

# Welcome

**Welcome to this public exhibition to showcase our pre-application proposals for the redevelopment of 153-163 Broadhurst Gardens, NW6 3AU.**

**The site is located in West Hampstead and this presentation aims to offer an opportunity for local residents and other interested parties to view and comment on the proposals before an application is submitted.**

**Please make the most of this opportunity to look at the proposals and ask questions of our professional team.**

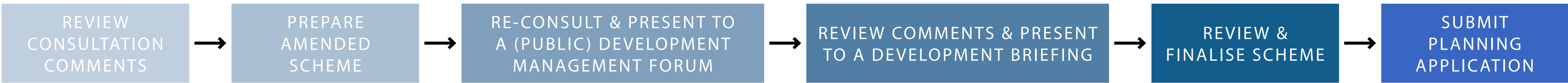
## The Team

Owners:	Kilburn and District Houses Ltd
Planning Consultant:	Woolf Bond Planning LLP
Architect:	PRC Architecture & Planning Ltd



## The Timeline

Following this exhibition, the next stages will be:



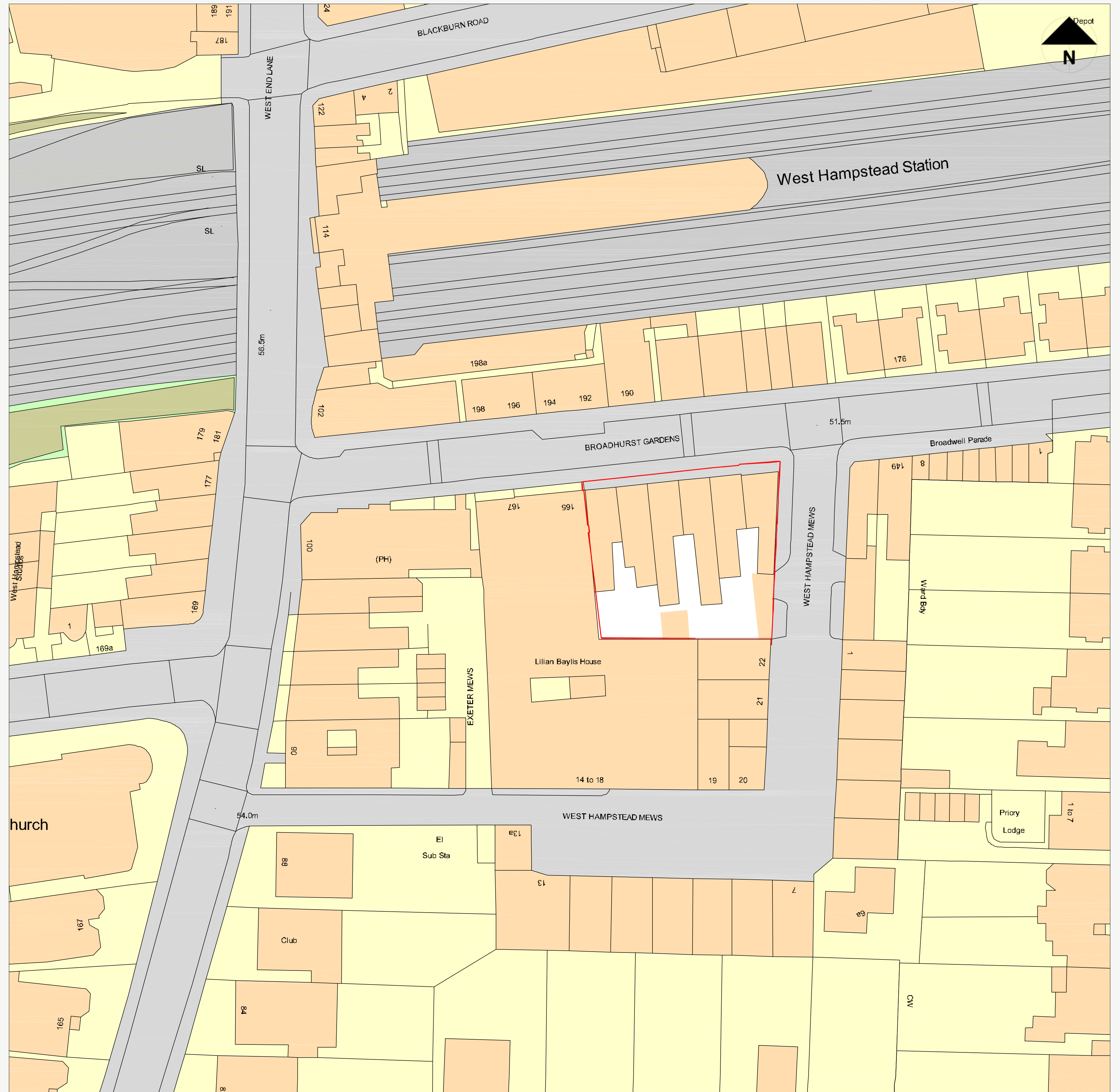


# Planning Context

The site lies in a sustainable location close to underground and overland rail stations and bus services.

Camden's Core Strategy encourages higher density development ("significant development") at "Highly Accessible Locations" including West Hampstead Town Centre, within which the site lies. The site is also in a Conservation Area.

The proposal seeks to comply with the Core Strategy objectives of providing higher density development in Highly Accessible Locations whilst improving the quality of the commercial and residential accommodation on site, the appearance of the site and its contribution to Broadhurst Gardens and Hampstead Mews.



### Site location plan



# Why are the buildings being redeveloped?

The existing buildings at 153 – 163 Broadhurst Gardens were built at the end of the 19th century and comprise shops at ground floor with two storeys of flats above.

The properties have been in the owners' family for two generations. The current owners have previously lived there and have an enduring commitment to the local area.

Despite continual maintenance, including a major internal refurbishment in the mid 1980s, shallow foundations in made ground and vibration from tube trains have caused settlement over the years resulting in significant distortion of the building fabric.

A structural report carried out in August 2012 concluded that reparation of the structure would need to be so extensive that it would be economically unviable, amounting in effect to rebuilding large areas and complete underpinning of the foundations.

The future for the site is to replace the past with a new development to the highest modern standards, to meet the current needs of energy efficiency and full access for the disabled with all the benefits of modern residential design.

The owners wish to preserve its heritage for future generations, in a form that will make a positive and lasting contribution to the local neighbourhood.



Existing Broadhurst Gardens Elevation (front / north)



Photos of the existing buildings



# What is being proposed?

The proposals are for:

