Piercy&Company

# REGENT'S PARK ROAD HOTEL





# ROUNDHOUSE HOTEL



JULY 2019 Design & Access Statement

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PIERCY&COMPANY-JULY 2019

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SUMMARY OF PROPOSALS



# 0.1.1 USE

The proposed building is a mixed-use C1 hotel led development to Chalk Farm Road that provides 70 keys and incorporates a single 2 bedroom-4 person C3 residential unit and a ground floor and basement A1 retail unit to Adelaide Road.

The individual hotel rooms can be described as 'micro' rooms. The typical room size is 2.1m wide by 4.5m deep. The rooms are intended for single occupancy and short stays. The hotel is the Official Hotel Partner of the Roundhouse. As the official partner, the hotel and the Roundhouse will work together to foster mutually beneficial relationship whereby the hotel benefits from the proximity to the venue and the venue benefits from a high quality hotel to serve it's guests, visitors and performers.

# The

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# 0.1.2 AMOUNT

The proposed building has a total gross external area of 2,401sqm / 25,842sqft. The Gross Internal Area of C1 use is 1,846sqm / 19,869sqft. The total GIA of C3 use is 111sqm / 1,189sqft and the total GIA of A1 use is 59sqm / 635sqft.

The development proposes the demolition of a building totalling 1,006sqm /10,824sqft GEA.

# 0.1.3 LAYOUT & SCALE

The proposed 8-storey building replaces the existing 4-storey and follows a very similar built footprint. The building is c.29.5m above existing ground level to the top of the plant enclosure. The primary frontage of the building is 14.4m wide and is 13.95m at its deepest point. The building mass is articulated as two forms, similar in character to the original Adelaide Public House as the dominant form and adjoining coal merchants as the subservient form.

In front of the building is a public open space totalling circa 235sqm / 2,529sqft and is 22m wide by 16m deep (max. dims).

The public entrance to the hotel is on the northeast corner nearest to the tube station and junction between Adelaide Road and Haverstock Hill. Servicing entrances and access points are located to the south of the building on Regent's Park Road.

Behind the proposed building, the northern residential with ground floor retail and south residential wings are retained either side of a communal parking area. The rear car park space is utilized for providing long stay cycle parking for employees of the hotel operator and the single residential unit.

## 0.1.4 APPEARANCE

The appearance of the building is developed from a deep understanding of Camden and its historic and present day architectural character. The site is a prominent corner site with significant public open space in front of the primary facade. As is the case with many of Camden's finest buildings, our proposals are expressive of the building's function. The fenestration pattern is reflective from the functional arrangement of hotel rooms and their corresponding size, in an efficient and logical layout.

The predominant base material is brick with arched window openings with gauged voussoirs defining the window head. A simple window frame and panel sit within the opening. Where there is no functional requirement for a glazed opening the panel is solid brick, within a similar arched opening. Where the building articulates the staircase in the rear facade, the brickwork has no further external expression or architectural detail. The only variations to the fenestration strategy are where the brick panels become 'hit and miss' such that ventilation can be provided to the communal hallways of the building. Window opening sizes vary only to express a change in function behind the facade line, such as the larger accessible rooms to the fourth floor or an increase in height to reflect the more generous nature of the public areas of the ground floor.

Many of Camden's corner buildings are however more aesthetically expressive and flamboyant. In subtle acknowledgment of this, our proposals stagger the colour of brickwork with darker bricks towards the base of the building and lighter brickwork to the top. The colour of the brick voussoirs remains lighter and consistent throughout the facade therefore being more expressive at the lower levels of the building. The mortar course also remains consistent and therefore prominent at lower levels, adding secondary levels of visual interest and intrigue at a human scale.

The lower southern block provides a private amenity space for the residential unit. This is accessed from the apartment via an external spiral staircase. This approach is expressive of the functional need but to access but also provides visual interest higher up the building.

The building embodies a simple elegance, that is expressive of its function but with a layering of further detail suitable to the prominence of buildings position and townscape sitting.

# EXECUTIVE SUMMARY

# 0.1.5 LANDSCAPING

There are limited options to develop landscaping and open spaces within the planning boundary of the site. However the Applicant is committed to improving the public realm in front of the building and working with the London Borough of Camden and their emerging transport / public realm designs to provide a high quality landscape setting that is beneficial not just to the hotel but also the public streetscape. An illustrative design has been developed showing a raised tree planting bed with public seating to the perimeter.

