

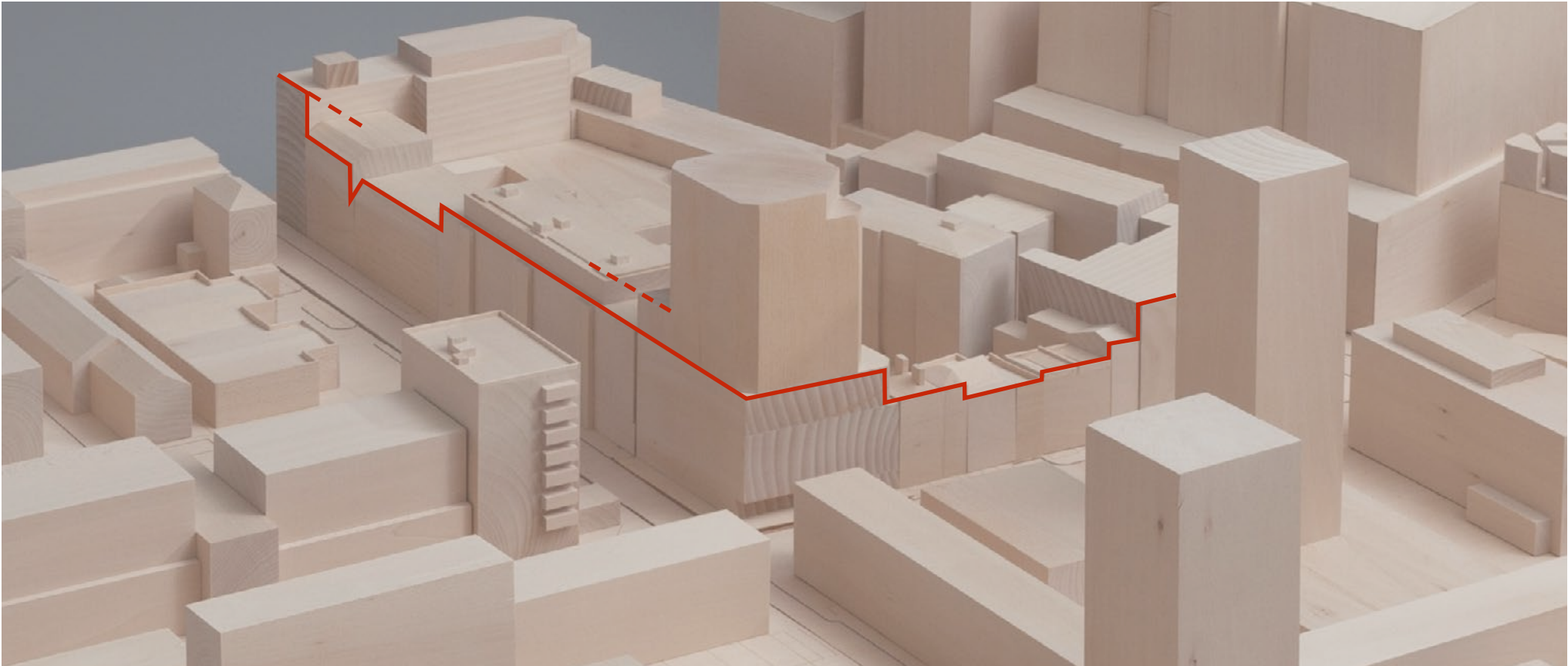
5. Massing and Height

5.9. Proposed datum in context

The proposal has been articulated in response to the two different conditions that converge at the site. On the one hand the site sits within a 6–8 storey average height urban block; on the other hand the long views of the site are dominated by the taller buildings of the commercial area and the Regent Park Estate 18-storey towers.

In response to these different datum, the massing has been divided in base and body. The 6-storey base datum responds to the closer views, whilst the upper body responds to the taller neighbouring buildings in the area.

The mass steps down and relates with its shoulders to the much more intimate environs and the finer, more domestic grain of Stanhope Street.



1

- 1. The scheme completes the corner, and in its datum and set back definition aligns with immediate context and the corner blocks at the opposite ends of William Road and Stanhope Street
- 2. The base datum gives a continuity to the 6–8 storey datum of the main corner buildings in the block.
- 3. Mass steps down in response to the more residential grain



2



3

6. Design Response to Site Opportunities and Brief

6. Design Response to Site Opportunities and Brief

6.0. Design response summary

The main aim of the proposal is to deliver the highest attainable quality of world class accommodation for a student community, alongside the provision of extremely important affordable work space for local businesses. As a consequence this unique mixed use scheme will contribute significantly to the local economy.

This ambition will be achieved through the implementation of world class architectural design and place making, rendering the building a locally identifiable landmark, and an exemplar ‘in-class’ approach to place making.

The proposed affordable workspace will be flexible and adaptable, designed to meet the needs of a range of local businesses.

Student Accommodation	6880m2 (GIA) / 239 student rooms
Office (100% affordable)	1335m2(GIA)
Plant	175m2 (GIA
Substation	30m2 (GIA)
Residential ancillary area (plot B)	30m2 (GIA)



6. Design Response to Site Opportunities and Brief

6.1. Proposed ground floor plan in context

- + High PTAL rating
- + The site sits at a junction between more commercial mixed use buildings to the South and the more residential areas to the North and West of the site
- + Retail and restaurants to the east
- + Proximity to existing community facilities and infrastructure; the site also sits within a cluster of community buildings, including the Netley Centre and the SLYC Youth Centre
- + Proximity to existing UCL student housing, and the wider campus
- + Prominence of corner location
- + Activation of William Road facade
- + Affordable workspace
- + Residential block located adjacent to terrace houses
- + Vehicular servicing and maintenance access
- + Substation inclusion

