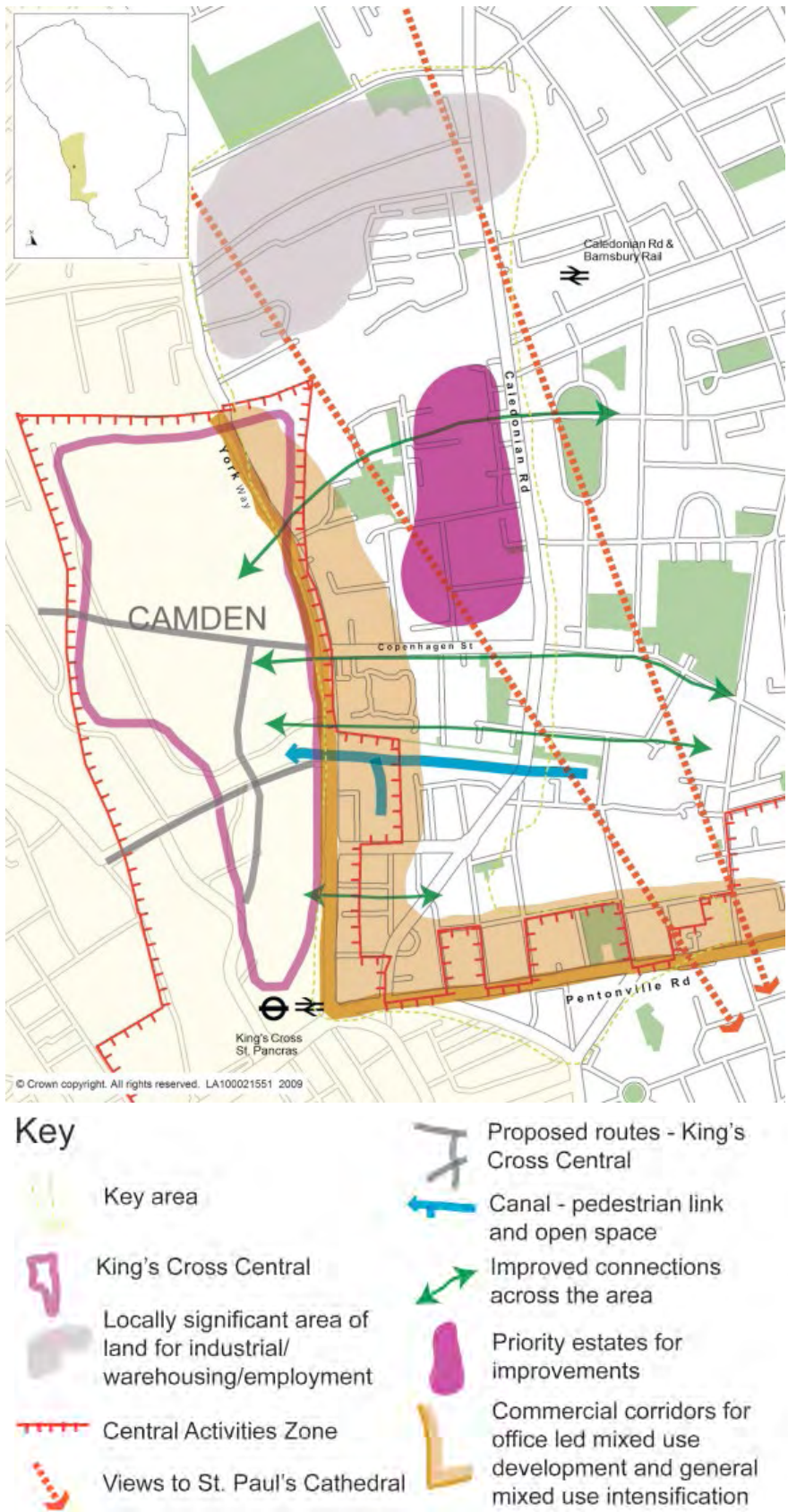


4.1 Key Local Planning Policy Issues

King's Cross - Excerpt from Core Strategy, February 2011



Current and emerging planning policy supports hotel development within the Kings Cross area and mixed-use development on the site. Redevelopment should be designed to enhance the Conservation Area and wider heritage setting. Design Principles developed for the site, described in section 5.2, respond to these policy requirements:

This site is located within the Central Activities Zone (CAZ) and located within the King's Cross Opportunity Area.

Development Management Policy DM 28: Hotels and Visitor Accommodation:

- Promotes hotels and other visitor accommodation in areas within the Central Activities Zone that are in close proximity to national rail hubs.

London Borough of Islington Hotels Study:

- Identifies King's Cross as a potential hotspot for budget, 4 star and lifestyle hotels.
- The area adjacent to King's Cross is considered a key location which should be considered for future hotel provision.

Site Allocations Site KC3, 62- 68 York Way:

- Identifies the site as suitable for mixed use redevelopment, with uses compatible with the Central Activity Zone.
- Supports active uses at ground floor level.
- Requires development which responds to the rhythm, scale and proportions of the existing street frontages.
- Seeks to maximise the potential of the site and enhance the conservation area and wider heritage setting.

Core Strategy Policy (Feb 2011) CS9: Protecting and Enhancing Islington's Built Historic Environment:

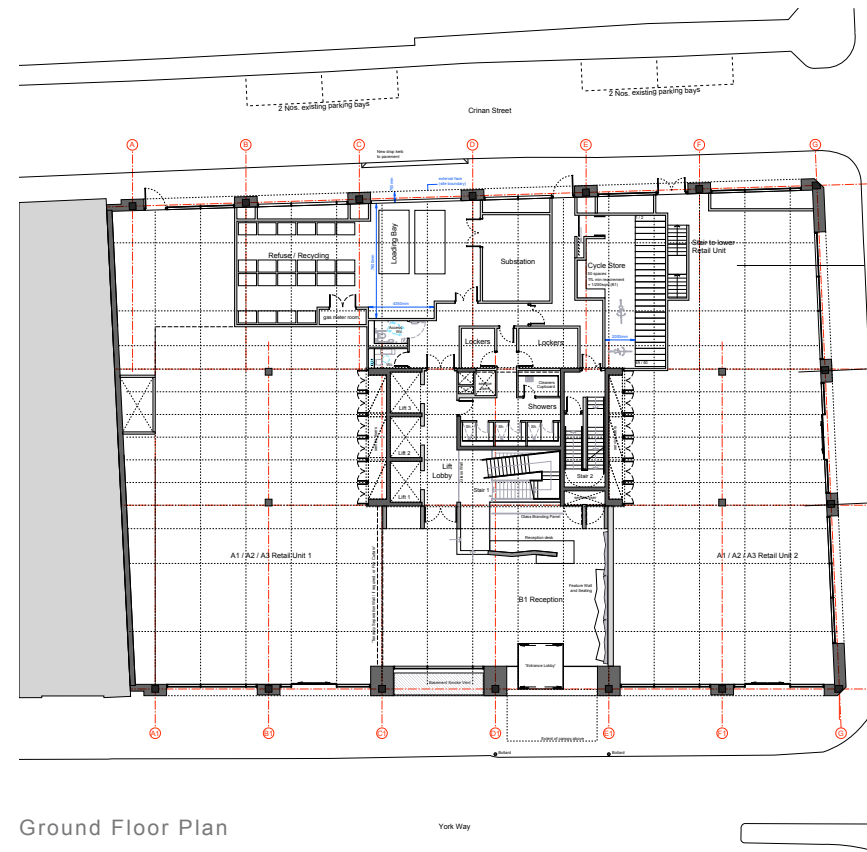
- Promotes a perimeter block approach, sympathetic in scale and appearance and complementary to the local identity.
- Requires coherent street frontages with new buildings fitting into the existing context of facades.

A detailed assessment of key planning policy issues relevant to this application is included within the accompanying Planning Statement.

4.2 The Existing Planning Permission



Visualisation of Previously Permitted Proposals



Ground Floor Plan

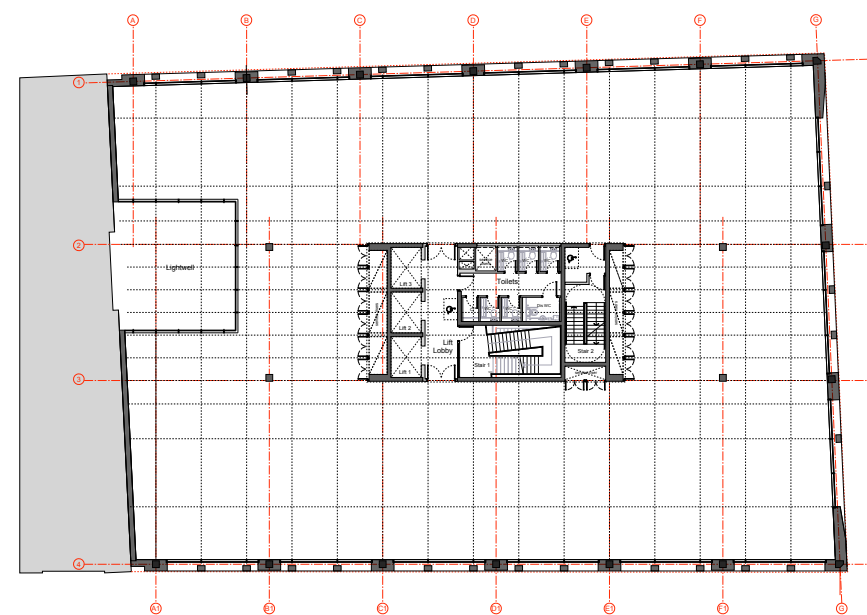
The adjacent images show the previously permitted office scheme on the site.

Planning permission was granted in September 2008 following an appeal, though has not been implemented.

Application Reference: APP/U5570/A/08/2062599.



West Elevation



Second Floor Plan

5.0 DESIGN INTENT

The following section outlines the aspirations of the applicant, Whitbread Group PLC and sets out the initial project brief.

In parallel with the requirements of the brief, a set of key Design Principles, informed by the various studies of the existing site and surrounding context, are set out.

