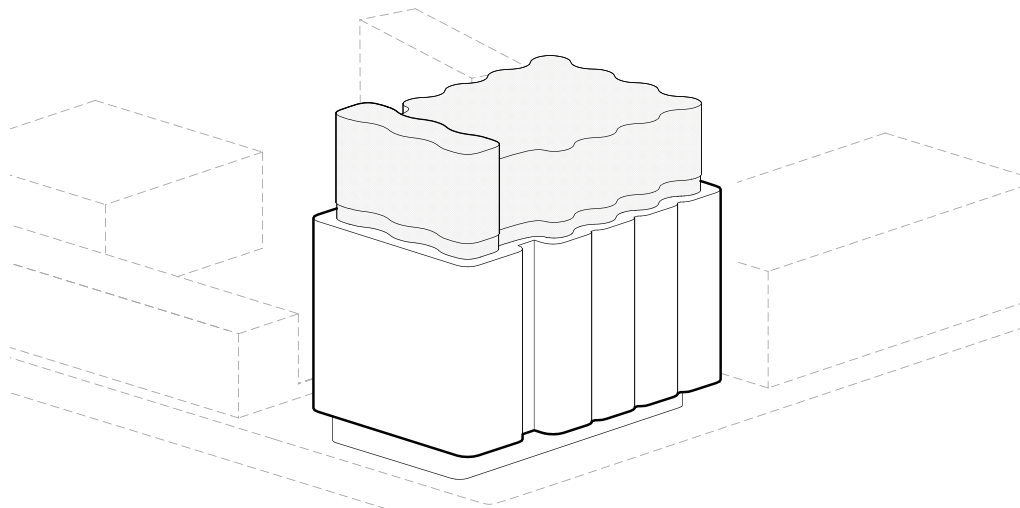
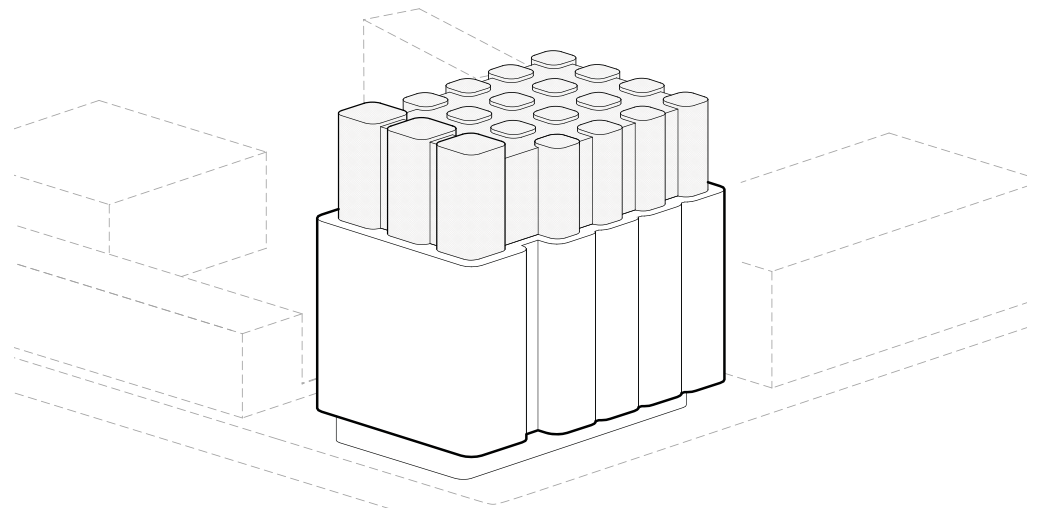