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1.1 1.2 1.3

# INTRODUCTION

PROJECT OVERVIEW

PROJECT TEAM

PIERCY & COMPANY





1.1.1 Road.

1.1.2

1.1.3 site.

1.1.4 1.1.5

Piercy & Company have been appointed by Uchaux Ltd (The Applicant) to submit a planning application for a hotel at 155-157 Regent's Park Road/1 Adelaide

The Applicant proposes the demolition of the existing four storey mixed use building facing on to Haverstock Hill, which is of low density and no notable historical value. The existing buildings are of very poor architectural merit and fail to engage with the public realm fronting the building.

The brief is to create high quality hotel accommodation with associated ground floor uses and to assist public realm improvements that reinforce this area as a focal point of the Chalk Farm Neighborhood Centre. In addition to hotel use, there is the opportunity to incorporate the existing residential unit and retail on

The surrounding context is ever changing, responding to current needs and future trends. We believe the hotel will contribute to the dynamic nature of the neighbor supporting local business needs including the Roundhouse. As official partners, the Roundhouse and hotel will collaborate to encourage beneficial relationship.

The proposal is to create a contemporary but contextual building that we believe will enhance the character of Chalk Farm.

Client	UCHAUX	Uchaux Ltd. 90 High Holborn, London, WC1V 6XX	Heritage Consultant	
Project manager	ASSERSON	38 Wigmore Street, London, W1U 2RU	Access Consultant	ARUP
Architect	Piercy&Company	Piercy & Co The Centro Building, 39 Plender St, London NW1 0DT	Transport & Waste Consultant	wsp
Planning Consultant	DP9	DP9 Ltd 100 Pall Mall London	Health Impact Consultant	TRIUM
Structural Engineer	HEYNE TILLETT STEEL	Heyne Tillett Steel 4 Pear Tree Court London, EC1R 0DS	Tree Consultant	Landmark Trees
Building Services Engineer	CUNDALL	Cundall, 1 Carter Ln, London, EC4V 5ER		
Right to Light/ Daylight & Sunlight	POINT	Point 2 Surveyors 17 Slingsby Pl, London, WC2E 9AB		

# PROJECT TEAM

Montagu Evans 5 Bolton St London W1J 8BA

Arup 13 Fitzroy Street London W1T 4BQ

WSP 70 Chancery Lane, Holborn, London WC2A 1AF

Trium 68 - 85 Tabernacle St, Old Street,

Landmark Trees Holden House, 4th Floor, 57 Rathbone Place, 5-17 Haverstock Hill, Market & Affordable Apartments











Piercy&Company is part of a new generation of leading British architectural practices. The studio has carved a reputation for carefully crafted contemporary residential, commercial and civic projects in sensitive historic environments. Influenced by the British Arts & Crafts tradition,

An emphasis on a direct response to the conditions of each site has led to a diverse portfolio. From an award-winning house formed of two Core-Ten volumes inserted behind a nineteenth century stable wall to the twenty-first century re-imagining of a Victorian warehouse for the new build Turnmill building in Clerkenwell; each project is shaped by a rigorous investigation of the particularities of people and place.

Kings Cross R8, Market & Affordable Apartments and Office

Camden Goods Yard, Market & Affordable Apartments

The Centro Building, reception

# PIERCY & COMPANY

Piercy&Company's buildings have a strong sense of materiality linked to the local. As well as looking to the past, the practice looks forward, engaging with new technologies and techniques in the exploration of more generous, expressive forms of architecture.

At the heart of the studio's ethos is the concept of 'designing through making'. A digital fabrication centre and the studio's own workshops provide a testing ground for new ideas, whilst collaborative relationships with artists and makers continually invigorate the studio.

The 50-strong studio is led by a team of four directors: Stuart Piercy; Henry Humphreys; Pete Jennings; and Matti Lampila. The studio has strong academic connections, with Stuart Piercy teaching at Westminster University and a number of the Senior Team holding academic posts alongside their work at Piercy&Company.

