

2.5 Planning Policy Considerations

Planning Policy:

The Statutory Development Plan for the site comprises:

- London Plan (As amended 2016)
- LB Camden Core Strategy (November 2010);
- LB Camden Development Management Policies Document (November 2010);
- LB Camden Site Allocations Document (September 2013)

LB Camden have also adopted a raft of supplementary planning documents providing further guidance on specific policy issues.

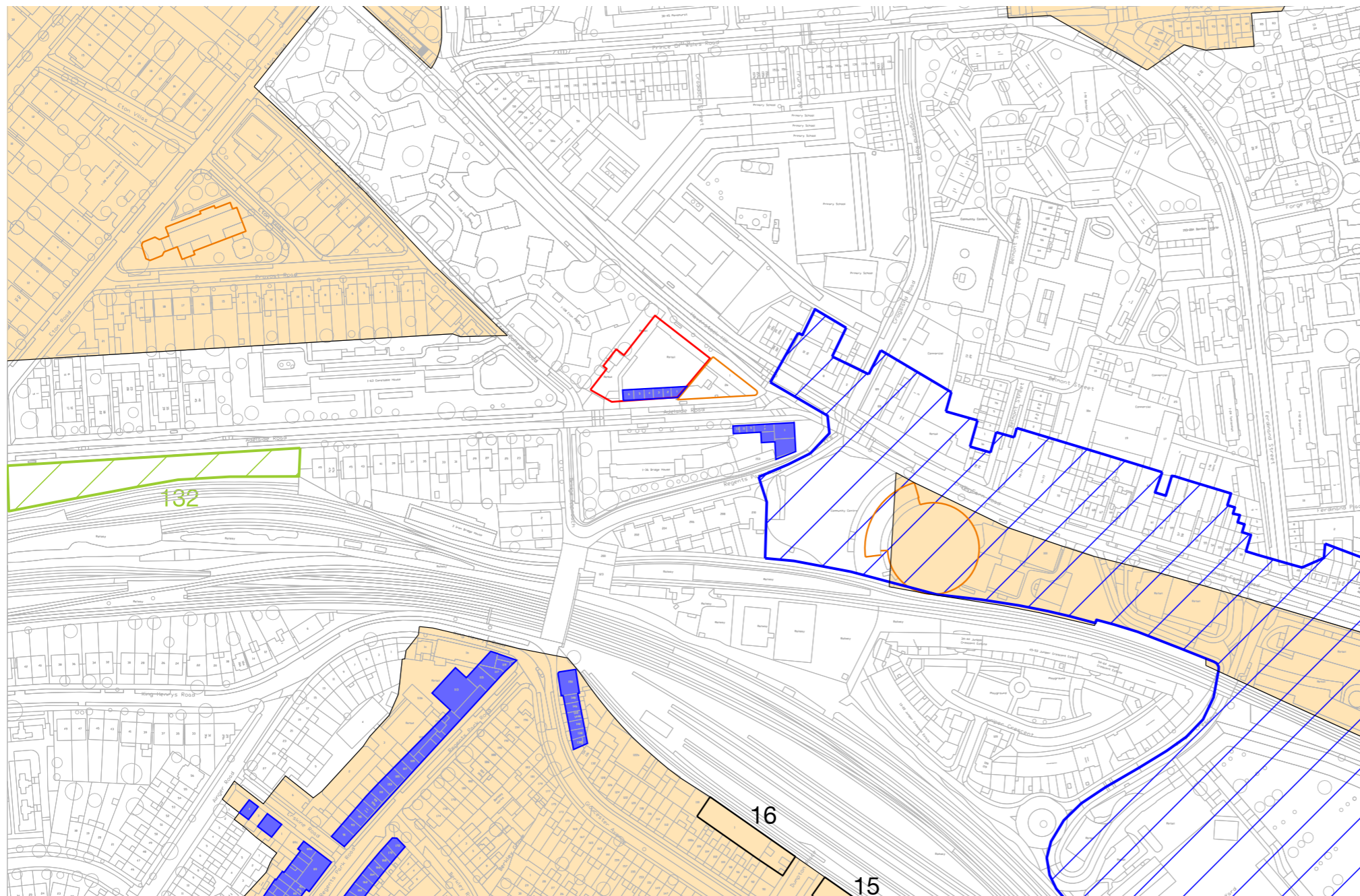
Planning Designations:

The site is subject to the following designations:

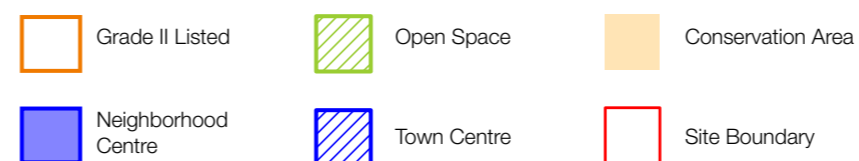
- The parade of retail units (1 – 6 Chalk Farm Parade) are designated as part of a Neighbourhood Centre, however this lies outside the main Camden/ Chalk Farm town centre boundary.

The site is not located within a Conservation Area, however:

- The Eton Conservation Area, Parkhill Conservation and Regent's Canal Conservation Areas are located nearby;
- The adjoining Chalk Farm Station is Grade II Listed;
- The building itself is neither statutory nor locally listed.



LB Camden Planning Map



2.6 Building Heights

An analysis of the surrounding area shows that there are a significant number of 6 or more storey buildings in close proximity to 5-17 Haverstock Hill.

There are also a number of proposed regeneration projects in the vicinity. Three schemes are highlighted in blue left and described below.

A: Vacant Site adjacent to 11 Crogsland Road
 Redevelopment of vacant site by the erection of a **6-storey** building comprising a day centre (Class D1) on the ground floor and 38 extra-car residential flats (Class C3) on the upper floors, plus roof terraces, communal gardens and minibus parking. Resolution to grant, June 2015.

B: 100,100A,100B Chalk Farm Road
 Redevelopment of site to create a **8-storey** mixed-use development comprising of 57 market flats, 6 affordable flats, new office, retail and restaurant units. Planning Permission granted March 2015.

C: 158 Prince of Wales Road
 Erection of a **7-storey** building plus basement for use as flexible class A1/A2/B1 use at basement and ground floor levels and nine self-contained residential units above. Planning Permission granted March 2009.



