

# Concept diagrams

## Contextual analysis



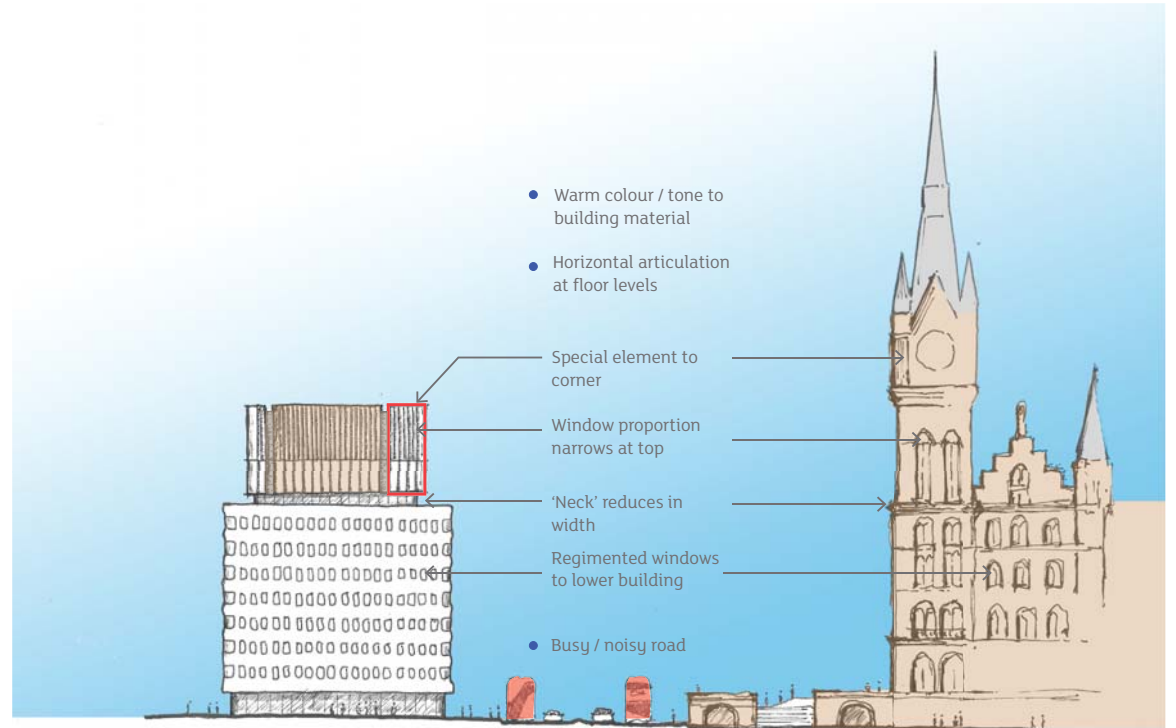
Window proportion narrows at top

Warm colour / tone to building material

Strong vertical alignment of windows

Regimented windows to lower building

Horizontal articulation at floor levels



• Warm colour / tone to building material

• Horizontal articulation at floor levels

Special element to corner

Window proportion narrows at top

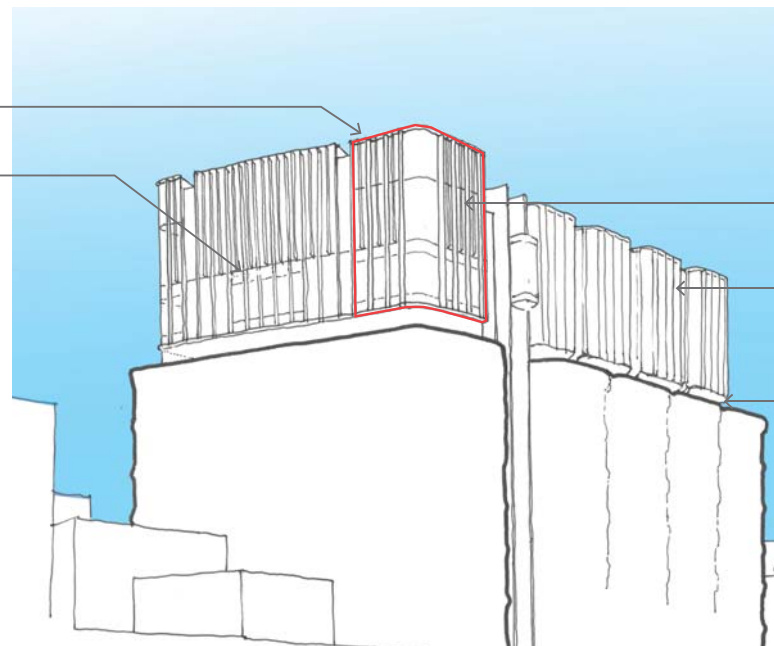
'Neck' reduces in width

Regimented windows to lower building

• Busy / noisy road

Special element to corner

Horizontal articulation at floor levels



Window proportion narrows at top

Strong vertical articulation

Set back to 8th floor to articulate massing

# Design Concept

## Detail

### The building construction

The elevations to levels 1 to 7 are largely made from precast concrete panels that were craned into place and fixed back to the in-situ concrete frame. The panels are predominately 2 types - the flat bays and the curved corner bays. Within the concrete panels are single glazed, tinted glass windows.

It is the intention to make the upper levels in a similar way, as pre fabricated panels, albeit from metal and glass. These panels will be similarly fabricated off-site and craned into place, both to minimise site time (and disturbance) and to maximise the built quality. The new construction and panelling will draw reference from the host building.

