
13528 18-22 Haverstock
Hill

Design & Access
Statement

27th April 2018

Piercy&Company

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1.0 Introduction



1.1 Application Overview

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

The new development will replace an existing residential building and will also replace the retail units along Haverstock Hill.

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). Inspired by the corner buildings of Chalck Farm road, the building present distinctive characters: a light materiality that progresses from the base to the top; large and simple windows and celebrations of the building corner.

The proposal contains 29 units and one large retail unit at the ground floor.












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

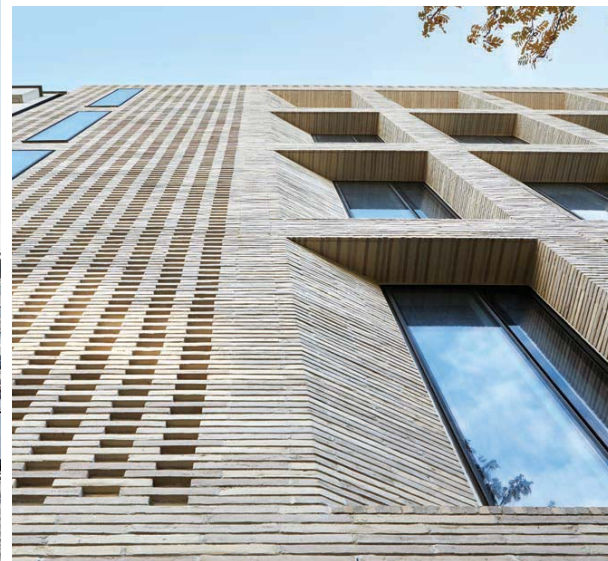
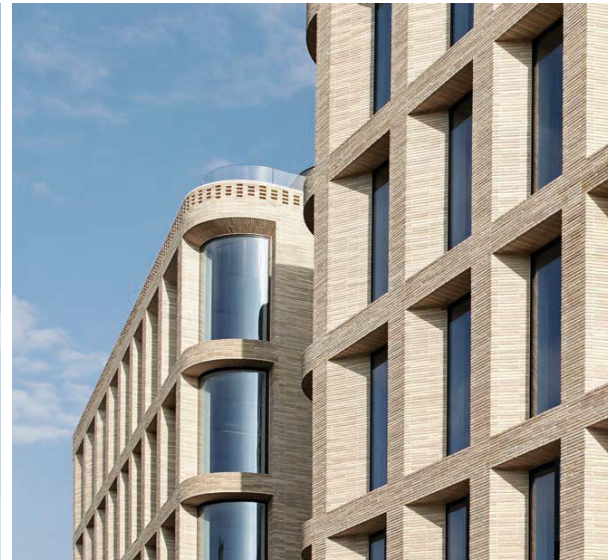
1.2 Summary of Pre-Application Discussions

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

- **Pre-Application Meeting 01** - Presented to Camden Council on 6th September 2017 (David Fowler (Case Officer) and Charles Rose (Design and Conservation Officer))
- **Pre-Application Meeting 02** - Presented to Camden Council on 17th October 2017 (David Fowler and Charles Rose)
- **Design Review Panel Meeting (Chair's Review)** - Presented to the Panel on 2nd March 2018 (David Fowler, Peter Studdert and Kay Hughes)
- **Pre-Application Meeting 03** - Presented to Camden Council on 14th March 2018 (David Fowler and Charles Rose)

1.3 Consultant Team

Client		55 Baker Street, London, W1U 8AN	PR Consultant	 GL Hearn Part of Capita Real Estate	280 High Holborn London WC1V 7EE
Architect		39 Plender Street, London NW1 0DT	Cost Consultant	 stace construction and property consultants	Eldon House 2-3 Eldon Street London EC2M 7LS
Project Manager		55 Baker St, London, W1U 8AN	Landscape Architect	 MACFARLANE + ASSOCS URBAN & ENVIRONMENTAL LAND PLANNING	64 Great Suffolk St London SE1 0BL
Structural Engineer	 engineeria structural and civil engineers	7 Ridgmount Street, London, WC1E 7AE	Daylight and Sunlight Consultant		63 Webber Street, London, SE1 0QW
Planning Consultant	 savills	15 Finsbury Circus, London, EC2M 7EB	Transport Consultant	 tpa Transport Planning Associates	25 Southampton Buildings, London, WC2A 1AL
Sustainability and M&E Consultants	 SILCOCK DAWSON & PARTNERS	45 Beech Street, London EC2Y 8AD			



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. 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 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.

