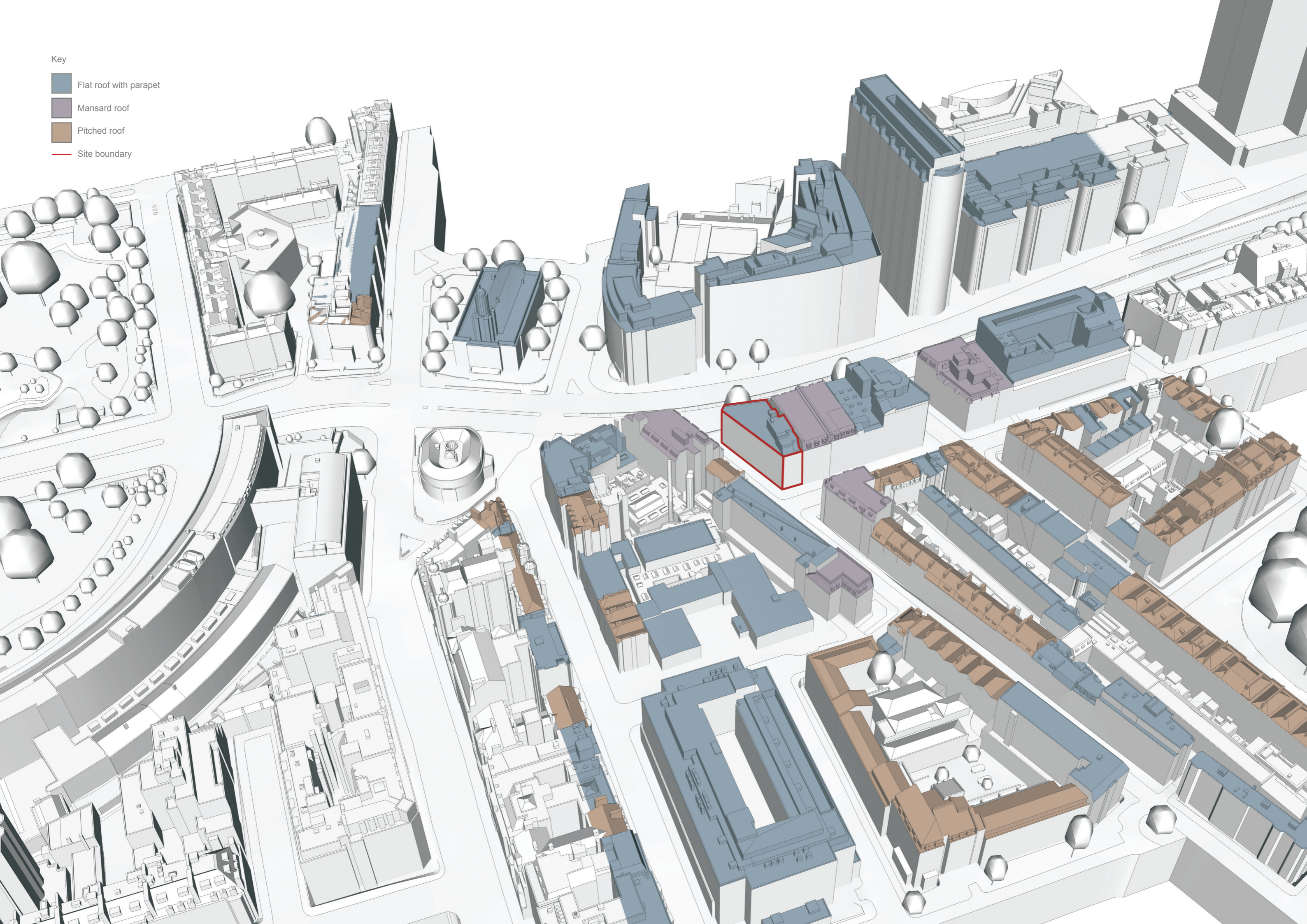


Key

- Flat roof with parapet
- Mansard roof
- Pitched roof
- Site boundary



3.5.3 Roofscape

The immediate area surrounding the application site is a mix of parapet and mansard roof construction.

