
1,3 + 4,6,8 Ferdinand Place
Planning Application
Design and Access Statement
December 2016



Project Overview

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1.0 Introduction

Purpose

This statement is issued in support of the planning submission made for the redevelopment of Ferdinand Place.

The scheme has been designed to respond to its immediate environment, urban context and current planning policy. We have produced this document for discussion with the Camden Planning team during a period of Pre-Planning Consultation.

Description

Leverton & Sons Funeral Directors is a successful, family-run, local business. With a strong attachment to the area, it has provided an essential service to the community for well over 200 years.

The present operation has been located on Ferdinand Place for almost 50 years, however its out-dated facilities have become inappropriate for the needs of the organisation, its staff and clients.

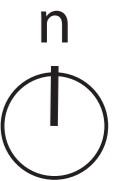
By retaining the business in its present location, Leverton & Sons will renew its commitment to the community, as both an important service provider and local employer.

The proposal is to demolish two existing light-industrial premises situated on two adjacent sites. To renew both facilities by moving both into a single new facility, and to fund this process by way of building nineteen new homes in a four and five-storey residential development.

The scheme will provide around 1490 sq.m of high quality residential space and 945 sq.m of employment use.



Location plan



2.0 Site

2.1.1 Context - Historical Context

Chalk Farm Road rapidly developed through the 19th Century by way of growing commercial trade associated with the introduction of the Metropolitan Railway. The high street was dominated first by general commerce, later being adopted by communities associated with alternative culture - the railway-market site and iconic Roundhouse becoming significant local landmarks. Nearby side-streets have continued to be residential, light industrial or commercial in character through the 20th century. The immediate site of development were previously occupied by a furrier and bus garage, now replaced by housing and Leverton & Sons funeral business who moved to the site in the 1960s.

1. Chalk Farm, circa 1730
2. Chalk Farm Road, C19th
3. The Roundhouse, 1930s
4. Chalk Farm Road, 1984
5. Ferdinand & Harmood Street, 1884



1.



2.



3.

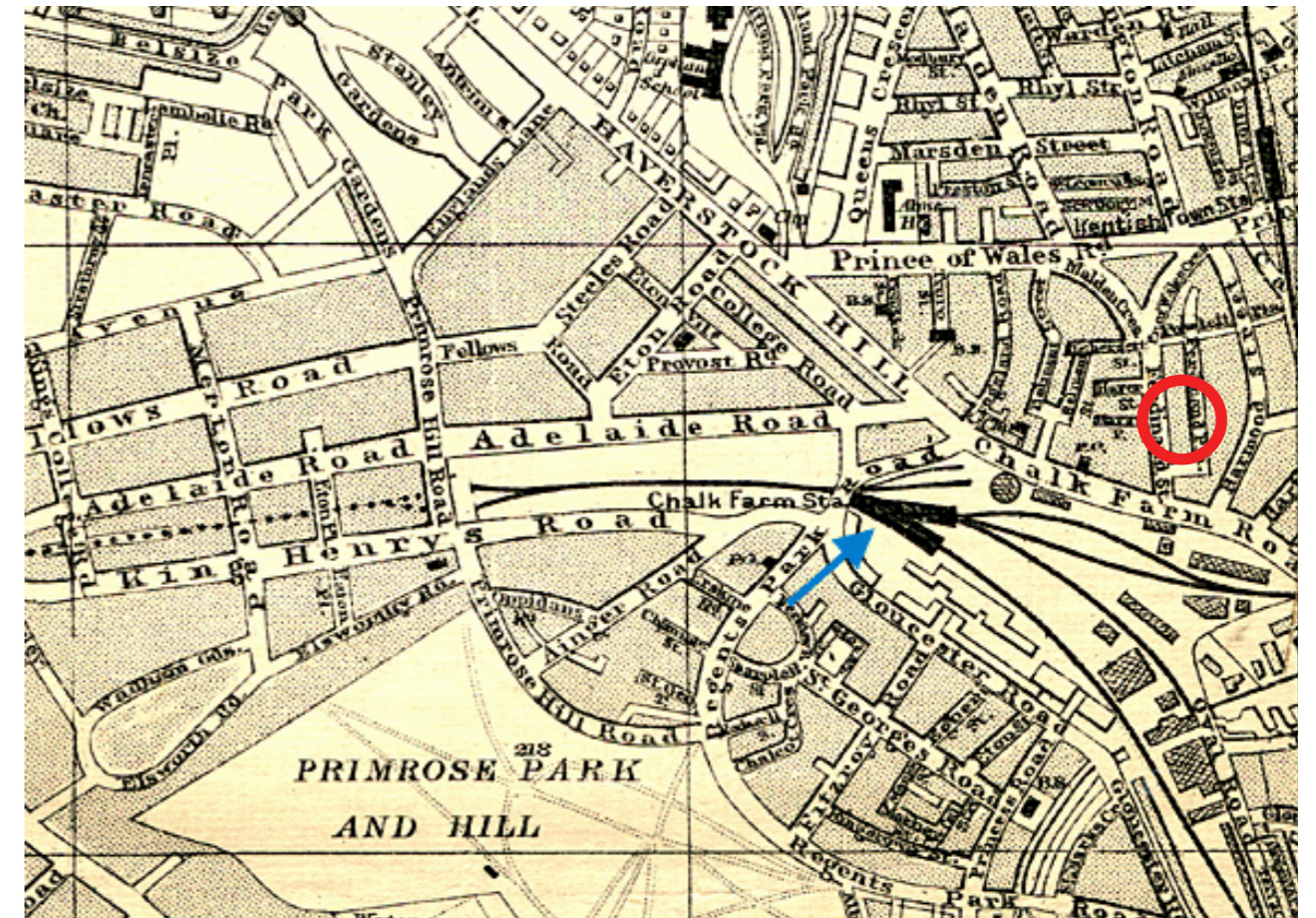


4.

5.



6.



2.0 Site

2.1.2 Context - Neighbouring Area

Leverton & Sons, an eighth generation family business, est.1789, constructed, altered and occupied the present garages and offices from 1965. The former furrier's property at site B was also acquired in the 1960s to extend the business premises.

Ferdinand Place forms a cul-de-sac between the rear of properties fronting Chalk Farm Road, and Harwood St. It is accessible only from Ferdinand St, and historically defined by the extant access route to the former bus garage and engineering sites. Large pre and post-War housing developments at Collard Place terminate its vistas without direct access from Ferdinand Place.

In recent years recently completed as well as ongoing developments on neighbouring sites have been consistently taller and generally residential in character.



Aerial views of site context (clockwise: from north, west, east, south)

2.0 Site

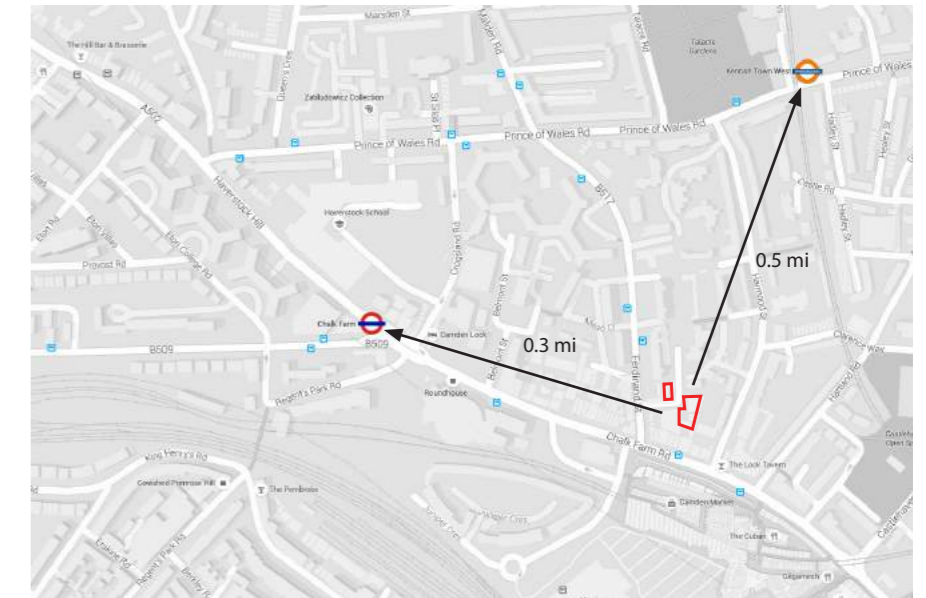
2.2 Location

As indicated below, the site is not within a conservation area and the buildings occupying the site are not listed.

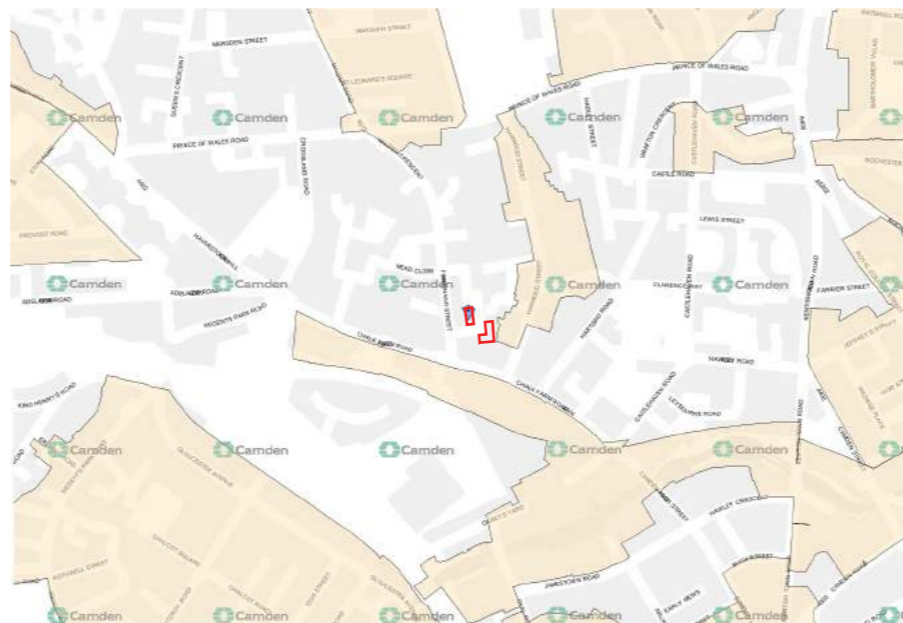
The closest listed building is the Grade II Listed Kent House. Kent House is situated at the lower end of Ferdinand Street, towards Chalk Farm Road, it is not visible from the site.



