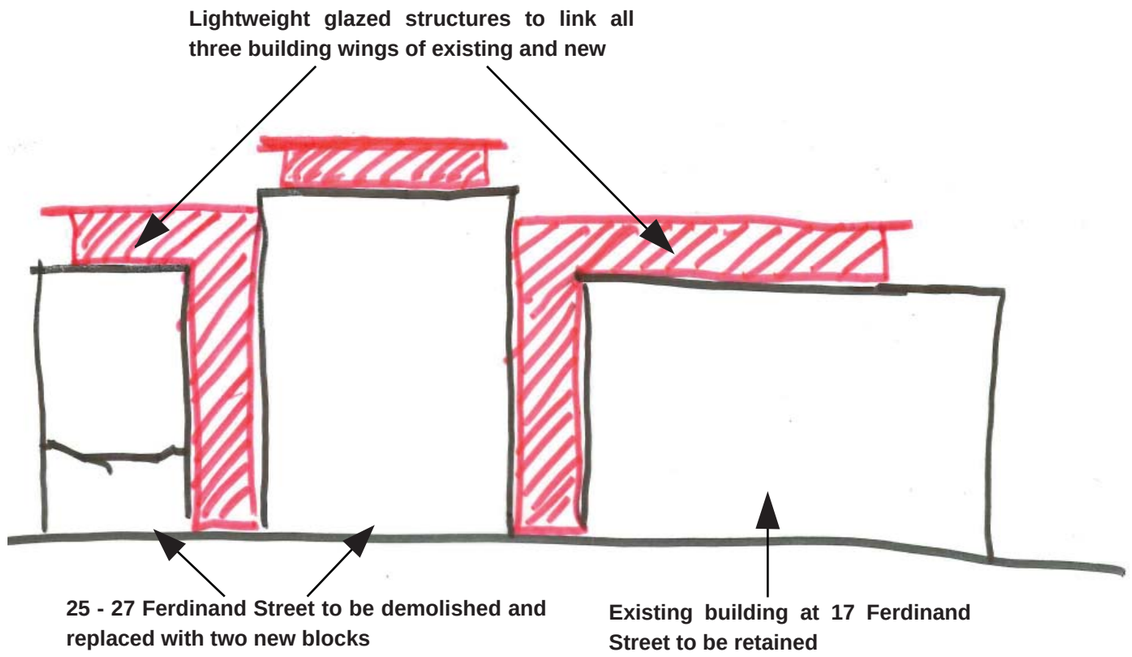
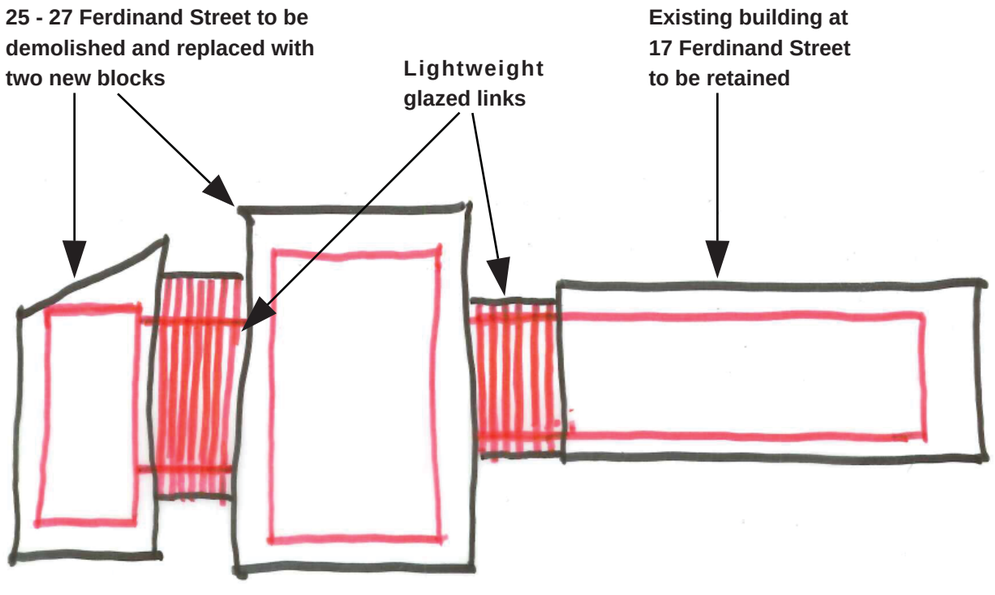


Massing concept sketch - Elevation showing three main blocks (one existing and two new)



Massing concept sketch - Plan of three blocks (one existing and two new) with secondary recessed links comprising of lightweight glass and steel structure

Design Concept - Scale and Massing

The scale and massing of the proposed building takes into consideration pre-application comments from Camden Council. The massing concept of the current proposal retains the existing 17 Ferdinand street building as one of three solid elements. The adjoining owner at number 19 has a long term leasehold interest in part of the ground floor in the retained building. 25 and 27 Ferdinand Street will be replaced with two new blocks that form the triumvirate with a focus on the central taller element that overlooks the courtyard/ serviceyard.

Glazed interventions will form the links between the main buildings. In the massing sketch, the red elements define the links that rise vertically and wrap horizontally to provide a defined extension / termination to the more solid blocks below.

The visual appearance of the new blocks will be informed by the existing retained 17 Fedinand Street, with matching brick walls and windows of similar proportions. The glazed link additions act as a contrast to the more traditional materiality of the brick as well as providing the visual separation between the three blocks which aids in reducing the perceived mass of the overall proposal.

The proposed top floors are distinctly contemporary in appearance with the use of full height curtain wall glazing to create a lightweight modern extension that is also recessed from the main building form.

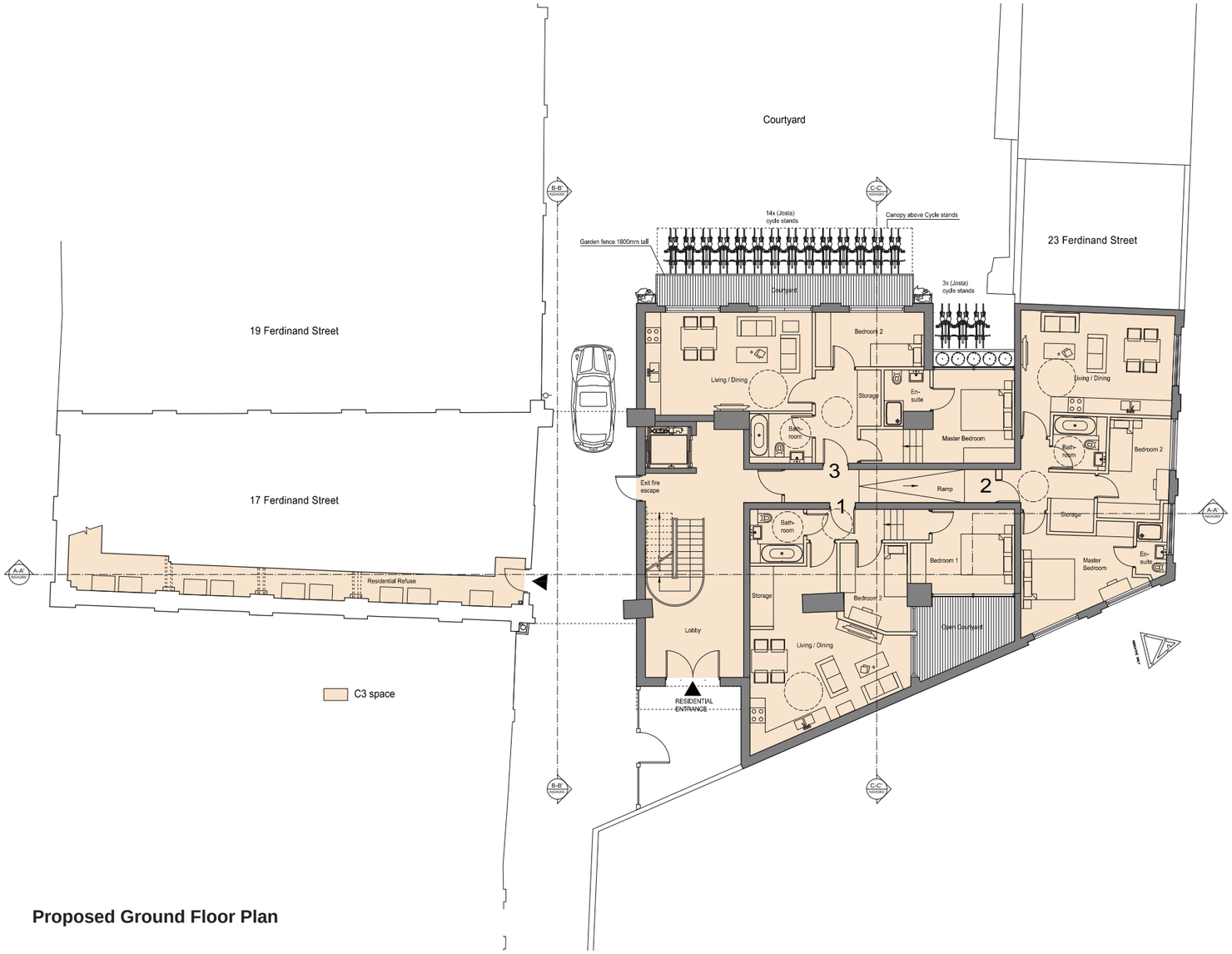
The proposal steps from three to six storeys, reflecting the neighbouring buildings that range from the single storey Majestic wine warehouse and undulating two storey Ron Arad Studio to the multi storey tenement blocks. The overall building form has significantly less impact than many of the taller buildings in the immediate area. In terms of massing, with the separate three blocks, the proposal has less impact than the adjacent 7-storey Tottenhall and 8-storey Rugmere 1930's mansion blocks on Ferdinand Street.

