



# UR

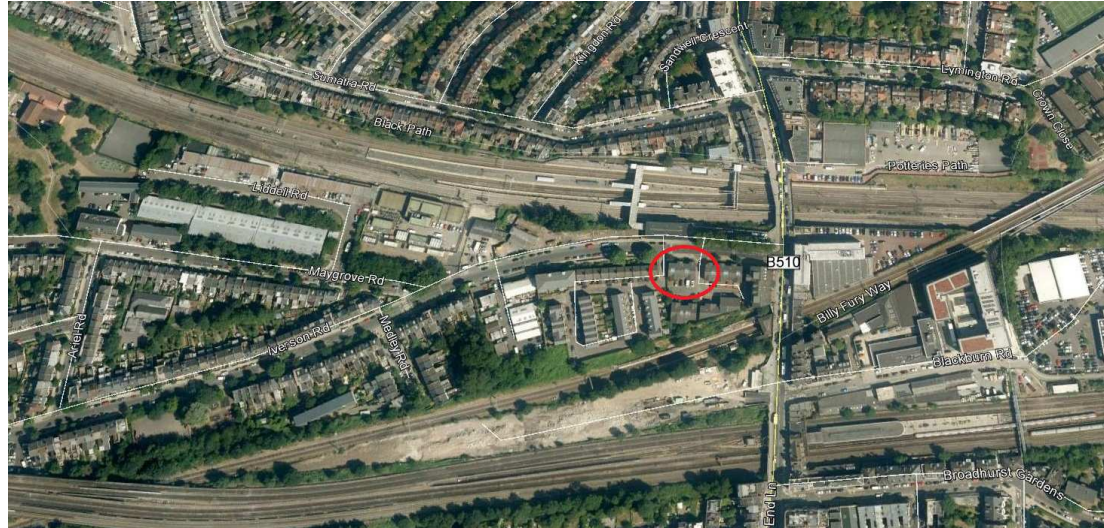


URBAN REGEN LONDON

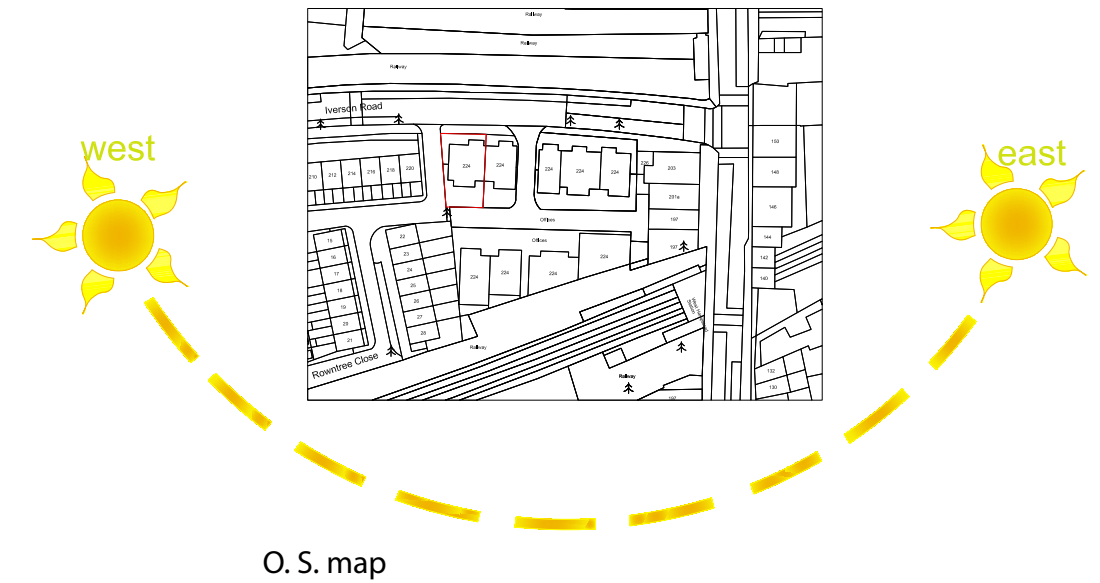
**Architecture & Design**



# Introduction



Satellite Photographs



## Background

This statement has been written in accordance with the advisory document "Design and Access Statements: How to Write, Read and Use Them", published by CABI in 2006.

The site consists of a 2 storey purpose built commercial building located in Hampstead West, Iverson Road, London. NW6.

The site is located within the London Borough of Camden.

Hampstead West forms a purpose built development featuring 9, 2 storey commercial buildings constructed in the late 1980's. Each unit is of similar contemporary design and utilised for B1 use.

## Introduction

The subject site is 5 Hampstead West and is located on the north eastern boundary of the commercial development and fronts Iverson Road.

The unit features warehousing on the ground floor and office accommodation to the first floor. The site has a total floor area of 112 m<sup>2</sup>.

This application seeks to increase the floor area at ground floor level with the addition of 2 small single storey extensions. Additionally we propose a rear dormer roof extension, during the course of the proposed construction works the building will undergo refurbishment works.



# Introduction



front elevation



rear elevation

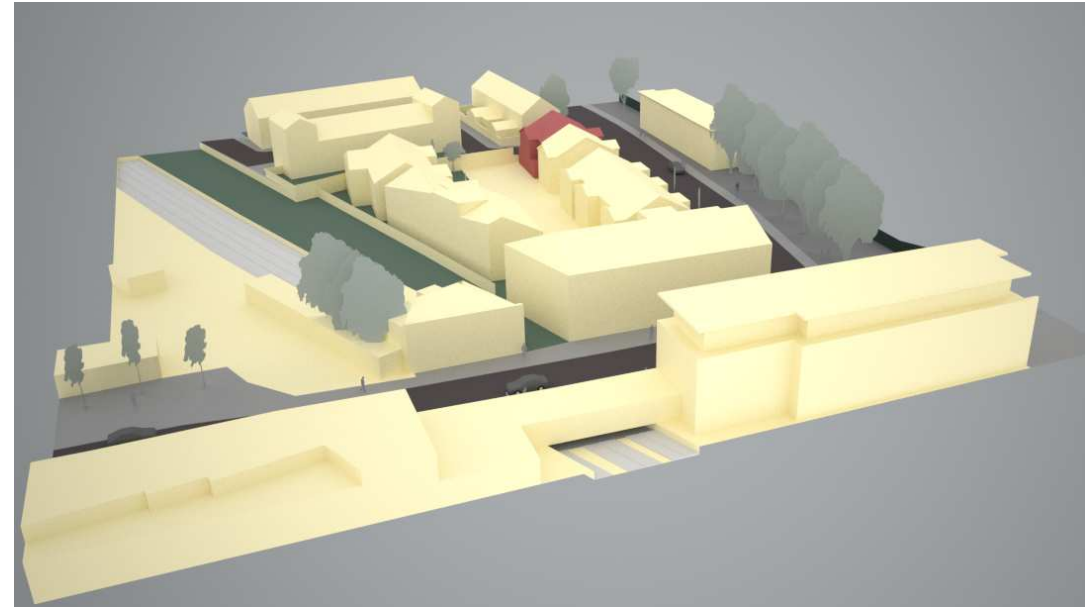
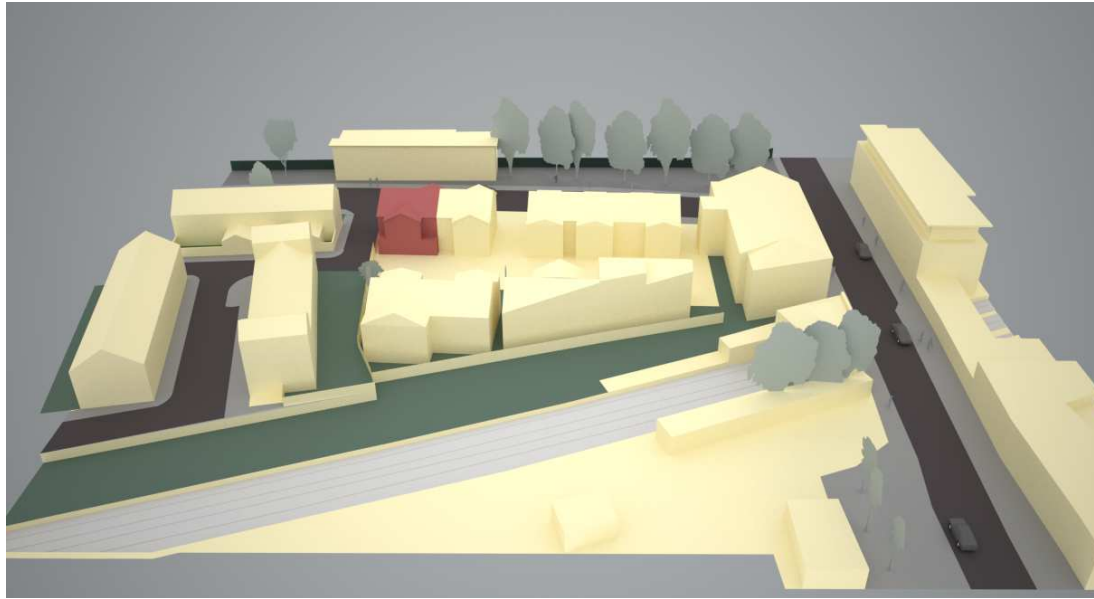
Photo graphs of the site



