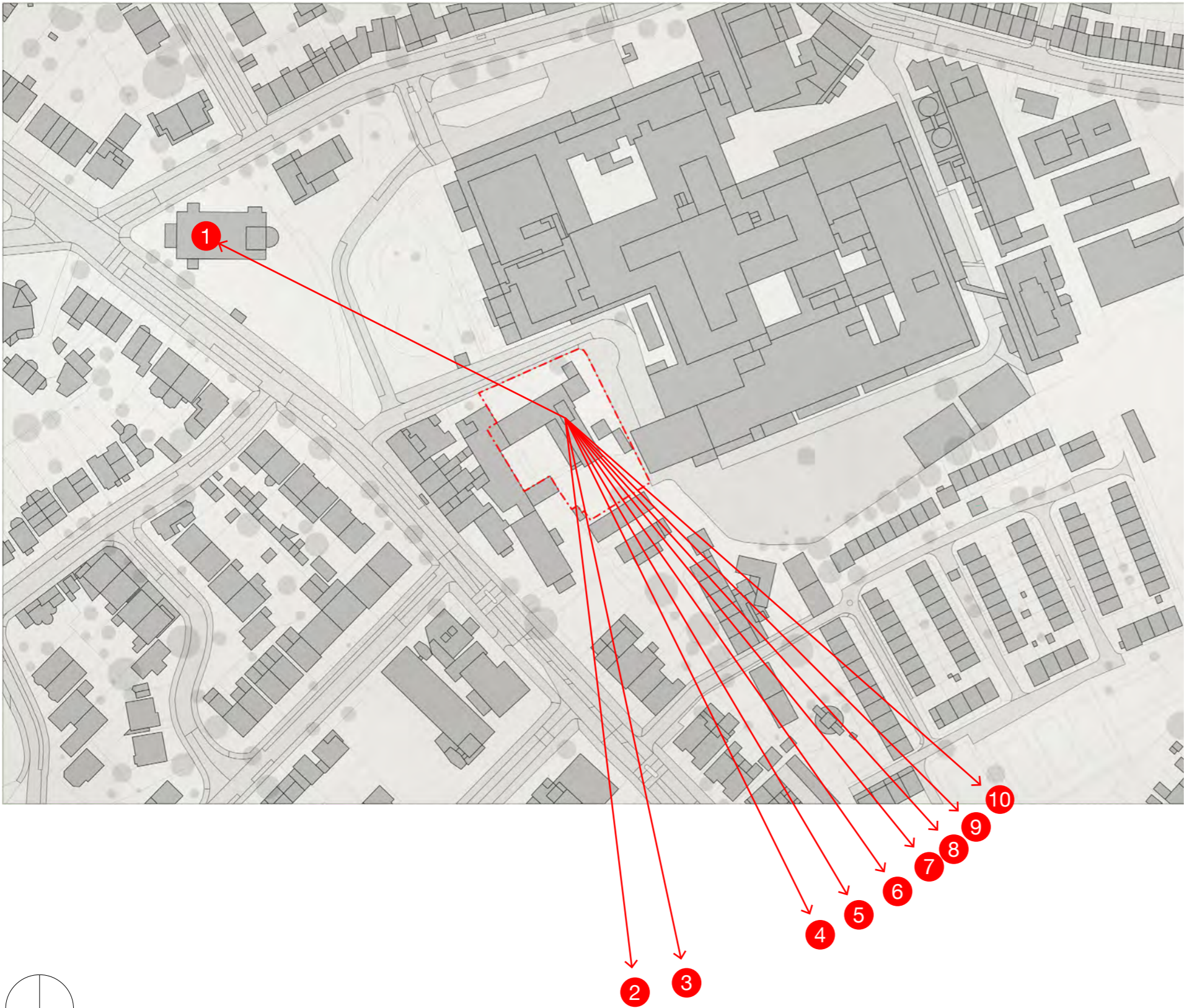


3.1 Routes, Access and Views to the Site

3.1.6 The existing convent site appreciates views to the south of the city and towards St.Stephen’s Church and Hampstead to the north.

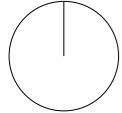


Key

St. Stephen’s Church	1
BT Tower	2
London Eye	3
The Shard	4
St. Paul’s Cathedral	5
20 Fenchurch Street	6
122 Leadenhall Street	7
Lloyd’s Building	8
30 St. Mary Axe	9
Broadgate Tower	10
Significant Views	→
Existing Buildings	■

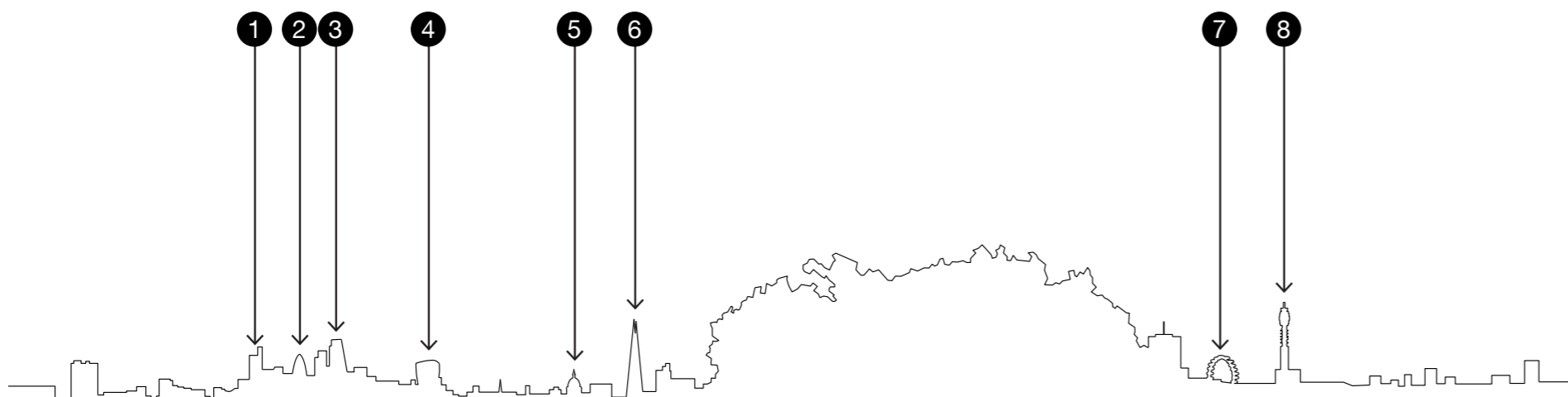
Above Left

Plan
Site plan



3.1 Routes, Access and Views to the Site

3.1.7 One of the assets of the site are the views beyond the hospital, particularly from the rooftop level of the existing convent and above. The southern aspect of the site is spectacular allowing views towards St. Paul's Cathedral and beyond.



