



Dexter Moren Associates
for
McGregor Homes Ltd

159-161 Iverson Rd
Design & Access
Statement

August 2014



(main image) areal photograph, site outlined in red

01	introduction
02	context
02a	existing site
02b	existing site plan
02c	site photos
03	site analysis
04	planning policy & context
05	design team
06	design concept
07	design variations to consented scheme
08	light industrial replacement
09	design proposals.
09a	layout drawings
09b	materials & precedents
09c	elevation in context
09d	perspectives & streetviews
10	area schedule
11	access
11a	public transport
11b	vehicular & pedestrian access
11c	entrance, refuse & cycle storage
12	inclusive design
13	lifetime homes

contents

introduction

This Design & Access Statement has been prepared by Dexter Moren Associates on behalf of McGregor Homes Ltd. in support of the planning application for the replacement of the existing light industrial space (currently Iverson Tyres) and 23 residential units, comprising 18 market apartments and 5 affordable units on behalf of McGregor Homes Ltd.

Following the submission and approval of a previous scheme on February 2014 (App. Ref: 2013/7505/P), a four to seven storey development is proposed on the site, situated at 159-161 Iverson Road West Hampstead, within the Borough of Camden.

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 other specialists;

/ 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 eb7

/ Energy Statement by Richard Hodkinson Consultancy

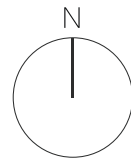
/ Sustainability Statement by Richard Hodkinson Consultancy

/ Transport Statement by Vectos Transport Planning

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.

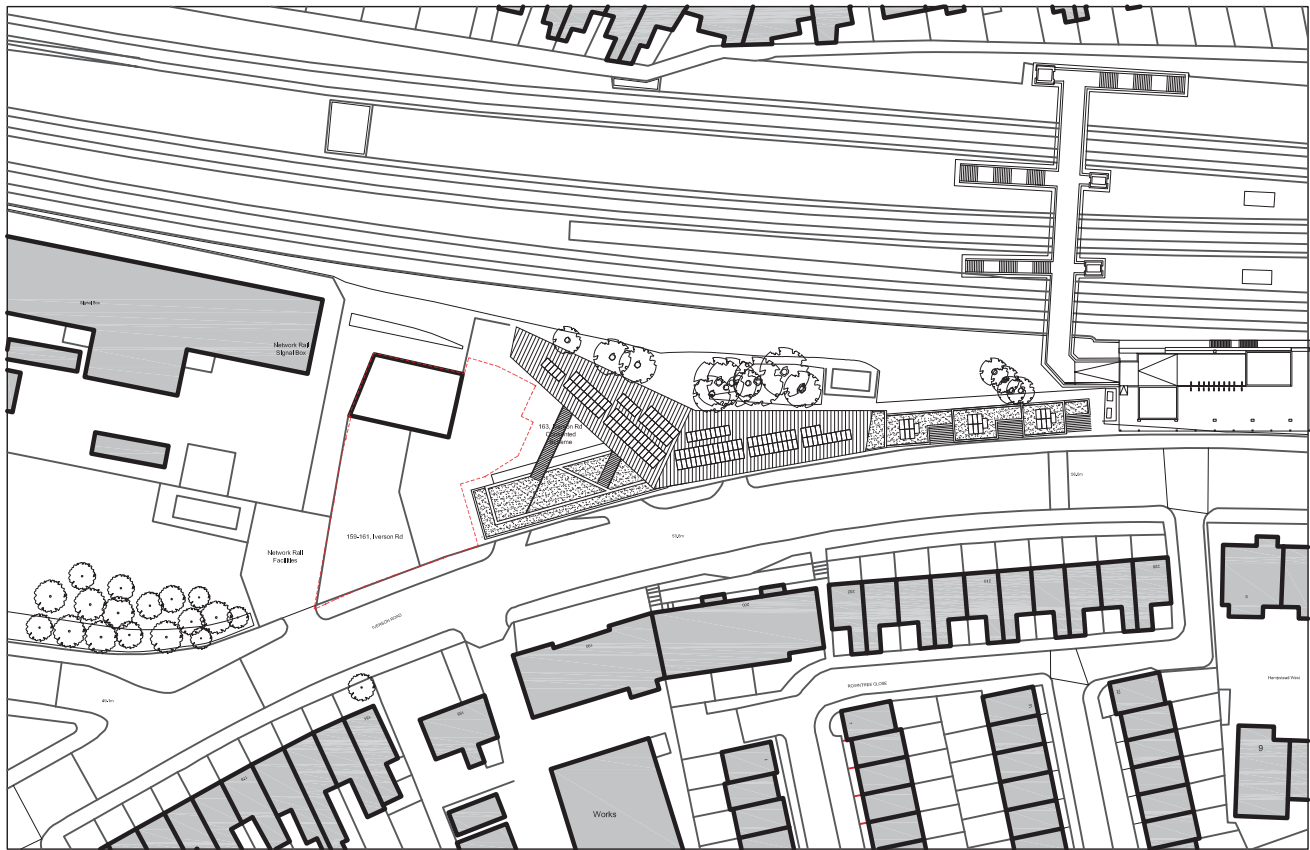
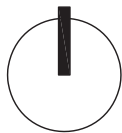
To the west of the site is a 3-4 storey Network Rail signal box building including an access road that forms the western boundary. Next to it, along Liddell Road is a group of industrial buildings that will be part of a mixed use masterplan comprising residential buildings, school and offices (please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



Ordnance Survey, (c) Crown Copyright 2011. All rights reserved. Licence number 100020449

Location Plan				Site Boundary - - - - -			
Scale 1:1250							
<div>dexter moren associates</div> <div>architecture urban design interior design creative media www.dextermoren.com</div>	57d jamestown road london nw1 7db UK	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
	t: 020 7267 4440 f: 020 7267 6044	client McGregor Homes Ltd.	drawing status Planning	job no. 0974	drawing no. A 000 001	revision P0	
	architecture	P0 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



