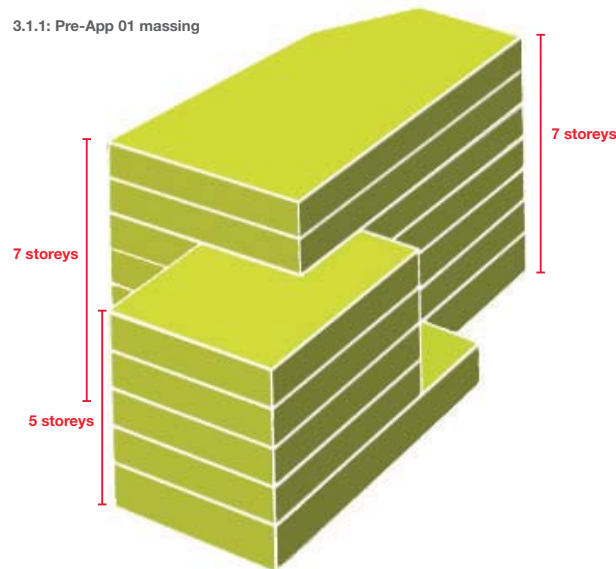

3.0 Design Drivers & Evolution

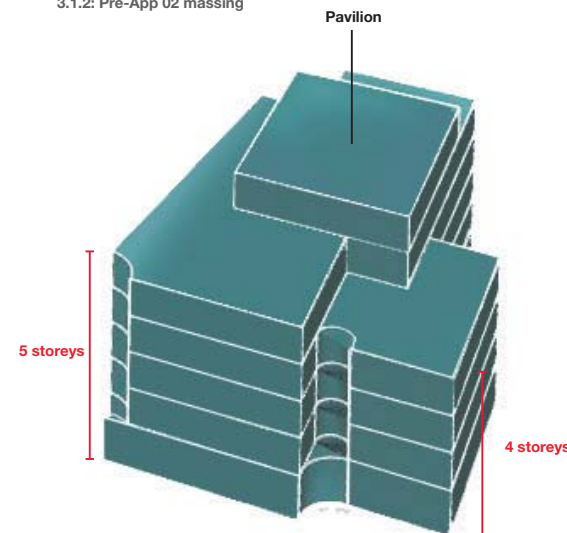
3.1.1: Pre-App 01 massing



Summary of PRE-APPLICATION 01 Massing

- Overlapping 7- and 5- storey massing blocks were proposed with a servicing courtyard facing towards Haverstock Hill.
- The building stepped back on its eastern edge. Its northern and western facades, both featuring glazing were positioned just inboard of the site boundary.
- No particular concern was raised with regard to overlooking the school. Notwithstanding this, a further setback to the massing at the rear was suggested.
- Support was given to the proposed extension of the development to the existing pavement edge on Chalk Farm Road, as this is also the case in the Marine Ices development.
- The proposed G+4 massing facing Haverstock Hill was deemed acceptable. However, the G+6 massing at the rear was not.
- Support was given to the massing strategy of breaking the form into separate volumes.
- No service bay was required to the retail units on the basis that the existing retail units along Haverstock Hill and Chalk Farm Road do not feature servicing bays.

3.1.2: Pre-App 02 massing



Summary of PRE-APPLICATION 02 Massing

In response to the Pre-App01 comments:

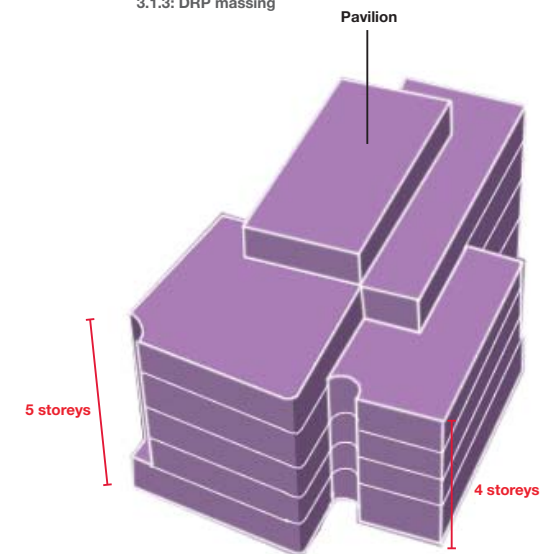
- The massing was reduced by 2-storeys at the front and rear resulting in a 4/5 storey street elevation and a 5 storey rear facade.
- The facade notches inboard of the site boundary at the North West corner of the site.
- The front facade is articulated with concave forms.
- A set-back rooftop pavilion is proposed.

Received comments were as follows:

- The rooftop pavilion reads as an additional storey which was thought unacceptable.
- Overall heights needed to be adjusted to align with neighbouring developments.
- Glazing and facade positions on the west side should be reconsidered so as not to prejudice development on the neighbouring site.
- The proportions and articulation of the front facade and the exact location of the sculptural corner elements need further design development.

