

The Standard

Orms  CROSSTREE
REAL ESTATE PARTNERS



Key facts

Team

- Developer: Crosstree Real Estate Partners
- Hotel Operator: Standard International
- Lead Consultant, Shell & Core Architect: Orms
- Interior Design: Shawn Hausman Design
- Interior Architect: Archer Humphries
- Contractors: McLaren, McCue and Tekne

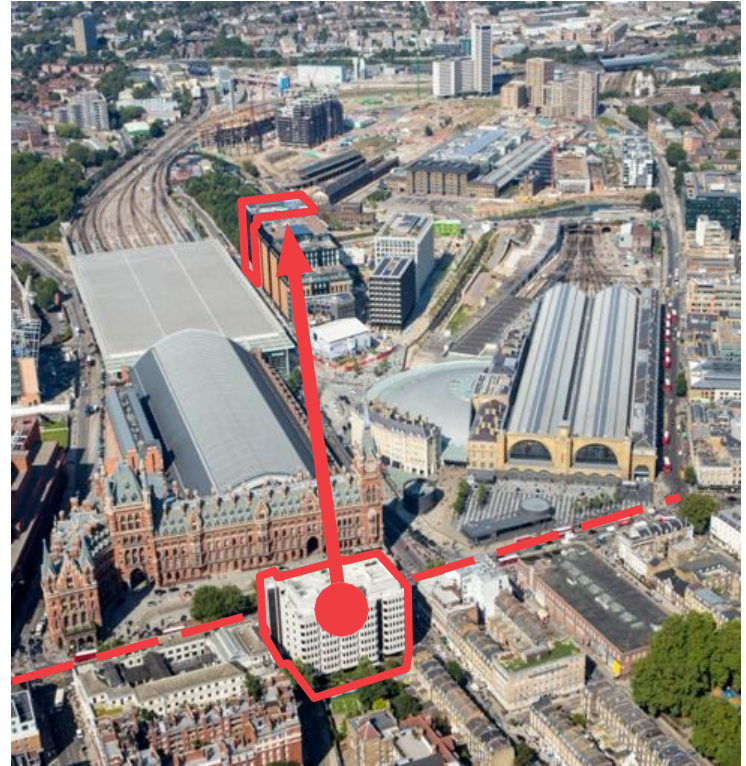
Hotel

- Existing building GIA: 15,363 m²
- Proposed building GIA: 17,277 m²
- Area Gain: +1,914 m²
- Number of hotel rooms: 266
- Whole Life Carbon: 305 kgCO₂e/m²



Camden's move to 5 Pancras Square

- Refurbishment would have cost £26M and a need to decant
- New 'state of the art' facility
- Funded by the sale of Town Hall Annexe; bought for £60M
- Improved services
- New facilities including:
 - Leisure Centre with 25m pool, gym and spa
 - Library and cafe
- Save £500,000 /yr running costs



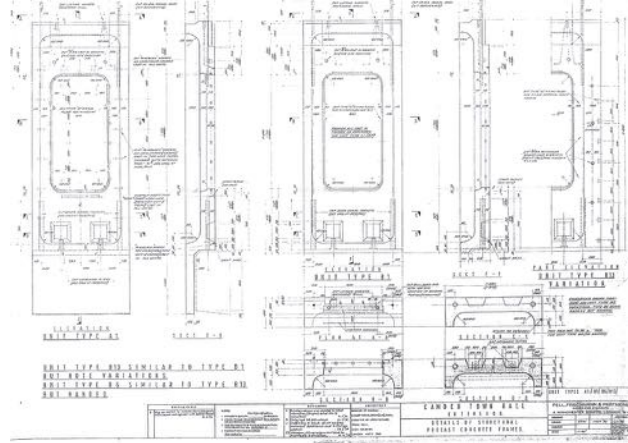
Camden Town Hall Annexe



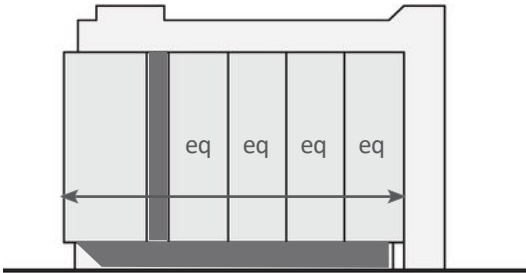
Retaining the 1970's building

- In a conservation area but identified as a negative contributor
- Retention first strategy; the only bid to retain the existing building
- Convince Camden Council prior to purchase
- Convince the local community
- Input from Design South East Review Panel
- Engaged 20th Century Society
- Engaged Edwin Heathcote;

