

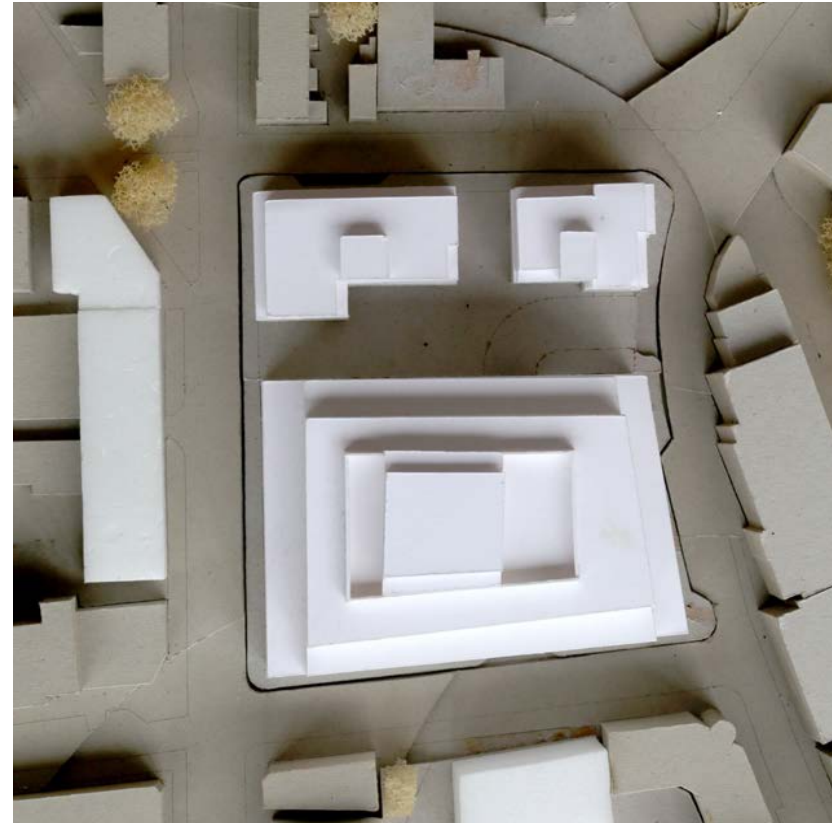
Scheme presented at Pre-Application Meeting 20 Jan 2019

#### Response to previous meeting

- The residential buildings are all accessed from Georgiana Street
- The volume of the office building is simplified and the open corner removed without eliminating the stepping
- An L-shaped residential building is placed on the north east corner
- The light industrial units along St Pancras Way are serviced by an internal street
- Facades with stone cladding held in a metal frame and dark anodised window frames

#### Key comments

- The simpler composition is welcomed and LBC ask for more detail of the facades and reassurance about their quality
- Further attention is needed on the servicing route, particularly the design of the 'internal' elevations facing this space
- The facade proposals are considered acceptable and the wide pier and window to wall ratio is welcomed
- Proposals for metal cladding at high level to make the upper storeys appear lightweight is also welcomed
- LBC call for views through the residential buildings from Georgiana Street to the open public space
- The proposals for brick facades are welcomed



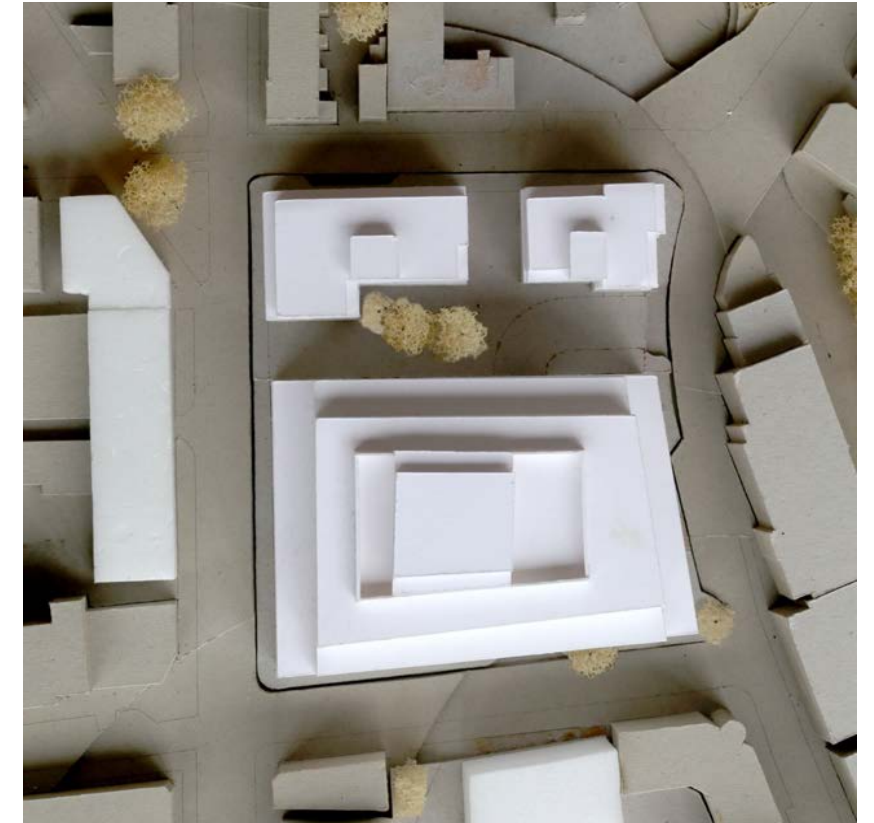
Scheme presented at Pre-Application Meeting 06 Mar 2019

