

7. Proposal

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7.1 Summary

The proposal has been borne out of an iterative design process and through communication with Camden Council and local residents. The scheme has evolved into a building routed in context that captures the eclecticism and vibrancy of Camden.

Following an in-depth analysis of the context the bulk of the mass has been positioned towards the corner of the junction of Delancey Street and Camden High Street, with the mass stepping down along Delancey Street towards Arlington Road.

The chamfer is used as the tool for articulating the mass to sit within the context, whilst also reinterpreting the roofscape and conglomerate of architectural styles observed throughout Camden. The articulated chamfer reduces the mass along Delancey street, appealing to the more sensitive residential area, whilst also responding to the lower height of the neighbouring Santander building on the high street (121–123 Camden High Street).

The chamfer also finds itself into the expression of the window reveals and onto the ground floor, enhancing the retail and hotel entrances whilst improving pedestrian flow along Delancey Street and extending the public realm.



Right - 1:250 cast model of proposal in context

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7.2 Height in Context

Camden High Street

The conglomerate of architectural styles which characterise Camden has resulted in a high street of various building heights and styles, with no defined datum.

The proposal has been articulated to fit comfortably into this context; chamfering to respond to the height of the neighbouring Santander building (121-123 Camden High Street) and preserve the continuity of the High Street elevation.

The floor to ceiling heights are defined by the internal programme. Where unlike the traditional Victorian buildings - with reduced top floors and large first floors - the hotel has a consistent floor to ceiling height. An increased height in the ground floor aligns with the average ground floor datum.

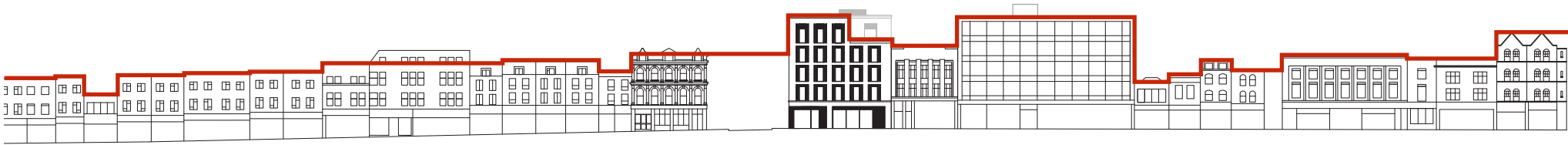
Delancey Street

Delancey Street, whilst it remains an urban area towards the high street end, characterised by the Forge Music Venue, Blues Kitchen and Guitar Guitar shop, beyond the junction of Arlington road the street profile very much changes to a residential area.

The proposal mass has been articulated to adhere to this change in height and use. The mass drops to 3 storeys along Delancey street absorbing the proportions of the Georgian terrace houses. A 4 storey expression signaling the end of the building and the change of use from hotel to residentail.



