

# Design and Access Statement

In Support of a Planning Application at



357, Euston Road / 44, WarrenStreet,  
LONDON, NW 3AL,

Applicant

Mr Philip COLLETT.

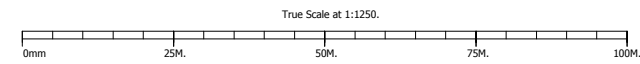
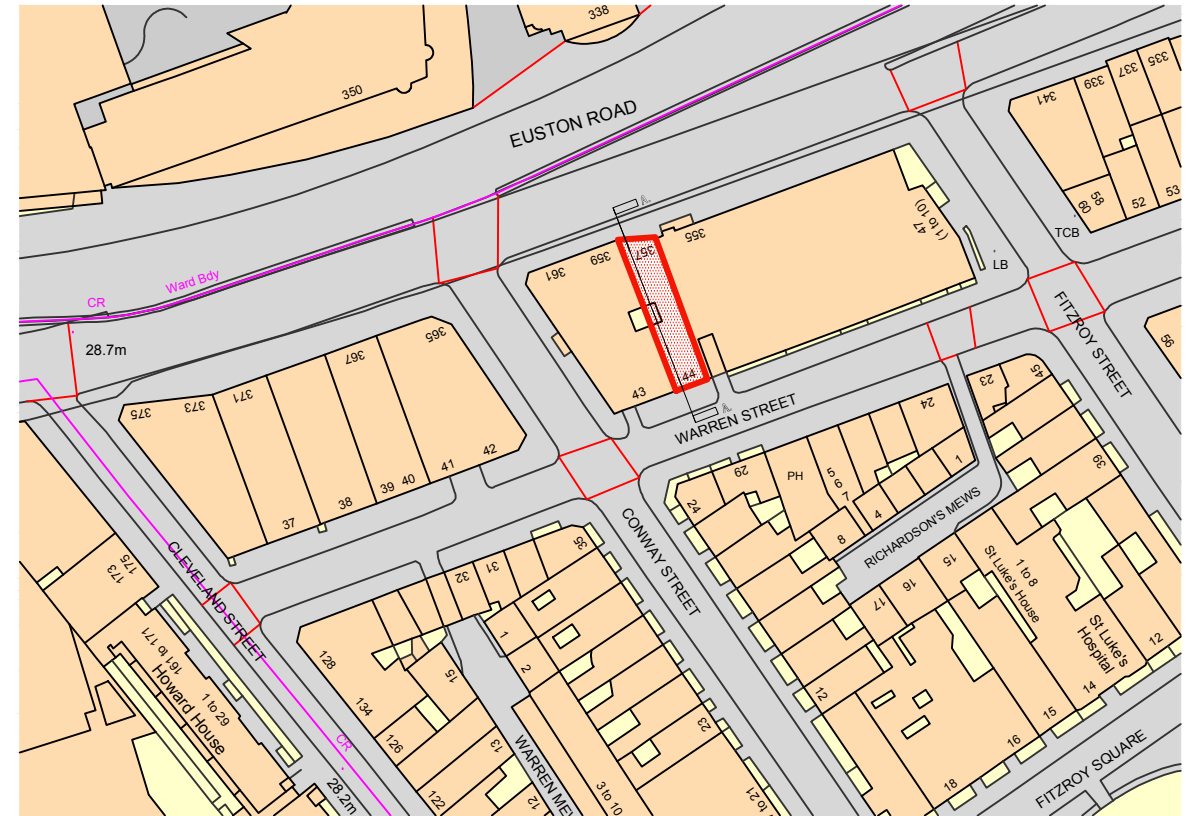
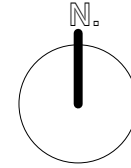
October 2015.

357, Euston Road / 44, WarrenStreet.



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Location Plan Scale 1:1250.



Ariel Photo of the Existing Site.

## Introduction

The application proposes to demolish the existing 4 storey building complete with basement and construct a new 8 storey building at 357, Euston Road to 44, Warren Street NW1 3AL.

The new proposals will include commercial accommodation to Basement and Ground Floor Levels. As well as 9 No new self contained flats above ( C3 ). Being a mix of 3No 1 Bedroom, 5No 2 Bedroom and 1 No 3 Bedroom Apartments.



Location

The site is on Euston Road in Central London, opposite the recently regenerated area of 388, Euston Road.

357, Euston Road is sandwiched between No 355 ( National Union Rail Track Building ) and 359 Euston Road.

The site is located equal distance from Great Portland Street and Warren Street Underground Stations.

In addition, Euston Road is served by a number of bus routes serving the rest of London.

To the South of Warren Street is the the Fitzroy Square Conservation Area.



Great London Context Plan.



