

### 3. The Site

#### 3.3. Existing building in plot A

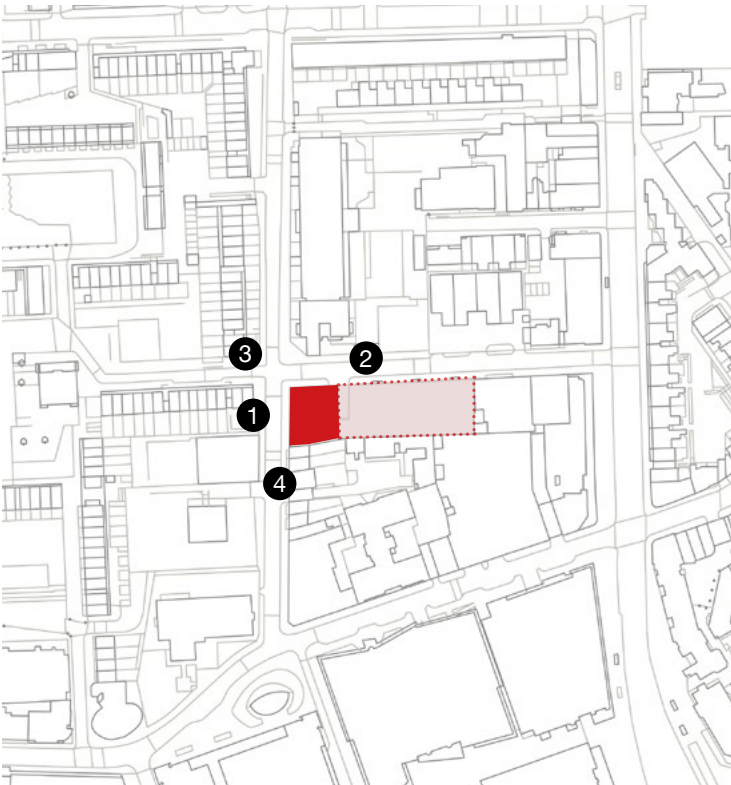
- + Postwar B1 office building;
- + 6 storey block above a 2 storey plinth;
- + Currently unoccupied;
- + Masonry and concrete facade construction;
- + Single glazed ribbon windows;
- + No activation of ground floor.



Plot A Stanhope Street frontage, showing the 2 storey plinth of 35-37 William Road.



Looking West on William Road, the building in Plot A is lacking of a termination appropriate to its corner condition.



Looking North from Stanhope Street, the building in Plot A is lacking of a continuity to the neighbouring buildings datum.



Looking South-East at the corner of William Road and Stanhope Street: showing the 2 storey plinth and 6 storey block of 35-37 William Road.



3. The Site

3.4. Existing building ground floor in plot B

- + Early 21st Century residential/mixed use building;
- + Ground Floor commercial office use;
- + Currently unoccupied;
- + Connected at Ground Floor to 35–37 William Street;
- + Glazed curtain walling at Ground.

1

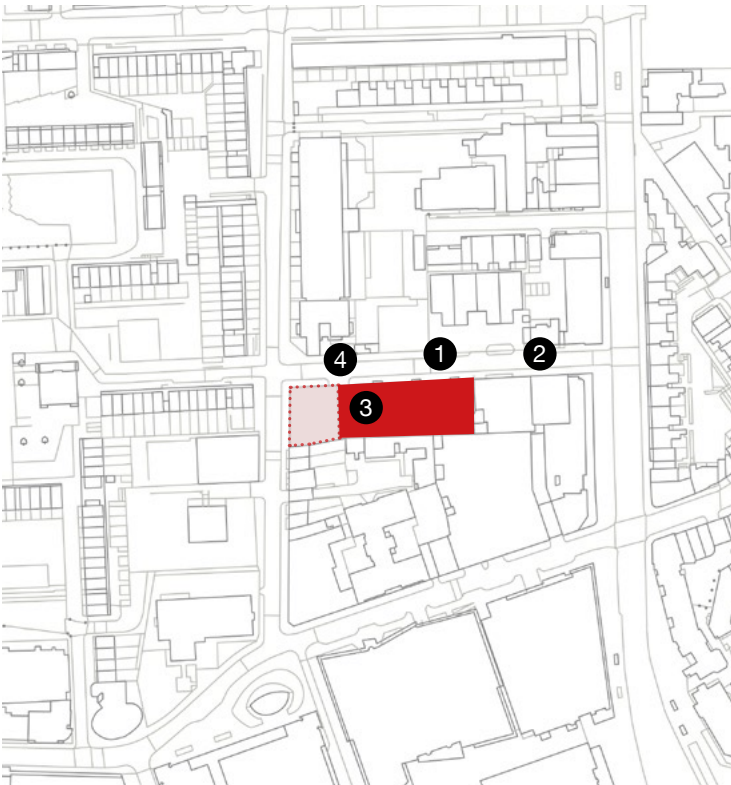


Entrance to office unit adjacent to residential entrance, showing no clear distinction between uses.

2



Looking west along William Road: showing the main elevation of 17–33 William Road with office B1 space at ground level between residential core entrances serving the apartments above.



3



Plot B ground floor interior, currently empty.

4



Service route to existing substation in Plot B creates a gap between the two plots.

