

100 Chalk Farm Road

4.0 Design Proposals



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4.0 Design Proposals

4.1 Scheme Overview

The proposed development at 100 Chalk Farm Road consists of two buildings varying in height from 6 to 12 storeys (including ground floor level) containing purpose-built student accommodation with associated amenity and ancillary space (Sui Generis), ground floor commercial space (Class E), and affordable residential homes (Class C3), together with public realm, access, servicing, and other associated works

1. The PBSA building consists of three cylindrical buildings, ranging in height between 6, 9 and 12 storeys, and connected up to fifth floor level. The building contains 265 student rooms and associated amenity and ancillary spaces, as well as 824m² of commercial space.
2. The affordable residential building is 10 storeys tall and contains 24 residential homes comprising 6 x 1B2P (54sqm), 12 x 2B4P (71 sqm), 6 x 3B5P (96 sqm).

The ground floor frontages will be activated through the introduction of complementary commercial units including a food retail restaurants / cafes, and office use. The proposals will also deliver improved public realm and new public space at ground floor level, covered in detail under Section 5.0.

The rigorous design development undertaken and presented earlier in this report has resulted in a carefully balanced scheme that responds to its context in terms of massing, materiality and composition.

The PBSA and the affordable residential buildings are sensitive additions to the Regents Canal Conservation Area that draw on established building forms, materiality and tonal palettes.



Aerial View of Proposed Development (The above image shows the scheme submitted for planning in Spring 2020 and does not include changes to Building A in Planning Addendum 02)

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4.2 Land Use

PBSA Building C4 Unit Mix

The PBSA building comprises a mix of cluster rooms, studios and large studios (incl. wheelchair accessible units).

Student Room Types	No.
Cluster rooms	42
Studios	155
Large studios (incl. accessible)	68
Total No.	265

Affordable Residential C3 Unit Mix

The affordable residential building provides a variety of private residential apartment types, the majority being larger family-sized 2-bed and 3-bedroom apartments.

All apartments benefit from inset balconies and are dual aspect. Apartments are served via two lifts connected directly to the lobby fronting on to the new laneway from Chalk Farm Road. All apartments have step-free access to a south-facing shared podium garden at first floor level, as well as accommodation amenities at ground and basement level. The tenure split is outlined in the table below. In terms of habitable rooms, social rent accommodation makes up 63% of the total with the remaining 27% intermediate.

	1B/2P	2B/4P	3B/5B	Total	HR	%HR
Social Rent	2	5	6	13	49	63
Intermediate	4	7	0	11	29	37
%	25	50	25			
Total No.	6	12	6	24	78	



PBSA Building



Affordable Housing

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4.2 Land Use

Ground Floor Uses

The mix of the Ground Floor uses and their location was designed to support the proposed new public spaces outlined in section 4.4, as well as the proposed new Youth Space proposed as part of the adjacent PFS site development.

The larger commercial unit 1 addresses the new public space adjacent to the Roundhouse and will provide new workspace/office use at ground floor on site. The smaller commercial unit 2 addresses the entrance to the PBSA building and the entrance to the new affordable housing building. An indicative layout for how these spaces could work is included on the proposed plans attached to this application. The entrance laneway to the affordable housing building, a new public pedestrian route, is supported by a the proposed A3 cafe space.

Commercial Units	Area (sqm)
Commercial Unit 1 - Class A2	514
Commercial Unit 2 - Class A3	269
Combined Plant	40
Total (m2)	824



Commercial Unit 1 - Class A2



PBSA Entrance lobby



Commercial Unit 2 - Class A3

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Ground Floor

The Proposed Development is primarily PBSA and affordable residential with a variety of vibrant mixed uses at ground level. These are located along Chalk Farm Road, with a limited frontage along the entrance laneway to the affordable housing building. The new commercial units which are arranged on either side of the entrance to the PBSA building and its associated ground floor amenity space.



