








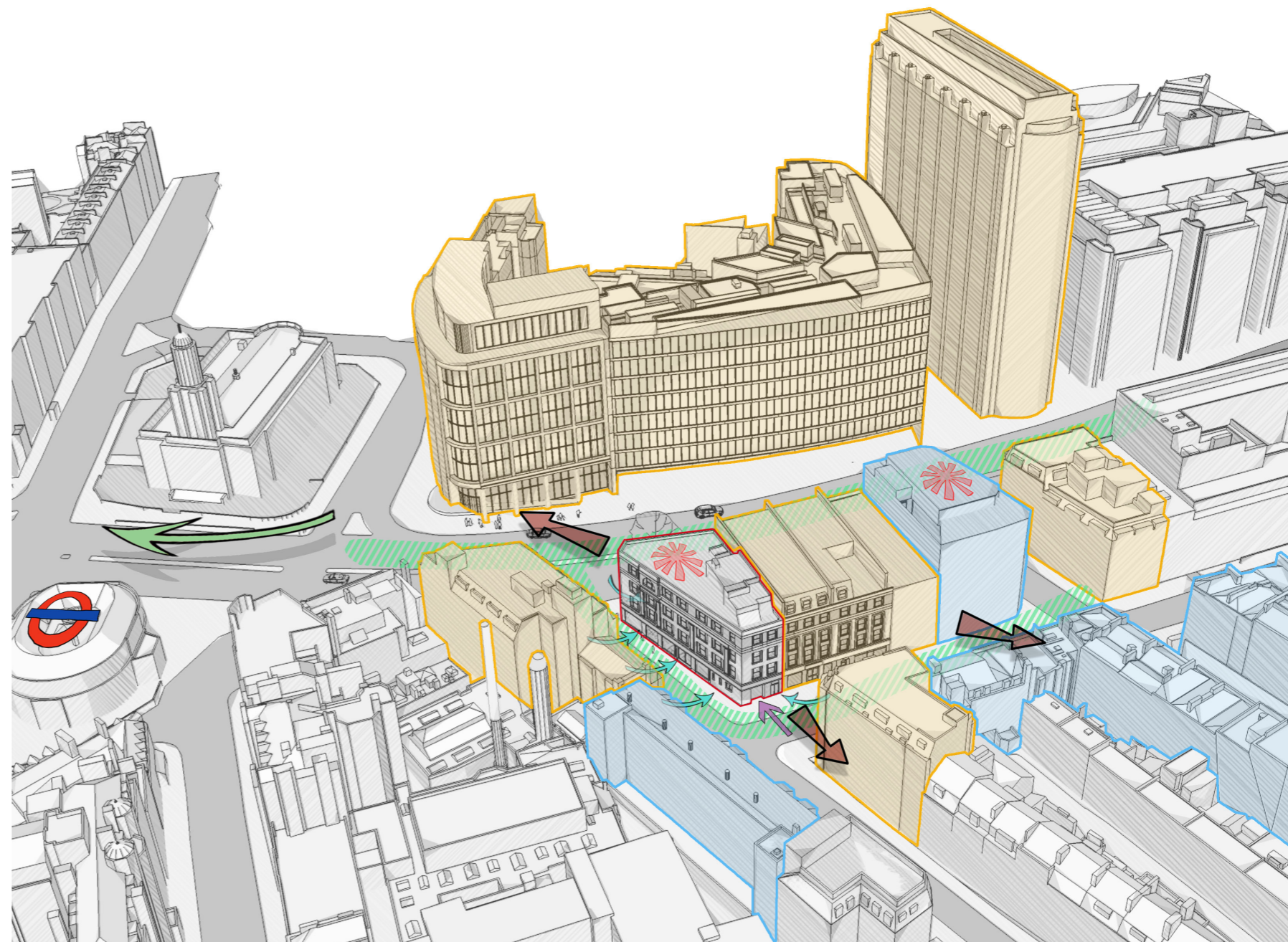


3.4 Design opportunities

- 
Commercial Buildings
 Commercial buildings in close proximity to the site
- 
Residential Buildings
 Residential buildings in close proximity to the site
- 
Potential for Multiple Pedestrian Access Points
 Potential to enter the site from a variety of locations along the adjacent streets
- 
Views
 The site has excellent views of London landmarks such as the BT Tower to the South, Regent's Park to the West and Fitzroy Square to the South East.
- 
Close Proximity to Open Space
 Regent's Park and Fitzroy Square Garden provides visual amenity and usable open space
- 
Existing Site Vehicle Access
 Vehicle access to the site could be an existing car lift entered from Warren Street. Potential for basement car-parking.
- 
Potential for Higher Massing
 There is potential to mirror the height of the Fitzrovia Apartments building at 365 Euston Road thereby bookending the block.
- 
Highly Accessible Site
 The site is highly accessible with close proximity to Underground Services at Great Portland Street and Regent's Park.
- 
Continuation of Street Frontage
 There is potential to create active street frontage on three fronts; Euston Road, Cleveland Street and Warren Street.



Design opportunities



EUSTON UNDERPASS
Holloway
Canon Street
West End
Museum
A400

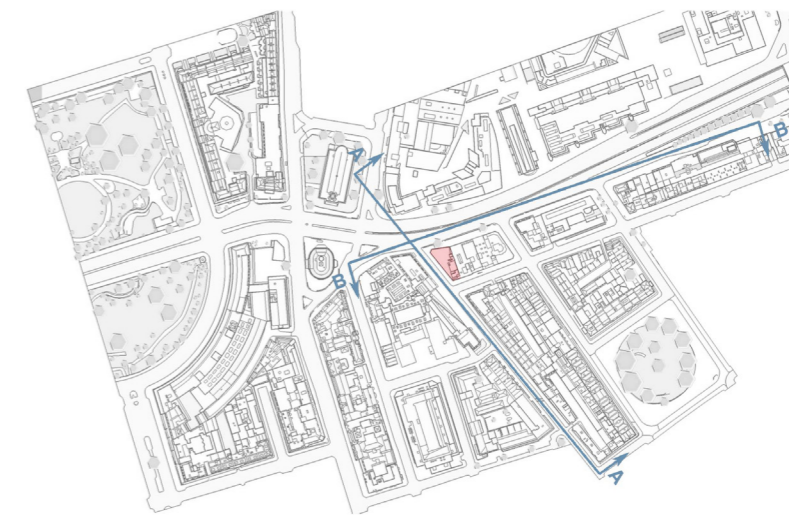
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No 383

3.5 Townscape analysis

In order to assess the potential of the site it is necessary to undertake analysis of the surrounding townscape and the setting of the existing building in context. In particular we have reviewed two sections through Cleveland Street and Euston Road. The areas assessed include:

- Scale and massing
- Roofscape
- Street proportions
- Materials

This thorough analysis provides the starting point for subsequent design development.



Key plan



Sketch of existing building



Cleveland Street site context elevation



Warren Street site context elevation