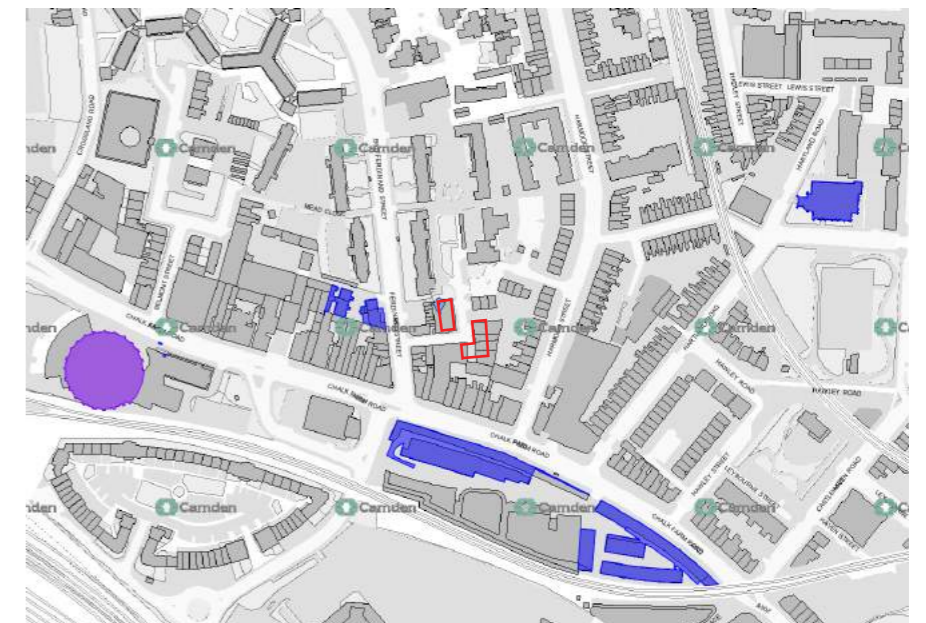
Kent house Grade II listed buildings



Public Transport - Proximity of public transport



Conservation Areas - Conservation zones highlighted in orange



Listed Buildings - Listed buildings highlighted in blue





2.0 Site

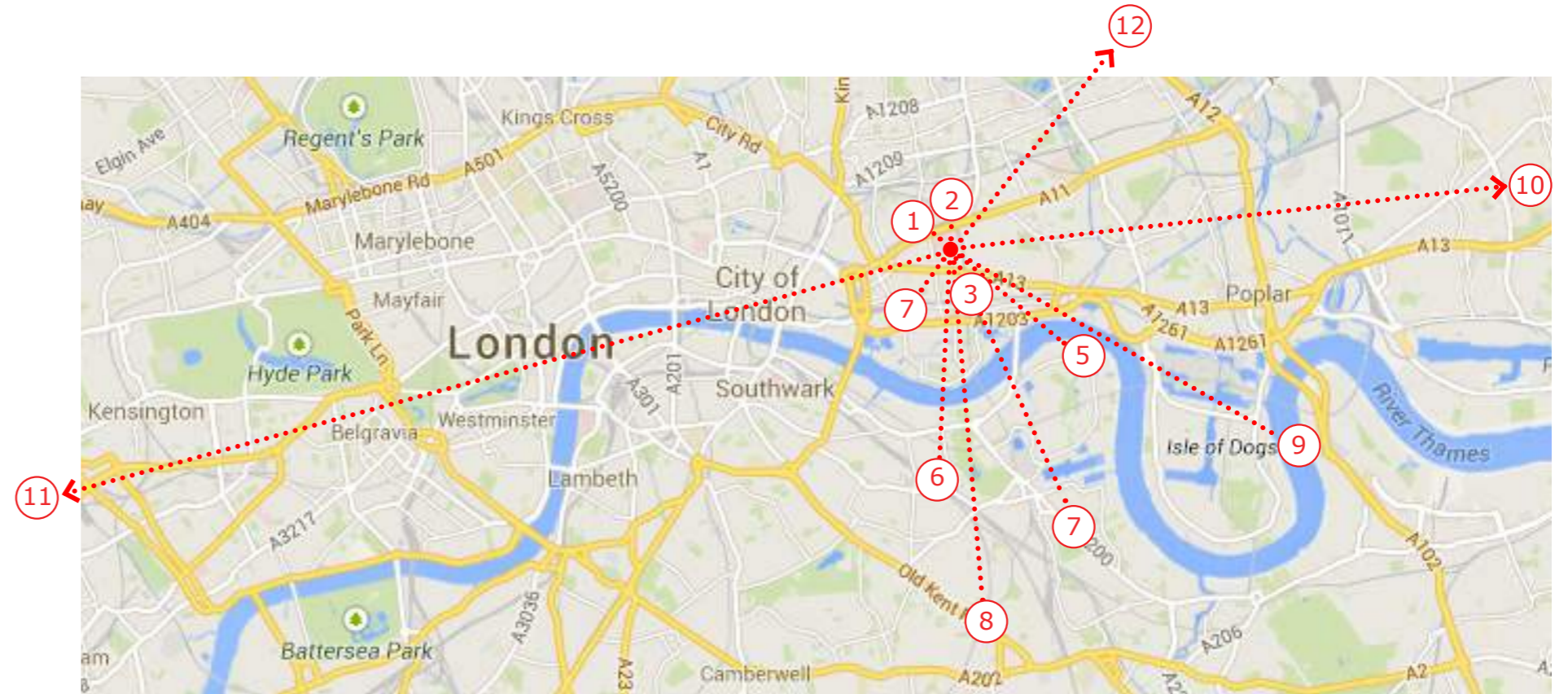
2.3 Transport

The site is well connected and within convenient walking distance of many central London amenities.

Being close to the Underground station at Chalk Farm and Overground at Kentish Town West, the site has the best possible PTAL rating of 6B 'excellent'. Camden Road and Camden Town are also within short walking distance.

Key travel times in minutes are as given by TfL as follows:

Location	No	km				
Chalk Farm	1	0.4	6	2	10	-
Kentish Town	2	0.5	7	3	-	-
Camden Town	3	1.0	9	4	10	-
London Zoo & Primrose Hill	4	1.2	17	7	28	-
Kings Cross Station	5	2.9	34	14	30	19
Bond Street	6	4.1	58	18	51	29
Trafalgar Square	7	4.3	1h	22	47	32
Victoria Station	8	5.9	-	33	57	25
Liverpool Street	9	6.2	-	31	59	31
Stratford Int'l	10	14.2	-	54	1h46	40
Heathrow Airport	11	29.8	-	-	2h42	1h8
Stansted Airport	12	60.5	-	-	-	1h15



Connectivity

2.0 Site

2.4 Access

Ferdinand Place is situated in North London and centrally located in the London Borough of Camden, a few hundred metres northwest of the urban centre of Camden High Street.




It is a quiet cul-de-sac lane located off Ferdinand Steet with vehicular and pedestrian access from the principle thoroughfare of Chalk Farm Road.

Refuse collection has been considered, and both domestic and commercial waste will be collected from Ferdinand Place as it is at present.

New homes and commercial properties will be constructed with level thresholds in line with current building regulations to ensure equal accessibility for residents, staff and clients alike. Lifts are provided at both sites and separately serve the commercial and residential portions of the development.

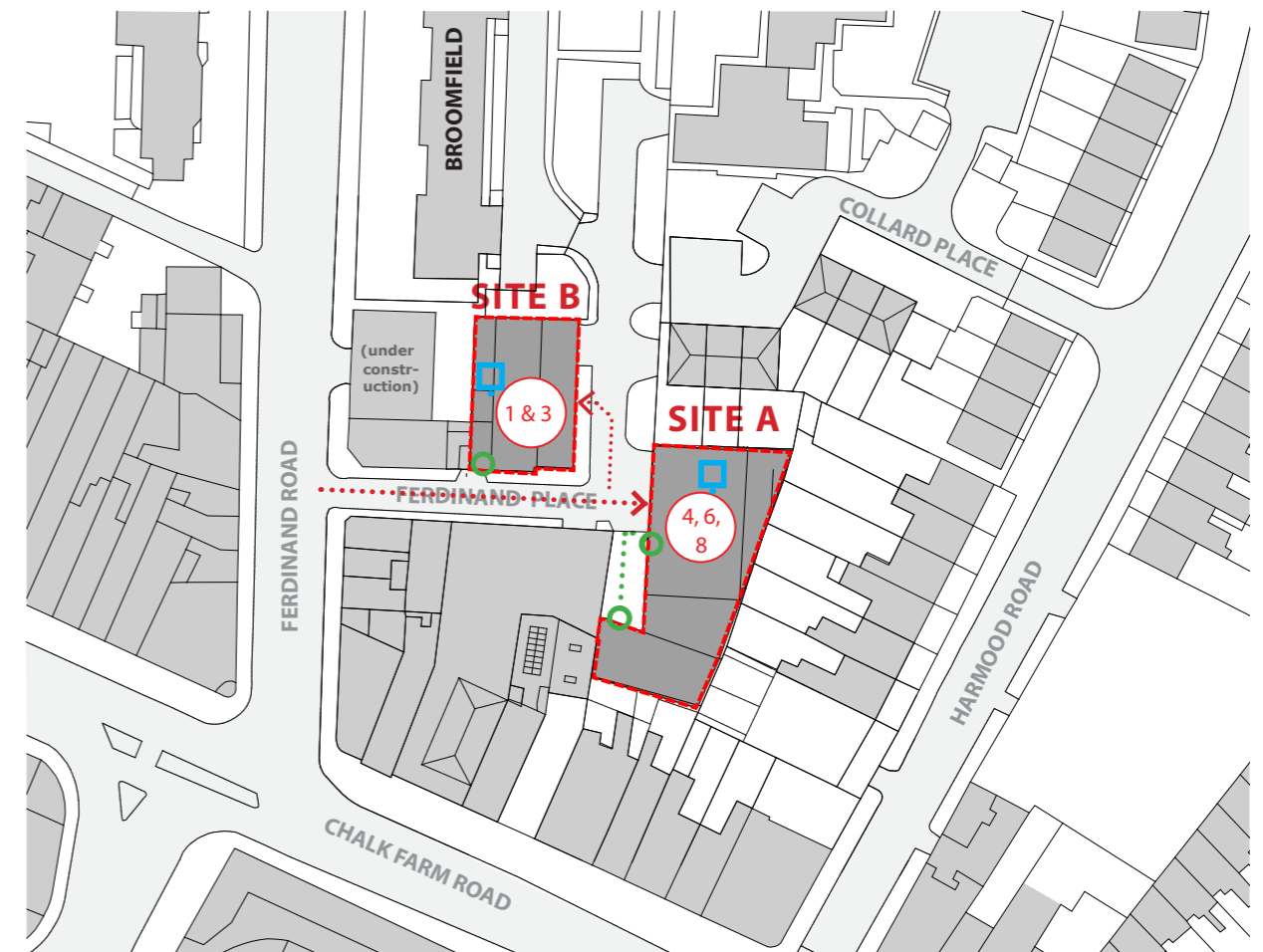
Parking is very restricted, however given the extremely high PTAL rating, new homes will benefit from excellent public transport connections in line with the Borough's car-free development approach.

Key

-  Refuse collection points
-  Lift
-  Entrance & Approach



View of the Site from Ferdinand Place



2.0 Site

2.5 Streetviews

Site B occupies the opposite corner of Ferdinand Place. Leading on to Ferdinand Street it was likely built in the mid-20th Century to house the previous furriers business. The existing one and two storey brick-buildings premises is dominated by taller neighbours. Further along Ferdinand Place, set back from the roadway to its rear, Broomfield Court, at six storeys, is part of the neighbouring housing estate's sequence of buildings.

Immediately to the rear of the site, a new four storey residential development is being constructed as detailed in LB Camden planning approval 2014/0835/NEW and permission has also been granted for the erection of a 4.6m high screen wall along the western boundary as documented in approval 2014/0816/P.

The ex-public house at 10 Ferdinand Place has been converted into residential accommodation with an extension and addition of a new top storey in zinc, raising the overall height from three to four storeys.

Materials of adjacent buildings vary from London stock, yellow, red and blue brick with the occasional use of painted precast ornaments and framing. Other materials used include zinc and timber cladding, along with traditional render. Windows are a mix of modern metal, UPVc and traditional timber sash.