Project Details & Proposed Layouts

Taking into consideration the recent planning consent Reference: 2012/4792/P for mixed use office (Class B1) and residential units (Class C3) and subsequent approved permitted development applications for 17 and 27 Ferdinand street Reference: 2013/5679/P and 25 Ferdinand street Reference: 2013/5675/P for all residential, the current proposal offers to comply and keep building design, height, mass, bulk and floor area to the same as mixed use consented.

Planning scheme Reference: 2012/4792/P, but convert all floor space to 20x residential units (Class C3) based on the permitted development approvals for both 17 and 27 Ferdinand street and 25 Ferdinand street.

The proposed scheme comprises of 20x residential units of 7x1 bedroom, 11x2 bedroom, 1x3 bedroom and 1x4 bedroom.
The total gross internal area of residential accommodation is 1,495.3 m2.



Proposed Ground Floor Plan

Project Details & Layouts - Ground Floor

The ground floor office area has been separated into two distinct parts. The existing entrance to 17 Ferdinand Street commercial space is maintained under the archway into the service yard as there is a long leasehold agreement on the ground floor that is owned by others. The ground floor is composed of three individual flats (three 2 bedroom flats). All of the flats will have good visual outlook through large windows that match the character and proportion os the existing windows of 17 Ferdinand street building.

There is a change in level which allows for potential splitting the area to the current 25 Ferdinand street and creating an additional unit as mezzanine above unit-2.

Cycle storage for all the residents provided under protected glass lean-on canopy within the secured internal yard outside unit-3. The provision of 17 Josta cycle stands made for this development.

Communal refuse store for all the residents provided within the 17 Ferdinand street and accessed from under the archway. Refuse room will be accessible for residents via secure keycode or electronic key fob.

The lift will be used by the residents to gain access to all floors (and wheelchair users).

Service Yard:

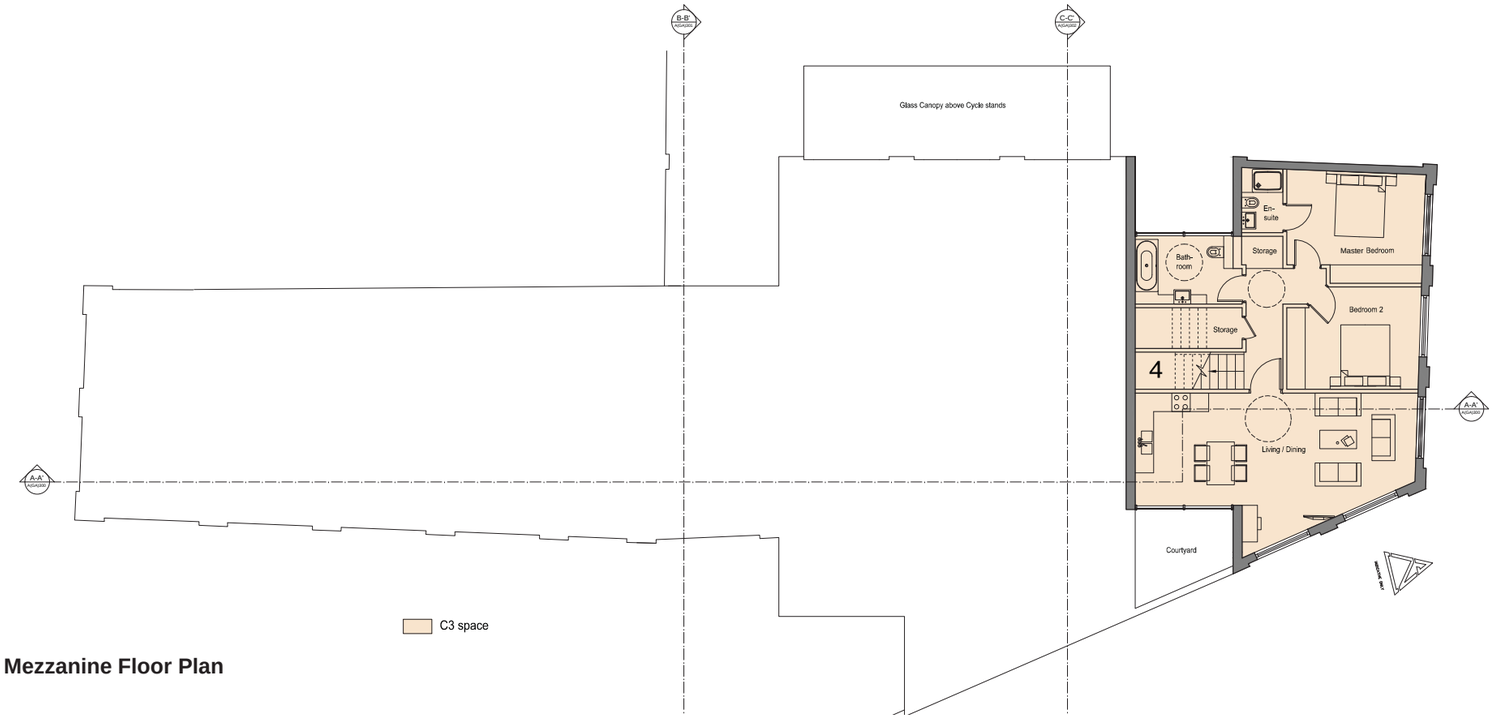
The rear service yard is maintained to accommodate for deliveries and servicing, disabled parking and visitor parking as per the existing arrangement. Forming a significant part of the development will be the landscaping of the whole yard to improve the amenity and visual appearance of the space. The aim is to create a central yard space that becomes the heart of the developments surrounding it. Please refer to the Landscape section for more information.

Residential gross internal area schedule:

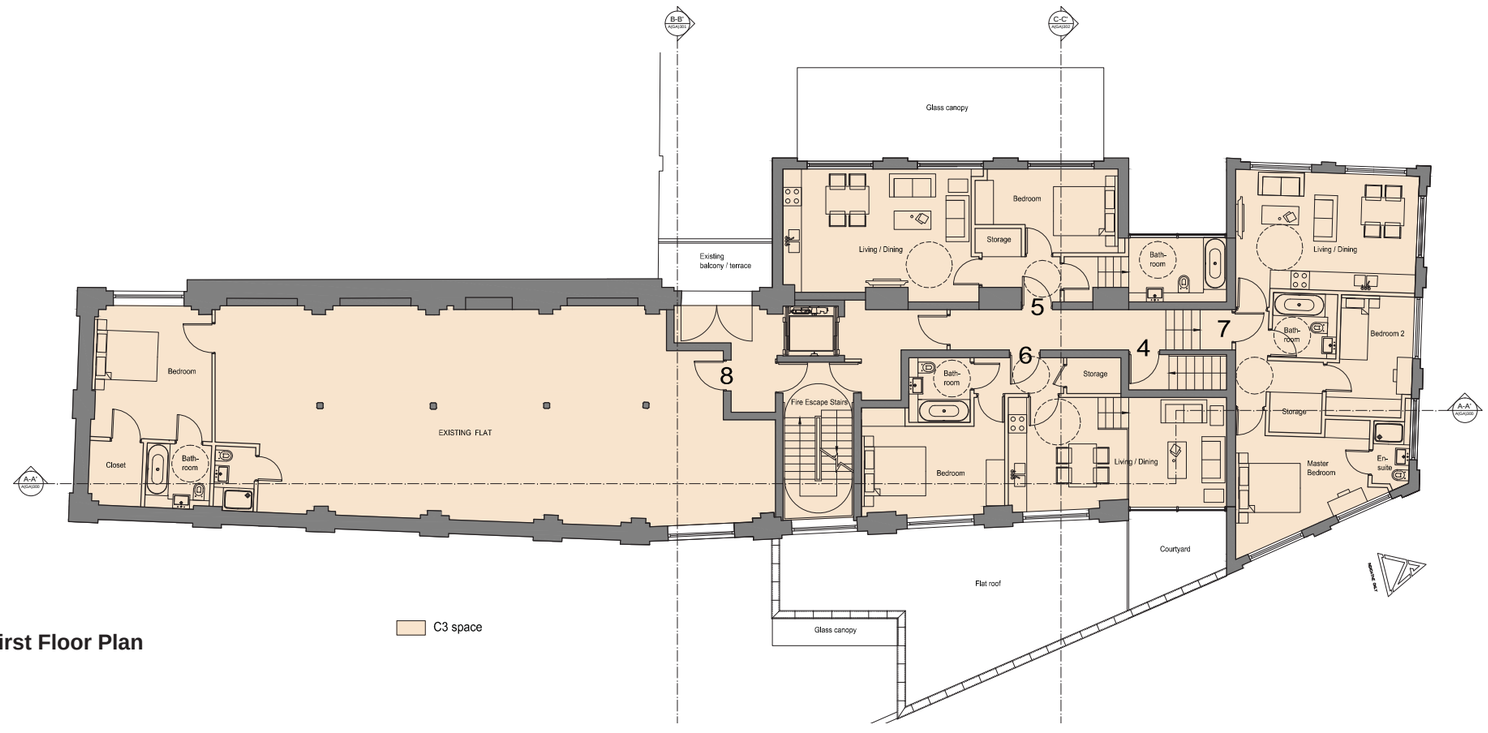
Unit 1 - 2 bedroom flat - 65.3 sqm

Unit 2 - 2 bedroom flat - 68.4 sqm

Unit 3 - 2 bedroom flat - 69.4 sqm



Proposed Mezzanine Floor Plan



Proposed First Floor Plan

Project Details & Layouts - Mezzanine and First Floor

Mezzanine:

Composed of (one 2 bedroom flats) accessed from the Ground floor.

