

6.15 Learning from the Tottenham Court Road Character Study

Key Findings from Tottenham Court Road Character Study of Notable Buildings

This analysis illustrates a “kit of parts” that were considered and re-interpreted as part of the podium design development. Not all features were appropriate in the exact same way that they are employed in buildings in the immediate context. Instead, the design team took lessons and principles from these notable buildings and used them to inform a considered and coherent design proposal. The bones of which are diagrammed on the adjacent page.



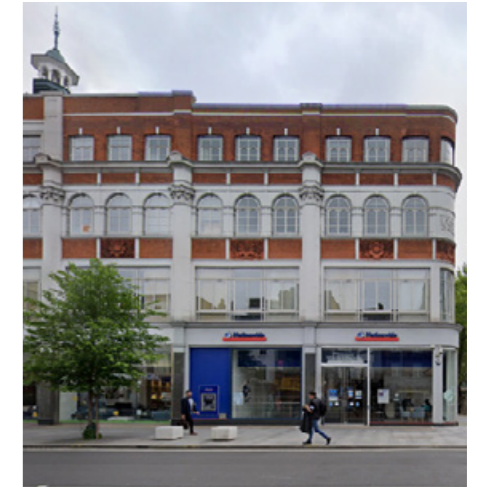
A Thick Parapet
Heal's Department Store



B Predominant Verticals
Heal's Department Store



C Denser Verticals at Upper Lvl's
Maple House



D Spandrel Ornament
220-226 Tottenham Court Rd.



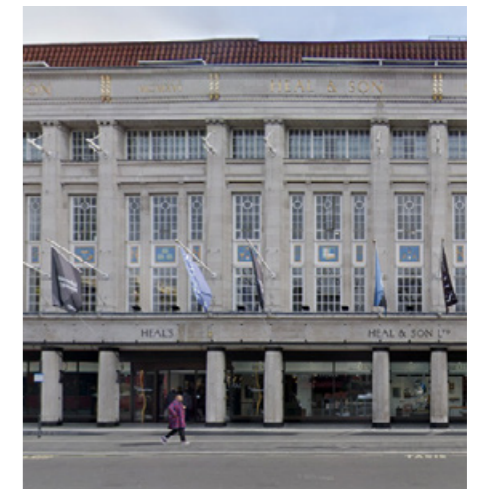
E Thick Signage Banding
Heal's Department Store



F Glazed Ground Floor
96-100 Tottenham Court Rd.



G Differentiated "Piano Nobile"
90 Tottenham Court Rd.



H External Columns
Heal's Department Store



I Filleted Corner at Junction
220-226 Tottenham Court Rd.



J Colour Change at Lower Levels
Goodge Street Station



K Colour in Frames / Detailing
220-226 Tottenham Court Rd.