Section AA - Cleveland Street

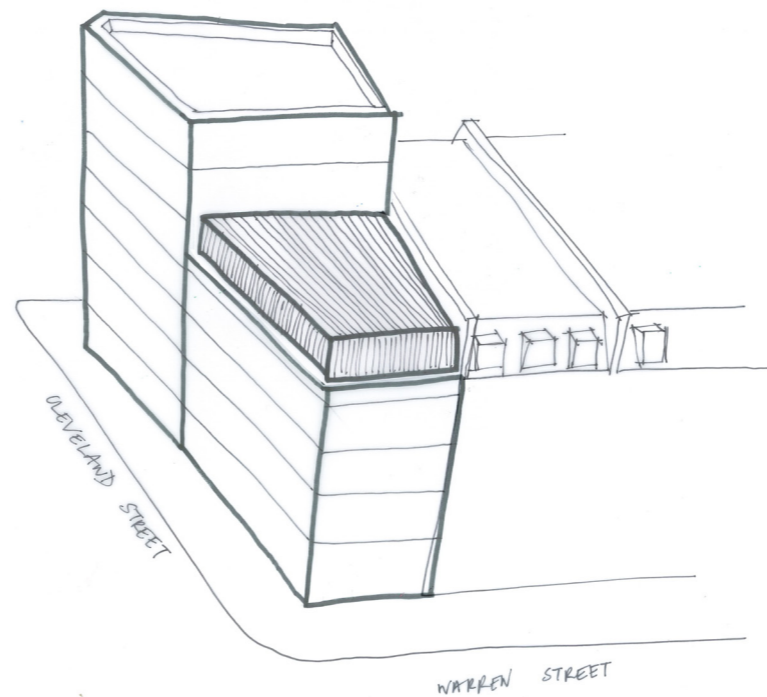
As Cleveland Street progresses from north to south a larger proportion of pitched roofs occur.

Section BB - Euston Road

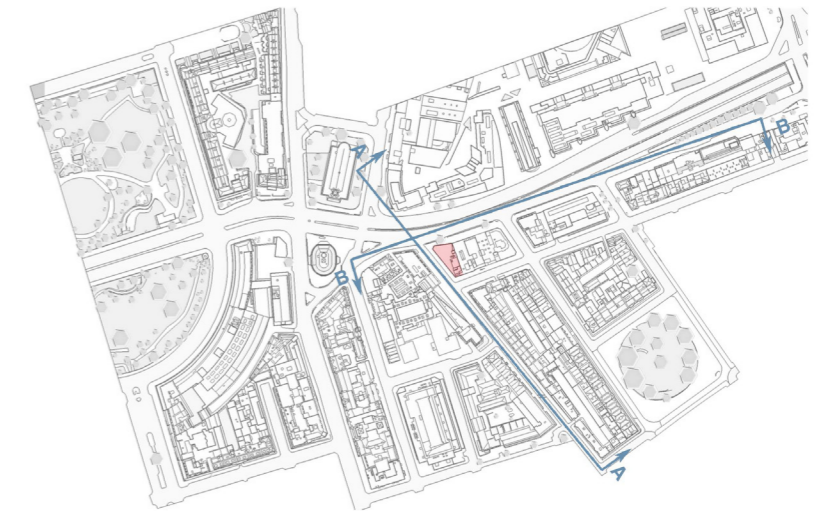
Euston Road is predominantly parapet roofs interspersed with a few later mansard roof additions.

Summary

In keeping with the surrounding roovescape, a contemporary flat roof construction would be appropriate for the northern element of the site along Euston Road. To the south, either a parapet or mansard roof would be in keeping with the neighbouring streetscape.



