

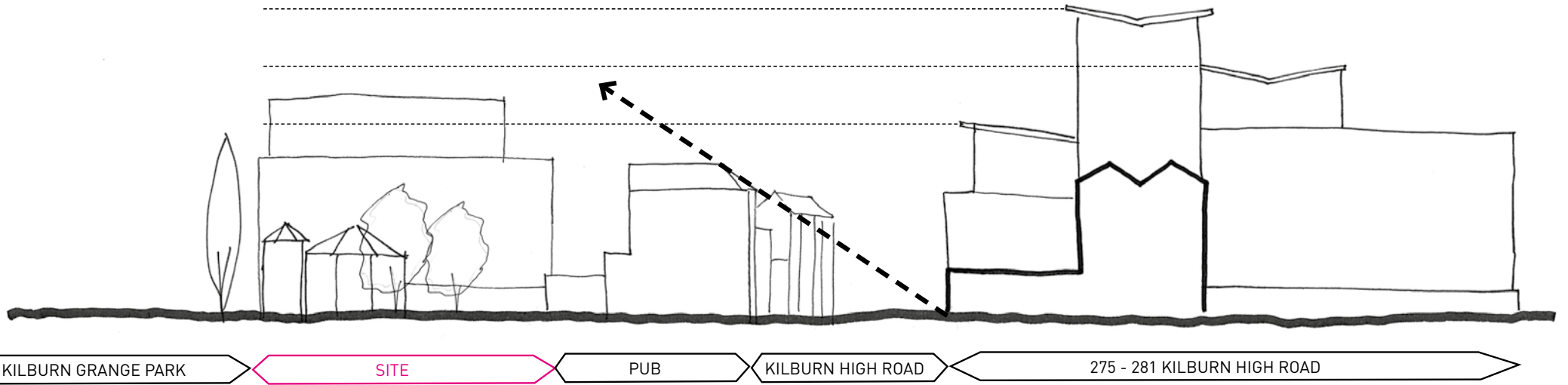
Kilburn Grange Park

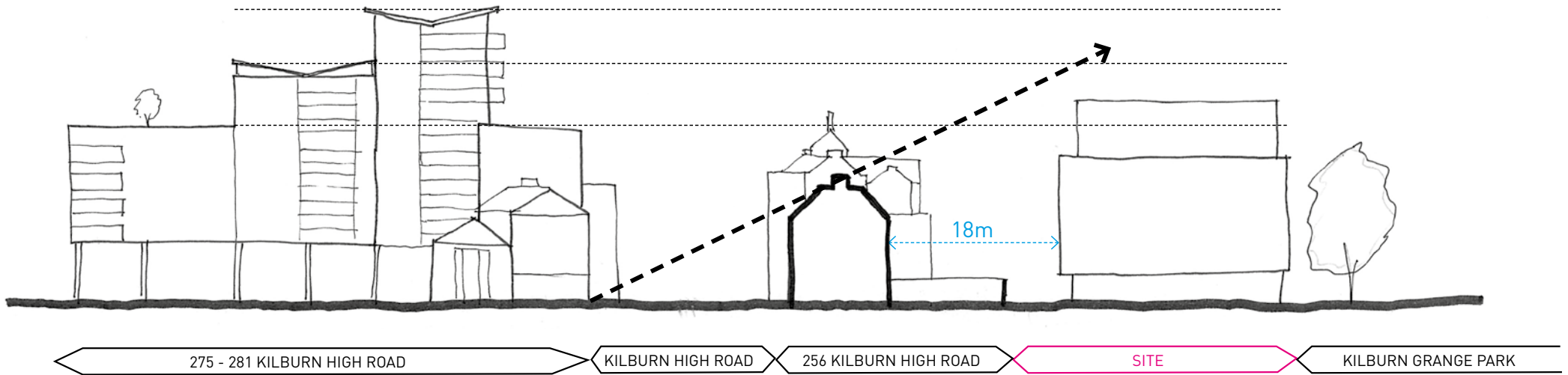
Building heights on park elevation

The precedent set by the residential block at the opposite end of the park supports a six storey building to complete the bookend.

The massing of the proposal decreases in the middle so as not to dominate the vista from Kilburn Grange Park and so that we join the neighbouring buildings at a similar height.

Emphasising verticality where possible will further break down the bulk of the building.





