

100 Chalk Farm Road

## 3.0 Design Evolution





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## 3.0 Design Evolution

### 3.1 Concept Design + Public Realm Principles

The proposed scheme seeks to accentuate the strengths of the Site and overcome its constraints. The Site has many exceptional qualities, namely the architecture of the adjacent Roundhouse building and the presence of the Camden Wall to the west and east.

The diagrams on these pages show an early design decision that the architecture of the new buildings should form a group or composition of cylindrical forms with the Roundhouse itself.

The images below show art references that were important in establishing the proposal for the group of cylindrical forms.

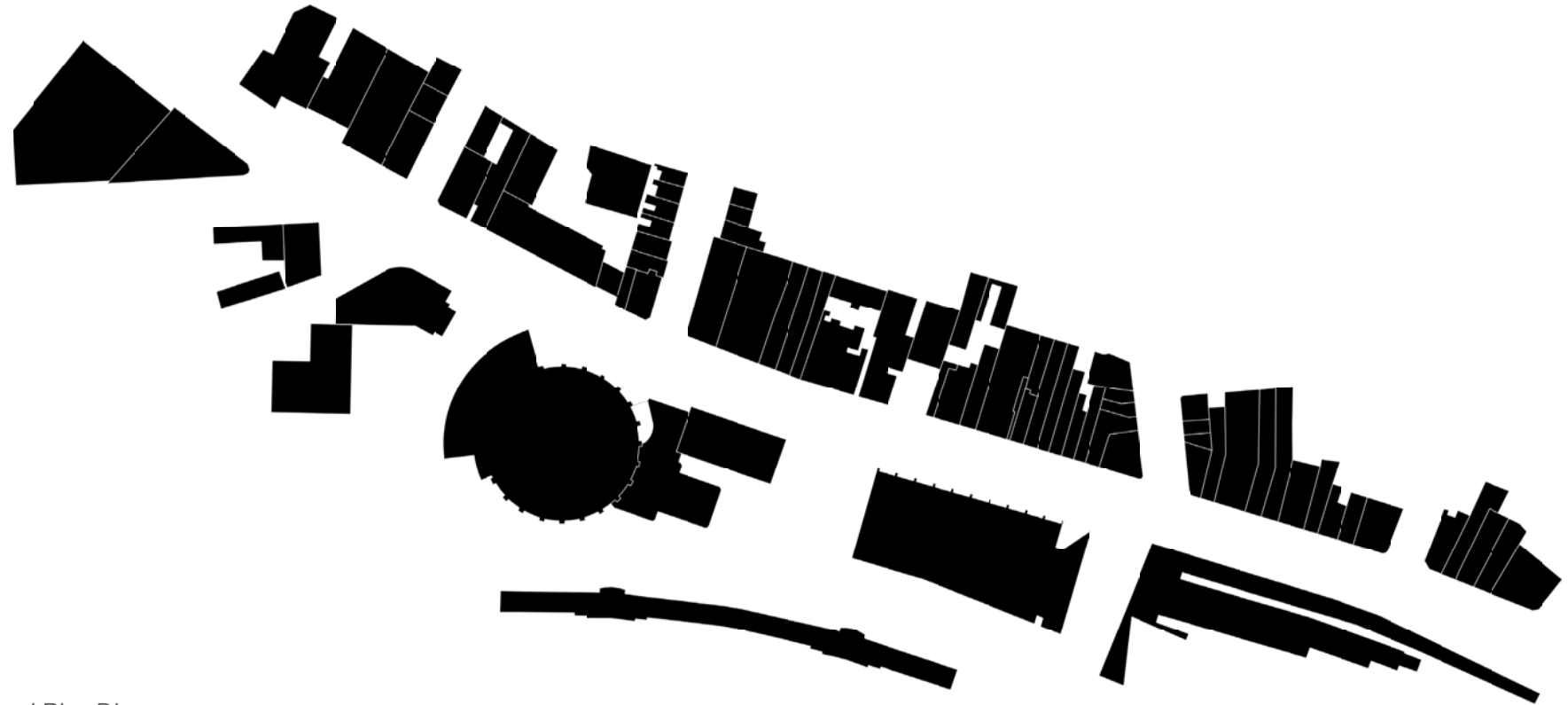


Vessels installations by Edmund de Waal

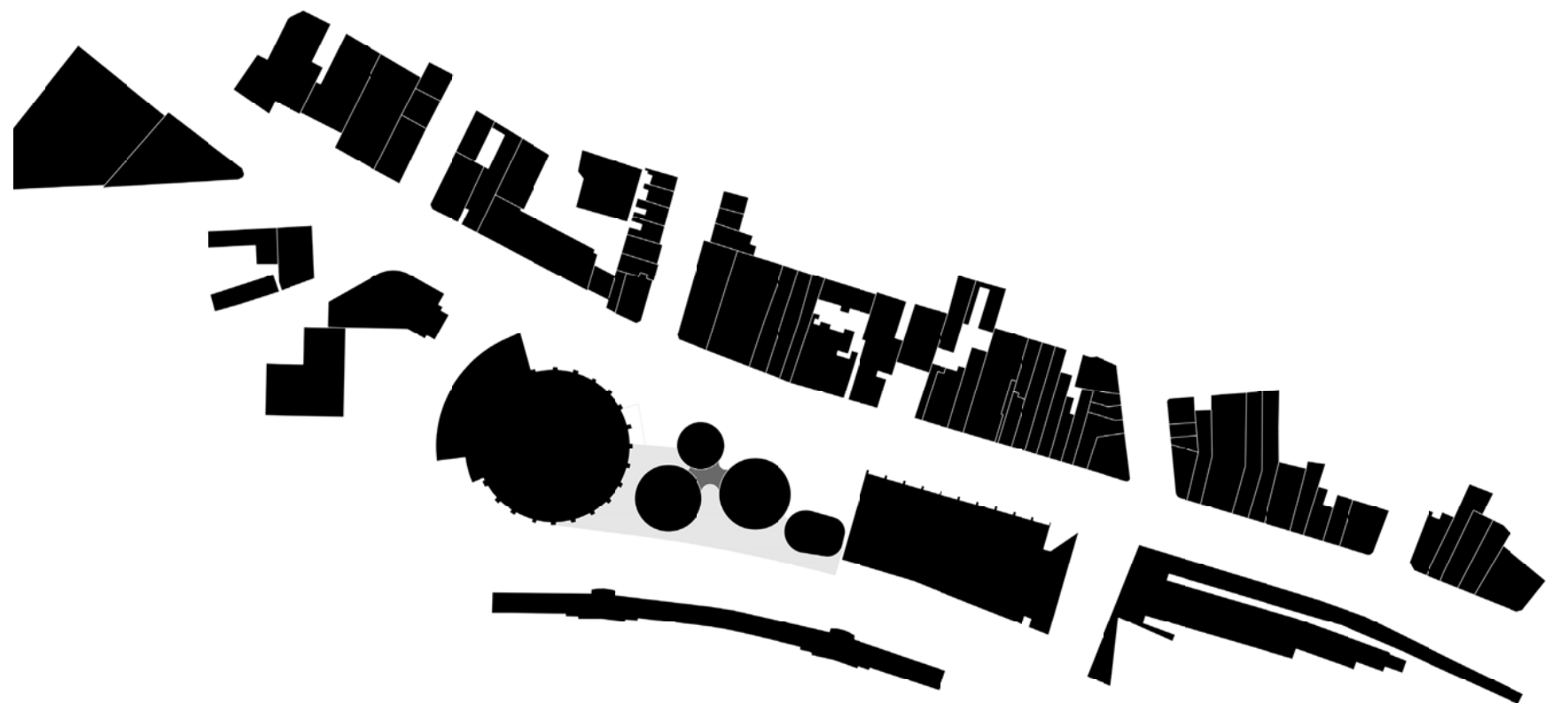


Still life by Giorgio Morandi

Existing Figure Ground Plan Diagram



Proposed Plan Diagram showing group of circular buildings forming an ensemble with the Roundhouse



