



00	CONTENTS	02
01	INTRODUCTION	03
02	SITE	05
03	SITE ANALYSIS	07
04	DESIGN EVOLUTION	13
05	PROPOSED DEVELOPMENT	20
06	ACCESS STATEMENT	30

# 01 INTRODUCTION

This Design and Access Statement was prepared by WATG in February 2015 in support of a planning application for an extension to Viacom's London HQ at 17-29 Hawley Crescent.

## Project team

Client	Viacom Camden Lock Ltd
Architect	WATG
Planning Consultant	DP9 Ltd
Project Management	Thomas & Adamson
Structural Engineer	Chamberlain Consulting LLP
Services Engineer	Frankham
Transport	TTP Consulting
Daylight, sunlight & ROL	Point 2 Surveyors
Fire	Astute Fire
Archaeology	Museum of London Archaeology
Noise	Hann Tucker Associates
Community Involvement	Thorncliffe

# 01 INTRODUCTION

## Brief

Viacom, based at Hawley Crescent, is the largest single site for this organisation outside of the US. The current site at 17-29 Hawley Crescent is home to the UK territory for MTV networks, as well as Comedy Central and the Children's Channel, Nickelodeon UK. Following a rationalisation of office space two years ago, all of the London operations for these channels together with a number of International Viacom departments, consolidated onto the Camden site in Hawley Crescent.

In May 2014, it was announced that Viacom was to purchase public service Broadcaster Channel 5, and the sale concluded in September 2014. Channel 5 has approximately 400 employees and the aim is to consolidate all operations in the Camden area in a mix of rented accommodation and expansion of available space on the current site at 17-29 Hawley Crescent.

Channel 5 is a UK service. Bringing all of the UK services together under one management team on site at Hawley Crescent is seen as key to the success of the future business. It is considered that the co-location of Channel 5 with the existing Viacom business is essential going forward to remain competitive, whilst bringing a new avenue to the site in the form of daily live shows.

The proposal in-fills the existing courtyard space and takes this up to ground plus four floors. The current green wall to the courtyard will be re-used on the main South Elevation amongst other areas

and the green roof and wall area will be increased in line with the increase in GIA area.

The new plant equipment proposed on the roof will be pulled back from the Hawley Crescent elevation so that it's not perceivable from the street.

The existing B1 GIA is approximately 9,413 m<sup>2</sup> and the new proposed B1 GIA will be 11,322 m<sup>2</sup>, which is an increase of 1,909 m<sup>2</sup>. There are currently approximately 600 employees working on site and the proposed expansion aims to accommodate 750 employees.

Viacom owns the current site and increasing the capacity makes is a sensible solution to ensuring that accommodation is provided in the most cost effective way, increasing the workstation capacity whilst making use of existing site common spaces, fostering collaboration throughout the different strands of the business which have common activities. Additionally, consolidating operations within a single location will result in increasing the potential employment opportunities in the borough and bringing increased footfall to surrounding retail and food outlets, whilst maintaining Camden's status as a media centric borough.



