

17-37 WILLIAM ROAD



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1. Introduction

1. Introduction

1.1. The site

Euston One Limited have an ambition to substantially enhance the ever-growing character and local economy of Euston through the provision of a new development comprising high quality student accommodation. Morris+Company Architects were approached in October 2019 to develop a vision for the redevelopment of 17–37 William Road.

The site is constituted by Plot A in 35–37 William Road and Plot B in 17–33 William Road. Plot A is a postwar office building, currently unoccupied. The 6 storey block above a 2 storey plinth is architecturally unremarkable and shows poor positive contribution to the street frontage. Plot B is a seven storey early 21st Century residential/mixed use building (commercial office use on ground floor level and residential use in upper floors) with few noteworthy architectural attributes. It neither enhances nor detracts from the local area. The proposal has the potential to contribute towards the Borough of Camden’s ambition to create an internationally recognised educational destination in Euston.

In principal, we understand the Council welcome the intention to develop the site, as the present building has little architectural merit, is unoccupied and does little to activate its frontages. The site also represents an excellent redevelopment opportunity to optimise the development potential of a brownfield site in a highly-accessible location.

The genesis of this project has stemmed from the character and appearance of the industrial buildings in the area, which is defined by its variety and eclecticism. The choice of materials and detailing have been similarly chosen through a careful understanding of the different material palettes that makes up the neighbouring properties.



1. Introduction

1.2. The proposal

The proposed redevelopment follows the intention that the proposal will act as a catalyst for further improvements to the residential area to the North and West from William Road.

The key features of the proposals include:

- + High quality student accommodation near the knowledge quarter in Camden an appropriate location for this use
- + Large private rooms to deliver improved wellbeing and provide comfortable and secure space for students in their own environment
- + Generous living amenity areas, internal and external, providing safe shared spaces to encourage social interaction
- + 35% affordable accommodation
- + 100% Affordable workspace
- + Continuation of the street frontage (currently broken between plot A and B)
- + Continuation of the street datum (currently interrupted by the 2-storey podium in plot A)
- + Active corner, with main entrance to the student accommodation
- + Active ground floor with amenity spaces facing Stanhope Street
- + Improvement to office frontage to William Road and Residential entrances in Plot B, with a new datum, planters and framed entrances
- + Improvement to the architectural value of plot A, replacing the architecturally unremarkable existing building with a scheme that has been informed by the architectural features of the listed buildings in the context
- + Enhanced public realm with extension of the pavement to main entrances and inclusion of planters and trees
- + Improved social value in the area, creating new jobs and activating the area with the incoming of the residents of the student accommodation
- + Low environmental impact



1. Introduction

1.3. The Client

The development process is managed by MBU Capital on behalf of Euston One Limited. MBU are a global investment house for professional investors, spanning four core business areas: real estate, direct investments, venture capital and advisory services.

MBU’s real estate development strategy is focused on two strategies, of which the first is most significant to this project:

- Acknowledging the under-supply of quality student accommodation, which leads to the development of suitable, high quality student accommodation in UK cities.
- To acquire, plan, develop and deliver high quality affordable residential apartments in commuter towns that are seeing regenerative opportunity, such as Park Place Plaza, Stevenage shown below and schemes in planning (Sutton & Luton).



Park Place

- 202 Apartments over a 5-storey build
- 21,000 sq. Ft commercial space
- Completed March 2019



Sutton (STP)

- 276 apartments
- Affordable element for GLA
- New public realm and urban enhancements



Luton (pre-planning)

- 350+ apartments
- Affordable element for LBC

1. Introduction

1.4. The design team

Public Engagement

Kanda Consulting

Kanda is a fast paced agency that is passionate about regeneration and place-making. We use our breadth and depth of experience to work intelligently and imaginatively to get the best results for developers, decision makers and communities. Our approach creates conditions for constructive dialogue that aims to resolve conflict and deliver development that is financially viable and socially valuable.

Kanda offers four core areas of services to support regeneration, planning and place-making. All of our services are underpinned by an intelligence-led approach to research, monitoring and local knowledge.

- Strategic & Corporate Communications
- Regeneration, Place-Shaping & Social Impact
- Consultation & Engagement for Planning
- Digital & Visual Communications & Analytics

Planning Consultant

DP9

DP9 is established as one of the leading expert consultancies in planning, development and regeneration in the UK. Formed in 2004 the business was specifically created to focus on advising on the largest, most complex and challenging development propositions in central London. Since then it has grown to a company of around 70 employees working on projects primarily in London and the South East.

DP9 has a proven track record of delivering high profile planning consents and is currently advising on more than 500 live projects, ranging from small scale instructions to large, complex masterplanning proposals across all sectors.



Incubator, Camden Gateway

DP9, London Borough of Camden

Engineering

Iesis Group

Iesis Group is a multi-disciplinary property consultancy, development and engineering company, here to ensure projects succeed no matter how exacting the challenge.

Whether new build or listed buildings, our approach allows us to deal with the issues urban regeneration developments encounter. With extensive project experience across the residential, student, healthcare, commercial, hotel, retail and infrastructure sectors, our clients know they can trust on our highly-skilled teams to secure the right outcome.



