

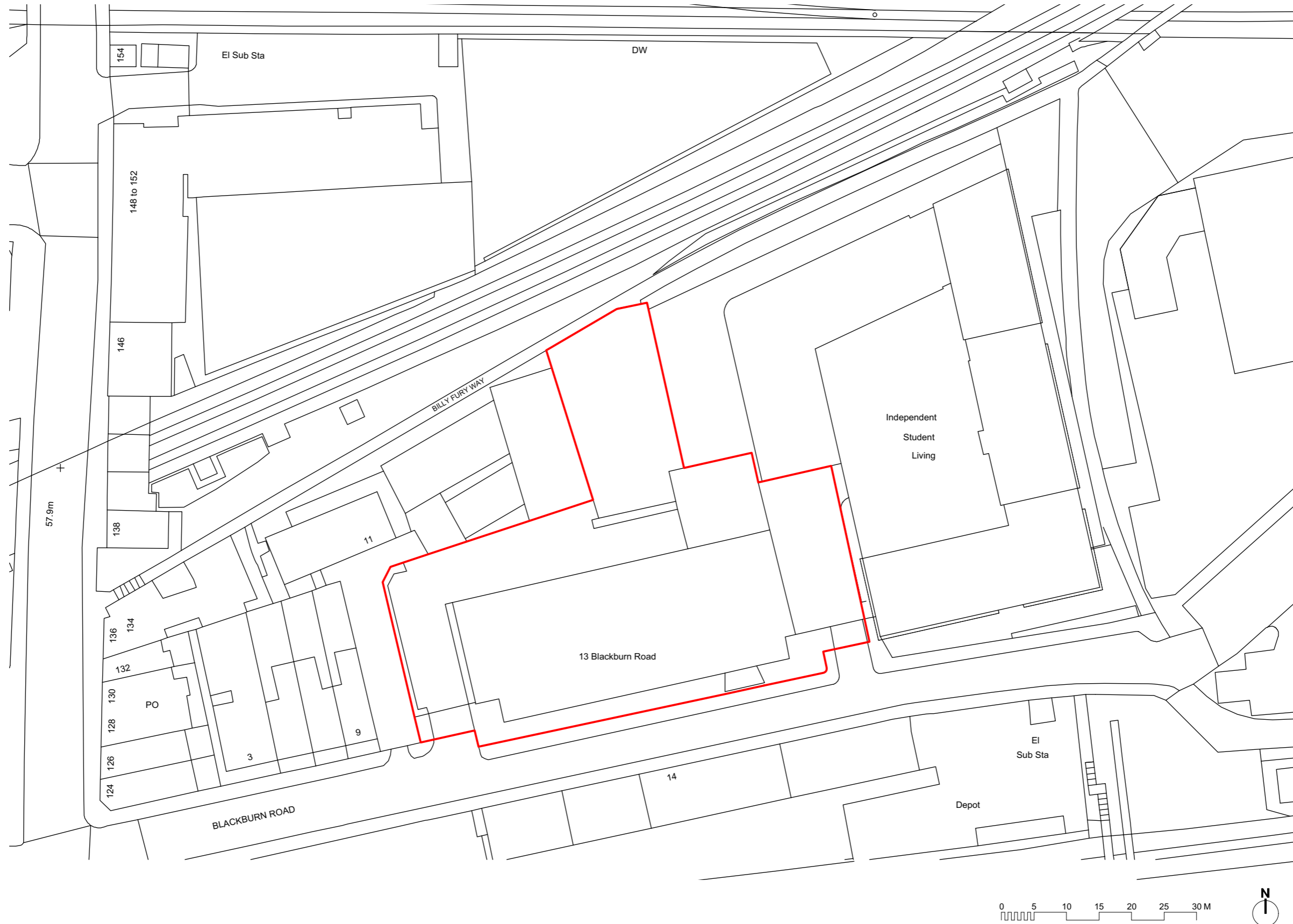
# 13 BLACKBURN ROAD

# DEVELOPMENT MANAGEMENT FORUM

18 . 11 . 19

# 1.0 LOCATION & CONTEXT

# 1.0 LOCATION PLAN



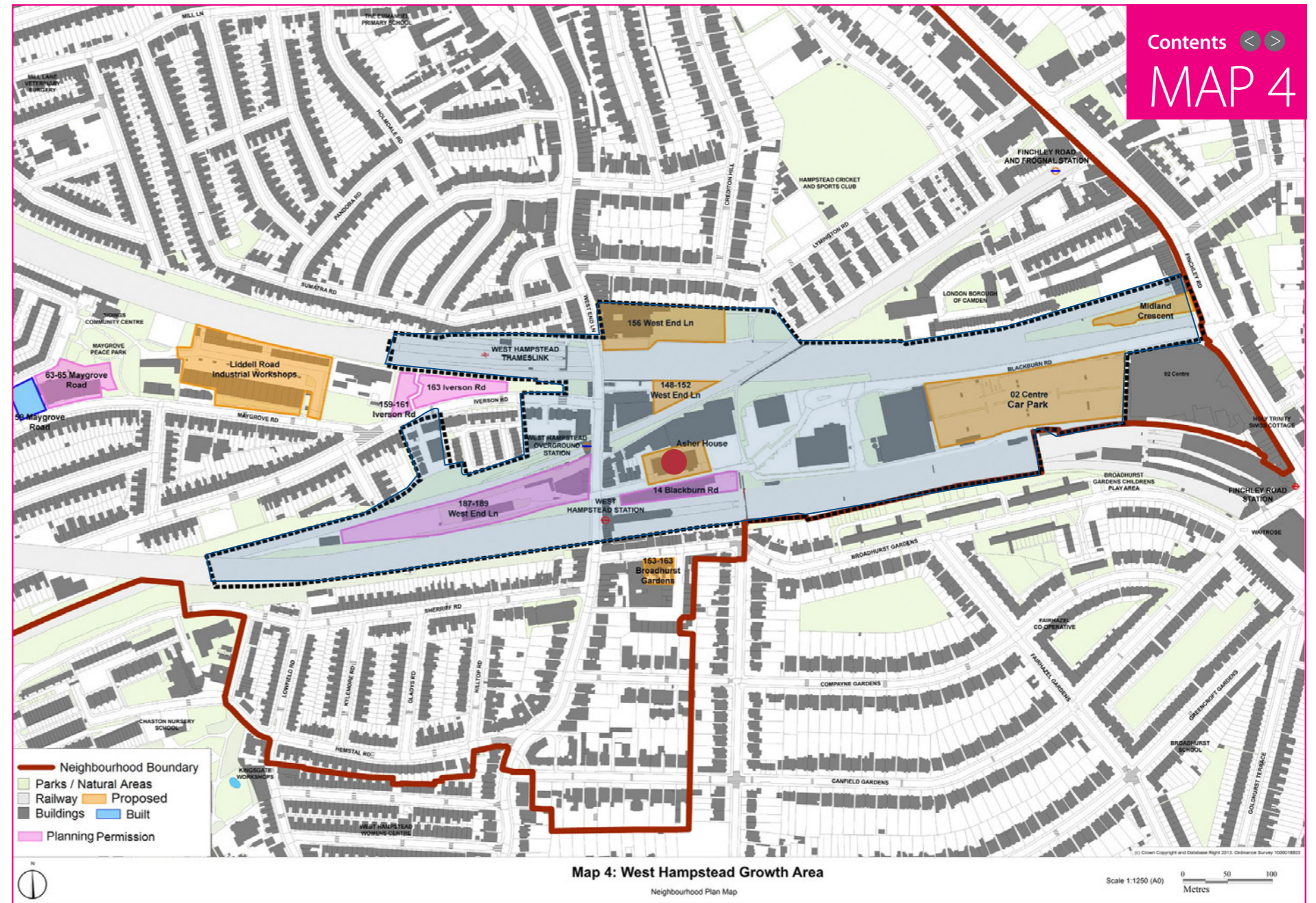
# 1.0 AREA FOR INTENSIFICATION

+ Site located within an Area for Intensification, as designated in the London Plan (see 45 below), and within West Hampstead Growth Area (see map to right).



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- |  |   |   |
|--|---|---|
| <b>Opportunity Areas</b><br>1 Bexley Riverside<br>2 Bromley<br>3 Canada Water<br>4 Charlton Riverside<br>5 City Fringe/Tech City<br>6 Colindale/Burnt Oak<br>7 Cricklewood/Brent Cross<br>8 Croydon<br>9 Deptford Creek/Greenwich Riverside<br>10 Earls Court & West Kensington<br>11 Elephant & Castle<br>12 Euston<br>13 Greenwich Peninsula<br>14 Harrow & Wealdstone<br>15 Heathrow<br>16 Ilford<br>17 Isle of Dogs<br>18 Kensal Canalside<br>19 King's Cross - St Pancras | 20 Lewisham, Catford & New Cross<br>21 London Bridge, Borough & Bankside<br>22 London Riverside<br>23 Lower Lee Valley (including Stratford)<br>24 Old Kent Road<br>25 Paddington<br>26 Park Royal<br>27 Old Oak Common<br>28 Royal Docks and Beckton Waterfront<br>29 Southall<br>30 Thamesmead & Abbey Wood<br>31 Tottenham Court Road<br>32 Upper Lee Valley<br>33 Vauxhall, Nine Elms & Battersea<br>34 Victoria<br>35 Waterloo<br>36 Wembley<br>37 White City<br>38 Woolwich | <b>Areas for Intensification</b><br>39 Farringdon/Smithfield<br>40 Haringey Heartlands/Wood Green<br>41 Holborn<br>42 Kidbrooke<br>43 Mill Hill East<br>44 South Wimbledon/Colliers Wood<br>45 West Hampstead Interchange |
|--|---|---|





Above: Map taken from Fortune Green & West Hampstead Neighbourhood Plan August 2014

# 1.0 AERIAL VIEW



View from South

- ① West Hampstead Thameslink
- ② West Hampstead (Overground)
- ③ West Hampstead (Jubilee Line)

-  West End Green Conservation Area
-  South Hampstead Conservation Area

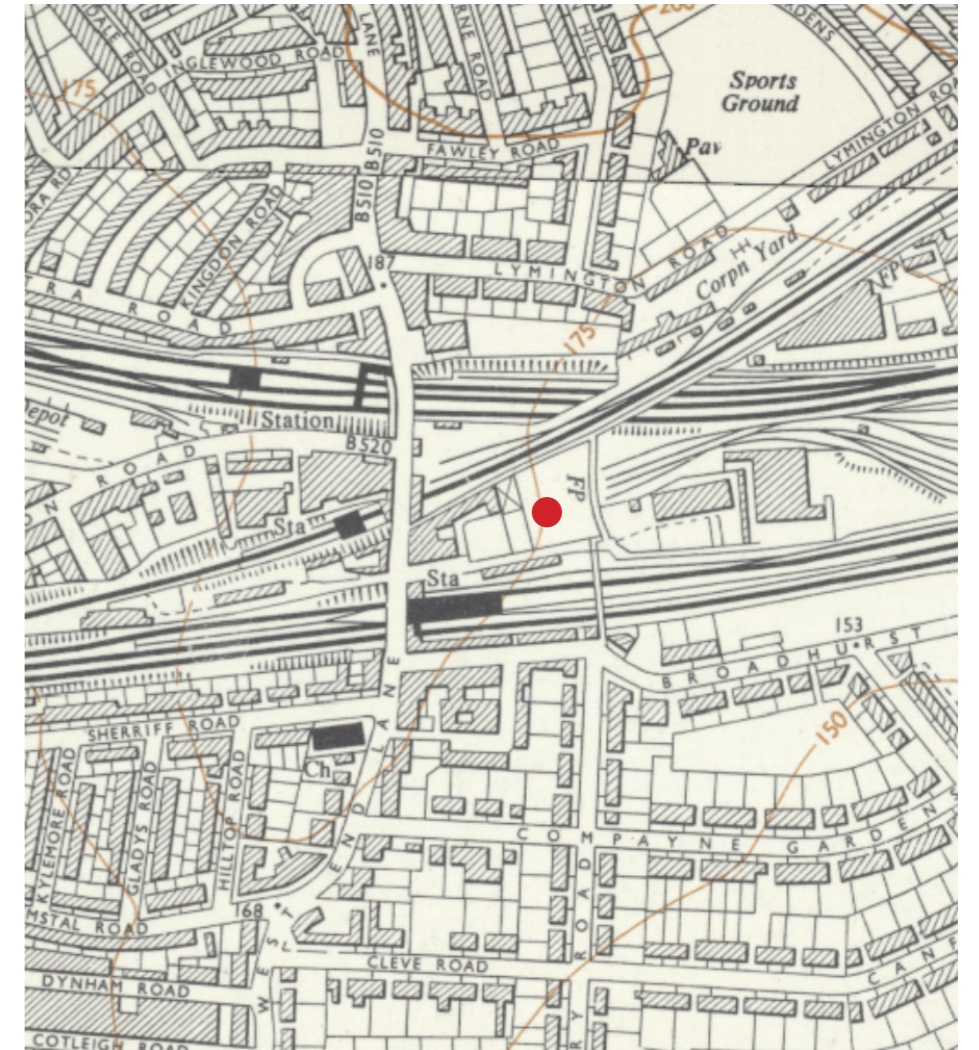
# 1.0 HISTORIC MAPS



1894



1920



1949-1968

# 1.0

## WEST HAMPSTEAD CHARACTERISTICS



Brick Housing

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



Industrial Belt

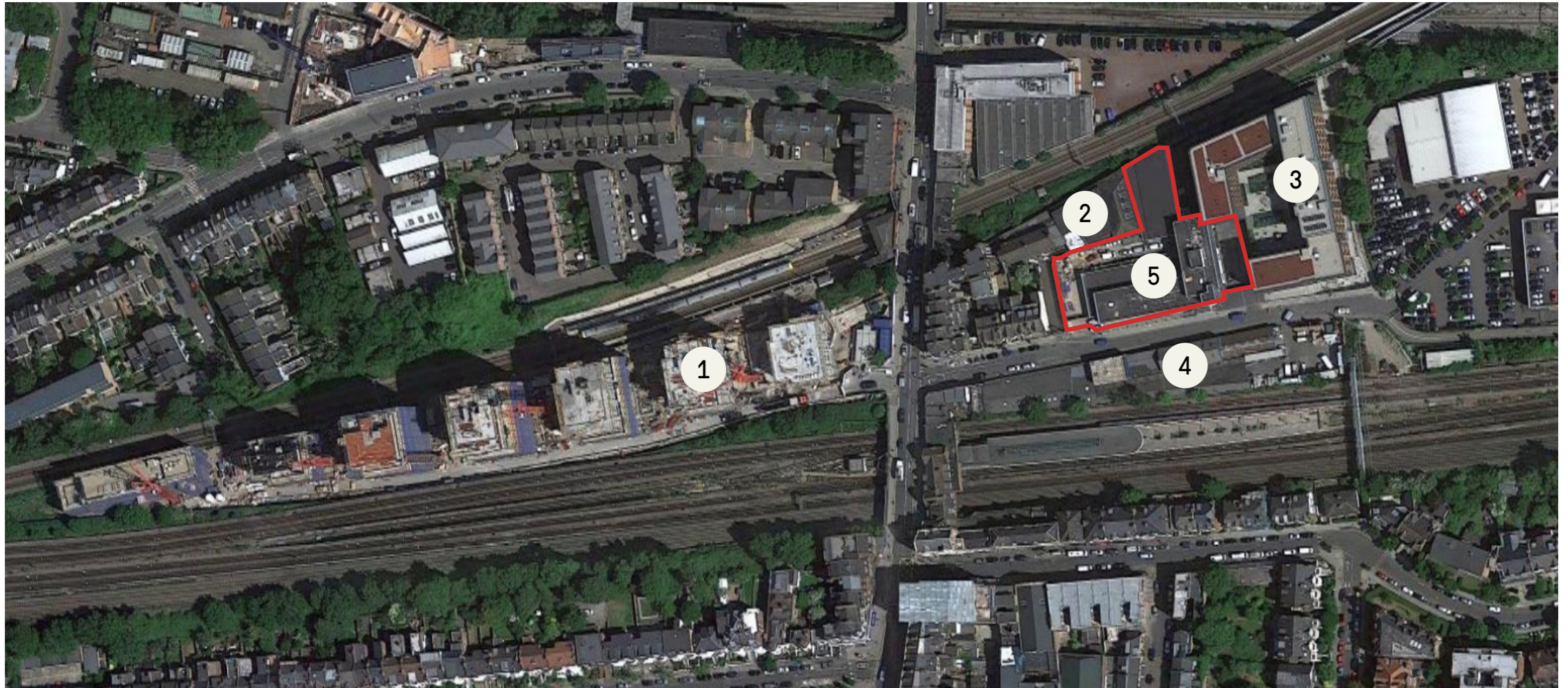
- + Industrial belt running east/west, between railway infrastructure, with an urban character and larger buildings