# 02 | SITE HISTORY



HENLEYS GARAGE - 1970'S



TV-AM - 1983-1993



MTV STUDIOS - 2013



TV-AM - 1983-1993



MTV STUDIOS - 1993-2013

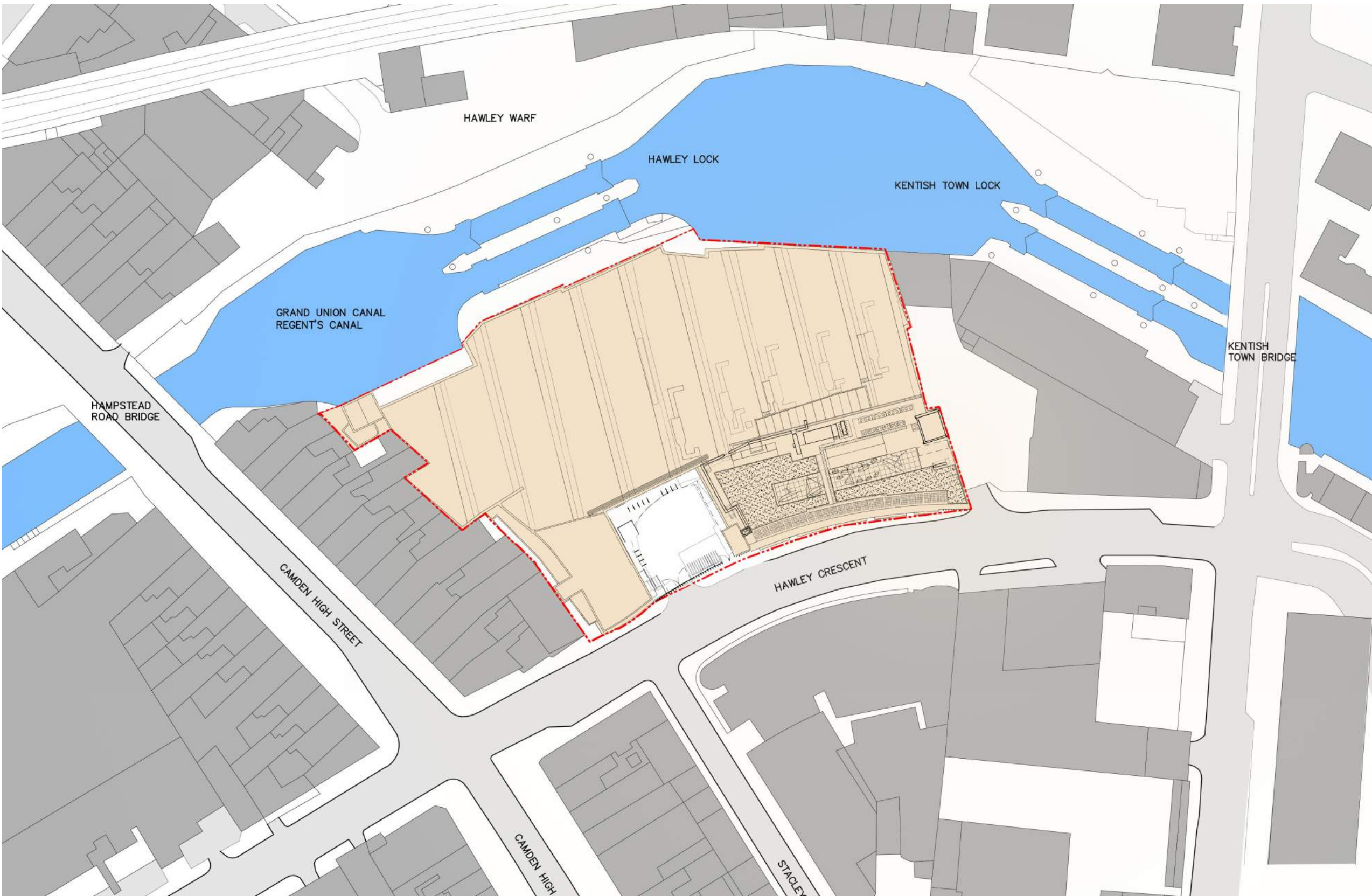


MTV STUDIOS - 2013



# 02 | SITE LOCATION PLAN

VIMN HAWLEY CRESCENT





# 03

## SITE ANALYSIS

### Surrounding context

Camden has its own very distinctive character that is a product of the colour and materials used in the buildings, and the activities that are synonymous with the area.

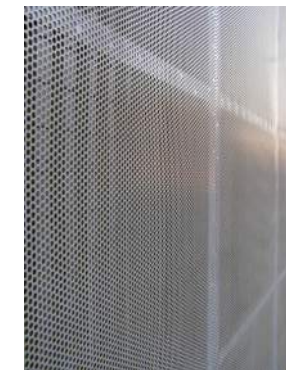
The new extension will aim to 'mesh' with the language of the current building by picking up on floor and window heights whilst varying the materials and modulating the street profile.



SAINSBURY'S - KENTISH TOWN ROAD



CAMDEN LOCK



CAMDEN HIGH STREET






GRAND UNION WALK HOUSING

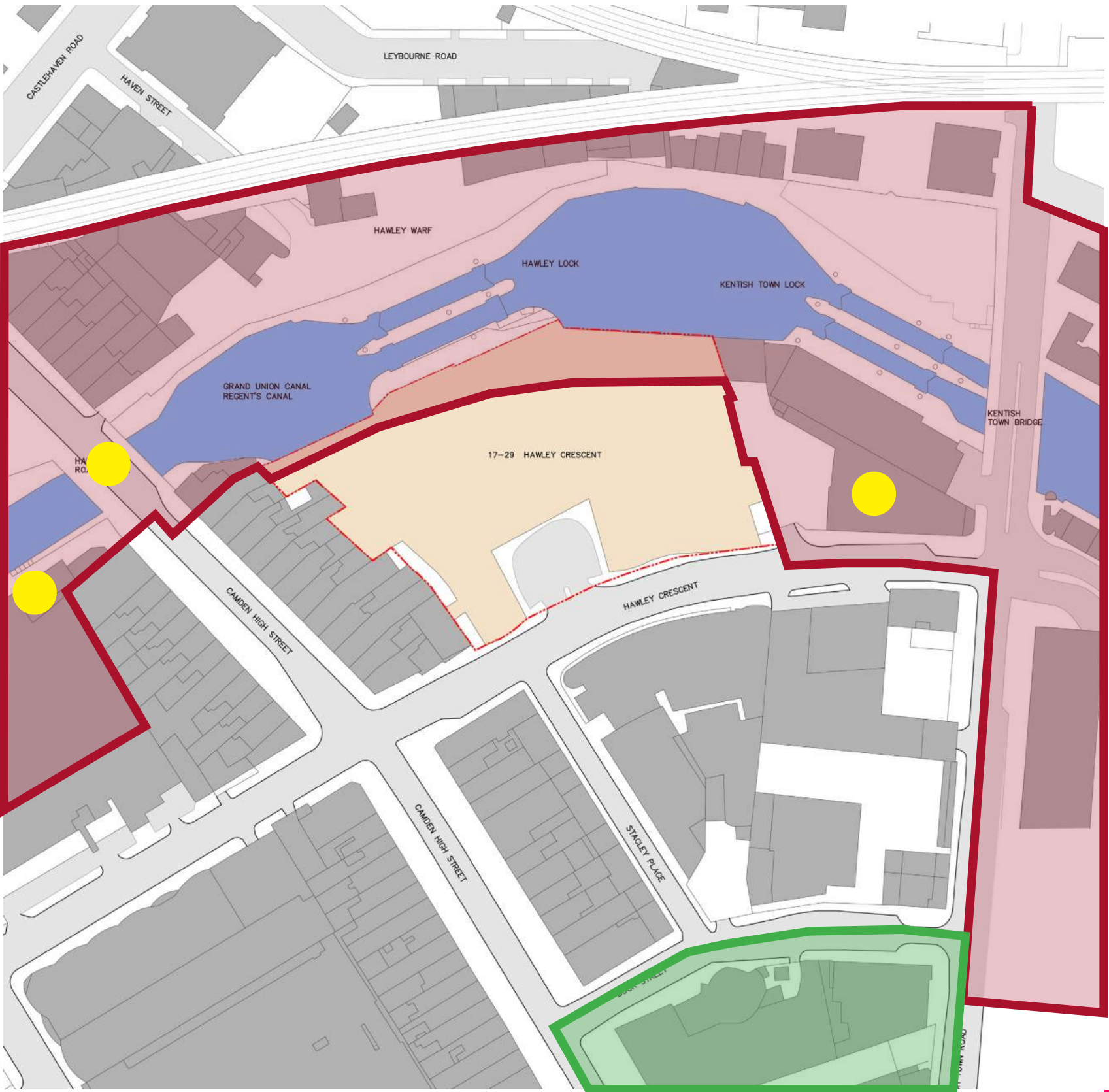


# 03 | SITE ANALYSIS

## Heritage and Conservation

The Regent's Canal Conservation Areas skirts the North side of 17-29 Hawley Crescent but the proposed extension onto Hawley Crescent to the South is outside the Conservation Area.