#### Response to previous meeting

- The form of the affordable housing was more differentiated with greater extent of loggias
- More detailed work on the facades was presented
- The elevations of the internal street were developed with shopfronts to the light industrial units
- The apartment building lobbies redesigned to provide through views and through access from Georgiana Street to the public open space
- The facades of the light industrial units to St Pancras Way are closed

#### Key comments

- The design approach was welcomed and LBC suggested the new buildings will make a positive contribution to the character and appearance of the wider area
- Further detailed work was called for to consider the relationship between the public open space and the servicing route and LBC called for gates on the 'internal street'
- LBC suggested adding secondary entrances or clear panels to the light industrial facades on St Pancras Way for a more active frontage.
- LBC were keen to minimise the views of rooftop plant



Scheme presented at Design Review Panel 12 Apr 2019

#### Response to previous meeting

- More detail provided of the landscape proposals including gates on the internal street, trees in the public open space and street trees
- The facade to St Pancras Way has been redesigned with glazed panels and an option for tenants to have an east facing shopfront

#### Key comments

- Suggestion to soften the top two storeys of the office building
- The scale of affordable housing block can be justified by the closing of long views north down St Pancras Way
- Support for the architectural expression including the use of brick and white concrete detailing and the relationship between the office building and the apartment buildings
- The panel encouraged greater thought about the detail of the landscape, the incorporation of informal play and care in the segregation between amenity space and the vehicle servicing route to St Pancras Way
- Investigate whether the north-facing flats can be eliminated

### 3.3 Pre application process and consultation

The design team have met with officers at the LBC five times to discuss the scheme and received advice on highways, housing mix, conservation and design.

On 12 April 2019, the proposals were presented to LBC's Design Review Panel. The panel welcomed the mix of uses and the thoughtful response to the brief. The proposed architecture was warmly supported and there were some key suggestions for ways the design could develop prior to the planning application including a) softening the visual impact of the top two storeys, b) developing further the landscape design and c) possible re-planning of the residential buildings to eliminate single-aspect north-facing apartments. The first two of these recommendations have been addressed in the revised proposals. The third suggestion can be implemented and the design team produced revised plans which were discussed with LBC. However, all solutions that eliminated single-aspect flats, resulted in habitable rooms facing the office building and compromised the plan layout with a very unbalanced allocation of outdoor amenity space. A consensus was reached around the plan with single-aspect apartments.

On 01 May 2019, the proposals were presented to a Development Management Forum at the St Pancras Community Centre. This event was organised by LBC, was open to members of the public and was attended by a number of local residents and representatives of local interest groups as well as several existing tenants. The feedback was generally positive, and tenants were happy to see that the light industrial workspace will be re-provided as part of the proposals. There was discussion about the potential increase in deliveries to the site and impacts on the surrounding streets and some concerns were raised about potential congestion on Royal College Street.



