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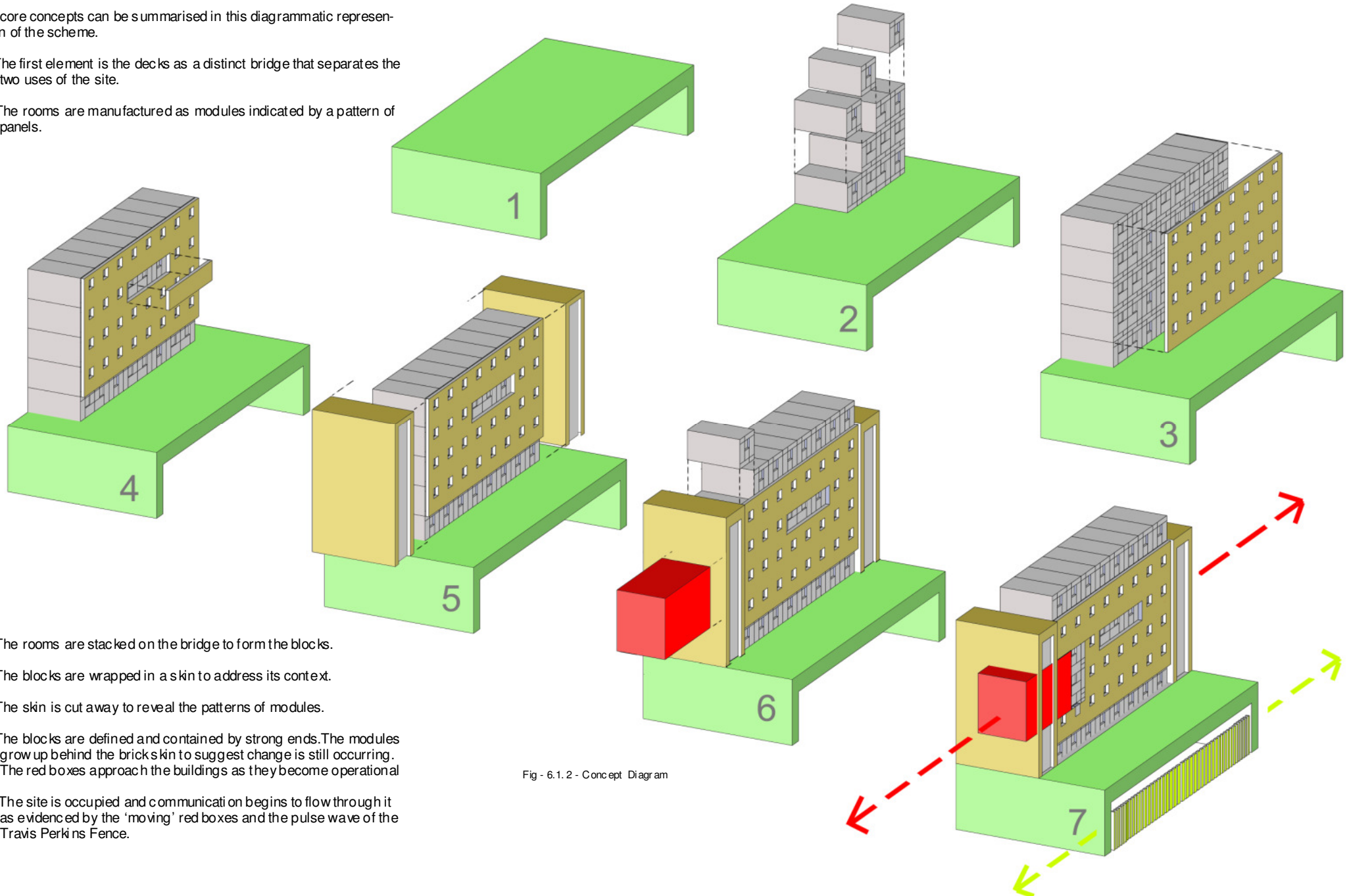
Fig - 6.1.1 - View of the Landscaped Plaza Looking Towards Block A

6.0 Description of the Submitted Design

6.1 - Summary of the Conceptual Development

Our core concepts can be summarised in this diagrammatic representation of the scheme.

- 1 - The first element is the decks as a distinct bridge that separates the two uses of the site.
- 2 - The rooms are manufactured as modules indicated by a pattern of panels.



- 3 - The rooms are stacked on the bridge to form the blocks.
- 4 - The blocks are wrapped in a skin to address its context.
- 5 - The skin is cut away to reveal the patterns of modules.
- 6 - The blocks are defined and contained by strong ends. The modules grow up behind the brick skin to suggest change is still occurring. The red boxes approach the buildings as they become operational.
- 7 - The site is occupied and communication begins to flow through it as evidenced by the 'moving' red boxes and the pulse wave of the Travis Perkins Fence.

Fig - 6.1.2 - Concept Diagram



Fig - 6.2.1 - View of the Site from St Pancras Way Looking Towards Block D

6.0 Description of the Submitted Design

6.2 - Architectural Quality

The architectural design of the development, sitting as it does between two conservation areas must seek to present its façade in a way that does not overpower its neighbours. The design challenge has been to express the repetitive façade in a conceptually satisfying way, by adding a level of detail, depth and overall composition that breaks down the scale of the building without being unduly fussy.

