

DEFA

DEPHNA NEASDEN DESIGN OVERVIEW

1.0

INTRODUCTION

1.0 INTRODUCTION

EXECUTIVE SUMMARY

This design overview has been prepared by Downen Farmer Architects on behalf of Dephna for the proposed redevelopment of land at Dephna House, Neasden.

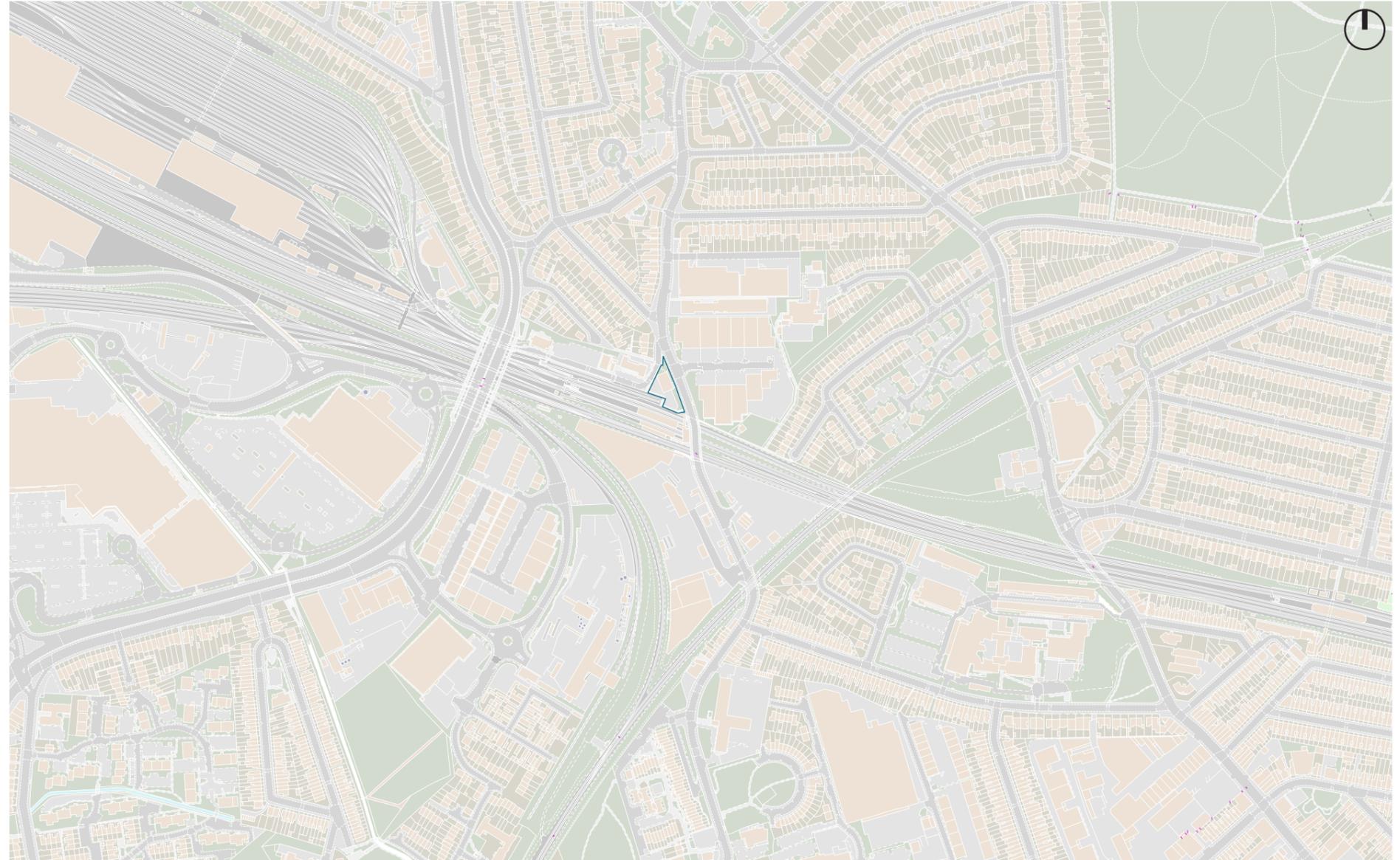
The site is currently residential in use class. The building itself was originally an office block that has since been converted into residential units under permitted development.

Particular attention has been paid to the following:

- Ensuring the design responds to the heights of surrounding buildings
- Creation of a positive urban relationship to Neasden Station and its surroundings
- Provision of a high quality public space at ground floor which threads into Neasden Lane, offering a unique amenity offer for the wider community
- Designing a high quality architectural proposal to enhance it's context

THE PROPOSED DEVELOPMENT

The proposal is to redevelop the site to provide a ten-storey (plus lower ground floor and plant basement level) building comprising 74 industrial kitchen modules on the upper floors (these allow for expansion and contraction of the commercial kitchens, allowing for 28 large sizes or 74 smaller sizes). In total there is 2,489sqm of floorspace in Use Class E(g) (iii) to the upper floors and a food hall and 252sqm of floorspace, classed as flexible commercial space, Use Class E on the ground floor. The combine with associated ground level landscaping and public realm, and servicing and ancillary space and facilities at lower ground floor level accessed via Neasden Close.



Existing Site OS NTS

2.0

SITE OVERVIEW

2.0 SITE & CONTEXT APPRAISAL

SITE OVERVIEW

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Site location

The site is located in Brent, North West London, on the edge of an existing industrial estate. The site is triangular in shape and is bounded to the south by railway lines serving Neasden Underground Station and to the northeast by Neasden Lane. To the west, Neasden Close provides access to Neasden London Underground depot. The site area is 1,139sqm approx (0.11ha). Two-storey residential properties are situated to the north-west.

Existing building

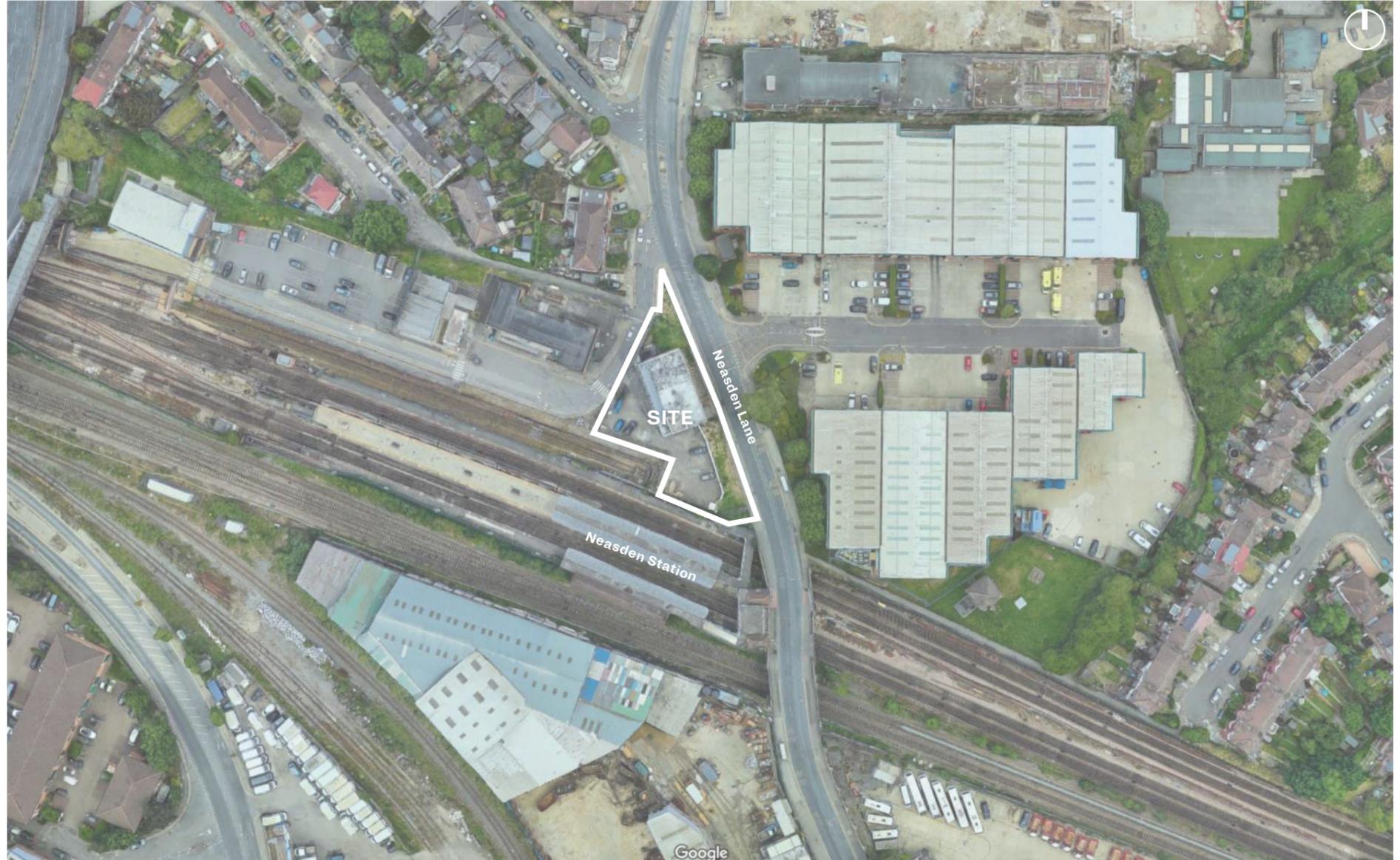
Dephna House is a building of five storeys with a flat roof, which is understood to be in residential use. The existing building is no longer fit for purpose.