3.1 Pre-Application Design Development

3.1.3: DRP massing



Summary of DRP Massing

In response to the Pre-App02 comments and subsequent requests from the Council's internal review panel:

- The top floor pavilion reduced in height and area further lessening its visual impact on long and short street views.
- The tops of the front two blocks have been reduced in height so as to relate better to neighbouring developments.
- The front facade is angled out, following the street line, creating a less abrupt corner facing Haverstock Hill and a more dynamic corner composition addressing Chalk Farm Road.
- Windows are removed from the western boundary facade and the northern portion of this elevation is set back 3m from the site edge.
- The composition of the facade has been simplified.

3.2 Consultation

The project team has sought to speak to neighbours, local residents and relevant stakeholders as part of the pre-submission engagement on this project. The developer is committed to engaging with the local community when it brings forward development proposals and appointed a dedicated consultancy team (the strategic communications team at GL Hearn) to oversee this.

Council engagement

Throughout the consultation period, the project team has met planning and other technical officers from Camden at formal pre-application meetings. This has also included discussions with the council's Design Review Panel. The final proposals have been informed by these consultations.

Stakeholder engagement

A meeting was arranged with the three councillors for the site, representing the Haverstock ward at Camden Council. A meeting was also set up with representatives of Haverstock School, one of the site's closest neighbours, to discuss and receive feedback on the proposals.

Public engagement

A drop-in event was arranged for local residents, held on a weekday evening at Haverstock School. Invitations were sent out to just under 500 local properties advertising the event, with anyone unable to attend able to contact the team to request more information. Information packs and team members were available at this event and attendees were able to discuss the proposals for the site.

The feedback received on the draft proposals has been very positive, with many of the people who have viewed the plans commenting positively on the design and appearance of the new building. The team have sought to respond to questions and queries where received, and update the plans as necessary in line with the feedback received.

More information on the local engagement undertaken as part of this project can be found in the Record of Engagement submitted as part of the planning application.



18-22 Haverstock Hill Public Consultation Event

3.3 DRP

Summary

The scheme was taken to a DRP (Chair's Review) on 2nd March 2018 with Peter Studdet and Kay Hughes acting as reviewers. The panel supported the design and massing of the scheme. They had suggestions to improve details of the facade and wanted to see elements of the internal apartment layouts improved. Comments that required a response are noted below together with the subsequent action of the Design Team (DT) in blue.

DRP (Architectural Expression): The majority of buildings on Chalk Farm Road are characterised by separate top and bottom sections, but this building is designed as a single object with one facade material. The panel suggests the architects look further at whether their designs can do more to reflect the character and distinctiveness of their surroundings.

DRP (Architectural Expression): The use of white facade tiles (bricks) is problematic for a site next to a busy road. They are likely to become dirty very quickly, particularly on the prominent west-facing elevation. A darker material that can be washed down, such as faience, may be a better choice.

DT Response: The ground floor and first floor facade material has been changed from a white brick to a white glazed brick. This subtly differentiates a 'base' and a 'top' to the building (further differentiation is given by the large amount of glazing at ground floor level). The glazed brick is non-porous and is therefore easy to clean. It also references the ceramic ground floor treatment to a number of corner buildings on Chalk Farm Road.

DRP (Architectural Expression): The facade should be designed to accommodate the shop signs that will be needed once the ground floor retail units are occupied. These should be designed into the building from the start, and may also help to introduce exuberance into the architecture and reflect the Chalk Farm Road surroundings more directly.

DT Response: The ground floor glazing has been raised in height. This provides space for a signage zone within this area. See section 4.0 for detailed shopfront elevations and sections.

DRP (Architectural Expression): The architecture of the distinctive west corner, facing towards Haverstock Hill, needs to be further developed to create the strong feature envisaged. A different material might help to enliven the corner, while lengthening windows could also strengthen the design.

DRP (Relationship to neighbours): The panel notes that the blank west facade facing the vacant, council-owned site between the development and Haverstock Hill School has been introduced in case the school expands. However, as this is not thought to be likely, the restrictions placed on development at 18-22 Haverstock Hill seem unnecessary. The panel suggests that the possibility of the vacant adjoining site being included in the development should be fully explored.

DT Response: The small windows in the concave corner curve have been removed. New full height windows on the west facade have been introduced. Many of the existing corner buildings on Chalk Farm Road feature windows mirrored about a corner. This accentuates the corner and the revised design matches this contextual element by introducing full height windows and a recessed brick bay on the previously blank west facade.

DRP (Site Coverage): The site coverage has created basement garden spaces which are both too dark and too small. In particular, the north-west basement garden will be one and-a-half storeys below ground, and too small and dark for a flat designed for family use. Pressure on spaces at the rear of the development should be reduced, and the basement may need to be made smaller to avoid spaces that are too deep in the slope at the back of the site.

DRP (Internal Layout): The single-aspect, north-facing basement accommodation is of particularly poor quality and should be reorientated.

DT Response: The north-west duplex unit's garden has been more than doubled in size by cutting back the site coverage on the west and north sides. Adding a courtyard on the west side means that all three of the duplex units are now dual aspect. These units all comply with daylighting standards and offer good family apartments with garden spaces.

DRP (Internal Layout): The plans include long basement corridors, which are likely to be dark. These should be reduced in length to create more pleasant spaces.

