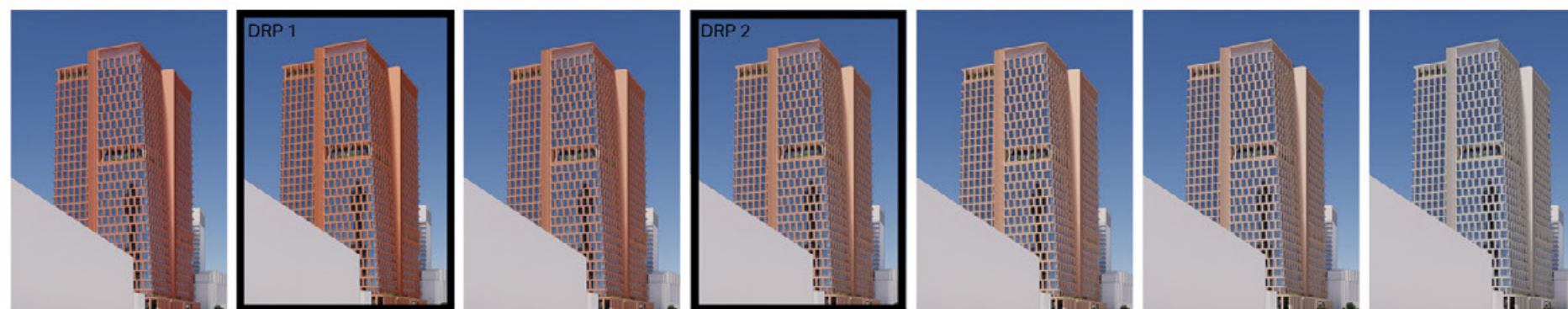
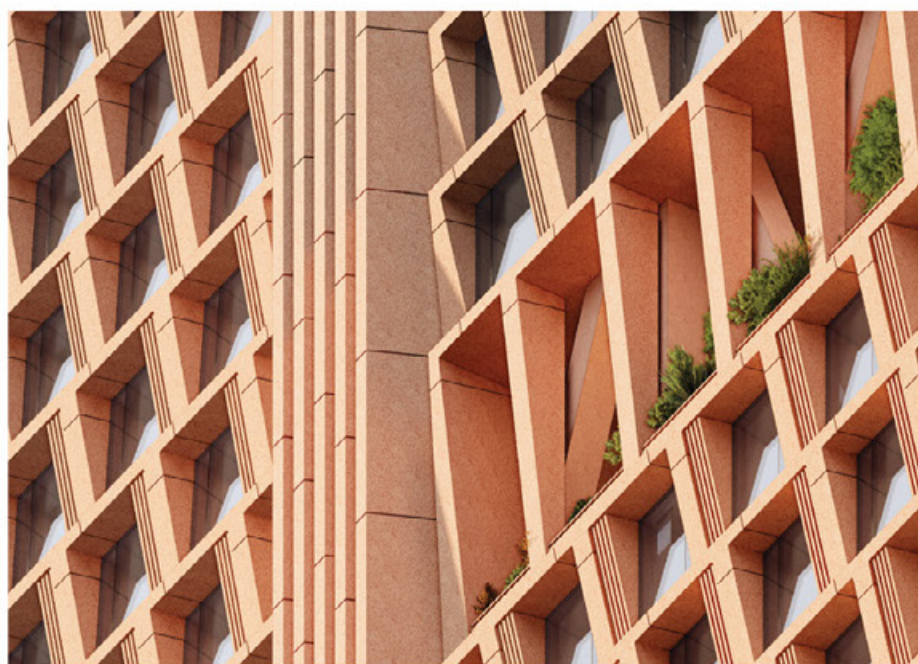
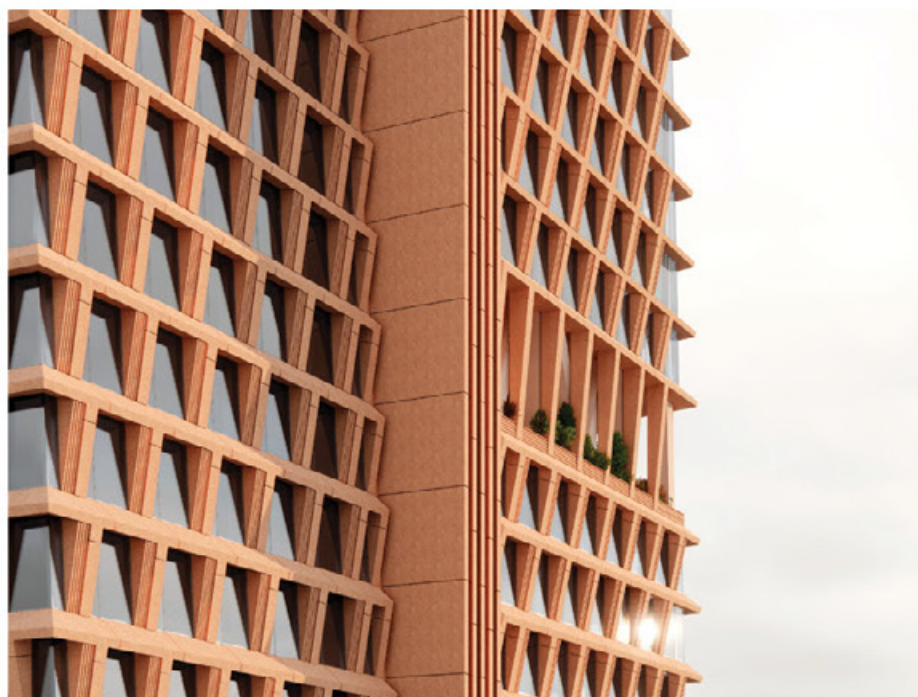


