

2.8 Hotel provision

The provision of hotels within Camden Town and Chalk Farm is poor and the number of properties surprisingly low. Considering the popularity of Camden Town, the wide tourist appeal of its world-famous markets, notable current and former residents, and diverse cultural scene, the opportunities to stay at its heart are few and far between.

In addition, with several live entertainment venues that host internationally renowned artists within close proximity - including the Roundhouse - there is certainly a demand for a new, high quality hotel in this extremely popular part of London.

The nearest hotel to the site is The Camden Enterprise, a Victorian building with a pub on the ground floor and 21 bedrooms above. The 3* Britannia Hampstead Hotel, with 135 bedrooms is the closest large hotel, followed by the 4* Holiday Inn at Camden Lock, slightly further away, with 130 bedrooms.

The Chalk Farm area lacks a destination further north than the Roundhouse which a high quality hotel development will provide. A hotel, as part of a true mixed-use development, will bring a constant, 24/7 attraction to the area which will increase pedestrian footfall and bring a new market to the shops and bars in the locality. The existing hotel offer in the Camden Town environs is rather poor and this development will not only contribute positively to it, but also provide conveniently placed lodgings for visitors to the Roundhouse.

The front of house areas, including retail and restaurant offers, on the ground floor will bring animation and life to both the Haverstock Hill and Adelaide Road elevations, which are currently dormant and uninviting. A hotel will provide the glue with which the residential and commercial halves of the high street will be repaired and a catalyst to reinvigorate the area.

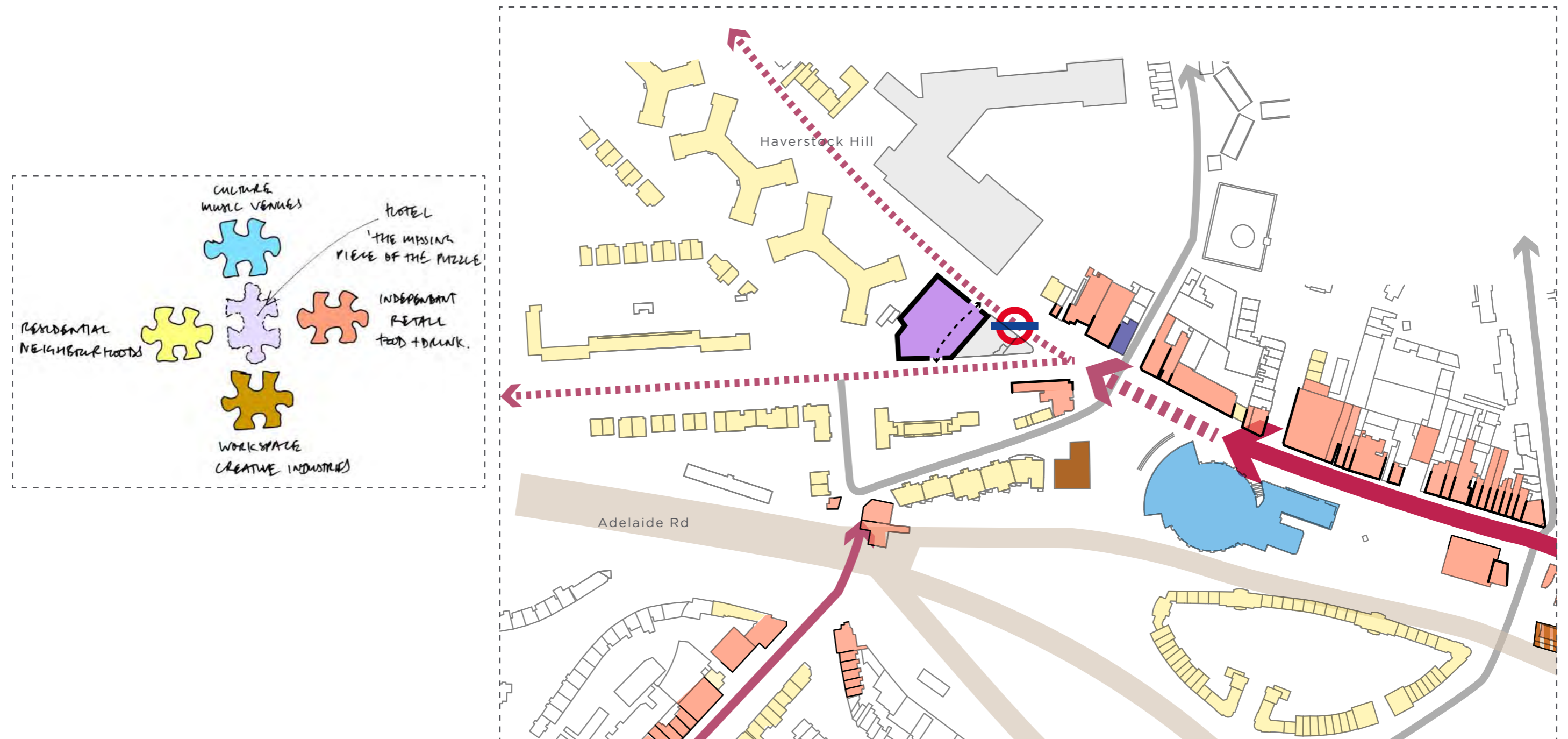
- Serviced Apartment
- Guest House
- Hostel
- Hotel



