

General 1 : Façade Design and Public Realm

2.1

Goods Way



Acknowledging the scale of the building and that visitors and staff could arrive from the north, the northern end of the building includes a staff and visitor entrance onto Goods Way, alongside servicing functions via the Access Ramp, which already exists. Given that Goods Way only has buildings on its southern edge and is a heavily trafficked route between Islington and Camden, it is important that the Zone A Building contributes to the vitality and safety of this street by incorporating active uses which will draw people to this part of the site.

The North Entrance has been designed to be prominent in views along Goods Way and from the Junction at Pancras Road. It is not considered a 'back door', rather it can be used by both staff and visitors, as well as being the main collection point for deliveries, and will become a focus of activity on Goods Way. As such, it adopts the same architectural language as the main entrance on King's Boulevard (discussed). At 3.5m in height, it takes on a significant scale, which combined with the distinctive concrete frame, clearly signals its location at the north elevation of the building and will draw activity along Goods Way.

As with the other façades of the Zone A Building, there is a high degree of transparency in the design of the entrance in order to reveal the interior spaces and provide direct visual connections between the building use and the public realm. Secure gatelines are pushed back towards the cores to create an open, welcoming reception area which is not dominated by security features (see Figure 83).

Further activity will be directed to the Goods Way frontage by the cycle entrance. As explained in Section 1.3, this takes on a different architectural form to the pedestrian entrances to signal a different use, in this case a bronze metal portal frame akin to the retail units. It also provides a clear visual separation, and thus variation, between the heavy concrete frame of the North Entrance and the GRC panels of the Access Ramp.

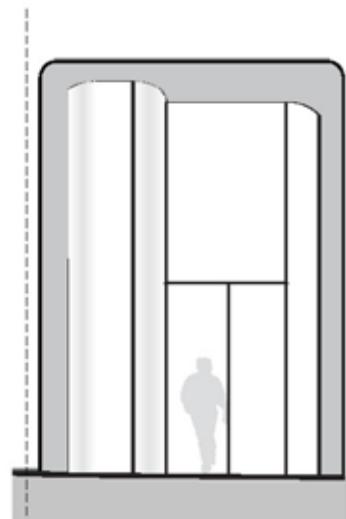


Figure 69: Illustrative views of the interior and exterior of the North Entrance

In addition to the entrances on this elevation, the North Anchor unit wraps around the north-west corner of the building to present itself onto Goods Way, adding to the mix of uses on this frontage (see Figure 82). Further details on this unit and its relationship to the public realm are provided below.

At Level 10, a double height terrace will offer animation across the frontage by providing building users with outdoor space overlooking Goods Way, the Regent's Canal and the Eastern Goods Yard.

Above ground floor level, a glazed promenade runs the length of the building, linking the south entrance and wending its way around through the building to the east façade and up to the office levels. Although it sits largely above the Access Ramp, the continuous glazing and sawtooth profile makes the featured promenade highly visible from the eastern end of Goods Way and the Regent's Canal, offering passers-by glimpses of the variety of uses behind the building and revealing a sense of activity along the length of the building, even where it does not directly overlook public realm.



4.5 METRE MODULE

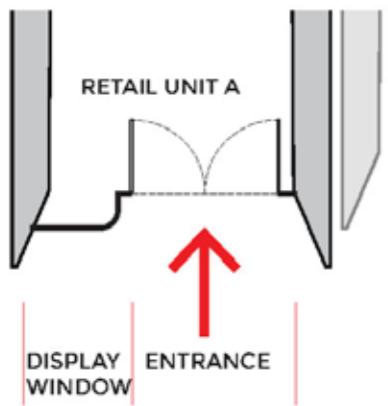


9 METRE MODULE



18 METRE MODULE

ELEVATION



PLAN

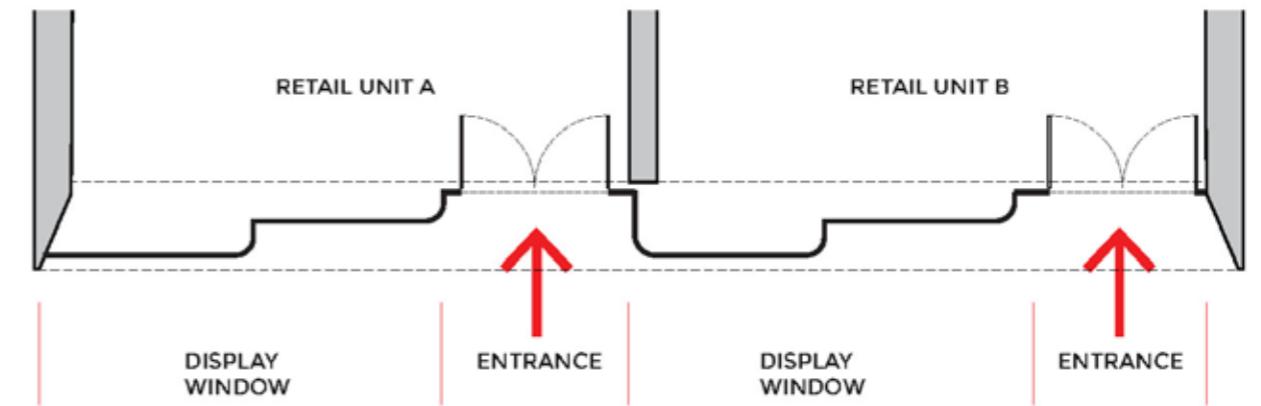
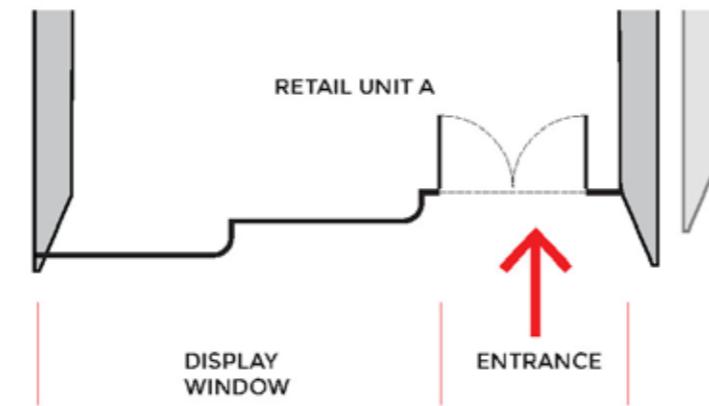


Figure 70: Elevations and plans of the range of retail modules along King's Boulevard

General 1 : Façade Design and Public Realm

King's Boulevard

The Outline Planning Permission for KXC, along with the associated Design Guidelines promote the King's Boulevard as a major pedestrian thoroughfare and shopping destination. The configuration of the uses, described in Section 1.3, has therefore been informed by this aspiration.

The majority of the ground floor of the proposed Zone A Building is primarily given to retail. This is punctuated by two further entrances: the Main Entrance and reception area to the office and the entrance to the Events Centre and training facilities, which are distributed along the façade creating a continuous active frontage along the ground floor.

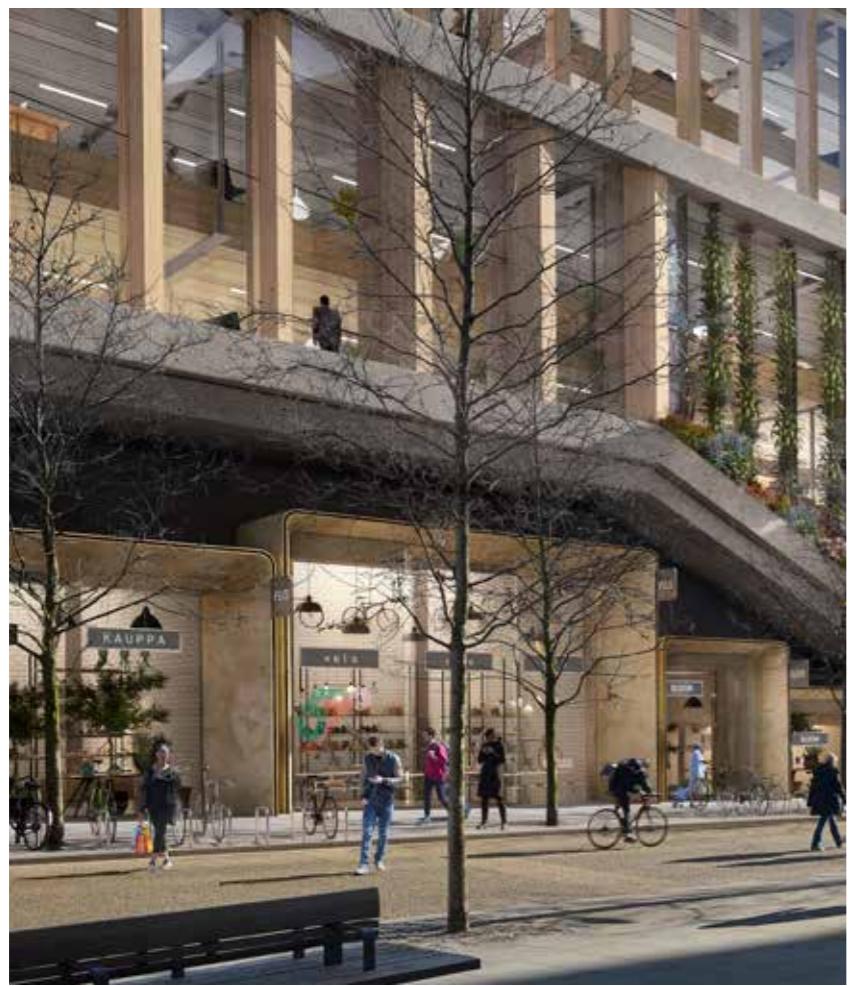


Figure 71: Illustrative view of retail frontage on King's Boulevard

Retail

The retail street comprising a series of retail bays, primarily forming the edges of the King's Boulevard, but also extending around the north-west and south-west corners onto Goods Way and Battle Bridge Place, respectively. The spacing of the retail bays ensures a coherent ground floor façade and rhythm, reflecting the ground floor treatment of the adjacent buildings B2, B4 and B6 to create a human scale.

On the west façade, the design of the retail bays draws inspiration from more traditional Victorian frontages for example, in the Burlington Arcade, Selfridges and Guildford High Street. The frontage comprises a series of frames that contain two or three 9m wide modules, which have been designed to be flexible enough so that they could be combined into larger spaces, if the need arises. This arrangement provides the individual retail unit a greater presence on the street and helps to mediate the scale of the building above.

The proposed bronze coloured metal shop front frames are offset from the pre-cast concrete spandrel of the main building with a setback zone for all mechanical and electrical equipment above the shop unit. A dark grey metal screen louvre is proposed to further minimise their visibility and to accentuate the separation between the retail units and the main building above. Within the frames itself, the enclosure of each unit is composed of three panels of glazing, each providing an inward curve in succession to form a door way (see Figure 84). This recess provides a subtle distinction to the display portion of the glazing, while the recess creates a shelter and threshold to the doorway.

The continuity of the design, which can be applied using a combination of modules, contributes towards the character and rhythm of the street as shown in Figure 85.

At the southern end of the building, the retail language is adapted to reflect the relationship of the building with Battle Bridge Place and its prominence within the streetscene. The detailing of the South Anchor unit essentially follows that on the west elevation by continuing the retail frontage of

the King's Boulevard but has its own identity. Facing on to the corner of Battle Bridge Place and King's Boulevard, the facade has been designed to open up through sliding glass panels to the public realm and act as an extension to Battle Bridge Place.

The South Anchor unit has been designed to be mindful of the high footfall created by its proximity to the entrances of King's Cross station and is intentionally been kept free from clutter. The proposed glazed treatment of the facade of the anchor unit is designed to be operable on the south and western parts of the unit creating an opportunity for the retail unit to engage with and spill out onto the adjacent public realm. When closed, the high degree of transparency extends the internal public uses, advertising the facility on offer to passers-by, as illustratively shown on Figures 88 and 89 later in this section.

At the northern end of the building, the North Anchor is also a continuation of the retail units on the west elevation, although in this case, applying the same facade treatment at a larger scale. Double height glazing is set into the bronze coloured metal portal frames to allow for a two storey unit (using a mezzanine floor). As the North Anchor turns the corner from Goods Way to King's Boulevard, the frames step back in a faceted manner beneath the overhang of the upper workplace floors to open up the space that links Canal Square and Goods Way and the King's Boulevard.

The clear expression of the double height north corner retail unit and the location of entrances on the corner of the building and King's Boulevard, reinforces this important junction with Goods Way and the separation between the Zone A Building and Building B6. Its direction towards Canal Square also brings vitality and natural surveillance to this space.