Site Plan and Section showing Building Heights

2.7 Transport Links

In terms of public transport the site is exceptionally well connected. The site has a PTAL of 6a (Public Transport Accessibility Level). It is:

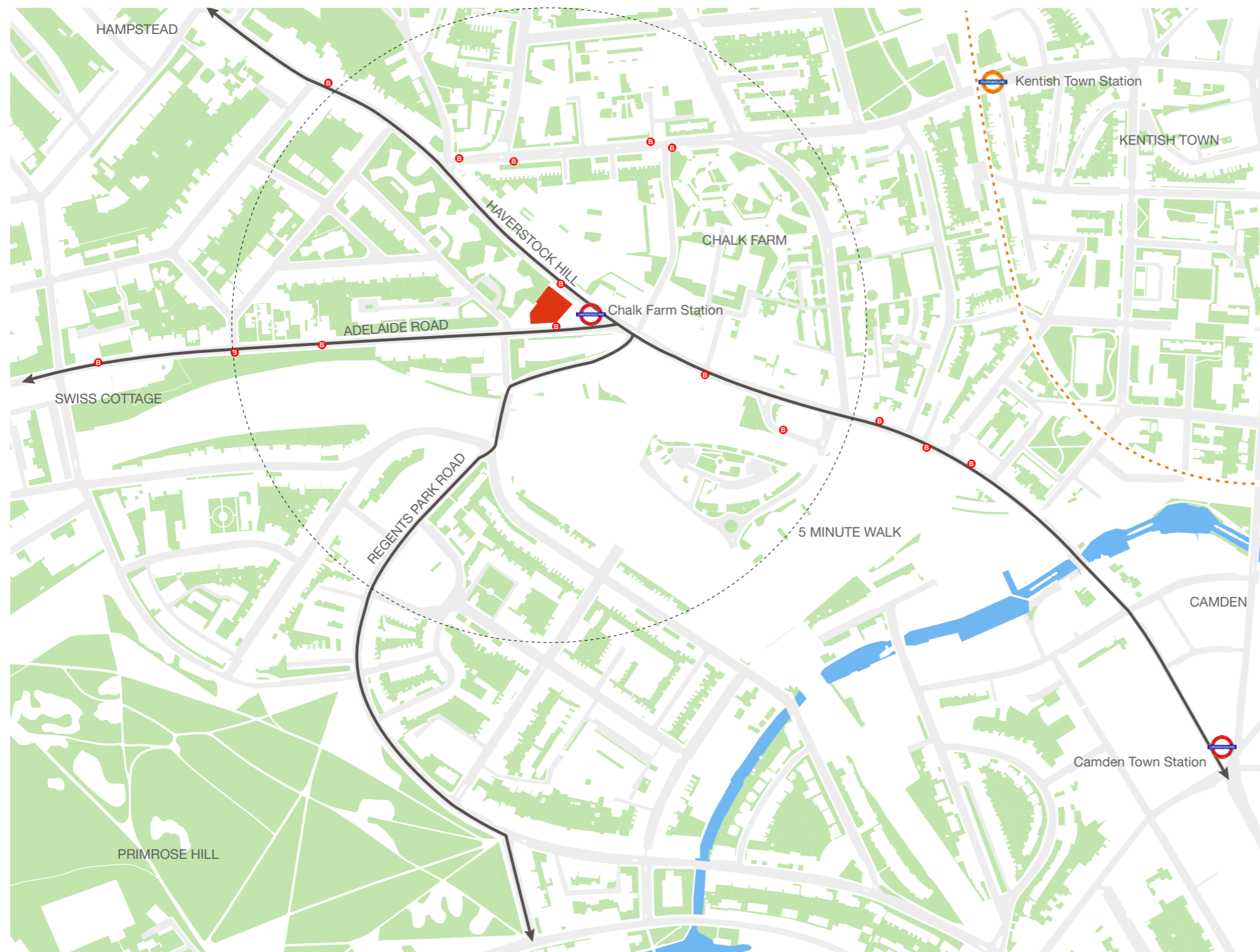
- Located at the junction of three main roads (Chalk Farm Road to Camden; Haverstock Hill to Belsize Park and Hampstead Heath; Adelaide Road to Swiss Cottage and Regent's Park) all of which benefit from regular bus services.
- Directly adjacent to Chalk Farm Underground Station on the Northern Line.
- In walkable distance from Kentish Town West Overground Station.

2.8 Green Space

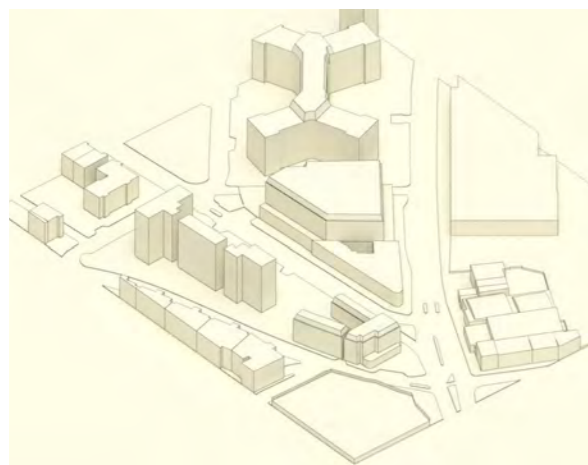
An analysis of the site's surrounding area shows that to the north and west there are large landscaped spaces often featuring mature vegetation and generally associated with residential developments. In contrast, to the south and east, the urban grain is tighter resulting in very few 'green' areas.

Potential residents of a new housing scheme at 5-17 Haverstock Hill could enjoy two of London's recognised public recreational features. Primrose Hill, located on the northern side of Regent's Park, is a 10 minute walk away and Regent's Canal, part of London's 'Blue Ribbon' network, is reachable in 5-10 minutes.

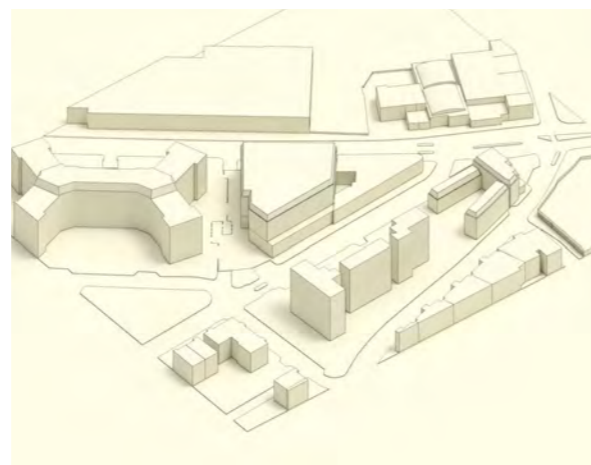
As a potential gateway building to the mansion blocks of Belsize Park a proposed residential development could and should incorporate landscaped areas for residents as part of its design.



