

**Haverstock Hill**  
62a Haverstock Hill, NW3 2BH

Design and Access Statement  
February 2015

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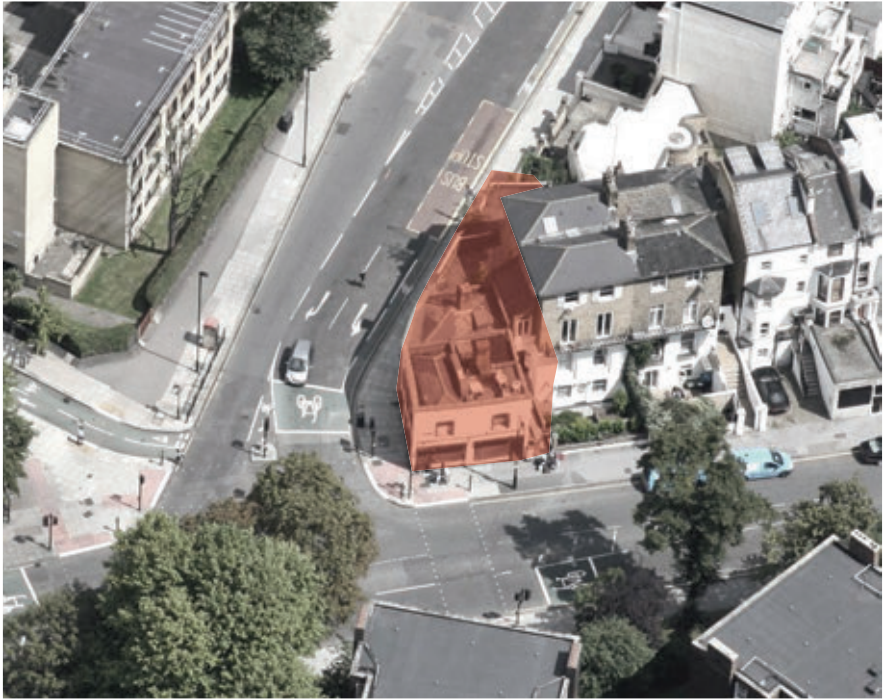
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Illustration of existing building massing in context.



### Executive Summary

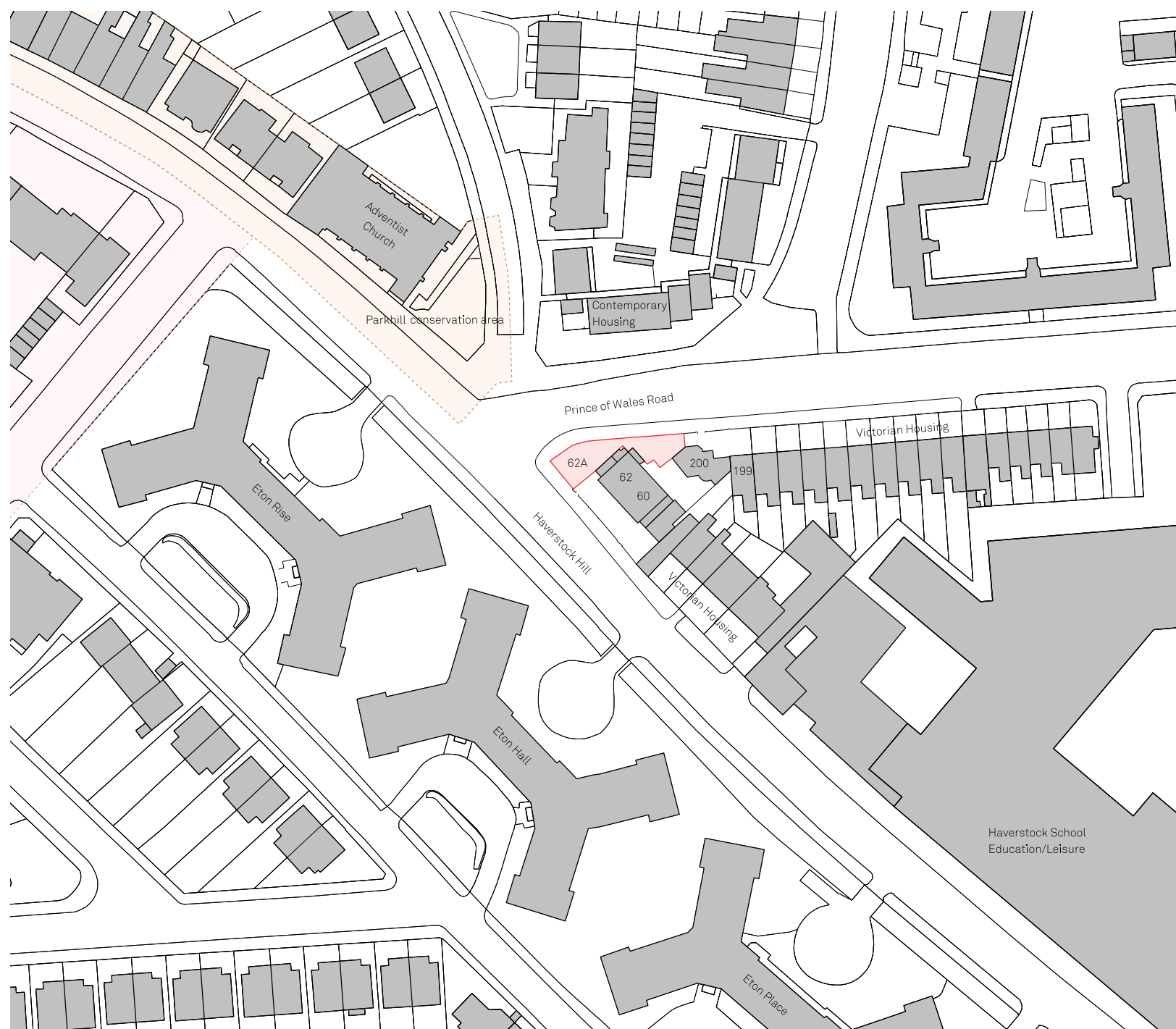
This document has been prepared on behalf of the E Sharon Group (Management) Ltd to support the planning application for 62a Haverstock Hill. The images and illustrations contained within this report should be read alongside the architectural drawings and other supporting documents submitted as part of the application.