# 3.0 Design Evolution

## 3.1 Concept Design + Public Realm Principles

The concept sketch on this page show the opportunity for new public realm that the form of the circular buildings offer on the Chalk Farm Road side.

The public realm is an integral part of the scheme and is intended to be the unifying element that knits together the different buildings, uses and surrounding context.

The key principles for the design of the public realm can be summarised as follows:

### Public Amenity and Activation

Increasing public amenity across the Site alongside the offer of varied uses at ground level, activates the spaces and encourage walking and cycling.

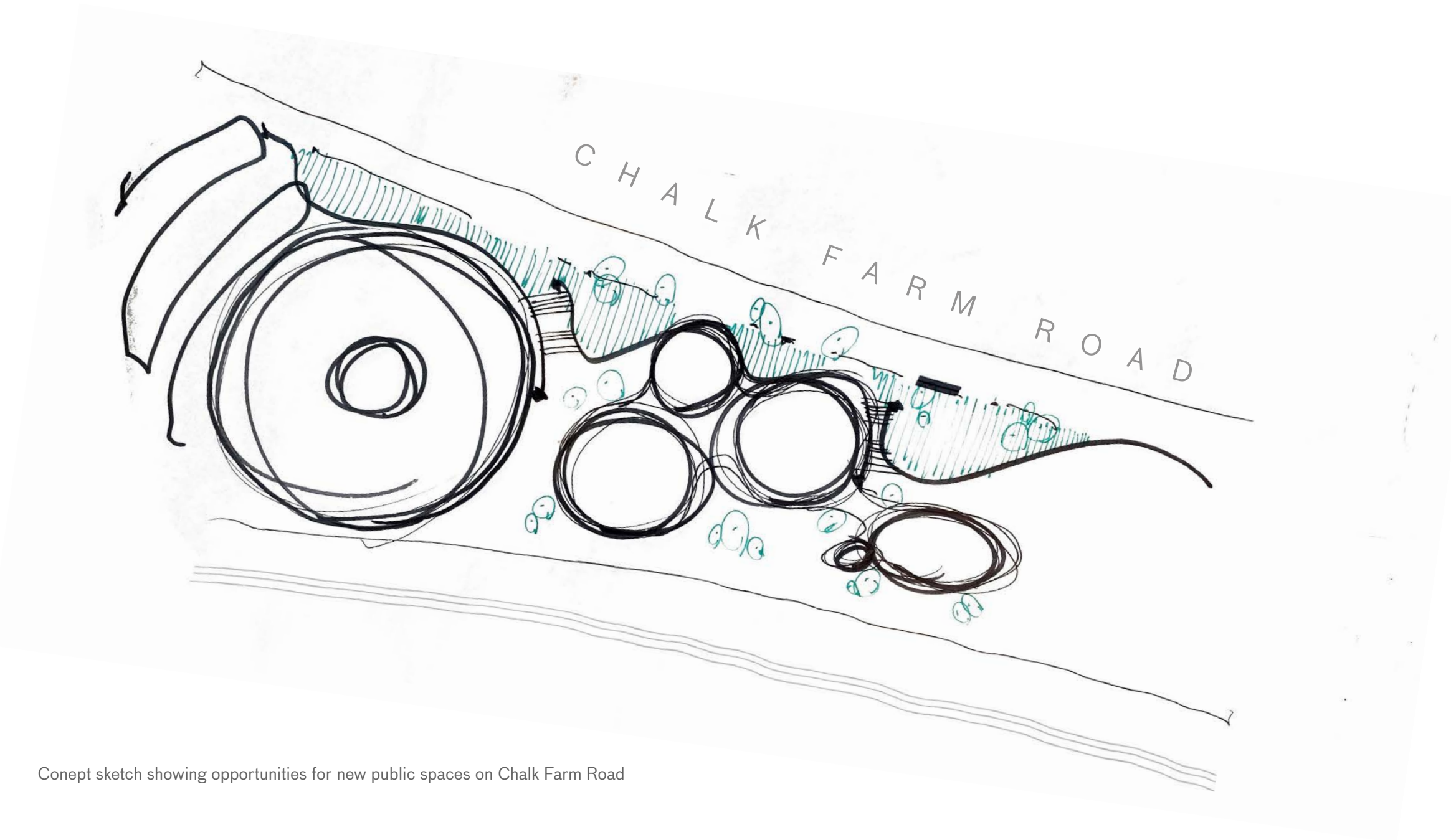
### Identity

The proposals include a newpublic space at the Roundhouse and a new forecourt pedestrian route to the Affordable Housing building. These landscaped areas ensure that high quality spaces are accessible to visitors and contribute to broader public realm aims of the borough.

