

11.2 Design Review Panels

As part of the London Borough of Camden's Pre-App Process, three Design Review Panels (DRP) took place which have acted as key milestones where feedback has been received and informed the Proposed Development.

The three Design Review Panels which have taken place are as below:

- Design Review Panel 1 12th May 2023
- Design Review Panel 2 29th September 2023
- Design Review Panel 3 9th August 2024

The following pages are split into the three DRP events noted above and highlight in-depth comments from the panel, in relation to the Proposed Development. In addition, the key changes between the meetings, based on panel feedback, has been outlined.

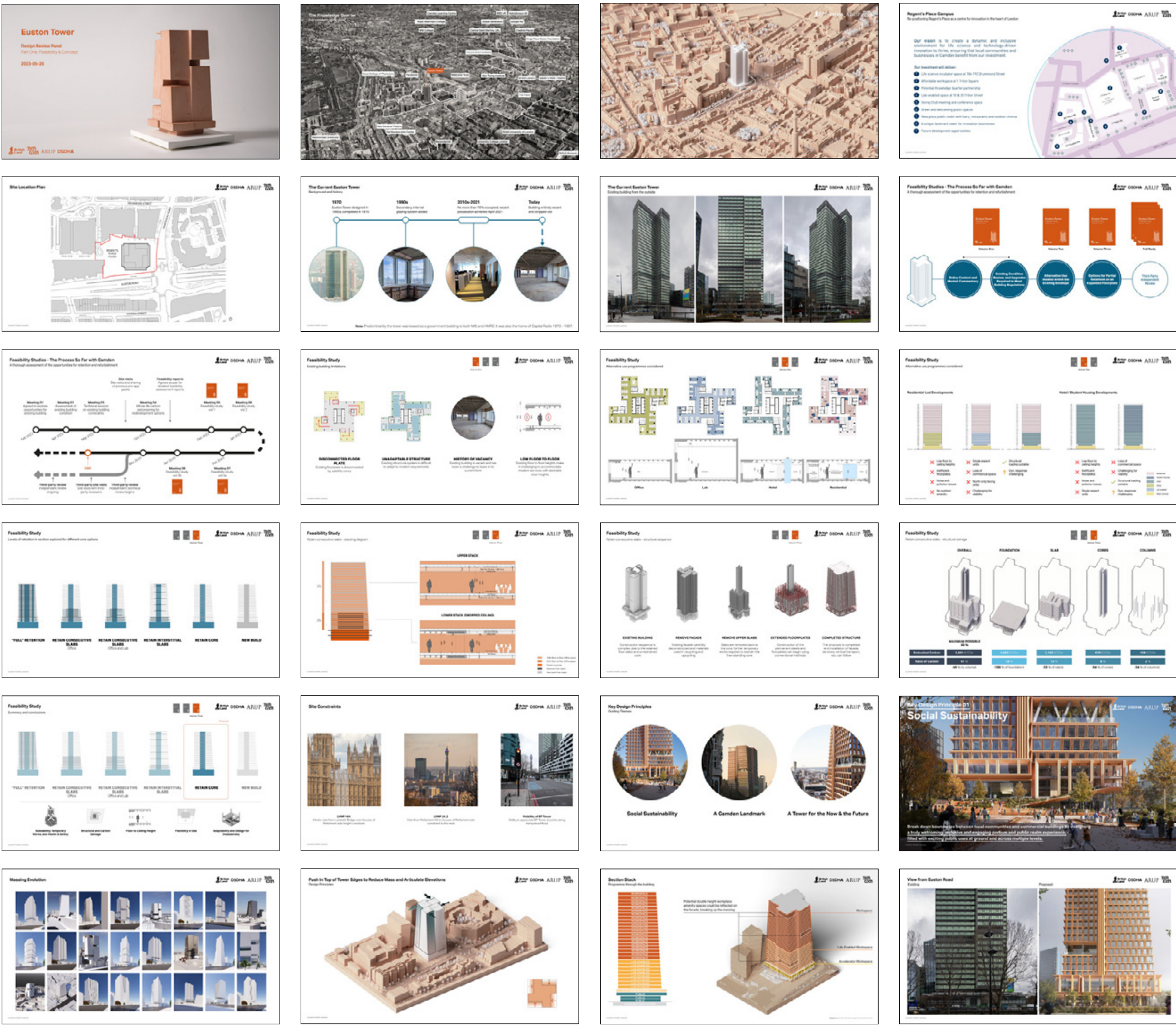




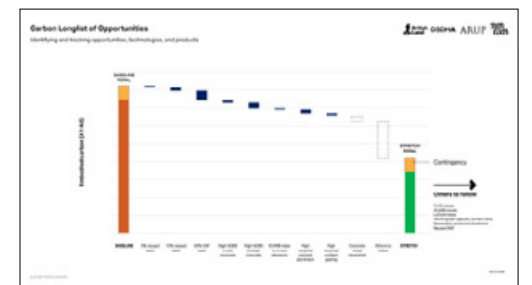