# Design Evolution



3. Take reference from the host building below

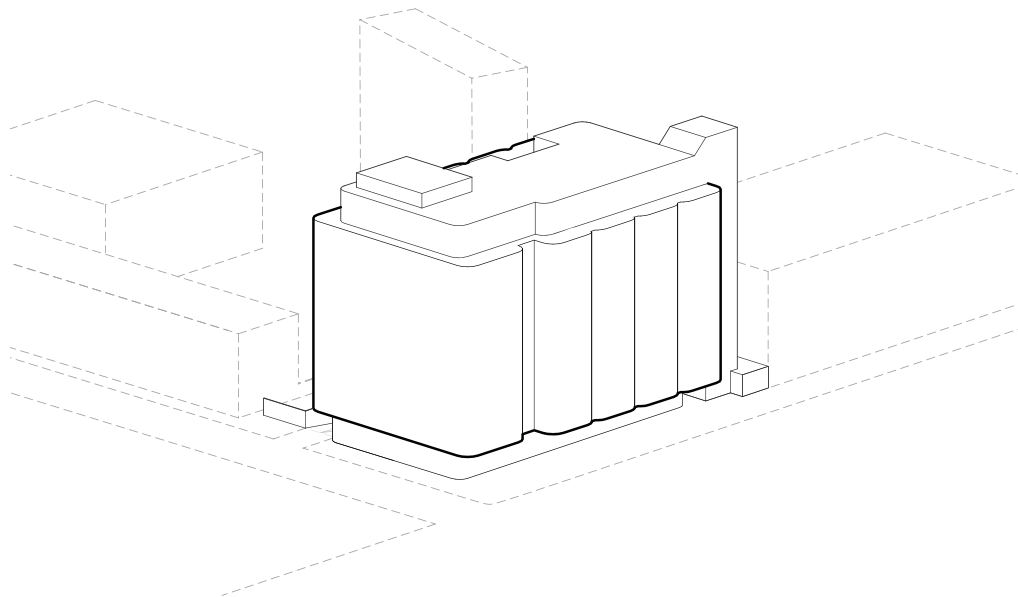


4. Take direct reference from the host building below to generate form above

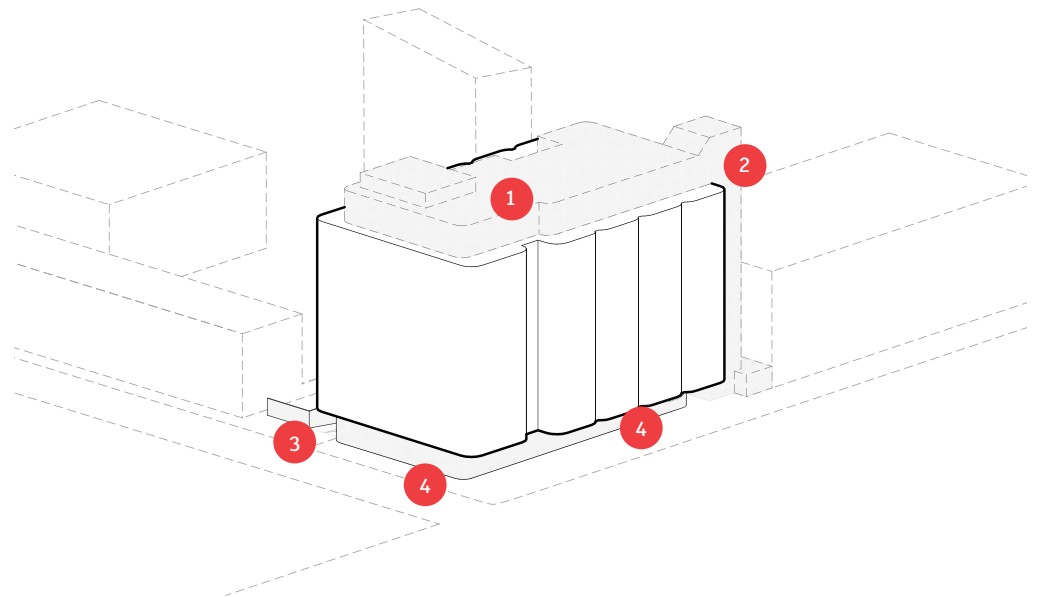
# Overview of proposals

The adjacent diagrams illustrate the main architectural developments that will transform the building and its surrounding environment. The following pages expand on the detail of the proposals.

- 1 Remove plant room
- 2 Remove west core
- 3 Reduce width of ramp
- 4 Remove dark glass around base of building and other visual clutter
- 5 Remove dark glass windows from concrete skin