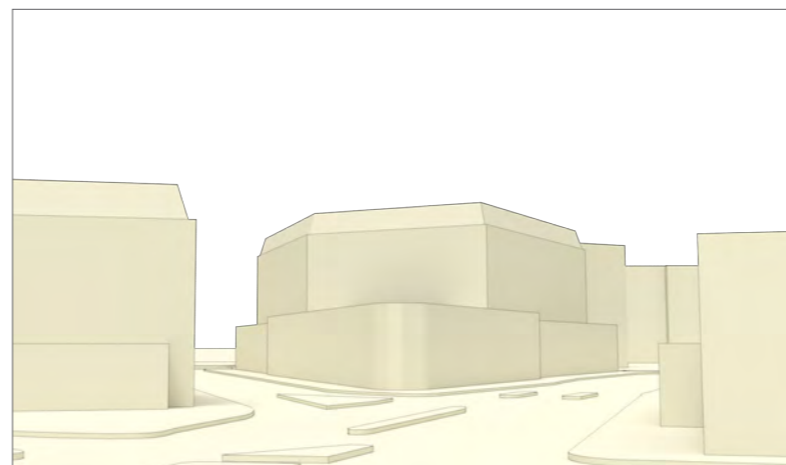
3.0 Design Concepts & Evolution



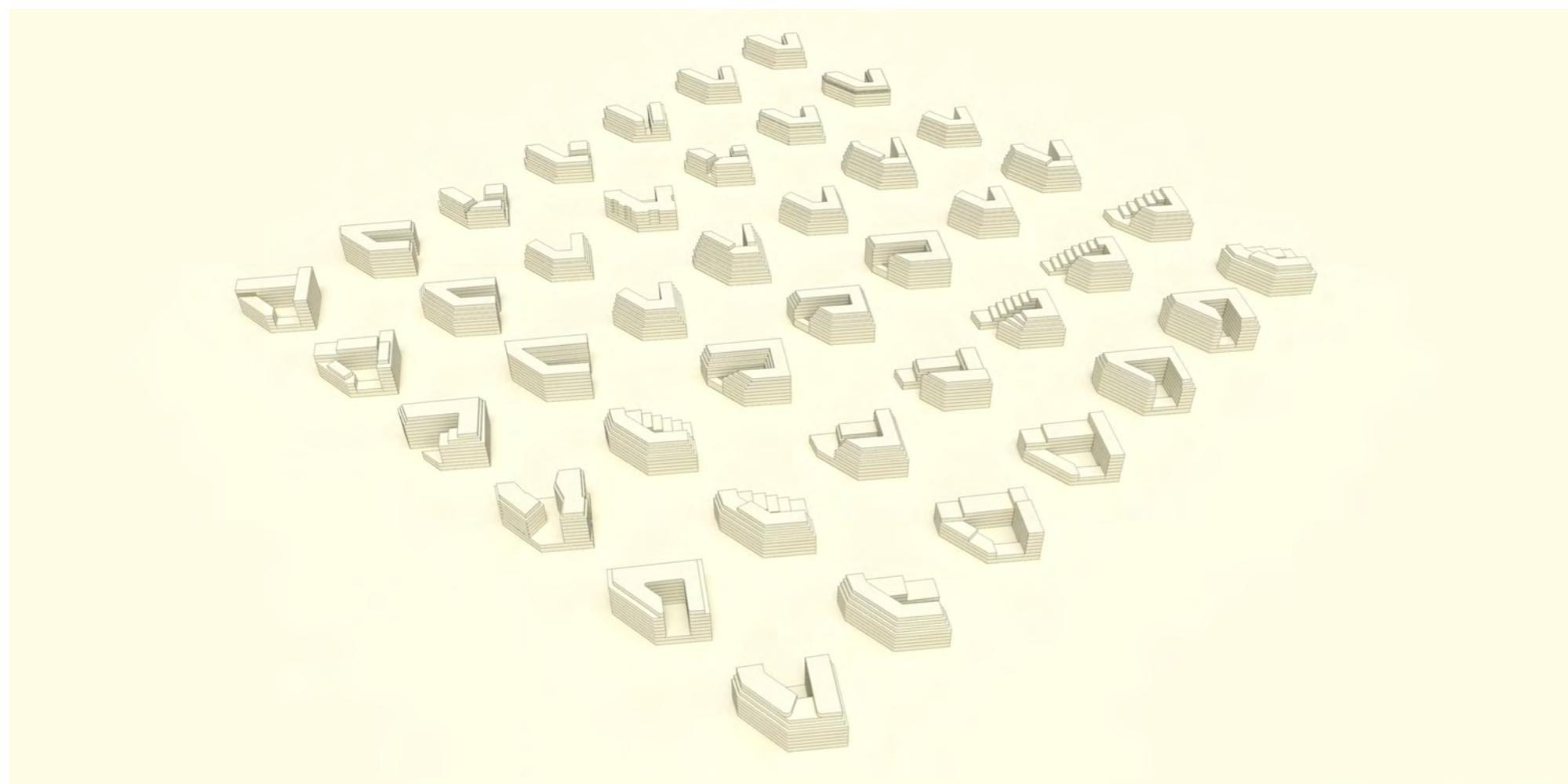
Existing Building: Aerial view from East



Existing Building: Aerial view from South West



Existing Building: Street view



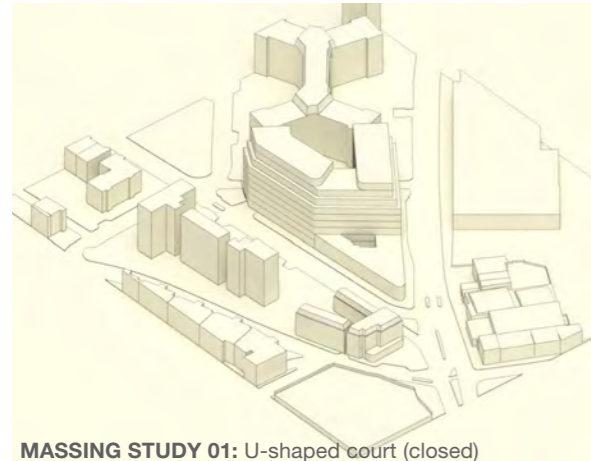
Initial Massing model studies

3.1 Massing Studies

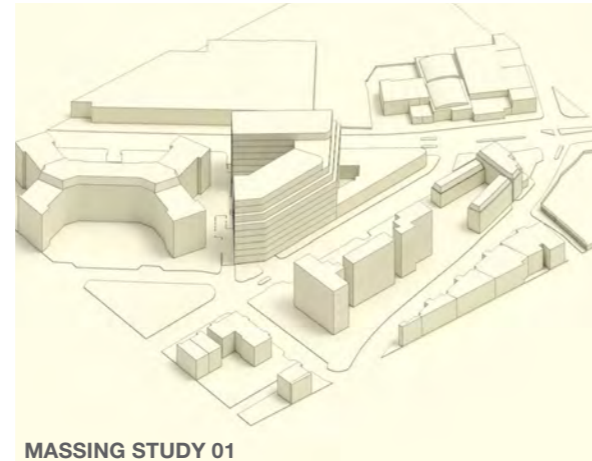
The proposed scheme has experienced significant development and refinement through the design process. This Section explains the design concepts, their testing and evolution.

The unusual nature of this urban site demands a sensitive and multi-dimensional massing solution. The plot has four frontages combined with a narrow principal elevation and a deep wedge-shaped plan.

