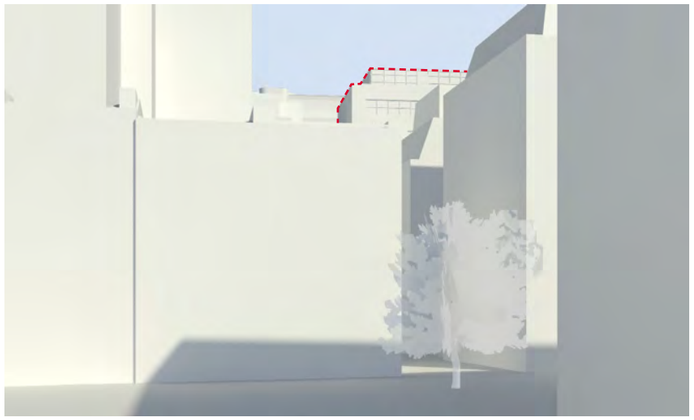
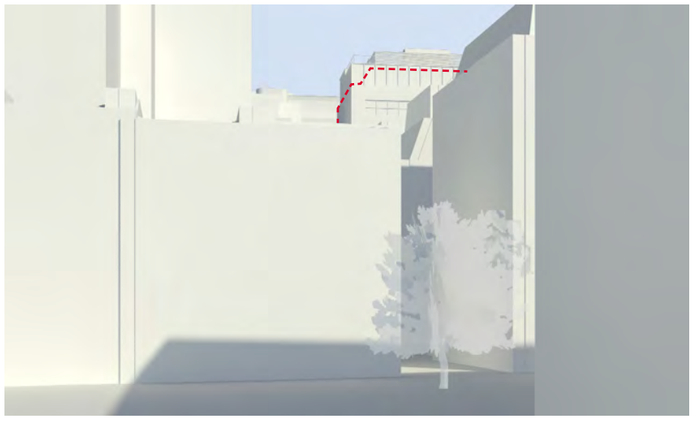
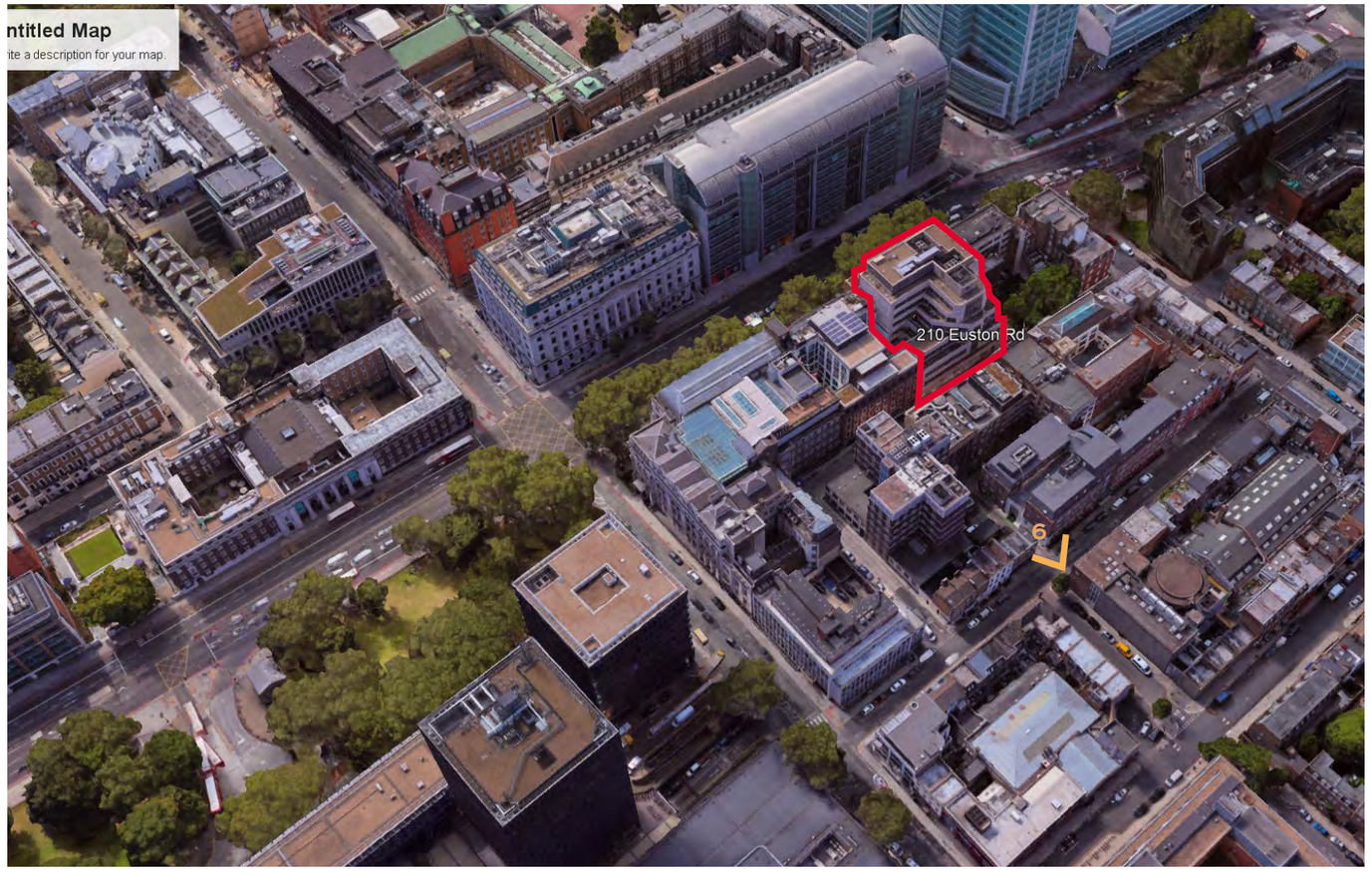


Existing Rear (View 6)