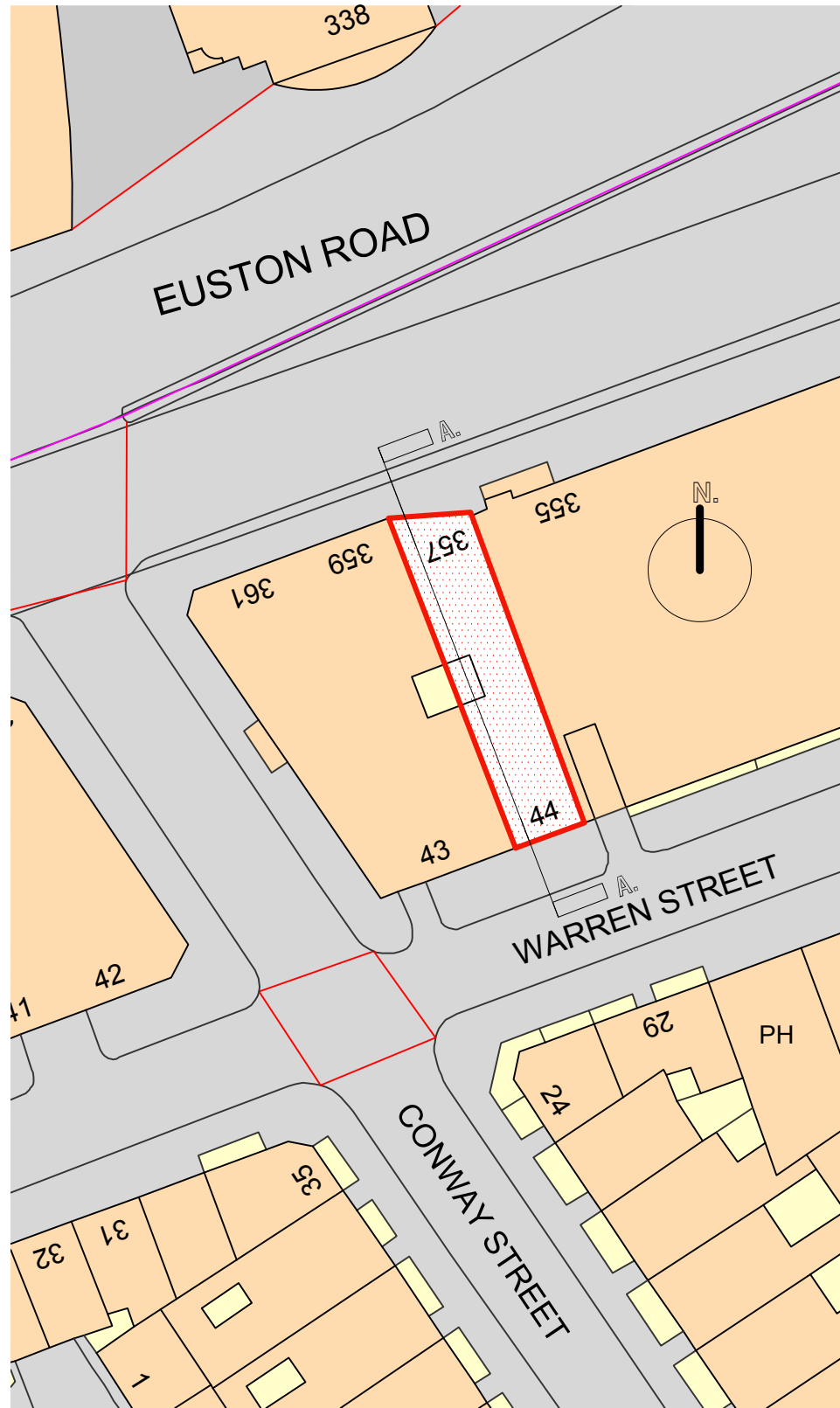
London Context Site Location Plan.



Location Plan

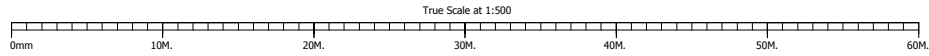
357, Euston Road / 44, WarrenStreet.





Existing Site Plan.

Scale 1:500.



Application Site.



Existing Euston Road Frontage.



Existing Warren Street Frontage.

# Site Analysis

The existing property is a brick building with a very narrow frontage. The building extends the full width of the block with access and frontage at both 357, Euston Road and 44, Warren Street.

The site is orientated from North West on Euston Road to the South East on Warren Street, positioned between 359- 355 Euston Road / 42 - 45 Warren Street. The existing building, is set back from the the adjoining National Railway Building ( 355 Euston Road ) to Euston Road. The site abuts the National Railway Building to Warren Street.

The existing 4 storey Euston Road elevation, is constructed with traditional solid wall construction with red facing brick externally. The shop frontage at Ground Floor Level is in framed glass. There is also a projecting bay window at First and Second Floor Levels.

The Warren Street elevation is less elaborate with punched in windows at upper levels and small domestic sized doors at Ground Floor Level.

There is a vehicular access point for the National Railway Building adjoining ( the East boundary )the application site off Warren Street.

A light well within the center of the existing building provides natural lighting and is shared with with the adjoining neighbour 359, Euston Road / 42, Warren Street.

The existing 4 storey building is a mixed use. The Basement and Ground Floor Levels, are currently used as storage ( B8 ), while the First, Second and Third Floors are offices ( B1 ).

Access within the building is very inefficient, with stairs in various locations making access difficult.

The Third Floor office space has been marketed and has remained

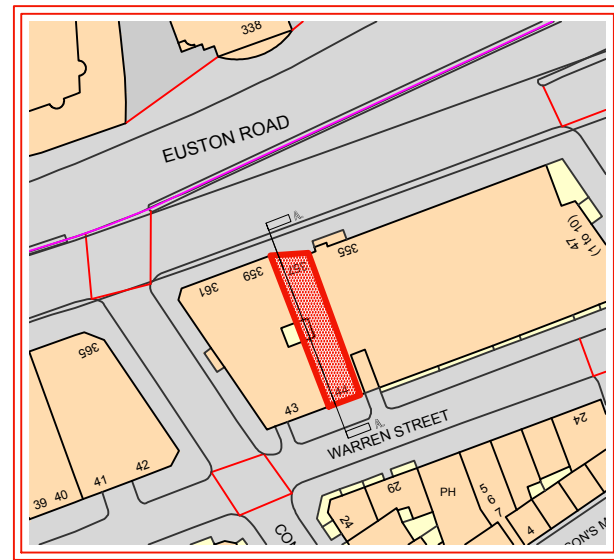
empty.

Also the current warehouse storage space at Ground and Basement Floors, as well as the office space has have had very little market demand.

357, Euston Road / 44, WarrenStreet.

# KEY to Uses

- Residential C 3.
- Communal Areas Residential C 3.
- Retail/Shop/Office A 1-A 3, B 1.
- Office B 1.
- Storage B 8.



Reference Plan.

Scale 1:1250. True Scale at 1:1250.

## Access

The proposed new building will have a significant improved access to the building, with proposed entrances to the Commercial Unit, from both Euston Road and Warren Street.

The entrance to the Residential Apartments is via the quieter Warren Street.

Internally the residential core provides a new dedicated stair. Also a passenger lift is to be installed, which is capable of carrying a disabled wheel chair user.