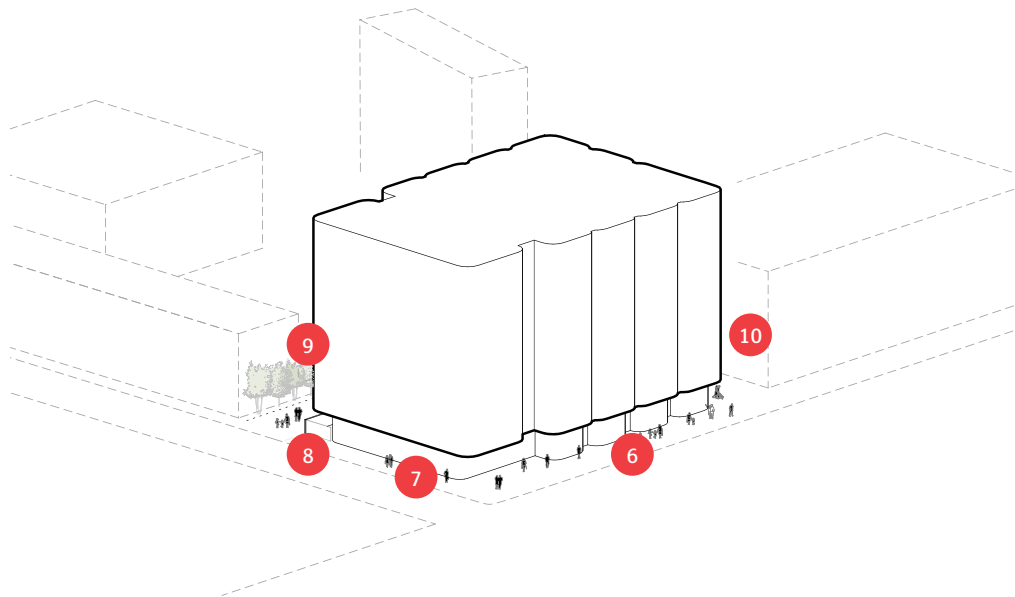
1. Existing building



2. Strip building back

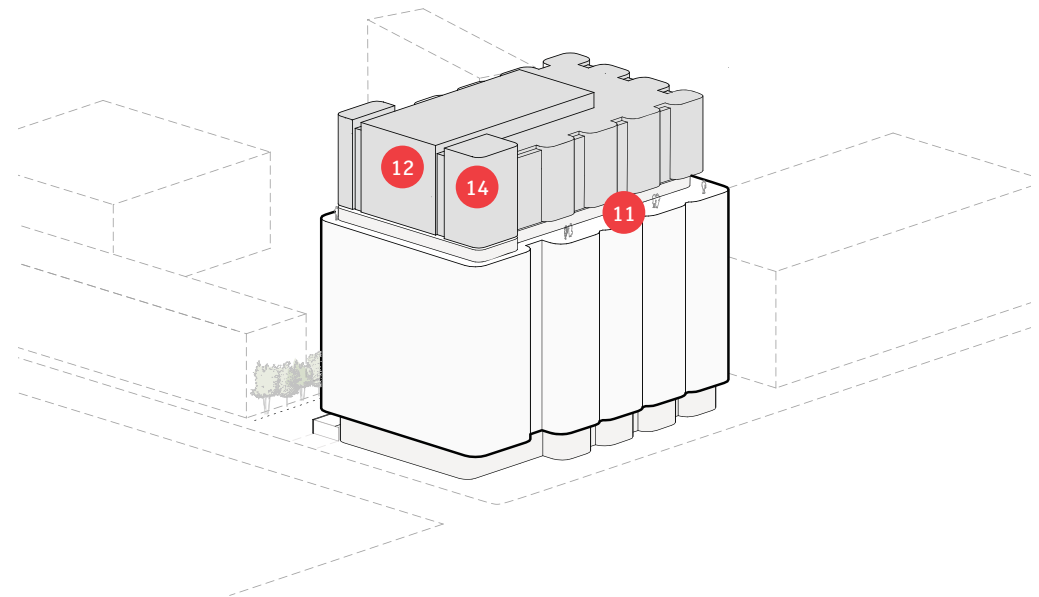
# Overview of proposals

- 6 Create new retail frontage onto Euston Road to make active street frontage
- 7 Replace glass on all faces of ground floor to create a more open and transparent interface with the public realm
- 8 Improve the pavement and environment around the ramp entrance
- 9 Form landscaped hotel courtyard and garden with a public route for cyclists and pedestrians
- 10 Improve the route through Tonbridge walk with new paving and active street frontage



3. Revitalise the base and re-engage with the public realm

- 11 Form glass 'neck' to separate new extension from the host building below
- 12 Form new glass and metal extension that takes reference from the form of the host building below
- 13 Sink plant into the base building
- 14 Height of east wing signifies location of entrance below and responds to St Pancras Tower opposite



4. Extend building above to form cap to the building

# Design Concept

## Massing and elevations

### Proportion of the existing building

Along the Euston Road and the south elevation the building is broken into 4 equal sections that are formed as large concrete bays. The dark recessed circulation core breaks the mass vertically on the north and south elevations and separates the west section of the building from the relatively large eastern end-piece that turns onto Argyle Street and announces the entrance to the building. This element of the building, along Argyle Street is unbroken apart from the relief of the moulded façade.