-  REGENTS CANAL CONSERVATION AREA
-  CAMDEN TOWN CONSERVATION AREA
-  GRADE II LISTED



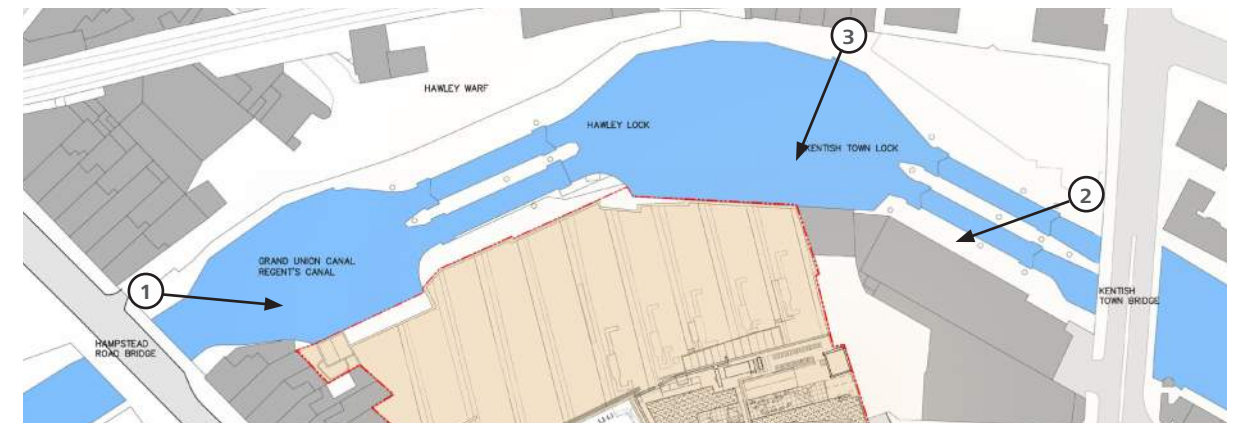


# 03 | SITE ANALYSIS

## Views from the Regent's Canal Conservation Area

The Regent's Canal Conservation Areas skirts the North side of the site. It is anticipated that the new extension will have a minimal impact when viewed from the North.

