
DESIGN STATEMENT

*Student Accommodation Scheme
Drummond Street, Euston*

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1.0 SITE CONTEXT

1.1 SITE LOCATION

The site is within an urban block adjacent to Euston Station. It forms part of the area identified for redevelopment of Euston station following the Government announcement of the preferred route for HS2.

The block is bounded by Drummond Street to the north, Melton Street to the east, Euston Street to the south and Cobourg Street to the west. The site has a prominent corner presence at the junction of Drummond Street and Cobourg Street with frontage over both streets and extends into the block, covering the entire central area.

The present buildings on the site were historically used as a car garage / dealership and petrol station; these have been converted into a retail space currently occupied by a specialist camera retailer. The buildings are 2/3 storeys on Drummond Street, and in the middle of the block is a large double height space covered by an extensive pitched roof. The corner of Drummond Street and Cobourg Street is unbuilt. Previously the petrol station forecourt, it is currently used as a car park. There is also a basement over the whole of the site.

Public access into the buildings is currently from the Drummond Street frontage. There is service access via the old petrol station forecourt and via a passage way under the residential properties on Euston Street. The perimeter of the rest of the block has buildings of varying scale and uses.

On the corner of Melton Street and Drummond Street, sharing a party wall with the site, is the locally listed former Charing Cross and Hampstead Railway Underground Station. A 3 storey building in scale with a glazed terracotta arched façade. The arches have been infilled in a haphazard manner. Adjacent on Melton Street is a pair of listed Georgian three storey houses, with basements, with a rendered façade and rusticated base at ground floor.

On the corner of Melton Street and Euston Street is a recently refurbished early 1960's office building of 4 storeys, with a basement used in part as a furniture showroom. Along Euston Street at No.'s 54–56 is a pair of recently built small office buildings of 3 storeys with basements.

Adjacent to No.'s 54–56 is a terrace of 4 houses of 3 storeys, recently built of scale, proportion and materials similar to those of the surrounding Victorian context.

At the corner of Euston Street and Cobourg Street is a 1930's pub on three storeys in brick, with a high chimney at the corner, and a steep pitched roof. Adjoining the pub along Cobourg Street are four early Victorian locally listed terraced houses which have been converted into flats. One of the houses spans across the ground floor access way which provided service access into the site.

Surrounding the block are buildings of larger scale such as the Ibis Hotel directly opposite on the north side of Drummond Street. A primarily brick building with extensive mansards disguising the upper part of accommodation and plant. The hotel has 5 storeys onto Drummond Street rising to 5/7 towards Melton Street. To the south along Euston Street the buildings vary from 3 to 5 storeys.

On the west side of Cobourg Street is a 1960's telephone exchange with a 3 storey block façade in large precast concrete panels. The only relief from the street is a glazed stark enclosure to a staircase.

The immediate context is not only made up of buildings of varied periods, use and scale but is also surrounded and overlooked by much taller larger buildings, particularly to the south east and west, creating a very urban quality to the general context.



FIGURE 1 OS EXTRACT INDICATING SITE BOUNDARY

Key:
Site boundary

1.2 SITE PHOTOGRAPH



FIGURE 2 VIEW OF THE PROPOSED DEVELOPMENT SITE FROM NORTH EAST (THE CORNER OF DRUMMOND STREET AND COBURG STREET) © GOOGLMAPS

1.3 AERIAL VIEW

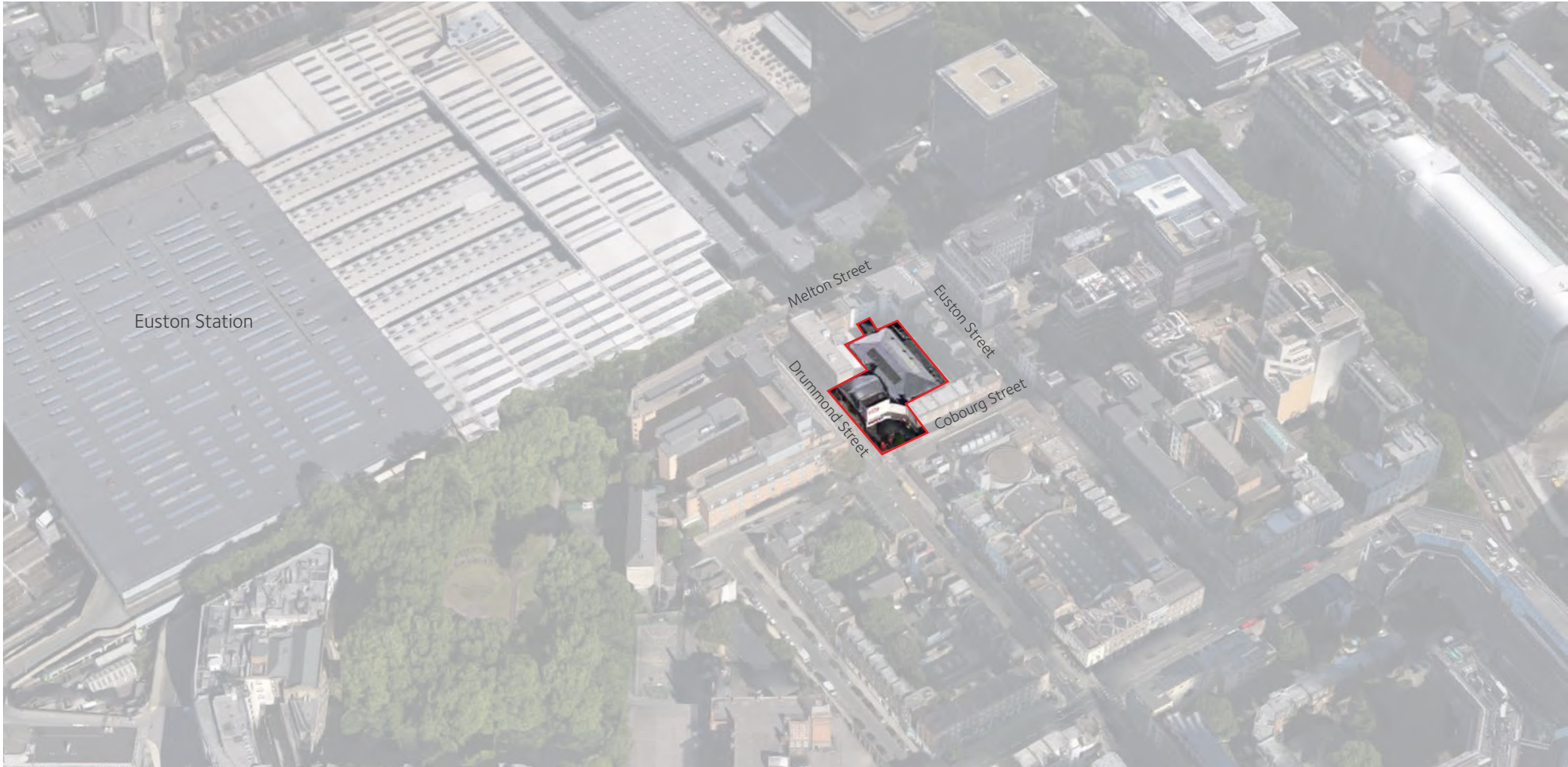
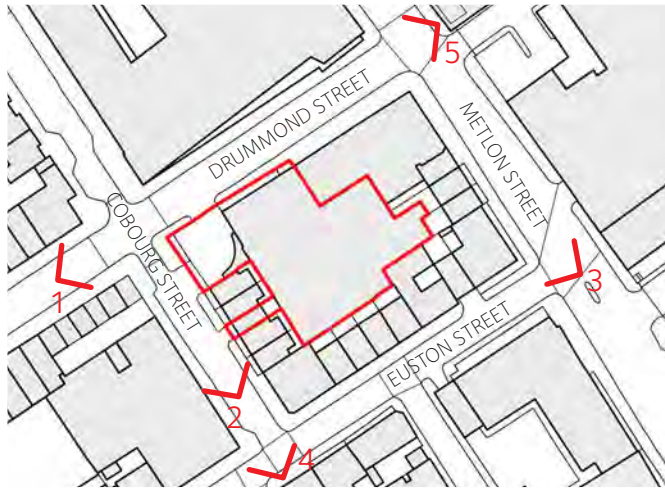


FIGURE 3 AERIAL VIEW OF LOCAL AREA © GOOGLEMAPS

Key:
 Site boundary



1.4 KEY STREET LEVEL VIEWS OF THE SITE



VIEW 1 ALONG DRUMMOND STREET LOOKING EAST.



VIEW 2 ALONG COBOURG STREET LOOKING NORTH.



VIEW 3 FROM THE CORNER OF MELTON STREET
LOOKING NORTH WEST.



VIEW 4 AT THE JUNCTION OF EUSTON STREET AND
COBOURG STREET LOOKING NORTH.



VIEW 5 FROM THE CORNER OF DRUMMOND STREET
AND MELTON STREET LOOKING WEST.

Key:
 Site boundary

PHOTOGRAPHY © GOOGLEMAPS

1.5 TRANSPORT LINKS

The site has a PTAL rating of 6B. A wide variety of bus stops are provided in close proximity to Hampstead Road and Euston Road whilst regular underground services are provided at Euston Square, Euston Station and Warren Street all within 600 metres of the site. The site is also adjacent to Euston Main Line Station for both suburban and intercity rail services. Also in close proximity is the Eurostar Terminal at St. Pancras International.

As such, the site is in a highly accessible location with excellent public transport opportunities giving good accessibility to the surrounding university campuses. The scale and nature of the proposed development and the number and quality of public transport services means that it will have no discernable impact on public transport services.

The proposed development seeks to maximise the use of this highly accessible urban brownfield site.



FIGURE 4 SATELLITE VIEW OF SITE SHOWING UNDERGROUND, RAIL AND INTERNATIONAL RAIL STATIONS. © GOOGLEMAPS

Key:
 Site boundary

1.6 SUN PATH ANALYSIS

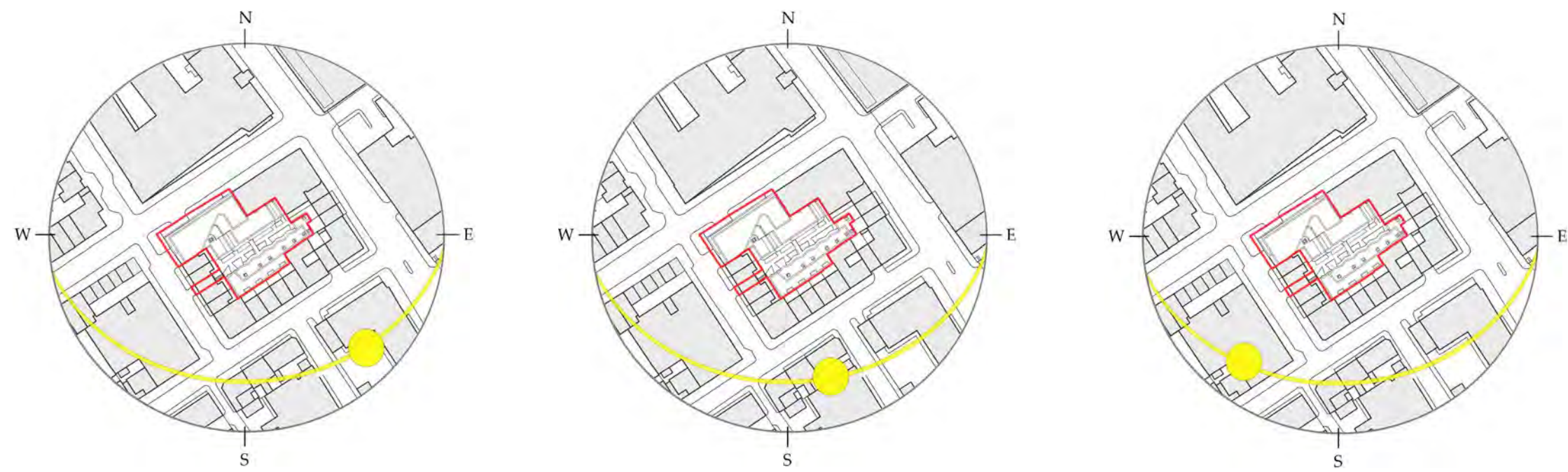


FIGURE 5 SOLAR PATHS AT 0900, 1100, AND 1400

1.7 LISTED BUILDINGS AND CONSERVATION AREAS



FIGURE 6 LISTED BUILDINGS AND CONSERVATION AREAS IN RELATION TO THE PROPOSED DEVELOPMENT SITE

- Key:
- Site boundary
 - Locally listed buildings
 - Grade 2 listed buildings
 - Bloomsbury Conservation Area

The Former CCE & HR station: Locally listed and situated to the north east corner of the proposed development site.