The west elevation is broken into 4 bays; however the location of the west core breaks this rhythm.

The recessed ground floor and cantilever is designed to give the impression of the monumental concrete building above floating.

### The qualities of the facades

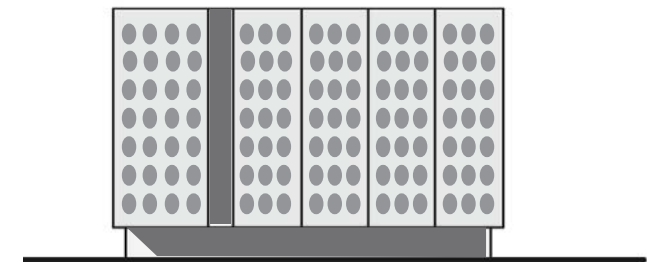
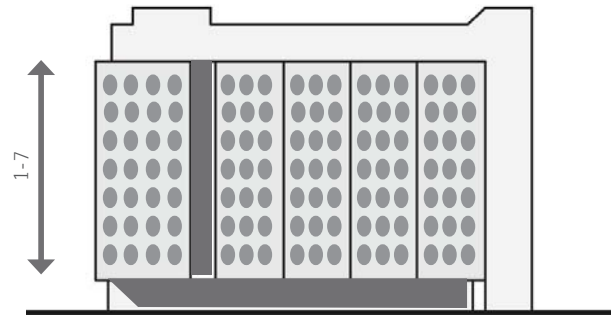
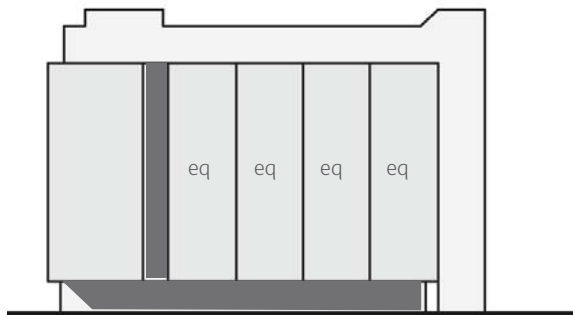
The concrete skin comprises simple, repetitive deeply recessed windows, typical of the period, which are both sculptural in form but also serve as a load bearing structural element. The flow of this concrete, broken into strongly articulated bays, creates a soft, almost flowing ribbon that dresses the floors 1 to 7.

The windows are the same on all elevations and do not reflect the passive environmental needs of the building, but rely on the mechanical services and dark tinting to help temper the internal conditions.

The dark tinted windows, with their rounded edges and curved glass in the bays, whilst contrasting well to the lighter concrete add to the sense of an impenetrable building.

### Removal of the west core and plantroom

The large, flat-faced plantroom has none of the sculptural qualities of the floor below and creates an unprepossessing crown to the roof of the building. Similarly the west core, with its dark glass facades facing St Pancras and Tonbridge Street, is visually incongruous to the host building and lacks its sculptural qualities.

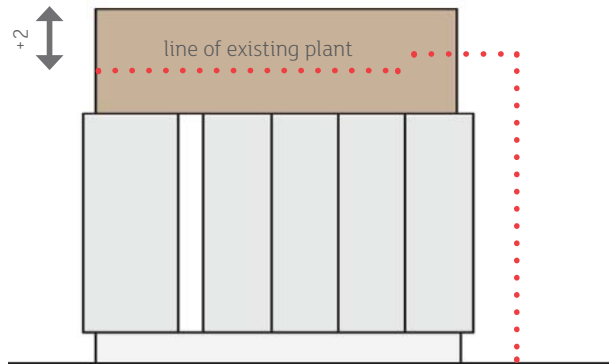


# Design Concept

## Massing and elevations

### Additional height and form

It is the intention to remove the existing plant room and to replace this with 2 additional storeys, over the existing height. The new floors will be comprised of hotel rooms and a rooftop sky suite.