First floor:

Composed of four individual flats (three 1 bedroom and one 2 bedroom flats).

All the flats on both the mezzanine and First floor Levels will have good visual outlook through large windows that match the character and proportion of the existing windows on 17 Ferdinand street.

Residential gross internal area schedule:

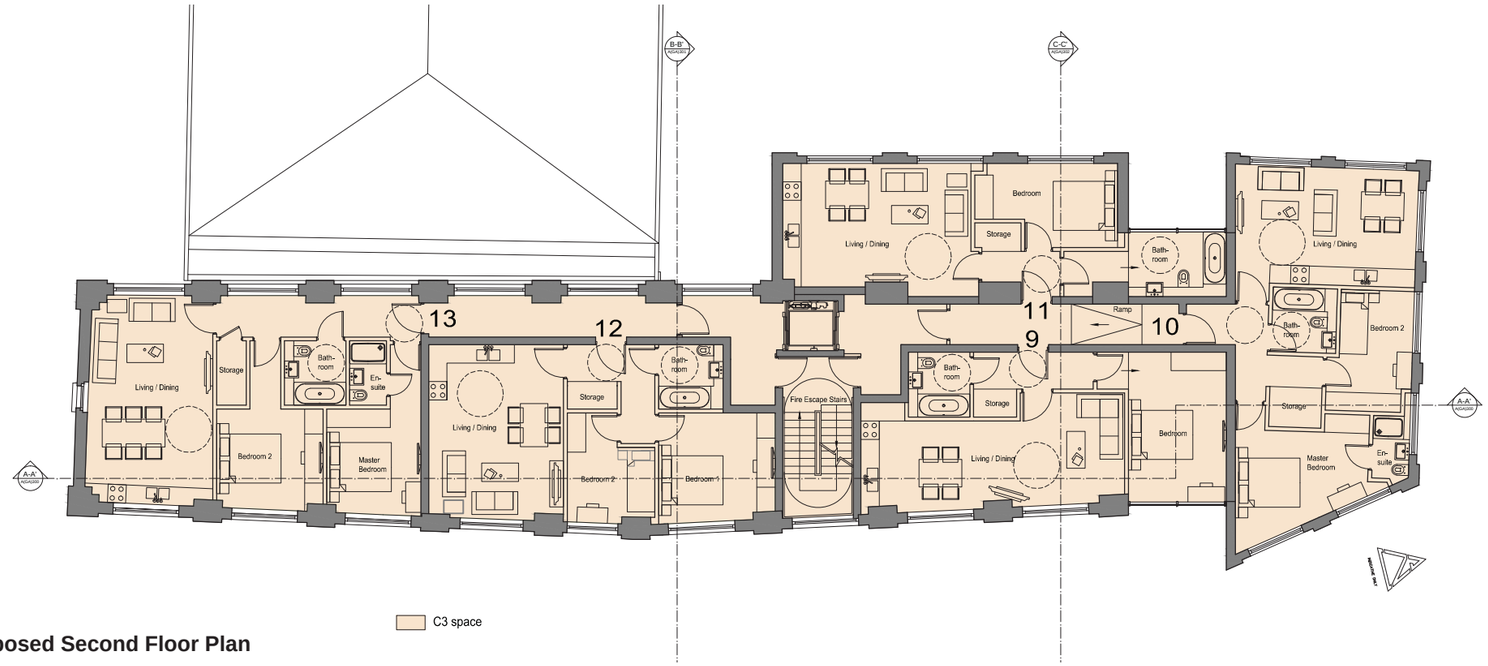
Unit 4 - 2 bedroom flat - 96.5 sqm

Unit 5 - 1 bedroom flat - 51.9 sqm

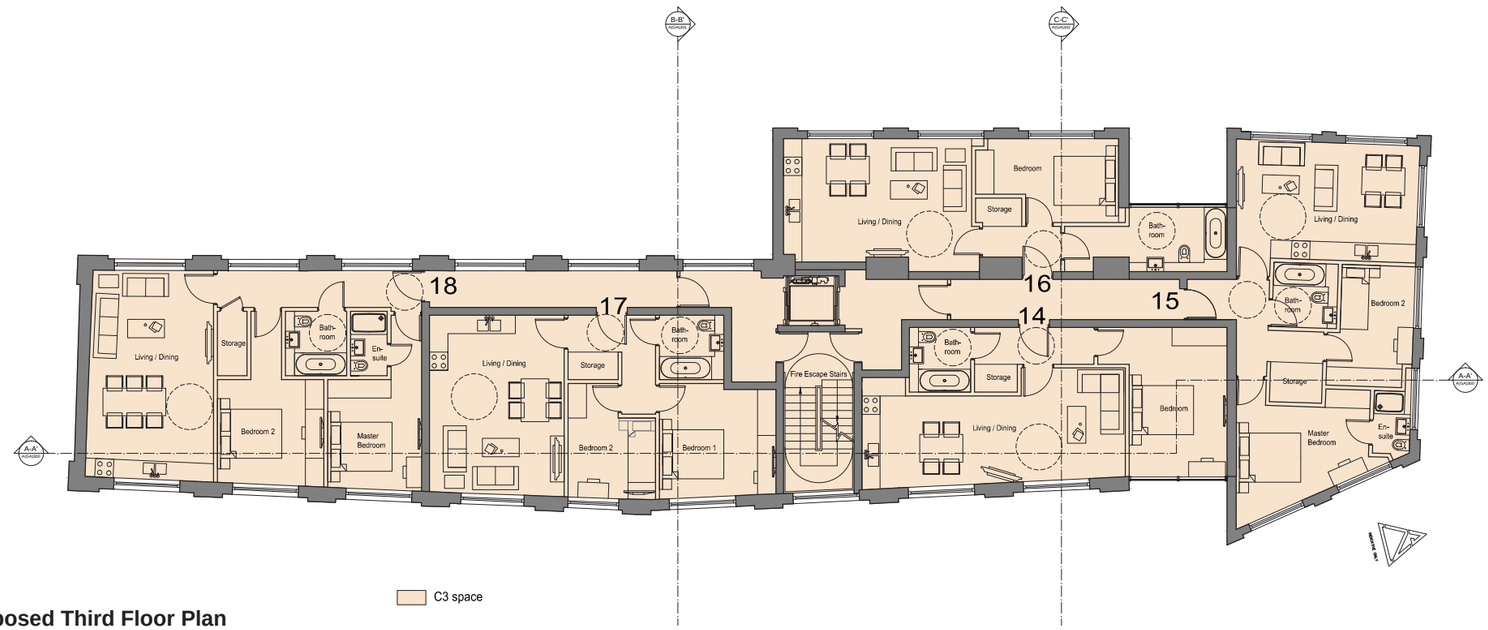
Unit 6 - 1 bedroom flat - 52.1 sqm

Unit 7 - 2 bedroom flat - 65.9 sqm

Unit 8 - 1 bedroom flat - 142.7 sqm



Proposed Second Floor Plan



Proposed Third Floor Plan

Project Details & Layouts - Second and Third Floor

Second Floor:

Composed of five individual flats (two 1 bedroom and three 2 bedroom flats).

All the flats will have goo visual outlook through large windows that match the character and proportion of the existing windows on 17 Ferdinand street.

The set back created on the south elevation results in Unit 1 having access to a large south facing terraced area with views to Chalk Farm Road.