The Bree Louise Pub and No's. 56–67 Cobourg Street: Locally listed and situated to the south west corner of the proposed development site.

No's 14–15 Melton Street: Grade 2 Listed Houses situated to the east of the proposed development site.



THE FORMER CCE & HR STATION



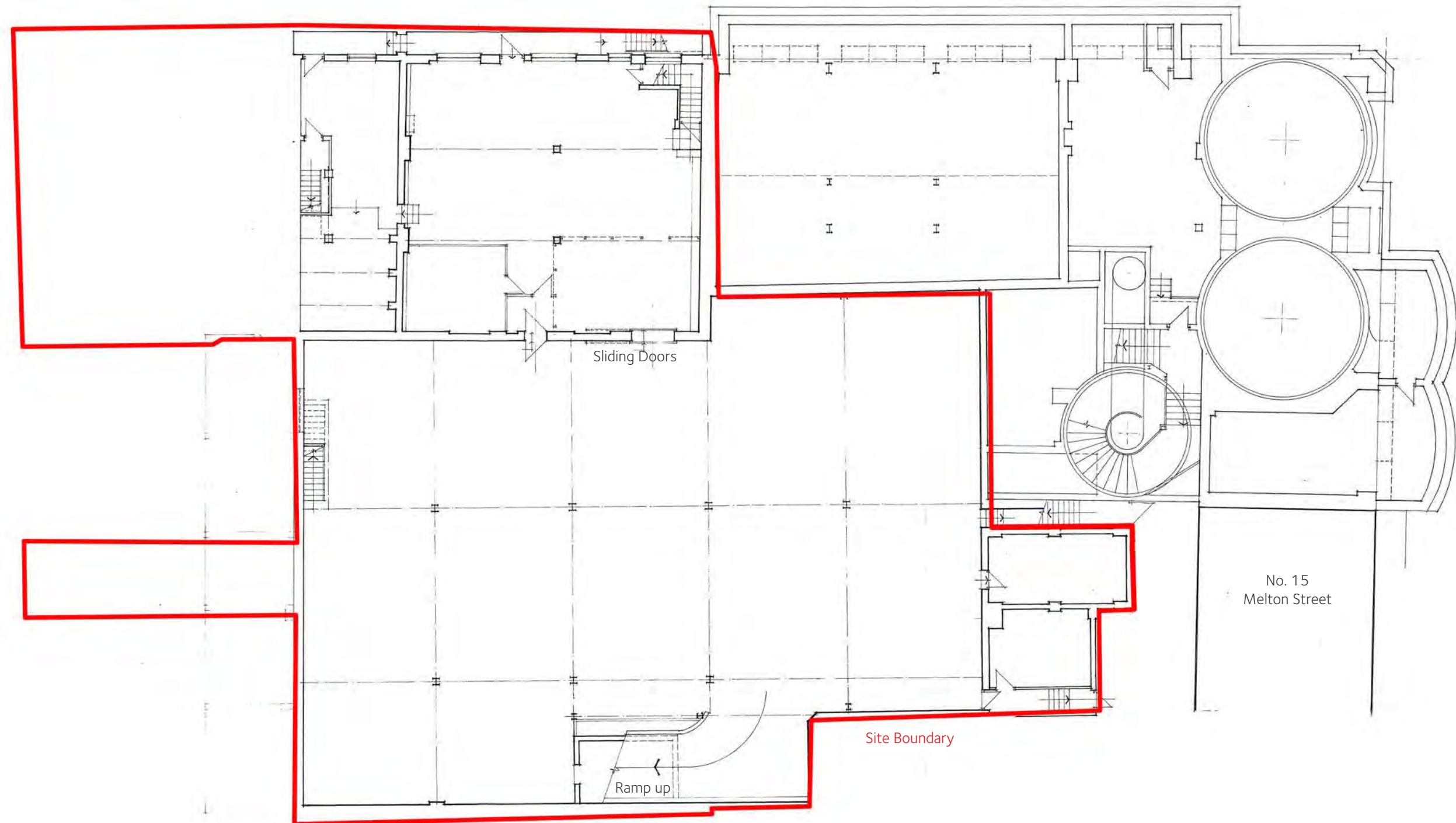
THE BREE LOUISE PUB AND NO'S. 56 - 67 COBOURG STREET



NO'S 14-15 MELTON STREET

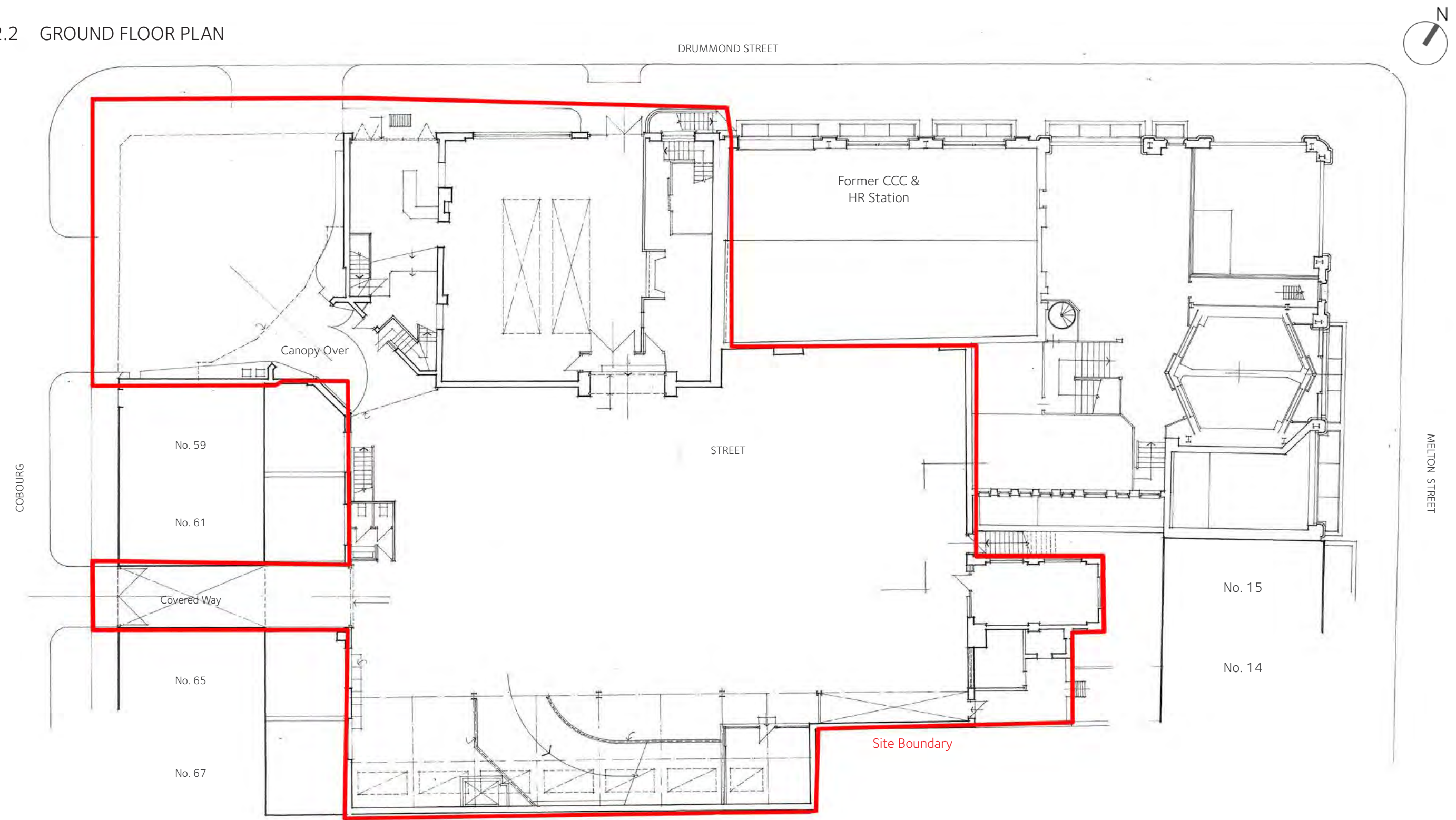
2.0 EXISTING BUILDING PLANS

2.1 BASEMENT LEVEL



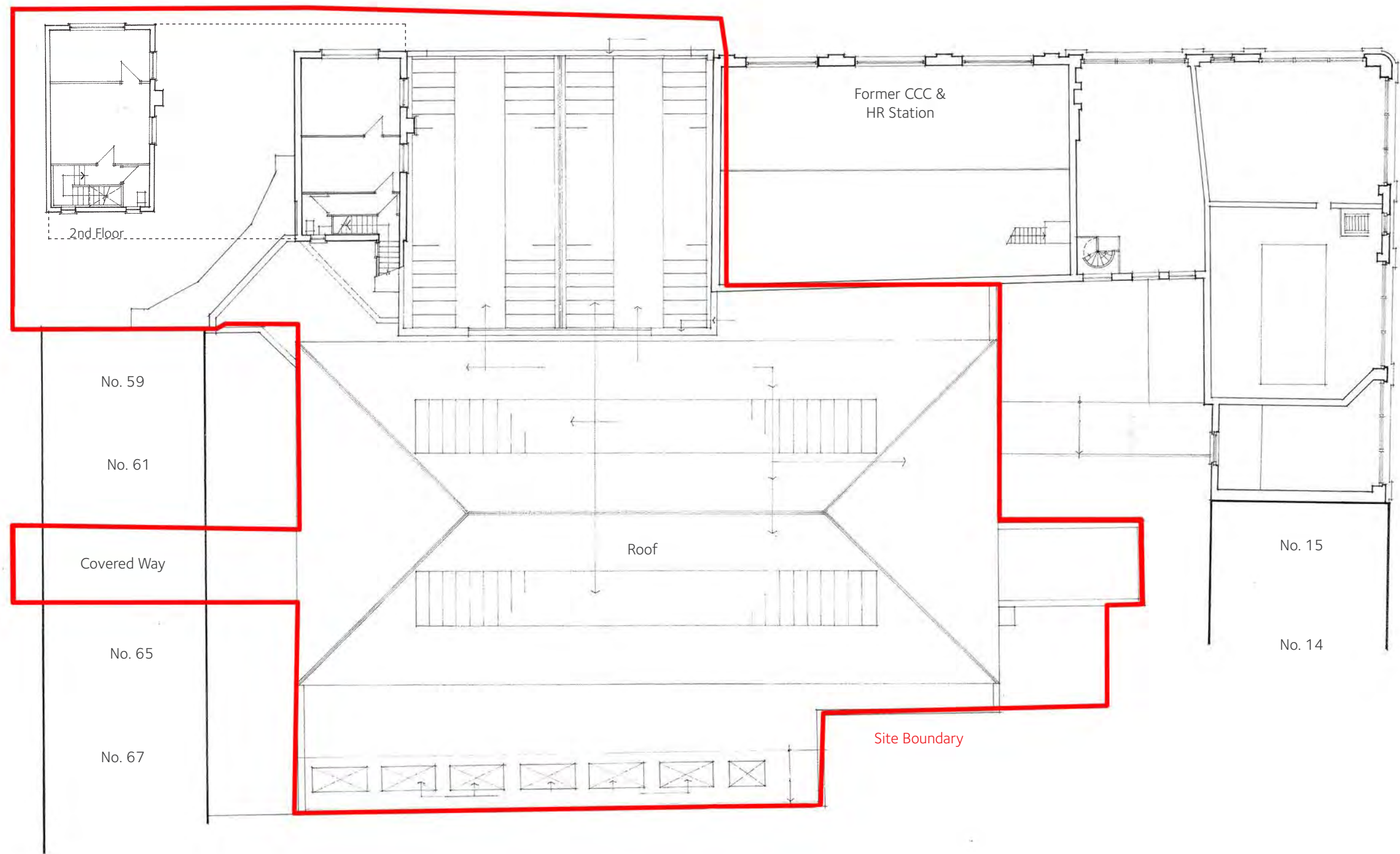
NOTE: THESE DRAWINGS ARE SCANNED REDUCTIONS OF ORIGINAL PHOTOCOPIES AND ARE APPROXIMATELY 1:200 SCALE. THEY MAY BE SUBJECT TO SOME IMAGE DISTORTION.

