



Proposed view 01 from Camden High Street

#### 4.5 Appearance cont.

The re-imagined facades for 32 Jamestown Road are underpinned by a strong desire to reflect and enhance the Regent's Canal conservation area. Strong, vertical masonry piers running into the canal echo the fenestration patterns of neighbouring canalside buildings and the Interchange Building opposite. A step in the masonry façade at third floor level continues the cornice line of the adjacent Holiday Inn, while the brick façade a level above is terminated by a steel channel coping. The vertical emphasis of the buildings masonry piers is enhanced by deep, recessed window openings separated by concrete spandrel panels and elegant projecting steel balconies. In such a way, the main building structure reflects a contemporary take on the canalside typology. The upper levels and terraces are a lightweight foil, with minimal, sliding glass walls and generous planting to provide green amenity space for the office accommodation at roof level.



Previously consented view 01: from bridge on Camden High Street



Existing view 01: from bridge on Camden High Street





Proposed view 02: from Jamestown Road

#### 4.5 Appearance cont.

The façade to Jamestown Road largely continues the treatment proposed to Regent’s Canal. Red brick masonry piers provide an honest reflection of the buildings structural frame, creating generous glazed openings that are subdivided by concrete spandrel panels at each floor level. At ground level a number of entry and servicing requirements are incorporated within the street elevation including the principal entrance to the building, an electricity substation and bin collection facilities. To ensure that the treatment of this façade is not subsumed by this range of activities it is proposed that infill glazing is retained to match that used elsewhere. Where appropriate – to obscure internal views or to facilitate ventilation – a mesh screen will be sandwiched into the glazing system, maintaining the overall composition of the elevation while allowing these various functions to coexist in a well-ordered whole. An elegant canopy projects over the pavement to Jamestown Road demonstrating the building entrance.



Existing view 02: from Jamestown Road



Previously consented view 02: from Jamestown Road