

# Welcome

## Welcome to the October 2023 exhibition on the developed designs for Euston Tower.

Last January, we began a programme of public engagement to inform the designs for the future of Euston Tower. We're now sharing developed designs before a planning application is submitted later this year.

Euston Tower is a 53-year-old building that has been vacant since 2021.

These plans will redesign the building and public space outside it in Regent's Place Plaza to create a world leading science, technology and innovation building and public realm that inspires, connects and creates opportunities for local people and businesses.

The plans, put forward by a team led by British Land and including architects 3XN and DSDHA, have been shaped through extensive engagement with the community over the last year, including co-design workshops, panel events, and projects with local young adults. Thank you to everyone who's been part of the process to date for your time, ideas, and feedback.

This second phase of public consultation is your chance to let us know your thoughts and share your priorities for the programming of the Neighbourhood lab - a hub for local innovation - being proposed at the base of this building. Later this year, we plan on submitting a planning application to Camden Council for their consideration.

Your feedback is important to us! Please fill out a feedback form before you leave. Paper copies are available at the event, or scan the QR code below to direct you to an online feedback form. If you have any questions, please speak to a member of the team or contact us via the QR code below.



### Principles for the development of Euston Tower

At the start of our engagement we set the challenge of transforming the disused Euston Tower into a beautifully designed, sustainable new building that creates opportunities for local people and businesses.

Through local engagement we then set the following five missions:

- 01 Local people and communities should play a key role in designing the public spaces from the start** - taking part in co-design workshops and panel events to directly inform the architects working on the designs.
- 02 Cutting edge sustainability goals** - a transparent approach to carbon to ensure the tower is fit for the future, with reusing and recycling and offsetting only where necessary.
- 03 Ensure the spaces provided contribute to a thriving local, regional and national economy** over the long-term, in an ever-changing world.
- 04 Inclusive innovation** - create pioneering workspace in the Knowledge Quarter for businesses of all sizes to prosper (including for start-ups and knowledge sharing). Connect local people to the opportunities coming forward so everyone shares in the success of the growing innovation, science and tech sector.
- 05 Re-imagining Regent's Place Plaza** - creating a welcoming, accessible and creative public realm.

### Delivering affordable housing a five minute walk away at 7-9 William Road

As part of this project we are exploring how we can deliver much needed housing for Camden at 7-9 William Road - a separate site located a short five minute walk away from Euston Tower. Head to banners 10 and 11, or scan the QR code to find out more.



View of how public realm outside Euston Tower could look on completion



Photos of Euston Tower from Euston Road



### Euston Tower: Within Regent's Place and the Knowledge Quarter

Euston Tower is part of Regent's Place, the area north of Euston Road, from Hampstead Road to Osnaburgh Street. It is owned and managed by British Land and provides office space for an array of companies from the worlds of art, science, research and creativity. It is also home to independent shops, affordable workspaces, cultural venues, and places to eat and drink.

Euston Tower is also located in the Knowledge Quarter - a group of partner organisations around King's Cross, Euston Road and Bloomsbury focused on encouraging innovation, seeking to create opportunities for education, careers, training and investment, while connecting local people to these opportunities. British Land is a member.

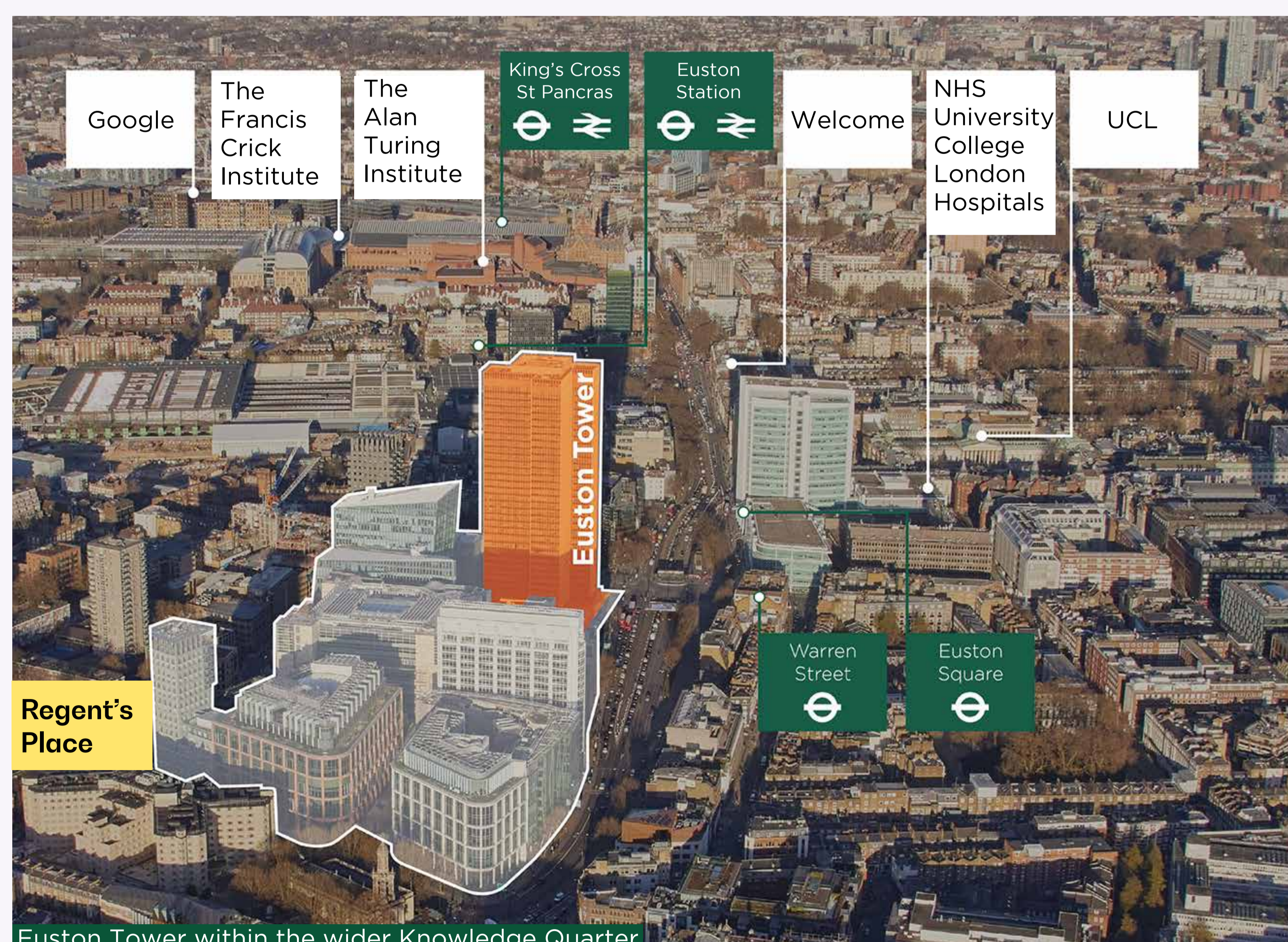
There is a shortage of life science and innovation space in the Knowledge Quarter. In November 2018, the Department for Business, Energy & Industrial Strategy commissioned an audit of the Knowledge Quarter area. This recommended that a shortage of innovation space, especially research space for Life-Sciences, start-ups and small businesses was limiting the pace of progress and economic growth.

The ambition is to re-position Regent's Place as a centre for innovation, and through the redevelopment of Euston Tower, support local demand for laboratory space.

### Aspirational employment at Regent's Place

At British Land, we believe that together with our customers, suppliers and community partners, we have the power to make a positive local impact by increasing access to good jobs - through a focus on aspirational skills, training and employment. Read more about how the public spaces inside and outside the building have been designed and programmed to help connect the local community with the Knowledge Quarter on banners 5 and 6.

Visit our website, [regentsplace.com](https://regentsplace.com), to find out more about our community programme and local partners including Hopscotch and Rebel Business School for entrepreneurs.



Euston Tower within the wider Knowledge Quarter

### Design development since July

In July, we presented emerging designs for Euston Tower and demonstrated how they had been shaped by local priorities, aspirations and past challenges throughout the engagement process. Since then, we have carefully considered the feedback received and made some further refinements. A summary of the key changes made is below.

- 01 Welcoming spaces for innovation**  
We've changed the design at the bottom of the building so that it doesn't protrude as much over the public outside spaces. We have also changed the entrance so that it is more welcoming and inviting for local passers-by. [Find out more on banner 4.](#)
- 02 Internal design and programming of the community hub for local innovation**  
Working with experts Forth, we have developed a concept for how the design and programming of the public spaces can be accessible, useful, and support local skills and connections. [Find out more on banner 5.](#)
- 03 A reduction in the width of the building**  
We have reduced the width of the building so it is more slender and respects neighbouring buildings along Hampstead Road. [Find out more on banner 9.](#)
- 04 The colour of the building**  
We have also made changes to the colour of the building so that it is in keeping with neighbouring buildings and the wider area. [Find out more on banner 8.](#)

You can find out more about the journey so far and how the designs have been shaped by these discussions on the next banner.

# The story so far

Thank you to the 450+ people who've been involved to date.

**"We need larger, flexible spaces. You don't always know what's going to happen in the future, but if the space itself is flexible then it can be designed to change"**

Exploring Interior Public Realm Spaces Panel Event No.2

**"The plaza is not rain proof and it's already a wind tunnel, it only really works in the summer but there is also no shelter from the sun"**

External Spaces for Public Use and Programming Co-design Workshop No.3

**"Showcases are needed to display what goes on inside"**

Exploring Interior Public Realm Spaces Panel Event No.2

**"We want to see more trees and green space"**

External Spaces for Public Use and Programming panel event No.3

## Creating a Community Engagement and Social Impact Strategy: February 2022

The starting point for the project team was to understand local priorities, aspirations and past challenges, to collectively create a vision for Euston Tower which meets the needs of the local community.