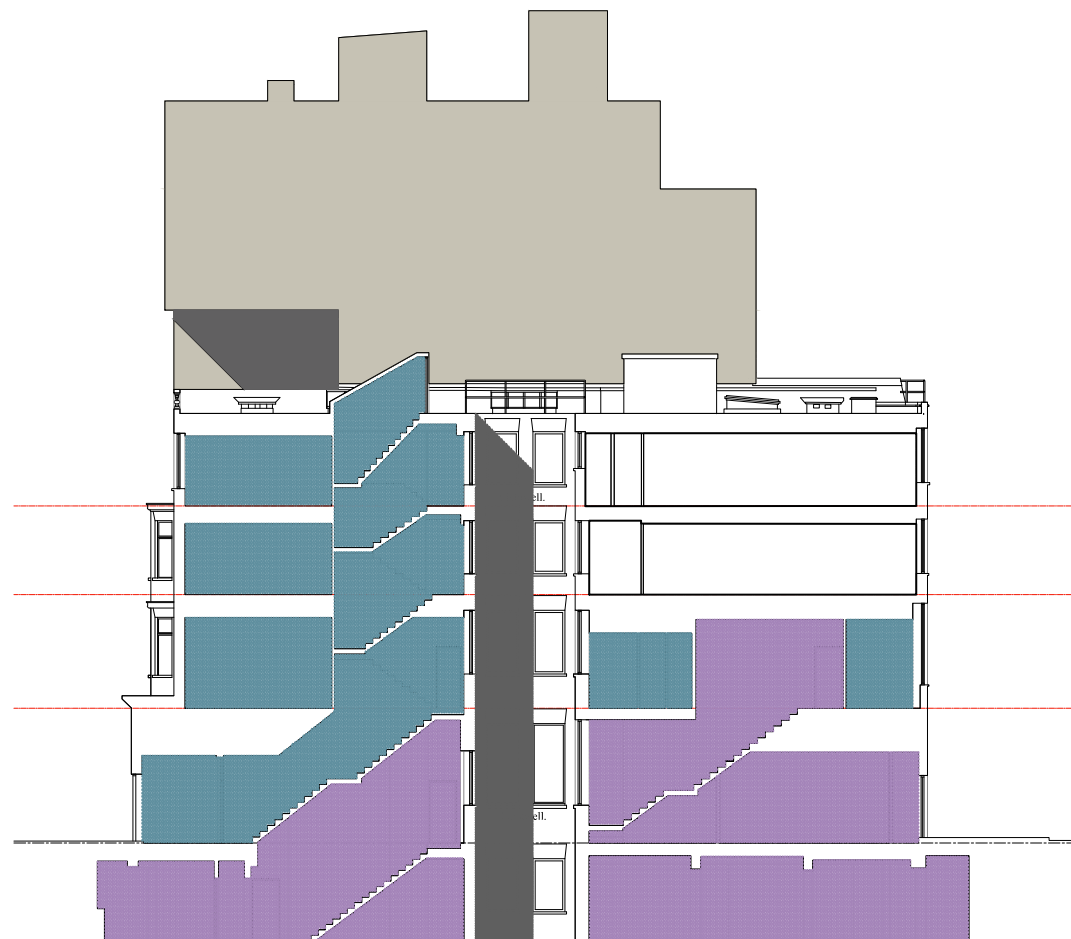
The commercial unit at Ground Floor level is linked to the Basement Floor via a stair and platform lift, which is also capable of carrying a disabled wheel chair user. All at the Euston Road entrance.

A secondary means of escape from Basement Level is to be provided via Warren Street.

Also a disabled w.c. is to be provided at Basement Level.

Access to the Residential and Commercial dedicated recycling areas will be provided off Warren Street.

Also access to the dedicated cycle storage areas will also be provided off Warren Street.



Existing Section A. - A.

Scale 1:250.



Proposed Section A. - A.

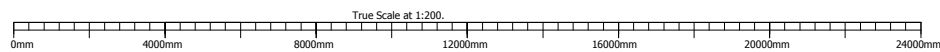
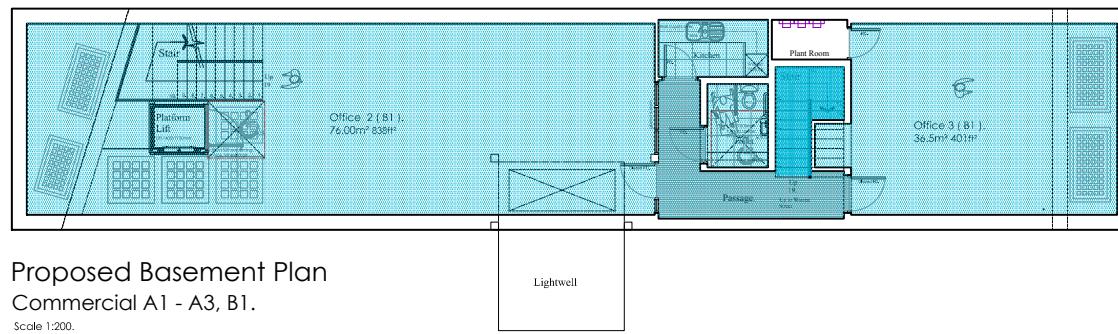
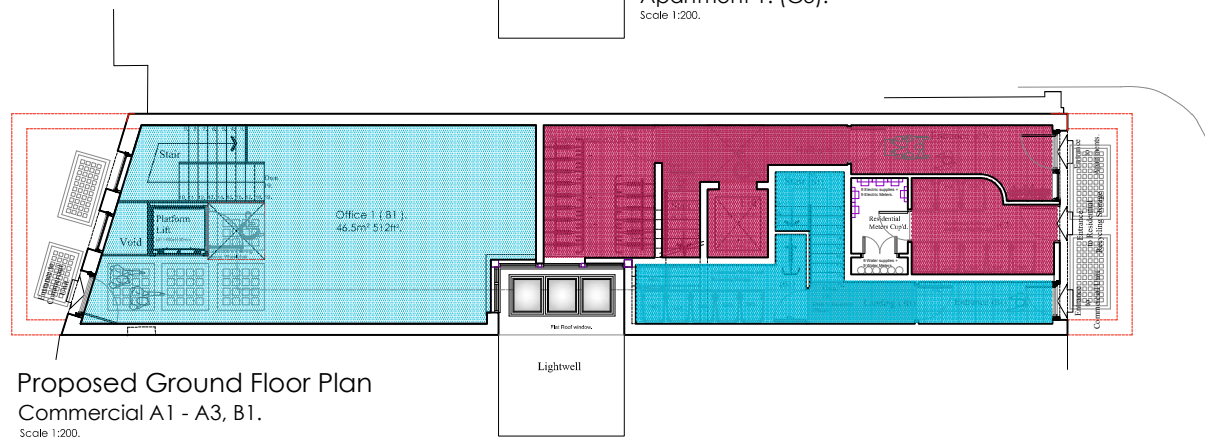
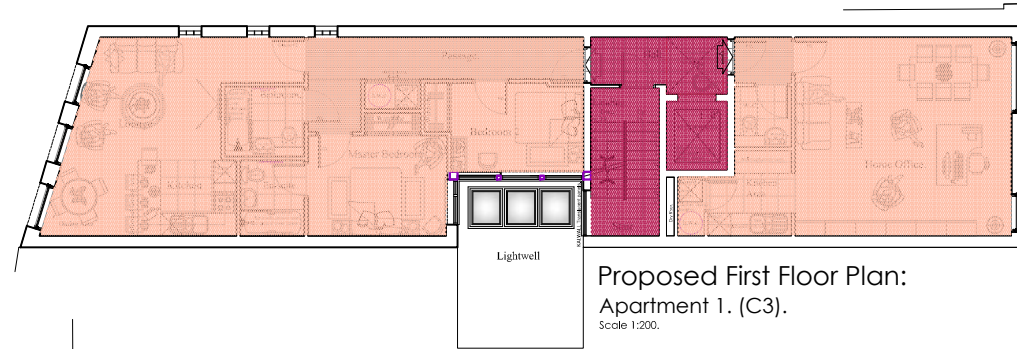
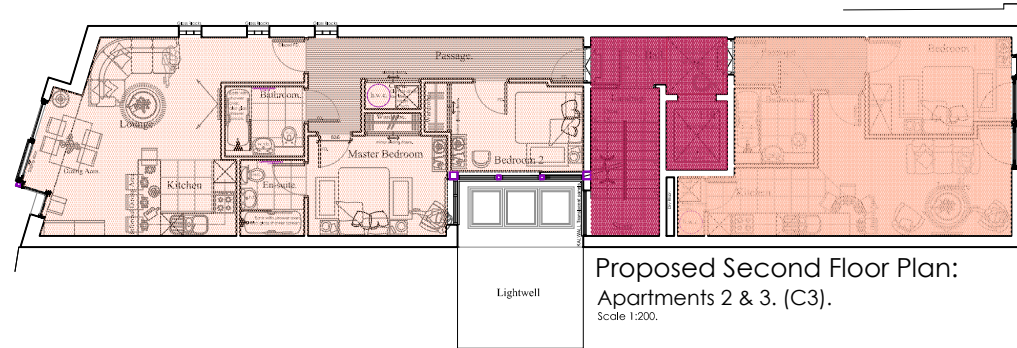
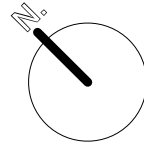
Scale 1:250.