View C - 4,6,8



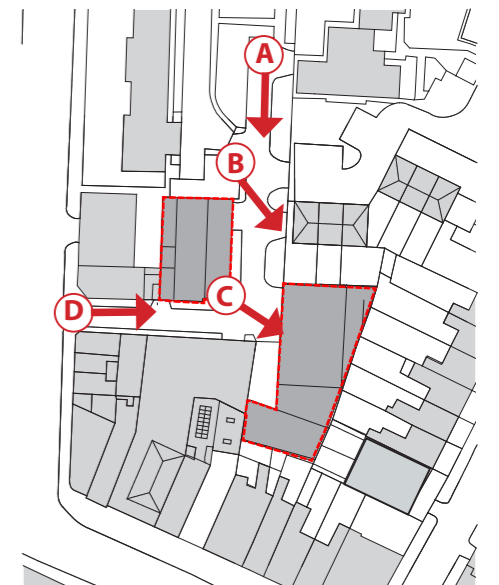
View A - View along Ferdinand Place



View B - View along Ferdinand Place towards 4,6,8 Ferdinand Place



View D - View of 4,6,8 Ferdinand Place from Ferdinand Street



2.0 Site

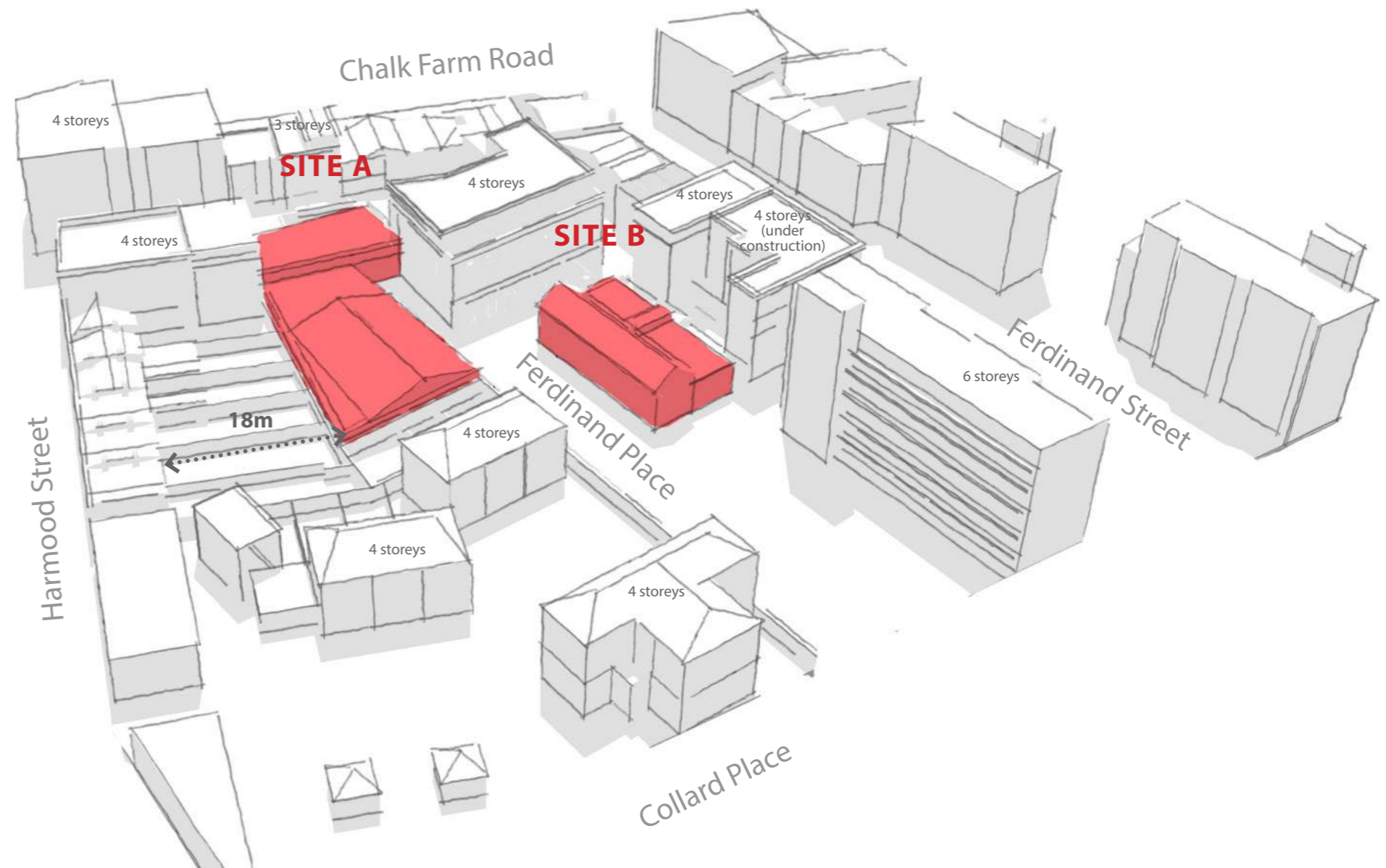
2.6 Height

There is a great deal of variety in the scale of buildings around the site. The urban character is of piecemeal historic development - including of residential and commercial property along the main road, and sitting alongside mid-century social housing blocks.

The scale decreases from a maximum of six-storeys housing blocks on Ferdinand Street and Collard Place to two and a half storeys along the Harmood Street terrace. The majority of immediately adjacent properties are three or four storeys, many feature steep roof pitches or rooftop extensions which raise the apparent height by a further storey.

A four storey scheme at 10 Ferdinand Street adjoining Site B is presently under construction. A further application to erect a one and a half storey high perimeter wall along the edge of the site was also approved.

The proposals varying from one to four storeys, with significant setbacks that seek to respond appropriately to the immediate context.



Scale of buildings adjoining sites.

2.0 Site

2.7 Streetscape

Heights of buildings in the immediate context of the site range from two to six storeys.

Both site A and B occupy dominant positions on the street enabling them to frame the terminal view along Ferdinand Street and contribute an enhanced streetscape helping redefine Ferdinand Place as a quiet residential sidestreet.

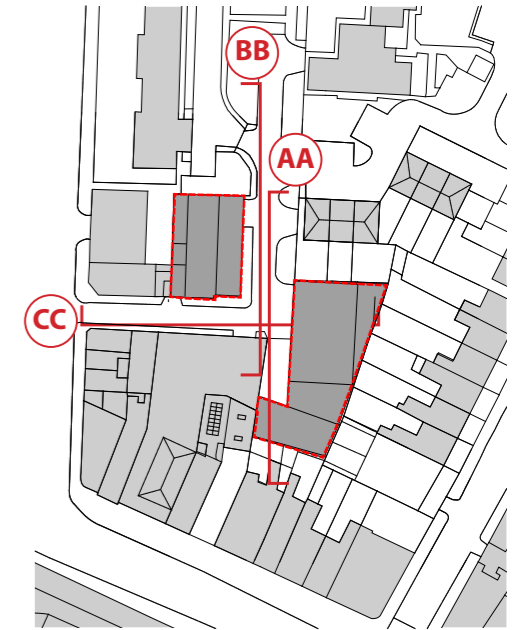
No consistent architectural style or typology is prevalent, and the area is characterized by a simple and pragmatic approach to construction, using limited ornament and a preference for brick in common with much of urban north London as it has developed organically over the past two hundred years.

Site A, containing the garage building and office block, forms the terminal view from Ferdinand Street. It adjoins the preserved perimeter wall and arch of the former Bus Garage site to the north,

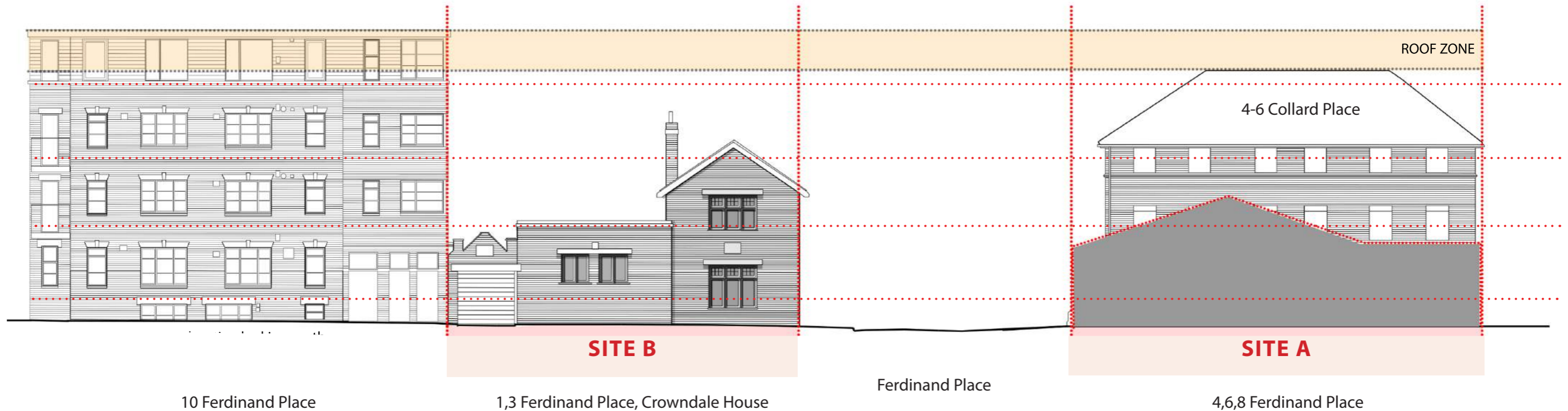
now occupied by the unremarkable three storey modern residential development on Collard Place. The eastern flank is bordered by a three storey brick wall abutting the long rear-gardens of the nineteenth century terrace houses of two to three storeys situated along Harmood Street, now primarily owned by a housing association.

To the south along Chalk Farm Road, more historically diverse properties have been extended out into rear yards - these primarily accommodate entertainment and restaurant venues, with residential provision to upper floors.

The renovated red-brick four-storey building to the west, facing the main entrance across a narrow yard, contains retail warehouses at street level with rented accommodation on the upper levels.



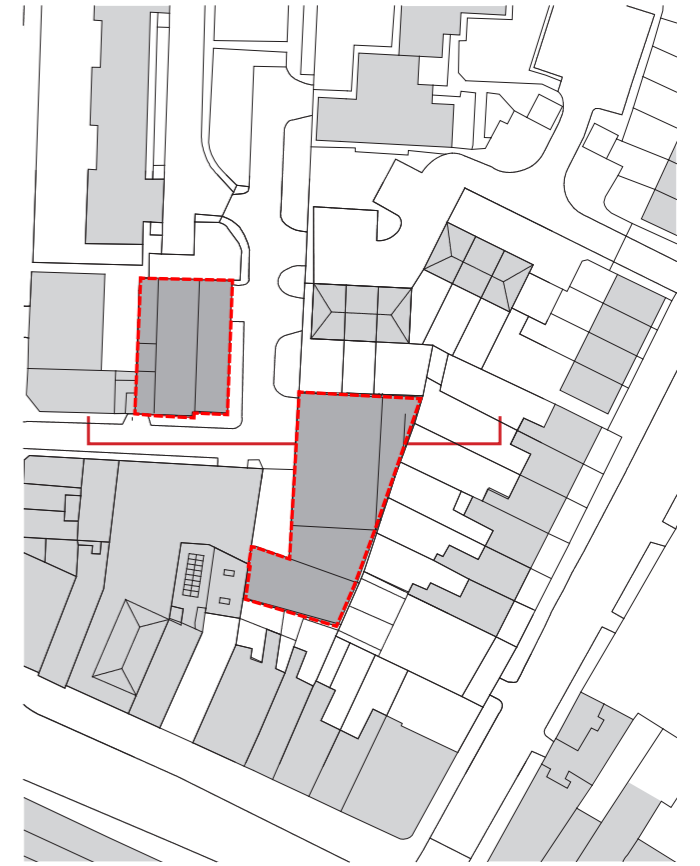
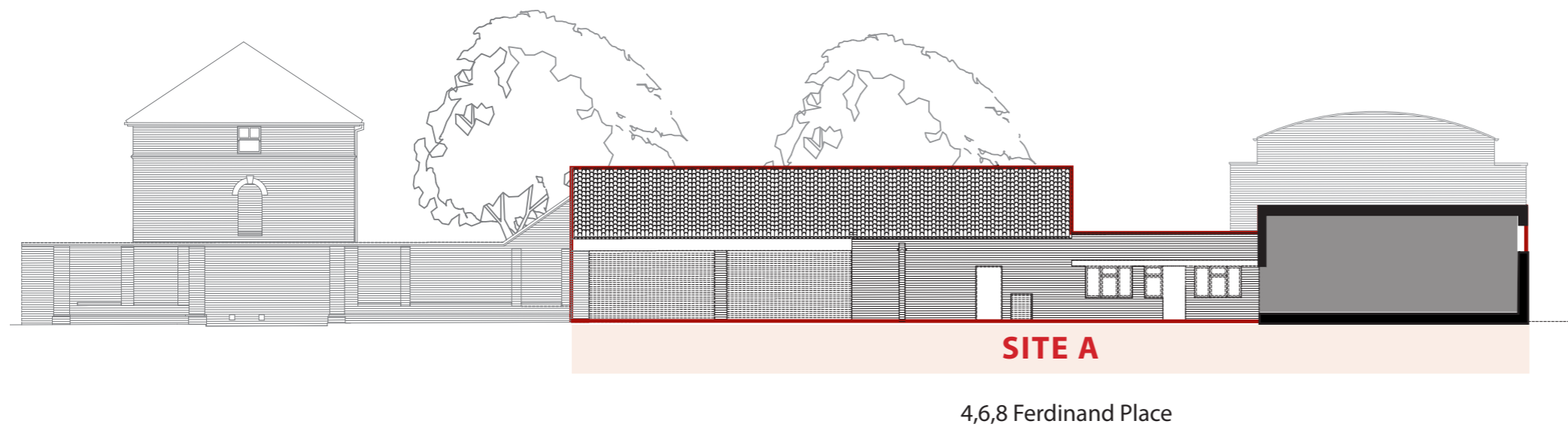
EXISTING SECTION CC