Regents Park Estate

Iesis Group, London Borough of Camden

1. Introduction

1.4. The design team

This document has been prepared through a process of collaboration by the full design team. The team and their roles include:

Client	Euston One Limited
Project Manager	Rame
Architect	Morris+Company
Planning Consultant	DP9
Heritage & Townscape Consultants	Tavernor Consultancy
Communication Consultant	Kanda Consulting
Cost Consultant	Iesis Group
Engineering (M&E) and Sustainability	Vitec Consult
Structural Engineer	Iesis Group
Fire Engineer	JGA
Building Control	Meridian
Acoustic Consultant	Hann Tucker Associates
Air Quality Consultant	Air Quality Consultants
Daylight / Sunlight Consultant	Point 2 Surveyors
Traffic & Transport Consultants	Caneparo Associates
Verified Views	Cityscape
Visualisations	Atelier Replica
Advisor to Principal Designer	Pick Everard



1. Introduction

1.5. The architects

Morris+Company is a company of architects. We are listeners, makers, curators, narrators, experimentors and innovators. We are bold activists and obsessive fabricators. And we are connected by our love of making buildings.

Morris+Company have a considerable portfolio designing projects in a variety of London boroughs, notably including Camden. We have a wealth of experience both working with historic buildings and delivering new schemes that respond to complex contexts and in areas of significant architectural character.

Morris+Company’s housing portfolio shows a range of experience from bespoke family homes, through to large and medium scale housing projects; including third-age housing, specialist retirement homes, affordable housing, hotels, and low-cost co-housing.



R7, King’s Cross, mixed-used office building
Morris + Company, London Borough of Camden
A295 – William Road



Camden Hotel, mixed-used hotel, retail and affordable housing
Morris + Company, London Borough of Camden



Belle Vue, Hampstead, retirement housing community
Morris + Company, London Borough of Camden

2. The Brief

2. The Brief

2.0. Brief summary

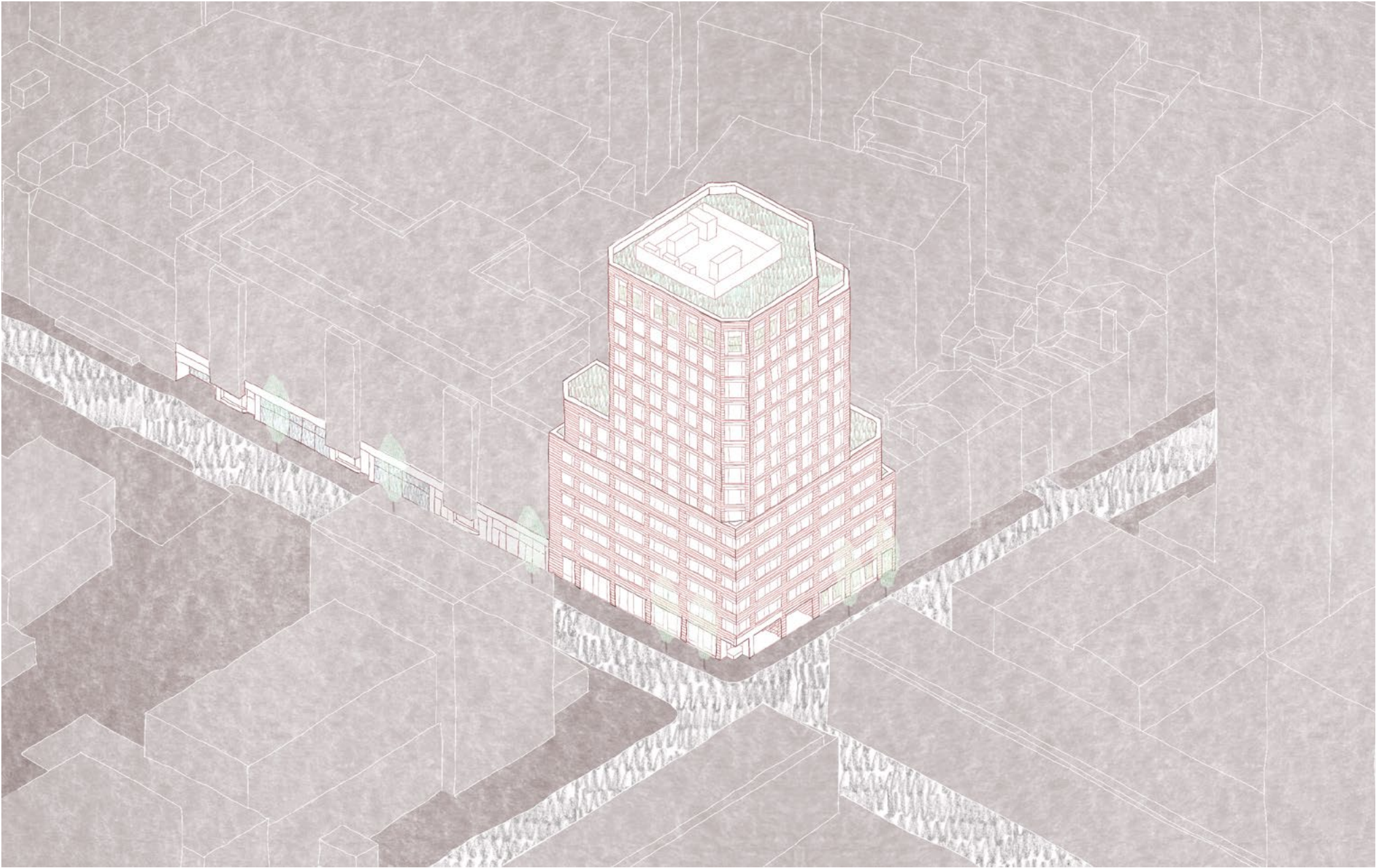
The core brief is one based on quality and optimisation rather than maximization and one which we believe is fully contextual. The brief has changed over the course of the pre-application process with the intention of providing meaningful contribution to the community through and a collaborative approach taken with Camden to best meet the needs of the borough and the local area.

