

DRAFT 01.11.13



Dexter Moren Associates
for
McGregor Homes Ltd
159-161 Iverson Rd
Revised Scheme
November 2013

DRAFT 01.11.13

01 existing site

(location of image in brackets) caption text
(location of image in brackets) caption text



1.1 The existing site

The irregularly shaped site at 159-161 Iverson Road is currently occupied by a tyre sales centre, Iverson Tyres Ltd. It comprises a one storey warehouse building, 3 portacabins and a forecourt.

The site is highly accessible with West Hampstead tube, Thameslink Rail Station and town centre in the immediate vicinity. This irregular shaped site is approximately 910sqm in size and slopes from east to west. The fall across the length of the site which follows the gradient of Iverson Road is approximately 1.6m.

1.2 Surrounding context

To the north of the site is the railway embankment and the existing West Hampstead Thameslink Rail Station.

To the east of the site there is currently a vacant plot previously occupied by a garden centre. Planning Permission (ref2012/0099/P) was granted dated 12.12.12 for a 36 unit residential development on this site. The development consisted of 33 apartments and 3 family houses. This scheme was design by Dexter Moren Associates and this submission extrapolates this first development.

To the south of the site, on the opposite side of Iverson Road, there is a mix of uses including residential properties (both flats and terrace houses) . These buildings are yellow brick and range in height from single storey (No.190 Iverson Road) to four storey (No.200 Iverson Road), a relatively recent residential development which is of no particular design merit but quite tall relative to its surroundings. Further along Iverson Road at No.s 166-184 are three and a half storey residential properties.

To the west of the site is a 3-4 storey Network Rail signal box building. The access road for this building denotes the western boundary.