2.2 GROUND FLOOR PLAN



NOTE: THESE DRAWINGS ARE SCANNED REDUCTIONS OF ORIGINAL PHOTOCOPIES AND ARE APPROXIMATELY 1:200 SCALE. THEY MAY BE SUBJECT TO SOME IMAGE DISTORTION.

2.3 FIRST AND SECOND FLOORS



NOTE: THESE DRAWINGS ARE SCANNED REDUCTIONS OF ORIGINAL PHOTOCOPIES AND ARE APPROXIMATELY 1:200 SCALE. THEY MAY BE SUBJECT TO SOME IMAGE DISTORTION.

3.0 DESIGN

3.1 DESIGN CONCEPT

The proposed building seeks to re-instate the north west corner of the urban block. On the Drummond Street elevation the building is aligned with the footprint of the CCHR railway station building.

The junction between the new building and the nineteenth century terrace at No.'s 59–67 Cobourg Street features a setback in the built form so as to frame the terrace.

The proposed building is arranged in two distinct but interconnecting parts— one facing Drummond Street and Cobourg Street, the other in two wings within the central part of block.

The accommodation is primarily student housing arranged either in cluster apartments with communal facilities, or studio apartments with integral kitchenettes. The cluster apartments are within the parts facing Drummond Street and Cobourg Street, whilst the studios are primarily in the two wings in the central part of the block.

The main entrance into the student housing section of the building is on the corner of Drummond Street and Cobourg Street leading to a central lift core with lifts accessing the residential accommodation on the upper floors. Secondary access into the building is also provided via the existing passageway under the houses in Cobourg Street. The active frontage to Drummond Street is maintained with a new ground floor retail unit which extends into the basement and is accessed directly from the street.

The central part of the building connects at ground floor with the main entrance on Drummond Street and has its own dedicated core. The accommodation is arranged in two wings separated by a central open courtyard which is roughly on axis with the passage way from Cobourg Street. The studio rooms accessed via external walkways. The walk ways have been designed to allow the maximum natural light to reach the courtyard.

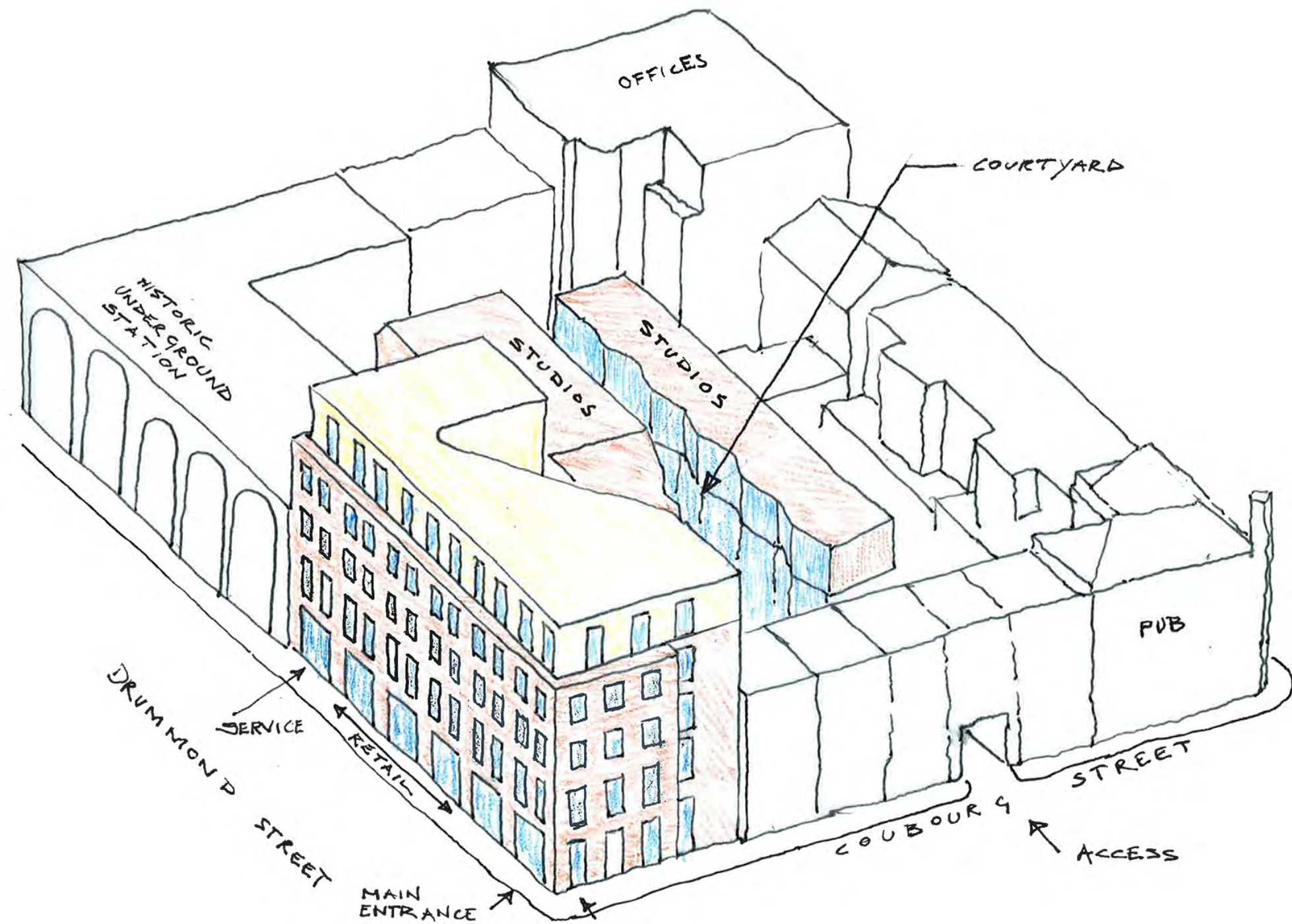
The elevations facing the courtyard are almost entirely glazed and on the south side angled in such a way as to minimize the overlooking across the courtyard. The undulation alternate on different floors creating an articulated façade within the courtyard.

The new building responds to the prominence of the site and to the change in scale of Drummond Street as it reaches the site and the junction with Melton Street. The terraced houses with shops or restaurants at ground floor stop and the character of the street noticeably changes.

The blank concrete façade of the telephone exchange on the south side takes up as major part of the street scene as does the Ibis Hotel on the opposite the side.

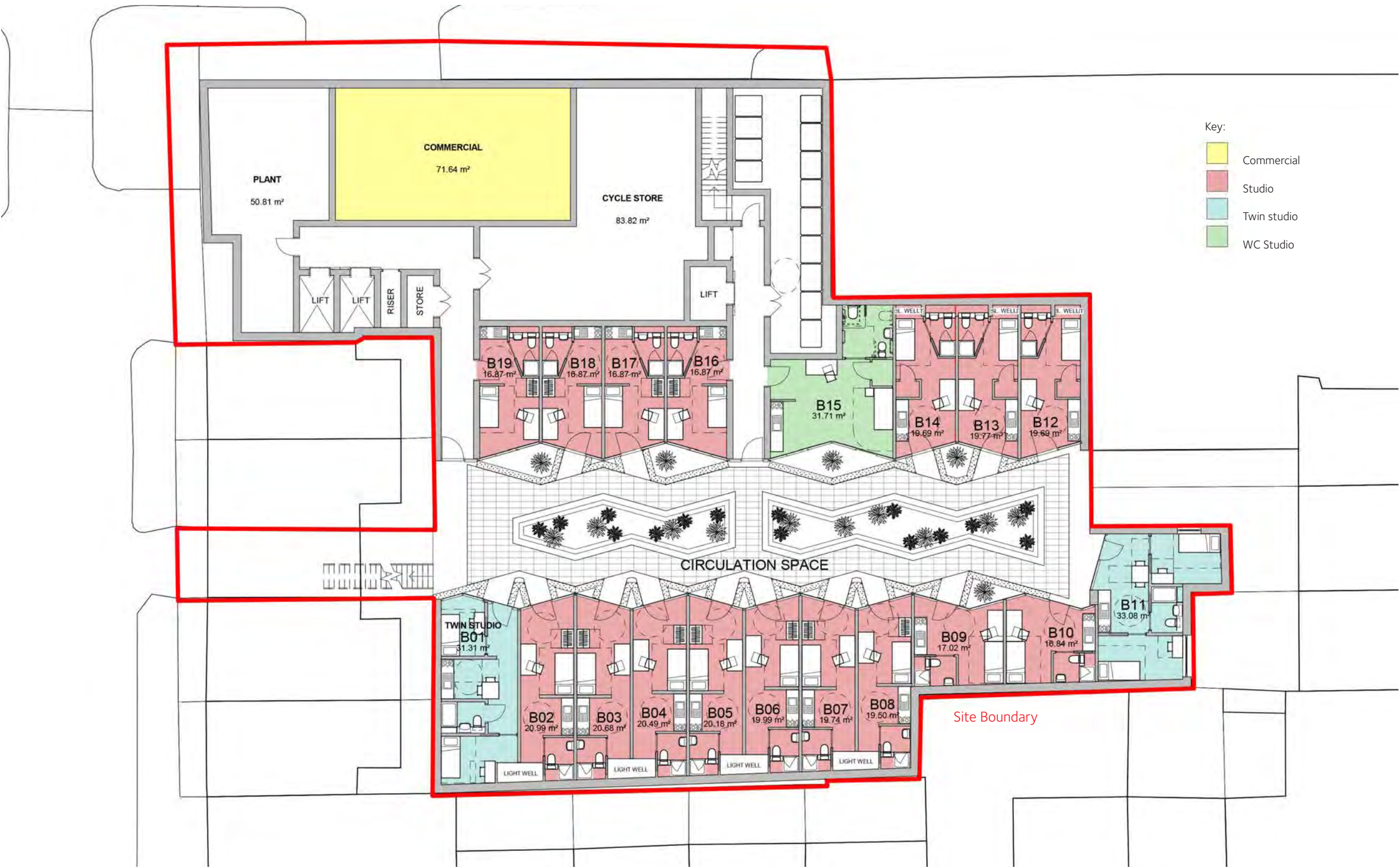
The proposed building sits comfortable within the immediate context replicating the scale of hotel opposite and uses contextual facing materials. The street elevations are restrained with shop fronts at ground level well set between brick piers. The windows to the upper floors reduce in size as they rise up the building and are set within deep brick reveals. The top floor is set back from the lower floors and is clad in cast stone. This set back flows to ground level on the Cobourg Street elevation creating a deliberate important separation between the locally listed terraced houses and the new building. The blank elevations which rise above the party walls with the adjacent buildings on Drummond and Cobourg Street are articulated with blind windows.

