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Contents

<b>1.0</b>	<b>Introduction</b>	<b>4.0</b>	<b>Design Proposals</b>	<b>5.0</b>	<b>Landscape and Public Realm Design</b>	<b>8.0</b>	<b>Appendices</b>
1.1	Scheme Overview	4.1	Scheme Overview	5.1	Introduction	8.1	Area Schedule
1.2	Purpose of the Design and Access Statement	4.2	Land Use	5.2	Landscape Context	8.2	Unit Mix
1.3	Project Vision	4.3	Massing and Scale	5.3	Local Context		
1.4	Project Team	4.4	Public Realm - Interface with PFS site, Youth space, and The Roundhouse	5.4	Local Material Palette		
1.5	DSDHA + BBUK	4.5	Amenity Spaces	5.5	Site Constraints		
1.6	Executive Summary	4.6	Appearance + Materials	5.6	Site Opportunities		
<b>2.0</b>	<b>Context Analysis</b>	4.7	Ground Floor Commercial Units Strategy	5.7	Public Realm Key Moves		
2.01	Site Location	4.8	Daylight	5.8	Ground Level Proposal		
2.02	Existing Site	4.9	Fire	5.9	Podium Level Proposal		
2.03	Existing Buildings and Open Spaces	4.10	Crime Prevention Strategy	5.10	Roof Level Proposal		
2.04	Emerging Context	4.10.1	Management and Maintenance	5.11	Tree Species		
2.05	Conservation Areas & Listed Buildings	4.11	PBSA Building - Student Housing Building	5.12	Typical Tree Pit Details		
2.06	Existing Scale, Character and Appearance	4.11.1	PBSA Building - Access and Servicing	5.13	Hard Landscape Strategy		
2.07	Historical Context	4.11.12	PBSA Building - Design Principles	5.14	External Lighting Strategy		
2.08	Existing Views and Streetscape	4.11.2	PBSA Building - Benchmarking	5.15	Circulation Strategy		
2.09	Streetscape Analysis	4.11.3	PBSA Building - Student Living	5.16	Short Stay Cycling Parking		
2.10	Challenges and Opportunities	4.11.4	PBSA Building - Internal Planning	5.17	Urban Greening Factor		
2.11	100 Conversations	4.11.5	PBSA Building - Accommodation	5.18	Public Open Space Assessment		
2.12	Transport Context			5.19	Play Space Assessment		
<b>3.0</b>	<b>Design Evolution</b>			5.20	Landscape Management + Maintenance		
3.1	Concept Design + Public Realm Principles	4.12	C3 Housing Building - Affordable Housing	<b>6.0</b>	<b>Inclusive Design</b>		
3.2	Responding to context / tall buildings analysis	4.12.1	C3 Housing Building - Access and Servicing	6.1	Introduction		
3.3	Massing and Scale	4.12.2	C3 Housing Building - Design Principles	6.2	Design Philosophy		
3.4	Alternative Designs Considered	4.12.3	C3 Housing Building - Internal Planning	6.3	Overview		
3.5	Historic Context Reponse			6.4	Design		
3.5.1	Historic Context Response - Regents Canal CA			6.5	The Buildings		
3.6	Consultation Process			6.6	The Buildings- Finishes		
				6.7	Conclusion		
				<b>7.0</b>	<b>Sustainability</b>		
				7.1	Introduction		
				7.2	Residents' Comfort - Good Health and Wellbeing		
				7.3	Sustainable Land - Use and Ecology		
				7.4	Sustainable Water Cycle		
				7.5	Whole Life Carbon Emissions		
				7.6	Wider Sustainability Considerations		
				7.7	Social Value		

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100 Chalk Farm Road

# 1.0 Introduction





# 1.0 Introduction

## 1.1 Scheme Overview

This Design and Access Statement has been prepared by DSDHA on behalf of Regal Chalk Farm Limited (‘the Applicant’) in support of an application for full planning permission for the redevelopment of 100 Chalk Farm Road (‘the Site’) within London Borough of Camden (‘LBC’).