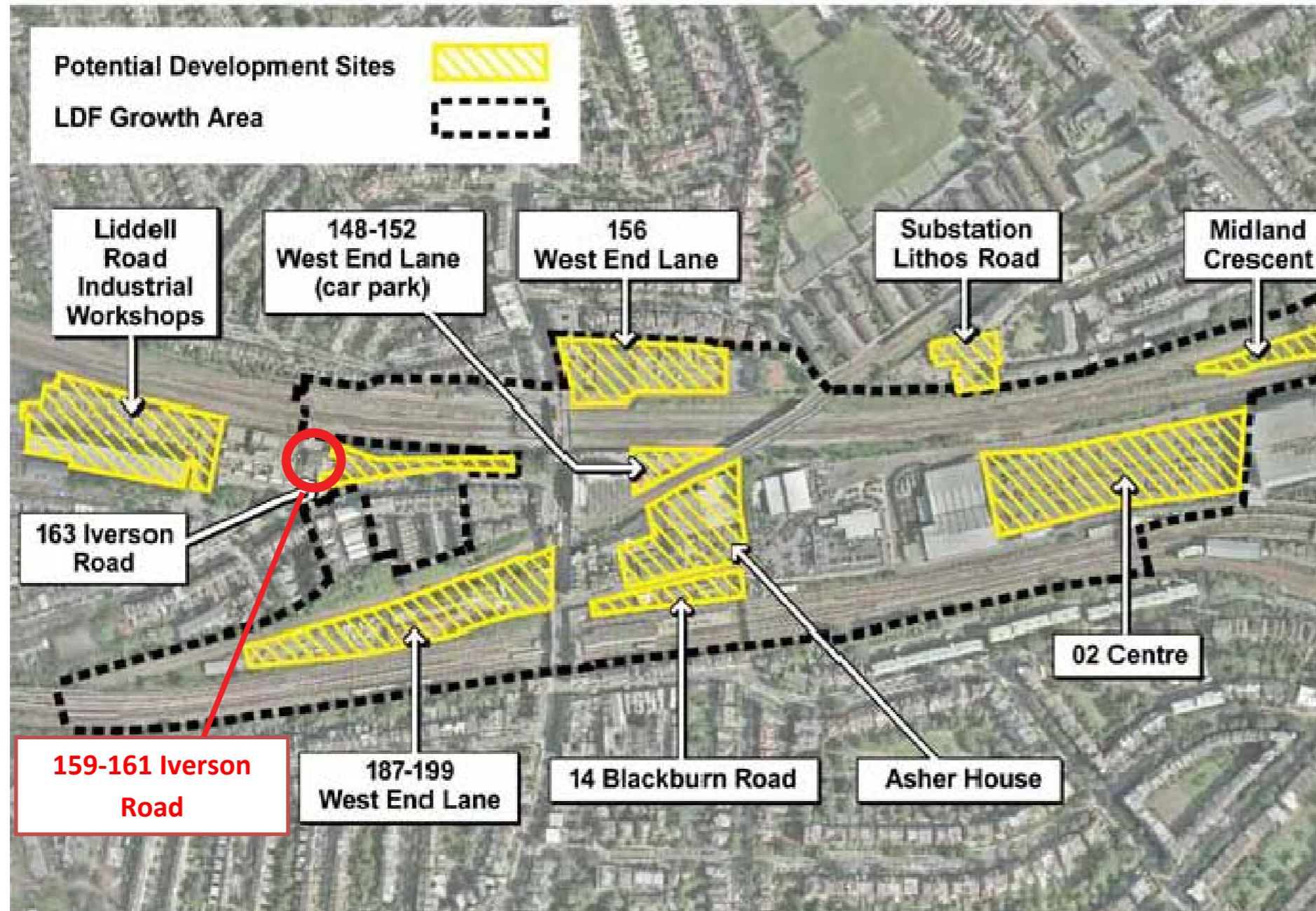
1.3 Transport links

The site is located within easy reach to West Hampstead Thameslink, Overground and Underground Stations (Jubilee Line), making it a highly accessible location with a PTAL level of 6.

1.4 Local Amenities

Both West Hampstead and Kilburn offer a high concentration of bars and restaurants and the area is well served by a wide variety of retail, food and & beverage outlets along West End Lane which is 200m to the east.

