pediments. Left return with 2-light casements having glazing bars to upper light; 1st floor with scrolled pediments. Bowed windows to 1st and 2nd floor angle terminating in a lantern with ogee cupola and weathervane finial. Extension with wide 4-centred arch window and arcaded balustrade with modified scroll pediment having lion mask and plaque inscribed "The Black Lion rebuilt 1898".

Interior

Original U-shaped bar serving 2 rooms divided by glass and wood screen; mirrored fixtures and fittings and fireplaces with mirrored overmantels. Two main bars with deep, gilded Adam style plaster frieze, plasterwork ceiling with medallions and several gilded bas relief plaques on the walls by Callcott. Extension room lit by 3 lanterns each with deep Adam style frieze at base and similar wall frieze to bars.

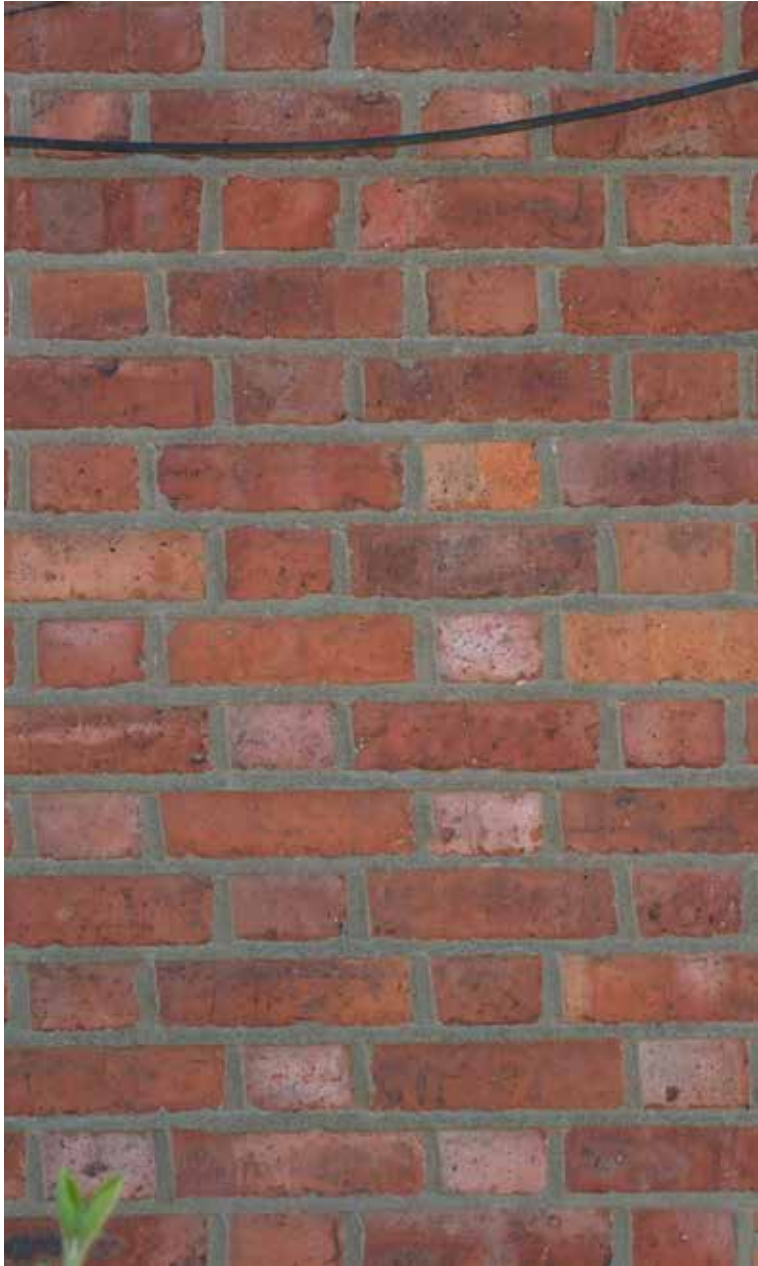
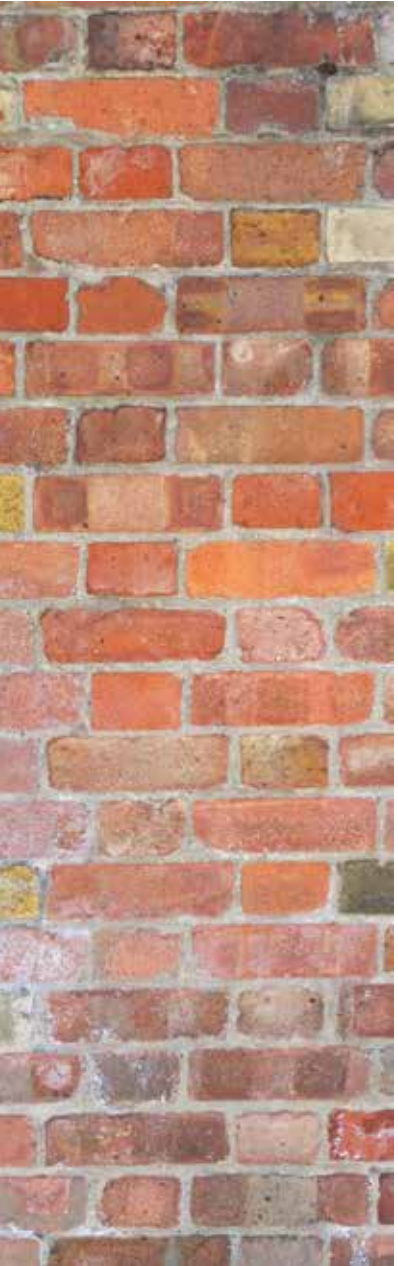
HERITAGE