5.1 The Brief - hub by Premier Inn



Concept Image of a typical hub reception and seating area
Concept Image of a typical hub restaurant and dining area



5.1.1 The Client - Whitbread Group PLC

Whitbread Group PLC is the leading hotel operator within the UK. They offer a range of hotel accommodation under a variety of household names and are committed to a positive development programme.

5.1.2 hub by Premier Inn

With an increasing demand for compact, low cost accommodation in the UK, for both tourism and business, Whitbread Group is launching a new hotel brand to complement the existing Premier Inn brand, entitled 'hub by Premier Inn'.

This new hotel format will provide new high quality, compact, contemporary and affordable hotel accommodation. The hotel will offer a high standard of design throughout, from the welcoming and user friendly reception and modern cafe / restaurant area to the bedrooms above.

Whilst smaller than a standard Premier Inn bedroom, room features will include large flat screen televisions, WiFi and AV connectivity, air-conditioning.

It is intended that the proposed hotel at 62 to 68 York Way will become the flagship of this new hotel format, offering employment opportunities for front of house, catering and support staff.

5.1 The Brief - hub by Premier Inn



Concept Images of a typical hub bedroom



5.1.3 The Brief

The proposed scheme is for the provision of an efficient, sustainable and contemporary hotel providing approximately 400 bedrooms with ancillary spaces providing front of house reception, meeting rooms and food and beverage offerings, and associated service facilities.

Independent retail space is to be provided at Ground Floor along the main building frontage.

Design requirements include:

- The design is to be modern and of high quality, complementary to the historic local character.
- Provide a dedicated hotel entrance along Wharfdale Road.
- Include meeting rooms at Ground Floor level.
- Provide an attractive urban realm, creating a welcoming environment.
- Provide a hotel for non-carborne guests / travellers.
- Achieve the highest possible sustainability credentials.
- Incorporate at least 10% DDA accessible bedrooms.

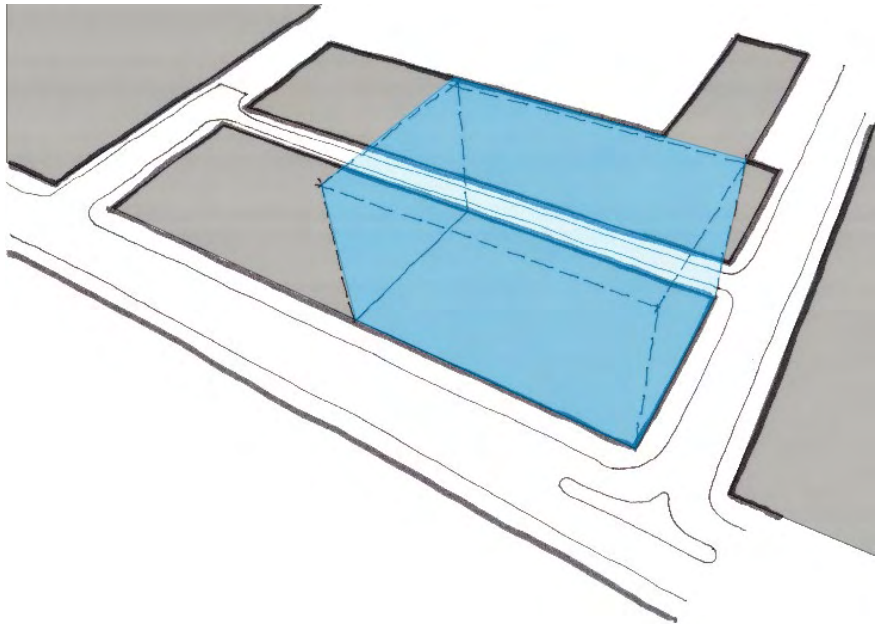
5.3 Design Principles

Following the in-depth contextual studies key design principles were developed, underpinning the development of design proposals:

Maximise the site potential

Re-establish the urban grain

Formalise the existing street patterns and avoid negative 'rear' elevations.

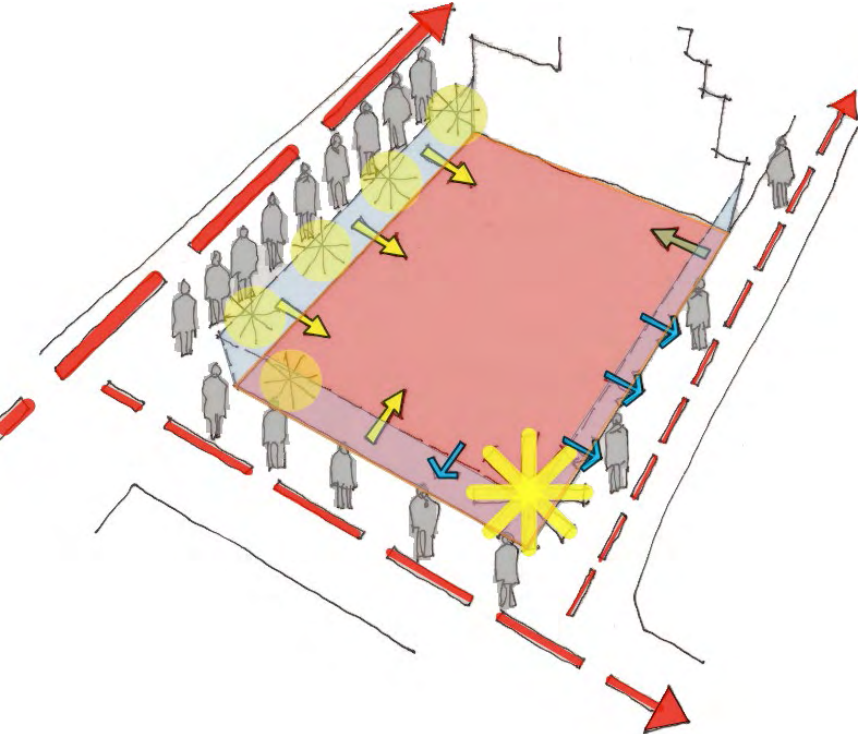


Fully utilise the site's excellent public transport accessibility.

Enhance the public realm.

Improve the East-West and North-South desire lines and promote pedestrian movement.

Promote active pavement frontages encouraging passive surveillance and all day visibility.

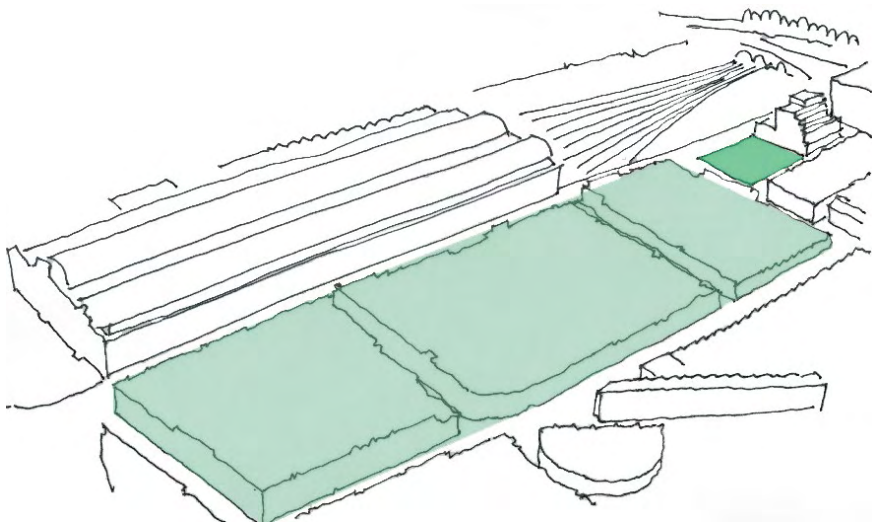


Reinforce the local character and scale.

Provide a high quality, contemporary design informed by the local 'warehouse' vernacular.

Take reference from current developments, particularly as part of the Regent's Quarter.

Each facade should respond to the existing scale, material and rhythm of its surroundings.



