

100 Avenue Road

Camden Development Management Forum 23.09.24

September 2024

1016-CPA-ZZ-ZZ-RP-A-0900

REGAL

CARTWRIGHT
PICKARD

1.1

Site Location



Swiss Cottage Central Library



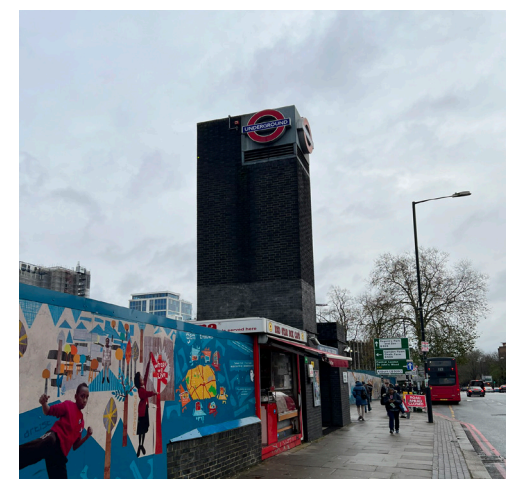
Camden Leisure Centre



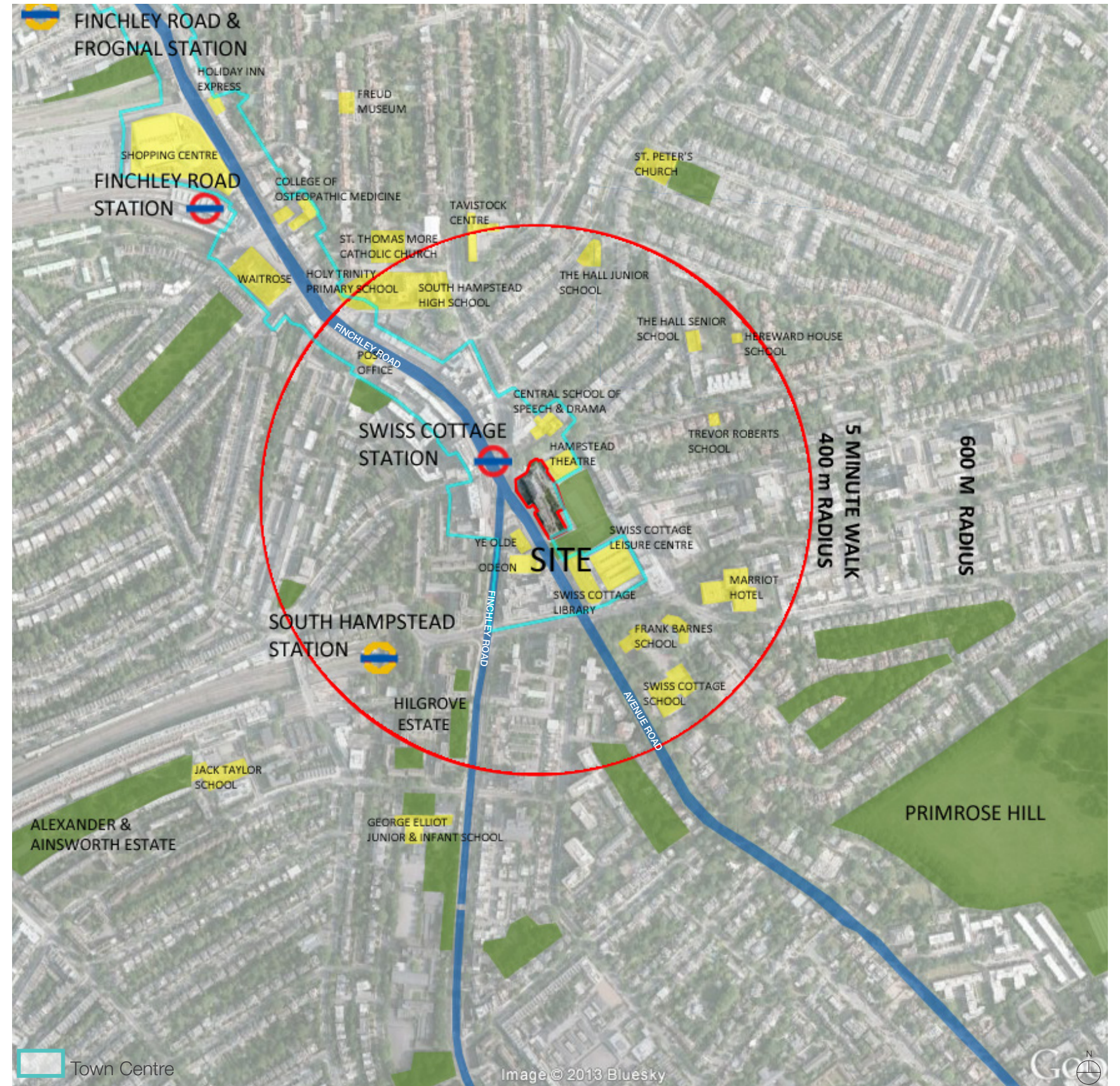
Hampstead Theatre



Central School Of Speech & Drama



Swiss Cottage Underground Entrance



1.2

Consented Scheme Visuals



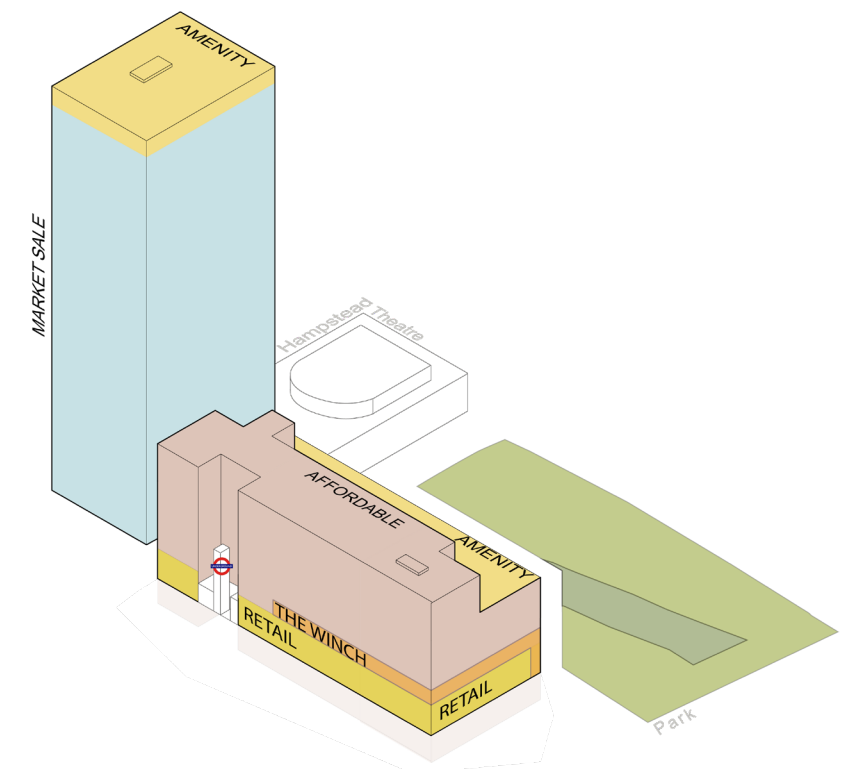
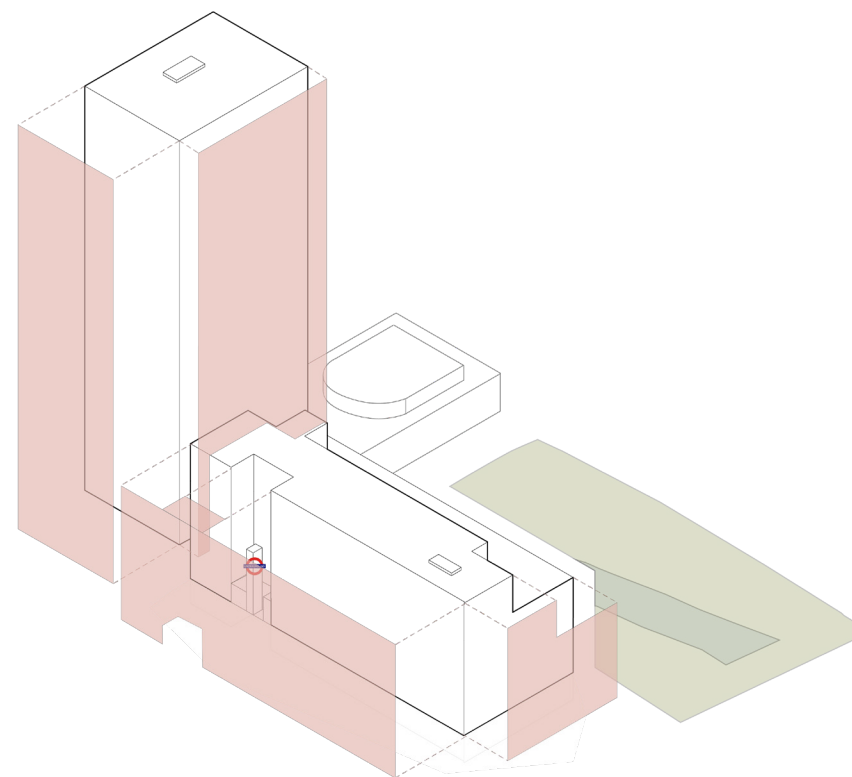
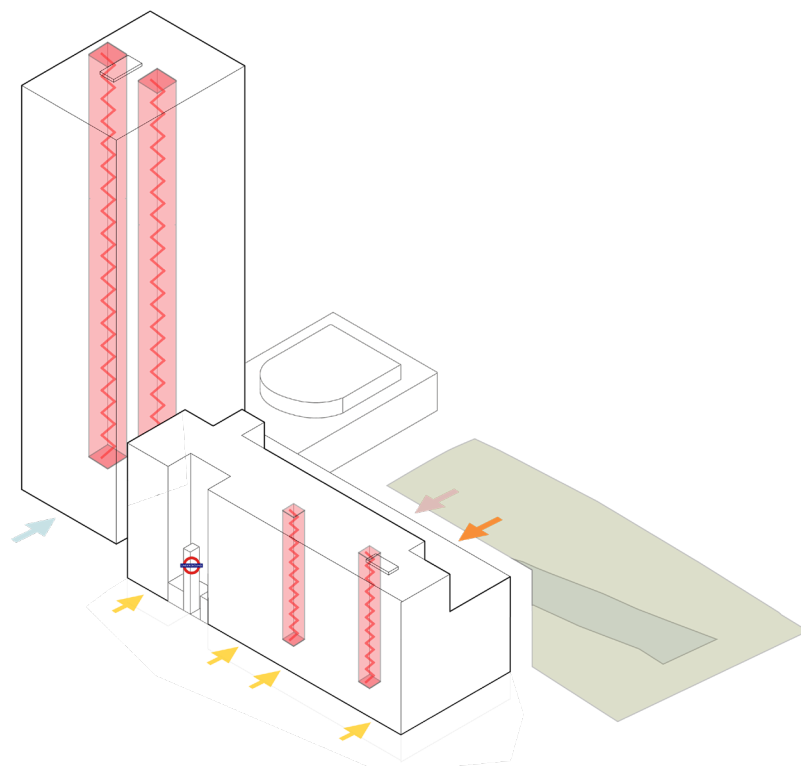
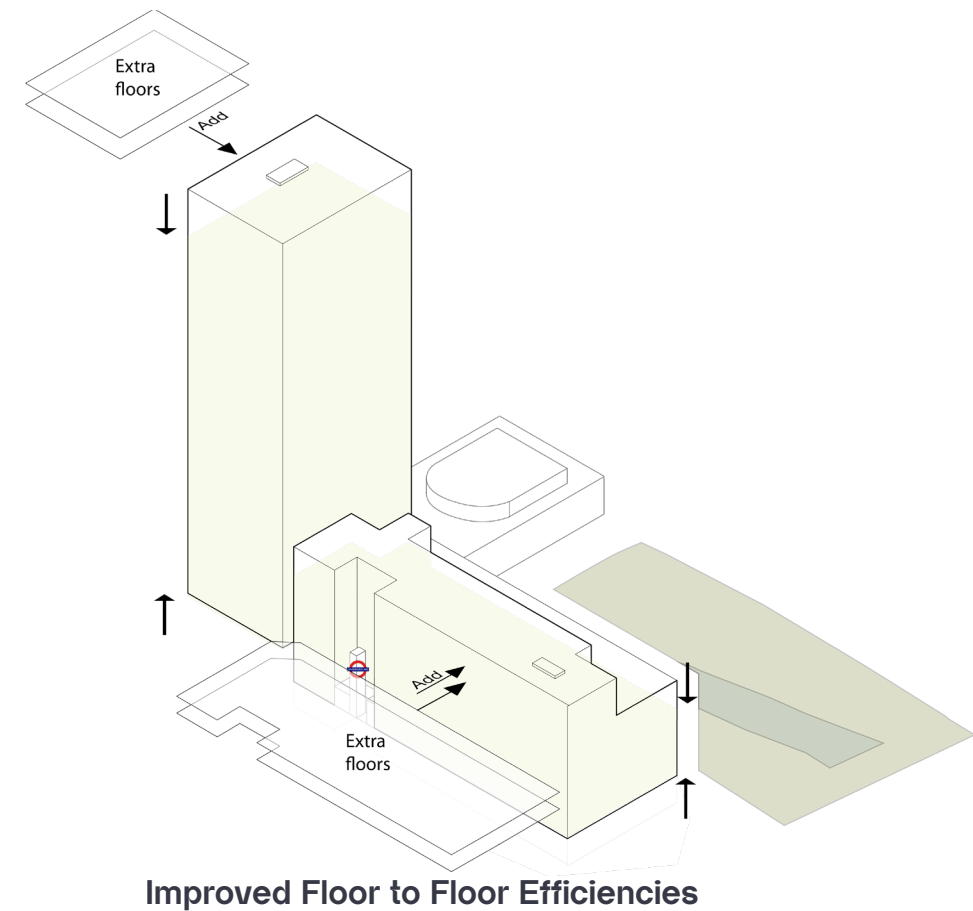
1.3

Aims and Objectives

