

APPENDIX C: Consultation event display material

13528 18-22 Haverstock
Hill

Public Consultation
Report
21st February 2018

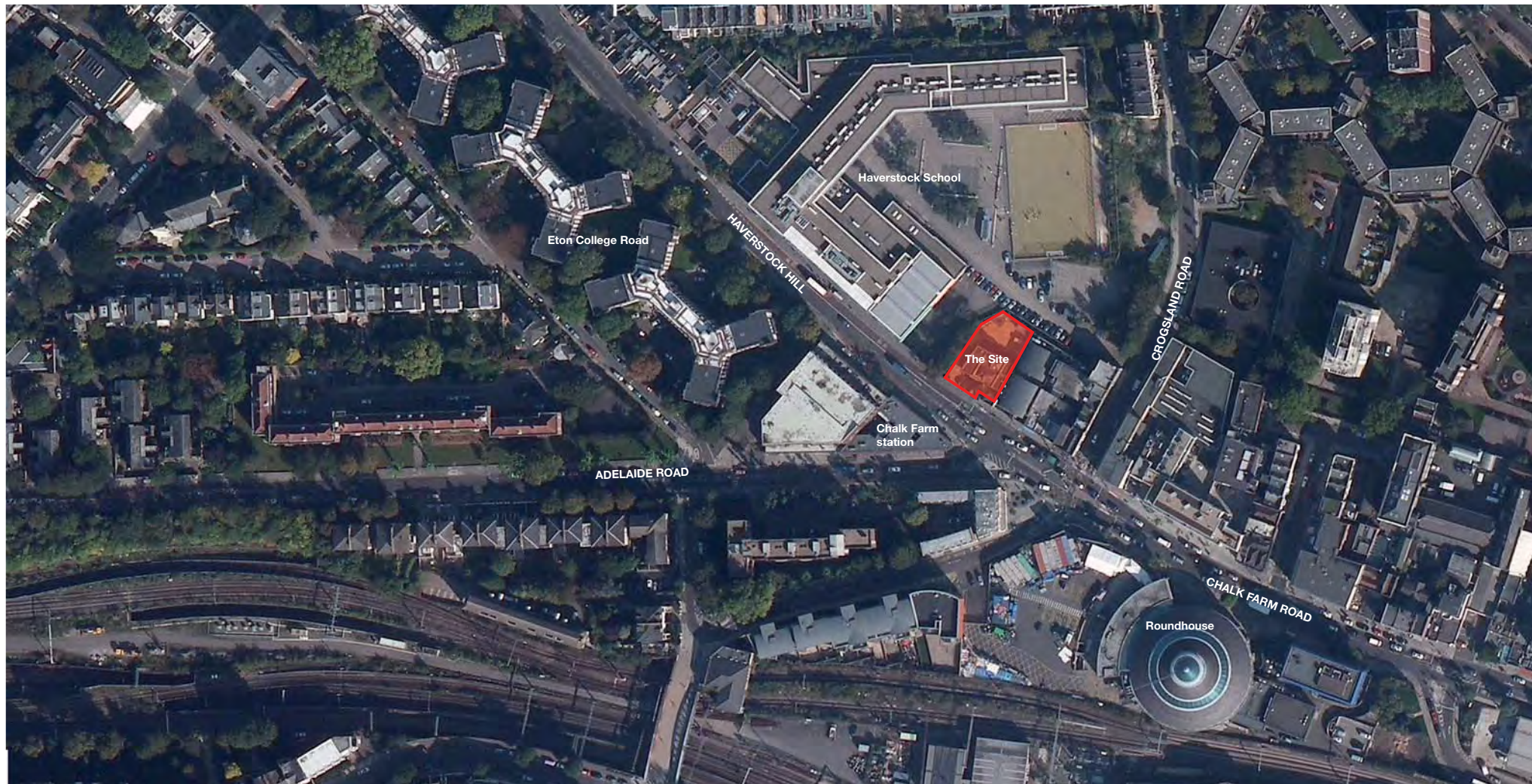
Piercy&Company

The Centro Building
39 Plender Street
NW1 0DT

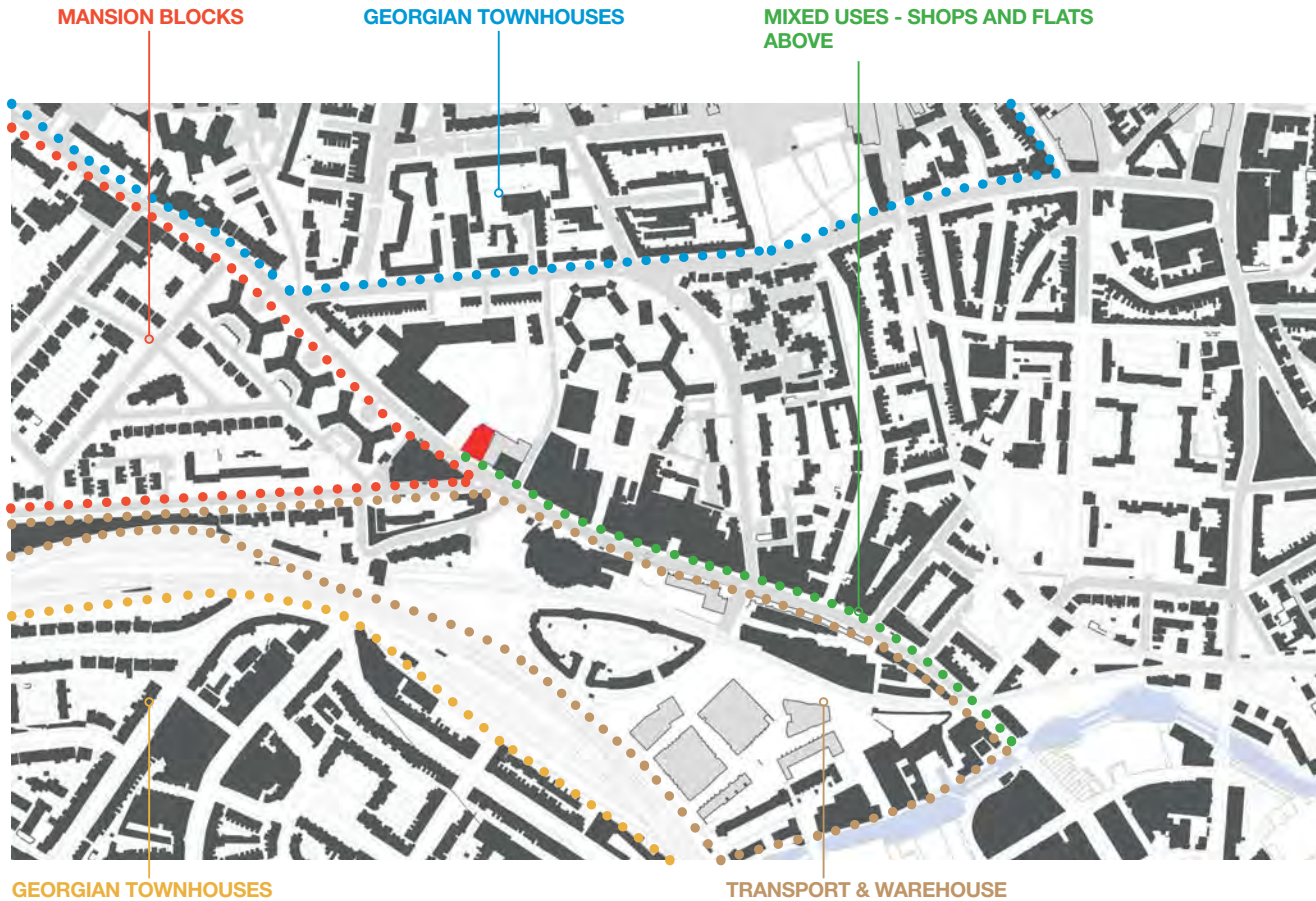
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1.0 Site & Context



Site Location Plan



1.1 Location & Context

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. The site area is 740 sqm.

As the plan to the left illustrates, 18-22 Haverstock Hill stands as a gateway site, marking the transition from the commercial and transport dominated centre of Camden into the residential character of Belsize Park. Mansion blocks and Georgian townhouses are features of these areas and it is envisaged that the site should be treated as a link between these two areas and their different appearances.

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

Local Character Zones



GEORGIAN TOWNHOUSES: Primrose Hill



MANSION BLOCKS: Belsize Park



GEORGIAN TOWNHOUSES: Belsize Park



TRANSPORT & WAREHOUSING: Camden Town



View 01



View 02



View 03



View 04

1.2 The Existing Building

The existing buildings on the 18-22 Haverstock Hill site consists 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, fronts 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 space.



