

Appendix IV First Exhibition Invitation

Proposed Hotel Neighbouring the Roundhouse

1 Adelaide Road & 157 Regent's Park Road

KANDA

Kanda
44 - 48 Paul Street
London EC2A 4LB

Tel +44 (0) 20 3900 3676
Email john.greenshields@kandaconsulting.co.uk

Date
May 2019

Dear Neighbour,

Re
Proposed Hotel
Neighbouring the
Roundhouse

I am writing to you with details of proposed changes to the corner building at 157 Regent's Park Road / 1 Adelaide Road and to invite you to a public exhibition to see the plans.

Currently, the 1990s building contains businesses including the 'Domino's Pizza' and 'Bite Me Burger'. Our plans for the site would include a new hotel aimed at individuals and couples attending events in the area. There would also be a small bar/restaurant to compliment existing local businesses.

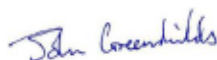
Before we submit a planning application, we would like to know what you think about the plans.

We will be hosting a public exhibition on Tuesday the 14th of May at the Roundhouse's Weston Production Room between 4pm and 7:30pm. This is located on the third floor of the Roundhouse Office Building, accessed via Regent's Park Road. The exhibition will be fully wheelchair accessible.

Members of the design team will be present to answer any questions you may have, and there will also be a chance to inform the application by giving us feedback.

You do not have to let me know if you are coming, but if you are unable to attend, copies of the exhibition materials can be sent to you once they are finalised.

If you have any questions in the meantime, please contact me on the details above. Thank you for your time, I look forward to working with you on this project.



John Greenshields

Under the Data Protection Act 2018 and the General Data Protection Regulation: All information you give us will be treated confidentially, only used in connection with the project, never shared with any third party and will be deleted when the project is completed.

Appendix V First Exhibition Boards

THE ROUNDHOUSE HOTEL

Welcome to our public consultation on plans for the proposed redevelopment of 157 Regent's Park Road / 1 Adelaide Road.
Ulfaux Ltd are preparing a hotel-led, mixed-use redevelopment of the corner plot, replacing the 1960's building which will help reinvigorate the 'Neighbourhood Centre' of Chalk Farm.
We are keen to hear your views on the scheme. As you walk around the exhibition, please direct any comments or questions to members of the project team who will be happy to help.
At the end, we would encourage you to kindly complete a feedback form.

EXISTING SITE



AERIAL VIEW OF EXISTING SITE



SITE LOCATION PLAN

Piercy Company

EXISTING BUILDING

The existing building comprises retail at ground with office and a single residential unit above.
 The building was redeveloped in the early 1980's in a mock-Victorian style that references the original Adelaide Tavern that was demolished as part of the redevelopment.



GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN



THIRD FLOOR PLAN



CHALK FARM ROAD



ADELAIDE ROAD



REGENT'S PARK ROAD



CHALK FARM ROAD / ADELAIDE ROAD



CHALK FARM ROAD / REGENT'S PARK ROAD



REGENT'S PARK ROAD

Piercy Company

SITE CONTEXT CAMDEN HERITAGE

CHALK FARM STATION



THE BOLDENHOUSE



HISTORIC CORNER BUILDINGS IN THE AREA



AMBITION FOR SITE HIGH QUALITY AFFORDABLE MICRO HOTEL

AFFORDABLE MICRO HOTEL ROOM FOR SHORT STAYS



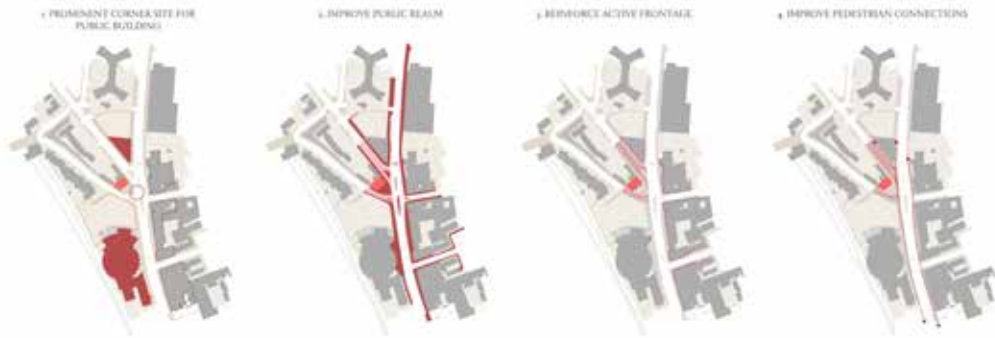
INFORMAL GROUND FLOOR SOCIAL AND WORK SPACES



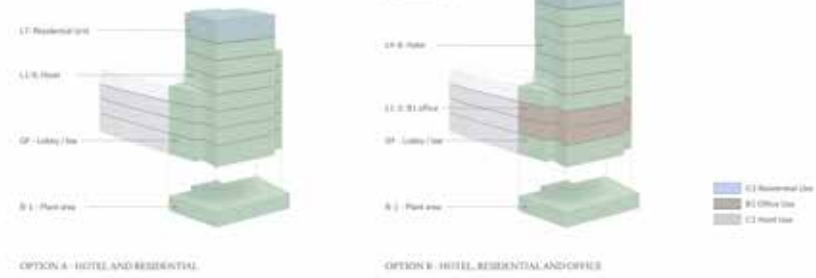
Percy Company

OUR PROPOSALS

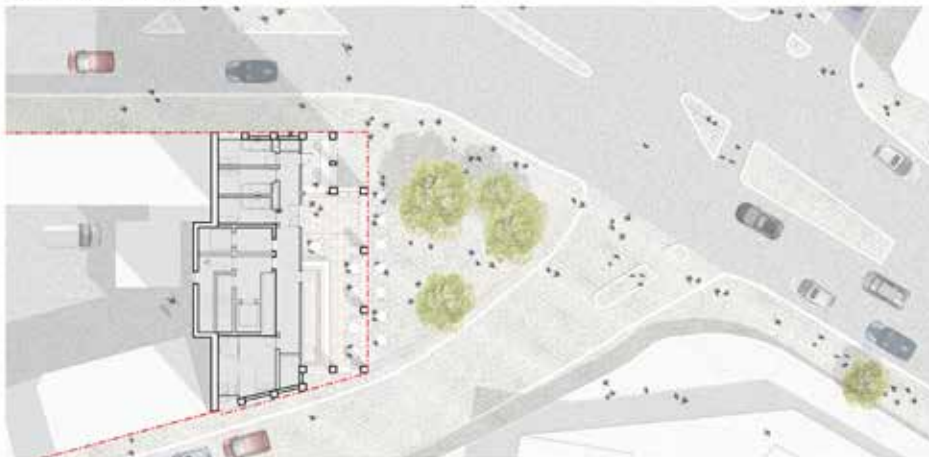
We propose a high quality yet affordable micro hotel that supports local business and trade including The Roundhouse. Through active ground floor lobby and cafe use, the hotel will also provide an informal space for local residents to meet and work. As a public benefit to the scheme we will be providing a contribution to both affordable homes and workspace. There will also be 35-40 jobs created once the hotel is operational which we hope to be offered to local residents first.



REDEVELOPMENT OPTIONS



ILLUSTRATIVE PUBLIC REALM PLAN



Piery Company

HEIGHT AND MASSING

EXISTING

OPTION A (GROUND + 7 STOREYS)

OPTION B (GROUND + 9 STOREYS)

HAVERSTOCK HILL



HAVERSTOCK HILL



CHAMBER ROAD



CHAMBER ROAD



Piercy Company

NEXT STEPS.....

Thank you for your time. We hope you have found the presentation useful as well as informative.

A photograph of our concept model is shown below. Following your feedback we will look to integrate your comments into the emerging design and present these to you in a few weeks time.

If you have any questions please don't hesitate to ask a member of the team.

ILLUSTRATIVE CONCEPT MODEL



INDICATIVE TIMELINE



Appendix VI First Exhibition Feedback Form

**The
Roundhouse Hotel**

PUBLIC EXHIBITION
May 2019

FEEDBACK FORM

We would be grateful if you could take a few moments to provide your views on the proposals for the Roundhouse Hotel. If you have any questions, or would like assistance, please ask a member of the team.