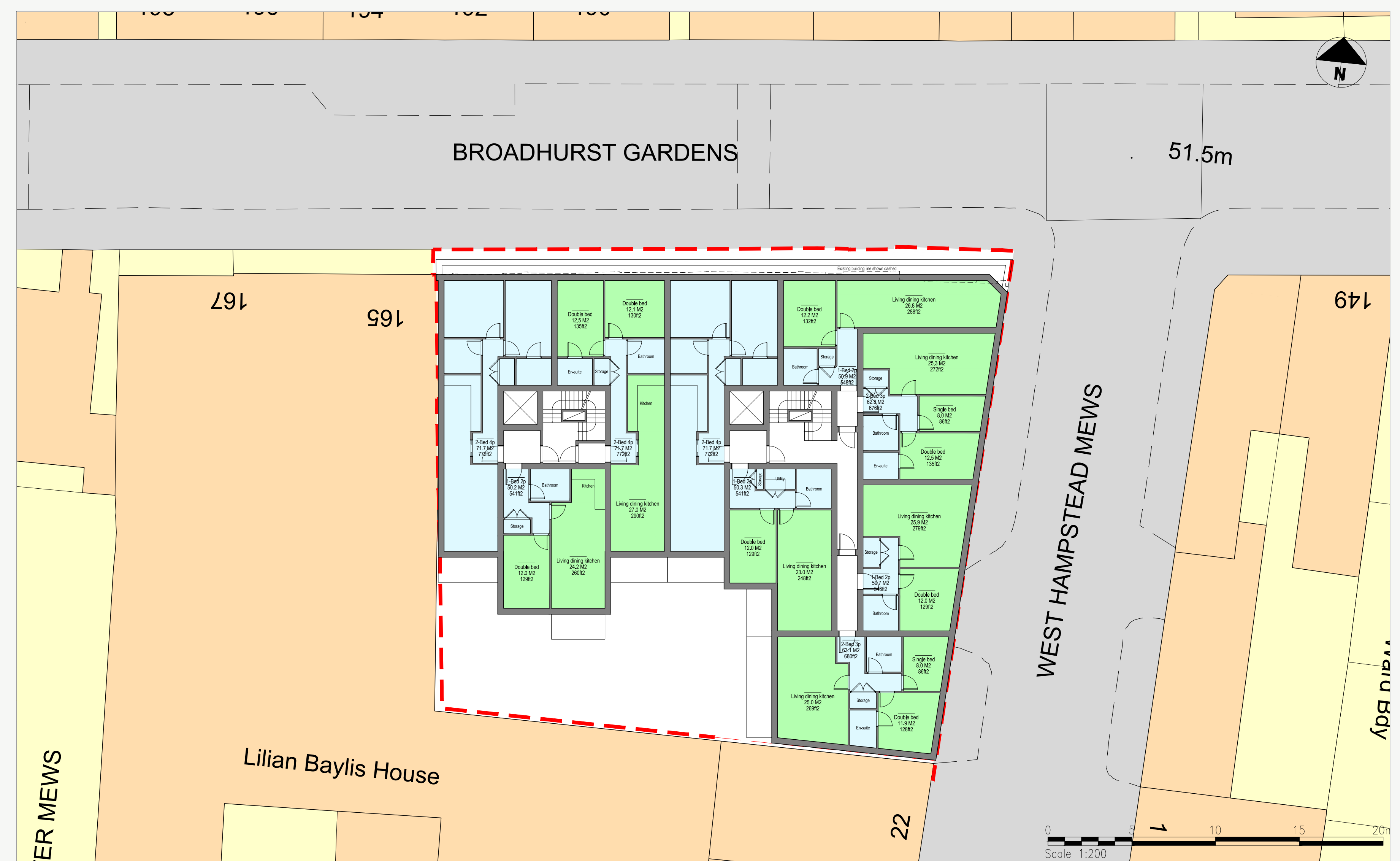
- A new shop frontage to Broadhurst Gardens with improvements to the public footpath and fully enclosed refuse storage
- 39 new mostly 1-bedroom and 2-bedroom apartments with amenity space and cycle storage facilities

## Design Approach

The process began with a careful analysis of the site in the context of the surrounding buildings. The existing buildings form a row of vertically proportioned terraces that provides rhythm to the Broadhurst Gardens streetscape. Our new design proposals aim to reflect this in either a traditional or contemporary style.

The existing buildings on site are 3 storeys, but there are higher buildings in the street. Carefully set back upper floors can increase the accommodation while respecting the scale of adjoining structures.

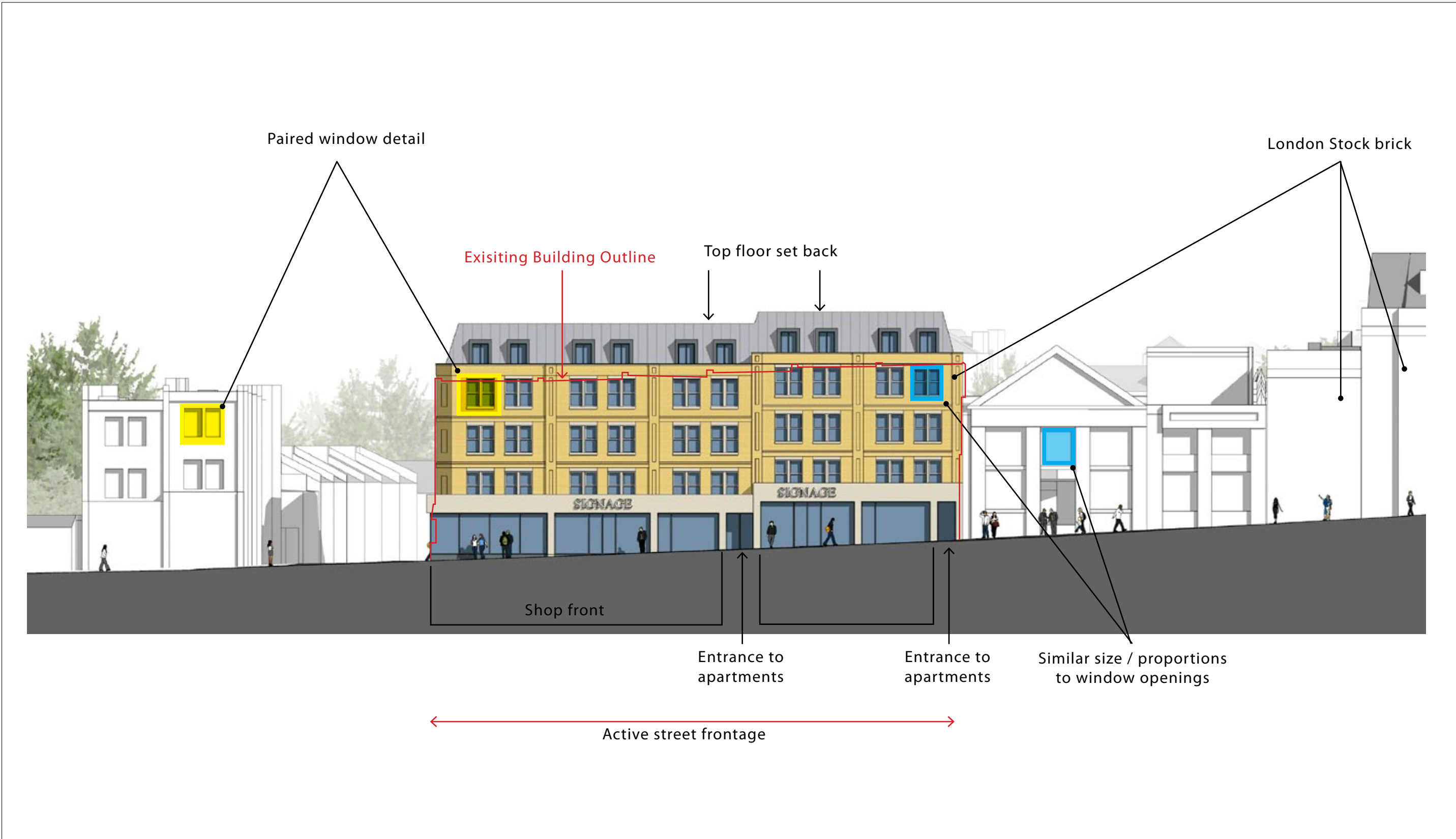
The design is by no means finalised and your views are important to us.



