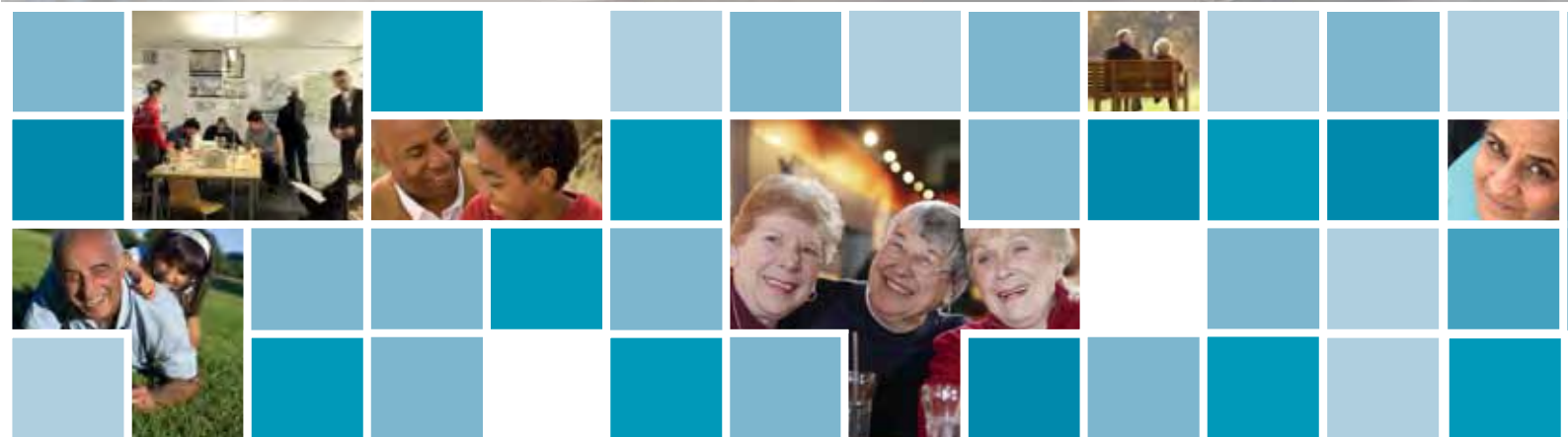


LOW-RES VERSION



Charlie Ratchford Day Centre & Extra Care Housing Camden



Design and Access Statement
February 2015

Site Address

Client

London Borough Camden
2nd Floor
33-35 Jamestown Rd
LONDON NW1 7DB

Nerissa Shepherd
HOPs & CRRC Project Officer

Catherine Searle
Head of Promoting Independence

Lesley Rowe
Resource Centre Manager

Leslie Morson
Extra-care Move in Project Manager

Robert Holman
Strategic Commissioner Older People

Patrick Manwell
LBC Design Consultant

Robert Pert
Savills
33 Margaret Street
LONDON
W1G 0JD

Architects

PRP

Ferry Works
Summer Road
Thames Ditton
Surrey
KT7 0QJ

Project Manager

Job Code: Ref: AA4796
Initially prepared by: Christopher Jennings-Petz | October. 2014
Checked by: - Clare Cameron | November. 2014
Issued: - 30-01-2015

EC Harris LLP
34 York Way
LONDON
N1 9AB

Other Consultants

Planning

CBRE Ltd
Henrietta House
Henrietta Place
LONDON
W1G 0NB

Arboricultural

Greengage
64 Great Suffolk Street
LONDON
SE1 0BL

Fire Engineer

URS
6-8 Greencoat Place
LONDON
SW1P 1PL

Daylight / Sunlight

GVA Schatunowski Brooks
10 Stratton Street
LONDON
W1J 8JR

Ecology & BREEAM

Greengage
64 Great Suffolk Street
LONDON
SE1 0BL

Noise & Air Quality

Ramboll UK Ltd
Christchurch House
30 Waterloo Street
Victoria Square
BIRMINGHAM
B2 5TJ

Energy

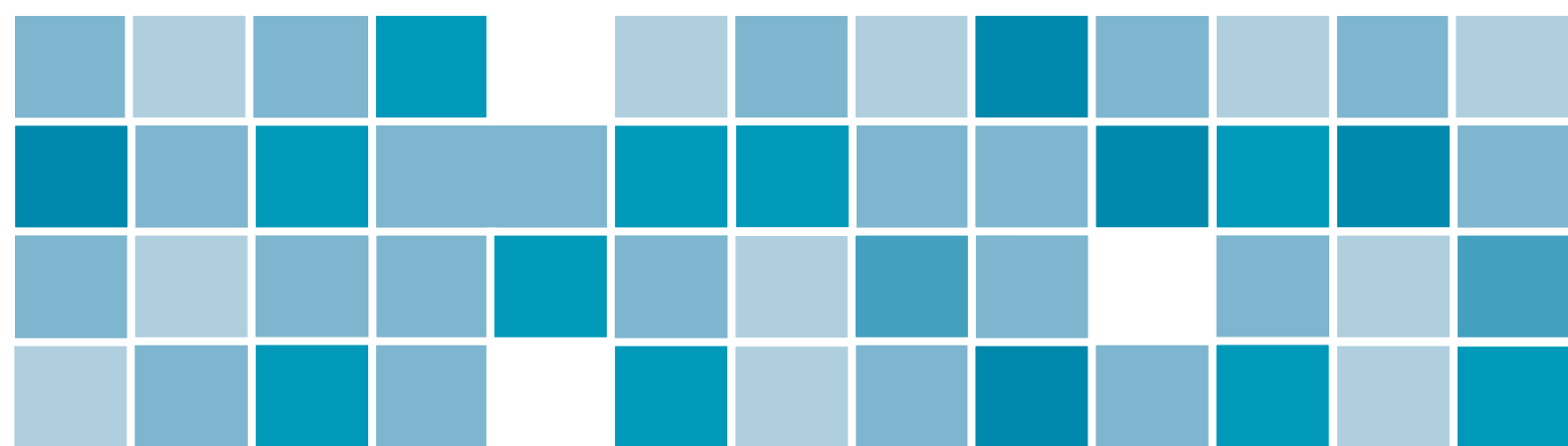
URS Corporation Ltd
URS House
Horne Lane
BEDFORD MK40 1TS

Transport Assessment

Peter Brett Associates LLP
16 Brewhouse Yard
Clerkenwell
LONDON
EC1V 4LJ

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1 Introduction

- 1.1 Summary of Proposals
- 1.2 The Client
- 1.3 Existing Site
- 1.4 The Brief



1.1 Summary of Proposals

This Design and Access Statement forms part of the Detailed Planning Application made by PRP on behalf of Camden Council. This statement should be read in conjunction with the overall planning documents and drawings that make up the application.

The application proposes the erection of a new community Day Centre and a 38 unit extra care scheme.

Everyone is different, and we know that for our services to have a real impact, we need to recognise that difference. Therefore, the support we offer to each of our customers is different – shaped to meet their personal needs, rather than shaping people to fit the services on offer..

Support isn't just about care services. It's about helping people be part of their local community. While it might include help at home, or special equipment, it might also mean joining a gym or taking part in other mainstream community activities.

1.2 London Borough of Camden

Camden is the beating heart of London – one of the most diverse places in the capital and the country. Stretching from Covent Garden to Hampstead and Highgate, it contains some of the poorest and some of the wealthiest neighbourhoods in London.

This diversity is at the centre of our ambition – for Camden to be a place where everyone has a chance to succeed and where nobody gets left behind.

We want to reduce inequality while preserving the social mix, by building resilience in individuals, communities, businesses and the Council itself.

We want people who use adult social care services to have choice and control over their support, get involved in the decisions we make, and shape the things we do in the future. We put people who use our services at the heart of everything we do – providing a wide range of support to help people to go about their daily lives and live safe and independent lives for as long as possible.

