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*'fully support work of Create Streets'*  
**David Lammy MP**

*'very beautiful'*  
**Boris Johnson**, Mayor of London

*'I'm convinced....I'd like to  
create a street with you'*  
**Thomas Heatherwick**, designer of  
Routemaster, Olympic torch etc

*'Create Streets speaks London's  
language'*  
**Sir Simon Jenkins**

*'a remarkable &  
ground-breaking piece of work'*  
**Andrew Boff**, Conservative Leader, GLA

*'a wonderful project & piece of analysis'*  
**Alain de Botton**, Farrell Review of  
Architecture & Built Environment

# Create Streets

***Is there a better way to develop  
156 West End Lane?***

**November 2015**

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## *Background*

1. What defines 'distinctive local character'
2. What defines West End Lane and Lymington Road
3. What strike us as key bits of what you said in Neighbourhood Plan for urban form

## *Current proposal*

4. The current proposal – images & urban form
5. The current proposal – strengths & concerns

## *An alternative ?*

6. A sketch master plan
7. A possible architectural elevation and possible templates
8. Key features of the alternative proposals
9. Some key pros and cons

10. Conclusion – some questions

Appendices

# 1. The wider neighbourhood – red brick visual complexity

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*'All development shall be of a high quality of design, which complements and enhances the distinct local character and identity of Fortune Green and West Hampstead'*  
Neighbourhood Plan

- Red Brick (some stock brick)
- Visual complexity & decoration
- Bay windows (lots of light)
- White detailing
- Mansion blocks
- Terraced homes
- Modest set-backs from pavement
- Few balconies (ornate railings)
- Predominantly 3 – 5 storey



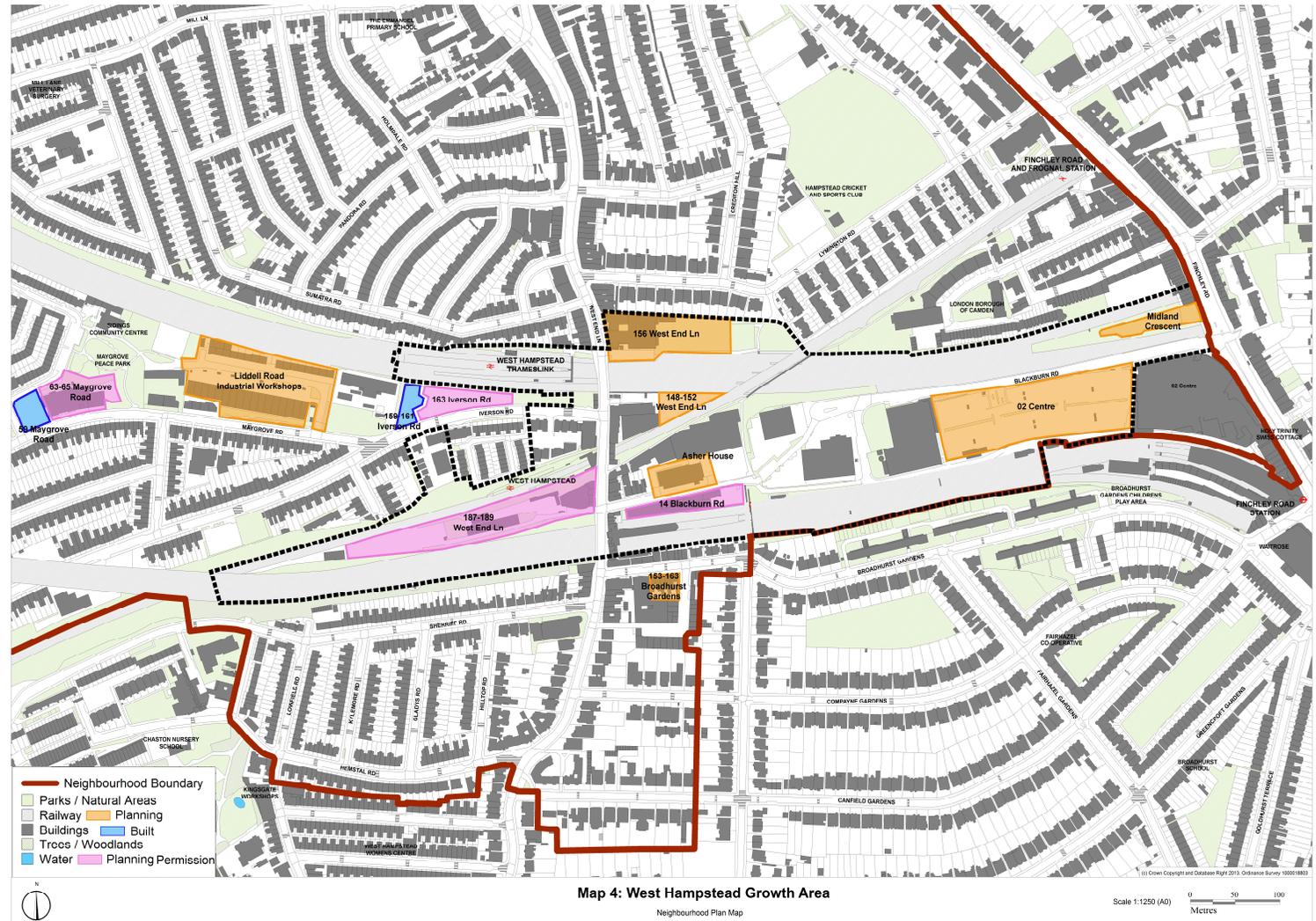
***Not saying must be identical  
but this is detail & form which  
defines local area***

