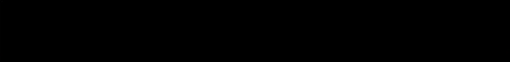


Comments Form

Name FRASER J. MAIR / FRASER ARCHITECTS & ENGINEERSAddress 20 CREDITON HILL, LONDON NW6 1HPEmail address. Telephone number. Planning application number 2015/6455/PPlanning application address 156 West End Lane London NW6 1SD

I support the application (please state reasons below)

I object to the application (please state reasons below) Your comments  04/02/2016

PLEASE SEE FRASER ARCHITECTS & ENGINEERS' LETTER ATTACHED.

02 DOMINION PROPOSAL FALSELY PURPORTS TO PROVIDE BENEFITS FOR THE AREA AND COMMUNITY. PROPOSED DEVELOPMENT IS POORLY DESIGNED. IT SHALL PERMANENTLY DESTROY THE SITE, KILL ANY RESIDUAL SENSE OF COMMUNITY, KICK AN OPEN SPACE BY BASH DECORATED MASSIVE, WITH CREATE A CLAUSTROPHOBIC MASS OF MONOTONOUS BRICK BLOCKS OF NO CHARACTER OR TRUE USER SENSE OF BEING A PART OF A COMMUNITY. WITH TOTAL DESTRUCTION OF ALL 'WIFI 2' SPACES THROUGH UNWISELY DISTRIBUTED DENSITY, HIGH-KILLING MONOTONOUS MASSIVE, OF NO IDENTITY OR CONTRIBUTION TO WESTMINSTER STREET OR TOWN SCENE WHATSOEVER.

Please continue on extra sheets if you wish

TOTAL LACK OF TRUE, USER FAMILY OR BOUNDARY SPACES OF REAL VALUE. TOTAL ALIENATION OF THE SITE FROM A VIBRANT, PEOPLE ORIENTED WAY OF ACTIVE NEIGHBOURHOOD LIFE.

Copy

PM&A Architects&Engineers

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Alternative Development Proposal **in response to Planning Application Submission** **Proposal Ref. 2015/6455/P**

December 2015

FAO Camden Council – Planning Department
Camden Council, Town Ha

URGENT
by hand

Dear Sirs,

Re : 156 West End Lane, London NW6 **Comments regarding existing Submission ref. no. 2015/6455/P** **by a2Dominion** **and Alternative Development Proposal**

As the Principal Architect of PM&A Architects&Engineers who has lived and actively run the above Architectural Planning and Engineering Practice at the above address since 1980 to date I write to you in connection with the current Planning Application by a2Dominion to develop the above site with 163 Residential Units and some Commercial and Office space.

In response we attach our own *Alternative Proposal*, shown on the attached Concept Design/ SK Drawings superimposed over the drawings issued for public use :

- a. **WEndLane/ConceptDesign/SK.01** - showing Aerial View of PM&A' Development Proposal, viewed from South/ South-West,
- b. **WEndLane/ConceptDesign/SK.02** - showing Site and Block Plan,
- c. **WEndLane/ConceptDesign/SK.03** - showing Ground Floor Plan,
- d. **WEndLane/ConceptDesign/SK.04** - showing Aerial View from the West,
- e. **WEndLane/ConceptDesign/SK.05** – showing the West End Lane Access to the New Park and Elevation of the First Building closest to/ adjacent the junction of West End Lane at the Railway Bridge,

(PM&A Architects&Engineers Proposal) Cont

This Development Proposal is intended to bring to your attention and earliest further action in our view the absolutely **CRITICAL DESIGN & ACCESS** matters, which seem not to have been appropriately taken into the account, or at all addressed, or duly developed, or in any way appropriately resolved in the Design Proposal submitted within the current Application by a2Dominion.