Key

Broadgate Tower	1
30 St. Mary Axe	2
122 Leadenhall Street	3
20 Fenchurch Street	4
St. Paul's Cathedral	5
The Shard	6
London Eye	7
BT Tower	8

Left from above

Photo

Panoramic view facing south-west from upper storey of existing building

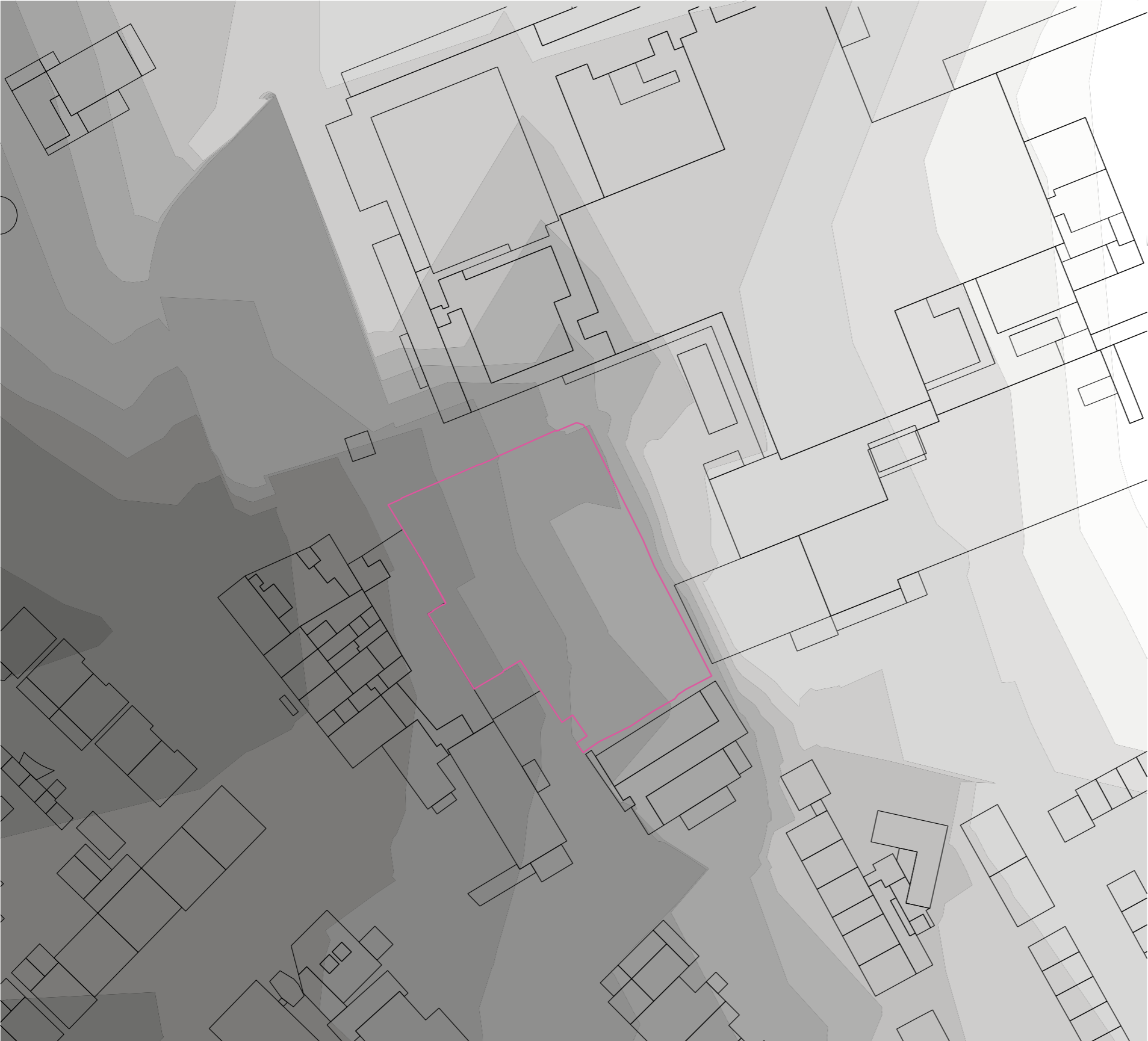
Traced horizon drawing

Horizon line showing prominent landmarks


3.1 Routes, Access and Views to the Site



3.1.8 The site lies on the topographical interface between the Hampstead ridge-line and the central London bowl.

3.1.9 The adjacent assessment of the topographic conditions illustrate how the site has a significant drop in ground height from west to east, and a less significant drop from north to south. The existing convent site is therefore significantly lower than its higher ground neighbours on Haverstock Hill.



Key

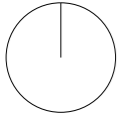
Site Boundary 

High Ground  

Low ground

Left

Plan
Site plan



3.1 Routes, Access and Views to the Site

3.1.10 The adjacent diagram illustrates the outline of the existing convent site and its relationship to the existing buildings.



Key

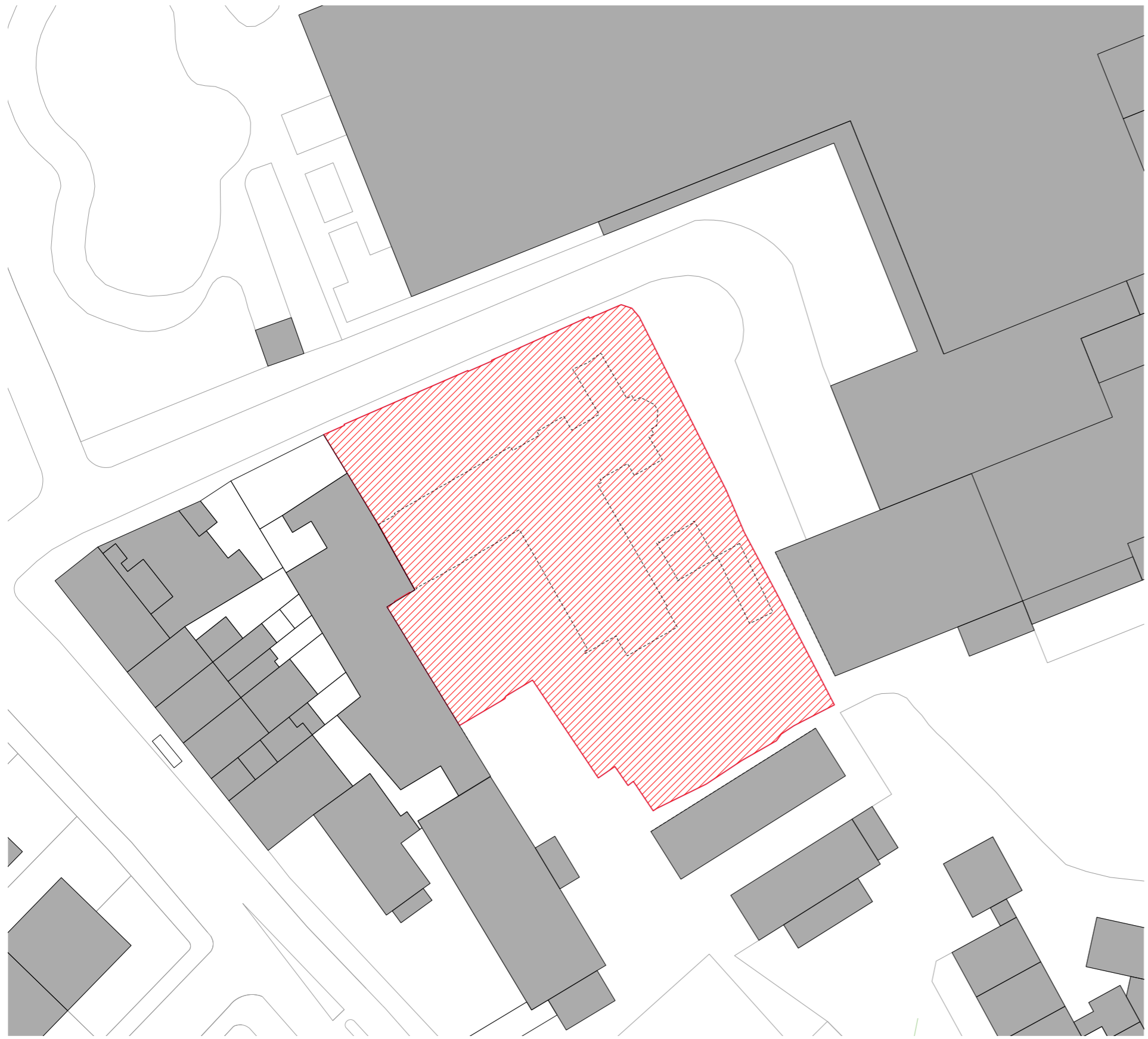
Site Boundary 

Existing Buildings 

Above left

Plan

Site plan






3.2 Approach to the Site

3.2.1 The proposal is to demolish the convent building and its ancillary buildings on site.

3.2.2 Through various studies across the consultant team, including the townscape and visual impact assessment, it was concluded the existing site does not have a strong presence in the area, set back behind the piecemeal frontage to Haverstock Hill and dominated and largely screened from the surrounding area to the north-east by the Royal Free Hospital. The existing building on site is unremarkable, and contributes little to the surrounding area, with a poor-quality and inactive street frontage to Rowland Hill Street.