DT Response: The duplex units have been reconfigured so that they are all entered on the ground floor (upper level). This means that the communal basement corridor will not be used by residents to enter their units.



DRP Design Image



DRP Design Image



Proposed Design in response to DRP



Proposed Design in response to DRP

DRP (Internal Layout): Bicycle storage in the basement, accessible only via the single shared lift, is awkward and residents will be much less likely to use it. This should be relocated to the ground level.

DRP (Internal Layout): The location of the rubbish bins in the basement is likely to cause problems, as they will have to be taken up in the single lift and through the lobby, which will undermine the quality of the space.

DT Response: Basement Bike and Bin stores accessed via stairs and lifts are a standard proposal. Locating these at ground floor level with separate access will take up valuable retail area and frontage. The Design Team proposes that these rooms should be kept in the basement.

DRP (Internal Layout): The ground floor entrance should be wider and more generous, creating a lobby with a sense of arrival, as well as room for delivery space and letter boxes.

DT Response: The entrance space is 1.8m wide and includes post boxes/ delivery space. A glazed panel next to the entrance door will give natural light into the space.

DRP (Internal Layout): The south-east corner units above the main entrance on Levels One, Two and Three will only be lit from the front by a small window. This is not sufficient, and such deep spaces will require more window space.

DT Response: An additional window (1900mm high x 1050mm wide) has been introduced.

DRP (Internal Layout): The recessed facade area next to the main entrance also includes windows on Levels One, Two and Three which are very small in relation to the rooms they serve.

DT Response: These windows have been increased in size and measure 2025mm high x 860mm wide.

DRP (Internal Layout): The southern section of the central corridor on Levels One, Two and Three would provide more useable space if it was included within the unit to the east, rather than as part of the corridor.

DT Response: The corridors in question have been reduced in length. The area is given to the residential units to create a useful lobby space.

DRP (Internal Layout): A single lift may not be sufficient to serve a building of this size. Although accessible flats are located on the ground floor, it is not only people with acknowledged access needs who will be inconvenienced when the lift is out of service, particularly if it is required for bicycle storage and rubbish collection.

DT Response: The Design Team considers that a large single (15-person) lift is sufficient for a development of this size.

DRP (Internal Layout): The amenity space at roof level is likely to require communal storage for items used in the space, such as chairs.

DT Response: A storage unit has been included adjacent to the terrace.

DRP (Relationship to neighbours): The mature cherry tree on the vacant site is an asset, and the applicants should fully explore options for retaining it.

DT Response: The applicant's arboricultural survey identifies a total of 6 trees located adjacent to the site, all of which have the potential to be affected by the proposed development. The mature cherry tree (a Category B tree) is growing very close to the site boundary retaining wall and is pushing against the wall, resulting in temporary remedial repairs. Whilst the design team has sought to retain this cherry tree, it has become clear that the existing retaining wall would need to be replaced, irrespective of the nature of the proposals. Given the desire to retain the tree, a meeting was held with the Council's tree officer (Tom Little) and was subsequently agreed that the tree should be removed. In order to mitigate the loss of this tree (and the other very low quality trees i.e. Category C), it is proposed to plant additional, high quality replacement trees, as set out in the proposed landscaping plan.

DRP (Relationship to neighbours): The building is set back from the neighbouring Salvation Army building on the east side of the site. However, the balconies that project towards the building may still restrict its future development and it may be preferable to locate them on the east side of the building instead.

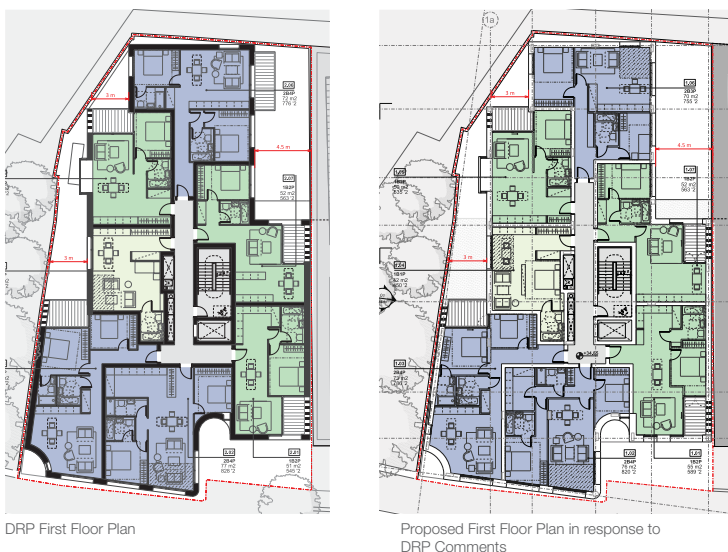
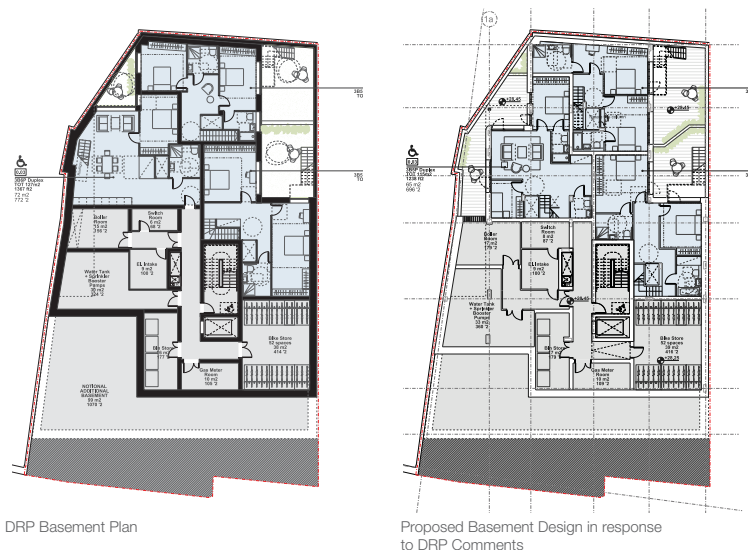
DT Response: The balconies have been removed. The lost space has been given back as extra internal space to the apartments in question.