Planning permission was granted in 2016 for the redevelopment of Avenue Road to deliver 184 build to rent homes, ground floor commercial uses and landscaping.

The previous developer implemented the permission through the demolition of the previous building on site.

Work stalled on site following the construction of the basement. Regal acquired the site earlier this year, and are seeking to deliver permission and secure enhancements to the scheme:



Layout Rationalisation & Second Cores

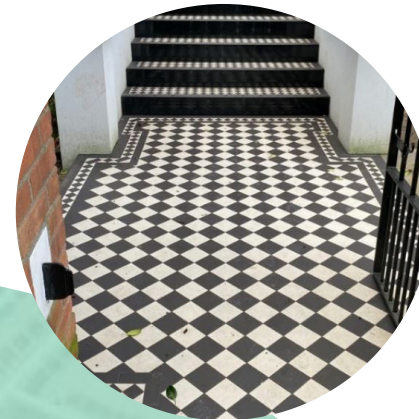
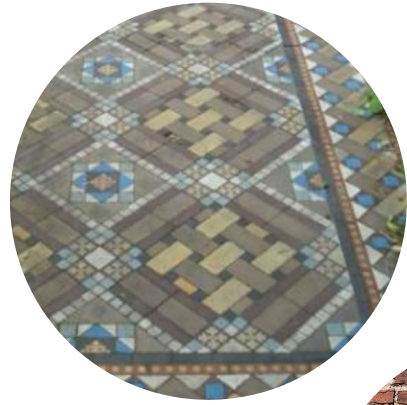
Review of Facade Design

