



29 New End  
Hampstead  
NW3 1JD

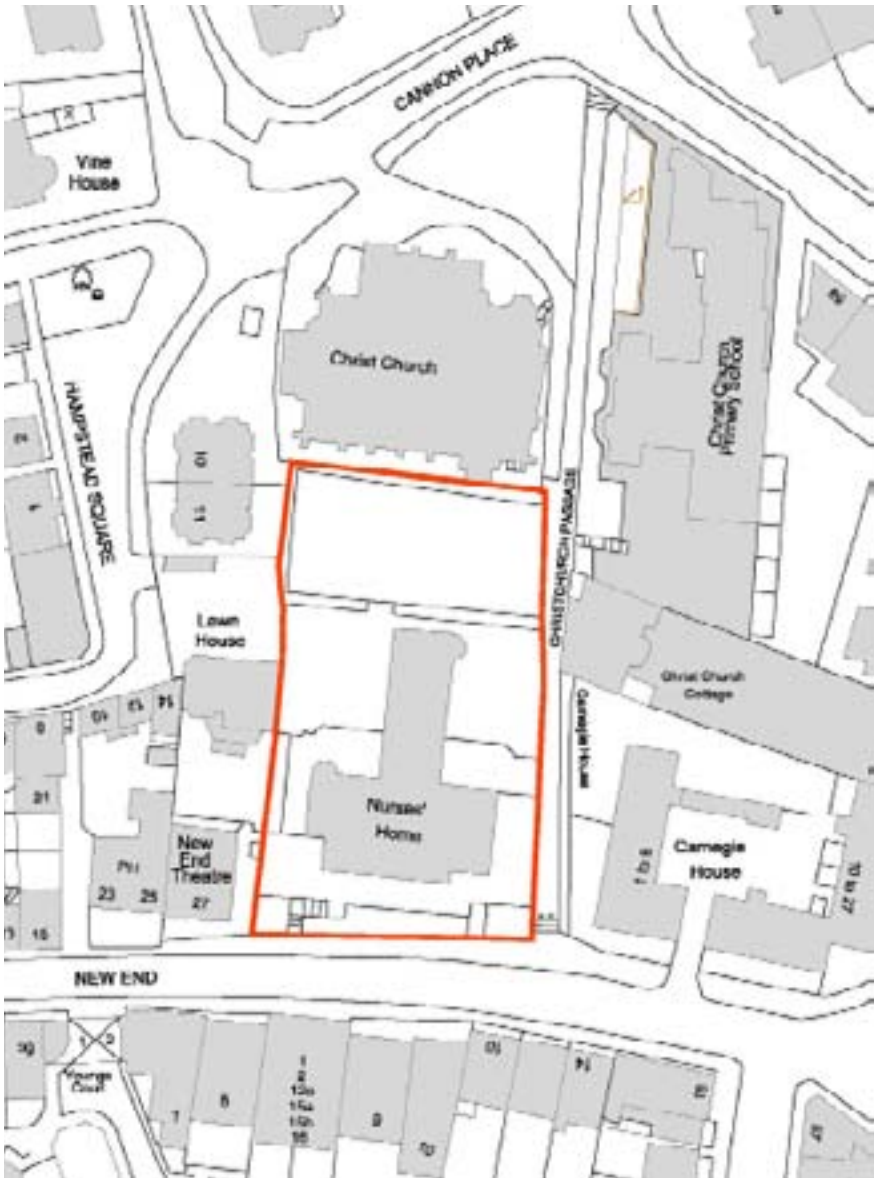
May 2012



## **Design & Access Statement**

KSR Architects  
14 Greenland Street  
London NW1 0ND  
t (020) 7692 5000  
e mail@ksr-architects.com

[www.ksr-architects.com](http://www.ksr-architects.com)



LOCATION PLAN

CONTENTS

INTRODUCTION

- 1.0 Project Proposal

SITE & CONTEXT

- 2.0 Context Description
- 2.1 Aerial Photographs
- 2.2 Photographs for the Site Context
- 2.3 Conservation Area
- 2.4 Site History
- 2.5 Site Description
- 2.6 Photographs of the Site

DESIGN

- 3.0 Planning Application prior to Current Application  
2008 Withdrawn Application by Other Applicant
- 3.1 Design Principles
- 3.2 Design Development London Borough of Camden  
New End Public Exhibitions and Neighbour Consultations
- 3.3 Consultation Summary
- 3.4 Design Consultation
- 3.5 Design Consultation
- 3.6 Design Consultation
- 3.7 Changes to the Withdrawn Application (Ref: 2011/4317/P)
- 3.8 Comparative Elevations: Withdrawn Application - Proposed
- 3.9 Comparative Elevations: Withdrawn Application - Proposed
- 3.10 Comparative Plans: Withdrawn Application - Proposed
- 3.11 Opening to Void Comparison: Existing - Proposed
- 3.12 Plan Form Principles
- 3.13 Proposed Sections
- 3.14 Elevation Design
- 3.15 Elevation Design
- 3.16 Appearance and Materials
- 3.17 Landscape and Open Space
- 3.18 Landscape and Open Space - Existing Photographs
- 3.19 Front Area Landscape Proposal
- 3.20 Rear Area Landscape Proposal
- 3.21 Proposed View
- 3.22 Proposed View

ACCESS

- 4.0 Access Statement  
Access and the Site Context  
Access to the Development
- 4.1 Internal Layout and Inclusive Design
- 4.2 Wheelchair Housing
- 4.3 Emergency Access  
Refuse / Delivery Access  
Servicing/ Maintenance Access  
Substation
- 4.4 Transportation

ENVIRONMENT

- 5.0 Sustainability and Energy Statement

SUPPORTING INFORMATION

- 6.0 Crime Impact Statement
- 6.1 Meeting Lifetime Homes Standard
- 6.2 Unit Mix and Area Schedule

APPENDIX

- 7.0 Proposed Drawings

DESIGN TEAM

Planning Consultants	DP9
Architects	KSR Architects
Structural Engineers	TWS
Energy Consultants	Hoare Lea
Environmental Consultants	Hoare Lea
M&E Engineers	Hoare Lea
Traffic Consultants	TTP Consulting
Sunlight & Daylight Surveyor	GIA
Landscape Architects	Bowles & Wyer
Arboriculturalist	Tree Projects Ltd
Historic Consultant	KM Heritage

PROJECT PROPOSAL

This Design & Access Statement supports a revised application for Planning Permission and Conservation Area Consent for Demolition of 29 New End, Hampstead. The previous application ref: 2011/4317/P (full planning application) and 2011/4322/C (Conservation Area Demolition Consent) was withdrawn on the 25th November 2011. The application is made on behalf of our client, Karawana Ltd. and is for the demolition of the existing building and the construction of 17 apartments with associated basement car parking, amenity space and surrounding landscaping.