The studio's work regularly attracts awards and industry accolades. Piercy&Company has been the recipient of RIBA National Awards, the National Civic Trust Award, a finalist for both RIBA House of the Year (2015) and the Manser Medal (2010) as well as being included on the Stirling Prize Midlist in 2016. Recently, Piercy&Company's work has been recognised by FX Design Award's 'UK Project of the Year' for two years in 2014 and 2016, the Blueprint Best Non-Public Use Project in 2014 and BD Architect of the Year Award in 2014.

2.2 2.3 2.4 2.5 2.6 2.7 2.8 2.9 2.10 2.11 2.12

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# SITE & CONTEXT

THE SITE

2.1

MAJOR TOWN CENTRES, LONDON

CAMDEN TOWN CENTRE

LOCAL CHARACTER ZONES

PUBLIC TRANSPORT ACCESSIBILITY LEVEL

PLANNING POLICY CONSIDERATIONS

EMERGING CONTEXT

SCALE & MASSING

HERITAGE & CHARACTER

CHALK FARM STATION

THE ROUNDHOUSE

CORNER BUILDINGS



Site location plan

2.1.1 The site is located at the junction of Regent's Park Rd, Chalk Farm Road, Haverstock Hill and Adelaide Road. The building sits on a prominent junction / corner site between the Grade II Leslie Green designed Chalk Farm Station and Grade II\* Roundhouse built in 1848.

2.1.2

2.1.3 Several recent planning applications, which are of a larger scale, have been approved. These include Camden Goods Yard, 5-17 Haverstock Hill, The Roundhouse Theatre and 100 Chalk Farm Road

2.1.4 The North-east side of Camden high street is characterised by retail frontage within a 4-Storey Victorian grain. The South-eastern side of the High Street is characterised by larger scale buildings of a more industrial character. The site itself is a pocket site sitting between these character areas and that of the mansion blocks of Haverstock Hill and Belsize Park beyond.

2.1

The site is located at the end of Camden High Street, immediate adjacent to but not within Camden Town Centre and the Central Activities Zone. The building is identified as within the 'Neighbourhood Centre' of Chalk Farm.



2.2.2

As stated in the SPG, town centres are of fundamental importance to the capital and to the lives of Londoners. They are the focus of a wide range of uses including shopping and leisure, arts and culture, hotels, housing and employment, civic and social infrastructure.

2.2.3

# 2.2.1

The Mayor's Town Centres Supplementary Planning Guidance, SPG (2014) identifies Camden Town as a major town centre. The map on the left, locates Camden Town in the wider network of interconnected town centres surrounding the international centres of Central London (the West End and Knightsbridge).

The proposal recognizes the importance of Camden Town as a major town centre and is intended to further supplement the increasing need for the amenities and mix of uses mentioned above.



2.3.3

2.3

Camden Town is the largest of the Borough's designated Town centres. It runs north-south from Mornington Crescent Station through to Chalk Farm Road Station and is a busy commercial thoroughfare that passes along Camden High Street.

The site is located immediately to the north of the town centre and sits within a secondary 'neighbourhood centre' designation of Chalk Farm.

The London Plan supports density when adjacent to transport infrastructure such as Chalk Farm Station.

Chalk Farm The Roundhouse Underground Station



2.4.2

2.4.3 The Roundhouse is predominantly active in the evenings, as are the pizza takeaway and burger takeaway located on the ground floor of the existing building. The redevelopment of the site provides the opportunity to introduce all day active use.

2.4.4 The redevelopment of the site also provides the opportunity to intensify the ground floor uses supported by activity from the station and the surrounding retail offer.

# 2.4.1

The site is bounded by areas with distinctive architectural character, including retail frontages to the north and east and by larger mansion block typologies to the north west. To the south and east of the site, stretching from the roundhouse to the canal is a significant swathe of buildings of traditional industrial character.

The site sits between the key listed buildings of Chalk Farm Underground Station and the Roundhouse and presents an opportunity to help enhance the neighbourhood centre of Chalk Farm.



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2.5.1 PTAL is a detailed and accurate measure of the accessibility of a location to the surrounding public transport network, taking into account walking time and transport service availability. The method is essentially a way of measuring the density of the public transport network at any location within Greater London. The site has a PTAL grading of 6a (0: very poor, 6b: excellent)

2.5.2

In terms of public transport the site is exceptionally well connected. It is located near the junction of three main roads (Chalk Farm Road to Camden; Haverstock Hill to Belsize Park and Hampstead Heath; Adelaide Road to Swiss Cottage and Regent's Park) all of which benefit from regular bus services. Directly next to the Chalk Farm Underground Station on the Northern Line and is within walking distance of Kentish Town West Overground Station.