### Green Infrastructure

Improved softworks and planting, which contribute visually to the public realm, support a more robust green infrastructure and increase habitat and biodiversity across the Site.

The public realm proposals will create an engaging environment for people of all ages offering opportunities for social activities and social interaction during the daytime, evening and night time.



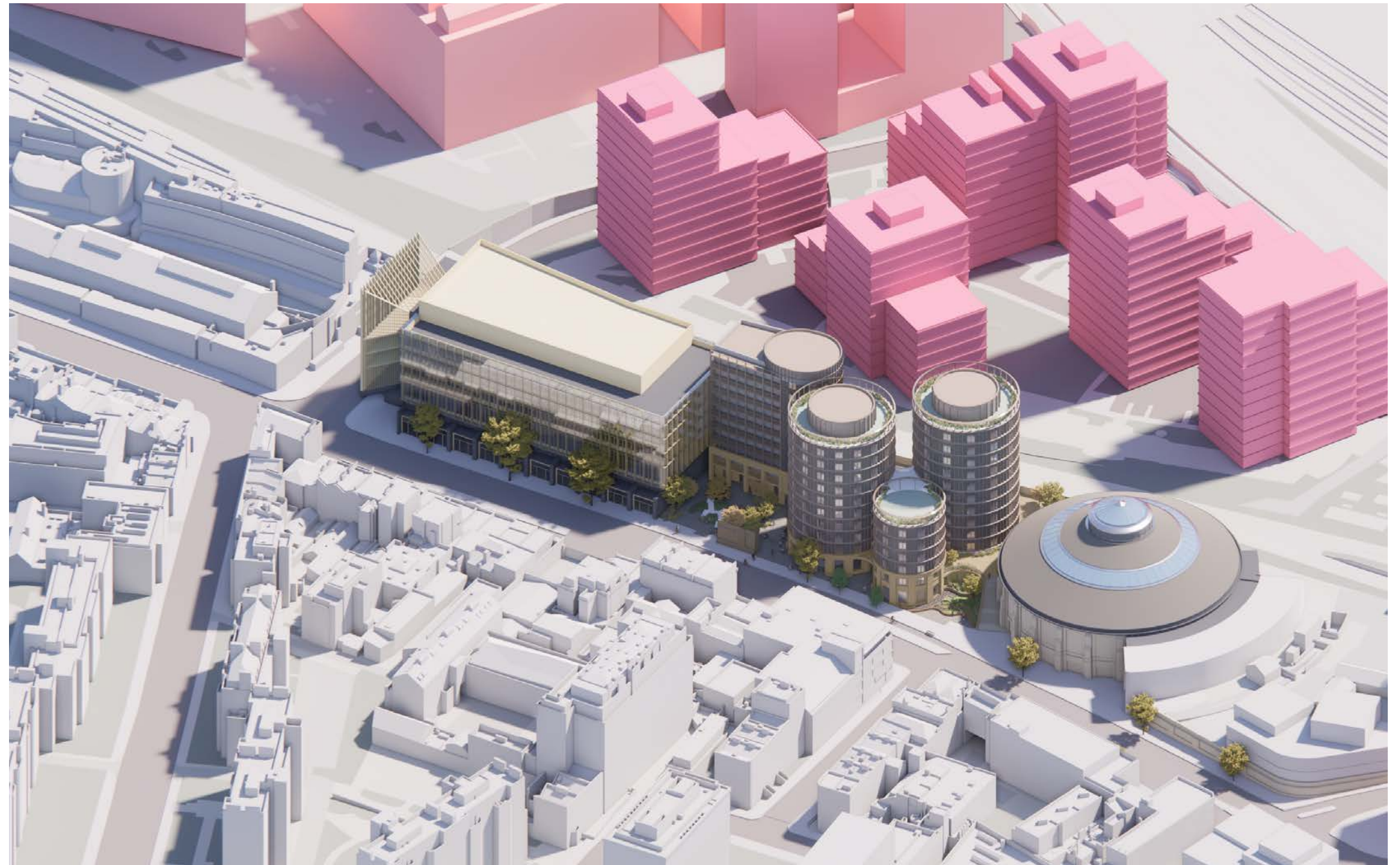
Conept sketch showing opportunities for new public spaces on Chalk Farm Road



### 3.1 Concept Design + Public Realm Principles

#### Site Overview

This overview image is included here to show how the resulting form of the proposed cylindrical buildings has been developed from the site analysis and early concept design undertaken, and described on the previous pages.



# 3.0 Design Evolution

## 3.2 Responding to context / tall buildings

### Surrounding Context

These views show the significant change the the surrounding site context and skyline is undergoing, particularly with regard to new tall buildings. These changes are particularly apparent in this key view from Haverstock Hill.

These images show how the development of the Camden Goods Yard, currently on site, and the proposed development at Juniper Crescent, obscure the silhouette of the Roundhouse dome.

The proposed development at 100 Chalk Farm Road is designed for this emerging context and the proposed views show that the two buildings proposed as part of this application are lower than those consented at Camden Goods Yard and the emerging proposals for Juniper Crescent.