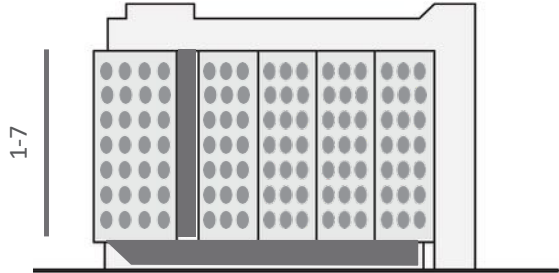
.....'A subtly compelling piece of architecture which appears more sophisticated the longer you look at it. A very fine example of architecture from an era still little regarded and too easily lost. This building is urban backdrop with the potential to become foreground.' Edwin Heathcote



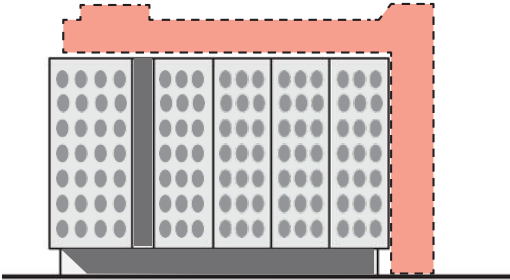
Key moves - massing



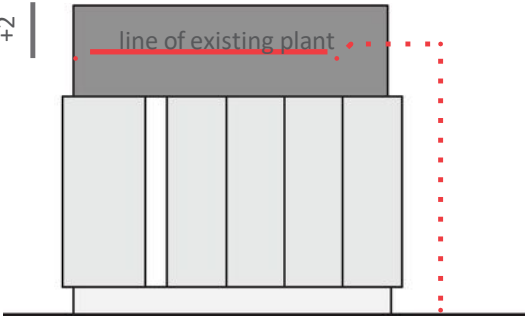
Building has strong horizontal expression



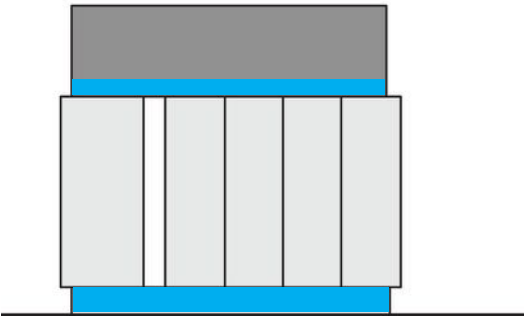
High quality precast concrete facade



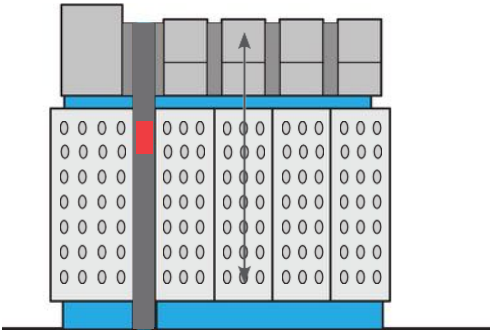
Removal of the west core and plantroom



Additional height and form



Add recesses at 6 and 8 th floors



Roof is extension of bays below;
create vertical expression

Key moves - structure

Proportion of retained structure:

94%

Embodied carbon captured through reuse of structure:

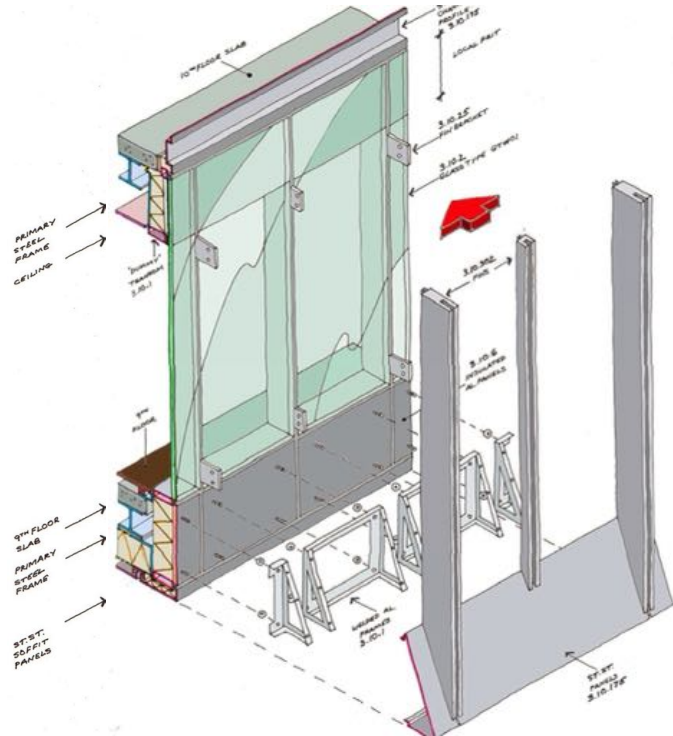
5,773 tCO₂e



Key moves - main facade



Key moves - 'the crown'