Key

Access

Vehicle Access and Servicing

Relationships to Adjacent Buildings

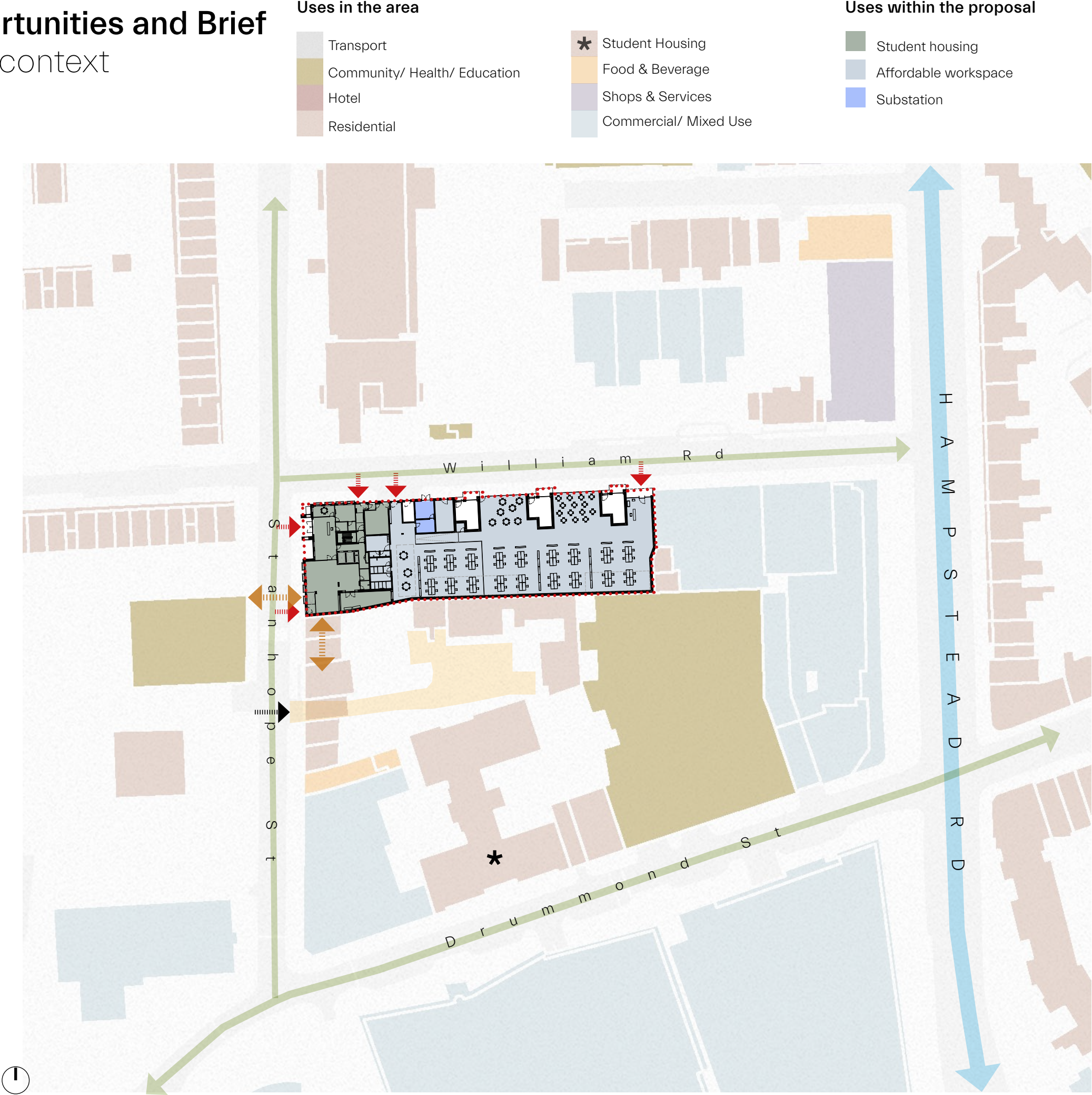
Parking

Primary Route

Secondary Route

Plot Boundary

Residential Building in Plot B (outside scope of application)



Uses within the proposal

Student housing

Affordable workspace

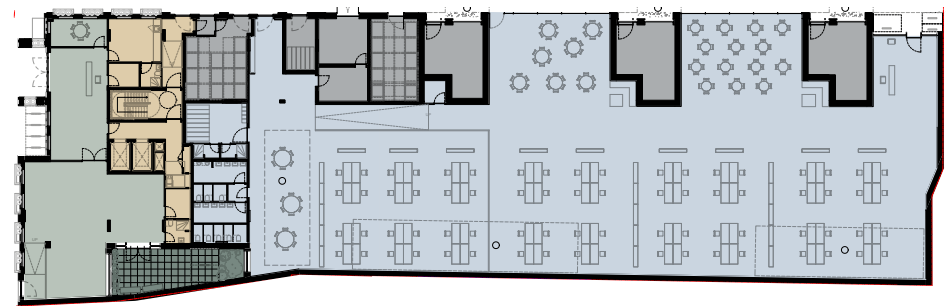
Substation

6. Design Response to Site Opportunities and Brief

6.2. Proposed ground floor axonometric view

- + 1140sqm of affordable workspace provision
- + Flexible and divisible affordable workspace units, suitable for a range of tenants including start-ups and SMEs,
- + Active frontage
- + Recessed entrance
- + 125 sqm amenity area in adjacent to reception and inner courtyard
- + 43 sqm external amenity area at ground floor level for student accommodation

Ground floor plan



- | | |
|-----------------------|--|
| Student accommodation | Amenity |
| Studio | Outdoor amenity |
| Accessible studio | Office |
| Twodio | Plant / substation / bin & cycle store |

- | | |
|---|-------------------------------|
| 1 | Student accommodation amenity |
| 2 | Affordable office reception |
| 3 | New proposed substation |
| 4 | Plot B residential cores |
| 5 | Bin store |
| 6 | Cycle store |
| 7 | Student accommodation core |
| 8 | Student inner courtyard |
| 9 | Affordable Office |



