



## 5.4 Scale and massing

The principle of two blocks was established through the early design process and the subsequent consultation process.

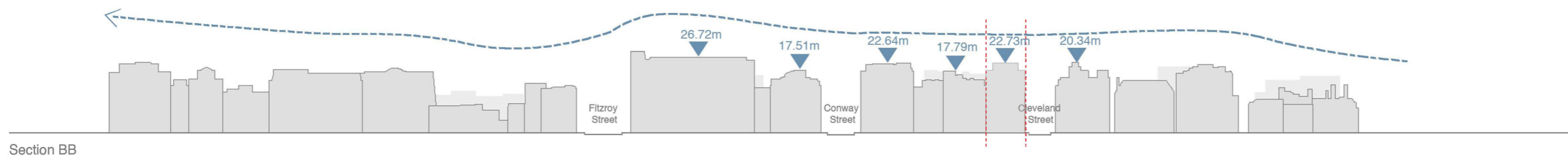


Proposed massing key

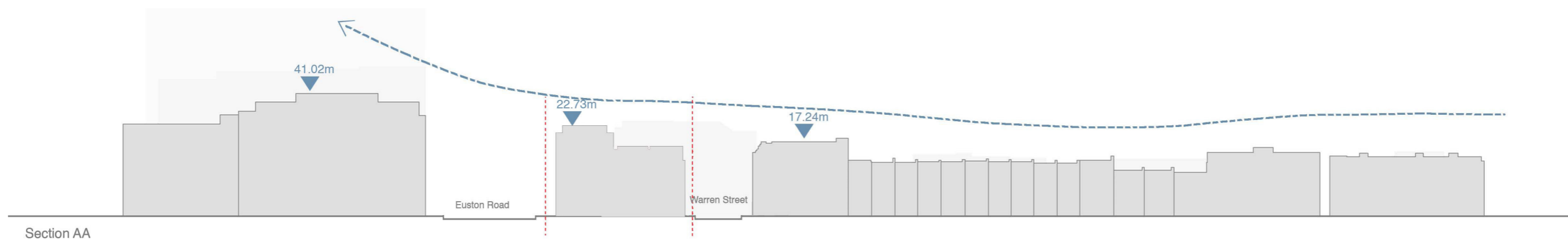
The massing was reviewed in relation to the surrounding townscape and it was analysed to ensure minimal impact on the streetscape. With Euston Road, the height was designed to create a relationship with 365 Euston Road at the other end of the street block. It is marginally higher by 90mm to the height of 365 Euston Road.

As the building progresses along Cleveland Street the massing increases to step up towards the British Land building across Euston Road.

To the rear, along Warren Street, the parapet height remains the same as the parapet height along the street with a set back roofscape in keeping with the adjacent properties.



Proposed massing within townscape analysis along Euston Road



Proposed massing within townscape analysis along Cleveland Street

## 5.5 Appearance

### 5.5.1 Northern massing



Proposed massing key

The following characteristics have been considered important for the northern massing:

- relationship with 365 Euston Road, providing a more settled
- distinctive corner feature
- reduced set back top storey submissive in relation to the main massing and in keeping with the architecture in the neighbourhood.
- views towards the BT Tower

#### Relationship to 365 Euston Road

365 Euston Road is currently the tallest building within the block including the application site. The intention with the northern massing was to relate to 365 Euston Road and make it appear more settled within its surroundings. The building has been designed to not exceed the height of 365 Euston Road. The top storey has been set back behind a high parapet of the storey below in a similar style to 365 Euston Road.

