

1.0

Introduction

Welcome to this drop-in session on the redevelopment of 13 Blackburn Road. We are proposing to develop the site to provide a new cluster of sustainable buildings, offering a mix of residential, workspace and new green public space.

The proposed development will include:

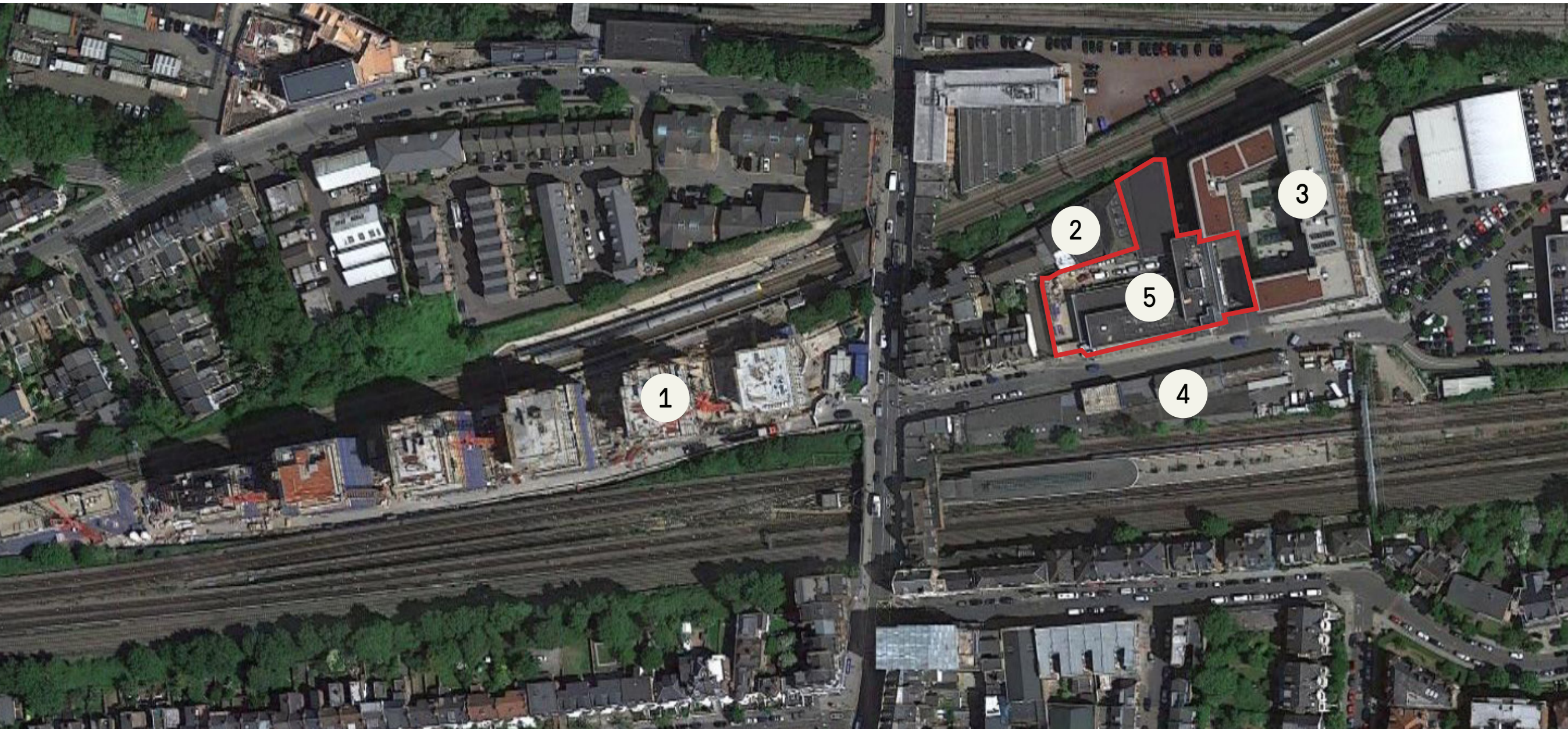
- + Approximately 3900 m² of high-quality flexible commercial space
- + 54no. residential apartments
- + A new public green space of 210m²



Location Plan



Existing Building (looking east)



1 West Hampstead Square 2 11 Blackburn Road 3 Nido West Hampstead 4 Builder Depot 5 13 Blackburn Road

Location & Context - Recent & planned developments



Existing Building (looking west)

2.0

The Team

The project team are on hand to help, so please do discuss your thoughts with them as you walk around and look at the boards.

Your thoughts and questions will be a key influence as we develop our proposals over the coming months. You can give us your feedback by filling out a questionnaire and leaving it in the box available.

West Hampstead Investment Partnership (WHIP)

The Client is the Loftus family, an experienced developer of high quality redevelopments in Central London. The family have been investing in Blackburn Road for over 30 years, basing their business, Accurist Watches, there since 1996 and later developing the Nido Student Accommodation.



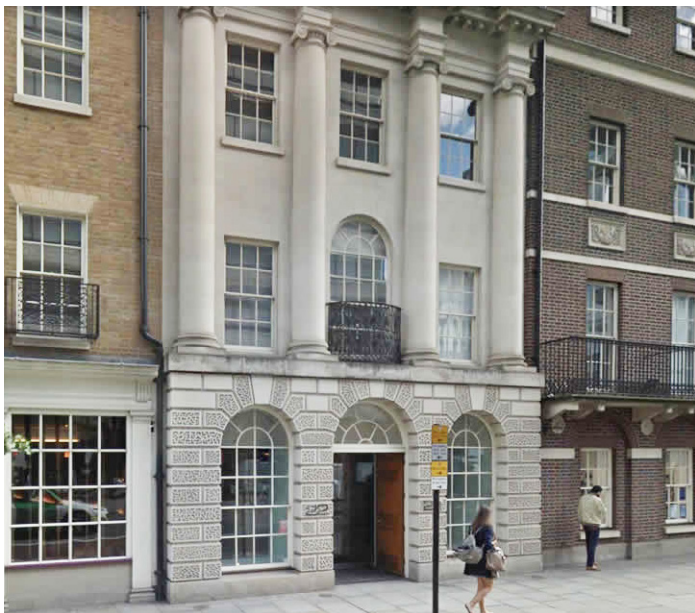
Admiral Court - Blandford Street



Admiral Court - Blandford Street



22 Baker Street



22 Baker Street



Nido Student Housing

General Projects

General Projects is a creative-led real estate developer who design and deliver inspiring and experiential buildings for an ambitious new generation. They deliver innovative workspace hubs for small to medium businesses and start-ups.