"A refined and careful approach to materiality and formal massing in two angled sections have created a building with street presence, solidity and verve. It is distinctly superior to other commercial speculative office buildings."

RIBA Award Judges Comments

Client: Derwent London

Type: Offices & Restaurants

Location: Clerkenwell, London (LB Islington)

Size: 97,200 sqft

Status: Completed 2015

Awards: RIBA Award 2016

RIBA Stirling Prize Midlist 2016

Civic Trust Award 2017

FX Design Award UK Project 2016

BDA International & Worldwide Brick Award 2015



1.4.2 Piercy & Company Wakefield Street Townhouses

The light-filled, open-plan townhouses were among the first to be built in the Bloomsbury Conservation Area for more than 90 years. Securing planning permission for the scheme, on a constrained site and surrounded by a number of adjacent Grade II listed buildings, was a significant achievement.

Early client discussion centred on an apartment scheme, but Piercy&Company helped evolve a brief for townhouses better suited to the constraints of the site, creating large, flexible interior spaces and roof terraces typical of high end London residences.

A contemporary design echoes the materials and proportions of the surrounding historic fabric. Heavily textured masonry and finely detailed stone cills, lintels and stringer courses create a contextually sensitive skin whilst the window proportions and generous floor to ceiling heights reflect the rich architectural language of neighbouring Georgian buildings.

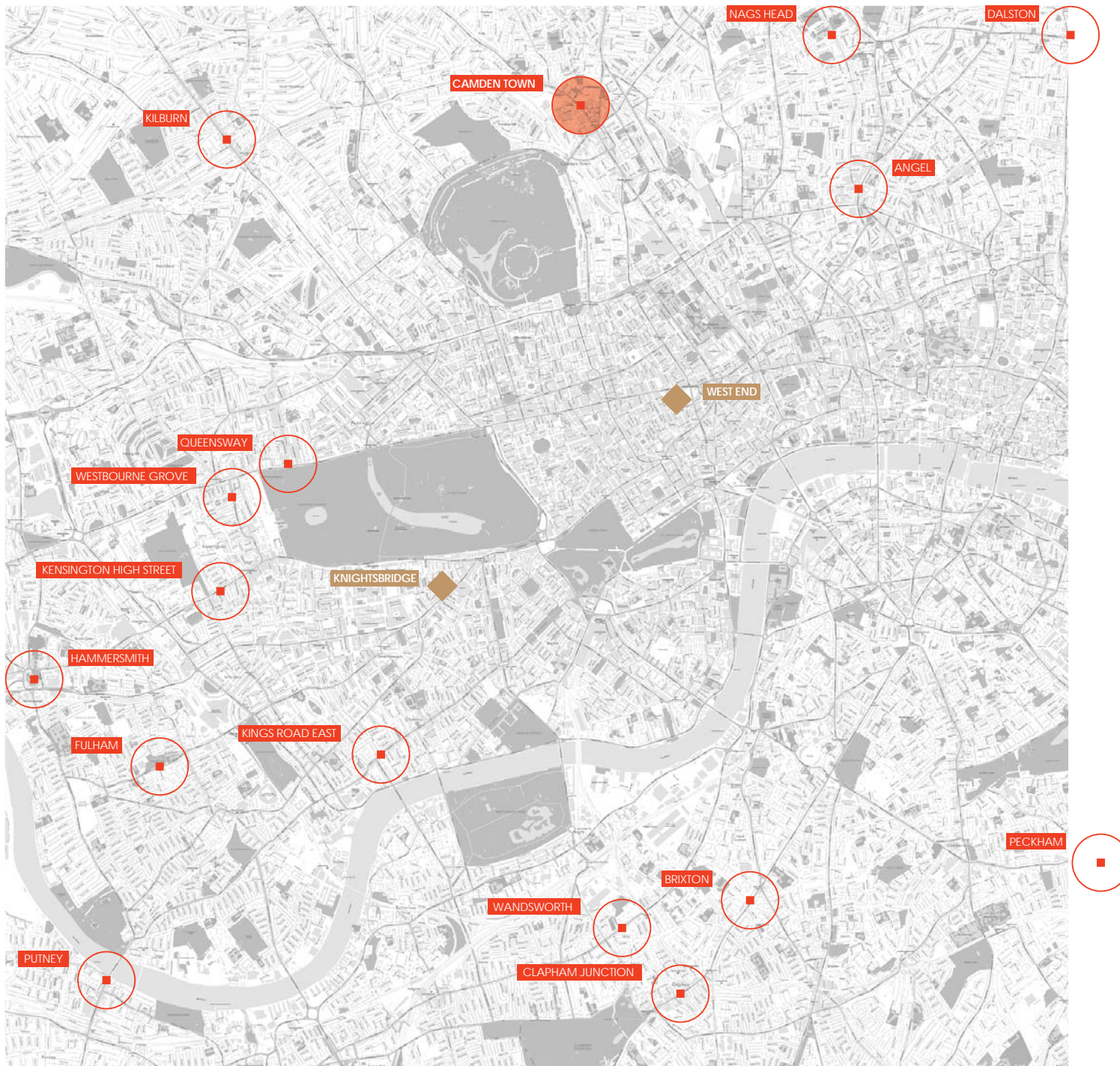
Creating additional space on the constrained site was critical and measures included cantilevering over the pavement at first floor level and extending the basement below the pavement. A continuous open stair between all floors – made possible by the introduction of a domestic sprinkler system – opens up views through the houses and is lit from above by a rooflight which draws light deep into the interior.