1.3 Existing Site

The current site is an empty piece of land owned by the London Borough of Camden and adjacent to Haverstock Hill School used by the school for parking some cars and keeping maintenance equipment. Prior to the renovation of the school 7 years ago part of the land was occupied by a series of school buildings.

1.4 The Brief

The brief for these proposals has developed from in depth involvement of a strategy for older peoples housing, care and Day centre provision by the London Borough of Camden followed by feasibility studies, debate, consultation and visits to completed projects.

General Principles

- The new Day Centre is to be of a contemporary design to reflect the modern facilities which will be provided.
- The building will respond to its context and setting.
- The main entrance to the building is to be a bright welcoming space for residents, service users, visitors and staff alike.
- The new building must contain at least 38 apartments for extra care use.
- The new building must be suitable to accommodate residents with Dementia and able to provide a full range of care.

Extra Care Accommodation

- The accommodation must be designed to Life time homes standards and be wheelchair accessible and dementia friendly.
- The new units must be a mix of one and two bedroom.
- The flats must have a good level of natural daylight and ventilation.
- Individual units must accommodate scooter storage

Day Centre

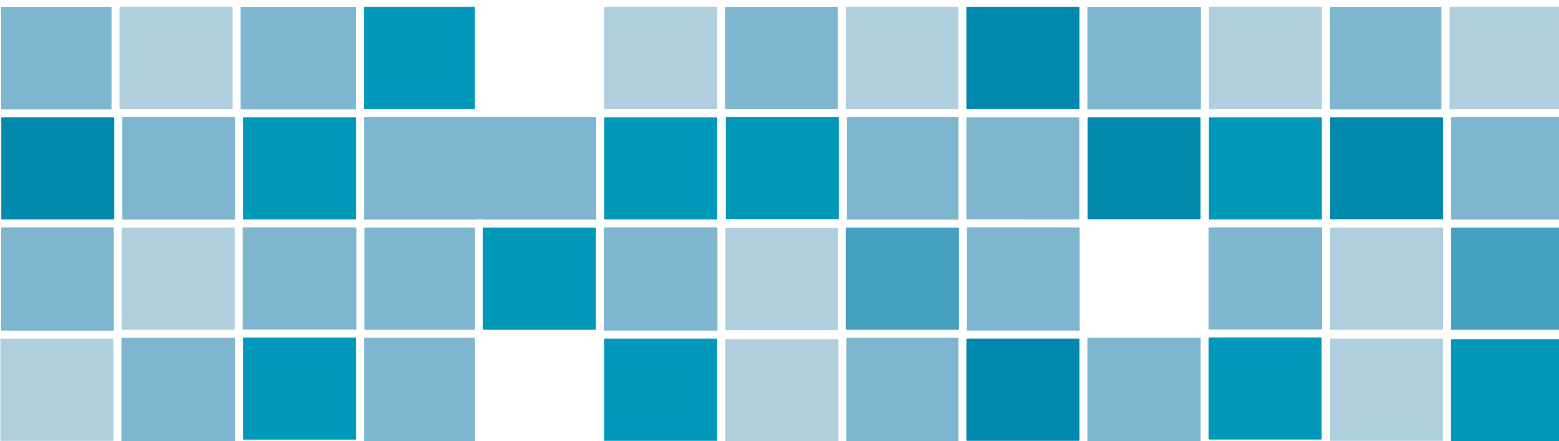
- The building is to provide flexible spaces which will allow a wide range of activities, events and meetings to take place.
- A semi commercial kitchen will be provided sufficient for all residents of the extra care housing and the Day Centre service users.

Service / Staff Areas

- The building must have a good sized staff room.
- The building must have a centrally located managers office.
- The building must have a reception area with admin office located close by, preferably with a good visual connection to main entrance.
- There should be storage areas on each level for cleaning and staff equipment.
- There should be a staff room close to changing facilities

External Spaces

- Space at the entrance for ambulance drop and minibus drop off
- Beautifully landscaped garden for both extra care residents and day centre service users.



2 Site

- 2.1 The Site Location
- 2.2 Site Context
- 2.3 Local Character
- 2.4 Existing Building and Site
- 2.5 Opportunities and Constraints
- 2.6 Site Investigations

2.1 The Site Location

The Site is 0.39 acres and is located on Crogsland Road, approximately 250m north of Chalk Farm underground station.

The proposed site owned by London Borough of Camden is currently an empty brown field site, used-by Haverstock School to the west for storage and parking cars.

Crogsland Road serves as a thoroughfare between Prince of Wales Road and Haverstock Hill where Chalk Farm Station, the Round House theatre and several, shops, bars and restaurants are located.

The topography within the area creates a gentle rise in elevation north along Crogsland Road.

Future development needs to respond appropriately to the urban road, quality and massing of properties there, whilst creating a connection to the community.



Aerial view over Camden



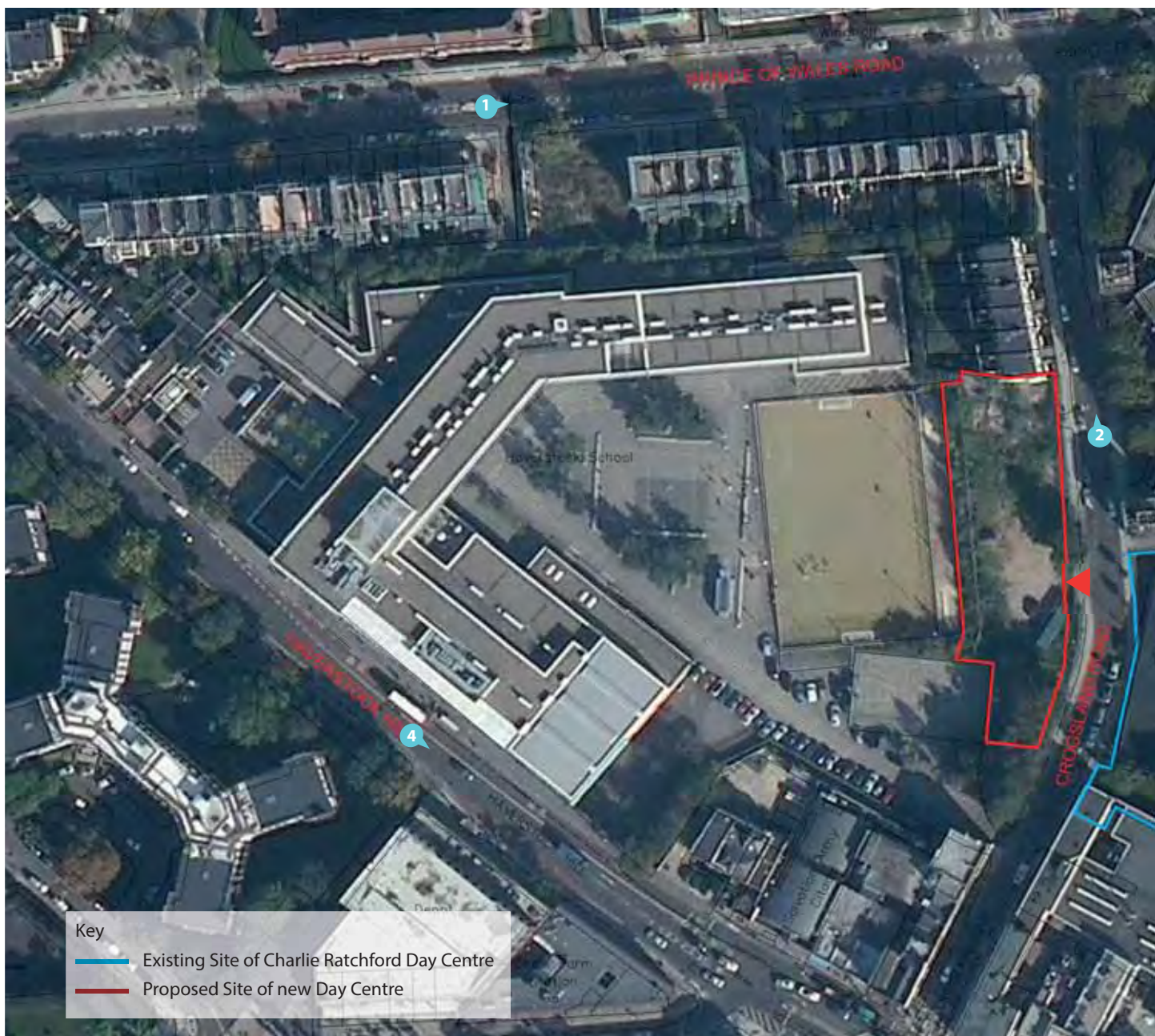
Aerial view of Crogsland Road

2.2 Site Context

Crogsland Road

There are currently a range of building types along Crogsland Road, with a mixture of apartment blocks, terraced housing, a single storey community centre and light industrial buildings. There is also an entrance to Haverstock school which is close to the southern boundary of the proposed site.