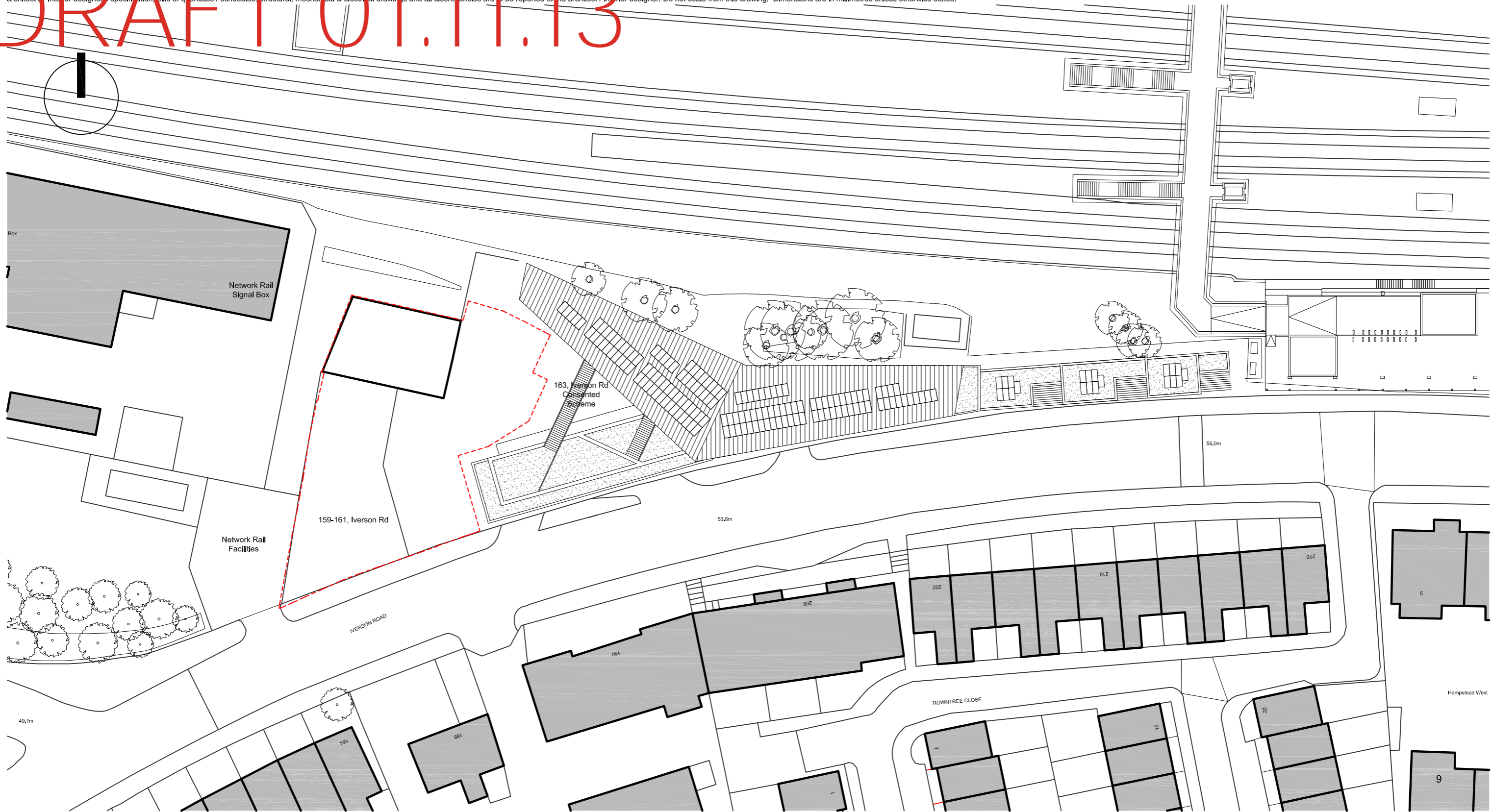
existing site
aerial photo



west hamsptead
place plan
development map

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Existing Location Plan
Scale 1:500

Site Boundary ---
1 m. Scaffolding Boundary Offset ---

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project
159-161 Iverson Road

client
McGregor Homes Ltd.

drawing title
Existing Location Plan

drawing status
FEASIBILITY

scale	date	drawn by	checked by
1:500 @ A3 NTS @ A4	07.02.13	JB	HL
job no.	drawing no.	revision	
0974	A 025 001	-	

architecture

rev amendments date by

1.6 Existing Site Photos



01 View along Iverson Road looking East



02 Panorama with site, looking North



03 Site looking West



04 Long view looking East, towards West End Lane



05 Looking West along Iverson Road beyond site



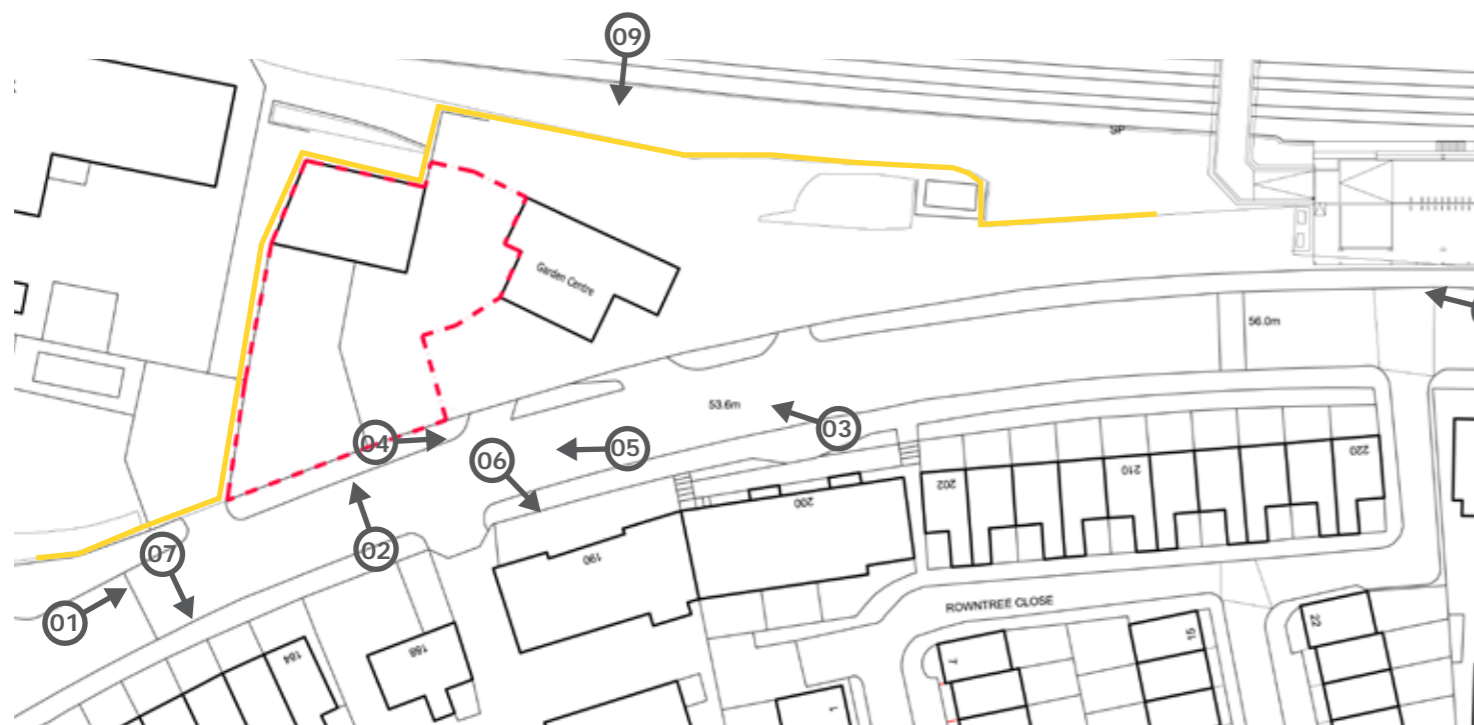
06 Raised 3 storey apartments above car park (equivalent of 4 storey) opposite the site