The originally proposed height of the scheme at 18 storeys aligned with the other towers located in the vicinity; the residential blocks of the Regent’s Park Estate. Through discussion with Camden, the scheme has reduced to 15 storeys to further reduce the impact of the building on its context. Internally the provision of more individual and two-person units than in lieu of a cluster configuration is in response to market demands resulting from the Coronavirus pandemic. Individual rooms are oversized relative to prescribed standards and there has been a focus on the inclusion of generous internal and external amenity spaces.

The essence of the brief for the site is one which is based on achieving transformational aims, to help regenerate the whole area, and to do so by the provision of a mix of high quality accommodation for students, workplace for local businesses and wider public realm benefits.

In its wider consideration, the brief requires a contextual response which should take into account the site’s location, the immediate site sensitivities including nearby conservation areas and the presence of listed buildings, and wider contextual considerations including distant views to and from the site. The resultant scheme is a consequence of a thorough analysis of the context and a sensitive approach to the site.

The brief also places significant emphasis on achieving a very high standard of architectural place making. Through principles of urban design; contribution to a safe and active neighbourhood and through the quality of design, detail and materiality; the scheme is intended to achieve a long term, positive addition to the streetscape.



**No material effect
on LVMF view**

**1120m² affordable
workspace**

**239 high
quality student
accommodation
rooms**

**412m²
internal amenity**

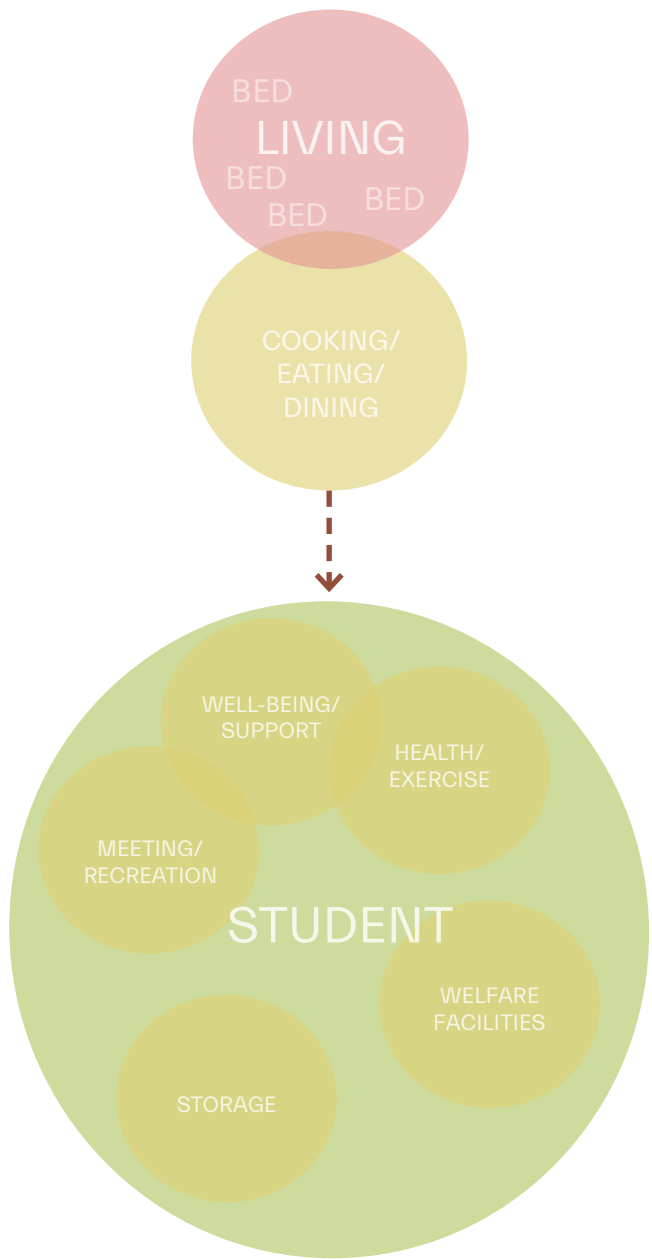
**79m² external
amenity**

2. The Brief

2.1. Student accommodation

Some key ingredients for a good communal life in a student accommodations rely on the quality of the private spaces, the amenity areas and the connection to outdoors.

The following are the suggested facilities and their organisation, from private to public access.



PRIVATE			1-2 People 	
ROOMATES				8 People 
COMMUNAL				
SEMI-PUBLIC				100+ People 
				

2. The Brief

2.2. Quality of the student's life

Private spaces

The private rooms should be much more than a place to sleep. It's a place for rest, for which orientation and views are fundamental factors. It's a place for study: in which integrated furniture should be positioned to make the best of daylight and views. A place to be happy with the window playing an important and dominant role in the success of each room. Besides providing daylight and ventilation, a well designed window can also frame a special view or be crafted in a way that works with the internal layout and furnishings. There should be room to have guests to visit. It is also a place to call home: finishes should be warm with natural durable materials and a careful use of colour and pattern, to create a non-sterile, not overly designed space that provides the occupier with the ability to personalise the space. Peg boards and spaces for personal belongings are important.