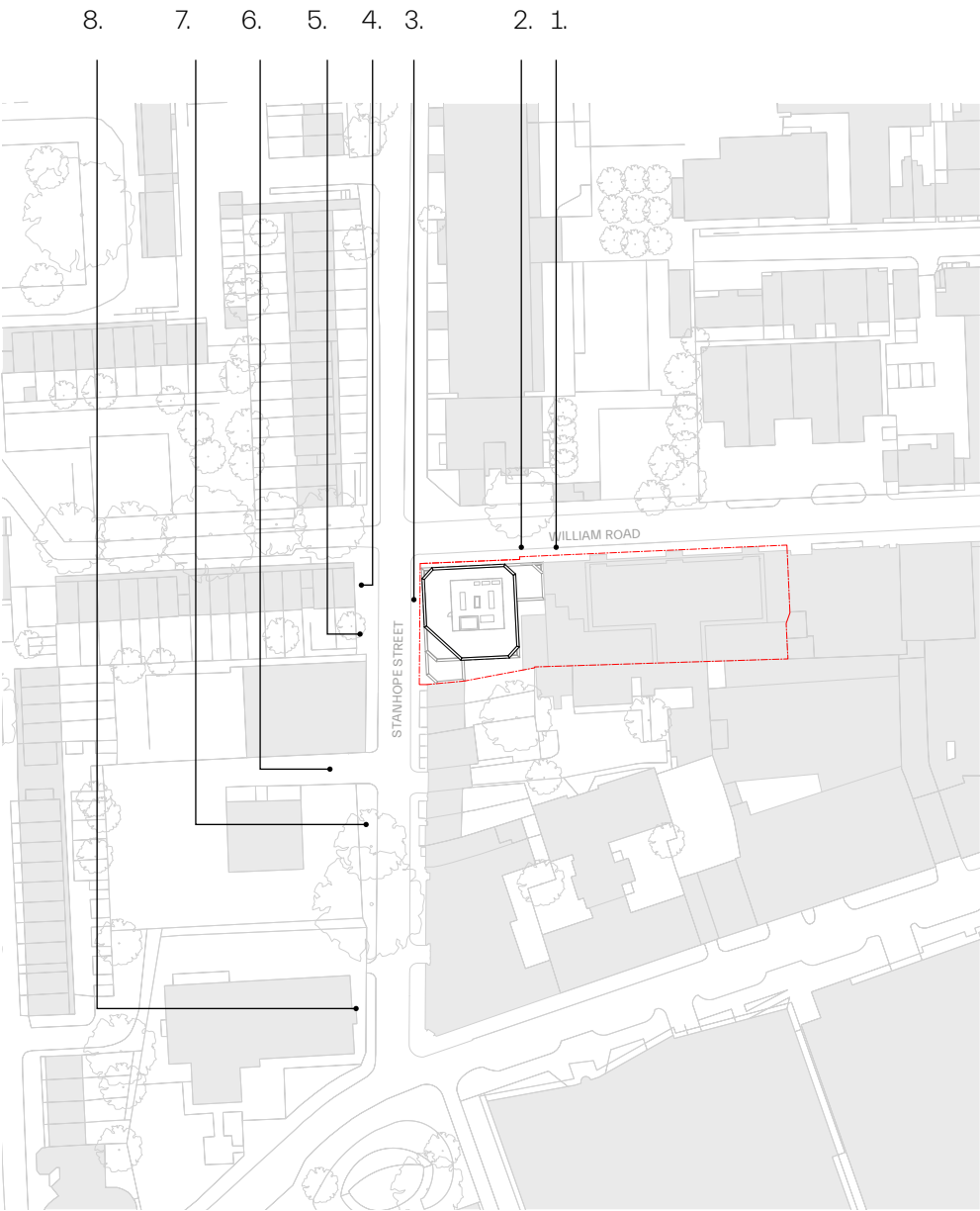


### 3. Street level

#### 3.5. Existing inactive frontages in the area

The analysis of the street frontages along William Road and Stanhope Street shows that there is a lack of active frontages on the surroundings of the site, including the blank wall of the existing building in plot A. Is also observed that there are other inactive sections of the street as a result of:

- alleyways that give access to buildings offset from the street
- high fenced walls around private gardens
- walls with high windows at ground level or completely blank



Inactive frontage in surrounding context



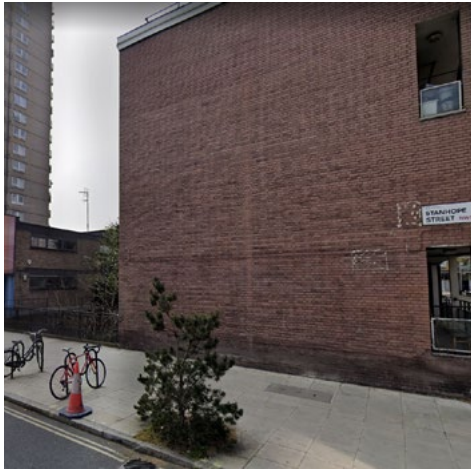
1. Blank wall, plot B existing site  
William Road



2. Blank courtyard between plot A & B,  
William Road



3. Blank wall, plot A existing site,  
Stanhope Street



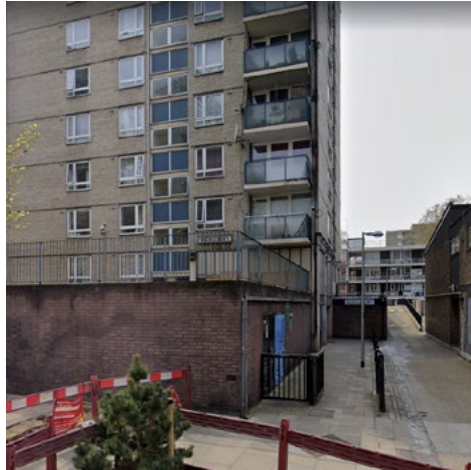
4. Blank gable wall,  
Stanhope Street



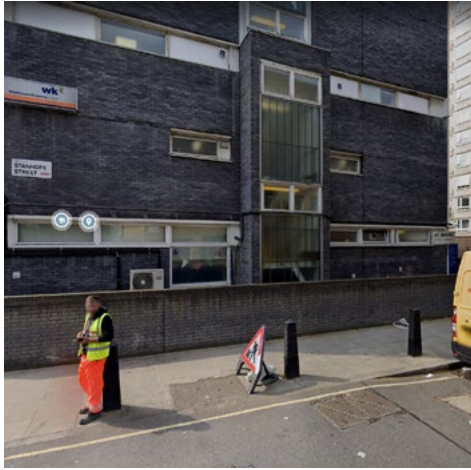
5. Private garden adjacent to blank wall,  
Stanhope Street



6. Long blank wall,  
Stanhope Street



7. Dead end street,  
Off Stanhope Street



8. Inaccessible gable wall,  
Stanhope Street



3. The Site

3.6. Site designations

The site is in the London Borough of Camden on the corner junction of William Road and Stanhope Street, mid-point between Mornington Crescent and Euston Station and sits within the following contexts:

- + The site sits **outside Camden Conservation Area**.
- + The plot **PTAL rating is 6b (Best)**. A short walk close to Warren Street and UCL Campus.
- + The building is **within the Central Activities Area**. Positioned at the edge on the zone, it is recognised as a transitional area from the activity of the city towards the residential area of the Regents Park Estate.
- + The site sits **within the Euston Opportunity Area**. The area is earmarked in the draft London Plan to deliver 2,800–3,800 new homes and 8,600 – 15,000 new jobs. The proposed development will complement the expanding knowledge quarter and will help support the area’s strengths in the Life Sciences and Tech industries.

All of these factors, together with the fact that the site has been highlighted as one of the only plots on site of non historical or architectural significance, offer a rare opportunity for development.