This Statement should be read in conjunction with the supporting documents.





CONTEXT DESCRIPTION

The site is located within the Hampstead Conservation Area. It occupies a prominent location on New End and is highly visible from surrounding areas due to its topography.

The site is predominantly accessed from New End, a one way road from Heath Street. Its boundary to the east is a public pedestrian path, Christ Church Passage, which links New End with Cannon Place.

Onto New End, the site is positioned between the former New End Theatre, now a synagogue, and the large residential block of Carnegie House. To the south, on New End, are 19th Century cottages, reproduction Georgian housing from the 1990s and early 18th Century terraces.

The Grade II listed and prominent Christ Church occupies the northern boundary and overlooks the site's designated "private open space". From Hampstead Square to the west, this area of the site is also framed in the context of the Grade II Listed Lawn House and Nos 10 and 11 Hampstead Square.

The combination of a range of building typologies (from churches to cottages) and a range of historical development dates leads to the area being varied in its scale and architecture. The regular terraces from Heath Street move down past the site, separating into a more domestic and looser arrangement. Thus its immediate and greater context are characterised by a variety of residential building styles as well as other building types – churches, schools, hospitals etc.

*In a very small radius of just a couple of hundred metres, from Heath Street in the west to Well Walk in the east, and from New Court in the south to Christ Church in the north, there is an extraordinary variety of building types, sizes, styles and age. Unlike other parts of London, where the development of land and estates by single builders resulted in the Georgian squares or Victorian terraces, there is no single architectural style that characterises the area around New End or indeed across Hampstead.*

(extract from KM Heritage supporting Historic Environment Assessment)

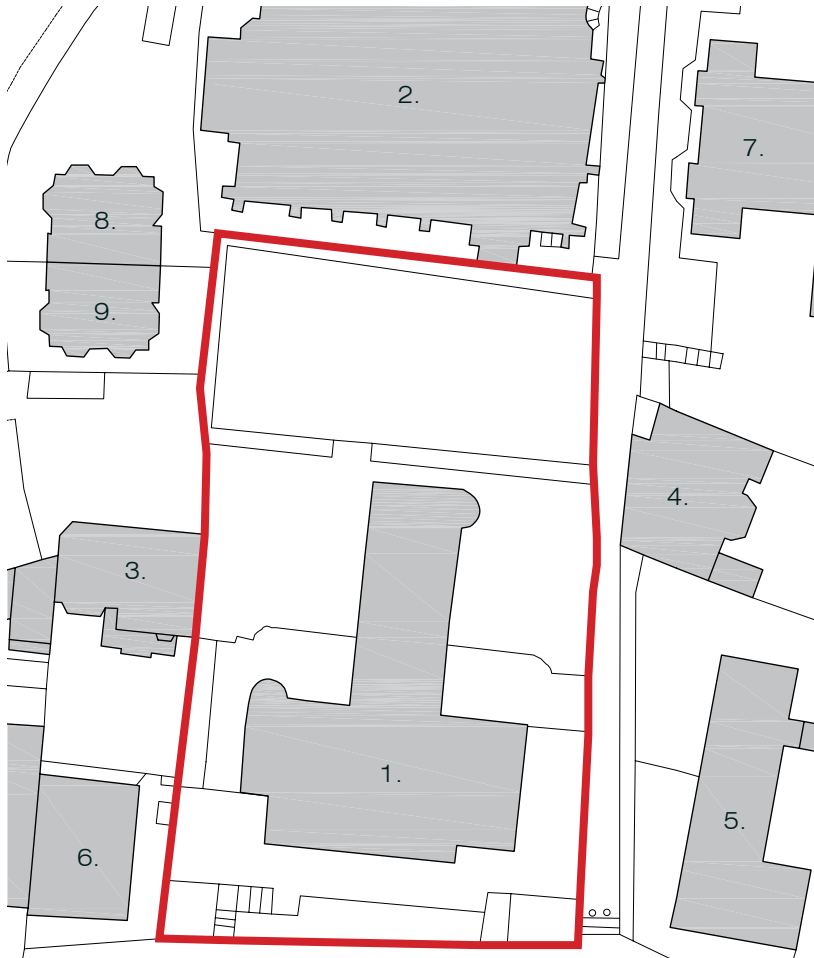
The area has good transport connections with Hampstead Underground Station (Northern Line) within 150m and mainline rail connections at Hampstead Heath for the City. There are numerous bus services operating within the vicinity of the site as well as good access to the M1 and wider motorway network.