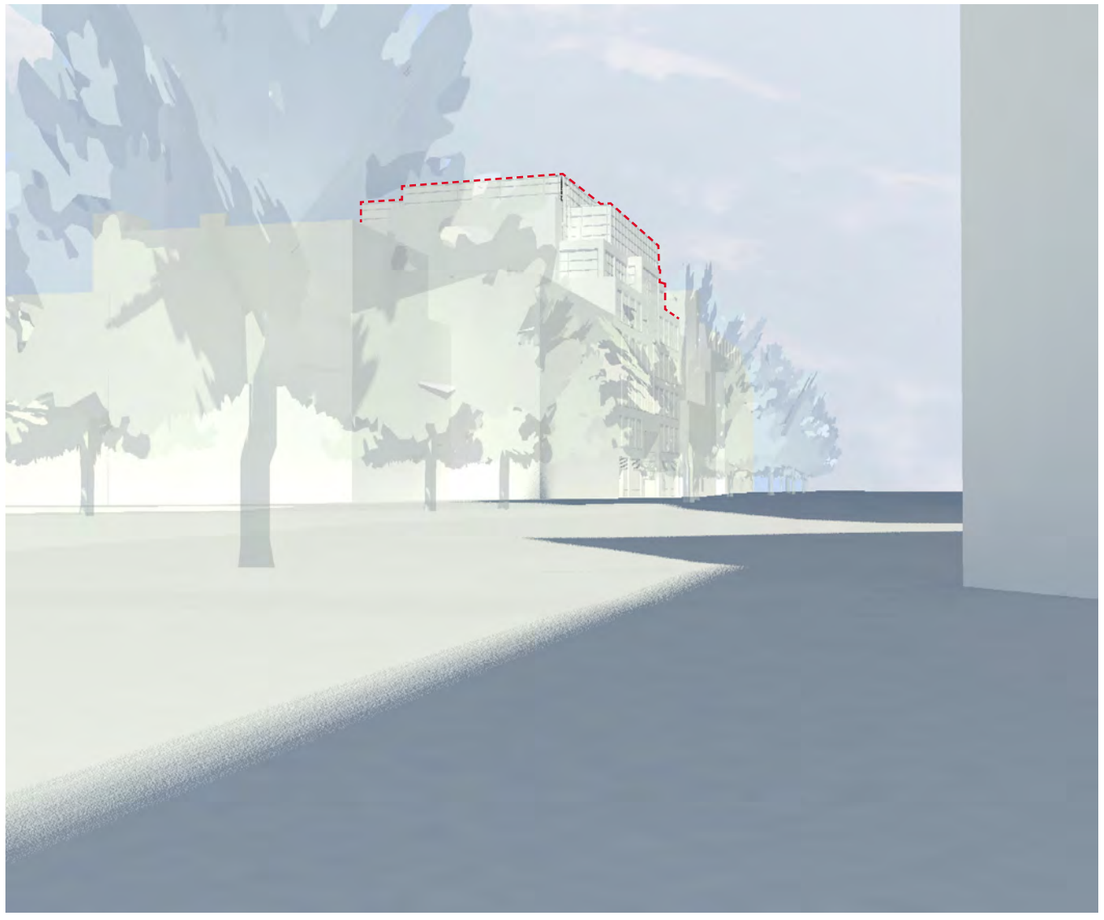


Proposed Rear (View 6)

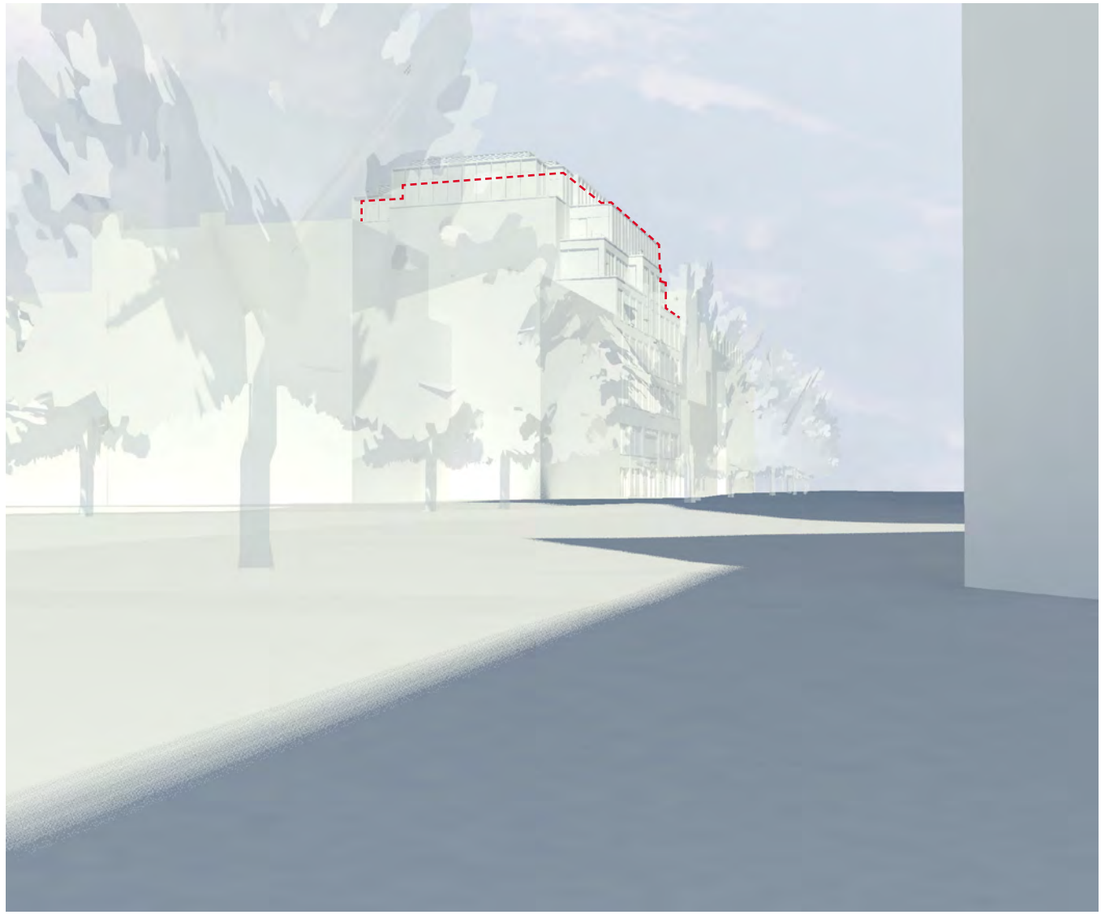


Proposed Rear (View 6)