A listed building consent application accompanies the application for works to the adjacent Roundhouse, which is a Grade II\* listed building.

The site is located on the south-western side of Chalk Farm Road and borders the mainline railway into Euston, with the Juniper Crescent Housing Estate to the south. It lies within the Regents Canal Conservation Area, to which the existing building on the site is a neutral contributor. To the west, the site is adjacent to the Grade II\* listed Roundhouse theatre and live music venue. Beyond that, to the north-west is Chalk Farm Underground Station. To the east is the Petrol Filling Station site, which forms part of the Camden Goods Yard development and is currently in use as a temporary supermarket.

The development will provide 265 student accommodation units, together with 824 sqm (GIA) of commercial space, 24 affordable residential units, with public realm improvements, new areas of landscaping, amenity and play space, and improved accessibility to the site.

### Description of the development

The description of development is as follows:  
“Demolition of existing buildings and redevelopment of the site to provide two buildings containing purpose-built student accommodation with associated amenity and ancillary space (Sui Generis), affordable residential homes (Class C3), ground floor commercial space (Class E) together with public realm, access, servicing, and other associated works.”

Full details and scope of the planning application is described in the submitted Town Planning Statement, prepared by Gerald Eve LLP.



View of the Proposed Development Site from Haverstock Hill 2023



# 1.0 Introduction

## 1.2 Purpose of the Design and Access Statement

This Design and Access Statement has been prepared by DSDHA and other members of the design team to explain the planning application being submitted by the Applicant, Regal Chalk Farm Limited. This document should be read in conjunction with the application drawings and other documents within this application. This Statement has been prepared to illustrate the analysis, the design development and detailed proposals for the proposed buildings; to describe the thinking behind the submitted scheme and to satisfy Article 9 of the Town and Country Planning (Development Management Procedure)(England) Order 2015 ("DMPO"), which requires at Article 9(2) that applications for major development are accompanied by a statement about:

- The design principles and concepts that have been applied to the development; and
- How issues relating to access to the development have been dealt with.

Article 9(3) prescribes that a Design and Access Statement must:

- Explain the design principles and concepts that have been applied to the development;
- Demonstrate the steps taken to appraise the context of the development and how the design of the development takes that context into account;
- Explain the policy adopted as to access and how policies relating to access in relevant local development documents have been taken into account;
- State what, if any, consultation has been undertaken on issues relating to access to the development and what account has been taken of the outcome of any such consultation; and
- Explain how any specific issues which might affect access to the development have been addressed.

A full planning policy assessment in terms of design and access is provided within the Planning Statement prepared by Gerald Eve which forms part of this application. The statement is split into eight sections as follows: 1.0 Introduction; 2.0 Context Analysis; 3.0 Masterplan and Design Evolution; 4.0 Design Proposals; 5.0 Public Realm and Landscape; 6.0 Inclusive Design; 7.0 Sustainability; and 8.0 Appendices.



Overview of the proposed development from junction of Haverstock Hill and Chalk Farm Road

## 1.3 Project Vision

The brief for the project is to create best-in-class purpose-built student accommodation together with much-needed affordable homes in a collection of buildings that respond sympathetically to and enhance the local context.

Commercial uses will be retained to create an active ground floor, addressing new high quality public realm along Chalk Farm Road.

