

EUSTON TOWER

Design & Access Statement, including Lighting Strategy

Revision A | March 2024

British Land

EUSTON TOWER

Design & Access Statement

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Revision A | March 2024

This Design & Access Statement (DAS) was updated in March 2024 to include:

- More information on the proposed strategy for the retention of elements of the existing Euston Tower
- More information on the proposed design principles and strategy for the public realm lighting
- Updates to illustrative views showing the north-east entrance to the Neighbourhood Innovation Lab along Hampstead Road, the south-west primary entrance along Euston Road, and an illustrative view along Tottenham Court Road that has been replaced with a verified view and included within the updated Townscape, Visual and Build Heritage Assessment, March 2024 submittted as part of this planning application. A further note on the illustrative and verified views has been provided on the following pages to aid the reading of this DAS.

The added sections have been highlighted in colour on this table of contents. The sections that include the updated views are also highlighted in colour.

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0.1 Note on “Verified Views” and “Illustrative Views”

Computer generated images (CGIs) have been used throughout this Design and Access Statement, and other documents associated with this planning application, in order to support the submitted drawings and contribute to a more comprehensive understanding of the Proposed Development.

Within this application, both “illustrative views” and “verified views” have been included and are captioned as such throughout. This spread defines these terms.

Illustrative Views

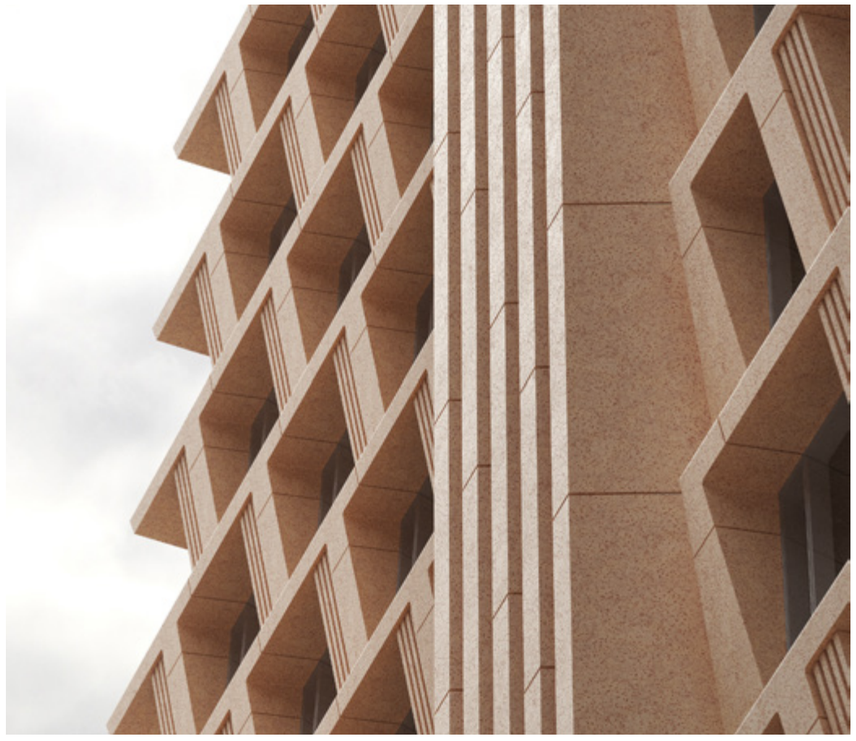
Illustrative views are CGIs produced by the Design Team and are intended to communicate the architectural aspirations and ambitions for the Proposed Development.

They are used to illustrate specific aspects of the designs, such as facade articulation, colour, pedestrian experience, materiality, texture and the atmosphere of the proposed spaces. The result is a representation of the Proposed Development that illustrates the intricacies of the design that are intended to be read alongside, and supplementary to, the submitted drawings, for an enhanced three-dimensional understanding of the scheme.

Placed on this page is a selection some of the “illustrative views” that are included throughout this document with associated captions.



Illustrative View - View to Euston Tower across Regent’s Place Plaza



Illustrative View - Tower facade close-up



Illustrative View - View along Tottenham Court Road illustrating the potential effect of lighting conditions on perception of facade colour



Illustrative View - Looking north from Euston Road illustrating interplay between facade and planting proposed along Hampstead Road

Verified Views

The verified views are CGIs produced by Cityscape Digital and superimpose the Proposed Development on top of accurately shot photography. They are used as basis to discuss the impact of the proposal from a townscape perspective specifically.

Verified views require precise information to be able to verify the accuracy of the camera matching and digital model placement, as outlined in *Appendix E Visualiser's Methodology: Accurate Visual Representations* included as part of the *Environmental Statement Volume 2: Townscape, Visual and Built Heritage Assessment (TVBHA)*

Due to their accuracy, the verified views provide an opportunity to evaluate the Proposed Development's impact on the existing townscape, effectively providing 'existing' and 'proposed' views from a series of agreed-upon viewpoints, selected through a process of consultation with relevant statutory consultees by townscape/heritage consultants and having regard to relevant planning policy and guidance.

Placed on this page is a selection some of the "verified views" that are included throughout this document with associated captions.



Verified View - Tottenham Court Road, junction with Grafton Way - Existing (View 22 in the TVBHA)



Verified View - Tottenham Court Road, junction with Grafton Way - Proposed (View 22 in the TVBHA)



Verified View - Drummond Street, at junction with Cobourg Street - Existing (View 12 in the TVBHA)



Verified View - Drummond Street, at junction with Cobourg Street - Proposed (View 12 in the TVBHA)

1.0
INTRODUCTION



Illustrative View - Tower facade close-up - teal overlay



Photograph - 1:250 model of Proposed Development

1.0 Introduction

This Design & Access Statement (referred to as “DAS” hereafter) has been prepared by 3XN Architects on behalf of applicant British Land Property Management Limited (referred to as “British Land” hereafter).

This statement supports the planning application for the redevelopment of Euston Tower, in the London Borough of Camden. This version of this statement is a replacement of the Design and Access Statement dated December 2023.

The proposal has been subject to extensive public engagement and pre-application discussions with the London Borough of Camden, the Greater London Authority, Historic England, Transport for London and a broad range of wider stakeholders. These discussions have informed the evolution of the design for the scheme and are covered in more detail on the following pages.

This Design & Access Statement should be read in conjunction with the other drawings and documents submitted in support of this planning application.

1.1 Scope of Application

This planning application seeks approval for the redevelopment of the existing Euston Tower into a new office and life science-led, mixed use development and associated public realm improvements.

These proposals have been informed by a thorough study of the local context, together with technical considerations and a considerable co-design and community consultation and engagement process, details of which are set out in further detail in this document, as well as the Statement of Community Involvement (SCI) submitted as part of the application.

In summary, the proposed works will comprise:

- The careful deconstruction of the existing Euston Tower facade and floor slabs while maintaining the central core above ground
- Retention and expansion of the existing basement structures to provide space for modern cycle facilities, delivery / servicing areas and plant space
- Construction of above ground structure and facade into a new building consisting of a podium block and a tower which rises up to 32 storeys
- A significantly enhanced public realm including green and activated street edges for Euston Road and Hampstead Road, a wider Brock Street at ground level and at Regent's Place Plaza which extends up and into the lower levels of the building, and additional provision of short and long stay cycle storage
- An innovative public use space, referred to hereafter as the "Neighbourhood Innovation Lab", which is conceived as a facility which crosses the open qualities of a community centre with the applied approach of a research lab; a creative social space for local communities - residential, knowledge organisations and business - to work together on shared challenges



Photograph - Existing Euston Tower from the corner of Euston Rd and Hampstead Rd



Photograph - Existing Euston Tower from Hampstead Rd, looking south



Photograph - Existing Regent's Place Plaza, looking east



Photograph - Existing Euston Tower ground floor from Hampstead Rd, looking west

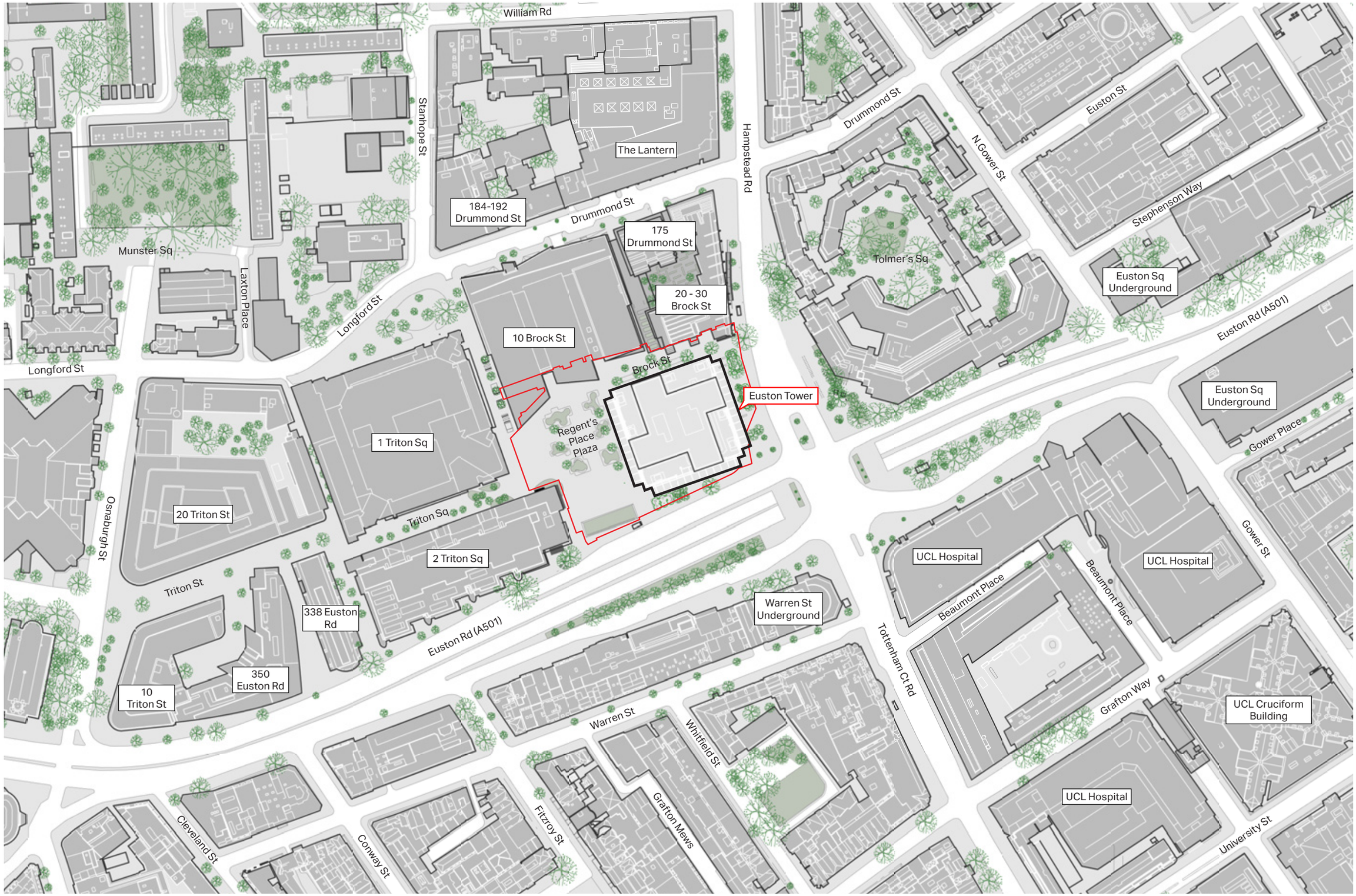


Diagram - Site Location Plan

1.2 Regent's Place Vision

British Land have a long-term plan to invest and build on the existing strengths of Regent's Place; adapting and responding to changing customer requirements and work practices, rapid advancements in technology, and structural changes in London's economy.

British Land's vision is to create a dynamic and inclusive environment for life science and technology-driven innovation to thrive, ensuring that local communities and businesses in Camden benefit from this investment.

The brief for the redevelopment of Euston Tower echoes this vision and is underpinned by an integrated place-making masterplan, which seeks to leverage the existing strengths outlined below, to re-position Regent's Place:

Part of an existing ecosystem

- Located in the Knowledge Quarter Innovation District
- Proximity to UCL, UCLH and Frances Crick Institute
- Excellent transport links via rail, underground, bus and cycle routes
- Access to deep talent pools

Holistically managed Campus with a diverse range of spaces

- Long-term investment to create outstanding, sustainable places for our customers and communities
- High quality offices and incubator space
- Opportunity to deliver labs and unique innovation spaces

Creating an attractive space in the centre of the city

- A safe and inclusive environment with direct links to the local community
- Active, green spaces for meeting, working and wellbeing
- Creating a smart campus with improved connectivity and digital infrastructure
- Expansion of the retail, leisure and cultural offer

Strong connections to the local community and collaborative opportunities

- The Regent's Place Community Fund is a unique collaboration between Regent's Place businesses, created to support community activities.
- Offers businesses the chance to connect with each other and local partners to make a real and long-lasting social impact.



Photograph - Existing Regent's Place Plaza



Photograph - Existing Triton Square



Photograph - Existing Regent's Place Plaza



Photograph - Existing Regent's Place Plaza

Re-positioning Regent's Place as a centre for innovation and life science in the heart of London

British Land's long term commitment to investing in Regent's Place has already delivered:

- Life science incubator space at 184-192 Drummond Street
- Affordable workspace at 1 Triton Square
- Knowledge Quarter partnership
- Lab-enabled space at 10 & 20 Triton Street
- Green and welcoming public spaces
- New public realm with bars, restaurants and outdoor cinema

Key for map opposite:

1 The Union
2 Vacant Unit
3 Pret a Manger
4 Wasabi
5 The Euston Wall
6 Change Please Coffee / Toast Ale
7 New Diorama Theatre
8 NDT Cafe & Bar
9 The Euston Wall
10 Black Sheep Coffee
11 Acai Berry
12 Santander
14 The Gym Group
15 Affordable Workspace
16 The Old Diorama Arts Centre
17 The Refinery
18 Vacant Unit
19 Sainsbury's
20 Itsu
21 Beany Green
22 Amazon Fresh
23 Vacant Unit
24 Bloomsyard
25 Starbucks
26 Pret a Manger

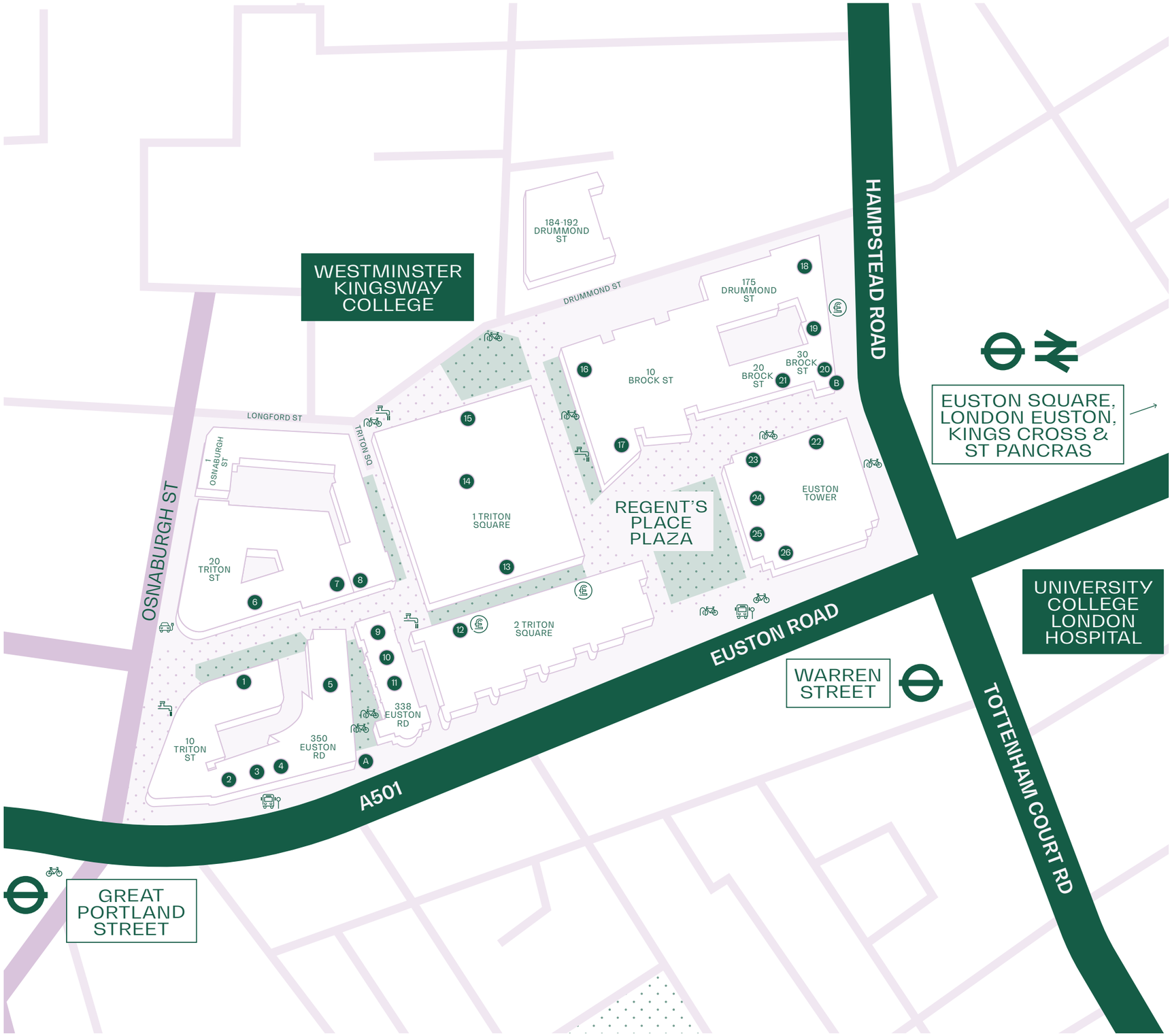


Diagram - Overview of Regent's Place provided by British Land

1.3 The Development

The site area within the boundary of this application is approximately 8,079sqm - refer to drawing ET-DR-A-1002, submitted as part of the application for planning permission.

Full planning permission is sought for the following:

Redevelopment of Euston Tower, including the partial retention (retention of existing core, foundations and basement), disassembly, reuse and extension of the existing building, to provide a 32-storey building for use as offices and research and development floorspace (Class E(g)) and office, retail, café and restaurant space (Class E) and learning and community space (Class F) at ground, first and second floors, and associated external terraces. Provision of public realm enhancements, including new landscaping, and provision of new publicly accessible steps and ramp. Provision of short and long stay cycle storage, servicing, refuse storage, plant and other ancillary and associated works.

The proposal includes enhancing the public realm to Regent's Place Plaza to the west, Euston Road to the south, Hampstead Road and Brock Street to the east and north of the site respectively.

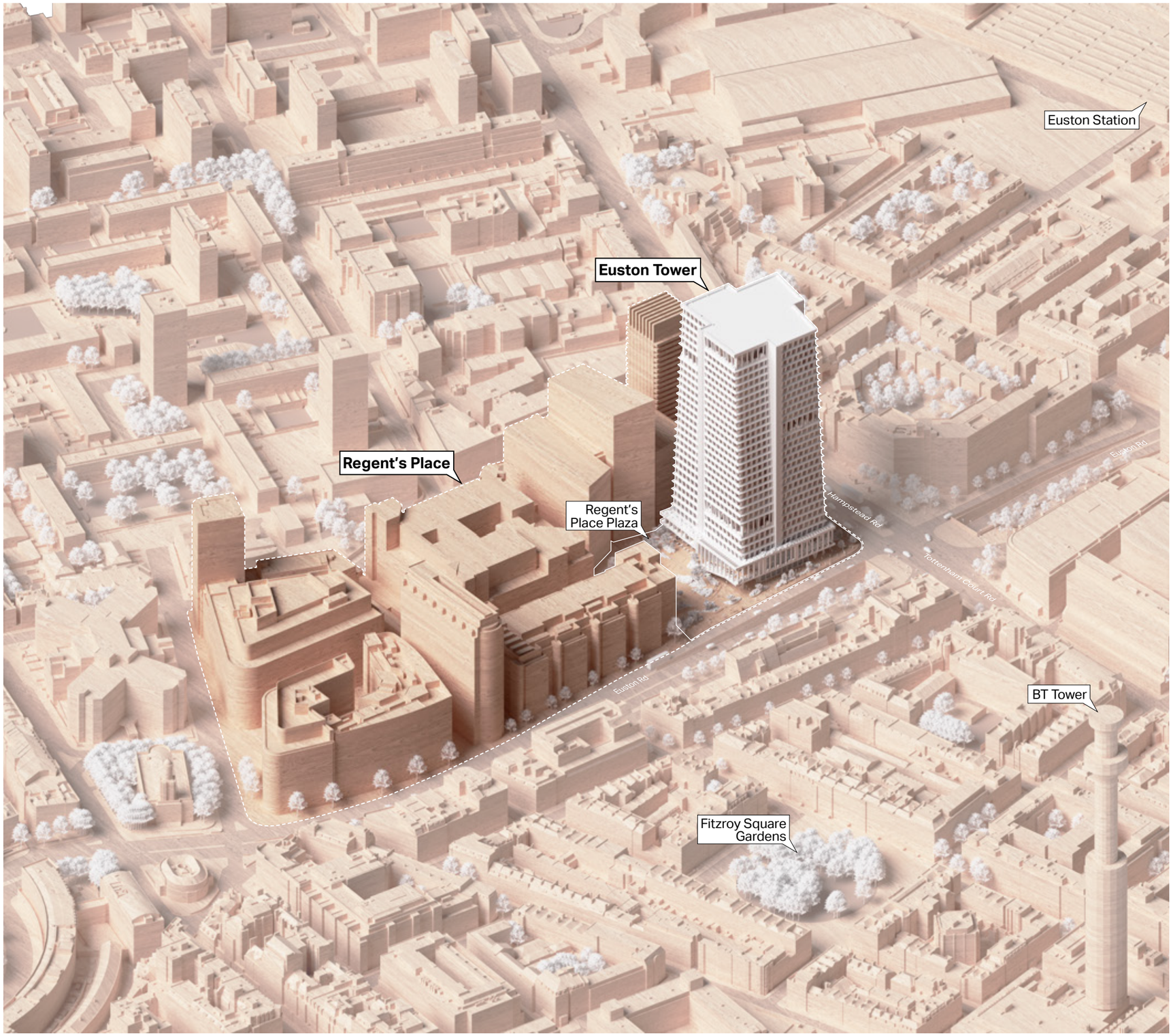


Diagram - Axonometric diagram from south west of proposed Euston Tower

1.4 Client & Project Team

The client is British Land, who are the applicant for planning permission.

3XN are the architects and lead designers for the project, and are supported by a team of key consultants:

Executive Architect & Principal Designer:	Adamsons Associates
Landscape Architect:	DSDHA
Planning Consultant:	Gerald Eve
Services Engineer:	Arup
Structural Engineer:	Arup
Sustainability Consultant:	GXN & SWECO
Transport & Logistics:	Velocity
Visual Impact Assessment:	Cityscape Digital
Townscape Consultant:	Tavernor Consultancy
Public Use Consultant:	Forth
EIA Co-ordinator:	Trium Environmental
Ecological Consultant:	Greengage
Daylight Consultant:	Point2
Rights to Light Consultant:	Point2
Fire Engineering:	Arup
Access Consultant:	David Bonnett Assoc.
Security Consultant:	QCIC
Acoustic Consultant:	Hann Tucker
Wind Analysis:	Arup
Facade & Access & Maintenance Consultant:	Thornton Tomasetti
Cost Consultant:	Gardiner & Theobald
Planning Legal Advisors:	Herbert Smith Freehills
Community Consultation:	LCA
Project Manager:	Gardiner & Theobald
Construction & Logistics Consultant:	Lendlease
Employment & Training and Regeneration Advisor:	Volterra
Community Engagement & Social Impact Consultant:	Beyond The Box
Community Engagement Consultant:	Something Collective

1.5 Project Vision

British Land's vision is to create a world-leading science, technology and innovation building, supported by a reimagined public realm, for Camden and the Knowledge Quarter that inspires, connects and creates opportunities for local people and businesses.

The missions for the proposed development are below:

- Transforming the existing Euston Tower ensuring it is fit for the future by adopting cutting-edge sustainability targets and reusing, recycling, and offsetting, to reach net zero at completion and in operation.
- Putting social impact at the heart of the project from the outset, ensuring that communities play a key role in shaping new spaces which meet local needs.
- Creating pioneering workspaces in the Knowledge Quarter for businesses of all sizes to prosper, including flexible incubator and accelerator spaces, to support start-ups, scale-ups and knowledge sharing.
- Ensuring that the future use of Euston Tower is built upon identified needs and contributes to a thriving local, regional and national economy for our ever-changing world.
- Reimagining the public spaces of Regent's Place, creating safe, inclusive, connected and sustainable environments for Camden's communities.
- Contributing towards meeting Camden's housing needs.

These missions have informed three key design principles for Euston Tower, which are proposed and outlined on the opposite page.



Verified View - Proposed Euston Tower from Tottenham Court Road, south of the A5204

1.6 Key Design Principles



Camden Landmark

Challenge the typical tower typology and move away from fully-glazed facades. Discover what makes a Camden Tower unique and use warmth, texture and tactility to design a tower people will love.



Social Sustainability

Break down boundaries between local communities and commercial buildings by designing a truly welcoming, inclusive and engaging podium and public realm experience, filled with exciting public uses both at ground level and throughout the building.



A Tower for the Now and the Future

Make the right choices today by building in the ability to flex and adapt to the trends of tomorrow. Enable and support life-science, tech and other diverse uses to ensure the tower stands the test of time and inspires people well into the next century.

1.7 Project Missions

The proposals seek to deliver an inclusive, pioneering workspace and public realm, which connect communities in the heart of the Knowledge Quarter.

In addition to the exemplar collection of mixed uses and external spaces included in the Proposed Development, these proposals provide a package of wider benefits to enhance the local area including new affordable housing, workspace for SME's and start up businesses, improvements to the streetscape and additional greening to the area.

Outlined here are the project's key missions and how the benefits proposed support the aspirations and policies of the London Borough of Camden, the surrounding communities and the users of Regent's Place.

Net-Zero Tower

- A net zero tower with aspirational sustainability goals that aim to provide benefits beyond Euston Tower.
- Innovations in material reuse and construction fully integrated into the proposal, creating a tower for now and the future.
- Take full responsibility for residual emissions.

Inclusive Innovation

- A local amenity and resource which enables collaborative projects and partnerships.
- A platform for local ideas, innovation and problem solving, which provides learning, skills and pathways to work.

Pioneering Workspaces

- Variety of workspace provision catering for organisations of different scales, designed with flexibility to adapt to future needs.
- Provision for Lab-enabled Spaces, Lab-enabled Accelerator Space and Workspace (Office).
- Harnessing the existing Regent's Place community programmes, which helped 8,600+ local people in 2022, in working towards increasing access to good jobs and continuing to be a supportive part of the local community.

Public Realm

- A safe, connected and creative public realm which provides a wide variety of opportunities for the local community.
- Drawing on local landscapes to create a varied and biodiverse improvement to Regent's Place Plaza.
- Include fully accessible areas for people to explore, relax, and meet.

Housing

- A potential offsite housing solution at 7-9 William Road to provide 9 affordable units has been discussed with LB Camden. However, following further discussions with the Council, it has been concluded there is a potential to deliver more affordable housing within the borough, through a Payment in Lieu, to be secured via a Section 106 legal agreement

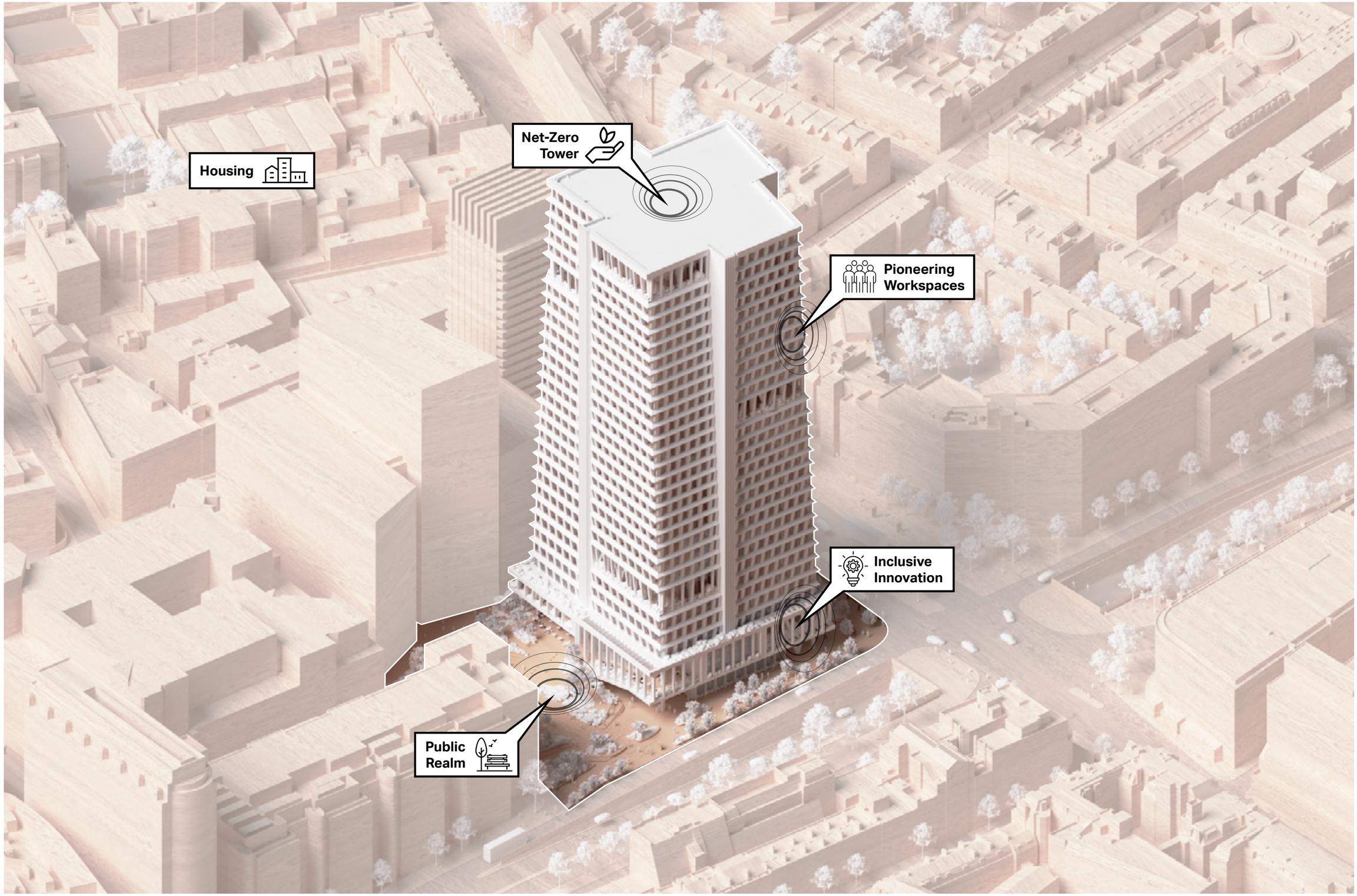


Diagram - The key public benefits provided by the Proposed Development

2.0
CONTEXT

Photograph - Existing Euston Tower - teal overlay



Photograph - Aerial image of Euston Tower, from the west

2.0 Context

This section provides further detail on the historical and urban context of both the immediate site, the neighbouring context and the wider urban fabric, all of which have been important considerations when preparing the design response presented in later sections of this report.

2.1 Site Location

Euston Tower is situated within the London Borough of Camden (LB Camden), and the ward of Regent's Park. The Site is bounded by Euston Road (south), Hampstead Road (east), Brock Street (north) and Regent's Place Plaza (west).

Located on the corner of Euston and Hampstead Road, at the top of Tottenham Court Road, the tower shares a busy intersection with the UCL Hospital campus and is directly opposite Warren Street Station. The existing Euston Tower is prominent within the local area, as one of the tallest buildings in the borough along with the nearby BT Tower, and as such acts as a physical landmark for Euston, Euston Square and Warren Street stations as well as a wayfinding point within the wider neighbourhood.

Designed in the 1960s and completed in 1970, Euston Tower has experienced an occupancy level of less than 70% over the past decade and has remained vacant since 2021. Originally serving as the home of Capital Radio (a pioneering commercial radio station in the UK) from 1970 to 1999, it was once a celebrated landmark and widely recognised across the city. Today, Euston Tower represents an ideal opportunity for re-imagining a hub for life-science, technology and innovation in a key strategic location within the Knowledge Quarter.

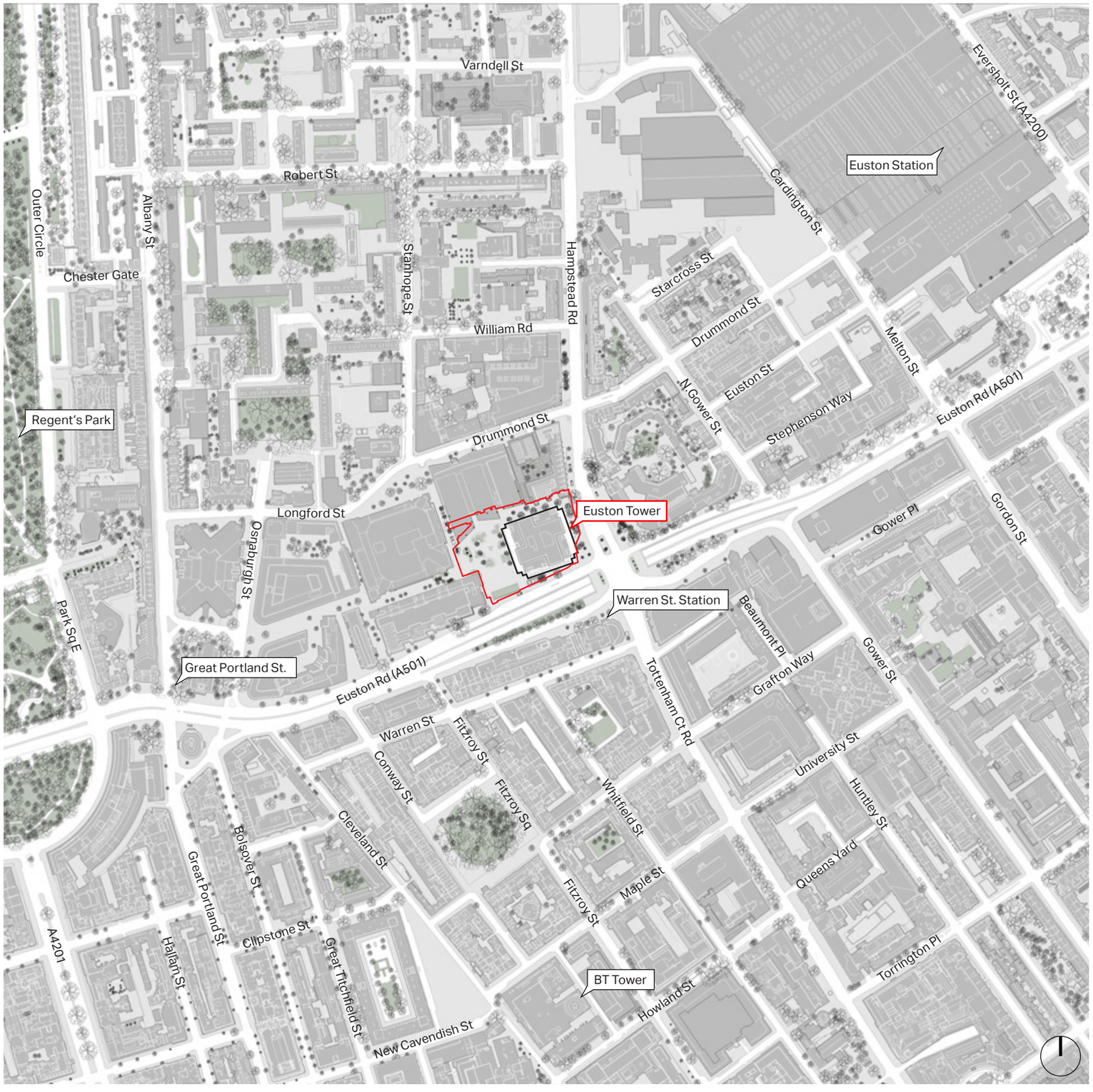


Diagram - Site location



Photograph - Aerial image of Euston Tower, from the north west



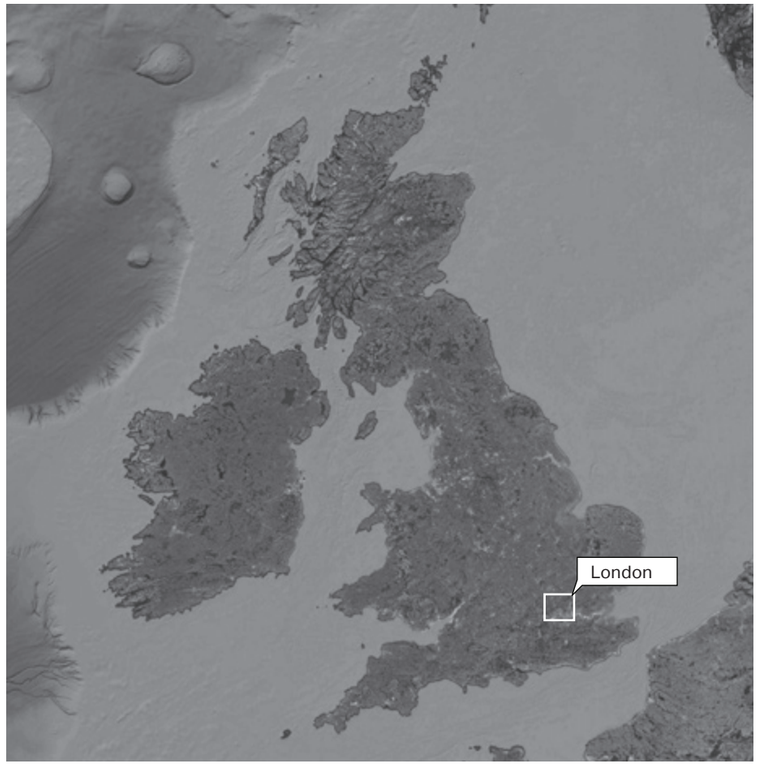
Photograph - Image of Euston Tower from Regent's Park



Photograph - Aerial image of Euston Tower from Tottenham Court Road

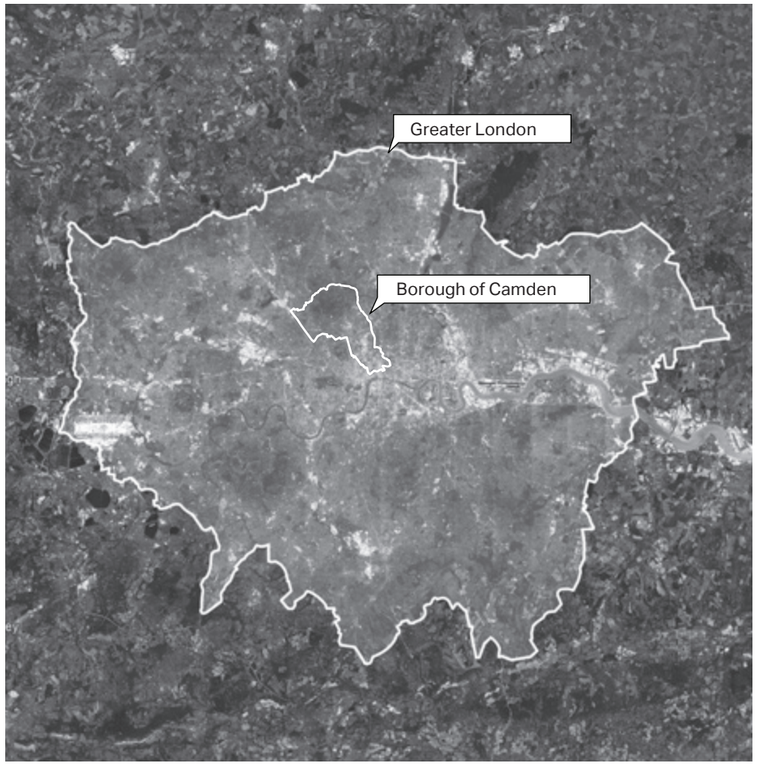
2.2 Macro to Micro Context

The diagrams on these pages explore the location of Euston Tower from the macro (nationwide) to micro (the building itself), highlighting the key elements of each scale and how these have informed the Proposed Development.



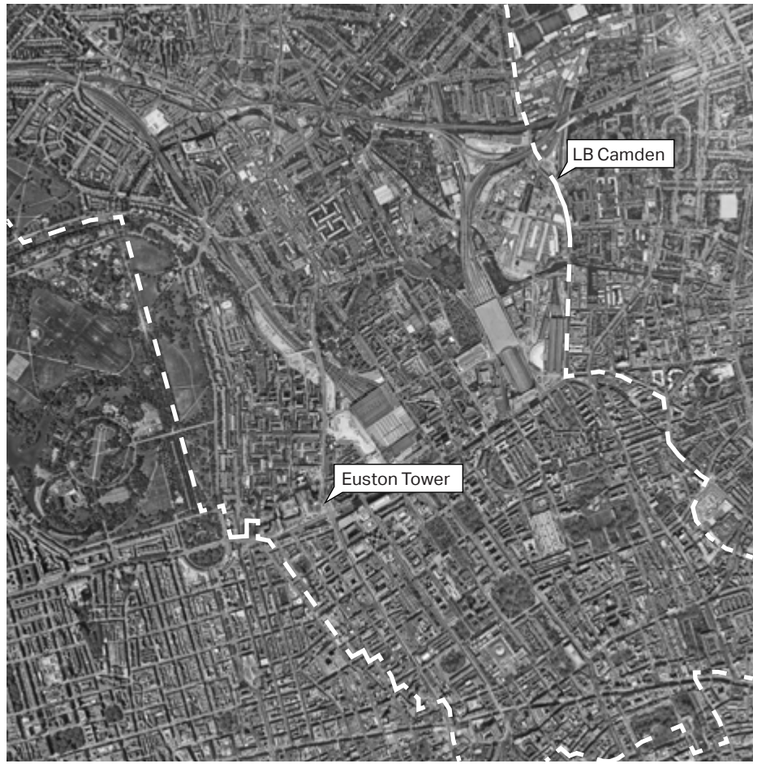
The United Kingdom

Located at the western edge of Europe, the United Kingdom is one of the world's leading developed nations and has one of the world's largest economies. Life-sciences is one of the UK's most successful sectors, worth over £94 billion to the UK economy in 2021 and has been identified as a key industry driving growth in the country. Significant investment has been made in this sector in recent years, particularly in the South East regions, drawing on the education and research expertise found in London, Cambridge and Oxford.



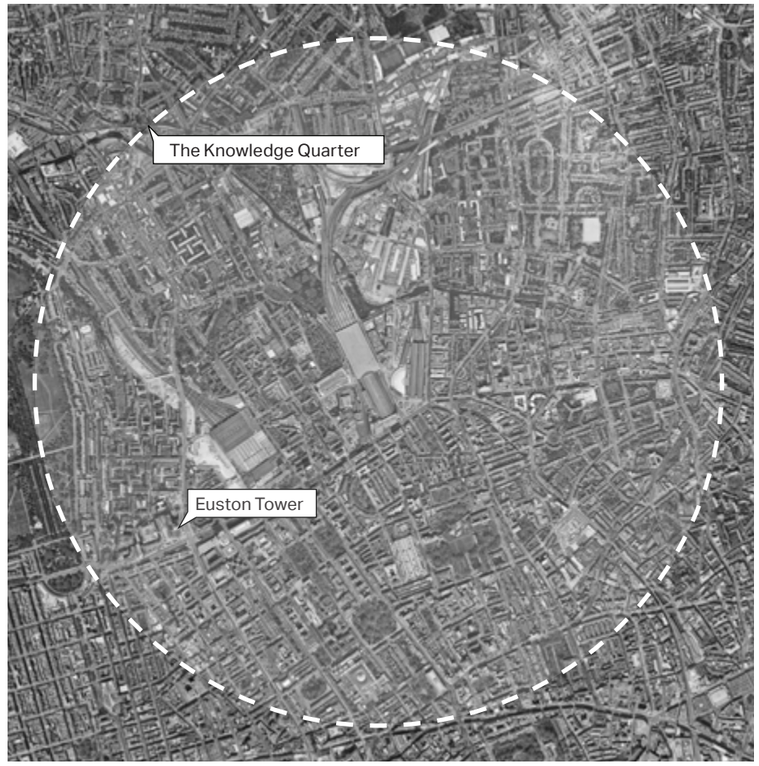
London

London, the capital of England , is recognised globally as one of the great metropolitan environments and is the location of the Proposed Development. With a population of 9.6 million, London thrives on a rich mix of tradition, diversity, and culture. It is constantly seeking to reinvent itself, seeking innovation and ingenuity to ensure it continues to be a major destination as a product of the city's wide offering of arts, culture, cuisine and architecture.



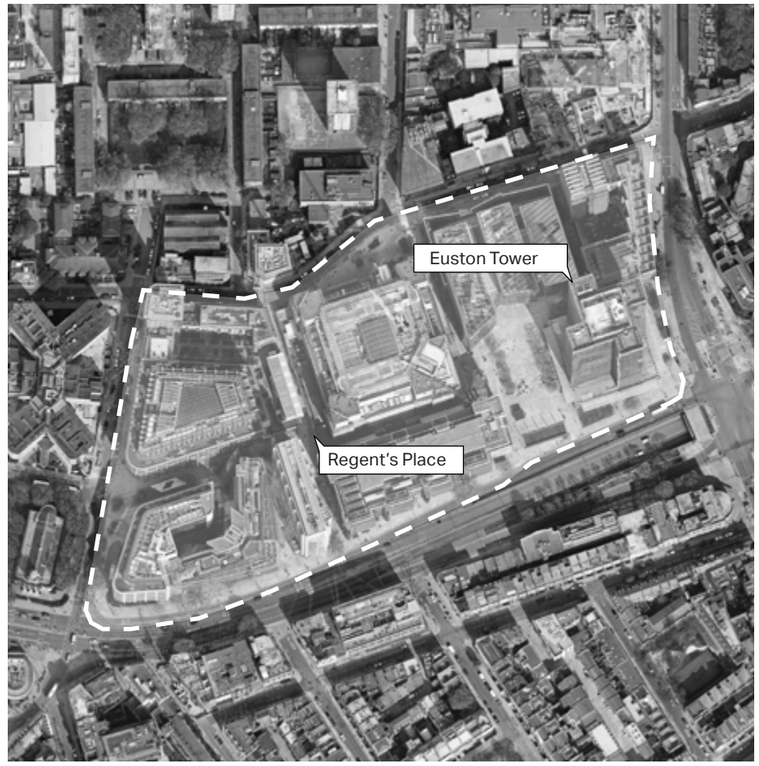
London Borough of Camden

Created in 1965 from the areas of the former metropolitan boroughs of Hampstead, Holborn, and St Pancras, Camden is one of seven boroughs comprising Central London. A key point of entry to the capital for trains from the north, Camden hosts three major stations (Euston, St Pancras, and King's Cross), making it a crucial hub for office workers commuting, retail, tourism, and entertainment. In addition to the Borough's connectivity, Camden's diverse neighbourhoods play host to street markets, music venues, learning institutions and cultural attractions, making it one of London's most vibrant and engaging areas.



The Knowledge Quarter

The Knowledge Quarter is one of the greatest clusters of science, research and technology anywhere in the world, focussed on the areas around King's Cross, the Euston Road and Bloomsbury. The Knowledge Quarter is a gateway to an abundance of innovative ideas, ground breaking research and inspiring creativity, with knowledge resources ranging from early manuscripts and documents, to the latest fashion designs, to cutting-edge medical developments, it is a place to interact, collaborate and share.



Regent's Place

Regent's Place seeks to be one of London's most welcoming, inspiring and exciting spaces. It is filled with a variety of green spaces, contemporary architecture and has a deep connection to the local community. It welcomes independent shops, affordable workplaces and joins together companies in the worlds of art, science, research and creativity.

Beyond the five London Underground stations located within short walking distances, Regent's Place is within a 20-minute walk of Euston, Marylebone, King's Cross and St Pancras mainline stations, making it one of the most accessible and well connected areas in London for both citywide travel, and as a national and international gateway to the capital.

2.3 The Neighbourhood

Euston Tower is situated on the south-eastern corner of Regent's Place, forming one of edges that define Regent's Place Plaza, and flanked by Euston Road to the south and Hampstead Road to the east. Located at the north of Tottenham Court Road, it is a prominent gateway to the busy neighbourhoods of Fitzrovia and Bloomsbury to the south, Regent's Park and the Regent's Park Estate to the north, and sits within the broader Euston area.

Camden and Euston Area

Situated within the London Borough of Camden, the modern character around Euston came from the industrial and working-class areas formed in the 19th century. Through the 20th century, particularly the 1960's and 70's, the area began to attract prominent musicians, artists and counter-culture movements. It is home to iconic locations such as the Roundhouse, Camden Market and Regent's Canal, all of which provide diverse offers for culture, food, clothing and art. The neighbourhood has evolved into a unique and eclectic area within London, known across the city and the country for its strong character and culture.

Beyond being a prominent tourist destination within London, Camden is also home to distinct residential neighbourhoods such as the nearby Regent's Park Estate and Somers Town. These diverse neighbourhoods provide homes for c.210,000 residents (Camden Profile, 2023). Such residential communities have begun to develop neighbourhood plans, which aim to create a framework for sustainable community development, where growth and renewal are focussed on people as well as place.

