

3.1 Process

3.1.5 Evaluation

Amended Masterplan

The review exercise undertaken following the DM forum identified the opportunity to enhance the masterplan and the community provision of the scheme through the introduction of affordable housing units.

In addition to meeting the target criteria of reduced building heights and affordable housing provision, the amended masterplan also provides additional tree planting and landscaping to enhance the quality of the public space adjacent to Maygrove Peace Park.

The proposed masterplan aims to create a coherent and high quality new place in West Hampstead for children and families to live, learn, work and play, that is integrated with its surroundings and enhances them.



Amended site masterplan, August 2014, prior to design development stage

3.2 Use

The proposed masterplan provides a mixed use development which reflects the diverse range of uses in the neighbourhood. The Liddel Road Redevelopment will include:

- A Four Form Entry (4FE) infant school expansion of Kingsgate Primary School providing 420 places across the school and nursery.
- A five storey residential building containing 66 housing units, of which four will be affordable housing (one for sale, three intermediate shared ownership/social rent).
- An eleven storey residential building housing 40 housing units.
- A worksapce building providing managed workspace over five storeys.
- A new public open space at the heart of the development.
- A combined heat and power (CHP) facility with potential to serve all the new buildings on the site.

These uses will work together to create a new place which has activity throughout the day, with the school, residential development and workspace all providing an active street presence to the new public space. The diversity of use both reflects the surrounding context and supports the development of a vibrant, sustainable community.



Visualisation of proposed new public space with school, housing and worksapce

3.3 Amount

The scope of the proposed works includes the demolition of 3,667 sqm (GIA) of existing single storey workspace buildings. The redevelopment will include:

- 2,392 sqm of school building
- 3,729 sqm of worksapce
- 10,247 sqm of residential buildings

The quantity of development has been established to respond appropriately to the scale and mass of neighbouring buildings and in recognition of the existing high provision of local amenities and public transport links. Detailed area schedules for each building within the proposed development is provided in sections 4.3 (School), 5.3 (Residential) and 6.3 (Workspace).

USE TYPE	PROPOSED GIA (sqm)	No. UNITS	No. HABITABLE ROOMS
SCHOOL	2,392	-	-
PHASE 1 TOTAL	2,392	-	-
RESIDENTIAL		-	-
- Tall Building	4,180	40	122
- Mansion Block	6,129	66	197
- TOTAL	10,247	106	319
WORKSPACE	3,729	-	-
PHASE 2 TOTAL	13,976	106	319
OVERALL SITE TOTAL (PHASES 1 & 2)	16,368	106	319

3.4 Layout

3.4.1 Masterplan Design

The layout of the masterplan aims to create a successful integration of the proposed new uses within the existing context. All areas are designed to suit a specific purpose and therefore provide a useful community resource and optimise the site potential. This chapter describes the layout of buildings within the masterplan. The detailed layouts of each building are described in subsequent sections of this report.

Public Space

The masterplan is arranged around a new public space at the heart of the Liddell Road site, linking Maygrove Road to Maygrove Peace Park. The new public space is designed as a practical addition to the open space in the area and its location and design have been considered to provide a safe, inclusive space with overlooking provided by adjacent buildings.

School

The school is located in the northeast corner of the site, with a strong community presence and visible point of entry from the new public space to the west and a protected playground space to the east. The school buildings are located to the north of the school site, providing maximum sunlight exposure to the school playground. The location adjacent the five storey residential block provides beneficial passive surveillance of playground spaces outside school hours.

Maygrove Road Residential Building

To the south of the site, a new residential building is proposed behind the existing woodland embankment. This block responds in scale to the existing houses on the south of Maygrove Road. The retention of the existing trees in front of the block provides a visual screen to the new buildings when viewed from the existing houses to the south.