Key

Site Boundary	
Existing Buildings	
Proposed extent of demolition	

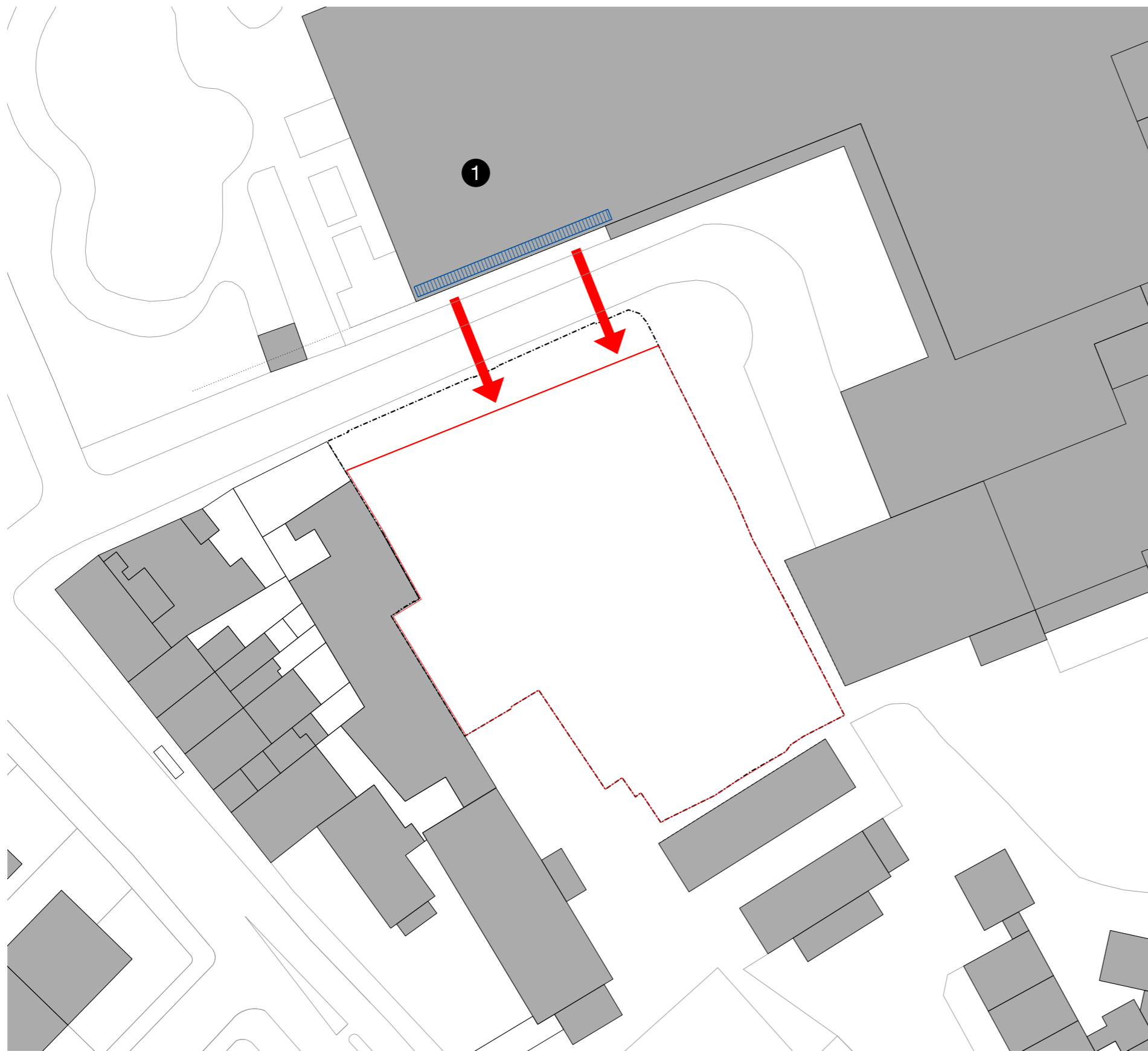
Above left

Plan
Site plan

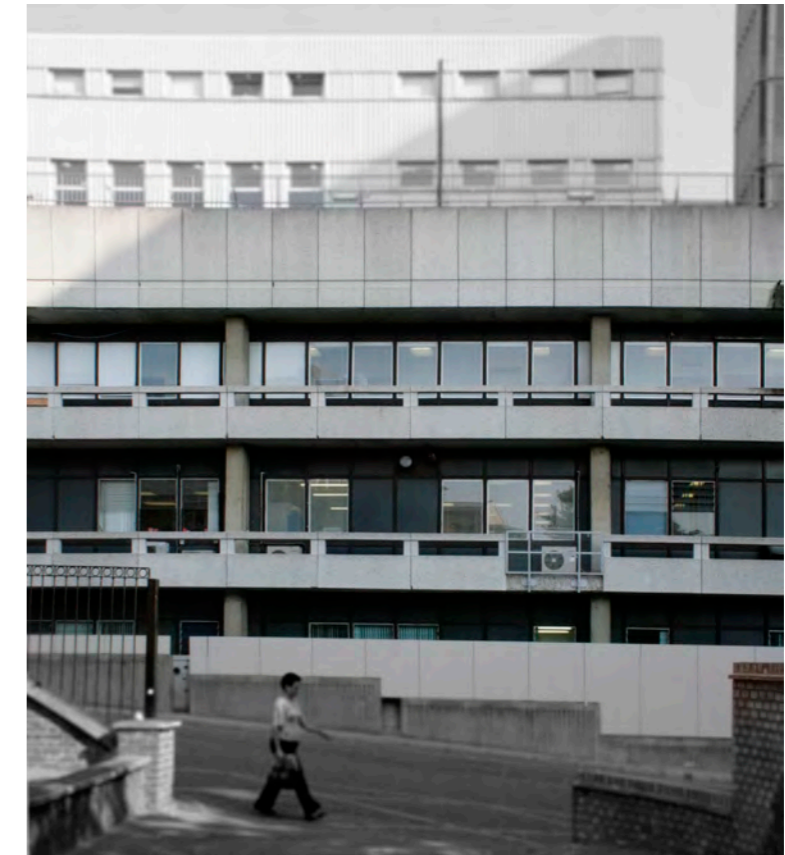
3.2 Approach to the Site

Site Constraints: Building Adjacencies (North Edge)




3.2.3 At the very beginning of the design process it was necessary to consider the large number of windows surrounding the site from the neighbouring hospital and school buildings to ensure we minimised any negative impact on their privacy and daylight requirements.



1



Key

- Adjusted development area 
- Existing Buildings 
- Existing neighbouring windows 

