

## Design and Access Statement



divine ideas architects

7A High Street Wanstead London E11 2AA T|+44(0)20 8530 7632 W|divineideas.co.uk E|info@divineideas.co.uk

53-55 Chalton Street NW1 1HY & 60 Churchway NW1 1LT  
RangePAY Ltd. August 2015



# CONTENTS

## **1 INTRODUCTION**

- 1.1 Purpose of the Design and Access Statement
- 1.2 Scheme Overview

## **2 CONTEXT**

- 2.1 The Site
- 2.2 Historical Context
  - Locally listed buildings
- 2.3 Site Context
- 2.4 Pre Application Advice
- 2.5 Land Use, Contamination and General issues
- 2.6 Design Development

## **3 DESIGN PROPOSALS**

- 3.1 Site Layout
- 3.2 Amount of Development
- 3.3 Layout, Scale and Character
- 3.4 Appearance & Materials
- 3.5 Landscape
- 3.6 Parking and Cycling
- 3.7 Refuse & Recycling
- 3.8 Access & Inclusive Accommodation
- 3.9 Sustainability and Energy
- 3.10 Biodiversity
- 3.11 SUD's

## **4 SUMMARY**

## **APPENDIX A**

# 1 INTRODUCTION

## 1.1 The Purpose of this Document

1.1.1 This Design and Access Statement has been prepared by Divine Ideas in support of a Full Planning Application for the site at 53-55 Chalton Street, NW1 1HY & 60 Churchway NW1 1LT in the London Borough of Camden. Information regarding layout, scale, access, appearance and landscaping will be documented. It should be read in conjunction with the various other supporting documents that accompany the planning application. These include;

- Daylight & Sunlight Report
- Energy & Sustainability Statement (incl. BREEAM)
- Planning Statement
- Service Management Plan
- Statement of Community Engagement
- Secure by Design for Hotel
- Transport Statement

1.1.2 The statement demonstrates how the proposals have arisen from an understanding of council policy and the needs of the neighbourhood, brought together with sensitive urban design.

1.1.3 The proposal is to redevelop the site creating a new Hotel and relocating the 3 existing residential units to an adjacent property at 70 Churchway NW1 1LT which form part of a new Full Planning Application.

1.1.4 This Statement responds to the requirements of the Town and Country Planning (General Development Procedure) (Amendment) (England) Order 2013 for planning applications to be accompanied by a Design and Access Statement that explains the design principles and concepts that have been applied to the development, and how issues relating to access to the development have been dealt with.

1.1.5 The full planning application proposals that are considered within this Statement have been developed from a pre-application enquiry dated August 2011 ref. CA\2011\enq\03416 –

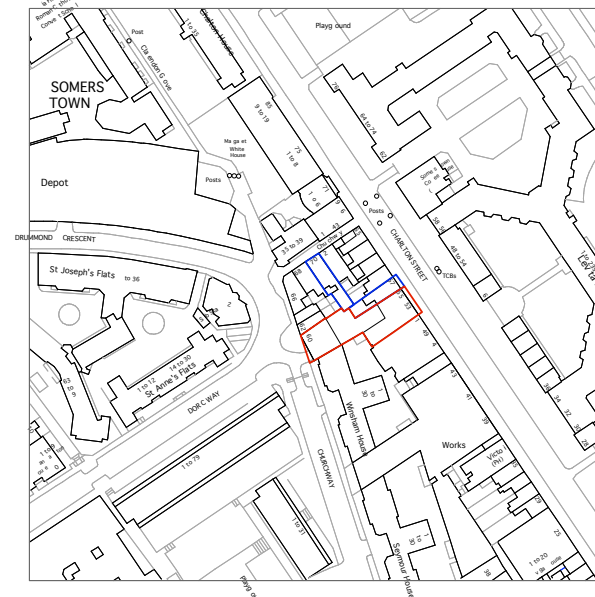
## 1.2 Scheme Overview

The proposal is for the redevelopment of the site by the demolition of the existing supermarket and three residential units and the formation of a new hotel which fronts onto both Chalton Street & Churchway. The existing ground floor convenience shop (A1 retail) will be replaced by the Hotel with the 1st and 2nd floor residential flats (C3 Dwellings) being relocated to an adjacent site. This relocation of the residential units is part of a new application for 70 Churchway NW1 1LT, which is linked to this application as described in the planning statement. The existing buildings are not listed and the site is not in a conservation area.

The principle of the development is in line with planning policy DP14- Tourism development and visitor accommodation. The Development would create an appropriate infill and enhance the street scene.

### Vision

To create a Hotel development that successfully integrates into the adjoining area and provides the space and facilities necessary for a modern Hotel.



The site occupies frontage on two streets  
53-55 Chalton Street NW1 1HY and  
60 Churchway NW1 1LT.

Northing: 182850  
Easting: 529764

Site Location Plan



*Proposed view looking south up Chalton Street showing proposed hotel*

## 2 CONTEXT

### 2.1 The Site

The area in which the site is situated is known as Somers Town which is a small suburban enclave in north central London situated between Camden Town, Euston Road, London Euston train station and St Pancras international train station. Thus the site has excellent transport links with a PTAL rating of 6B.

Somers Town has existed for two hundred and fifty years. It started out as pastoral land in the middle of the eighteenth century became a vibrant developed area of London. In the middle of the eighteenth century a new road known as Euston Road was constructed by the authorities in London. The advent of this road spurred local aristocrat Lord Somers to initiate a building programme in the area, which subsequently urbanised the area.

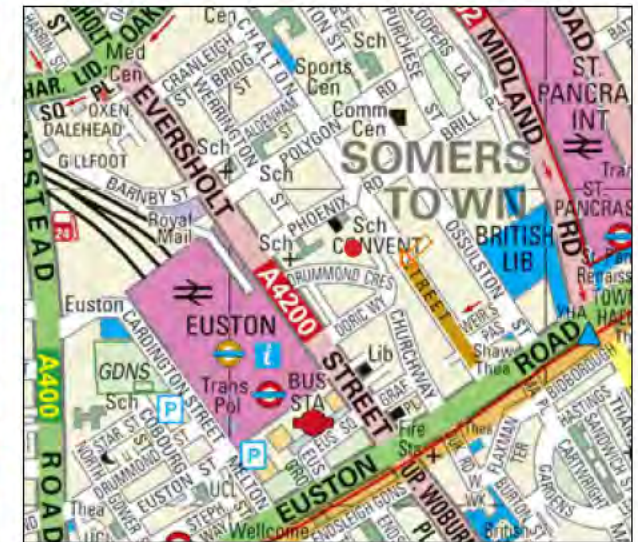
The site has frontages on both Chalton Street and Churchway.

The older buildings in Chalton Street stand at the south end on the west side. The Victorian houses are mostly of two storeys in brick above ground floor shops (3 to 4 storeys). With taller buildings of 4 and 6 interspersed along the length of the road.

The surrounding buildings in Churchway to the north of the site comprise of early to mid 19th Century three storey buildings. To the south of the site there are 5 storey early 20th century tenement blocks (circa 1910),.



Area Location



Site Location



Aerial View

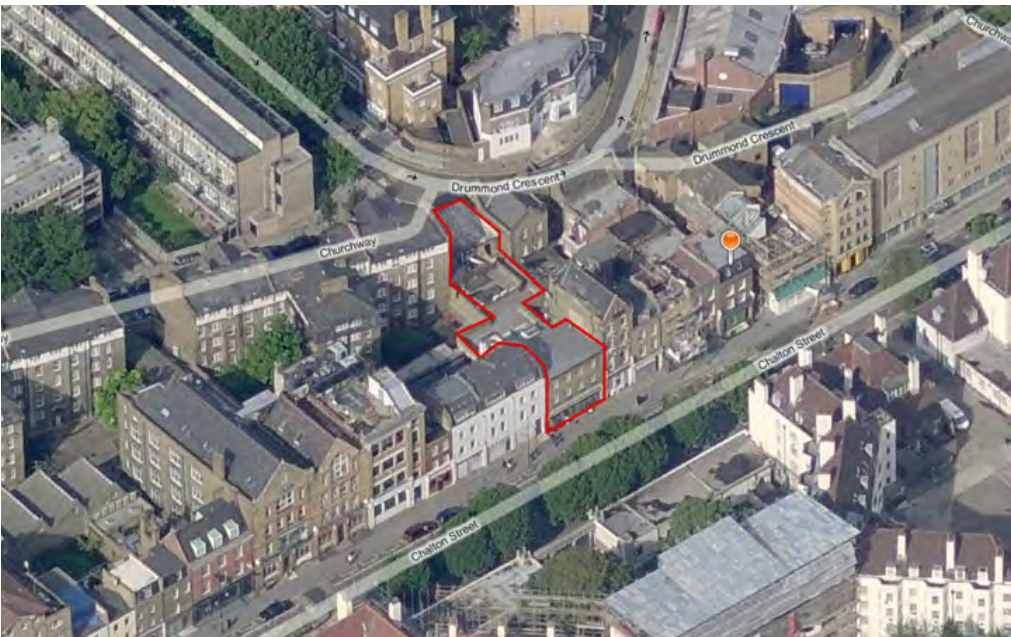


Birds-Eye View of site looking at Churchway (west elevation)

The area in which the site is located is undergoing change as part of the. 'Euston Framework SPD' and 'Camden Site Allocations: Site 10'

Chalton Street Neighbourhood Centre is located on the northern side of Euston Road between St Pancreas and Euston Stations. It contains shop premises and also a street market. The street is characterised by generally medium scale buildings accommodating a mix of commercial including food and drink uses on the ground floor with residential, hotel and office accommodation above. These commercial uses serve local residents, workers, and travelers using the two Main Line stations.

Chalton Street is a busy thoroughfare with broad pavements and active frontages at ground floor level. The street has a market trading on a daily basis and established mid 19th century. On the west side of the road, adjacent to the site, buildings stand on narrow plots. Above ground floor buildings have varied appearance, although many buildings retain the character of period townhouses, i.e. tall sash windows. Buildings form a continuous frontage.