Bringing it to the foreground

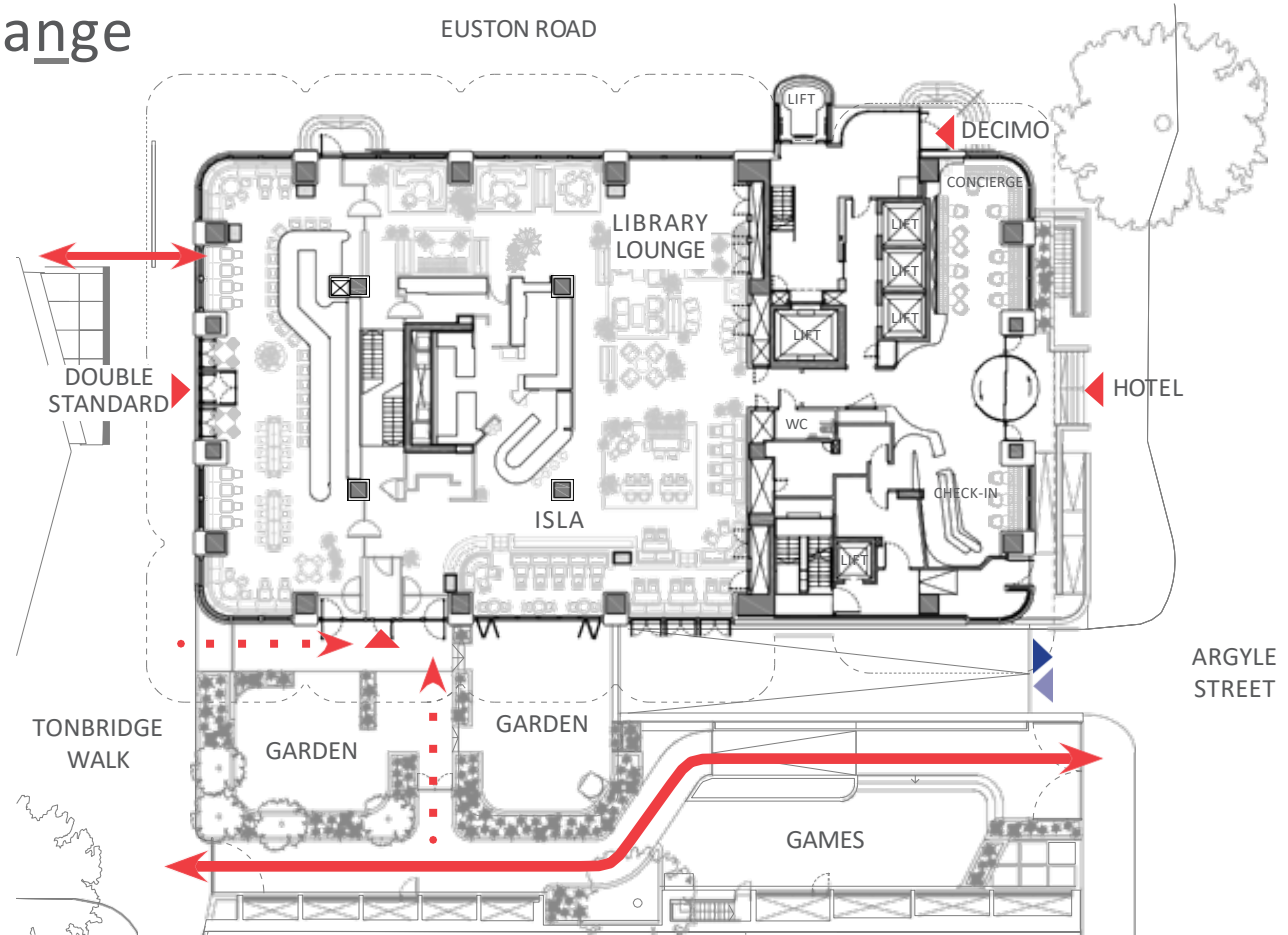


Encounter and exchange

- Multiple entrances around the perimeter
- Reintroduction of pedestrian route across site
- Removal of core enhances Tonbridge Walk
- New outdoor garden spaces
- Mixture of activities: Isla, Double Standard, Library Lounge and Concierge

...‘Connected to the street, made transparent and permeable, it can become the public plaza for Kings Cross, a dynamic space of encounter and exchange.’

