

Proportion

The proportions of the podium have been developed from the principles discovered in the analysis of the context facades. This context analysis revealed the common implementation of a stratified approach with a markedly permeable base at the ground level, piano nobile above, the upper floors above that, and topped with a thickened parapet. The same strata have been incorporated into the facade design of the Proposed Development.

A thickened, textured band between Levels 02 and 03 marks the division between the Enterprise Space and lobby programme below, and the lab-enabled workspace above.

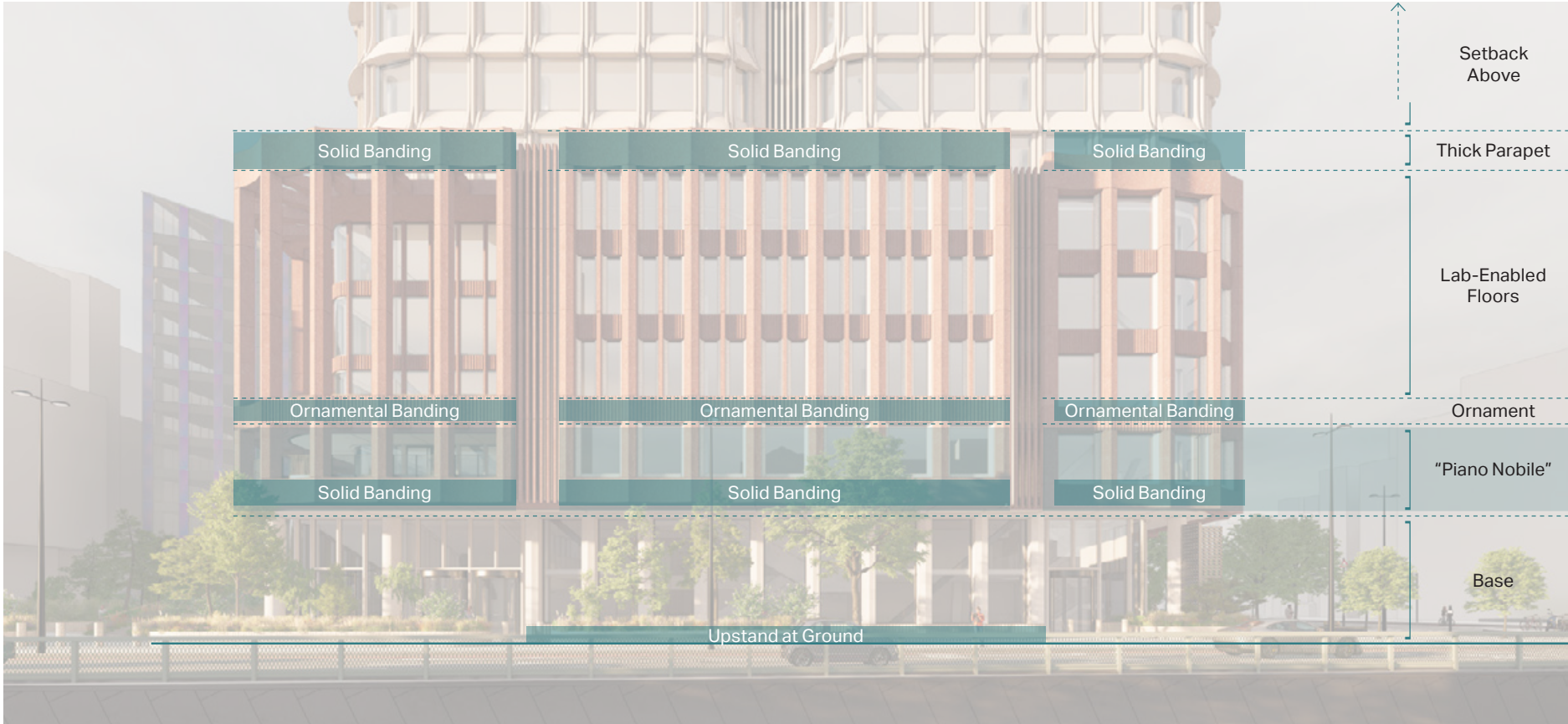


Diagram annotating proportion concepts over illustrative view of the south Euston Road elevation



Illustrative view of the south Euston Road elevation



**Rhythm**

The context analysis demonstrated the use of major verticals to downscale building volume and minor verticals to create a human-scale rhythm.