Massing & Townscape

Panel Comments

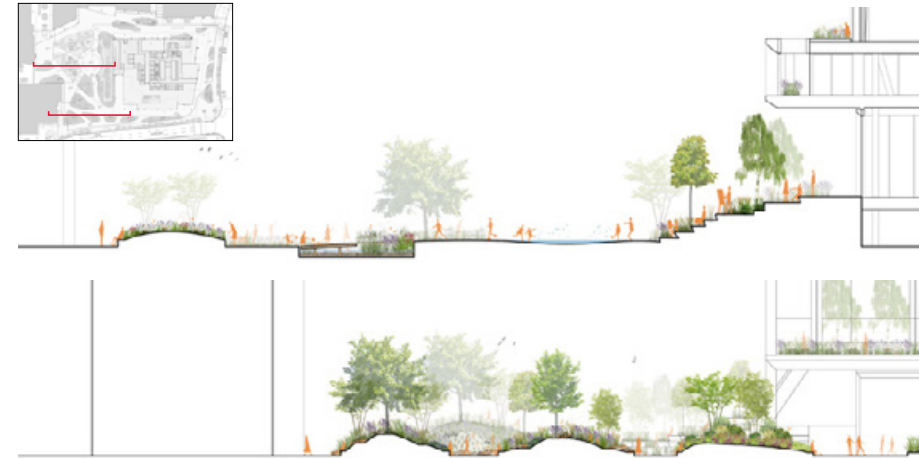
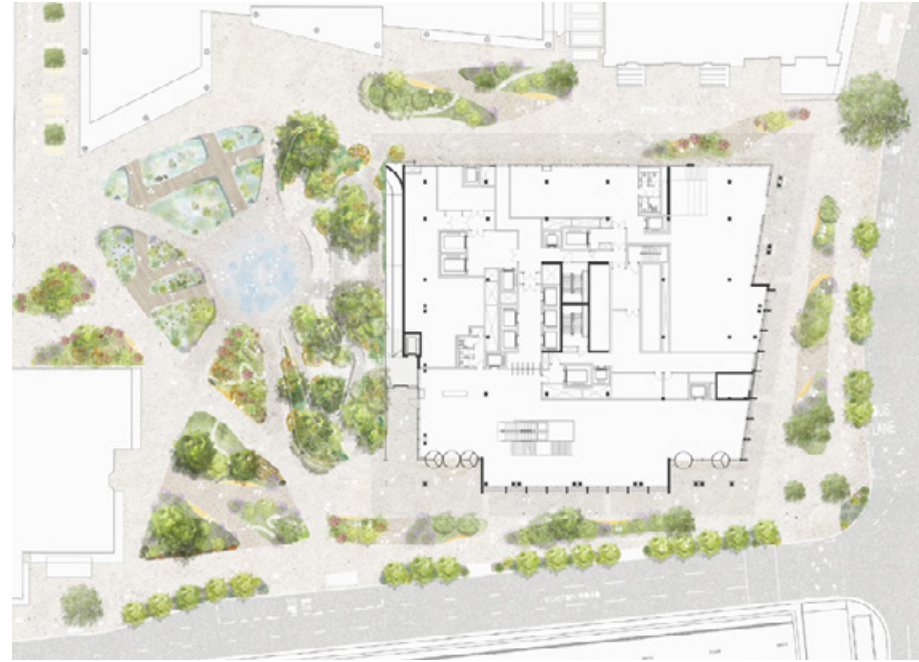
- Concerns about added massing making the building bulkier and less elegant than the existing tower.
- Suggestion to pull in the massing to avoid a bulky impression, express vertical spines, and create a more dynamic skyline.
- Propose more articulation for the four quadrants, differentiating uses through façade design.
- Question the need for floor-to-ceiling glazing in laboratory spaces.
- Suggest a more articulated crown for the tower to make the massing below appear thinner.
- Emphasise the importance of assessing the impact on townscape views and conservation areas, especially closer views. Suggest studying in more detail the impact looking north along Tottenham Court Road.



