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**5.0 Design Development**

- 5.1 First Design Discussion - Sept 2010
- 5.2 Second Design Discussion - Oct 2010
- 5.3 Third Design Discussion - Dec 2010
- 5.4 Fourth Design Discussion - Feb 2011
- 5.5 Fifth Design Discussion - Feb 2011
- 5.6 Presentation to the GLA - Feb 2011
- 5.7 Sixth Design Discussion - March 2011
- 5.8 Further Design Development
- 5.9 Summary of the Design process



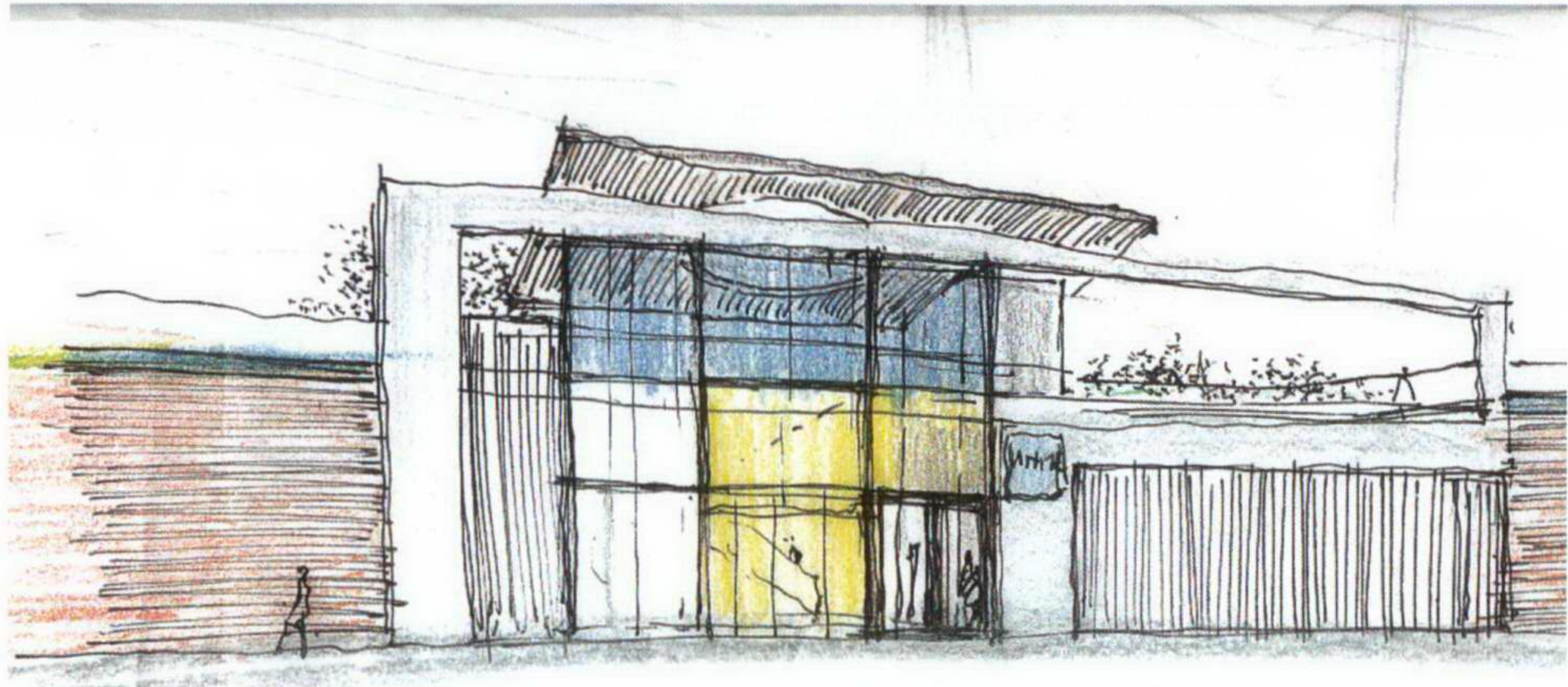


Fig - 5.1.1 - Sketch View of the Entrance

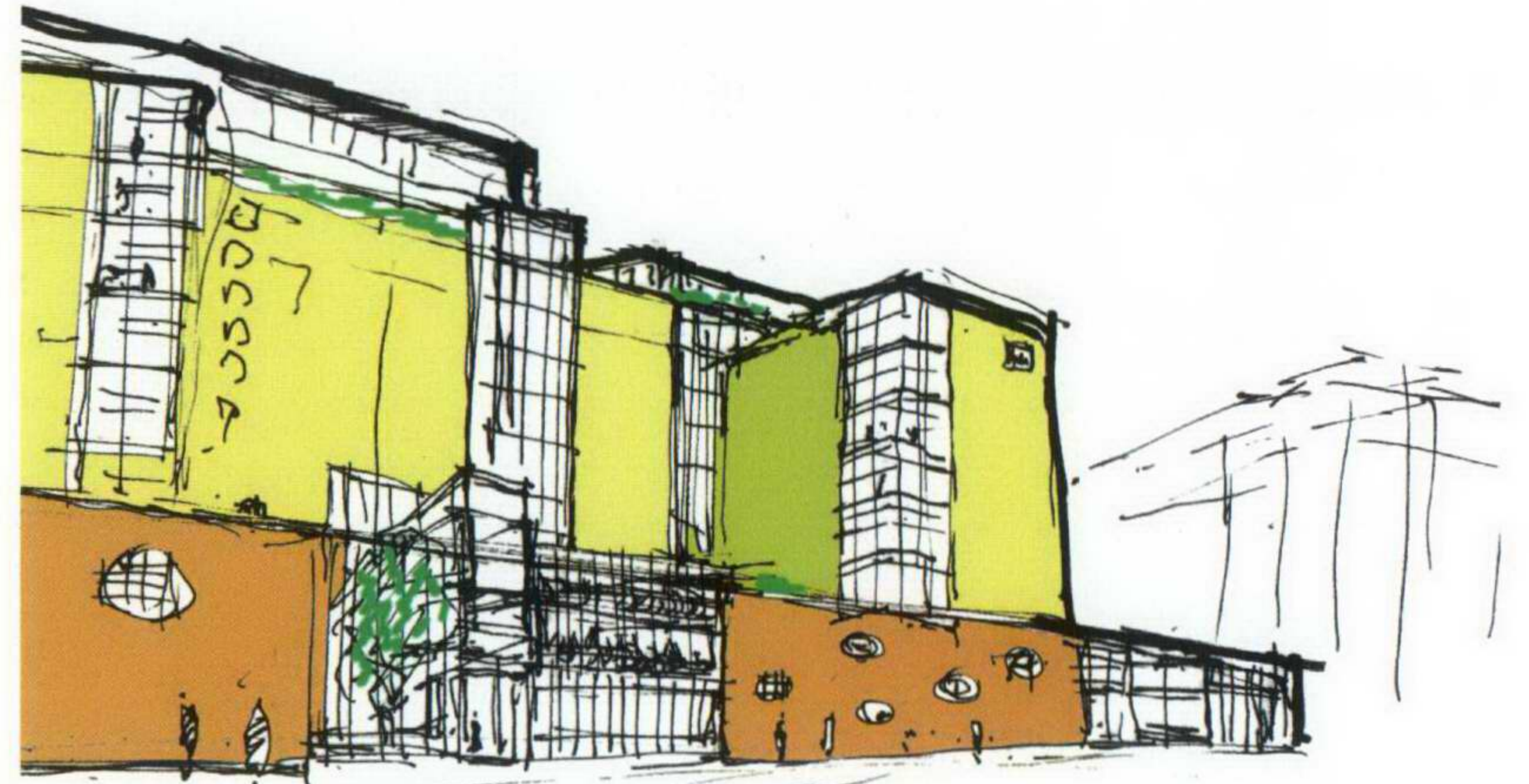


Fig - 5.1.2 - Sketch View of the Development