Edwin Heathcote



Hotel entrance



Reinstating the pedestrian route



Opening up Tonbridge Walk

- West core of the building removed
- Building stands as an island for the first time
- Reinstated historical view of St Pancras
- Street surface and lighting replaced
- New timber opening windows to double standard

'The Standard Hotels have a history of engagement with the streetscape, the community and local culture.' Edwin Heathcote

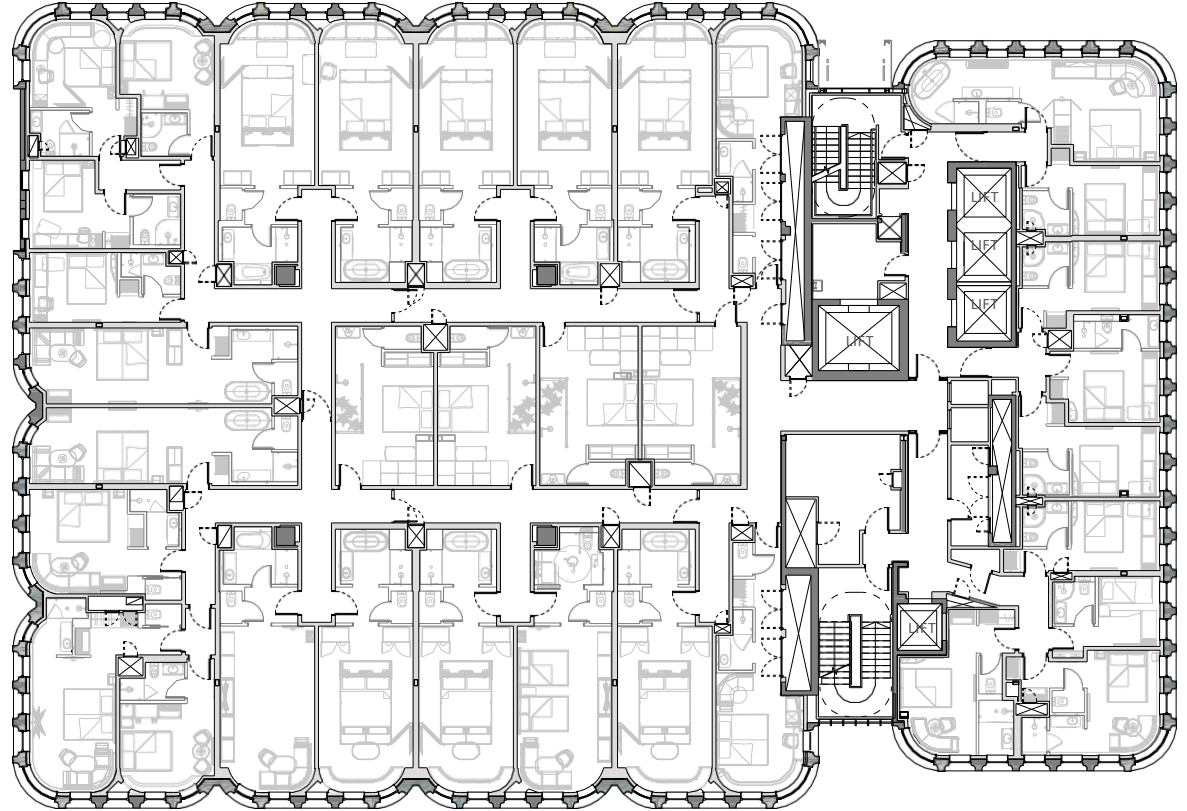


Creating a destination