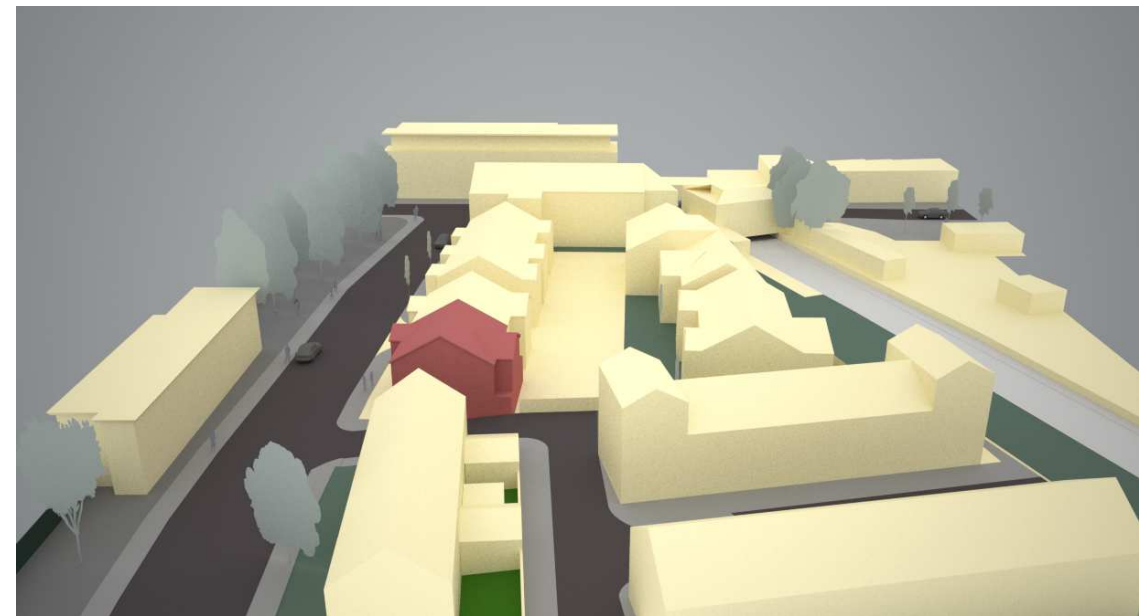
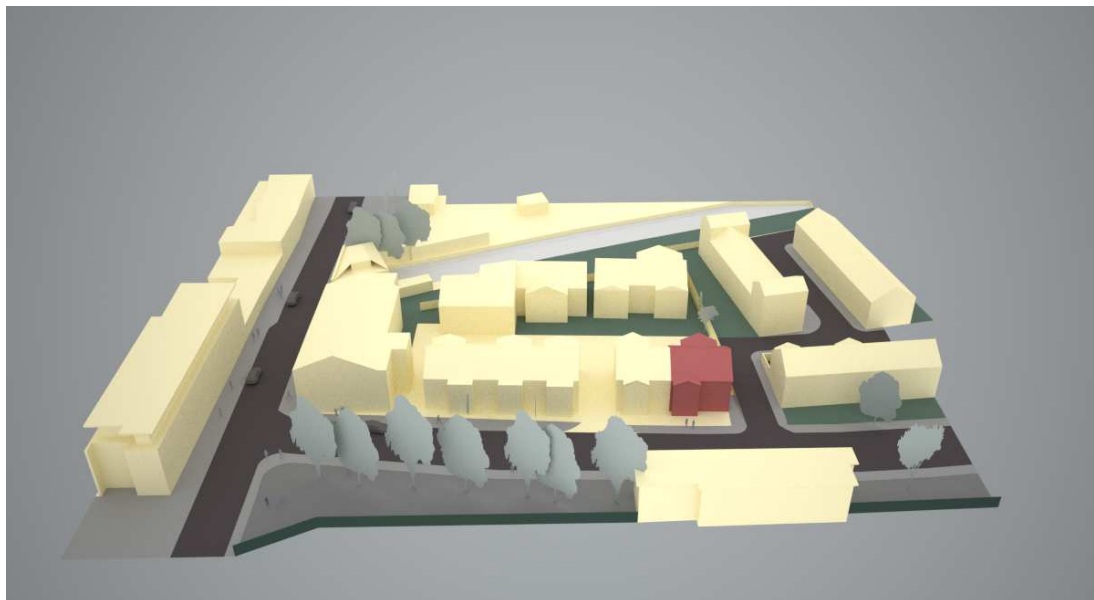
side elevation



rear elevation



Three dimension illustration of the subject site in context with surrounding buildings (as existing)





# existing sun plots



06:00 gmt



08:00 gmt



10:00 gmt



12:00 gmt



14:00 gmt



16:00 gmt



18:00 gmt



20:00 gmt

## Daylight and Sunlight.

As described in the proposals chapter of this report the proposed extension has been carefully positioned to protect adjoining dwellings from any loss of amenity. We include in this report a visual analysis of sunlight and shadows both as existing and as proposed.

The analysis features a three dimensional model of the subject site and adjacent buildings. The model has been located to the correct geographical location on the earths surface, oriented correctly to true north and then simulated in relation to the natural progression of the sun plot throughout the course of the day.

All times stated relate to GMT in the month of June.



Lola Rose LONDON

The Brand...

Lola Rose pieces are instantly recognisable and are adored for their understated elegance.

The brand's mission is to bring affordable, timeless design to women of all ages, offering the little piece of luxury every woman desires.

Lola Rose is a fun, affordable, luxury accessories brand. As one of the UK's most sought after fashion accessory brands it has become the darling of the fashion press, beloved by fashion buyers, the celebrity label of choice and the accessible luxury that every woman wants. Peerless in the fashion industry, it is worn by women from all walks of life; from the style-conscious student to the style-savvy supermodel.

All Lola Rose products are made using only the finest materials. The products are classic and timeless, designed to make the perfect impulse buy or gift for oneself or someone special.



