

163-203 EVERS Holt STREET

LISTED BUILDING CONSENT + PLANNING APPLICATION
EXTERNAL WORKS | SIGNAGE + LIGHTING

OCTOBER 2022

ANOMALY X Akoya

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ABOUT THE APPLICANT + PROJECT AMBITION

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AKOYA/BRUNSWICK PROPERTY PARTNERS

Brunswick Property Partners was established in 2016 and forms part of a larger impact-focused Scandinavian investment manager, Brunswick Real Estate. The focus of the business is London office and mixed use space, principally focused on flourishing neighbourhood locations where the firms invest to re-purpose and re-energise workplace assets. The firm has a keen focus on design-led, high quality projects where they provide flexible leasing structures in order to provide highly relevant space for smaller and independent businesses. The company is committed to high environmental and governance performance, with a landmark project to turn Lonsdale Road (NW6) into the first carbon net-zero street in the UK by 2030.

163-203 Eversholt Street was purchased in December 2021 and the client team have been exploring feasibility options aligned with the wider approach of refurbishing and celebrating the existing building. The refurbishment works are being developed inline with Akoya's ambitious ESG strategy - focusing not only on the inherent benefit of keeping the existing building, but also targeting key areas of energy performance and consumption.



SITE OWNERSHIP AND RELATED APPLICATIONS

163

183

203

The existing building comprises 3 addresses: 163, 183 and 203 Eversholt Street.

As elaborated on following pages the buildings operate as a holistic office scheme, with shared parking and cycling facilities in the basement of 163, but are otherwise independent in their entrances and office accommodation.

The Listed Building Consent and Planning Applications have been broken into separate documents for each address or element of external scope following pre-application discussions.

PROJECT BRIEF AND AMBITION

The core of the project brief, and elaborated throughout this document, is a desire to refurbish and celebrate the best parts of this existing building. Throughout its history it has had varying degrees of extension and refurbishment resulting in quite a piecemeal aesthetic internally. A lot of the existing features are no longer present and those that are sit aside poorer quality modern finishes. Some areas are in particularly dated condition with energy intensive lighting and ceiling tiles.

Our approach looks to take a holistic view of the entire site and curate the existing features as a core part of the design palette. New interventions are to take inspiration from the rich heritage and history while aligning the building for contemporary office use and demands.

