



Proposal for:

**8 Kentish Town Road &  
10-12 Kentish Town Road  
LONDON, NW1 9NX**

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# 1.0 INTRODUCTION

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## 1.1 Executive Summary

**The purpose of this report is to highlight the combined design changes to the proposed facades at 8 & 10-12 Kentish Town Road.**

The proposal is to alter the elevations of this group of buildings and to enhance the existing street frontage and altering the side and rear consented boutique hotel’s fenestration to reflect this newly assigned use.

The internal layout and use of the buildings are to reflect the most recently consented schemes. The group of buildings also have separate pending basement applications for each property.

The site is well located and less than a minute’s walk from Camden Town Underground Station. The station is also under review for potential redevelopment so it can ‘properly support the vibrant local community and economy.’ This will see a new entrance introduced on Buck Street, and the formation of new escalators and lifts, while the existing station is maintained. The two sites at 8&10-12 Kentish Town Road sit directly in-between the two proposed future entrances to the station, resulting in a potential increase in footfall due to their direct access to major travel links.

The approach given towards the proposals is one that is contemporary in design and environmentally responsive while seeking to reinforce its position sympathetically with changes that enhance the historic street frontage and character of the Conservation area.



# 2.0 LOCATION

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- 2.1 The Site
- 2.2 History of Site
- 2.3 Conservation Area
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# 2.0 LOCATION



# 2.1 The Site

8 Kentish Town Road  
10-12 Kentish Town Road

Currently No. 10-12 Kentish Town Road is in the process of being refurbished, which represents the implementation of planning application 2017/2852/P. This provides for the change of use of the building from residential (Use class C3) to hotel (Use class C1). The restaurant (Use class A3) at ground floor is retained and shared with the hotel entrance.

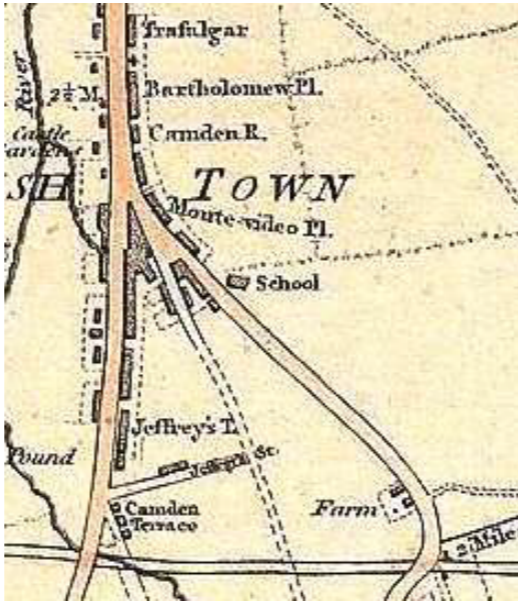
No.8 is currently a boutique hair salon (Use class A1) that has benefitted from a recently consented scheme for a roof and rear extension (2018/0907/P) with building work expected to commence by the end of this year.

The active pedestrian frontage is a common typology shared along this part of Kentish Town Road. Much of the immediate High Street is poorly maintained and there are strong signs that the surrounding area is undergoing a gradual transition of improvements.

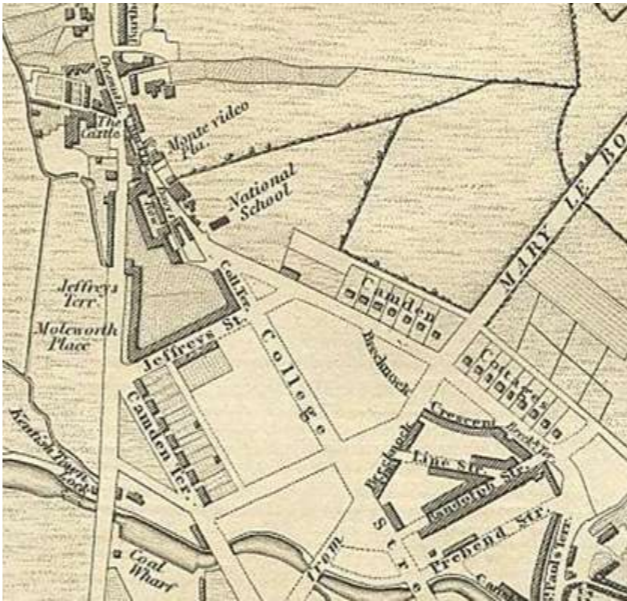
The majority of the immediate buildings surrounding 8 & 10-12 Kentish Town Road vary in use with some residential and some office use at upper floor levels and mostly retail at ground floor.

The front elevation embraces the vertical form which is typical of architecture of the period. The terrace is characterised by neoclassical architectural proportions which is typical of the majority of buildings in the area which date back to the mid-late 19th century. Timber sash windows, yellow London stock brick in Flemish bond, with brick arch lintels and cornice and corbelled detailing make up the front facade which has a precious relationship on different scales, with the immediate street frontage, local area, and wider city.

The external shell of the building is to be updated and modernised. The front facade is to be protected whilst the rear has less responsibility in light of its lack of relationship with the public domain in addition to a lack of period features worthy of preservation including an absence of traditional, window proportions and composition.



Kentish Town Road c. 1809



Kentish Town Road c. 1827



Kentish Town Road c. 1843

Kentish Town started out as small settlement on the River Fleet, however prior to and during the industrial revolution, it held great importance for the development of the railways, and began to be laid out as a prominent residential district.

From 1809 to 1827 development spreading outwards, with major new roads, canals and clusters of new building types.

Towards the end of the 19th century the area began to establish itself as the home for many piano and organ manufacturers. Much of the make-up of the local area surrounding Camden Town and Kentish Town includes warehouses which represent the past industrial role that Camden took on.

Camden was struck badly by bomb damage during World War II and ultimately this was the cause for a decline in industrial activity. It wasn't until the 1970's that Camden began a revival through the arts and music scenes following the stagnant post-war period.

Incidentally, it was also around this time that Camden Market opened, which is now arguably one of Camden's richest tourist attractions, attracting approximately 28 million visitors a year, and another major player in the rejuvenation of the area driven by counter-culture.

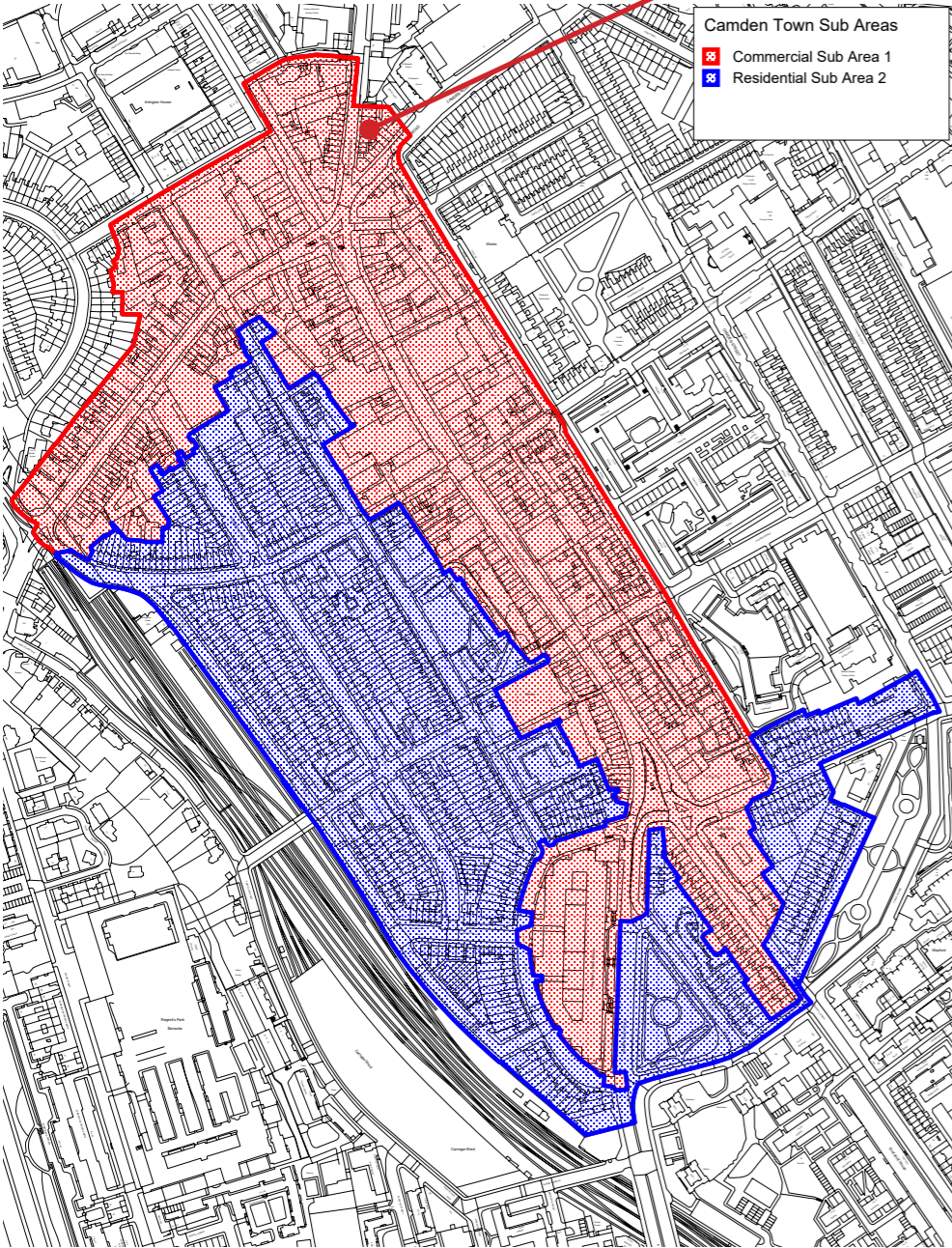
Today, much of Camden's economic activity is centered around tourism, and many of its famous Camden markets. The creative employment sector is also experiencing a gradual shift; whereby the area is being recognised as a new and evolving creative hub.

Camden is a culturally rich and diverse place, with a overarching creative essence, in professional industries, increasingly media & technology, and particularly within the creative sector.