There is approximately a 5 storey building height difference across Crogsland Road. The tallest buildings along the road are towards the south eastern end where Crogsland Road meets Haverstock Hill. The lowest point at the centre point where the existing Charlie Ratchford centre is located.



Views of the surrounding area show London streets typical to North London with a mixture of property types on tree lined streets. There are a mixture of storey heights in the area with the majority of buildings 4 storeys but there are much taller apartment blocks found within the area.



1. Prince of Wales Road



2. Crogsland Road



3. Belmont Street



4. Haverstock Hill



2.2 Site Photographs



A



1



3



2



4



A



Key Plan



5



7



6



8

2.3 Local Character

The local area has a character particular to this region of north London. There is wide range of architectural styles and building types. Within 500m of the proposed site a mix of Edwardian terraced housing, post war apartment blocks, Victorian mansion housing, contemporary apartments, commercial and educational buildings can be seen.

Whilst there is diversity in the architectural quality in the area the main roads of Haverstock Hill and Prince of Wales Road are

tree lined avenues. These avenues have a self similarity.

The post war apartment blocks to the east of the proposed site sit within a well planted setting and are currently being externally refurbished with a contemporary white render.

The development creates a good opportunity to repair the street frontage and provide development that interacts with the street.





1. Crogsland Road & Prince of Wales Drive



2. Crogsland Road Town Houses



3. Belmont Street Apartment Block



4. Haverstock School



2.3.1 Local Green Spaces

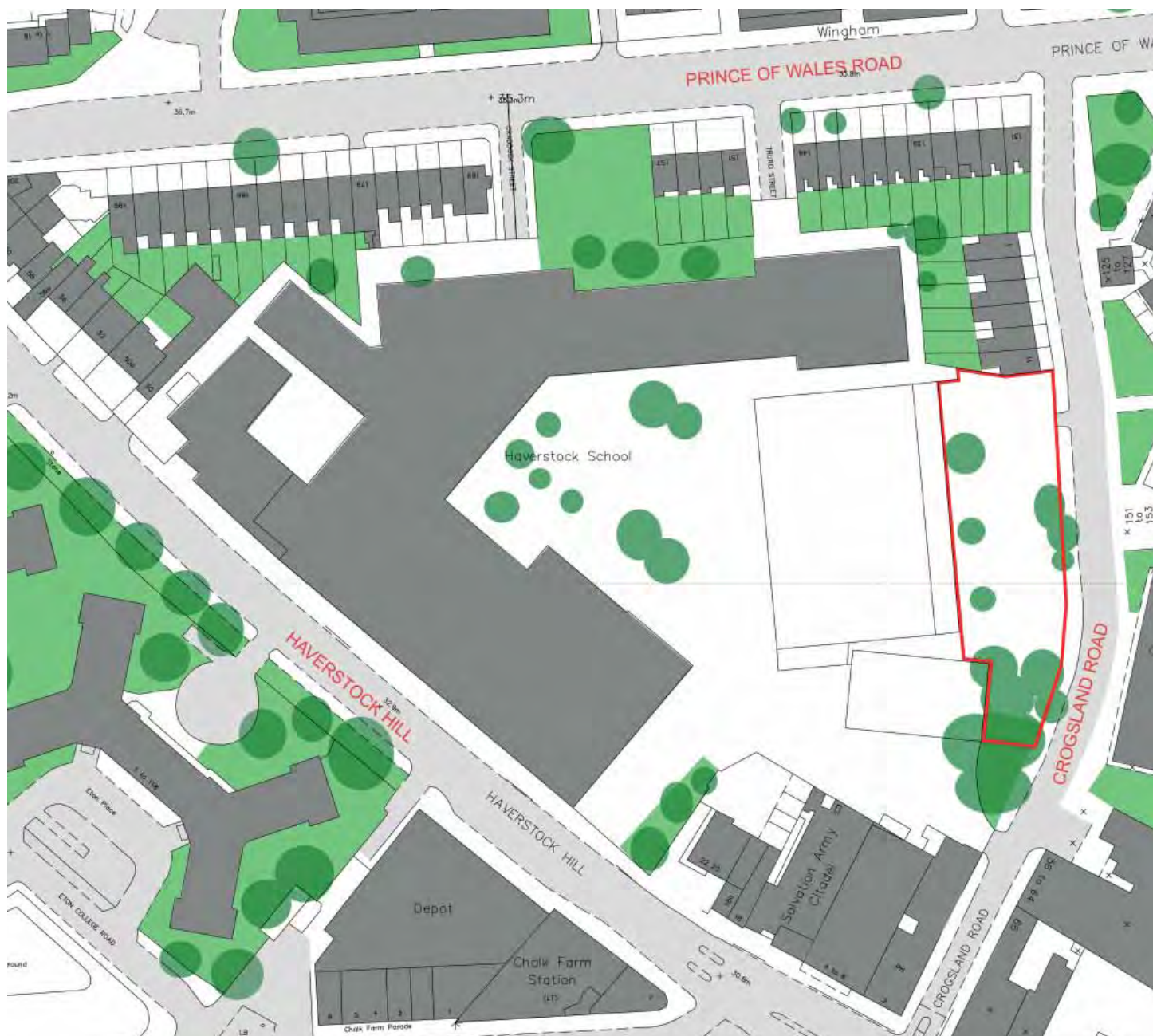
The local green spaces typical of north London. The majority of these green spaces are private gardens or shared private space surrounding apartment blocks.

In this local area there are few public parks. There are however a number of mature and semi mature trees lining the roads in the surrounding area.

The proposed site has a number of semi mature trees within

and on its boundaries. The proposed site could be considered a brown field site, which once contained buildings but is now empty scrub land. This land has become populated with small shrubs and grass. To the southern boundary there is a cluster of Silver Birch.

Every effort will be made to retain all the trees on the site and improve the quality of the 'green' space and street scene. In turn the local habitats will be considered and improved where possible.



