

03 Contextual analysis

Site approach & Street scene

Site approach & street scene

The site sits along the north of Regis Road, from which the existing service yard is accessed. The access point is positioned to the east end of the plot. Traffic into and out of the site is likely to be from and to the east as Regis Road only provides local access to the west.

Pedestrian walkways are provided along both sides of Regis Road, with the walkway along the southern side providing better accessibility as it has fewer cross overs.



Westbound site approach along Regis Road



Site, partially obscured by the existing trees, as seeing from Regis Road from the east



Westbound site approach further along Regis Road



View of the site access in the foreground and the existing building



Eastbound site approach along Regis Road



Site as seeing from Regis Road from the west



Key map

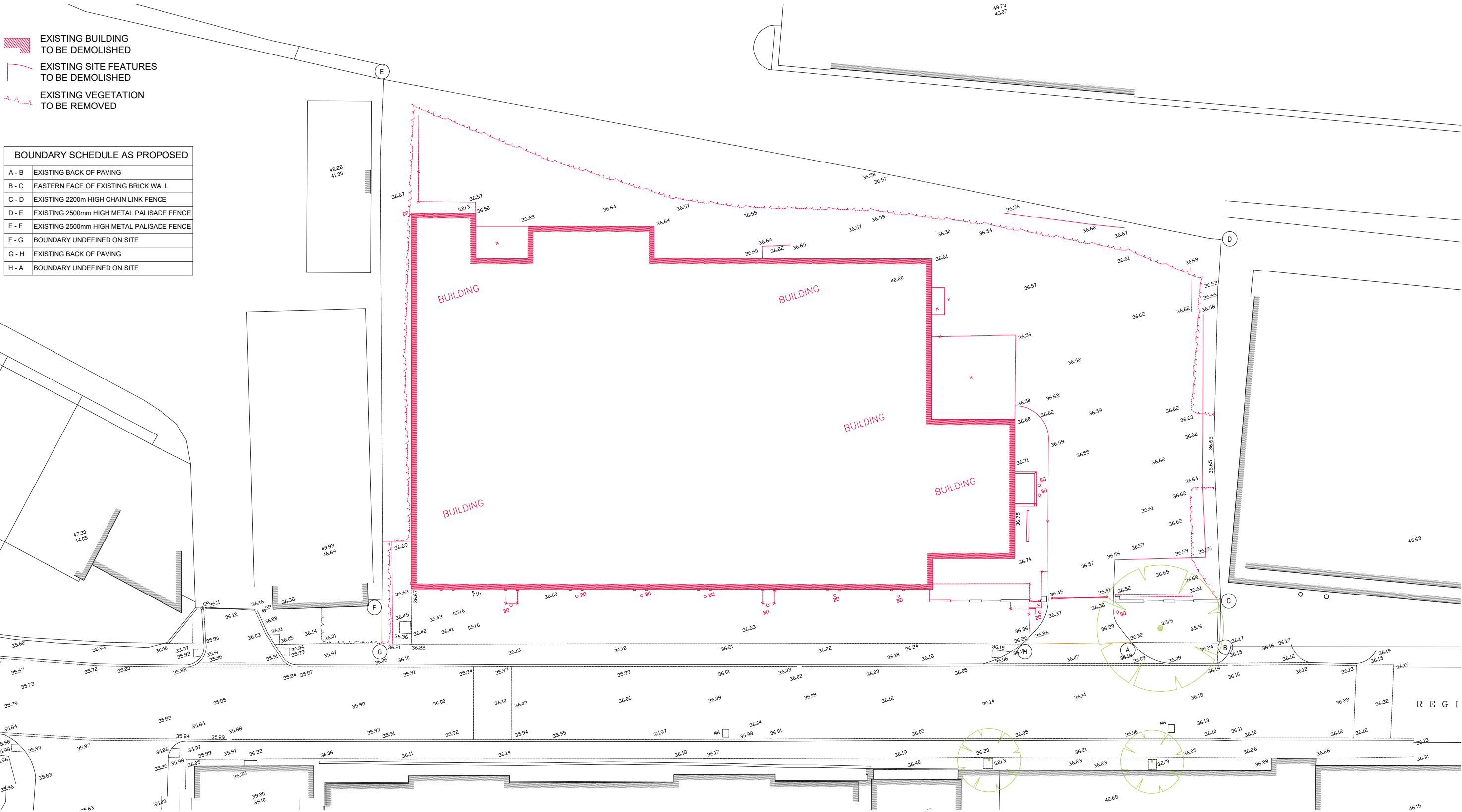
04 Evaluation



04 Evaluation

Site plan as existing

Site plan as existing



04 Evaluation

Site photographs

Site photographs

The site is occupied by a building dedicated to warehouse and office uses and is subject to a short term let.

A number of key elements of the building envelope, including its main roof, high level metal cladding and fenestration are in poor condition and approaching or already beyond their useful life.

The site itself has suffered from poor maintenance over the years with the overgrown vegetation along the boundaries, poorly maintained paths and external MEP equipment evidencing this.



Key map



Palisade fence and vegetation along Eastern boundary and adjacent building behind