Birds-Eye View of site looking at Chalton Street (east elevation)

On the east side of the road is the Ossulston Estate a multi-storey with a maximum of 7 storeys council estate built by the London County Council in Somers Town between 1927 and 1931.

Drummond Crescent retains some period properties but this age of property has largely been replaced by large social housing developments, characterized by very large plots each with single appearance. This is typified by Winsham House and Seymour House adjacent to the site and other nearby properties such as, St Joseph's flats and St.Anne's Flats.

The characters of Chalton Street and Drummond Crescent/Churchway are quite different. Chalton Street is a busy thoroughfare while Drummond Crescent/Churchway is a quieter residential quarter. However, both areas have a range of scales of development.

## 2.2 Historical Context



1885 Ordnance survey map



1894 Ordnance survey map



1958 Ordnance survey map



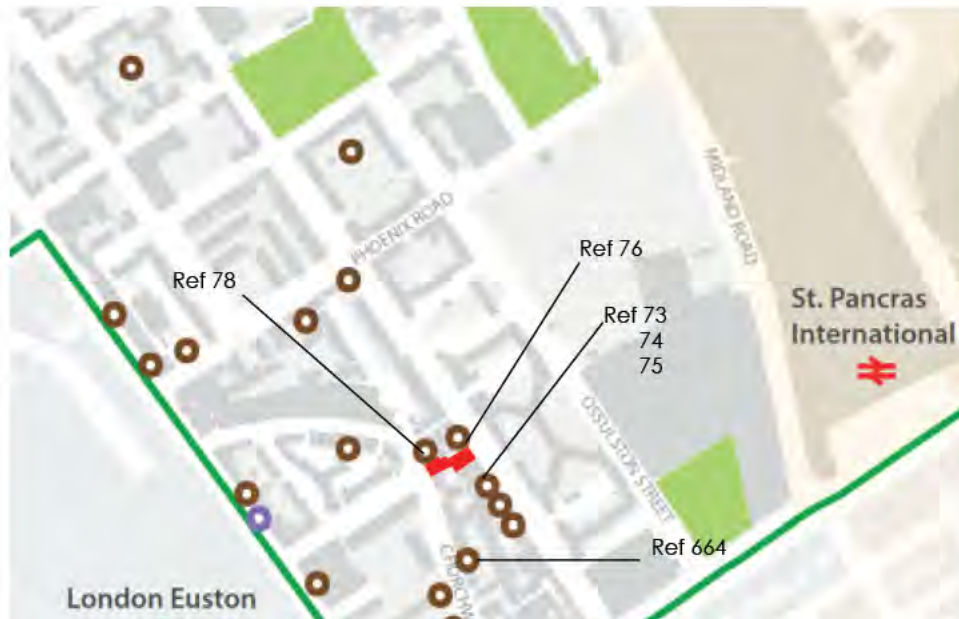
2014 Ordnance survey map



## Locally listed buildings

The site has several neighbouring buildings which are on the Camden's heritage of locally listed buildings. Extract of Camden's Local List January 2015 show the variety of buildings adjacent to the site. These neighbouring buildings are all of architectural, historic and townscape significance. They help illustrate the sense of place and local distinctiveness.

None of these locally listed buildings are nationally listed. They are from mid to late 19th century, mid 20th century. They have a mixture of brick and window details. These buildings show the architectural variety within the neighbourhood, along with the variety in scale and height. The only local building which is nationally listed is the Grade II listed Levita House, opposite the site, including attached shops built in 1930; it features coloured rendered brickwork; hipped pantile roofs with tall chimney stacks.



Details of the locally listed buildings and their location in relation to the site.

53-55 Chalton Street NW1 1HY & 60 Churchway NW1 1LT



**Ref76:**  
Mid to late 19th century 4 storey building with 5th floor built into the gable face of the pitched roof and retail at ground floor. The front elevation has an eclectic range of detailing adding to its significance as a unique addition on this street.

**Address:**  
57 Chalton Street  
**Significance:**  
Architectural and Townscape Significance  
**Asset Type:**  
Building or Group of Buildings  
**Ward:**  
St Pancras and Somers Town



**Ref75:**  
Erected between 1935 and 1953 and was used as part of 39 to 41 (industrial). The building seems to follow an art-deco style in its detailing whilst keeping the verticality and floor levels of the 39 and 41.

**Address:**  
43 Chalton Street  
**Significance:**  
Architectural and Townscape Significance  
**Asset Type:**  
Building or Group of Buildings  
**Ward:**  
St Pancras and Somers Town



**Ref73:**  
Former pub and now restaurant. This pub dates back from the early 19th C. The building has the dates 1837 to 1901 on the parapet. The windows are set back within framed columns

**Address:**  
37 Chalton Street  
**Significance:**  
Architectural, Historical and Townscape Significance  
**Asset Type:**  
Building or Group of Buildings  
**Ward:**  
St Pancras and Somers Town



**Ref74:**  
Pair of industrial buildings of four storeys plus basement in stock brick with bold red brick decoration including lintels string courses balustrades beneath 2nd and 3rd floor windows and grey engineering brick to plinth.

**Address:**  
39 and 41 Chalton Street  
**Significance:**  
Architectural and Townscape Significance  
**Asset Type:**  
Building or Group of Buildings  
**Ward:**  
St Pancras and Somers Town



**Ref78:**  
Mid to late 19th century 3 storey building with retail at the g/f. The g/f has substantial alterations to the main shop fronts but the console brackets remain in situ and carry along the length of the property. At second floor level window are set back within a stilted brick semicircular arch with mosaiced spandrel.

**Address:**  
66 Churchway  
**Significance:**  
Architectural and Townscape Significance  
**Asset Type:**  
Building or Group of Buildings  
**Ward:**  
St Pancras and Somers Town



**Ref664:**  
Social Housing blocks built by the London County Council Housing Branch to designs by E.H. Parkes built 1899-1900. Red brick blocks with attractive detailing in an arts and crafts style including rendering at top floor level with rows of casement windows

**Address:**  
Seymour and Winsham, Churchway  
**Significance:**  
Architectural, Historical and Townscape Significance  
**Asset Type:**  
Building or Group of Buildings  
**Ward:**  
St Pancras and Somers Town



Chalton Street existing street scene montage (EAST ELEVATION)



Churchway Street Existing scene montage (WEST ELEVATION)

LL= Locally Listed building and ref is the reference number to the address

### 2.3 Site Context

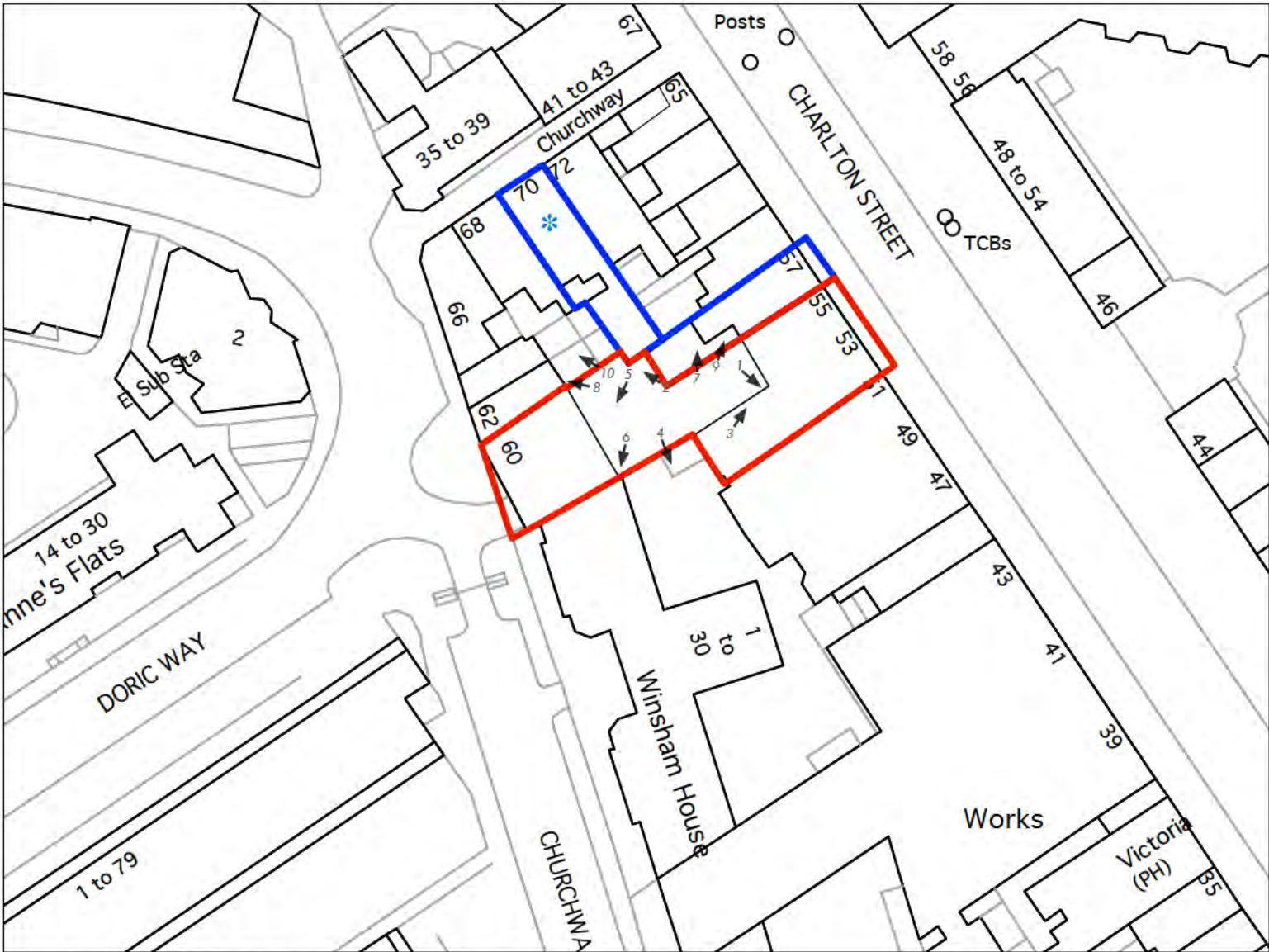
All of the existing site has been previously developed. The ground floor is A1 shop use (Nisa Local) with associated basement ancillary accommodation, this occupies the whole site from the Chalton Street side to the Churchway side.