Architecture

Panel Comments

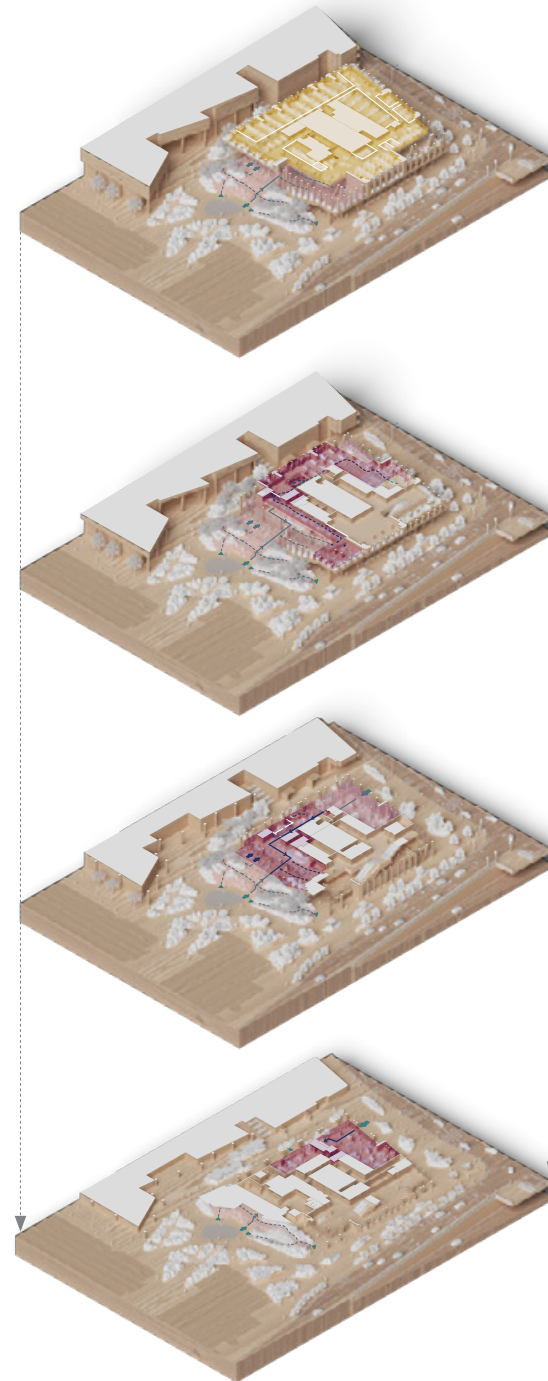
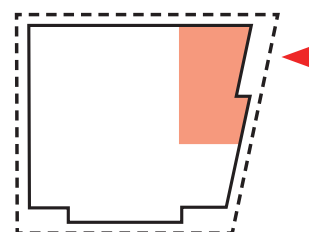
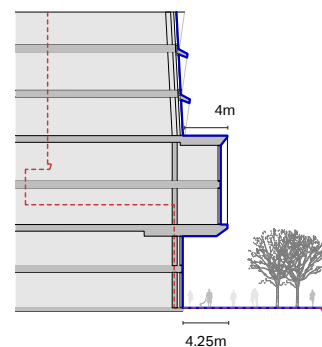
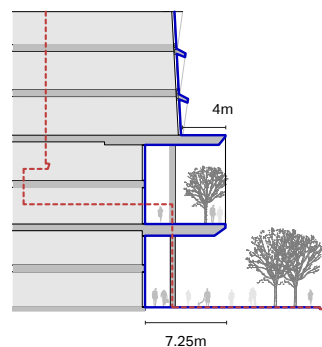
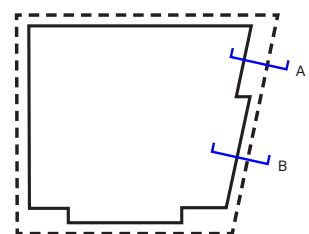
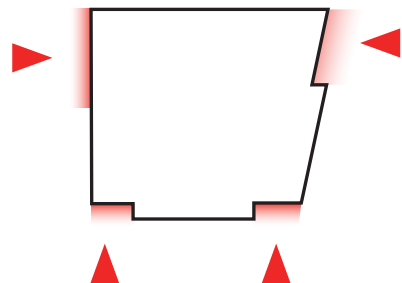
- The panel noted that the design requires further rooting in the context and should respond to the tower's location at a crucial crossroads.
- Further explanation of the design, colours, and materials relationship to the context is required.
- Single material choice is liked, but the pink-red colour makes the building seem too large and dominant. Suggested that a more muted colour scheme to reduce the building's prominence should be explored.
- Recommend giving the podium a different colour from the tower, with darker colours at the bottom and lighter colours above, reflecting London's character.



Landscape

Panel Comments

- Landscape design is promising and can enhance Regent's Place, with the east-west public route through the building being recognised as a positive addition.
- The panel suggested making the landscaping more child-friendly with 'messier' elements.
- Consider improving the route which connects Regent's Place to Regent's Park and the connection between their landscape characters.
- Potential to extend the landscape narrative into the building, connecting spaces at different levels through the tower to the ground level approach.