We designed an engagement programme to empower people who live and work in the area to shape the designs for Euston Tower, in particular the design and programming of interior public spaces at the bottom of Euston Tower, and outside spaces including Regent's Place Plaza. You can find out more about the co-design workshops delivered as part of this programme by scanning the QR code just above.



### Throughout the process, we committed to:

- 01 Put the community at the heart of development**  
Having an open dialogue around the current building, the sustainability challenges, constraints and opportunities, and using insights from events to shape future plans.
- 02 Diversity**  
Ensuring those who access paid roles, work experience, apprenticeships and those who we collaborate with and commission reflect the diversity of Camden.
- 03 Young people**  
Providing space for young people's voices to be heard, alongside educational opportunities.

**04 Space**  
Understand how the local community uses and wants to use different spaces.

**05 Connect**  
Provide opportunities for people and networks to connect, including events, online dialogue, and collaboration with Knowledge Quarter businesses.

## Public engagement workshops: January – July 2023

We held a series of co-design workshops, panel events and discussions with architects involved over 200 people and explored a number of areas including public space, inclusivity in the public realm and sustainability. Feedback from these sessions fed into the design process.

**Street Interviews on Regent's Place** – January

**Meet the Team Event** – 21 February

**Exploring Inclusivity in the Public Realm - Co-design Workshop** – 21 March

**Exploring Inclusivity in the Public Realm - Panel Event** – 4 April

**Exploring Interior Spaces for public use and programming** – 18 April

**Interior Spaces for Public Use and Programming Panel Event** – 2 May

**Exploring Exterior Spaces for Public Use Co-design Workshop** – 16 May

**Exploring Exterior Spaces for Public Use and Programming Panel Event** – 30 May

**Discovering Environmental Sustainability Event** – 4 July

In addition to the structured co-design and panel events, a number of one-on-one meetings were held with community representatives and groups.

Thank you to everyone who gave the time to take part in these sessions and share their thoughts and ideas, which helped shape the plans.



Exploring External Spaces for Public Use and Programming Event



Discovering Environmental Sustainability Event

## Creative Producers Programme: February – June 2023

As part of our commitment to social impact, we have sought to provide benefits to local people across the project's lifetime to date. This has included a number of local commissions and collaborations with local groups.

Our Creative Producers programme, which has seen us working with a collective of young people from across Camden to produce a documentary film and photography exhibition connected to Euston Tower and the surrounding area, was created to both provide employment opportunities for local young people, and to connect them to their local area through the medium of documentary film and exhibition. Find out more about our Creative Producers and the insights they gathered about the local area by scanning this QR code.



Creative Producers at the launch of their photography and film exhibition last July



## Future of Euston Tower: Phase 1 Public Exhibition: July 2023

Between 8–21 July we held an exhibition to share the developing designs for the future of Euston Tower. See below for some key stats as well as the main areas of feedback raised.

**450+** attendees at workshops, events and more to help develop the proposals

**819** unique users visited our dedicated consultation website

**43** feedback forms completed

**13** of the people leaving feedback had been to a previous engagement event

**Of the 43 people who completed a feedback form:**

**83%** of people support or strongly support the **proposals for Euston Tower in principle**, with no-one saying they were opposed to the proposals

**86%** of people support or strongly support the proposals for improving the **public spaces**

**91%** of people support or strongly support the **approach to sustainability**

**93%** of people support or strongly support the **design principles for Euston Tower**

### Key feedback topics

Local ideas and feedback have been considered consistently throughout the project. The project team has sought to learn from the co-design workshops and evolve the designs in response. Below are the key topics and themes that have been highlighted as important during engagement to date. Detail on how this feedback has been incorporated is included on the following banners.

**Publicly accessible amenities**  
Find out more on banner 5.

**Opportunities, education or otherwise, for children and young people**  
Find out more on banner 5.

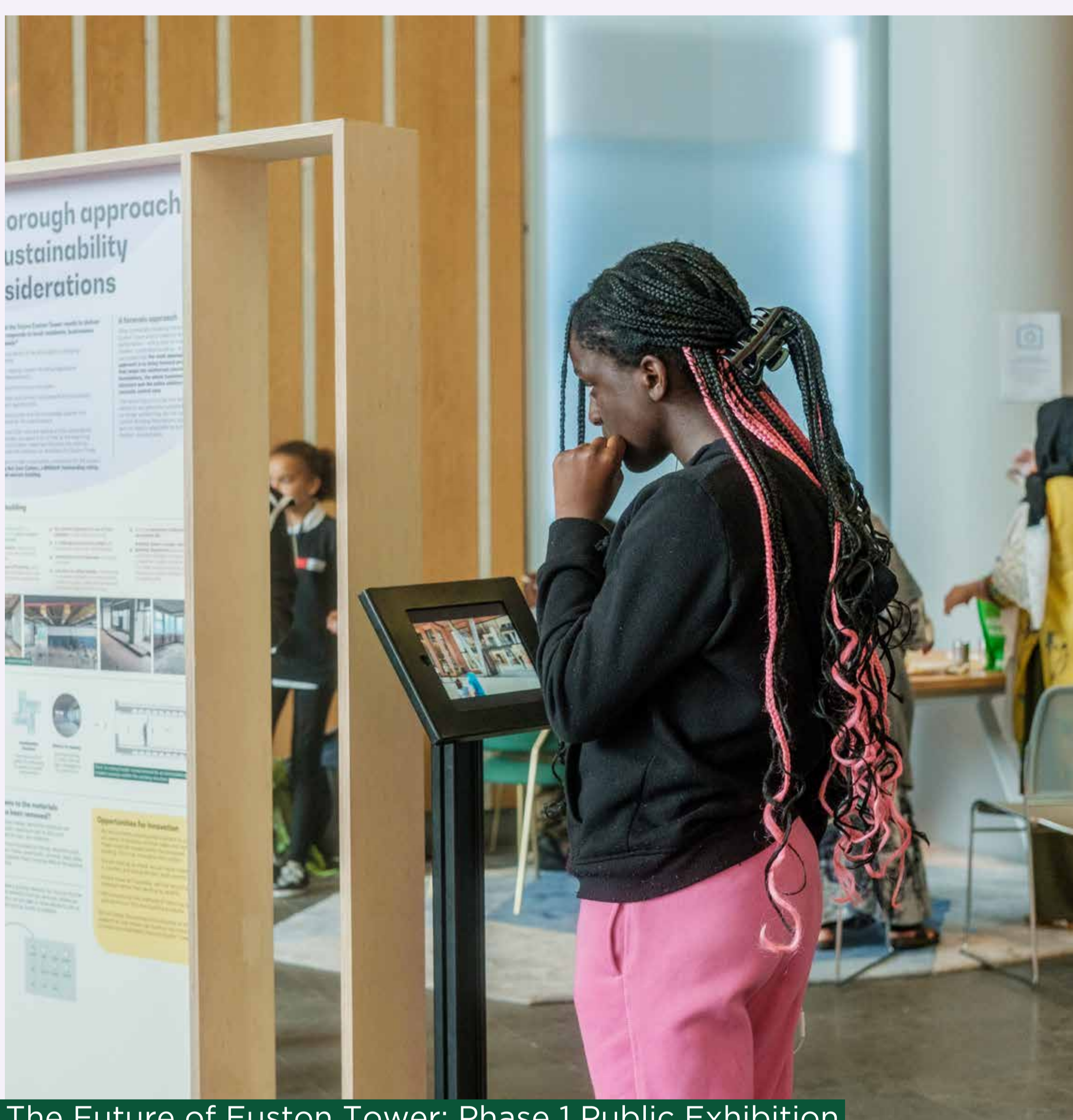
**Adaptable spaces that support social and cultural activities**  
Find out more on banner 5.

**A 'community hub' that can accommodate a variety of existing local groups**

**Contributing to the supply of social housing**  
Find out more on banner 10 and 11.

**Better connectivity and routes**  
Find out more on banner 6.

**Shelter from the wind and rain**  
Find out more on banner 6.



The Future of Euston Tower: Phase 1 Public Exhibition



The Future of Euston Tower: Phase 1 Public Exhibition

# A thorough and detailed approach to environmental sustainability

Cutting edge sustainability goals, with full transparency of our assessments and approach.

The starting point for this project was a thorough investigation into the condition of the vacant Euston Tower as it is today and how to bring it back into use in an environmentally conscious way.



The current condition of Euston Tower

## The feasibility work

We commissioned a comprehensive feasibility study to review the existing condition of Euston Tower, upgrades required to meet Building Regulations, constraints, and different options to bring the building back into use. This rigorous process started in February 2022, and is now going through a third party review. We are nearing the end of the independent third-party review, and will publish the study once complete.

This work led to the conclusion that the most appropriate approach is to bring forward designs that retain the reinforced concrete foundations, the whole basement structure and the entire reinforced concrete central core.

In June, we presented our work on this in detail setting out what opportunities there are to retain, reuse and recycle while transforming Euston Tower into a building fit for the future. Scan the QR code on the right to see the information from June.



### The feasibility study process for Euston Tower



**01** We showed our assessment of the existing building in the first exhibition.

**02** We looked at various options for alternative uses for the existing tower. None of these options were ideal, and if pursued, would result in low quality, compromised accommodation that doesn't meet the current Mayor of London's guidelines.

It was agreed that best use of the Tower is continued commercial use. So we explored multiple realistic options for delivering our vision, while retaining as much of the existing building as possible.