Development management forum at St Pancras Community Association 01 May 2019



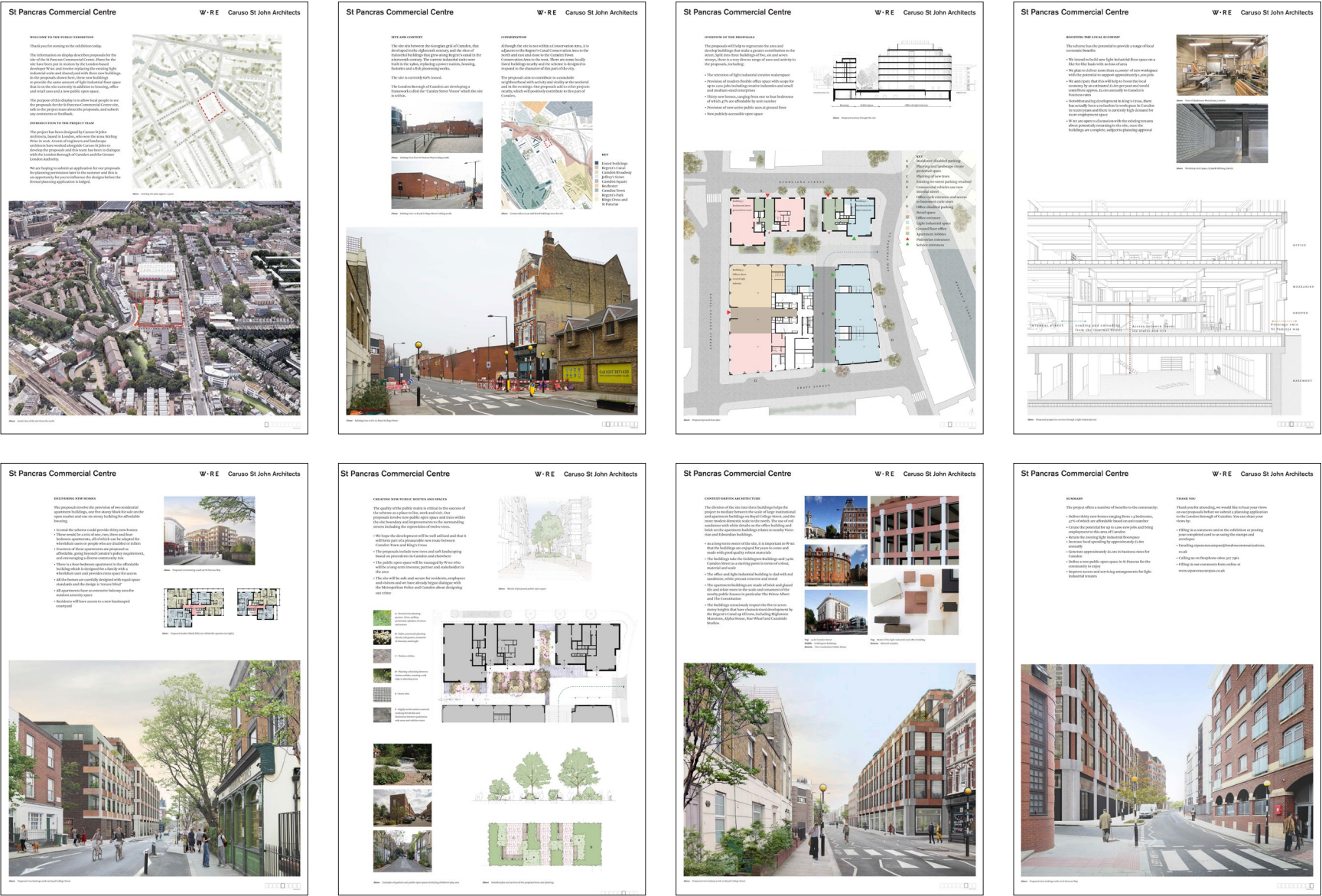
Public exhibition at St Pancras Community Association, 06 and 08 June 2019



On 13 May 2019, the project was presented to the Greater London Authority at a pre-application meeting. A public exhibition was held over two days on 06 June and 08 June at St Pancras Community Centre. Advertisements for the exhibition were placed in the Camden New Journal and 3,564 flyers were distributed to local residents and businesses. The exhibition was attended by twenty-eight people.. Five comment cards were completed at the exhibition and all were supportive of the proposals with a focus on the general design, the benefits of the public open space and the sympathetic nature of the proposals to the surrounding environment. Verbal comments at the exhibition suggest some ongoing concerns about potential impacts on neighbouring buildings. Following the exhibition, the design team have had ongoing dialogue with residents of Star Wharf, who have welcomed the proposals in principle, to discuss improved maintenance of the existing site in the short term. The design team have approached the following groups:

- St Pancras and Somers Town Ward councillors
- Somers Town Community Association
- Somers Town Neighbourhood Forum
- Regent's Canal Conservation Area Advisory Committee
- Regent's Network
- Friends of Regent's Canal
- Star Wharf directors
- Elm Village Tenants' and Residents' Association
- King's Cross Development Forum
- King's Cross Neighbourhood Forum
- King's Cross Environment
- Urban Partners

On 09 July 2019, the design team organised a Developer's Briefing with councillors from the London Borough of LBC to give some detailed background to the planning application.



