

#### 4. Define a Courtyard Space

- Maximise volume in the internal courtyard as this has minimal impact on the surrounding townscape.
- Create a comfortably proportioned courtyard space in the heart of the development.



#### 5. South Facing Residential

- Maximise southern exposure for residential units.
- Adelaide Road is more residential in nature.



#### 6. Distinct Elements in a Block

- The hotel block works well within the context of the more civic and commercial buildings along Haverstock Hill.
- Along with the Station building the residential and hotel buildings are three distinct but unified elements in an urban block.



### 4.3 Distinct elements in a unified block

The edges of the triangular block are defined by three distinct buildings that share underlying attributes of form, articulation and materiality. The flank buildings, hotel and residential, front onto key street-scapes (Haverstock Hill and Adelaide Road, respectively) while the third faces a green buffer and residential blocks beyond.

All three legs share an articulation of flush and angled piers informed by the structural design but the flank buildings are taller with an appropriately lighter shade of salmon coloured brick that compliments and off-sets the station frontage. The linking building will be clad in darker brick so as to define the gap between the two bookend forms and clearly express a negative void behind the station.



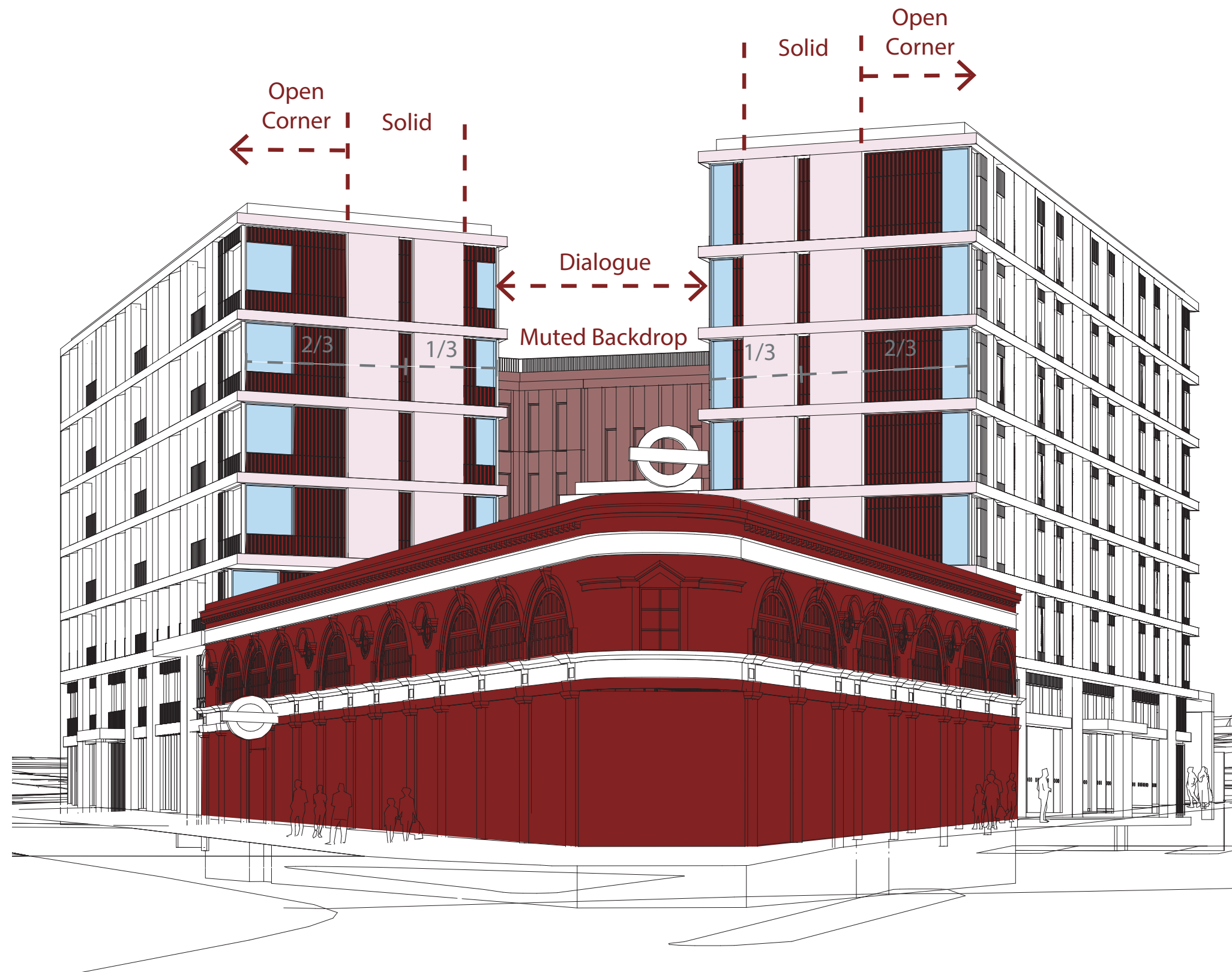


#### 4.4 Creating a complimentary backdrop

The Grade II listed Chalk Farm Station is a local landmark, both in a cultural sense and in a geographic, way-finding one. It occupies a prominent prow corner that marks one end of the High Street and is highly visible from long distances down that road. It tells people they are in Chalk Farm.

This proposal offers a unique opportunity to present a sympathetic but also complimentary backdrop that helps to elevate the status of the Grade II Listed Building.

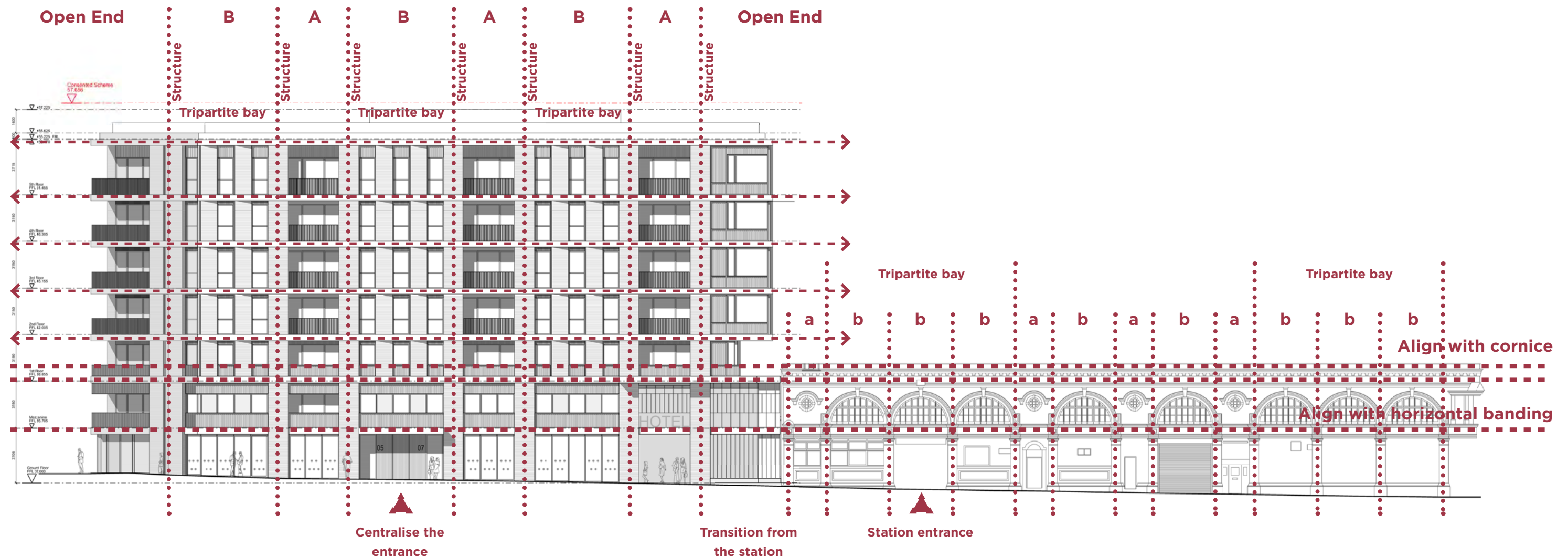
Solid vertical elements hold the one-third line of the elevations with the longer, outward facing corners opening up onto the street frontages. This composition gives a calm response to the station setting while not being overbearing. The buildings present a clean and uncluttered face to the high street while engaging in a subtle dialogue with one another as a unified block.