The project involves the demolition of the existing vacant buildings on 62a Haverstock Hill and the construction of three separate maisonettes. The proposed volume of the maisonettes is tiered which creates opportunity for outdoor space on a terraced roofscape. Each dwelling occupies multiple floor levels accessed from Prince of Wales Road.

The proposal is unique in that it balances contextual sensitivity with carefully considered prominence. The visibility of the proposal is inevitable given the corner location, and it is therefore imperative that the building becomes a positive visual asset to the urban landscape.

The proposed building sensitively responds to neighbouring height, massing and materiality. The playful nature of the windows on the Prince of Wales Road facade responds to the formal window arrangements on the adjoining street, and the varied roof levels respond to the gentle stepping of the roofs along Prince of Wales Road. The brick material of the Victorian context inspires the brick facade of the proposal with deep brick window reveals.

A pre-application dialogue has been ongoing throughout the design process; most recently concluding in an agreed design direction, following a Camden design officer being present at a workshop in the architect's studio.



Location plan showing the site boundary in red  
Scale 1:1250



### Site location

The site is on the corner of Haverstock Hill and Prince of Wales Road in the London Borough of Camden, and is part of the Haverstock Electoral ward.

Its adjacencies include Gospel Oak to the north; Kentish Town to the east; Camden Town to the south, and Swiss Cottage to the west.

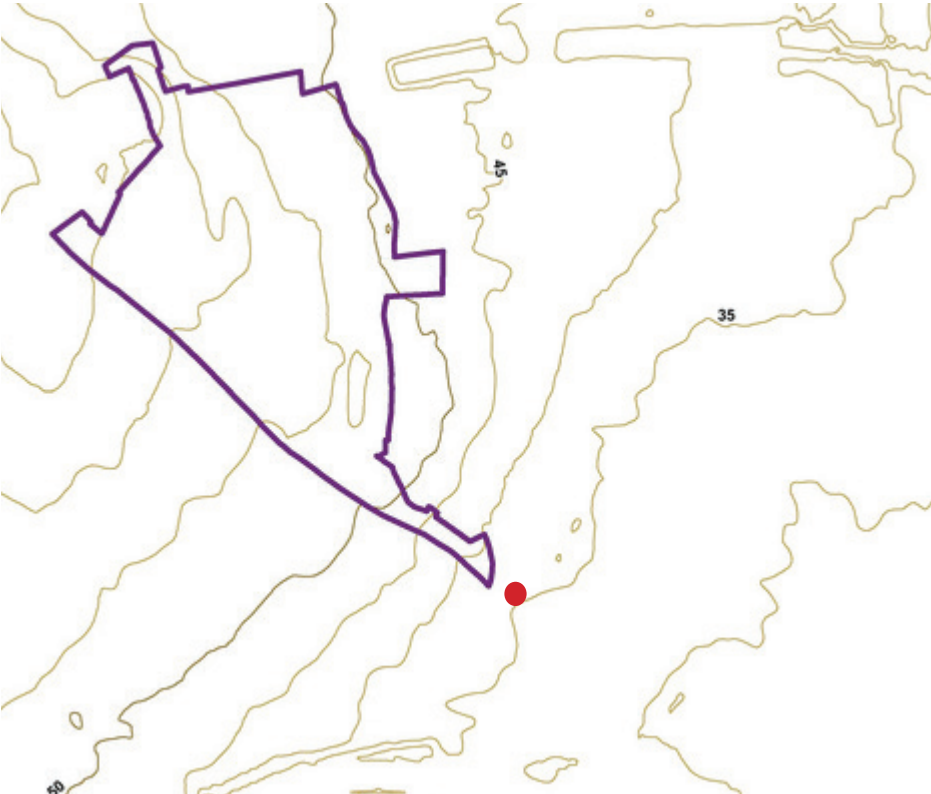
The footprint of the site is approximately 0.0166 Hectares.