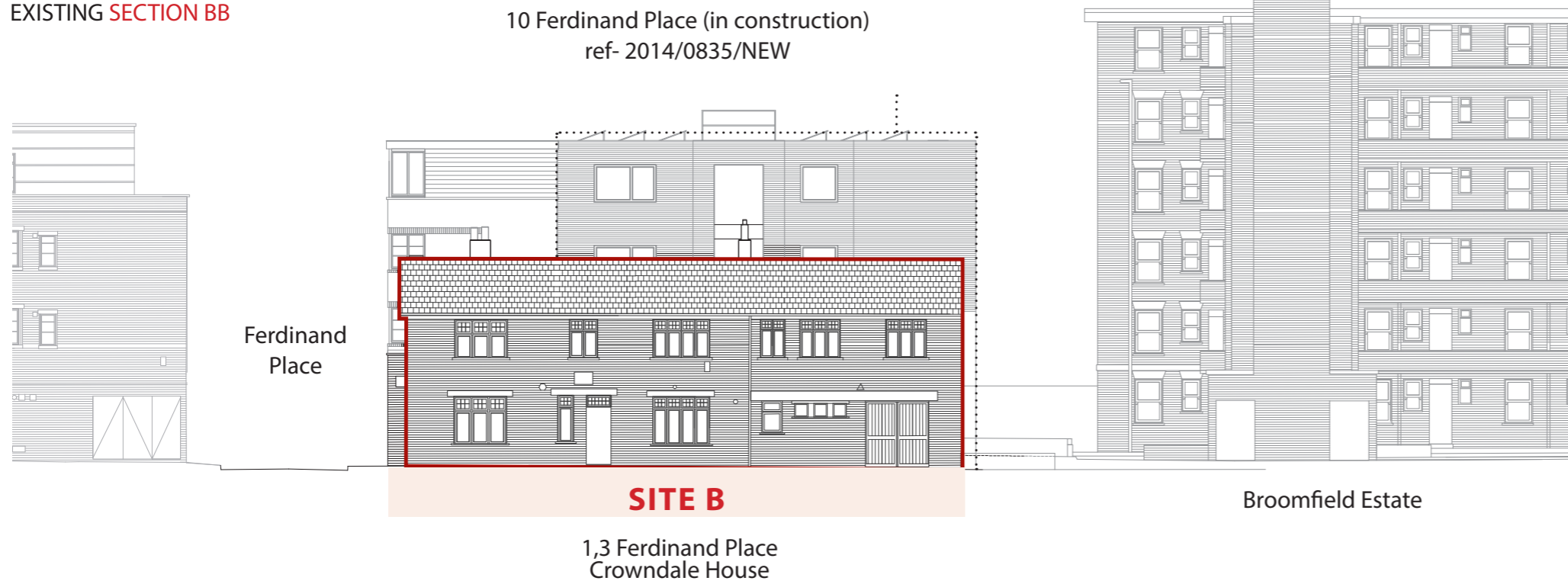
2.0 Site

2.7 Streetscape

EXISTING SECTION AA



EXISTING SECTION BB



2.0 Site

2.8 Use

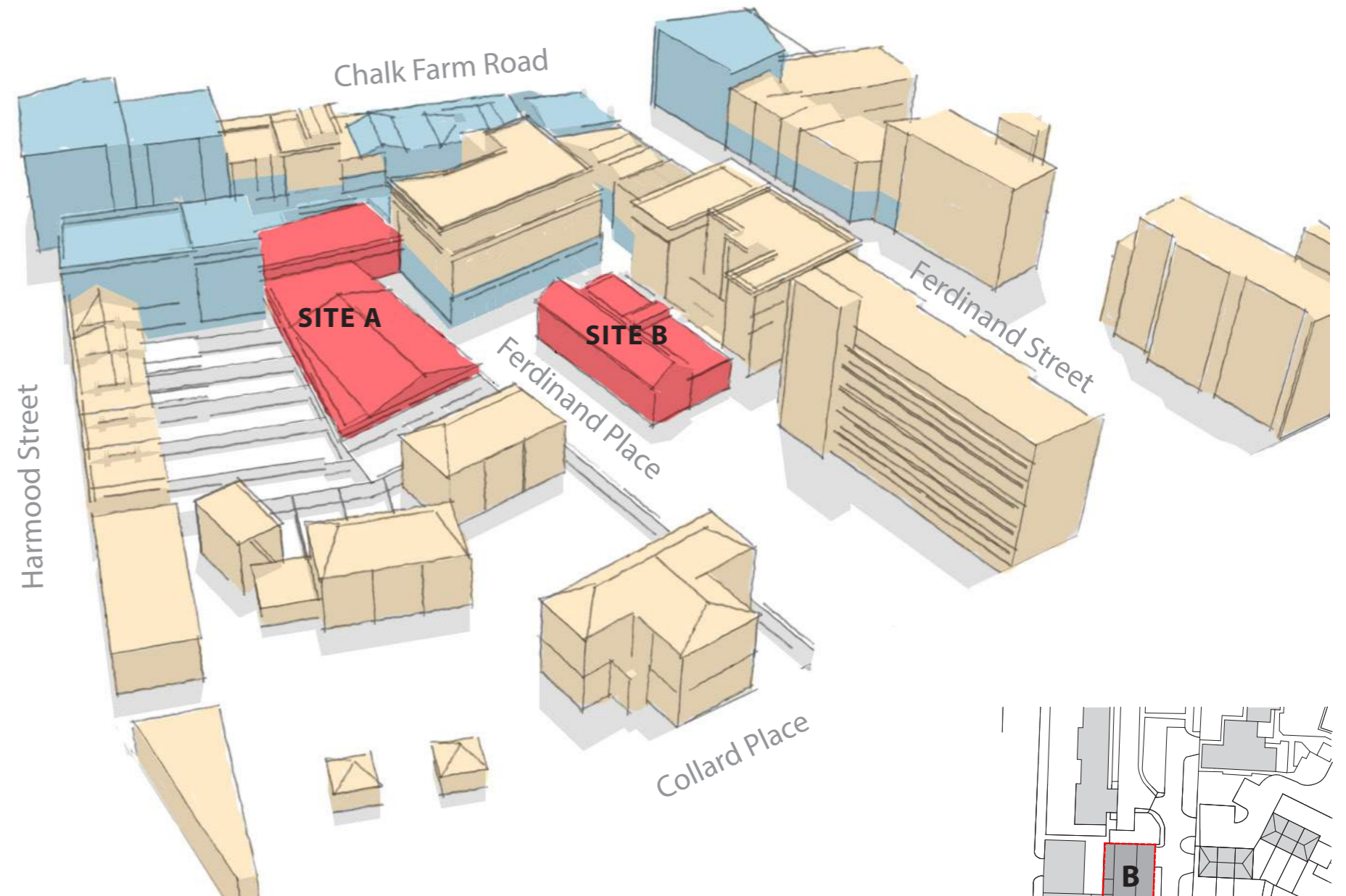
The site has been occupied by Leverton & Sons funeral directors for over 50 years and is an essential central facility for their London-wide operations.

Recognising the strategic importance of this key location, the company now needs to modernise its outdated facilities allowing it to continue providing this essential service in an appropriate environment for customers and staff alike.

Operations today are split over two sites - meaning that there is the occasional need for the indiscrete transfer of people and stock across a, quiet, yet public street.

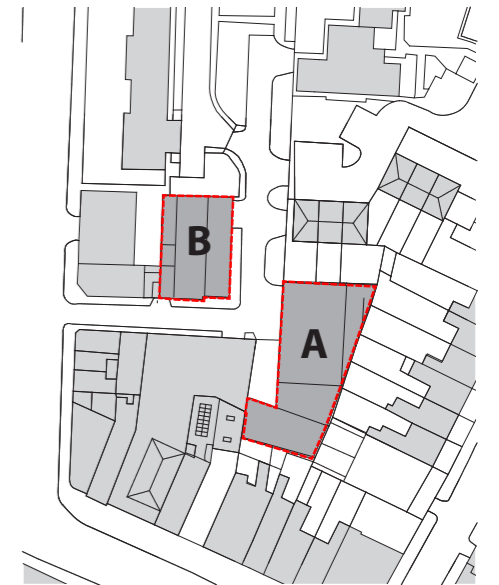
Neighbouring use classes are diverse with residential [C3] and warehouse / retail storage [B1-B8] being accommodated side by side or stacked one above the other.

Commercial uses such as retail, food establishments [A1-A5] associated with the lively nightlife in the area are concentrated towards Chalk Farm Road at street level.



Key

Site	■
Commercial	■
Residential	■



3.0 Proposed Scheme

3.1 Amount

The proposal consolidates current funeral business operations into the ground and lower ground floors of site A, in a modern, fit-for-purpose and accessible facility with improved accommodation for staff and clients made appropriate for the 21st century.

The release of site B to residential development is intended to finance redevelopment of the business operations.

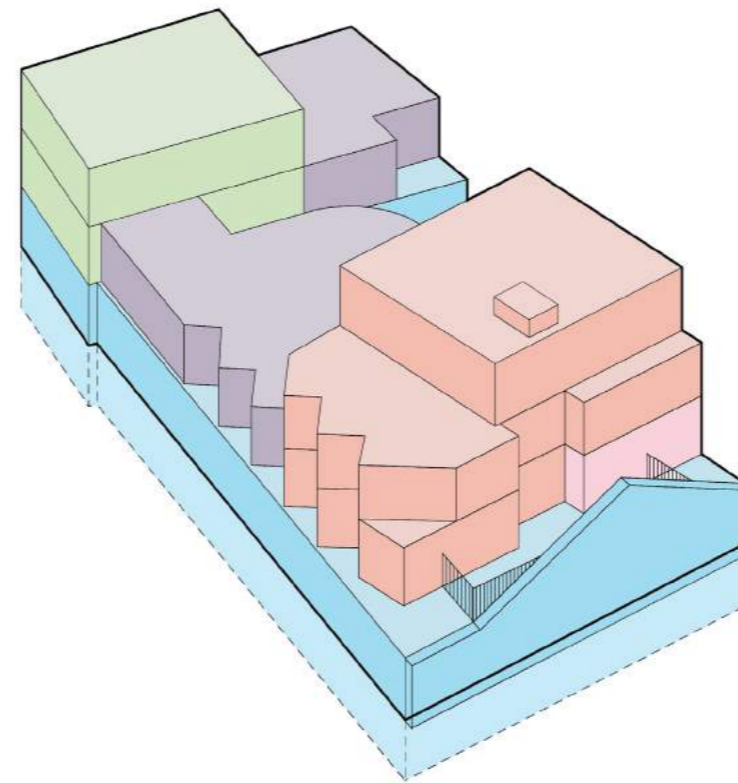
On Site A with two separate cores of seven and two flats are also located above the business use on

2 new homes with street level front door access and 9 flats on upper floors are accessed from the core of site B.