**03** This means we looked at several ways of retaining the structure including solutions where we kept portions of the existing floors and cores (the building's "spine").

For each option we studied how much of the existing structure we could keep, and the carbon emissions that would be emitted in the redevelopment. In addition, for each option we considered its floor layout future flexibility and adaptability and health and safety.

Acknowledging that more retained structure would result in lower upfront carbon today, achieving this would bake in many of the limitations of the existing building, and risk obsolescence in the near term future requiring additional refurbishment.

We therefore chose the option that retains the foundation, basement and central core of Euston Tower, as it presents the best balance of retention, carbon, quality, future-proofing, and health & safety.

**04** Throughout this process, we have been in constant dialogue and review with Camden Council.

In April 2023, Camden Council appointed an independent group of professional subject matter experts to conduct a technical review on their behalf. Since then, we have had several meetings with the third-party reviewers as they have examined our studies, and we have provided additional detail and information where requested.

We are nearing the end of the independent third-party review, and will publish our study once complete.

## Glass recycling progress update

We are in the process of prototyping an innovative glass recovery and recycling process to recycle the existing glass at Euston Tower back into high quality building glass. Our aim is to make sure that as possible of the glass that comes off the tower is genuinely recycled.

### Why is this innovative

Building glass is usually contaminated in the demolition process, which means it cannot be recycled into new high quality building glass. Instead, it is crushed and used in lower quality applications like the reflective ingredient in road paints. This process is known as downcycling, because the material can never be recycled back into what is was, and virgin resources are required to make new glass.

### There are good reasons to try this:

- Every tonne of crushed glass (it's known as cullet) saves 300kg of carbon and 1,200kg of virgin raw material in the manufacture of new glass.
- If we get this right, the glass at Euston Tower could avoid more than 100 tonnes of unnecessary carbon in the manufacture of new glass being emitted into the atmosphere, while saving 440 tonnes of virgin materials.

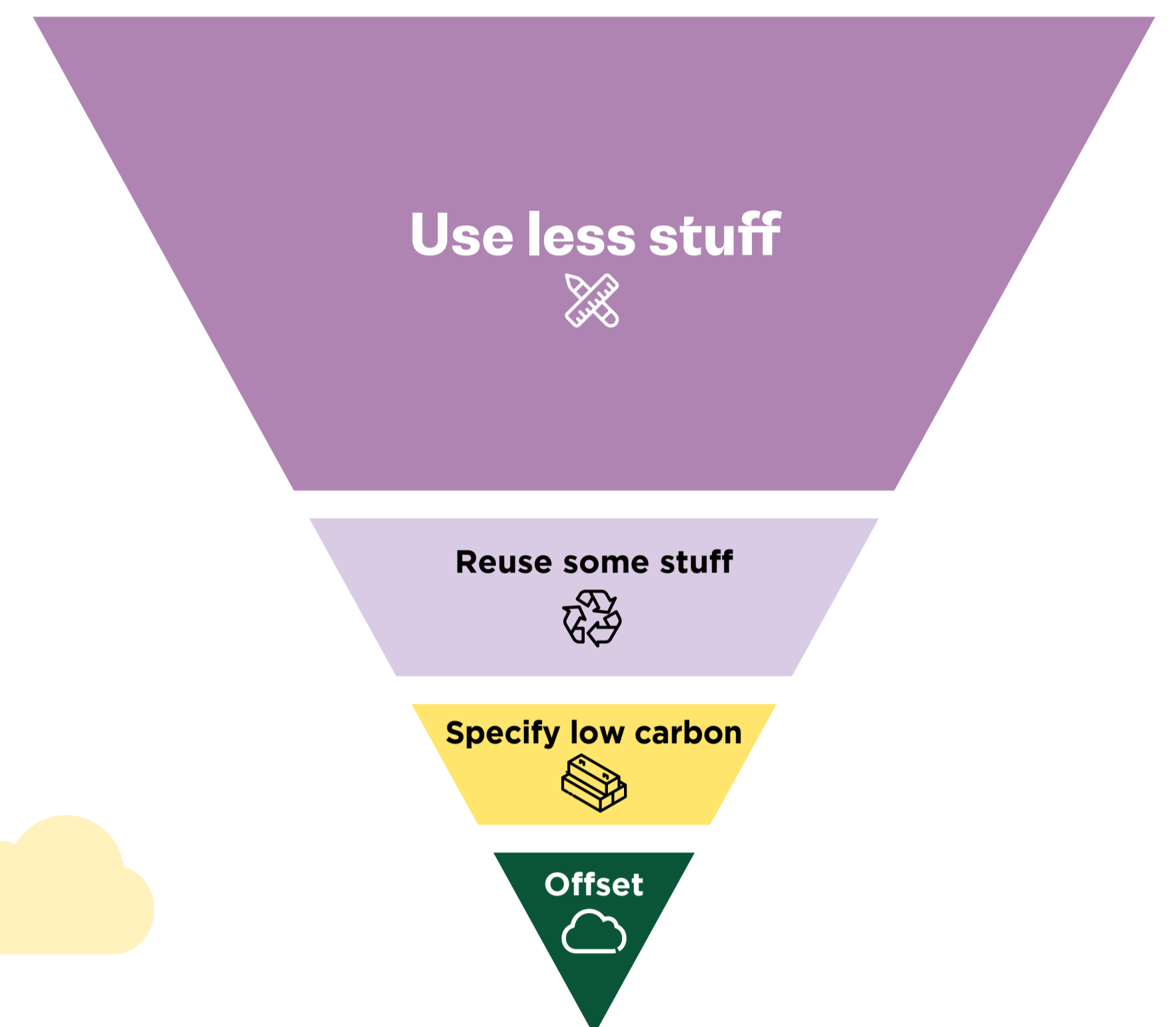


Extracting glass samples from Euston Tower for testing

## Fitting into a low-carbon, circular future

CO<sub>2</sub>

Our aim is to minimise waste and carbon emissions. This diagram illustrates our approach to achieving net zero carbon. We are preferring using less material (focusing on retaining the existing structure) and reusing/recycling what we can. Low carbon materials are chosen wherever possible, and offsetting is used only as a last resort. See below for our key steps to achieve this.



**Use less and build efficiently**  
Our primary strategy is to 'use less', be it materials, carbon, or energy. This means retaining and transforming the existing building, and designing the new elements to be as materially efficient as possible.

**Preference reuse, upcycling, and recycling**  
We recognise that in any transformation, there will be waste material arising from the deconstruction works. Our strategy is to find the best routes for the key deconstruction materials. This means finding places where materials can be reused, upcycled or recycled, with downcycling as last resort. In the best cases, this results in a carbon and resource saving while avoiding waste. Refer to some of our innovations below.

**Use low carbon materials during redevelopment**  
We are researching and selecting low carbon materials and those with high proportions of recycled content wherever we can. This will help to reduce the overall carbon footprint of the proposal even further. One example is in the steel structure (the most carbon intensive element of the proposal), where we are considering steel with high recycled content and made using renewable energy.

**Offset residual carbon**  
Once we have reduced carbon emissions as far as possible through design, reuse and recycling, and low carbon specification, we will offset any remaining emissions using certified carbon offsets. This means the proposal will be net zero in construction, and on balance, not result in additional carbon emissions to the atmosphere.

## Concrete recycling progress update

We are currently prototyping a system to cut out some of existing concrete slabs and test how these could be reused within the proposed building. This is an innovation for London.

- We are looking at where we can reuse materials in Camden and across British Land's places.
- Where reuse isn't possible, we'll be recycling materials rather than sending to landfill.

We will share the process and outcomes of all our research so that others can build on our knowledge to improve sustainability beyond Euston Tower.

# Public space: A Neighbourhood Lab for connection and collaboration

## The vision for Euston Tower

A key aspiration is for Euston Tower to provide opportunities for people at different stages of their lives. This principle was identified through co-design workshops and conversations with the community from the start of the project.

From welcoming spaces to play for children, to programmes and amenities that inspire and involve young people, Euston Tower should connect people to the big ideas – and the skills to enter careers – in the life science, tech and innovation sector.

Workspaces will support companies of different sizes, from start-ups to established companies. People at different stages of their career – from entry level to late career professionals – will benefit from sharing an environment focused on supporting exchange and collaboration.