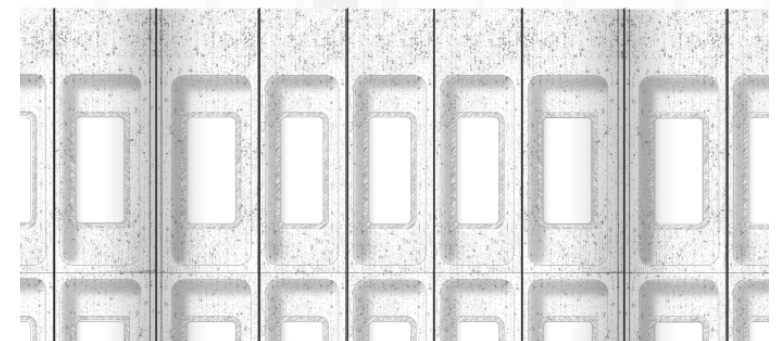
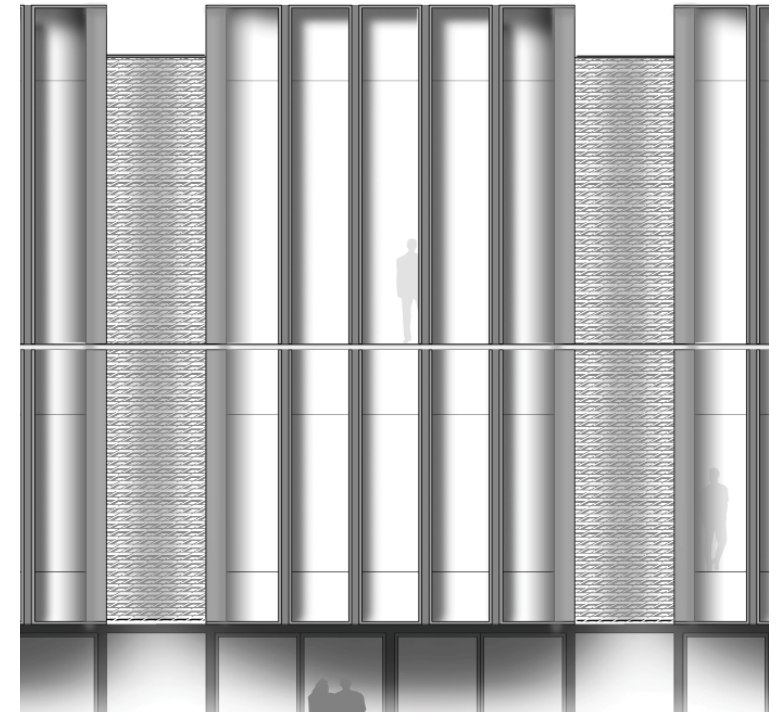
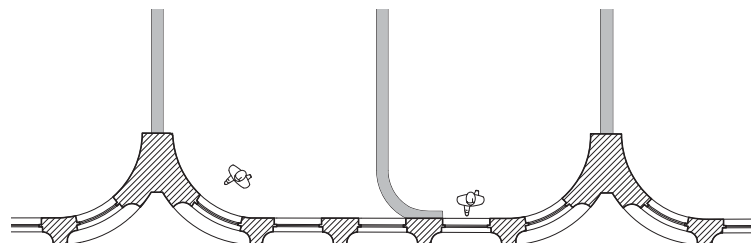
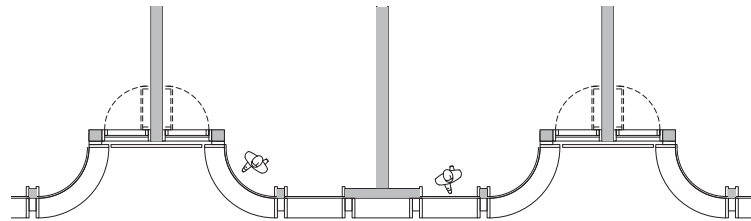
### Detailing and emphasis

The detailing of the upper level draws reference from the host building below where the junctions between the panels are celebrated with a shadow gap. The frames will have slim vertical fins that are both an ordering device whilst also providing a degree of solar shading, particularly on the south and west facades. The proportions of the upper levels are such that the verticality is emphasised.

### Colouring and tone

The colouring of the upper level extension is intended to compliment the building below whilst taking reference from St Pancras across Euston Road. St Pancras palette comprises the red of the brick, combined with soft browns of the stone detailing and the grey of the Welsh slate roof. The glass is clear.

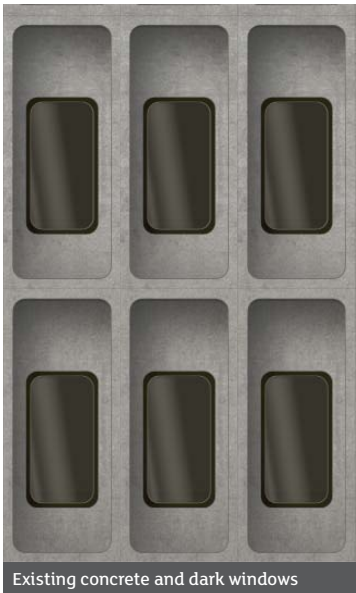
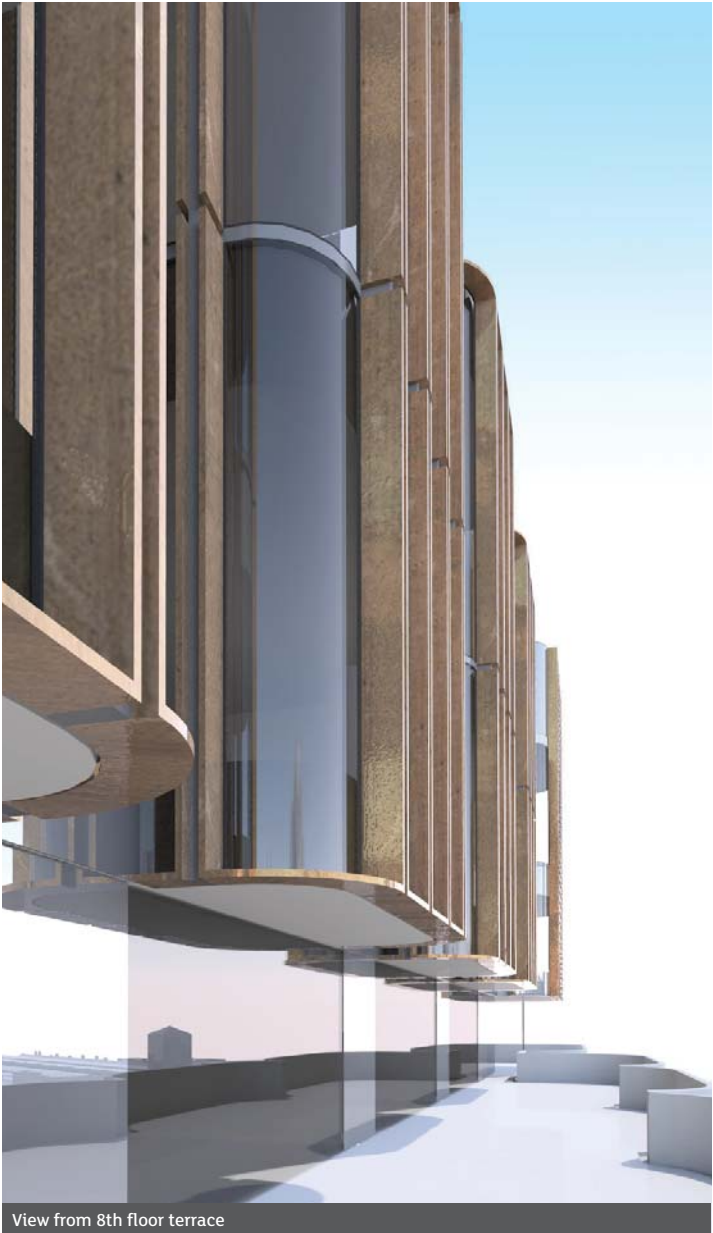
For the new extension the glass will be clear but with some solar control film. The fins and panels between the bays will be metal, and soft brown bronze coloured anodised aluminium, similar in tone to the stone of St Pancras.



