

4.4 Play and Recreation

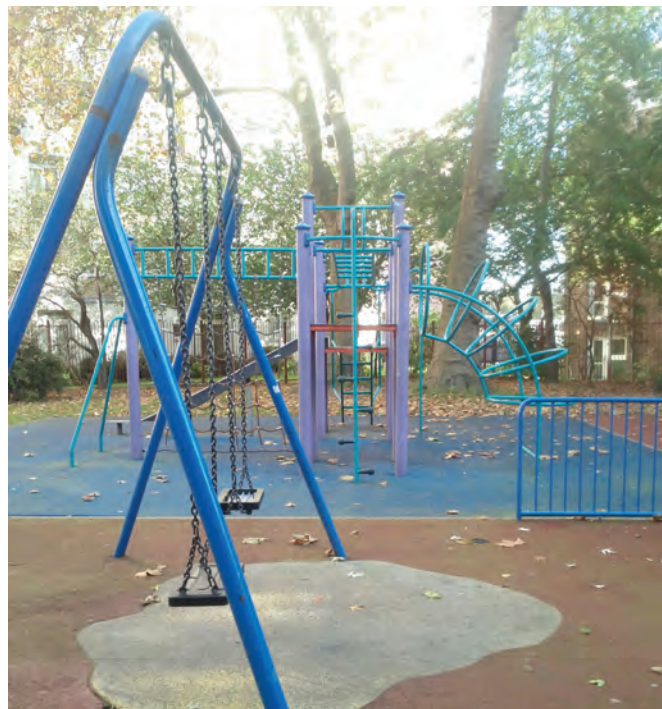
Play spaces on the estate

The existing estate contains a number of areas for play within public open spaces, MUGA's, and small estate playgrounds.

Regent's Park, the borough's third largest open space and a district park is in close proximity to the estate providing formal and informal play and recreation space for all ages.

On the estate the existing playspace of Cumberland Market is within 400m of all the development sites and satisfies the play provision for 5-11y and 12y+.

This space also satisfies the play provision of 0-5y for 3 of the development sites.



Existing generic play equipment and safety surfacing provide limited scope for varied play experiences



- 01 Existing Cumberland Market
Approximately 5000 sq m
Neighbourhood playable space
All age groups
Public
- 02 Existing Munster Square
Approximately 450 sq m
Local Playable space
Age group 0-11 and 12+
Public
- 03 Regent's Park
Approximately 1.6 sq km
District Park
All age groups
Public
- 04 Proposed new play space Newlands
Approximately 700 sq m
Local Playable space
Age group 0-11
Public
- 05 Proposed Robert Street play space
Approximately 180 sq m
Doorstep playable space
Age group 0-5
Residents Only
- 06 Proposed Varndell Street play space
Approximately 160 sq m
Doorstep playable space
Age group 0-5
Residents only
- 07 Proposed Former One Stop Shop play space
Approximately 100 sq m
Doorstep playable space
Age group 0-5
Residents only
- 08 Doorstep playground affected by HS2
- 09 Doorstep playground affected by HS2
- Existing MUGA
Youth Space
Age group 12+
- Replacement homes sites

Play strategy

The strategy for play is to provide site specific play opportunities within a landscape setting to improve the quality of the play provided on the estate through more variation and to be enjoyable for adults [parents/carers] as well.

This widens the experience of play within a natural setting with the benefit of seasonal changes, interpretation of the same play elements by different age groups as well as bringing interest into the space through the planting proposals and increased biodiversity. Planting can provide varied habitats for wildlife alongside physical structures such as insect hotels and bird boxes.



Bespoke play furniture providing play opportunities that are site specific rather than generic

One of the larger sites that can accommodate play elements within the landscape and is also furthest from Cumberland Market to benefit a wider number of residents is the Newlands Plot.

This playgarden is intended as a new public space for all the residents and will introduce informal and formal play opportunities along a new footpath which will also provide access to the existing Cartmel residential block required during the HS2 works.

In the long term it will become a pocket park off the pedestrianised eastern end of Varndell Street, which will be closed to traffic by the HS2 road bridge.

Proposals for the new playgarden have been developed through a model making workshop with a group of 8-12 year old estate residents and many of their ideas have been incorporated into the proposals, such as a big swing, maze and tree houses.

An adventure trail is to be incorporated into the planting areas to encourage children to use their imagination and cognitive abilities to create their own fun trails.

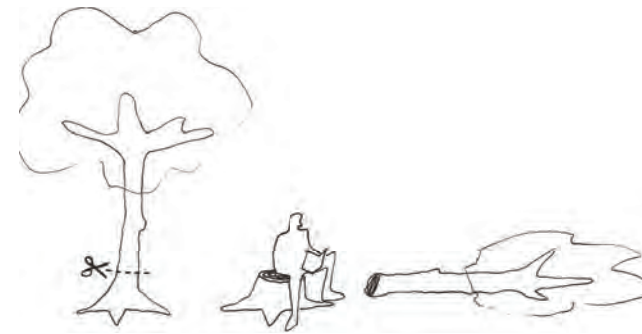
Play is recognised as an important social opportunity, between the re-housed residents and their new neighbours.

A new small playspace will be provided in the Robert Street shared garden for both residents and the informal crèche in the community centre. Gates will allow for the playspace to be secured when used by the community centre.

A concrete ping-pong table and boules pits are proposed on the Robert Street/Stanhope Street junction mitigation site and extend opportunities for play and recreation to older children and adults.



New trees provide visual interest and texture

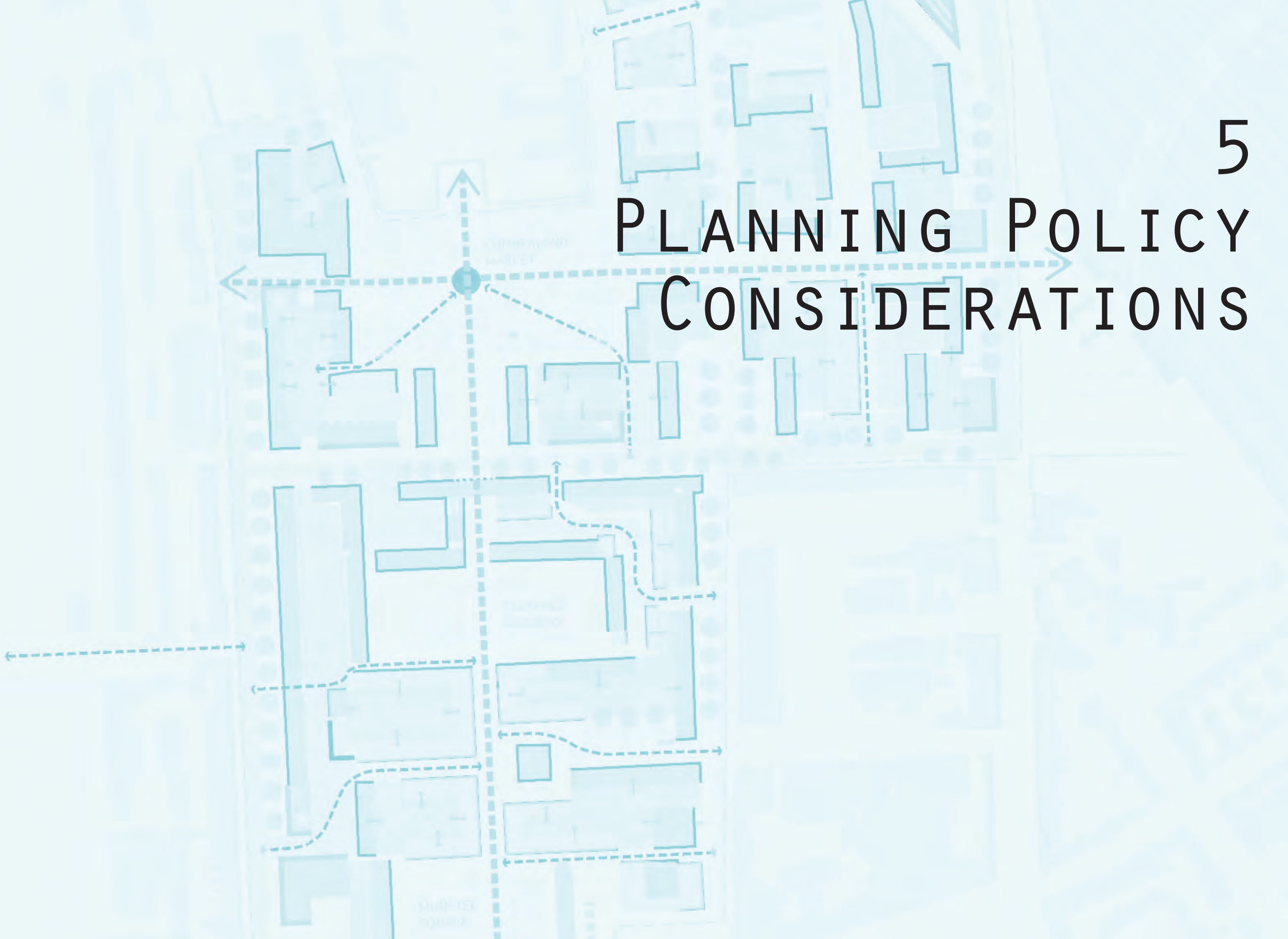


Timber play and bespoke elements introduced into existing and new landscape settings



Bespoke play furniture

PLANNING POLICY CONSIDERATIONS



5 Development 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.

This Planning, Design and Access Statement makes reference as appropriate to the planning policy framework at national, regional and borough levels. This includes, at the national level:

- National Planning Policy Framework published in March 2012; and
- Planning Practice Guidance (“PPG”) published in March 2014 and accessed via the online system in May 2015.