Exhibition boards from the public exhibition, June 2019



4.0 Design strategy

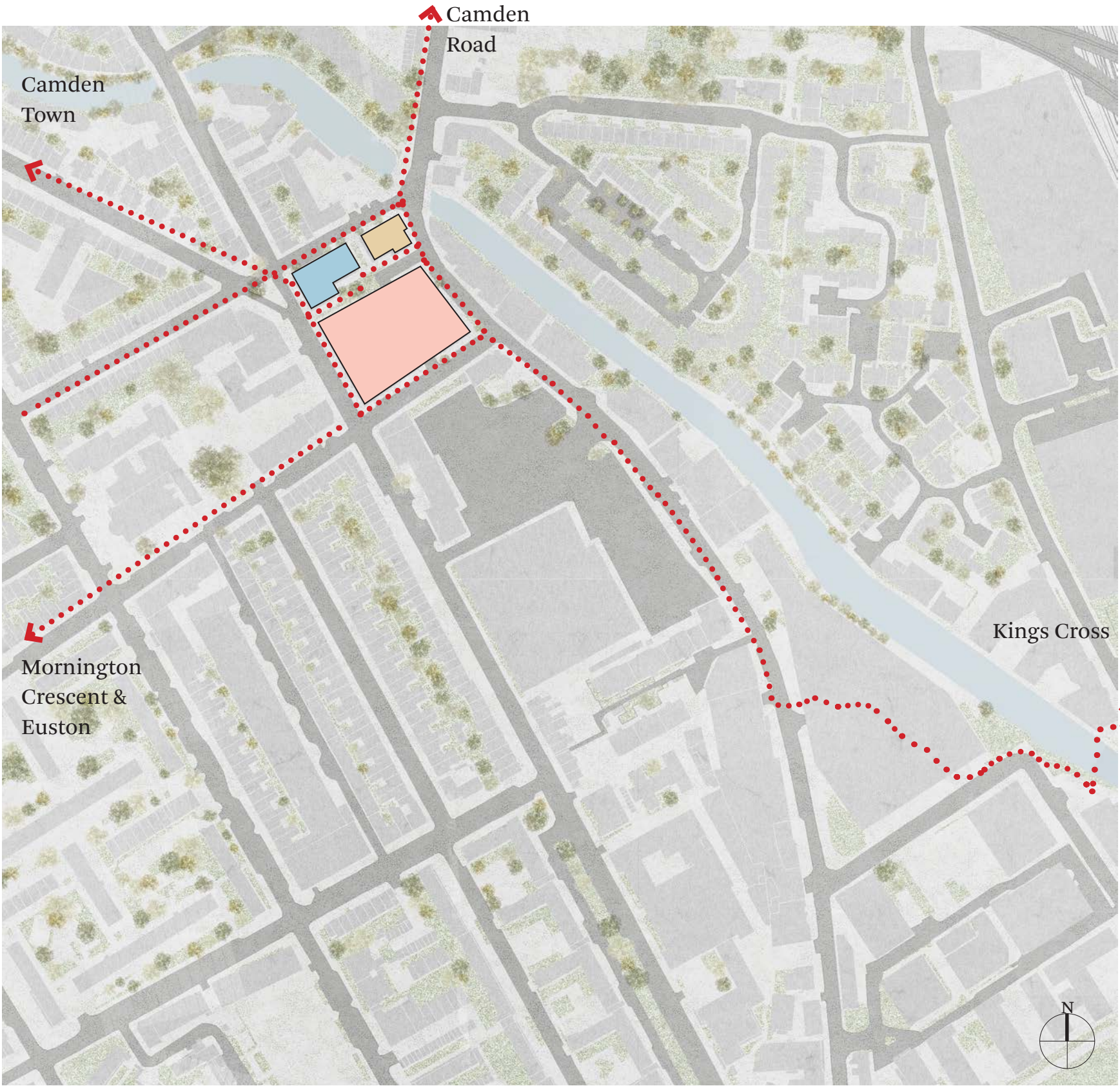
4.1 Design principle 1 city connections

The design team have adopted some key principles that have guided the development of the design and emerged in discussion with LBC. The first principle was to use the site to improve connections between different parts of the city. The existing buildings block pedestrian circulation and the proposed layout integrates the building into the city offering a new porosity and opportunities for public access and openness. Pedestrian routes through the site have been carefully designed to avoid potential conflict with the vehicle servicing. The quality of the public realm is important and the scheme includes proposals for improving the streetscape and providing new street trees and other planting.

4.2 Design principle 2 mixed use

The mix of uses in this project are complex, unusual and exciting. While there are operational challenges, the idea of living in a working building and working in an apartment block has advantages and represents a model that addresses the shortage of housing and threats to light industrial space in Central London. The site will be busy throughout the day and every day of the week with benefits in terms of security, mutual support and a critical mass for the maintenance of the public realm and public spaces. Retail units that might not be viable with just thirty flats, become more secure with a thousand office workers on their doorstep.

Overall, the plans provide 3,297m<sup>2</sup> of light industrial space (divisible into five tenancies), 16,345m<sup>2</sup> of office space (divisible into up to seventeen tenancies ranging from approx. 350m<sup>2</sup> upwards), 2,251m<sup>2</sup> of market housing (divided into eighteen apartments), 1,783m<sup>2</sup> of affordable housing (divided into fourteen apartments), and 765m<sup>2</sup> of retail space divided into three units. Targets for the proposed land use have been set in dialogue with officers from LBC. The housing represents 19% of the uplift in area of the scheme. The affordable housing represents 44% of the total residential accommodation by area.