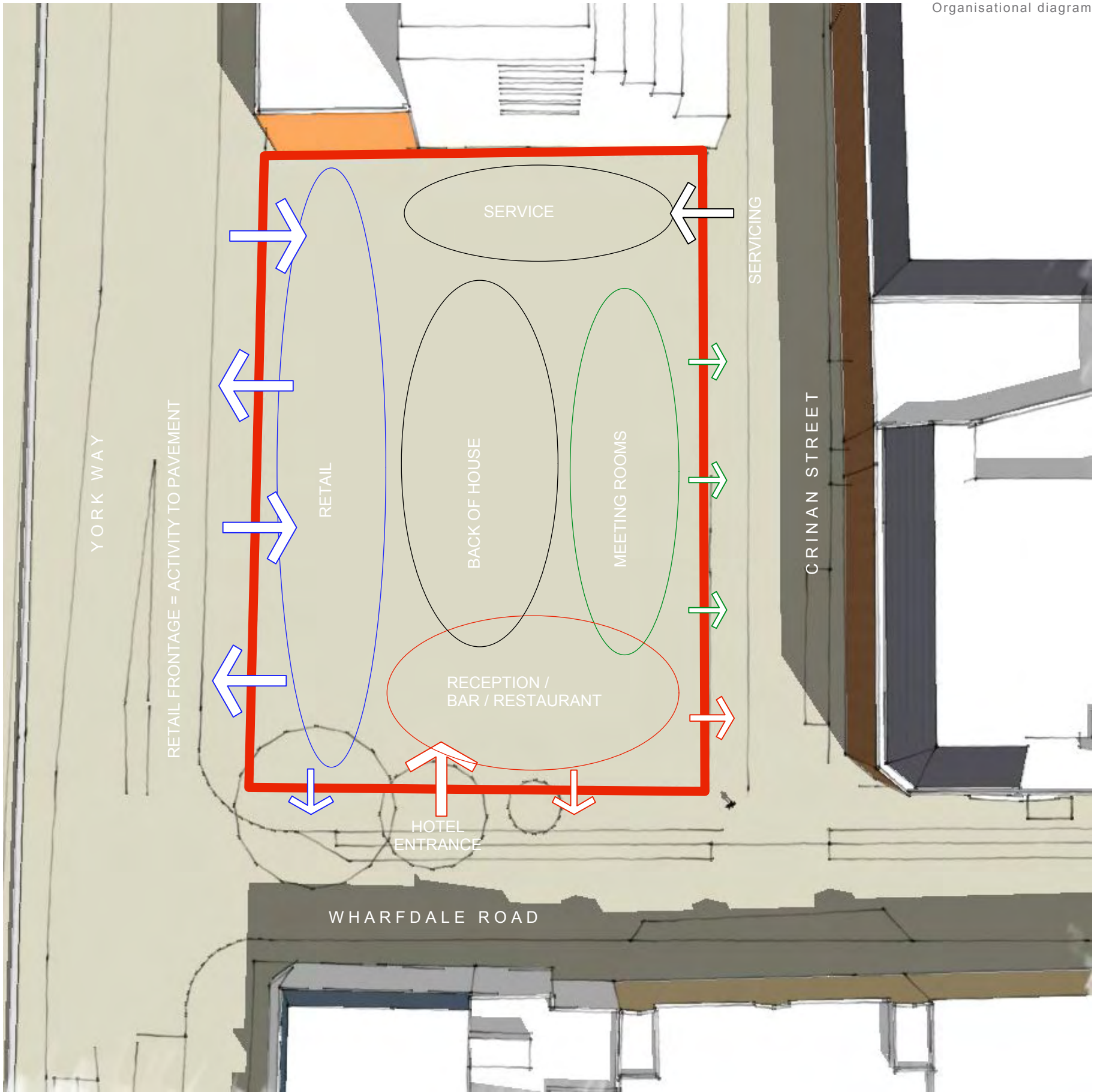
6.0 INITIAL DESIGN DEVELOPMENT

Having undertaken a thorough study of the existing site and surrounding context to develop the key design principles.

Initial designs were developed, exploring how these principles might inform the proposed scheme.

The following section outlines the design process and progression towards early pre-application design proposals.

6.1 Access & Orientation



Experience of inner city hotel design shows that bedroom provision at Ground Floor level, on active street frontages is not desirable, both from a customer viewpoint and urban design perspective.

Providing bedroom accommodation on upper and lower floor levels, the ground floor of the hotel is given over to providing hotel guest facilities such as the reception, restaurant and meeting room areas and back of house services areas, including deliveries and refuse collection.

The remaining available ground floor footprint can be used for separate ancillary purposes beneficial for the hotel and local area. In this instance there is a strong potential for retail floor space, especially to the York Way frontage.

This balance of functions can be easily split between the three site frontages:

York Way

Retail frontage with accessible entrances to the whole facade, either split into three separate retail units or operated under one occupancy. Servicing to these units can be provided via a shared servicing bay.

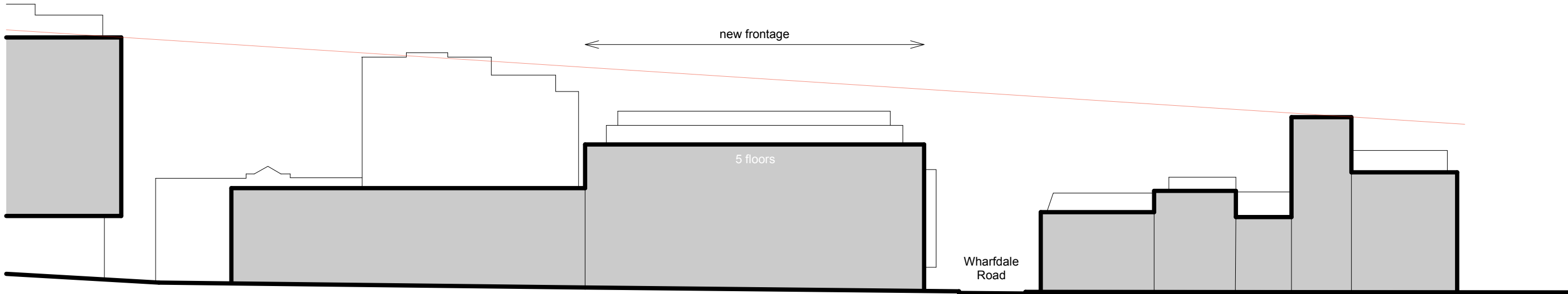
Wharfdale Road

Hotel entrance and primary frontage for the food and beverage area within the hotel. Whilst visible from York Way, the shorter frontage gives an opportunity for a self-contained hotel presence when linked to the restaurant use. The quieter roadside also offers some potential for external seating.

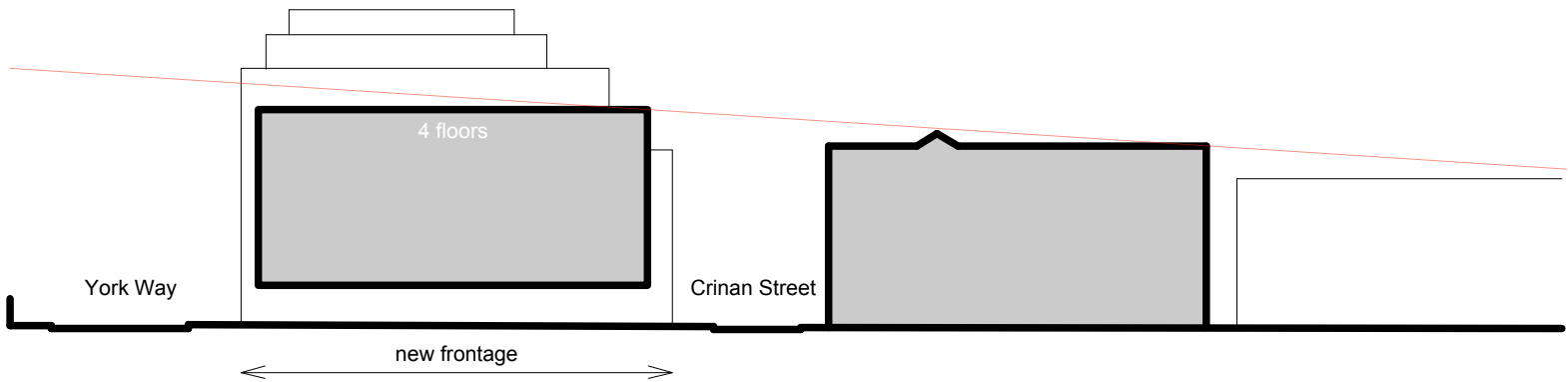
Crinan Street

The quietest frontage, still needing an active function. Independent street access is not viable, though the visual activity and occupancy created by the food and beverage area and meeting rooms will bring added life to this frontage. This frontage also provides the preferred servicing point.

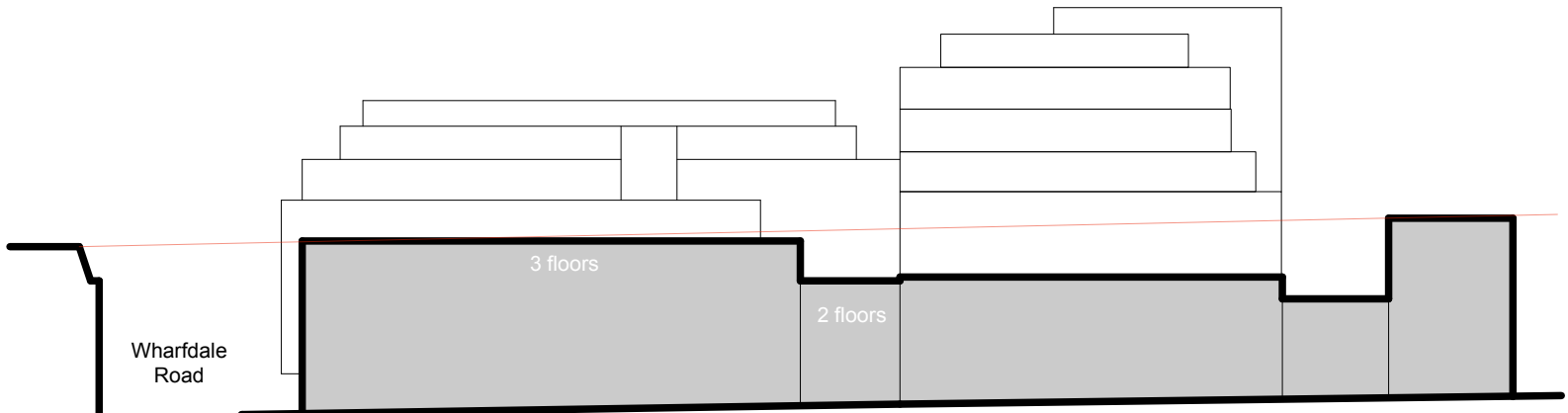
6.2 Streetscape



Diagrammatic Elevation of York Way frontage



Diagrammatic Elevation of Wharfdale Road frontage



Diagrammatic Elevation of Crinan Street frontage

As shown from the adjacent diagrams, building heights step down around the site from the principal West frontage down to the smaller scale of frontages along Crinan Street to the East.

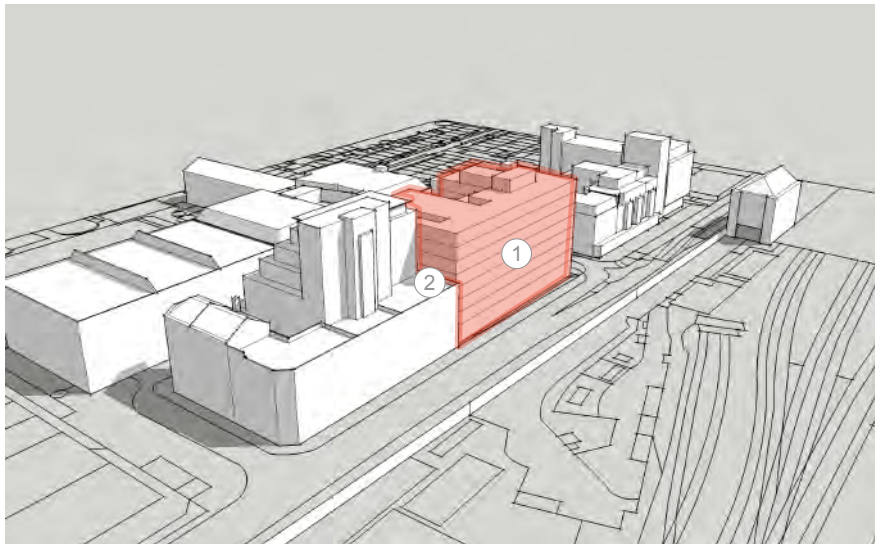
Working within the scale of the previous planning permission. It was established at an early stage that the proposed building should maintain scales consistent with the established skylines.