07 4 Storey Victorian terraces further along Iverson Road



08 New West Hampstead Thameslink Station



09 View of rear of site, looking from across the Thameslink platform



existing site photos

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02 proposed scheme



(main) View looking east along Iverson Road with consented scheme for 163 Iverson Rd. (ref2012/0099/P)



(main) (main) View looking east along Iverson Road as proposed

proposed view
looking east



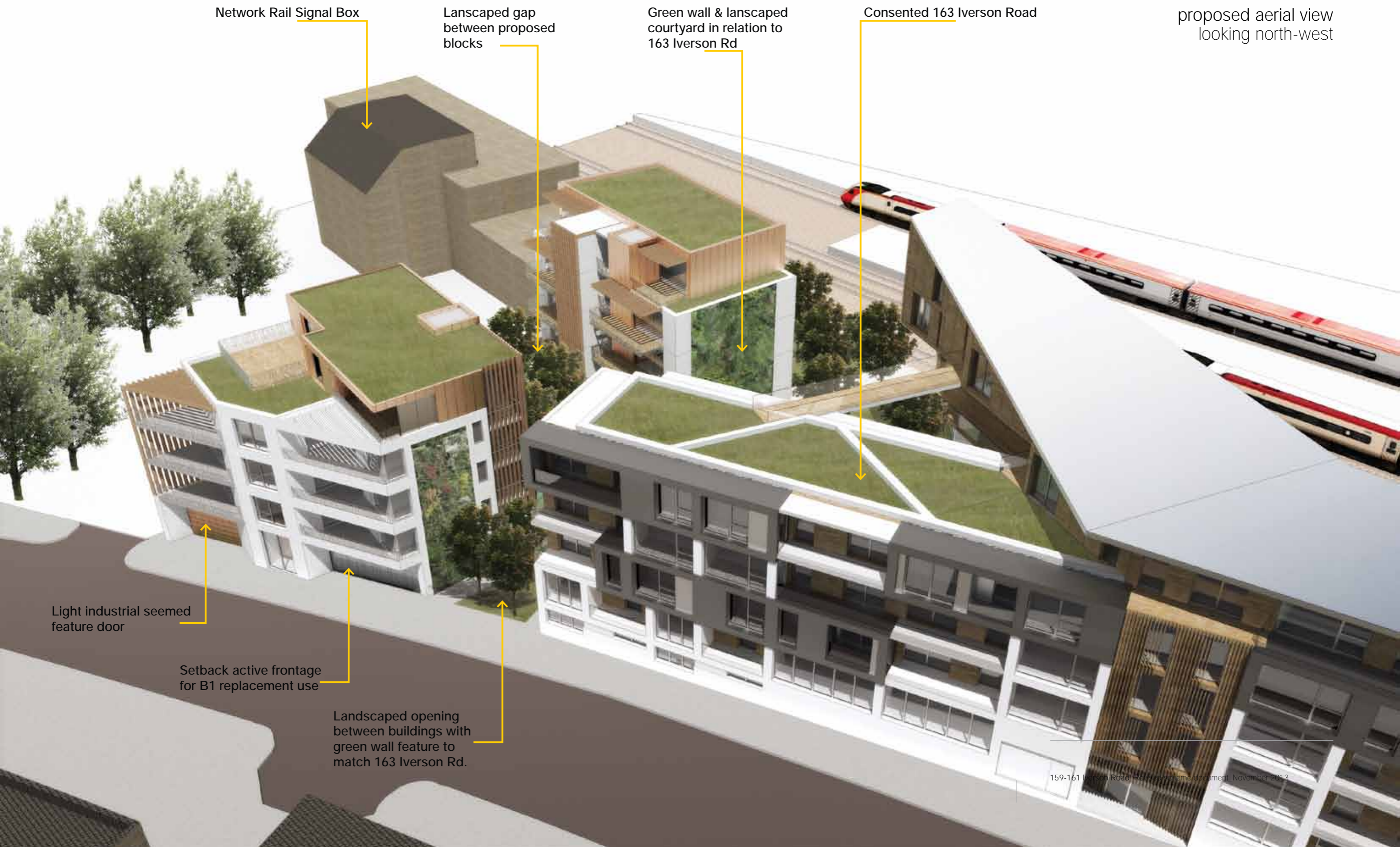
(main) View looking west along Iverson Road with consented scheme for 163 Iverson Rd. (ref2012/0099/P)