LOCAL MATERIALS








LOCAL MATERIALS





-  Proposed Site
-  4 - 5 Storeys
-  6 Storeys
-  6+ Storeys
- A** Victorian buildings
- B** 1960's to 80's Buildings
- C** 90's to 2010 buildings
- D** Approved but not built

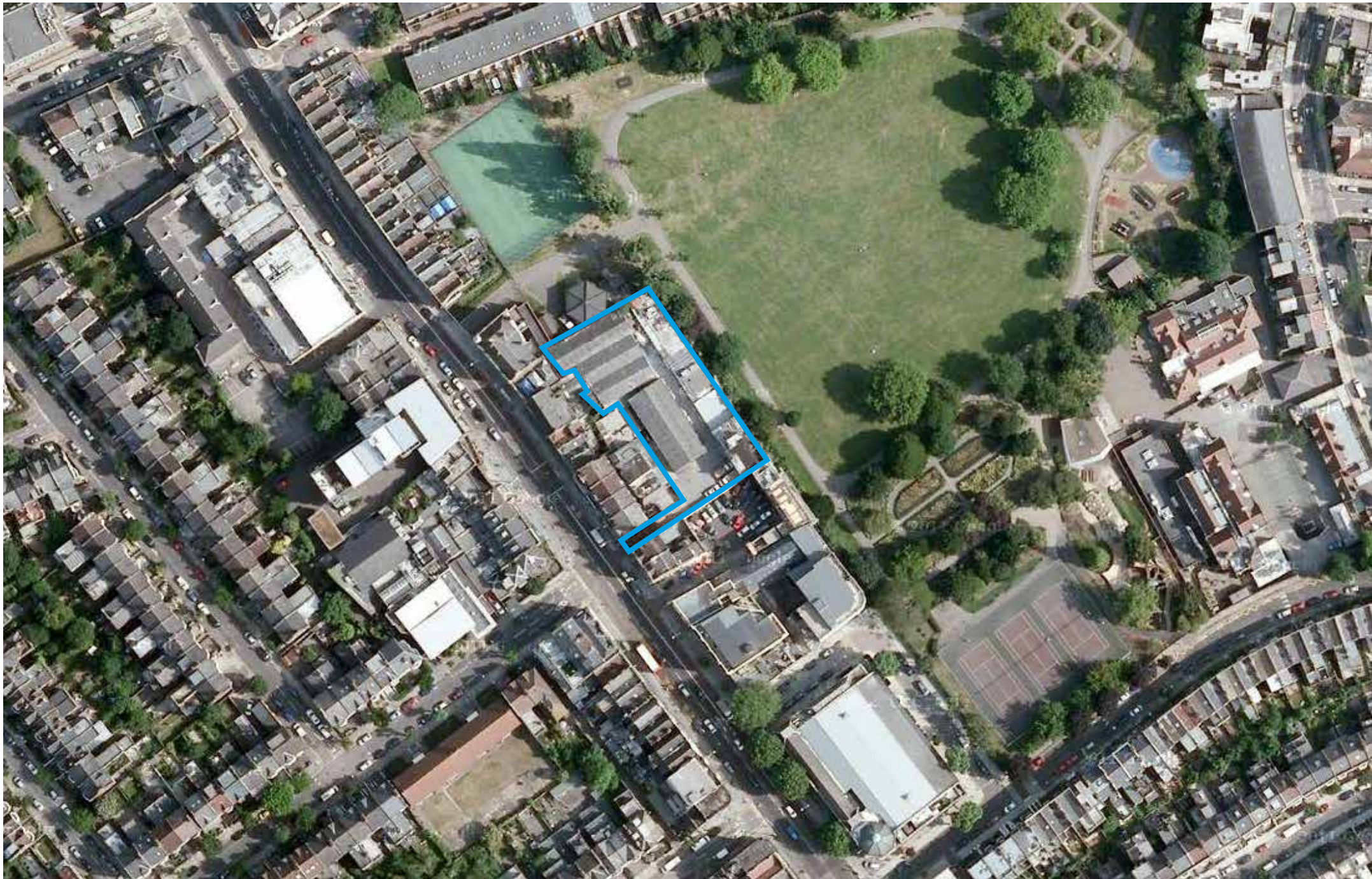
Building Height Analysis

The diagram opposite shows localised building heights and their construction period.