It was proposed that the new building frontages should step down by one floor as the building turns through the two intersections of York Way and Wharfdale Road, and Wharfdale Road and Crinan Street.

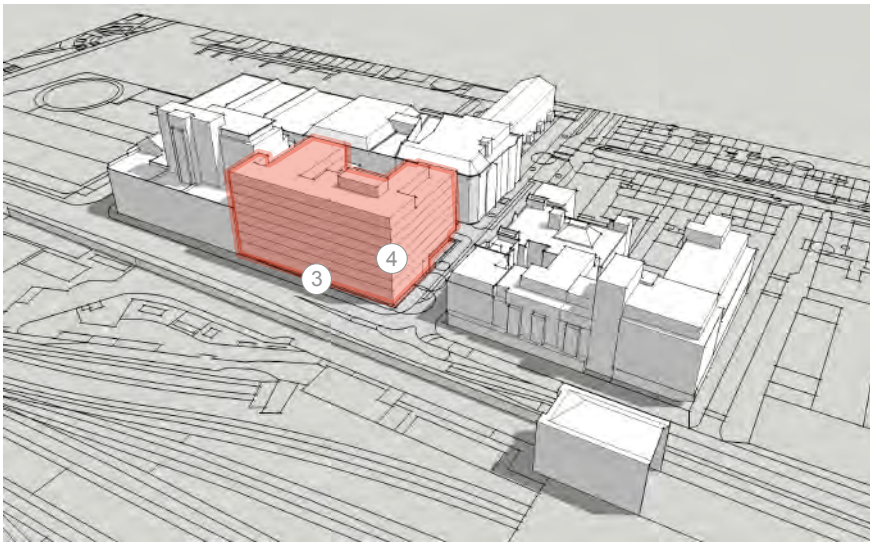
Upper floors should be set back relative to the principal pavement facade in line with existing higher adjacent building forms, and roof planes of smaller scale buildings, including identified locally listed buildings.

A set back to upper floors reduces the overall apparent mass of the building, reducing the proposals' prominence in longer distance views towards the site.

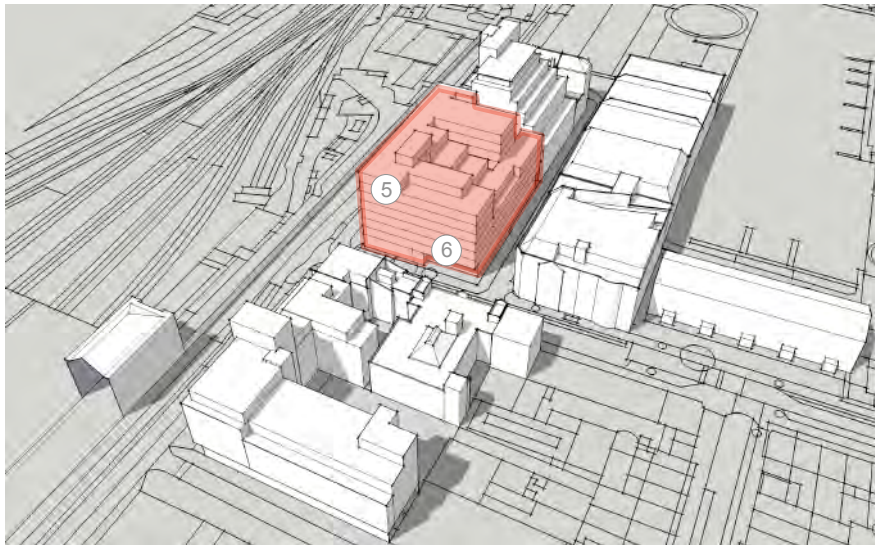
6.3 Initial Massing Studies



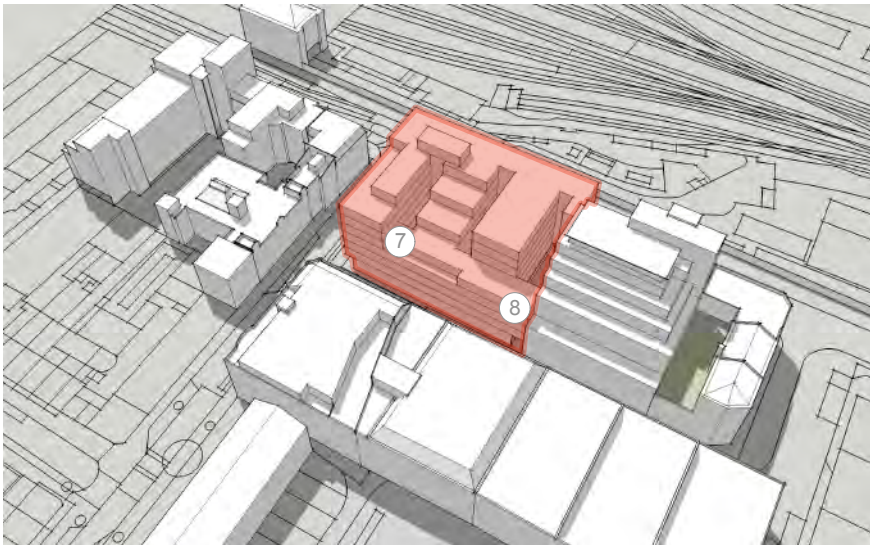
Aerial View from North-West



Aerial View from West



Aerial View from South



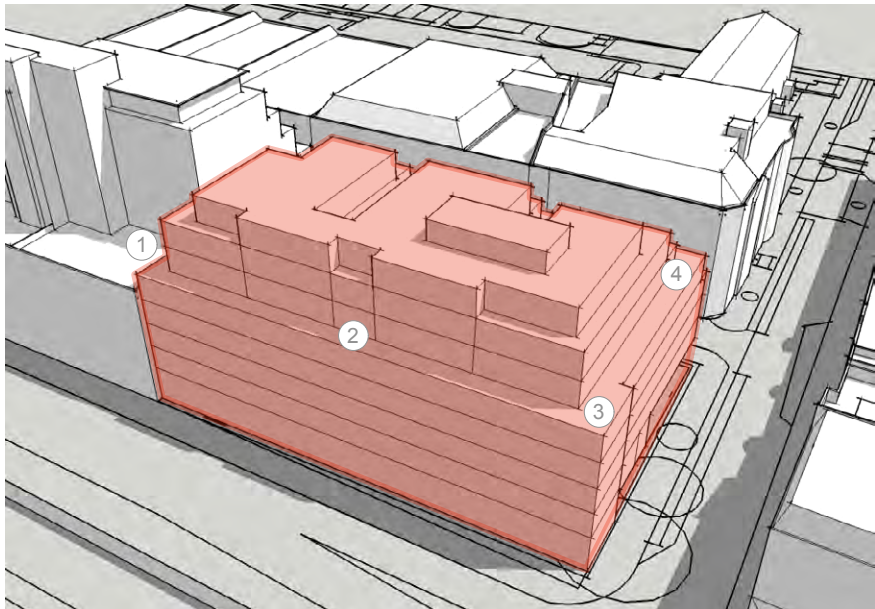
Aerial View from East

6.3.1 Initial Massing Studies

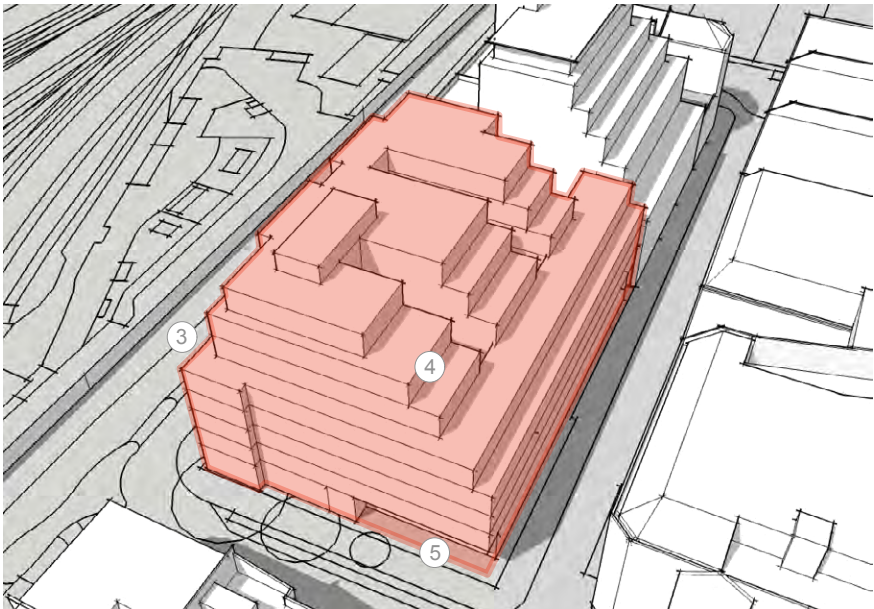
During early stage design work, a first massing model was produced setting out initial design responses:

- 1 Creation of a strong formal facade to York way. Scale of frontage responds to vista.
- 2 Return of facade to North West provides closure to York Central profile, ensuring coherent street frontage in context of existing facades.
- 3 Active Ground floor frontage hard up to site boundary / pavement edge.
- 4 Principal corner to York Way / Wharfdale Road has full height to maximise visual impact and define the urban grain.
- 5 Stepped top floor profile adds emphasis to York Way junction and addresses change in scale towards Crinan Street
- 6 Ground floor to Wharfdale Road / Crinan Street corner set back to mirror building opposite and improve pedestrian movement into Crinan Street
- 7 Stepped facade to central wing responds to daylight considerations, ensuring efficient use of the site whilst reflecting profile of adjacent York Central building. Height of Crinan Street facade is compatible with buildings opposite.
- 8 Strong abutment to York Central building.