DRP (Landscaping): The landscaping proposed for outside spaces will require long-term management. A provision should be included in the lease to ensure it is maintained properly.

DT Response: Agreed

DRP (Landscaping): The design team needs to ensure that the trees at the front of the building have sufficient canopy space to thrive.

DT Response: Following consultation with a tree specialist and advice relating to security and landscaping the tree and ground floor recessed space has been removed.





Front Facade detail

3.4 White Brick Facade

The key elements of the building's main facades are set out left and below:

- White brick to upper levels
- Glazed white brick to ground and first floors
- Grey or white mortar
- 500mm deep brick reveals at all window openings with brick soffits
- Curved special bricks at corners
- Bronze coloured window frames and handrails

3.5 Site Concept Diagrams

3.5.1: The site (red) is located in a strategic urban position in front of the Chalk Farm Tube Station, ending a system composed by a series of blocks along Chalk Farm Road.

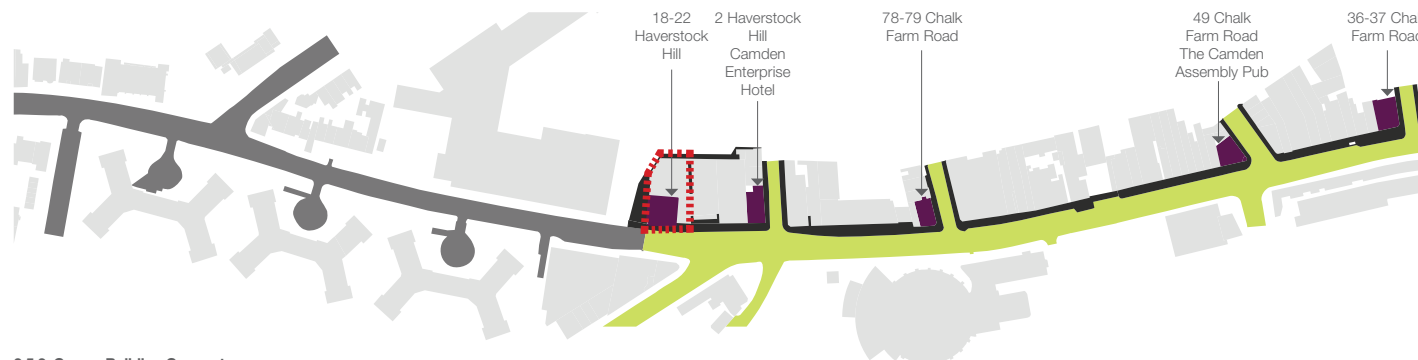


3.5.1: Site Plan



3.5.2: Building Typologies

3.5.2: In urban typology terms the site belongs with, and should relate to, the architecture on the northern side of Chalk Farm Road rather than the larger scaled mansion block typology that characterizes Belsize Park.



3.5.3: Corner Building Concept

3.5.3: An analysis of the architecture on the north side of Chalk Farm Road shows that the ends of urban blocks are celebrated with corner buildings. These are typically larger in terms of height and mass and display better quality architecture than their neighbours. The site's location at the corner of an urban block and at the start/end of Chalk Farm Road lends it this Corner Block Identity. An analytical study of the Road's corner buildings is presented overleaf.



2 Haverstock Hill - Camden Enterprise Hotel

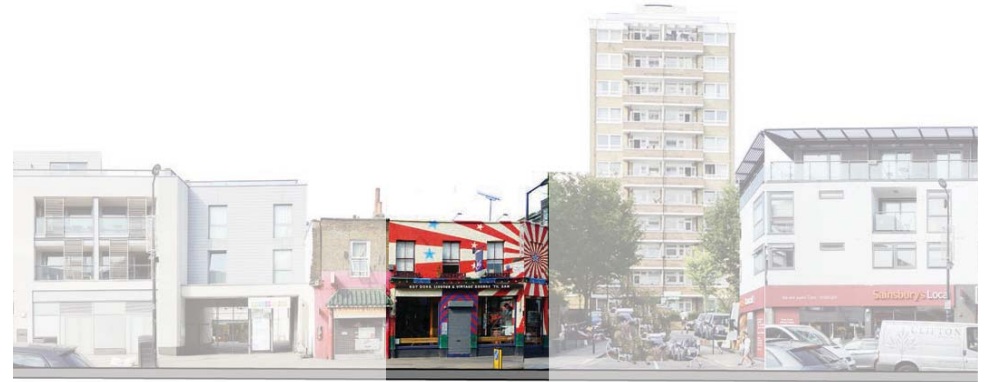
- Step-up in height from neighbouring plots
- Massing to street edge
- Ground plus two storeys
- Ceramic clad columns and glazing to public house at ground floor
- Signage integrated with top of building band
- Corner expressed through symmetry (windows mirrored around corner)
- Brick and plaster facades
- Window hierarchy - smaller windows over larger
- Main facade three bays wide, side facade two bays wide