"These buildings are not pastiche. They are contemporary but they do not feel out of place. They feel well built and built in a way that makes it look like they will last."
Peter Murray, Camden Design Awards Judge

Client: Great Marlborough Estates
Location: Bloomsbury, London (Lb Camden)
Type: Townhouses
Gross Floor Area: 538 m2
Stage: Completed 2012
Awards: RIBA Award 2013
Camden Design Award 2013



2.0 Site & Context



2.1 Major Town Centres, London

2.1.1: The Mayor's Town Centres Supplementary Planning Guidance, SPG (2014) identifies Camden Town as a major town centre. The map on the left, locates Camden Town in the wider network of interconnected town centres surrounding the international centres of Central London (the West End and Knightsbridge).

2.1.2: As stated in the SPG, town centres are of fundamental importance to the capital and to the lives of Londoners. They are the focus of a wide range of uses including shopping and leisure, arts and culture, housing and employment, civic and social infrastructure.

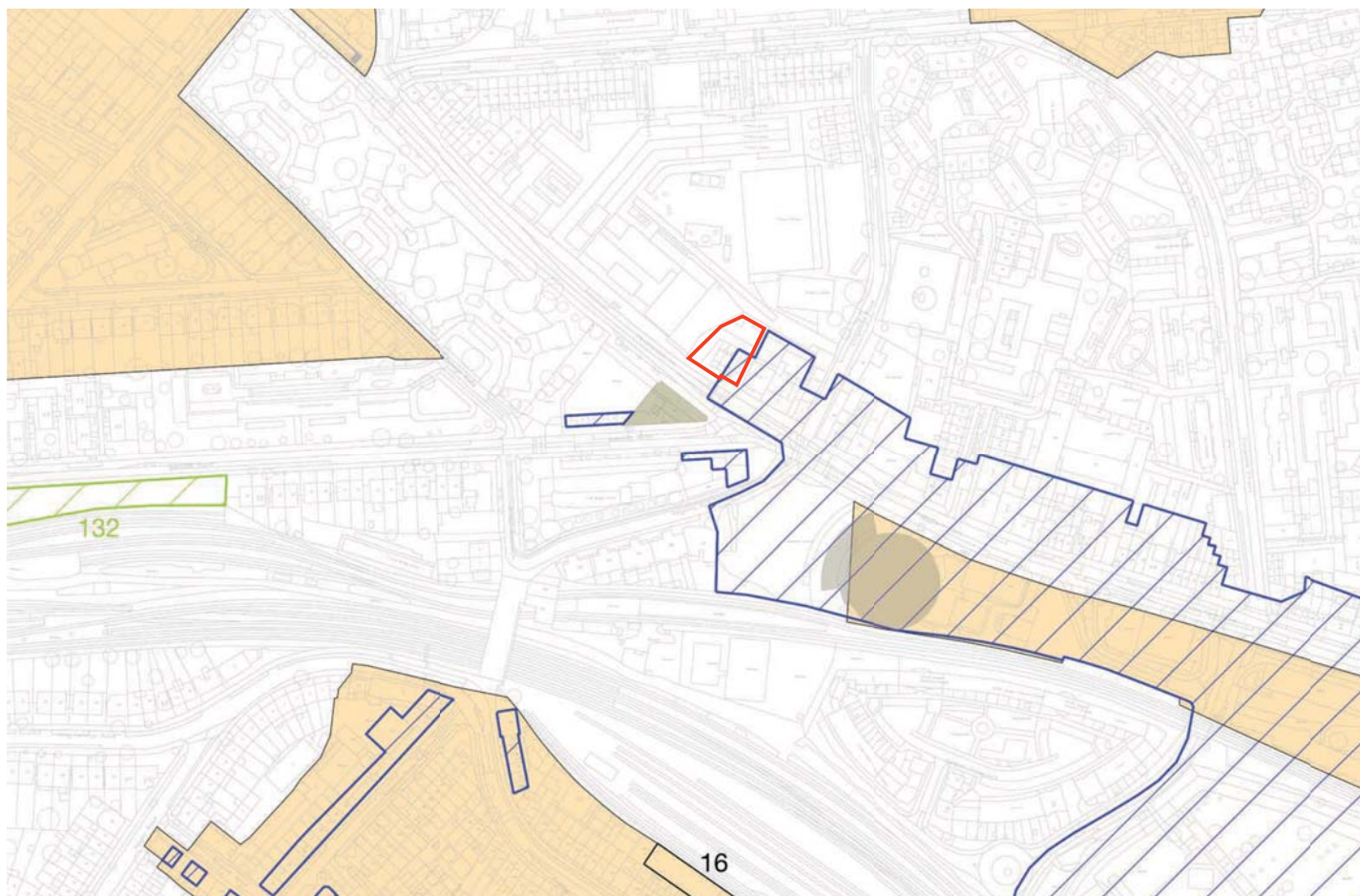
2.1.3: The project on 18-22 Haverstock Hill recognizes the importance of Camden Town as a major town centre. The design intent is to further supplement the increasing need for the amenities and mix of uses briefly mentioned above.