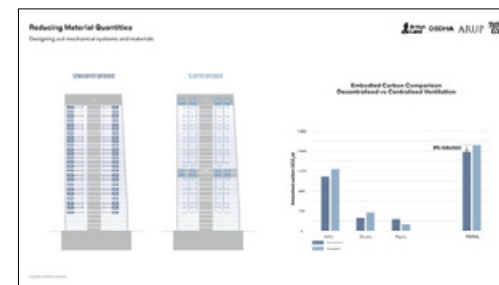
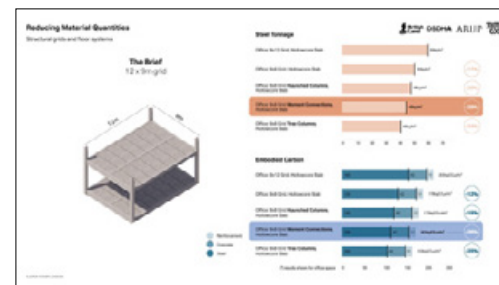
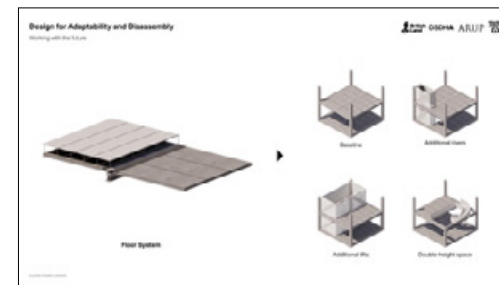
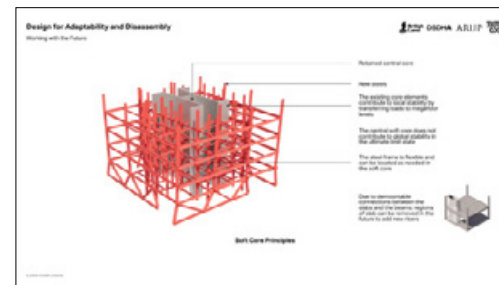
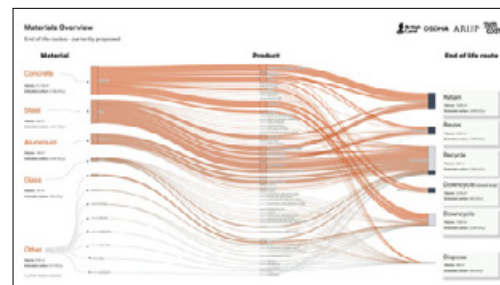
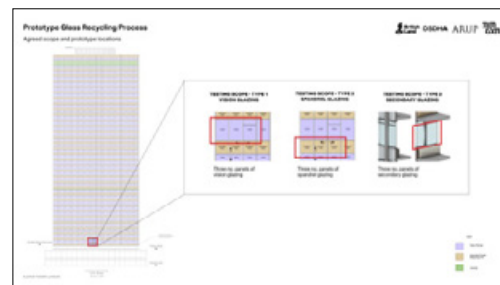
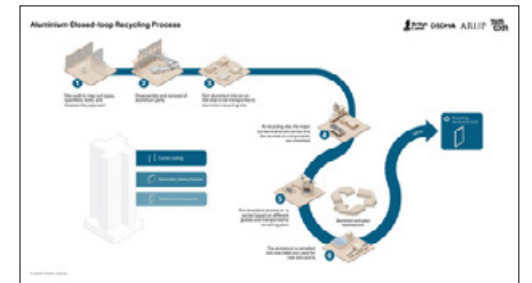
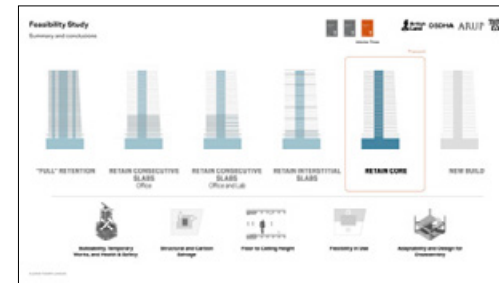
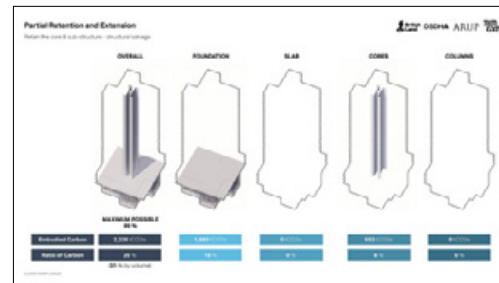
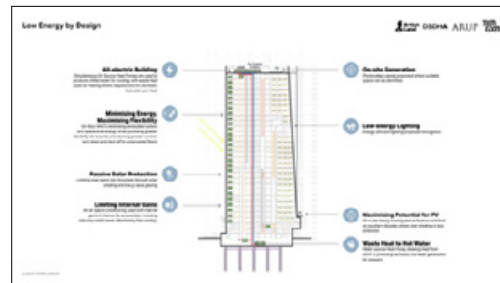
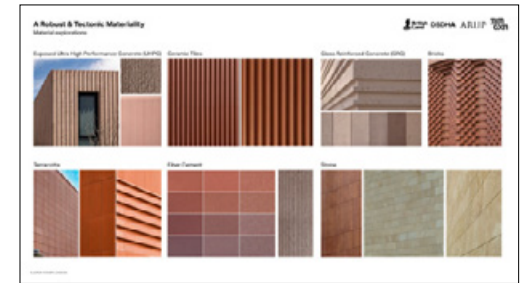
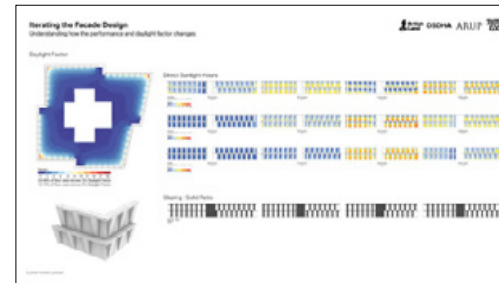
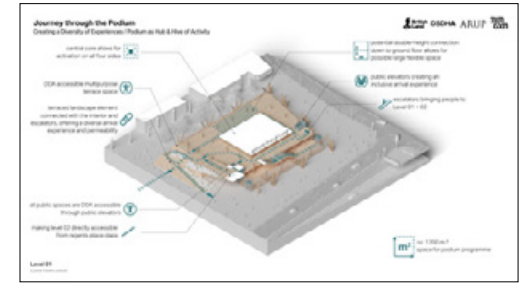
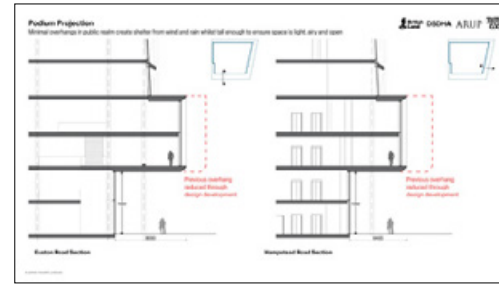
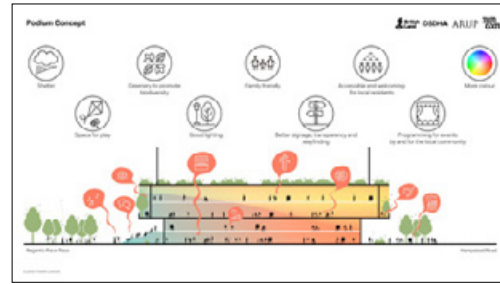
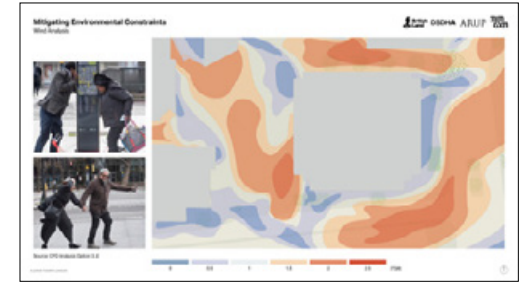
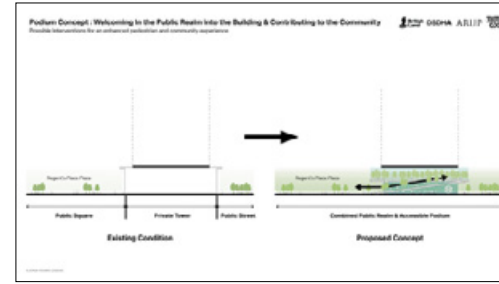
Design Review Panel 1
12th May 2023