- Commercial Space
- Student Amenity
- Ancillary / Plant

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

4.2 Land Use

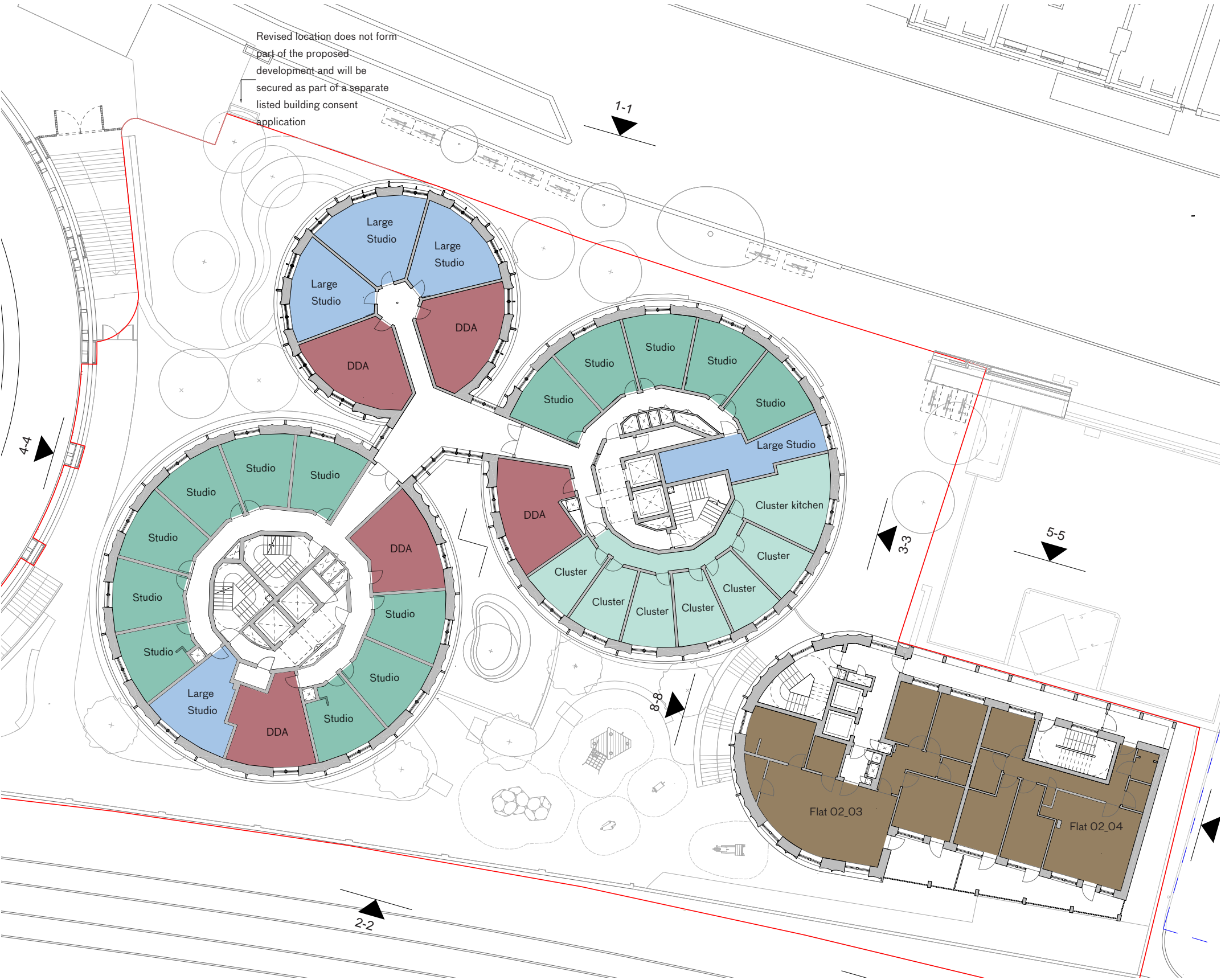
Typical floor

The affordable housing block is set back from Chalk Farm Road and from the Roundhouse venue, so that residents will be more protected from noise. The location of the affordable housing and its deck access form allows for positive overlooking of the future Youth Space adjacent to the PFS site. A number of housing tenures are provided in the affordable housing building on site, with an emphasis on larger family-sized units.

For the PBSA building, Chapter 4.10 provides further detail on the mix of student residential room types that are proposed as well as the quality of the shared amenity spaces for students resident in the building.