The Development Plan for the Site comprises the following key documents:

- The London Plan: The Spatial Development Strategy for London consolidated with alterations since 2011 (March 2015);
- The Euston Area Plan (January 2015);
- London Borough of Camden Core Strategy 2010-2025 (insert adoption date);
- London Borough of Camden Development Policies 2010-2025 (insert adoption date);
- London Borough of Camden Site Allocations 2010-2025 (September 2013); and
- North West London Waste Plan (in preparation).

Other relevant policy and guidance includes:

Regional

- Supplementary Planning Guidance (SPG): Use of Planning Obligations in the funding of Crossrail, and the Mayoral Community Infrastructure Levy (April 2013);
- SPG: Housing (November 2012);
- SPG: Shaping Neighbourhoods: Play and Informal Recreation (September 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).

Borough Level

Camden Council have a number of Supplementary Planning Documents (SPDs) that play an important role in planning decisions. A number of these documents take the form of Camden Planning Guidance (CPG) documents, the relevant documents for this application are:

- CPG 1: Design
- CPG 2: Housing
- CPG 3: Sustainability
- CPG 6: Amenity
- CPG 7: Transport
- CPG 8: Planning obligations
- Community Infrastructure Levy Charging Schedule

The content of the various adopted and emerging policy documents give rise to a number of issues and considerations, which together have shaped and influenced how the Applicant and the design team have approached the proposed redevelopment of the site. The key planning and design related policies are summarised in the following sections.

1 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”).

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 overarching 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 twelve 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 simply 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.*
- *Always seek to secure high-quality design and a good standard of amenity.*
- *Take account of the different roles and character of areas, promoting the vitality of our main urban areas.*
- *Support the transition to a low carbon future in a changing climate.*

- *Contribute to conserving and enhancing the natural environment and reducing pollution.*
- *Encourage the effective use of land by reusing land that has been previously developed (brownfield land).*
- *Promote mixed-use developments, and encourage multiple benefits from the use of land in urban and rural areas.*
- *Conserve heritage assets in a manner appropriate to their significance.*
- *Actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling.*
- *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.

The NPPF is supported and reinforced by a suite of National Planning Practice Guidance (NPPG) notes. These cover a large range of topics, and have been used to inform the development of the design proposals.

2 Regional Policy

The London Plan: The Spatial Development Strategy for London consolidated with alterations since 2011 (March 2015)

The London Plan (2015) sets the overall strategic plan for London, detailing the economic, environmental, transport and social framework for development of London up to 2036 (following alteration). It consists of the London Plan 2011, consolidated with the 'Revised Early Minor Alterations (REMA) (October 2013) and the Further Alterations to the London Plan (FALP) (March 2015).

The alterations to the London Plan (since it was first adopted in 2011) include an update to the 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. Other changes that are relevant to this application include an update to the cycle parking standards.

The Plan confirms that London's population is growing and that there will be a need to deliver new housing over the Plan period. The loss of affordable housing is resisted and there is a requirement to ensure that any floorspace that may be lost through redevelopment should be reprovided as part of the proposals for a scheme (Policy 3.14). A maximum reasonable amount of affordable housing will be sought on anything over and above the replacement (Policies 3.11 and 3.12).

The Plan 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 retained 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).

A number of areas are identified as 'Opportunity Areas' within the London Plan. These are areas where there is significant capacity for new housing, commercial and other types of space. The implementation of existing planning frameworks will be encouraged in these areas (Policy 2.13). The Euston area, including the Regent's Park Estate is identified as an Opportunity Area and is supported by its development framework 'the Euston Area Plan' (EAP).

Euston Area Plan (EAP) (January 2015)

The Euston Area Plan was prepared as a joint planning document between the Greater London Authority (GLA), Transport for London (TfL) and LBC. It was adopted in January 2015 by the GLA as Supplementary Planning Guidance and is adopted by LBC as an Area Action Plan. The plan provides a strategic vision and set of policies to implement the vision that will promote high quality redevelopment around Euston station in response to Central Government's plans for HS2. The plan "responds to the impact of the proposed High Speed Two (HS2) terminus at Euston and updates previous plans and aspirations for the area if HS2 does not proceed".

The EAP establishes the following vision for the Euston Area:

"The Euston area will be rejuvenated as both a local hub of activity and a gateway to London through new high quality comprehensive and transformational development above and around a world class transport interchange at Euston Station.

New homes, businesses, shops, community facilities, schools, new and improved public realm and open space will transform the area. The redeveloped station will help

to reconnect the communities to the north, south, east and west. Existing businesses, such as those at Drummond Street, and surrounding residential communities at Regent's Park, Somers Town and Mornington Crescent will flourish with investment in reprovided and new homes, businesses, open space and facilities where necessary, and their important role in the future of Euston celebrated and enhanced.

Euston's role as a medical research, knowledge, innovation and creative industry base will be enhanced and thrive around the cluster of world class education and research institutions in the area, helping to achieve Camden Council's Knowledge Quarter aspiration for the area which could include medical uses as promoted in the Mayor's "Med City" vision for the Euston Road corridor.

A network of clear and convenient streets will connect key attractions and green spaces in the area. Critical to this will be new and improved links through, above and around a redeveloped station and an improved greener environment along Euston Road. Euston Road will no longer be a barrier to pedestrian and cycle movement and onward journeys from the station. Euston has long been too polluted - the proposals in this plan will help to make it less so."

The area covered by the EAP is diverse in character and in order to have effective and specific policies the EAP divides the area into seven character areas. The Regent's Park Estate is identified as one character area and is identified as having "opportunities to accommodate new and replacement housing, with a priority for replacement housing for homes required by HS2".

Strategic Principle EAP 1 sets out the overall land use strategy for the EAP area. It identifies that "between 2,800 and approximately 3,800 additional homes along with the provision of appropriate replacement homes should be provided as a mix of unit sizes, whilst ensuring a high quality residential environment". It also identifies that "opportunities will be taken to deliver regeneration of existing housing estate through the provision of new and replacement housing as largely infill development".

The supporting text talks specifically about replacing housing lost as a result of HS2, it states that replacement homes should be completed prior to the demolition required for HS2 and as such priority is given to re-provision sites. The policy also states that it will seek the delivery of "additional

intermediate and private housing to be made available for potential purchase by leaseholders who will lose their homes as a result of HS2".

Strategic Principle EAP 2 set out the approach to design across the area and includes the following key urban design principles that should be fully addressed through any proposals:

- Improving connectivity by enhancing existing and providing new east-west and north-south links, reinstating the historic Euston area street pattern and improving wayfinding;
- Transforming the public realm through improvements to streets and the buildings that front them;
- Providing active frontages along key streets to enliven streetscapes and make them attractive and safe routes;
- Creating a network of new and improved open spaces and squares;
- Ensuring that development is of the highest architectural quality and designed to be accessible to all;
- Responds to the viewing corridors, scale and character of existing buildings, and context;
- Protecting and enhancing heritage assets and their settings that are sensitive to change; and
- Ensuring world class station design and a comprehensive approach to above station development.

The Strategic Principle also identifies general principles for the height of buildings across the area that may be appropriate based on an analysis of the surrounding built context. The text does also acknowledge that "while the strategic viewing corridors will limit the heights in the Euston area there may be some opportunities for taller buildings subject to design, heritage and policy considerations".

Strategic Principle EAP 4 sets out the approach to the environment and open space, it states that growth at Euston will be supported by a decentralised local energy network with new developments connecting to the network where appropriate. In relation to open space provision the principle states that "development proposals should support the provision of new open spaces and enhancements to existing spaces that make them safer and more accessible, meeting demand from new development and improving the character of the area". The supporting text acknowledges that "it may

be challenging for some constrained urban sites to meet the full open space needs generated by the new development, in particular those that are affected by ... estate regeneration constraints". The text suggests a joined up approach to open space provision by creating open space form lesser used roads and other areas of underused space.