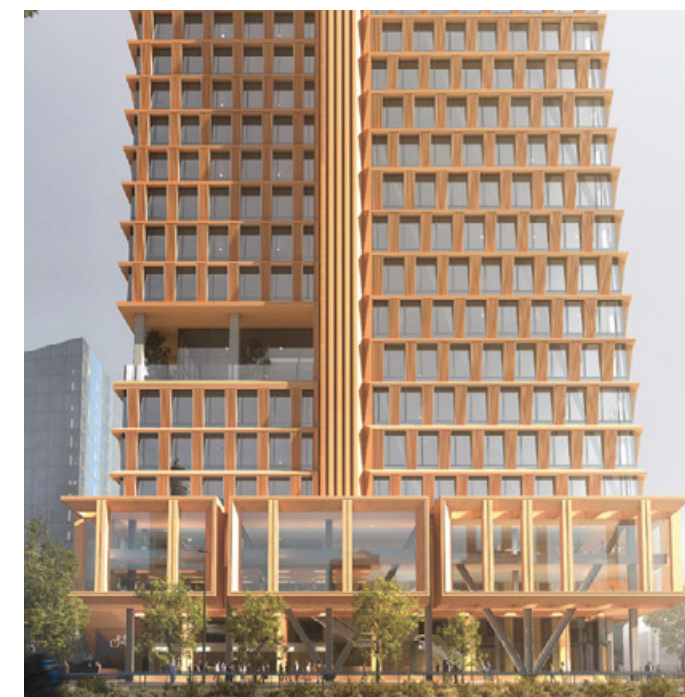
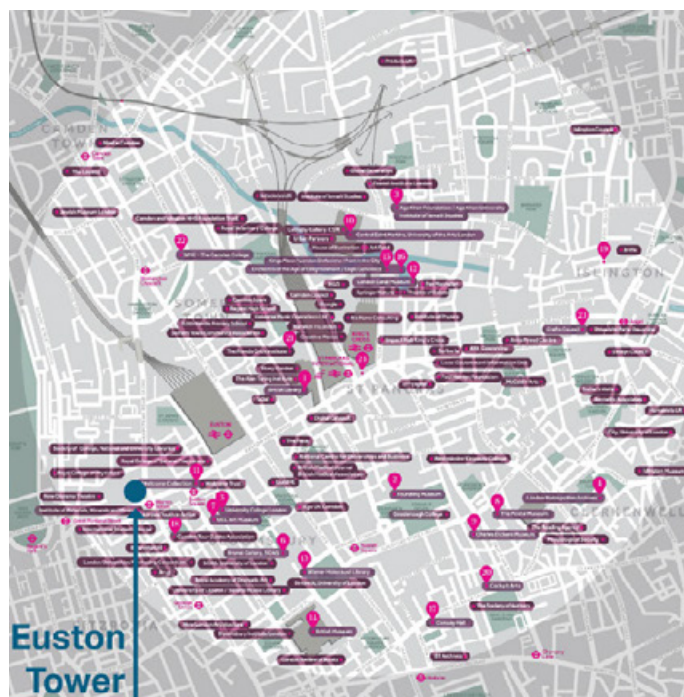
As part of Design Review Panel 1, the team presentation focused on "Feasibility & Concept", which covered aspects such as 'Site Context', 'Feasibility Studies' and 'Design Principles', which introduced design concept and massings for the Euston Tower proposal.

The following pages highlight the key feedback received from the panel, in addition to the designs presented. A summary of the design responses to these comments concludes the chapter.



Presentation Material - Extracts of presentation material from Design Review Panel 1