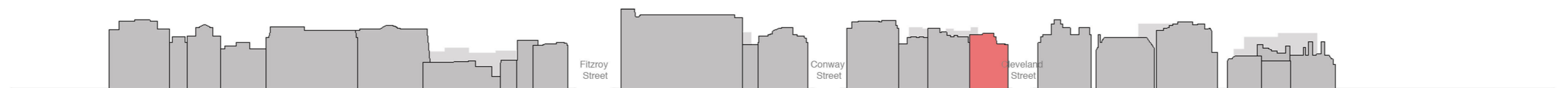
Initial study of roofscape



Key plan



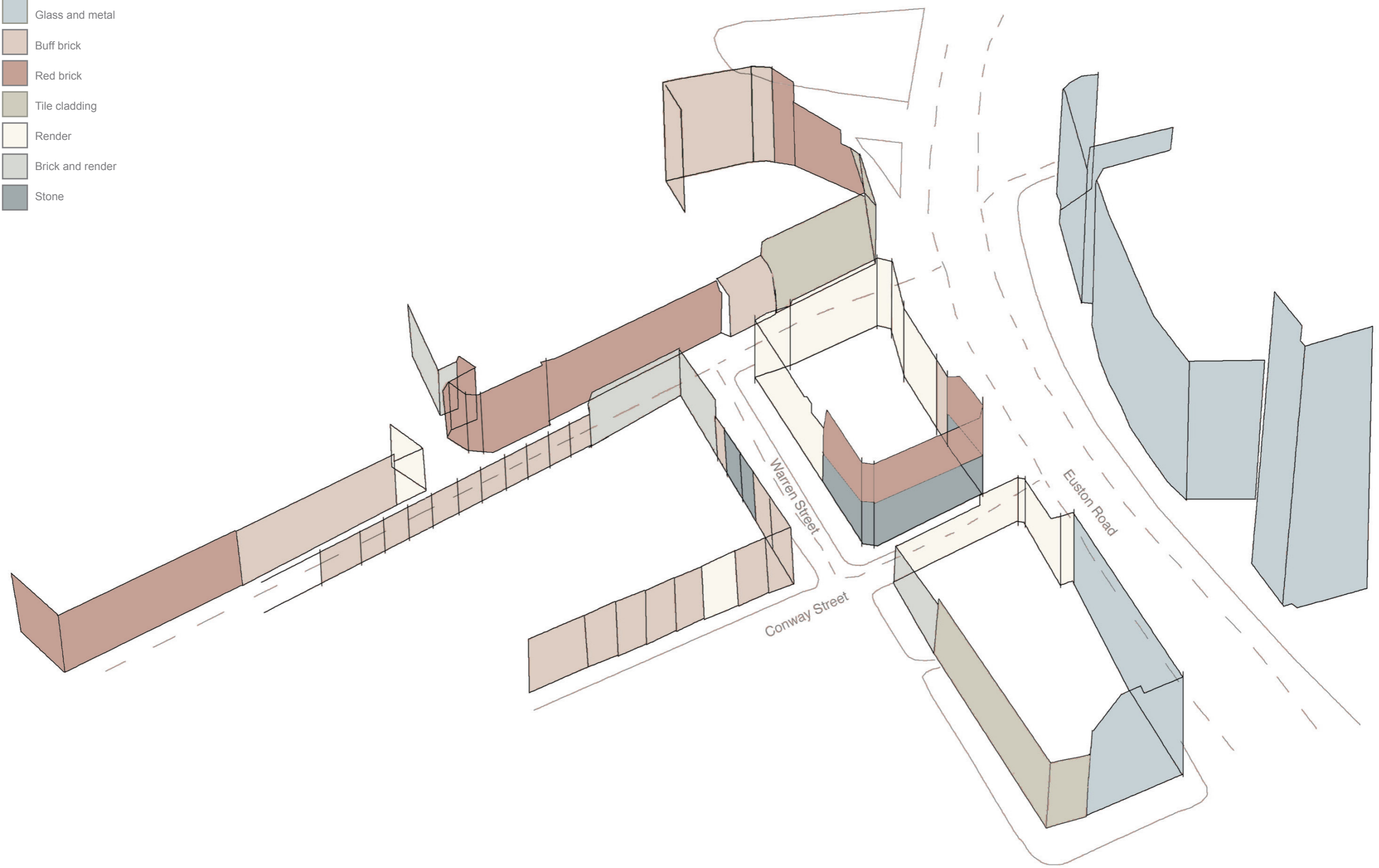
Section AA



Section BB

Key

- Glass and metal
- Buff brick
- Red brick
- Tile cladding
- Render
- Brick and render
- Stone