Existing building profile ----------



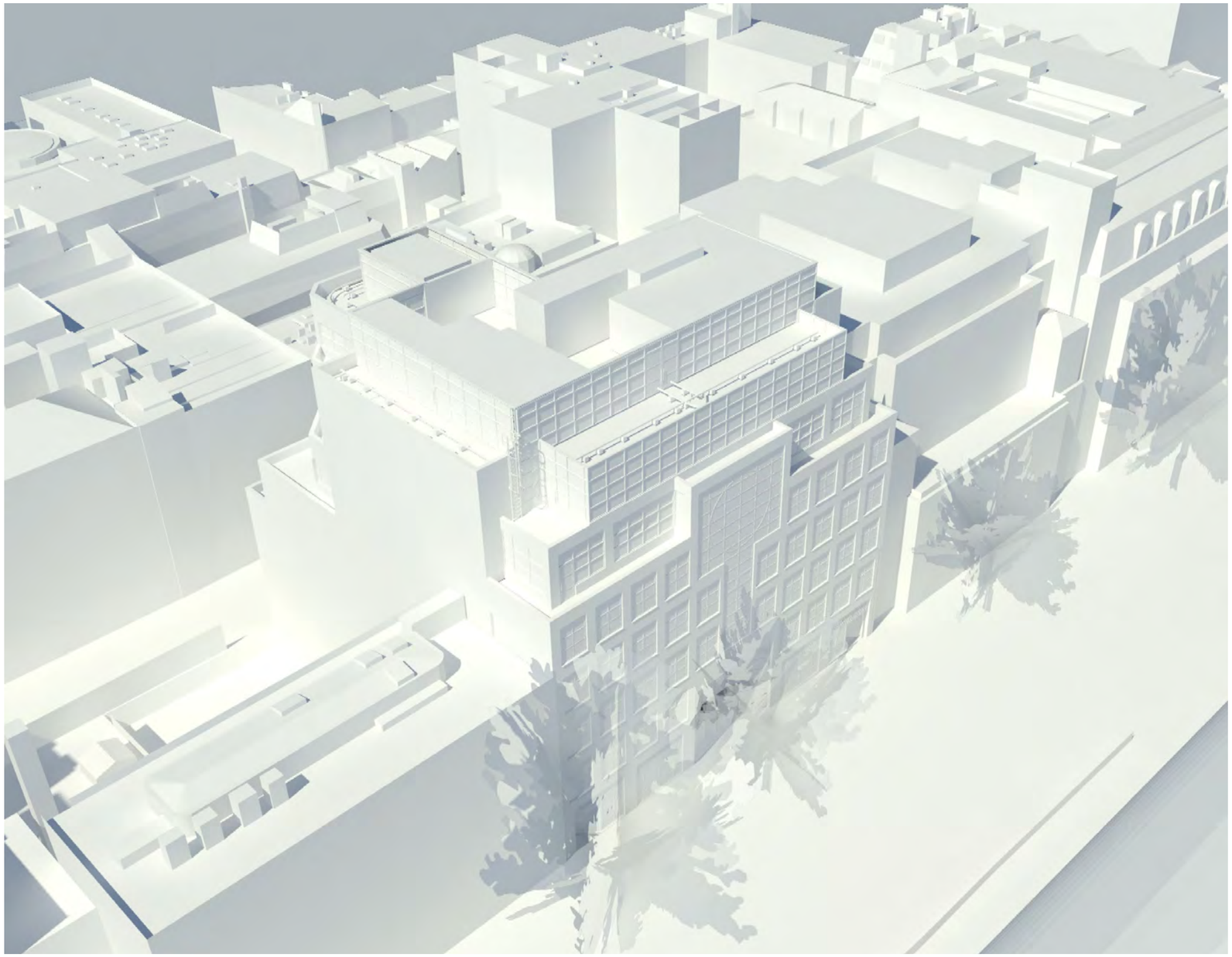
Existing Front (View 8)



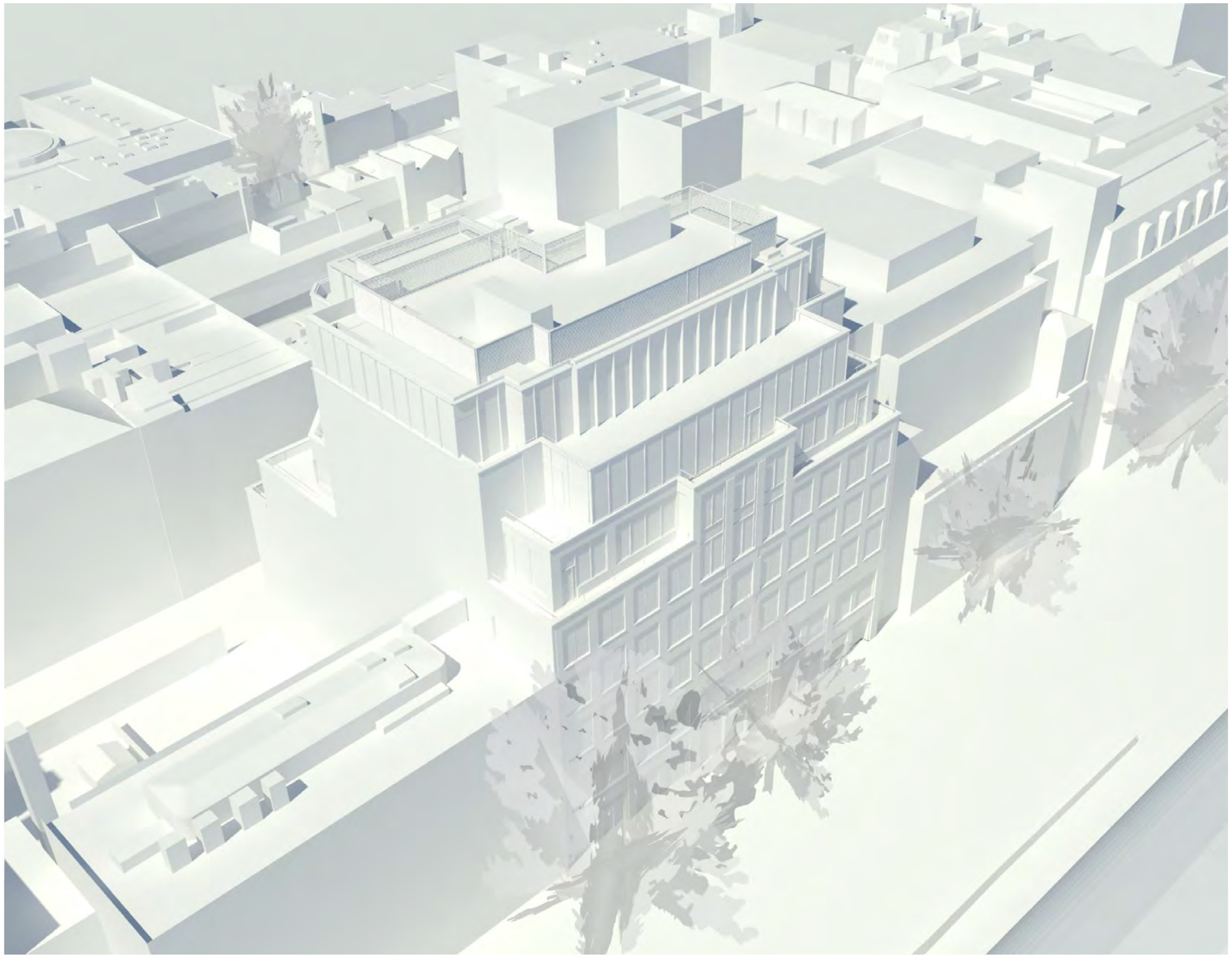
Proposed Front (View 8)