Existing access

The road frontage on Neasden Lane is one storey above the ground level at the rear of the building. The site owners have a right of way across Neasden Lane to the rear. The southern part of the site is land owned by TfL under leasehold, and TfL also have access rights across the site from Neasden Lane.

Planning context

The site is part of Neasden Stations Growth Area (BEGA1). Together with the Neasden Depot site to the west, the site forms The Dephna House Site as designated in the draft NSGA Masterplan SPD (in terms of character areas, the wider site is described as 'Depot Mews'). The site is not in SIL or LSIS, is not in a conservation area and does not contain any listed buildings.



Existing Site

2.0 SITE & CONTEXT APPRAISAL

SITE AERIAL CONTEXT



Existing site Google Aerial View looking south, over the Dephna House site

2.0 SITE & CONTEXT APPRAISAL

LOCATION & CONTEXT

IMMEDIATE ADJACENCIES

The existing condition of Dephna House and its context is not desirable given its prominent location as a potential arrival feature for people entering Neasden via train. The photographs opposite highlight the buildings prominence from the train platform.

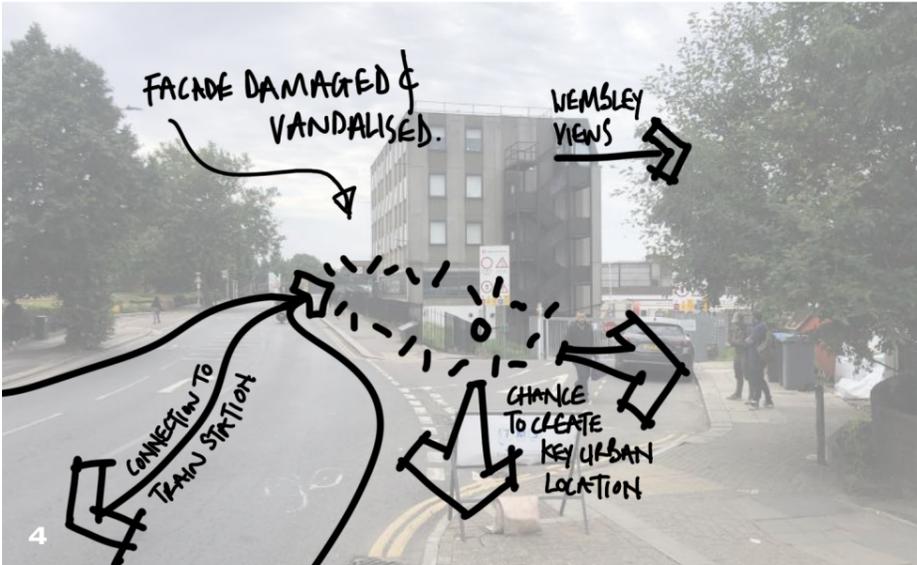
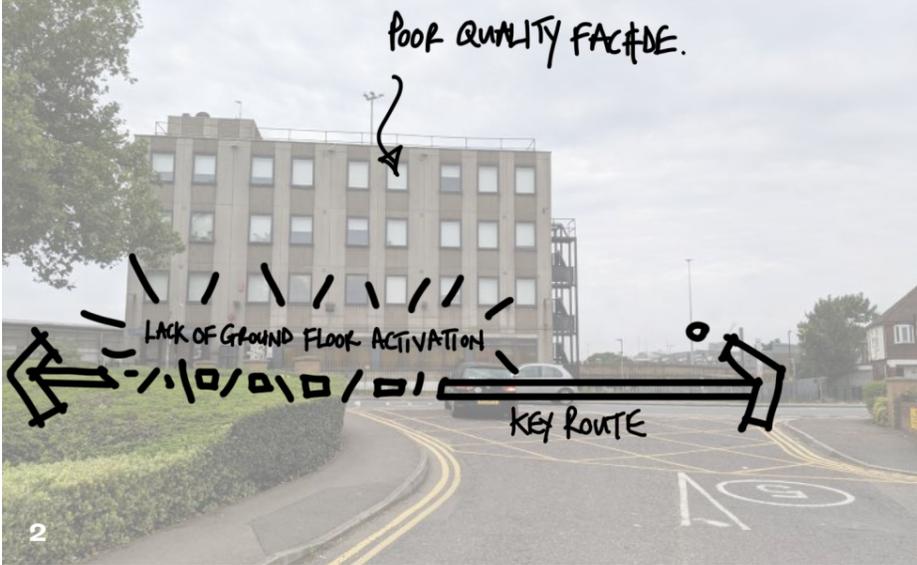
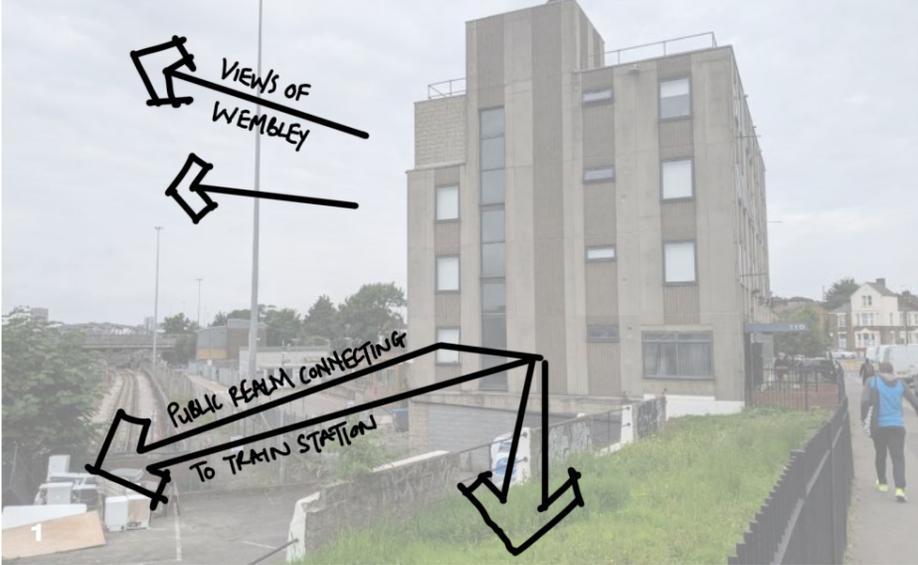
Generally, in areas close to transport hubs, pedestrian permeability is of great importance. However, the site in its current configuration does little to assist people utilising the space around the station and pedestrian flow is significantly compromised. When approaching and visiting the site, the amount of high level railings, fences and boundaries are instantly noticeable; restricting pedestrian movement whilst also reducing the quality of the space. The boundary treatments need careful consideration when taking into account the strategic importance of this site with reference to the PTAL rating (potentially 6) and connectivity opportunity moving forward. On the site itself, there appears to be a problem with fly tipping up against the boundary.