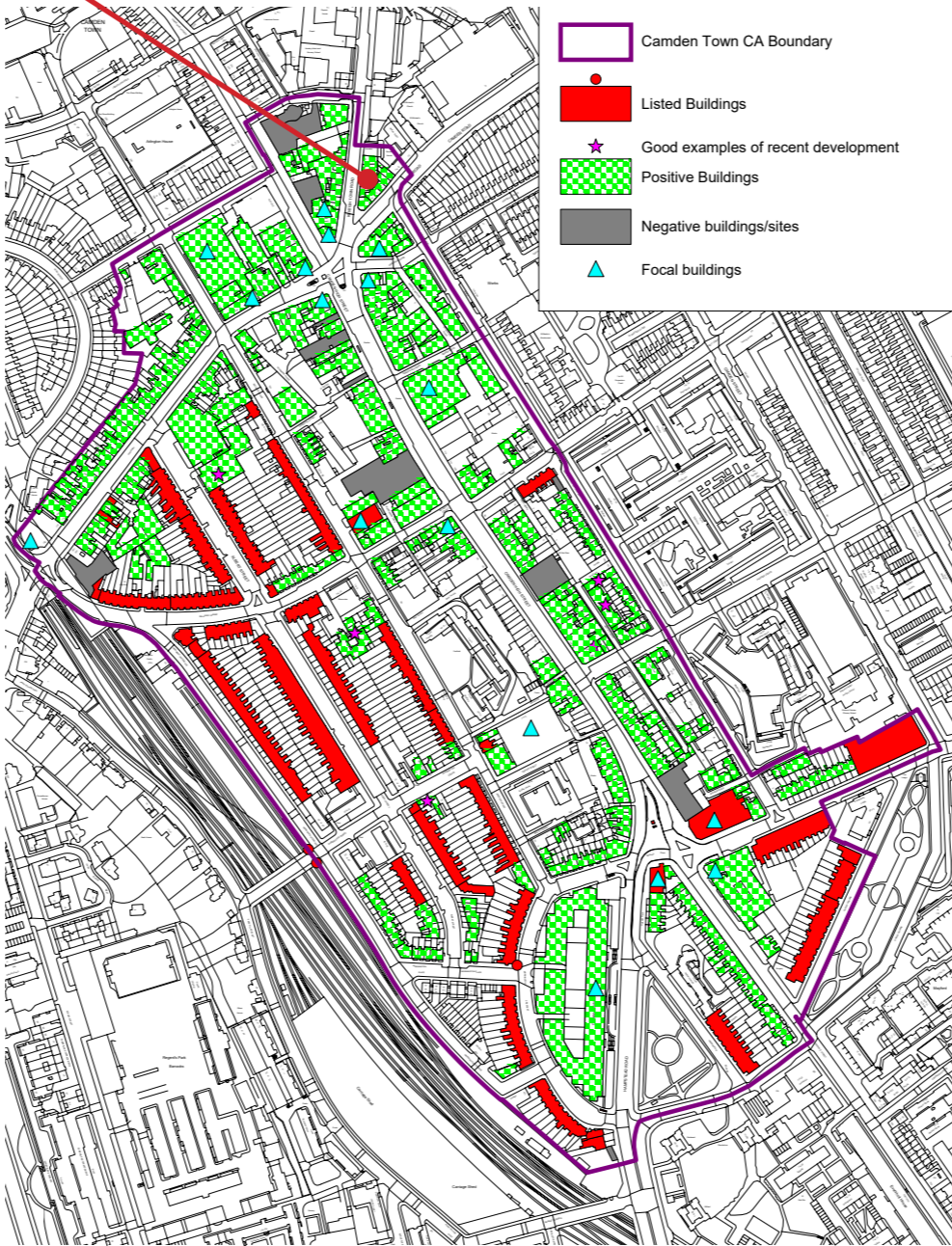
2.0 LOCATION

2.3 Conservation Area

8 & 10-12 Kentish Town Road



Camden Town Conservation Area Townscape Appraisal, 2006



Camden Town Conservation Area Character Sub Area, 2006



From left to right (highlighted): London, London Borough of Camden, Camden Town Conservation Area

Kentish Town Road is located in the London Borough of Camden. Within the borough, the site is located within the Camden Town Conservation Area, which itself is split up into two distinct areas, one being predominantly residential and quiet, whilst there is a contrastingly busy retail area which makes up the other half.

In the Camden Town Conservation Area Appraisal and Management Strategy (2007), the building is described as one that 'makes a positive contribution to the area'. (Highlighted in green on adjacent images)



Camden Market



Camden Market



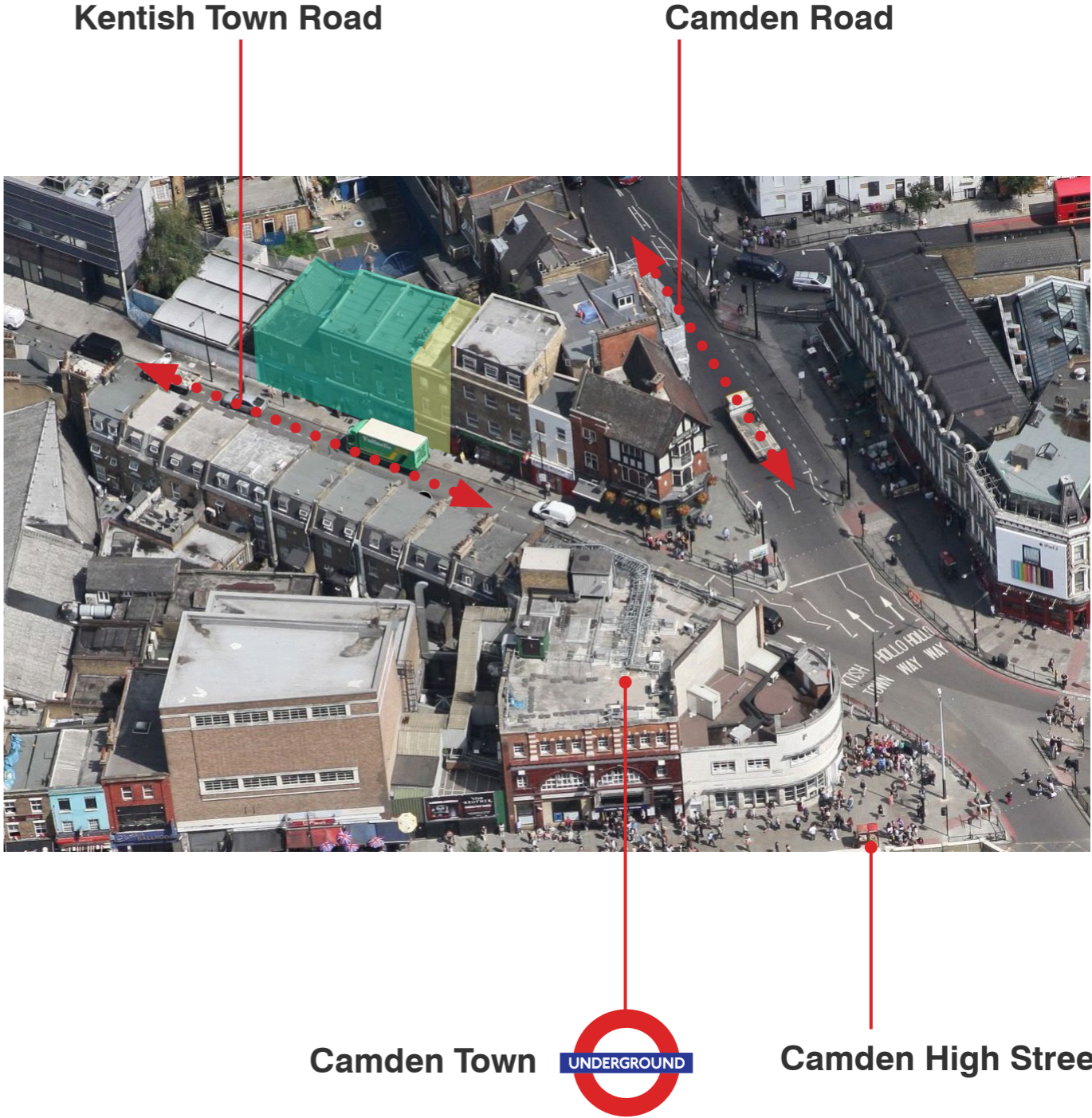
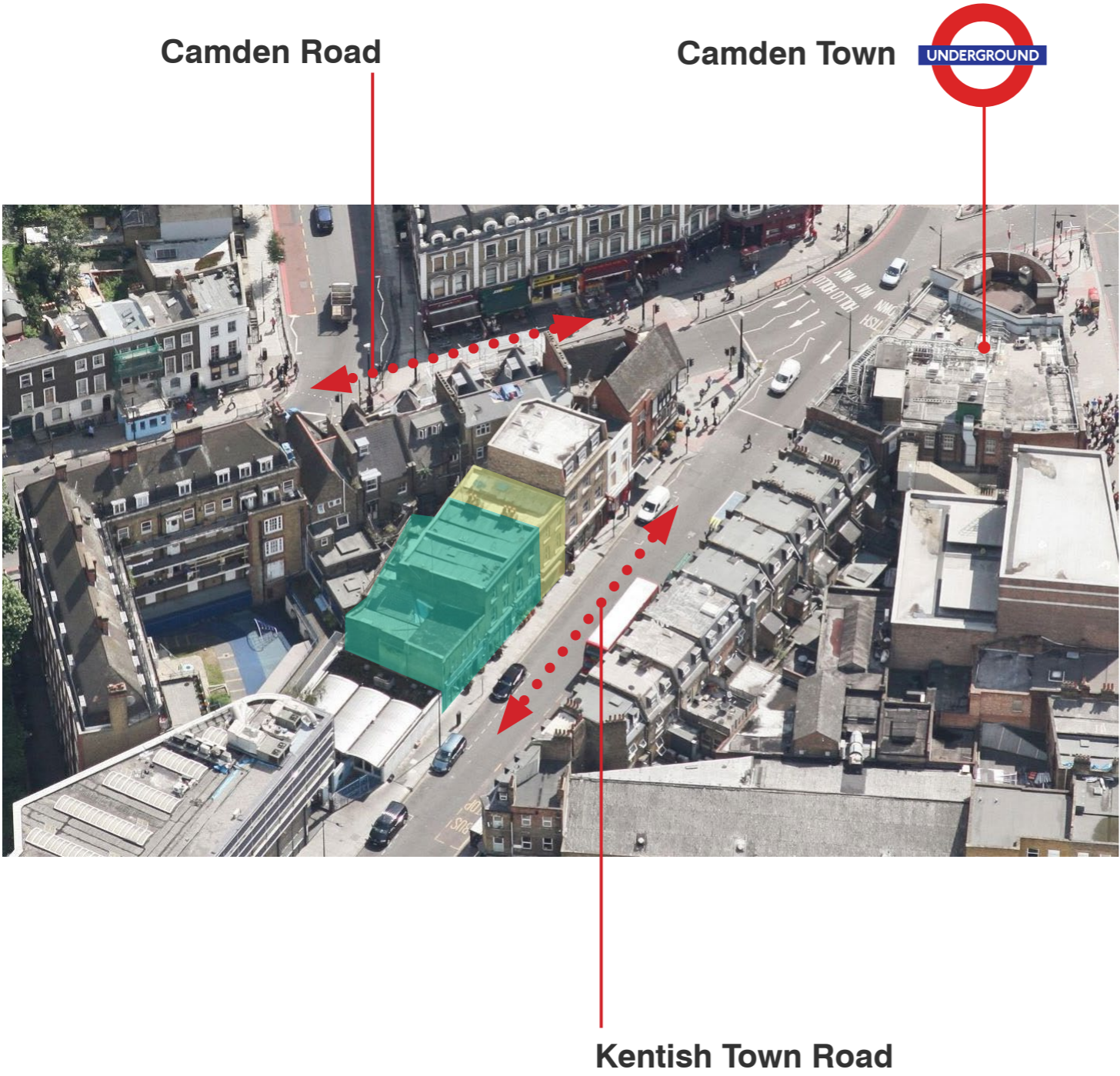
KOKO Camden