*Our brand values...  
glamorous and chic  
colourful and bold  
quirky and fun  
feminine and modern  
but timeless...*

*"I just want to create things  
that make women from all  
walks of life feel special!"  
Nikki Gerwitz*

Where to find us

John Lewis

HARVEY NICHOLS

HENRI BENDEL  
NEW YORK

bloomingdales

Fenwick

▲ LUISAVIAROMA

Paul Smith

Harrods

Boutique 1

ANTHROPOLOGIE



HOUSE OF FRASER

deBijenkorf

KARSTADT



URBAN REGEN LONDON

Lola Rose have been resident in the London Borough of Camden since the company's conception some 15 years ago. Previously located in Belsize Road the company has flourished and recently purchased number 5 Hampstead West as its UK headquarters.

'We have purchased 5 West Hampstead to be the new headquarters of Lola Rose.

Lola Rose London is one of the UK's leading accessories brands, sold in virtually all of the UK's leading department stores and some of the most recognisable retail stores around the world, including Bloomingdales in the USA and Bon Marche in France.

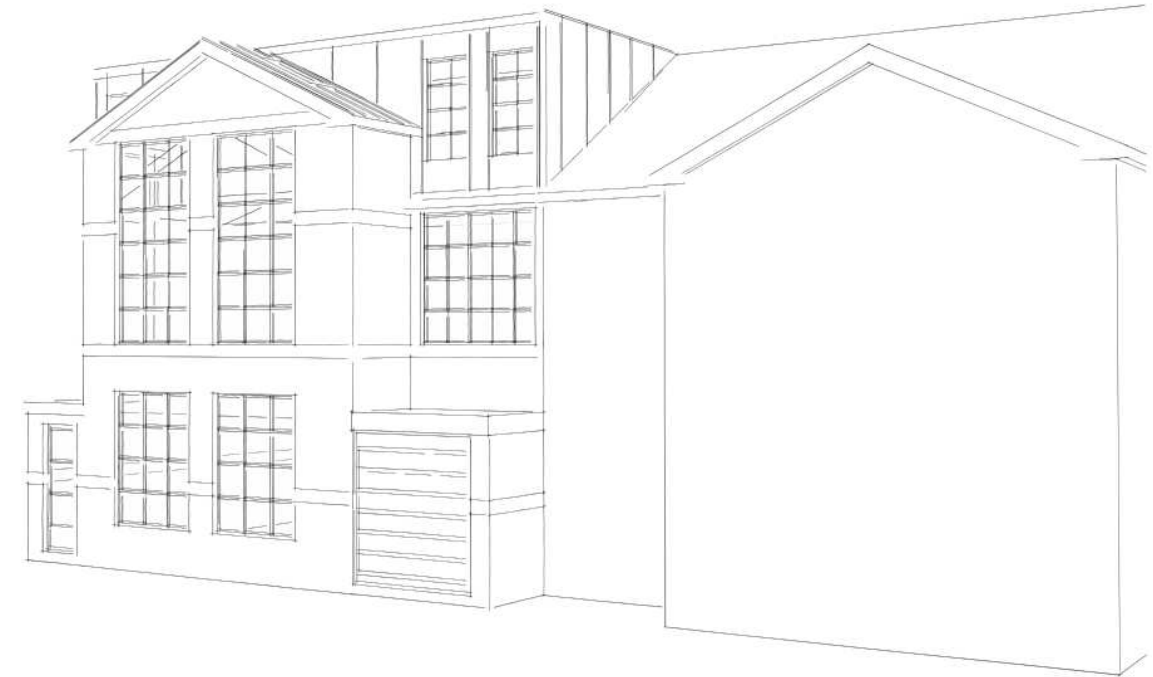
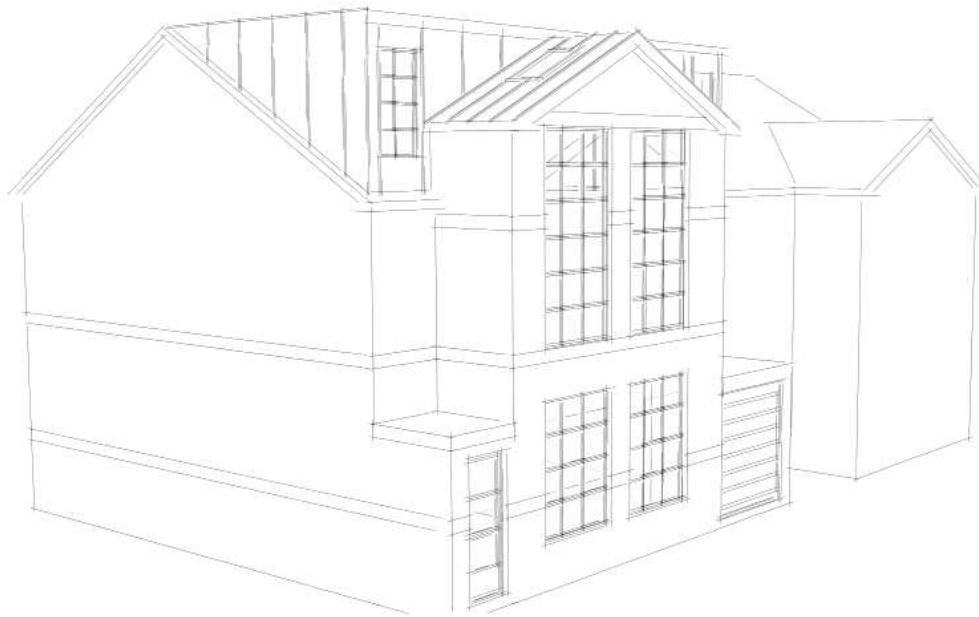
Lola Rose is developing new fashion accessory products for UK and worldwide distribution requiring of additional showroom and design space – the additional floor area will be extremely valuable to providing all showroom and design facilities under one roof.

With the incredible transport links into West Hampstead and the ongoing regeneration of the immediate area there will be a compelling story for Fashion Buyers to visit the Lola Rose HQ and choose the collections for their respective stores as well as a brilliant work environment for Lola Rose's talented design and office team. We are proud to have chosen West Hampstead for this new chapter in Lola Rose's growth.'

Nikki Gerwitz  
(company founder)



Lola Rose Boutique has become the most requested of our ranges from fashion buyers, press and style-savvy customers. Their unique colourful stones and of the moment styling make them the perfect multi purchase item to create a statement. Their timeless appeal gives the versatility to dress up or dress down.

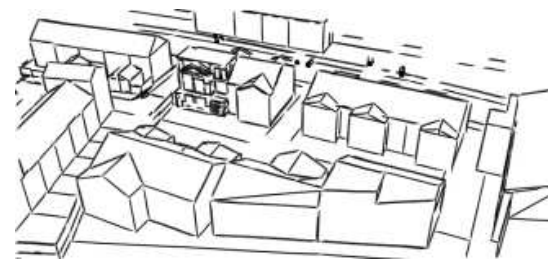


Proposal.