EXISTING CHARACTER

The following is taken from The Neasden Station Growth Area SPD:

Despite its prominent location adjacent to Neasden station, the overall character of the site is unremarkable. Dephna House itself is a five storey commercial building that occupies the eastern part of the site on Neasden Lane, and has been largely converted to residential use. Whilst the windows appears to have been recently replaced, the façade itself is poor quality and has been damaged or vandalised in some areas. To the rear, the vehicle access road enters the site from the North, turning to run East to West alongside the railway. The eastern part of Neasden Depot, between Dephna House and the North Circular Road, is occupied by three ancillary buildings of between one and two storeys in height, and a small car park.

There is a level change of approximately one storey between here and Neasden Lane where Dephna House rises to only four visible storeys. Surrounded by tall security fences, the site also presents a hostile frontage to Neasden Lane and has a very poor sense of greenery. Within the site itself, there is a dominance of hard landscaping.



- 1 View from Neasden Lane looking North
- 2 View from Ambulance Station car park
- 3 View from Neasden Station platform
- 4 View from Neasden Lane looking South

2.0 SITE & CONTEXT APPRAISAL

SITE CONTEXT

LOCAL CHARACTER

Neasden has a real local character which the scheme aims to capture the essence of and reinterpret to create something new, enhancing the positive qualities of the area.

Neasden has a rich heritage as a London suburb which was driven by the arrival of the Metropolitan Railway, with the public transport infrastructure playing an important role in its development. The renowned design legacy of both the Metro-land era and London Underground form a key part of Neasden’s identity and inform the materiality, colour and texture of the place.

Neasden is a place of industry, which grew out of its origins as a place of agriculture and farming. The NSGA SPD promotes street and building names which will reference factories that once dominated Neasden Lane.

Neasden has a vibrant cultural legacy and is home to the largest Hindu temple in Europe, forming the spiritual heart of Brent, reflecting religious tolerance and racial diversity in the area and across the borough.



- 1 St Catherine's, Neasden Lane -Locally Listed
- 2 Neasden Temple
- 3 Shortcroft Mead Court -Locally Listed
- 4 Neasden Lane (Historic Photo)
- 5 Neasden Power Station (Historic Photo)

2.0 SITE & CONTEXT APPRAISAL

PLANNING CONTEXT

SPD SCALE

The following extract is from the NSGA:

Development at Neasden will deliver intensified industrial uses alongside high-density residential uses, and will not shy away from its dependence on the strategic road network. Interaction between increased volumes of freight and service vehicles and a greater number of pedestrians and cyclists will be carefully managed to prioritise the safety of vulnerable road users. When analysing the massing within the SPD, there are a range of scales of development from 22 stories down to 2 storey podium elements. The taller elements of the SPD are generally adjacent to areas of infrastructure which act as key nodes for the wider development, a number of these located along the Jubilee Railway Line.

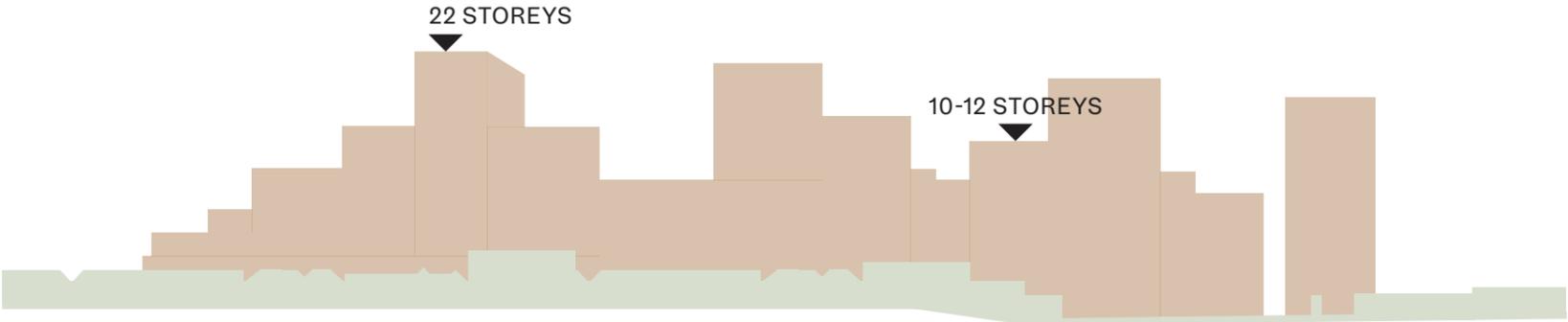
Emerging Policy now defines tall buildings as those over 30m (10 storeys). This makes a significant amount of the SPD classified as ‘tall buildings’. The site is located on the edge of a Tall Building Zone identifies the area/site as having the potential for tall buildings (subject to the scheme being in accordance with other policies). Emerging Policy BD2 also states that buildings should step down towards the edges of these zones. As the site is on the edge of the tall buildings zone, this is considered particularly pertinent in this proposal.

The following extract is taken from Brent Tall Building Strategy:
Neasden Station has one of the highest PTAL ratings in the borough. Delivery of an additional West London Orbital station would increase PTAL by 1 point across the area. The size of the Area means that it is of a suitable scale through its redevelopment to create its own character areas and be able to satisfactorily address the transition from tall buildings to adjacent low rise areas that will remain. As such the area is considered suitable as a Tall Buildings Zone.

The London Plan states:
Policy SD6 also mentions potential intensification in identified locations within town centres and capitalising on high PTAL. The site itself is located directly adjacent to Neasden Underground Station on the Jubilee Line and has a PTAL rating of 5, highlighting excellent transport connections, delivery of the WLO station would take the site to a PTAL rating of 6, which would be justification for a tall building.



