

# 4. Architectural Character of the Context

## 4.4. Locally listed warehouses in the context

There are two locally listed buildings within the block at Acre House (7–15 William Road) and 40–46 Stanhope Street. These warehouses buildings represent the most characteristic typology of the urban block where the site sits.

An eclectic mix of buildings form the block, however the building height ranges between four and seven storeys. Most buildings are constructed from London stock bricks and have rhythmic, mostly horizontally orientated fenestration.



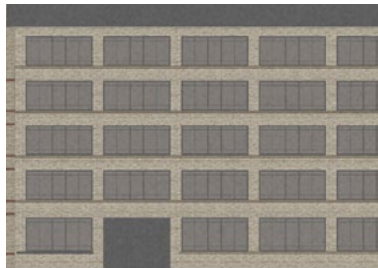
Hampstead House



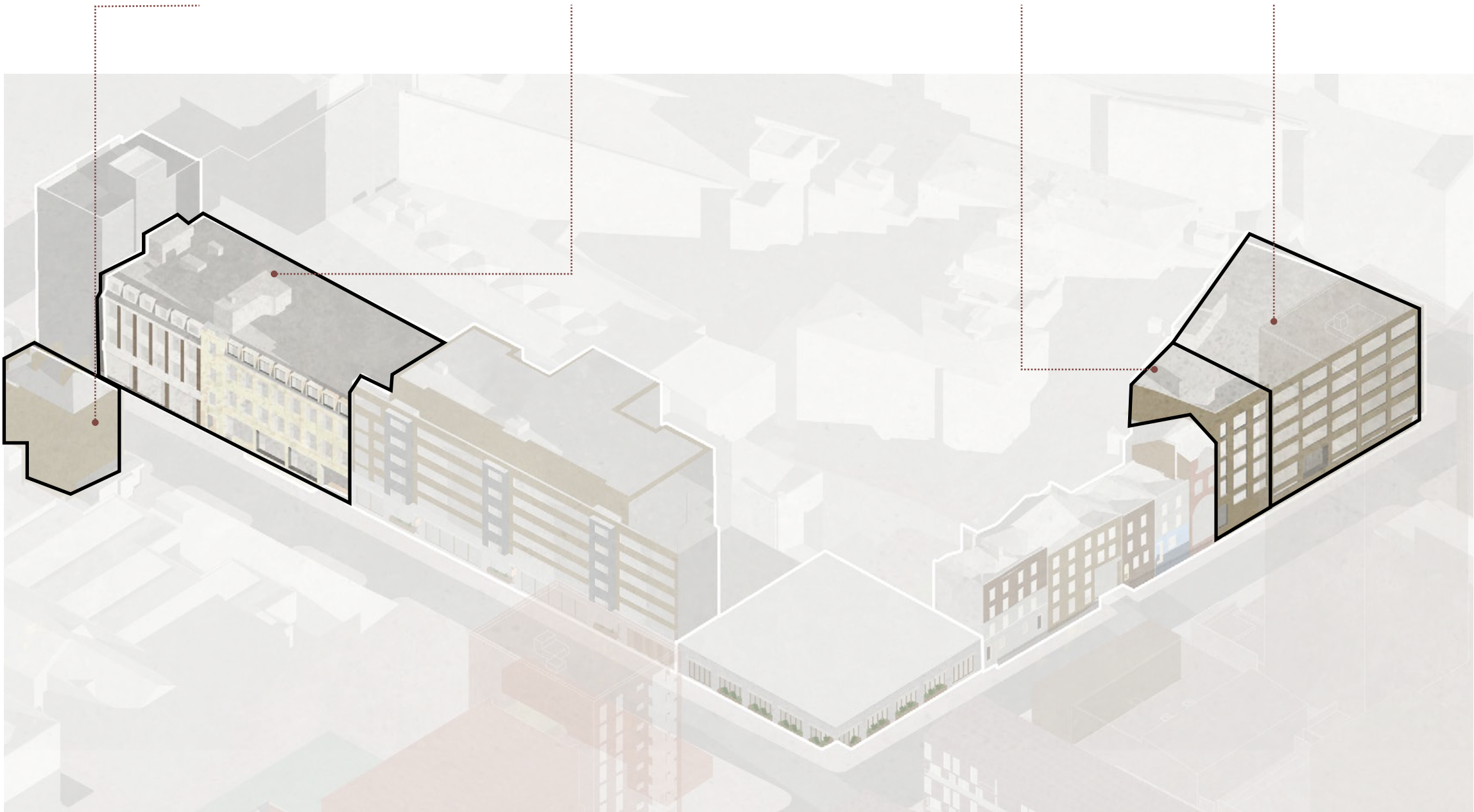
7–15 William Road



40–46 Stanhope Street



184–192 Drummond Street





# 4. Architectural Character of the Context

## 4.4. Locally listed warehouses in the context

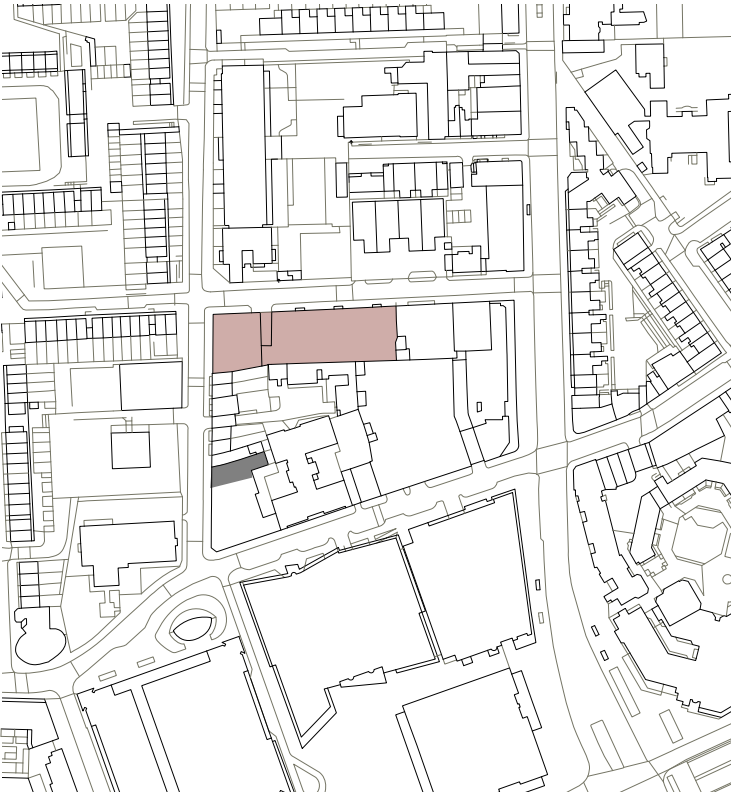
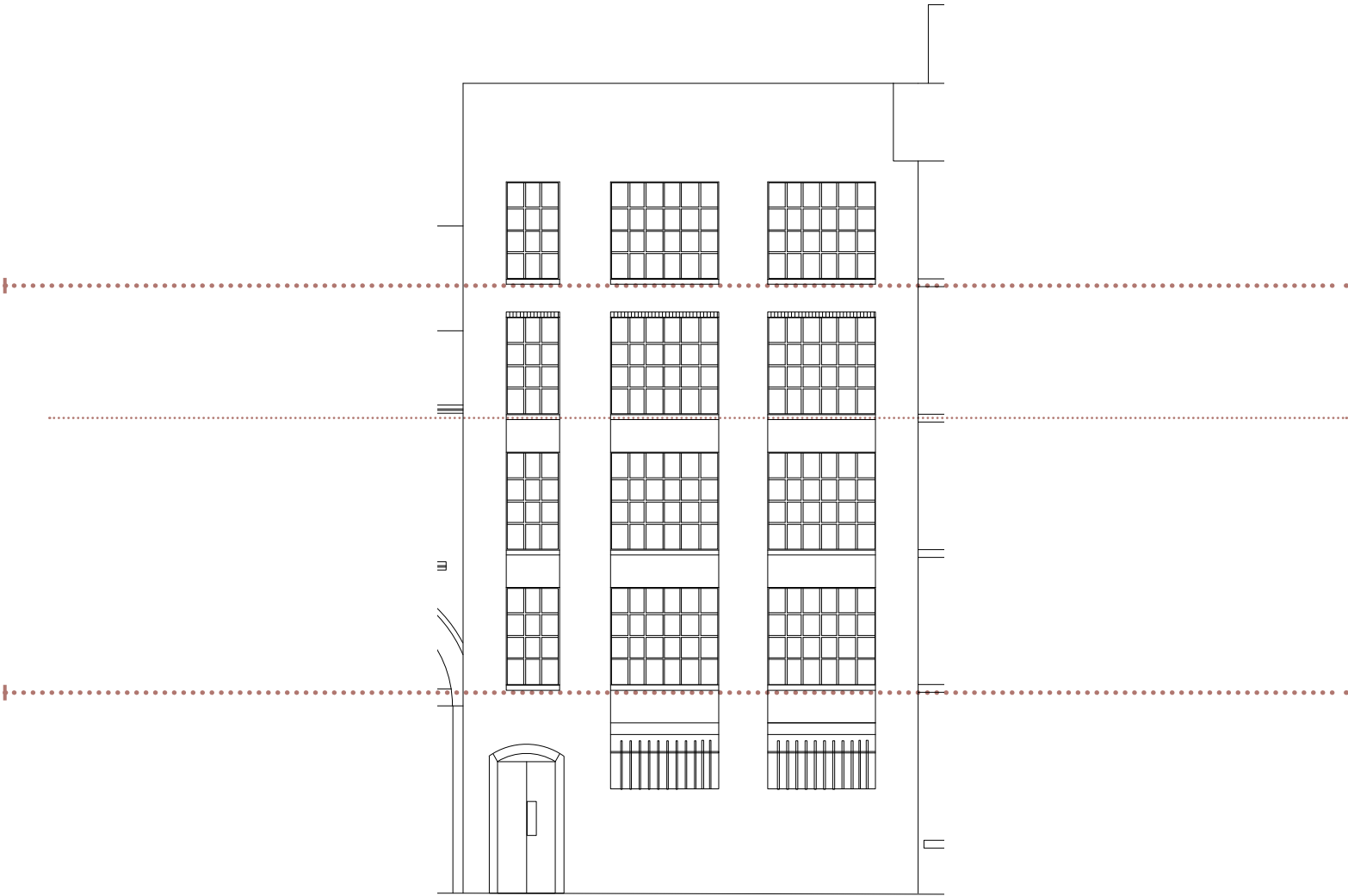
### 40–46 Stanhope Street taxonomy

- + Five storey, buff brick Victorian warehouse building with red-coloured painted strips
- + Details significantly stripped back, exposed metal lintels and stepped brick towards end of body
- + Regular bay width and rhythm with double-height order to body of building
- + Windows read as openings punched directly into the building skin and framed by a solid element
- + Brick piers from ground floor to fourth give building a vertical articulation