3. The Site

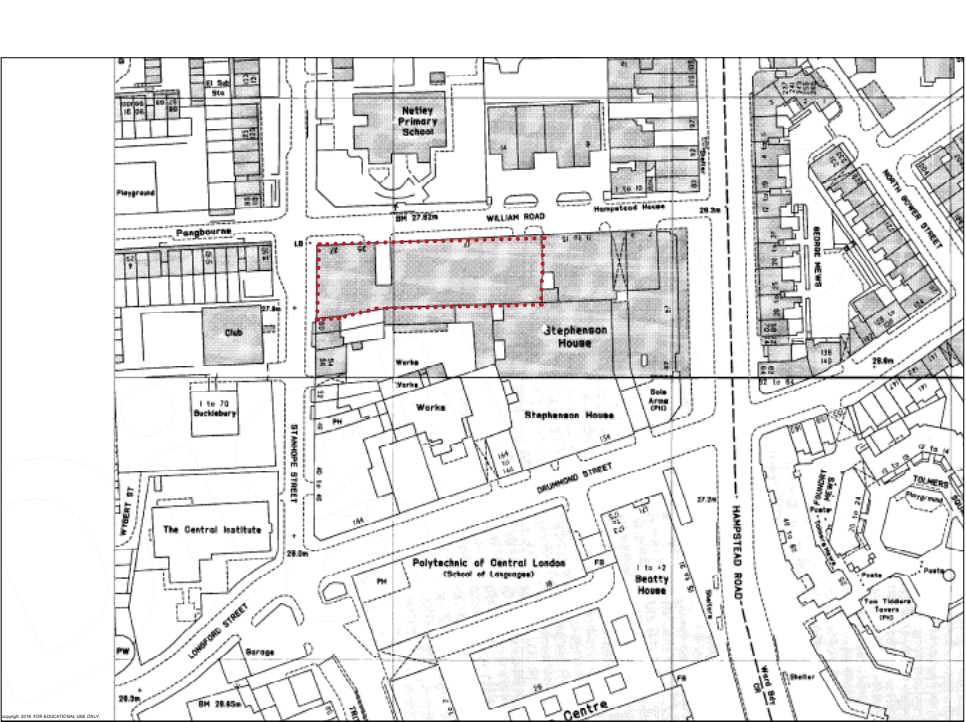
3.7. Listed buildings in the area



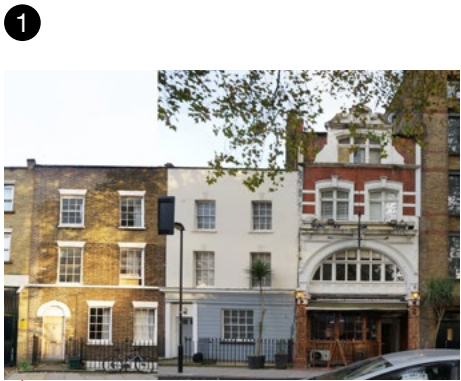
1870 - Site predominantly small grain terrace houses, tightly packed to streets; some warehouse and industrial buildings develop towards the station



1950 - Small grain begins to break down replaced by larger industrial buildings. Bomb damage and slum clearances mean large-scale redevelopment of the terraced housing begins, with the first phases of the Regents Park Estate



1980 - The majority of the terraced housing has been replaced. Amalgamation of urban blocks, to facilitate larger buildings and developments and high density infill's



Narrower houses, of lower density typology in Stanhope Street, Charles Street, Frederick Street & Netley Street



Wider & taller & deeper houses/ buildings (frequently Mansions Houses) towards Hampstead Road



Key:

- Conservation Area
- Locally Listed Building
- Grade II Listed Building
- Grade II\* Listed Building





### 3. The Site

#### 3.8. Protected views

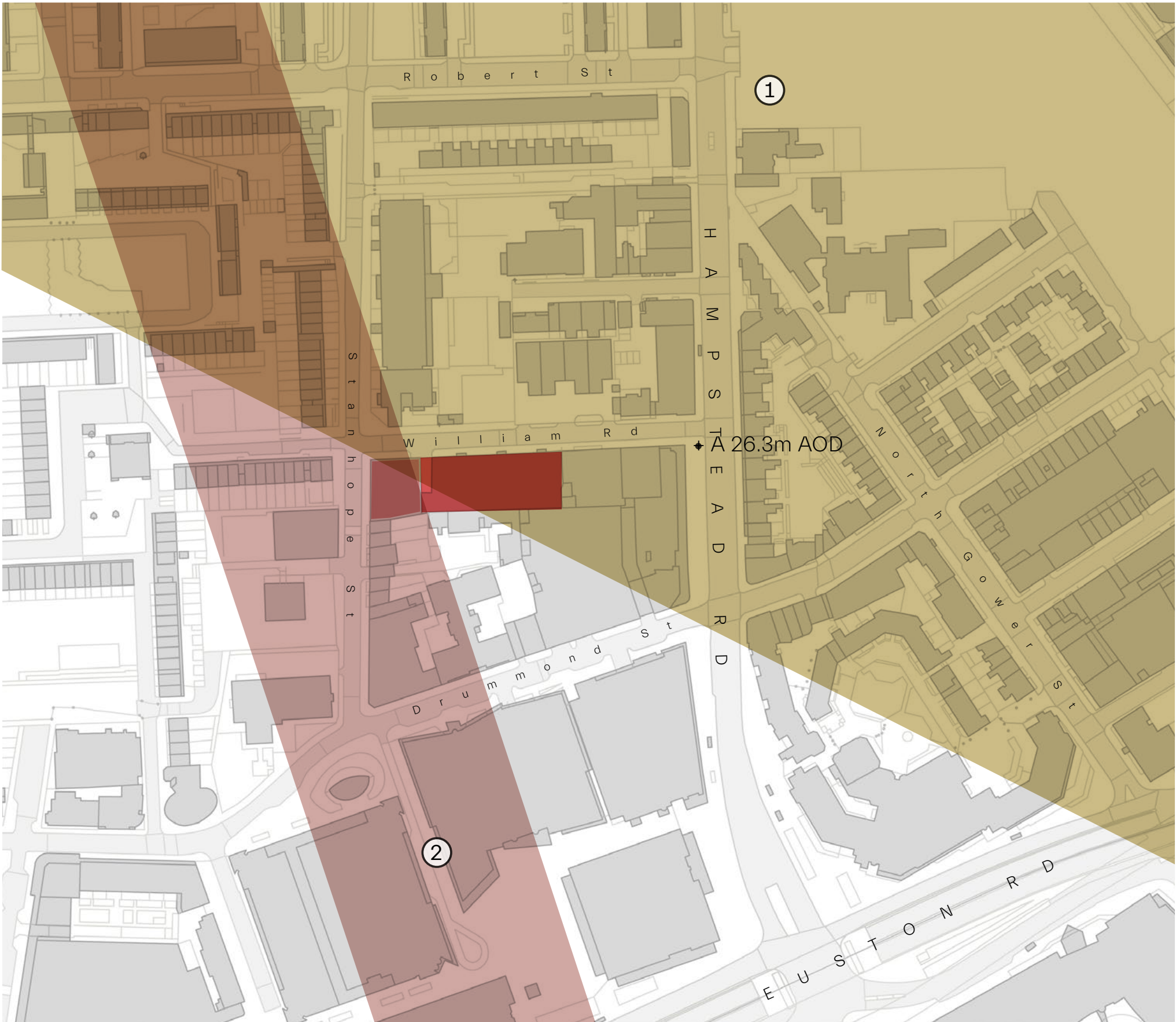
The site lies within two London View Management Framework (LVMF) Protected Vistas:

- 1. The background Wider Setting Consultation Area of View 5A.2, from Greenwich Park looking toward to St. Paul’s Cathedral;
- 2. The Landmark Viewing Corridor of View 2A.2, from Parliament Hill Summit looking toward to the Palace of Westminster.