proposed view
looking west

(main) View looking west along Iverson Road as proposed

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Network Rail Signal Box

Lanscaped gap between proposed blocks

Green wall & lanscaped courtyard in relation to 163 Iverson Rd

Consented 163 Iverson Road

proposed aerial view looking north-west

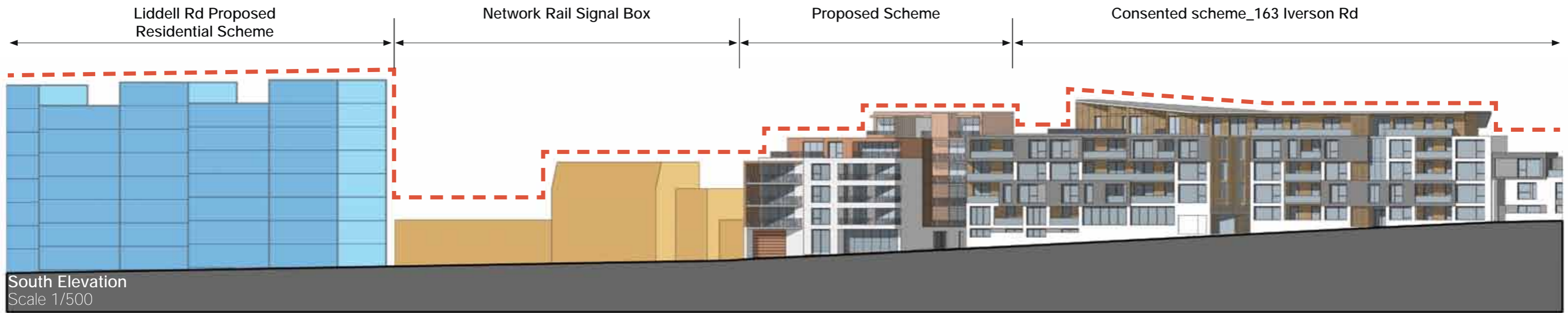
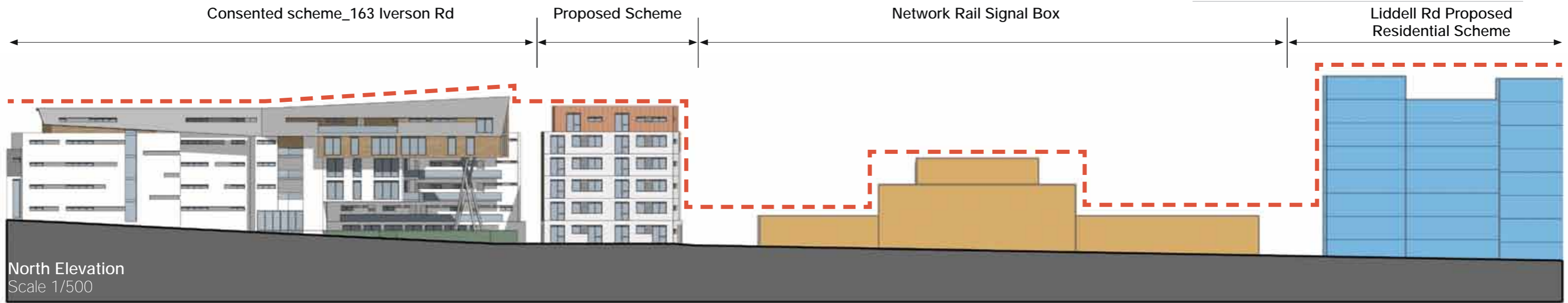
Light industrial seemed feature door

Setback active frontage for B1 replacement use

Lanscaped opening between buildings with green wall feature to match 163 Iverson Rd.

view looking south
from railway lines





This is a sketch of our vision, to show a suggested layout of the site. The proposal will be developed and may change following our design consultation with you in summer 2014.