There are 2 x 2 storey 3 bed maisonettes occupying the first and second storeys to the Chalton Street frontage and 1 x 2 bed flat at first floor level to the Churchway frontage.

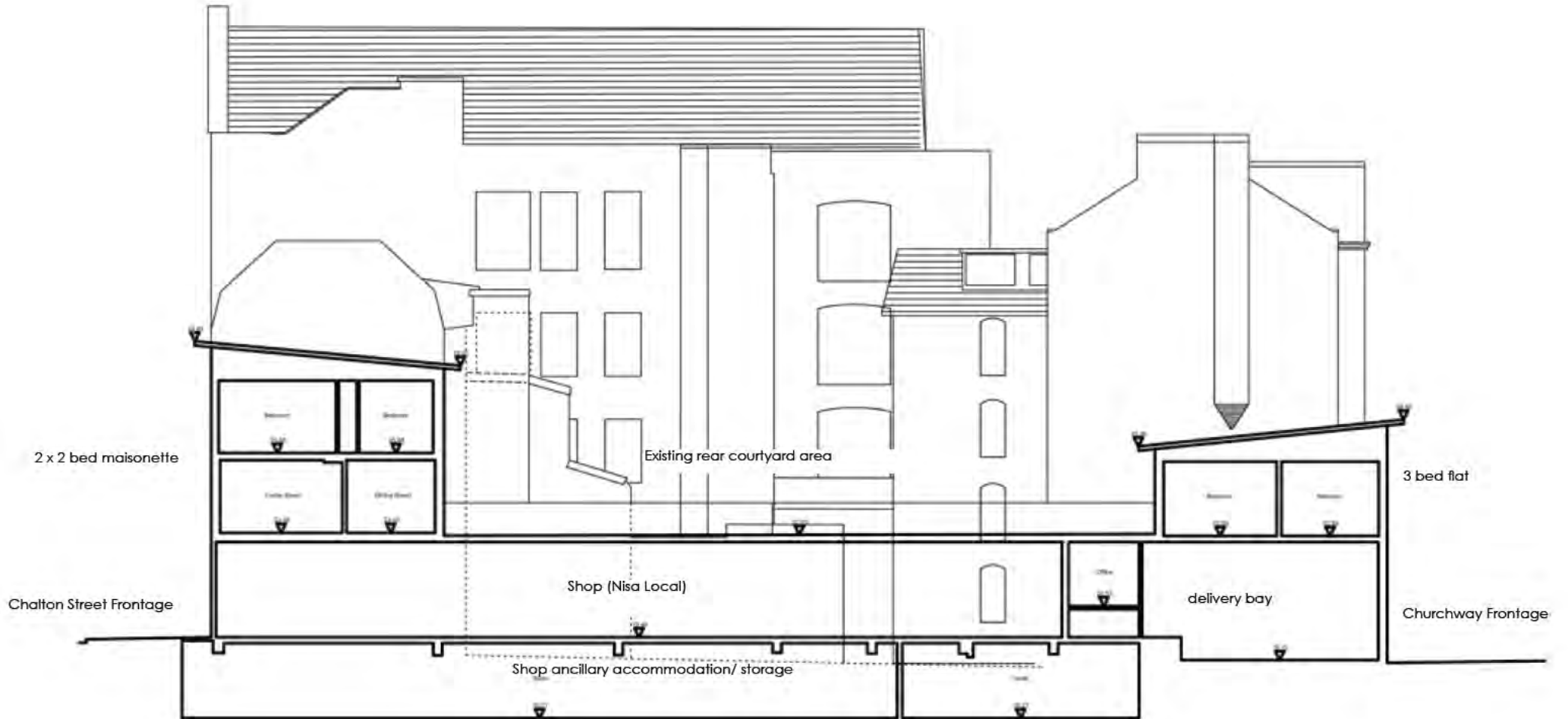
The existing massing is characterised by higher building elements towards the two street frontages (street scene), with lower massing towards the centre of the site.

Together with the surrounding buildings the rear elevations enclose and look onto a rear courtyard area.

\* 70 Churchway is currently a fishmonger's with a 1 x 2 bed residential unit above. This site is subject to a new full planning application to demolish and create 4 new residential units, 1 x 1 bed and 3 x 2 bed. The application for 70 Churchway looks to replace the residential units from this application and all is detailed in the Planning Statement.



Existing Site Location Plan: numbers denote photo locations



Existing Section through site



**Chalton Street existing building frontage**

The photograph shows no. 53 and 55 Chalton Street frontage. Although there are two plot addresses to this frontage the existing 3 storey infill building fronting onto the street looks like one plot after it appears to have been rebuilt after the second world war. It has a noticeably different architectural treatment to the surrounding streetscape. The building immediately adjacent to the right at 57 Chalton street is a mid to late 19th century 4 storey building with a 5th floor built into the gable face of the pitched roof. The front elevation has an eclectic range of detailing adding to its significance as a unique building on the street. This building is locally listed by the London Borough of Camden being noted as of Architectural and Townscape significance.



**Churchway existing building frontage**

The photograph shows no. 60 Churchway street frontage. Referring back to the 1894 map the building is also comprised of 2 plots which appears as one building frontage. This infill building is a 2 storey brick facade which on the lower ground provides commercial access doors for goods delivery and a entrance door to the single storey flat above. This first floor extension to the property was completed in the late 1980's. The 1958 ordinance survey map indicates this site had no buildings occupying it. Possibly due to the existing building being damaged/ demolished during the second world war. The architectural treatment of the building frontage is similar in character to the frontage of 53-55 Chalton Street. The buildings to the right, Winsham House, is locally listed 5 storey social housing in prominent red brick. The group of buildings to the left are also locally listed 3 storey residential with commercial to the ground floor.



1



2



3



4



5



6



7



8



9



10

## 2.4 Pre Application Advice

These illustrate the Pre-Application Enquiry dated 15th June 2011.

The major development pre application advice is for the formation of five storey Hotel building with associated uses and retention of ground floor retail store.

The scheme comprises two built elements with frontages on Chalton street and Churchway linked by a courtyard at basement level and bridge at ground level. The proposed buildings will accommodate 63 rooms ranging from single to family size rooms. The pre-application contained two different designs in terms of massing and style.

The two buildings are located to reproduce the prevailing and dominant character of the area. The design of the proposals additionally seeks to improve and enhance the Chalton Street Neighbourhood Centre.

The principle of the development is in line with Camden Planning Policy and the Euston Planning Framework SPD. Due to the councils recognition of the low demand for retail uses the existing site has been identified as being appropriate for a change of use proposal by the above policies. The council states that 'no objection will be raised to the introduction of a variety of uses including non-shopping uses'.



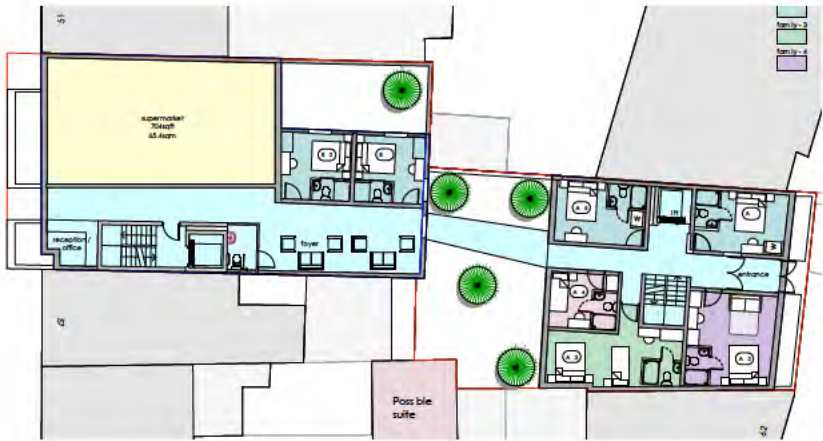
Design option A



Development would create an opportunity for a high quality new infill in the existing streetscape while retaining and enhancing existing uses and employment opportunities.

**Chalton Street**

- The block fronting Chalton Street is 5-storeys tall. The building is located between existing buildings at 57 and 51 Chalton Street and does not affect the amenity of either property.
- Both proposals include the setting back of one or two upper storeys. The set back is reflective of other set backs on the street.
- The set back also ensures that the character of 57 Chalton Street is maintained as a dominant presence in the street scene. Viewed from street level the proposed set back will ensure that 57 Chalton Street appears to be the tallest building on the street.



**Churchway**

- The block fronting Churchway is 5-storeys tall with additional accommodation in a basement level.
- The building is located between existing buildings.
- The proposed building does not affect the amenity of the adjacent properties.
- The upper levels of the building are set back to maintain access to daylight and sunlight for dwellings in Winsham House.



Design option B

## 2.5 Land Use, Contamination and General issues

The London Borough of Camden (LBC) along with Greater London Authority (GLA) and Transport for London (TfL) worked jointly to develop a vision and objectives for the Euston area which form the basis of the Euston Area Plan (EAP).