Surrounding Building Key:

- 1. 29 New End (Existing building)
- 2. Christ Church
- 3. Lawn House
- 4. Christ Church Cottage
- 5. Carnegie House
- 6. Synagogue - previously New End Theatre
- 7. Christ Church School
- 8. 10 Hampstead Square
- 9. 11 Hampstead Square



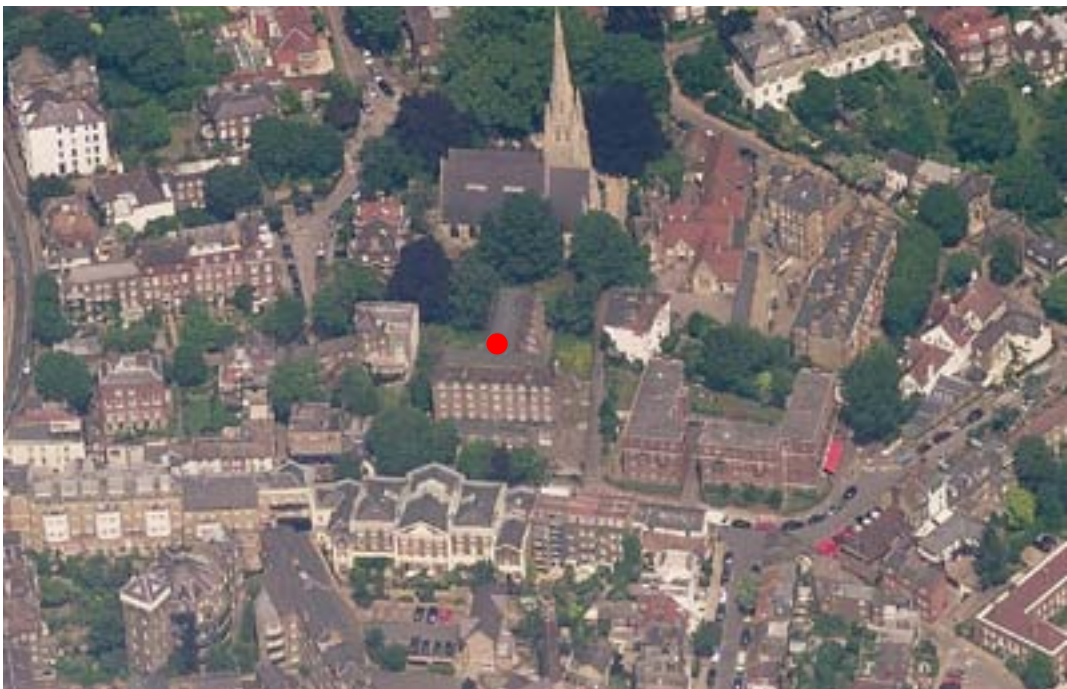
LOCATION PLAN



BUILDING IDENTIFICATION  
IN THE SITE CONTEXT



AERIAL PHOTOGRAPHS



VIEW FROM SOUTH



VIEW FROM WEST



VIEW FROM NORTH



VIEW FROM EAST





01. PEDESTRIAN BACK ROUTES



02. CHRIST CHURCH & PRIVATE OPEN SPACE



03. NEW END VIEW WEST



04. CHRIST CHURCH PASSAGE  
VIEW SOUTH



05. CHRIST CHURCH PASSAGE  
VIEW NORTH



06. NEW END SYNAGOGUE (FORMER NEW END THEATRE)

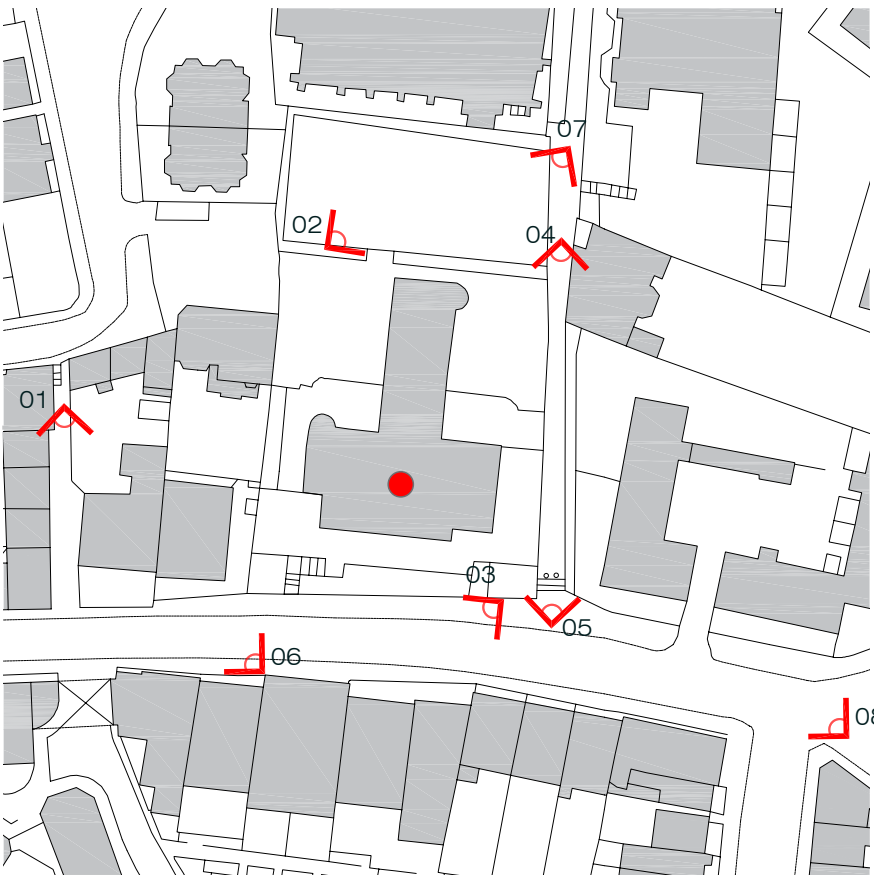


07. CHRIST CHURCH PASSAGE  
VIEW NORTH



08. EXISTING NURSES' ACCOMMODATION

PHOTOGRAPHS OF THE SITE CONTEXT





LISTED BUILDINGS SURROUNDING THE SITE



6: Christ Church  
6 Cannon Place  
Grade II



7: Christchurch School and School Houses,  
57 Christchurch Hill  
Grade II



10: Lawn House, 5 Elm Row  
(side viewed from existing Nurses Hostel building) Grade II



11: Original Workhouse Block at Former New End Hospital, New End (right)  
Nos. 10-14 New End (left) Grade II  
Grade II