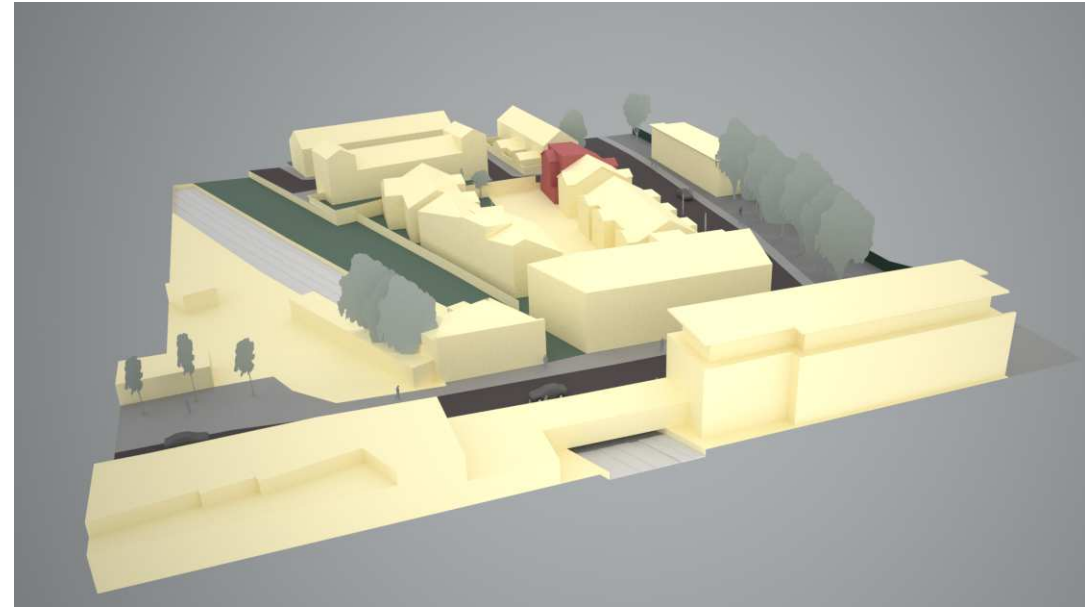
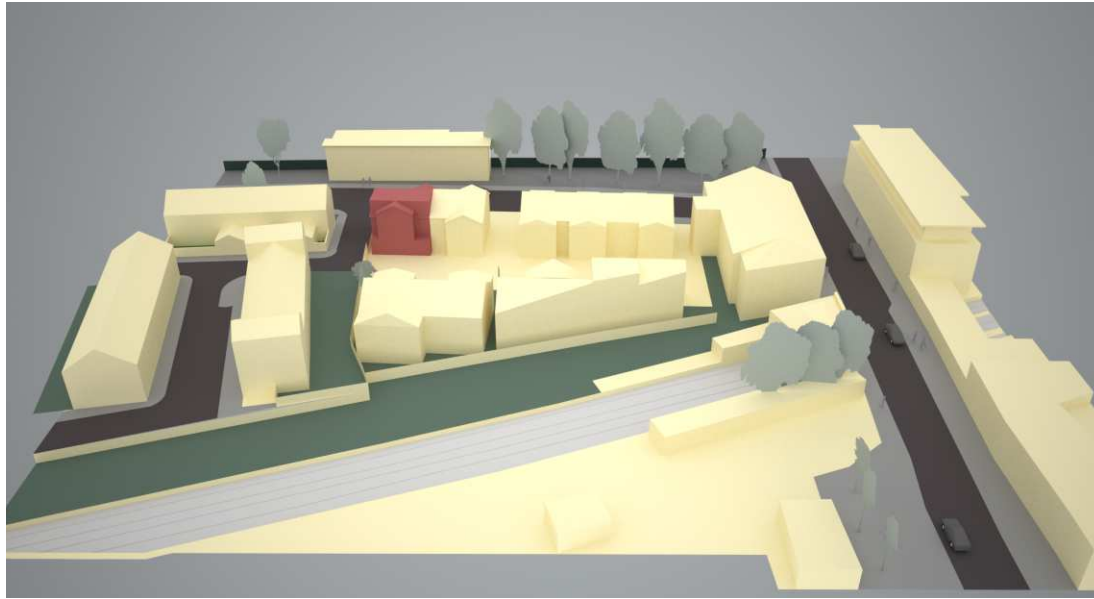
A design brief prepared by the client stipulates the need for additional floor space to accommodate the continued growth of the company. Additionally the client requests that the building be refurbished and given an enhanced external appearance.

Additional floor area is required at ground floor level for storage and administrative work. Additional floor area at upper levels is also required for design, general office space and a showroom for the company to display its current products to fashion buyers from around the world.

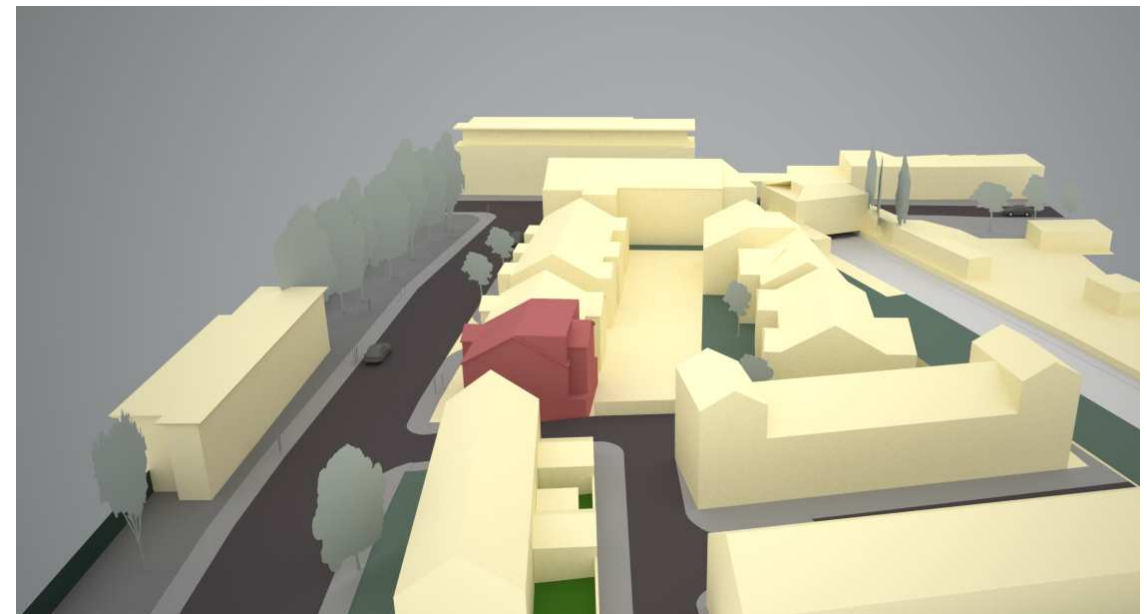
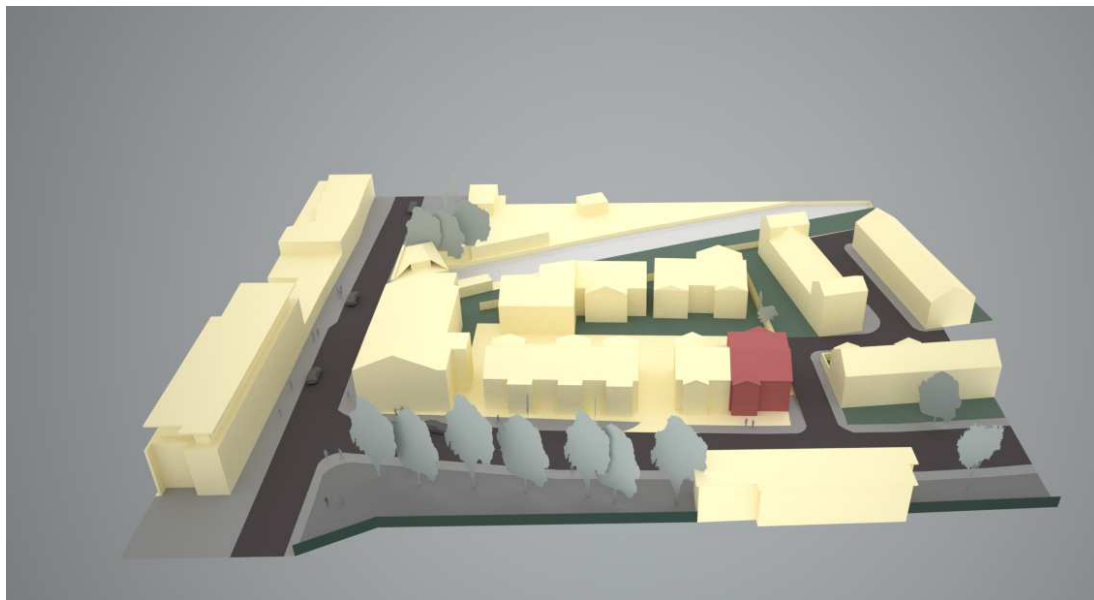
We have produced design proposals which meet the clients need for additional floor space whilst maintaining a high standard of contemporary design.