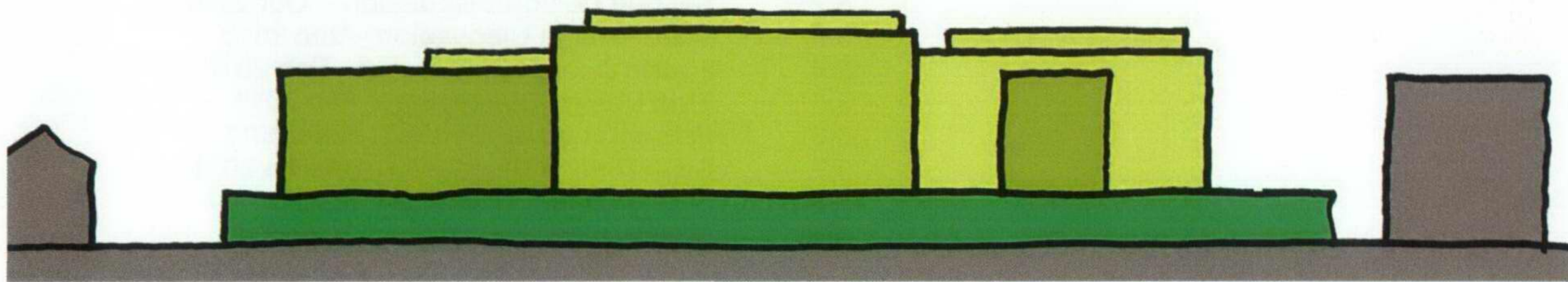


Fig - 5.1.3 - Sketch Massing Study

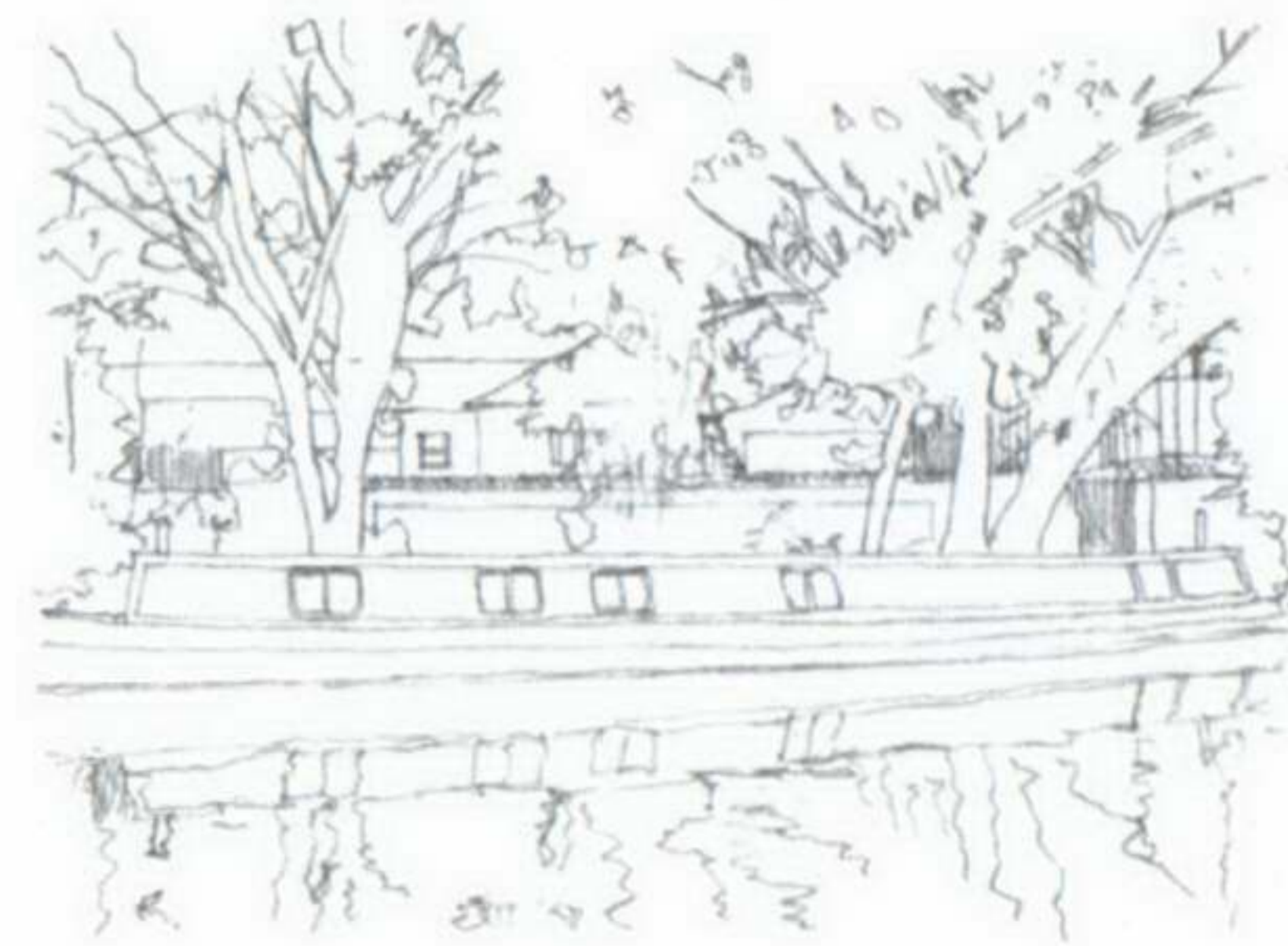


Fig - 5.1.4 - Sketch views from critical points





## 5.0 Design Development

### 5.1 - Discussion with Camden Council Design Officer 22.09 2010

The sketches shown on these pages were tabled at a meeting with the design officer in September 2010. The main aim of this meeting was to show how we were thinking in relation to the comments given at the first pre-application meeting. The most crucial aspect of the design at this stage, was to establish the basic form and mass of the design.