-  Major centre
-  International centre



2.2 Planning Policy Considerations

2.2.1: The extract from LBC Proposals Maps illustrates the proximity of the site of 18-22 Haverstock Hill to Camden Town Centre. In the existing scenario, two properties on the south east corner of the site are included as part of the town centre.



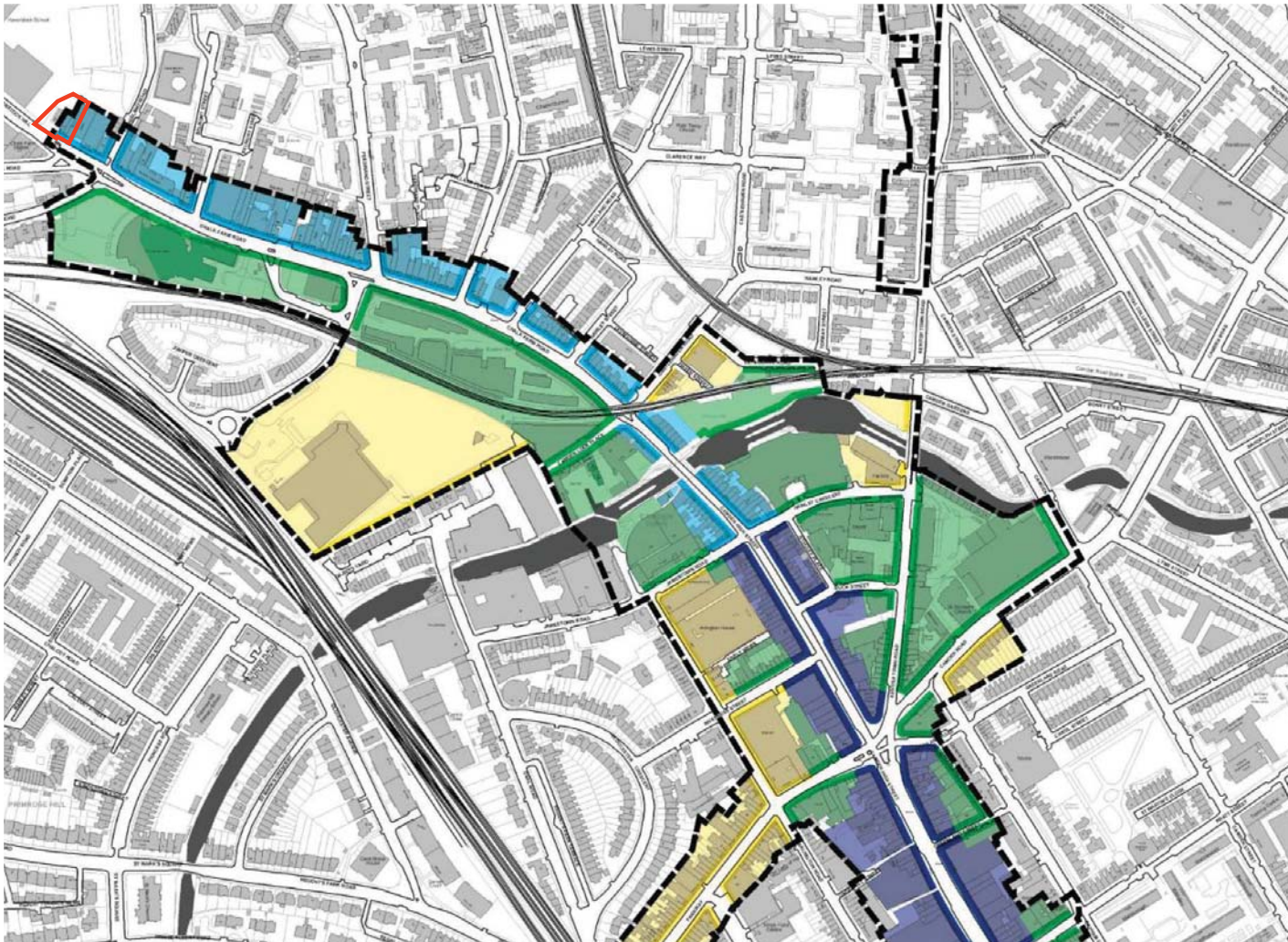
Extract from LB Camden Proposals Map



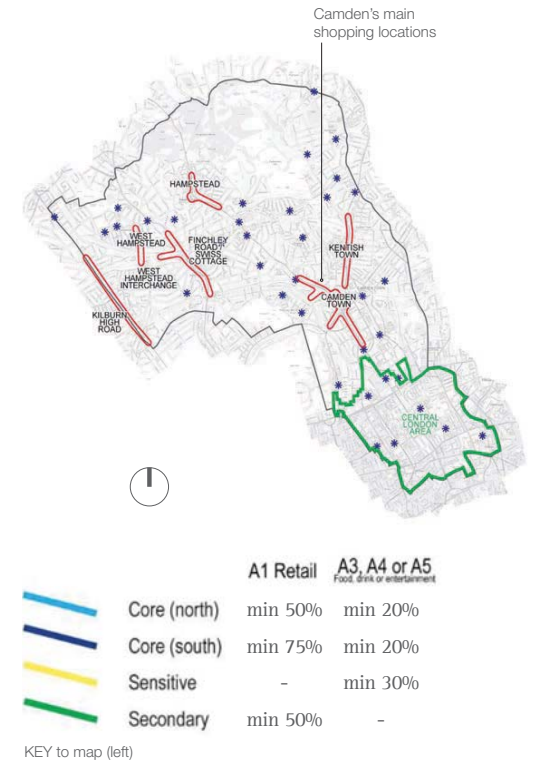
2.3 Camden Town Frontages

2.3.1: The map left shows that primary retail frontages are located on the north side of Chalk Farm Road, stretching from Camden Town up to the South East portion of the 18-22 Haverstock Hill site.

2.3.2: The map below identifies the major shopping locations and links to neighborhood centres in Camden Town, Kentish Town, Swiss Cottage and Hampstead.



Extract from LB Camden Planning Guidance



2.4 Public Transport Accessibility Level

2.4.1: PTALS are a detailed and accurate measure of the accessibility of a point to the public transport network, taking into account walking time and transport service availability. The method is essentially a way of measuring the density of the public transport network at any location within Greater London.

The site on 18-22 Haverstock Hill has a PTAL grading of 6a (0: very poor, 6b: excellent)

2.4.2: In terms of public transport the site is exceptionally well connected. It is:

- Located near 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 in front of the Chalk Farm Underground Station on the Northern Line.
- Within walking distance of Kentish Town West Overground Station.