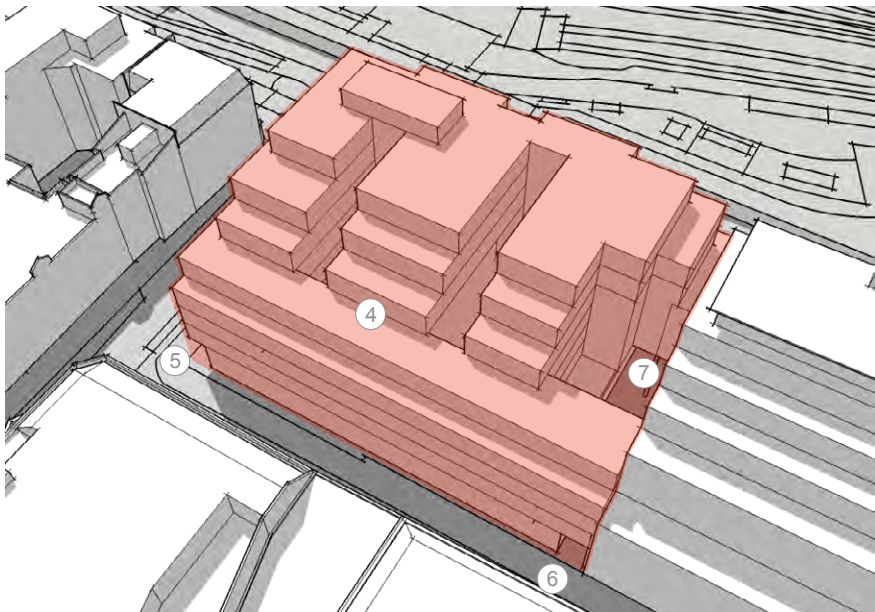
6.3 Initial Massing Studies



Aerial View from West



Aerial View from South



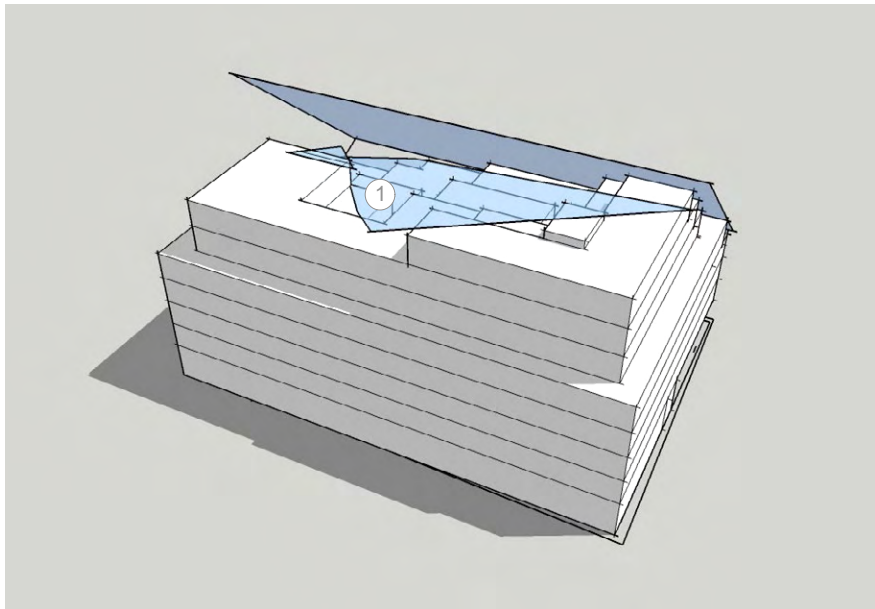
Aerial View from East

6.3.2 Initial Responses Refined

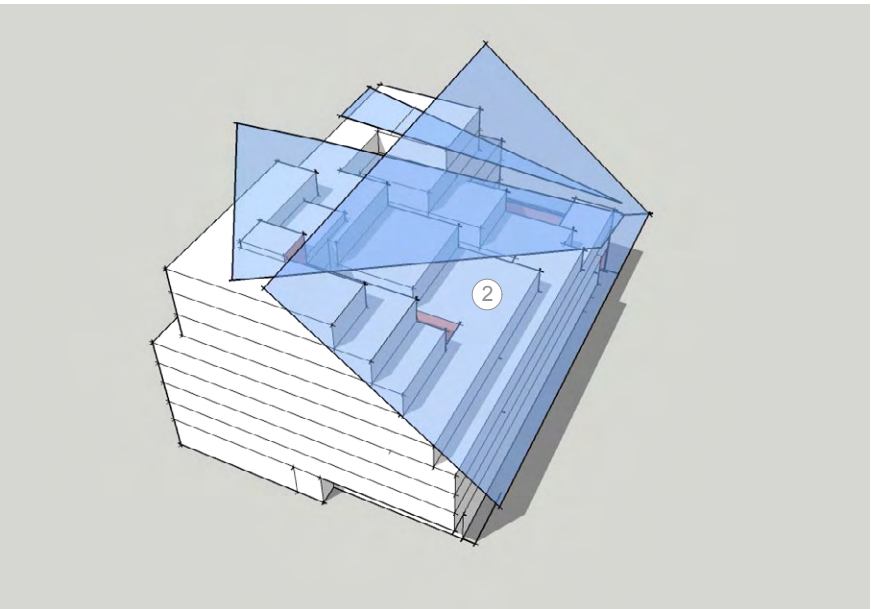
Following initial massing studies, the initial response was further refined with greater consideration to surrounding building heights and daylight considerations.

- 1 A set back was established against the facade line of York Central to the North.
- 2 Upper storeys are set back from the main facade line.
- 3 Corner expressed with additional modelling.
- 4 Building heights are stepped down to more closely match adjacent buildings along Wharfdale Road and Crinan Street.
- 5 Set-back to ground floor at corner of Crinan Street was retained.
- 6 The proposed services address was reduced in scale.
- 7 A larger lightwell is introduced to address existing windows along the South elevation of York Central

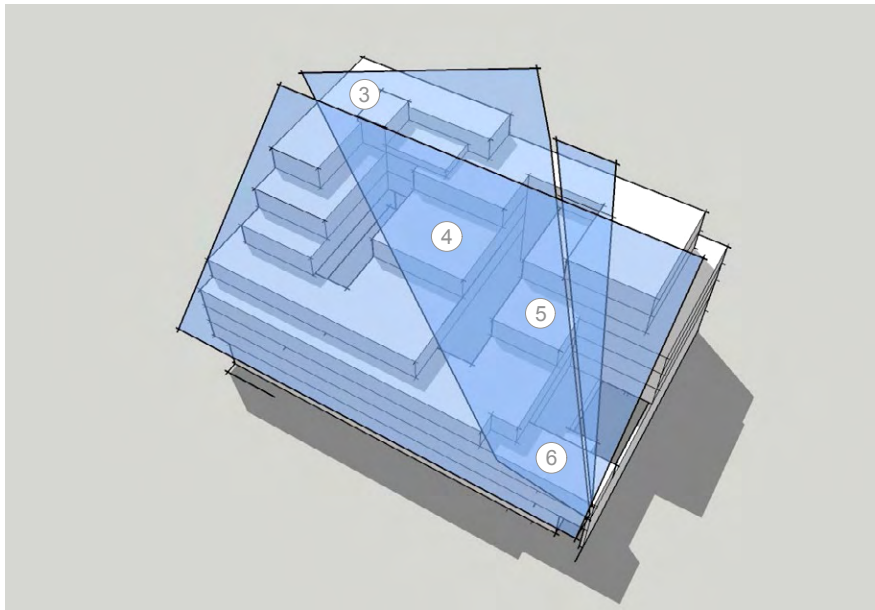
6.3 Initial Massing Studies



Aerial View from West



Aerial View from South



Aerial View from East

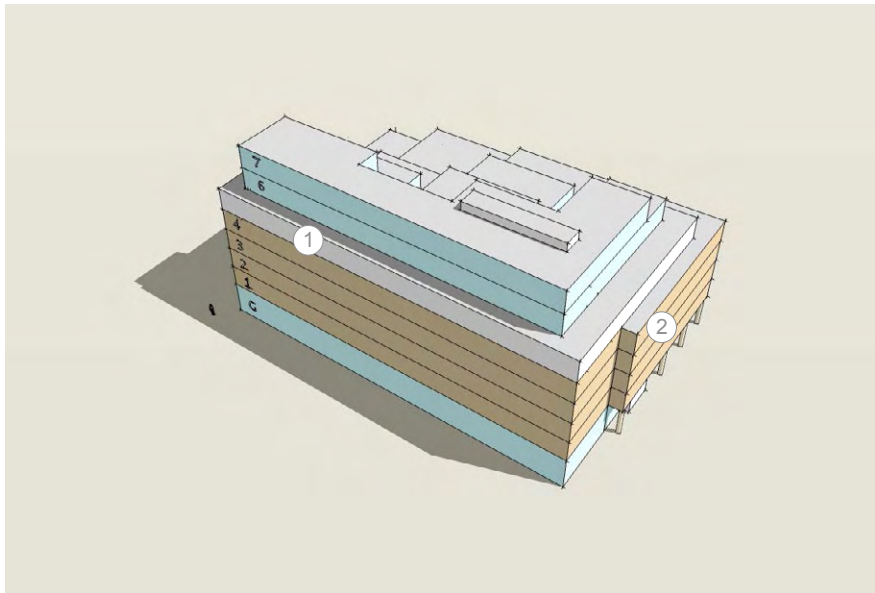
6.3.3 Rights of Light Considerations

In evaluating the initial massing, further study was undertaken to assess the Rights of Light considerations affecting proposals. The adjacent model shows the various the effect of Rights of Light Constraints on the proposed massing.