The site borders the Parkhill Conservation Area.

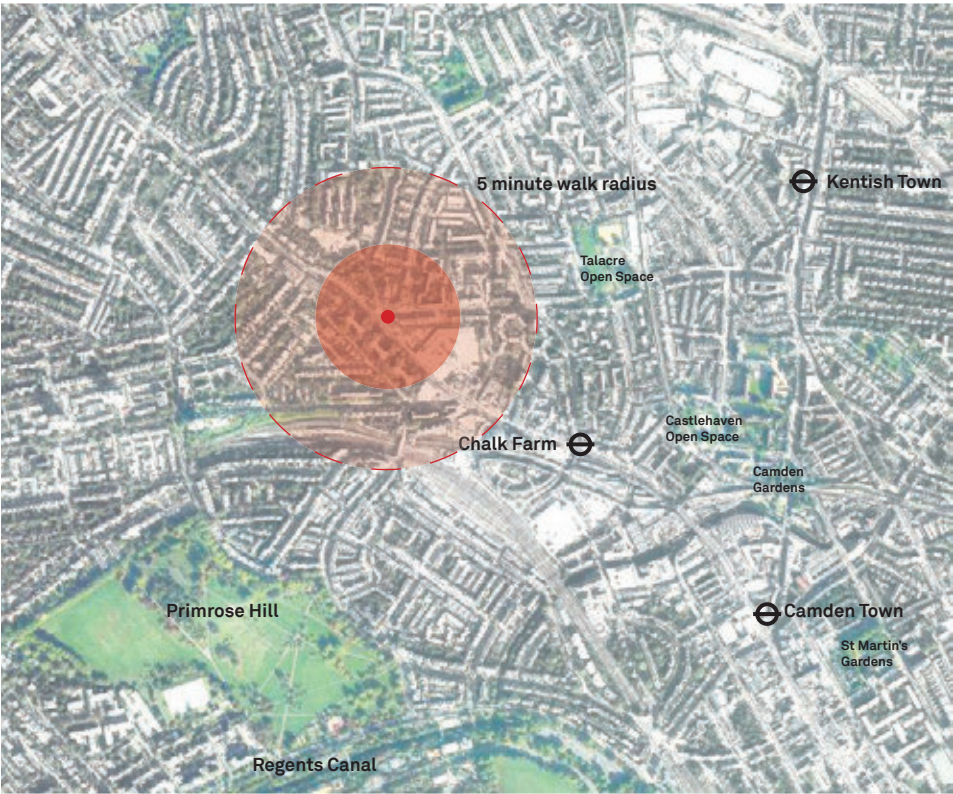




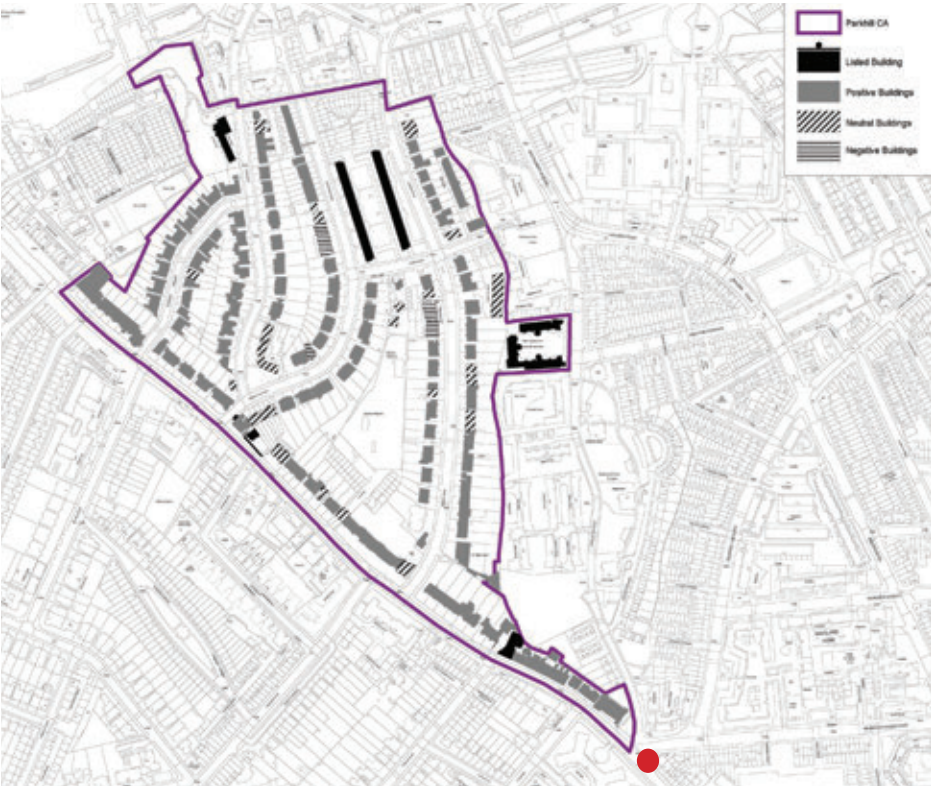
Urban Grain Map highlighting site location



Topographic Map with 5 metre contours. (Outlined area is the Parkhill Conservation Area North of the site)



Aerial photograph of the site illustrating proximity to open space.



Townscape Map identifying Conservation building types in the Parkhill Conservation Area, to the North of the site.

### Urban grain

It is evident that the site lies on a major transport artery. The orientation of the built environment towards this arterial route creates a directional urban grain, characteristic of a high street with a very distinct elevation.

### Topography

The site lies on a slope with the terrain rising significantly to the North West. This slope largely defines the character of Haverstock Hill and the Park Hill Conservation Area.

### Open space

62a Haverstock Hill is located within walking distance of two of London's most picturesque parks. To the North is Hampstead Heath and a 10 minute walk to the South is Primrose Hill.

The open space facilities of Hampstead Heath include a multitude of bathing ponds as well as an athletics track and cricket grounds.

Smaller park amenities to the East of the site include Talacre Open Space, Castlehaven Open Space, Cantelowes Gardens, Caledonian Park and Rowstock Gardens. To the South East Camden Gardens and St Martin's Gardens. To the North East there is Dartmouth Park and Tufnell Park Playing Fields. And to the North and North West Lismore Circus and Hampstead Green.