East elevation of existing building and external fenced area



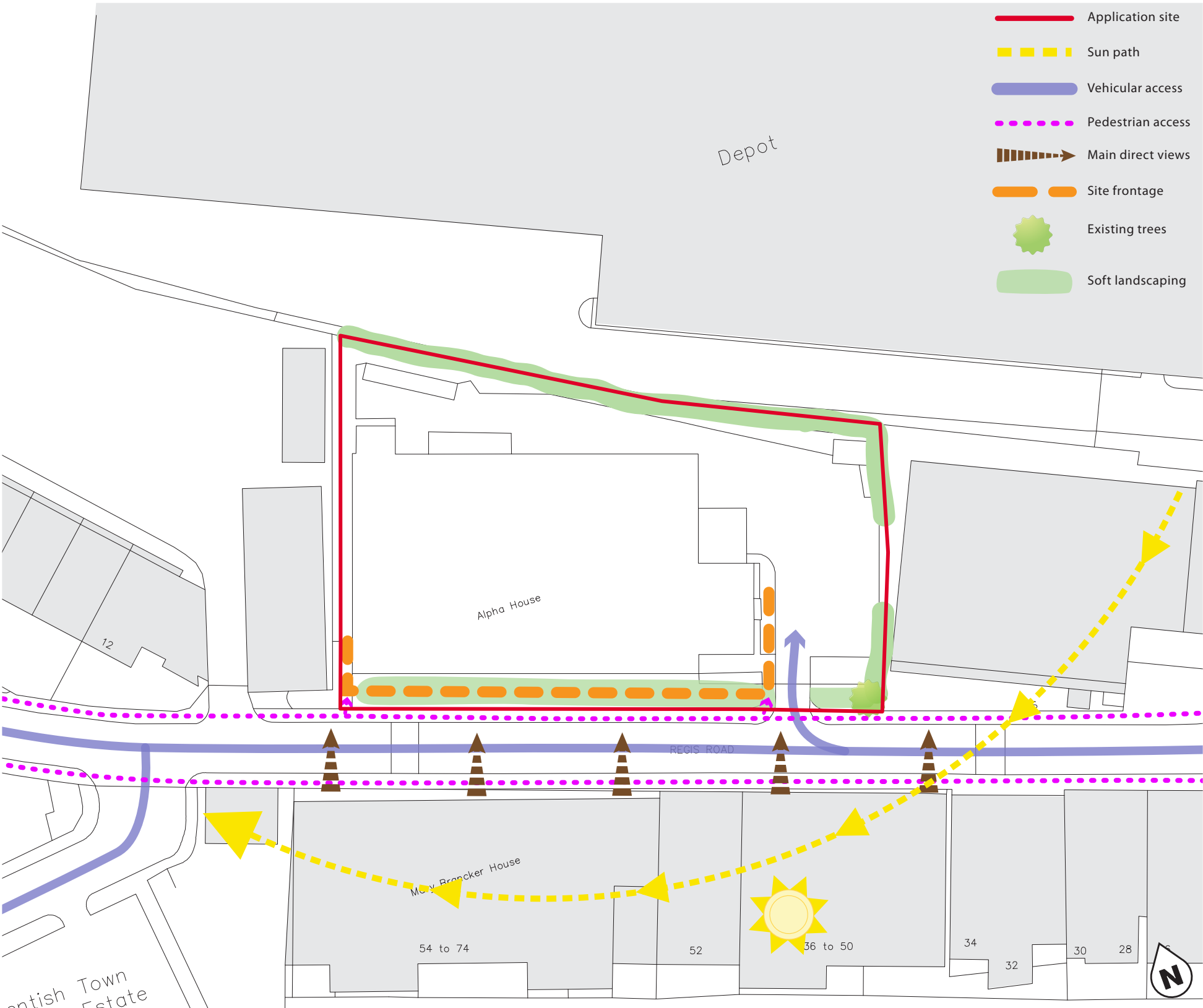
Western boundary and maintenance footpath adjacent office block



Site and north boundary hidden by self seeded vegetation as seeing from the east boundary

04
Evaluation
Site analysis | Opportunities and constraints | Evaluation

Site analysis



Site analysis diagram

Opportunities & Constraints

As highlighted in the site analysis diagram, one of the main opportunities linked to the redevelopment of the site is enhancing the frontage to Regis Road. Looking at the existing building, this becomes an obvious opportunity as does introducing a higher level of active frontage. This will improve passive surveillance and enhance the visual environment along the road.

The presence of land uses to the north, west and east that are not sensitive to daylight and sunlight issues creates an opportunity for additional height, whilst the existing residential and student accommodation directly south, across Regis Road, represent the most direct constraint as these present daylight and sunlight rights. This has been a key factor in determining an appropriate height for the proposed building.

The full redevelopment of the site provides the opportunity for a replacement building of much higher architectural quality.

From a highways point of view, the narrow nature of Regis Road is a constraint and will determine what kind of vehicles can access/ egress the site.

The existing tree to the east of the site entrance and its associated root protection area is an additional constraint as it will limit the works that can take place in this part of the site.

Redeveloping the scheme will also provide the opportunity to enhance the sustainability and biodiversity of the site and ensure its long term contribution to the local built environment.

Evaluation

Redevelopment proposals could significantly improve the quality and character of architecture within Regis Road, and optimise the use of the site. Regis Road could also benefit significantly from a quality landscaping scheme.

04 Evaluation

Layout principles

Layout principles

Looking at the opportunities and constraints and site analysis diagram the main design principles start to become apparent.

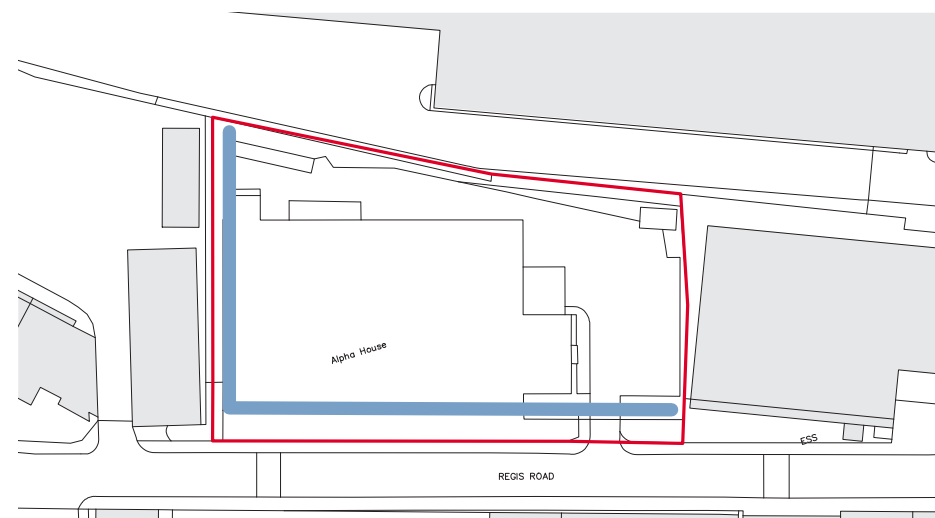
Giving the site a strong and well articulated built frontage along Regis Road is an obvious decision from a townscape and urban design perspective which also unlocks the opportunity to create a new visual identity for the site. This principle also applies to the western elevation, which may or may not become visible to the emerging redevelopment proposal to the west.

