













2.5 Access

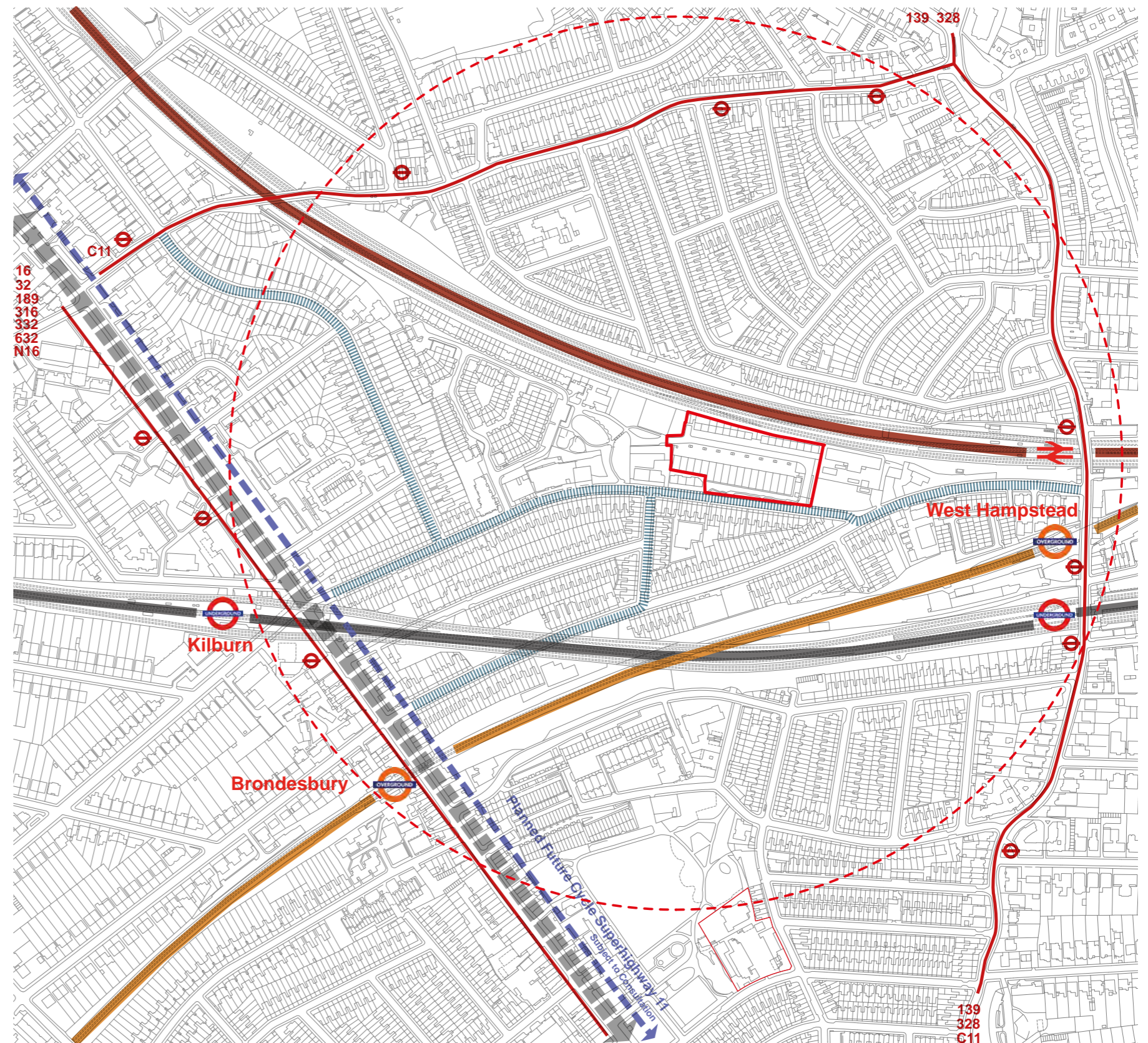
Public Transport, Local Connections and Pedestrian Movement

The site has a Public Transport Accessibility Level (PTAL) of 4 – 5, which equates to access to public transport being categorised as good - very good.

The site is within a five minute walk from West Hampstead Underground, Overground and Thameslink Stations on West End Lane, to the east and approximately 10 minutes' walk away from Kilburn underground and Brondesbury Overground stations to the west. The site has railway lines to the north and Maygrove Road to the south. Buses to central London run from Milburn High Road and West End Lane.

Further information is provided in the detailed transport assessment of the site undertaken by Alan Baxter Associates.

-  Underground Station
-  Overground Station
-  National Rail Station
-  Bus Stop
-  Bus Route
-  Pedestrian Routes
-  +/- 10 min walk (500m radius)
-  National Rail & Thameslink
-  Jubilee Line
-  Overground Line
-  A5 Road
-  Future Cycle Superhighway



Public transport, local connections and pedestrian movement diagram

2.6 Ecology

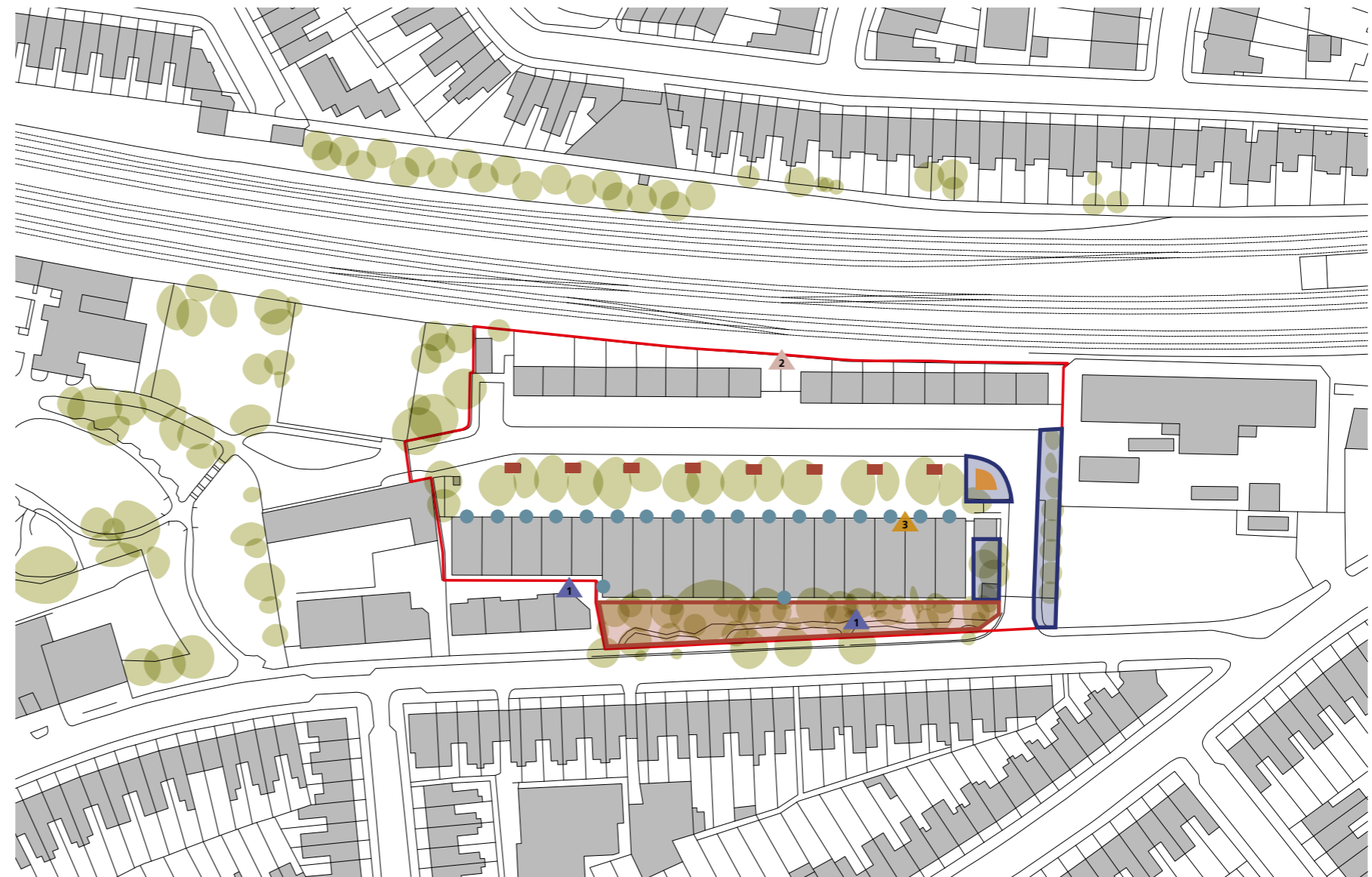
Ecology

An Ecological Appraisal has been undertaken by The Ecology Consultancy at the Liddell Road site to: provide baseline ecological information; assess the potential for the site to support protected species; and suggest options to enhance the site for local biodiversity. The survey involved a habitat survey and protected species assessment, including a preliminary bat roost assessment of buildings present at the site.









The findings of the appraisal include:

- The site is not subject to any statutory nature conservation designation. There is one statutory designated site within 1km of the proposed development site; Westbere Copse Local Nature Reserve, situated 800m north west of the site. The closest non-statutory Site of Importance for Nature Conservation (SINC) is West Hampstead Railsides, Medley Orchard and Westbere Copse, an area of 7.94ha, situated on the opposite side of the Thameslink Railway, which forms the northern border of the proposed development site.
- The habitats on site consisted of buildings and hardstanding, scattered trees, introduced shrub, amenity grassland and broadleaved plantation woodland.
- Introduced shrubs and broadleaved plantation woodland were assessed as having moderate potential to support breeding birds.
- The large warehouse building on the south side of Liddell Road and the nine sheds on site had low potential to support roosting bats.
- The site is considered to have negligible potential to support any other protected species.
- Appropriate mitigation measures are also provided to protect the species and habitats present, along with enhancement measures to improve the biodiversity on site.