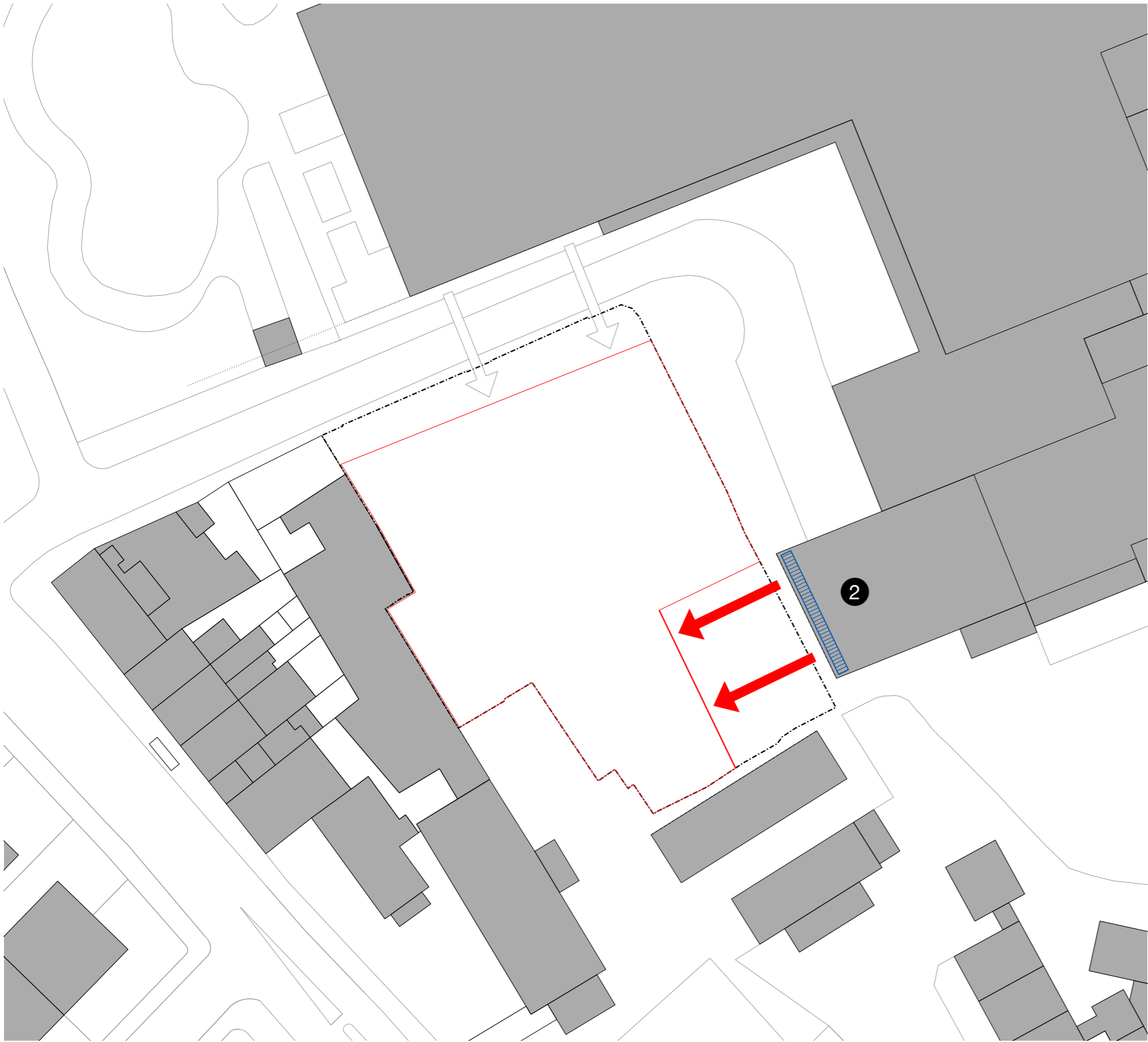
Above left

Plan
Site plan

3.2 Approach to the Site

Site Constraints: Building Adjacencies (East Edge)

3.2.4 The proposed building needed to set back from windows of the hospital building which sits adjacent to the eastern site boundary.



2



Key

Adjusted development area	—
Existing Buildings	
Existing neighbouring windows	

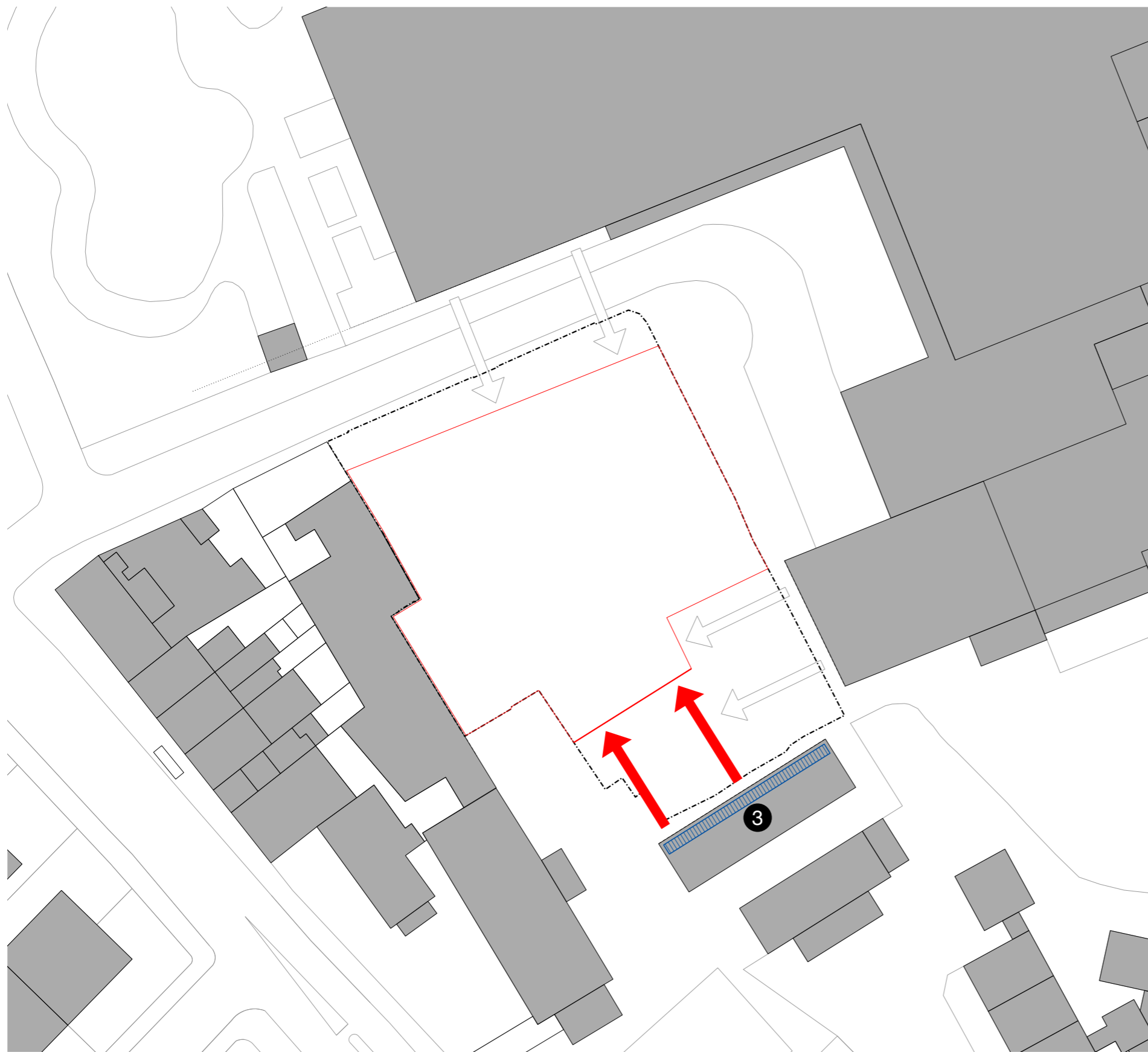
Above left

Plan
Site plan

3.2 Approach to the Site

Site Constraints: Building Adjacencies (South Edge)

3.2.5 The proposed building development area required to be set back from the nursery school building which sits adjacent to the southern site boundary.