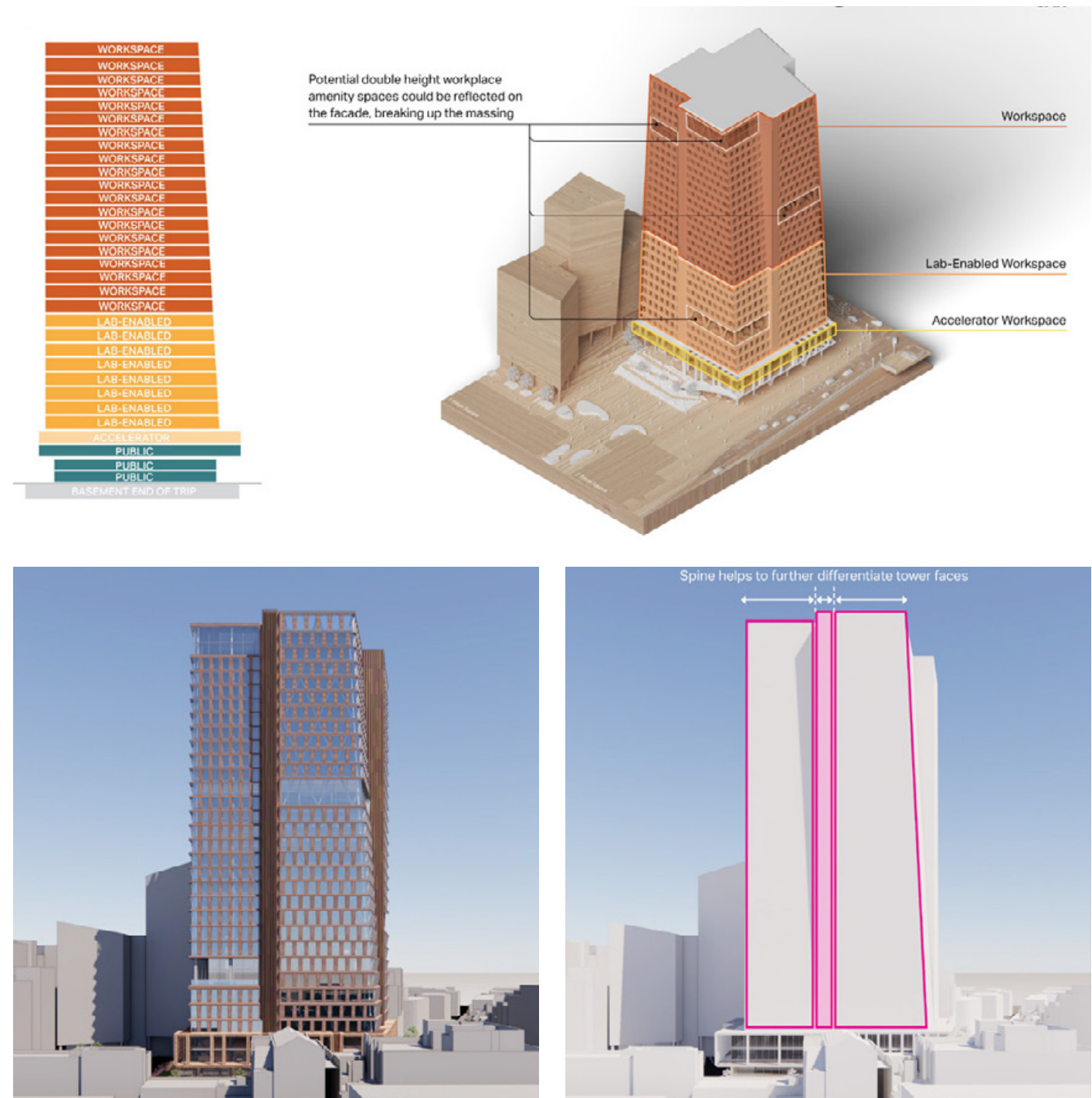
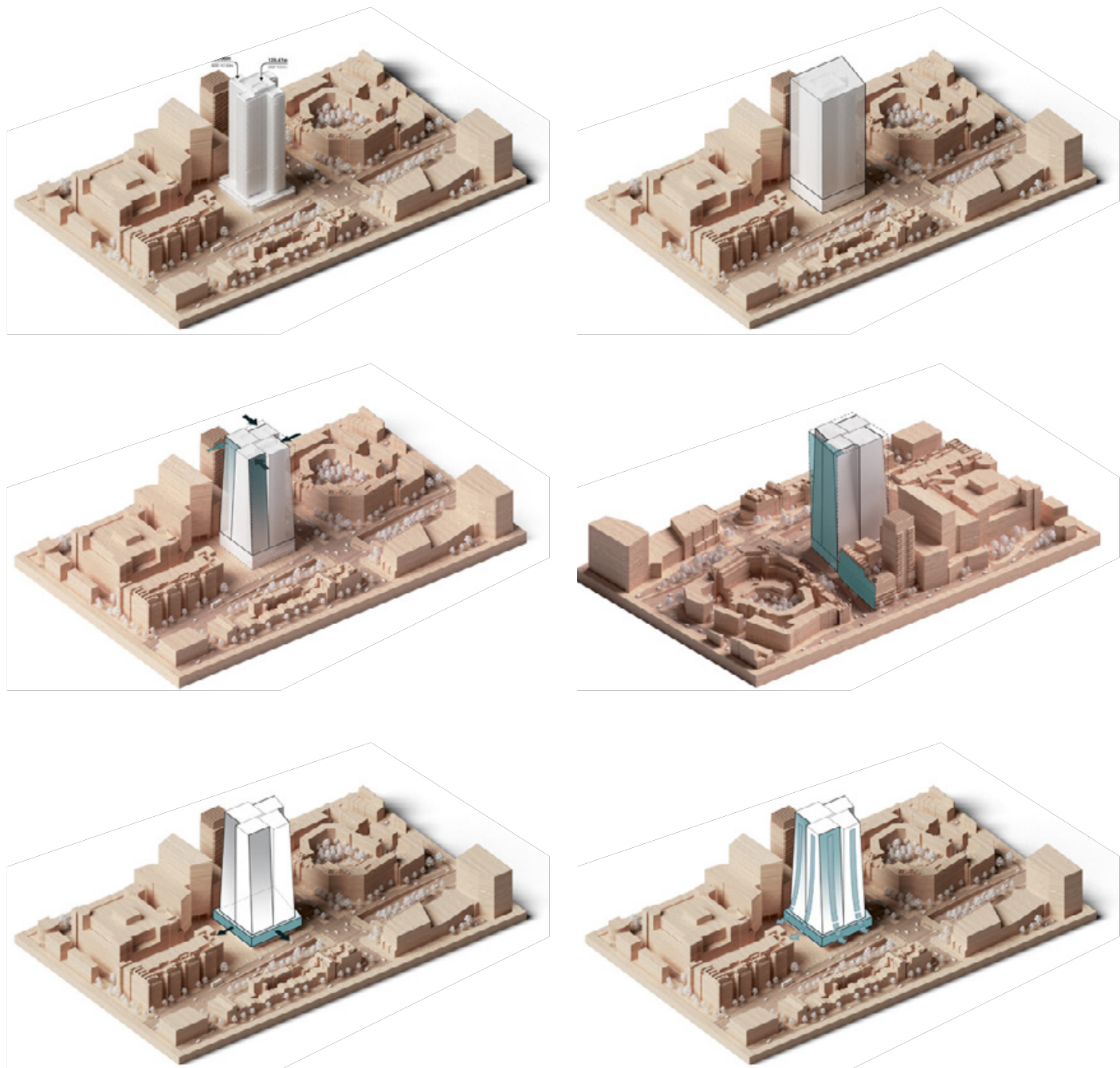