The building is serviced via a designated lobby off Drummond Street located next to the former underground station. This provides lift access via the second core to the basement bin and bicycle stores.



4.0 PROPOSED SCHEME DRAWINGS— PLANS

4.1 BASEMENT PLAN





4.3 FIRST FLOOR PLAN



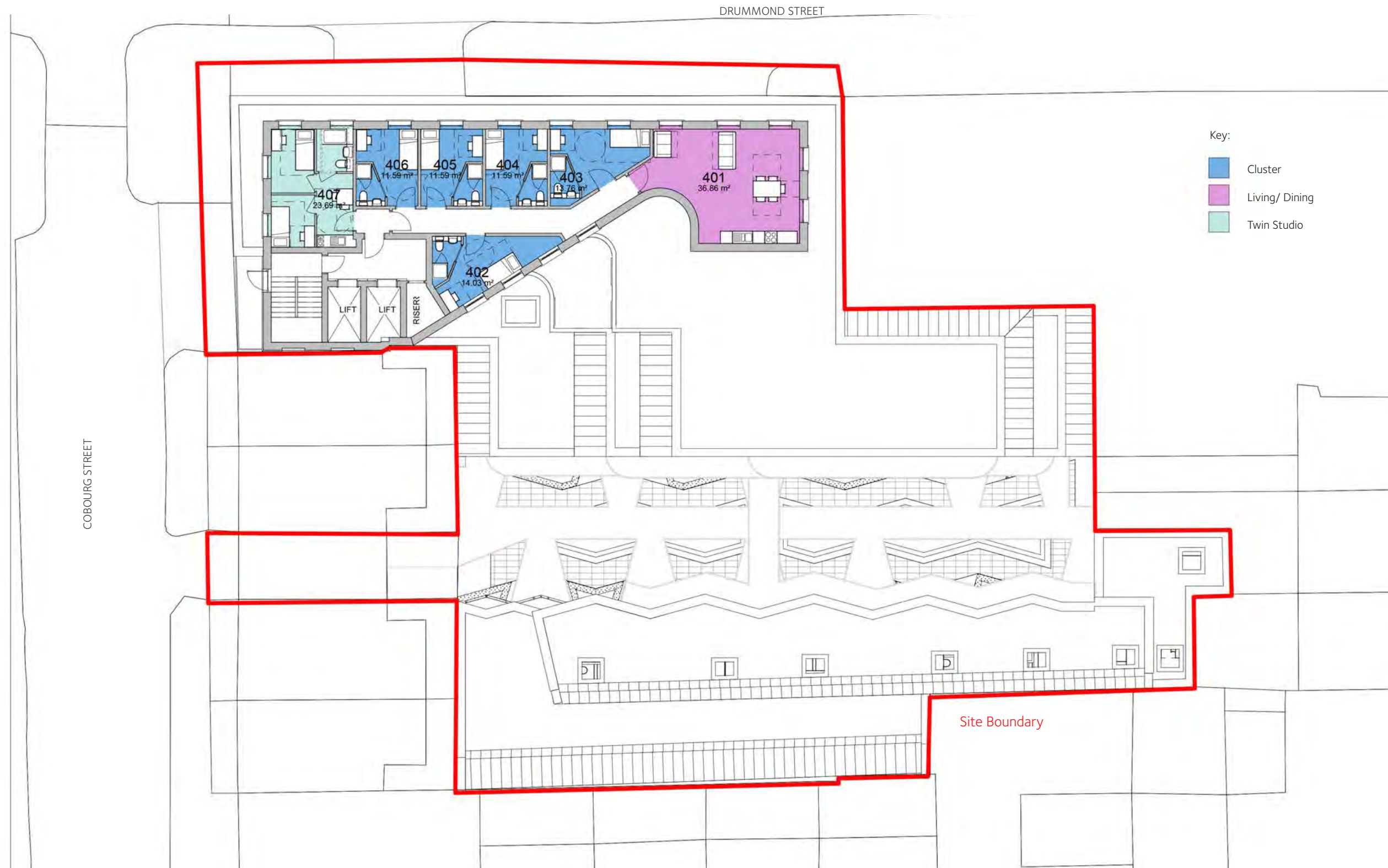
4.4 SECOND FLOOR PLAN



4.5 THIRD FLOOR PLAN

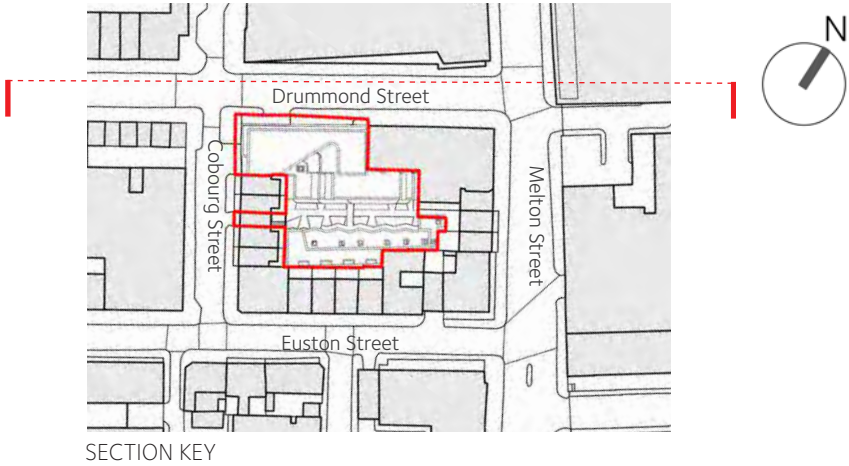


4.6 FOURTH FLOOR PLAN

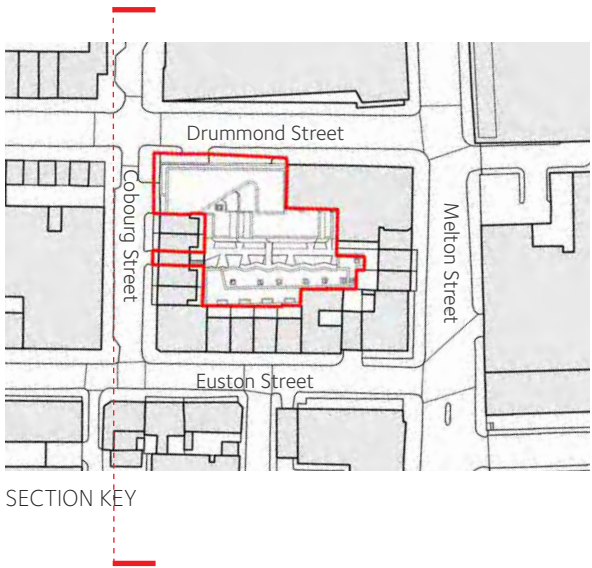


5.0 PROPOSED SCHEME DRAWINGS— ELEVATIONS

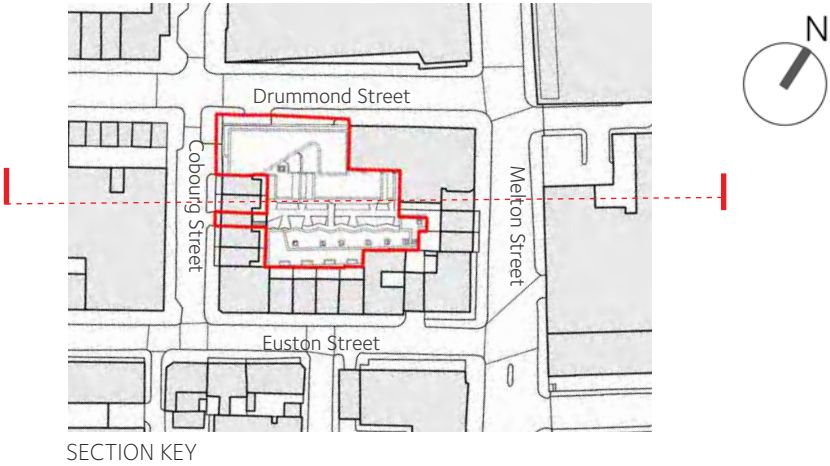
5.1 STREET ELEVATION NORTH FACE - DRUMMOND STREET



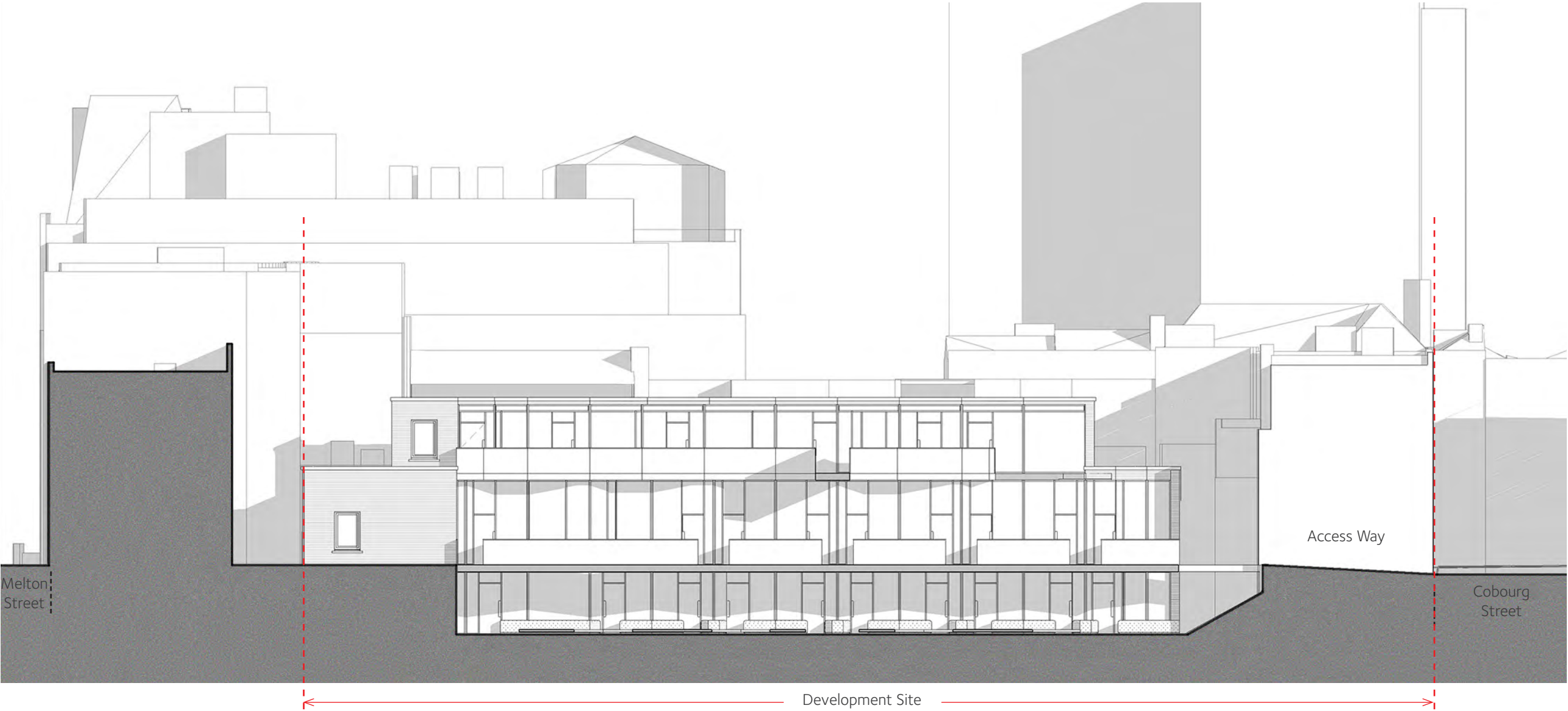
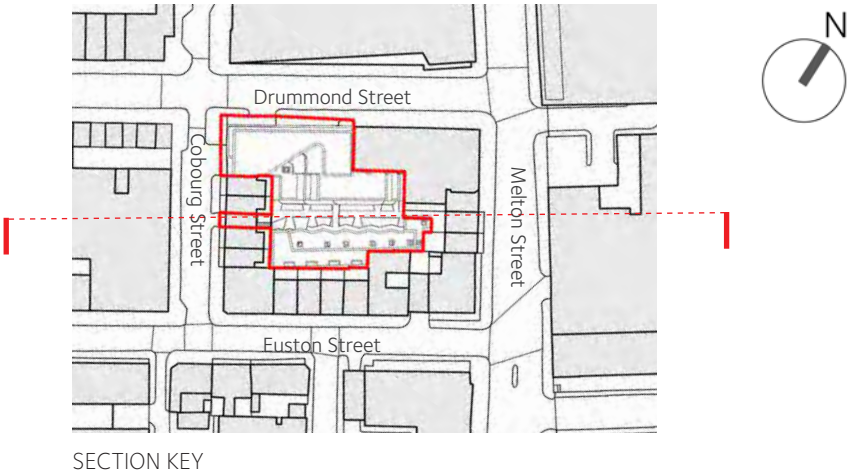
5.2 STREET ELEVATION WEST FACE - COBURG STREET



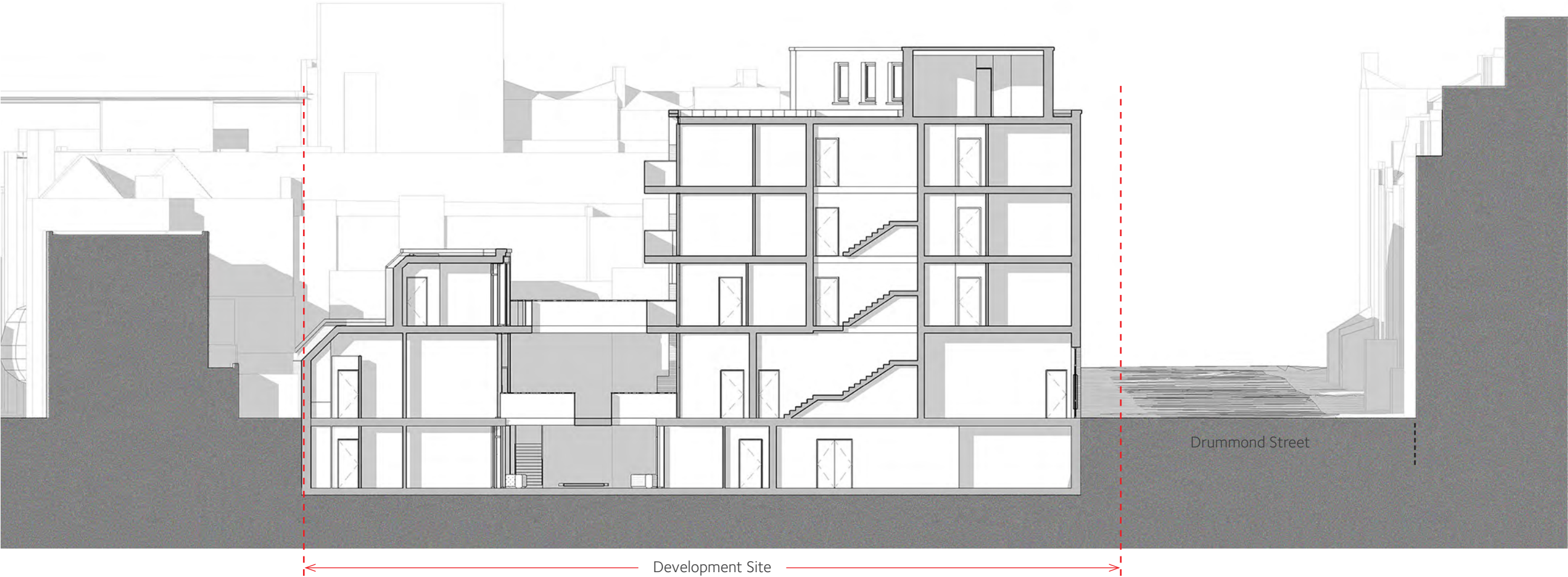
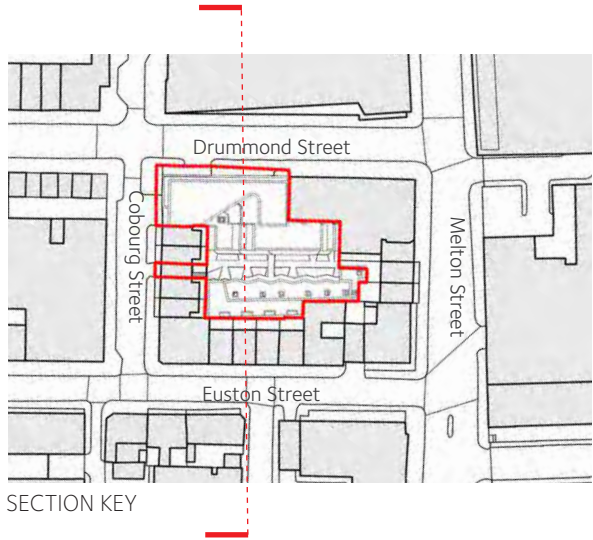
5.3 COURTYARD ELEVATION SOUTH FACE



5.4 COURTYARD ELEVATION NORTH FACE



5.5 COURTYARD CROSS SECTION



6.0 COURTYARD DESIGN

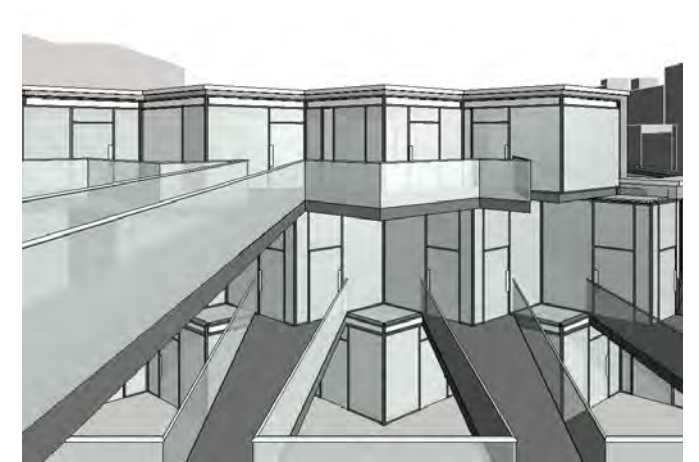
The internal layout of the building has been designed to provide two buildings containing student accommodation. The outlines of the buildings have been carefully considered so that they are not visible from the surrounding streets.