King's Boulevard

Figure 72: Illustrative view of the Main Entrance and plan showing position of entrances along the length of the building

General 1 : Façade Design and Public Realm

2.1

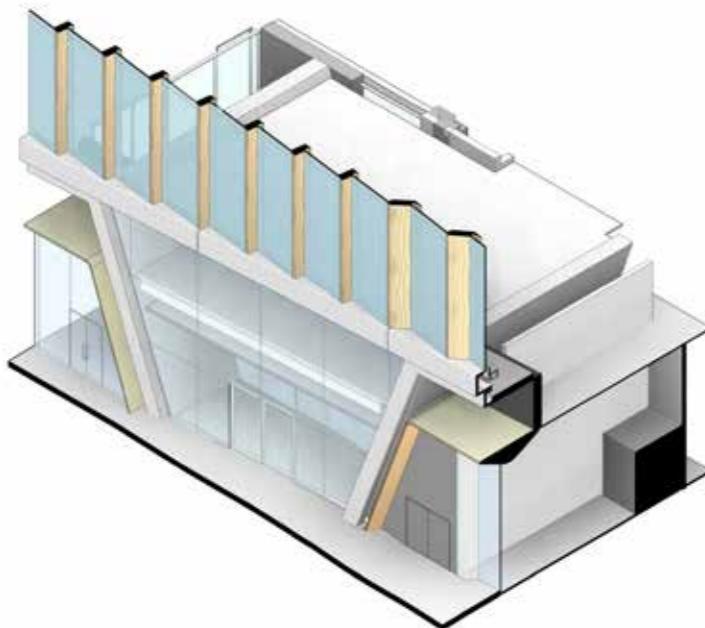
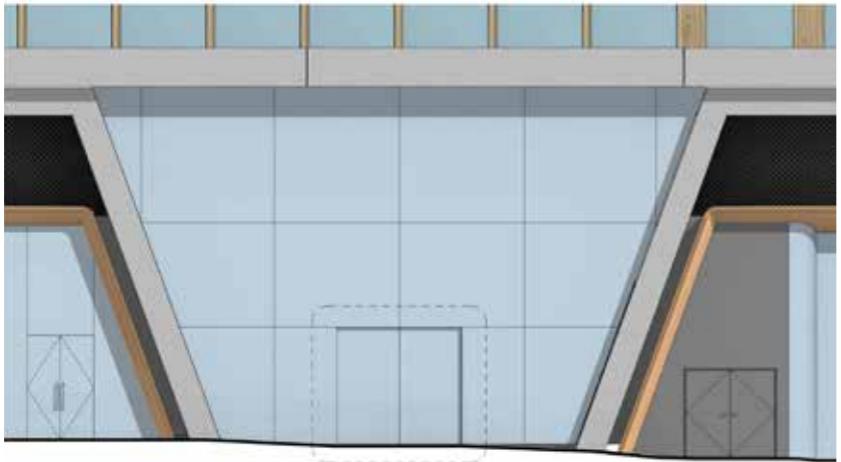


Figure 73: Elevation detail and axometric study of the Events Centre Entrance on King's Boulevard

Office and Events Centre Entrances

The location of entrances along King's Boulevard responds both to the scale of the building and provides convenient access to for members of staff and their visitors to different functions. It also responds to the desire to spread the activity generated by the building along the entire length of the King's Boulevard.

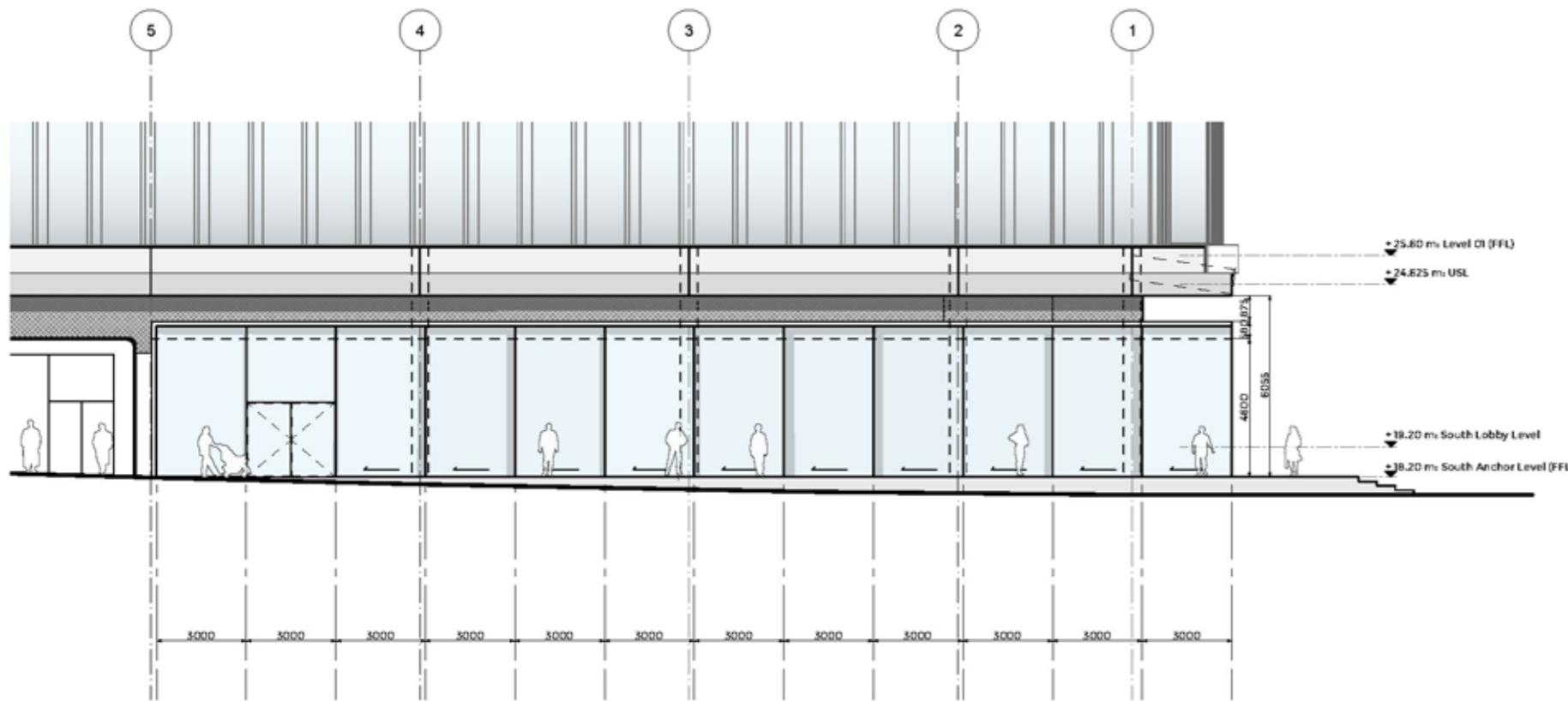
The Main Entrance is set towards the southern end of the building, directly opposite Buildings B2 and B4, in particular, the new entrance to the London Underground that sits below B2. Its location is placed to accommodate the large number of building users expected to approach from the transport node to the south, and so needs to be clearly visible and easily accessible (see Figure 86).

Due to its proximity to the stations, the majority of staff and visitors to the Zone A Building are expected to use the Main Entrance, which extends the full depth of the building to create a generous yet publicly accessible foyer. This arrangement draws members of staff and their visitors into the building where they can be greeted and directed either directly to Core 1 of the building, or pass security and towards the promenade to access other parts of the Zone A Building.

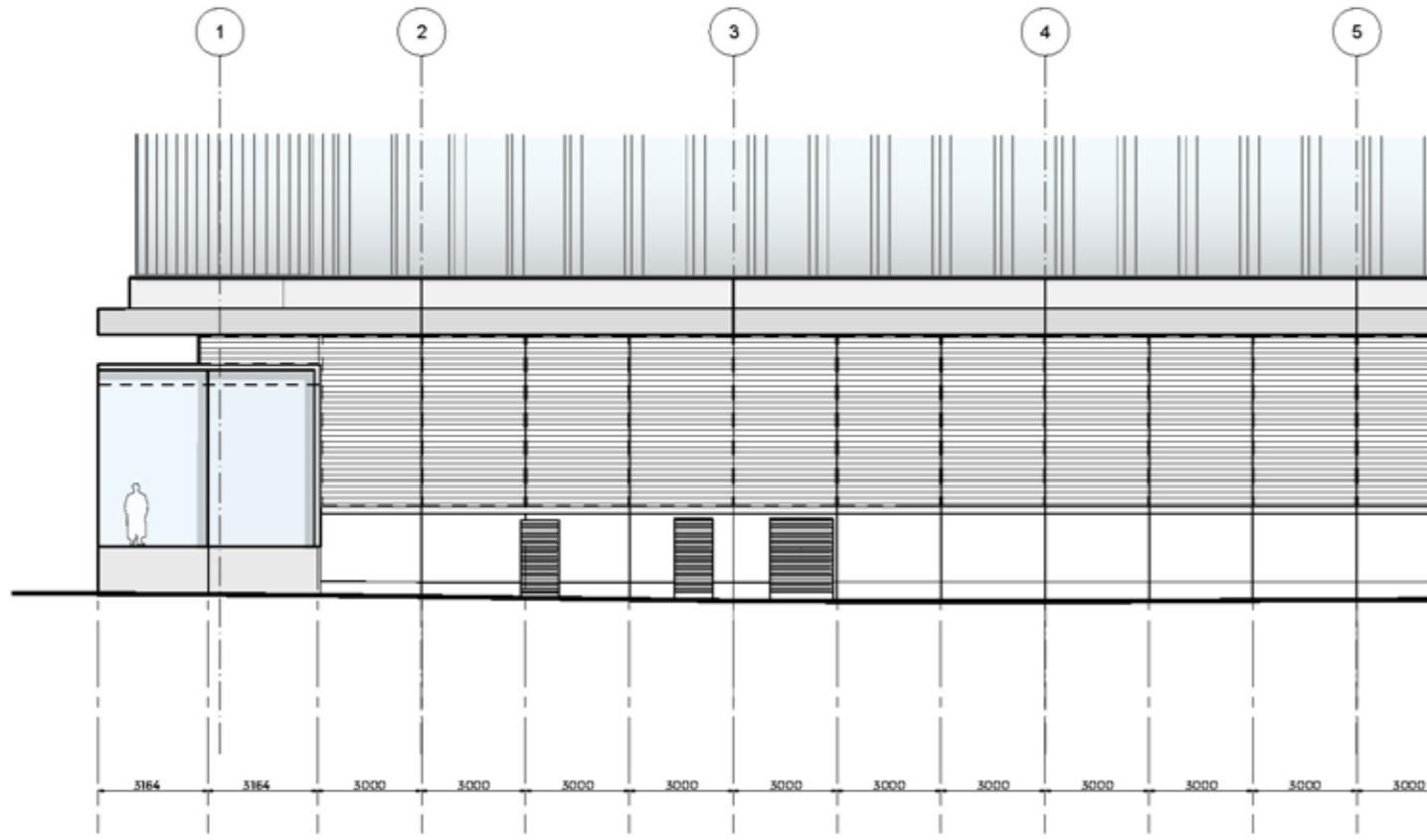
The foyer is designed to be an extension of King's Boulevard through the use of Sandstone paving material that is extended through into the building. On the outside, the entrance is articulated by a change in rhythm and structure of the retail units. The entrance is articulated as a dropped lobby to bring the office use to the street level, with glazing extended to the ground, providing views through the building to passers-by and reinforcing the legibility of spaces and uses around it, as shown in Figure 87.

Further along the King's Boulevard, the entrance to the Events Centre is positioned opposite Building B6 and follows the same articulation as the Main and North entrances through a simple rectangular shape. At 3.9m in height, the entrance clearly signals its location on the north-western kink of the Zone A Building and will draw activity up the King's Boulevard and along Goods Way, or from those travelling from Granary Square and along the Regent's Canal.

