

---

# 10.0 Conclusions



---

## 10.1 Summary of Benefits

18-22 Haverstock Hill is a key site which sits at the head of Chalk Farm Road and addresses the Grade II listed Chalk Farm station opposite. It has excellent transport connections and links to nearby amenity and offers a superb opportunity for high quality architecture, and well-designed residential and retail units.

The current provision of 11 apartments, retail units and public realm are poorly designed and represent a missed opportunity to set a positive architectural precedent for Chalk Farm Road development and provide much needed housing in the Borough.

Our proposal offers 29 new residential units in a range of sizes. The majority are dual or triple aspect and all have access to external amenity space in the form of balconies, a shared roof terrace and (in the case of the ground floor duplex units) gardens.

A full active retail frontage is proposed at ground floor together with a landscaped front courtyard and an entrance lobby to the residential units above. The design is intended to demonstrate high standards of sustainable design and construction. 95 m<sup>2</sup> of PVs and 130m<sup>2</sup> of green/sedum roof are proposed on the upper levels.

The massing has been carefully designed to provide the proposed apartments with light and views whilst being mindful of privacy and future development constraints generated by the adjacent sites.

The architecture is modern and contextual, responding in mass, form and material to Chalk Farm Road's corner buildings. The white brickwork and curves of the proposal will create high quality architecture that can act as a positive precedent for future development in the area.

---

# 11.0 Existing Drawings



Notes  
This drawing is copyright Piercy&Company.

DISCLAIMER  
This document may be issued in an editable digital CAD format to enable others to use it as background information to make alterations and/or additions. In that instance the file will be accompanied by a PDF version as a record of the original file. It is for those parties making such alterations and/or additions to ensure that they make use of current background information.

Piercy&Company accepts no liability for either: any such alterations and/or additions to the background information by others; or any other changes made by others to the architectural content of the background information itself.

This drawing has been drawn without a survey and could present some inaccuracy.

Rev	Date	Description



Project  
18-22 Haverstock Hill

Client  
PFR Estates

Date: 27/04/2018      Scale: 1:1000

Drawing Title  
Location Plan

Drawn	Checked	Approved
LP	DC	SP

Drawing Status  
Planning

Project	Disc	Level	Series	Dwg No.	Rev
13528	AP	00	01	001	-

39 Plender Street  
London NW1 0BT  
Telephone  
+44 (0)20 7490 7546

info@piercyandco.com  
www.piercyandco.com

**Piercy & Company**

**Notes**  
 This drawing is copyright Piercy&Company.

**DISCLAIMER**  
 This document may be issued in an editable digital CAD format to enable others to use it as background information to make alterations and/or additions. In that instance the file will be accompanied by a PDF version as a record of the original file. It is for those parties making such alterations and/or additions to ensure that they make use of current background information.

Piercy&Company accepts no liability for either any such alterations and/or additions to the background information by others or any other changes made by others to the architectural content of the background information itself.

This drawing has been drawn without a survey and could present some inaccuracy.