Emerging Design Concept

1.4

Local Character

Arts & Crafts revival



Victorian tiled paths

Green & serene character

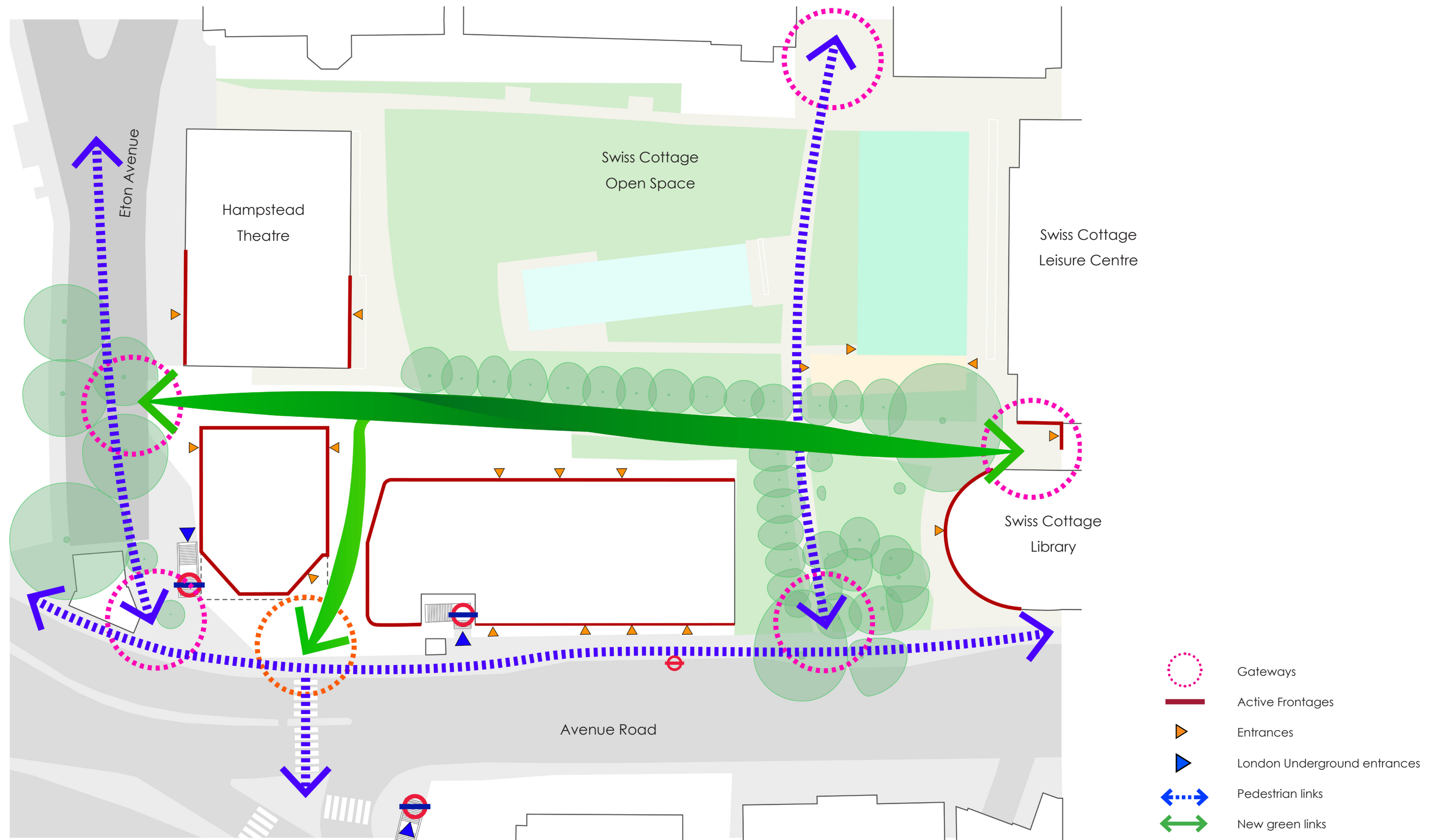


Various brick colours



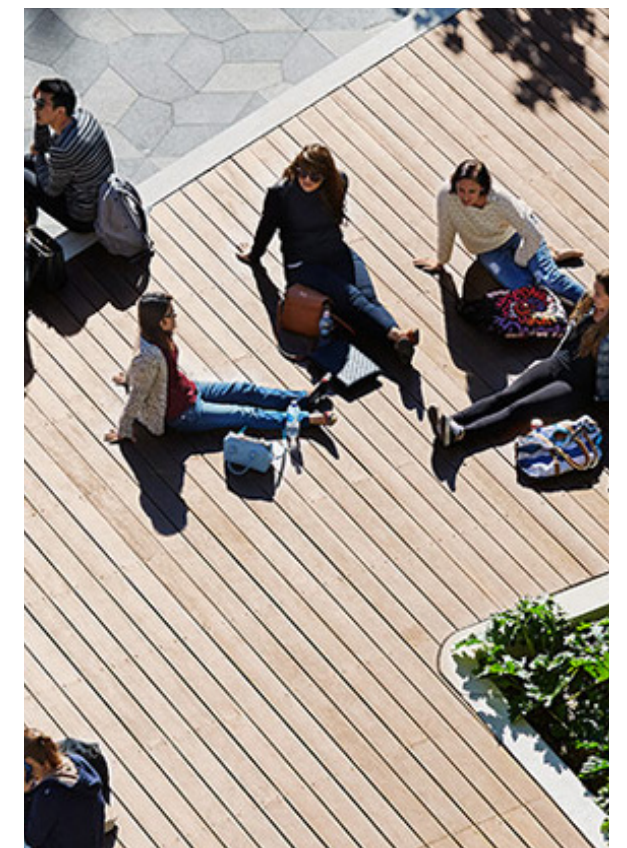
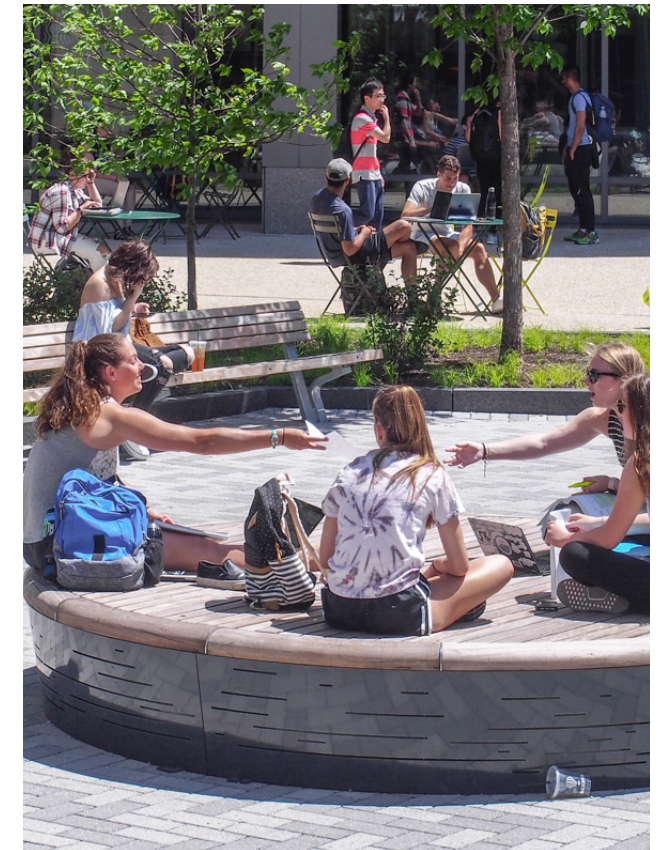
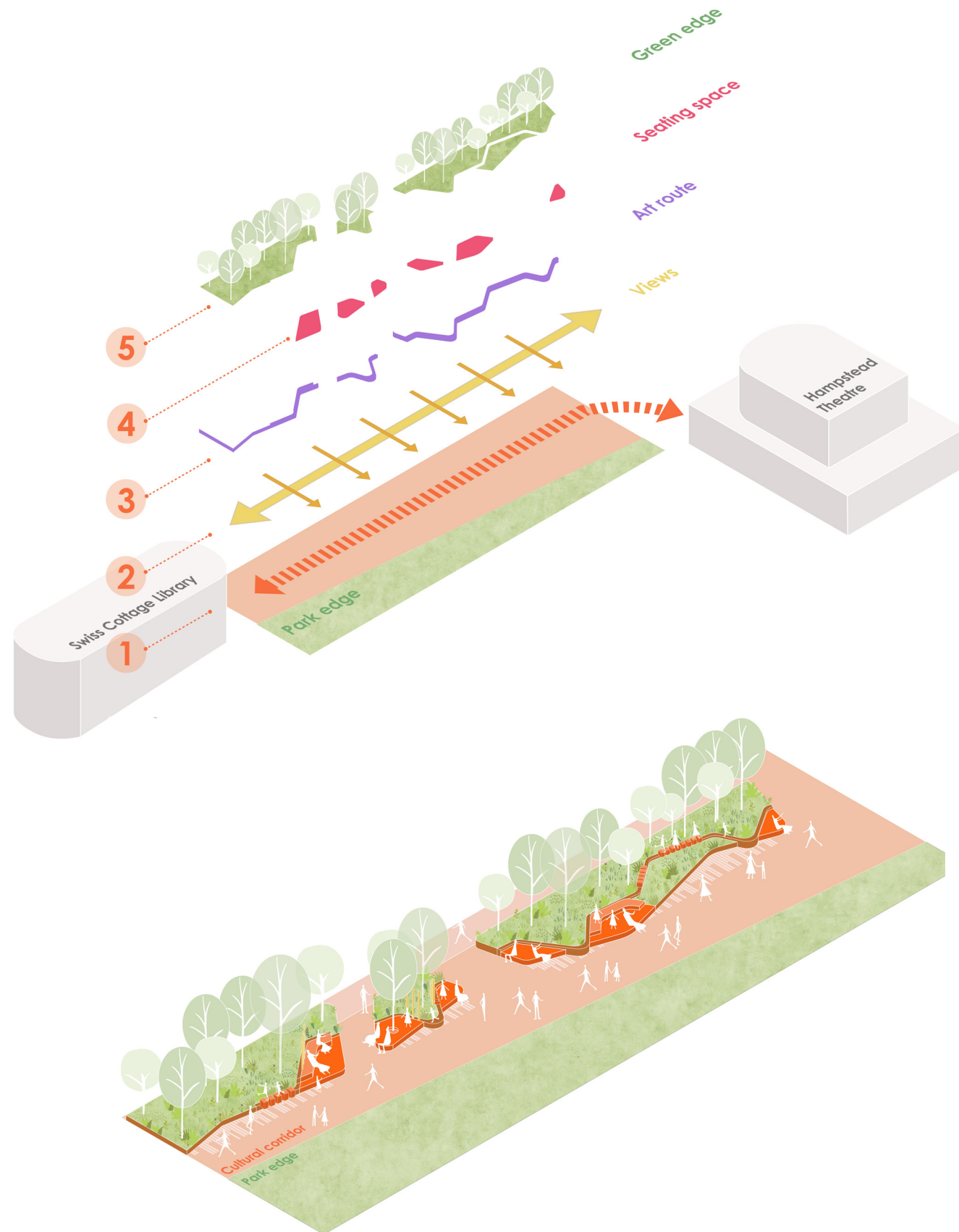
1.5