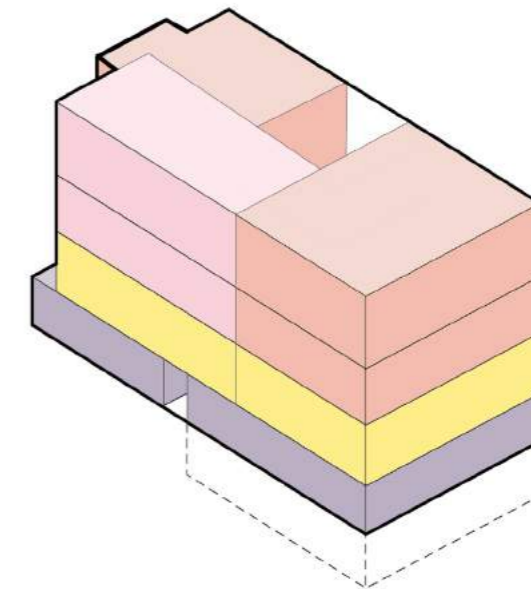
10% of new homes (2no.) will be designed as wheelchair user adaptable dwellings [category M4(3)] and 90% (17no.) will be accessible and adaptable dwellings [category M4(2)].

All new homes will benefit from the quiet and attractive streetscape, the excellent connections and vibrant neighbourhood around Ferdinand Place.

SITE A:
8 Apartments



SITE B:
11 Apartments



	Existing m2	Proposed m2
Employment	919	945
Residential	95	1490

Key

- 1 Bed (Flat)
- 2 Bed (Flat)
- 1 Bed (Wheelchair adaptable)
- 3 Bed (Flat)
- 3 Bed (Duplex)
- Funeral Directors

3.0 Proposed Scheme

3.2 Schedule of Accommodation

note: approximate gross internal floor areas given; subject to detailed design confirmation

Description	Floor	Flat No.	Area Sq. Mtrs.	Area Sq. Ft.
Funeral Parlour - Business Operation				
Front of House	GF	Client Areas	16.8	181
	LG	Client Areas	113.1	1,217
Back of House	LG	Staff / Work areas	91.5	985
	LG	Mortuary Operations	80.3	864
	LG	Coffin Storage	216.4	2329
	GF	Vehicle Unloading Area	316.2	3,404
	GF	Preparation	64.7	696
	GF	Circulation & Waste	22.6	243
	LG	Plant (Site A)	23.7	255
TOTAL			945.3	10,175

Residential Communal Areas				
Residential	GF	Entrance areas	76.2	820
	LG	Basement Communal	36.9	397
	LG	Plant (Site B)	65.5	705
TOTAL			178.6	1,922

Description	FLOOR	FLAT NO.	BEDS	PERSONS	Area Sq. Mtrs.	NDSS Target	Compliance		
Building A	1	A1	2	3	60.7	61.0	653 100%		
	1	A2	3	5	86.4	86.0	930 100%		
	1	A3	1	2	54.2	50.0	583 108%		
	1	A4	3	5	92.4	86.0	995 107%		
	1	A5 (Duplex)	3	6	44.2		476		
	2			Upper	61.5		662		
			Total	=	=	105.7	102.0	104%	
	2	A6	2	3	61.7	61.0	664 101%		
2	A7	2	3	61.6	61.0	663 101%			
3	A8	2	4	71.2	70.0	766 102%			
						593.9	577.0	6,393	103%

1Bed	2Bed	3Bed
	1	
		1
1		
		1
		1
	1	
	1	
	1	

Building B	0	B1	3	4	79.9	74.0	860	108%	
	0	B2	3	6	100.7	95.0	1,084	106%	
	1	B3 (Wch Adaptable)	1	2	63.6	60.0	685	106%	
	1	B4 (Wch Adaptable)	1	2	64.0	60.0	689	107%	
	1	B5	1	2	50.4	50.0	543	101%	
	2	B6	2	3	63.8	61.0	687	105%	
	2	B7	2	3	64.5	61.0	694	106%	
	2	B8	1	2	51.5	50.0	554	103%	
	3	B9	2	3	63.8	61.0	687	105%	
	3	B10	2	3	64.5	61.0	694	106%	
	3	B11	1	2	51.5	50.0	554	103%	
						718.2	683.0	7,731	105%

		1
		1
1		
1		
	1	
	1	
1		
	1	
	1	
1		

Key

- 1 Bed (Flat)
- 2 Bed (Flat)
- 1 Bed (Wch Adaptable)
- 3 Bed (Flat)
- 3 Bed (Duplex)
- Funeral Directors

GIA Flats only TOTAL 1,490.7 683.0 7,731 105%

% distribution	32%	42%	26%
	1Bed	2Bed	3Bed

Residential	1,490.7	16,045.9
Non-Residential	945.3	10,175.2
TOTAL	2,436.0	26,221.1

6 8 5

19 TOTAL UNITS

3.0 Proposed Scheme

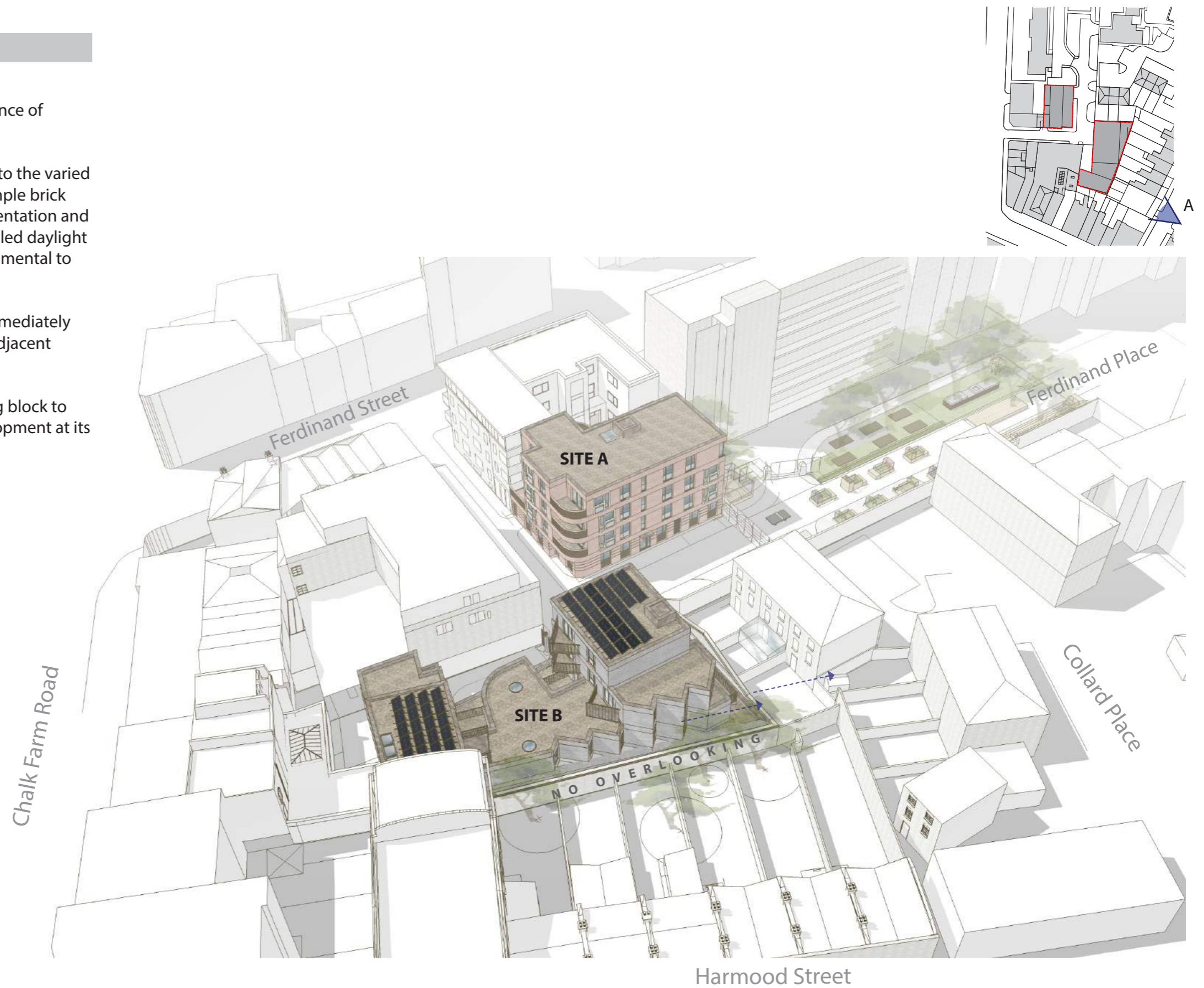
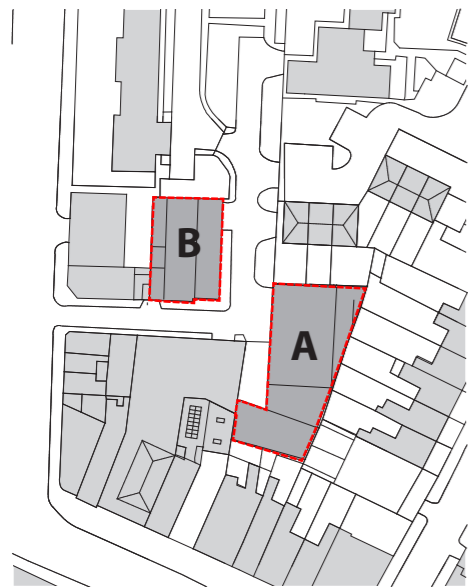
3.3 Scale

The proposed design responds to the location and distance of neighbouring windows and outlooks.

The design of the scheme's form and massing responds to the varied scale of the immediate context. The scale echoes the simple brick 'warehouses' of the neighbourhood modified by use orientation and context. The set-back form was generated through detailed daylight analysis helping establish an envelope which is not detrimental to surrounding properties.

Site A responds both to the historic terraced houses immediately behind it with a 'folded' form and also cuts back to the adjacent recent four-storey development.

Site B relates to the six-storey Broomfield Estate housing block to the rear of the site and forms a 'mirror' to the new development at its rear to former a corner on the Place



3.0 Proposed Scheme

3.4 Privacy + Neighbourliness

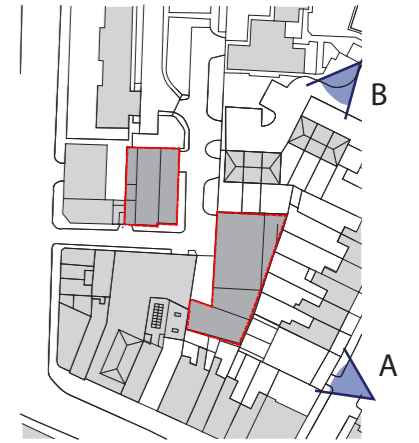
Although there is a substantial separation of more than 18 metres between adjacent habitable rooms of the new development and the rear windows of terraced houses on Harmood Street, particular concern for overlooking of existing rear gardens was addressed by directing views obliquely to the northeast by means of a folded 'sawtooth'-profile rear wall.

The saw-tooth design will present an interesting stepped three-dimensional profile to the rear of the building and will also permit opportunities for future landscape 'greening' of the new wall by means of introducing climbing planting at the roof of the plinth level. This will create a 'toehold' habitat opportunity for biodiversity on the site.