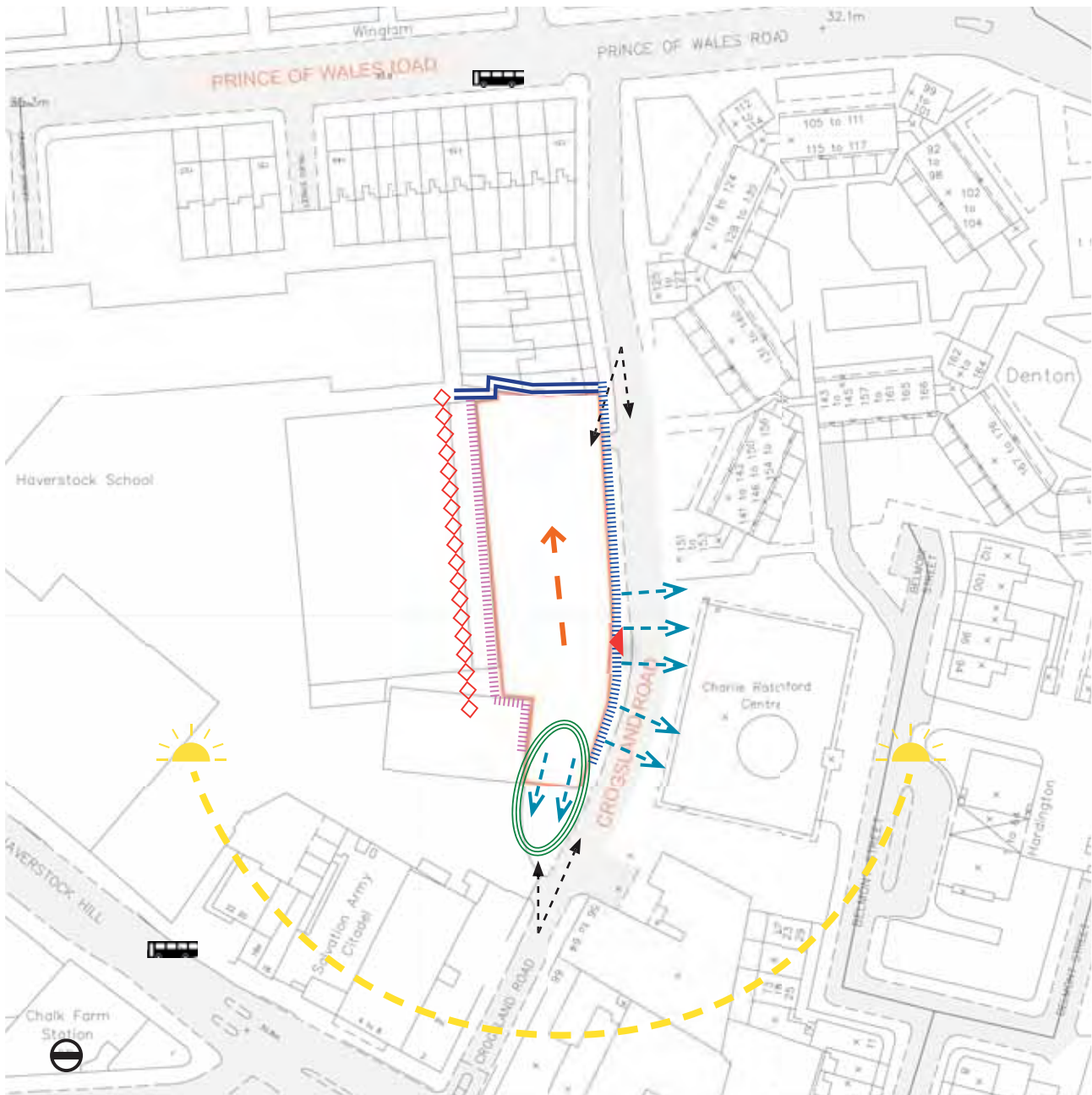


Green spaces - context of Crogsland Road

2.5 Opportunities and Constraints

The site is a rectangular site is bordered by Crogsland Road to the east. Crogsland road is only open to two way traffic entering from Prince of Wales Road and Haverstock Hill.

There is a large school to the west of the proposed site and a terrace of traditional London town houses to the north. The school has some playing grounds to the west which has an impact on the site in terms of noise and light and therefore need to be appropriately mitigated.



Opportunities

- To create quality of building addressing context of Chalk Farm Road (Busy urban artery) and Crogsland Road (domestic scale arcadian environment)
- To respond to terraced buildings in Crogsland Road.
- To respond to surrounding green spaces / create new green spaces
- To respond to the grain of surrounding development
- To respond to orientation of site
- To utilise sloping site
- To provide a high quality design which responds to the adjacent buildings.

Constraints

- Haverstock School Playgrounds to the West
- Site slope
- Potential overlooking on boundaries
- Crogsland Road; noise/access issues
- Trees along Crogsland Road to southern boundary
- Terrace of houses to the north of the site.
- Proximity of vehicle entrance to school.

Key

-  Site Boundary
-  Sloping Ground Levels.
(Arrow pointing up slope)
-  Sensitive Neighbouring Boundary
-  Potential Views from Site
-  Sensitive Boundary
-  Road Noise
-  Important Green Boundary
-  Sun Path
-  Potential Noise from School
-  Principal views from Crogsland Road

2.6 Site Investigations

There have been a number of site investigations undertaken, including a topographic survey and an arboricultural survey. Copies of each of these are included within the Planning Application package.

Topographic

A Topographic survey has been completed by SVS surveyors for the site and its immediate surroundings. It shows there are some minor changes in level with the site rising up Crogsland Road for the length of the site by almost 0.5 metres. The proposed site area doesn't contain any structures.

Arboricultural

It was noted at an early design stage that there were a number of trees on the site which were worth considering for retention. Greengage LLP were therefore employed to provide an arboricultural survey to inform the developing design.

All of the trees across the site are a mix of Category 'C' and 'B' trees and as such are considered to be a mix of quality and value. A small number of these will be removed to allow for redevelopment of the site. Within the landscape proposals a number of trees have been introduced including two distinctive feature specimens. Please refer to the Arboricultural Report appended to this application for further details.

Ecology

The ecology report carried out by Greengage LLP and concludes that the site was found to provide a moderate potential habitat for invertebrates and birds.

Clearance of trees and shrubs as part of the development should also take place outside of the breeding season to protect nesting birds. .

Noise Assessment

A noise assessment of the site has been carried out by Ramboll. The conclusions are as follows:

"8.1.2. The baseline noise survey was undertaken in the vicinity of the application site to establish the current noise climate and the dataset obtained from the survey was subsequently used to inform the assessment."

"8.1.3. Suitable façade sound insulation performances have been specified for the proposed development buildings in order to achieve the indoor ambient noise conditions set out within BS8233:2014 and the WHO Guidelines."

"8.1.4. The type, quantity and location of mechanical and electrical plant associated with the proposed development have only been defined in outline at this stage in the design and hence it is not possible to fully quantify the noise impact at the nearest noise sensitive receptors. However, it is anticipated that the plant will not have a significant impact and suitable noise control measures will be implemented during detailed design."

"8.1.5. Mitigation measures have been provided to minimise noise impacts associated with the proposed development to inform the design."



3 Consultation

- 3.1 Pre-Planning Advice
- 3.2 2nd Pre-Planning Advice
- 3.3 Resident Consultation
- 3.4 Public Consultation
- 3.5 Other Consultation

3.1 1st Pre-Planning Advice

An initial meeting with Planning Officers at Camden Planning Department was held on 16th June 2014, please refer to formal responses in appendix.

Following a pre-application submission, a meeting was held at Camden planning department to discuss the proposals. This meeting was attended by Planning Officers and the Urban Design Officer from Camden Planning Department, PRP Architects and the Project Manager.

The Planning Officers reported that they had held a brief workshop to review the pre-application material which had been submitted. Their comments were as follows:-

- The rationale behind the scheme is accepted.
- Concerns were raised around the level of parking (they had a preference for zero on site) and its location adjacent to the main entrance.
- Concerns were raised over the design of drop off zone and parking on the site
- Need to consider sunlight & daylight impacts on neighbouring properties was highlighted too.
- Concerns were expressed over the massing paying to much reference to the height of the terraced housing. The urban design officer wished to see a calmer less fussy roof-line without the step down.
- Questions were raised over the design of the entrance

Initial Design Proposals June 2014



Selection of pages submitted as part of pre-app

Design Approach



Design Approach

Scale & Massing



Design Approach



Building Form

The building form has been designed to respond to the context of the site and the surrounding area. The building is a multi-story structure with a modern design, featuring large windows and a flat roof. It is situated on a street corner, with a road and a sidewalk in the foreground. The background shows other buildings and trees.