Each building offers generous, well-designed landscaped areas at various levels, providing a range of social spaces and outdoor amenities for residents to enjoy. The first floor podium gardens are elevated from the street, protected on three sides by their respective buildings and designed to maximise the area of landscape provided to enjoy natural daylight and sunlight. A Ground Floor courtyard is provided within the PBSA building to further bring daylight and greenery to the Ground Floor lobby.

-  PBSA Cluster
-  PBSA Studio
-  PBSA Large Studio
-  PBSA DDA Accessible
-  Affordable Resi – 3 bed
-  Ancillary / Plant
-  Application Boundary









Proposed Second Floor Plan

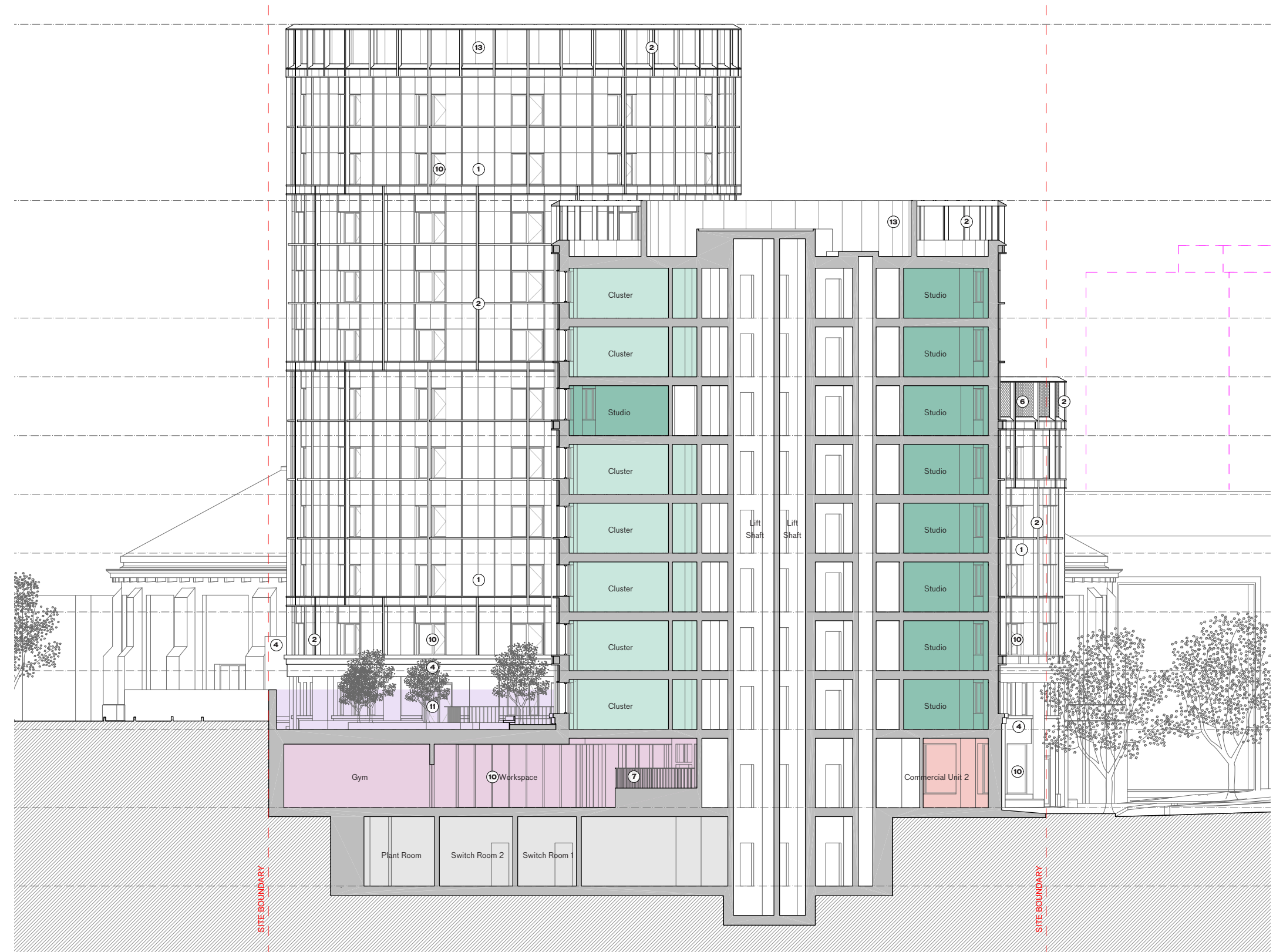
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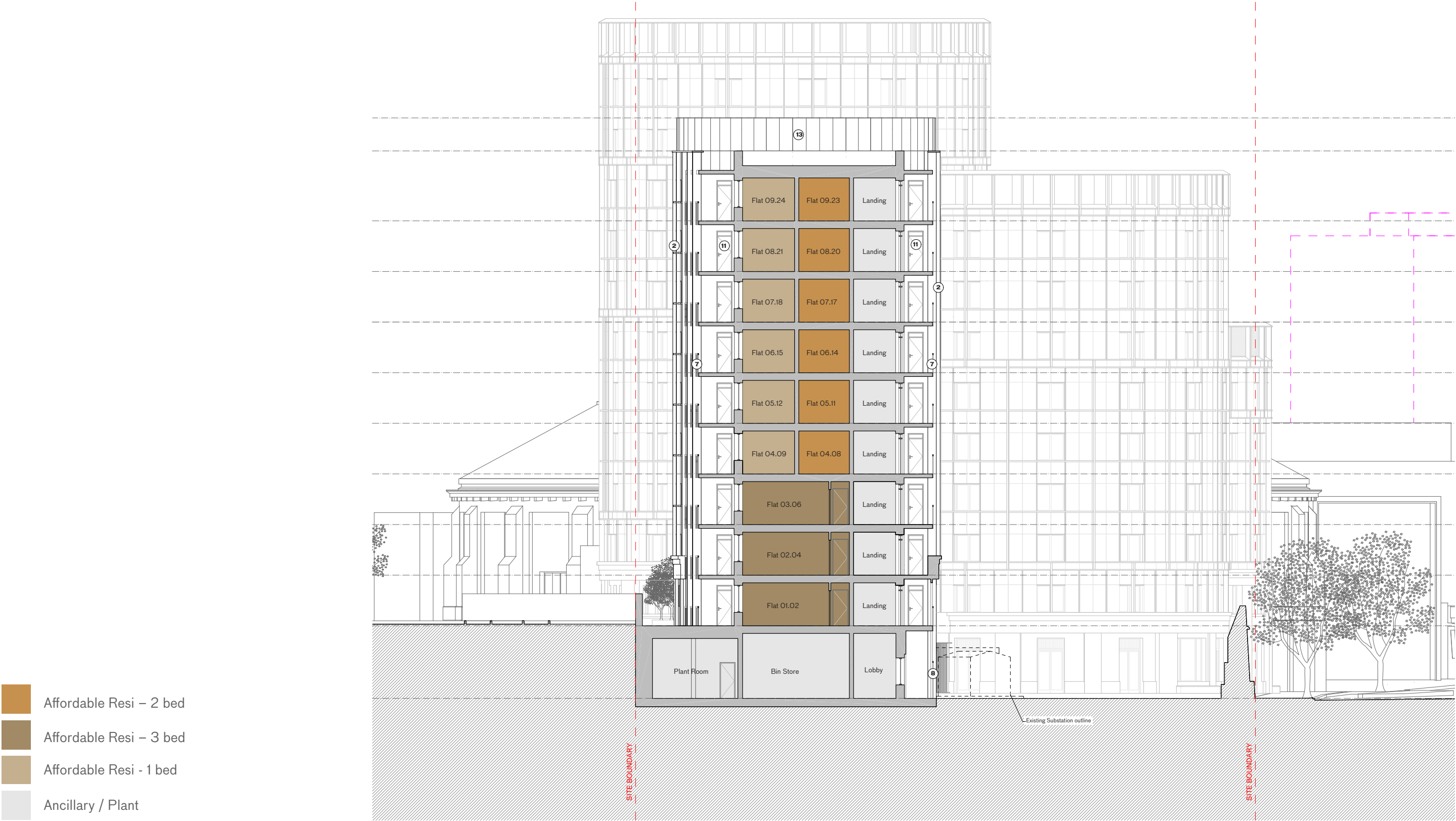
Mix of uses - Site Sections

The section drawings on these pages explain the land use across the different level of the site. Commercial Space address the street at ground level with the PBSA building opening on to the external amenity space at first floor/ podium level.

