

67.13

35.88

41.02

20.34

14.70

17.79

22.64

17.51

17.24



3.5.1 Scale and massing

Section AA - Cleveland Street

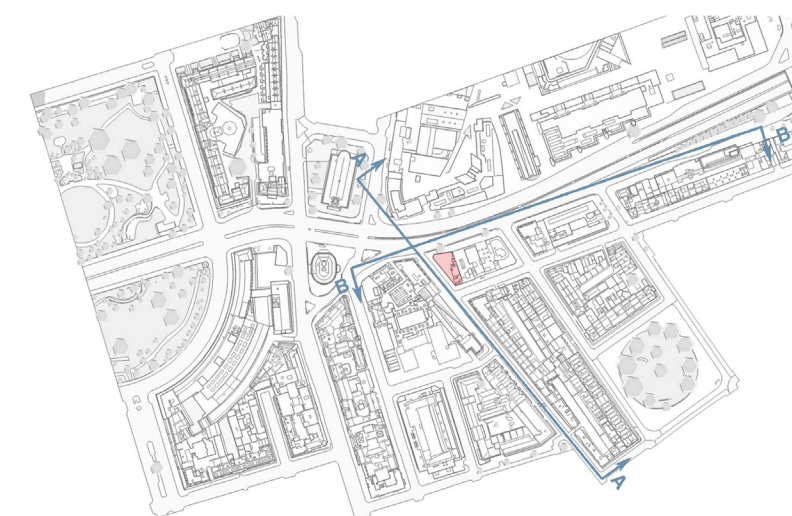
As the scale and massing progresses along Cleveland Street from the south to the north the scale rises from low three to four storey townhouses to a taller commercial corner building immediately opposite Warren Street from the application site. The application site massing then remains a similar height to the corner building before the scale of the buildings rise significantly with the 9 storey British Land building immediately across Euston Road from the site.

Section BB - Euston Road

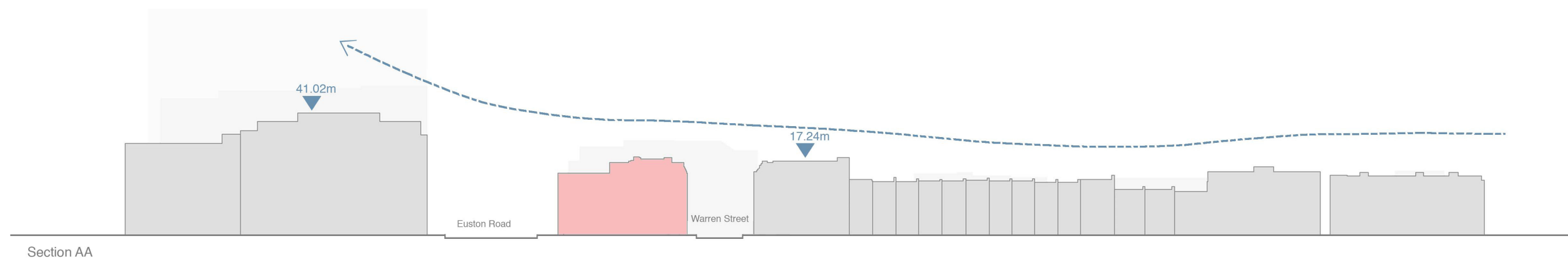
The existing building is currently 3m lower than the building immediately across Cleveland Street and 8m lower than the building at the other end of the urban block.



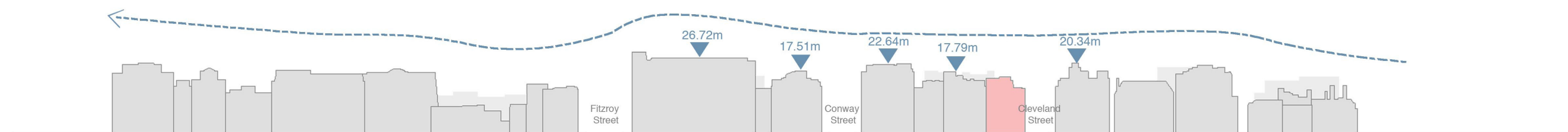
Visualisation of existing building with consented scheme outlined