Visibility from the street

The new block would be set back 18m from the rear windows of the properties on Kilburn High Road. This ensures the block is not visible across the street.

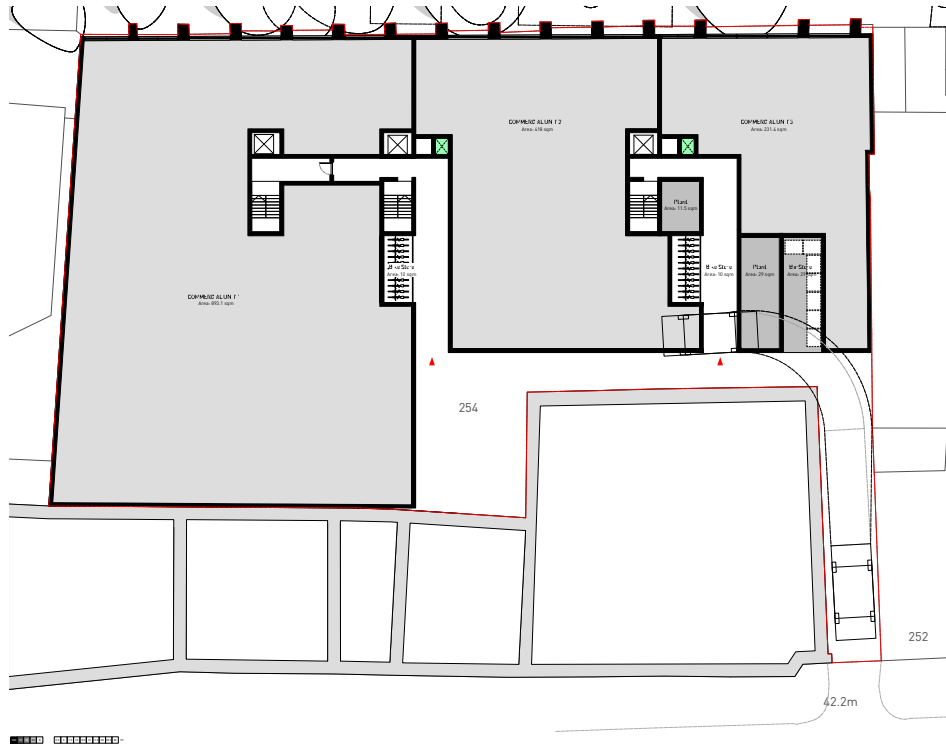
Views along Kilburn High Road would also be obscured by the three and four storey terraced Victorian buildings.

The only views of the building are across the park.