### 05 Grow Scientist

Euston Tower creates an ecosystem for business to connect and grow

### 04 Connect Graduate

Begin a career in science and technology in the lab-enabled accelerator space catering to start-ups

### 06 Share Mentor

Knowledge sharing at the tower can inspire the next generation of scientists

### 03 Learn Young Person

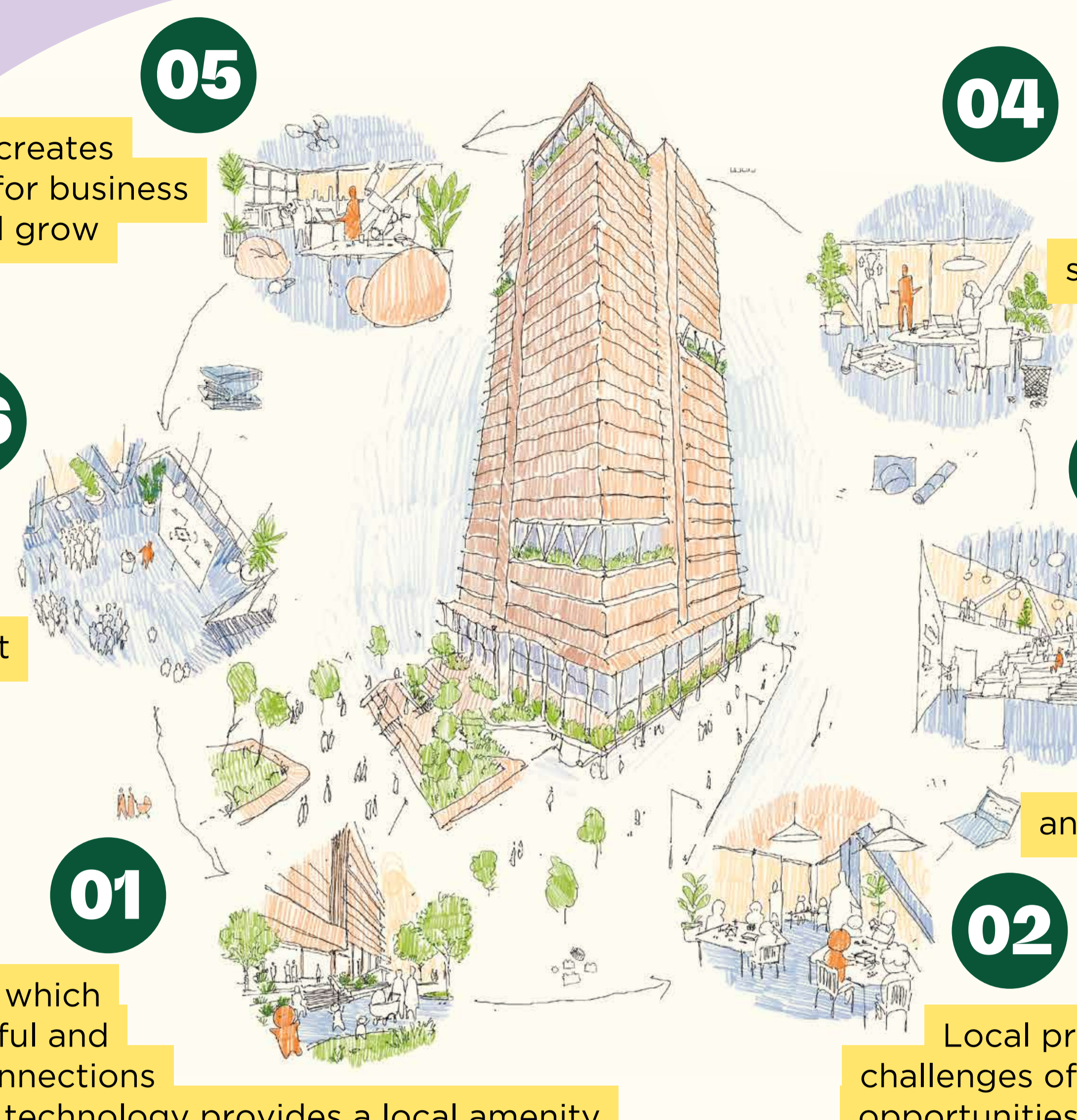
Public events and partnerships between community and Knowledge Quarter organisations extend invitations to young people to extend and deepen their experience

### 01 Play Young child

A public realm which weaves in playful and imaginative connections to science and technology provides a local amenity alongside an entry point to later opportunity

### 02 Inspire Child

Local projects and neighbourhood challenges offer hands-on and practical opportunities to get involved and spark interest in science and technology



## Neighbourhood lab - a hub for local innovation: Concept for the public spaces across the three bottom floors of Euston Tower

During conversations over the past year, lots of people shared with us how important it is that the public space in Euston Tower is welcoming, useful, and successful in creating an ecosystem that connects the community to businesses and opportunities in the building. There is a strong local history of groups, organisations and businesses working together to deliver real benefits for the local community, and we hope that this space can support and build on that collaboration.

The concept of a Neighbourhood Lab has been inspired by successful 'living labs' around the world, including Glasgow's Living Laboratory for Precision Medicine, which enables co-development of ideas and innovations between industry, academia and healthcare to deliver substantial savings for the NHS, while supporting local companies in Glasgow, creating new jobs, skills, development opportunities, and therefore stimulating local growth. At Euston Tower this concept could help bring local institutions and the community together, and we think it would be most successful with a hyper local focus.

We're still in an early stage of developing the concept, and a priority will also be to ensure there is an operating model that enables this hub to operate viably and be sustained over time.

**“Events and exhibitions should support a multiuse function of the public space and this should be an activated area where a lot of voices can be seen”**

Exploring Interior Public Realm Spaces Panel Event No.2

**“A space to run events pushes activation of a space into the evening”**

Exploring Interior Public Realm Spaces Panel Event No.2

## A welcoming environment which excites and inspires

Very early on in the design process local people highlighted how important it is that the entrance to Euston Tower feels inclusive and welcoming – so that everyone knows they can enter. The entrance has been designed so that it is filled with light, the large windows providing a look into the activities within to inspire and draw in passers-by a café, and more.

**“There should be daily or weekly events put on by the community e.g. music, drama, art installations, gaming”**

External Spaces for Public Use and Programming panel event No.3

**“We need larger, flexible spaces. You don't always know what's going to happen in the future, but if the space itself is flexible then it can be designed to change”**

Exploring Interior Public Realm Spaces Panel Event No.2

Proposed view of the public entrance as viewed from Hampstead Road



Proposed view of the public podium as viewed to the North of Hampstead Road



Proposed view of the new civic square at Regent's Place Plaza outside Euston Tower



# Inside the Neighbourhood Lab

The Neighbourhood Lab will be a hub for local innovation, and has been designed over three floors, with flexible spaces to accommodate a wide range of uses. We are also bringing forward lab-enabled accelerator spaces and other pioneering workspaces above.

## G Ground floor Interact

The ground floor has been designed to be welcoming, inviting and a space open to everyone to spend time in. The local community can get involved in interactive activities alongside local businesses, providing opportunities for connection and collaboration. It includes a 'demo space' that will be the heart of the hub - with spaces for people to get involved in classes, watch a demonstration and access training opportunities.

This demo space will feature tiered seating - providing an indoor, comfortable environment for people to use as they please when it is not in use for talks or demonstrations - to enjoy their lunch, a meeting point to catch up with friends or get some work done.

Proposed demo space



01

## 1 First floor Exchange

The first floor is dedicated to social, meeting and collaboration uses, including a destination café, open and informal meeting spaces and semi-private rooms for workshops, and will include a public entrance onto the plaza to invite people in. Installations on the walls will encourage visitors to learn about ongoing projects and encourage participation.

How the new café and communal space could look on completion within Euston Tower



02

## 2 Second floor Innovate

Steps and a ramp will connect Regent's Place Plaza with the building's public spaces. The second floor will provide a variety of different sized rooms for working, workshops and training as well as publicly accessible facilities which will be determined in collaboration with the operator of the space and the community. These might include facilities such as an innovation library, equipment store or testing and media suites which could be used by a variety of local groups. Access between the second and first floors will feel seamless to encourage collaboration and knowledge exchange.

Proposed innovation spaces on the second floor



03

## ↑ The upper floors Lab enabled accelerator space for start-up businesses

The third floor of Euston Tower will provide fitted out accelerator space designed to cater to growing businesses. These practical, innovative workspaces will offer the facilities and support for innovative businesses to thrive.

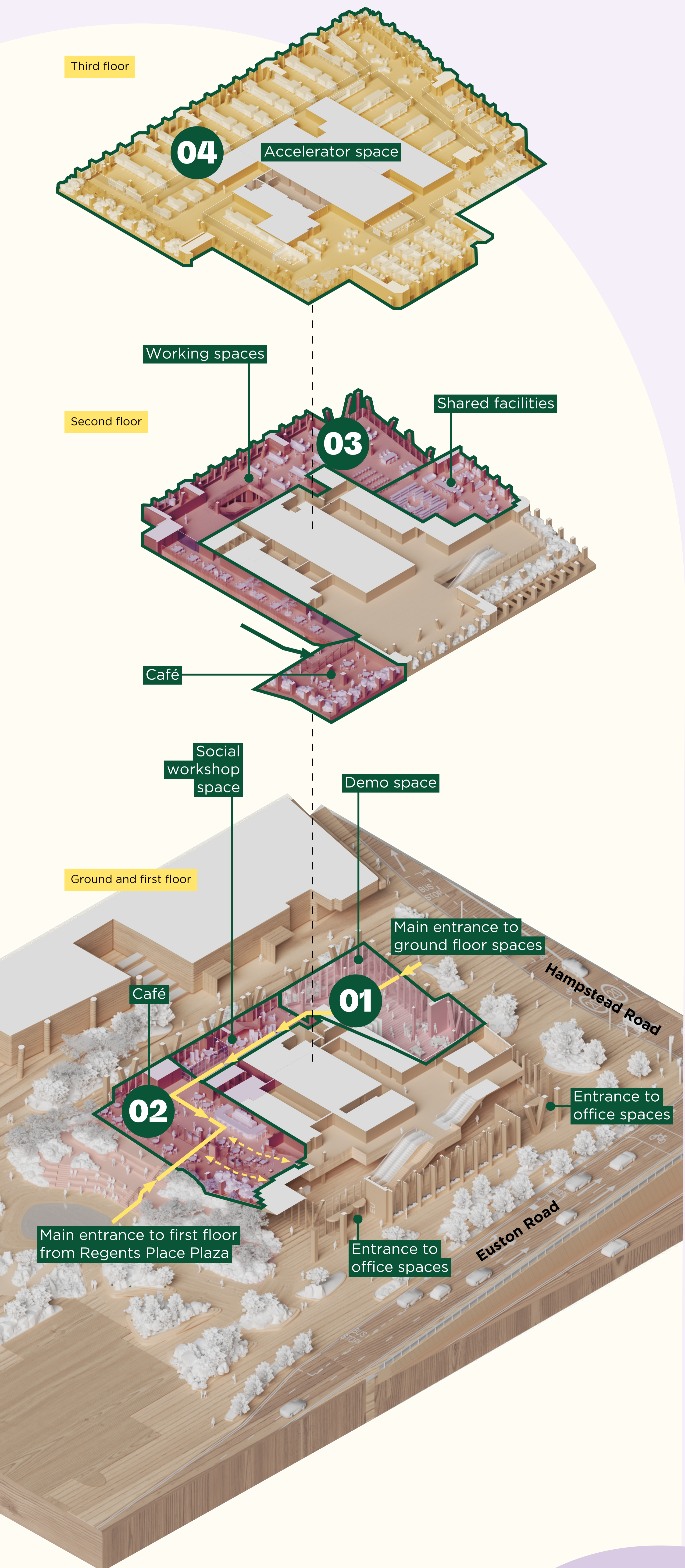
### Pioneering workspaces to meet Knowledge Quarter demand

There is a shortage of life science and innovation space in the Knowledge Quarter. Euston Tower provides the opportunity to help meet demand for innovation and laboratory space and support the local economy.