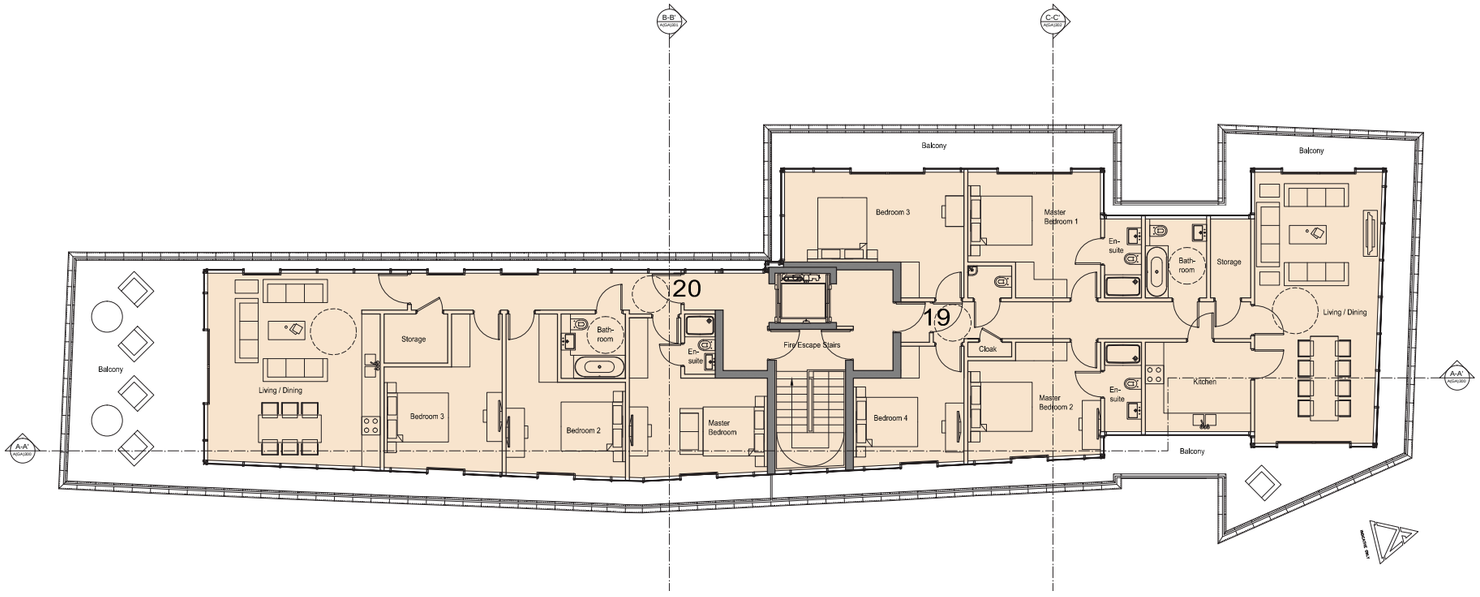
Third Floor:

Composed of five individual flats (two 1 bedroom and three 2 bedroom flats).

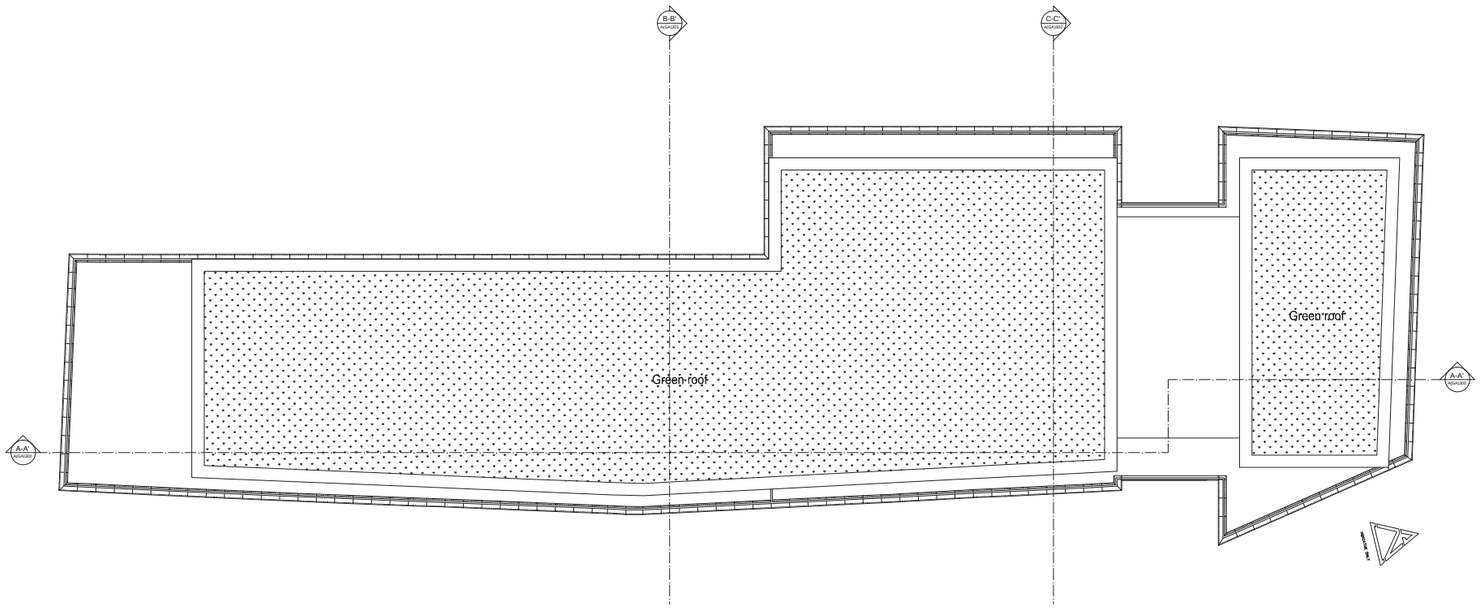
All the flats will have goo visual outlook through large windows that match the character and proportion of the existing windows on 17 Ferdinand street.

Residential gross internal area schedule:

Unit 9 - 1 bedroom flat - 56.6 sqm
Unit 10 - 2 bedroom flat - 68 sqm
Unit 11 - 1 bedroom flat - 51.9 sqm
Unit 12 - 2 bedroom flat - 60.5 sqm
Unit 13 - 2 bedroom flat - 74.2 sqm
Unit 14 - 1 bedroom flat - 57.3 sqm
Unit 15 - 2 bedroom flat - 68 sqm
Unit 16 - 1 bedroom flat - 51.9 sqm
Unit 17 - 2 bedroom flat - 62.6 sqm
Unit 18 - 2 bedroom flat - 75.5 sqm



Proposed Fourth Floor Plan



Proposed Roof Floor Plan

Project Details & Layouts - Fourth and Roof Floor Plan

Fourth Floor:

Composed of two individual large flats (one 3 bedroom and one 4 bedroom flats).

All the flats will have goo visual outlook through large windows that match the character and proportion of the existing windows on 17 Ferdinand street.

The set back created on the Fourth floor providing generous perimeter terrace for the 2 larger flats on this floor as amenity space.

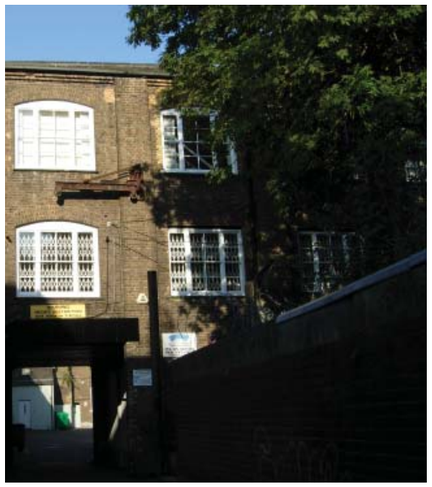
Roof Floor:

The green roof helping to reduce environmental impact and providing an area for wild life habitat.

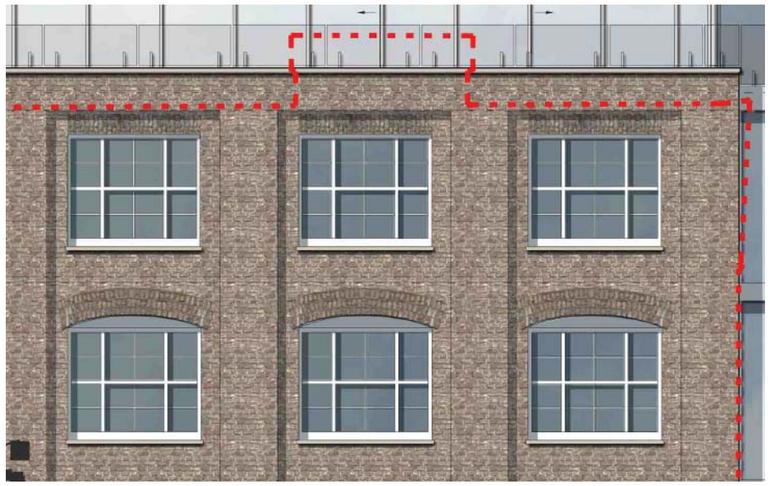
Residential gross internal area schedule:

Unit 19 - 4 bedroom flat - 145.2 sqm

Unit 20 - 3 bedroom flat - 111.4 sqm



Existing windows - Arched and straight head on existing east elevation



Proposed straight head windows with soldier course detail

East Elevation showing three main blocks

Design - East Elevation Facade

The main elevation facing Ferdinand Street shows the two distinct buildings linked with recessed glazed links in between which continue to form the recessed top floor.
The existing pitch roof of 17 Ferdinand street has been replaced with a full storey and additional recessed top floor in lightweight glazed curtain walling.
The fourth floor is stepped back to respond to the existing condition on Chalk Farm road and that of 10 A Belmont street across the rear yard.