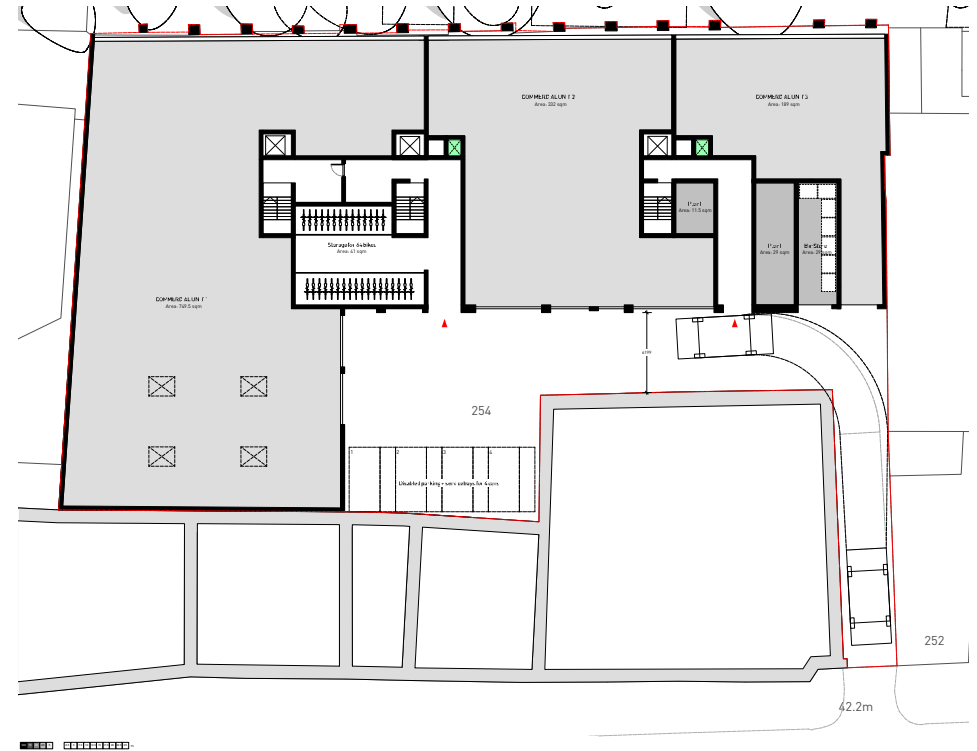
First Pre application Advice

- Loss of existing industrial use would be contrary to Policy DP13 and is of great concern as these types of uses are important to both residents and businesses in the borough.
- Proposed redevelopment would need to provide an equivalent size and quality of general industrial space to replace that currently on the site.
- Any reduction of parking on site would be welcomed under planning policy.
- The proposed industrial space should include as many of the category 1 features as possible and the entire category 2 features as listed.
 - Good access for servicing and delivery
 - Slightly more restricted hours of operation than Category 1 sites
 - Roller shutter doors
 - Clear, high floor to ceiling heights (3-5m)
 - Lots of natural light
 - Level access – normally ground floor
 - Flexible neighbouring uses
 - Limited number of upper floors with goods lift access; and
 - Some off street parking
- Concerns that the existing vehicular access this would not be a reason to extinguish the industrial use.
- The proposed residential use is welcomed on the site, however as mentioned above the retention of the industrial use is a key policy requirement of the site. Therefore the proposed residential use would need to be well designed so the residential use would not prejudice the use of the site as an industrial site
- The proposed residential units need to be designed so that ideally they are all dual aspect. If any units are to be single aspect they should not be family housing and they should be south facing with a good aspect. The amount of single aspect should be as low as possible.
- The proposed residential units would need to have adequate daylight and sunlight in line with the BRE guidelines. It would be particularly important to ensure adequate daylight and sunlight to the lower levels of the residential block as these are likely to be the most constrained.
- The proposed scheme should seek to achieve 50% affordable housing as the proposal would provide over 50 residential units. If for any reason this level cannot be achieved a viability appraisal would be required to demonstrate via an open book appraisal that a lower level than 50% affordable housing is appropriate for this site.
- Private amenity space in the form of balconies and terraces should be provided for each flat. The communal amenity space should be meaningfully provided; therefore it should be well designed to be connected to the lives of the residents so that they own the space and will use it.
- The Council would advise that windows on the gable elevation facing the park should be only designed in to the upper levels of the building, this is for community safety issues and to ensure that and alterations to the toilet block adjacent to the site could be facilitated.
- A detailed analysis should be undertaken which demonstrates by the use of CGIs the visibility of the proposed building in key views along Kilburn High Road and in the wider area.
- The proposed building would have the most impact on views from Kilburn Grange
- The Council's urban design officer is concerned that the proposal appears monolithic in relation to the finer grain of the surroundings and would harm the views from the park. The proposal would result in a substantial change to the buildings which form the boundary to the park. The bulk of the proposal should be reconsidered and designed to break up the views from the elevation facing the park. The design is currently shown as a simple and repetitive design across the main five storeys, the upper two storeys are proposed in a lighter weight material. Although the use of lightweight material can be helpful, the upper two storeys would still be visible and read as part of the form of the building.
- The total height of seven storeys is considered to be too high for this site, given the width of the building and the site coverage proposed. It is considered that the height of the proposal would result in an over prominence in views from the park. The height of the proposal is considered to be excessive and this would be exemplified by the width of the site and bulk of the proposed building. It is advised that the height should be reduced. The height on the corner should be no more than 6 storeys.
- The design needs to add vertical articulation to the elevations in order to help break up the overall bulk and massing .
- No. 274 Kilburn High Road, The Black Lion Pub is a grade II* listed building. The site adjoins the boundary of the listed building, therefore the setting of this listed building will need to be fully assessed.
- The use of brick as the predominant building material which forms part of the proposals would be generally supported.
- The residential use should be car free apart from the provision of disabled bays.
- A loading bay and sufficient turning space should be provided within the site so all vehicles can enter and leave in a forward gear. Access for refuse vehicles should also be made available.
- New build housing be constructed to meet Code for Sustainable Homes Level 4. Non-domestic developments of greater than 500sqm should accord with BREEAM "very good".