Further information is outlined the supporting Ecological Appraisal prepared by The Ecology Consultancy.



Ecology diagram based on survey received from The Ecology Consultancy

	Broadleaved plantation woodland		Target Note 2 - see notes
	Introduced shrub		Target Note 3 - see notes
	Amenity grassland		Gap in brickwork (bat survey)
	Target Note 1 - see notes		Loose soffit (bat survey)

Target Note 1 (TN1): Two patches of Japanese knotweed outside the boundary of the site however potentially with roots extending into the site.

Target Note 2 (TN2): The back wall behind the two warehouse buildings on the north side of Liddell Road had some small patches of ivy which could potentially support nesting birds.

Target Note 3 (TN3): There were two very large cracks in the eastern end of the larger warehouse building on the south side of Liddell Road. These extended across two entire workshops and could have provided access for roosting bats to the wall cavity of the building.

2.6 Ecology

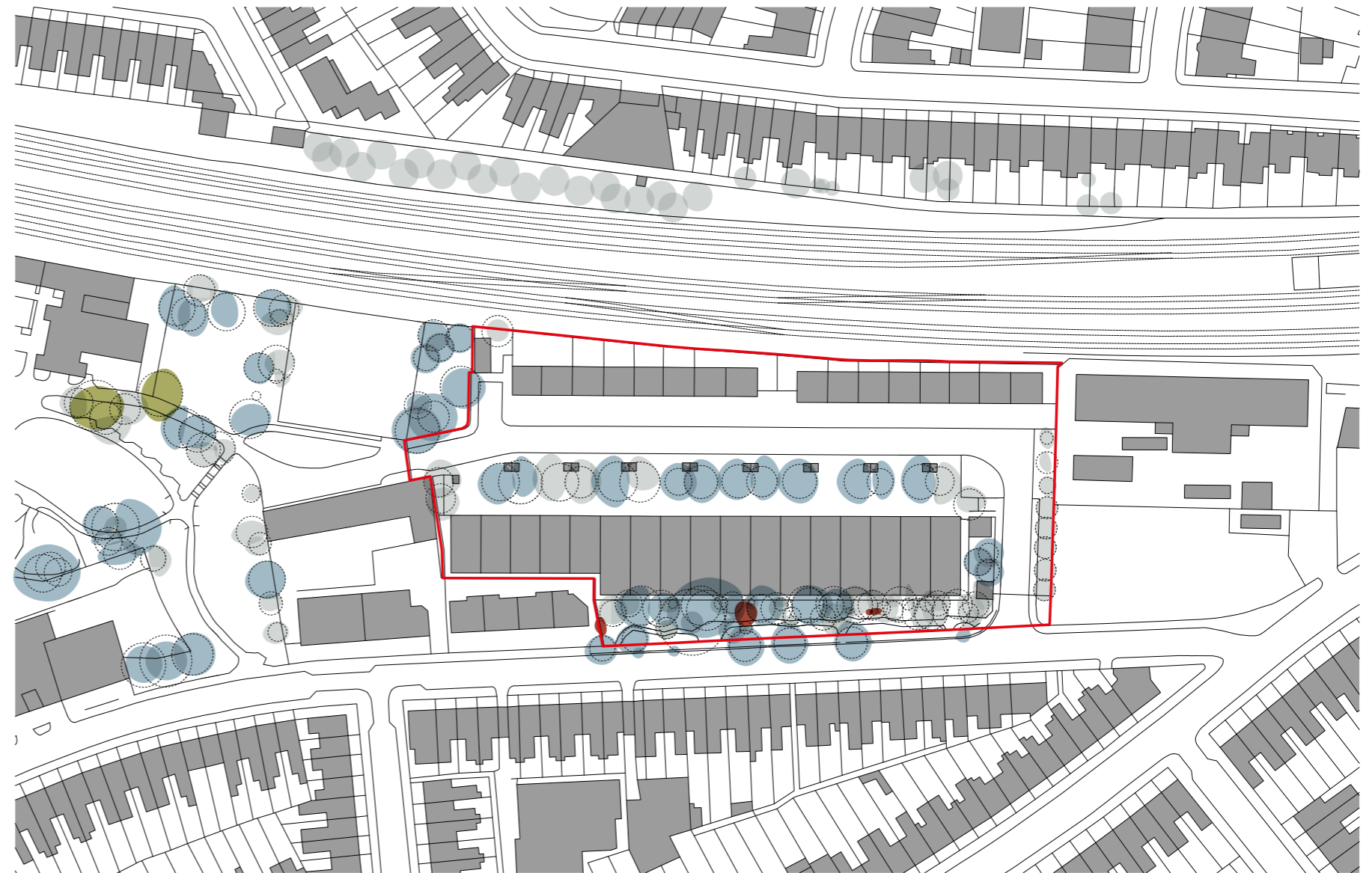
Arboricultural Assessment

An arboricultural survey has been undertaken for the site and the immediate environs. A diverse range of tree species currently exist on the Liddell Road site including wild cherry, horse chestnut, grey poplar, hawthorn, hornbeam, various species of plum, sycamore, silver birch, holly, willow, red oak, various species of maple and lime.

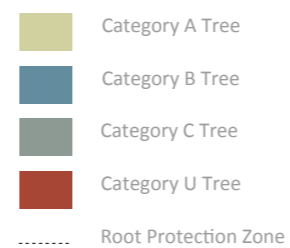
Three key establishments of trees were identified on the site:

- A mixed collection of species with a semi-woodland character forming the Maygrove Road embankment;
- A row of predominantly ash trees along the existing Liddell Road;
- A significant group of silver maple and lime trees adjacent to Maygrove Peace Park and the railway.

Full details of the arboricultural survey are provided in the supporting document produced by Raphael Skerratt, Arboricultural Consultant.



Existing trees diagram based on survey received from Raphael Skerratt



2.6 Ecology



Existing trees along embankment to Maygrove Road



Existing trees along Liddell Road



Existing trees adjacent to Maygrove Peace Park



Existing trees along embankment to Maygrove Road



Existing trees along Liddell Road



Existing trees adjacent to Maygrove Peace Park

2.7 Ground Conditions

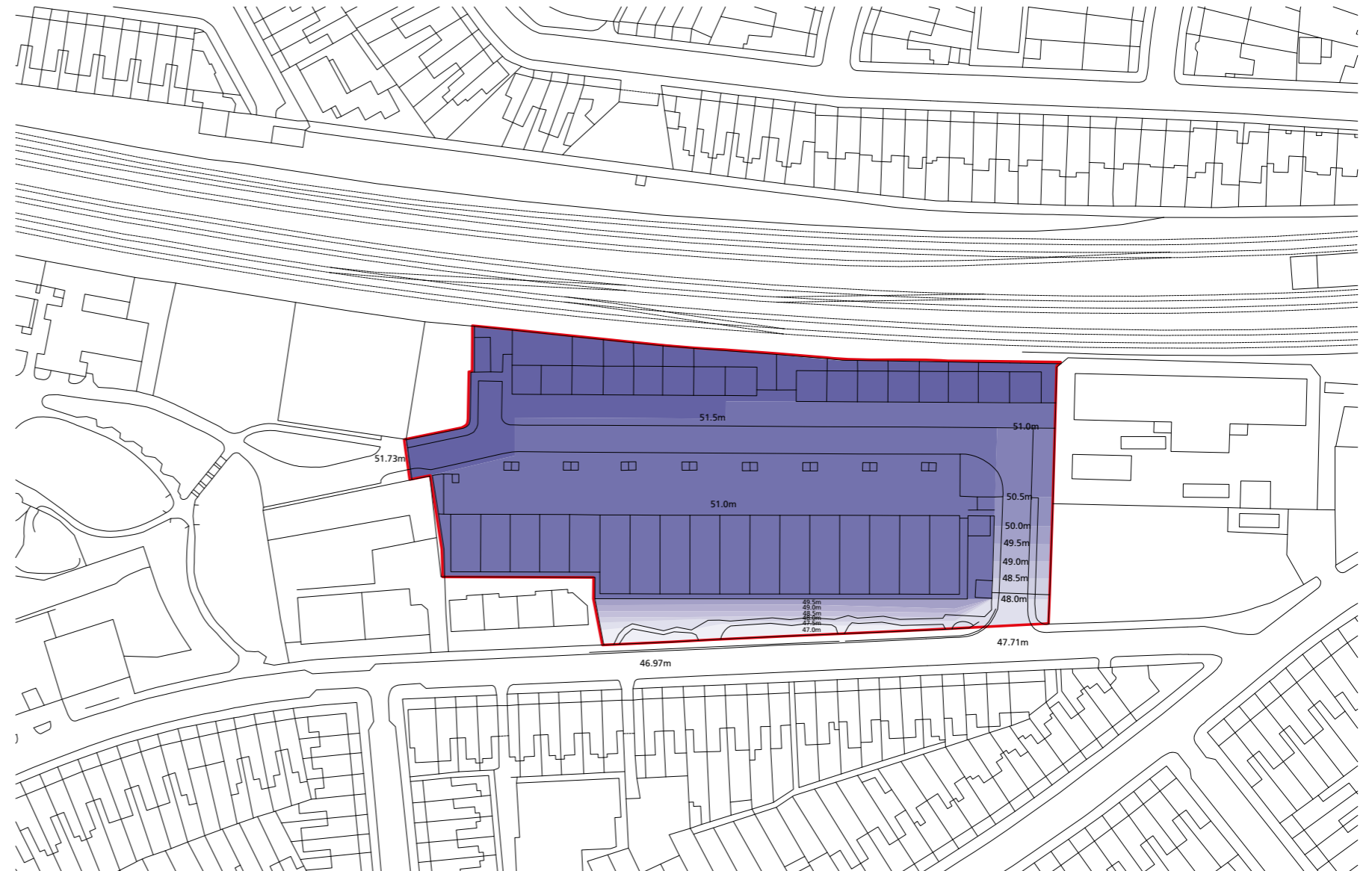
Topography

The Liddell Road site is predominantly composed of a 'plateau' at a level ranging between approximately 3.3m and 4.5m above the adjacent Maygrove Road and at a relatively level grade to the railway lines to the North. The densely planted open space to the south of the site slopes from the lower Maygrove Road level to the higher level of Liddell Road. Current access into the existing industrial estate site is via an approximately 1/13 gradient slope along the eastern boundary directly off Maygrove Road. The site slopes gently upwards from the entrance point in the east to meet the level of Maygrove Peace Park to the west.