The top floor is a recessed glazed extension that matches the treatment of the adjacent top floors of the lower blocks. Generally the composition of the top floor extension is a more minimal contemporary aesthetic that contrasts with the solid buildings below. Recessed on all sides and comprising of large glazed panels that will reflect the external environment, the aim is to create a lightweight / transparent appearance to this level, that minimises the impact of the overall building elevation.

The elevation design of the two new blocks that replace 25 and 27 Ferdinand Street takes reference from the existing retained 17 Ferdinand Street. London stock brick will be used to match the existing. Reclaimed bricks or the bricks from the demolished buildings will be re-used in the construction of the proposed blocks, thus maintaining the character of the existing. The size of the proposed windows are of a similar proportion to the existing, so the large openings will allow plenty of daylight in and visual amenity outwards for the commercial and residential units. To further enhance the character of the new additions, the fenestration will closely match the straight head windows of the existing building - see adjacent images. The existing windows comprise of both arched and straight window heads. It is deemed more appropriate to follow the straight window heads as they better fit with the straight lines of the contemporary glazing at the upper floors to create a more uniform elevation. The existing 17 Ferdinand Street will be refurbished and where necessary the glazing and walls will be improved to comply with current regulations.

There will be minimal eaves overhang in order to reduce the size of the top floor extension to help create a simple glass box structure that sits on top of the more solid brick building.

10A Belmont Street Application- Approved East Elevation

Painted Concrete Render and Steel Railings

Corrugated Aluminium Cladding and Painted Brick

West facing courtyard / service yard Elevation showing three main blocks

Design - West Elevation Courtyard Facade

Similar in treatment to the east elevation, the brick facade of 17 Ferdinand Street has been retained with the proposed two new blocks designed to match the existing character. The space in between the main brick elements mirrors the east elevation and consists of full height glazing that runs vertically and then extends horizontally to form the glazed top floor extensions.

The fenestration will closely match the windows of the existing building to maintain the industrial character of the development. The existing 17 Ferdinand Street will be refurbished and where necessary the glazing and walls will be improved to comply with current regulations. At ground floor in the middle block, there will be french doors that open into the courtyard space.

The scale of the development is generally only one storey higher than the existing 17 and 27 Ferdinand Street buildings. The proposal is smaller in scale than the proposed 10A Belmont Street development opposite the courtyard.

The character of the rear yard and enclosing buildings is varied and possess a number of cladding materials and colours as seen in the adjacent images. In terms of building function, there are a number of smaller commercial units and a warehouse delivery unit that uses the yard space. Brick is the predominant material used in the buildings around the courtyard / service yard. The approved 10A Belmont Street mix-use extension scheme is a contemporary brick clad interpretation of the existing piano factory building, using matching materials and modern fenestration following similar proportions to the main block. The design of the proposed elevations draws on the similar philosophy of providing a contemporary treatement to the existing industrial vernacular.

By sharing a similar architectural language with 10A Belmont Street, the new Ferdinand Street development will strengthen the urban character of the courtyard / service yard than the current eclectic mixture of building treatments as seen in the adjacent images. The proposals also include the potential regeneration of the courtyard space and access route by introducing new surfacing and providing a secure entry point and fencing - refer to landscape section.

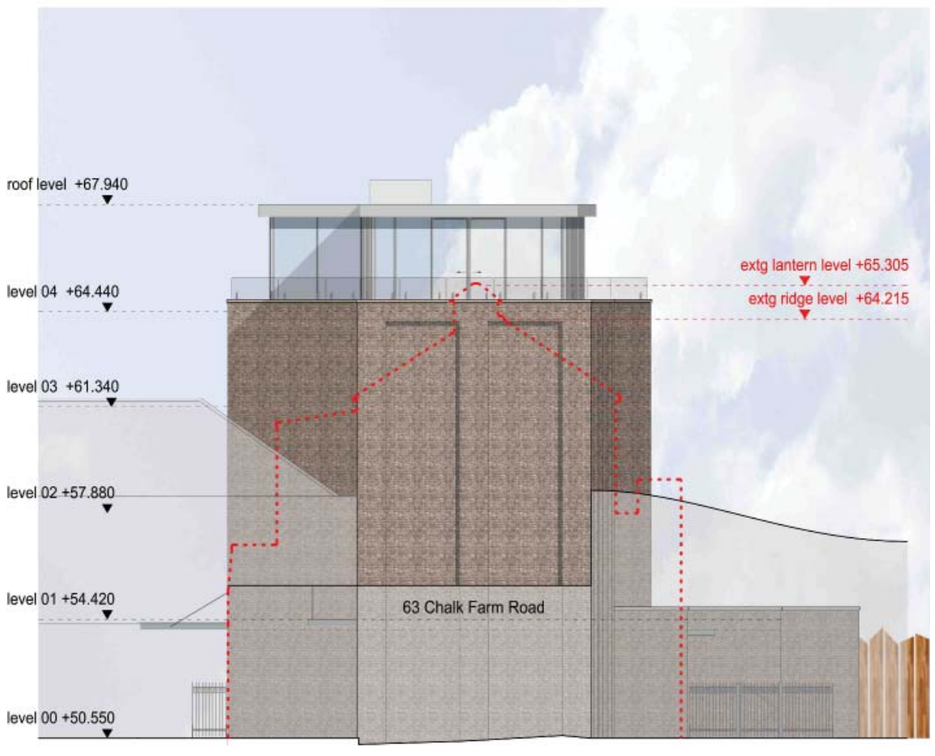
Design - North & South Elevation Facades

The North and South elevations represent the narrower sides of the proposed development.

The fenestration on the North elevation will closely match the windows of the existing building to maintain the industrial character of the development. At the ground and mezzanine floor, architectural fencing will be incorporated to provide extra security along the boundary walls. Glazed balustrading define the terrace areas at the upper residential levels.

The existing 17 Ferdinand Street south facing facade is maintained as a plain brick elevation. The existing pitched roof gable end is replaced with full height glazing between brick piers that form the East and West facades respectively. Stepping gradually back into the distance are the glazed extension of the upper residential floors which represent a more minimal lightweight appearance that provides a contrast to the heavier existing brick massing. The large areas of glazing will afford plenty of light and visual amenity to the residential units at high level.