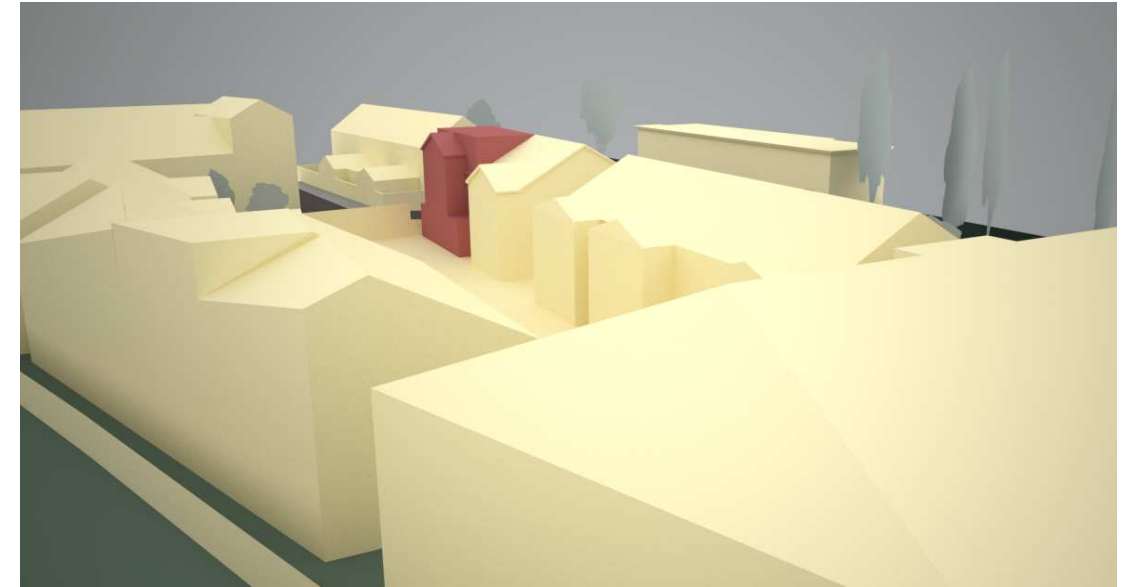
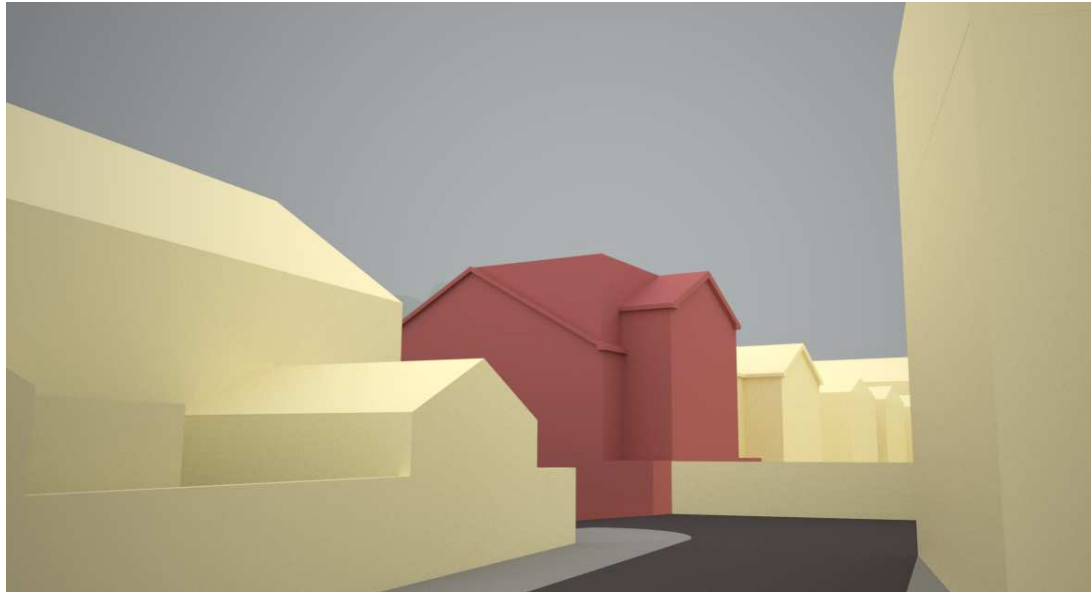


Three dimension illustration of the subject site in context with surrounding buildings (as proposed)

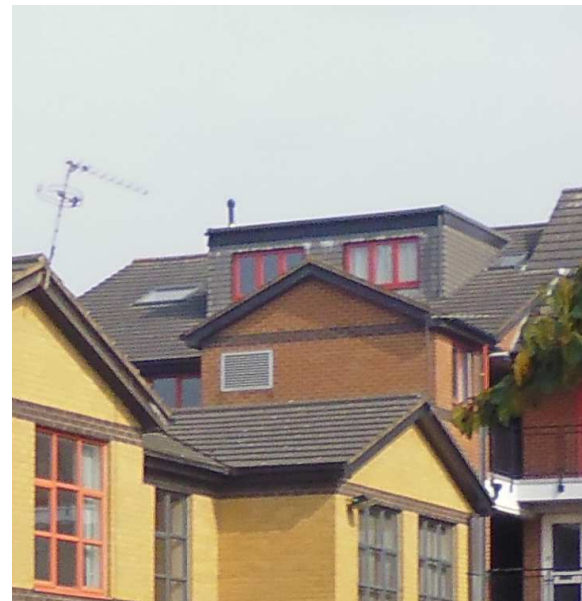




## proposed massing



Three dimension illustration of the subject site in context with surrounding buildings, indicating the massing and bulk. The proposed design features similar rear dormer and gable designs to that of adjacent buildings.



The proposed scheme features small single storey extensions and a rear dormer roof extension providing a new mezzanine level.