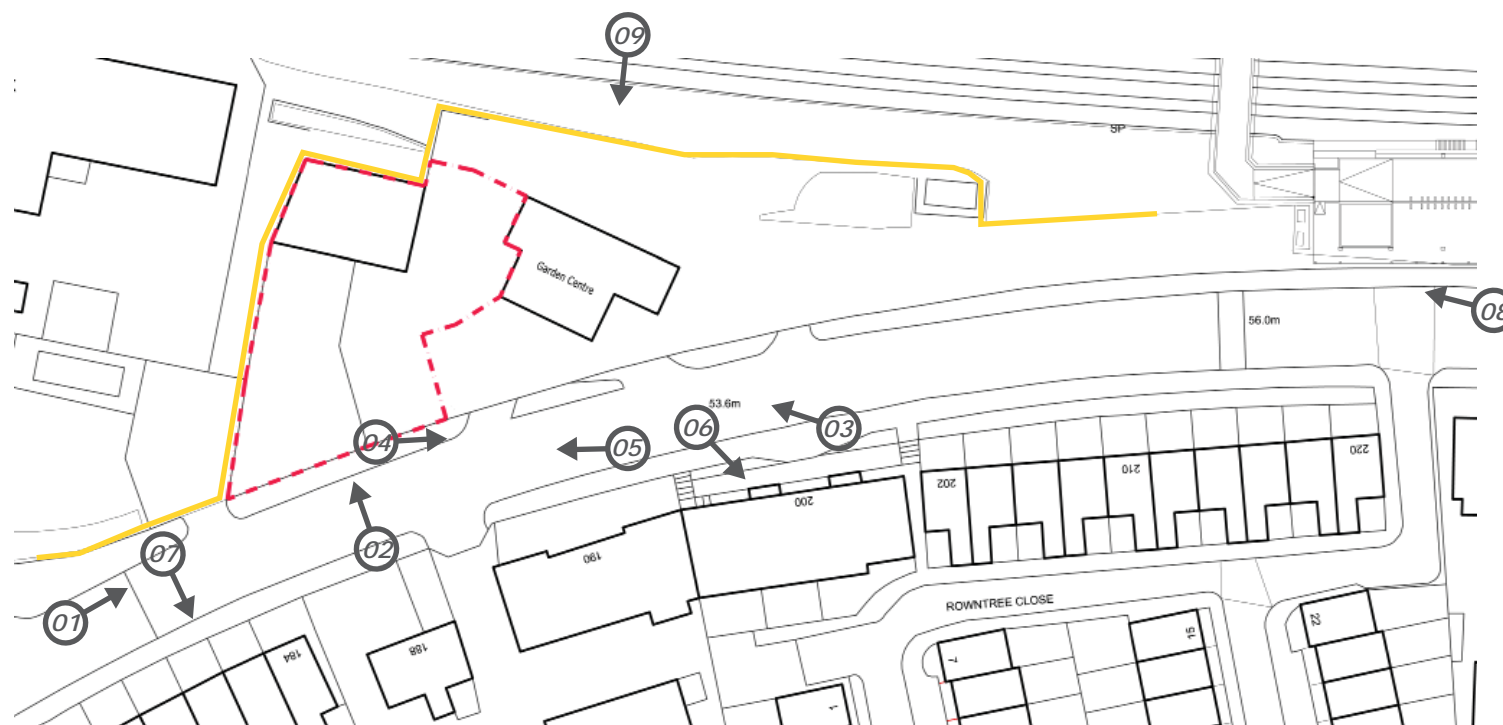
06 200 Iverson Rd_Raised 3 storey apartments above car park (equivalent of 4 storey) opposite the site



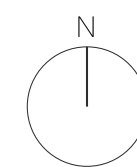
07 4 Storey Victorian terraces further along Iverson Road