Site plan with pedestrian routes in red

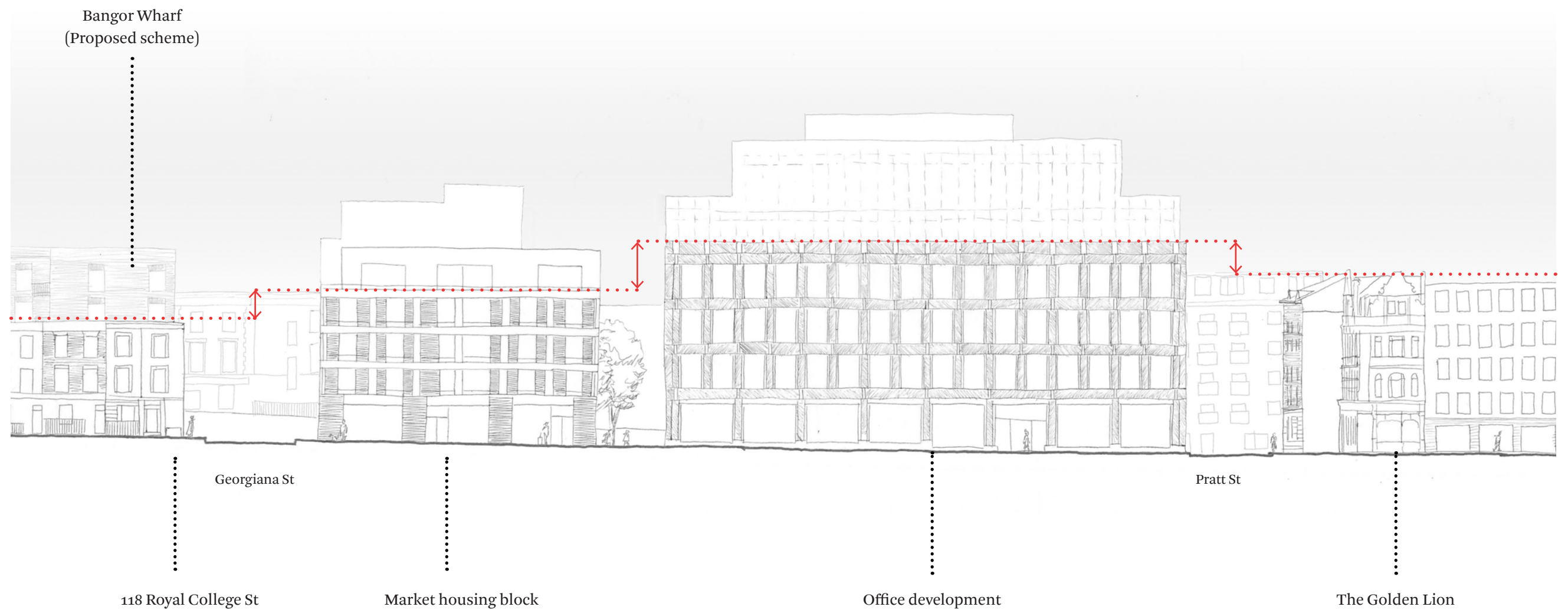


Development will not start until all the leases for existing tenants have expired in 2020. The developer is open to the existing tenants returning to the site once the proposed buildings are complete. The office space is designed with flexibility in mind and can accommodate a range of businesses including SMEs and local enterprise. We understand the need for affordable housing in the area and are proposing fourteen affordable homes suitable for a range of family sizes. However, there is also strong demand for more employment space and there has been a loss of office space in Camden over recent years, notwithstanding growth in Kings Cross.



**View north up Royal College St**

The four-storey elevation of the office relates to the scale of the adjacent Golden Lion pub. The proposed apartment building mediates between this scale and the more modest Georgian terraced housing further north on Royal College St.



Elevation of Royal College Street

#### 4.3 Design Principle3 building at the scale of the street

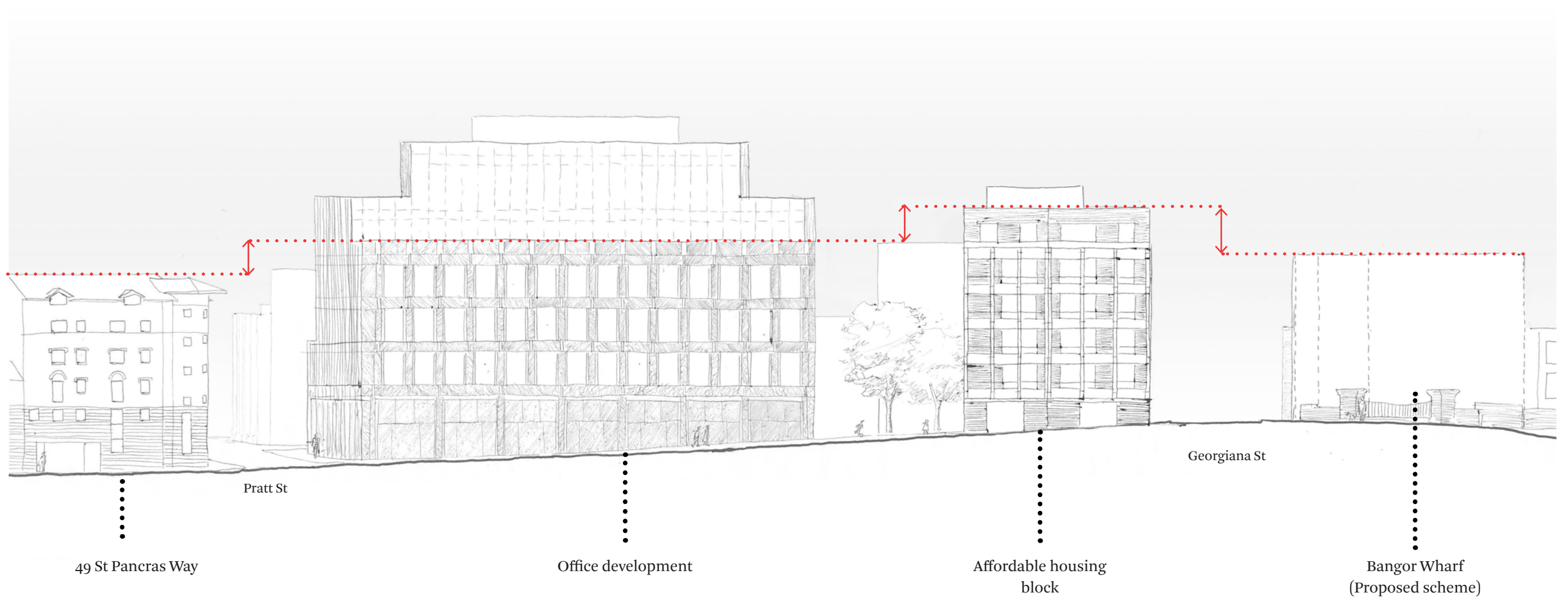
Following early comments from LBC about the scale of the building, the design team have collaborated with Peter Stewart Consultancy to understand the existing townscape and make sure the proposals respond to the varying character of neighbouring buildings. The decision to divide the building into three was partly driven by the scale of the existing housing to the north and west of the site and the desire to mediate between this smaller scale and the larger canalside buildings to the south and east. The facade of the office building to Royal College Street is four storeys high in recognition of the more domestic character of terraces at this point. The elevation to Pratt Street steps up to five storeys as the more industrial scale of the Parcelforce site takes hold.