Key:

View 5A.2

View 2A.2

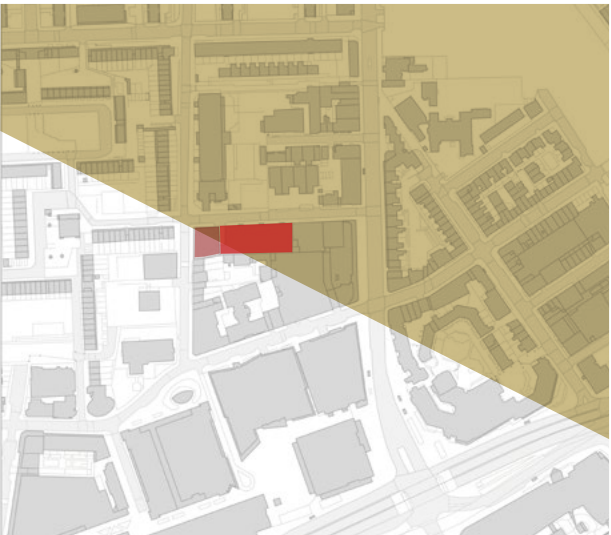




### 3. The Site

#### 3.9. LVMF view 5A.2

The analysis shows that development on the site rising above the background Wider Setting Consultation Area of this Protected Vista would be obscured by the new tower at Cannon Wharf, SE8. Development on the site would have no impact on the view.



The red and yellow outline denotes the extent of the corridor taking into account compensation for curvature of earth and refraction of light as per LVMF guidance.









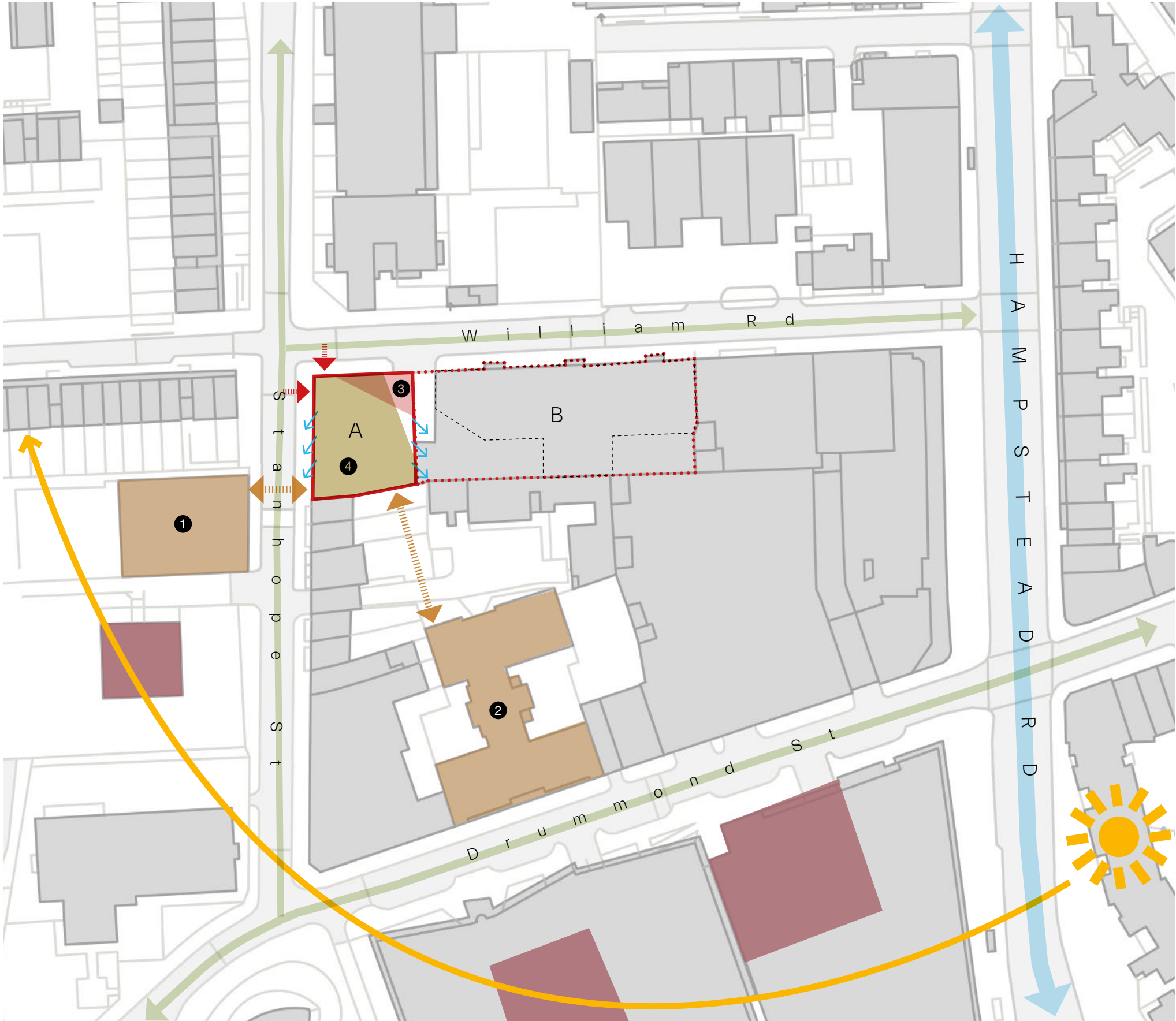
# 3. The Site

## 3.11. Opportunities

In a preliminary analysis of the site the team identified the following key opportunities for the development:

- + The existing building presents poor architectural quality, on a site with no environmental designations
- + It is located within the CAZ and OA
- + The site has a high PTAL rating, on a junction of 2 streets derived from primary roads (Hampstead Road and Euston Road)
- + It benefits from the proximity to existing UCL student housing, and the wider campus, which make the site appropriate for student accommodation use
- + The proximity to existing community facilities and infrastructure encourage the relationship between uses
- + The prominence of the corner location could be reinforced by bringing the access to the main corner
- + Existing tall buildings within vicinity, and in the background of the London View Management Framework views offer the opportunity to develop the site with acceptable heights within the LVMF views
- + The site benefits from open southern aspect for a large proportion of it's facade.