### Conservation and heritage

The London Borough of Camden has a total of thirty-nine conservation areas. These Conservation Areas cover approximately fifty percent of the Borough. 62a Haverstock Hill is not in a Conservation Area but is adjacent to the Parkhill Conservation Area.

62a Haverstock Hill is not a listed building and the neighbouring buildings at 62 Haverstock and 200 Prince of Wales Road are not listed either.

A recent heritage investigation concluded that 'the buildings do not have any special architectural or historic interest...' and 'are not located within a conservation area nor in close proximity to any listed buildings, and do not have a positive visual or group relationship with them. The buildings in no way satisfy the criteria for the inclusion on the statutory list as they lack any architectural or historic interest.'





Transport map illustrating the site's accessibility to public transport networks.

Transport Connections

62a Haverstock Hill is very well served by public transport services as would be expected by its central location. The site has a Public Transport Accessibility Level of 5 (Very Good).

The site is located 4 minutes walk from Chalk Farm underground station and is centrally located between a selection of other tube stations including Belsize Park, Camden Rd, Camden Town and Kentish Town, all a close walk away. Further connections are available via Kentish Town West overground.

The site is equally well-connected by bus routes. Bus route 31 has very good East-West connections from Camden Town to Shepherd's Bush, while Bus 168 and 24 provide good connections from the site in a South-East direction towards central London.