Green Links and Frontages



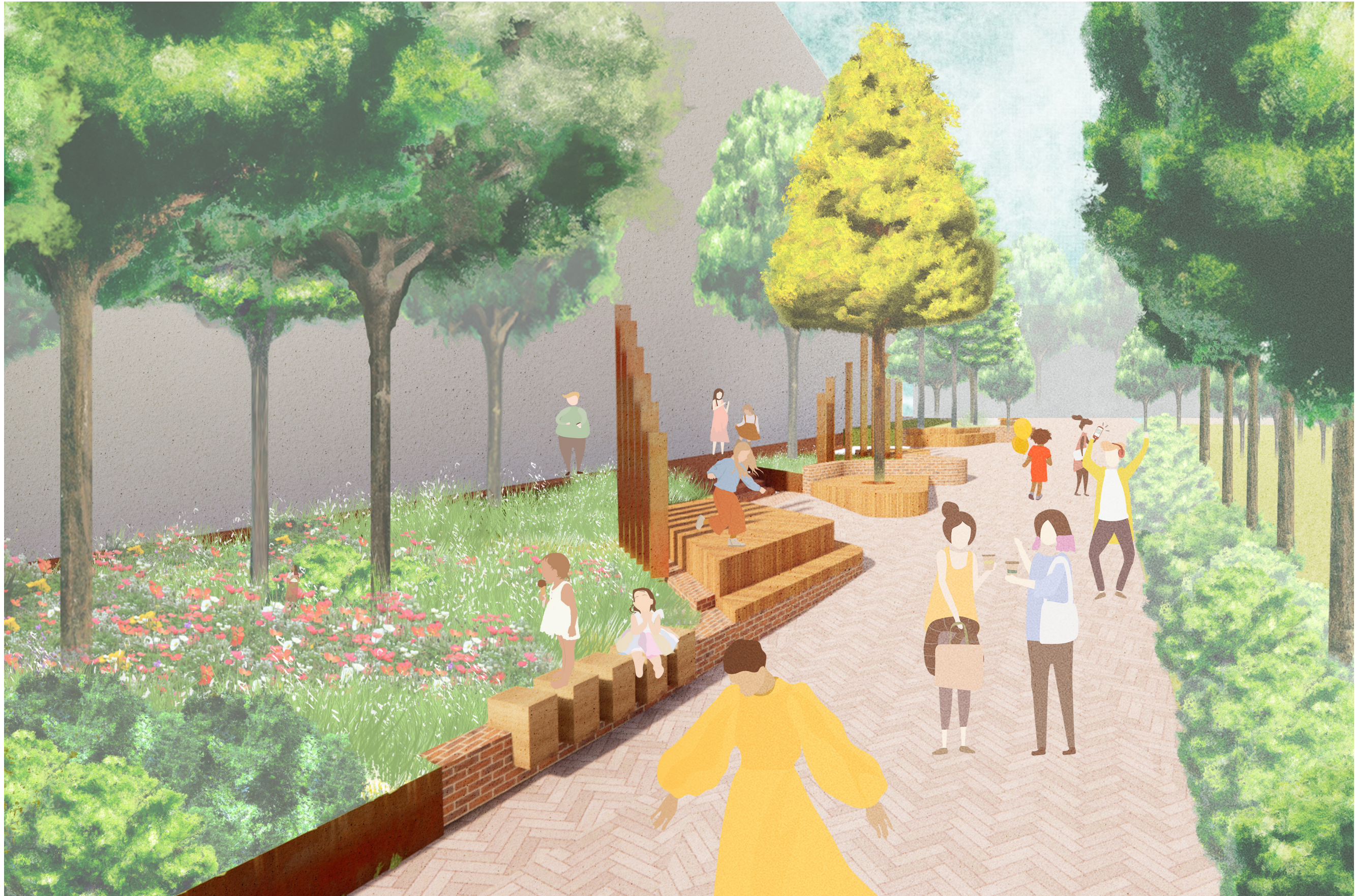
1.6

Landscape narrative - Cultural corridor



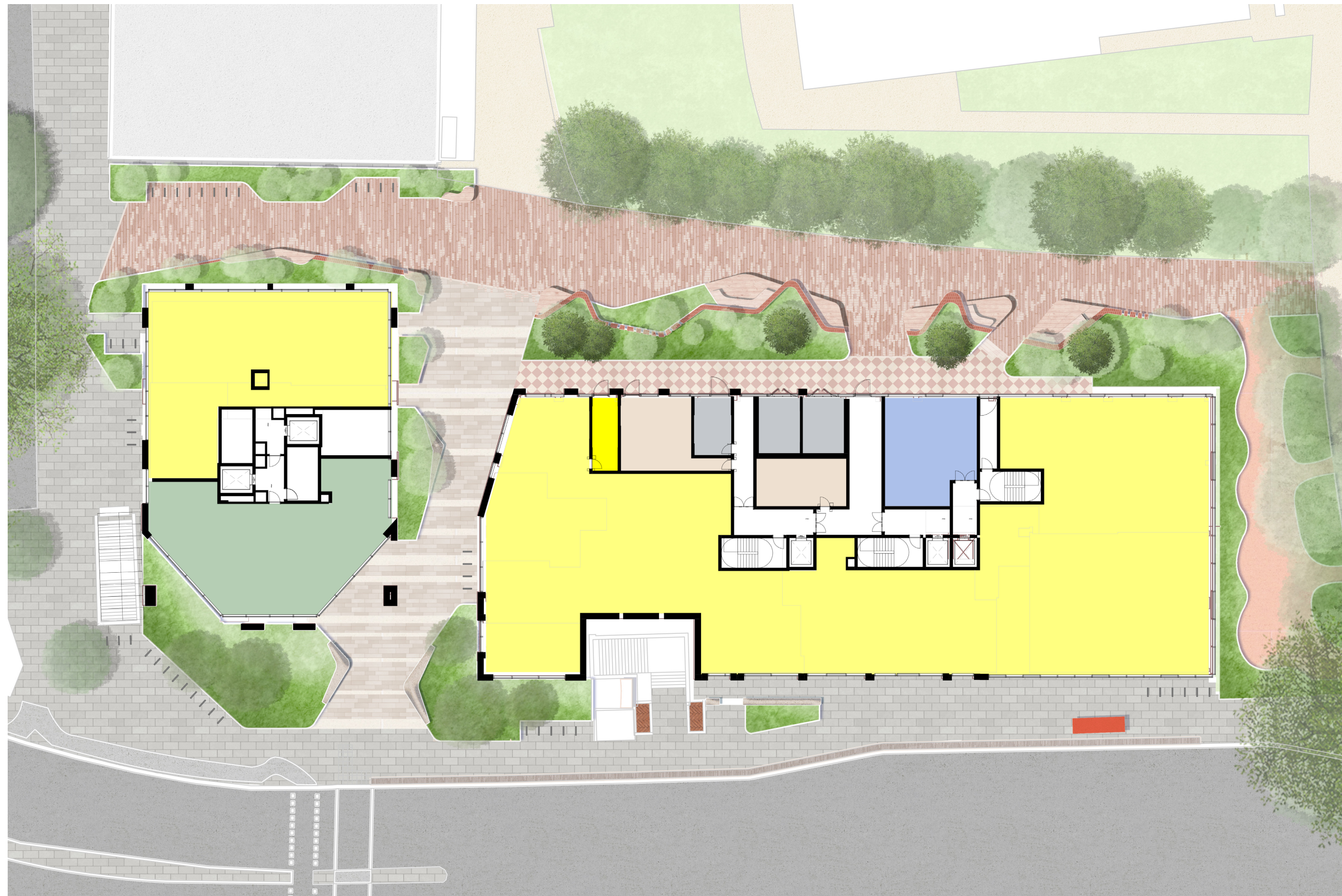
1.7

Landscape Concept Image



1.8

Ground Floor Level

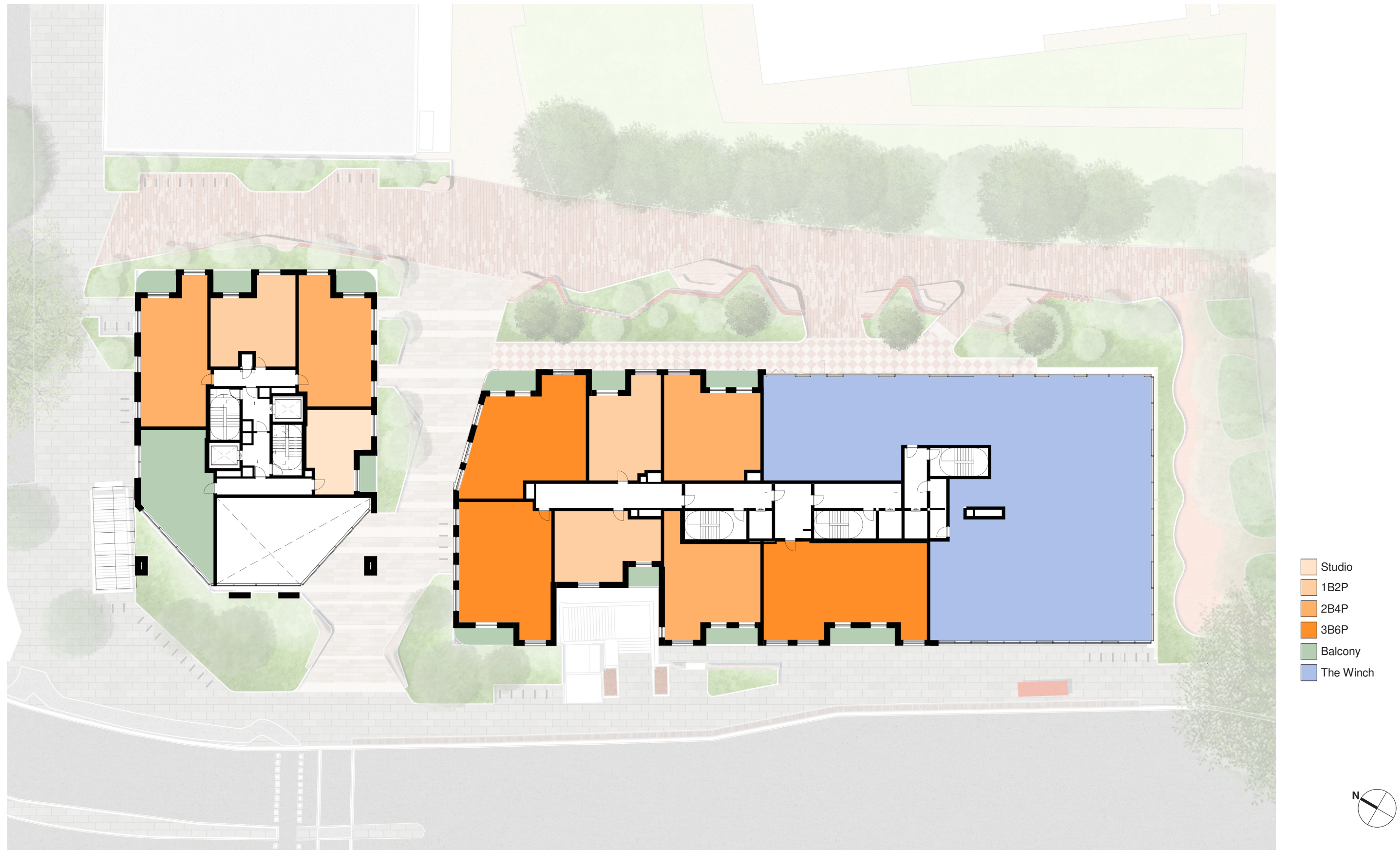


- Back of House
- Bin Store
- Generator
- Retail
- Retail Bin Store
- Sub Station
- The Winch