General Projects seek to bring a pioneering approach to the reinvention of buildings and their environment and are proud to have created over one million square feet of modern-life, mixed-use, metropolitan hubs.



Expressway



One Poultry



Alphabeta Building

Stiff + Trevillion

Stiff + Trevillion are a West London architecture practice, established for over 30 years, with a strong reputation for thoughtful and contextual architecture. The practice believes that collaboration is the key to creating successfully designed buildings.



40 Beak Street



Hathaway

Boyer Planning

Boyer is the planning consultant working on this project. Boyer has a wealth of experience delivering high quality developments across London and has a strong track record of securing planning permission for schemes within the London Borough of Camden.

Boyer has worked alongside West Hampstead Investments Partnership since 2013 and is committed to securing a high quality development on this site. Boyer has led numerous discussions with Camden Council as the scheme has developed and is working with the applicant team to respond to the Council's comments.

Boyer

3.0

The Site

The site located within an Area for Intensification, as designated in the London Plan and within West Hampstead Growth Area.

The site has excellent public transport connections as illustrated on the adjacent diagrams, and at Public Transport Accessibility Rating (PTAL) of 6A.

West Hampstead Characteristics



Brick Housing:

Victorian/Edwardian terraces and semi detached houses alongside distinctive red brick mansion blocks



Industrial Belt:

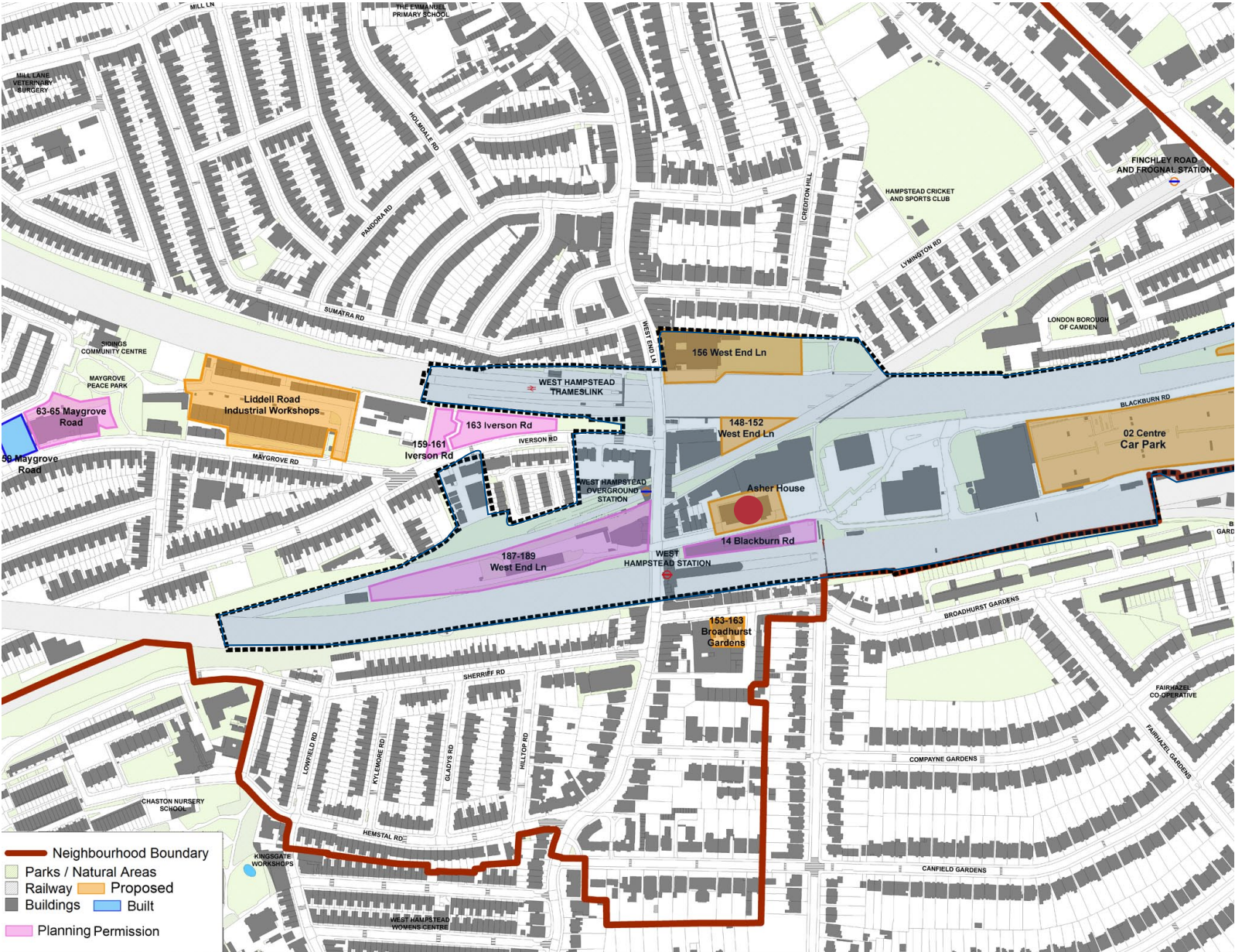
Industrial belt running east/west, between railway infrastructure, with an urban character and larger buildings



Public Transport:

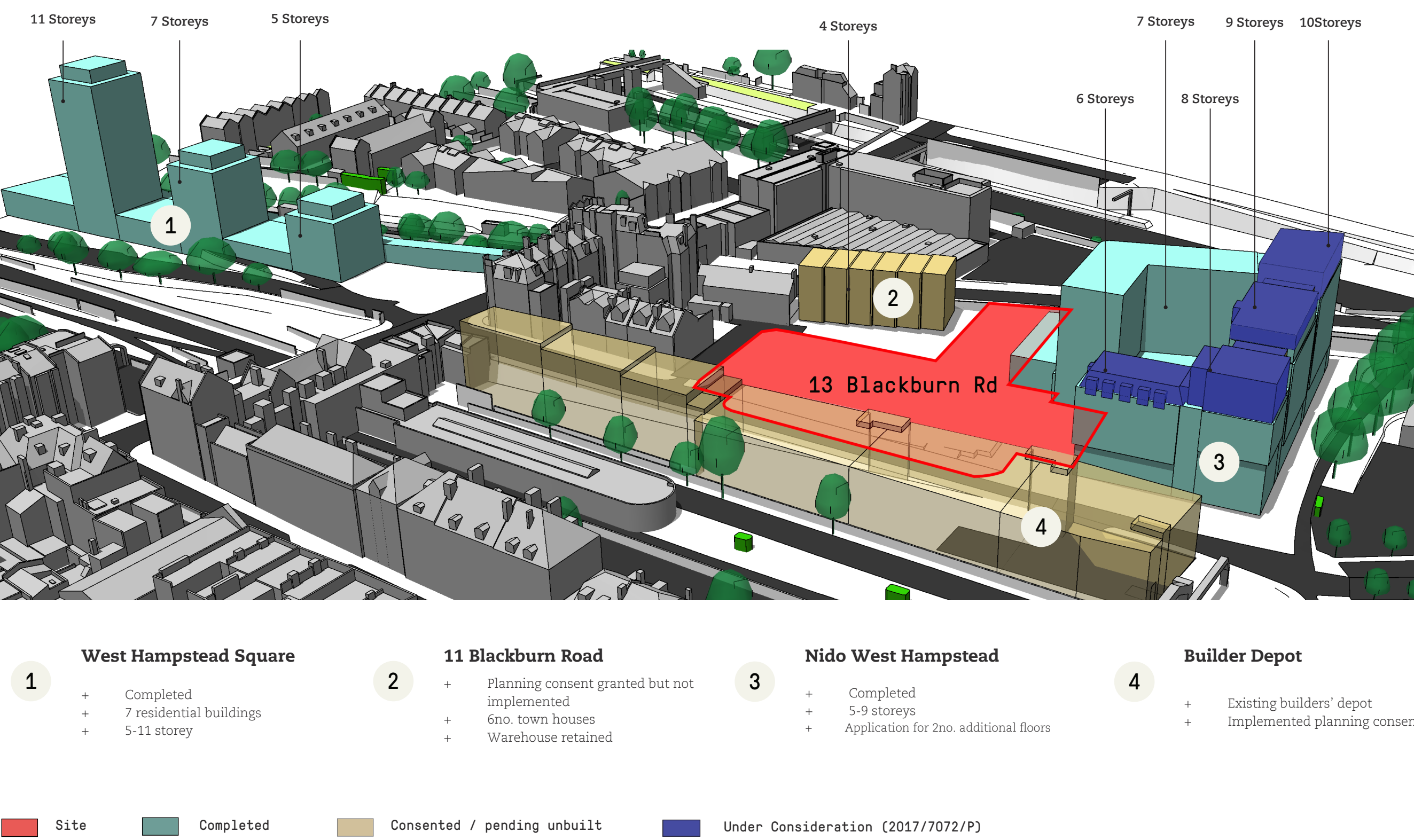
West Hampstead is very well serviced by public transport and historically built up around the railway infrastructure