The area has many buildings of four to five storeys from the Victorian period, with more recent developments rising above 6 storeys. Whilst there are some buildings of two or less storeys, the majority, even off the high street are three storeys plus a 45 degree pitched roof.

The Victorian buildings generally form the streetscape however, and the later buildings are further away from the high street.

BUILDING HEIGHTS





Amenity

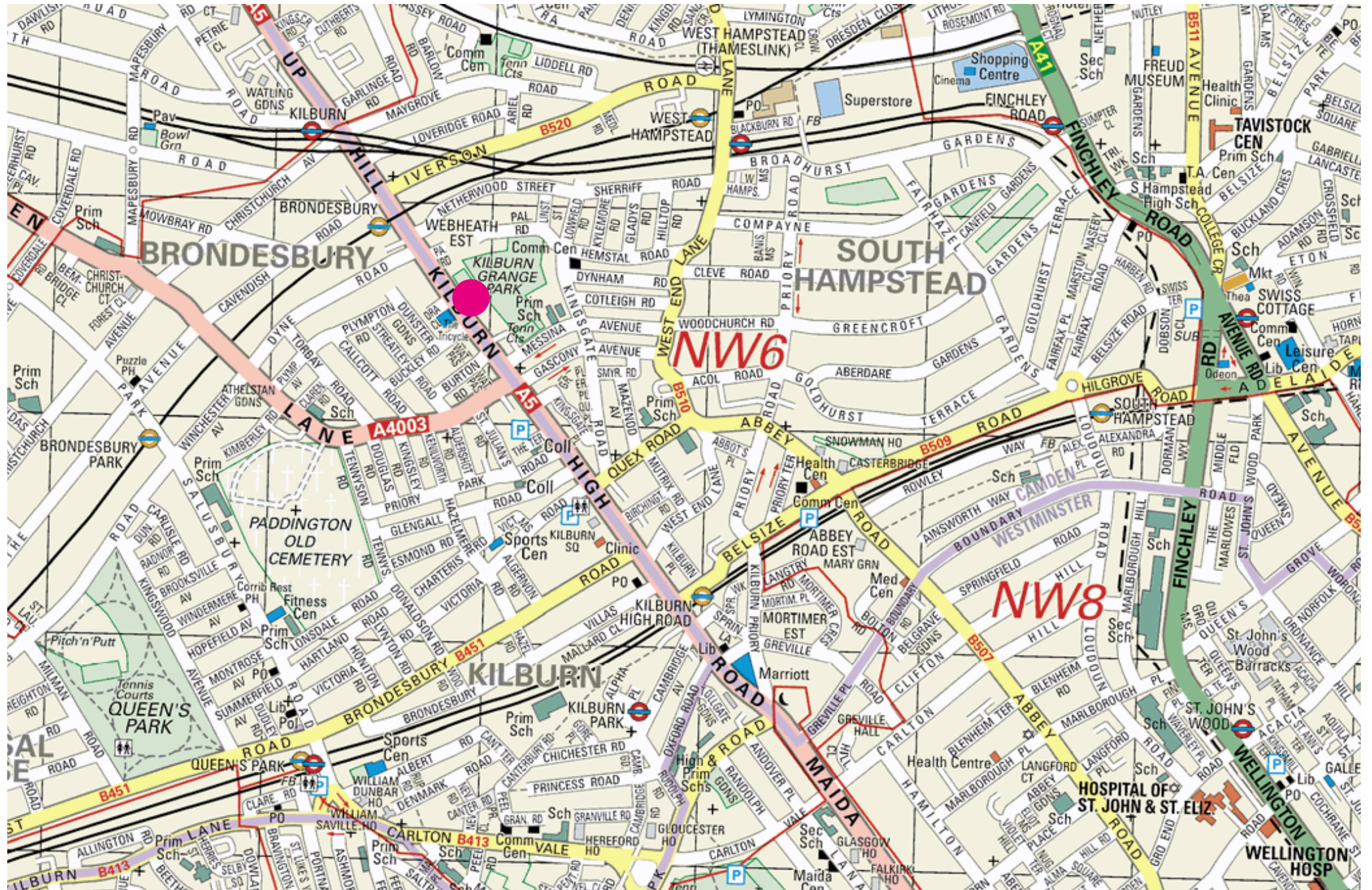
The site's location, immediately adjacent to Kilburn Grange Park, provides excellent amenity space for residents.