Listed buildings within the site context

- |     |   |           |
|-----|---|-----------|
| 1:  | No. 1 Cannon Place  | Grade II  |
| 2:  | Cannon Hall, Squire's Mt  | Grade II* |
|     | Cannons Lodge, Squire's Mt  | Grade II* |
| 3:  | Vine House, Hampstead Square  | Grade II  |
| 4:  | Nos. 7-9, Hampstead Square  | Grade II  |
|     | Friends Meeting House   | Grade II  |
| 5:  | Nos. 1,2,4 & 5 Hampstead Square   | Grade II  |
|     | No 2 Elm Row  | Grade II  |
|     | No 1 Elm Row  | Grade II* |
| 6:  | Christ Church, Cannon Place   | Grade II  |
| 7:  | Christchurch School and School Houses,<br>57 Christchurch Hill  | Grade II  |
| 8:  | Providence Corner and Cannon Cottage,<br>24 Well Road   | Grade II  |
| 9:  | Elm Lodge and Attached Garden Wall,<br>2 Elm Row  | Grade II* |
| 10: | Lawn House, 5 Elm Row   | Grade II  |
|     | Stables of the Duke of Hamilton Public House,<br>5 Elm Row  | Grade II  |
| 11: | Original Workhouse Block at Former New<br>End Hospital, New End   | Grade II  |
|     | Nos. 10-14 New End  | Grade II  |
| 12: | Circular Ward and Attached Ablution and Water Tank<br>Tower at Former New End Hospital,<br>Upper Hampstead Walk | Grade II* |
| 13: | Infirmary Block and Linking Corridors at Former<br>New End Hospital, 1 Upper Hampstead Walk                     | Grade II  |

CONSERVATION AREA

The site is located within the Hampstead Conservation Area, within Sub Area Two: Christ Church / Well Walk.

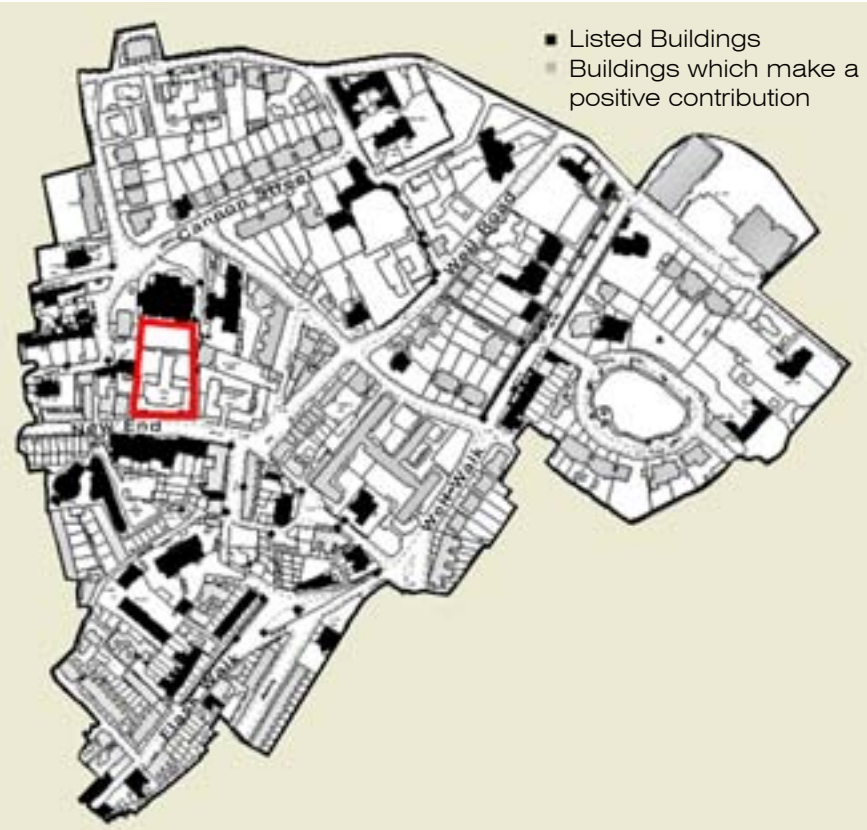
The Christ Church / Well Walk sub area is comprised of six identifiable areas, the site sits between that of New End / New End Square (to the South) and Christ Church (to the North)

The site is described in the Hamstead Conservation Area Statement as:

*New End changes east of the pub as the road widens and the type of buildings alters. The Nurses Home sits above the road level and is five storeys high with pitched roof and a ground floor that is set forward. It is a plain building with casement windows. There is mature horse chestnut in front of the Nurses Home, softening slightly the buildings overbearing quality as it looms over the street.*

As a whole, Hampstead is a Conservation Area of considerable quality and variety. A range of factors and attributes come together to create its special character. These are principally: its topography, the Heath and the range and excellent mix of buildings.

For further detail in this regard please refer to accompanying Historic Environment Assessment prepared by KM Heritage.



SUB AREA TWO: CHRIST CHURCH / WELL WALK  
(LB Camden Conservation Area Statement - page 17)





1762



1864



1866



1893



1936



1953

**SITE HISTORY**

A detailed Historic Environment Assessment prepared by KM Heritage accompanies this planning application. The images to the left document the site development, indicating the existing building dates from around the 1950's.

With the exception of the small building in the map of 1864 the existing building appears to be the first to be constructed on the site.

The existing building is former nurses' accommodation, serving the workers of the New End Hospital, on the south side of New End.

The hospital remained in use until 1986, when it was sold and the proceeds used to fund the redevelopment of Queen Mary's Maternity Home. The adjacent hospital buildings were converted to residential accommodation in the 1990's.





CHRIST CHURCH PASSAGE PRIVATE OPEN SPACE  
On-line Core Strategy Proposals Map (adopted 2010)



CAMDEN DESIGNATED PRIVATE OPEN SPACE  
On-line Core Strategy Proposals Map (adopted 2010)



VIEW OF PRIVATE OPEN SPACE FROM CHRIST CHURCH PASSAGE

**SITE DESCRIPTION**

The existing building on the site of 29 New End was formerly in use as nurses' accommodation, that was associated with the nearby former New End Hospital. The building has been vacant since 2005. It appears to have been built in the early 1950s. The building is T-shaped, with a block facing New End and a block running back northwards into the site. 29 New End is within the Hampstead Conservation Area, and there are a number of listed buildings in close proximity to the site.