Crown

Body

Base



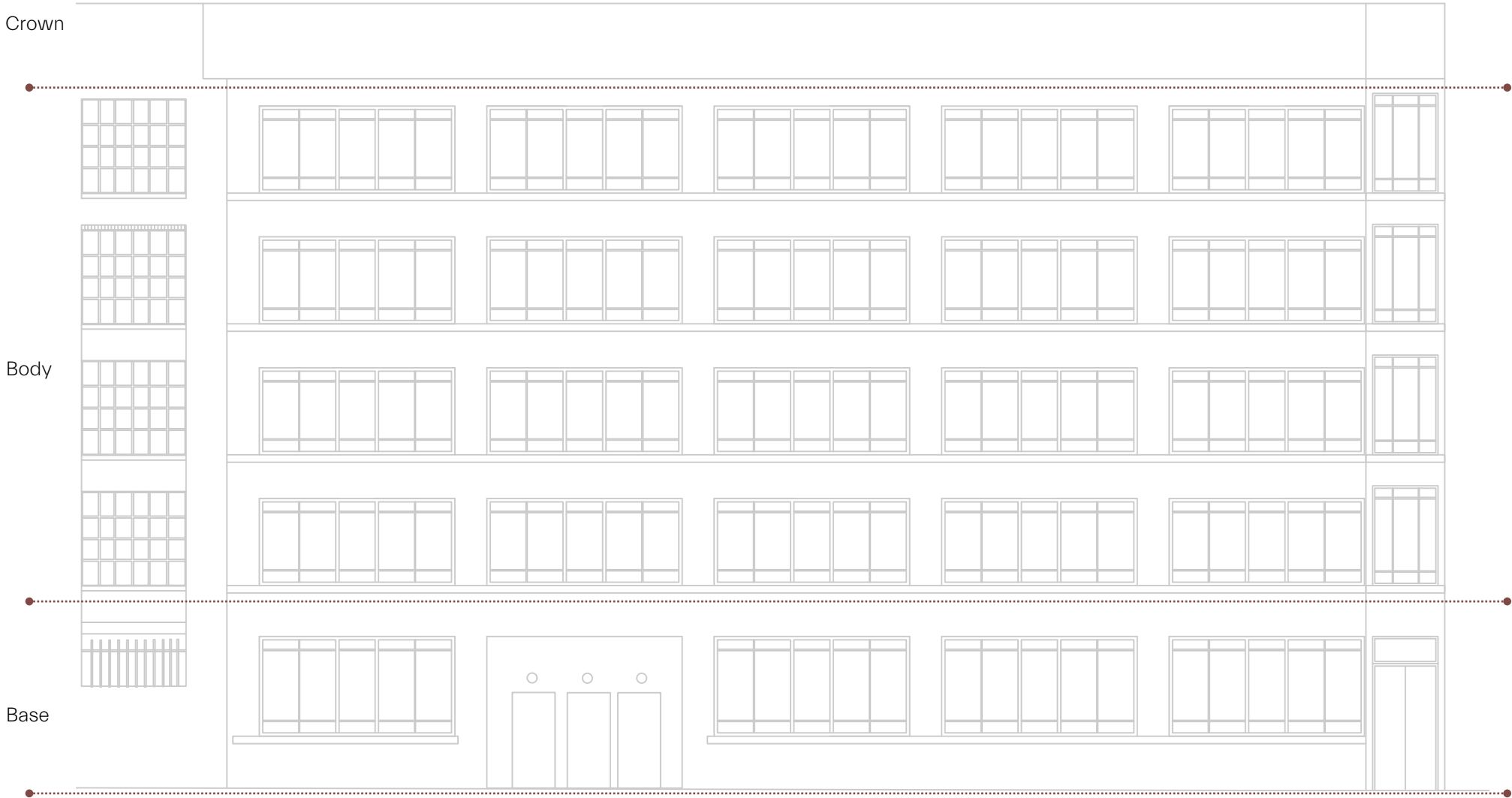
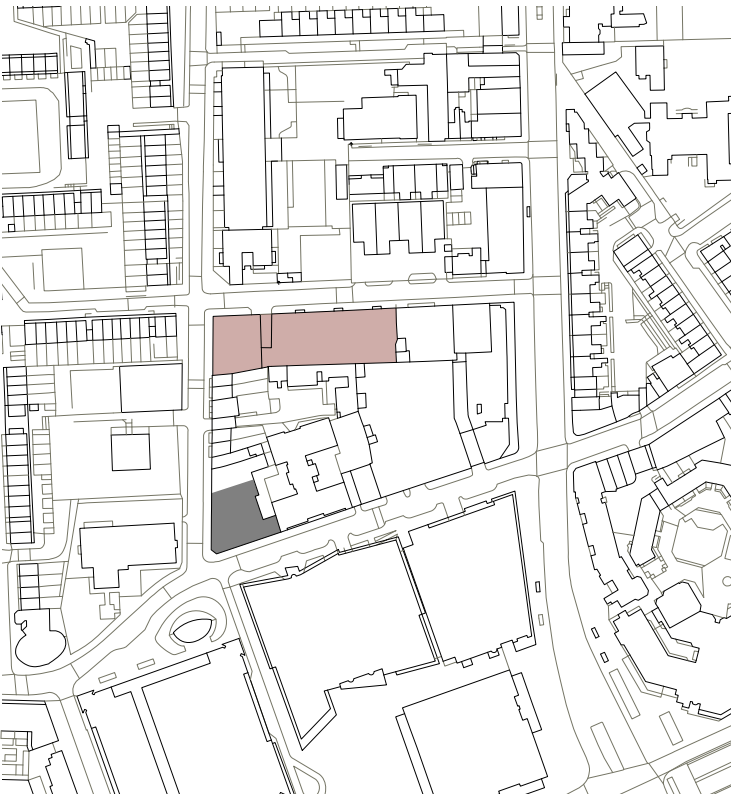


# 4. Architectural Character of the Context

## 4.4. Locally listed warehouses in the context

### 184–192 Drummond Street taxonomy

- + Five storey, buff brick warehouse building with strong horizontality expression and feature chamfered corner
- + Details significantly stripped back, exposed concrete lintels and sills continuous along the facade
- + Regular bay width and rhythm with landscape opening proportions
- + Windows read as openings punched directly into the building skin and framed by a brick piers and concrete horizontal elements
- + Brick piers interrupted by horizontal elements
- + Strong cornice

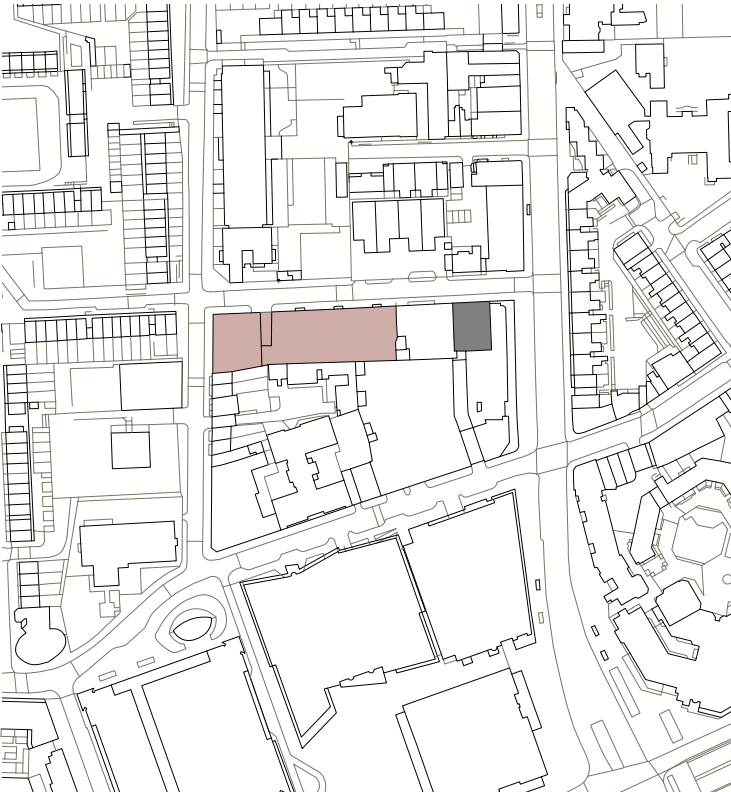


# 4. Architectural Character of the Context

## 4.4. Locally listed warehouses in the context

### 7–9 William Road

- + Four storey, red brick Victorian warehouse building with cream-coloured painted mouldings, lintels and mullions; details significantly stripped back, exposed metal lintels and stepped brick towards end of body
- + Regular bay width and rhythm with double-height order to body of building
- + Brick piers stepped from ground level upwards to give articulation and an appearance of thinning



A295 – William Road

Crown

Body

Base





# 4. Architectural Character of the Context

## 4.4. Locally listed warehouses in the context

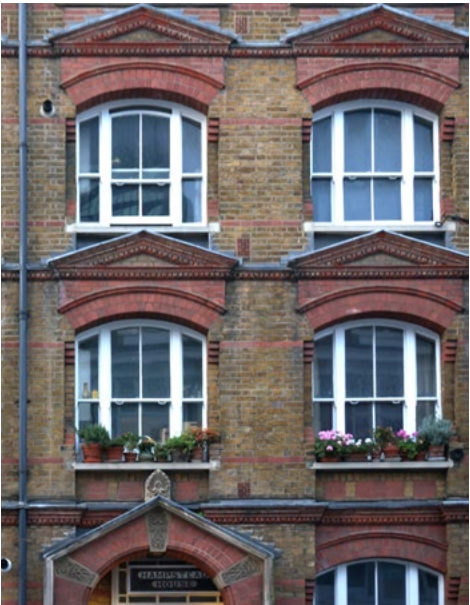
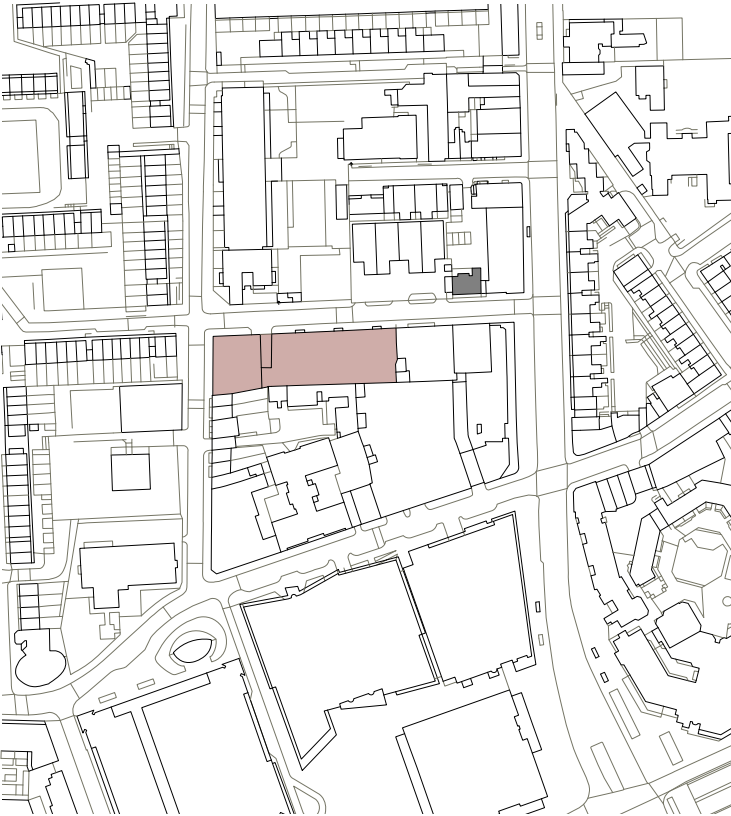
### Hampstead House, William Road

- + Four storey, buff brick Victorian decorative building with red-coloured painted mouldings, lintels and mullions.
- + Extensive decoration and motifs - expressed on window and door lintels
- + Horizontal banding breaks building into base, body and crown with a double-height order to body of building and a unique crown
- + Subtle brick piers give building a vertical articulation