New school buildings and playground

Business units
There are 33 business units on the site. If the redevelopment goes ahead, the existing businesses will need to move. A specialist business service has been commissioned to help them find suitable alternative premises. Camden would like to keep the development as 'mixed use' to provide a healthy balance of community, residential and business uses.

Housing
The redevelopment of Liddell Road will create more than 100 new homes. The sale of these properties will provide the investment to fund the building of the new school, and the improvements to the local environment and open spaces.

Improved access to Maygrove Peace Park and Sidings Community Centre
The redevelopment offers opportunities to create improved pedestrian access to the peace park and the community centre.

(left)
Massing proposed for Liddell Road regeneration masterplan
Extract from the Public Consultation brochure.
Source: camden.gov.uk/kingsgate

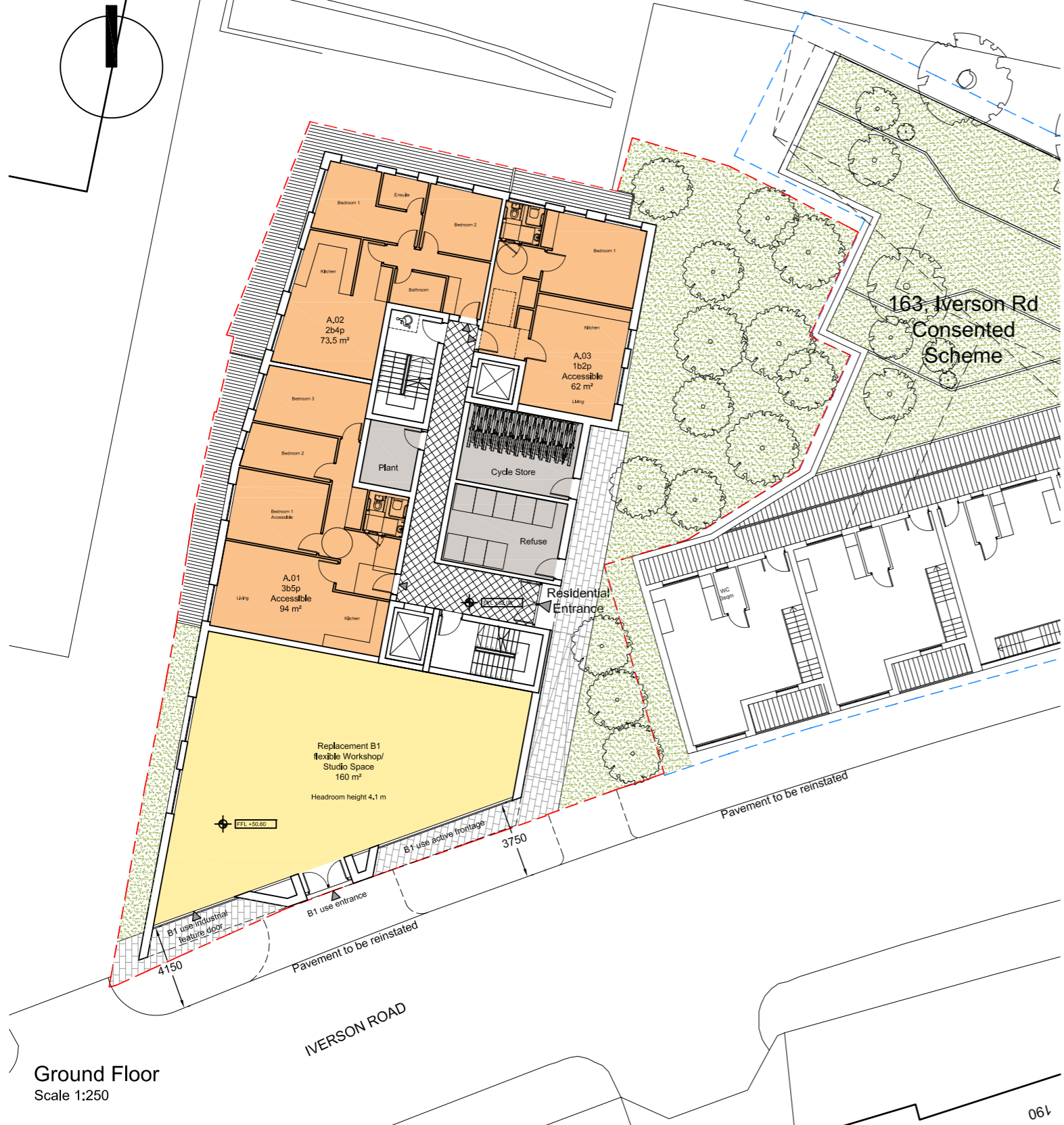
elevation in context

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03 proposed plans & elevations