Regents Canal



8 Kentish Town Road  
10-12 Kentish Town Road



8 Kentish Town Road  
10-12 Kentish Town Road

# 2.0 LOCATION



Site plan 1:1250



# 2.6 Site Plan



Site plan 1:500



8 Kentish Town Road  
10-12 Kentish Town Road

# 3.0 DESIGN

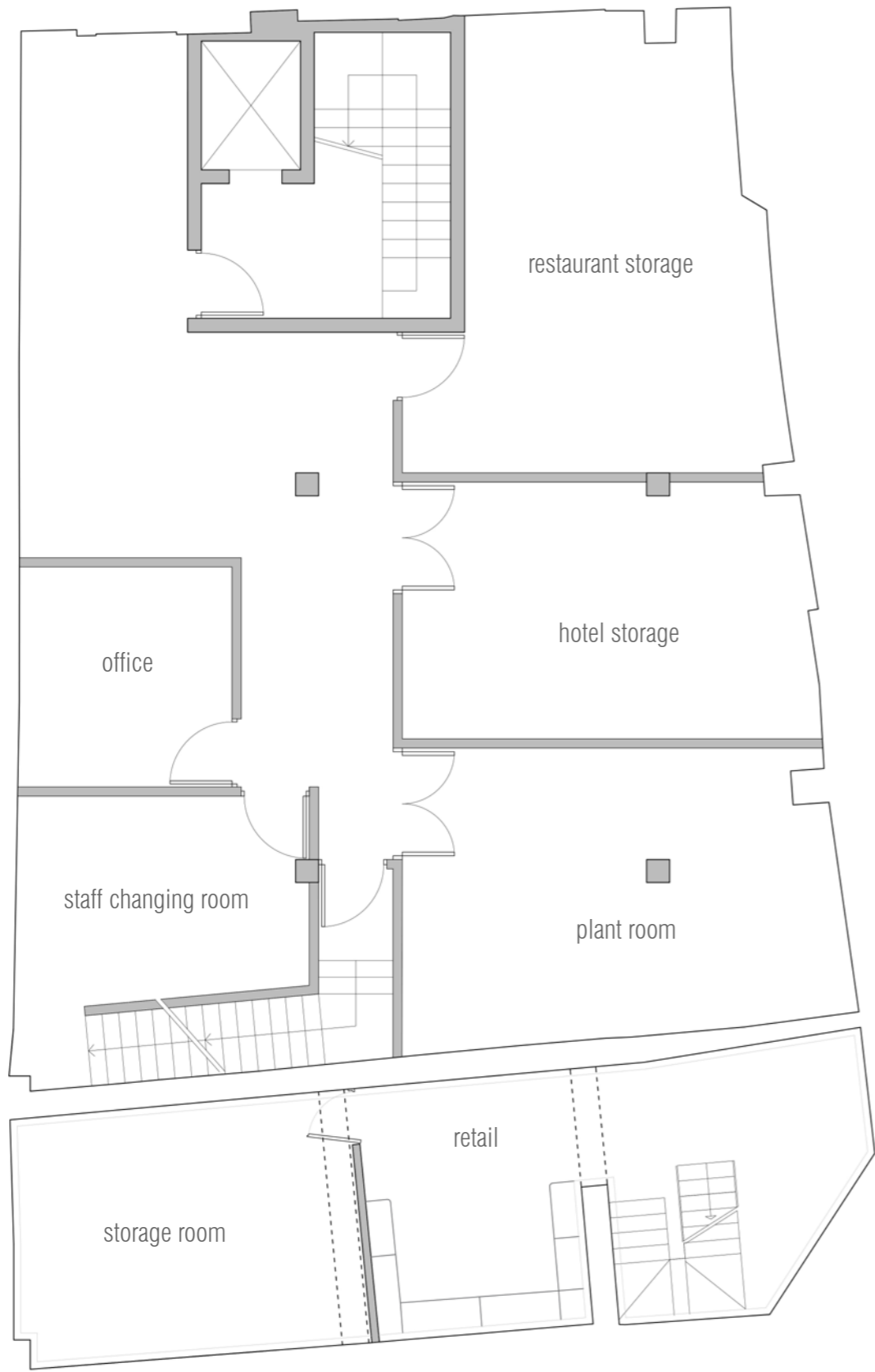
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3.0 DESIGN

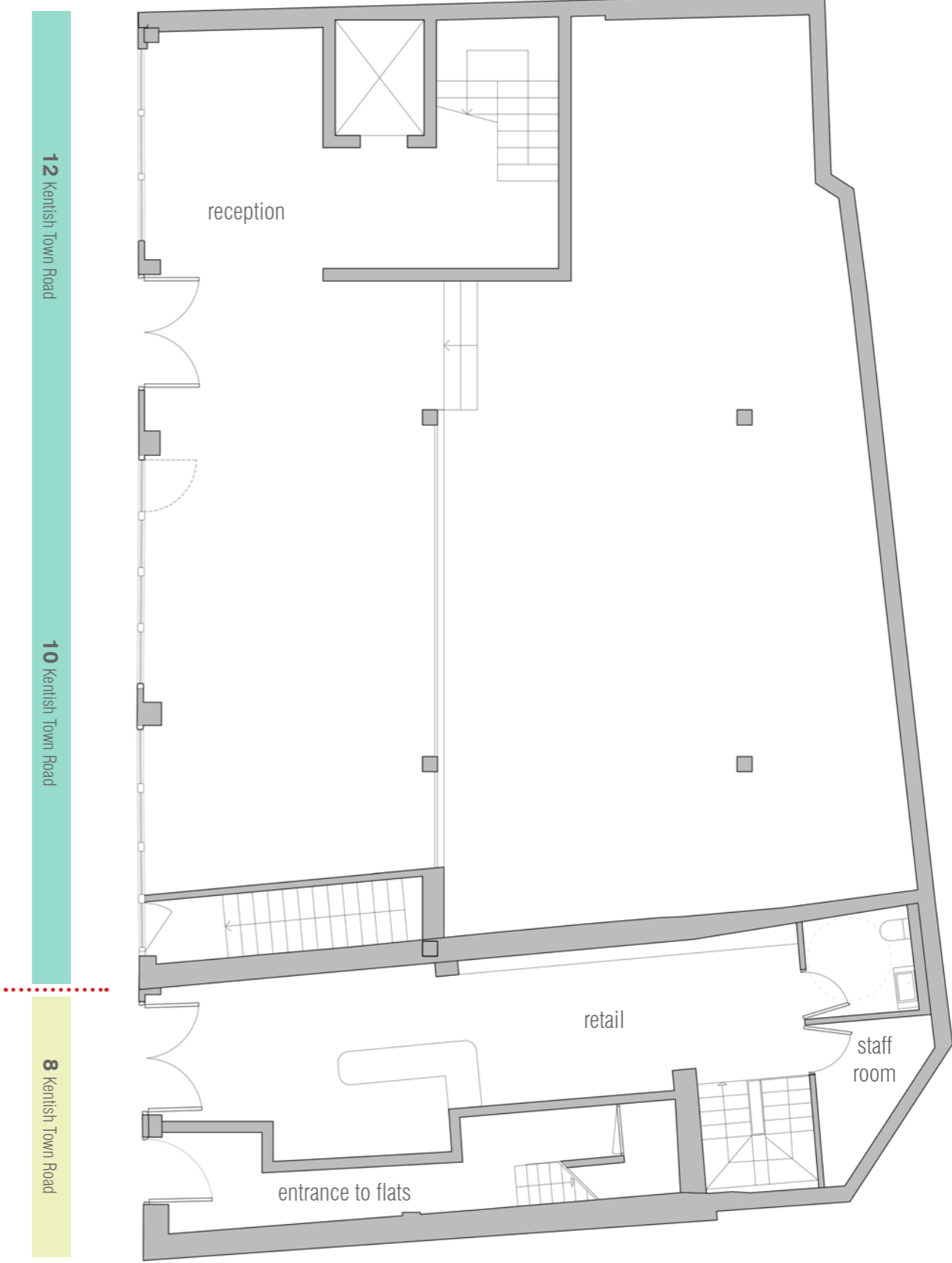
no planning changes proposed to the basement

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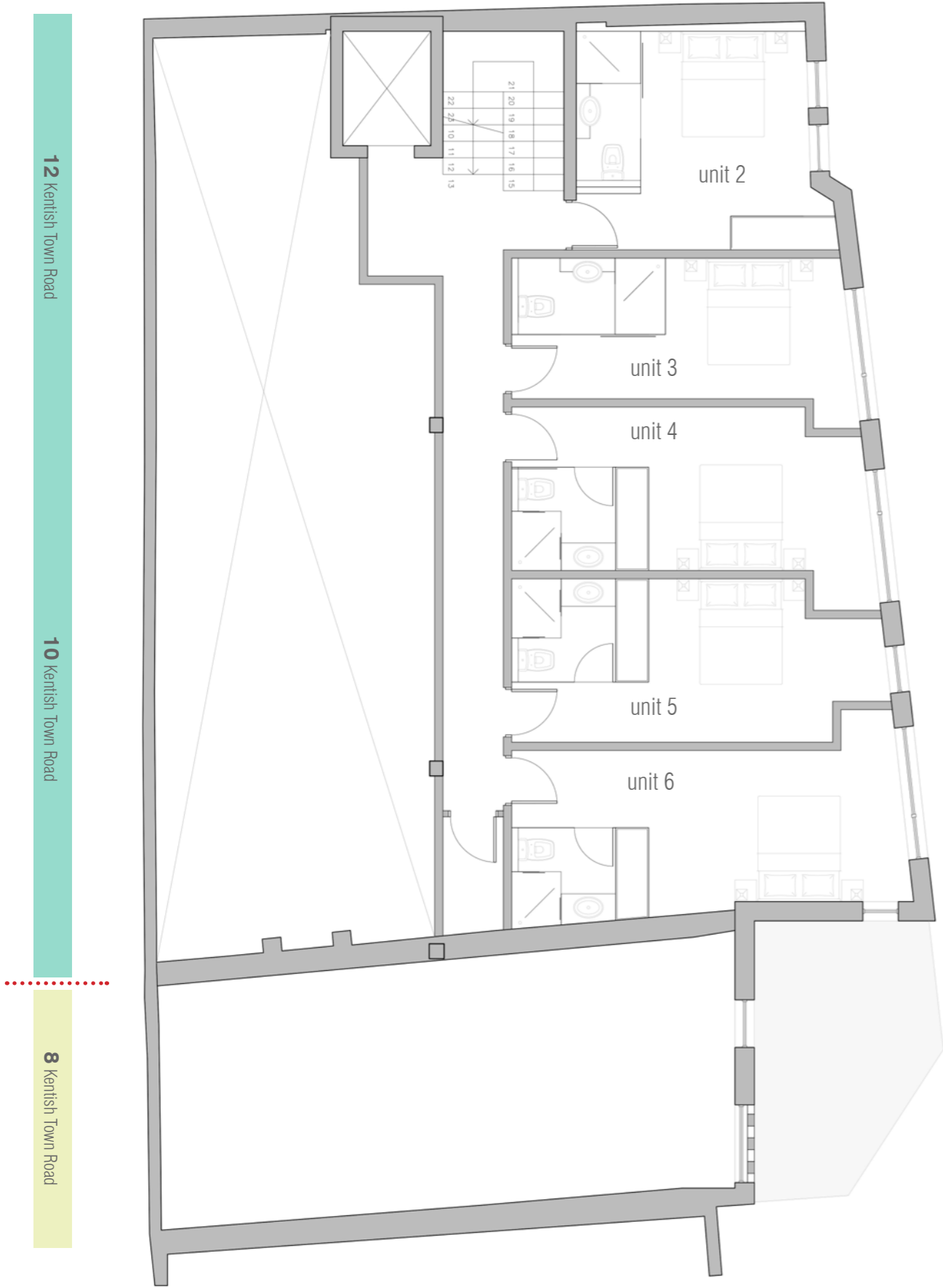
Basement Floor