At the upper levels, building users will be able to engage with the street through the extensive glazing which meets the floorplate every two to three storeys, and by accessing the balcony spaces which punctuate the facade,

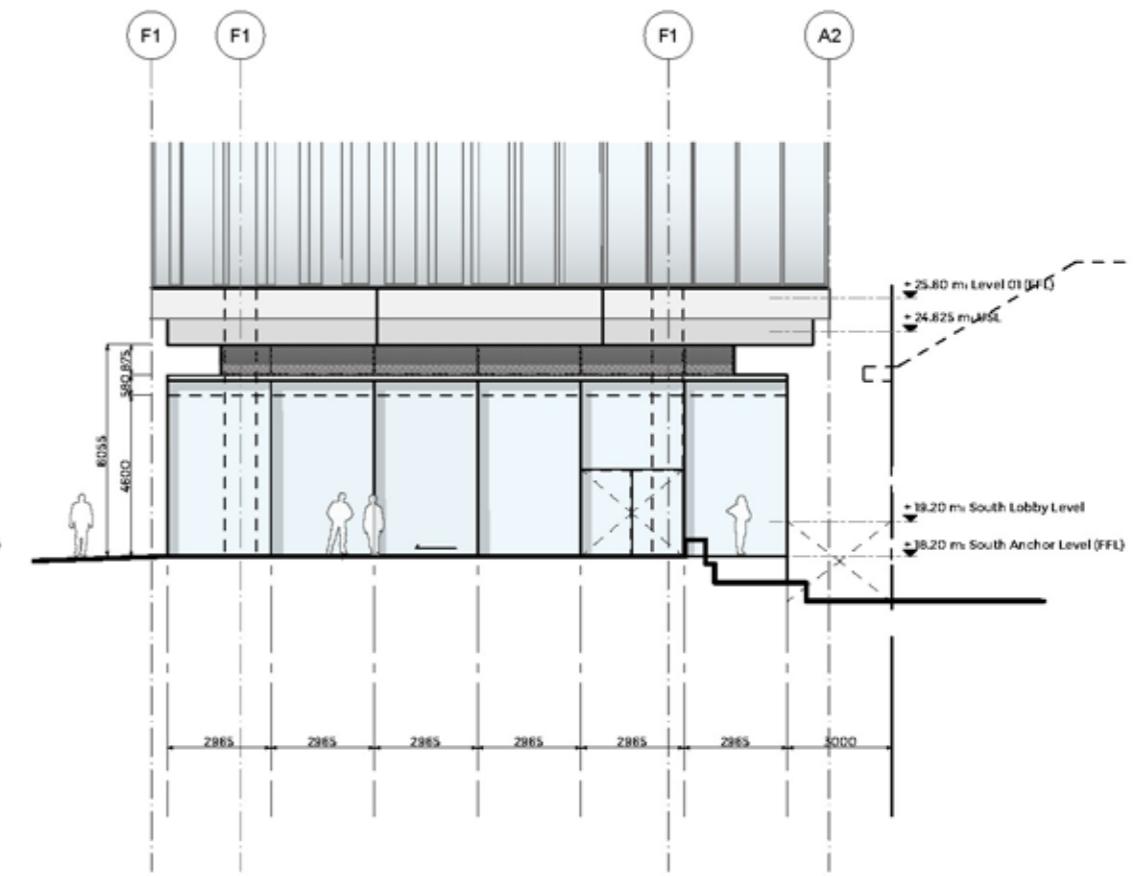


WEST



EAST

Figure 88: Elevations and view of the South Anchor Unit



SOUTH



General 1 : Façade Design and Public Realm

2.1

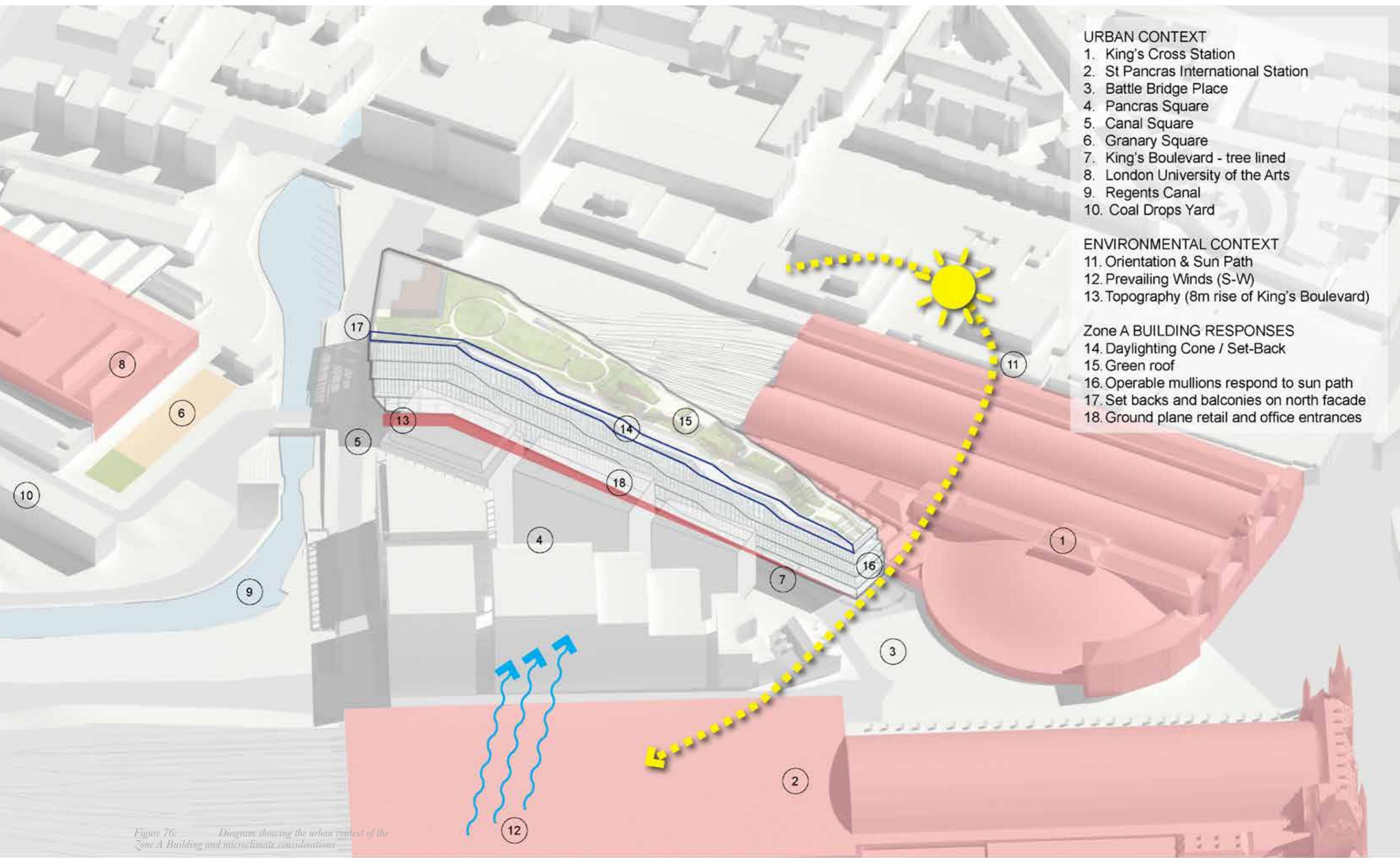


Figure 89: Verified view across Battle Bridge Place towards the Zone A Building and the South Anchor unit

Battle Bridge Place

The southern façade of the Zone A Building is designed to maintain interest and interaction with the surrounding public realm. As noted above, the ground floor is occupied by a large retail unit, referred to as the South Anchor, with display windows and entrances opening onto Battle Bridge Place and the King's Boulevard as shown in Figures 88 and 89.

The King's Boulevard and Battle Bridge Place form part of a wider 'long grain' which runs north-south down the southern area of the KXC site. The proposed Zone A Building responds to this natural grain by applying a subtly different architectural approach to the south facade. In contrast to the fixed timber fins on the upper floors of the east, west and north elevation, those on the south disengage are set apart from the facade and are able to rotate 180 degrees to respond to the weather and the requirements for solar shading or daylight. The design of the building's southern elevation is dynamic and animated, creating a regularly changing perception of the building when viewed from the public realm (see Section 2.12).



General 2 : Microclimate

General 2

How the design of the building envelope addresses local micro-climate conditions through consideration of, for example, canopies, solar access techniques or reflective materials and windbreaks paying particular attention to effects on:

- **Areas of green space and water;**
- **Areas where people may be for prolonged periods;**
- **Areas used by children and/or elderly people;**
- **Habitat areas (including green and brown roofs; and**
- **Wind tunnel or computer modelling should be provided to support proposals where necessary.**

Microclimate and shading of the public realm have been considered throughout the evolution of the scheme for the Zone A Building, resulting in a building that positively influences the physiological, physical, and social well-being of members of staff and their visitors, and passers-by.

Shading of the Public Realm

Shading of the public realm was fully considered as part of the Environmental Impact Assessment which supported the KXC outline planning application. The proposed massing of the Zone A Building as described in Section 1.3, accords with that assessment by virtue of its compliance with Parameter Plans KXC 005 and KXC 014. Further, the building incorporates a set-back to the levels above Level 7. This feature, shown in Figure 90, seeks to maximise daylight and sunlight onto King's Boulevard, as discussed in response to General Guideline 11 on daylight and visible sky component (Section 2.10).

Sheltered Spaces

All building entrances and retail units are set back from the main façade lines and oversailed by the office floors above, which provides a more sheltered environment at places where people will naturally congregate.

On the north facade, a double height terrace has been created at Level 10 to maximise levels of natural daylight within the workplace floors and provide valuable amenity and sheltered space for staff and their visitors. This terrace will not be overshadowed by any other building and is expected to provide bright northerly oriented spaces, particularly in the afternoon as the sun moves westwards.

Roof Gardens & Habitat Spaces

The roof of the Zone A Building will include approximately 3,800m² of landscaped roof terraces and green roof areas, which will act as rainwater storage/attenuation. To the north, 150m² is set aside for photovoltaic cells, the energy from which will be fed into the general supply for the building. Further details of the building's environmental performance can be found in Section 1.4 of this UDR, and in the submitted Environmental Sustainability Plan.

As explained previously in Section 1.3, the landscaped terraces at roof level and Levels 7 to 11 are intended to provide a range of character areas to reflect the orientation of the particular space and the preferences of different users. This includes, for example, a 'trim tack', fitness area, terraced gardens, dining and seating areas. Each space will include some shaded seating for people wishing to stay out of the sun. Further, tree planting has been focussed along the western edge of the roof to dissipate wind from the prevailing south-westerly direction and therefore ensure the spaces are comfortable for users throughout the year.

The planting palette for the landscaping at roof level is set out in the submitted Drawing Package. The extent and nature of the planting within these rooftop spaces has been developed to balance ecological enhancement with the asset protection requirements associated with the adjacent King's Cross railway line. Species have been selected for their biodiversity and habitat value but in accordance with the 'Network Rail General Guidelines in Respect of Tree Planting and Vegetation Landscaping on or Adjacent to the Operational Railway'.