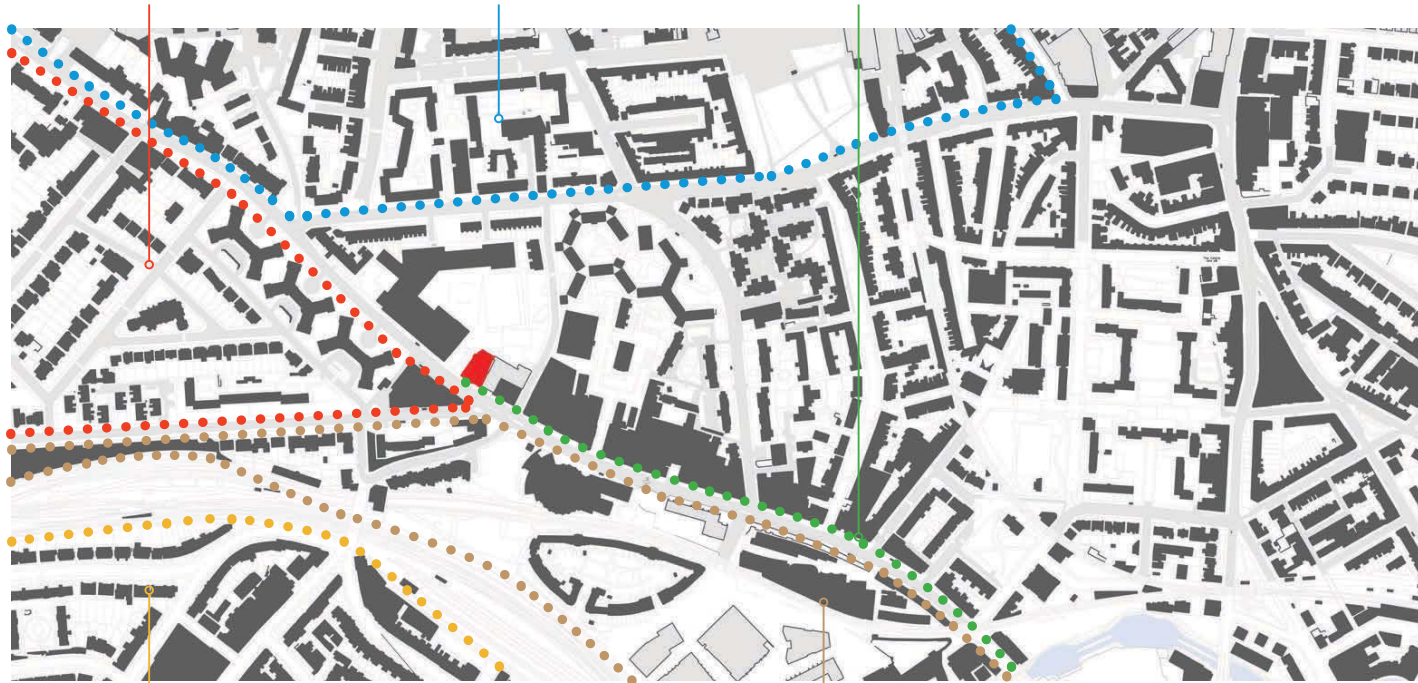
Future residents of a new housing scheme at 18-22 Haverstock Hill will also enjoy two of London's recognized public recreational features. Primrose Hill, located on the northern side of Regent's Park, is a 10 minute walk away and Regent's Canal, part of London's 'Blue Ribbon' network, is reachable in 5-10 minutes.



MANSION BLOCKS

GEORGIAN TOWNHOUSES

**MIXED USES &
RETAIL FRONTAGE**



GEORGIAN TOWNHOUSES

TRANSPORT & WAREHOUSE

Local Character Zones

2.5 Local Character Zones

The 18-22 Haverstock Hill site is located at the end of Chalk Farm Road, a busy commercial thoroughfare that stretches westwards from Camden Town centre.

As the images (left) illustrate, 18-22 Haverstock Hill stands as a transition site, marking the change from the commercial and transport dominated borough of Camden into the residential character of Belsize Park.

18-22 Haverstock Hill is bordered by Haverstock School playgrounds to the north and west and the Salvation Army meeting hall to the east. Opposite the site is the Grade II-listed Chalk Farm Station.



GEORGIAN TOWNHOUSES: Primrose Hill



MANSION BLOCKS: Belsize Park



GEORGIAN TOWNHOUSES: Belsize Park



TRANSPORT & WAREHOUSES: Camden Town



2.6 Surrounding Buildings

A: Grade II-listed 1907 Chalk Farm Underground Station designed by Leslie Green. London Underground's Northern Line runs parallel to the building under Haverstock Hill.

B: Eton Hall, Eton Place and Eton Rise are three six-storeyed, five-wing brick blocks in the neo-Georgian style, and designed by Toms & Partners in 1939.

C: Originally built as a railway repair shed by Robert Stephenson in 1848 the refurbished and Grade II-listed Roundhouse on Chalk Farm Road is now a popular music and performance venue.

D: The Salvation Army Hall is a two storey building set back from Chalk Farm Road and features a glazed elevation and curved roof.

E: Haverstock Hill School is a contemporary design (2005) composed of brickwork, render and copper screening.