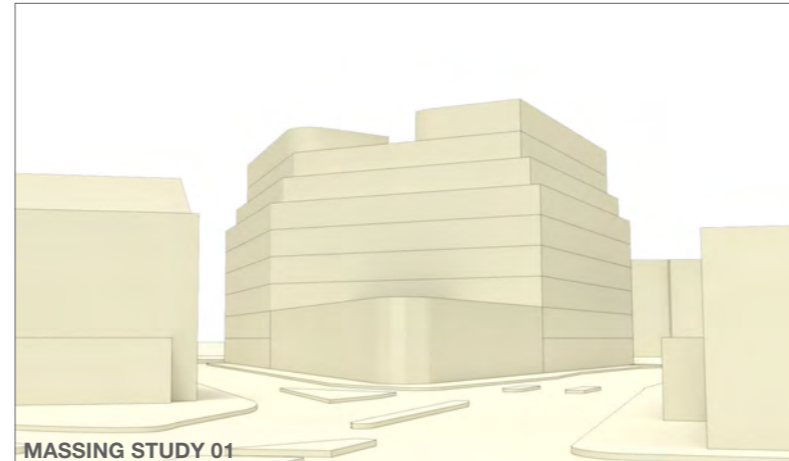
Initial studies focused on the key view from Chalk Farm Road featuring the underground station in the foreground. In this view the existing Eton Garage massing and materiality merged with the station creating a lumpen composition that did little to enhance the qualities of the grade II-listed structure.



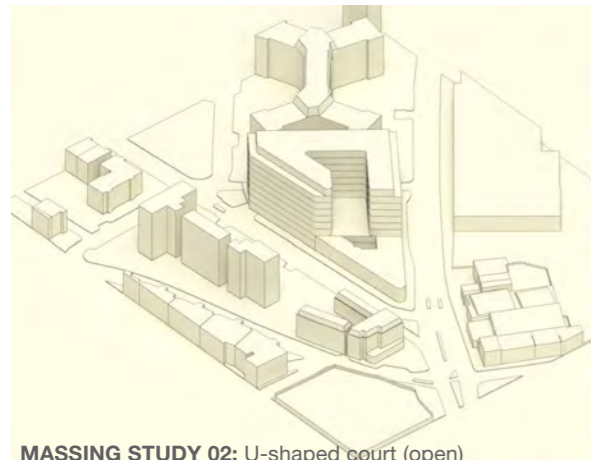
MASSING STUDY 01: U-shaped court (closed)
Aerial view from East



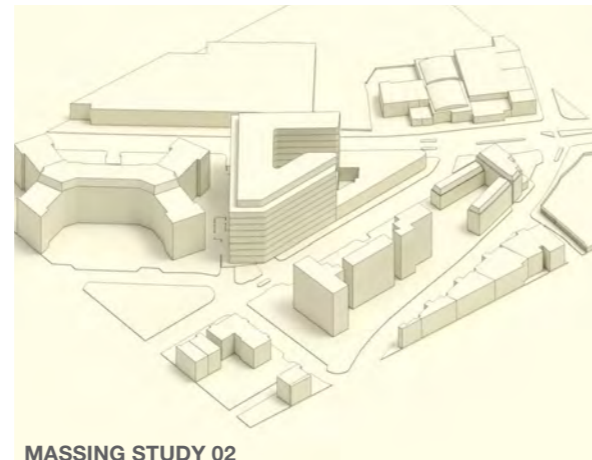
MASSING STUDY 01
Aerial view from South West



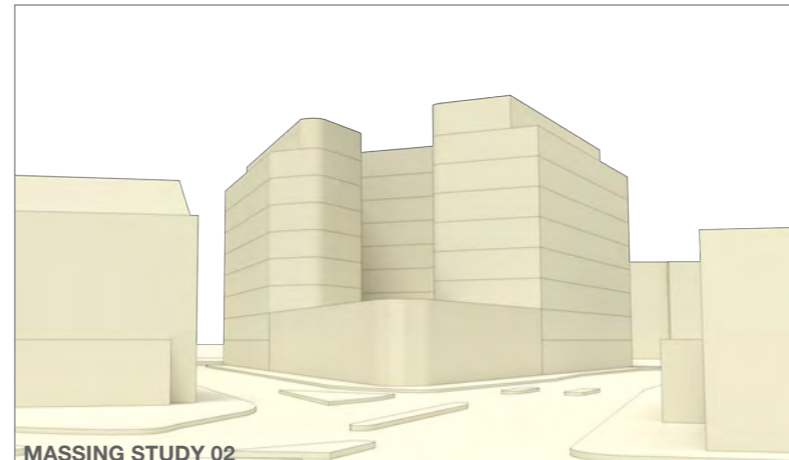
MASSING STUDY 01
Street view



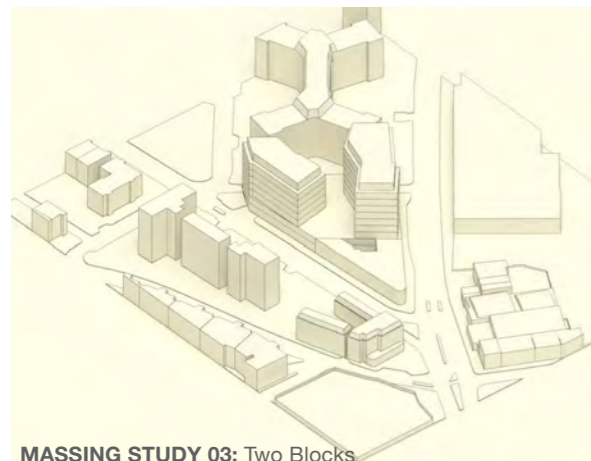
MASSING STUDY 02: U-shaped court (open)
Aerial view from East



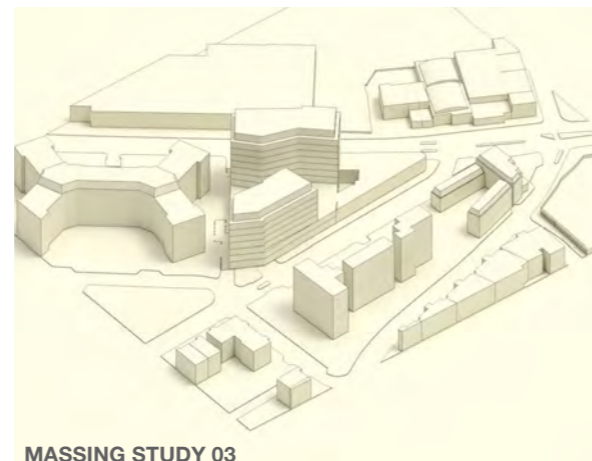
MASSING STUDY 02
Aerial view from South West