- The conceptual development and principles were discussed.
- The general revised layout of the site was considered to be successful in breaking up the mass of the building and in making a strong composition.
- The wall between the road and St Pancras Way was discussed in some detail. It was preferred that there should be more transparency in the wall. The builders merchants' activities bring a lot of life to the street and to hide it all behind a solid wall could detract from that. The Travis Perkins shop position should be more prominent.
- Whilst it was accepted that signage is necessary, it was preferred that it be well designed and not overbearing.
- The wall needs more detailed input.
- The elevations themselves need designing in a way that is in keeping with the building's concept. Further work is required on this point.
- It was suggested that in our approach to the podium level design we should promote as open a space as possible with a collegiate feel.
- We were encouraged to investigate how to express the modular nature of the design.

With the general principles agreed we continued with the design process to investigate the individual elements in more detail.

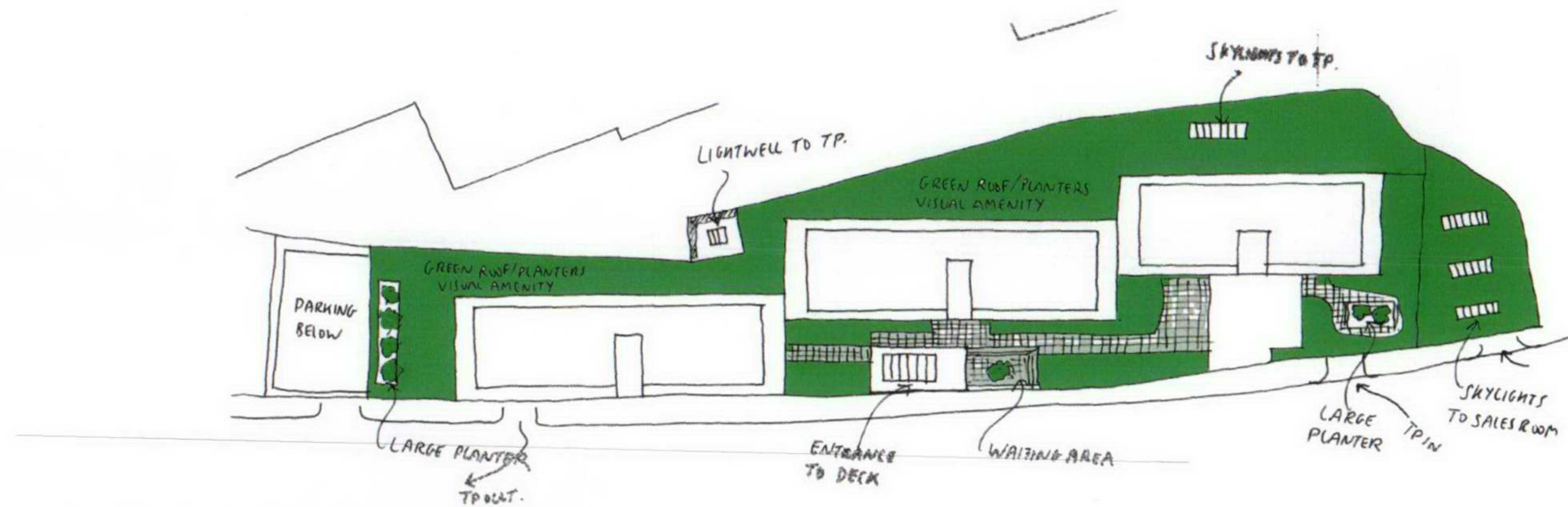


Fig - 5.1.5 - Sketch Plan of the Layout of the Blocks