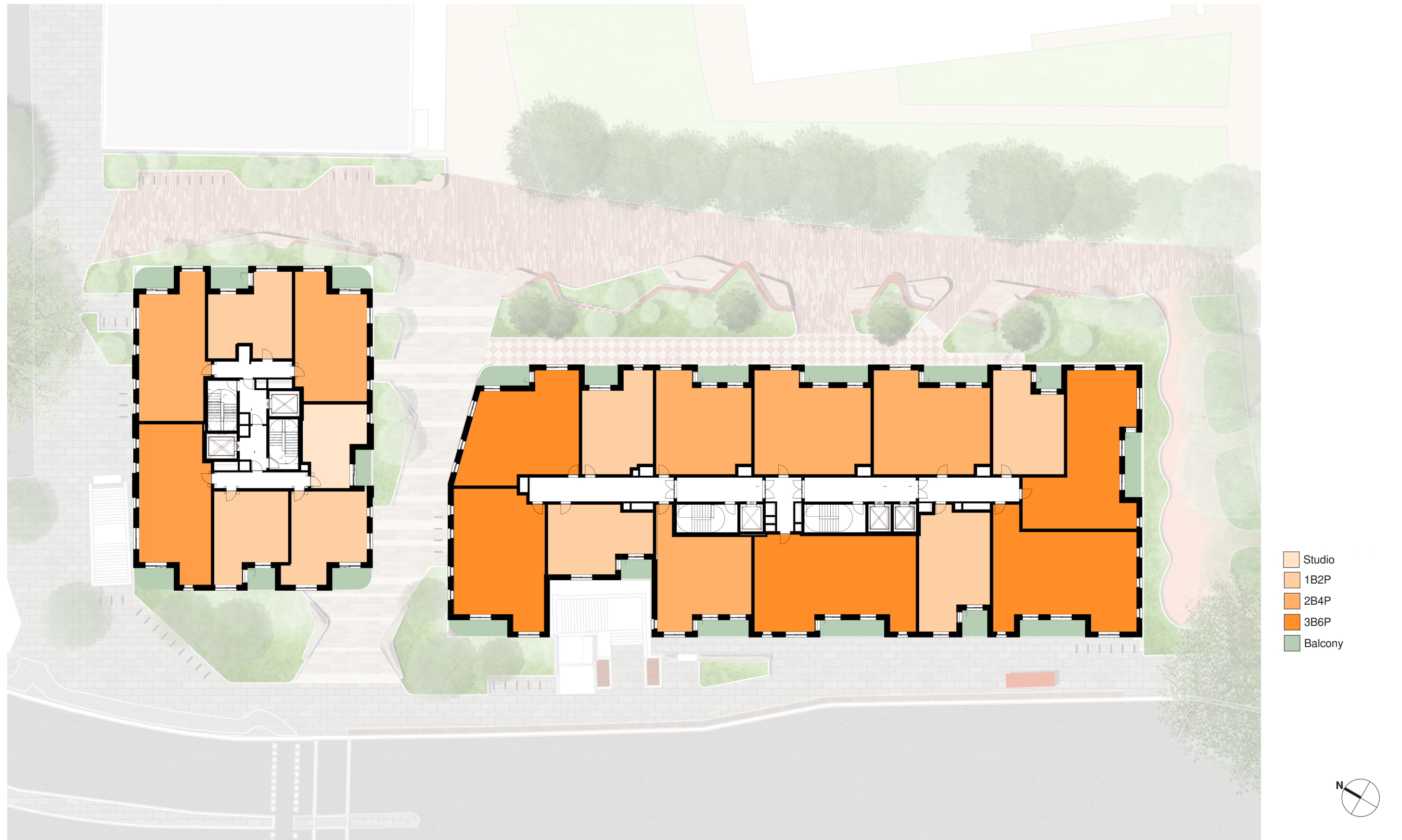
1.9

First Floor Plan



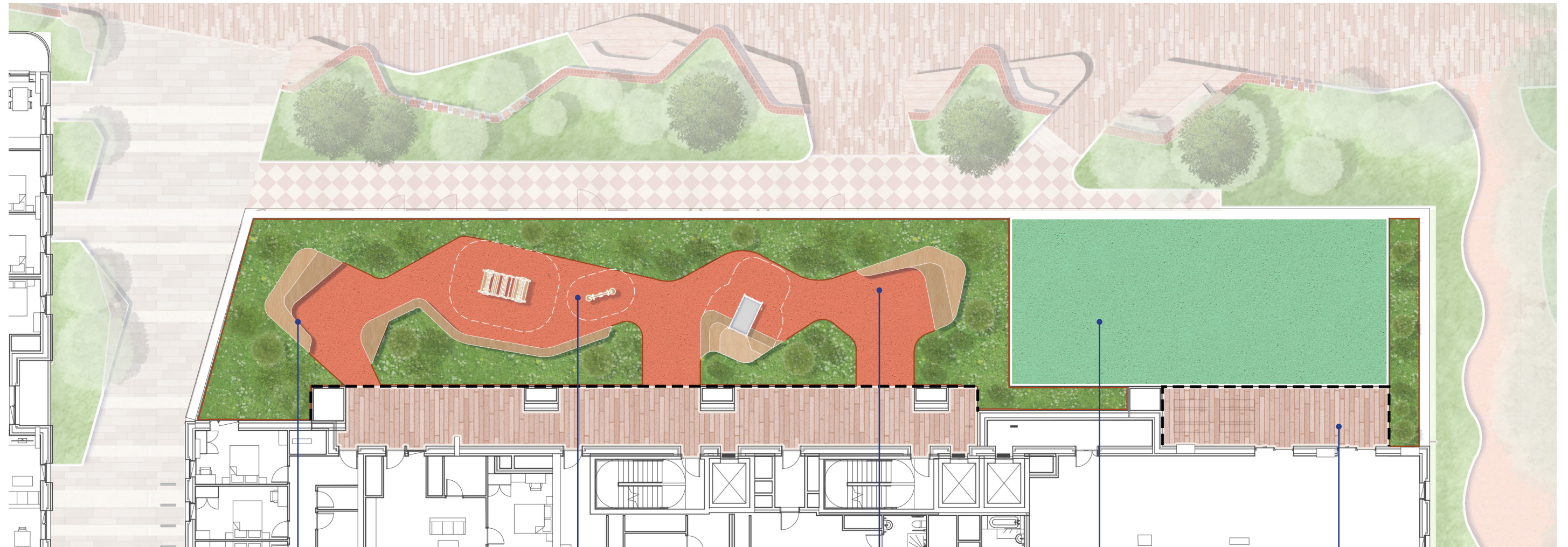
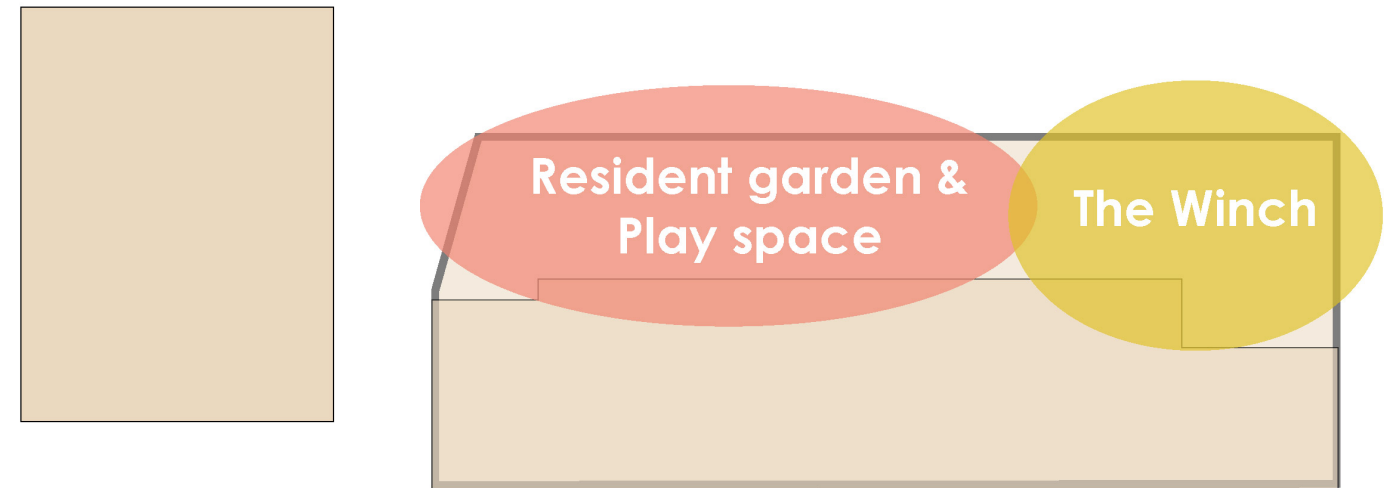
1.10