Communal spaces

Communal spaces can be more than just a passageway or a linking element. Through the use of light, ceiling voids, width, places to pause, and connection to communal services, a corridor can become a space for social interaction between the students, visitors and staff, providing a welcoming atmosphere throughout the whole building. They should provide an extension to the bed-space, rather than a boundary.



Somerville accommodation, Cambridge
Windows sill height matching in-built furniture datum.



Glenn Howels, Vauxhall
Lounge areas become shared living areas for the students for greater social interaction

Shared spaces

The quality of the shared spaces is very important. These spaces facilitate the social lives of students, providing additional space outside the bedroom - to meet, greet, study, wash, clean, cook, eat, exercise and relax. Daylight, materials, acoustics and ventilation are all important elements for a successful room, where the students want to hang out when not staying in their private rooms. The common rooms can be spread to different floors, depending on typology, location and density. Beyond social spaces, it is important that there is provision for the basic requirements of a student's daily life. Additional facilities should/could include laundry, washing facilities, storage, administration and well-being, meeting and study spaces, and gym facilities.

External amenity spaces

There is a large variety of different types of external spaces, offered to student accommodations. In the lower and less dense town areas, there is a tradition in using green courtyard spaces, mostly used for quiet socializing and contemplation. The urban and denser housing schemes in the bigger cities or industrial areas could offer communal external space through the use of shared terraces, rooftops, or private balconies.



Urbanest, Vauxhall
Study room on the top floor with a skyline view across London.



Tietgens College, Denmark
Smaller Communal terraces offered on different levels.

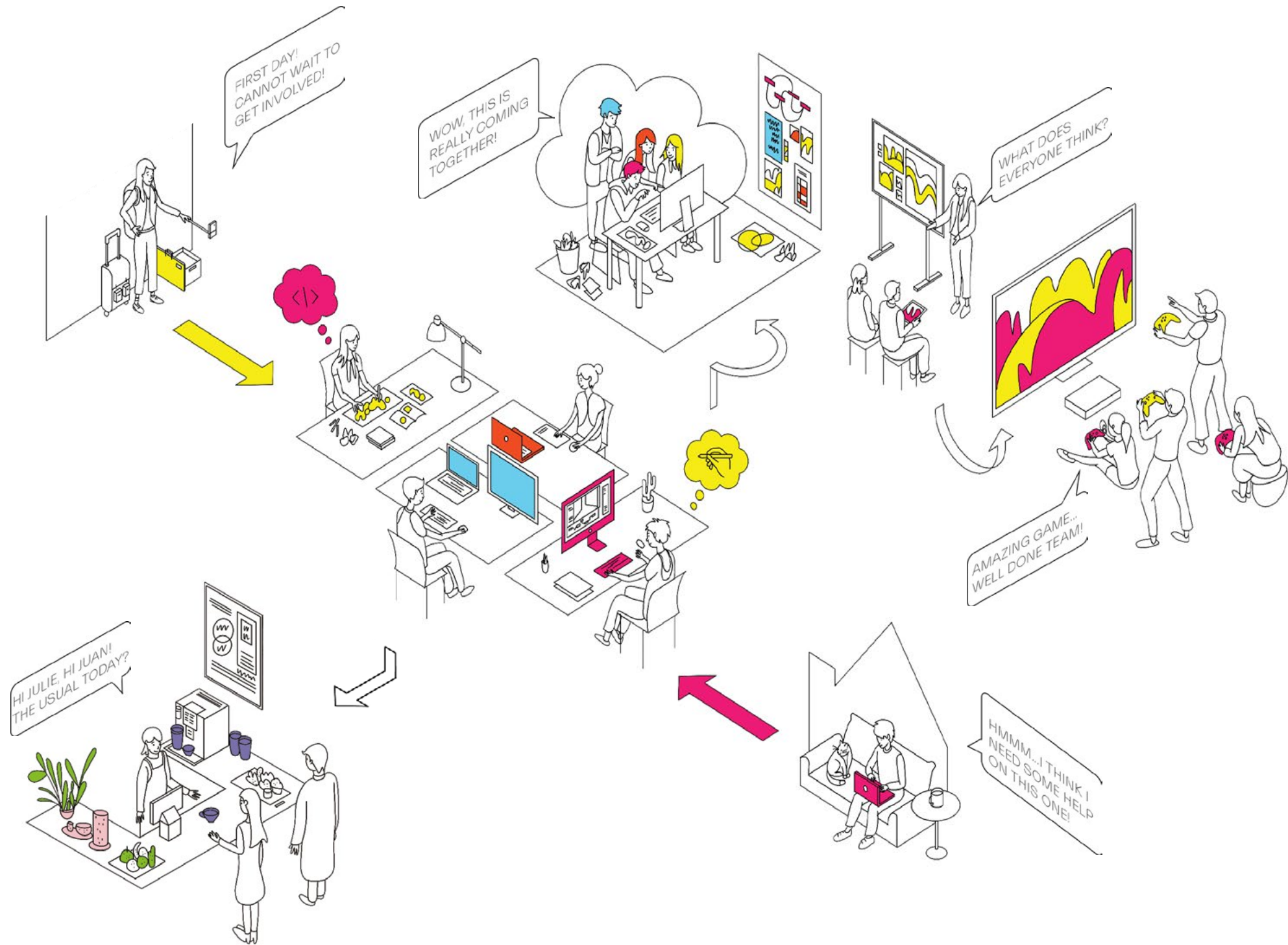
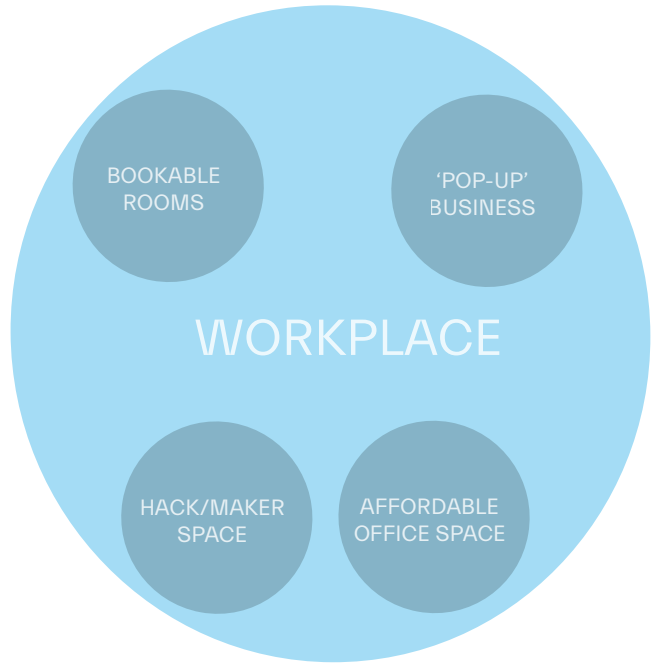
2. The Brief