# 1. The wider neighbourhood – long flexing streets

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*'All development shall be of a high quality of design, which complements and enhances the distinct local character and identity of Fortune Green and West Hampstead' Neighbourhood Plan*

- *Quite long winding streets*      *slightly terraced streets*
- *Bending and flexing round the contours of the landscape*
- *Conventional urban blocks – clear fronts and backs*
- *Enclosed private gardens within blocks*



## 2. West End Lane

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*“The site shall provide an improved design relationship to the adjoining Canterbury Mansions and West End Green Conservation Area, to protect and enhance the character and appearance of the area. Therefore, the height of any new development should ensure the overall design and transition in massing achieves an appropriate relationship with neighbouring properties - and it can be demonstrated that no harm is caused to the character and appearance of the Conservation Area, its setting.”*

- Largely but not entirely red Brick
- Clear vertical articulation
- Visual complexity & decoration
- Mixture of flats above shops and mansion blocks
- White detailing
- Bay windows
- No or very modest set-backs from pavement
- Predominantly 3 – 5 storey



## 2. Lymington Road

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*“... the height of any new development should ensure the overall design and transition in massing achieves an appropriate relationship with neighbouring properties - and it can be demonstrated that no harm is caused to the character and appearance of the Conservation Area, its setting.”*

- *Red brick*
- *White detailing*
- *Generous set backs from road*
- *Semi-detached houses in form*
- *‘Pont-street’ Dutch & elements of ‘Jacobethan’*



#### 1. Mixed use

- *Housing, including a significant amount of affordable homes and 3 or 4 bedroom homes (see Policy 1).*
- *Offices for small, micro and start-up businesses - including the possibility of serviced offices and studio space.*
- *Flexible commercial and retail space that can be used for a range of employment uses.*
- *Retail space on the ground floor along West End Lane, which is fitting of the character of the Town Centre (see Policy 13) and set back from the pavement,*

#### 2. Design

- *The design of any new building will need to **reflect the design of neighbouring buildings and the neighbouring Conservation Area** (see Policies 2 & 3), including use of red brick.*

#### 3. Massing

- *The site shall provide an improved design relationship to the adjoining Canterbury Mansions and West End Green Conservation Area, to protect and enhance the character and appearance of the area. Therefore, the height of any new development should ensure the overall design and transition in massing achieves an appropriate relationship with neighbouring properties - and it can be demonstrated that no harm is caused to the character and appearance of the Conservation Area, its setting.*

#### 4. Green space

- *The provision of new green/open space to address the deficiencies outlined in the CCS.*
- *The provision of space for a community meeting room for local groups and businesses.*
- *Improvements to the neighbouring Potteries Path to provide a safe route for pedestrians and cyclists.*

#### 5. Potteries Path

- *The investigation of opportunities for a pedestrian bridge over the railway line to the O2 Centre car park.*
- *The ground floor of the site is currently occupied by the builders' merchant, Travis Perkins (TP). The company has been based in the area for many years, is a significant local employer, and is keen to remain on the site. Protection for land in viable existing employment use is given in this Plan (see Policy 12) and also the CCS (CS8 & DP13)."* Fortune Green and West Hampstead Neighbourhood Plan, p.31

## 4. Current proposal – urban form

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## 4. Current proposal – West End Lane

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## 4. Current proposal – Potteries Path / West End Lane

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## 4. Current proposal – Potteries Path

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## 5. Current proposal – pros & cons

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- Above all WELL DONE – it has got a lot better than options one and two
- This shows the power of your NP and of your work

### Strengths

- Reduced from 8 storeys
- Detailing has become much better and less monolithic
- Urban 'form' is reasonable
- Mixed use
- Better and more sympathetic than many current London developments