Crown

Body

Base

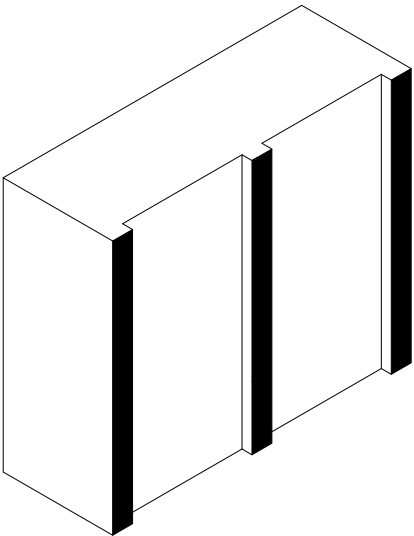


# 4. Architectural Character of the Context

## 4.4. Locally listed warehouses in the context

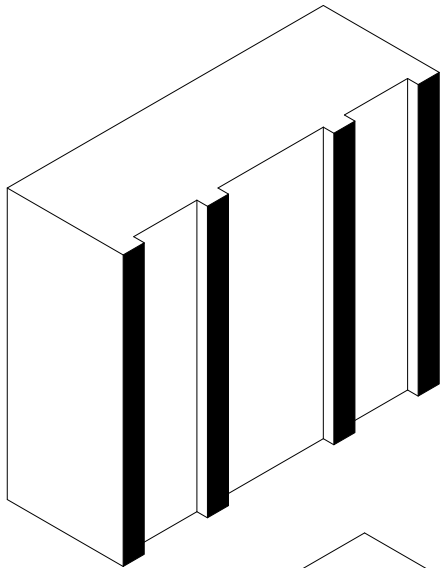
### Even Pier Spacings

Perhaps the most dominant feature of the area is the strong vertical emphasis of facade articulation. This is primarily expressed through wide brick piers. It is most common for these piers to be spaced according to an equal and constant rhythm.



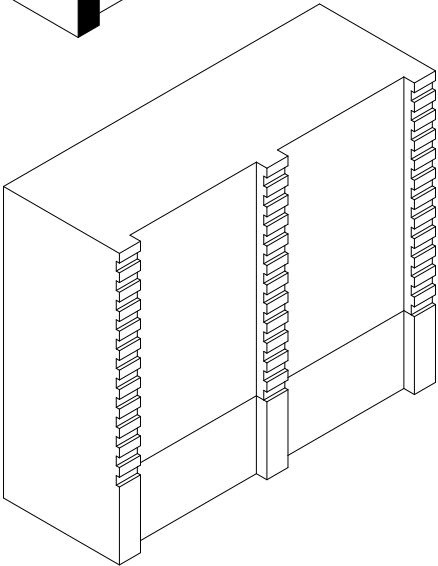
### Alternating Pier Spacings

It is also evident in the area for the pier spacings to alternate between wider and narrower spacings and is further expressed through alternating window sizes. This varying the facade grid creates subtle variation and is a technique which is used along longer stretches of elevation to break the monotony.



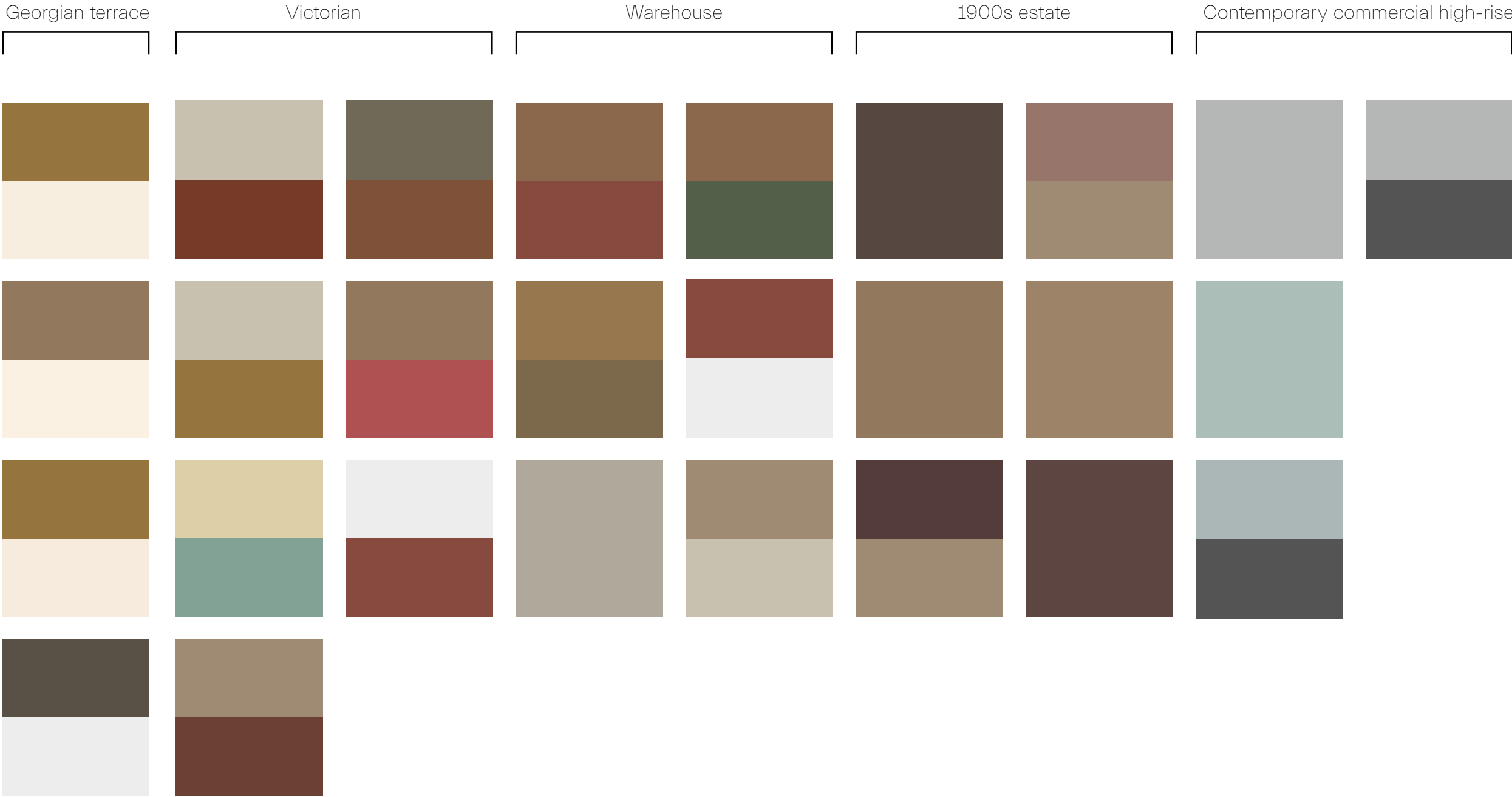
### Detail

The levels of ornamentation varies according to both building expression as well as the building level. Certain levels are more ornate than others and express this through techniques of offsetting and material variation.



# 4. Materiality Taxonomy

## 4.3. A variety of materials tonality



## 5. Massing and Height



# 5. Massing and Height

## 5.0. Massing and height summary

The proposal has been borne out of an iterative design process, site analysis and through communication with Camden Council and local residents. The scheme has evolved into a building rooted in context that captures the eclecticism and vibrancy of Euston Area.

Following an in-depth analysis of the context the configuration of the mass has been positioned towards the corner of the junction of William Road and Stanhope Street, with the mass stepping down creating chamfered shoulders that relate to the streets datum and corner building morphology.

The mass of the building is divided into base and body. The 6-storey base responds to the height of the adjacent building in William Road and to the locally listed buildings in Stanhope Street (40–46 Stanhope Street and 184–192 Drummond Street). The base occupies a larger extent of the footprint, and shows chamfered setbacks (that relate to the chamfer corner of 184–192 Drummond Street) in the 4th and 5th floor, which creates a new 4-storey datum in relation to the adjacent terrace houses in Stanhope Street.

Above the base, the 7-storey body shows a reduced footprint, with similar proportions to the Regent’s Park Estate towers. It presents a setback on the top floor, which reduces the height of the building towards Stanhope Street and offers a south-facing open terrace. The height of the building has been kept below the 2A.2 LVMF (protected view from Parliament Hill) to prevent from any impact on the longer views.

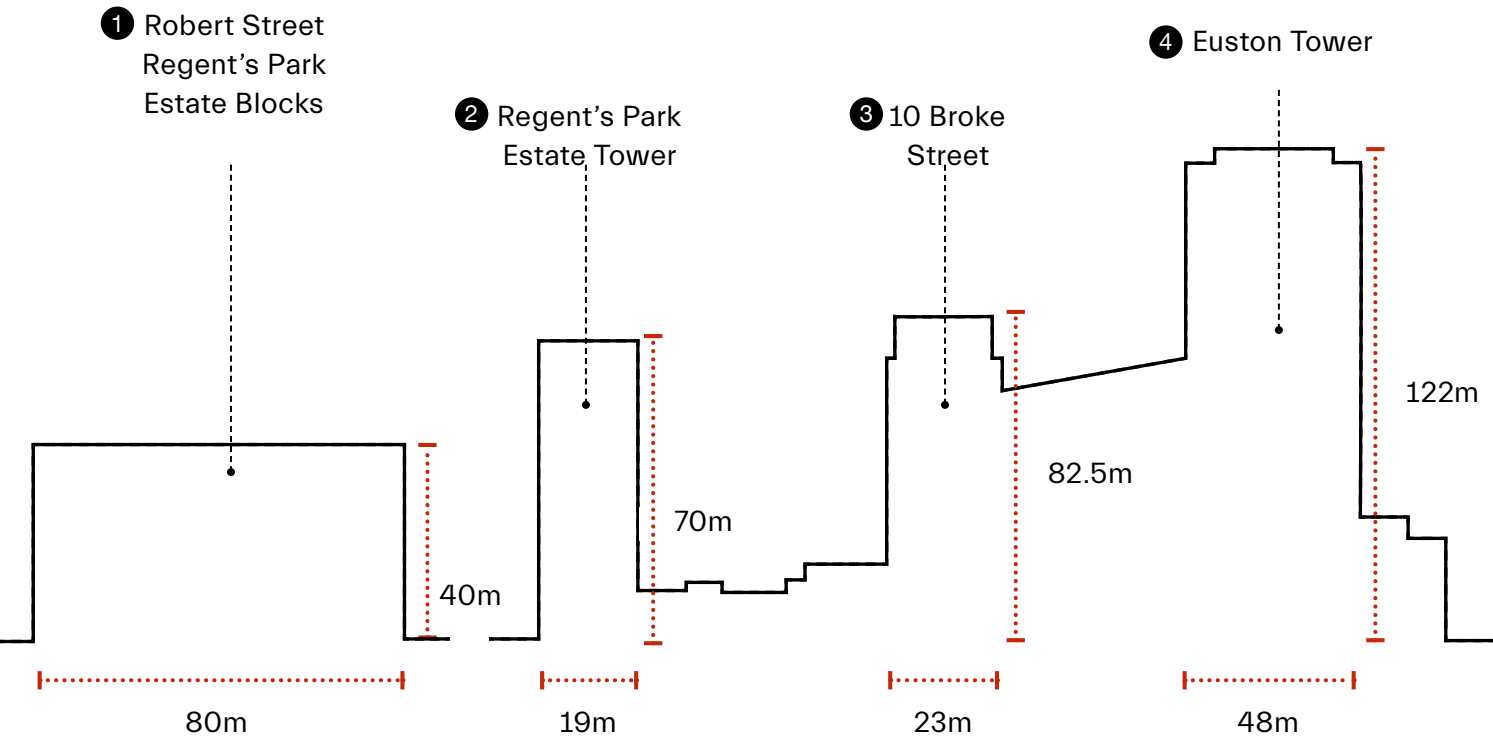




# 5. Massing and Height

## 5.1. Variety of height and density in context

The height of the buildings and density within the area proportionally reduce through the context, from the high rise buildings on Drummond Street, to the Regents park residential towers, to the lower rise residential blocks further of Robert Street.