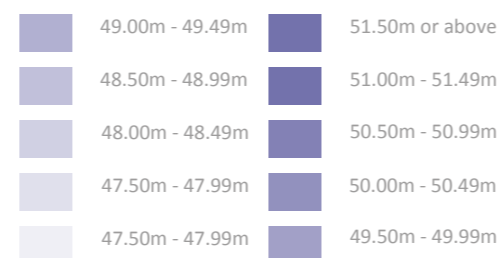
Contamination and Geotechnics

Structural and Civil Engineers Price and Myers appraised the Soiltechnics Preliminary Ground Investigation Report of April 2013 for the site. A number of key issues were raised relating to site topography and geotechnics:

- The site has previously been used as railway sidings, a coal depot and a scrap metal yard. Due to the historic use and current use of the site it is likely that the soil is contaminated.
- The ground conditions are likely to consist of approximately 3m depth of made ground over London Clay.
- The existing single storey masonry buildings are showing significant signs of foundation movement, in the form of cracking in the masonry façade. This is most apparent to the south eastern part of the site.
- The slope on the southern boundary is up to around 35 degrees. Some ground movement is evident along this boundary in the form of deformed tree growth. The movement is likely to be due to long term soil creep. The site is not located within a fluvial or tidal flood plain.
- The Thames Water asset search shows a combined sewer running along Maygrove Road.
- There is a medium possibility of unexploded ordnance on site.
- It is unlikely that the soil has any gaseous contamination, either landfill gases or Radon gases.



Existing site levels diagram



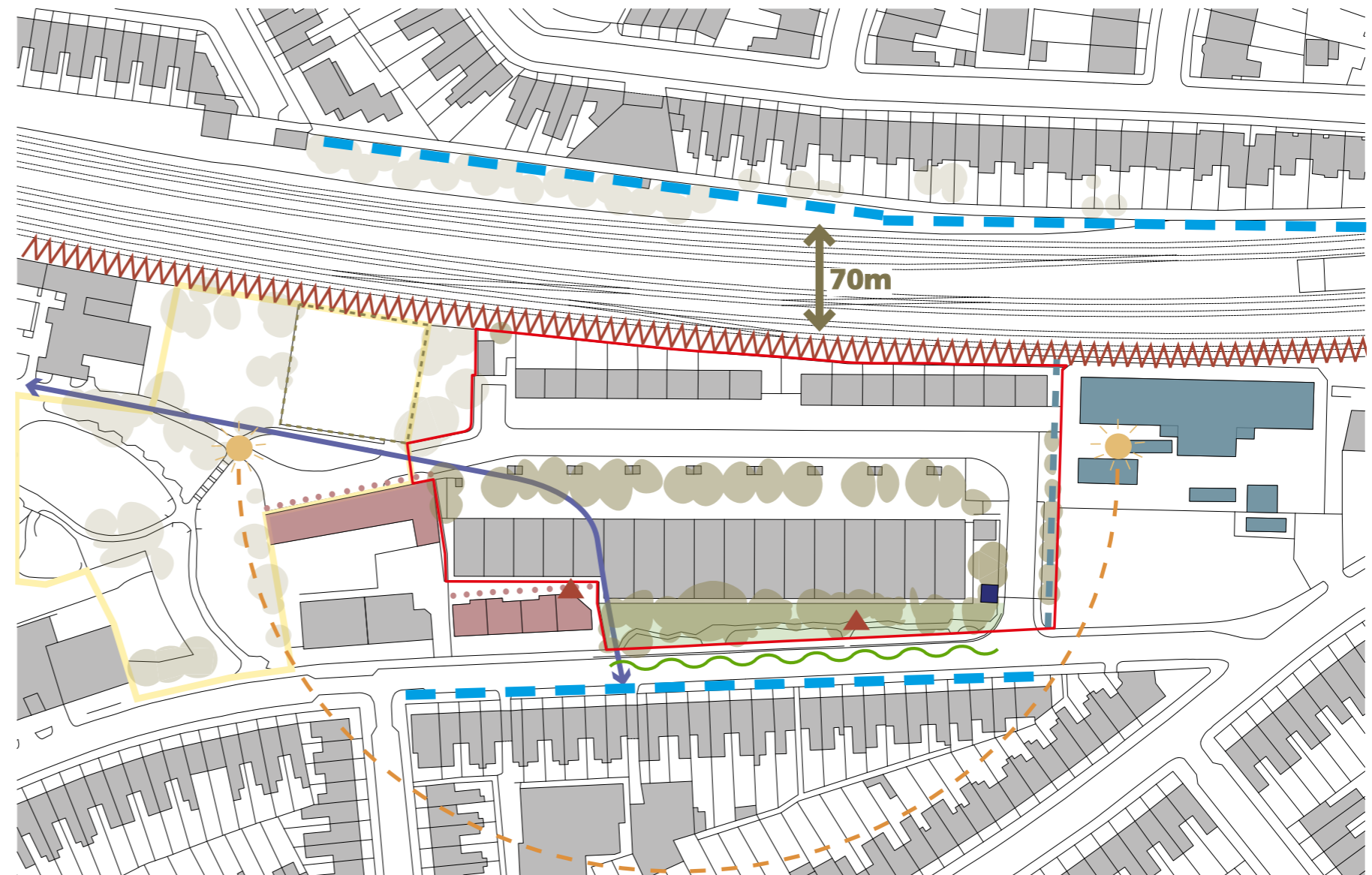
2.8 Site Appraisal

Based on the analysis in the preceding pages there are a number of issues and influences affecting the site, which may be summarised as follows:

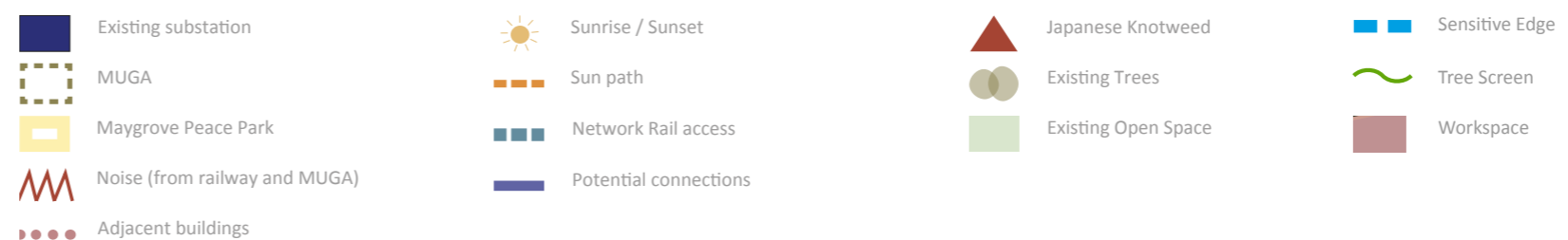
- The scale of the site, its rectangular shape, its east west orientation and the position of Maygrove Road, providing a frontage of some 118m to the south of the site.
- The location of Maygrove Peace Park to the west and the linear public open space to the south.
- The presence of a multi-use games area (MUGA) in the Park, in close proximity to the Site boundary.
- The presence of a number of mature trees on the Site and the character of existing planting on the Site and its relationship to the adjacent Park.
- The proximity of the Thameslink rail line to the north, which is a significant source of noise and the technical considerations associated with constructing adjacent to a railway line.
- The proximity of the terrace of existing residential situated to the south of Maygrove Road and the character and form of this housing.
- The proximity of existing work/ live units to the southwest corner of the Site, which have implications in terms of the setting out of any new buildings in this part of the Site.
- The current use of the Site and the current access arrangements. The Site is currently a cul-de-sac with a single point of pedestrian and vehicular access to the east, and a gate between the Site and Maygrove Peace Park and the potential created to improve pedestrian connections and to better integrate the Site into its surroundings.
- The topography of the Site. There is a significant level difference between Maygrove Road edge and the northern boundary of the Site of approximately 4.5m.
- The visibility of the site from the surrounding streets, the topography of the land to the north, south, east and west of the Site and the orientation of the surrounding streets.
- The presence of a number of important local east / west views.

These physical, land use and environmental considerations, together with the various planning policy considerations summarised under section 2.10 have together helped to shape the options in terms of how the Applicant's objectives could be accommodated on the Site.

The Brief, together with the option generation, evaluation and option selection stages of the project are presented in Section 3 below.