-  PBSA Cluster
-  PBSA Studio
-  Student Amenity
-  Shared Podium
-  Commercial Space
-  Ancillary / Plant



4.2 Land Use

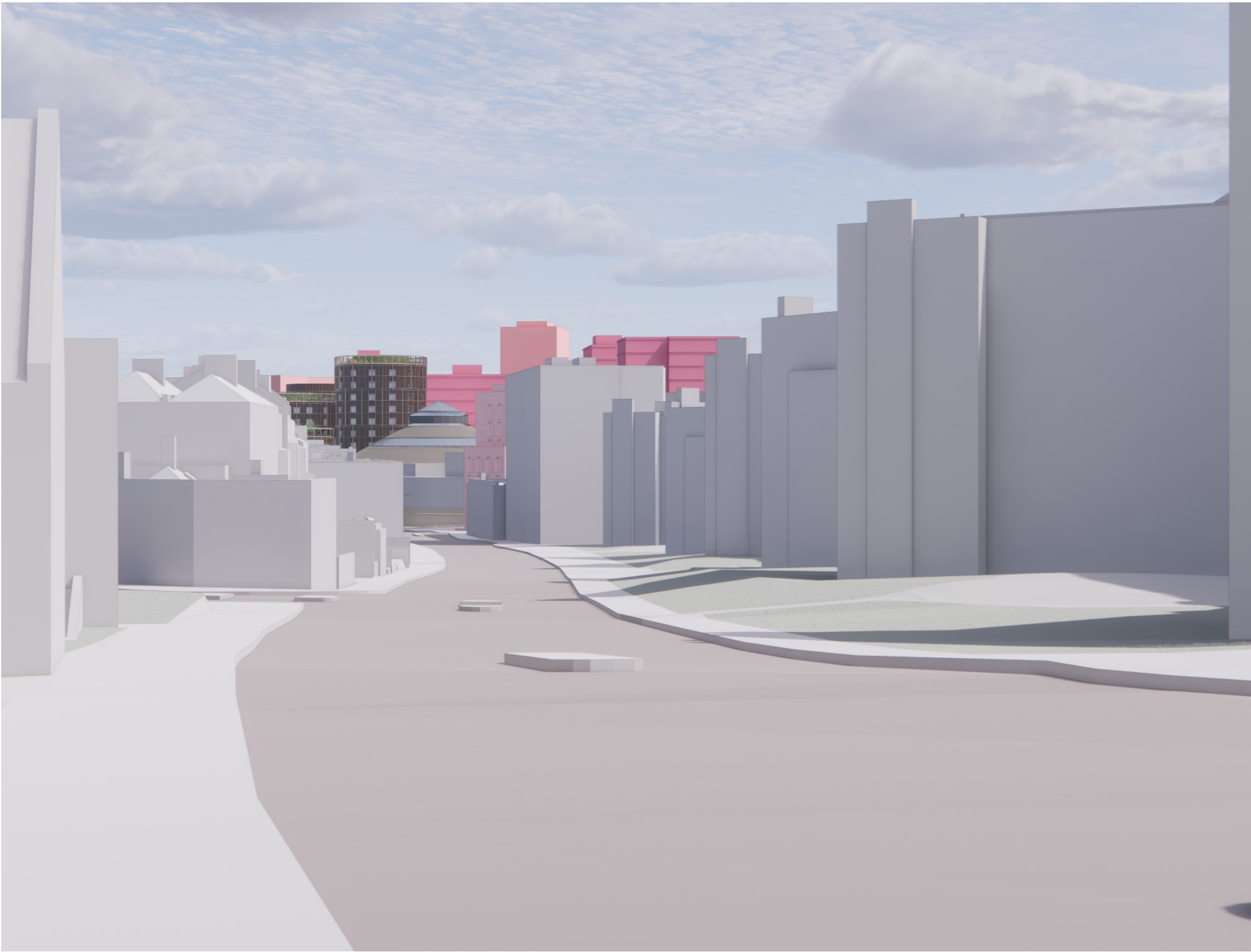
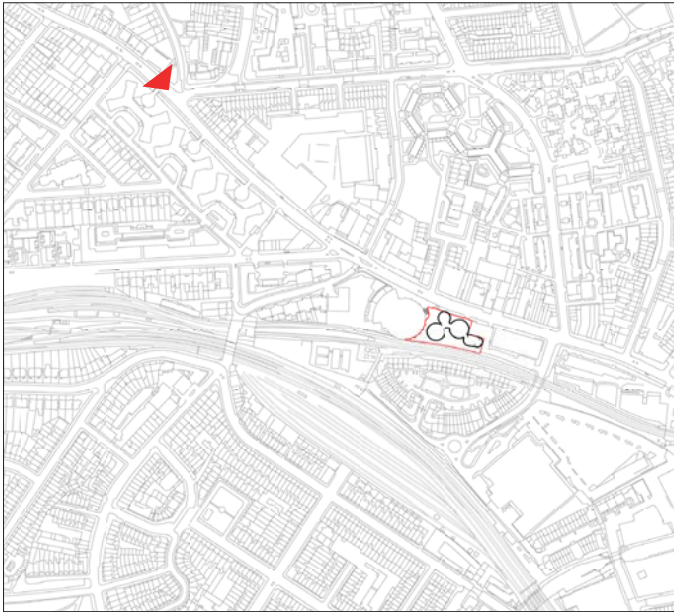