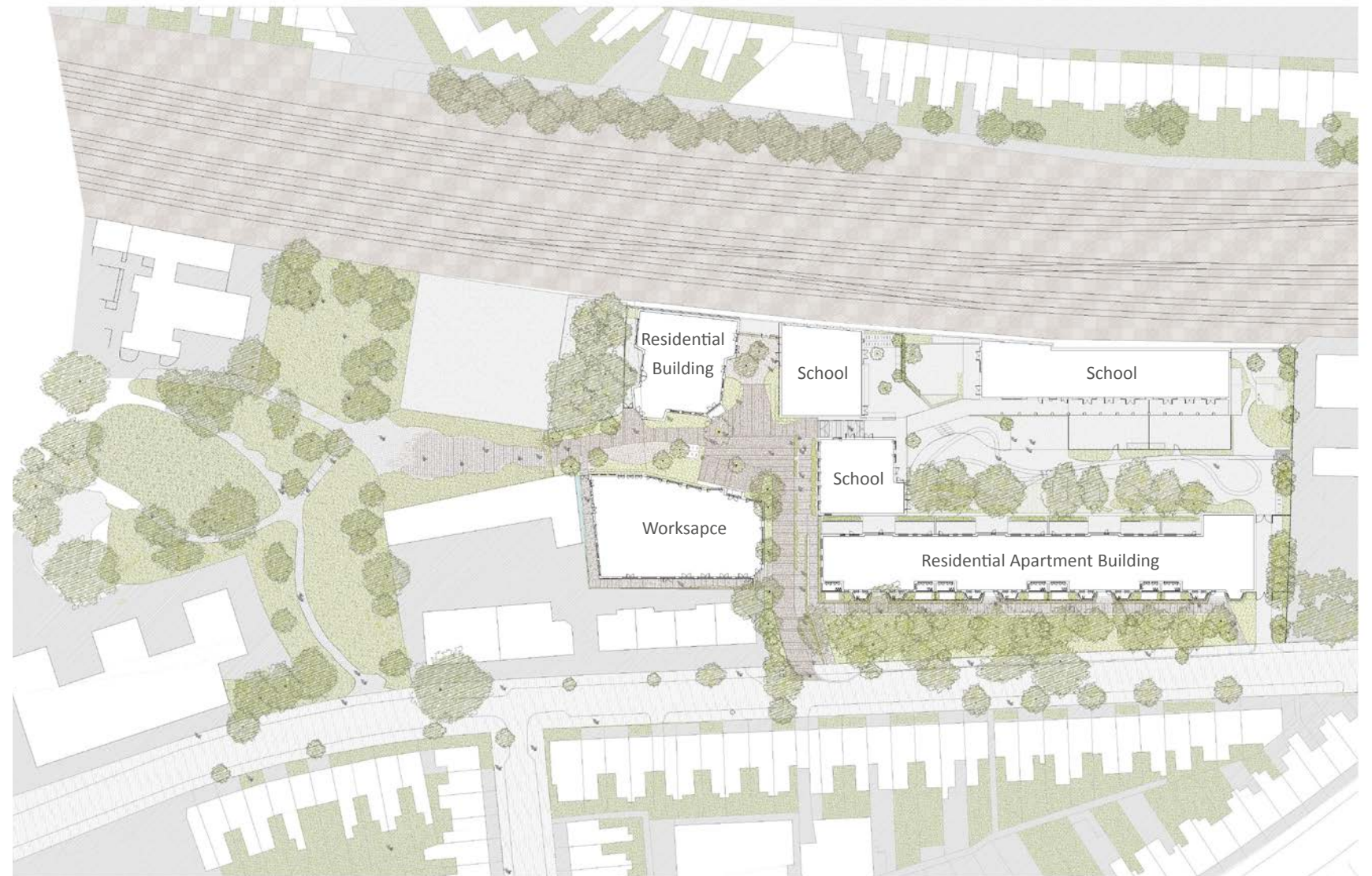
Residential Tall Building

A tall residential building is located to the northwest corner of the site. This location has been carefully considered, being located remotely from neighbouring buildings with the railway line to the north, the location supports a taller building without overshadowing of neighbouring homes or workspaces.