L Glazing Detailed as "Windows"
Heal's Department Store

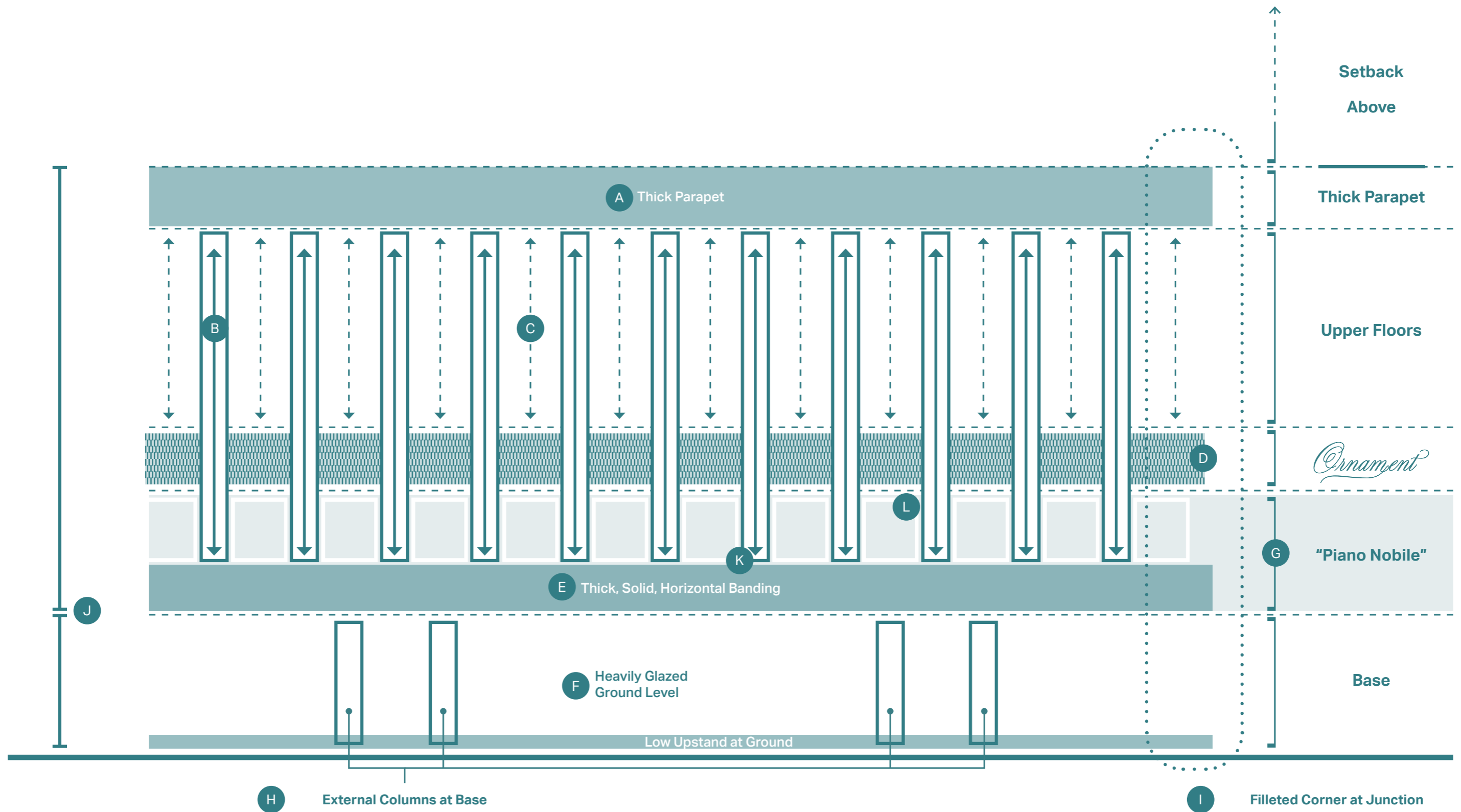


Diagram - Elevational representation of general findings from the Tottenham Court Road Streetscape Character Study

Applying the Learnings from Tottenham Court Road

The diagram adjacent illustrates how the conclusions that were drawn from the Tottenham Court Road Character Study were applied as part of the design evolution of the podium, helping provide a contextual rationale to the design and anchoring the proposals in the surrounding streetscape. Identifying and reinterpreting the architectural language enabled a rich and referential approach to the detailing and articulation of the lower levels, strengthening the conceptual link between the Proposed Development as the northern bookend to Tottenham Court Road, and the idiosyncratic character of the buildings down Tottenham Court Road themselves.