Corner of Chalk Farm Road and Crogsland Road

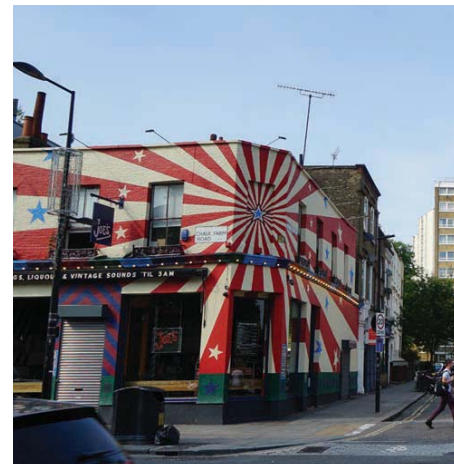


Main facade to Chalk Farm Road

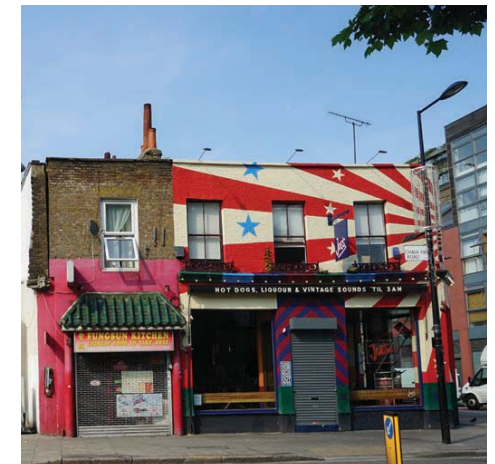


78-79 Chalk Farm Road

- Step-down in height from neighbouring plots
- Massing to street edge
- Ground plus one storey
- Brick facade with painted pattern
- Feature chamfered corner with windows set out either side
- Painted brick and plaster facades
- Main facade three bays wide, side facade four bays wide



Corner of Chalk Farm Road and Belmont Street



Main facade to Chalk Farm Road

3.6 Analysis of Key Corner Buildings on Chalk Farm Rd



49 Chalk Farm Road - The Camden Assembly Pub

- Step-up in height from neighbouring plots
- Massing to street edge
- Ground plus two storeys
- Ceramic clad columns and glazing to public house at ground floor
- Cornice at top of building
- Feature curved corner with glazing and ceramic tiles. Chamfered entrance at street level
- Corner expressed through symmetry (windows mirrored around corner)
- Brick (painted) and plaster facades
- Window hierarchy - smaller windows over larger
- Main facade three bays wide, side facade two bays wide



Corner of Chalk Farm Road and Ferdinand Street



Main facade to Chalk Farm Road

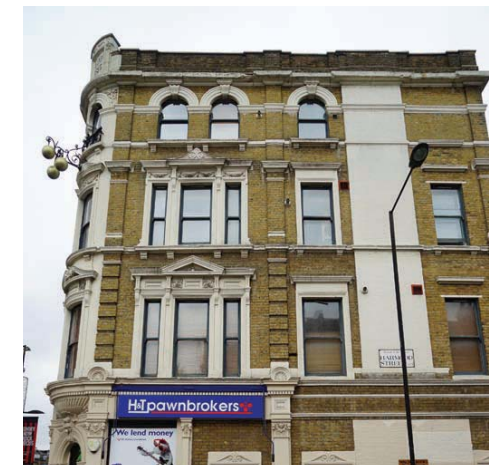


36-37 Chalk Farm Road

- Step-up in height from neighbouring plots
- Massing to street edge
- Ground plus three storeys
- Columns and large areas of glazing to public house at ground floor
- Cornice at top of building
- Feature curved corner with glazing and signage
- Corner expressed through symmetry (windows mirrored around corner).
- Brick and plaster facades
- Window hierarchy - smaller windows over larger
- Main facade two bays wide, side facade two bays wide



Corner of Chalk Farm Road and Harmood Street



Side facade to Harmood Street



3.7.1: 36-37 Chalk Farm Road Facade Elevations



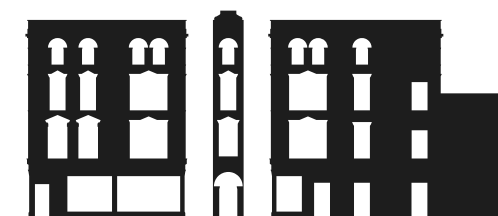
3.7.2: 36-37 Chalk Farm Road Facade Photos



3.7.3



3.7.4



3.7.5



3.7.6

3.7 Analysis of 36-37 Chalk Farm Road

The drawing and the photos on the left (**3.7.1 & 3.7.2**) present the facades of 36-37 Chalk Farm Road; a distinguished example of the Road's 'Corner Buildings'.

