

13528 18-22 Haverstock
Hill

Affordable Provision

29th August 2018

Piercy&Company

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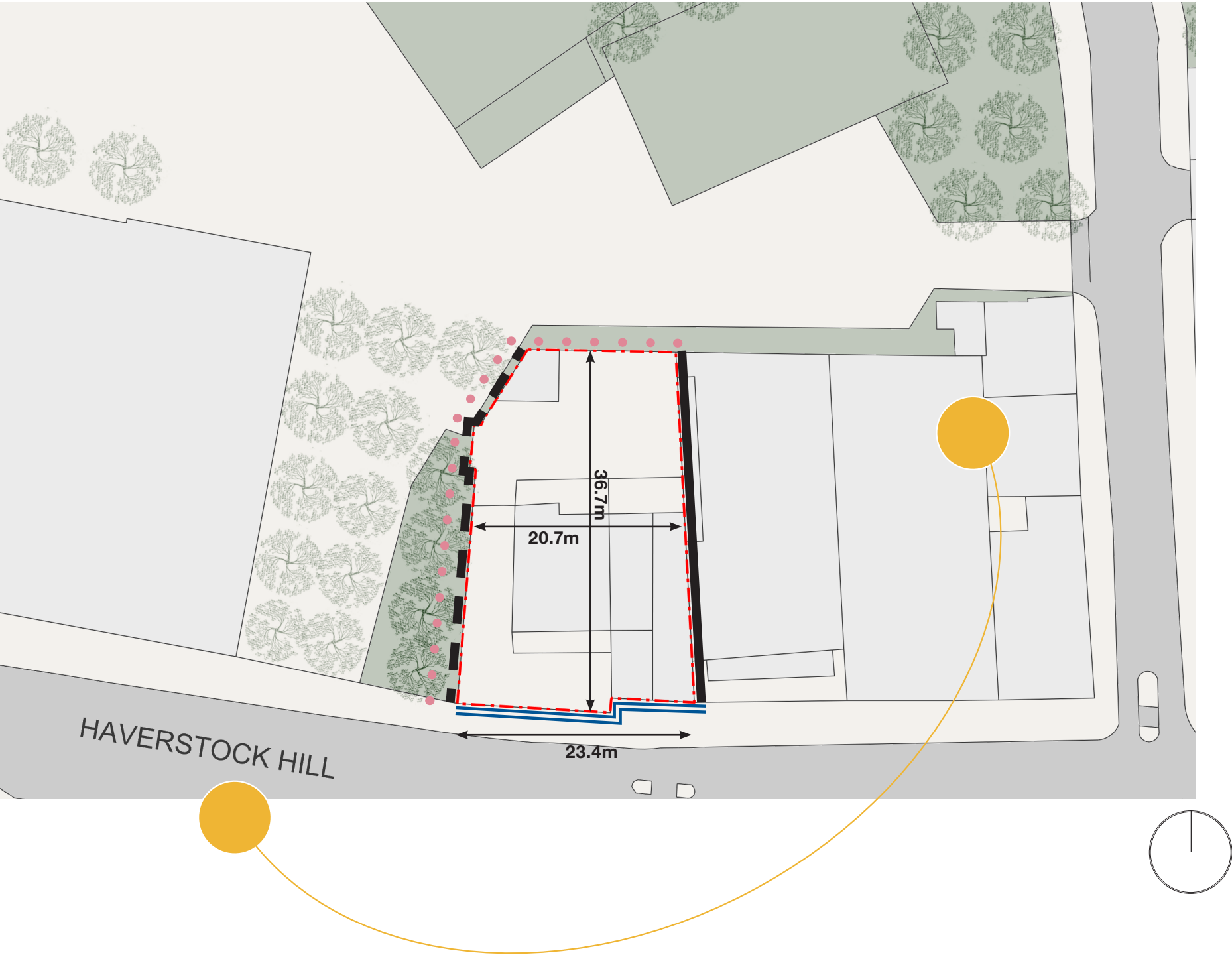
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1.0 Affordable provision Viability

1.1 Site Constrains & Opportunities

The adjacent diagram illustrates a number of constraints summarised in what follows:

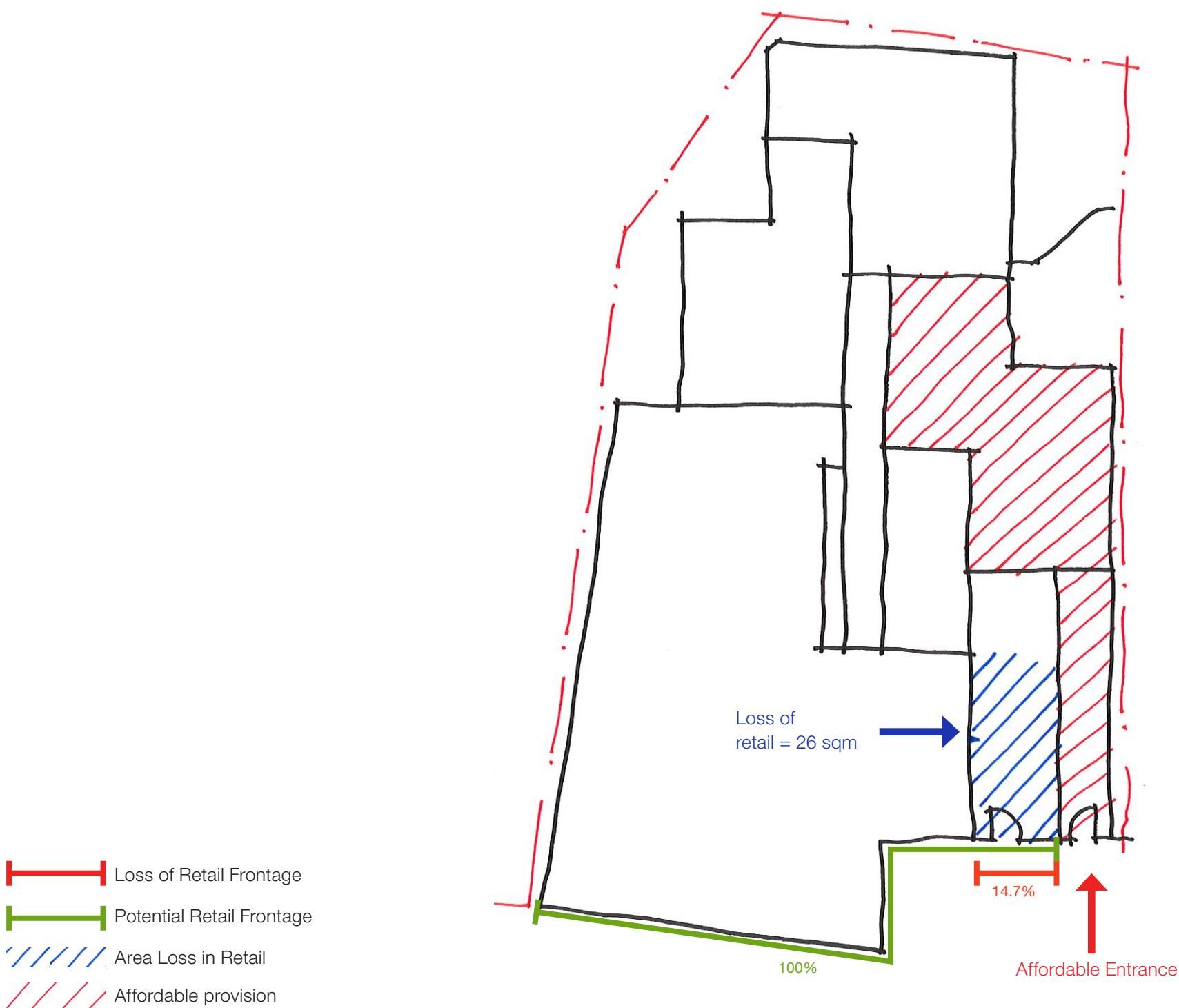
- Primary retail frontages are located on the north side of Chalk Farm Road, stretching from Camden Town to the South East portion of 18-22 Haverstock Hill. If an additional core were required it would have an adverse impact on the ground floor retail units and active frontages.
- It is deemed that the existing street frontage width of approximately 23m would be significantly hindered by a two-core solution. In this scenario, the remaining active street frontage would be minimal.
- Through the design development, the proposed massing has stepped in from the site boundary to mitigate overlooking concerns signifying a considerable loss in proposed area. An additional core would further reduced the efficiency of the scheme thus making it not viable from a commercial point of view. Further evidence of this is provided in the viability report.
- A reduction in the proposed size of the retail unit will result in the loss of the feasibility to subdivide this unit (into two units) and therefore limit potential occupiers.



- Primary Retail Frontage
- Blind facade
- Openings reduced to a minimum
- Proximity with school land, overlooking issues

1.2 One Duplex Unit Affordable

- Loss of retail area (circa 24 sqm).
- Retail loss is in area designated for retail by LB Camden (A1 min 50% - A3/A4/A5 min 20%).
- Reduction of primary retail frontage.
- Affordable provision of only one flat (circa NIA 130 sqm).
- Affordable unit is a 3 bedroom duplex flat.
- Affordable unit will therefore require access to the main core.
- If affordable units access to the main core, this would result in a much higher service charge.



Ground floor plan

Areas

Minimum Retail area loss: -26 sqm
Minimum Retail frontage loss: -14.7%

Affordable GIA added: +157.7 sqm

All areas are approximate