- Primary Route
- Secondary Route
- Maximise Street Corner Access
- Relationships to Adjacent Buildings
- South Facing Windows to Rooms for Accommodation
- ① Youth Centre
- ② UCL Student Housing Block
- ③ Viewing Corridor Height 27.2m Above Ground Level
- ④ Viewing Corridor Height 46.2m Above Ground Level
- Building over 18 storeys
- Plot Boundary Site A
- Plot Boundary Site B, Existing Building





# 3. The Site

## 3.12. Constraints

In a preliminary analysis of the site the team identified the following key constraints for the development:

- + Proximities to neighbouring buildings (privacy/RoL) need to be considered, particularly in relation to the residents in plot B and in the opposite Netley building
- + Vehicular servicing and maintenance access is currently done through an access path between plot A and B; this passage causes an discontinuity of the street frontage and creates a space of poor security
- + The substation is currently located on the centre of the plot, accessed through the service passage; to lose the access and make the frontage continuous, the substation would have to be moved in to an accessible frontage
- + The site is positioned within London View Management Framework
- + The proximity to listed and locally listed buildings
- + Prominence of corner location, in a junction of 2 streets derived from primary roads (Hampstead Road and Euston Road)
- + There is limited area for external amenity provision
- + Limited ground floor footprint s observed, as the existing building in Plot A occupies the majority of the plot boundary extent.

/// Façades with windows facing the site

Access

Vehicle Access and Servicing

Existing substation

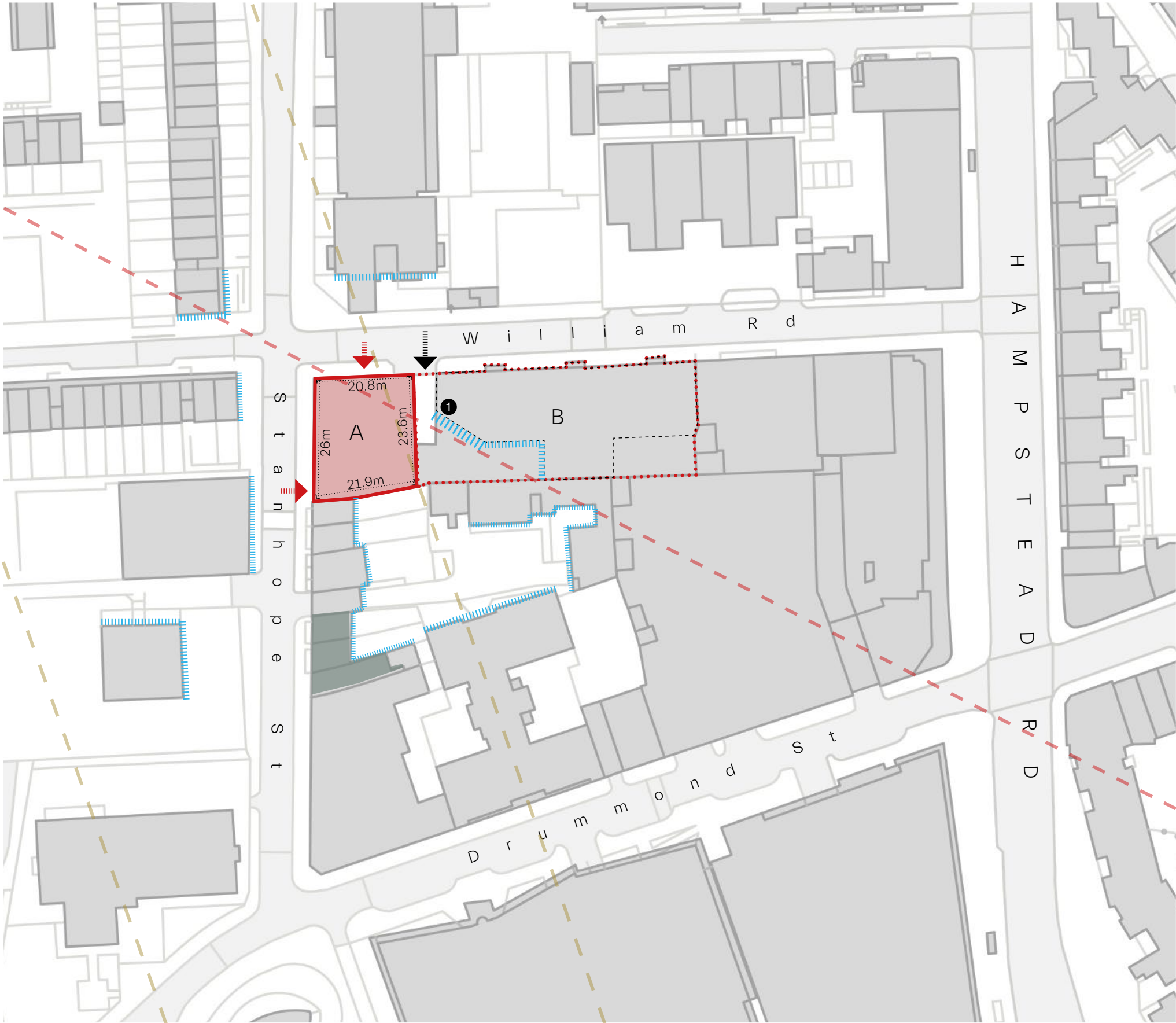
The Wider Consultation Area of View 2A.2

The Wider Consultation Area of View 5A.2

Grade II Listed Building

Plot Boundary Site A

Plot Boundary Site B, Existing Building





## 4. Architectural Character of the Context



# 4. Architectural Character of the Context

## 4.0. Architectural character of the context summary

In close proximity to the site, the area comprises a wide variety of different building typologies with different heights, programme and materiality. The buildings range from Victorian terrace houses, to office buildings, to postwar tower blocks, etc. which impact the material and detail used in the area.