Hotel location plan within the wider area

2.9 The missing piece

A hotel, as part of a true mixed-use development, will provide complementary uses and facilities to the Chalk Farm area. It will sit comfortably among the existing uses, and positively support and contribute to the residential, retail, tourism, leisure, and cultural communities.



2.10 Townscape views | existing

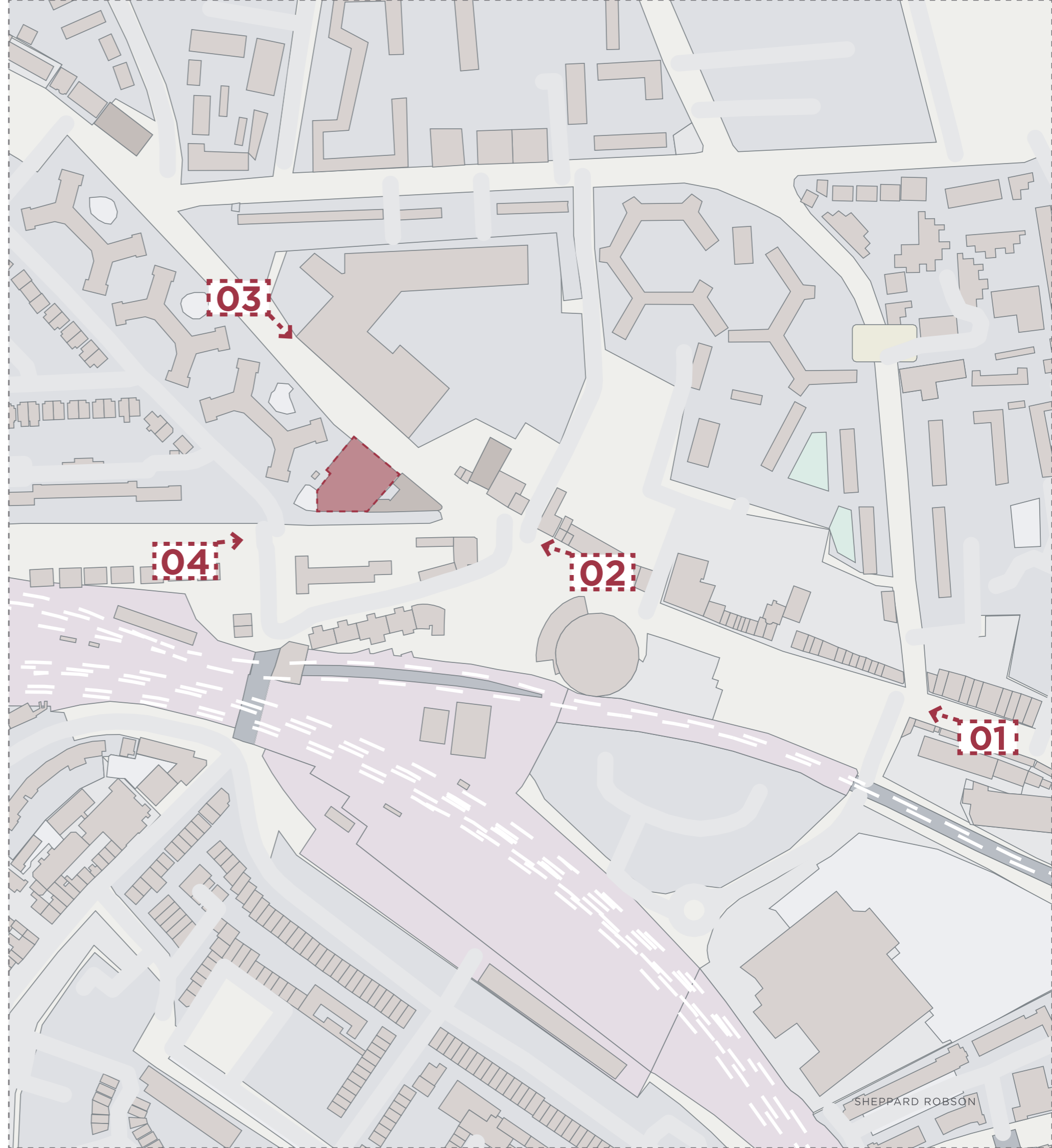
The set of viewpoints has been agreed in consultation with LBC. The set is considered to provide a representative range of viewpoints from different directions, including any views of particular sensitivity. The set closely follows that used to illustrate the consented development on the Site.