Response to Context

Panel Comments

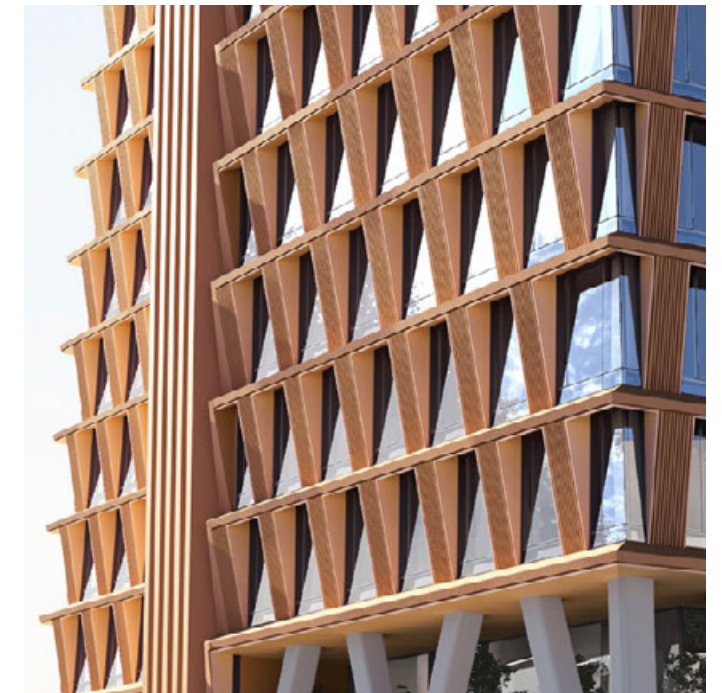
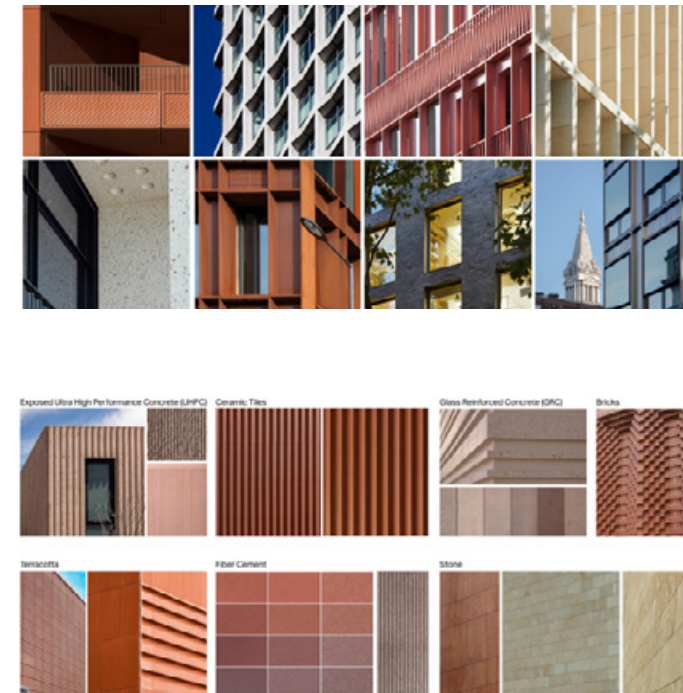
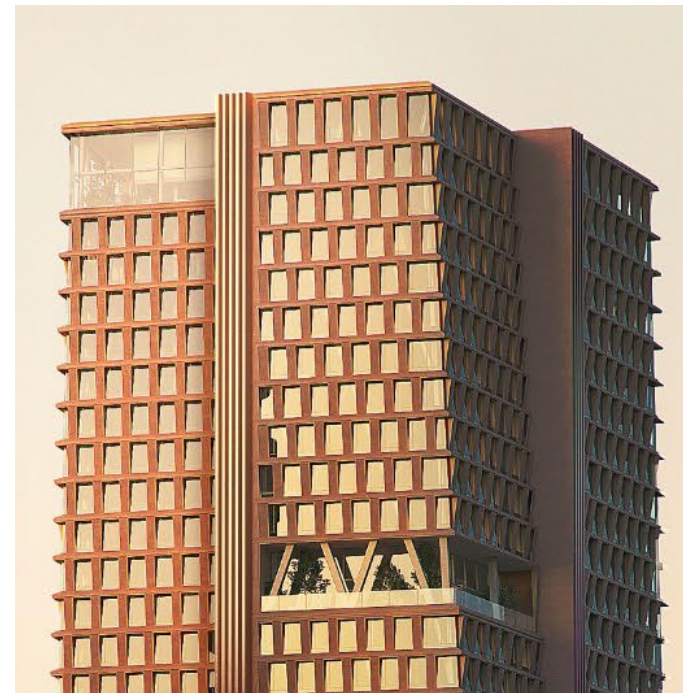
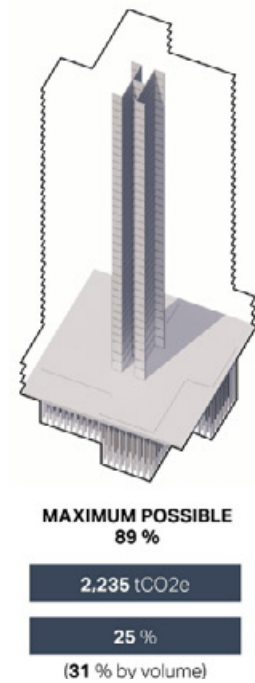
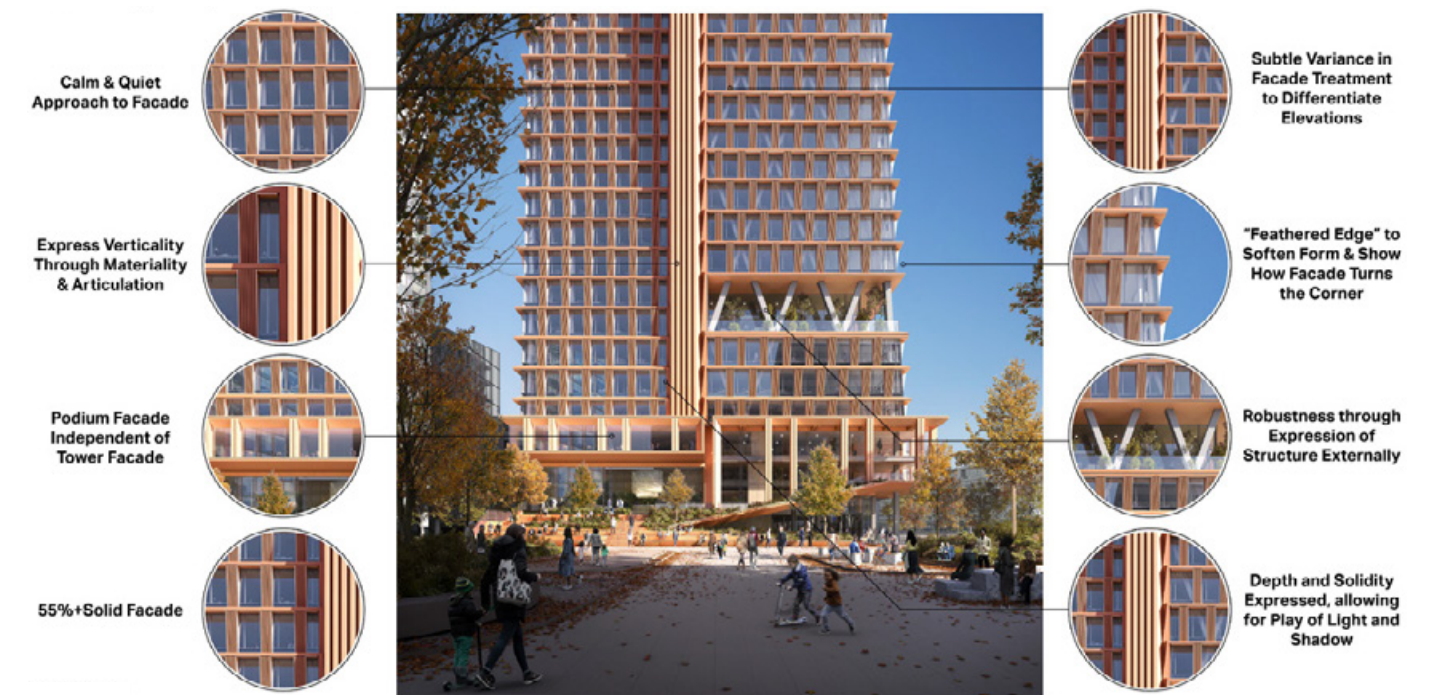
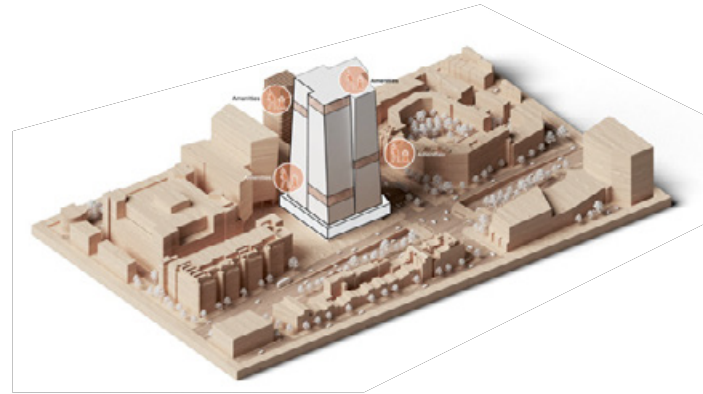
- Lack of clarity about the evolving character of Regent's Place campus buildings, hindering the development's potential to enhance its context.
- Need for a longer-term vision for the campus, as individual building responses have been short-term.
- Further information of how the scheme aligns with and responds to the character of the local context, specifically Tottenham Court Road and Hampstead Road.
- Desire for a better understanding of the proposed building's impact on long views and the broader neighbourhood.