Planning Policy - Area for Intensification

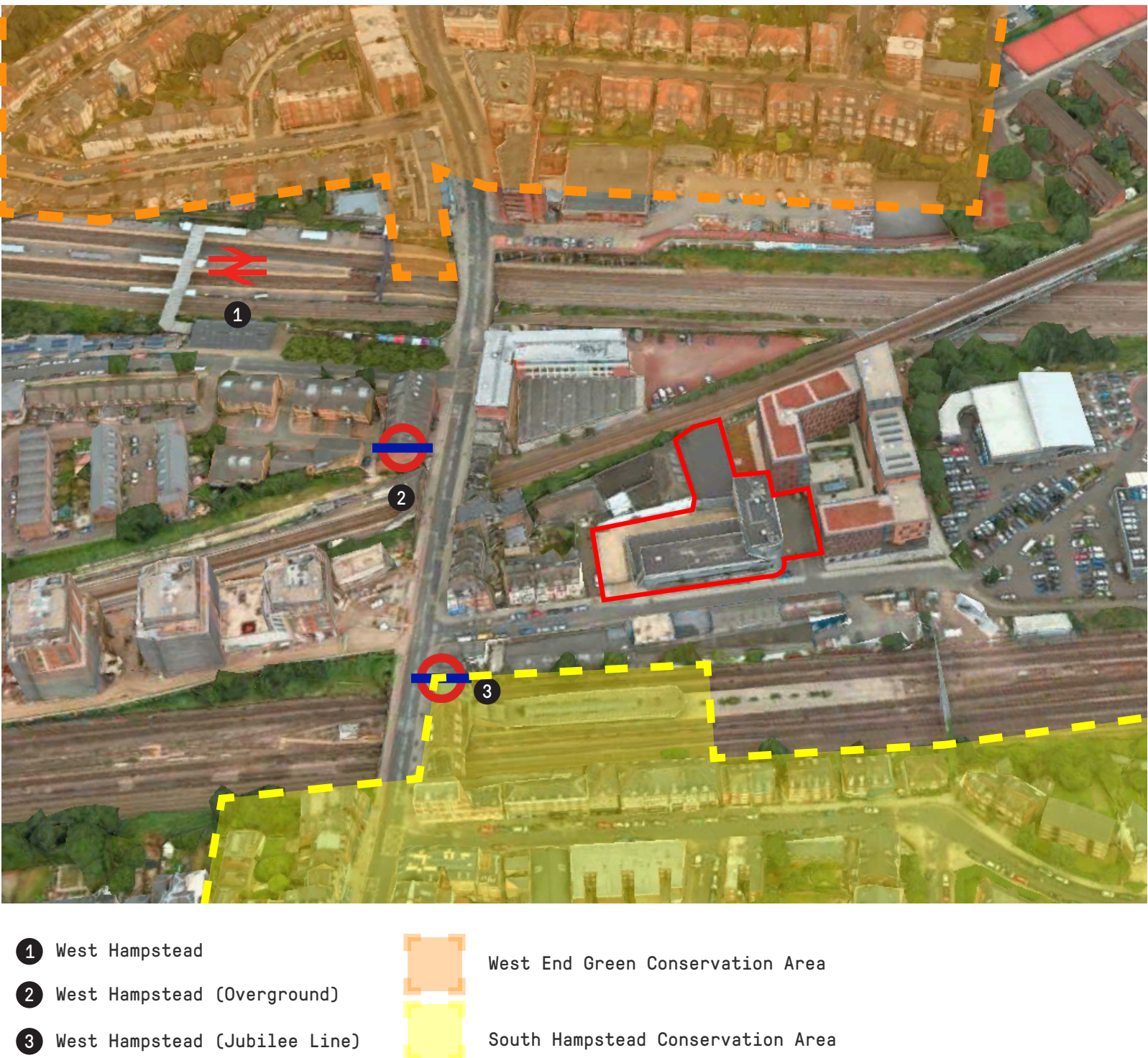


Fortune Green & West Hampstead Neighbourhood Plan August 2014

Location & Context / Recent & planned developments



Surrounding Areas



4.0

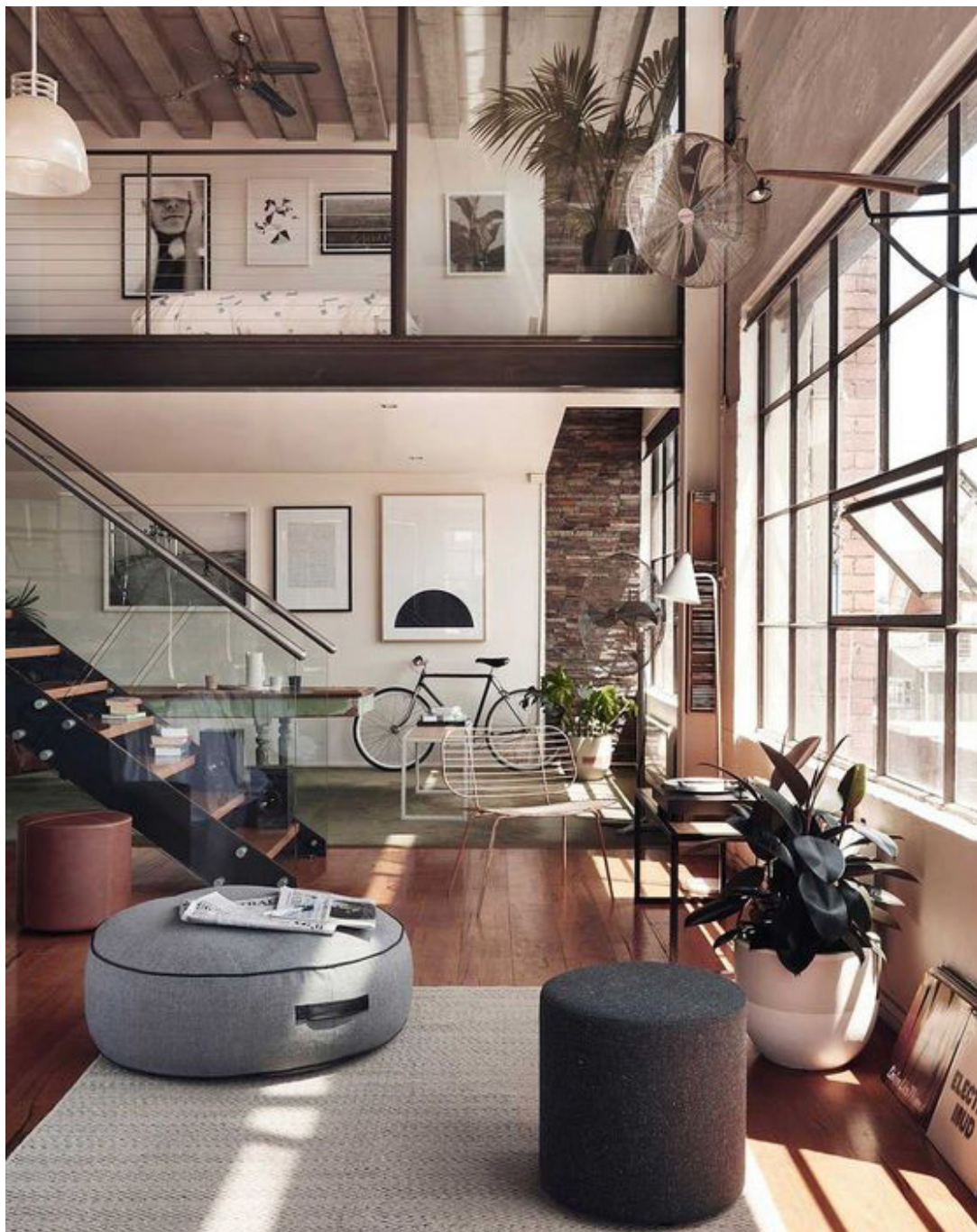
Concept / Vision

The project involves the creation of three sustainable buildings clustered around a new public space, providing a mix of high quality residential apartments and small business workspace. The creative workspaces will focus on providing opportunity for small and medium-sized enterprises (SMES).