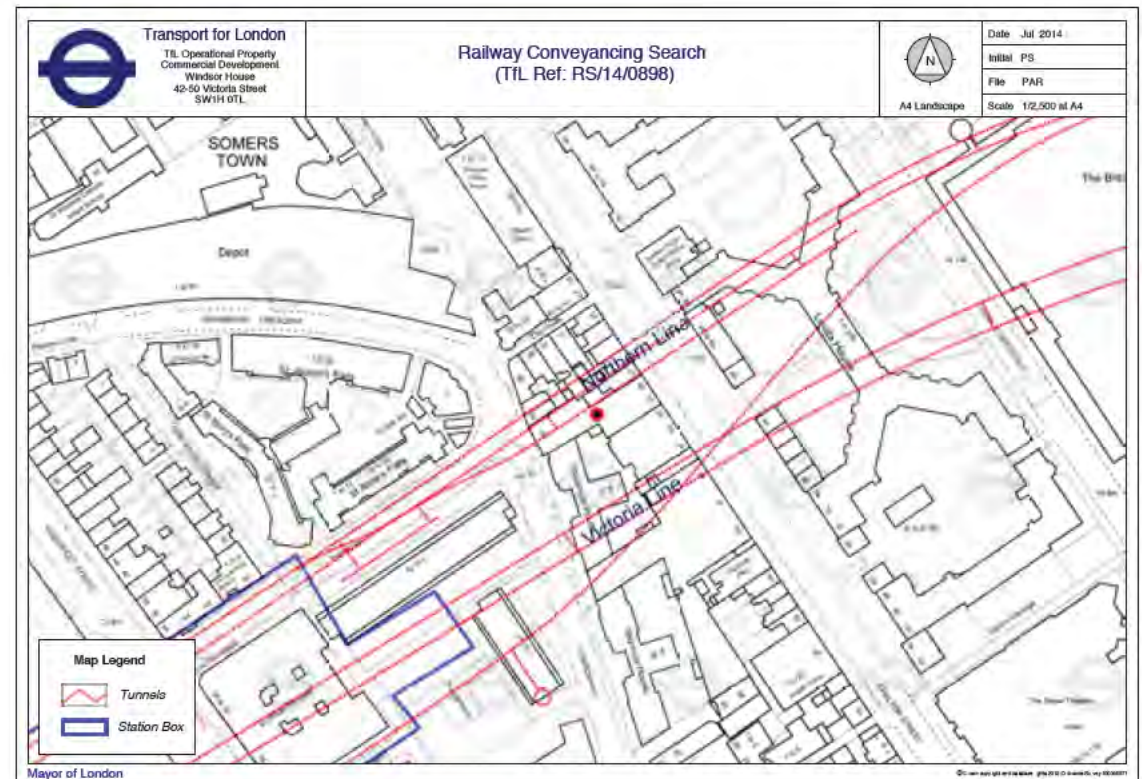
The Euston area will be rejuvenated as both a local hub of activity and a gateway to London through new high quality development above and around a world class transport interchange at Euston Station. This plan has been developed to take on board the re-development of Euston and the possibility of the HS2 rail link.

The site is within the West Somers Town area of the Euston Plan. This sub area includes early social housing blocks, as well as Chalton Street and Eversholt Street neighbourhood shopping centres. Independently of the Euston Area Plan, the London Borough of Camden is working with the local community to develop the Somers Town Community Investment Programme, which would set out proposals for targeted improvements to the Somers Town area.

Somers Town Neighbourhood Forum have issued a draft plan on August 18th 2015. It recognises Chalton Street as a neighbourhood centre, a place of employment, shopping, leisure and services. It recommends under Policy E3 to support a balanced shopping and business environment that meet local needs and also attract others into the Neighbourhood to increase viability of the market and other retail. It also looks to ensure employment opportunities are met with any development proposed.

The site is outside the Background / Strategic views to St Pauls Cathedral,

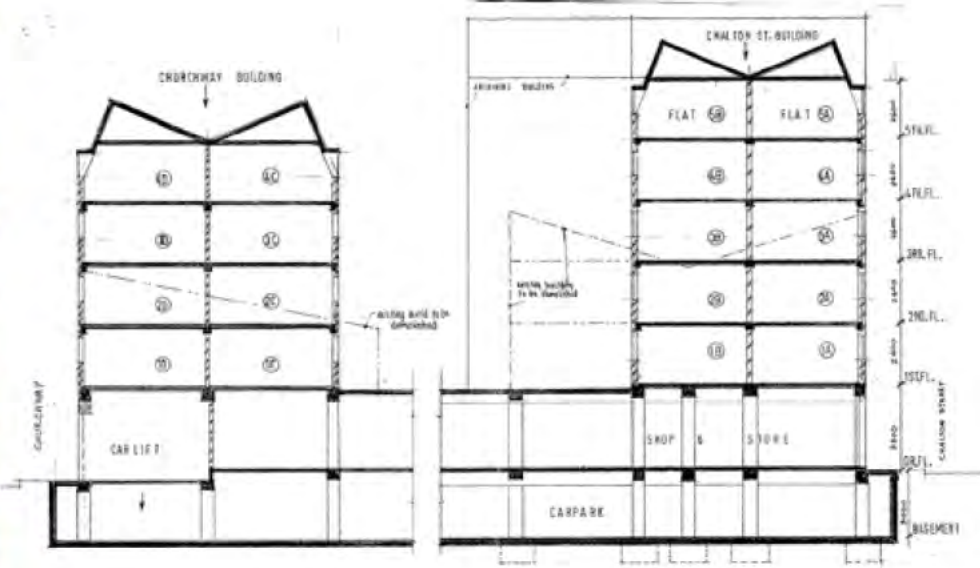
Historical land use show that 53-55 Chalton Street show that the site was used as Leather Works from 1952 to 1971.



The scheme incorporates a basement and this is largely along the lines of the existing basement. A small area to Churchway is to be excavated slightly deeper to match the existing basement depth on the Chalton Street side. There is Underground Tube line below the site and early discussions have been started with TfL. It is felt that the small amount of excavations will not cause any issues with the tube line. Likewise the introduction of a taller building and added weight is achievable on the site with no effect on the tube line.

The Site is not within a designated flood plain, nor is it a street which is at risk of significant localised tidal flooding or reservoir failure. The Site is at low risk from pluvial flooding. The Site has no history of sewer flooding. The proposals will not alter the permeability of the site. The area around the site is an area of surface water flood risk, therefore surface water management is an important design consideration in new development. Camden and the GLA will seek to ensure that surface water flooding risk is reduced through on-site measures. Camden's requirements in relation to sustainable urban drainage is set out in policy DP23 (Water) of the Camden Development Policies.

The Planning Statement which accompanies the application expands on the planning history. One of the applications involved a similar scale proposals to the current application and was granted permission via an appeal in June 1989. We mention it here and show the permitted section to show the scale that was deemed acceptable.



## 2.6 Design Development

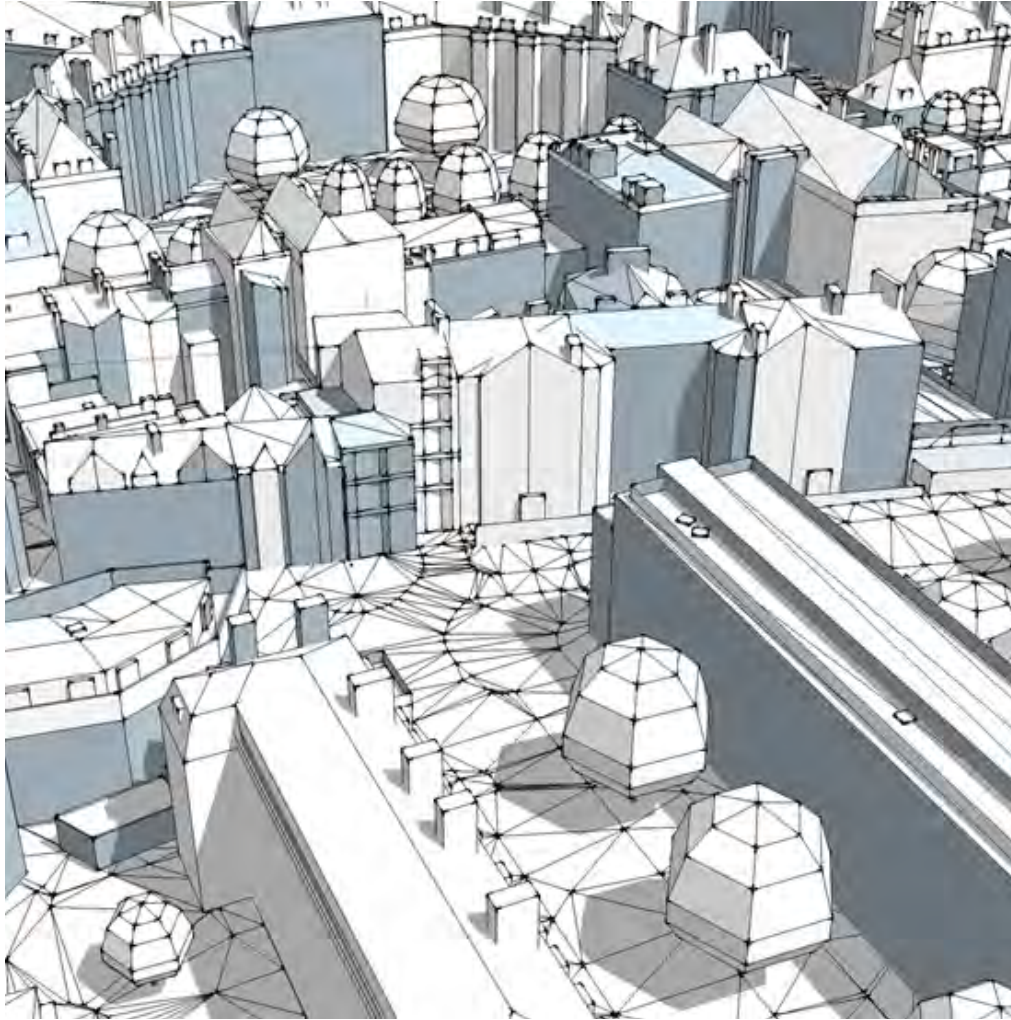


As part of the feed-back from the Pre-Application we looked at the design opportunities and options in terms of massing and scale. The elevations have been carefully considered to respond to their individual setting.