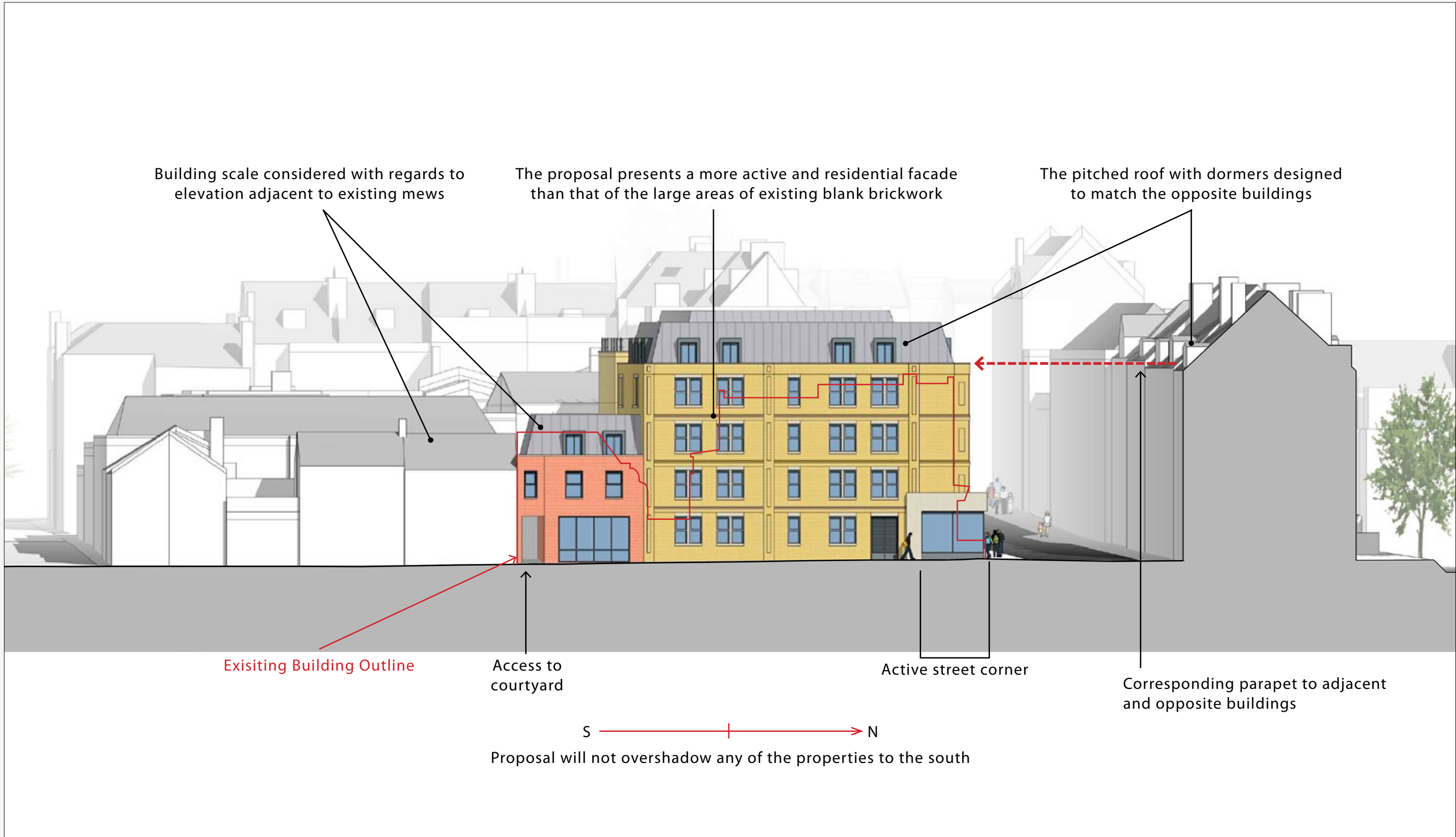
Indicative Floor Plan



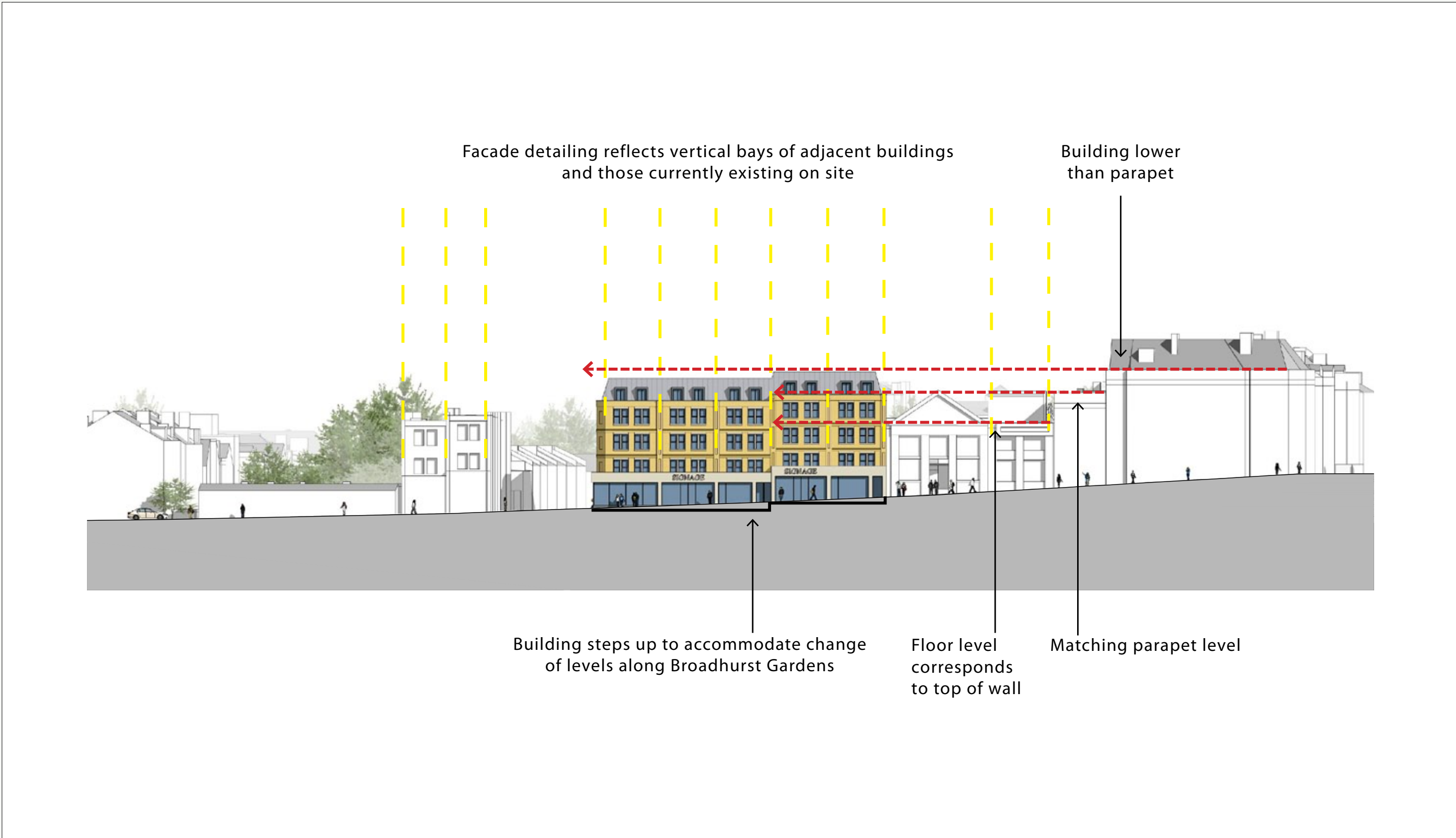
# Design Approach - Traditional



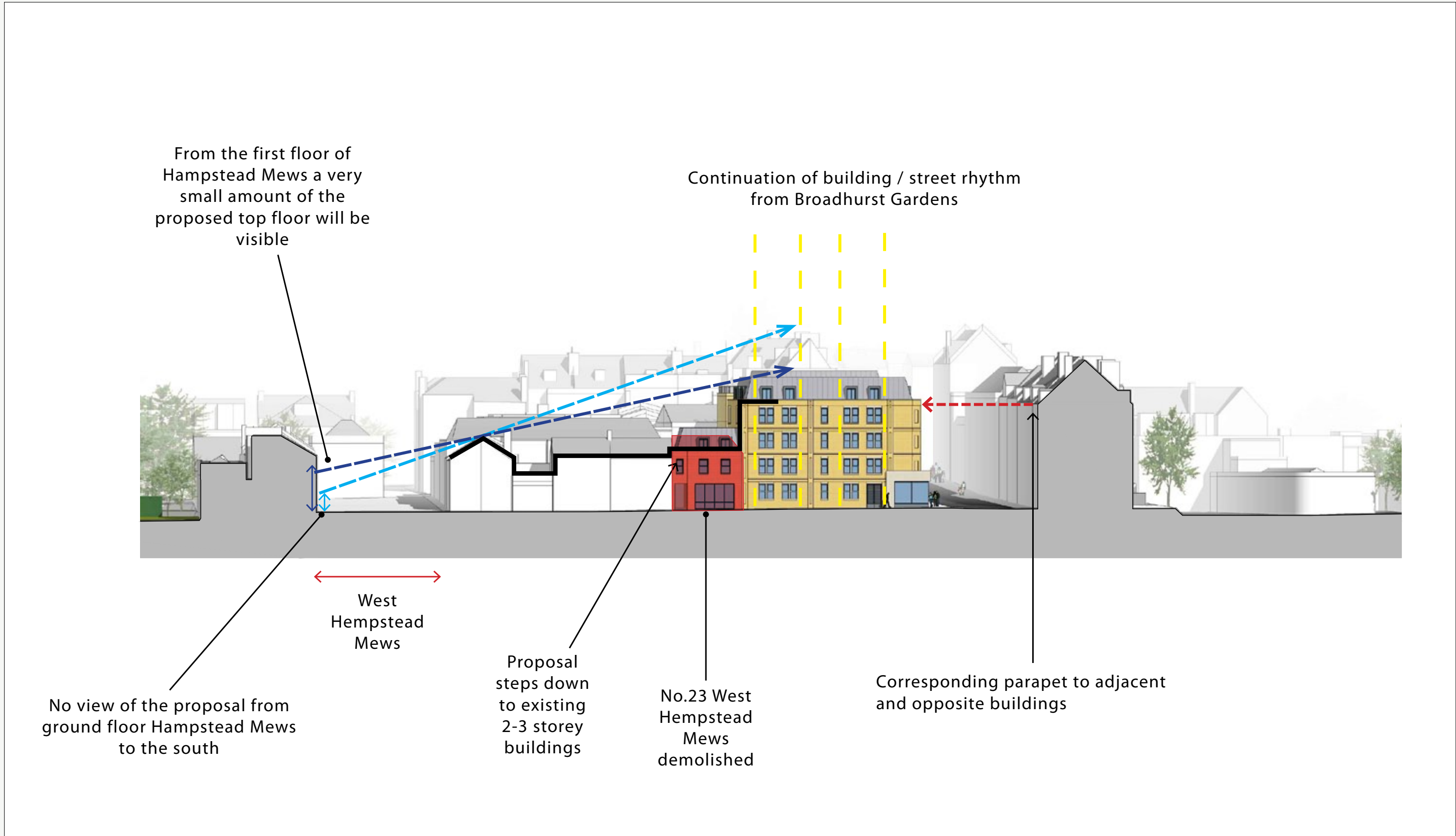
Broadhurst Gardens (north) Elevation