2.3. Affordable workspace

Workspace is included within the brief. Although there is a policy requirement to re-provide the existing office floor space lost through the demolition of 35–37 William Road, evidence has been provided that the space has been marketed and is undesirable at market rent in its current state. The property is currently occupied as a guardianship (short term residential occupation providing building surveillance). The project ambition for the workspace is to provide 100% affordable floor space on the ground floor of 17–33 William Road in order to attract a diverse range of occupiers. Camden’s Local plan states an intention to support businesses of all sizes, and the scale and affordable nature of the workspace proposed is ideal for start-ups, SMEs and a variety of different business activities.

There is a burgeoning Knowledge Quarter expanding from Euston that the William Road development is looking to complement with the introduction of the affordable workspace, in proximity to UCL’s Bloomsbury campus.

The scheme also acknowledges the Euston Area Plan’s ambition to support the growth of research and development and creative industry through the delivery of more affordable small scale incubator workspace.



2. The Brief

2.4. Creating connections

Flexible workspaces

A flexible workspace, in spite of not having a specific end user yet defined, should be designed as a place full of generosity and character. The key ingredient to this is to make the work-place a connected, active fragment of the city rather than an insular retreat from it. The best workplaces are physically embedded in their context, embodying something of the past while adding a new layer of history. They have a singular identity both for their users and those that pass by.

The flexibility of the spaces is achieved through the ability of the spaces to adapt to the different users needs, and through the diversity of spaces, from more enclosed private spaces to more open communal working areas.

Entrances to the workspaces should also be clearly defined, creating welcoming spaces, and open frontages differentiated from other uses.

Materiality, colour and light are also key factors to create an ideal atmosphere in a work place.



Walthamstow Central Parade, London
Refurbishment Grade 2 Listed, 1950s town centre building to provide a new cultural and creative enterprise hub.