The Proposed Development incorporates these learnings with vertical breathing spines for ventilation that downscale the podium mass. Regular verticals serve to create a rhythm that relates to the human-scale as pedestrians pass by the building, and alternating between density creates variations between the facade volumes that provide an amiable diversity of facade types.

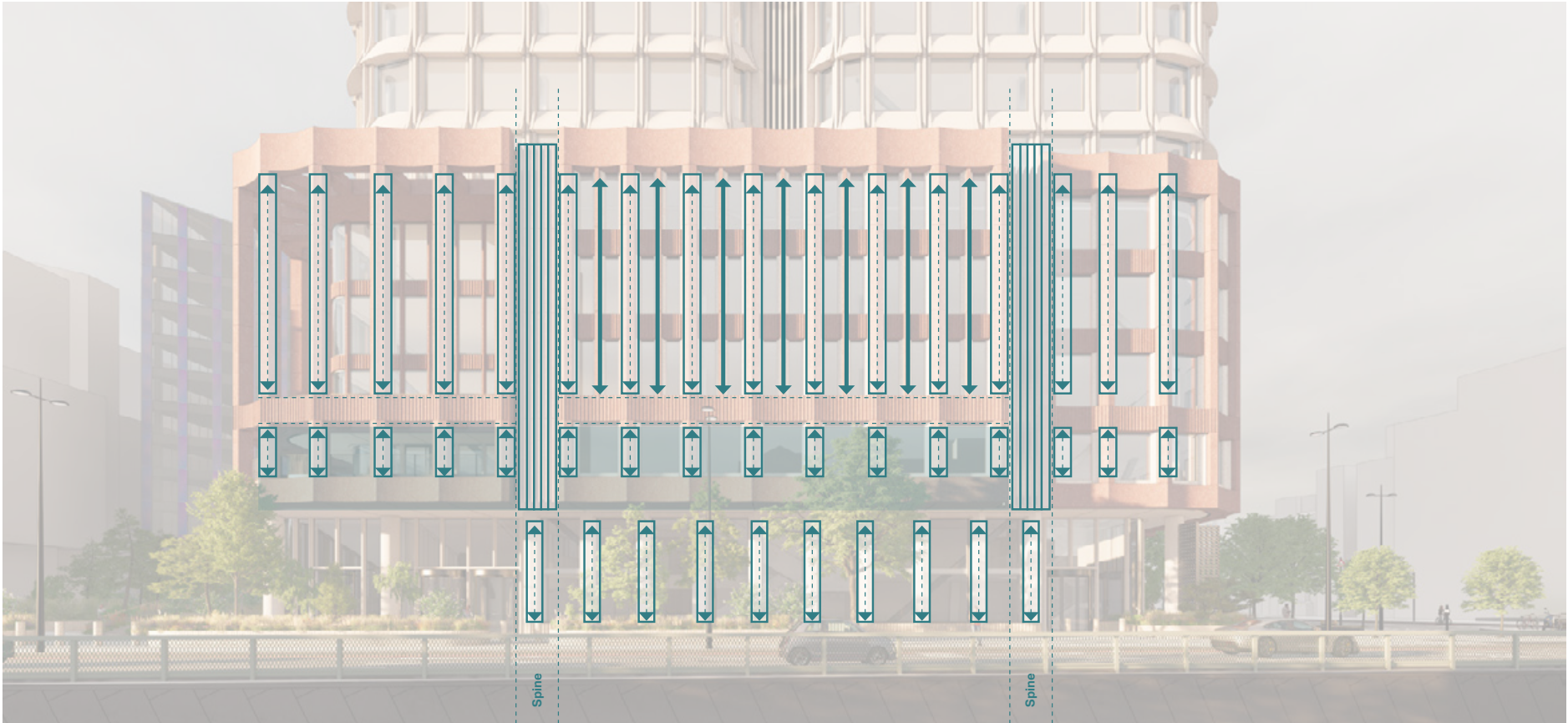


Diagram annotating rhythm concepts over illustrative view of the south Euston Road elevation



Illustrative view of the west Regent's Place Plaza elevation



Detail

Architectural detailing was another key principle analysed in the context, particularly in the Tottenham Court Road Streetscape Character study. This detailing creates deep, rich, layered facades that cast shadows, both aiding the performance of the building with integrated solar shading, as well as creating a play of light that changes throughout the day and year.