REFURBISH + CELEBRATE



IMPROVE + ENHANCE



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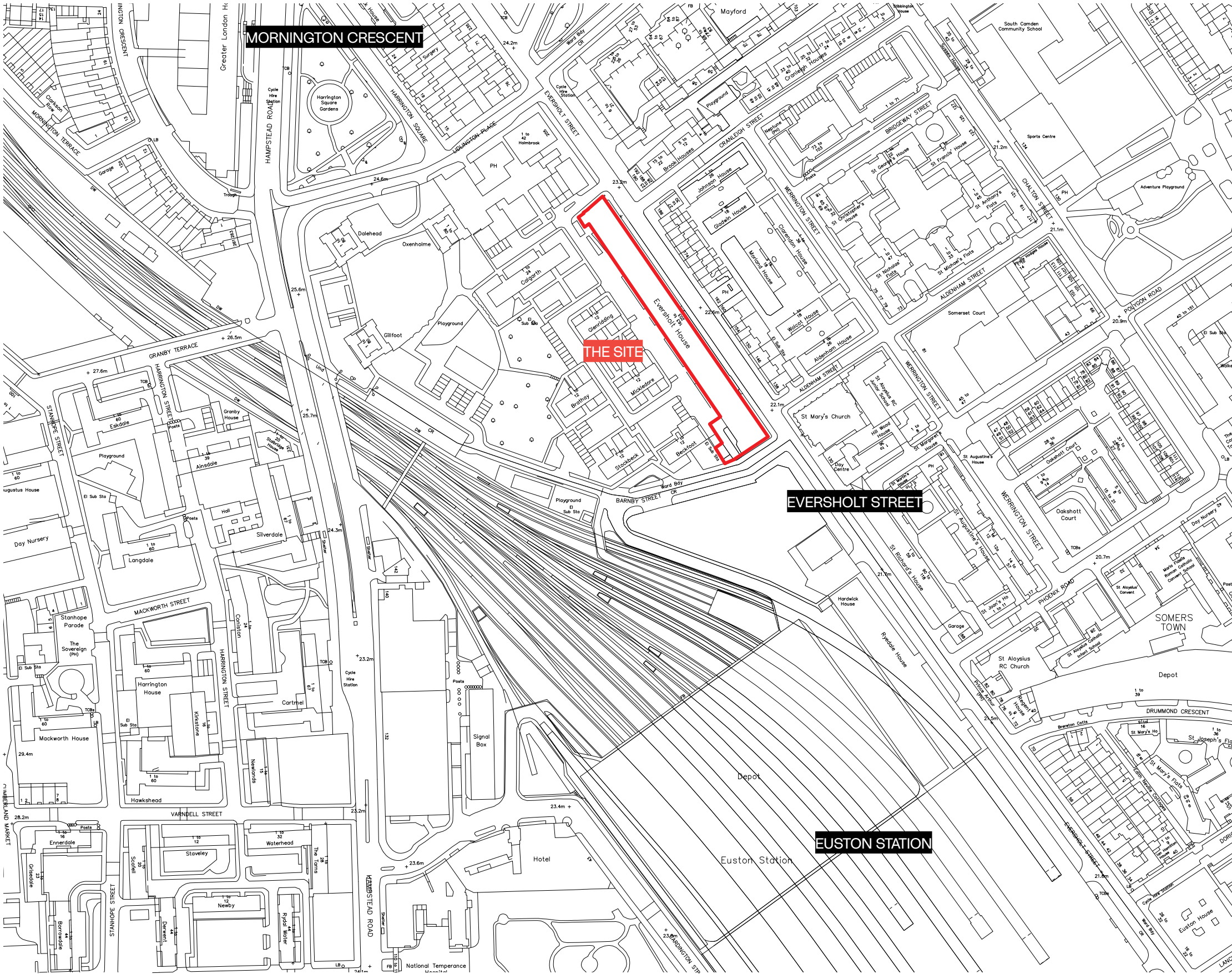
CONTEXT + SCOPE