Public Transport

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

1.0  
LOCATION & CONTEXT  
RECENT & PLANNED DEVELOPMENTS



1 West Hampstead Square

3 Nido West Hampstead

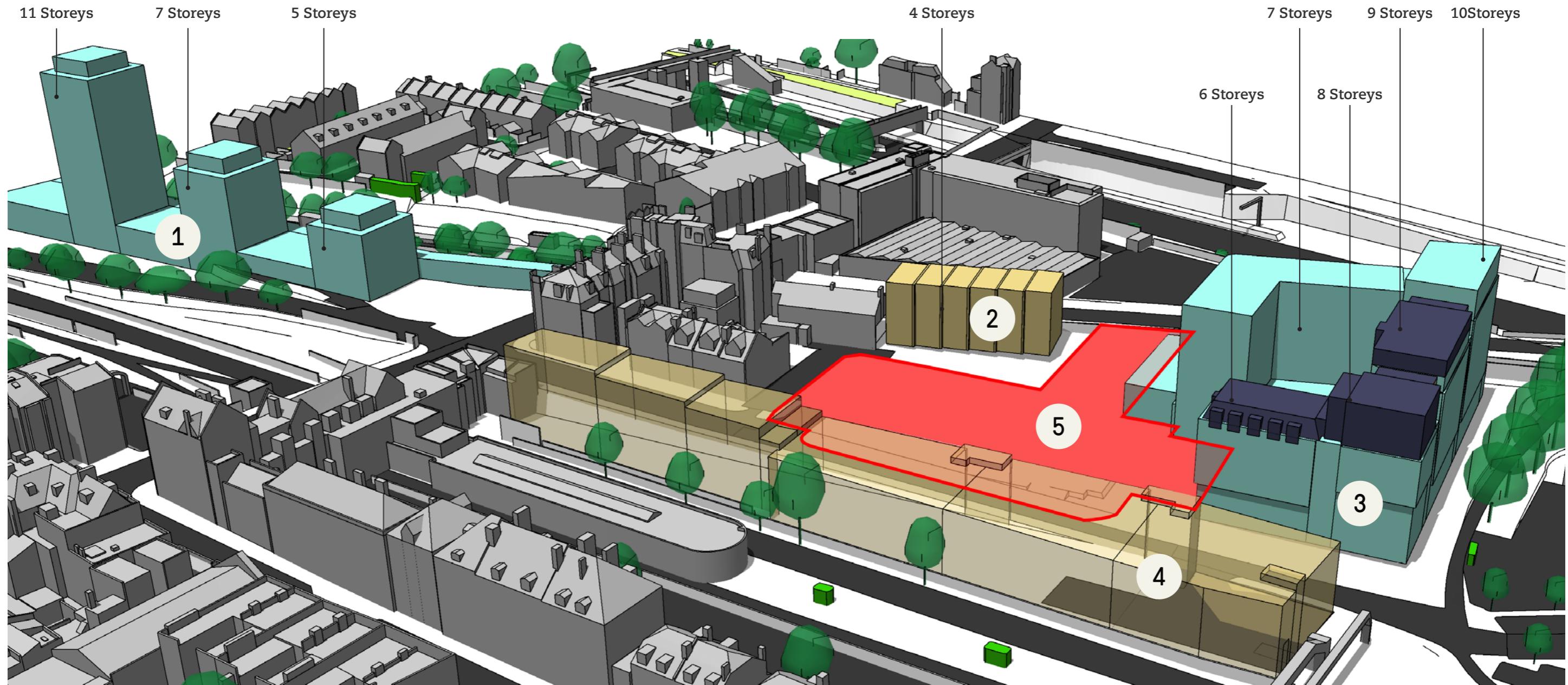
5 13 Blackburn Road

2 11 Blackburn Road

4 Builder Depot



# 1.0 LOCATION & CONTEXT RECENT & PLANNED DEVELOPMENTS



- |  |   |  |   |
|--|---|--|---|
| <p><b>1</b> <b>West Hampstead Square</b></p> <ul style="list-style-type: none"> <li>+ Completed</li> <li>+ 7 residential buildings</li> <li>+ 5-11 storeys</li> </ul>                              | <p><b>3</b> <b>Nido West Hampstead</b></p> <ul style="list-style-type: none"> <li>+ Completed</li> <li>+ 5-9 storeys</li> <li>+ Application for 2no. additional floors</li> </ul> | <p><b>5</b> <b>13 Blackburn Road</b></p> | <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: red; margin-right: 5px;"></span> Site</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #4682B4; margin-right: 5px;"></span> Completed</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #D2B48C; margin-right: 5px;"></span> Consented / pending unbuilt</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #191970; margin-right: 5px;"></span> Under Consideration (2017/7072/P)</li> </ul> |
| <p><b>2</b> <b>11 Blackburn Road</b></p> <ul style="list-style-type: none"> <li>+ Planning consent granted but not implemented</li> <li>+ 6no. townhouses</li> <li>+ Warehouse retained</li> </ul> | <p><b>4</b> <b>Builder Depot</b></p> <ul style="list-style-type: none"> <li>+ Existing builders' depot</li> <li>+ Implemented planning consent</li> </ul>                         |  |   |

# 1.0 EXISTING BUILDING

Existing building provides the following accommodation:

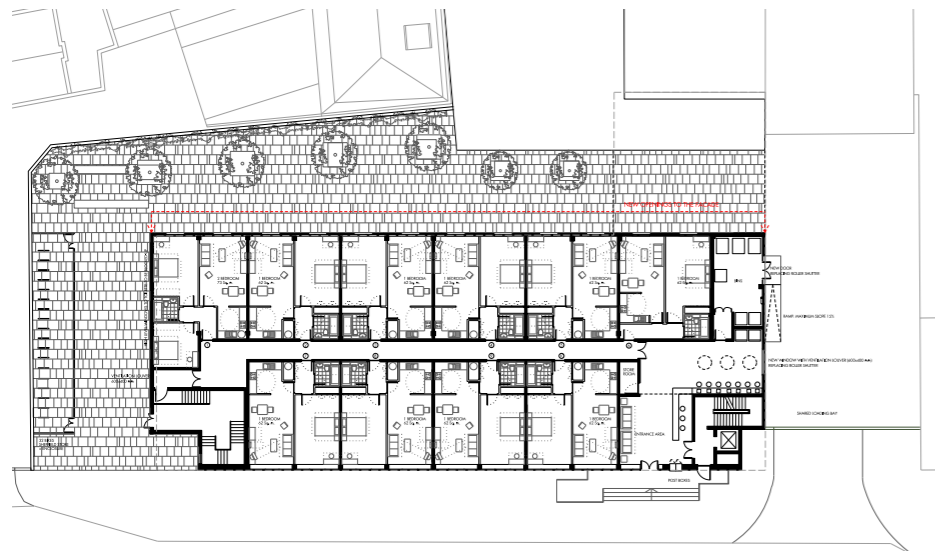
- + 15no Studios
- + 13no 1 bed
- + 1no 2 bed



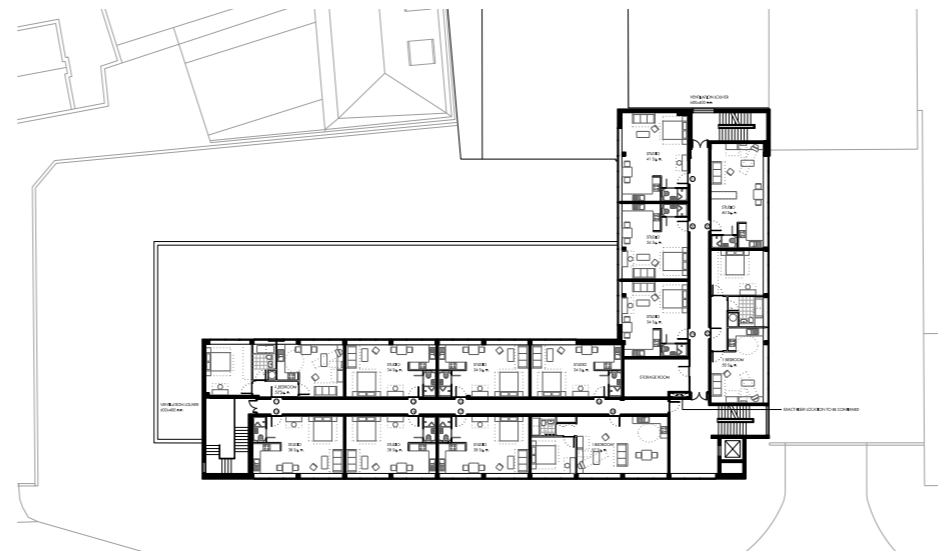
Existing building (looking east)



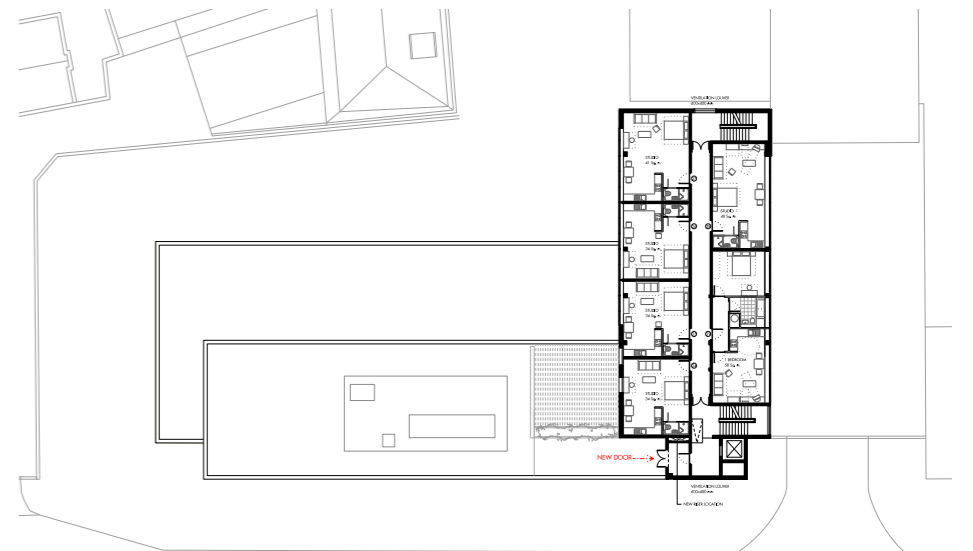
Existing building (looking west)



Existing Ground Floor Plan



Existing First Floor Plan

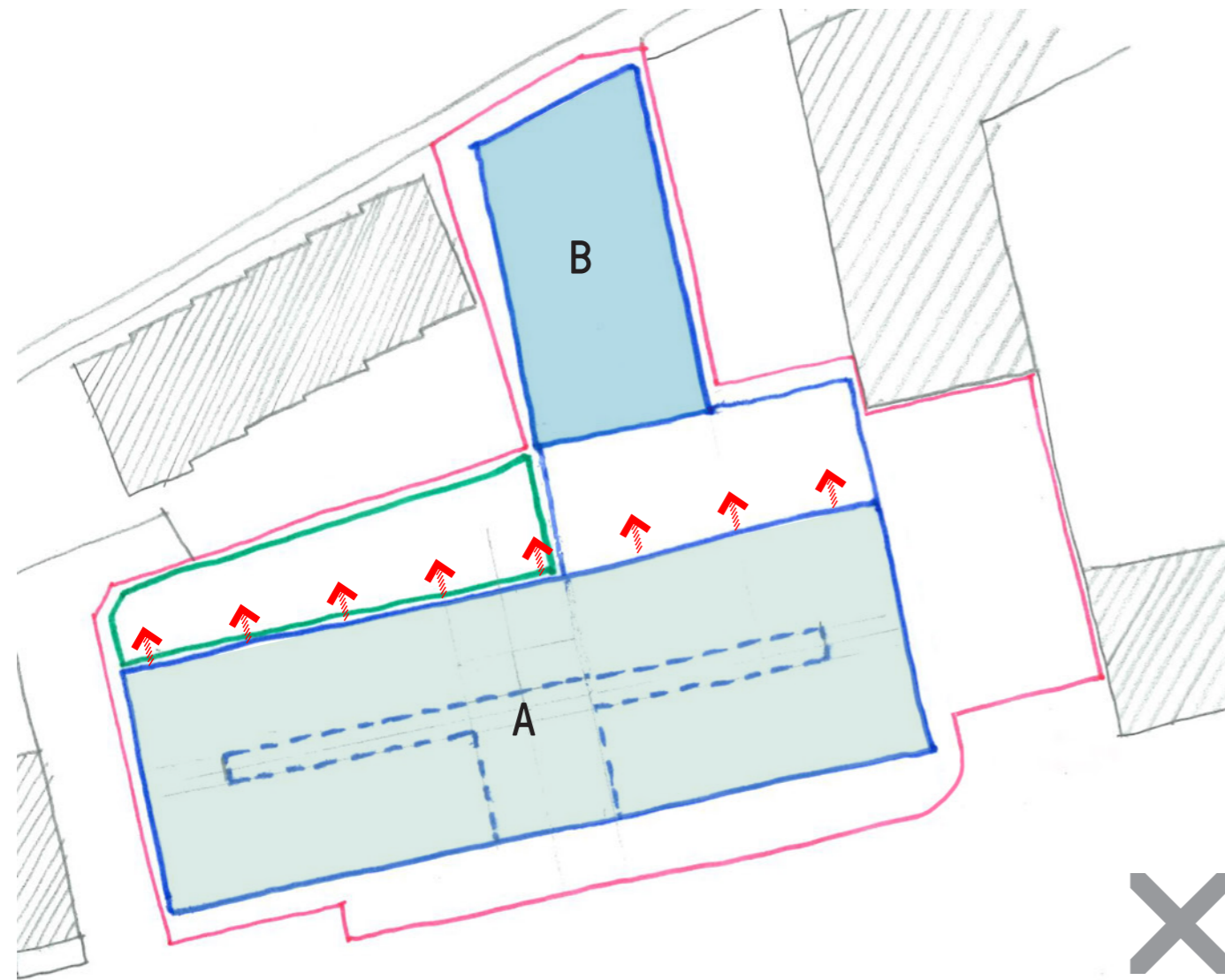


Existing Second Floor Plan

# 2.0 DESIGN PRINCIPLES

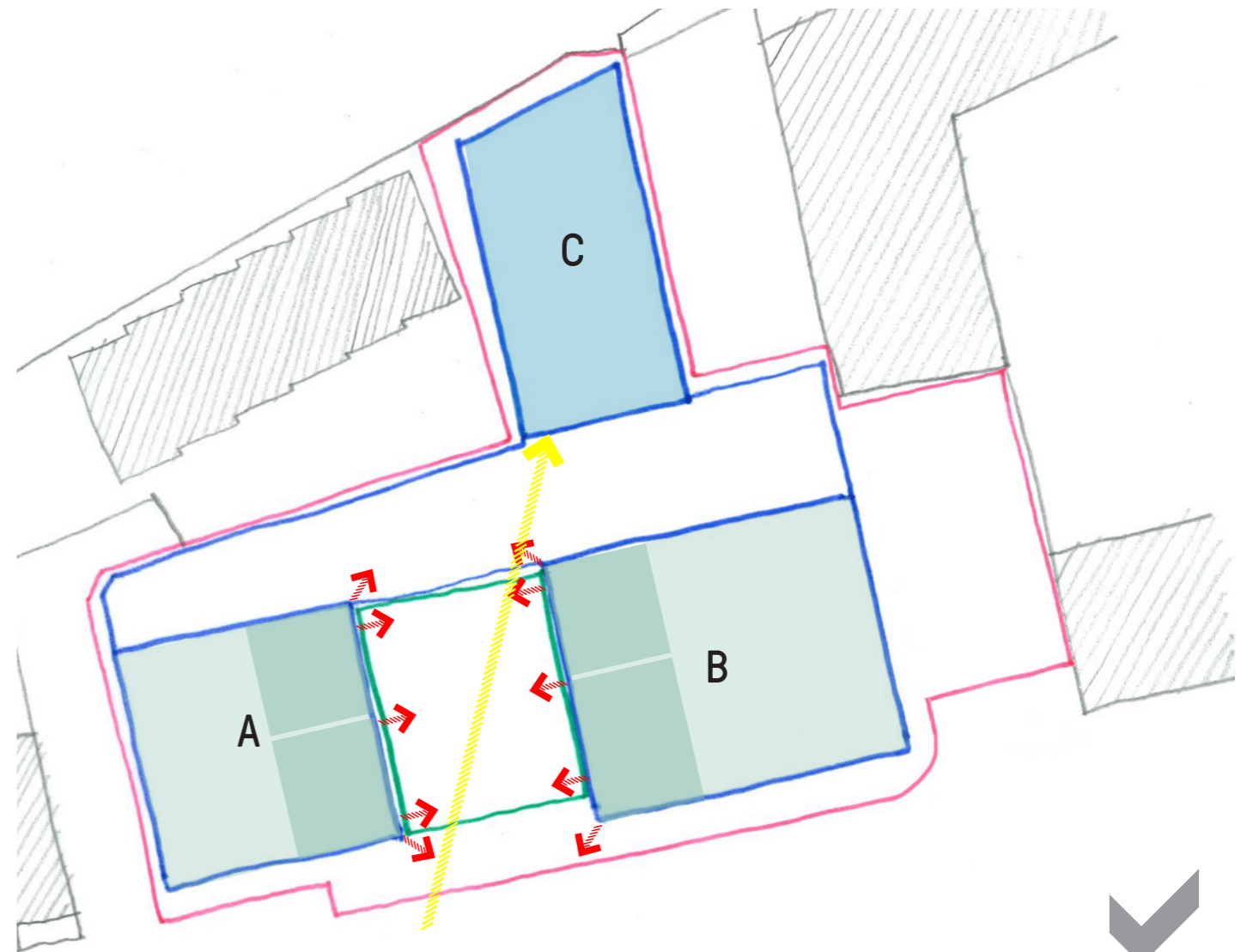
## 2.0 DESIGN PRINCIPLES

### Two Buildings



- + Most efficient residential block, but creates a large number of north facing single aspect apartments
- + difficulties to no.11
- + Poor visibility of commercial building
- + Long uniform frontage of limited visual interest