Scale & Massing

Proposals & Comments

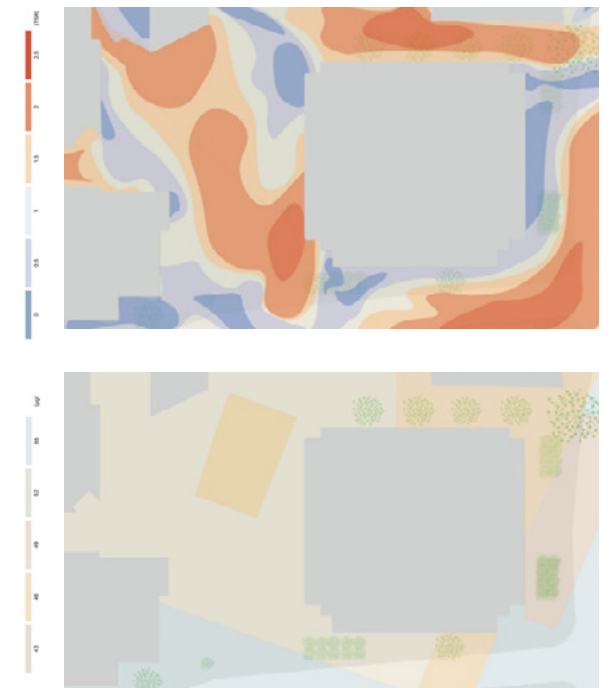
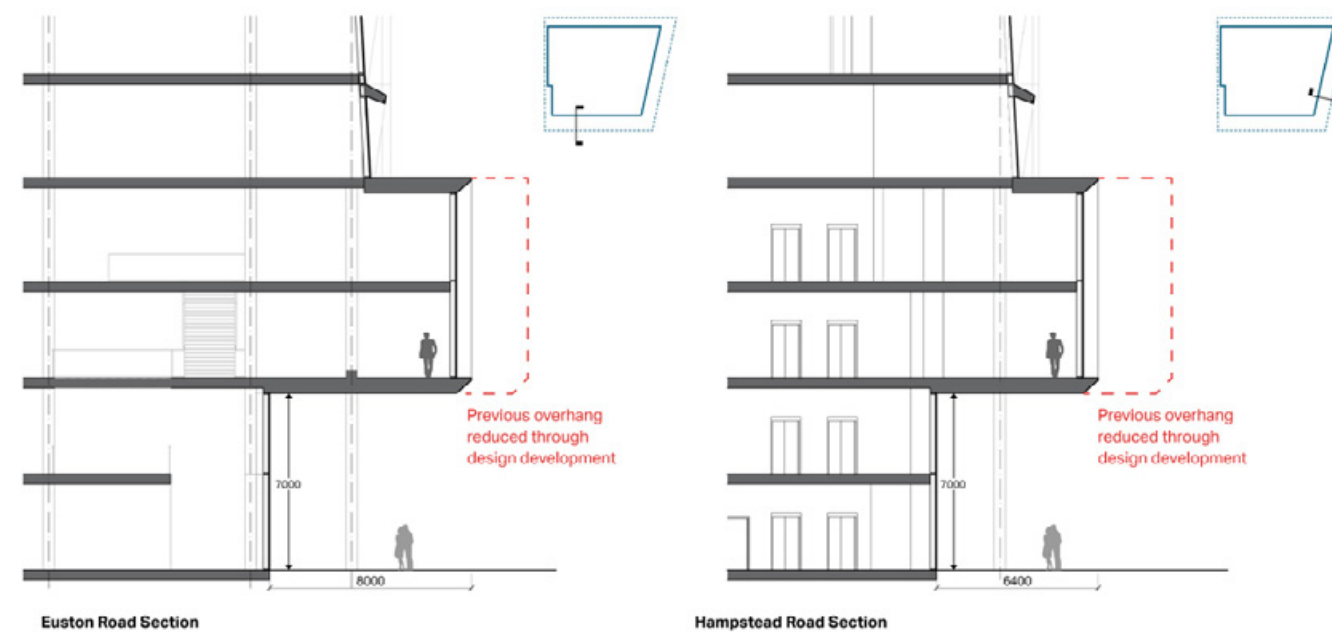
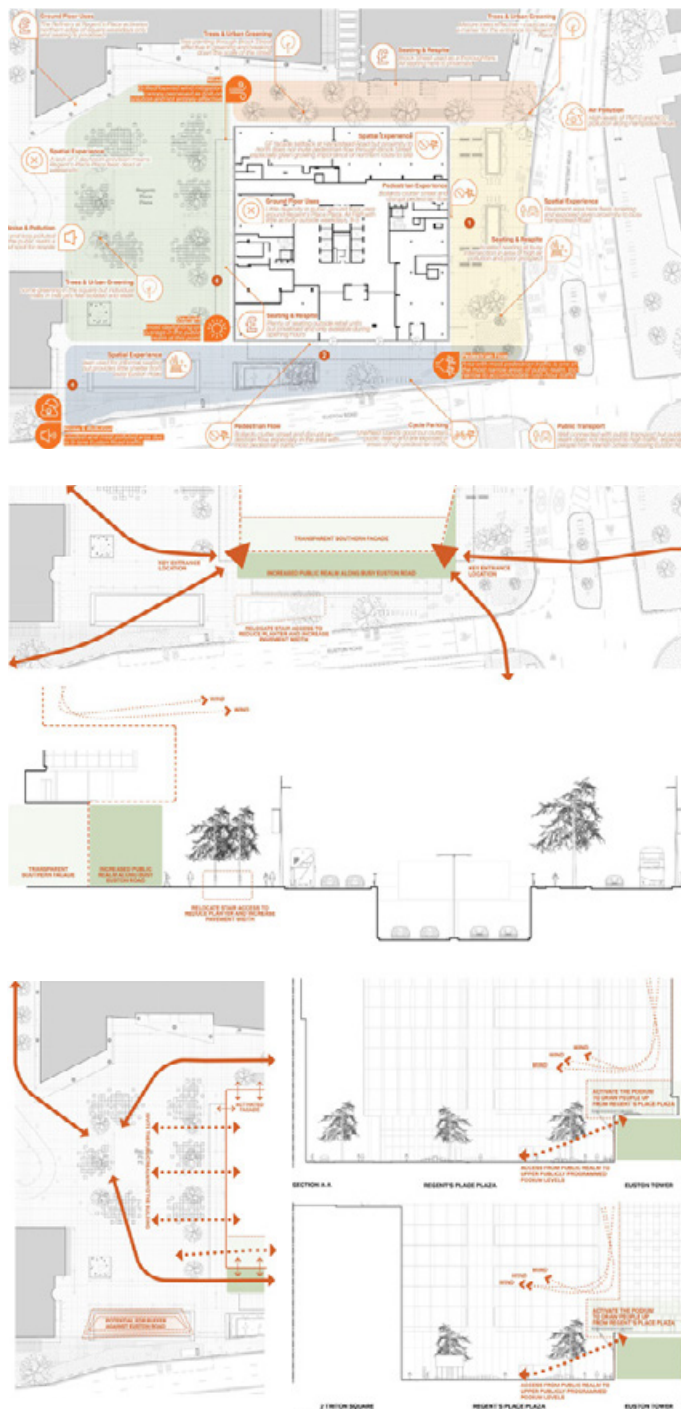
- New building less slender than the existing tower, especially concerned about its widening on the eastern side and its alignment with Hampstead Road.
- Recognises the extension of the podium to address downdrafts but notes that the increased massing of the tower worsens microclimate effects.
- Suggests exploring options to adjust the building's massing to mitigate wind effects and downdrafts.