Existing building profile ----------

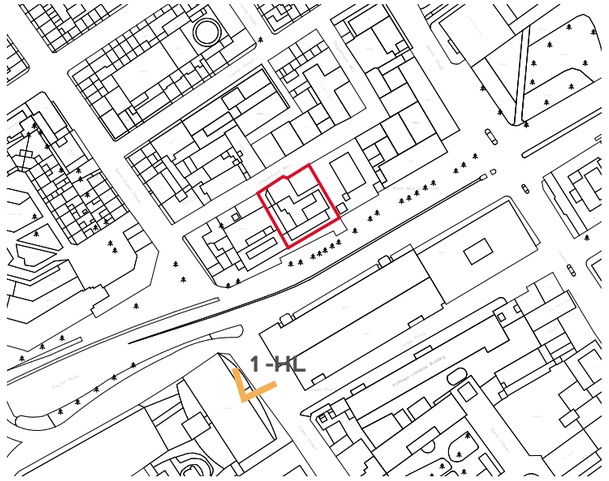
Existing & Proposed Views



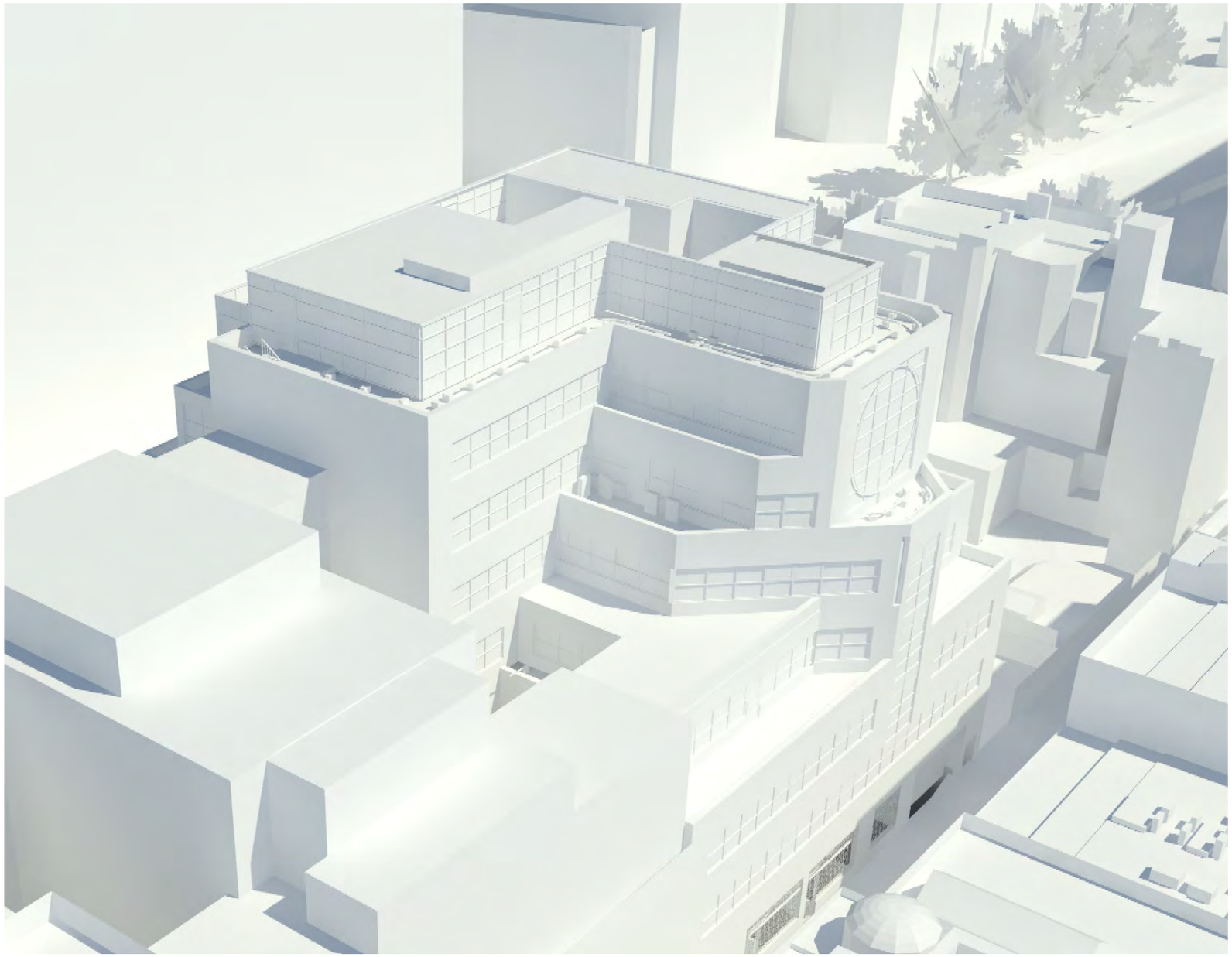
Existing Front (View 1)



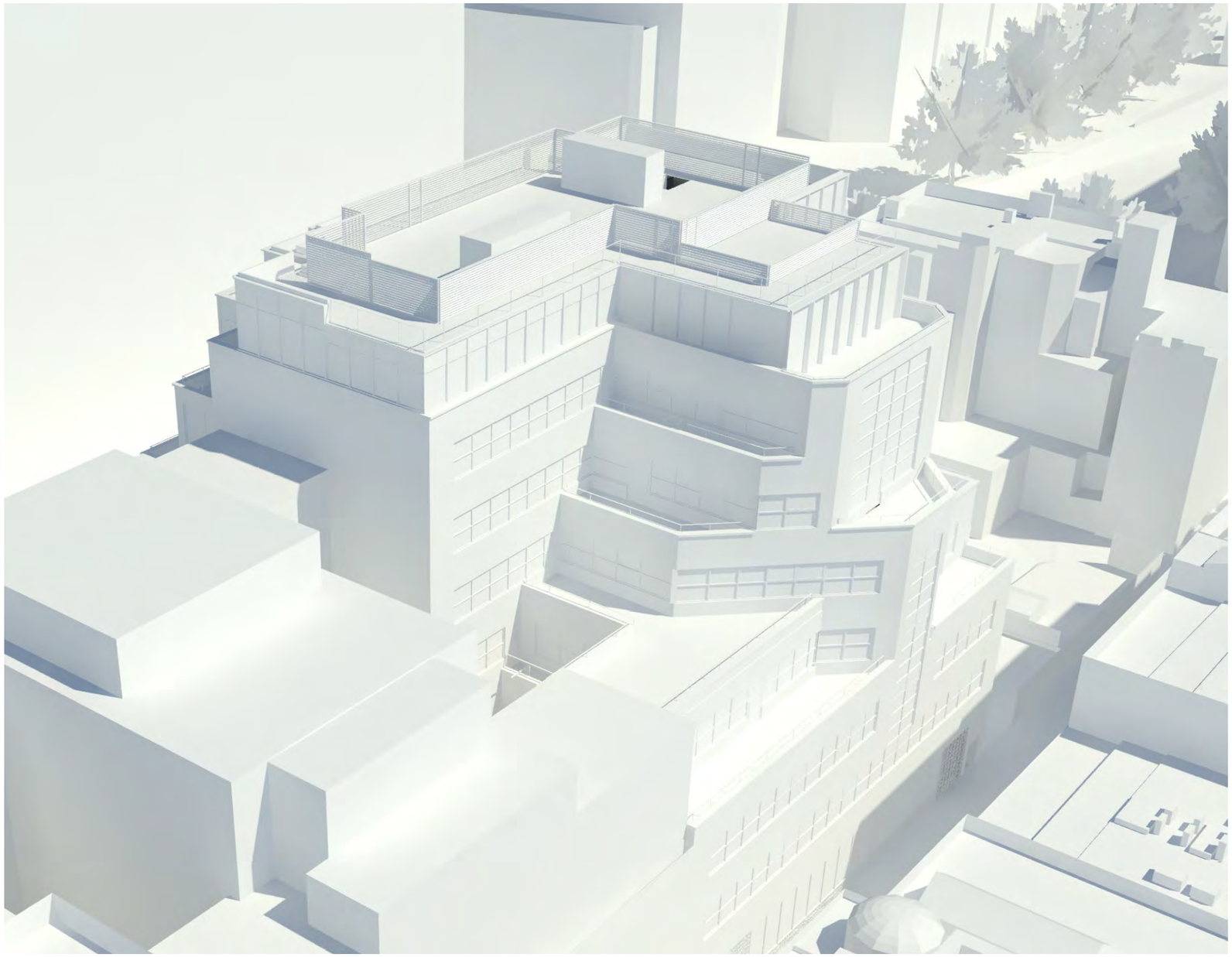
Proposed Front (View 1)