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SITE LOCATION

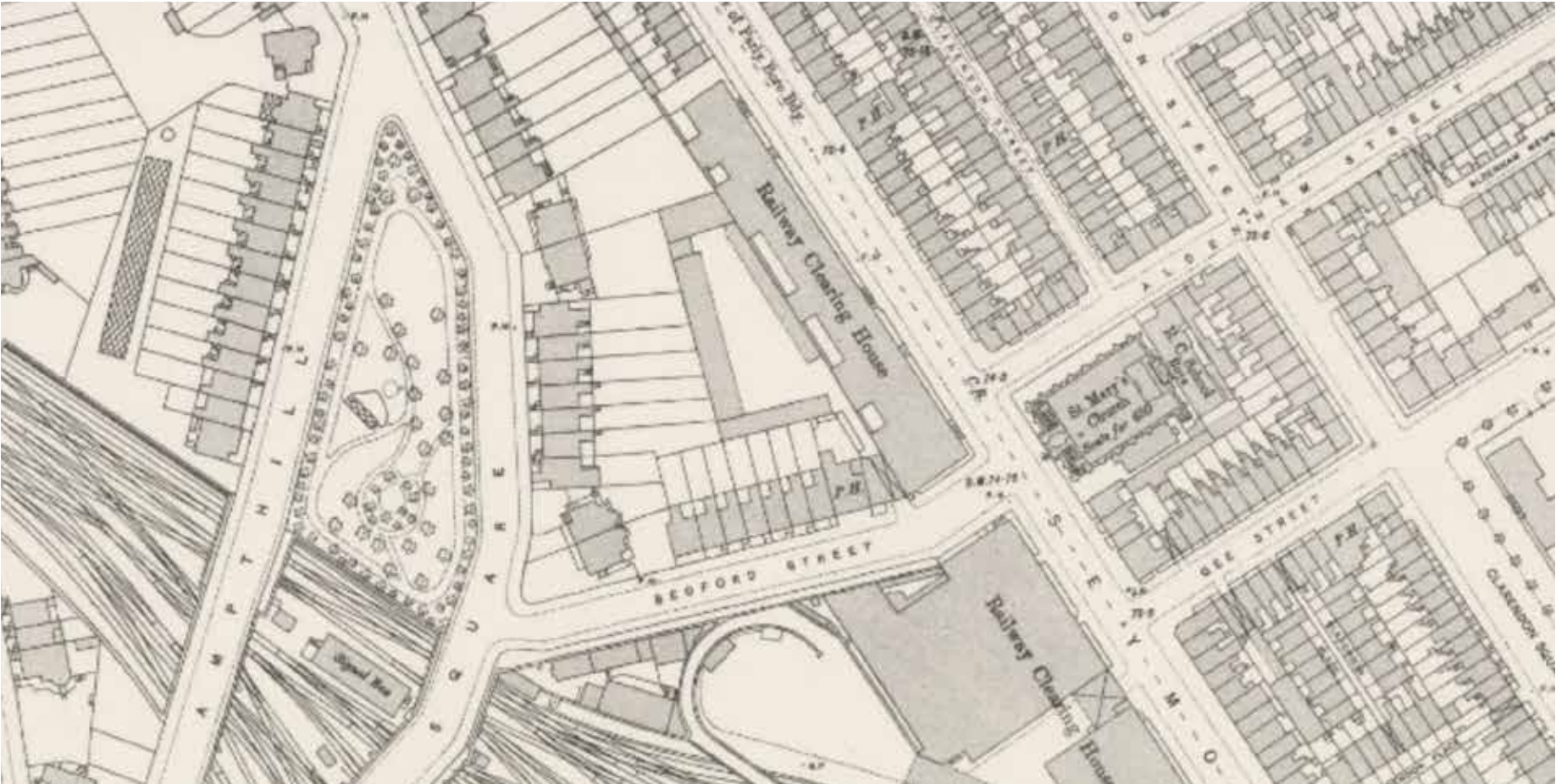
The site is located on the western side of Eversholt Street, close to both Euston Station (0.3 miles) and Mornington Crescent (0.3 miles)

The site benefits from excellent transport links, scoring 6a on the PTAL rating with Euston providing National Rail, London Underground and London Overground services. Mornington Crescent provides further London Underground Services. Within a short walk further national and international services are available at London Kings Cross + St Pancras. Euston Road to the south provides a significant number of bus routes across the City.



THE PAST | RAILWAY CLEARING HOUSE

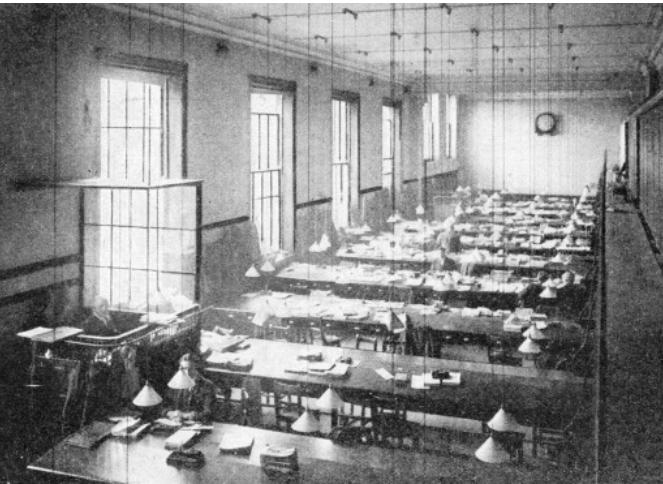
The site was initially built as the headquarters for The Railway Clearing House in 1849. The purpose of the RCH was to manage the allocation of revenue collected by the private railway companies for the conveyance of passengers and goods over the lines (or using the rolling stock) of other companies. In essence and practicality it became a site of arbitration between the Victorian Railwaymen as private railways grew and gained power through the industrial revolution.