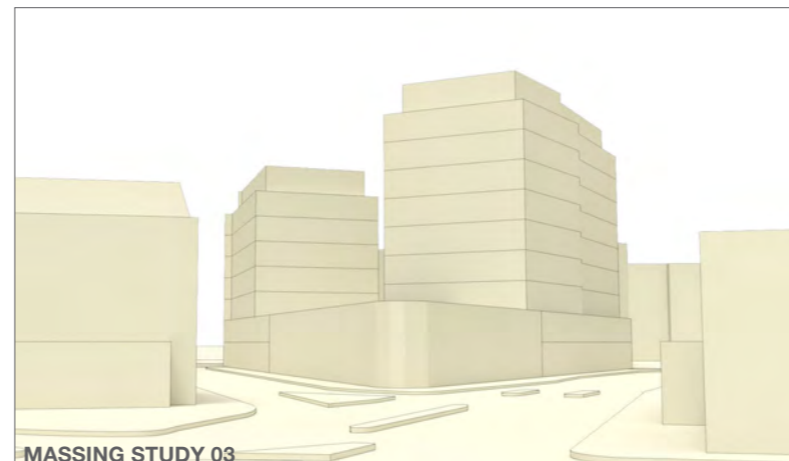
MASSING STUDY 02
Street view



MASSING STUDY 03: Two Blocks
Aerial view from East



MASSING STUDY 03
Aerial view from South West



MASSING STUDY 03
Street view

Preliminary studies explored the effect of U-shaped perimeter blocks orientated both away from and towards the station.

Study 01:

Exacerbates the negatives of the existing massing. The proposal appears extremely large and again merges with the volume of the station.

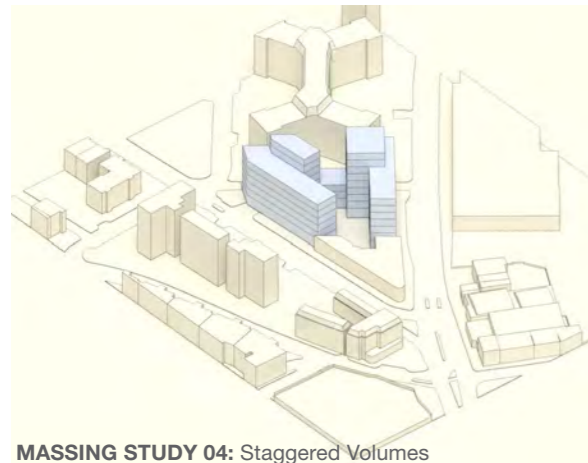
Study 02:

Reverses the perimeter block's orientation. Creating a gap between the two blocks is advantageous as it provides some visual relief to the composition. However, as with the previous option the central courtyard is problematic in terms of privacy and overlooking distances, and could feel dark and claustrophobic.

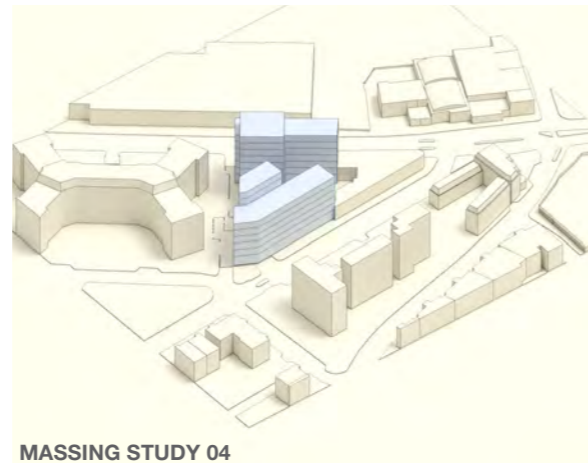
Study 03:

Separates the scheme into two street facing blocks. By lowering the massing at the rear of the site inward facing apartments would benefit from more light and views. The width of the blocks means that in the key view they still appear bulky and the gap between them is minimal.

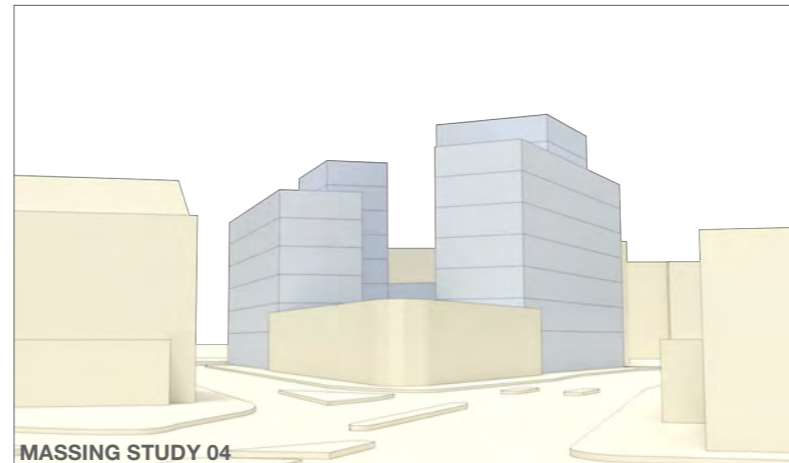
Detailed Massing Development



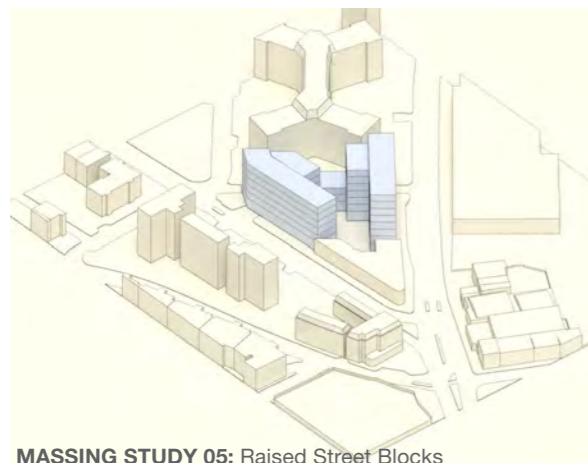
MASSING STUDY 04: Staggered Volumes
Aerial view from East



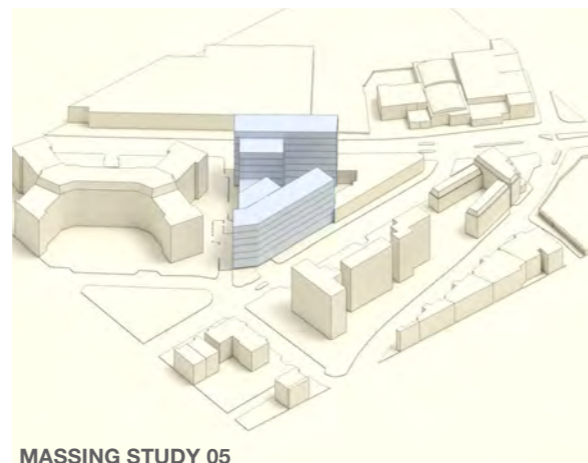
MASSING STUDY 04
Aerial view from South West