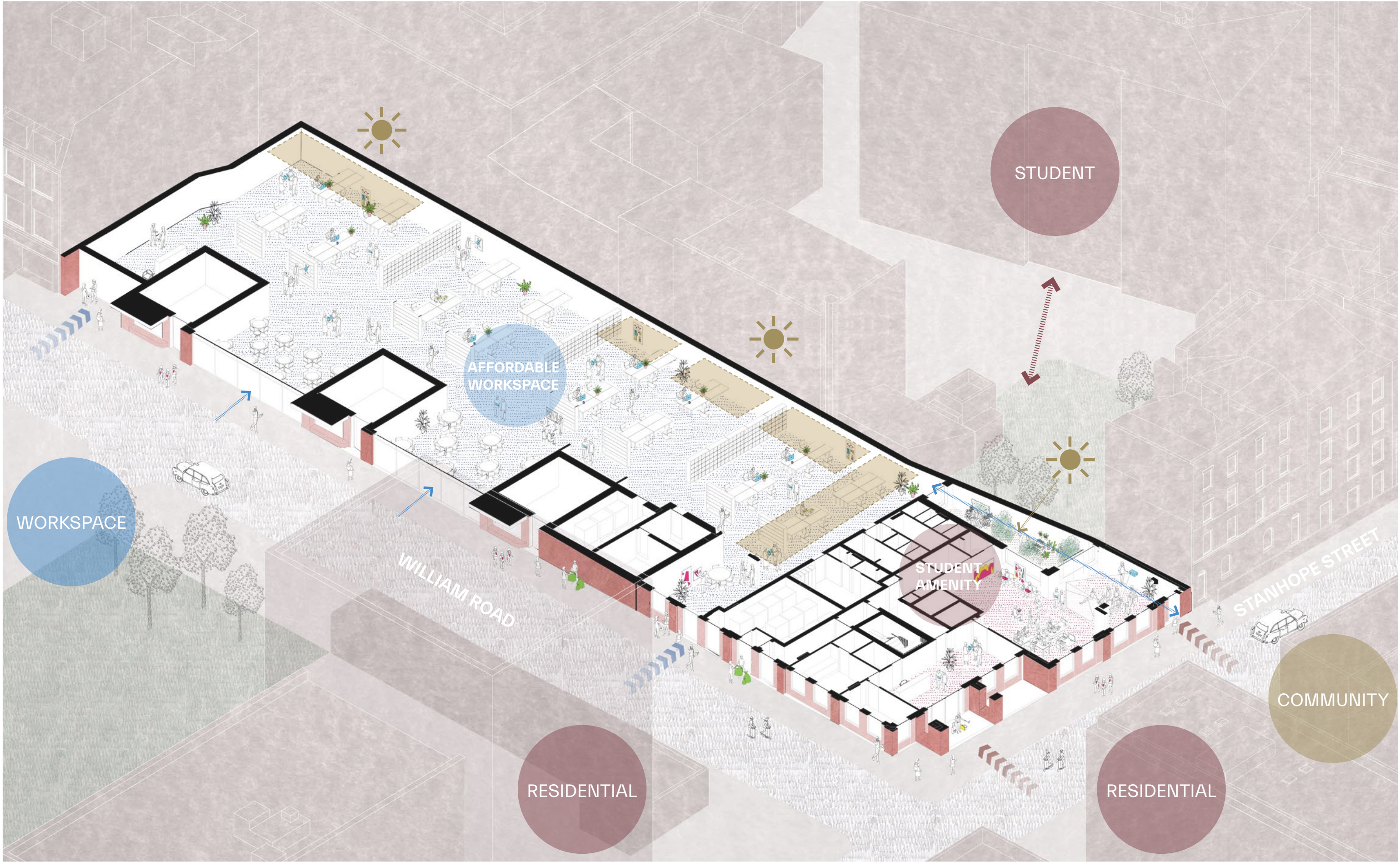
Second Home Spitafileds, London
Co-working and cultural venue with private studios and community spaces.



Launch 22, Kings Cross, London
Co-working space with communal workspace area and more private niches.