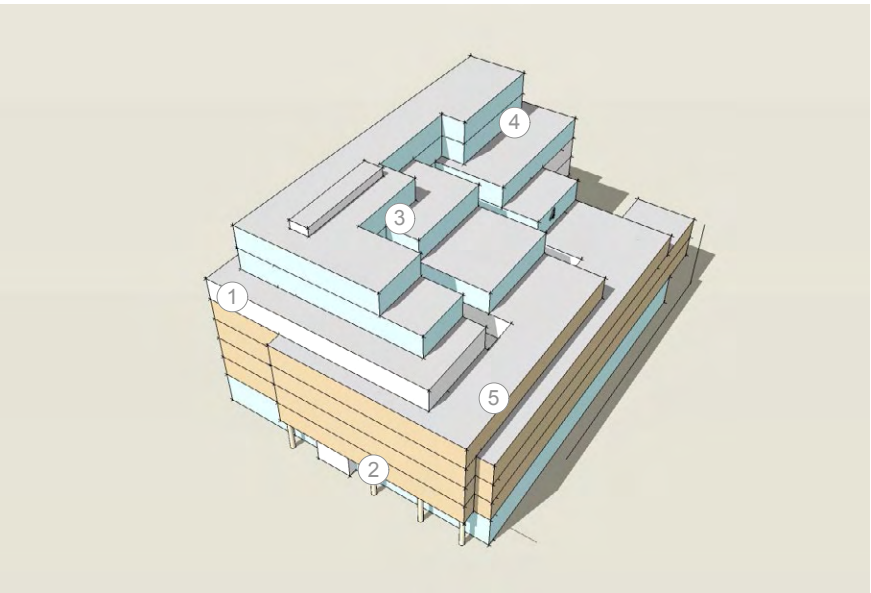
Historical reference allowed three planes of altitude to be transferred to the developing model. The resulting form becomes a more organic response, having a measurable effect on plan layout and accommodation.

- 1 Volume of top floor is diminished resulting in a loss of room numbers and creation of an asymmetrical frontage.
- 2 The plane of altitude from Wharfdale House permits the previous stepped frontage to Crinan Street.
- 3 The seventh floor stair and lift enclosure is severely affected.
- 4 Increased set-backs further reduce available floor space to the East.
- 5 Uniformity of the plan is compromised.
- 6 The third floor North section of the Crinan Street frontage is lost.

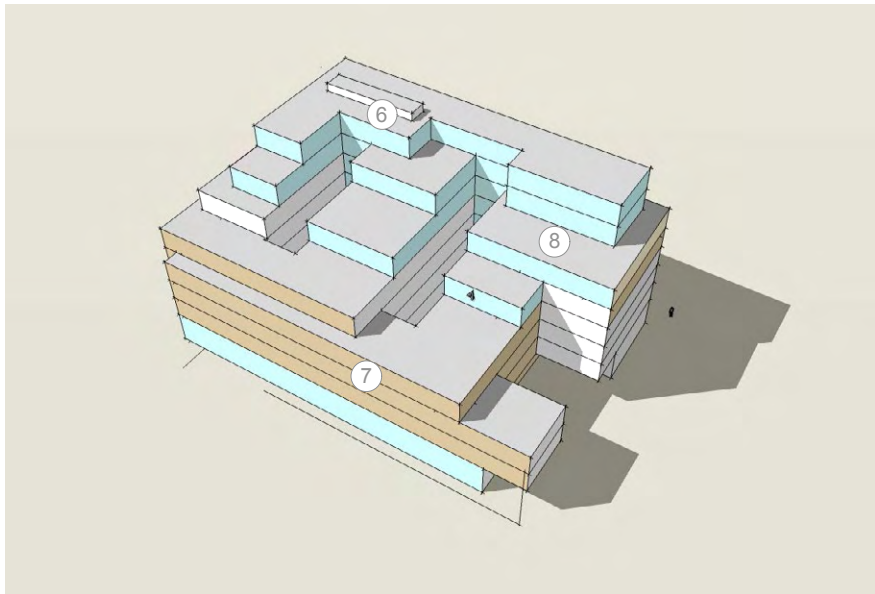
6.3 Initial Massing Studies



Aerial View from West



Aerial View from South



Aerial View from East

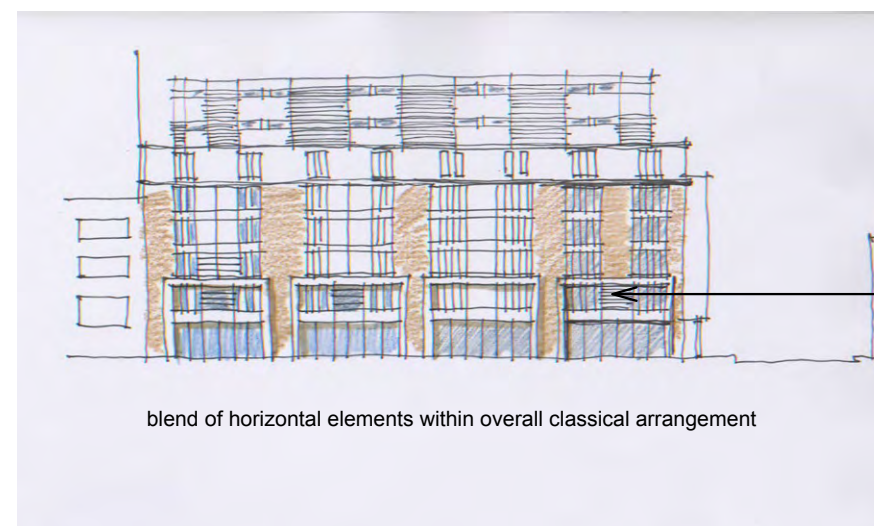
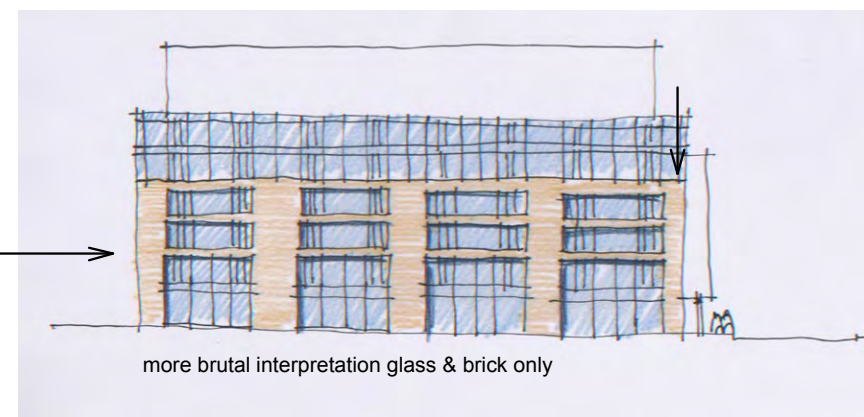
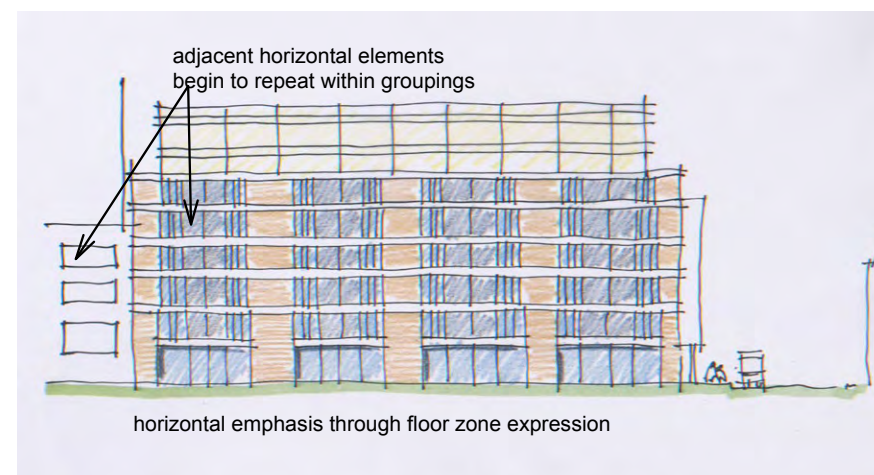
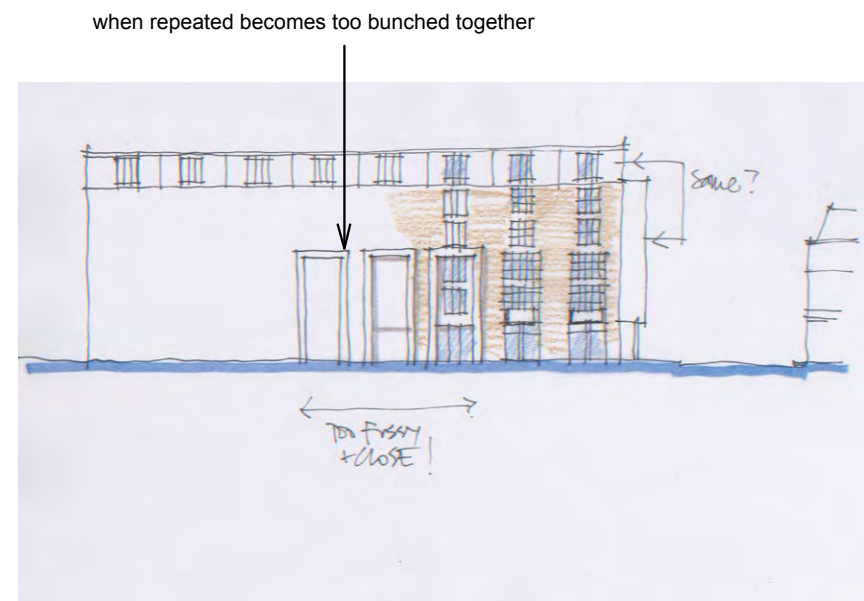
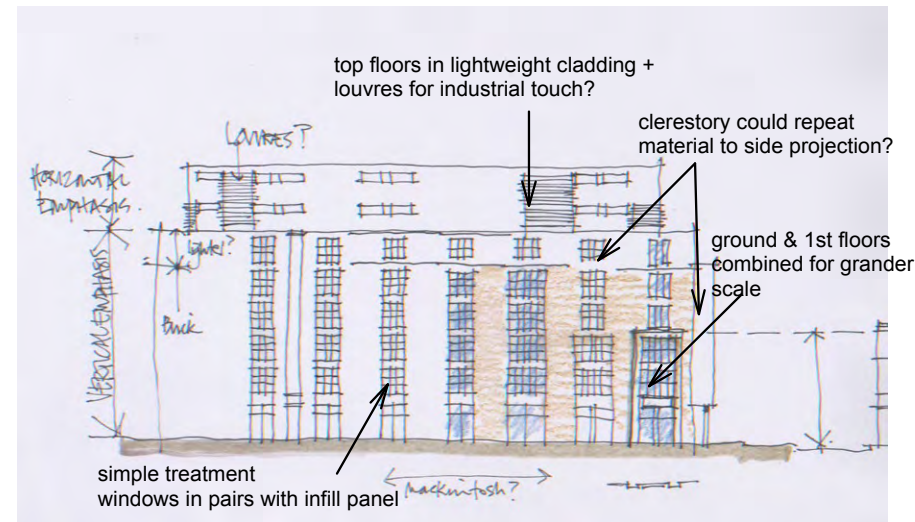
6.3.4 Finding the Balance & Developing the language

Having developed the massing to respond to the external approach of both Planning and Rights of Light considerations, massing was further developed following an 'inside-out approach to ensure functionality of the proposals.