illustrating the design approach



West Hampstead Mews (east) Elevation illustrating the design approach



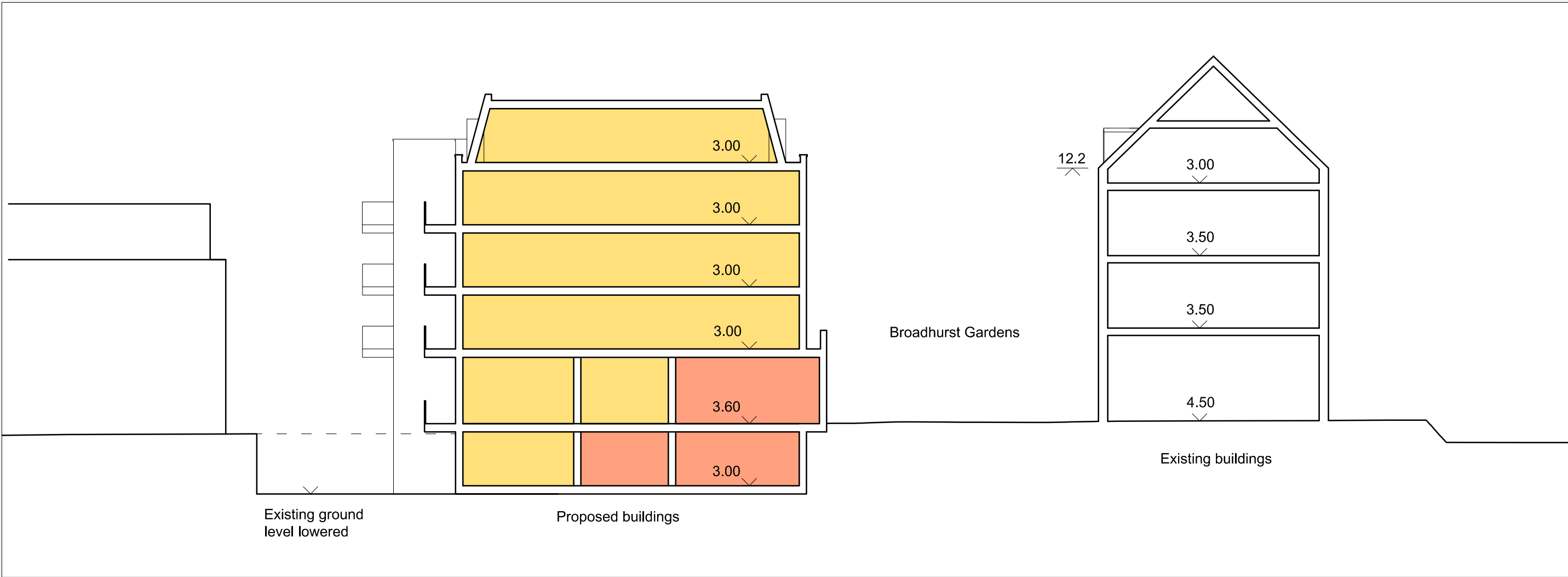
Broadhurst Gardens Street Section illustrating the design approach