F: Bridge House on Adelaide Road is a ground plus six storey brown brick residential block.



2.7.1: 1840's
TERRACED HOUSING



2.7.2: 1920's
SINGLE STOREY COMMERCIAL SHOPS



2.7.3: 2000's
CURRENT AND FUTURE DEVELOPMENT

2.7 Historic Densification of Chalk Farm Road

2.7.1: 1840's
Terraced housing was built as part of the Chalk Farm hamlet with land to the front of properties used as gardens for the houses. Terraced housing was designed with prominent corner buildings to signify the end of the terrace and corner of the street.

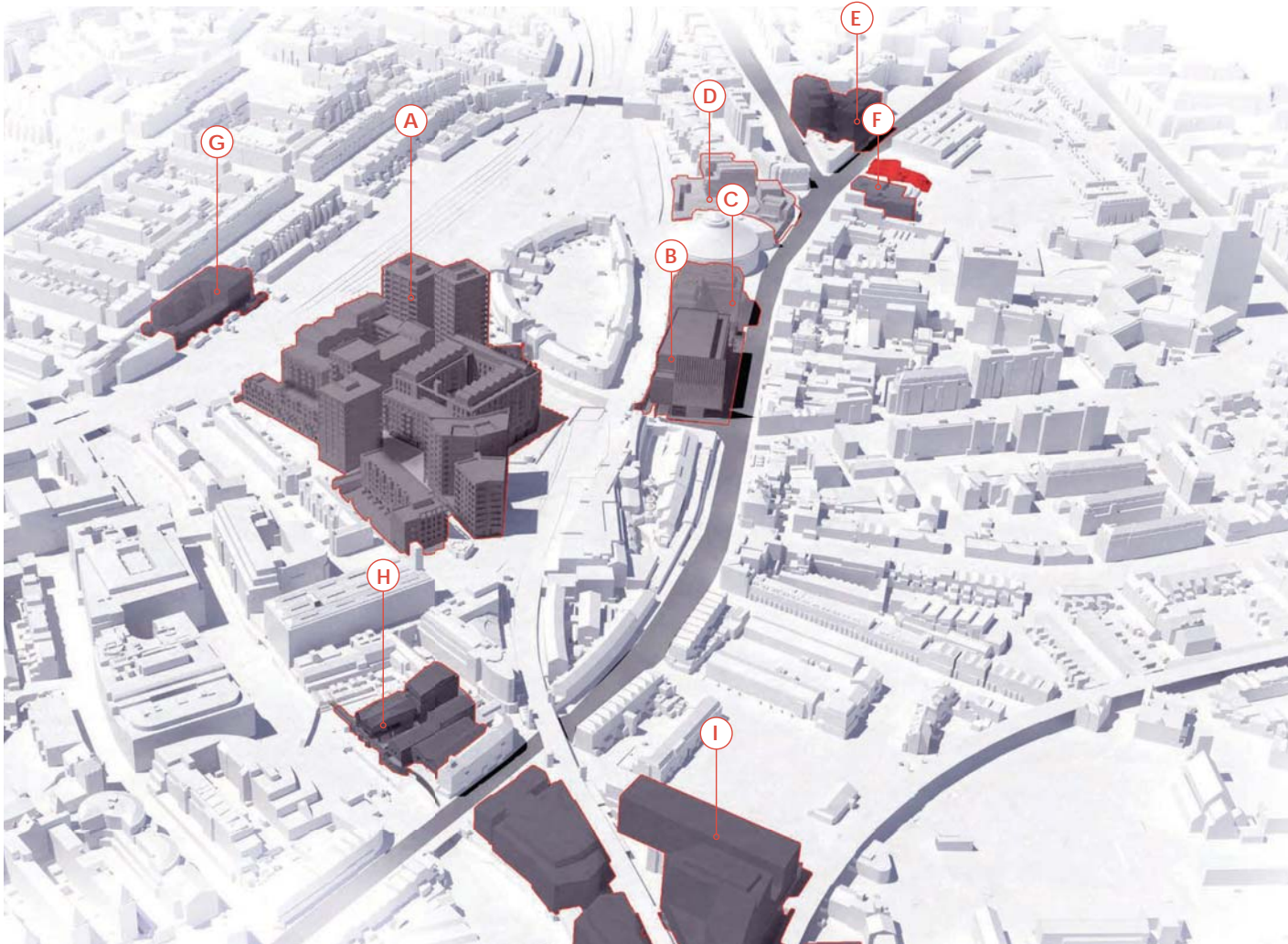
2.7.2: 1920's
Land used as gardens to the terraced properties was then replaced with single storey commercial units responding to the advancement of Camden Town centre and changes to local and national economic trends.