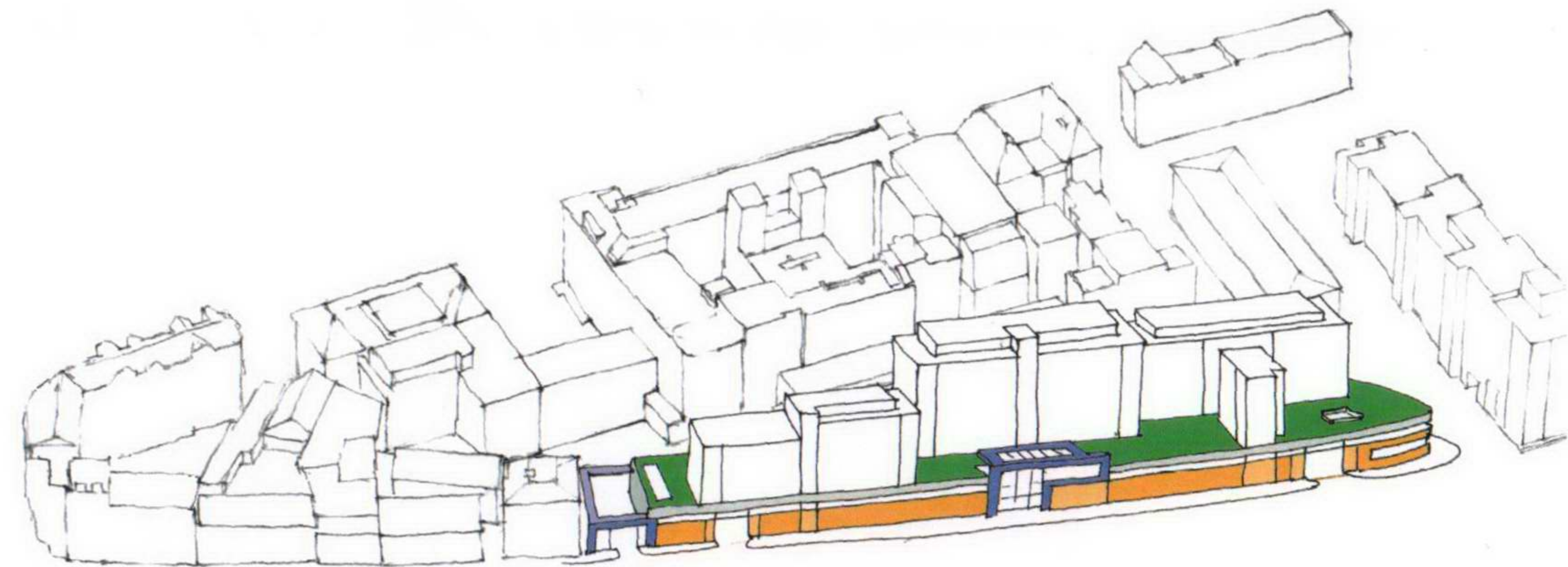


Fig - 5.1.6 - Sketch View of the Development



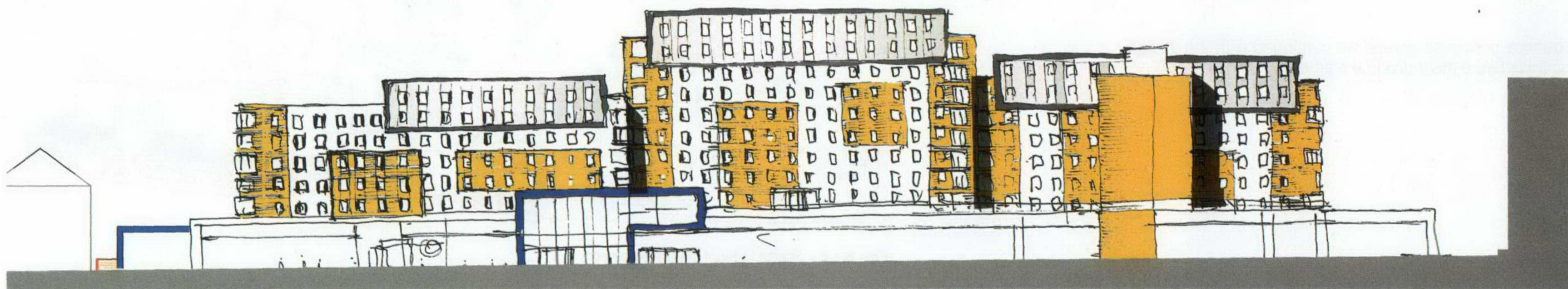
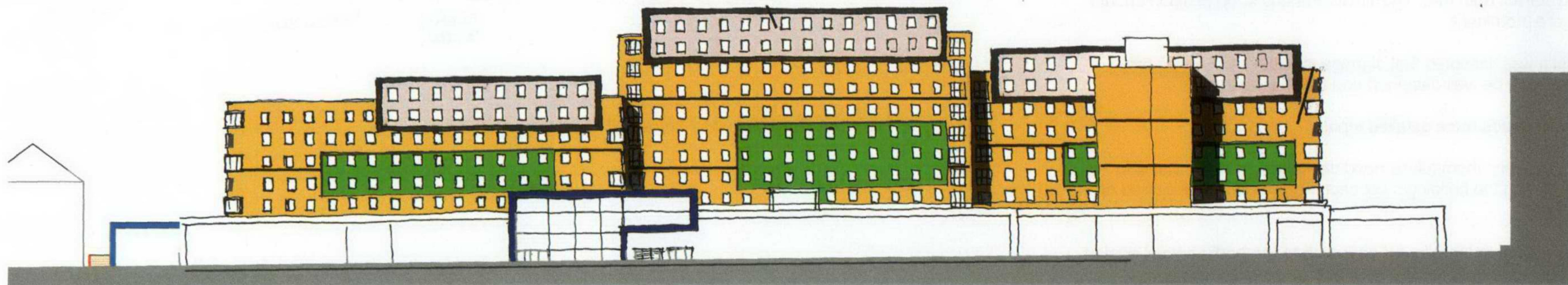
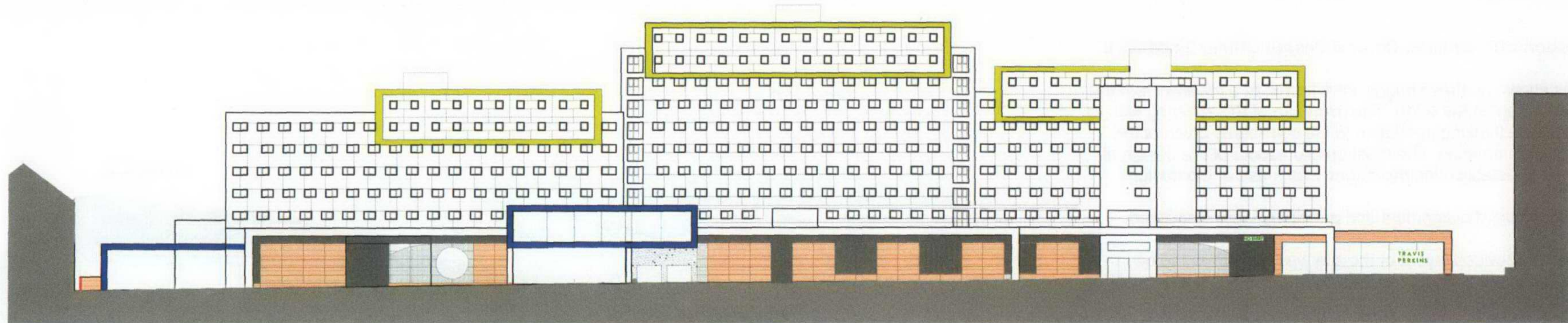


Fig - 5.2.1 - Elevation Studies



## 5.0 Design Development

### 5.2 - Discussion with Camden Council Design Officer 20.10.2010 (as well as subsequent discussion via email)

The main elements of the design at this stage were:

- **Height, form and mass.**  
This generally follows the principles as set out in the previous meeting, although at this stage we began to show more detail.
- **Podium Deck**  
We improved the design of the podium by stepping it back from the front of the site in line with the blocks. This expresses the idea of the stepped bridge mentioned earlier. We also moved the main student entrance back in line with one of the blocks, in order to create a more open landscaped podium deck. The design also allows for a more prominent Travis Perkins shop as requested at the previous meeting (Fig 5.2.3).
- **Boundary Treatment to Travis Perkins.**  
We showed the boundary to Travis Perkins as being a pattern of brick set into a regular metal frame. This is set apart from the podium by a glazed strip.