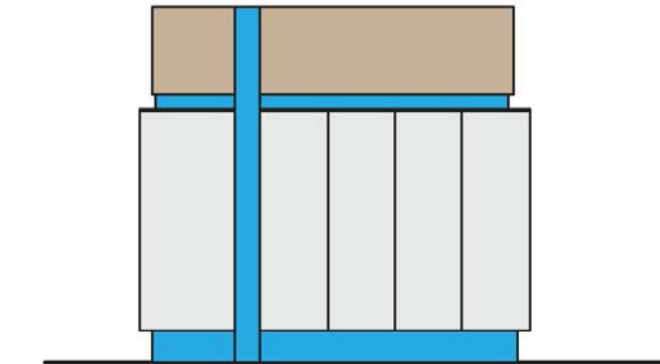


4

### Breaking the mass vertically

Horizontally the ground floor brown glass will be replaced with clear glass to help form a lighter base. The new 8<sup>th</sup> floor will be formed from a recessed, glazed 'waist' which mirrors the setback ground floor and helps to articulate the 2 storeys above whilst also reducing the perceived additional height.

The existing vertical circulation core's dark glass will be removed and replaced with clear glass. This will be extended to the upper levels to break the mass and to echo the massing below.



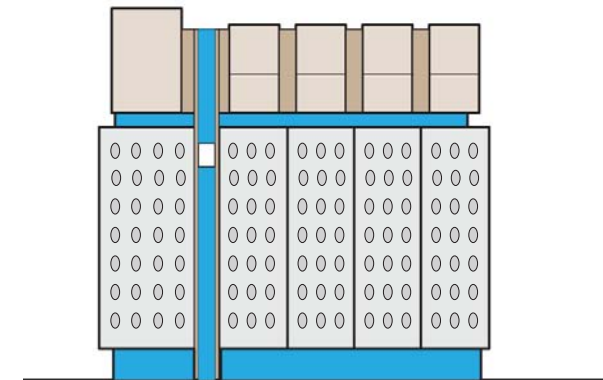
5

### Articulation of the extension

The additional storeys take reference from the host building and aim to enhance the proportions of the building below. The 2 upper floors follow the rhythm of the concrete skin below and are fragmented into bays. They are to be built from a combination of glass and bronze-like metal panels.

Overall the extension helps to improve the proportions of the building below and creates a more elegant vertical form.

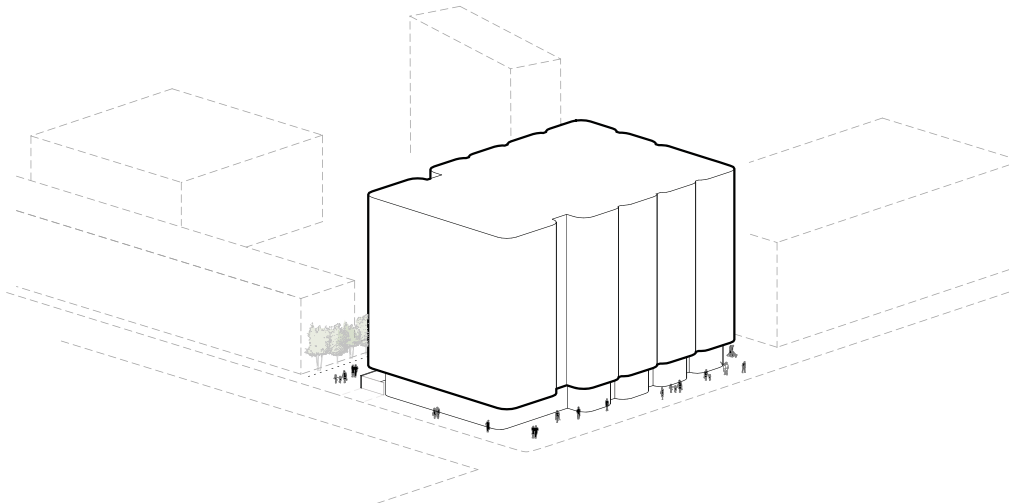
The existing windows will be replaced with clear glass to create a more visually penetrable facade.