Introducing a strong landscape feature along Regis Road will also improve the visual enhancement of this local route.

From a highways design point of view, the existing relationship with Regis Road remains as existing with the only point of access and egress retained. The site itself could be redeveloped to accommodate servicing via artic lorries, but as Regis Road is a narrow street, the vehicular access would need to be widened to allow this type of vehicle to turn in and out of the site. This would have a substantial impact on the existing root protection area of the existing tree to the east of the site entrance and would ultimately impact its health and stability. To avoid this, the largest vehicles accommodated in the scheme will be 10m rigid vehicles, which will allow us to retain and reuse the existing site access largely in its current configuration.

The built form is positioned to the west and the service area to the east, allowing for the retention of the existing access point and maximising the footprint of the proposed building.

Additional opportunities to increase biodiversity will be explored along the north boundary, east boundary and roof.



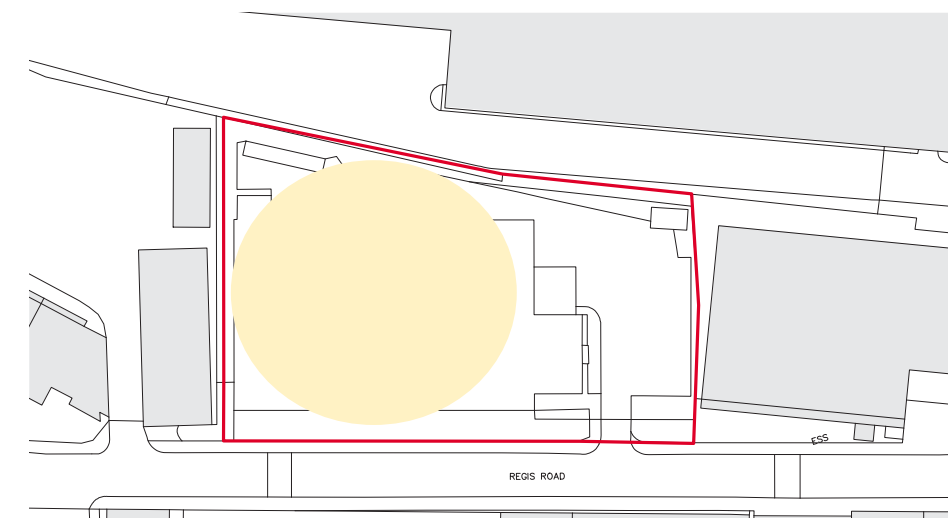
Strong frontages to Regis Road and plots subject to future masterplan



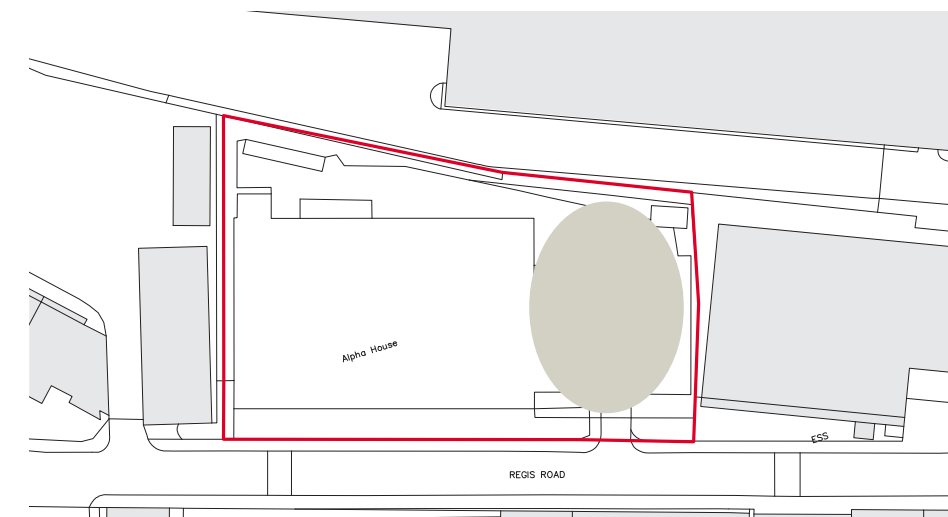
Improve Regis Road soft landscaping facilitating visual link to potential future open space



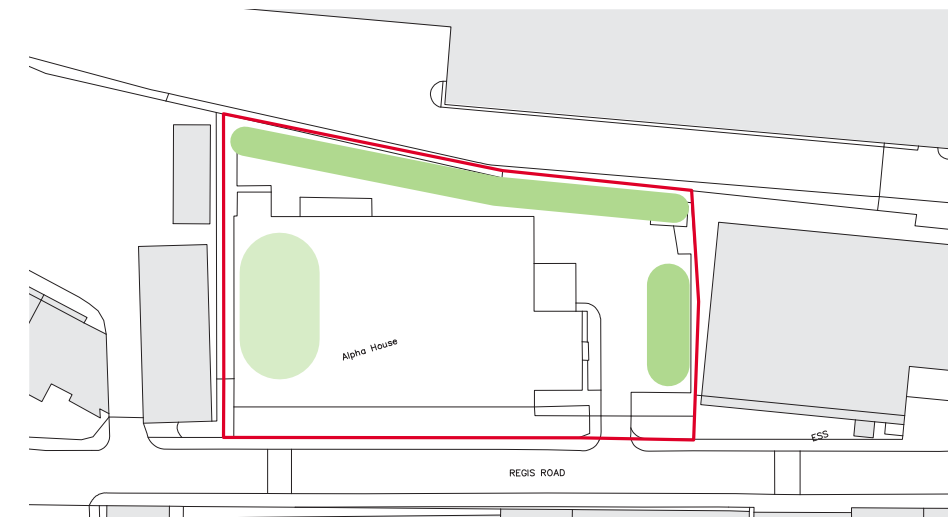
Retain vehicular access to/ from Regis Road to protect existing tree



Position massing strategically to maximise built form whilst retaining existing access



Position proposed service yard similarly to existing arrangements



Maximise opportunities to increase biodiversity site contribution, including green roof

04
Evaluation
Layout strategy

Layout strategy

The proposed building will sit in a similar position to the existing, on the west side of the site, but will maximise the floor plate by pushing the rear elevation to the northern boundary.