3.1 Proposed Plans: Basement and Ground Floor



Ground Floor

3.0 DESIGN



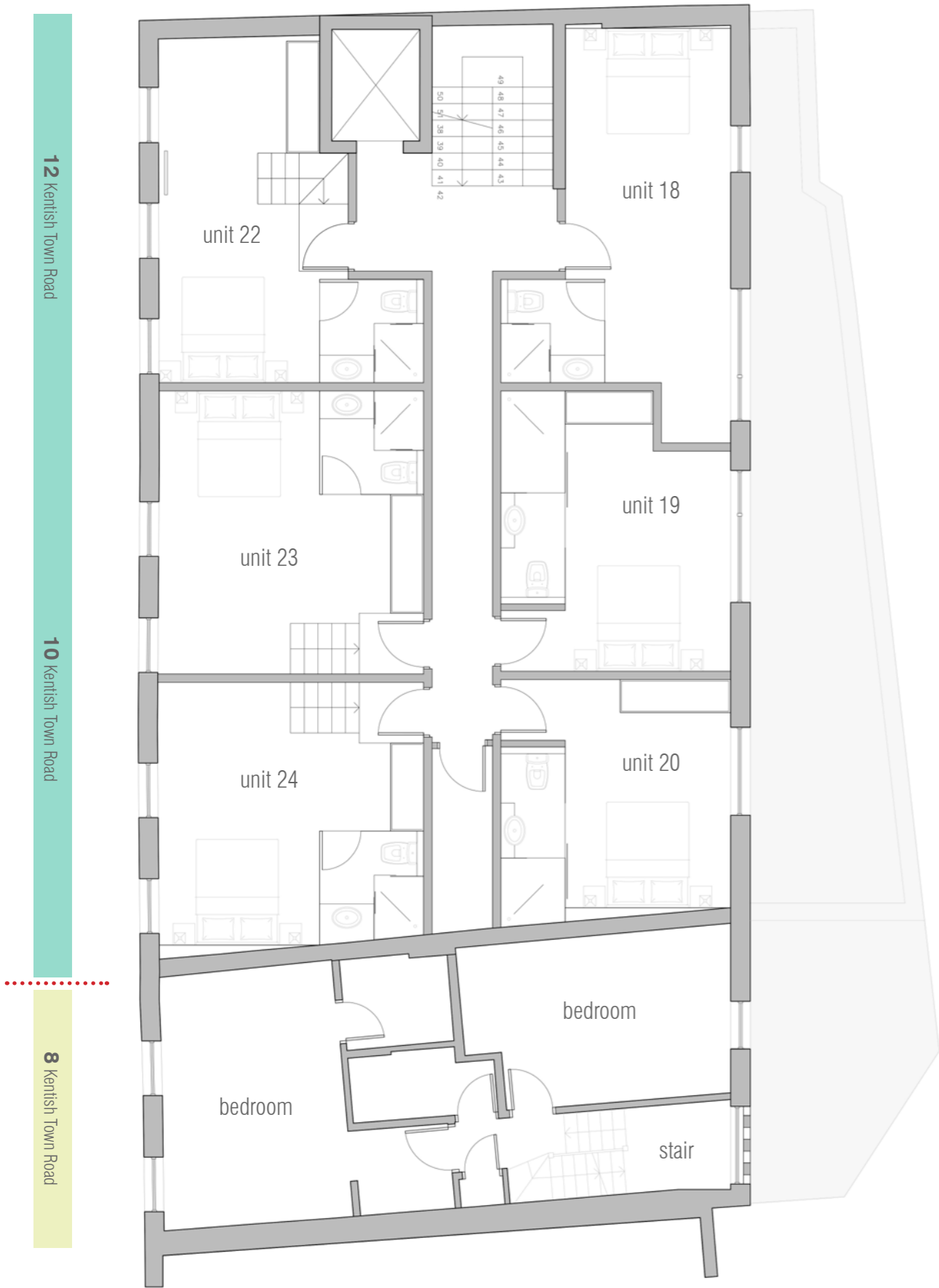
Mezzanine Floor

3.2 Proposed Plans: Mezzanine and First Floor



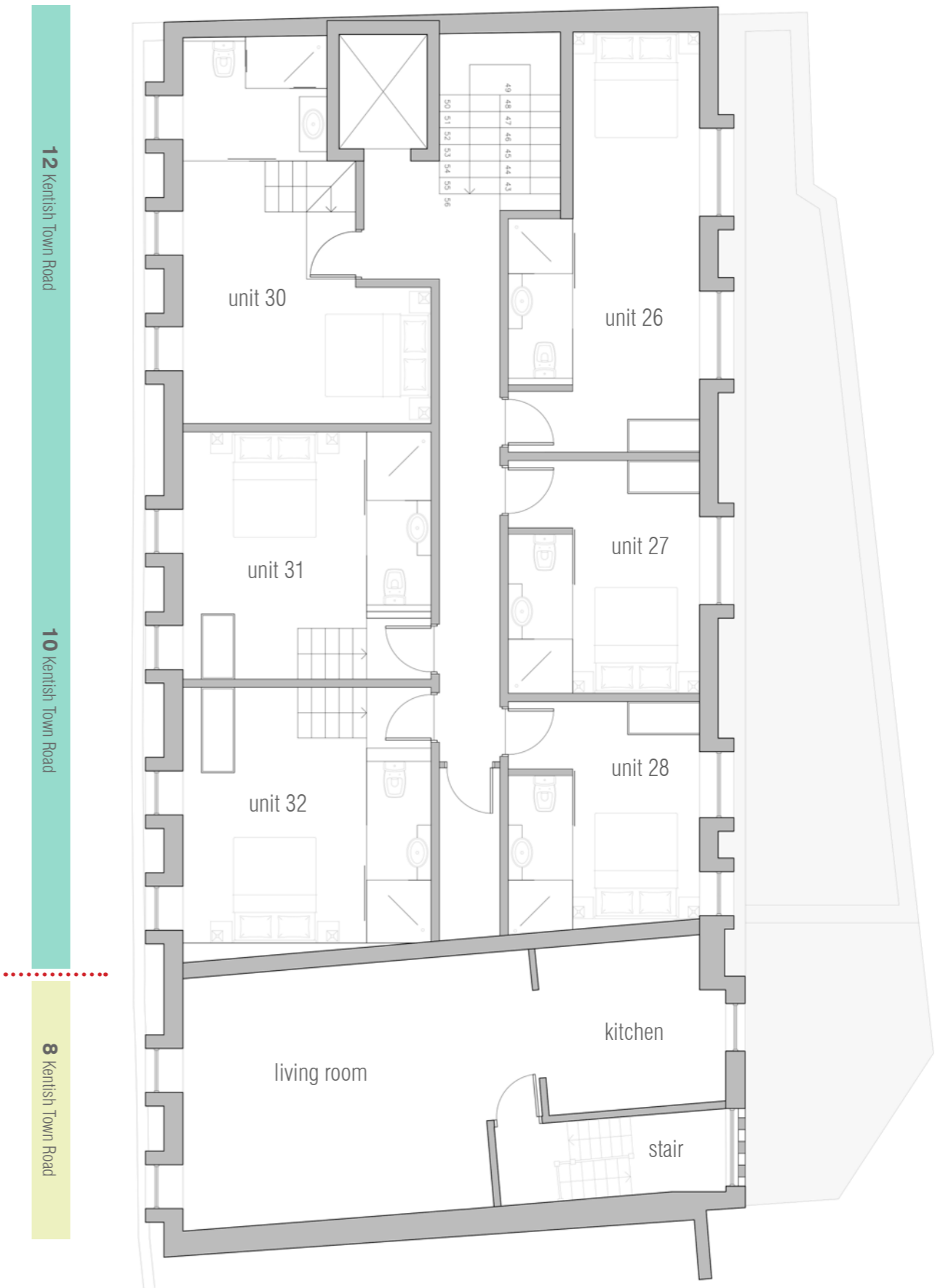
First Floor

3.0 DESIGN

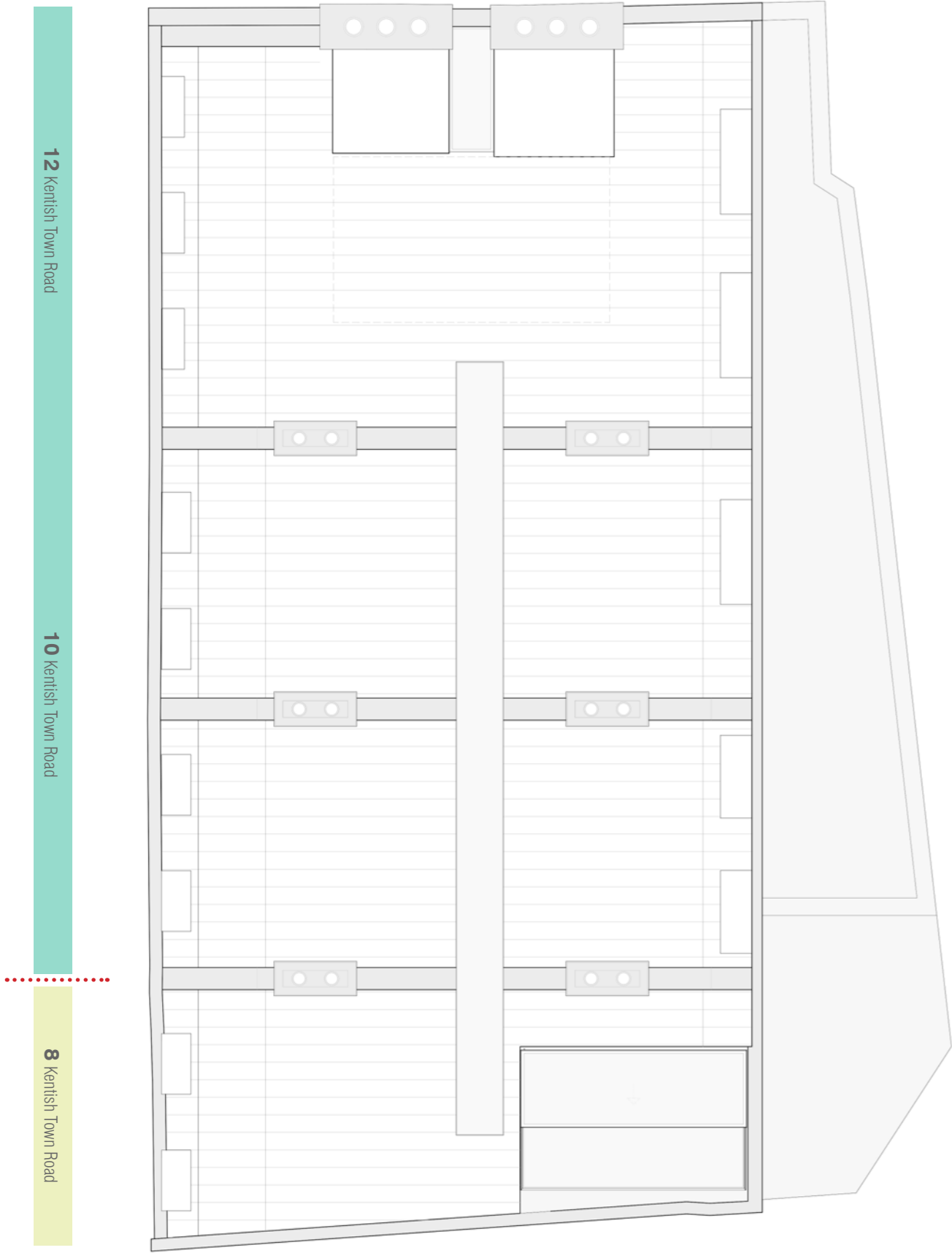


Second Floor

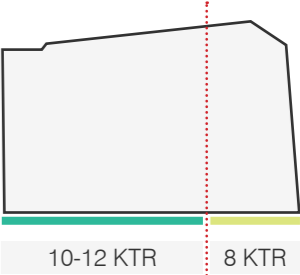
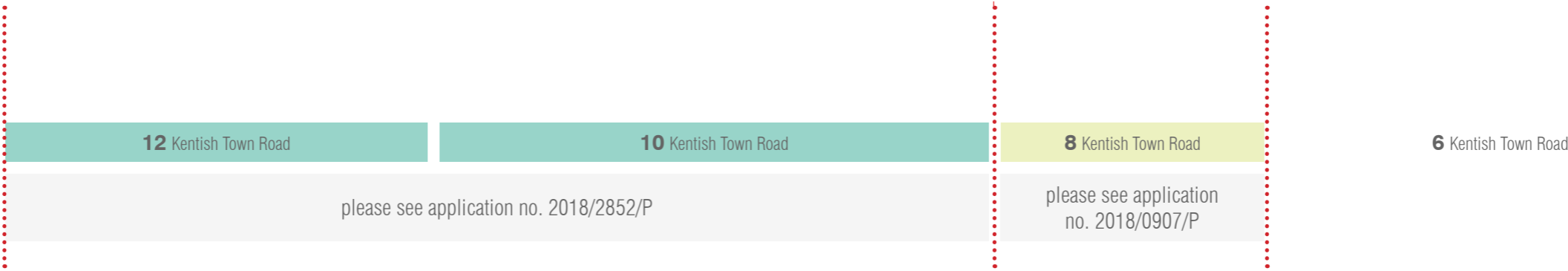
3.3 Proposed Plans: Second and Mansard Floor



Mansard Floor



Roof Plan



Existing Front Elevation [west]  
1:100 @ A3



Consented Front Elevation [west]  
1:100 @ A3



Proposed Front Elevation [west]  
1:100 @ A3



6 Kentish Town Road

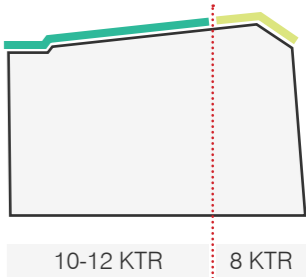
8 Kentish Town Road

10 Kentish Town Road