11



Initial Design Proposals June 2014



3.2 2nd Pre-Planning Advice

The application proposals were presented to London Borough of Camden Senior planning officer on the 27th October 2014 followed up by a specific meeting to discuss the elevations on November 27th 2014. The meeting was also attended by an Camden Planning Officer. The following points were raised as issues which needed to be addressed within the developing proposals:-

- The building has been improved by not paying so much reference to the neighbouring terraced housing. However suggestions were made to help reduce the massing at the fourth and fifth floor by considering the material of selection of openings and copings. It was considered important to address this where the building met the terraced houses.
- Onsite parking had been removed other than a minibuss parking bay adjacent to the entrance.
- The urban design officer welcomed the increased space left between the proposed building and the terrace.
- Further consideration was needed regarding the elevational treatment and how the perceived massing of the building could be reduced.
- The tree officer requested that the magnolia which exists on the site be retained.

Each of the above issues have been addressed within the final proposals, as outlined in Section 4 of this document.

2nd Pre-App Design Proposals November 2014



Selection of pages submitted as part of pre-app



2nd Pre-App Proposals Nov 2014



3.3 Public Consultation

A public consultation was held on the 9th and 10th of December 2014. Local residents and the community and staff of the Charlie Ratchford centre were invited to attend through posted leaflets and notices.

Attendance over the two days was good with people from all parts of the community visiting to see the new scheme and leave comment. Please refer to the appendix to see a list of who attended and copies of the comment forms.

Residents generally felt that the proposals were acceptable in terms of:-

- Quality and layout of the new day centre (Charlie Ratchford Centre).
- Quality of the apartments
- Treatment of external façade

Areas of concern raised were primarily related to noise affecting apartments from the Haverstock school football pitch. Additionally there were concerns from neighbouring properties over the mass of the building and potential affects on daylight levels to their properties.

The consultation opened the opportunity to begin dialogue with the architects of the 'Marine Ices' proposal, which will include a new cinema and apartments. This application will affect the Crogsland Road street scene and we will therefore liaise and share information so that Camden can consider both schemes in context of one another.

Many in the local community were keen to see the new housing built for extra care and liked the quality of the architecture.

3.4 Resident & Staff Consultation

Residents, staff, service users and their families of the existing Charlie Ratchford centre have been regularly consulted over the last few years regarding the principle of the building being redeveloped.

Following the Public Consultation event on the 9th and 10th of December 2014, staff of the existing Charlie Ratchford centre were given the additional opportunity to view the proposed development.

Selection of boards shown as part of consultation



Site Analysis



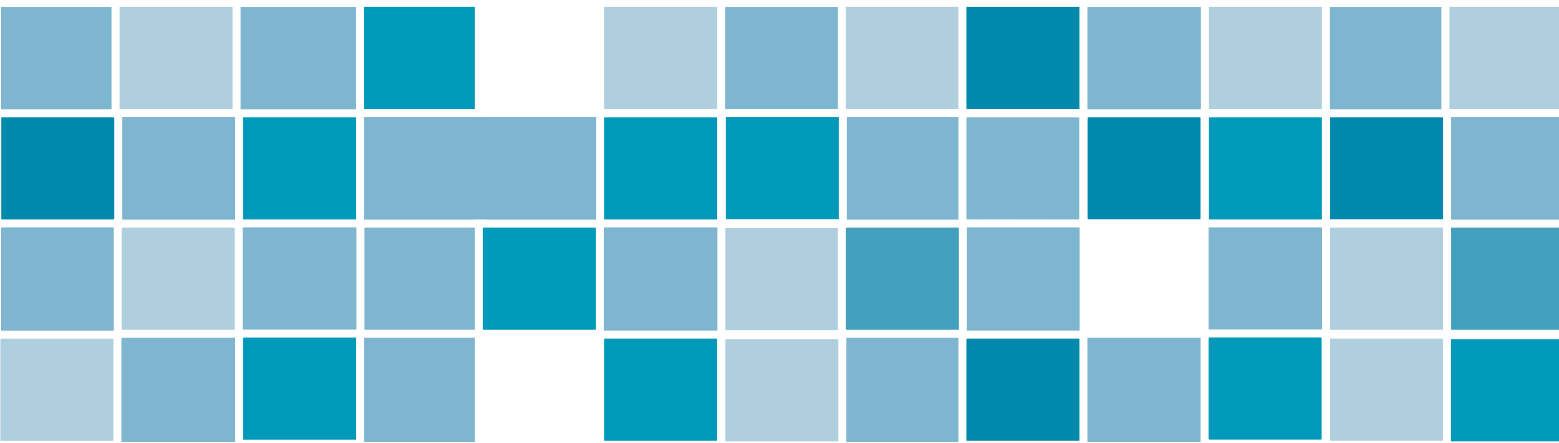
Camden



Perspective Views



Camden



4 Design

- 4.1 Concept Development
- 4.2 Scale and Massing
- 4.3 Layout and Internal Spaces
- 4.4 Architectural Approach
- 4.5 Elevations
- 4.6 Appearance and Materials
- 4.7 Landscape

4.1 Concept Development

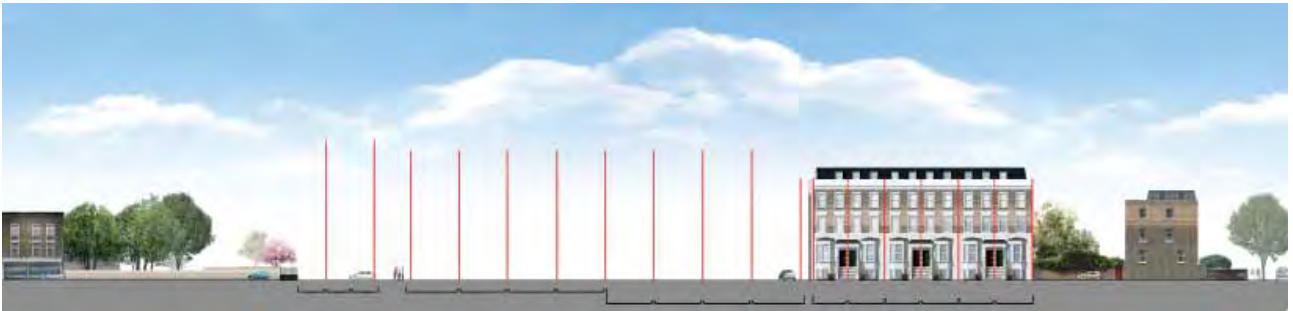
The siting of the building has been carefully considered to ensure that the proposals create a positive addition to the context. Key design considerations are:-

- Provision of an active street frontage to Crogsland Road.
- Response to the grain of the residential properties in the surrounding area.
- Provision of the replacement of the Charlie Ratchford day centre, with improved modernised facilities.
- Provision of good quality extra care housing which can meet the requirements for people with a wide range of needs, including dementia.

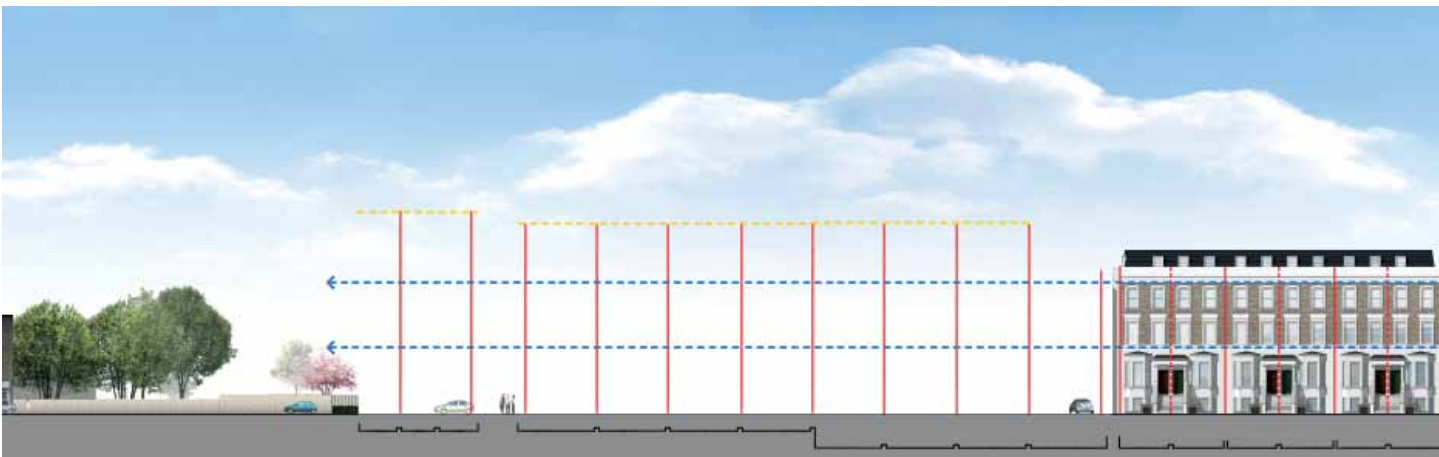


4.2 Scale and Massing

The scale and massing of the proposed building has been influenced by the site context, i.e. the terrace of houses to the north of the proposed site. The following diagrams outline how the rhythm, heights, massing and scale has been broken down in response to these contextual influences.