Rev	Date	Description
-----	------	-------------



**Project**  
 18-22 Haverstock Hill

**Client**  
 PPR Estates

**Date**  
 27/04/2018

**Scale**  
 1:100 @ A1

**Drawing Title**  
 Existing Plan Level B1

**Drawn**  
 LP

**Checked**  
 DC

**Approved**  
 SP

**Drawing Status**  
 Planning

Project	Disc	Level	Series	Dwg No.	Rev
13528	AP	B1	01	009	-

19 Plender Street  
 London SW1 0BT

info@piercyandco.com  
 www.piercyandco.com

Telephone  
 +44 (0)20 7490 7546



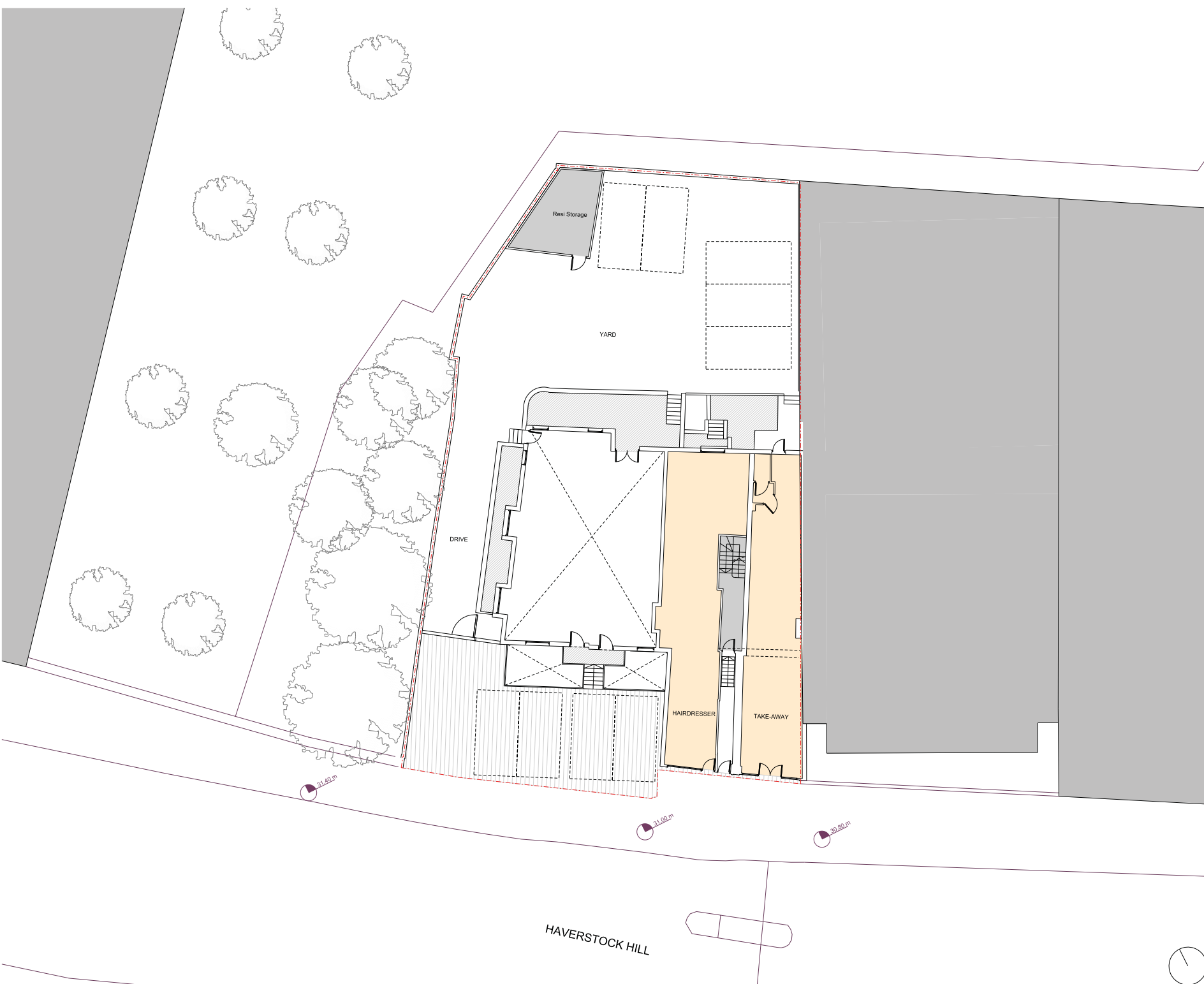
**Piercy&Company**

Notes  
This drawing is copyright Piercy&Company.

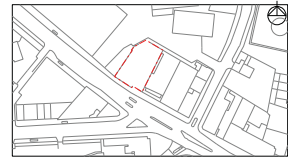
**DISCLAIMER**  
This document may be issued in an editable digital CAD format to enable others to use it as background information to make alterations and/or additions. In that instance the file will be accompanied by a PDF version as a record of the original file. It is for those parties making such alterations and/or additions to ensure that they make use of current background information.