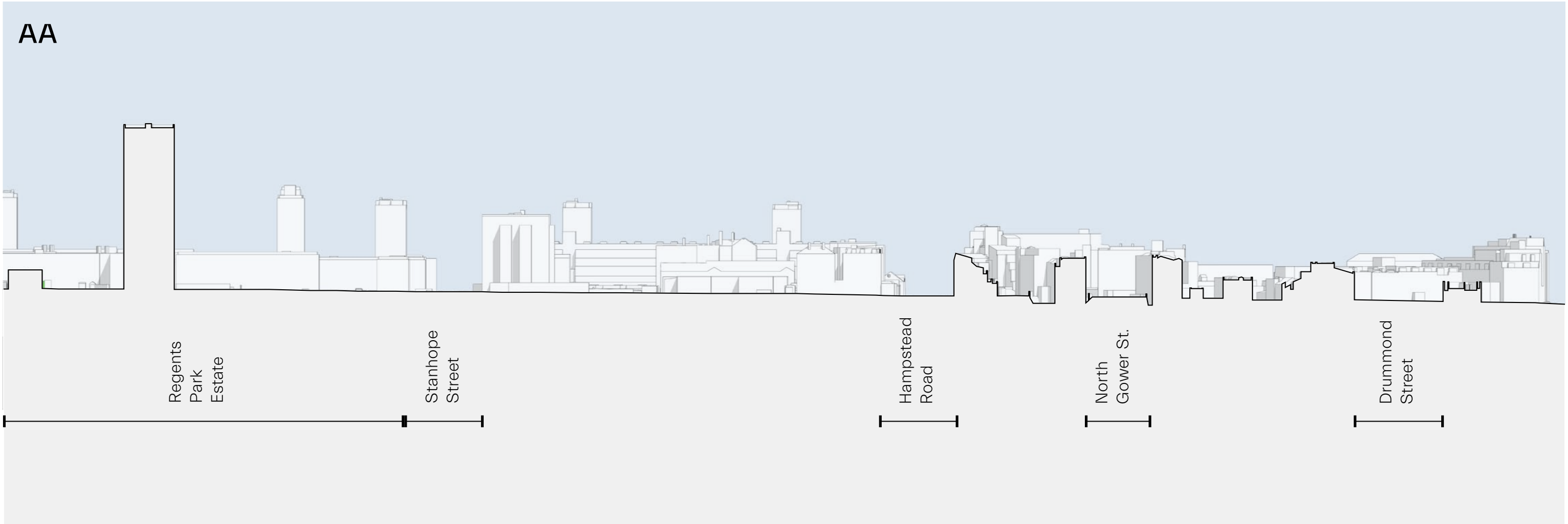
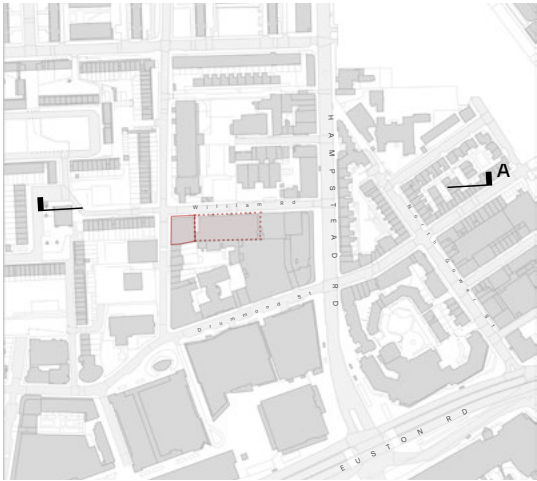




# 4. Architectural Character of the Context

## 4.1. Height in context

The neighbouring building heights reflect the diverse and changing architectural styles and development of Euston over the last two hundred years. The area is characterised by a wide variety of building heights, ranging from 1 to 11+ storeys.

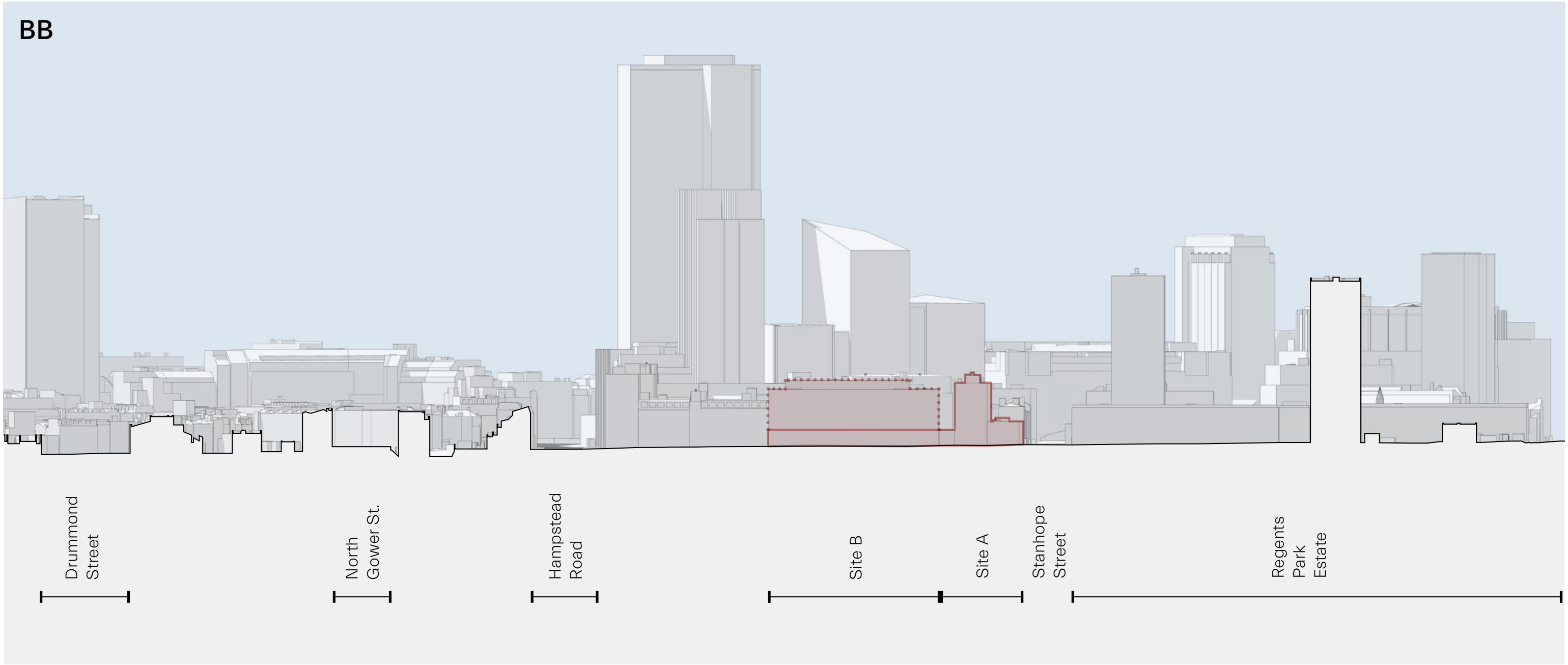
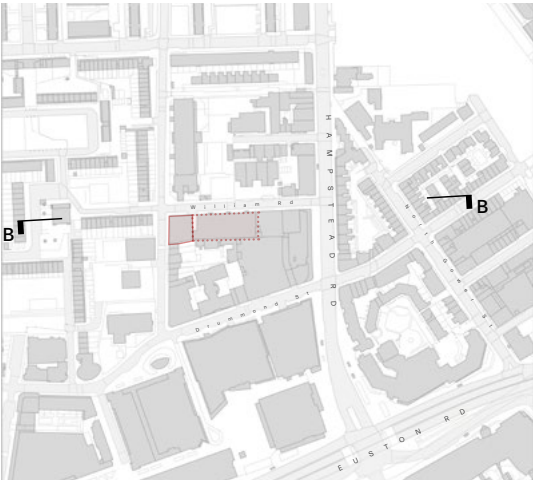




# 4. Architectural Character of the Context

## 4.1. Height in context

Height is concentrated to the south of the site (section BB), towards the centre of London, with lower lying residential neighbourhoods to the north (section AA), towards Camden.