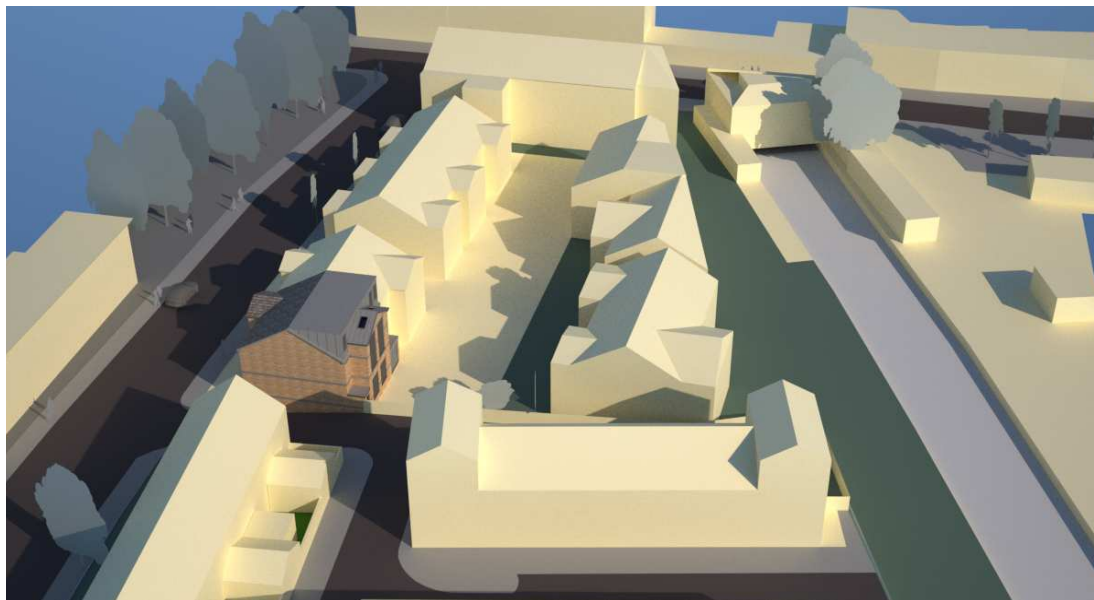
Consideration has been given to the quality, style and design of surrounding buildings. The site is located with a small commercial development featuring buildings of similar 1980's contemporary architecture. Surrounding developments feature a mixture of both traditional and contemporary housing schemes of varying bulk and massing.

The proposed additional bulk and massing of our proposals fit comfortably within the local vernacular and do not appear excessive or overbearing to surrounding developments.





Three dimension illustration of the subject site in context with surrounding buildings and illustrating the use of contemporary face materials (as proposed)





## proposed scheme



The proposed scheme, in line with the clients brief utilises contemporary materials providing the building with a contemporary design approach. The existing building features a late 1980's architectural approach to contemporary design. However over the years this appearance has become somewhat dated and is now in need of refurbishment.

Adjacent companies have recently refurbished surrounding buildings. The addition of roof extensions, renovated frontages featuring large areas of glazing and the adoption of modern paint schemes have significantly improved the appearance of the development.

During the design process we have consulted with various owners of adjacent buildings, those who expressed an opinion have been very supportive of our proposals and have expressed potential interest in similar developments.

Our proposals include the introduction of zinc cladding as a face material to the rear elevation; the front elevation will remain unchanged due to its important role in the streetscene and uniformity with surrounding buildings.

Zinc is a very traditional material that has been utilised for cladding and roofing for hundreds of years. Alternatively zinc has a high quality contemporary appearance and is commonly utilised in contemporary architecture, favoured for its clean appearance and high level of durability.

New areas of brickwork will be constructed in a face brick to match the existing with complementing areas of dark brick bandings.



## Accommodation quality and layout

The proposal is an opportunity to increase the quantity and quality of the accommodation at 5 Hampstead West. The building recently purchased by the client will form the UK headquarters for the company.

Due to the nature of the clients business (fashion and design) the company has a high profile in the design world and as such demand a building of high quality contemporary design. International fashion clients and buyers visit the building to view and purchase the latest collections and negotiate wholesale purchases prior to the products hitting the high street.

The first floor and proposed mezzanine level will house the design team, administrative departments and the showroom. The proposed mezzanine level provides 58m<sup>2</sup> of valuable floor area which is essential to the growth and sustainability of the company. The proposals create a large open plan space of high quality design and a light and airy environment for clients and employees. Increased areas of glazing to the rear elevation further enhance the high quality internal environment.



Three dimension internal illustrations of the proposed mezzanine level



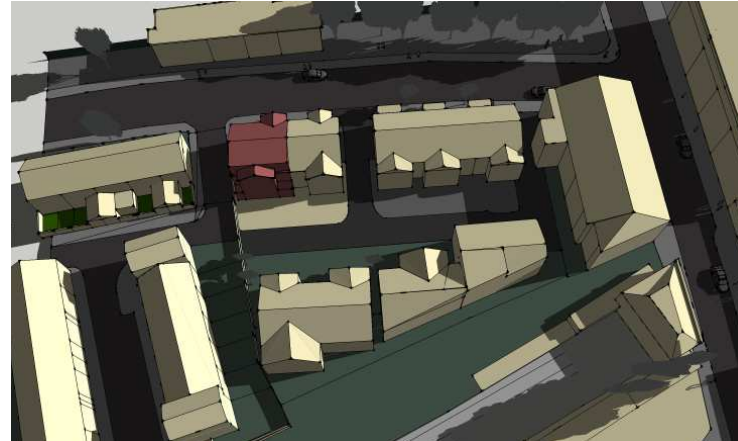
## Summary

- ☒ The proposal will result in an improved working environment at 5 Hampstead West and will contribute to the Borough's current shortage of commercial buildings.
- ☒ The proposals will allow an existing commercial resident of Camden to remain trading within the borough and provide employment for local residents.
- ☒ The proposals will enhance the external appearance of a dated building and provide a high standard of external visual amenity.
- ☒ The property will remain in commercial use and will blend into the character of the area.
- ☒ Other units in the local vicinity have undergone similar conversion with the support of the Council.

# proposed sunplots



06:00 gmt



08:00 gmt



10:00 gmt



12:00 gmt



14:00 gmt



16:00 gmt



18:00 gmt



20:00 gmt

## Daylight and Sunlight.

As proposed. As can be seen by the accompanying illustrations the careful location of the proposed extension causes no loss of amenity in terms of sunlight or excessive shadowing to the adjacent buildings.



## Planning policy context

There are a number of strategic policies within the Camden's Development Policies 2010 that recognise the importance of sustainable patterns of development and of locating higher density development in areas where access to public transport is good.

In addition the National Planning Policy Framework promotes good design and the efficient use of sites.

The subject site is located within a designated 'growth area' as indicated on the London Borough of Camdens policy map.

### Policy DP13 - Employment premises and sites

The Council will retain land and buildings that are suitable for continued business use and will resist a change to non-business unless:

- it can be demonstrated to the Council's satisfaction that a site or building is no longer suitable for its existing business use; and
- there is evidence that the possibility of retaining, reusing or redeveloping the site or building for similar or alternative business use has been fully explored over an appropriate period of time.

Where a change of use has been justified to the Council's satisfaction, we will seek to maintain some business use on site, with a higher priority for retaining flexible space that is suitable for a variety of business uses.

When it can be demonstrated that a site is not suitable for any business use other than B1(a) offices, the Council may allow a change to permanent residential uses or community uses, except in Hatton Garden where we will expect mixed use developments that include light industrial premises suitable for use as jewellery workshops.

Where premises or sites are suitable for continued business use, the Council will consider redevelopment proposals for mixed use schemes provided that:

- the level of employment floorspace is maintained or increased;
- they include other priority uses, such as housing and affordable housing;
- premises suitable for new, small or medium enterprises are provided;
- floorpace suitable for either light industrial, industry or warehousing uses is re-provided where the site has been used for these uses or for offices in premises that are suitable for other business uses;
- the proposed non-employment uses will not prejudice continued industrial use in the surrounding area.

The Council will support the provision of live/work premises provided they do not:

- result in the loss of any permanent residential units; or
- result in the loss of sites in business or employment use where there is potential for that use to continue.

### Policy DP24 - Securing high quality design

The Council will require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design and will expect developments to consider:

- character, setting, context and the form and scale of neighbouring buildings;
- the character and proportions of the existing building, where alterations and extensions are proposed;
- the quality of materials to be used;
- the provision of visually interesting frontages at street level;
- the appropriate location for building services equipment;
- existing natural features, such as topography and trees;

## 7. Requiring good design

56. The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

57. It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.

## Decision-taking

186. Local planning authorities should approach decision-taking in a positive way to foster the delivery of sustainable development. The relationship between decision-taking and plan-making should be seamless, translating plans into high quality development on the ground.