Note: Views are not verified



View 1 - existing



View 2 - existing



View 3 - existing



View 1 - proposed



View 2 - proposed



View 3 - proposed



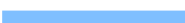


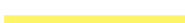




# 03 SITE ANALYSIS

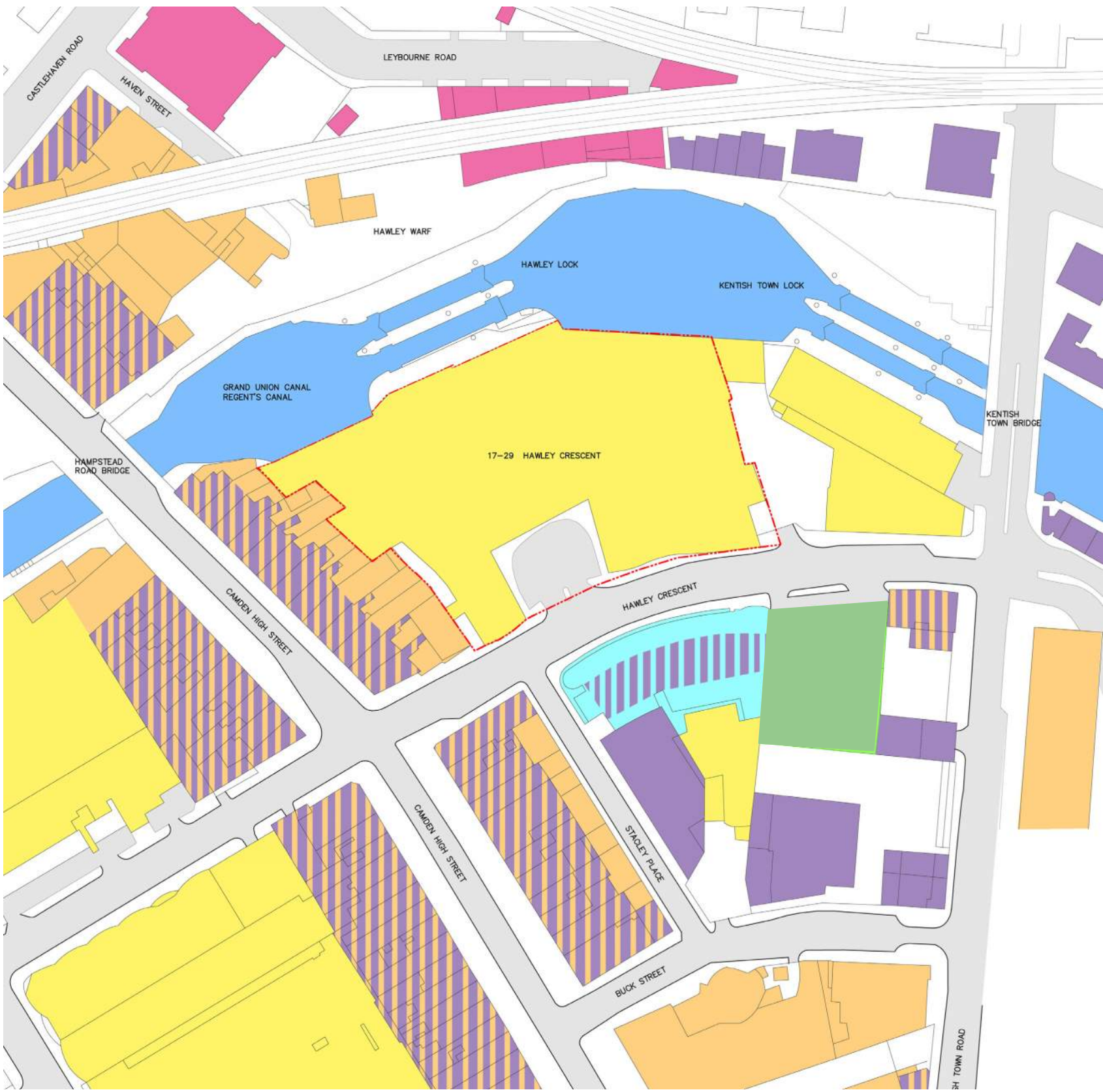
## Uses

Hawley Crescent is predominantly made up of office and commercial space with some residential on upper floors and student housing.

The centre of Camden is dominated by the High Street, which connects Camden Underground Station to the lock and market and is the retail focus for the area. Retail does not significantly penetrate side streets, but gives way to commercial and office uses in these areas.

### KEY

	CANAL		EDUCATIONAL
	RETAIL		OFFICE
	RESIDENTIAL		RESIDENTIAL ON UPPER FLOORS
	INDUSTRIAL		
	INDUSTRIAL		





# 03 SITE ANALYSIS

## Transport

Camden has excellent transport connections with overground and underground stations, as well as numerous bus services. The site benefits from a Public Transport Accessibility Level (PTAL) of 6b, meaning the site has an excellent level of transport accessibility.

### UNDERGROUND

Camden Town underground station is a 230m walk South along the High Street providing access to High Barnet and Edgware to the North and Morden to the South via the Northern Line.

Chalk Farm underground station is approximately a 800m walk to the North.

### OVERGROUND

Camden Road overground is approximately 450m to the East with services to Richmond in the West and Stratford in the East.

### BUSES

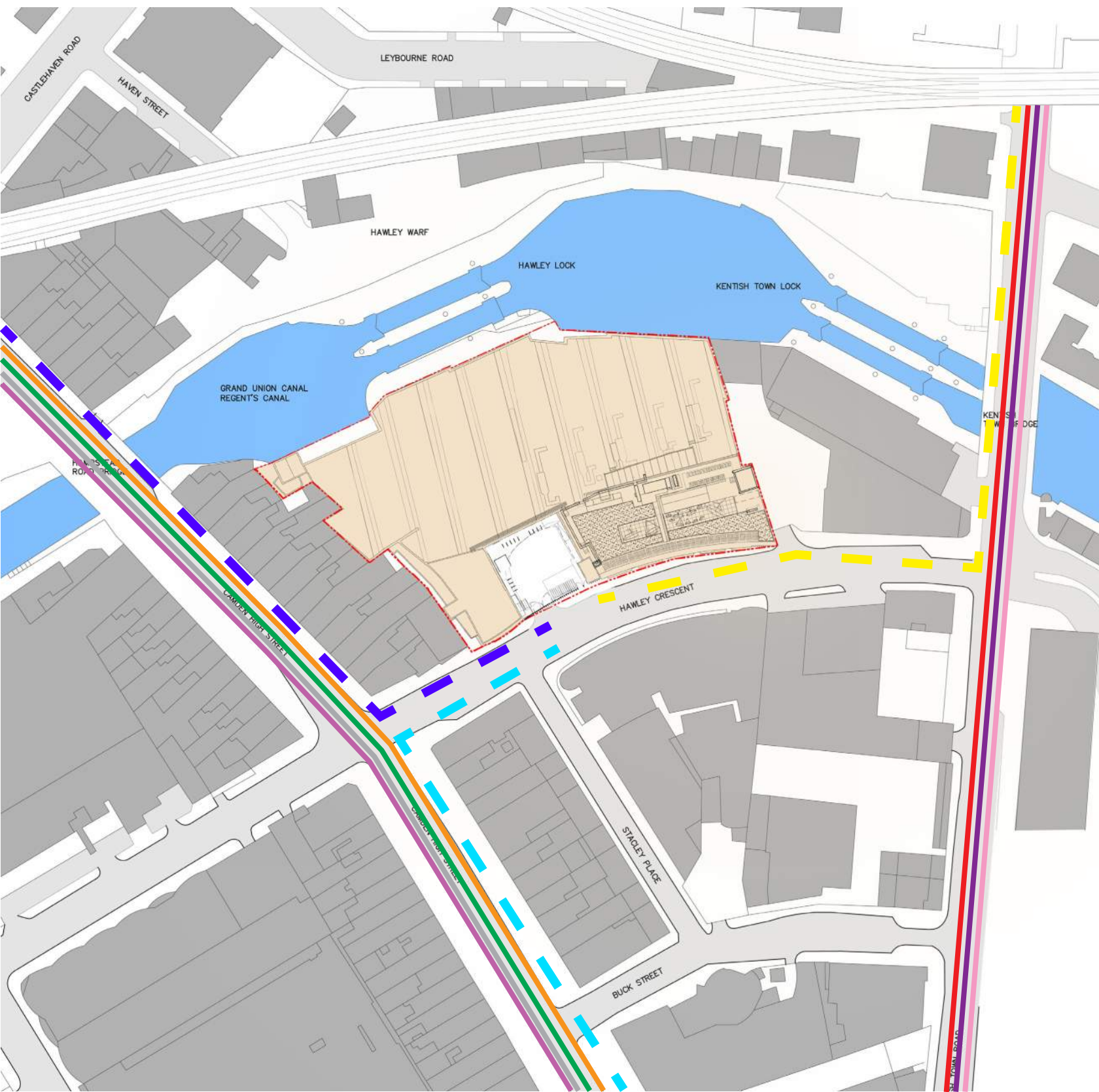
Camden acts as a hub for bus services in the area with connections to central, North, East and West London. Also, a number of night bus services pass through with connections to the centre of London.