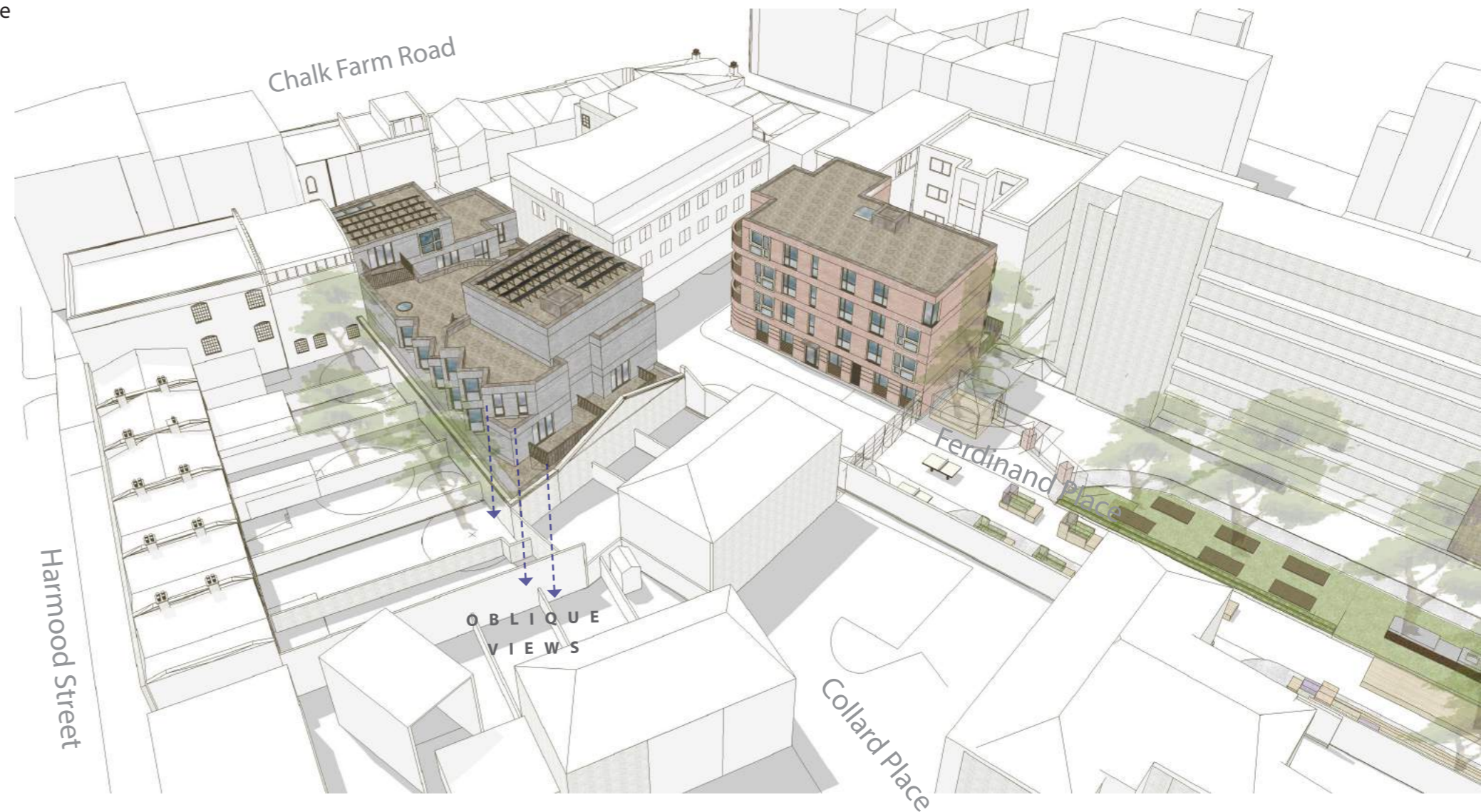
This will also help the development sit more comfortably within its surroundings and provide an improved outlook from the existing properties.

Daylight and sunlight analysis was carried out by specialists throughout the design development process to ensure the site development minimises impact on neighbouring properties

Top floor storeys are set back in sensitive locations to improve daylighting to adjacent gardens and reduce the impression of mass in the development.



Daylight and sunlight analysis established the development envelope



Aerial view from north

3.0 Proposed Scheme

3.5 Access & Security

Pedestrian & Wheelchair access

Site A requires pedestrian access at street level to meet the needs of the business. Residential entrance to two dwellings will be separated from the business entrances and a level site will aid wheelchair accessibility.

Vehicular and service access

A loading bay is required to enable the fleet of hearses to discretely deliver and receive prepared coffins in an enclosed, private space away from the street. This will be protected by a security shutter in a similar fashion to the current arrangement.

Entrances

Customer reception is located behind a secure gate with video entry across a dedicated landscaped courtyard and will lead visitors to the front-of-house areas located on the lower ground.

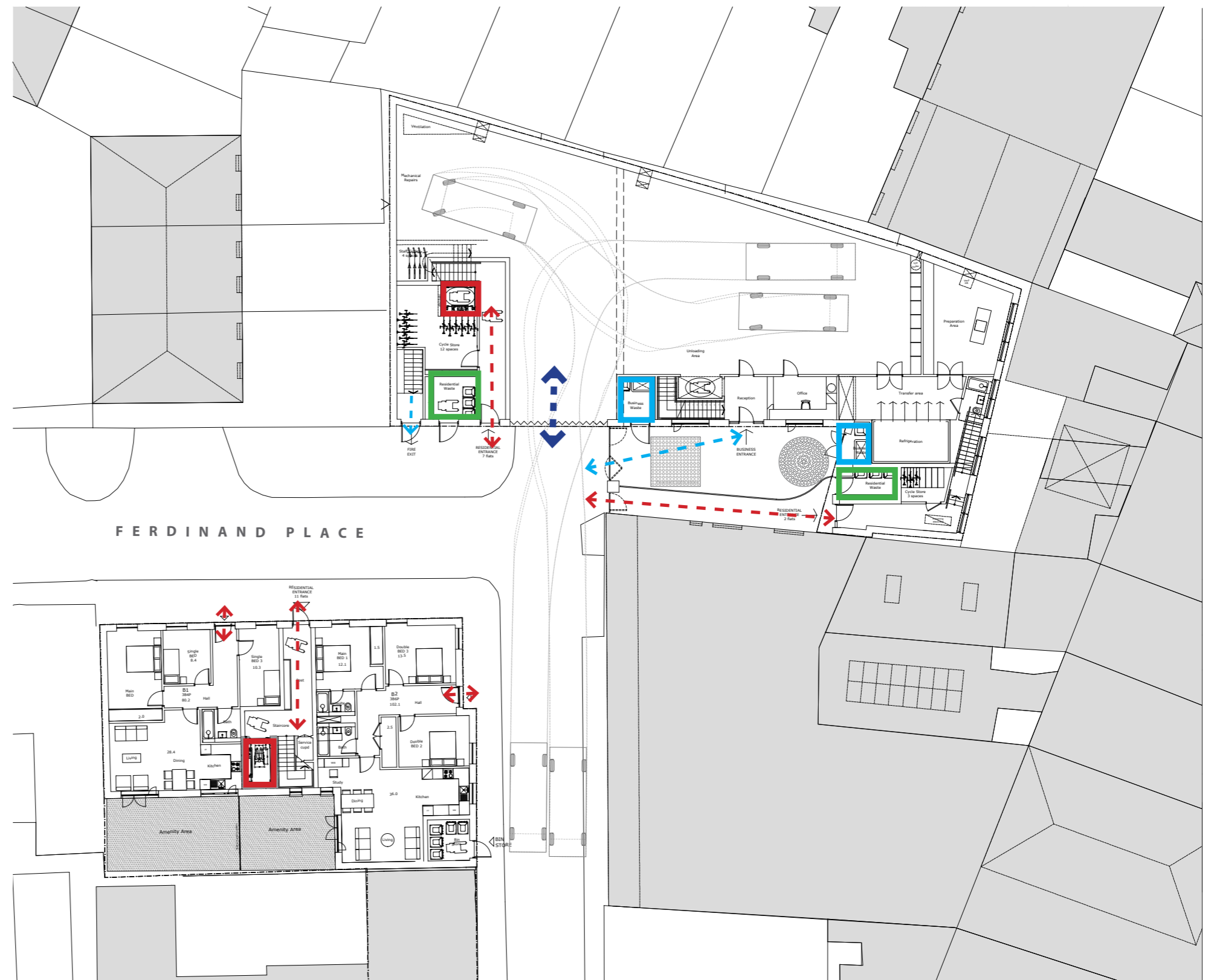
Separate residential access to two first floor flats at the eastern end of block A will be via the security gate. The remaining seven flats are accessed directly from the street via a common internal lobby at ground floor.

Two ground floor family garden flats are accessed by individual front doors from Ferdinand Place; bedroom windows will overlook the quiet side street.

All accessible areas will be subject to a detailed scheme for security and appropriate lighting provision in line with Best Practice and Client requirements.

Key

-  Vehicular access
-  Commercial entrance
-  Residential entrance
-  Commercial waste store
-  Residential waste store
-  Residential Lift



Access Diagram

3.0 Proposed Scheme

3.5 Site Access

Car-free Development

With excellent site connectivity no residential parking is felt to be necessary in line with local policy for car-free residential development in urban centres.

Short-term drop-off for taxis and visitors remain as existing.

On-site parking for the business will remain unchanged from the present arrangement.

Cycle storage

Cycle storage for staff will be securely provided in the unloading area in line with BREEAM 'very good' targets for one space per five members of staff (total 4no. minimum). Shower facilities and changing and drying areas will also be provided to encourage staff to cycle, run and walk to work.

Residential communal cycle stores are located at each residential entrance with minimum capacities as indicated.

CYCLE STORAGE PROVISION
to LONDON PLAN March 2015 table 6.2

spaces	Aw	Ae	B
1	1	3	4
2	0	6	8
2	2	2	6
TOTAL	3	11	18

Refuse

Commercial waste is securely located behind the gate. Domestic waste is contained within secure ventilated communal stores located directly off the street.

WASTE PROVISION
to LB Camden CPG - 1 Design, Table 10.10

litres	Aw	Ae	B
100	100	300	400
170	0	510	680
240	240	240	720
TOTAL	340	1050	1800



Access through Broomfield is permanently closed by a locked gate managed by the Chalk Farm Estate - identified as a potential area for Public Realm improvement

3.0 Proposed Scheme

3.6 Layouts

Category 3 Wheelchair User Accessible & Adaptable Dwellings

10 % of the total number of new homes (2no. flats) will be designed to be wheelchair adaptable according to part M4(3) of the Building Regulations.

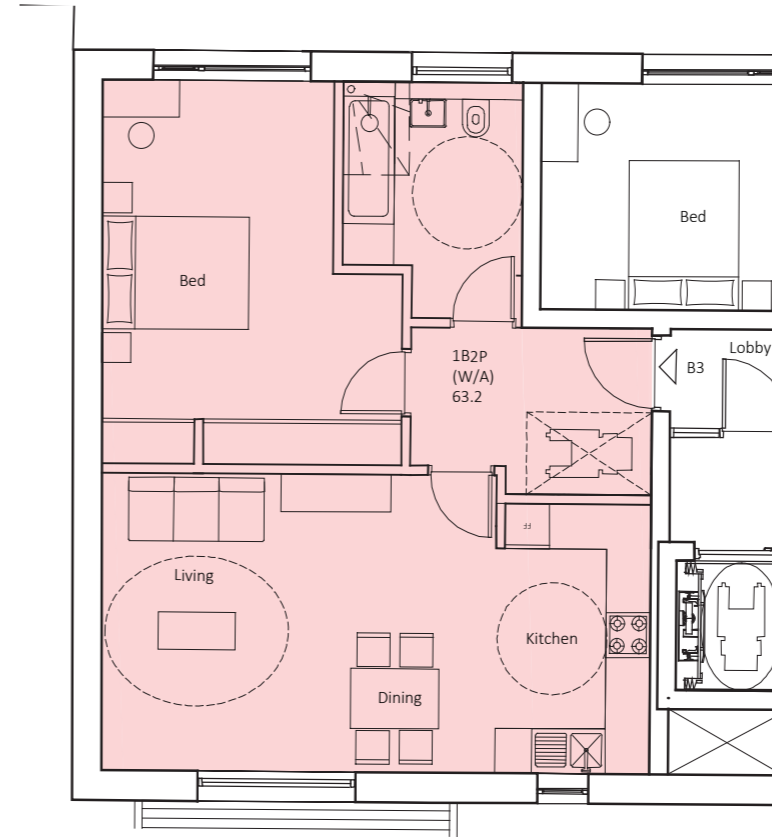
This means that layouts are designed with wheelchair users in mind and are provided with full lift access and additional internal space within rooms for wheelchair turning, transfer and storage amounting to 15-20% above the Nationally Described Space Standard for the flat.

Bathroom and kitchen layouts are larger and designed to permit easy and comfortable use by wheelchair users.