Indicative view of potential lab space



04



# Creating a safe, connected and inspiring public realm

We're working closely with DSDHA, an acclaimed architecture, landscape and research studio, on a new design for Regent's Place Plaza, the public square outside Euston Tower – to make it a greener and more welcoming space.

## Key principles for design

The following key principles have been shaped by community co-design workshops and were the starting point for the design development:

- Greater connectivity, encouraging people to walk and providing new green walking routes
- Green spaces and trees to provide balance to the urban setting
- Provide shelter from the wind
- Places for play incorporated across the public spaces

## Taking inspiration from North West London's wild heathland

With its location on the corner of Hampstead Road, Euston Tower is perfectly positioned at the gateway to North West London with Camden Town and Hampstead Heath beyond.

The landscape design proposals have been influenced by this – taking inspiration from the wild heathland, woodlands, grasslands and wetlands to create areas with different characteristics as you walk through the public realm through the Brock Street and Hampstead Road.



Drawing inspiration from North West London and Hampstead Heath

## Responding to concerns and feedback relating to wind conditions

We've heard lots of feedback around how the spaces would benefit from having shelter from the wind and rain.

We've designed Regent's Place Plaza with mounds to provide an effective barrier to the busy Euston Road – with wind and noise buffering qualities. Dense planting and trees further aid in sheltering the space, providing shade in the summer months.

The mounds would provide space for people to climb, sit and play on. These interactive playful spaces are designed to capture the imagination of children and adults alike.

**“The plaza is not rain proof and it's already a wind tunnel, it only really works in the summer but there is also no shelter from the sun”**

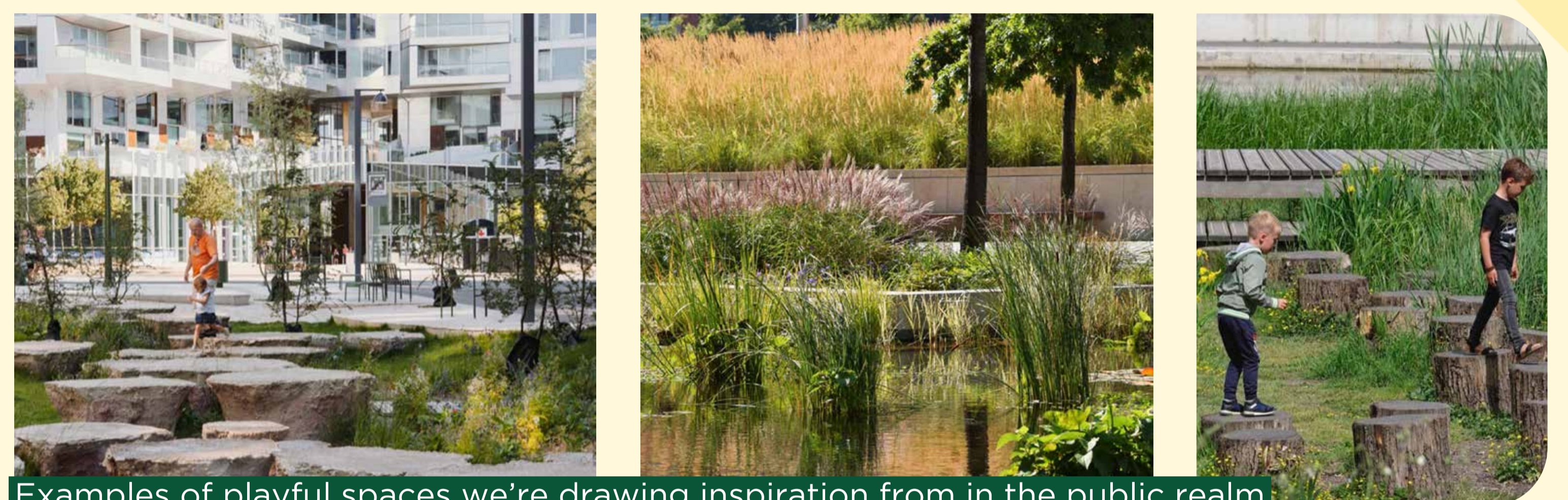
External Spaces for Public Use and Programming Panel Event No.3

**“Green space, nature, trees and grass”**

External Spaces for Public Use and Programming Panel Event No.3

**“We want to see more trees and green space”**

External Spaces for Public Use and Programming Panel Event No.3



Examples of playful spaces we're drawing inspiration from in the public realm

## Emerging landscape layout proposed in the areas surrounding Euston Tower



**“We want to see better connectivity through the building with new public walking routes and an inviting podium and terrace to encourage more people to use it”**

Future of Euston Tower: Public Consultation on the Proposed Plans



- 01** View walking along Brock Street (see above)
- 02** View of public realm entering towards Brock Street (see above)
- 03** View towards central plaza (see above)
- 04** View from Triton Street (see above)
- 05** Wetland with accessible boardwalks for people to move through
- 06** Grassland with wild play areas
- 07** Civic Square with flexible water feature
- 08** Heathland with mature Scotch Pine trees

- 09** Accessible landscaped walkway to podium level
- 10** East West primary pedestrian and cycle route
- 11** Woodland mounds with wild play opportunities
- 12** Rain gardens on Euston Road

- 13** Woodland planted beds along Euston Road
- 14** Improved Hampstead Road public realm, with grassland habitat and trees
- 15** Improved public realm on Brock Street with mounds and planting

# Regent's Place Plaza: Creating a civic square



Example of civic square activation from Exchange Square near Liverpool Street Station (DSHDSA)

The proposals would provide a round civic square with a water feature that can be turned off and drained completely to make way for installations, events and screenings.

This has been inspired by places like Bradford's City Park Mirror Pool which provides a shallow pond for play, and a perfect platform for dancing and performances when cleared.



Example of civic square activation from Bradford Mirror Pool (Gillespies / ALL Design)

**"The central part of Regent's Place plaza needs to have a sheltered seating area/stage"**

External Spaces for Public Use and Programming Co-design Workshop No.3

**"Circular seating, space to debate, learn about other people's cultures"**

External Spaces for Public Use and Programming Panel Event No.3



Example of civic square activation from Bradford City Park Mirror Pool (Gillespies / ALL Design)

**"Regent's Place should have areas for children's play and be a place parents feel comfortable and safe"**

Future of Euston Tower: Public Consultation on the Proposed Plans

**"Semi-permanent interactive spaces for young and students to engage in, in the plaza"**

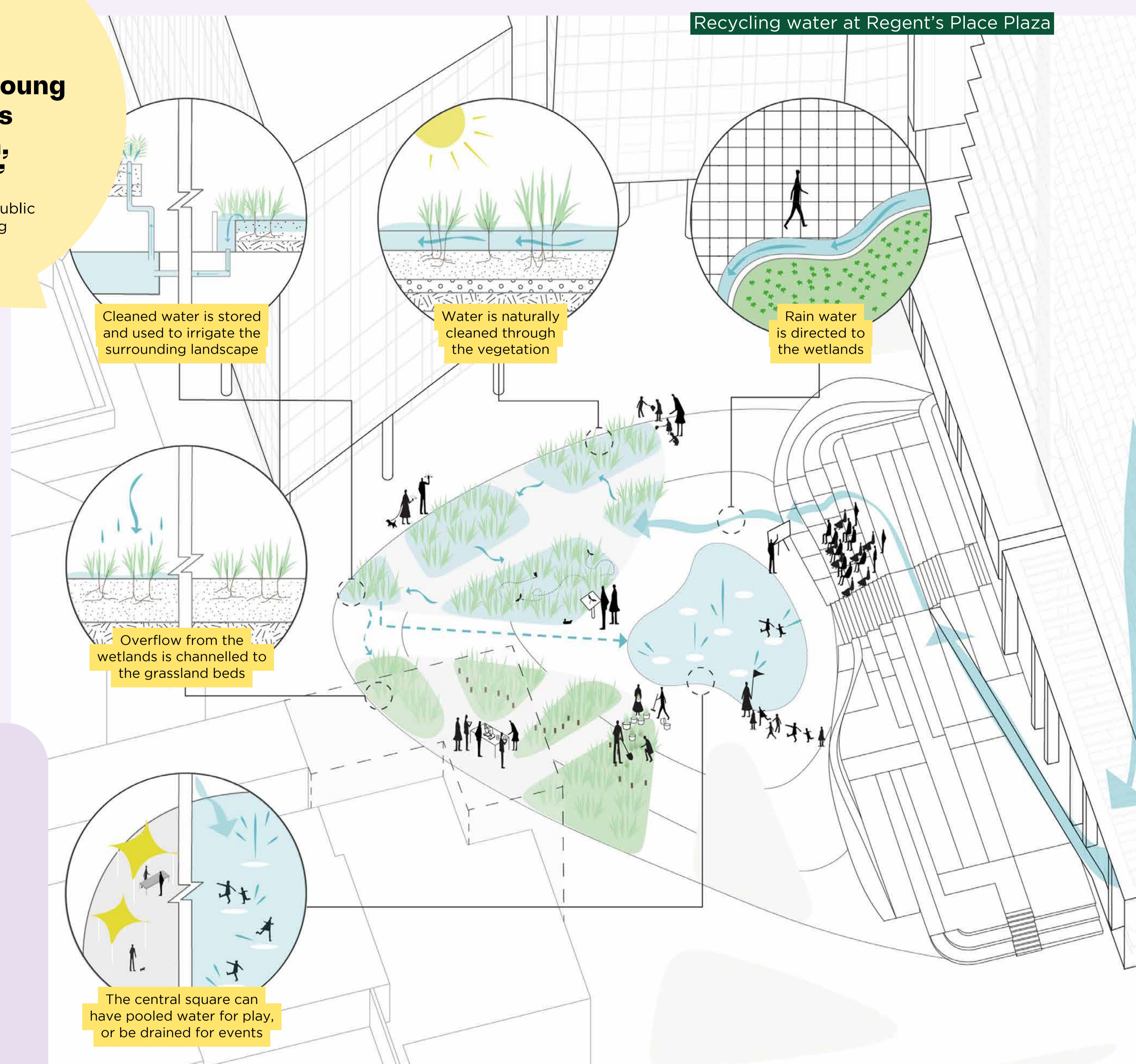
External Spaces for Public Use and Programming Panel Event No.3