CONTACT DETAILS

Name _____
Address _____
Postcode _____ Telephone _____
Email _____

All information you give us will be treated confidentially and only used in connection with the project. We may use the information you provide to keep you up to date with the project. If you would prefer us to not store your information or keep you updated please tick this box

Please provide your views on the following statements by ticking the relevant box. Space for additional comments is provided overleaf.

1. I welcome the opportunity to be consulted on these proposals.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

2. I support the provision of a Hotel in this development.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

3. I agree with continued investment in the local area to support The Roundhouse.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

4. I would be happy to see a contribution made to off-site affordable housing provision

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

[Questions continued over....](#)

5. I support the provision of social and work space at the ground floor.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

6. I would prefer the site to be brought forward under a single use, e.g. hotel, rather than a mix.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

7. In terms of height, from the two options on display, which would you prefer?

Option A (Ground + 7 Storeys) Unsure Option B (Ground + 9 Storeys)

8. Please let us know if you have any additional views on the proposals.

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Please hand your completed form to a member of the team or you can send it back to us via post or email, at:

Kanda Consulting
44 - 48 Paul Street London
EC2A 4LB
roundhousehotel@kandaconsulting.co.uk



Appendix VII Second Exhibition Invitation

Proposed Hotel Neighbouring The Roundhouse 1 Adelaide Road & 157 Regent's Park Road

KANDA

Kanda
44 - 48 Paul Street
London EC2A 4LB

Tel +44 (0) 20 3900 3676
Email john.greenshields@kandaconsulting.co.uk

Date
July 2019

Re
Proposed Hotel
Neighbouring the
Roundhouse

Dear Neighbour,

I am writing to you with details of the proposed changes to the corner building at 157 Regent's Park Road / 1 Adelaide Road, and to invite you to a public exhibition to see the updated plans.

Currently, the 1990s building contains several small businesses, including the 'Domino's Pizza' and 'Bite Me Burger'. Our plans for the site include a new hotel aimed at individuals and couples attending events in the area. There would also be a small bar/restaurant at ground floor that will compliment existing local businesses.

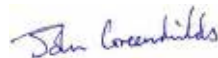
Following our first public exhibition in May, residents' feedback has helped inform our designs. But before we submit a planning application, we would like to know what you think about these plans.

We will be hosting a second consultation on the updated plans at The Roundhouse Offices on Regent's Park Road, Monday the 8th of July, between 3pm and 7pm.

Members of the design team will be present to answer any questions you may have, and there will be an opportunity to inform the application by giving us feedback.

You do not have to let me know if you are coming, but if you are unable to make it, copies of the exhibition materials can be sent to you once they have been finalised.

If you have any questions in the meantime, please contact me on the details above. Thank you for your time, I look forward to our continued work together on this project.



John Greenshields

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Appendix VIII Second Exhibition Boards

THE ROUNDHOUSE HOTEL

Welcome to our second public consultation for the proposed redevelopment of 157 Regents Park Road / 1 Astorville Road.
Urbanx Ltd are proposing a hotel led, mixed-use redevelopment of the corner plot, replacing the 1980's building to help reinvigorate the 'Neighbourhood Centre' of Chalk Farm.
As you walk around the exhibition, please direct any comments or questions to members of the project team who will be happy to help.
At the end, we would encourage you to kindly complete a feedback form.

EXISTING SITE



AERIAL VIEW OF EXISTING SITE



SITE LOCATION PLAN

Piercy Company

EXISTING BUILDING

The existing building comprises retail at ground floor, with office and a single residential unit above. The building was redeveloped in the early 1980's in a mock-Victorian style that references the original Adelaide Tavern that was demolished as part of the redevelopment.



CHELSEA FARM ROAD



ADELAIDE ROAD



REGENT'S PARK ROAD



GROUND FLOOR PLAN



FIRST FLOOR PLAN



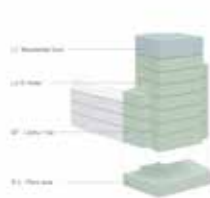
SECOND FLOOR PLAN



THIRD FLOOR PLAN

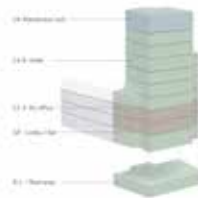
FIRST CONSULTATION EVENT

Back in May we presented our initial thoughts for the hotel. We presented two different building programmes with two different massing proposals for your consideration. Option A was simply a hotel with policy compliant replacement residential apartment at 8 stories. Option B included office space and was 10 stories tall. The aggregated feedback showed broad support for the hotel use and a preference for Option A.