North facing elevation of 25 Ferdinand Street



South facing elevation of 17 Ferdinand Street

West facing courtyard elevation

Glazed curtain wall

Glass and metal balustrade

Existing bricks and reclaimed bricks to match. New windows to match existing

Contemporary glass and steel bridge link

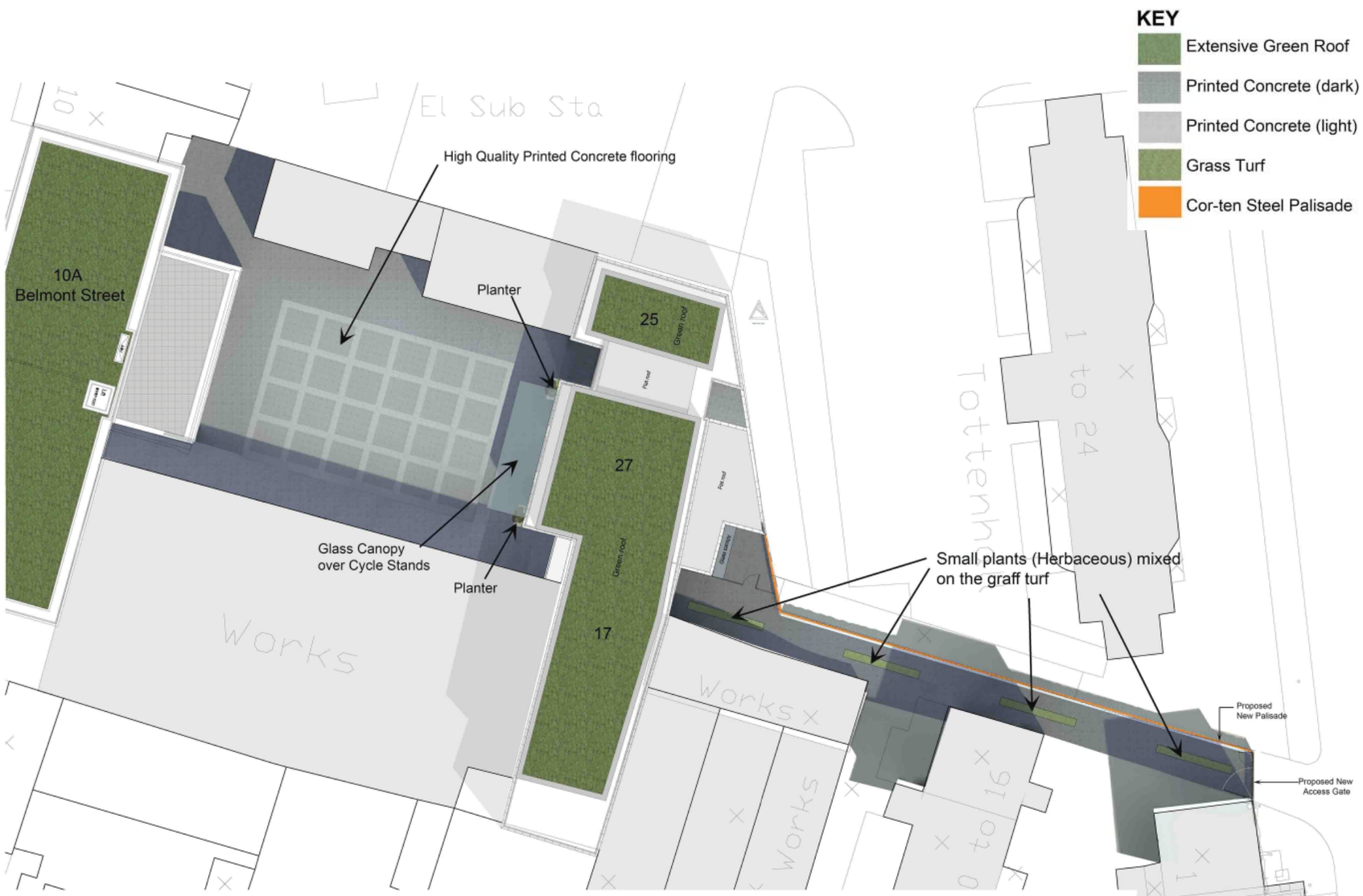
Materials

There is a simple pallette of materials to be used in the proposed design. The majority of the proposal is composed of reclaimed London stock brick to match the existing 17 Ferdinand Street building. Where possible the bricks from the demolition of 25 and parts of 27 Ferdinand Street will be reused in the construction of the new buildings.

The proposed fenestration will consist of timber windows similar in proportion and style to the existing.

The top floor extensions will use elements distinctly different from the existing, including a full height curtain walling system with a minimal aluminium roof profile to achieve the lightweight and transparent appearance. The elements between the main brick blocks also consist of curtain walling, whose light-weight appearance is comparable to glazed bridge links.

A metal and glass balustrading will be used to provide protection to the terrace areas at high level and the protruding balconies on the east elevation. Through the use of lightwieght glass and metal to form the additions/extensions, the main brick forms are highlighted as more permanent solid structures which is in keeping with the local vernacular reflected in the adjacent tenement housing blocks and 10A Belmont Street.



Proposed courtyard landscape plan

Landscaping

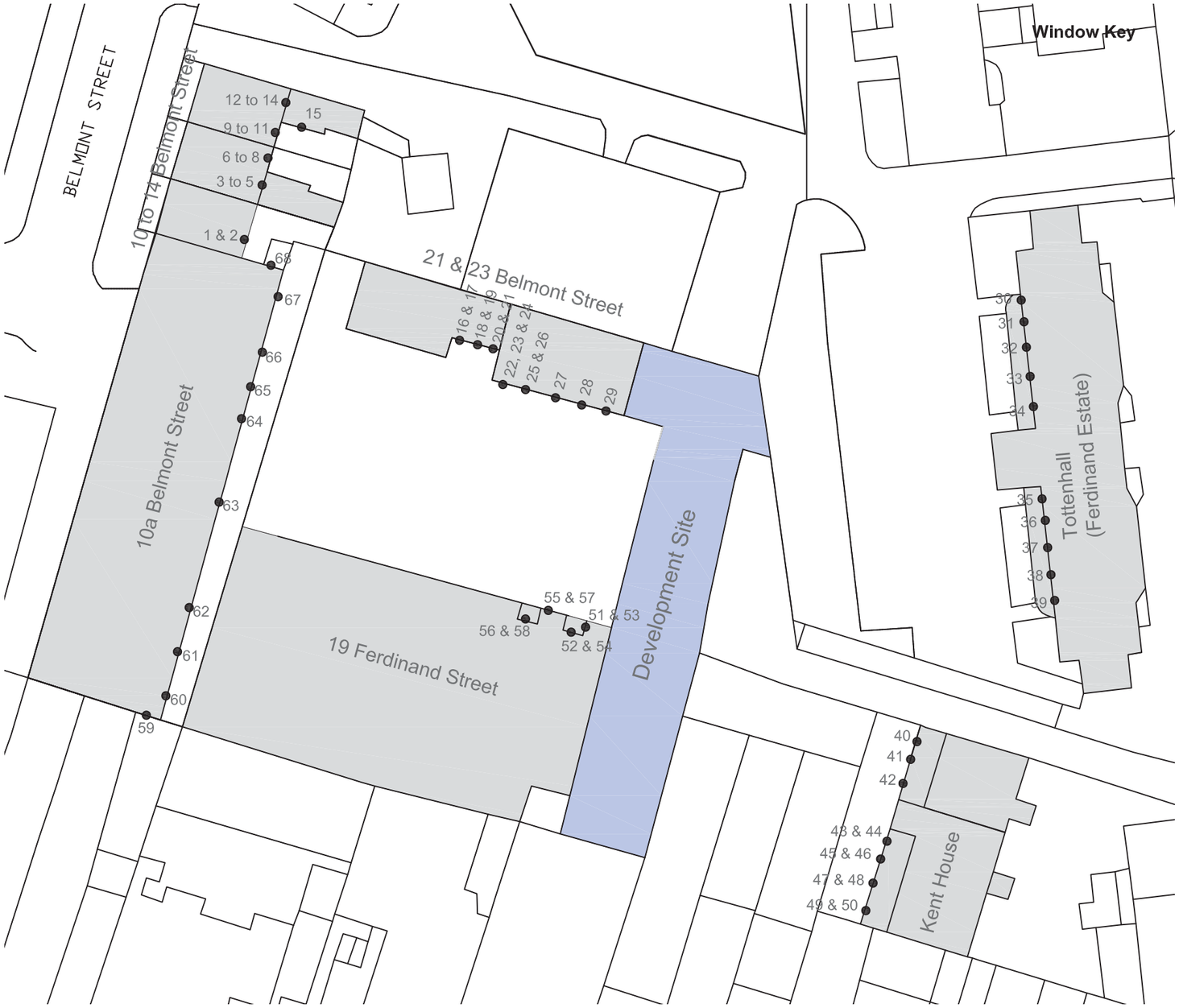
The existing service yard is considered to be very cluttered and in a state of disorder with no clear markings for parking or servicing. Entrances to the various units are undefined with no sense of ownership of immediate space adjacent to entrances. Generally the yard space is deemed to be inhospitable and uninviting as an urban space.

As part of the planning application proposal, the existing service yard is to undergo improvement works to create an environment appropriate for the new development proposals occuring around the space. Along with the improvement works will be an application to name the new courtyard as "Chappell Yard" after the famous London piano makers who originally made pianos in 10A Belmont Street. The new Chapell Yard will incorporate new hard landscaping with soft landscaping elements and seating to the proposed courtyard facade of 27 Ferdinand Street to create a more amenable environment that building inhabitants can use as a social outdoor space.

It is proposed to replace the existing tarmac surface with brick paviors of varying tones to demarcate areas for pedestrian and vehicular use.

Along the boundary of the access route, new lighting and architectural boundary treatment is proposed as part of the improvements. Along with the new entrance gate, the landscaping works and building works all aim to project a positive vision of regeneration in this pocket of Camden for local workers and residents.

Existing view of courtyard



Site Plan Showing Window and Garden Key From Sunlight Daylight Report

Sunlight Daylight Study

A study has been commissioned to assess the proposed design's impact of receivable light on neighbouring buildings and gardens.

In summary:

The results show that 54% or more of the area of each amenity space will receive at least two hours of sunlight on 21st March. This is better than the BRE recommendation which states that at least 50% of any garden or amenity area should receive at least two hours of sunlight on the 21st March. The results also confirm that the total of the surrounding amenity areas which can receive at least two hours of sunlight on the 21st March is 79% (see Appendix 2 and 6). The proposed development therefore passes the BRE overshadowing to gardens and open spaces test.

The numerical results confirm that the proposed design will have a low impact on the light receivable by its neighbouring properties. In our opinion there is no daylight/sunlight related reason why planning permission should not be granted for this scheme.

FOR FURTHER INFORMATION PLEASE SEE DAYLIGHT AND SUNLIGHT REPORT PREPARED BY RIGHT OF LIGHT CONSULTING INCLUDING OVERSHADOWING TO GARDENS AND OPEN SPACES DRAWING.