#### KEY BUS ROUTES

- 27
- 31
- 168
- 24
- C2
- 214
- 134

#### TRAINS

- 420m
- TO CAMDEN ROAD OVERGROUND
- 230m
- TO CAMDEN TOWN UNDERGROUND
- 800m
- TO CHALK FARM UNDERGROUND





# 03 | SITE ANALYSIS

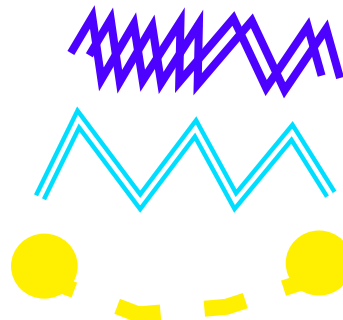
## Orientation & noise

The Hawley Crescent facade faces due south west and the courtyard elevation faces directly west. These orientations ensure a high level of natural daylight penetration into the office space.

The south facing facade will have deep window reveals that will substantially reduce the solar load transmitted into the building while still allowing for clear views out.

Hawley Crescent in comparison with the High Street is a relatively quiet road that has a lower environmental impact in terms of noise. The facades will be acoustically treated to ensure that there is a pleasant internal environment conducive to a healthy work space.

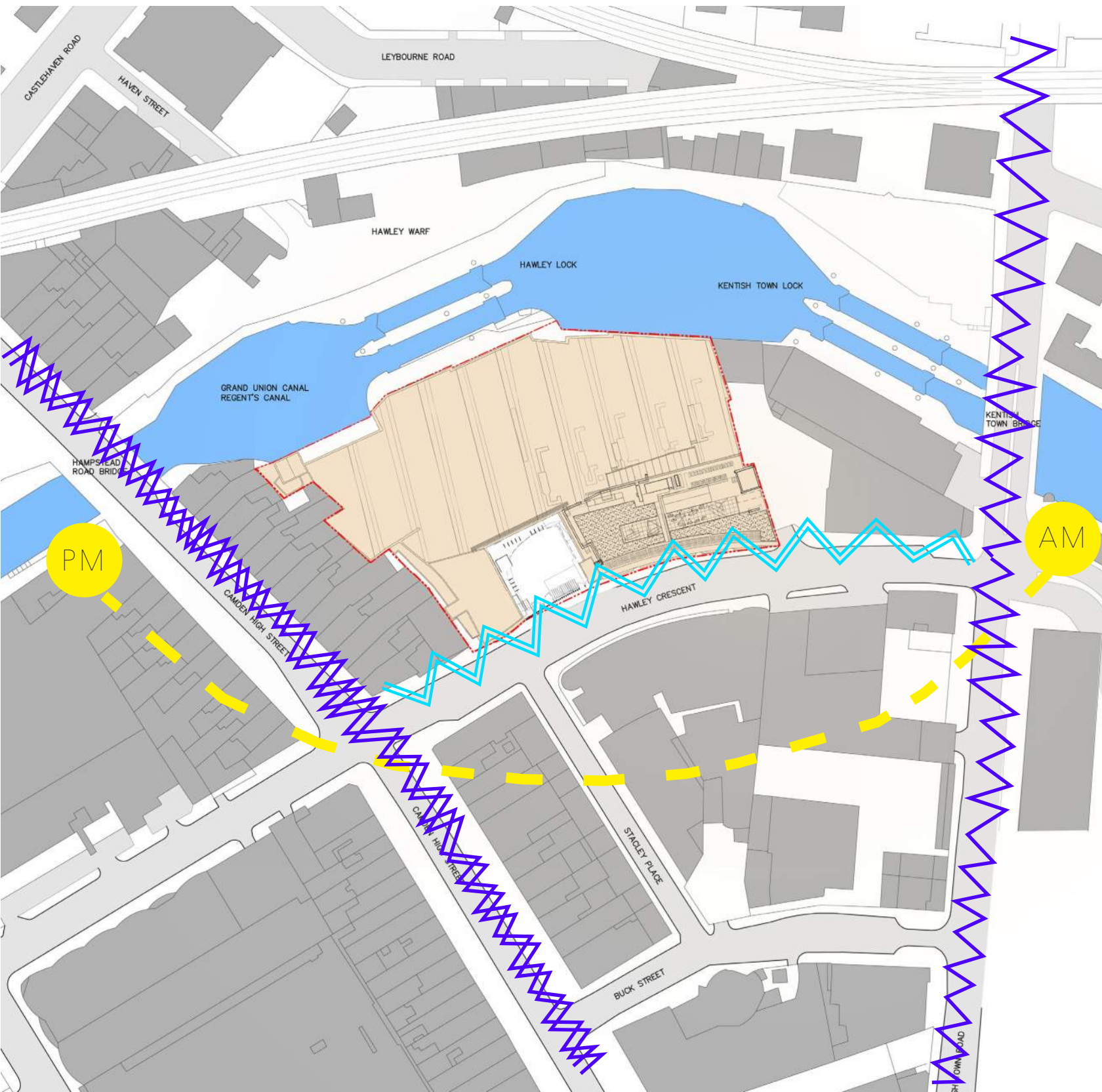
KEY



BUSY ROAD  
NOISY ENVIRONMENT

SECONDARY ROAD  
QUIETER ENVIRONMENT

SOUTH-EAST  
ORIENTATION





# 04 DESIGN EVOLUTION

Initial approach - where to extend

## Saw-tooth roof area

Adjacent to the Regent's Canal Conservation Area  
Office space relies on roof lights so problematic  
to build over  
Close to the backs of residential properties on  
Camden High Street