Site Plan

2.1 Design Drivers: Corner Buildings & Georgian Facades in Chalk Farm Road



- Sharp Corner _ Same architectural language on both sides
- Large Retail Opening
- Window hierarchy
- Large band on top of the building



- Chamfered Corner _ Same architectural language on both sides
- Vertical windows
- Large band on top of the building



- Rounded Corner _ Same architectural language on both sides
- Distinctive ground floor treatment
- Vertical windows
- Large band on top of the building



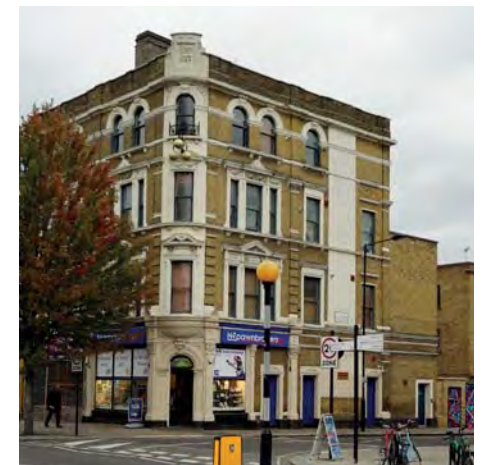
- Rounded Corner _ Same architectural language on both sides
- Large retail openings
- Window hierarchy
- Large band on top of the building

2 Haverstock Hill_Camden Enterprise Hotel

78-79 Chalk Farm Road

49 Chalk Farm Road_The Camden Assembly Pub

36-37 Chalk Farm Road





2.2.1: 36-37 Chalk Farm Road Facade Elevations



2.2.3



2.2.4



2.2.5



2.2.6



2.2.2: 36-37 Chalk Farm Road Facade Photos

2.2 Design Principles

Our initial design thoughts are presented here analyzing the Georgian corner building found on 36-37 Chalk Farm Road. The drawing and the photos on the left (**2.2.1 & 2.2.2**) show the typical Georgian facade which is characterized by:

2.2.3: Different material treatment at the ground floor.

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

2.2.5: Large and regularly placed windows. Their height increasingly varies between the floors.

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

2.3 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.
- Subtly changing aperture sizes and proportions that encompass double-scale elements to reduce apparent scale.
- 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.



Carreras Cigarette Factory, Camden, 1928



Timberyard Housing, O'Donnell & Tuomey: **Double Height Openings**



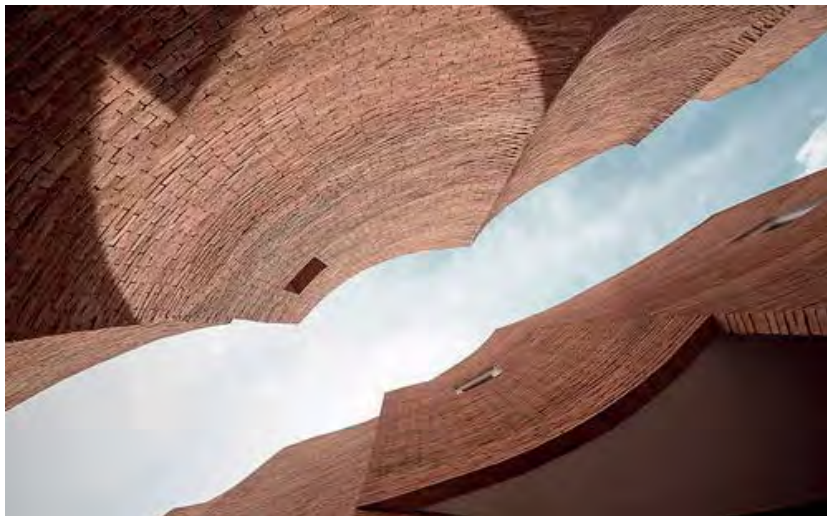
Mornington Crescent, Camden: **White End of Terrace Housing**