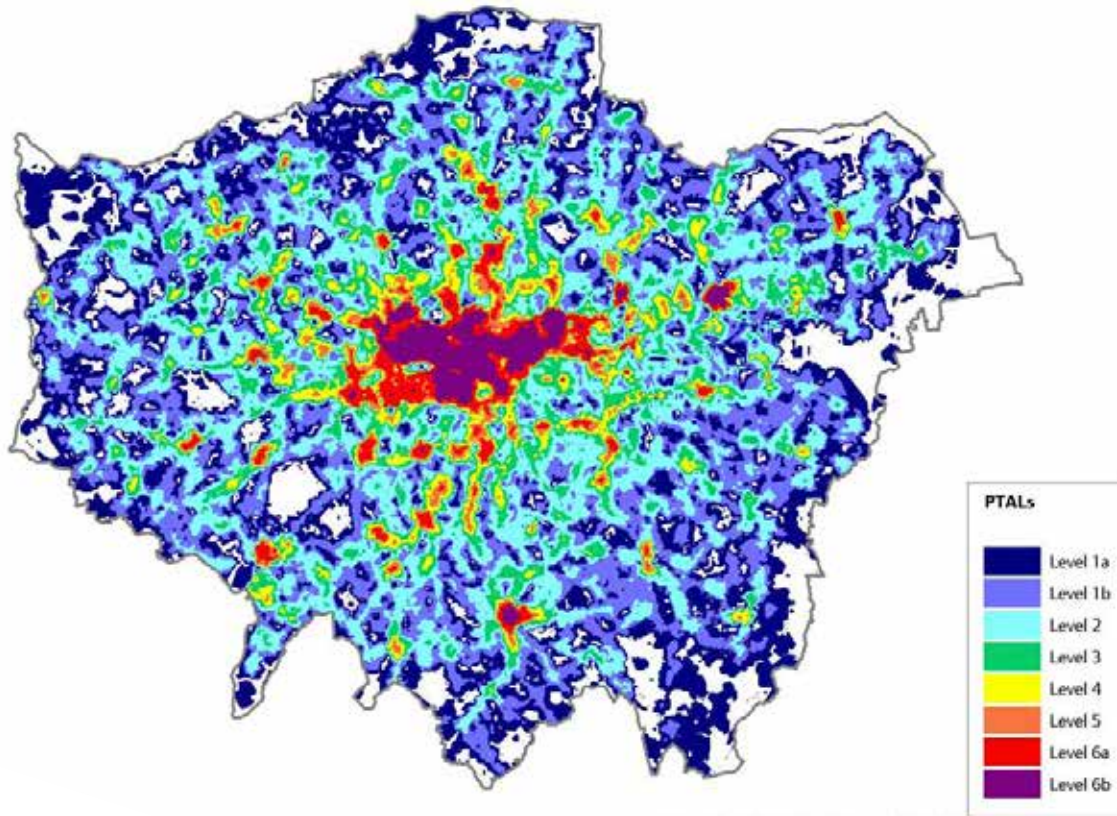
Kilburn Grange Park is a 3.2 hectares (7.9 acres) open space in Kilburn, north-west London adjacent to Kilburn High Road. It is administered by the London Borough of Camden and includes a children's playground, Ball games area, outdoor gym equipment and three tennis courts.

The playground includes climbing structure and treehouse, slide, rope swing, sand pit.

The dedicated ball games area is marked out for both basketball and football.

LOCAL AMENITY





Transport

The site has a PTAL rating of 6a.

It is in the middle of Kilburn Park and Kilburn Underground stations, giving access to the Bakerloo and Jubilee lines respectively. It is also 2 minutes walk from Brondesbury Overground Station.

The site also borders Kilburn High Road, which is a major bus Route, giving access to:

Buckley Road

Routes:16,189,316,32,332,632,N16,

Kingsgate Place

Routes:16,189,316,32,332,632,98,N16,N98,

As part of a full application, a transport assessment will be completed, with a route plan for residents.

However, a short desktop study shows a journey time of 32 minutes to Oxford Circus. This involves a 3 minute walk to Kilburn Park Bakerloo line station, and a 13 minute train journey.

The site is also situated 7 minutes walk from Kilburn Jubilee Line station which gives a 23 minute journey time to Bond Street.