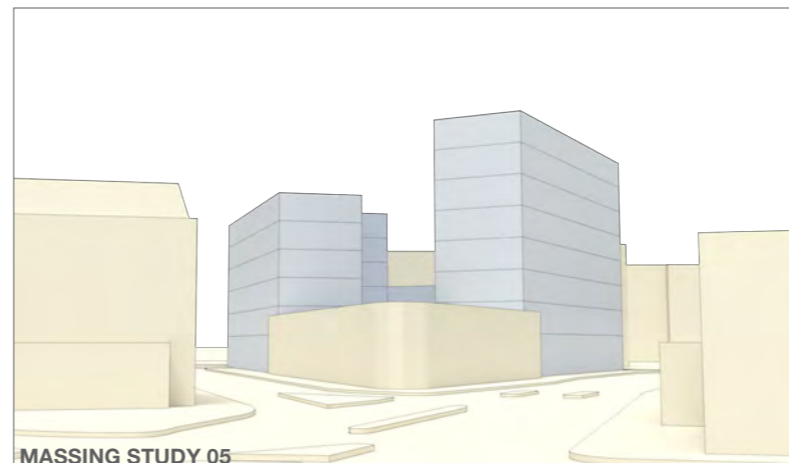
MASSING STUDY 04
Street view



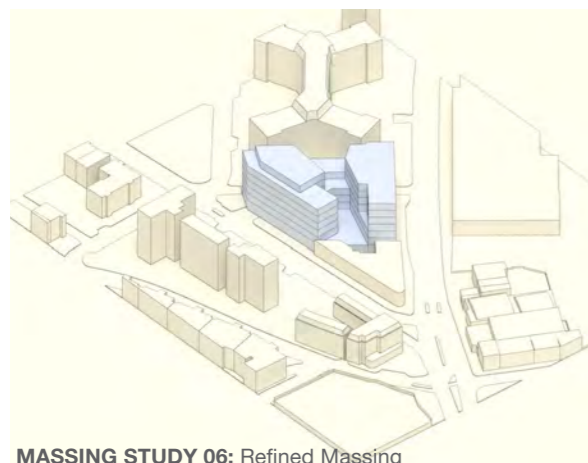
MASSING STUDY 05: Raised Street Blocks
Aerial view from East



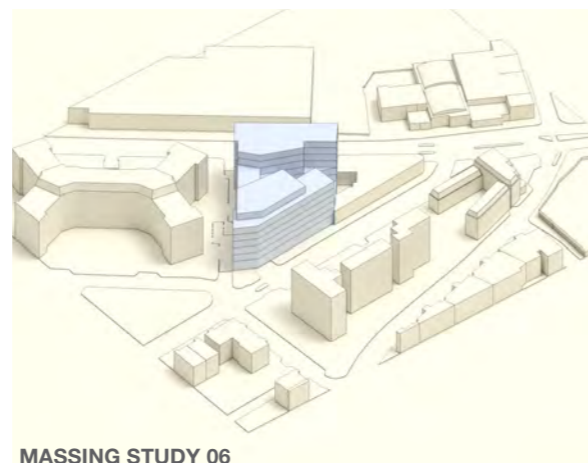
MASSING STUDY 05
Aerial view from South West



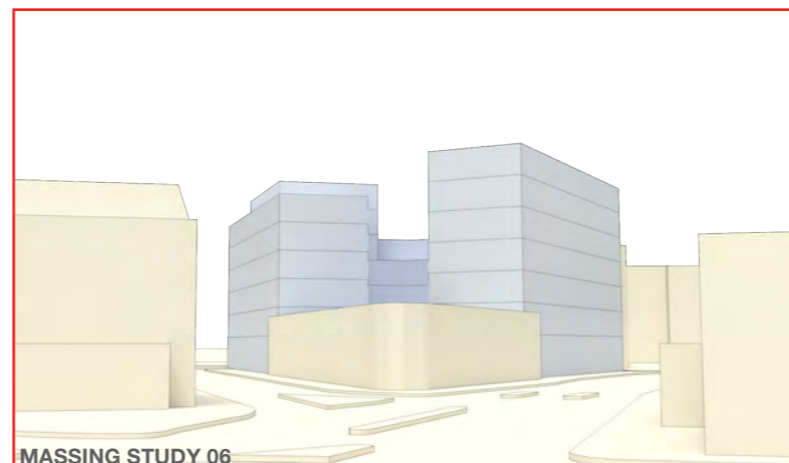
MASSING STUDY 05
Street view



MASSING STUDY 06: Refined Massing
Aerial view from East



MASSING STUDY 06
Aerial view from South West



MASSING STUDY 06
Street view

Staggered Volumes:

This option retains the two individual blocks shown in Massing Study 03. By taking volume from the front of each block and offsetting it to the rear the outer blocks become slimmer and more elegant. Locating the larger massing towards the rear of the site hides it from view and widens the slot of sky visible between the two buildings. The massing is, however, overcomplicated and slightly alien to the desired mansion block typology.

Raised Street Blocks:

By raising the outer blocks and sinking the inner volumes this option creates a clearer schematic diagram consisting of two street fronting buildings. The key view is read as an arrangement of three distinct elements giving the station the prominence it deserves. The two storey step between the blocks is dynamic but creates a massing on Haverstock Hill that is too large for its context.

Refined Massing:

The final scheme chamfers and angles the inner massing to minimise its intrusion on the key view. The Haverstock Hill block is lowered by a storey to an appropriate scale and a set-back rooftop pavilion is added to the Adelaide Road side.

Pre-Application Height & Mass Refinements

The massing studies tested and developed in the previous pages have been presented to Camden Officers through a series of pre-application meetings;

Mapping each successive pre-application scheme onto the same key view (left) illustrates the refinement of the proposal's massing.

Pre-Application 01

The scheme is composed of four overlapping volumes whose height rises towards the centre of the site.

Pre-Application 02

The central blocks are pulled apart to create a view of the sky over the station.

Pre-Application 03

By raising the Haverstock Hill block by a storey the offset inner blocks disappear from view and the central 'gap' is widened further. The scheme now reads as two distinct street-fronting blocks.