True Scale at 1:250.



#### KEY to Uses

- Residential C 3.
- Communal Areas Residential C 3.
- Retail/Shop/Office A 1-A 3, B 1.
- Office B 1.
- Storage B 8.



## Proposals

After many months of design elaboration and consultations, the proposed scheme has evolved and can be classified as follows.

1. The existing building is to be demolished complete, to make way for a new modern purpose designed building, meeting all the modern demands of the commercial market. Also delivering the high standards expected by the residential market, providing all modern amenities expected by residents. At the same time using the most energy efficient systems and materials to comply with all current regulations.

2. The basement and ground floor levels will provide commercial accommodation B1 while the First to Seventh Floors will provide residential accommodation C3.

3. The new 8 storey building with a basement, will be constructed to the same height as the adjoining National Railway Building ( 355, Euston ) at the Euston Road facade. The three top floors, 5th 6th and 7th floors will be set back on the Warren Street elevation, providing a balcony at 5th floor. 6th and 7th floors are set back to line up with the adjoining National Railway Building ( 45, Warren Street ). This allows for the creation of roof terraces at these levels. Also being sympathetic to the surrounding area.

4. The new development will be a mixed use scheme maintained for planning.

5. The formation of a independent access to the basement and ground floor commercial areas, gives more flexibility for retail shops/ office use.

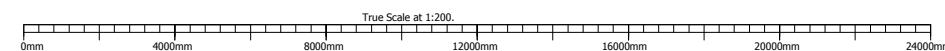
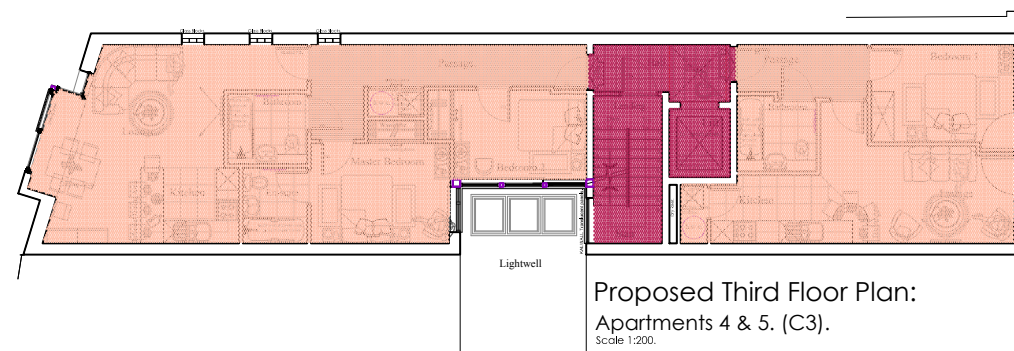
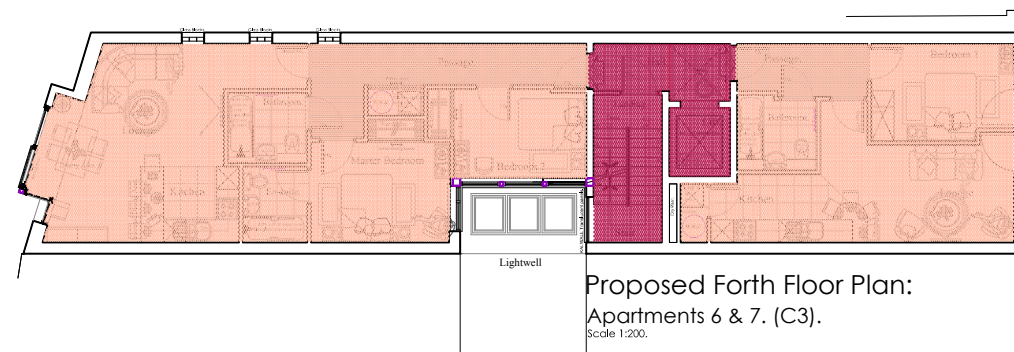
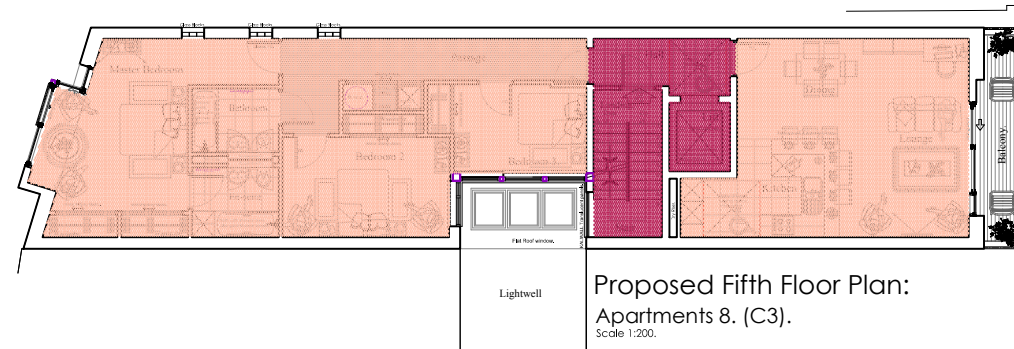
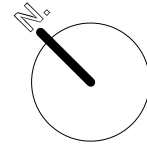
6. Provision of necessary lift access to all floors and the design of a means of vertical circulation, will allow efficient circulation for all. Also will be more marketable in terms of business use.