View of site from Haverstock Hill showing consented Camden Goods Yard scheme in pale pink, demonstrating loss of silhouette of Roundhouse dome



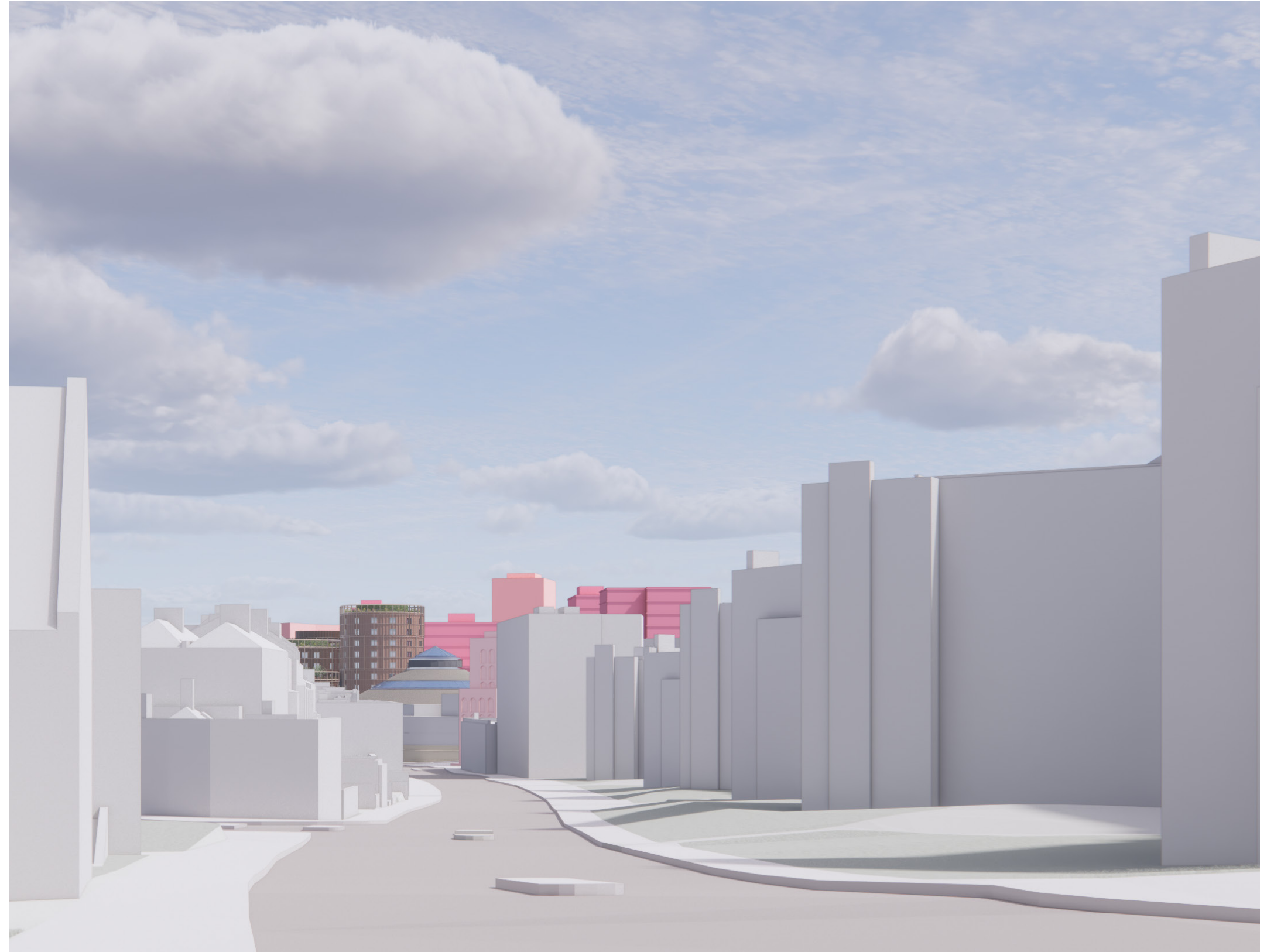
View of site from Haverstock Hill showing consented Camden Goods Yard scheme in pale pink, and emerging scheme for Juniper Crescent in dark pink, and impact on the skyline



### 3.2 Responding to context / tall buildings

#### Proposed view from Haverstock Hill

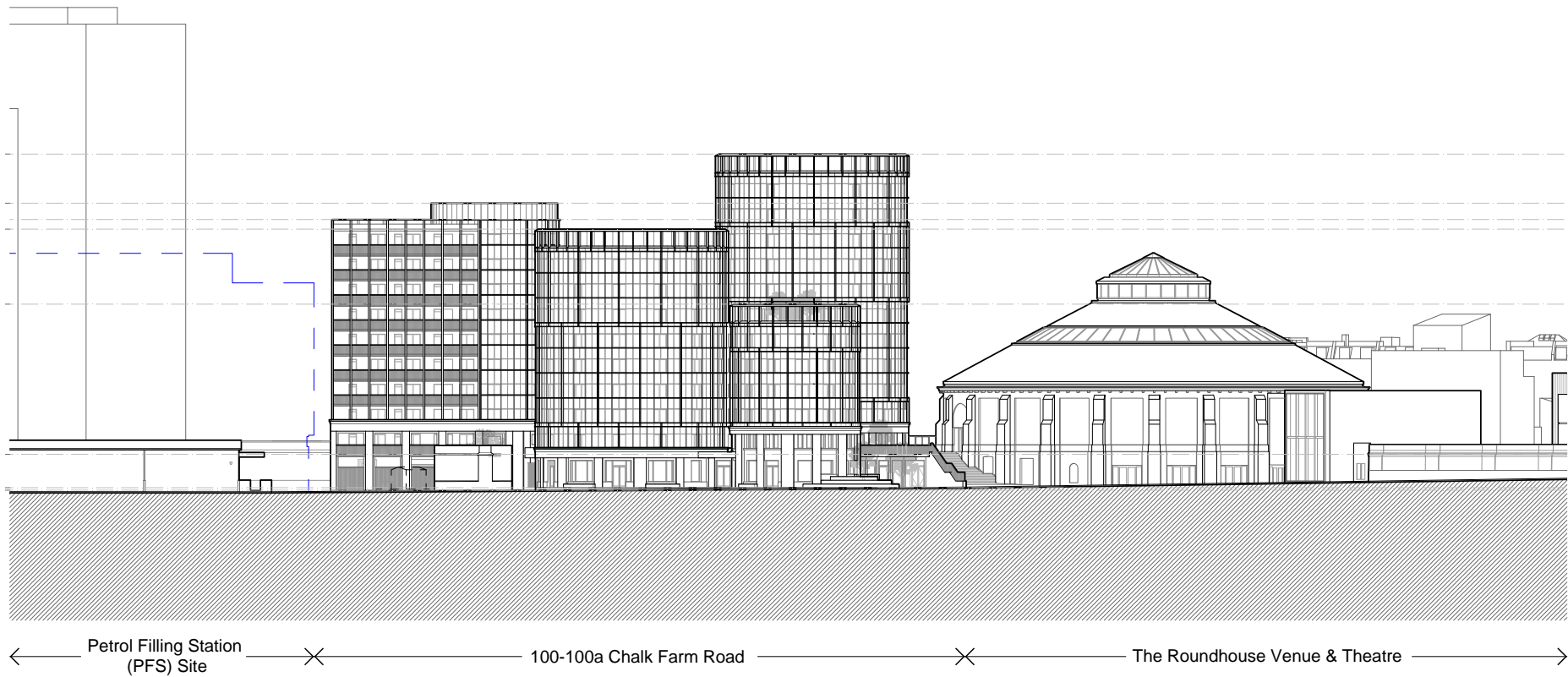
This view shows the proposed buildings for 100 Chalk Farm Road in the context of the consented scheme for Camden Goods Yard, shown in pale pink, and the emerging scheme for Juniper Crescent shown in dark pink.