Illustrative view - View down Euston Road

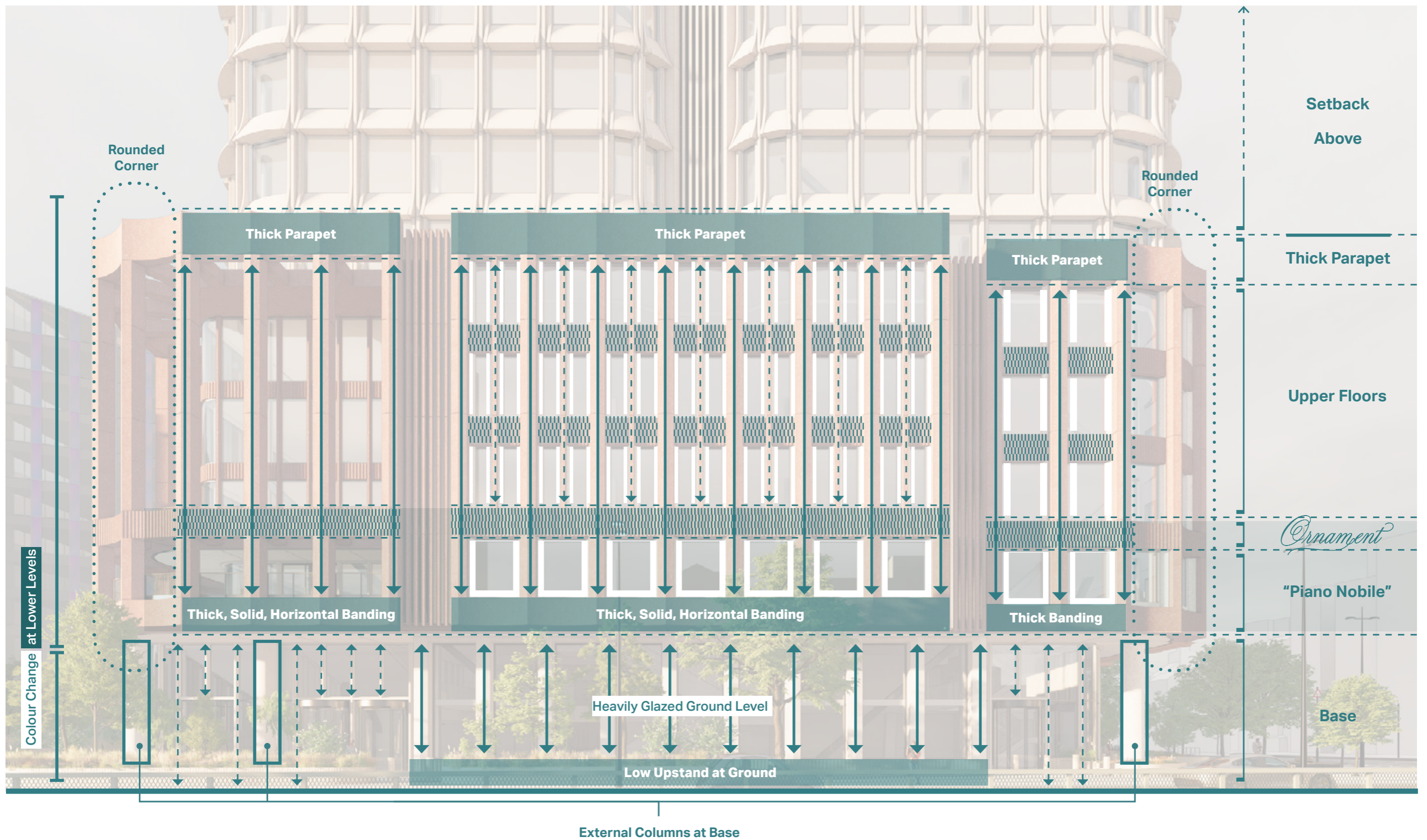


Diagram - Elevational representation of reinterpretation of Tottenham Court Road Streetscape Character Study overlaid onto proposed Euston Road Elevation. The same approach was taken for the other elevations.

6.16 Terraced Landscape Evolution

Terraced Landscape Evolution (December 2023 Planning Application - 2024 Proposed Development)

Active connections to the public realm was a guiding principle for the design of the podium, reflecting the underlying concept of creating an inviting and welcoming permeable, public podium.

Early in the design development the concept of a multi-level connection to Regent's Place Plaza was conceived in order to facilitate activation beyond the ground plane and up and into multiple levels of the podium.

The following spread illustrates how the design of the terraced landscape evolved through the design process.