There is also a site specific strategic principle (EAP 5) which related to the Regent's Park Estate it states the following:

"Opportunities to accommodate new and replacement homes within Regent's Park Estate and provide wider environmental enhancements will be sought. Proposals should:

- *enhance the design and layout of the estate to make it easier to move around;*
- *provide overlooking and active frontages onto the streets to enhance community safety;*
- *provide new open spaces and improve access and use of existing open space within the estate, taking opportunities to enhance the legibility of the historic street pattern of the market squares. Open space provision should form part of an estate-wide strategy to support and integrate with infill development and public realm improvements;*
- *reprovide and mitigate the loss of community facilities lost as a result of HS2 or redevelopment;*
- *contribute towards improved wayfinding and access to Regent's Park; and*
- *create clear definition between public and private spaces."*

This policy sets the detailed framework within which the proposals in this document have been designed and developed.

3 Borough

Camden's planning policy map shows that the application area (red line plan) is undesignated. There are three designated open spaces within the estate that fall outside of the red line boundary, these are Cumberland Market, Clarence Gardens and Munster Square. The Regent's Park Conservation Area is nearby and wraps the estate to the west and north. There is also a designated Neighbourhood Centre on Robert Street towards the junction with Albany Street.

The Core Strategy was adopted in 2010 and sets out the spatial vision and strategic objectives for the Council. The Development Policies were adopted in 2010 and provide greater detail to the Core Strategy policies setting out key criteria against which planning applications will be considered. These documents were produced prior to the publication of the NPPF but are felt to be in general conformity with the higher order policy by the Council. However the NPPF is clear that the preferred approach is for Council's to prepare a single Local Plan. The Council is in the process of merging the Core Strategy and Development Policies into a single Local Plan that will guide and shape development until 2031. The preparation of the Local Plan is an opportunity to review the strategy, policy and supporting text to ensure that it responds to the current context. A draft of the Local Plan was consulted on earlier this year and a final version of the document is expected to be adopted in 2016.

Camden's Core Strategy (2010) was written and adopted prior to the principle of HS2 terminating at Euston was established. Euston is identified as a Growth Area (Policy CS2) within the Core Strategy, however this policy is out of date as it does not refer to HS2 and identifies sites that would not be developable if HS2 were to go ahead (such as the Temperance Hospital). The Euston Area Plan was prepared to address this gap in policy and is thus the most current and relevant policy framework for the Euston Area.

Camden Core Strategy 2010-2025

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. Development is encouraged to provide facilities that are needed to support Camden's growing population, make the best use of land and provide a mix of uses in suitable schemes. The Euston area is identified as an area to concentrate new development and as one of the locations within Camden for the largest amount of growth.

Policy CS6 states that the delivery of new housing is one of the key objectives 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.

Policy CS7 sets out the Council's approach to retail and town / neighbourhood centres. The Council will encourage retail development and provision of shops proportionate to their location. The Council will also support limited provision of small shops outside of retail centres that will help to meet local need.

Policy CS10 states that the Council will work with its partners to ensure that community facilities and services are provided for Camden's communities. They also address the need for development to help meet the increased demand for community facilities in terms of the additional need they generate, as well as protecting existing community facilities by resisting their loss.

Policy CS11 promotes the use of sustainable and efficient transport across the borough, including encouraging private transport to be more sustainable and enable communities to be able to make more sustainable transport choices. This includes minimising the provision for private parking in particular through car free developments in the most accessible locations.

Policy CS13 seeks to ensure that new development helps to tackle climate change by achieving high environmental standards. Proposed developments should follow the energy hierarchy to minimise carbon emissions from the redevelopment and construction of buildings.

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. 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 (CDP) 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 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.

Policy 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.

Policy 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.

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.

London Borough of Camden, Community Infrastructure Levy Charging Schedule

The Charging Schedule sets out the 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
- Community spaces: Nil

The content of the above policies together with the analysis of the site and its context, the various consultations that have taken place through the pre-application process and the client's brief have helped shape the proposals.

THE PROPOSALS: THE PLOTS

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6.1

AREA 1: HAMPSTEAD ROAD

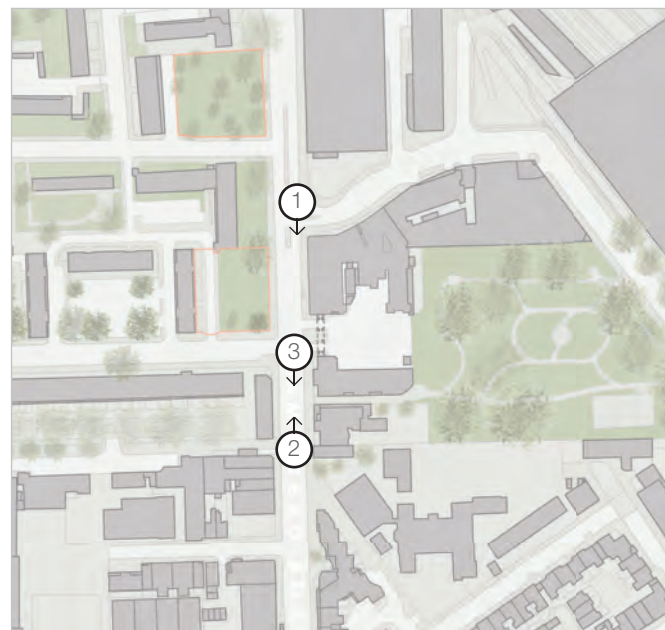


6.1 Area 1: Hampstead Road - Introduction

Hampstead Road - Existing Character

Hampstead Road is a key route linking North London to the City and national transport hubs. Consequently the scale and layout of the street is dense and the existing architecture is distinctly urban in character.

The buildings that line Hampstead Road to the South against the Easterly boundary of the Regents Park Estate form a strong edge to the street and present a clear hierarchy between ground and upper floors. In this way façades are simultaneously defensive and elegant, with active edges at ground floor and opportunities for overlooking onto the street from the upper levels.

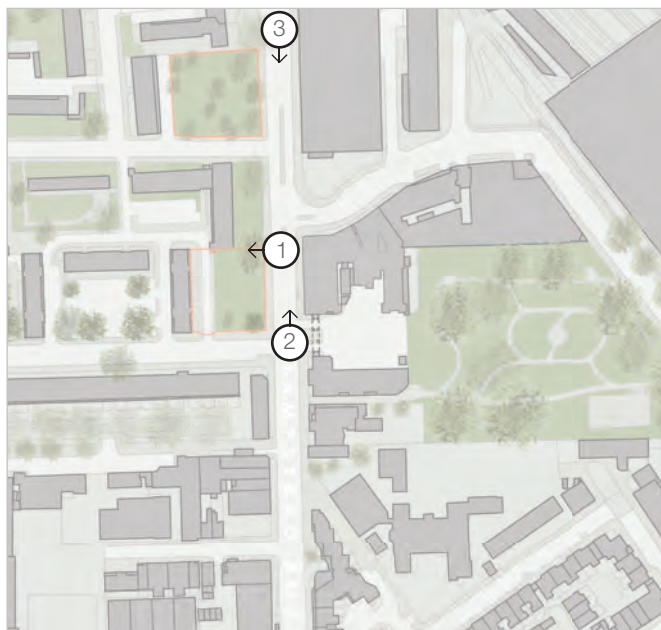


- 1 Hampstead Road South is distinctly urban in character.
- 2 The North East part of Hampstead Road is similarly municipal in scale and layout.
- 3 Hampstead Road looking South West: shop fronts create a continuous line at the back of the pavement.

Existing Character

The Regents Park Estate departs from the urban pattern elsewhere on Hampstead Road. From the corner of Robert Street tall, monolithic blocks are set back from the pavement edge and are laid out in a staggered pattern creating a series of green edges and green gaps in the street edge.

Whilst the existing soft landscape and trees provide something of a visual boundary, the effect is that this part of Hampstead Road is in some ways incomplete, being immediately adjacent to the busy highway, the open areas are not inviting as recreational space and façades do not address or directly respond to the street. The green spaces, perhaps paradoxically, therefore provide a defensive edge rather than being inviting, with only ad hoc pedestrian cut-through into the estate beyond. In summary this part of Hampstead Road lacks a humane urban character that is engaging or responsive to the immediate context.



- 1 The estate presents a more layered frontage to Hampstead Road.
- 2 The North West part of Hampstead Road sees a departure from the strong urban edge with set backs and staggered relationships to the street
- 3 Hampstead Road looking South West shows a continuous green strip, punctuated by green gaps in front of Newlands and Rydal Water.



An Evolving Context

This page shows the changing physical nature of Hampstead Road over the years

A: Hampstead Road 1876 distinctive urban blocks

Buildings' principle elevations faced the road, defining the streets' pattern.

Buildings along Hampstead Road lined the back of the pavement in a continuous piece. Breaks in the dense pattern were formal and signified an important building, such as the setting of St James' Church, which terminated the vista from Albany Street along Robert Street.

As the road moved North towards Mornington Crescent, buildings peeled away from the back of pavement and a thin strip of green emerged suggesting the transition to a leafier, more suburban context.