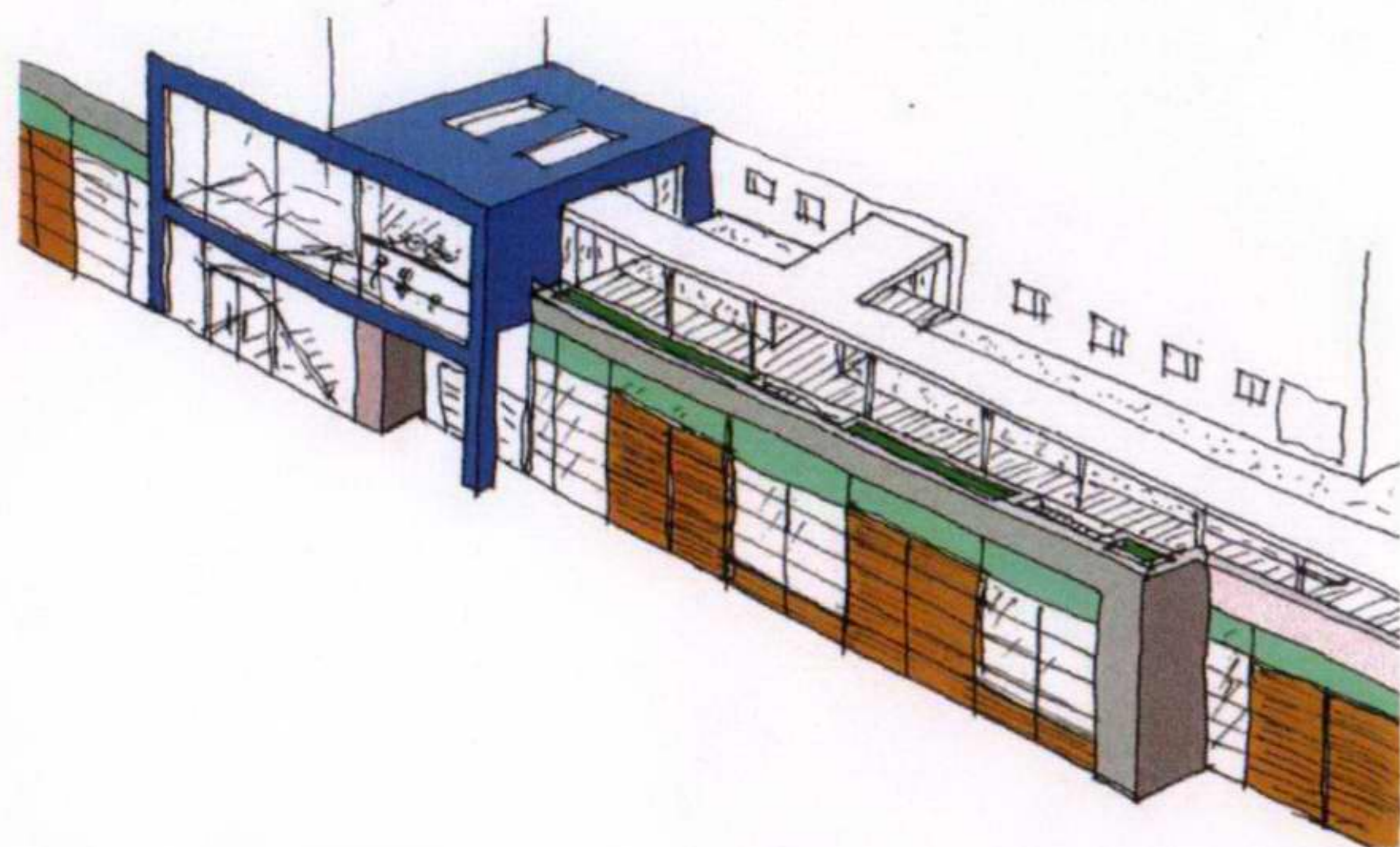


Fig - 5.2.2 - The Entrance / Fence and Podium

- **Façade Treatment**  
We are here showing a shifting tessellated façade to express movement and change as a part of the programme (Fig 5.2.4). The ends of the blocks however are more solid and vertical, to show the fact that the building and the operators are to remain for the long term. We also introduced large boxes which float on the shifting façade. These boxes are seeking to introduce a reference to shipping containers, further accentuating the shifting, modular nature of the project (Fig 5.2.3).

The response from the Design Officer was as follows:

- The overall mass and concept of the design was acceptable.
- The principle of the wall to Travis Perkins and the entrances was acceptable but requires more detailed design before the final planning application. More openness to the operations behind was preferred.
- The stepped design of the podium deck was agreed.
- The new location of the main entrance was discussed and agreed as positive.
- The elevations were discussed and it was agreed that more work would be put into their design. Positive elements were the attempt to break up the mass with the box like structures. The shifting tessellated façade was less welcome, but the principle of how we were trying to express the concept was encouraged.
- More investigation into materials is required with a suggestion to investigate more traditional materials such as brick cladding, to be more contextual and solid.