OPTION A - HOTEL AND RESIDENTIAL

- 10 - Residential
- 08 - Office
- 02 - Retail



OPTION B - HOTEL, RESIDENTIAL AND OFFICE

- 10 - Residential
- 08 - Office
- 02 - Retail



OPTION A - HOTEL AND RESIDENTIAL MASSING

Piercy & Company

SITE CONTEXT CAMDEN HERITAGE

CHALK FARM STATION



THE ROUNDHOUSE



HISTORIC CORNER BUILDINGS IN THE AREA



The Adelaide Tavern (The Stop)



Marble Bed Cap (The World's End)



The Britannia Inn

AMBITION FOR SITE HIGH QUALITY MICRO HOTEL

AFFORDABLE MICRO HOTEL ROOM FOR SHORT STAYS



INFORMAL GROUND FLOOR SOCIAL AND WORK SPACE



Piercy Company

OUR PROPOSALS

We propose a high-quality micro hotel that supports local business and trade including The Roundhouse. Through active ground floor lobby and cafe area, the hotel will also provide an informal space for local residents to meet and work. As a public benefit to the scheme we will be providing a contribution to both affordable homes and workspaces. There will also be 35-40 jobs created once the hotel is operational which we intend to be offered to local residents first.

The design has tested a number of massing arrangements up to 11 storeys and a variety of architectural designs. Our early studies explored a lightweight metal facade but this evolved into the preferred masonry option. This option is a simple but elegant brick facade with arched windows, evocative of Camden's industrial heritage and robust buildings expressive of their function.



Design Study A



Design Study B



Design Study C



Preferred Design - View along Chalk Farm Road

Piery & Company

DESIGN STRATEGY

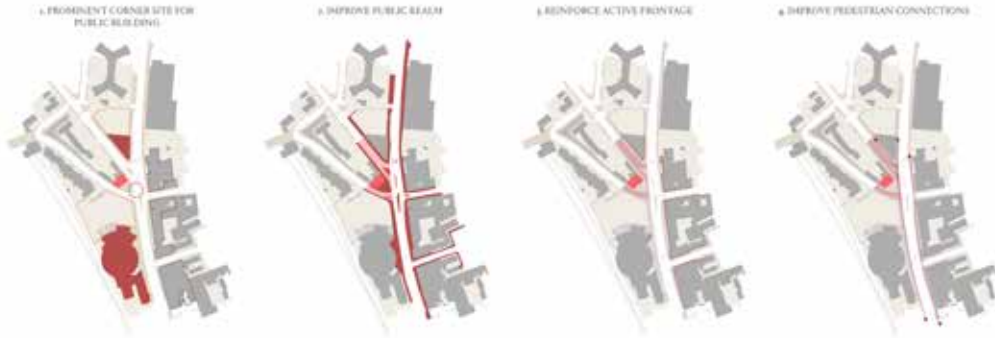
As part of the proposals we would like to improve the public realm in the front of the building to create an external seating area associated with the hotel to activate the space, alongside landscaping and informal public seating areas.

The architectural design of the building is evocative of Camden's industrial past. The two-part massing follows that of the original Adelaide Tavern and adjoining coal merchants of Rickett Smith & Co. Each hotel room is expressed on the facade with a simple arched window with brick voussoirs head detail. Handmade bricks are proposed to embody a sense of craftsmanship human scale to the building.