12 Kentish Town Road

please see application  
no. 2018/0907/P

please see application no. 2018/2425/P



Existing Rear Elevation [east]  
1:100 @ A3



6 Kentish Town Road

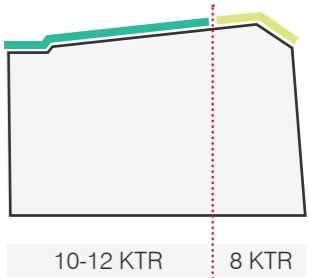
8 Kentish Town Road

10 Kentish Town Road

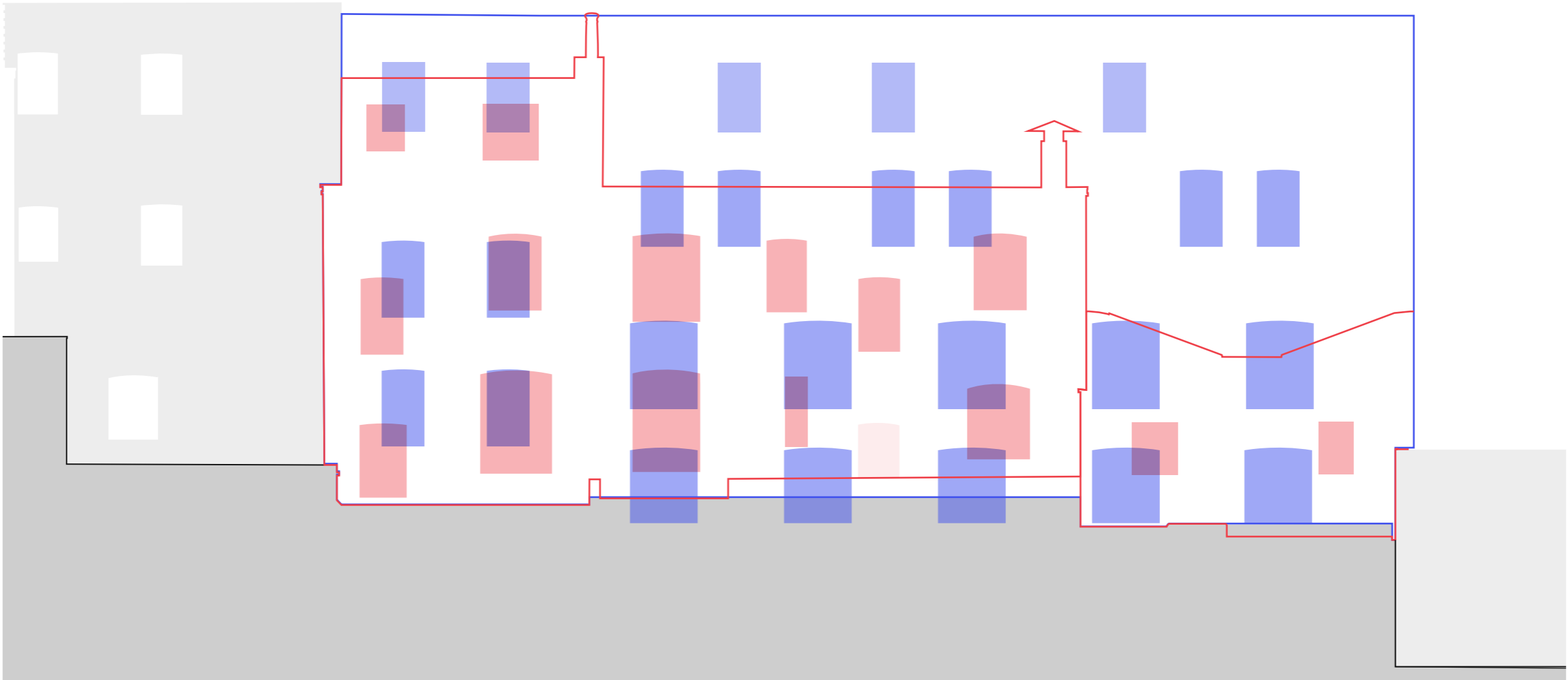
12 Kentish Town Road

please see application  
no. 2018/0907/P

please see application no. 2018/2425/P



Consented Rear Elevation [east]  
1:100 @ A3

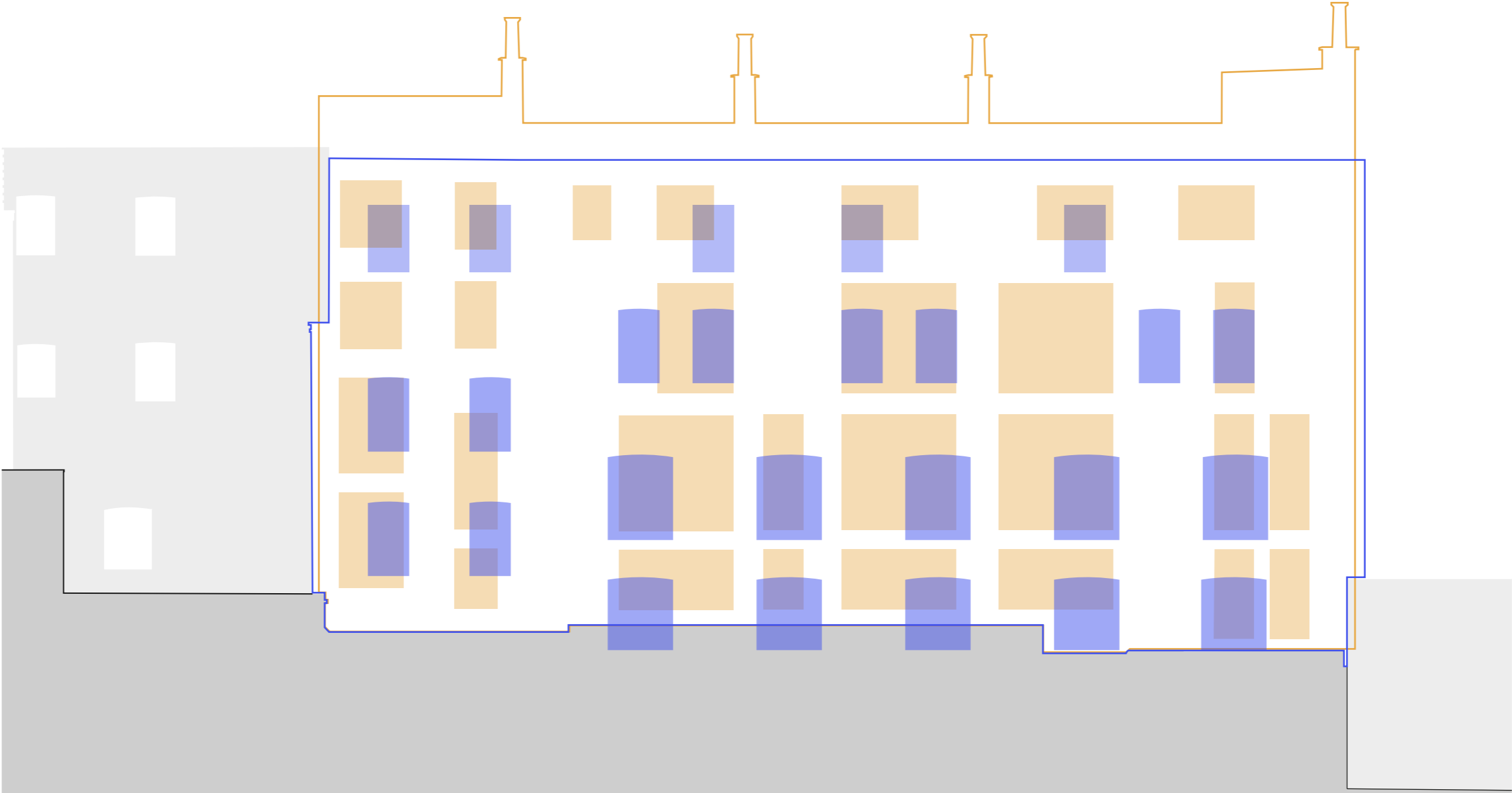




- Existing Windows
- Consented Windows

The existing rear facade does not have a window order of any particular merit. The windows are aligned vertically, but there is no horizontal alignment and no real proportional quality.