3



Key

- Adjusted development area —
- Existing Buildings
- Existing neighbouring windows

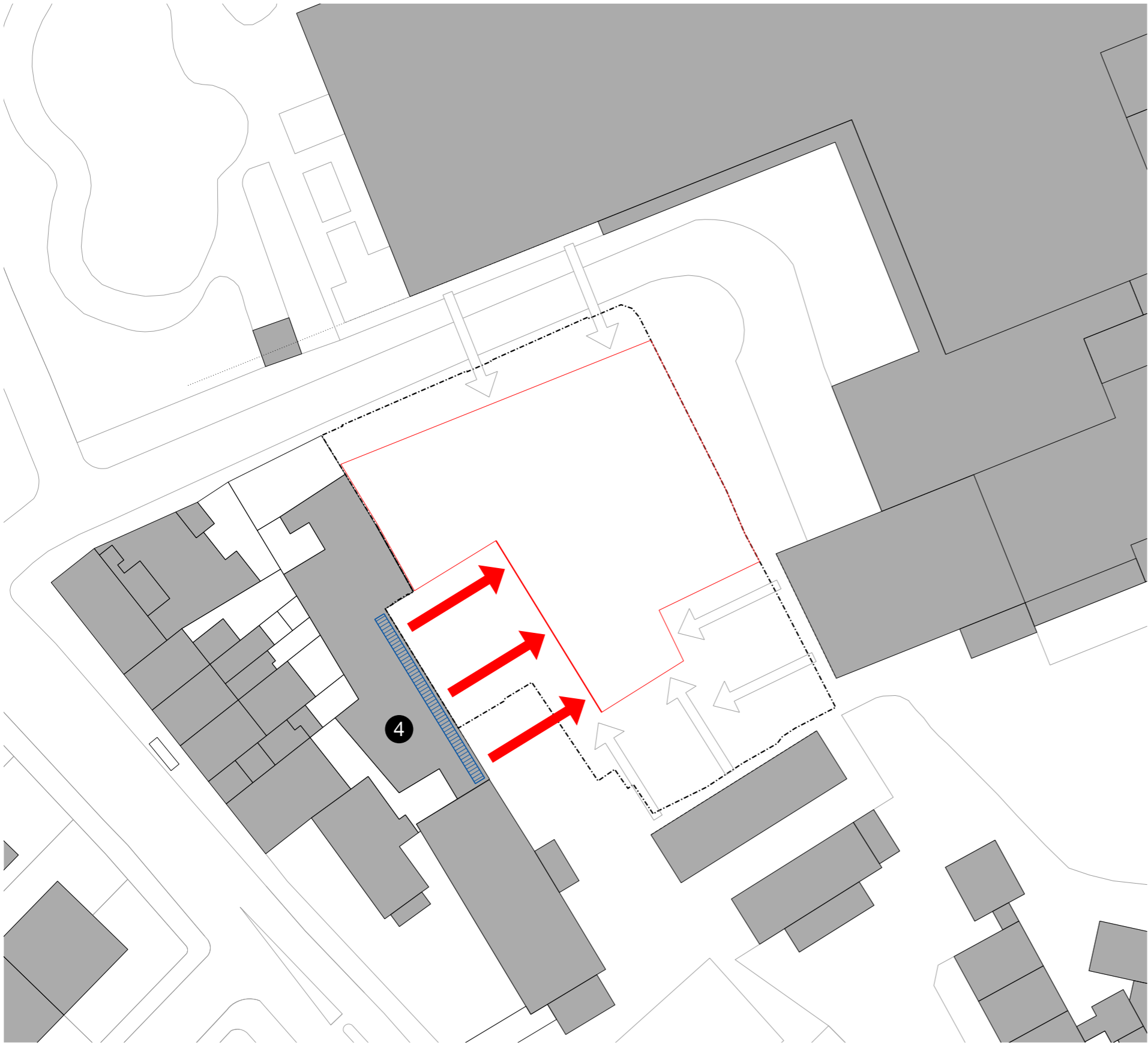
Above left

Plan
Site plan

3.2 Approach to the Site

Site Constraints: Building Adjacencies (West Edge)

3.2.6 The proposed building development area needed to set back from the primary school dining block which sits adjacent to the western site boundary.



4



Key

- Adjusted development area
- Existing Buildings
- Existing neighbouring windows

Above left

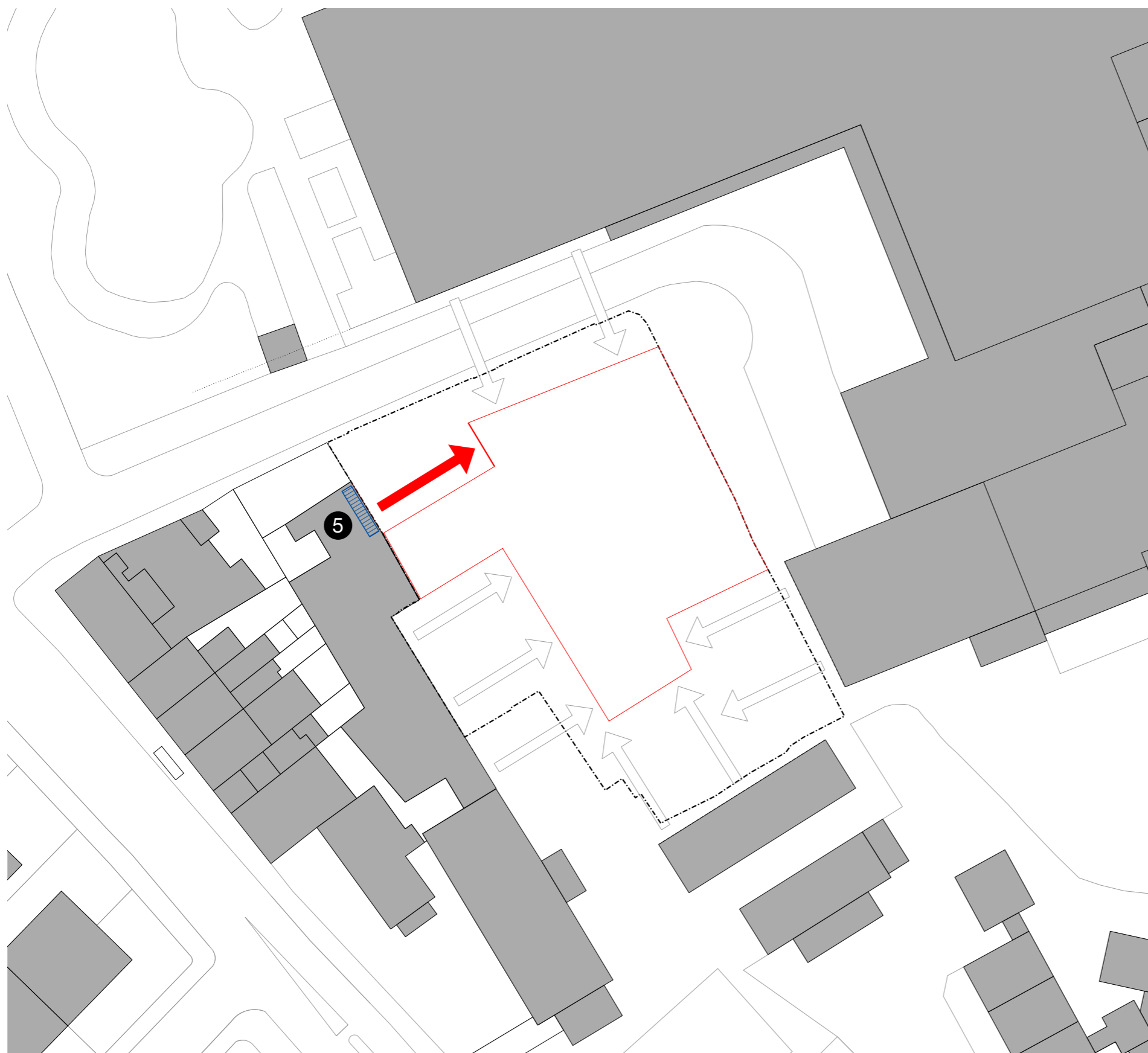
Plan
Site plan

3.2 Approach to the Site




Site Constraints: Building Adjacencies (North-West)

3.2.7 The proposed building development needed to be set back from the school ancillary block which sits abutting the north-east edge of the existing site.