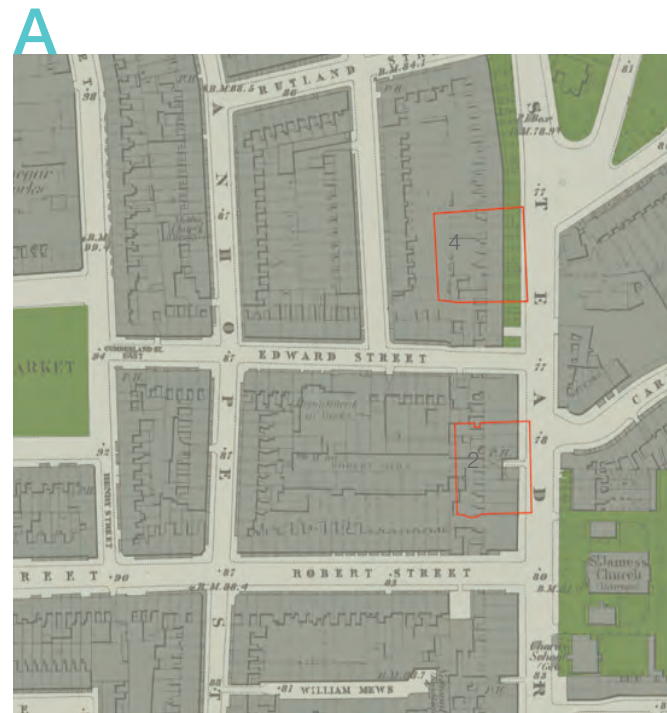
B: Hampstead Road present day

The historic street pattern is interrupted on the corner of Robert Street where the estate to the north side presents tall monolithic slab blocks laid perpendicular to the key link roads, Robert Street and Varndell Street. Inactive gable ends create a staccato against the flow of the street. Rather than turning the corner with a strong, built edge, both streets emerge onto Hampstead Road alongside a fenced off green space.

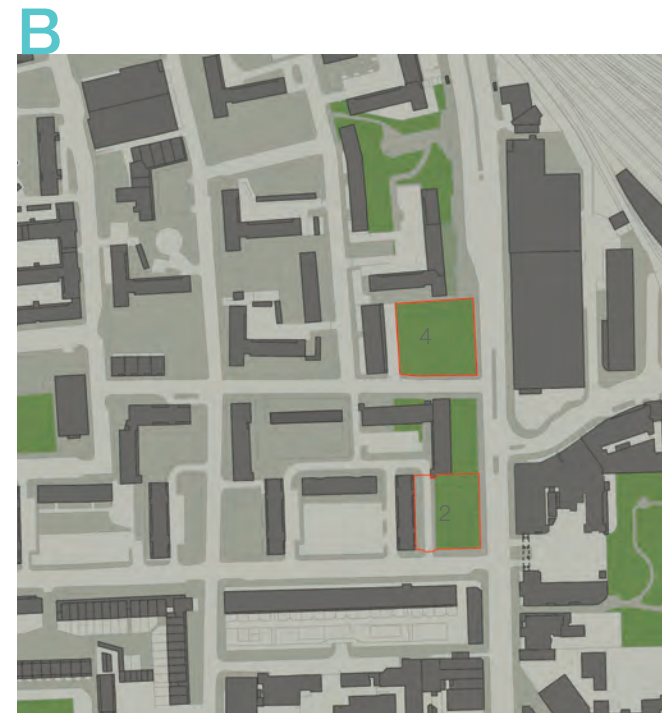
C: Hampstead Road future

The current proposals for HS2 show the rail track will run out of Euston station to the Northwest, cutting the Northern part of the estate above Cartmel block away. As part of these proposals Hampstead Road will be elevated up to 3m high to meet a new bridge over the railway lines and a 1-2 storey high retaining wall will consequently be built separating Newlands plot and Cartmel from Hampstead Road. Additionally, a new East-West pedestrian and cycle route will pass along Varndell Street to the new Euston station. Robert Street will open onto Hampstead Road opposite the new Euston station entrance.

A strong, built edge will be essential to signify these key routes and anchor the estate within its emerging context.



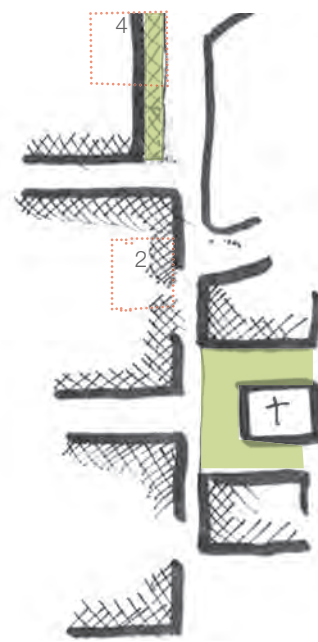
A Hampstead Road 1876: the future plots 2 and 4 are marked in red



B Hampstead Road today: plots 2 and 4 are marked in red



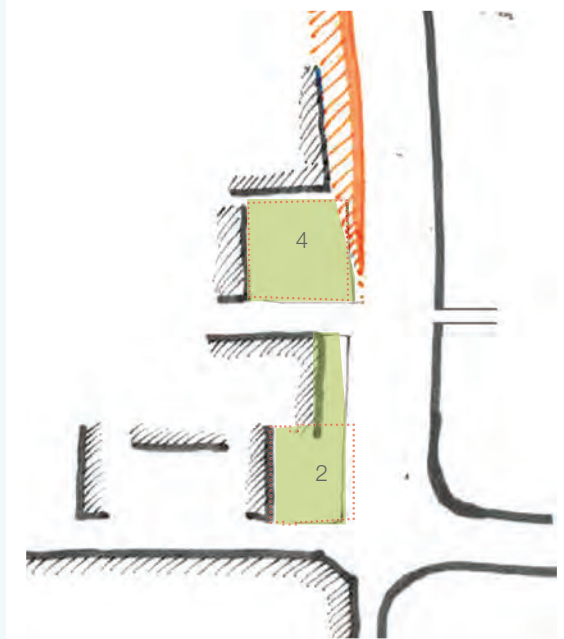
C Hampstead Road following construction of HS2 (current proposals) proposals



A Hampstead Road 1876: block arrangement cartoon



B Hampstead Road today: block arrangement cartoon



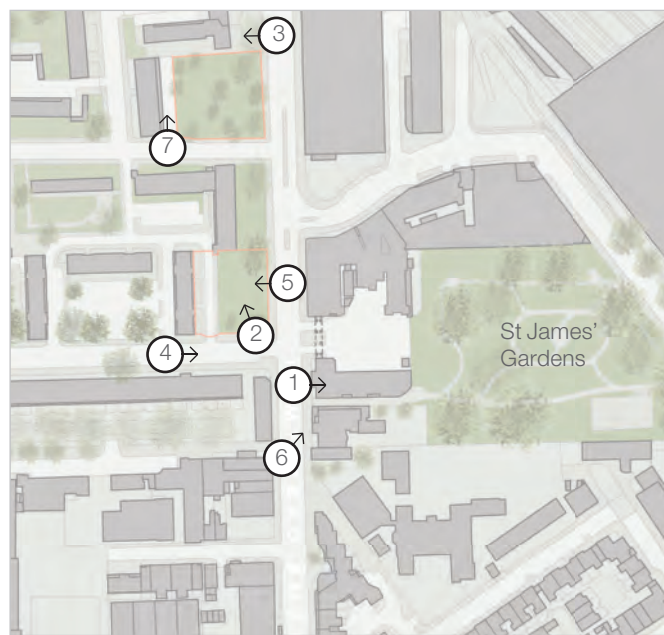
C Hampstead Road future: block arrangement cartoon

Existing Contextual Analysis

The buildings on the Southern and Eastern part of Hampstead Road have a formal, urban presence. There is a clear sense of rhythm and hierarchy in the design of their elevations both at street level and at the upper floors. However, the modern, tall residential buildings on the Regent's Park Estate tend to be monolithic with flat façades. Window patterns are repetitive, forming a 'wallpaper' effect.

St James' Gardens, to the East of the National Temperance Hospital (marked on adjacent key plan), are contained within an urban block. A colonnade on Hampstead Road provides a gateway through to these gardens, framing views of the park from Robert Street. In contrast the grassed areas to the north west of the estate, although fenced, are open on three sides leaving them exposed to the busy street. Consequently, they are not often used for recreation but primarily act as settings to the large scale estate blocks behind.

The historic buildings to the South and East of Hampstead Road are grand in scale with ground floors designed to emphasise and celebrate entry points; entrances are easy to find. The newer estate blocks have ungenerous floor heights when compared to the older buildings and have a more modest and serviceable approach to ground floors, making entrances less apparent.



- 1 The National Temperance Hospital : formal, grand, urban aesthetic.
- 2 Rydal Water, The Tarns and Waterhead in the background. These monolithic buildings have little hierarchy
- 3 Cartmel. The window pattern is repetitive.
- 4 framed views to St James' Gardens
- 5 Open space in front of Rydal Water, primarily a setting for the blocks
- 6 Buildings on South & East Hampstead Rd celebrate entry points.
- 7 Newlands: modest and serviceable approach to ground floors.