Section showing variety of height along Regent's Place - Stanhope Street - Robert Street.



Noli plan of Euston area.





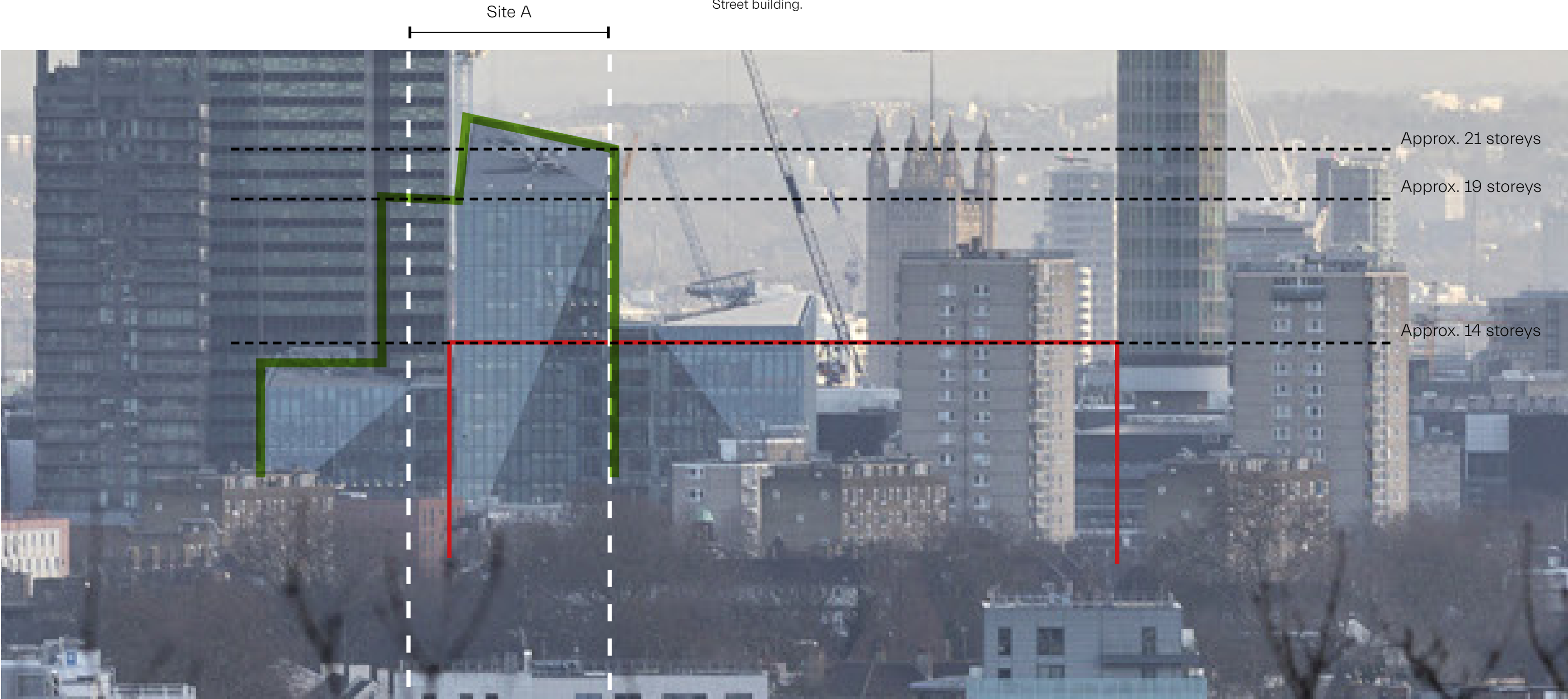
# 5. Massing and Height

## 5.2. LVMF protected view 2A.2

The analysis shows that development on the site of more than approximately 14 storeys would be visible above the red-line of the Threshold Plane of the Landmark Viewing Corridor. However, recent development at 10 Brock Street, Regent’s Place (consented before the view was designated), which breaches the Threshold Plane, would sit behind taller development on the site. Development of approximately 21 storeys on the site would not therefore alter the skyline of the view or reduce the open sky around the Victoria Tower.



-  The red outline denotes the extent of the Landmark Viewing Corridor of the Protected Vista of the Palace of Westminster.
-  The green outline denotes the extent of the view obstructed by 10 Brock Street building.





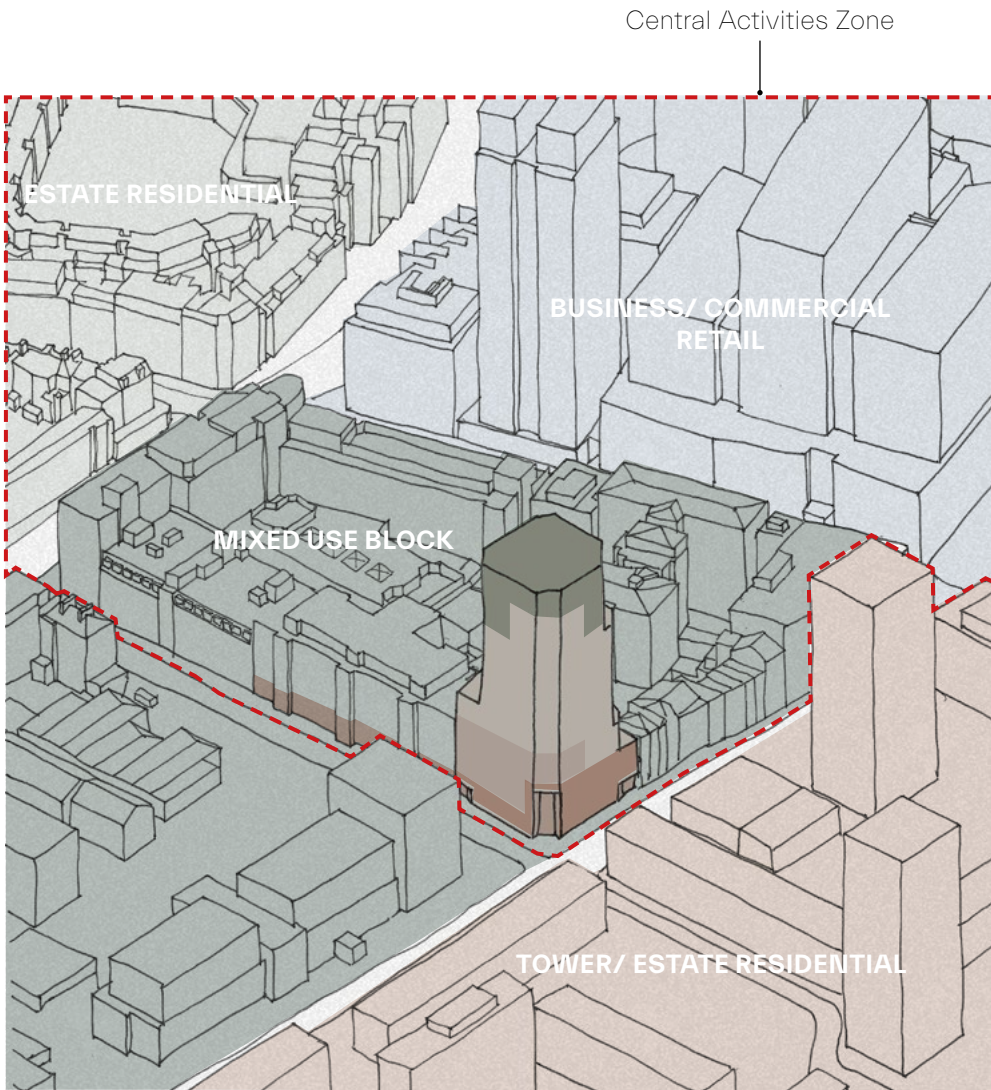
# 5. Massing and Height

## 5.3. Evolution of proposals height throughout planning process

### 1. Site appropriate for height

The first massing of 21–23 storeys demonstrates that the site is appropriate for height as the building sits within the following contexts

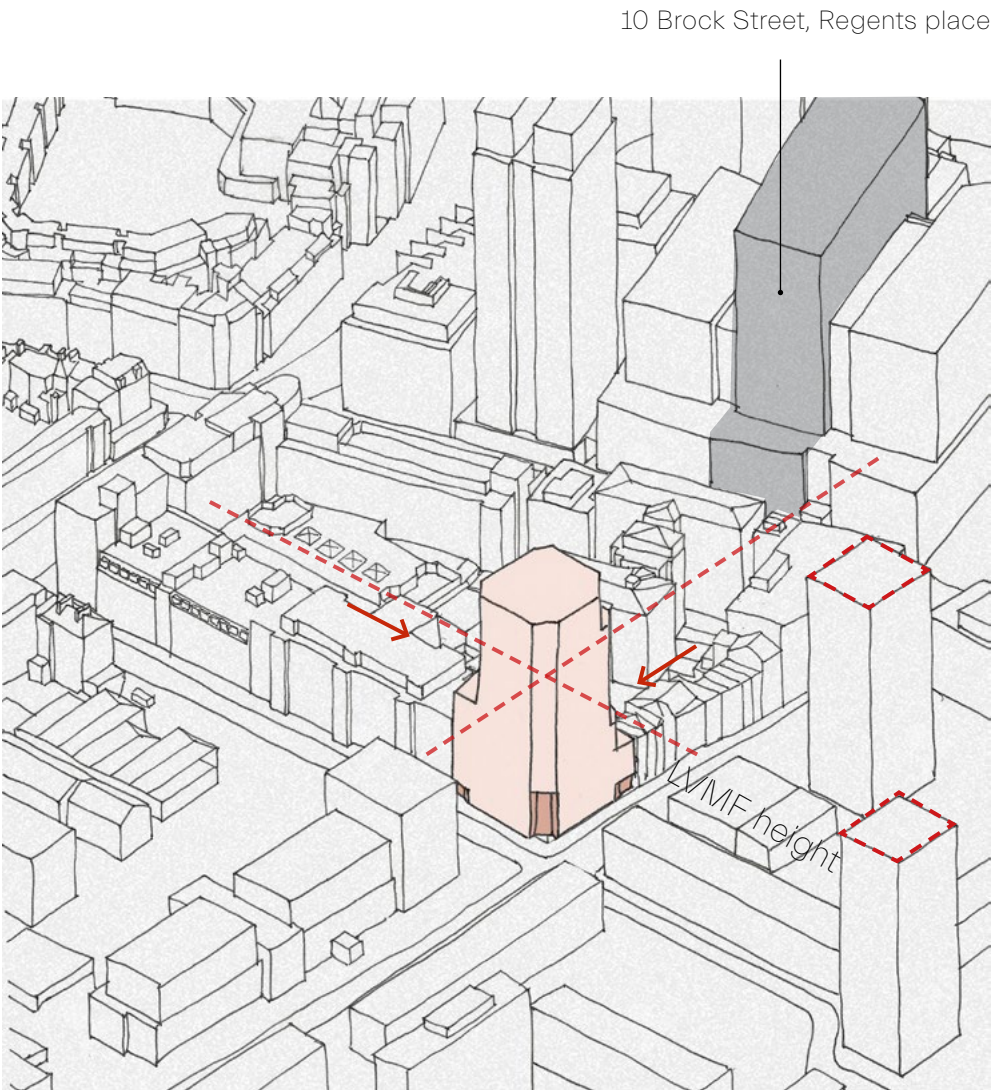
- + The Euston Opportunity Area
- + The Central Activity Zone
- + A transition area between a commercial zone and residential area
- + A strong mixed use character block
- + Non sensitive site to its environment as it sits outside the Camden Conservation Area