Above | *Map of 1893 showing the original two buildings (163 + 183) before later expansion*

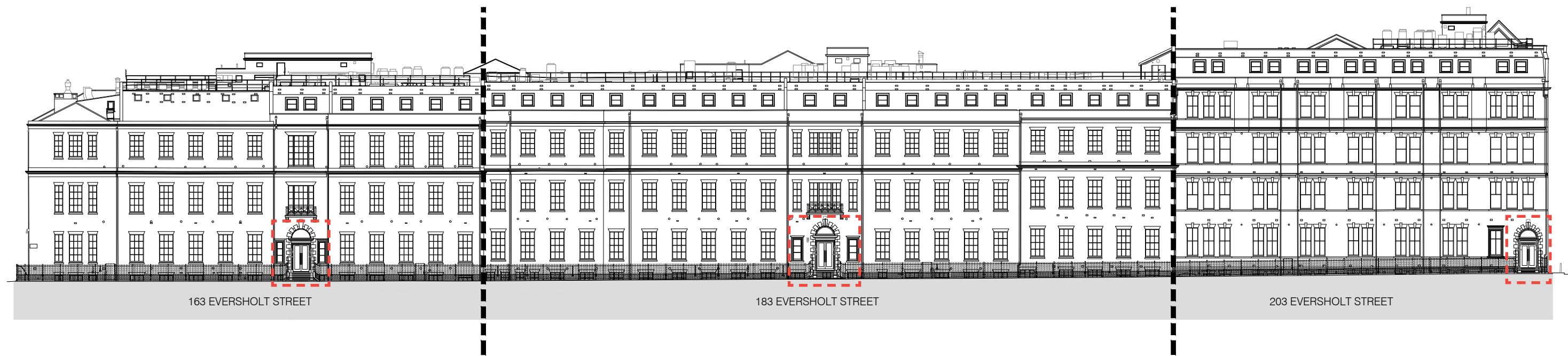
Left | *Early photo of the first block on Seymour Street, now Eversholt Street.*

Right | *Internal photos of office spaces in use as The Railway Clearing House.*



SIGNAGE AND LIGHTING SCOPE

The scoping drawing facing illustrates the locations of the proposed signage and lighting improvements



EXISTING EXTERNAL SIGNAGE APPROACH

The existing signage approach for the building was approved in application ref 2016/1172/A - with the introduction of White lettering on black sign with painted black metal hanging bracket.



EXISTING EXTERNAL SIGNAGE AND LIGHTS | 163

Each of the building entrances has a similar approach to signage, lighting and external finish.



Hanging Metal Sign - black with white number

Small building number on entrance detailing

Entry Call Point System

Street lighting to steps

Ad hoc building management signage



EXISTING EXTERNAL SIGNAGE AND LIGHTS | 183

Each of the building entrances has a similar approach to signage, lighting and external finish.



Small building number on entrance detailing

Hanging Metal Sign - black with white number

Street lighting to steps

Ad hoc building management signage



EXISTING EXTERNAL SIGNAGE AND LIGHTS | 203

Each of the building entrances has a similar approach to signage, lighting and external finish.