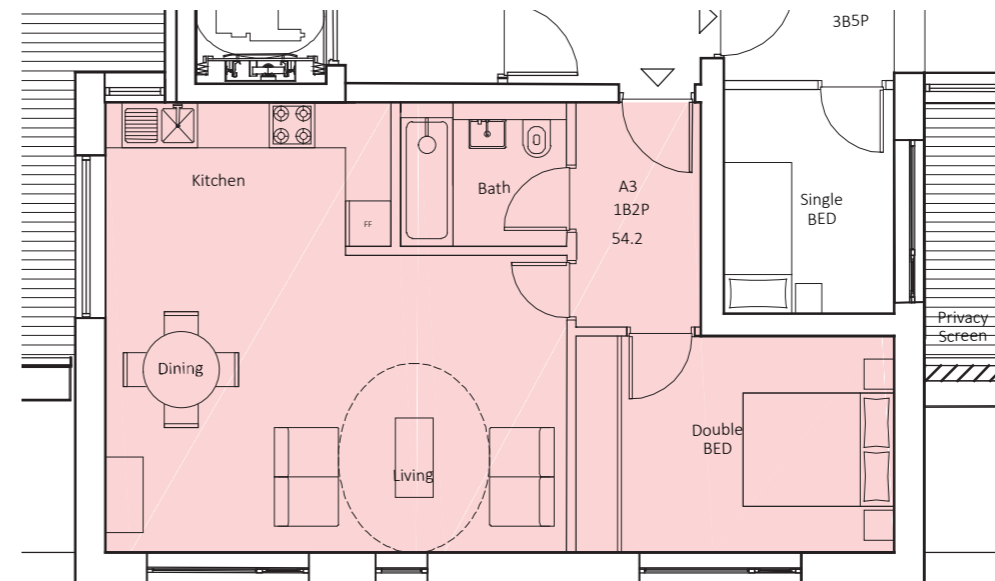
Category 2 Accessible & Adaptable Homes

In line with the London Plan as amended March 2016, all remaining homes will be designed to be accessible and adaptable dwellings according to part M4(2) of the Building Regulations.

This means that layouts are designed with generous internal space within rooms and circulation areas by means of a series of minimum standards such as minimum ceiling heights and accessible bathroom layouts that ensure homes remain accessible and adaptable to changing need over the lifetime of the home and its residents.



Example M4(3) 1Bed 2 Person wheelchair user accessible flat



Example M4(2) 1Bed 2 Person accessible and adaptable flat

3.0 Proposed Scheme

3.7 Consultation 1 (November 2015)

Invitation

A public consultation was held on Tuesday 10th November from 3pm to 8pm. The owners of the adjoining properties were invited to attend by letter hand-delivered one week in advance of the event. The event was held in the Boardroom of the Grafton Arms close to the site.

A series of presentation panels explaining the nature and scope of the development were prepared and presented to visitors with members of the design and client team available to answer all questions and note responses.

Turnout

Response was entirely made up of residents from Collard Place with no representation from Harmood Street, Ferdinand Street, Chalk Farm Road or Broomfield.

A total of four households were represented, all from adjoining properties on Collard Place.

A separate invitation was made to the adjoining commercial landowners of 10 Ferdinand St and 2 Ferdinand Place.

Commentary

Residents were supportive of the need for new residential properties in the area and understood the need for the local business to remain in operation on site.

Concerns were raised over the proximity of the northern element of site A (nearest Collard Place) in terms of reduced daylight and sense of enclosure. Further investigations in respect of this element were undertaken as the following section.

Aside from concerns about where directly affecting their own property, most residents were otherwise comfortable with the appearance and treatment of the design but noted that



render facades could be a maintenance issue.

Some neighbouring residents were complimentary about the choice of materials and one was happy for the development to go ahead in its presented form

No comments were made on the proposals for Site B.

3.0 Proposed Scheme

3.7 Consultation 1 (November 2015)

Concerns

Specific concerns were raised by adjoining neighbour about the height and proximity of the proposal adjacent to Collard Place at four storeys.

The existing relationship is defined by the boundary wall and end gable of the present warehouse. It was agreed to provide a detailed study of impact from photographs provided by an adjoining owner at 3 Collard Place.

The second and third floors are substantially set back from this boundary feature to increase the effective separation between the existing properties and the proposed development.

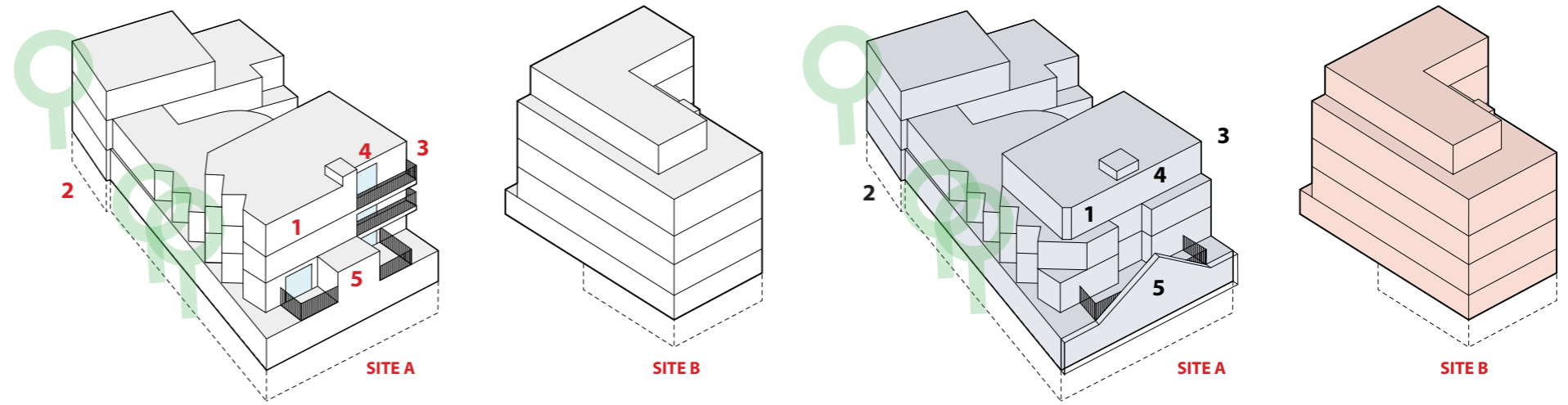
- The existing perimeter wall, currently masked by extensive overgrowth, would be retained insitu to avoid disturbance to the neighbours
- Window openings to the boundary condition would be avoided or screened with 1.8m high privacy screens

While the development will alter outlook, as well as the type and nature of natural light falling onto neighbours' property, daylight and sunlight modelling analysis indicates that the impact would be within acceptable levels for an urban location as supported by the Daylight and Sunlight study.

Remediation

A review of options suggested that a few focussed design amendments could be made to improve the perceived scale of the development and minimise impact on adjoining neighbours outlook and privacy.

1. Principle mass pushed additional 1.8 m further away from boundary
2. Existing garden trees to be surveyed and protected
3. Screened balconies removed to opposite side of building to avoid potential overlooking; existing warehouse wall retained
4. Boundary overlooking windows removed



Nov 2015

Revised March 2016

5. Retain existing warehouse gable wall as visual screen

Harmood Street Residents Association Meeting (Feb 2016)

A separate meeting was held on 15 February 2016 with a representative of the Harmood Street Residents Association who expressed specific concerns regarding the protection of trees and the scale form and expression of the rear elevation facing onto the rear gardens of Harmood Street. It was also agreed that a second consultation event should take place to give all residents another opportunity to

Photographs of view taken from rear of 1 Collard Place

1. Second floor bed
2. First floor lounge
3. Ground floor bedroom
4. Garden



3.0 Proposed Scheme

3.7 Consultation 2 (March 2016)

Invitation

A second public consultation event was held on Tuesday 9th March from 6pm to 8pm again in the Boardroom of the Grafton Arms close to the site.

Owners of the adjoining properties were once again invited to attend by letter hand delivered one week in advance of the event. By request, local ward councillors were also invited to the event. New panels explaining the changes to development were prepared and presented to visitors with members of the design and client team available to answer all questions and note responses.

Turnout

Representatives of the Chalk Farm Estate including one ward councillor were in attendance and voiced support for the development.

Several adjoining Collard Place residents returned along with adjoining households on Harmood Street representing a much more complete response from the neighbourhood.

Commentary

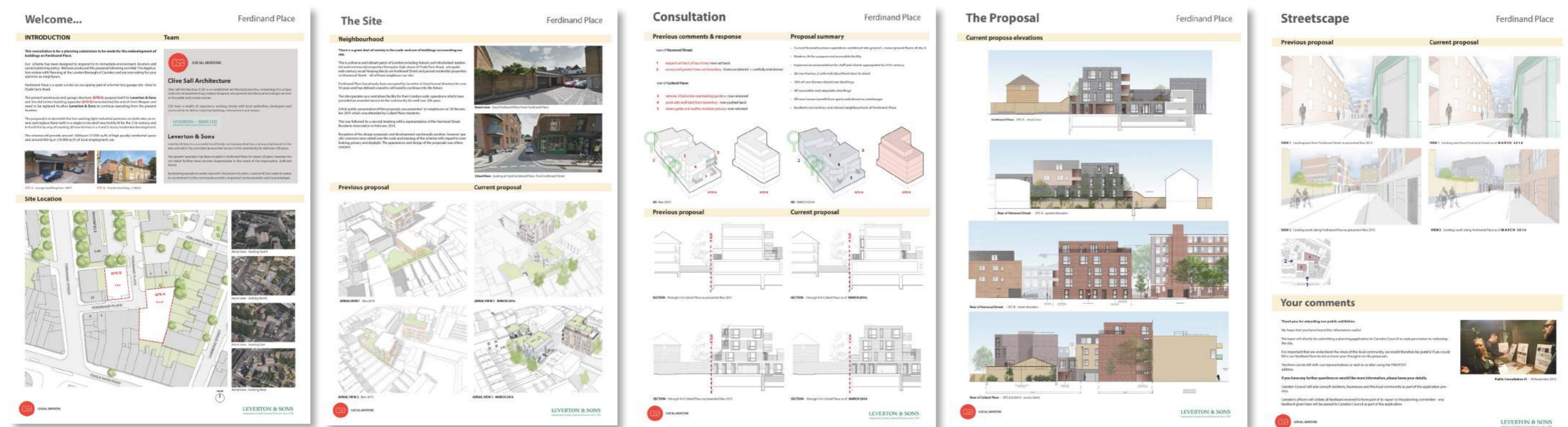
Residents were again generally supportive of the aims of the scheme, its appearance and choice of materials and noted the improvements to the scheme resulting from the initial consultation.

While noting that concessions had been made, concerns remained over the closeness and height of site A (nearest Collard Place) in terms of outlook and sense of enclosure from adjoining gardens.

In response, it was agreed to further reduce the massing to this area by removing one of the two top floor flats allowing the mass to be pushed much further back from the two storey parapet line.

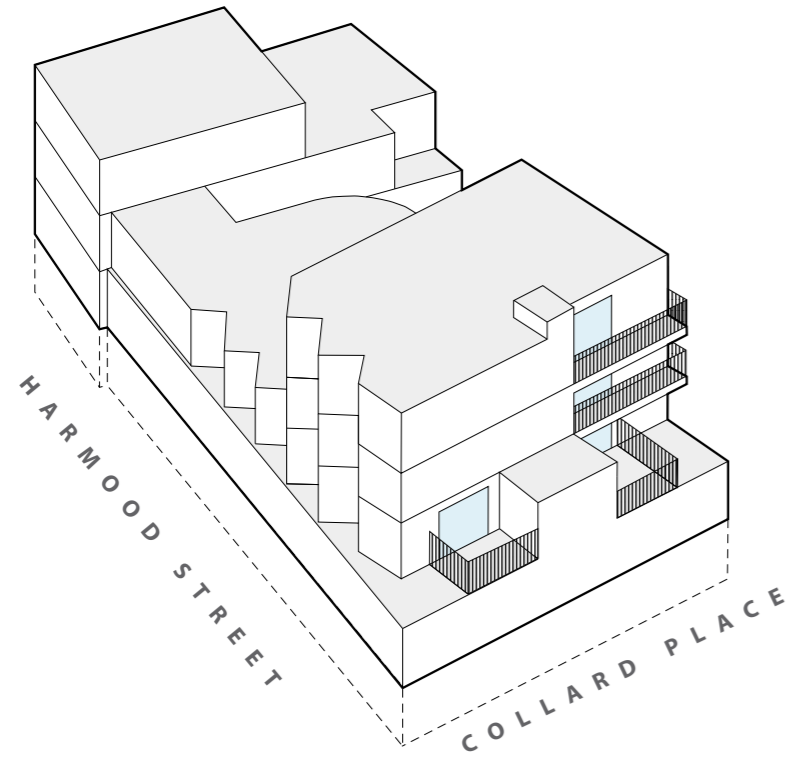
This resulted in the reduction of the scheme from a total of 20 to 19 residential units and altered 2no. 1Bed flats to 1no. 2Bed flat on the top floor.