### Three Buildings

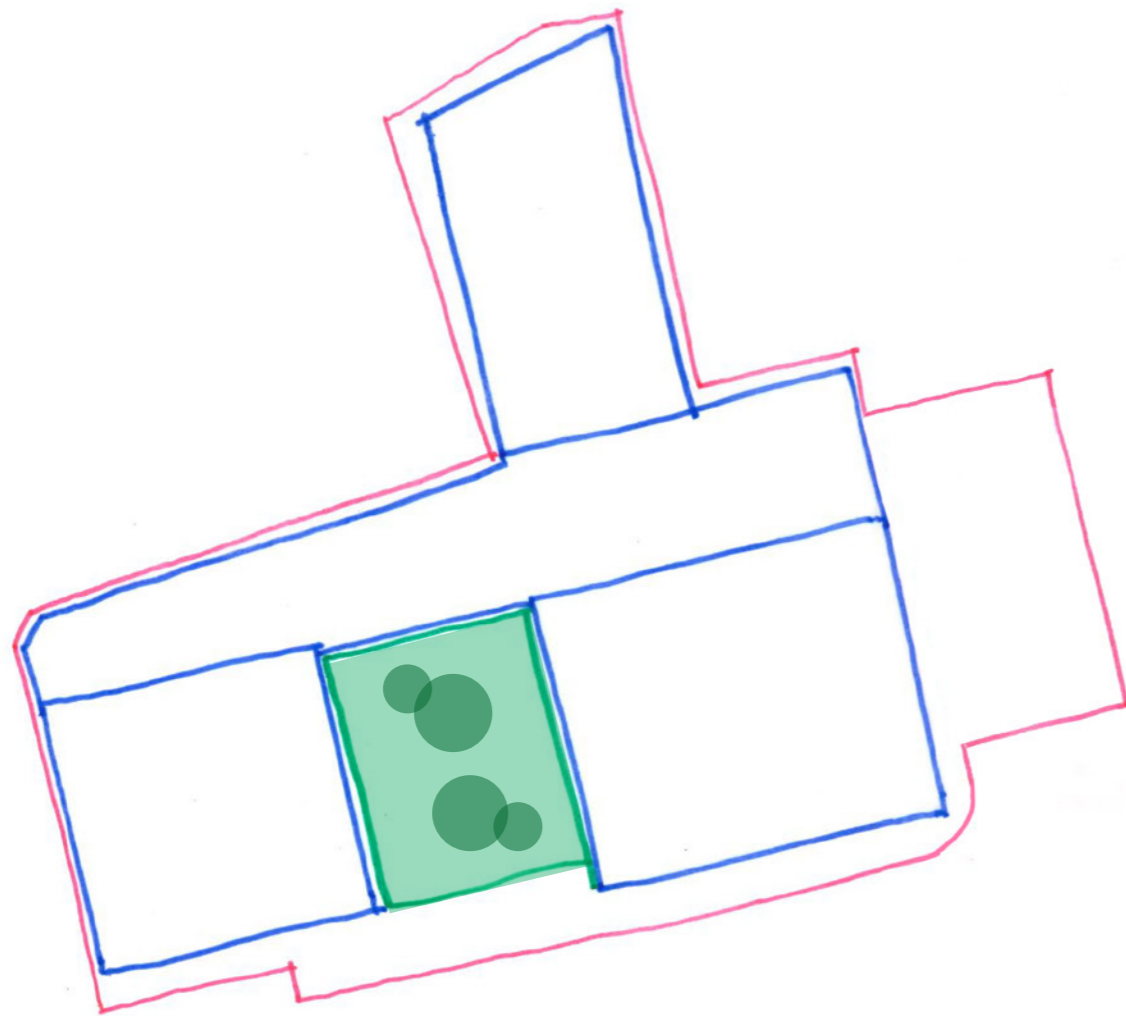


- + Opens up east & west aspects
- + Creates opportunities for dual aspect apartments
- + Gives visibility and presence of commercial building
- + Provides opportunity for varied frontage & modulated heights

KEY	
● Residential	Residential
● Commercial	Commercial
● Circulation	Circulation
● Ancillary/servicing	Ancillary/servicing
● Plant	Plant

## 2.0 DESIGN PRINCIPLES

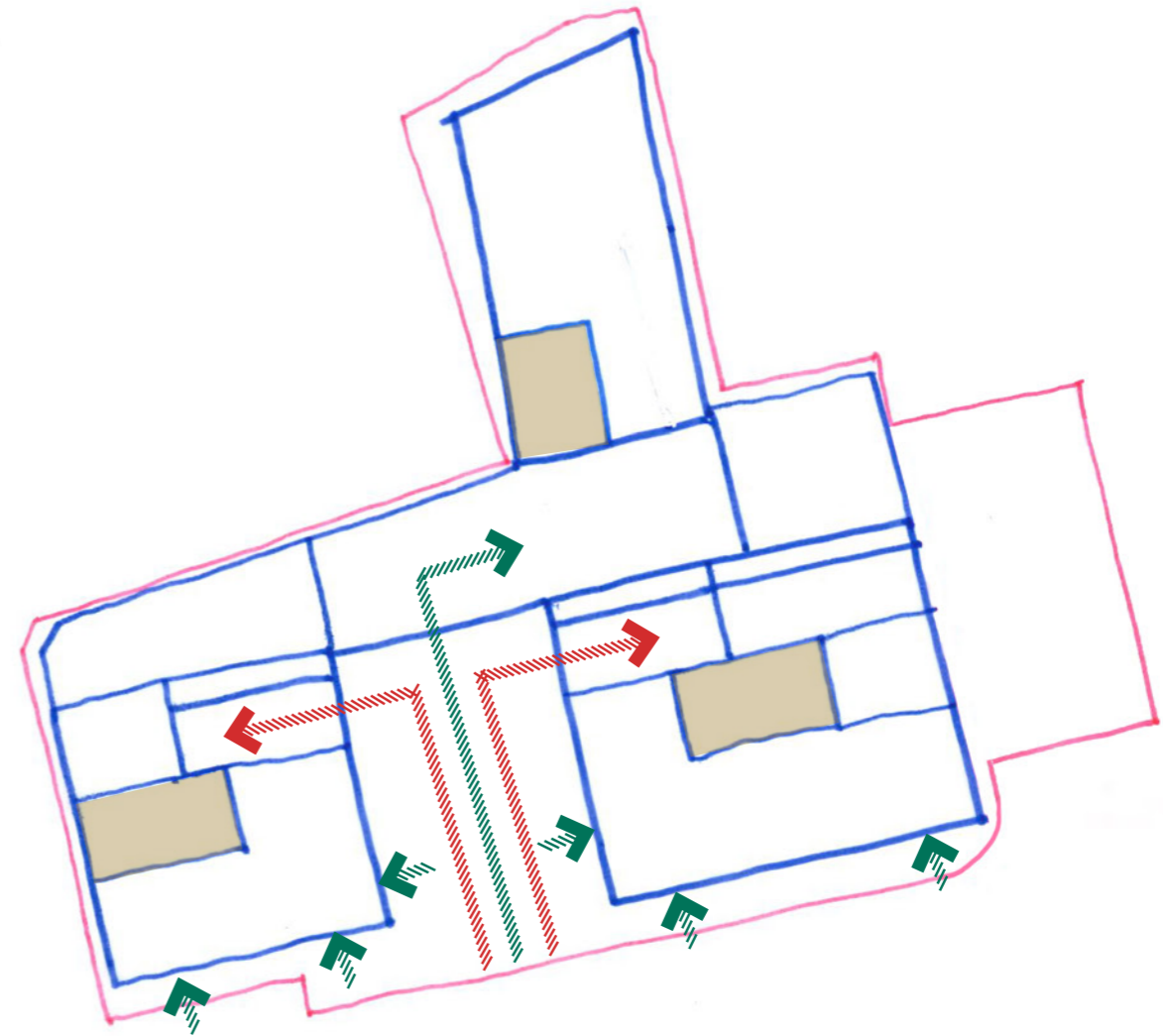
### Central Courtyard



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

### Access & Circulation

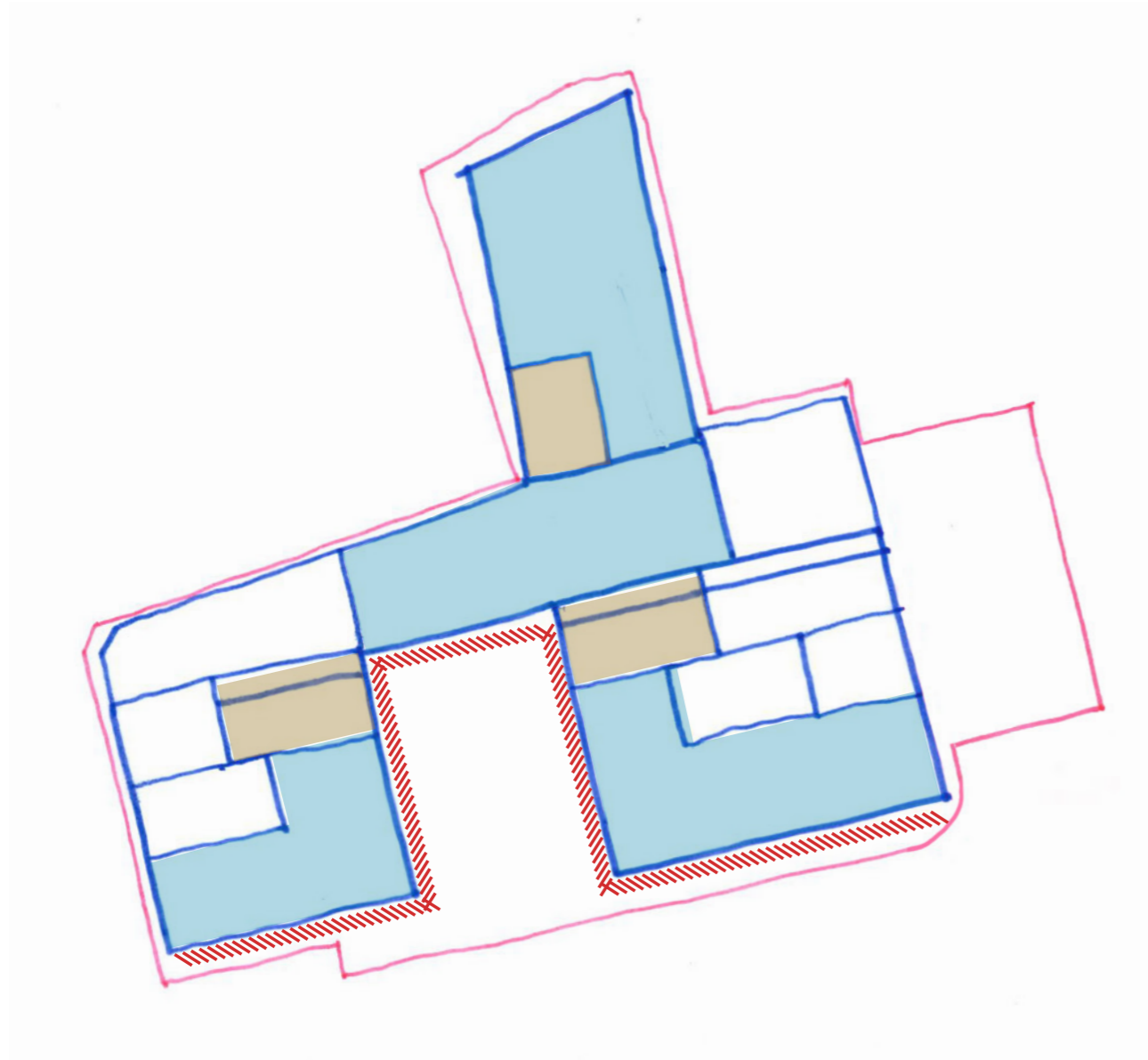
KEY	
● Residential	
● Commercial	
● Circulation	
● Ancillary/servicing	
● Plant	



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

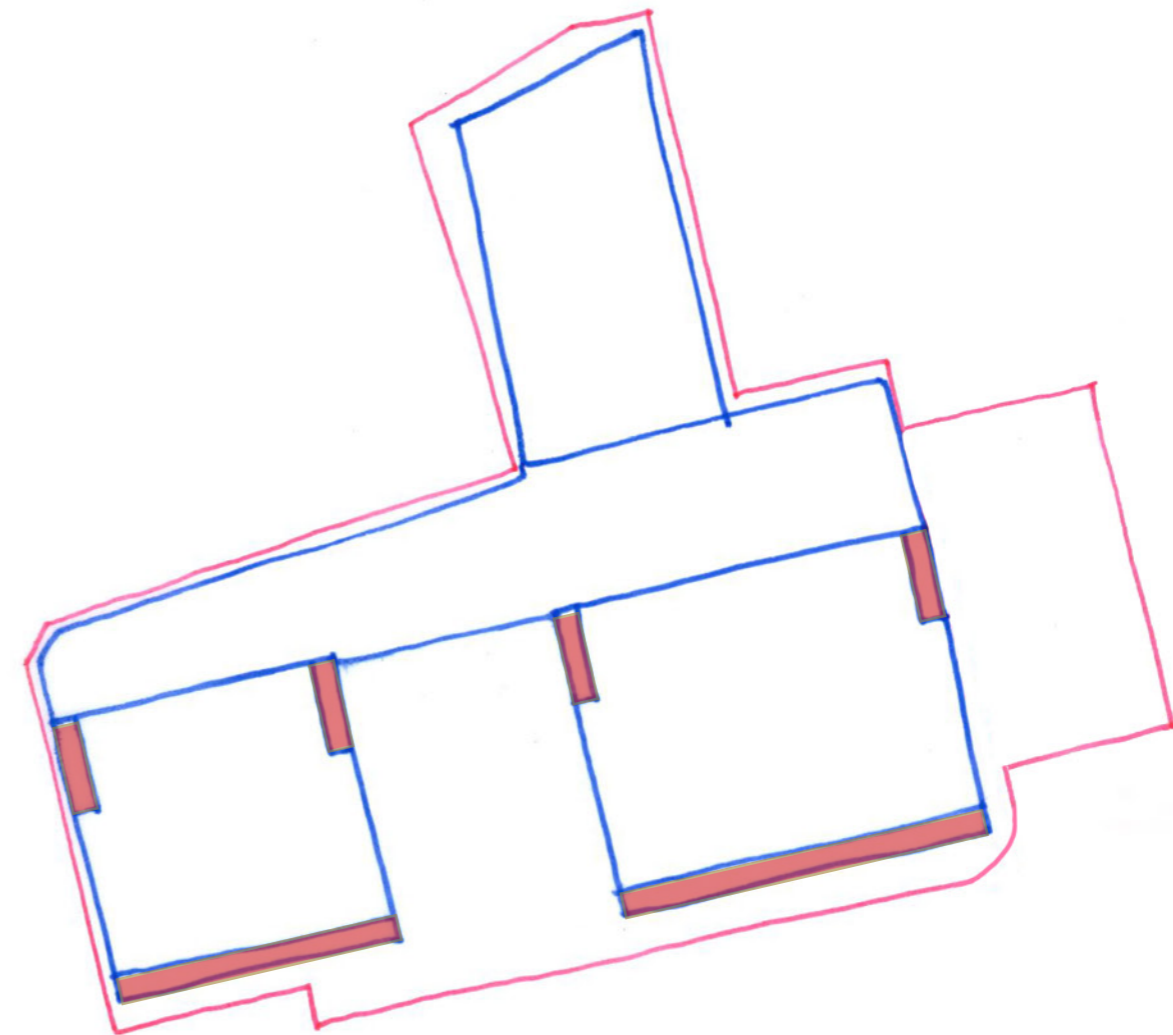
## 2.0 DESIGN PRINCIPLES

### Active Frontages



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

### Private Amenity



- + Balconies to south, east & west elevations
- + Continuous balconies to south elevation creates solar shading