6. Design Response to Site Opportunities and Brief

6.3. Perspective view of proposed workspace at ground level



6. Design Response to Site Opportunities and Brief

6.4. Proposed typical lower floor plan in context

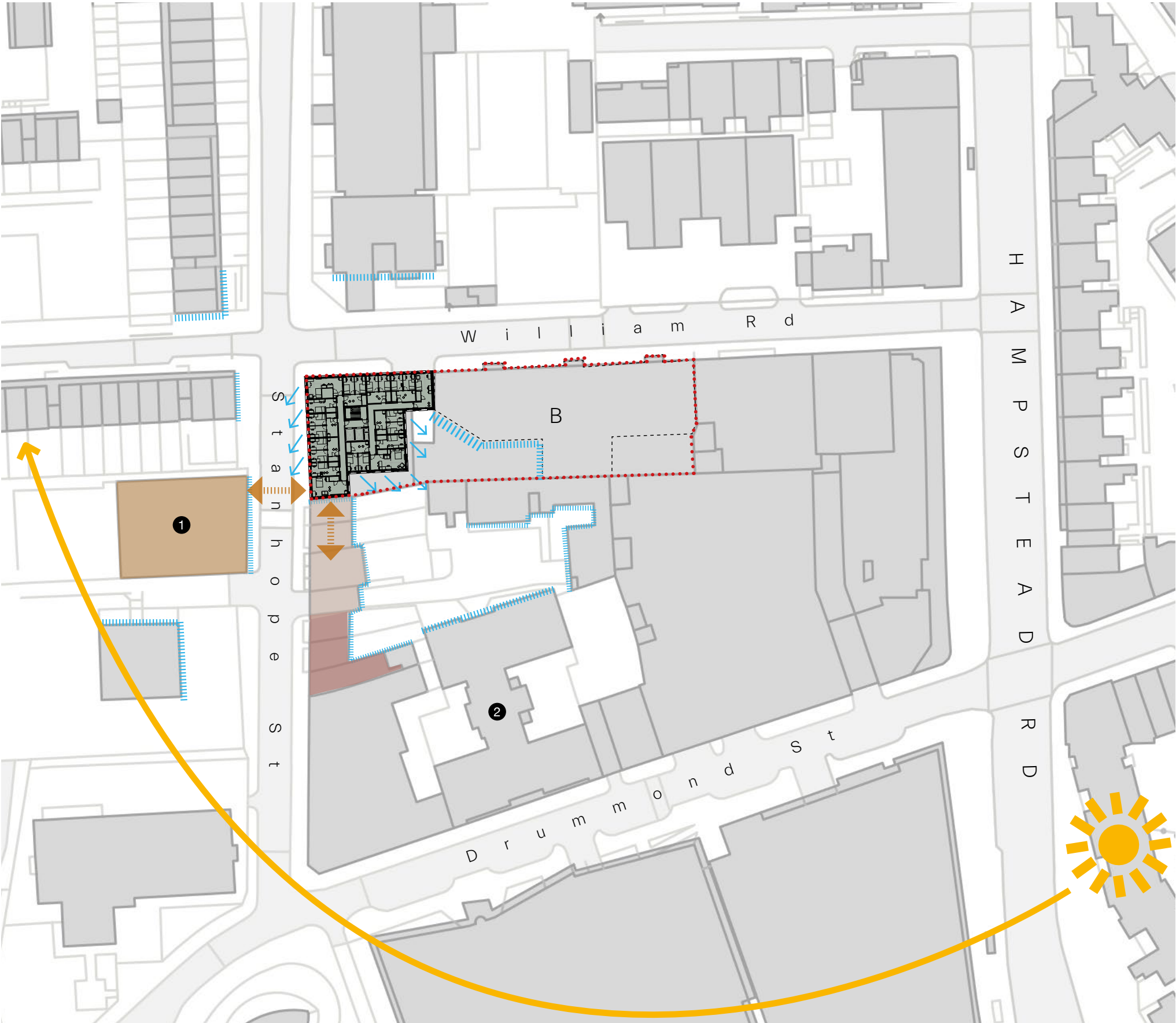
- + Separation from neighbouring buildings (privacy/RoL)
- + Rooflight to ground floor workspace
- + Residential block located adjacent to terrace houses and continuing the datum of the listed buildings
- + Double aspect student accommodation units
- + Open southern aspect

Uses within the proposal

- Student housing
- Affordable workspace
- Substation

Key

- ||||| Façades with windows facing the site
- ← South Facing Windows to Rooms for Accommodation
- ↔ Relationships to Adjacent Buildings
- ① Youth Centre
- ② UCL Student Housing Block
- Grade II Listed Building
- 4 storeys terrace houses
- ⋯ Plot Boundary
- ⋯ Residential Building in Plot B (outside scope of application)



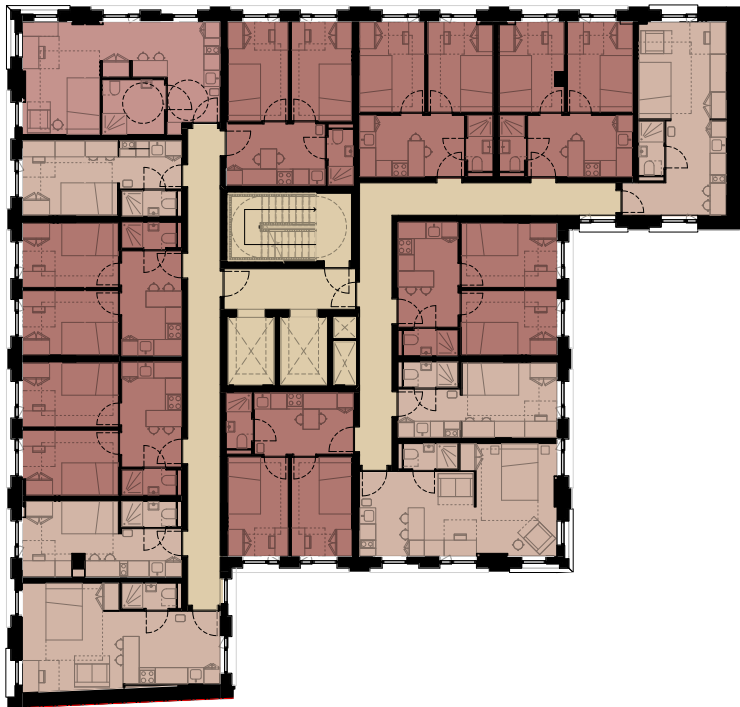
6. Design Response to Site Opportunities and Brief

6.5. Proposed typical lower floor axonometric view

- 1 Student accommodation core
- 2 Student studio
- 3 Student twodio
- 4 Student accessible studio

- + 239 student rooms
- + Dual aspect student accommodation rooms
- + Shared kitchen / dining in twodio's
- + Accessible larger studios included for wheelchair users in lower floors

Typical lower floor plan



- | | |
|-----------------------|--|
| Student accommodation | Amenity |
| Studio | Outdoor amenity |
| Accessible studio | Office |
| Twodio | Plant / substation / bin & cycle store |



