
5 - 17 Haverstock Hill
Cambridge Gate Properties

Design & Access
Statement

July 2016

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1.0 Introduction



Extract from Chalk Farm Station view

1.1 Application Overview

1.1.1 SUMMARY

The client and the design team's vision is to create high quality residential apartments in this prominent and highly accessible location.

The new building will replace the existing Eton Garages, a low quality car garage from 1939 which is currently standing empty. It will also replace the retail units along Adelaide Road.

Both internally and externally the proposed scheme will be of the highest standard of design and materials. The adjacent Grade-II listed Chalk Farm Station, one of a series of buildings designed for London Underground by Leslie Green, deserves a new neighbour that both compliments and enhances its architectural qualities.

The site is located in a zone of transition between Camden (to the south east) and Belsize Park (up the hill to the north west). Both the industrial brick buildings of Camden and the mansion blocks of Belsize Park have acted as architectural precedents for the proposal which seeks to respond architecturally to this existing built context.

Two elegant brick and stone buildings, one fronting Haverstock Hill, the other Adelaide Road, house the apartments together with a polished stone-clad linking block which creates a series of generously landscaped spaces at the heart of the scheme. The proposal contains 77 units, of which 20% are affordable, and reproduces the retail units along Adelaide Road.

We are committed to delivering an extremely high quality building in this unique location.












1.2 Summary of Pre-App Discussions

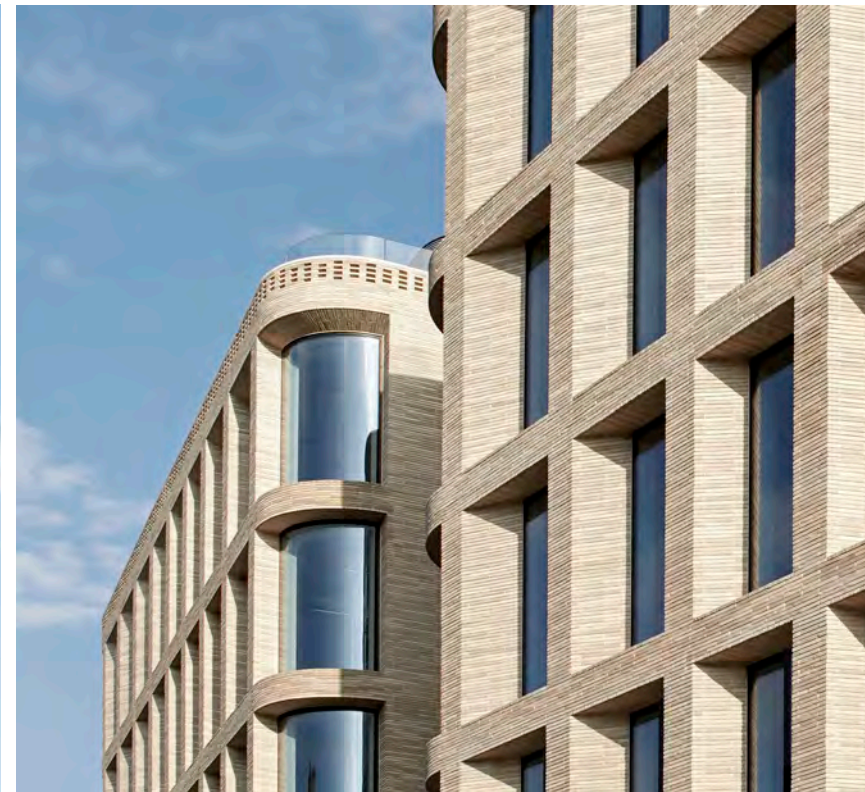
The team has engaged with Camden Council throughout the design development process via a series of pre-application submissions and presentations. The key dates are summarised as follows:

- **Pre-Application Meeting 01** - Presented to Camden Council on 22nd September 2015 (Michael Cassidy (Case Officer) and Charles Rose (Design and Conservation Officer))
- **Pre-Application Meeting 02** - Presented to Camden Council on 21st October 2015 (Michael Cassidy and Charles Rose)
- **Pre-Application Meeting 03** - Presented to Camden Council on 9th December 2015 (Michael Cassidy and Charles Rose)
- **Pre-Application Meeting 04** - Presented to Camden Council on 17th February 2016 (Michael Cassidy and Charles Rose)
- **Pre-Application Meeting 05** - Presented to Camden Council on 13th April 2016 (Michael Cassidy and Charles Rose)

The developed design concepts and facade treatments have generally been well received by the Case Officer and Design and Conservation Officer. The primary comments have been with regard to height, bulk and mass which the team has focused on and refined throughout the design development period.