KEY	
● Residential	Residential
● Commercial	Commercial
● Circulation	Circulation
● Ancillary/servicing	Ancillary/servicing
● Plant	Plant

## 2.0 DESIGN PRINCIPLES

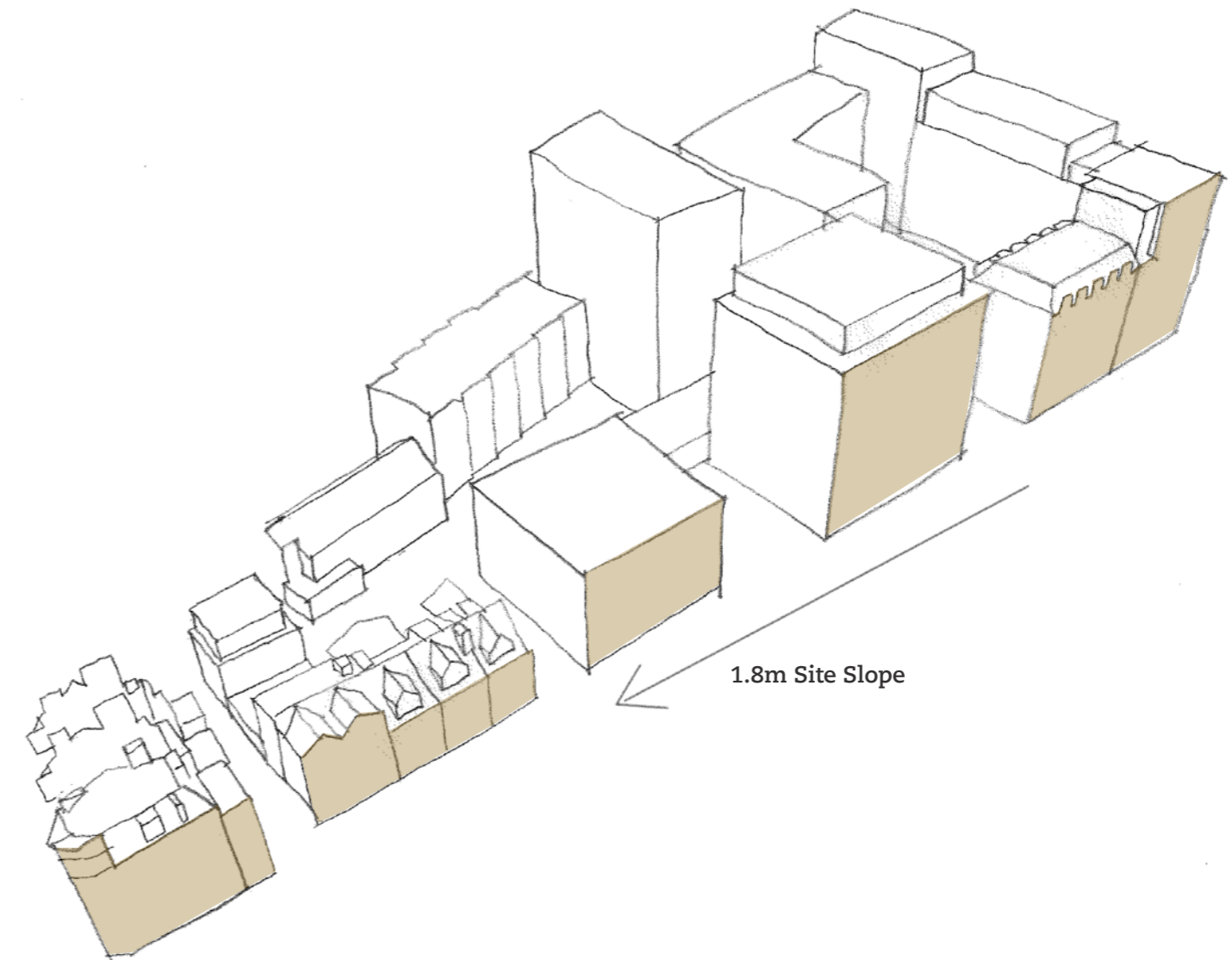
### Servicing



- + Servicing for residential and commercial from existing service yard to the east of the site, or along western boundary.

### Scale Progression

KEY	
● Residential	Residential
● Commercial	Commercial
● Circulation	Circulation
● Ancillary/servicing	Ancillary/servicing
● Plant	Plant



- + Buildings increase in scale and height moving east along Blackburn Road

# 3.0 PROPOSALS

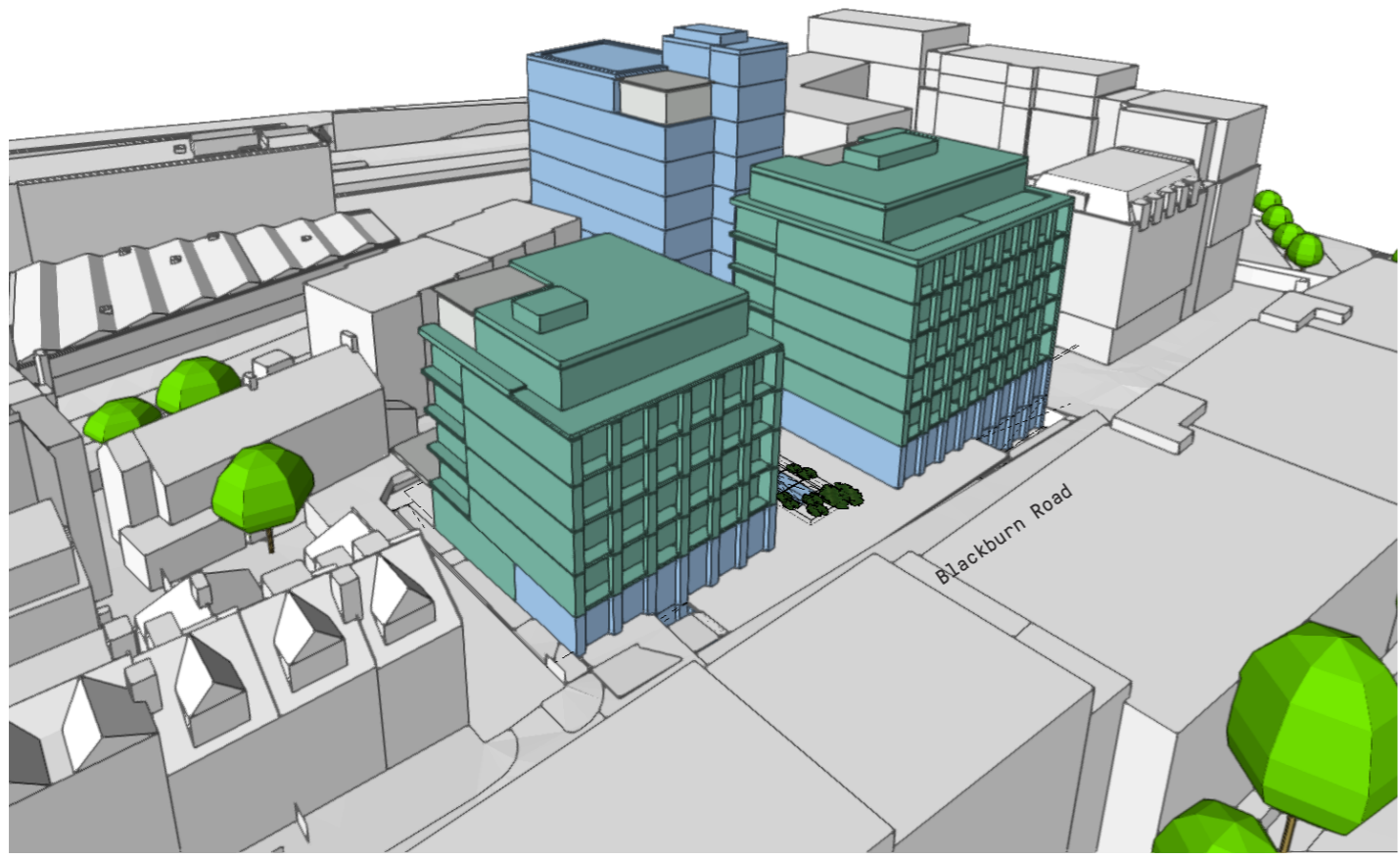


# 3.0 SITE PLAN



# 3.0 MASSING OVERVIEW

- KEY
- Residential
  - Commercial
  - Circulation
  - Ancillary/servicing
  - Plant

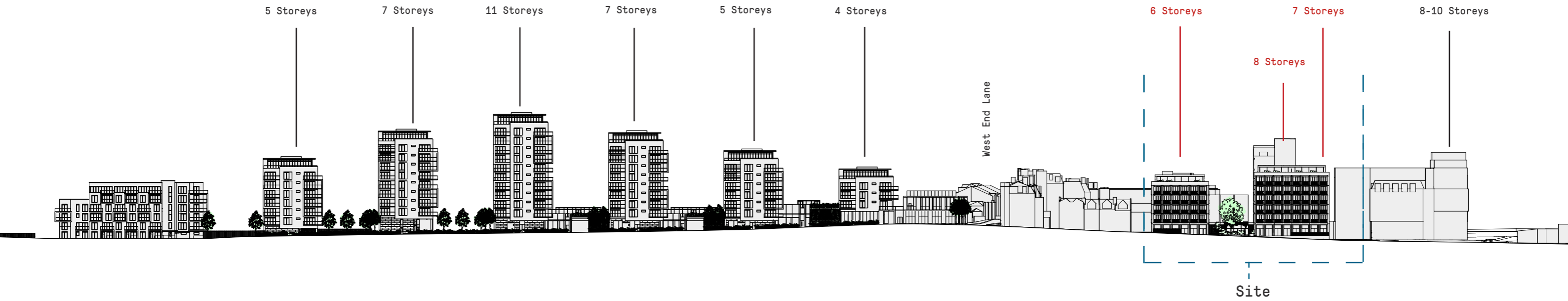


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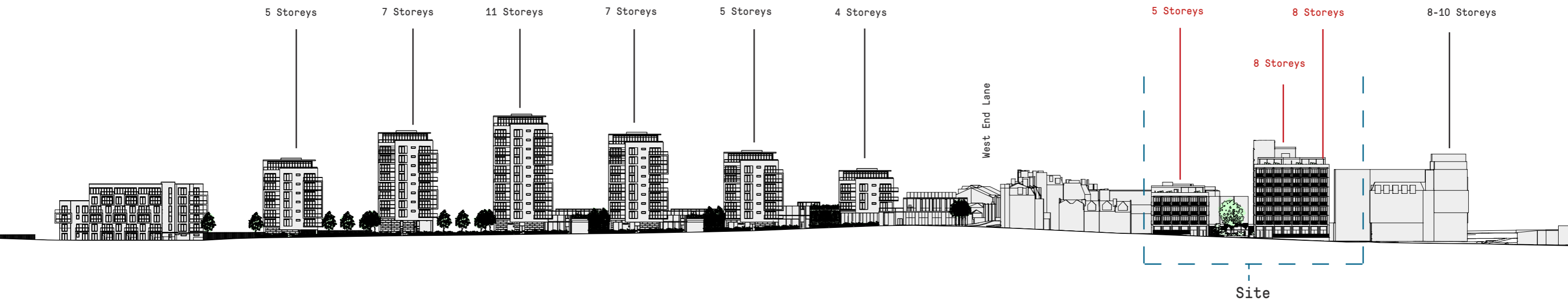


2.

# 3.0 TOWNSCAPE ELEVATION CURRENT PROPOSAL



# 3.0 TOWNSCAPE ELEVATION PRE APP 02 SCHEME



### 3.0 LONG SITE SECTION (LOOKING SOUTH)



Long section through railway looking south



Existing Aerial view looking south

3.0  
PROPOSED MASSING  
VIEW ALONG BLACKBURN ROAD (LOOKING WEST)



Existing



Proposed

3.0  
PROPOSED MASSING  
VIEW FROM WEST END LANE (LOOKING EAST)



Existing



Proposed

# 3.0 SCHEMATIC PLANS GROUND FLOOR

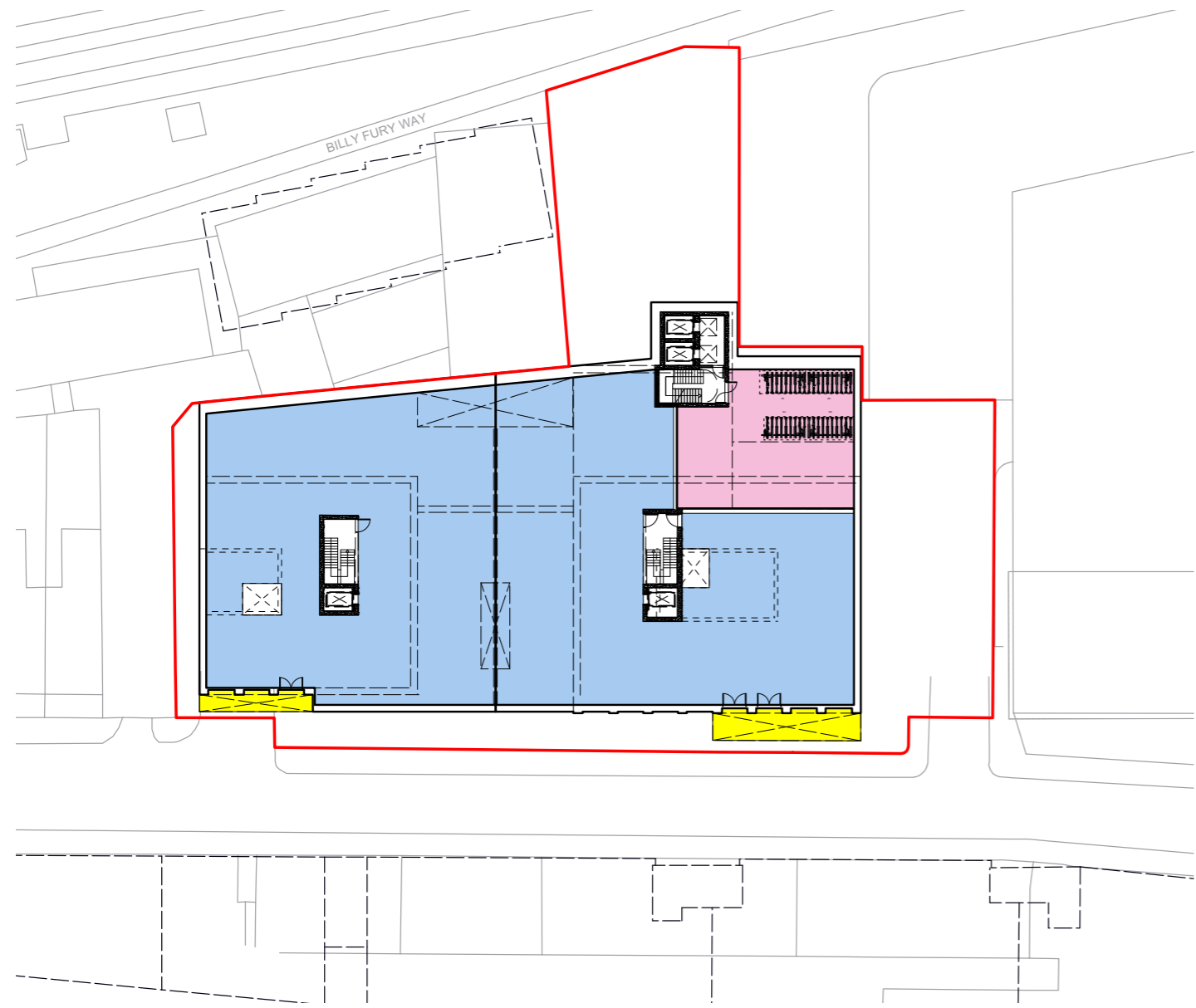


- KEY
- Residential
  - Commercial
  - Circulation
  - Ancillary/servicing
- 
- Studio apartment
  - 1b2p apartment
  - 2b4p apartment
  - 3b6p apartment
  - Private amenity
- 
- 1 Residential Entrance
  - 2 Commercial Entrance
  - 3 Shared amenity space
  - 4 Residential covered cycle storage
  - 5 Refuse storage
  - 6 Loading bay / Parking
  - 7 Commercial refuse storage