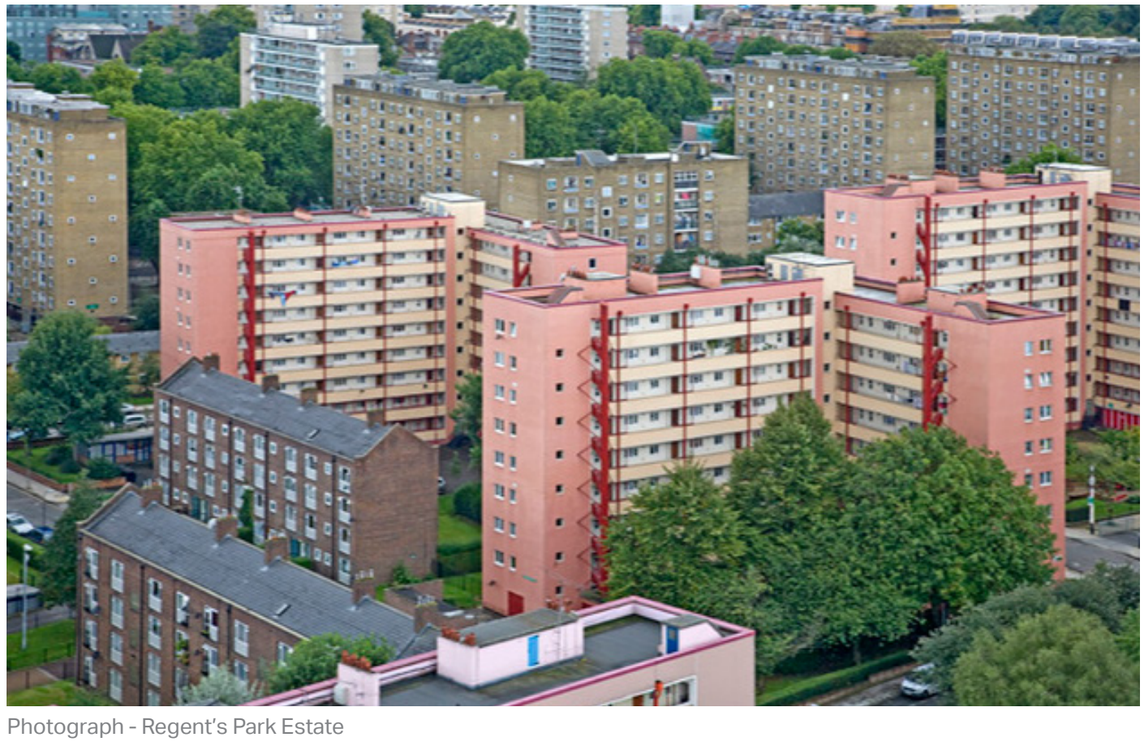
Future Neighbouring Development

The site is situated 500m from Euston Station, a major transport hub within London and the United Kingdom. Currently, there are indicative proposals for a new high-speed rail station and related infrastructure (known as HS2), which if delivered would lead to major development change in the area and across the country.

If approved by the UK government and relevant planning authorities, the area surrounding Euston Station is anticipated to embark on a substantial redevelopment programme as part of the HS2 development.



Photograph - Aerial image of Euston Tower and the surrounding neighbourhood



Photograph - Regent's Park Estate



Photograph - Somers Town



Photograph - Fitzrovia



Photograph - Bloomsbury

2.4 Knowledge Quarter

Euston Tower is located to the western edge of the Knowledge Quarter, an area which continues to develop into a leading, global hub of knowledge, centred around King's Cross, Euston Road and Bloomsbury.

The Knowledge Quarter is comprised of a consortium of partner organisations of many different kinds but all actively engaged in advancing and disseminating knowledge.

Business partner organisations are made up of over 100 academic, cultural, research, scientific and media organisations, large and small: from the British Library, Google and the Wellcome Trust to Arts Catalyst, Scriberia and the Wiener Library.

Notable among these partners are the Francis Crick Institute, the leading global centre for medical research; University College London, and UCLH.

The Knowledge Quarter encourages all kinds of knowledge seekers to make the most of these combined resources, to break down barriers and stimulate dialogue, getting the whole of this unique area buzzing with ideas.

Currently there are 106 organisations, consisting of 70,000+ people which form the quarter all within a 1 mile radius. Therefore the neighbourhood is devised as a space to interact, collaborate and share ideas, and is important context for the Proposed Development.

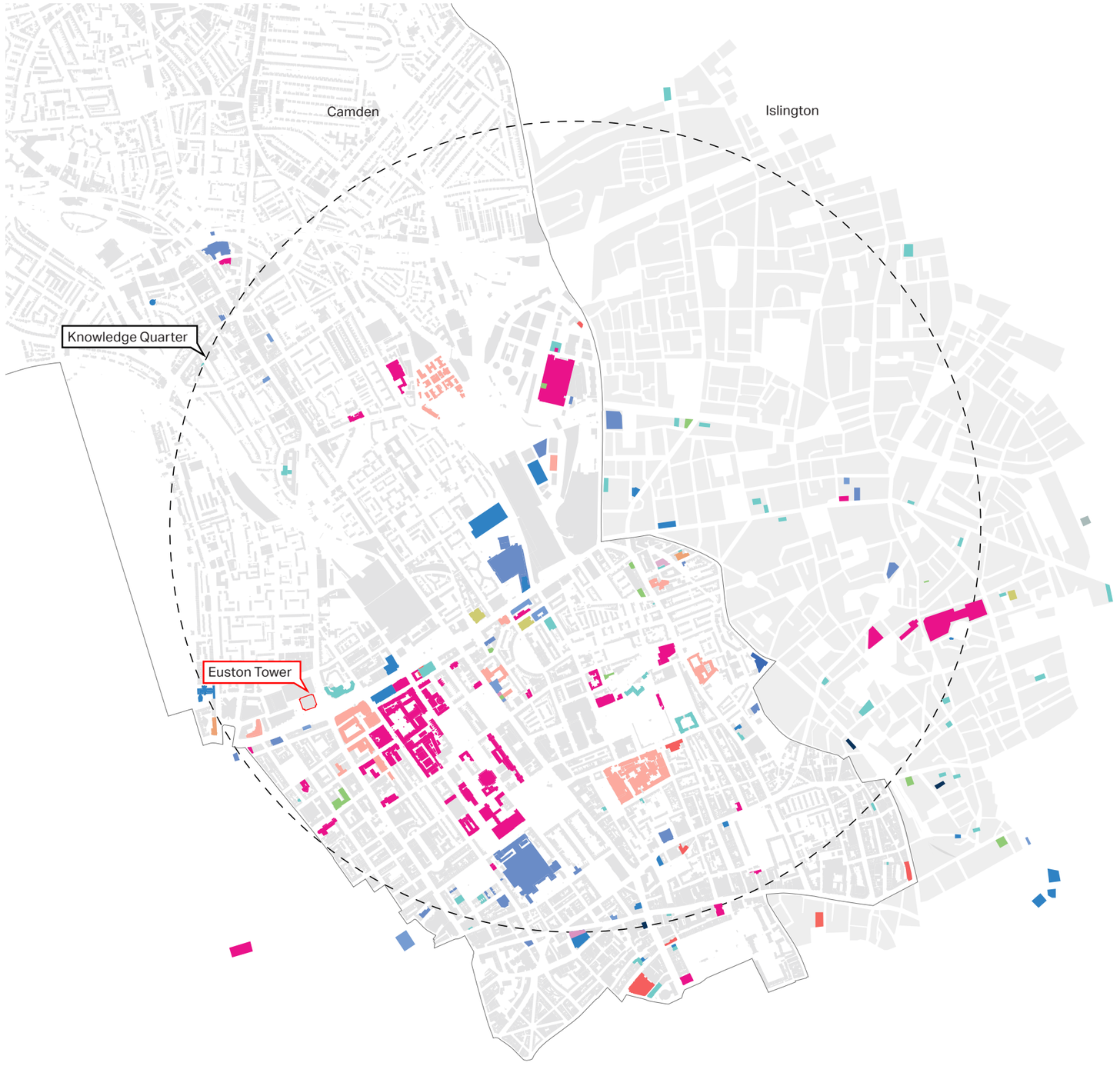


Diagram - Insert from KQ 2050: A Knowledge Quarter unlocked. May 2023

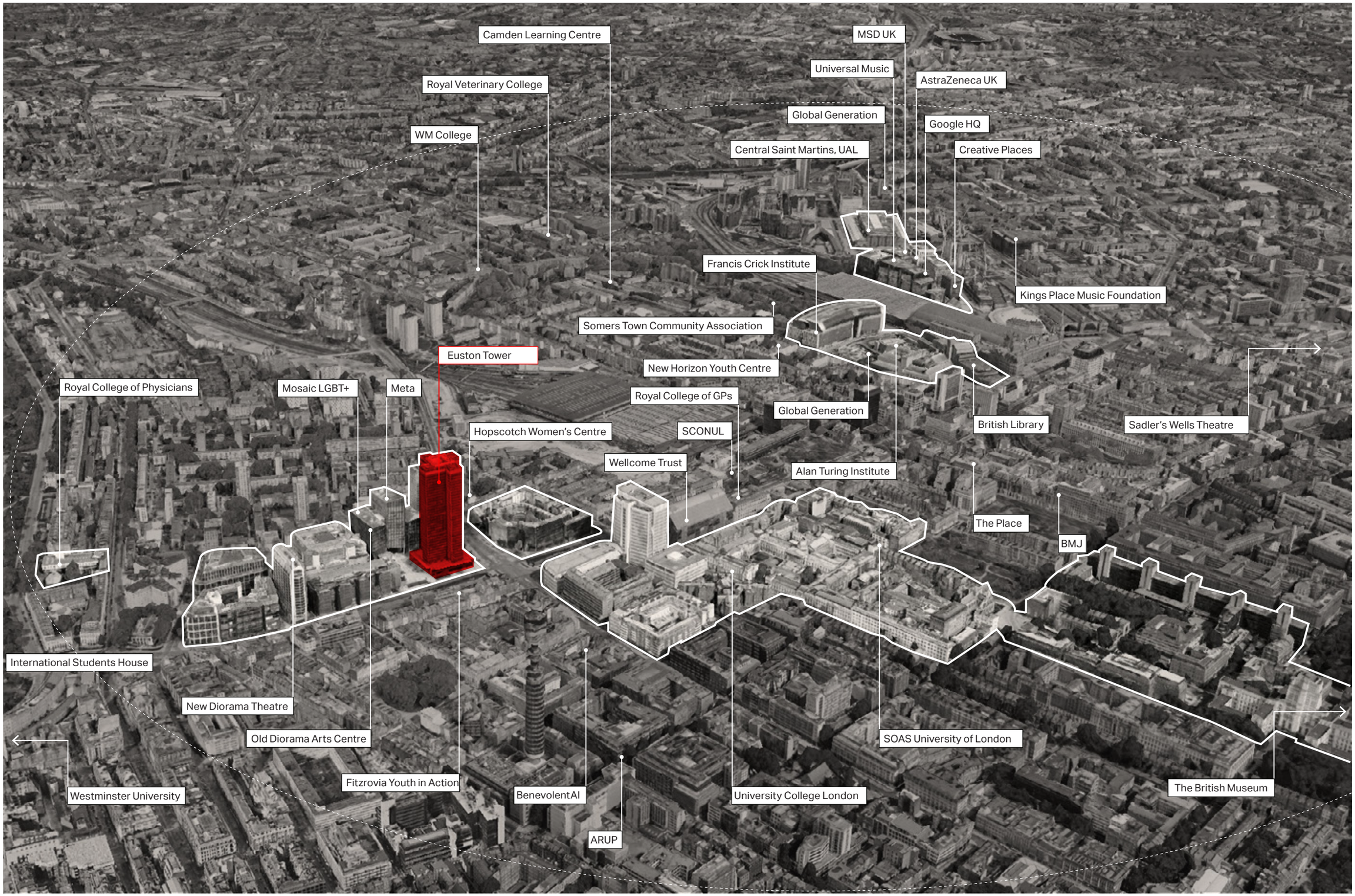


Diagram - Euston Tower prominent location on the western edge of the Knowledge Quarter

2.5 Site History

The site on which the current Euston Tower is located, along with the wider campus of Regent's Place, has a rich and storied history.

The historic evolution of the site is connected in large part to its history as a significant crossroads to the north of central London, marking a point on the historic road towards Hampstead travelling north, at which a key east-west route is formed and developed into a major artery running across the city.

Throughout the years this east-west route, formerly "the New Road from Paddington to Islington", has grown in significance. Having been described as "London's first bypass", the construction of several railway stations along its route and an increasing amount of traffic travelling along it has resulted in the road being widened over time, most significantly in the 1960s with the construction of the underpass and the creating of 'Euston Circus'. This expansion of the crossroads across the centuries, as well its qualities as an active, populated junction, are well illustrated on the opposite page, providing a snapshot of the evolving character of the area.

The current existence of the Euston Tower and its history as part of a wider commercial development (as described further in 2.13 The Existing Building) is linked in large part to the history of this crossroads and as such is important to understand when considering the proposed development.

The following pages recount the site evolution, transformation of the intersection of Euston Road and Hampstead Road and the key historical milestones, which have led to Euston Tower's current site conditions.

Site Evolution (1756-Present Day)



1756



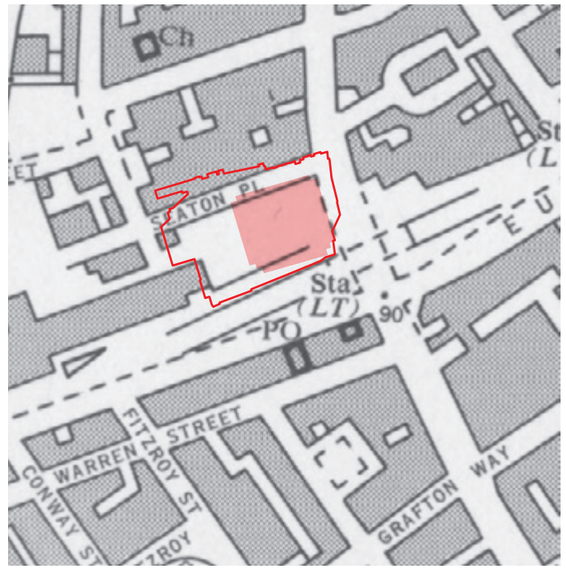
1799



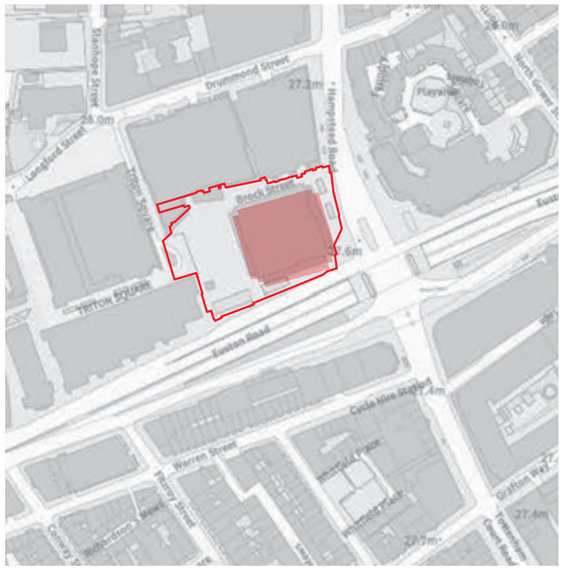
1873



1945



1953



2023

Transformation of Euston Road, Hampstead Road & Tottenham Court Road Intersection



Illustration - William Hogarth's "The March to Finchley" (1745)



Photograph - View to Hampstead Road, looking north from Tottenham Court Road (1904)



Photograph - View to Hampstead Road, looking north from Tottenham Court Road (1960)



Photograph - View to Hampstead Road, looking North from Tottenham Court Road (2012)

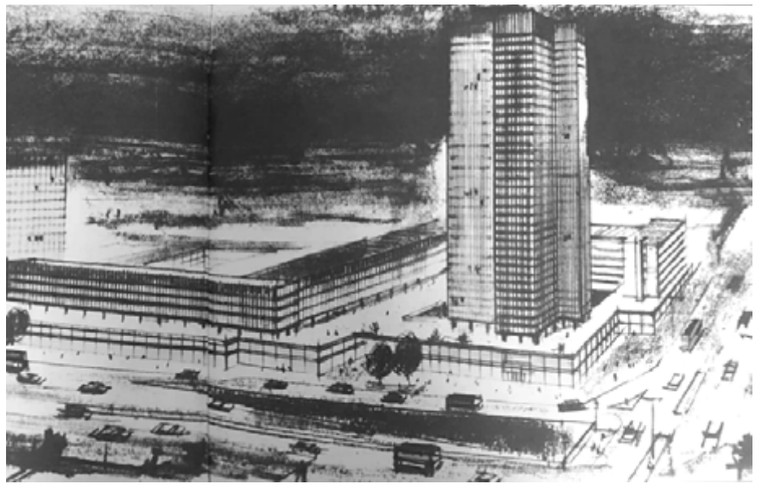
Key Historical Milestones



1750
"The March to Finchley" by William Hogarth (painting)



c.1900
Looking north up Hampstead Road



c.1960's
Panoramic sketch of the Euston Centre from the original sales booklet



1780
"Camden Town, from the Hampstead Road, Marylebone" (engraving)



1904
The Old King's Head and Adam & Eve pubs either side of Hampstead Road



1965
Euston Road & Euston Centre aerial photo looking west

The Georgian Era

Up until the reign of William IV (1765-1837), rustic farmland and village retreats characterised the outskirts of London between King's Cross and St. John's Wood. Historically, the route south to north (Hampstead Road) was a key connection and military outpost at Tottenham Court. This is illustrated above in William Hogarth's "The March to Finchley" including the two public houses, the 'Adam & Eve' and 'The Old King's Head', flanking either side.
In 1756 an Act of Parliament was passed, allowing for the creation of Euston Road, providing a new drovers' road for moving sheep and cattle to Smithfield Market avoiding Oxford Street and Holborn, and ending at St John's Street, Islington. It provided a quicker route for army units to reach the Essex coast when there was a threat of invasion.

Early 20th Century

At the turn of the 20th century, the junction of Euston and Hampstead Roads was a busy intersection. The two landmark public houses, the 'Adam & Eve' and 'The Old King's Head' were found on the north side of Euston Road.

The area around the junction with Tottenham Court Road suffered significant bomb damage during the Second World War (1939-1945). Patrick Abercrombie's contemporary Greater London Plan called for a new ring road around Central London called the 'A' Ring, but post-war budget constraints meant that a medley of existing routes were improved to form the ring road, including Euston Road.

Euston Road & Euston Centre Development

Key to the development of Euston Road was the Euston Centre development. This comprehensive, 120,000sqm office development, begun in 1963 and extending along the north side of Euston Road, was undertaken by Euston Centre Properties PLC, a company founded by Joe Levy (1906-90), a leading figure on the post-war London development scene. Levy had planning permission granted for the redevelopment of the site a decade earlier and had spent years acquiring the properties. Major road improvements to the Euston & Hampstead Roads, including an underpass, were an important element of the project, with some 15% of the site area allocated for works to the highway. Euston Tower was the landmark of the development at the intersection of the road junction.



1966
Last day of Seaton Market



1970
View from Post Office Tower of completed Euston Tower & Euston Centre



2023
Regent's Place from above looking North West



1975
Tolmers Square



1970-1997
Capital Radio - One of the early tenants of Euston Tower



2023
Regent's Place Plaza looking East

Local Area Development & Community Impact

Due to the significant Euston area developments and wider London planning strategies, inevitably changes were felt within the local community. The Euston Centre Development brought change and demolition to the old Victorian terraces which it replaced, including the old Seaton Street market, a seven-day market where Londoners could buy pease pudding and saveloy.

Tolmers Square, found to the east of the site, represents a snapshot of London's urban development and architectural heritage, with its historic buildings and evolving social dynamics becoming a centrepiece of residents resistance to development expansion in the 1950-70s, although much of Tolmers Square was replaced with council flats and a small office block.

Euston Tower Completion

Completed in 1970, the tower became an early home to Capital Radio, one of London's leading radio broadcasters who occupied the building until 1997. Other notable tenants have included the British satellite telecommunications company, Inmarsat.

The Euston Centre received little coverage in journals and no critical acclaim at the time of its construction – and has received little critical commentary since. References to the Euston Tower or the Euston Centre tend to focus on the interesting development history of the site and the contentious land deal between developers DE&J Levy and the LCC.

Euston Centre Redevelopment

Redevelopment of the Euston Centre began in the late 1980s when it was renamed Regent's Place - No. 338 Euston Road was retained and has been reclad, but only the Euston Tower now remains in its original form from the post-war redevelopment.

The other buildings have been replaced as part of British Land's Regents Place mixed-use development, with new office, residential and mixed-use buildings and pedestrian plazas. Notable architects that have assisted in transforming the area include Terry Farrell, Sheppard Robson and Arup Associates, amongst others.

2.6 Conservation & Heritage

Regent's Place is surrounded by a number of Conservation Areas within a 500m radius. Views from key locations surrounding the site have been considered as part of the evolution of the final design, Bloomsbury, Fitzroy Square and Regents Park Conservation Areas

An application for a Certificate of Immunity from listing was submitted under the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) on 21 July 2023 in relation to Euston Tower. At the time of writing the decision is awaited.

Listed Buildings & Parks

To the west of Regent's Place is John Nash's Regent's Park scheme: the park itself and its surrounding streets of stucco terraces. The landscape of Regent's Park is Grade I listed as a Registered Park and Garden of Special Historic Interest. The contemporary early 19th century terraces are largely Grade I listed. Together they form an important and visually striking group.

To the south of Euston Road, much of the townscape is characterised by late 18th and early 19th century speculative residential development, representative of the growth of urban London northwards. Fitzroy Square, comprising Grade I and Grade II* listed buildings lies close to the south of the site. To the south-east is the extensive Bloomsbury Conservation Area, with its regular grid of listed residential streets and garden squares and larger scale institutional buildings closer to Euston Road such as the Grade I listed buildings of University Collage London.

The townscape of the Georgian era extends north of Euston Road in more modest form, along North Gower Street and Drummond Street between Hampstead Road and Euston Station.

Although Euston Road itself has a very mixed townscape character, several listed buildings punctuate the route including the St Pancras New Church to the east and the Holy Trinity Church designed by John Soane to the west of Regent's Place, both Grade I listed.

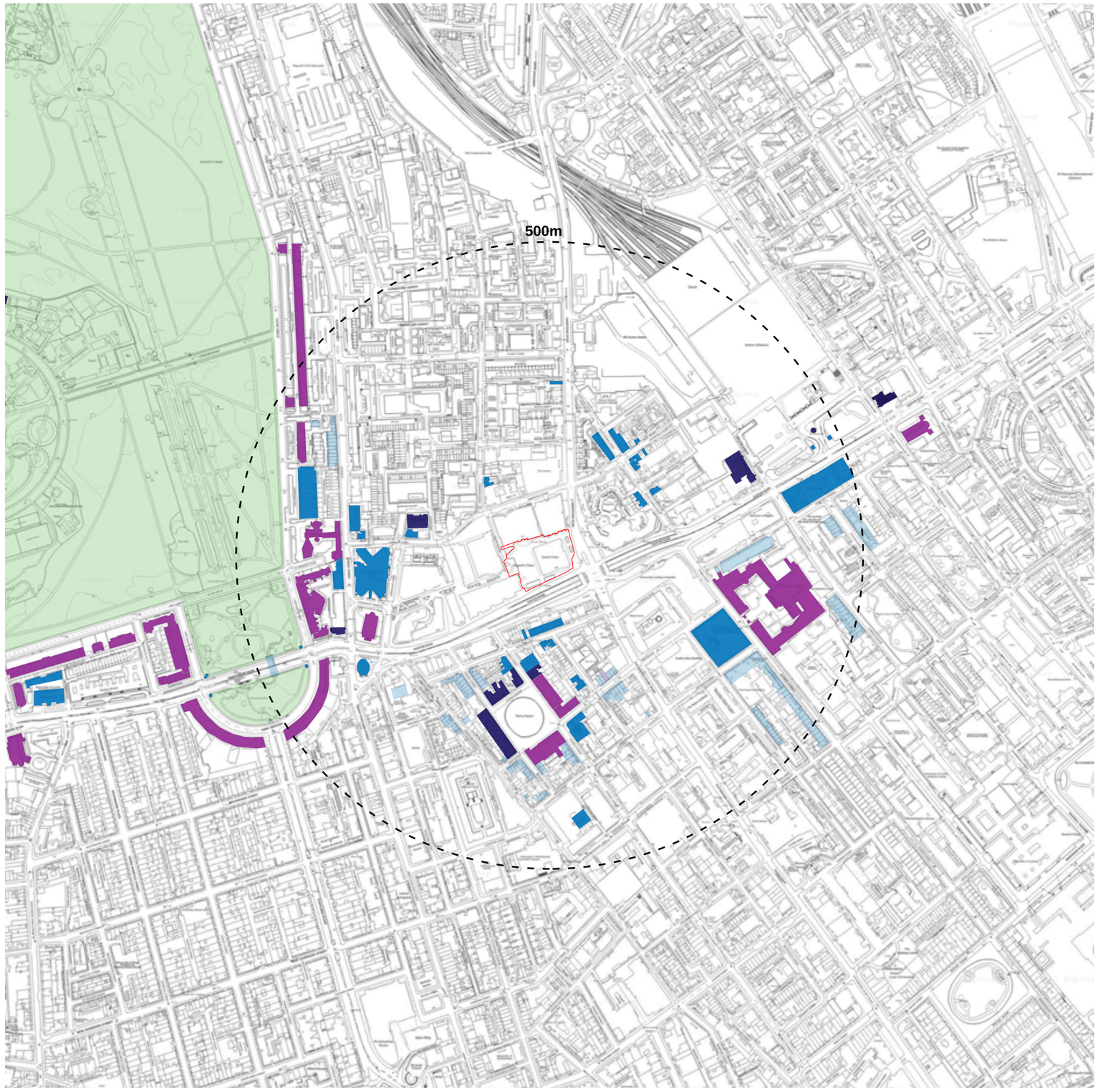


Diagram - Heritage map of Camden



Photograph - Fitzroy Square buildings



Photograph - University College London Cruciform building



Photograph - John Nash Terrace buildings



Photograph - Regent's Park



Photograph - BT Tower

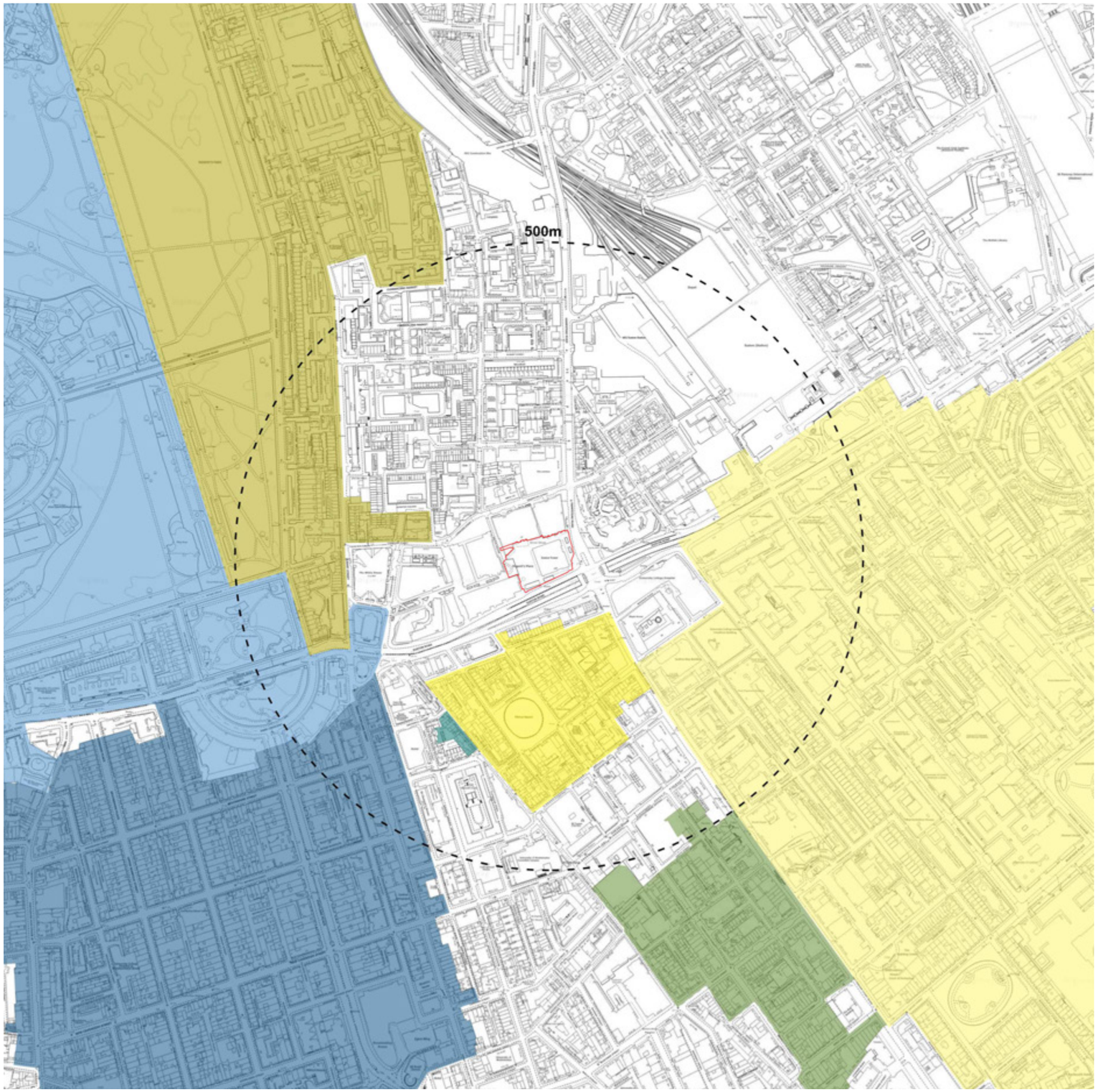


Photograph - Bedford Square

Conservation Areas

The site is not within any designated Conservation Areas, but is in close proximity to both Westminster City Council (WCC) and LBC Conservation Areas. There are seven which fall wholly, or partly, within a 500m radius of the Site.

Regent's Park itself is divided into two separate conservation areas as a result of this borough boundary. The closest conservation area to the Site, LBC's Fitzroy Square Conservation Area, is an area of late 18th and early 19th century development, centred on Fitzroy Square and including listed terraces on the neighbouring streets in all directions. It is separated from the Site, by the Euston Road.



Fitzroy Square CA (LB Camden)
Bloomsbury CA (LB Camden)
Charlotte Street CA (LB Camden)
Harley Street CA (Westminster City Council)
Cleveland Street CA (Westminster City Council
Regent's Park CA (Westminster City Council)
Regent's Park CA (LB Camden)

Diagram - Conservation Area map of Camden



Bloomsbury

Bloomsbury neighbourhood in London is rich in conservation and heritage, offering a glimpse into the city's history and cultural significance. Known for its well-preserved late 17th to early 19th-century townscape and architecture, Bloomsbury showcases London's historical charm. It includes cobblestone streets, townhouses, and green garden squares, along with institutions like the University of London and the British Museum.



Regent's Park

Regent's Park, one of London's most iconic green spaces, demonstrates the city's commitment to preserving nature and cultural heritage. This 410-acre park, initially planned by architect John Nash in the early 19th century, features a balanced mix of well-maintained landscaping, lakes, and gardens.



Fitzroy Square

Fitzroy Square is named after Charles FitzRoy, second Duke of Grafton, and its heritage is closely intertwined with the Bloomsbury Group, a collective of influential writers, artists, and intellectuals that included luminaries like Virginia Woolf, E.M. Forster, and Vanessa Bell.

The conservation efforts in and around Fitzroy Square within the Fitzroy Square Conservation Area have been pivotal in preserving its historic architecture and maintaining the unique character of the area, which boasts elegant late 18th and early 19th century town-houses.

2.7 Townscape Context

The area around the Site has a broad range of townscape characters, ranging from historic late 18th and early 19th century residential streetscapes, to much larger scale and grain of late 20th and 21st century development. It is also characterised by two busy and important central London routes - Euston Road, which runs approximately east-west, and Hampstead Road/ Tottenham Court Road, which runs approximately north-south – with the Site located at the notable point within the townscape where these routes form a major junction.

The Site is within Regent's Place, formerly the Euston Centre, a large-scale area of post-war redevelopment that has in more recent years been transformed by British Land. The existing Euston Tower is the last building to survive in something like its original form. The Euston Centre was built alongside the widening of the Euston Road and the construction of the underpass in the late 1960s and early 1970s.

To the north of the Site is the large area of coarse grained post-war residential townscape at a variety of scales, the Regent's Park Estate. This replaced the early 19th century development of houses and markets to support Nash's Regent's Park scheme.

To the south of Euston Road, the townscape is principally characterised by Georgian residential townscape, largely within designated conservation areas.

Along Euston Road, the townscape is more varied and in significant part characterised by the post-war evolution of the historic New Road as a result of widening of the highway and large scale redevelopment along its route. The townscape is now a mixture of surviving historic buildings and modern larger scale commercial development.

Hampstead Road which extends north from the junction with Euston Road at the south-west corner of the Site, is similarly varied in character and therefore representative of the long history of this important route within London. Post-war development defines its junction with Euston Road. Much of the townscape lining the southern end of the route is fragmented and it includes the cleared site of the future Euston HS2 station to the east and the post-war Regent's Park Estate to its west.



Photograph - View from Regent's Park



Photograph - Looking south from Primrose Hill



Photograph - Looking west on Drummond Street



Photograph - Looking south on Hampstead Road



Photograph - View from Fitzroy Square



Photograph - Looking north on Tottenham Court Road

2.8 Streetscape Context

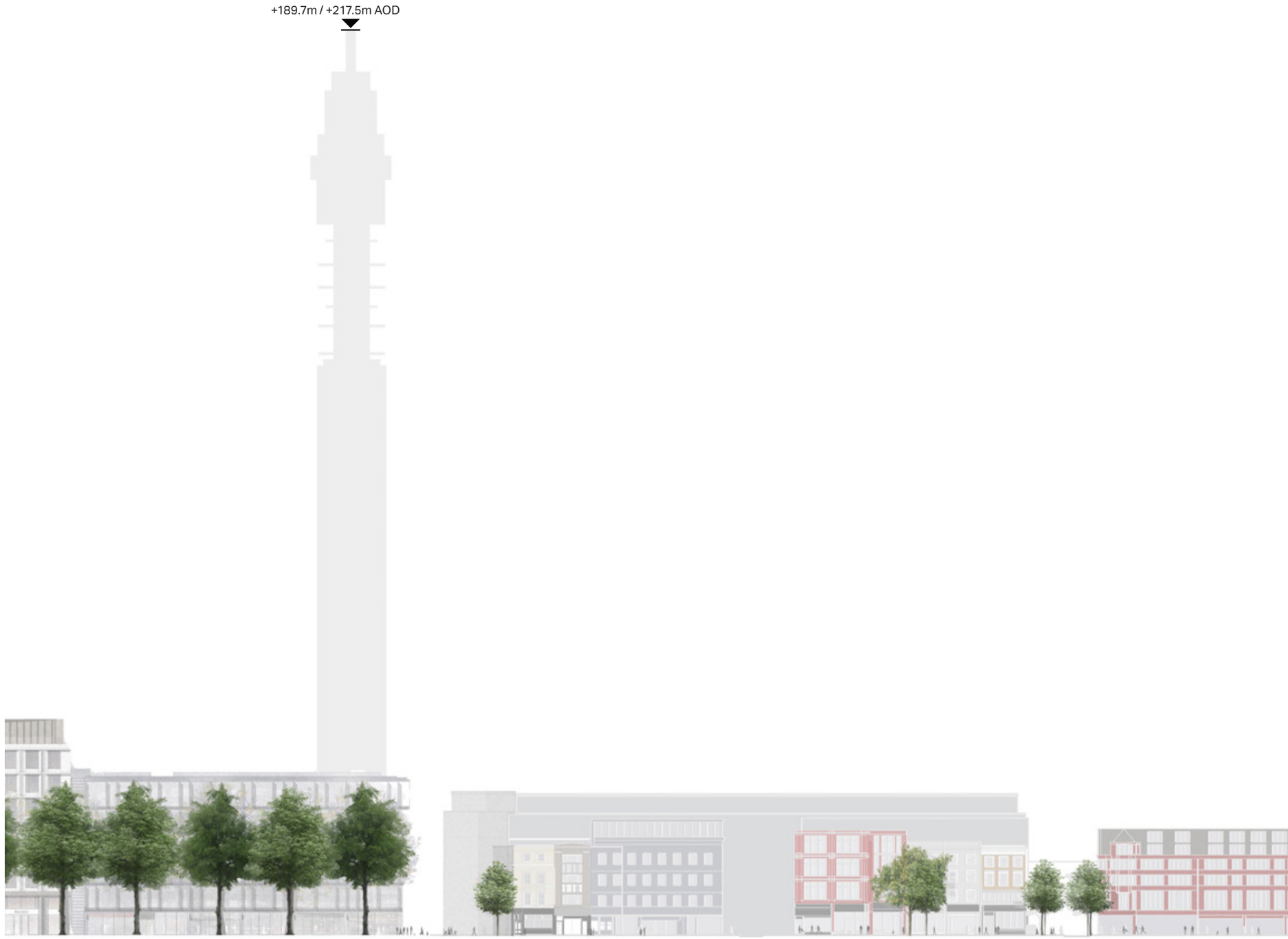
Since its completion in 1970, Euston Tower has become a landmark building within the Euston area. With high visibility and much development around the site since its completion, the following pages seek to address the existing Euston Tower's relationship to the immediate context, streetscape and character of the surrounding area.

North-South (Hampstead Rd / Tottenham Court Rd)

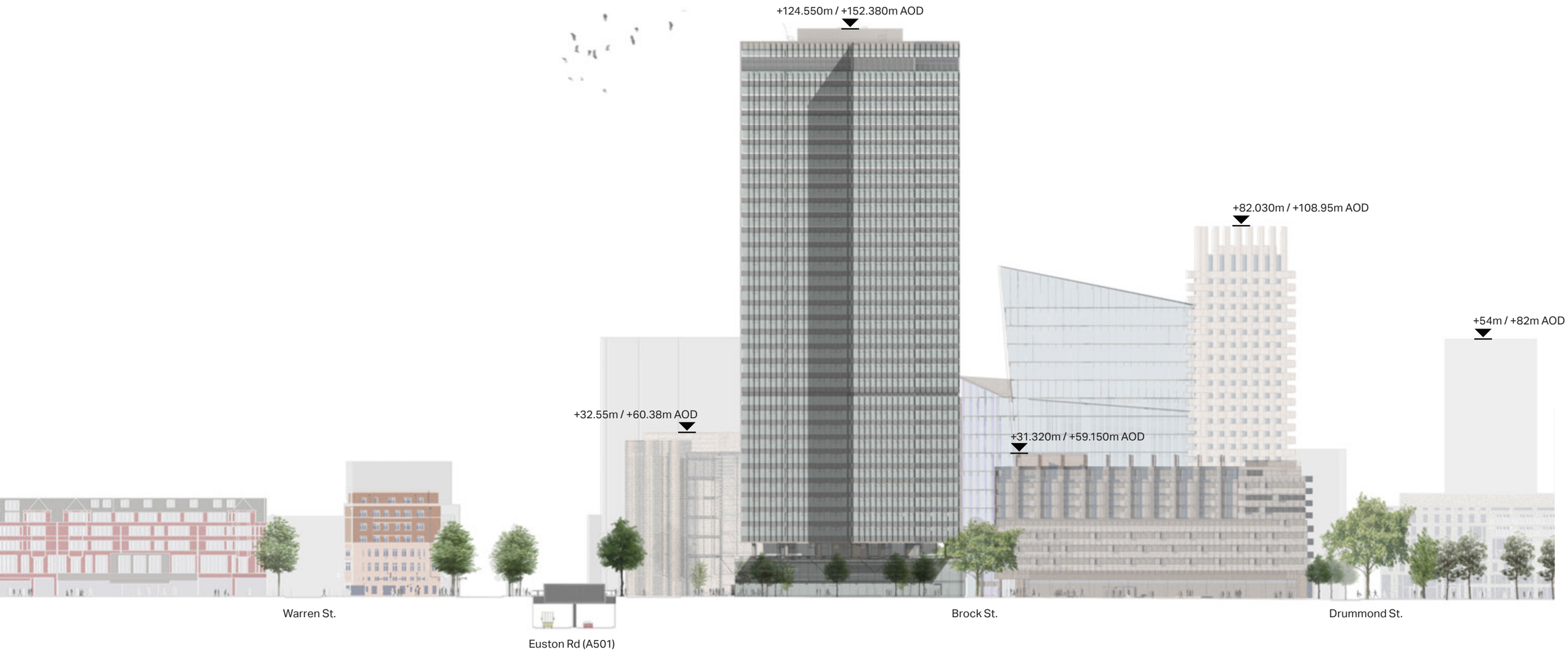
Euston Tower stands as the tallest point at the intersection of Euston Road and Hampstead Road in an area that gradually decreases in height moving northward. The lower rise buildings along Hampstead Road; 175 Drummond Street, The Lantern, and 91-103 Hampstead Road; similarly step up towards Euston Road. In this way the existing building acts as a marker for the busy Euston junction and the continued journey southwards into central London via Tottenham Court Road.

The width of Euston Road and the presence of the underpass creates significant disconnection at the junction and acts as a transition between Hampstead Road and Central London. Beyond this is the north end of Tottenham Court Road, a busy neighbourhood which stitches Fitzrovia and Bloomsbury neighbourhoods together. The buildings located here are predominantly low-rise and, in contrast with the rising building heights along Hampstead Road, the Tottenham Court Road elevations maintain a relatively consistent datum at roof level. These buildings display the warm tones of the red, brown bricks common in the historic building fabric in this part of the city.

Moving further southwards down Tottenham Court Road, the exception to this datum is the BT Tower, which punctures the streetscape and dominates the area, rising above Euston Tower to 190m from ground level. The built height increases to the south, culminating in Centre Point to a height of 116m from ground level, above Tottenham Court Road Underground Station.



Drawing - Existing Hampstead Road illustrative street elevation


+124.550m / +152.380m AOD
+82.030m / +108.95m AOD
+54m / +82m AOD
+32.55m / +60.38m AOD
+31.320m / +59.150m AOD
Warren St.
Euston Rd (A501)
Brock St.
Drummond St.

East-West (Euston Road)

When considered in relation to its immediate context on the east and west, Euston Tower again, stands out as the prominent landmark in the area, flanked by the busy Hampstead Road to the east and pedestrianised Regent's Place Plaza to the west.

Euston Tower marks the south end of Hampstead Road, signalling the junction with Euston Road and Tottenham Court Road. Directly at the base of the eastern side of the tower, a number of trees are located within the public realm in addition to a wider pedestrianised paved area.

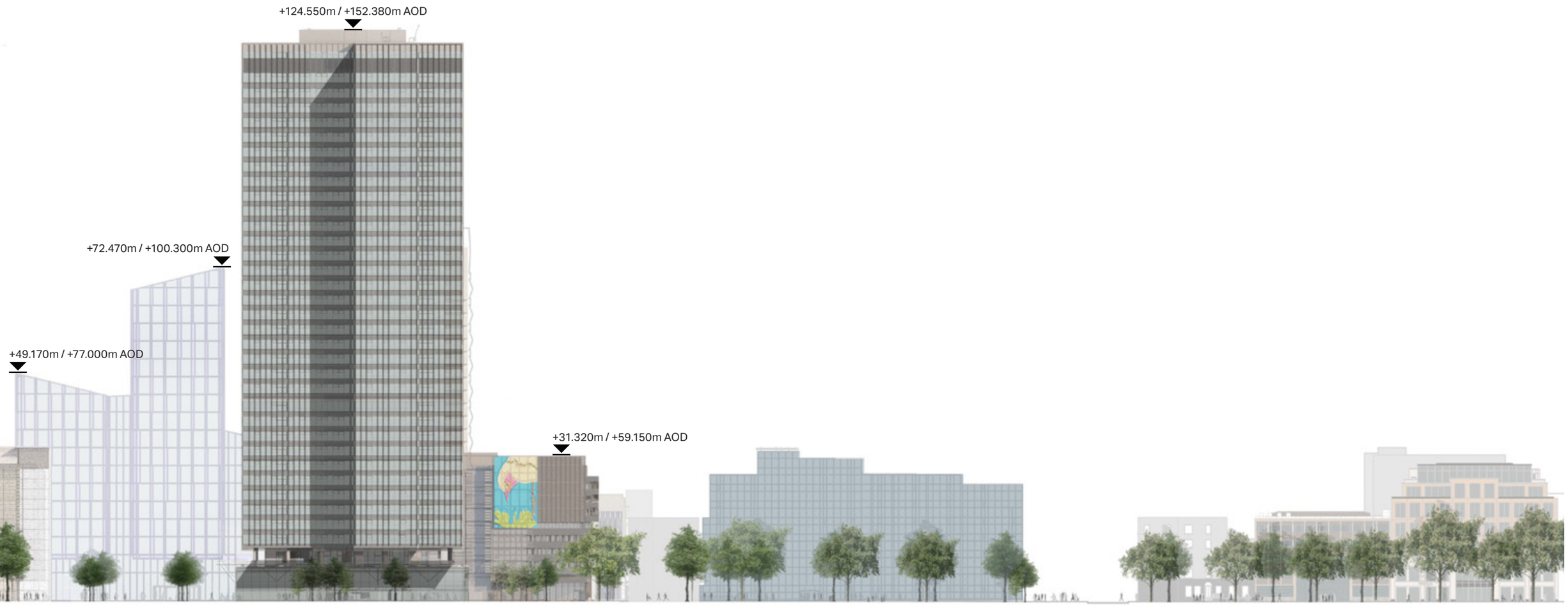
Regent's Place Plaza is located at the foot of the western elevation of Euston Tower, offering respite and a moment of calm in an otherwise busy location. This generous plaza varies in width from 40-60m and is surrounded by new developments at Triton Square.

The plaza is formed by the existing landscaping which is a demountable scheme by Townshend Landscape Architects and features large, planted seating platforms with low perennial planting. Seven existing trees sit at grade in suspended tree pits.

Limited attention has been given to Euston Tower's podium and its connection to the newly developed public realm that surrounds the tower, underlining that Euston Tower is the last remaining part of Regent's Place which remains undeveloped, leading to a disconnection with the evolving streetscape.



Drawing - Existing Euston Road illustrative street elevation


+124.550m / +152.380m AOD
+72.470m / +100.300m AOD
+49.170m / +77.000m AOD
+31.320m / +59.150m AOD
Regent Place Plaza
Hampstead Rd
N Gower St.

Streetscape Character

The surrounding streetscape around Euston Tower can be characterised as diverse, comprising a patchwork of different eras of architecture and urban development. Despite the varied style of buildings found locally, there are several threads which create a consistency across the different periods.

Architectural Styles

There is a broad mix of different architectural styles and typologies represented in the local area around Euston Tower. This collection illustrates the many eras in which they were built, with buildings ranging from 19th Century Gothic Revival icons to 21st Century contemporary institutional buildings, with post-war residential developments and Regency period buildings in-between.

Materiality & Colour

Regardless of architectural era, a common palette often prevails in terms of both materiality and colour.

A varied but consistent palette of brick, stonework (such as sandstone and Portland limestone), stucco, concrete, steel and glass buildings can be seen in the area surrounding Euston Tower, with a profusion of different colours being a key differentiator. Most notably, it is the traditional red and brown London stock bricks which are most prominent throughout the wider context of this part of Camden.

It is important to note that changes in material, colour and scale, used to accentuate the stronger features of buildings, is common within this part of London. For example, ground floor retail units often vary from the general building materiality and flashes of bold colour are used to call attention to key architectural details, such as at the British Library.

Building Articulation

Buildings of significant importance, such as UCL's Cruciform Building, the nearby British Library and St. Pancras Hotel, all use a significant amount of architectural articulation and ornamentation appropriate to the era in which they were designed. This articulation takes many forms, including accentuating a building's central geometry to highlighting intricate design details.

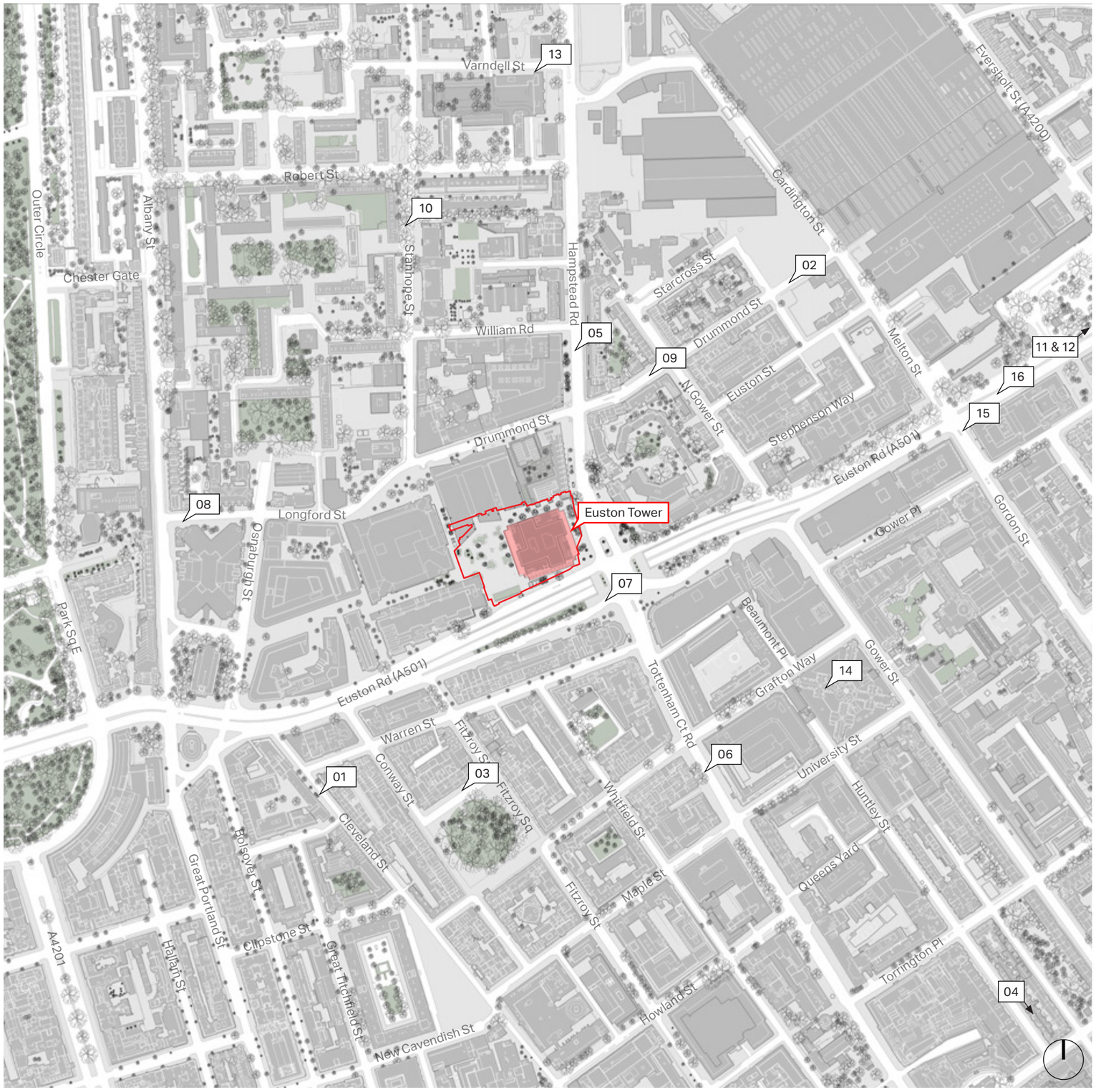


Diagram - Map of selected views of surroundings


01


02


03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2.9 Transport & Connectivity

Euston Tower is particularly well connected to London's public transport network and green spaces. The site is near some of London's busiest train stations, including Euston, St Pancras and Kings Cross Stations, providing strong connectivity across the United Kingdom and to mainland Europe via the Eurostar.