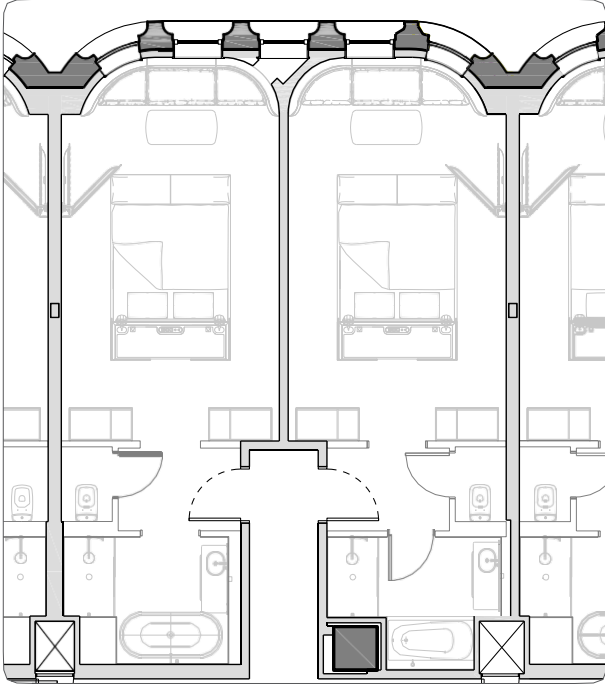
- Programming is focussed around building community and broad-ranging, inclusive culture.
- Library Lounge regularly hosts stimulating debates and events. Organisations include:
- Gal-Dem (a publication focussed on sharing the perspectives from women and non-binary people of colour),
- Human Rights Watch, BBZ (a black queer art and DJ collective)
- East Side Voices (shining the light on creatives of South East or East Asian origin.)



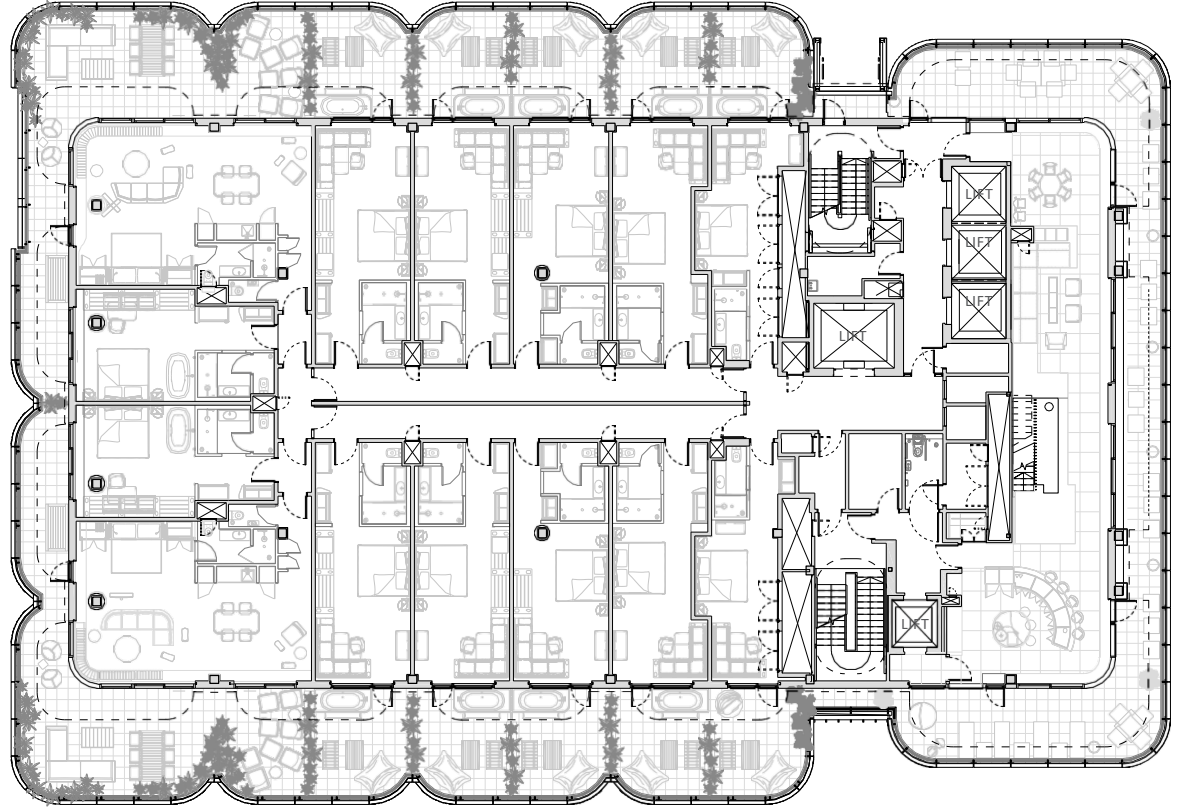
Typical Floor (1-7)