The central part of the building connects at ground floor with the main entrance on Drummond Street and has its own dedicated core. The accommodation is arranged in two wings separated by a central open courtyard which is roughly on axis with the passage way from Cobourg Street. The studio rooms accessed via external walkways.

The walkways have been designed to allow the maximum natural light to reach the courtyard. The elevations facing the courtyard are almost entirely glazed and on the south side angled in such a way as to minimize the overlooking across the courtyard. The undulation alternate on different floors creating an articulated façade within the courtyard.



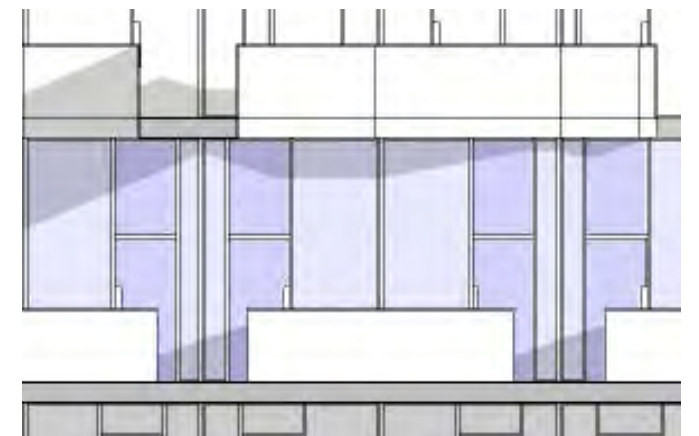
COURTYARD ELEVATION EXTRACT



COURTYARD ELEVATION – 3D OVERLOOKING MITIGATION STUDY



COURTYARD DIAGRAM – CRANKED FACADE HELPS TO MITIGATE OVERLOOKING ACROSS COURTYARD



SECTIONS OF GLAZING IN OBSCURED GLASS TO MAINTAIN PRIVACY

7.0 INDICATIVE 3D MASSING



VIEW 1 ALONG DRUMMOND STREET LOOKING EAST.



REFERENCE PHOTOGRAPH
© GOOGLEMAPS

The block layout and prominent position of the corner building has presented an opportunity to re-instate a commercial unit and also provides street level entrances to the student residential accommodation.