The present building on the site is an unremarkable and generic mid-20th century structure; it is configured over ground and four upper floors and provides 75 single bedrooms. The property is set in grounds extending to 0.238 hectares (0.588 acres). The building has an area of 2,720 sq m (29,278 sqft).

It lacks elegance and good proportion, and sits on its site in an expedient fashion that is unrelated to the context. It presents itself as an impervious block, offering an unfriendly relationship with the street at ground level. It is not indicated as making a positive contribution to the Conservation Area.

The building and the site are now in a poor condition.

The site is terraced from the top, adjacent to Christ Church to the north, down to New End at its southern boundary. The overall level change across the site is 7.5 meters.

In addition to its overbearing quality, the building sits on a series of tiered plinths and has no relationship at the Southern perimeter, at street level to New End.

The northern part of the site is designated as Private Open Space by the Core Strategy Property Map (2010).

**OPEN SPACE**

Policy CS15 of the adopted Core Strategy (2010) seeks to secure improvements to open space from developments that create an additional demand for open space.

Policy DP31 of the adopted Development Policies (2010) seeks to increase the quantity and quality of open space in Camden.

The Draft Site Allocations document requires development on the proposal site to protect the Christchurch Passage Open Space which forms the northern part of the site.

The landscaping improvements and refurbishment of the Christchurch Passage Open Space to the north of the site will ensure that open space provision in the area is significantly enhanced and is in accordance with policy requirements.

Please refer to the accompanying Planning Statement prepared by DP9 for further detail in this regard.