2. The Brief

2.5. Proposed uses in context



3. The Site

3. The Site

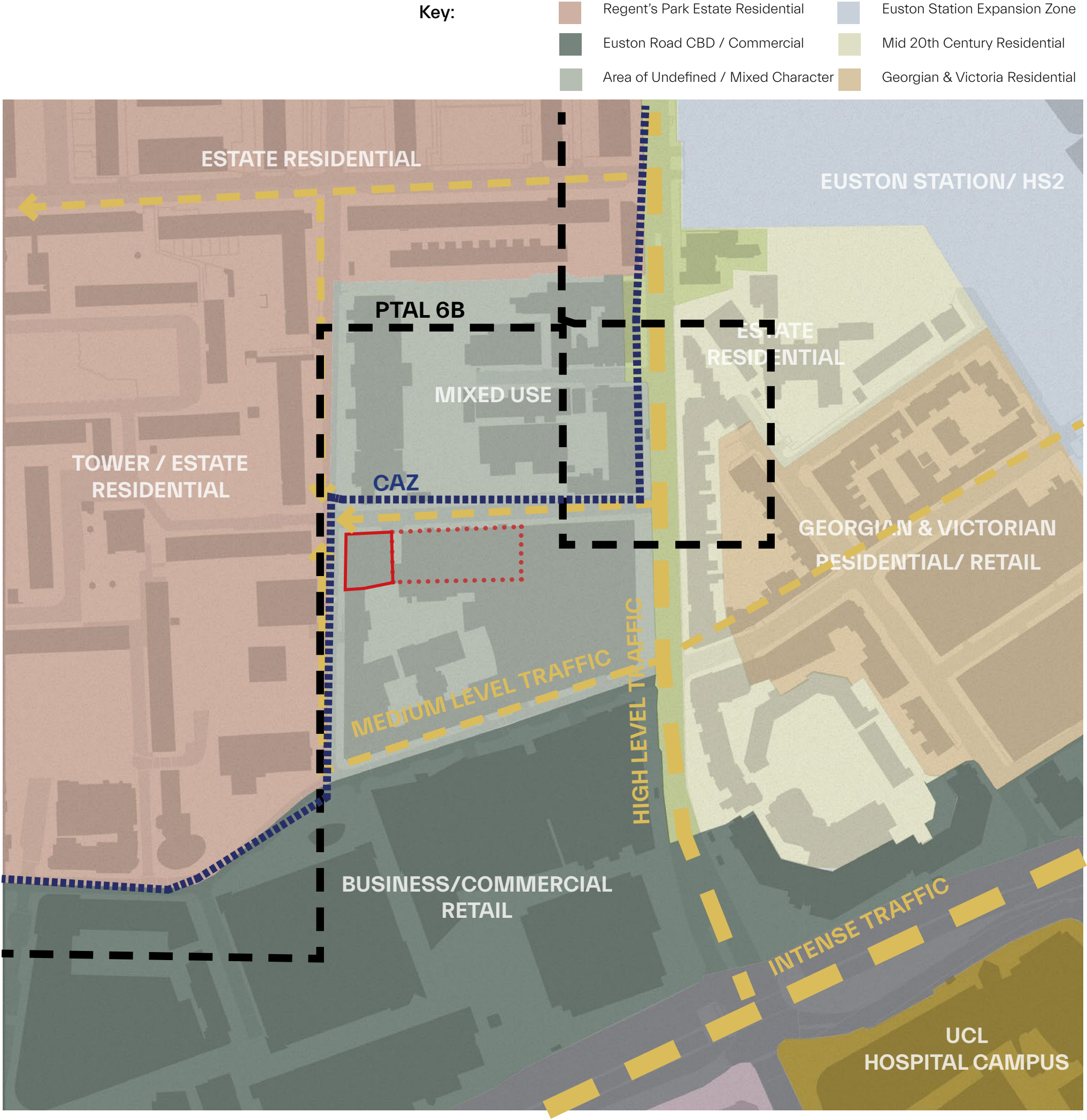
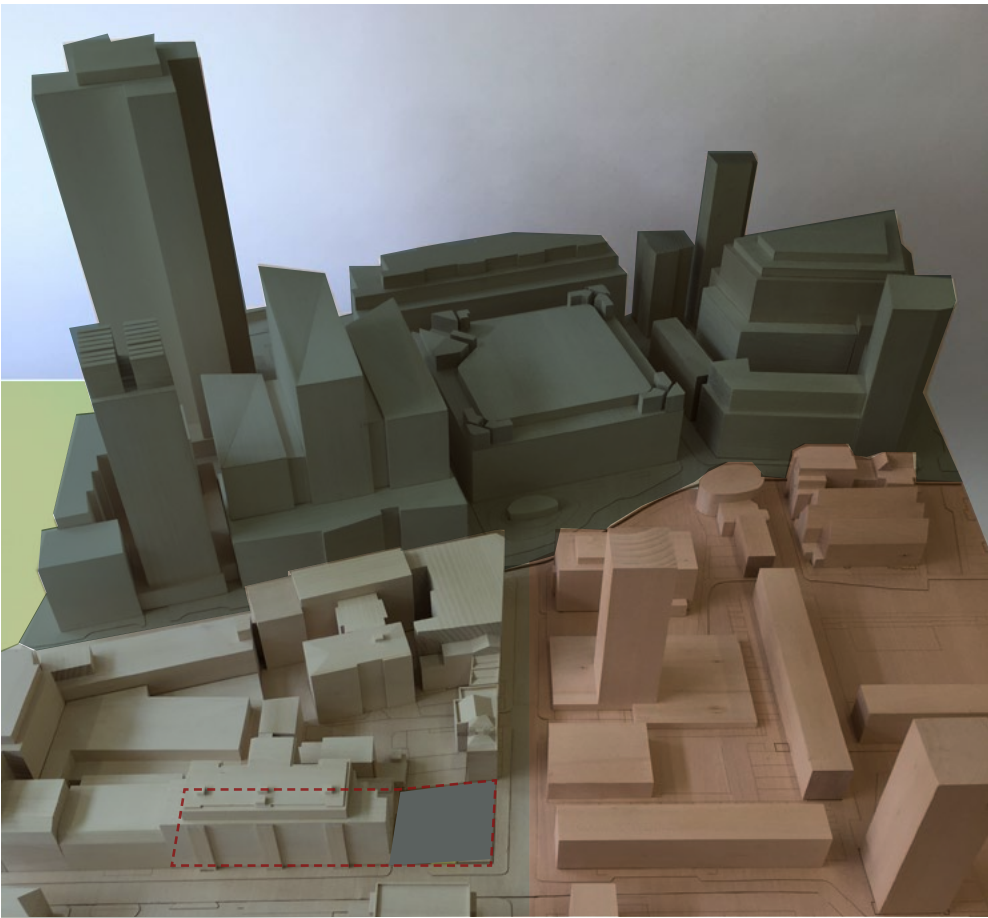
3.0. Site summary

The site analysis and character appraisal contained in this chapter has been developed alongside review of Camden’s “Euston Area Plan: Historic Area Assessment” guidance document and other supporting documentation included as part of the Euston Area Plan. The analysis makes the following conclusions about the site:

- + sits within a mixed-use block
- + next to a variety of residential typologies, from 4 storeys to 18 storeys
- + best PTAL rating (6b), within 4 minutes walk of Warren Street station
- + and next to the knowledge quarter

These factors offer a good opportunity for development. The plot currently contains a building with no historical or architectural significance, the proposal aims to:

- + improve the quality of the neighbouring residential areas;
- + activate the mixed-use block corner;
- + respond to the identity of the neighbouring buildings;
- + and cause no harm to the surroundings.