LB Camden Planning Map

2.6.3

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# 2.6.1

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The Statutory Development Plan for the site comprises:

London Plan (2016)

LB Camden Local Plan (July 2017)

# 2.6.2

The site is subject to the following planning designations:

> The retail units fronting Adelaide Road are designated as part of a Neighbourhood Centre, The site is immediately adjacent to but is outside the main Camden town centre boundary.

The site is not located within a Conservation Area and the building itself is neither statutory nor locally listed, however:

The Roundhouse is Grade II\* listed;

Chalk Farm Station is Grade II listed;







2.7











2.7.1 fabric.

# EMERGING CONTEXT







# A. CAMDEN GOODS YARD

Planning Consent Jan 2018 Max height G+13

# **B. PETROL FILLING STATION** Planning Consent Apr 2018

Max height G+6

# C. 100 CHALK FARM ROAD Planning Consent Jun 2016 Max height G+6

D. THE ROUNDHOUSE THEATRE In Design Development Max height G+5

## E. 5-17 HAVERSTOCK HILL Planning Consent Dec 2016 Max height G+6

F. MARINE ICES Planning Consent Oct 2015 Max height G+4

# G. 44 -44A GLOUCESTER ROAD Planning Consent Nov 2015 Max height G+4

H. CAMDEN LOCK MARKET Planning Consent Feb 2016

Max height G+4

# I. HAWLEY WHARF

Planning Dec 2012 - On Site Max height G+8

There are a number of proposed regeneration projects in the vicinity that were granted planning permission. The site has potential for a development that enables the local area to keep up with the changing urban





An analysis of the surrounding area shows that there are a significant number of 6 or more storey buildings in close proximity to 155-157 Regents Park Road. There are also a number of proposed regeneration projects in the vicinity. Three schemes are highlighted in blue left and described below.

Redevelopment of vacant site by the erection of a 6-storey building comprising a day centre (Class D1) on the ground floor and 38 extra-car residential flats (Class C3) on the upper floors, plus roof terraces, communal gardens and minibus parking. Resolution to grant, June 2015. B: 100,100A,100B CHALK FARM ROAD

Redevelopment of site to create a 7-storey mixeduse development comprising of 57 market flats, 6 affordable flats, new office, retail and restaurant units. Planning Permission granted March 2015.

6-7 storeys

6+ storeys

# 2.8.1

# A: VACANT SITE ADJACENT TO 11 CROGSLAND ROAD

# **C: 158 PRINCE OF WALES ROAD**

Erection of a 7-storey building plus basement for use as flexible class A1/A2/B1 use at basement and ground floor levels and nine self-contained residential units above. Planning Permission granted March 2009.

# $\bigoplus$







1861

1920

2017



## 22

# 2.9.1 CHALK FARM

Prior to the development of Camden Town in the late 18th Century, Chalk farm was known as Chalcot Hamlet, a 32-acre site forming part of the Hornsey, Primrose Hill and St. Pancras villages. The area was notorious for duels fought on it; especially for one between Col. Montgomery and Capt. Macnamara in 1803.

# 2.9.2 THE ROUNDHOUSE

Notable additions to the area included the construction of The Roundhouse in 1846-7. The building was initially used as a turntable engine shed for locomotives. Within 10 years trains had already become too long for it to accommodate. In 1871 the Roundhouse became a bonded warehouse for Gin distillers W & A Gilbey Ltd.

In 1964 the premises converted into a permanent cultural centre with a theatre, cinema, art gallery and workshops, committee rooms for local organisations, library, youth club and restaurant dance-hall. Chalk Farm Tube Station: Interior tiling detail



massing. 2.10.4 Green also designed the interiors of the stations of which Chalk Farm is a typical example. At ticket hall level the material palette is composed of ornate coloured tile and timber. The walls are half clad with green tiles topped off with a highly decorated layer portraying acanthus leaves. At platform level, the station is provided with a standardised tiling design incorporating the station name, directional signage and geometric tile patterns formed in repeating panels along the platform length. The tiled surfaces created a unifying theme, and have proved easy to maintain.