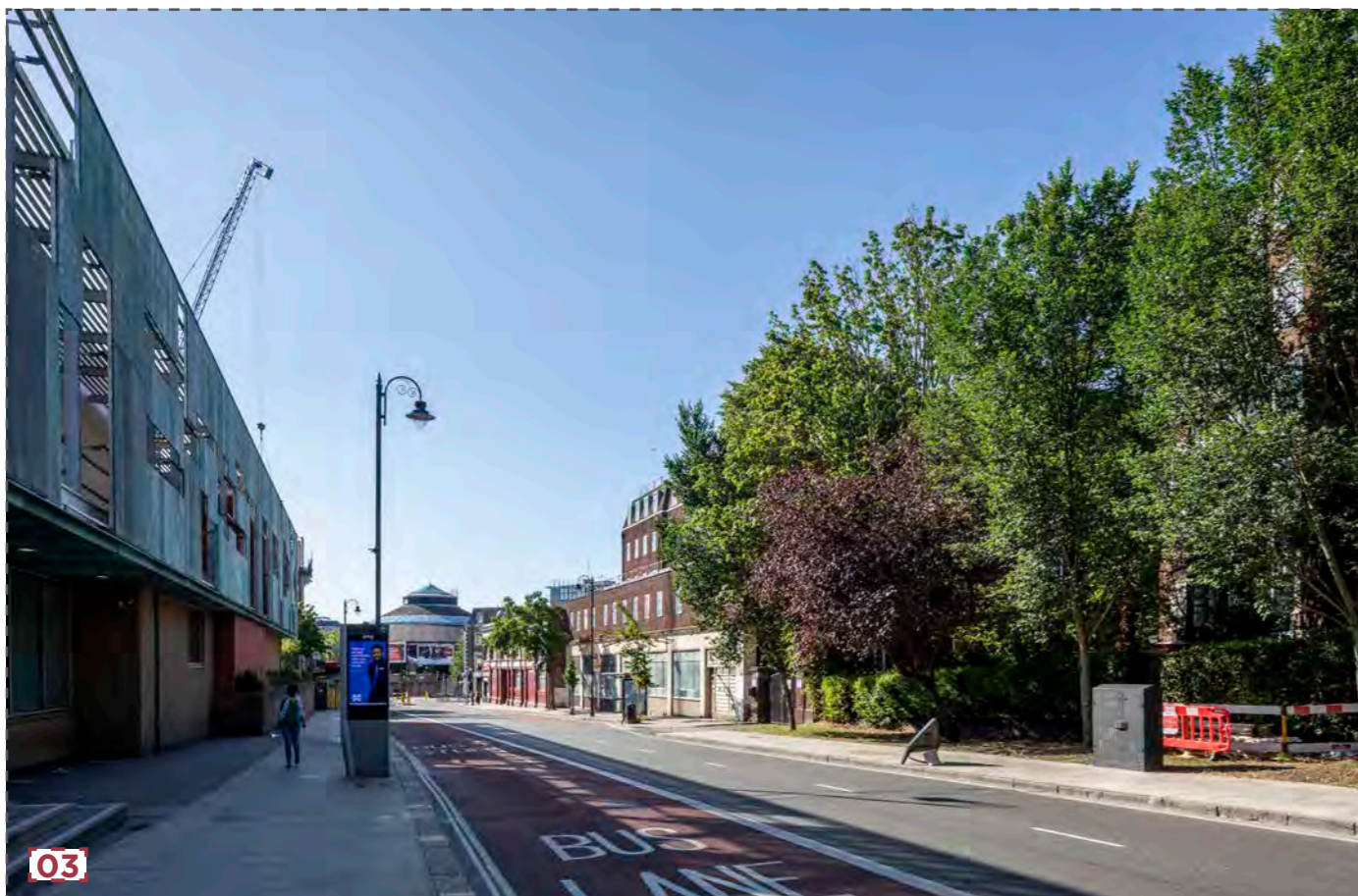
View 1 - Chalk Farm Road / Ferdinand Street: This viewpoint provides one of the first opportunities to see the listed Chalk Farm Station, and the Site's existing building beyond that, on the approach from the south-east, along Chalk Farm Road. It was also selected as it takes in the spire of the grade II listed St Saviour's Church beyond the Site (in winter only). This is also a representative view from within the Regent's Canal Conservation Area (the south side of Chalk Farm Road forms the northern boundary of the CA).

View 2 - Chalk Farm Road / Haverstock Hill: This viewpoint provides a good position from which to appreciate both the distinctive bullnose shape of the listed station building at this wide road junction, and the visual relationship of the Proposed Development in relation to the station.