This will be a design-led development, which will bring fantastic contemporary new architecture to West Hampstead, and significantly improve Blackburn Road with a new street frontage and landscaped public courtyard. The residential apartments will provide quality housing with generous ceiling heights and sustainable materials using Cross Laminated Timber.

The reference images on this panel help to communicate the concept and vision for the development which will seek to provide:

- + Approximately 3900 m² of high-quality flexible commercial space
- + 54no. residential apartments
- + A new public green space of 210m²



5.0

Key Benefits



New Workspace / Residential Homes

- + The proposals would deliver approximately 3900 sq.m of high-quality flexible commercial space and 54no. residential apartments
- + The office space will be designed as small units for SMES and will be flexibly and efficiently organised in order to appeal to businesses in the area
- + This will boost the local economy by attracting new businesses to the area

Active Frontages & Streetscape

- + We are proposing a range of flexible commercial uses at ground floor, this could include a cafe, doctors surgery and co-working space
- + The active frontages along Blackburn Road and the new courtyard will bring life to the road and create an attractive new destination for the local area
- + New 210m² public square and streetscape improvements, bringing much needed green space to Blackburn Road
- + Improved public safety on Billy Fury Way
- + Improved accessibility along Blackburn Road, due to upgrades to the footpath, improving accessibility for wheelchairs and buggies.

New Public Square

- + A new public green space of 210m² will be provided
- + Provision of benching and green landscaping

Community Engagement

- + As we develop our proposal, we are committed to an active dialogue with local residents and stakeholders
- + This will help us to understand residents' vision for this site and ensure that local people's wishes are considered within our plans

Quality & Sustainable Architecture

- + High quality design and carefully selected materials will improve the standard of architecture in the area
- + The proposed buildings will be considerably more energy efficient than the existing building on the site.
- + Cross Laminated Timber (CLT) structure is being explored which as creates 80% less construction traffic due, and 50% less carbon emissions than concrete.
- + The proposal will incorporate sustainable design principles in seeking to achieve BREEAM 'Excellent' and EPC A Rating

6.0

Development Principles

A new landscaped public courtyard forms the focal point of the proposed development, which provides an opportunity to bring much needed green space to Blackburn Road.

Two new residential buildings are positioned either side of the courtyard, providing a range of apartment types the vast majority of which will have dual aspect, and private amenity space.

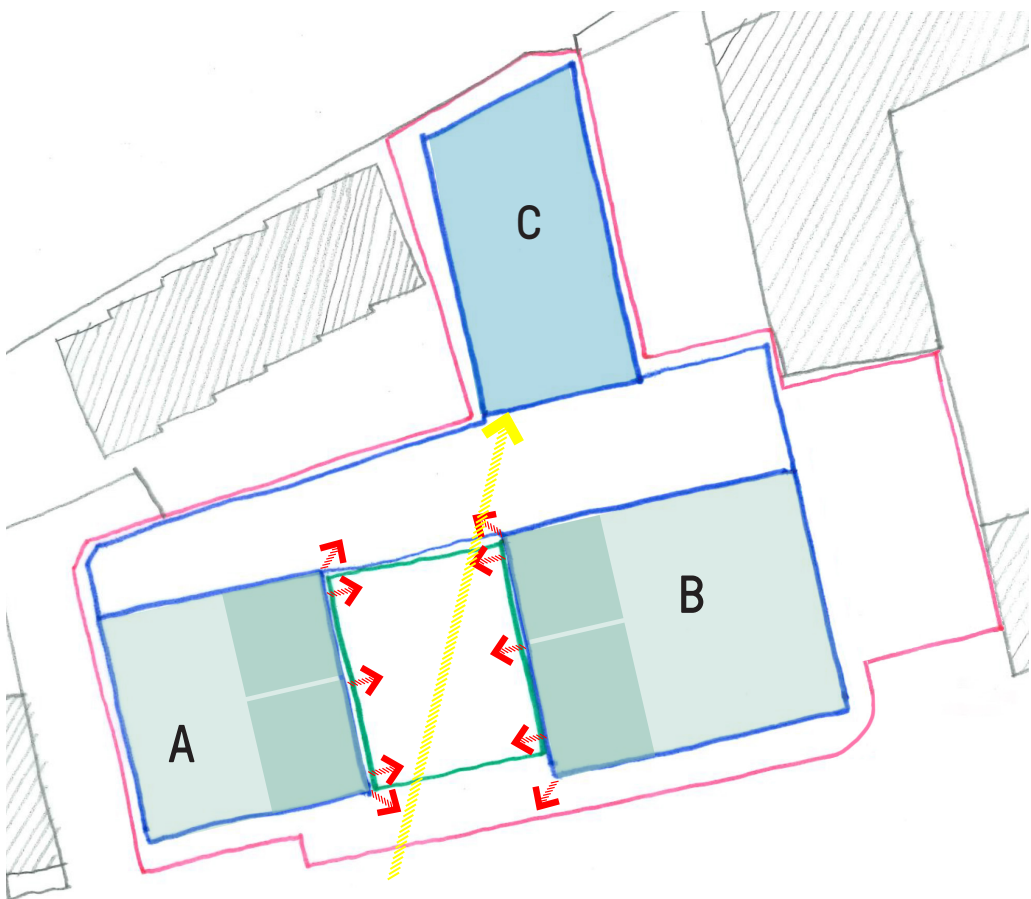
The courtyard opens up views to the proposed office building which is located at the rear of the site facing onto Billy Fury Way and overlooking the railway. The office building be be accessed through a generous entrance lobby and cafe located which faces into the courtyard.