Examples of wetlands for the civic square

**A square that can be used for learning**

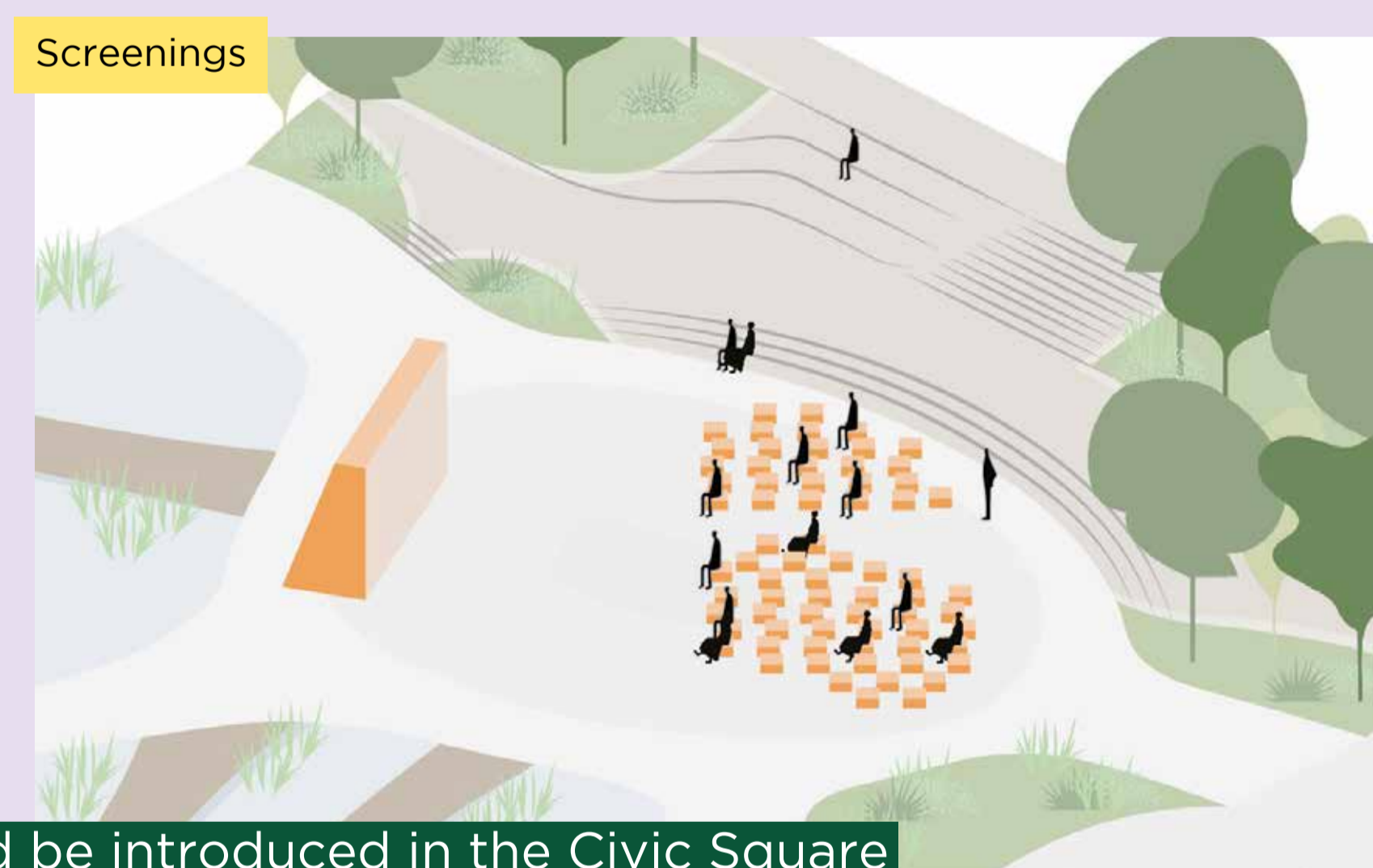
Further ties to Hampstead Heath are seen through the wetland and planted beds dotted throughout. These will collect, filter, store and redistribute stormwater for use across the site and provide opportunities for learning, play, events, as well as improving local biodiversity and natural habitats.



Exhibitions



Markets



Screenings



Performances

Examples of events and temporary installations that could be introduced in the Civic Square

# Transforming Euston Tower: Architectural designs

Since we last presented the emerging designs for the building in July, design work has continued to progress and develop.

The following elements of the building's design have been changed:

## 01 The building has been stepped back further from Hampstead Road to provide more public space

While we are not proposing any increase in height of the tower as it is currently, the proposals shared in July increased the width of the building to ensure that the building meets the requirements of the types of businesses that will move into Euston Tower. The reason for this was to maximise the size of the Neighbourhood Lab and to meet the requirements of the types of businesses that will move to Euston Tower.

However, to make more room for outside public space along Hampstead Road, and maintain the long range view of the BT Tower from Hampstead Road, we have reduced the width of the building from the designs presented in July.

Before: May 2023 proposals showed 'floating boxes' over open glass floor with deep overhangs



Now: reduced overhangs and better views into the building to create a far more inviting and accessible ground floor



## 02 The colour

In July we presented proposals for a façade which is 'warm' and 'inviting' in colour and texture to draw people in and make them feel welcome. This was informed by the co-design workshops and feedback from local people.

Since then we've changed the colour so that it better reflects the material samples we've been looking at. This copper colour is still warm and inviting.