View 3 - Haverstock Hill, outside Haverstock School: This is a representative view from Haverstock Hill, approaching the junction with Chalk Farm Road. It takes in the station and the Roundhouse – both listed buildings.

View 4 - Adelaide Road / Bridge Approach: This is a representative view from Adelaide Road. It takes in the listed station, seen just beyond the Site.





2.11 View 1 | Chalk Farm Road/Ferdinand Street



2.12 View 2 | Chalk Farm Road/Haverstock Hill



2.13 View 3 | Haverstock Hill



2.14 View 4 | Adelaide Road/Bridge Approach



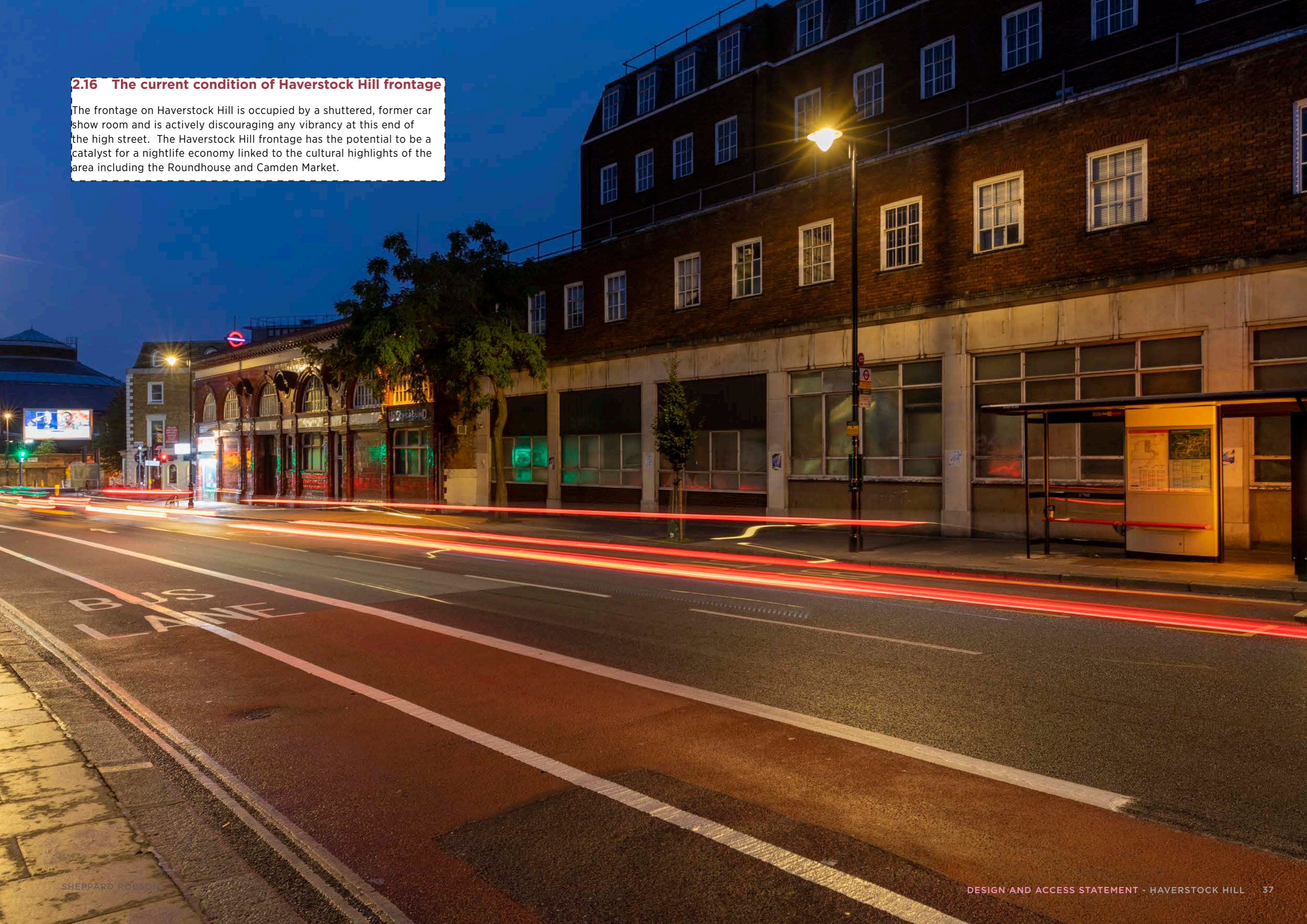
2.15 The current condition of Adelaide Road frontage

The frontage of Adelaide Road is currently occupied by a parade of shops that does not fully capture the vitality of the local neighbourhood nor does it fully capitalise on its location next to the station. The street-scape and public realm is in need for revitalisation that embraces the day time and night time economies of the area.