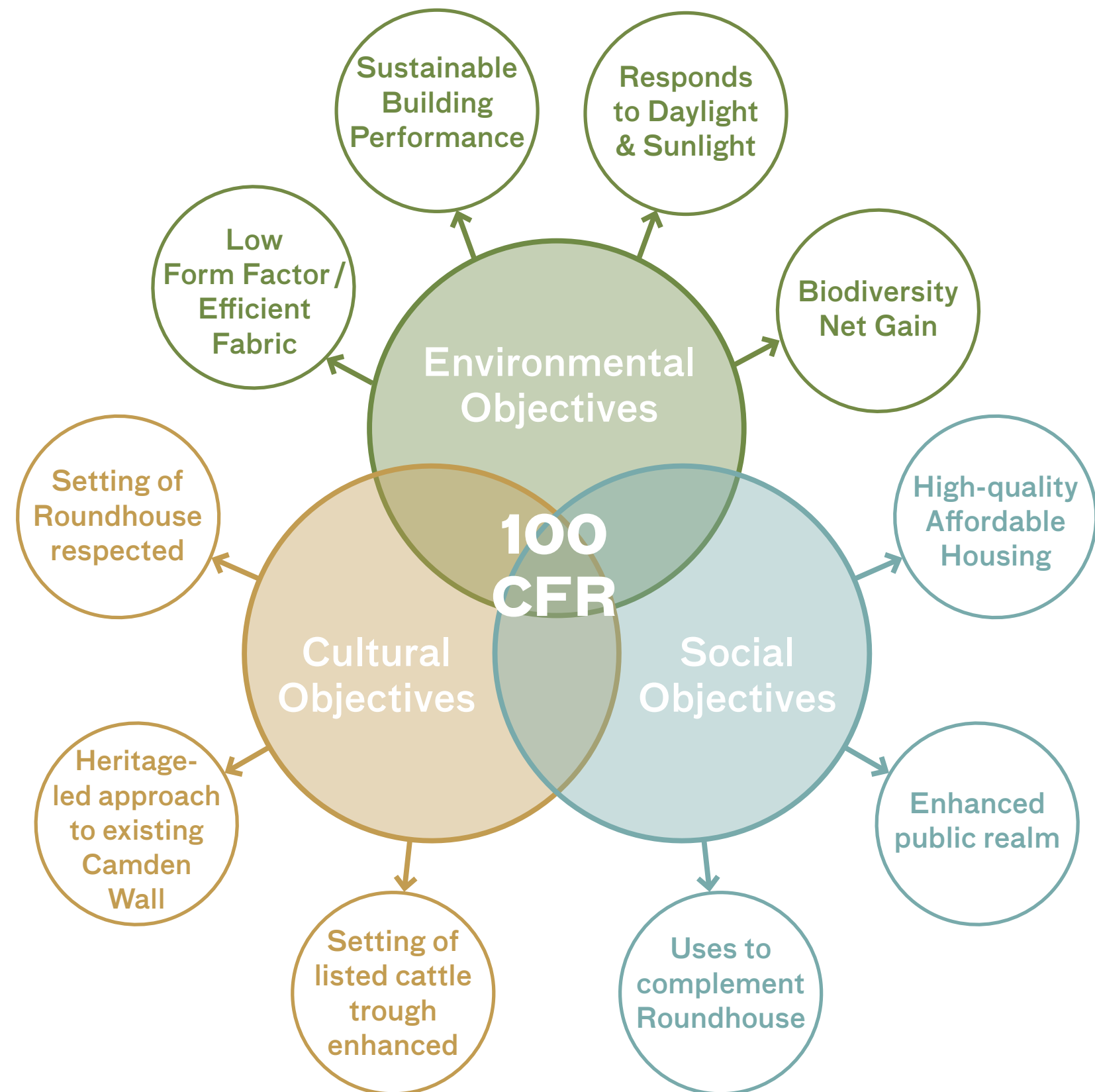


Diagram outlining project objectives

1.3 Project Vision

Scheme Benefits

The proposed new development seeks to deliver a sensitive, high-quality and sustainable group of new buildings that respond to its local character and history, reflecting the identity of its surroundings and materials, while maximising active street frontages and new public realm - paramount to creating a sense of place within and around the development.