Site opportunities and constraints diagram

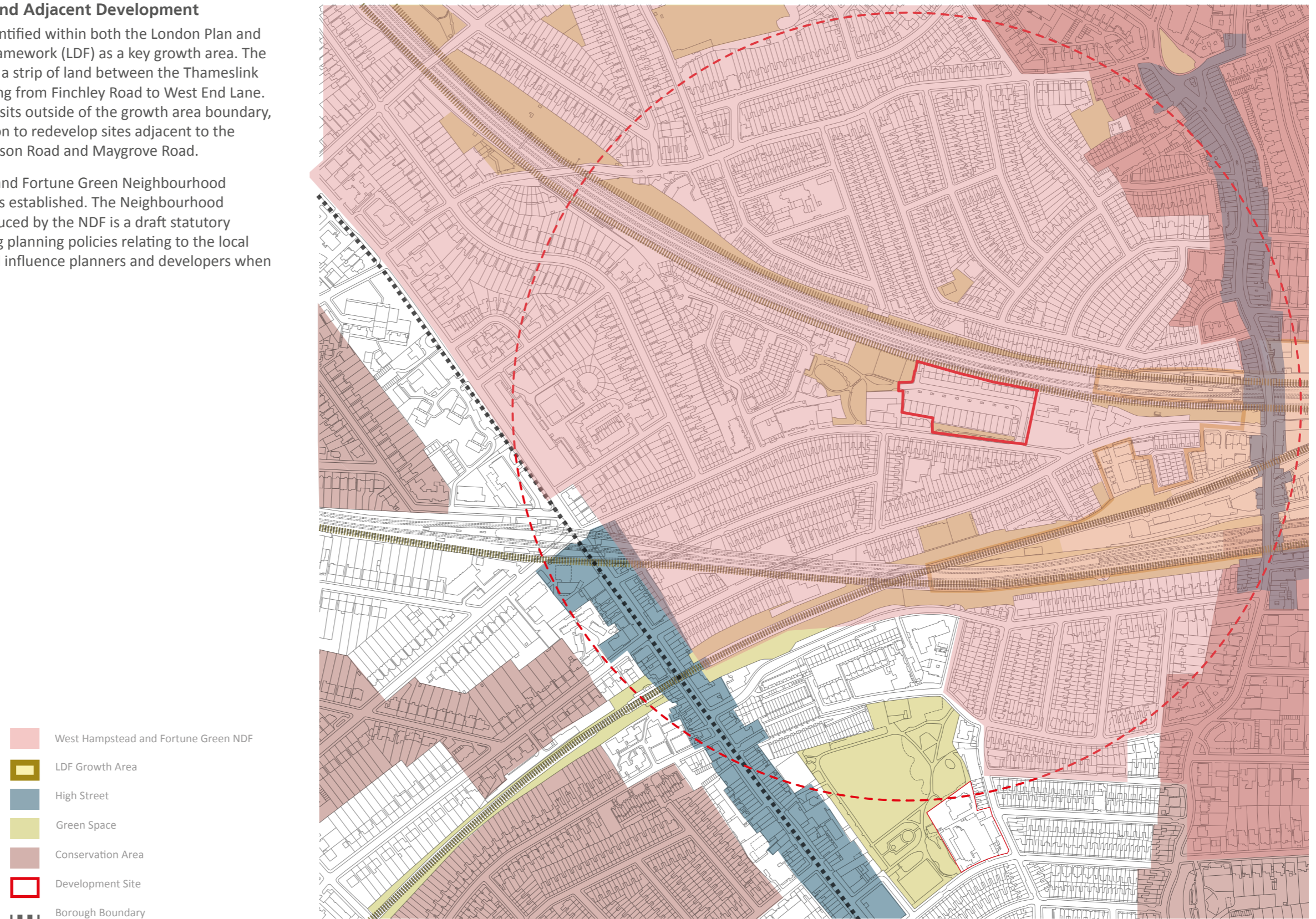


2.9 Planning Policy Considerations

Strategic Planning Areas and Adjacent Development

West Hampstead has been identified within both the London Plan and the LBC Local Development Framework (LDF) as a key growth area. The growth area boundary defines a strip of land between the Thameslink and Metropolitan line stretching from Finchley Road to West End Lane. Although the Liddell Road site sits outside of the growth area boundary, LBC has extended the aspiration to redevelop sites adjacent to the railway further west along Iverson Road and Maygrove Road.

In 2011 the West Hampstead and Fortune Green Neighbourhood Development Forum (NDF) was established. The Neighbourhood Development Plan (NDP) produced by the NDF is a draft statutory planning document, containing planning policies relating to the local area, which when adopted will influence planners and developers when making planning decisions.



Strategic planning areas and adjacent development diagram

2.9 Planning Policy Considerations

Relevant Planning Policy Considerations

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan, unless material considerations indicate otherwise.

The Development Plan for the Site comprises the following documents:

- The London Plan: The Spatial Development Strategy for Greater London (July 2011);
- Revised Early Minor Alterations to the London Plan (October 2013);
- London Borough of Camden Core Strategy 2010-2025;
- London Borough of Camden Development Policies 2010-2025;
- London Borough of Camden Site Allocations 2013;
- North West London Waste Plan; and
- Area Action Plans.

Other documents that are material considerations are listed below.

National

- National Planning Policy Framework published in March 2012; and
- Planning Practice Guidance (“PPG”) published in March 2014.

Regional

- Draft Further Alterations to the July 2011 London Plan (consolidated with Revised Early Minor Alterations to the London Plan, October 2013) (January 2014);
- SPG: Use of Planning Obligations in the funding of Crossrail, and the Mayoral Community Infrastructure Levy (April 2013);
- SPG: Housing (November 2012);
- SPG: London View Management Framework (March 2012);
- Delivering London’s Energy Future: Climate Change, Mitigation and Energy Strategy (October 2011);
- Managing Risks and Increasing Resilience: Climate Change Adaptation Strategy (October 2011);
- Transport Strategy (May 2010);
- Economic Development Strategy (May 2010);
- SPG: Sustainable Design and Construction (May 2006); and
- Best Practice Guidance: Development Plan policies for Biodiversity (November 2005).

Local

- CPG1: Design
- CPG2: Housing
- CPG3: Sustainability
- CPG: 6 Amenity
- CPG: 7 Transport
- CPG8: Planning obligations
- Community Infrastructure Levy Draft Charging Schedule
- Draft Fortune Green West Hampstead Neighbourhood Plan (August 2014)

The content of the various adopted and emerging policy documents give rise to a number of issues and considerations, which together with the physical and environmental considerations discussed above have shaped and influenced how the Applicant and their design team has approached the redevelopment of the Site.

In terms of policy designations Camden’s planning policy map shows that the majority of the Site is undesignated. A strip of land within the southern boundary of the Site is designated Open Space known as ‘Maygrove Open Space’ and a narrow strip of land within the northern boundary of the Site that runs along the railway line to the north is a designated Habitat Corridor.

To the west of the Site is Maygrove Peace Park which is designated as Open Space. The West Hampstead Growth Area is located to the east and south of the Site and within this Area lies Site Allocation 27 (187-199 West End Lane). There are two nearby Conservation Areas to the north east and south east of the Site (West End Green and South Hampstead) and a designated Town Centre lies to the east of the Site.

Other key planning and design related policies are discussed further below. To avoid repetition across the various documents that support this planning application the relevant policies and guidelines relating to transport, energy and sustainability targets, air quality, flood risk, contamination and the amenity of surrounding properties are summarised as necessary in the documents that support the planning application.

National Planning Policy

National planning policy is set out in the National Planning Policy Framework (“NPPF”), which was published on 27 March 2012 and supersedes previously published Planning Policy Statements (“PPSs”) and Planning Policy Guidance (“PPGs”) in this single document.

The NPPF provides guidance for local planning authorities and decision-takers both in terms of how plans should be drawn up, and regarding material considerations in determining applications.

The NPPF establishes over arching principles of the planning system, including the requirement of the system to “drive and support economic development” and supports “approving development proposals that accord with the development plan without delay”. At the heart of the NPPF is a “presumption in favour of sustainable development” which is seen as the “golden thread running through both plan making and decision taking”.

Local plan policy-making is encouraged to follow the presumption in favour of sustainable development so that, “it is clear that development which is sustainable can be approved without delay” (Paragraph 14).

The NPPF states that all plan decision-taking should be underpinned by 12 core land use principles. In the context of this application planning is required to:

- Be genuinely plan-led, empowering local people to shape their surroundings, with succinct local and neighbourhood plans setting out a positive vision for the future of the area.
- Not just be about scrutiny, but instead be a creative exercise in terms of finding ways to enhance and improve the places in which people live their lives.
- Pro-actively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure, and thriving local places that the country needs. Plans are required to take account of market signals and to set out a clear strategy for allocating sufficient land that is suitable for development; and to take account of the needs of the residential and business communities.
- Always seek to secure high-quality design and a good standard of amenity.
- Take account of the different roles and character of areas.
- Support the transition to a low carbon future in a changing climate.
- Encourage the effective use of brownfield land.
- Promote mixed-use developments, and encourage multiple benefits from the use of land.
- Conserve heritage assets in a manner appropriate to their significance.

2.9 Planning Policy Considerations

- Take account of and support local strategies to improve health, social and cultural well-being for all, and deliver sufficient community and cultural facilities to meet local needs.

Local authorities are encouraged to deliver a wide choice of high quality living accommodation and to plan for a mix of housing based on current and future demographic trends, market trends and the needs of different groups in the community.

The delivery of high quality and inclusive developments is seen as being important. Developments should aim to establish a strong sense of place, should seek to optimise the potential of a particular site, respond to local character and history, and reflect the identity of local surroundings and materials and be visually attractive as a result of good architecture and appropriate landscaping.

The NPPF encourages local authorities in making decisions to not impose architectural styles or particular taste and not stifle innovation, originality or initiative. The NPPF does, however state that it is proper to promote or reinforce local distinctiveness.

Finally in relation to decision-taking local authorities are encouraged to be positive in terms of fostering the delivery of sustainable development. They are encouraged to look for solutions rather than problems and to approve applications for sustainable development where possible.

Regional Policy

London Plan (July 2011)

The London Plan (2011) sets the overall strategic plan for London, detailing the economic, environmental, transport and social framework for development of London up to 2031.

The Plan confirms that London's population is growing and will continue to grow and that there will be a need to deliver significant numbers of new housing over the Plan period. Camden's minimum ten-year target for housing provision is 6,650 homes between 2011 and 2021 and the annual monitoring target is 665 homes. The maximum reasonable amount of affordable housing should be sought when negotiating on individual private residential and mixed-use schemes having regard to *"the need to promote mixed and balanced communities"* and *"the specific circumstances of individual sites."*

Camden's employment projection is expected to grow by almost 25% between 2007 and 2031. In addition, it is expected that the growing and changing population will result in an increasing number of young people who will need more educational facilities.