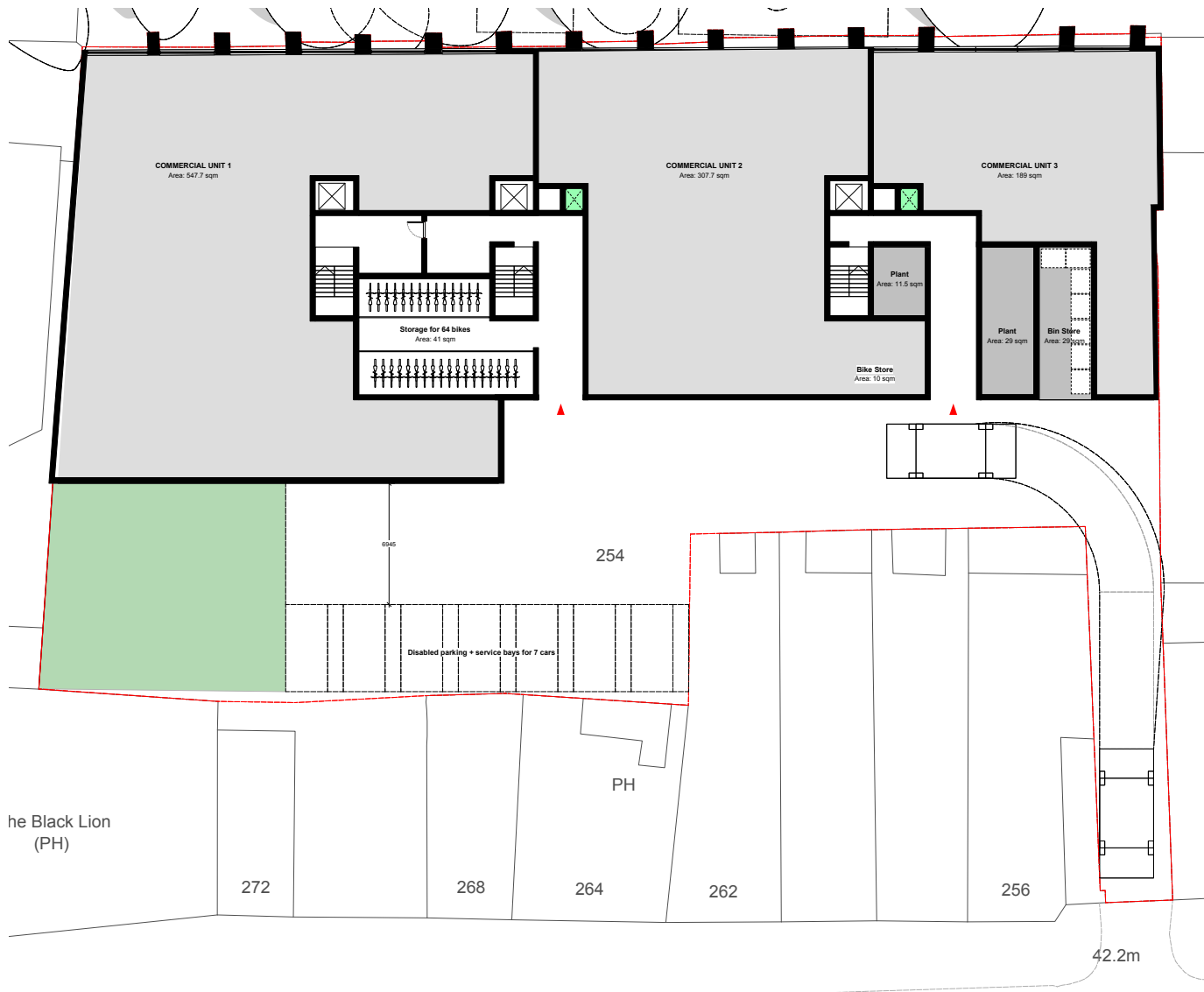
Proposed Ground Floor Plan: Option 1
Total Commercial Area: 1542 sqm

Following the feedback received from the first Pre-Application submission we looked at the possibility of providing a 'like-for-like' area of commercial space. This option leaves very little open space at ground floor level, and there is no space for the required vehicular turning area.