5



Key

- Adjusted development area 
- Existing Buildings 
- Existing neighbouring windows 

Above left

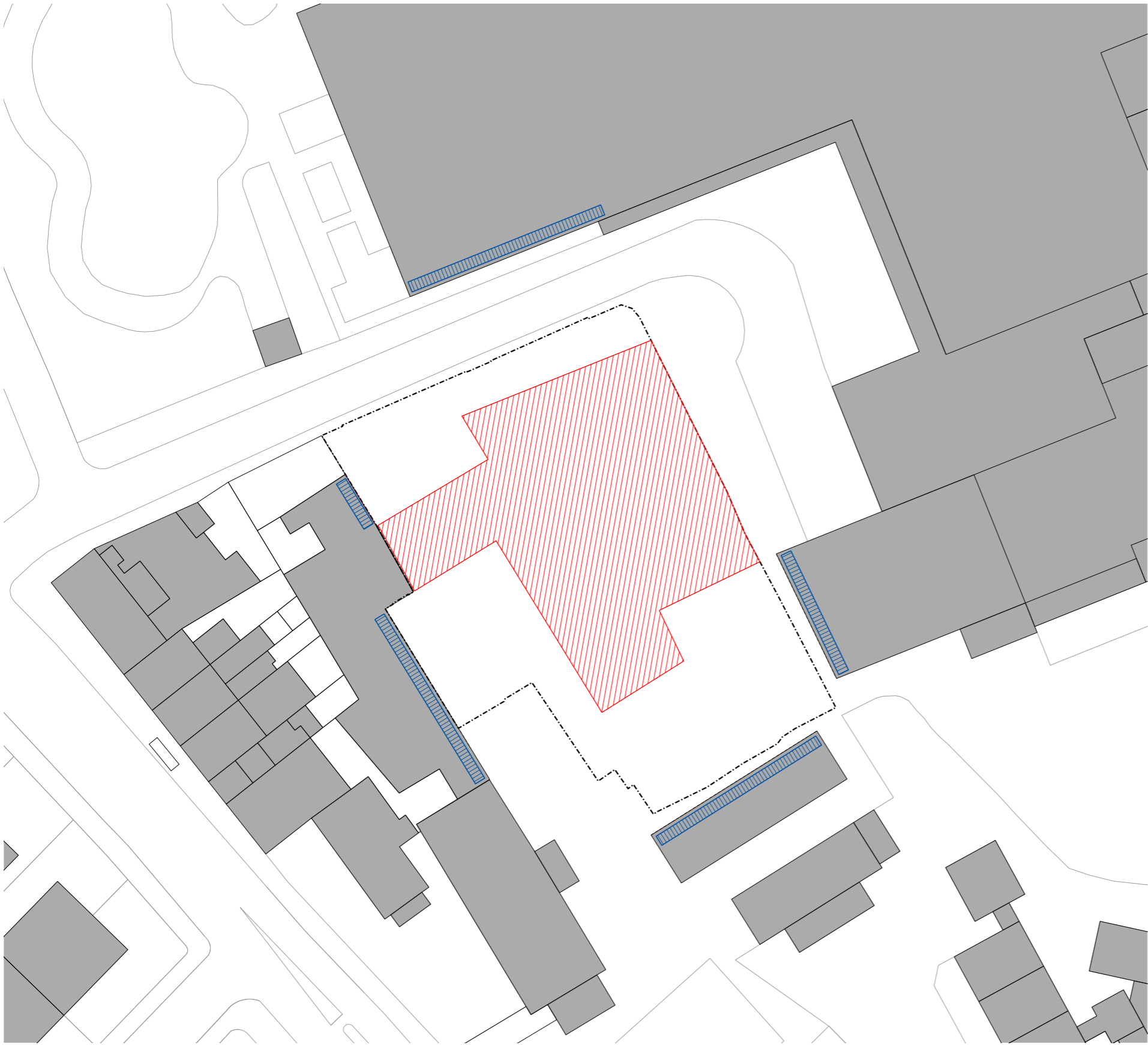
Plan

Site plan

3.2 Approach to the Site

Proposed Site Redevelopment Indicative area

3.2.8 Following this analysis, the adjacent diagram illustrates the resultant reduced developable area of the site due the constraints of the site.



Key

Adjusted development area

Existing Buildings

Existing neighbouring windows

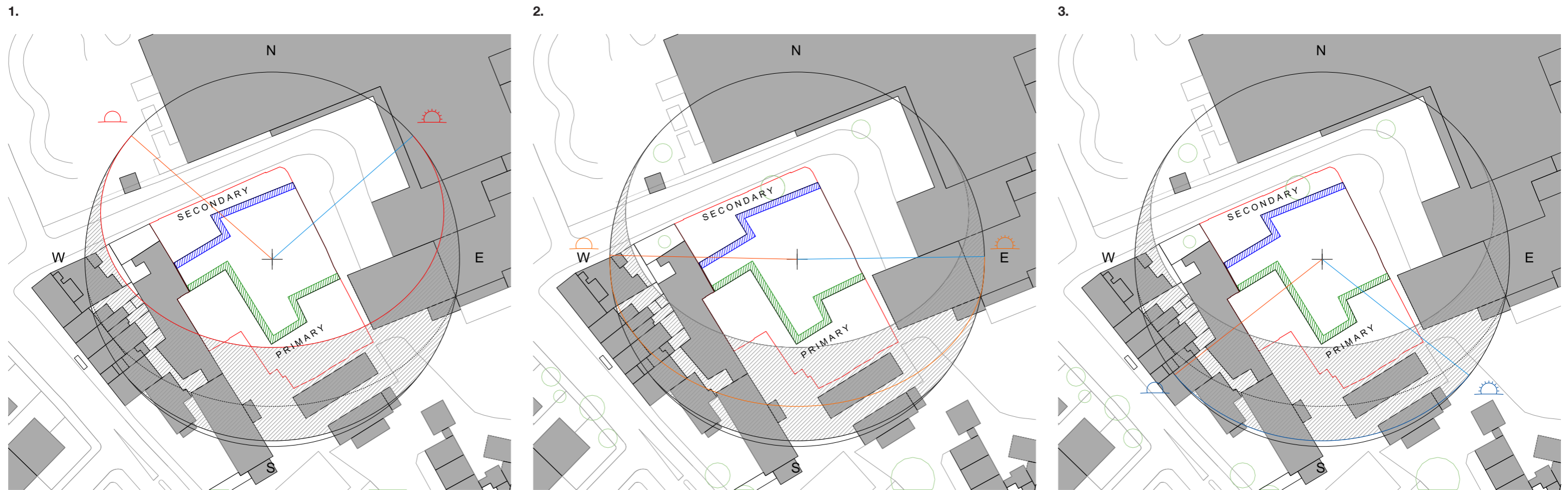
Above left

Plan
Site plan

3.2 Approach to the Site

Sunlight Analysis

3.2.9 Sunlight analysis of the proposed project site, which illustrates that there is a clear primary facade to the south for maximising daylight but also to enjoy the views towards the city.



Above (left)