- Extending the urban grain.
- Using a similar flat width as a terrace house plot.



- Rising in scale.
- End of terrace feature and focal element.

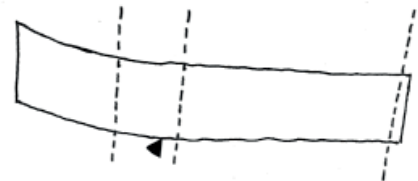
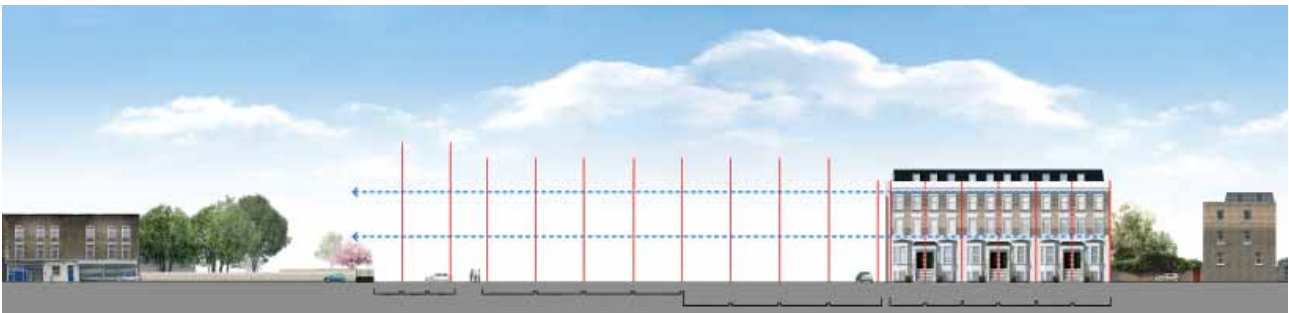


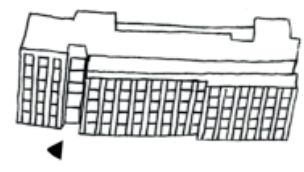
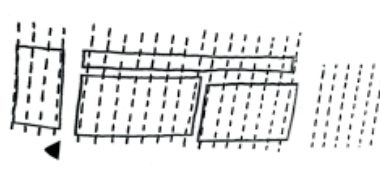
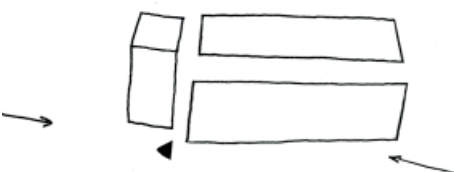
Diagram demonstrating how the massing of the proposal is broken down.

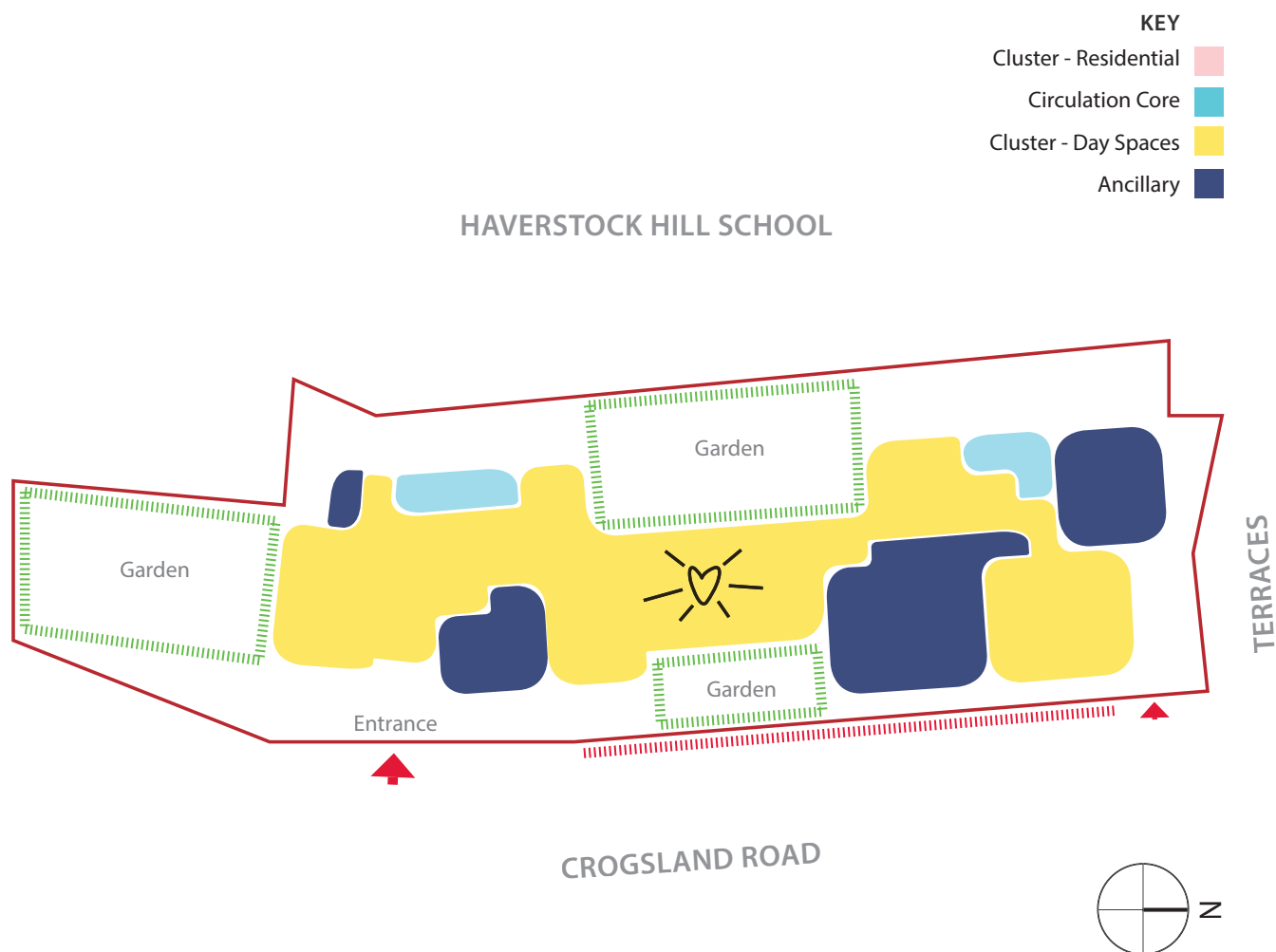


- Responding to the vertical grouping.
- Horizontal banding taken from the terrace.



Maintaining the urban grain and scale against the terrace housing.





Concept Diagram

The diagrams illustrate the design concept for the site by building use.

The site offers the opportunity to create a quality building that addresses the context both of a busy urban street with a mix of building types and scale (Crogsland Road) and the more sensitive context of the Haverstock Hill School, with its open space and busy environment.