Road

simple

# KEY to Uses

- Residential C 3.
- Communal Areas Residential C 3.
- Retail/Shop/Office A 1-A 3, B 1.
- Office B 1.
- Storage B 8.



## Proposed Design

The design aims to replace the dormant and under utilized early 20th century building, with a new modern designed and energy efficient 21st century building. Providing a more efficient use of the existing site in a desirable location.

The proposals are to construct a new modern energy efficient building while retaining a mixed use of commercial and residential accommodation. The new building will be a vast improvement in the use of the available space in terms access, layouts and internal circulation. Especially giving wheel chair access to all of the residential apartments and the commercial unit.

The site is in a desirable urban location within Central London. With excellent transport links, including Warren Street, great Portland Street and Euston St Pancras all on its door step.

The current state of poor public usage further adds to the buildings demise. Also tired looking and non user-friendly spaces with in the existing building.

The proposed design takes advantage of the narrow frontages and encourages public usage and interaction with a more defined realm at ground level on both the Euston Road and Warren Street elevations.

The new proposal for mixed use offers B1 for the basement and ground while floors 1st - 7th offers residential (C3). The proposed new building go towards addressing the housing shortfall in the Borough, as well as the severe lack of demand for the office/data storage in the existing building.

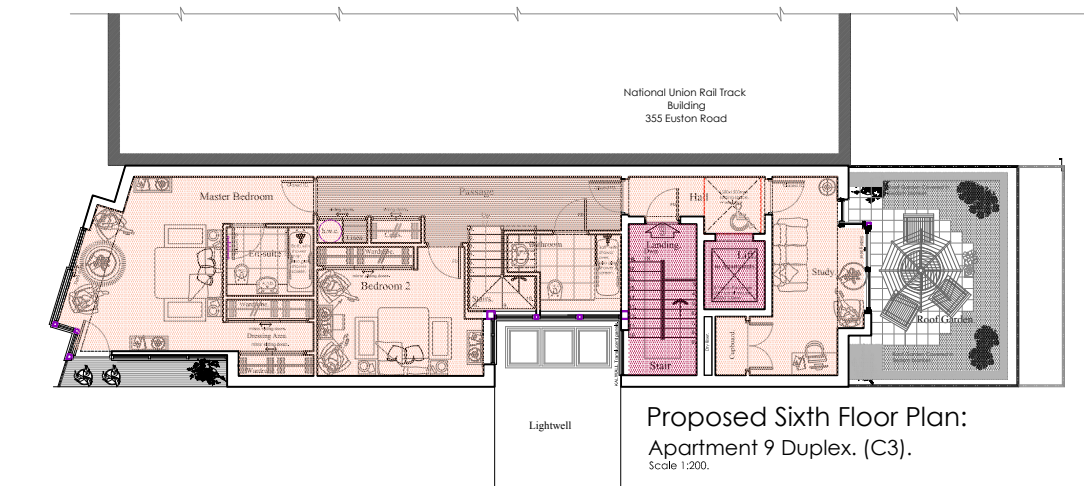
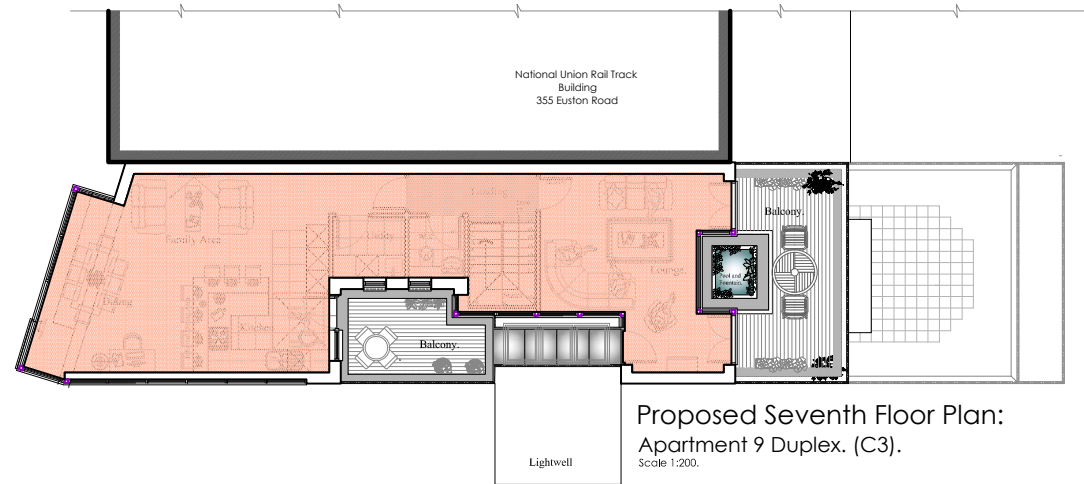
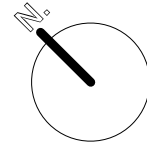
The proposed lift and stair core have been located in the centre of the plan for accessibility and ease of circulation.