Bus 46 provides good East-West connections, connecting the site to West London (Lancaster Gate) in one direction and central London (Holborn) in the other. Bus 27 provides connections to West London and South-West London. Bus 393 provides an eastern connection towards Clapton.



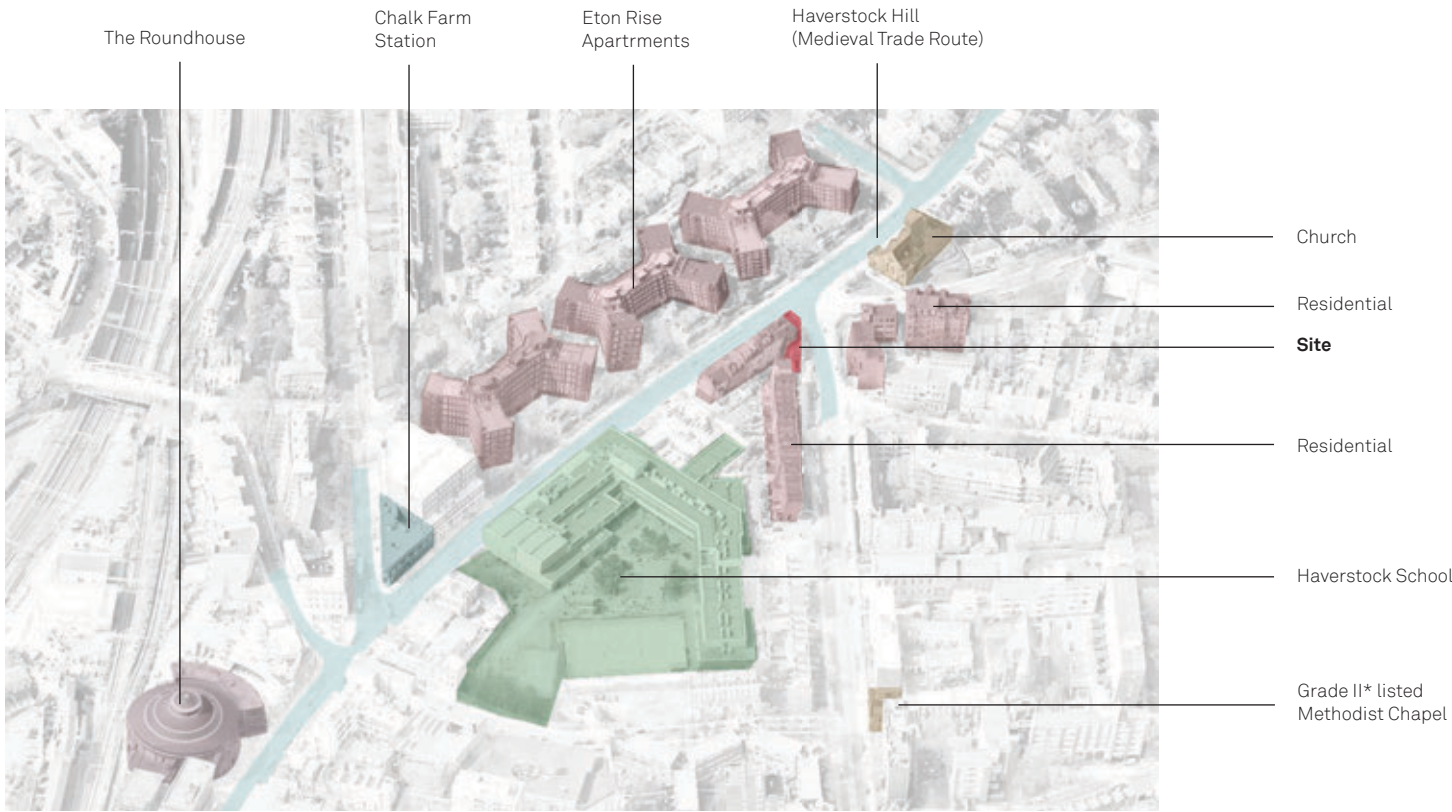


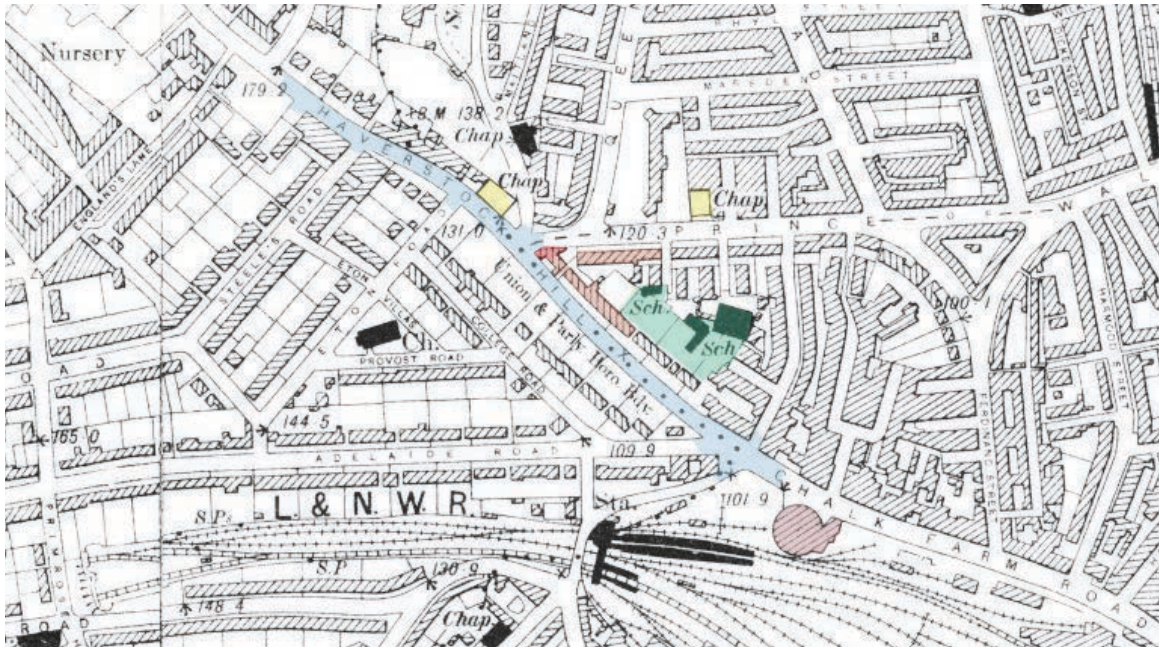
Diagram of the surrounding urban context to 62a Haverstock Hill, illustrating proximity to landmarks and different building types.

### Surrounding Landmarks and Amenities

The site is located in close proximity to a number of areas of local interest, including Chalk Farm and Camden Town to the South East and Regents Canal to the South. The surrounding area is largely residential, comprising of terraced housing and larger purpose-built flats. On the facing street of Haverstock Hill are the Eton Rise Apartment buildings, three free-standing six storey apartment buildings. The overall residential nature of the site is interspersed with several public buildings such as Hampstead Heath Seventh-Day Adventist Church immediately to the North-West of the site and Haverstock School to the South-East.

The Roundhouse performing arts and concert venue, a Grade II listed converted railway engine shed is located 350m down the hill. There is another listed building to the North-East of the site, the Grade II\* listed Methodist Chapel.

The East boundary of 200 Prince of Wales Road is a private house, as is the neighbouring property at 60 Haverstock Hill.