3.5.4 Materials

Section AA - Cleveland Street

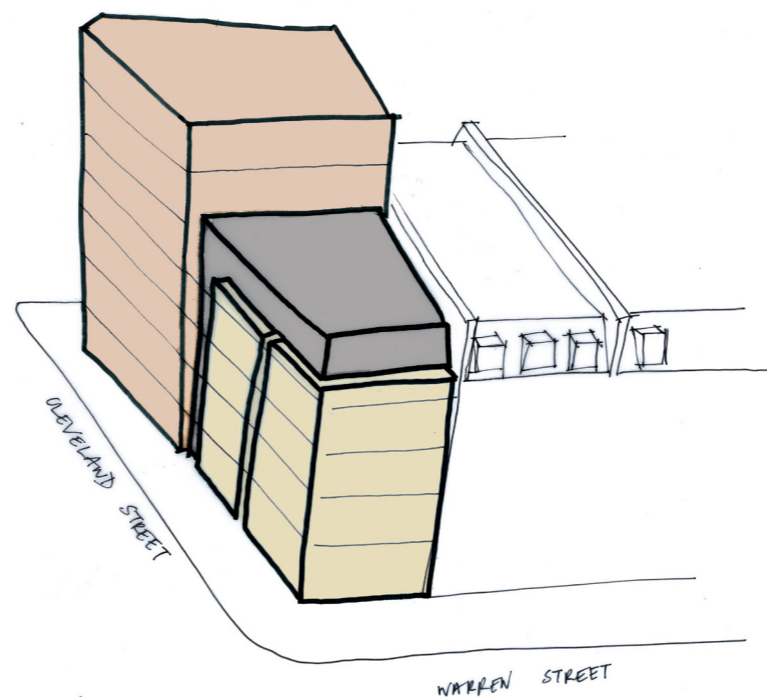
Cleveland Street is dominated by buff brick along the lower rise houses before being grounded by the corner brick and render building on the edge of Warren Street.

Section BB - Euston Road

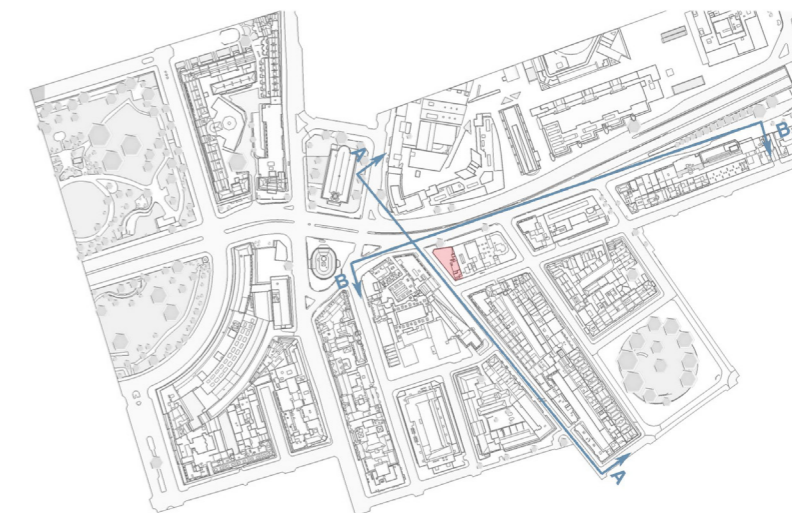
There are a variety of materials along the Euston Road elevation including stone, red brick, tile cladding and glass facades. There is no unifying material running across the facade.