Typical Floor (1-7)



8th Floor

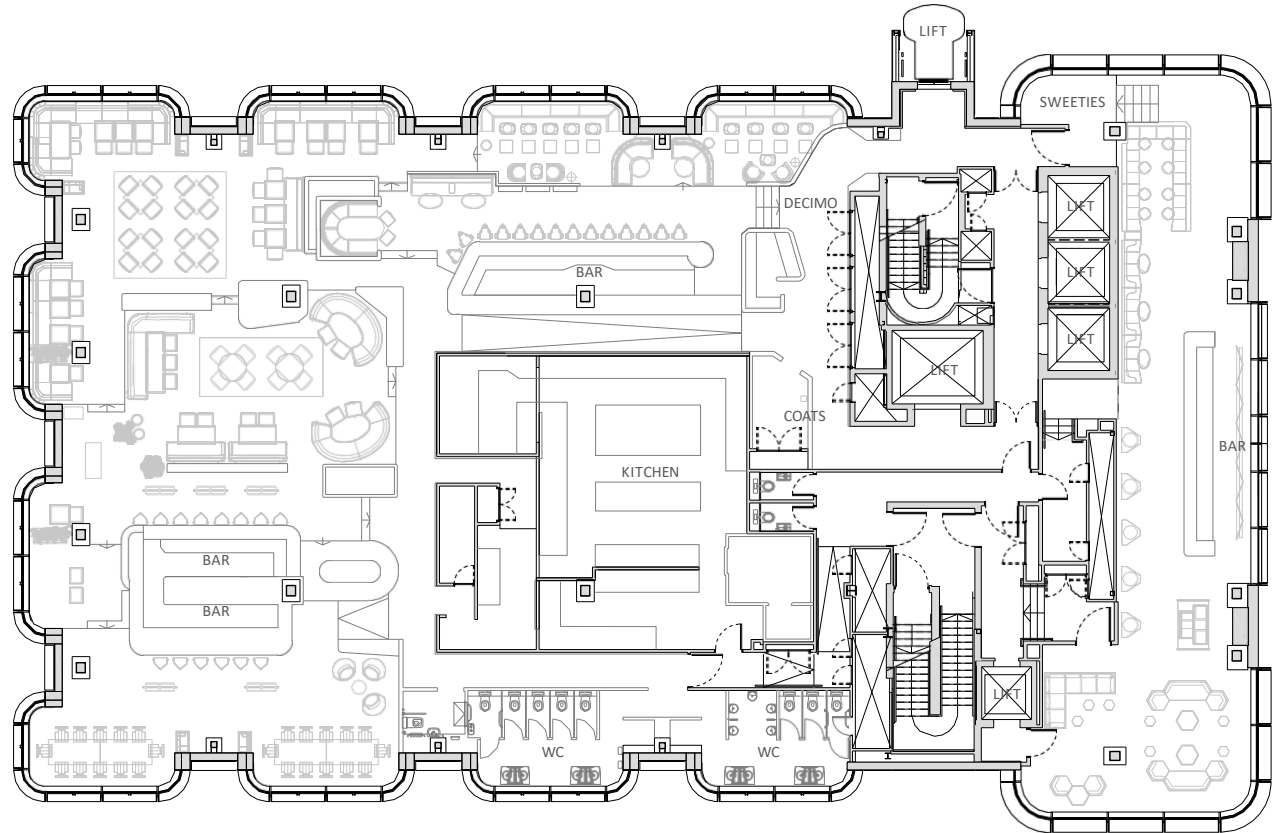


8th Floor



10th Floor - Decimo and Sweeties

- Accessed from the external red lift
- A sprawling multi-level restaurant, Decimo, and an opulent bar, Sweeties, take over the 10th floor.
- Has already hosted some of London's most exciting glitzy events like the Vanity Fair BAFTA party, LOVE Magazine's fashion week party and the SONY Brit Awards after party.



10th Floor - Decimo and Sweeties



The Standard

- Retains a very fine piece of architecture
 - Brings the building to the foreground
 - Creates a destination south of the Euston Road
 - Funded Camden's move to 5 Pancras Sq
 - Whole life carbon at RIBA 2050 levels
 - The Standard's cultural engagement is with both people and with place
 - Extensive national and international press coverage
 - The Times top 10 buildings of 2019
-'Taking an unloved 1970s Brutalist council office and transforming it into the hippest hotel in England shows the sort of magic touch that was thought to have expired with Paul Daniels.'* Jonathan Morrison