Key

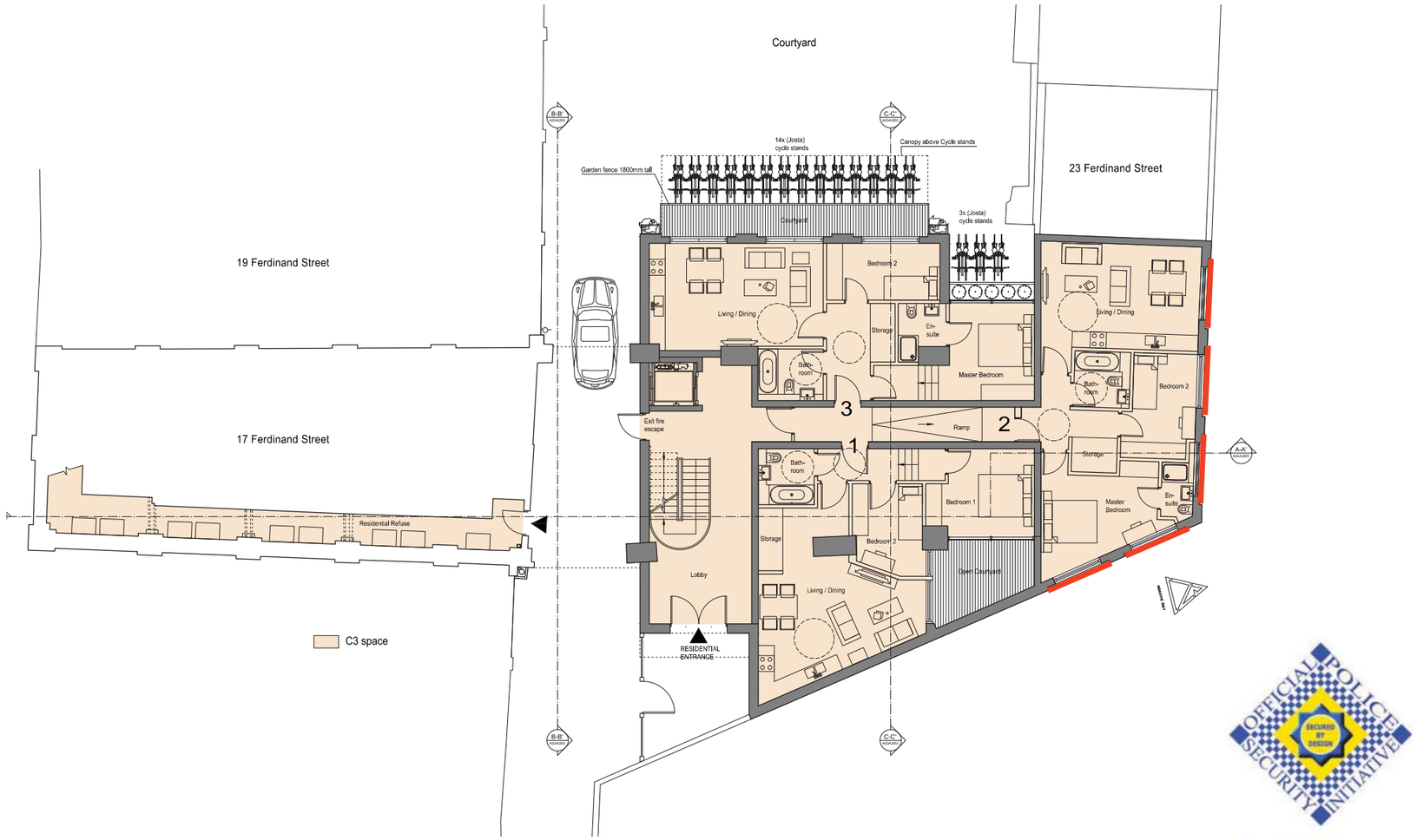
Window 1 ● Window reference

Development site

Neighbouring Residential Properties

RIGHT OF LIGHT CONSULTING
Chartered Surveyors

North elevation showing ground floor security fencing to commercial windows



Proposed ground floor plan showing secure entrances for residential and commercial elements

Crime Prevention

The development should be recognised as an opportunity to improve safety and security of the locality through natural surveillance to the courtyard and the access passage from Ferdinand Street. While the existing building has some degree of natural surveillance, this does not apply after business hours – this proposal will rectify this position with the addition of the residential units.

Along with the proposed resurfacing of the courtyard and access route, a new security entrance gate will be installed to provide secure access to the new development.

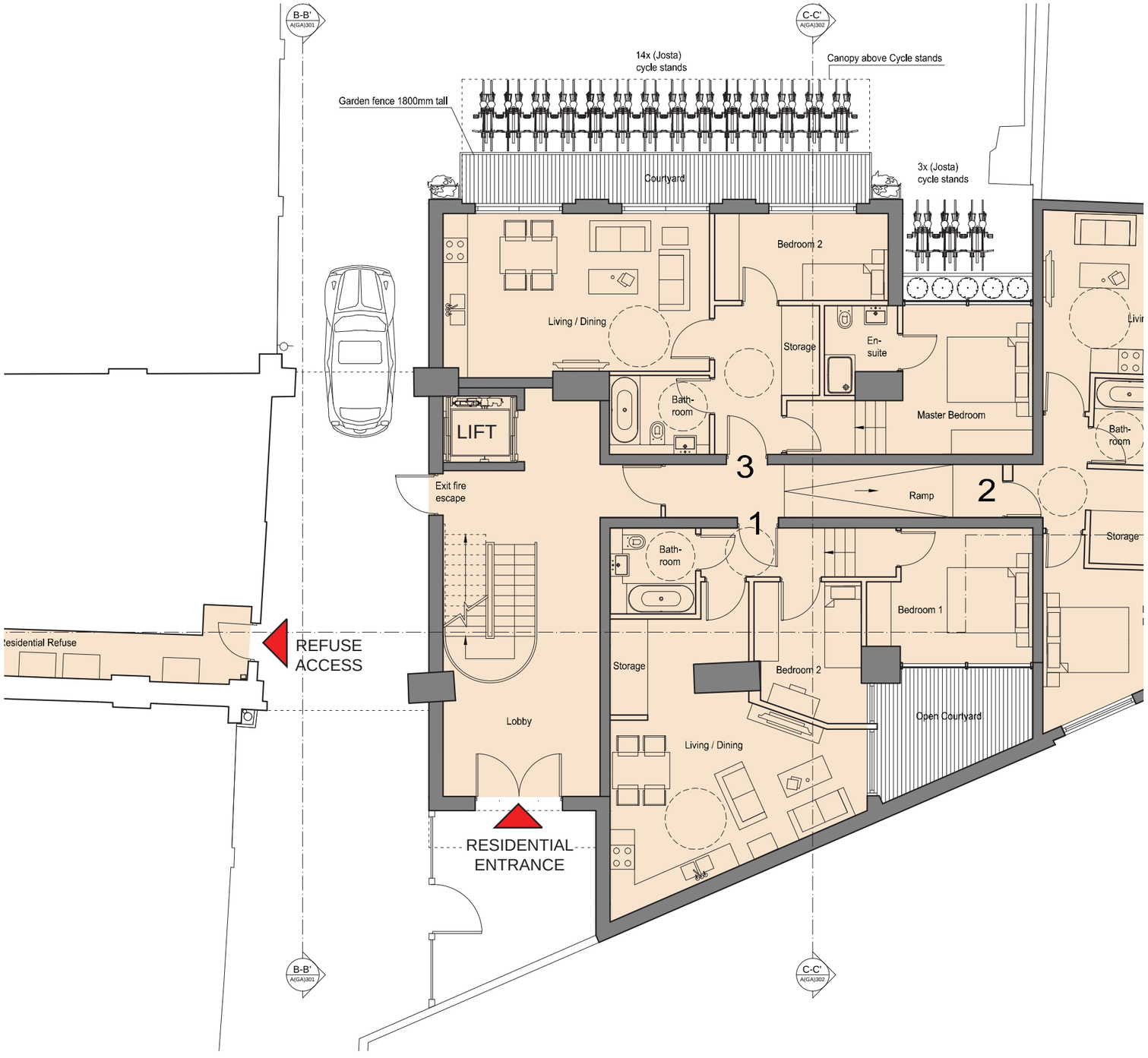
There is a communal entrance from the site entrance access route and an additional fire escape point from the courtyard. Lift and stair access to the residential accommodation will be controlled via security fob access available for residents only.

There is secure access for the internal refuse store. Access into the room will be available only to the service management company and residents via secure keycode or electronic key fob. Entrances will be covered by CCTV to assist in the accessibility and security of the building. Entrance doors and ground floor windows will be of high quality and will meet the requirements of LPS 1175. Along the north and east boundary external walls, there will be architectural security screening in front of the ground floor commercial windows to prevent potential criminal access - shown in red on plan.

The CCTV positions will be discussed with LB Camden and the Metropolitan Police Design Advisor at detailed design stage.