The Plan also recognises a perceived tension between the demands for growth and the conditions for a good - and improving - quality of life and in so doing recognises, amongst other things that there is a need to ensure that enough homes are delivered and neighbourhoods designed to meet the needs of Londoners.

At the same time the Plan promotes high quality design and design responses which consider form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings (Policy 7.4).

The delivery of high quality living environments is a key objective of the Plan. Development is required to enable people to live healthy, active lives and contribute to people's sense of place, safety and security. The Plan advances a series of design/ quality/ sustainability standards, which all new living accommodation will be expected to meet.

Individual buildings are encouraged to be of the highest architectural quality; be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm; comprise details and materials that complement local architectural character; not cause unacceptable harm to the amenity of surrounding land and buildings; incorporate best practice in resource management and climate change mitigation and adaptation; provide high quality indoor and outdoor spaces; meet the principles of inclusive design and optimise the potential of sites (Policy 7.6).

The West Hampstead Interchange is designated within the London Plan as an Area for Intensification and development is expected to optimise residential and nonresidential output and densities, provide necessary social and other infrastructure to sustain growth, where appropriate, contain a mix of uses and support wider regeneration. The Interchange is required to provide a minimum of 800 new homes and has an indicative employment capacity of 100.

Revised Early Minor Early Alterations to the London Plan (October 2013)

On 11 October 2013, the Mayor published Revised Early Minor Alterations to the London Plan ("REMA"). From this date, the REMA are operative as formal alterations to the London Plan and form part of the Development Plan for Greater London.

The majority of changes introduced by the REMA policies are not particularly relevant to this application, the introduction of revised cycle parking standards and a recognition that, in line with the NPPF, Transport Assessments should determine car parking levels where no standards are provided.

Draft Further Alterations to the London Plan (January 2014)

The Draft Further Alterations were published in January 2014. The 12-week consultation period ended on 10th April 2014. A schedule of 'suggested changes' to the draft FALP were published on 7th July 2014 and an EIP was scheduled to be held in September 2014.

The FALP updates Annual Average housing supply monitoring targets between 2015 and 2025. Camden's minimum ten-year target increases to 8,892 homes with an annual monitoring target of 889 homes.

The supporting text for affordable housing policies is updated and requires developers to provide development appraisals to demonstrate that each scheme maximises affordable housing output.

Car and cycle parking standards and policy are also updated.

2.9 Planning Policy Considerations

Local Policy

Camden Core Strategy 2010-2025

The Core Strategy sets out the key elements of the Council's planning vision for the borough.

Camden's overall approach to growth and development and its management are set out in policies CS1 and CS5. These policies seek to deliver high quality, appropriate and sustainable development in accessible locations, including West Hampstead. Development is encouraged to provide facilities that are needed to support Camden's growing population, make the best use of land and provide of a mix of uses in suitable schemes.

Policy CS6 states that housing is the priority use of the Local Development Framework and Camden expects that an additional 12,250 additional homes will be provided in the Borough between 2010/11 and 2024/25. The priority for housing does not, however, override the need to protect some nonresidential uses and therefore it is considered that a mix of uses will be appropriate for some sites; where this includes housing the Council will seek to maximise the contribution to the supply of housing.

Policy CS8 sets out the Borough's need for a range of sites and premises to suit the needs of businesses and enterprises in terms of space, location, affordability and accessibility; these are vital to maintaining and developing Camden's economy which has a forecasted demand of 615,000 sq.m (for office floorspace) to 2026.

Policy CS10 states that the Council will work with its partners to ensure that community facilities and services are provided for Camden's communities.

Policy CS14 promotes high quality places and heritage conservation. New buildings should be attractive, safe and easy to use. Development should be of the highest standard of design and should respect local context and character; should preserve and enhance Camden's rich and diverse heritage assets and their settings; promote high quality landscaping and be inclusive and accessible.

CS15 resists development on open spaces unless it is for limited development ancillary to a use taking place on the land and for which there is a demonstrable need. In addition, Camden will only allow development on sites adjacent to an open space that respects the size, form and use of that open space and does not cause harm to its wholeness, appearance or setting, or harm public enjoyment of the space.

Opportunities to protect trees and designated areas of nature conservation are also promoted in CS15. Their enhancement and increased provision will be sought as part of developments including through the provision of new trees, new/enhanced habitat and biodiverse green or brown roofs.

Camden Development Policies 2010-2025

The CDP contribute towards delivering the Core Strategy by setting out detailed planning policies that the Council will use when determining planning applications.

Policy DP1 of Camden's Development Policies requires a mix of uses in development where appropriate in all parts of the Borough, including a contribution towards the supply of housing. The policy considers a range of potential constraints on achieving a mix of uses such as compatibility between uses, financial viability, whether the development is publicly funded and other planning objectives considered to be a priority for the site.

Policy DP2 seeks the full use of Camden's capacity for housing by meeting and exceeding targets for additional self-contained homes across a range of size, type and tenure. DP2 supports high-density developments as one way of making the maximum use of a site in accordance with the London Plan density matrix. The policy also takes into account accessibility, the character and built form of the surroundings and protecting the amenity of occupiers and neighbours.

Policy DP3 requires developments of 10 or more additional dwellings to make a contribution to the supply of affordable housing and will take into account *"the economics and financial viability of the development including any particular costs associated with it"*, *"the impact on creation of mixed and inclusive communities"* and *"any other planning objectives considered to be a priority for the site."*

Policy DP13 refers to a range of circumstances under which the redevelopment of premises or sites which are suitable for continued business use will be considered. These circumstances include where employment floorspace is increased or maintained, where other priority uses are provided (such as housing), where premises suitable for new, small or medium enterprises are provided, and where floorspace suitable for either light industrial, industrial or warehousing uses are provided. In addition, the policy states that proposed non-employment uses should not prejudice continued industrial use in the surrounding area.

Policy DP31 states that where development leads to an increased use of open space an appropriate contribution to the supply of open space should be made.

Policies DP16, DP17, and DP19 seek to ensure that development is properly integrated and supported by sustainable modes of transport with the minimum necessary amount of car parking and at least the minimum amount of required cycle parking.

The anticipated additional demands generated by the development (and other cumulative demand) should be identified and met through the use of Transport Assessments and Travel Plans. For schools in particular Transport Assessments are required to provide details of the projected growth in student numbers, how students are likely to travel, the anticipated impact and identify necessary mitigation measures.

DP22 deals with the promotion of sustainable design and requires new build housing to meet Code for Sustainable Homes Level 4 by 2013 and encourages Code Level 6 (zero carbon) by 2016. For non domestic developments over 500 sq. m or above 'very good' should be achieved in BREEAM, 'excellent' from 2016 and encourages zero carbon from 2019.

DP24 requires all developments to be of the highest standard of design and for developments to consider character, setting, context and the form of neighbouring buildings; quality of materials; the provision of visually interesting frontages at street level; existing natural features, such as topography and trees; provision of appropriate hard and soft landscaping; provision of appropriate amenity space and accessibility.

Policy DP28 notes that noise and vibration is an important issue in the Borough due to its high density and mixed-use nature. It can have a major effect on amenity and health and can severely affect people's quality of life.

2.9 Planning Policy Considerations

Detailed information is required to support development which proposes a noise-sensitive development (e.g. housing and schools) in an area where existing noise sources are present (e.g. railway line) and where appropriate the Council will seek a legal agreement to control or reduce noise levels where this is unlikely to be met through the use of a condition attached to a planning permission.

In terms of other relevant policies DP18 deals with car parking; DP26 deals with managing the impact of development on occupiers and neighbours; DP29 deal with improving accessibility; and DP32 provides guidance on air quality.

Draft Fortune Green West Hampstead Neighbourhood Plan

The Fortune Green & West Hampstead Neighbourhood Development Forum (NDF) has published a draft Neighbourhood Plan which contains policies and guidance which seek to shape and influence future development in the Area and provide a framework for planning decisions.

Policy 1 requires a range of housing types to be provided that are appropriate to the scale of development including those which are affordable, family-sized, accessible and sustainable.

Policy 2 contains a list of criteria that seek to achieve high quality design that *"complements and enhances the distinct local character and identity of Fortune Green and West Hampstead"*. These criteria include interfacing with the street, maintaining existing positive character, creating a positive relationship between buildings and street level activity, having regard to existing surrounds including heritage, being sensitive to height, providing high quality public realm and protecting views.

The draft Plan makes reference to Map 1 which contains a variety of proposed view points, some of which face towards the site from within the nearby West End Green Conservation Area.

Policy 4 seeks to ensure that the West Hampstead Growth Area is promoted for a mix of uses, including new housing, employment and public/community uses. The Site is not located within the Growth Area, however, supporting text in the draft Plan acknowledges the wider impacts of the Growth Area: *"The projected scale of development in this area will undoubtedly transform this part of West Hampstead, as well as the wider area"*.

The supporting text also refers to the central role that viability plays *"viability of development is recognised as an essential element of delivery and will be taken into consideration when proposals come forward."*

The draft Plan refers to the Liddell Road Site within Policy 5, 'Other sites'. A list of factors is set out including the need for a mix of uses, maintaining the existing employment floorspace, considering the height of existing and surrounding buildings, achieving a high standard of design, protecting open space and tree and minimising the impact of traffic associated with the school.

Policy 10 seeks to secure a range of public, social and community facilities to meet the needs of a diverse and growing population. These include new school places (particularly for primary pupils), a new secondary school, additional nursery places, health facilities, new and improved community facilities and the protection of existing public and community facilities.

The supporting text refers to linking Council facilities so they can be used as 'community hubs' particularly at evening and weekends.