### 2. Relating to the townscape

A reduced massing of 18 storeys demonstrates that the building relates to its surrounding townscape

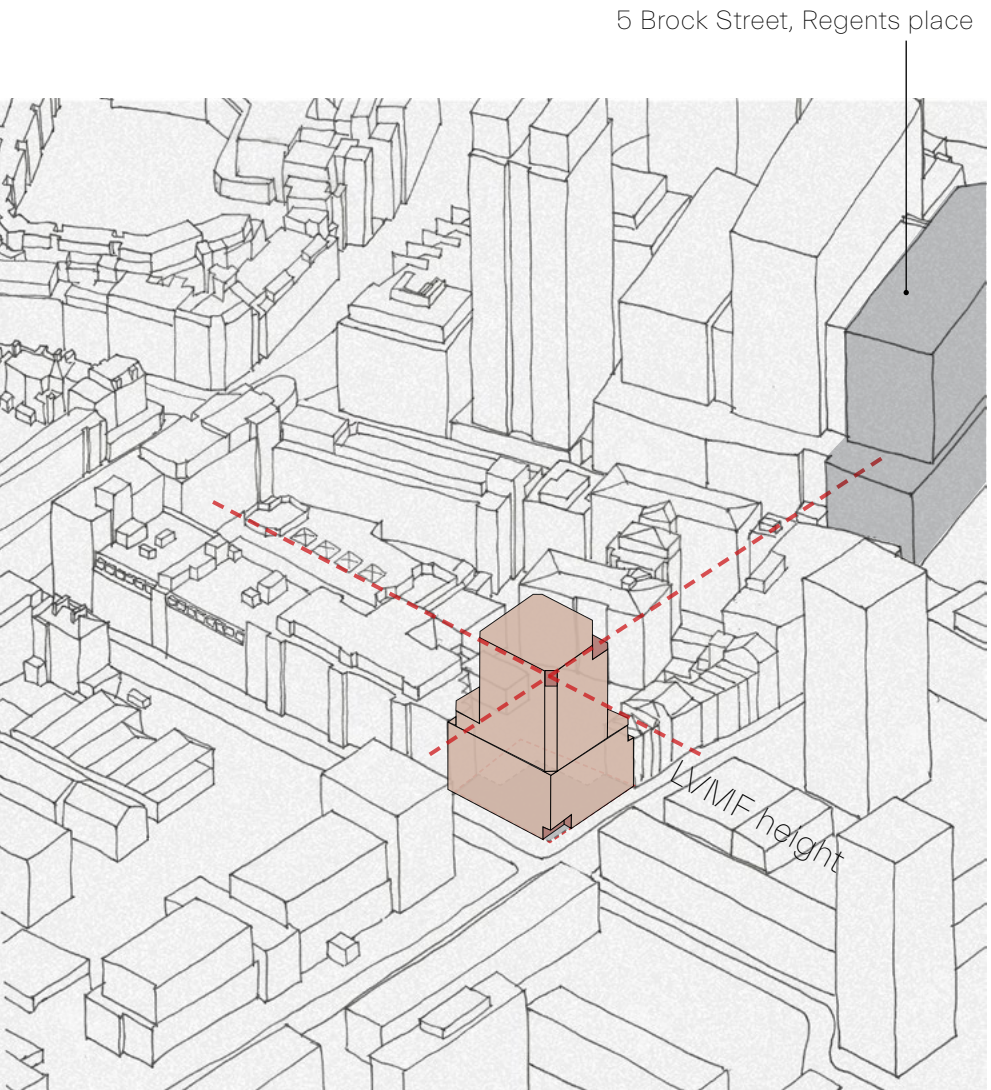
- + The building has a similar height and proportion to the Regents Park Estate towers
- + While the building at this height sits above the red line of the LVMF view, the height of the building has no impact on this view, due to the development at 10 Brock Street, Regents Place. This development (consented before the view was designated) breaches the Threshold Plane and sits taller behind the development on the site.



### 3. Bulk of the building below the LVMF view

A further reduced final massing of 15 storeys demonstrates that the building bulk sits under the LVMF view outline

- + The bulk of the building sits below the red line of the LVMF view, at the same height as 5 Brock Street at the end of Stanhope Street.





# 5. References

## 5.4. Buildings developed in height in similar contexts

### Chesterfield House - Maccreanor Lavington

Location: Wembley  
Use: 239 residential units  
Floors: 25



#### Key Benefits

- Acts as a visual regeneration marker
- Lower shoulders help relate massing to surrounding 3 storey buildings
- Frees up ground floor space for a new public square
- Focuses development towards the heart of Wembley town centre

### The Makers, Shoreditch

**Avanti Architects**  
Location: Hackney  
Use: School and residential units  
Floors: 28



#### Key Benefits

- Compact footprint of the residential tower frees up much of the site for the school
- Fusion of two types - school and residential tower
- Reduced scale retained to the street edge

### Chiltern Place - PLP Architects

Location: Marylebone  
Use: 55 residential units  
Floors: 15



#### Key Benefits

- Replaces outdated 1960's tower
- Activates and improves public realm spaces around new retail at ground level
- Scale reduced through articulation of ground, body and crown expressed in tone and dormers
- Features generous residential amenities

### One Osnaburgh Street - Farrels

Location: Marylebone  
Use: 148 residential units  
Floors: 20



#### Key Benefits

- High density mixed tenure scheme responds to housing demand in central London
- Recess at ground level provides sheltered threshold space to public realm
- Curved corner helps soften mass
- Accentuated crown responds to cornices found in industrial buildings in surrounding context.

