

4.2.1
The proposed scheme has experienced significant development and refinement through the design process. The design has tested a number of massing arrangements up to 14 storeys and a variety of architectural designs.

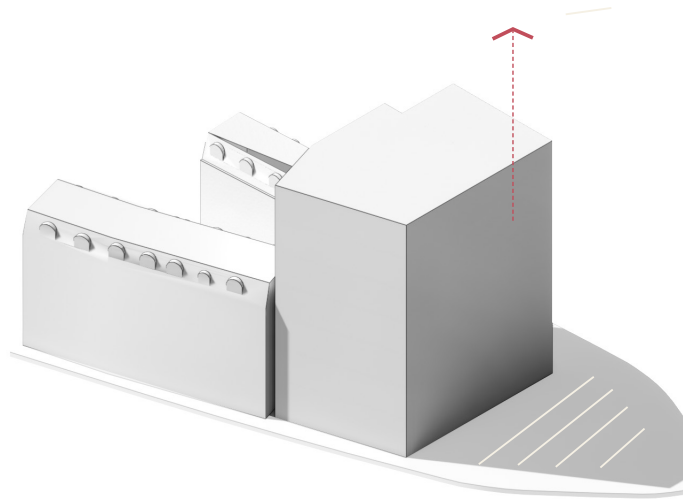
PREVIOUS SCHEME
2019



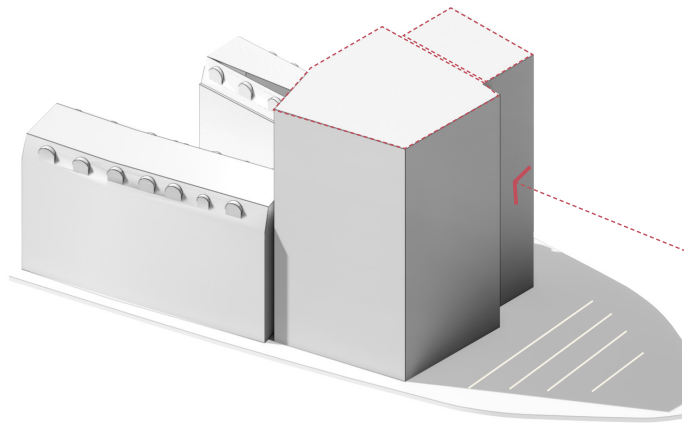
PROPOSED SCHEME
2021



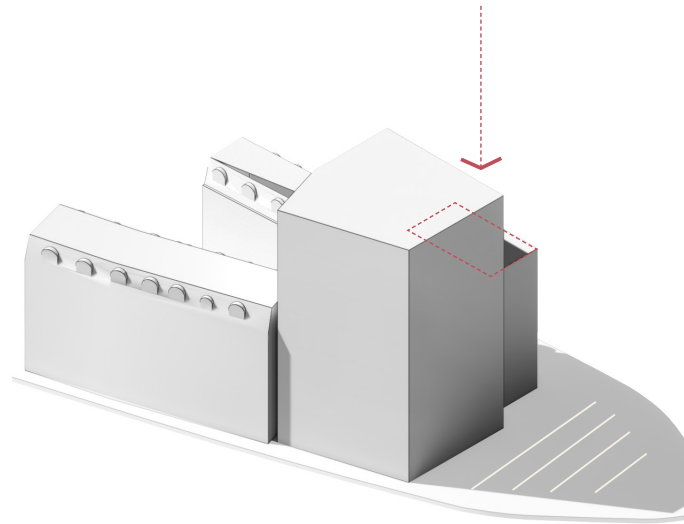
4.2.2
Proposal in context comparison (view from Chalk Farm Road)