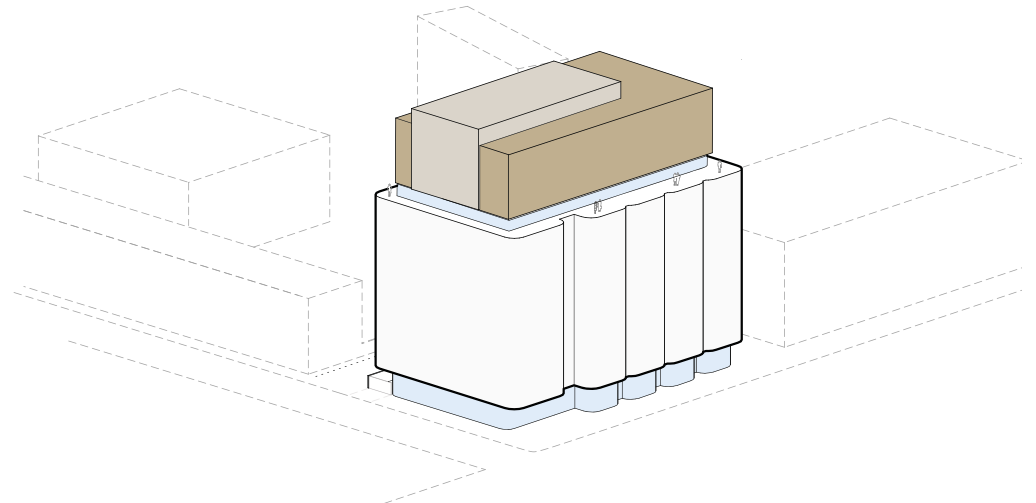
6

# Concept diagrams

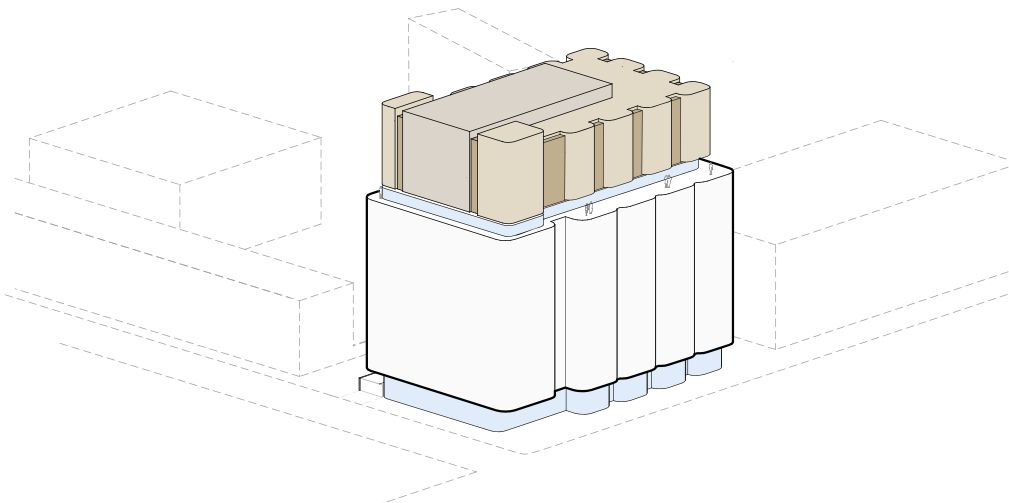
Rooftop extension



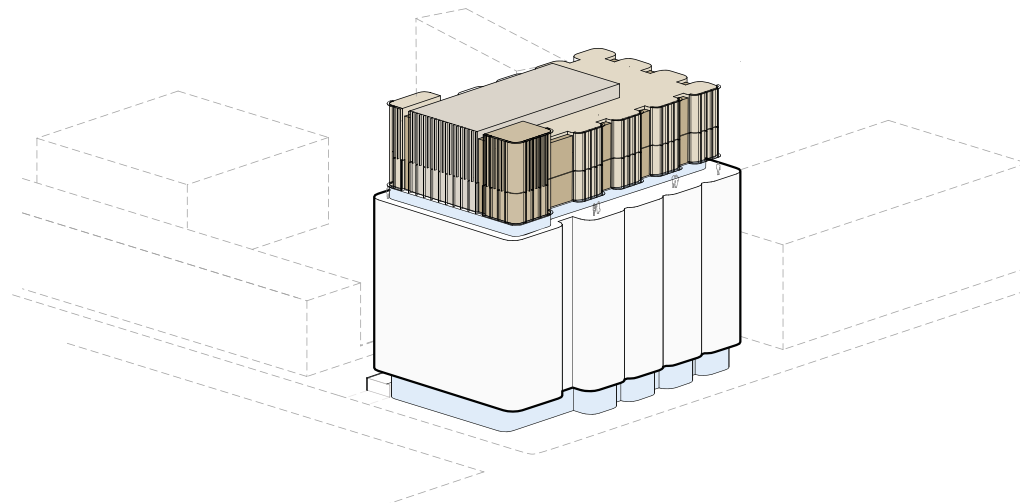
1. Base Building



2. Solid Top



3. Break mass with glass bays and solid infill panels



4. Vertical Emphasis in Detailing