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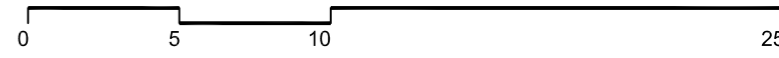


Ground Floor
Scale 1:250

First to Third Floors
Scale 1:250



- B1 Replacement
- Affordable Units
- Site Boundary
- 163 Iverson Rd. consented scheme boundary



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D3	Presubmission revision	01.11.13	JB
D2	Affordable provision & layout	22.10.13	JB
D1	Design team meeting evolution	11.10.13	JB
rev	amendments	date	by

project
159-161 Iverson Road

drawing title
Ground, First, Second & Third Floors

scale
1:250 @ A3
NTS @ A4

date
03.10.13

drawn by
JB

checked by
HL

client
McGregor Homes

drawing status
Planning

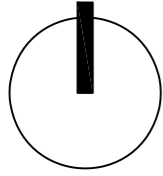
job no.
0974

drawing no.
A 100 001 C1A

revision
D3

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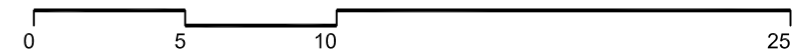


Fourth Floor
Scale 1:250



Fifth Floor
Scale 1:250

Site Boundary - - - - -



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D3 Presubmission revision
D2 Affordable provision & layout
D1 Design team meeting evolution
rev amendments

01.11.13 JB
22.10.13 JB
11.10.13 JB
date by

project
159-161 Iverson Road

client
McGregor Homes

drawing title
Fourth & Fifth Floors
Option C1-A

drawing status
Pre-Planning

scale
1:250 @ A3
NTS @ A4

job no.
0974

date
03.10.13

drawing no.
A 100 002 C1A

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JB

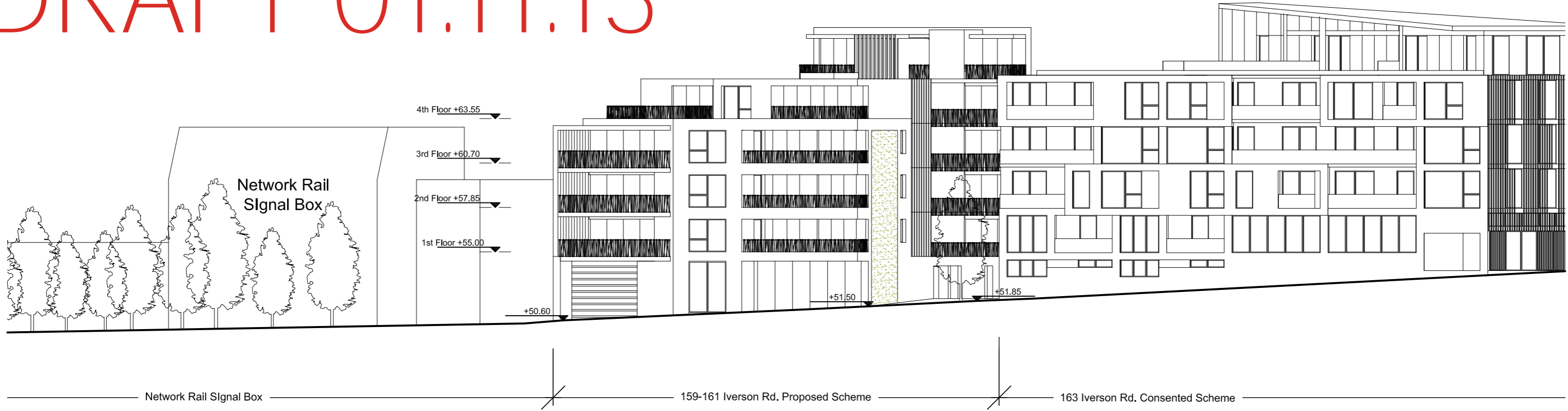
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revision
D3