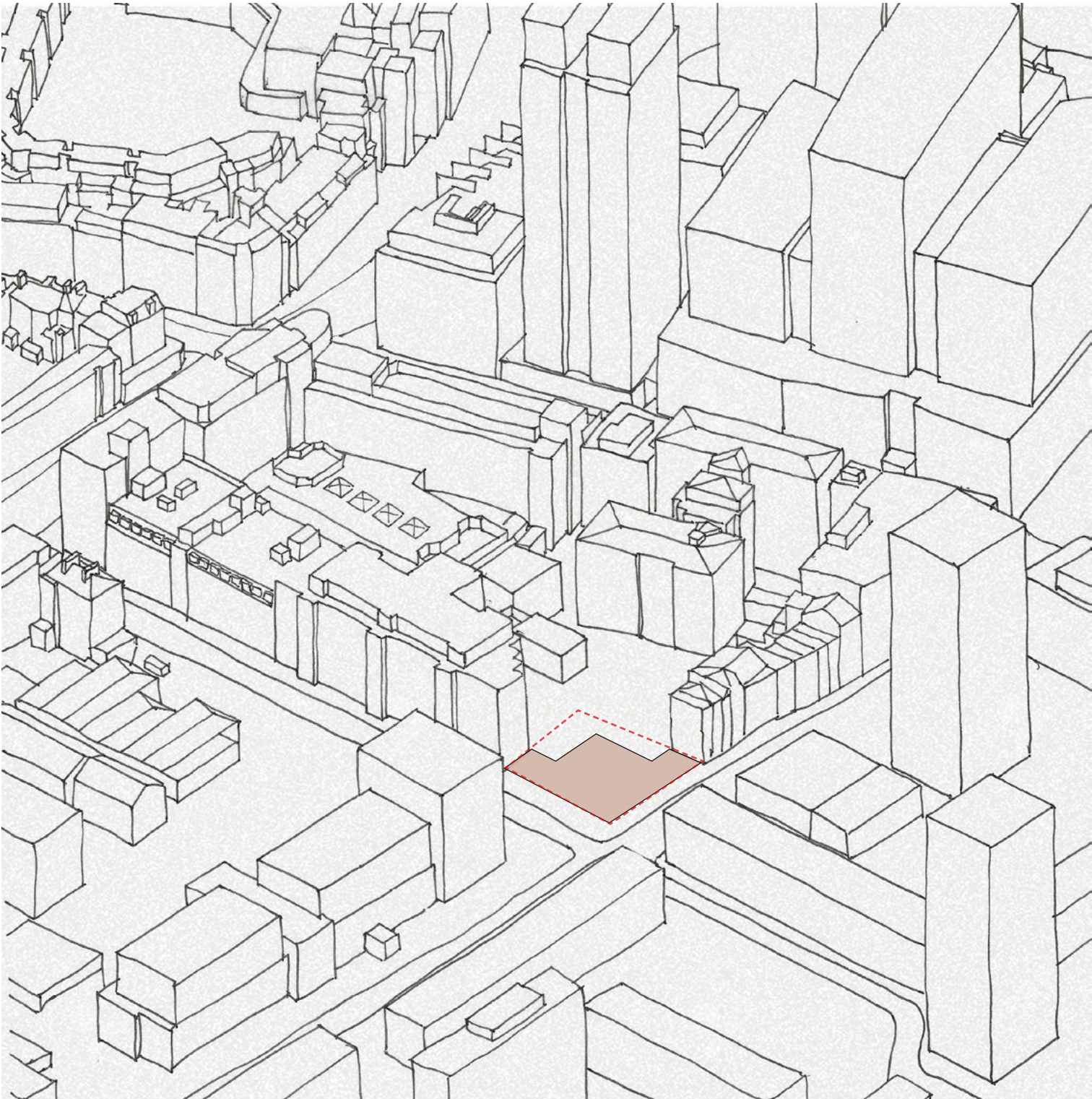


# 5. Massing and Height

## 5.5. Massing development

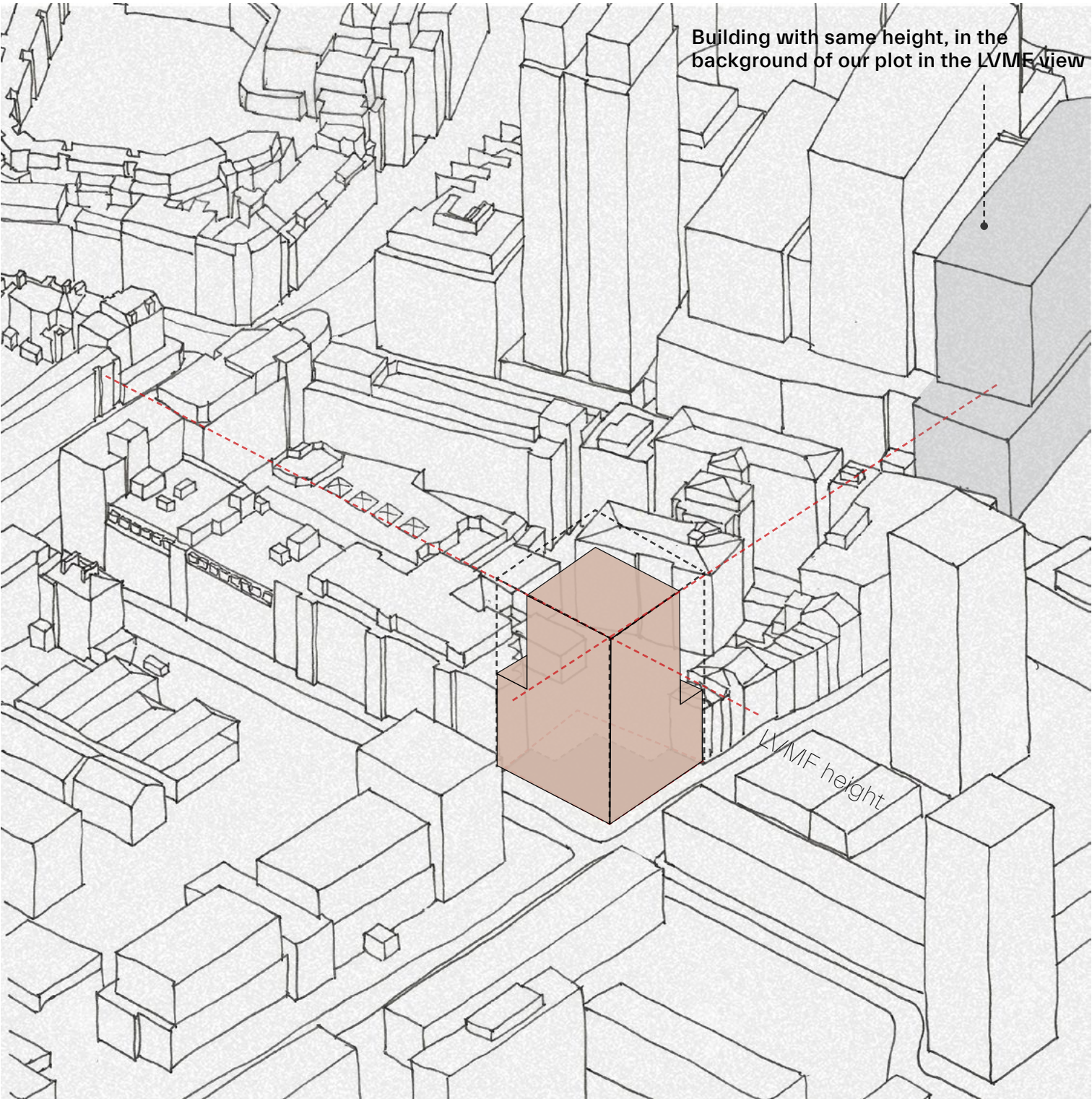
### 1. Proposal footprint

The footprint of the proposal has been optimised to create generosity in the plan whilst simultaneously responding to neighbouring buildings



### 2. Extrusion below LVMF height

The massing and form of the building has been rigorously tested to achieve optimal outputs whilst simultaneously keeping the height close to the LVMF datum



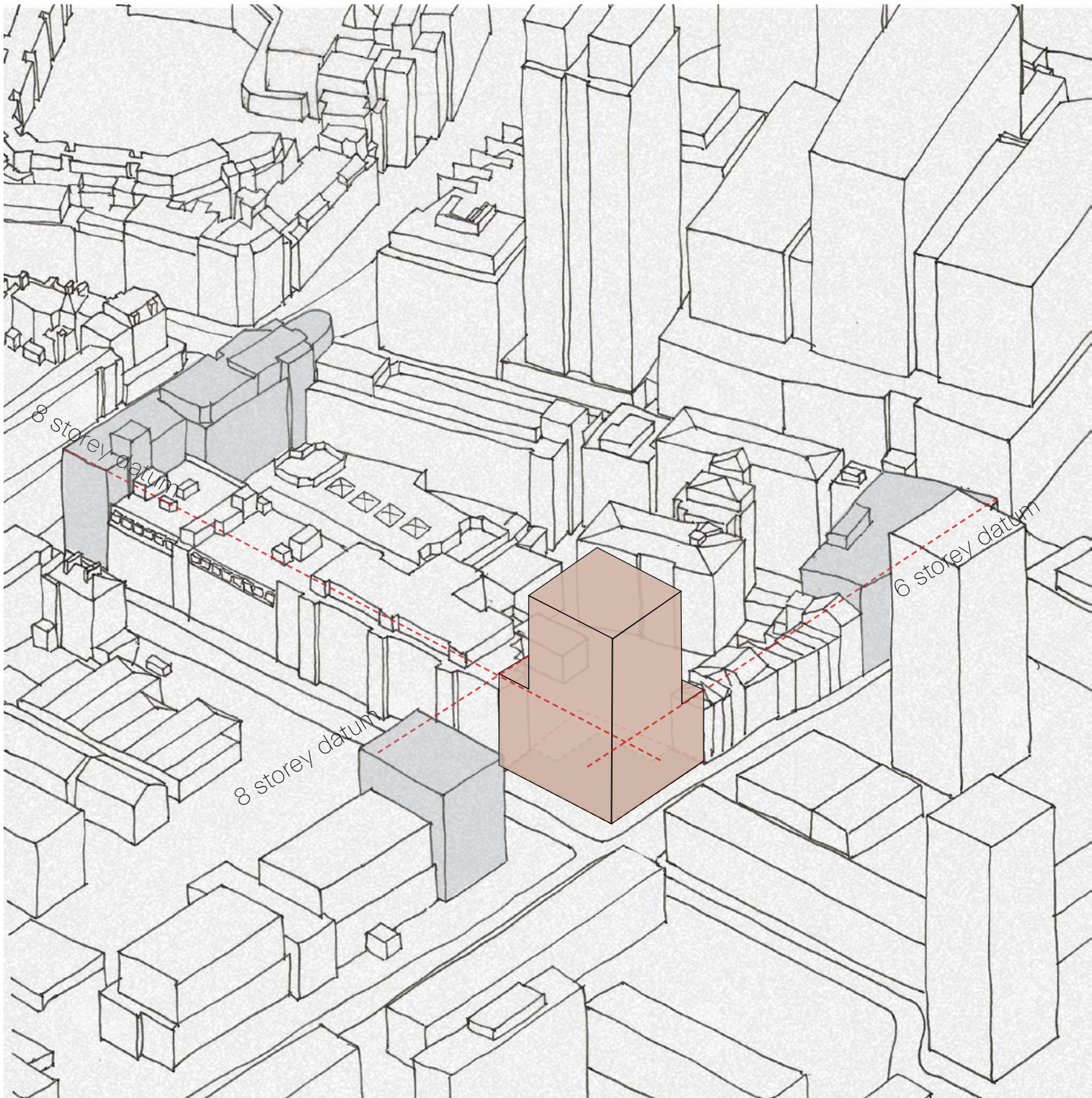


# 5. Massing and Height

## 5.5. Massing development

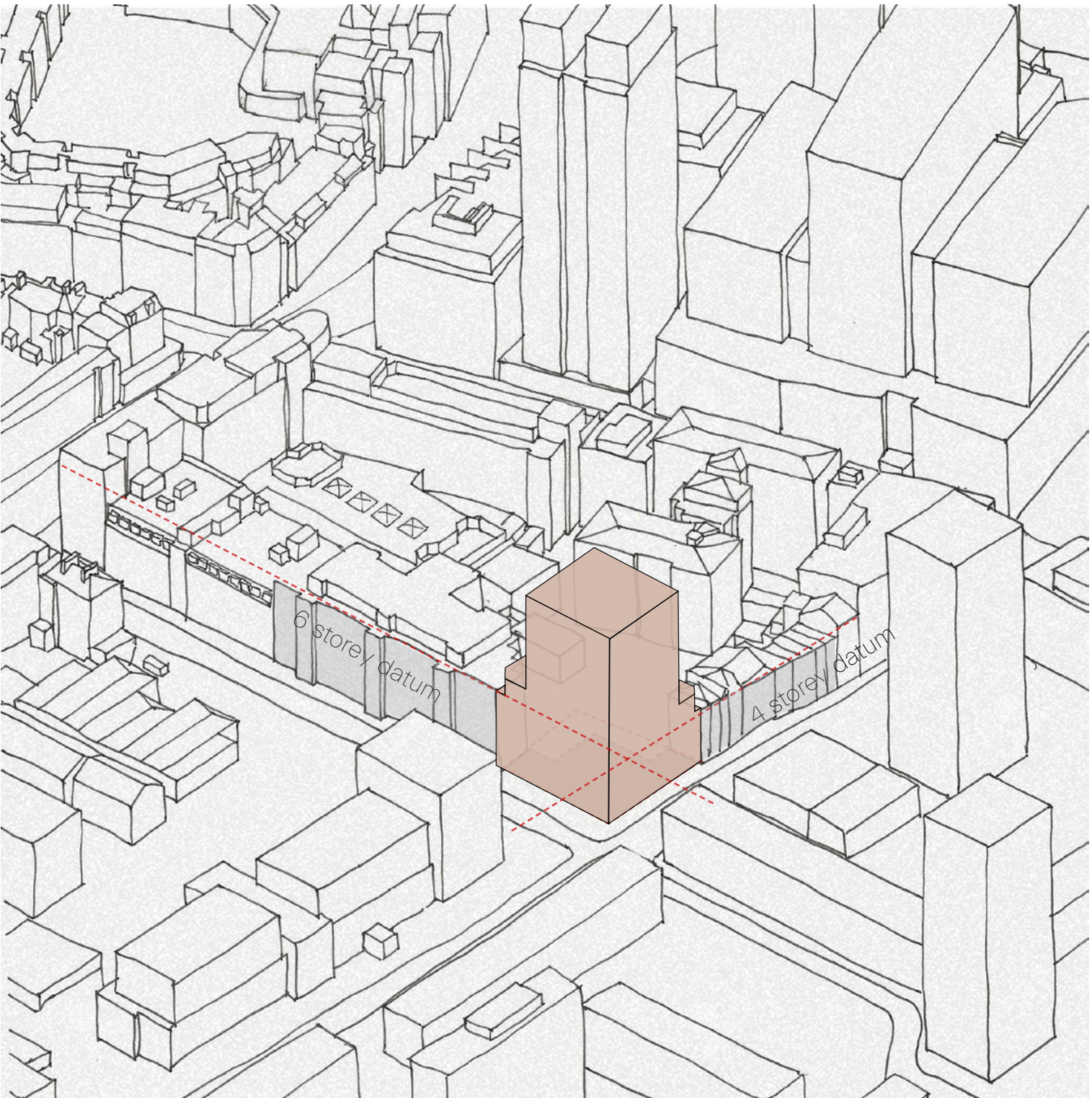
### 3. Shoulders height to align with corner buildings

The form of the building has been developed to incorporate a clear mid point datum expressed as a shoulder aligning to the street grain of both William Road and Stanhope Street



### 4. Setbacks in shoulders to align with neighbouring buildings height

The shoulders are further articulated to knit the building more fully into the adjoining urban fabric