187. Local planning authorities should look for solutions rather than problems, and decision-takers at every level should seek to approve applications for sustainable development where possible. Local planning authorities should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area.

## Planning History

Application Number 2013/8056/P

Hampstead West 224 Iverson Road London NW6 2HL Erection of steel gates at entrance  
FINAL DECISION 16-01-2014 Granted

2011/5971/P

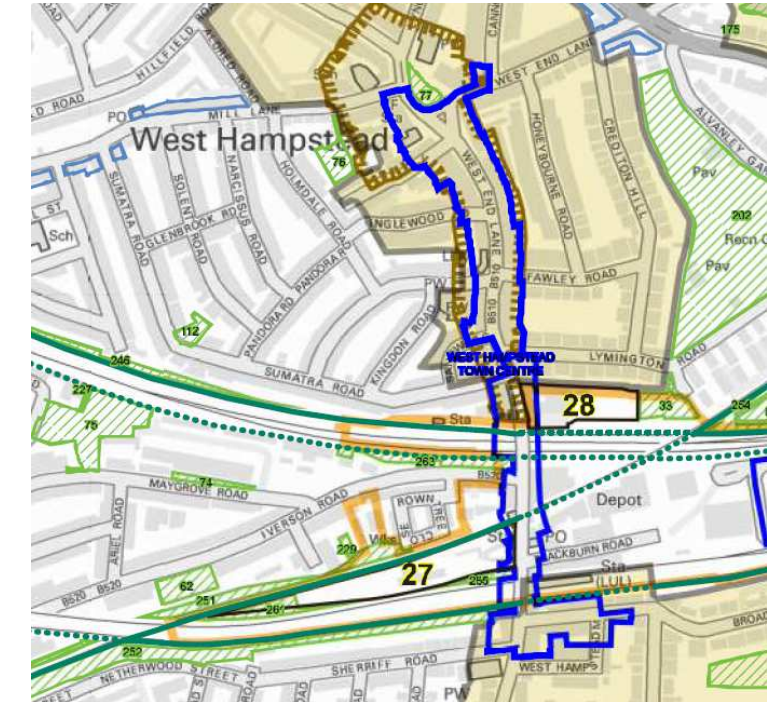
Hampstead West 224 Iverson Road London NW6 2HU Erection of front and rear dormers to existing office building. FINAL DECISION 30-11-2011 Refused

2011/5645/P

Hampstead West 224 Iverson Road London NW6 2HU The erection of a rear roof extension to the existing office (Class B1). FINAL DECISION 10-11-2011 Granted

8880566

224 Iverson Road NW3 1 static internally illuminated business identification fascia sign located on the facade of unit 5 244 Iverson Road measuring 2380mm X950mm located in accordance with the approved plan numbered 8880566R1 as revised by letter dated 22 August 1989. FINAL DECISION 21-12-1988 Grant Approval for Advertisement



## Traffic/highway safety

The site is located within a sustainable location and is in close proximity on foot to routes identified as part of the London Bus and Railway Network. The site provides 3 car parking spaces for staff and visitors in addition to benefiting from a high PTAL level we conclude that there will be no additional parking stress caused by these proposals.

### PTAI Study Report File Summary

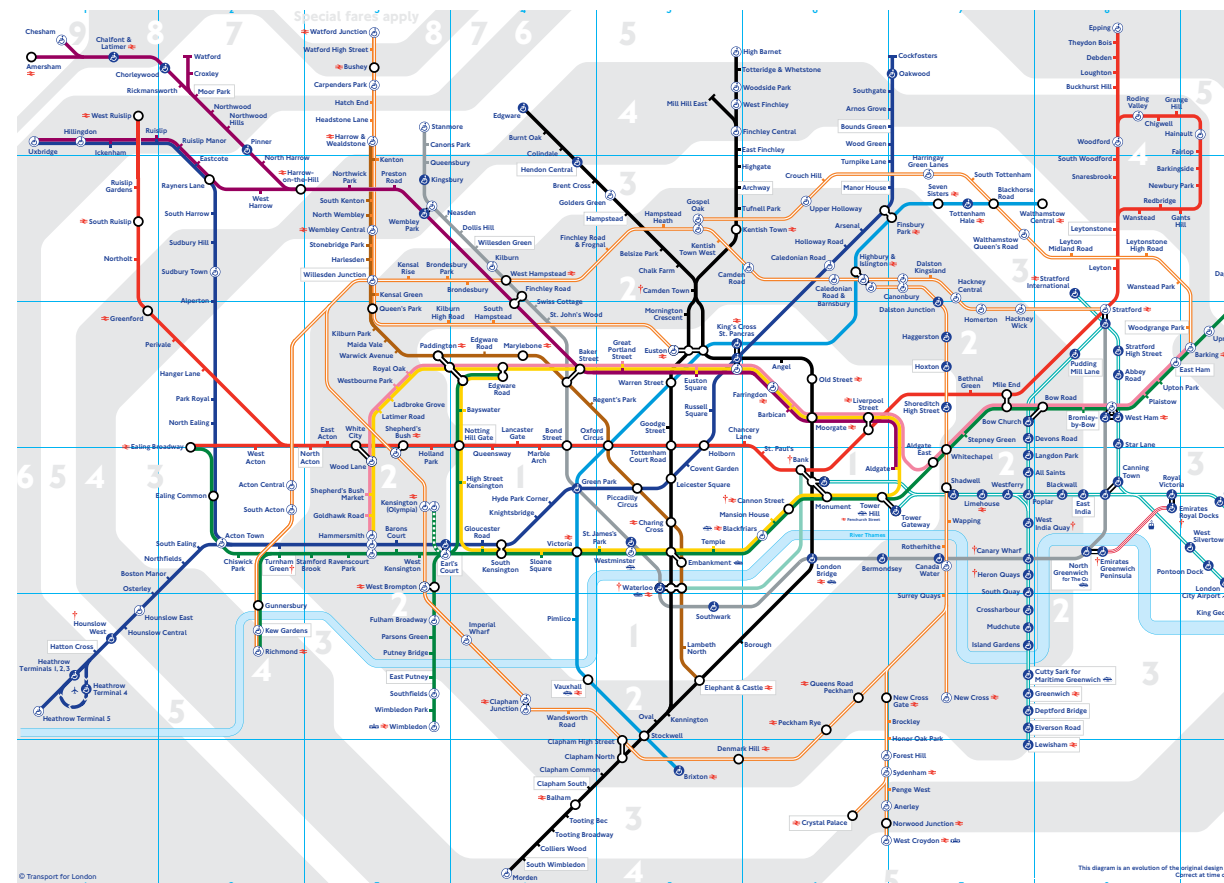
#### PTAI Run Parameters

PTAI Run: 20141610064637  
 Description: 20141610064637  
 Run by user: PTAL web application  
 Date and time: 16/10/2014 06:46

#### Walk File Parameters

Walk File: PLSQLTest  
 Day of Week: M-F  
 Time Period: AM Peak  
 Walk Speed: 4.8 kph  
 BUS Walk Access Time (mins): 8  
 BUS Reliability Factor: 2.0  
 LU LRT Walk Access Time (mins): 12  
 LU LRT Reliability Factor: 0.75  
 NATIONAL\_RAIL Walk Access Time (mins): 12  
 NATIONAL\_RAIL Reliability Factor: 0.75  
 Coordinates: 525452, 184775