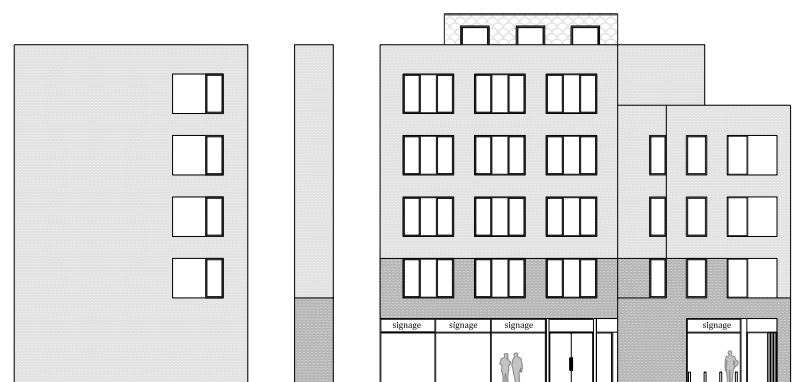
The building is characterized by the following features:

3.7.3: Different material treatment on ground floor.

3.7.4: A feature corner which is chamfered at ground floor and curved above.

3.7.5: A combination of large bay windows with smaller more vertical orientated openings.

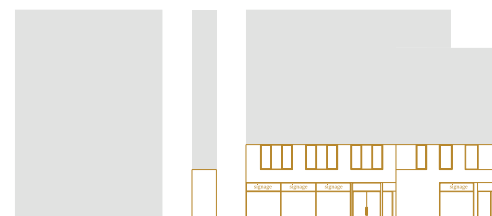
3.7.6: A polychrome facade created by pale yellow/brown bricks and white render.



3.8.1: 18-22 Haverstock Hill Facade Elevations



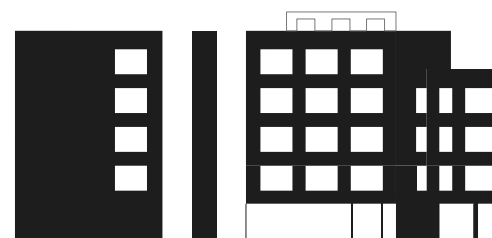
3.8.2: 18-22 Haverstock Hill - Image of the building corner



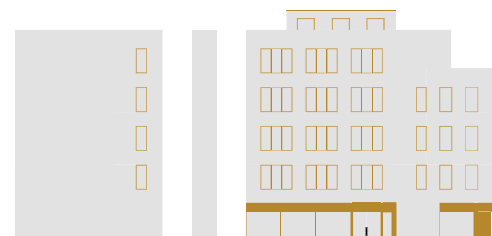
3.8.3



3.8.4



3.8.5



3.8.6

3.8 Design Principles

The previous analysis is here applied to the proposal's elevations.

The design is characterized by the following features:

3.8.3: Different material treatment on building base (glass and white ceramic brick).

3.8.4: A feature corner which is curved and concave.

3.8.5: A combination of large bay windows with smaller more vertical orientated openings.

3.8.6: A polychrome facade created by articulated window frames and white bricks.

3.9 Architectural Precedents

Presented here are an eclectic set of images, encompassing both local and international buildings, that together have acted as inspiration for our project. A summary list of the features of these precedents is shown below:

- A light materiality that progresses from the base to the top.
- Volumes punctuated with openings rather than a frame-defined facade.
- Large, simple windows reducing the apparent scale of the facade.
- Different celebrations of the building corner including curves, signage, additional massing and sculptural cuts.
- A sense of end-of-terrace buildings being treated in a different way to their neighbours.
- A combination of matt and reflective building materials.



Bison on Chalk Farm Road by Fay Goodwin



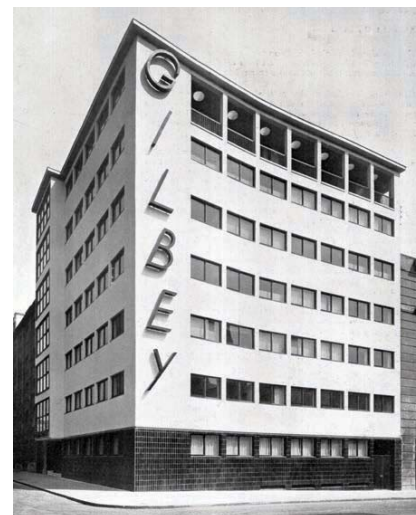
Peek & Cloppenburg Store, David Chipperfield Architects: **Large Deep Set Openings**