Pre-Application 04

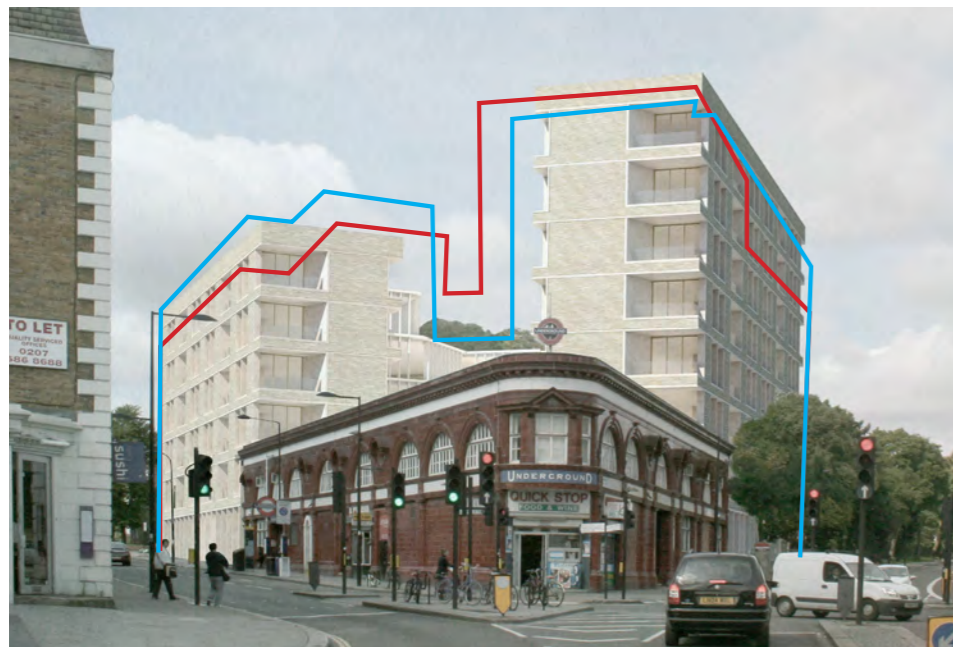
Reducing the Haverstock Hill block by one storey creates a more sympathetic massing on this side of the site.



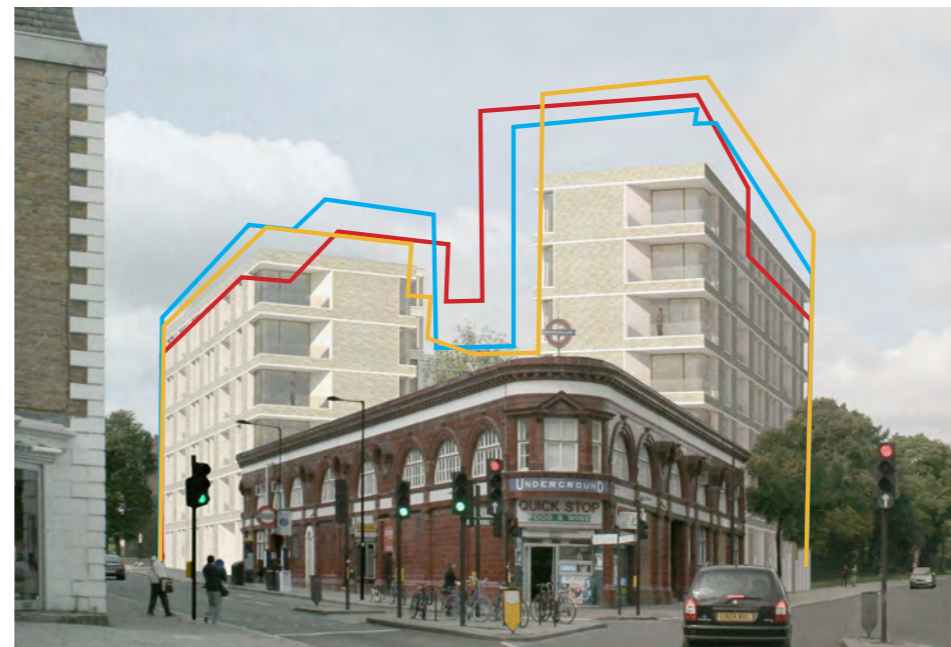
Pre-Application 01: Chalk Farm Station View



Pre-Application 02: Chalk Farm Station View
(Pre-app 01 outline shown in red)



Pre-Application 03: Chalk Farm Station View
(Pre-app 02 outline shown in blue)



Pre-Application 04: Chalk Farm Station View
(Pre-app 03 outline shown in yellow)

3.2 Building Typologies

The aim of these next two sections is to describe how the design principles have been influenced by the context of the site.

5-17 Haverstock Hill stands as a gateway site, marking the transition from the commercial and transport dominated Camden Town into the larger scale residential character of Belsize Park and Primrose Hill, as described previously in Section 2.4. These distinct districts require a proposal that can link together these typologies.



Belsize Park Mansion Blocks



Camden Industrial Brickwork

-  Belsize Park Mansion Blocks
-  Camden Industrial Buildings
-  Primrose Hill Townhouses

3.3 Facade Concepts

The proposal marries a large scale brickwork facade inspired by the buildings of Camden with more refined, detailed and decorative elements which reference the mansion block typology to the northwest in Belsize Park.

Facade Concept 01:

The proposal is defined by two elegantly proportioned, street fronting blocks. Each is treated with brickwork facades punched with a grid of large openings. This brickwork typology is inspired by the industrial buildings of Camden Town to the South East.

Facade Concept 02:

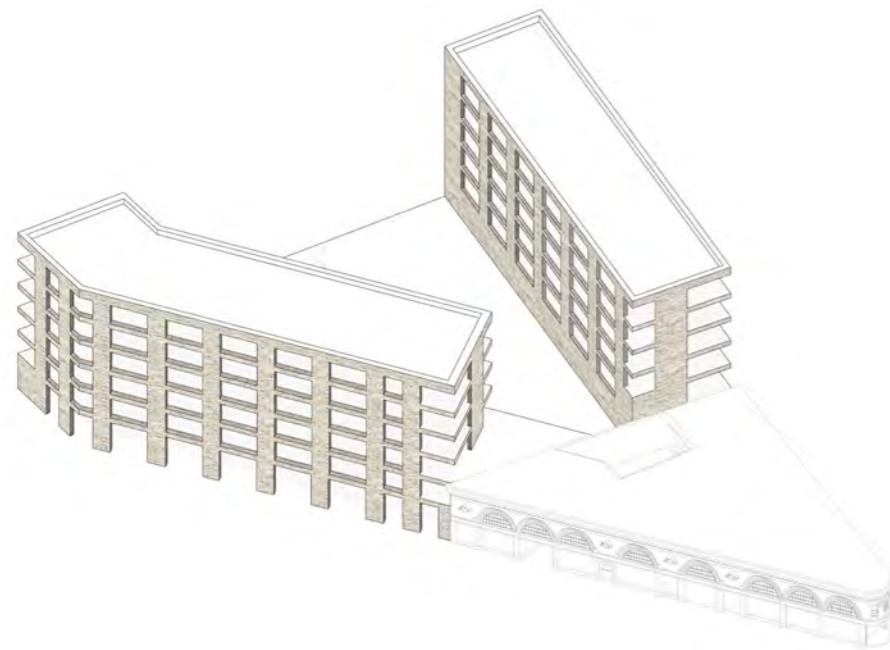
Key detailed elements - window openings, inset balconies, entrances and cantilevered corner balconies - are expressed in a contemporary manner consistent with the mansion block typology in the neighbouring Belsize Park. Chamfered stone frames, frameless curved glass, elegant steelwork and white stone reveals and soffits are details that add a level of quality, refinement and scale to the scheme.