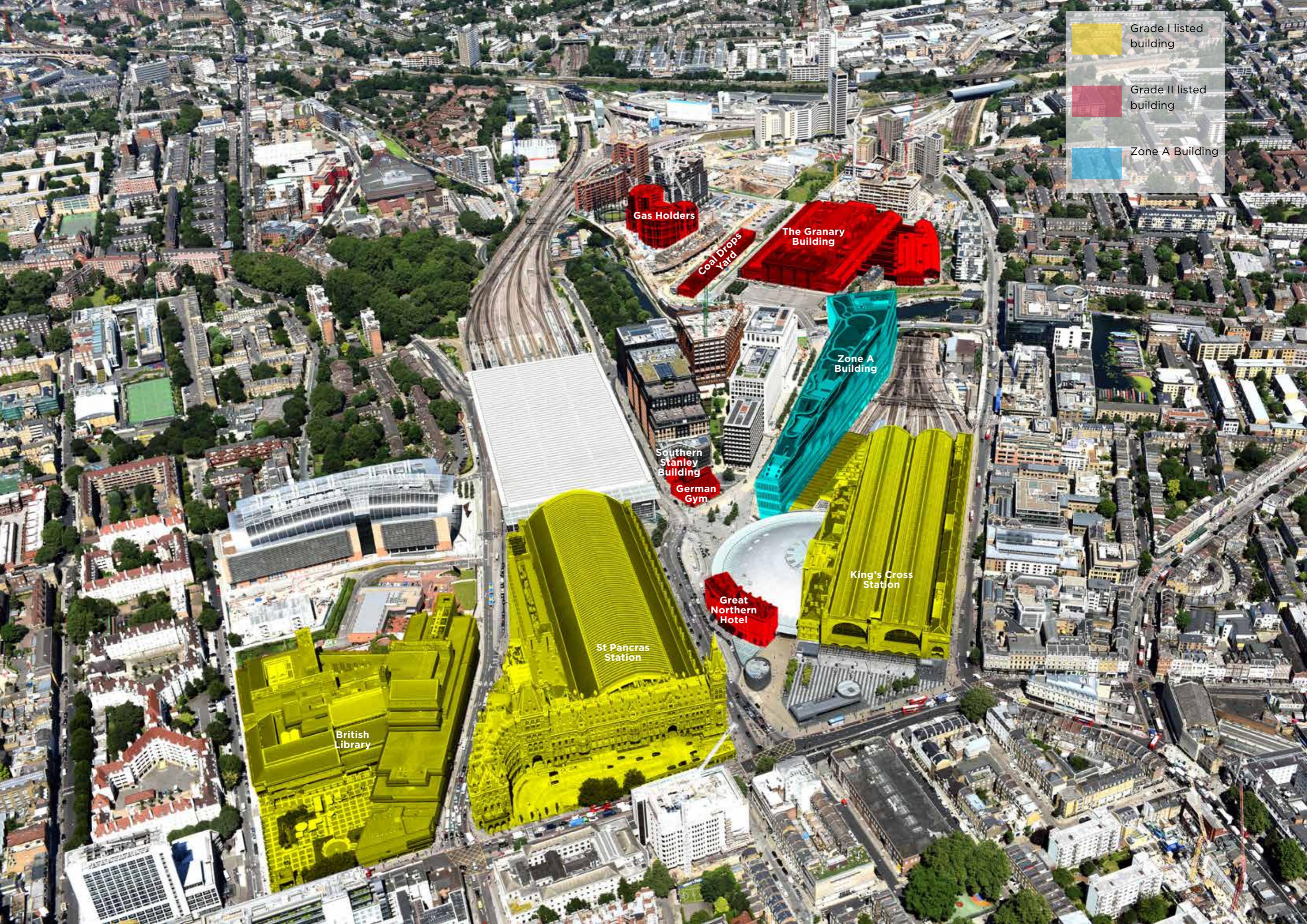
In addition to the landscaped gardens, wildflower green roof comprising providing a mixture of wildflowers, sedums, herbs and/or perennials will be provided on top of the MUGA at roof level to create a diverse habitat for bees, butterflies, insects and birds. Further opportunities for habitat creation exist in the form of the balconies at the upper levels on the east and west elevations which will feature climbing and low level planting. Further details are provided in Section 1.3 and in the response to General Guideline 9: Roofscape in Section 2.8.

Material Finishes

The use of light coloured materials, combined with the depths and angled orientation of the proposed facade elements respond to environmental conditions to reduce the effects of both glare and wind.

The impacts of wind and downdrafts on the building and the surrounding public realm are mitigated through the articulated façade, and the depth of the terraces and planting.

Wind modelling undertaken for the proposed Zone A Building demonstrates that the building and the surrounding public spaces will not experience significant downdrafts or accelerated corner flows which cannot be mitigated. The soft landscaping and tree planting proposed will dissipate any wind flow and ensure the environment is suitable for the proposed uses.



General 3, Station 1 and Canal 6 : Response to Listed Buildings

2.3

General 3

How the detailed design of the buildings responds to any adjacent listed buildings and their setting and/or views of local landmarks through, for example, articulation, the choice of materials or complexity of detailing.

Station 1

How the southern façade details of buildings within plots A1, B2 and E respond to the scale, form and significance of the nearby listed buildings.

Canal 6

How the detailed designs of the buildings within A5, B5 and B6 respond to the industrial character of the Goods Yard opposite and give primacy to the public realm, with simplicity, frontality and/or scale.

The Zone A Building sits within the context of a group of historic buildings in and around the southern part of the King's Cross Central site, namely the two Grade I Listed Victorian railway stations, King's Cross to the east and St Pancras to the west, and the Grade II Listed German Gymnasium Building, Stanley Building and Great Northern Hotel. The northern part of the proposed Zone A Building also faces the Grade II Listed Eastern Goods Yard, including the Granary Building and Granary Square, located on the opposite side of Goods Way and the Regent's Canal. The location of these buildings in the context of Development Zone A is shown on Figure 91.

The detailed design of the building's facades have been informed by the historic industrial character of the context, in particular its distinct grain and honesty, and its robustly engineered qualities. Typically, the surrounding Listed Buildings have elevations with repetitive bay structures and deep reveals showing thickness and substance to construction. This can be seen clearly from some of the largest buildings for example the two mainline stations and the Granary Building forming part of the Eastern Goods Yard, down to the smaller buildings, such as the German Gymnasium Building.

The material and colour palette of the existing buildings is primarily masonry. This simplicity is often contrasted on the station buildings with brightly coloured painted ironwork and a finer layer of detailing in the brickwork patterns and stonework. The latter is also prevalent on buildings such as the German Gymnasium and the Stanley Building.

In keeping with the limited palette of materials commonly displayed in the surrounding context, the proposed Zone A Building adopts pre-cast concrete horizontal lines across all frontages, between which glazed and timber mullion systems are applied. The grey colour of the concrete and warm tones of the timber mullions respond tonally to the muted browns and greys of the stonework and stock brick typical of the area, providing a light backdrop to the darker surfaces of the heritage buildings.

At the upper levels, the proposed sawtooth cladding profile provides depth against the concrete frame that responds to the thickness and rigidity of the nearby listed buildings. Subtle variations in the building's façade proportions also respond to the different conditions of its setting. For example, the proportion of glazing and vertical rhythm of the timber mullions on the east elevations respond to the scale of the station buildings and the north-south grain created by the linear train sheds. The following paragraphs explain the context specific response of each facade, with reference to adjacent listed buildings and the industrial character of the Eastern Goods Yard.

Figure 77: Site context of King's Cross Central as seen from the air showing the proposed Zone A Building within the context of a group of historic buildings (left)



Figure 78: Photos of some of the listed buildings to the south of the building, including St. Pancras Station, King's Cross Station and the German Gymnasium



General 3, Station 1 and Canal 6 : Response to Listed Buildings

2.3

South

The Zone A Building will form the southern edge to Battle Bridge Place and marks the start of King's Boulevard, representing a focal point for people standing in Battle Bridge Place. This key area will form an important gateway, channelling pedestrians along King's Boulevard. Further, the Zone A Building defines the space between the Grade II listed German Gymnasium and similarly listed Southern Stanley Building, embedding these historic buildings into their new context through the use of appropriate scale and materials..

The design of the south facade plays a key role in views of the listed buildings as they cluster around Battle Bridge Place alongside B2 and E1. Generally, the character of the adjacent buildings in this location is robust and simple, irrespective of their scale. There is a common use of load bearing masonry and careful use of ornamentation to express window and door openings. In addition there is a rigorous approach to function, particularly expressed in the repetitive nature of the

facades and building frames, which have an unpretentious, unembellished appearance. Taken as a whole, these buildings create a distinct townscape, with a strong frontage to the public realm.

The evolving massing for the Zone A Building has been carefully considered within the parameters established by the Outline Planning Permission, in particular Parameter Plan KXC 014 which provides for a graduation in height from the north to the south. For example, the scale of the southern end of the building as shown within Plot A1 of Parameter Plan KXC 005 is reduced where it steps down from 52.9m to 49.0m AOD, to visually respond to the lower heights of the nearby listed buildings. Here, the building is pulled back by 9m from the southern part of the Development Zone A boundary, such that the setting of the German Gym Building, the Southern Stanley Building and the St Pancras Clocktower in views from the south is preserved and enhanced.

Notwithstanding the response to these smaller listed buildings, the Zone A Building must also stand up to the scale and confidence of the two Grade I listed stations, which lie along the east and west edges of the southern part of the KXC site (Figure 93). Although smaller in form, the individual elements of the south facade take on a scale that responds to these bigger buildings. In particular, the facade has been composed on an 8m high grid displaying an expanding and retracting pattern of glazing and timber mullions and creating a distinct rhythm akin to that of the stations. The timber mullions disengage at the base through the two storey, grand order base, which brings the massing of the building successfully to the ground, but also gives a clear and legible framework for an active use to be included.

Further details on the southern façade's relationship with Battle Bridge Place and the frontages offered onto the public realm is provided in our response to Station 2 and Station 4 in Section 2.12 of this UDR.



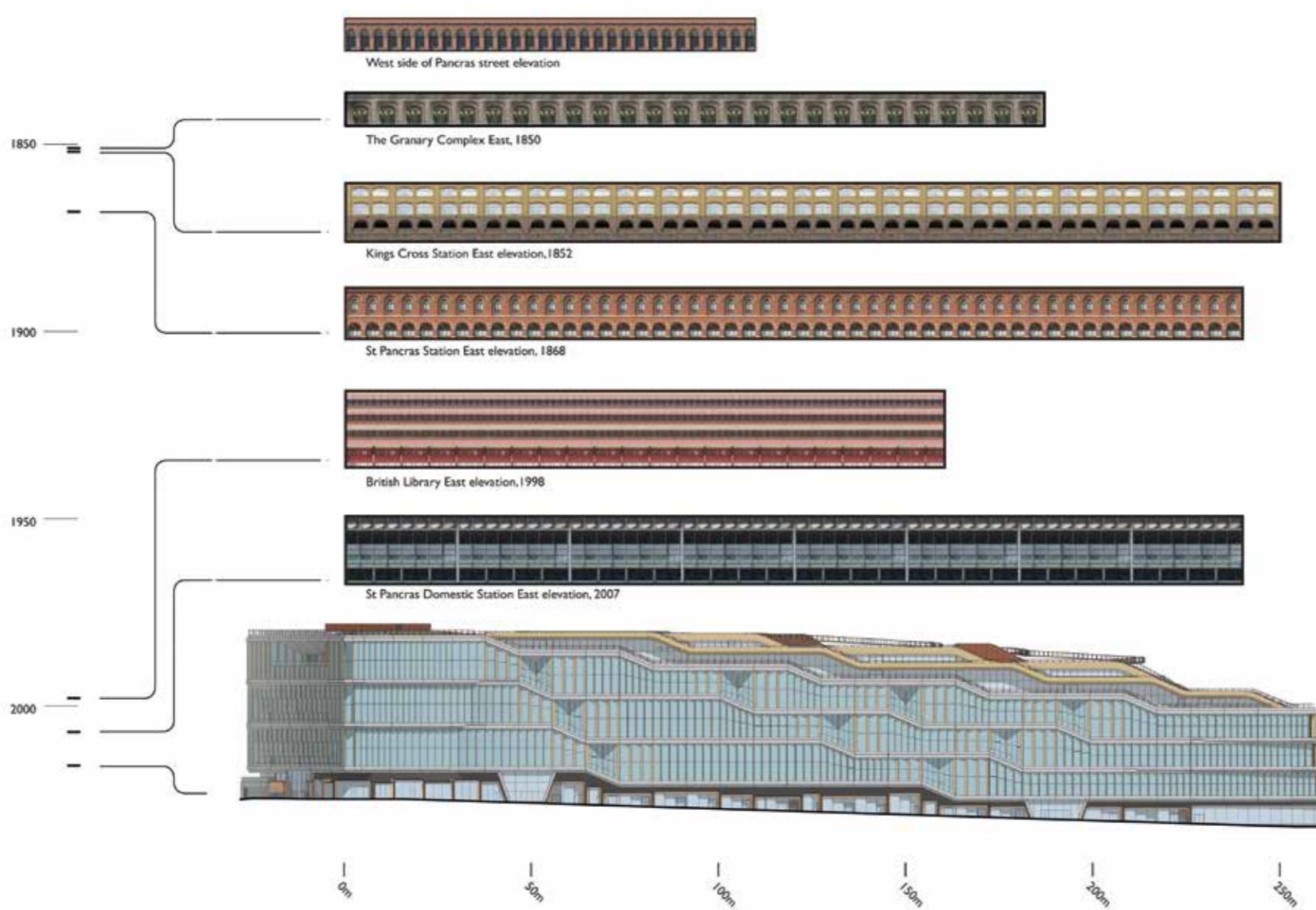
Figure 79: View south towards the city, illustrating the significant linear and repetitive form of the two Grade I listed stations



Figure 80: Illustrative view of the proposed Zone A Building as seen on a King's Cross station platform

General 3, Station 1 and Canal 6 : Response to Listed Buildings

2.3



East & West

The east and west façades largely follow the same language, with nuances in the composition to reflect their specific context. Both facades present the entire Zone A Building as one, unified building with the horizontal emphasis applied to these facades tying in with the scale and direction of the large-scale infrastructure of the King's Cross railway throat and the train sheds for both stations.

Consistent with the rest of the building, the east and west façades display an expanding and retracting rhythm of glazing and timber mullions, to create a distinct rhythm that is not only akin to that of the stations, but also provides a dynamic quality when viewed from the east from the King's Cross station platforms and York Way, as shown illustratively in Figure 94.