Emerging Architecture

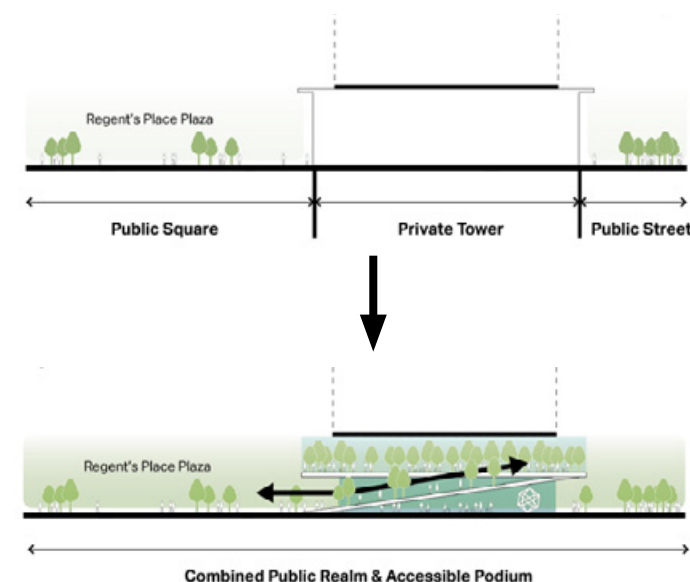
Proposals & Comments

- New building must match the exceptional quality of the existing prominent towers in the Borough.
- Despite reusing the core, the new building has the potential to be a significant addition to the townscape, and the panel questions the current self-referential nature of the proposals.
- The top of the building, due to its scale and prominence, needs a clearer treatment. Suggestions of making the architecture of the podium more robust like the upper floors while maintaining openness.
- Design rationale for the cut-outs in the elevations to be further developed.
- Cross bracing in the elevations is effective and appreciated for enabling a soft core, simplifying future adaptation.



