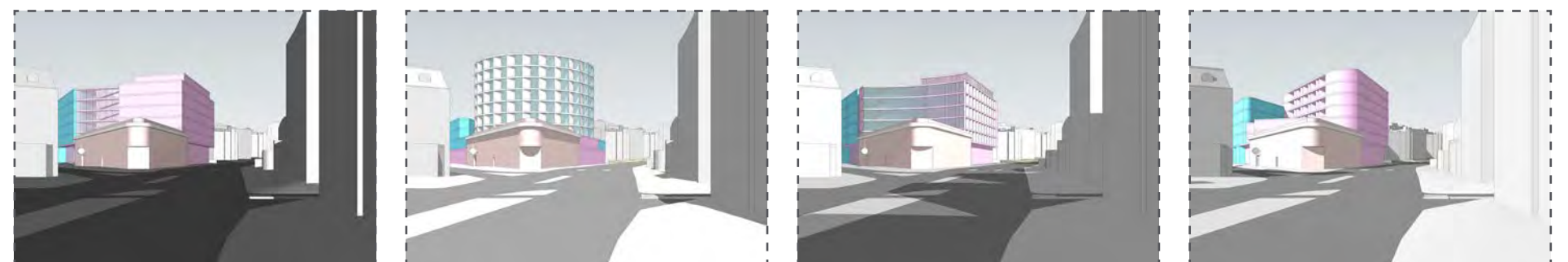
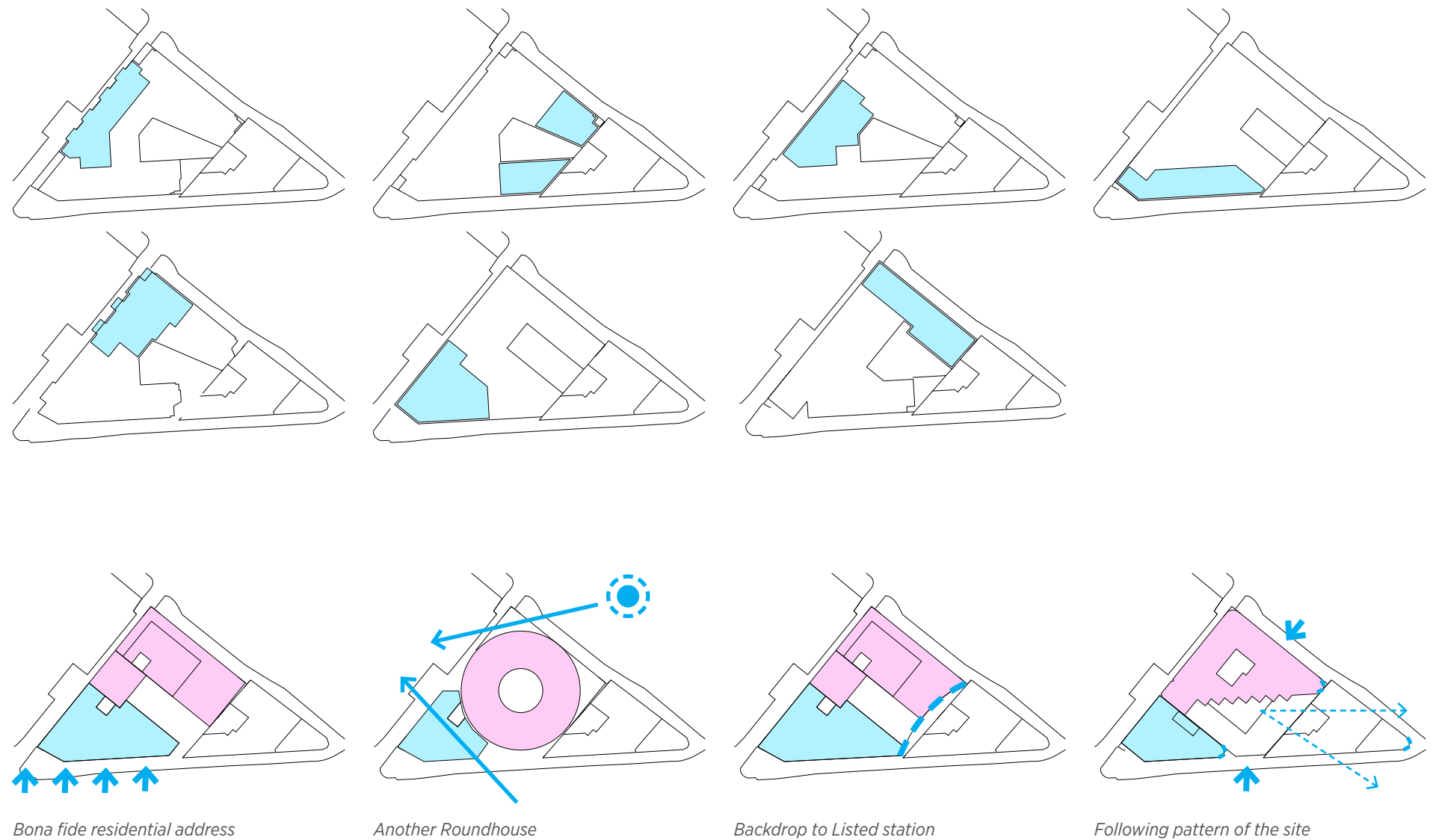


3.3 Fresh thinking for the site

To address the shortcomings of the consented scheme design and put forward an improved proposal, the following studies have been undertaken:

- Alternative locations and configurations of affordable residential apartments;
- Alternative massing formations;
- Alternative strategies to provide a more appropriate background to the Underground station;
- Alternative servicing strategies;
- Alternative massing to maximise and optimise the ground floor.



Several massing studies have been undertaken with the affordable residential building located on Adelaide Road