There are number of social, economic and environmental benefits which the Proposals will deliver which can be summarised as follows:

- **Regeneration of a vacant, underutilised site in a sustainable town centre location;**
- **High quality development that enhances the setting of the Roundhouse;**
- **Opening up of site with accessible public realm for local residents, workers and visitors;**
- **Contributing to provision of student housing, the demand for which is currently unmet;**
- **Provision of much needed affordable homes, including family homes, with the following tenure:**

	1B/2P	2B/4P	3B/5B	Total	HR	%HR
<b>Social Rent</b>	2	5	6	13	49	63
<b>Intermediate</b>	4	7	0	11	29	37
<b>Total</b>	6	12	6	24	78	
<b>%</b>	25	50	25			

- **Provision of 3 no. affordable residential units (2 no. 3B5P and 1 no.2B4P units) to Part M4(3)-(2)(b) ‘wheelchair accessible dwellings’ standards.**
- **Ground floor commercial uses providing activation of street and passive surveillance of the new Youth Space, which is being delivered by the neighbouring development;**
- **Employment opportunities in construction (210 jobs) and operational stage (80);**
- **Estimated local spending by students of over £3m per year on goods and services;**
- **Car free scheme with generous provision of cycling facilities;**
- **Energy efficient, low carbon building, with urban greening and biodiversity improvements.**



1.4 Project Team



**Applicant**  
Regal Chalk Farm Limited  
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NW6 3QH



**Fire Consultant**  
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**Planning Consultant +  
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**CDM Health and Safety  
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Sweco  
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Via, Wilson St, London  
EC2M 7LS



# 1.0 Introduction

## 1.5 Design Team - Architecture and Landscape

DSDHA are delighted to be working together with the Applicant and with landscape architects, BBUK, to create a new group of buildings and public spaces to serve the evolution of this district.

**DSDHA**  
Founded by Deborah Saunt and David Hills in 1998, we're an architecture, urban design and research practice, with the persistent search for new forms of beauty through active design, research and agency at the heart of everything we do. For us, architecture isn't about bricks and mortar and cities aren't about buildings, they're both about people.

London needs to be a city where people want to live, work, learn and travel. Sometimes architects (and architecture) can lose sight of this fact. We don't. We design beautiful buildings but, more than that, we design environments – buildings, urban landscapes and master plans that serve people. It's an approach we have adopted across Camden, London and beyond, as illustrated in some of our recent projects.

Our work has been recognised with 18 RIBA Awards, and has twice been nominated for the European Union Mies Van Der Rohe Prize for Contemporary Architecture, and shortlisted for the RIBA Stirling Prize. But more than that, it's been taken to the hearts of communities.

**BBUK**  
Led by Harriet Bourne, BBUK is an award winning landscape practice established in January 2002. From inception the practice has taken on a wide range of projects ranging from Streetscape Design Guidance, residential schemes, Public Parks and Open Spaces through to private gardens for individual and commercial clients.

The design philosophy of the practice is based on a belief that as designers they should not impose their personalities on a site, but rather seek to discover and reveal the essential characteristics of each place, be this through the ecology, landform, vegetation or urban context; to find the extraordinary in the ordinary.

They do not have a typical style, tailoring each project to suit the site and the client. The results are a sensitive and beautifully crafted range of projects that work on many levels, from setting the new design within the existing landscape through to immaculate detailing.