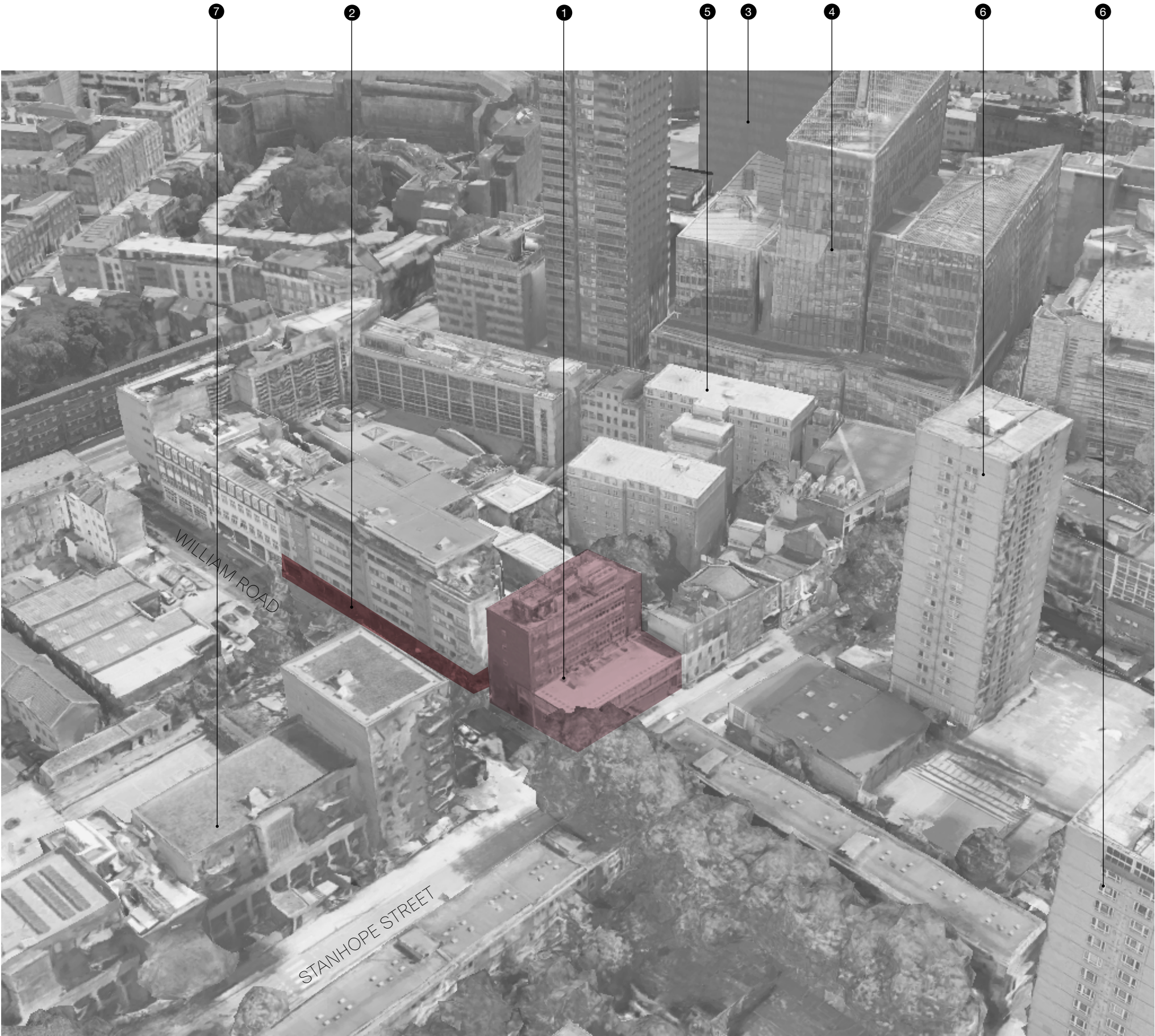
3. The Site

3.1. Location

The project extends across 2no. existing properties:

- + Plot A, 35–37 William Road, is to be cleared in order to facilitate the development, on the corner of William Road and Stanhope Street.
- + Plot B, 17–33 William Road, contains an existing residential block approximately 20 years in age. It is proposed to retain this block and refurbish the ground floor office / light industrial space as part of the development proposal.

- ❶ 35–37 William Road - Office
- ❷ 17–33 William Road - Mixed used (residential with office on ground)
- ❸ Euston Tower - Office
- ❹ 10 Broke Street - Office
- ❺ Schaffer House, 168–182 Drummond Street - Student accommodation
- ❻ Regent's Park Estate Tower - Residential
- ❼ Netley Campus, 74 Stanhope Street - Mixed use (educational and residential)



3. The Site

3.2. Existing building accommodation

Existing building accommodation

Total Office NIA: 3,017sqm/ 32,476sqft

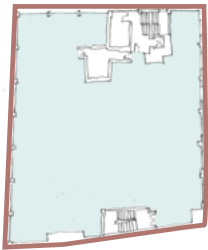
- + Site A
Total NIA: 2,032/ 21,873sqft
- + Site B
Total NIA: 985sqm/ 10,603sqf (6 storeys)



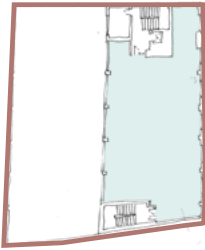
Ground Floor



Basement



First Floor



Second to Fifth Floor

- 1 Plot A: 35–37 William Road
- 2 Plot B: 17–33 William Road
- 3 Grade II listed buildings in Stanhope Street
- 4 Locally listed building in 40–46 Stanhope Street
- 5 Locally listed building in 7–15 William Road