Site Plan

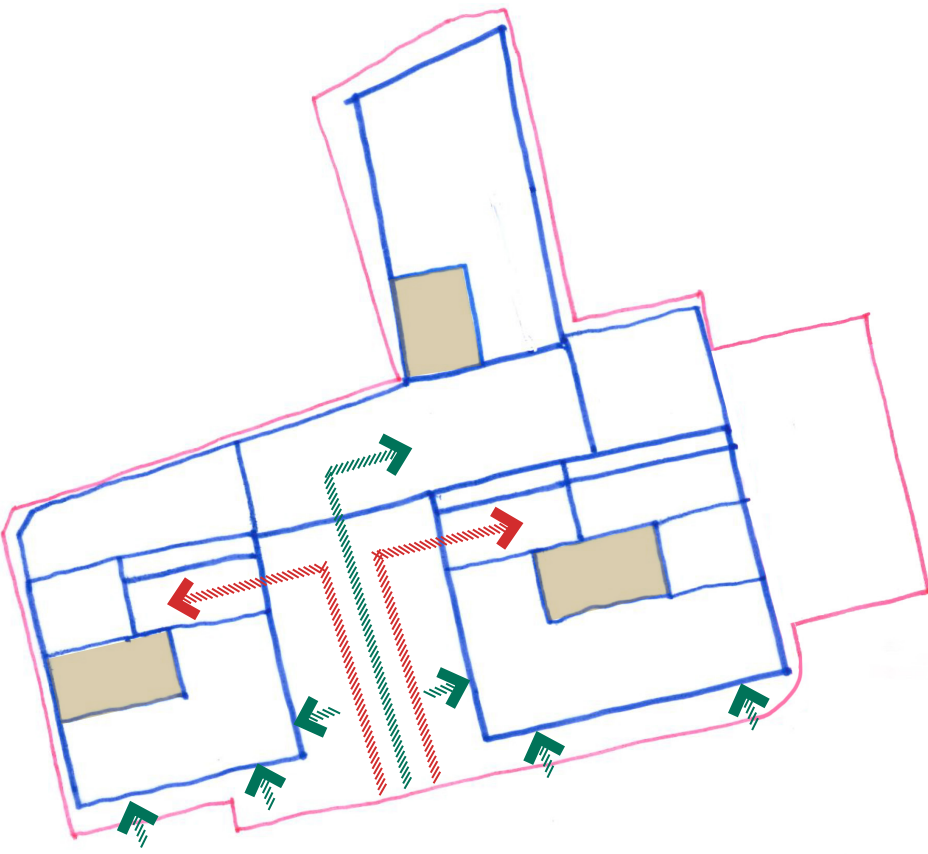


Draft Massing



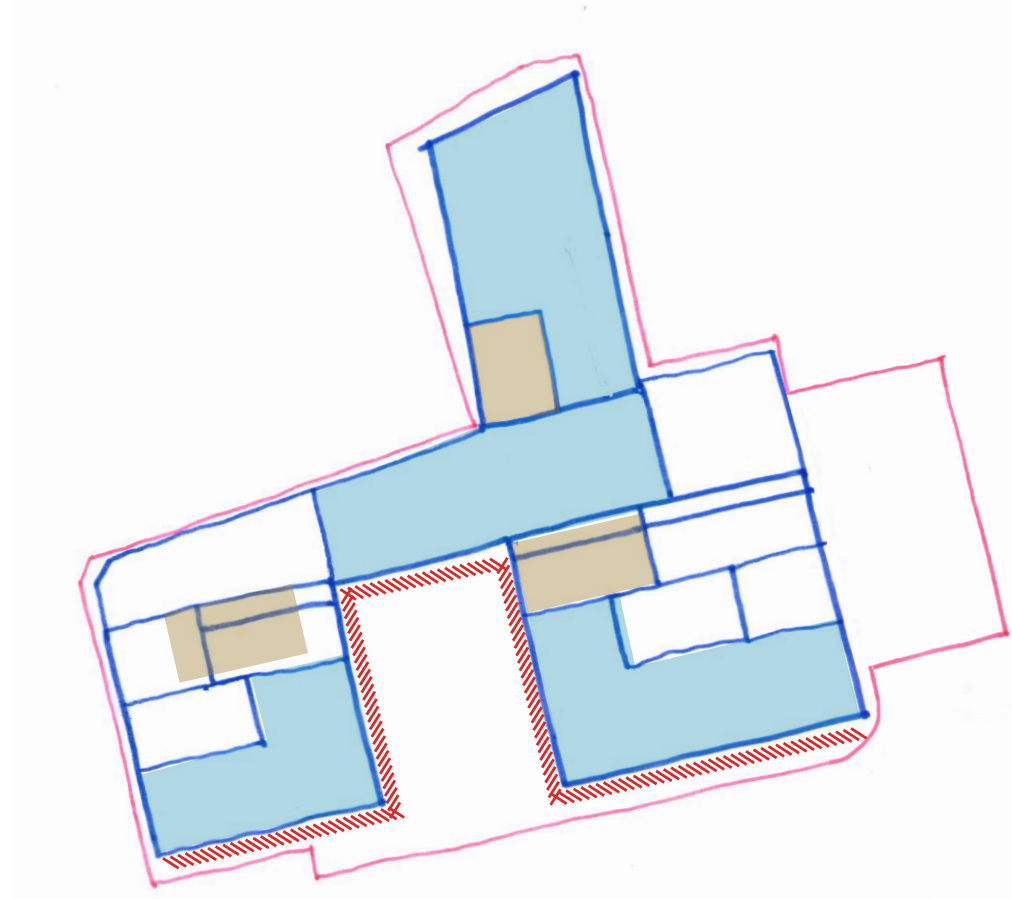
Three Buildings

- + Opens up east & west aspects
- + Creates opportunities for dual aspect apartments
- + Gives visibility and presence of commercial building
- + Opportunity for varied frontage & modulated heights