Typical Floor Plan



1.11

Podium Terrace Plan



Garden seating area

Playful spaces

Garden seating area

The Winch
flexible games
court

The Winch
flexible covered area

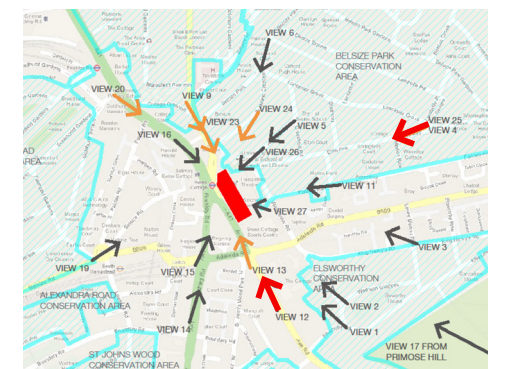
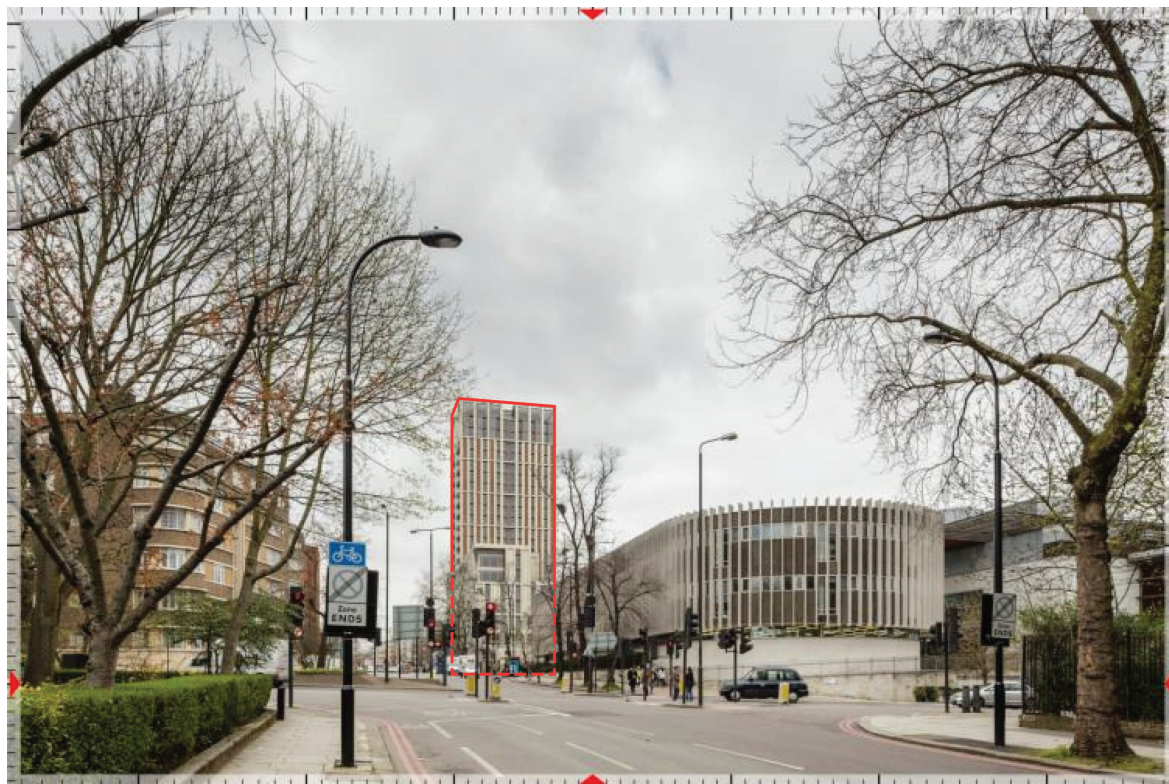
1.12