TRANSPORT



Public WC / changing rooms

7 Storey building at 275 Kilburn High Road

4 Storey Victorian terrace

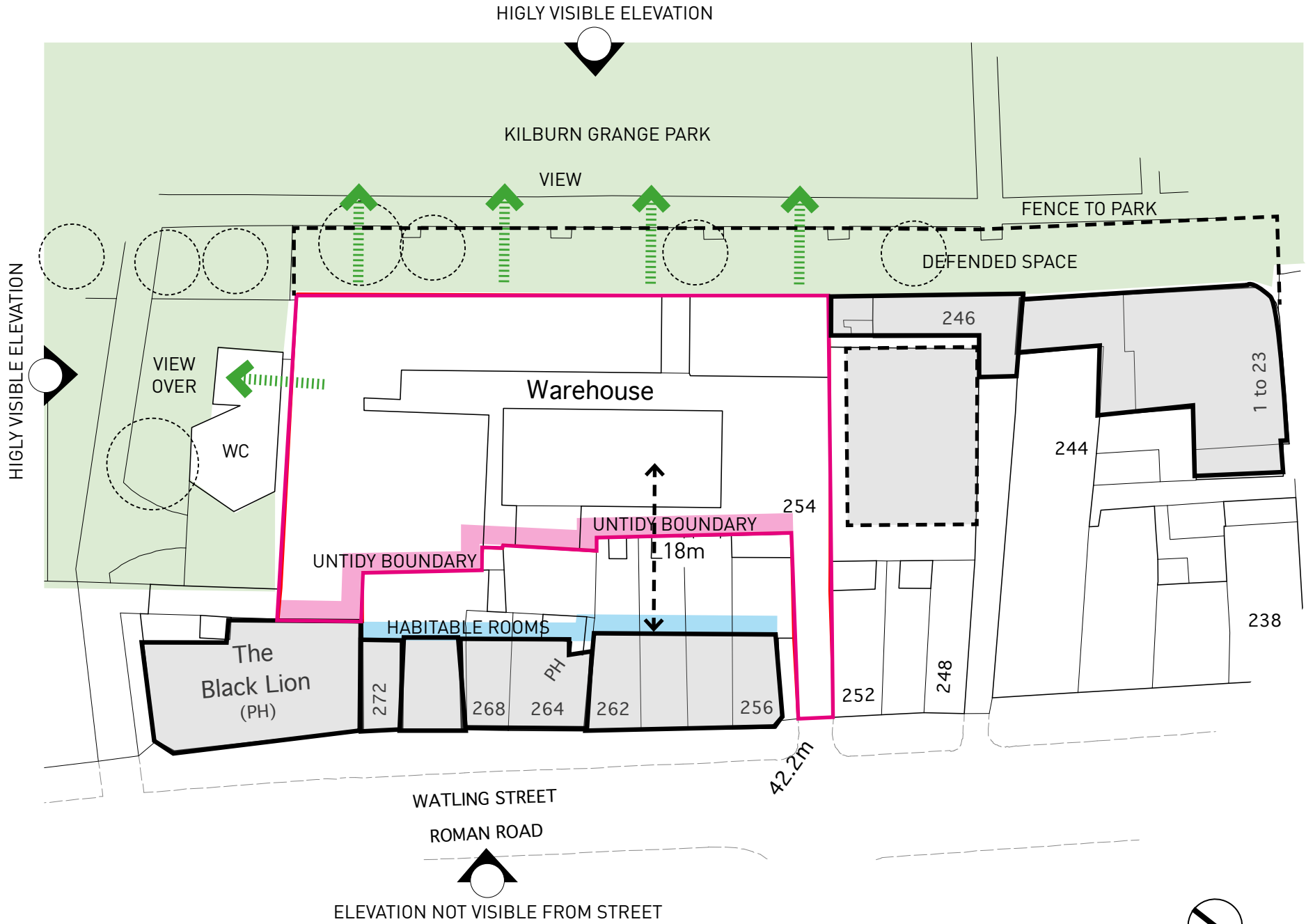
6 Storey building at 2-23 Grangeway

Site Plan / Context

The site plan opposite shows the following influences on the site:

- Any future building's proximity to habitable rooms on the rear elevation of Kilburn High Road must be greater than 18m.
- A rectilinear block will give both North-East, and South West outlook, which justifies single aspect apartments.
- The optimum outlook would be to the park.
- The poorer outlook would be onto the rear of Kilburn High Road
- The site entrance is accessed via Kilburn High Road
- The site is not easily viewable from Kilburn High Road as these buildings are four storeys tall.
- The site has a significant influence on the park.