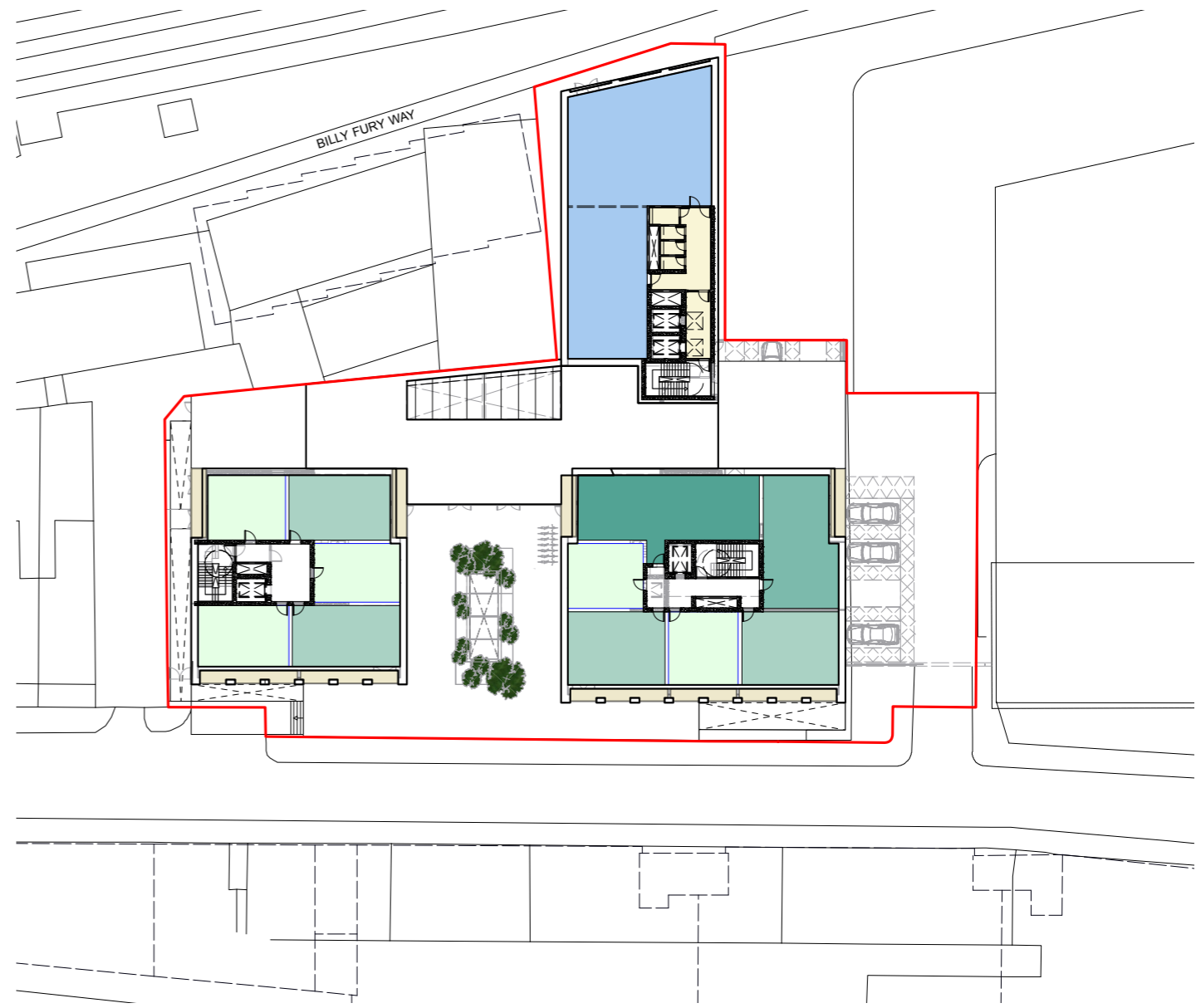


# 3.0 SCHEMATIC PLANS

- KEY
- Residential
  - Commercial
  - Circulation
  - Ancillary/servicing
  - Studio apartment
  - 1b2p apartment
  - 2b4p apartment
  - 3b6p apartment
  - Private amenity



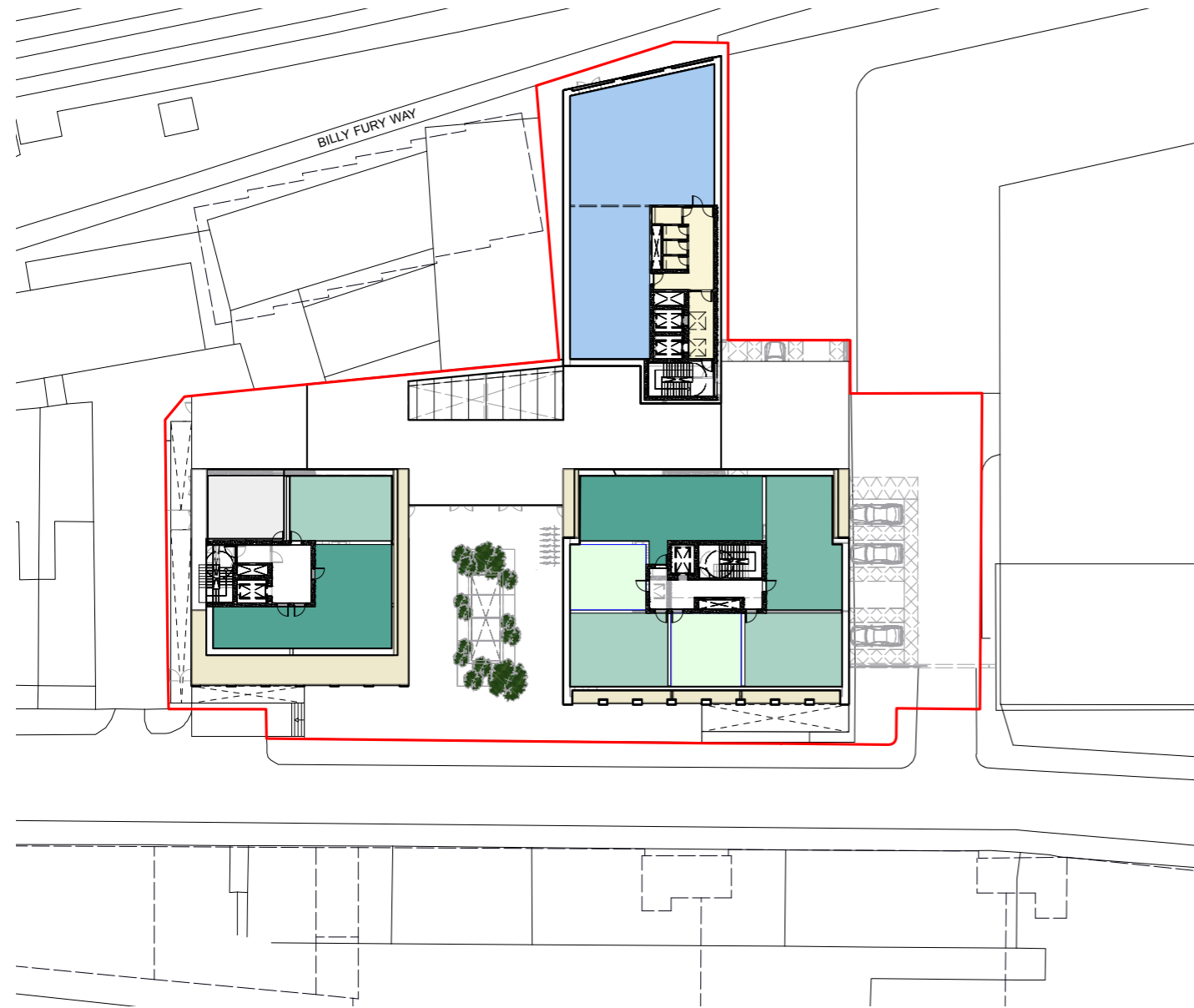
Lower Ground



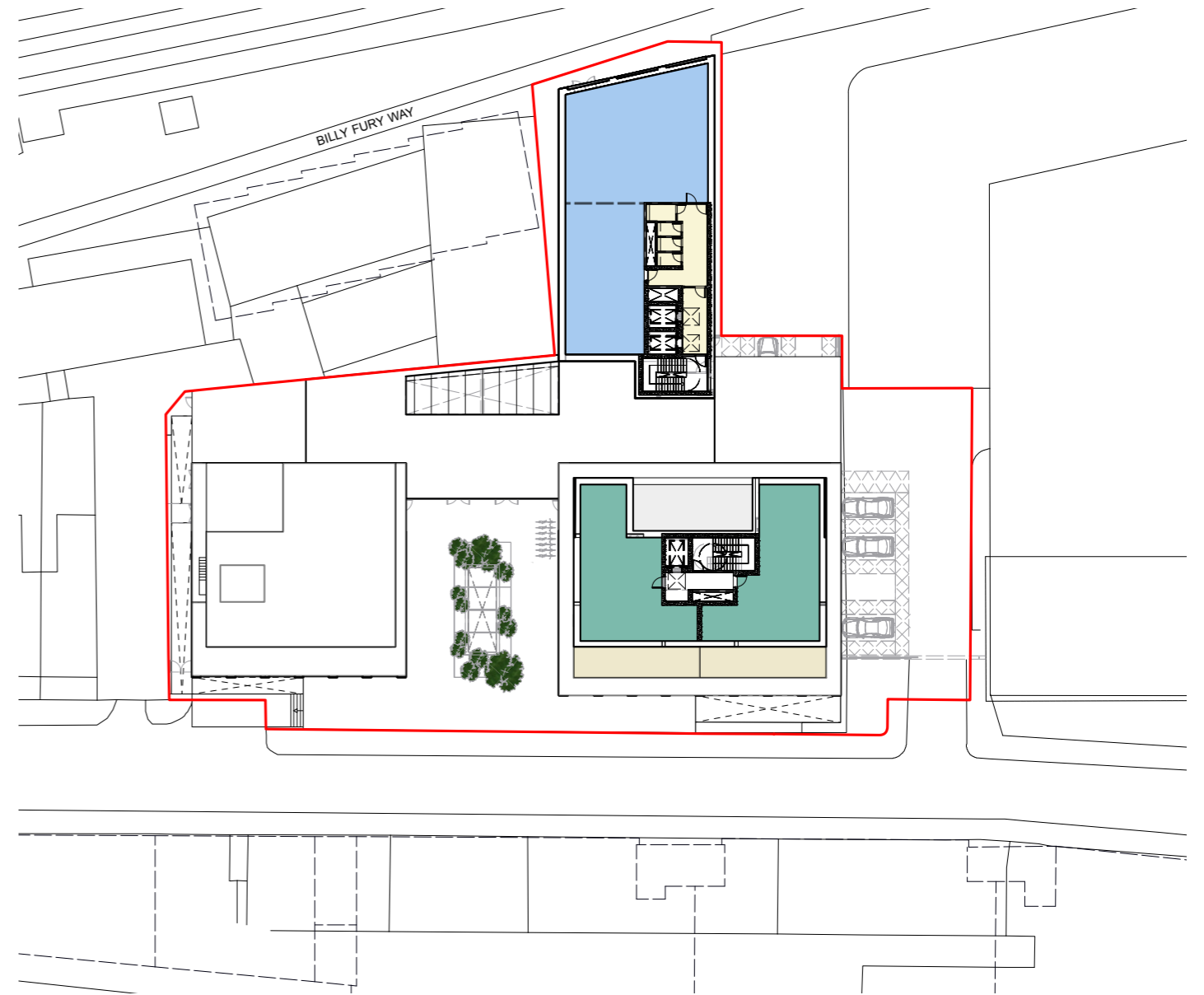
01-04

# 3.0 SCHEMATIC PLANS

- KEY
- Residential
  - Commercial
  - Circulation
  - Ancillary/servicing
  - Studio apartment
  - 1b2p apartment
  - 2b4p apartment
  - 3b6p apartment
  - Private amenity



Level 05

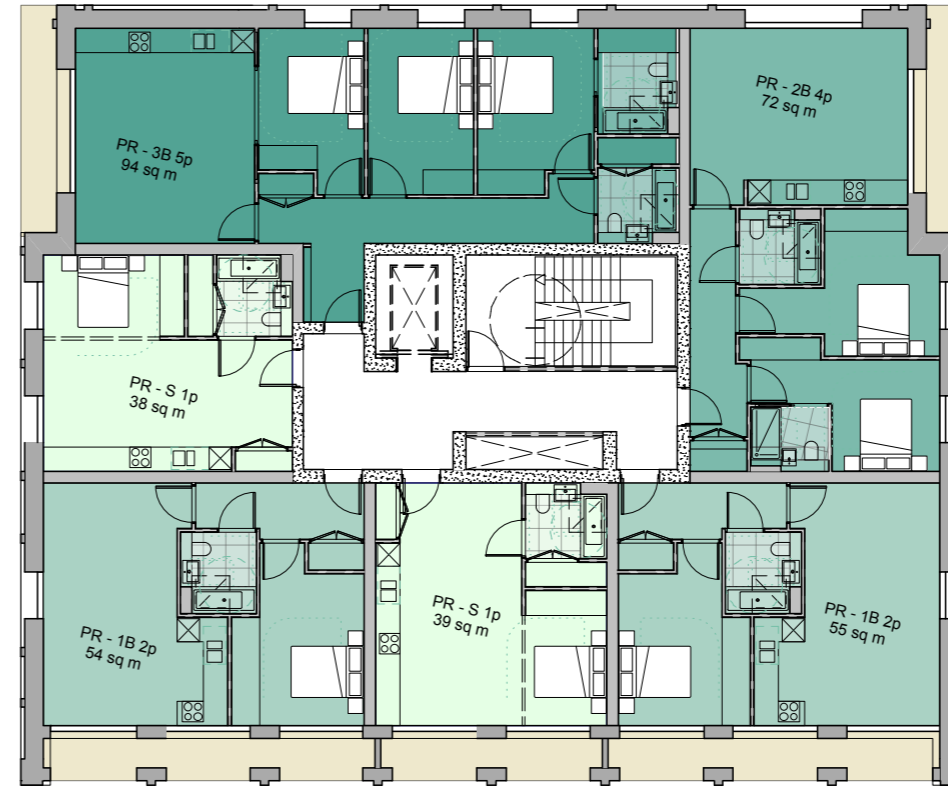
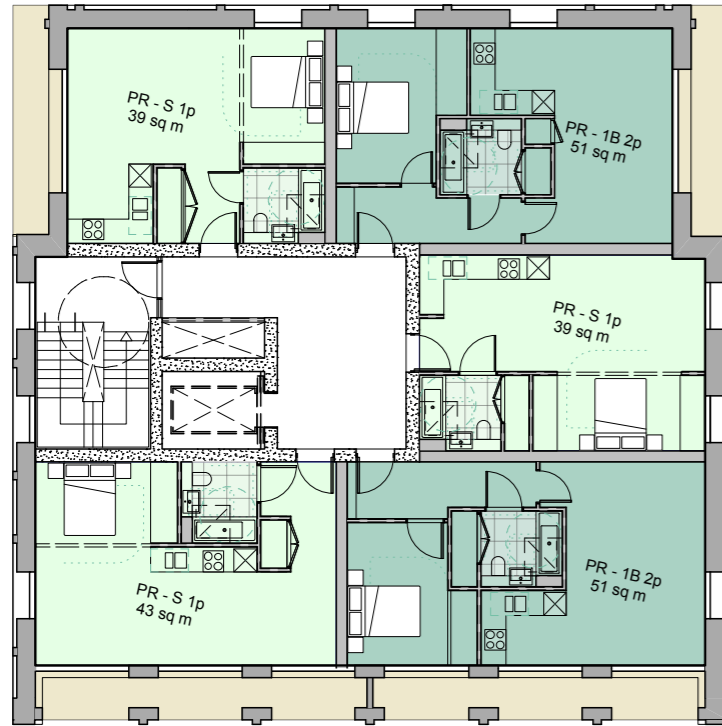


Level 06

### 3.0

## TYPICAL RESIDENTIAL FLOOR

- KEY
- Residential
  - Commercial
  - Circulation
  - Ancillary/servicing
  - Studio apartment
  - 1b2p apartment
  - 2b4p apartment
  - 3b6p apartment
  - Private amenity



- + 3no. Studios
- + 2no. 1b1p apartments



- + 2no. Studios
- + 2no. 1b1p apartments
- + 1no. 2b4p apartment
- + 1no. 3b6p apartment



# 3.0 INTERFACES BETWEEN BUILDINGS

- 1** 11 Blackburn Road: C3 + B1  
Approved Planning (2015/3148/P)
- 2** Nido Student Housing
- 3** Line of existing residential building.