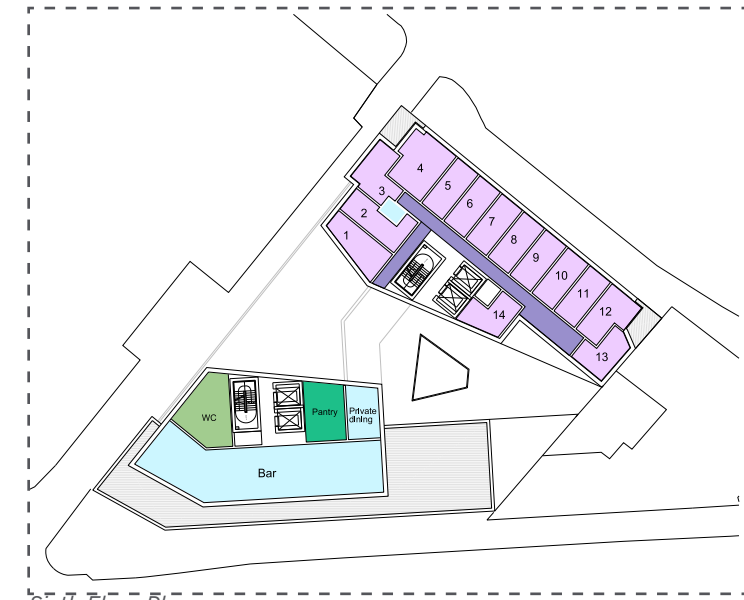
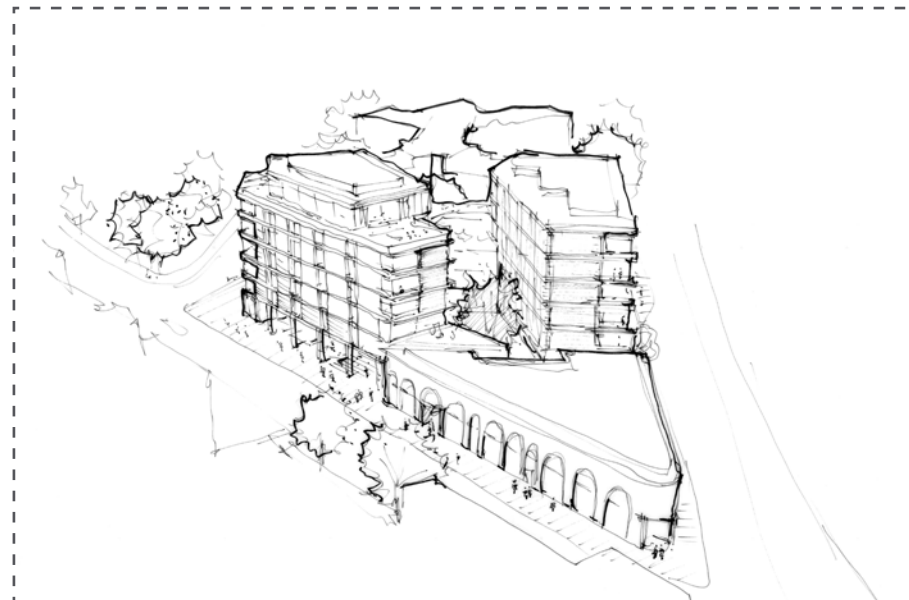
3.4 Pre-App 1 Scheme | 11.11.19

Following the sale of the site, the scheme shown here was developed and presented to LB Camden on 11th November 2019. In summary, the scheme provided:

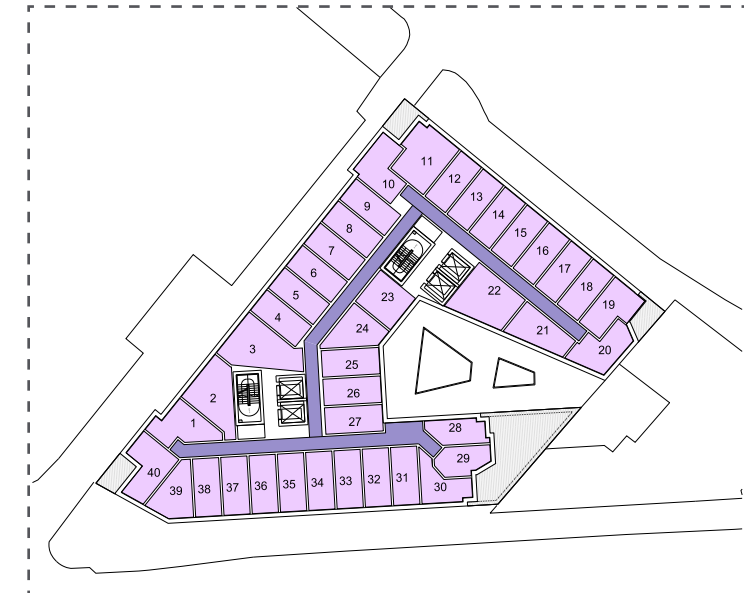
- 198 hotel bedrooms
- E use at ground floor
- Rooftop bar
- On-site servicing

LB Camden's main comments were as follows:

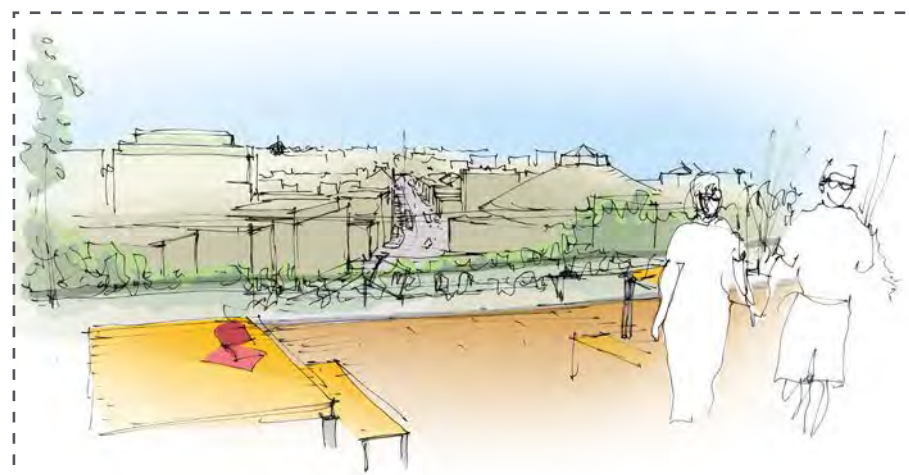
- Site is an identified housing site due to consented scheme;
- Loss of affordable housing would be viewed negatively;
- Change of use (to hotel) would need to be justified by betterment of the consented affordable housing provision;
- LB Camden confirmed they will not support 100% hotel but will support a mixed use scheme with approximately 50% residential and 50% hotel. A mixed-use scheme should be 50% residential (Local Plan policy E3);
- Loss of residential would need to be justified via a package of benefits.