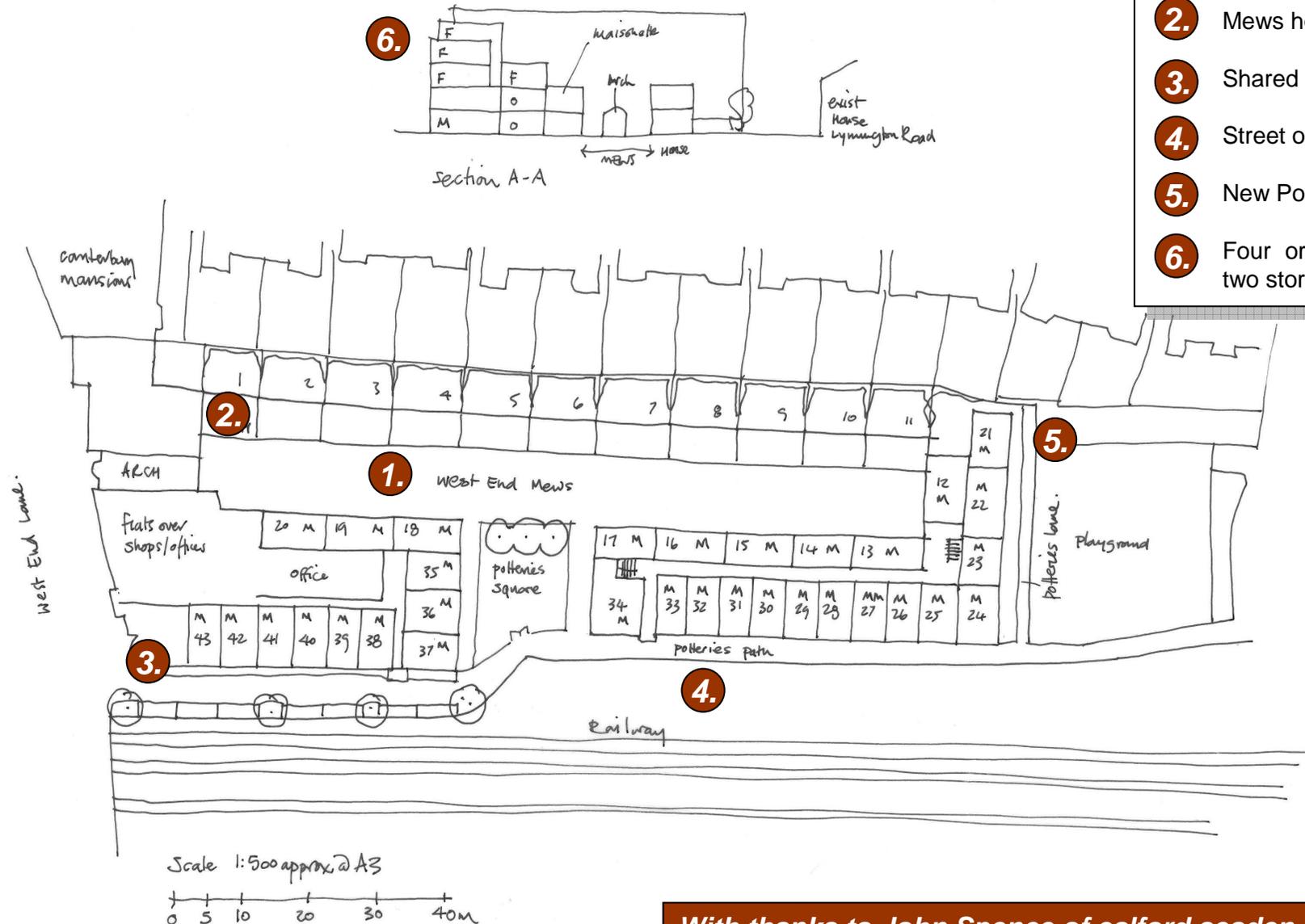
### Concerns

- Still 6 storeys on south of block
- Remain very 'large' buildings – no vertical treatment
- The scheme takes the larger West End typology into a 'residential block'
- Semi-public road directly onto back gardens of Lymington Road
- Detailing (though improved) arguably only partially matches spirit of West Hampstead
- Potteries path not fully exploited
- More scope to insert a 'normal' urban form

## 6. A sketch 'real' urban plan

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1. A new mews (West End Mews)
2. Mews houses with gardens
3. Shared space road
4. Street of houses & maisonettes
5. New Potteries Lane to green
6. Four or five storeys to south, two storeys to north of site



With thanks to John Spence of calford seaden

## 7. A possible elevation

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With thanks to Francis Terry

## 7. Possible templates for the development

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**Possible simple treatment for the north site of West End Mews. The gardens of these two storey houses would back onto gardens of existing houses on Lymington Road**



**Possible more vertical 4-5 storey 'houses' along widened Potteries Path. Some might be houses. Most would serve as maisonettes or horizontal flats**