Workspace Building

The workspace building is located to the south west corner of the site, co-located with existing neighbouring commercial buildings and forming a 'Workspace Quarter' for Maygrove Road. The location of the workspace benefits from direct access to the new public space, enhancing footfall in this new place and enlivening the development.

Details of alternate layouts that have been explored for the masterplan are described in section 3.1 of this report.



Masterplan

3.4 Layout

3.4.2 Site Levels

The site layout has been developed to work with the existing site topography where possible, whilst ensuring that the new buildings remain accessible to all users.

Entrances to the school, tall residential building and worksapce are all provide from the new public space, accessible from a new shared surface from Maygrove Road, which has been designed to meet the guidelines of BS 8300, *Design of buildings and their approaches to meet the needs of disabled people*.

The masterplan proposal allows for an additional school access point at the existing Liddell Road junction with Maygrove Road. This access point is anticipated to allow for emergency vehicle access to the school playground, sporadic large deliveries and a secondary pedestrian access to the school using the existing site gradient.

The existing slope to the embankment on Maygrove Road, will be retained in order to retain as many trees on site as possible. A new walkway will be provided behind the embankment, accessible at grade from the east and west.

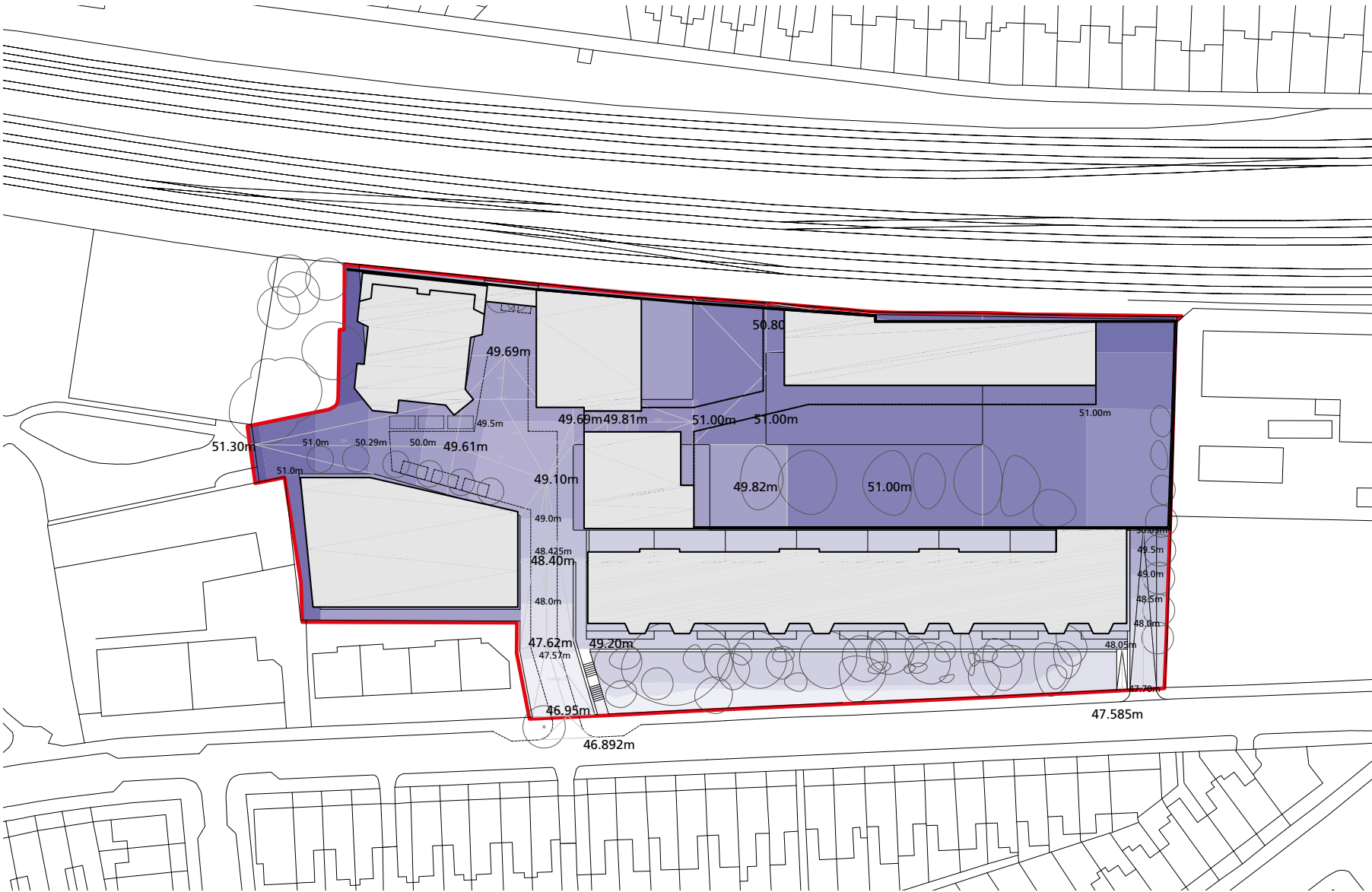


Diagram of proposed site levels

49.00m - 49.49m	51.50m or above
48.50m - 48.99m	51.00m - 51.49m
48.00m - 48.49m	50.50m - 50.99m
47.50m - 47.99m	50.00m - 50.49m
47.00m - 47.49m	49.50m - 49.99m

3.5 Scale

The masterplan has been designed to provide a set of buildings with a mass and scale that provides a successful composition and is responsive to the surrounding context. The masterplan consists of the following:

- A two storey school building
- A five storey residential building, with set-back top floor
- An eleven storey residential building
- A five storey workspace building, with set-back top floor