## 2011 Extension

Only recently redeveloped

## Courtyard

Under utilized  
least impact to the conservation area and resi-  
dential properties on Camden High Street

## Western end

Rights of light concerns due to proximity of resi-  
dential properties on Camden High Street

**Conclusion**  
The courtyard area represents the best opportu-  
nity to add floor space without adversely affect-  
ing adjacent residential properties or the Regents  
Canal Conservation Area



# 04 | DESIGN EVOLUTION

## Existing

### Features

- Coloured fins across the width of the South elevation extending up to cover stairs and solid areas of the facade
- Metal mesh infill between fins
- Curtain walling to office areas with a mixture of vision and spandrel glazing
- Courtyard space lined with green walls



View from Camden High Street looking East



# 04 DESIGN EVOLUTION

## Version 1

### Features

- Infill the courtyard with four floors above ground
- Extend up the coloured fins found on the ground floor of the previous extension
- Glazing behind the fins

### Conclusion

- Large expanse of fins is too monolithic and doesn't respond to the character of the street



View from Camden High Street looking East



# 04 | DESIGN EVOLUTION

## Version 2

### Features

- Infill the courtyard with four floors above ground.
- Apply the same curtain wall system with brise soleil as found on the previous extension
- The green wall displaced by the infill is relocated onto the West and South elevations

### Conclusion

- Whilst the varied building heights breakup the expanse of glazing over 4 floors lacks differentiation



View from Camden High Street looking East



# 04 | DESIGN EVOLUTION

## Final version

### Features

- Infill the courtyard with four floors above ground
- Apply the same curtain wall system as found on the previous extension
- The green wall displaced by the infill is relocated onto the West and South elevations and allowed to spread to infill all the spaces around the glazing
- The top floor is differentiated by flush glazing with a white ceramic frit

### Conclusion

- The tripartite arrangement of fins, glazing with green wall, and 'white box' on top responds well to the scale of Hawley Crescent
- A greater net increase in green wall area



View from Camden High Street looking East

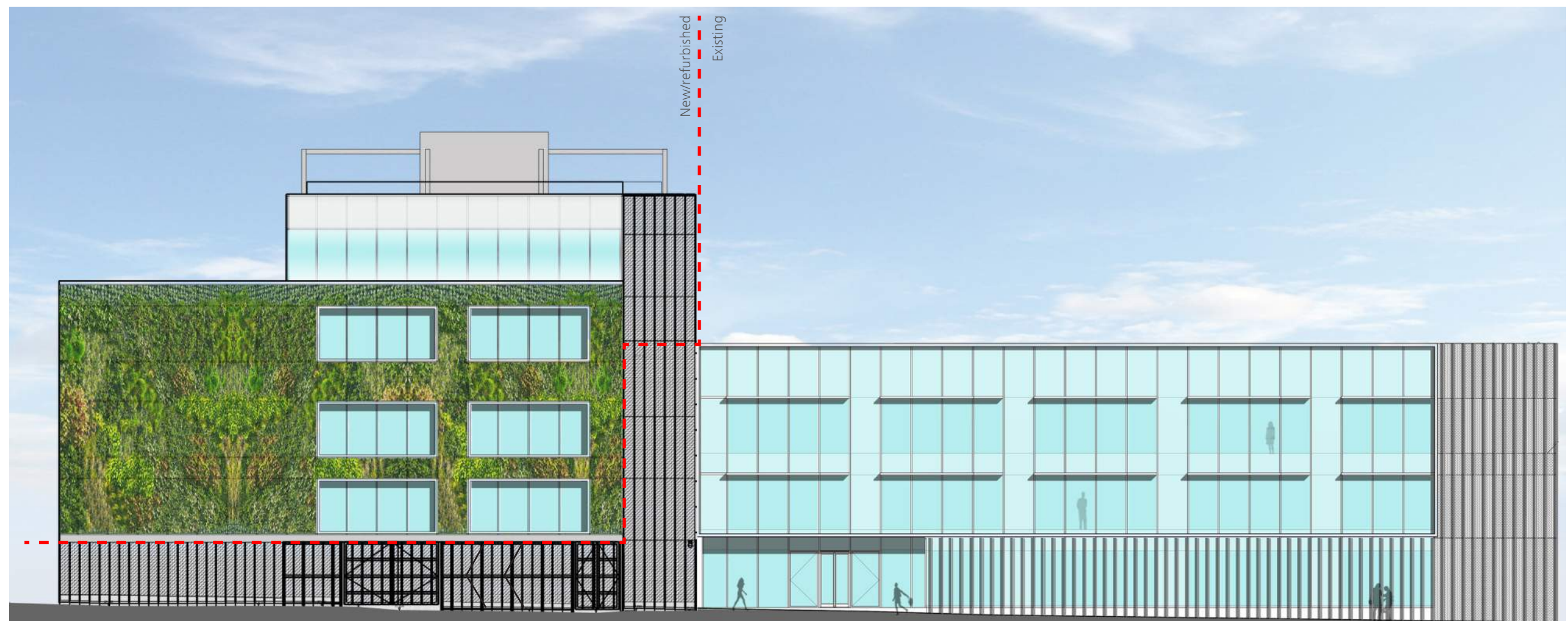


# 04 | DESIGN EVOLUTION

## Final version

The final version strikes a balance between the need to establish a relationship with and integrate into the existing condition whilst also embracing difference and contrast. The coloured fins and parapet level are maintained across the length of the facade but the addition of a rooftop two storey component gives some variation to the roofline. The glazing module on the Eastern end is continued across to the West-

ern end but the background material shifts from back painted spandrel panels to green walling. The central stair onto the street is extended up to hold the edge of the rooftop addition whilst delineating the point at which the building is accessed. The rooftop addition is treated as a smooth, flush-glazed box with a white graduated ceramic frit that will both merge with, and reflect the sky.