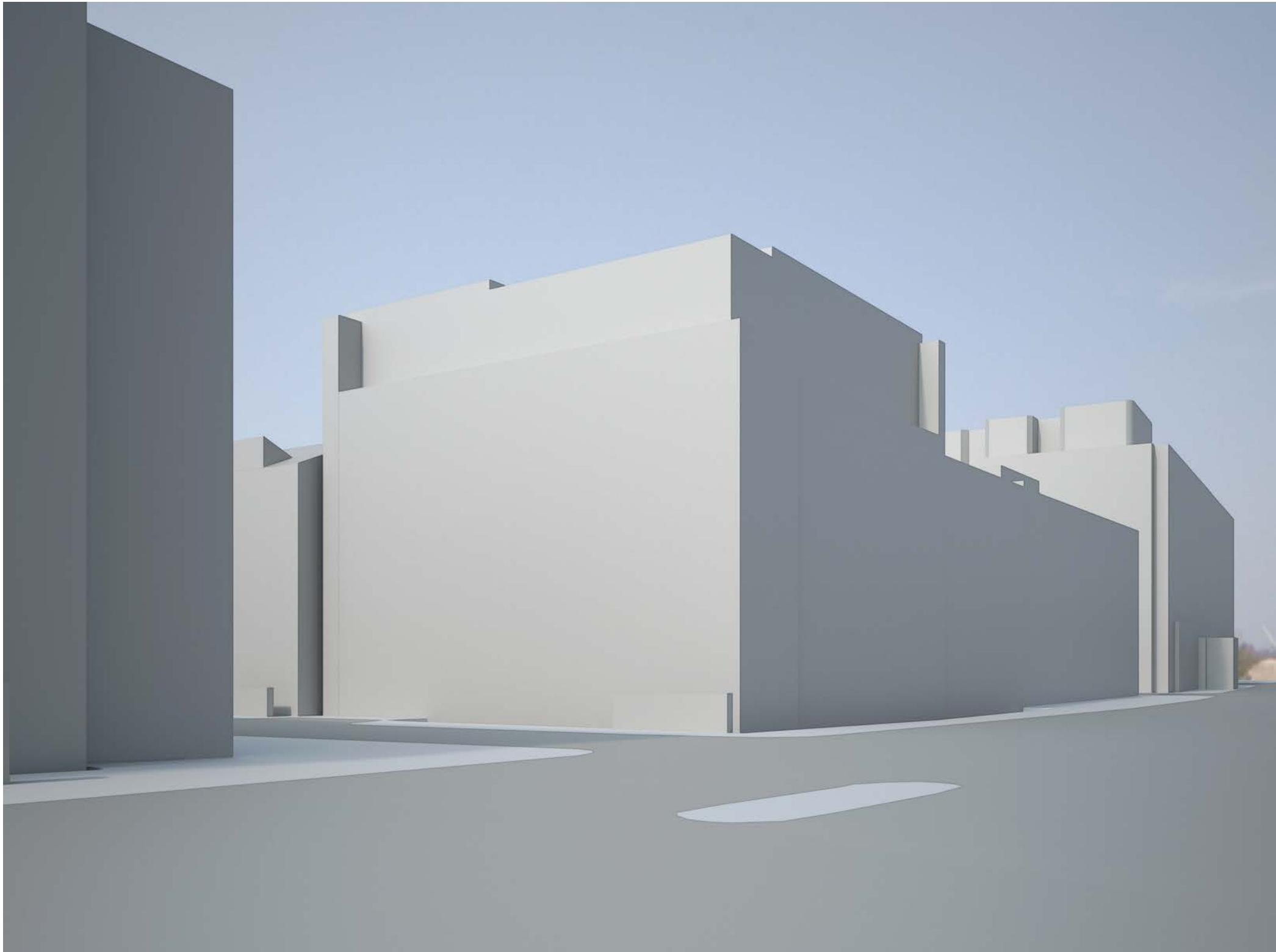


VIEW 2 ALONG COBOURG STREET LOOKING NORTH.



REFERENCE PHOTOGRAPH
© GOOGLEMAPS

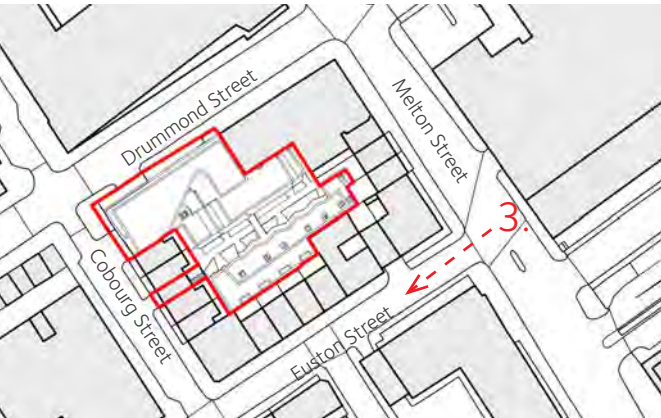


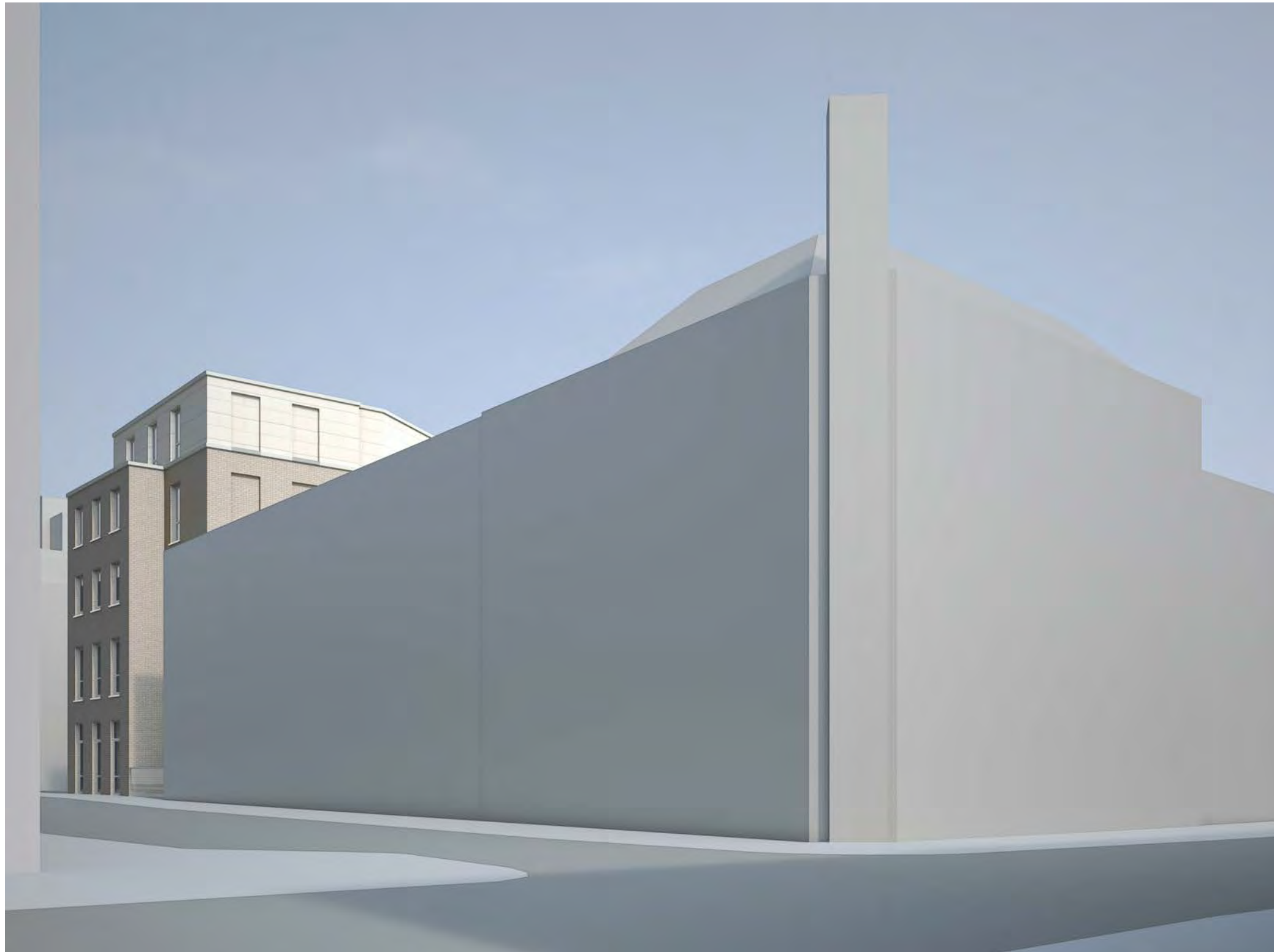


VIEW 3 FROM THE CORNER OF MELTON STREET LOOKING NORTH WEST.



REFERENCE PHOTOGRAPH
© GOOGLEMAPS

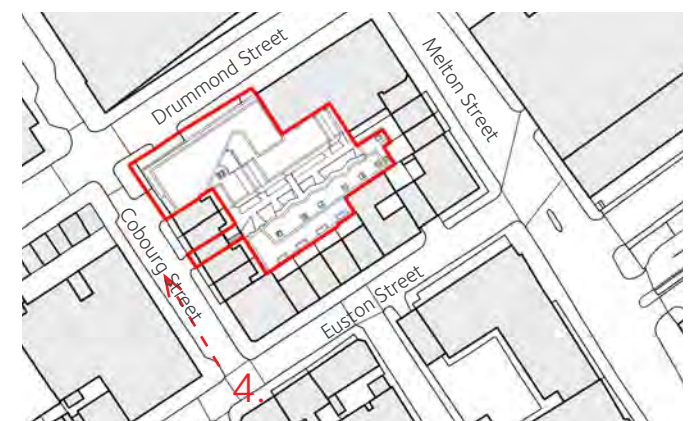


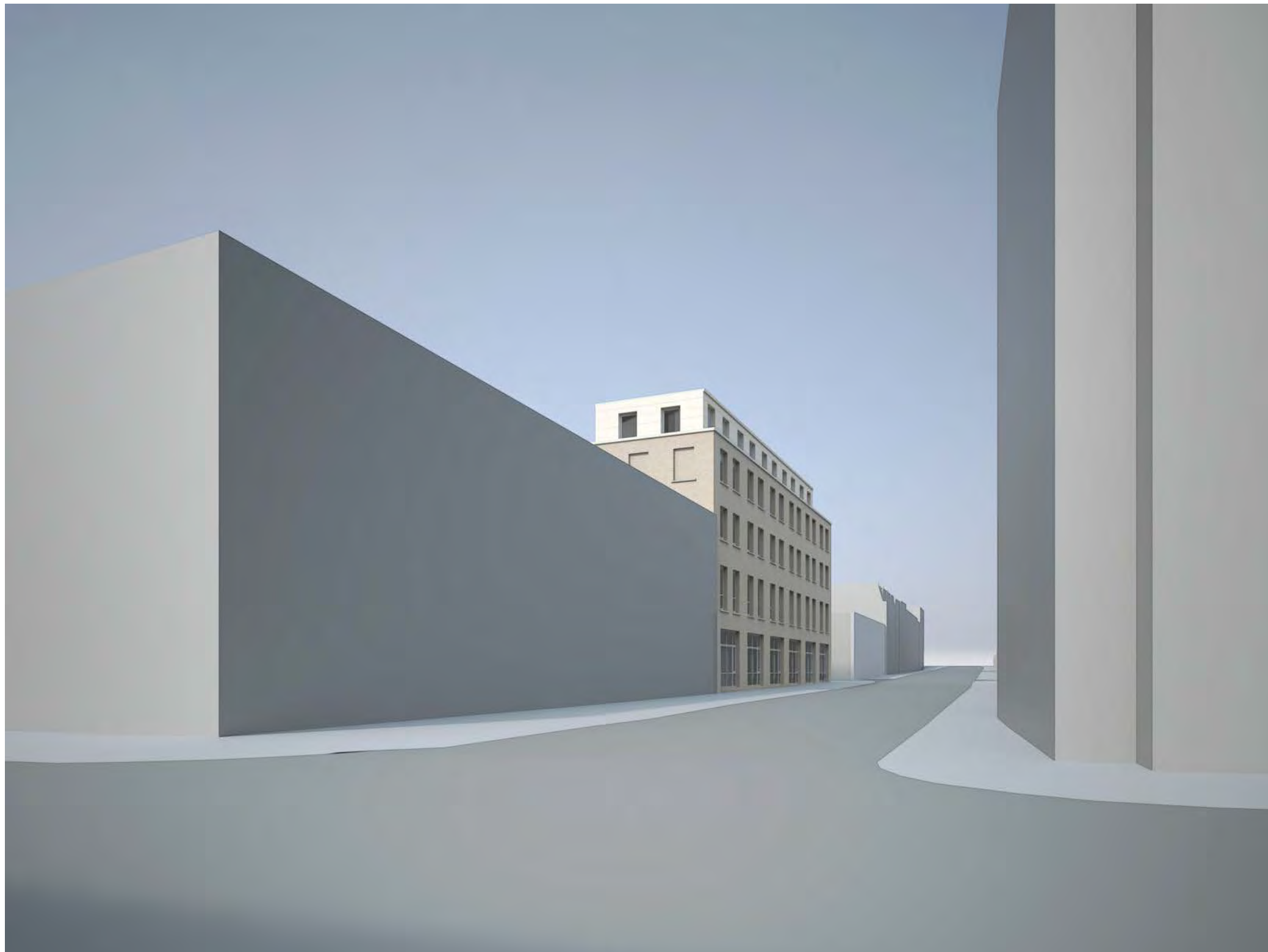


VIEW 4 AT THE JUNCTION OF EUSTON STREET AND COBOURG STREET LOOKING NORTH.