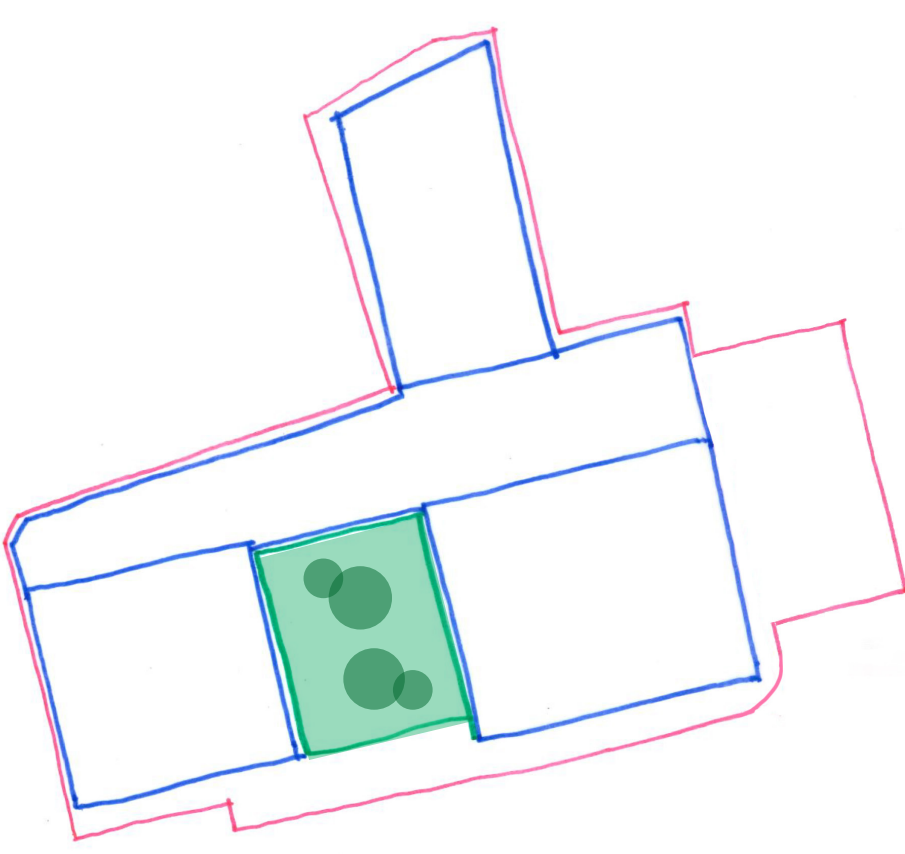
Access & Circulation

- + All uses accessed from courtyard
- + Commercial uses have street presence onto Blackburn Road



Active Frontages

- + Continuous active frontages, bringing activity and interest to Blackburn Road



Central Courtyard

- + Creates desirable shared amenity for residents and occupiers of commercial space
- + Creates identity and a sense of place