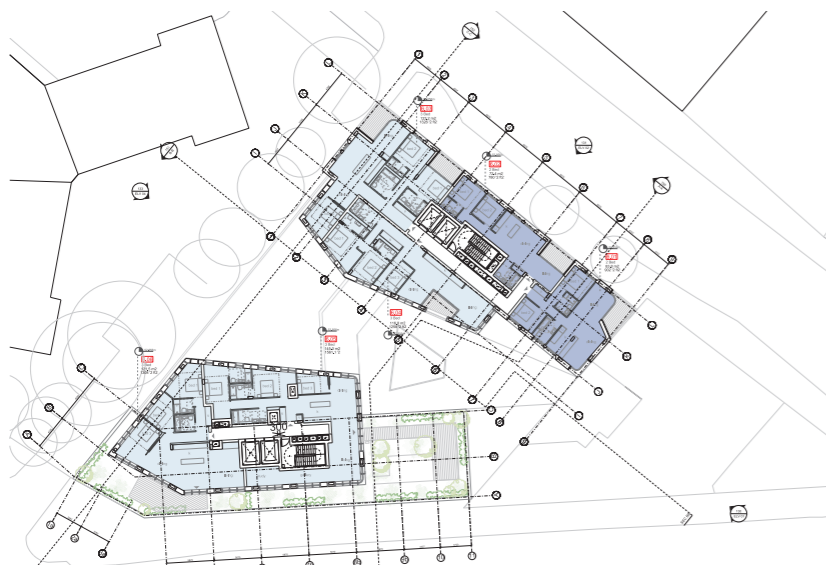
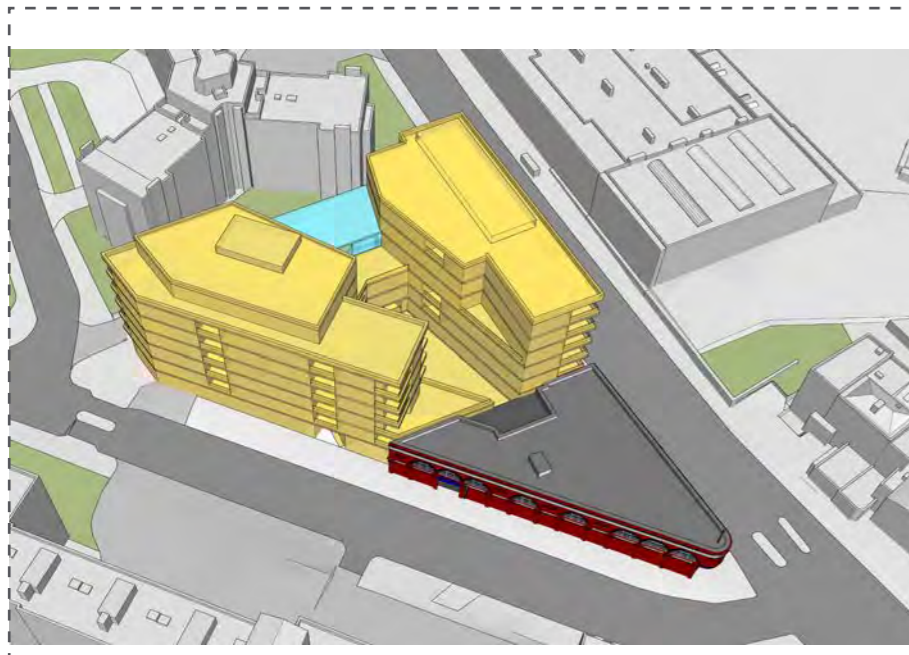


2.16 The current condition of Haverstock Hill frontage

The frontage on Haverstock Hill is occupied by a shuttered, former car show room and is actively discouraging any vibrancy at this end of the high street. The Haverstock Hill frontage has the potential to be a catalyst for a nightlife economy linked to the cultural highlights of the area including the Roundhouse and Camden Market.