Bay Study showing relationship between concrete panel pattern and new top

# Design Concept

Detail





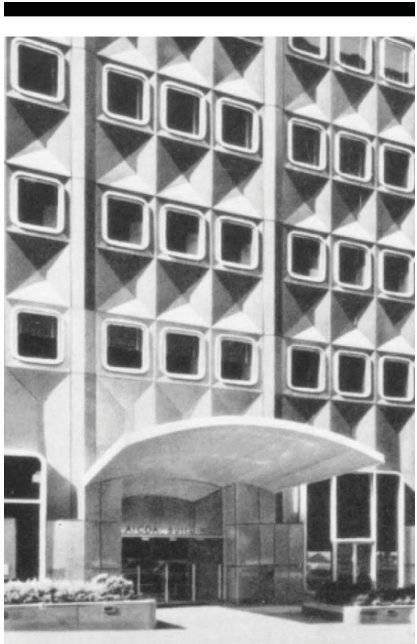
# Material Precedent Options and Detail Summary



1

### Perforated and Solid Metal Panels

Metal panels between the bays will be made from a similar metal to the window frames. Where required these will be perforated to allow light to percolate into the building.



2

### Canopy

The canopy to the main entrance will be a sculptural form and be made from the same metal as the extension and so tie the upper and lower levels together visually.



3

### External Lift

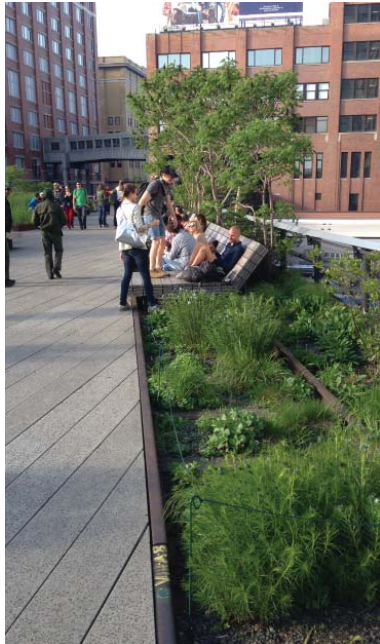
This will be glass with a round profile shape and it is intended that it will only stop at ground and 10th floor.



4

### Metal and Concrete Contrast

The contrast between concrete and metal will create a contemporary and complimentary extension to the host building.



5

### Landscaping

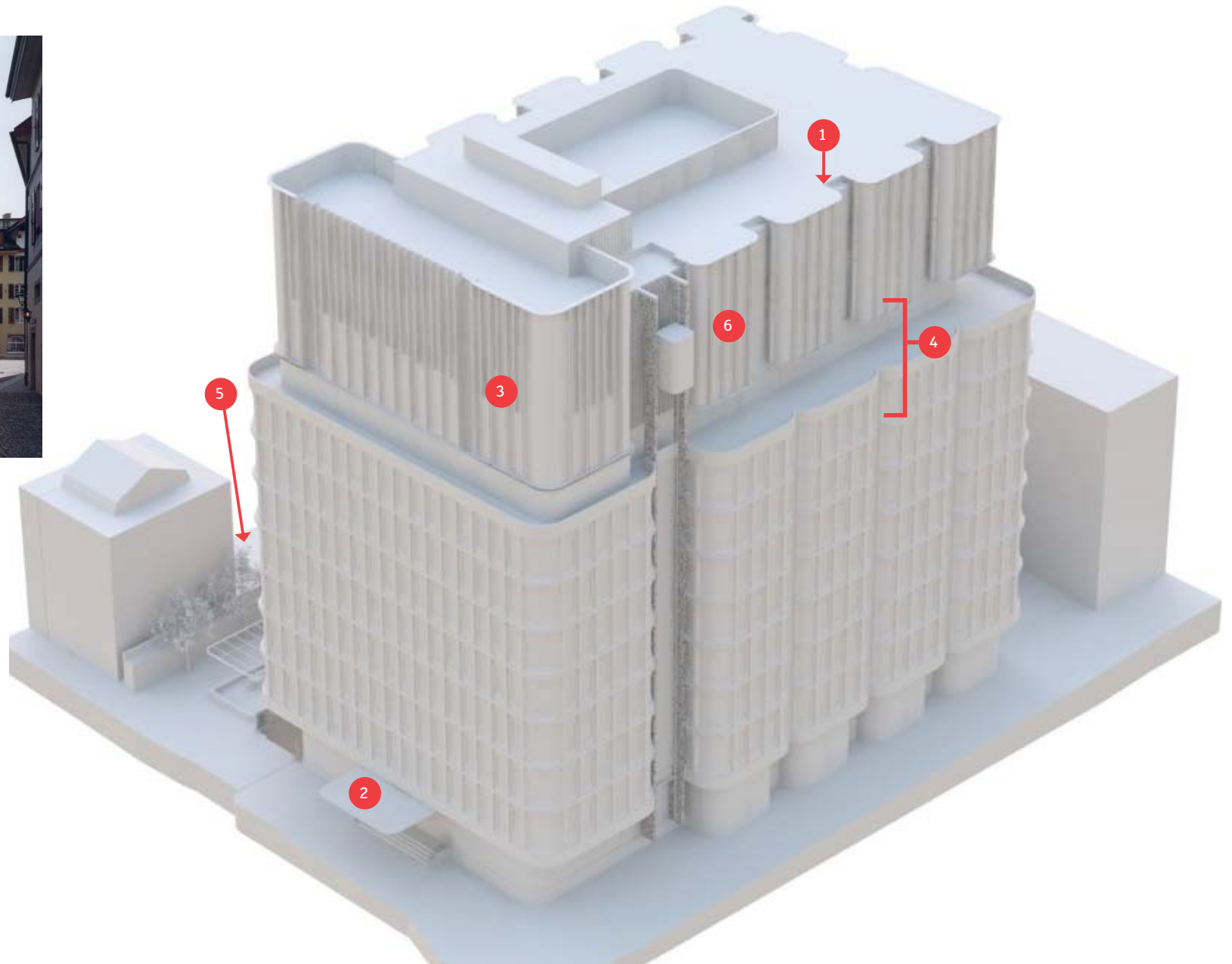
The garden will be landscaped with a combination of planting and hardscaping to create a tranquil space and pathway.