View of proposed development from Haverstock Hill

3.3 Massing and Scale

The development has been carefully designed ‘in the round’ taking into consideration the scale and character of the street it addresses.



Proposed Elevation on Chalk Farm Road



# 3.0 Design Evolution

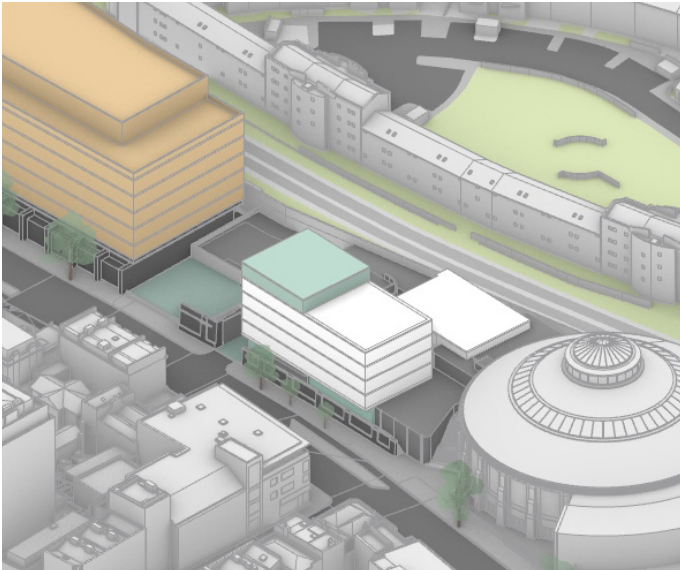
## 3.4 Alternative Designs Considered

A number of alternative designs were considered for the site at early stages of the project. This page sets out the alternative retrofit options for reuse of the existing building. On the following page a summary of the new build options considered for the site that were discussed over the Pre-app meetings and workshops is described.

### Retrofit Options

The two retrofit options considered are shown as Option 1 and Option 2 on this page. They were compared to the final new build option, Option 3, in order to assess their suitability. All these options were evaluated in terms of their wider benefits - namely site-wide, housing offer, public realm and environmental benefits. This table exemplifies that process which ultimately allowed the client and design team to make an informed decision.

The option of a New Development scheme has evolved throughout the design development process which has responded to comments made by a range of local stakeholders to arrive to a preferred scheme. Details on this process and design evolution follow in the next pages.

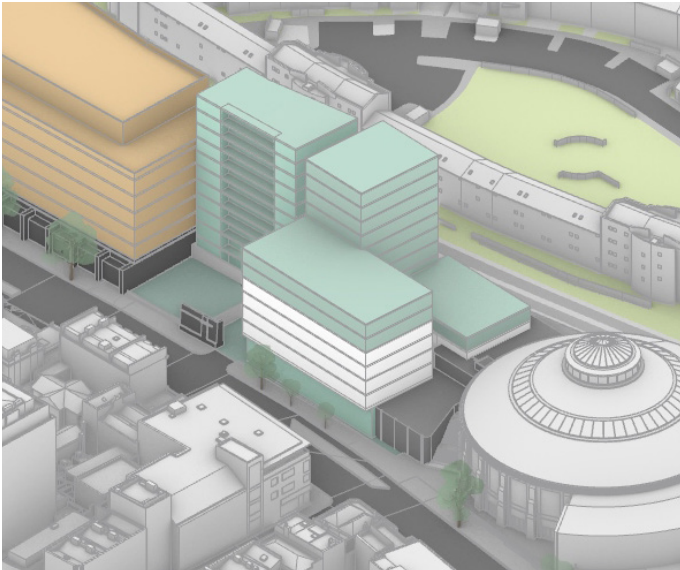


### Option 1

#### Retention & Retrofit with Extension

Retrofit & extend as commercial office space with necessary upgrades to meet current regulations.

- Existing front building extended with half an additional floor to provide an additional 200m2 of accommodation.
- Retain existing raised ground floor and brick facade to street level.
- Recladding the existing facade
- Renew all MEP services
- Existing disused car park structures retained.

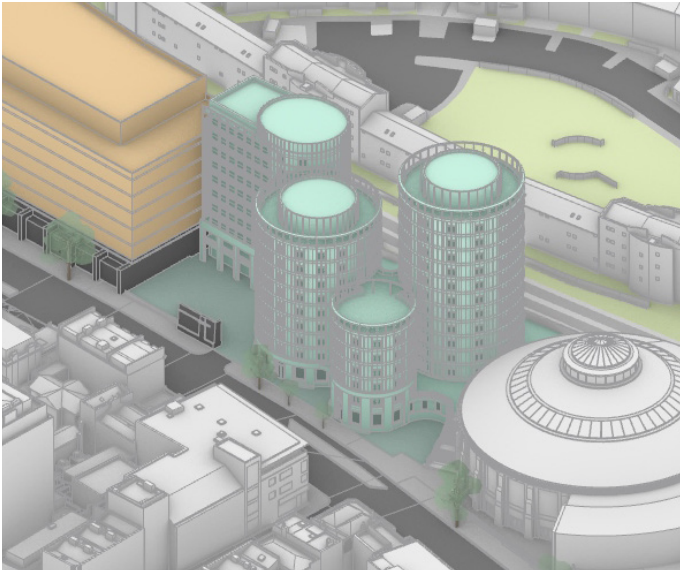


### Option 2

#### Retention & Retrofit with Extension & New Build

Deep retrofit & extend for reuse as student accommodation plus new build affordable housing.