3.1 Design evolution



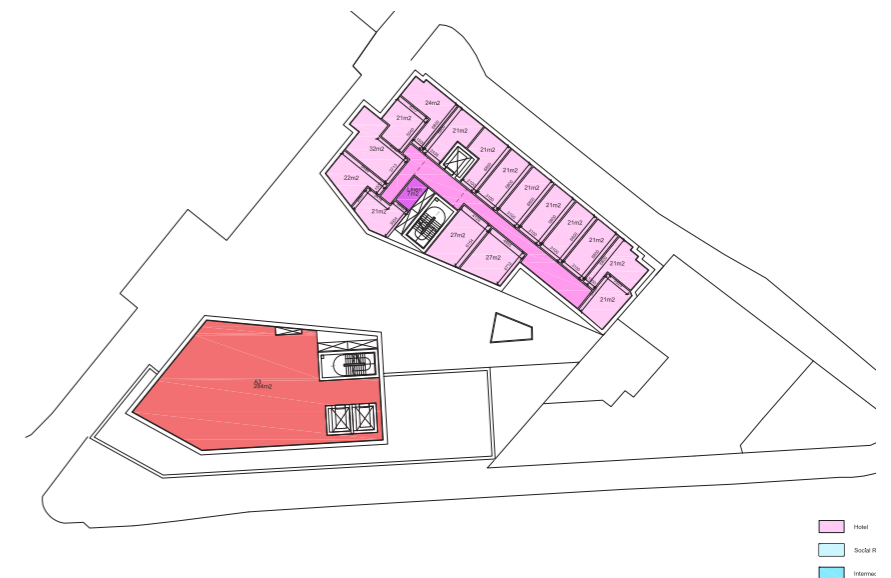
Consented scheme

- 77 Residential Units
- 22% Affordable
- Height Ground + 6 and Ground + 4



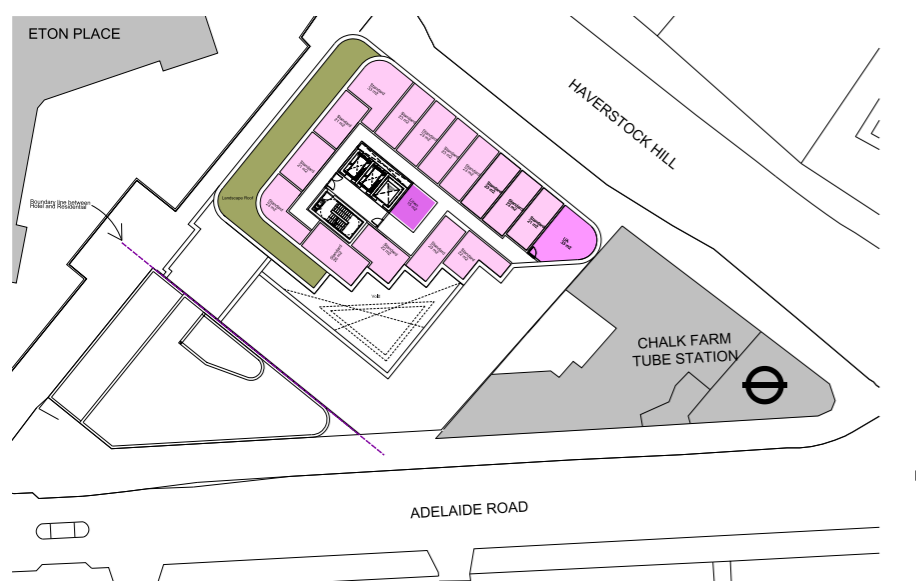
Pre-Application Meeting 1 | 11.11.19

- 98 hotel bedrooms
- E use at ground floor
- Rooftop bar
- On-site servicing
- No Residential
- Retained Consented Bulk and Massing



Pre-Application Meeting 2 | 12.12.19

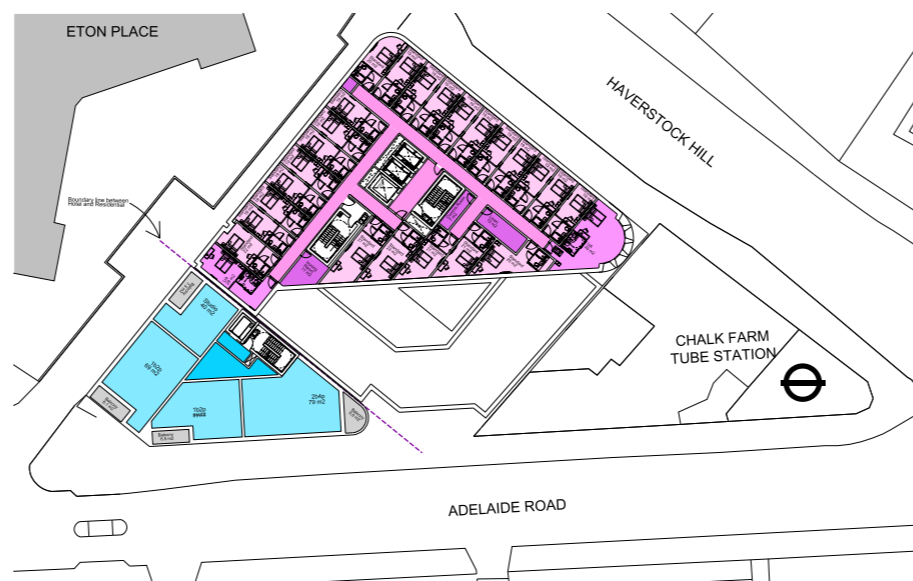
- 161 hotel bedrooms
- E use at ground floor
- Rooftop bar
- 17no. affordable apartments (9no. social rented, 8no. intermediate)
- On-site servicing
- Retained Consented Bulk and Massing with minor alterations