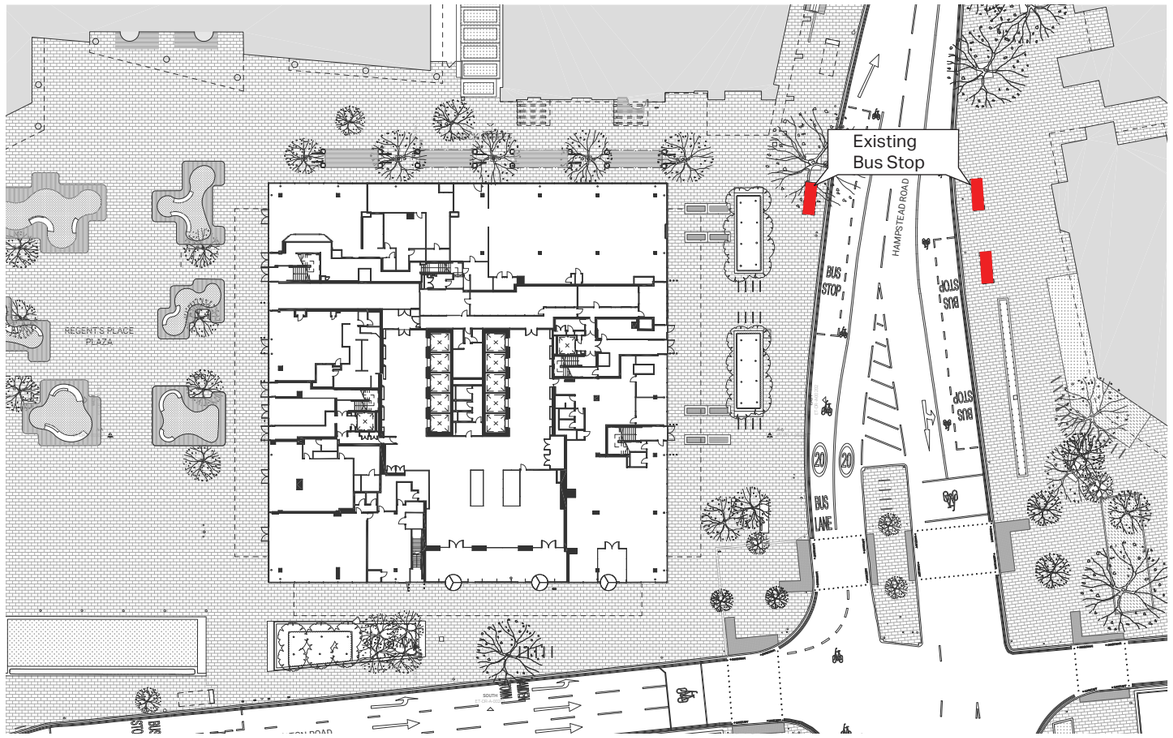
Five underground lines pass below the Euston/ Hampstead intersection, with Warren Street Tube Station opposite the Euston Tower site, with three other stops (Great Portland Street, Euston Square and Goodge Street) a short 5 minute walk away. Adding to the many Underground connections, the site is well served by the London bus network, due to its proximity to major roads such as Euston Road (A501), Hampstead Road and Tottenham Court Road.

TfL is in the process of developing a Future Greening scheme aimed at enhancing the Euston junction and improving the environment along Hampstead Road. The initiative involves adding more greenery and implementing enhancements for pedestrians, cyclists, and bus users. The proposed works encompass modifications to the north and southbound bus stops, adjustments to the kerb at the Euston Road junction, and greening improvements at both the junction and Hampstead Road.

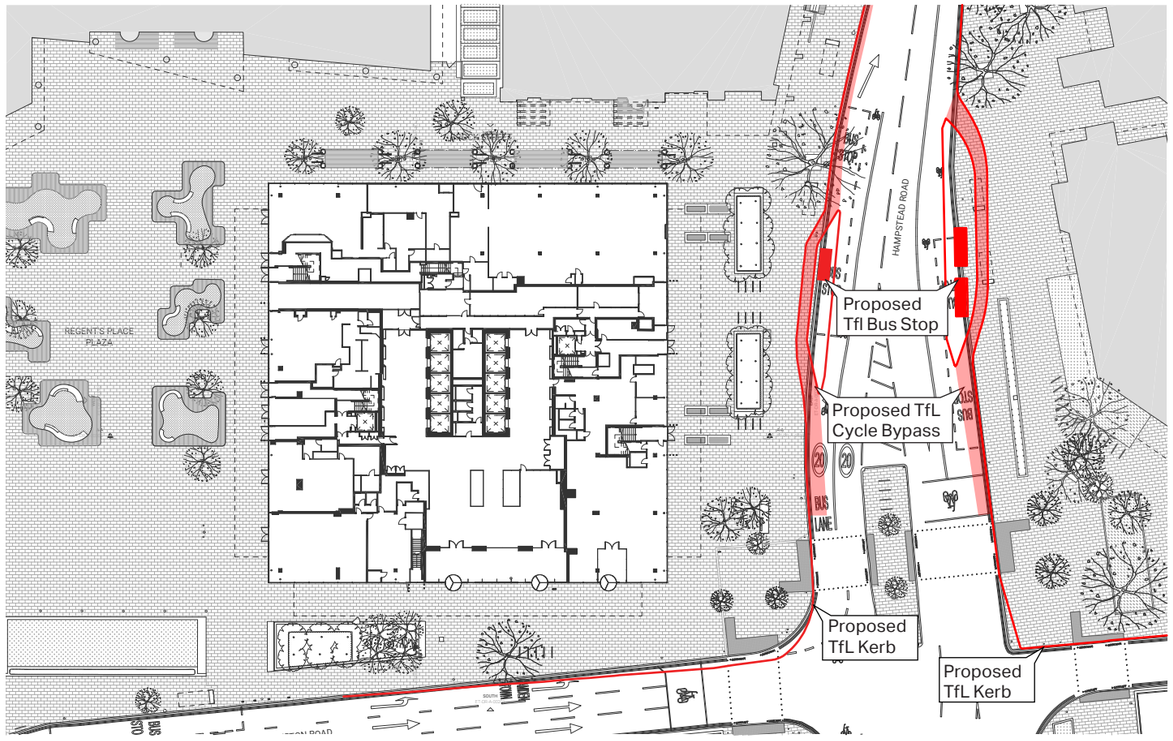
The Proposed Development takes into account the potential TfL scheme change in the introduction of cycle bypass and bus stop location. However, it is designed to be flexible and can accommodate both with or without the proposed change, ensuring that the success of the proposal is not contingent on this alteration. For more information on the Future Greening scheme refer to the Transport Assessment prepared by Velocity and submitted as part of the planning application.

There are plans for Euston Station to undergo a significant redevelopment to accommodate HS2 services which includes an expanded station building, new platforms and improved passenger facilities. In March 2023, in its six-monthly HS2 update, the government stated that services between Birmingham Curzon Street and Old Oak Common should begin between 2029 and 2033. The HS2 development is currently on hold as of November 2023.

If the HS2 expansion proceeds, the initiative is set to trigger regeneration in the area, fostering the development of new commercial, residential, and public spaces for the local community's benefit.



Drawing - Existing bus stop and road layout



Drawing - Floor plan showing evolving TfL proposals

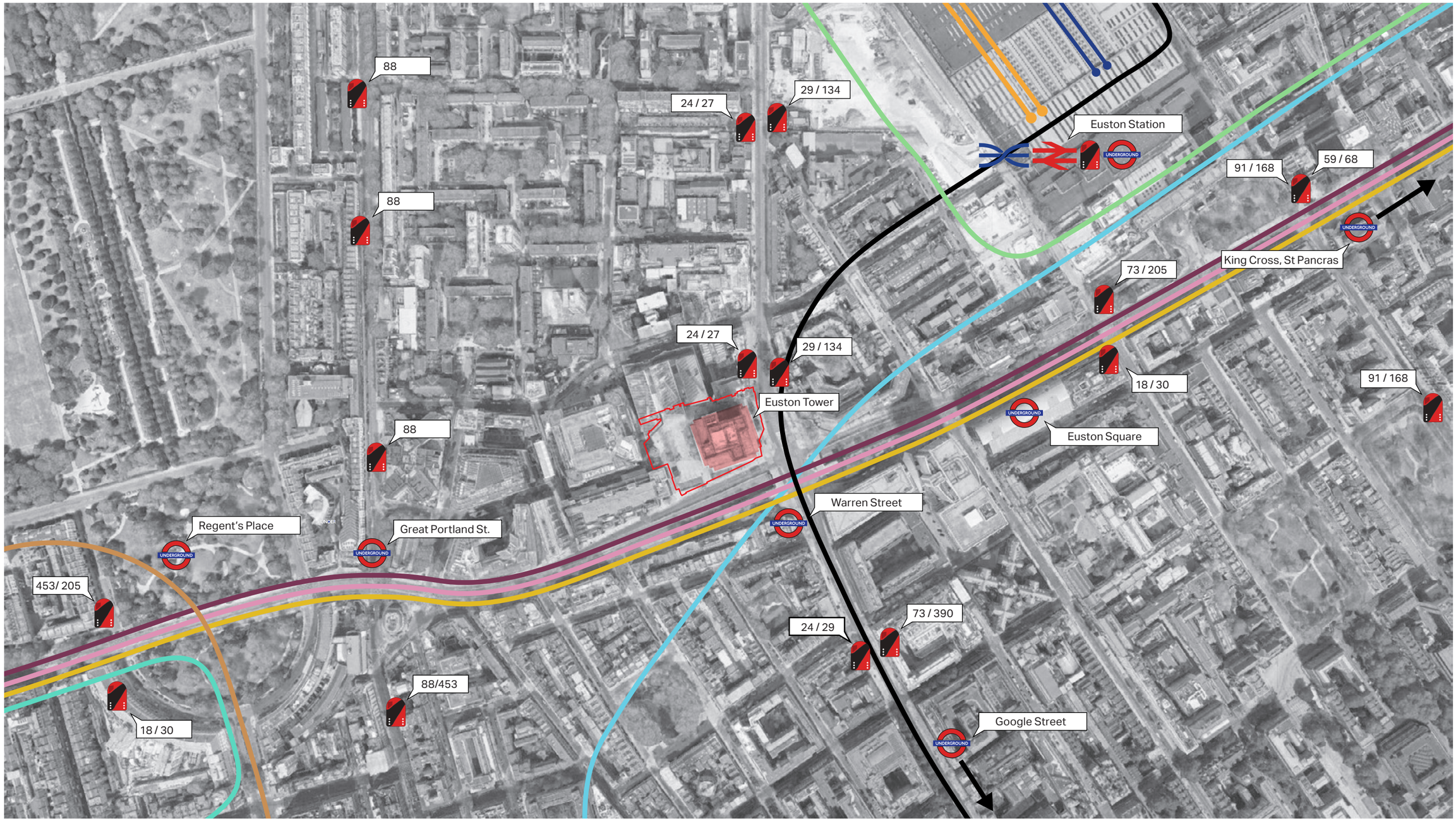


Diagram - Public transportation map around Euston Tower

London Underground
Bus Stop
National Rail Network
Crossrail Network

2.10 Pedestrian & Cycle Connections

Located within the Regent's Place campus, the site is fully pedestrianised throughout and allows for easy access across the development and beyond. This campus character creates a unique and unobstructed environment for pedestrians in the heart of London.

Regent's Place provides opportunity for pedestrian flows across the development, but also provides areas of respite, play and hospitality within an otherwise intensely busy city.

The grain of the surrounding developments allow for multiple opportunities to enter the Regent's Place Campus, creating a porous site, accessible to all.

The site also offers easy pedestrian access to public transport links including the National Rail train stations at Euston, St.Pancras and King's Cross Station within 10-15 minutes walk away, and access to the London Underground network is provided most immediately across Euston Road to the south at Warren Street. Other underground stations, serving several of the network's key lines, are all with a short walk of the site.

Beyond the immediate area, Euston Tower is only a few minutes walk from the significant landmarks at University College London, the British Library and the British Museum.

There is good access to larger green spaces from the site, with Euston Tower only a few minutes from Regent's Park and smaller parks all within ten minutes walk.

Euston Tower is located within active cycling routes, as illustrated by the cycling heat map on the right. The map visually represents the movement of recreational Strava-using cyclists through and around the site, with brighter colours indicating higher levels of traffic. This highlights the prevalence of both Euston Road and the north-south connection along Hampstead Road and Tottenham Court Road for cyclists in the area.

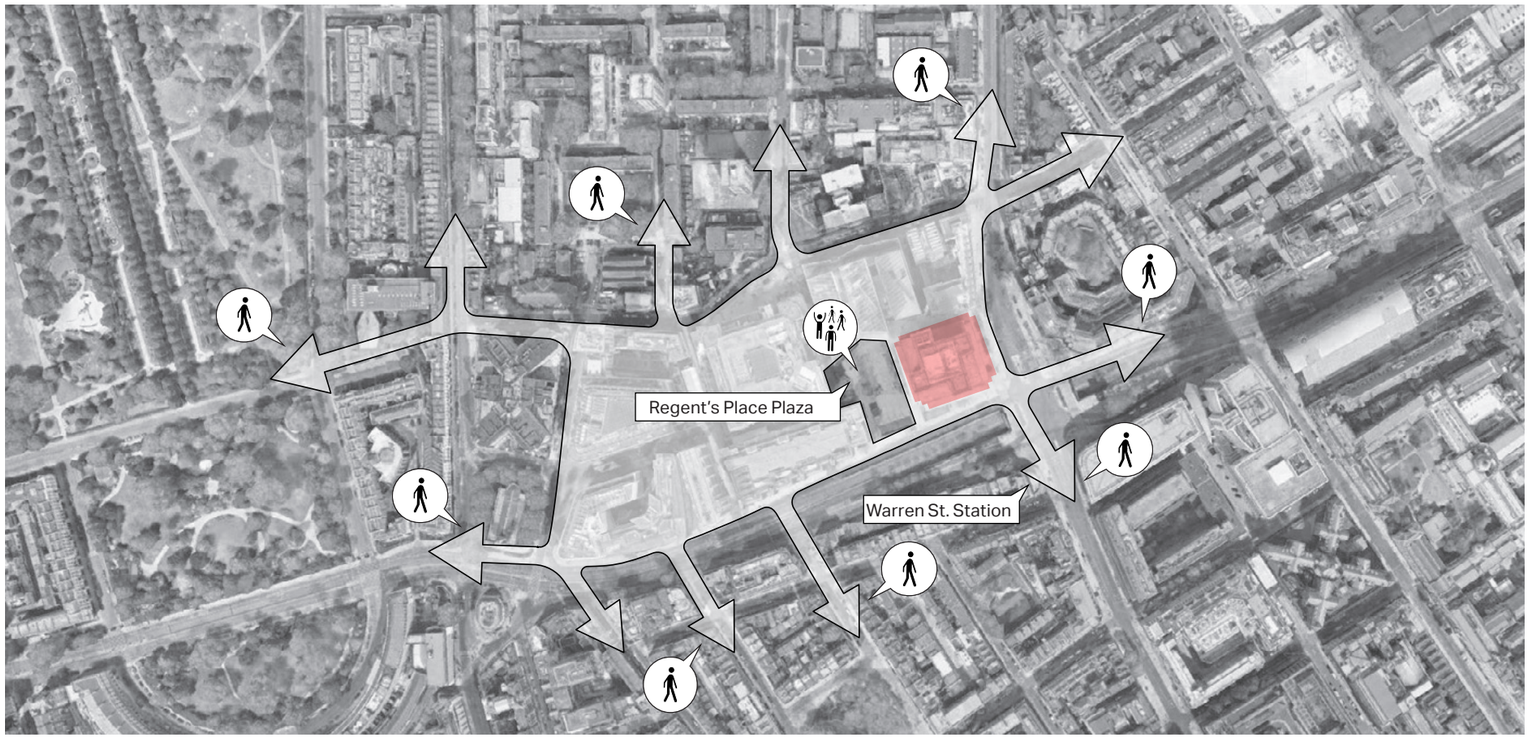


Diagram - Map of pedestrian access points



Diagram - Strava cycling heat map, source: Strava



Diagram - Connections within walking distance of Euston Tower

2.11 Regent's Place

Situated at the crossroads of Camden, Fitzrovia and the western edge of the Knowledge Quarter, Regent's Place is a 13 acre, fully managed pedestrianised area owned by British Land. With over 20,000 workers and residents, all of which are served with excellent local, national and international transport links.

The location is undergoing a period of positive transformation, helping to attract a broader mix of occupiers due to its strategic location within the Knowledge Quarter. This transformation aims to reposition Regent's Place for growth in the life-sciences and innovation sectors. Currently, Regent's Place totals around 2,000,000 sq ft of office, retail and residential property. Occupiers range from global businesses such as Dentsu Aegis, Meta, Santander, to science and health based organisations including Fabric Nano and Relation Therapeutics. Regent's Place consists of modern commercial buildings which have been developed since the 1990s after the Euston Centre. Most recently, a major BREEAM Outstanding redevelopment project at 1 Triton Square has been completed. Additionally there are two residential buildings and cultural provision in the form of the New Diorama Theatre and Old Diorama Arts Centre.

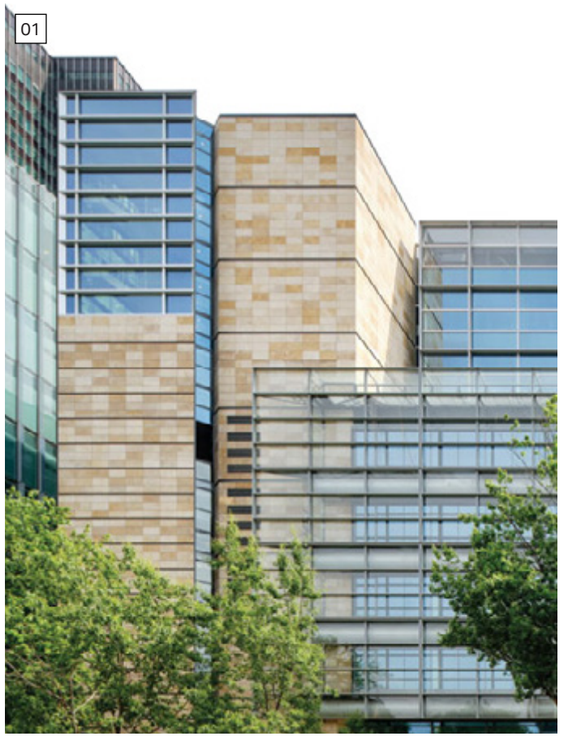
Sustainability

Regent's Place has made commitments to creating a highly sustainable mixed-use environment. Since 2019, there has been a 21% reduction in energy use across the site. Furthermore, 100% of the electricity and gas that is purchased for the development comes from certified renewable sources and 100% of waste has been diverted away from landfill since 2014.

Community

There are close ties to the local community through the Regent's Place Community Fund and other long term partnerships, which have resulted in multiple benefits for local residents, customers and partners, leading to a lasting social impact. Moreover, there is a strong commitment to public art at Regent's Place. Open spaces and buildings are enhanced by numerous public art installations, featuring works from both internationally recognized names and young breakthrough artists commissioned by British Land. Some of the most notable public art installations include "Pecking Bird" by Gary Hume, "Reflection" by Antony Gormley, and "Ruth Walking in Jeans" by Julian Opie.

01



Photograph - 1 Triton Square

02



Photograph - 10 Brock Street

03



Photograph - 20-30 Brock Street

04



Photograph - 350 Euston Road

05



Photograph - 338 Euston Road

06



Photograph - 2 Triton Square

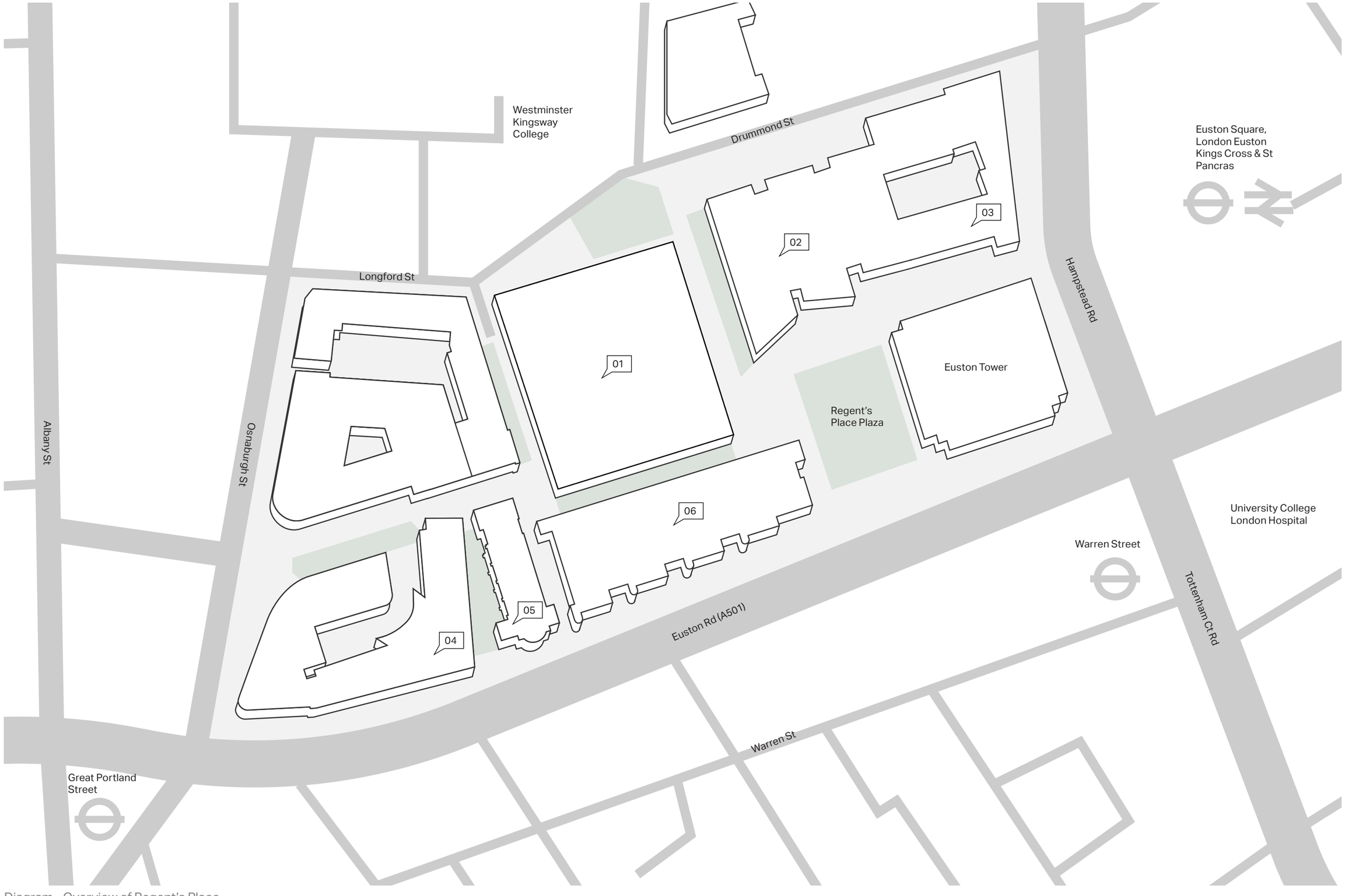


Diagram - Overview of Regent's Place

2.12 Regent's Place Plaza

At the heart of the site is Regent's Place Plaza, a place to meet, relax and be entertained. The plaza is a civic space, at approximately 40-60m across and 65m deep, allowing for large groups to gather in a single, shared environment. This civic character is critical to the nature of Regent's Place Plaza and is something that the proposals for Euston Tower have paid close attention to throughout the design process.

Currently the Plaza is defined by the existing Euston Tower to the east, by 10 Brock Street to the north and 1 and 2 Triton Square to the west.

The existing landscaping within the square is a temporary scheme by Townshend Landscape Architects. The square features large, planted seating platforms with low perennial planting. Seven existing trees sit at grade in suspended tree pits. A series of ventilation grates are concealed below the planters or adjacent.

Brock Street features a linear arrangement of plane trees planted in suspended tree pits between which are a series of basement vents, wooden benches, and cycle stands.

The Plaza's perimeter offers multiple retail and food & beverage offerings. Within the podium of Euston Tower, units serving Pret a Manger, Starbucks and BloomsYard all face onto Regent's Place Plaza, in addition to The Refinery, a gastro-bar located at the base of 10 Brock Street.

Entrances to the surrounding buildings such as 1 and 2 Triton Square also can be found facing onto the Plaza.

The new proposals for Euston Tower seek to build on the space's existing characteristics and further enhance Regent's Place Plaza, improving permeability and activity ensuring the Plaza remains a destination and space for the community to enjoy.



Photograph - Amazon Fresh



Photograph - Pret A Manger



Photograph - Starbucks



Photograph - BloomsYard Cafe Wine Bar



Photograph - Existing Regent's Place Plaza

2.13 The Existing Building

The existing Euston Tower is a 124.5m (+152.380m AOD), 36-storey office building located at the junction of Euston Road and Hampstead Road, London NW1, in the London Borough of Camden.

Euston Tower was completed in 1970, the architects for the entire project being Sidney Kaye, Eric Firmin & Partners, a practice with Victorian origins but recast in the 1950s by Sidney Kaye (1915-92) and Eric Firmin as a major player in the comprehensive redevelopment boom that transformed London in the 1960s. The practice ceased to operate in the 1980s.

The timeline on the following page details significant changes and highlights in the tower's history, spanning from Capital Radio to architectural modifications such as the addition of secondary internal glazing and bolted-on wind baffles, and further to its decline in tenancy, remaining a near-vacant landmark since 2021.



Photograph - Capital Radio at Euston Tower
Image credit: Unknown photographer / flickr.com



Photograph - Capital Radio at Euston Tower (http://www.g3meh.com/
Image credit: http://www.g3meh.com/



Photograph - Euston tower under construction, circa 1969
Image credit: OZinOH / flickr.com



Photograph - Euston Tower completed circa 1970
Image credit: https://flashbak.com/

Euston Tower Timeline



1970

Euston Tower designed in 1960s, completed in 1970



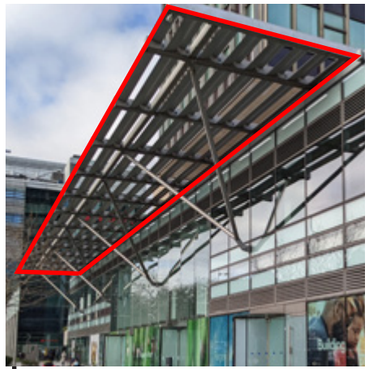
1980s

The thriving home of Capital Radio. A recording studio, Scorpio Sound, activates the ground floor facade between 1972 -1984 in which Queen recorded sections of ‘A Night At The Opera’, including the lead vocals for ‘Bohemian Rhapsody’



1990s

Secondary, internal glazing system added



2000s

External wind mitigation baffles added



2010s

No more than 70% occupied



2020s

By 2021 the building entirely vacant and stripped out

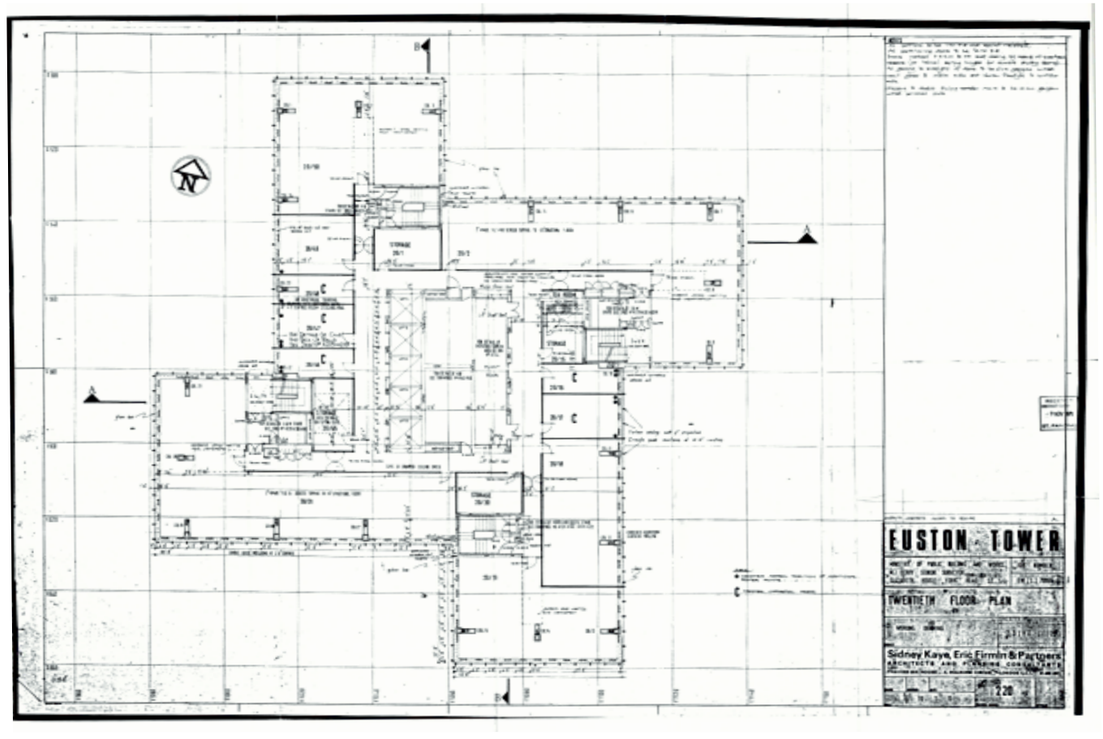
Existing Architecture & Condition

Euston Tower is a tall building, with a double height glazed podium, designed in the 'International Style'. Above the podium, the tower has a pinwheel plan and is clad in aluminium curtain walling with green reflective tinted glazing. The crown of the tower is subtly expressed by a louvred plant screen.

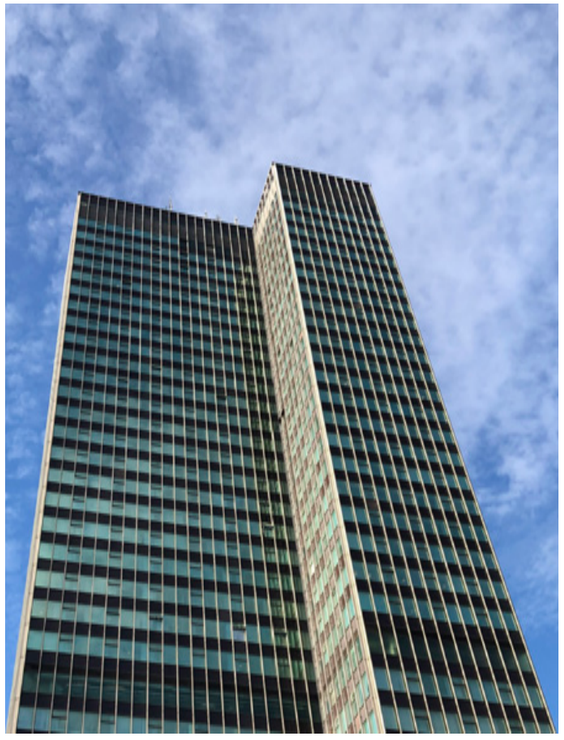
The podium base of the tower has been significantly remodelled by Hawkins\Brown Architects in 2003. Above the podium, the main facade of the Euston Tower is relatively unaltered.

The main façade is an anodised aluminium stick curtain walling system, with the structural mullions on the outside of the building creating the slim vertical fins. The clear single-glazing has had a reflective film added at a later date to improve thermal performance, though the architect describes the anti-sun glazing to the building in an article from 1972, so this must have been applied soon after installation of the system. The back painted, toughened-glass spandrel panels had a security film applied in 2010 following spontaneous breakages. The existing curtain walling is nearing the end of its design life, with its thermal performance and the fire compartmentalisation between floors well below current standards.

Euston Tower is not currently occupied, with the exception of the ground floor retail units, and has been vacant for a significant amount of time. Previous tenants up until the 1990s included Capital Radio, Scorpio Studios and Inmarsat.



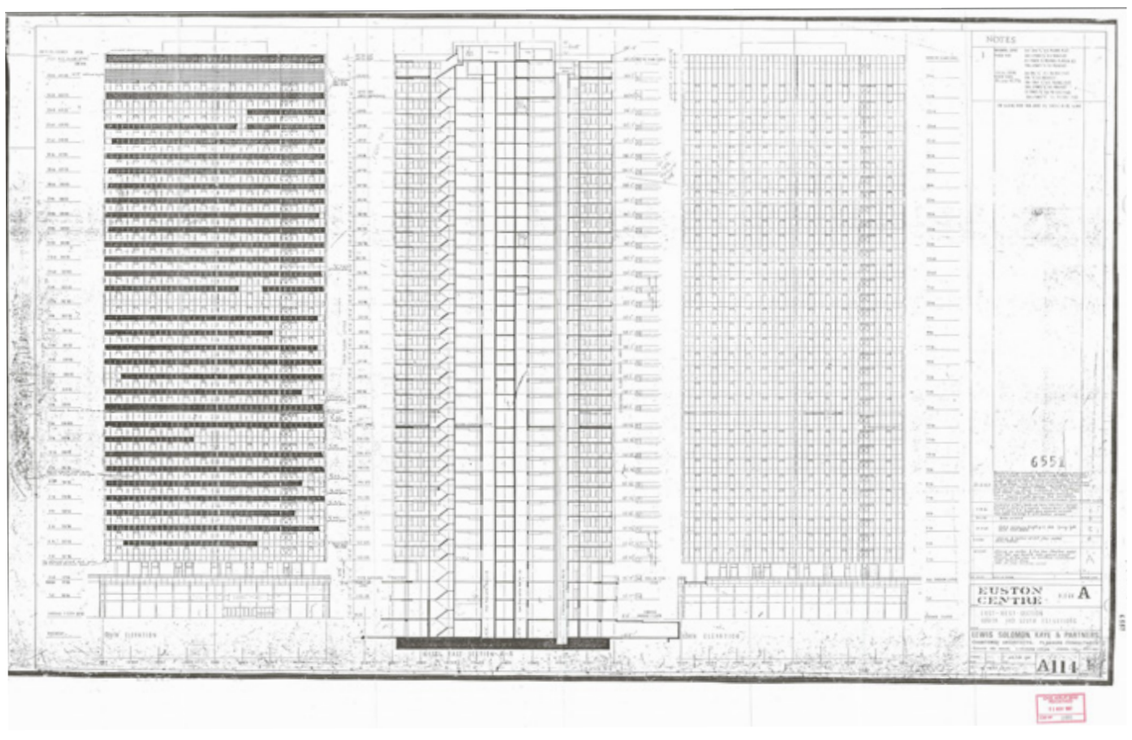
Drawing - Digital scan of original typical floor plan, 1971



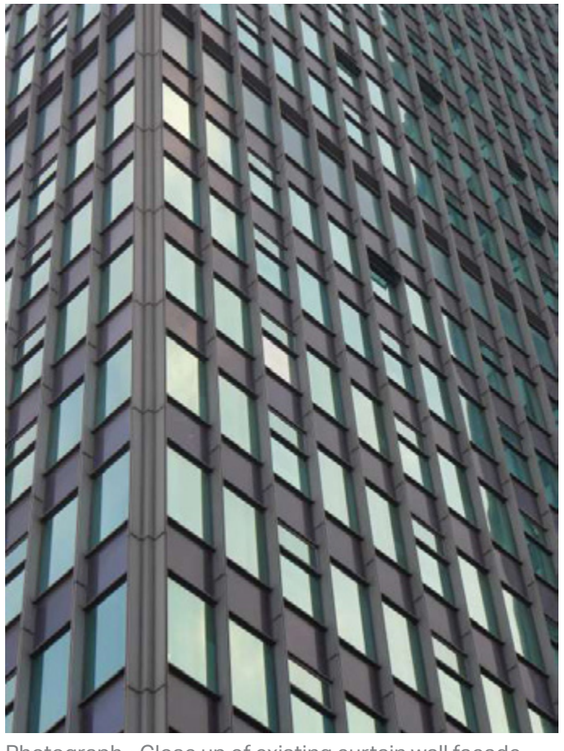
Photograph - Existing Euston Tower facade

Layout & Organisation

The pinwheel plan is a distinctive aspect of the tower's form and appearance. This floor plan suited the cellular office layouts common at the time, however in terms of modern day workplace requirements the floorplates are challenging, both in terms of layout, occupation and floor to floor heights.



Drawing - Digital scan of original elevation and section of Euston Tower



Photograph - Close up of existing curtain wall facade



Photograph - Stripped out interior of typical office level



Photograph - Stripped out interior of typical office level



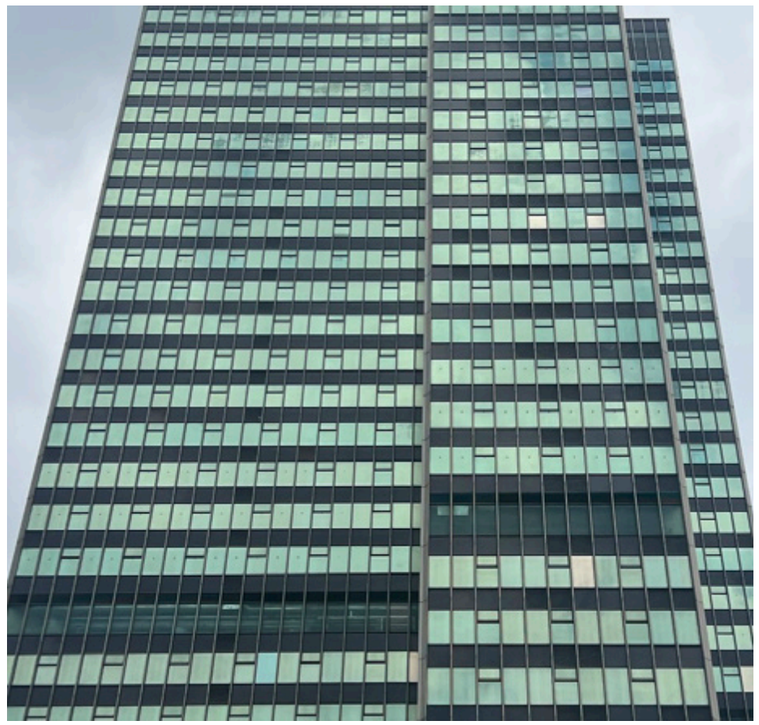
Photograph - Stripped out interior, corner of mid-tower level



Photograph - Plant space

2.14 Challenges with the Existing Euston Tower







Poor quality, inflexible floorplates

The restricted low floor-to-ceiling heights present a challenge in meeting the requirements of contemporary occupiers as well as creating lab-enabled commercial spaces suitable for future industries.

The layout of the floorplates creates a series of disconnected spaces meaning that the existing floorplate is hard to navigate, with dead ends creating isolated islands of workspace and inefficient unusable areas in the centre of the floor plates.

Insular, homogeneous, reflective facade

The current facade renders the building unwelcoming and enclosed, featuring a reflective glass exterior which offers no insight into the activities within. Technically, the facade does not meet modern fire standards and extensive areas of glazing without any solar shading result in high thermal gains and poor environmental performance.

The repetitive nature of the facade, whilst of its time and architectural style, offers little in terms of visual interest for such a prominent landmark.

Ribbon windows form horizontal bands on the facade that are significantly stronger than the external mullions, highlighting the building's horizontality rather than its verticality and making for an inelegant proportion when viewed from both local and wider contexts.

Uninviting podium with limited connection to public realm and lack of green space

The current podium comprises of individual, standalone retail units, lacking opportunities for connection and collaboration within the podium itself.

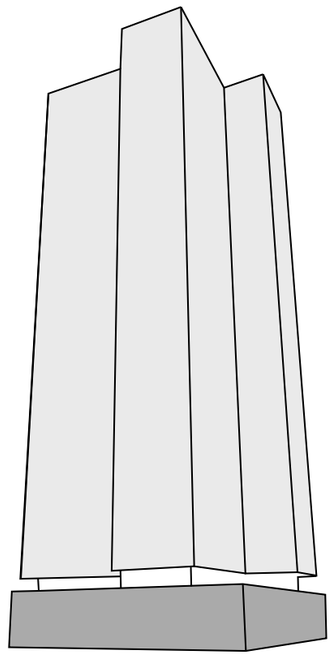
These isolated units occupy the ground floor level, preventing visual and physical connections between the podium and the surrounding areas of Hampstead Road, Euston Road, Brock Street, and Regents Place Plaza.

The podium is unwelcoming as it fails to provide opportunities for public interaction within its internal spaces.

The podium currently lacks green spaces, presenting an opportunity for enhancement in terms of greening and biodiversity. There is potential to introduce and cultivate more green elements, fostering a more environmentally friendly space within the podium

2.15 Positive Aspects to the Existing Euston Tower







Split elevation

The pinwheel arrangement allows for the larger massing to be subdivided into smaller volumes, with each element having a larger surface area that allows more natural light in.

The building's scale and massing responds positively to its location as a crucial and distinctive landmark in the city.

Differentiation between podium and tower

The podium breaks up the massing and articulation of the tower, providing an opportunity to separate the building programs based on access, approach, and adjacencies to the surrounding public realm. It gives a human scale to the tower, establishing a connection with its immediate context, particularly through the datum with the adjacent 175 Drummond Street building.

The podium facilitates the creation of a clearly defined public-use area and entrance lobby space, setting it apart from the workspaces within the tower. Functioning as a plinth, the podium allows the tower to interact with the ground in a thoughtful and intentional manner. Additionally, the podium exerts a positive influence on the microclimate, specifically disrupting and redirecting downdrafts away from the public realm.

Location

Euston Tower occupies a pivotal position at a significant crossroads, a condition that has defined this site throughout its history. Its strategic location is further enhanced by excellent transport connections, including bus, underground, train, cycle, and pedestrian routes.

Euston Tower finds itself surrounded by a wealth of life-science and technology innovation occupiers, exemplified by the proximity of esteemed institutions such as UCL and UCLH. Situated on the western fringe of the Knowledge Quarter, Euston Tower is poised to evolve into a central hub for life-science, technology, and innovation research, fostering a dynamic environment for knowledge sharing.

Additionally, its proximity to Regent's Park adds to its appeal, offering an inspiring natural backdrop.

2.16 Feasibility Study

The starting point for the Proposed Development was a considered and rigorous investigation into the current condition of the existing Euston Tower.

The aim of this study was to bring the disused building back to life, minimise waste and carbon emissions, and create a world leading science, technology and innovation building and public realm for Camden and the Knowledge Quarter.

This meant exploring opportunities for retention, reuse, and recycling while transforming the building into a building fit for the future. Notwithstanding the policy position which protects against losing existing office space, the study also explored alternative uses (including mixes of laboratory, residential, hotel, and student accommodation) for the existing building.

These explorations were detailed in a comprehensive, three-part feasibility study summarized in volume 0.

Third-party Review

Throughout the pre-application and design development process, beginning in February 2022, there has been constant dialogue and review with the London Borough of Camden.

Feasibility volumes 1-3 considering options for retention and reuse of the existing building have been independently reviewed by a third-party assessor and their report has been issued to the London Borough of Camden.

Please refer to Feasibility Study documentation for further information.







Photographs - Intrusive surveys have been conducted to understand existing condition

Feasibility Study: Volume 1

Volume 1 explored, in detail, the condition of the existing tower. It considered the planning policy relating to the future use of Euston Tower, as well as market requirements for continued commercial use of the tower. It presented an appraisal of the operation of the existing building, including an assessment of the building services. Finally, it set out the upgrades required to comply with current legislation, based on a technical review looking at the condition of the architecture, structures, and facade.

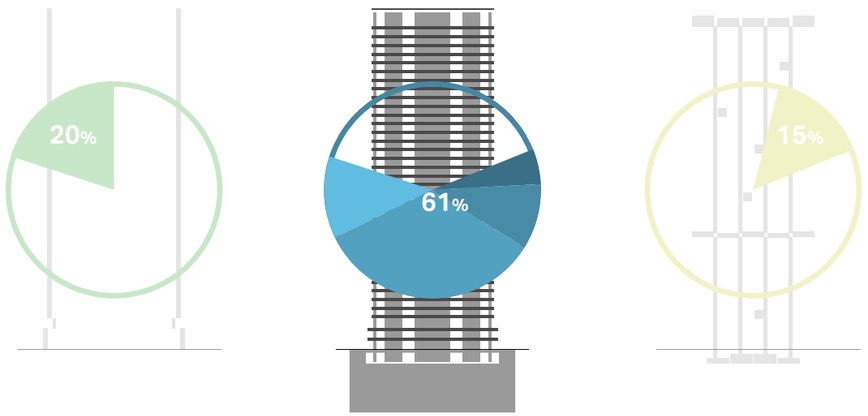
The assessment identified the following primary points about the existing building:

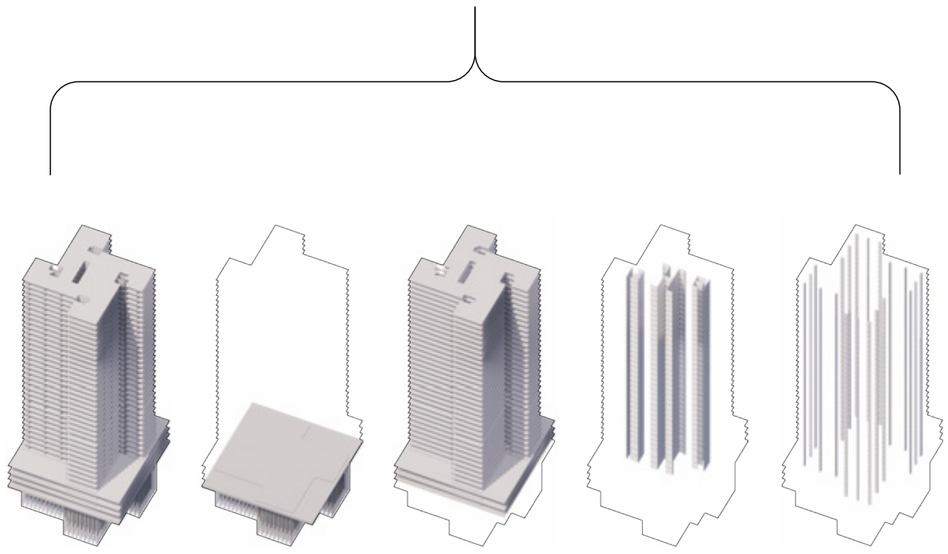
- Concrete structure is generally in a reasonable condition and able to support the current building loads
- The layout of the floorplates is disconnected meaning that the existing space is not easy to occupy and hard to navigate
- Uninviting and closed-off building with a reflective glass façade that does not meet modern fire or performance requirements
- No current connection or use to local residents or the wider community
- A challenging structure to adapt and improve through minor refurbishment
- Unattractive and undesirable to modern occupiers
- Low floor to ceiling heights, meaning that it would be challenging to accommodate modern occupiers' needs as well as lab-enabled commercial space, fit for the future
- MEP equipment is beyond its serviceable life
- The existing tower doesn't comply with current Building Regulations and would need significant changes to make it safe and suitable for modern occupiers including fire safety measures such as sprinklers, mechanical smoke ventilation and dedicated firefighting lifts.

Volume One concluded that the works required to suitably upgrade the existing building would result in a significant carbon impact to produce a low-quality office building that would address few of the current tower's failings, would not deliver on, nor contribute to, the Knowledge Quarter, and severely limit future adaptability. A refurbishment of the existing building was clearly identified to not be feasible.

Please refer to Feasibility Study Volume 1, submitted as part of the planning application, for further information.

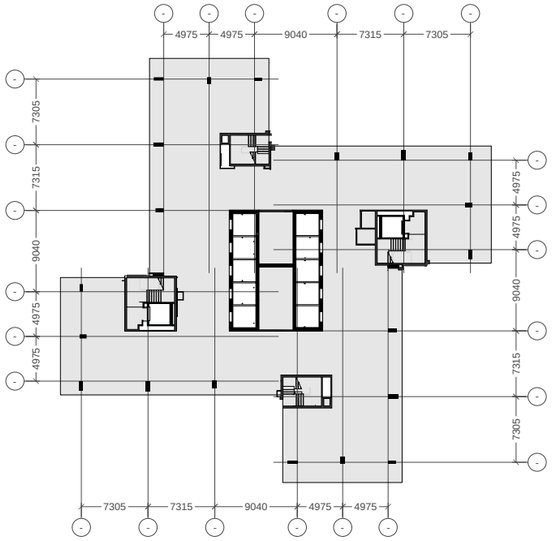
Existing Euston Tower Carbon Distribution





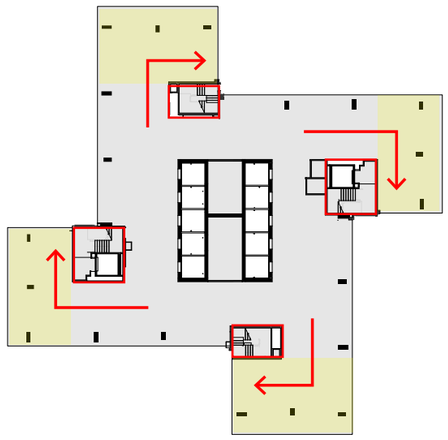
Existing Building Spatial Analysis

Below analytical studies highlight some of the spatial constraints of the existing Euston Tower in relation to modern day requirements.



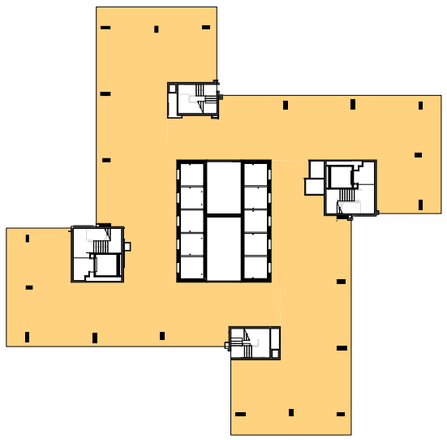
Grid

Irregular column grid is difficult to subdivide, not lending itself to a modular system.



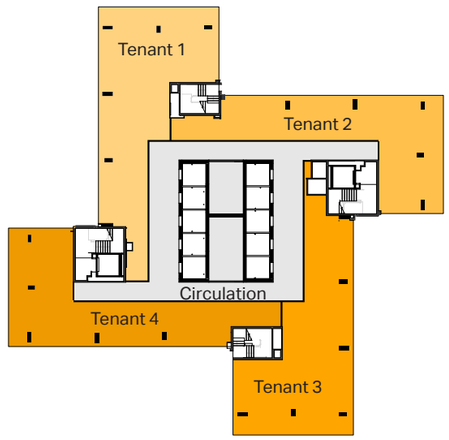
Satellite Cores

Four satellite cores impede circulation, resulting in a disconnected floorplate.