Piercy&Company accepts no liability for either: any such alterations and/or additions to the background information by others; or any other changes made by others to the architectural content of the background information itself.

This drawing has been drawn without a survey and could present some inaccuracy.



Rev	Date	Description



Project  
18-22 Haverstock Hill  
Client  
PFR Estates  
Date  
27/04/2018  
Scale  
1:100 @ A1

Drawing Title  
**Existing Plan Level 00**

Drawn	Checked	Approved
LP	DC	SP

Drawing Status  
**Planning**

Project	Disc	Level	Series	Dwg No.	Rev
13528	AP	00	01	010	-

19 Plender Street  
London NW1 0BT  
Telephone  
+44 (0)20 7490 7546

info@piercyandco.com  
www.piercyandco.com

Notes  
This drawing is copyright Piercy&Company.

**DISCLAIMER**  
This document may be issued in an editable digital CAD format to enable others to use it as background information to make alterations and/or additions. In that instance the file will be accompanied by a PDF version as a record of the original file. It is for those parties making such alterations and/or additions to ensure that they make use of current background information.

Piercy&Company accepts no liability for either: any such alterations and/or additions to the background information by others; or any other changes made by others to the architectural content of the background information itself.

This drawing has been drawn without a survey and could present some inaccuracy.



Rev	Date	Description



Project  
18-22 Haverstock Hill

Client  
PPR Estates

Date  
27/04/2018

Scale  
1:100 @ A1

Drawing Title  
Existing Plan Level 01 (Raised Ground Floor)

Drawn	Checked	Approved
LP	DC	SP

Drawing Status  
Planning

Project	Disc	Level	Series	Dwg No.	Rev
13528	AP	01	01	011	-

19 Plender Street  
London NW1 0BT  
Telephone  
+44 (0)20 7490 7546

info@piercyandco.com  
www.piercyandco.com



**Piercy & Company**

Notes  
This drawing is copyright Piercy&Company.

**DISCLAIMER**  
This document may be issued in an editable digital CAD format to enable others to use it as background information to make alterations and/or additions. In that instance the file will be accompanied by a PDF version as a record of the original file. It is for those parties making such alterations and/or additions to ensure that they make use of current background information.

Piercy&Company accepts no liability for either: any such alterations and/or additions to the background information by others; or any other changes made by others to the architectural content of the background information itself.

This drawing has been drawn without a survey and could present some inaccuracy.



Rev	Date	Description



Project  
18-22 Haverstock Hill

Client  
PPR Estates

Date  
27/04/2018

Scale  
1:100 @ A1

Drawing Title  
**Existing Plan Level 02**

Drawn	Checked	Approved
LP	DC	SP

Drawing Status  
**Planning**

Project	Disc	Level	Series	Dwg No.	Rev
13528	AP	02	01	012	-

19 Plender Street  
London NW1 0BU  
Telephone  
+44 (0)20 7490 7546

info@piercyandco.com  
www.piercyandco.com



**Piercy & Company**

HAVERSTOCK HILL



Notes  
This drawing is copyright Piercy&Company.

**DISCLAIMER**  
This document may be issued in an editable digital CAD format to enable others to use it as background information to make alterations and/or additions. In that instance the file will be accompanied by a PDF version as a record of the original file. It is for those parties making such alterations and/or additions to ensure that they make use of current background information.

Piercy&Company accepts no liability for either: any such alterations and/or additions to the background information by others; or any other changes made by others to the architectural content of the background information itself.

This drawing has been drawn without a survey and could present some inaccuracy.



Rev	Date	Description



Project  
18-22 Haverstock Hill

Client  
PFR Estates

Date  
27/04/2018

Scale  
1:100 @ A1

Drawing Title  
Existing Plan Level 03

Drawn	Checked	Approved
LP	DC	SP

Drawing Status  
Planning

Project	Disc	Level	Series	Dwg No.	Rev
13528	AP	03	01	013	-

19 Plender Street  
London NW1 0BU  
Telephone  
+44 (0)20 7490 7546

info@piercyandco.com  
www.piercyandco.com



**Piercy & Company**