- Existing building extended with two additional storeys to the front building and one additional storey to the rear building.
- Demolish car park area and build new 11-storey student housing block, providing total GIA of 8497m2 to PBSA building across existing 100 CFR building, additional floors and new build.
- New 11-storey storey residential building providing 20 no. affordable housing units, equivalent to 35% of GIA of PBSA building adjacent.
- Lower existing ground floor to street level, a reduction in level of approximately 2m.
- Recladding the existing facade
- Renew all MEP services



### Option 3

#### New Build (proposed planning submission)

New build PBSA, commercial and affordable housing buildings ranging in height from six to twelve storeys.

- Existing building on site to be removed.
- New 10 storey residential building providing 24 no. affordable housing units.
- New 6-12 storey PBSA building with commercial space at ground floor level.
- New public space on Chalk Farm Road.
- New amenity space for affordable housing and PBSA residents at first floor level.



## 3.0 Design Evolution

### 3.4 Alternative Designs Considered

This page shows early tests for new build schemes on the site, and the emergence of versions of cylindrical forms considered and developed through an extensive Pre-app process with Camden as well as the GLA, Historic England and the Camden Design Review Panel.

#### LB Camden Pre-app Workshops

1. 1st February 2023
2. 8th March 2023
3. 29th March 2023
4. 9th May 2023
5. 20th June 2023
6. 12th July 2023
7. 8th August 2023
8. 20th September 2023
9. 24th October 2023
10. 7th November 2023
11. 12th December 2023

#### GLA Pre-App Presentation

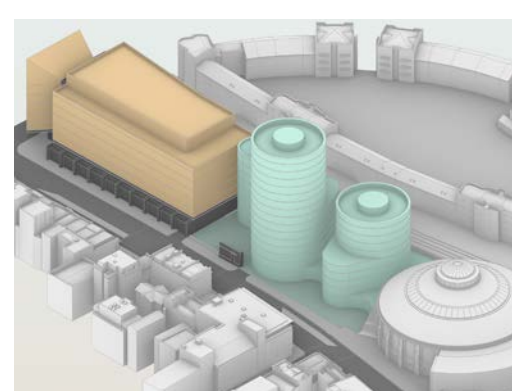
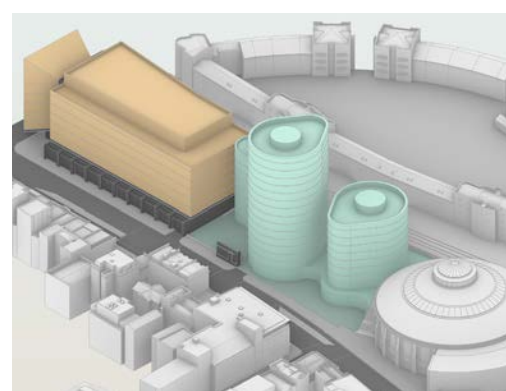
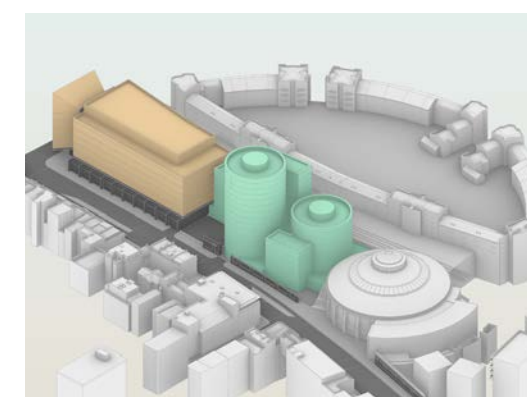
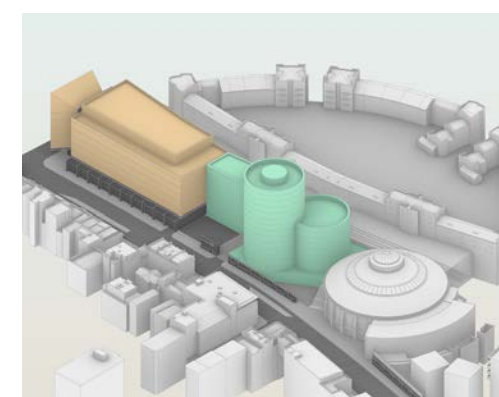
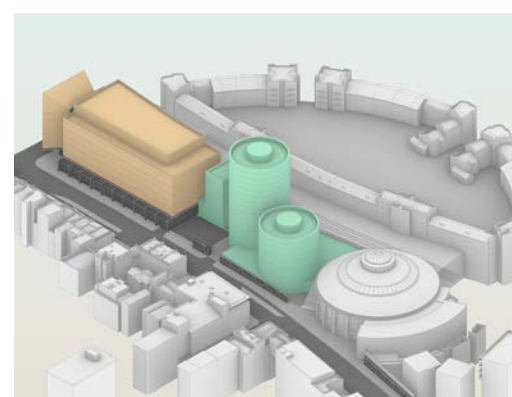
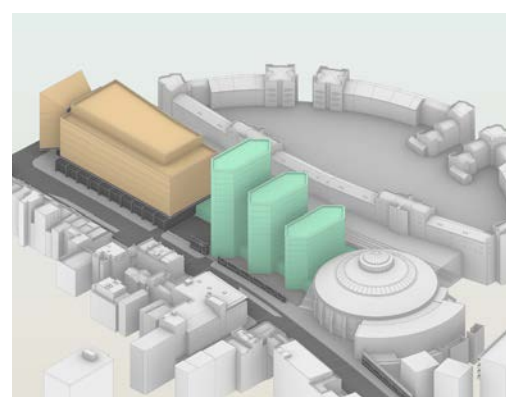
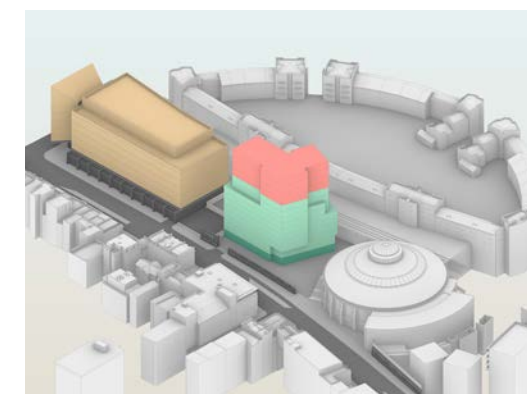
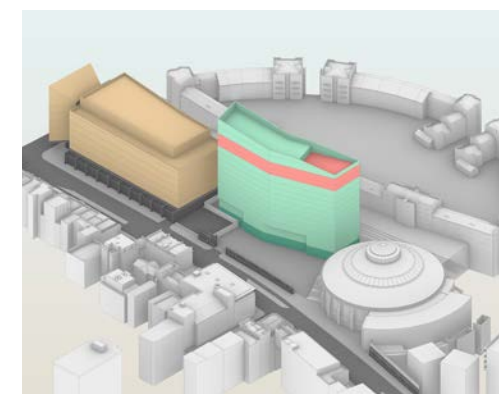
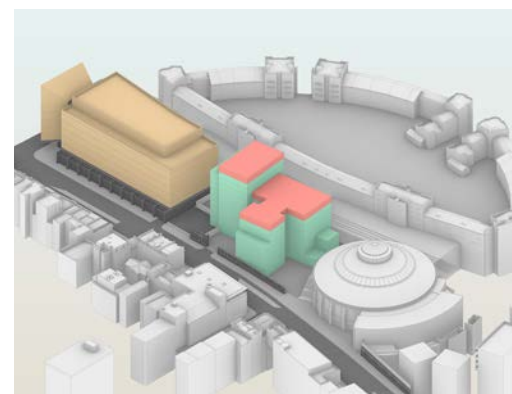
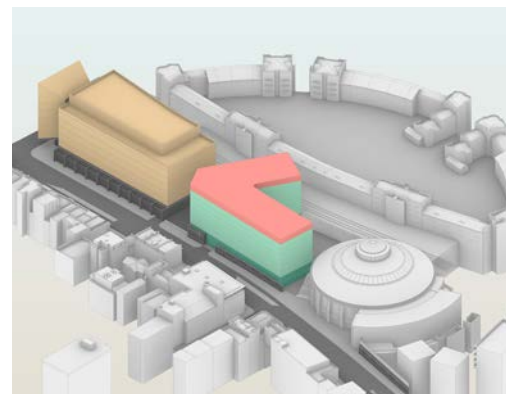
1. 28th June 2023
2. 24th January 2024

