

A simpler and more contextual building

Feedback through the council-led statutory consultation process on the submitted design highlighted concerns about the form, mass and colour of the building. We have reviewed this feedback to revise our design to create a building that has a simplified appearance and adheres closer to the local architectural context.

A simpler design

The facade design included in the December 2023 planning application was textured. We have revised the design to create a calmer and simpler facade which steps back further from Hampstead Road contributing to the effect of a visually slimmed down building. This is aided by the inclusion of a more articulated 'crown' to the building which helps the massing below appear thinner and helps to create a more interesting skyline.

Our new design helps to improve long-range views from key locations including Fitzroy Square, Primrose Hill, Tottenham Court Road and Regent's Park.

Reduced bulk and massing when viewed along Tottenham Court Road



Building spine



Building crown



Aligning with other landmarks in Camden

In addition to revising the design of the facade, we have also updated the colour of the tower. Where before in our submitted design the colour of the tower was a terracotta colour, the tower is now a stucco (grey/white) colour. This revised design responds better to Camden's network of landmark buildings including Centre Point and Space House.

Centre Point



Space House