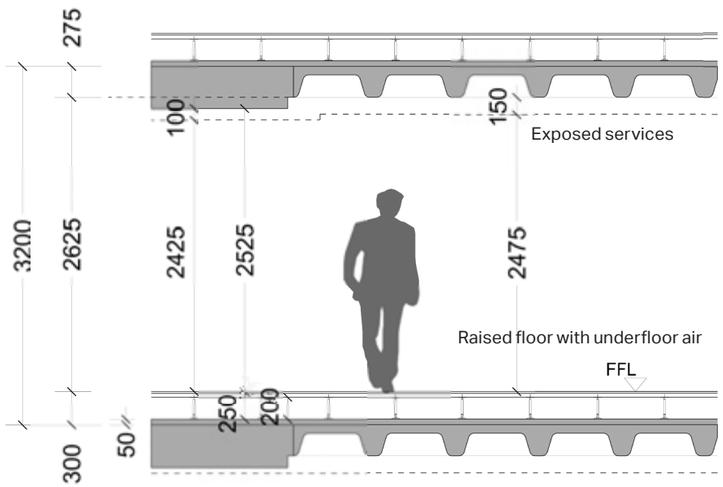
Space Planning

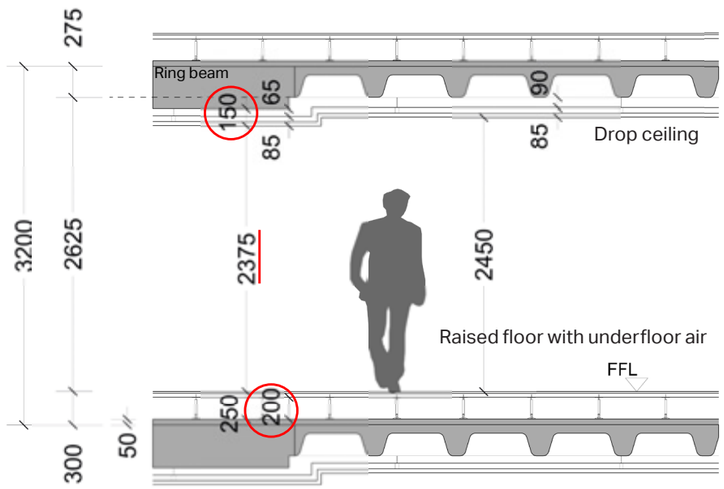
In a single-tenant scenario, the existing floor plate could work at reasonable efficiencies. Additional lifts would be required.



Space Planning

In a multi-tenant scenario, main circulation takes up a significant portion of the floor plate. Additional lifts would be required.





Feasibility Study: Volume 2

Volume 2 studied various options for "alternative uses" for the existing tower within its current footprint, including residential, student accommodation, hotel and combinations of these uses. Mixed use scenarios were especially challenging as they require separate, diversified fire escapes which erodes usable area.

The following options were studied in detail:
- Commercial-led developments
- Commercial office only
- Commercial office with laboratory (life-sciences)

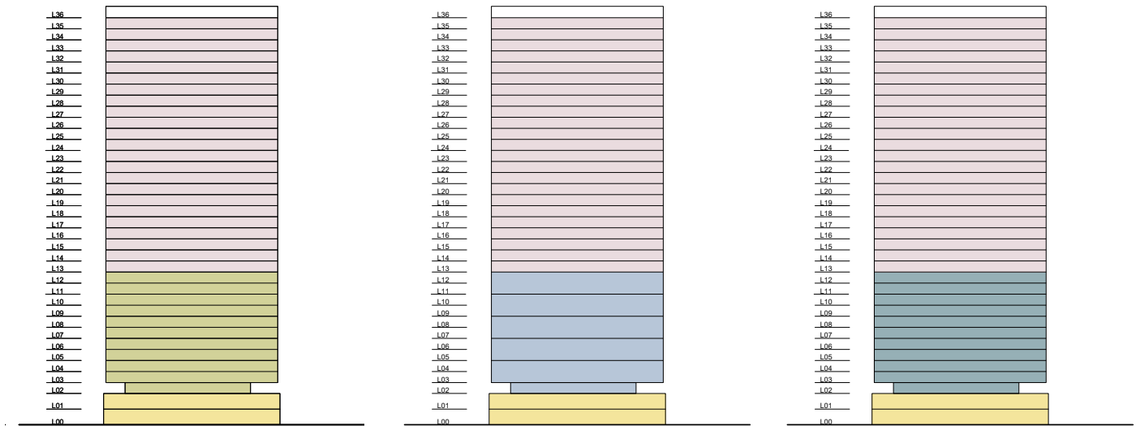
Residential-led mixed use
- Residential with commercial office
- Residential with laboratory
- Residential with hotel

Hotel/Student Housing developments
- Hotel only
- Hotel with student housing

Notwithstanding the policy protection for commercial land use, none of these options were optimal and if pursued would generally result in low quality, compromised accommodation that doesn't meet current GLA guidelines, or would deliver a product which there is not a market for in this location. Accordingly, the alternative uses studied were identified to not be feasible alternatives to continued commercial use.

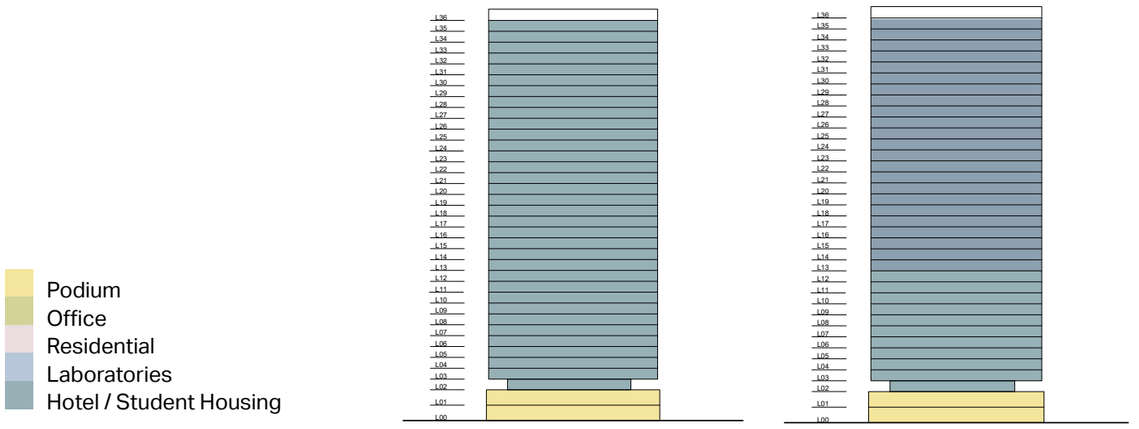
Please refer to Feasibility Study Volume 2, submitted as part of the planning application, for further information.

Residential-Led Development Stacks



- ✕ Low floor to ceiling heights
- ✕ Inefficient floorplates
- ✕ Noise and pollution issues
- ✕ No outdoor amenity
- ✕ Single aspect units
- ✕ Loss of commercial space

Hotel/Student Housing Development Stacks



- ✕ Low floor to ceiling heights
- ✕ Inefficient floorplates
- ✕ Noise and pollution issues
- ✕ Single aspect units
- ✕ Loss of commercial space



Typical Office Plan



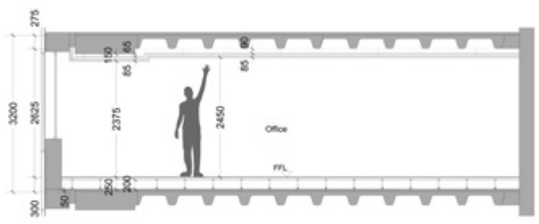
Typical Laboratory Plan



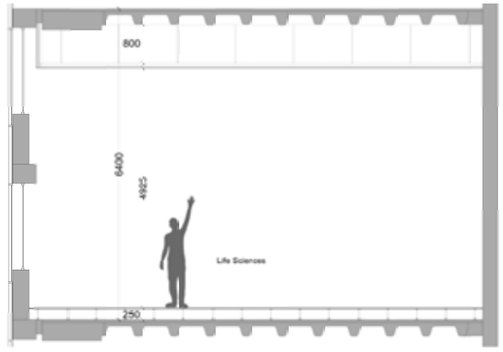
Typical Hotel / Student Housing Plan



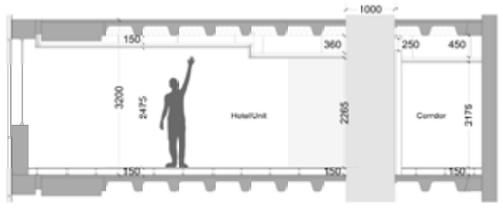
Typical Residential Plan



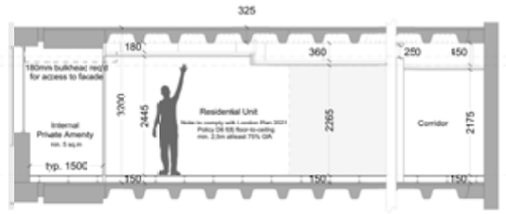
Typical Office Section



Typical Laboratory Section (utilizing 2 floors)



Typical Hotel / Student Housing Section



Typical Residential Section

Feasibility Study: Volume 3

Following the conclusion of the previous studies, it was agreed that best use of the tower is continued commercial use.

Volume 3 explored multiple, realistic options for delivering the project vision, generating high quality workplaces and improving public benefits, whilst retaining as much of the existing building as possible.

This meant looking at several ways of retaining the structure, including solutions where we kept portions of the existing floors and cores.

The following options were studied in detail:

- Major Refurbishment
- Retention and Partial Extension
- Retention and Extension
- Partial Retention and Extension (Disassemble and Reuse)
- New Build

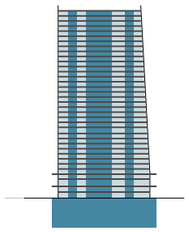
Alongside structural retention and carbon, each option was considered for its floor layout (it has to be attractive to a modern occupier to be feasible as a future development), future flexibility and adaptability (the tower must be fit for the future), and health & safety (it must be buildable in a safe way).

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

Accordingly, the option that retains the foundation, basement, and central core was chosen as an optimal proposal. It presents the best balance of retention, carbon, quality, future-proofing, and health & safety.

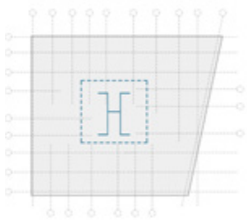
The following pages describe in further detail the proposed strategy of retaining the central core and foundations. Please refer to Feasibility Study Volume 3 for further information.

Parameters of Appraisal



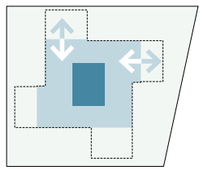
Retain Structure

Endeavour to retain as much structure as possible



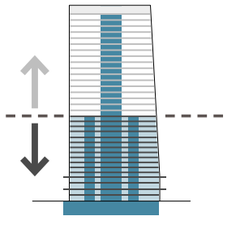
Floorplate Layout

How the grids and core locations work for the floorplate layout



Extent Of Slab Retained

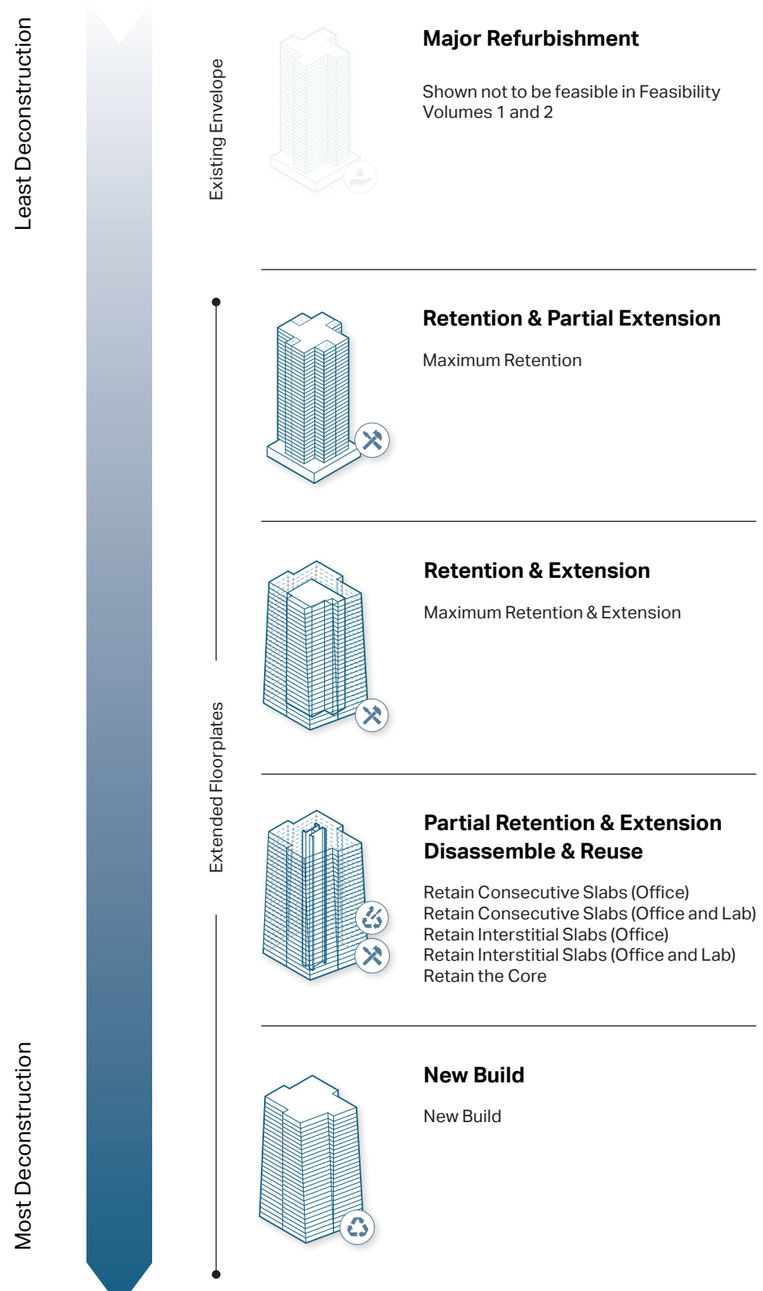
How much of the slab could be retained to produce plausible solutions



Extent Of Section Retained

How many of the existing slabs and cores could be retained

Overview of Options Studies



Major Refurbishment

Shown not to be feasible in Feasibility Volumes 1 and 2

Retention & Partial Extension

Maximum Retention

Retention & Extension

Maximum Retention & Extension

Partial Retention & Extension Disassemble & Reuse

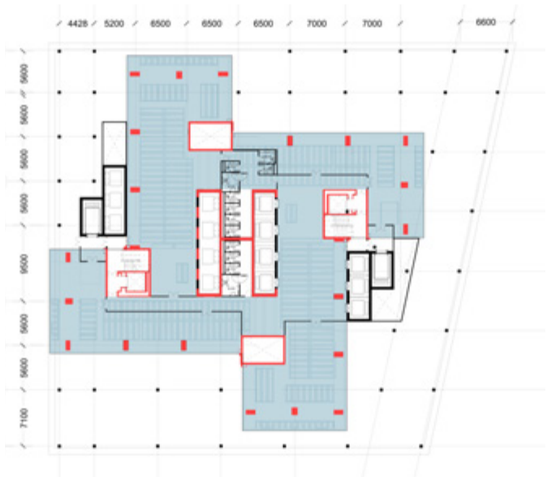
Retain Consecutive Slabs (Office)
Retain Consecutive Slabs (Office and Lab)
Retain Interstitial Slabs (Office)
Retain Interstitial Slabs (Office and Lab)
Retain the Core

New Build

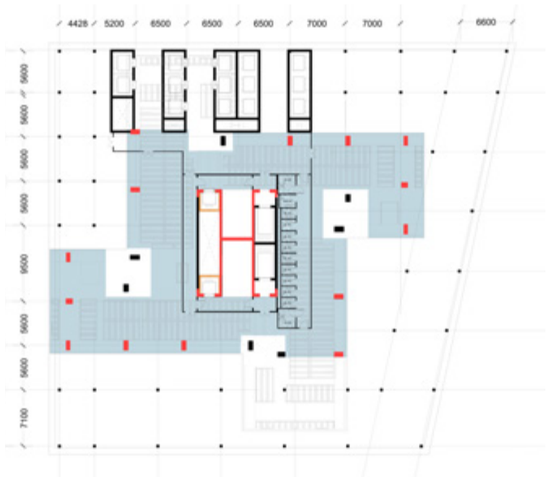
New Build

Structural Options

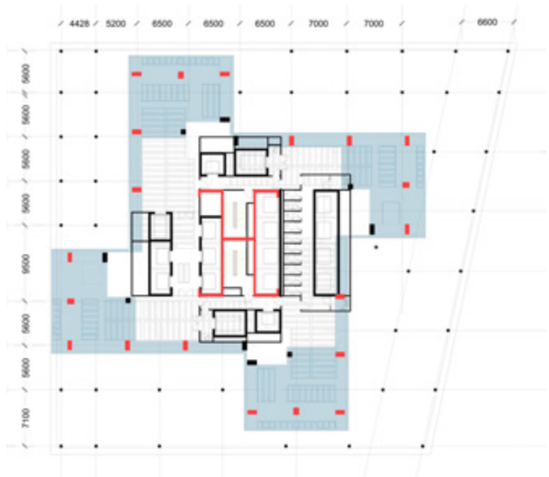
Retained cores & columns
Retained slab areas



Retain Everything Existing

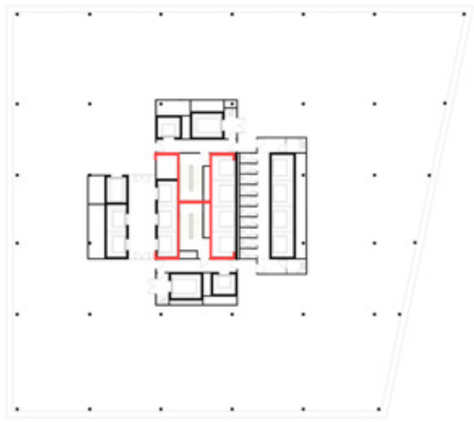


Retain Central Core & East/West Arms



Retain Central Core & All Arms

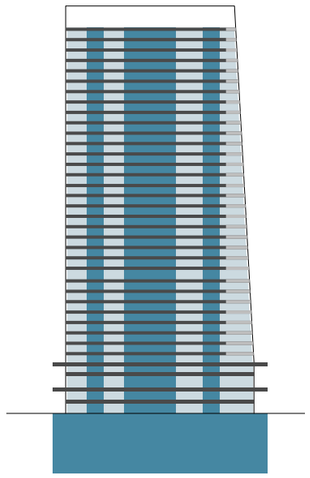
Selected Strategy



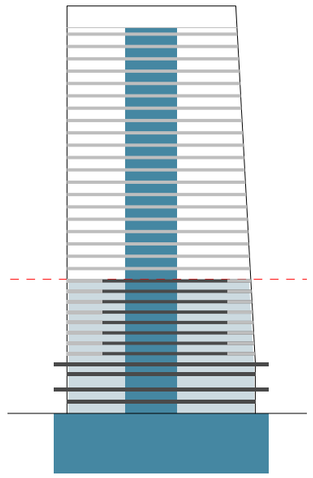
Retain Central Core Only

Retention Options

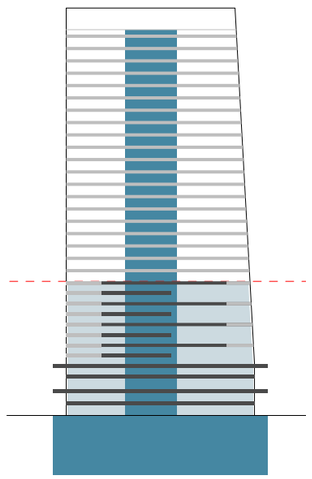
Existing structural elements
Existing floor slabs
New floor slabs



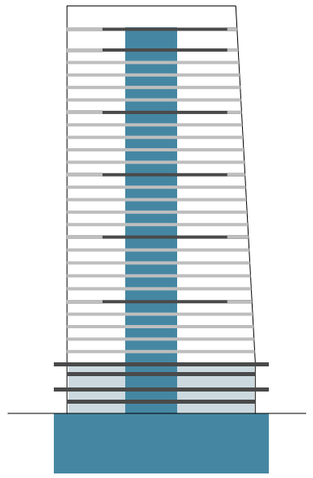
"Full" Retention



Retain Consecutive Slabs
Office

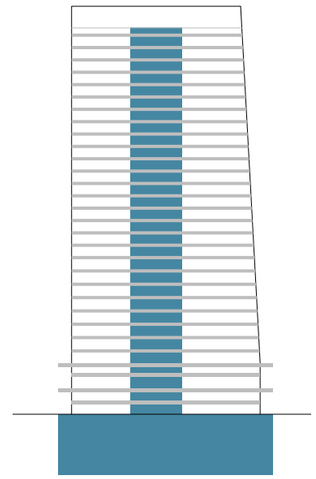


Retain Consecutive Slabs
Office & Laboratory

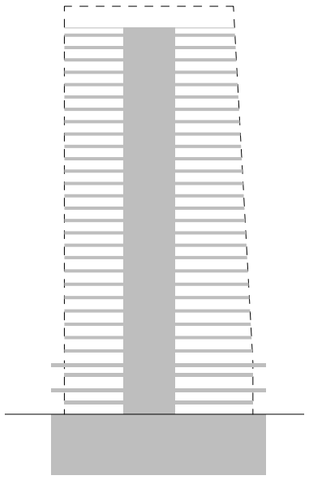


Retain Interstitial Slabs

Selected Strategy



Retain Core



New Build

2.17 Proposed Retention Strategy

Retaining the Central Core and Foundations

The proposed partial retention strategy for the Proposed Development retains the central core, the below ground substructure and the foundations of the existing Euston Tower.

All slabs are proposed to be removed and built from new, enabling freedom to choose floor to floor heights for optimum efficiency. The floor footprint is proposed to be extended to deliver an expanded floorplate.

This provides the flexibility to include lab-enabled space with floor to floor height of 4,100mm in the lower portion of the tower, with office floors above with a floor to floor height of 3,800mm.

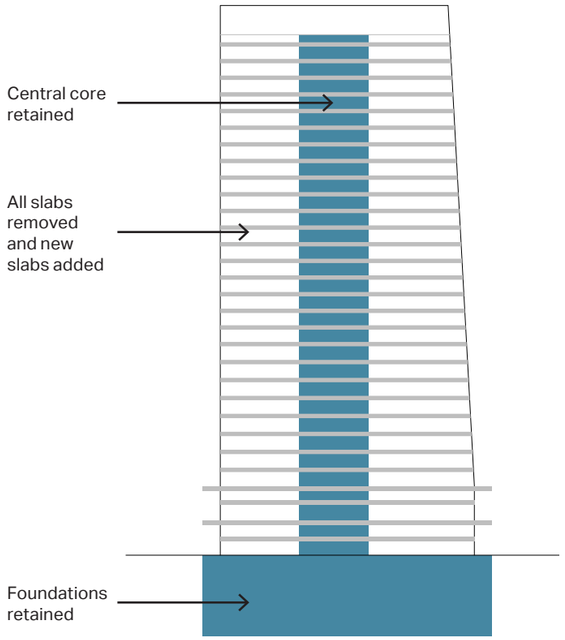
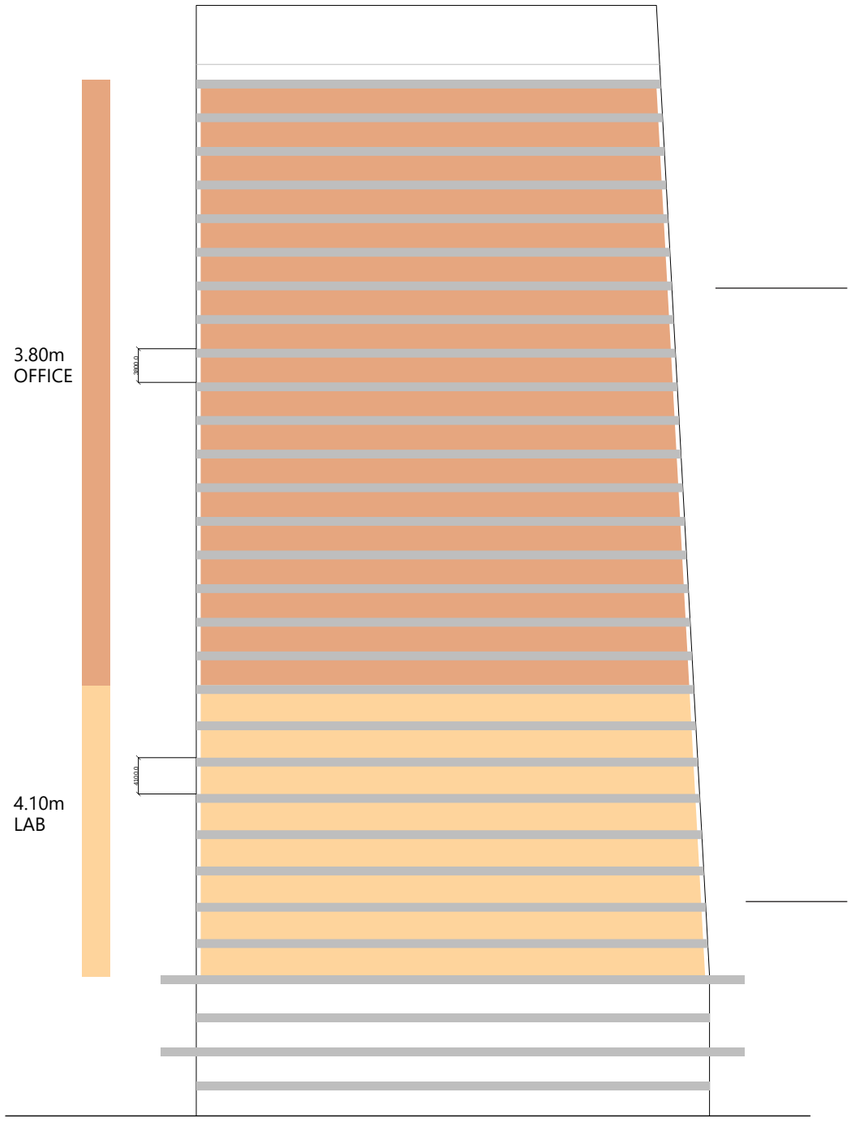


Diagram - Retained structural elements in section

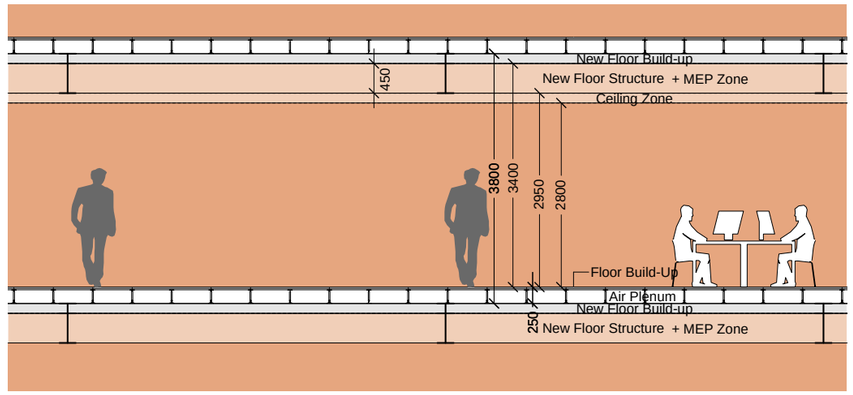


Programme & Section Stack

3.8m floor to floor office
4.1m floor to floor lab-enabled space
New-build floor slab

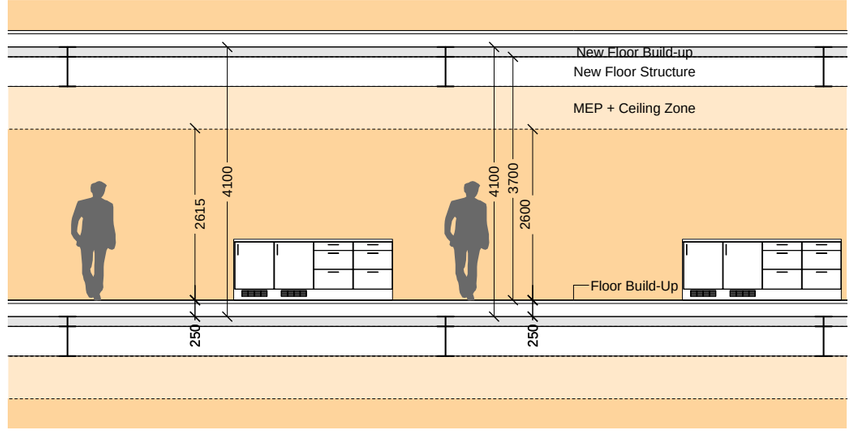
Office Space

Floor to floor 3,800mm
Floor to ceiling 2,800mm



Potential Lab-Enabled Space

Floor to floor 4,100mm
Floor to ceiling 2,600mm



Floor Sections

Diagram - Sections illustrating programme distribution and proposed floor-to-floor heights

Structural Retention

Structurally, the strategy for the Proposed Development is to retain the existing central core, with all four existing satellite cores removed. The new-build extended floorplates allow freedom to choose optimised grids which improve flexibility compared to the floorplates that retain grid elements.

This results in approximately 25% of the structure retained by carbon (or 31% by volume). This is shown schematically in diagram opposite.

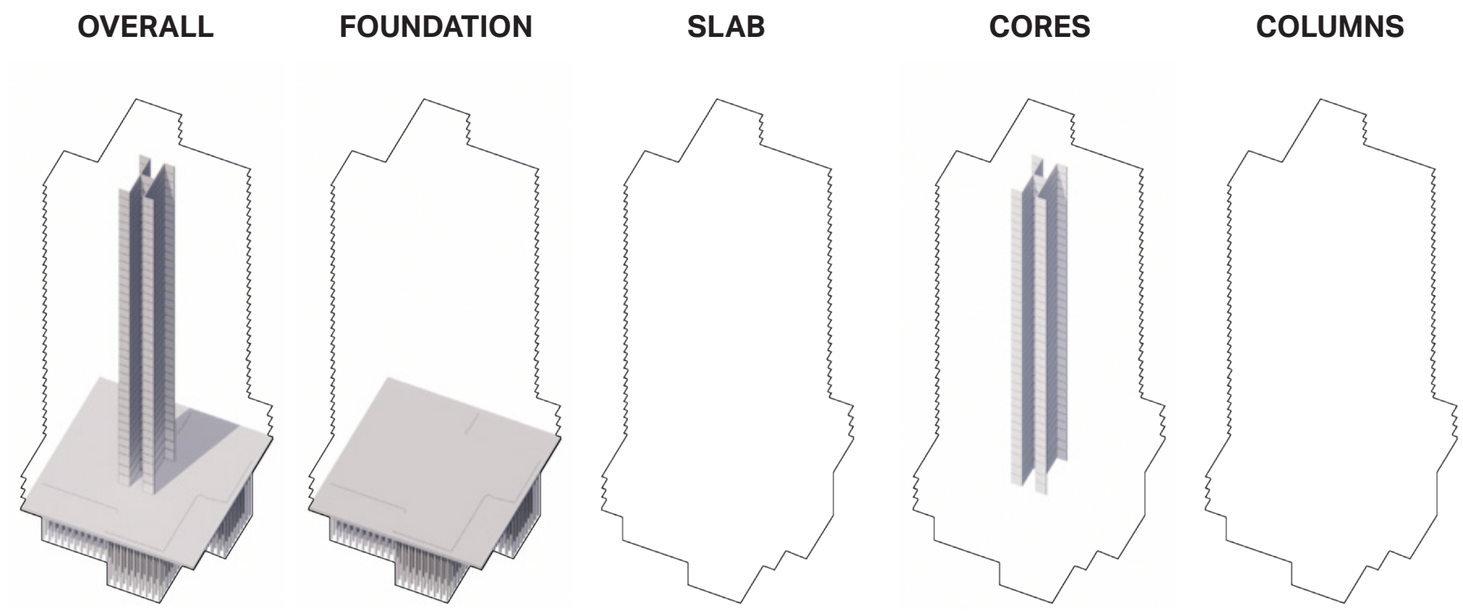
During construction, temporary works would be required to brace the free-standing core (see diagram below). However, the extent of temporary works would be significantly less onerous than in the studies that retain floor slabs (further explored in Feasibility Study Volume 3) as there would be no slabs to support, and no slab edges to prop.

Future-proofed

Flexibility of the floorplates would be uninhibited by existing column arrangements. The column grid can therefore be optimised to best suit the floor layouts, leading to clear spans that enable flexible layouts.

While the lower stack is enabled for lab space, it would be suitable for use as office space if desired. With its floor to floor height of 4,100mm, it is not over-dimensioned for an office, so this flexibility comes at little cost to efficiency.

From an adaptability perspective, all floor structure is proposed as new-build, so all areas would present the opportunity to design in double-height amenity spaces, or additional soft spots.



	OVERALL	FOUNDATION	SLAB	CORES	COLUMNS
MAXIMUM POSSIBLE WITHOUT EXTENSION* 89 %					
Embodied Carbon	**2,235** tCO2e	**1,683** tCO2e	**0** tCO2e	**552** tCO2e	**0** tCO2e
Ratio of Carbon	**25** %	**19** %	**0** %	**6** %	**0** %

* Assumes no floorplate extension (i.e. working within the existing envelope), meaning new risers need to be cut out of the existing floorplate. Refer to Section 15. With extended floorplates, possibility exists to position risers outside of this existing footprint, resulting in potential higher degrees of retention.

Diagram - Embodied carbon and retention of structure broken down by structural element

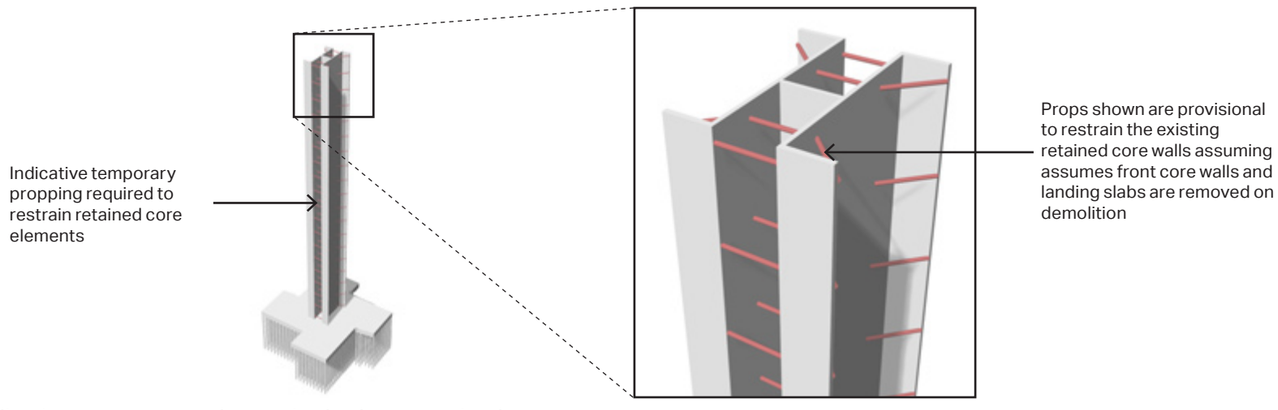


Diagram - Indicative temporary works required to brace retained core

Health & Safety and Buildability

The proposed indicative deconstruction and construction sequence is shown schematically in diagram opposite.

Following the existing facade being carefully deconstructed, the slabs would be removed back to the core top down. To minimise the temporary works required to brace the core, it would be intended to leave the front walls of lift shafts in place during demolition to reduce temporary propping. Some propping would likely still be required, a diagram of a provisional solution to restrain the existing front core walls against out of plane buckling is shown on the previous page. These walls would be retained on the floors where the lifts do not stop. In addition to these temporary works, it is anticipated some back propping would be required to the below grade retaining walls where the ground floor slab would be removed.

Once the slabs are entirely removed, construction of the permanent steels could begin using conventional, “blue sky” methods. Working without overhead constraints, means pre-fabricated, “drop in” structural systems could be used, reducing time on site and the associated risks to heath & safety.

Efficiency and Viability

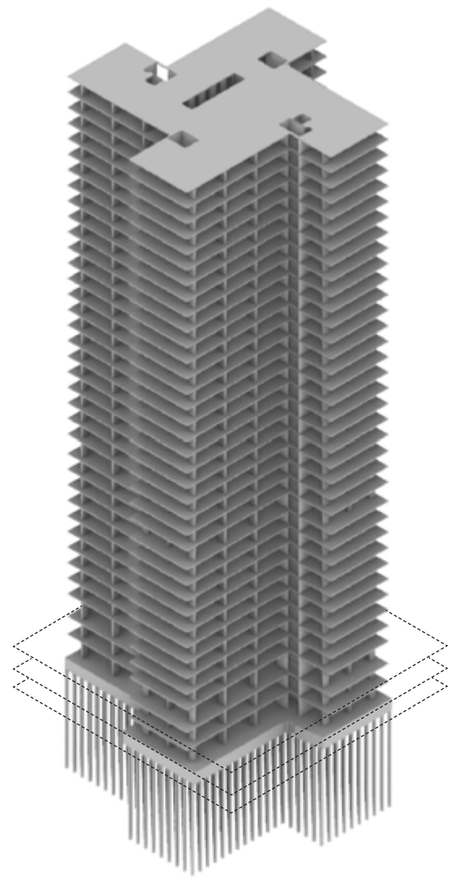
This proposed strategy would deliver a solution that balances structural retention with construction complexity and its associated risks. It would provide efficient floorplates with regular inter-storey heights, meaning it works with a compact core based on a double-decker vertical transportation strategy.

With regards to volumetric efficiency, this option would generate as much area as possible within the massing envelope, while delivering the desired floor to floor heights for both lab and office spaces.



1. Existing Building

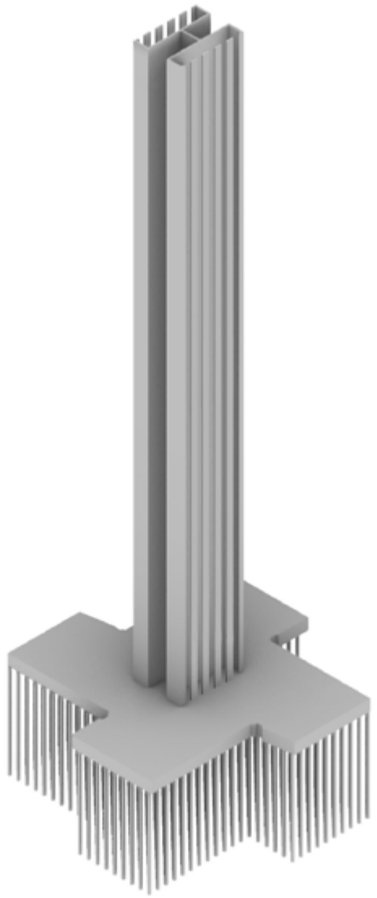
Construction sequence is moderately complex due to the unrestrained core



2. Remove Facade

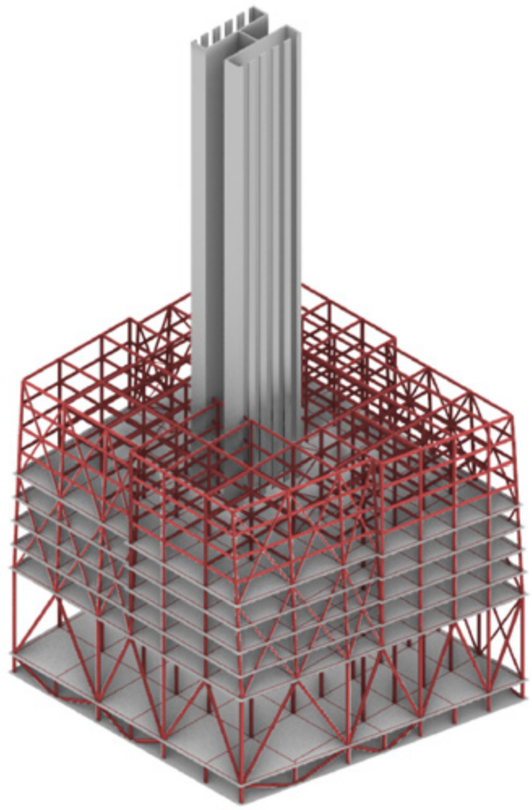
Existing facade carefully deconstructed and materials used in recycling and upcycling

Diagram - Indicative deconstruction and construction sequence



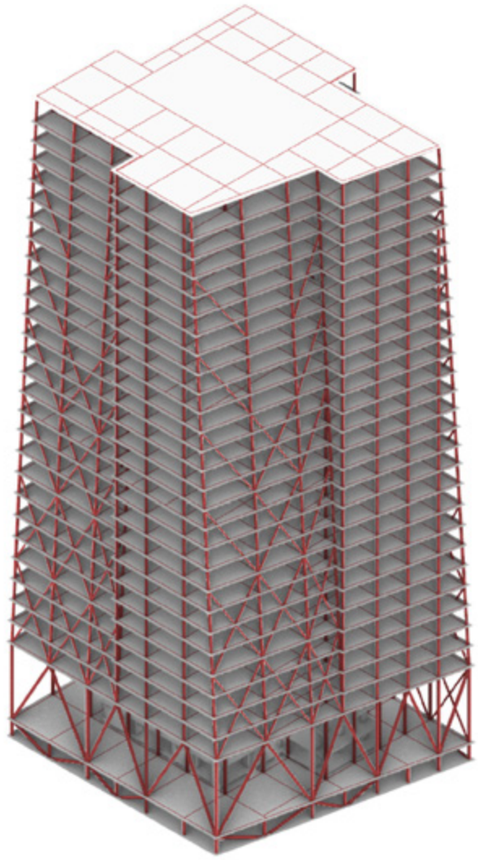
3. Remove Slabs

Slabs are removed back to the core, further temporary works may be required to restrain the free-standing core



4 Extend Floorplates

Construction of the permanent steels and floorplates can begin using conventional methods



5. Completed Structure

The structure is completed and installation of facade, services, vertical transport, etc. can follow

3.0
SITE CONSIDERATIONS

Photograph - Aerial shot looking at Euston Tower - teal overlay

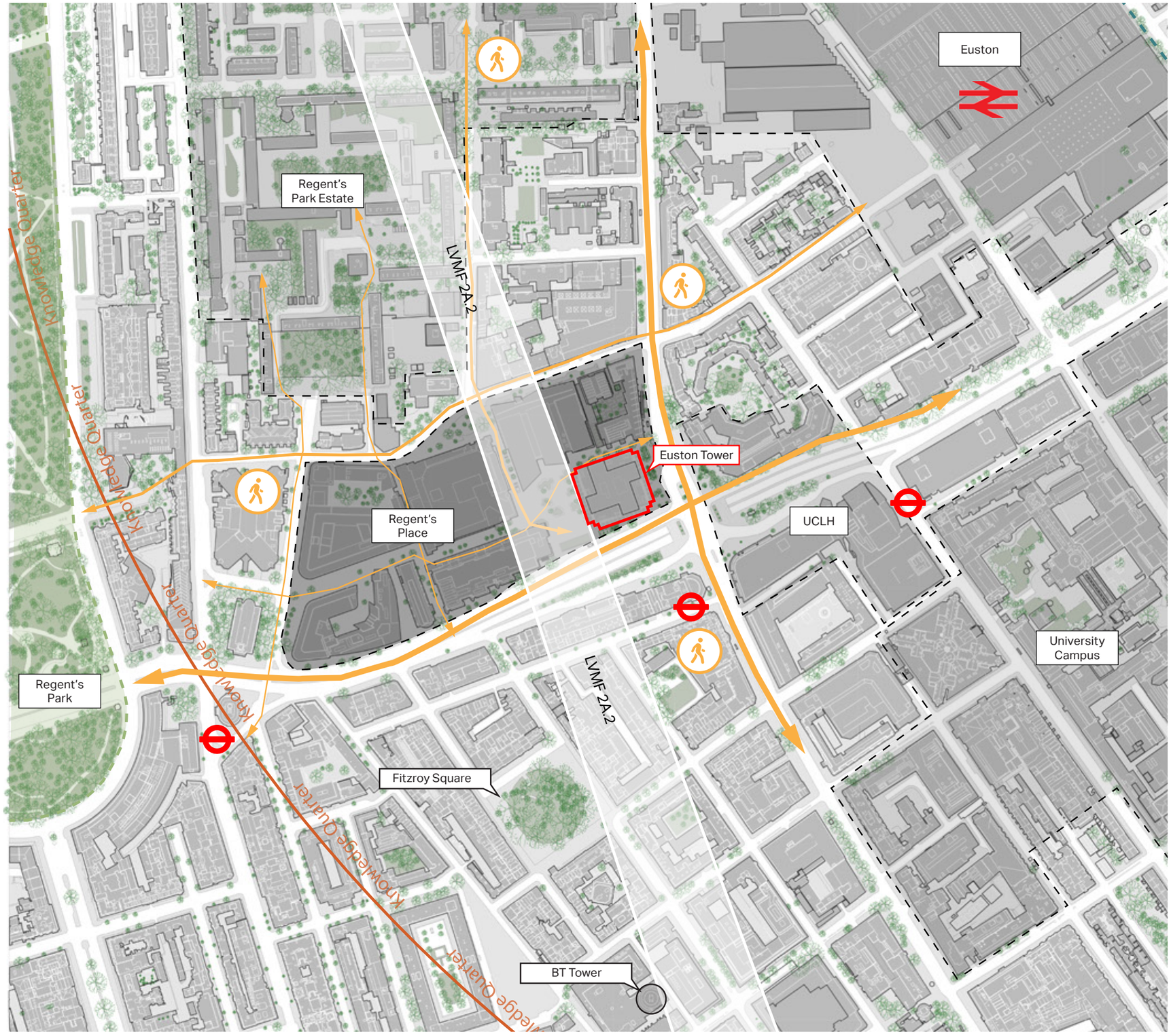


Diagram - Overview of design considerations

3.0 Site Considerations

This section of the DAS outlines the external site parameters and considerations that have informed the design for Euston Tower.

These include parameters/policies defined by LB Camden, GLA and The London Plan, various technical analyses and general architectural / urban factors that all are important when considering a building of the highest design quality.

Please note that whilst this section aims to provide a summary of these considerations, many of these parameters have been the subject of detailed review by specialists who have provided extensive documentation in support of the Proposed Development.

Accordingly, this chapter should be read in conjunction with all supporting reports in order to properly understand how the Design Team have approached the opportunities and constraints affecting the Proposed Development.

3.1 Brief & Objectives

The brief for the redevelopment of Euston Tower has evolved to reflect British Land's ambition to revitalise a disused Camden landmark. This ties into their vision to create a world leading science, technology and innovation building and public realm at Regent's Place, for Camden, the local community and the Knowledge Quarter.

The most important characteristics for any new proposals at Euston Tower must be flexibility, sustainability & community. The building should seek to be visually beautiful whilst achieving an optimal workplace quantum, but remaining within the existing building's height constraints.

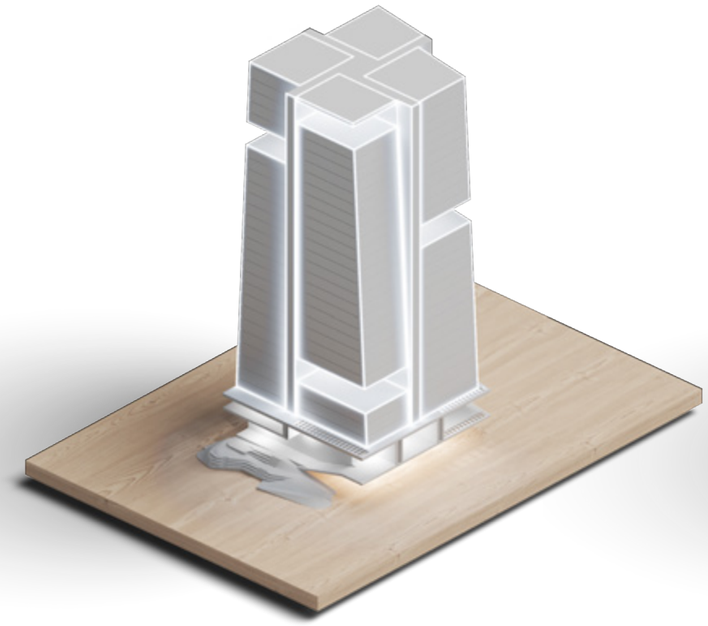
It is critical that the Proposed Development is flexible and adaptable enough to accommodate any changes in working culture, future typologies and broader cultural trends. We cannot forecast what the workplace will be like in 50 – 100 years, but the most sustainable building is one that will be resilient to change, in all its forms.

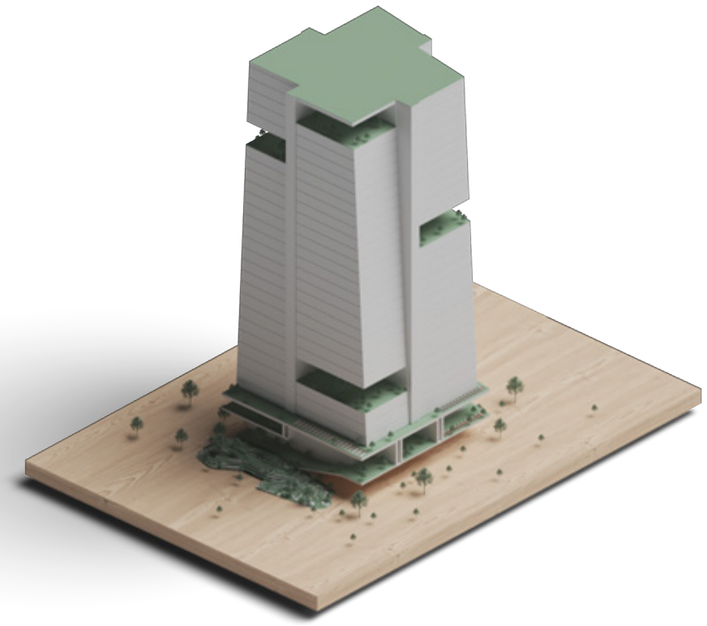
The brief asks that the Design Team consider all current forms of office based workspace, including the ability to support laboratory space. As a commercial-led development, any new proposals should offer the highest quality workplaces, which are flexible to the number and type of occupier to ensure the building will be well used throughout its life.

To enhance the requirement for world-class workplace, the brief calls for a broad range of amenities including external terraces, winter garden spaces and the possibility for a shared meeting and events spaces that could serve both the users of the building and the public.

Public use generally is an important element of the brief and is discussed in more detail later, but key aspirations include improvements to the Regent's Place Plaza, the ground floor and podium retail offer, improved connectivity across the site, enhanced mitigation for adverse environmental impacts and public spaces within the building.

The key elements of the brief are summarised on these pages.