The vehicular access will also remain in a similar position to the existing as well as the service yard.

The flexi-office accommodation will sit at first and second floor levels and will activate the frontage onto Regis Road. The glazing for the flexi-office accommodation and additional glazing on the southeastern corner of the block as well as the western elevations will introduce articulation and visual interest along Regis Road and to the west.

The site is proposed to be redeveloped into a five storey block, a lower height than that of nearby blocks to the south of Regis Road.

Along Regis Road, the pedestrian environment and amenity is improved with an enhanced band of soft landscaping. Further landscaping is proposed to the north and east elevations (as well as a green roof) in order to increase the biodiversity contribution to the site.

- Maximise opportunities to increase soft landscaping and biodiversity
- Main storage area maximising western section of the site
- Service yard
- Flexi-office accommodation along Regis Road introducing active frontage
- High quality elevational treatment to prominent frontages
- Improved soft landscaping along Regis Road to increase visual and environmental amenity
- Direct pedestrian accesses from Regis Road
- Location of vehicular accesses retained in existing location



Proposed layout strategy diagram

04 Evaluation

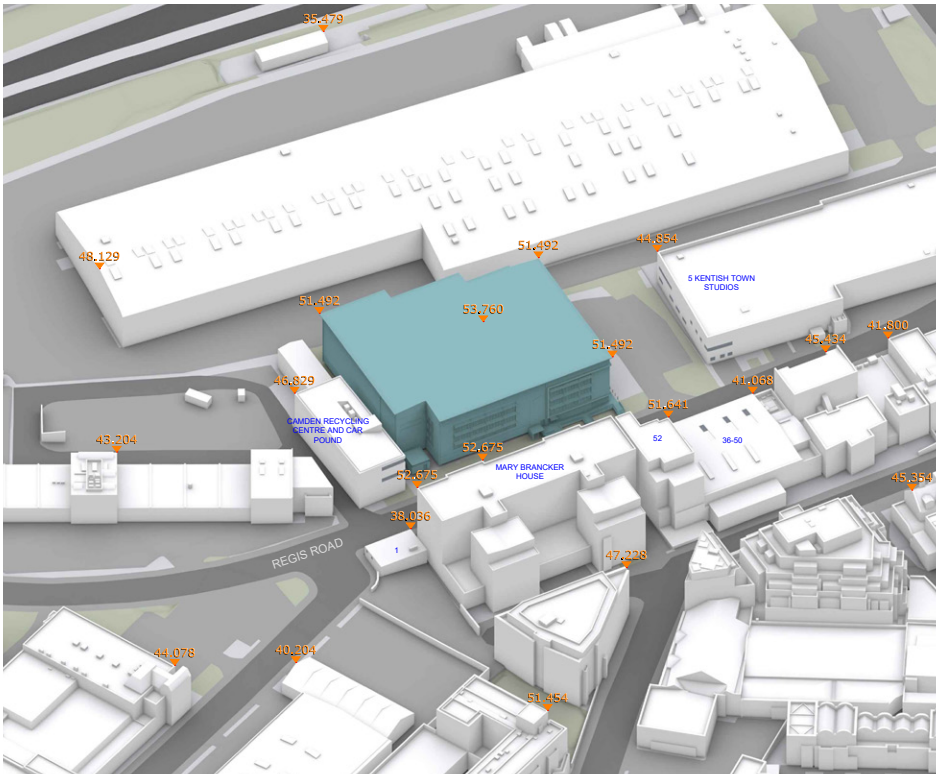
Massing strategy

Massing strategy

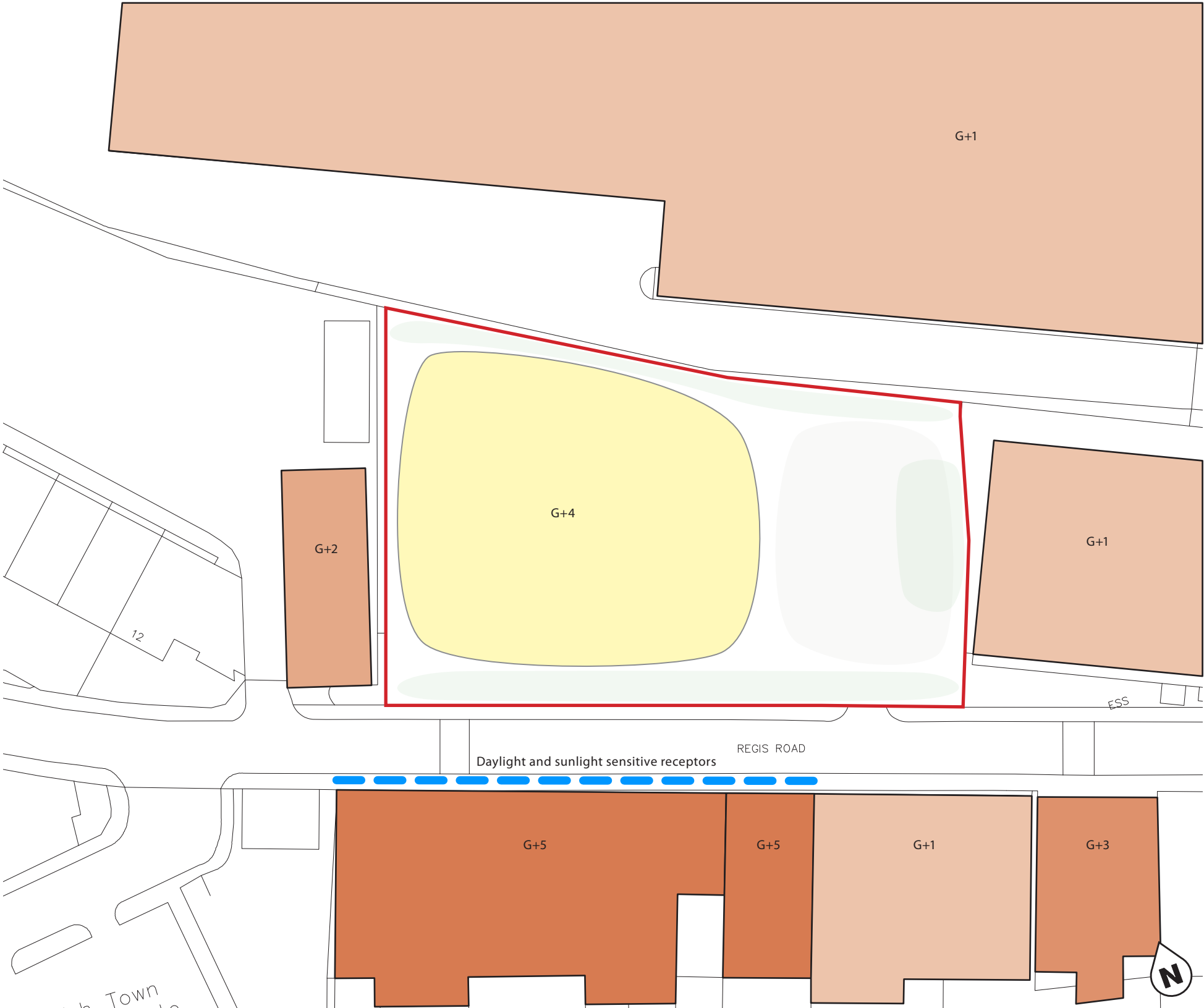
The massing has been carefully developed to ensure an appropriate relationship with nearby buildings.