The lightwell is covered at basement level in the design proposals to allow better circulation. Access from the basement to ground floor is maintained at all times with fire escape routes at both Euston Road and Warren Street.



# KEY to Uses

- Residential C 3.
- Communal Areas Residential C 3.
- Retail/Shop/Office A 1-A 3, B 1.
- Office B 1.
- Storage B 8.



True Scale at 1:200.  
0mm 4000mm 8000mm 12000mm 16000mm 20000mm 24000mm

## Proposed Residential Units.

The 9 number residential units on 1st - 7th floor levels are all reached via a residential entrance and protected core lobby from Warren Street. Incorporated within the protected core is a passenger lift capable of carrying a disabled wheel chair to all apartments. Both refuse and cycle stores are provided within the ground floor residential core. Designed to Camden's Planning Guidance Housing CPG2.

The light-well area is retained from ground floor all the way through to the upper levels. It has been designed to step back at the top 7th floor level, to allow further daylight to the floors below via the light well. The proposed reflective materials to be used round the perimeter of the lightwell will enhance the use of the natural light.

The apartment layouts are all based on a central lobbied entrance with a mix of one and two bedrooms, with one 3 Bedroom apartment, living/kitchen areas at either end. Also utilising the central light well to provide natural light and ventilation to Bedrooms, providing dual aspects for all of the proposed flats.

All bathrooms / Shower rooms will be provided with mechanical ventilation and artificial lighting all to comply with the current regulations.

All light fittings etc through out will be energy efficient and meet new sustainable design criteria.

## Design and Massing

Road, The existing 4 storey, building sits uncomfortably between No.359 Euston (a 5 storey building) and No.355 Euston Road, (a 7 storey building).

As a consequence, No.355, to the eastern side of the application site, exposes its concrete block party wall, which is particularly dominant and uninteresting, when viewed from the west.

taken to The new proposals for No 357 Euston Road, (the application site) aims to overcome the height discrepancy between abutting buildings. This is achieved by providing a clean cut modern well designed facade, the same roof level as No 355. While not overpowering or compromising No 359, the design also obscures the concrete block party wall to No 355, resulting in a more harmonious, interesting and considered townscape silhouette.

Along the Warren Street elevation the proposals step back at 5th, 6th and 7th floor levels, responding to the massing of its neighbours and the Georgian buildings on the southern side of Warren Street. The stepping back also provides valuable amenity space for the residential accommodation on the 3 floors, making full use of their southerly aspect.

The proposals include, installing recessing all doors and windows in from the front of the main walls, thus reflecting the punched in window affect to the existing buildings along Warren Street.

## Relationship to Context.

The proposed new building is situated on the northern side of Warren Street and the southern side of Euston Road.

Euston Road at this location is typified by large scale commercial buildings with expansive use of glazed facades. Buildings along this stretch of Euston Road are of the order of 9-17 storeys tall.

Warren Street contains a mixture of building types and heights, with the buildings on the southern side of Warren Street comprising mostly of brick built Georgian Facades, generally 4 storeys tall with none residential accommodation on the Ground Floor.

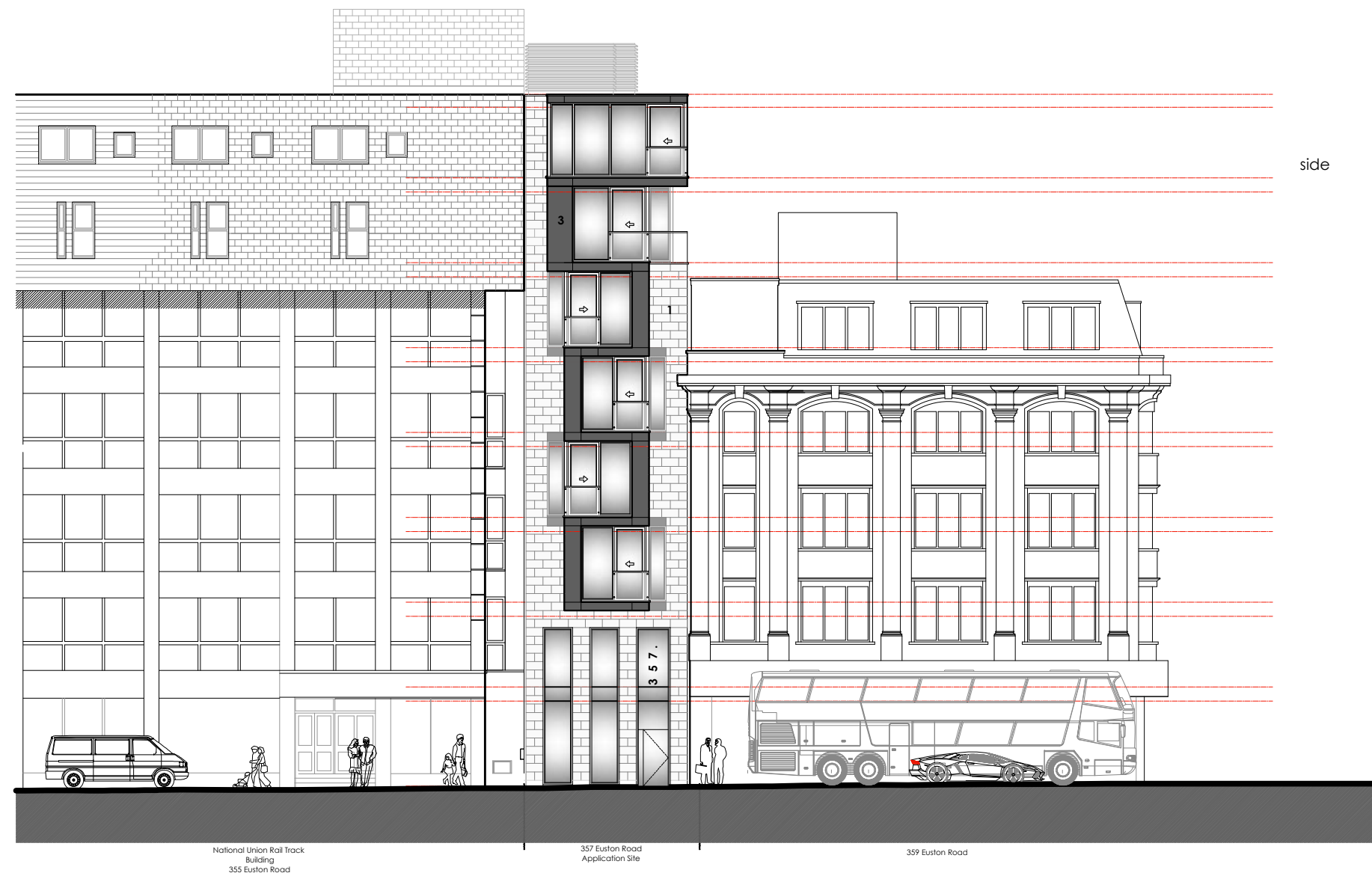
The buildings abutting the proposals site and buildings along the northern of Warren Street generally comprise a wide range of styles, types and heights, making it difficult to identify any overriding style, façade treatment or use of materials.