Delancey Street



Camden High Street



Camden High Street



Delancey Street

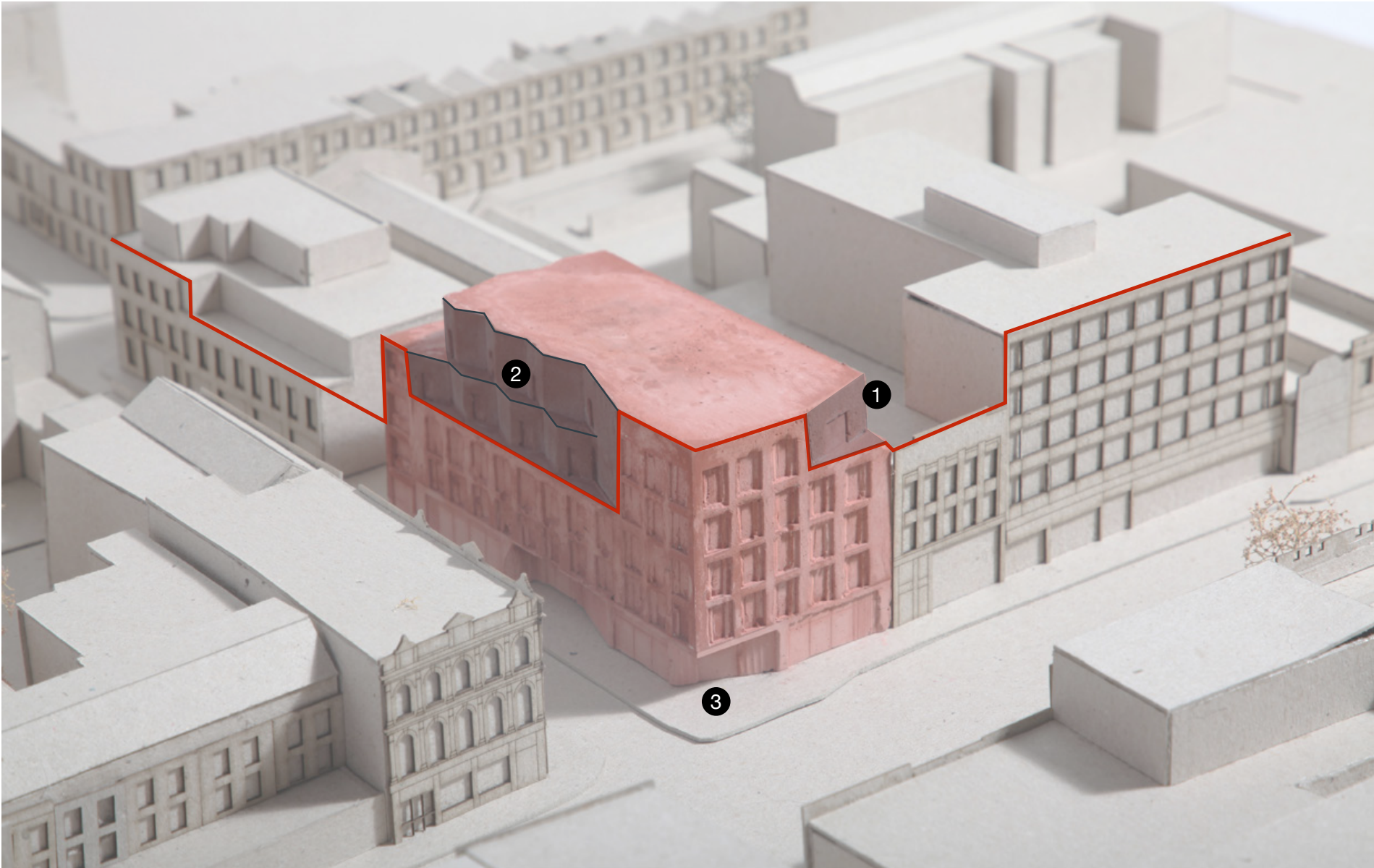
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7.3 Massing and Scale in Context

The proposal has been articulated in response to the two different street expressions that converge at the site. Delancey Street, whilst still urban on the stretch up to Arlington Road, shifts into a much more residential area.

The corner condition, in contrast, is a far more urban condition, fronting Camden High Street with several larger buildings including Bowman Brothers Department Store and the Lloyds Bank.

The mass steps down and relates to the much more intimate environs and the finer, more domestic grain of Arlington Road. The mass has been further articulated through chamfering; a response to the eclectic identity of Camden composed of a rich variety of roofscapes.



- 1. The chamfer is used as the tool to articulate the mass in response to the two street typologies.
- 2. Mass steps down in response to the more residential grain along Delancey Street.
- 3. Proposal corner condition proposes an architectural language that references the two street typologies.



Terrace houses on Arlington Road



Key corner building on Camden High Street

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7.4 Improving the Public Realm

Camden High Street Commercial Frontage

The existing building is dominated by its entirely modern and poor quality shopfront, that extrudes from existing building datum and sits as a anomaly within the street context. The proposal intends to recess the building to realign with the neighbouring properties.

The increased number of visitors to Camden, has resulted in congested pavements and roads. The proposal intends to further improve the public realm by Chamfering the ground floor corner, facilitating movement across the busy junction.