View north on St Pancras Way

The office building in the foreground, with the residential building beyond. The four-storey office facade relates to the scale of the existing buildings opposite. Having explored options for a curved facade of the office building we returned to a straight edge which felt more contextual with other large buildings in the area.





Elevation of St Pancras Way

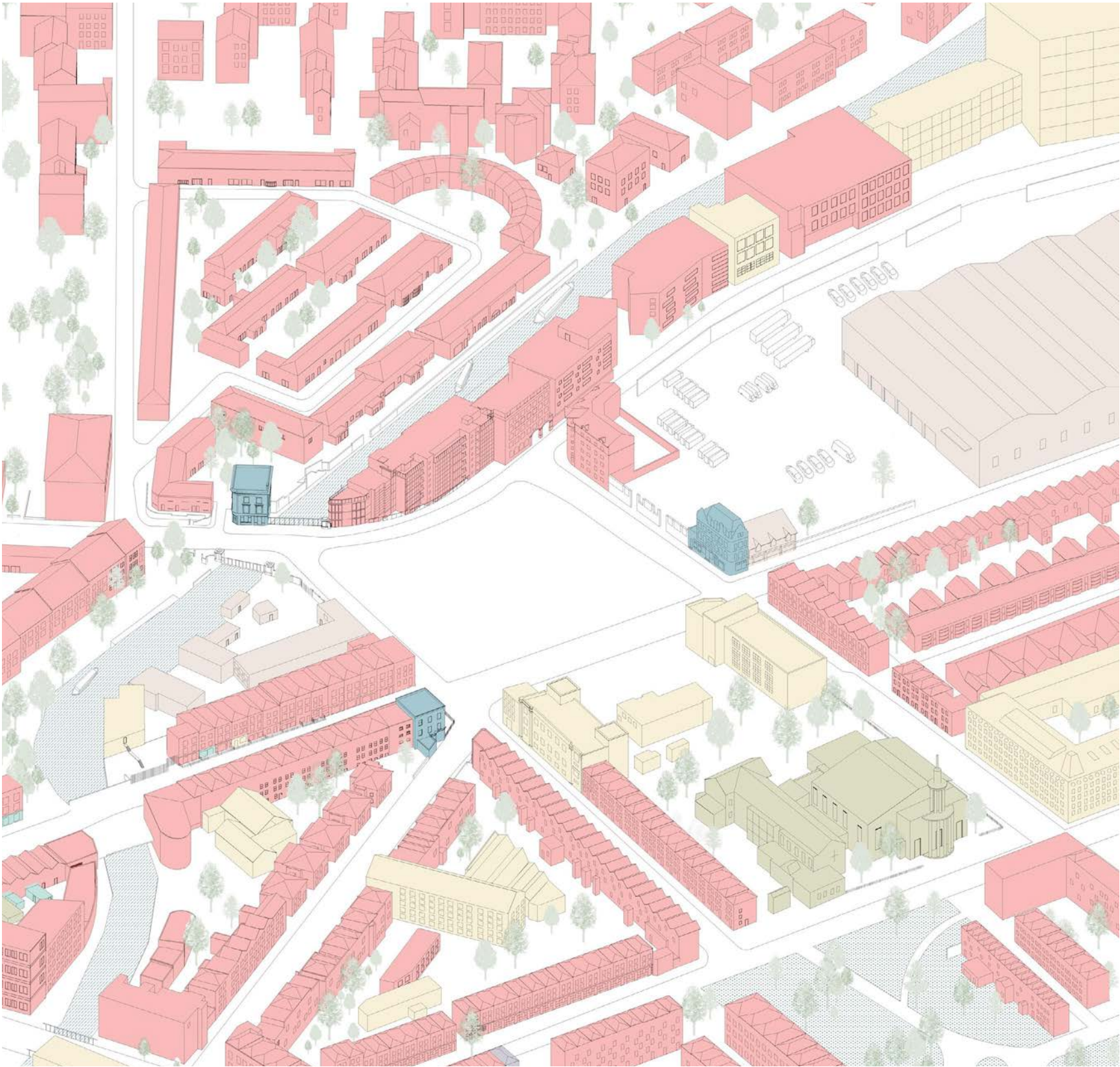


4.4 Design principle 4 a lively ground floor

The existing site is closed off, and most members of the public have no reason to visit the existing yard. In contrast, the proposals offer a landscaped space in the centre of the new development which is open to the public and is designed for relaxing and modest informal children’s play. Creating an animated ground floor is a high priority, particularly on Royal College Street and on St Pancras Way. Perhaps this will be the biggest change that residents will notice – the transformation from the existing blank brick elevations to open and transparent shop fronts with workspace, cafes and retail units behind.