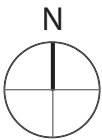
The new Day Centre will be located on the ground floor, allowing for a new active frontage along Crogsland Road. The communal facilities of the day centre are set out throughout the ground floor. Each communal area will have potential access to private outdoor terraces facing south, east and west. Whilst good visual connection to Crogsland Road will be maintained, the vulnerable people who will use the Day Centre must be afforded security.

The extra care residential accommodation will be situated on the upper floors. These apartments will have dual aspect habitable rooms facing Crogsland Road, away from the school and potential noise disturbance.

The central section of the plan accommodates the key communal areas of the building. This section will be open plan

and glazed to the outside to create a sense of openness and allow views into the landscape courtyard to the west.

During the design development of the project this conceptual diagram developed in response to the comments received from the Design Panel and the Urban Design officer.



Uses Diagram



Ground Floor



First Floor



Second Floor



Fifth Floor

KEY

- Cluster - Residential
- Circulation Core
- Cluster - Day Spaces
- Ancillary

4.2.1 Aerial Views

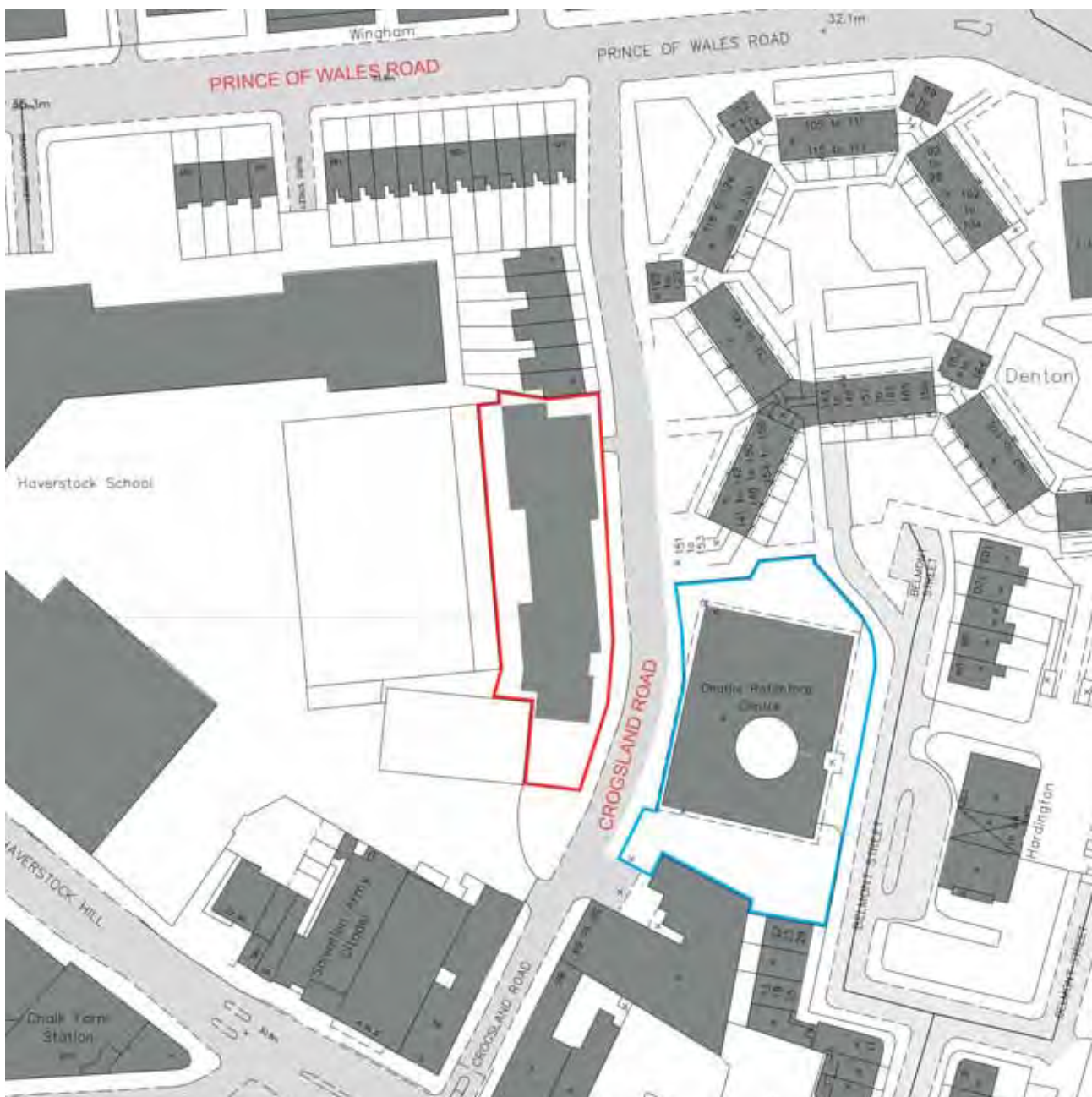
Urban Grain

The urban grain within the surrounding area has been considered to ensure that the proposed development relates in terms of scale and proportion.

A direct comparison can be taken with the existing Charlie Ratchford centre which has a building footprint of 1235m², the proposed day centre has a footprint of 914m². This represents a 26.1% reduction in building footprint.

Aerial Views

These aerial views demonstrate how the proposed massing fits within the local and wider context and also demonstrate how the material palette blends with the local context.



Plan of Proposed Urban Grain



Proposed Aerial view over Camden



Proposed Aerial view of Crogsland Road

4.3 Layout and Internal Spaces

The main communal spaces have been designed to be in the centre of the plan creating a social heart to the scheme. The ground floor communal area has been designed to create a hub for the local community, for residents, Day Centre service users, families, visitors and staff to enjoy. It is envisaged that this will be a semi-public space and will have an access control system to segregate it from the residential parts of the building.

To the south, east and west these communal spaces have a strong visual and physical connection with the garden areas.

The ancillary areas which serve the day centre will provide quality spaces for staff so that they may best serve the community. There is a secondary entrance for staff usage and residents; from which staff can access all floors via the lift and staircase. This circulation core allows staff to move vertically through the building, including the delivery of food and laundry to each floor.

There is a centrally located admin and reception office which will enable staff surveillance of the main entrance and communal areas. The staff room will provide a good aspect of the road and space to relax. The kitchen and refuse are located close to this entrance.

Each floor above ground level contains self-contained apartments. Served by 2 stair/lift cores at each end of the building.

The majority of apartments will be accessed from an open deck which faces Haverstock School. This open deck allows the apartments dual aspect with the benefits of natural light and cross ventilation.