1952



1980s



2019



Existing



Proposed

Delancey Street Frontage

The existing building elevation along Delancey has a long utilitarian elevation which creates a blank and uninviting frontage to the street.

The hotel and residential entrances are located on Delancey street, re-activating the frontage whilst ensuring that it retains it's residential character. The building elevation changes in height along Delancey to reinstate the scale and rythm of the Georgian terrace houses.



Existing building condition



Existing



Proposed

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7.5 Detail in Context

Articulated Set-backs

Referencing the variety of roof forms within the conservation area whilst acting as a device to reduce the mass. Stepped brick details the set-backs in reference to the decorative nature of these roofs



Delancey Street Facade

Detail is reduced to windows with simple expressed chamfered reveals, intended to reference the facades of the Georgian terraced houses.



Spandrel

Sage green perforated spandrel panels, acting as ventilation for hotel rooms, reference reveals of Bowman Brothers Department Store.



Ground Floor

Coloured reconstituted stone is used on the ground floor draws reference from the heavy use of Stucco on the ground floors of the Georgian parades.



Expressed Windows

Throughout the High Street the use of detailing and decoration is particularly prominent around window frames. The proposal intends to reinterpret this.



Parapet

A refined coping detailing that through the change of material and play of shadow is used to terminate the building and reference the taxonometric studies



Extended Spandrels

Top floor windows have an extended spandrels panel, signifying the top floor of the building, marking the crown of the building and giving a special moment to the termination of the facade.



Brick Detailing

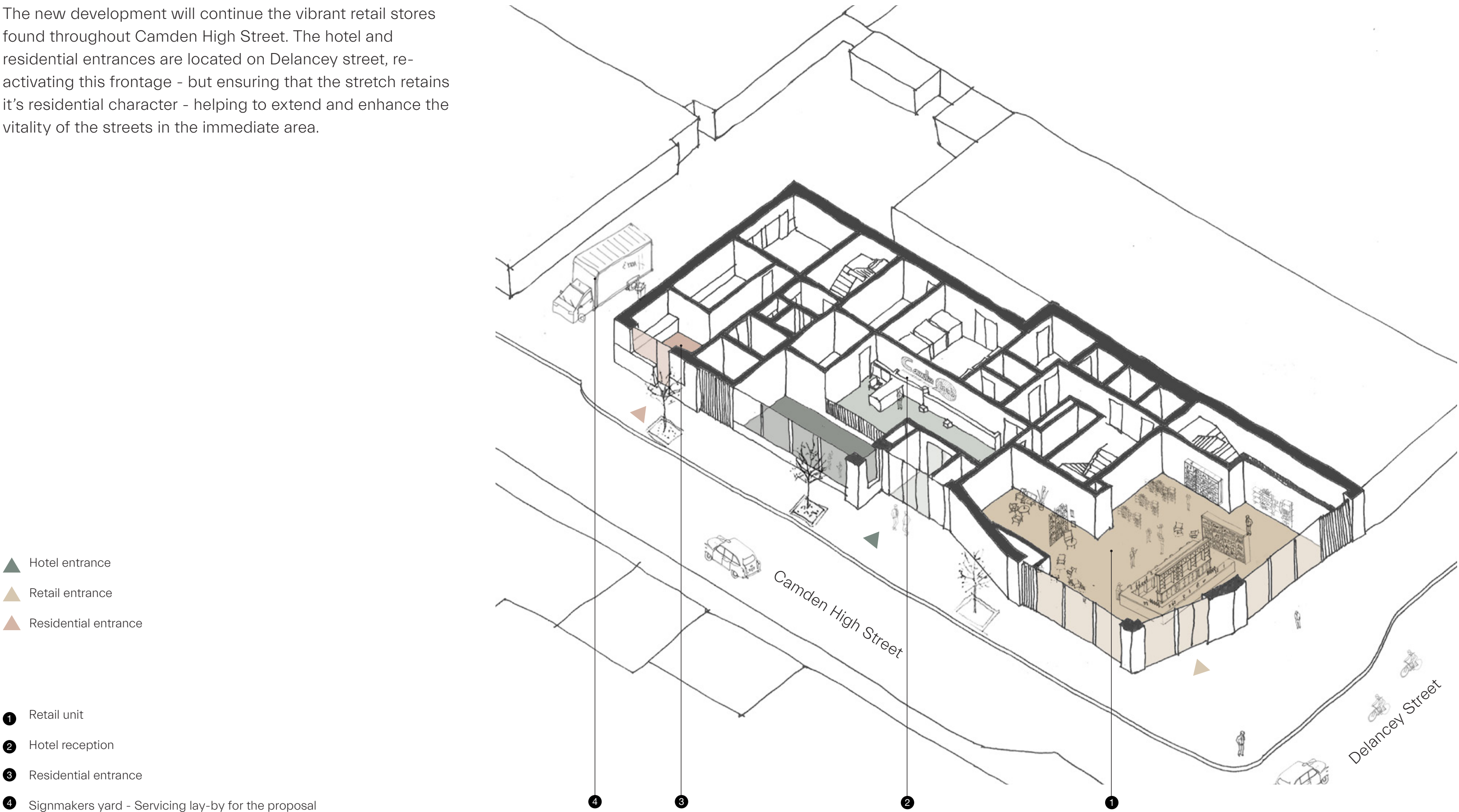
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7.6 Ground Floor Condition