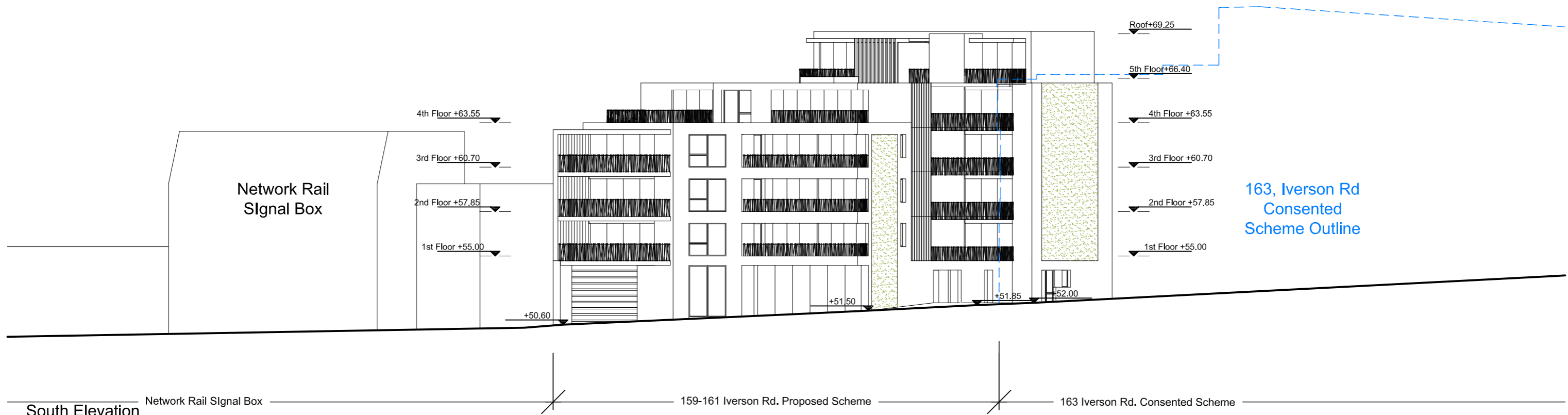
architecture

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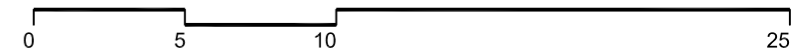
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South Elevation with consented scheme at 163 Iverson Rd.



South Elevation
Scale 1:250



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drawing title
South Elevation

scale
1:250 @ A3
NTS @ A4

date
31.10.13

drawn by
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client
McGregor Homes

drawing status
Planning

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drawing no.
A 110 001

revision

architecture

rev amendments

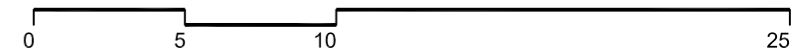
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North Elevation
Scale 1:250



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project
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drawing title
North elevation

scale
1:250 @ A3
NTS @ A4

date
01.11.13

drawn by
JB

checked by
HL

client
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drawing status
Planning

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A 110 002

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Option C1-A, Revision D2_Schedule of Accommodation
22.10.13

Project Name	159-161 Iverson Road
Project Number	0.974
Client	McGregor Homes
Project Architect	
Associate / Director	HL

PRIVATE	Flat No.	Flat Type	Flat GIA	Hab Rooms	Bike Store	Refuse
Ground Floor					21	21
Level +1	1.01	3 bed 5 people	95	4		
	1.02	2 bed 4 people	70	3		
	1.04	2 bed 4 people	73.5	3		
Level +2	2.01	3 bed 5 people	95	4		
	2.02	2 bed 4 people	70	3		
	2.03	2 bed 3 people	62.5	3		
	2.04	2 bed 4 people	73.5	3		
Level +3	3.01	3 bed 5 people	95	4		
	3.02	2 bed 4 people	70	3		
	3.03	2 bed 3 people	62.5	3		
	3.04	2 bed 4 people	73.5	3		
Level +4	4.01	3 bed 5 people	106	4		
	4.02	2 bed 3 people	62.5	3		
	4.03	2 bed 4 people	73.5	3		
Level +5	5.01	3 bed 5 people	106	4		
Total Units			Total m2	Total HR	Total m2	Total m2
			1188.5	50	21	21
			Total ft2		Total ft2	Total ft2
			12793		226	226

PRIVATE UNIT MIX	
	5 3b5p
	7 2b4p
	3 2b3p

AFFORDABLE	Flat No.	Flat Type	Flat NIA	Hab Rooms
Ground Floor	AG.01	3 bed 5 people_Acc.	94	4
	AG.02	2 bed 4 people	73.5	4
	AG.03	1 bed 2 people_Acc.	62	2
Level +1	1.03	2 bed 3 people	62.5	3
Total Units			Total m2	Total HR
			292	13
			Total ft2	
			3143	

AFFORDABLE UNIT MIX	
	1 3b5p Accessible
	1 2b4p
	1 2b3p
	1 1b2p Accessible

04 area schedule