Chalk Farm Tube Station 2018

Chalk Farm Station: Detail of Faïence Blocks

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# 2.10.1

Chalk Farm Station, located to the north of the site, is one of over fifty London Underground Stations designed by the architect Leslie Green between 1904-1908. The station is now Grade-II listed.

# 2.10.2

The station's exterior elevations are clad in non-loadbearing ox-blood red (sang de boeuf) glazed terracotta (faïence) blocks, provided by the Leeds Fireclay Company. The faïence was relatively cheap, quick to produce, robust and could be easily and cheaply moulded into the various detailed features Green intended. These details were informed by a blend of the Arts and Crafts and Art Nouveau styles.

# 2.10.3

All Green's stations featured wide bays at ground floor (providing space for retail outlets) with arches above, behind which was concealed lift equipment. A broad strip between the two floors announced the name of the station in capital letters. Other elements were more bespoke. For example, alongside its circular occuli and heavily dentilated cornice, Chalk Farm features a Palladian window at the point of the triangular



2.11.1

2.11.2

2.11.3

2.11.4

The Roundhouse Venue, interior 2018

The Roundhouse Venue, interior 2018

The Round House was built in 1846 as a railway repair shed for trains on the London and Birmingham railway.

Designed by engineer Robert Dockray, the building featured a huge central turntable which allowed trains to be rotated into one of twenty four bays for maintenance or storage.

The building features a steel frame, conical roof and a buttressed brick facade.

The Roundhouse is now Grade-II\* listed and, following a refurbishment in the 1960s, functions as a popular music and performance venue.









Britannia, 187 High Street, Camden

2.12.1

2.12.2

The Camden Theatre (KOKO), 1A Camden High Street

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# CORNER BUILDINGS

Camden Town has many prominent corner buildings. These buildings are often public and more are expressive in their detail than the buildings on the streets adjacent.

The site of the proposed scheme sits at a prominent junction and thus an expressive corner building would be appropriate within the context.

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3.1 3.2 3.3 3.4

# EXISTING BUILDING

BUILDING HISTORY

BUILDING CONDITION

EXISTING ELEVATIONS

EXISTING FLOOR PLANS





The Adelaide Tavern 1903

The Adelaide Tavern original printed postcard c.1914





3.1.1 3.1.2 3.1.3

3.1.4

3.1.5

3.1

The Adelaide Tavern was opened in 1842 and cited in the 1944 census. The photograph dates from 1903 when the Landlord was William Du Fosse.

The OS map of 1875 identifies the site as Adelaide Tavern, and is located at the junction of Chalk Farm Road, Regent's Park Road and Adelaide Road.

By the end of the nineteenth century (1896 OS) the site is identified as a hotel.

Ordnance Survey mapping dating from 1896 and 1916 show an unchanged layout to the Site, which by 1916 is labelled as a Public House

The original building was demolished in the early 1980's and replaced by a pastiche Victorian replica.





Chalk Farm Road

Adelaide Road

Regent's Park Road

3.2.1

3.2.2

3.2.3

The Site today, is formed of a four storey building, which accommodates retail use at ground floor, office uses at first and second floor and one residential dwelling on the third floor.

It is located on a prominent street corner at the junction of Regents Park Road and Haverstock Hill.

Although the condition of the existing building is good, the building has little architectural merit. There is also a lack of active frontage that engage with the public realm in front of the main facade, the Chalk Farm underground station and the Roundhouse.



3.3.1

# EXISTING ELEVATIONS

3.3

The existing elevations are predominantly brick with a stucco fronted ground floor. The corners have expressed quoin dressings and the third floor accommodation is set behind a slate mansard roof. Windows are a combination of rectangular and arched heads, typical with stucco dressings to the reveals.



Basement Plan





First and Second Floor Plan



3.4.4

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# 3.4.1

The existing building is currently in mixed use with the ground floor and basement occupied by Domino's, Bite Me Burger and Crystal Clear for commercial use.

# 3.4.2

The existing building is connected to a residential block at the rear on the north side. The southern residential block is separated from the existing building by a small alleyway.

# 3.4.3

The first and second floor are occupied as office space. The top floor is a single residential unit.

There is currently no lift access to the upper floors. The existing building does not comply withcurrent standards set out in Approved document Part M 2015 or BS 8300:2018.

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