Facade Concept 03:

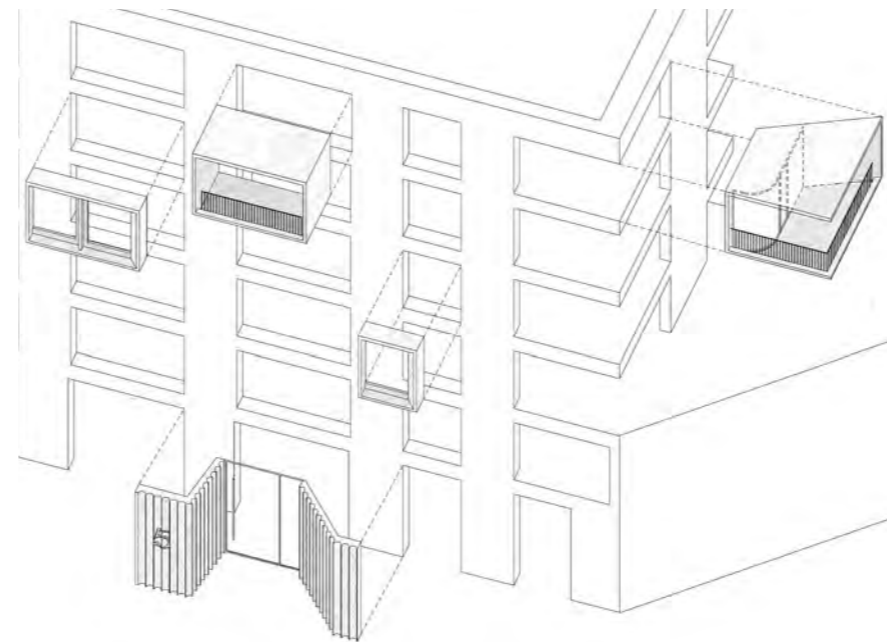
A central linking element is treated with a polished stone or ceramic facade. This both increases light levels in the central space and refers to the reflective faience tiles used on the adjacent Grade-II listed station.

Facade Concept 04:

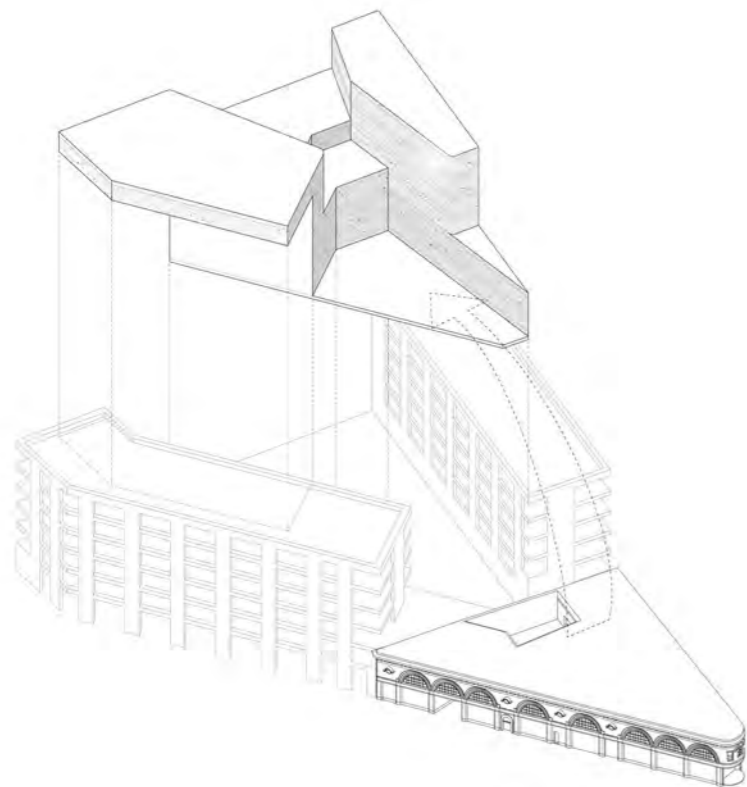
Stepped terraces feature soft low level planting, small trees and hardscaping to create high quality amenity space. The first floor podium space features a mature tree which would be visible at the heart of the scheme when viewed from Chalk Farm Road.



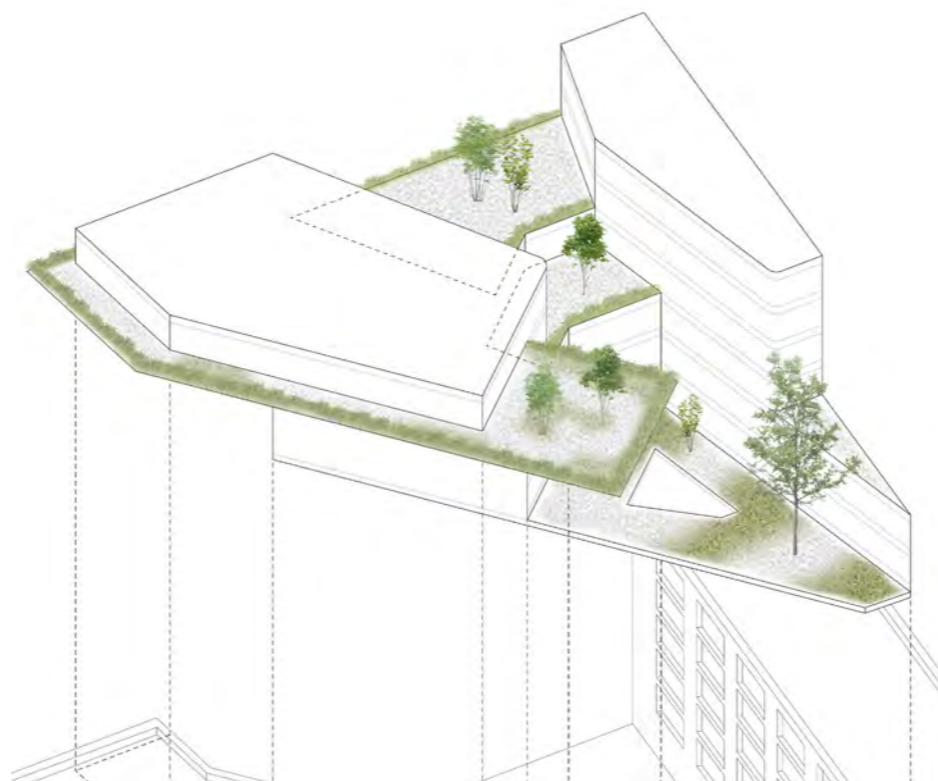
FACADE CONCEPT 01: Camden Brick Blocks



FACADE CONCEPT 02: Mansion Block Details



FACADE CONCEPT 03: Shared Materiality



FACADE CONCEPT 04: Landscaped Space

4.0 Design Proposals