Policies 15 and 16 deal with designated green space and open space. The draft policies recognise the designation of various Green Spaces including 'Maygrove Open Space'. The Plan seeks to ensure that all development protects and improves existing green/open space and provides for new open space through a variety of measures such as protection of existing spaces, provision of new spaces on site, addressing deficiencies, off-setting losses, green roofs, drainage, outdoor leisure facilities and encouraging development that has a positive impact on the relationship between urban and natural features.

The supporting text notes the trees and wildlife contained within this piece of land, its positive contribution to the character of Maygrove Road and the need for its protection.

Policy 17 relates to protecting trees in good health that contribute to the character of the Plan area, individual streetscapes and green spaces. This will be achieved by protecting and maintaining existing trees, planting new trees where they are cut down, making provision for additional trees within development sites, where appropriate, and the provision and maintenance of street trees.

Community Infrastructure Levy Draft Charging Schedule

The draft Charging Schedule sets out the proposed CIL charges applicable to various types of development, by use and location within the Borough. It confirms that the Site is located within Zone B and the proposed scheme will be liable to pay CIL for the following uses:

- Residential: £250 per square metre.
- Commercial uses: £25 per square metre
- Education & training facilities provided by/funded by the public sector: Nil

How these policies and designations have helped shape the development are discussed in the next section.

3.0 The Masterplan

3.1 Process

3.1.1 Client Brief

The London Borough of Camden commissioned Maccreanor Lavington, as part of a large multidisciplinary team to develop the design for a mixed use residential, commercial and infant school project at Liddell Road in early 2014. This work followed a feasibility study undertaken by Penoyre and Prasad for the site in 2013. LBC summarised the background to the project and the aims of the scheme at tender stage:

“Camden Council has a statutory responsibility to provide school places to all children of school-age. In 2010, a particular need for new primary school places of up to two forms of entry (FE) was identified in the north-west of the borough. A number of sites in the area were considered as possible locations for a new primary school including privately-owned land, expansion of existing school sites and other council owned sites. A light industrial site already in council ownership at 1-33 Liddell Road, NW6 was identified and expansion of Kingsgate primary school as part of the redevelopment of Liddell Road was adopted in 2012 as the preferred strategy to meet the Council’s statutory duty to provide sufficient pupil places across the borough.

Having identified the need for new primary school places in the north west of the borough, government guidance states that the local authority is responsible for providing the site for and meeting all costs associated with the development. The reduction in government funding, including the money no longer available for new school buildings, means that the Council has to be more innovative in how they make the best use of buildings and land to improve facilities. Working across the Council a Borough-wide strategy has been initiated to achieve this called “The Community Investment Programme”.

The Community Investment Programme (CIP) is a strategic programme bringing together a range of work focused on ensuring best use of the Council’s assets to improve, shape and transform key places and services within Camden, whilst simultaneously addressing a critical capital funding gap. The programme includes a significant number of regeneration schemes across the Borough and the disposal of property assets that are surplus to requirements; unlocking funding that will be reinvested in schools, the Better Homes programme and other supporting community infrastructure.

Liddell Road was chosen as the preferred site because of its location and the size of the site. It is located in the area of need for school places and large enough to accommodate a mixed use development including residential housing for sale to fund the new school buildings. Redevelopment of the site will also make an important contribution to the CIP programme and support investment in good quality school buildings, new employment space and new homes together with improvements to the quality of the adjacent open spaces.”

The Liddell Road development presents an inspiring opportunity to create a high quality mixed use community environment at the heart of the residential area of Maygrove Road in West Hampstead.

The objectives for the proposed redevelopment of Liddell Road are to maximise the community and employment benefits and optimise the value delivered from the scheme. An overview of each of component of the development outlined below:

A New School Site

Currently, Kingsgate primary school is housed in a Victorian building on Kingsgate Road admits 60 pupils, in two forms of entry, per year group (420 pupils in total). The proposal seeks to expand the school to four forms of entry (120 pupils per year group) across both the existing site and new site at Liddell Road NW6. This will create 420 new primary school places.

The infants’ and nursery provision will move to new school buildings at Liddell Road designed in line with government guidelines (BB99). The existing school buildings will be re-modelled to provide modern and flexible learning spaces for the junior children.

Through a combination of meetings with LBC, the school senior management team and head of EYFS, along with visits to other schools and observation at the existing school, the brief has been developed and refined to determine a detailed schedule of needs to which to respond.

New Homes

In addition to sufficient private housing for sale to pay for the redevelopment of the site, the scheme includes four affordable housing units, which three will be easily adaptable for use by wheelchair users and one will be fully wheelchair accessible. 10% of all the housing units for private sale will be easily adaptable for wheelchair users.

A New Workspace

There is strong demand for commercial space and in particular for managed work space in the West Hampstead area. Managed workspace provides self-contained commercial space with support services. The proposals will increase the overall floor area on the site available for workspace functions.

Access and Public Space

The strategic plan is to create a public pedestrian route through the site from Maygrove Road and into the adjacent Maygrove Peace Park. The design will provide more public open space within the site and good public lighting. Existing trees will be retained and new planting introduced to create a ‘green’ route through the site a high quality public realm.

It is the masterplan’s ambition to fulfil Camden’s vision of a new place in West Hampstead for children and families to live, learn, work and play, by structuring the new development around the public realm proposed, integrating it with its surroundings and enhancing them, benefiting not only future residents but also existing neighbours.

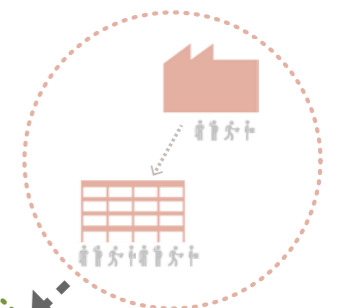
SCHOOL

Additional primary school places are needed in the North-West of Camden

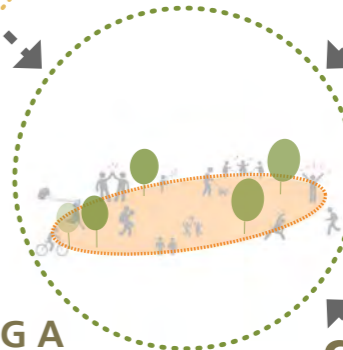


EMPLOYMENT

The old light industrial units are replaced with flexible modern workspace.



CREATING A COMMUNITY AROUND A NEW PLACE



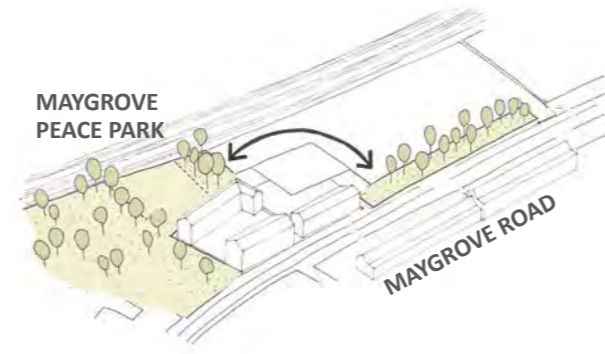
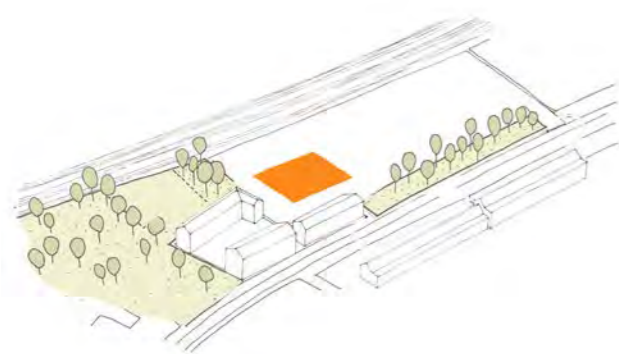
HOUSING

New homes are built in West Hampstead with sales funding development

3.1 Process

3.1.2 Assessment - Massing Principles

Following the assessment of the site and the identification of the massing context, a series of massing principles were established that would provide a vibrant community development that integrates well with its surroundings and minimises townscape impact.



1. Developing A Vibrant Community

The diverse mix of surrounding uses and the range of proposed uses for the redevelopment of Liddell Road provide an opportunity to create a vibrant community.

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.

Key to enhancing the community is establishing a new sense of place in the area. The masterplan proposes to achieve this through the addition of a new public open space at the heart of the development.

2. Creating Connections

The site benefits from its proximity to two areas of public open space - Maygrove Peace Park and the woodland embankment of Maygrove Road.

Pedestrian access to and between these green spaces should be enhanced by the proposals. The new route should minimise the use of the site for vehicular roadways, maximise opportunities for public space and provide equitable access for all users.

This has driven the location of the new route to the western side of the site, minimising the extent of roadway and working with existing site levels to provide manageable slopes and routes for all users.

3. Establishing A Community Presence

The schools role in the masterplan is pivotal and a strong community presence is an important part of establishing the identity of the redevelopment.

A strong community presence must also be countered with the requirements for a safe and secure learning environment and the school brief called for a playground in a protected setting.

These drivers resulted in the decision to locate the school site to the north east of the site, providing an opportunity for an entrance and visibility from the new public space, with a playground area that is set back from the street.

4. Creating A Workspace Quarter

Maygrove Road is a diverse neighbourhood, with a variety of uses immediately surrounding the site, creating strong connections with neighbouring uses will provide an integrated development.

There is an existing cluster of workspace buildings to the southwest of the site. Developing this quadrant of the Liddell Road redevelopment will assist in consolidating uses in the area and define an enhanced 'Workspace Quarter' on Maygrove Road.

The required quantum of workspace to maintain current amounts of floor space for employment can be accommodated in a 5 storey building in this location, which works well with neighbouring buildings.