The proposals aim to mediate in height between abutting buildings and reflect their ration of solid to void in terms of fenestration. The Warren Street elevation proposals, step back at 5th, 6th and 7th floor levels, being sympathetic to the adjoining properties, also to the 4 storey Georgian buildings to the South side of Warren Street. Furthermore, the ground floor condition on Warren Street aims to provide active street frontage at the level of the public domain where none currently exists. This will be of enormous benefit to the successful use of the public domain at the junction of Warren Street and Conway Street and is commensurate with best.

The glazed areas to the Ground and 1st floor levels, both to Euston Road and Warren Street, these openings are punched in from the facades of the building. This design feature helps the scale of the elevations. The stepped bay windows over to Euston Road, from 2nd floor to 6th floor project 600mm from the front line of the building. Creating an architecturally contemporary feature with crisp clean cut lines. The glazed areas are in proportion and scale to the adjoining buildings.

The windows and doors to warren Street reflect the same contemporary look. These openings are punched in from the line of the building, reflecting the openings in the adjoining buildings to Warren Street.

The design of the building provides a contemporary modern looking building with crisp clean cut lines, whilst complementing the adjoining and surrounding buildings.



Proposed Elevation to Euston Road.

Scale 1:200.

True Scale at 1:200.



## Materials

### Euston Road

All exposed masonry walls to be externally faced with LIGNACITE facing blocks, planished finish, colour Snowstorm.

The 2 storey windows, Bay windows and the feature window to the 7th floor to Euston Road to be a proprietary triple glazed powder coated coated aluminium curtain wall system, colour dark grey RAL 7015.

The feature cladding panels to the Bay windows to be finished in powder coated aluminium, colour dark grey RAL 7015.

Juliet balconies formed with plate glass and stainless steel handrails.

### Warren Street

All exposed masonry walls to be externally faced with LIGNACITE facing blocks, planished finish, colour Snowstorm.

The 2 storey windows and windows and doors over to be a proprietary triple glazed powder coated coated aluminium curtain wall system, colour dark grey RAL 7015.

The 2 storey feature panel between the glazed areas at Ground and First floor levels to be Hardwood cladding, stained dark grey RAL 7015. With 200mm high stainless steel box lettering.

The feature cladding panels to the windows, also the fascias to be finished in powder coated aluminium, colour dark grey RAL 7015.

Juliet balconies formed with plate glass and stainless steel handrails.

The balustrades to the roof terraces to be formed with plate glass and stainless steel handrails.

### Conway Street.

All exposed masonry walls to be externally faced with LIGNACITE facing blocks, planished finish, colour Snowstorm.

Windows, doors and feature windows to the 7th floor at Euston Road to be a proprietary triple glazed powder coated coated aluminium curtain wall system, colour dark grey RAL 7015. Where denoted the window system to be fitted with Pilkington Spandril insulated glass panels, colour grey.

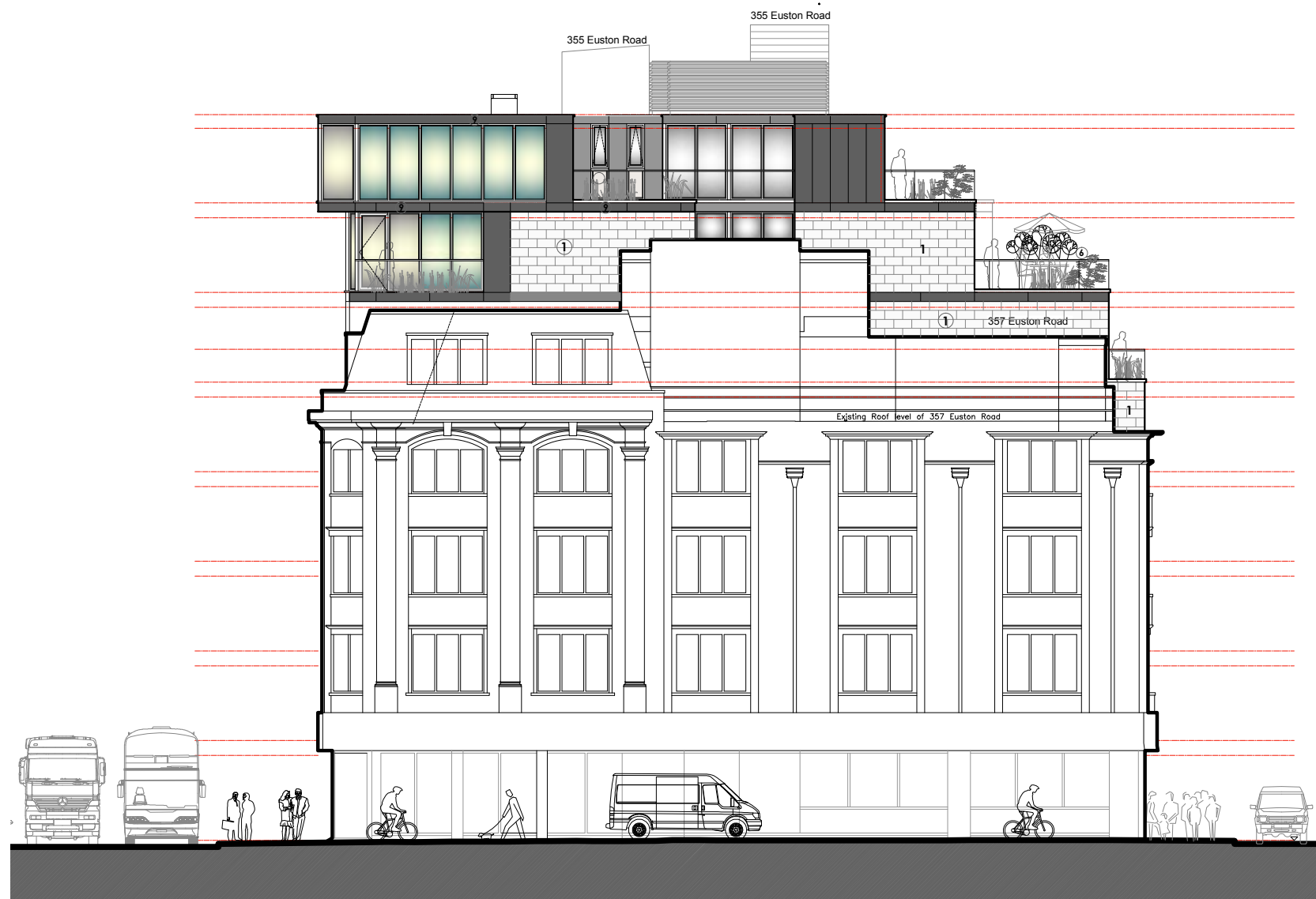
The balustrades to the roof terraces to be formed with plate glass and stainless steel handrails.