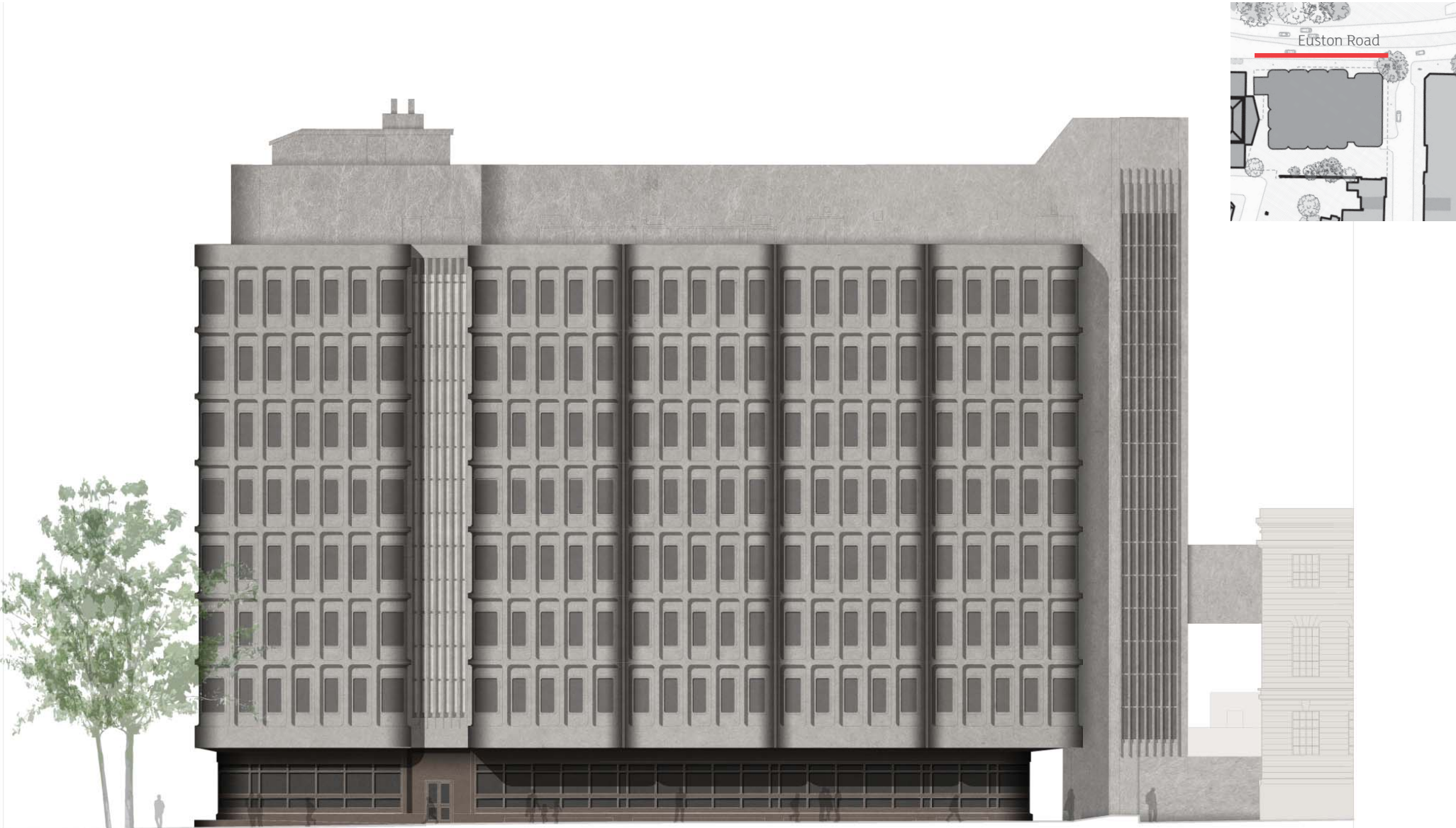
6

#### Window Frames to Bays

The new window frames will have significant depth so that they appear obscure from oblique angles and create a degree of solidity to the bays.