- 1 The Fifth floor level is extended out towards York Way to provide an improved facade composition and avoid a 'top heavy' feel.
- 2 A projecting section with street level colonnade is added to the Wharfdale Road frontage, adding interest to the street view and highlighting the hotel entrance point.
- 3 The extended fifth floor enables a reduction and rationalisation of upper floors.
- 4 Upper floors have less impact on York Central.
- 5 Street facades step down from six to four storeys towards Crinan Street.
- 6 Lift and stair core reinstated.
- 7 Exploration of material breakdown addresses changes in scales of frontage.

Following these initial massing studies, further investigation of the composition of the building facades and material palette developed proposals in more detail.

6.4 Early Elevational Studies



increase scale of grouping responding to size of frontage fenestration and panels of similar texture/colour?

In establishing the principal massing of the building and addressing the changing scales across the three building frontages, language of facade treatments was developed.

6.4.1 York Way

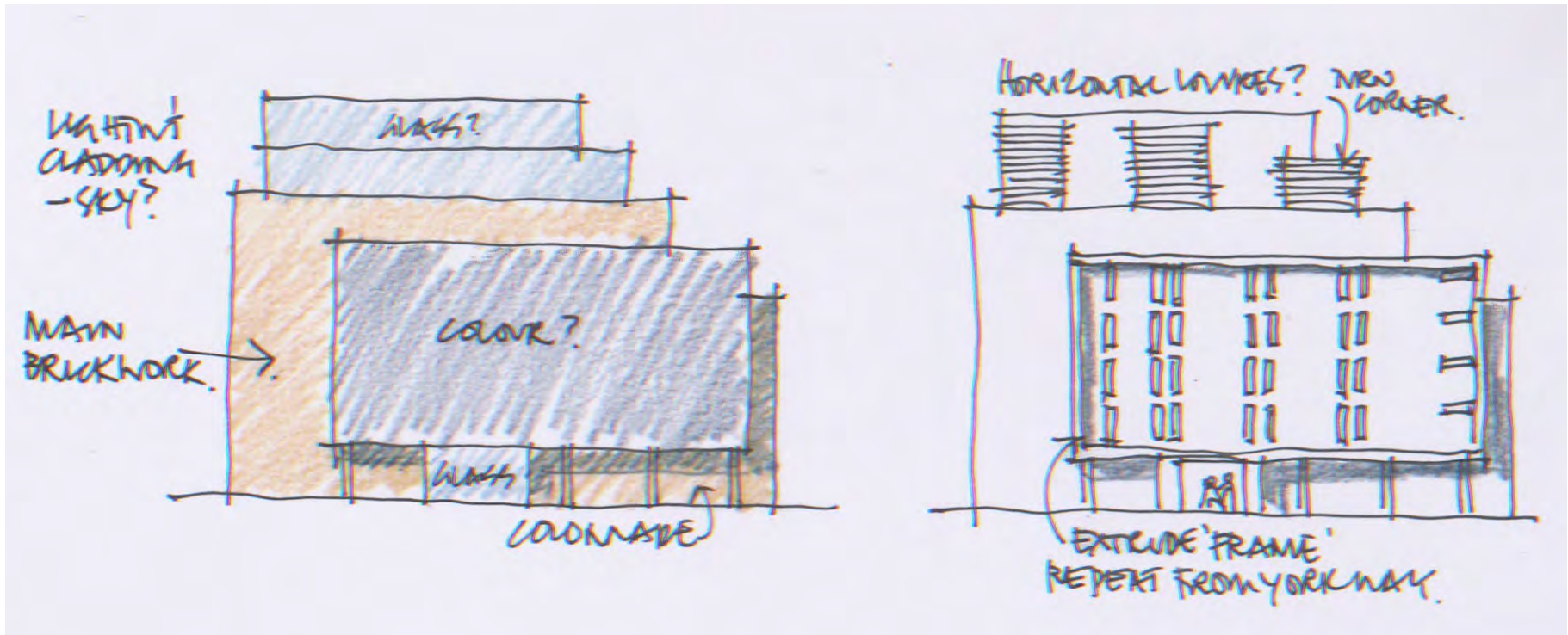
Following design cues from the local warehouse vernacular, Early elevational studies explored horizontal and vertical compositions.

Solid, heavy lower storeys were articulated with varying window openings.

Set back lighter weight uppers storeys provided a top to the composition.

Following simple window treatments, facade compositions were developed to address hierarchies of scale with an increased scale to ground floor openings diminishing on the floors above.

6.4 Early Elevational Studies



6.4.2 Wharfdale Road

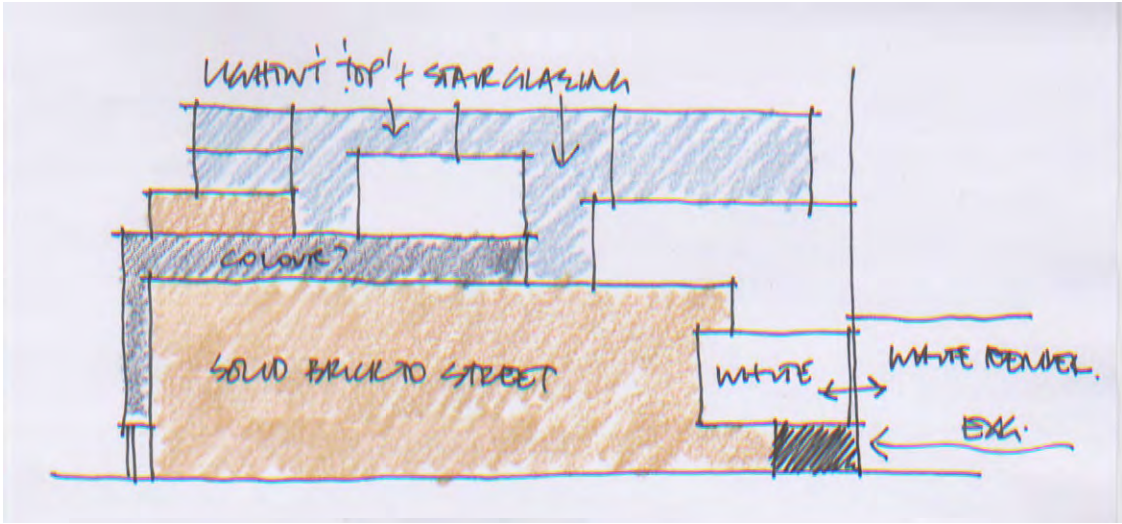
To the south elevation, the main brickwork volume was articulated with a projecting elevated four storey block, creating the colonnade below whilst addressing the lower building heights along Wharfdale Road.

The main entrance is announced in a projecting glass volume.

A lower four storey brickwork block turns the corner to Crinan Street as the facade steps down.



6.4 Early Elevational Studies

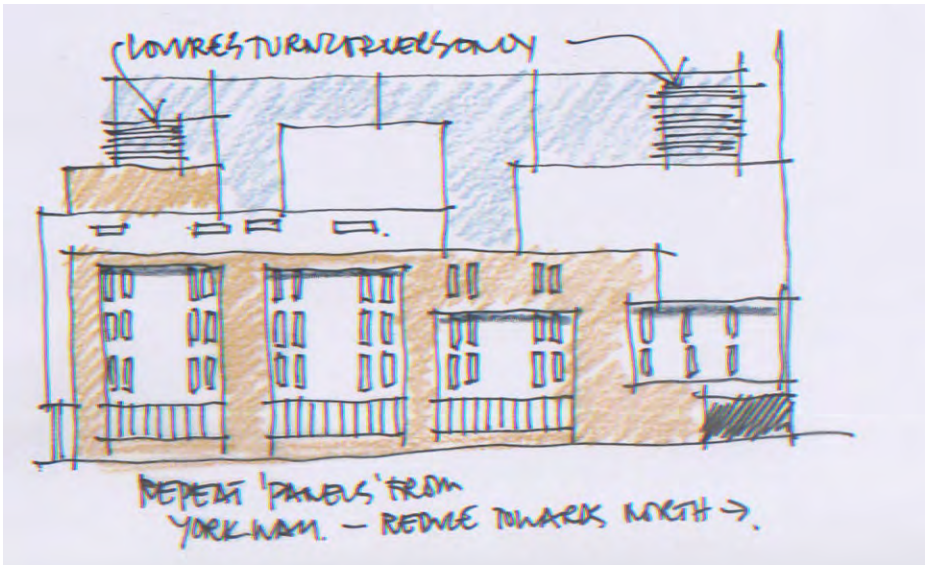


6.4.3 Crinan Street

Turning the corner from Wharfdale Road, the elevation to Crinan street is composed of a lower brickwork volume.

Upper floors are stepped back.

Elevational treatments from the York Way facade are adapted to the smaller scale of the Crinan Street frontage.