The consented scheme has introduced some order and structure to the facade with an attempt at creating a more traditional hierarchy of window sizes.

Some of the existing window types have been reinstated, but still do not provide the guest bedrooms with sufficient natural light or adequate energy efficiency values.



-  Consented Windows
-  Proposed Windows

There is an opportunity for maximising the amount of natural light which can reach the guest bedroom interiors of the hotel. The proposed windows clearly depict a vast increase in the amount of glass through floor-to-ceiling windows in every guest room. This will significantly enhance the guest experience in providing well-lit guest rooms and represents a significant public benefit in an area identified as key tourism hub.

so as to sensitively to the conservation area and not compromise the visual indicators at street level.

The existing chimneys have been fully reinstated with chimney breasts



**Revision 1**

A near exact copy of the consented scheme, although adjusted slightly to accommodate a change in floor plan.

All windows (excluding mansard) have been made full height, floor to ceiling.

**Revision 2**

Reinstatement of chimneys.

Small bathroom windows have been created where possible.

**Revision 3**

Bathroom windows made full height.

Stairwell made more prominent by creating a large vertical window which scales the full height of the building.

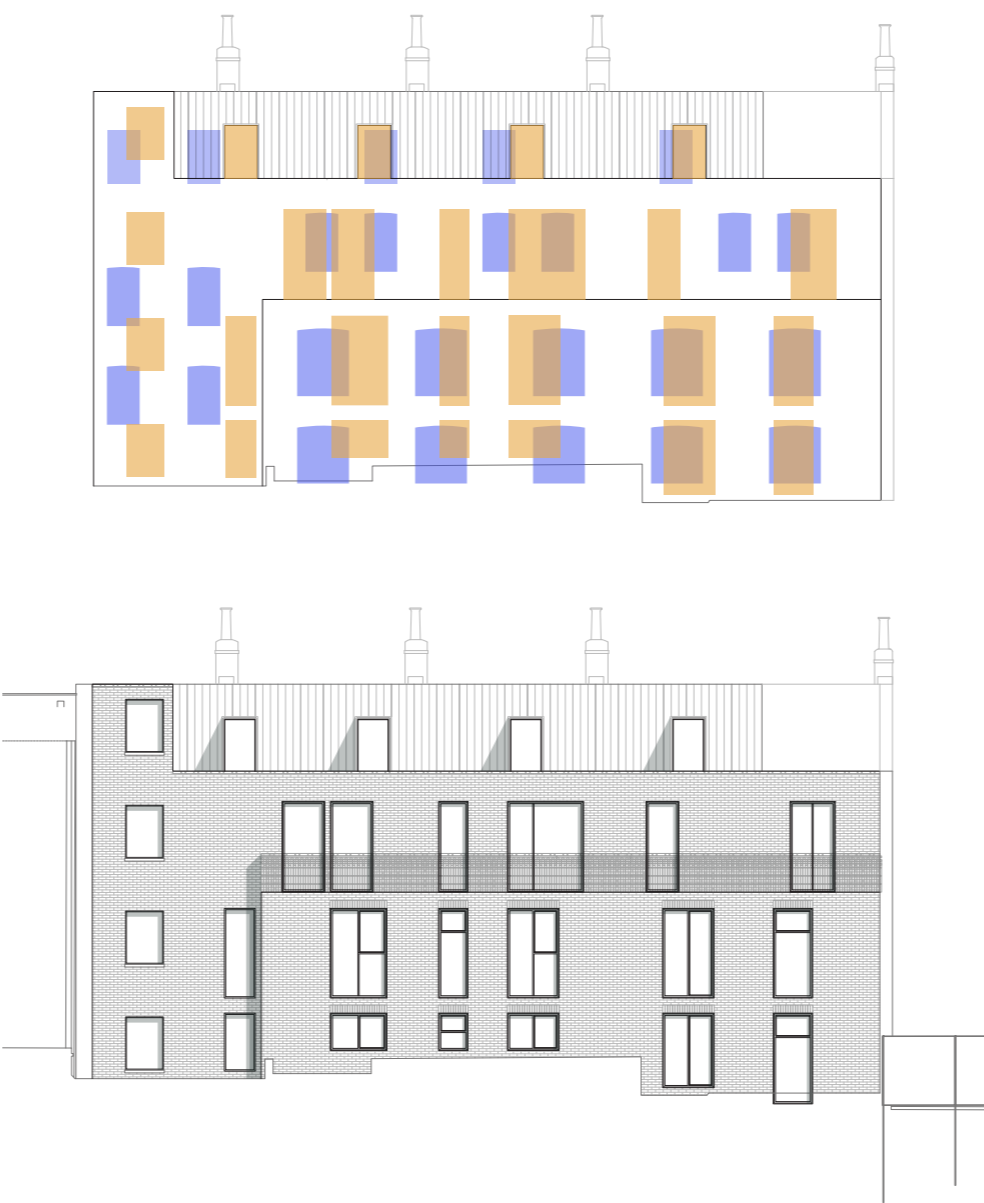


**Revision 4**

Begin to experiment with brick detailing, taking references from corncicing on the front facade and local buildings of the period and type.

Window lintels are visible but disguised by running a horizontal strip of vertical bricks aligning with the lintel.

More orderly mansard windows.

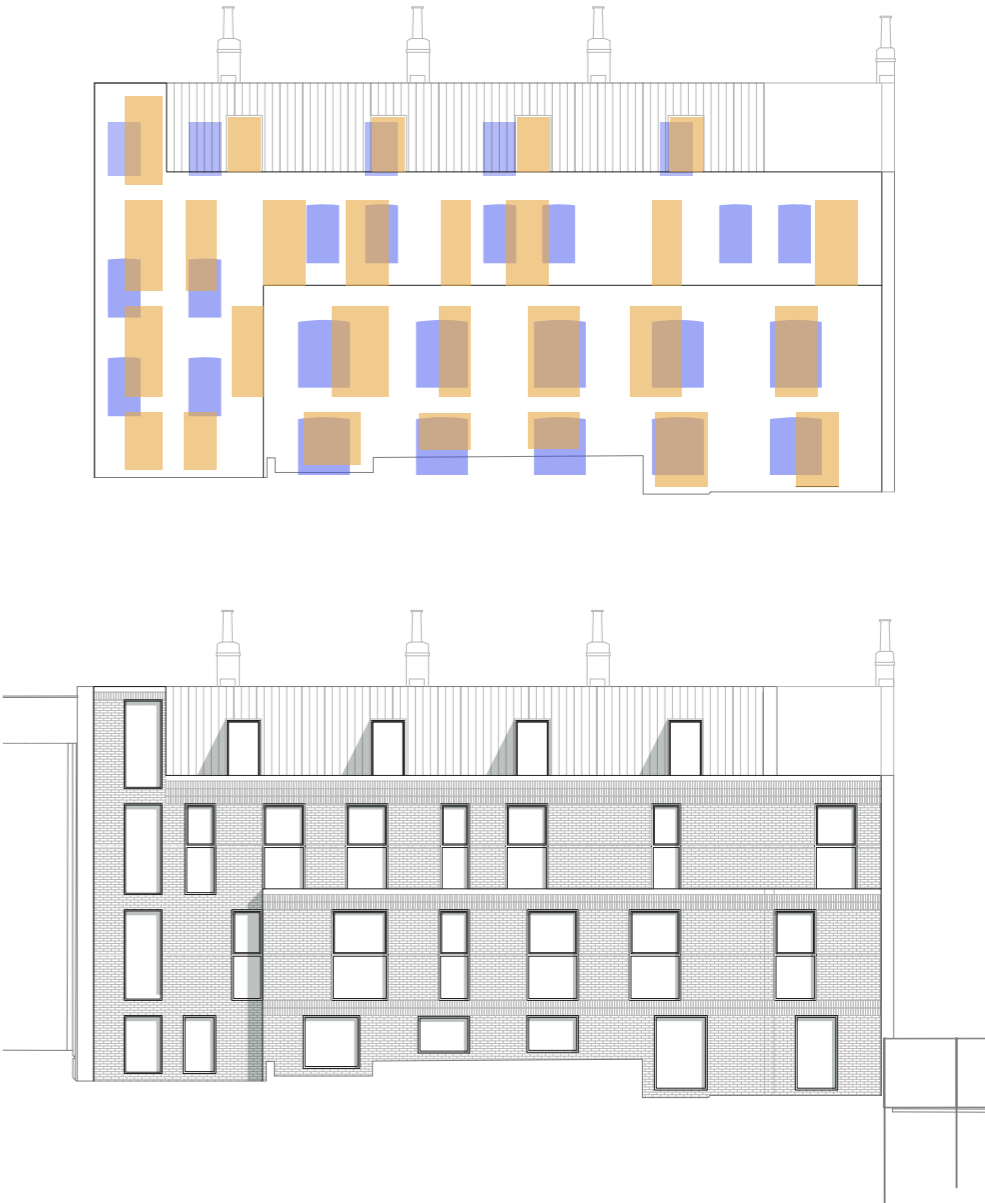


**Revision 5**

More attention focused on aligning windows vertically.

Simplified, modern window lintels

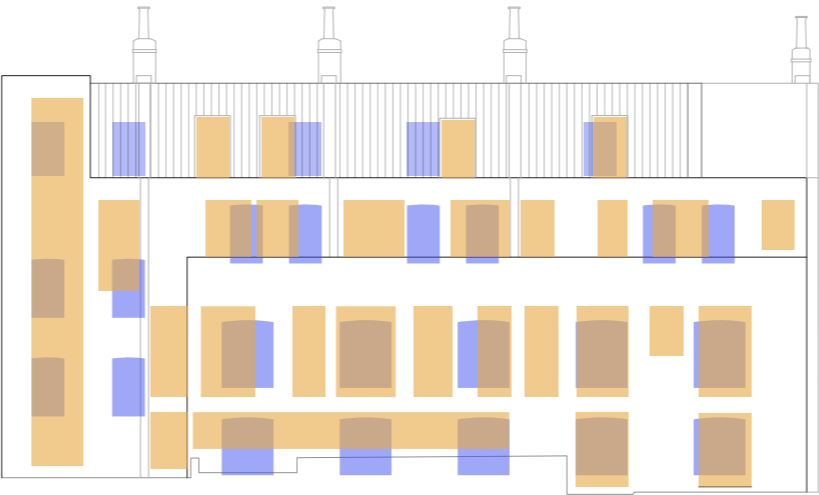
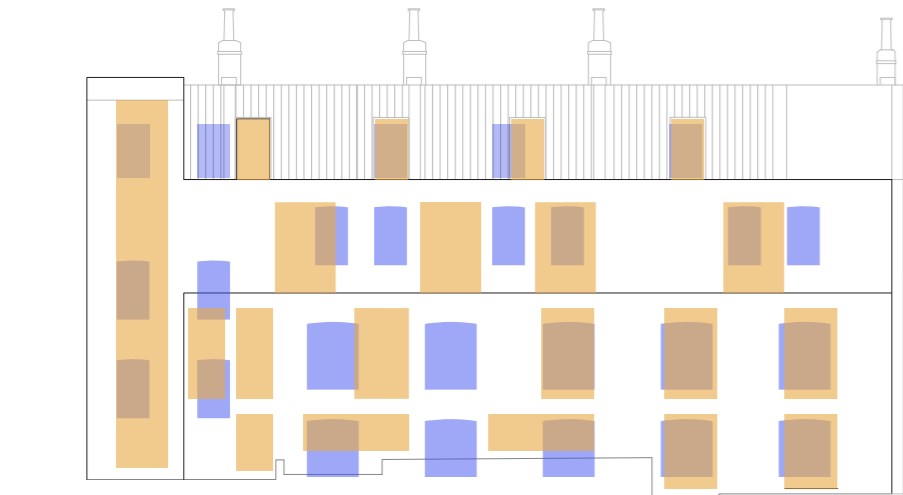
Brick balustrade added to enclose a rooftop garden accessible by guests who's rooms are on the east (rear) side of the second floor.