Historic map from 1910

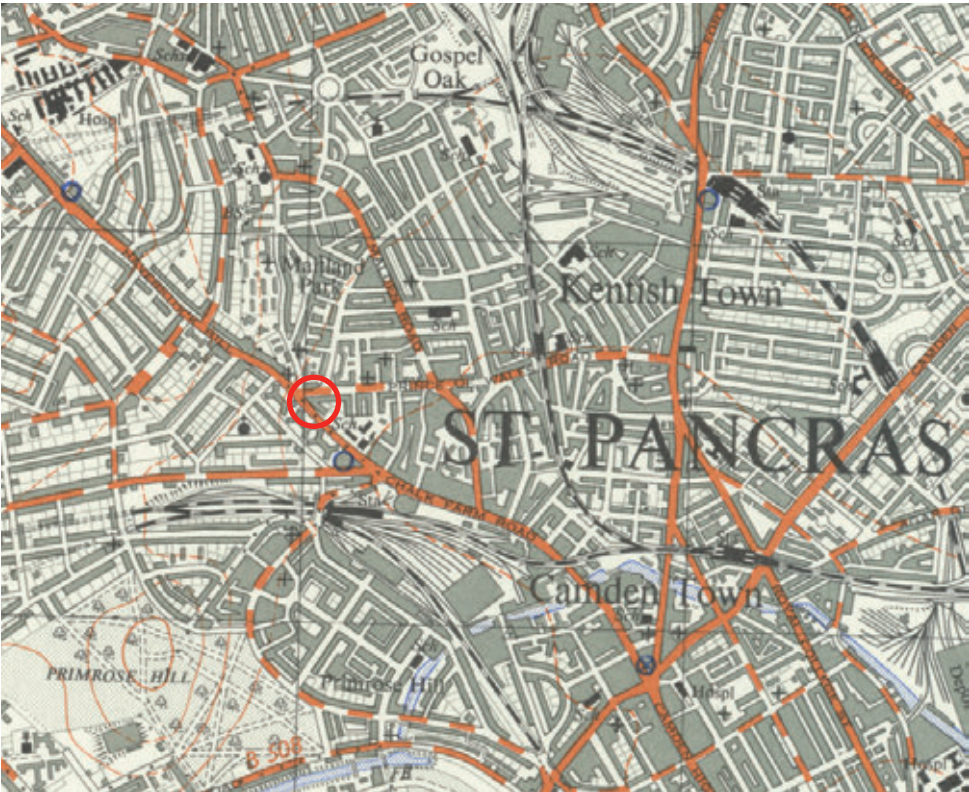




Historic Map dating from 1880



Historic Map dating from 1910



Historic Map dating from 1940



Historic Map dating from 1960

### Site History

The local area historically had a population of merchants and traders living within easy reach of London.

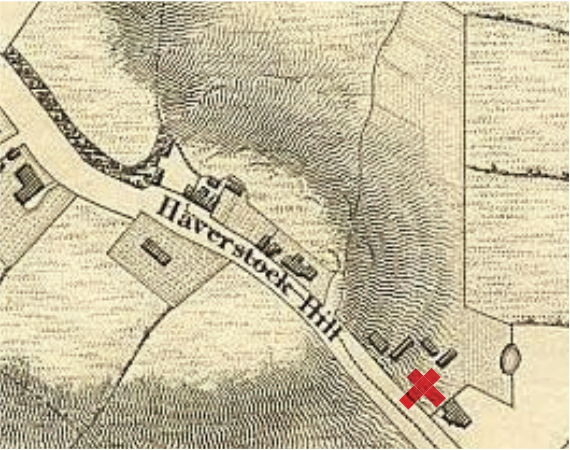
Haverstock Hill was a medieval route that connected Hampstead through London with the