AREA 1: HAMPSTEAD ROAD

Site Analysis

The diagram to the right demonstrates the issues which have influenced the proposals for the Hampstead Road sites.

A key consideration was negotiating the developable land with HS2, in anticipation of the possible new road alignment required by the HS2 project.

The future character of the open spaces on Hampstead Road were key considerations, so that the landscaped areas could be enhanced to become more accessible even within a more aggressively urban context.

A pedestrian route to the North of Rydal Water open space is well used, reinforcing the permeability of the estate and complementing similar routes along Robert Street and Varndell Street.

Estate roads in front of Rydal Water and Newlands have a limited function, being only used for intermittent access. These could be drawn into the overall landscape strategy.

Both Robert Street and Varndell Street are poorly overlooked on their Northern sides, and they lack activation at their junction with Hampstead Road to provide an effective gateway into the estate.

-▶ Primary vehicle route
-▶ Service vehicle access
- - -▶ Key pedestrian route
- Inactive facade
- Primary facade
- Refuse storage
- Landscape with potential for improvement
- Existing grassed area
- HS2 hoarding and access zone
- Trees to be removed
- Trees to be retained

Future road elevation could be circa 2.5m higher at this point

Existing estate road is poor quality, dark and uninviting and should be absorbed into landscape proposals

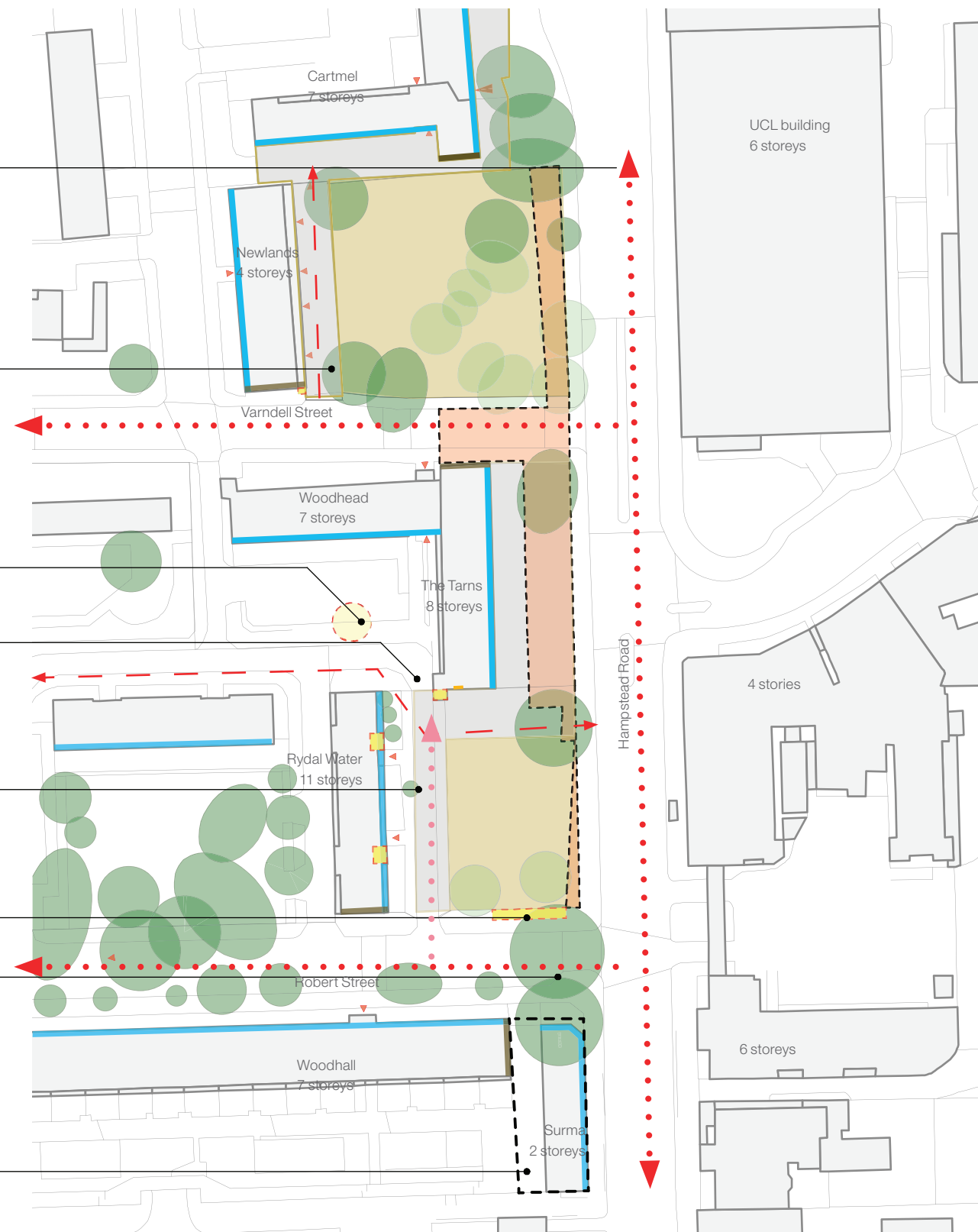
Recycling station on Robert Street to be relocated to here
Existing pedestrian route is well used and should be retained

Existing estate access road separates the site, is poor quality and could be absorbed into landscaping proposals to create greater fluidity in open space

Existing Recycling station to be relocated

Under HS2 plans, the entrance to Robert Street will be opposite the new Euston Station west entrance, turning it into a more significant gateway to the estate.

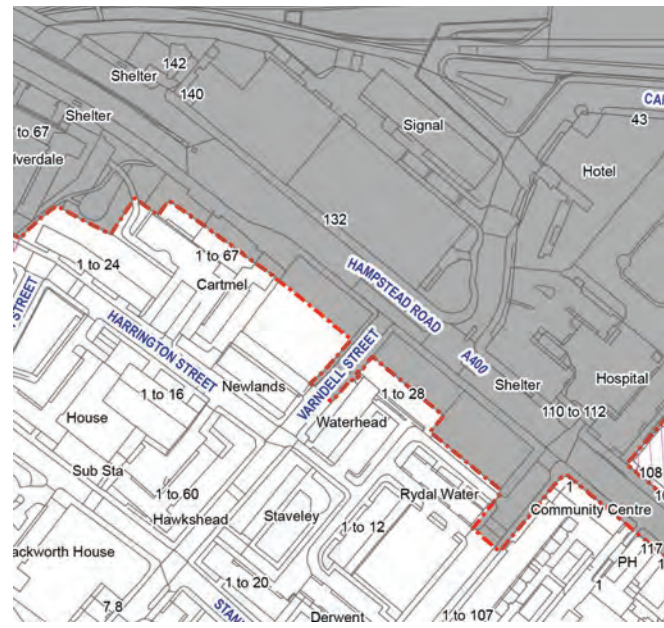
Potential new development site











As is clear from the below map, both plots 2 and 4 fall within the HS2 safeguarding zone. The diagram to the right is the final agreed hoarding line following extensive negotiation process with HS2. This sets out the site extents and developable land on the Former One Stop Shop site and Newlands plot.

HS2 Safeguarding zone: extract from HS2 drawing No. SG-01-001



AREA 1: HAMPSTEAD ROAD

-  Primary vehicle route
-  Key pedestrian route
-  Main residential entry
-  Commercial unit
-  Primary facade
-  New green square

To effectively respond to the emerging context along Hampstead Road, the buildings must present a strong edge to the street. By considering the two sites as a pair they have the potential to act as a gateway, signifying the Eastern edge of the estate and helping to develop the important East-West routes from Euston to Regents Park.