Proposed Ground Floor Plan: Option 2
Total Commercial Area: 1267 sqm

We then looked at the possibility of a partial reduction in commercial space and the provision of 4 disabled parking spaces. Although this is a possibility, this option leaves no space for a turning head or an external landscaped garden - features we feel would be desirable in this development.



Proposed Ground Floor Commercial Space

Unit 1	547.7 sqm
Unit 2	307.7 sqm
Unit 3	189 sqm
TOTAL	1044.4 sqm

Proposed Ground Floor Plan: Option 3
Total Commercial Area: 1024 sqm

The third option involves a larger reduction in commercial space, but allows us to provide a designated disabled parking space for 10% of the flats as well as an external landscaped area at ground level, making for a much more pleasant approach and to the commercial and residential units.

COMMERCIAL PROVISION

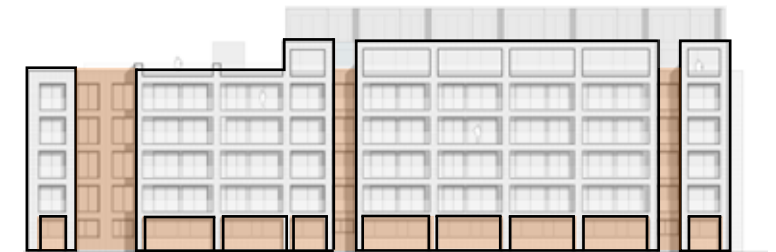
Development of Park Elevation: GF, 1F, 2F, 3F & 4F

Addressing the points made at the first Pre-Application meeting and in the formal response, we experimented with various combinations of massing and articulation in the park elevation. The process we went through in order to reach a final solution (Option 6) is as follows:

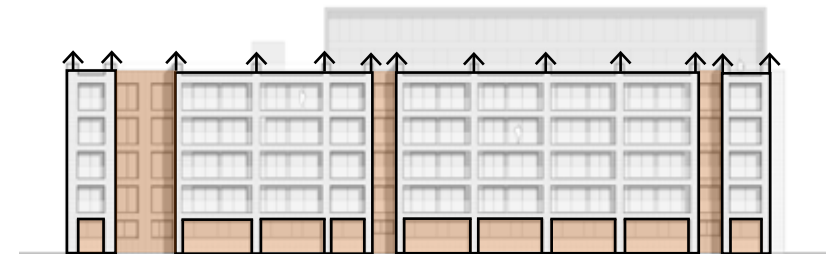
1. Rhythm of projecting elements (L-R): 1-1-2-1
 - Columns at ground floor level
 - Although this breaks up the facade into smaller elements, we did not proceed with this option because the gap between the first and second projections is too large and creates a 'void' on the facade.



2. Rhythm of projecting elements (L-R): 1-5-8-1
 - Columns at ground floor level
 - We experimented with larger projecting volumes than Option 1
 - Change in height of projecting elements partially masks the double-storey height of zinc-clad volume at 5th/6th floor level
 - We abandoned this idea because it made the main brick mass of the building appear too large in relation to the surrounding buildings. The sudden change in height is too disruptive to the rhythm of the facade.



3. Rhythm of projecting elements (L-R): 1-5-8-1
 - The same ratio as Option 2 but with the entire upper volume visible again
 - Columns at ground floor level extending upwards beyond building height, thus creating a series of vertical elements to counteract the overall horizontal appearance of the facade
 - We did not proceed with this option because the columns add to the height of the overall building and therefore increase the apparent size and mass of the building



- 4.
- Rhythm of projecting elements (L-R): 1-1-2-1.
 - Columns at ground floor level
 - We chose not to use this as it was felt the projecting elements were not dominant enough visually and the spaces between them made the facade appear too 'broken up'



- 5.
- Four equal square projections, providing depth and a sense of rhythm to the facade
 - Ground level set back from storeys above
 - The four projecting elements become the main focus of the facade
 - We chose not to use this because the 4 projections appear too regular and too symmetrical, creating an appearance more akin to an office block than a residential building



- 6.
- Rhythm of projecting elements (L-R): 1-2-2-1
 - Columns at ground floor level
 - Balconies with glass balustrades
 - We chose this design because we feel it strikes the right balance between asymmetry and rhythm whilst providing an appropriate degree of depth to break up a large mass