The Proposed Development translates this detailing into a contemporary approach, with a fluted facade module that references the heritage of past architecture, textured panels that provide depth and tactility, and deep verticals and horizontals that provide solar shading and layering.

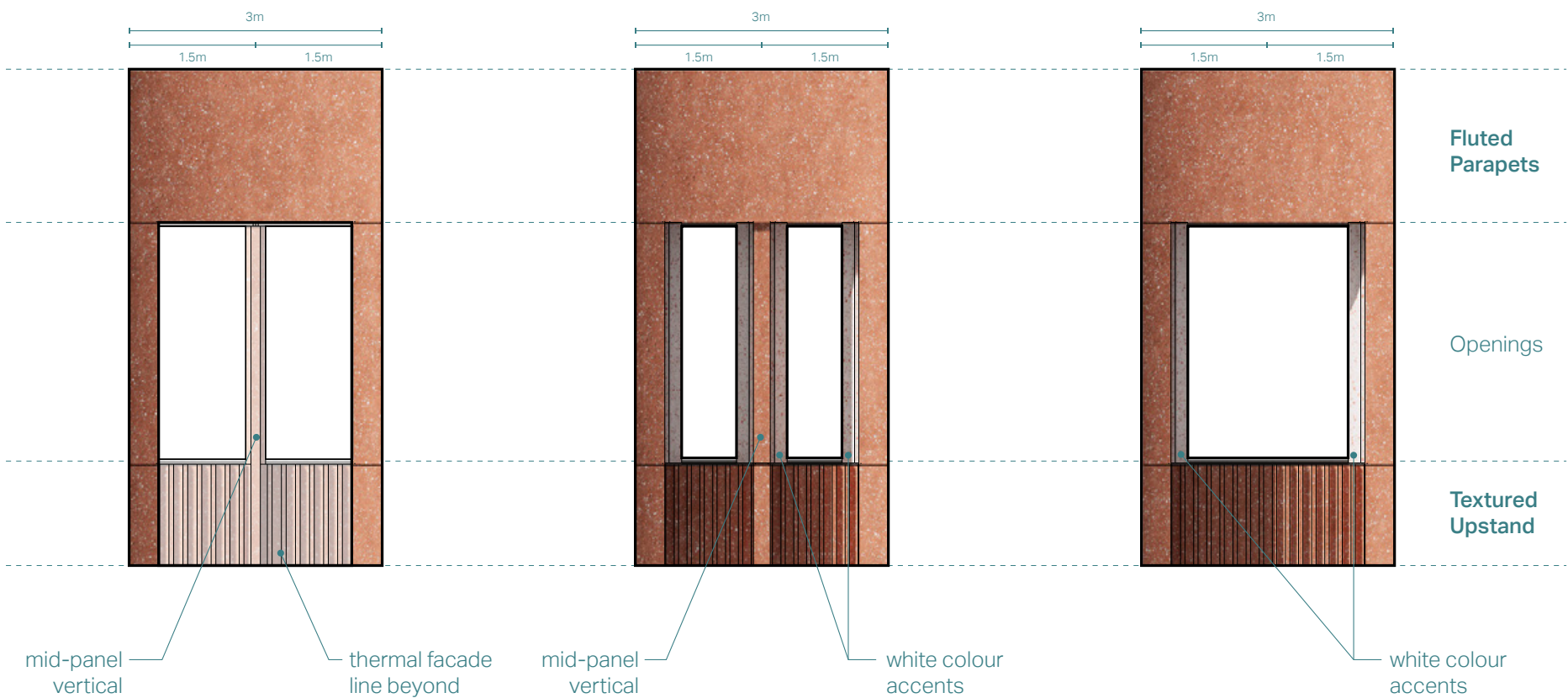


Diagram annotating the detailing of several podium facade types



Illustrative close up view of facade detailing



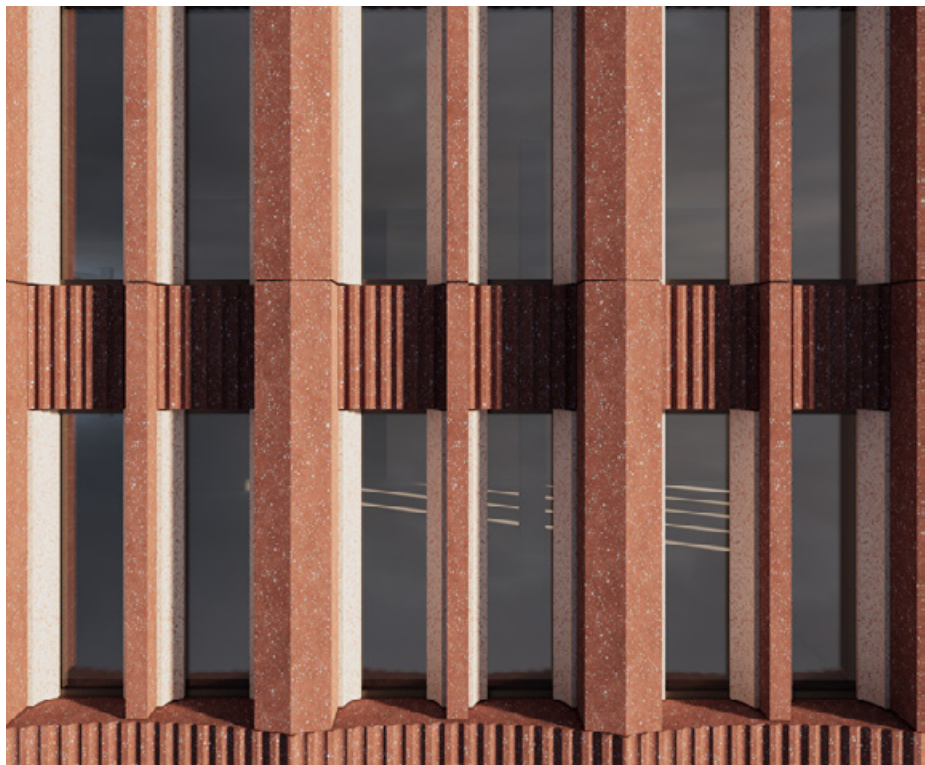
Materiality

The surrounding context employs a varied but consistent palette of brick (commonly red or brown), stonework (such as sandstone and Portland limestone), stucco, concrete, steel and glass. Colour changes are often used to identify the ground floor levels, while bold colours are used for emphasis.