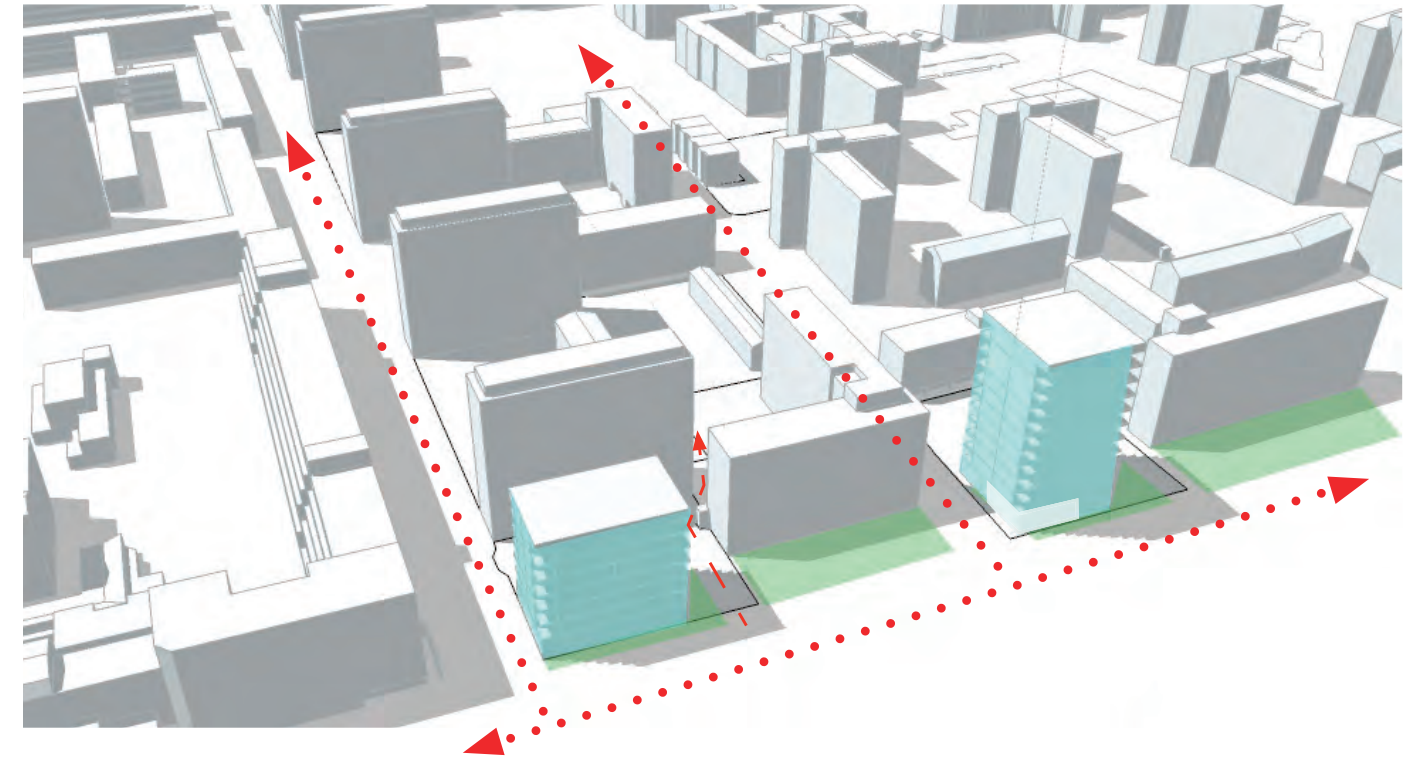
At 7 storeys, the new building on the former One Stop Shop site responds to the height of the existing blocks neighbouring the plot, Tarns and Woodhall, whilst being framed by the taller Rydal Water block to the West. The building is rectilinear but deeper in plan than the neighbouring slab blocks to give a strong frontage to Robert Street and to relate strongly to its new sister block at Newlands site to the north. The residential entrance is central to the Hampstead Road elevation and commercial units are located on either side to create a fully active street frontage along Hampstead Road.

The new Newlands building is higher and departs from the linear typology of the estate. The form acts to signify the corner of Varndell St and marks the termination of the estate on Hampstead Road. At 11 storeys, the proposal will be similar in height to the existing Rydal water block, creating a balance in the street-scape. The residential entrance is central to the Varndell Street elevation. Commercial units will be accommodated on Hampstead road, activating this corner.

Future Hampstead Road with proposed building footprints and HS2 in outline. The new buildings on Hampstead Road redefine the open spaces creating semi-private courtyard gardens and a formal square in front of the Tarns



Axonometric showing block arrangements to form active corners to Robert Street and Varndell Street. Both buildings have corner balconies and two principle elevations to address the corner condition. The pedestrian route from Hampstead Road to the North of Rydal Water has been maintained.



An early elevation study of Hampstead Road exploring how the two buildings can act as a pair to strengthen the Estate's relationship with the road and form a gateway to Robert Street and Varndell Street.



Design approach to elevations

Robert Street will become an increasingly important route, particularly if the HS2 development is implemented. Similarly Varndell Street is likely to become a more significant pedestrian and cycle route from Regents Park to Euston via the Northern part of the Regents Park Estate.

The two new buildings on Hampstead Road have the potential to act as gateway buildings, signifying the Eastern edge of the estate and linking Euston to Regents Park. Both buildings will front onto a busy dual carriageway and could be located directly opposite a new and significant Euston station entrance.

To effectively respond to the emerging context along Hampstead Road, the new buildings must present a strong edge to the street. To reinforce this, the buildings will be paired in terms of proportion, design and material choice and this unity will reinforce their role and presence on the street.

Key design points:

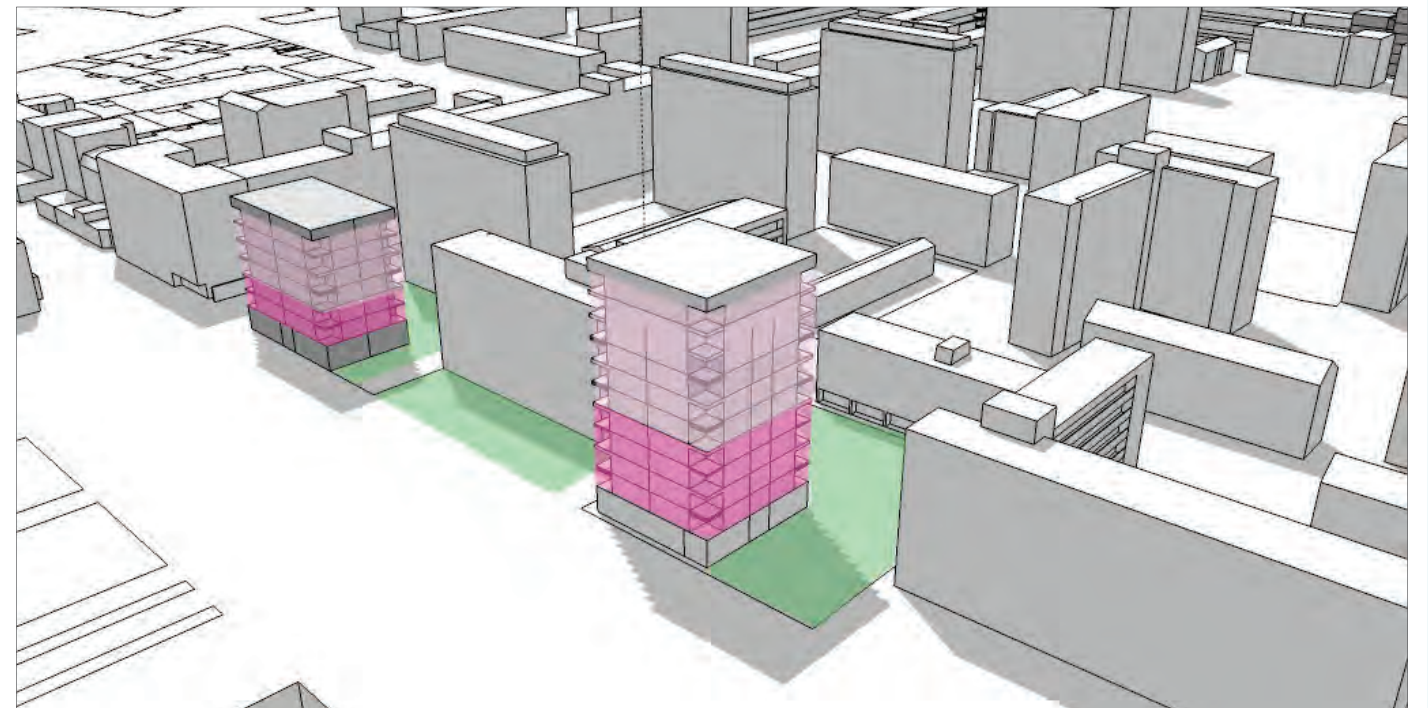
- The architecture will have a formal expression, and reflect the hierarchy, proportions and symmetry of the National Temperance Hospital opposite.
- The new buildings on Hampstead Road will assume a grandeur fitting for this significant urban context.
- The new buildings will draw on existing successful examples in London to create a new mansion block typology for Hampstead Road.

This approach will enable the elevations to respond affectively to the current disparate environment of Hampstead Road to create a more resolved urban grain in this important Camden street.



Axonometric showing the proposals for Hampstead Road. A noise assessment demonstrated that the elevations will require mitigation from traffic and construction noise. Wintergardens will provide a plinth for both buildings on the Hampstead Road facing elevations. balcony screening will be proposed for upper levels.

- Screening for acoustic purposes
- Winter gardens
- Commercial unit
- Primary facade
- New green square



Westminster Palace Garden, Artillery Row SW1: an example of a London Mansion Block in a key setting on a busy road.