There is a clarity to the A-B-A rhythm of the station arcade that is a natural jumping off point for ordering the Adelaide Road elevation. The station also provides critical horizontal cues with the cornice line, arched windows and the banding that defines the upper edge of those openings.

The residential block fronts Adelaide Road as its south facing aspect is beneficial to maximise access to daylight and sunlight for the flats. Each flat has a balcony along with the amenity play-space at the roof.

The entrances to the social and private flats are centred on the facade anchoring the symmetry of the composition and reminiscent in size and scale to that of the station.







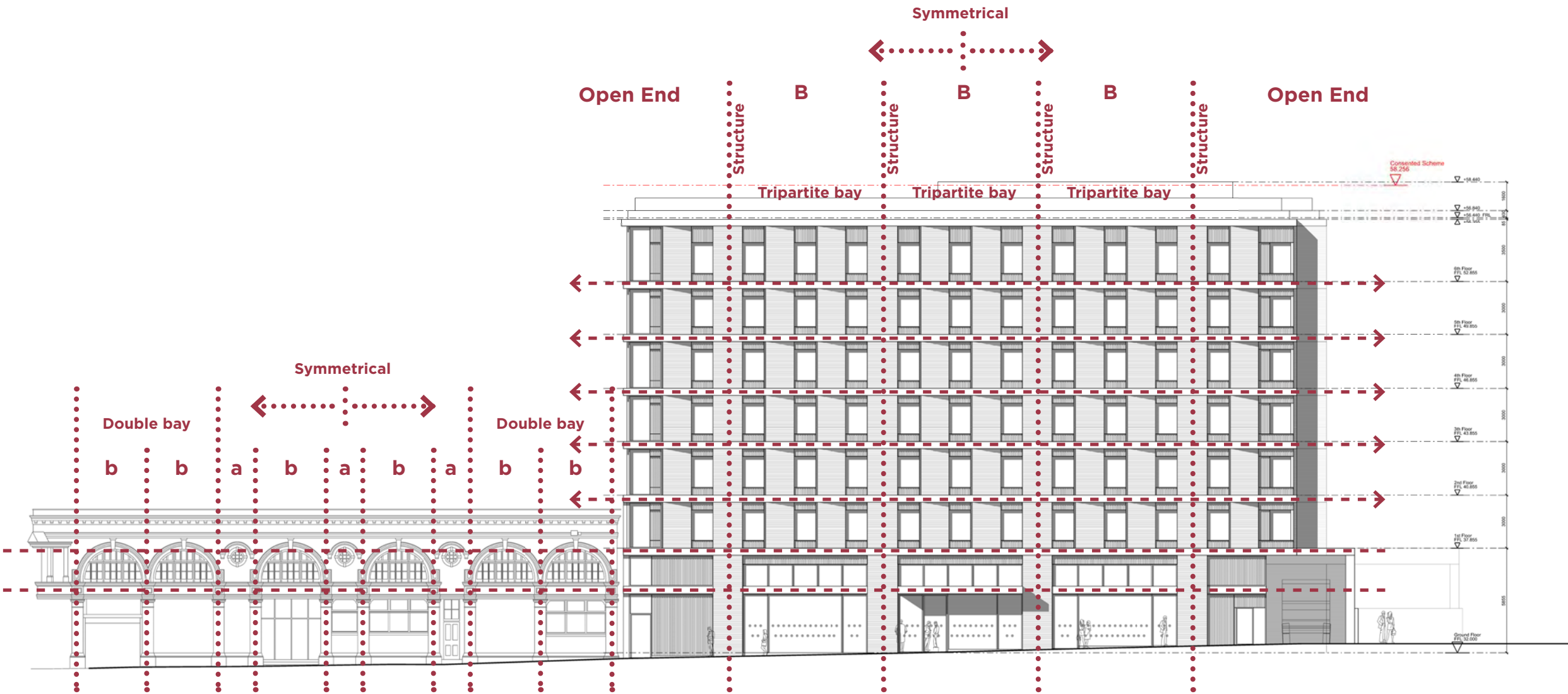


4.7 Composing the Haverstock Hill elevation

The Haverstock Hill elevation mirrors the organisation of the station facade along that frontage with a strong central symmetry flanked by multi-bay divisions.