## 8. Some key features

1. Traditional elevations of brick and stone will complement the scale and design of the existing West End Lane mansion blocks.
2. A feature tower will turn the prominent corner of West End Lane and Potteries Path. (A great opportunity for a commercial statement.)
3. Mansard roofs of slate with dormer windows will be used to reflect the style of the Canterbury Mansions.
4. A 2 storey mews (West End Mews) with rear gardens are set 21metres away from the rear elevations of the houses in Lymington Road (minimum planning requirement).
5. The single aspect wide fronted 2 storey mews houses will avoid overlooking and over shadowing of the existing rear gardens of the houses in Lymington Road.
6. The cheery Mews (see photo) will be built from a range of traditional and colourful materials with neat front patio gardens breaking up the scale and mass of the larger mansion blocks beyond.
7. The mews is completed by building 2 storey maisonettes with the mansion blocks stepping up in height toward the railway away from Lymington Road.
8. The new mansion blocks will overlook a new shared surface and pedestrianised Potteries Path.
9. Potteries Path will have a limited amount of access for cars and parking.
- 10.The (pedestrian only) mews is accessed via a gated archway passing under the new commercial/ mansion block from West End Lane.
- 11.West End Mews is punctuated midway along its length by a landscaped square Potteries Square which links to Potteries Path.
- 12.At the end of the site overlooking the existing (playground) Potteries Green the proposed new buildings will step down in scale to 2 storeys adjacent to the gardens of the houses in Lymington Road.
- 13.(Railing or wall along Potteries Lane ?)

## 9. Some pros and cons

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### Some pros

- Better follows Neighbourhood Plan for both specific site and more widely
- Lower-rise, more 'finely grained' and less 'lumpy' in feel
- Obeys historic rules of an urban block with clearer distinction between private and public space
- Creates private gardens rather than street running along back of existing back gardens – higher security for all
- More family housing (mews houses)
- But also good mix of apartments
- Architecturally richer and (arguably) in keeping with neighbourhood

### Some cons

- Lower density. Depending on precise configuration and % of elevation at four, five or six storeys, we estimate
  - number of units from 108 to 130
  - i.e. ~20-30% less than A2 scheme
  - Very similar amount of retail and commercial space
- Proposed mews is about 10m wide – this fails Camden guidance of minimum distance of 18m but is not against national legislation and is legally possible
- Build cost will be more due to higher detailing though very arguable that this would be recouped in higher sales values for ~50% of scheme

1. Does the current design meet your requirements or reflect the design of neighbouring buildings and the neighbouring Conservation Area ?
2. Does the height ensure the overall design and transition in massing achieves an appropriate relationship with neighbouring properties?
3. Does the urban design achieve an appropriate relationship with neighbouring properties?
4. Can it be demonstrated that no harm is caused to the character and appearance of the Conservation Area, its setting ?
5. Given your neighbourhood Plan can you do better ? What would better look like ? Is it this ? Or something else ? Can you define it clearly to show A2 and Camden ?

**Nicholas Boys Smith** is the founding Director of Create Streets and was a member of the Government's Design Review Panel. Nicholas has lectured on our findings at Oxford University and has also presented our findings in a wide range of speeches and public events. Nicholas is an Academician of the Academy of Urbanism and has been described by the *Architects' Journal* as a "leading figure" on issues to do with the built environment. He has led policy reviews on the barriers to street-based estate-regeneration for HM Government as well as studies into what people want in the built environment and correlations between built form, social outcomes and valuations. He has appeared frequently in the national, London and trade press on matters to do with urban design.

**John Spence RIBA.** John has over 45 years of experience he heads up architecture in calfordseaden and is the practices BIM Champion, a keen advocate of multi-disciplinary working he has been instrumental in bringing structural engineering and M&E design into the practice offering "one stop" joined up design. Today the practice has a wide and varied portfolio which includes many sustainable housing projects. John leads a team who have worked on a number of award winning sensitive sites with Listed Buildings and in Conservation areas. A fan of off-site manufacture he has helped a SW based RP Consortium win a coveted award for Innovation in Design and Procurement of housing.

**Francis Terry** is a partner in the firm Quinlan and Francis Terry Architects LLP who specialise in new build classical architecture. The office was established by Raymond Erith in 1928, making it the oldest existing practice of classical architects. Educated at Cambridge University, Francis worked in Washington for Allan Greenburg Architects in 1992 before joining the practice in 1994. He has worked on several large commercial and retail projects in London including Baker Street, Kendall Place, and George Street and 264-267 Tottenham Court Road. He regularly exhibits architectural drawings at the Royal Academy and was the winner of the Worshipful Company of Architects Prize for Architectural Drawing in 2002

Mount Pleasant example



*Elevation on Mount Pleasant*

1340

*Francis Terry  
September '15*

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