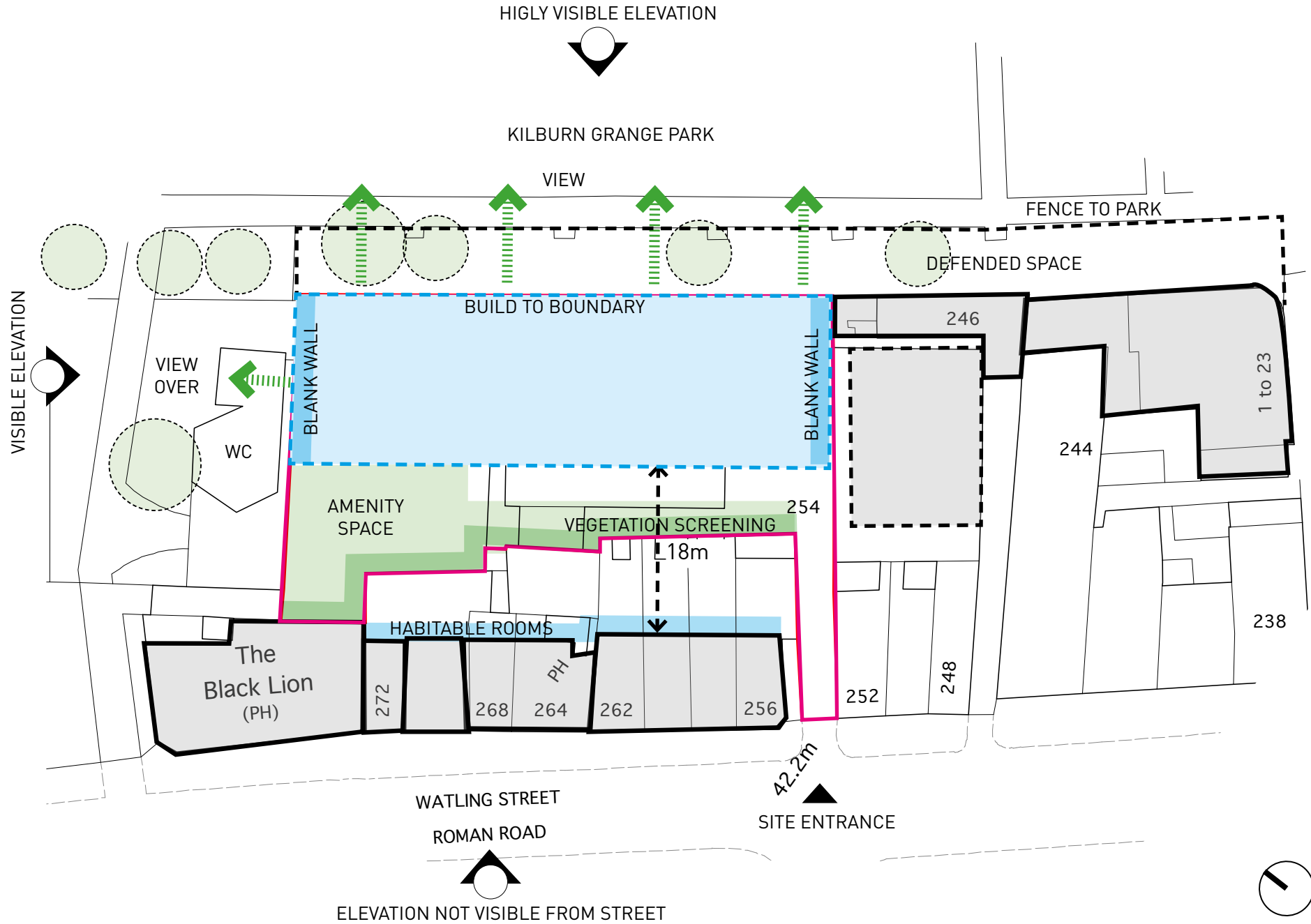
SITE PLAN / CONTEXT

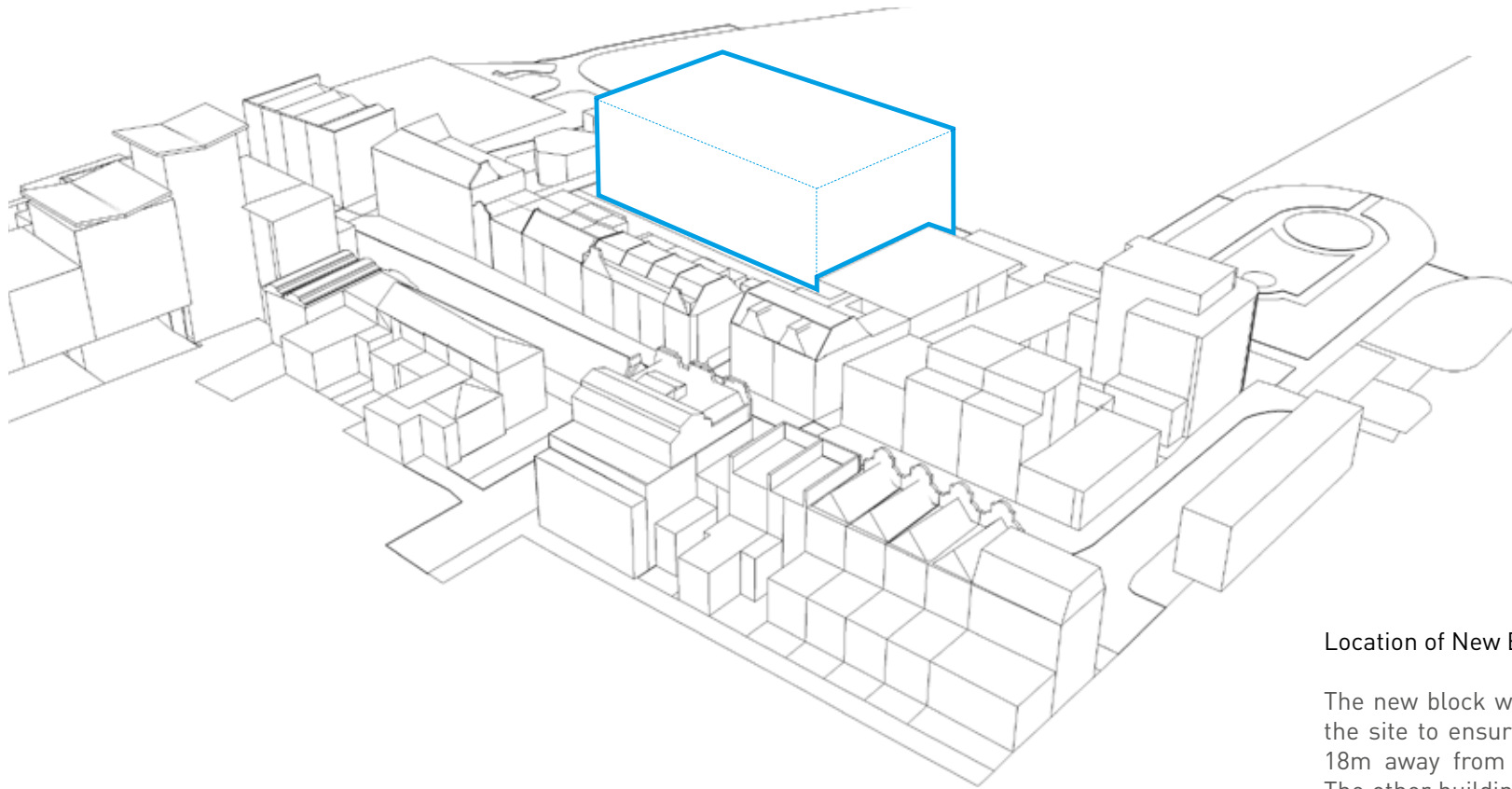


Detailed local Context

The site plan opposite shows the following influences on the site.

- Habitable rooms facing the site
- Untidy rear boundary with the Victorian terrace
- Approved residential development on adjacent vacant plot
- Park has a fenced off area which defends the edge of our site
- Victorian terrace forms a visual obstruction of any development to its rear
- WC and trees screen North East edge of site
- Grangeway and 246 Kilburn High Road set standard for scale and massing along park elevation
- Trees along park edge provide visual break to any elevation and soften massing.
- site entrance is narrow, but can accommodate fire and refuse vehicles