Points of CRITICAL DESIGN&ACCESS Statement

by PM&A Architects&Engineers

1. Whilst we value the successful profile of a2Dominion as a Property Development Group, the submitted Proposal for the Site known as 156 West End Lane, London NW6 has been and sadly seems to remain just another expressly commercial development, short of understanding or desire to observe the true values of the above site in this for Camden and West Hampstead strategically quite an important location.

The a2Dominion' Proposal as submitted would cause a **LASTING** sacrifice of a prominent large site, a permanent destruction of the valued character of a cherished West Hampstead Area, and importantly, a permanent change of true values of West Hampstead Community based on vibrant mix of Nature-loving families of professional people with children, with pets, with love of their established, more than a century old Community values, with love of sports, love of playgrounds and open Green spaces, where these established sense of belonging, sense of true living values could be shared and nurtured as heritage for the present and future younger generations of West Hampstead to follow.

2. The current Proposal purports to offer family accommodation and glimpses of open-space facilities, whilst in true fact it disguises the fact that the whole development is in reality a characterless, spirit- and communal life-destroying, over-boxed, clearly commercial, very dated overpowering, lifeless mass of brick blocks, which shall kill this entire site for **EVER** if ever permitted by Camden Planning Department.

In Planning terms, the current Proposal would almost inevitably create just an oversized 'Dormitory' for yet another layer of faceless, anonymous Commuters, whose main interest over many decades to follow shall almost definitely remain in just a soulless convenience of the 'stop-over' home, good mainly for the interchange of the West

Hampstead Junction train lines, but not good for the future which this sensitive and very important Central West Hampstead Area and its Communities desperately need to protect, sustain and further enhance by the right Town Planning ways, which would be firmly controlled and lead by a truly caring, knowledgeable and intelligent Council.

3. The PM&A Architects&Engineers' Proposal is based on the following :

- 3.1. Retained Density of the development at the proposed 163 Residential Units (with the same number of Affordable Housing as proposed), with a part of Commercial and Office use as indicated.

Subject to further Planning and Design detail, there should be a way to potentially add further 15 Residential units without a detrimental effect on the Alternative Proposal.

Therefore, if the Commercial elements within the Alternative Proposal would remain the same, with the scope for even further marginal increase of habitable space, the focus of the analysis of the enclosed alternative proposal may now be placed on the hugely improved Design and Town Planning components of true merits :

- 3.2. Proposed Setting of mass of the buildings of the new development is placed along the Site South boundary line running along the large open land and vast open aerial space controlled by British Railway,

Such setting of the buildings in space would allow for formation of a superior continuous open Green Park space within the Development, now some 130 m long, 25m-30m wide, whereby the north facades of new buildings would on average be 33m to 35m away from rear facades of the buildings in Lymington Road, Hence no shadows thrown over the Rear of the Buildings in Lymington Road.

Significant increase of the distance between the new Development and the Rear of the buildings in Lymington Road and creation of a large new vibrant communal green park, viewed and accessed directly from both, the West End Lane and by new buildings, importantly and uniquely, also from the Gardens owned by the buildings in Lymington Road, would make an absolutely detrimental, desperately needed, life-creating Conceptual change for both, the new development and

(PM&A Architects&Engineers Proposal) Cont

the Central West Hampstead Area as a whole.

The new Proposal as attached, would make this Site alive, both, the Occupants- and Public-friendly, in brief, it would become an absolutely essential, at present missing, Community-life-breathing component of Central West Hampstead Area for lasting time to come.

The redesigned development Proposal would eliminate a number of other evident, seriously unresolved and terribly badly designed and managed problems, which are currently forced and present in the submitted a2Dominion' Proposal,

The New PM&A' Proposal with its own Clarity of a correct, natural-life-enhancing and public-life-caring, fully identified Town Planning and Community-orientated Identity would allow for a far more dynamic, far more User-friendly, Neighbourhood-enhancing newly created wide, open and deep Street Scene with the evocative massing and Iconic new spaces, as otherwise shown on the attached Drawing SK.01 to SK.5 inclusive.