### Roof

Roof to be covered with a GRP roofing system colour light grey.

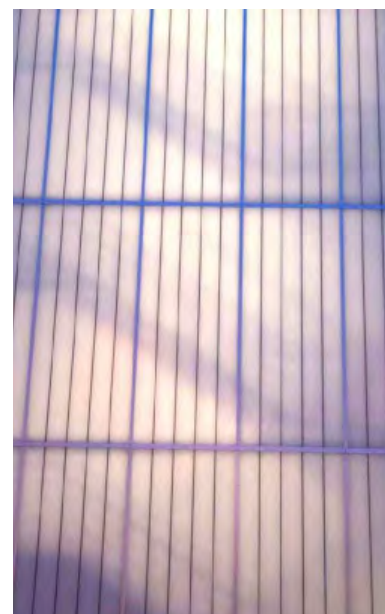
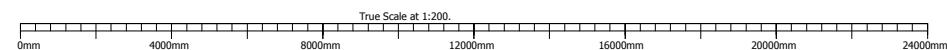
Plant on roof to be screened with a powder coated Metal Louvres.



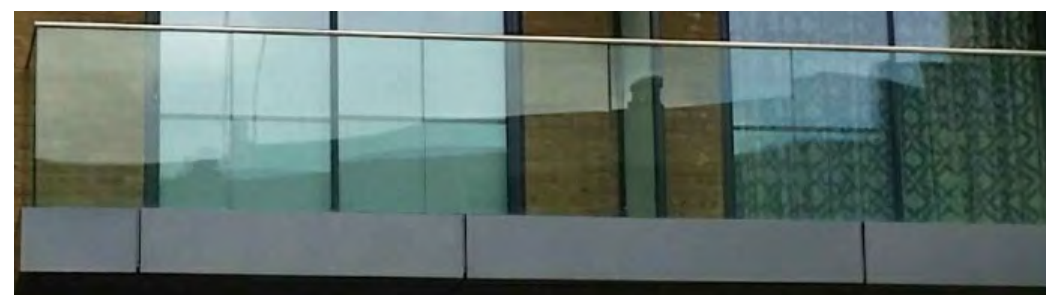


Proposed Elevation to Warren Street.

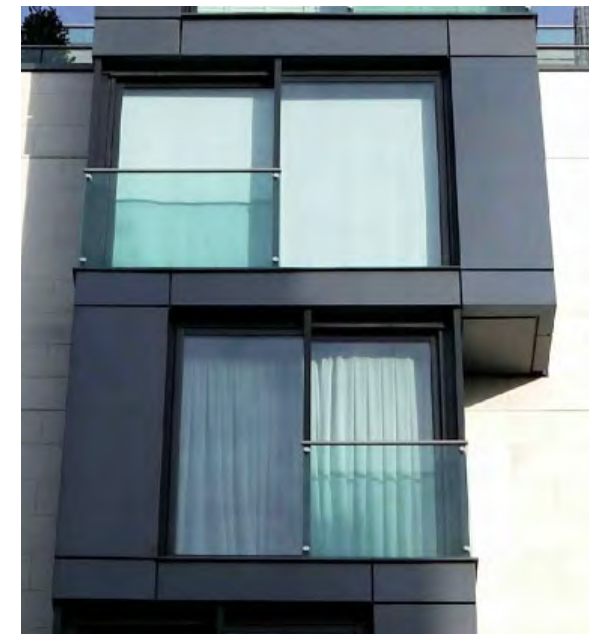
Scale 1:200.



KALWALL translucent insulated wall panel system to main access stair to Lightwell.



Glass balustrade to Balcony and Roof Terraces.



Powder coated aluminium to Bay windows and panels, colour RAL 7015. Also the glass julie balconies with s/s handrails.

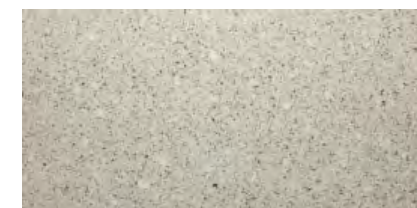
Panel colour 18B25 Grey to Conway Street.



Panel colour 00E55 Opaque White to the Lightwell.



PILKINGTON Spandrel Reflective Insulated glass panels to Conway Street elevation, also to the lightwell.



LIGNACITE Masonry facing blocks. Colour Snowstorm.



Metal Louvers to Plant Area.

357, Euston Road / 44, WarrenStreet.