South, whilst Prince of Wales Road was part of a mid 19th century development.

The area was heavily developed in the latter half of the 19th Century following the construction of the railway system and a significant increase in London's population.

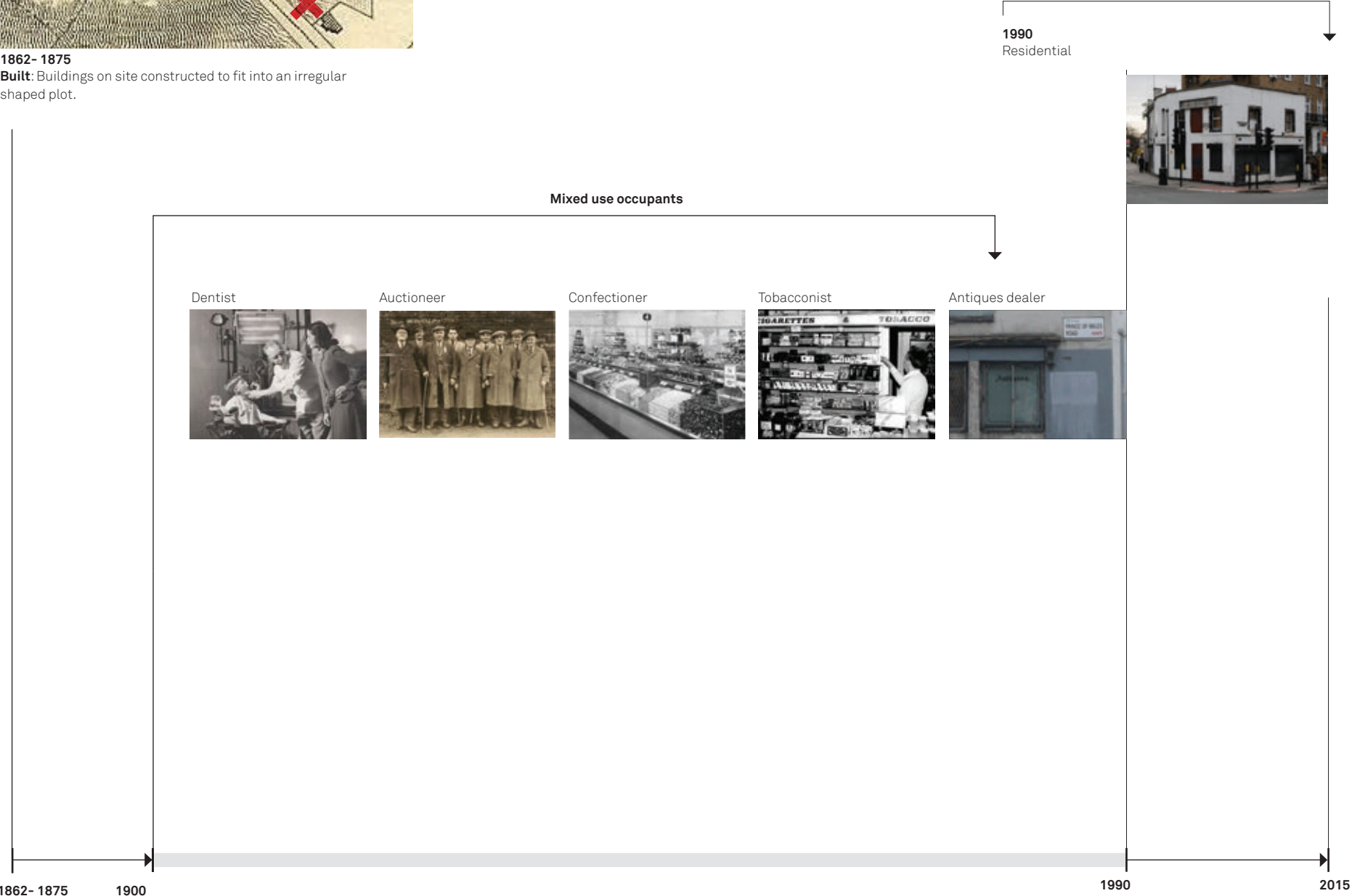
After the First World War there was an increase in the number of flats in the area, with the conversion of houses and the construction of purpose-built blocks.