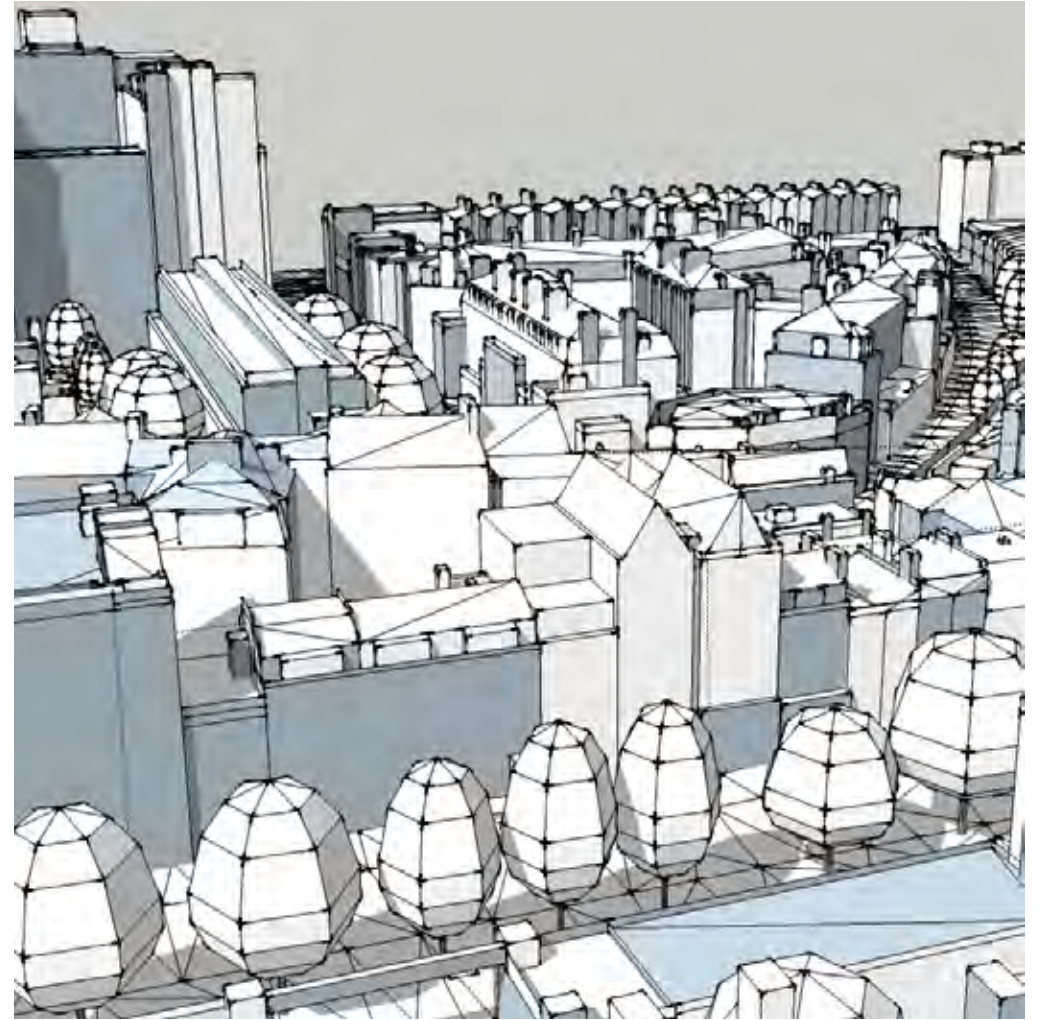
Different massing studies were undertaken to identify the benefits and drawbacks of different designs. These illustrations show some of the designs explored.



*Elevation massing studies*



*Churchway massing study*



*Chalton Street massing study*

### 3 DESIGN PROPOSALS

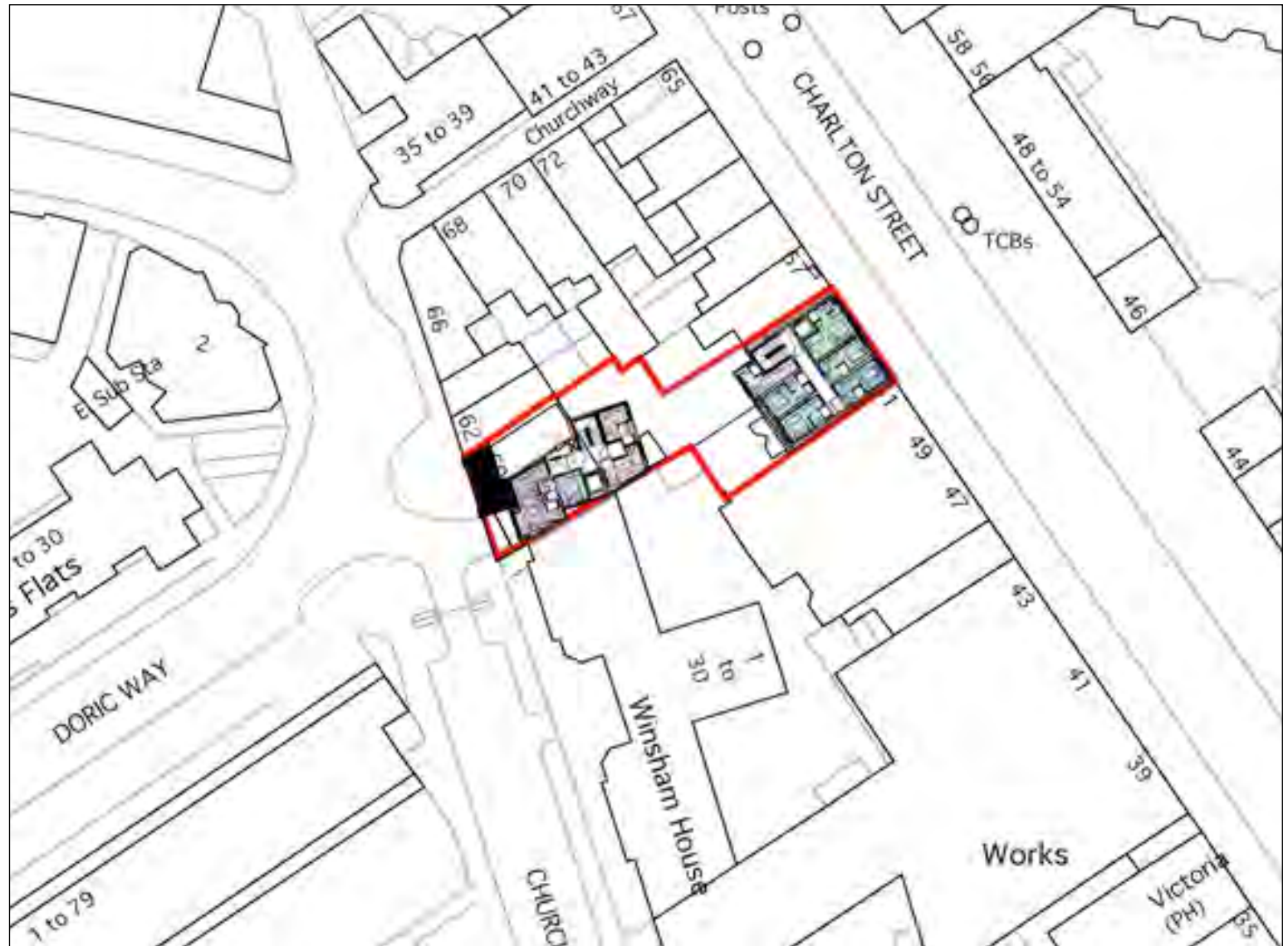
#### 3.1 Site Layout

The layout of the proposals at the site are a result of investigations exploring the character of the existing built form found around the site and the surrounding locality.

Although the site is not in a conservation area the Chalton Street frontage and the Churchway frontage offer scale and historical context to inform the design.

The proposals involve the removal of the Nisa local (A1 shop) from the site and relocating the existing residential units to an adjacent site. Thus retaining the residential provision in the locality and introducing a change of use to form a new Hotel development (C1 Hotels).

The concept for the site layout is to reinstate an architectural form to both the Chalton Street frontage and the Churchway frontage which successfully rebuilds the street scene providing a continuity to the rhythm of the overall street elevations. In contrast to the existing building which breaks the continuity of the street frontages.



Proposed block plan



Proposed Section through site

### 3.2 Amount of Development

The proposal is for a new 56 room hotel building (including 10% wheelchair accessible rooms) with a gross internal area of 1551m<sup>2</sup>, this is provided over 3 and 5 storeys at different locations over the site. This proposal will compliment the wider Somers Town area by providing tourism development and visitor accommodation. This Central London area is considered an appropriate area for tourism development and is supported by Camden Planning Policy DP14.

The Hotel development will also introduces much needed employment use into the Somers Town Ward. The hotel is likely to increase the footfall and boost the trade of the market, small shops and cafe's in Chalton Street and the surrounding streets.

The Hotel accommodation will be distributed approximately equally between the Chalton Street side and the Churchway side of the site. These two new street frontages, are connected at basement and ground floor level, with them becoming separate building elements at 1st floor level and above maintaining the rear courtyard element. This protects the neighbouring amenity and urban character of the rear of the buildings.

The new Chalton Street frontage provides a full infill between the adjacent properties. Being 5 storeys high this matches the 5 storey adjacent building to the right (57 Chalton Street).

The Churchway frontage building provides a full infill between the adjacent properties matching the adjacent building heights either side, thus being comprised of 3 storey and 5 storey elements.

The hotel will be family owned business and aims to provide comfortable and clean accommodation for great prices. A choice of budget hotel rooms, ranging from Single, Double to Triple private en-suite rooms which offers unbeatable value and facilities whether you are travelling with family, as a group or alone.