Key:

-  Window
-  Window with semi obscure glass



Planting in courtyard to provide green amenity as well as privacy between resident block

# 3.0 SITE SECTIONS

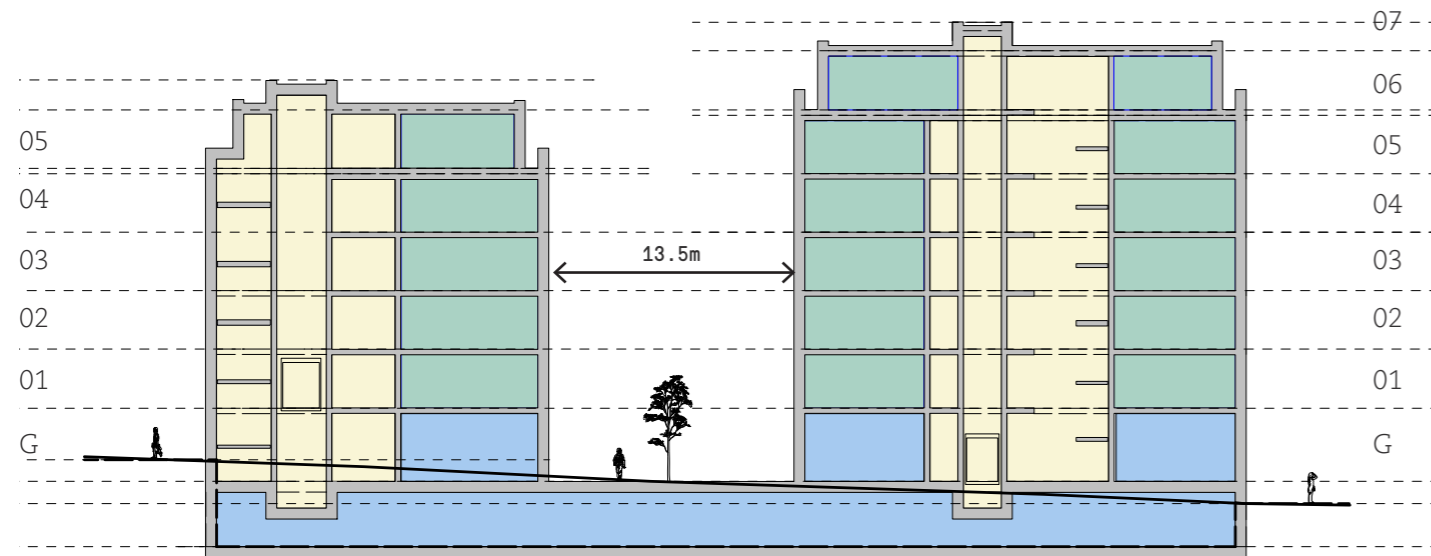
- KEY
- Residential
  - Commercial
  - Circulation
  - Ancillary/servicing

**BUILDING A**  
G+5 (6 storeys)

**BUILDING B**  
G+6 (7 storeys)

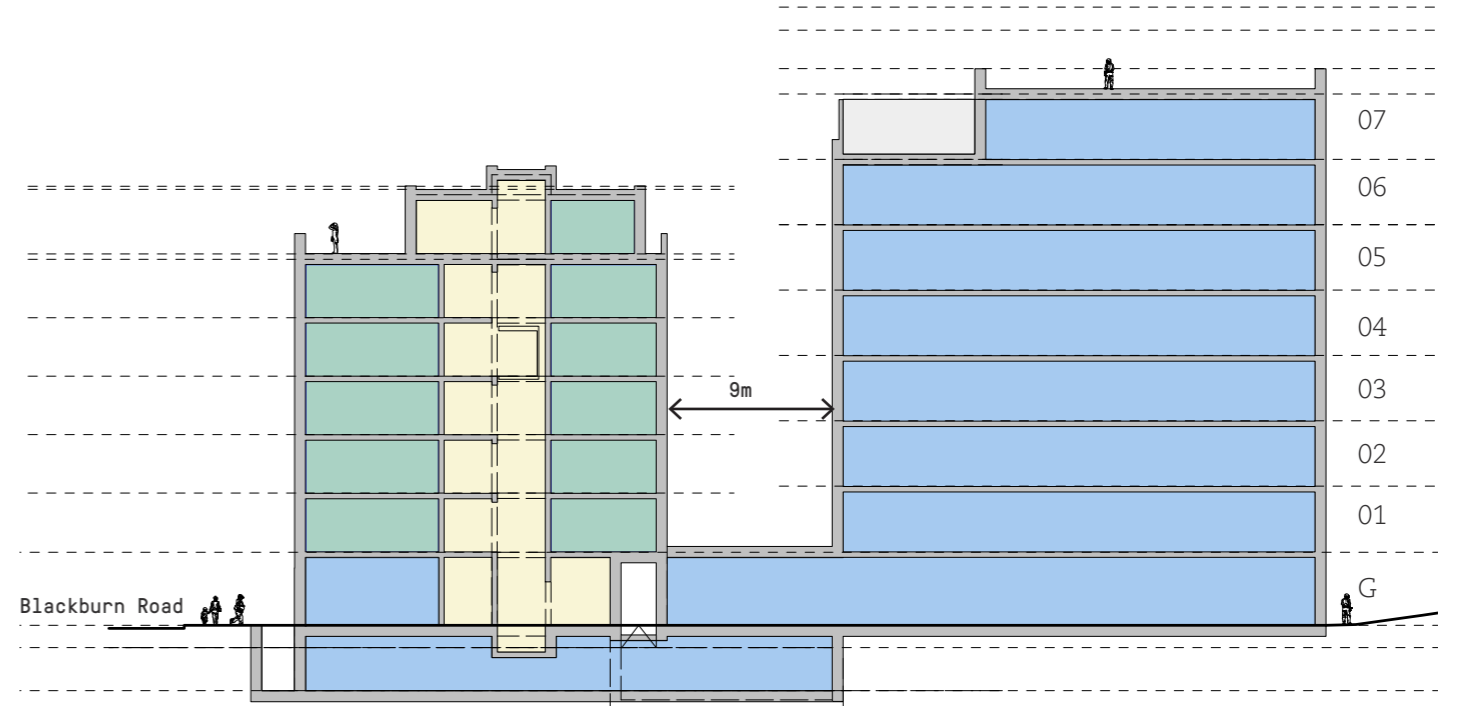
**BUILDING B**  
G+6 (7 storeys)

**BUILDING C**  
G+7 (8 storeys)



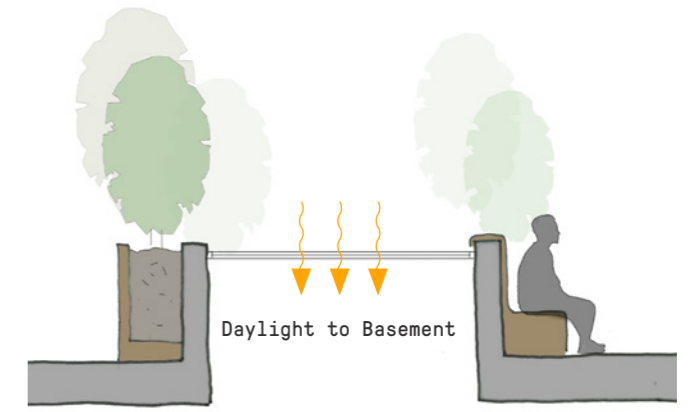
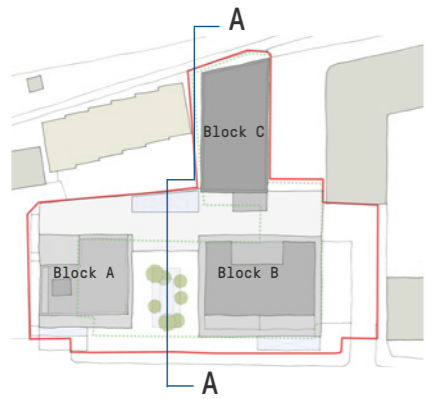
East/West Section

- + Ground Floor: 4050mm F-F
- + Residential: 3225mm F-F
- + Commercial: 3600mm F-F



North/South Section

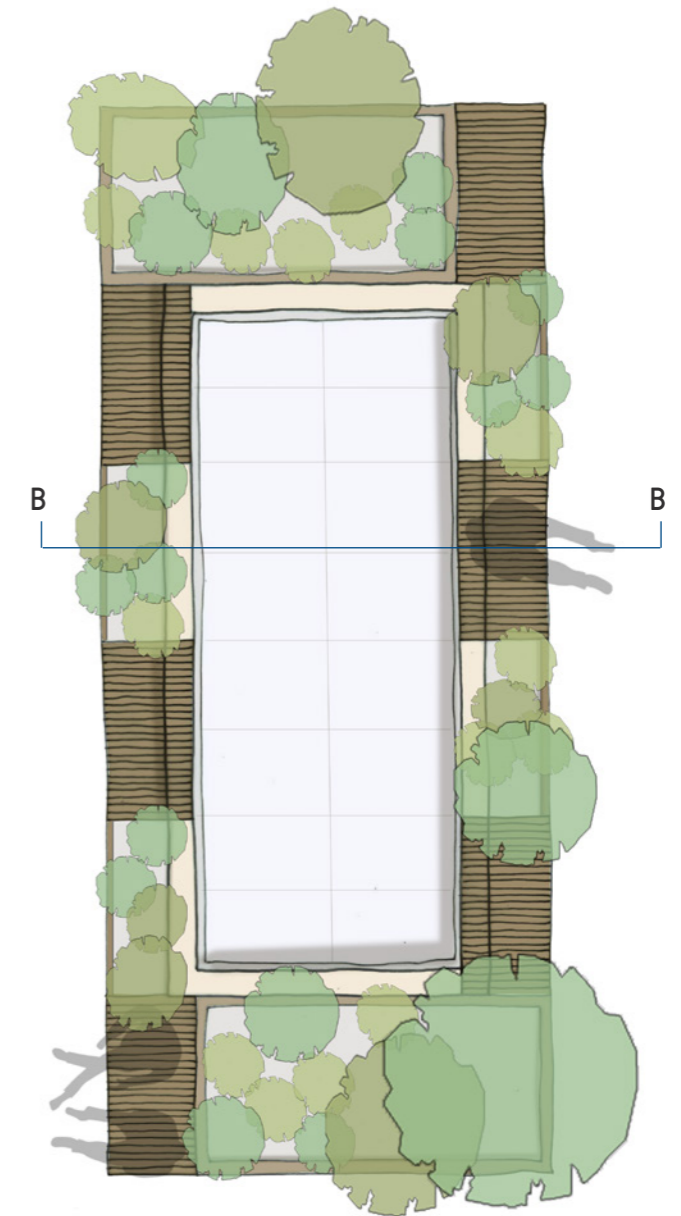
# 3.0 SITE SECTION



Section BB



Section AA



Courtyard Lightwell Plan

3.0  
 PROPOSALS  
 AREA SCHEDULES

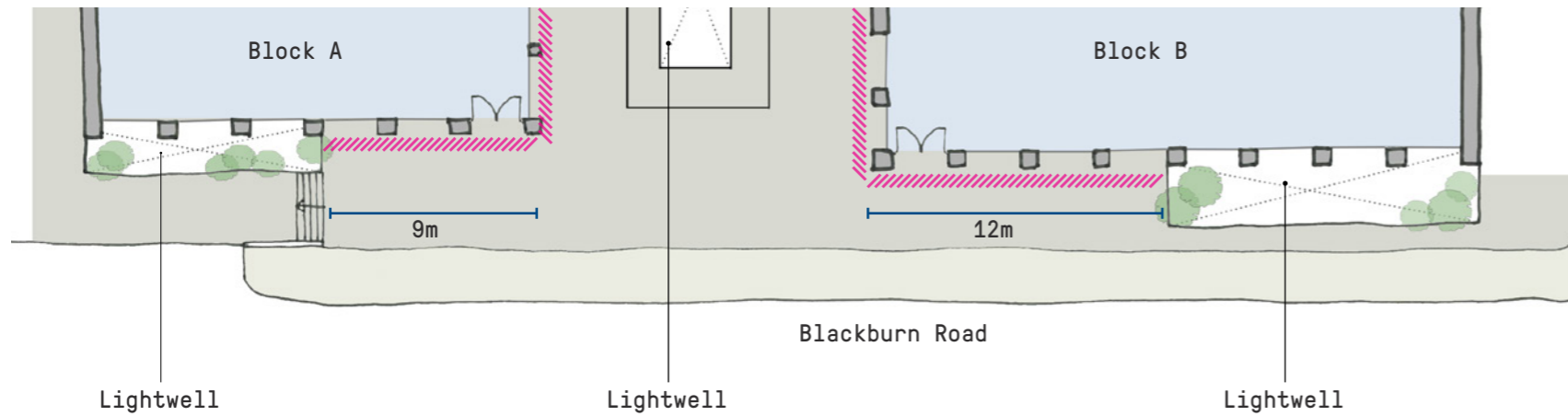
UNIT MIX	A	B	A+B	EXTNG
Studio	12	10	22	15
1b2p	9	10	19	13
2b4p	-	7	7	1
3b6p	1	5	6	-
TOTALS	22	32	54	29

AREAS (Sqm)	Commercial			Residential			TOTALS		
	GEA	GIA	NIA	GEA	GIA	NIA	GEA	GIA	NIA
Proposed	5,783	5,172	3,400	4,465	4,000	2,819	10,248	9,172	6,219

# 3.0 LIGHTWELLS

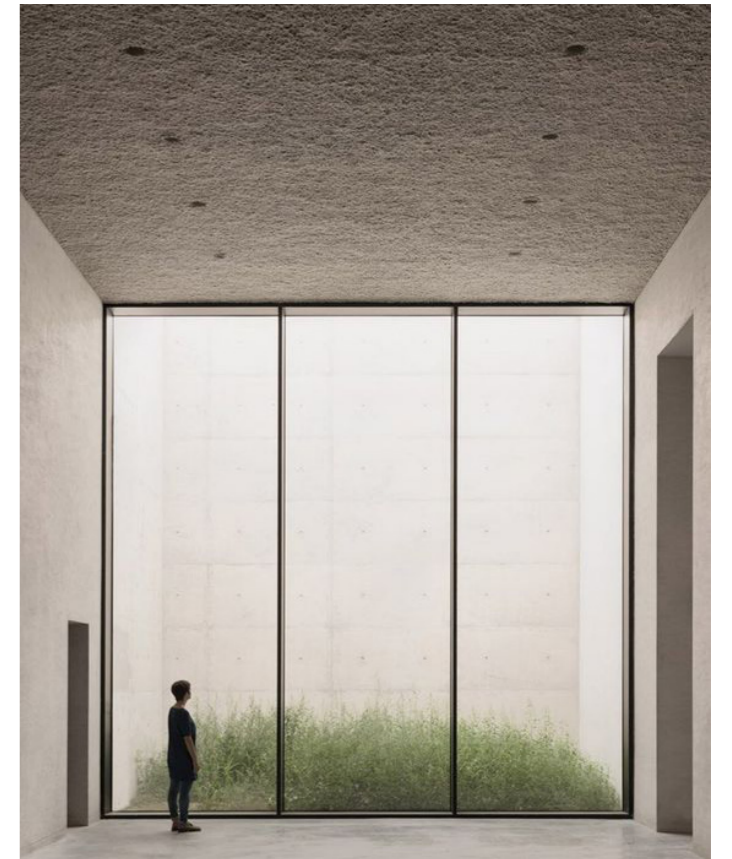
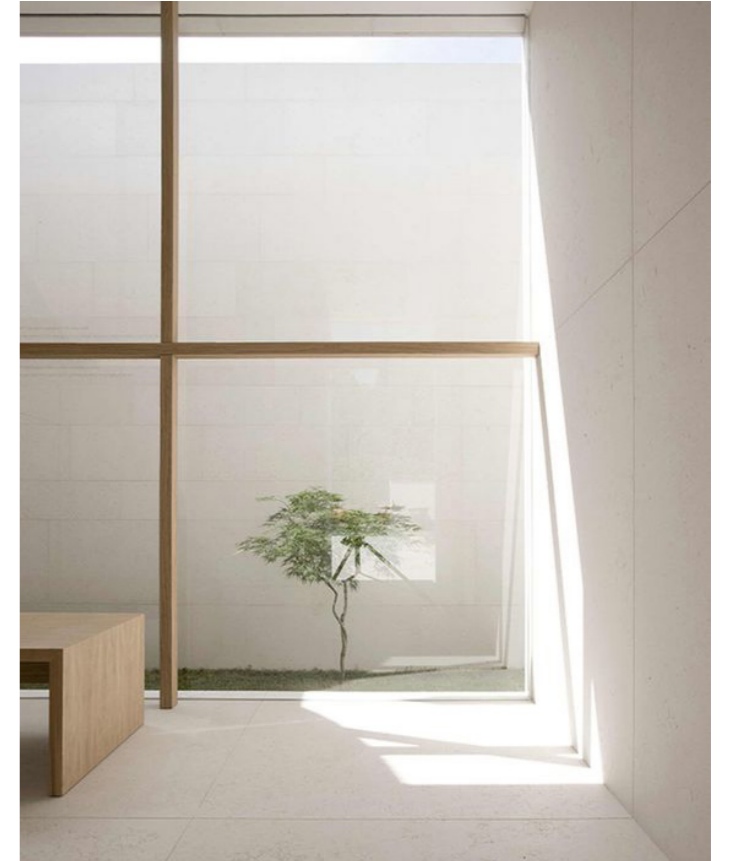