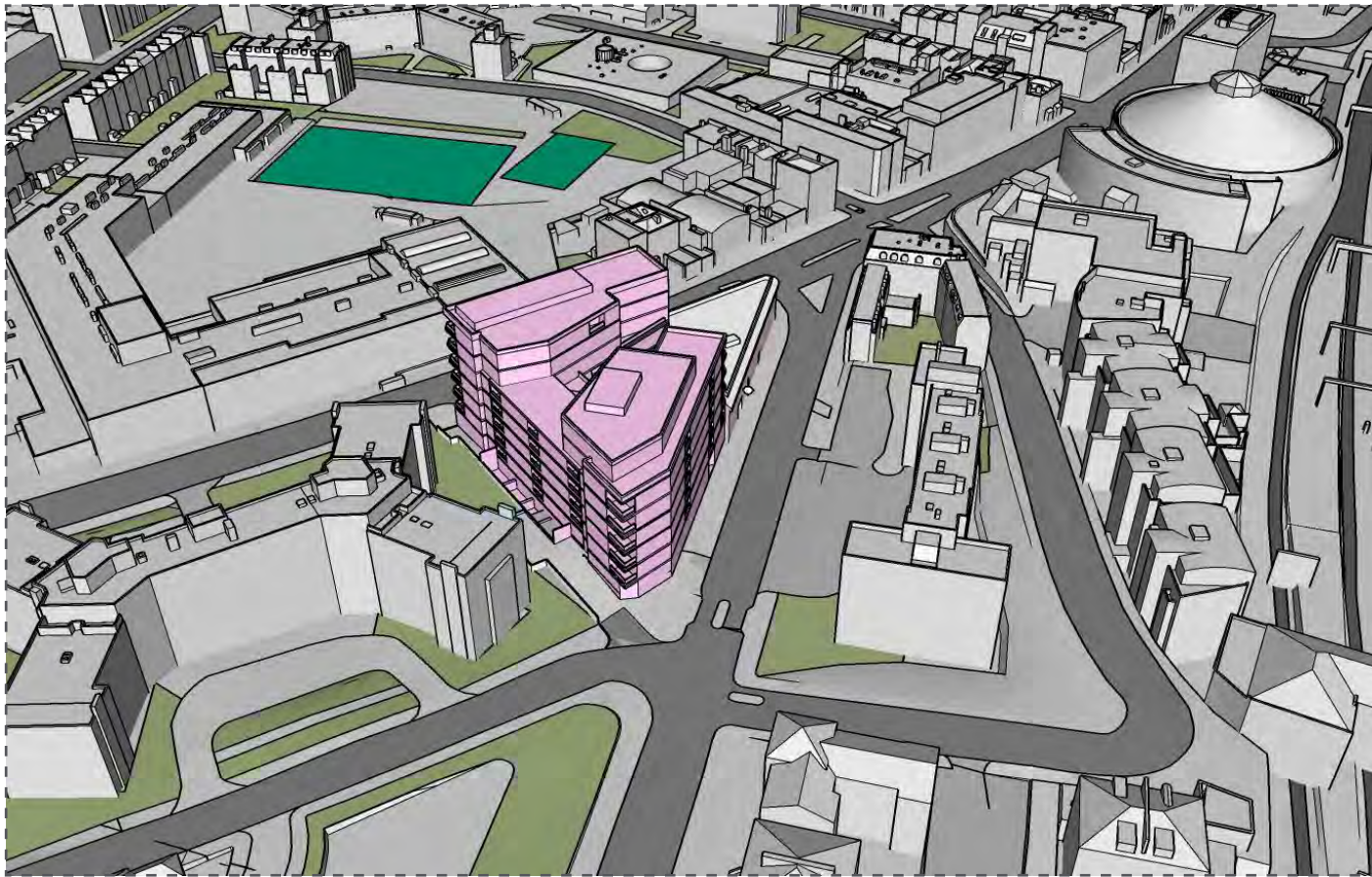
Sixth Floor Plan



Second Floor Plan



Ground Floor Plan



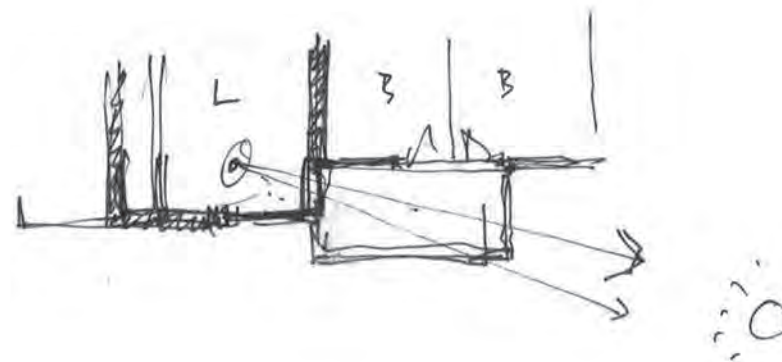
3.5 Pre-App 2 Scheme | 12.12.19

The LBC pre-app 1 comments were addressed and the revised scheme presented here was tabled at the second pre-app meeting on 12th December 2019. In summary, the proposal provided:

- 161 hotel bedrooms
- E use at ground floor
- Rooftop bar
- 17no. affordable apartments (9no. social rented, 8no. intermediate)
- On-site servicing

LB Camden's main comments were as follows:

- LB Camden confirmed they will not support 70% hotel and 30% residential but they will support a mixed use scheme with approximately 50% residential and 50% hotel;
- Hotel use not contentious if policy compliant land use for residential (50% affordable) is proposed;
- Non-policy compliant scheme might be acceptable if affordable housing provision is an improvement over the consented scheme (e.g. by amending the tenure split);



Sketch of affordable housing balconies and dual aspect apartments

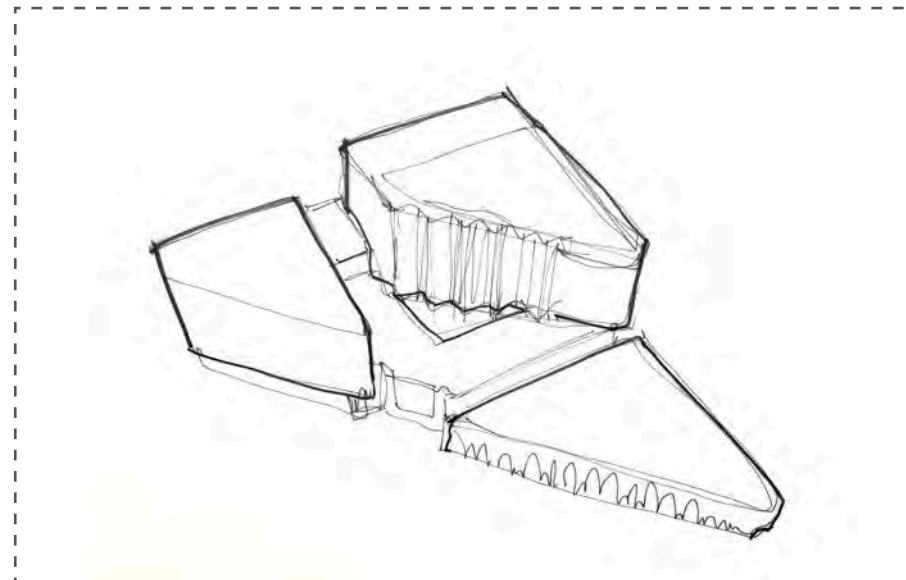




3.6 Pre-App 3 Scheme | 16.04.20

The developed scheme presented here represents the design team's preferred configuration for the proposed development and provides the following:

- 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;
- Residential building on Adelaide Road is lower than the consented scheme.