#### Historic England Pre-App Presentation

1. 27th July 2023

#### Camden Design Review Panel

1. 25th August 2023
2. 12th January 2024





# 3.0 Design Evolution

## 3.5 Historic Context Response

### Key Considerations

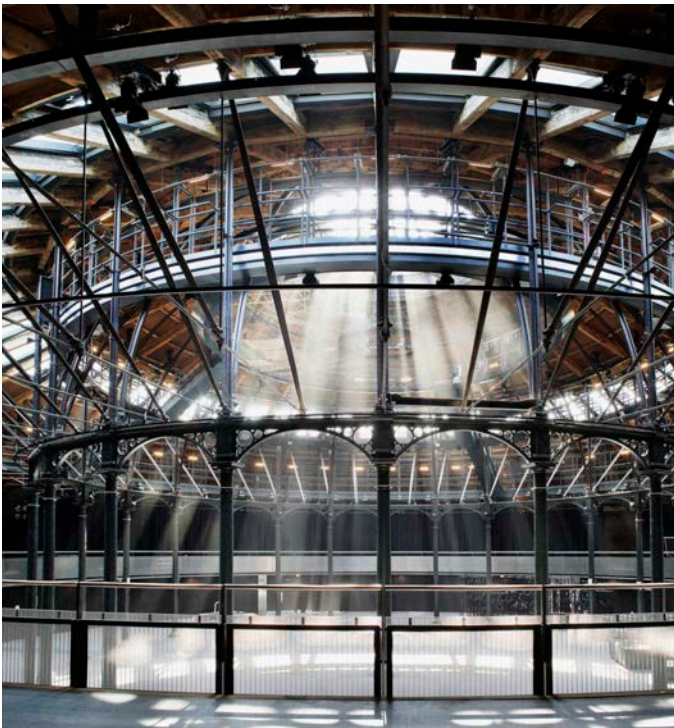
- 1. The character and identity of the immediate local area, namely along Chalk Farm Road
- 2. The heritage significance of the neighbouring grade II\*-listed Roundhouse
- 3. The character of the Regent's Canal Conservation Area within which the site is located
- 4. The emerging character of the Camden Goods Yards, which are in the process of undergoing significant development
- 5. The use and occupation of the buildings
- 6. And the appropriate use of materials to support the scheme's environmental ambitions



Regents Canal Conservation Area  
(Townscape scale)



Chalk Farm Road High Street  
(Streetscape scale)



Immediate Neighbours  
(Detail scale)



# 3.0 Design Evolution

## 3.5.1 Historic Context Response - Regents Canal CA Scale

Our analysis has led to a nuanced understanding of the characteristics of the buildings and historic infrastructure that make up the Regents Canal Conservation Area. The linear nature of the conservation area means that it comprises an eclectic series of buildings and structures of varied style, material and character. However, these are unified by the enduring infrastructural heritage character of the canal.

The site sits within a ‘branch’ of the conservation area that bifurcates in order to encompass the Roundhouse. As such, the conservation area designation recognises the shared history of the canals and railways and the influence of these significant infrastructural impositions on the character and morphology of the area.