Corner House, Fitzrovia by DSDHA



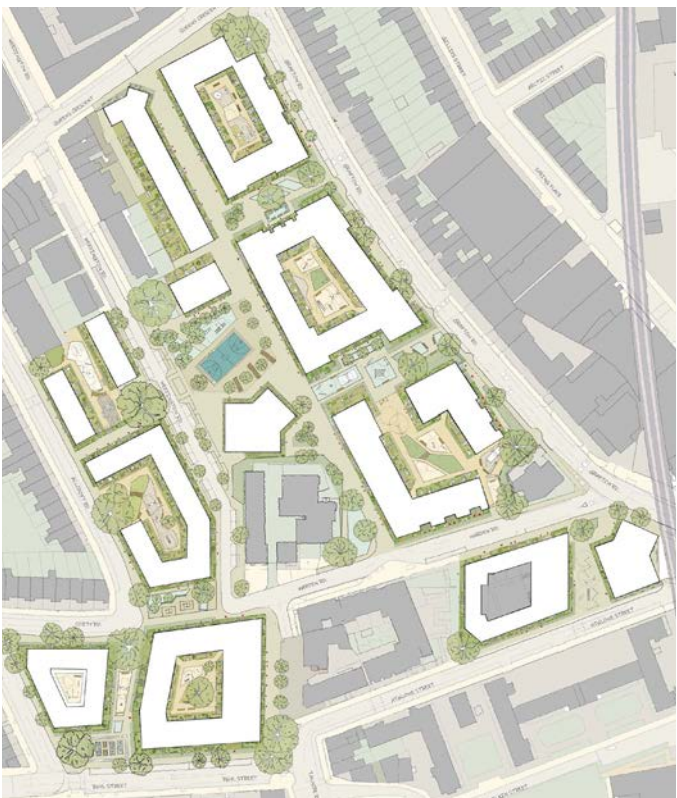
Suffolk House, Fitzrovia by DSDHA



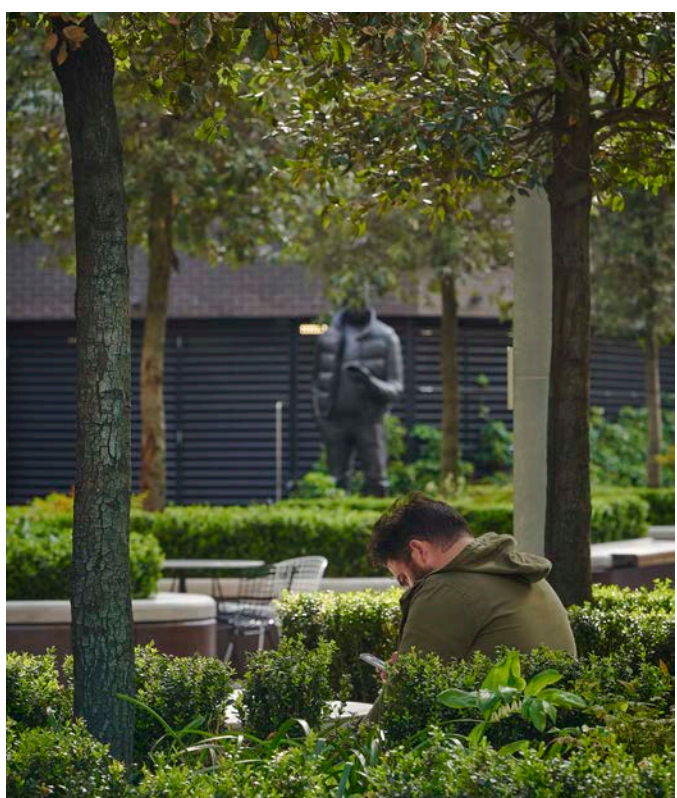
British Library Extension, Somers Town by DSDHA



Eddington, Cambridge by BBUK



West Kentish Town, Camden by BBUK



White Collar Factory, Old Street by BBUK



# 1.0 Introduction

## 1.6 Executive Summary

### Introduction

The Site is owned by Regal Chalk Farm Limited, who has identified the opportunity to create a sensitive, comprehensive and high quality Purpose Built Student Accommodation-led scheme, which also delivers much needed Affordable Housing for Camden. This housing would be delivered alongside a vibrant mix of uses, high quality architecture, new and improved public spaces and landscaping which encourages activity and sustainable travel at the Site and which meets the needs of the local community and new residents. The development will provide 265 student accommodation units, together with 824 sqm (GIA) of commercial space, 24 affordable residential units, with public realm improvements, new areas of landscaping, amenity and play space, and improved accessibility to the site.

### Overview

The site is on the south side of Chalk Farm Road (A502), directly to the east of the Roundhouse, a Grade II\* entertainment venue. To the rear, the site is bounded by a surface level railway line (mainline rail to Euston) with a circa 3 metre retaining wall running along the rear boundary of the site. Beyond that is the Juniper Crescent Housing Estate, which is the subject of future redevelopment proposals.

To the east is the former Morrisons petrol filling station (PFS) which is being redeveloped as part of a wider development known as Camden Goods Yard (CGY). The wider development is currently under construction through a joint venture between St. George and Morrisons. The adjacent site is currently in use as a temporary supermarket but has planning permission for a 6-storey building with replacement PFS and ground floor retail with circa 8,000 sqm of office floorspace on upper floors. There is also a Section 73 approval to provide an electric vehicle charging facility and to undertake various design changes to the approved scheme, including extending the building towards the boundary with the application site.