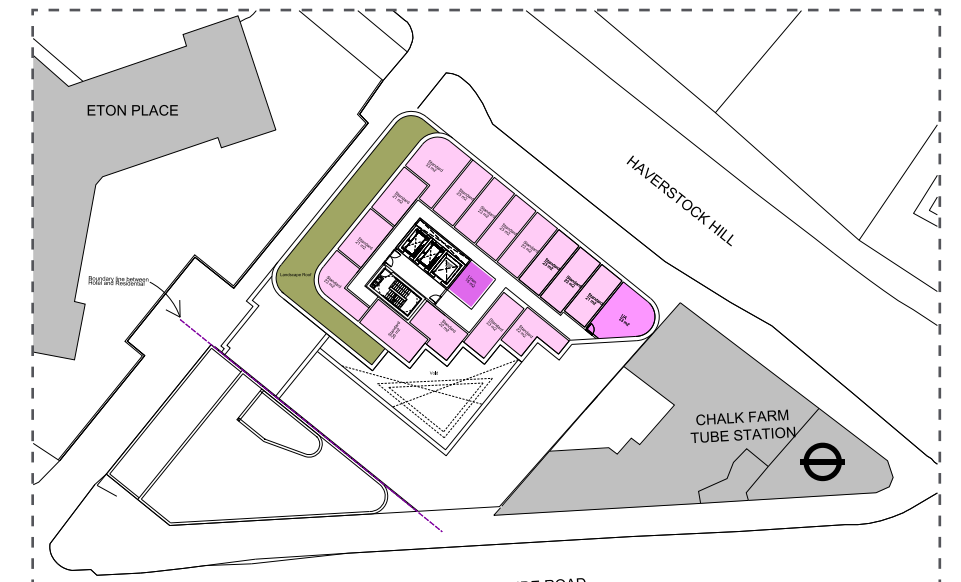
Concept axonometric sketch



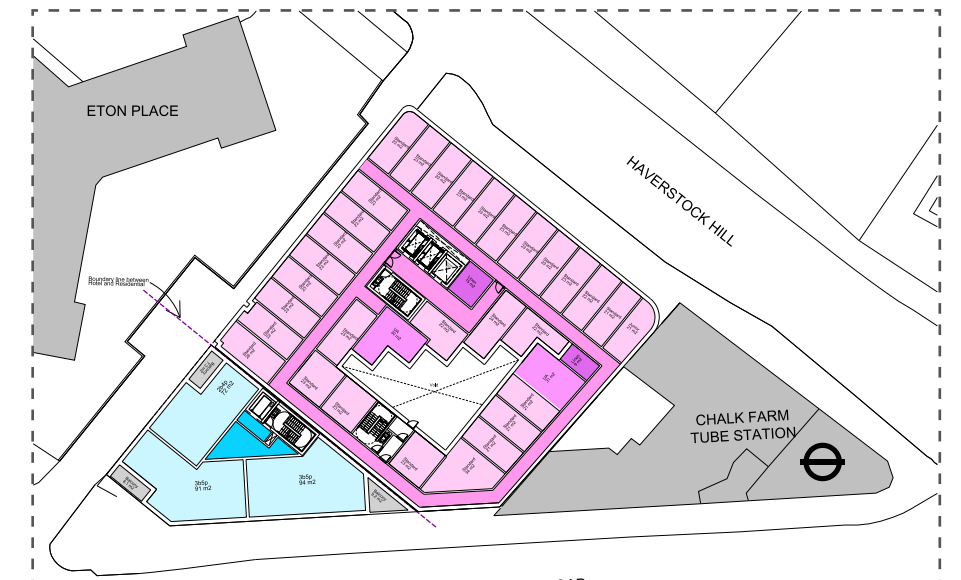
Concept sketch towards Chalk Farm Underground station



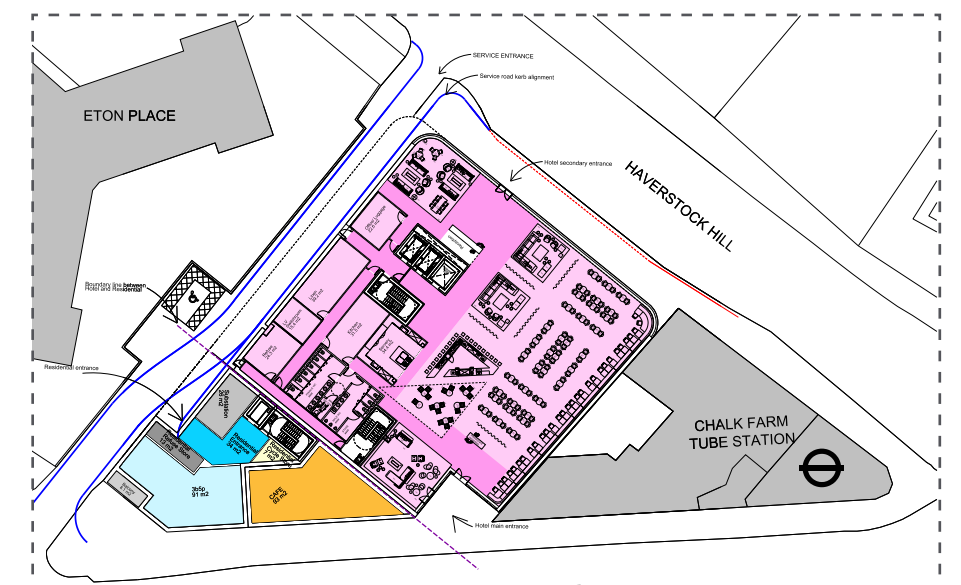
Concept sketch view towards Roundhouse along Haverstock Hill