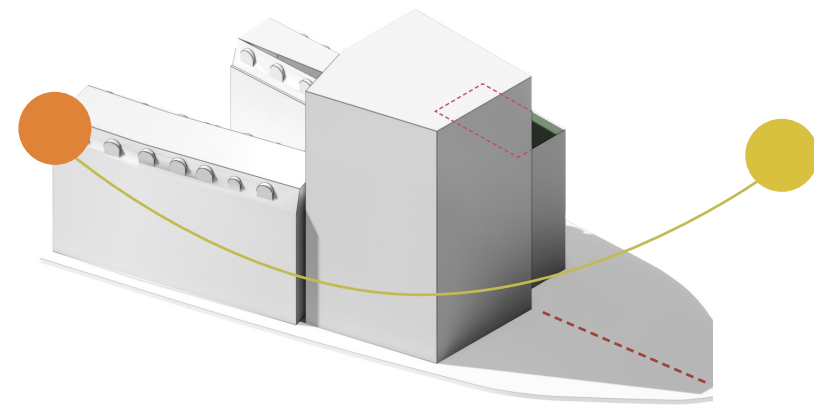
- Treated as a corner building, typically larger in terms of height and mass and display a more expressive architectural character than their neighbours.



- Articulating the building into two blocks, following the original urban grain of the Adelaide Tavern and Rickett Smith & Co



- The southern block is centred to the square and is positioned at the end of Chalk farm road to create visual interest to the skyline



- The larger block addresses the square centrally
- Optimum orientation for natural daylight within the building with a north facing roof terrace for hotel guests receiving direct light at sunrise and sunset when most likely to be in use.
- The taller block also helps reinforce the neighbourhood centre of Chalk Farm and the termination of Camden High Street

4.3.1 SCALE AND MASSING STRATEGY
The proposed scale and massing has been thoroughly tested through three-dimensional townscape analysis. The height has been tested between a range of 4 and 14 storeys and the massing has been expressed as a single extrusion, a tripartite block and the two elements. We believe the location lends itself to a taller building of 7 storeys or more.

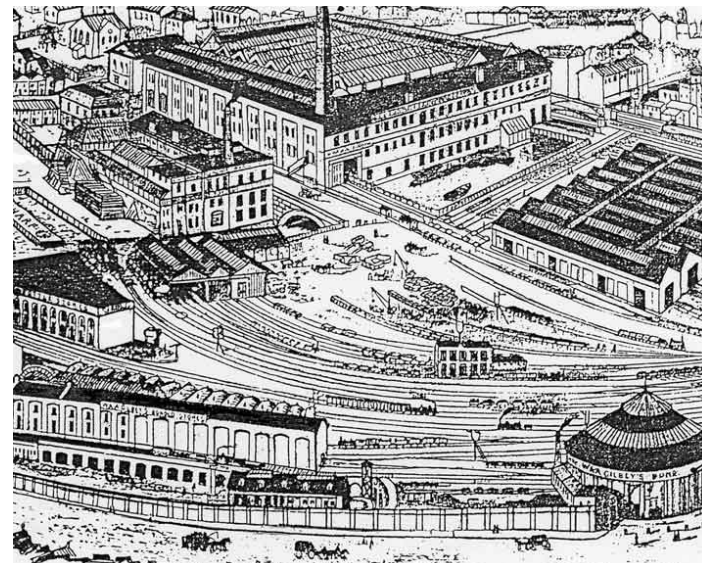
The Roundhouse,
Chalk Farm Road



Piano Factory,
Gloucester
Crescent, Camden



The Granary
Building, Kings
Cross



Camden Goods
Yard, 1869

Coal Drop Yard,
Kings Cross

The Interchange
Building, Camden
Lock

4.4 ARCHITECTURAL REFERENCES

4.4.1

The industrial heritage, especially the character of the railway infrastructure has informed the architectural expression of the proposals.

4.4.2

Camden was transformed from a largely agricultural area into an industrial district by the introduction of rail and canal networks into the area between 1820-1850. The arrival of goods and materials on barges and trains meant that Camden became a manufacturing hub. This resulted in the Gin bottling and distilleries of Gilbey's Yard and the associated bond warehouses. The ease of transporting timber by canal led to a large number of piano factories in the area.

4.4.3

The buildings were typically cast iron framed with timber floors, tough brickwork shells, large repeating windows and generous floor to floor heights. This created the spacious, well-lit spaces suited to house large machinery where workers engaged in detailed tasks. Typically these buildings are now occupied by service industries from the retail, tourism and entertainment sectors. Some notable brick industrial buildings in Camden are shown on the left.