08 New West Hampstead Thameslink Station

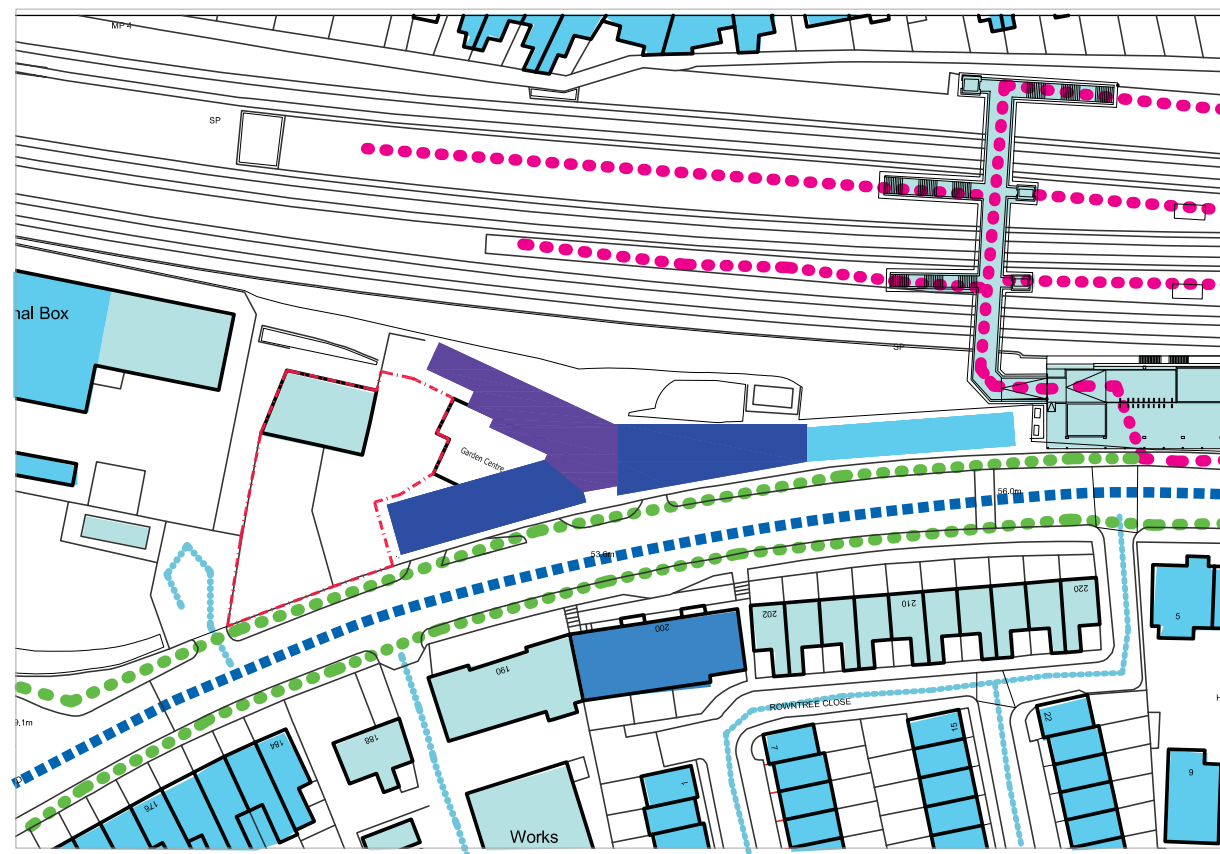
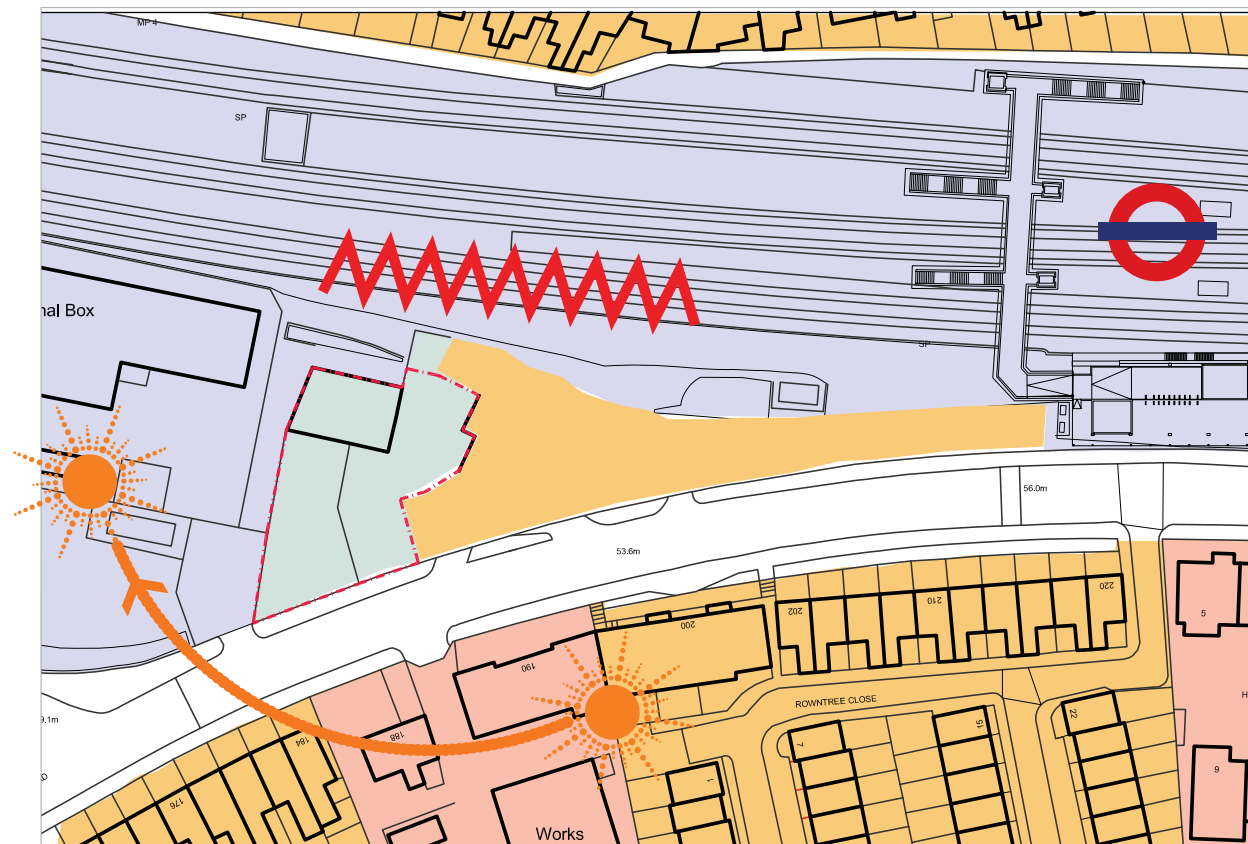
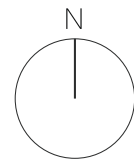