The structural logic of the hotel is made legible by the definition of the bays with the column grid made visible with the flush piers that extend to ground to define the shopfront openings and the intermediate, secondary structure displayed with angled piers that come down upon a strong horizontal band corresponding with the transfer structure above ground level.

The interplay between flush and angled piers clarifies the facade logic from all vantage points; looking back from Chalk Farm Road and down Haverstock Hill. It can easily be read from oblique angles and gives the facade a depth and richness of shade and light.



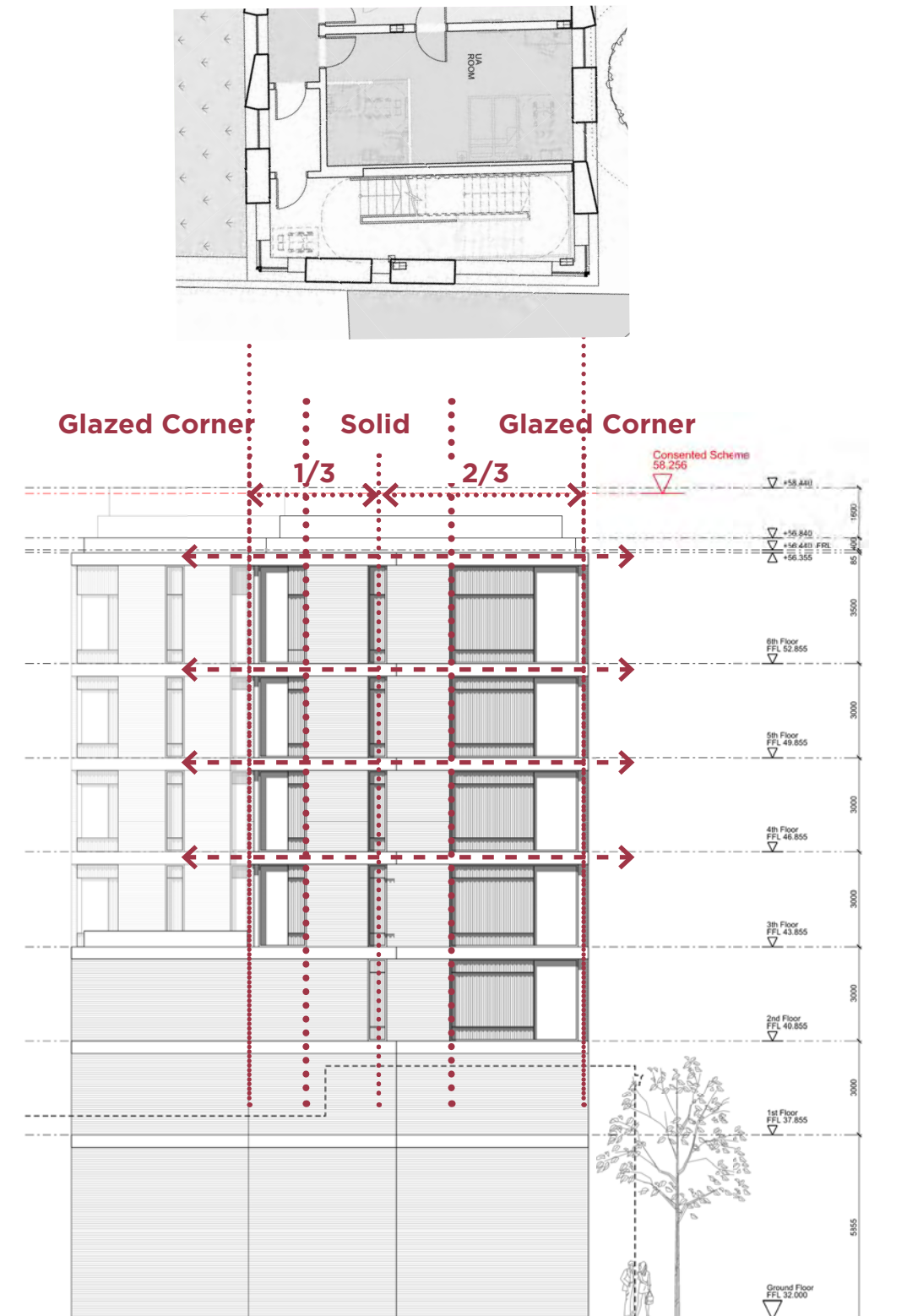
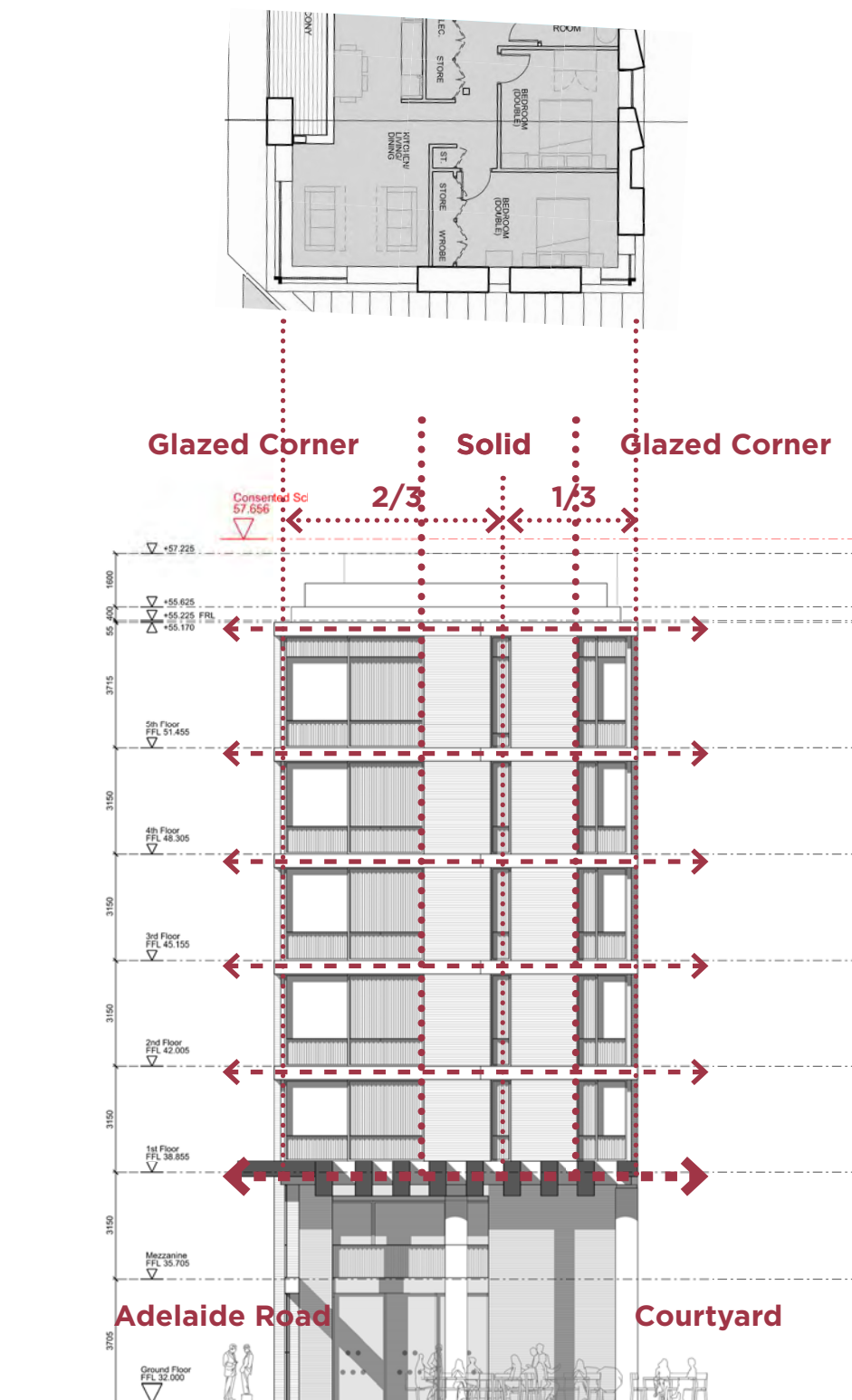






## 4.9 Composing the gable elevations

The gable elevations have been designed as calm, sympathetic backdrops to the listed station. The order of the facades is structured on a 1/3 to 2/3 balance with the wider proportion as more open corners on the flanking, roadside corner. The corners are more glassy and open while there is a solid vertical element structuring and holding the horizontal lintels.