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**

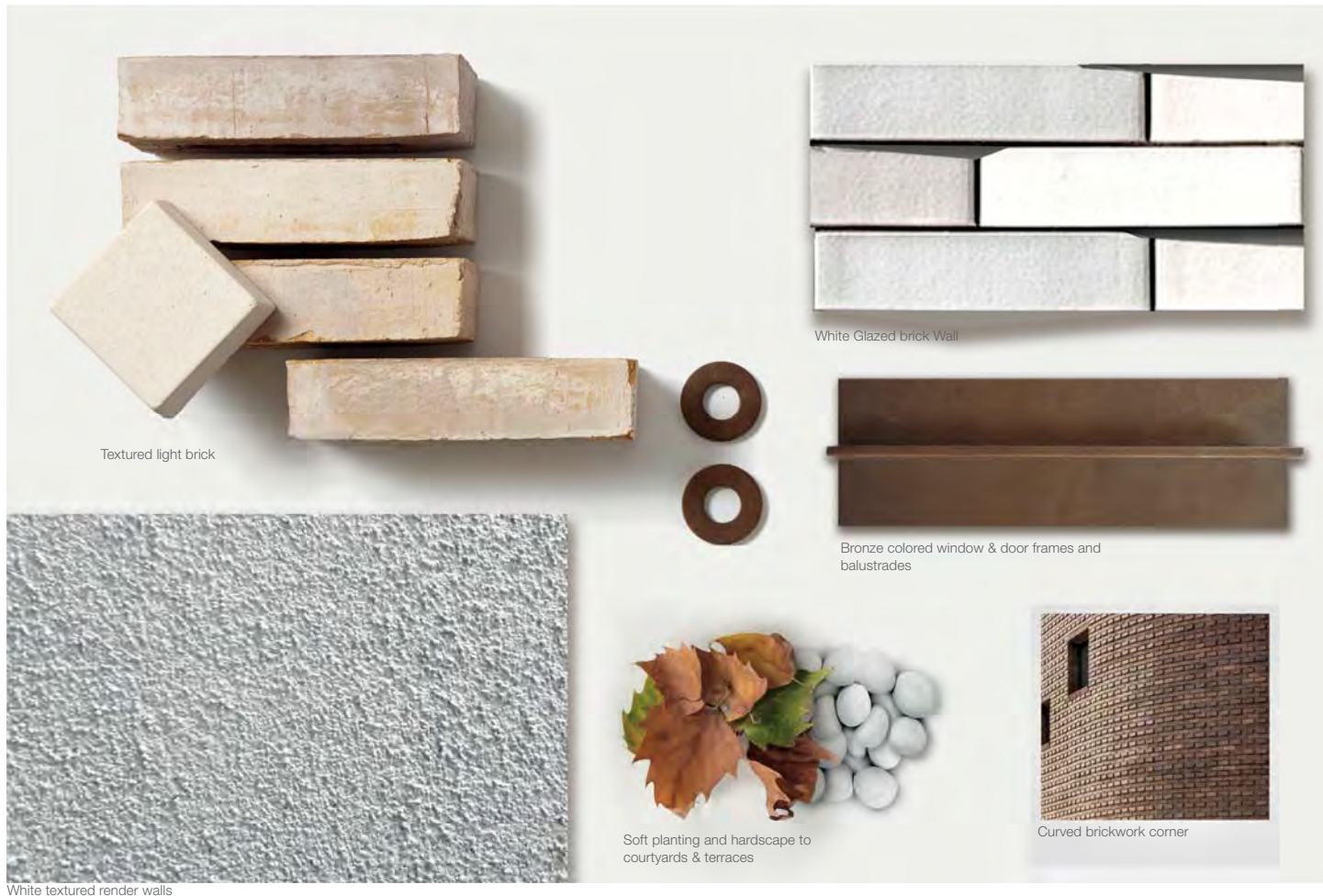
2.4 Material Palette

The building's material palette of brick, white render, bronze and glass has been inspired by Camden's Georgian brick buildings.

Light toned, textured brickwork is employed on the street facades.

White render on the ground floor forms a distinctive contrast with the rough brick. Window frames and balcony balustrades are treated with a rich dark bronze colour.

The glazed brickwork is a potential feature element that could be included in response to the materiality of the station opposite the site.





3.0 Design Proposal

3.0.1: The scheme is conceived as a contemporary iteration of the distinguished corner buildings that are found on Chalk Farm Road. The project's massing is broken down into a series of overlapping volumes which relate to the scale and height buildings nearby. 2 volumes of 4 & 5 storeys are facing Chalkfarm Road. A small pavilion is set back from the building at the 5th floor. White brickwork, expressive corners and curves reference key iconic buildings in Camden.

3.0.2: The scheme consist in a residential building with retail use at the ground floor (NIA: 274 sqm). 29 residential units are proposed on site.

3.0.3: Shown on the left, a view of the proposal from opposite the site, standing outside Chalk Farm Station.





3.1 Street Views

3.1.2: View of proposal from Chalk Farm Road looking North West towards the site and Chalk Farm Station.





3.1 Street Views

3.1.3: View of proposal from Haverstock Hill looking South East.





3.1 Street Views

3.1.4: View of proposal from Haverstock School playground.