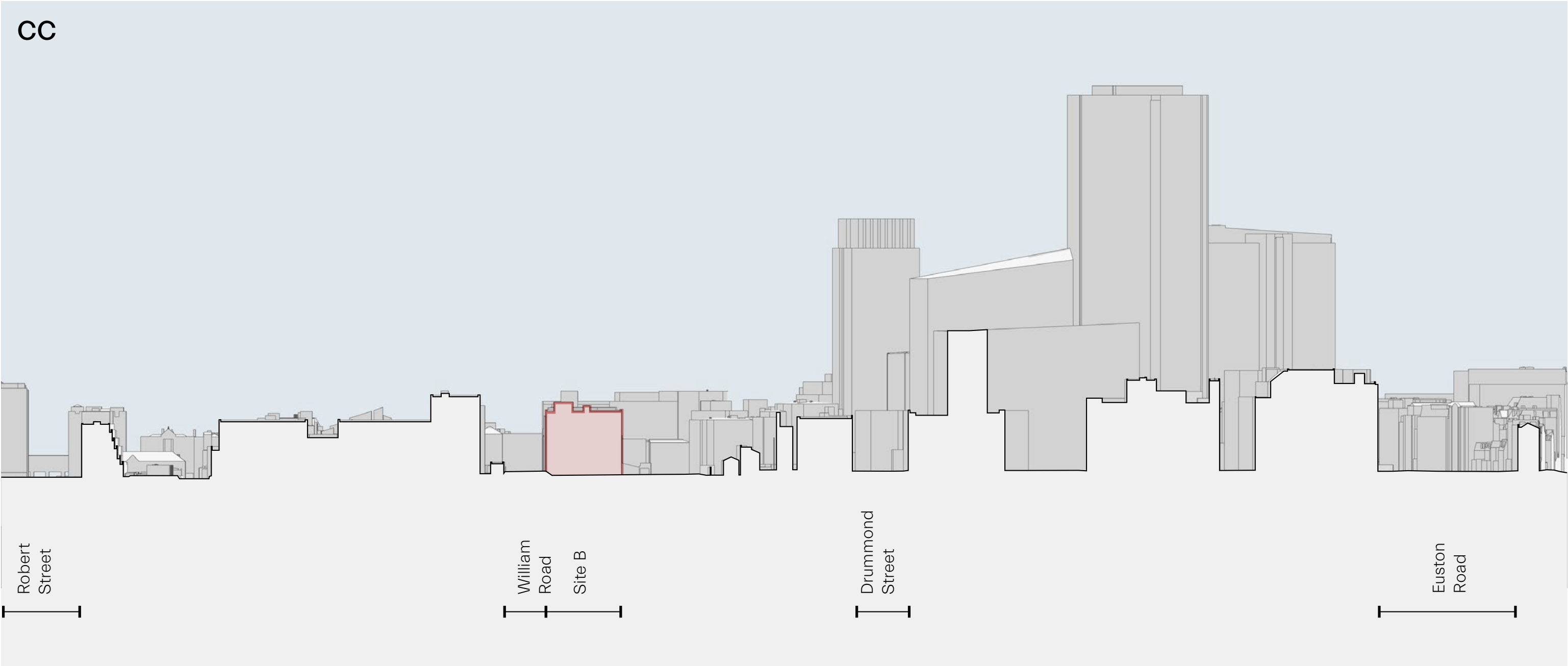
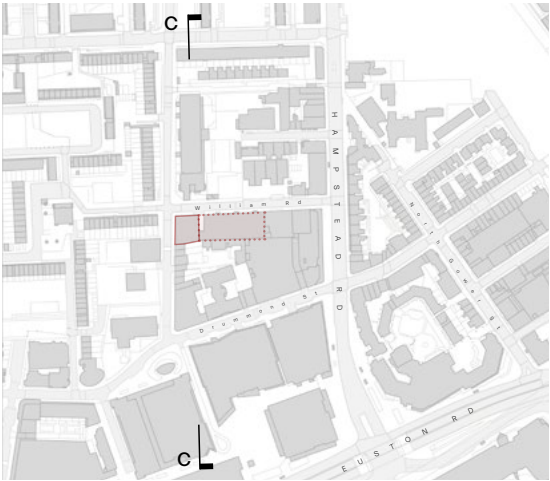




# 4. Architectural Character of the Context

## 4.1. Height in context

This section shows that height difference between the south of the site, towards the centre of London, and the north of the site towards Camden.





# 4. Architectural Character of the Context

## 4.2. A variety of architectural styles

Georgian terrace

Victorian

Warehouse

1900s estate

Contemporary commercial high-rise

Building of special interest due to its proximity and to the site and its distinguished architectural features



# 4. Architectural Character of the Context

## 4.2. A variety of architectural styles

In close proximity to the site, the area comprises a variety of different architectural styles with different heights, programme and materiality. The buildings range from Victorian terrace houses, to office buildings, to postwar tower blocks, etc. which impact the material and detail used in the area.

Key

- Site
- 1900s estate
- Ornate Victorian
- Commercial high-rise
- Georgian terrace
- Warehouse
- Undefined style