09 View of rear of site looking from across the Thameslink platform



- 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

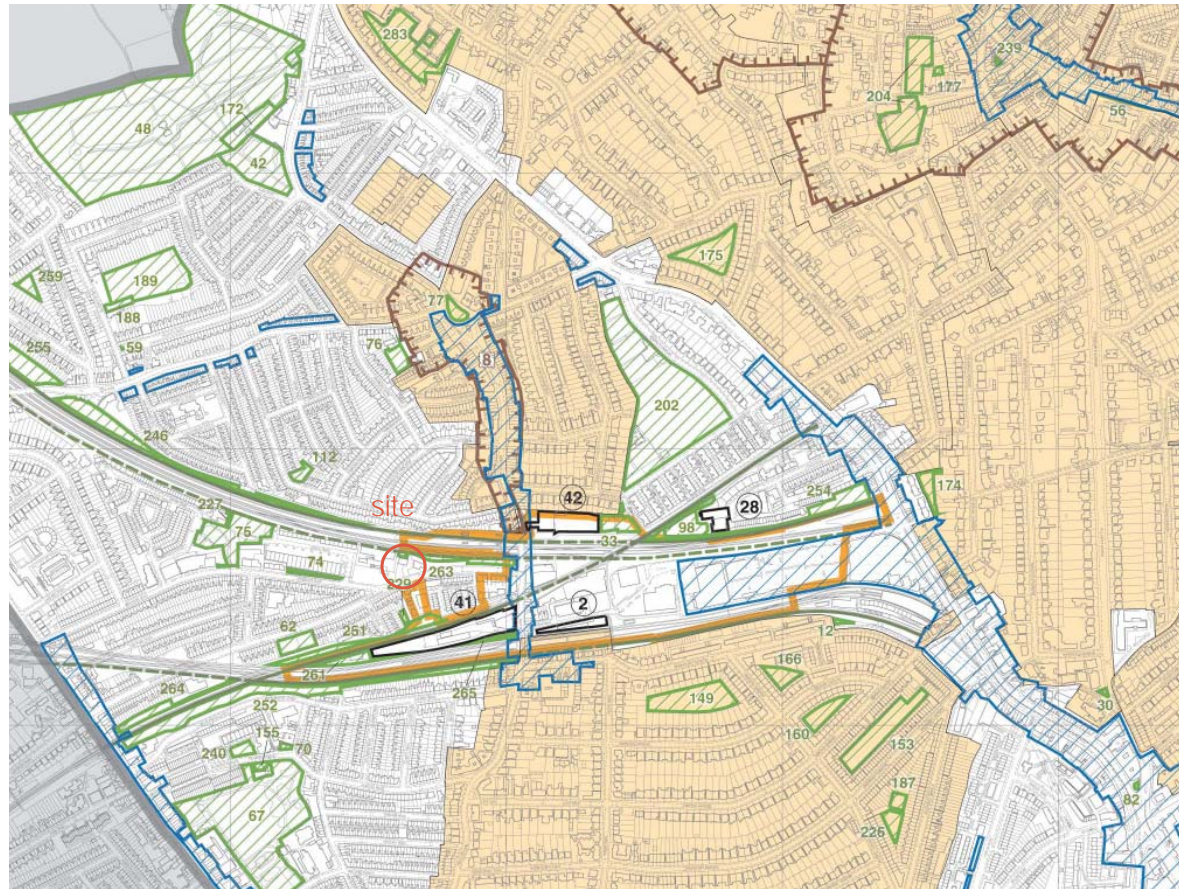


3 Storeys



0-2 Storeys

03 site analysis



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

Legend

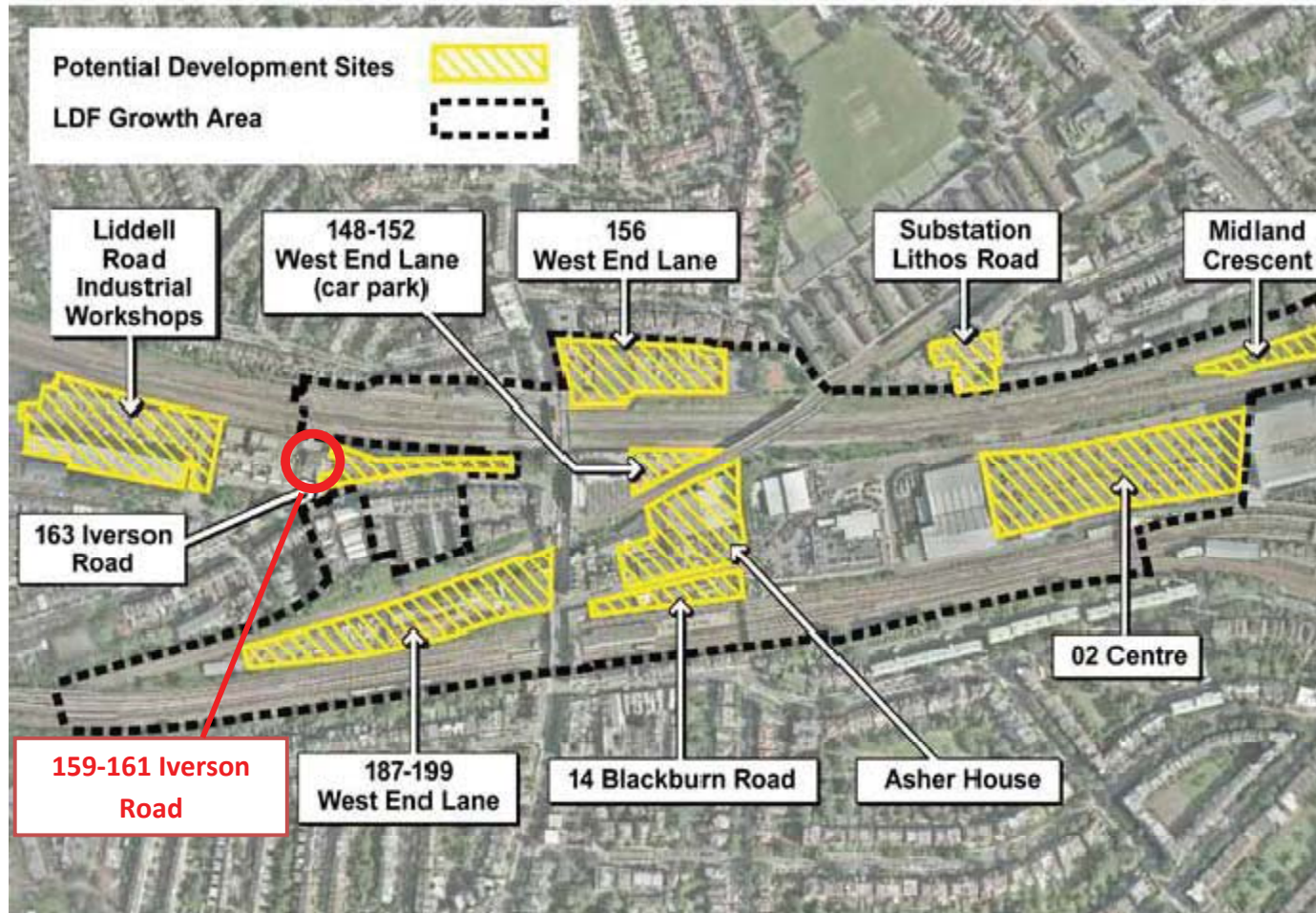
- Growth Area
- Central London Area (Clear Zone Region)
- Saved Proposal Sites
- Built Environment
 - Conservation Area
 - Ancient Monument
 - Archaeological Priority Area
 - Designated View - Landmark Viewing Corridor
 - Designated View - Lateral Assessment Area
 - Designated View - Background Assessment Area
- Natural Environment
 - Open Space
 - Metropolitan Open Land
 - Site of Special Scientific Interest
 - Ancient Woodland