Key Plan



Existing Back (View 4)



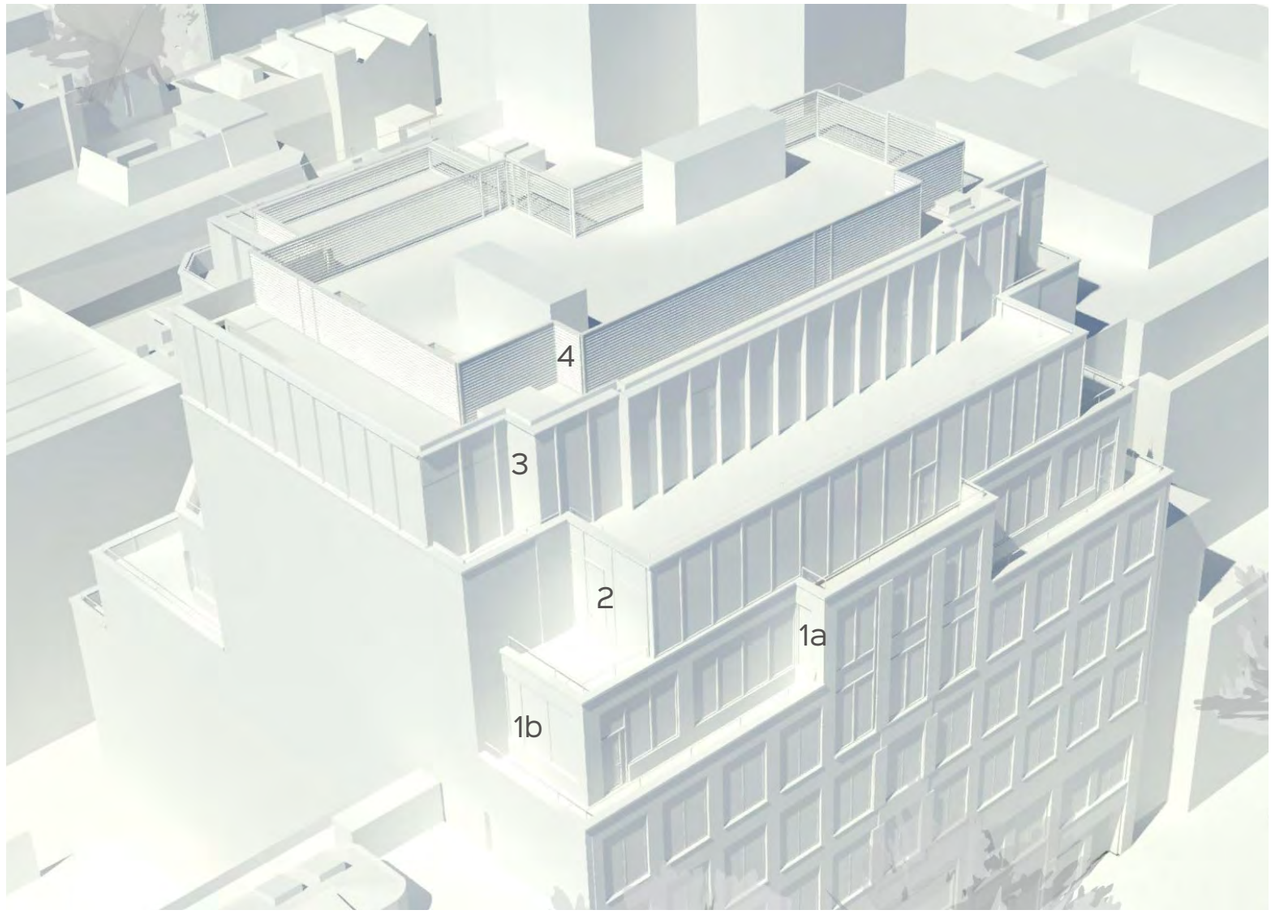
Proposed Back (View 4)

Key Plan

Design of Stepped Massing

During the review of the massing to Euston Road, the composition of the upper floors within the building form was considered.

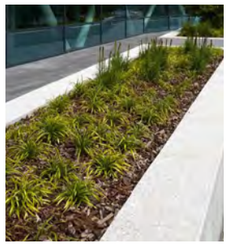
Existing steps at 1a, 1b and 2 are retained. To continue this language, new insets are positioned at points 3 and 4. These new setback elevational segments are symmetrical and aid the upper floors to step-in lessening their impact on the view while being in keeping with the vernacular of the stone elements being projected forwards.



Terrace Landscaping

No new terraces are proposed however to mitigate potential overlooking issues from the existing terraces to the student accommodation appropriate permanent boundary treatment has been introduced. As shown below at the 3rd and 4th floors this planting will ensure privacy.

In addition to this areas of 'living roof' are proposed on the flat roof.



Planting at 3rd, 4th and 7th floors:
(total sqm of planting = 72.6 sqm)

Soil, granular drainage bed, top soil, - all to suit the vegetation type. Plus a slow release fertiliser to suit the vegetation type.

Topping - a thin layer of mulch with black pebbles 20-50mm size over.

Vegetation for each 12sqm - 3 plants of Phormium Sundowner, 3 plants of Phormium Jester, 16 no english lavender, 5 no Echinacea, 5 purple sage, 16 buxus balls, 5 no sedum 'autumn joy', 10 no black grasses, 10 no 60cm tall hardy grasses, 5 no verbena, 5 clipped juniper, 3no Rockery Alyssum and 3no Ice Plant, plus some Fritillaria and large Allium bulbs for a spring highlight.

Tall vegetation to back of planted area – 1 line of Black Bamboo.

Vegetation to Willow cones - 2no Honeysuckle (min size from 10 litre pot / 4ft tall), 2no Clematis (min size from 10 litre pot / 4ft tall

Biodiversity – Insect hotels, 1 per 9sqm.

Planting at 7th floor in 2 rectangular planters:

Soil, granular drainage bed, top soil, - all to suit the vegetation type. Plus a slow release fertiliser to suit the vegetation type.

Topping - a thin layer of mulch with black pebbles 20-50mm size over.

Vegetation (to each planter) - 3 plants of Phormium Sundowner, 5 no French lavender, 2 no Echinacea, 2 no sedum 'autumn joy'.