# Euston Road Elevation -Existing



Euston Road Elevation

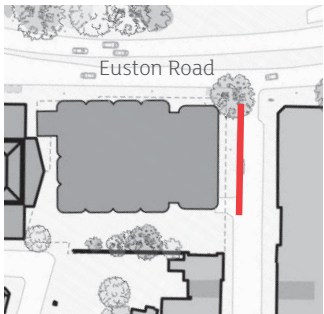


# Euston Road Elevation - Proposed



Euston Road Elevation

# Argyle Street Elevation -Existing



Argyle Street Elevation

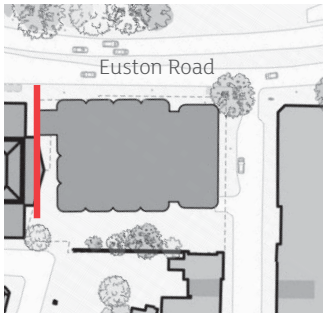


# Argyle Street Elevation - Proposed



Argyle Street Elevation

# Tonbridge Walk Elevation -Existing



Tonbridge Walk Elevation

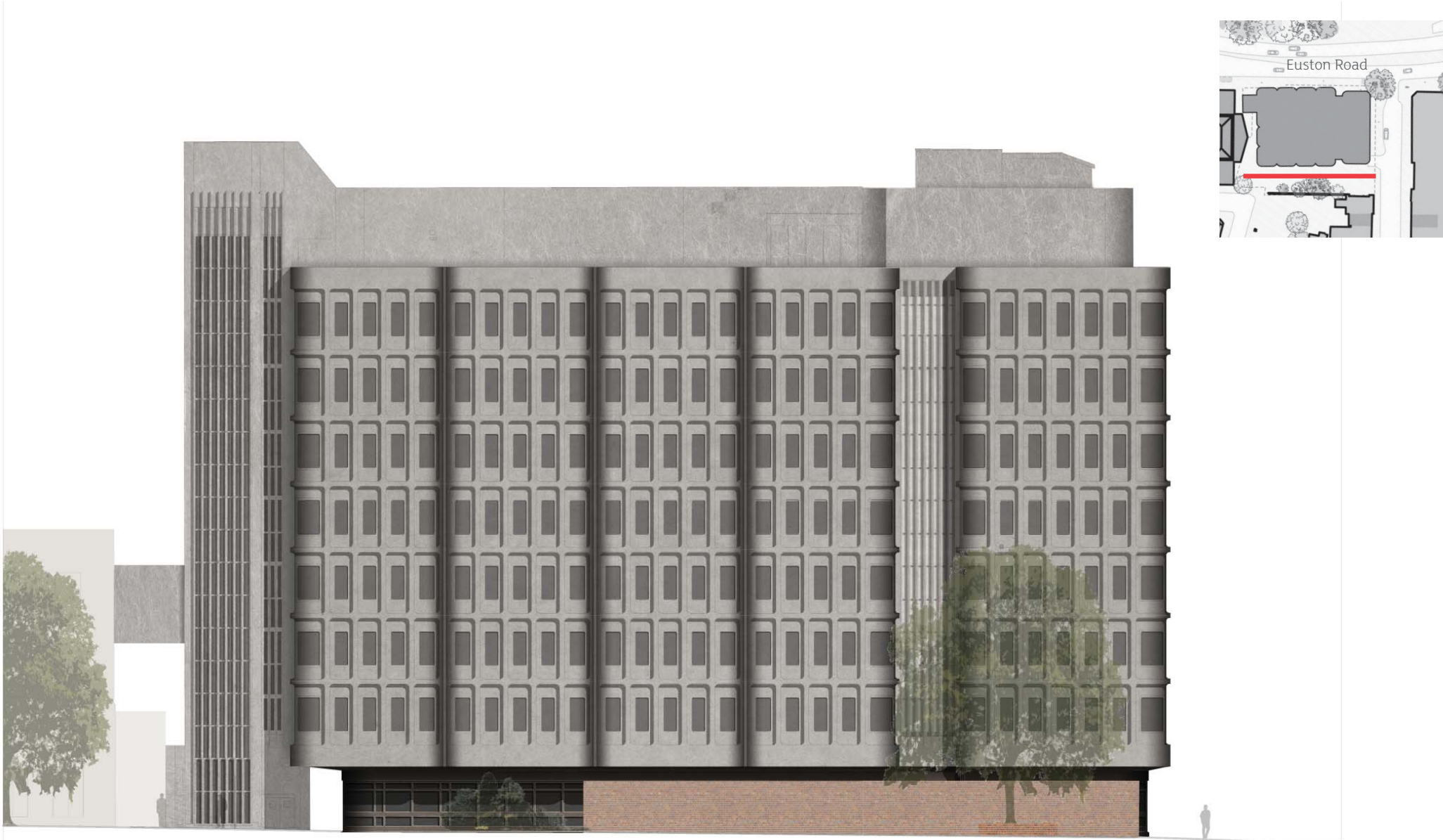
## Tonbridge Walk Elevation - Proposed



Tonbridge Walk Elevation