3.1 Process

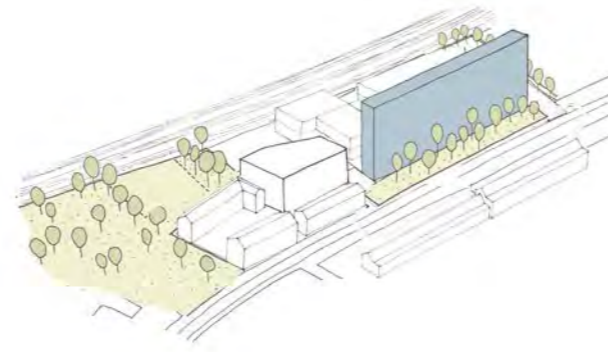
3.1.2 Assessment - Massing Principles



5. Responding To Local Context

The dominant residential context in the area is of roads with terraced housing to either side of the street. In the case of Maygrove Road, the previous industrial history of Liddell Road prevented the development of this typology.

The redevelopment of Liddell Road provides the opportunity to repair Maygrove Road, adding houses to the north side of the street to 'repair' the urban grain, consistent with neighbouring streets.



6. Addressing Viability

The viability assessment identified the need to build 102 new homes for private sale in order to fund the Community Investment Programme and build the new school.

The massing shown in this diagram assumes all housing is built on the site flanking Maygrove Road, resulting in a continuous block of 8 storeys of housing. Sectional and massing studies of this proposal considered the proposed scale inappropriate in its setting.

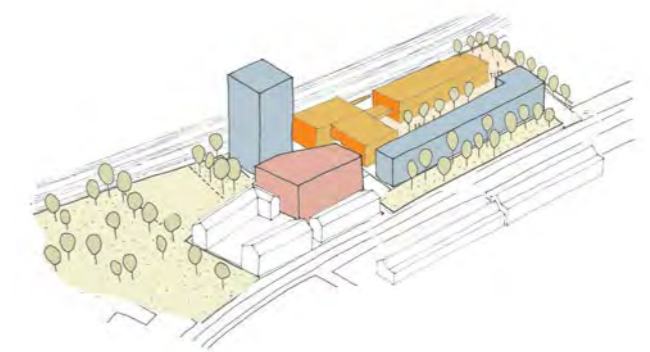


7. Marking The New Place

In order to reduce the scale of the proposed housing to Maygrove Road, but maintain the required quantum of housing in the development, an alternative approach was developed placing additional housing in the northwest corner of the site.

This massing shows the impact of a 20 storey tower on the site, providing a distinct marker to the new place and reducing the height of the housing to Maygrove Road to three/four storeys.

This location on the site supports a tall building, being located next to the open space of the park and the railway line and being remote from neighbouring houses.



8. Distributing Mass

Massing studies of the 20 storey tower did not support this scale of development on the site and therefore alternative massing approaches for the residential building were developed.

The final and preferred site massing was for a tall building of 14 storeys, a workspace building and residential block to Maygrove Road of 5 storeys and a school of two storeys as identified in the diagram above.

The final proposal further reduced the height of the tall building to 11 storeys, following feedback from the DM Forum which is discussed in more detail in the following section of this report.

3.1 Process

3.1.3 Design

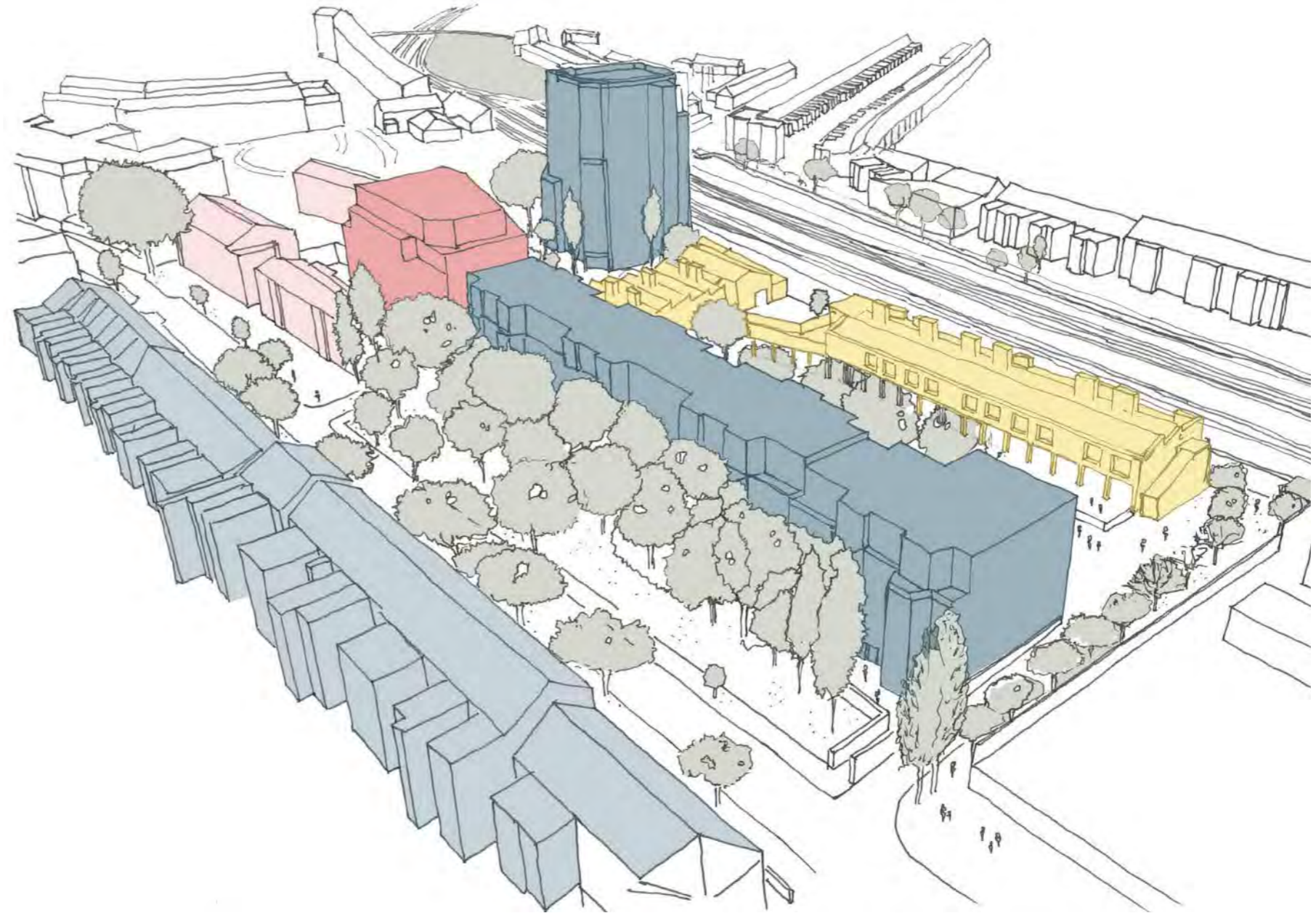
The Masterplan

The conclusion of the developed massing principles was a masterplan of four quadrants, housing a school, workspace and two distinct housing developments.

At the heart of these four quadrants is a new public space, which provides a hub to the redevelopment and forms part of a new route between Maygrove Road and Maygrove Peace Park, increasing access to and across the site.

The use and mass of the buildings has been carefully considered to relate appropriately to their immediate context and to sit harmoniously with the other buildings in the masterplan.

The design shown in the adjacent diagrams was presented to the Development Management Forum on 22nd July 2014.



Massing sketch of proposed masterplan

3.1 Process

3.1.3 Design



Masterplan proposal with landscaping

3.1 Process

3.1.4 Involvement

Our team have worked closely with LBC and Kingsgate Primary School to develop the brief and design through a range of sessions with stakeholders. Details of this consultation are outlined below:

Planning Meetings

8th April, 16th May and 20th August 2014

Maccreeanor Lavington presented initial work on scale and massing for the scheme. Meetings were held with Gavin Sexton: LBC Principal Planner, Ed Jarvis LBC Principal Urban Designer, Maccreeanor Lavington, Tibbalds and Kate Cornwall-Jones - Senior Development Manager at LBC.

Transport & Highways Meetings

3rd April, 23rd May and 6th October 2014

During these meetings, Alan Baxter Associates presented layout information and transport scoping information for the scheme. Meetings were held with Gavin Sexton: LBC Principal Planner, Steve Cardno and Tim Long: Transport Strategy, Alan Baxter Associates, Maccreeanor Lavington, Tibbalds and Kate Cornwall-Jones.

Refuse and Recycling Meeting

1st May 2014

Refuse and recycling requirements and operations were discussed with Ann Baker: Principal Environmental Services Officer at LBC in a meeting with Maccreeanor Lavington and Kate Cornwall-Jones.

Access Meeting

6th May 2014

Meeting with Michelle Horn: LBC Access and Service Development Officer on the Liddell Road site with Maccreeanor Lavington and Kate Cornwall-Jones to discuss the principal of access requirements for the scheme.

Building Control Meetings

4th June 2014 and 7th August 2014

Meeting with LBC Building Control to introduce the scheme and discuss initial site specific issues of adjacencies to the site boundaries and access and levels strategies. Meeting held with Nasser Rad: Head of Service, LBC Building Control, Michelle Horn: LBC Access, Maccreeanor Lavington and Kate Cornwall-Jones. A further meeting to discuss the detail of the emerging school design was held on the 7th August with Naran Pindoria.

Parks and Open Spaces Meetings

12th March, 17th July and 1st October 2014

Meetings were held on site with Lucy Gannon from LBC Parks and Open Spaces team and the Landscape Consultant Jonathan Cook.