Neasden existing elevational analysis



Neasden SPD elevational analysis

2.0 SITE & CONTEXT APPRAISAL

SITE CONSTRAINTS & OPPORTUNITIES

SITE CONSTRAINTS & OPPORTUNITIES

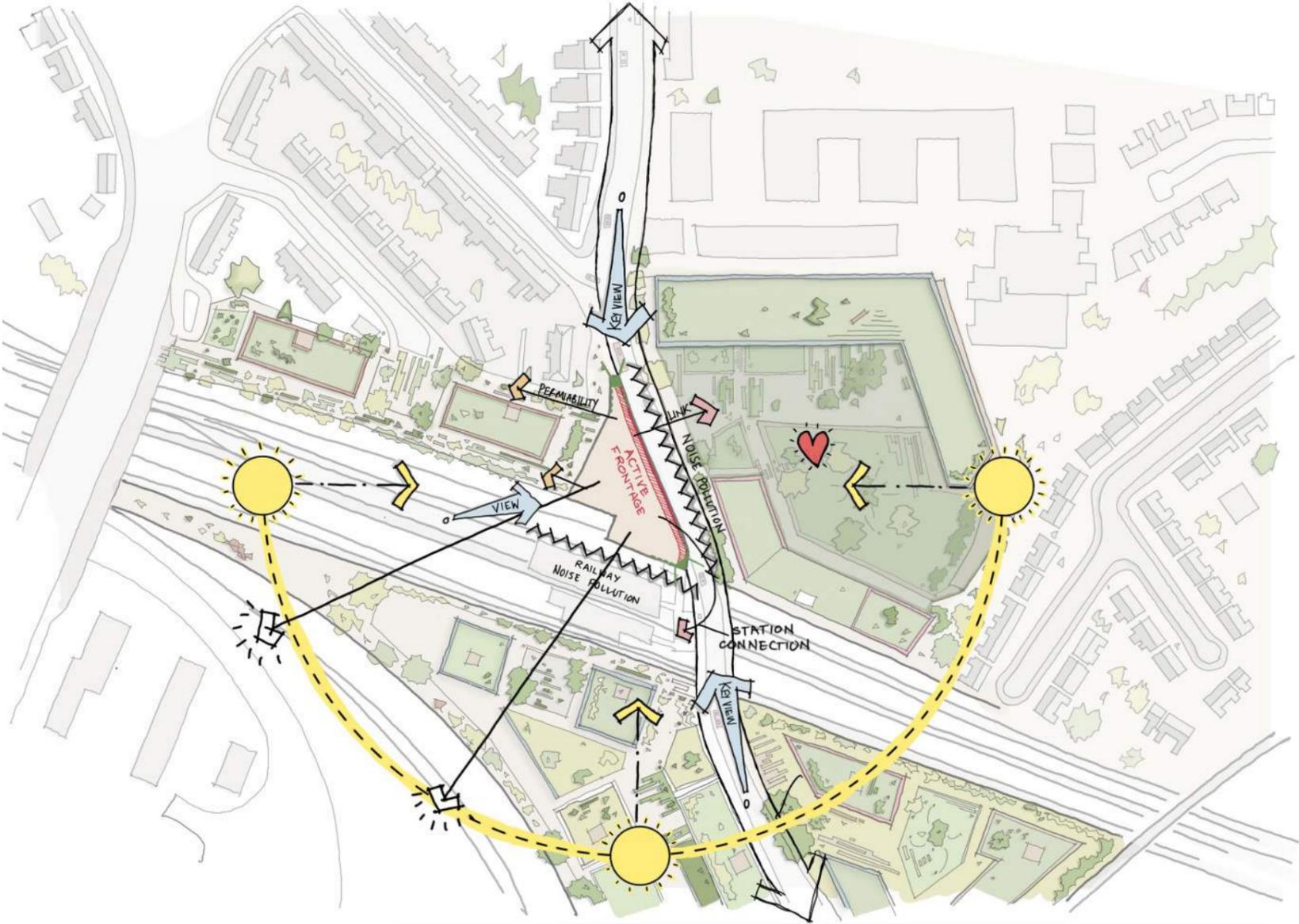
The adjacent diagram highlights the opportunities and constraints which the scheme responds to, drawn over a speculative masterplan arrangement informed by the NSGA SPD proposals;

Key Constraints:

- Noise and pollution from Neasden Lane
- Constrained service access with right of way restrictions
- Railway line proximity
- Triangular site

Key Opportunities:

- Active frontage to Neasden Lane
- Take advantage of northern and southern approaches
- Connect back into pedestrian desire lines
- Highly visible site can become a key way-finder when entering Neasden
- Good access to daylight
- Relationship to future masterplan and public spaces



3.0

DEPHNA GROUP

3.0 BRIEF

DEPHNA GROUP

WHO ARE DEPHNA?

Dephna provide food industry businesses with commercial cooking spaces for restaurants, cafés, small food vendors and catering businesses. With the first location opening in 1974, Dephna have been working alongside some of the most reputable names in the restaurants and, more recently, online food delivery industry with clients ranging from Dishoom to The Ivy. Over the last 50 years, Dephna have established themselves as one of the leading figures in the commercial kitchen industry, with the company boasting multiple sites across London including Ealing, Brent and Barnet.

Dephna kitchens provide a physical location where local food businesses can; prepare and cook delivery service only meals, produce food products for restaurant/cafe premises, and develop menus. Kitchens fitted with inbuilt ventilation and drainage and are built to meet food hygiene standards.

Dephna offers a range of commercial kitchen spaces for rent across London which are designed to suit the needs of different food based businesses. The modular kitchens design provides flexibility and adaptability, ensuring that the facilities can continue to grow and evolve, as the companies who utilise the facility grow and evolved.

The growth and development of small and young businesses is essential to Dephna. The facilities that they provide are designed with this in mind, offering flexible and adaptable spaces which can expand to a developing businesses needs. To support these fledging food entrepreneur further, Dephna aspire to provide public - business 'store front' opportunities through the introduction of public market offerings. The aspiration is to provide start-up food businesses such as street-vendors with an opportunity to showcase their product within a food-market typology with the convenient location of the building in which they rent the commercial kitchen.



- 1 Green wall in entrance space at Dephna Whetstone
- 2 Reception area at Dephna Whetstone
- 3 Dephna way-finding example
- 4 Cold storage run at Dephna Chase Road
- 5 Dephna Chase Road facility

3.0 BRIEF

DEPHNA GROUP

WHAT DO DEPHNA DO?

There are three main services that Dephna kitchens facilitate;

1. *Delivery*

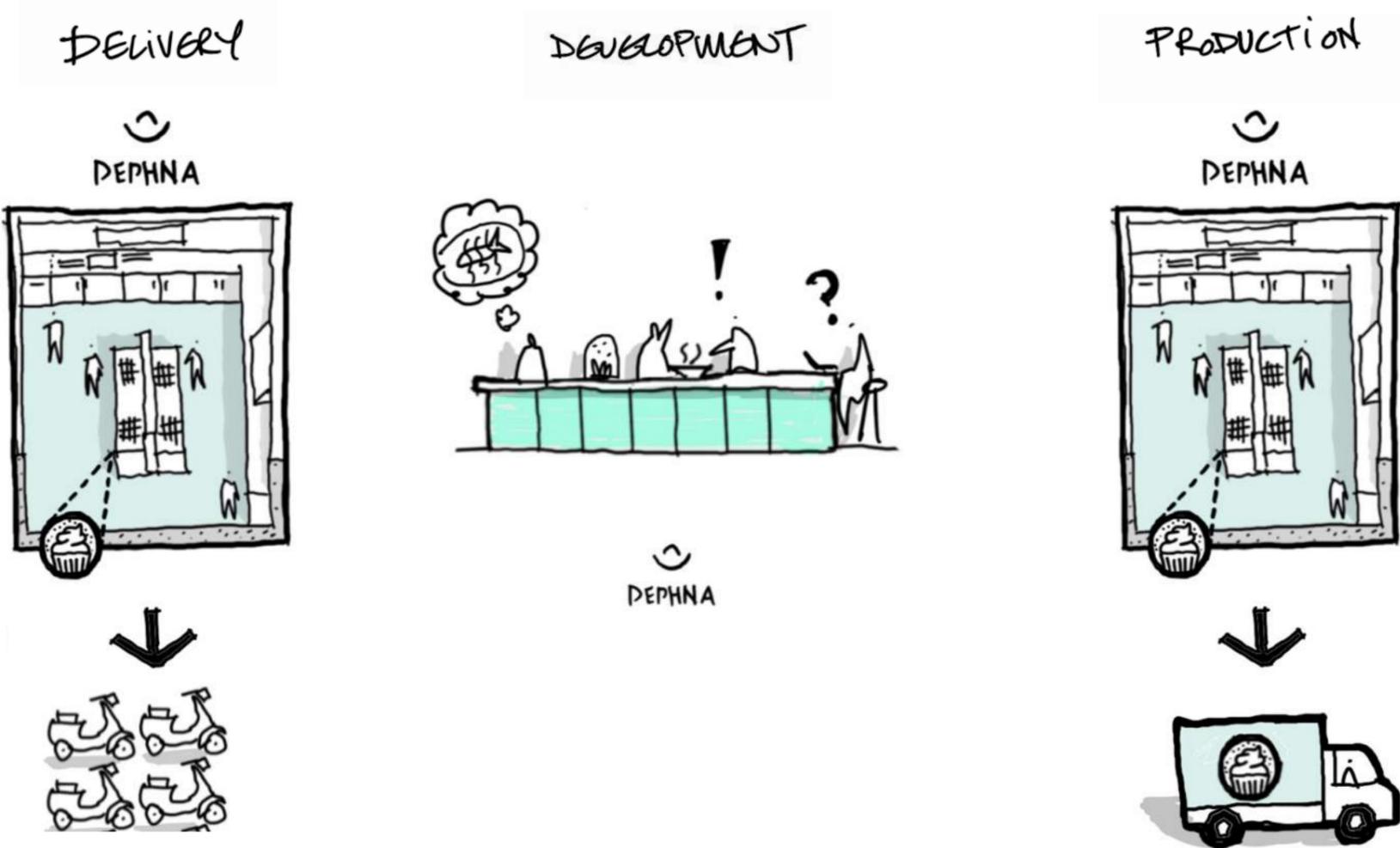
These facilities are specifically designed for restaurants and food retailers who aim to focus on a delivery-only service. Motorcycle and bicycle based delivery personnel visit the site to collect orders prepared in the kitchens before delivering to surrounding residents. The flows will be carefully managed to ensure this service does not compromise the public facing aspects of the scheme and associated public realm.