**Revision 6**

Making frame types consistent across all windows.

Mezzanine level windows are restricted from being full height therefore need to be as wide as possible to maximise natural light.



**Revision 7**

Reducing the total number of windows but maximising the width of the remaining ones allowing the elevation to breathe and create opportunities to accentuate the brickwork and detailing.

**Revision 8**

Dividing the elevation to be read as individual blocks, more subtly this time, as the extruded mass at mezzanine and first floors punches out and disrupts the verticality slightly.

**Revision 9**

Mansard windows double in width to provide more internal space in their respective guest rooms.

Mezzanine and first floor windows are grouped together to fill the elevation and provide a smart order, whilst above, at second floor level, windows serve the roof garden, disguised from the exterior by an extension of the brickwork creating a parapet.

Darker Brick and Perforated staircase wall

The choice of a much darker brown brick provides a sophisticated aesthetic. Instead of a vertical strip of glass which serves the staircase, perforated bricks with glazing behind is a more endearing method to implement, as it removes most of its prominence in the elevation.



Redish-Purple Brick, Glazing Staircase and Roof Garden

A redish-purple brick:.this option has utilised more space for windows. The foliage in the roof garden spills out over the balustrade to share its natural quality visually with rest of the surrounding buildings.



Honeycomb-patterned Perforated brick

A honeycomb-patterned perforated brick fills the vertical face of the stairwell for providing natural light and ventilation, whilst not being an overpowering feature of the rear facade, such as the full glazed option. A glass balustrade was tested as an option to really accentuate the full height windows.





Proposed Rear Elevation [east]  
1:100 @ A3



6 Kentish Town Road

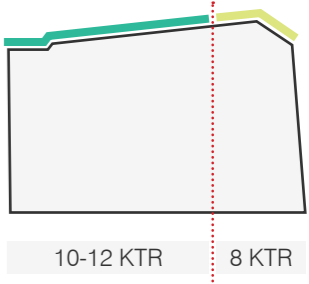
8 Kentish Town Road

10 Kentish Town Road

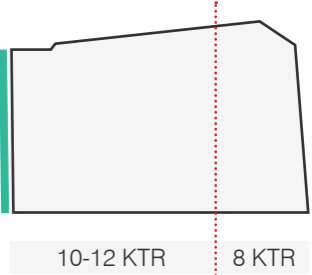
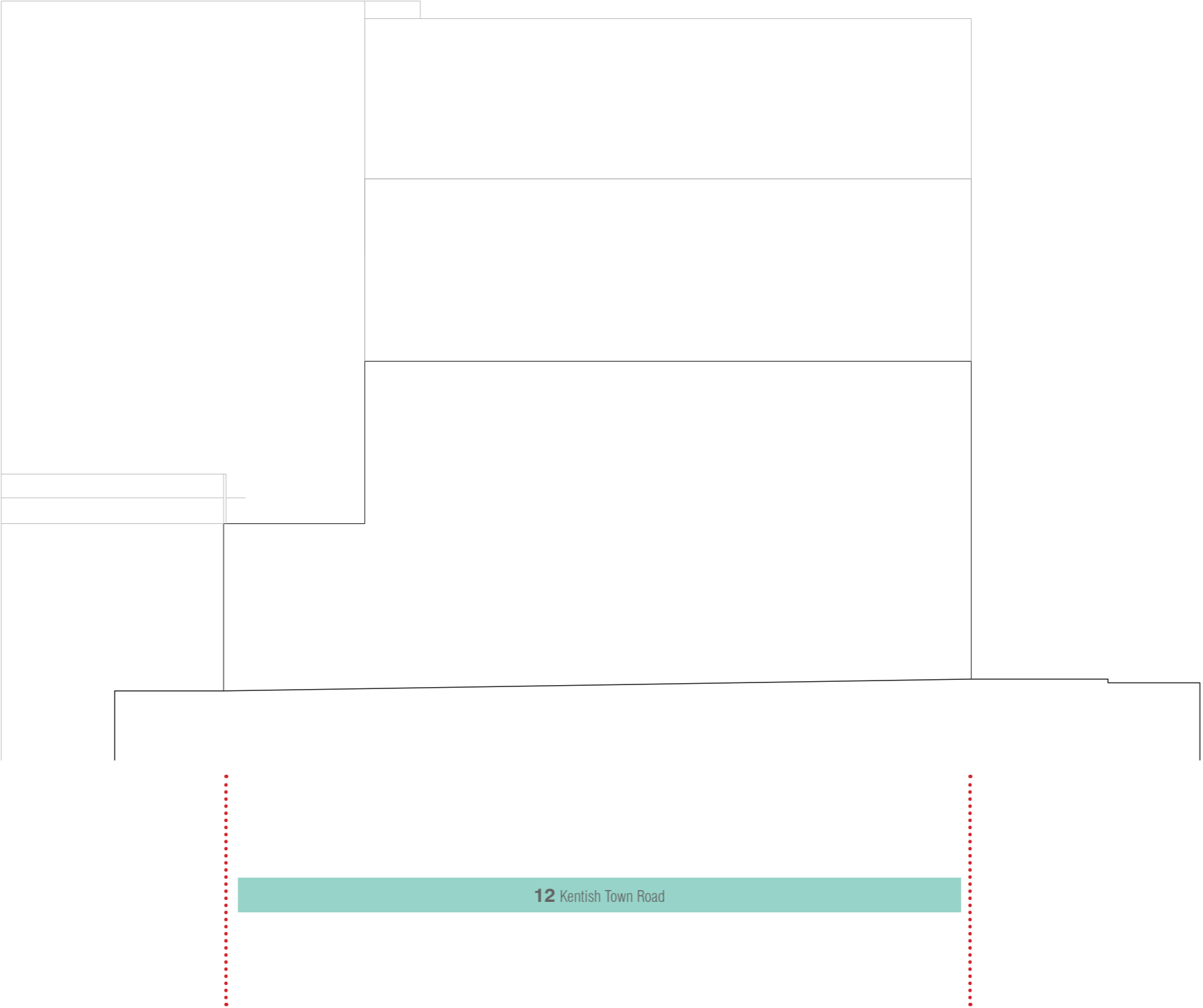
12 Kentish Town Road