South elevation onto Hawley Crescent



# 04 | DESIGN EVOLUTION

VIMN HAWLEY CRESCENT



View from Hawley Crescent looking West



# 05 PROPOSED SCHEME

## Facade materials

The main materials utilised on the facade are double glazing, with and without graduated frit and soft landscaping in a vertical plane.

The main objective of the façade is to introduce as much natural light into the depth of the building whilst maintaining a high level of thermal insulation.

The use of full height clear glazing (2.7 metres high) allows for clear views out whilst allowing for the maximum amount of daylight into the building. The clear vision panels will have a deep frame on levels 1 and 2 that will reduce the heat loads and internal glare.

Levels 3 and 4 will have flush minimal glazing with a graduated ceramic frit to reduce solar gain.



1. CURTAIN WALLING



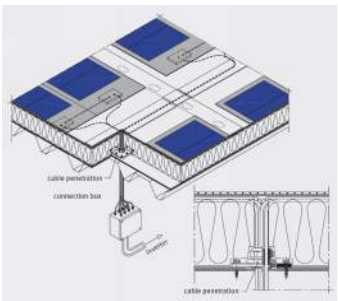
1. CURTAIN WALLING



3. VERTICAL LANDSCAPING



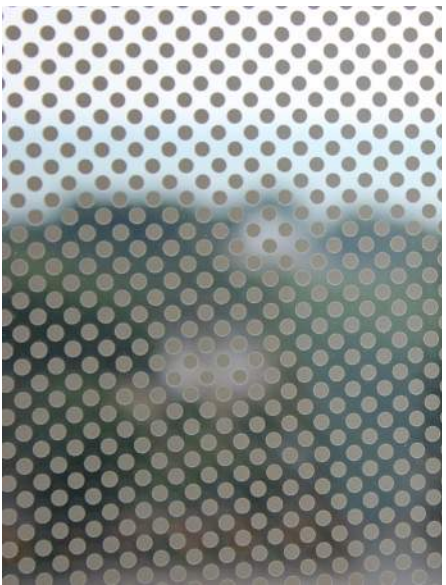
3. VERTICAL LANDSCAPING



4. SOLAR PV PANELS



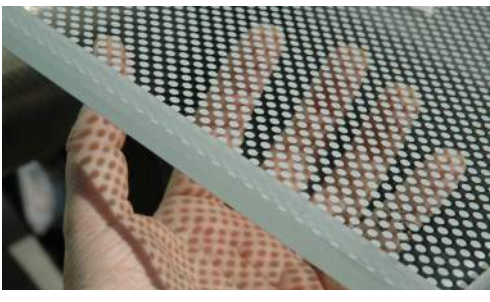
4. SOLAR PV PANELS



2. CERAMIC FRIT