6. Design Response to Site Opportunities and Brief

6.6. Proposed typical upper floor plan in context

- + Separation from neighbouring buildings (privacy/RoL/fire)
- + Existing tall buildings within vicinity, and in the background of the London View Management Framework views
- + Limited footprint
- + Open southern aspect

Uses within the proposal

- Student housing
- Affordable workspace
- Substation

Key

||||

 Façades with windows facing the site

←

 South Facing Windows to Rooms for Accommodation

↔

 Relationships to Adjacent Buildings

1

 Youth Centre

2

 UCL Student Housing Block

 The Wider Consultation Area of View 2A.2

 The Wider Consultation Area of View 5A.2

■

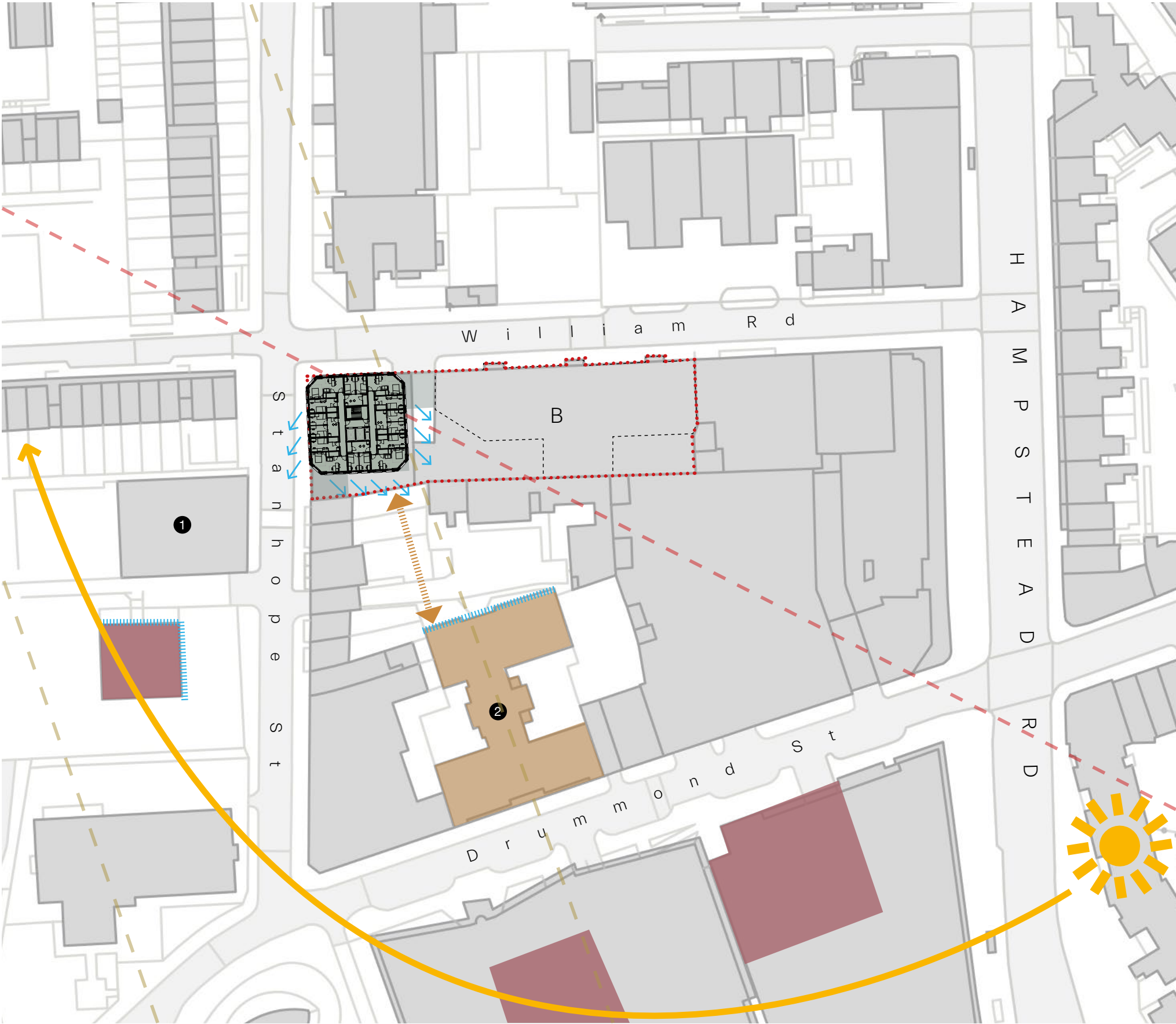
 Building over 18 storeys

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 Plot Boundary

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 Residential Building in Plot B (outside scope of application)

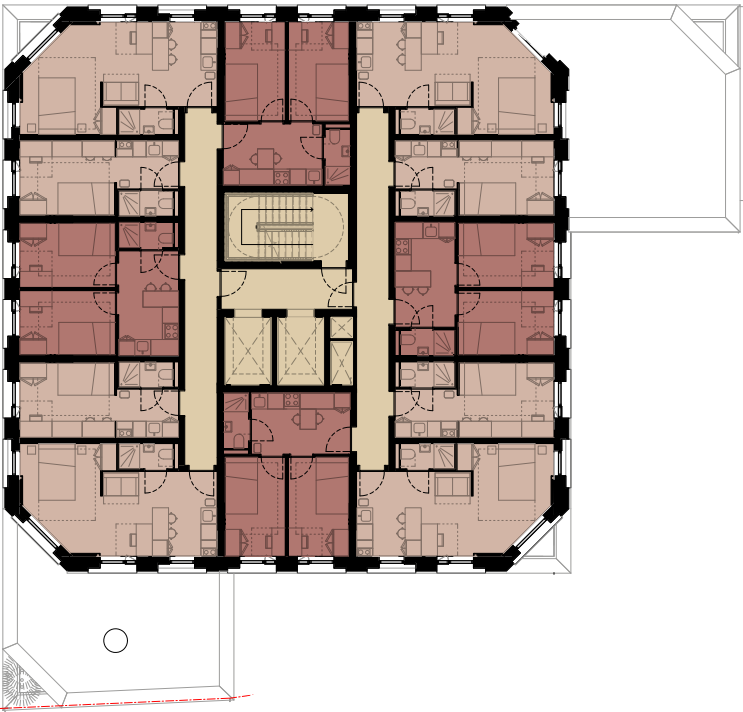


6. Design Response to Site Opportunities and Brief

6.7. Proposed typical upper floor axonometric view

- + 239 student rooms
- + Dual aspect student accommodation rooms
- + Shared kitchen / dining in twodio's
- + Corner studios with amplified views in the chamfer