Public Realm Panel Comments

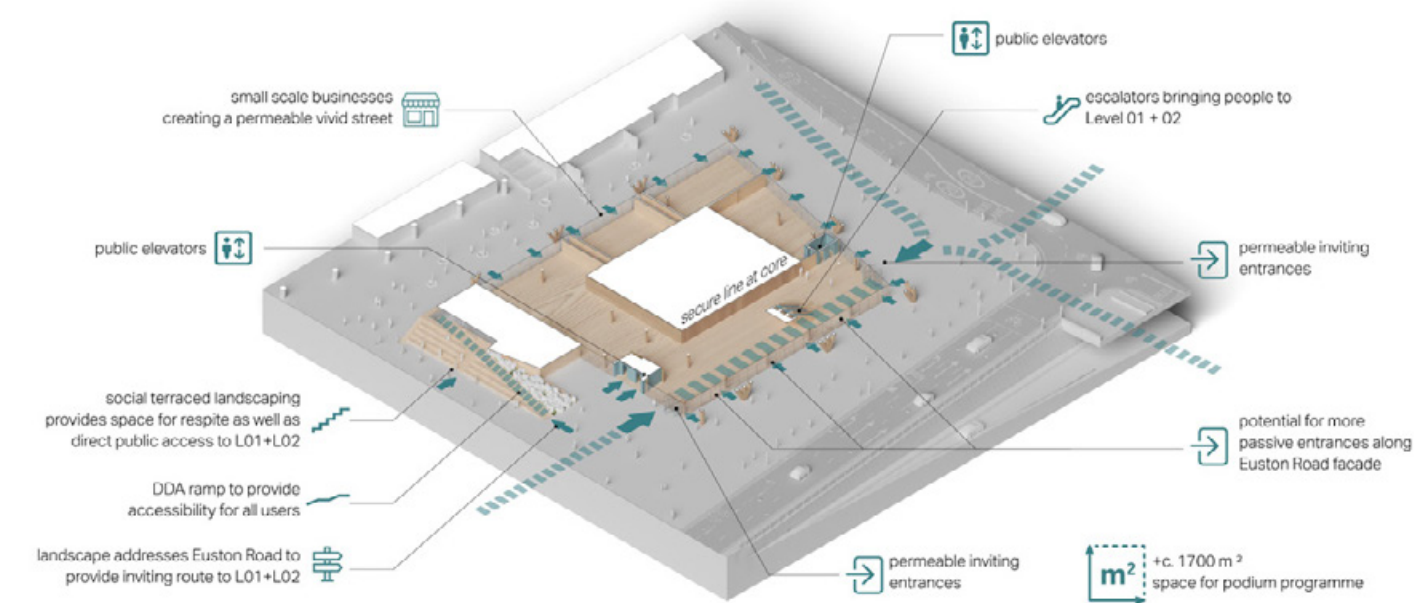
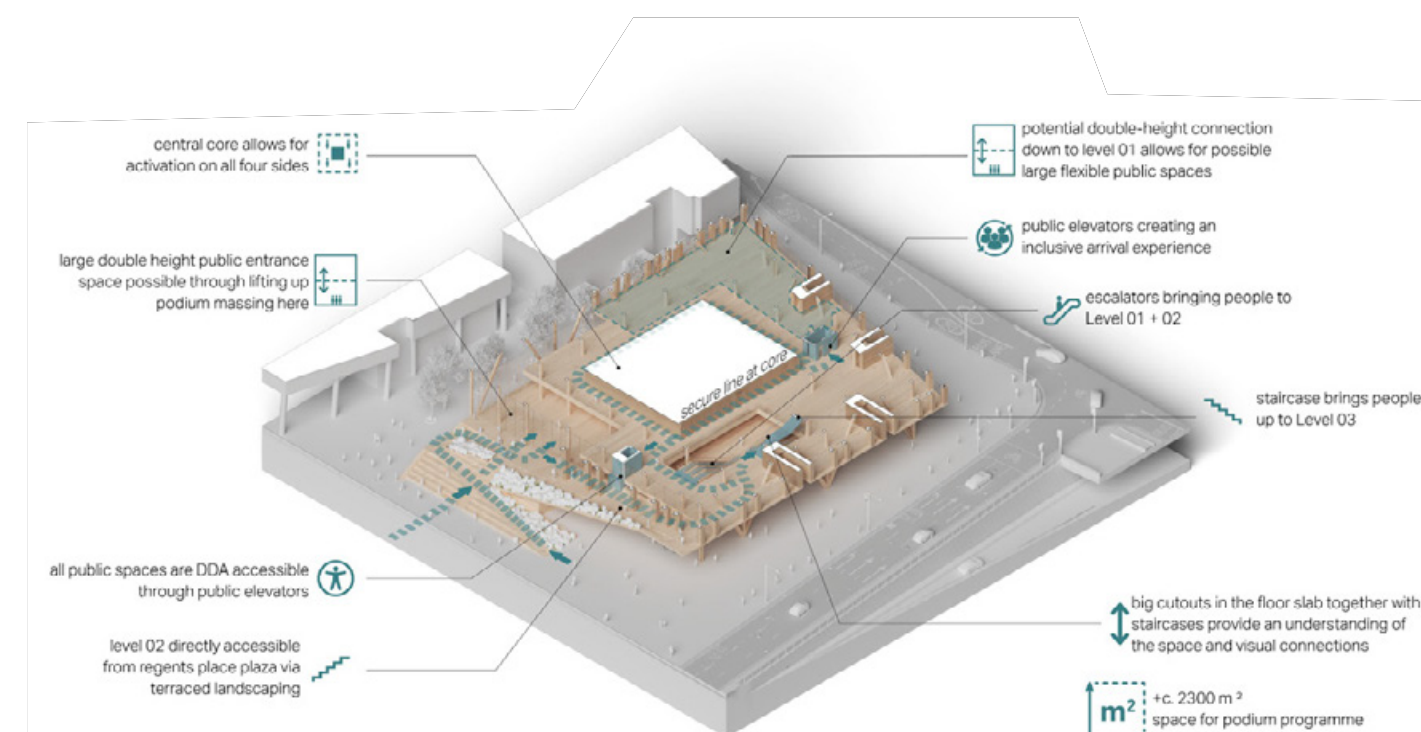
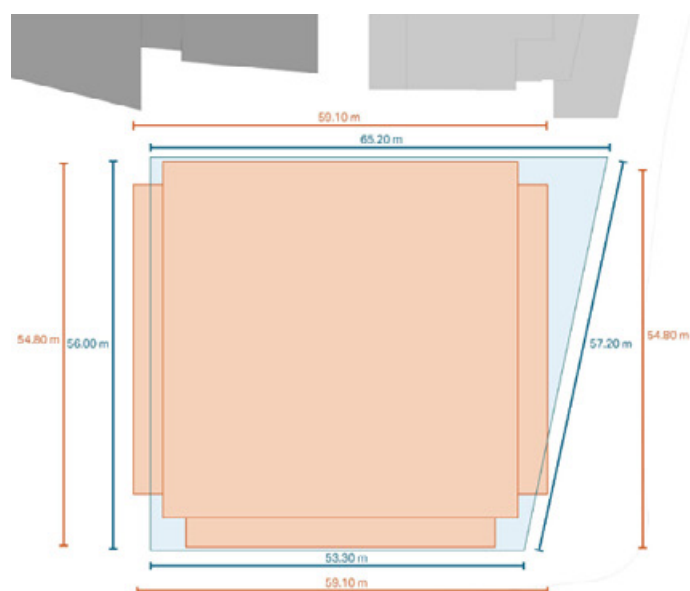
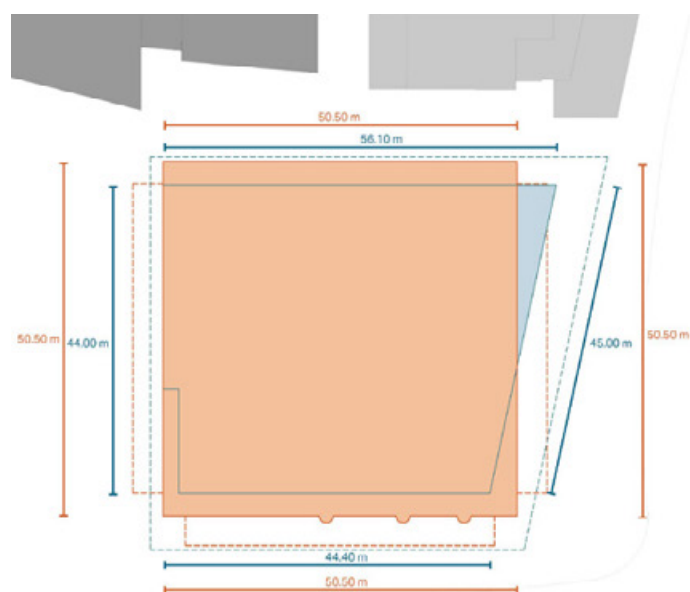
- General concerns about podium projection into the public space, especially along the north and east elevations.
- Requirement of servicing strategies.
- Suggestion for an analysis of current and anticipated footfall in the plaza and surrounding streets when developing ground floor and public realm proposals.
- Recommendation for a day-in-the-life study for the public realm to address potentially conflicting demands.
- Support for steps up to the podium but desires assurance they won't encroach excessively on the plaza.
- Concerns about equal access via the steps to public and semi-public areas on the ground floor and podium.



Landscape & Greening

Panel Comments

- Transformation of the plaza into a welcoming and comfortable space is a key landscape challenge. The proposed ground-level greening is positive, but more should be done, especially given the harsh environment around the site.
- Concern about the removal of trees in the public realm. Strategy required to replace and enhance tree cover.
- Prioritisation of planting for reducing wind effects over other ground-level measures.
- Encouraging analysis of the wider network of green spaces, but the public realm along Hampstead Road requires significant greening.
- Concern about the podium's extent on the eastern side compromising the pavement and successful planting.



Ground Floor Uses & Layout

Panel Comments

- Panel recommend the consideration of opening the ground floor for retail and other uses, creating a genuinely public space with a clear path through it.
- Identification of potential anchor institution to occupy lower floors, attracting visitors and help curating the space.
- Test the impact of the podium projections impact on natural light at the ground floor level.