PHOTOGRAPHS OF THE SITE



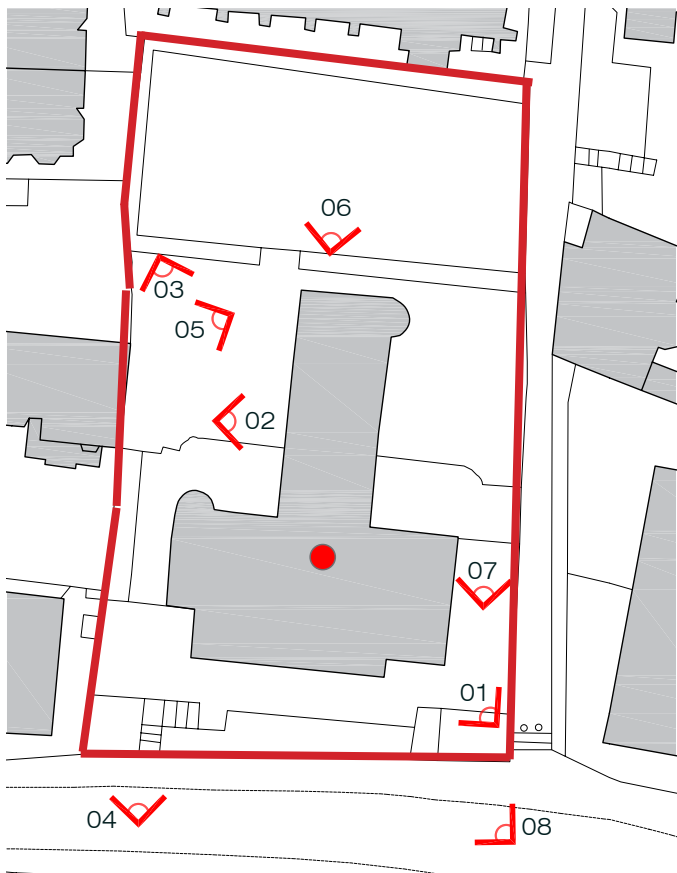
01. EAST ELEVATIONS



02. WEST ELEVATIONS



03. NORTH ELEVATION



04. EXISTING STEPPED ACCESS



05. VIEW TO LAWN HOUSE



06. DESIGNATED PRIVATE OPEN SPACE

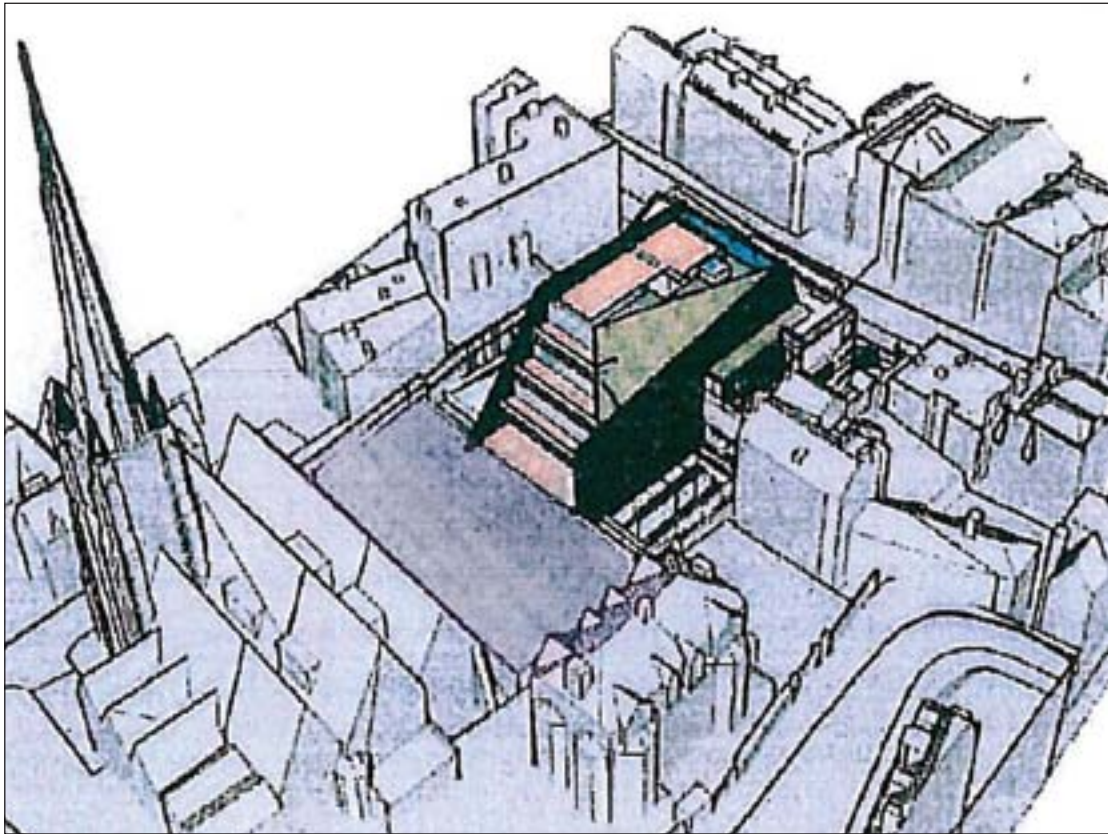


07. EXTERNAL STEPS UP TO DESIGNATED PRIVATE OPEN SPACE.



08. EXISTING NURSES' ACCOMMODATION





**2008 WITHDRAWN APPLICATION  
BY DIFFERENT APPLICANT AND CONSULTAN TEAM**

A planning application for this site was submitted by another applicant and architect in February 2008.

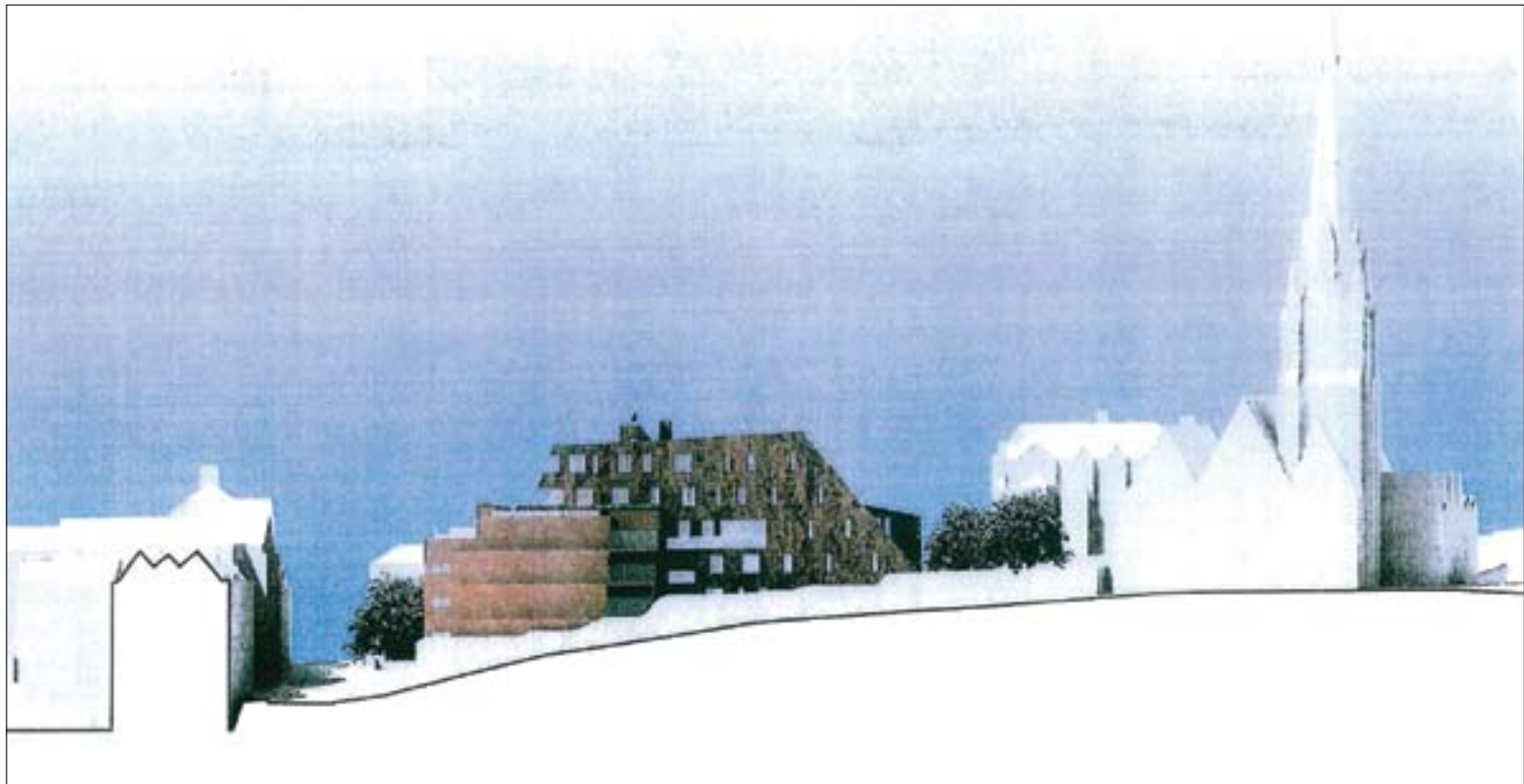
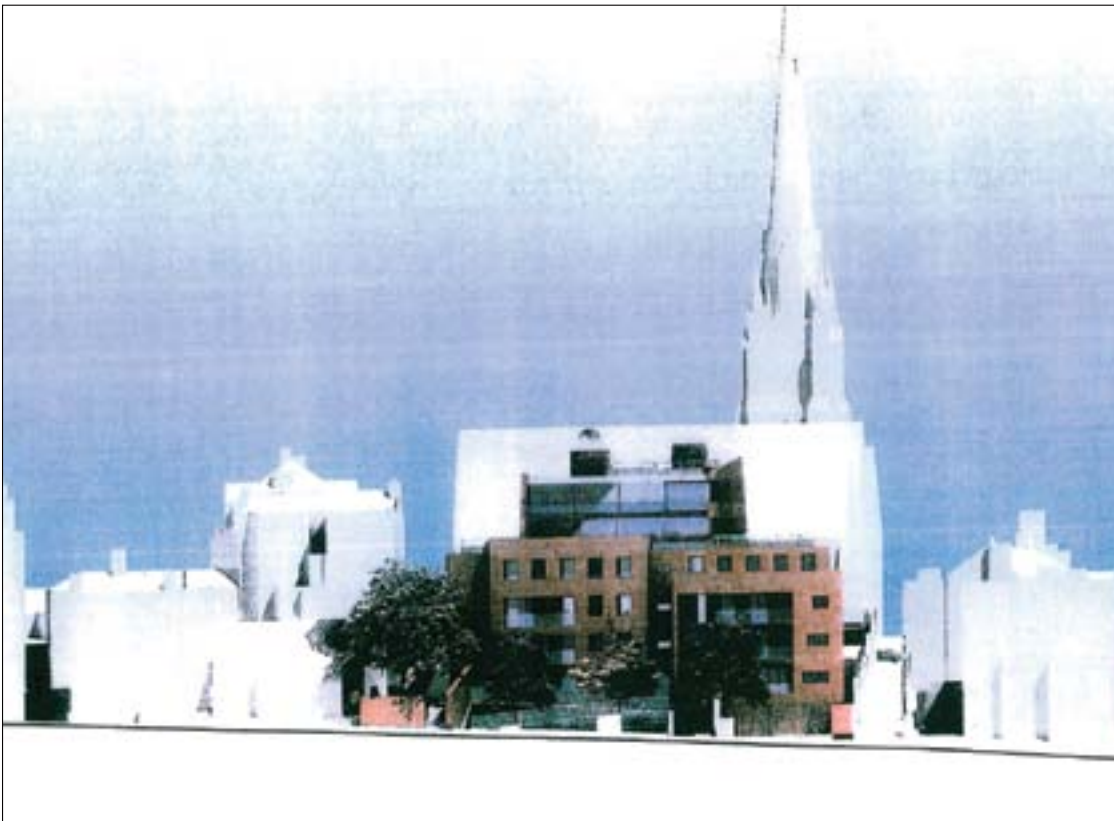
The images here show the previous proposed scheme.