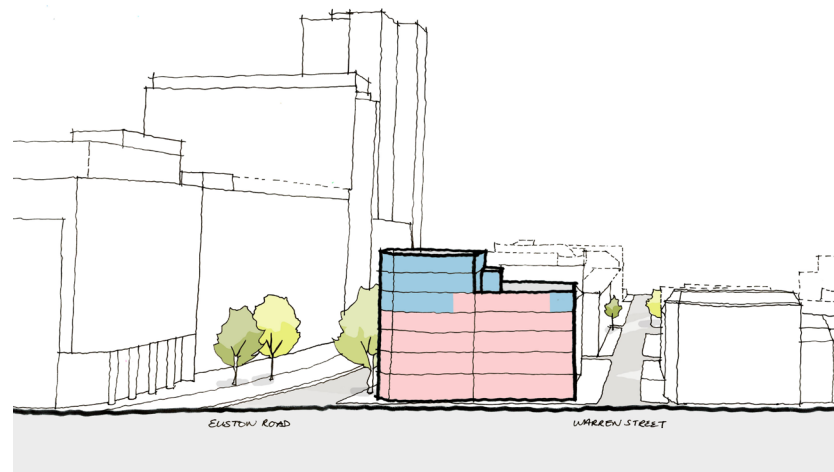
Key plan



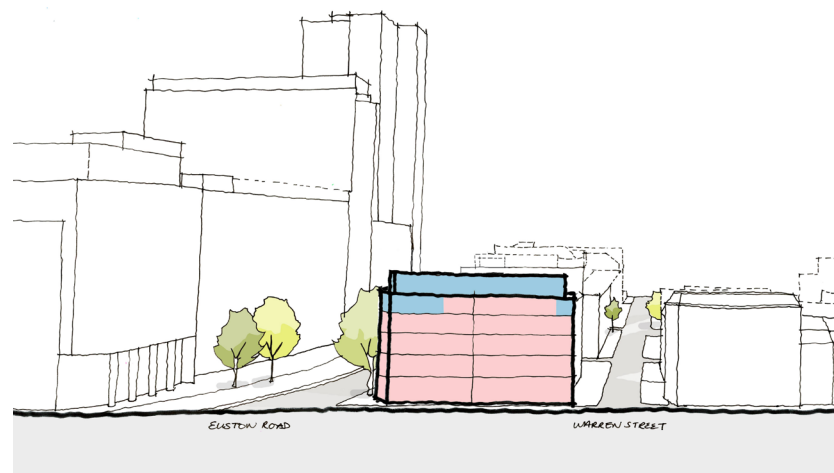
Section AA



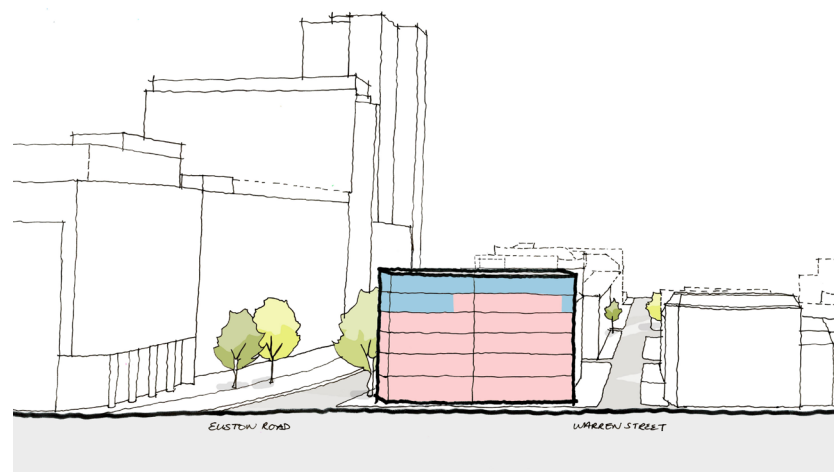
Section BB



Option 1 - 1 full storey and 1 set back storey addition



Option 2 - 2 full storey addition



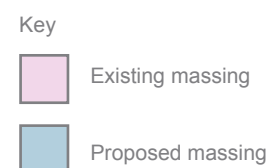
Option 3 - 1 full storey and 2 set back storey addition along Euston Road only

Initial massing studies

A number of options for the massing were reviewed. We initially reviewed providing an additional full storey with a set back storey which equated to a similar height as the expired massing. This however did not provide much impact along Euston Road.