2. *Development*

The primary aim of the development kitchen is to assist with the up-scaling of food professionals or entrepreneurs organisation. This may include; food preparation, production and development of delivery and restaurant menus, or provide a dedicated space to focus on product development.

3. *Production*

Production kitchens are occupied by a range of tenants from high-street restaurants to street food vendors. They are ideal facilities for businesses which want to consolidate food production within one catering unit or for those with reduced kitchen space in their restaurant/café premises.



1

2

3

3.0 BRIEF

DEPHNA GROUP PARTNERS

WHO DO DEPHNA WORK WITH?

Since the 1970's Dephna have created a market for commercial kitchens and refrigerated cold rooms / storage for the food and drinks manufacturing industry. The business' unique offer commoditised the industrial-scale dominated food production industry, creating a market for attractive and efficient food making for small businesses. Since the companies formation, it has become the largest provider of serviced kitchens in London, supporting around 200 businesses and 800 employment opportunities with commercial kitchens, cold rooms, storage lockers and office facilities in mixed-use blocks.

Although the takeaway industry is continuing to prosper and the restaurant industry open again following the COVID-19 pandemic, it is expected that the food sector will face numerous challenges in the coming years. As a leading figure in the food production industry, Dephna and its tenants will be at the forefront of the development in food technology, such as the race to develop plant-based meat substitutes or edible food packaging and menu engineering.

From street food stalls to large corporations, Dephna work with a variety of businesses across London including food entrepreneurs, restaurants, food manufacturers and start-ups. A selection of which can be seen on the right of this page.



Dephna Kitchens Partners

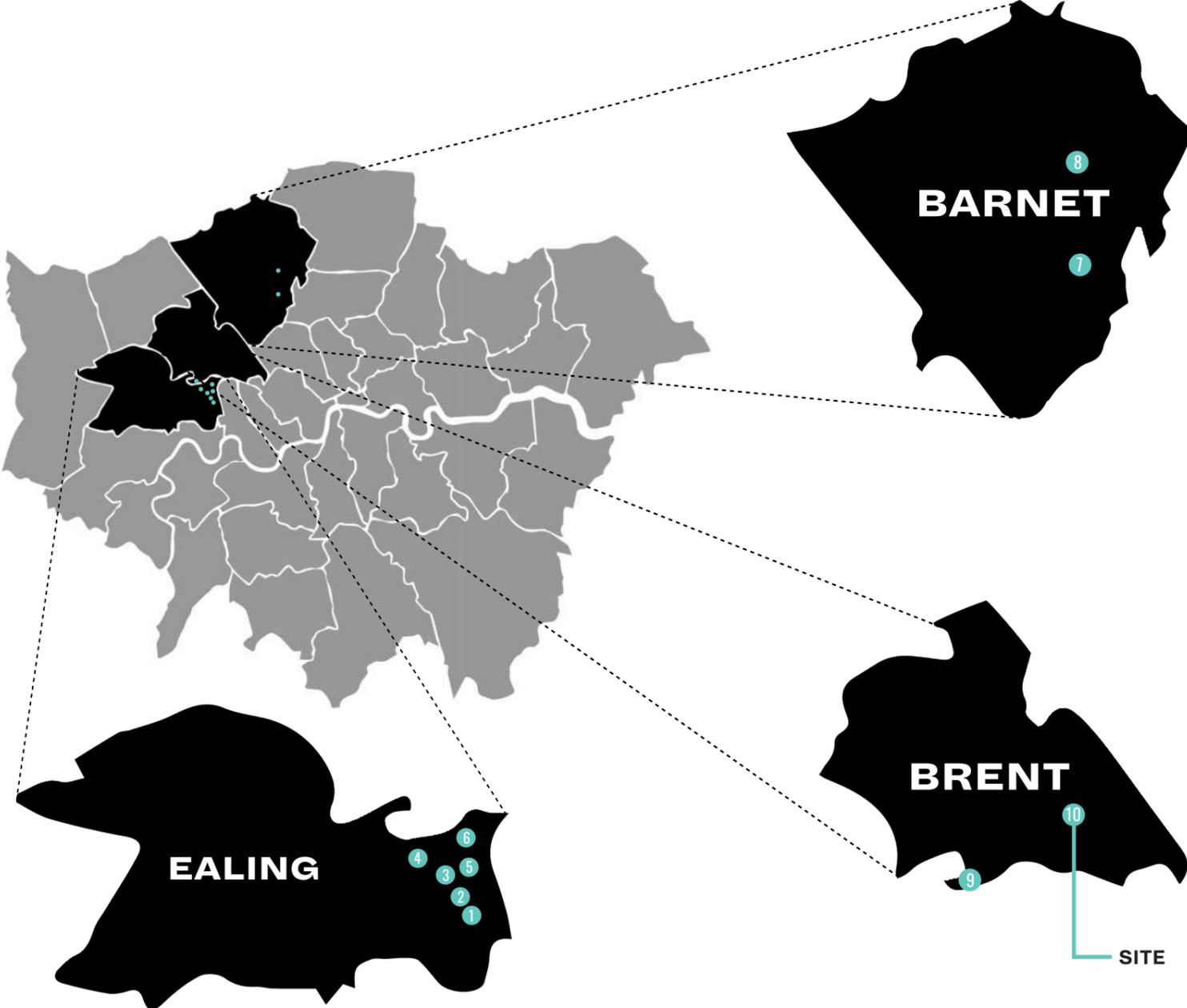
3.0 BRIEF

DEPHNA GROUP OPERATING LOCATIONS

WHERE DO DEPHNA OPERATE?

Dephna kitchens operate across the London boroughs of Brent, Barnet and Ealing. Across their 9 current locations they operate a variety of Cold Rooms, Storage Rooms, Kitchens and Offices. The 10th site is the proposed scheme of Neasden Lane.