A service street runs through the ground floor and keeps loading and unloading off the existing streets to avoid conflicts with other road-users, particularly cyclists. Furthermore, moving servicing away from the perimeter of the building maximises the façade available for active uses rather than for loading bays and access. The north end of the servicing street rejoins St Pancras Way and some care has gone into the design of the landscape to avoid conflicts between pedestrians and vehicles leaving the development.

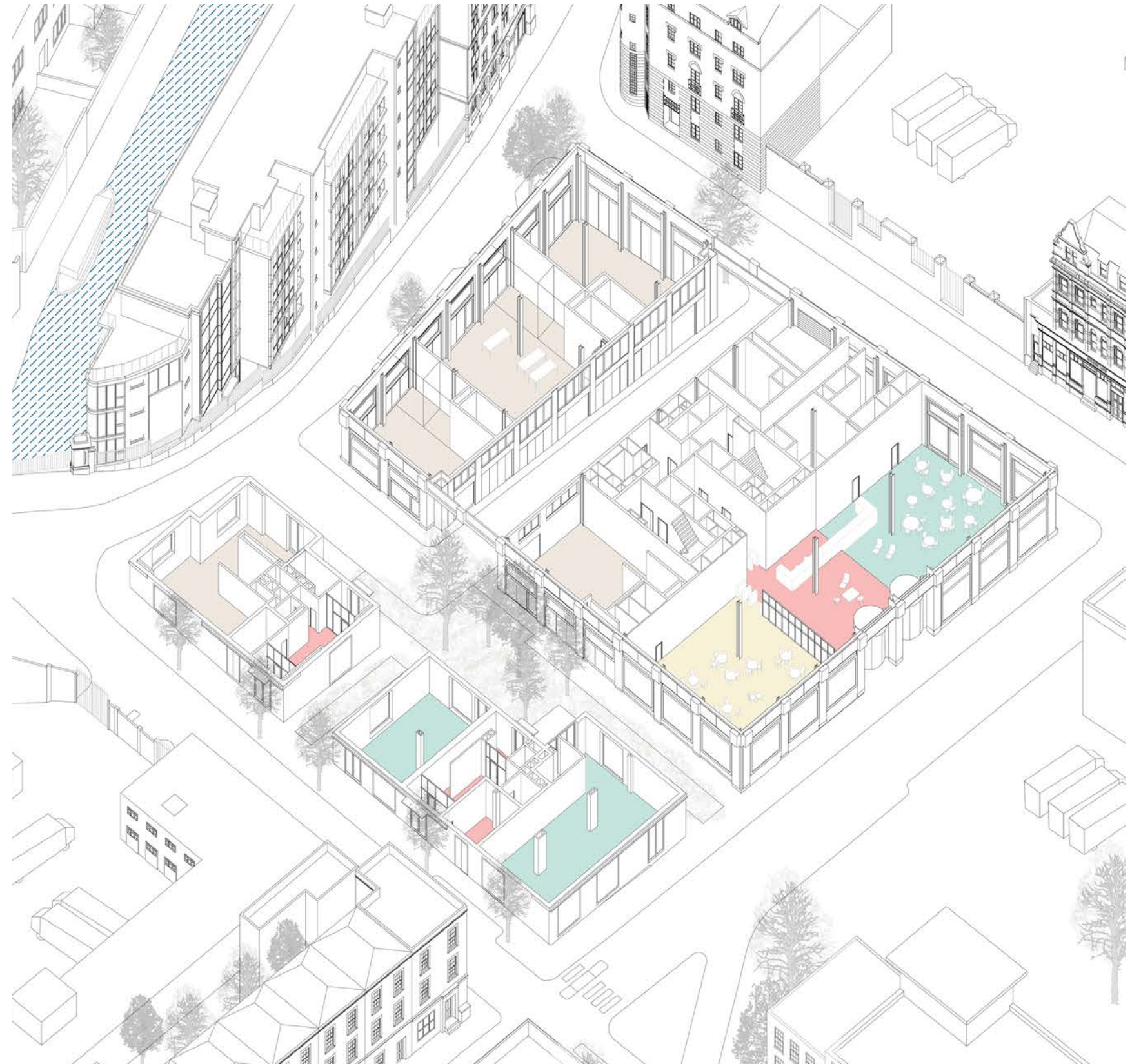
- KEY
- A1,A3 Shops, Restaurants and Cafes
  - A4 Drinking Establishments
  - B1 Business
  - B2,B8, Sui Generis
  - C1, C2, C3, C4 hotels, hostels and dwelling houses
  - D1, D2 Non-Residential Institutions



Existing mixture of use around the site



The main entrance to the office building is on Royal College Street and is flanked to the north by workspace and to the south by a proposed café that will be open to the public as well as the various tenants. The ground floor is level and, because of the slope of the site, the south side of the café ends up above pavement level and the north side of the workspace is significantly below the level of the adjacent public space. The workspace can operate as an independent co-working space on the ground floor or it can be added to other tenancies higher up the building.