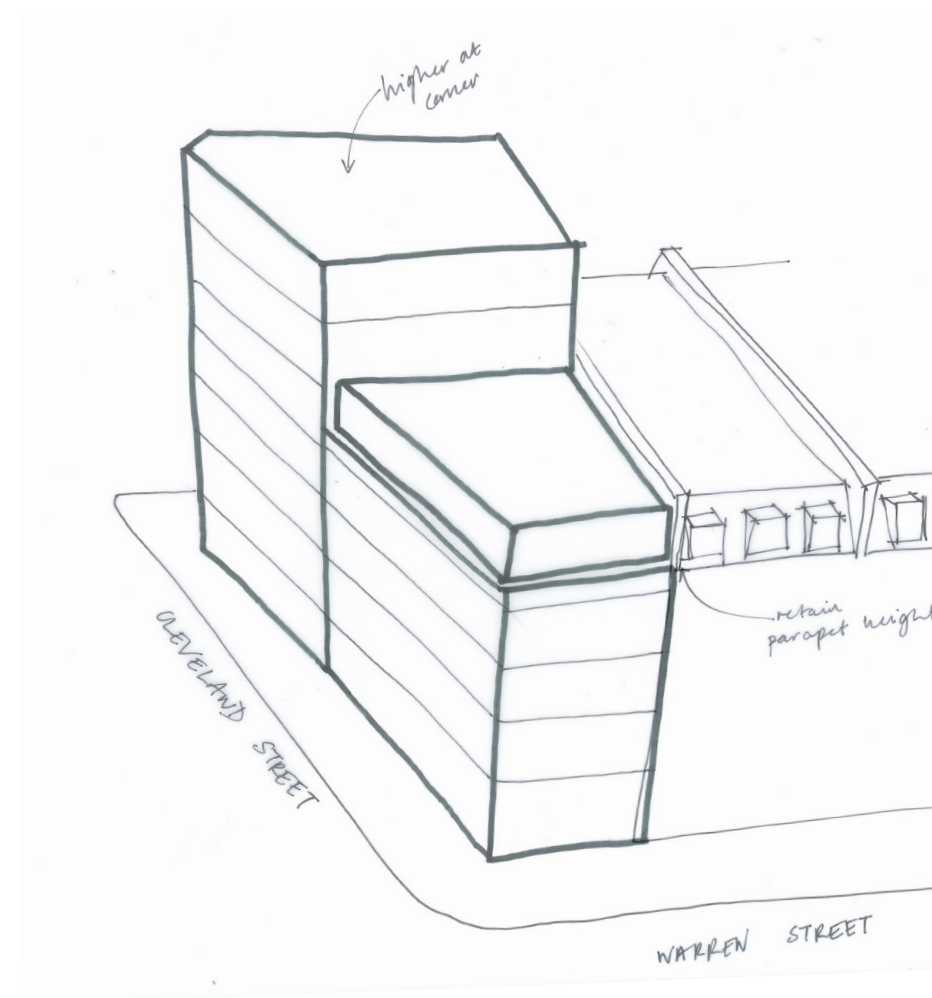
We reviewed an option of providing two full storeys however the massing along Warren Street appears to not relate and is too imposing.

Following this we reviewed breaking the massing up to provide a greater presence along Euston Street with three additional storeys and then to the rear providing only one additional storey to relate to the adjacent mansard roof along Warren Street. The massing along Warren Street comfortably fits into the surrounding context relating to the increased height of British Land while reacting sensitively to the lower massing along Warren Street. Due to the site's prominent location, this appears to provide the optimum relationship within the site context.



