

3.0 The brief

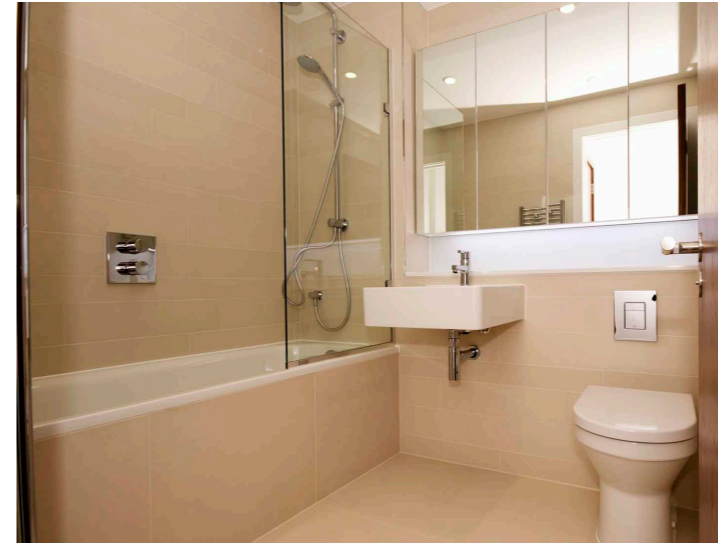
3.1 Background and vision

UCLH Charity has developed a small portfolio of work highlighted above predominantly developed in the London Borough of Camden. These projects range from an apartment building called Duchess House on Warren Street, converted listed buildings on Huntley Street and patient care accommodation at 170 Tottenham court Road.

The brief for Arthur Stanley House looks to address the following issues:

- bring ASH back into active use;
- create a diversity of uses ranging from high quality commercial office space, private residential units, affordable residential units;
- create quality design that responds to the local context and historic fabric of the area;
- improved energy efficiency;
- office space provided to BREEAM “very good”;
- residential to Code for Sustainable Homes level 4;
- provide quality and usable amenity space.

These ambitions then need to be packaged in a building which achieves an exemplar design externally, tying into the distinctive surrounding streetscape, and internally to ensure that the final scheme provides a quality of accommodation which helps to promote optimal values ensuring the commercial success of the proposals.



170 Tottenham Court Road - Cotton Rooms

Duchess House

Huntley Street

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3.2 The Design brief

The design has been developed based on the client brief for the site that is founded on:

Site overview requirements:

- To develop the site that reflect and incorporates the existing two separate freehold ownerships boundaries;
- Creating new high quality mixed use development comprising of commercial office space and residential units for private and affordable use.
- Reconfiguring and refurbishing the existing building Arthur Stanley House to provide the opportunity to recognise the historic fabric of the local context and enhance the character of the conservation area.
- Extending Arthur Stanley House provides the opportunity to make greater use of the existing site footprint and to clearly create private and public frontages.
- Opportunity to improve the site's physical relationship with tottenham Street and Tottenham Mews by completing the urban fabric, improve security and reduce opportunities for anti social behaviour.
- Providing an architecture that engenders and cultivates a diverse use through a variety of accommodation types,
- Improving the level and quality of amenity space for the proposed office and residential users on site.
- Create an attractive publically accessible external spaces that provide benefit to the new users of Arthur Stanley House and the local neighbours and wider community.

Site specific requirements:

- An opportunity to reduce the visual mass of the existing building and create a visual focus on the corner of tottenham Street and Tottenham Mews that can encourage the convival street scene.
- Opportunity to co-ordinate and share facilities across the site to reduce energy consumption and the site's carbon footprint;
- Ensuring that the proposed development provides accessibility to all people.
- The proposed development will be developed by UCLH Charity, this in turn will help to raise finance that can be used to develop the 3rd phase of the UCL Hospital campus.
- To provide a high quality refurbished and new-build office scheme that seeks to optimise the site, with a BREEAM rating of "very good".
- To provide a high quality refurbished and new-build residential scheme for private and affordable use.
- Tenure to be 80% private and 20% affordable and the buildings designed to be 'tenure blind'.
- Housing to meet the Mayors standards within the London Housing Design Guide (including improved space standards and Lifetime Homes), and Code for Sustainable Homes level 4.
- Homes to be a mix of one and two bed apartments with two and three bedroom duplex for family dwellings.
- Improve public realm surrounding the site and immediate urban context.

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3.3 Community involvement

As the design has evolved it has benefitted from numerous discussions with London Borough of Camden officers including, planning, design, conservation, highways and secure by design on the proposals both in terms of general principles and detailed design.

The proposed scheme and approach has been publically exhibited over a 2 day period; furthermore, the presentation boards have been uploaded to a website: www.arthurstanleyhouse.co.uk

The site has been assessed in the following manner:

As two separate sites based on site ownership; and as a complete single site.

These have raised different issues as to how best develop the site.

Close attention has been paid to the impact of the proposals on the surrounding streets in terms of;

- Mass and scale
- Character of the conservation area
- Quality of townscape
- Overall architectural impression

The following section of this statement outlines the evolution of designs to address;

- Concept - feasibility studies
- Ground floor approach
- Massing concepts
- Building heights
- Townscape views
- Building composition & articulation