1.3 Consultant Team

Client		10 Upper Berkeley Street London W1H 7PE	Services Engineer/ Acoustic Consultant/ Environment & Sustainability		Saffron House 6-10 Kirby Street London EC1N 8TS
Architect		122 Arlington Road London NW1 7HP	Public Consultation Consultant		20-24 Old Street London EC1V 9AB
Project Manager		Henrietta House Henrietta Place London W1G 0NB	Landscape Architect		43 Chalton Street London NW1 1JD
Structural/Civil Engineer		1- 5 Offord St London N1 1DH	Rights to Light		17 Slingsby Place London WC2E 9AB
Residential Advisors		55 Baker Street London W1U 8AN	Disability & Inclusive Design Consultant		79 Boyton Road London N8 7AE
Cost Consultant		AMP House Dingwall Road Croydon CR0 2LX	Townscape Consultant		14 Lower Grosvenor Place, London SW1W 0EX
Planning Consultant		Henrietta House Henrietta Place London W1G 0NB	Visual & AVR Artists		122-128 Arlington Rd London NW1 7HP



1.4.1 Piercy & Company Turnmill

Turnmill sits on a prominent corner site in London's Clerkenwell Green Conservation Area, an area undergoing significant change ahead of the arrival of Crossrail in 2018. Turnmill provides over 69,000 sqft of high quality office space with two large retail/restaurant units on the ground floor and basement.

Formerly stables, a gin warehouse, and then a nightclub, the original building had a varied history. In respect to the site's unique setting, Piercy&Company focused on sympathetic materials, a strong two-part form, and carefully crafted details.

Handmade Roman format Petersen Tegl Kolumba bricks create a horizontal rhythm across the façade and reflect the sturdy masonry characteristic of the area. The angles of the chamfered window reveals fan out across the building so that each window provides maximum views out for the office users. En-masse, the varied chamfers animate the façade and emphasise the solidity and texture of the special brick.

On Turnmill Street, the brickwork continues inside through the curved entrance where it gives way to a palette of polished concrete, polished plaster, and brass. The double height reception space and glazed link above break the massing into two elements in order to preserve the established grain of Clerkenwell. Turnmill's split massing and inward folding forms were inspired by the Delphi sculptures of Barbara Hepworth, where textured exteriors turn in to reveal lighter interiors.

"I really like Turnmill. It had such a long planning battle but produced a very elegant Clerkenwell building."

Hugh Pearman Editor, RIBA Journal.



1.4.2 Piercy & Company Camden Lock Market

Piercy&Company's masterplan aims to reveal the site's historic fabric and reconnect the Market with its arts and crafts, maker-focused origins.

The masterplan for the site includes improved indoor and outdoor market retail facilities, cafes, restaurants, galleries and canal-side food hall as well as new workspace and a venue for live entertainment.

Fundamental to the proposals is the desire to position and refocus the market in terms of its arts and crafts heritage, making the Market more relevant to those that live and work in London.

The proposals will provide a range of premises for small businesses and start-ups, particularly designers and makers, and those engaged in creative industries, with provisions for their growth.

The concept for the masterplan is based on considering the site as five distinct but linked 'character places', each with its own identity defined by the existing buildings. Historic and listed buildings will be refurbished and new interventions added in a sensitive manner, revealing the hidden heritage of the site. Improving accessibility throughout the site and opening up links to the Regent's Canal inform the approach to the site as a whole.

"It is a deft and sensitive series of moves."