Hanging Metal Sign - black with white number

Small building number on entrance detailing

Street lighting to steps

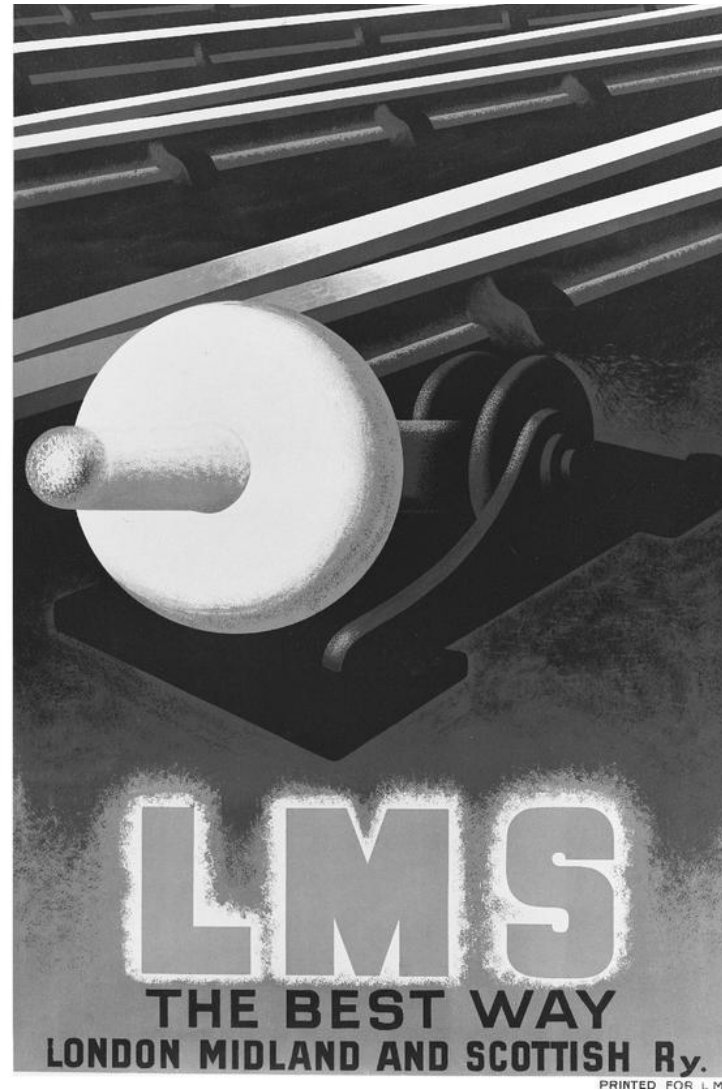
Ad hoc building management signage



CONCEPT INFLUENCES | HERITAGE ECLECTIC

The eclectic mix of signage, as captured in the facing images, provides an excellent backdrop for building a brand for the building both internally and externally.

Calling on historic references but applying a contemporary take on the approach allows the building to sit comfortably within its heritage context whilst appealing to incoming tenants.