Typical upper floor plan



- | | |
|-----------------------|--|
| Student accommodation | Amenity |
| Studio | Outdoor amenity |
| Accessible studio | Office |
| Twodio | Plant / substation / bin & cycle store |

- 1 Student accommodation core
- 2 Student studio
- 3 Student twodio
- 4 Sedum roof



6. Design Response to Site Opportunities and Brief

6.8. Proposed amenity floor plan in context

- + Separation from neighbouring buildings (privacy/RoL/fire)
- + Existing tall buildings within vicinity, and in the background of the London View Management Framework views
- + Limited footprint
- + Open southern aspect
- + 2 x external amenity provision on 14th floor facing West and South

Uses within the proposal

- Student housing
- Affordable workspace
- Substation

Key

||||

 Façades with windows facing the site

←

 South Facing Windows to Rooms for Accommodation

↔

 Relationships to Adjacent Buildings

 The Wider Consultation Area of View 2A.2

 The Wider Consultation Area of View 5A.2

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 Communal external amenity

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 Building over 18 storeys

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 Plot Boundary

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 Residential Building in Plot B (outside scope of application)



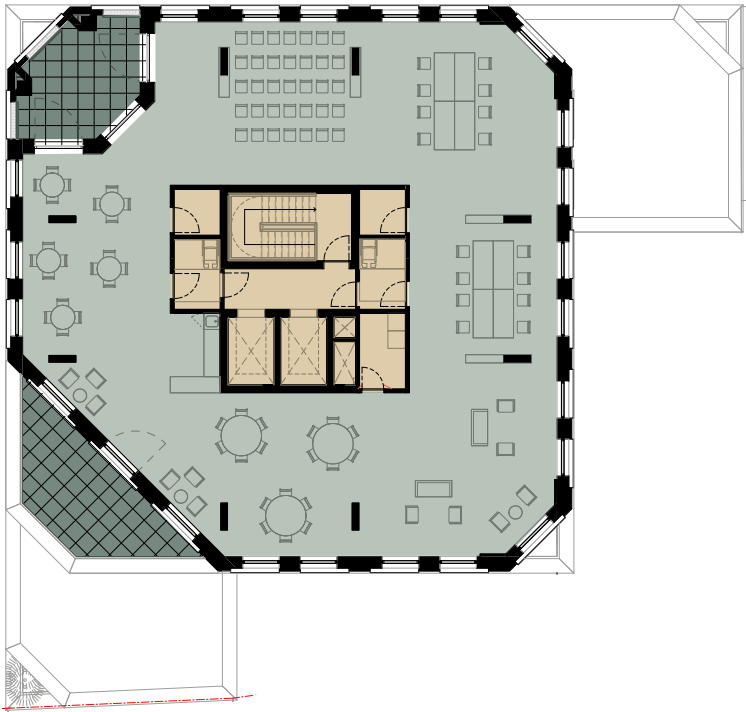
6. Design Response to Site Opportunities and Brief

6.9. Proposed amenity floor axonometric view

- 1 Student accommodation core
- 2 Sedum roof
- 3 Student amenity
- 4 Student terrace / loggia

- + 275 sqm of flexible space for amenity use for the students
- + 22 sqm open terrace facing South
- + 17 sqm loggia with views to Regent’s Park

14th floor plan



- | | |
|-----------------------|--|
| Student accommodation | Amenity |
| Studio | Outdoor amenity |
| Accessible studio | Office |
| Twodio | Plant / substation / bin & cycle store |