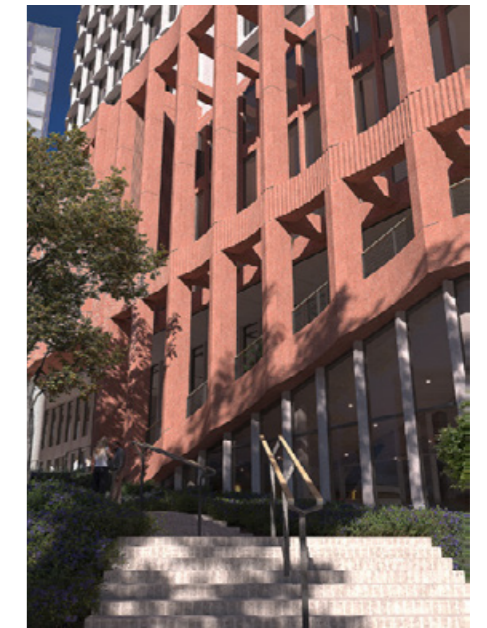
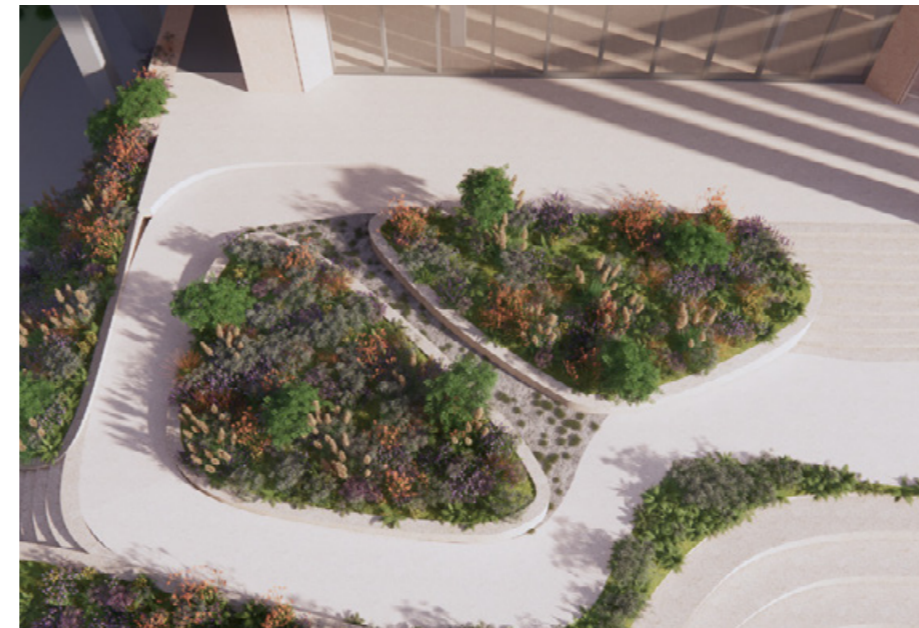


1. An Amphitheatre Staircase

The initial sketch for the connection to Regent's Place Plaza was an amphitheatre staircase which extended out from the shifted boxes and framed a rounded plaza at Ground Level. The primary function was to open out to Regent's Place Plaza with the public realm viewed as a stage for informal, impromptu events to take place. The amphitheatre staircase provided space for an audience to gather, directed towards the plaza.

2. Incorporating Ramped Access and Significant Planting

Discussions around accessibility and incorporating greenery into the staircase with LBC planning officers enabled the design to evolve to a wider stair and a ramp that wove between large green planters. Initial feedback from the co-design process was crucial in highlighting both the importance of more greening in the public realm and multiple and accessible routes into the building that are engaging and offer multiple programmes and activities en-route.



3. Curvilinear Edges

The organic design of the emerging and evolving landscape mounds (as discussed further in Chapter 9: Public Realm and Landscape) begins to be reflected in the curvilinear edges of the staircase. The landscaping starts to act as a transition between the rational and orthogonal geometry of the podium and the more organic public realm

4. Terraced Landscape Mounds

The landscape mound concept is expanded up and onto the stair, integrating into the public realm strategy further and creating a terraced landscape that connects ground floor public realm to upper levels. Following consultation with LBC planning officers as well as through the co-design process, the ramp is replaced with a meandering sloped path - removing the requirement for handrails allowing for a much more open and accessible access up to Level 01 of the podium

5. Landscape Embedded

The proposed design for the terraced landscape finds the balance between green landscape elements embedded in the space and clear and accessible connections to upper levels of the podium, uniting the public realm strategy with the podium design. Stairs are rationalised and the sloped pathway greened with trees and increased planting to create a vibrant, engaging and thoroughly accessible route up to Level 01, reflecting the inviting and welcoming concepts around the podium.

6.17 Materiality Precedent Study

The existing Euston Tower is a notable example of the 'International Style' popularised by European Modernists in the years surrounding the Second World War. Whilst this style is of its time, the stark lines, reflective glass and alien architectural detailing of the current building make it appear at odds with the material character of Euston generally and the borough of the Camden as a whole. This contextual clash is especially striking given the prominent location of the building and its considerable difference in height when considered against its surroundings.

A key element of the Proposed Development's design is to tie in the tower more closely with its immediate context and the architectural character of Camden. To this end, the design team undertook a comprehensive visual survey of the surrounding architectural and urban contexts, the results of which can be seen on the pages opposite.

Whilst there is a broad range of typology, materiality and architectural approach clearly visible, there are also some common threads - red brick, warm natural stones and vertical proportions are all clearly evidenced, as well as a prevalence for lighter, off-white tones in the taller buildings in the borough.

The Proposed Development seeks to draw on these common threads to create a unique but respectful language for the proposed Euston Tower - a language that is inherently of Camden, but that creates a recognisable landmark on London's skyline.