The local area was damaged during the Second World War, and the main post-war housing initiative was to build new housing blocks on the bombed sites. The council also converted some large houses into flats to provide housing for those that had been displaced and to ease overcrowding.





**1862- 1875**  
**Built:** Buildings on site constructed to fit into an irregular shaped plot.



**Building History / Changing Use**

The buildings on the site date from between 1862 and 1875, and have been constructed to fit into an irregular shaped plot which was the result of the bisection of Haverstock Hill by Prince of Wales Road.

The buildings have been haphazardly altered and extended over the years, and display minimal or no heritage value. The buildings were originally 4 separate premises.

Originally the buildings were mixed-use commercial with residential above, but the buildings have been vacant for several years. Past occupants have included a dentist, auctioneer, confectioner, tabacconist and most recently an antiques dealer.

Note: images are for illustrative purposes only and not intended to be directly factual.





Existing elevation Prince of Wales Road

Site



Existing elevation Haverstock Hill

Site



View (A) looking South-East down Haverstock Hill towards the site



View (B) looking South-West up Haverstock Hill towards the site.

Streetscape

The plot is defined by the bisection of Haverstock Hill and Prince of Wales Road, as well as Maitland Park Villas which provides pedestrian and cycle thoroughfare to Prince of Wales Road but is blocked for vehicular traffic.

The site is located on the slope of Haverstock Hill where the roofscape is a mixture of flat parapets and gables. The height of the buildings along the street varies between two and five stories. The overall material character of the streetscape is defined by brickwork.

The site's dominant street frontage is located on Prince of Wales Road, adjacent to a doctor's surgery and just before a long terrace of Victorian housing.

The roofscape of Prince of Wales Road is predominantly parapet roofs and the height of the buildings varies between three and six stories. The overall material character of the streetscape on Prince of Wales Road is defined by rendered and unrendered brickwork.

The existing building on the site is built to the extent of the site boundary on the perimeter of the pavement, with the ground floor entrances toward Haverstock Hill enclosed by roller-door shutters.



Site context plan highlighting 62a Haverstock Hill





Existing elevation on Prince of Wales Road



Existing ground floor on Prince of Wales Road

**Existing Conditions**

The existing building is of low-grade construction and is currently in a derelict state.

The site is separated into two separate buildings at the point of compression on the site, with multiple entry points to the Prince of Wales Road side (currently boarded up) and one entry point on the Haverstock Hill frontage.

The buildings have been vacant for several years and have fallen into a state of disrepair.



Existing elevation on Haverstock Hill



Existing ground floor on Haverstock Hill