# 4. Architectural Character of the Context

## 4.3. Modern and Georgian grade II listed terrace houses in Stanhope Street

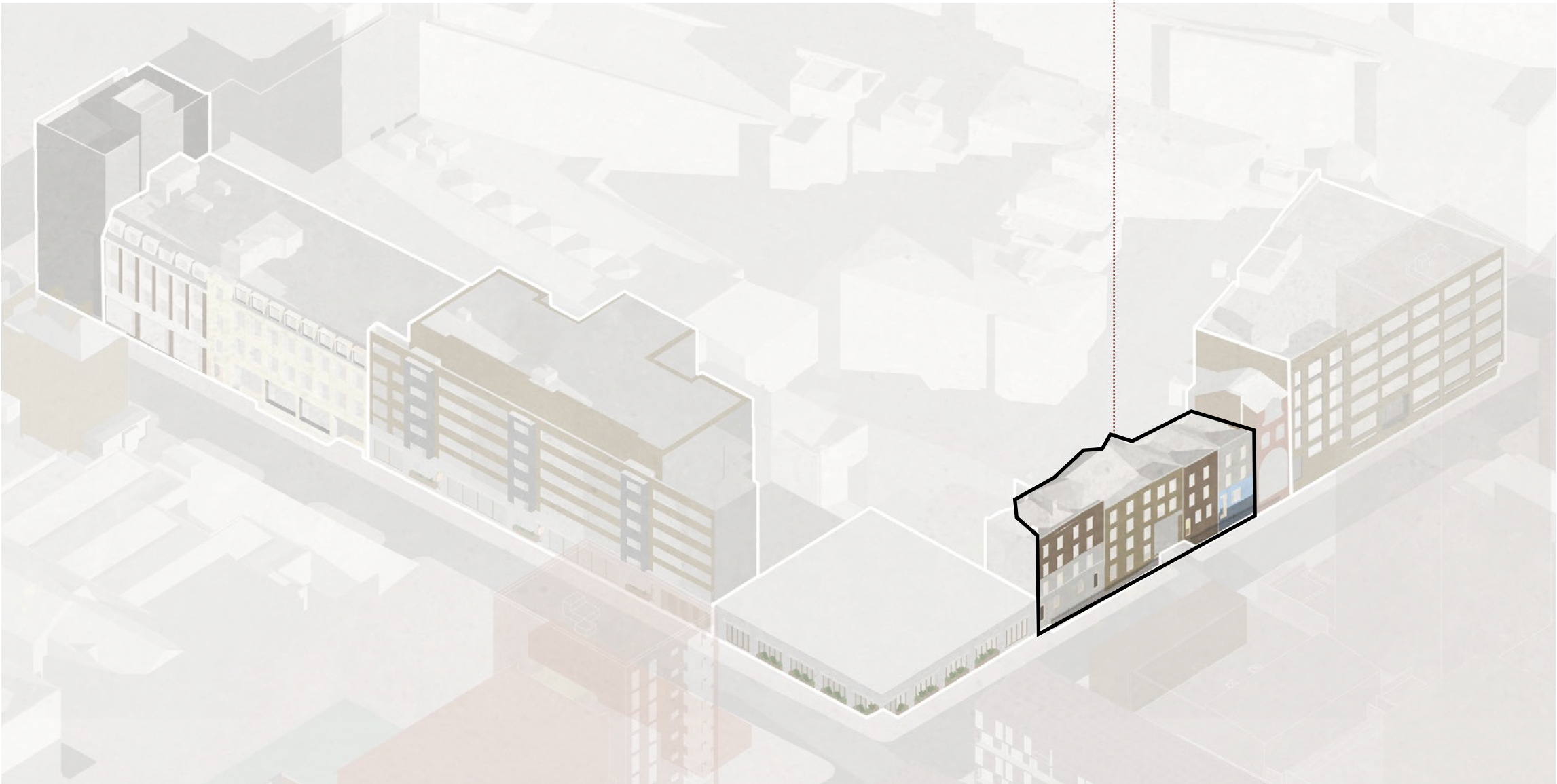
The site is not listed or in a conservation area, but is in close proximity to a small terrace comprising 1no. nineteenth century pub and 2no. Georgian houses with modern infill of similar scale.

Numbers 50 and 52 Stanhope Street are grade II listed residential buildings constructed in 1804. The buildings are set over three storeys with additional basements. Number 48 Stanhope Street is The Lord Nelson public house constructed in 1899. The pub is set over four floors with additional cellars and is constructed from red bricks with elaborate dressings.

These terrace houses represent an anomaly in the overall character of the urban block dominated by warehouse typology.



Modern and Georgian Terrace Houses, Stanhope Street



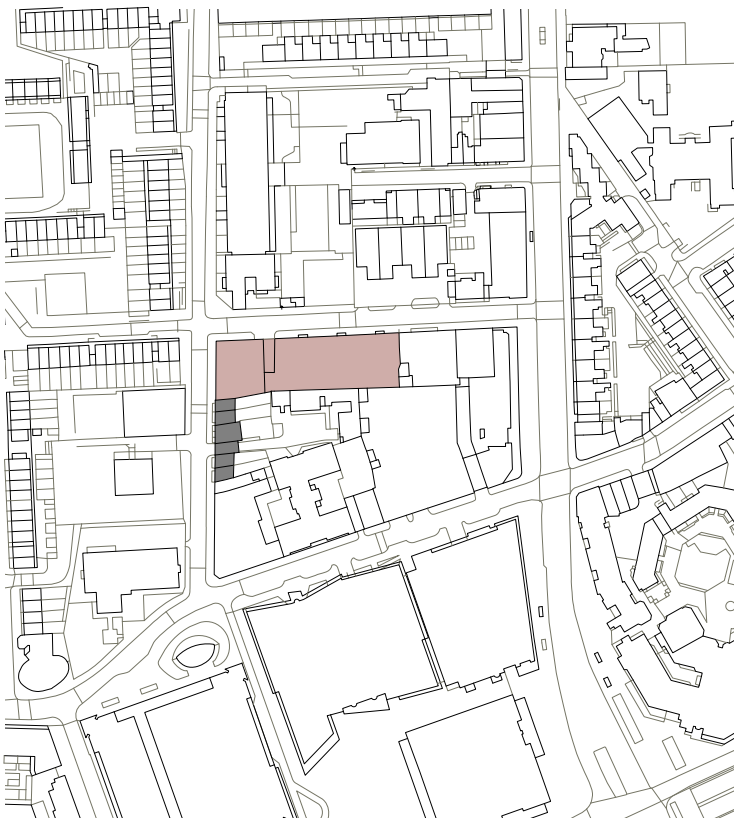


# 4. Architectural Character of the Context

## 4.3. Grade II listed terrace houses in Stanhope Street

### Georgian Terrace Houses taxonomy

- + Three storey, yellow London stock brick Georgian residential buildings
- + Windows punctured in a consistent rhythm
- + Details are significantly stripped back with details only apparent in window reveals and metal balconies
- + Strong transition between ground floor and body
- + Crown expressed through a simple parapet/ coping detail



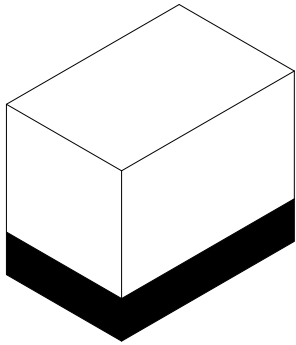


# 4. Architectural Character of the Context

## 4.3. Grade II listed terrace houses in Stanhope Street

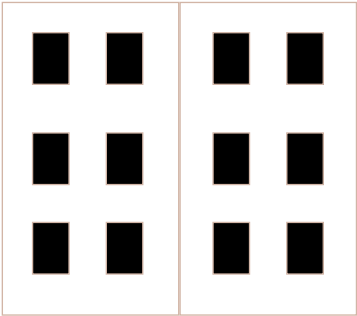
### Expression of the Ground

Many buildings in the area express a strong cornice datum between first or second floor and the ground floor is typically expressed differently to the rest of the building The datum line denotes a break in verticality and a division of the building into two constituents. This is common in the smaller scale Georgian terraces.



### Paired portrait framed windows

A dominant feature of the Georgian terrace houses elevations is the portrait sash windows, naturally paired in response to the narrow proportions of this typology. They frequently are framed in light tones.



### Expressed lintel and protruding sill

The windows of the Georgian terrace typology normally are normally characterised by expressed skewed lintels, of brick or stone, and protruding concrete sills, sometimes punctual and in some instances continuous to differentiate the change of order between ground and upper floors.