4.4.4

These buildings have provided a reference for the architectural appearance of the proposed hotel in that the architectural expression, materiality and fenestration pattern is a reflection of their function.

4.4.5

The generous window openings, good quality internal space and robust and high quality materials cladding material has allowed flexibility in the re-purposing of these buildings. These principles inform the architectural proposal of the scheme.

Orient Express
Postcard

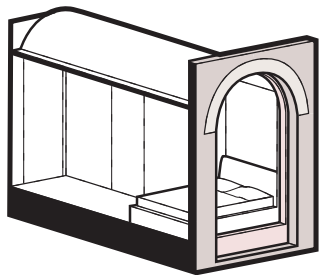
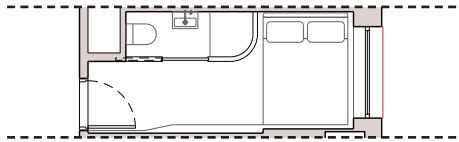
4.5
HOTEL AS SLEEPER COUCHETTE



- 4.5.1**
As a mixed use development that is led by the hotel use. Beyond referencing the industrial character of Camden's buildings, the functional design and layout of the individual hotel room informs the external architectural expression of the building.
- 4.5.2**
Camden's local history is strongly linked with its railways. The railways were major employers of local labour; the vast goods yard of the LNWR dominated the north-western part of Camden Town, and three mainline termini were nearby.
- 4.5.3**
With the site located between Chalk Farm tube station and the Roundhouse, a venue that attracts numerous tourists and locals, the hotel would become a temporary stop for visitors of the Roundhouse and Camden Town.
- 4.5.4**
The architectural narrative is driven by the idea of a couchette that is compacted in nature but rich in material detail. On the popular Orient Express train, the cabins and saloons were designed to create a luxurious environment despite their small size by working with high quality materials and sophisticated detailing.

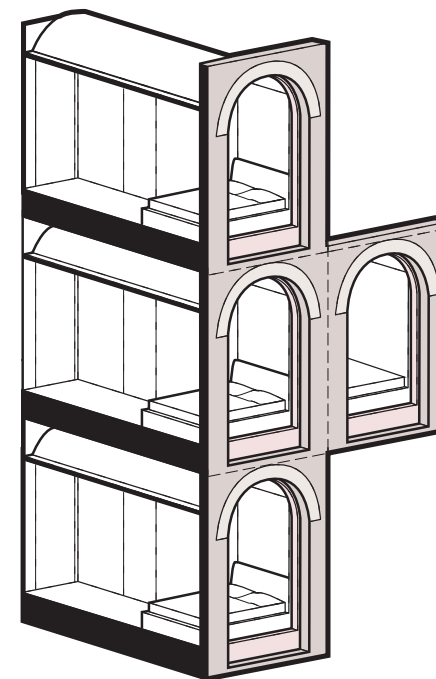
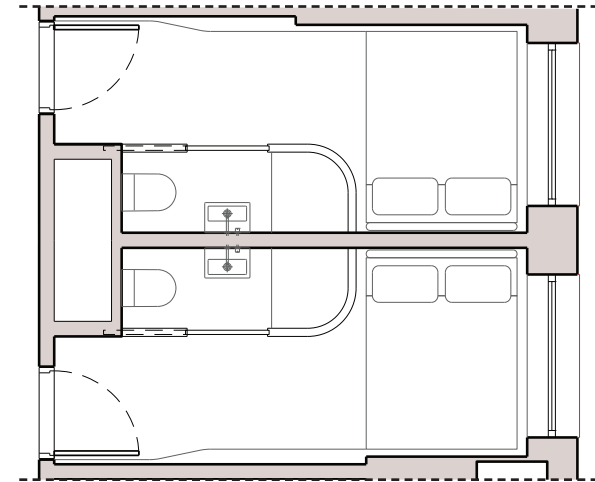
Orient Express
Interiors.

Orient Express
Coach.