Martin Sagar, Sheppard Robson

2.0 Site & Context

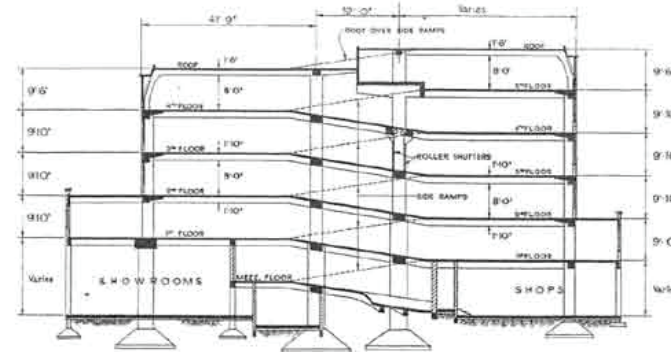
2.1 Existing Building

2.1.1 HISTORY

Eton Garage was completed in 1939 for Messrs. Bell Property Trust Ltd. a development company who built over thirty blocks of flats throughout London in the 1930s.

Designed by Architects Messrs. Toms and Partners with consulting engineer Mr W V Zinn, the building was arranged on a staggered floor principle in six storeys on ten different levels with four spiral ramps providing for independent up and down traffic. The overall storage capacity was for 300 cars.

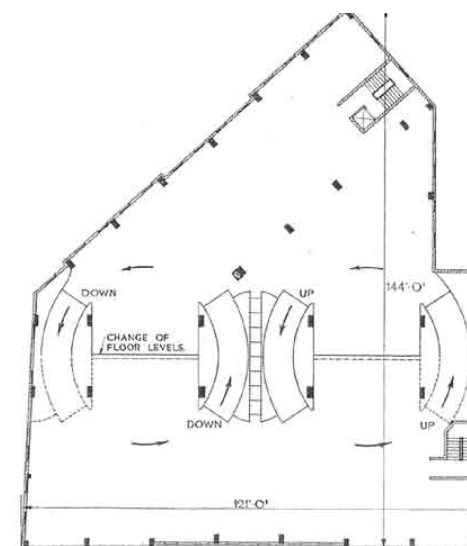
The ground floor frontage to Haverstock Hill featured a car showroom for sixty vehicles. A petrol service station, workshop, washing bays, store, battery charging rooms and six lock-up shops were situated on Adelaide Road.



Eton Garage, Chalk Farm Road, Section



Eton Garage, Haverstock Hill Facade, 1939



Eton Garage, Chalk Farm Road, Plan



Eton Garage and Eton Place under construction



View from the North West with St Saviour's Church Spire in the foreground and the Roundhouse to the right



Aerial View



Key view from Chalk Farm Road of the station and site



View from Adelaide Road



Existing Retail provision on Adelaide Road



View from Haverstock Hill showing poor quality public realm



Chalk Farm Retail Parade along Adelaide Road

2.1.2 CURRENT USE & ANALYSIS

The garage was last occupied by the Metropolitan Police for the storage of stolen vehicles. It is currently vacant.

The single, slightly lumpy mass and the dark reddish-brown brickwork visually merges with the facade of the adjacent station creating a lack of clarity to the key view of the station from Chalk Farm Road (see left). The car garages split level is apparent in the way the two sides of the facade crash together and only part of the envelope is fenestrated. Therefore, looking from Chalk Farm Road the awkward nature of the building's elevation sitting behind Chalk Farm Station betrays its true identity.

The ground floor of the Haverstock Hill facade is a blank frontage and currently contributes very little to the public realm. Adelaide Road features six small retail outlets forming the 'Chalk Farm Parade'. Currently, only four of these units are occupied. These have a total NIA of 406m².

The building's low quality design, together with its vacant state, present a clear argument for its demolition.



Historic Photograph: Chalk Farm Station



Chalk Farm Station: palladian window at apex of massing



Chalk Farm Station: View from Chalk Farm Road



Chalk Farm Station: Detail of Faience Blocks



Chalk Farm Station: Interior tiling detail



Leslie Green (1875-1908)

2.2 Chalk Farm Station

Chalk Farm Station, located immediately to the East, is one of over fifty London Underground Stations designed by the architect Leslie Green between 1904-1908.