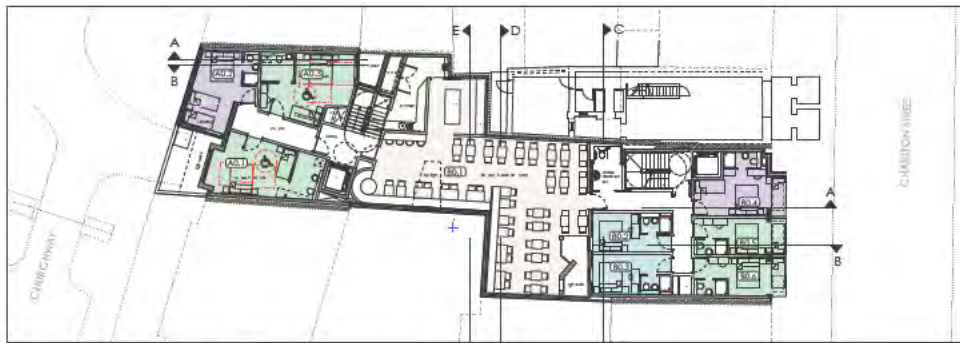
Proposed Visualisation to Chalton Street





*Proposed Visualisation to 60 Churchway street*

53-55 Chalton Street NW1 1HY & 60 Churchway NW1 1LT



Proposed Basement Plan



Proposed Second Floor Plan



Proposed Ground Floor Plan



Proposed Third Floor Plan



Proposed First Floor Plan



Proposed Fourth Floor Plan

Room	area	Beds
	sqm	
A0.1	24.0	Triple
A0.2	19.9	Quad
A0.3	25.4	Triple
A1.1	24.0	Triple
A1.2	14.5	Double
A1.3	25.4	Triple
A1.4	24.5	Double
A1.5	10.7	Single
A2.1	13.9	Double
A2.2	19.9	Quad
A2.3	21.5	Quad
A2.4	22.9	Triple
A2.5	11.0	Double
A3.1	13.9	Double
A3.2	19.9	Quad
A3.3	21.5	Quad
A3.4	22.9	Triple
A3.5	11.1	Double
A4.1	19.9	Quad
A4.2	11.2	Double
A4.3	10.5	Single
A4.4	9.0	Single
A5.1	19.8	Quad
A5.2	11.2	Double
A5.3	10.5	Single
A5.4	9.0	Single

W- denotes wheelchair units  
5% to be full fitted out and 5% to be designed for future adaptation.

Room	area	Beds
	sqm	
B0.1	114.8	Breakfast Room
B0.2	13.6	Double
B0.3	13.9	Double
B0.4	19.8	Quad
B0.5	15.1	Triple
B0.6	15.8	Triple
B1.1	10.9	Single
B1.2	10.7	Single
B1.3	26.3	Twin
B1.4	18.1	Triple
B2.1	27.7	Quad
B2.2	13.6	Double
B2.3	13.9	Double
B2.4	16.5	Triple
B2.5	12.0	Double
B2.6	12.5	Twin
B3.1	10.9	Single
B3.2	12.2	Double
B3.3	12.5	Double
B3.4	16.5	Triple
B3.5	12.0	Double
B3.6	12.5	Twin
B4.1	10.9	Single
B4.2	12.2	Double
B4.3	12.5	Double
B4.4	16.5	Triple
B4.5	12.0	Double
B4.6	12.5	Twin
B5.1	10.9	Single
B5.4	22814.0	Triple
B5.5	12.8	Double

Total Hotel Rooms				percentage provision		bedspace
	A	B		actual	target	
single	5	5	10 single	18%	10%	10
double	8	12	20 double	36%	45%	40
twin	0	4	4 twin	7%	10%	8
triple	6	7	13 triple	23%	25%	39
quad	7	2	9 quad	16%	10%	36
<b>26</b>	<b>30</b>	<b>56</b>	<b>total rooms</b>			<b>133</b>

Gross Internal Floor Area		sq.m	sq.ft
A	B	Total	Total
base	362.4	362.4	3901
ground	336.3	336.3	3620
first	126.1	143.1	2897
second	126.2	106.4	2504
third	81.9	106.4	2027
fourth	81.9	81.2	1755
<b>Total</b>	<b>1114.7</b>	<b>437.1</b>	<b>1551.9</b>
<b>Hotel GIA TOTAL</b>		<b>1551.9</b>	<b>16704</b>

Gross External Floor Area		sq.m	sq.ft
A	B	Total	Total
base	402.8	402.8	4335
ground	379.7	376.6	4054
first	143.8	169.8	3375
second	143.6	122.1	2860
third	95.8	122.1	2345
fourth	95.5	99.0	2094
<b>Total</b>	<b>1261.1</b>	<b>513.0</b>	<b>1771.0</b>
<b>Hotel GEA TOTAL</b>		<b>1771.0</b>	<b>19063</b>

Accommodation Schedule

### 3.3 Layout, Scale and Character

The layout and orientation of the proposal will protect the legitimate amenity interests of adjoining occupiers, and will provide new Hotel accommodation of a high standard. The position and scale of the buildings will ensure no loss of daylight, sunlight or outlook for occupiers within neighboring buildings.

The proposed two new building frontages on Churchway and Chalton Street will enhance the visual appearance of both these streets and the character of the existing streets.

#### Chalton Street Proposal

Analysis of the existing heights of buildings in Chalton street produces 3 different height hierarchy's to the west side of the street. There is a lower height line established at 4 storeys high with the 4th floor being in the roof form. This is interspersed with clumps of higher 5 storey height and 6 storey high buildings.

As well as the height of the buildings the presence these buildings have on the street scene is dependent on how wide or

continuous the 'clumps' of these building heights are relative to the whole street scene.

There is an overall verticality in the street due to the narrow width of most of the plots in the street. The proposed elevation to Chalton Street re-establishes each plot with an identifiable elevation, these narrow elevation widths compliment the existing street and returns the street to its original pattern. The height of these elevations has been carefully considered not just in relation to the adjacent buildings but the whole street composition.

The gabled elevation sits adjacent to the locally listed 5 storey building (number 57) whilst the height of the second new elevation is lower with a mansard arrangement to the roof, which drops the scale down in relation to the 4 storey existing building next to it. The two new elevations together with the 5 storey locally listed building combine to provide a identifiable taller massing element in the street scene, which is an identified characteristic of the existing street composition.

The proposed new building is designed to compliment and enhance the character and appearance of the existing street scene.



Proposed model showing Chalton street Elevation  
53-55 Chalton Street NW1 1HY & 60 Churchway NW1 1LT

**Churchway Proposal**

Analysis of the existing Churchway street character shows the site as centrally positioned between 3 storey high buildings on one side and 5 storey high buildings on the other side. The proposed new hotel building design to Churchway has the opportunity to be a transitional element, where the street changes from 3 storey to 5 storey.

Similar to the approach to Chalton Street, the proposed elevation to Churchway creates two separate elevations with an identifiable elevations. One elevation being 3 storey adjacent to the existing 3 storey high row of buildings and one being 5 storey adjacent to the existing 5 storey high row of buildings. The two hotel elevations are designed to combine at the middle of the site and become a dynamic transitional character in the street scene, where the height and orientation of the street change.

**New rear Courtyard Area**

The proposals maintain a rear enclosed courtyard area at first floor level which is enclosed by the building massing to the Chalton Street side and the Churchway side. This first floor courtyard area is provided to maintain the pattern of the urban massing and to maintain adequate daylight to the rear of the neighbouring properties. This courtyard area is essentially a roof with maintenance access only in order to preserve the amenity and privacy of the neighbouring plots. It is proposed that this will be a green roof to offer some SUD's and create a more visually improved outlook.



*Proposed model showing Churchway Elevation*



***Existing Chalton Street Context Elevation***

Proposed Site



***Proposed Chalton Street Context Elevation***

Proposed Site



Proposed Site

*Existing Churchway Context Elevation*



Proposed Site

*Proposed Churchway Context Elevation*

### 3.4 Appearance & Materials

#### Chalton Street

The elevation treatment to Chalton Street frontage is an opportunity to use modern materials which contrast and compliment the existing masonry vernacular.

The Chalton Street elevation is split into two identifiable elements. The right hand side is the tallest part of the elevation and provides a gabled appearance which compliments the gabled appearance of the adjacent (no. 57) building. The facades white equitone rainscreen panels are arranged in a contemporary cladding pattern, which informs the window proportions and reflects the banding and proportions of the elements within the neighbouring facade. This element of the facade is separated from 57 by recessed red brick which then forms the pediment of the building. This material picks up the colour of the neighbouring windows and banding features.

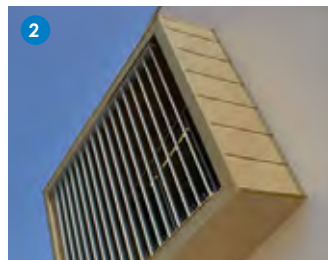
The left hand side of the elevation is lower in height and introduces a mansard element to the elevation, which is a common feature to the existing street scene. The mansard slope carefully springs from the line of the adjacent buildings 2nd storey masonry parapet line thus respecting this existing high level horizontal street line which exists. The red facing brick reflects the colour of the masonry banding of the adjacent no. 57 building. The white cladding panels to the left hand side have a slightly different texture to that of the right hand side with a slightly projecting copper clad window surround with the colour once again chosen to match the polychromatic brickwork of the adjacent no. 57 building elevation.

The simple modern approach to the building materials contrasts with the intricate detailing of the locally listed 5 storey adjacent building (number 57). Whilst the gable and mansard are identifiable traditional shapes within the street character.

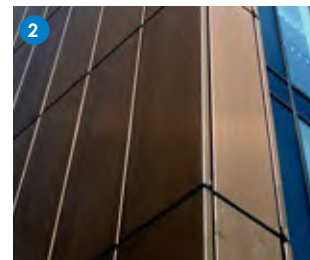
The change in materials on the proposed elevation provides a scale to the ground floor frontage which relates to the adjacent shop frontages and the other frontages at ground floor level.