Ground Floor Plan



Sketch View into the Restaurant / Cafe Area



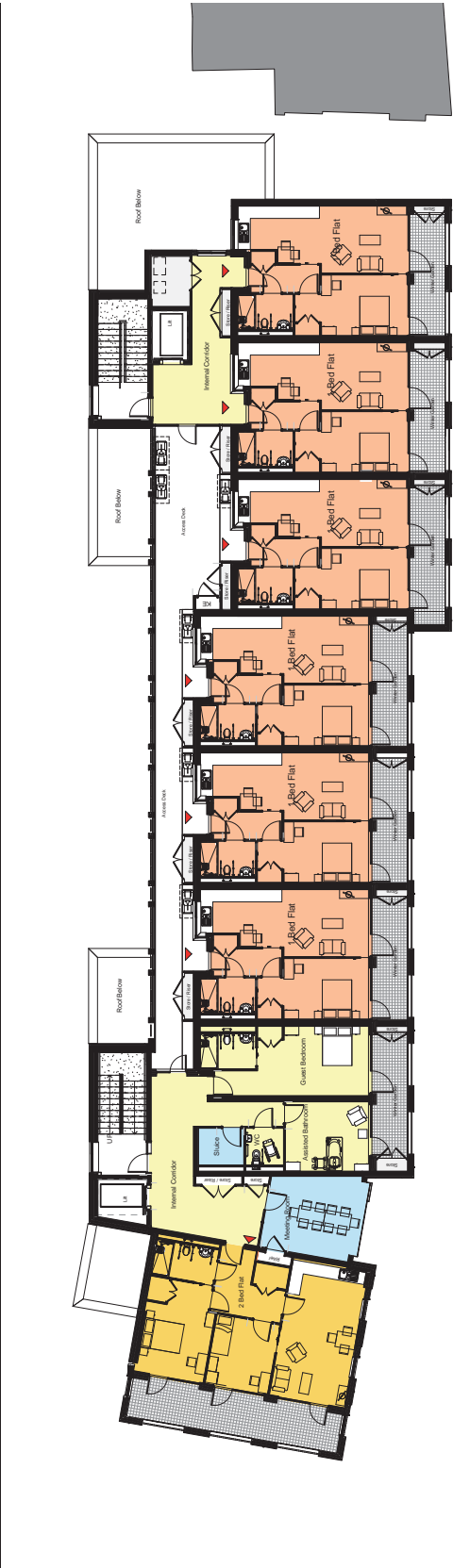
CROGS LAND ROAD



4.4 Plans

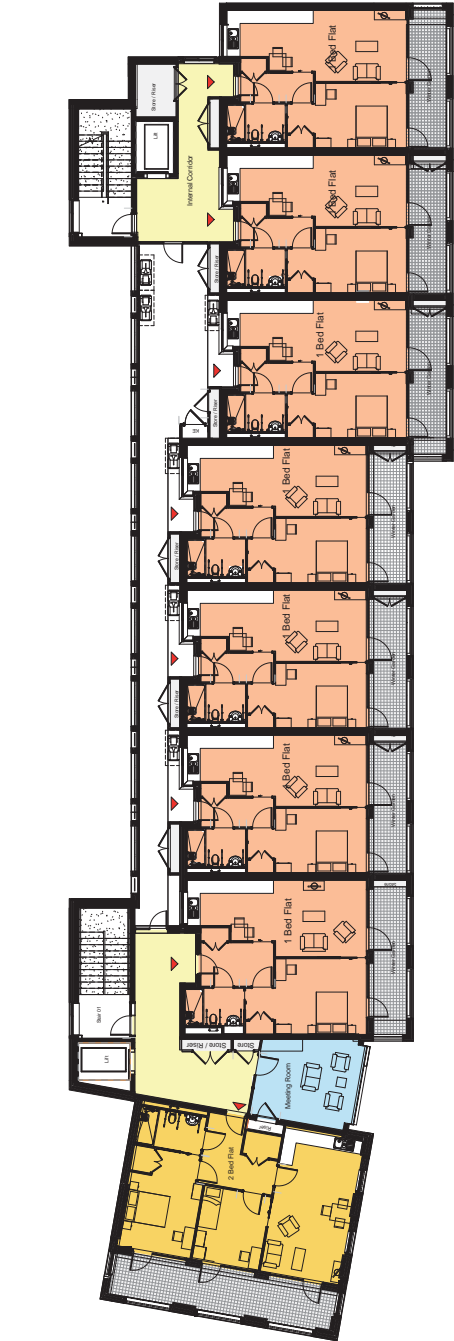
Ground Floor Plan





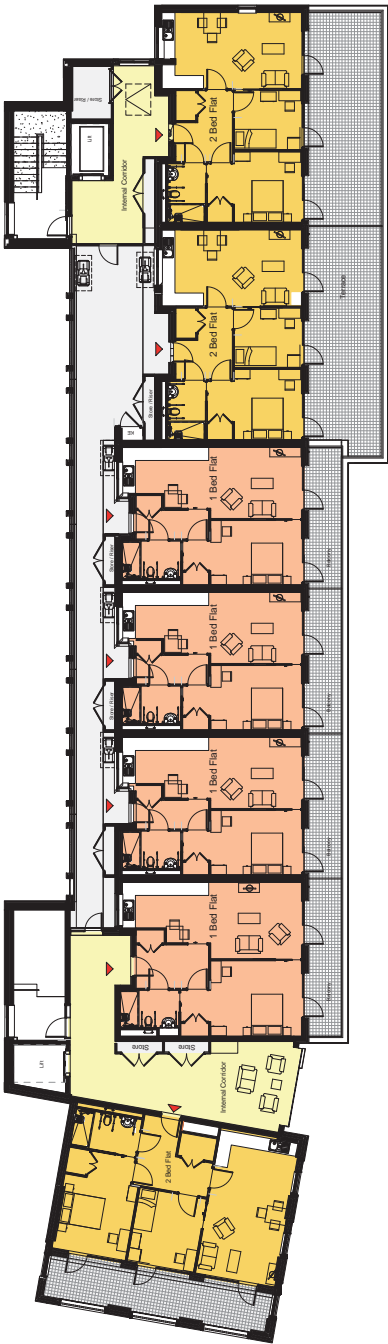
First Floor Plan

CROGLAND ROAD



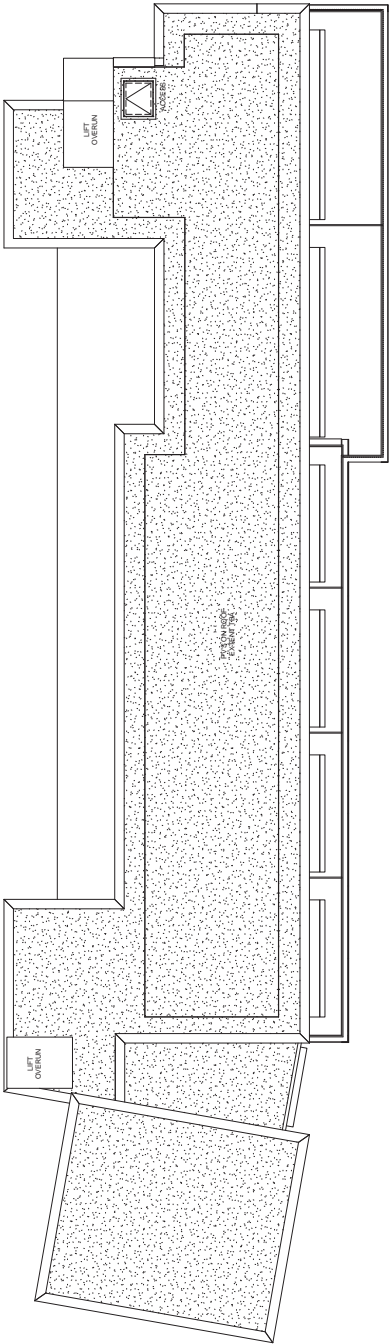
Second / Third / Fourth Floor Plan

CROGLAND ROAD



Fifth Floor Plan

CROGLAND ROAD



Roof Plan



1 Bed Apartment 54.5m² (excluding winter garden)



Typical 2 Bed Apartment 75m² (excluding winter garden)

4.4 Front Facade

The Front Facade has been inspired by the Victorian terrace. In both proportion and material composition the Victorian terrace represents a vernacular and traditional architecture influenced by thousands of years of spatial consideration. The proposed facade facing Crogsland Road aims add to the setting using a contemporary interpretation of a historic setting.

The setting out of the front elevation is described in the diagram to the right.

The front facade will include winter gardens which will provide excellent sheltered external space for the residents.



The neighbouring Victorian Terrace on Crogsland Road.
(A typical example of traditional terraced housing in Camden).



Example of Winter Garden

Key

1. Full width recessed balconies
2. Canopies to top floor flats provide solar shading.
3. Top floor set back
4. Darker brick to top floor
5. Railings
6. Rational stacking of flats
7. Dual aspect flats with deck access
8. White reveals to openings on 3rd & 4th floor
9. Light buff Brick
10. Re-con Stone
11. Rear garden terrace
12. Ground floor Day Center with view through building to rear courtyard.
13. Front terrace
14. Railings with hedge behind
15. Rear Open Deck



Section cut through showing front elevation