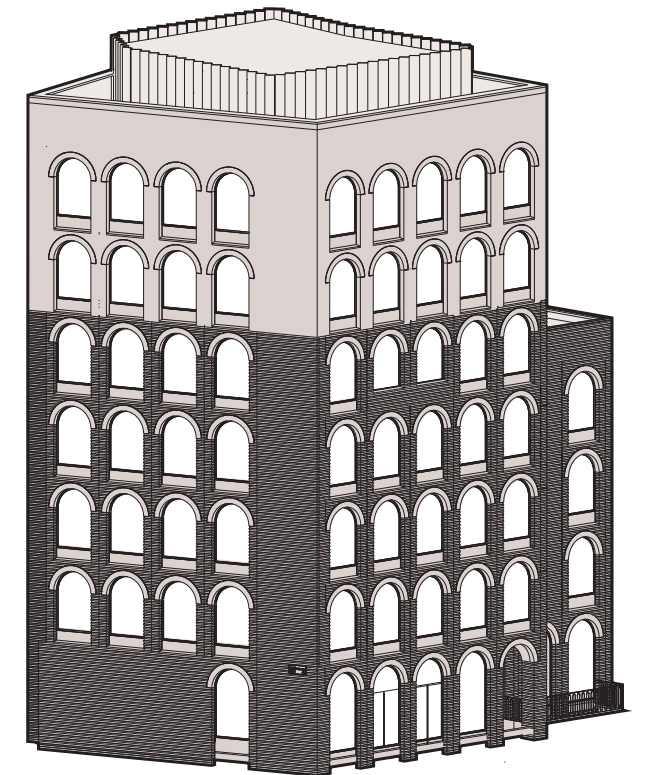
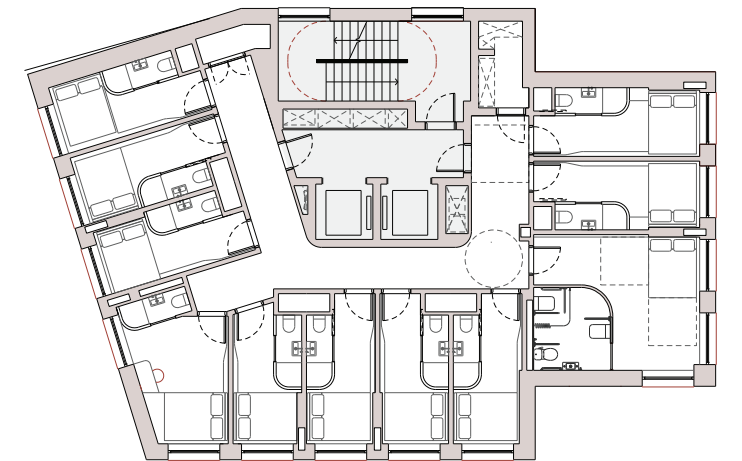


Visualization of a hotel room interior.

- Each hotel room is compact in size like a train couchette but with all necessary amenities and high quality finish
- The vaulted ceiling is reminiscent of a railway couchette
- Full height arched window follow the ceiling vault and allow natural light to fill the bedroom.



- The hotel room module is multiplied across the floor-plate and vertically up the facade to create an architecture that is expressive of its functional layout



- The facade expresses the function of the architecture as a micro-hotel with each window dictating the position of a room.
- The ground floor has larger openings that are expressive of the importance of this publicly accessible space.

5.0 DESIGN PROPOSAL

5.1	THE PROPOSAL
5.2	USES
5.3	SCHEDULE OF ACCOMMODATION
5.4	GROUND FLOOR ARRANGEMENT
5.5	PROPOSED STREET VIEWS (NON-VERIFIED)
5.6	PUBLIC REALM
5.7	APPEARANCE & CHARACTER
5.8	CONTEXT ELEVATIONS
5.9	CONTEXT SECTION
5.10	REVISED INTERNAL ARRANGEMENT AND WINDOWS
5.11	FACADE BAY DESIGN
5.12	MATERIAL PALETTE
5.13	BUILDING ENVELOPE MATERIAL REFERENCE
5.14	BUILDING SKYLINE
5.15	BUILDING BASE - EAST ELEVATION
5.16	BUILDING BASE- NORTH ELEVATION