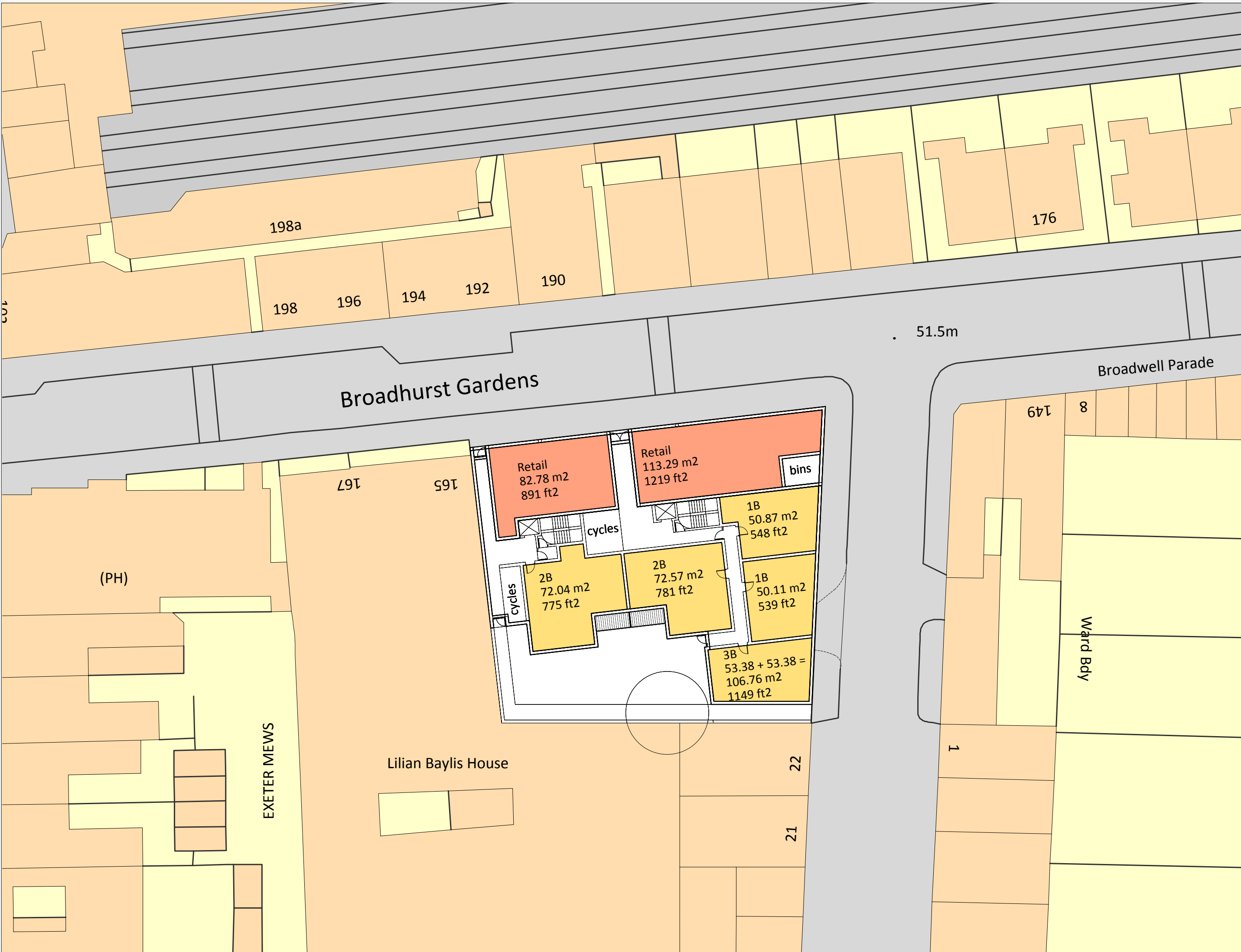
West Hampstead Mews Street Section illustrating the design approach



# Design Approach - Traditional



Indicative section



Indicative ground floor within site context



Indicative floor layouts



# Design Approach - Traditional



Indicative view of the corner junction between Broadhurst Gardens & West Hampstead Mews



Indicative view looking east along Broadhurst Gardens



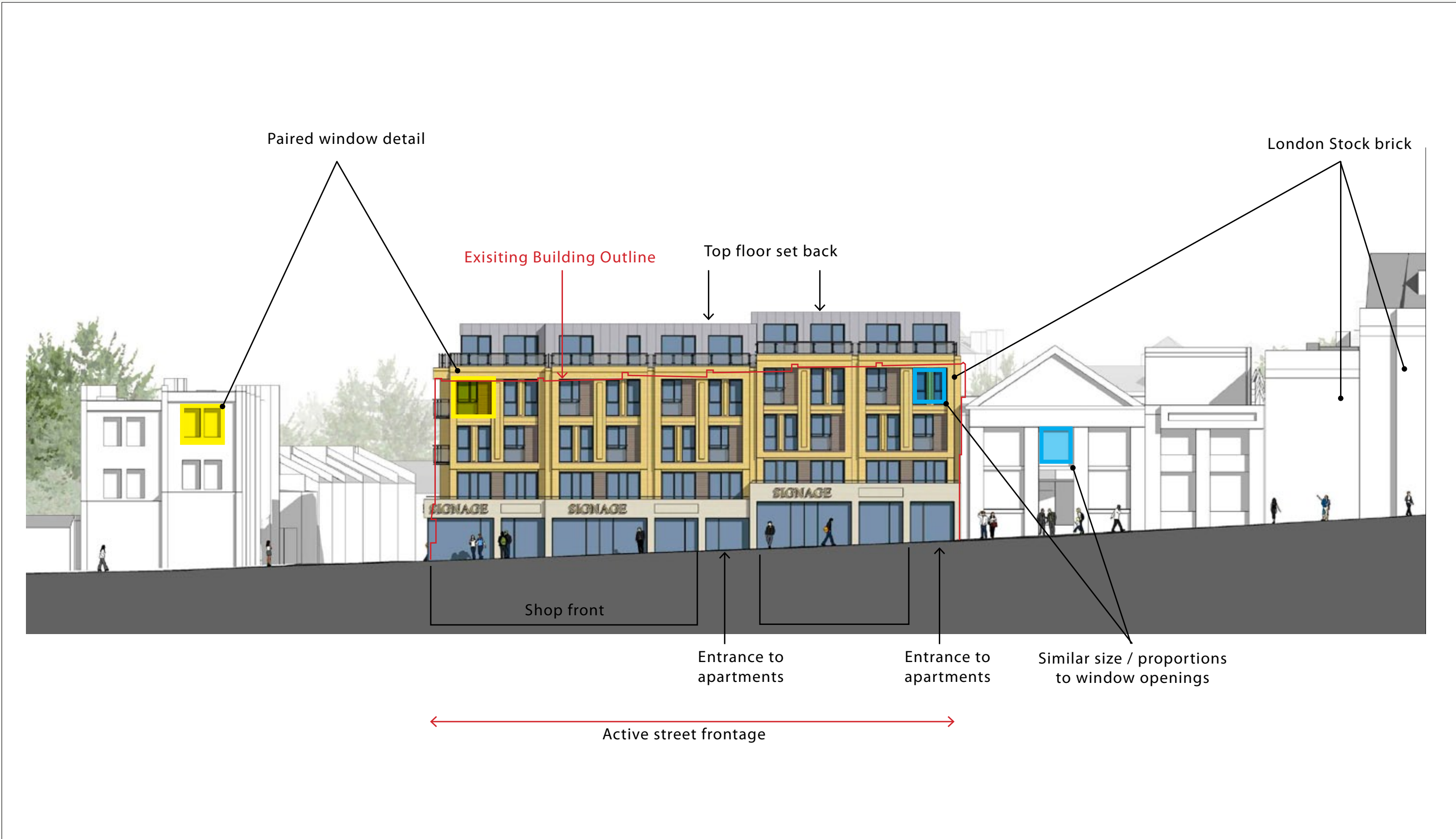
Indicative view looking west along Broadhurst Gardens