Summary

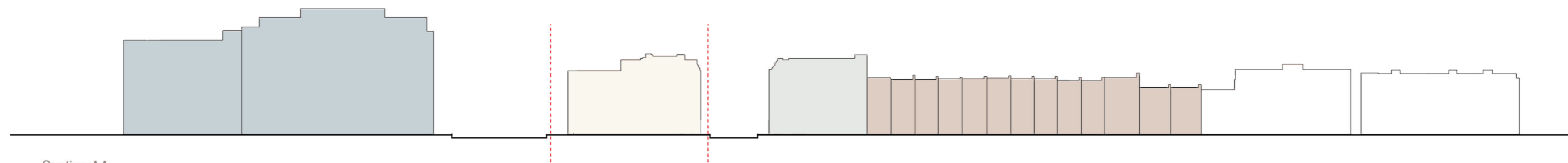
The corner element to the north has the potential to reintroduce a warmer material into the facade reacting to the red brick featured on 365 Euston Road at the other end of the block. As the massing progresses to the south the facade could soften and lighten in response to the buff brick. The top floor of the massing could utilise a different material, relating to the surrounding mansard roofs and act as a barrier between the northern massing and southern elements. If we were to create a continuous facade the massing dominates the streetscape and appears over imposing.



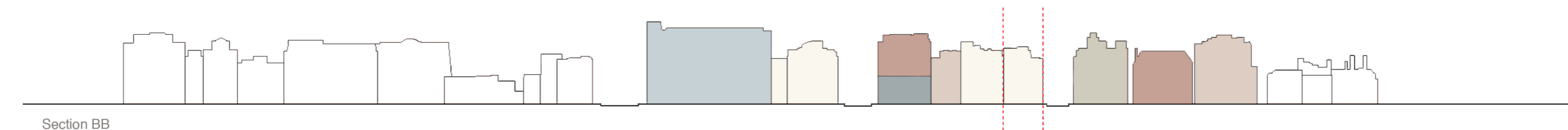
Initial study of facade treatment



Key plan



Section AA



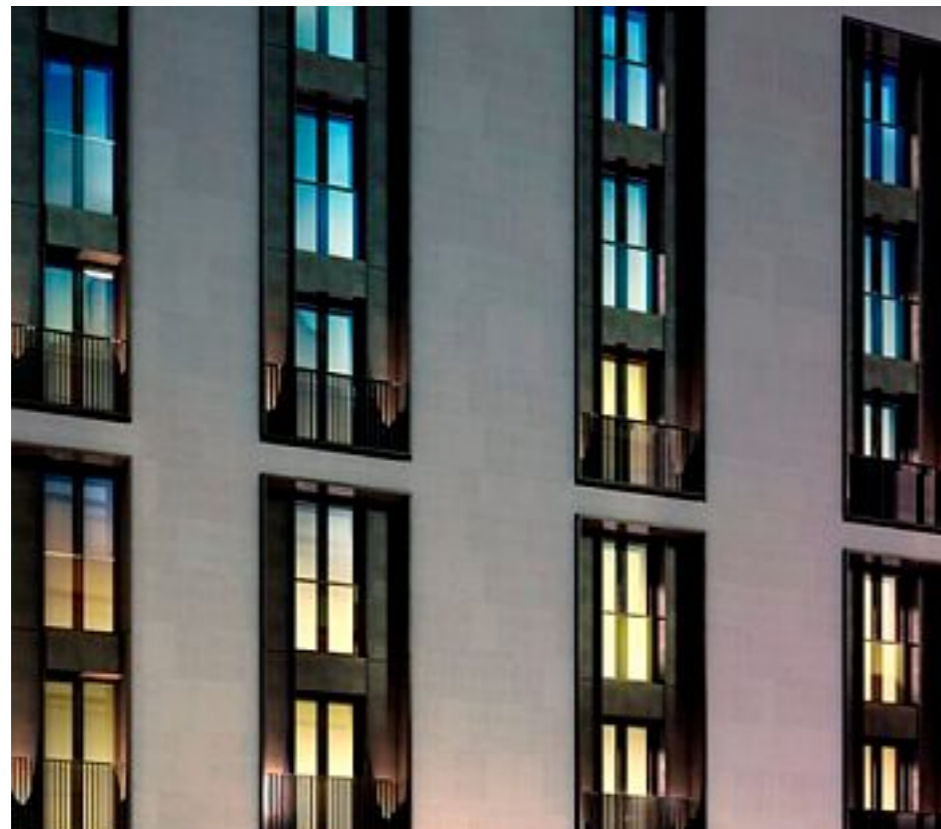