- 1 Portal Way, Ealing: Cold Rooms, Kitchens, Offices
- 2 Acton Lane, Ealing: Cold Rooms, Storage, Kitchens, Offices
- 3 Coronation Road, Ealing: Cold Rooms, Storage, Kitchens, Offices
- 4 Britannia Way, Ealing: Cold Rooms, Storage, Kitchens, Offices
- 5 Chase Road, Ealing: Cold Rooms, Storage, Kitchens, Offices
- 6 Acton Lane, Ealing: Cold Rooms, Storage, Kitchens, Offices
- 7 Arcadia Avenue, Barnet: Cold Rooms, Kitchens
- 8 Whetstone, Barnet: Cold Rooms, Storage, Kitchens
- 9 Cumberland Avenue, Brent: Cold Rooms, Storage, Offices
- 10 Neasden Lane, Brent: Kitchens, Public Market Hall



4.0

PROPOSAL

4.0 DESIGN PRINCIPLES & EVOLUTION

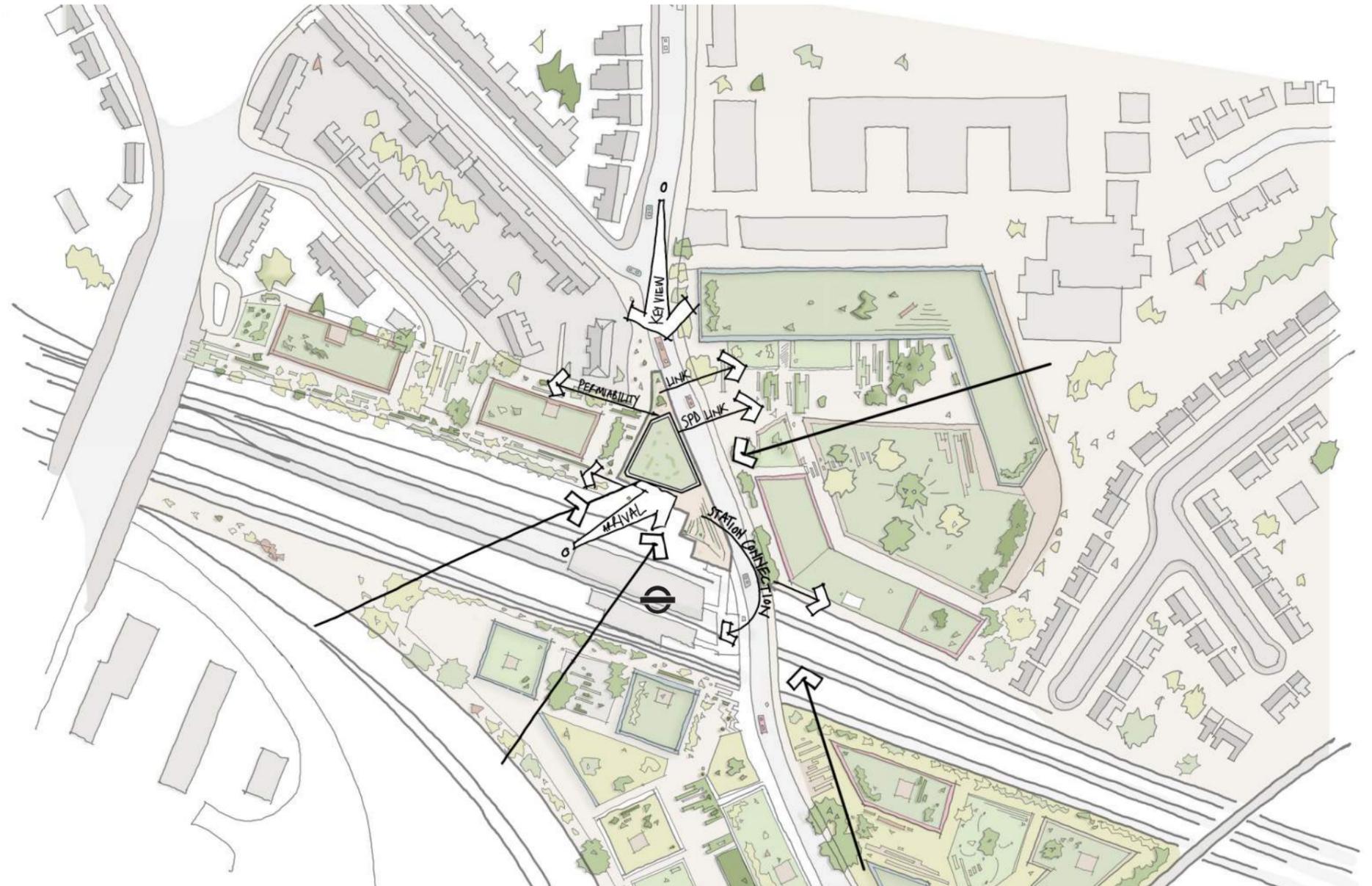
SITE STRATEGY

SITE STRATEGY

The proposal aims to deliver on the NSGA SPD's aims to create a connected Neasden which is accessible and easy to move around. A carefully designed public realm will play an important role in the local movement network, significantly enhancing connectivity and interaction with the station and Neasden Lane.

With anticipated increased working from home following the Covid-19 pandemic, a large public market hall offering as an extension to Neasden Lane will allow local residents access to an important amenity within an easy walk of their homes, connecting into safe and accessible network from the local town centres and open spaces.

This development will help Neasden deliver intensified industrial uses alongside the future high-density residential uses proposed, and does not shy away from its dependence on the strategic road network. Interaction between service vehicles and pedestrians and cyclists will be carefully managed to prioritise the safety of vulnerable road users.



Proposed site strategy sketch

4.0 DESIGN PRINCIPLES & EVOLUTION

MASSING ANALYSIS

SITE STRATEGY

The building's innovative industrial stack allows for a dense employment offer to stitch within the proposed masterplan, at a key transport node. The height of the proposal is carefully considered to allow the cluster to step down from a central high point, whilst still delivering a landmark, celebrating industry in Neasden, visible from a number of key approaches.



Proposed Dephna House scheme sketched into the illustrative 3D massing sketch for optimised co-location option 3 from the NSGA SPD

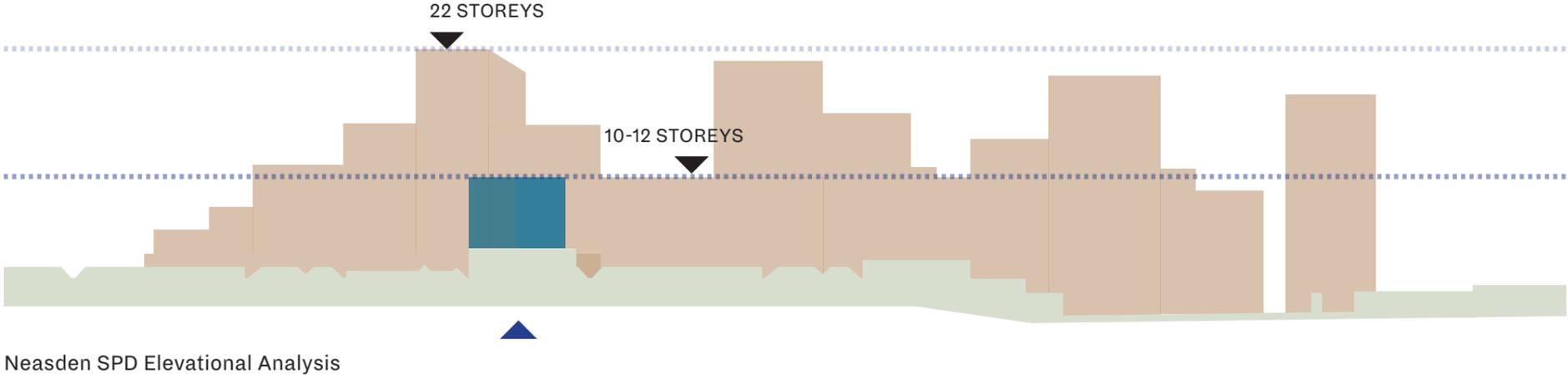
4.0 DESIGN PRINCIPLES & EVOLUTION

TOWNSCAPE SPD ANALYSIS

PROPOSED SCALE

The existing context of Neasden is fairly low rise with the current Dephna House building providing a four storey high point. The NSGA masterplan proposals will significantly change the nature of the context which this scheme is responding to however, creating clusters of tall buildings with high points up to 22 storeys.

The proposed height of 10 storeys from Neasden Lane (with plant then at roof level) is strategically considered to balance two key factors. Firstly, it allows the Neasden Station tall building cluster to step down towards the edge to soften the impact on the existing neighbouring community. This is balance against wanting to maximise the strategic potential of the site, creating a clear landmark for Neasden at this important arrival point into the town.



- Proposed
- Existing
- Dephna House Site

Wider Proposed Urban Elevation With Dephna House

4.0 DESIGN PRINCIPLES & EVOLUTION

SUSTAINABILITY IN DESIGN

RENEWABLE & PASSIVE DESIGN PRINCIPLES

The site is well located within a short walk to Neasden Station and this will help to promote walking and cycling instead of travelling by car for the staff and members of the public. The building has been designed to incorporate passive design principles.