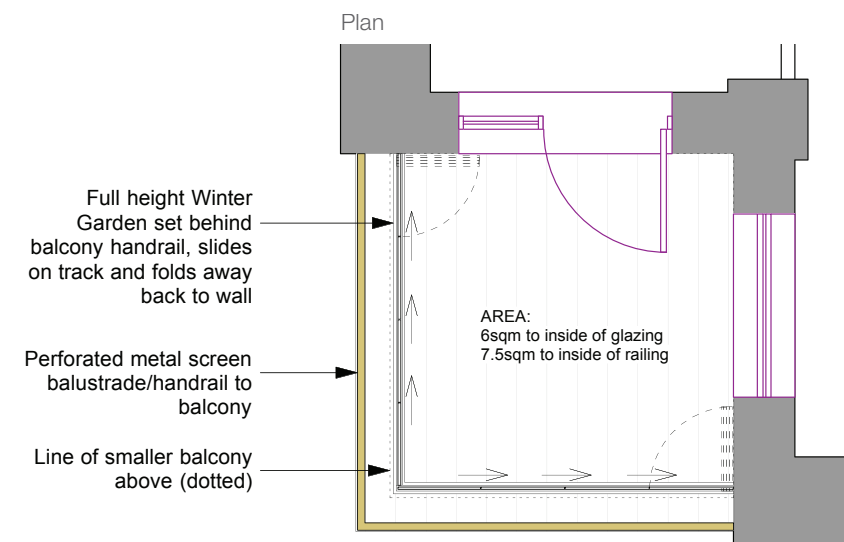
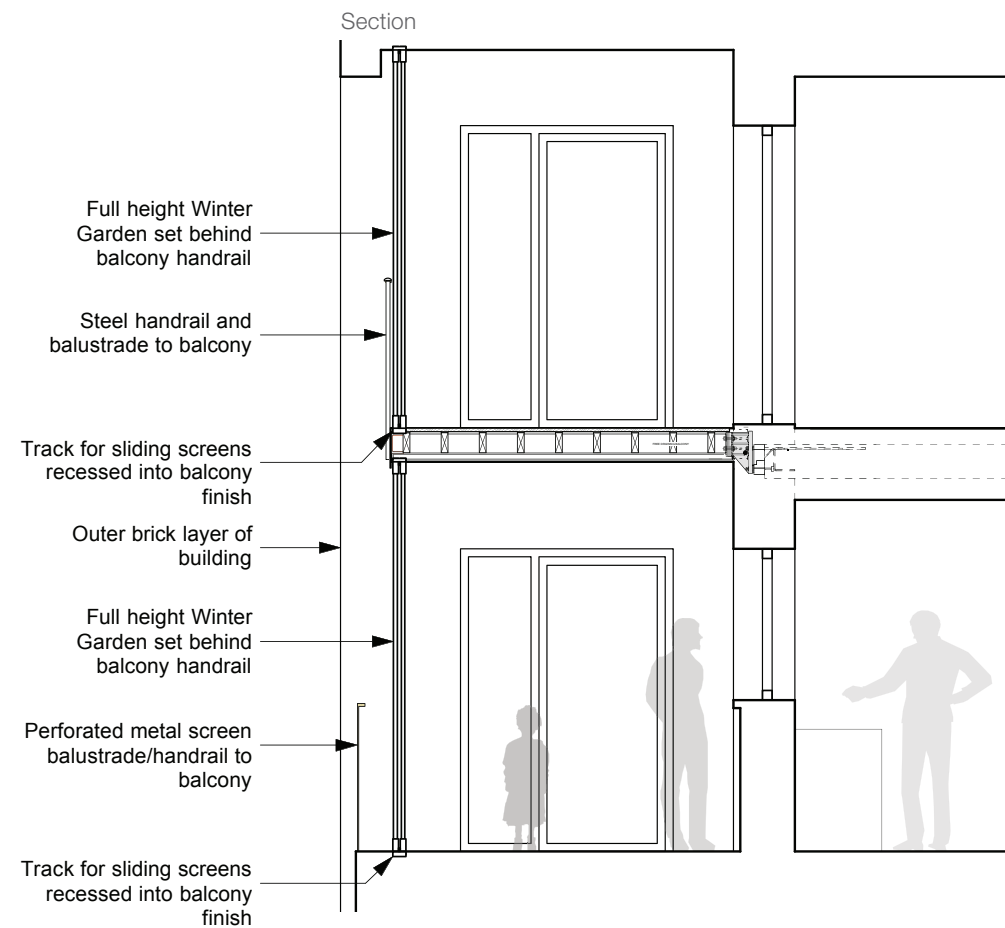


Study of proportions and hierarchy, drawing on the National Temperance Hospital, to create a modern mansion block opposite at the One Stop Shop site.

A noise assessment prepared for the sites by Accon UK (submitted in a separate document) identified that the Hampstead Road sites will both be subject to noise levels which will exceed acceptable levels and that private amenity space on the buildings should include mitigation.

The proposals have therefore been developed to include wintergardens as outlined here (for extent, refer to axonometric on preceding page) and solid screens to balconies. For balcony proposals please refer to the Materials section for each site.

Wintergarden system similar to the proposed approach for Hampstead Road





6.1.1 FORMER ONE STOP SHOP

6.1.1 Area 1: Former One Stop Shop

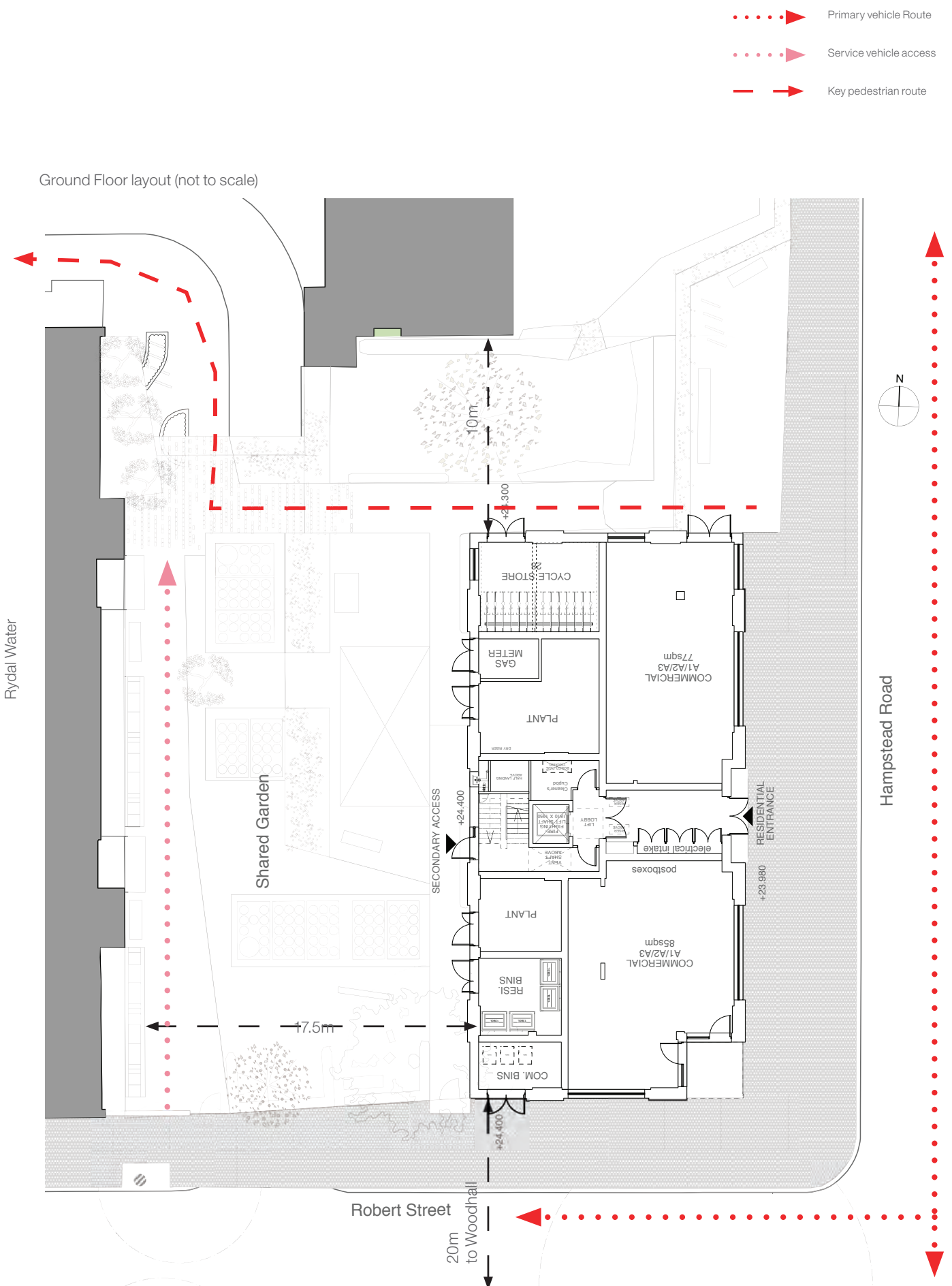
Site Building Proposal

The new housing block proposed for the former One Stop Shop site is a 7 storey brick clad rectilinear block, providing 24 dwellings and ground floor commercial units accessed from both Hampstead Road and Robert Street. The design focuses on clear symmetry and simple hierarchy, with a axial residential entrance off Hampstead Road.