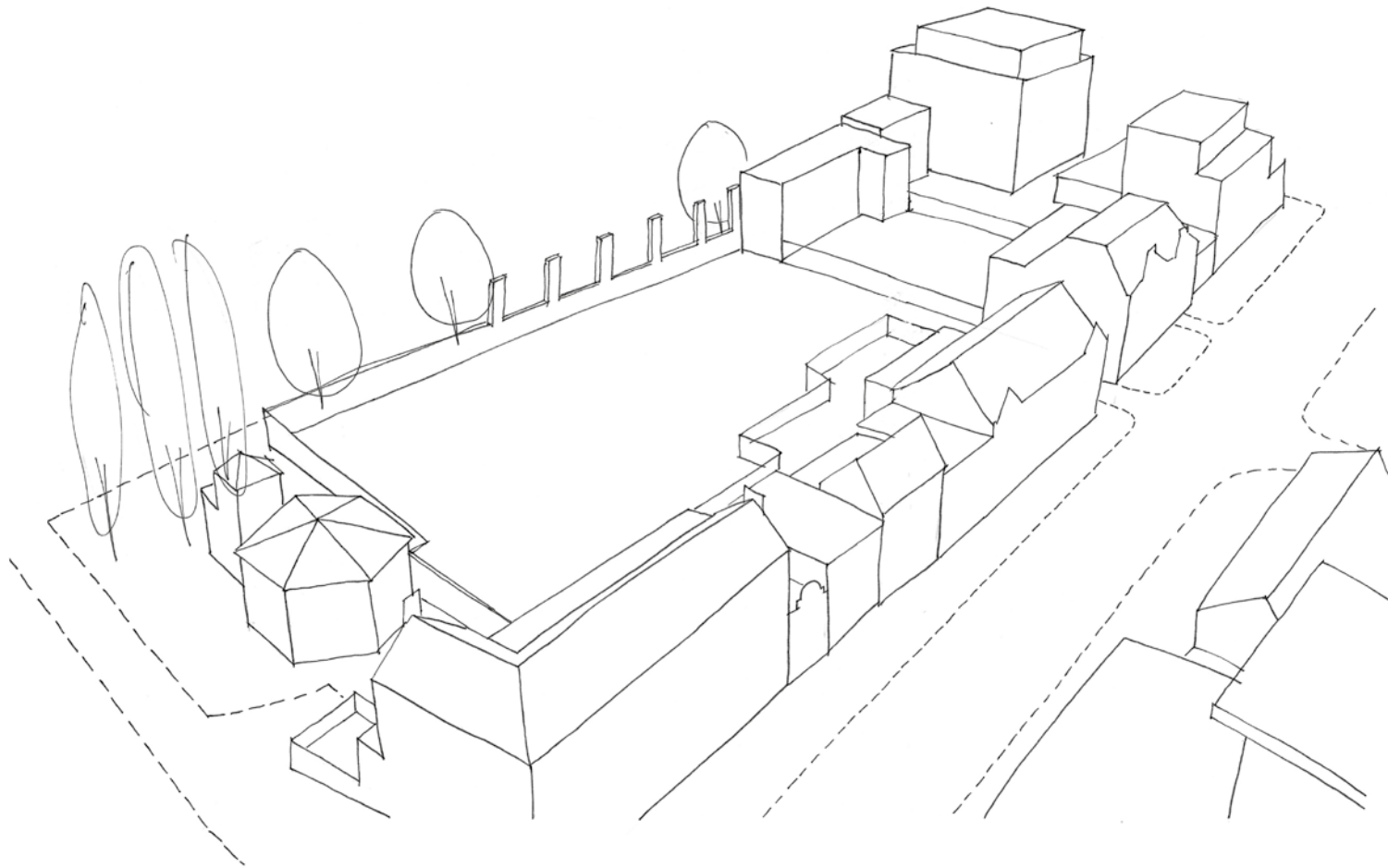
Location of New Block

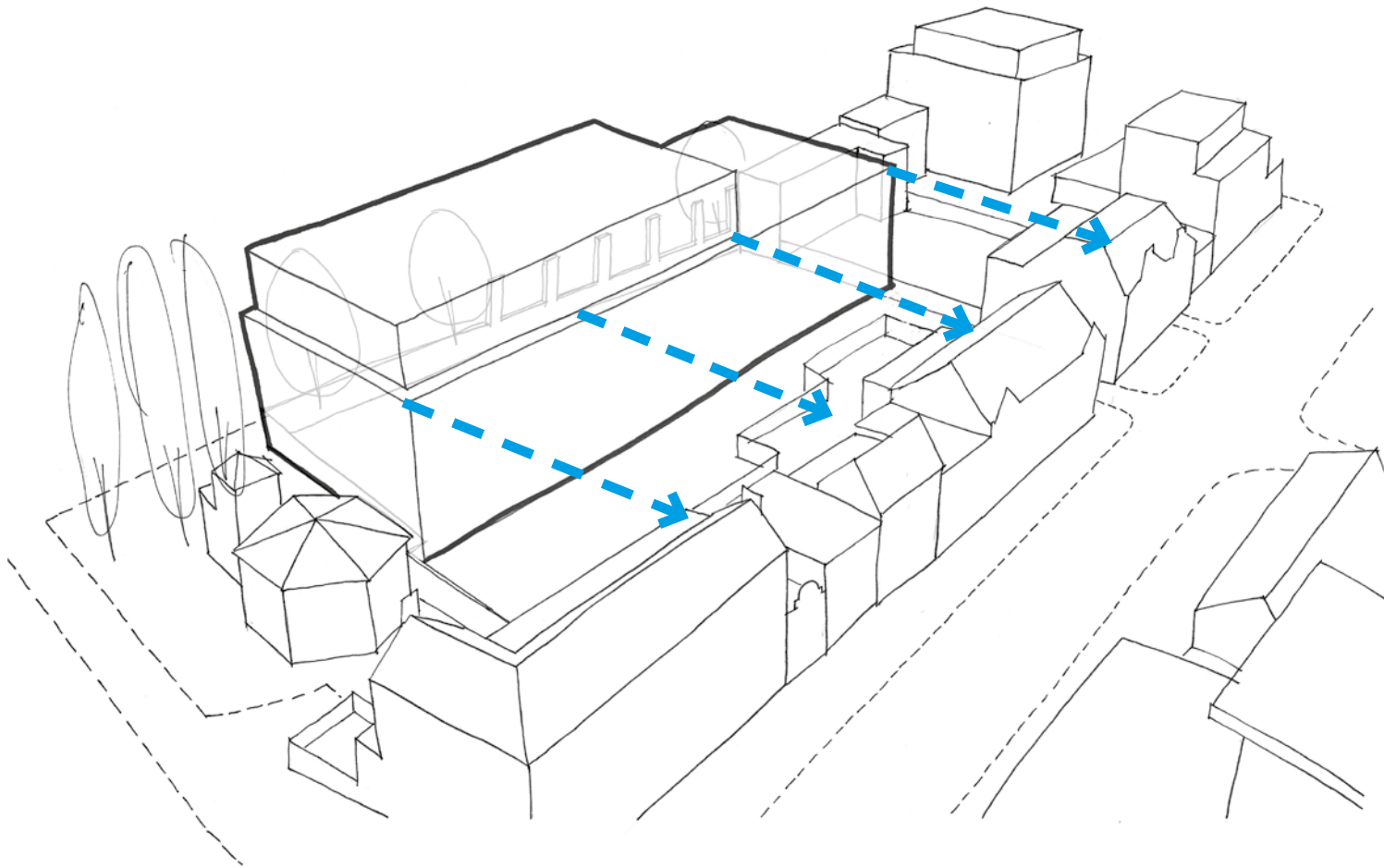
The new block would be pushed as far to the back of the site to ensure any facing windows are more than 18m away from the rear of the buildings opposite. The other buildings along the park frontage follow the same principle, and have also demolished the original park wall which still stands on our site

The area in between would become an overlooked communal garden with planting screening the existing boundary wall to soften the edges of the untidy walls and provide some visual screening.

Outlook to the North East would be over the park and to the South West over the garden.

Although higher than the terrace on Kilburn High Road, the impact would be negligible as it is screened from the street.





Overlooking

Pushing our Block to the building boundary enables us to set it 18m away from the rear of the properties which front onto Kilburn Lane. These have habitable rooms on the rear facade, so we need to set our block far enough away so as not to encroach upon them.