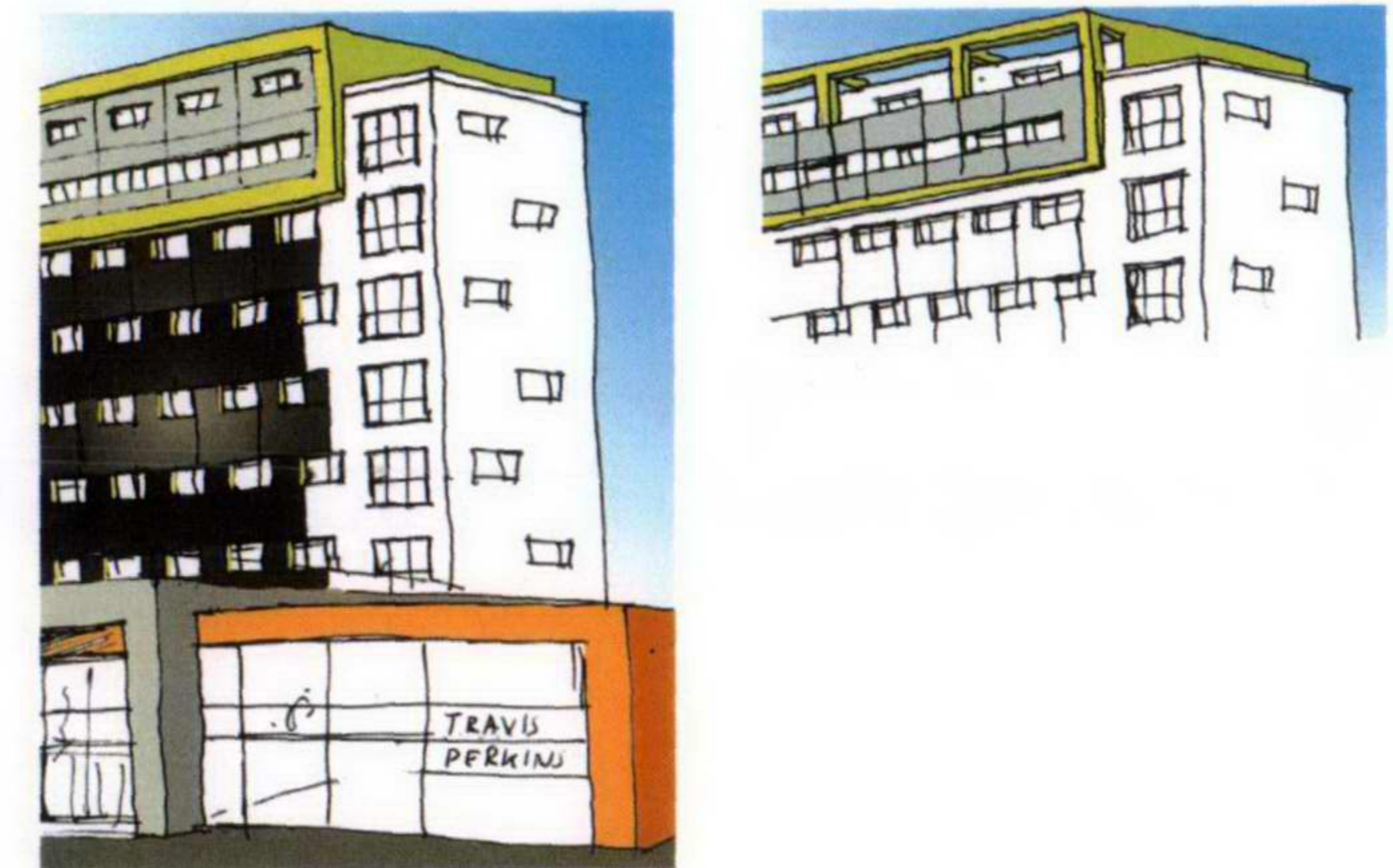


Fig - 5.2.3 - Options for the Top Floors

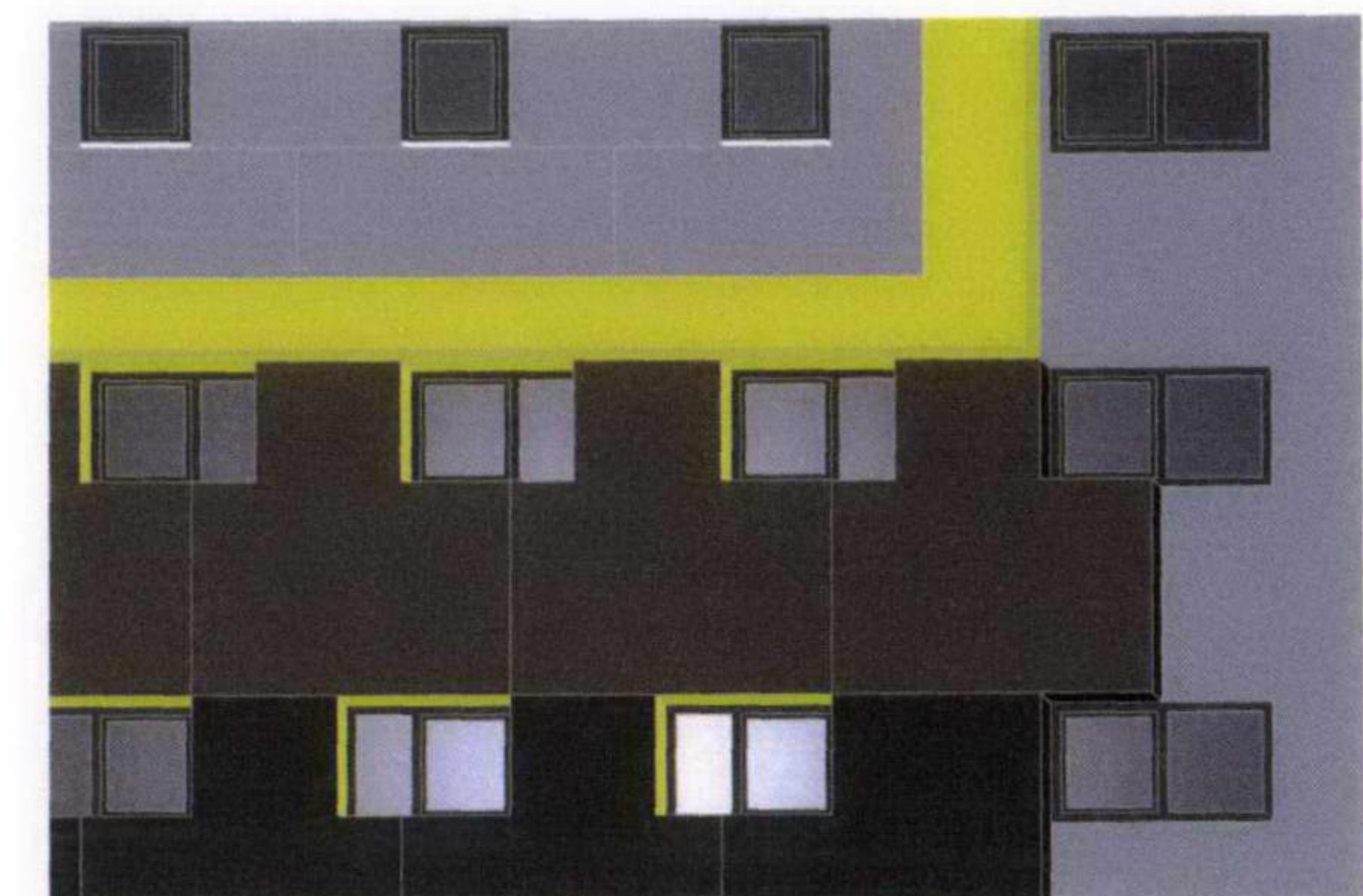


Fig - 5.2.4 - Elevation Study Showing the Shifting Tessellated Pattern



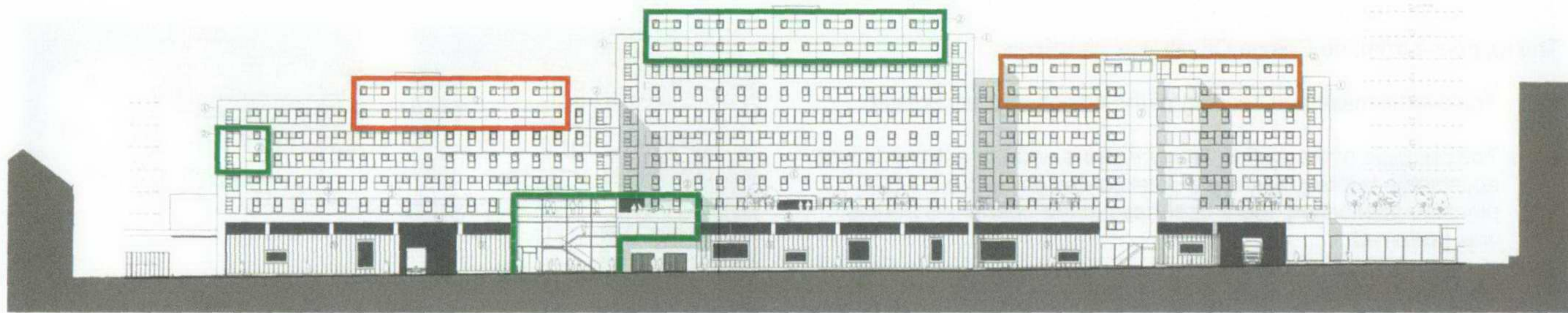


Fig - 5.3.1 - Elevation to St Pancras Way



Fig - 5.3.2 - Draft Model viewed from St Pancras Way



## 5.0 Design Development

### 5.3 - Discussion with Camden Council Design Officer 15.12.2010

The drawings shown here illustrate how the design was developed based on the comments received from Camden at the previous meeting.