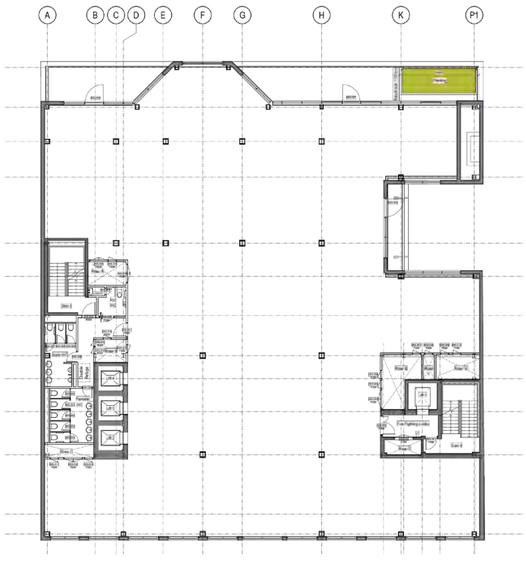
Planting at Roof level:
(total sqm of planting = 40.4 sqm)

Soil, granular drainage bed, top soil, - all to suit the vegetation type. Plus a slow release fertiliser* to suit the vegetation type.

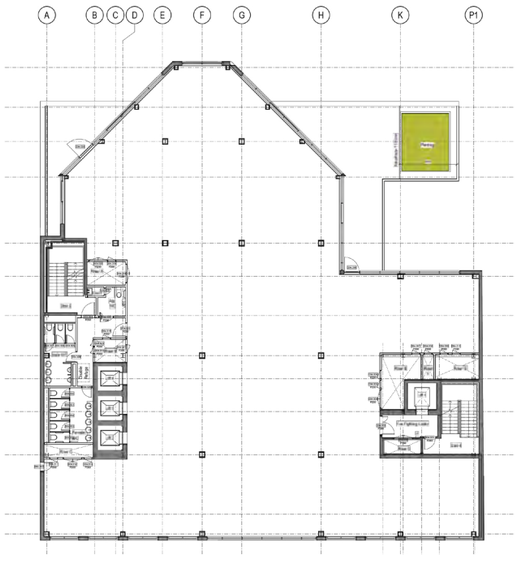
Topping – to suit recommendations of "British Flora Green Roofing Brochure"

Vegetation – Wildflower seed mix, seeded and watered to suit the timing of seeding once the roof is complete and for the following 9 months to ensure the planting progresses well.

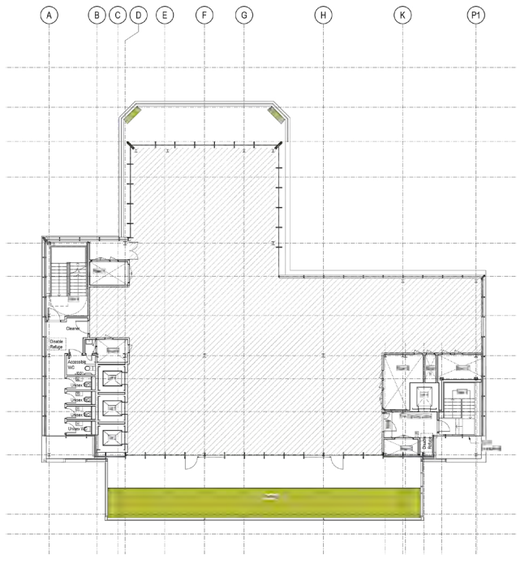
Biodiversity – Log piles and stones to suit encouraging diversity, allow for one log set per 12sqm and stone clusters per 12sqm.
(* be mindful the requirements of the planting/seeds)



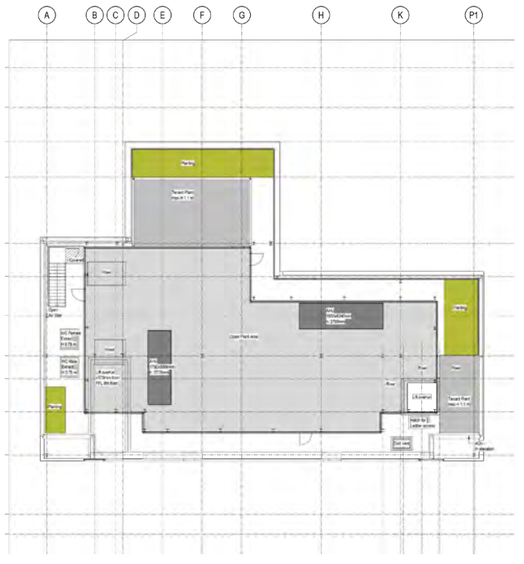
Proposed Planting 3rd floor



Proposed Planting 4th floor



Proposed Planting 7th floor



Proposed Planting Roof

Scheme Overview & Benefits

Although the building stands in its present state with all the constituent parts of a large office building. It is with tired interior fabric, aged plant equipment, and higher energy using fixtures for lighting and sanitaryware. The exterior is due for a deep clean and maintenance, and the window units are failing throughout. The overall occupancy of the building is lower than that of a newly rented space, and therefore all these points show that improving it would be beneficial to the locality and the ethos of ensuring all built space is fully occupied and serviced efficiently.

The client is prepared to carry out the works needed to secure a new 10-15 year lease. This commitment to expenditure will change the buildings future from that of an ever deteriorating state of functionality and aesthetic to a new thriving part of the local mixed use economy in this part of Camden.

The proposed design has considered many points including previous planning comments, advice from office and retail agents, high traffic and anti-social activity on the road, and the status of the external and internal fabric.

Internally the proposal will completely refresh all services in the building, all doors, lifts, washrooms and finishes will be replaced. Essentially the building interior will appear as new. Externally, the massing modifications will be visually subtle, with the open topped plant area set back from the seventh floor elevations. The elevation enhancements will give more emphasis to the main entrance, whilst adding doors to the retail units and creating a continuous active frontage to the road. At Stephenson Way the ‘back of house’ look of shutters and gratings will be removed by bringing the deep recessed windows forward and omitting the large roller shutter. The servicing proposal is similar and the large shutter shall be removed in lieu of more active frontage. This will give more activity to this ground level segment of the facade. The applied circular motifs to be are removed and the new glazed units will be more transparent, with a dark colour applied to the frames to give a crisp palette to the elevational colour scheme. This enhanced colour arrangement will move the building on from the caramel, beige and grey colours which do not setoff the stonework well, aiding the perception of solid to void and giving a contemporary aesthetic to the new shopfronts.

The addition of some retail space into the none-windowed basement will utilise space unsuitable for other uses such as office. The smaller ground level ‘kiosk’ retail unit is seen as ancillary to the office building, providing a local amenity to a location lacking ‘grab and go’ coffee and sandwich offers.