School

The volume of the school is defined by the required teaching spaces, which must meet guidelines set out in *Building Bulletin 99 - Building Framework for Primary School Projects*.

The massing and arrangement of this volume on the site has been driven by an aim to maximise usable outdoor playspace and to create a school which is easily used by younger children. Early investigations identified that the site was not large enough to support a single storey solution without impacting on the quality of outdoor playspace. A building height of over two storeys was considered unfeasible operationally for an infant school.

The conclusion of these investigations was to develop a school over two storeys, offering sufficient height to provide a civic presence to the new public space, but remaining compact enough to be easily used by young children. The detailed scale of the building has been specifically designed to relate to younger children, with sill heights, doors and windows all designed to relate to the scale of infant school children. Further detail on the development and proposed scale of the school is provided in section 4.5 of this report.

Maygrove Road Residential Building

A new residential apartment building is proposed to the north of Maygrove Road, addressing the existing Victorian terraces opposite. The scale of this building has been developed to sit comfortably with the existing housing to the south and the proposed new school building to the north. The scale has been developed using the reference of Mansion Blocks on nearby West End Lane - the block is split into four 'mansion houses' with separate entrances, but a common language is applied across the whole block, so as to read as one mansion block.

The roof line of the building is set back to reduce the perceived mass of the block and create roof terraces to the top floor apartments. The masterplan proposal has explored scales ranging from four to seven storeys for this building, concluding that the five story arrangement with set-back top floor provides the optimum massing for the site. The scale is described in further detail in section 5.5 of this document.