Whilst the final decision can be conditioned as part of an approval, we have sought to suggest materials of a high quality that relate to their context.

Our elevation design approach has been to continue the basic core design concepts through as far as we can into the design of the skin itself.

The ground level treatment will replace the existing blank sheds with a lively façade that clearly shows the vibrant nature of the builders merchants behind. We've chosen an industrial material for the fence cladding, in keeping with the use of the site, and the entrance to the student development is bold and distinct and in its language of frames and colour related clearly to the development above.

The deck will be formed from fair faced concrete, a neutral and robust looking material suitable for its conceptual and physical purpose.

The modules themselves will be clad in a panel system that accentuates the industrial nature of their manufacture.

The skin will be formed from a brick that will be carefully chosen to blend the different types of brick in the immediate surrounds, to create a focus of order in the neighbourhood. The brick is set very forward of the cladding panel to give a great depth to the façade that will make it intensely expressive.

The red boxes will be clad in a similar material to the modules, and the mesh screen will be a contrasting shade of red to further give depth and life to the façade.



Fig - 6.2.2 - Detail View of the Travis Perkins Fence



Fig - 6.2.3 - Detail View of the Red Boxes



Fig - 6.3.1 - View of the Site from St Pancras Way Looking South Towards Block D

6.0 Description of the Submitted Design

6.3 - Urban Design

The building form has grown out of our interpretation of the programmatic requirements of the brief and how that relates to the site context.

The existing site when viewed from St Pancras Way steps down from an 8 storey neighbouring building to the North to a three storey building to the South. However with 6 storey developments further to the South, the southern neighbour already seems to be quite low in scale relative to its surroundings. That said, we have addressed this street elevation by meeting the 8 storey neighbour, rising up in the middle of the site to the maximum at the centre, and stepping down again to address the lower elements to the South. This is all in accordance with planning guidance received at the first pre-application meeting with Camden Council.

The proposals are formed from three similar but distinct blocks that step back along the site from South to North. The Northernmost block is in the shape of a T, with a lower tail stepping back out to the street to offer a continuation of the building line rhythm and to contain the plaza on the deck.

The deck forms the roof of the Builders Merchants that also steps back slightly from the site edge as the road curves, in order to break up its overall form.

The outline form and mass has been arrived at through discussions with Camden Council and offers an interesting and contextual response to the site that respects the immediate urban fabric and introduces a distinctive and expressive composition.



Fig - 6.3.2 - View from Goldington Square



Fig - 6.3.3 - View from St Pancras Way Looking South



Fig - 6.4.1 - View of the Site from St Pancras Way Looking North Towards Block A

6.0 Description of the Submitted Design

6.4 - Critical Views and Public Realm Impact

Officers' advice has consistently been that a building of this height should be acceptable if well designed. We have kept this as a guiding principle when developing the design and we will show in this section how a building of this height will appear in the wider public realm.

The Local Authority indicated important views towards the site from Regents Canal and Goldington Square, which should be considered in terms of the impact of our proposals. We also identified a view from Royal College Street between the listed terrace and the Royal Veterinary College. A further assessment was requested by the design officer, to show how the building would appear from further North up St Pancras Way.

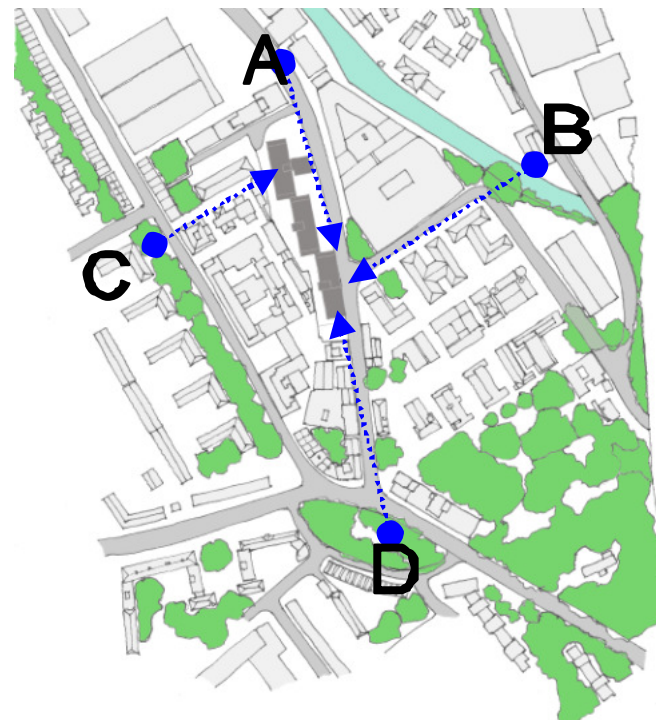
The photomontages show how the building would be viewed from these locations. The ten storey high development sits on a site that was once the River Fleet, and so is lower than the surrounding area. It therefore appears lower than 10 storeys from the wider public realm, and we feel that in the context of a highly developed urban area, sits comfortably in the urban fabric around.



Fig - 6.4.1 - View from St Pancras Way Looking South



Fig - 6.4.2 - View from Regents Canal



Light colour indicates new approved development nearby



Fig - 6.4.3 - View from Royal College Street



Fig - 6.4.4 - View from Goldington Square Looking North



Fig - 6.5.1 - View of the Site from St. Pancras Way Looking North Towards Block D