2.7.3: 2000's
There are now opportunities to build up to the street edge and increase the height of some existing plots in order to respond to current economic requirements and the shortage of quality housing.












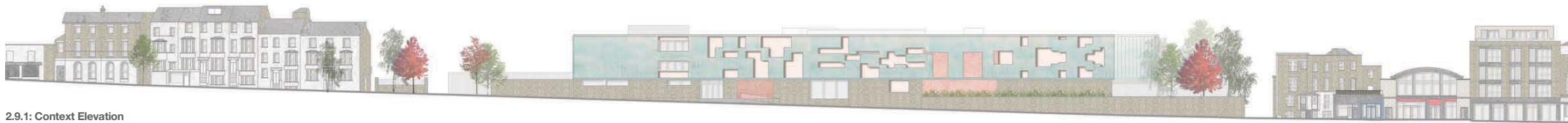
Aerial photograph of 18-22 Haverstock Hill (coloured brown) from 1920s

2.8 Emerging Context



Aerial View of Chalk Farm Road showing Schemes with Planning Consent or in Design Development

- | | |
|---|--|
|  | A. CAMDEN GOODS YARD
PLANNING CONSENT NOV 2017
MAX HEIGHT G+13 |
|  | B. PETROL FILLING STATION
PLANNING CONSENT NOV 2017
MAX HEIGHT G+6 |
|  | C. 100 CHALK FARM ROAD
PLANNING CONSENT JUN 2016
MAX HEIGHT G+6 |
|  | D. THE ROUNDHOUSE THEATRE
IN DESIGN DEVELOPMENT
MAX HEIGHT G+5 |
|  | E. 5-17 HAVERSTOCK HILL
PLANNING CONSENT DEC 2016
MAX HEIGHT G+6 |
|  | F. MARINE ICES
PLANNING CONSENT OCT 2015
MAX HEIGHT G+4 |
|  | G. 44 -44a GLOUCESTER ROAD
PLANNING CONSENT NOV 2015
MAX HEIGHT G+4 |
|  | H. CAMDEN LOCK MARKET
PLANNING CONSENT FEB 2016
MAX HEIGHT G+4 |
|  | I. HAWLEY WHARF
PLANNING CONSENT DEC 2012 - ON SITE
MAX HEIGHT G+8 |



2.9.1: Context Elevation



2.9.2: Context Plan

2.9 Site Plan & Elevation

2.9.1: The two-page spread identifies surrounding plots in plan and elevation, highlighting the variety of heights along the north side of Chalk Farm Road.





View 01



View 02



View 03



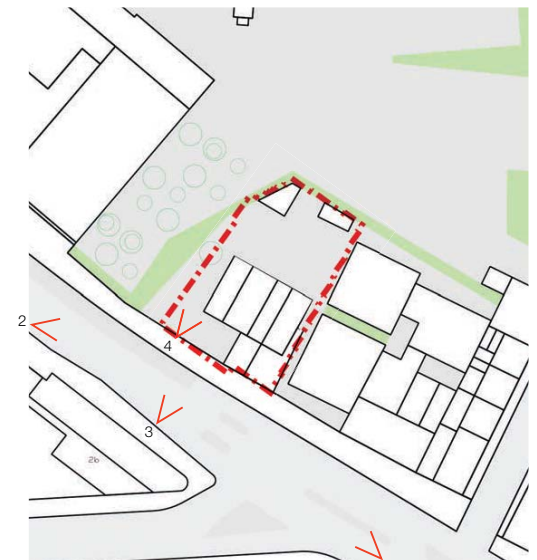
View 04

2.10 The Existing Building

The existing buildings on the 18-22 Haverstock Hill site consist of three Georgian townhouses (18/18a, 20 & 22) which collectively house 11 apartments (arranged internally in a very convoluted manner). The existing structures are composed of a lower ground floor, ground floor and two upper storeys in a traditional terraced arrangement.

The main facade, which shows evidence of renovation and addition over time, is relatively indistinguished. The only notable feature being the steel entrance canopy, steps and railings. The houses front onto a characterless open space currently used for car parking and refuse bin storage. Two small retail units (A1 & A5) at the east end of this area create a terrace for the first floor flats.

The side elevation, facing Haverstock School, consists of a white render facade and alleyway that gives access to the rear car park.



Site Plan