Blackburn Road Street Frontage



Ground Floor Street Frontage

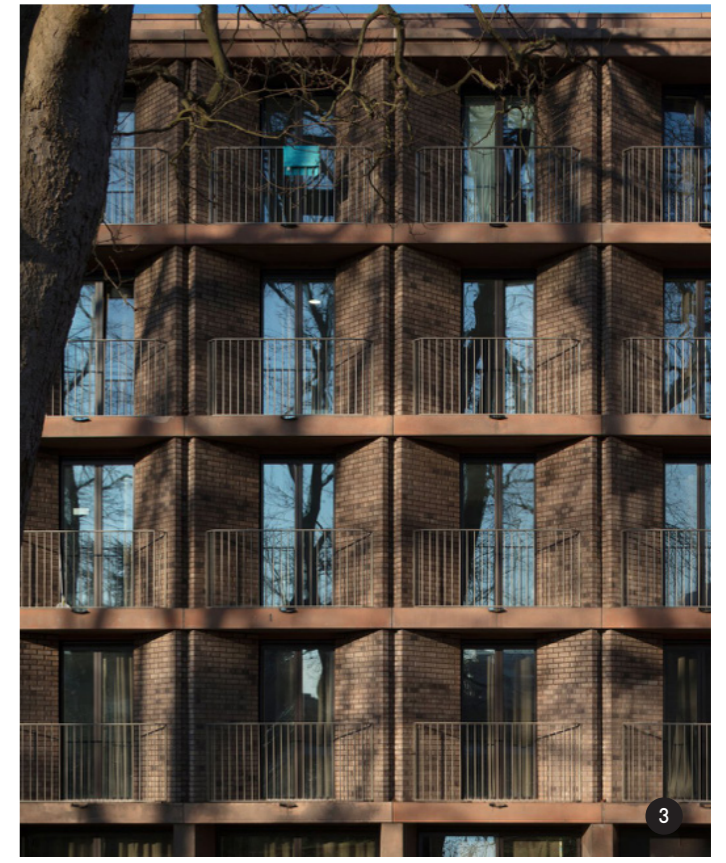
Active Street Frontage





# 3.0

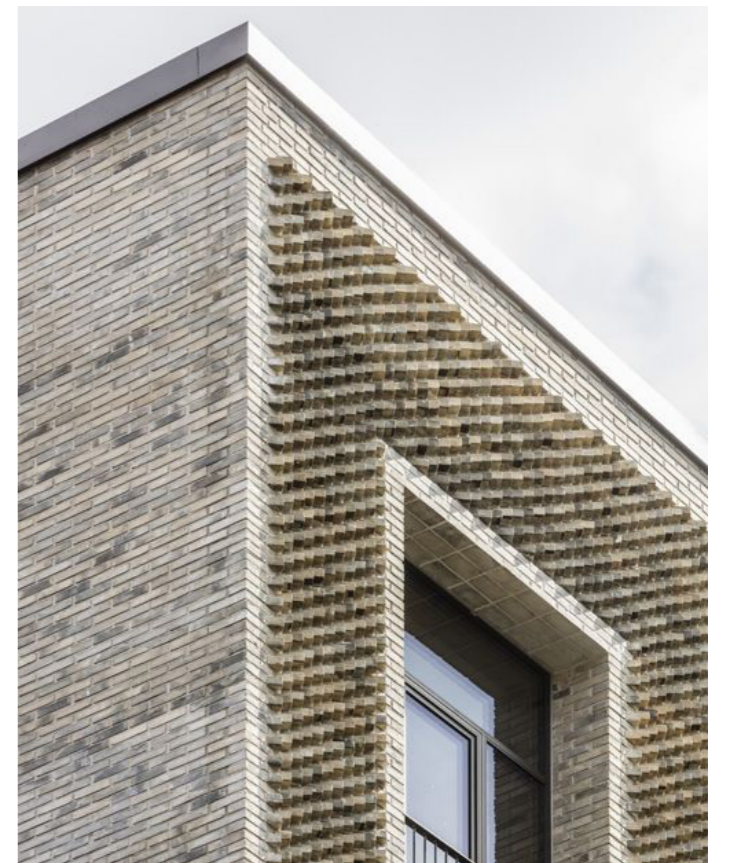
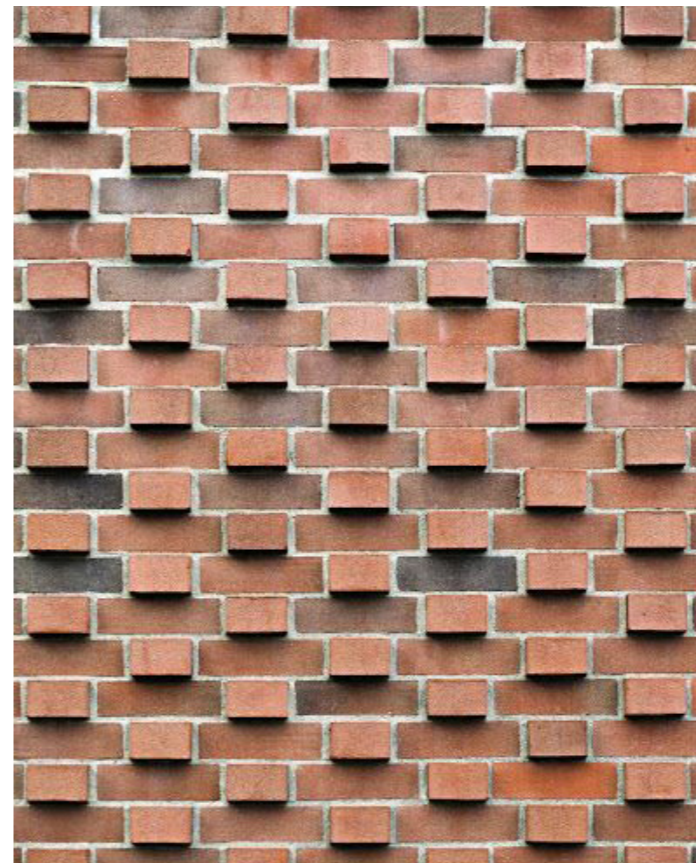
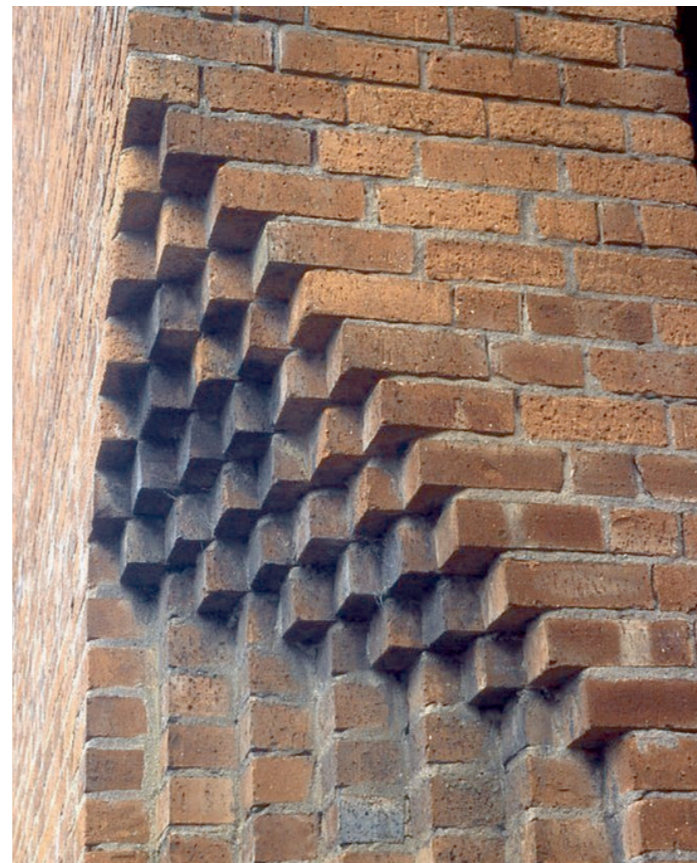
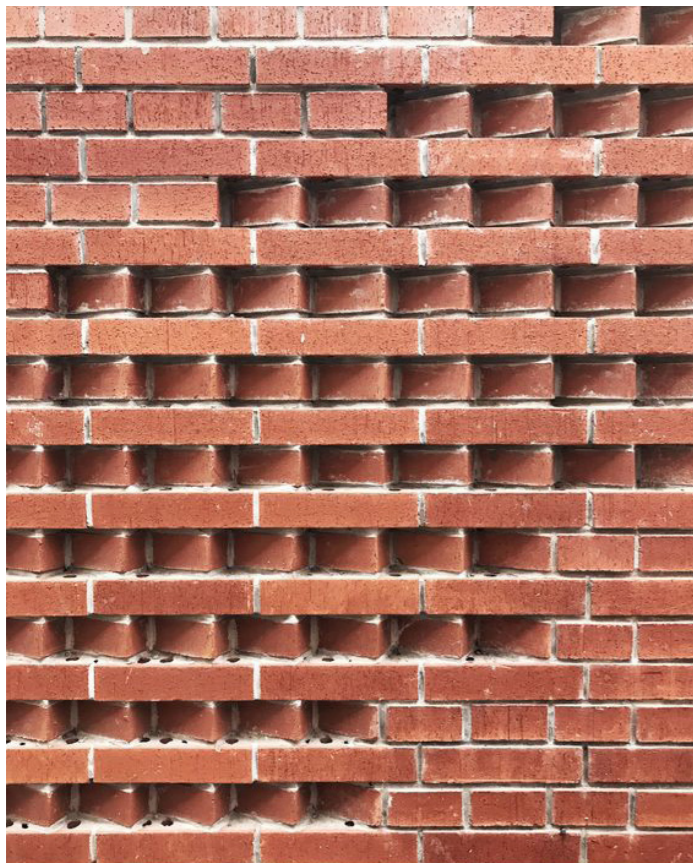
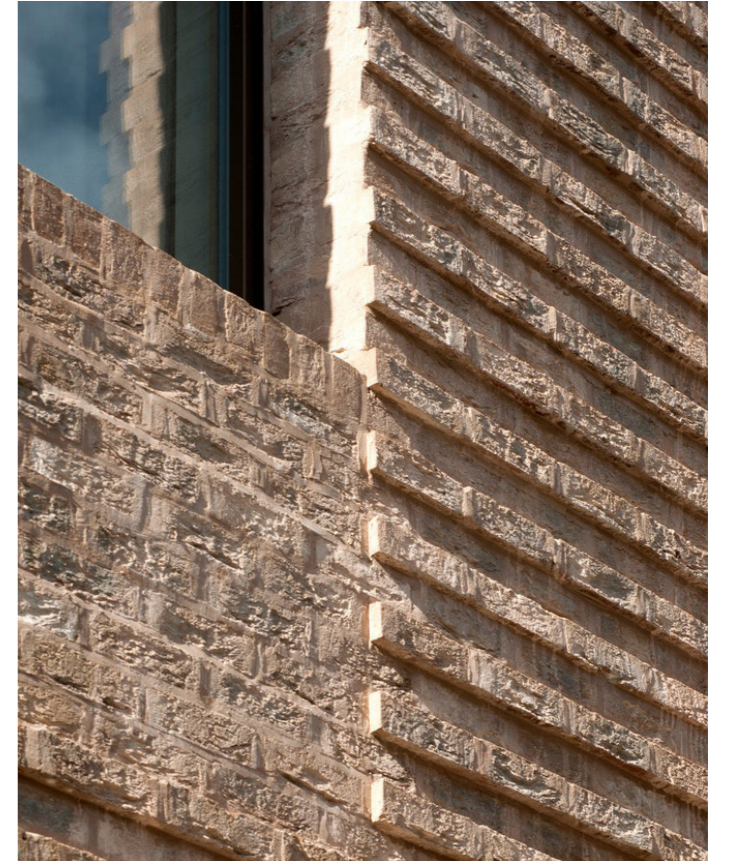
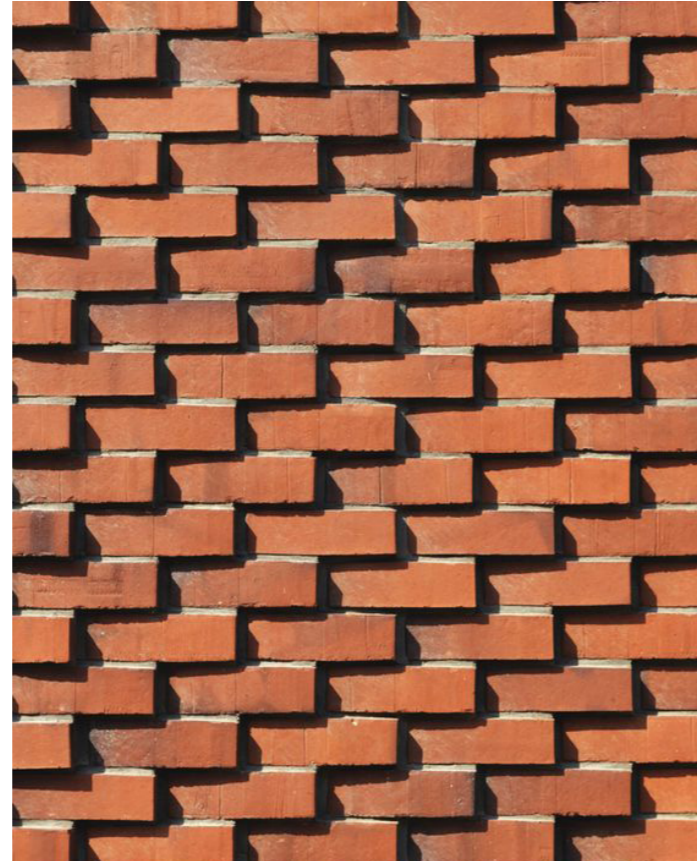
## REFERENCE IMAGES