Public Realm

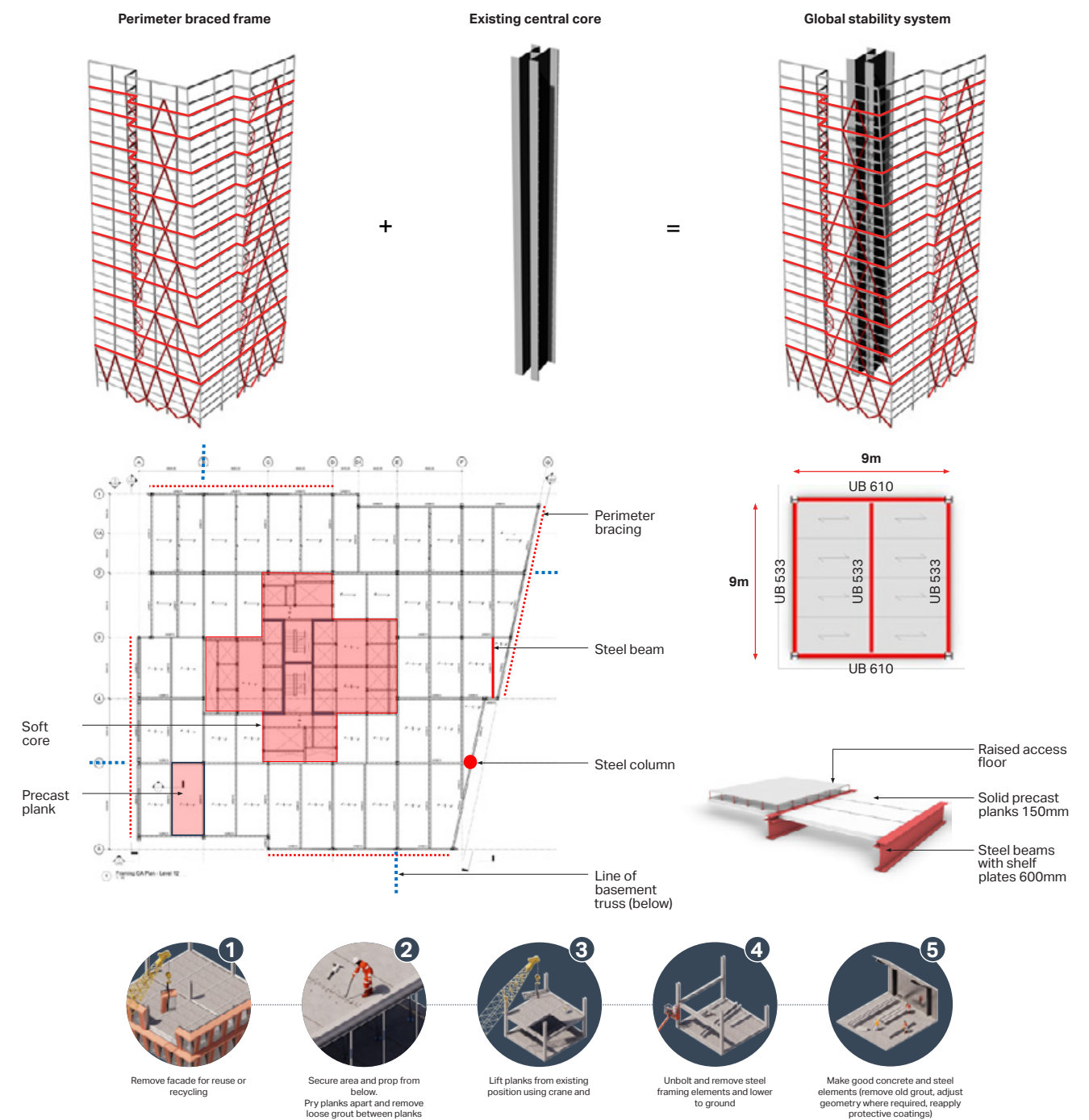
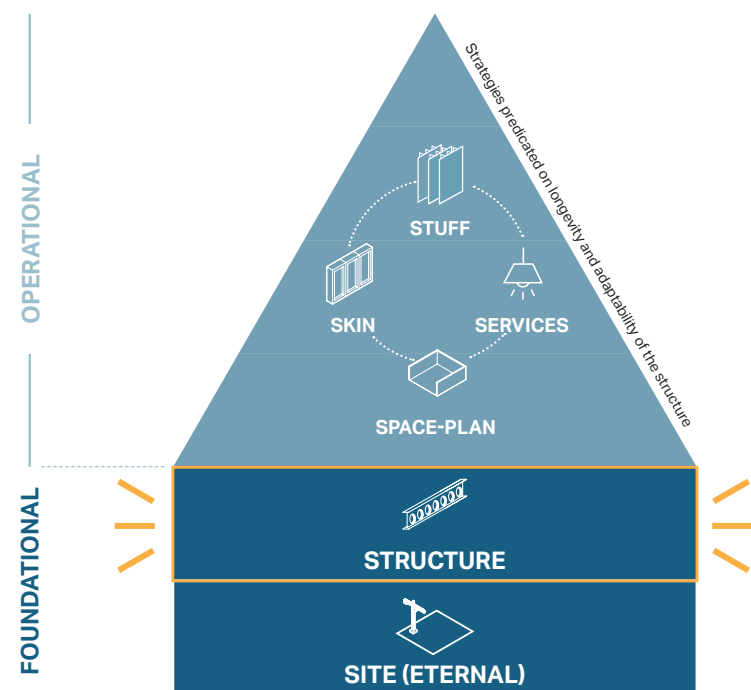
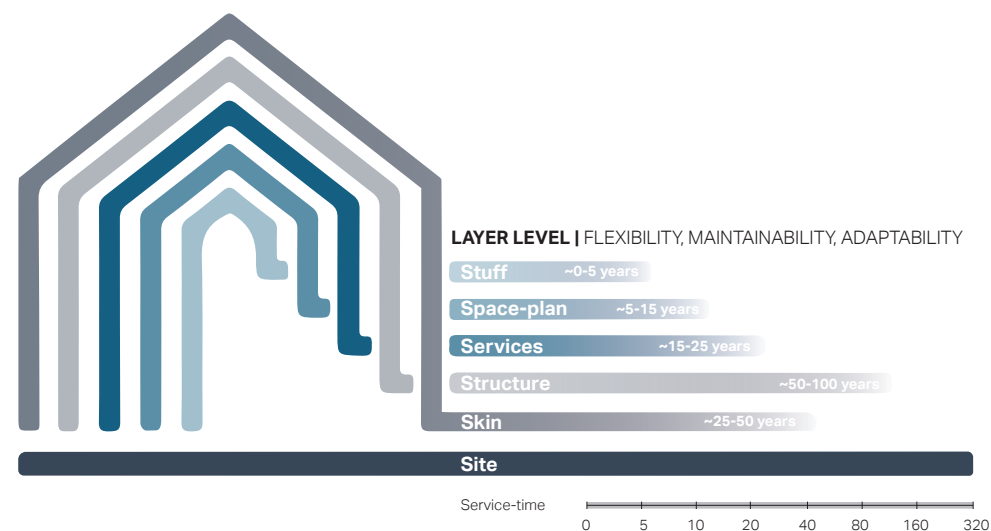
Panel Comments