The list of proposed green enhancements have been split into the following:

Fabric First:

- Vertical fins provide passive shading to the long eastern and western façades
- High performing external doors and windows- both thermally and air tightness
- Louvres across each facade maximised the opportunity for local ventilation
- Facade materials with recycled content proposed for both the plinth and upper levels

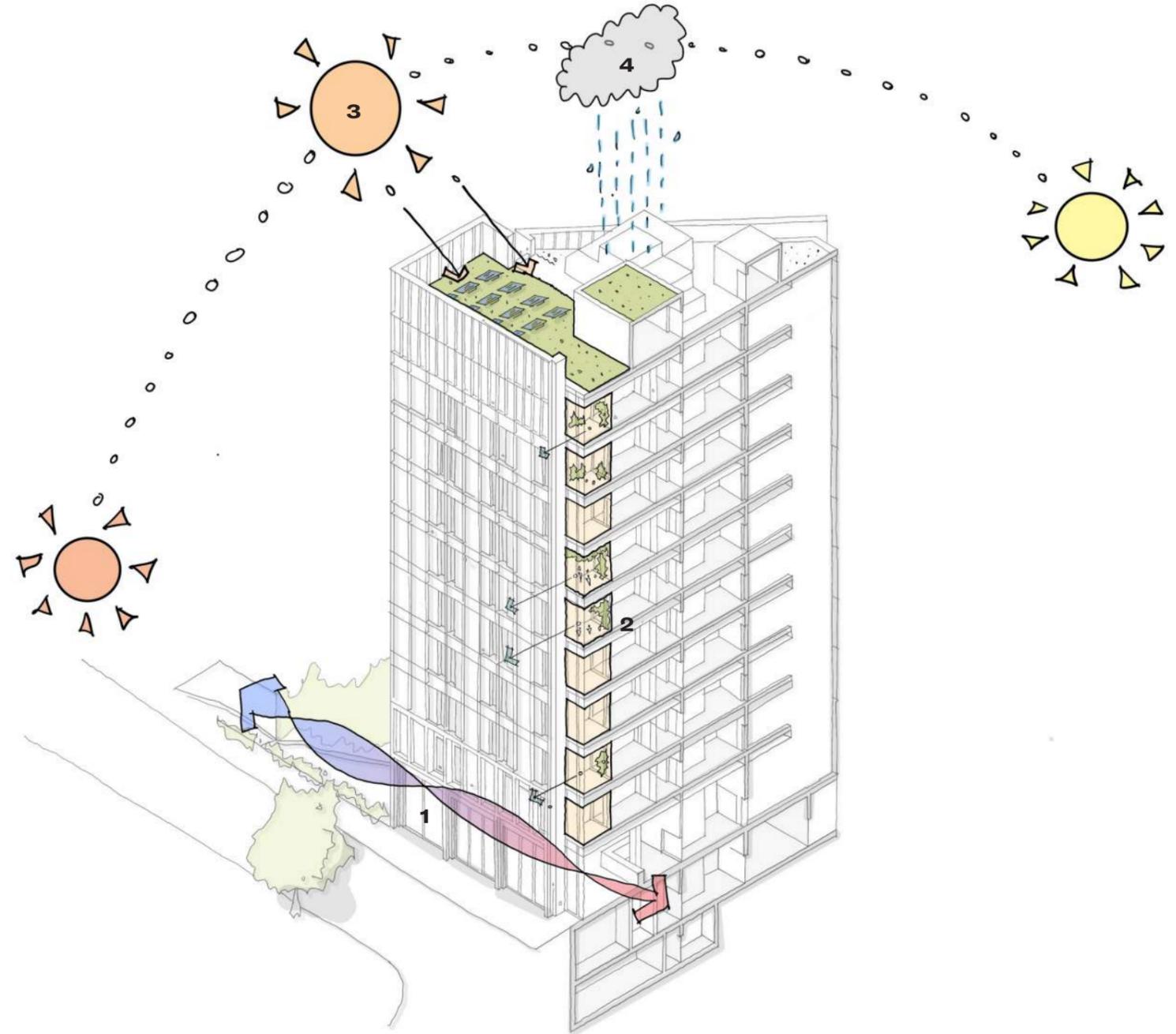
Ecological:

- Landscaped areas with a combination of permeable paving, raised planters and soft landscaping
- Extensive sedum roof with solar panels for renewable energy generation
- Utilisation of native planting which are adapted to the local micro-climate and soil conditions

Water Sustainability:

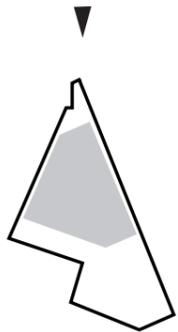
The building and landscape design has been developed to maximise permeable surfaces and minimise water run off wherever possible in order to assist in the attenuation of rainwater on site with the provision of green roofs.

Internally low flow rate fittings will be specified and the installation of water. Dual flush toilets and flow regulated showers/taps. The potential for rainwater capture to feed the grey water systems is to be considered as the detailed design progresses.



- 1 Cross ventilation
- 2 Staff rest areas with a view
- 3 Sun path
- 4 Water attenuation

4.0 THE SCHEME PROPOSAL



4.0 THE SCHEME PROPOSAL

CHARACTER, MATERIALITY & PRINCIPLES

The proposal has a clearly defined two storey plinth which aligns with the principles of the NSGA SPD and works to build a visual link to the two storey residential properties to the north of the site. A colonnade language creates large openings to activate Neasden Lane. At the ground level these connect through to the food hall and at first floor, these either allow views into the show kitchens or LED advertising boards which Dephna clients can take advantage of to promote what is on offer in the market space below.

A deep red, articulated aluminium cladding has been chosen as it relates to the predominant red brick throughout Neasden, as well as understanding red as a colour within the culinary world. Red is eye-catching and triggers appetite, likely because the colour indicates ripeness or sweetness when found in natural foods like berries. Therefore, it is hoped that the proposed architectural language is an enticing prospect for the local community.