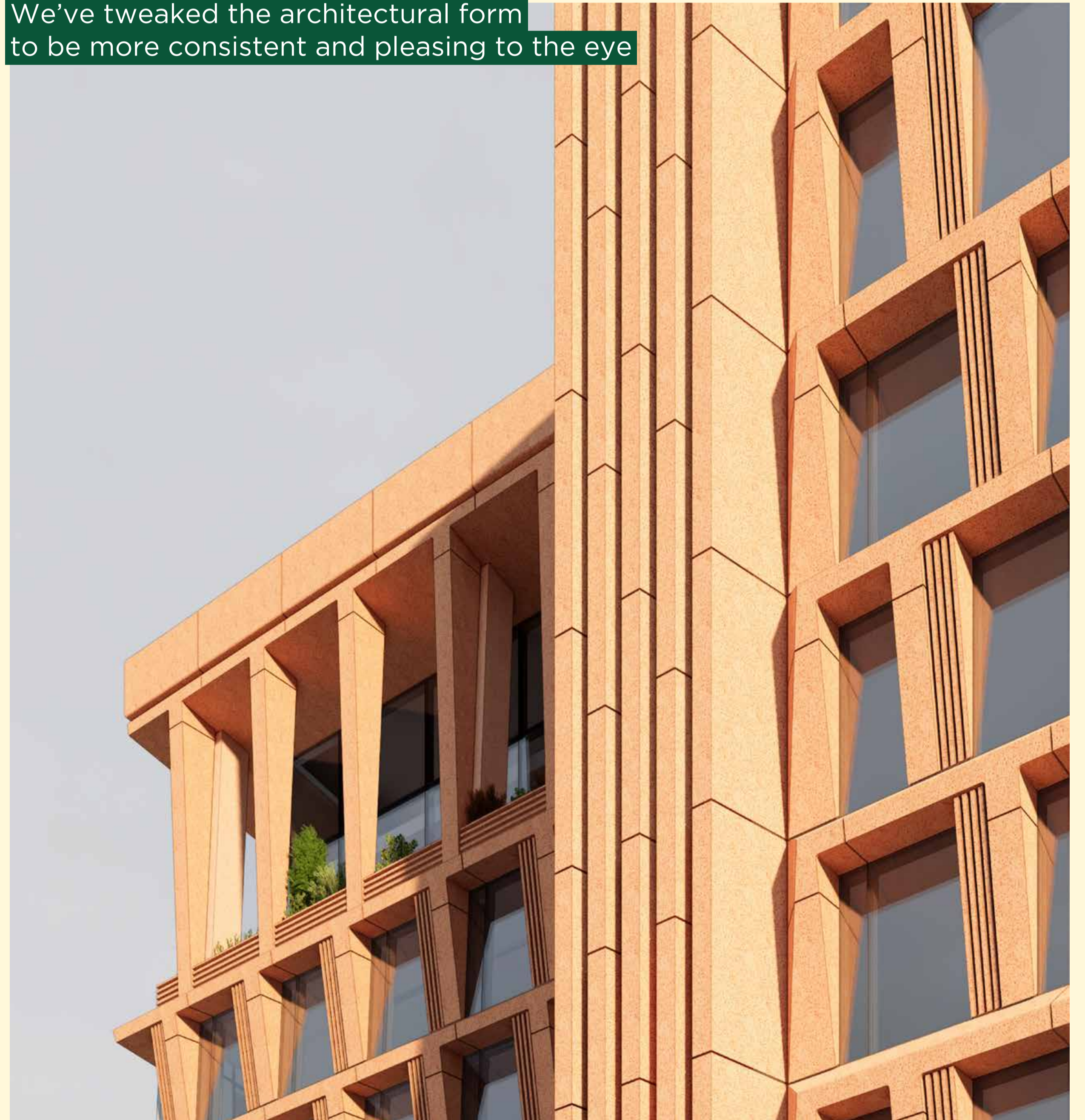
## 03 More greening and planting

We've also introduced planters on the upper floors of the building so that more plants and other greenery can be seen from both within the building and from the outside.

Material palette that we considered, with the chosen colour selected for Euston Tower (outlined in red)



We've tweaked the architectural form to be more consistent and pleasing to the eye



## Euston Tower today and the future – a comparison

View our iPads to see views of the existing building compared to our current design for Euston Tower, as well as floorplans.



# Views



Indicative view of Euston Tower from Tottenham Court Road showing new planters on upper floors

# New 100% affordable family homes at 7-9 William Road

## What is meant by affordable housing and what kind are being proposed for 7-9 William Road?

Affordable housing refers to homes are offered at below-market value, either for sale or rent. These include the following types of homes:

- Shared ownership
- Rent to buy
- Intermediate rent
- Social rented housing

At 7-9 William Road we are proposing 100% social rented housing that will be targeted towards families (homes that are 3-bedroom or more).

Social rented homes are those that are rented from housing associations or local councils instead of a private landlord and are therefore usually cheaper to rent.

As part of this project we have been looking at delivering much-needed housing for Camden at 7-9 William Road.

## The designs for this project will be developed over the next few months, before being submitted as a separate planning application.

7-9 William Road, a five-minute walk from Euston Tower, is ideally placed to deliver homes. It is a vacant commercial building and sits in a predominantly residential area, in proximity to a number of public parks and schools.

The building is not within a designated conservation area and isn't listed, but it is included on the Camden Council's Local List, which identifies historic buildings, spaces and features that are valued by the local community.

## Introduction to Matthew Lloyd Architects

Matthew Lloyd Architects are the perfect design team for the project, with their ample experience of working in Camden and delivering award-winning housing in the area.

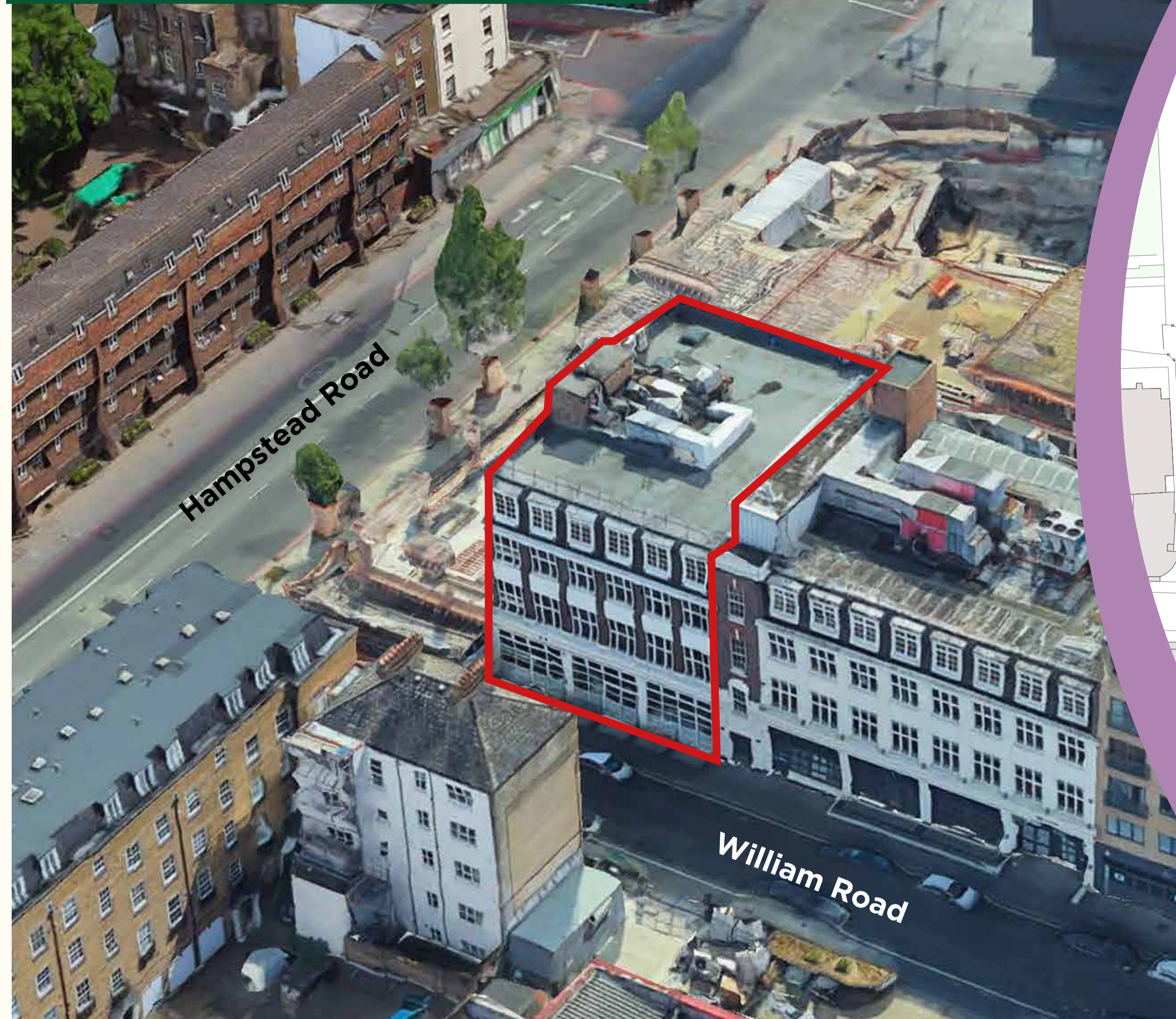
Their work includes an award winning project on the Bourne Estate for Camden Council and Longford House - a fully affordable housing block delivered at Triton Square nearby. Shortlisted for the 2021 Housing Design Awards, Longford House has 22 spacious and light-filled apartments with large balconies.

## History of the site

William Road was laid out in the early 19<sup>th</sup> century, and the first buildings nearby were a terrace of houses, some of which survived until the early 20<sup>th</sup> century. Nos. 11-15 William Road, located next to the site, was built in the early 1920s by architect William Henry White & Sons and contained garages, a piano showroom, and other uses. 7-9 William Road was built afterwards in the mid-1930s by the same firm to match 11-15.

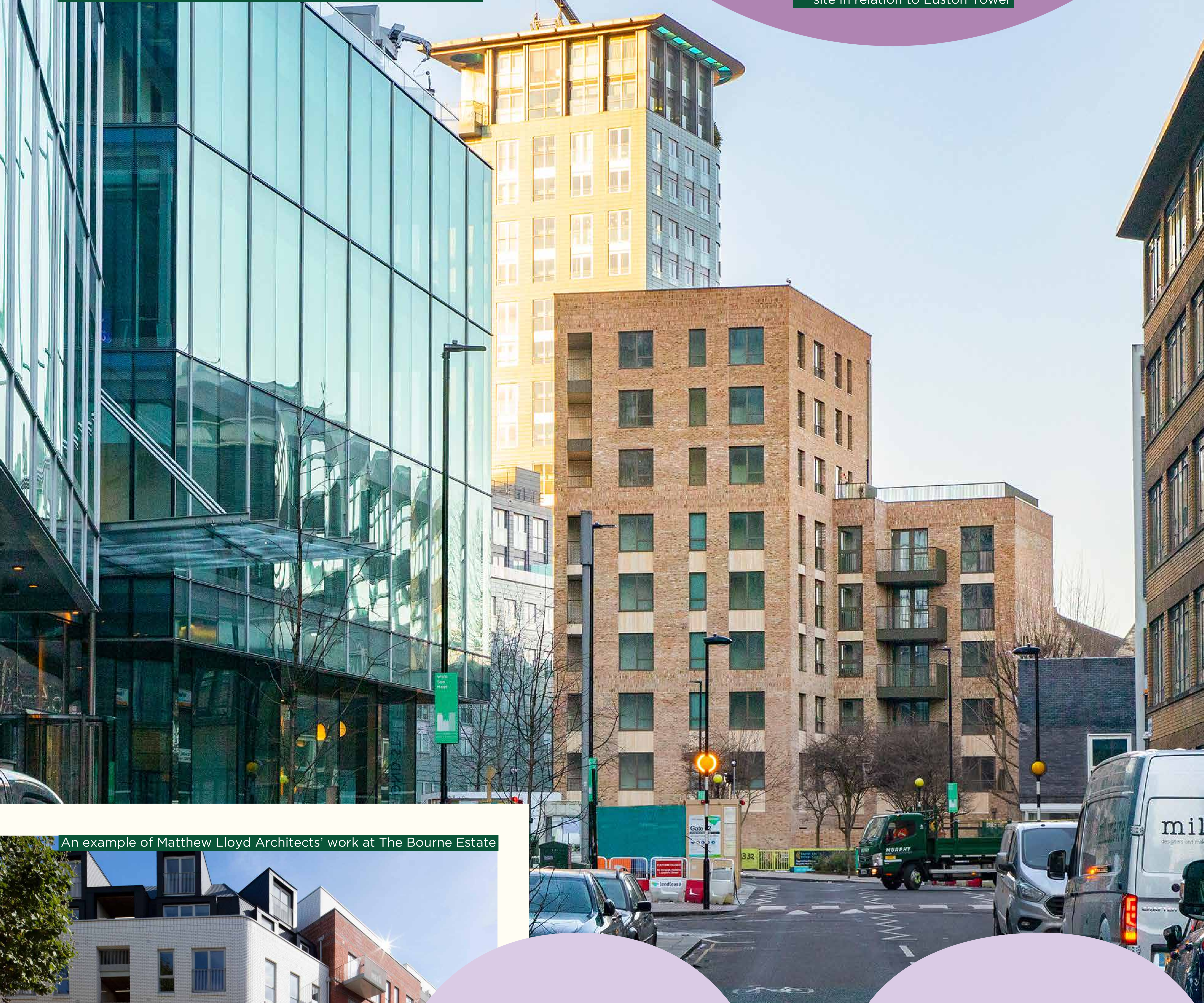
Both buildings housed Oetzmann & Co, a British manufacturer and decorating firm established by John Robert Oetzmann. They included a number of showrooms, stores, workshops and offices until the mid-1950s.