Summary

On review it appears the northern element of the site would benefit from additional massing in order to draw more attention to this principle corner for the area while framing the terrace in a similar manner to 365 Euston Road at the other end of the block. The massing to the rear needs to retain the same parapet height in some form as the adjacent buildings as it is a prominent feature along the street. In addition a further storey would be in keeping with the streetscape in relation to the additional roof storeys which have been added over the years.



Initial massing study



3.5.2 Street proportions

Section AA - Cleveland Street

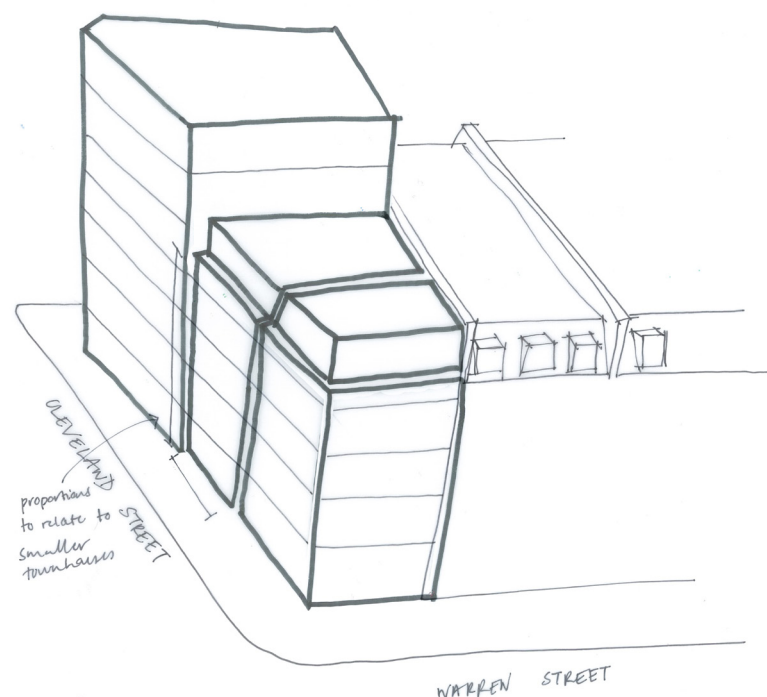
To the south the buildings are broken down into a terrace of smaller elements of around 5m before becoming a larger element at the corner of Warren Street. The application site currently reads as one large bulk massing.

Section BB - Euston Road

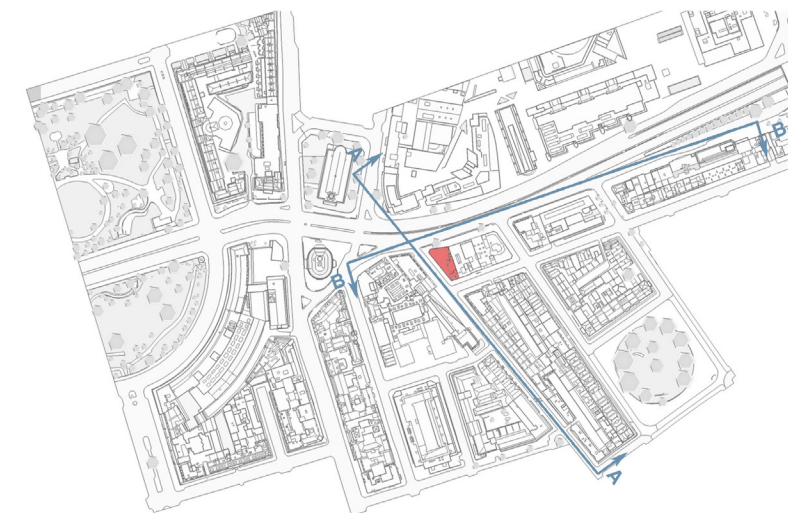
Euston Road predominantly has larger proportions to the ends of the blocks, allowing smaller and lower proportioned buildings towards the centre.

Summary

The massing to the north should be read as one element to remain as a strong corner element. As the massing progresses down the street the elements can be broken down into smaller elements with similar proportions to the townhouses further down Cleveland Street.



Initial study of vertical segmentation



Key plan