6. Design Response to Site Opportunities and Brief

6.10. Perspective view of proposed amenity area at top floor

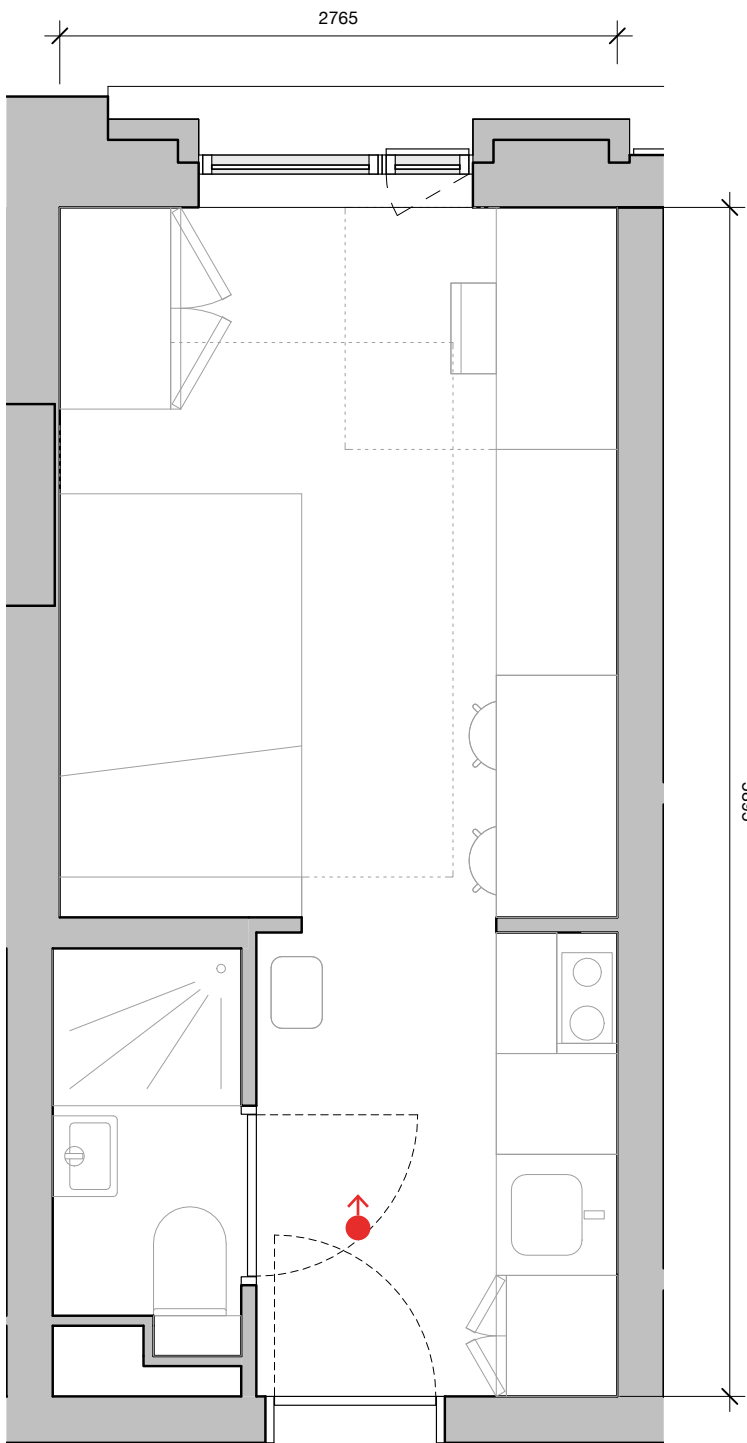


6. Design Response to Site Opportunities and Brief

6.11. Typical studio room

Typical studio room layout

- Separation between sleeping and kitchen/dining area
- Clear access and view of the window
- High window sill on lower floor levels for better privacy inside the rooms
- Low window sill on upper floor levels for better views of the city



Typical room layout in upper floor



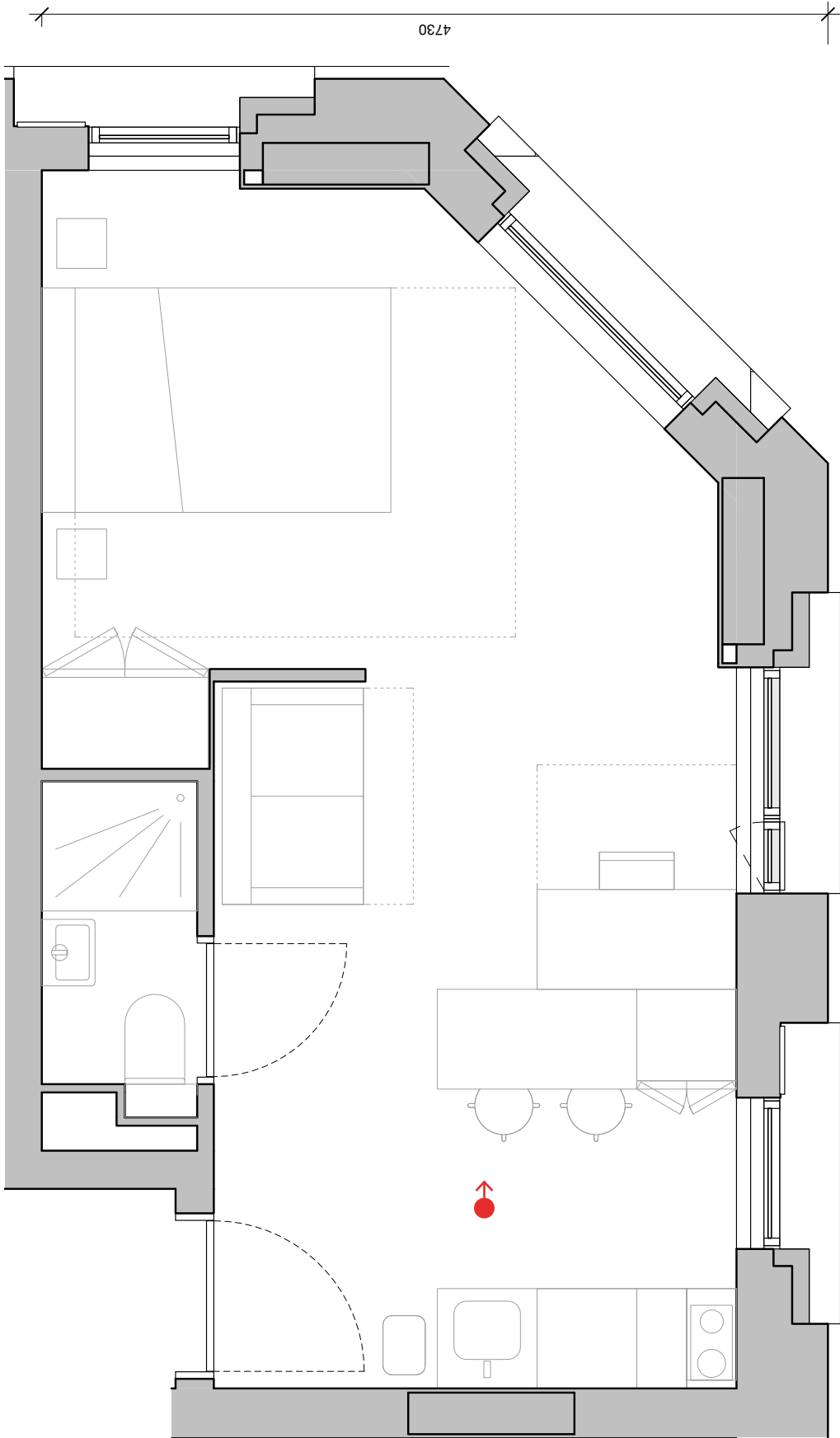
Typical room layout in lower floor

6. Design Response to Site Opportunities and Brief

6.12. Typical corner studio room

Large studio room layout

- Separation between sleeping and kitchen/ dining/living area
- Space in front of chamfered windows becomes a “premium” space to enjoy the views of the city
- Kitchen and bathrooms located adjacent to main partition walls allowing flexibility in the layout