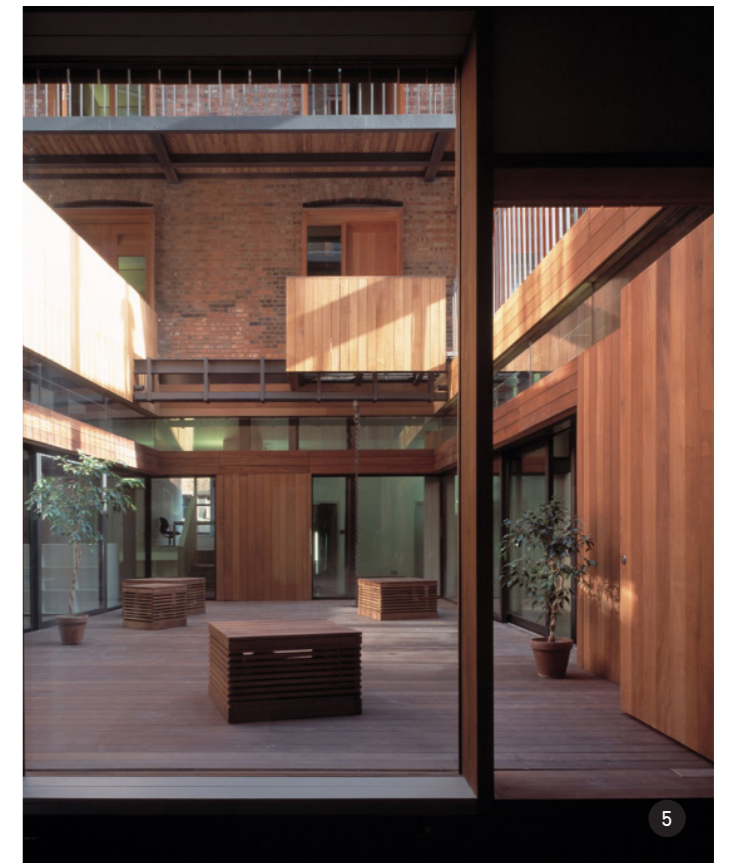
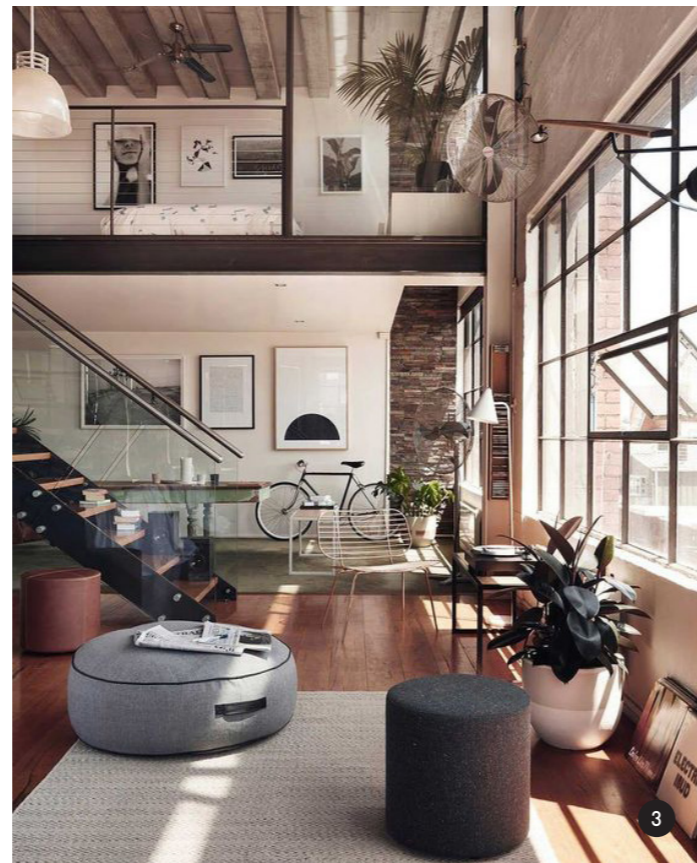
- 1 Hessenberg Housing, The Netherlands - BIQ Architecten
- 2 Wohnüberbauung Wülflingen, Winterthur, Switzerland - Boltshauser Architekten
- 3 Chadwick Hall, Roehampton - Henley Halebrown
- 4 Finsbury Park Housing, London - Sergison Bates
- 5 South Gardens, Elephant Pk, London - Maccreeanor Lavington
- 6 Carlsbergbyen Housing, Denmark - Praxis Arkitekter

3.0

REFERENCES - BRICK DETAIL

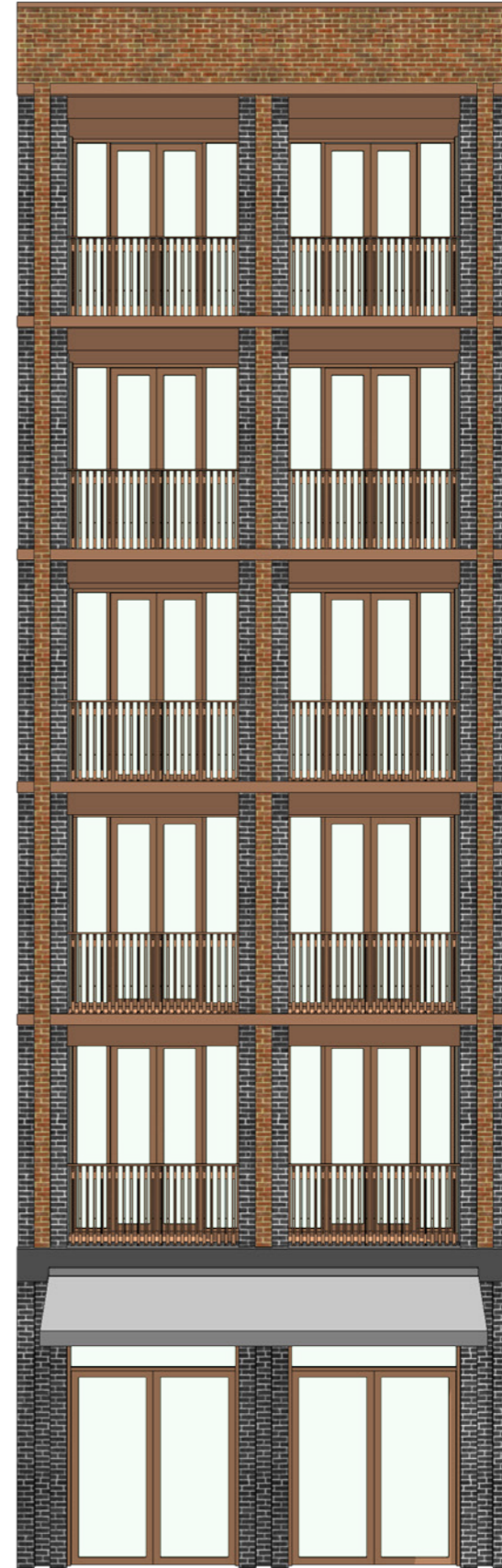
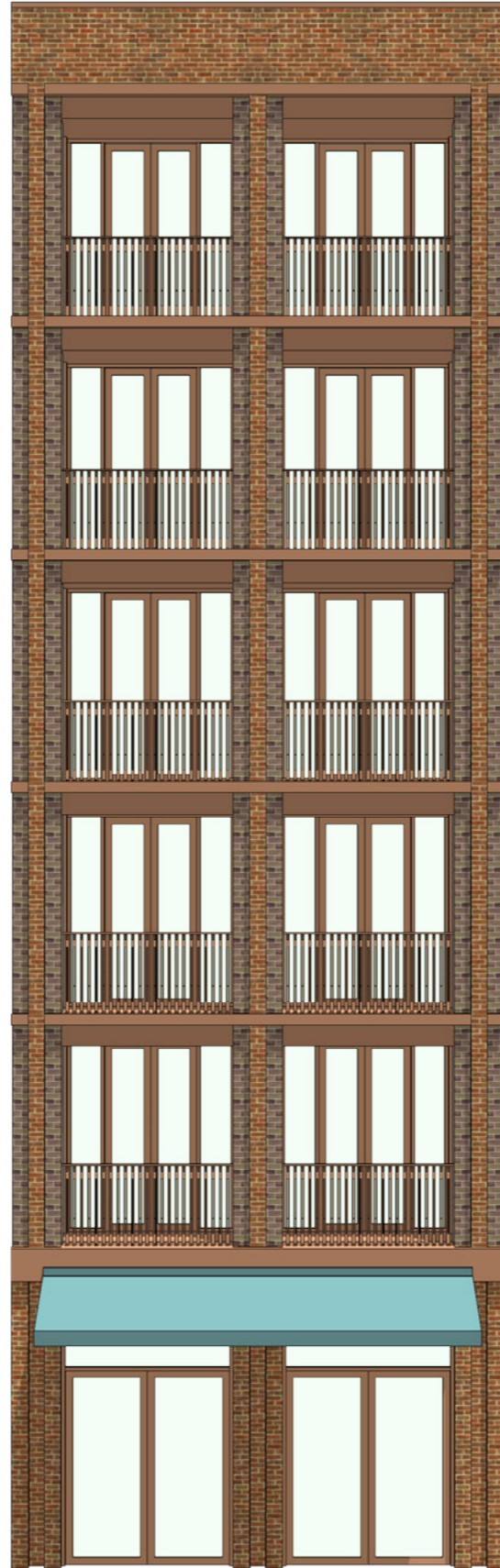
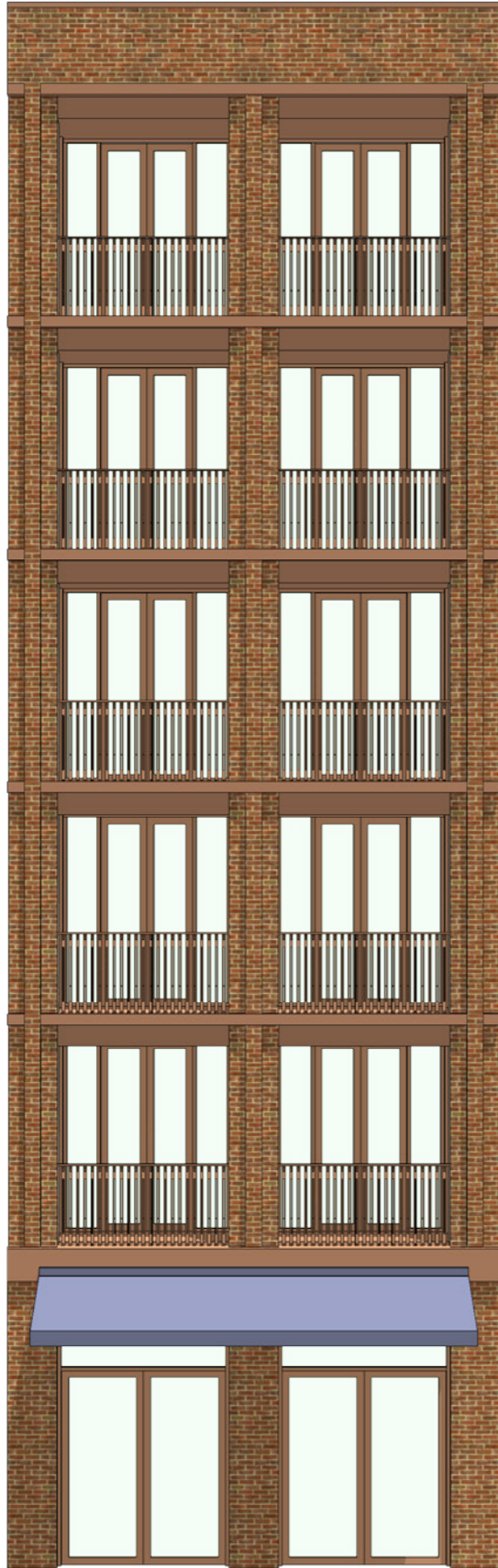


# 3.0 REFERENCES - COURTYARD

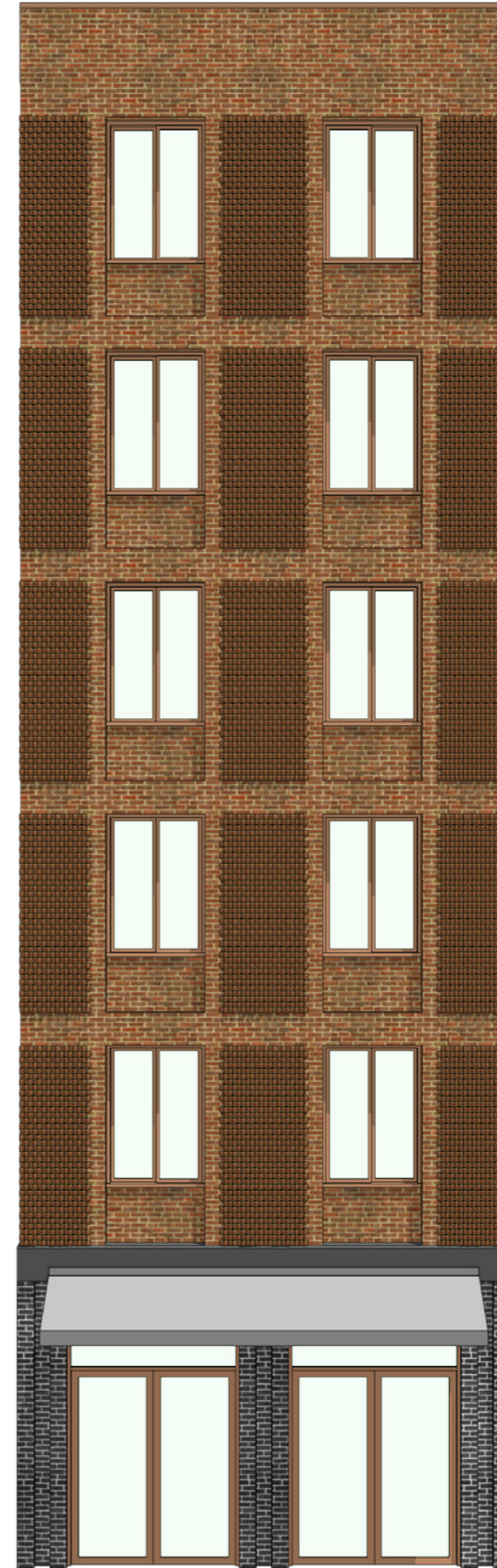
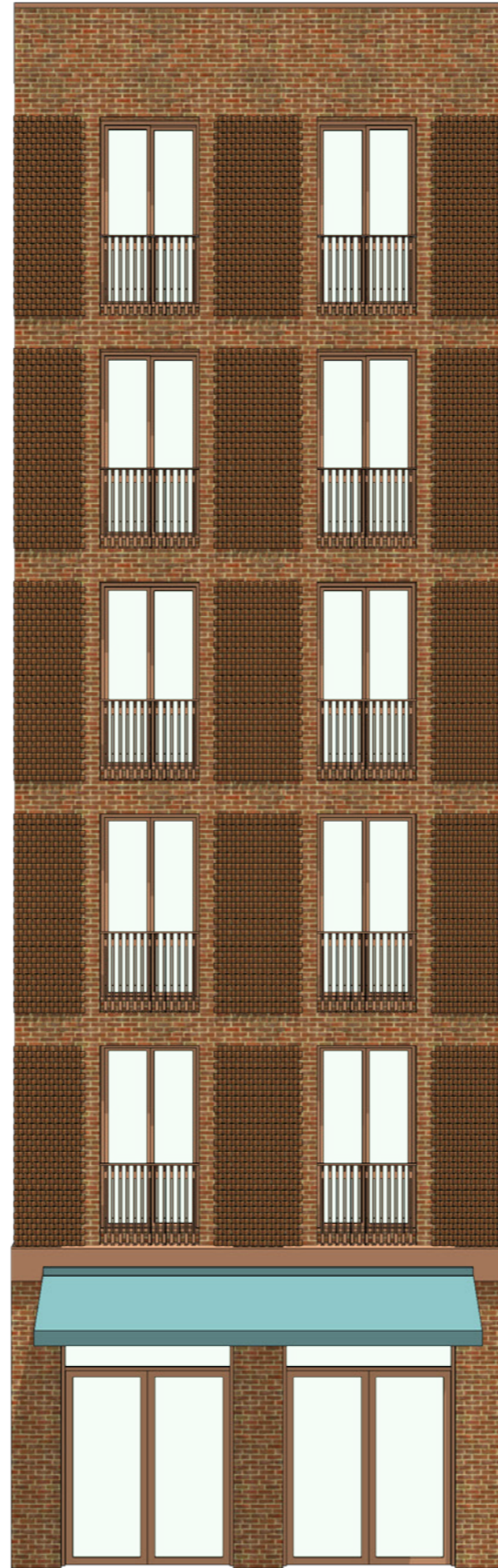


- 1 Blossom Street Courtyard, London - AHMM
- 2 Perseverance Works, Shoreditch
- 3 Unknown
- 4 Unknown
- 5 Talkback, London - Buschow Henley

3.0  
BAY STUDIES



3.0  
BAY STUDIES



3.0  
AERIAL VIEW



3.0  
BLACKBURN ROAD VIEW



3.0  
COURTYARD VIEW





3.0  
ELEVATIONAL VIEW



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