- The panel expressed concerns about the wider footprint and large podium elements negatively affecting the public realm around the tower. They suggested reducing the podium size and pulling back the tower's footprint.
- Request more details about the prominent Euston Road entrance and its impact on the public experience.
- Emphasise the importance of designing Brock Street as an active street, rather than a service route, giving it more space while preserving the public realm on Euston Road.
- Critical to understand the microclimate around the building to assess the impact.
- Suggestion to incorporate biodiversity into the tower's façade to create a habitat for invertebrates intentionally.

Podium & Ground Floor

Panel Comments

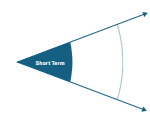
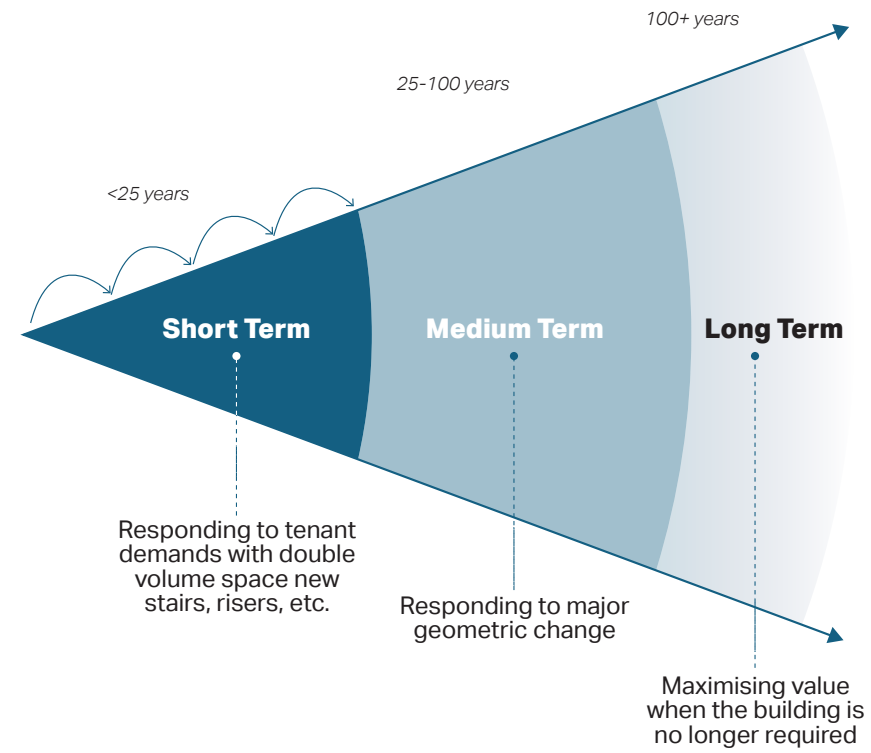
- Further consideration of how the building interacts with Euston Road and Hampstead Road, with clear elevations showing integration with the street.
- Highlight the positive aspect of public elements in the podium and suggest extending public interaction higher in the building.
- Recommend developing a more suitable and welcoming treatment for the corporate-looking double-height areas at ground-floor level.