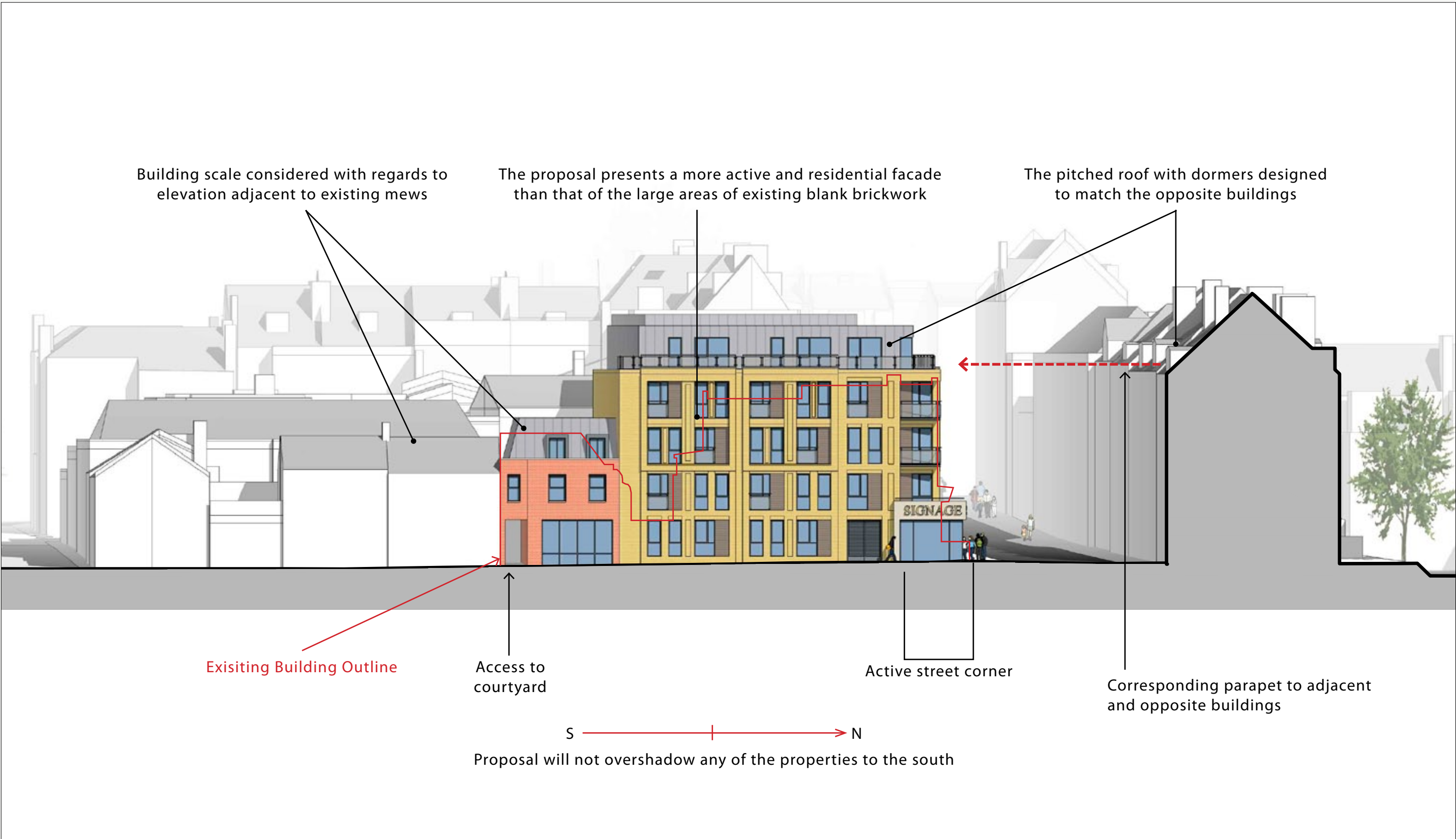
Indicative view looking north along West Hampstead Mews