This scheme consisted of 27 apartments of which 14 were private and 13 were affordable.

Concerns were raised by local resident groups and the London Borough of Camden who considered that the proposed building caused harm to the character and appearance of the Conservation Area within the setting of listed buildings, and that the composition was 'alien in its context'.

Following this, the application was subsequently withdrawn.

Karawana Limited, are now looking to redevelop the site with a more appropriate and sympathetic scheme.







1 SITE PRINCIPLES

## DESIGN PRINCIPLES

The proposed new building on the site is kept to the similar area of site as the existing building, replicating approximately the T-shaped plan of the existing and retaining the open space to the rear.

The building will be stepped in both plan and massing to provide appropriate articulation and reduce its scale.

The remaining open spaces around the building will be well landscaped providing enhancement to New End, the church and surrounding context.

The main principles of the new proposals are as follows:

- Scale and massing of the new building to relate to the surrounding buildings.
- Enhancement of the quality and scale of the buildings onto New End.
- Creation of a landscaped forecourt onto New End at pedestrian level significantly contributing to and enhancing the street.
- Protection of the Private Open Space to the rear and landscaping to provide a common garden for residents while enhancing the outlook from adjacent properties and the setting for the church.
- Maintaining existing views through the site and from adjacent properties.
- Layout of the proposed building to follow the general T-shape of the existing building.
- Position of 'living' and 'sleeping' areas to maximise the views whilst minimising any overlooking to neighbouring properties.

Car parking and various ancillary residential functions are set within the site slope at basement level, leaving the spaces around the buildings to be landscaped and uncluttered. The upper parts of the building are stepped, and façade to New End is also articulated.

The architectural expression of the proposal has been developed from earlier iterations to make a simple, contemporary statement recognising the materials, proportions and solid to void qualities of the existing fabric; ensuring the building both contributes and relates to the context.

Replacing an unattractive building that is no longer in use with a well-designed, contextual scheme will positively enhance the character and appearance of the Hampstead Conservation Area. The careful scaling and massing of the development preserves and enhances the setting of nearby listed buildings.



DESIGN DEVELOPMENT

LONDON BOROUGH OF CAMDEN

Extensive meetings have taken place with LB Camden planning officers over the past 4 years and substantial changes have been made to the scheme on each occasion to respond to the issues raised. The process of consultation follows submission of the initial pre-application document in November 2008.

An application for full Planning Permission was submitted in August, 2011. This application was withdrawn on the 25th November, 2011.

Following the withdrawal of the application, further meetings were held with Camden in the period December 2011-February 2012 to discuss the design approach and significant alterations to the scheme were made.

The key pre-application meetings and associated design history of the development are outlined in the summary. Illustrative material demonstrates the design development.

NEW END PUBLIC EXHIBITIONS AND NEIGHBOUR CONSULTATIONS

Public exhibitions have been held on three occasions in order to ensure the local residents have been kept informed of developments and given the opportunity to comment. The response to these exhibitions is fully documented and full consideration has been given to the comments.

In addition, numerous meetings have been held with immediate neighbours and councillors to discuss the proposals and concerns.

The topics covered included:

- The Previous Application
- Site Strategy
- Design Development Process
- Current Proposals
- Details, Traffic and Sustainability

The dates of the exhibitions were as follows:

		2012	Further public exhibitions to be held
2nd	December	2010	(Apartment Proposal)
20th	July	2009	(Apartment Proposal)
22nd	April	2009	(Housing Proposal)

The feedback from these exhibitions has been considered in combination with Camden Planning consultations. The changes are identified under the Consultation Summary (3.3).