3.3. Critical points of the West Hampstead Identity to be retained :

Once cleared from the obsolete commercial buildings and goods yards, the site at 156 West End Lane shall expose its full value as the ONLY remaining strategically important Central part of West Hampstead, which should set in space and in lasting time a clearly distinguished, immediately recognised, sculptured, vibrant, occupier-, public- and street scene-orientated Identity.

Such critically needed Iconic, User-, Community-, and Street Scene-orientated identity of West Hampstead would be PERMANENTLY LOST if just another anonymous, gloomy claustrophobic commercial development of already many-times repeated massing, detail and communal-space-killing brick blocks as proposed would ever be permitted to take place.

3.4. With reference to the attached PM&A Architects&Engineers' proposal, the opening of approximately 30m wide, some 130m long new purpose-landscaped, purpose-lit, pedestrianized Green Park with Piazzas between the open frontage at West End Lane and the gated link to the existing, isolated Children

(PM&A Architects&Engineers Proposal) Cont

Play ground at the opposite far end of the new Park-land would introduce a desperately needed multi-purpose communal green space of TRUE substance.

Associated with vibrant cafe facilities, otherwise well rooted in daily life of local residents, that deep and open green park space would contain purpose-landscaped seating, resting, leisure, meeting 'zones' for residents and visitors of any age.

Layered landscaped roofs of new buildings would offer extension of Planted areas of the open Park grounds at ground level to private gardens on stepped roofs and terraces, further enhancing the quality of Residential living also on upper floors.

- 3.5. The new open landscaped grounds of the above size would also be open to a more natural and much safer use by the 'Saturday Market', also by Resident meeting or art groups, importantly, as the well observed, intermittent, safe, landscaped play space for the children ,

4. ACCESS :

Vehicular Access would be restricted to the Service and Underground Car Park areas parallel with the South-side boundary line.

This two-way traffic would be restricted to the fully controlled IN and OUT Traffic Lanes, joining the traffic in West End Lane under the formal Traffic Lights regime.

Hard-paved path and Piazza areas of the open landscaped grounds would serve as emergency access routes for Ambulance and Fire brigade services.

No areas of pedestrianized Park-land would be designated for parking of private motor vehicles.
Only bicycle parking pods would be permitted.

Private vehicle parking bays or garage space would be a part of underground access, deliveries, collections, shopping and parking facilities

Waste disposal is suggested to be managed through the concealed communal underground waste disposal recycling collection containers with controlled points at ground level, easily accessed and controlled by the registered Residents' waste disposal electronic Membership-

(PM&A Architects&Engineers Proposal) Cont

Cards, same as already well established and in use on the Continent
(example : Central Ljubljana in Slovenia).

Entire open landscaped grounds of new Park area would be safely
accessible by the Disabled.

All staircase and Lift Cores in each of the buildings would be of the
type and size (minimum 8-person lift cars) compliant with the BS
Standards for Disabled.

Threshold and paving details in Flats with Roof or Terrace Gardens
would be designed with flush drained thresholds as to allow for
unobstructed access to Roof and Terrace Gardens by the Disabled.

APPEAL TO THE COUNCIL :

*We strongly believe that there is a huge opportunity to provide a new
evergreen, living, vibrant and iconic development of lasting Town
Planning, Human, rewarding Community values on this last of the open
large sites of Central West Hampstead.*

*That opportunity should not be missed for immediate documentary or
the hastily adopted short-term commercial reasons.
More so in the circumstances in which the same, and even better
commercial goals can be achieved through an evident, more
sophisticated scheme of much, much greater, lasting true Town
Planning values !*

In our professional role we would be prepared to engage with Camden
Planners as well as with the Developer in order to achieve the above
proposed, a superior development on this important strategic site.

Yours


Predrag J Maric Dipl Eng Arch RIBA

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