- Metropolitan Walk
- Habitat Corridor
- Habitat Corridor - Missing Link
- Regent's Canal
- Town Centres and Employment
 - Central London Frontage
 - Town Centre
 - Neighbourhood Centre
 - Industry Area
 - Hatton Garden Area
- Transport
 - Safeguarding Area
- Waste and Minerals
 - Waste Safeguarding Site
 - Aggregate Safeguarding Site

8

dexter moren associates architecture urban design interior design creative media

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



West Hampstead place plan development map

04 planning policy & context



Aulos Acoustics

Acoustic Consultant

The Garden Rooms, 22 Fort Rd.
Guildford, GU1 13TE
T 02033 971790

eb7

Daylight/Sunlight Assessor

Studio 1B
63 Webber St
London SE1 0QW
T 020 7148 6290

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) Myster 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

Client

11b Passfield Business Centre
Lynchborough Road, Passfield, Hampshire
GU30 7SB
T 01428 751049

Dexter Moren Associates

Architect

57d Jamestown Road
London NW1 7DB
T 020 7267 4440

Indigo Planning

Planning Consultant

Central London office
87 Chancery Lane
London WC2A 1ET
T 020 7269 6300

Richard Hodgkinson Consultancy

Energy Consultant

Code for Sustainable Homes Consultant

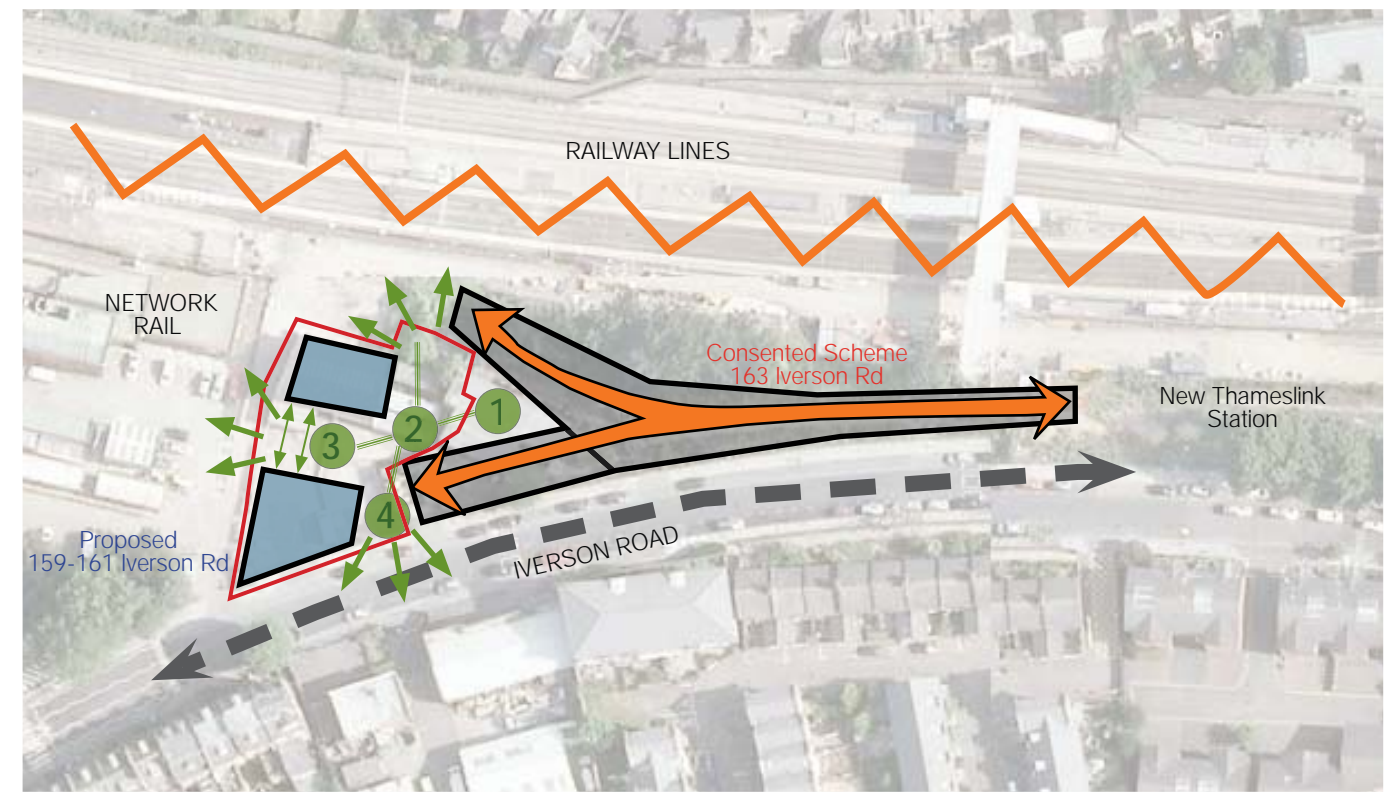
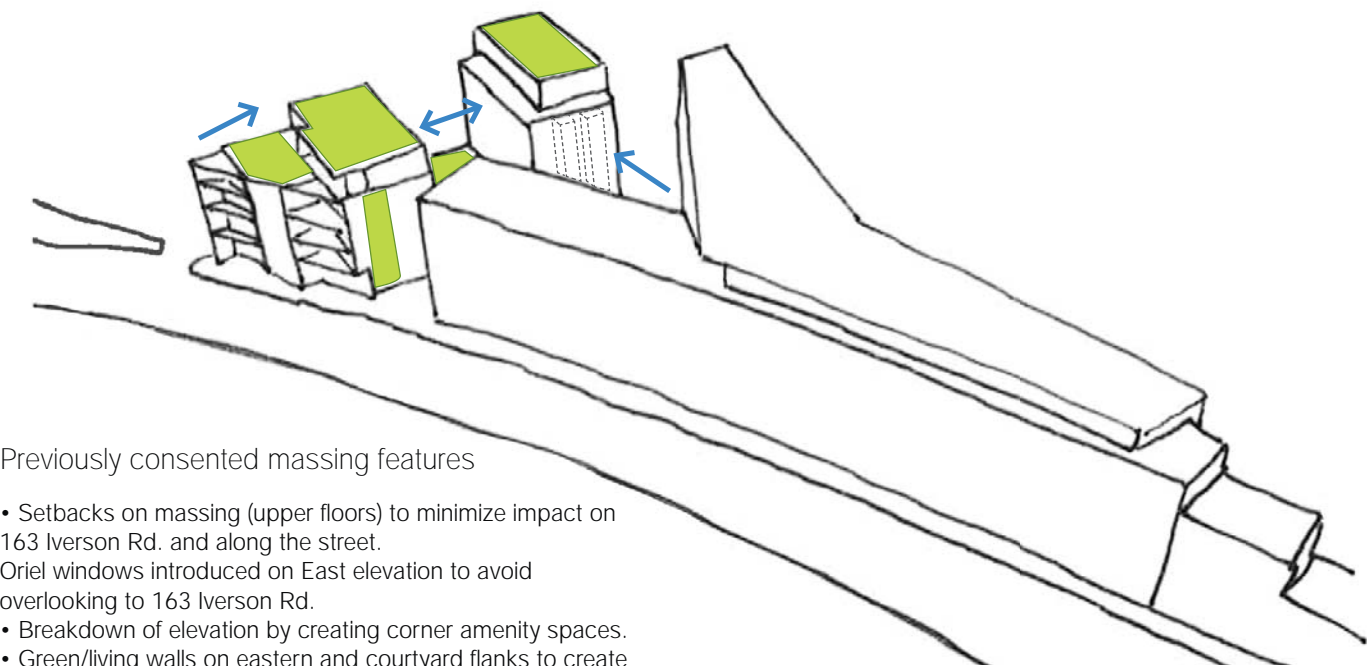
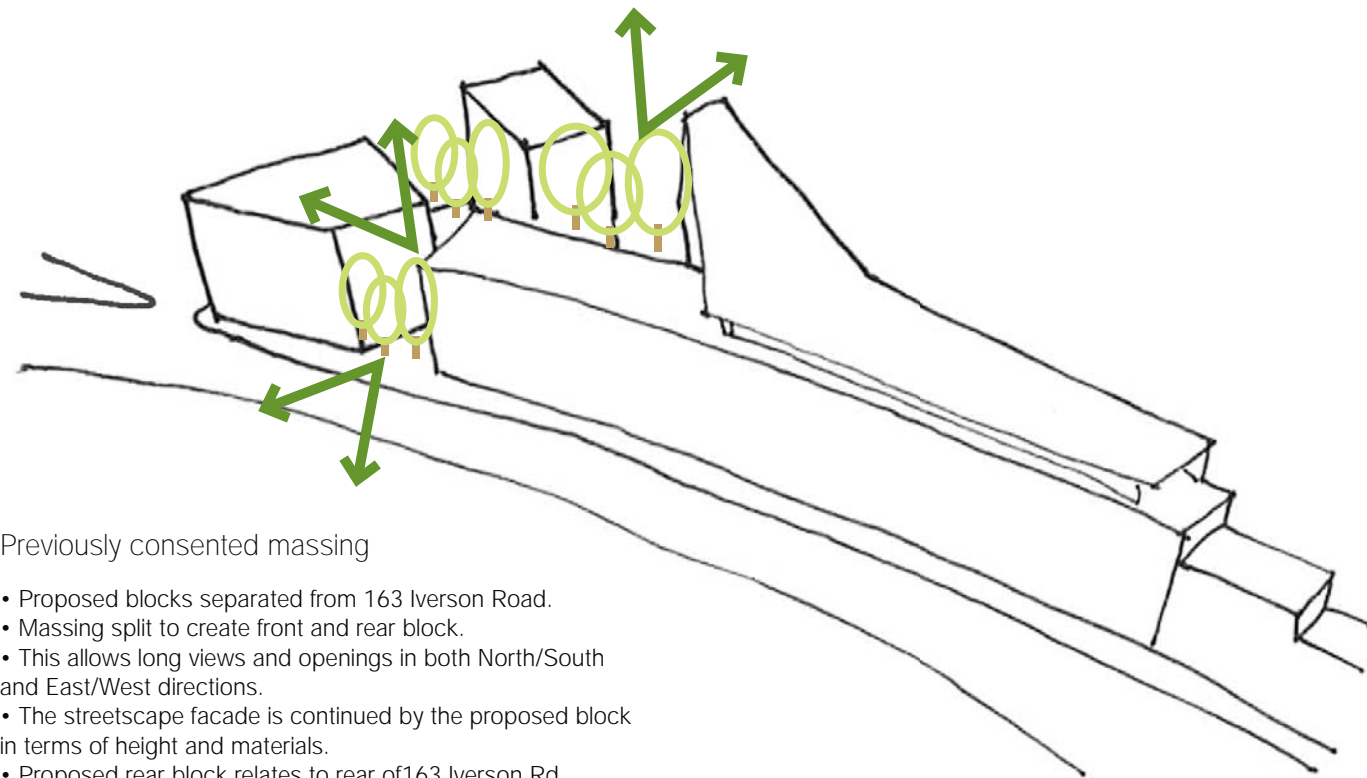
Evans House
107 Marsh Road
Middlesex, HA5 5PA
T 020 8429 7026