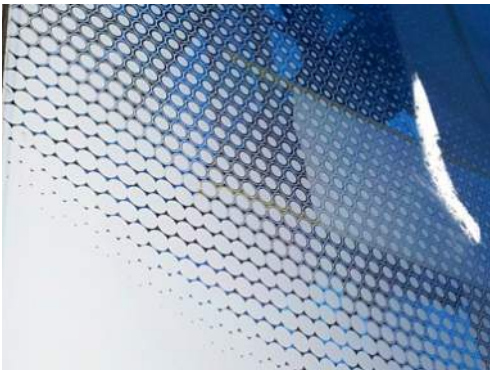
3. VERTICAL LANDSCAPING



2. CERAMIC FRIT



2. CERAMIC FRIT



2. CERAMIC FRIT



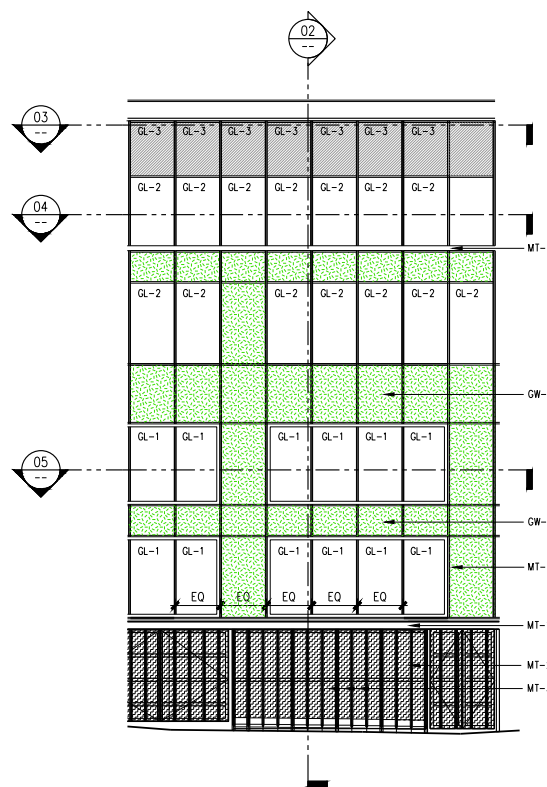
SOUTH ELEVATION



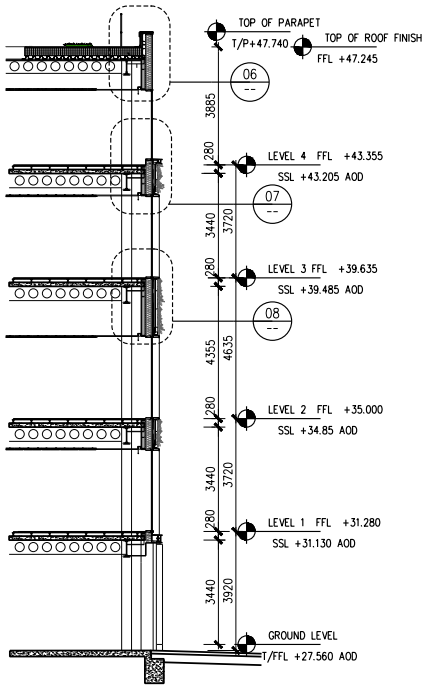
# 05 | PROPOSED SCHEME

Facade design

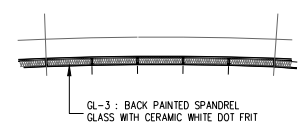
VIMN HAWLEY CRESCENT



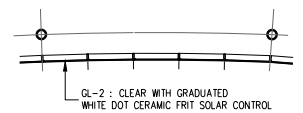
01 PARTIAL ELEVATION  
1 : 100



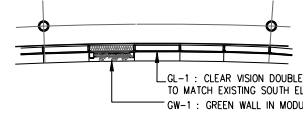
02 SECTION  
1 : 100



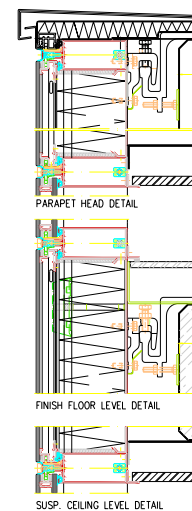
03 PART ROOF PARAPET LEVEL  
1 : 100



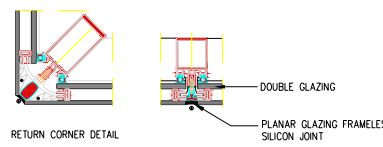
04 PART PLAN UPPER LEVEL  
1 : 100



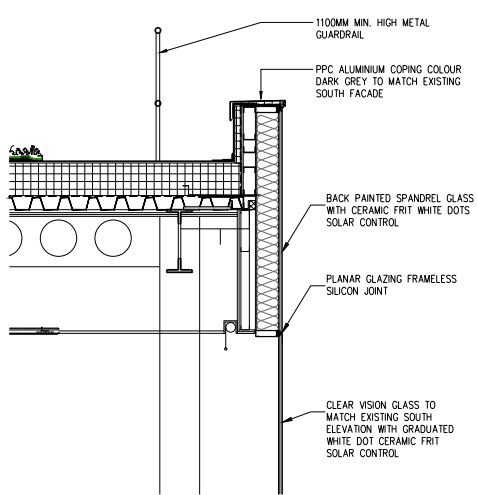
05 PART PLAN LOWER LEVEL  
1 : 100



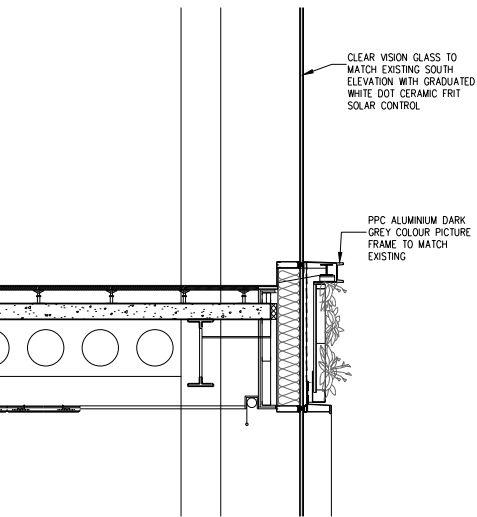
09 SECTION DETAILS - MULLIONS  
1 : 5



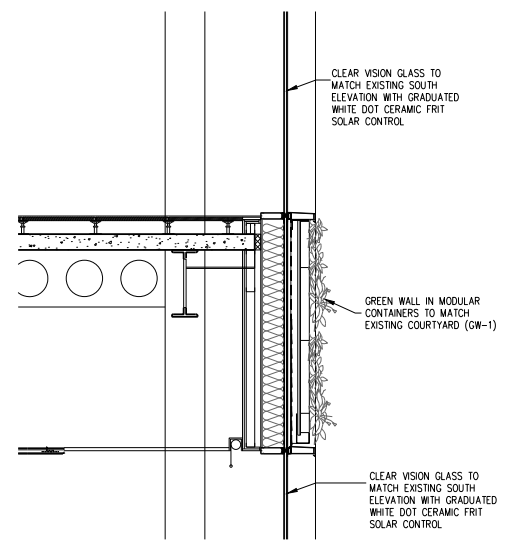
10 PLAN DETAILS - MULLIONS  
1 : 5



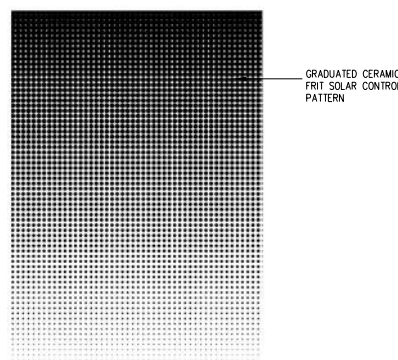
06 PARAPET DETAIL  
1 : 25



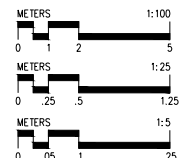
07 UPPER FLOOR LEVEL DETAIL  
1 : 25



08 LOWER FLOOR LEVEL DETAIL  
1 : 25



11 GRADUATED FRIT PATTERN  
NOT TO SCALE



# 05 | PROPOSED SCHEME

Ground floor plan