The new development will continue the vibrant retail stores found throughout Camden High Street. The hotel and residential entrances are located on Delancey street, re-activating this frontage - but ensuring that the stretch retains it's residential character - helping to extend and enhance the vitality of the streets in the immediate area.



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7.7 Plans

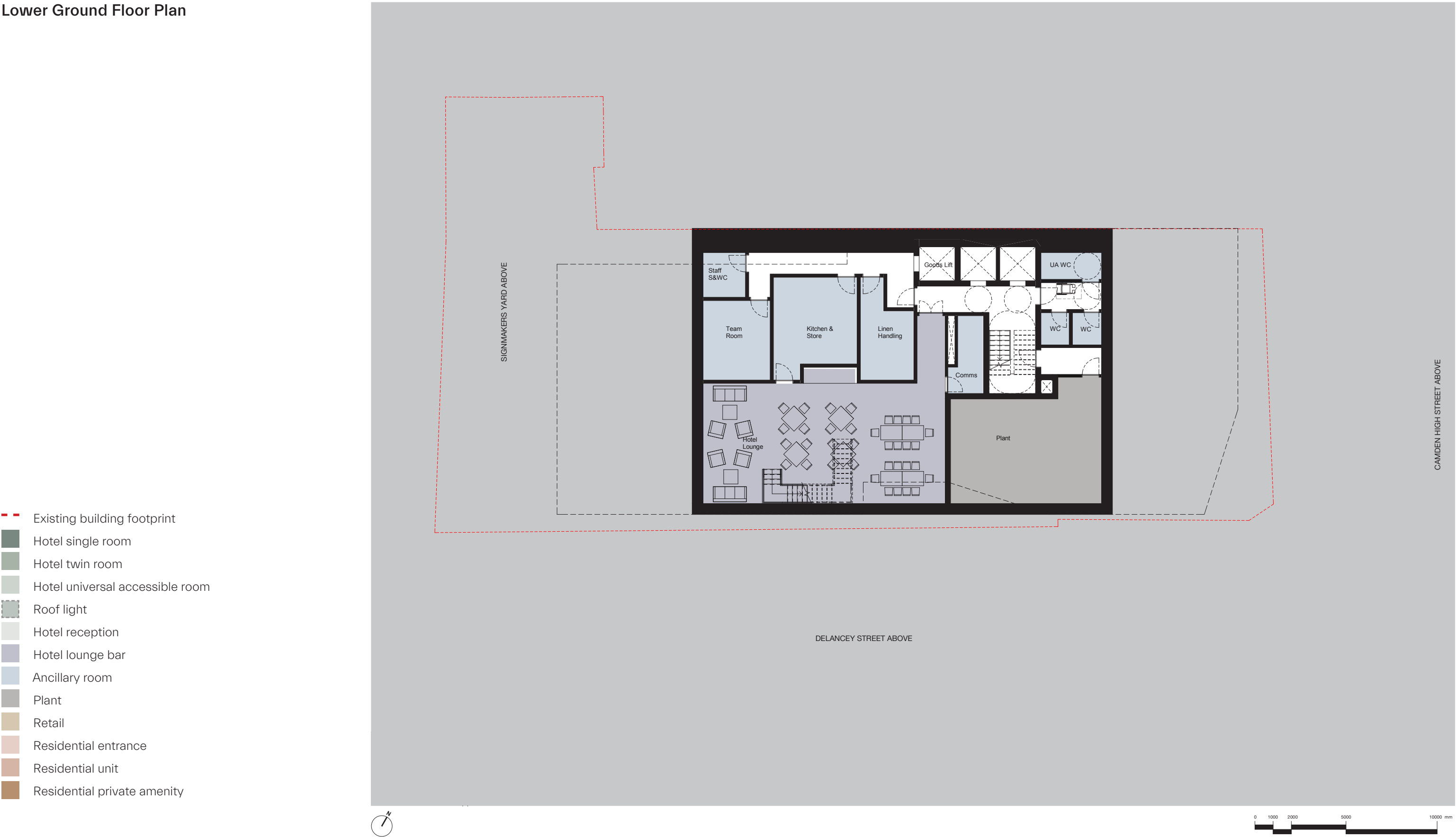
Ground Floor Plan



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7.7 Plans

Lower Ground Floor Plan



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7.7 Plans

First and Second Floor Plan



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7.7 Plans

Third Floor Plan



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7.7 Plans

Fourth Floor Plan



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7.7 Plans

Roof Plan



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7.8 Sections

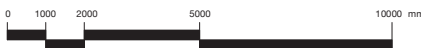
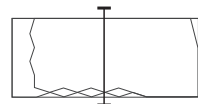
Section through Hotel, retail unit and residential unit



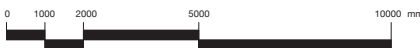
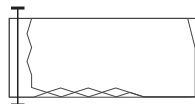
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7.8 Sections

Section through Hotel



Section through residential unit



- Hotel single room
- Hotel twin room
- Hotel universal accessible room