The Ecology Consultancy

Ecologist

1st Floor, Beckett House
72, Borough High St.
London SE1 1XF
T 020 7378 1914

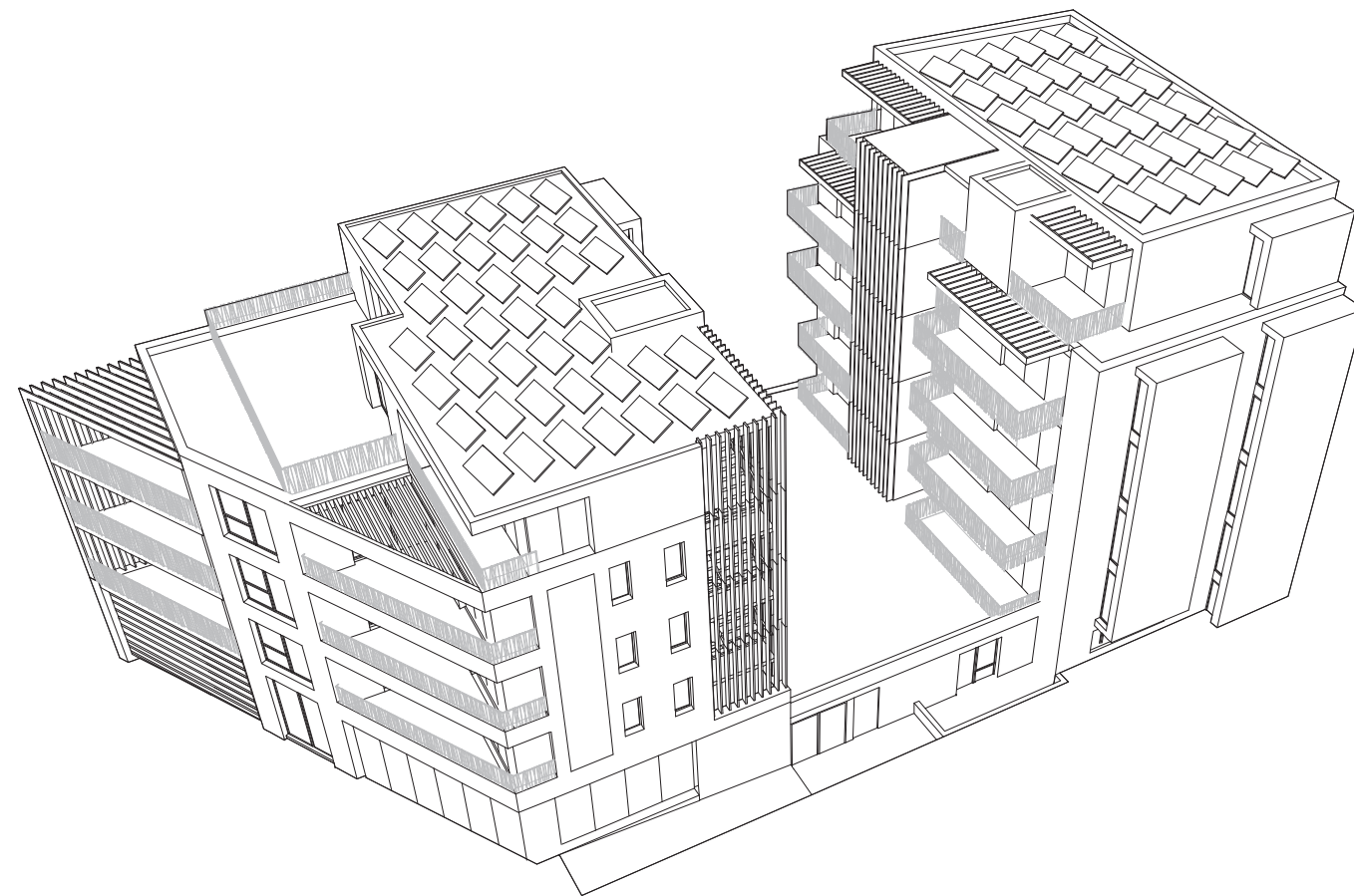
05 design team



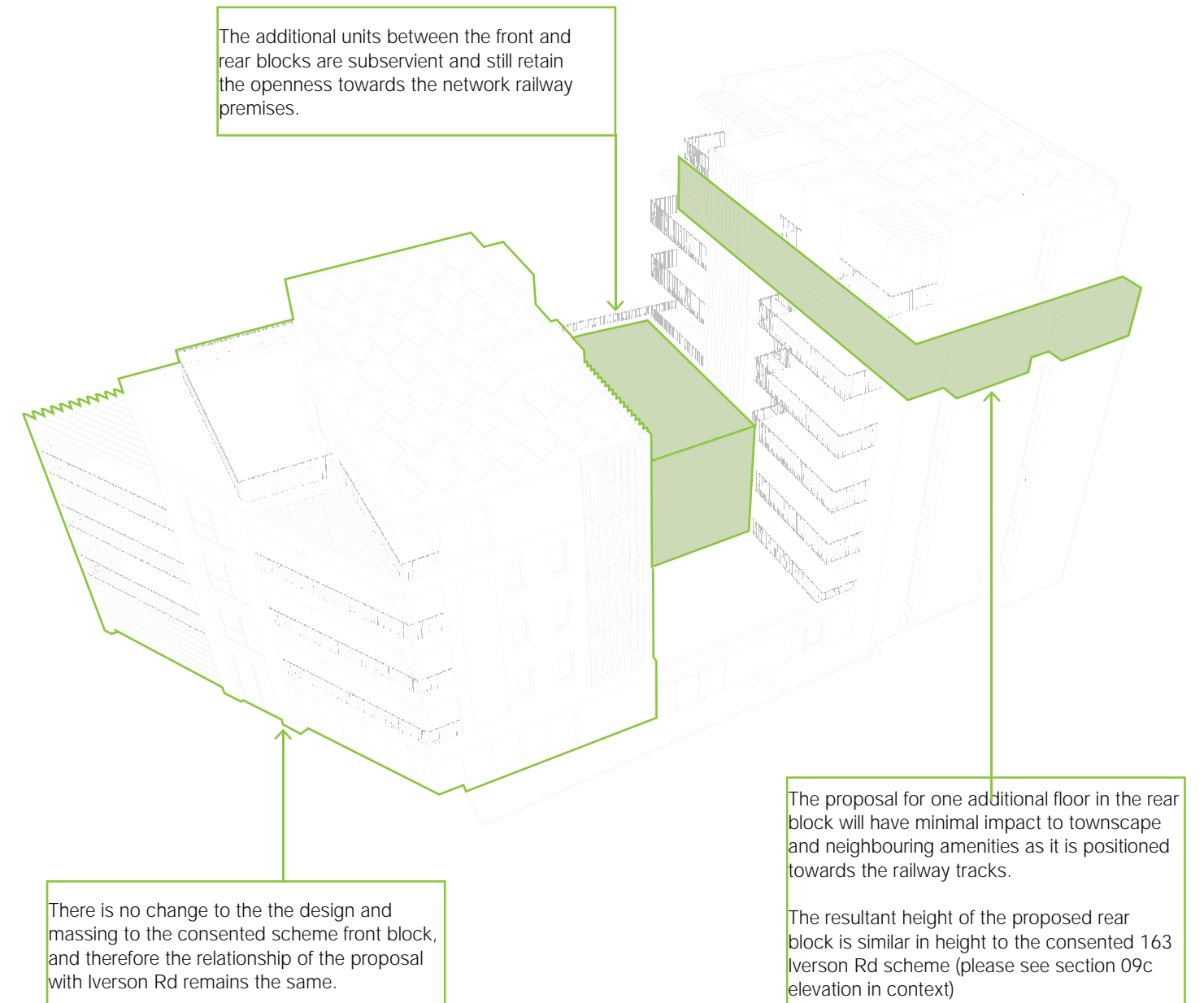
- ① Main landscaped area of planning consented building at 163 Iverson Rd.
- ② The proposed building is separated from the adjoining building in order to maintain and enhance the landscaped area.
- ③ By creating two separate blocks the landscaped gap between them continues the amenity area and improves 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.