Typical room layout in upper floor



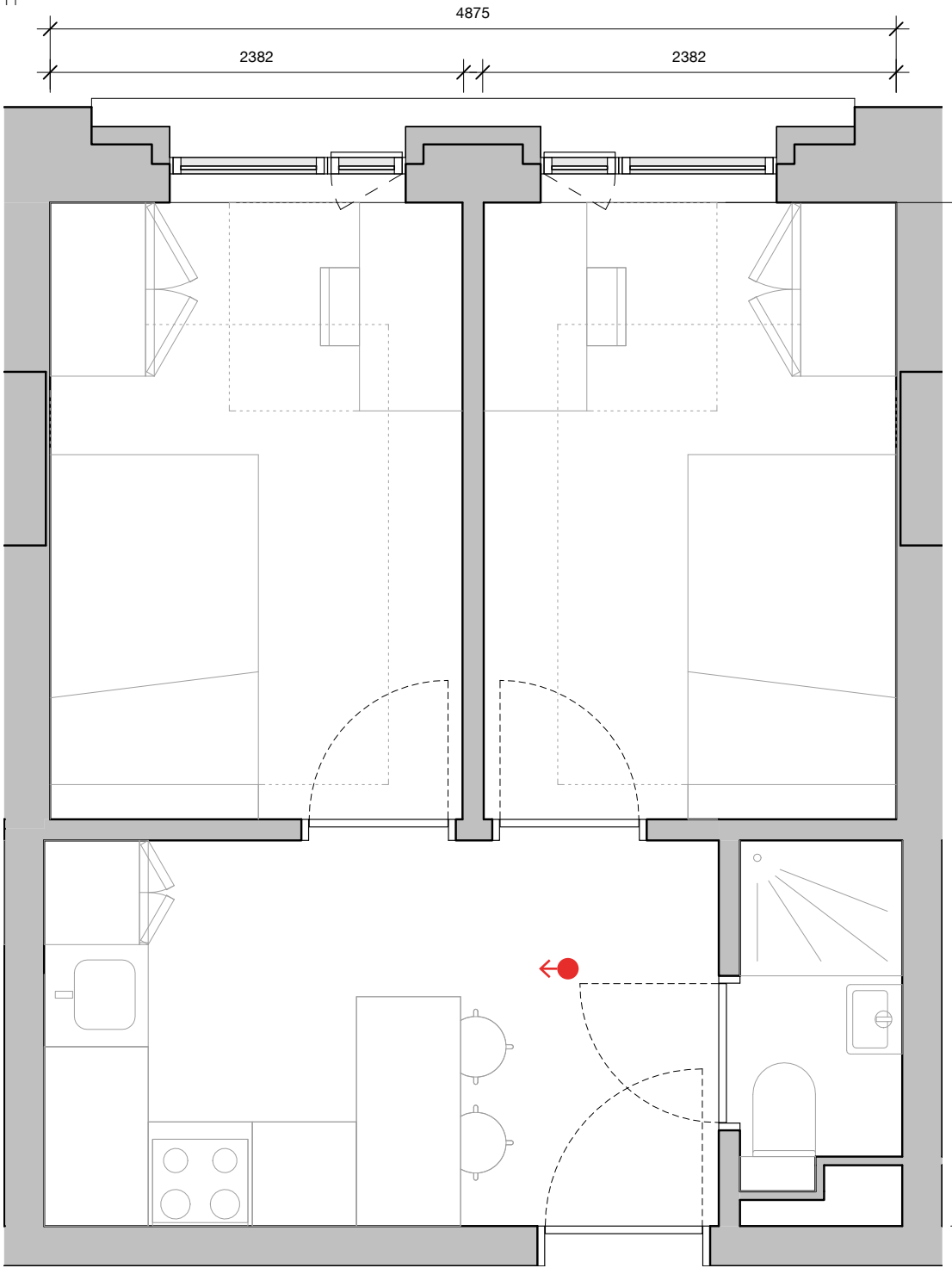
Typical room layout in lower floor

6. Design Response to Site Opportunities and Brief

6.13. Typical twodio room

Typical twodio unit layout

- Separated bedrooms with individual deskspaces, storage and windows
- Shared kitchen-dining with borrowed light from communal corridors



Typical twodio kitchen type A



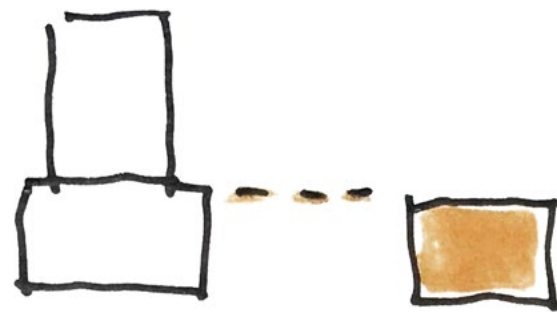
Typical twodio kitchen type B

7. Facade Principles

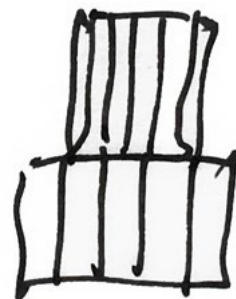
7. Facade Principles

7.0. Facade key principles

1 Massing broken in two to respond to corner buildings in the block, and facade manifests two main orders



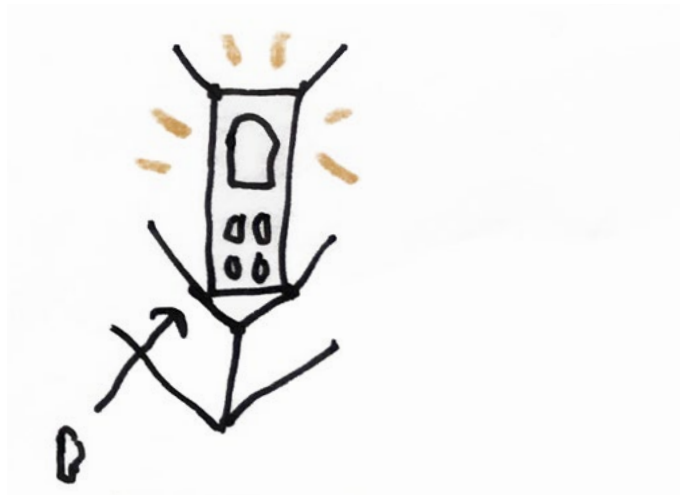
2 Grid is visible and changes rhythm to express the different orders