53-55 Chalton Street NW1 1HY & 60 Churchway NW1 1LT

Proposed Chalton street Elevation

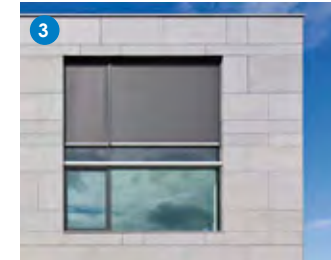


projecting window surround

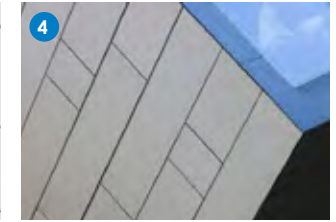


Teacu copper surrounds & canopy

Proposed detail of materials



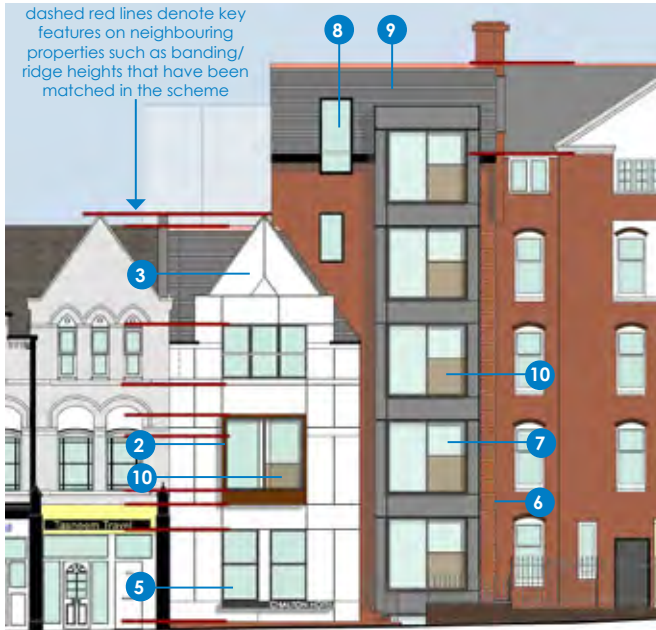
Equitone Rainscreen: textured



Equitone Rainscreen: smooth



Proposed Churchway Elevation



Proposed detail of materials



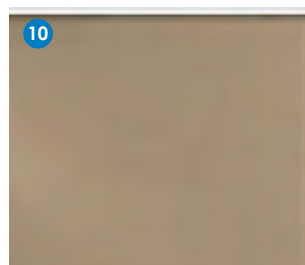
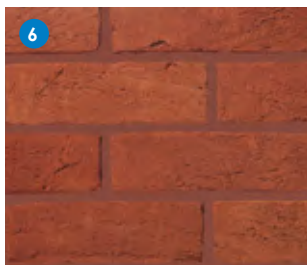
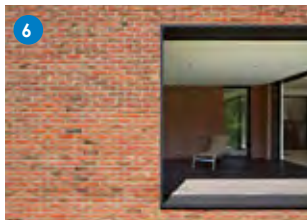
Churchway

The Churchway elevation also uses modern materials which contrast and compliment the existing masonry vernacular.

The elevation treatment to the Churchway street frontage is again split into two identifiable elements. The elevations simple concept is to extend the height and massing of the adjacent buildings until they intersect in the middle of the site. This breaks down the elevation into two elements. It also helps address the odd angles of the buildings at this corner intersection.

The left hand side of the elevation is the lowest part of the elevation matching the ridge and eaves height of the adjacent 3 storey building. A contemporary gable which matches the proportions of the neighbouring buildings gables compliments the existing street scene rhythm. The facades contemporary white equitone rainscreen cladding panels contrast with the adjacent traditional masonry vernacular appearance.

The right hand side of the elevation is the highest part of the elevation and matches the ridge and eaves height of the adjacent 5 storey building Winsham House. The new elevation appears to extend the massing line of the existing Winsham House building especially with the use of the matching red brick. A contemporary 5 storey window bay clad in contemporary dark grey gives a modern individual character to the elevation.



frameless windows

red clay brick to match existing

window to follow wall / roof pitch

bronze coloured glass as feature to balconies

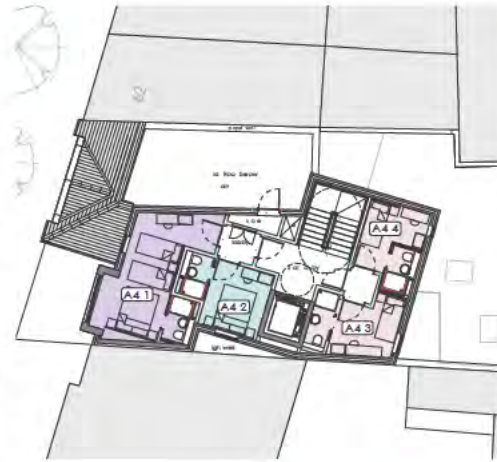
**Rear Courtyard Area**

**Churchway Rear Elevation**

The rear elevation of the Churchway side has a contemporary shape which mirrors the existing return wing on Winsham House. The shape has been designed to maintain adequate daylight to the adjacent properties and create a dynamic courtyard juxtaposition.

At high level on the fifth floor white render banding is used to match the white render banding on the fifth floor of the adjacent property Winsham House.

The lower floors are traditional London stock masonry which match the masonry of the rear of the other properties. The window shapes reflect the overall contemporary approach to the building.



**Rear Courtyard Area**

**Chalton Street Rear Elevation**

The rear elevation to the Chalton Street side uses the same material palette of white render and London stock masonry. These different materials break down the massing into 2 elements. The rear elevation has been designed to step back on the fifth floor to maintain adequate daylight to the opposite building Winsham House. The mansard and gabled front elevation give way to simple flat roofs to the rear, emphasising a simple rectilinear rear elevation arrangement.

The central courtyard around the first floor flat roof has London stock masonry parapet walls enclosing it to the sides, similar to the existing situation. An extensive green roof is proposed to the first floor roof area.



*Proposed Model Showing Rear of Churchway*



*Proposed Model Showing Rear of Chalton Street*

### 3.5 Landscape

The nature of the site limits the scope for ground floor landscaping. It is proposed that the first floor roof within the rear courtyard area is an extensive green roof.

As part of reinstating the pavement to Churchway and removing the vehicle crossover, there is an opportunity to introduce additional street landscaping and tree planting. This will improve the immediate street environment to Churchway.

New pavement lights are proposed to Chalton Street along with improved paving.



floor plan showing the green roof area to courtyard



example of green roof building at clients Hotel in W14

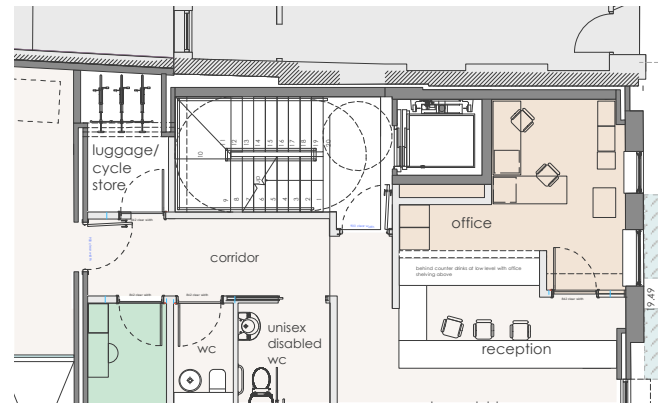
53-55 Chalton Street NW1 1HY & 60 Churchway NW1 1LT

### 3.6 Parking and Cycling

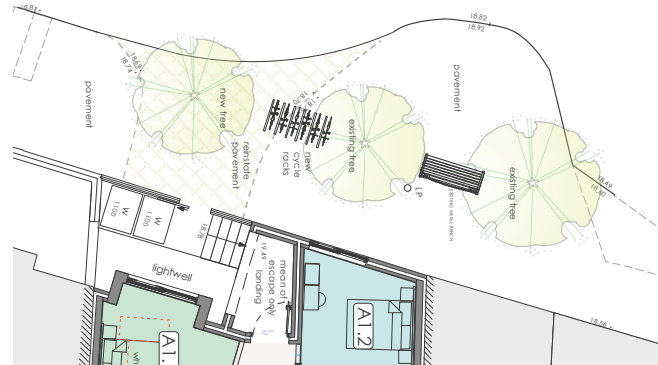
#### Parking

Due to the close proximity of all the main modes of transport, no on site parking spaces have been provided. It is proposed that hotel development is purposefully a car free development.

The Transport Statement demonstrates that there is adequate taxi and coach on street drop off spaces to facilitate vehicular arrival and departure. This Statement also address deliveries along with the Service Management Plan.



ground floor plan: internal cycle store

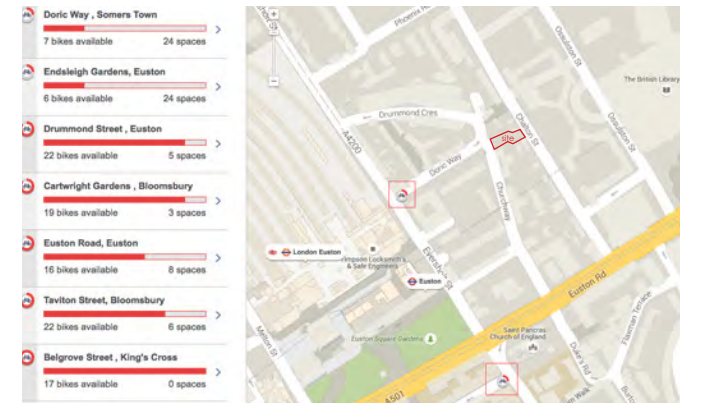


plan showing Churchway street improvement and cycle stand

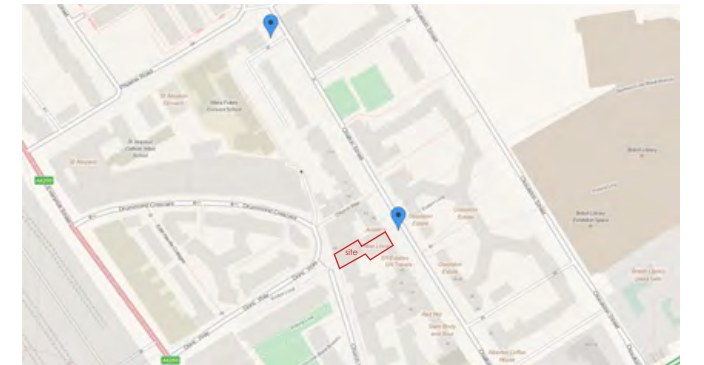
#### Cycling

It is proposed that 6 cycle parking spaces will be provided for staff and guests and these will be on street at a location to be agreed with the London Borough of Camden. We have shown these located in the Churchway as part of the street improvements. We have also located 3 secure hook-n-hang racks off the ground floor Reception for long-stay / employee's.