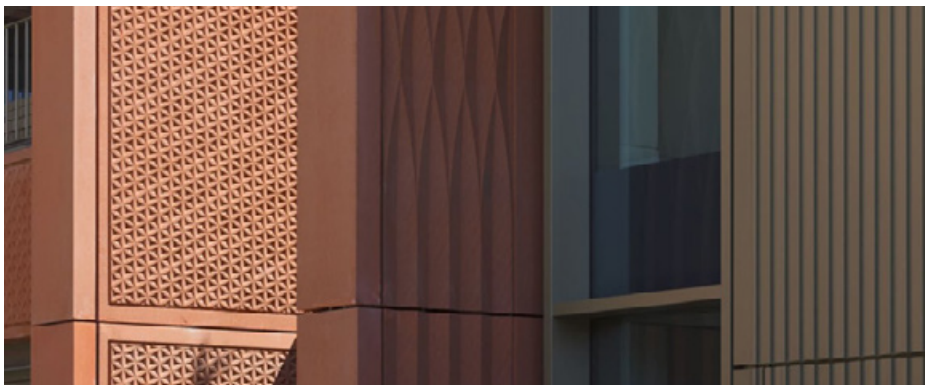
The material concept for the Proposed Development recognizes the importance of retaining the mineral-like quality of the context buildings, proposing a GRC cladding with aggregates designed to provide texture and a sense of materiality. The bold colouring of the red brick is reimagined as the terracotta GRC cladding with off-white aggregates, and the effective use of contrasting colours is realised with the off-white GRC with terracotta aggregates used for the ground floor to highlight the entrances and public realm, and detailing throughout the podium facade to provide moments of contrast.