Seventh Floor Plan



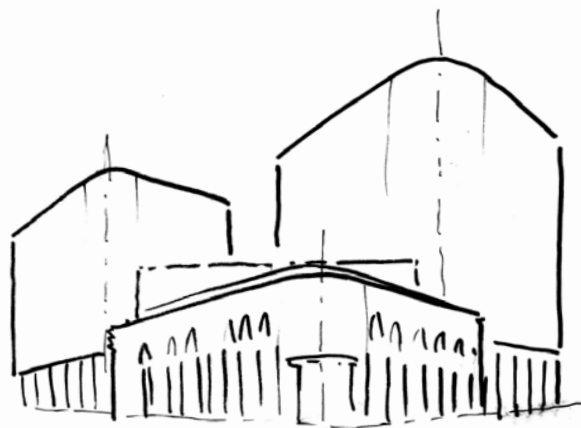
Second Floor Plan



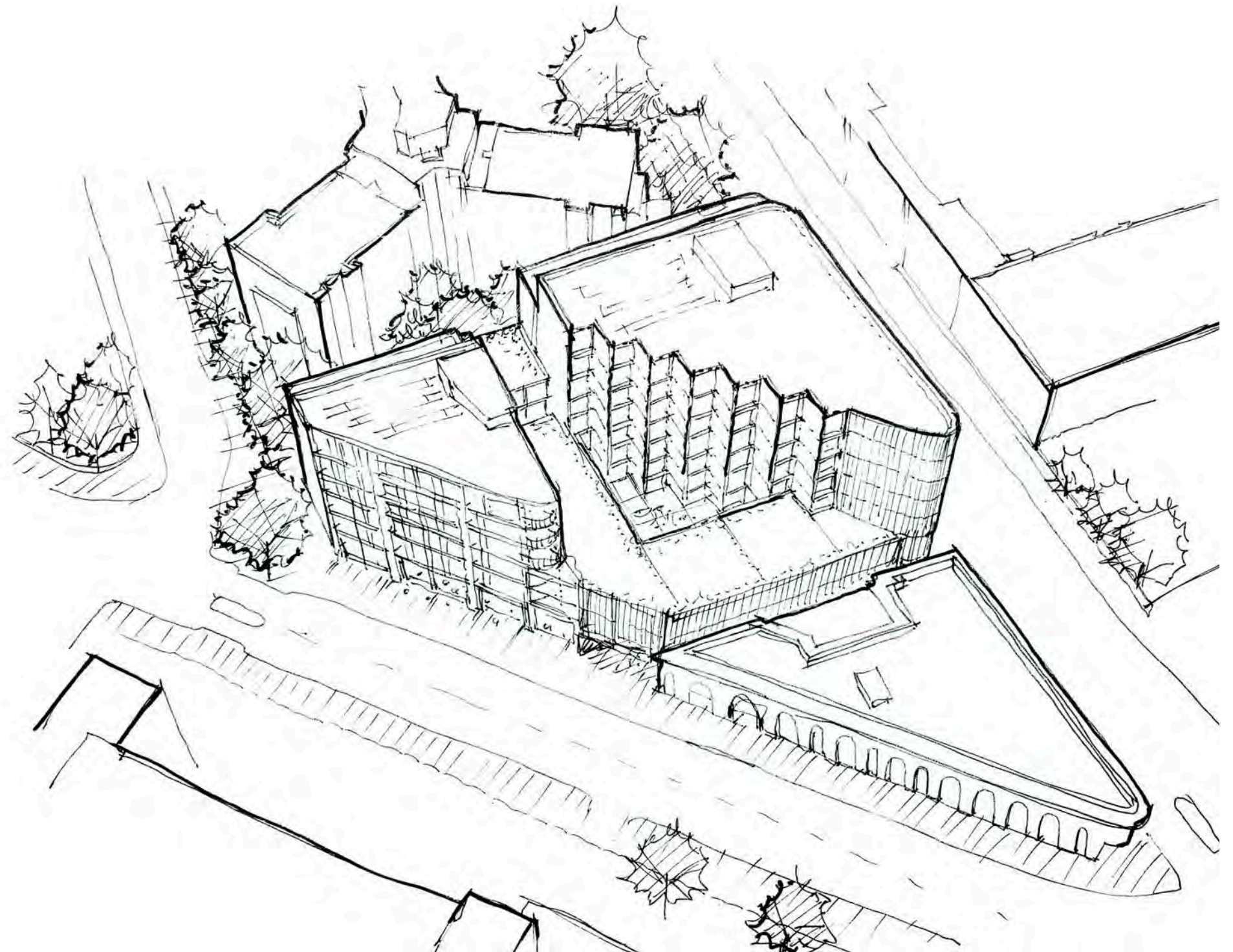
Ground Floor Plan

3.7 Pre-App 3 . The preferred option

- Separated buildings maintain the visual gap to the north;
- Recessive massing forms create depth and perspective in background to Listed Underground station;
- With its clear hierarchy the massing and height distribution follows the concepts of the consented scheme;
- Affordable housing now a stand-alone, triple-aspect building, which occupies a prime position on the south side of the development with an improved address on Adelaide Road;
- Affordable apartments have improved outlook and some are dual-aspect;
- The two buildings create a coherent composition - family of similar forms with the heritage asset it its focus.



Sketch view from Chalk Farm Road
SHEPPARD ROBSON



Sketch birds-eye view

3.8 Pre-App 4 Scheme | 28.05.20

The developed scheme presented here represents the design team's preferred configuration for the proposed development and provides the following:

- 160+ hotel bedrooms;
- E use at ground floor;
- 17no. affordable apartments (9no. social rented, 8no. intermediate);
- Improved offer of affordable housing in predominantly south facing block;
- On-site servicing;
- A family of triangular shapes that respects and compliments the listed station;
- Recessive shapes create a sympathetic backdrop for the station from the key Chalk Farm view;
- Height of the buildings the same or less than the consented scheme;
- Brick clad blocks in complimentary tones of reds and salmons;

LB Camden's comments via written advice dated 15.07.20:

- LB Camden confirmed the site could come forward under the a mixed use planning policy;
- the consented massing envelope should be reverted to as the "triangular" massing has too much of an impact on the setting of the station;
- 50% of the residential offer should be affordable.