To the north, east and west, the existing buildings are not sensitive to daylight and sunlight matters. Conversely, the buildings to the south are, therefore this relationship is a key factor in setting the overall massing of the proposed building.

In urban design and townscape terms, the proposed building would sit well within the context with its G+4 height being an intermediate height between the G+1 industrial buildings to the north and east and G+5 residential and student accommodation to the south.



Daylight and sunlight massing model by GIA



Proposed massing diagram

05 Design Development

05 Design Development

Planning pre-application stage | Planning officer's response | Site layout at pre-application stage

Planning pre-application stage

The scheme presented at planning pre-application discussions reflected some of the design principles in the previous pages, although some of these were incorporated after this initial design stage.

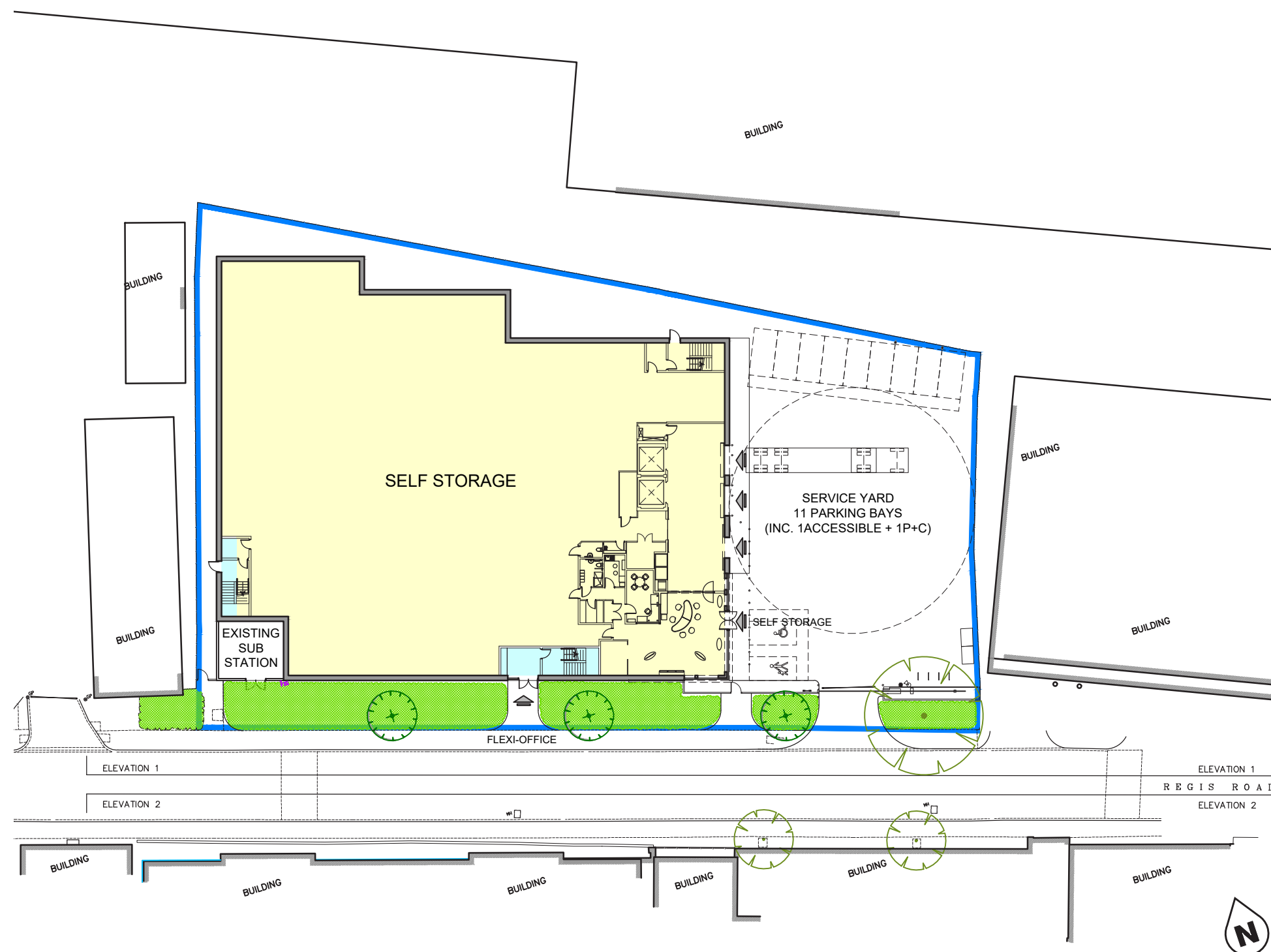
Planning officer's response

Due to the site being included in the Kentish Town Regis Road development area, detailed feedback on the proposals was not provided as they were interpreted only as interim development, outlining instead that the proposals would not be supported as it would likely prejudice the comprehensive redevelopment of the Regis Road Growth Area.