The station's exterior elevations are clad in non-load-bearing ox-blood red (sang de boeuf) glazed terracotta (faïence) blocks, provided by the Leeds Fireclay Company. The faïence was relatively cheap (nine shillings per visual foot), quick to produce, robust and could be easily and cheaply moulded into the various detailed features Green intended. These details were informed by a blend of the Arts and Crafts and Art Nouveau styles. All Green's stations featured wide bays at ground floor (providing space for retail outlets) with arches above, behind which was concealed lift equipment. A broad strip between the two floors announced the name of the station in capital letters. Other elements were more bespoke. For example, alongside its circular oculi and heavily dentilated cornice, Chalk Farm features a Palladian window at the point of the triangular massing.

Green also designed the interiors of the stations of which Chalk Farm is a typical example. At ticket hall level the material palette is composed of ornate coloured tile and timber. The walls are half clad with green tiles topped off with a highly decorated layer portraying acanthus leaves. Occasional brass fittings including a suspended self winding clock further contribute to the sense of craftsmanship and care. At platform level, the station is provided with a standardised tiling design incorporating the station name, directional signage and geometric tile patterns formed in repeating panels along the platform length. The tiled surfaces created a unifying theme, and have proved easy to maintain.

The station is now Grade-II listed. Green's work across the city stands as a series of iconic red buildings intrinsically bound up with the visual identity of the London Underground.



I: Eton Place, Haverstock Hill



II: Haverstock School, Haverstock Hill



III: The Roundhouse, Chalk Farm Road



IV: Bridge House, Adelaide Road



V: 4-8 Haverstock Hill



VI: 86 Chalk Farm Road

2.3 Notable Buildings in the Vicinity

I: Eton Hall, Eton Place and Eton Rise are three seven storey, five-wing brick mansion blocks in the neo-Georgian style, designed by Toms & Partners and built in 1939. Their distinctive plan form creates two courtyards (entrance and parking), set back from the street and generously landscaped. The blocks are built of a reddish-brown brick with stonework around the entrances and a mansard roof.

II: Haverstock Hill School is a low-rise contemporary design (2005) featuring brickwork, render and copper screening.