The contrast created by the sawtooth cladding profile of the glazing against the simplicity of the pre-cast concrete slabs and the timber mullion frames, expresses a variety of spaces within the building in views from the north and the east. Its character, defined by industrially-scaled and structurally-honest exposed steel that spans between the concrete frame above and below acknowledges the 'spirit of confidence' of the adjacent King's Cross station.

On the west facade, the views south down King's Boulevard towards the spire of St. Pancras Station were also considered and are reflected in the proposed massing of the building. The upper two layers of double height workplace have been pushed out by approximately a metre, tilting the building towards the King's Boulevard and framing the view south of the clock tower.

Further details on the way the proposed Zone A Building relates to the adjacent buildings are provided in our response to General 4 and South 5 in Section 2.4 of this UDR.

Figure 81: Comparison of the Zone A Building in terms of linearity and scale



Figure 82: Verified view of the proposed Zone A Building as seen from the Regent's Canal

General 3, Station 1 and Canal 6 : Response to Listed Buildings

2.3



Figure 83: Photo of the Grade II listed Granary Building, illustrating its simple, repetitive form and robust detailing

North

At the north end, the Zone A Building will be viewed as part of a group with three other buildings fronting onto Goods Way, namely Buildings B6, B5 and to a more limited extent B3. Together these buildings overlook the combined open space of the Regent's Canal and Granary Square. The Zone A Building also sits within the King's Cross/St Pancras Conservation Area and is adjacent to the Regent's Canal Conservation Area. At the heart of the latter Conservation Area is the Eastern Goods Yard, including the Grade II listed Granary Building. As mentioned above, the Zone A Building also sits within the wider context of the two Grade I listed Victorian railway stations, which form the western and eastern edges of the southern part of the KXC site.

Generally, the character of the Eastern Goods Yard is robust and industrial reflecting its earlier uses for the transfer of goods to and from the railway, canal and road system. Again, there is a rigorous approach to function, expressed in the repetitive, unembellished façades, punched windows and the choice of materials, in particular, intricate metalwork columns and robust stone and masonry. Taken as a whole, the Eastern Goods Yard creates a distinct townscape, with a strong relationship to existing and proposed open spaces, the Zone B buildings and the proposed Zone A Building to the south of the Regent's Canal.

In recognition of the important views to and from the Eastern Goods Yard and the Regent's Canal, the northern elevation of the Zone A Building has been designed on a subtly different arrangement to the eastern and western facades. Whilst it still follows the sawtooth cladding geometry of the other facades, the north elevation is composed to suggest primacy and direction towards Granary Square and the historic buildings around it through the addition of relief and repetition and an expression of the internal structure.

At the tenth floor, the elevation is pulled back, creating a large two storey balcony for building occupants. In the context of the other buildings along Goods Way, this distinctive façade will create a sense of enclosure to the open space of Granary Square and the Regent's Canal, as shown illustratively in Figure 97. Although architecturally distinct, the Zone A Building and Buildings B6, B3 and B5 all share a common simplicity in their composition, for example through the use of robust materials, massing and repeating bays, which complements the character of the Eastern Goods Yard.

Further details on the northern facade is provided in our response to Canal 1 and Canal 7 in Section 2.13 of this UDR.



General 4 and South 5: Townscape

2.4

General 4

How the detailed design of the buildings responds to adjacent development and its townscape qualities, through, for example, setbacks, choice of materials and arrangement and/or scale of façade elements.

South 5

How the east-facing elevations and articulation of buildings within plots A3-A5 contribute positively to views from York Way and Goods Way, particularly views of the King's Cross train shed, and to the townscape of these streets.

The Zone A Building extends the full length of the southern part of the King's Cross Central site, from Battle Bridge Place to the south, to Goods Way, Canal Square and the Regent's Canal to the north. As such, it addresses a range of contexts and scales as it transitions between street and space.

At its southern end the building acts both as the gateway to King's Boulevard alongside Buildings B2 and B4, and as an object-like prow enclosing the north-eastern edge of Battle Bridge Place. Moving along King's Boulevard, a strong relationship is set up between the straight building lines in Development Zone B on the western side of the street and the form of the Zone A Building, reinforcing the linearity of the street and the views of the open spaces at either end.

At the northern end, King's Boulevard opens out onto Canal Square and beyond that, the Regent's Canal and Granary Square. Again, the building takes the form of an object, acting both as an end piece to the Zone A Building, and alongside Buildings B6, B5 and B3, to the group of four buildings, which form the southern edge to these spaces.

To the east, the full length of the building can be appreciated in views from Goods Way and York Way, across the railway line into King's Cross Station.

The design of the building has been informed and is respectful to these multiple roles, developing a common language and scale that can mediate between the different contextual conditions, as illustrated in the range of views as Figure 98.

Architectural Language

The proposals are brought forward for the prospective occupier Google UK Limited, as a single building rather than the five plots indicatively identified on Parameter Plan KXC 005. This results in a coherent approach to the design of the site, allowing consideration of the full length of all four sides rather than the incremental development of a terrace of separate buildings. It is further considered that the common architectural themes adopted across the Zone A Building complements the more varying styles of Buildings B2, B4 and B6 on the opposite side of King's Boulevard.

The overall architectural language is that of an active base of retail and entrances to the office and ancillary uses; an articulated middle of office floors expressed by horizontal concrete spandrels and, as it rises to the north, double and triple height glazing and a series of staggered timber mullions; and an office crown set back incrementally to form landscaped terraces as well as adapt to the scale of the building to its surroundings.

The façades on all four sides of the building are expressed through three primary materials: timber, glass and concrete, which define the composition. Vertical two and three storey modules framed by the timber mullions are variously infilled with flush and recessed glazing of different widths, balconies and terraces with planters, while the sawtooth glazed panels are angled to respond to outward views and solar gain. Shifts in depth, colour and materiality distinguish the building from its neighbours, whilst the rhythm and the verticality that defines them, relate it back to the surrounding townscape.

These subtle variations result in a truly dynamic building, creating interest and surprise as pedestrians move around each façade.

Figure 84: Left - Townscape studies showing views of the building in context

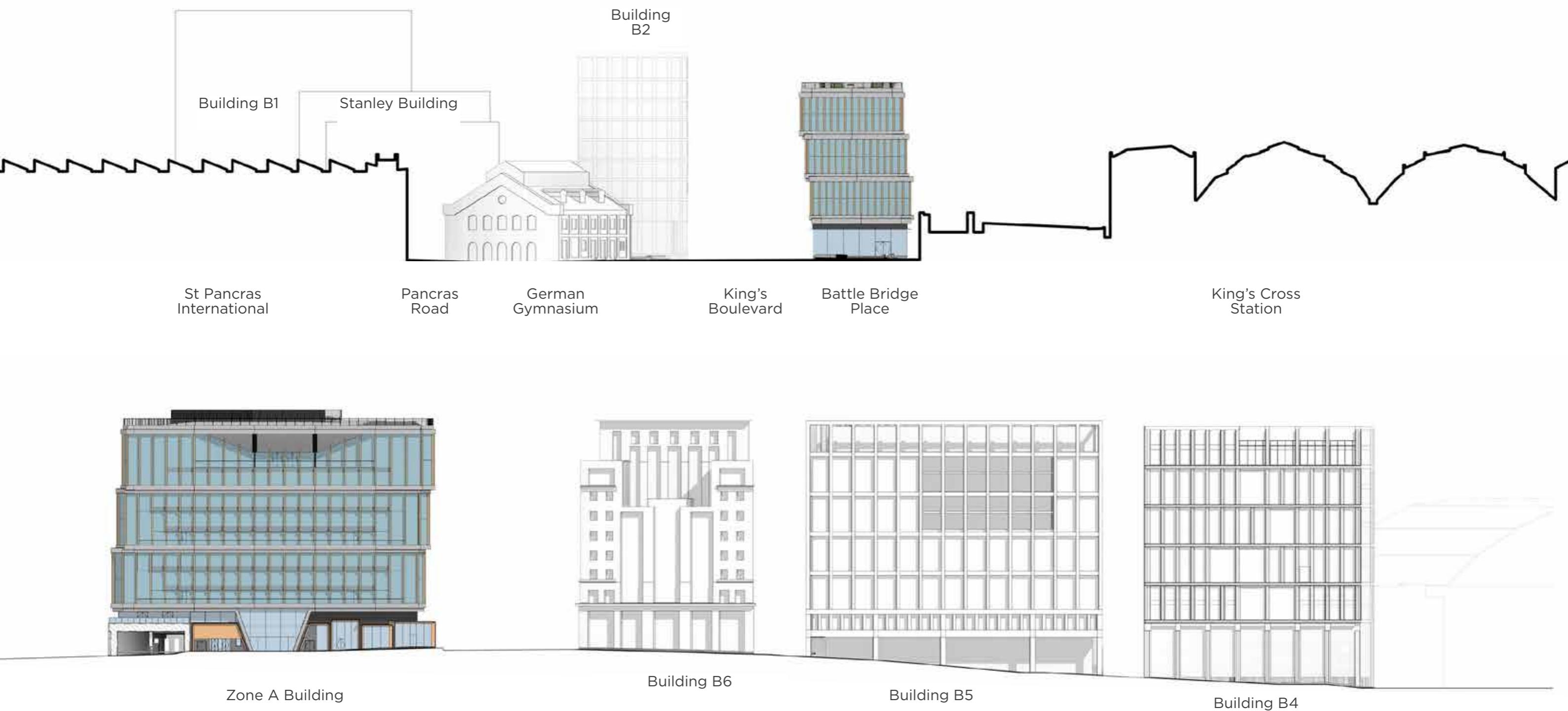


Figure 85: (top) south and (bottom) north elevations of the Zone A Building as seen within the context of its surrounding buildings

General 4 and South 5: Townscape

2.4



Figure 86: Photograph of 1:200 model showing view across roofline of King's Cross Station looking towards the east facade

Massing

The Parameter Plans with reference to KXC 005, 013 and 014, set out a vision of a crescendo of scale and form as one moves north toward the Regent's Canal on both sides of the King's Boulevard. Within these parameters, consideration has been given to a massing solution that relates to the existing urban grain, as well as to the variety of scales of emerging and existing buildings in the surrounding context.

As described in Section 1.3, the proposed massing for the Zone A Building rises from +50.5 metres AOD or seven storeys (excluding ground floor) at its southern end, to between +69.2 metres and +70 metres AOD (ten storeys) in the middle section, to +72 metres AOD or eleven storeys (excluding ground floor) at its tallest point at the north end. These heights conform to the above Parameter Plans and respond to the stepped height and massing of the completed Buildings B2, B4, and B6 opposite.

The proposed Zone A Building does not extend to the full area of Development Zone A as originally envisaged in the Parameter Plan KXC 005. It steps back at the southern end where the permitted height drops to +34m AOD adjacent to Battle Bridge Place. As described in Section 1.3, it is considered that this approach results in a more comfortable relationship with the German Gymnasium building and the King's Cross station concourse area, which aligns its eastern corner with the south-west corner of the Zone A Building, reinforcing the visual impact of the southern end of the building by adopting a consistent height and massing.

Notwithstanding the downward slope to the west along Goods Way, the roof level at the northern end of the Zone A Building continues with the roof lines of Buildings B6, B5 and B3. The height relationship within the context of the adjacent buildings at the northern and southern ends of the proposed Zone A Building is illustratively shown on Figure 99.



Figure 101:
Verified view across Battle Bridge Place

General 4 and South 5: Townscape



Figure 87:

Photograph of model showing composition of south facade

Views across Battle Bridge Place

Battle Bridge Place derives a strong sense of place from the diversity of the buildings which surround it; their age, size, type, layout and use. Extending across a large area between King's Cross and St Pancras Stations to the east and west, and Pancras Square and the new King's Cross western concourse to the north and south, Development Zone A is bounded by both historic buildings such as the German Gymnasium and Southern Stanley Building, and the new buildings in Zone B such as Building B2.

Despite its range and openness, Battle Bridge Place has a strong identity both as a space in its own right, and as the gateway to the rest of the King's Cross Central site. The southern end of the proposed Zone A Building has been designed specifically to respond to these roles, through a smaller mass that visually relates in height and form to the adjacent Building B2, Southern Stanley Building and German Gymnasium, and by adapting the language of the façade treatment to reflect that scale and the building's frontage onto the public realm. As such, the prominent south elevation of the Zone A Building is an 'end piece', which forms the enclosure and backdrop to Battle Bridge Place when approached from the south.