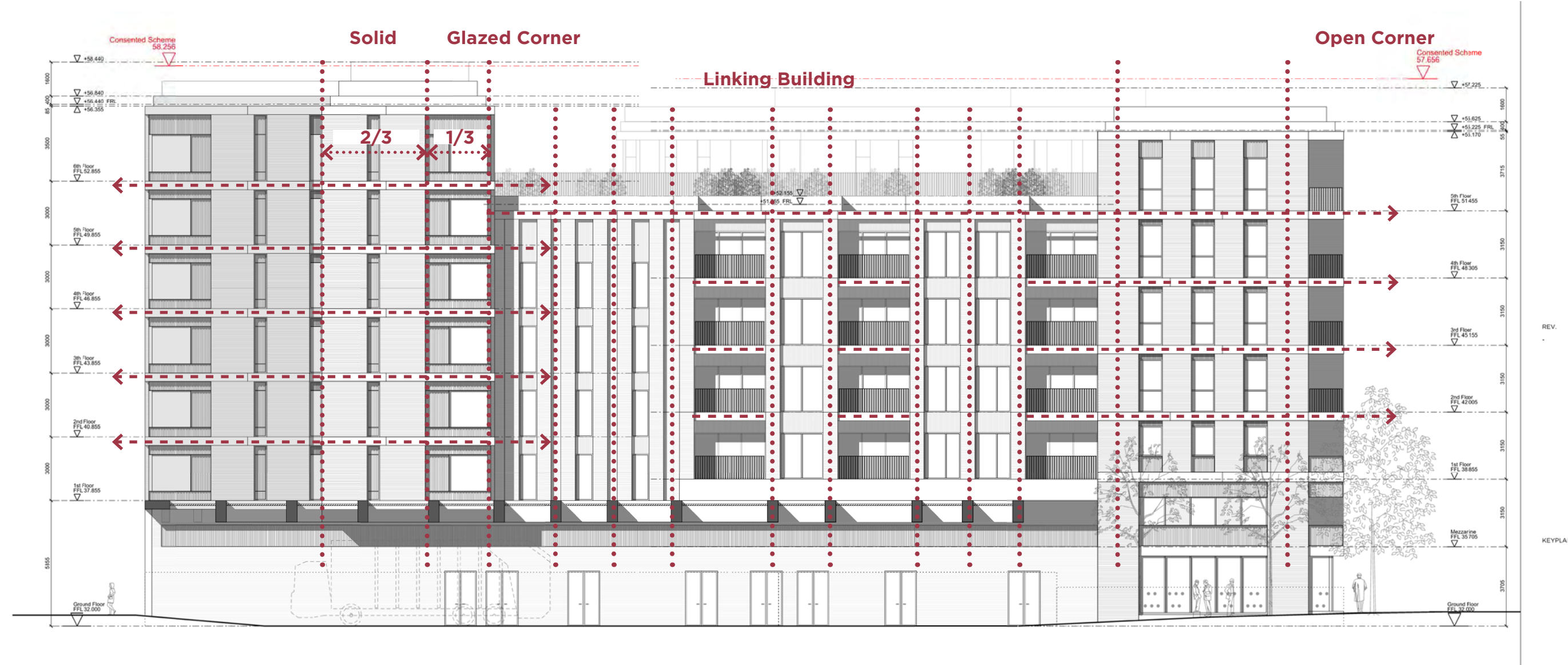




4.10 Composing the Eton Place elevation

The Eton Place elevation is defined by the element that links the two bookend masses on Haverstock Hill and Adelaide Road. It is lower to; clarify the diagram of two flanking blocks facing the roads, reduce the visual impact on the station and minimise any impact on access to daylight and sunlight for the neighbouring Eton Place block.

The facade has a strong vertical ordering that negotiates the different floor-to-floor heights of the hotel and the residential blocks while also maximising access to daylight for the units. The hotel windows have been made narrower to further minimise any risk of overlooking issues.





4.11 The elevations in the urban grain

The bulk and mass of the proposal sit comfortably within the wider urban grain of the neighbourhood as viewed from Haverstock Hill and Adelaide Road.