Pre-Application Meeting 3 | 16.04.20

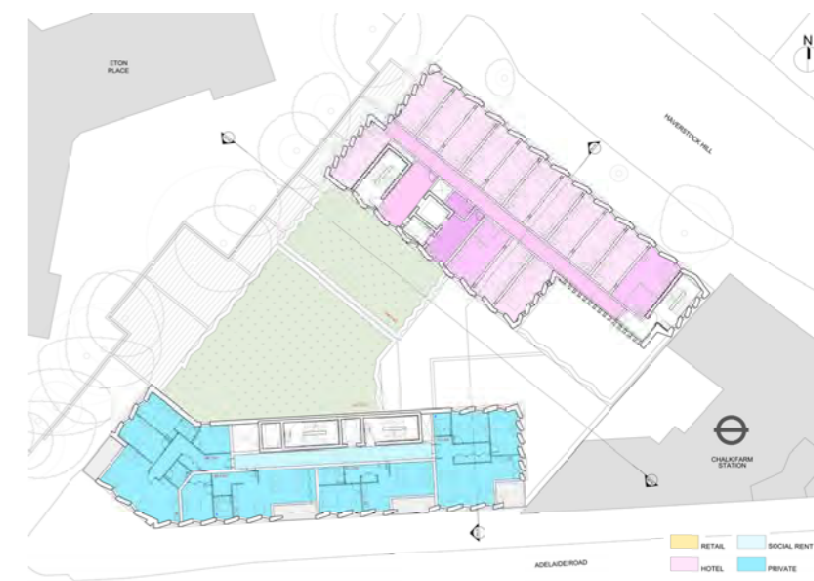
- 170 hotel bedrooms
- E use at ground floor
- 17no. affordable apartments (9no. social rented, 8no. intermediate)
- On-site servicing
- Family of rounded-corner triangular building forms
- Hotel Height: Ground + 7 Storeys
- Residential Height: Ground + 6 Storeys with significant massing reductions

SHEPPARD ROBSON



Pre-Application Meeting 4 | 28.05.20

- 160+ hotel bedrooms
- E use at ground floor
- 17no. affordable apartments (9no. social rented, 8no. intermediate)
- On-site servicing
- Family of rounded-corner triangular building forms;
- Matching Consented Heights while retaining significant reductions on residential building



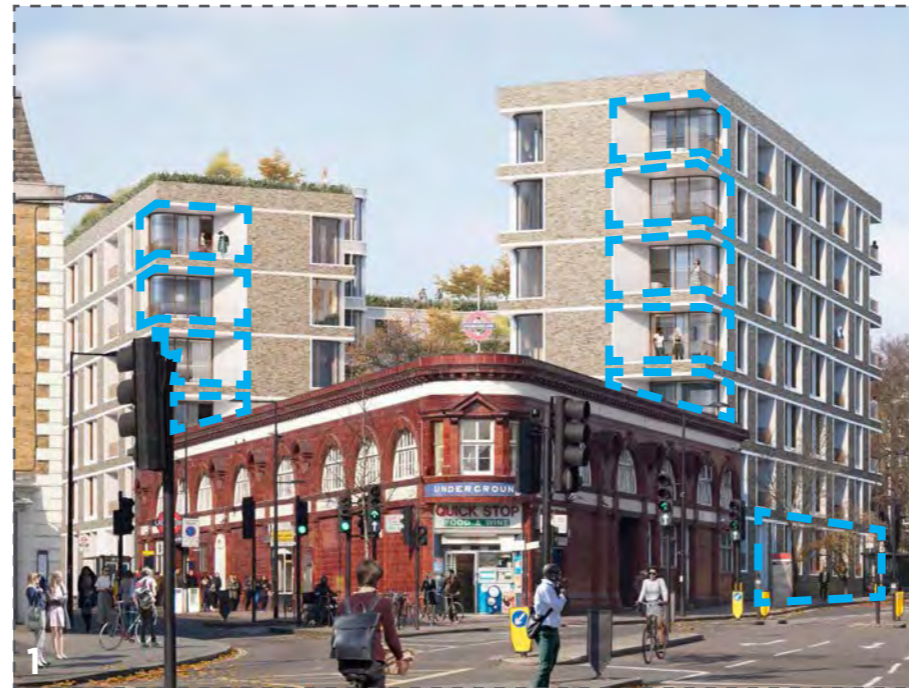
Design Review Panel | 11.09.20

- 118 hotel bedrooms
- E use at ground floor with the introduction of a publically accessible courtyard.
- 50% Social-Affordable Rented flats. 17no. social rent apartments/17no. private market apartments. No ground level flats.
- True mixed-use devleopment. 50/50 split between commercial and residential uses
- Matching the consented heights, bulk and massing.