Primary Objectives

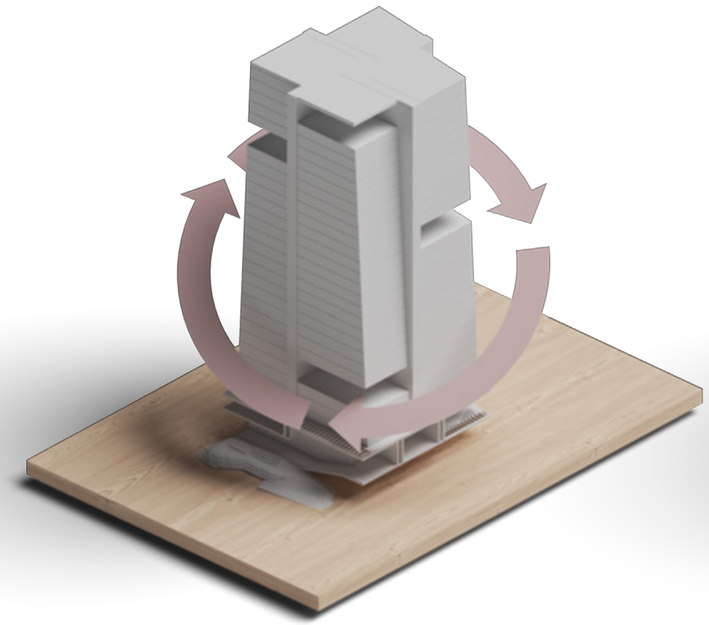
British Land has identified the following objectives for the Euston Tower project:

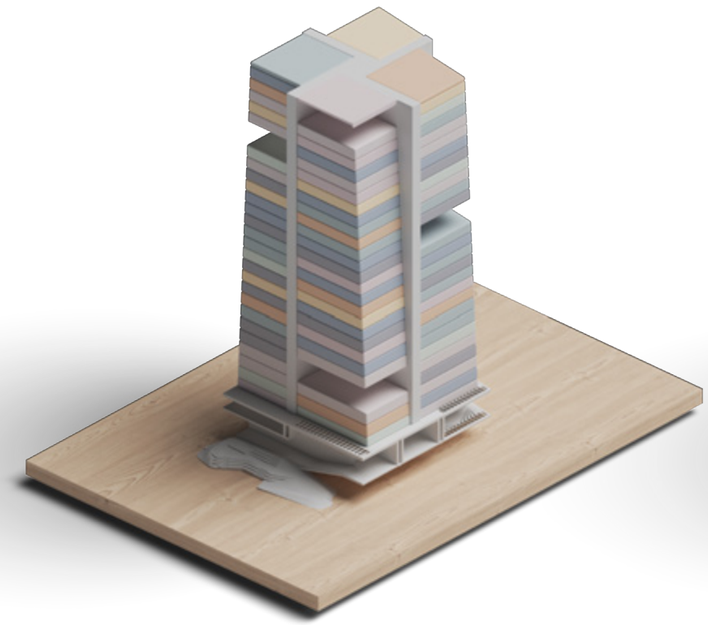
- Develop a Community Engagement Strategy and involve the community in the design process, incorporating public spaces and amenities that address local needs and preserve Camden's cultural identity
- Consider the relationship of the building with Regent's Place Plaza
- Challenge conventional thinking, especially around the tower typology and embrace technology, innovation and sustainability
- Deliver a timeless architectural response to provide a landmark building for Camden.
- Consider how the building can adapt to major changes in use over it's lifetime

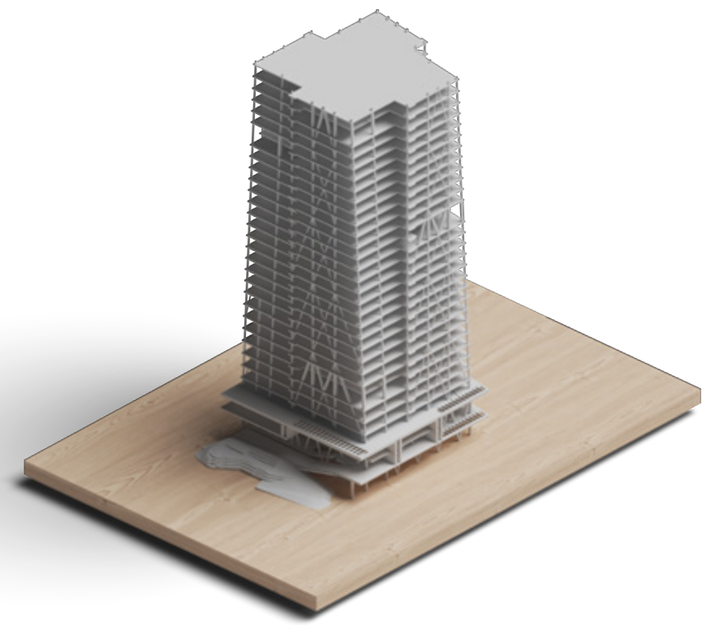
Sustainability & Wellbeing

From the outset, British Land was clear that sustainability and wellbeing are critical to the project. A separate sustainability team - comprising GXN, Sweco and Arup - has been established to ensure that the project achieved the following objectives:

- Deliver a highly sustainable tall building
- Minimise Embodied Carbon & Carbon in Use with a target of delivering a Net Zero Carbon building
- Optimise the design to improve end user productivity through exploring ideas to promote wellbeing
- Deliver an all electric building which minimises energy consumption and achieves UKGBC 2030 targets
- Develop market leading Circular Economy strategy
- Document and re-use elements of the existing building where possible
- Encourage green behaviours through the design
- Explore the use of innovative low carbon materials both internally and externally
- Minimise vehicle movements associated with building use by designing for consolidation
- Celebrating cycling and designing for greener journeys to and from the building







Adaptability

Given the rapidly changing nature of both workplace and how people are choosing to work, British Land has been clear that adaptability is an important element of the design for Euston Tower. The brief calls for a highly flexible building which can adapt to 100 years of change and responds to the following considerations:

- Consider flexibility to allow easy rearrangement of internal fit-out and arrangement to suit the changing needs of occupants over time
- Consider how the building could be easily altered to prolong its life
- Occupier-Driven Change: Changes in workplace, maturing millennials/ Gen-Z, managed take back, increased landlord service provision
- Climate Change: Increasing variations in seasonal temperatures, weather patterns
- Technology: Rapid innovations in communication, transport, energy, smart, MEP etc. affecting workplace and methods of working

Lettability

A driving principle in all of British Land's developments is that their workplaces are unique, innovative and encourage good working practices - this principle has seen British Land attract a broad range of world class occupiers across multiple buildings and campuses and these proposals seek to continue that trend by adopting the measures outlined below:

- Develop an architectural concept for a world class tower design commensurate with its privileged location in Camden
- Create flexible floorplates which appeal to occupiers of all sectors, sizes and styles
- Optimise floor to ceiling heights, column grid and core arrangement consistent with occupiers' evolving requirements
- Incorporate flexible structural design to enable occupiers flexibility in how they use their spaces
- Include within the design a broad amenity offering with a range of spaces to work and meet
- Identify opportunities to reduce the space occupiers are required to lease by offering shared spaces such as: meeting room suites, project spaces, catering, prayer rooms etc

Buildability

Alongside the principles outlined in the previous sections, a driver for the Euston Tower project is to improve buildability, efficiency and flexibility. Some key briefing points are outlined below:

- Improve overall efficiency within the building, providing optimised floorplates that provide flexibility for a range of future occupiers
- All proposals should consider the health and safety of every person involved in the project, through design, construction and occupation
- Develop a design that considers buildability and modern construction techniques
- Utilise technology including parametric design to improve efficiency and condense programme
- Consider new construction methods and off-site construction

3.2 LVMF & Local Views

The London View Management Framework (LVMF) establishes a series of protected key views across London, with the aim of preserving specific vistas from the adverse impacts of new developments. This series of viewing corridors, as identified on the opposite pages, provides the visual context which have defined the proposed massing for Euston Tower.

Whilst a separate Townscape, Built Heritage and Visual Impact Assessment (TVBHA), prepared by the Tavernor Consultancy and Cityscape, has been submitted in support of this application, the following pages identify some of the key viewing corridors and highlights how the proposals will be viewed from key local and wider townscape views.

On the opposite page is the Zone of Visual Influence, which highlights the views and vistas from which the proposed scheme can be seen.

These key views, both distant and more locally, are one of the most important factors considered as part of the design process and have defined the overall architectural approach illustrated on the following pages.

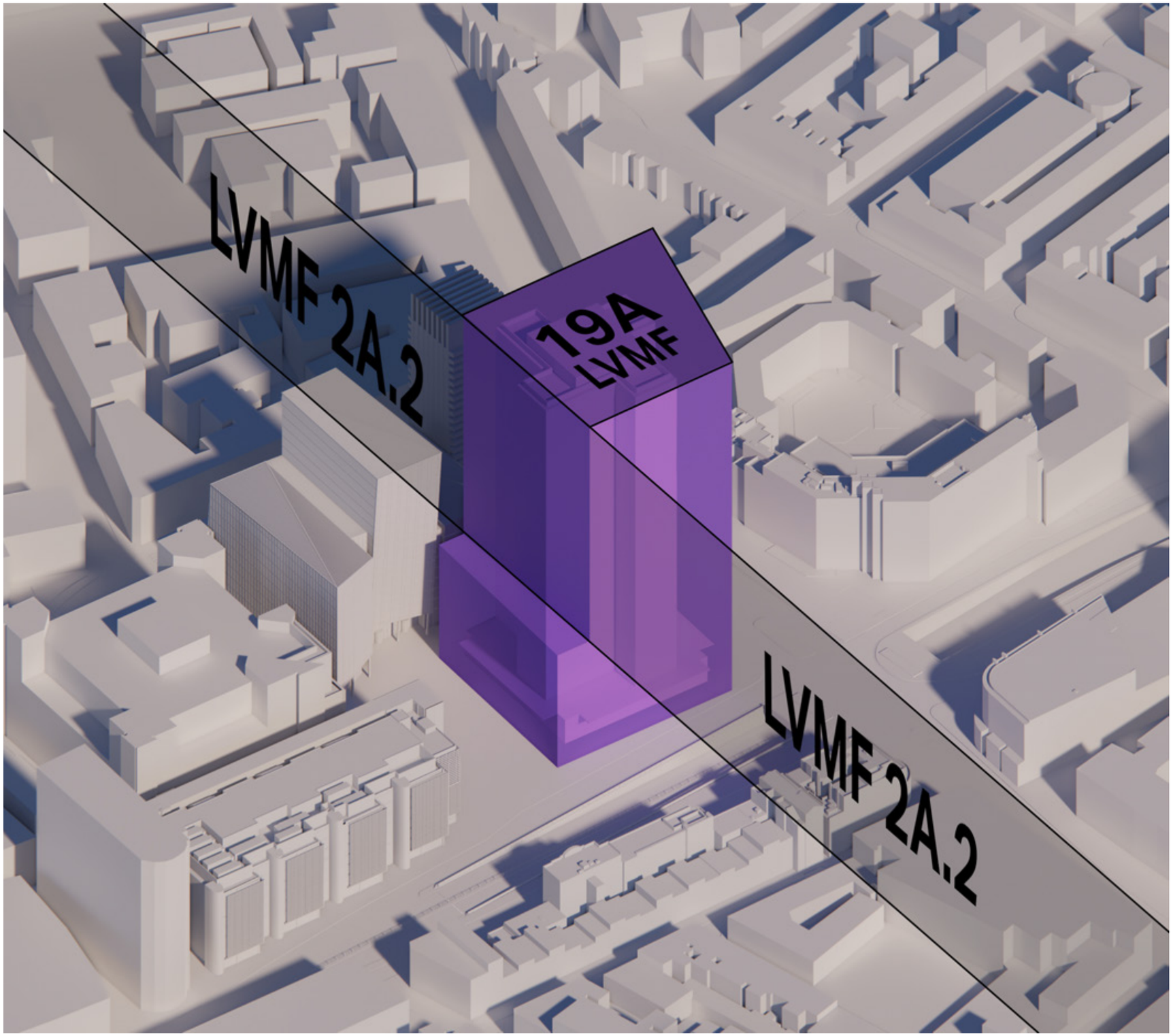
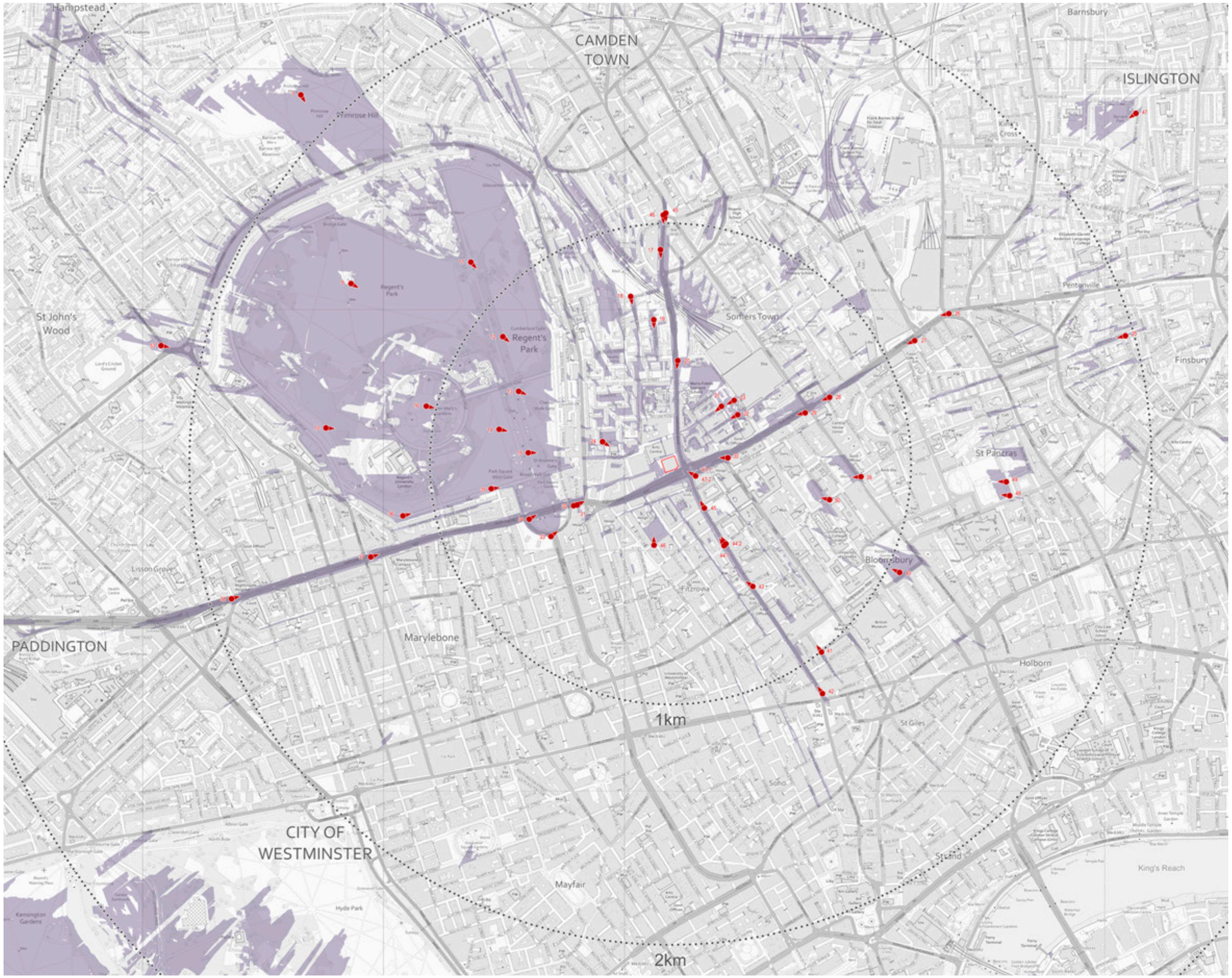


Diagram - Illustration of massing envelope shaped by LVMF Views 2A.2 and 19A



Indicates areas from which the proposal is visible

Indicates viewpoints tested in the TVBHA

Diagram - Zone of Visual Influence for the Proposed Development

3.2 LVMF & Local Views

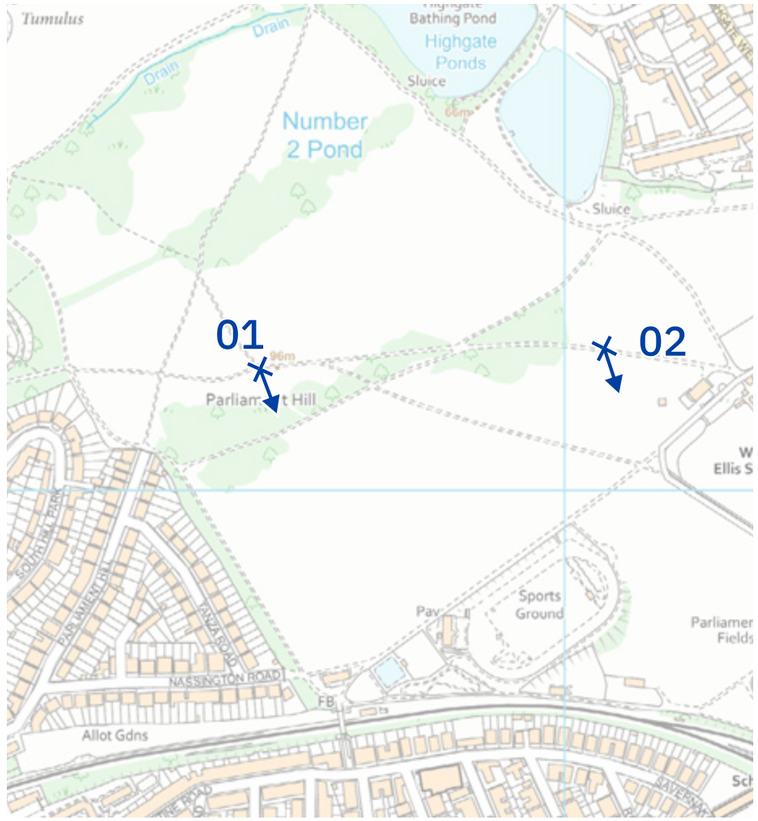


Diagram - View from Parliament Hill (LVMF 2A.2)

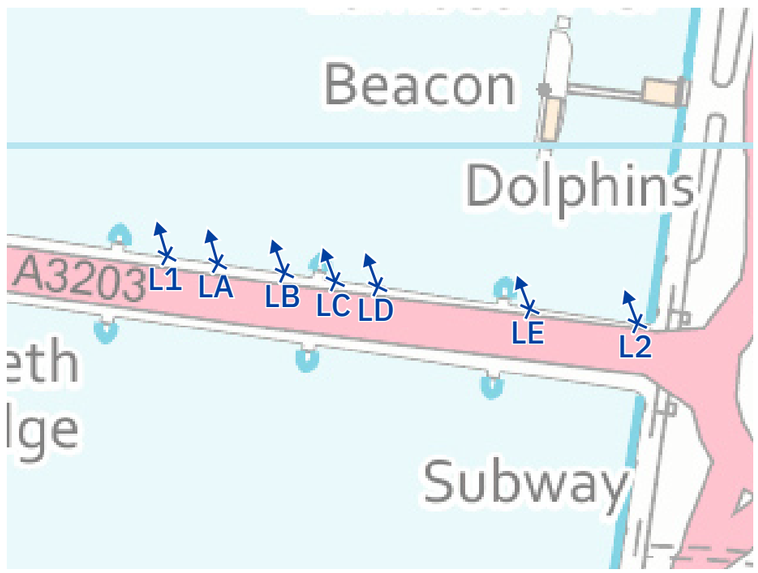


Diagram - Dynamic viewpoint along Lambeth Bridge LVMF 19A

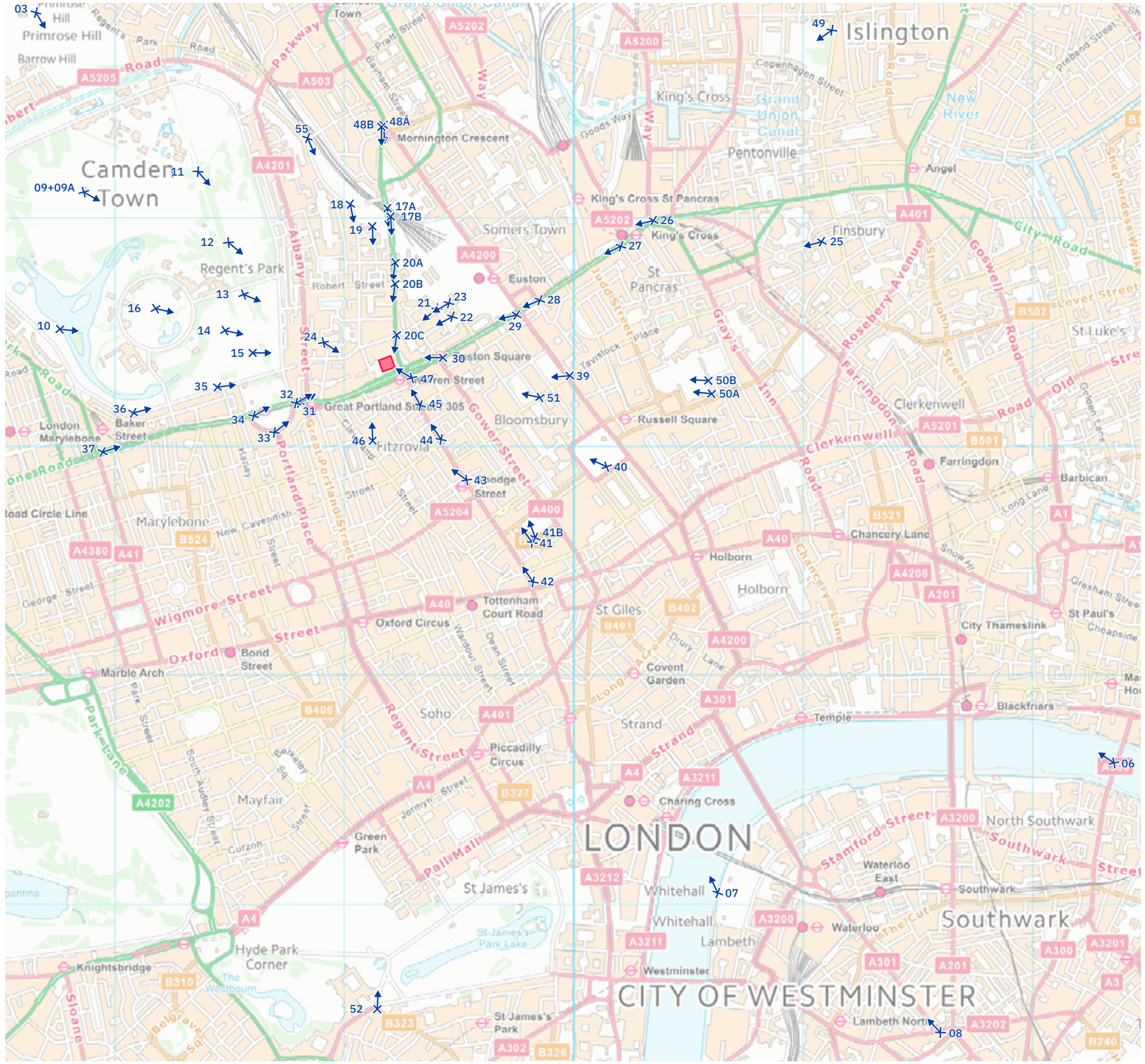


Diagram - Selected townscape and streetscape views



Photograph - LVMF 19A (telephoto)



Photograph - LVMF 2A.2 (telephoto)



Photograph - Visibility of BT Tower along Hampstead Road

Defining Height

The LVMF View 19A constrains the height of the Proposed Development, preserving the protected viewing corridor over the Palace of Westminster as seen from the kinetic view moving over Lambeth Bridge.

The view analysis from this view limits the height of any new development to little more than the height of the existing Euston Tower. Maintaining and preserving the visual appreciation of the Palace of Westminster is of highest priority and no further interference than the existing Euston Tower is anticipated.

Defining the Western Extents

The LVMF View 2A.2, looking towards the Palace of Westminster from Parliament Hill, constrains the volume of the Proposed Development from the western aspect.

This view requires analysis from both a telephoto lens view (shown above) and a broader, more contextual view. Both show the Lantern over the Palace's Central Lobby and Victoria Tower visible behind the BT Tower.

The Proposed Development will maintain these existing parameters and not encroach any further on these views than the existing Euston Tower silhouette.

Defining the Eastern Extents

Whilst not a formal LVMF view, the view towards the BT Tower along Hampstead Road is recognised as an important local view aiding wayfinding and orientation for local users and pedestrians around the site.

This view has informed the eastern and southern aspects of the Proposed Development, which has been carefully designed to maintain views to the BT Tower as people journey south past the site.

3.3 Key LVMF & Local Views



Photograph - LVMF 2A.2, Parliament Hill: the summit



Photograph - LVMF 2A.2, Parliament Hill, Telephoto: the summit (telephoto)



Photograph - L2, Lambeth Bridge: LVMF 19A.2, Winter



Photograph - L1, Lambeth Bridge: LVMF 19A.1, Winter



Photograph - Fitzroy Square, south west corner

3.3 Key LVMF & Local Views



Photograph - Tottenham Court Road, at Grafton Way



Photograph - Hampstead Road, junction with Drummond Street



Photograph - Hampstead Road, junctions with North Gower Street



Photograph - Bedford Square



Photograph - Euston Road, at Tottenham Court Road

3.4 Pedestrian Movement

Given the proximity of Euston Station as a key transport interchange supported by nearby stations at Warren Street and Great Portland Street, Regent's Place sees large amounts of people movements per day.

Given the high number of pedestrians, of which would increase with the Proposed Development, the proposed scheme has carefully reviewed the existing conditions around the Euston Tower and identified that increasing pedestrian comfort levels (PCL) and ground floor permeability are important factors to consider for the Proposed Development.

To further inform this aim, Velocity Transport Planning has reviewed and surveyed the existing footfall so that the design team can accurately assess the impact a new ground plane would have on the immediate and surrounding areas.

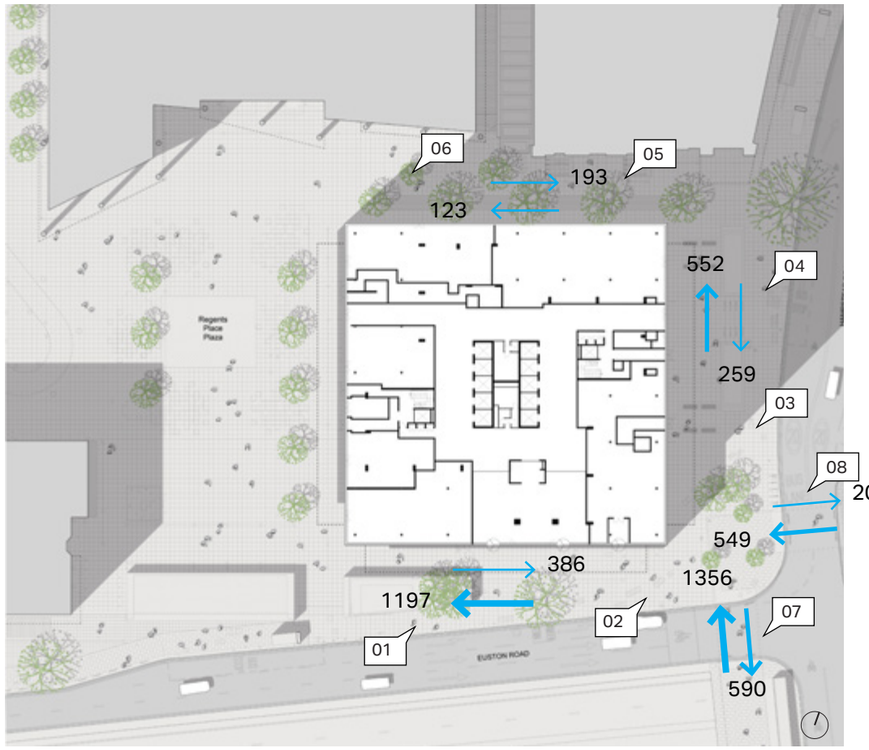
Pedestrian flow data collected in a survey undertaken in April 2023 has been used to establish an existing baseline for pedestrian flows surrounding the site. The survey captured Euston Road (northern footway), Hampstead Road (western footway), Brock Street (north of the site) and the pedestrian crossings on Hampstead Road (northbound) and Euston Road (off-slip).

The existing AM and PM pedestrian flows are shown in the plans opposite.

A PCL (Pedestrian Comfort Level) assessment has been undertaken of existing flows on the surrounding footways during the peak pedestrian hour, to asses the level of comfort based on the level of crowding a pedestrian experiences when walking along a street. PCL designates a score (from A+ to E) whereby a PCL A provides a pleasant walking experience, and a PCL E is uncomfortable and restricted.

The existing footway widths provide comfortable pedestrian conditions, with the lowest score of an A. The two signalised pedestrian crossings on Euston Road and Hampstead Road have PCL scores of A.

For more details on the proposal's approach to pedestrian matters, please refer to the Transport Assessment submitted by Velocity in support of this application.



Drawing - Existing Pedestrian Flows - AM Peaks



Drawing - Existing Pedestrian Flows - PM Peaks

Ref.	Link	Link Type	Peak Hour Flow	Clear Footway Width	PCL
1	Euston Road	Office and Retail	1,583	6.9m	A
2	Euston Road	Office and Retail	1,583	9.9m	A
3	Hampstead Road	Office and Retail	1,068	15.7m	A+
4	Hampstead Road	Office and Retail	1,068	11.5m	A+
5	Brock Street	Office and Retail	522	6.9m	A+
6	Brock Street	Office and Retail	522	4.9m	A
7	Euston Road Crossing	Office and Retail	2,121	6.7m	A
8	Hampstead Road Crossing	Office and Retail	820	6.5m	A

Table - Existing pedestrian comfort levels

AM Peak Flow

PM Peak Flow

01 Reference number

3.5 Cyclist Movement

Cycling has become an increasingly important consideration in building design over the past few years, as the numbers of people cycling as part of their transport, exercise or leisure routines has continued to grow.

This increase is especially noticeable throughout central London, where cycling is seen as a healthy and efficient way to replace tube or bus journeys - something that has become much more relevant in response to the COVID-19 pandemic. Cycling has the potential to substitute for short car trips, particularly those less than five kilometres in length however many people will cycle longer distances.

The Proposed Development at Euston Tower has considered cycling from the outset of the design process and has made the delivery of a best-in-class cyclist experience an intrinsic part of the development. The diagram opposite illustrates both the site and some of these networks.

The cycling provisions proposed as part of the Euston Tower scheme are illustrated in more detail in later chapters of this document, and underline both British Land and the Design Team's commitment to providing world class cycling facilities designed around cyclists and their needs.

Many roads near to the site are marked as suitable or signed for cyclists and include lanes and advanced stop lines (ASLs) at each arm of the Hampstead Road junction / A501 Euston Road signalised junction. Hampstead Road provides cycle lanes, whilst Longford Street / Drummond Street are quieter local roads recommended for cyclists. In addition, to the south, there is a network of routes that are signed or marked for cyclists and connect the site with Marylebone, Fitzrovia and central London.

The development is conveniently located in terms of cycle accessibility with a number of local facilities and amenities accessible by cycle using the network of cycle routes in the vicinity of the site. There are a number of local cycle routes within proximity of the site, the nearest being Cycleway 27, which provide connections between Hammersmith in the west to Clapton and Homerton in the east via Paddington, Angel, Islington and Hackney.



Diagram - Existing and proposed cycle networks

3.6 Highways & Transport

Euston Tower sits at the corner of Euston Road (A501) to the South and Hampstead Road to the East.
It is bordered on the north by Brock Street and by Regent's Place Plaza to the west.

Servicing and vehicle movements around the site have been an important consideration in the design of the Proposed Development. Currently, the Euston Tower servicing and delivery is provided through a shared basement running under the entire Regent's Place Estate accessed via a ramp directly from Longford Street to the North – this basement includes a shared loading bay providing access to various buildings within the Regent's Place Estate including the Euston Tower.

Cycle

There are a number of publicly available Sheffield stands in the surrounding public realm, providing 78 cycle parking spaces. Brompton lockers are also provided within Regent's Square, allowing pedestrians to rent Brompton bikes for £5, up to 24 hours at a time.

Rail and Underground

The Site has a PTAL rating of 6b, indicating 'excellent' transport connectivity. The Site is mainly served by Warren Street Underground Station (south), Euston Square Underground Station (east) and Great Portland Street Underground Station (west). There are also several bus routes that serve the site along Euston Road (south) and Hampstead Road (east).

Bus

The Site is located in close proximity to a comprehensive level of bus provision. The closest bus stops are situated on Hampstead Road, to the east of the site, which provide access to bus routes 24, 27, 29 and 134. Euston Road bus stop to the south of the Site provides access to bus routes 18, 30 and 205. The local bus stops provide access to 148 bus services per hour.

For more details on the proposal's approach to highways and transport, please refer to Chapter 10: Technical Summary as well as the Transport Assessment submitted by Velocity in support of this application.



Diagram - Existing highways network

3.7 Daylight & Sunlight

Throughout the design of the Proposed Development, detailed technical analysis has been undertaken in order to test and limit the adverse daylight and sunlight effects of the Proposed Development on the surrounding residential properties.

Technical analysis has been undertaken by reference to the BRE Guidelines 2022. The scheme has undergone an iterative process of massing optimisation that has informed the final massing for which permission is sought.

The calculations used to conduct the analysis are based on a 3D contextual model created from surveyed point cloud data, and site photographs alongside the submitted drawings.

The following 28 residential properties have been included within the scope of the analysis:

1. 17-33 William Road
2. Schafer House, University College
3. 164-166 Drummond Street
4. 175 Drummond Street
5. 40-60 Hampstead Road
6. 1-6 Tolmers Square
7. 183 North Gower Street
8. Euston Square Hotel
9. Warren Court Euston Road
10. Lizmans House, 321 Euston Road
11. 63-68 Warren Street
12. 62 Warren Street
13. 60-61 Warren Street
14. 59 Warren Street
15. 58 Warren Street
16. 57 Warren Street
17. 56 Warren Street
18. The Grafton Hotel
19. 8 Warren Street
20. 9 Warren Street
21. 10 Warren Street
22. 11 Warren Street
23. 12 Warren Street
24. 13-14 &118-120 Whitfield Street
25. 15 Warren Street & 161 Whitfield Street
26. 16 Warren Street
27. 17 Warren Street
28. Duches House, 18-19 Warren Street

For more detailed information, please refer to “Chapter 10.6 - Daylight & Sunlight Analysis” as well as the Daylight, Sunlight and Overshadowing report prepared by Point2 submitted as part of this application.

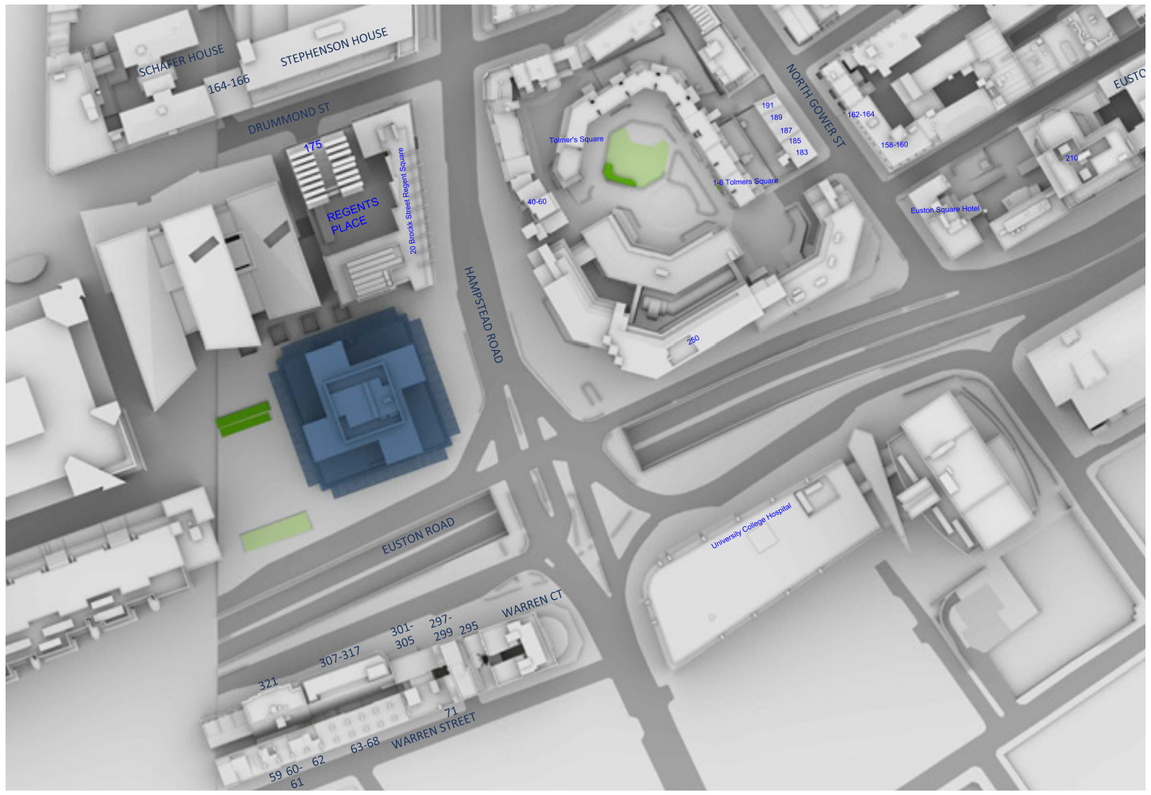


Diagram - Plan view of existing Euston Tower in DLSL model



Diagram - Axonometric view of existing Euston Tower in DLSL model

3.8 Wind Conditions

Arup's Wind Engineers have been working with the design team throughout the design process to provide both qualitative and quantitative assessments and advice. The addition of any new tall building into the built environment will alter the wind environment around it. Good wind microclimate conditions are necessary for creating outstanding public spaces for all.

Adverse wind effects can reduce the quality and usability of outdoor areas, and lead to safety concerns in extreme cases. Physical wind tunnel testing (undertaken by Arup and RWDI) and computational fluid dynamics modelling (undertaken by Arup) have been used to develop the architectural form and associated public realm in line with Microclimate guidelines. Images from this testing are included opposite.

The baseline conditions across the existing site and the surroundings have been defined using wind tunnel testing to provide a detailed, quantitative assessment. Mean and peak wind speeds have been measured for both the windiest (normally winter) and summer seasons.

Some of the key considerations relating to wind mitigation for the Proposed Development are outlined below:

Height: Any new massing above the existing surroundings can cause volumes of air to be deflected down as well as up and around.

Building plan shape: Aligning any new building with prevailing winds may be helpful.

Steps/podiums: May help keep winds above ground level.

Canopies: May be louvred and used with podiums to reduce wind from reaching ground level without throwing the wind issues off-site. Louvred canopies are sometimes highly effective at redirecting wind. Louvres may be horizontal, angled or vertical.

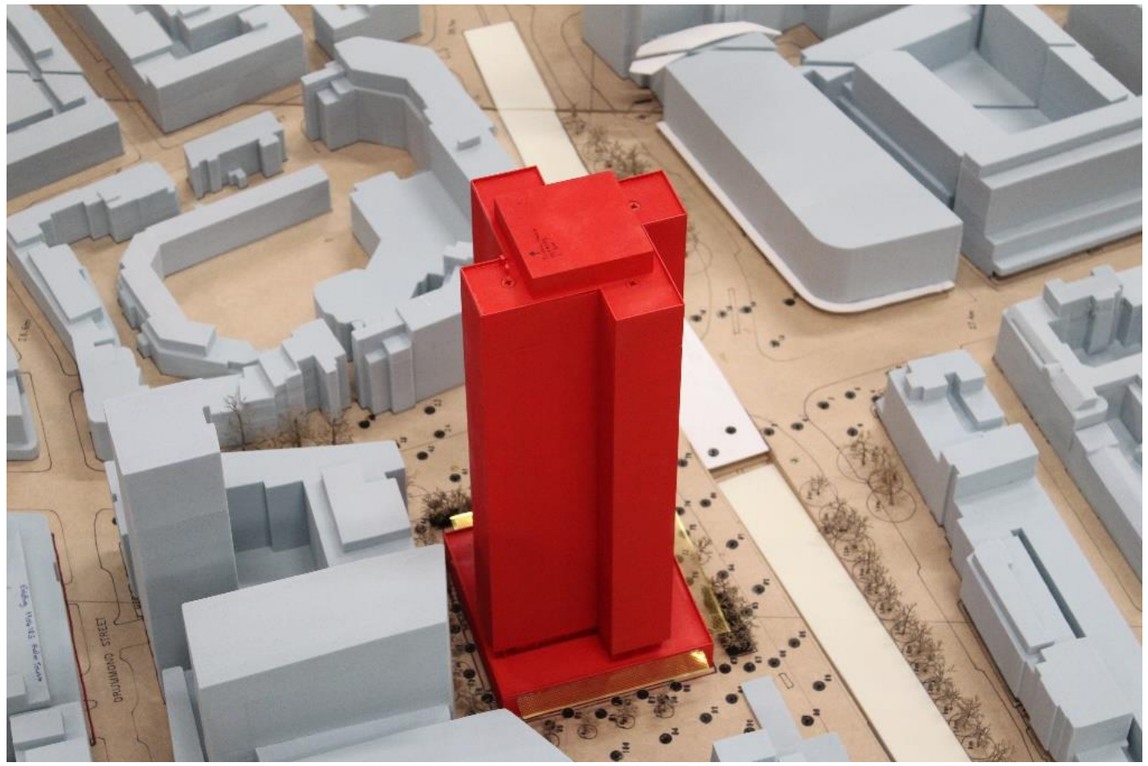
Ground-level mitigations: This could include trees, shrubs, public art, way-finding signs or other screen elements.

A comparison of the existing and proposed site wind conditions can be found in Chapter 10.1 Designing for Wind.

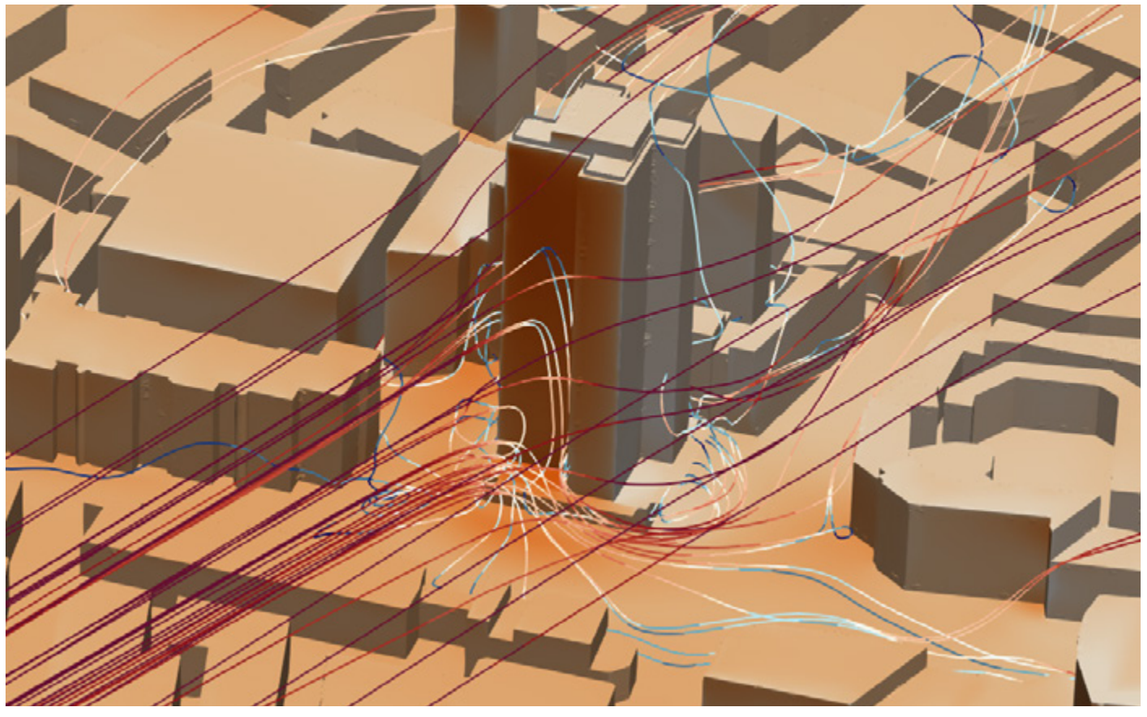


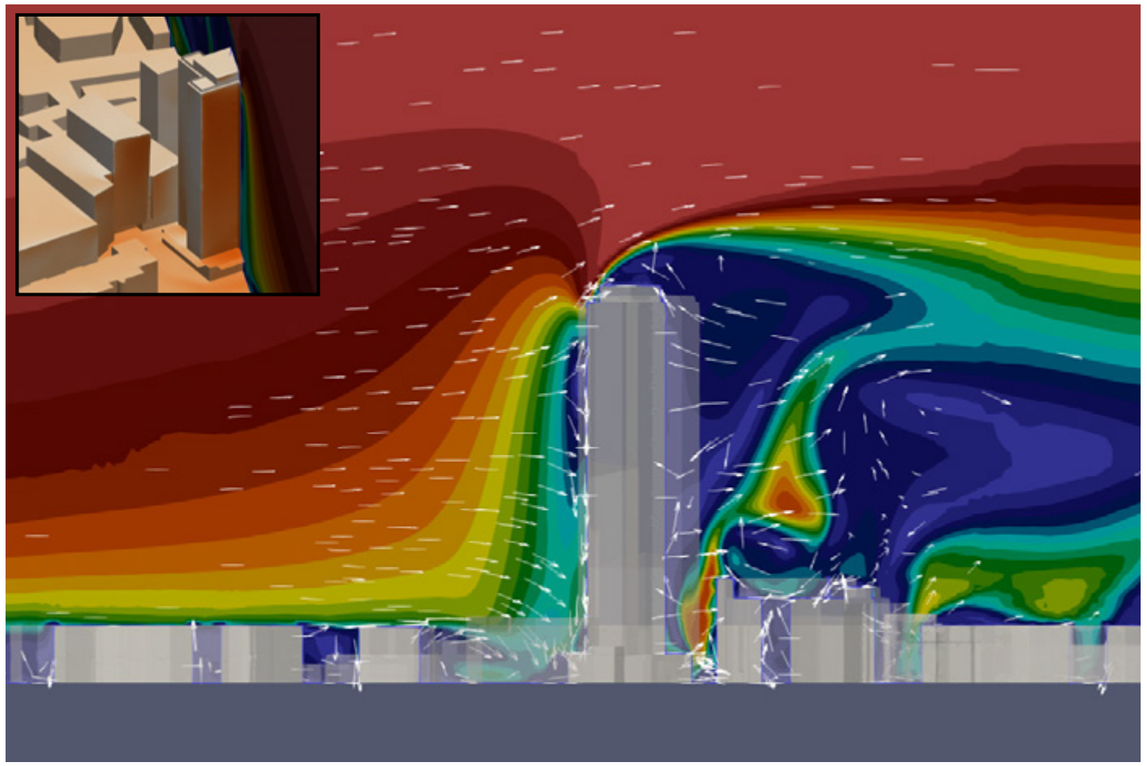
Photograph - Euston Tower wind mitigation canopy, installed early 2000s





Photograph - Euston Tower wind tunnel testing





Digital model - CFD testing the existing building demonstrating pressure differentials and downdraft

4.0
CONCEPT

Verified View - Proposed Euston Tower from Tottenham Court Road, south of the A5204 - teal overlay

4.0 Concept

This section of the report summarises the conceptual approach to the Euston Tower design proposal, key design strategies, building programme and materiality.



Photograph - Early conceptual plaster cast model

4.1 Contextual Approach

A thorough understanding of context as outlined in the preceding chapter has been fundamental to the evolving Euston Tower proposals. This contextual analysis has helped define a framework within which the Proposed Development has evolved and evaluated against to ensure the resultant proposals respect and reinforce the surrounding context.

The key design principles as defined in Chapter 1 and responding to the project missions, operate at a range of scales and timeframes. Driven by these key design principles, the contextual approach is proposed to operate at these scales; the city scale, the human scale and the tactile scale.

The photographs opposite reference the setting for these three scales at which the design team have approached and responded to the context and set the scene for the following pages, which outline how these different scales have informed the design concept for the Proposed Development.



City Scale - The Tower

Photograph - View of existing Euston Tower from the summit of Primrose Hill



Human Scale - The Podium

Photograph - View of existing Euston Tower along Hampstead Road



Tactile Scale - The Colour, Materiality and Durability

Photograph - Close-up view of existing Euston Tower facade

4.2 Scales of Contextual Approach

City Scale - The Tower

The height of the Proposed Development is informed by the height of the existing tower, currently the second tallest in the borough and surrounded in its immediate context by significantly lower buildings. The Proposed Development therefore has the opportunity to enhance, the evolving skyline of the city and continue to act as a landmark tower for Camden from all four directions.

The Proposed Development's sensitivity to this 360 degree visibility results in a distinctive form that addresses north, south, east and west completely, eliminating the need for a 'back' elevation. The distinctive form is consistent from each direction whilst remaining coherent and recognisable on the skyline. The surrounding mid-rise buildings allow for the Proposed Development to acknowledge its immediate context through articulation and massing, especially in long-views such as from Regent's Park and Primrose Hill.

Human Scale - The Podium

A podium is proposed upon which the tower sits and is an opportunity for the Proposed Development to relate to the local context at a more human scale. Datums in plan and section taken from the surrounding built fabric allow the proposed massing to sit more harmoniously within its context and create a more coherent streetscape for the pedestrian.

The podium acts as a transition between the tower and the ground level and as such can mediate the division between the workspaces and the public realm. Following the key design principle around social sustainability as outlined in Chapter 1, the concept for the podium is a truly welcoming, inclusive and engaging space for the local community. This creates a new, permeable, accessible multi-level podium that responds to the local social context.