REFERENCE PHOTOGRAPH
© GOOGLEMAPS

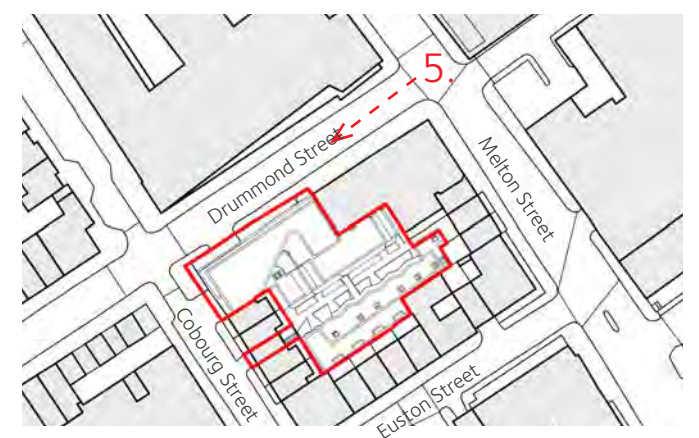




VIEW 5 FROM THE CORNER OF DRUMMOND STREET AND MELTON STREET LOOKING WEST.



REFERENCE PHOTOGRAPH
© GOOGLEMAPS



8.0 SCHEDULE OF ACCOMMODATION

8.1 SUMMARY

	Units (Rooms)			
Levels				
	Studios	Twin	Cluster	WC Studio
Basement	16	2	0	1
Ground	14	3	0	1
1	11	0	10	4
2	3	1	10	2
3	2	1	10	2
4	0	1	5	0
Total (rooms)	46	8	35	10
Total (bedspaces)	46	16	35	10
Grand total of rooms	99			
Grand total of bedspaces	107			

* Accessible units will be provided at least 10% of the grand total of units

Levels	Approximate GIA m2				Approximate Overall GIA per floor
	Services (Refuse/Bike Store/Cores/etc)	Plant	Commercial	Student (Units/Living & Amenity Space/Cores)	
Basement	134.7	52.8	75.3	519.7	782.5
Ground	0	0	166.4	603	769.4
1	0	0	0	617.1	617.1
2	0	0	0	432.2	432.2
3	0	0	0	413.6	413.6
4	0	0	0	186.3	186.3
Total	134.7	52.8	241.7	2771.9	3201.1

Levels	Approximate GEA m2	
	Proposed	Existing
Basement	852	1084
Ground	838	947
1	678	43
2	473	43
3	454	0
4	216	0
Total	3511	2117

8.2 ROOM SIZES

Flat no.	Flat Type	NIA [Sq M]	Studio	Twin Studio	WC Studio	Cluster
Basement						
B01	TWIN STUDIO	31.0		1		
B02	STUDIO	21.0	1			
B03	STUDIO	21.0	1			
B04	STUDIO	20.0	1			
B05	STUDIO	20.0	1			
B06	STUDIO	20.0	1			
B07	STUDIO	20.0	1			
B08	STUDIO	19.0	1			
B09	STUDIO	17.0	1			
B10	STUDIO	17.0	1			
B11	TWIN STUDIO	33.0		1		
B12	STUDIO	19.0	1			
B13	STUDIO	19.0	1			
B14	STUDIO	19.0	1			
B15	WC STUDIO	32.0			1	
B16	STUDIO	17.0	1			
B17	STUDIO	17.0	1			
B18	STUDIO	17.0	1			
B19	STUDIO	17.0	1			
		396.0	16	2	1	0
Ground Floor						
G01	TWIN STUDIO	31.0		1		
G02	STUDIO	21.0	1			
G03	STUDIO	21.0	1			
G04	STUDIO	20.0	1			
G05	STUDIO	20.0	1			
G06	STUDIO	20.0	1			
G07	STUDIO	20.0	1			
G08	STUDIO	19.0	1			
G09	TWIN STUDIO	35.0		1		
G10	TWIN STUDIO	34.0		1		
G11	STUDIO	18.0	1			
G12	STUDIO	18.0	1			
G13	STUDIO	18.0	1			
G14	WC STUDIO	34.0			1	
G15	STUDIO	16.0	1			
G16	STUDIO	16.0	1			
G17	STUDIO	16.0	1			
G18	STUDIO	16.0	1			
		393.0	14	3	1	0

Flat no.	Flat Type	NIA [Sq M]	Studio	Twin Studio	WC Studio	Cluster
First Floor						
101	STUDIO	22.0	1			
102	STUDIO	20.0	1			
103	WC STUDIO	27.0			1	
104	STUDIO	19.0	1			
105	STUDIO	15.0	1			
106	STUDIO	16.0	1			
107	STUDIO	18.0	1			
108	STUDIO	18.0	1			
109	STUDIO	18.0	1			
110	WC STUDIO	36.0			1	
111	WC STUDIO	26.0			1	
112	STUDIO	16.0	1			
113	STUDIO	16.0	1			
114	STUDIO	16.0	1			
115	WC STUDIO	24.0			1	
116	CLUSTER	12.0				1
117	CLUSTER	12.0				1
118	CLUSTER	12.0				1
119	CLUSTER	12.0				1
120	CLUSTER	13.0				1
121	LIVING/DINING	22.0				
122	CLUSTER	13.0				1
123	CLUSTER	13.0				1
124	CLUSTER	12.0				1
125	CLUSTER	12.0				1
126	CLUSTER	12.0				1
127	LIVING/DINING	22.0				
		474.0	11	0	4	10
Second Floor						
201	STUDIO	19.0	1			
202	STUDIO	18.0	1			
203	TWIN STUDIO	36.0		1		
204	WC STUDIO	26.0			1	
205	STUDIO	17.0	1			
206	WC STUDIO	24.0			1	
207	CLUSTER	13.0				1
208	CLUSTER	13.0				1
209	CLUSTER	13.0				1
210	CLUSTER	12.0				1
211	CLUSTER	12.0				1
212	LIVING/DINING	22.0				
213	CLUSTER	11.0				1
214	CLUSTER	13.0				1
215	CLUSTER	13.0				1
216	CLUSTER	12.0				1
217	CLUSTER	12.0				1
218	LIVING/DINING	17.0				
		303.0	3	1	2	10

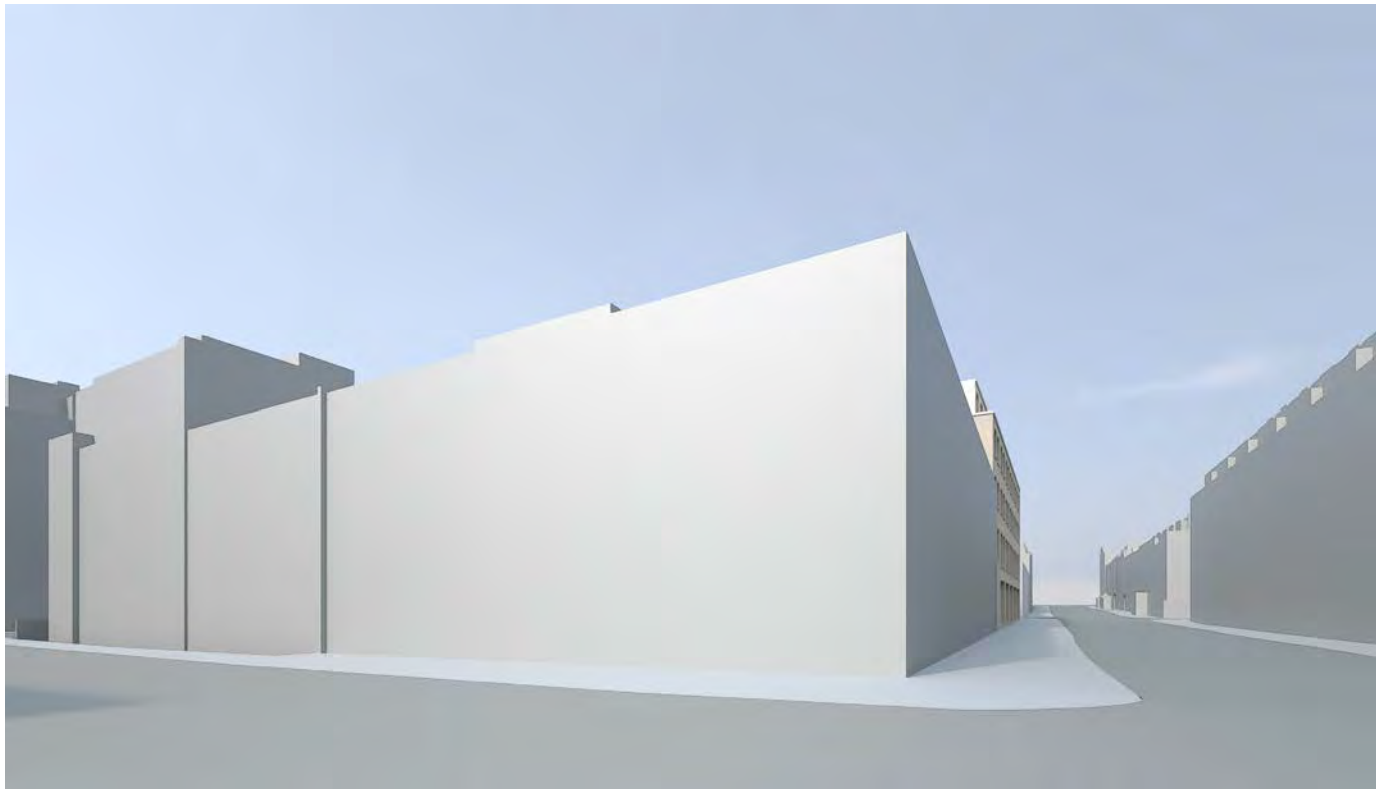
Flat no.	Flat Type	NIA [Sq M]	Studio	Twin Studio	WC Studio	Cluster
Third Floor						
301	STUDIO	19.0	1			
302	STUDIO	19.0	1			
303	TWIN STUDIO	36.0		1		
304	WC STUDIO	26.0			1	
305	WC STUDIO	24.0			1	
306	CLUSTER	12.0				1
307	CLUSTER	12.0				1
308	CLUSTER	12.0				1
309	CLUSTER	12.0				1
310	CLUSTER	12.0				1
311	LIVING/DINING	22.0				
312	CLUSTER	11.0				1
313	CLUSTER	12.0				1
314	CLUSTER	12.0				1
315	CLUSTER	12.0				1
316	CLUSTER	12.0				1
317	LIVING/DINING	17.0				
		282.0	2	1	2	10
Fourth Floor						
401	LIVING/DINING	37.0				
402	CLUSTER	14.0				1
403	CLUSTER	14.0				1
404	CLUSTER	12.0				1
405	CLUSTER	12.0				1
406	CLUSTER	12.0				1
407	TWIN STUDIO	24.0		1		
		125.0	0	1	0	5
Total						
		1,973	46	8	10	35
Total Number of Units						
		99				
Total Number of Bed Spaces						
		107				