7.0 CONSULTATION & DESIGN DEVELOPMENT

Having developed initial design proposals aligning the project brief with the identified key design principles, the following section outlines the subsequent design development process, detailing how design proposals have been further refined in response to consultation with Islington Council, the Design Review Panel and members of the public.

Over the course of design development, the project team has carried out extensive consultation with Islington Council in order to ensure proposals address all comments raised by the Local Authority and achieve the high standards of design required.

7.1 Pre-Application 1 & 2

The adjacent images show the scheme presented during the second Pre-Application consultation with Islington Council.

7.1.1 Comments from Pre-Application

Following presentation meetings held on 8th February and 18th March 2013, the following comments were recorded:

Agreed points:

The principle of a mixed-use scheme, comprising hotel and retail uses was agreed.

The outline principle of providing service access via Crinan Street was agreed.

The suggested materials and design idiom, drawn from the local ‘warehouse’ style and comprising predominantly brick and glass, was agreed.

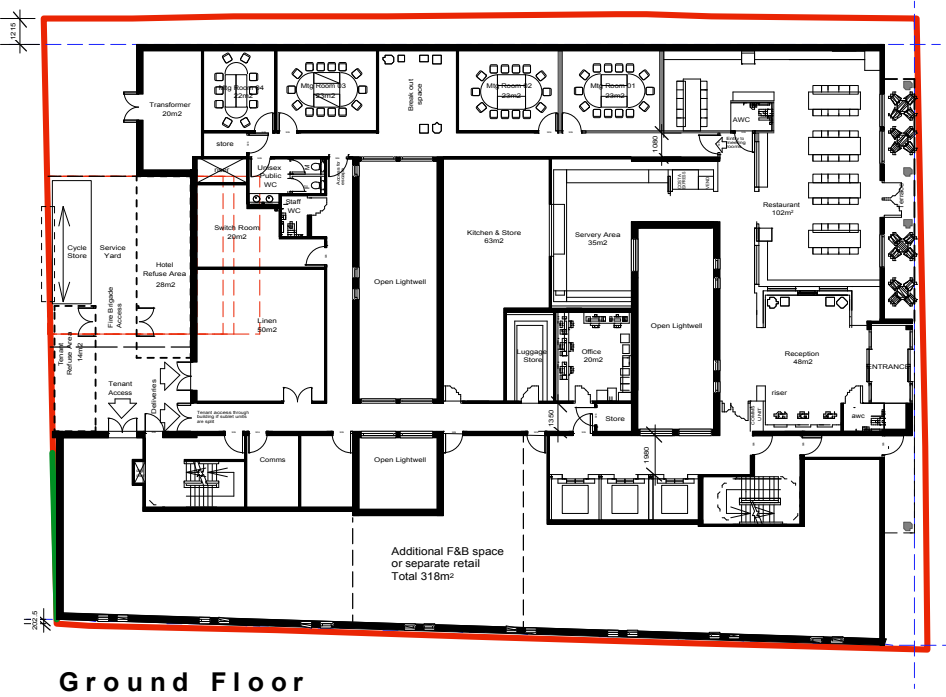
Points to be addressed:

Scale and massing of proposals should respect the surrounding buildings within the local conservation area, including York Central, and address distant views.

A coherent approach to design is required across all facades, acknowledging street intersections and changes in scale.

Details of facades and openings are to be developed.

Impact of hotel entrance and public facilities is to be enhanced.



7.1 Pre-Application 1 & 2

7.1.2 Design Response

In response to the comments raised, the scheme was amended in the following ways:

The scale and massing of proposals were amended to respect the surrounding buildings.

The elevational heights on York Way and Wharfdale Road were reduced to respond to surrounding buildings.

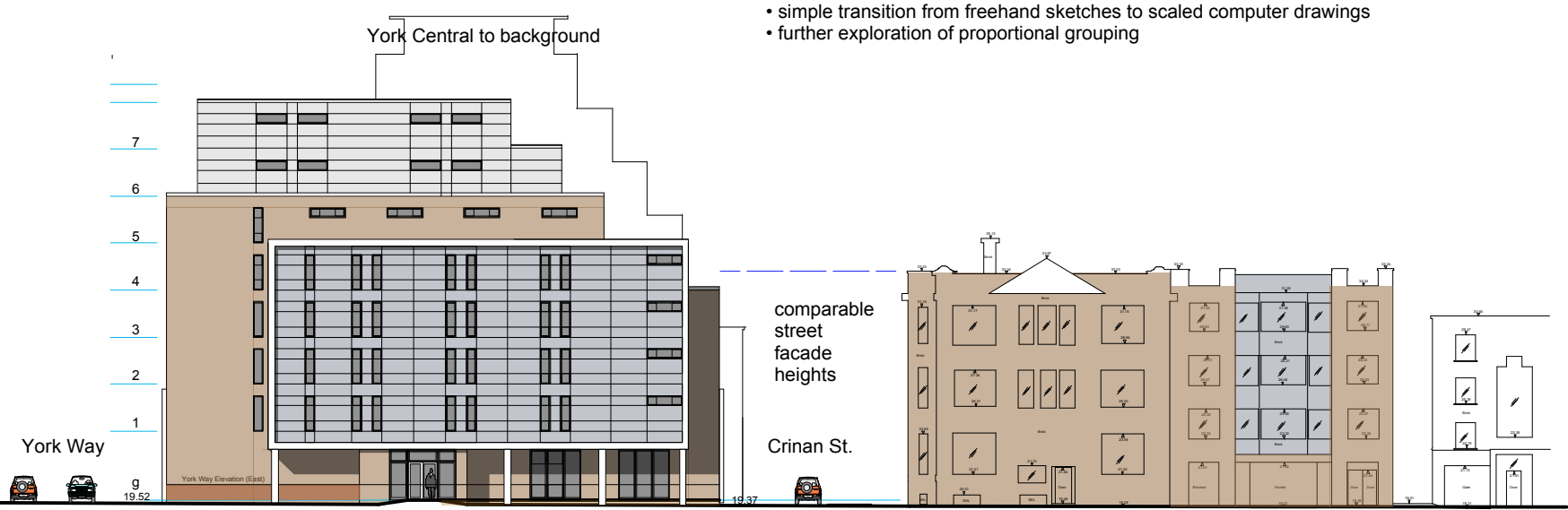
The language of facades and openings was rationalised to provide a coherent design approach across all elevations.

Detailed design information was provided demonstrating the rationale behind the facade and fenestration design

The proposed hotel entrance and shop front design was revised to increase visual impact.

Further details were provided regarding the approach to servicing from Crinan Street.

Visualisations were developed demonstrating the impact on the street scene and distant views.



projecting facade section treated as relief material
referencing adjacent locally listed building
active frontage turns corner to Crinan St

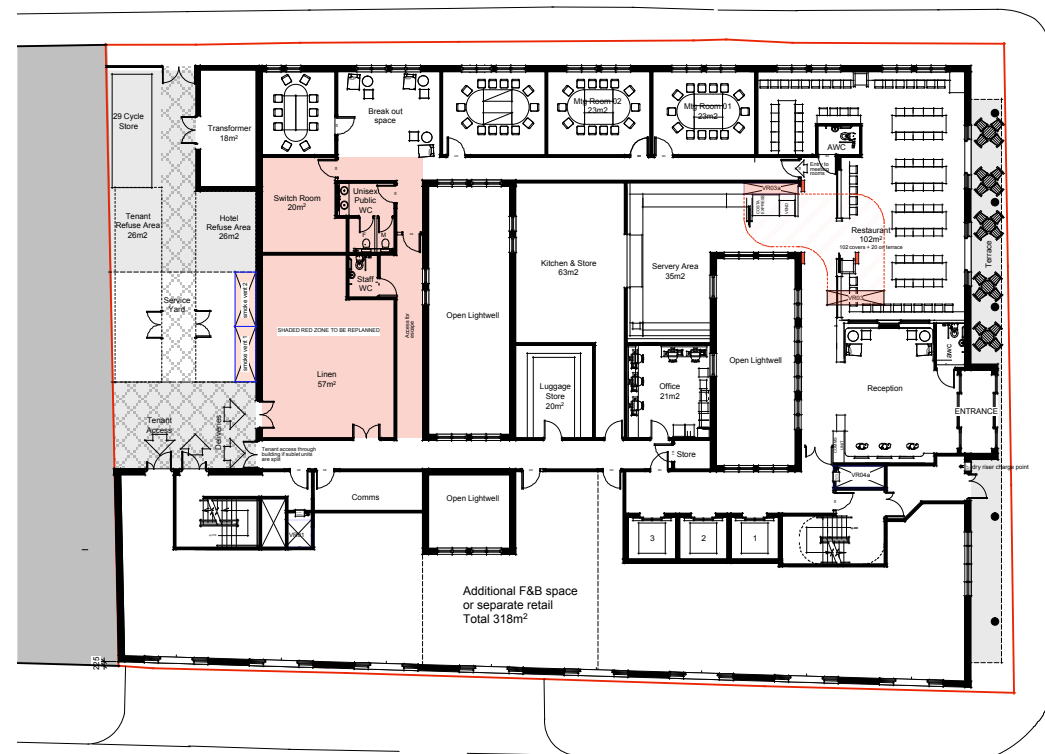


• investigation of diminishing scale to address adjoining building and demonstrate suitability to narrow street pressures

7.2 Pre-Application 3



First Floor Plan as Presented at Pre-Application 3



Ground Floor Plan as Presented at Pre-Application 3



Visualisation as viewed from York Way



Visualisation as viewed from Wharfdale Road

7.2.1 Comments from Pre-Application 3

The adjacent images show the scheme presented during the third Pre-Application consultation, responding to the previous comments from Islington Council.

Following a third meeting held on 28th May 2013, the following further comments were received:

Agreed points:

No major issues were raised in relation to highways and servicing.

The design approach following a 'warehouse' vernacular was agreed.

The scale and massing was broadly agreed.

Points to be addressed:

Elevation design should be developed to avoid a top-heavy appearance.

Areas of panel cladding were to be reduced.

More detail should be provided on how the building interacts with the street.

The detailed design of the shopfronts and entrance should be further developed.

Provision of a green / sedum roof should be investigated.