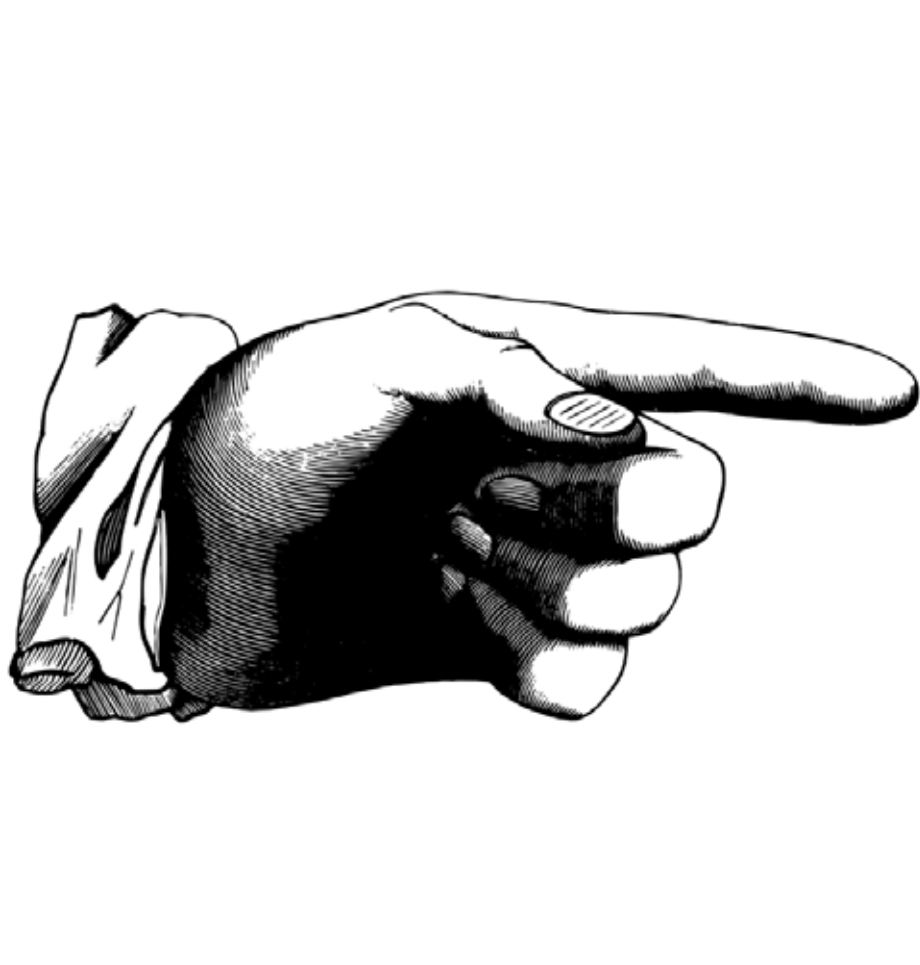


CONCEPT STRATEGY



EXISTING STREET FACING

'UTILITY'



The concept proposal for the improvement to signage considers how to add a similar richness as applied internally, understanding the limitations of the heritage facade. By adding appropriate richness and colour the signage can instantly be lifted and more attractive to both users of the building and the general public passing by.