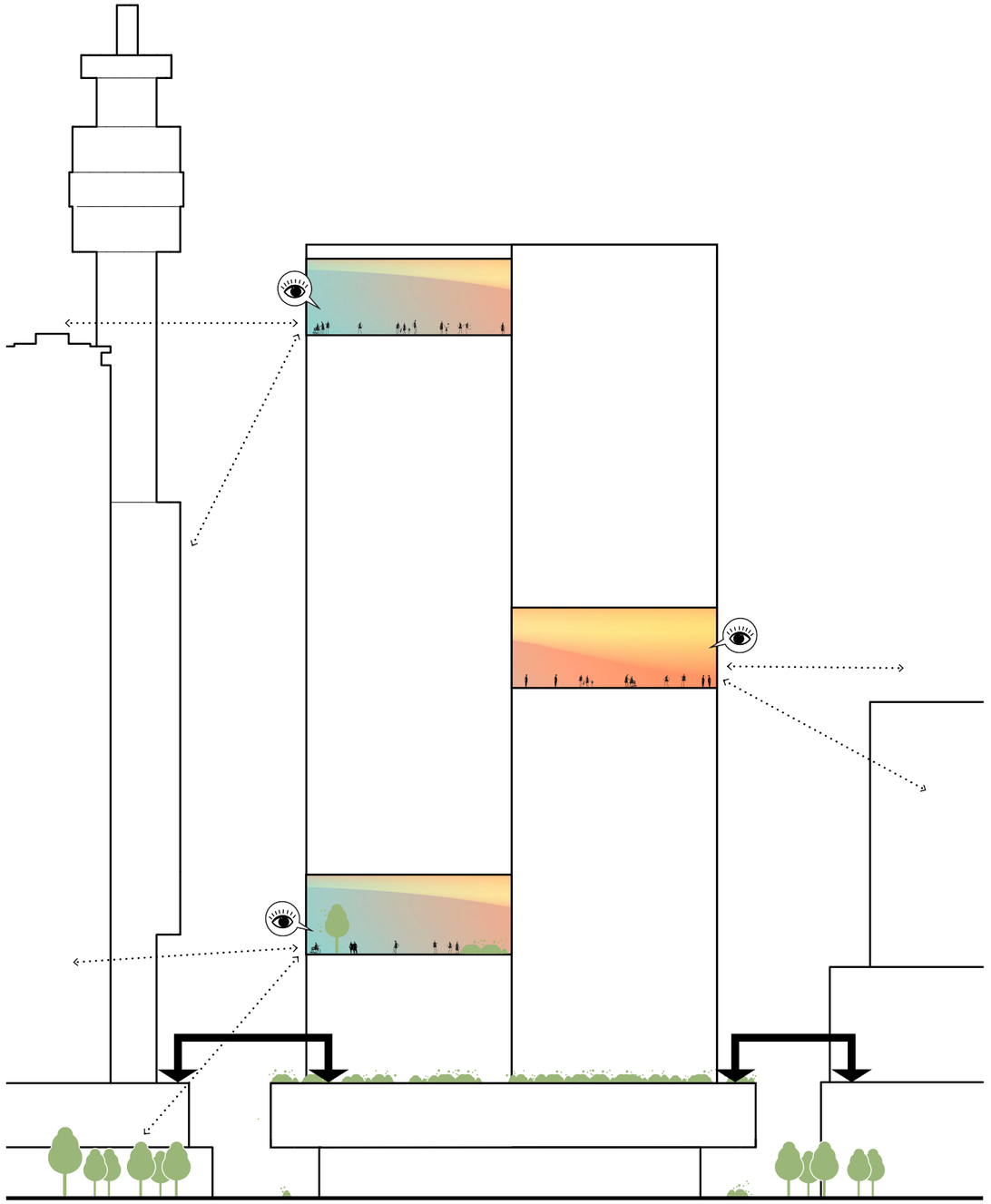
Tactile Scale - Colour and Materiality

The Proposed Development's tactile scale refers to the character and tones of the immediate context that have defined the approach to facade design, colour and detailing. This scale is important, as successfully responding to it allows the Proposed Development to integrate within their surroundings.

Taking cues from the warm colour palette and tactile materiality of the local red and brown brick built fabric, the Proposed Development's approach to materiality seeks to relate to the architectural history of the area, using durable and robust materials that embrace weathering, patina and aging to mature over time.

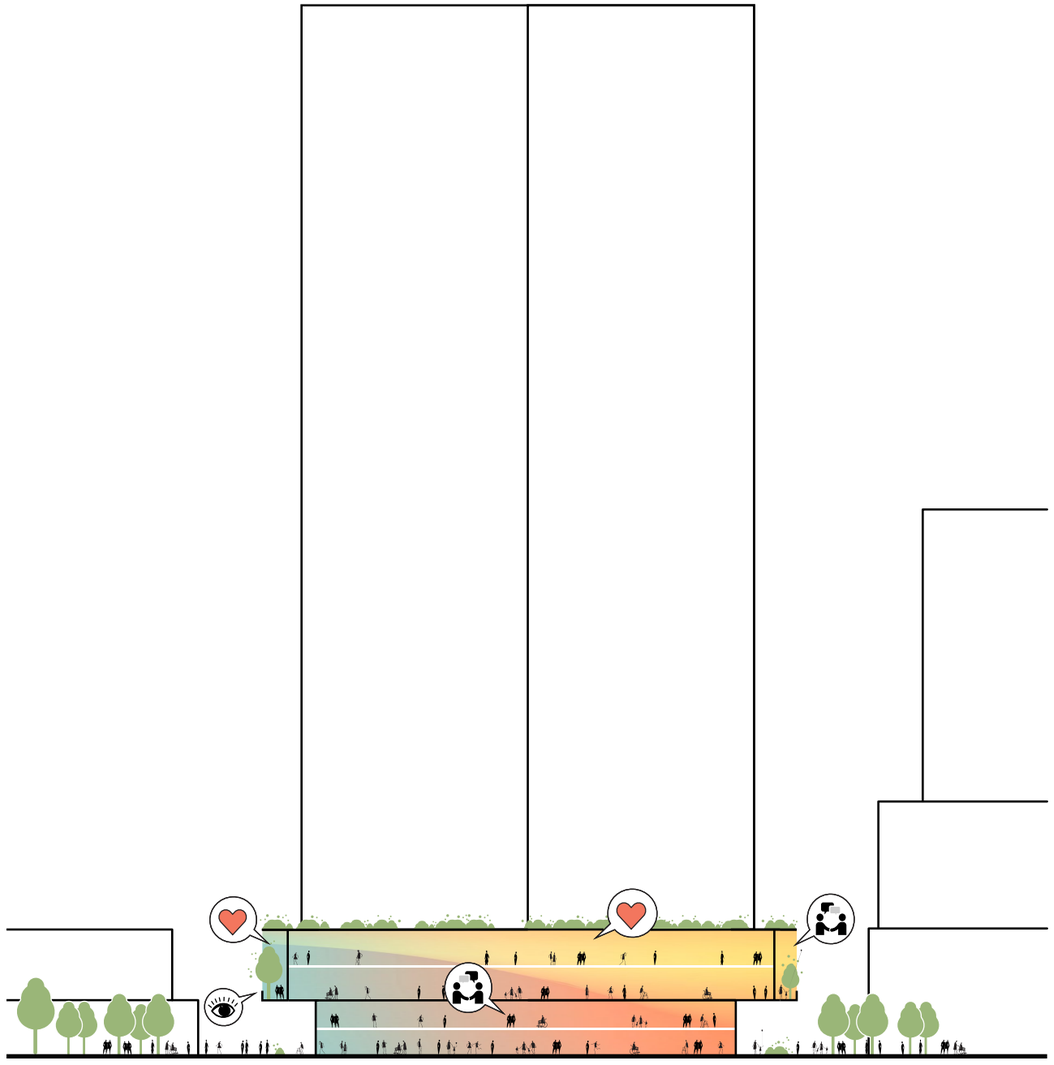
Referencing the materiality and appearance of notable buildings in Camden, in particular Centre Point and Space House, the contextual approach proposed for Euston Tower allows the facade elements to present a sense of solidity and carved sculptural form within their detailing and tectonics.

The following pages outline these different scales of contextual approaches in more detail.



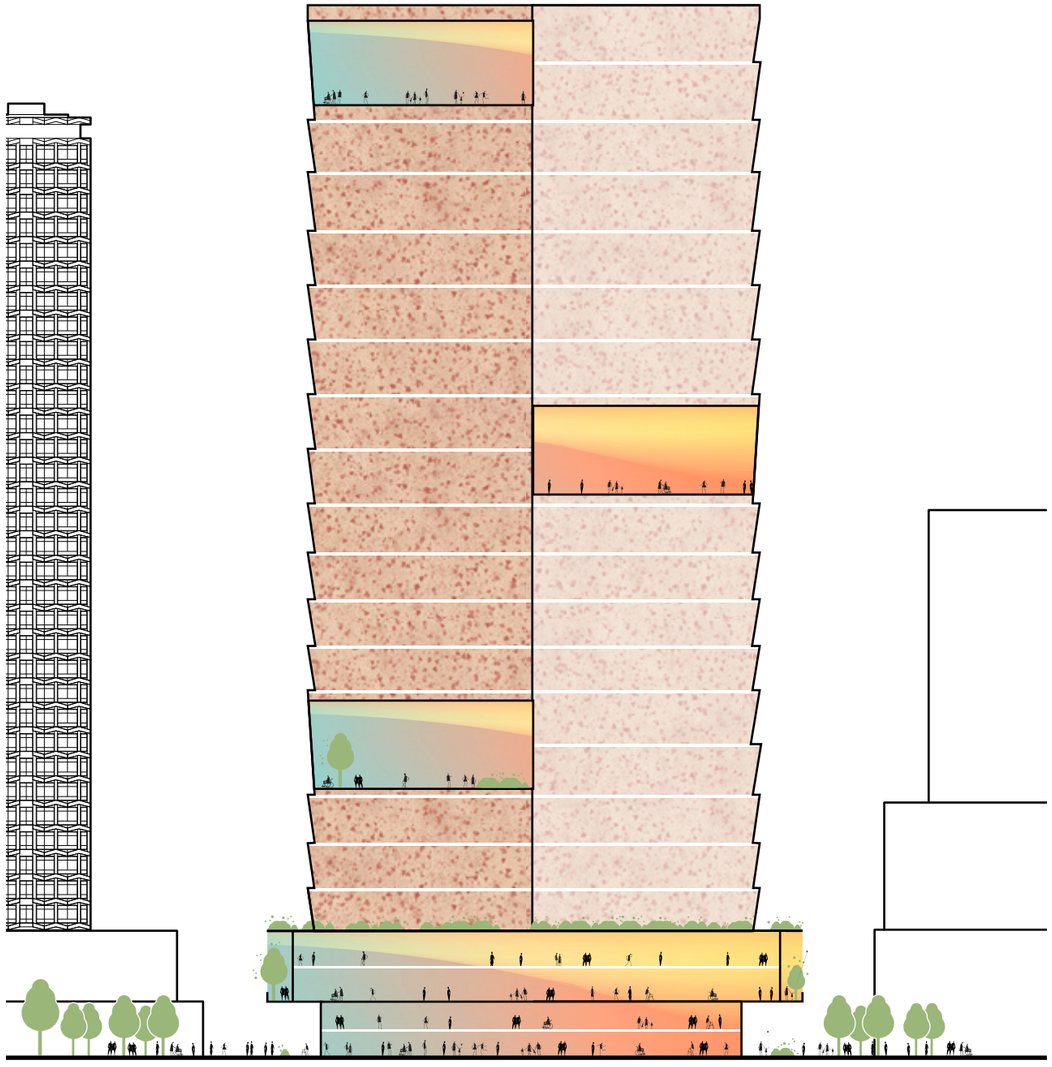
City Scale - The Tower

Diagram - City Scale: the tower massing should respect and enhance the city and Camden skylines



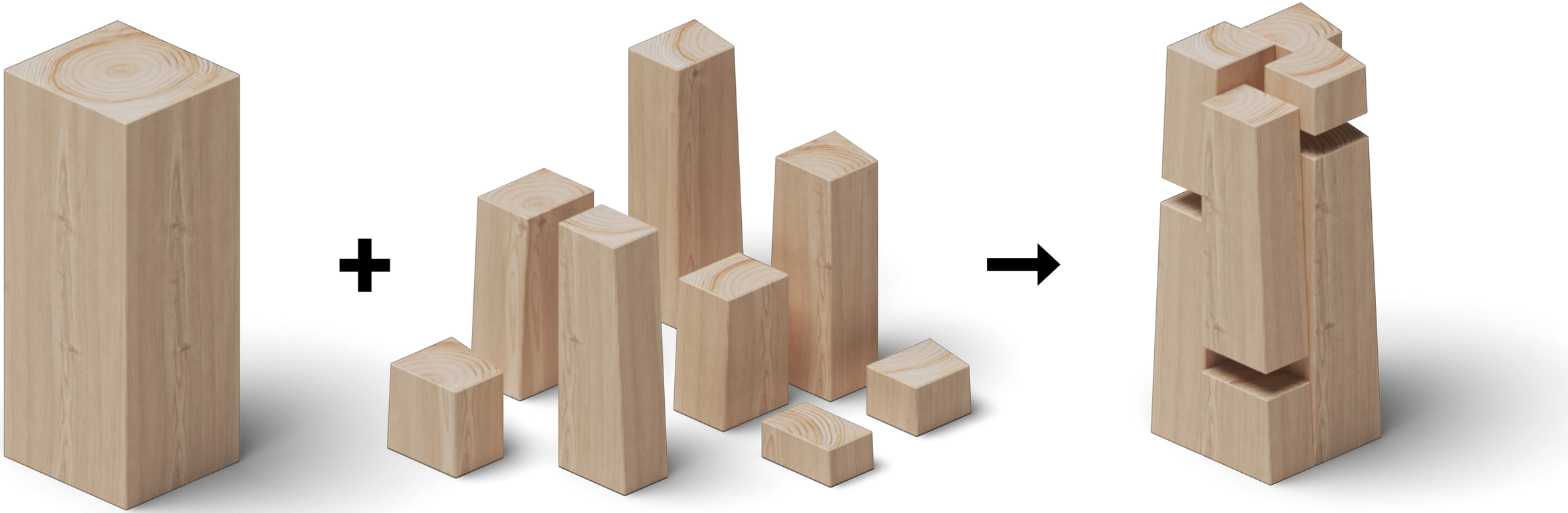
Human Scale - The Podium

Diagram - Human Scale: the podium should be a welcoming and inviting public space for the local community



Tactile Scale - The Colour and Material

Diagram - Tactile Scale: the proposal should have a contextual, robust approach to materiality, colour & adaptability



One

Many

Connected Vertical Neighbourhood

Diagram - Developing the four quadrants concept

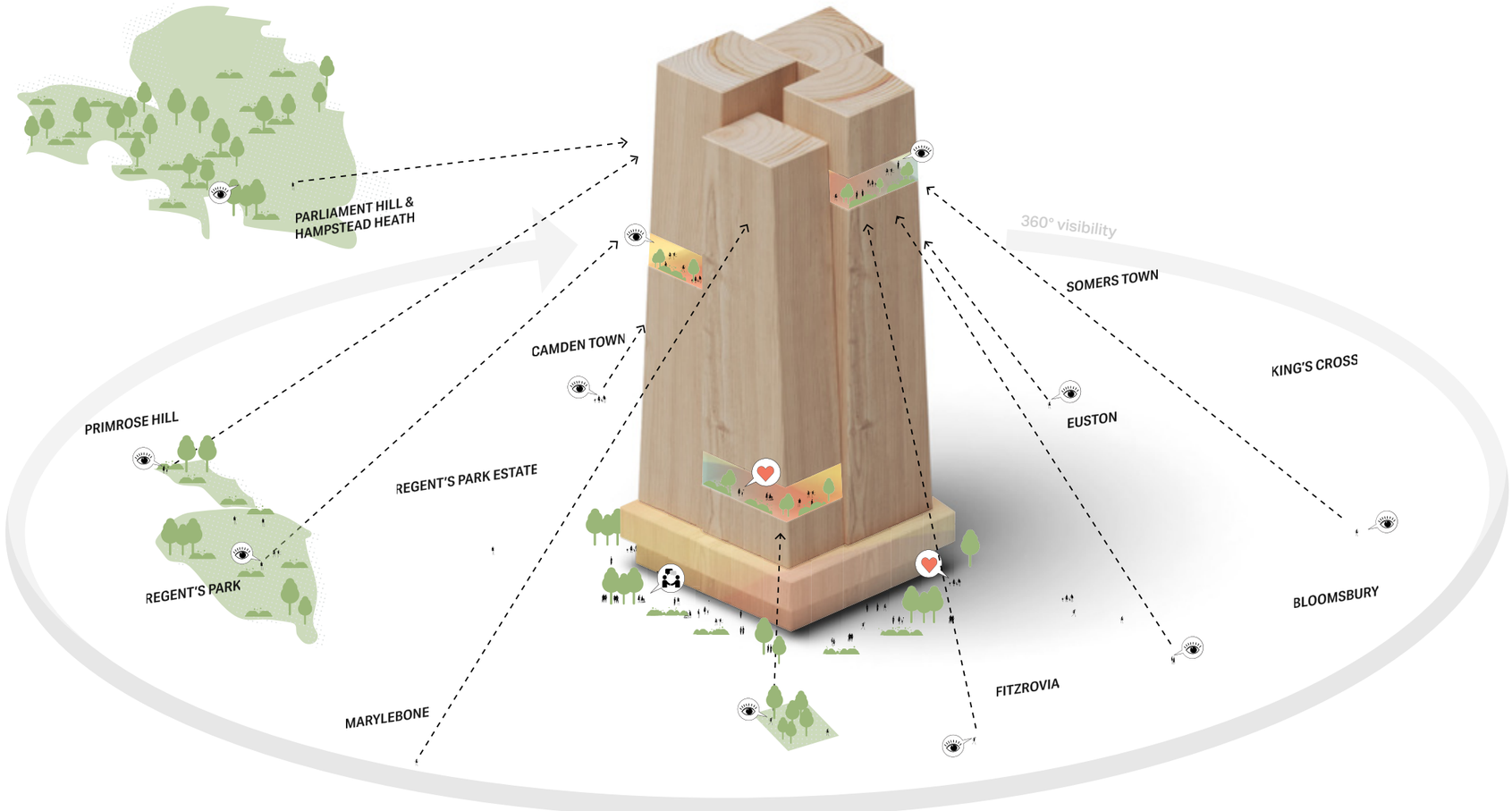


Diagram - Four tower quadrants provide a consistent and recognisable form when viewed from all sides

4.3 City Scale: Massing Concept

The conceptual approach for the Proposed Development seeks to challenge the typical tower typology and create a landmark building for Camden, commensurate with its location and prominence in the borough.

In opposition to a conventional extruded volume, the conceptual massing approach for the Proposed Development focuses on splitting up the vertical massing to break down the scale of the building. In order to reflect the visibility of the proposals from many viewpoints across London, a massing concept has been developed with the intention of creating a coherent form when viewed from all directions.

The concept proposes that the Proposed Development is comprised of four quadrants, connected and tapering in form, to create a dynamic and distinctive massing that is consistent in approach across all elevations. Inspiration has been taken from the way in which the pinwheel plan of the existing tower breaks down the massing into vertical sections, emphasizing the building's verticality through its form. The concept, inspired in part by the pinwheel form of the existing tower, drives the architectural approach and creates a resolved massing strategy whilst allowing the articulation of the form and facade to respond to the immediate context.

The tapering of the alternate faces of the quadrants has a slimming effect and means three quadrants are visible on each elevation, reinforcing the vertical proportions of the massing. The tapering form has the additional effect of drawing the eye upwards, further emphasising the verticality.

Differentiation across the elevations is proposed through applying double-height cuts in the massing at the heights of adjacent buildings to allow each quadrant a contextual response. This creates four unique elevations that respond to their immediate surroundings. The intention within this concept is for the cuts to create special activated moments up the facade with the potential to be used as amenities for the occupiers of the building.

These horizontal cuts in the massing create an architectural character of stacked volumes, both horizontally and vertically, that combine to form a connected vertical neighbourhood; responsive to its context and unified by a coherent conceptual approach to the massing.

4.4 Conceptual Approach in Plan

A central core is fundamental to the Proposed Development's conceptual approach in plan as it allows the building to address each direction equally, corresponding to the 360 degree visibility of the site from across the city. A central core allows for maximum levels of daylight within the floorplates, creating excellent workspaces with impressive panoramic views north, south, east and west. Levels of daylight are further increased through an enhanced floor to ceiling height, commensurate with a high-quality office space.

An expanded floorplate provides a flexible, modern workplace with the opportunity for double height spaces to be created along the facade. The quadrants in plan allow for flexibility in space planning, such that workspaces can be broken up into clusters or operate as one, continuous floorplate.

The servicing strategy is integral to the overall 'four quadrant' building concept. The four air handling units required per floor throughout each element of the Proposed Development serve to divide the four quadrants in both plan and elevation, expressing the ventilation requirements of a modern office and lab-enabled commercial building on the exterior. A focus on reducing carbon and energy use has driven this servicing strategy, for more detailed information please see Chapter 4.9 Servicing Concept.

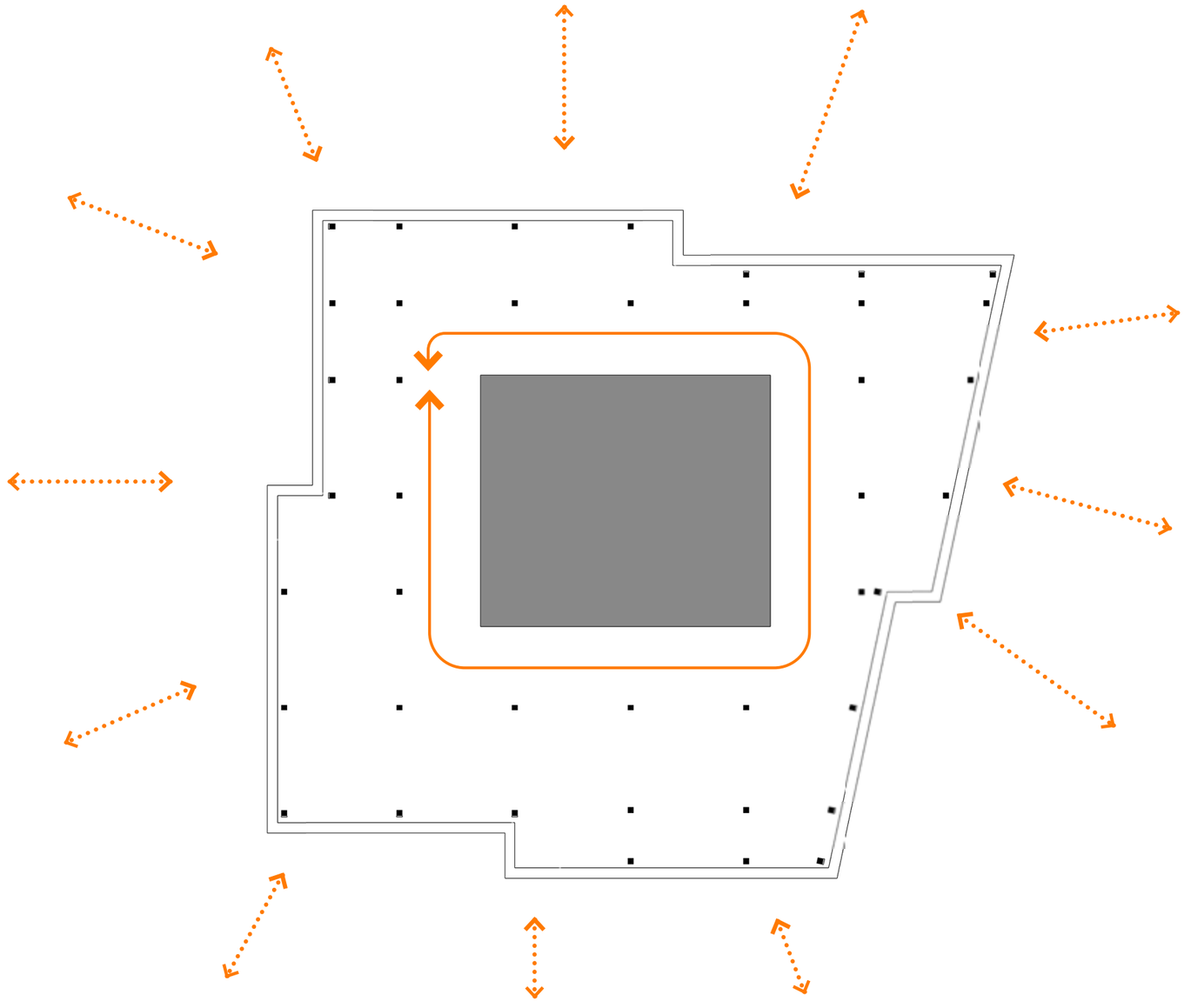


Diagram - Central core allows for 360 degree views and daylight across the floorplate

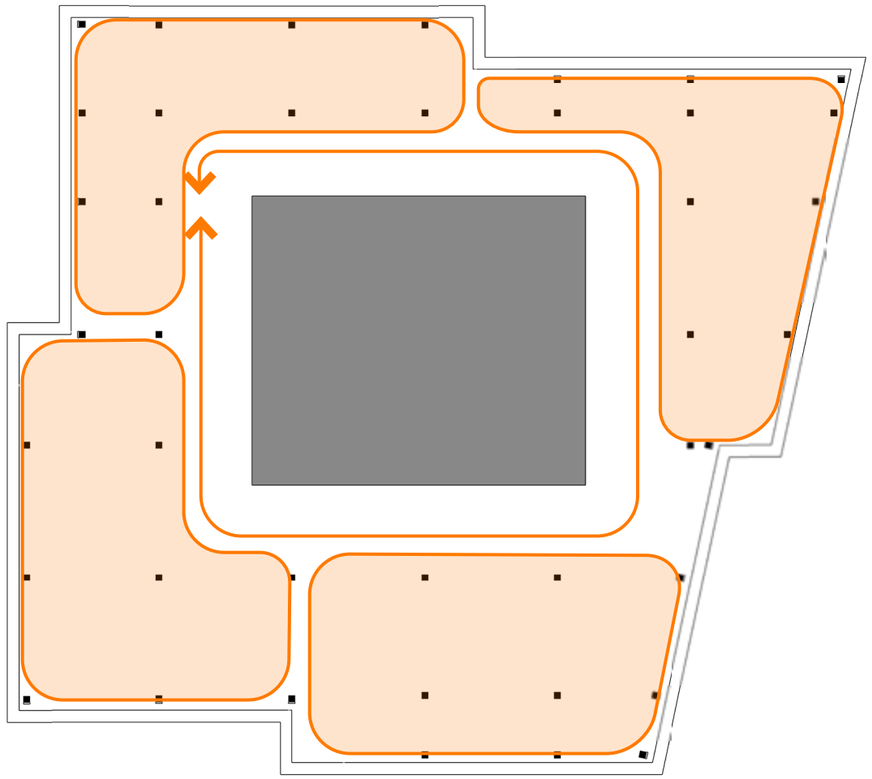


Diagram - Expanded floorplate creates large, high-quality workplace areas with flexibility for double-height spaces

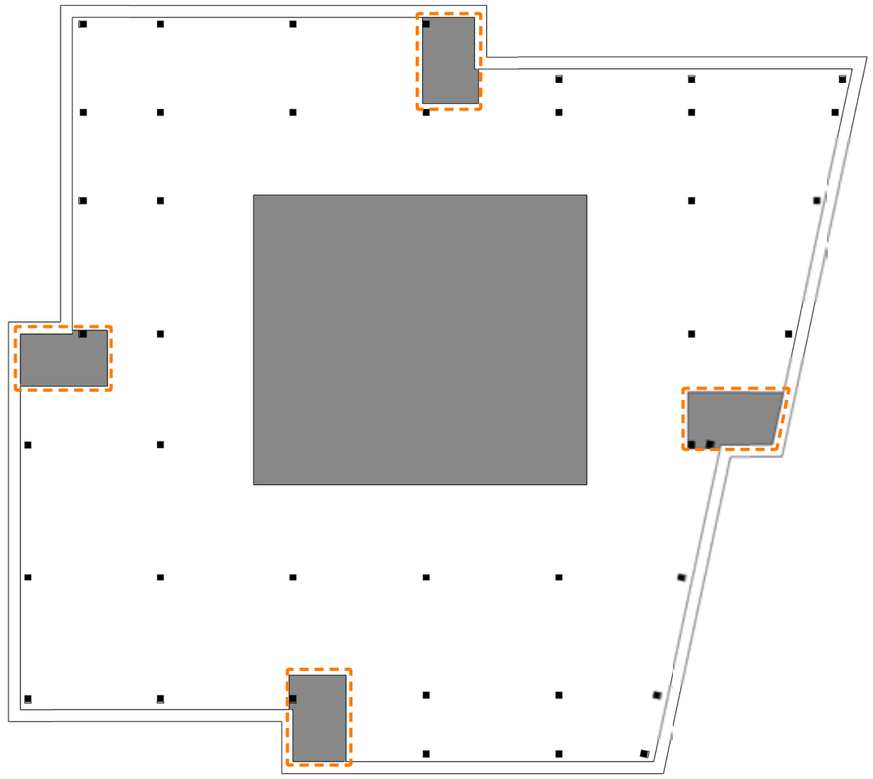


Diagram - Efficient perimeter air-handling units are expressed on facade

4.5 Human Scale: The Podium

At a local level, the proposed massing for the podium intends to recognise the levels and datums set by its immediate context. 175 Drummond Street to the north creates a 5 storey datum through its fins and the location of Gary Hume's Pecking Bird (2009) public artwork, setting a reasonable limit to the height of the podium, upon which the tower will sit and respond to the wider city scale as outlined on the preceding pages. This datum follows through as the comparative height of buildings across to the northern end of Tottenham Court Road, thereby contributing to a more coherent conclusion to the Hampstead Road street elevation and reinforcing, in massing terms, that north-south connection.

In contrast to the existing Euston Tower, the concept is to significantly open up the lower levels, creating a permeable, accessible and engaging podium over multiple floors that offers a variety of safe, inclusive, connected and sustainable spaces for Camden's communities. Importantly this also includes significantly improving the microclimate around the site. This concept requires a public realm that provides compelling routes into the podium's multiple levels that are easily navigated and fully-accessible for all. The public realm is therefore envisaged as a landscape that encourages the flow of people into and around the building.

Providing the threshold between the public realm and the workspaces in the tower, the podium is conceived as a way of focusing and anchoring community activity in the building, by creating a framework for public use and a compelling community offer in the ground, first and second floors. The concept for the community offer centres around the vision for the building as a focal point for life-science, technology and innovation within Regent's Place, anchoring it on the western edge of the Knowledge Quarter, with the ambition to provide pathways into those fields for local residents. These principles for the proposed programming and use of this space are set out in more detail in the Euston Tower Public Space Strategy document submitted in support of this application

The 'Day in the Life' diagram opposite exemplifies this aspiration - through an open, inviting and welcoming podium connecting life-science and technology focussed workplaces in the tower and an intriguing, greener public realm, the proposals are able to provide spaces that respond to local needs and unlock a range of benefits for local community members of all ages.

A Podium Which Responds To Context

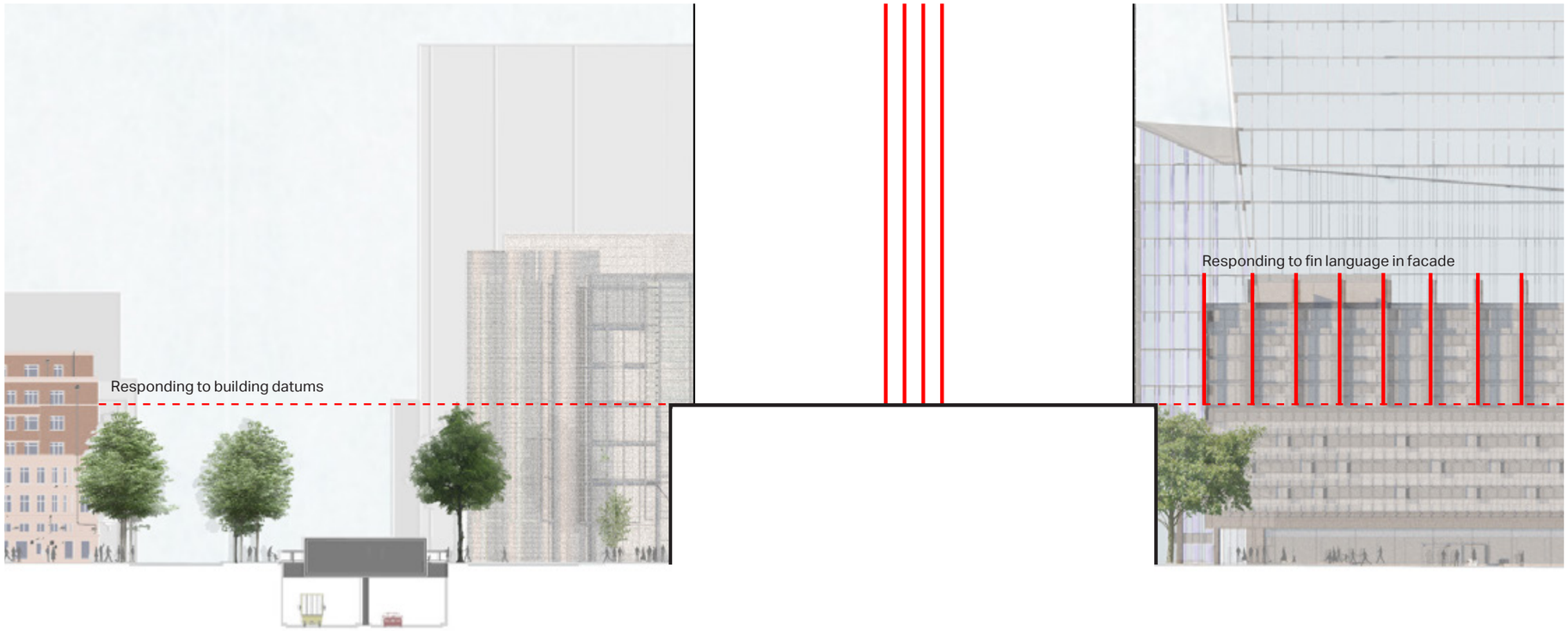


Diagram - Podium height responds to datums set by adjacent buildings

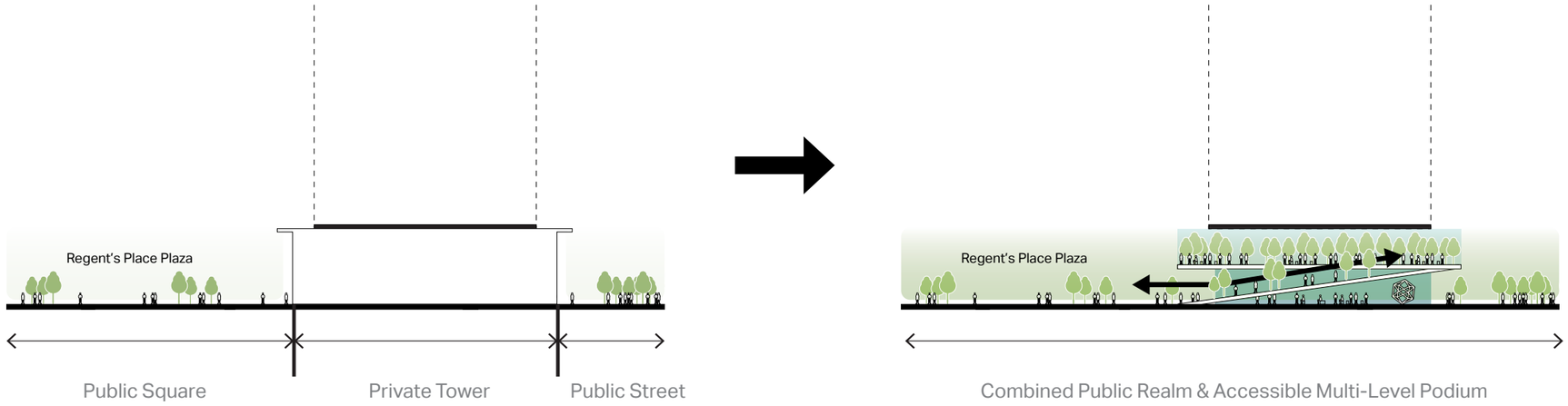


Diagram - An accessible and multi-level public podium concept

5. GROW

SCIENTIST

EUSTON TOWER CREATES AN ECOSYSTEM FOR BUSINESSES TO CONNECT AND GROW

4. CONNECT

GRADUATE

BEGIN A CAREER IN SCIENCE AND TECHNOLOGY IN THE LAB-ENABLED ACCELERATOR SPACE CATERING TO START-UPS

6. SHARE

MENTOR

KNOWLEDGE SHARING AT THE TOWER CAN INSPIRE THE NEXT GENERATION OF SCIENTISTS

3. LEARN

YOUNG PERSON

PUBLIC EVENTS AND PARTNERSHIPS BETWEEN COMMUNITY AND KNOWLEDGE QUARTER ORGANISATIONS EXTEND INVITATIONS TO YOUNG PEOPLE TO EXTEND AND DEEPEN THEIR EXPERIENCE

1. 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

2. INSPIRE

CHILD

LOCAL PROJECTS AND NEIGHBOURHOOD CHALLENGES OFFER HANDS-ON AND PRACTICAL OPPORTUNITIES TO GET INVOLVED AND SPARK INTEREST IN SCIENCE AND TECHNOLOGY

Diagram - 'Day in the life' concept diagram

4.6 Tactile Scale: Materiality & Colour

The townscape images to the right reflect the warm tones of the immediate context.

The conceptual approach to materiality and colour proposes utilising three characteristics, which are considered holistically in relation to the surrounding context. These three characteristics are outlined below:

Solidity and Robustness

In contrast to the existing tower, the Proposed Development should reflect a tactile and sculpted facade which is inspired by Camden's architectural heritage. An increase in solidity will aid the anchoring of the proposal in its immediate context. A carefully crafted facade, detailed to accentuate a cast three-dimensionality, will reflect the architectural language found elsewhere in Camden (significantly Centre Point with its sculpturally faceted pre-cast facade, situated at the opposite end of Tottenham Court Road) and therefore hope to create a building that is a landmark and of its place.

Colour and Materiality

Common to the surrounding brick buildings' warm tones, a singular, consistent colour will ensure harmony with the Proposed Development's surroundings. With this approach it is hoped to create a building which is responsive to its context.

Durability and Longevity

Creating a building which is timeless and futureproof is essential and the selection of materials which age well and retain their aesthetic qualities as the building ages is an important consideration. For example, colour and finishes should be consistent and not fade over time, nor be affected by sunlight or alkali.









Photographs - Materiality of the existing context

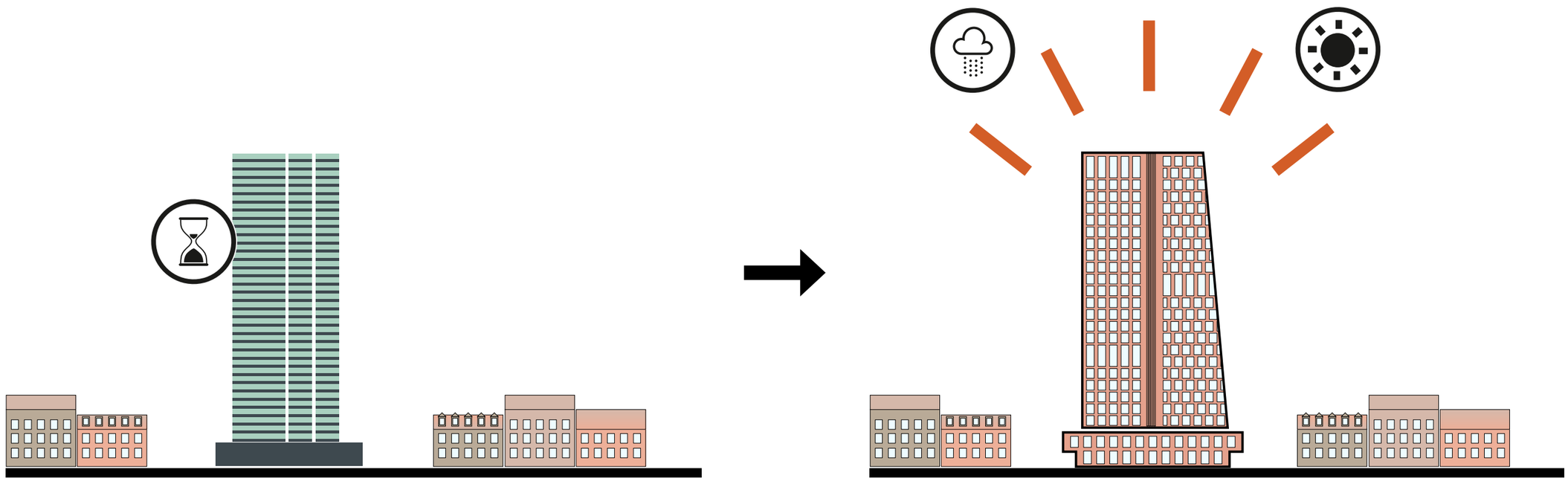


Diagram - Conceptual approach to materiality and colour to better integrate within the local Camden context

4.7 Programme and Uses

The Proposed Development can be subdivided into tower, podium, amenities spaces, vertical ventilation “breathing spines” and terraces.

A variety of programmes are provided between the tower and the podium. The tower provides a mixture of lab-enabled and office workspaces. The bottom third of the tower provides lab-enabled workspace and the top two-thirds of the tower provide office workspaces. Tower workspaces are punctuated by dedicated and shared double height amenity spaces. The podium provides lobby space for the tower workspaces above, a publicly accessible programme at lower levels of the building and accelerator space.

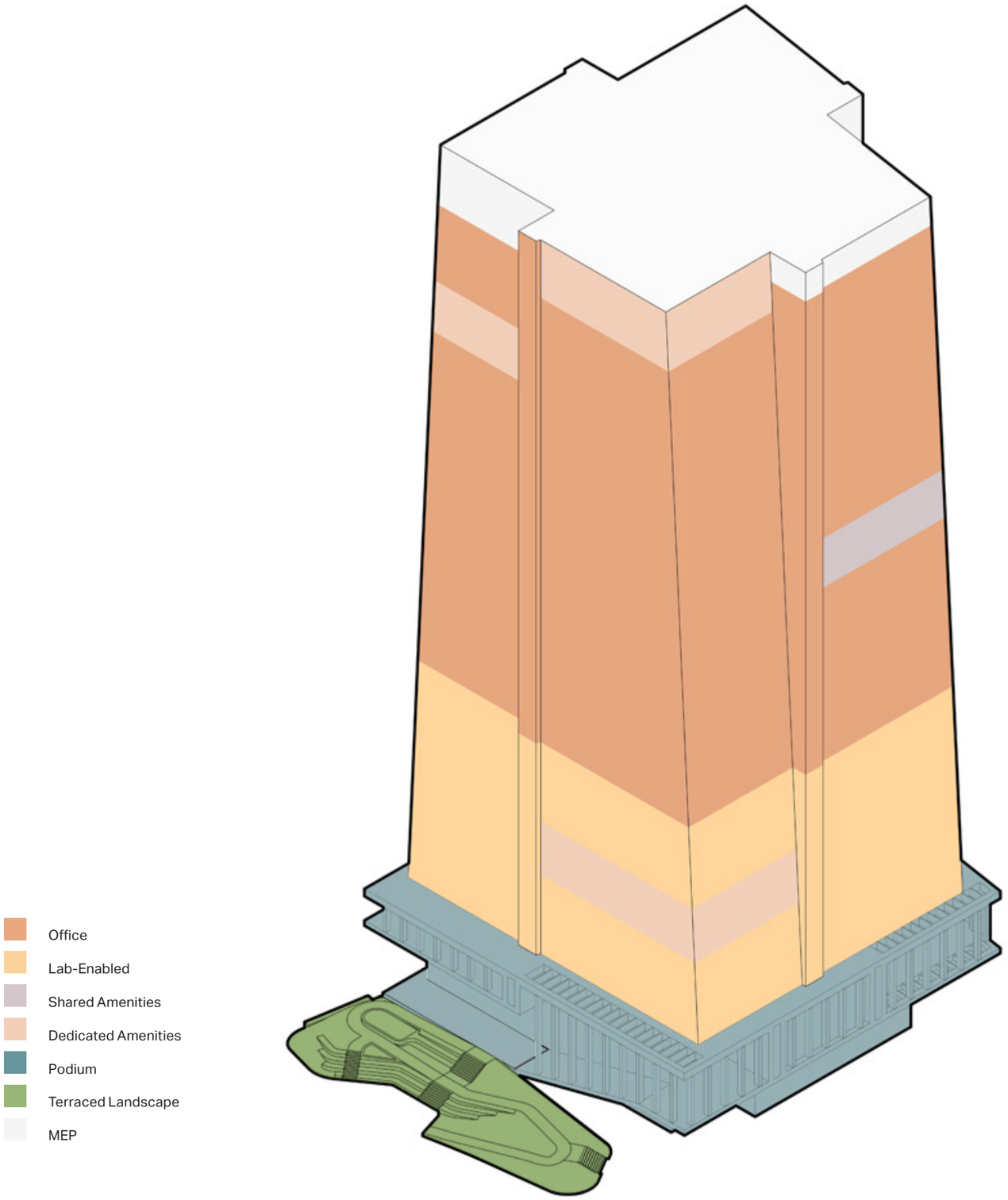
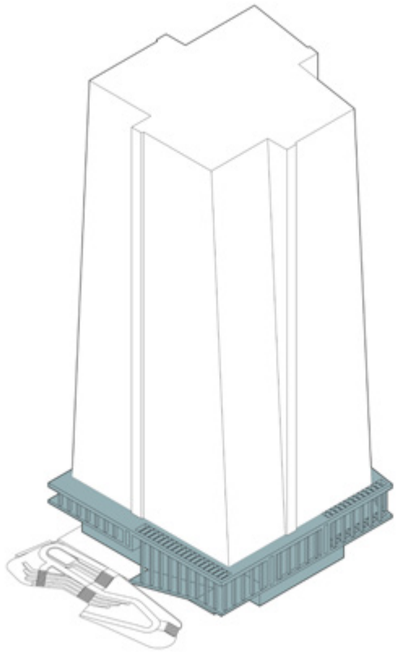
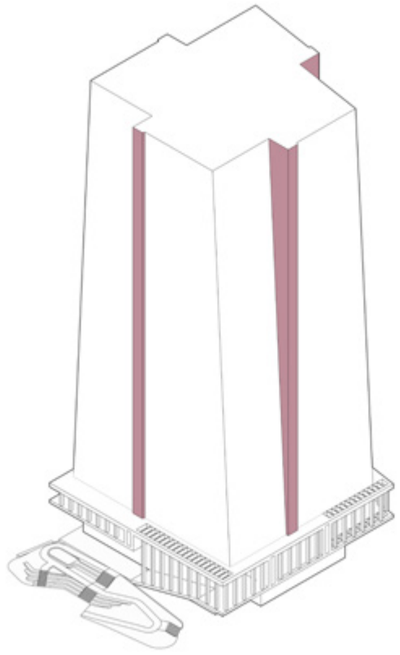


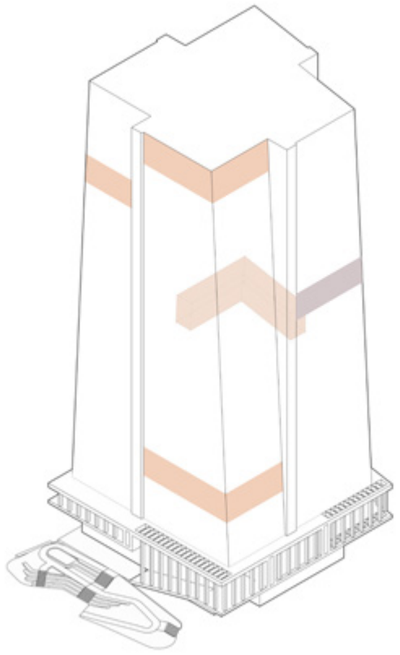
Diagram - Programme overview of proposed Euston Tower



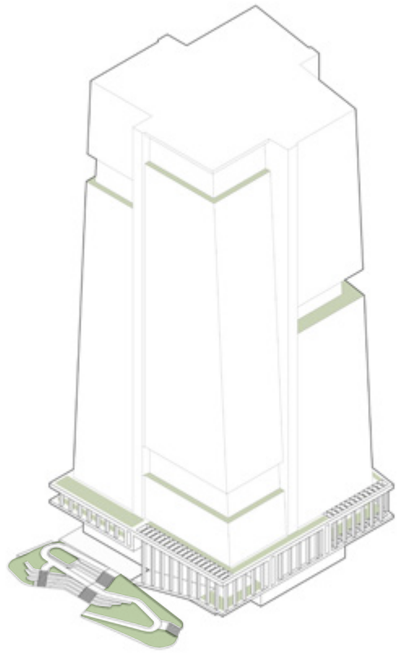
Podium



Breathing spines



Shared and dedicated amenities



Greening and terraces

4.8 Structural Concept

The structural design of the Proposed Development is driven by a number of key principles including:

- Sustainability
- Reuse of Existing Structure
- Long-Life and Adaptability
- Demountability
- Lab Enablement

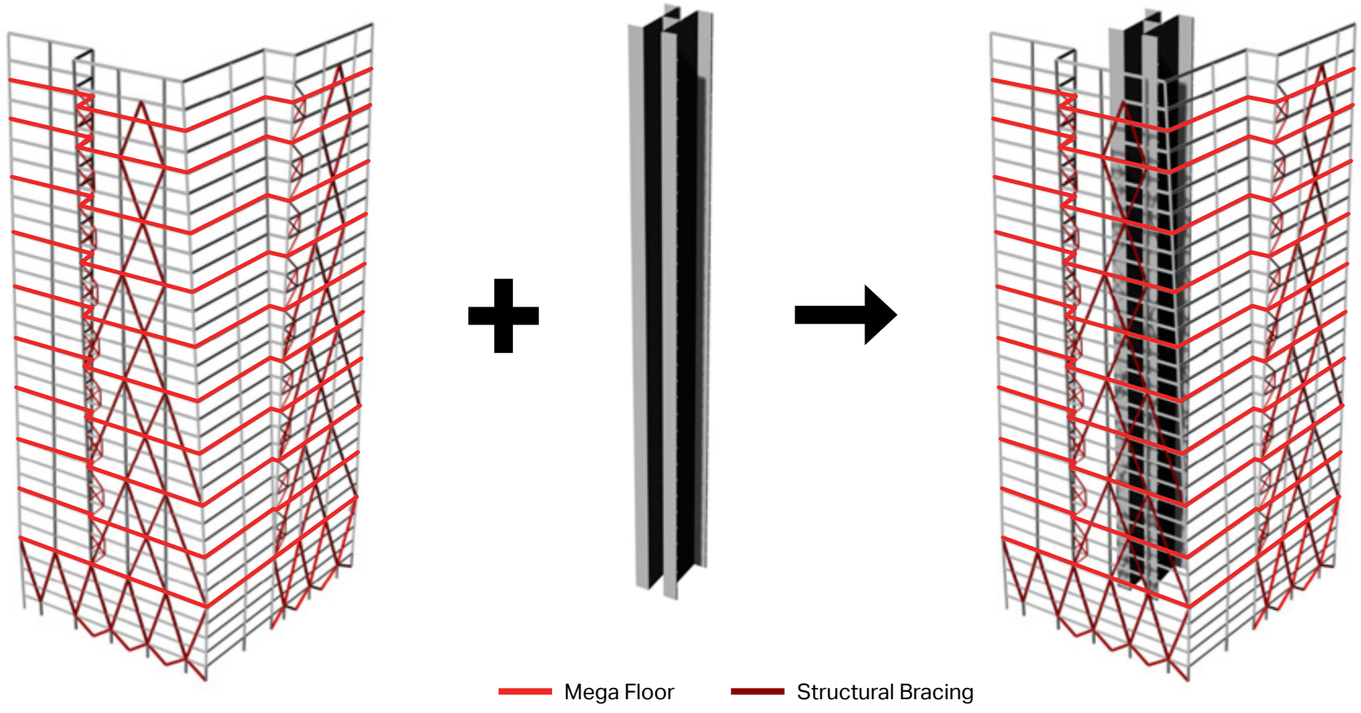
The existing floor-to-floor heights and column grids produce poor quality office space, that would not be a feasible offering in the market, for this location or for a building of this scale. However, the core, pile caps and dense arrangement of foundation piles have excellent potential for reuse. The existing foundations can support new structure directly above, but limited knowledge about the retained structure means there is very little scope for the new loading regime to safely exceed the old.