Other key points to note in the written response are as follows:

- The aim of the Kentish Town Framework is to achieve a comprehensive mixed-use employment-led redevelopment for the area, focused on industrial floorspace (Use classes B1c, B2, B8 and sui generis of a similar nature) whilst considering an appropriate amount of supporting office uses (B1) in suitable locations.
- The current building operates as storage and distribution and office.
- There is no adopted masterplan for the area and it is unclear whether the proposed development would block potential access, or expand in a location incompatible in a mixed-use environment.
- As part of further development of the site you would need to demonstrate that the existing building cannot be retained, improved and reused in a way that resources are optimised efficiently. A Condition and Feasibility Study should be undertaken to appreciate if the existing building has potential to be reused.
- As part of the Whole Life Carbon Assessment for the new structure, it should be demonstrated how passive design measures have been adopted into the design of the scheme from the outset. The energy strategy for the building should be based on renewable energy and electricity.

Site layout at pre-application stage



Pre-application proposals ground floor site plan

06

Design

Use | Proposed site layout

Use

The building will be split into two different land uses and planning units comprising self-storage (Class B8) and flexible office space (Class E(g)(ii)) at first and second floors, providing active frontages along Regis Road. The self-storage space will be available to business and domestic customers, with the sizes of the individual storage units providing extensive flexibility and varying depending on storage space requirements.

The flexi-office portion of the proposals are designed as affordable and flexible space well suited to start-ups and small companies in need of flexibly let spaces and affordable prices. In many instances these customers combine their office space needs with additional storage within the main body of the building.

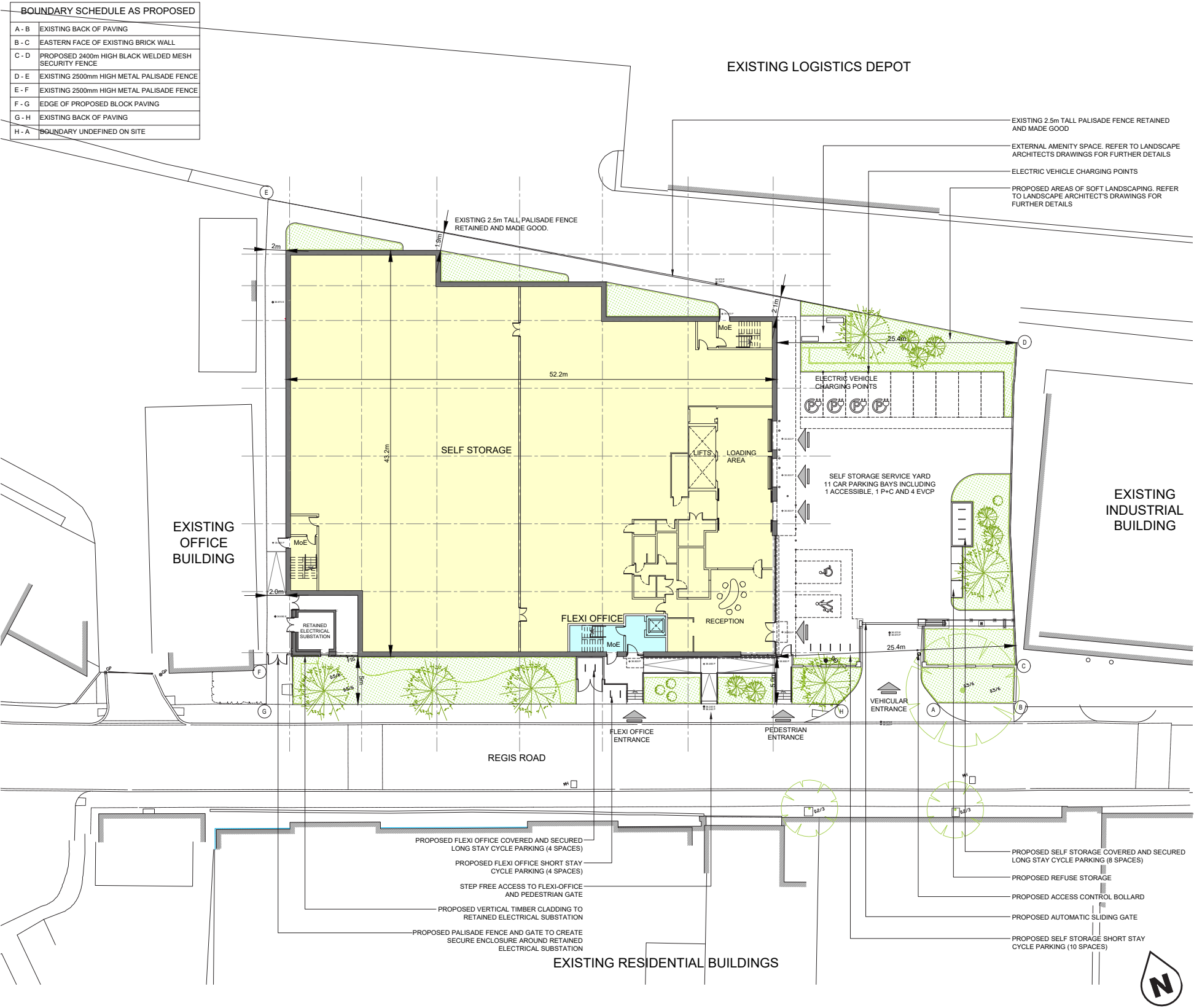
The flexi-offices are provided with ancillary accommodation in the form of showers, toilets, utility areas and kitchenettes.