Material & Character Study



1.13

Indicative Views -Eton Avenue and Avenue Road



Verified View of approved scheme

Indicative view from same location

1.14

Facade Composition Study



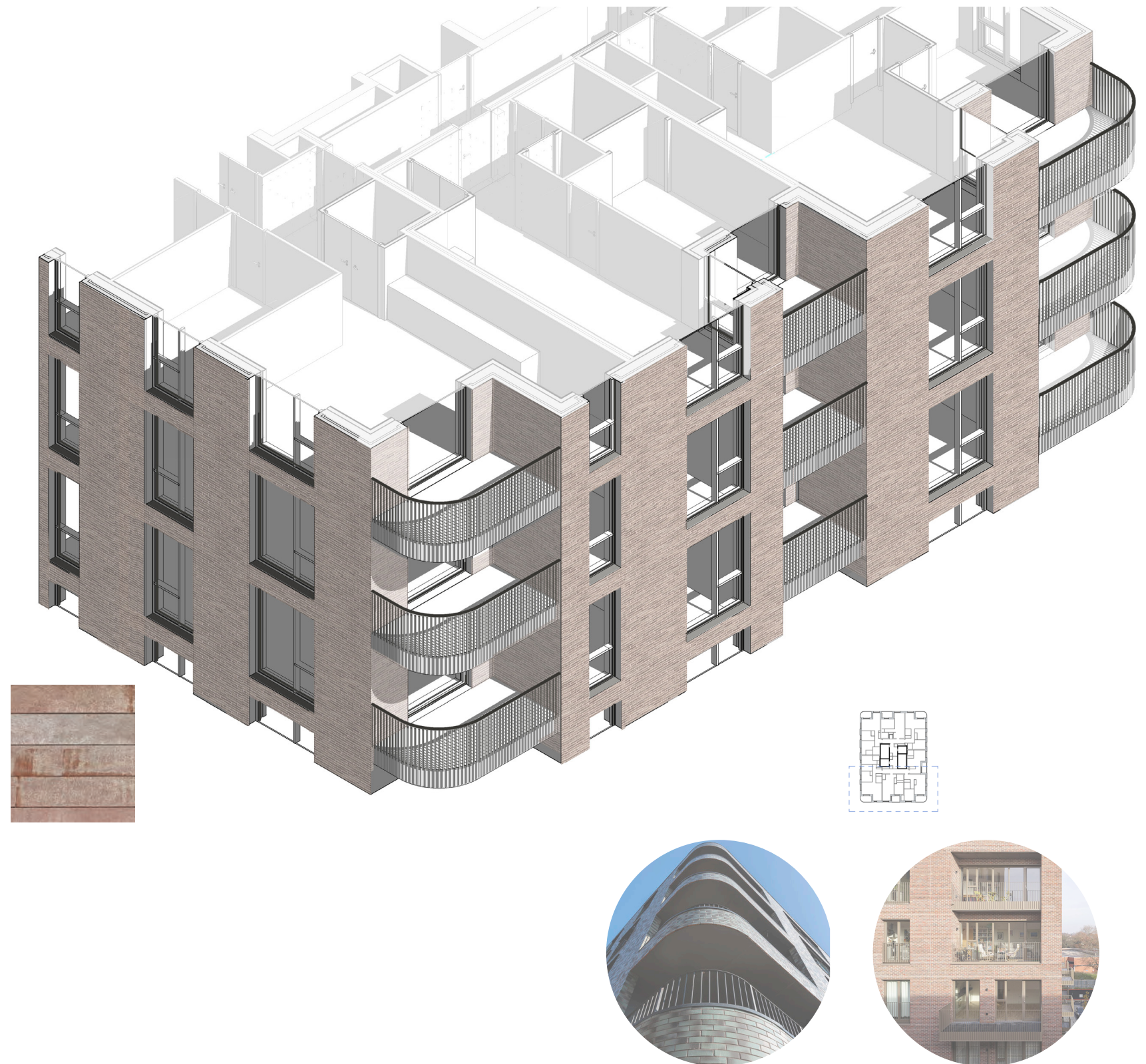
1.15

Tower - Ground Bay Study



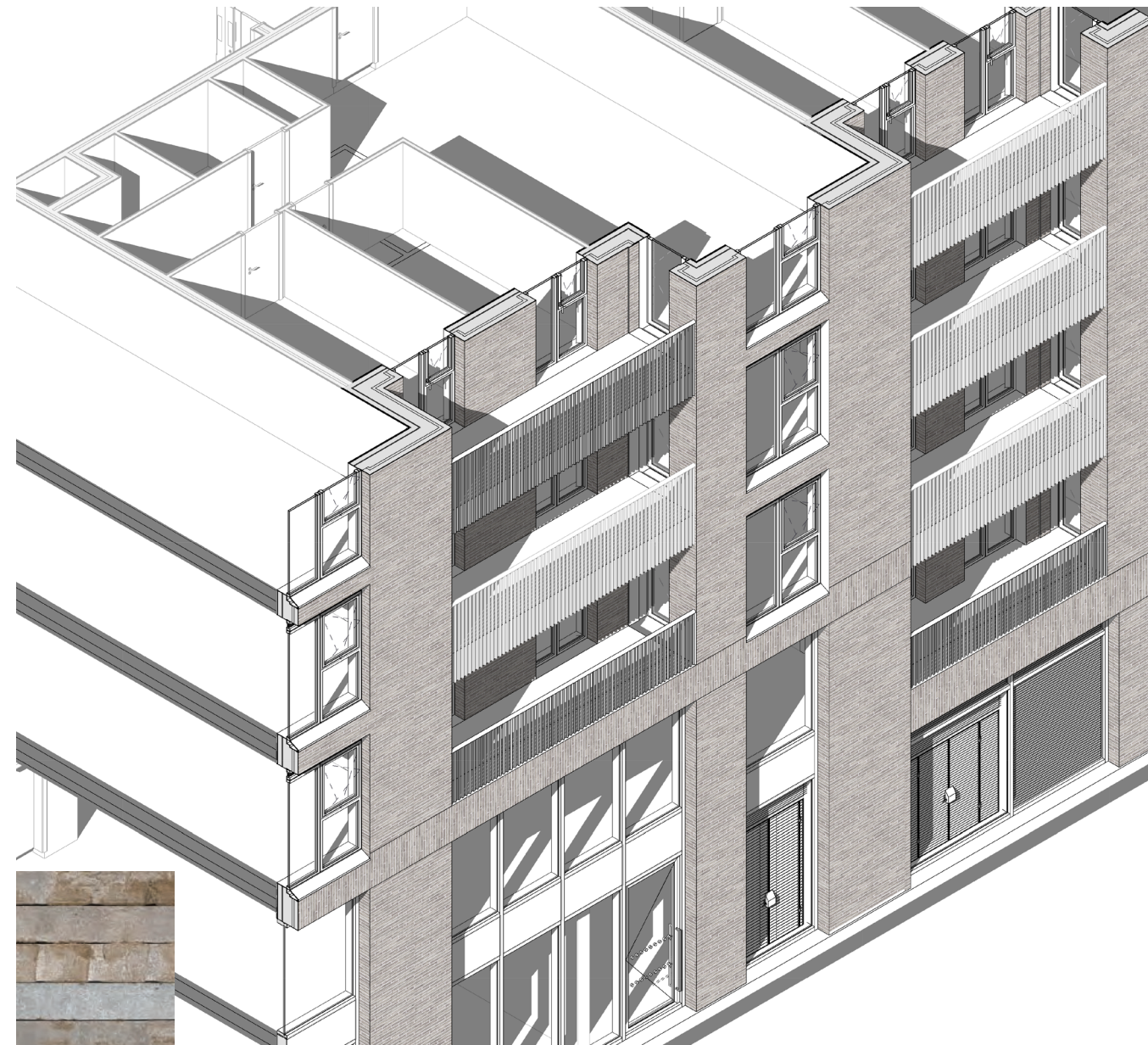
1.16

Tower - Typical Bay Study



1.17

Lower Block - Typical Bay Study



1.18

WIP Views



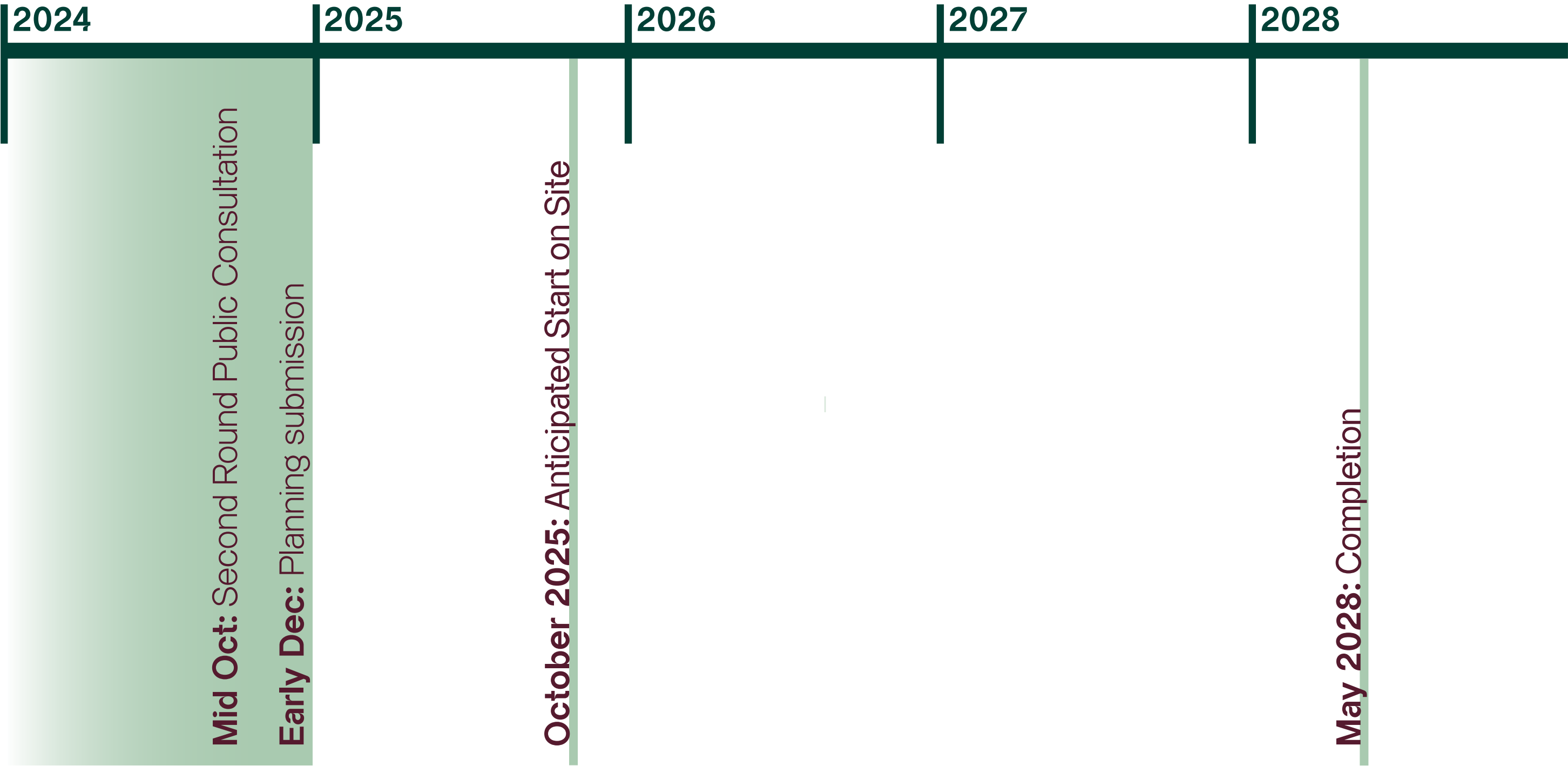
1.19

WIP Views



1.20

Next Steps Timeline



Ongoing: Pre-App & Design Development

	Approved Scheme			
	Private Rented Sector	Discount Market Rent	Social Rent	Intermediate
Studio	25	0	0	0
1 Bed	32	9	4	3
2 Bed	49	9	8	3
3 Bed	24	0	16	2
4 Bed	0	0	0	0
Total	130	18	28	8
Grand Total	184			

Revised Proposal		
Market Sale	Social Rent	Intermediate
24	0	0
58	8	13
74	9	11
10	21	7
0	1	0
166	39	31
		236

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 [cartwrightpickard](https://www.instagram.com/cartwrightpickard)

 [@CartPickArch](https://twitter.com/CartPickArch)

London Studio

1 Canal Side Studios
8–14 St Pancras Way
London NW1 0QG
T 020 7554 3830

Manchester Studio

Unit 310, Ducie House
Ducie Street
Manchester M1 2JW
T 0161 914 7444

Leeds Studio

Studio 4, Cross York Street Studios
Cross York Street
Leeds LS2 7BL
T 0113 360 9444