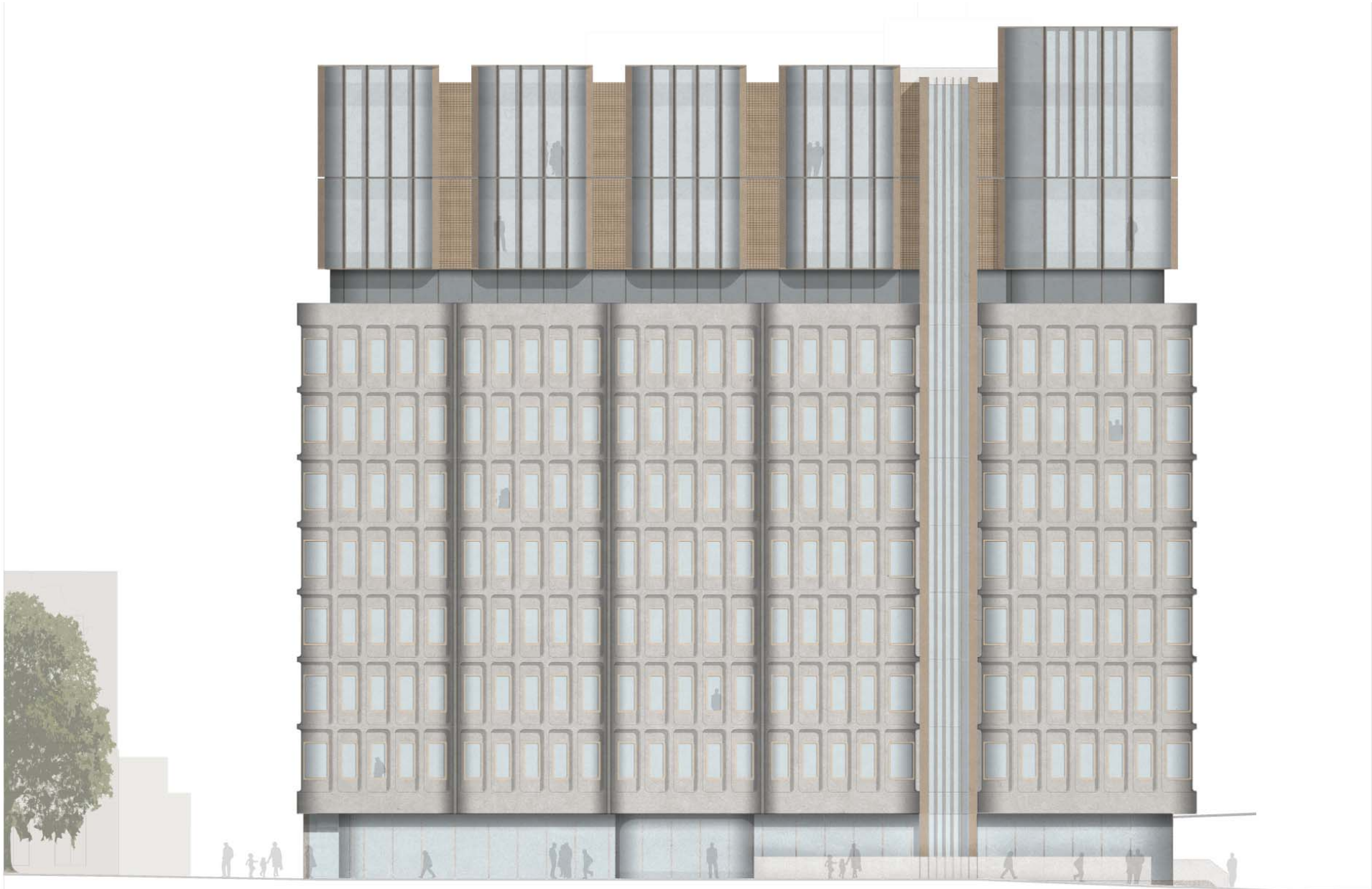


# South Elevation - Existing



South Elevation

## South Elevation



South Elevation

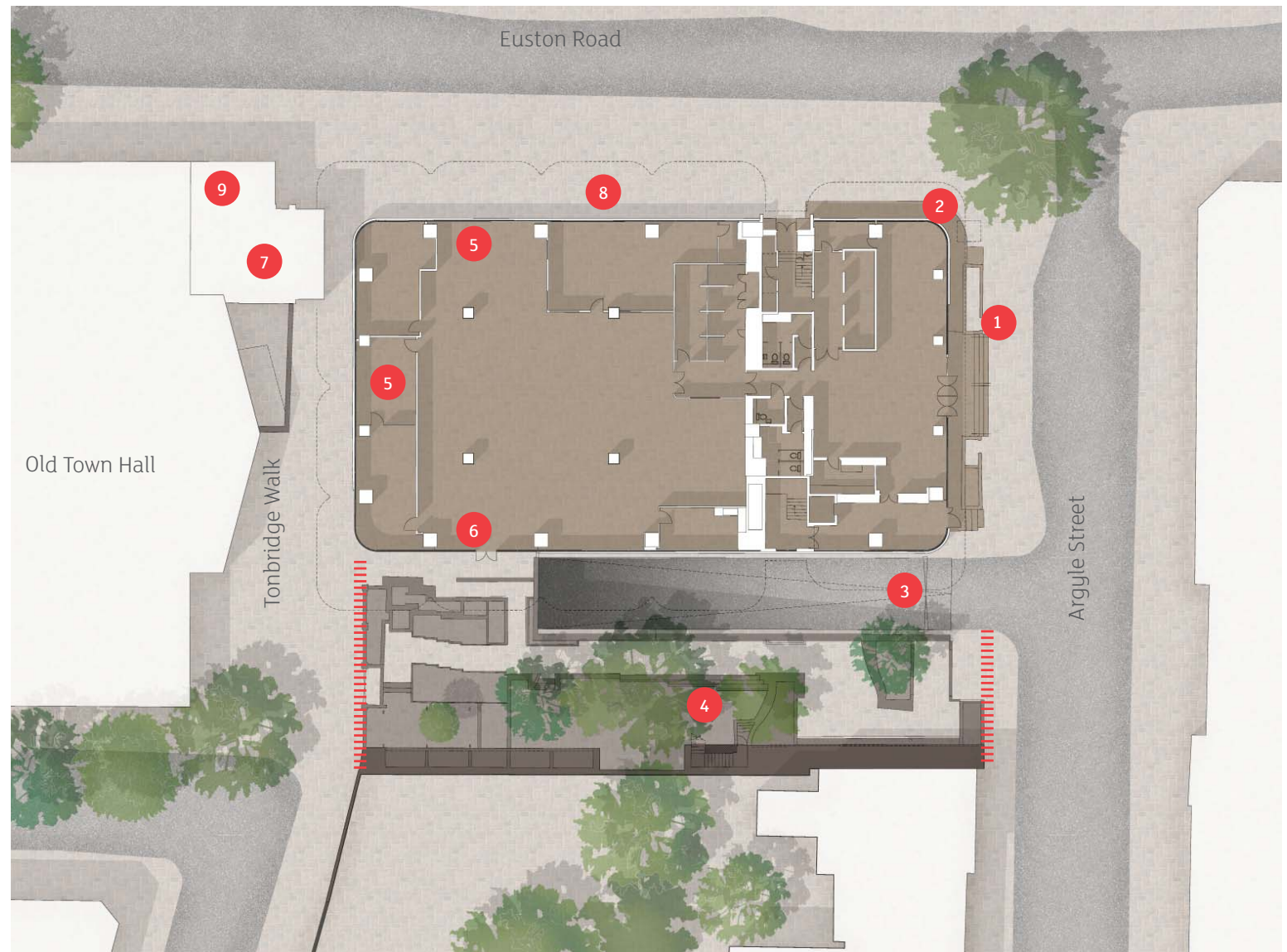


# Public Realm Improvements

## Existing Ground Floor

The existing public realm is typical of buildings of this era where the building turns in on itself and creates a hostile and unwelcoming face to the street. This diagram illustrates the problems of the existing building at ground floor:

- 1 The upstand and railings to the UKPN entrance creates an unsightly face to Argyle Street.
- 2 The existing ramp and stairs are old and in a poor state of repair.
- 3 The vehicular ramp is wide and forms a wide gap to the street.
- 4 The garden is gated and completely closed to the public.
- 5 The brown cladding around the entire perimeter creates a dark recess and stops views in and out of the building.
- 6 The building facades are closed to the street except the entrance on Argyle Street.
- 7 The west core blocks Tonbridge walk
- 8 there is a dark north facing overhang onto Euston Road
- 9 The exit to the Camden Centre on Euston Road helps to narrow the route through to Tonbridge Walk





# Public Realm Improvements

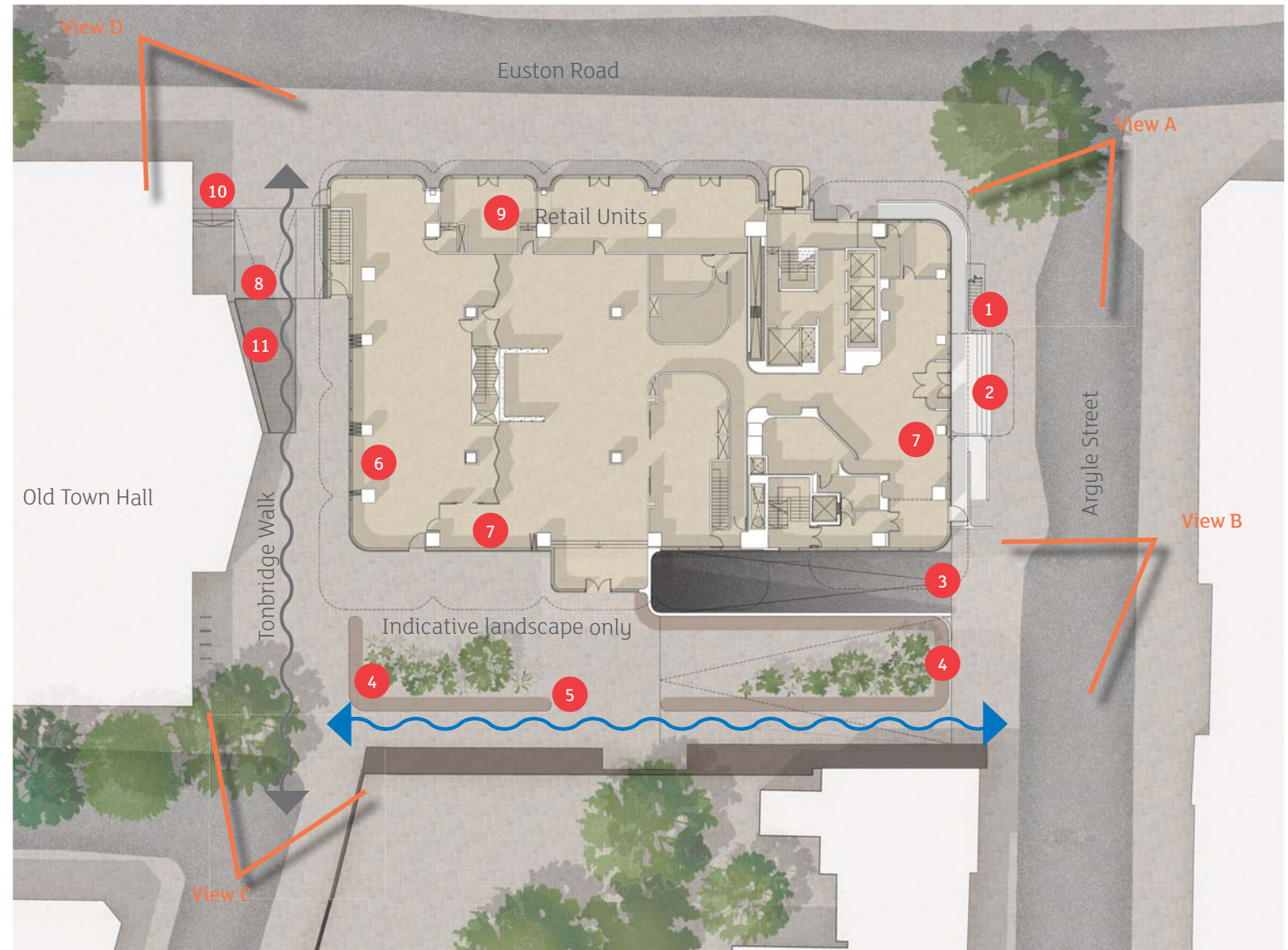
## Proposed Ground Floor

It is the intention to significantly improve the public realm and to create a frontage onto the street that is welcoming, open, of a high quality design and built from good quality materials. The proposed improvements to the public realm on ground floor will comprise:

- 1 Remove the upstand and railings to the UKPN entrance and replace with horizontal grillage
- 2 Remove existing ramp and stairs and replace with new
- 3 Reduce the width of the ramp and prioritise the pavement over the crossover
- 4 Remove the brick wall to the garden and open up a pedestrian and cyclist east-west route
- 5 Form a new soft and hard landscaped garden - details to follow
- 6 Remove brown glass and replace with clear glass around entire perimeter to improve visual connection
- 7 Create opening in facade into hotel lobby, reception and retail units
- 8 Remove western core to open up north-south route along tonbridge walk
- 9 Push facade out below overhang to create active retail frontage onto euston road
- 10 Remove Camden Centre exit porch and return the old town hall to its original status (subject to separate application)
- 11 Remove upstand and railings and partially cover opening to significantly widen footpath and public route



permissive right of way  
(indicative location)