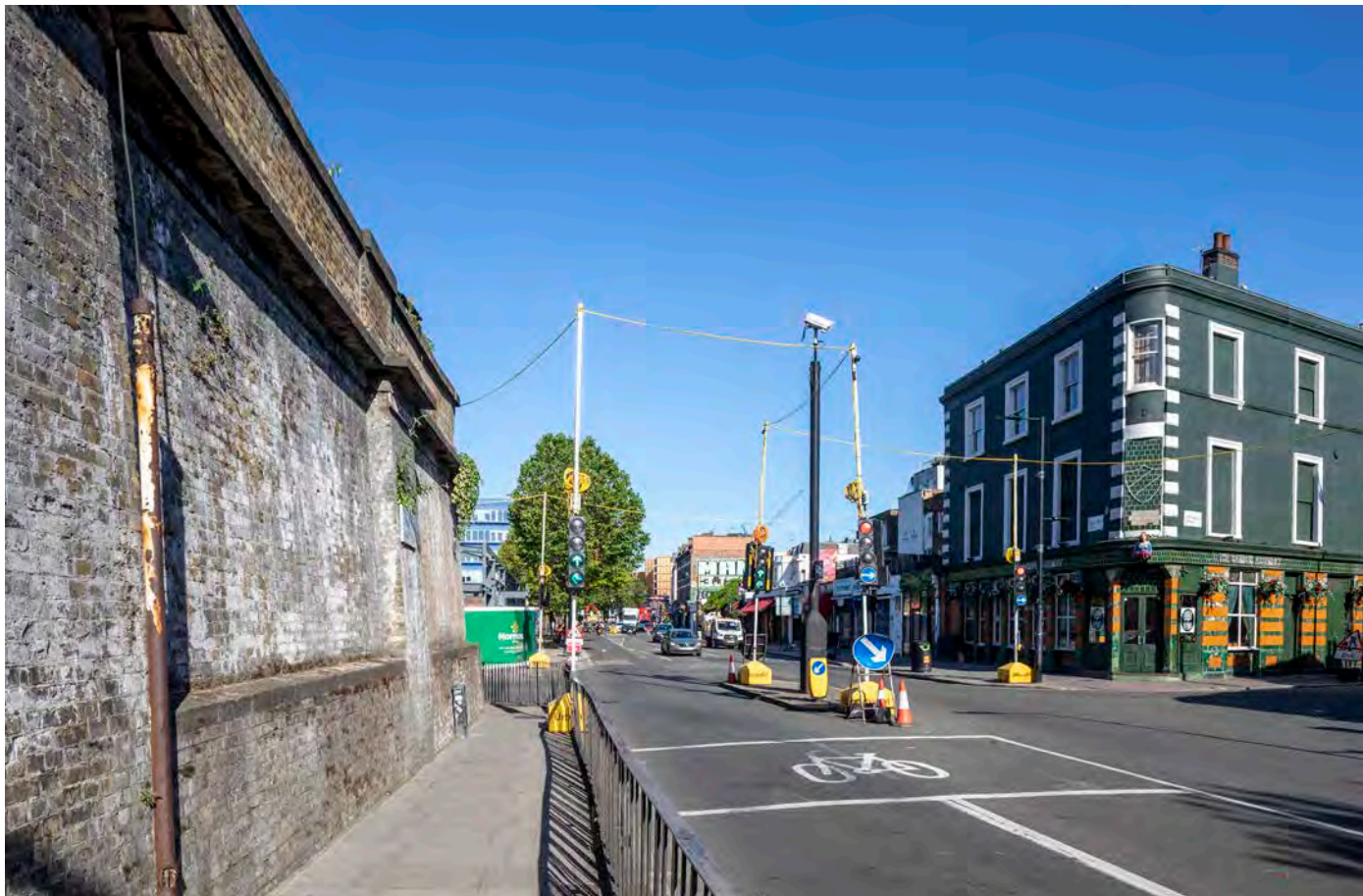


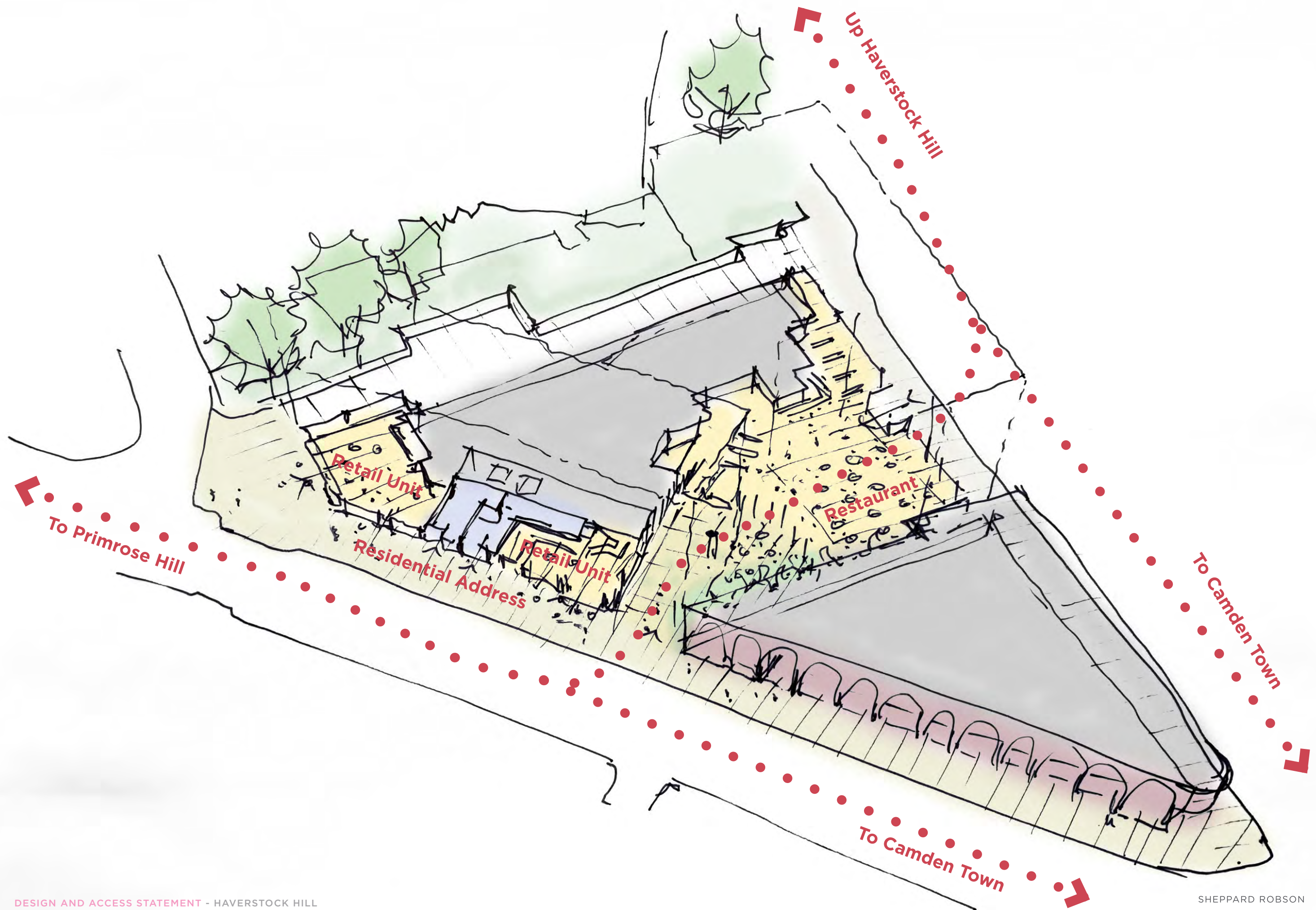


3.10 Design Review Panel Scheme | 11.09.20

- 118 hotel bedrooms;
- A truly mixed-use scheme with 50% commercial and 50% residential;
- E use at ground floor with publicly accessible courtyard;
- 34no. apartments with 50% Social-Affordable Rented (17no. social rented, 17no. privately owned);
- On-site servicing;
- Bulk and mass within the envelope of the consented scheme;
- Height of the buildings the same or less than the consented scheme;
- Brick clad blocks in complimentary tones of reds and salmons with aged brass highlights;









3.11 Design Review Panel comments and the Design Response

Massing

- The panel considers that the building requires a clearer design narrative that treats the hotel and residential buildings and the station as three distinct elements within a block.
 - » **RESPONSE:** Please refer to section 4.1. The residential and hotel buildings are now distinct elements within the block separated by a lower linking building. The buildings have clearly defined profiles and aspects but share a common architectural and material language that has been adapted to their respective uses. The residential building has wide inset balconies that order the facade while the hotel building has a more regular and symmetrical tripartite structural expression.
- The massing at the centre of the site, between the buildings fronting onto Adelaide Road and Haverstock Hill, appears confused. The view from Chalk Farm Road would be improved if this element were set below and / or further back from the adjacent hotel wing.
 - » **RESPONSE:** Please refer to section 4.3. The massing of the blocks has been simplified and refined to present a clear definition as seen from Chalk Farm. this has been achieved by reducing the length and mass of the internal bar of the hotel.
- The gable ends rising above Chalk Farm Station appear too dominant, an impression created partly by wider areas of blank brick wall than the consented scheme.
 - » **RESPONSE:** Please refer to section 4.3. The gable ends have been redesigned to have a strong compositional order based around a solid vertical element on the one-third line and open, glassy corners that strengthen the reading of the horizontal lintels.
- The design should be developed to create a slimmer

impression in views from Chalk Farm Road. This could include opening up the gable corner of the hotel building, and providing a clearer distinction between the inner and outer elevations of each block.

- » **RESPONSE:** Please refer to section 4.3. See response above. The corners of the gable ends are now glassy with a wider expression facing outwards to the streets.