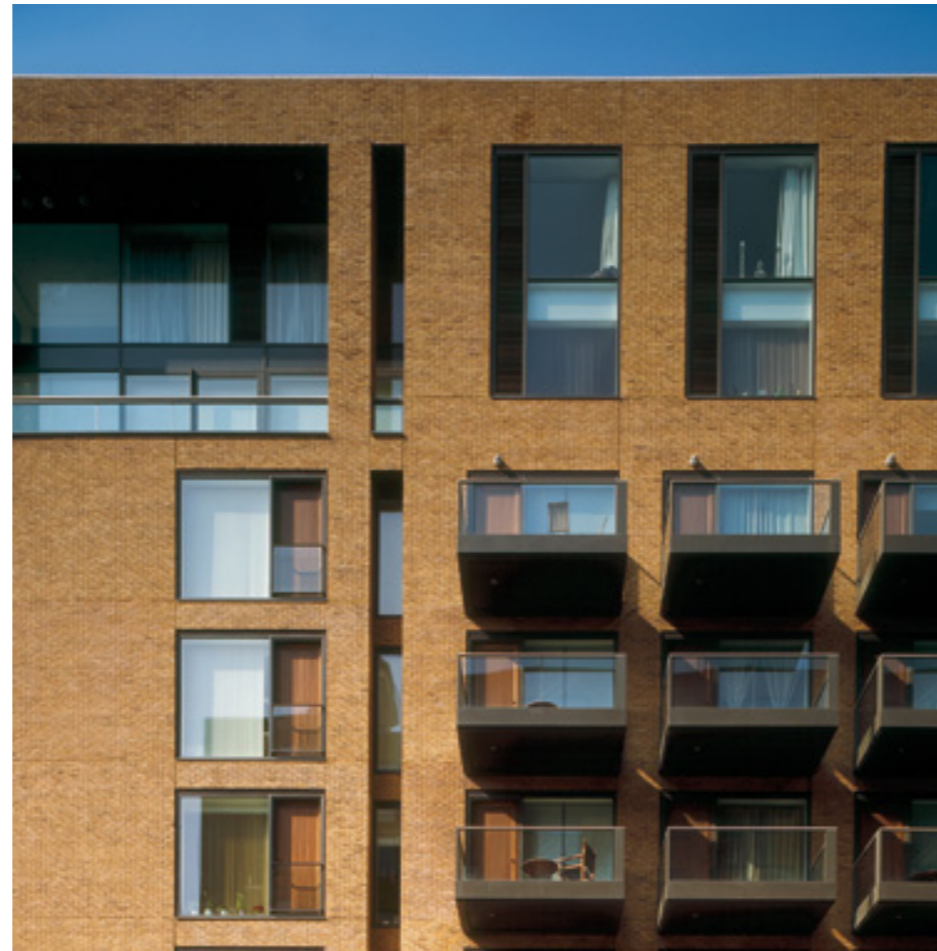
Section BB

3.6 Precedents

3.6.1 Material precedents

We have reviewed potential options for the various elements of the design:

- northern block: red sandstone rainscreen tiling system or a traditional london stock dark red textured brick
- southern block: pale brick or stone tiling system
- wrap around roof element: aluminium
- window frames: powder coated aluminium frame





3.6.2 Development precedents

The design is intended to portray a crisp flat facade with deep recessed windows with a combination of Juliette and recessed balconies. The intention is for the fenestration across the three block to read in a similar architectural style in order for the scheme as a whole to still read as one.