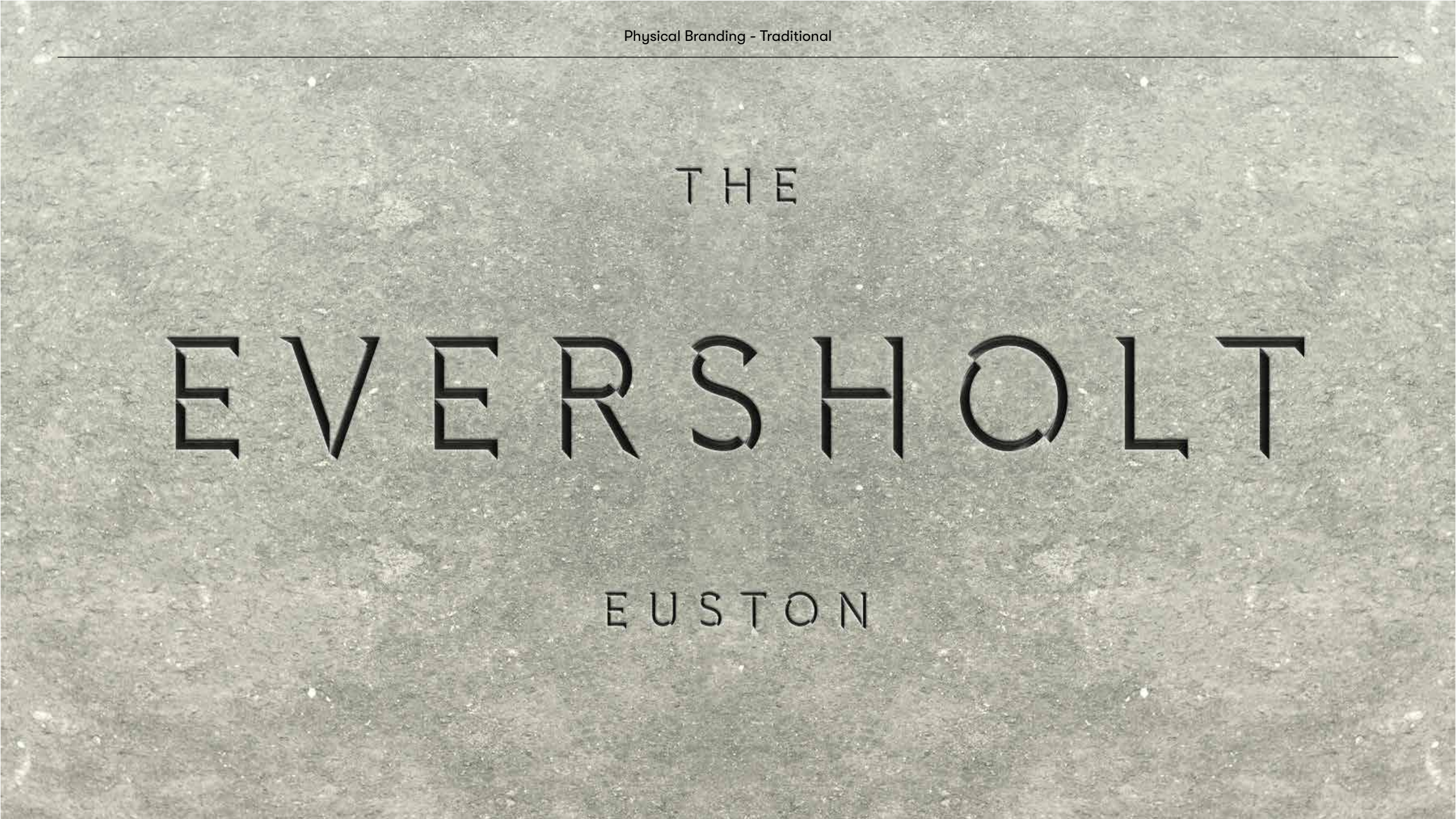
CONCEPT STREET FACING

'HERITAGE RICHNESS'

NEW BUILDING BRAND

As part of the new ownership, the Client is rebranding and marketing the building as 'The Eversholt' - consolidating the three addresses into a single outward facing brand, while operationally the building's will retain their entrances etc.

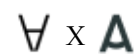
The new typeface takes inspiration from the 3-dimensional nature of the heritage signage, applying a modern take by highlighting only one side of the impression.



CONCEPT APPLICATION



The adjacent drawing illustrates the proposed changes to the entrance signage.



EXTERNAL LIGHTING OPPORTUNITY

Marking the entrances with carefully considered heritage up lighters would enhance the prestige of the front elevation and not detract from the austere detailing of the facade.

The proposal is to integrate soft uplighting from below within the lightwell area to conceal the fitting and provide a supplementary glow to the orb street lights either side of the steps. Previously uplighters were approved to the lightwell area under application ref. 2017/3598/P.

There is equally a significant security and safety benefit of this approach. The building lacks direct active frontage due to the raised nature of the ground floor and the long elevation can become particularly dark during winter months. The soft lighting around the entrances accented will aide wayfinding throughout the asset.



163 Reception Entrance

183 Reception Entrance

203 Reception Entrance

EXTERNAL LIGHTING OPPORTUNITY

The uplighters will be located below street level to avoid cluttering the elevation and entrance. The soft background glow against the entrance door will not detract from the architectural detailing - rather highlight on the long elevation the 3 principle entrances to aide wayfinding and security.



Left | Example of soft recessed glow lighting on heritage building

Right | Proposed recessed location of light fitting below street level



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SUMMARY

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SUMMARY

In summary, the design approach presented within this design document seeks to:

- carefully improve the external signage and lighting to align with the wholesale improvement internally and refresh the tired building brand to attract new tenants to the area. It will additionally act to enhance the safety and security of the 3 primary entrances where there is limited active frontage.





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