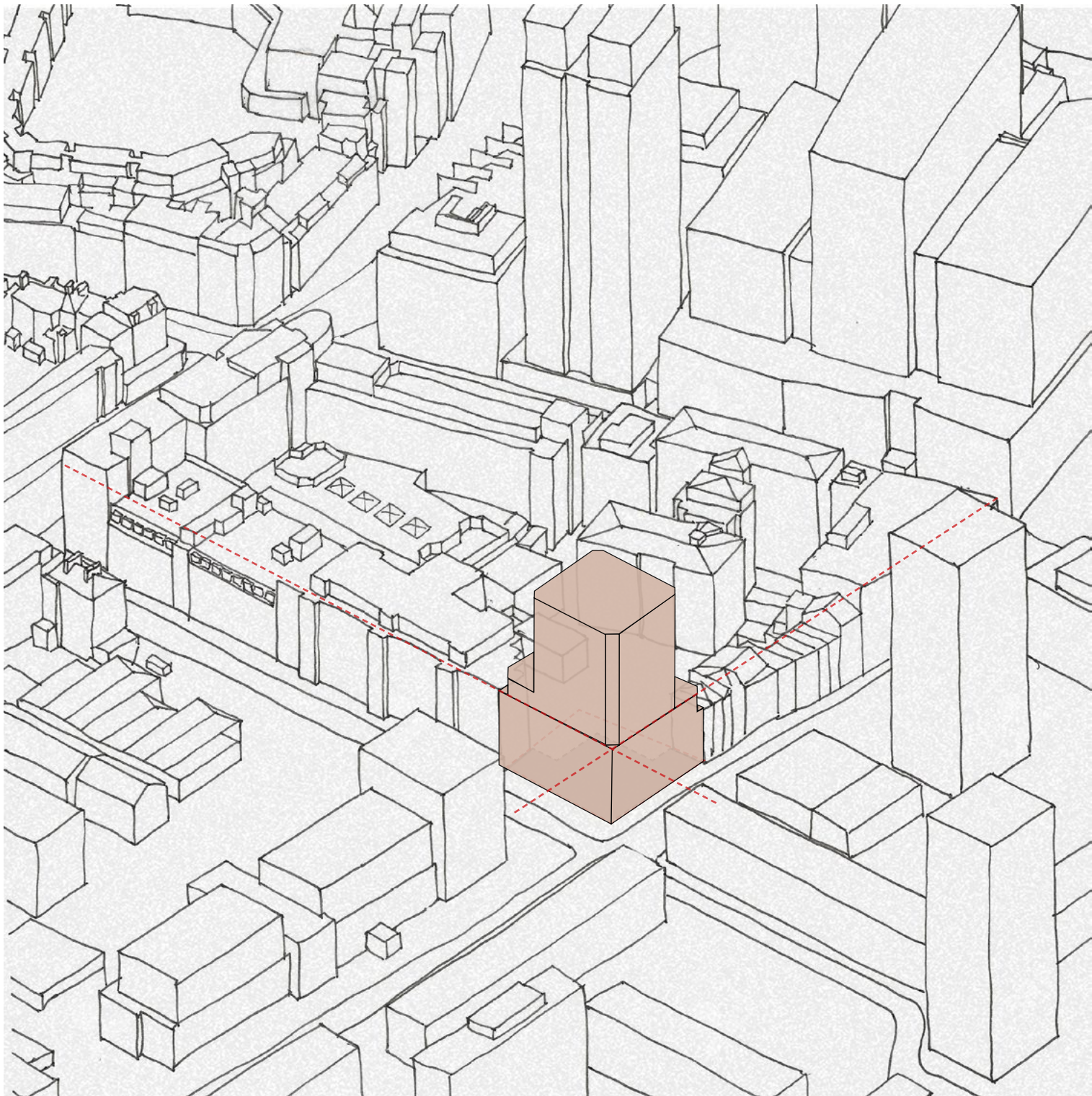


# 5. Massing and Height

## 5.5. Massing development

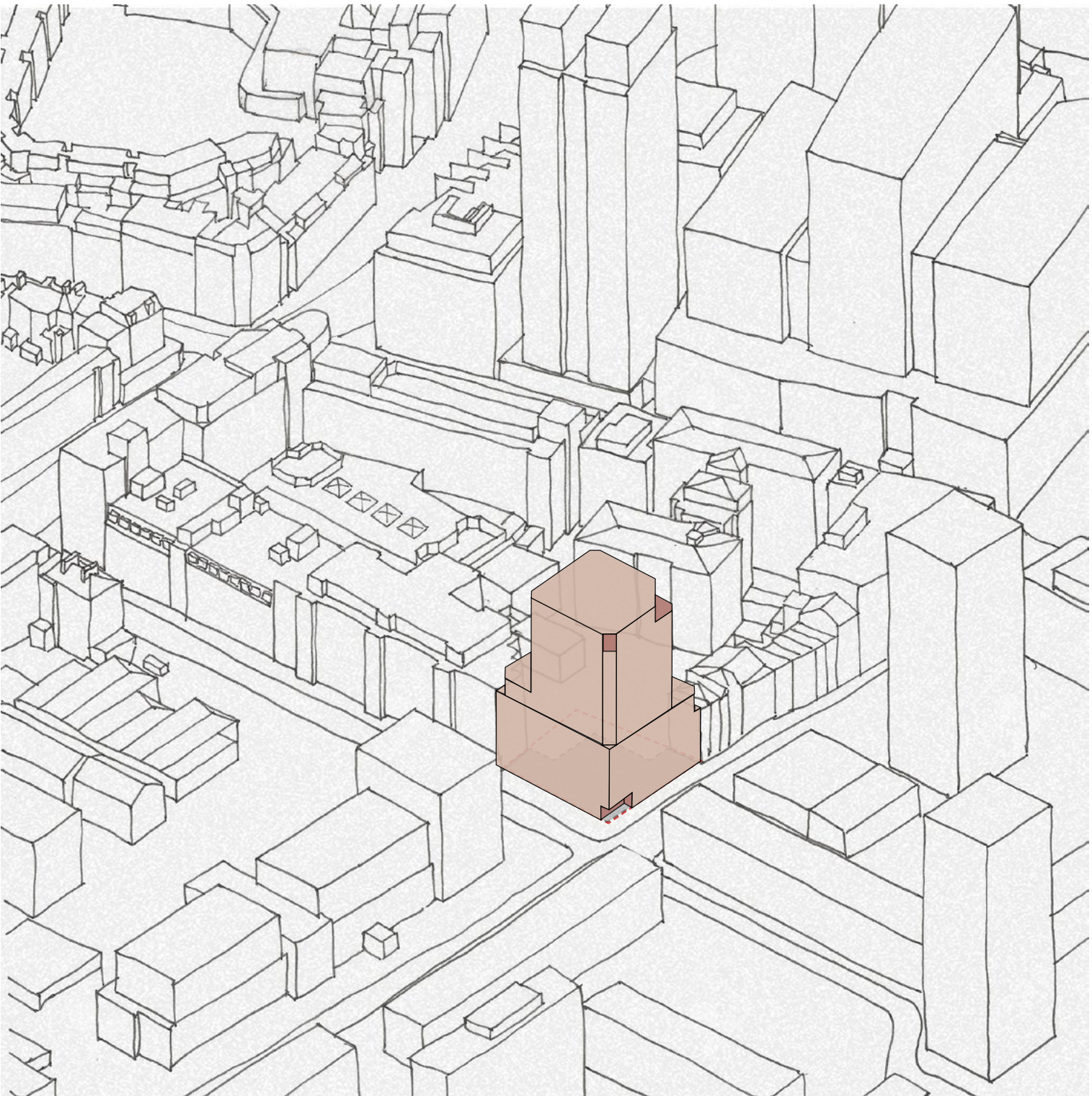
### 5. Breaking the mass in base and body

Chamfers in corners have been introduced amplifying the views in the uppers levels and breaking the mass in two orders: base and body



### 6. Sculpting the mass to create amenity spaces

The chamfers and corners are further articulated to bring a sense of generosity to the context and appreciation of the building. A sheltered entrance is provided to the corner of William Road and Stanhope Street, whilst to the upper storeys the incorporation of terraces and loggias articulate the building