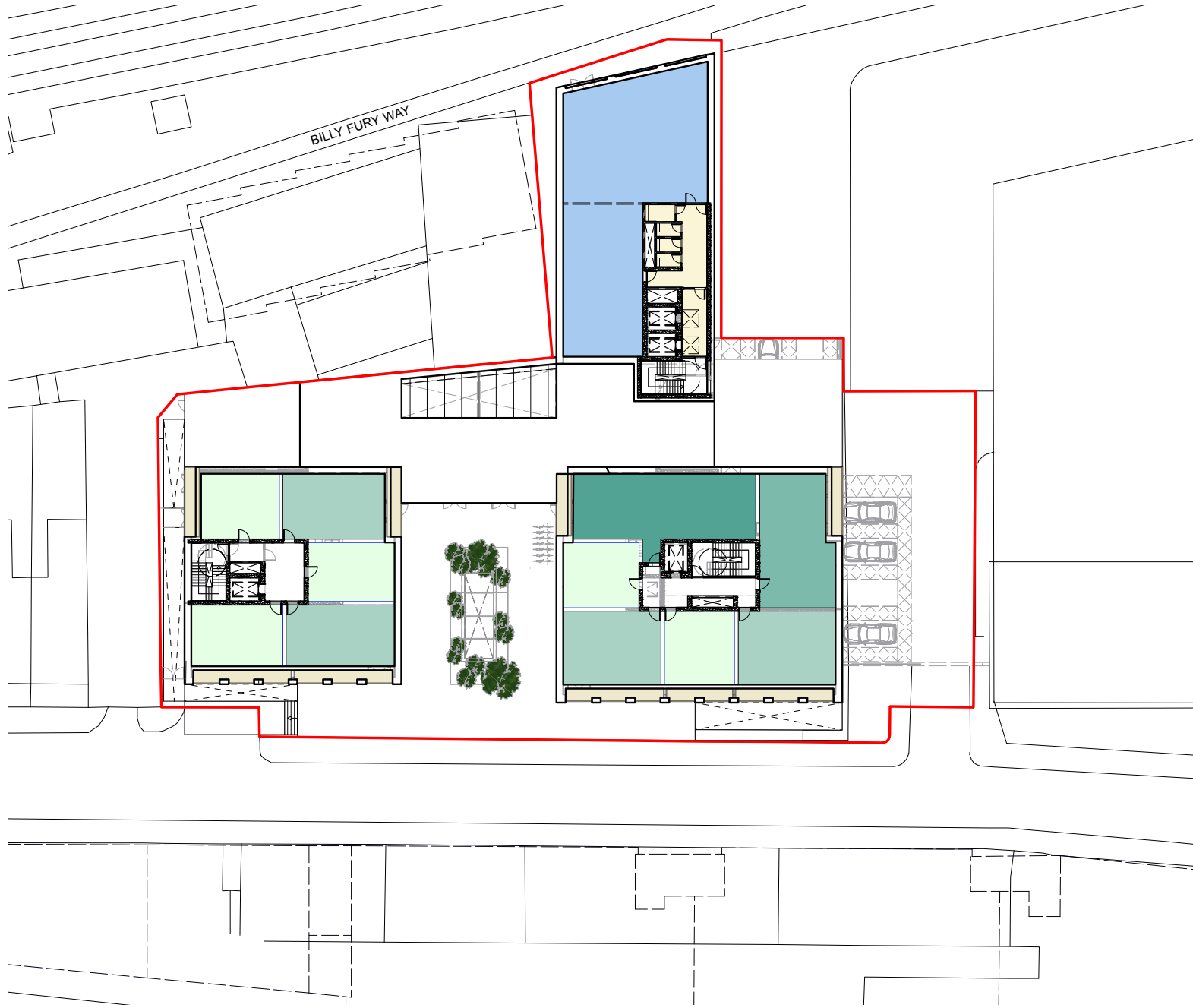
13 BLACKBURN ROAD

7.0

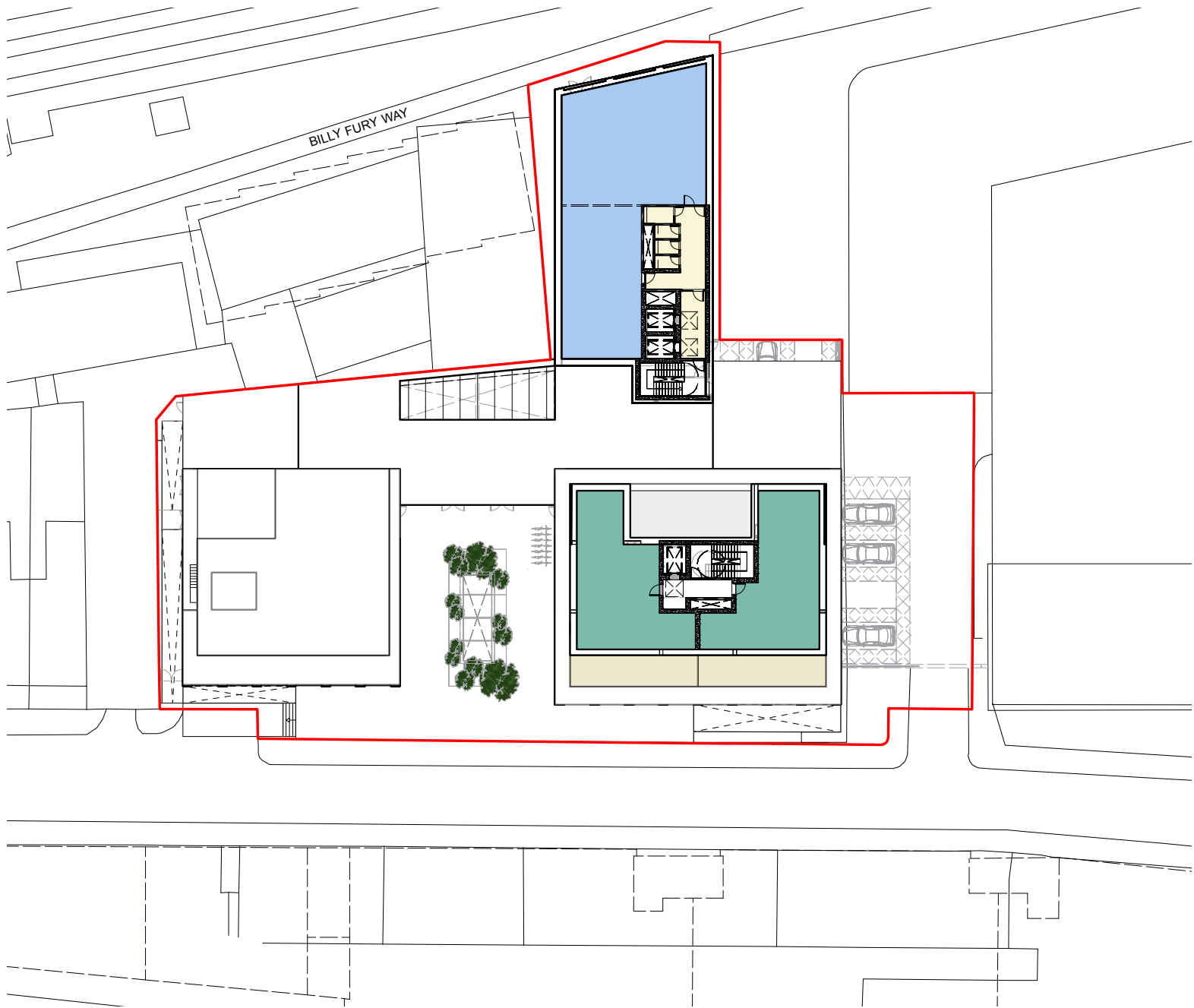
Proposed Development



Schematic Ground Floor Plan



Levels 01-04 Floor Plan



Levels 06 Floor Plan

The diagram at the top of this panel illustrates how the proposed new buildings will sit into the existing streetscape.



The diagram illustrates the layout of two buildings, Building A and Building B, relative to a common ground level (G) and a vertical grid of levels from G to 07. Building A, on the left, is a 6-story building (G+5) with a central yellow core and green wings. Building B, on the right, is a 7-story building (G+6) with a similar layout but an additional top floor. The buildings are separated by a 13.5m gap. The diagram also shows a small tree and a person for scale near the ground level.

[illegible]

The diagram shows two buildings, Building B and Building C, with their facades and structural details. Building B is a 7-story structure with a central yellow section and green side sections. Building C is an 8-story structure with a blue facade. A 9m gap is indicated between the buildings. The drawing includes a vertical scale on the right and a horizontal scale at the bottom.

BUILDING B
G+6 (7 storeys)

BUILDING C
G+7 (8 storeys)



9.0

Proposed Development

Materiality

We are proposing to use high-quality brick in a variety of shades and textures. Given that the local area has a large number of brick buildings, this will suit the local character and ensure that the proposal has longevity.



Bay Studies



10.0

Next Steps

Thank you for coming along to this drop-in event on our proposals for 13 Blackburn Road, we hope that it has been useful. We intend to hold a further drop in session prior to planning submission, and we will keep local residents informed of the progress of our proposals every step of the way.

Should you wish to ask any further questions beyond today, please don't hesitate to email the project team on: RachelWhite@boyerplanning.co.uk