In discussion, the security issues resulting from the blocked through road forming the cul-de-sac were discussed with the Chalk Farm Estates and Harmood residents. The possibility of a collaborative initiative between all adjoining parties was identified for the mutual benefit of existing and new residents resulting from the present development and will be investigated further.

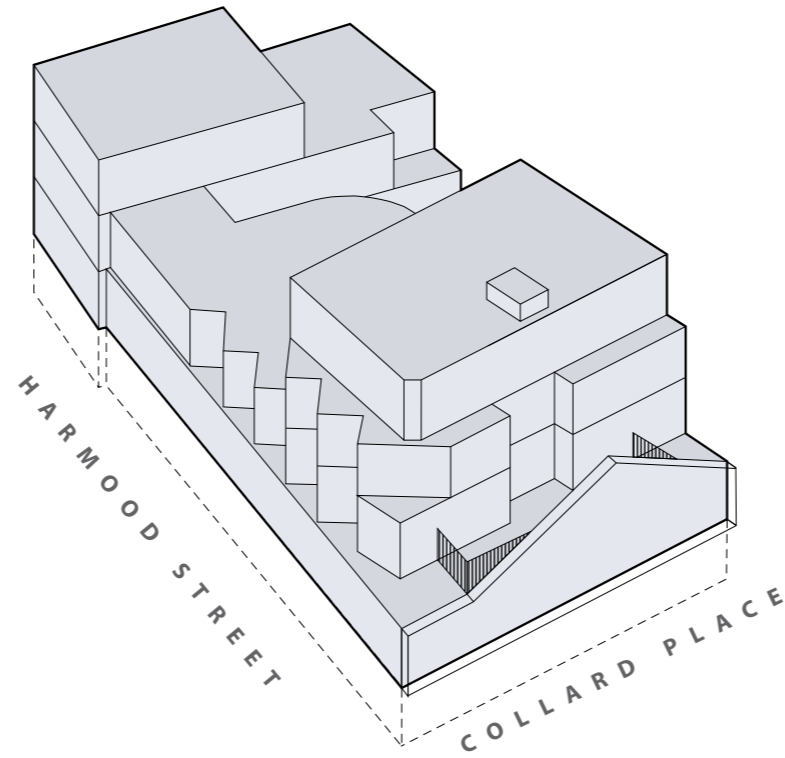


3.0 Proposed Scheme

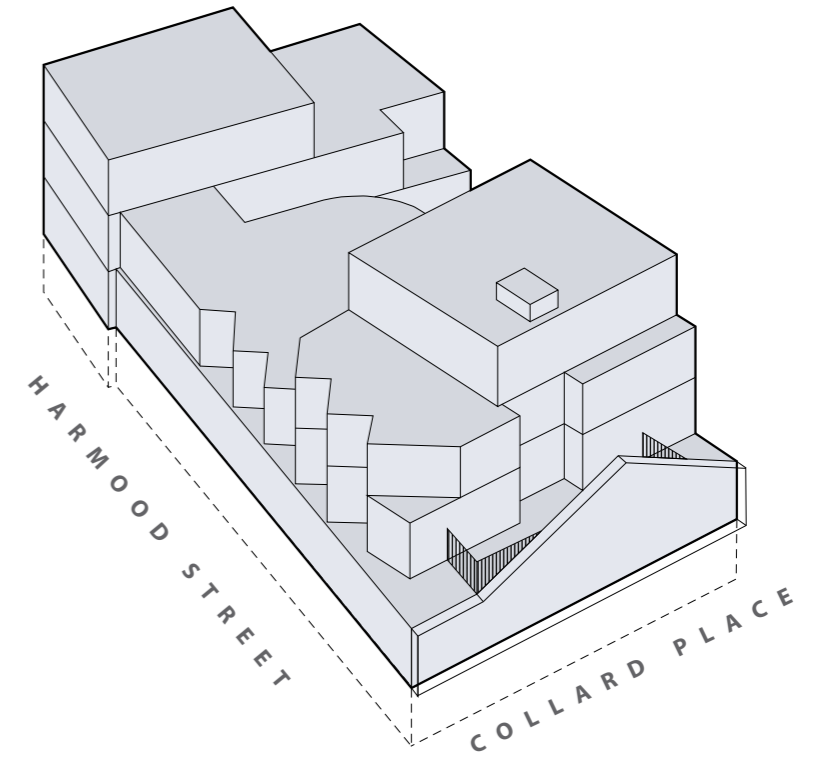
3.7 Consultation Response (SITE A)



November 2015
- as presented at public consultation 1



March 2016
- as presented at public consultation 2



April 2016
- as present submission

3.0 Proposed Scheme

3.8 Design

Extensive and detailed design discussions have taken place between CSA and the Borough Design & Conservation officer to ensure that the proposal properly reflects and enhances its immediate heritage context and contributes to the future development of a sense of place. This identified the opportunity for developing a community sense of Ferdinand Place in the form of a shared garden from which both new and current residents will be able to benefit.

The scheme is carefully modelled to improve the overall a harmony of design, something currently lacking on Ferdinand Place.

At base, the plinth level is used to tie the commercial streetscape together and define the building line. At upper levels, the simple mass is articulated in three dimensions to sculpt a sense of focus and enclosure to Ferdinand Place.

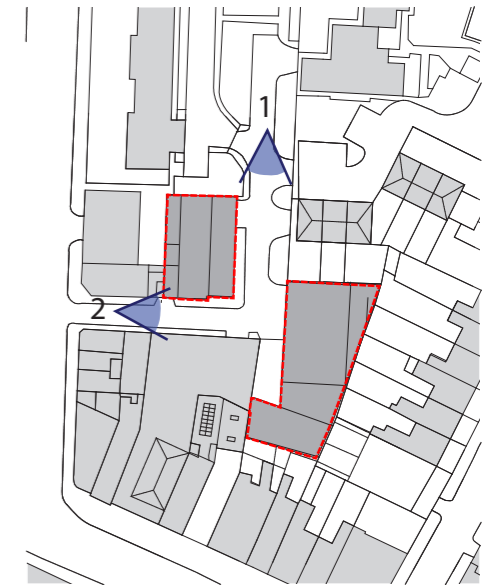
The taller mass of the block on Site A is used to create an interesting terminal view through the use of a careful asymmetry which alludes to the continuity of the street beyond

Brick corners are 'eroded' with setbacks allowing light into the space and providing overlooking views to encourage interaction with the public life of the street.

The architectural treatment references both the light industrial and residential heritage of the immediate context.

The twin blocks will echo the prevalent brick finishes of neighbouring 'warehouse' forms with one of the pair picked out in a pale violet-grey and the other in a complementary red-brown following the lead of nearby apartment blocks of the Chalk Farm estate - the exact details to be agreed in consultation with Camden Planning.

Brick texture details will modulate the surfaces to express floor edges, balconies and framed projecting windows reinterpreting the ornament tradition of Camden in a contemporary fashion.



1 View from Ferdinand Place



2 View from Ferdinand Street into Ferdinand Place

3.0 Proposed Scheme

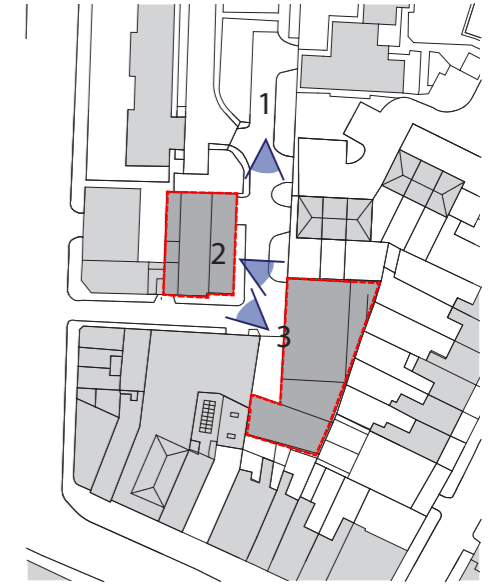
3.8 Design



1 Sketch view from Ferdinand Place showing building entrances

Adjacent sketch views indicate the scheme revised in consultation with London Borough of Camden Design & Conservation Officers' commentary reflecting the scale, detailing and typology of both residential and industrial heritage buildings in the immediate context and reinterpreting these in a contemporary brick vernacular.

Indicative views also illustrate proposals for a shared community garden activating the dead end of Ferdinand Place.



2 Sketch view from far end of Ferdinand Place



2 Sketch view of corner to building on Site B

3.0 Proposed Scheme

3.9 Facade



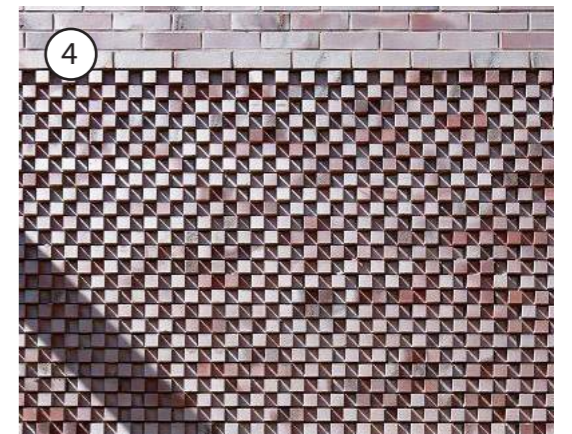
Oblique angled privacy screen in metal



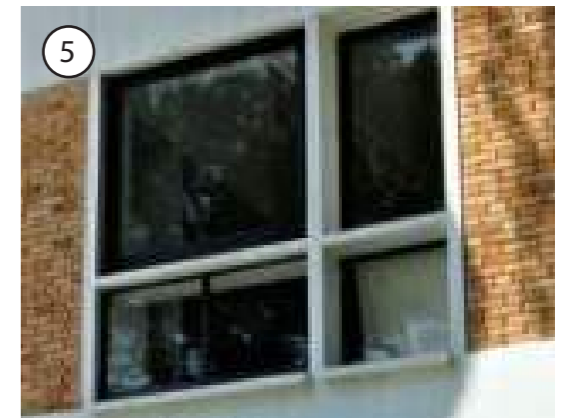
Metal shutter and feature brickwork details



Warm-toned pale red brickwork - expressed floor zones



Projecting textured brickwork



Precast feature projecting window surrounds

4.0 Conclusion

4.0 Conclusion

Aerial view from west



1. Leverton and Sons is a local family enterprise and employer located on the site for over two generations, which has provided an essential community service, and intends to prosper and grow with the local community into the future.
2. This proposed re-development will allow them to safeguard their long-term investment in local community employment by relocating to a new state-of-the-art facility on the same site.
3. New residents will be attracted to the area by way of the residential development, adding to the community's diverse cultural identity whilst providing nineteen new high-quality homes.
4. The development has been carefully designed to meet best practice within its statutory obligations as well as respond to context, and create a sense of place which will positively enhance the locale.
5. The team has modelled the scheme's daylight/sunlight to minimise its impact on neighbours whilst also: safeguarding privacy; adding positive street level activity; providing domestic front doors and overlooking windows to improve security and develop a sense of community. All in all the scheme seeks to ensure a positive impact on neighbouring buildings and the area in general.
6. The development of Ferdinand Place simultaneously offers a unique opportunity to improve the urban morphology, visual amenity, and security of the immediate neighbourhood.
7. Through considered design and enhanced streetscape we can provide high quality urban architecture for this part of Camden.