3.2 Review of the consented scheme

The consented residential development has merits in terms of the quality of its architectural design and materials, but there are aspects of its design that could be optimised to fit the hotel brief and deliver a higher quality residential scheme including improved upon affordable housing.

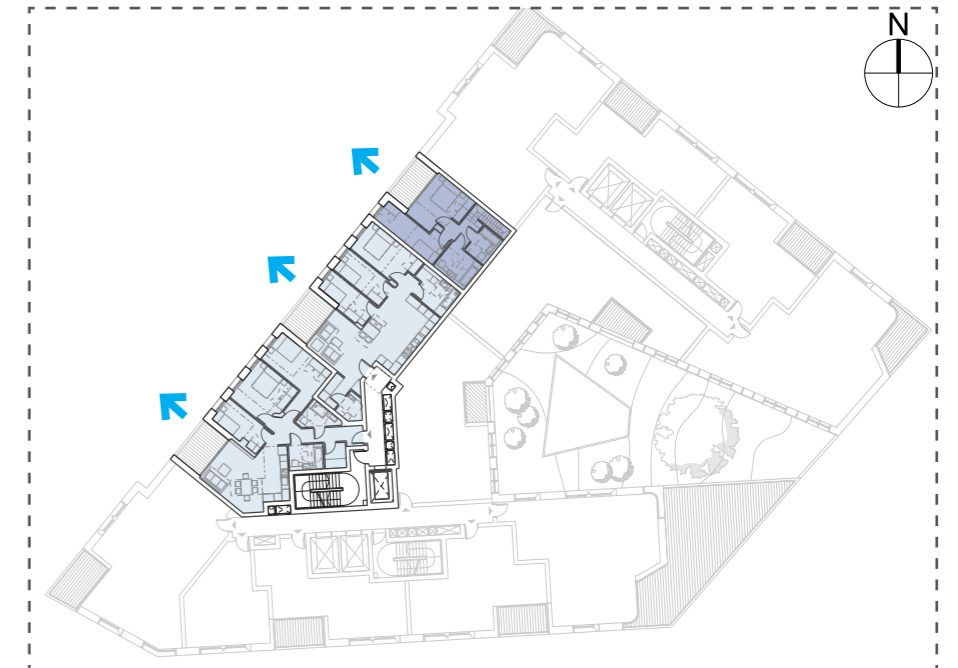
- The affordable housing is accessed off a 'back street' on the north west side of the development,
- All affordable apartments face north west and are single-aspect;
- The ground floor is mean and given over primarily to the needs of the internal development. A more open and inviting ground level would help to activate the streetscape;
- The balconies on the gable ends are not functionally viable as shown because they are within one meter of the effective boundary of the station and this would preclude any combustible materials being used on them (such as furniture, plants, barbeques, etc.);
- The servicing is off-site from the public highway on Adelaide Road.



1 View looking north west towards Chalk Farm Station

2 View looking south east along Haverstock Hill towards the Round House

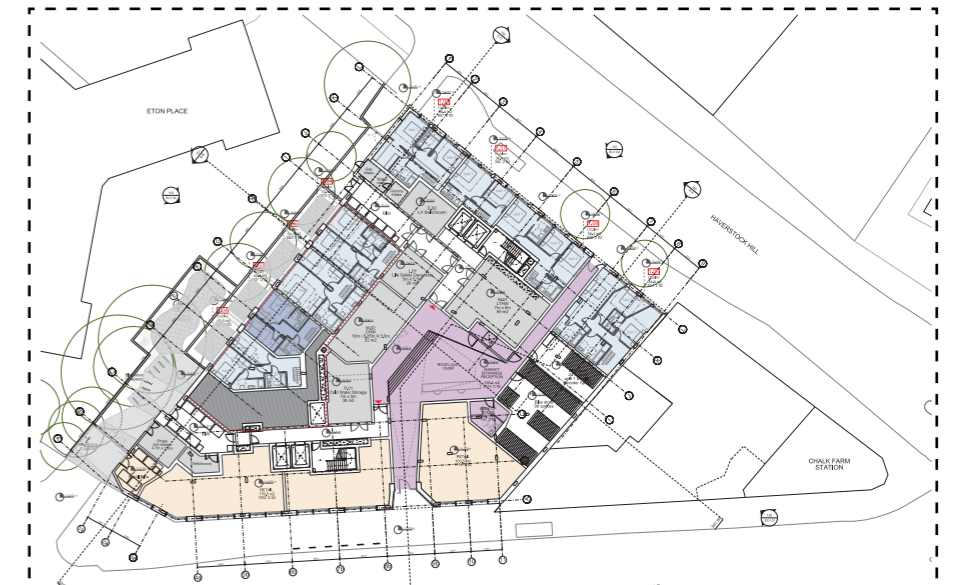
3 View looking east along Adelaide Road



Consented scheme, Block C (affordable), Second Floor



Second Floor Plan



Ground Floor Plan