The scale of the façade order acknowledges the scale and boldness of the stations, which frame the space. Within this two-storey order, a simpler interpretation of the pre-cast structural frame is applied to respond to the geometries established by the dominant southwards thrust of the stations and smaller urban grain of the existing historic buildings. This includes the expression of the floorplates at all levels to create a visual relationship between the building and the smaller scale of the facade elements to the adjacent Building B2, as shown in Figure 101. Further, as noted in Section 2.1, the timber fins take on a more dynamic quality on the south facade, gradually turning to respond to daylight and sunlight, and creating a varied appearance of solidity and transparency throughout the day. This variety picks up on the robust historic station architecture, which includes significant expanses of solid masonry facade, and the more transparent elements of newer buildings in Zone B or the German Gymnasium.

This approach, described in more detail in Section 2.3 in response to Station Guidelines 2 and 4, reflects a spirit of confidence within which the new edge of Battle Bridge Place, and the gateway to King's Boulevard, is defined.



Figure 103: Illustrative view looking south along King's Boulevard

General 4 and South 5: Townscape



Figure 88:

Photograph of model looking north along King's Boulevard

Views along King's Boulevard

King's Boulevard is defined by strong linear edges created by Development Zone A to the east and Zone B to the west, setting up sightlines towards the Granary Building to the north and the St Pancras Clocktower to the south which stand as 'icons' at each end of the street. The Zone A Building will generally be appreciated from the public realm by pedestrians, who will view the west façade obliquely as they move along King's Boulevard (see Figures 103 and 104) and to a lesser extent, face-on through gaps in the Zone B buildings from Pancras Square. As a result, the Zone A Building takes account of the influence of both close up and more distant views in terms of massing, façade treatment, detail and choice of materials.

The continuous frontage and consistent use of materials, reinforces the perspective of King's Boulevard and contributes to the success of the street as a unified space. The rhythm of the bays and deep reveals created by the glazing between the timber mullions serve to exaggerate this effect, especially looking northwards uphill, making the street feel shorter than it really is. As shown previously in Figure 101, the mullions are also angled to varying degrees, creating a dynamic quality as one moves along the street.

The strong horizontal lines created by the prominent floor slabs at every second or third level, gives direction towards the open spaces and landmarks that terminate the King's Boulevard. A quarter of the way along, the Zone A Building steps up by three storeys, reflecting the increasing height of the adjacent Zone B Buildings and addressing the transition from open space to enclosed street as shown in Figure 104. The stepping back of the intermediate floors along the west façade reduces the bulk and scale, and increases sunlight penetration to the King's Boulevard at pedestrian level. Whilst at the top, the stepping back of the terraces contribute to diversity at roof level and provide visual interest and human-scale to the urban block.

Balconies are inserted along the building's entire length, to allow light to penetrate into the office floor plates, and help to articulate the building's stepped massing along the King's Boulevard. In particular, they add contrasting depth to moderate the vertical and horizontal scales of the building as pedestrians view it in either direction along the King's Boulevard.



Figure 89: Illustrative view of the north and east elevations of the building within the context of Buildings B6, B5 and B3 along Goods Way, as seen from the Regent's Canal

General 4 and South 5: Townscape

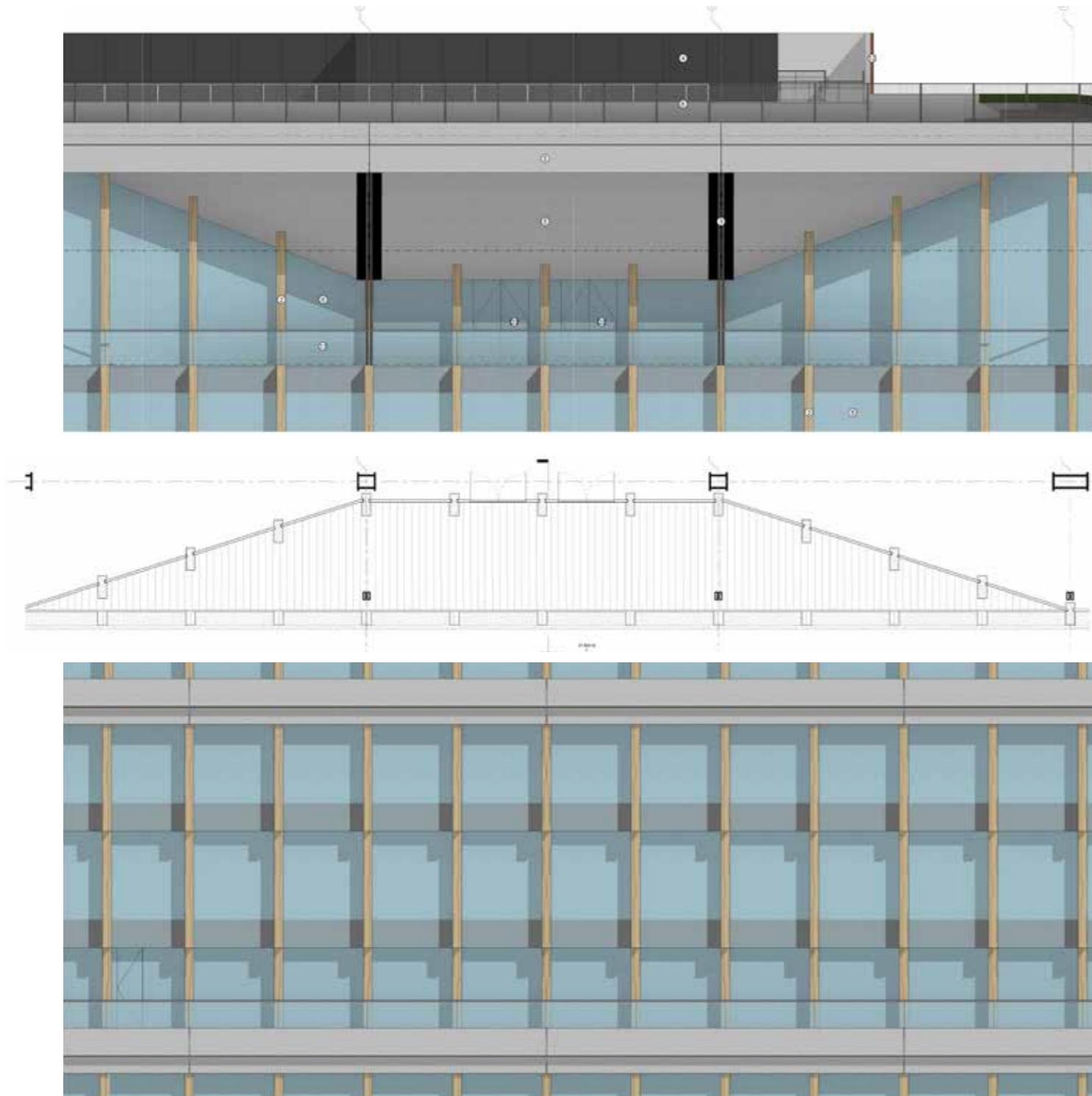


Figure 90: Elevation and plan showing the materiality of the tenth floor balcony on the north facade (top) and bay study of three storey element showing stepped timber mullions and expressed floorplates

Views from Granary Square and along Goods Way

The northern elevation of the Zone A Building is prominent in views from three directions (and vice versa): over the Regent's Canal from Granary Square and the Eastern Goods Yard to the north; across King's Boulevard from Canal Square to the west; and over the railway lines into King's Cross station from York Way to the east.

As noted previously, the northern elevation forms part of a long terrace of buildings along Goods Way, with Buildings B6, B5 and B3 creating a row of freestanding buildings that are punctuated by routes into Pancras Square and Battle Bridge Place. With the alignment of these facades, priority is given to a combined street frontage rather than an object-like quality of any individual building.

Notwithstanding the varied use of materials and differences in scale and massing, the composition of the Zone A Building follows a similar arrangement to its neighbouring Zone B buildings on Goods Way, with an articulated base, middle and crown, as shown on Figure 105 opposite. The north façade is based on an expressed structure, and responds to the grid arrangement of these other buildings. At the tenth floor, the façade is set back to create a large recessed balcony which expresses the structural beam, adding further interest and scale (see detail as Figure 106). This setback creates a similar relationship to that of Building B6, and the treatment of the top two storeys visually ties together the setbacks on Building B5 and the terrace of Building B3 on the northern frontage.

From Levels 02 to 08, the triple height storey proportions of the frame itself and the strongly expressed vertical timber mullions give a generosity of scale and serve to maintain the vertical and horizontal rhythms of the neighbouring buildings in order to maintain a coherent frontage and language. This is, however, broken down into smaller elements, with the intermediate 'hung' floorplates meeting the facade as if the building had been sliced through in section (see Figure 105). This additional layer of detail, which features on the north facade only, provides a more refined scale to respond to the expressed single storeys of the adjacent B6 building and allows people to read the internal structure when seen in longer views from the public realm.



Figure 91: Verified view of the eastern elevations of the Zone A Building, as seen from York Way

General 4 and South 5: Townscape



Figure 92: Photo of the 1:200 scaled model showing the eastern elevation, as seen from Goods Way

View from York Way

The eastern elevation, which overlooks the King's Cross railway tracks towards York Way is a confident, single composition that will offer long-view visual interest to the daily commuters, vehicular and pedestrian users of York Way. Whilst not strictly a 'street edge' due to the separation of the proposed Zone A Building and York Way by the railway lines, the east façade has been designed with the same regard to those directly fronting onto the public realm, representing an equal fourth side that adopts the same compositional language and materiality as the rest of the building.

Given the building's length and visibility from the King's Cross railway tracks, Goods Way and York Way, the eastern elevation's composition and colouration at a range of scales has been considered with various speeds and movement in mind. An analysis of scale was carried out, which looked at the existing buildings and infrastructure around the site, as well as precedent typologies. This revealed the prevalence of simple, rational and well-detailed facades that follow the same language, but with subtle iterations to reflect orientation and prominence, creating continuous and harmonious frontages.

As with the other facades, the design of the east elevation is rational and coherent, illustrated by the photo of the 1:200 model in Figure 108. Its linearity is emphasised through the introduction of a strong horizontal emphasis in the defined base and clear delineation of the floor slabs at every second or third level, consciously tying in with the scale and direction of the large-scale infrastructure of Goods Way and the King's Cross railway tracks. As with the west facade, the direction of the timber fins are varied to create solid and transparent blocks depending on the angle of the view. This serves to break down the massing in long and short views, and create a sense of movement which can be appreciated as you approach or leave King's Cross station on the train. Planted set backs interrupt the rhythm of glazing and timber to mark key steps in the massing and provide texture and relief across the facade.