Architecture

- The panel suggests that the architectural language should differ more between the residential and hotel blocks, to distinguish between their functions. They currently appear very similar, and it not immediately apparent that they are not both commercial buildings.
 - » **RESPONSE:** Please refer to sections 4.6, 4.7, 5.5 and 5.6. The buildings have clearly defined profiles and aspects but share a common architectural and material language that has been adapted to their respective uses. The residential building has wide inset balconies while the hotel building has a more regular and symmetrical tripartite structural expression.
- The panel suggests that the elevations on Haverstock Hill and Adelaide Road both appear complicated in comparison to Chalk Farm Station, and that the amount of variation in stepping and texture should be reduced.
 - » **RESPONSE:** Please refer to sections 4.6 and 4.7 Careful attention has been given to define key vertical and horizontal relationships based on the order of the station frontages. The station has slightly different aspects on both roads; more symmetrical on Haverstock Hill, longer and based on tripartite bays on Adelaide Road. These orders have informed the respective façades of the proposal. There are strong horizontal cues from the station (cornice line, horizontal banding at the top of the arches) that have been keyed into to organise and clarify the lower levels of both façades. The ground levels on both street frontages have regular,

rectangular bays that reference the arched language of the station.

- Further work is needed to ensure a clear relationship between the banding on both elevations, and the strong cornice line of the station building.
 - » **RESPONSE:** Please refer to sections 4.6 and 4.7. The horizontal cues from the station (cornice line, horizontal banding over the arches) have been used to order the ground levels of the Harverstock Hill and Adelaide Road elevations.
- The expression of the datum line on the block facing Haverstock Hill is more convincing than that on Adelaide Road. Here it is compromised by the insertion of an additional floor beneath.
 - » **RESPONSE:** Please refer to sections 4.6 and 4.7. The ground level order of the Adelaide Road frontage has been clarified to key more directly into the station language.
- The junction between the residential building on Adelaide Road and the station building is uncomfortable, with the edge of the proposed building defined by balcony railings. The panel suggests this is refined, and the building potentially set back from the station at first and second floor levels.
 - » **RESPONSE:** Please refer to section 4.7. The mass of the residential block has been cut back to respond to and receive the station mass. An expressive canopy defines the entrance to the courtyard while expressly linking the two buildings.

Materiality

- The panel feels that ‘Tecu’ brass is too commercial a material for a residential block, and the colour it introduces is not an appropriate response to the listed Chalk Farm Station next

door.

- » RESPONSE: Please refer to section 5.4. The brass has been replaced as a highlight material by single or double fired glazed terracotta in tones that reference the ox-blood red glazed bricks of the station.

- The panel likes the soft red brick proposed and the reconstituted stone banding, which relate well to the colouring of the underground station.
- Additional analysis of the underground station palette and detail could provide further cues for the material approach.
 - » RESPONSE: Please refer to section 5.4. The material palette of the proposal has been carefully selected to be a complimentary response to the station. A mix of salmon toned, handmade bricks, dark scarlet and merlot glazed terracotta and charcoal grey metal.

Layout

- The panel welcomes the relationship created between ground retail and café space and the street and feel this will enhance the activation of the area.
 - » RESPONSE: Please refer to section 7.1. The area of the courtyard has been increased to allow the mass of the blocks to come uninterrupted to ground.
- More work should be done to reduce the number of single aspect units in the development.
 - » RESPONSE: Please refer to sections 4.6 and 4.7. The residential layouts have been redesigned to maximise the number of double and triple aspect units.
- The panel is particularly concerned by the quality of single aspect units on the third floor, which are likely to be dark. Two units have deep, north-west facing balconies, and

another overlooks the courtyard. The latter also has an awkward entrance through the kitchen space. It asks that options are assessed to improve the quality of these units.

- » RESPONSE: Please refer to sections 8.9 and 8.10. No social rented flats overlook the courtyard from the living spaces/balconies. The unit referenced has been redesigned to be dual aspect.

- The panel also suggests that the angling of windows to the residential units should be refined to ensure they are positioned in the most effective way and relate to the internal layout of the units.
 - » RESPONSE: Please refer to sections 8.9 and 8.10. The facade and internal layouts of the units have been coordinated to optimise internal area.
- It is essential that residential units are designed with enough amenity and play space. The panel emphasises the need to ensure the quality of life created for residents, particularly children.
 - » RESPONSE: Please refer to section 7.3. A generous play area, exceeding London Plan and Camden requirements has been provided at Level 05.
- Rather than creating a blank space on the boundary with Chalk Farm Station, the courtyard could be activated by wrapping more of the internal hotel space around the party wall.
 - » RESPONSE: Please refer to section 7.4. The courtyard space has been increased. The aforementioned party wall will have built-in seating and planters.

Landscape and public realm

- The activation of the ground floor on Haverstock Hill will be very beneficial to the area. The panel asks whether the

pavement area outside the entrance to the restaurant could be made even wider, to create as generous as area of public realm as possible.

- » RESPONSE: Please refer to section 8.2. The ground level is given over predominantly to retail and restaurant frontages with large expanses of glazed shop-fronts that can be potentially be opened onto the pavement.

- The panel suggests more opportunities should be taken to plant new trees around the site boundary to help achieve the required urban greening factor
 - » RESPONSE: Please refer to section 7.3 and 7.4. The opportunity for new tree planting has been identified in the courtyard and the rooftop amenity space.
- This could include filling gaps in the avenue of trees along the Haverstock Hill, planting trees at the entrance to the new building, and a large tree at the south-west corner of the site on Adelaide Road.
 - » RESPONSE: This potential will be explored with the Borough and highway authorities but must be coordinated with underground services.
- The gable ends rising above Chalk Farm Station may benefit from the addition of greenery. Climbers could be grown on the elevation, and maintained from the courtyard space using a cherry-picker.
 - » RESPONSE: Fire regulations regarding fire spread on external envelopes prohibit the integrated growing of vegetation on residential buildings over 18m.
- The panel cautions against the inclusion of a green wall in the courtyard. It would be simpler and cheaper to grow ivy on the party wall with Chalk Farm Station.

4.1 Working within the consented bulk and mass

As there is an extant planning consent, the current design is predicated on adopting and building off of those points that were determined to be critical during that consultation process. The current bulk and massing generally adheres to the consented envelope while further clarifying the geometry of the component pieces. This strategy ensures that the proposal works within parameters that have already been agreed and accepted by all relevant consultees and statutory bodies.