Haverstock Hill Elevation



Adelaide Road Elevation











## 5.1 A local material language

The architecture within the locality is varied without an overriding or dominant style but there is an overarching attitude to materiality; natural, muscular and earth-toned. Brick, of varying shades and tones (but usually in a running bond), is the natural base with other more special materials, such as terracotta, steel, brass or corten acting as a highlight and counterpoint.

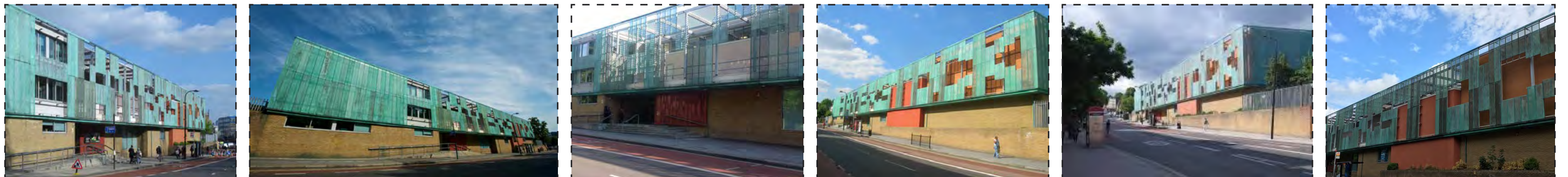


Chalk Farm Station (Ox-blood red glazed terracotta 'faience')



Eton Place (Red-brown brick)

Bridge House (Brown brick)



Haverstock School (London stock brick and oxidised copper)