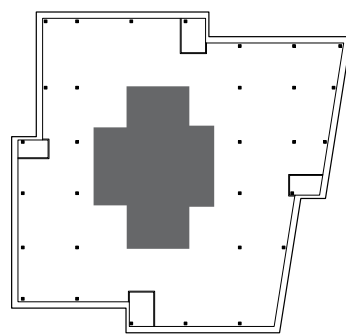
Sustainability

Panel Comments

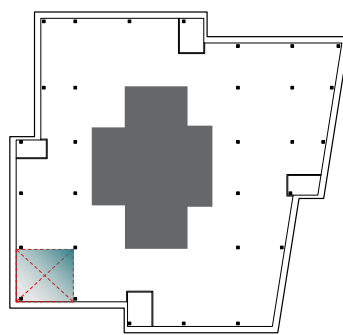
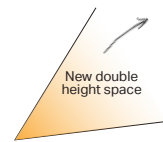
- The panel appreciated the analysis on demolition, retention, and material choices.
- Targets should be related to the building's internal area, and details on the solid-to-void ratio for future waste reduction should be provided.
- The use of low-carbon concrete and reconsideration of floor-to-ceiling windows are encouraged.
- The design team should minimize unnecessary materials in the facade to reduce carbon impact.
- More information is needed on shading and overheating prevention in the facade.
- Different facade treatments for each orientation should be considered, including shading adjustments.



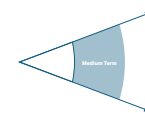
Short Term



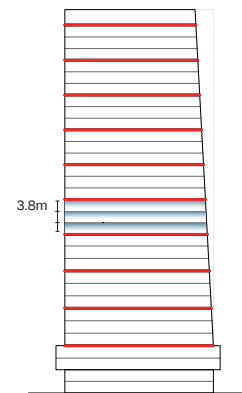
BASELINE LAYOUT
day one



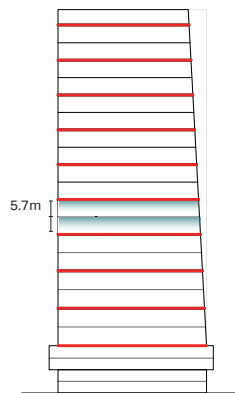
UPDATED LAYOUT
with new double height space



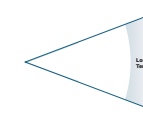
Medium Term



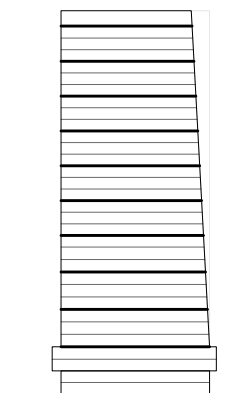
BASELINE SECTION
day one



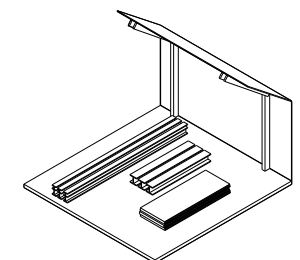
UPDATED SECTION
with increased floor to floor height



Long Term



BASELINE SECTION
day one



UPDATED SECTION
elements recovered for reuse

Summary of Design Responses to Design Review Panel 2

The list below summarises the key comments:

- Positive project developments, with remaining massing and architectural issues.
- Concerns about bulky, inelegant appearance due to massing and colour.
- Emphasize stronger architectural connection to the local context with related colours and lighter tones for upper floors.
- Request more detailed townscape impact exploration.
- Concerns about tower and podium encroaching on ground-level public realm.
- Emphasize the importance of considering the building’s relationship with the public realm and conducting microclimate analysis.
- Entrances along Euston Road should be interrogated in detail to understand the public experience of using it.
- Support landscape design approach, suggesting more for children and connections to Regent’s Park.
- Recommend connecting the landscape approach through the building to higher levels.
- Stress the need for flexibility in new floors’ design and façade adaptation for future use.
- Request more information on embodied carbon reduction approaches.
- Question the use of floor-to-ceiling windows and suggest more work on shading and material removal.
- Call for additional testing to prevent overheating.

Many of the comments regarding sustainability and adaptability are covered in the Energy Statement, the Sustainability Statement, and its associated WLCA spreadsheet. The architectural and landscape responses are detailed on this spread.