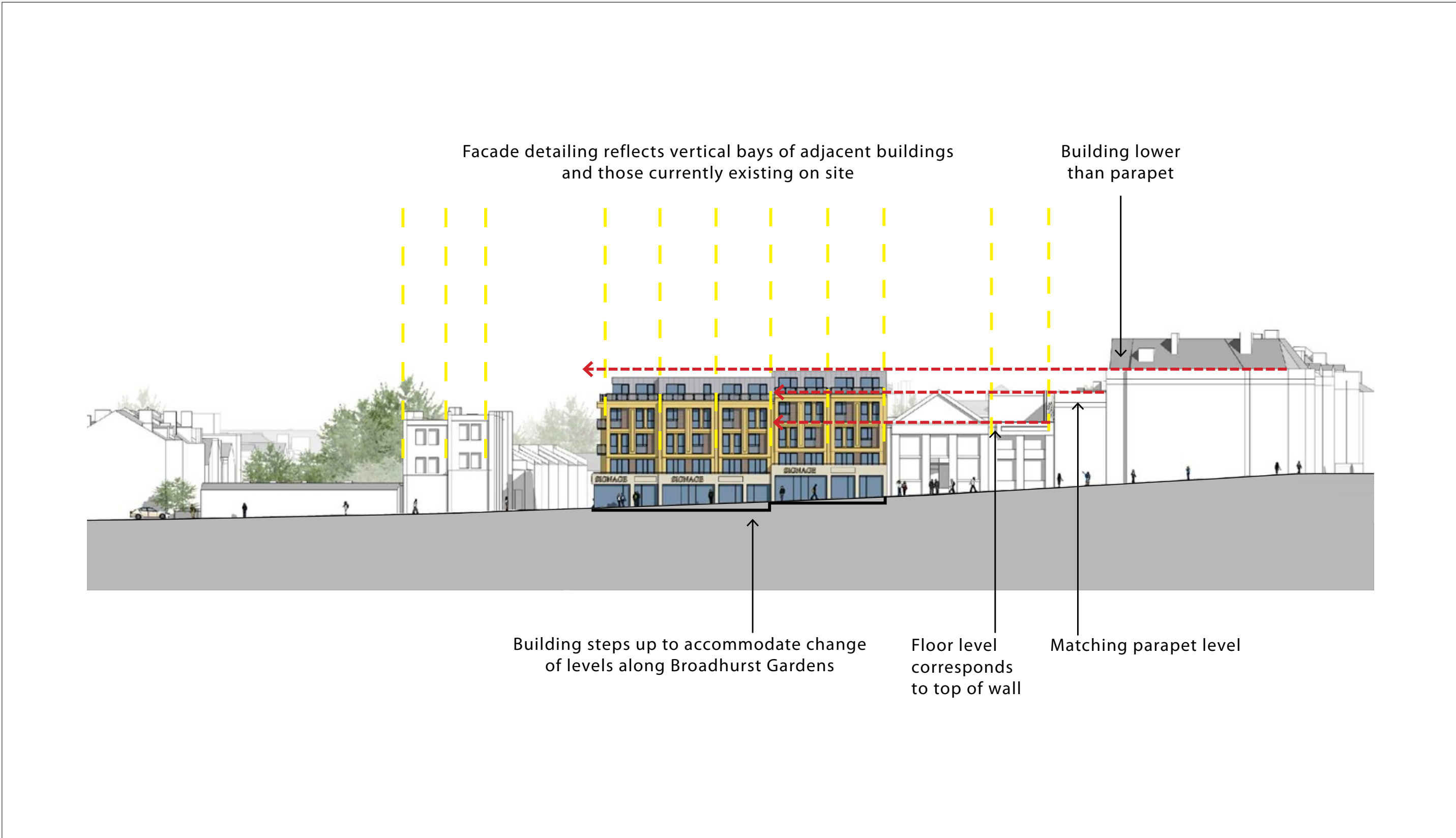
# Design Approach - Contemporary



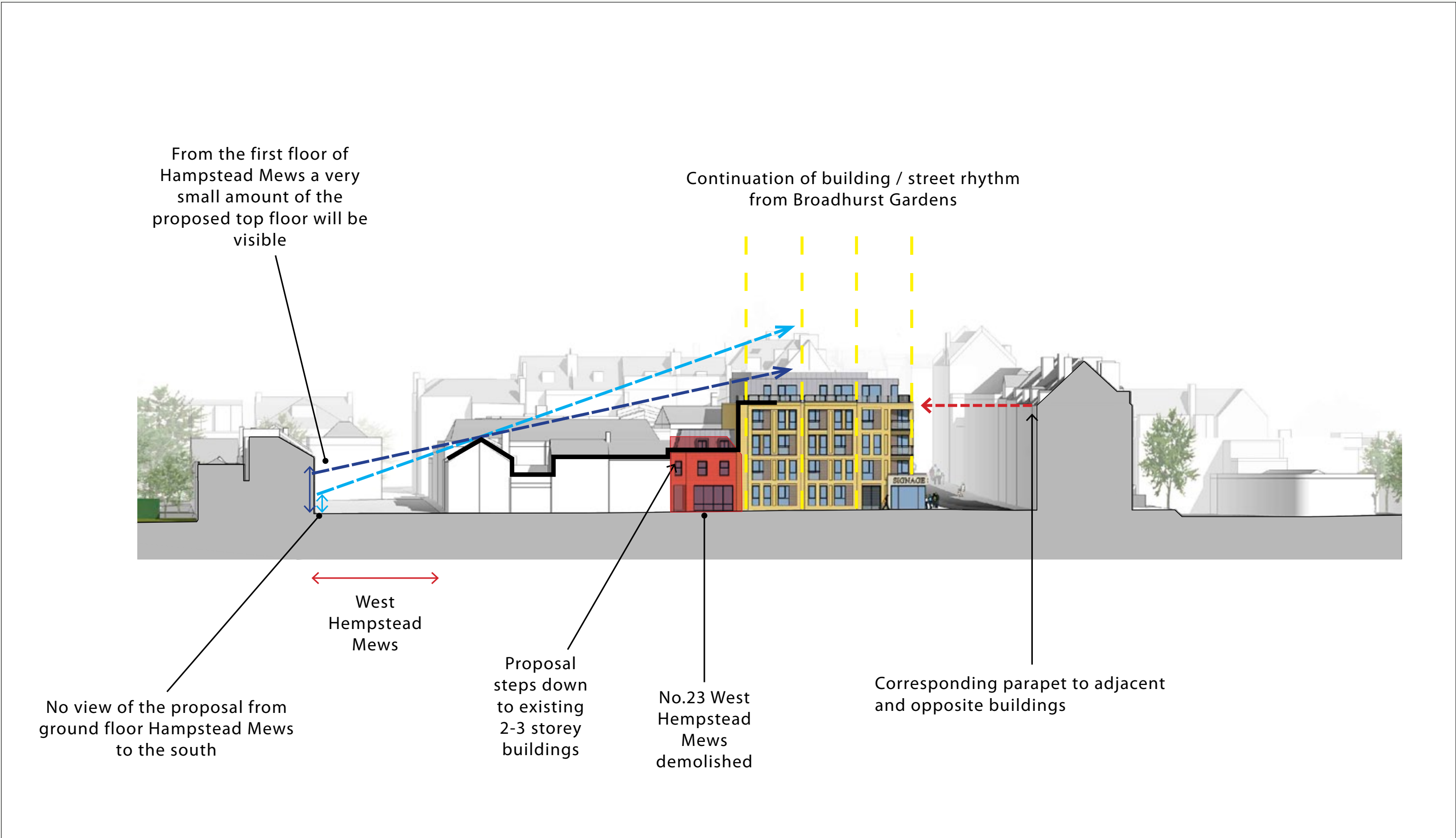
Broadhurst Gardens (north) Elevation illustrating the design approach



West Hampstead Mews (east) Elevation illustrating the design approach



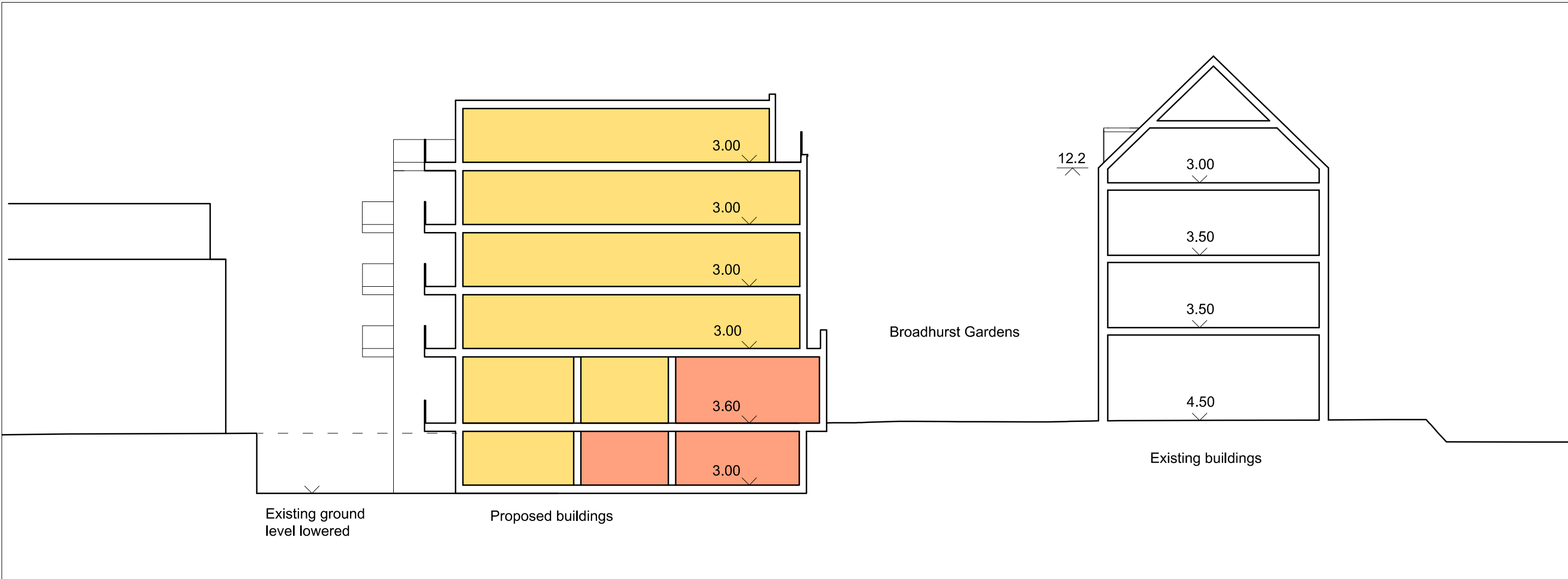
Broadhurst Gardens Street Section illustrating the design approach