Mornington Crescent, Camden: **White End of Terrace Housing**



Chalk Farm Station: **Detail of Curved Faience Blocks & Arches**



Gilbey House, Serge Chermayeff, 1937: **Expression of Base, Corner & Top**



Sala Ayutthaya, Thailand: Onion: **Concave Curved Brickwork**



The Boston, Tufnell Park: **Celebrating the Corner**



House in Melides, Aires Mateus: **Sculpted Corner Cutouts**



Residential Building, Milan: Asnago & Vender: **Materially Defined Base & Top**



Isokon Building, London: Wells Coates: **Camden's Iconic White Modernism. Curved Corners.**



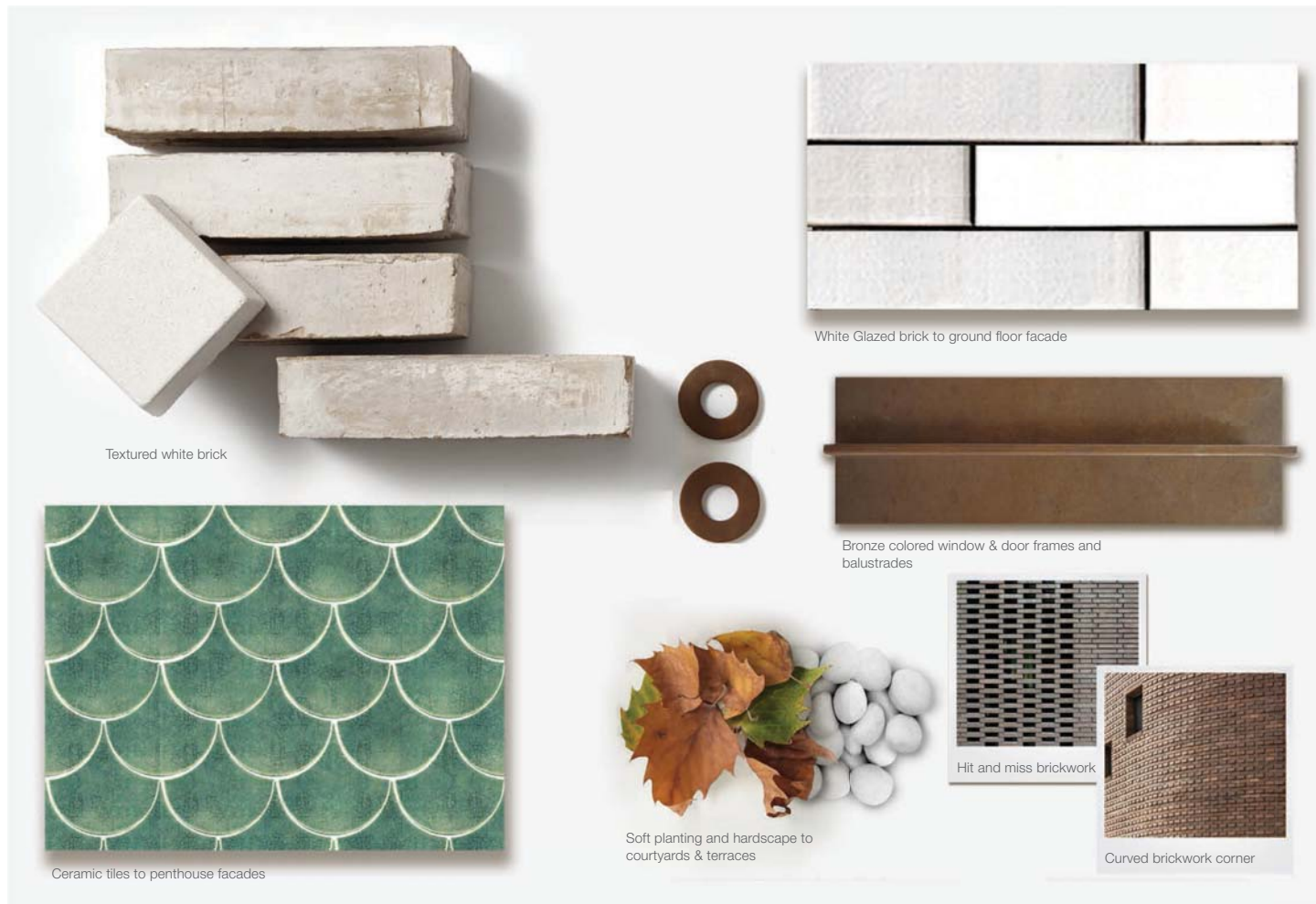
Study Model, Caruso St John: **Subtly Changing Apertures**

3.10 Material Palette

The building's material palette of white brick, bronze and glass has been inspired by Camden's rich heritage of white buildings as well as the distinctively coloured corner buildings and light toned buildings on Chalk Farm Road.

This simple palette is supplemented with special detailed features: ceramic tiling to the penthouse facades; curved masonry corners and hit and miss brickwork to balconies.

A communal roof terrace and the small public court at ground floor feature simple designed areas of hard and soft-landscaping.



3.11 Massing moves

Pushing, modelling and cutting into the building mass creates an appropriately scaled contemporary corner building on Chalk Farm Road. The scheme's corners are celebrated by means of sculpted cuts, angles and curves.