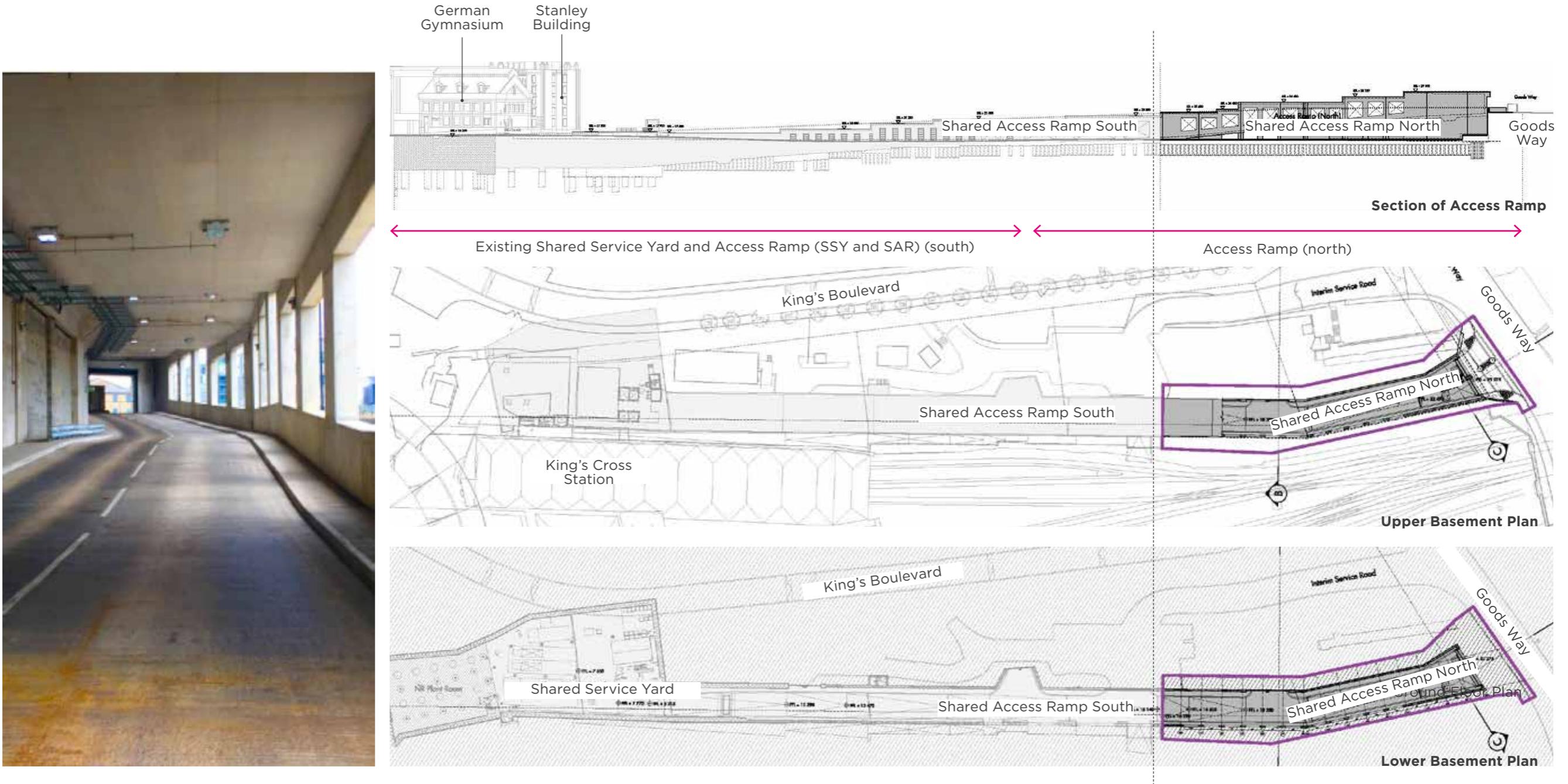


Figure 93: Photo of the completed Access Ramp to the basement of the building looking north and Section/Plans showing the approved Access Ramp

General 5 and 6 Service Entrances and Minimising Blank Facades

2.5



Figure 94: Elevation drawing showing the materials proposed for the entrances on the northern facade of the building

General 5

How any service entrances, where they are unavoidable, have been designed to integrate successfully within the street scene, including providing crossings at pedestrian grade.

General 6

How the design of the building generally minimises louvres and louvres/vents, blank façades, especially at street level and over large areas of façades.

As explained in Section 1.6 of this UDR, both the office element and retail units of the Zone A Building will be serviced via its own basement, which is spread across two levels. In accordance with Parameter Plan KXC 017, this basement will be accessed by a single (existing) entrance on Goods Way, thus minimising the need for service entrances on the other facades.

The entrance to the Access Ramp and to the basement, will be entirely enveloped by the Zone A Building. The design of the north and east facades in particular, have been developed to ensure that it reads as an integral part of the building. The height of the ramp entrance is set at a single storey to minimise the size, and thus the impact of the opening and create a feature with human scale, illustrated in Figure 110.

This results in the office space directly above, which is proposed to be used as a staff café, also being expressed as a single storey, before returning to the regular rhythm of the three storey module above. This single storey office bay wraps around the north-east corner of the building onto the east façade and forms the start of a longer glazed element separating the Access ramp from the building above. It tops the Access Ramp 'plinth', which is clad in a profiled glass reinforced concrete (GRC) cladding, as shown in Figure 110.



Figure 95: Verified view of the north-western part of the building showing the treatment of the entrances to the Access Ramp and cycle store edged in blue on the north elevation, as seen from Goods Way

General 5 and 6 Service Entrances and Minimising Blank Facades

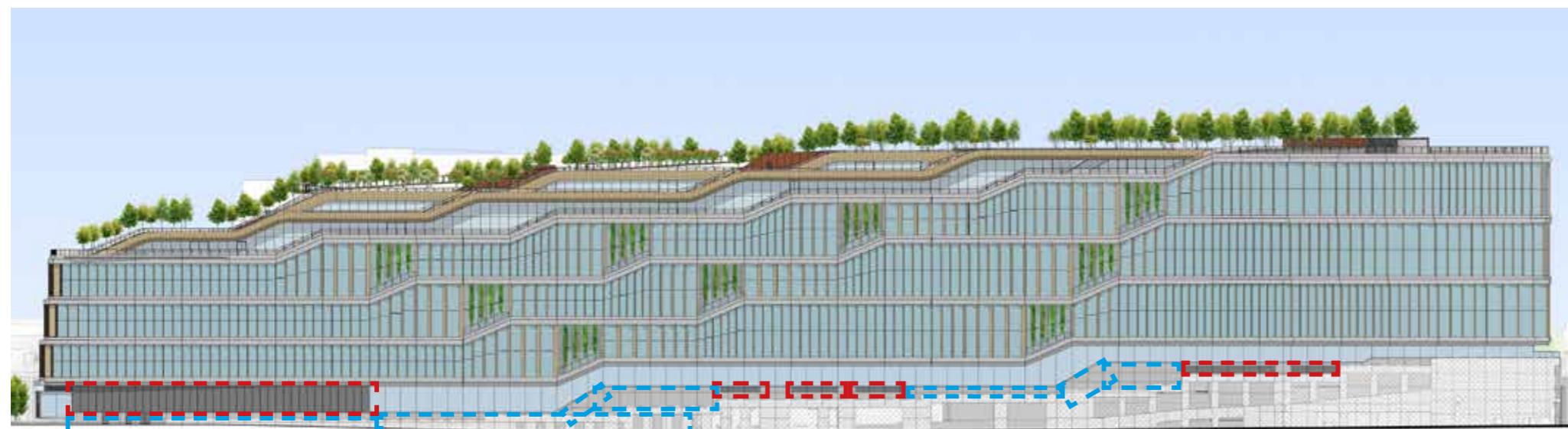
The treatment of the Access Ramp allows for the incorporation of concealed vents and ventilation to the ramp and basement areas, and addresses the marked level changes from the north to south in a consistent manner (see Figure 112 below). GRC cladding is continued onto the north façade and into the ramp entrance, providing a consistent, high quality finish to the entrance reveals when viewed at oblique angles along Goods Way and embedding it into the façade, see Figure 111.

A pedestrian crossing is provided at the point where the service entrance crosses the southern pedestrian footpath on Goods Way and was approved as part of the previous AR(N)

Enabling Works submission. The crossing will be clearly demarcated at the bellmouth of the Access Ramp through the use of tactile paving at the dropped kerbs.

Around the rest of the building, the arrangement of the cores in the centre of the building enables the positioning of active uses around the perimeter of the building, therefore minimising areas of blank facades and louvres. The majority of the plant and servicing equipment has been located in the basement. This approach ensures that the ground and upper floors are available to be utilised as retail office space, and that most of the roof can accommodate an area of 3,800 square metres of roof garden rather than extensive plant rooms.

No louvres for office plant are positioned between the ground and eleventh floors of the building on the west, north or south facades, thereby maintaining the character and continuity of the street. While the east elevation includes eleven louvres at ground to second floors, the metal louvres have been designed as an integrated cladding system component utilising the same finish as the GRC cladding found on the Access Ramp.



East Elevation



North Elevation

Key:

- Metal Louvre Screen
- Glass Reinforced Concrete Cladding
- Access Ramp Entrance

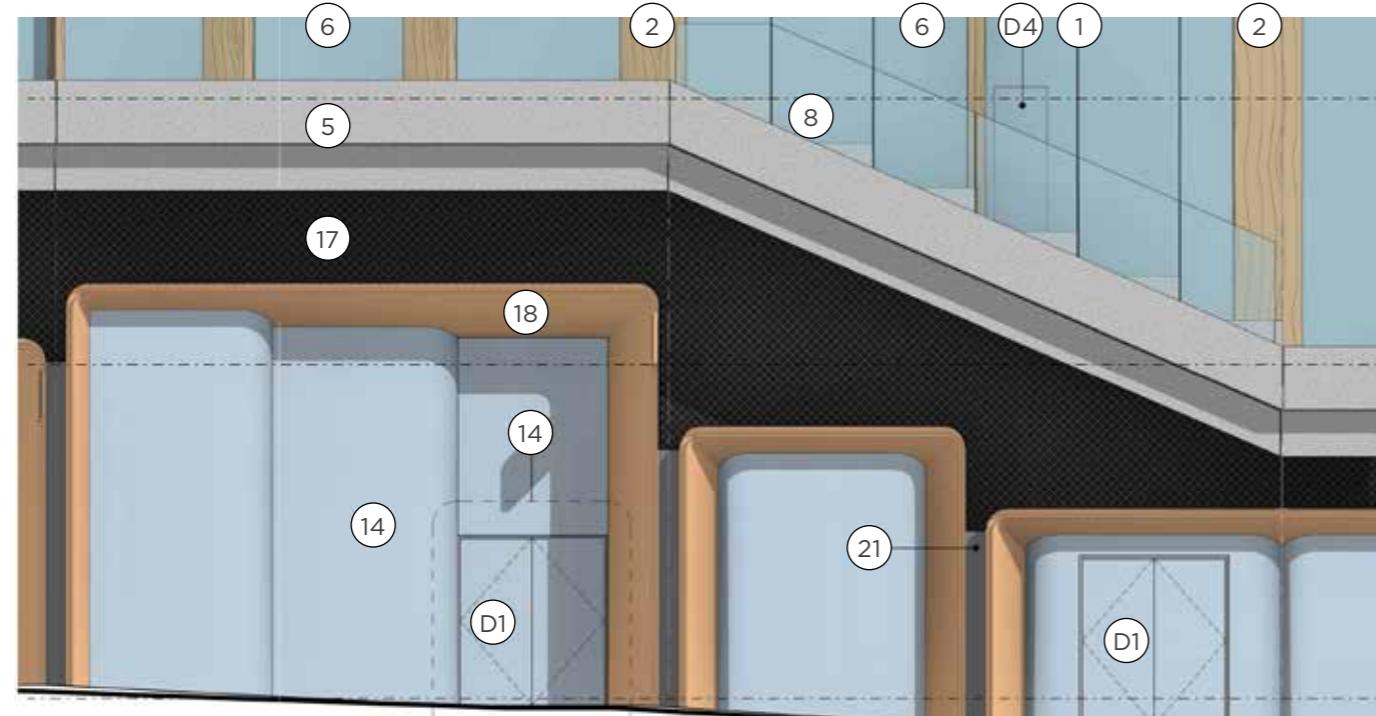
Figure 96: East and North elevations of the building indicating where the metal louvre screen, panel cladding and access ramp entrance are located



Figure 97: Verified view of the Zone A Building showing the north-eastern elevations as seen from the Regent's Canal

General 5 and 6 Service Entrances and Minimising Blank Facades

2.5



Retail Unit

Key

- 1 Steel Mullion
- 2 Timber Mullion
- 5 Pre-cast Concrete Spandrel
- 6 Upper Floor Glazing
- 7 Black Painted Dark Grey Glass Panel
- 8 Metal Mesh Balustrade
- 14 Ground Floor Glazing
- 17 Dark Grey Expanded Metal Mesh
- 18 Bronze Colour Metal Cladding Shop Front Portal
- 21 Dark Grey Metal Shop Front Divider
- D1 Glass Sliding Door
- D3 Glass Hinged Door
- D6 Dark Grey Back Painted Glass Door

The retail units are the only areas of the north and west facades that require air intake or exhausts at street level. High quality metal mesh cladding is integrated into the shopfront design above the glazing to conceal this function, forming a continuous shadow gap between the retail frontage and first floor slab (see Figure 114).

The cycle store, located at Levels 00 and 00M, and the proposed Events Centre located at Levels 00, 01 and 02, will both eject air through discrete and integrated metal mesh cladding on the north and west façades respectively. Details on the entrance to the Events Centre can be seen from the elevation drawing as Figure 114, showing the metal mesh cladding which are located next to the pre-cast concrete frame, consistent with those used above the retail units.

This strategy of distribution of air intakes also frees up the building from large air risers within the central core of the building and the need for substantial air intakes at street level facing the public realm. Additionally, by specifying the louvres in metal mesh cladding will ensure the visual continuity across the facades will be maintained.