APPENDIX

INDICATIVE 3D VIEWS



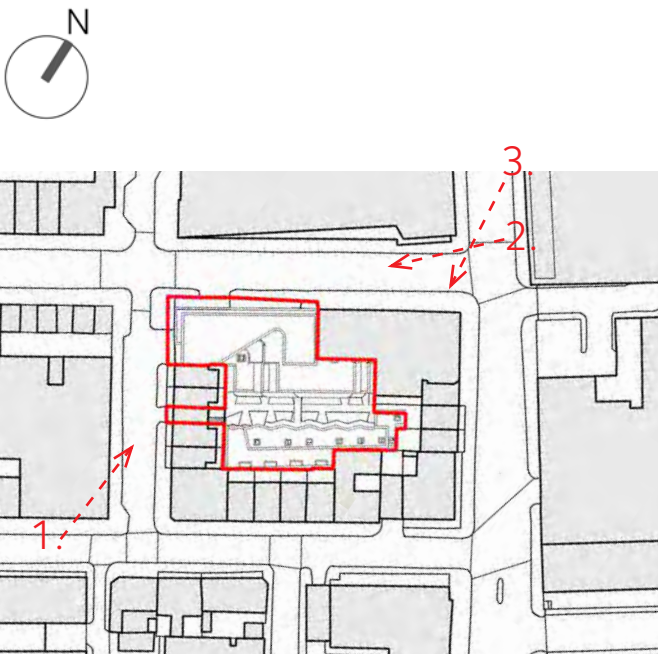
VIEW 1 FROM EUSTON STREET LOOKING NORTH EAST



VIEW 2 FROM MELTON STREET LOOKING SOUTH WEST



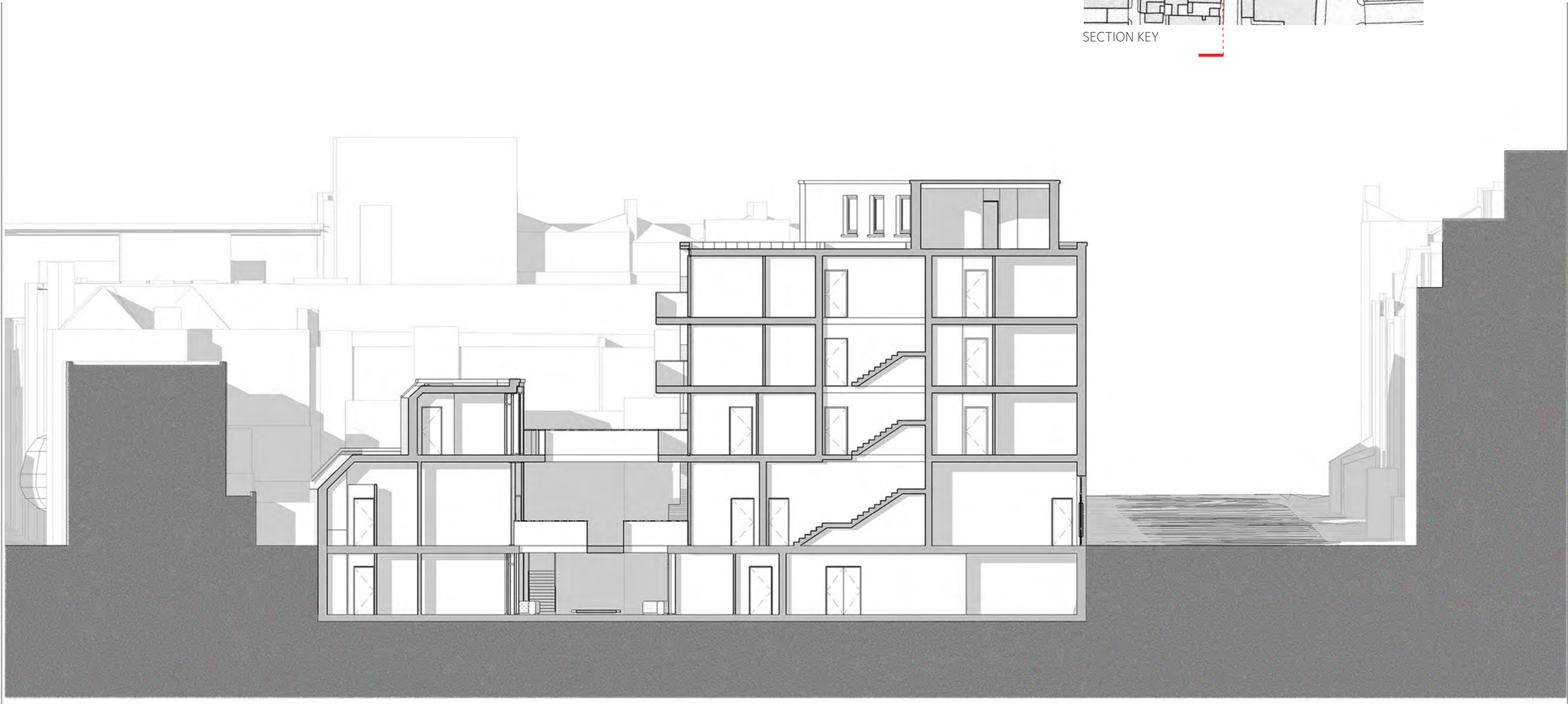
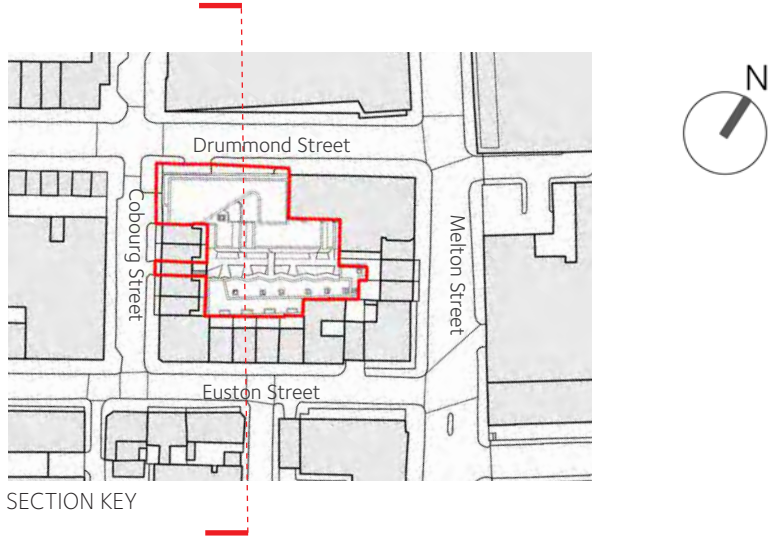
VIEW 3 FROM MELTON STREET LOOKING SOUTH



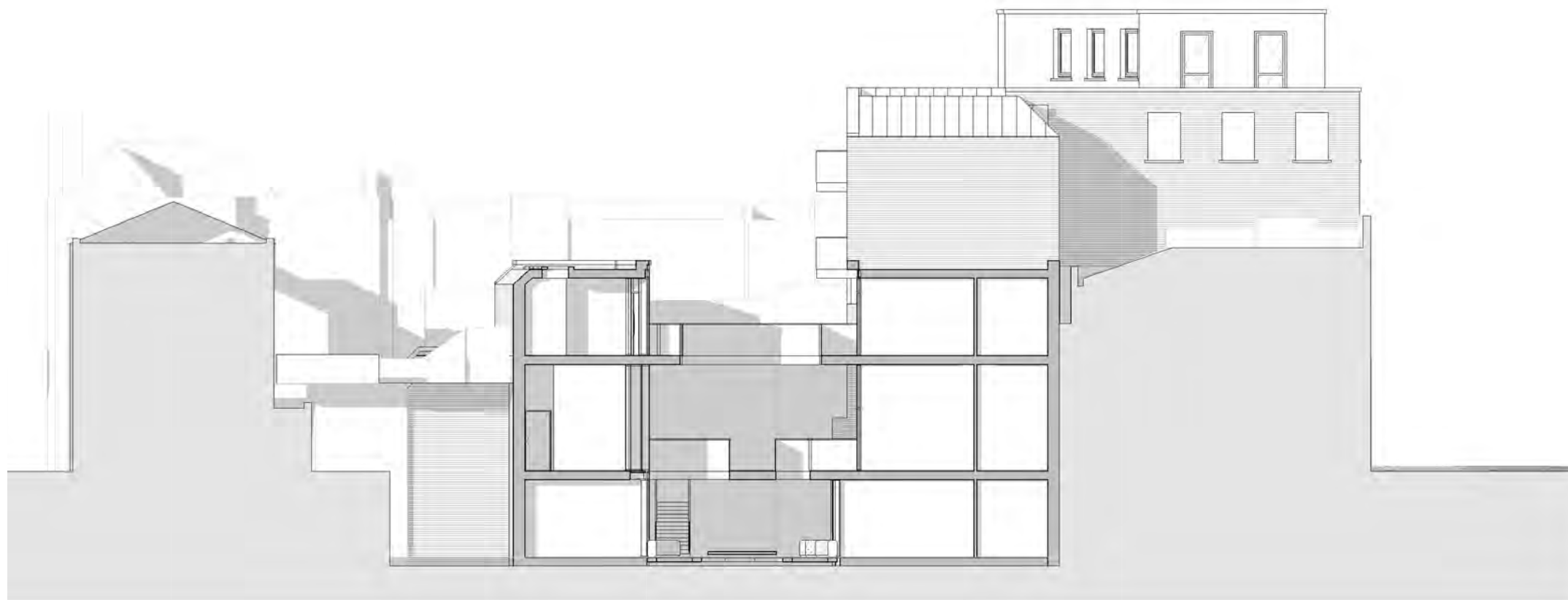
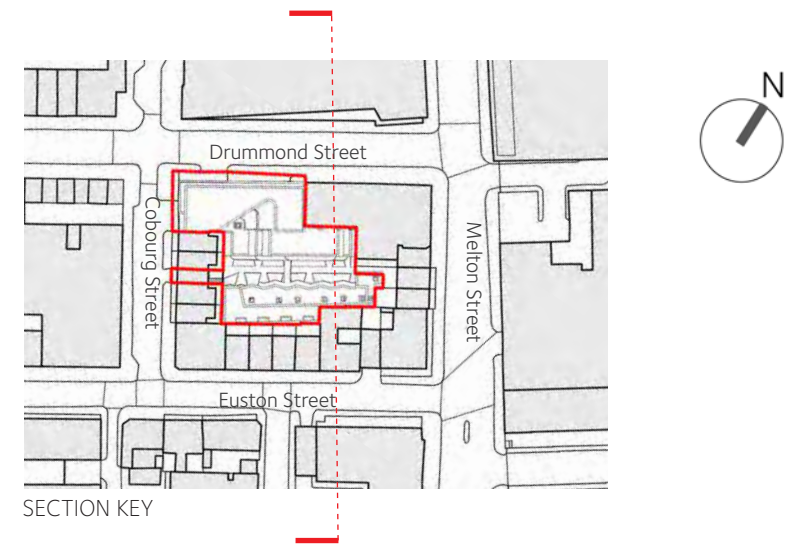


INNER COURTYARD VIEW AT BASEMENT LEVEL

SITE SECTIONS



SECTION A-A



SECTION B-B