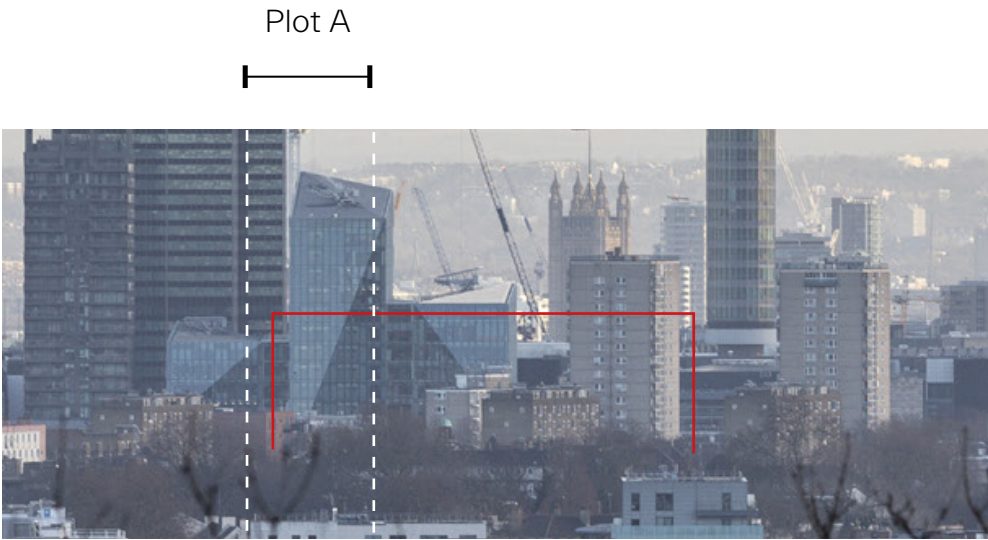





5.    **Massing and Height**

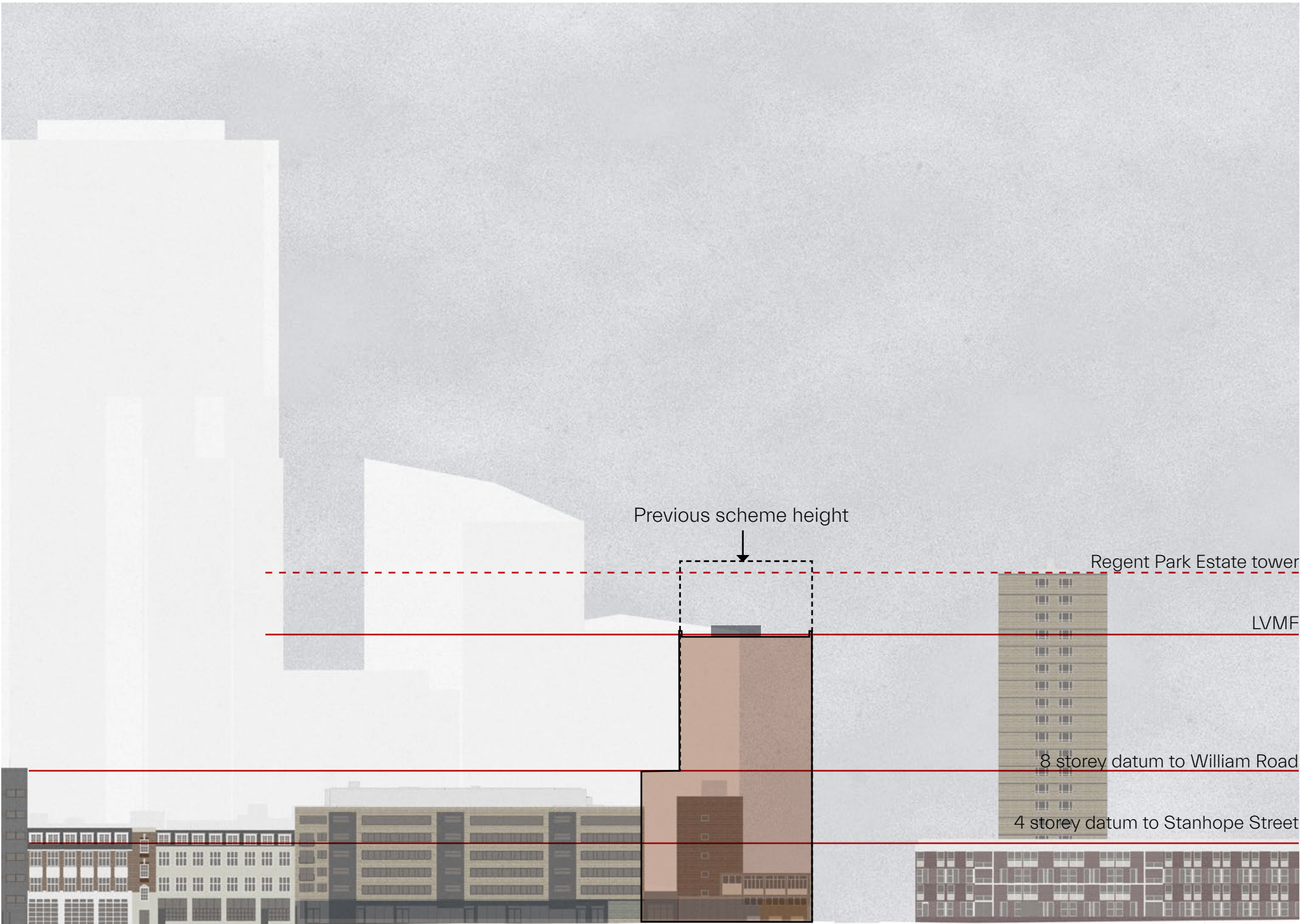
5.6. LVMF 2A.2 view

In relation this view from Parliament Hill towards the Palace of Westminster. The 10 Brock Street development sitting behind our proposed development - which was completed prior to the designation of the view - negates any impact our proposal can have on the view. This is a view that was shared by GLA, who responded positively when an 18 storey scheme was presented to them during pre-application consultation, noting that the impact on the view “appears minimal, raising no particular strategic concern”. Over the course of the pre-application process the scheme height has reduced from 18 storeys, in line with the neighbouring Regent’s Park Estate Towers, to 15 storeys in order to align more closely with the LVMF maximum height and reduce the overall impact of the building.



LVMF 2A.2 view from Parliament Hill

 The red outline denotes the extent of the Landmark Viewing Corridor of the Protected Vista of the Palace of Westminster.

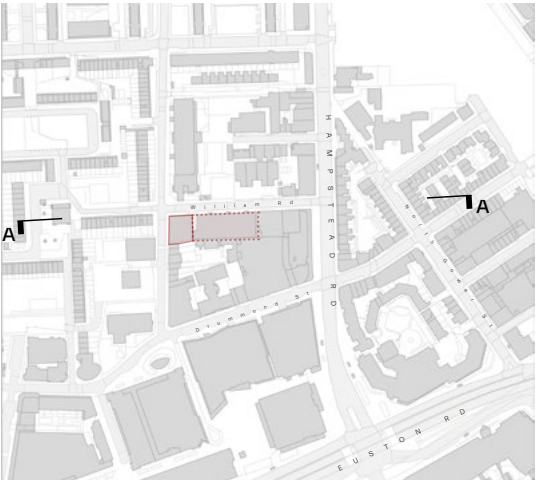


Proposed new height

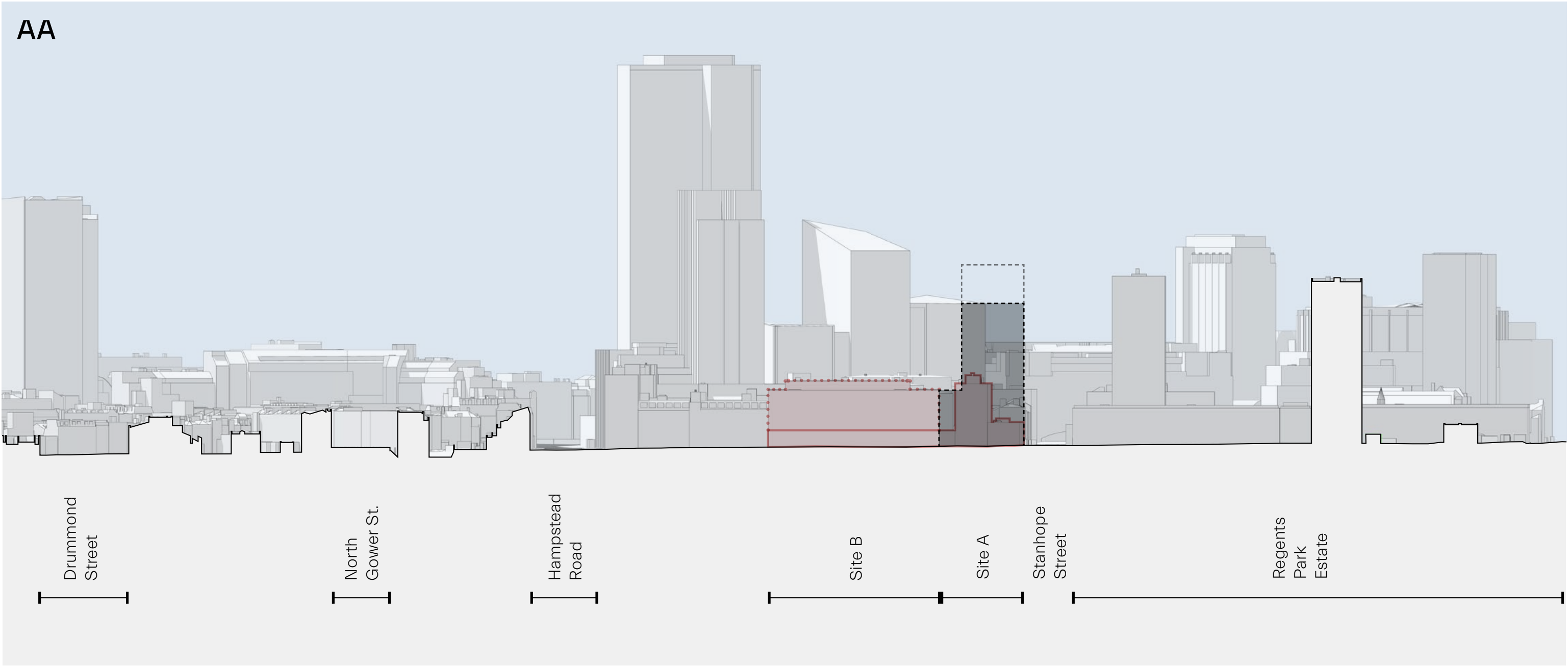
# 5. Massing and Height

## 5.7. Proposed 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.



- Existing building
- Previous proposal outline
- Current proposal outline



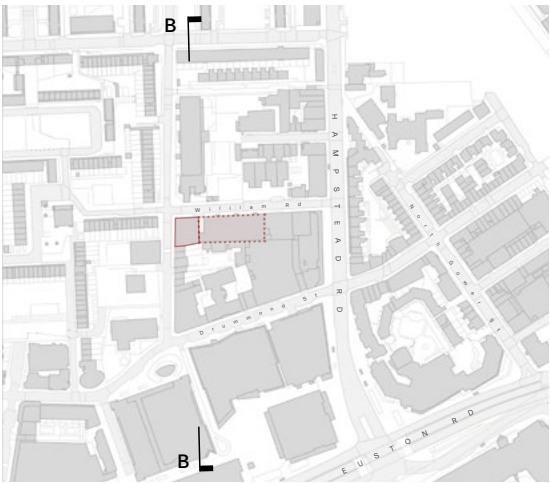


# 5. Massing and Height

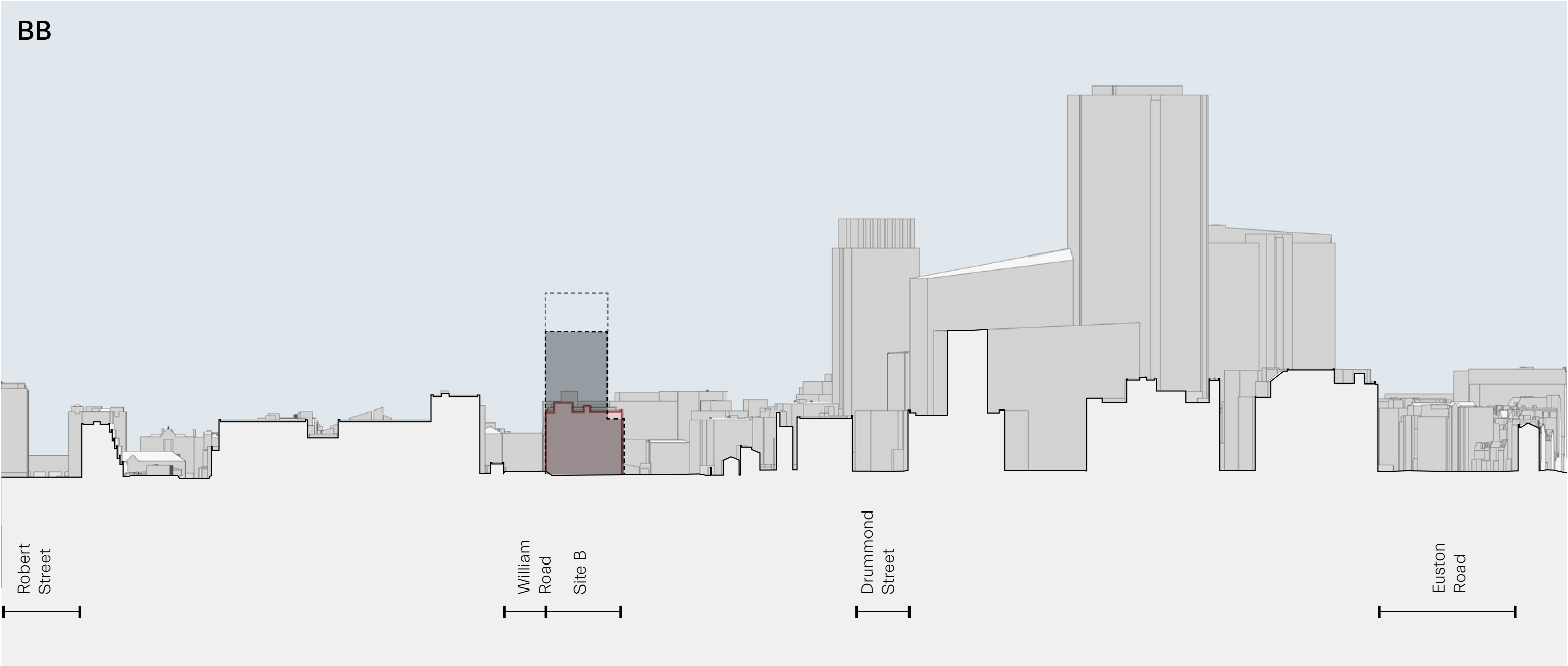
## 5.7. Proposed height in context

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.

The proposed building height will act as a mediator between the existing taller elements to the south and the emerging taller elements around the station, and the lower rise elements in between.



- Existing building
- Previous proposal outline
- Current proposal outline



# 5. Massing and Height

## 5.8. Street datum

### Stanhope Street

The existing elevation datum line along Stanhope Street rises and falls, rising at either end of the urban block. Both corner buildings indicate a prominence along the street.

The proposal's base order has been designed to step up at the corner of Stanhope St and William Rd, to reflect rise and fall of the existing street datum.

### William Road

The existing elevation datum line along William Road is continuous, with long large blocks varying very little in their top datum line. The existing corner block is an anomaly, breaking the datum line by stepping down.

The proposal's base order has been designed to step up at the corner of Stanhope St and William Rd, to continue the existing datum line along William Rd.

- Existing context datum line
- Projected site datum line
- Proposed site datum line