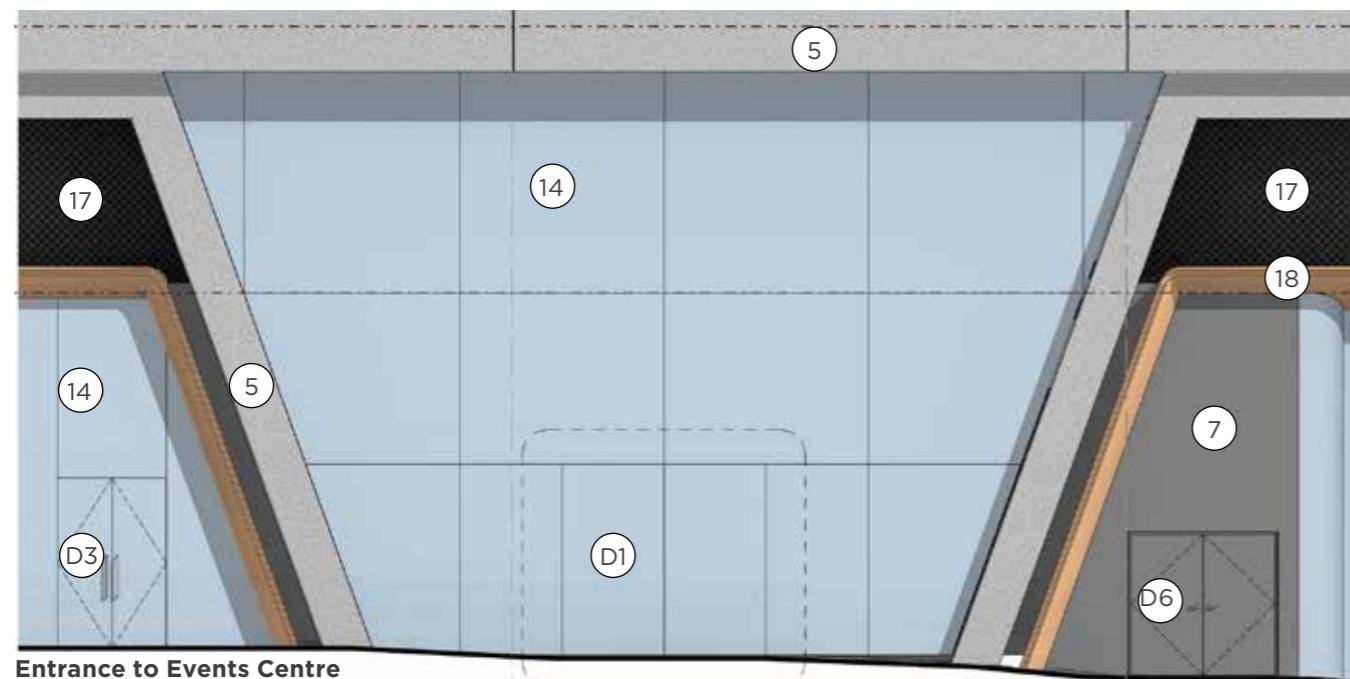


Figure 98: Elevations (top) showing a retail unit on the King's Boulevard and (bottom) entrance to the Events Centre describing the materials proposed



General 7 and Canal 4: Street Hierarchy



Figure 99: Illustrative view of the Zone A Building as seen from Two Pancras Square showing glimpses of the internal programme from the western elevation

General 7

How the detailed design of buildings reinforces the street hierarchy through, for example, location of entrances, scale, articulation and selection of materials.

Canal 4

How the treatment of the northern (end) façades and side façades of buildings within plots A5, B3, B5 and B6 reflects the roles of these different façades both within urban blocks and in shaping public spaces and the routes through them.

There is a clear street hierarchy emerging in the southern part of the King's Cross Central site, with primacy given to those streets and squares running north-south, for example the King's Boulevard and Pancras Square. Save for Goods Way, which retains a significant role as an existing vehicular thoroughfare and backdrop to the open space of Granary Square, other new streets and passages running east-west are generally treated as narrower, more intimate spaces, responding to the shorter proportions of the site's end grain.

Within this context, the Zone A Building is surrounded on three sides by public realm, specifically the King's Boulevard to the west, Battle Bridge Place to the south and Goods Way/Canal Square to the north and north-west. The east side of the building fronts onto the railway tracks into King's Cross station and beyond that, York Way.

The long grain of King's Boulevard and York Way and thus the west and east façades of the proposed Zone A Building, reflects the linearity of the adjacent historic stations and trainsheds. In contrast, the shorter elevations face onto Battle Bridge Place and Canal Square allowing the north-south grain of this part of the site to be felt. At each end of the building i.e. the equivalent of plots A1 and A5, the building has the added concept of an 'end grain' whereby the internal floors are expressed as they interact with the façade, giving the impression the long building has been 'sliced' at the ends, and the inner, or end, grain is exposed.

In addition to its relationship with the surrounding public realm, the design for the Zone A Building has been considered in conjunction with Buildings B2, B4 and B6 to the west, and the southern Stanley Building and German Gym Building, which lie to the south.

The design of the building and the way it shapes and responds to the public spaces around it is discussed in the following paragraphs with reference to the south, west and northern elevations.

Figure 100: Left - Illustrative view looking north up King's Boulevard from Battle Bridge Place



General 7 and Canal 4: Street Hierarchy



Figure 102: Photograph of model showing south-west corner of the building and curved plinth to South Anchor Unit

Figure 117: Left - Photograph of the model showing the junction between King's Boulevard and Battle Bridge Place

Battle Bridge Place

As indicated above, the form and articulation of the Zone A Building extends beyond King's Boulevard at each end to engage with the adjacent public spaces of Battle Bridge Place and Canal Square/Goods Way. Importantly, the south façade will form an important visual relationship with the Southern Stanley Building, the German Gym Building and Building B2 in terms of its height and massing, creating a gateway to Battle Bridge Place, and the rest of the KXC development.

The south elevation frames and responds to Battle Bridge Place, both in terms of its façade treatment and the way the ground floor plinth engages with the public realm. On the façade itself, the timber fins disengage from the ground floor and are capable of rotating 180 degrees, depending on the time of day, which will create visual interest on each level overlooking Battle Bridge Place. At the ground level, the plinth on which the building sits, is extended beyond the building envelope to form a terrace for people to spill out onto. This is met by an additional lower terrace, which softens the edge of the plinth and provides an additional seating wall for Battle Bridge Place. The shape of the seating wall and steps to the terrace curves around the corner of the building, guiding pedestrians towards and up King's Boulevard or directing them into the South Anchor unit, as shown in Figure 118. The plinth and terrace are integrated into the public realm through its language of materials and tactile paving (described in Section 1.3), providing a positive, active edge to Battle Bridge Place.

As shown on Figures 117 and 118, the building steps outwards by a metre every two storeys on the corner of the building and is set back 1.65m on the south facade, emphasising towards the route north. Similarly, in views south down King's Boulevard, the shape of the building is marked out against the sky, framing views of the St. Pancras Station clock tower and directing pedestrians' eyeline towards the open space of Battle Bridge Place.



Figure 119: Photograph of model showing main entrance
in the context of the retail frontage and the west elevation

General 7 and Canal 4: Street Hierarchy



Figure 103: Illustrative view showing the entrance to the Events Centre above the Zone A Building, as seen from Canal Square

The King's Boulevard

King's Boulevard runs along the western edge of the Zone A Building and will be a principal transport and retail thoroughfare at KXC. This principal route will have characteristics both of a wide city street and a long square allowing comfortable movement of people around KXC. The massing and design of the western elevation of the proposed building forms a linear frontage along the King's Boulevard, creating a sense of enclosure, continuous with the buildings opposite, namely Buildings B2, B4 and B6.

The location of the entrances to the Zone A building are designed to reinforce the street hierarchy around Zone A. The main entrance itself is set towards the southern end, almost directly opposite the route between B2 and B4 – also the location of the entrance to the London Underground that sits below B2. Its location is placed to accommodate the large number of building users approaching from the south, and is designed to be clearly visible and easily accessible. The entrance design brings the language of the office space above the ground floor down to ground level, thus differentiating it from the remainder of the ground plane design. The concrete framing is heavy and pronounced, clearly visible as one approaches the building from Battle Bridge Place, walking south along King's Boulevard or from between B2 and B4. Additionally, this heavy frame is filled by a set back, clear frameless glazing with sliding glazed doors allowing high levels of visibility deep into the main reception of the Zone A.

Further north along King's Boulevard, the Events Centre entrance appears, utilising the same architectural language to signify entrances within the street scene. This one, however, is located just as the building kinks to the west marking the change of direction of the street and built form.

On the northern elevation, there are two user entrances side by side: a northern pedestrian user entrance, for those approaching from the east, along Goods Way; right next to it is the cycle entrance. The latter allows cyclists to cycle up to and into the building. Next to this, on the north-west corner, is the main vehicular access and service route of the Access Ramp. This is explained in detail in Sections 1.3 and 2.5.

Each of these entrances have the same language – the same concrete framing, angled to resemble to the angled massing changes in the workplace levels above, and clear glazing infill and doors. The distinct treatment of the entrances, shown in Figure 120, set it apart from the metal, curved framing of the retail uses between these entrances, marking the location of the entrances and thus reinforcing the street hierarchy through their clearly legible position. This can be seen in the photograph of the model as Figure 119, which shows the main entrance in context.

Above the retail units and entrances at the base of the building, the façade comprises a repeated system of timber mullion frames, with a sawtooth glazing profile that adjust in size from double height to triple height as one moves along the King's Boulevard. The regularity of the mullions and horizontal concrete floorplates gives a strong direction to the building which supports the north-south grain, as illustrated in Figure 119.

In addition, the west façade is punctuated with a series of nine recessed balconies. The balconies are of varying sizes with shrubs and tall climbers that create visual interest along the western elevation and strengthen the eastern edge of the King's Boulevard.

The balconies at the upper floors and the location of different entrances provide articulation to the building and create a series of oblique framed views when looking up or down the King's Boulevard. This approach mirrors the horizontal lines of Buildings B2, B4 and B6 opposite and emphasises the north-south grain of the King's Boulevard. Further, the scale of the base and the use of the colour copper to frame the retail units accentuate it in relation to the upper floors of the building in views along the street, resulting in a more human scale at street level.



Figure 104: Illustrative view showing the north and north west elevation of the building, as seen from the Granary Steps

General 7 and Canal 4: Street Hierarchy

Canal Square/Goods Way

The northern elevation is distinguished from the western elevation of the building in form and composition, reflecting its prominence in views across the railway lines from York Way, its position at the top of the King's Boulevard, its relationship with Canal Square, and its relationship with the group of buildings that front onto Goods Way and the Regent's Canal (i.e. Buildings B6, B5, and B3).

The north western elevation will face onto Canal Square; a busy pedestrian node between King's Boulevard and Goods

Way and the gateway to the southern part of the KXC site. The northern elevation will face onto Goods Way, which relates directly to the heart of one of the country's most significant industrial heritage sites, forming a backdrop to the expansive open space of the Eastern Goods Yard, Granary Square and the Regent's Canal. Goods Way is an existing vehicular route linking York Way to the east with Pancras Road to the west.

In accordance with the configuration of the plots set out in Parameter Plan KXC 005, the north-western edge of the Zone

A Building inflects away from the line of King's Boulevard to form Canal Square. Primacy and direction towards the Regent's Canal and the Eastern Goods Yard are reflected in the northern elevation through the tripartite division. Although the language is largely consistent with the rest of the building's, specific shifts have been made to reflect the role of this block within the urban group of the adjacent Zone B buildings that also front onto Goods Way, for example through the use of a hierarchy of windows, balconies, and a shift in grid level above the tenth floor (see Figure 122).

At the base of the Zone A Building, visual interest is provided with a succession of entrances to the building's basement, cycle store and Northern Entrance; and the North Anchor unit which faces on to Goods Way signalling the building's approach to the public spaces of Canal Square, the Regent's Canal and Granary Square.

The clear expression of the North Anchor unit, which represents a subtle deviation from the rest of the retail frontage in terms of its height and scale, reinforces this important junction and the gateway to a new shopping street. The remaining bays along the north-east elevation are given over to retailers or retail shop fronts offering a more intimate scale and retail experience to the northern half of this pedestrian route

On the upper floors, the north façade adopts an arrangement similar to those of the east and west facades, through a sawtooth design geometry and predominantly glazed facade. Emphasis in direction is created by a deep setback at Level 10 and a smaller scale which expresses each storey through the stepping of the timber mullions between the concrete floorplates and the articulation of the hung internal structure on the facade (see Figure 121). This differentiation from the other facades results in a strong frontal relationship with the Regent's Canal and the Eastern Goods Yard to the north, and provides a visual relationship with Buildings B6, B5 and B3 which follow a similar language in terms of depth and relief. The north-west corner of the building has also been softened by angling it 45 degrees to create a feature on this important junction and guide the eye around the building down King's Boulevard or Goods Way.



Figure 105: Photograph of building model showing treatment of north elevation and north-west corner