The main elements of the design at this stage were:

- **Height, form and mass.**  
Was agreed at the previous meeting and was not altered.
- **Podium Deck**  
Was agreed at the previous meeting and was not altered.
- **Boundary Treatment to Travis Perkins.**  
At this stage, we'd fundamentally altered the design of the boundary treatment in response to comments from both the client and the Design Officer. Travis Perkins normally enclose their sites with green palisade fencing. We looked at how we could take the best aspects of this - the transparency, and Security, but give it a more friendly designed aspect to the street (Fig 5.3.5).
- **Façade Treatment**  
In addressing the comments from the last meeting, we introduced some more contextual materials by forming a distinct brick skin. We also started to explore the ideas discussed in 4.3.4 (The Skin) by expressing the scattered modules by carving out openings in the brick.



Fig - 5.3.3 - Elevation Detail at Entrance

The response from the Design Officer was as follows:

- The overall design should not get so busy that the concept is lost. 3d views will allow this to be tested.
- The material palette should be limited to aid in the clarification of the concept.
- The large high level boxes are overly dominant in the design and should be fragmented.
- The interlocking box detail is strong and could be developed further in other parts of the scheme.
- The plant room area to the south of the site needs some further development, and should be integrated into the building fabric, rather than appear as a bolt on.
- The concept and design of the Travis Perkins wall is generally good but may need some minor design development.
- The depth of the façade is limited by the modular construction, to a 400mm step out from the modules. It's important to look at how this could be best maximised to prevent the façade becoming too flat. The macro and intermediate scale of the development is working well, but more needs to be done on the micro scale.



Fig - 5.3.4 - Detailed Elevation Study



Fig - 5.3.5 - Detail Study of the Fence





Fig - 5.4.1 - View of the Model



## 5.0 Design Development

### 5.4 - Discussion with Camden Council Design Officer 04.02.2011

Further design development since the last meeting resulted in the following points being discussed.

The status of the design at this stage was as follows:

- **Height, form and mass.**  
Was fixed previously.
- **Podium Deck**  
Was fixed previously.
- **Boundary Treatment to Travis Perkins.**  
Was fixed at the last meeting, subject to minor tweaks.
- **Façade Treatment**  
A major change since the previous meeting was to fragment the large boxes at high level, to scatter them around the elevation as a stronger suggestion of shipping containers moving around and passing in and out of the building. This accords more closely with our original response to the site and the idea of movement and communication of goods and ideas.

The response from the Design Officer was as follows:

- The façade design direction is generally successful.
- The fragmenting of the large boxes is successful but perhaps requires a little more work to ensure the composition is strong.
- The façade is still rather flat, given that some elements of the scheme are very expressive. It was agreed that the feasibility of expressing a few of the boxes by leaning them out of the façade much more, would be investigated.
- The materials were discussed. Options could be investigated to further reduce the palette, for example making the boxes the same red as the podium level metal treatment.
- The basic treatment of the plant room area to the South of the site is generally good, although some attention to materials and the relationship to St Mungos next door could be looked at further.
- A landscaping sketch and canopy sketch were tabled and generally considered to be acceptable and should be incorporated into the final design.