A customer reception area and additional ancillary accommodation (shower, toilets, utility area, staff kitchen and a manager's office) are proposed within the self storage building.

As previously outlined, soft landscaping is a crucially important feature of the proposals as they ensure the scheme strengthens the biodiversity of the area. With the enhancements to the Regis Road verge featuring high quality landscaping including new additional trees, additional landscaping introduced to the north and east elevations and the proposed green roof, the proposals greatly improve the biodiversity of the site.

The existing electrical substation is proposed to be retained and recladded with the proposed building avoiding its footprint to minimise potential disruption.

Proposed site layout



06

Design

Amount | Scale & massing | Proposed floor plans

Amount

The proposed scheme provides self storage and flexi-office uses, with the storage facility providing 1,881m² of permanent floor space at ground floor level and 1,640m² of permanent floor space at second floor level, amounting to a total of 3,521m² GIA. With the introduction of demountable mezzanine, there is potential to increase the total floor area dedicated to self storage to 8,997m² GIA.

A total of 566m² GIA of flexi-office is provided at first and second floor levels, accessed via a dedicated ground floor access lobby.

Cycle parking facilities are provided for short term and long term visitors for both the storage use and the flexi-offices. Covered and secured cycle parking conveniently located within the service yard and next to the flexi-office entrance will be provided to encourage sustainable modes of transport. 8 long stay cycle parking spaces are provided for the self storage use, whilst 4 are provided for the flexi-office. And additional 4 short stay cycle parking spaces are provided for the flexi-office and 10 for the self-storage.

11 car parking spaces are provided which ensures enough provision for operational requirements. Accessible and parent and child parking will be located outside the main reception. EVCPs will be provided for four parking bays with passive provision for the rest of car parking spaces.

Scale & massing

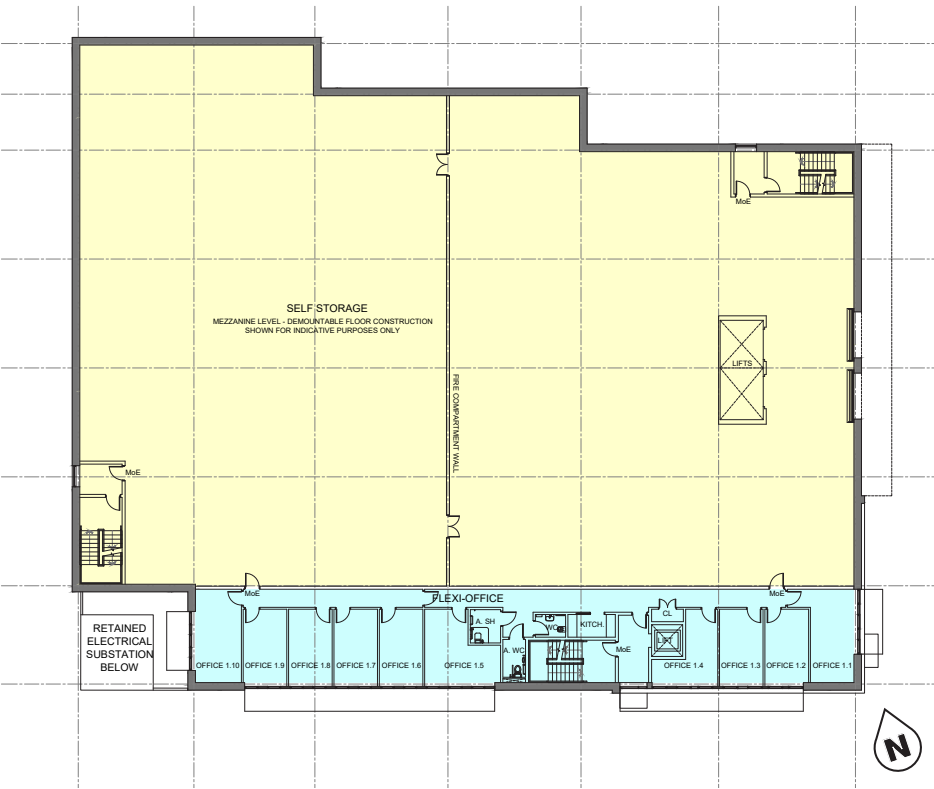
The building is designed as a five storey block, an appropriate height in the existing context, slightly lower (1.7m) than the buildings directly opposite, across Regis Road. The proposed eaves sit 14.7m above the proposed ground floor level and approximately 15.3m above street level, whilst the existing buildings are approximately 17m high.

The overall massing is divided into distinct sections to create a level of articulation in keeping with the existing context.