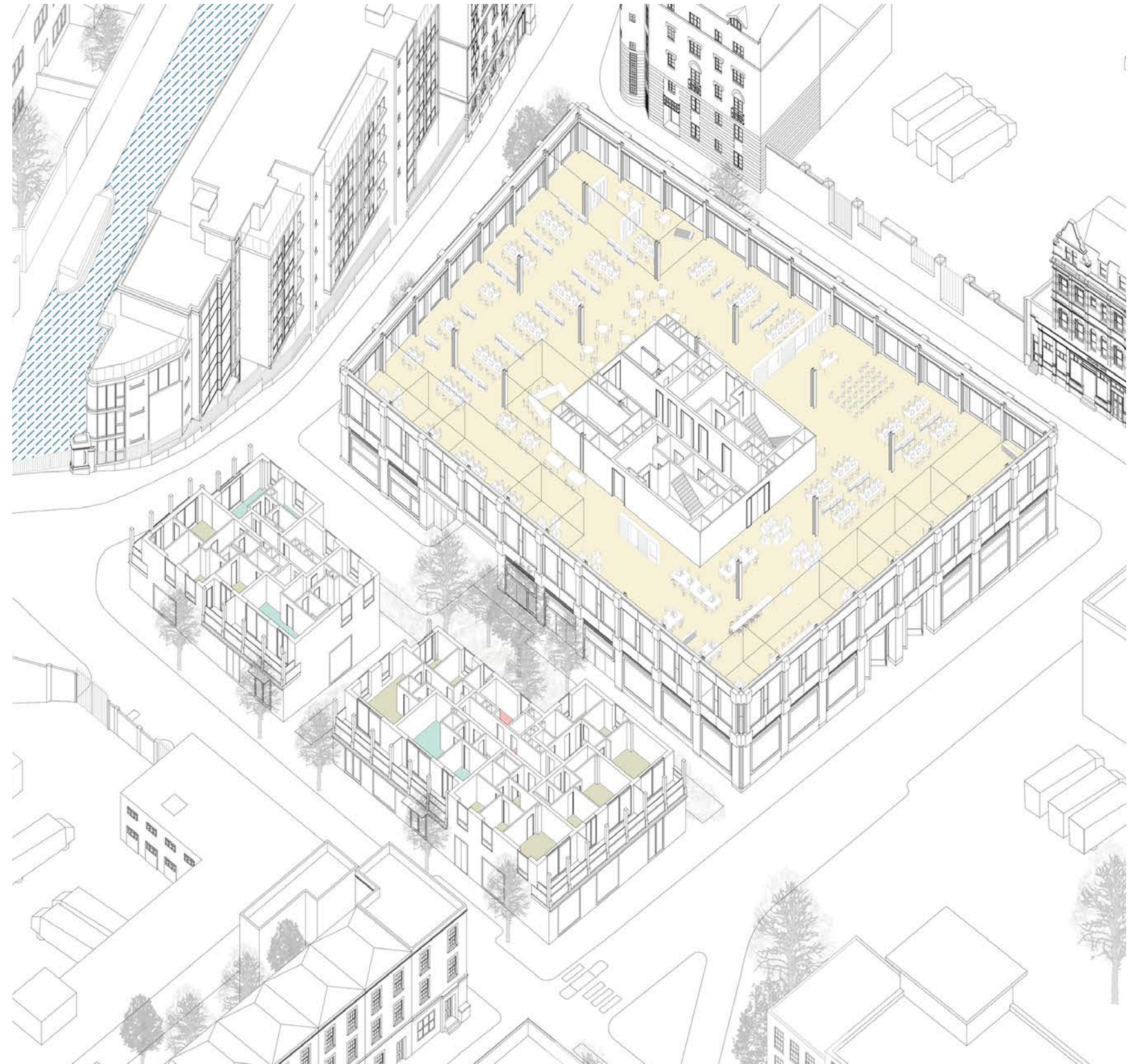


Proposed ground floor with a range of uses



The lift core is directly ahead of the entrance with a reception desk off to one side. Beyond the core are back-of-house spaces for waste storage, electricity infrastructure and goods handling all of which can be accessed from the internal street or from Pratt Street. Four light industrial units face onto the internal street, two of which have mezzanines at high level and all four of which extend into the basement. The floor to ceiling height is generous and the use of these units is discussed further below.

A fifth light industrial unit sits under the affordable housing on the north east corner of the site and there are two ground floor retail units integrated into the market housing. This constellation of uses makes for a very active ground floor.



Proposed first floor with a range of uses





Proposed ground floor plan with uses indicated