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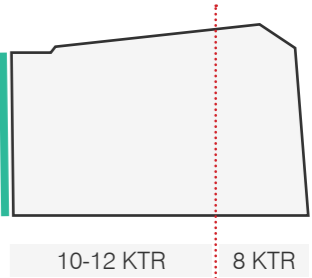
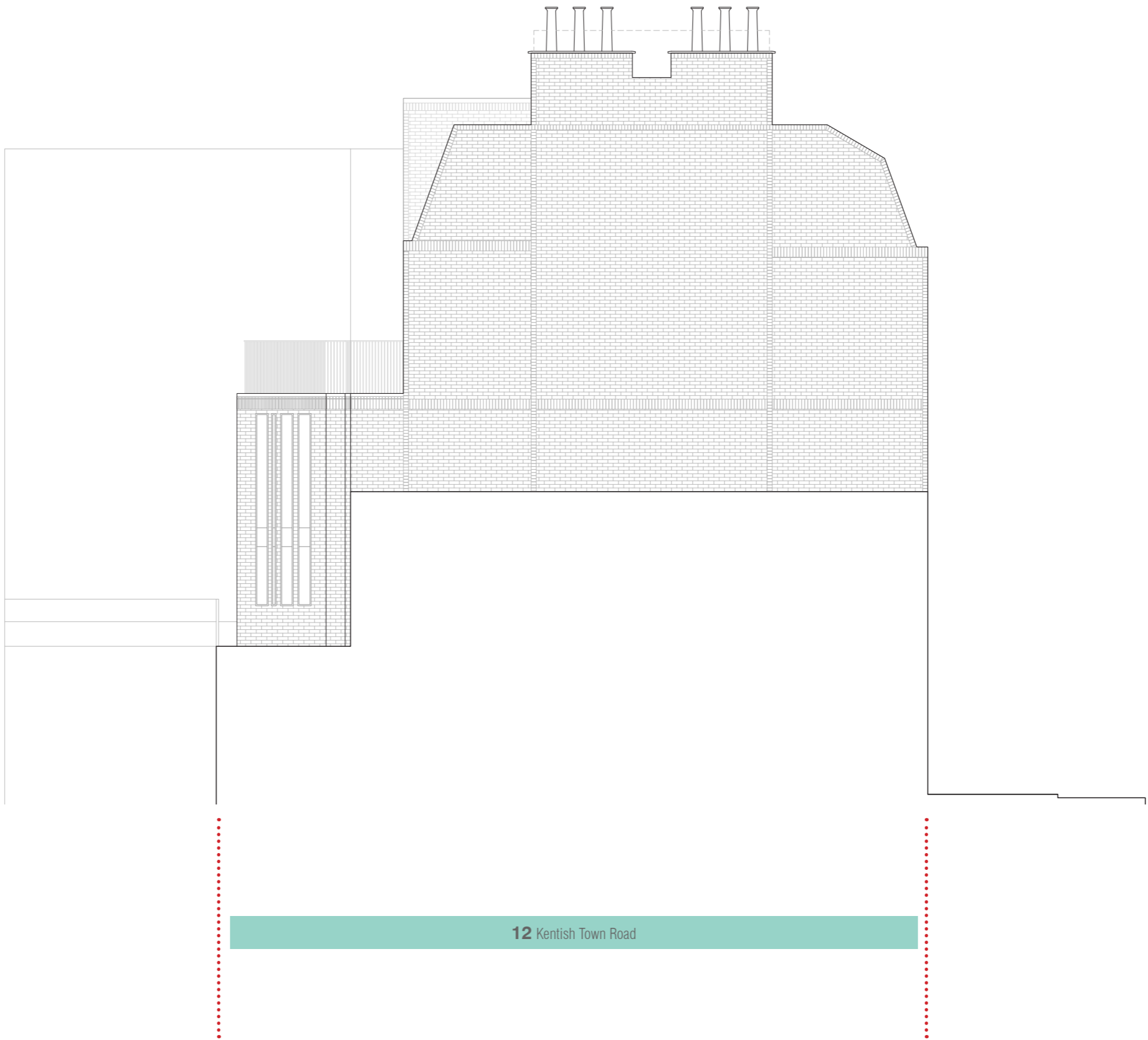
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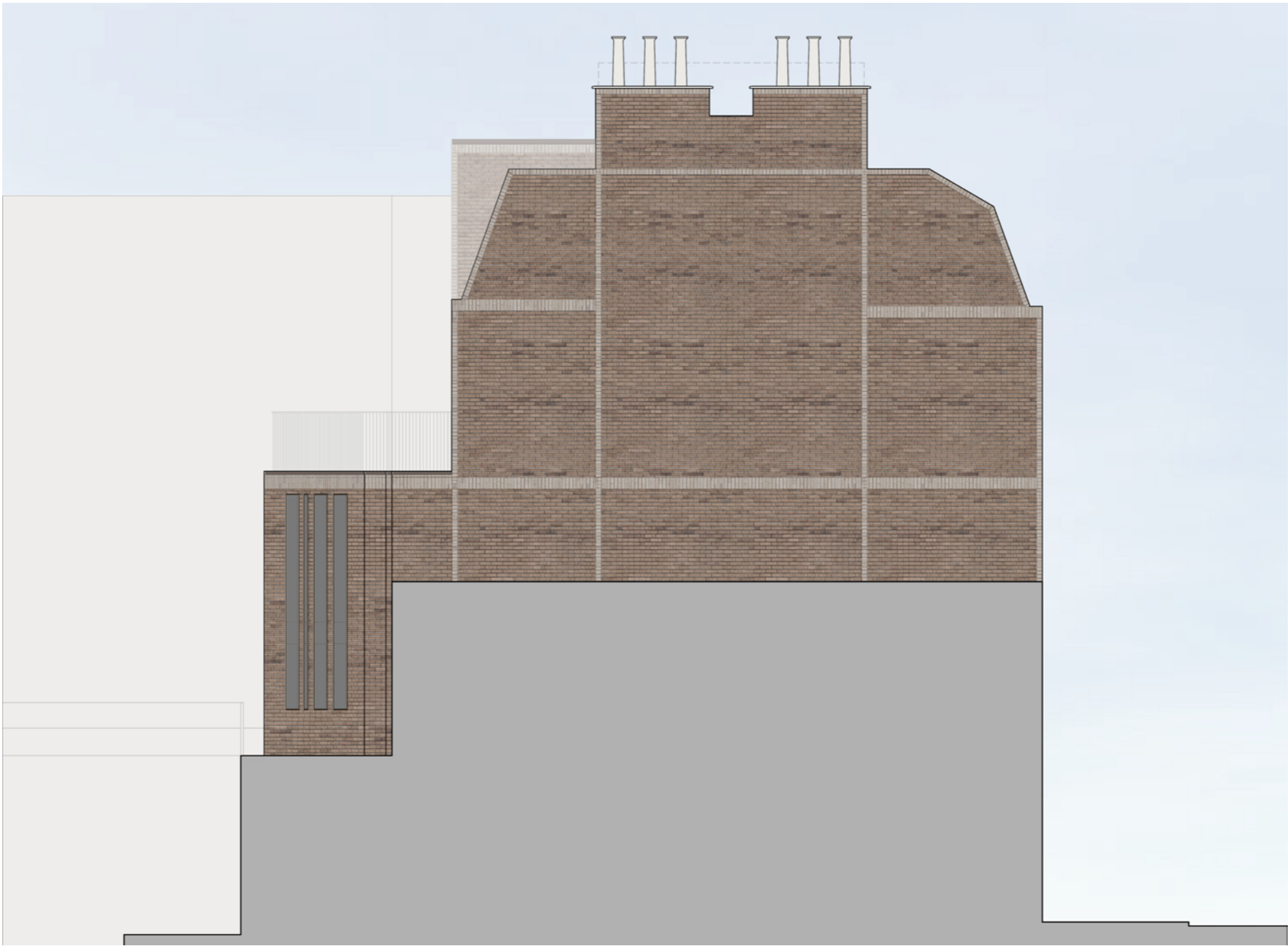
Proposed Rear Elevation [east]  
1:100 @ A3



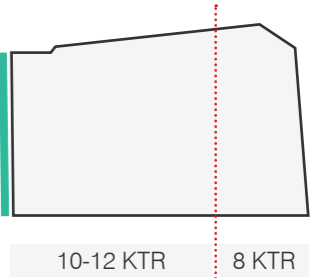
Existing Side Elevation [north]  
1:100 @ A3



Proposed Side Elevation [north]  
1:100 @ A3



12 Kentish Town Road



Proposed Side Elevation [north]  
1:100 @ A3

# 4.0 MATERIALITY

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- 4.1    Materiality
- 4.2    Materiality

# 4.0 MATERIALITY



## London **Brick** façade

Brick has been selected as the primary façade material due to its historic use, durability and character. The variety of texture, pattern and colour provide the building of high quality design.

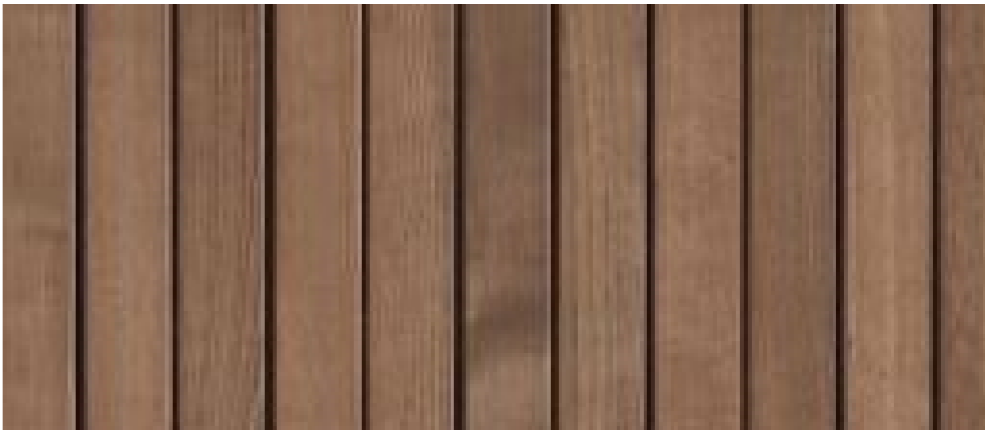
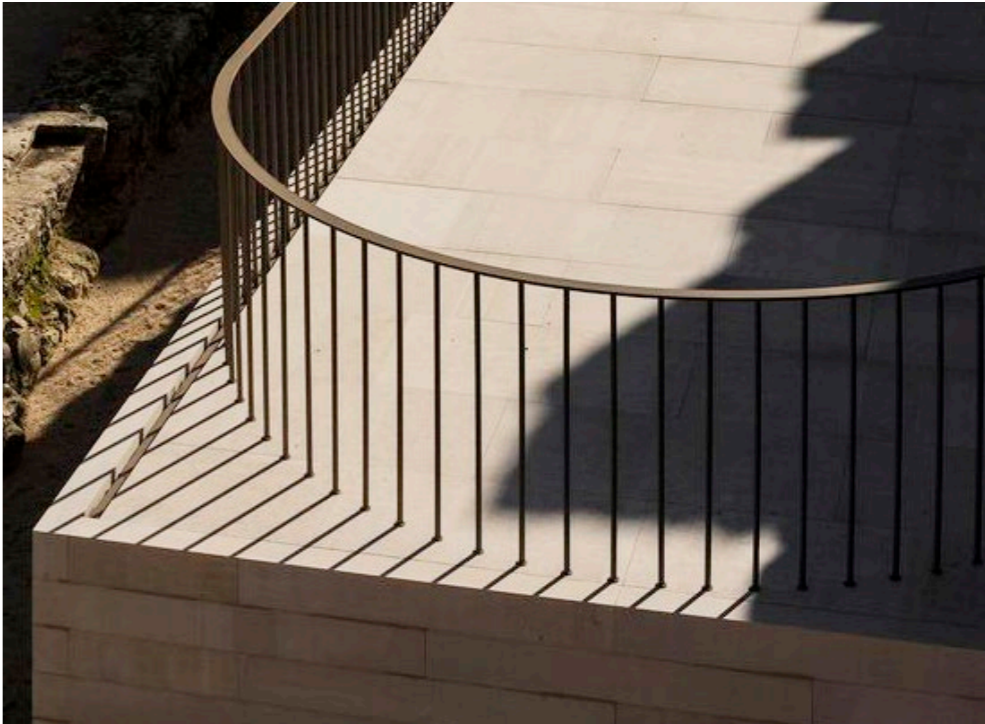
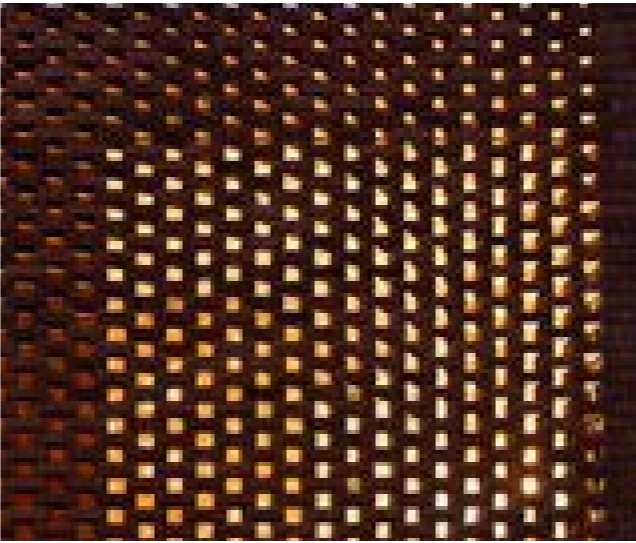
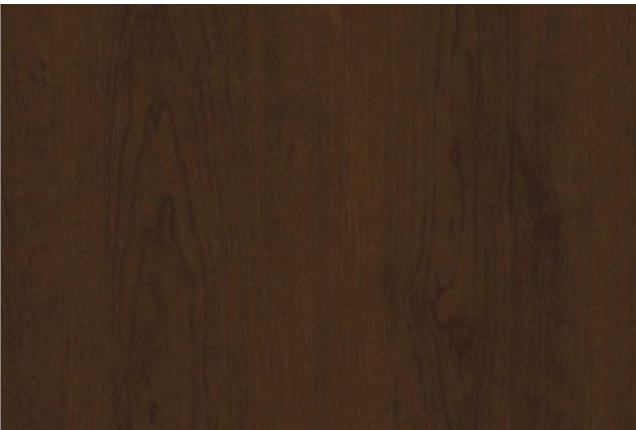
## **Metal** fenestration

Brown aluminium fenestration will reference the light industrial heritage character of the local context whilst using a contemporary metal materiality.



# 4.1 Materiality

4.0 MATERIALITY



4.2 Materiality