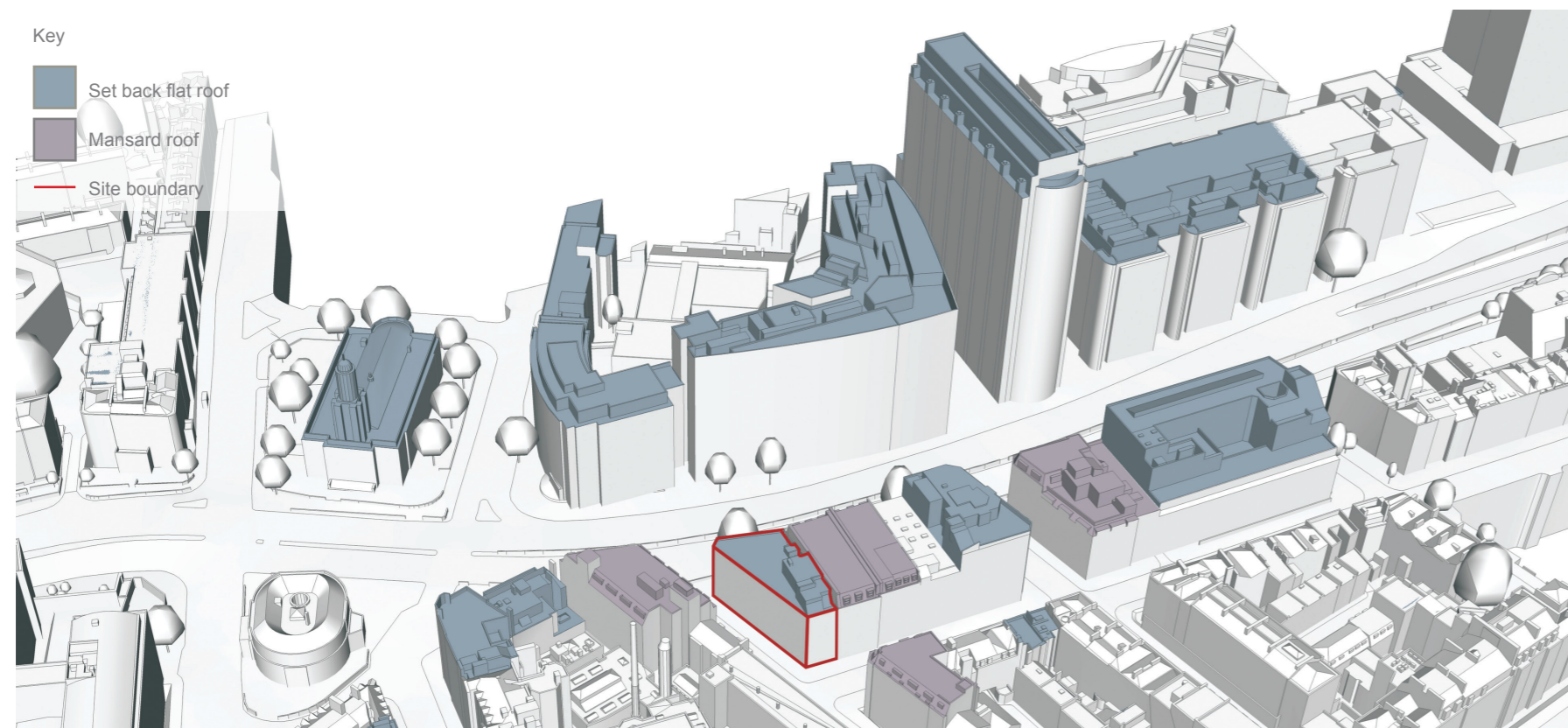
In addition there is a range of facade treatments on the neighbouring buildings along Euston Road. 365 Euston Road has been treated with a traditional red brick and enables the opportunity to provide a warmer facade treatment than the existing stone ashlar facade.

#### Set back top storey

A significant number of buildings within the local vicinity have either a set back roof or a mansard roof which is submissive to the main massing of the building, as shown in the map below. In the Euston Road area where there are limited consistent architectural features, this is a strong relationship that runs through many of the buildings. The proposal has a set back roof that has a different facade treatment to the lower floors, being submissive not only in massing but also treatment.