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4.3 Massing and Scale

View from Haverstock Hill

The proposed view from Haverstock Hill show how the silhouette of the Roundhouse dome is no longer visible with the new buildings on the CGY and Juniper Crescent sites. The massing of the proposed new buildings at 100 Chalk Farm Road is designed to be complimentary to and less tall than the CGY buildings.



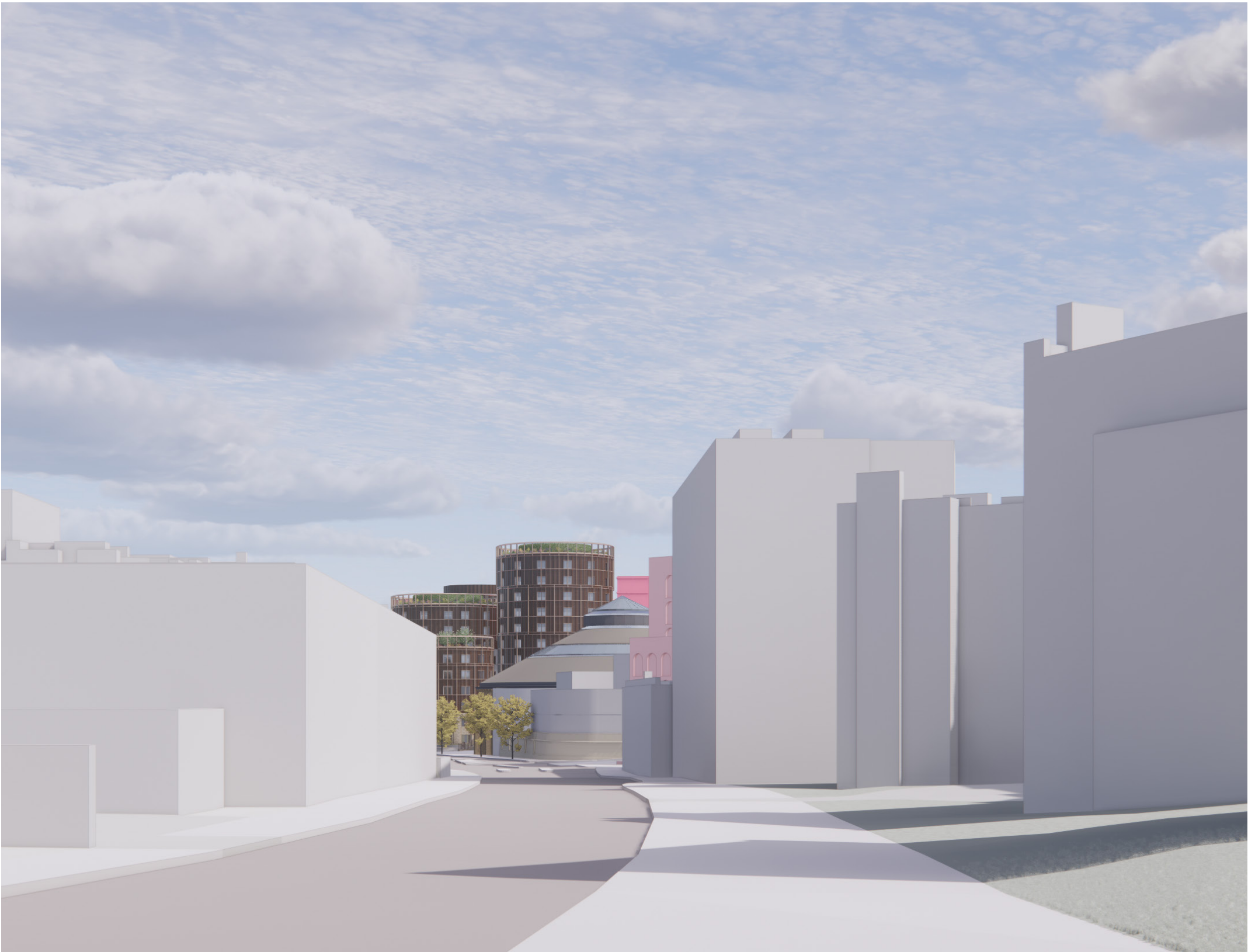
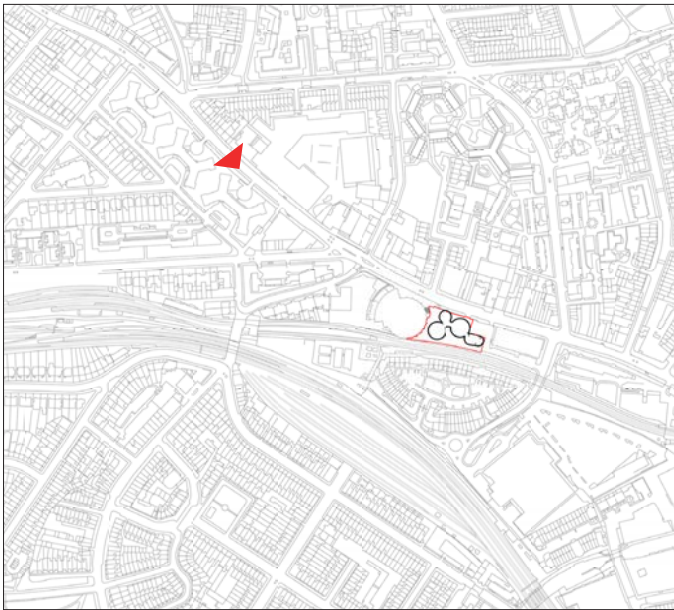
Proposed View from Haverstock Hill, northern footway