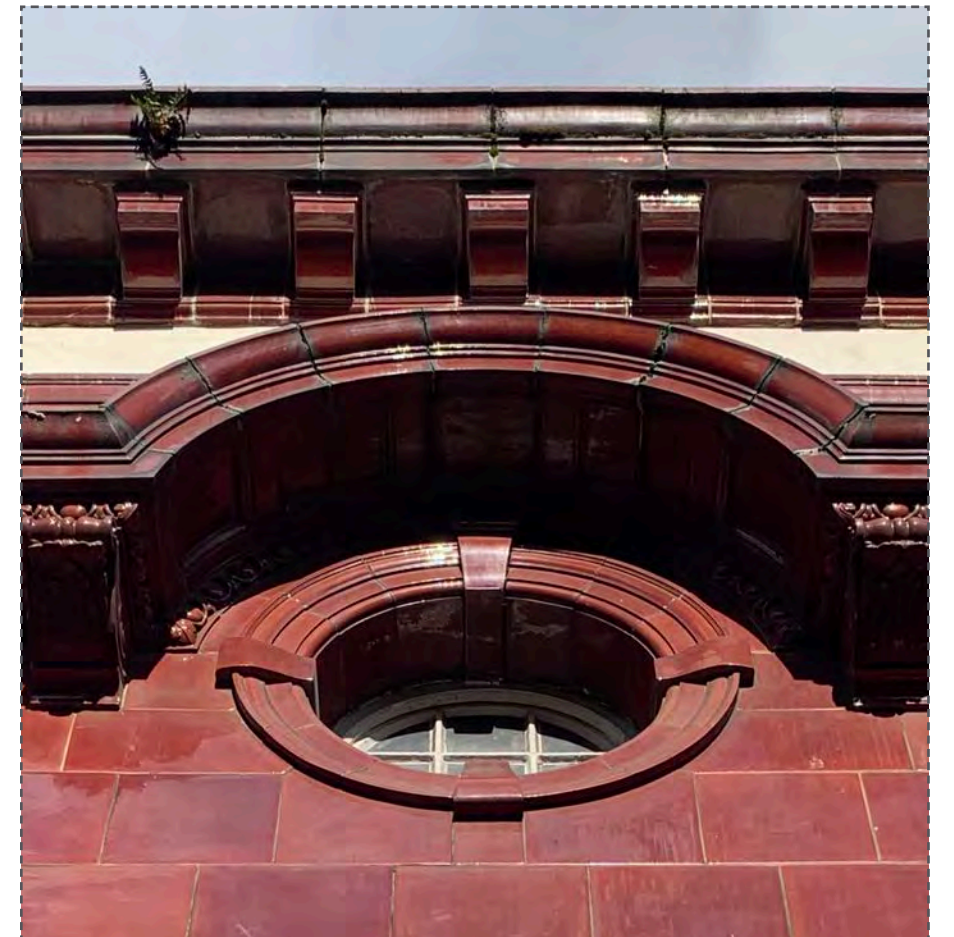
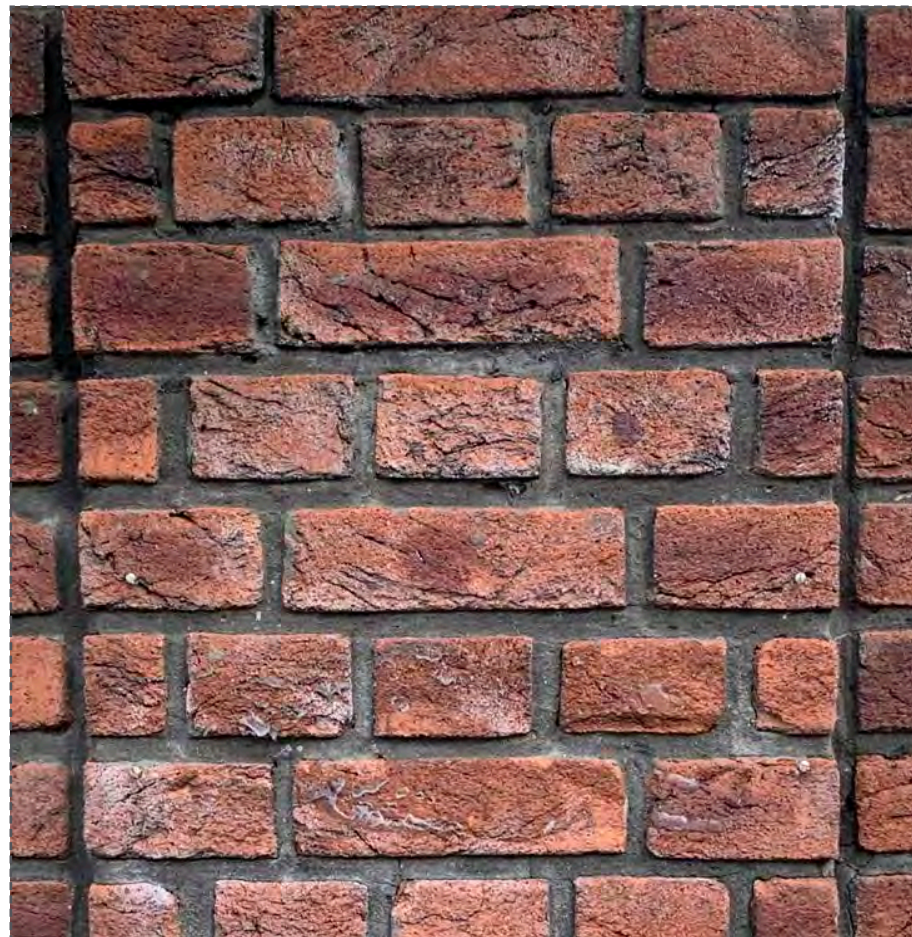
The Roundhouse (London stock brick)



## 5.2 A local material detailed heritage

The tones and shades of glazed ox-blood red and earth toned, hand made bricks have been the back drop colour of Camden from the Victorian florescence of industrial and transportation development through the mod, ska, new wave and rock n' roll scenes of the 80's and 90's (epitomised in the classic Doc Martin boot).

There is an attention to detail to the brick walls surrounding the site that is a clear inspiration to any future development.





### 5.3 A unified palette with subtle variations

The proposed palette:

Primary material: Handmade brick, running bond with natural variation, flush mortar joint

Secondary material: Acid-Etched pre-cast concrete

Highlight material: Glazed terracotta

Windows and Glazing: Clear, low-iron glass. Window frames hidden on the sides.

Metal: Charcoal grey steel and aluminium

The tone of the primary brick material will be a lighter salmon tone for the two flank buildings that front onto Haverstock Hill and Adelaide Road that compliments the ox-blood red of the station.

The tone of the primary brick material will be a darker salmon/red tone for the linking building that relates to the neighbouring Eton Estates.