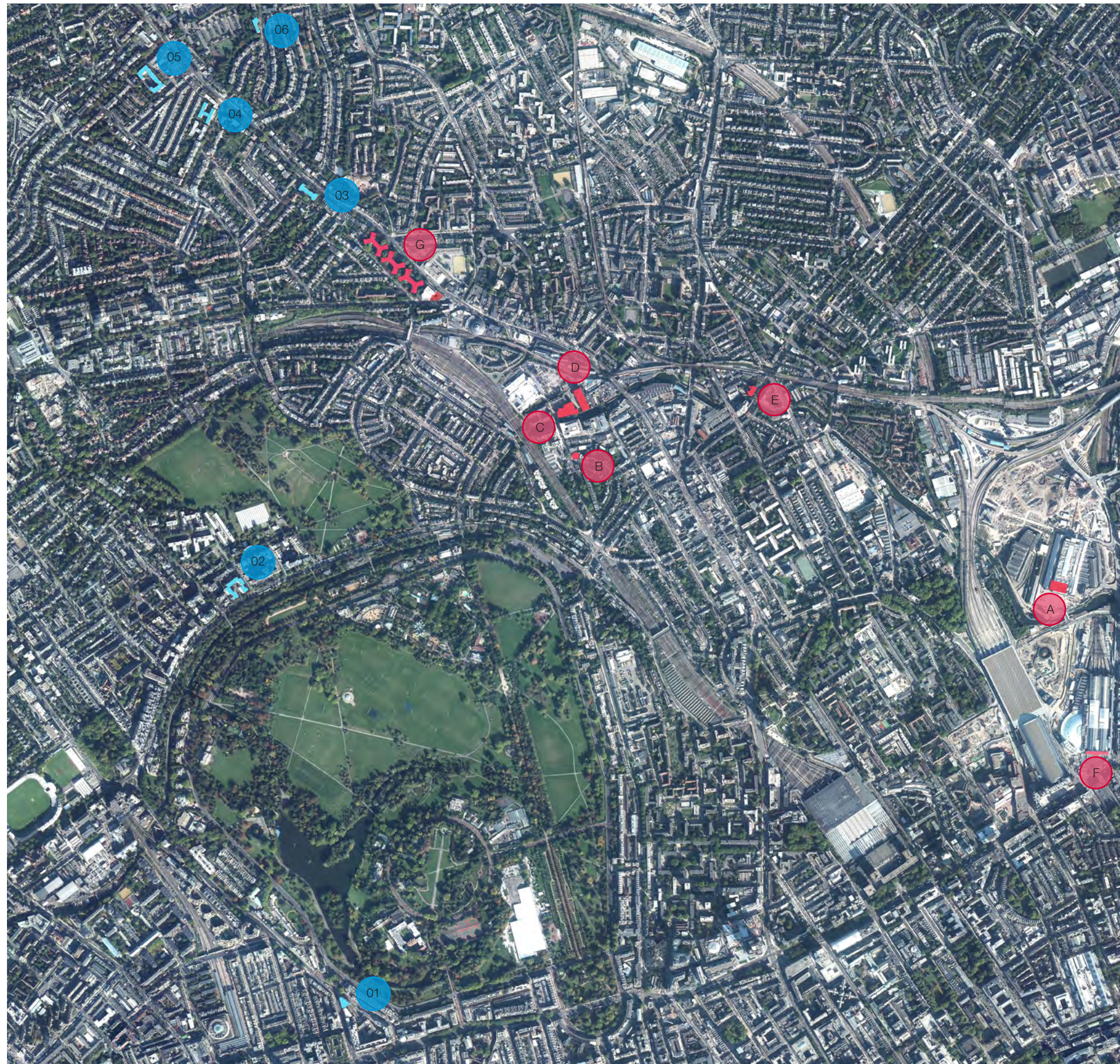
III: The Round House was built in 1846 as a railway repair shed for trains on the London and Birmingham railway. Designed by engineer Robert Dockray, the building featured a huge central turntable which allowed trains to be rotated into one of twenty four bays for maintenance or storage. The building features a steel frame, conical roof and a buttressed brick facade. The Roundhouse is now Grade-II listed and, following a refurbishment in the 1960s, functions as a popular music and performance venue.

IV: Bridge House on Adelaide Road is seven storey brown brick residential block.

V & VI: The collection of shops on the north side of Chalk Farm Road vary in height and scale. A number of these plots have been redeveloped, or have planning consent to do so, notably 4-8 Haverstock Hill & 86 Chalk Farm Road.



Key Plan



Building Precedents Plan

2.4 Surrounding Building Typologies

CAMDEN'S INDUSTRIAL BUILDINGS

Camden was transformed from a residential and agricultural district into an industrial one by the introduction of rail and canal networks into the area between 1820-1850. The arrival of goods and materials on barges and trains meant that Camden became a manufacturing hub. For example, the ease of transporting timber by canal led to a large number of piano factories springing up in the area. These factory buildings were typically steel-framed with tough brickwork shells, large repeated windows and generous floor to floor heights. This created the spacious, well-lit spaces suited to house large machinery and workers engaged in detailed tasks. Typically these buildings are now occupied by service industries from the retail, tourism and entertainment sectors.

Notable brick industrial buildings in Camden are marked in red on the map left and described overleaf.

MANSION BLOCKS IN BELSIZE PARK

Following the population boom in London caused by the Industrial Revolution, mansion blocks were devised to provide luxurious housing for the new breed of wealthy white-collar workers. Because workers were able to travel into the city by car or public transport the residences could be built outside of the crowded and dirty city centre in areas like Belsize Park. This new typology was initially unpopular as communal living was thought to encourage infectious diseases, burglary and loose morals. Having bedrooms adjacent to reception rooms was considered an invitation to promiscuity! The flats were often built in a hurry and compared to today's standards they suffer from poor noise insulation. By the 1880's Londoners had generally grown to appreciate the affordable nature and convenient locations of mansion blocks. Distinctive features typically included impressive entrances, generous elevations and balconies reminiscent of mansions. Today their rich history and sense of community have led to them being some of the most desirable property types in London.