In summary, the proposed scheme will provide long term benefits including:

- The proposals will retain and enhance the quality of the employment offer in a location where this is strongly supported.
- Introduce a mix of flexible retail and leisure uses at ground, lower ground and basement, creating a more active ground floor frontage to the Euston Road.
- Significantly enhance the appearance of the building through external re-cladding and new windows, using high quality materials which will both complement and enhance the diverse local character.
- Enhance the sustainability credentials of the building, by introducing efficient plant equipment and low energy fixtures.
- Reduce car parking and encourage cycle use through the provision of appropriate facilities which will exceed policy standards.
- A building considerate of all access and equality issues
- A building arranged to suit a robust fire strategy
- Refurbished interior fabric offering high quality office space.

Accessibility & Access

Entrances and Servicing:

Our entrance proposal for 210 Euston Road involves splitting the ground floor façade along Euston Road to provide 3 separate entrances to the building: the main entrance to the office building, an entrance to a small retail space (“grab and go” cafeteria) and an entrance to a larger retail space located on the lower ground floor. Also there is a fourth entrance that provides a fire escape from the fire-fighting core.

All will provide level access (1) and the doors to each will be fully Part M compliant. The office reception will be accessed via two double set of automatic sliding doors forming a boxed lobby; the two retail units will be accessed via semi / automatic pass doors.

Glazed doors and screens will have manifestation in line with the guidance from Part M.

At the back of the building, on Stephenson Way, also the proposal provide 3 separate entrances: a service and cycle entrance that connect directly with a good/cycle lift to go to the lower grounds; another service entrance that provide access to the plant spaces and a private entrance to the duplex office space. Since the level of the entrance at the back of the building is around 1 meter lower then Euston Road, the office space will be accessed via a stepped entrance and a platform lift for DDA compliance.

Vertical Circulation:

A main lift core with 3 lifts will provide level access to each floor. The lift shafts will be retained with new cars installed at the largest possible size to maximise capacity. The new lifts will comply with current standards suitable to Part M recommendations and have improved speed. There is also a separate fire-fighting core, with fire-fighting lift and stairs, connecting each floors. A new good/cycle lift will connect the ground floor to lower ground and basement.

Terraces:

The 3rd, 4th, 5th, 6th and 7th floors include terraces (included within the existing building). Doors accessing these will require no more than 30 newtons to open and the thresholds will be no more than 15mm in height to meet Part M of the Building Regulations (3).

WCs:

Accessible WCs are provided on each floor, and an accessible shower is provided as part of the ground floor shower facilities. An accessible WC will also be available from reception.

Access Control:

An access control system will control the access to each floor via the stair lobbys. This will also allow for limiting access out of hours and the potential for floors to be accessed only by specific tenants.

Cycle Entrance:

A secure bike store with a dedicated level entrance from Stephenson Way will be provided.

Escape:

Areas of refuge to BS9999 Code of Practice for Fire Safety in the Design, Management and Use of Buildings to Accommodate Disabled People will be provided at all levels.

Reception Desk:

A desk will be provided with a hearing loop and suitable equality access arrangements in the reception.

Other:

All areas of the building will be refurbished for speculative letting and therefore all such spaces will be ‘Cat A’ or part-shell finish for the tenant to complete to the other requirements of BS8300 relating to contrast, reception, etc.

Services, Waste & Recycling

The waste management strategy for the building will be managed. The proposed scheme introduces a dedicated waste and recycling storage room to the building. The required waste storage capacity has been calculated as per the recommendations.

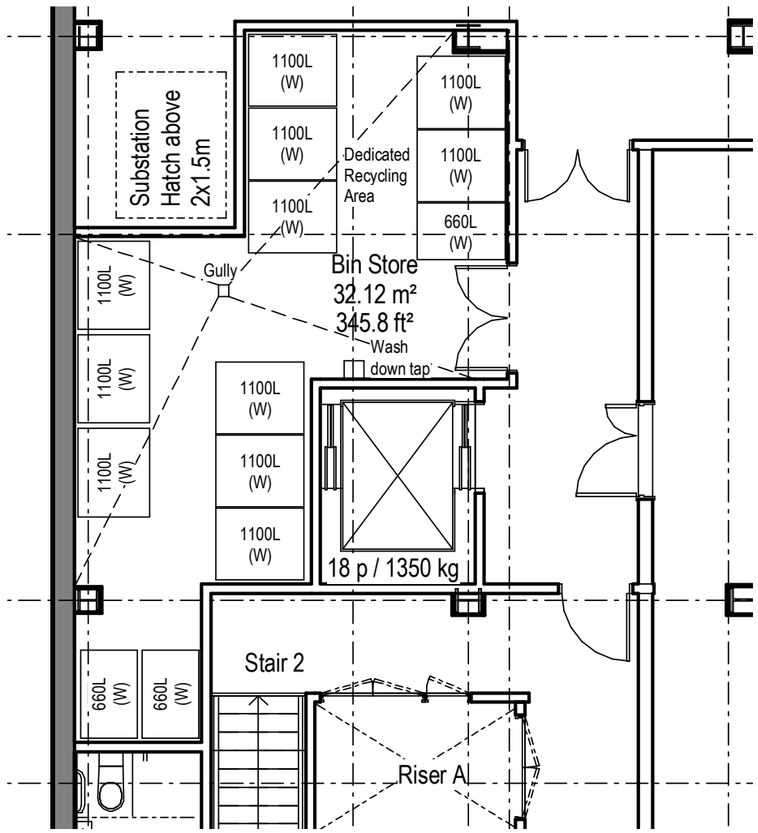
A washdown tap and gully will be provided to ensure the area is kept clean, and the room will be ventilated.

Requirement:

6602 sqm @ 1 cubic per 500 sqm = 13.2 cubic meters

Provision:

Minimum of 12no. 1100 litre bins or equivalent

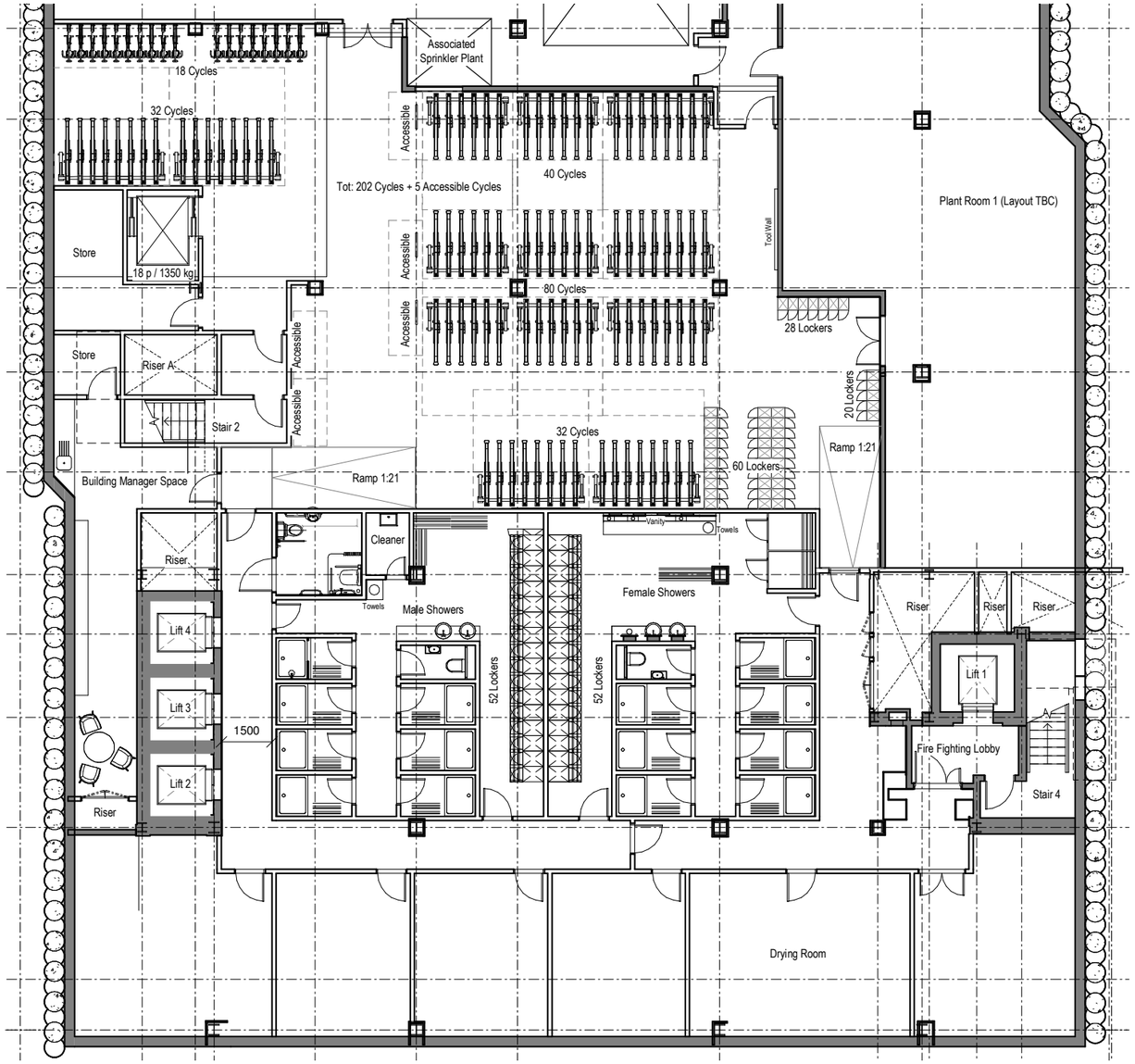


Bin Store Plan

Lower Ground Plan

Cycling and Changing Facilities

There is a secure storage for 202no. cycles and 5no. accessible cycles spaces. There are a total of 15no. showers with separate female and male locker room, providing also a vanity area and changing cubicles. There is also a separate drying room and possibility of future tenant'c lockers rooms.

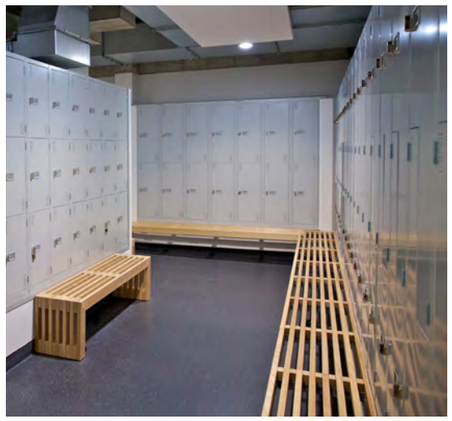


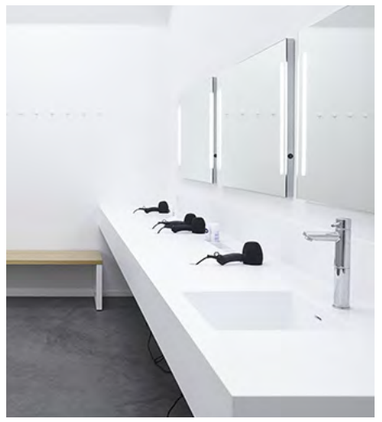
No of cycles: 202 + 5 accessible cycles

No of showers: 7 male, 7 female, 1 accessible

No of lockers: 212 (plus large drying room)

(This provision exceeds the Camden planning guidance)





Changing rooms - Mood Image

Cycles - Mood Image

Sustainability Overview

The following is the preliminary overview of the sustainable features of the scheme proposal to date:

Heating and cooling

Improvement in the Energy Performance rating of the premises form an existing poor D rating to a B or C rating (actual rating subject to detailed design).

Reuse of the structure to see embedded energy is encompassed in the scheme.

New, efficient mechanical systems will be installed including main plant and on-floor systems. Metering and controls will be compliant to current regulations with controls and set down arrangements configured to minimise power usage.

Intelligent control systems for efficient / optimum operation of air-conditioning equipment.

Metering to allow systems to be efficiently controlled.

Lighting and power

LED high efficiency lighting to minimise energy use and reduce CO2 emissions.

Lighting control system incorporating presence detection and daylight dimming facilities to minimise energy use and reduce CO2 emissions.

Low energy standby facilities to the lift installations.

Glazing, shading and insulation

Use of modern energy efficient materials, coated glazing and increased insulation within the new façades and roofs to minimise heat loses.

Increased building air-tightness to combat heating or cooling losses.

All glazing will be replaced and G Values of glass and shading will be designed to meet required Part L standards. The solid parts of the façade and roof will be well insulated in line with Part L standards.

Wet services

Washroom brassware and showering facilities will all be low water usage fixtures in line with the ethos of BREEAM. WC pans will have low water flushes.

Waste and recycling

An appropriately sized waste and recycling store has been designated in the Lower Ground for separated waste.

(Waste management controls will send less than 5% of waste to landfill from the demolition and construction).

Materials

When selecting materials for the exterior and interior we have taken into consideration green product credentials, manufacturing processes and durability. We have selected materials that are low maintenance and can be locally sourced. Recycled materials will be selected where appropriate and we will use materials that can be recycled after use.

Demolition, strip-out and construction waste will be separated and waste sent to landfill will be anticipated as 1-5% of all waste.

Carpet finishes to be specified with high quantum of recycled content, 80%+.

Green travel

The design includes a dedicated cycle store and shower suite for cyclists and joggers to reduce C02 emissions from work travel.

Conclusion

The proposed scheme enhances an otherwise dated building with poor entrances, issues with antisocial behaviour in recesses and a generally dirty and depleting status of repair.

The new design will transform the building and give back a thriving office space with enhanced facilities and the ability to house staff in a well maintained building for the next 15+ years with its fully renewed services.

The approach to the design has considered context and it is working with the retained façade stones. The new Portland stone and dark window frames will give a crisp appearance, refreshing the adjacent retained stone. The anodized aluminium panels will sit well with these finishes. The increase in glazing where frame work is replaced, combined with clear glass replacing spandrels, will give much more natural daylight to the office space.

Areas of roof and terrace planting and wholesale services replacing along with new sanitary installations will ensure the building is efficient and provides high quality workspace within Camden.

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