1. Summer solstice - June 21st

2. Spring and autumn equinoxes

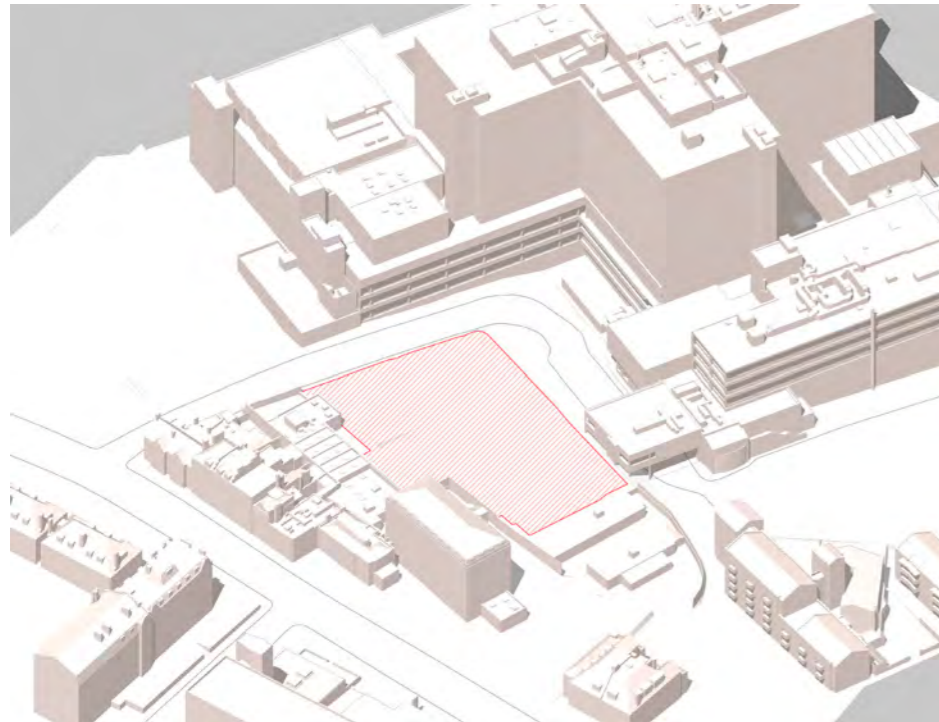
3. Winter solstice - December 21st

3.2 Approach to the Site

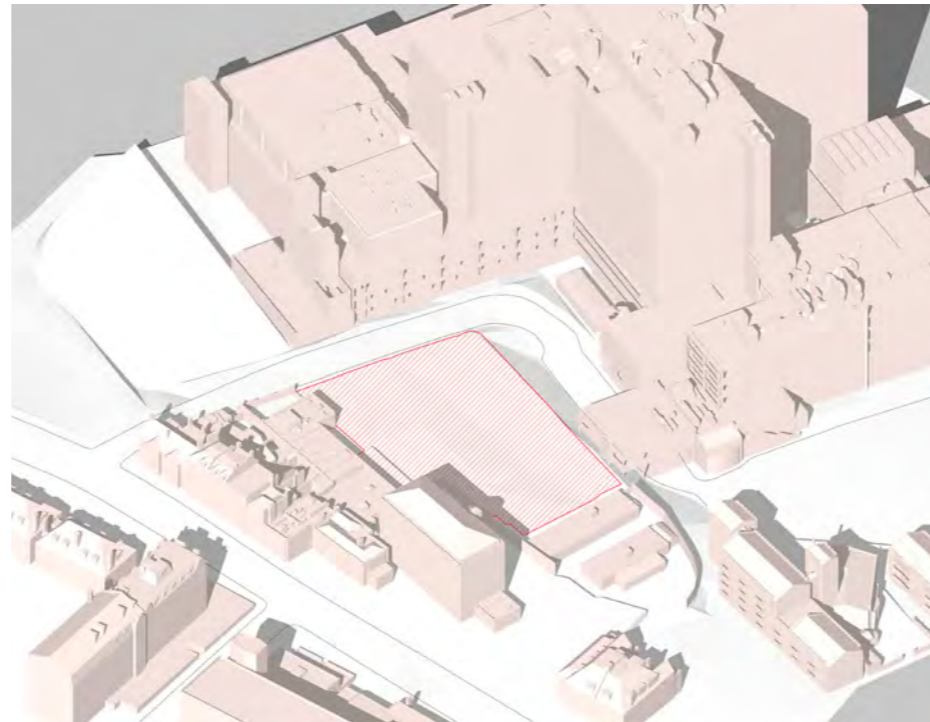
Sunlight Analysis

3.2.10 The below modeling illustrates the sunlight hitting the existing site at 1pm in the Summer Autumn and Winter.

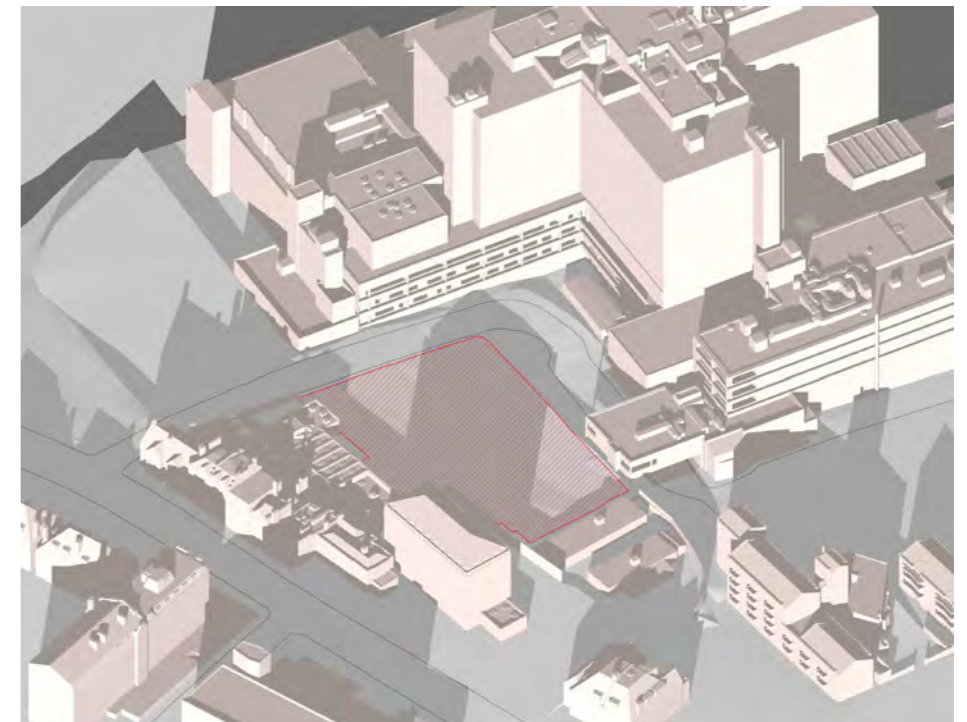
1.



2.



3.



Above (left)

1.
Summer solstice - June 21st (13:00)

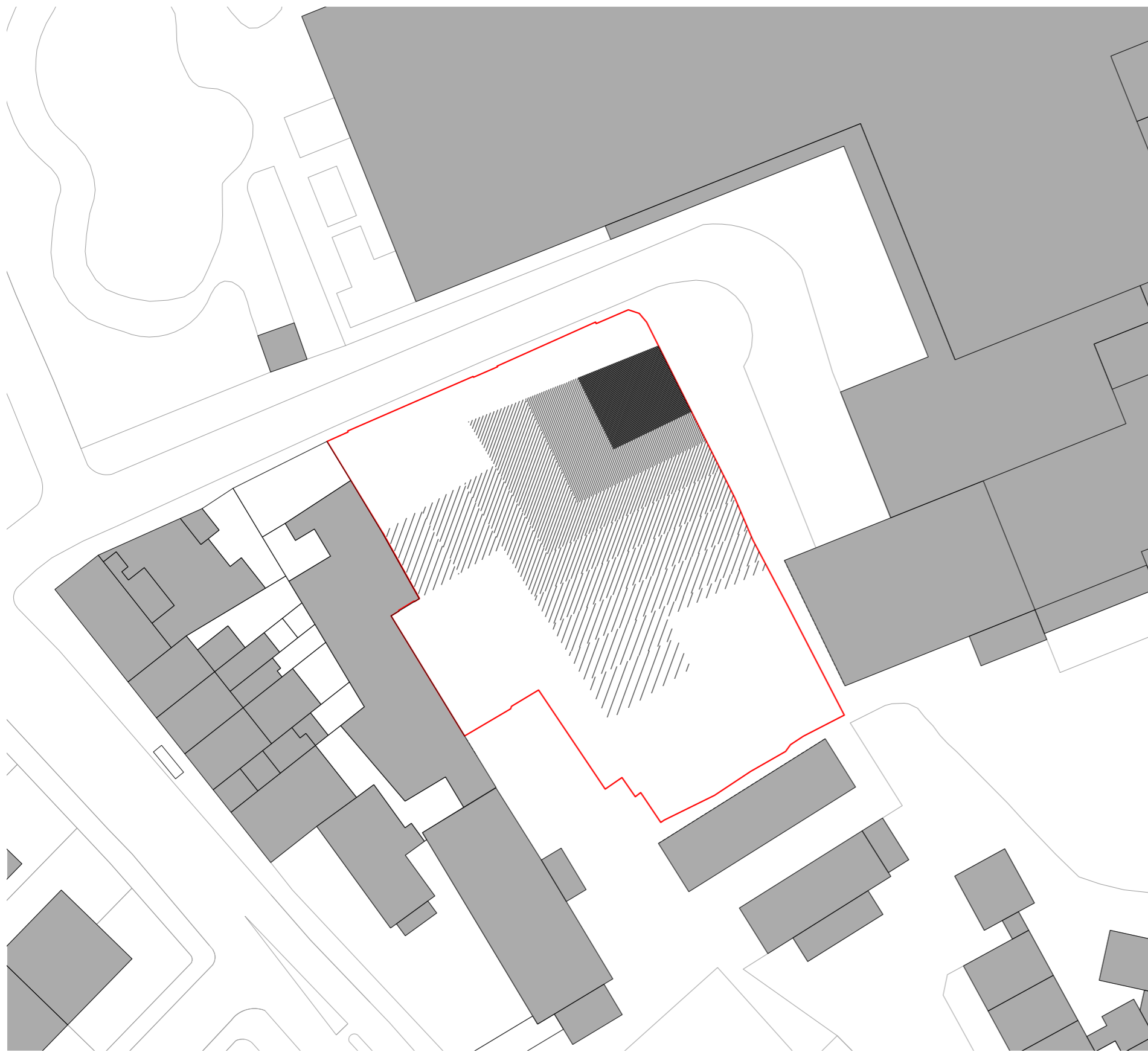
2.
Autumn equinox - September 23rd (13:00)