Illustrative view of material references



Illustrative close-up view of facade materiality



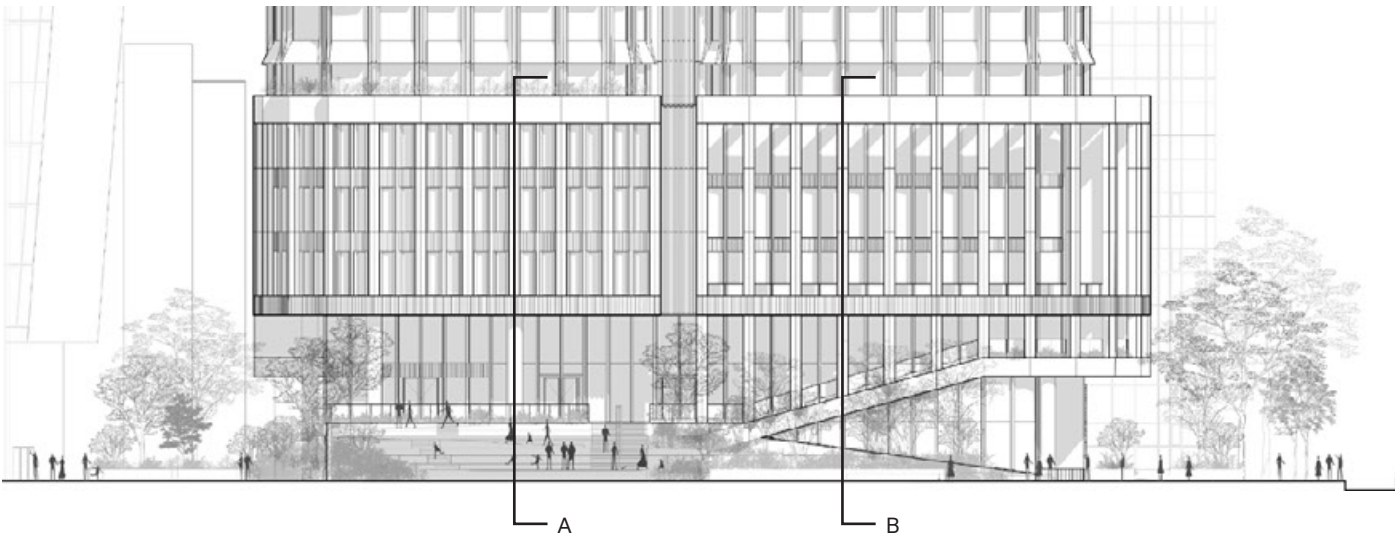
Reference image - tone of Tapestry Building, Niall McLaughlin



Reference image - tone of Wembley North East Lands, Haworth Tompkins



Active Frontages - Catalogue



Regent's Place Plaza Podium

The Podium on the Regent's Place Plaza offers two conditions, a double-height space featuring an area designated for outdoor seating linked to a proposed restaurant on Level 01 and a terraced landscape that connects ground to Levels 01 and 02. The edge of the external stair is planted and provides seating overlooking the plaza spaces.



Euston Road Podium

The podium along Euston Road includes a colonnade, designed to provide shelter from wind and weather on the building's south-west corner by means of a louvred canopy strategically placed to halt and disperse the south-west downdrafts. The podium also offers a sheltered canopy for primary and secondary entrances to the tower lobbies.



A - Double height restaurant entrance



B - Colonnade with exterior stair condition



C - Colonnade condition with exterior terraces



D - Typical facade condition