Whilst the architectural language of buildings present in the conservation area is varied, a prevailing character is offered by the infrastructural elements: a common language of brickwork masonry plinths, retaining walls, and stanchions supporting lightweight metal structures above is a common feature. This includes the bridges along the canal, the gasholders, the retaining walls of the Goods Yard and the railway tracks, and the train sheds of King’s Cross and St Pancras. Buildings that are contemporaneous with the development of the railways (or closely associated with their use) tend to grow from these infrastructural-scale elements (such as the Roundhouse and horse hospital) and are of similar materiality and construction. Those that were constructed later frequently make use of these elements for support.

Similarly, our proposals make use of a masonry plinth with a lightweight metal veil language supported above. Like other infrastructural elements, these are designed and detailed to be more ambiguous in terms of their scale, with the massing derived from compositional studies that complement and enhance the townscape in key views.



Roundhouse Extension



Roundhouse



Gasholders



Coal Drops Yard



Urbanest Kings Cross



Camden Market



Former Piano Factory



Tapestry Apartments



Somers Town Bridge



## 3.0 Design Evolution

### 3.5.1 Historic Context Response - Regents Canal CA Scale



Canal footbridge



Camden Market Rooftop (vPPR)



Gasolders (Wilkinson Eyre)



The Roundhouse extension (Paddy Dillon)



Somerstown Bridge (Moxon Architects)



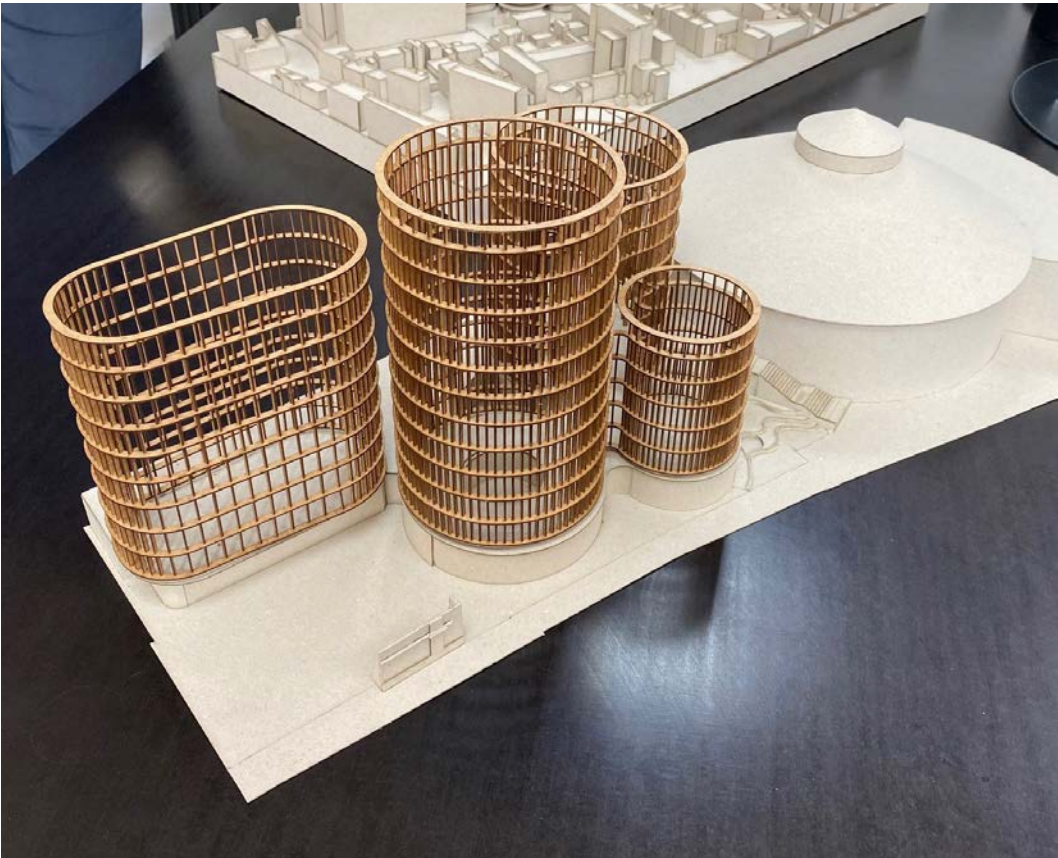
King's Cross Station



# 3.0 Design Evolution

## 3.5.1 Historic Context Response - Regents Canal CA Scale

Our analysis of the buildings of the Regents Canal Conservation area led to the development of a design concept with a more lightweight 'veil' structure, supported on a more heavy masonry 'plinth'.



Concept model with lightweight frame or veil supported by brick plinth



Townscape view from Haverstock Hill demonstrating compositional approach to massing, and the 'veil' overlaid on the terracotta-clad facade



3.6 Consultation Process

A full description of the consultation process is set out in the Statement of Community Involvement prepared by Meeting Place and included in this Planning application.

The SCI document demonstrates how the applicant has met and exceeded pre-application consultation guidance contained in the National Planning Policy Framework and LB Camden’s SCI, and gives an overview of all consultation activity undertaken prior to the submission of the planning application alongside outlining how the plans have responded to feedback from the local community and other stakeholders.

This page gives a summary of this extensive consultation carried out with key dates.

- **26th & 29th April 2023:**
  - Invitation newsletters sent to **14,514** local residential and business addresses to advertise the consultation events.
  - Canvassing of businesses on Chalk Farm Road to remind them of consultation.
  - First consultation events held in the building at 100 Chalk Farm Road (Wednesday 26 and Saturday 29 April).
  - **38** people attended the events with further **43** meaningfully engaged with at street level (total 81 engagements).
- **Summer 2023:**
  - Series of design workshops with Camden Council officers, the GLA and Historic England.
  - Meetings with ward councillors and neighbour ward councillors.
- **13th & 16th September 2023:**
  - Invitation newsletters sent to the same **14,514** local addresses to advertise the second consultation events.
  - Canvassed local businesses on Chalk Farm Road to remind them of the consultation.
  - Second consultation events held on 13 September and 16 September.
  - Total of **27** people attended across the two days.
- **Ongoing Engagement:**
  - Project website remains live
  - Bespoke project email address is still live
  - Freephone number is still open
  - Freepost address is still available
- **February 2024:** Planning application submission target



Consultation event held in the building at 100 Chalk Farm Road on 29th April 2023