View of 7-9 William Road (outlined in red)

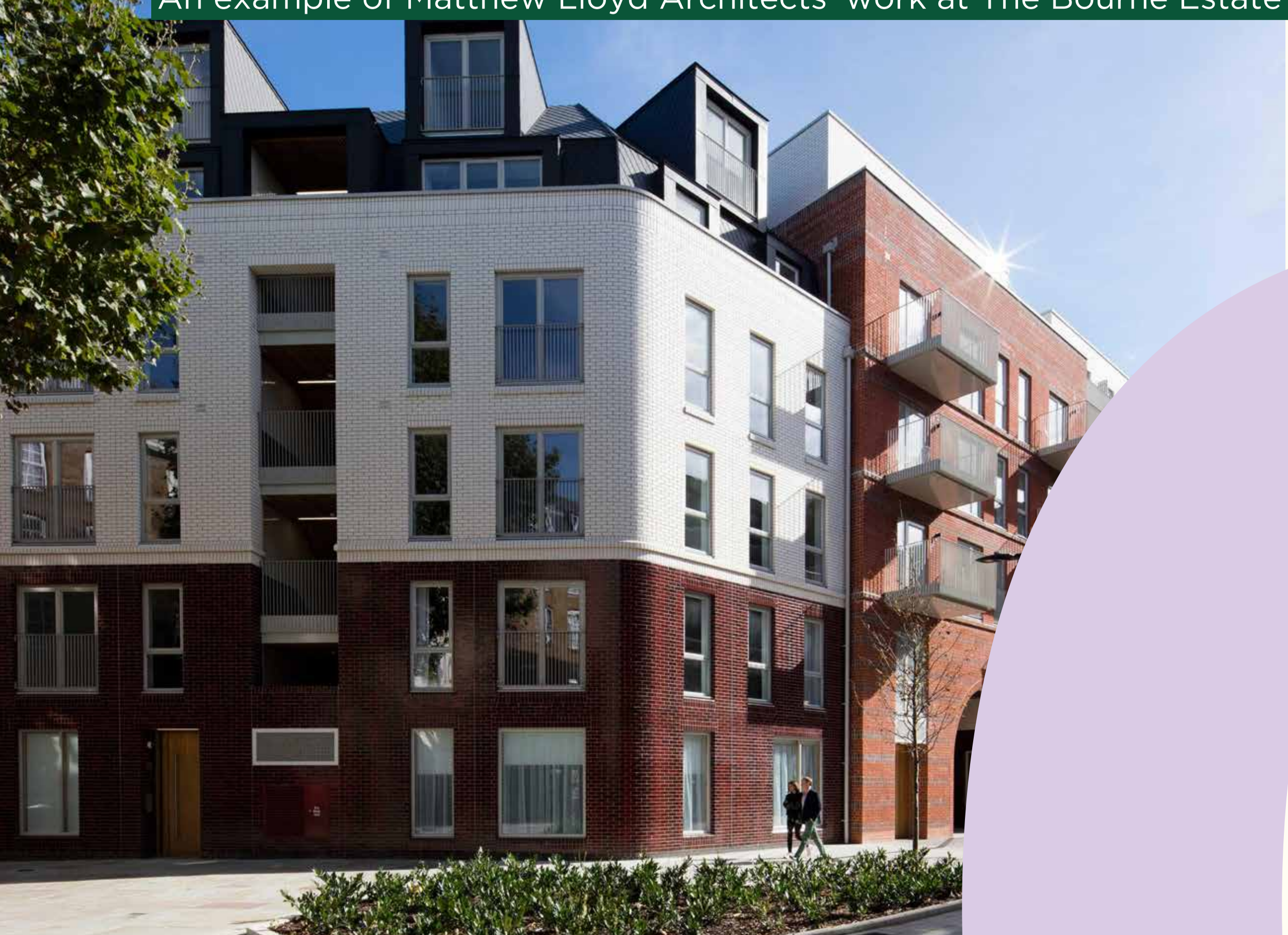


Overview of the 7-9 William Road site in relation to Euston Tower

An example of Matthew Lloyd Architects' work at Longford House



An example of Matthew Lloyd Architects' work at The Bourne Estate



# 7-9 William Road design, materiality and sustainability

Although the detailed designs are still being developed, we are planning to sensitively extend the building by one storey in order to provide nine new homes, all of which will be social rented housing.

**The building will be designed in a sympathetic way to the existing, original architecture by preserving the locally listed facade and sensitively extending the building upwards by one storey.**

A key aspect of the design of the building will be to keep the existing relationship with neighbouring buildings and keeping key features at 7-9 William Road. This will include the retention of the facade, and adding to existing features rather than a full replacement.

We have been considering a range of options for the materials that will be used in the building and in the extension, and we are looking at drawing on other examples of similar conversions that have successfully done this for our proposals.

All homes will have access to outdoor space. Homes on the ground floor will share a courtyard at the rear of the property. Those on upper floors may have juliet balconies. All balconies will be designed to avoid overlooking, and all homes will also be able to access a communal roof terrace.

## Delivering sustainable homes

We are committed to a sustainable development throughout design and construction. We will be targeting an Energy Performance Certification (EPC) grade of B for all the new homes, which is a grading system that measures the efficiency of new homes. All homes will comply with the minimum EPC requirements in 2030.

By EPC grade target (and how this is typical of retrofit projects) at 7-9 William Road, we will exceed current requirements and will be compliant with future requirements for homes. This will maximise the energy efficiency of the homes, whilst retaining existing architectural features, and reduce the embodied carbon of the project (compared to a complete demolition and rebuild).

Examples of similar refurbishment projects we're drawing inspiration from



View of proposed elevations for 7-9 William Road

View of how 7-9 William Road could look on completion as viewed from Hampstead Road



View of the back of the 7-9 William Road development on completion, including the roof terrace that will be delivered

# Next steps

Thank you for taking the time to look at the developed designs for transforming Euston Tower. Please do share your feedback with us as we prepare the final designs ahead of submitting an application to Camden Council.

## Project Timeline

### Early 2022

- Conversations with Camden Council officers
- Street interviews and meetings with local groups to understand lived experience and priorities
- Feasibility studies started

### December 2022

- Pre-engagement workshops with local groups

### February to June 2023

- Series of co-design workshops, youth engagement projects, and panel events exploring areas such as public spaces, inclusivity and sustainability
- Creative Producers programme

### July 2023

- Public exhibition seeking feedback on proposed plans, for review by the design team

### October 2023

- Developed designs for Euston Tower shared publicly

### Late 2023

- Target submission of planning applications for Euston Tower and William Road

### 2025

- Construction work on future Euston Tower begins (subject to planning permission)

### 2030

- Construction of Euston Tower completes and the building opens, William Road construction timings to be confirmed (subject to planning permission)

We are here

**You can provide feedback and ask any questions either by speaking to a member of the team on hand during events, or by scanning the QR below to direct you to an online feedback form and contact details.**



If you require any translations of the materials seen today, please do let a member of team know. You can also leave your feedback and see all information presented to date through our website.

**Shaped by conversations with local people, in summary a reimagined Euston Tower will deliver :**

- A net zero tower with inspirational sustainability goals
- Inclusive innovation responding to local aspirations and opportunities
- Pioneering workspaces for businesses of all sizes
- Safe, connected and creative public realm
- Helping meet Camden's housing needs

## Contact us

If you want to find out more, have any other questions, or want to sign up to our mailing list to get involved and receive project updates, please get in touch through one of the following ways:

- Visit our dedicated consultation website at [euston-tower.co.uk](https://euston-tower.co.uk)
- Email us at [info@eustontower.uk](mailto:info@eustontower.uk)

View of how public realm outside Euston Tower could look on completion