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4.3 Massing and Scale

View from Haverstock Hill

The proposed view from Haverstock Hill from the southern pavement shows the proposed composition of cylindrical building forms forming a background to the Rounhouse domed roof.

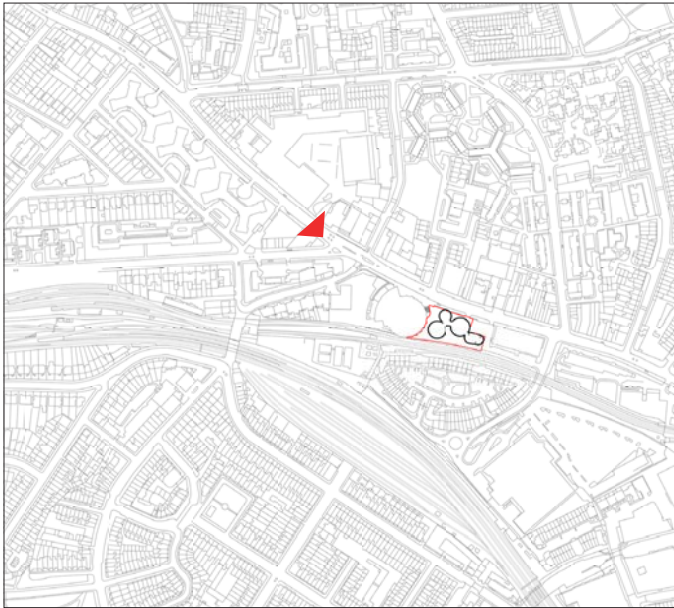


Proposed View from Haverstock Hill, southern footway

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4.3 Massing and Scale

View from Haverstock Hill



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View from Haverstock Hill