Visualisation of Kingsgate School relationship to new public space

3.5 Scale



Visualisation showing the Maygrove Road 'Mansion Block' with Kingsgate School beyond

3.5 Scale

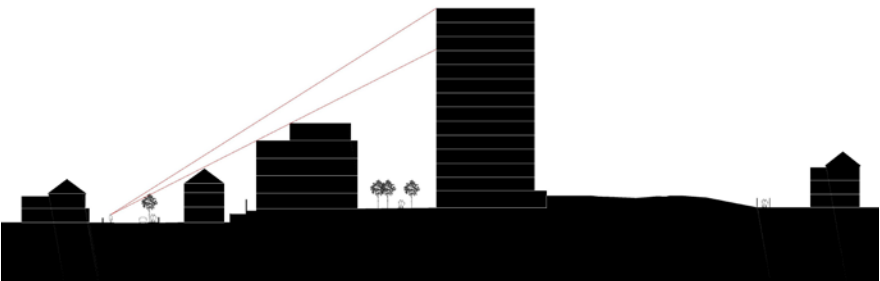
Tall Residential Building

A tall residential building is proposed to the northwest corner of the site, in close relationship to the park. The location of this building - adjacent to public open space to the south, east and west and the open space of the railway to the north - supports a building of height.

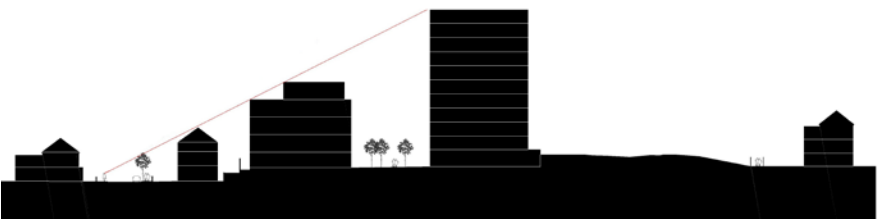
Our design development explored building scales ranging in height from 11 storeys to 20 storeys - examples of some of these permutations are shown in the sections below. The final height has been based on a thorough analysis of townscape impact and following feedback from public consultation events. The views assessment is provided in appendix 2 of this report.

The height of the building is beneficial to the masterplan, with the proposed eleven storeys acting as a marker of the new place that is being created in West Hampstead, providing the overall masterplan with a clear identity and legibility.

The mass of the building has been refined through numerous studies to create building which offers a mixture of tall slender facades and carefully stepped elevations that respond to the scale and height of adjacent buildings to frame views and define the public space at the base of the building. Further description of the tall buildings scale is provided in section 5.5 of this report.



Section showing tall building at 14 storeys



Section showing tall building at 11 storeys - proposed scale

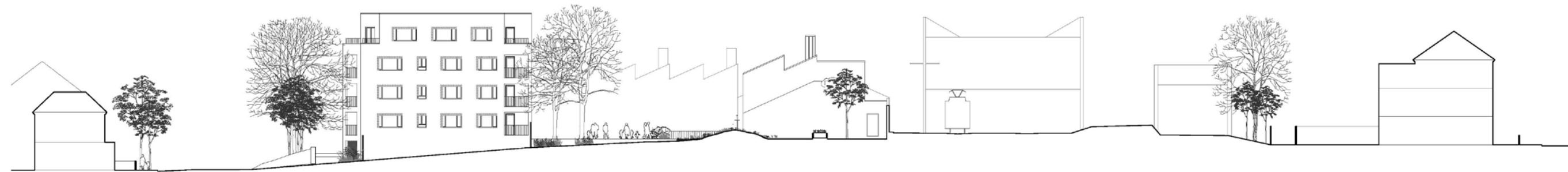


Visualisation of tall building viewed from Maygrove Peace Park with the workspace building visible to the right

3.5 Scale



Site Section showing proposed workspace building (left) and residential tall building (right)



Site Section showing proposed mansion block (left) and school (right)

3.5 Scale

Workspace Building

The scale of the workspace building has been developed to relate to and sit comfortably with the adjacent existing three and four storey workspace buildings on Maygrove Road. The proposal is for a five storey building, with the top storey set-back, which provides sufficient scale to be establish the identity of the building as a workspace, with a set back top and further set backs on the third floor mediating the change in scale of lower buildings of Maygrove Road.

Detailed studies of the massing of the building have been undertaken to relate the worksapce to the new tall building proposed on the adjacent side of the new public space, forming a gateway to Maygrove Peace Park. These are described in more detail in section 6.5 of this report.