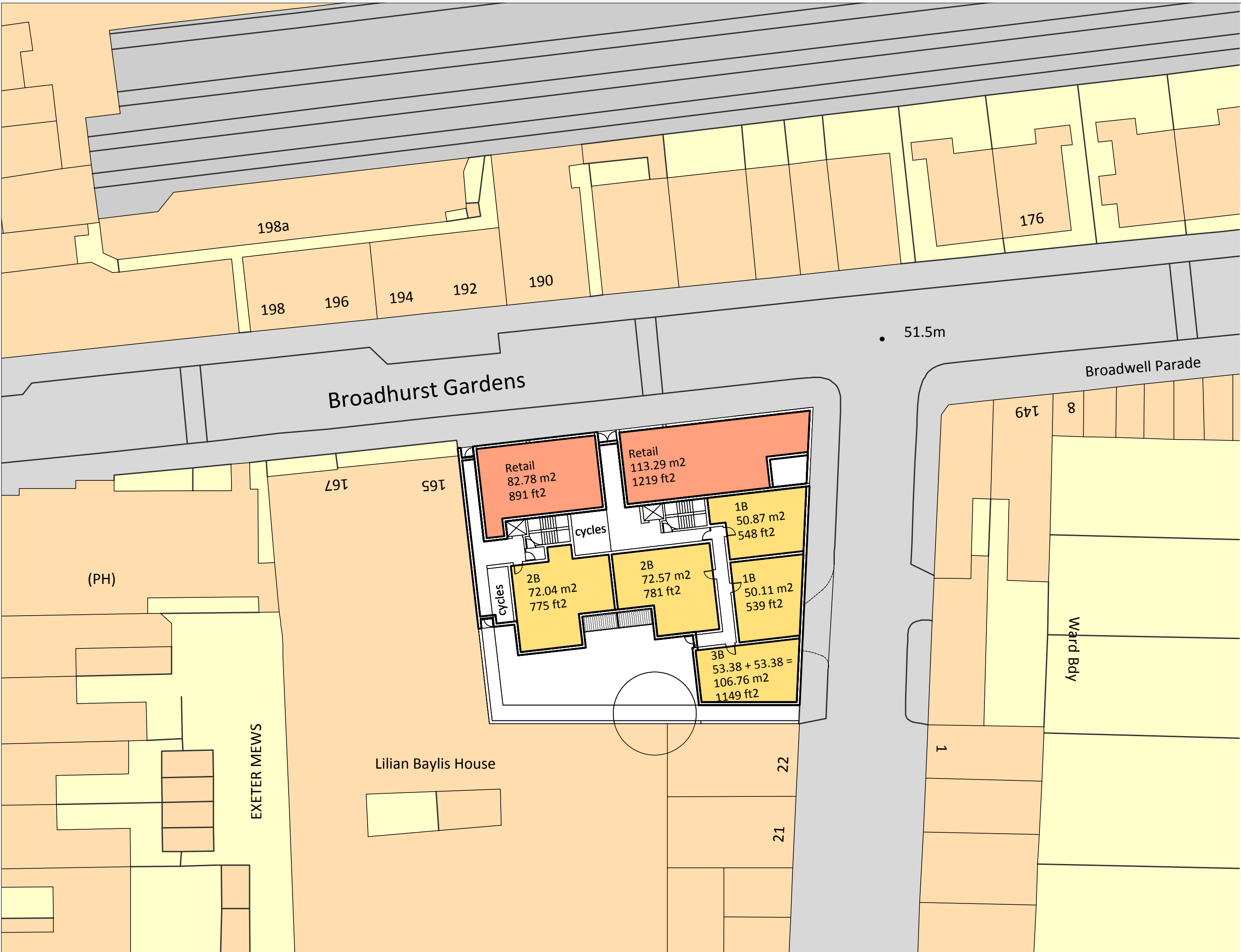
West Hampstead Mews Street Section illustrating the design approach



# Design Approach - Contemporary



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Indicative ground floor within site context



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# Design Approach - Contemporary



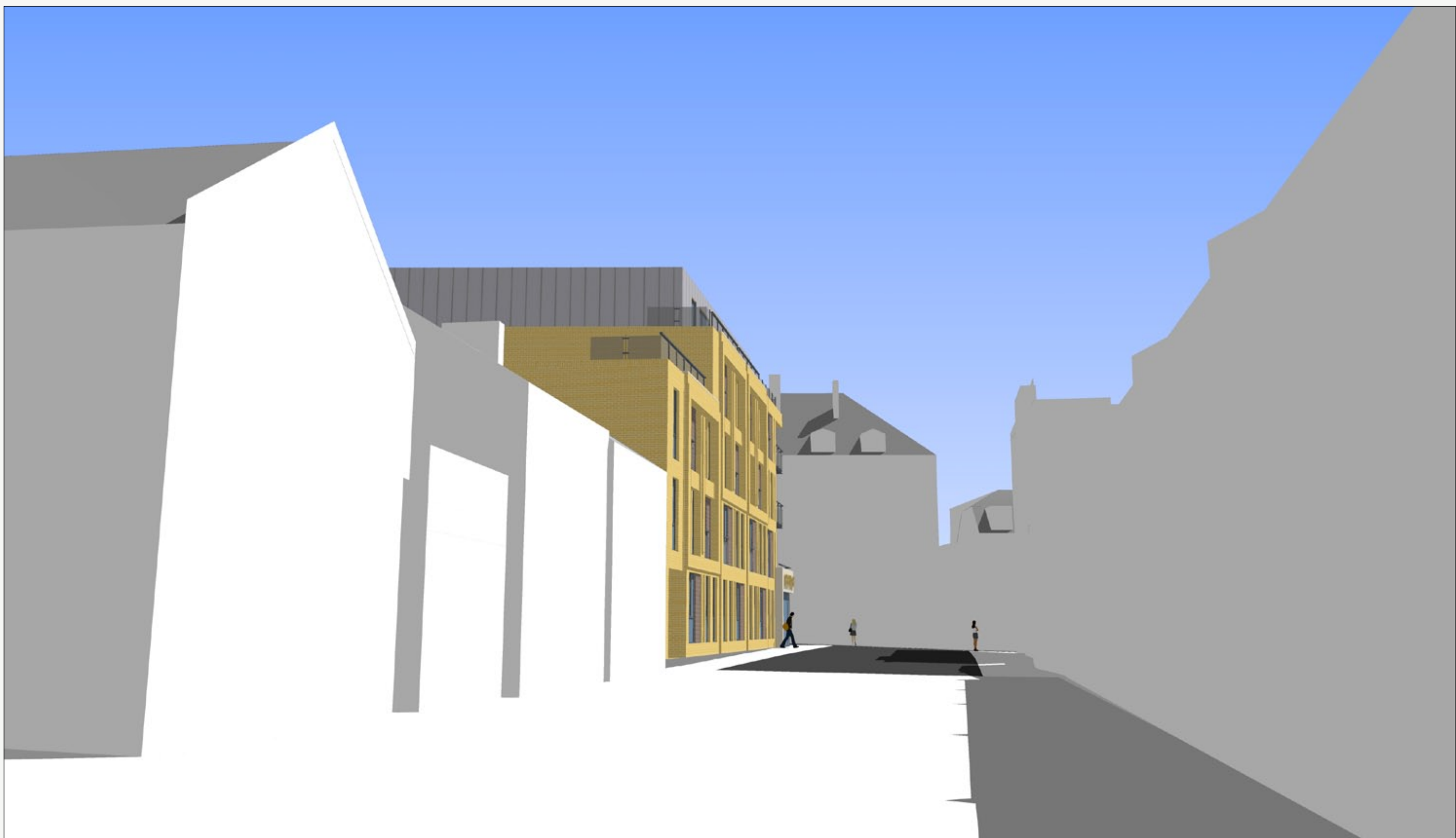
Indicative view of the corner junction between Broadhurst Gardens & West Hampstead Mews



Indicative view looking east along Broadhurst Gardens



Indicative view looking west along Broadhurst Gardens



Indicative view looking north along West Hampstead Mews