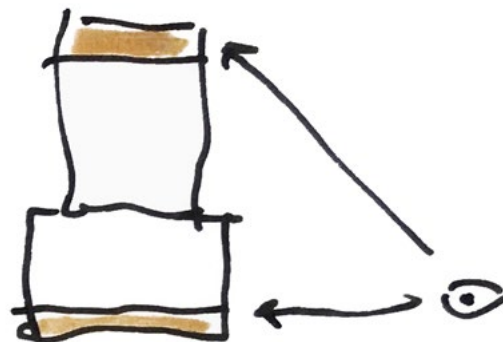
3 Openings are enlarged through materiality contrast and reveals depth



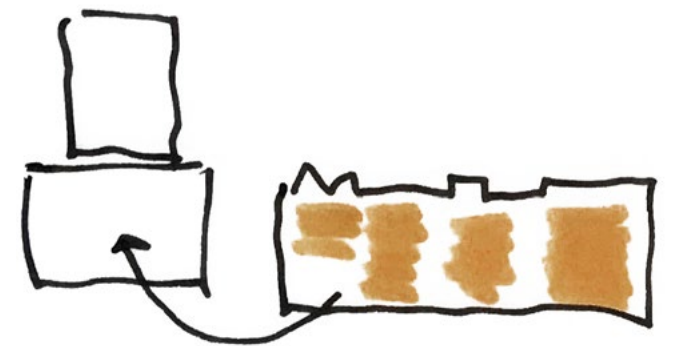
4 The chamfer becomes a special moment internally and externally



5 Emphasis on key visual moments: ground and crown



6 Colour relates to tonal variety in the context

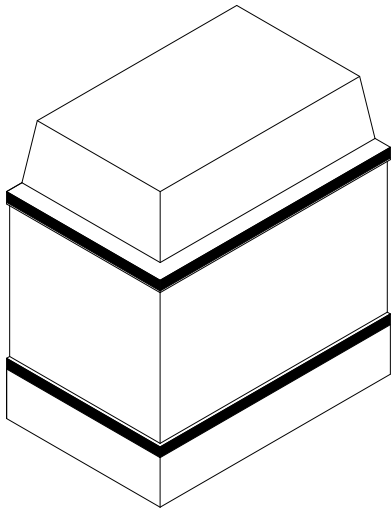


7. Facade Principles

7.1. Breaking the mass to respond to corner datum

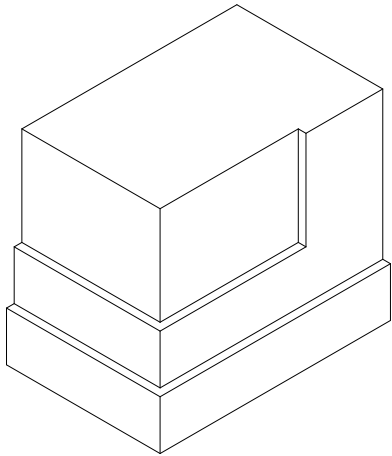
Base, Body and Crown

The larger Victorian warehouses express a series of datum lines which typically break the building up into a base, body and crown. These datums are relatively strong and are expressed through changes in material or rendering of brickwork. These characteristic is abundant in the area.



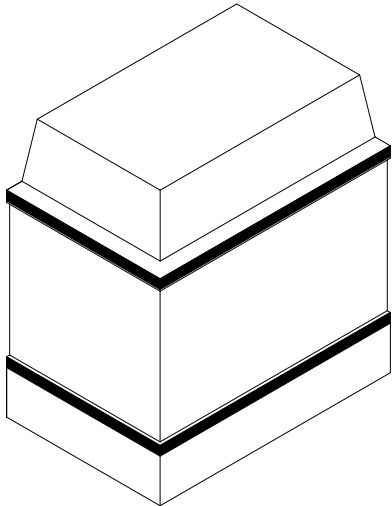
Creating shadow and depth

A typical feature which is coupled with datum line emphasis is the setting in of the facade at that point. Frequently as the building progresses in height its sets in several times, albeit small insets. This quality gives the façades dimension.



Through changing detail

The larger Victorian warehouses express a series of datum lines which typically break the building up into a base, body and crown. These datums are relatively strong and are expressed through changes in material or rendering of brickwork. These buildings are typical.

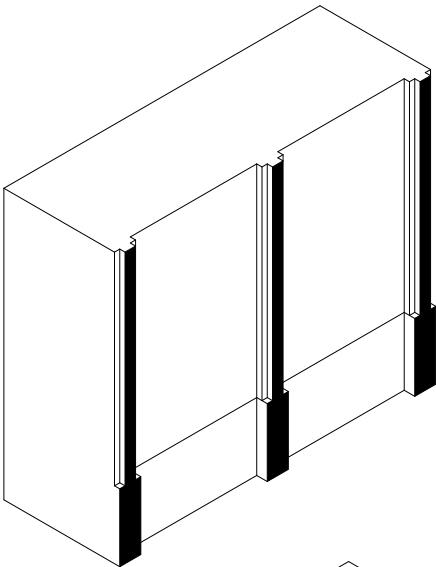


7. Facade Principles

7.2. Grid

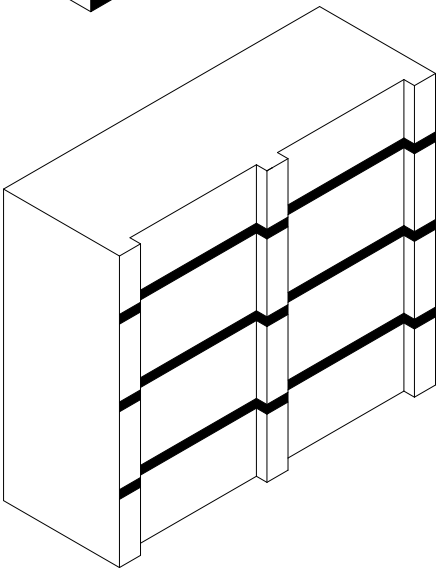
Variation with Height

As the piers grow in height there is a common tendency for vertical slivers to inset off the edge causing the piers to appear narrower and more refined. This gives the upper levels a unique articulation, differentiating them from the lower levels.



Expression of Slab

It has been noted that in numerous instances the material expression of the horizontal slab or datum lines are expressed as an application over the vertical piers. This results in a more balanced expression of horizontal and vertical.



Primary & Secondary Piers

In many instances secondary vertical elements are evident at regular spacings between the primary structural piers. These are either expressed by a brick break in windows or as wider window frame which separates two windows.