Pre-Planning Application Diary

Session	Date	Session Review	Attendees
1	27/06/14	Design Meeting: Development of layout and massing; Public realm and open spaces; Trees and ecology	Tibbalds, Maccreeanor Lavington Architects (MLA), Landscape / ecology, Gavin Sexton, Ed Jarvis, Lucy Gannon
2	17/07/14	Update prior to DM Forum	Kate Cornwall- Jones (KCJ), MLA, Tibbalds, Alex Bushell
3	22/07/14	Approach to viability	KCJ, Tibbalds, Alex Bushell
4	19/08/14	Design Meeting, feedback from DM Forum	KCJ, Tibbalds, MLA, Ed Jarvis
5	17/09/14	Design Meeting	KCJ, MLA, Tibbalds, Gavin Sexton, Ed Jarvis
6	06/10/14	Transport & Access	KCJ, MLA, Tibbalds, Alan Baxter Associates, Gavin Sexton, Alex Bushell, Steve Cardno, Tim Long, Michelle Horn
7	06/10/14	Split application strategy; Confirmation of technical documents to support application; Heads of Terms; Handover	KCJ, MLA, Tibbalds, Gavin Sexton, Alex Bushell
8	08/10/14	Design Meeting	KCJ, Tibbalds, Jonathan Cook Landscape Architects (JCLA), Gavin Sexton, Alex Bushell, Ed Jarvis, Lucy Gannon
9	24/10/14	Design Meeting, landscape	KCJ, MLA, Tibbalds JCLA, Gavin Sexton, David Fowler, Alex, Bushell, Ed Jarvis, Edward Bailey, Lucy Gannon
10	03/11/14	Application and Design Meeting	KCJ, MLA, Tibbalds, Ed Jarvis, David Fowler

Kingsgate School Consultation

In order to develop the school specific brief a number of meetings and visits have been held with Kingsgate School representatives including Liz Hayward: Headteacher, Shelley Dunbar: School Business Manager, Rebecca Lipke: Assistant Headteacher, and a number of teaching staff. Full details of the school consultation are included in section 4.1.3.

Public Exhibition and Drop-in Consultation Event

15th & 16th July 2014

Public Consultation drop in event held at Hampstead Library and West Hampstead Community Centre. Exhibition boards showing the proposal were presented over a two day event, inviting local residents to drop-in and discuss their opinions with the design team. The selected boards, shown opposite were used at the event to describe the design sequence, aims and vision for the site.

Development Management Forum

22nd July 2014 - Sidings Community Centre

The Development Management Forum was held as a culmination of the drop-in events. Residents voiced opinions and provided feedback on the proposals.

Public Presentation Event

17th September 2014 - Sidings Community Centre

The purpose of the meeting was to present the outcomes of the pre-planning application consultation in July and August 2014, and the Council's response.

Presenters included: Cllr Phil Jones , Cabinet member for Regeneration, Transport and Planning (chair), Cllr Angela Mason, Cabinet member for Children, Richard Lewin, AD Strategy and Resources Children, Schools and Families (CSF), Kate Cornwall-Jones, Senior Development Manager, CSF and Ann Griffin, Maccreeanor Lavington Architects.

Cllr Rosenberg and Cllr Yarde, Ward Members for West Hampstead and Cllr Rea, Cllr Russell, Cllr Olszewski, Ward Members for Fortune Green also attended.

Louise Trewavas, Project and Stakeholder Engagement, Matthew Sales, Interim Head of Community Investment and Regeneration, David Fowler, Principal Planning Officer, Shelley Dunbar, School business manager Kingsgate Primary school, Sue Measures, Sidings Community Centre and James Earl, West Hampstead Development Forum were also present.

Secured by Design

24th October 2014

A meeting was held with Adam Lindsay of the Northwest London Designing Out Crime Office (DOCO) at Ruislip Police Station to review the proposals against the principles of Secure by Design. Recommendations relating to landscape design have been incorporated into the current proposals and specification details, such as door and window ratings, will be addressed in detailed design.

3.1 Process

3.1.4 Involvement

Liddell Road - a new place for West Hampstead

WHAT ARE WE PROPOSING?
 In March 2014, Camden agreed to expand Kingsgate Primary School, based in Kingsgate Road 199, to provide 420 new primary school places. A new school building for children aged 3 to 8 years old will be built in a mixed use redevelopment of Liddell Road, subject to planning consent. The project is part of Camden's Community Investment Programme. The vision is to provide a wider range of benefits to the community as a whole through a more effective use of the site.
 Currently, the existing site is used only by businesses. The new site will have its own identity as a destination, and will be accessible to everyone in the area. The proposal will deliver a high quality, mixed use new place in West Hampstead for local people, children and families to live, learn, work and play that is integrated with, and enhances the surrounding open space. The aim is to open the new school building for the start of term in September 2015.

EMPLOYMENT USE RETAINED
 The old light industrial units are replaced with flexible modern workspaces. The new building provides 3000sqm of employment space and 140 new jobs.

SCHOOL
 Additional primary school places are needed in the North West of Camden.

CREATING A COMMUNITY AROUND A NEW PLACE

HOUSING

Community Investment Programme
 camden.gov.uk/cip Camden

Liddell Road - a new place for West Hampstead

THE SITE - WIDER CONTEXT AND LOCAL AREA

Community Investment Programme
 camden.gov.uk/cip Camden

Liddell Road - a new place for West Hampstead

FEASIBILITY APPRAISAL
 In September 2013 Camden carried out a statutory consultation regarding the proposal to expand Kingsgate Primary School. This is our original master plan for the redevelopment.

YOU TOLD US:

- School location provides an excellent connection to the street
- School entrance accessed directly from Maygrove Road park, concerns about impact on the park
- New public space not connected to the existing park
- 3 storey void of housing does not offer an engaging or vibrant addition
- The area of employment space is less than provided in the existing site, concerns about the number of jobs that would be created
- Retaining the mature trees on Maygrove Road is very important to screen the new development
- Concerns about cars driving on to site to stop children off and quality of road access

WE HAVE REVIEWED:

Community Investment Programme
 camden.gov.uk/cip Camden

Liddell Road - a new place for West Hampstead

EMERGING MASTERPLAN

Community Investment Programme
 camden.gov.uk/cip Camden

Liddell Road - a new place for West Hampstead

PUBLIC REALM AND LANDSCAPE

Community Investment Programme
 camden.gov.uk/cip Camden

Liddell Road - a new place for West Hampstead

MAYGROVE ROAD

Community Investment Programme
 camden.gov.uk/cip Camden

Liddell Road - a new place for West Hampstead

NEW WORKSPACE

Community Investment Programme
 camden.gov.uk/cip Camden

Liddell Road - a new place for West Hampstead

THE SCHOOL

Community Investment Programme
 camden.gov.uk/cip Camden

3.1 Process

3.1.5 Evaluation

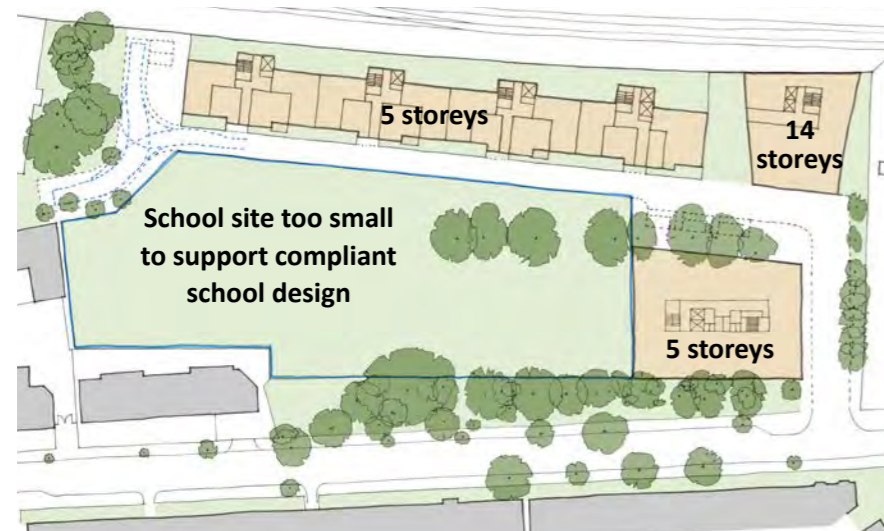
Consultation Feedback Response

Following the formal public consultation events, the design was reviewed to address a number of concerns raised. Specifically, following the DM forum meeting on 22nd July, we were asked to develop the scheme to:

1. Relocate the tall building to the east
2. Reduce the height of the tall building
3. Introduce affordable housing



Section of Alternative 2, through Maygrove Road housing



Alternative 1 - Ground floor plan

Alternative 1 - Tall Building Moved

This approach re-locates the school plot to the south of the site near to Maygrove Road, and the housing adjacent to the railway lines. It locates the tall building to the east of the site. The heights of all the buildings remain unchanged from the initial masterplan.

Conclusion

DM Forum Aims	Criteria Met
1. Relocate tall building to the east	Yes
2. Reduce height of tall building	No
3. Introduce affordable housing	No

The proposals meets only one of the three criteria and plot for the school is not large enough to achieve Building Bulletin 99 areas and therefore is not viable.



Alternative 2 - Ground floor plan

Alternative 2 - Residential Heights Adjusted

This layout is the same the initial masterplan, with amended building heights. The tall building is reduced to 11 storeys and the residential building to Maygrove Road increases to 7 stories to meet the required quantum.

Conclusion

DM Forum Aims	Criteria Met
1. Relocate tall building to the east	No
2. Reduce height of tall building	Yes
3. Introduce affordable housing	No

The proposals meets only one of the three criteria. The proposed height of the residential building to Maygrove Road is considered unsuitable in the context of 2/3 storey buildings opposite.



Alternative 3 - Ground floor plan

Alternative 3 - Viability Review

A review of the viability assessment undertaken at briefing stage, established that two of the three criteria raised by the DM forum could be met without design changes, with increased housing value permitting affordable housing and a reduction in units required for sale.

Conclusion

DM Forum Aims	Criteria Met
1. Relocate tall building to the east	No
2. Reduce height of tall building	Yes
3. Introduce affordable housing	Yes

This solution meets two of the three aims of the DM Forum process, provides an appropriate scale to the housing on Maygrove Road and provides sufficient space for the school. This approach was taken forward.