- Roof light
- Hotel reception
- Hotel lounge bar
- Ancillary room
- Plant
- Retail
- Residential entrance
- Residential unit
- Residential private amenity

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7.9 Street Elevation

A generous height ground floor aligns with the average ground floor datum of the High Street.



Delancey Street Elevation

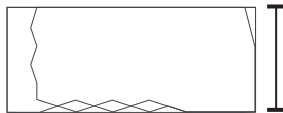


Camden High Street Elevation

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7.10 Elevations

Delancey Street elevation



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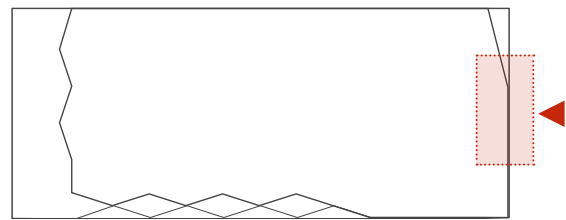
Camden High Street elevation



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7.11 Camden High Street Typical Bay

Elemental composition of Camden High Street facade



- 1 Reconstituted stone coping detail, colour matched to brick
- 2 Brick facade, laid in stretcher bond, colour matched to concrete
- 3 Window reveal with stepped brick detailing
- 4 Sage green metal window frame, with fixed hotel window glazing
- 5 Sage green metal 'zig-zag' spandrel panel
- 6 Reconstituted stone base with protruding reconstituted stone coping detail, colour matched to brick
- 7 Reconstituted stone chamfered element with ribbed texture, colour matched to brick
- 8 Entrance to retail unit
- 9 Retail window. Fixed glazing with sage green metal window frame and 'zig-zag' spandrel panel