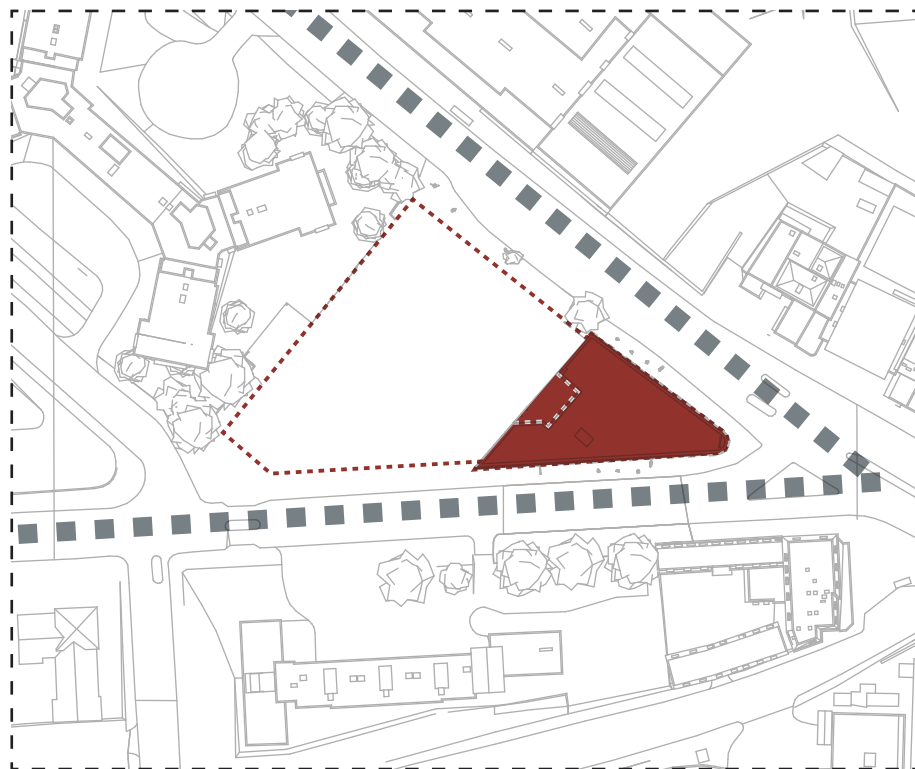




4.2 Composing a City Block

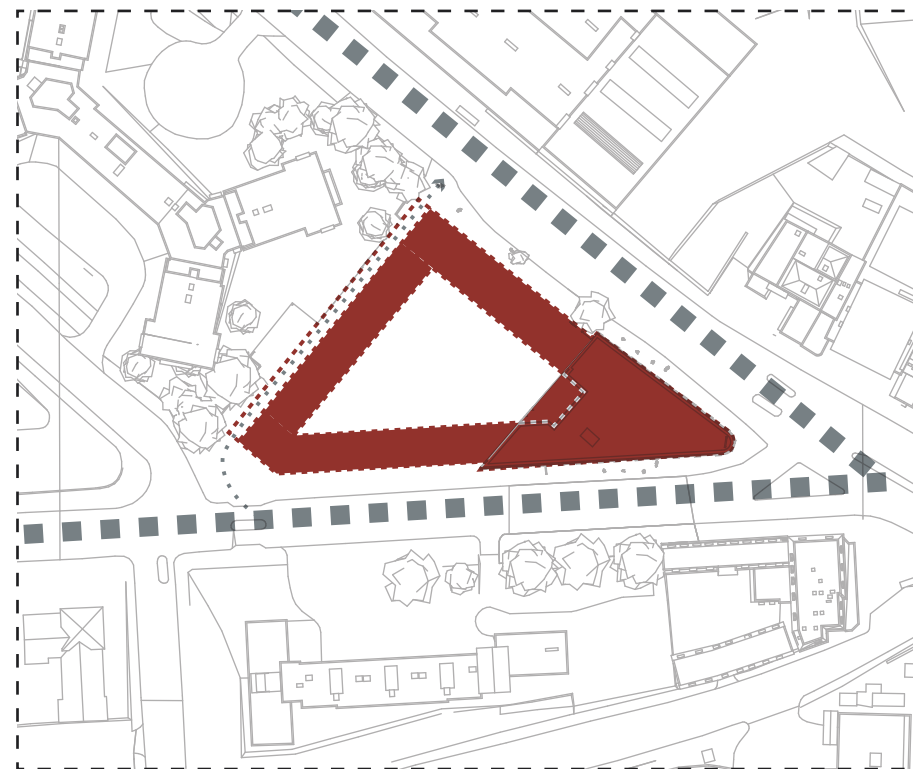
Being bounded by major roads on the two long flanks and a generous, landscaped buffer zone on the third side, the site is uniquely an island within the urban fabric anchored by the Grade II listed station at the prow.

The design intent is to create a harmonious composition of blocks that define and continue the edges of the site while presenting a complimentary back drop to the prominent station. The other crucial design factor is to compose the bulk and mass that minimises any impact on the residential neighbours to the north and west of the site.



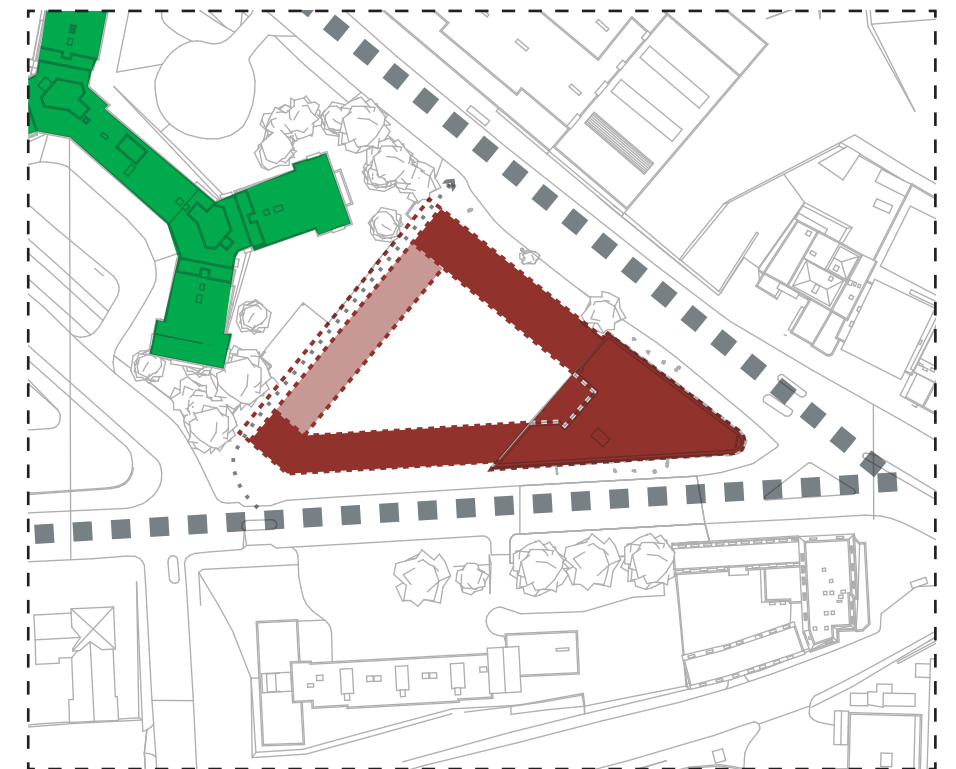
1. An Island site

- Triangular “Island” site defined by two major roads
- Grade II Listed station at the prow
- Residential developments to the back



2. Define and hold The edges

- Perimeter block defines the three sides of the site
- The back edge is pulled in to create a linking service road and buffer with the residential development.



3. Lower the Linking Edge

- The back linking block is lowered to ensure access to sunlight/daylight to the residential block while also minimising overlooking concerns.