Notable brick Mansion Blocks in the area are marked in blue on the map left and described in Section 2.6.

Camden's' Industrial Buildings

Examples of industrial and/ or residential brickwork buildings found in the Borough of Camden:



A: The Granary Building, Kings Cross



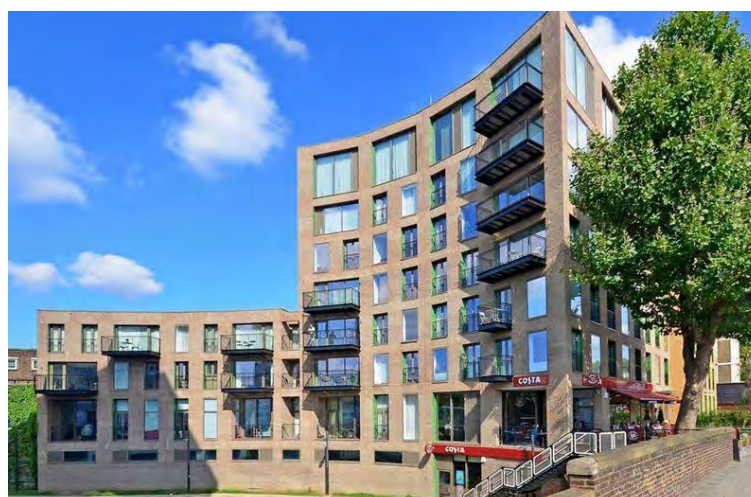
B: Piano Factory, Gloucester Crescent, Kentish Town



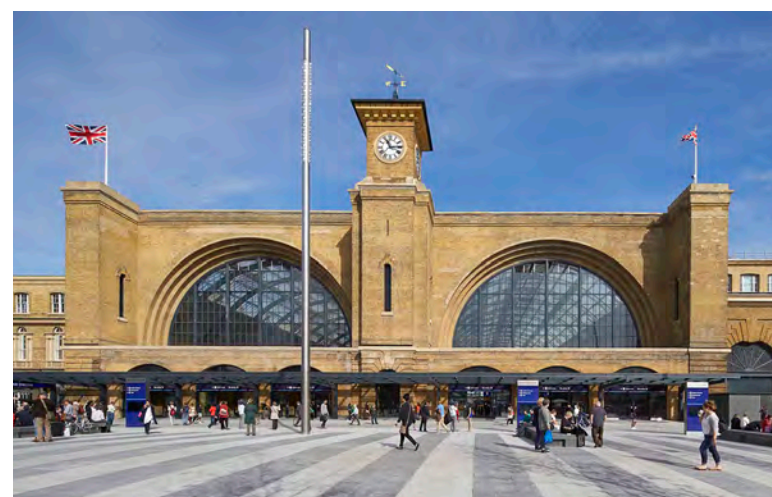
C: The Henson Building, Oval Road, Camden



D: The Interchange Building, Camden Lock



E: Regents Canalside, Camden Road, Camden



F: Kings Cross Station

A: The Granary Building, Kings Cross

Together with the Train Assembly Shed and the Eastern and Western Transit Sheds this building formed part of the Goods Yard complex at Kings Cross. Designed by Lewis Cubitt and completed in 1852 the Granary building was mainly used to store Lincolnshire Wheat for London's bakers. Offloading from rail carriages was made easier by cranes and turntables positioned over the tall window bays. The building complex now houses Central St Martins Art College together with offices, shops and restaurants.

B: Piano Factory, Gloucester Crescent

Camden's second notable circular brick building after the roundhouse originally housed Collard & Collard's piano factory. The building has twenty-two crissal windows and a central lift to move instruments from floor to floor. The circular shape gave the maximum floor space and light for the minimum number of bricks.