A lighting scheme will be proposed to the main access route and service / courtyard to create a safe environment in the evenings. All entrances and common spaces will have lighting to SBD guidelines.

www.securedbydesign.com



Ground floor entrances showing main lift and wheelchair lift for disabled accessibility

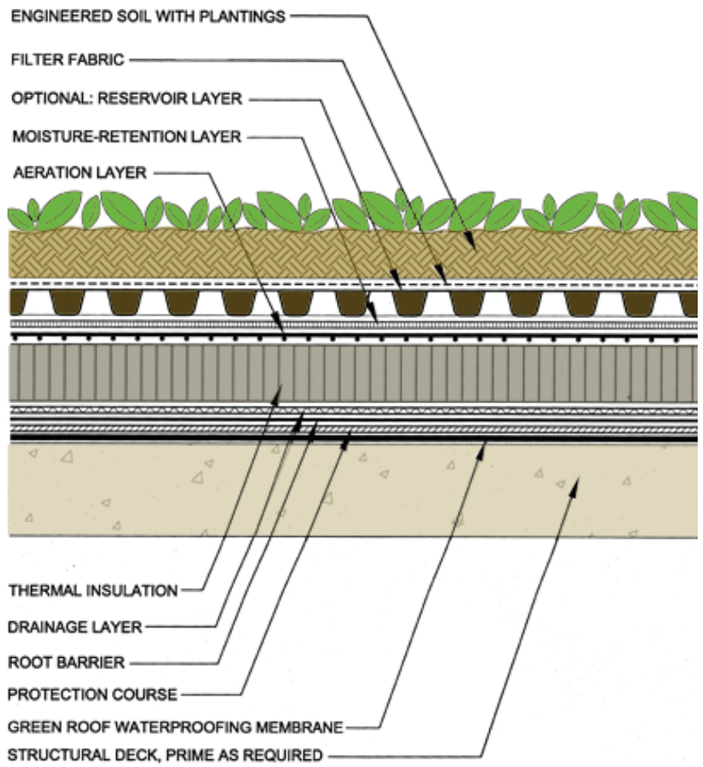
Accessibility

The scheme will be designed to ensure the building is fully accessible with reference to the requirements of the Camden UDP, Supplementary Planning Guidance, part M of the Building Regulations and British Standards.

The main entrances will be taken directly off street level from the access route from Ferdinand Street. A lift and staircore will be built to provide access to the upper levels, an internal ramp will be installed to provide accessibility to the mezzanine/stepped levels within the 25-27 Ferdinand Street. The existing entrance to 17 Ferdinand Street is maintained, so disabled access to the upper floors will be via the communal lift.

All corridors, principal doors and stairwells will be designed to provide sufficient width and ease of circulation throughout.

Please refer to the accompanying lifetime homes report for further accessibility information on the residential units.



Green Roof Build-Up

Green Roof to Top of Building

Fig 8: How a green roof stores water

1. The intensive/extensive substrate is highly porous, storing up to 3 litres/m² per 10mm depth of substrate.
2. Once the substrate is saturated, the excess water filters into the drainage layer and over into the moisture mat below.
3. The profiles of the drainage layer permits excess water to drain in any direction to the outlets.

Typically, green roofs will store between 50 and 90% of rainfall.

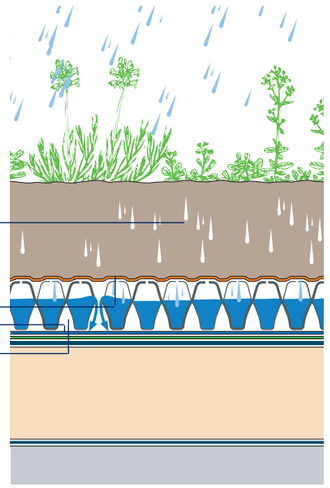
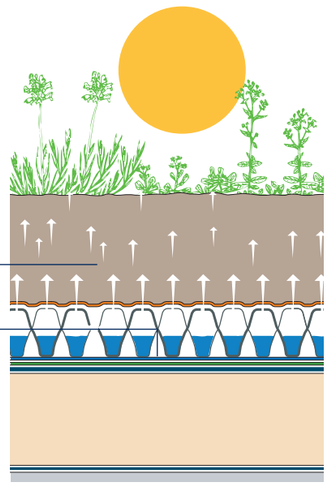


Fig 9: How a green roof releases moisture

1. As the substrate dries out through plant usage and evaporation the water stored in the drainage layer diffuses up into the substrate.
2. Once the drainage layer has run dry the moisture mat releases its moisture through diffusion up through holes in the top of the drainage layer.



Green Roof Reduces Surface Water Run-off

Sustainability

Throughout the whole design process, the applicant and design team members have given careful consideration to the sustainability issues relating to the site, and how these can be enhanced in a marketable and feasible manner.

The re-development of this site into high quality residential accommodation (C3) creates a real and tangible opportunity for the site, providing vitality and much needed housing provision to the area, whilst working within the planning framework.

The residential units will aim to achieve at least Level 3 in the Code For Sustainable Homes.

A choice of either green roof or photovoltaic will be incorporated into the roof design.

Part of the proposal involves re-using the existing building envelope and structure, avoiding unnecessary demolition which is a core sustainable strategy.

Construction impacts on the local area will be eased through compliance with the Considerate Constructors Scheme. A detailed SWMP will also be followed to reduce waste to landfill during the construction stages.

Wheelchair access will be provided to ensure accessibility to all.

Residential units will be Lifetime Homes compliant.

Secure by Design to be achieved to provide a safe and secure environment for both the residents and office works.

Sustainable transport means are to be promoted, with a secure bicycle store and close proximity to public transport links.

FOR FURTHER INFORMATION SEE SUSTAINABILITY ASSESSMENT AND ENERGY STRATEGY PREPARED BY RICHARD HODKINSON CONSULTANCY

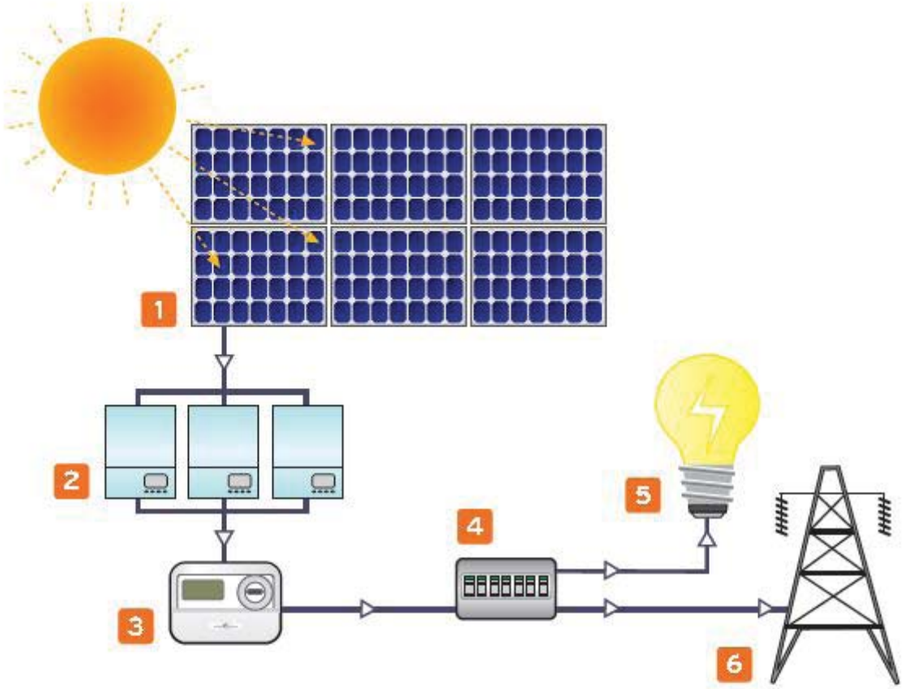


Diagram 1: This diagram shows the main components in the system and how energy flows through the system.

1. The panels placed on your roof convert the Sun's energy into DC electricity.
2. An inverter converts this DC electricity into AC electricity suitable for use.
3. A generation meter has been installed to record the total amount of electricity that the panels have produced.
4. This solar energy goes into your building's distribution board to be distributed where it is needed.
5. If you have the lights on or are using any electrical appliances then you can use the solar electricity that has come straight from your roof.
6. If your solar system is generating more electricity than you are using then the excess will flow back into the grid (for other people to use). You can get paid for this exported energy!

Roof Top PV System

Schedule of Areas of Proposed Flats		
Floor Level / Units	**Gross Internal Area / sqm**	**Gross External Area / sqm**
Ground Floor		
Unit 1	65.3	75.5
Unit 2	68.4	76.3
Unit 3	69.4	80.3
Mezzanine Floor		
Unit 4	96.5	107.6
First Floor		
Unit 5	51.9	63.5
Unit 6	52.1	61.4
Unit 7	65.9	74.7
Unit 8	142.7	178
Second Floor		
Unit 9	56.6	66.3
Unit 10	68	76.9
Unit 11	51.9	63.5
Unit 12	60.5	70.7
Unit 13	74.2	88.5
Third Floor		
Unit 14	57.3	66.3
Unit 15	68	76.9
Unit 16	51.9	63.5
Unit 17	62.6	72.1
Unit 18	75.5	88.5
Fourth Floor		
Unit 19	145.2	155.3
Unit 20	111.4	118
TOTAL	1495.3	1723.8

Existing Gross Internal / External Area		
Floor Level	**Gross Internal Area / sqm**	**Gross External Area / sqm**
Ground Floor	91.5	127.6
N/A	N/A	N/A
First Floor	294.4	351.3
Second Floor	233.7	270.2
Third Floor (attic space)	68.3	78.9
TOTAL	687.9	828

Proposed Residential C3 Space		
Floor Level	**Gross Internal Area / sqm**	**Gross External Area / sqm**
Ground Floor	288.4	328.8
Mezzanine	96.5	104.8
First Floor	375	429
Second Floor	381.3	424.4
Third Floor	384.7	424.4
Fourth Floor	286.7	299.5
TOTAL	1812.6	2010.9