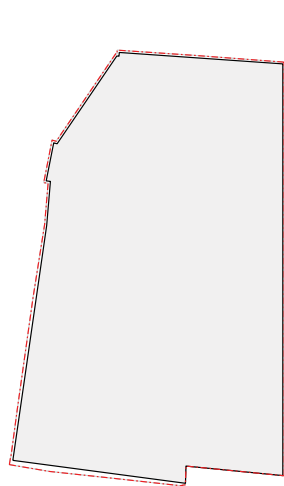
3.11.1: The site is notionally filled with mass.

3.11.2: Insetting the mass on each of the four elevations breaks the massing down into a series of well proportioned volumes, addressing overlooking and privacy issues with neighbouring sites.

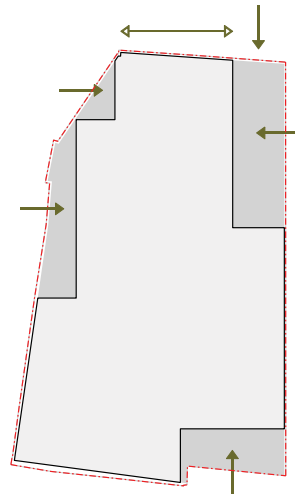
3.11.3 & 4: On the top floors the mass is further inset to reduce the apparent height and scale of the building and create opportunities for private and shared terraces.

3.11.5: The corner addressing Haverstock Hill is treated as a special sculptural element.

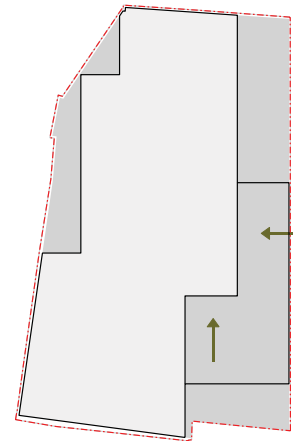
3.11.6: The corner facing Chalk Farm Road and the gap between the blocks are also further articulated with curves.



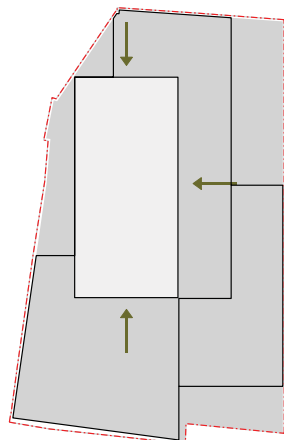
3.11.1



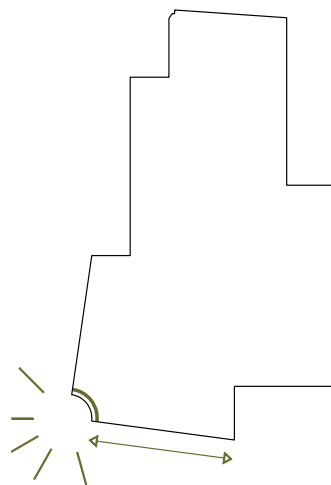
3.11.2



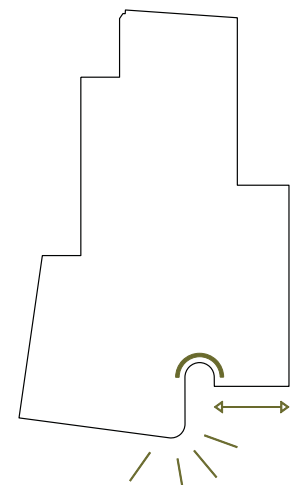
3.11.3



3.11.4



3.11.5



3.11.6



3.12 Overlooking and Amenity

The site borders different properties to the north (school), west (council) and east (Salvation Army). Detailed discussions with the Council's Case Officer and Design Officer have informed the following strategy:

A: West facade featuring windows set back 3 m from site boundary.

B: Only two units per floor are single (west/south) aspect. All other apartments are dual or triple aspect.

C: Where apertures are set closer than 3 m to the site boundary they become oriel windows with front portion blanked to prevent direct overlooking.

D: Walls on or close to the west and east boundaries are solid with portions of hit and miss brickwork to balconies.

E: The rear facade facing the Salvation Army site is set back by 4.5 m. Assuming a mirrored development adjacent would give an open courtyard 9 m wide. Windows are placed and sized to enable a staggered arrangement in future to prevent direct overlooking.

F: Following the precedent of the Marine Ices development the north facade overlooking the school yard does feature some glazing. This has been minimized in area (38 sqm of glazing compared to 60 sqm on Marine Ices).

G: Due to its proximity to the noise and pollution generated by traffic on Haverstock Hill this 2-bed unit does not feature a balcony. This area has been re-provided as additional interior space. Residents can also take advantage of the shared terrace on level 04.

H: Two other units do not have balconies (due to overlooking issues) and as a result are oversized.

4.0 Design Proposal



Site Plan



South-West Elevation



DRP Model Photo: Scale 1:500



DRP Model Photo: Scale 1:200



DRP Model Photo: Scale 1:200



DRP Model Photo: Scale 1:500



DRP Model Photo: Scale 1:200



DRP Model Photo: Scale 1:200



View of the Ground Floor and Public Realm