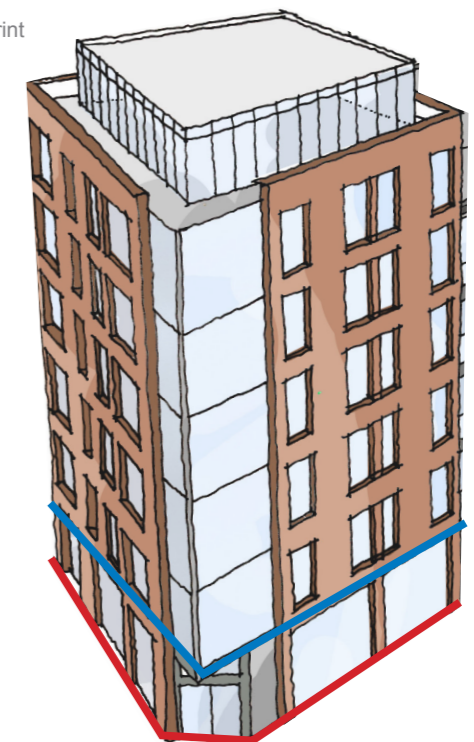
#### Distinctive corner feature

The site has a prominent location at the corner of Euston Road and Cleveland Street. The existing building already steps forward towards the corner in relation to the remaining street line giving the building a prominent setting in relation to its surroundings. The proposal aims to enhance this feature and extend the two facades to a point. This improves the visual impact of the building on the surroundings while also providing views across Regent's Park for the residents of the development.



Location of buildings with a habitable roof storey

- existing building footprint
- proposed building footprint



Corner extension diagram

### Views towards the BT Tower

The views from Euston Road towards the BT Tower are an important part of the neighbouring area. Therefore during the design of the development, the building was considered to ensure it proposed minimal impact on these important views. The map below highlights where the view is altered and the existing and proposed views at important locations. The view is only altered in a very limited area and when the view of the tower is already hindered by the existing building.



Existing view 1

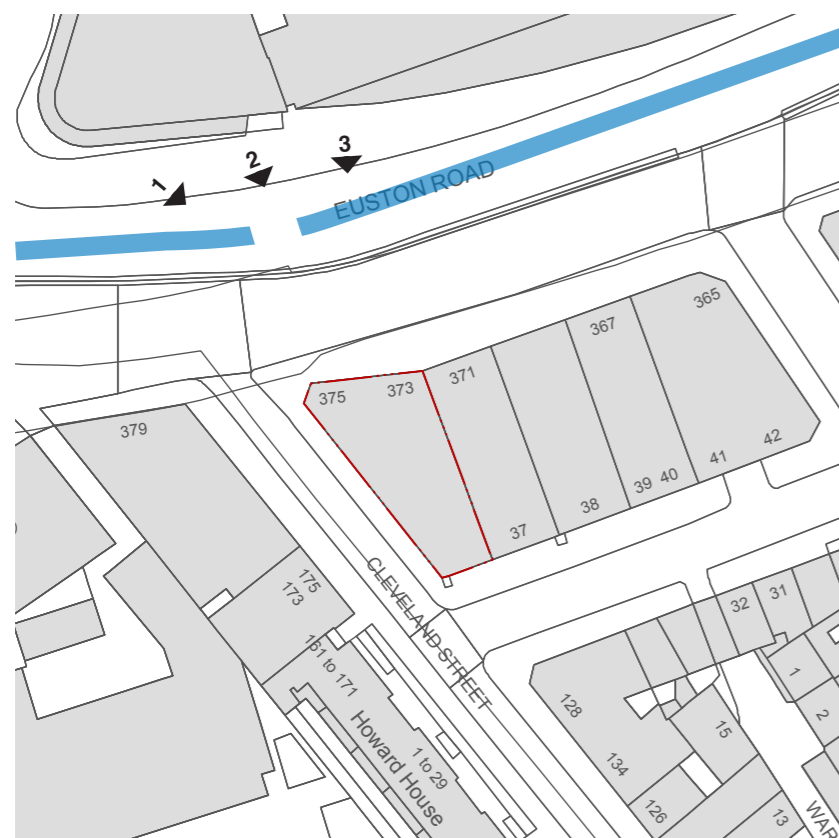


Existing view 2



Existing view 3

Proposed scheme not affecting the view towards the BT Tower from this location



Map highlighting where proposal will impact on view of BT Tower



Proposed view 1



Proposed view 2



Proposed view 3