Piery Company

PUBLIC REALM STRATEGY



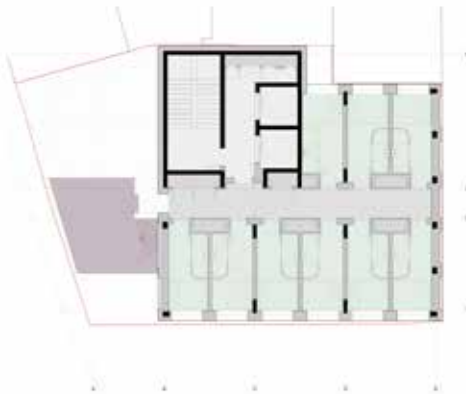
Piercy Company

GENERAL ARRANGEMENT PLANS

Typical Plan



Typical Upper Floor Plan



Residential Floor Plan



- Core
- Staircase
- Residential
- Common Area

Piercy Company

BAY STUDY



Elevation study

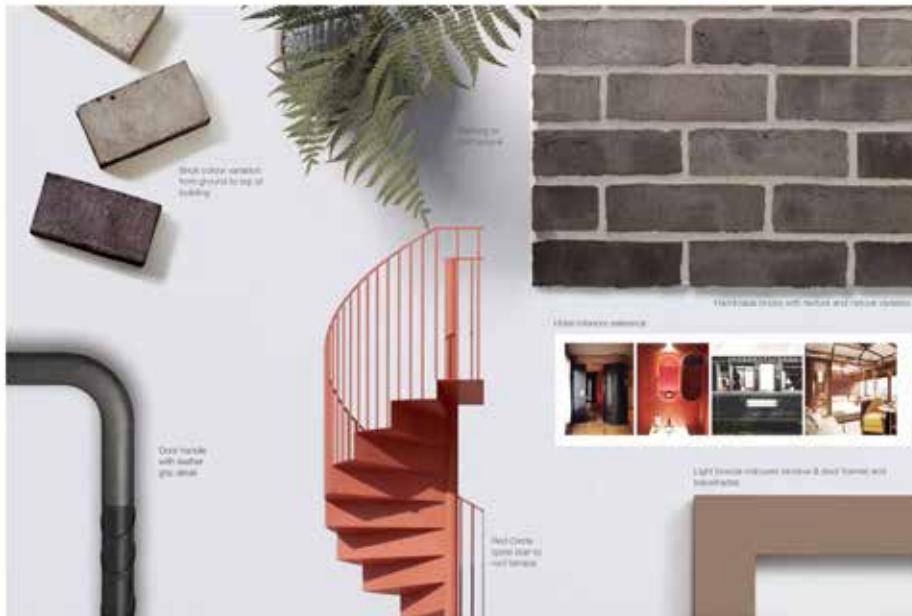


Detail Section Study



Detail facade plan

MATERIAL PALETTE



Piercy Company

KEY BENEFITS OF DEVELOPMENT:

- DELIVER A HIGH QUALITY NEW BUILDING;
- INCREASED ECONOMIC SPEND IN THE AREA;
 - THE PROVISION OF NEW JOBS;
- EMPLOYMENT AND TRAINING INITIATIVES THROUGH THE CONSTRUCTION PHASE;
- CIL CONTRIBUTION TOWARDS LOCAL INFRASTRUCTURE
- S106 CONTRIBUTIONS TOWARDS AFFORDABLE HOUSING AND AFFORDABLE OFFICE FLOORSPACE IN THE BOROUGH.

NEXT STEPS.....

INDICATIVE TIMELINE



Appendix IX Second Exhibition Feedback Form

**The
Roundhouse Hotel**

PUBLIC EXHIBITION
July 2019

FEEDBACK FORM

We would be grateful if you could take a few moments to provide your views on the proposals for the Roundhouse Hotel. If you have any questions, or would like assistance, please ask a member of the team.

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4. I would be happy to see a contribution made to off-site affordable housing provision

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

[Questions continued over....](#)

5. I would be happy to see a contribution made to off-site affordable work space provision.

- Generally agree Somewhat agree No view Somewhat disagree Generally disagree

6. I would prefer the site to be brought forward under a single use, e.g. hotel, rather than a mix.

- Generally agree Somewhat agree No view Somewhat disagree Generally disagree

7. I feel that the community has played a role in shaping the proposals.

- Generally agree Somewhat agree No view Somewhat disagree Generally disagree

8. Please let us know if you have any additional views on the proposals.

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Please hand your completed form to a member of the team or you can send it back to us via Freepost or email, at:



Freepost RUAE-BZXR-EELX
RE: KAN0065 Regent's Park Road
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155 – 157 Regent’s Park Road

Statement of Community Involvement
July 2019