The landscaping proposals deliver considerable public realm, communal and private open space to include residential gardens, roof terraces, play spaces and enhanced biodiversity.



Aerial overview of proposed development showing building heights in numbers of storeys of the PBSA and Affordable Housing Buildings



# 1.0 Introduction

## 1.6 Executive Summary

The Proposed Development comprises a number of buildings as follows:

- PBSA Building - Student Accommodation and Commercial Units
- Affordable Housing Building

### Context

The analysis of the context has been fundamental in the development of the proposals. Understanding the character of the neighbouring buildings, their urban morphology, identifying the significance and opportunity of key views, as well as the historic context of the Site, have all been used to inform the design proposals.

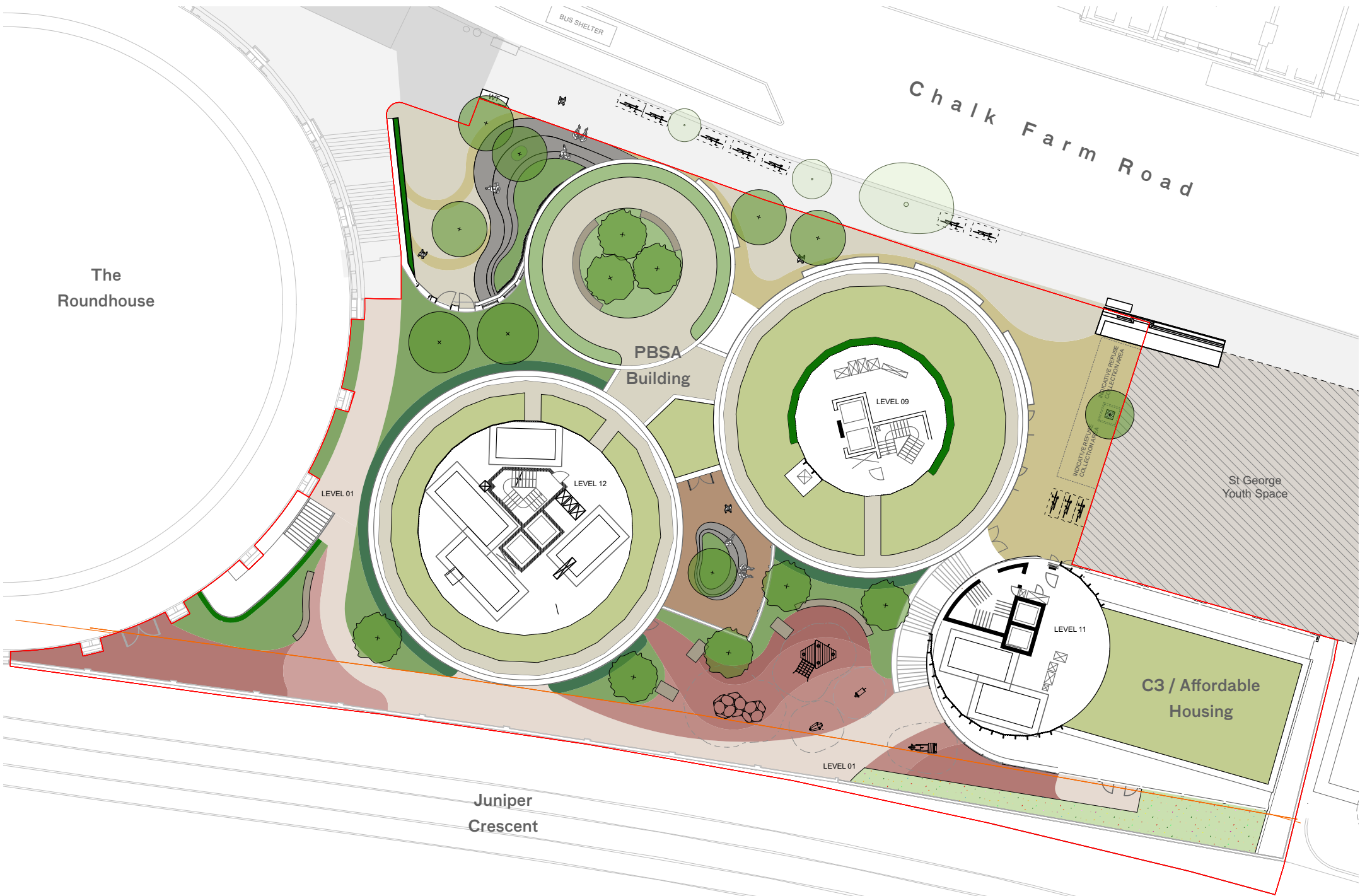
The built heritage and emerging context of the development site location has shaped the design, in particular. This is described in more detail in section 2.0 and 3.0 of this document - the key considerations are:

1. The character and identity of the immediate local area, namely along Chalk Farm Road.
2. The heritage significance of the neighbouring grade II\*-listed Roundhouse.
3. The character of the Regent's Canal Conservation Area within which the site is located.
4. The emerging character of the Camden Goods Yards, which are in the process of undergoing significant development

### Design Evolution

The design seeks to build on the strengths of the Site and overcome its constraints. The Site has many exceptional qualities; its built industrial heritage; diversity in scales and densities as it sits within the Regents Canal Conservation Area but in the high street condition of Chalk Farm Road.

The proposed scheme supports a strong local sense of community, while aiming to create a new destination that unites the character of these different areas. The redevelopment of the Site offers the opportunity to repair the public realm and to create new public space on Chalk Farm Road.



Proposed Site Plan



# 1.0 Introduction

## 1.6 Executive Summary

### Consultation Process

The Applicant has been committed to extensive on-going consultation and collaboration with existing residents, neighbours and the wider community from the outset and has developed a comprehensive consultation and engagement programme for the scheme. It has sought throughout to create an engagement process that is thorough, inclusive, honest and transparent and which fully accords with relevant policies and guidance.

The objective of the engagement process has been to ensure that the community has an opportunity to understand and help shape the proposals for the Chalk Farm Road in order to help create a better proposal and bring substantial benefits to the area. This process is detailed in the Statement of Community Involvement prepared by Meeting Place and attached to this Planning application.

### Buildings

- The 100 Chalk Farm Road development consists of two buildings:
- 1. PBSA Building comprising 265 student room and associated amenity space, plus 2 no. commercial units at ground floor and basement level.
  - 2. Affordable Housing building comprising 24 no. flats.

In terms of Affordable Homes, the development includes high quality homes to meet the GLA Housing Design Standard LPG.

### Public Realm

The public realm is an integral part of design and is intended to be the unifying element that knits together the new buildings and uses with the existing and emerging context on Chalk Farm Road.

The Proposed Development provides a number of new public spaces and improvements to existing ones, namely: a new public space connecting the development to the The Roundhouse; improved and widened pavement spaces on Chalk Farm Road; and a new pedestrian route leading to the entrance to the Affordable Housing Building.



View of proposed new public space and PBSA buildings from the Roundhouse



# 1.0 Introduction

## 1.6 Executive Summary

### Play Space

Proposals recognise the importance of high-quality and accessible playspaces for neighbourhoods in Camden. In addition to offering opportunities for learning and exercise among children, playspaces are designed to not be separated from shared amenity spaces for students, in this way, they play a role in bringing together the wider community.

### Conclusion

It is a privilege to design an important new scheme in this part of Camden. The prominent location and scale carry a large responsibility on shaping this area and act as a catalyst for further investment in the neighbourhood. The challenge has been to address both the existing condition and an evolving context, through an intrinsic and sophisticated approach that generates a sustainable and accessible sense of place and neighbourhood and stand the test of time.

We believe that these proposals, as illustrated in this Design and Access Statement contribute to the townscape and the re-affirmation of the local area as a key place to live and work in London.



Evening view of proposed new public space adjacent to the Roundhouse