The proposed scheme follows the same principles as the consented scheme presented, which was the result of design development that addressed comments and views both from two pre-planning advice meetings and the Public Consultation.

06 design concept previously consented scheme

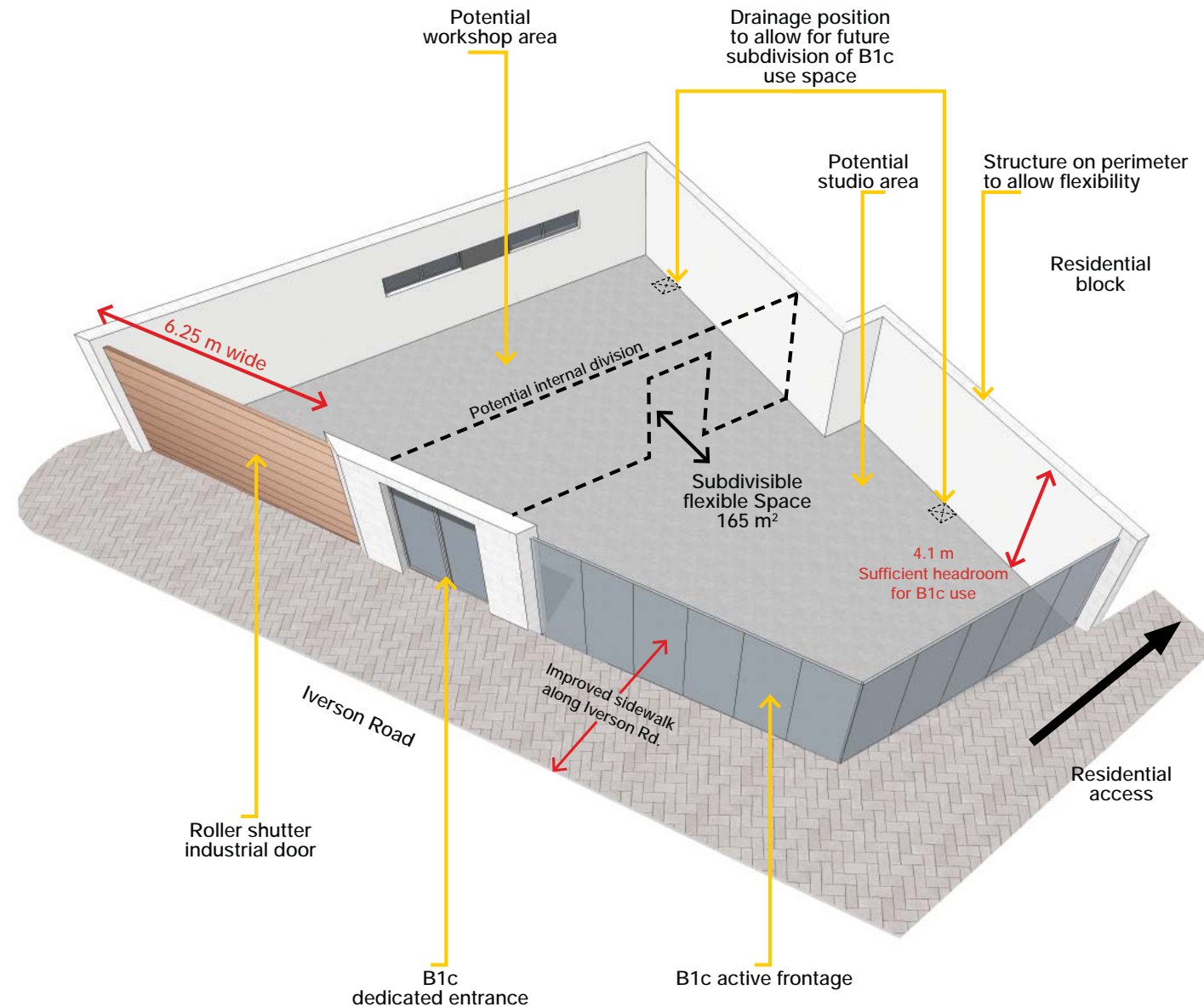


Previously Consented Massing
Ref: 2013/7505/P



Proposed Massing & Variations

07 design variations to consented scheme



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.

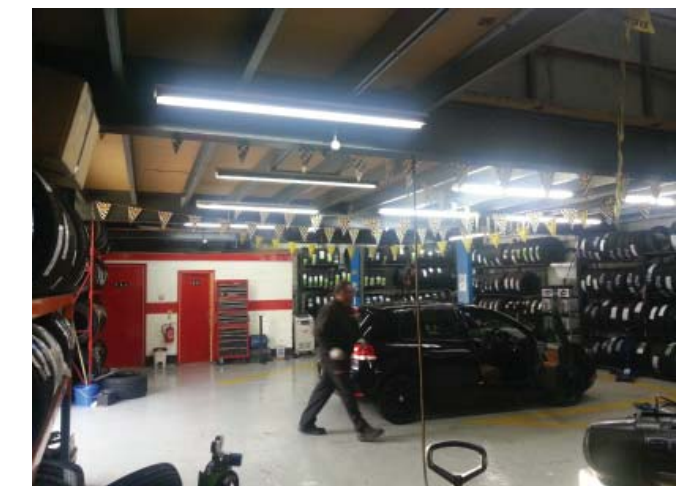
Proposed replacement

- 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	165sqm 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

159-161 Iverson Road Design & Access Statement_August 2014