3.
Winter solstice - December 21st (13:00)

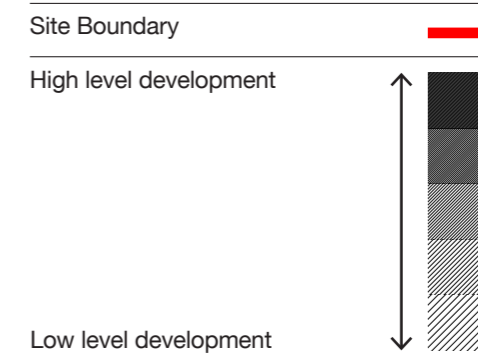
3.2 Approach to the Site

Proposed Site Redevelopment: Building Height

3.2.11 Following the previous analysis of the site constraints, it was logical that the taller element of the development would sit in closest proximity to the hospital. The proposal would then reduce in size towards the school buildings to the east and south of the site, thereby mediating between the two different scales.



Key



Left

Plan
Site plan



3.3 Wider Site Analysis

3.3.1 In parallel with the specific site investigation and prior to the commencement of any design work, a full contextual analysis of the area in which the Bartram's site is located was undertaken. Understanding the surrounding conservation areas, their character and how the subject site interacts with adjacent buildings and areas was essential to ensuring our design reflected and enhanced the surrounding qualities.

3.3.2 The seven conservation areas illustrated adjacent were analysed. In the following pages we present some of the key features of interest which have helped to shape and inform the design proposal.

Key

- 1. Hampstead

- 2. South Hill

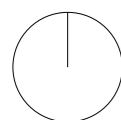
- 3. Mansfield

- 4. Park Hill

- 5. Belsize

- 6. Fitzjohn and Netherhall

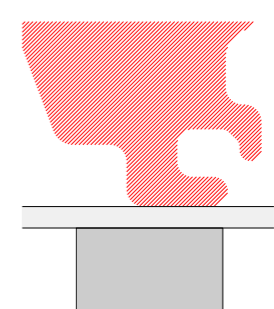
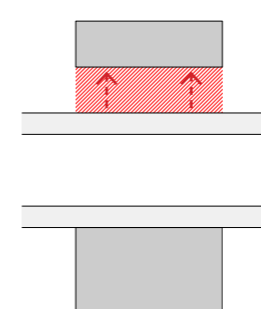
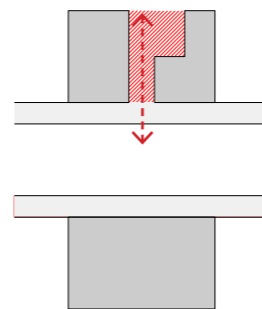
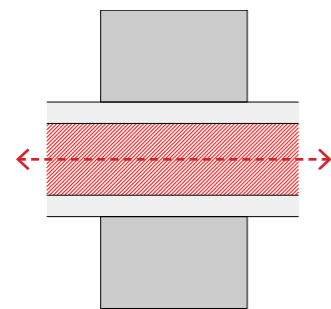
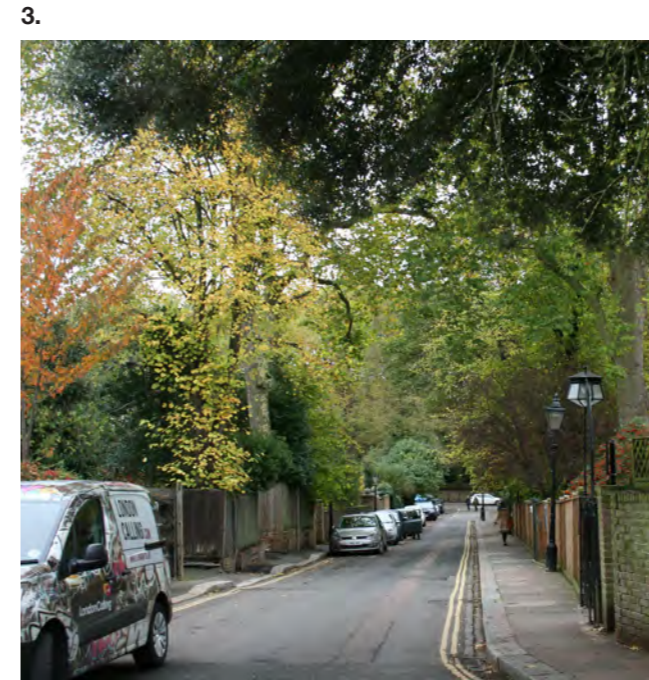
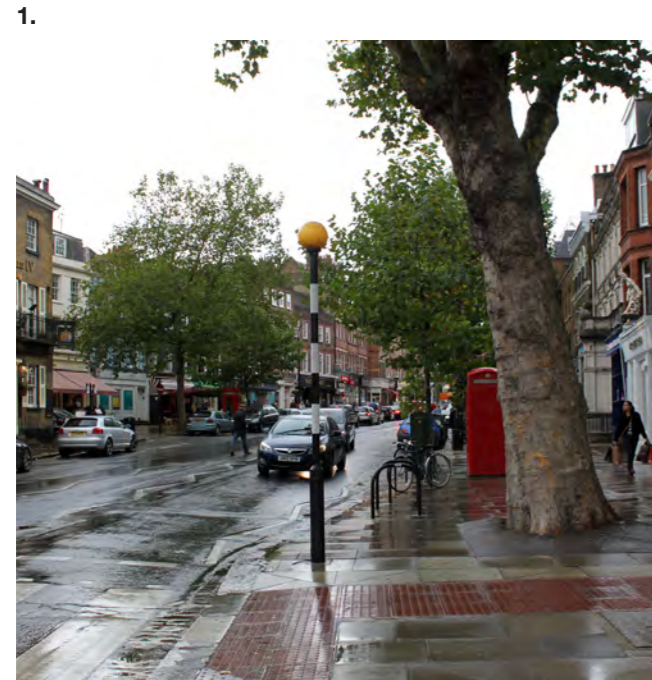
- 7. The site



3.3 Wider Site Analysis

Hampstead Conservation Area: Analysis

3.3.3 When we investigated the Hampstead conservation area, we were inspired by the range of pedestrian experiences through the public realm of Hampstead, from wide streets to pocket spaces and green edges of different extents.



Key

- 1. Open
- 2. Pockets
- 3. Rural front gardens
- 4. Park edge