The expanded floorplates result in more wind load and the removal of existing walls means the stabilising capacity of the central core has decreased, requiring the stability system to be supplemented with perimeter bracing.

This perimeter bracing grants greater flexibility in the core, resulting in a soft core. The geometry and overall massing of the tower means that not all perimeter bays require bracing. If the vertical facades are braced, new wind load can be supported on new foundations outside the extent of the existing pile cap. For adequate wind load distribution mega floors are added which distribute the loads within the building resulting in a 'mega braced - mega floor' strategy.

As there is limited knowledge of the existing foundation system, the strategy is to put new loads as close to the existing loads as possible. The new grids have been designed so that new column lines broadly align with the existing.

Load spreading structure is used to translate the new column locations to the old column locations from L04 to the basement. The function of these trusses is to transmit the new column loads into the existing foundations in the same location as the existing columns loads, ensuring the new demands on the retained structure are less or equal to the existing. The new structure will comprise a steel frame, considered to be the most appropriate form of construction for the Proposed Development due to its light weight, speed and ease of construction, and future flexibility.



Perimeter braced frame **Existing central core** **Global stability system**

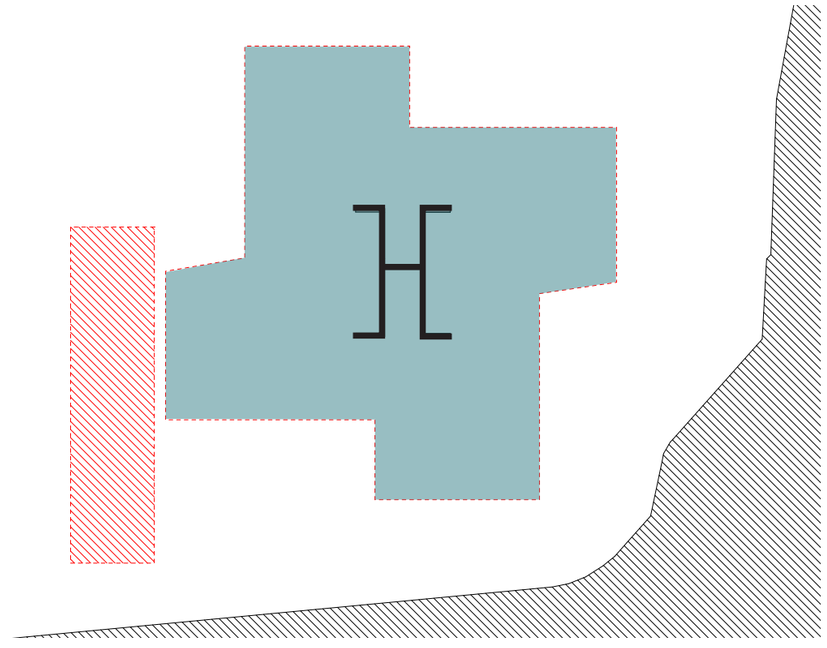


Diagram - Basement 01 indicating pile cap

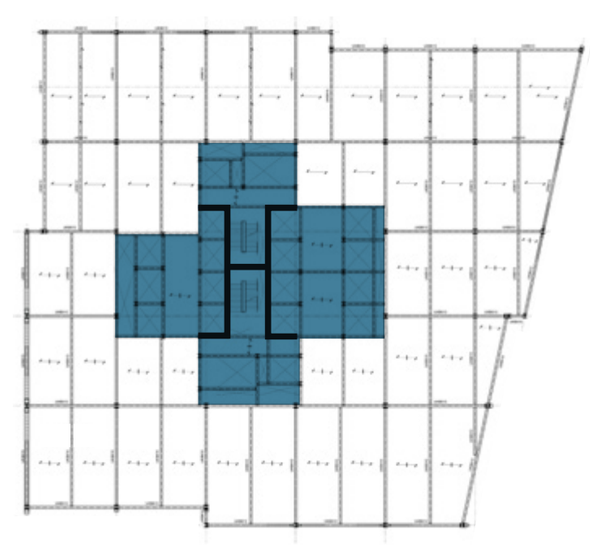


Diagram - Retained central core, soft core strategy and spans on typical floor

4.9 Servicing Concept

Ventilation

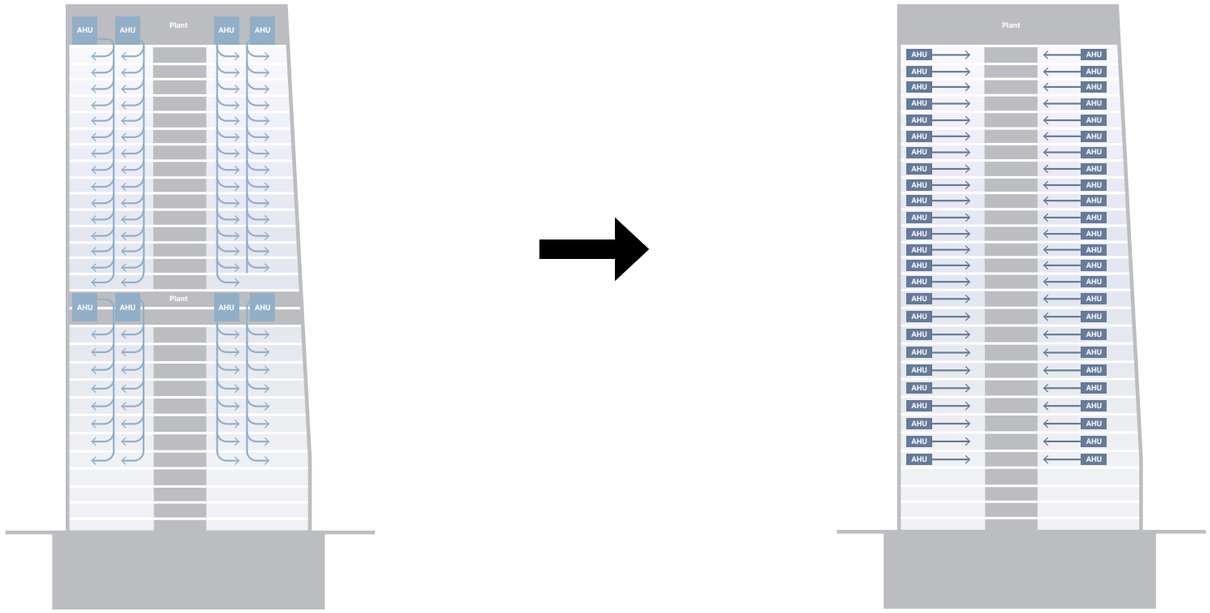
The ventilation and mechanical conditioning of office and lab-enabled spaces is delivered using 'on-floor' Air Handling Units (AHU) arranged adjacent to the façade with ventilation intakes located on the North and South façades and exhausts on the West and East façades, across all floors. As well as a significant reduction in ductwork (and the associated embodied carbon), the on-floor system allows for a ventilation strategy fully integrated and consistent with the conceptual massing strategy.

The resultant vertical louvred areas of facade, located centrally on each tower elevation, are defined 'breathing spines' and express the ventilation strategy on the exterior of the building whist providing a clearly defined edge to each quadrant, reinforcing the architectural language for the massing. The spines are therefore vital for the ventilation strategy and form part of the overall architectural expression of the building, as shown on the diagram adjacent where the AHU locations behind the spine are illustrated.

A high efficiency run-around coil heat recovery system will connect the supply and extract AHUs to allow for energy transfer between the airstreams. A underfloor air distribution (UFAD) system is proposed to satisfy the internal space conditioning requirements and provide excellent internal air quality. Pressurised floor plenum will provide supply air, further negating the need for high level distribution ductwork within office spaces, which presents a significant embodied carbon saving as well as improved visual perception across the floorplate.

A centralised ventilation system will provide supply and extract of air to both the WC areas and lift lobbies on each floor, via ductwork routed in the central core. Other spaces in the building, such as those in the podium will employ a similar on-floor AHU strategy, with intake and exhaust from suitably located façade louvres.

Whilst the breathing spine operates conceptually at the scale of the tower, the ventilation strategy is proposed to also be represented at the scale of the facade module. Referencing a similar architectural language, as described further in Chapter 07, natural ventilation panels are proposed to offer user access to fresh air, enhancing the interior environment for occupiers.



Centralised servicing strategy similar to what existing previously in existing tower

Proposed decentralised on-floor air handling strategy

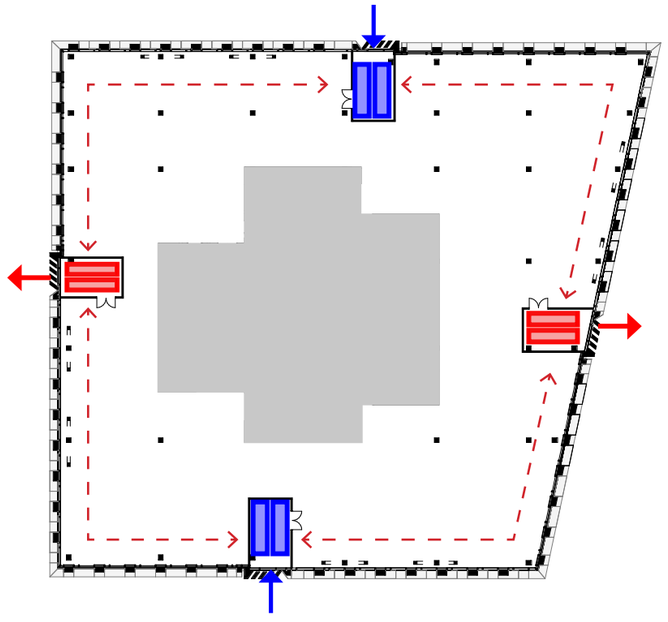


Diagram - Typical floorplate with perimeter air handling units

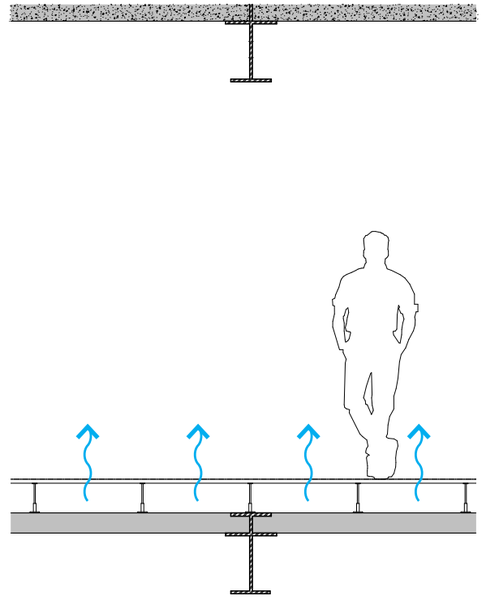
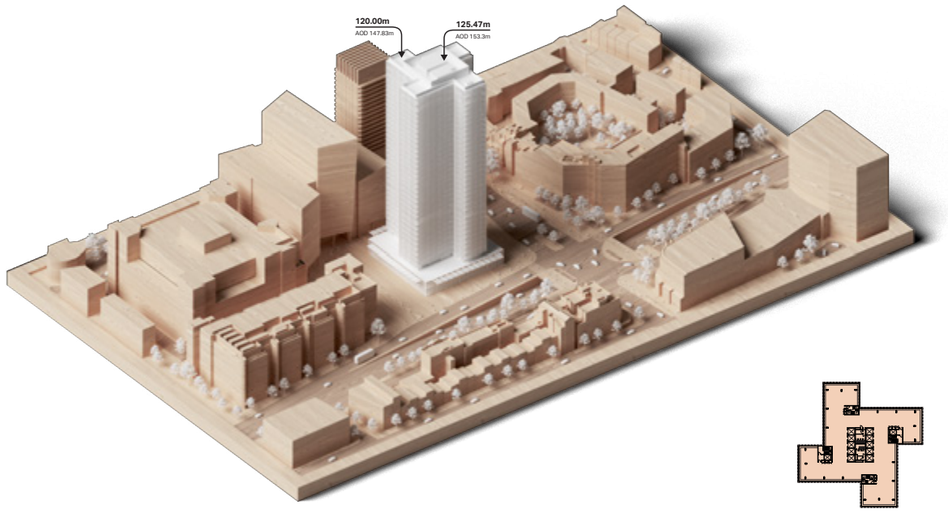
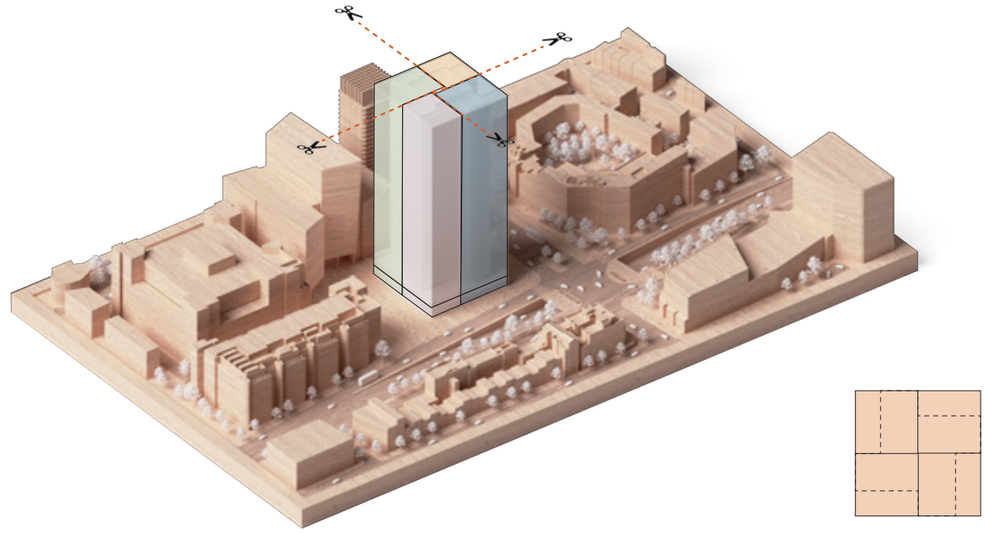


Diagram - Raised access floor acts as plenum

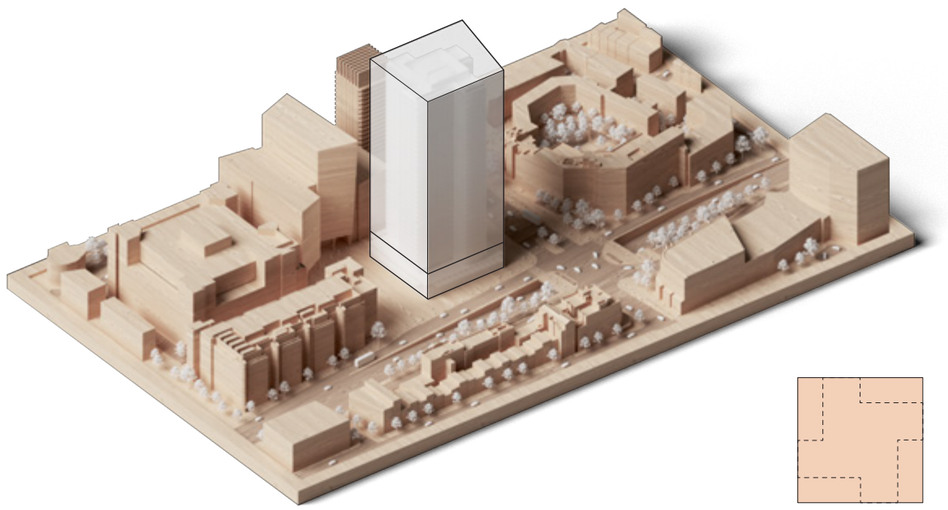
4.10 Conceptual Massing Development



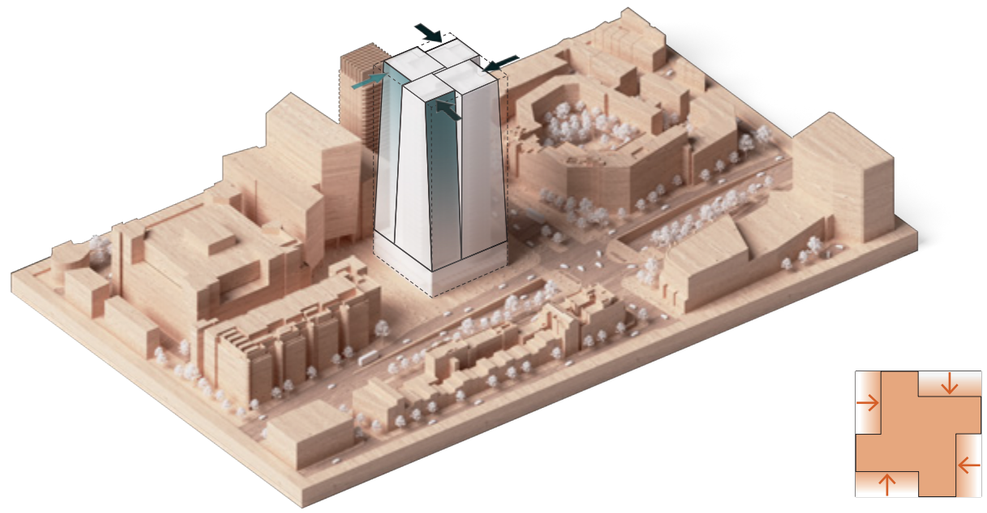
00 - Existing Euston Tower



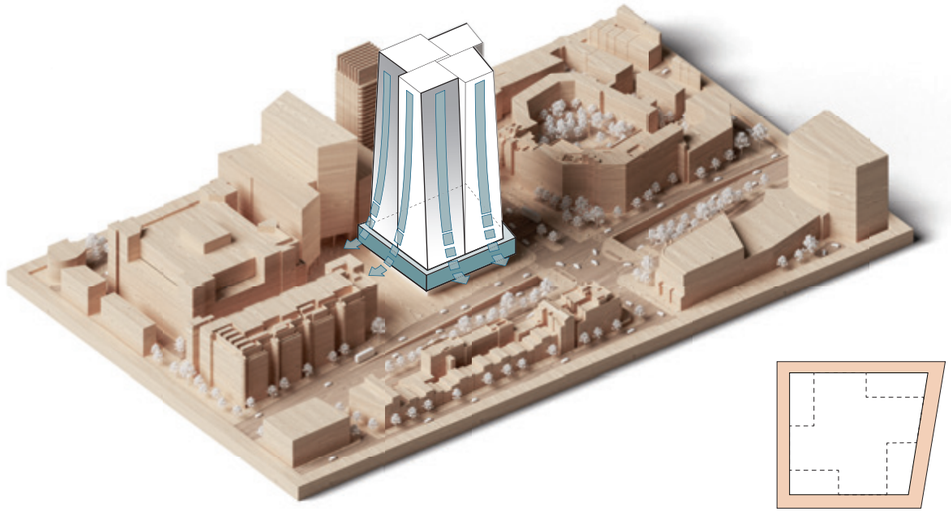
02 - Split Extrusion into Four Vertical Quadrants



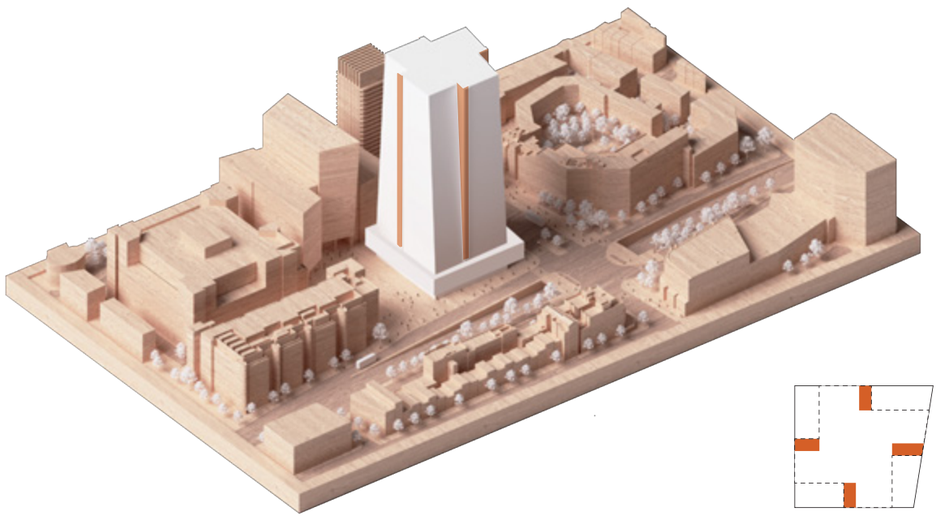
01 - Extrude Mass to Height of Existing Euston Tower



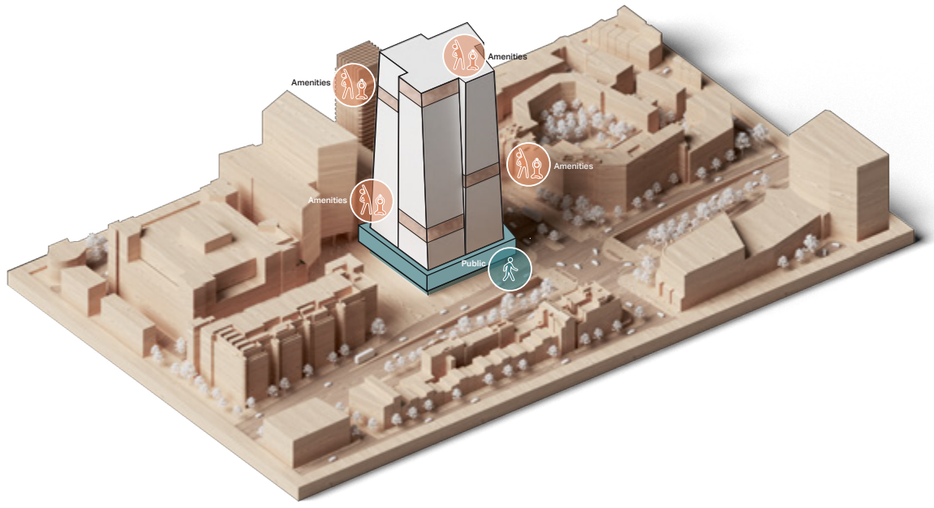
03 - Push In Top of Quadrant Edges to Reduce Mass and Articulate Elevations



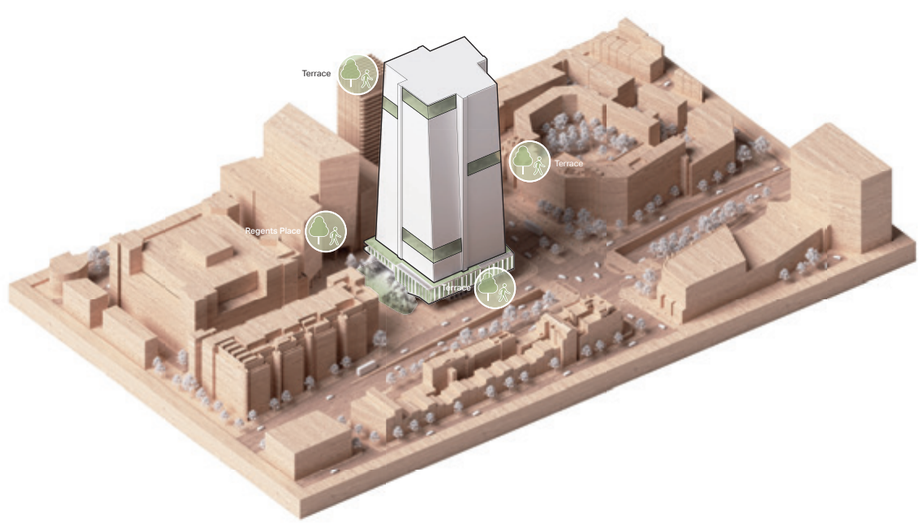
04 - Push Out Podium Massing to Mitigate Wind & Provide Shelter for Public Realm
Align the Podium Massing to Reflect Datums Set by Immediate Context



05 - Add Breathing Spines to Reflect Ventilation Strategy and Further Reinforce Split between Four Quadrants



06 - Carve Out Fixed Amenities Spaces throughout the Building referencing the Heights of the Local Context to Help Integrate and Distinguish the Four Unique Quadrants



07 - Distribute Green Spaces across the Tower, Podium and Public Realm

5.0
CO-DESIGN PROCESS

Photograph - Panel discussion - teal overlay



Photograph - Co-design workshop with the local community

5.0 Co-Design Process Summary

Engagement with the local community and key stakeholders has been a critical part of shaping the Proposed Development.

This engagement has taken the form of co-design workshops, panel discussions, talks and exhibitions, whereby the local community were invited to share their thoughts and discuss and feedback on the design proposals.

The following pages document the key stages of the co-design process and the feedback and input received.

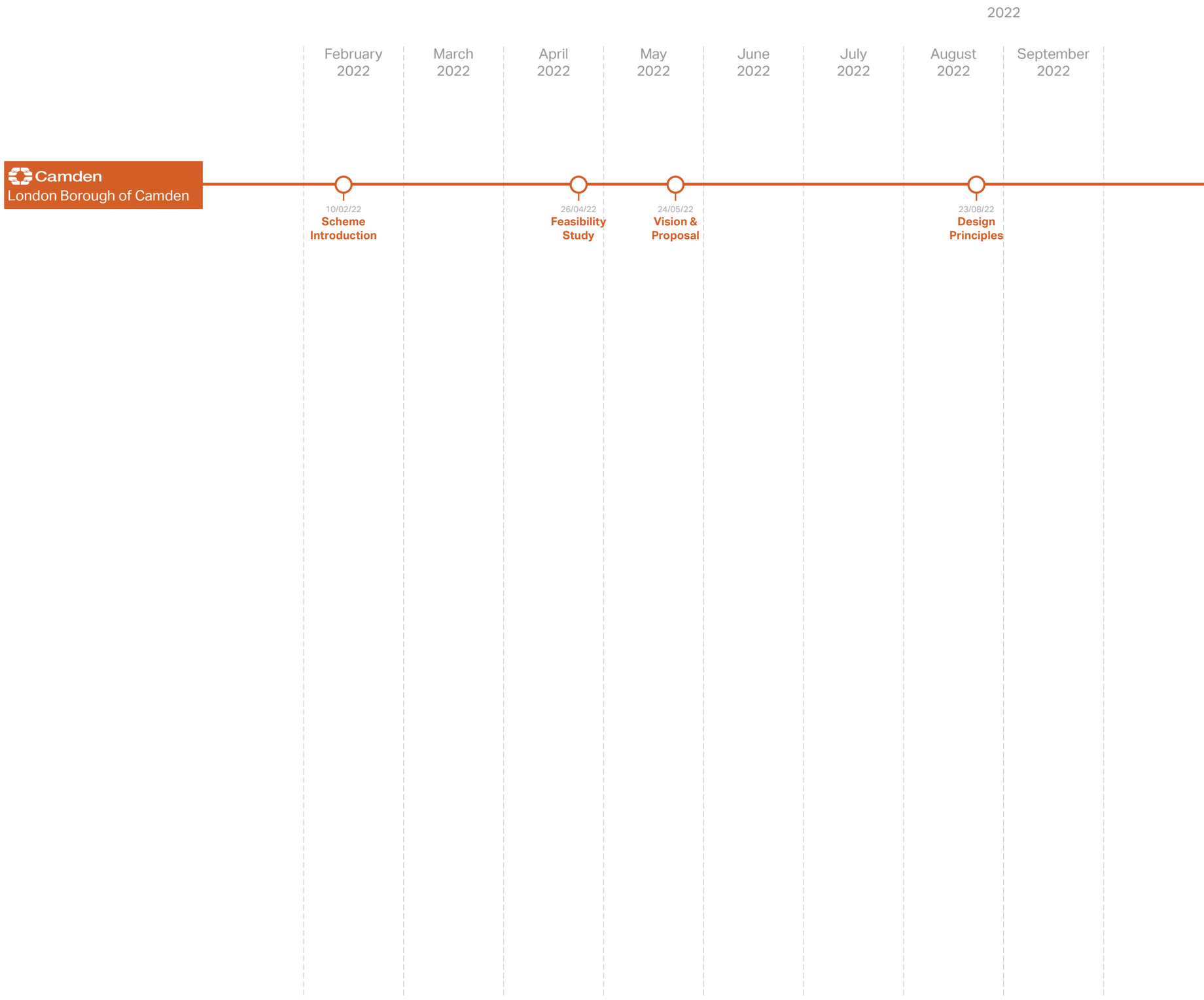
5.1 Key Stakeholder Consultation

Since February 2022, the Client and Design Team have been developing the proposals for Euston Tower through an intensive, collaborative process with the planning officers and wider stakeholders, a shortlist of which can be found below.

- London Borough of Camden (LBC)
- Greater London Authority (GLA)
- Transport for London (TfL)
- Historic England (HE)
- Designing Out Crime Officer (DOCO)
- LBC Strategic Panel
- LBC Design Review Panel
- LBC Development Management Forum (DMF)
- Third Age Project (TAP)
- Netley Primary School

A series of pre-application meetings with London Borough of Camden, workshops, design sessions with the local community and meetings with key authorities have provided ongoing opportunities for feedback and discussion.

This process created an iterative loop of design, conversation and response, which has been fundamental to the Proposed Development's evolving design and is described in more detail in the following chapters.



2023

October 2022 | November 2022 | December 2022 | January 2023 | February 2023 | March 2023 | April 2023 | May 2023 | June 2023 | July 2023 | August 2023 | September 2023 | October 2023 | November 2023 | December 2023

19/12/22 Feasibility 1
15/11/22 Public Realm Analysis
8/12/22 Public Realm & Podium
31/1/23 Podium & Community Engagement
21/2/23 Feasibility 3
27/1/23 Feasibility 2
7/2/23 Approach to Tower
14/3/23 Facade & Townscape
28/2/23 Townscape & Views
16/3/23 Wind
18/4/23 Feasibility 4
14/4/23 Tower Development
3/5/23 Design Engagement & Public Benefits
6/6/23 Housing
24/5/23 Transport
11/7/23 Podium
28/6/23 Podium & Public Realm
23/8/23 Design Studies
3/8/23 Design Studies
18/9/23 Building Crown
5/9/23 Design & Programming
19/9/23 Adaptability & Landscape
11/10/23 Public Benefits
27/11/23 Developers' Briefing
Ongoing post-submission engagement with LBC

Camden Design Review Panel

12/5/23 Design Review Panel 1
29/9/23 Design Review Panel 2
18/10/23 Development Management Forum

Community Engagement & Social Impact

20/12/22 Street Interviews
20/2/23 Meet the Team
21/3/23 Co-Design Workshop — Inclusivity in the Public Realm
4/4/23 Panel Event — Inclusivity in the Public Realm
28/4/23 Co-Design Workshop — Interior Public Spaces & Programming
Panel Event — Interior Public Spaces & Programming
30/5/23 Panel Event — Exterior Public Spaces & Programming
16/5/23 Co-Design Workshop — Exterior Public Spaces & Programming
8/7/23-16/7/23 Public Exhibition 1
4/7/23 Sustainability Event
28/9/23 Triton Residents' Meeting
13/10/23-20/10/23 Public Exhibition 2
16/10/23 Spaces for Public Use and Programming Workshop
24/10/23 Triton Residents' Meeting
06/12/23 Regent's Park Conservation Area Advisory Committee

Greater London Authority

15/6/23 Scheme Introduction
10/8/23 LVMF
20/9/23 Sustainability

Historic England

27/9/23 Introduction & Townscape

Planning Application Submission

5.2 Public Consultation

Creating a scheme that provides valued and community centric public benefits has been integral to all variations of the Proposed Development during the pre-application period.

With the aim of leaving a positive legacy for individuals and local communities, the co-design process was established on the basis that everyone should have a role in designing the future Euston Tower and be involved in informing the Proposed Development's direction.

Co-Design Strategy

Bi-weekly workshops and events were held to engage stakeholders and partners across the Knowledge Quarter in an open dialogue, voice their thoughts, and be part of the design process. These workshops were facilitated by key members of the Client and Design Team to ensure the appropriate expertise was on hand to inform and monitor the community's feedback.

Focused co-design workshops were held, each exploring a certain theme, with a panel event held two weeks later that shared the findings and conclusions. The Design Team noted what principles and priorities were being taken forward into the evolving design of Euston Tower, gathering any further feedback for consideration.

Co-Design Themes & Events

The series of workshops and panel discussions were grouped into 3 key themes, which helped focus the areas most impactful to the community.

- Inclusivity in the Public Realm
- Interior Public Spaces & Programming
- Exterior Public Spaces & Programming

Furthermore, additional events were held which focussed on sustainability as well as two public exhibitions, which showcased the design proposals.

All the workshops and discussions produced thoughtful, considered and valuable feedback, helping to generate a responsive and contextual design proposal.

These events are documented in the following pages alongside the key design feedback received in addition to design responses.



Photograph - Panel Discussion on Interior Public Spaces & Programming



Photograph - Public Exhibition 1



Photograph - Sustainability Event, Euston Tower site visit



Photograph - Exterior Spaces & Programming Co-Design Workshop



Photograph - Exterior Spaces & Programming Panel Discussion

5.3 Inclusivity In The Public Realm

The first of three themed workshops explored as part of the public consultation period focused on “Inclusivity in the Public Realm”.

The key topic of discussion for this Co-Design Workshop and Panel Discussion was the public realm, inclusion, movement and interaction within the built environment.

The aim of the workshops and panel discussions was to listen to community opinion and suggestions for how to improve on the existing public realm at Regent’s Place, with the Client and Design Teams on hand to encourage debate on potential ways to improve and create a community driven proposal.

Many ideas for public uses and their spatial requirement were received and documented, which were used to inform the developing public realm strategy for Euston Tower. Both the key points of feedback, and the subsequent design responses, are outlined on these pages.

Co-Design Workshop (21st March 2023)

Panel Discussion (4th April 2023)










Photographs - Co-Design Workshop and Panel Discussion event photos

Key Design Feedback:

- Public spaces that are accessible to all.
- Community programming that looks beyond the individual as consumer. An overarching theme of inclusion without the expectation of money to be spent was apparent.
- Themes of play, exploration, social and relaxation are important when considering places that people will return to.
- Spaces which are inviting at both daytime and nightime are considered desirable, eg. well lit, warm, inviting spaces. Greenery which promotes biodiversity etc.
- A public realm which is responsive to contemporary issues, eg. biodiversity, climate change etc.
- Integration of community business on campus could merge corporate and community worlds.

Design Responses





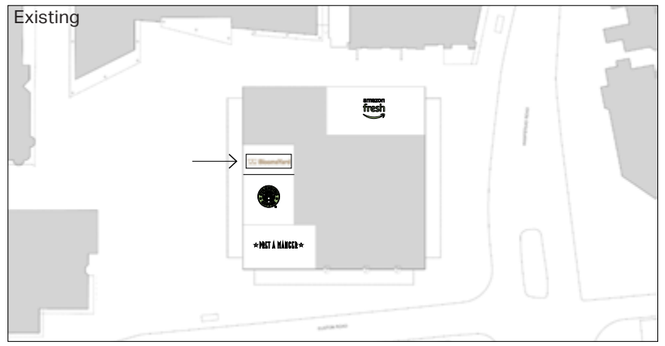








Photographs - Precedent Review case studies discussed with participants



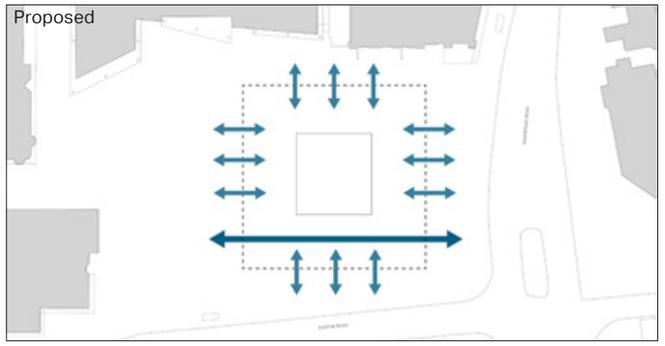


Diagram - Ground Floor proposed conceptual change

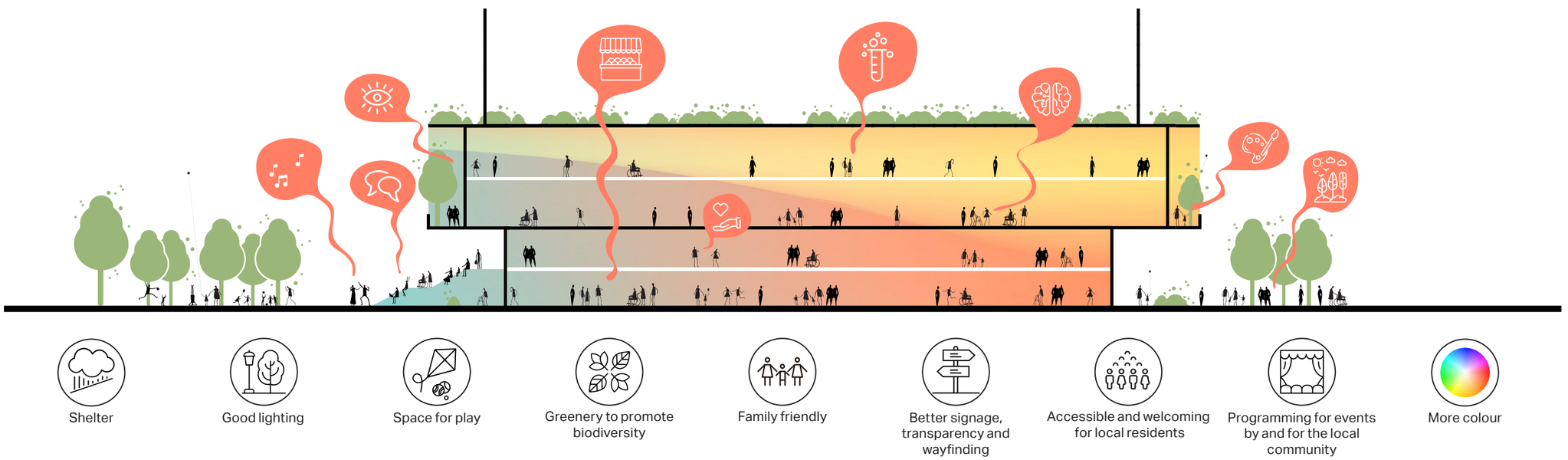


Diagram - Panel Discussion podium concept diagram

5.4 Interior Public Spaces & Programming

The second workshop explored “Interior Public Spaces & Programming”.

The key topic of discussion for this Co-Design Workshop and Panel Discussion focussed on how the Proposed Development can provide an internal public space and programme that best meets the needs of the community.

The aim was to understand the community’s thoughts and understanding of what this public space might be, the need it would respond to and any ideas which could further enhance the public offering at a future Euston Tower.

Many ideas for public uses and their spatial requirement were received and documented, which were used to inform the developing public realm strategy for the Proposed Development. Both the key points of feedback, and the subsequent design responses, are outlined on these pages.

Co-Design Workshop (28th April 2023)

Panel Discussion (2nd May 2023)









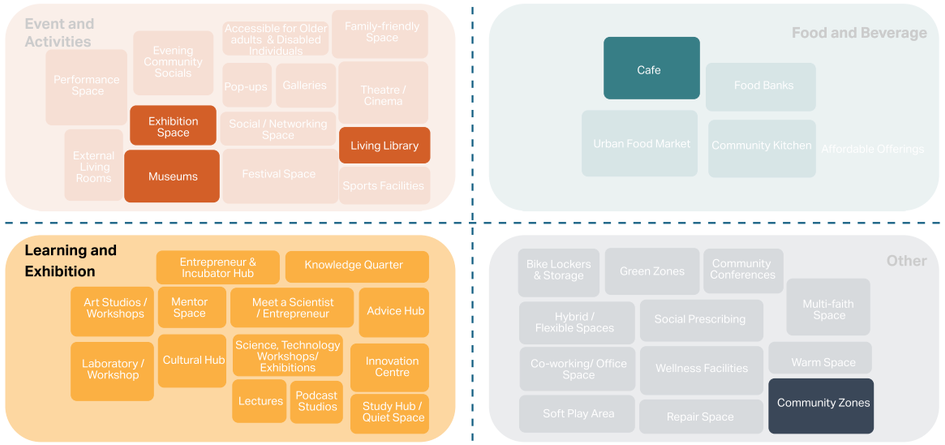



Photographs - Co-Design Workshop and Panel Discussion event

Key Design Feedback:

- Internal spaces should be inclusive, unique and foster community interaction and ownership.
- Utilisation of ‘soft barriers’ and ‘transparency’ at street level.
- Using lighting to act as a beacon/wayfinding for the community.
- Allowances for double height spaces which can cater for different use cases.
- Suitable storage provisions for community and organisations.
- Provide spaces and activities where people can safely connect.
- A space which is community driven with minimal brand presence.
- Create a visible and intuitive entrance sequence.
- Offer highly flexible spaces that can adapt to multiple different user requirements.
- Designs to be accessible to all.
- Provision for further greenery and ‘softer spaces’.

Design Responses

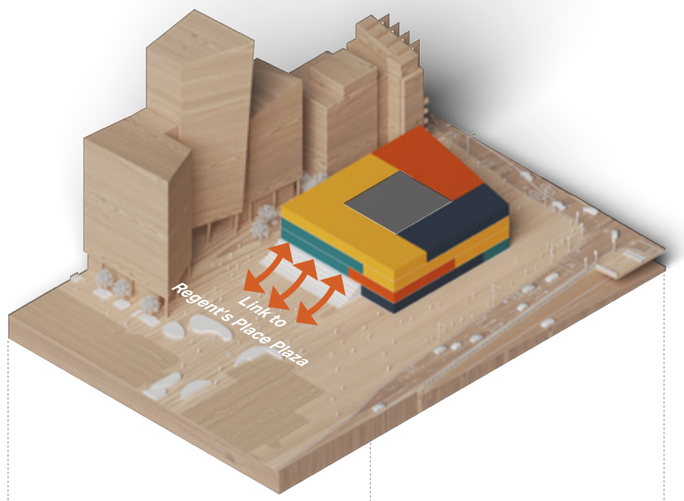


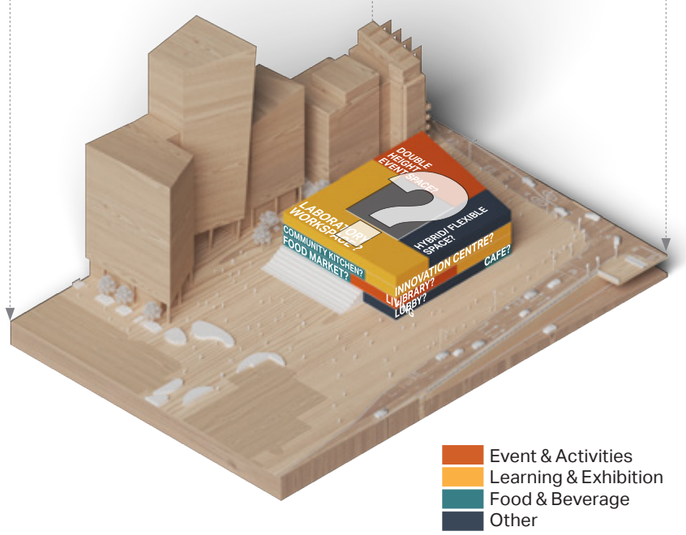
Illustrative Image - Panel Discussion identification of relevant program elements



Photographs - Precedent images of discussed spatial qualities

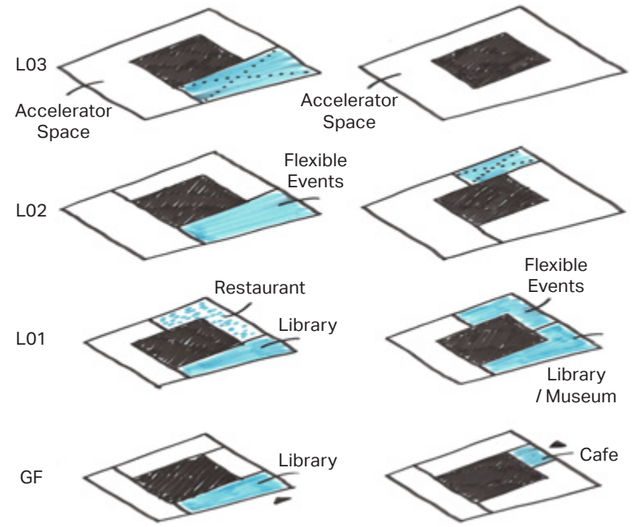
Public Programme Connection To Regent's Plaza





Creating An Adaptable Framework For Diverse Uses

Diagram - Identification of program element locations



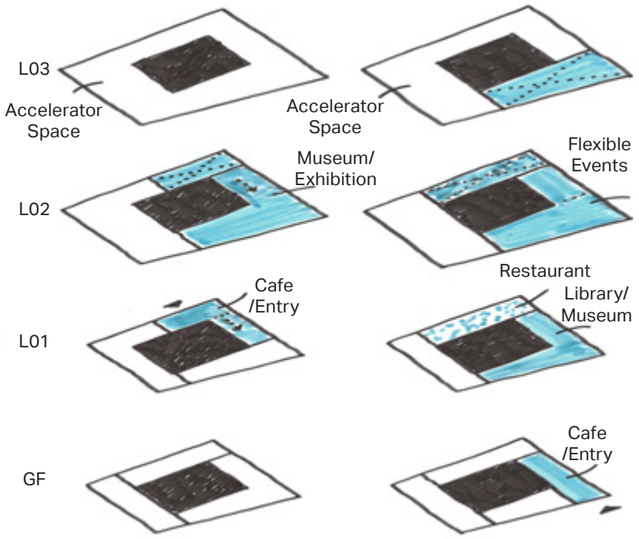


Diagram - Configuration options for public offering

5.5 Exterior Public Spaces & Programming

The third workshop explored “Exterior Public Spaces & Programming”.

The key topic of discussion for this Co-Design Workshop and Panel Discussion focussed on Regent’s Place and it’s future programming and spatial provisions which could support the local community.

The aim was to understand the communities’ current engagement with Regent’s Place and how this could be further enhanced to create a public realm that is a destination for the local and wider community.

As part of the workshops and discussions, notional design related items were developed with participants, including approaches to public realm design, potential supporting uses and wider community needs. Both the key points of feedback, and the subsequent design responses, are outlined on these pages.

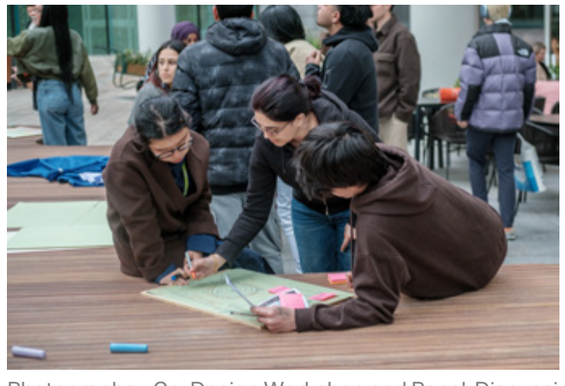
Co-Design Workshop (16th May 2023)

Panel Discussion (30th May 2023)











Photographs - Co-Design Workshop and Panel Discussion event

Key Design Feedback:

- Regent’s Place Plaza to offer areas of shelter and staging for events with weather, noise and pollution mitigation measures all considered.
- A comprehensive and varied events programme for the community.
- Careful consideration of wayfinding that encourages engagement and how relevant information for local communities will be presented required.
- An accessible, permeable and friendly plaza which adapts for varied use cases.
- Enhanced green spaces to promote biodiversity and enhance wellness and mental health.
- Create an exterior space that is memorable and distinct which encourages people to visit more than just once.
- Provision for facilities for children and physical barriers towards the busy Euston and Hampstead Road.

Design Responses

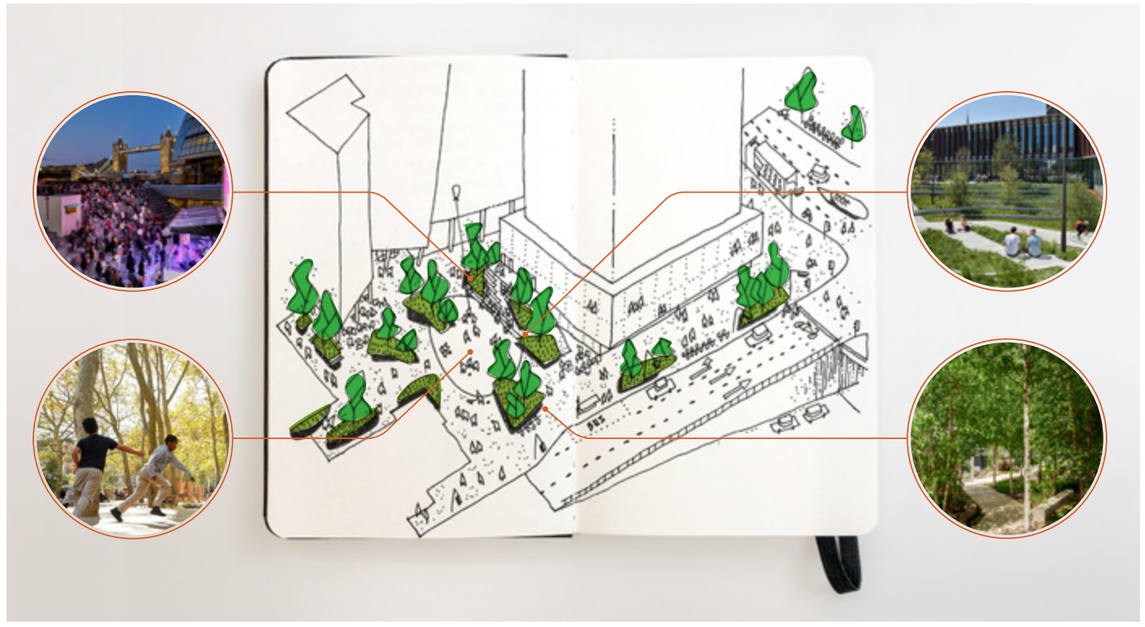
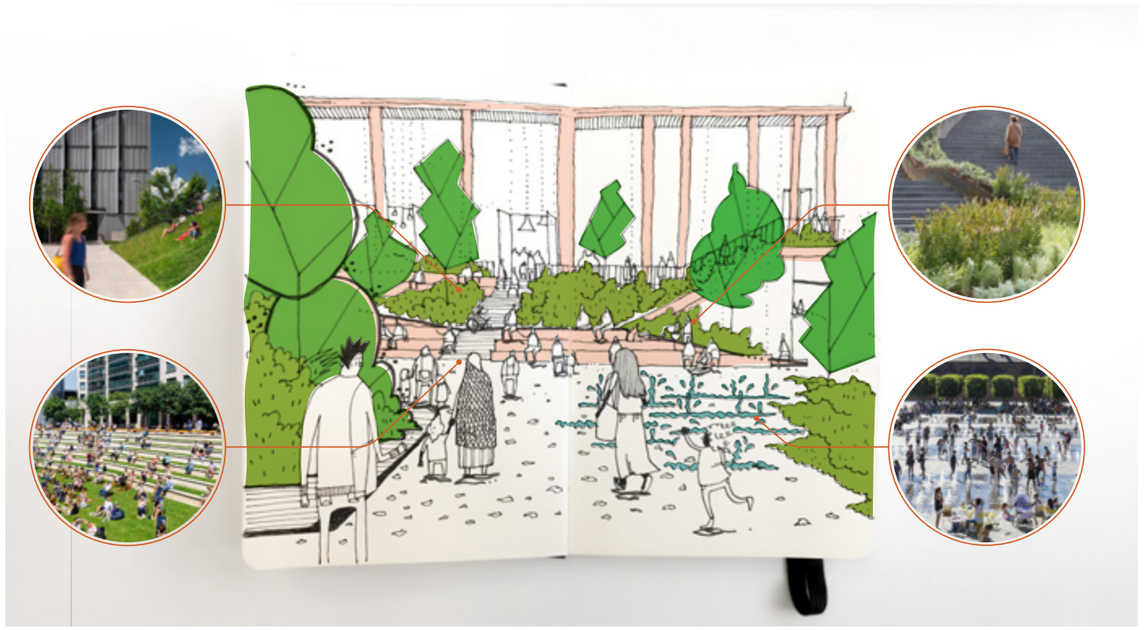


Diagram - Panel Discussion items, highlighting responses to previous comments from Co-Design Workshop









Illustrative Views - Work in progress conceptual images of Regent's Place Plaza presented at Panel Discussion (30th May 2023)

5.6 Sustainability Event

On the 4th July 2023, a dedicated public engagement session was held to help engage the public on how sustainability was informing the proposals for Euston Tower, and provoke discussion on the role that buildings and cities have in the transition towards a low carbon and circular economy.