Fig - 5.4.3 - View of the Model in Context

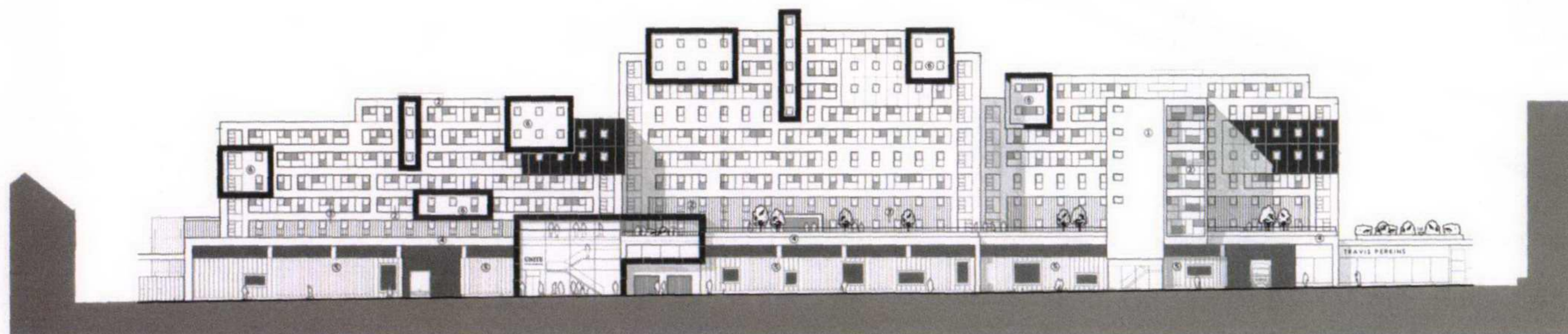


Fig - 5.4.2 - Elevation to St Pancras Way

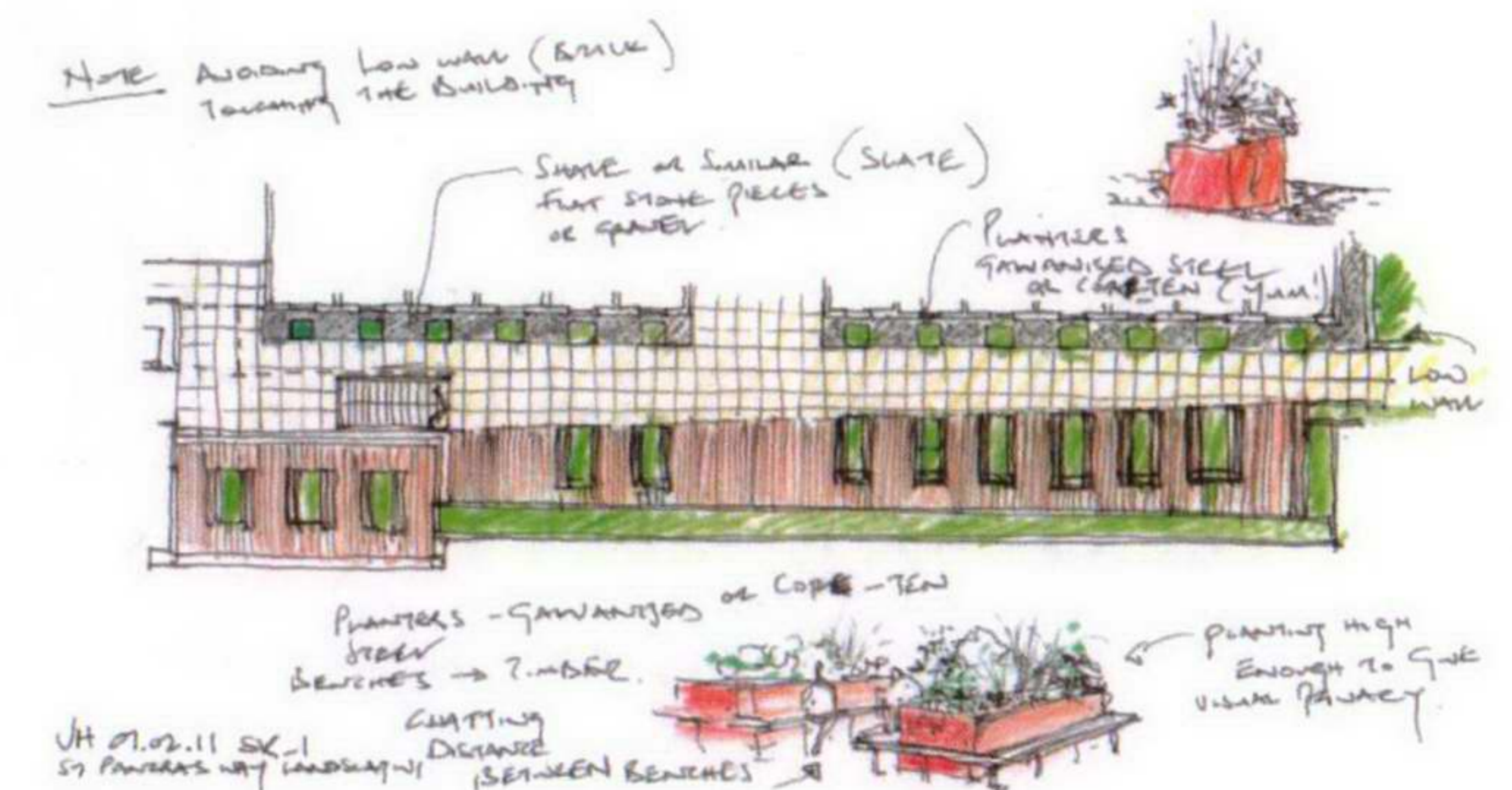


Fig - 5.4.4 - Landscape Design Sketches



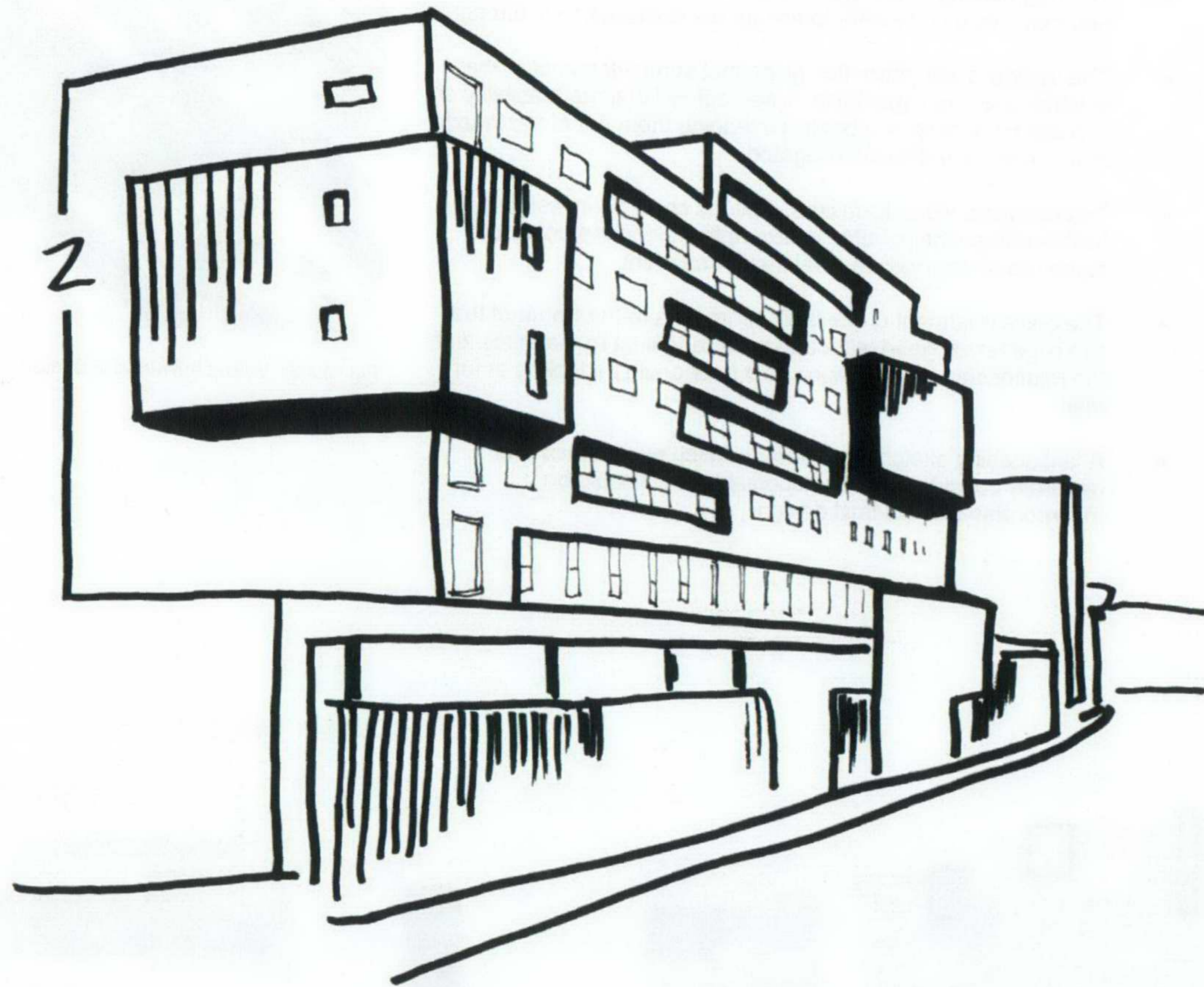


Fig - 5.5.1 - Sketch by Camden Council's Design Officer Showing Deep Cut Outs and Protruding Boxes