DRP 2 Proposal



Design Response for December 2023 Submission



Rooting the Proposals in their Context - Massing & Articulation

Further work has been carried out following feedback from DRP 2 to explain the contextual approach and characteristics of the proposed development consistent with the conceptual approach defined in Chapter 4.

At the scale of the city, the ward and the immediate context, care has been taken to respond to the adjacent building heights and connect better into the surrounding streetscape than the existing Euston Tower. The location of the double-height amenity facades respond to key datums of adjacent buildings. Likewise, the height of the podium is equivalent to the datum created by the fins on the neighbouring 175 Drummond Street and as such contributes to a more coherent and contextual conclusion to the Hampstead Road street elevation. The east elevation podium setbacks continue the fanning of the facade lines along Hampstead Road as it turns more northward. The vertical language of the fins is additionally picked up in the facade articulation of the 2-storey solid podium elements, thereby continuing this regular rhythm through to the Euston Circus crossroads.

DRP 2 Proposal



Design Response for December 2023 Submission

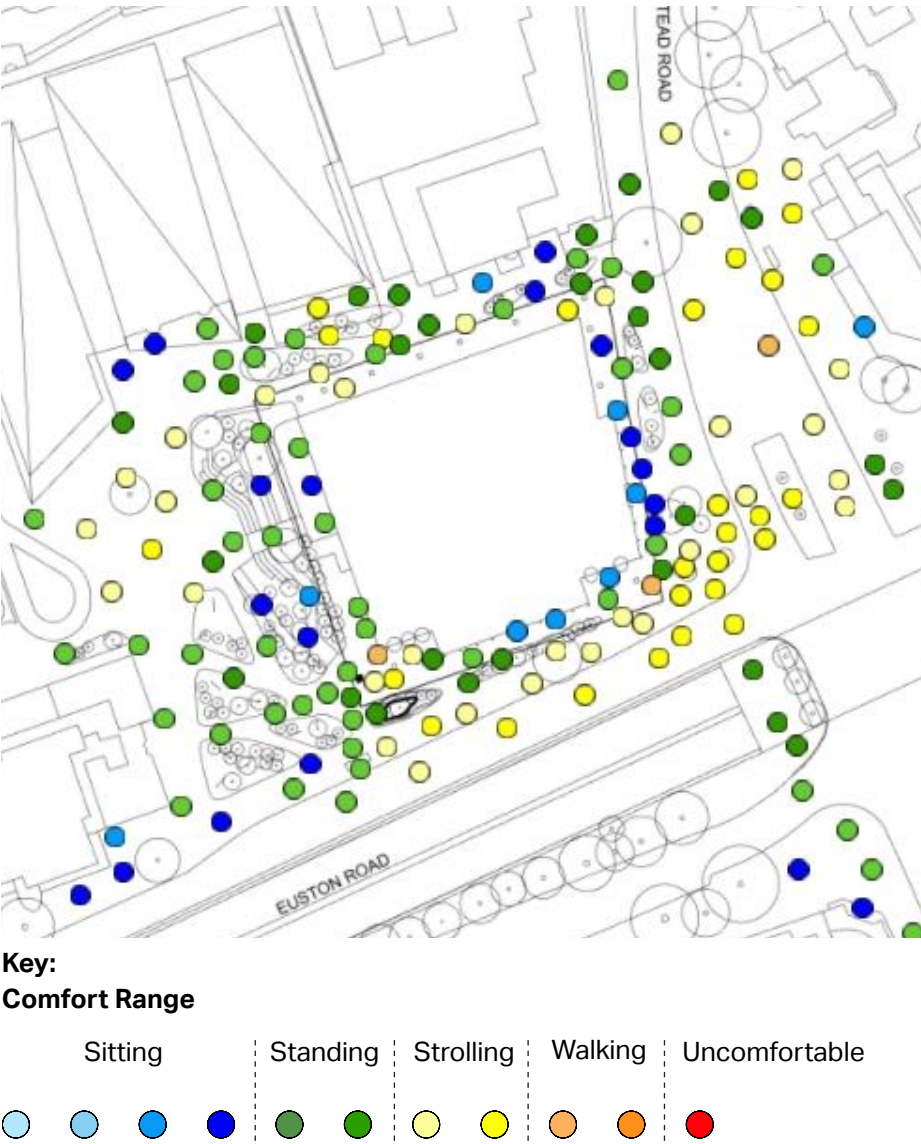


Rooting the Proposals in their Context - Materiality and Colour

Between the first and second Design Review Panels the facade colour was desaturated to reflect the panel’s comments - whilst still reflecting the general tone and hue of the local context. However, throughout the co-design process the design team have consistently heard the desire from local residents for more colour with the proposed light terracotta tone having been well received. The design team have, then, struck a balance between these key elements of feedback. Following feedback from second Design Review Panel, the design team have worked with Cityscape to produce the verified views of the proposed development which has resulted in a further lightening and desaturating of the facade.