The site is also a short walk from the TfL public bicycle hire scheme, with the nearest in Doric Way. Alongside this public cycle stands are located opposite the site entrance in Chalton Street.



TfL: Santander Cycles stands nearby

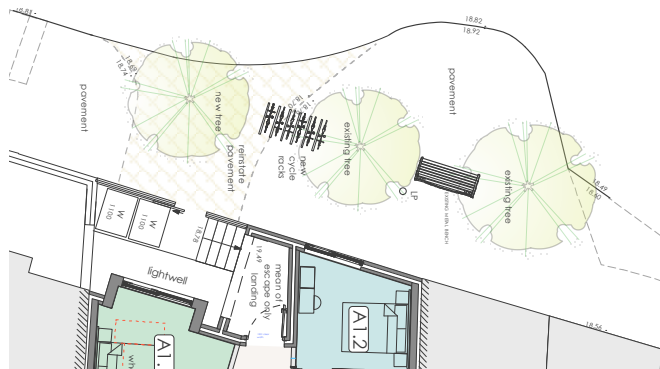


Camden Council cycle stand locations

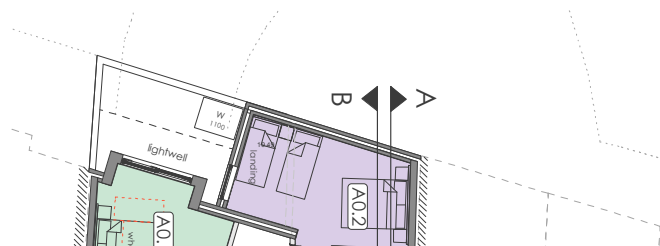
### 3.7 Refuse & Recycling

External bin storage is provided to the Churchway side. Camden Planning guidance CPG 1 Design suggests that for commercial premises 1 cubic meter of storage space is required per 300-500sq.m accommodation. The Hotel would require 3 cubic meters of Refuse and recycling storage. This equates to 3000 litre or 3 Eurobins x 1100ltrs.

Eurobins will be used to securely store the refuse/ recycling. The Eurobins can be accommodated at basement level and at ground floor level. The client is an established hotelier and operates a well-managed recycling policy. The adjacent rooms will have fixed windows to avoid issues with smells.



Ground floor Eurobin location to Churchway



Basement Eurobin location to Churchway

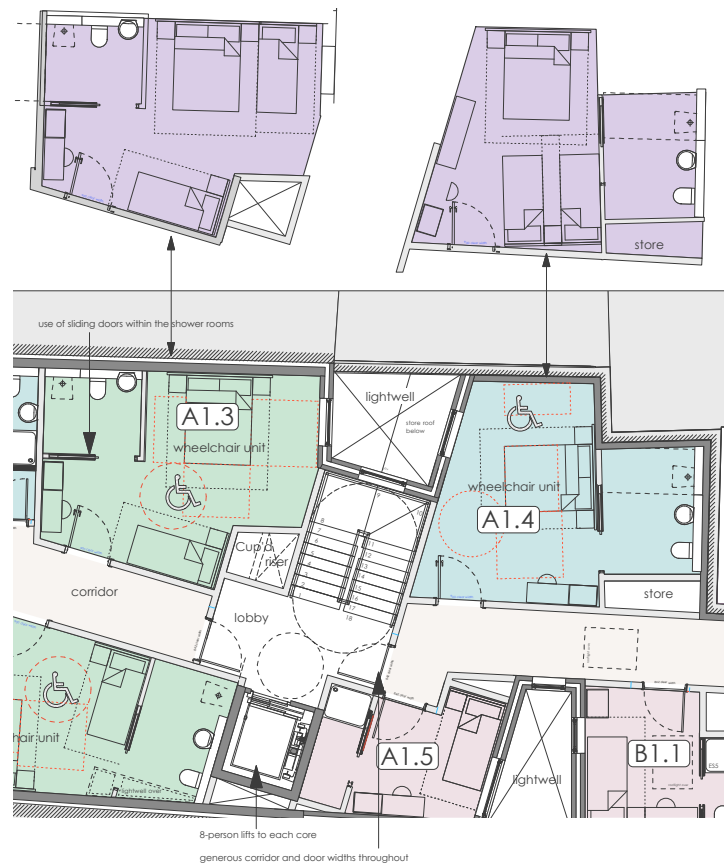
### 3.8 Access & Inclusive Accommodation

The scheme has been designed to create an inclusive environment. The main entrance on Chalton Street has a level threshold for ease of access and the secondary entrance on Churchway has part M compliant external stepped approach. This secondary access point is a means of escape for the Hotel and a service entrance for refuse and some deliveries. The main access for staff and deliveries is from Chalton Street. A Service Management Plan is included in the application which discusses in more detail the proposals for deliveries and servicing.

The principles of inclusive design and adaptation need have been factored in and there is 10% provision within the scheme. At a minimum, all 10% of these rooms are to meet Building Regulations, but 5% are to be provided in flexible ways. The rooms selected have been noted on the plans and in the accommodation schedule. The majority of these rooms are family rooms in terms of offering a larger space for potential carer / family member.

In addition to the room provision the scheme will include other inclusive measures, such as:

- car parking and set-down
- entrances, lobbies and doors
- corridors and passageways
- lifts - passenger lifts, platform lifts and stairlifts
- aids to communication
- specific guidance around bathrooms and washrooms, showers
- accessible toilets in public areas of hotels such as bars and restaurants.
- visual fire alarm signals
- room numbers to be in embossed characters
- Carefully selected colour scheme to ensure someone with a visual impairment to use rooms easily
- flexible lighting design, without glare and confusing shadows / reflections
- clear signage
- appropriate emergency procedures
- induction loop to all reception, breakfast room and communal areas.



### 3.9 Sustainability and Energy

The application included a fully BREEAM Pre-Assessment along with a clear plan for the Sustainability and Energy use within the scheme. The submitted report shows the "Very Good" rating will be achieved. The Hotel operator is keen to use new technologies to improve the energy efficiency of the development.

The basic principle for the development is:

- Enhanced U-Values
- Renewable Energy in the form of ASHPs
- Highly efficient HVAC
- Accredited Details for Thermal Bridging
- Highly efficient Internal Lighting

Eco-friendly hotel with energy saving light bulbs throughout the Hotel, energy saving climate control as it is only operational when key card is inserted, eco-friendly roof on the first floor which conserves heat yet provides a natural environment for birds and insects.

As part of the proposals a location has been identified with a parapet flat roof area on the third floor for all external equipment. This will all be acoustically checked and is completely screened from the neighbouring windows, unlike the current arrangement on the first floor. The overall proposals will be an improvement on energy use, sustainability and also noise within the central courtyard area.

### 3.10 Biodiversity

The site is outside of any zone for protected species or habitat. The scheme will look at increasing biodiversity in the area. Through the introduction of bird boxes and the green roof at the first floor level. This green roof creates a natural habitat to support a variety of plants, birds, animals and invertebrates. It has limited access for maintenance access only which will help establish the ideal environment.

- Significant scope for creating a natural habitat to encourage plants and small wildlife to remain, so aiding biodiversity.
- Aid to planning consent, as biodiversity roofs help to meet local authority policies towards a sustainable environment.
- Aid to meeting BREEAM requirements of a development through points secured by the use of accredited native species plants.



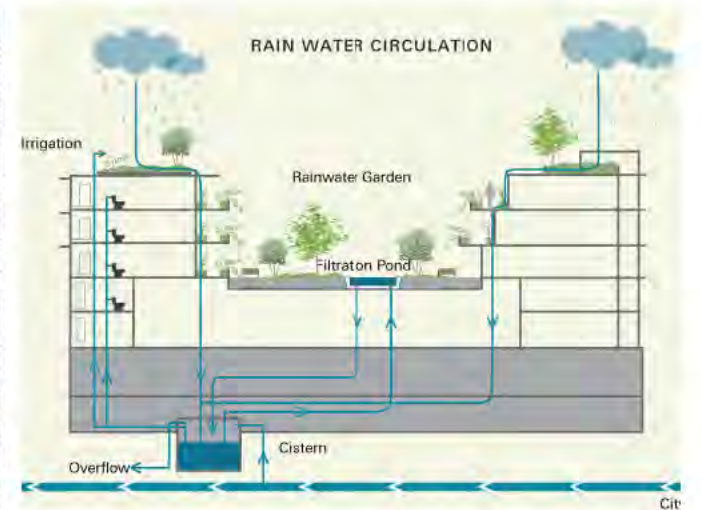
### 3.11 SUD's

Alongside the ecological and biodiversity benefits the green roof will also aid the sustainable urban drainage strategy on site.

#### Green roof Performance

- Peak flow reduction: Medium
- Volume reduction: Medium
- Water quality treatment: Good
- Amenity potential: Good
- Ecology potential: Good

Alongside the peak flow reduction from the green roof we are exploring the idea of above ground tanks for rainwater harvesting. These can be linked to the green roof irrigation system alongside possible wc flushing or grey water usage on site.



## 4.0 Summary

The proposed Hotel scheme for the site has been carefully considered both in terms of architectural design and the local economic benefit. We hope this document illustrates the analysis of the design development and the study of the context that has been carried out. We believe the scheme is a modern design that introduces a fresh infill to the streetscape.

Consultation with the local community has taken place regarding the proposed Hotel development and the feedback from the local community has been largely positive.

The proposed new Hotel will further improve tourism facilities in the area and greatly improve the appearance of Chalton Street and Churchway.

The scheme look to enhance employment opportunities within the local area. Through both the construction phase and the actual Hotel operations a mixture of employment opportunities are made available.

The loss of residential units has been address through the re-development of 70 Churchway and this forms part of a separate application.

The Hotel will be a 3-star accommodation and is not in conflict with other higher rated accommodation in the area. In fact the proposals actual help offer a more varied and affordable option to the visitors to this key area of London. Located in this busy Neighbourhood centre it actual introduces visitors to the local shops, markets and leisure facilities which will help revitalise the neighbourhood.

We hope the council can support this scheme and that the new proposals will help revitalise this central location.