C: The Henson Building

This Victorian warehouse adjacent to Regent's Canal had previously been used as railway offices and sporadically developed over the decades, including construction of a locomotive engine house and, most impressively, a series of vaults beneath, dating from 1837, that once provided goods sidings, engine repair workshops and horse stables. At one point, around 400 horses worked in the Goods Yard, and the warrens of horse tunnels ran from here right up the length of Chalk Farm Road to the Roundhouse. The building is so called because Jim Henson's 'Creature Shop' was based there in the 1970's.

D: The Interchange Building

This Grade-II listed building was built in 1905 to bring together canal, rail and road transport in one covered ground floor shed with three floors of storage above. Dead Dog's Basin channels water from the canal under the building which originally allowed barges to sail in and their cargo to be craned up to be stored above. The steel structure features distinctive octagonal columns and the facades are clad in red brick, framed with blue engineering brick. An imposing presence on the north side of Camden Lock the Interchange Building now houses offices and co-working space.

E: Regents Canalside, Camden Road

An elegant contemporary reinterpretation of the Camden Warehouse aesthetic this 54 unit, eight storey residential scheme was designed by Squire and Partners in 2011. Its curved facade follows the arc of the canal below.

F: Kings Cross Station

The seminal brickwork and glass front building with its imposing arched openings acts as the public face of the elegant steelwork railway concourse and roof behind. The building opened in 1852 and, like the Granary Building, was designed by the architect Lewis Cubitt.



01: Chalfont Court, Baker Street



02: Stockleigh Hall



03: Stanbury Court, Haverstock Hill



04: Holmeifield Court



05: Hillfield Court



06: Isokon Building

Mansion Blocks

01: Chalfont Court

Chalfont Court stands at the intersection of two roads, Alsop Place and Baker Street, to the west of Regent's Park. The building is wedge shaped in plan and features a raised ground floor with a naturally lit lower ground floor below and six storeys above. The brick and stonework facade is composed of three vertical bays each topped with a gable end pitched roof. Window openings have a vertical orientation and the top storey features dormer windows projecting from the roofline.

02: Stockleigh Hall

Built in 1937, the Hall contains sixty-one flats designed by architects Robert Atkinson and A.F.B Anderson in the restrained British Art Deco style. The apartments are grouped into six blocks, each with its own entrance from the central courtyard. The undulating brick, stone and glass facades allow the majority of apartments to gain a view of Regent's Park to the south.

03: Stanbury Court

Located on the south side of England's Lane and on the corner with Haverstock Hill this prominent five storey block contains 53 flats and was built in 1936. The building reads as a distinctive amalgamation of the Modernist and Art Deco styles. Of particular note is the curved corner glazing and generous balconies. Like many other examples of the typology, this mansion block is set back from the street edge and surrounded by landscaped gardens.

04: Holmeifield Court

Holmeifield Court, Belsize Grove, was built between 1933 and 1934 by the same development team as Eton Garage - Bell Properties Trust Limited and Toms & Partners Architects. The original 104 flat scheme included a restaurant and a 'covered alley way' between Holmeifield Court and the neighboring Gilling Court. The Art Deco facades feature English bond red brickwork with carved stone feature panels between windows and at ground floor level.

05: Hillfield Court

Hillfield Court is a distinctive Art Deco residential mansion block in Belsize Park, built in 1934. The design, by architect T P Bennett, provides 113 flats over six storeys, in seven different layouts which are intended to suit a variety of tenants. The building is arranged in a U-shape around a central parking courtyard with generous landscaped areas. The facades are composed of brickwork and stone and feature dramatic cantilevering balconies with stone soffits and stacked bay windows.

06: Isokon Building

Situated on Lawn Road in Hampstead, the Isokon Building is a concrete block of 34 flats designed by the architect Wells Coates in 1934. The scheme includes 29 apartments accessed from external walkways. An emphasis on communal living led to a design for very small private kitchens and a large communal kitchen connected to each floor via a dumb waiter. Other shared elements including a laundry and shoe shining facilities were also provided. Architecturally the scheme succeeds in being both minimalist and sculpturally expressive. It is regarded as an iconic modernist piece of architecture and has been granted Grade-I listed status.