Balconies on all four corners provide dual aspect accommodation and create dynamic principal elevations which act as strong street frontages, whilst also reinforcing the pedestrian routes that wrap the site.



Hampstead Road Elevation (not to scale)

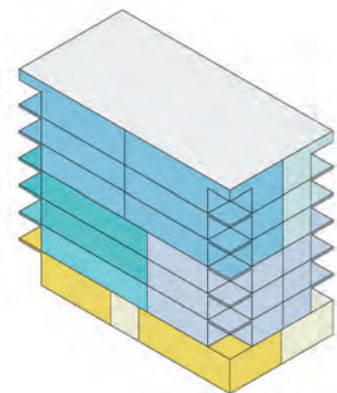




The layout for the block is a simple stacking plan with 4 flats at each level around a central core.

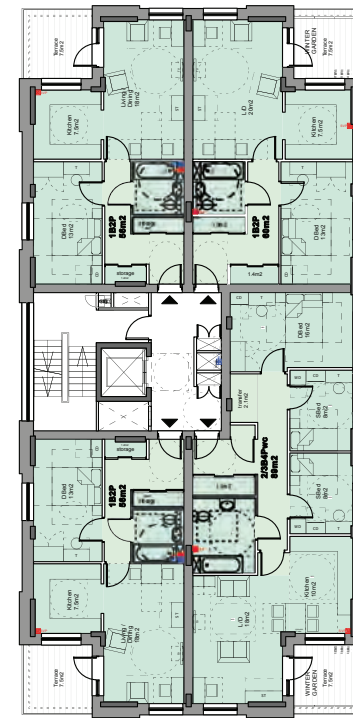
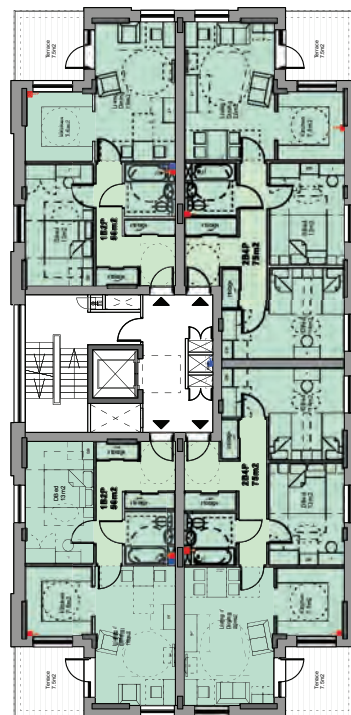
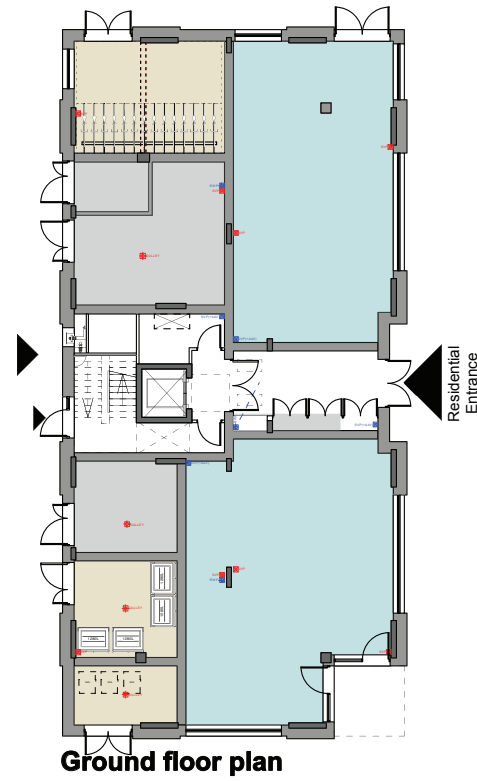
On the 1st floor there is a 2 or 3 bed (flexible layout) 4 person wheelchair unit; on the 2nd - 4th floors this unit becomes a 3 bed / 5 person unit. This unit has the capacity to be converted to provide further wheelchair homes. In addition we have shown how a 2 bedroom unit could also be converted to provide a 1 bedroomed wheelchair home, should this be required.

(Note: plans are not to scale, refer to planning drawings).

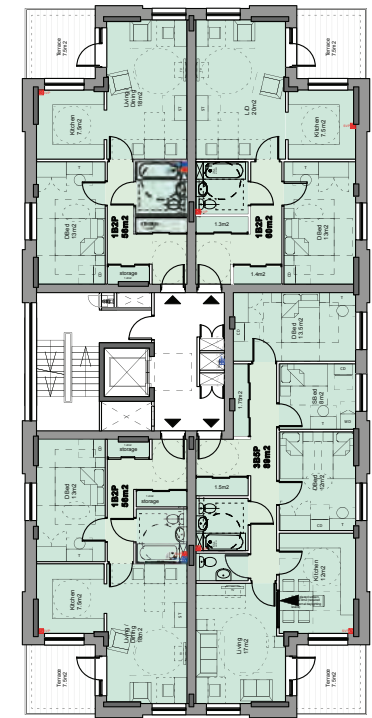


Commercial unit	
Common areas	
1B2P	15
2B4P	7
3B5P	2
Total	24

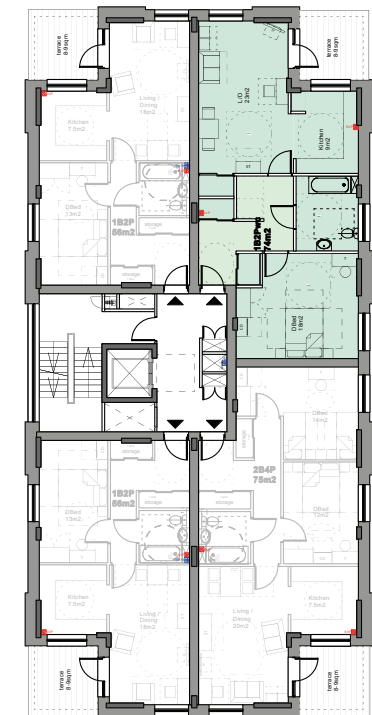
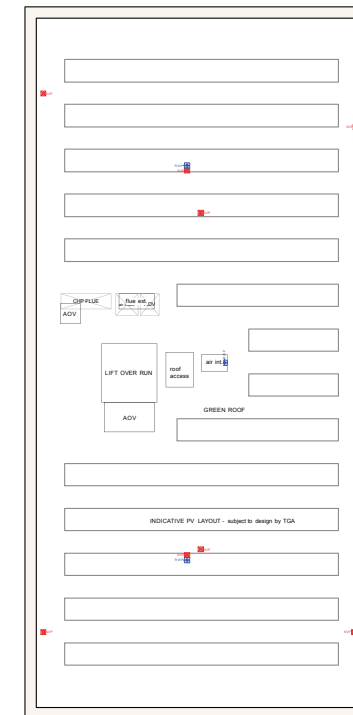
Plot 2: Former One Stop Shop Unit Schedule



1st floor
Floor type A: [2/3Bed WC + 3no. 1Beds]



2nd & 3rd floor
Floor type B: [3Beds 1Beds 4Beds 2Beds]



Wheelchair Option 1Bed.

- Domestic
- Commercial
- Bins & Bikes
- Plant

Elevations

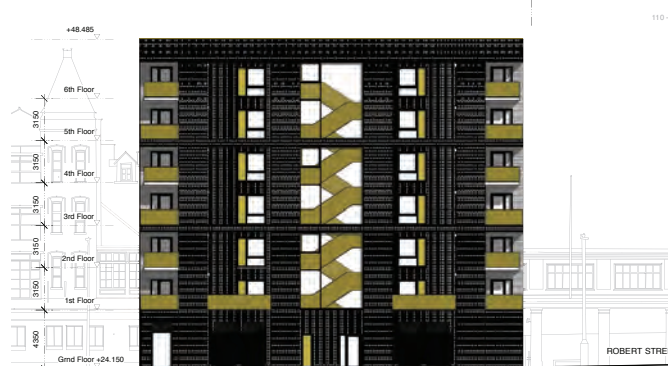
As a stand alone block, the street elevations will need to be active and busy: ground floor commercial units will present a tall and open street frontage, whilst corner balconies and dual aspect flats continue to animate the façades at upper levels. To reflect the proximity to Rydal Water to the West, the garden elevation will be quieter with fewer openings.

The architecture will take a formal expression in response to the strong urban setting. Drawing on the architecture of the National Temperance Hospital opposite, we propose a vertical emphasis and distinct rhythm by layering planes to provide interesting and elegant elevations.

The corner balconies directly reference the existing architecture at Rydal Water and create variation in the elevations whilst also providing possibilities for planting to enliven the street-scape.

Hierarchy and clearly marked building entrances are also key elements of the design.

A warm toned multi brick is used to enrich the yellow brick palette that exists on this part of the estate.



Garden elevation (not to scale)



View of the corner of Robert Street and Hampstead Road