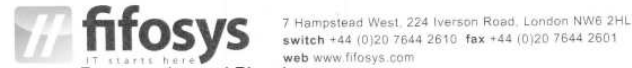
Mode	Stop	Route	Distance (metres)	Frequency (vph)	Weight
Walk time (mins)	SWT (mins)	TAT (mins)	EDF	AI	
BUS	WEST HAMPSTEAD STATION	C11	68.8	7.5	0.5
0.86	6.0	6.86	4.37	2.19	
BUS	WEST HAMPSTEAD STATION	139	68.8	7.5	0.5
0.86	6.0	6.86	4.37	2.19	
BUS	WEST HAMPSTEAD STATION	328	68.8	9.0	1.0
0.86	5.33	6.19	4.84	4.84	
BUS	FNCH R O2 CENTRE HOMEBASE		187	558.54	6.0
0.5	6.98	7.0	13.98	2.15	1.07
BUS	FNCH R O2 CENTRE HOMEBASE		268	558.54	5.0
0.5	6.98	8.0	14.98	2.0	1.0
LU LRT	West Hampstead	Jubilee Line Stanmore to Stratford	204.79		
17.8	1.0	2.56	2.44	5.0	6.01
LU LRT	West Hampstead	Jubilee Line Willesden Green to Stratford	204.79		
4.4	4.4	0.5	2.56	7.57	2.96
1.48					
LU LRT	West Hampstead	Jubilee Line Wembley Park to Stratford	204.79		
4.4	4.4	0.5	2.56	7.57	2.96
1.48					



NATIONAL_RAIL	WEST HAMPSTEAD	RICHMOND to STRATFORD	124.48				
4.0	1.0	1.56	8.25	9.81	3.06	3.06	
NATIONAL_RAIL	WEST HAMPSTEAD	CLAPHAM JUNCTION to STRATFORD	124.48	2.0	0.5	1.56	15.75
						17.31	1.73
							0.87
NATIONAL_RAIL	WEST HAMPSTEAD	THAMESLINK	225.6	0.33	0.5	2.82	91.66
94.48	0.32	0.16					
NATIONAL_RAIL	WEST HAMPSTEAD	THAMESLINK	225.6	0.33	0.5	2.82	91.66
94.48	0.32	0.16					
NATIONAL_RAIL	WEST HAMPSTEAD	THAMESLINK	225.6	0.67	0.5	2.82	45.53
0.62	0.31						
NATIONAL_RAIL	WEST HAMPSTEAD	THAMESLINK	225.6	0.33	0.5	2.82	91.66
94.48	0.32	0.16					
NATIONAL_RAIL	WEST HAMPSTEAD	THAMESLINK	225.6	1.0	0.5	2.82	30.75
0.89	0.45						
NATIONAL_RAIL	WEST HAMPSTEAD	THAMESLINK	225.6	0.67	0.5	2.82	45.53
94.48	0.32	0.16					
NATIONAL_RAIL	WEST HAMPSTEAD	THAMESLINK	225.6	0.33	0.5	2.82	91.66
94.48	0.32	0.16					
NATIONAL_RAIL	WEST HAMPSTEAD	THAMESLINK	225.6	0.67	0.5	2.82	45.53
0.62	0.31						
NATIONAL_RAIL	WEST HAMPSTEAD	THAMESLINK	225.6	1.33	0.5	2.82	23.31
1.15	0.57						
NATIONAL_RAIL	WEST HAMPSTEAD	THAMESLINK	225.6	0.67	0.5	2.82	45.53
94.48	0.32	0.16					
NATIONAL_RAIL	WEST HAMPSTEAD	THAMESLINK	225.6	0.33	0.5	2.82	91.66
94.48	0.32	0.16					
NATIONAL_RAIL	WEST HAMPSTEAD	THAMESLINK	225.6	1.0	0.5	2.82	30.75
33.57	0.89	0.45					
NATIONAL_RAIL	WEST HAMPSTEAD	THAMESLINK	225.6	0.33	0.5	2.82	91.66
91.66	0.32	0.16					

Total AI for this POI is 27.86  
 PTAL Rating is 6a.





Regeneration and Planning  
Development Management  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 8ND

Friday 23<sup>rd</sup> January 2015

To whom it may concern,

**RE: PLANNING APPLICATION REF 2014/6969/P - Erection of rear ground floor extension and installation of rear dormer to B1 commercial unit. Unit 5 Hampstead West, 224 Iverson Road, London NW6 2HL**

I write in connection to the above planning application. My business resides at the Hampstead West Development and as such I know the site well. I have examined the plans for myself and wish to offer mine and my companies support to the proposed project.

West Hampstead is a thriving area of North West London, with considerable amounts of development currently taking place and I believe that Hampstead West should be no exception. Our development is entirely well suited to sympathetic and well planned expansion and in my opinion I believe the addition of the extension and dormer contained within this application would only serve to fit most sympathetically into the current aesthetic of Hampstead West. Our Development is clearly of a certain architectural era and obviously any extension/planning should be very respectful of this and I believe this to be correct with the above mentioned application. It seamlessly blends into the current design of the development and I believe only adds value, as demonstrated by the 3D plans and light surveys completed.

There is a massive demand for commercial space in Hampstead West that is currently not being met. An application such as this allows for business' already situated within the area to be able to grow and expand. This in turn would, I believe, lead to further key development of Hampstead West by other units, ensuring North London business' stay within the Borough and more employment is made available to local residents.

In my view there should be no reason that the application pertaining to Unit 5 Hampstead West should not be granted planning permission.

Yours sincerely,

Mitesh Patel  
Managing Director

Fifosys Ltd. Registered in England, Registered office: 7 Hampstead West, 224 Iverson Road, London NW6 2HL. Company Registration Number: 4308503. VAT number: 805 2766 26.



Regeneration and Planning  
Development Management  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 8ND

COPY

tel 020 7604 2999  
fax 020 7604 2990  
e-mail info@londonanddistrict.com  
web www.londonanddistrict.com

Friday 23<sup>rd</sup> January 2015

To whom it may concern,

**RE: PLANNING APPLICATION REF 2014/6969/P - Erection of rear ground floor extension and installation of rear dormer to B1 commercial unit. Unit 5 Hampstead West, 224 Iverson Road, London NW6 2HL**

I write in connection with the above planning application. I have examined the plans and know the site well as my business also resides within the Hampstead West Development. I wish to offer my support to the proposal, for the reasons outlined below.

I am aware of the concerns of some in the community that this proposal to extend and install a dormer to Unit 5 will damage the character of the Hampstead West Development. However, I believe that Hampstead West is a development well suited to sympathetic and well planned expansion. In my opinion and, after studying the proposed plans held within this application, I believe the addition of the extension and dormer would only serve to fit most sympathetically into the current development. This in turn would, I believe, lead to further key development of Hampstead West by other units, ensuring key North London businesses stay within the Borough.

West Hampstead is a thriving area of North West London, with considerable amounts of residential development currently taking place, however there is a massive demand for commercial space that is not being met. An application such as this allows for businesses already situated within the borough to be able to expand and grow and in turn offer more employment to local residents.

Hampstead West is clearly a Development of a certain architectural era and any plan to change the obvious look of the park should not be considered. However the above mentioned application very seamlessly blends into the current design of the development and I believe only adds value, as demonstrated by the very well thought out and presented 3D plans and light surveys.

It is therefore my view that the application pertaining to Unit 5 Hampstead West should, without doubt, be granted planning permission.

Yours sincerely,

Mark Smith  
London & District Housing Limited

No.3 Hampstead West  
224 Iverson Road  
London NW6 2HX

London & District Housing Ltd. Registered Office: as above

Following the completion of the design process the clients consulted neighbouring businesses for their comments. The following letters of support were presented to the applicants. To date we have received no negative replies from neighbours.