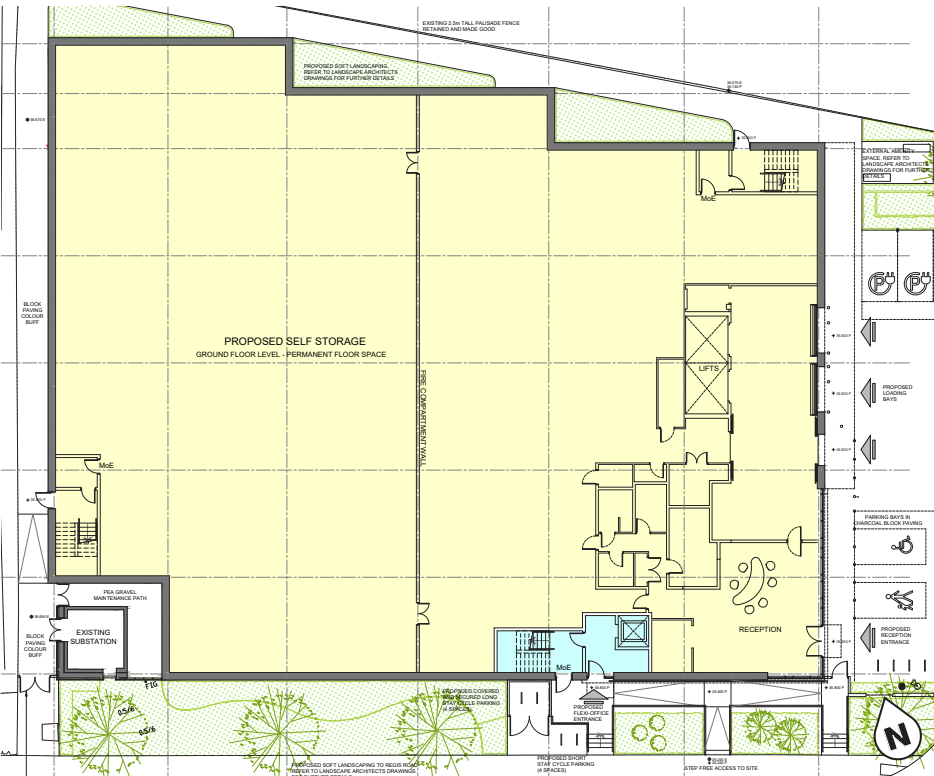
Whilst the ground and top floors provide continuity as a brick plinth and light grey metal cladded frieze, the main body of the building is articulated into various elements.

The frontage facing Regis Road is divided into two partly cladded and partly glazed boxes providing a good level of active frontage along the elevation. The west elevation is also articulated with the same design approach, replicating the box on the southwest corner of the building. This provides a good level of articulation in the event of the future open space being introduced as part of the new masterplan.

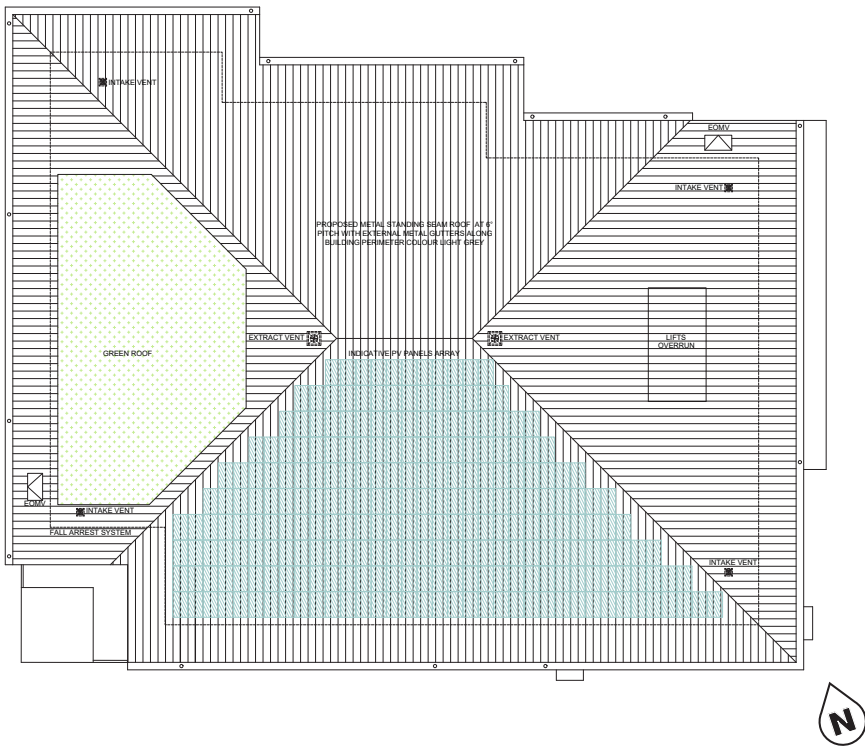
Proposed floor plans



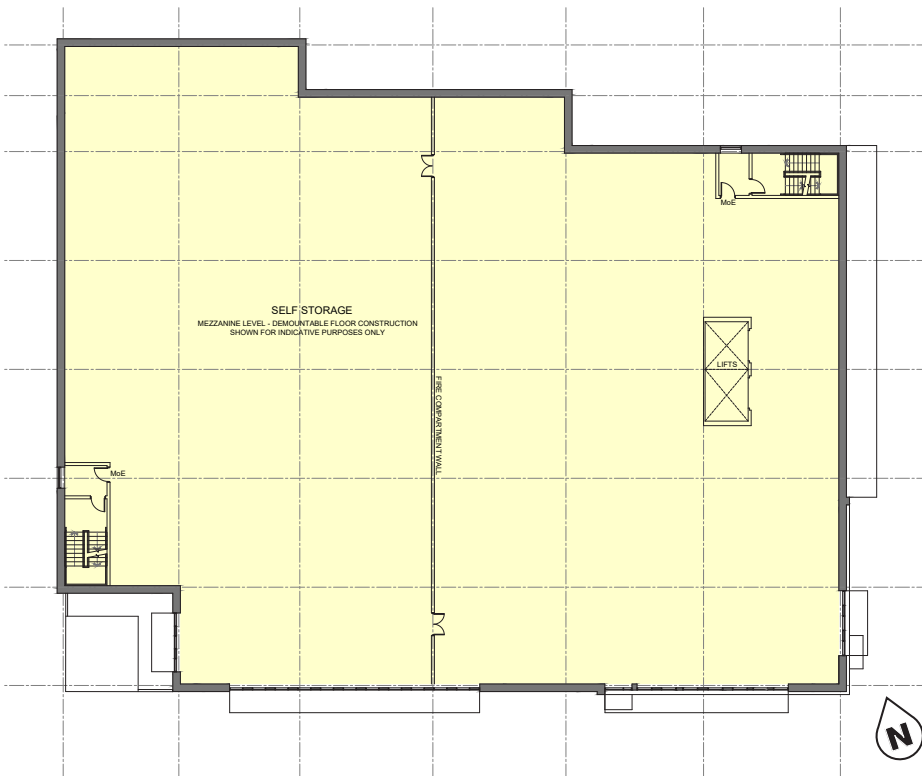
First & Second floor plans



Ground floor plan



Roof plan



Third & Fourth floor plans