Variation In Density Of Finned Facade
Aids To Split The Block Into Two

Metal Finned Facade

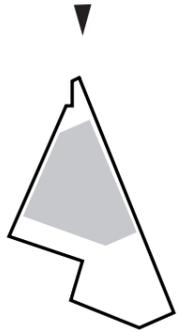
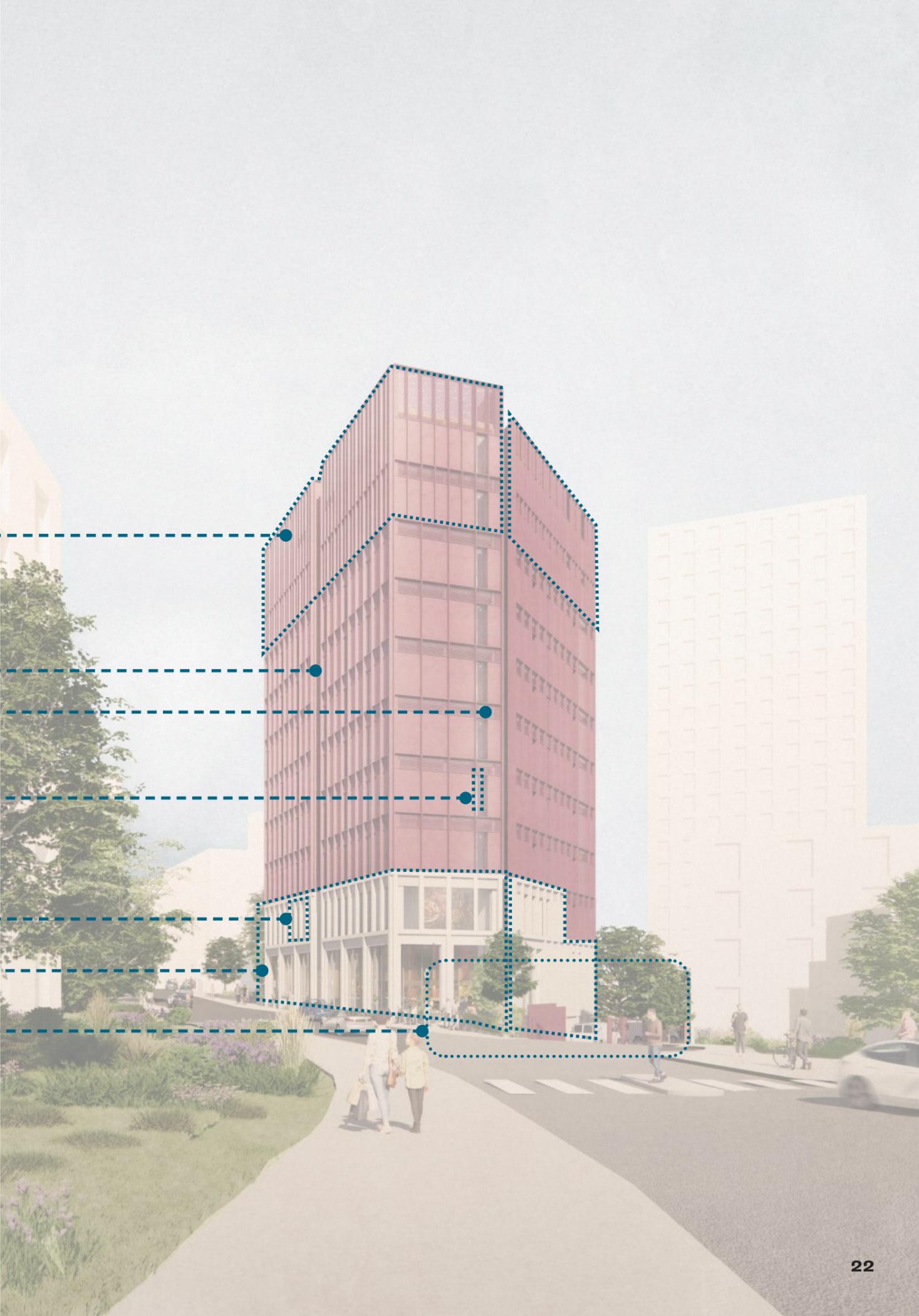
Lightweight Glass Curtain Walling

Small Window Apertures Sit
Within The Finned Facade Grid

Digital Advertising Boards Within
Podium Recesses

Exposed Concrete Colonnade /
Ground Floor Podium

High Quality Soft Landscaping
With Ground Level Lighting



4.0 THE SCHEME

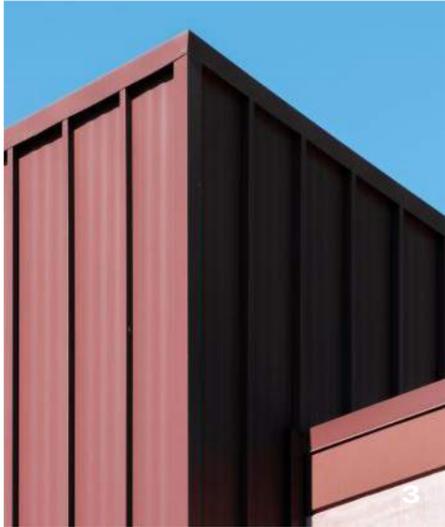
CHARACTER & MATERIALITY

MATERIALITY & PRECEDENCE

An aluminium finned facade wraps the upper levels of the scheme with an exposed pre-cast concrete/stone podium providing contrast and defining a datum at the level. The variation in the density of the fins across the facade aims to define elements of the upper block.

The protruding grid provides a depth which plays with light and shadow; emphasising the quality of the scheme. This almost forms a sort of lattice work that serves to characterise the facade, a contemporary and minimal take on the more ornamental approach seen at the iconic Neasden Temple (see below).

The scheme aims to honour Neasden’s heritage as a London suburb, which was driven by the arrival of the Metropolitan Railway, with the importance of transport infrastructure reflected in the design of the buildings carefully chosen materiality and expressed metal facade.

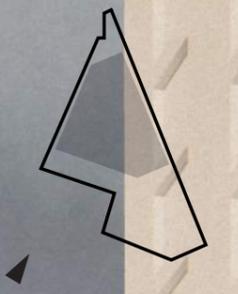


1 R7 Kings Cross / Duggan Morris
 2 Reference study model
 3 Cladding tone example

4 R7 Kings Cross / Duggan Morris
 5 Aluminium cladding example
 6 Neasden Temple

4.0 THE SCHEME

VIEW FROM NEASDEN STATION



4.0 THE SCHEME

ACTIVATED FRONTAGES

ACTIVATED FRONTAGES

A distinct podium level activates the full eastern threshold between the site and Neasden Lane. The extent of fenestration has been specified to ensure that each kitchen in the scheme has two windows which serve to animate the full extent of the facade as capture in the adjacent visual. This provides opportunities to get glimpses into the kitchens which will give a unique animation and experience to people who pass the building, promoting a sense of engagement with it and the services it offers.



4.0 THE SCHEME

LANDSCAPE, GREENING & BIODIVERSITY

STITCHING INTO THE PUBLIC REALM

The Neasden Station Growth Area SPD states that: *Neasden will reflect the need for good quality streets, which has become increasingly important throughout the Covid-19 pandemic, and capitalise on shifting attitudes towards walking and cycling. Within the broader hierarchy of streets and routes defined across Neasden, quieter streets will be low-traffic and safer for pedestrians and cyclists, supporting good health and well-being and effecting lasting behaviour change.*

The proposal looks to seamlessly stitch the proposed public offering into the wider urban realm (proposed within the SPD).

The scheme steps back from the site boundary to both the north and south, offering back pockets of 'green' space to the public realm and connecting to the wider Neasden masterplan.

The newly established public realm allows the commercial spaces at ground floor to extend and activate these pockets of landscaping, blurring the boundaries between outdoor and indoor whilst activating frontages and providing pleasant defensible space.



View Looking South Along Neasden Lane



4.0 THE SCHEME

LANDSCAPE, GREENING & BIODIVERSITY

CREATING POSITIVE PUBLIC REALM

Providing accessible and high-quality public realm which stitches into the wider urban realm proposed within The Neasden Station Growth Area design is essential to the proposal. In order to define the site as a new destination within the proposed community, it is crucial that the proposal aligns with the SPDs aspiration to provide good quality streets with attractive and active frontages along Neasden Lane.

The design team see the area to the south of the site as an opportunity to provide much needed public green space adjacent to the station, defining the site as a destination and strengthening the masterplan's connection to the station.



- 1 Finsbury Avenue Square / DSDHA
- 2 New Road Landscape / Gehl Architects
- 3 Bendigo Hospital / Oculus II
- 4 Neo Bankside / Richard Rogers

4.0 THE SCHEME

PUBLIC PARK



4.0 THE SCHEME THE MARKET



4.0 THE SCHEME

THE MARKET



4.0 THE SCHEME

KITCHENS

BASE PROVISION



Dephna provides a base provision for the commercial kitchens which then future tenants can adapt to suit their specific needs. The design proposed high quality, durable materials that will be able to last across multiple tenancies to avoid unnecessary material waste.

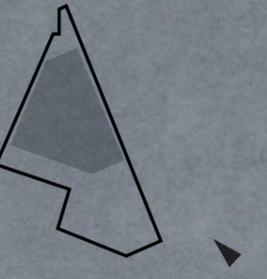
CLIENT FIT-OUT



This visual anticipates how a potential client could then animate the space to suit their own needs. This illustration conceives a development kitchen where the tenant develops and tests new recipes before rolling them out for wider production and consumption.

4.0 THE SCHEME

VIEW FROM NEASDEN LANE



DEFA

THANKS