CONSULTATION SUMMARY

1. February 2009

- Initial Proposal of 4 Townhouses to New End and 2 detached villas to the rear.
2. July 2009

- Changes to elevational treatments.
3. July 2009

- Consideration of 'Private Open Spaces' to the rear.
  - Change in residential arrangement to Apartments, echoing the outline of the existing building.
4. September 2009

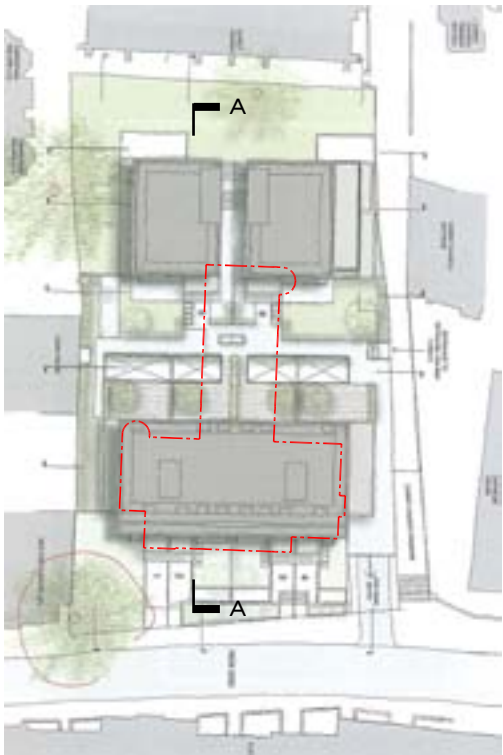
- Significant top floor setbacks to reduce street level scale and impact on New End.
  - A change in elevational treatment to a more contemporary aesthetic.
5. January 2010

- Adjustment to positions of main facade and projecting bays to reduce the scale of the elevation.
  - Development of elevational principles to achieve a contemporary approach whilst recognising the nature of the local conservation area.
  - Development of details, materials and proportions.
  - Omission of a second basement level.
6. April 2010

- Refinement of detail and proportion of elements to recognise surrounding architectural style.
  - Reduction of massing onto Christ Church Passage.
  - Introduction of a variety of architectural elements, such as balconies, feature windows and recessed balconies.
  - Change to treatment of the lift shaft elements to reduce scale and increase detail/ variety.
  - Treatment of facade onto open space refined to relate to Lawn House and 10 & 11 Hampstead Square.
7. August 2010

- Adjustments to the width of the 'back building' at the upper levels to resemble a clearer 'T-shaped' building.
  - Adjustment to side/corner bay to create a building corner with a more vertical character.
  - Reduction in height of the side bays onto Christ Church Passage and Hampstead Square to reduce massing
  - Development of the window positions, to echo the more vertical layout of the existing building.
  - Lowering of rear bay(s) level to provide amenity space to Apartment 14.
  - Adjustment to slope of roof edge to soften building profile
8. December 2011

- Further adjustments to the building (refer to the list of changes on 3.7)



Christ Church Passage Elevation



Section AA

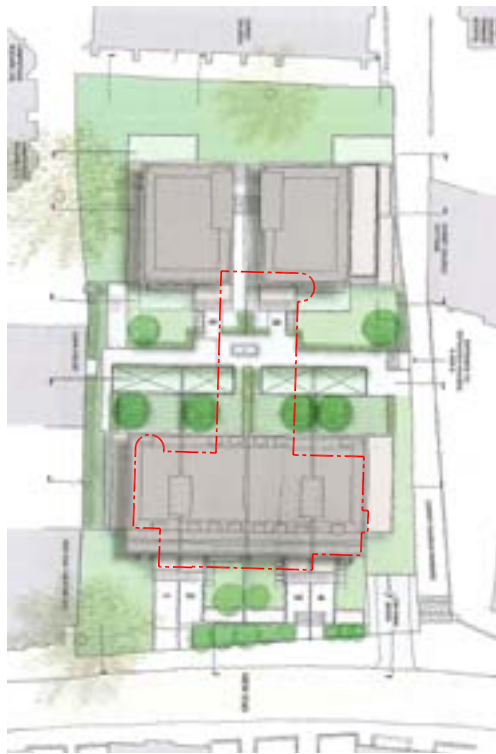
- 
- Initial Proposal of 4 Townhouses to New End and 2 detached villas to the rear.



Elevation to New End

1. February 2009  
First Proposal





Christ Church Passage Elevation



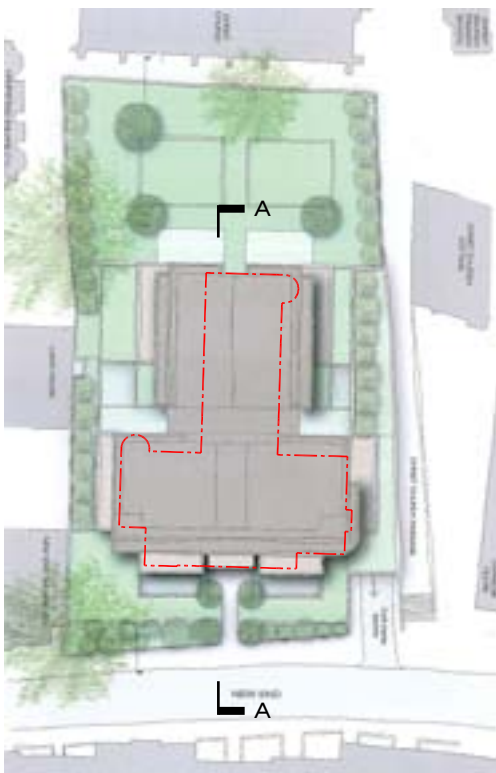
Section AA

- Changes to elevational treatments.



Elevation to New End

2. July 2009 Houses



Christ Church Passage Elevation



Section AA

- Consideration of 'Private Open Spaces' to the rear.
- Change in residential arrangement to Apartments, echoing the outline of the existing building.



Elevation to New End

3. July 2009 Apartments