While the proposed single material choice is coupled with a single colour tone choice, following the DRP multiple aggregate sizes are being proposed for the building: a smaller aggregate in the tower levels and a larger aggregate in the podium levels. This differentiation will enable a single colour tone to appear as varied due to the influence of the aggregate colour itself and also inform a more tactile approach at the lower, public levels.

Design Response for December 2023 Submission



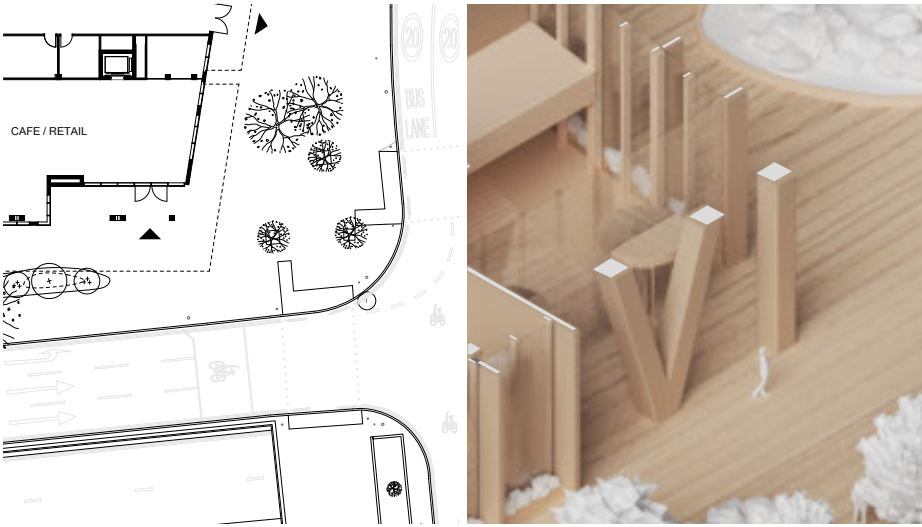
Podium Oversailing and Understanding the Microclimate

Following the second Design Review Panel, further work was done in the wind tunnel to ensure the proposed development creates a comfortable microclimate and a high-quality public realm.

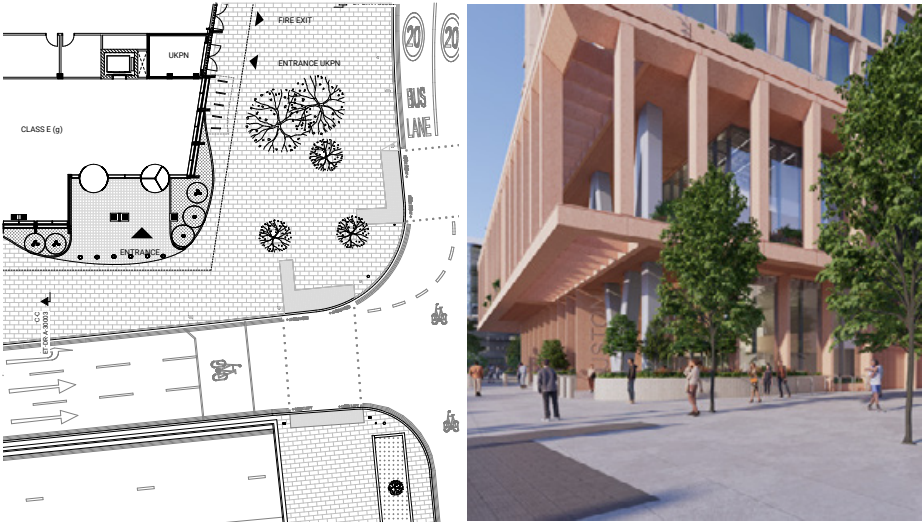
Subtle changes to the landscaping and areas around the entrances, especially around Brock Street and the south-east corner have resulted in a wind condition significantly improved as measured in the wind tunnel. This is both within the project site as well as further along Hampstead Road, notably removing current wind speed safety exceedances on the pavement on the eastern side.

The area sheltered under the podium oversailing is notable for creating some of the most comfortable wind conditions on site, even at the 'worst case' wind speeds tested, suggestive of the positive impact this oversailing has on the microclimate conditions.

DRP 2 Proposal



Design Response for December 2023 Submission



Improving the Euston Road Entrance

The entrance at the south-east corner is prominent and, following the feedback received, efforts have been made to create a greener, more attractive arrival sequence. Additional planting has been proposed to flank the setback entrance to both improve the journeys of people moving in and out of the building whilst providing a greener, more pleasant pedestrian experience.

Additionally, the planter along Euston Road has been moved further to the west to allow for more space and therefore comfort for the anticipated flow of pedestrians in this location.

DRP 2 Proposal



Design Response for December 2023 Submission



Landscape to Provide More for Children

A play strategy has been further developed which includes informal and wild play opportunities such as a water feature, natural stone steppers, nature trails, and playable planter walls. The use of these play features has been concentrated to the central plaza to promote a safe space for children and families.



Photograph - Development model looking from south-east



Photographs - Photos of physical model from Design Review Panel 2