## Public Realm Improvements



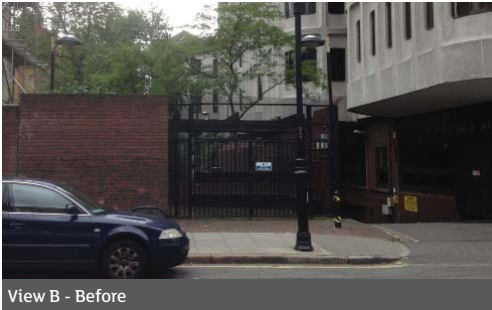
View A - Before



View A - After



## Public Realm Improvements





## Public Realm Improvements





## Public Realm Improvements







## Townscape views

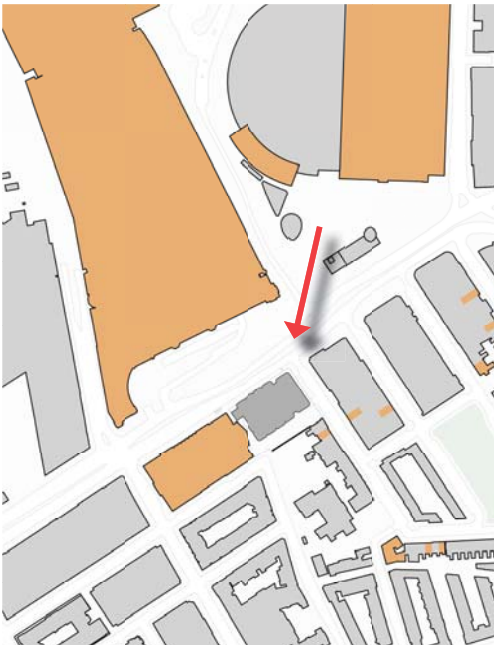
The following images are a selection of the computer generated images (verified views) that have been produced to illustrate the scheme. These views have been chosen following consultation with Camden planners and their design and heritage team. More images, together with a full townscape report, have been submitted as a separate document that accompanies this application.

# Townscape views

Kings Cross



image viewpoint





# Townscape views

Argyle Street



→ image viewpoint



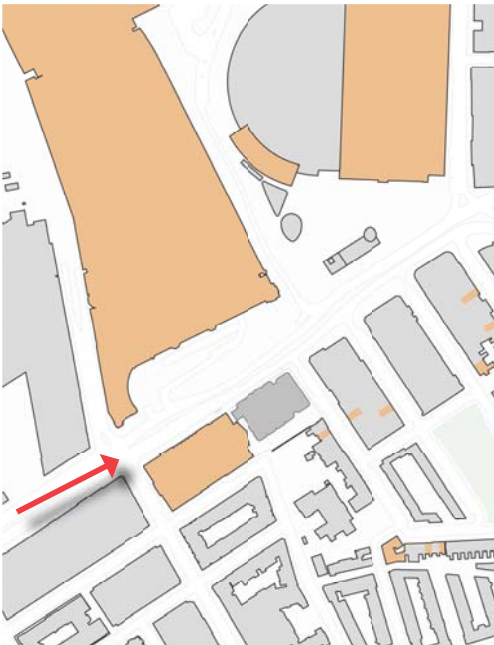


# Townscape views

Euston Road



→ image viewpoint



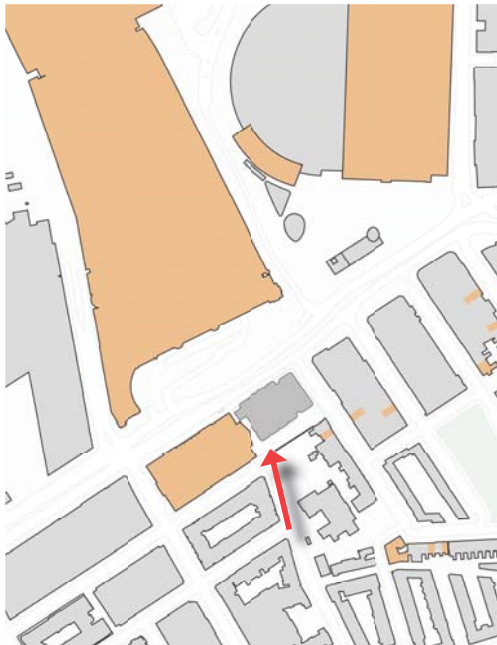


# Townscape views

Tonbridge Street



→ image viewpoint



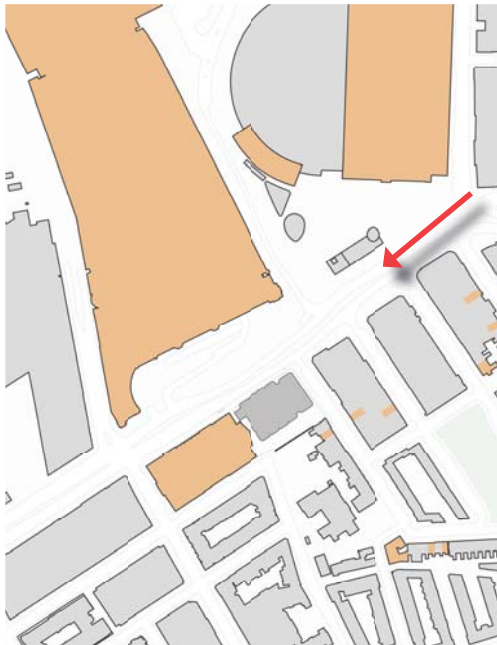


# Townscape views

Pentonville Road



→ image viewpoint



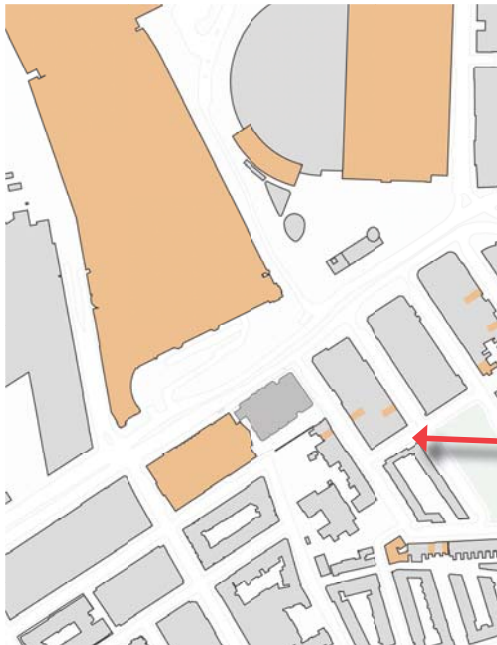


# Townscape views

Argyle Square



image viewpoint





# Townscape views

Pancras Road



→ image viewpoint