The session consisted of a presentation to attendees, followed by a tour of the existing Euston Tower.

The presentation, titled "Discovering Sustainability" explained key concepts, such as embodied carbon, energy and net zero in jargon-free ways, to develop the attendees' understanding of sustainability in architecture. The presentation also suggested ways in which the construction sector is looking to the circular economy to reduce waste and consumption of natural resources.

As part of this event, the Design Team highlighted how existing buildings are fundamental to both of these goals.

The presentation went further to demonstrate all the explored options for retaining Euston Tower and explain what worked and what didn't work, culminating in an explanation of the final design proposal.

Following the presentation, attendees were taken on a tour inside the existing Euston Tower, allowing people to see the on-site conditions for themselves and understand some of the limitations of the existing building (disconnected floorplates, lack of views, condition of cladding, etc.).









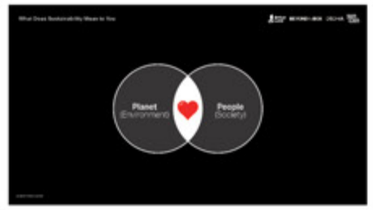
Photographs - Sustainability Event, presentation and attendees site visit to Euston Tower

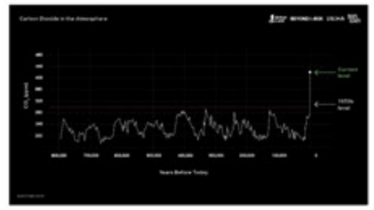












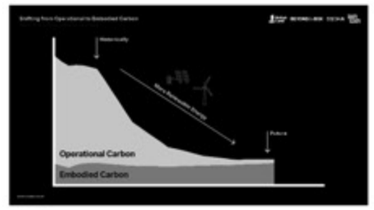






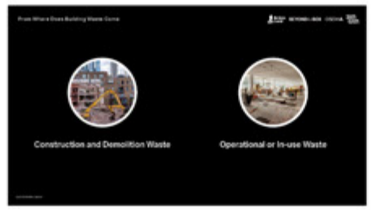














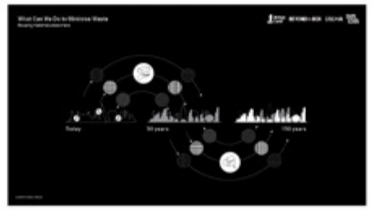














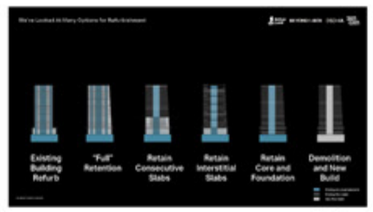




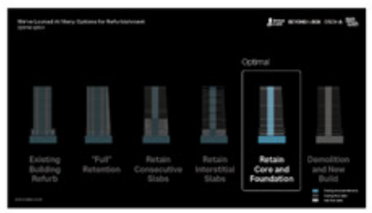


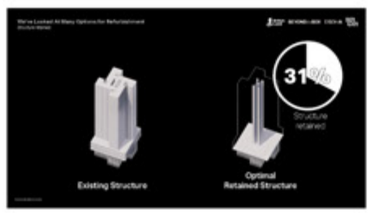




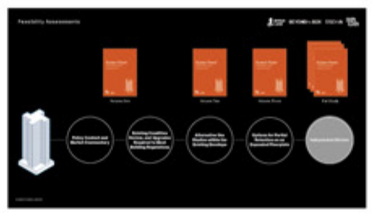
















Extracts from Sustainability Event on-screen presentation

5.7 Public Exhibitions

Public Exhibition 1
8th July 2023 - 16th July 2023

A public exhibition, open to all, was organised in July 2023, to show the community British Land's emerging design principles for the site. This was publicised extensively through a newsletter drop to local residents living in proximity to the site, as well as through letters, digital and print advertisements in the local media. This exhibition was also supported by an online presence, including a dedicated website.

Key Statistics from the Exhibition:

- c. 105 people attended.
- 40% of people responded to the feedback forms.

Of those completed feedback forms:

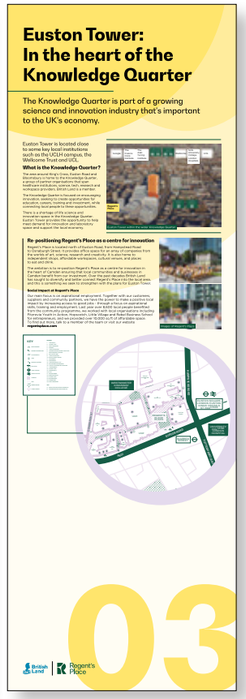
- 83% of people support or strongly support the proposals for Euston Tower in principle, with no-one saying they were opposed to the proposals.
- 86% of people support or strongly support the proposals for improving the public spaces.
- 91% of people support or strongly support the approach to sustainability.
- 93% of people support or strongly support the design principles for Euston Tower



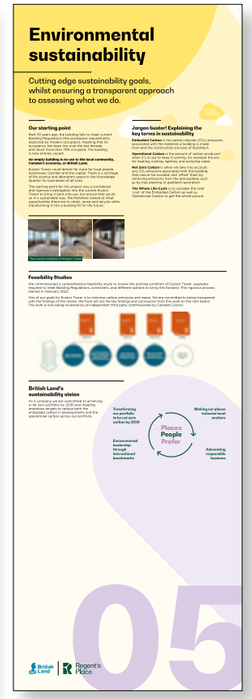
Photograph - Public Exhibition 1 Event

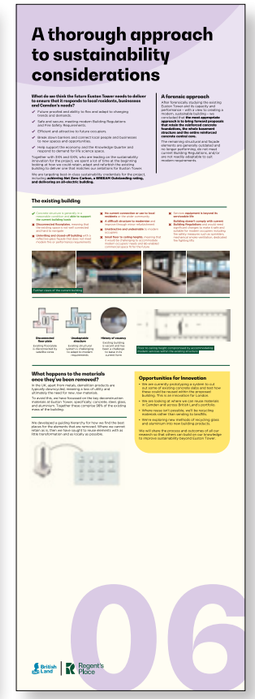








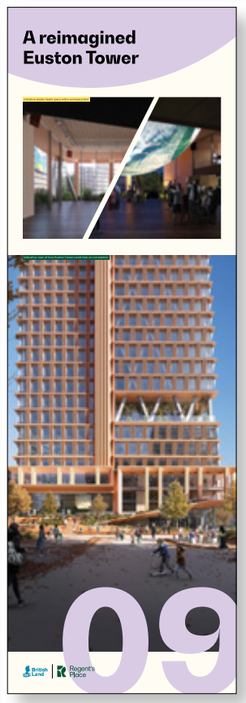






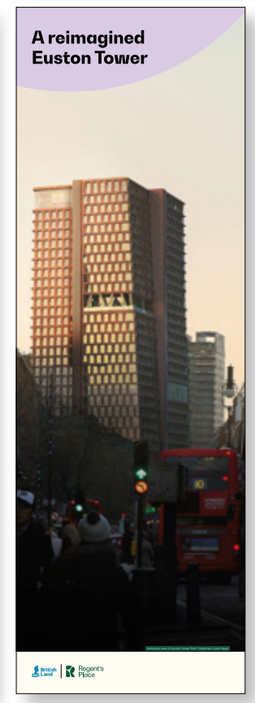














Please refer to Euston Tower online website www.euston-tower.co.uk for more information on exhibition boards presented.
Proposal boards used at the Public Exhibition 1

Photographs - Photos of Public Exhibition 1 event

Public Exhibition 2
13th October 2023 - 20th October 2023

A second public exhibition was organised in October 2023, to show the community British Land's developed design principles for the site, based on further feedback and discussions.

A total of six in-person events were held to present the proposals both during and outside of working hours to ensure as many people as possible could attend. These events were all held at a range of venues across Regent's Park Ward to encourage participation from local groups and community organisations.

The developed proposals were displayed on a series of 12 pull-up banners, setting out in detail the design development since the previous stage of engagement, updates on the sustainability work to-date.

The content of these banners, shown opposite, were also uploaded to a dedicated website for the public to view online and download at a later date if they so wished.

Similar to the previous stage of engagement, iPads were also provided at the events for the public to view the website and submit their feedback if they wished, as well as CGIs and an updated fly-through showing the developed proposals.

Also provided were A4 feedback forms which duplicated the questions asked in the online feedback forms for attendees to leave their contact details and comments. In total, 17 people submitted a feedback form, either online or through one of the physical forms at one of the engagement events. Across the six staffed events, there were c.190 attendees.

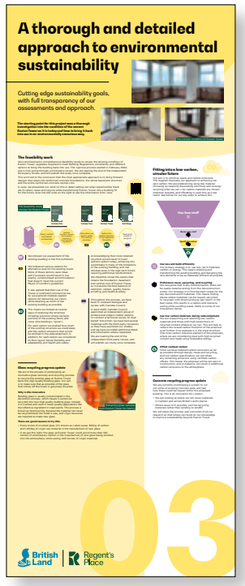
For more information, please see the Statement of Community Involvement and Social Impact prepared by London Communications Agency and submitted as part of this planning application.



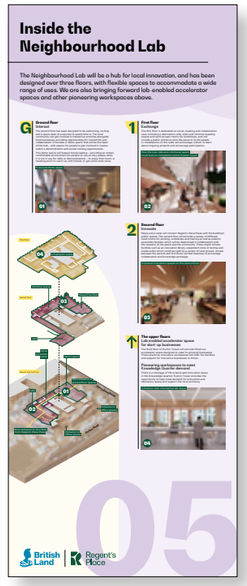
Photographs - Public Exhibition 2 Event

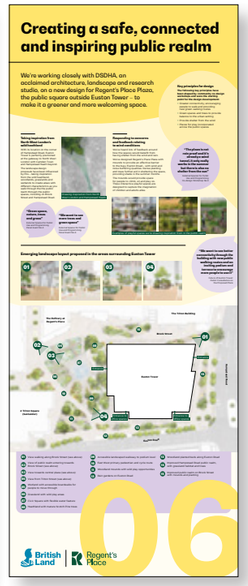




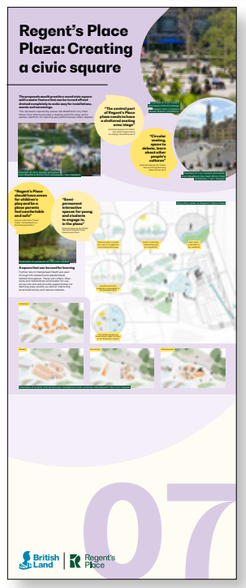


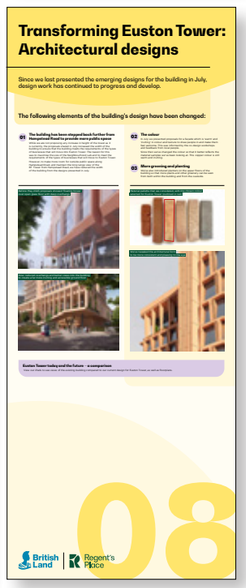




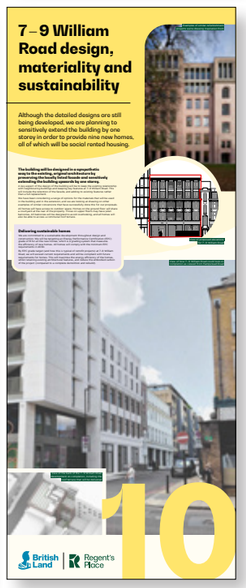




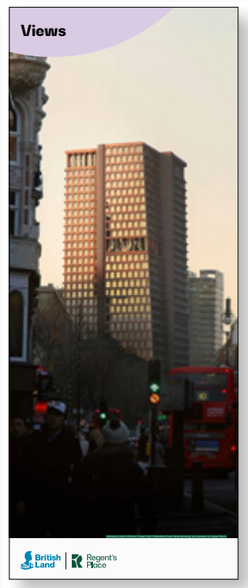














Please refer to Euston Tower online website www.euston-tower.co.uk for more information on exhibition boards presented.

Proposal boards used at the Public Exhibition 2

Photographs - Photos of Public Exhibition 2 event

5.8 Co-Design Outcomes

As a result of the extensive co-design process, the feedback has been consolidated into key themes which the design team responded to as part of the design development of the Euston Tower proposals.

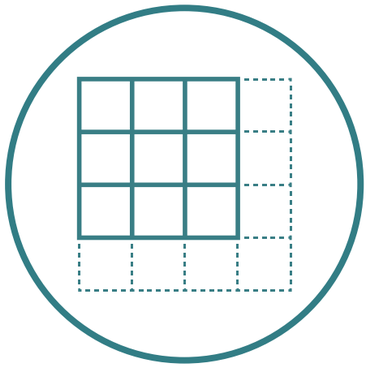
The summary of key feedback is found to the right and the design responses are found in the chapters which follow.



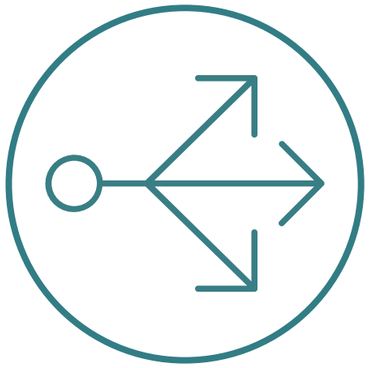
Shelter
From the wind and rain



Accessible
To all



Adaptable
Spaces that support social and cultural activities



Better Connectivity
Better connectivity and routes



Opportunities
For young people and children



Community Hub
Which accommodates a variety of existing local groups



Photograph - Public Engagement Event

6.0
DESIGN EVOLUTION

Photograph - Development model looking along Hampstead Road - teal overlay



Photograph - Detailed facade model in context

6.0 Design Evolution

This section of the report summarises the evolution of the architectural and technical design of Euston Tower throughout the design process.

During the pre-application process, the Proposed Development has been subject to extensive consultation with LB Camden as well as with other bodies such as the Greater London Authority (GLA), Transport for London (TfL) and Historic England (HE).

In addition, the Proposed Development has been presented at two Design Review Panels, a Strategic Panel and at a Development Management Forum.

We have welcomed the opportunity for expert commentary on the emerging proposals for Euston Tower and we have worked to address the feedback outlined in these forums. The multiple opportunities for consultation have been crucial in shaping the Proposed Development in a collaborative and informed manner.

The following pages illustrate both the general evolution of the design as well as the key developments of more detailed aspects of the Proposed Development, as it responded to the feedback received during this process.

A more detailed summary of the outcomes of specific meetings and workshops is found in Chapter 11: Pre-application Summary.

6.1 Towers Precedent Study

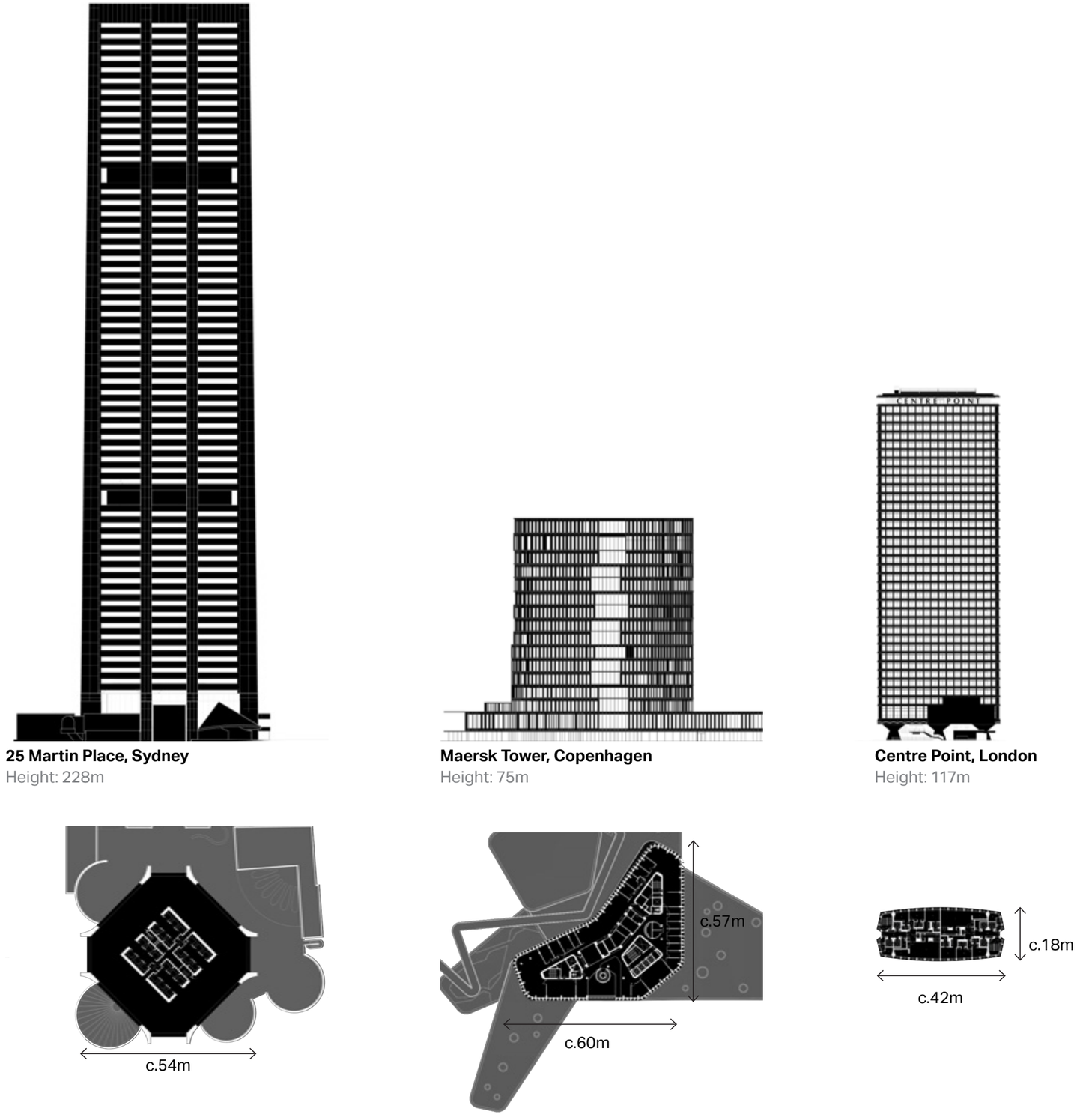
An understanding of tower typologies; how they work, proportions, solidity, architectural language and characteristics, was crucial in developing design proposals.

Given the limited range of tall buildings in the borough, the design team have considered Camden references alongside reference projects from further afield to understand how other designs have dealt with some of the challenges and opportunities related to designing tall buildings. These insights have informed the Design Team's approach to the proposals for Euston Tower, learning key lessons from exemplar buildings across the UK and the world.

The diagram opposite represents a section of a wider precedent analysis piece in which lessons were learned regarding tall buildings, especially under the following headings:

- Verticality
- Massing strategy & resolution
- Responses to the city skyline, the local townscape and the public realm

Though we cannot fully separate the massing characteristics from aspects of facade treatment as well as the unique sites and contexts (environmental, cultural, programmatic), the study was influential in highlighting the relevant successes (and failures) that have subsequently informed the design development of Euston Tower.

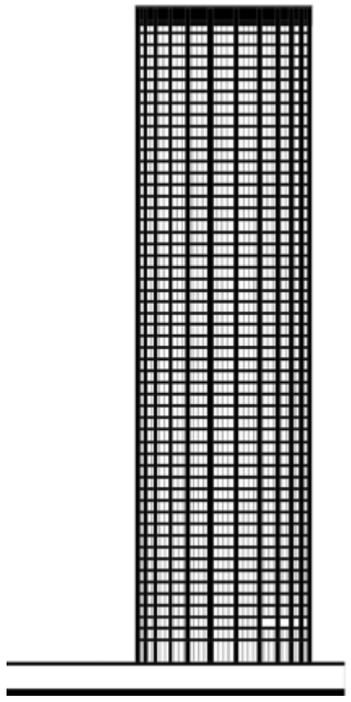


25 Martin Place, Sydney
Height: 228m

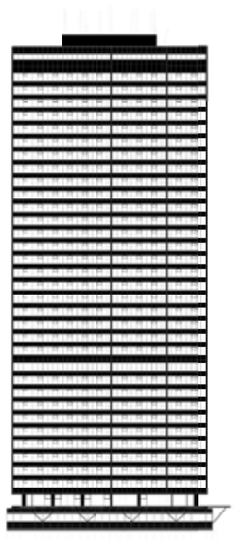
Maersk Tower, Copenhagen
Height: 75m

Centre Point, London
Height: 117m

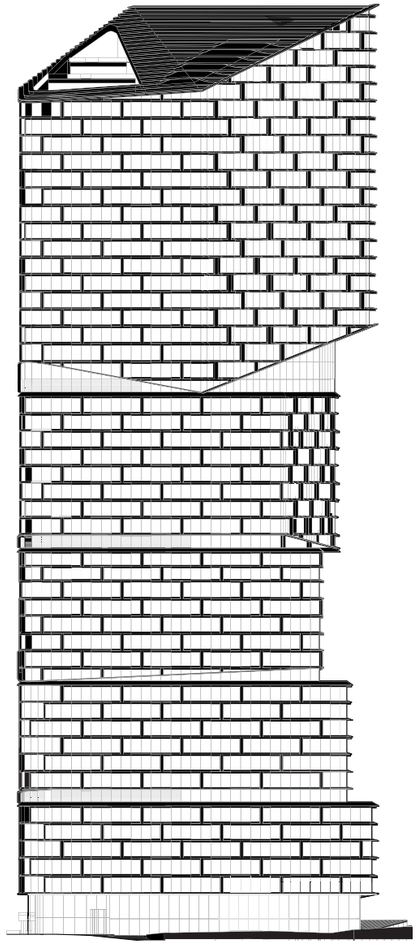
Diagram - Precedent study on towers in elevation and plan



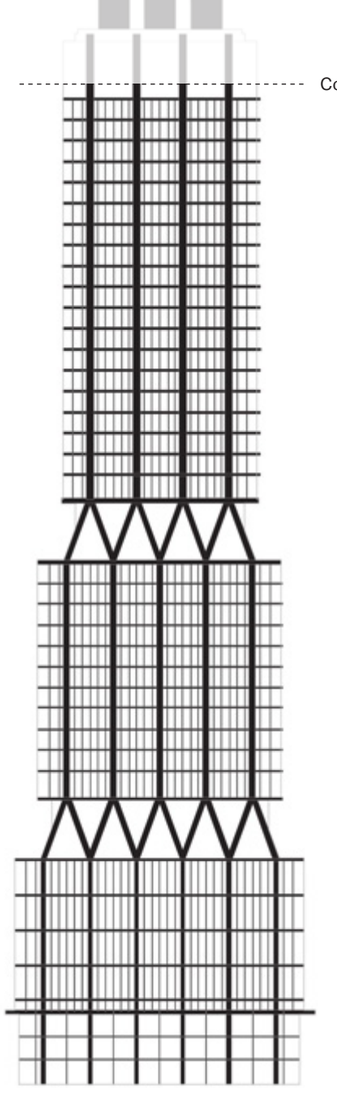
Australia Square, Sydney
Height: 170m



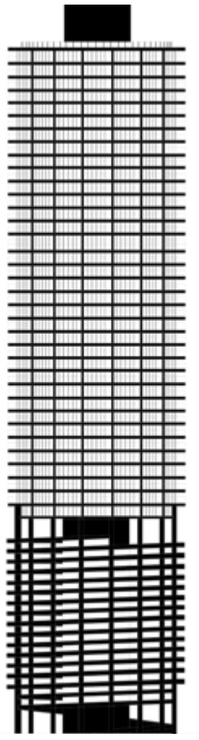
Existing Euston Tower
Height: 125m



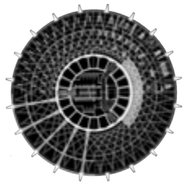
Quay Quarter Tower, Sydney
Height: 216m

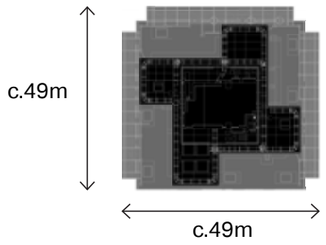


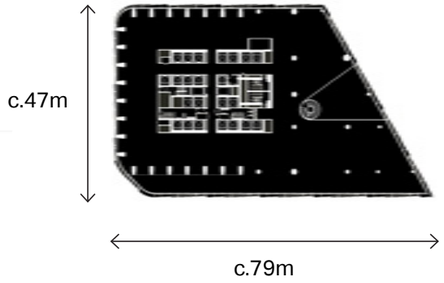
425 Park Avenue, New York
Height: 262m

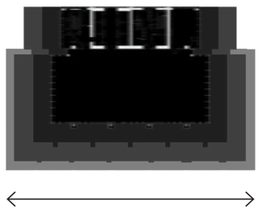


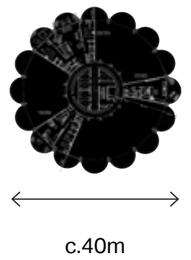
Marina City, Chicago
Height: 179m











Glazed / Open Facade

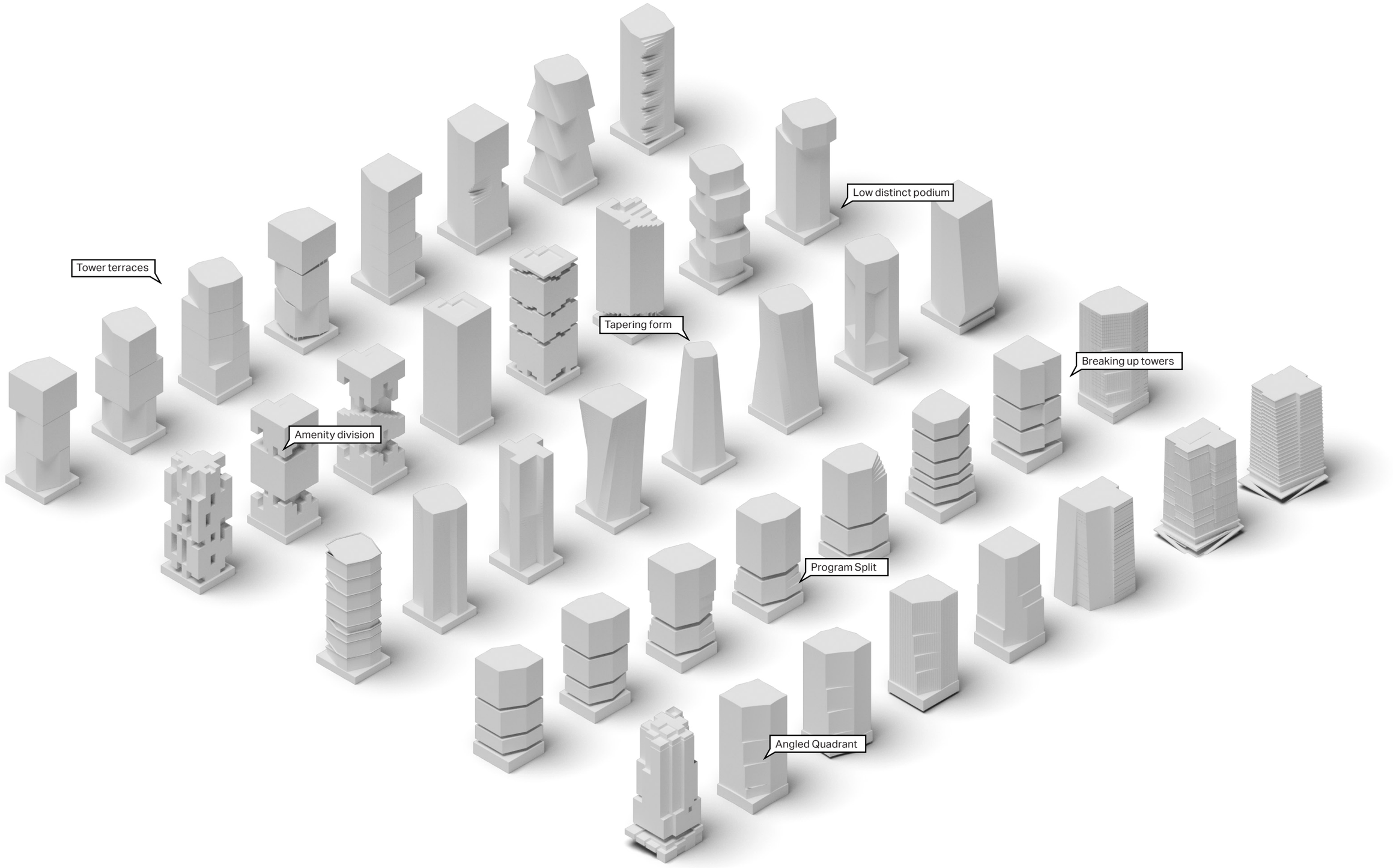
6.2 Initial Massing Studies

This page highlights some of the initial studies surrounding massing on the site, including some of 3XN's early conceptual approaches.

These studies suggested that the site could accommodate a building of significant scale, commensurate with its prominence on Euston Road / Hampstead Road junction.



Images - Initial massing explorations


Tower terraces
Amenity division
Tapering form
Low distinct podium
Breaking up towers
Program Split
Angled Quadrant

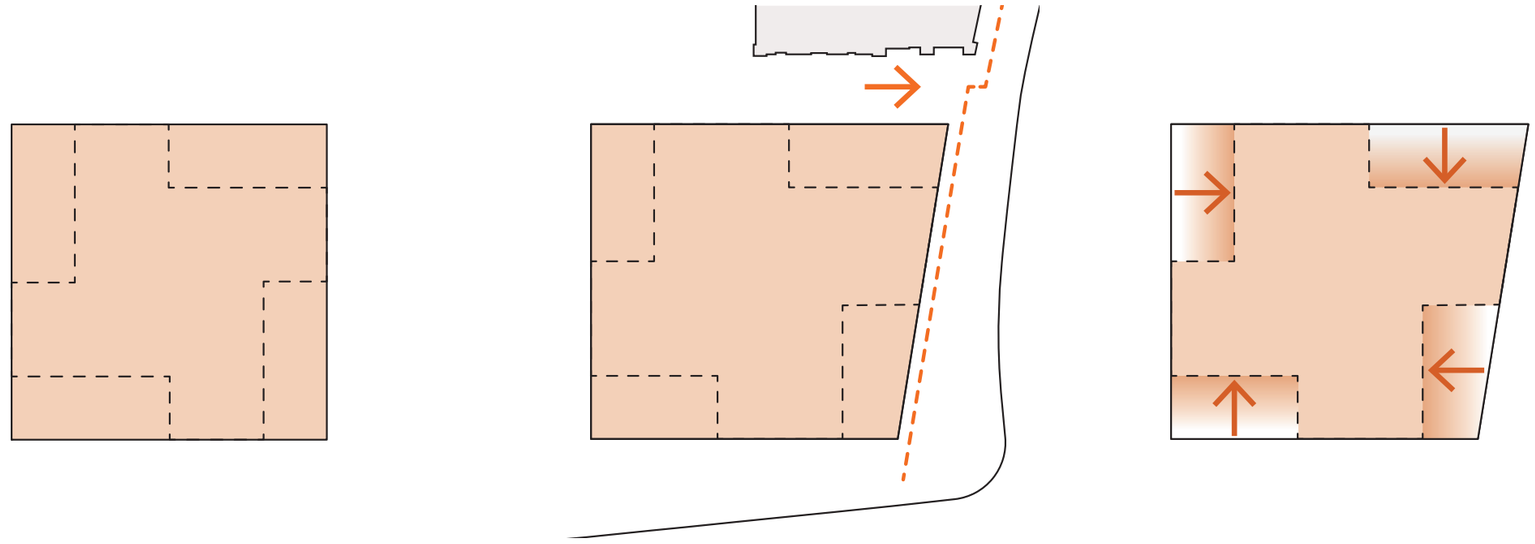
6.3 Massing Concept Development

The four quadrants approach to the tower massing was inspired by the pinwheel floor plate shape of the existing Euston Tower. Expanding the floor plate from the pinwheel shape increases usability and future flexibility of programme for tower levels by ensuring that the floor plate is more connected.

Angling the expanded tower floor plate towards the east provides a continuity in the streetscape experience along Hampstead Road and adds additional space around the busy intersection of Hampstead Road and Euston Road.

Pushing in the four quadrants at the upper levels provides a vertical separation of each side of the tower so that each face is split into two. This separation gives the tower a verticality which can be appreciated from long range views and also up close as a passerby.

The four quadrant concept is most clearly understood by a series of explorative cast plaster models as shown on the opposite page.



Expand to Square

Align to Hampstead Rd

Push in Four Quadrants











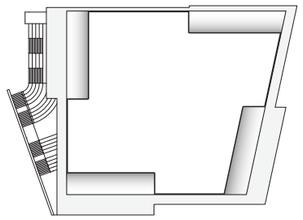
Photographs - Physical models of initial massing and articulation explorations

6.4 Tower Massing Evolution

The four quadrants concept has been central to the idea of challenging the conventional tower typology and ensuring that the Proposed Development will be a landmark that Camden can be proud of.

The development of the massing over the design process has been ongoing as various analyses of skyline, local and strategic views and LVMF viewing corridors and the appreciation of local landmarks have been undertaken.

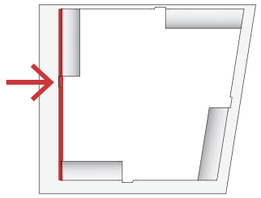
All of the adjustments during this development have been driven by the four quadrants massing approach, following the concept of creating a tower that responds to its context and location with a distinctive form that is consistent from each direction whilst remaining coherent and recognisable on the skyline.





1. February 2022 - Initial Massing

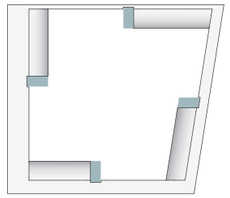
The initial tower massing reflected the four quadrants concept and as such seeked to provide a distinctive form that was coherent and recognisable across all elevations. Double-height amenity cuts in the facade were identified at this point and studied in terms of quantity and location on the four quadrant massing





2. LVMF Analysis

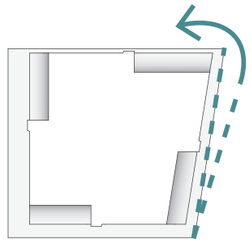
The podium and tower massing were reduced by approximately 2.8m from the west side of the development due to interference with a LVMF viewing corridor from Parliament Hill that is framed by the existing Euston Tower and the BT Tower. This brought a significant reduction in massing that resulted in a more slender volume that reflected better the proportions of other lower tower buildings in its context





3. Breathing Spines Introduced

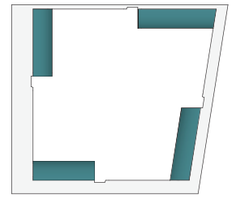
The Proposed Development's MEP strategy required a considerable amount of louvres to support the amount of air required for the building's systems. Breathing Spines were introduced at the junction of each quadrant, and massing adjusted accordingly, making this element both functional and consistent with the overall architectural concept.





4. The Eastern Quadrant

Discussions with LB Camden officers resulted in the angle of the eastern quadrant changing from 12º to 9º - this change ensured that the proposal followed better the fanning facade lines along Hampstead Road, created a more slender form within the townscape (especially when viewed along Tottenham Court Road), and created more public realm space at its base in the north-east corner of the site.



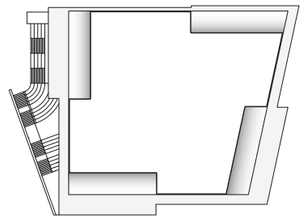


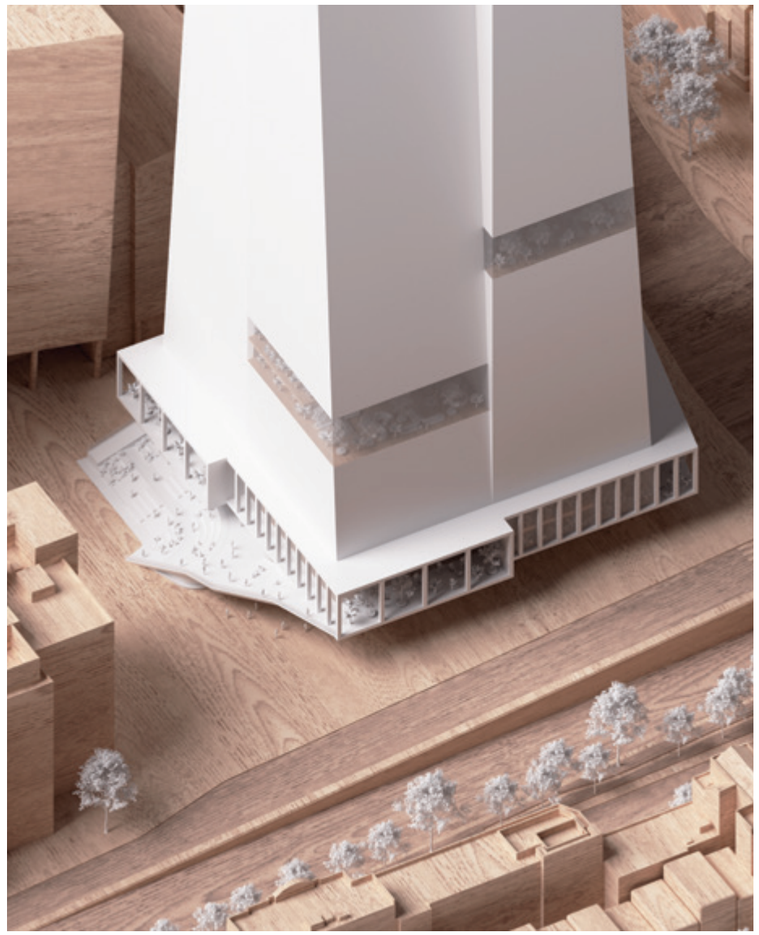
5. Amenity Expression

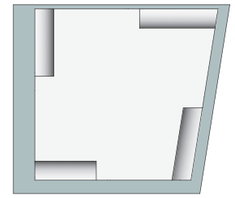
A series of two-storey 'cuts' were added throughout each of the quadrants of these buildings providing space for valuable amenity such as external terraces and winter gardens. These cuts also help further reduce the massing, creating a series of stacked boxes that allow the building to function as a 'vertical connected neighbourhood' to complement the character of Regent's Place and by adding double high amenity facade elements, the tower has a coherent expression.

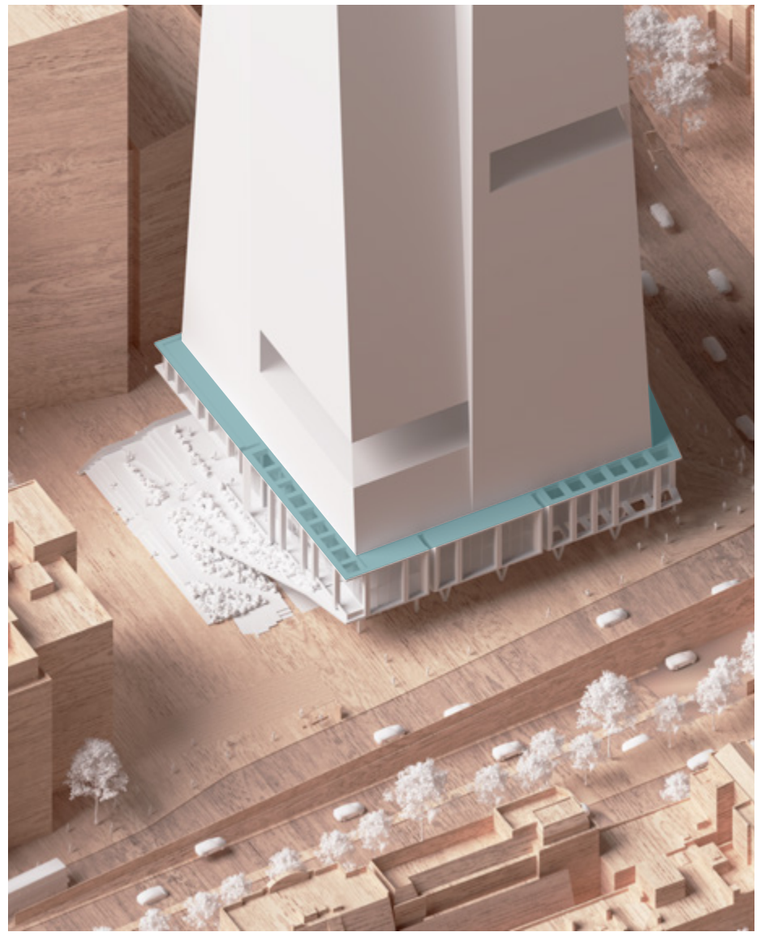
6.5 Podium Massing Evolution

The manner by which the tower element lands and connects with the ground plane is fundamental to the conceptual approach and, as such, a focus on creating an inviting, welcoming, open and accessible podium and surrounding public realm and landscape has been key in the massing evolution of the podium and landscape.







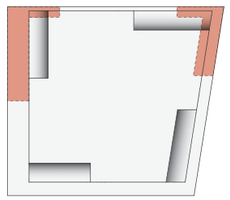


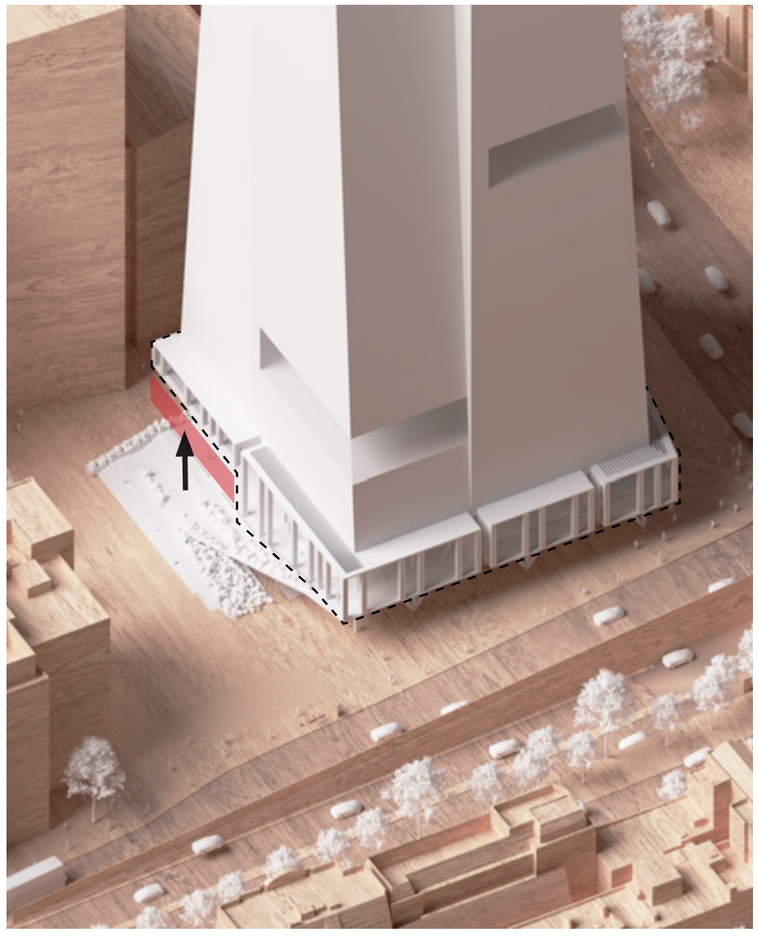
1. February 2022 - Stage 01

The Stage 01 tower massing had an angled east facade face and was made up of four two-level boxes which push and pull relative to one another. The purpose of this massing was to mitigate wind, to relate to the neighbouring buildings along Hampstead Road and to provide a more generous public space at the corner intersection at ground level. The pinwheel shape helped break down the massing of the podium into four distinct areas to reflect the quadrants of the tower above

2. Simplifying podium massing and reducing overhangs

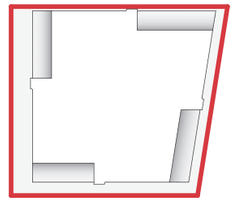
The push and pull massing boxes were simplified to represent a more consolidated and distinct podium shape. Through pushing areas of the podium massing back, the oversailing of the public realm was reduced in collaboration with LBC. However, this had a negative effect on the podium's mitigating effects on the wind conditions so initial studies were undertaken to integrate wind baffles into the podium facade on the south-east and west

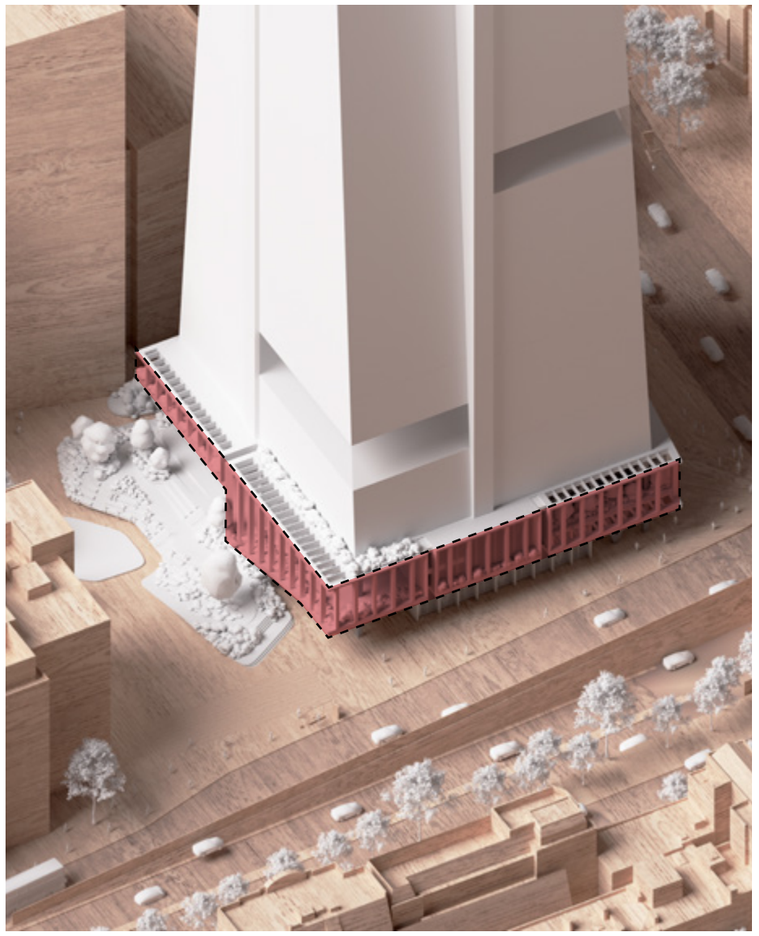




3. Push up areas of podium to highlight entrances

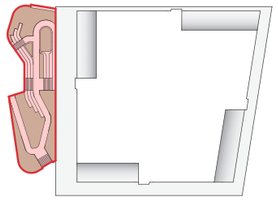
The north-west and north-east podium massing boxes were lifted up as an architectural gesture, highlighting key entry points and encouraging access from Regent's Place Plaza and Hampstead Road to reflect the concept of creating an inviting and welcoming series of permeable public podium spaces. Wind baffles are further developed to reflect the ongoing wind tunnel and CFD analysis undertaken to improve microclimatic conditions on the site.

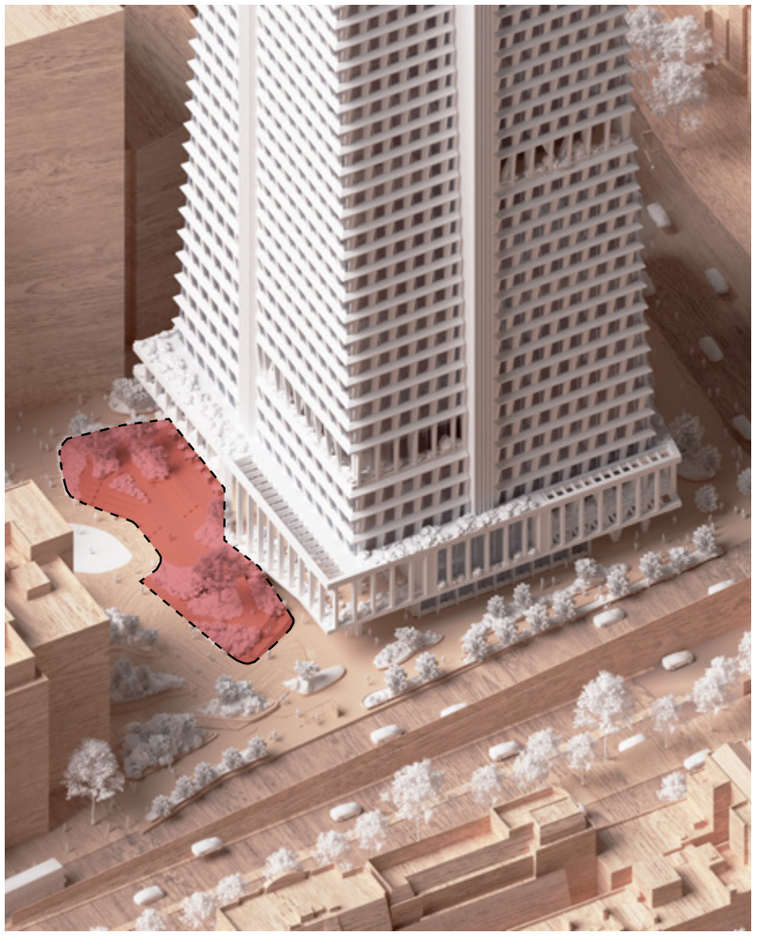




4. New regular facade expression

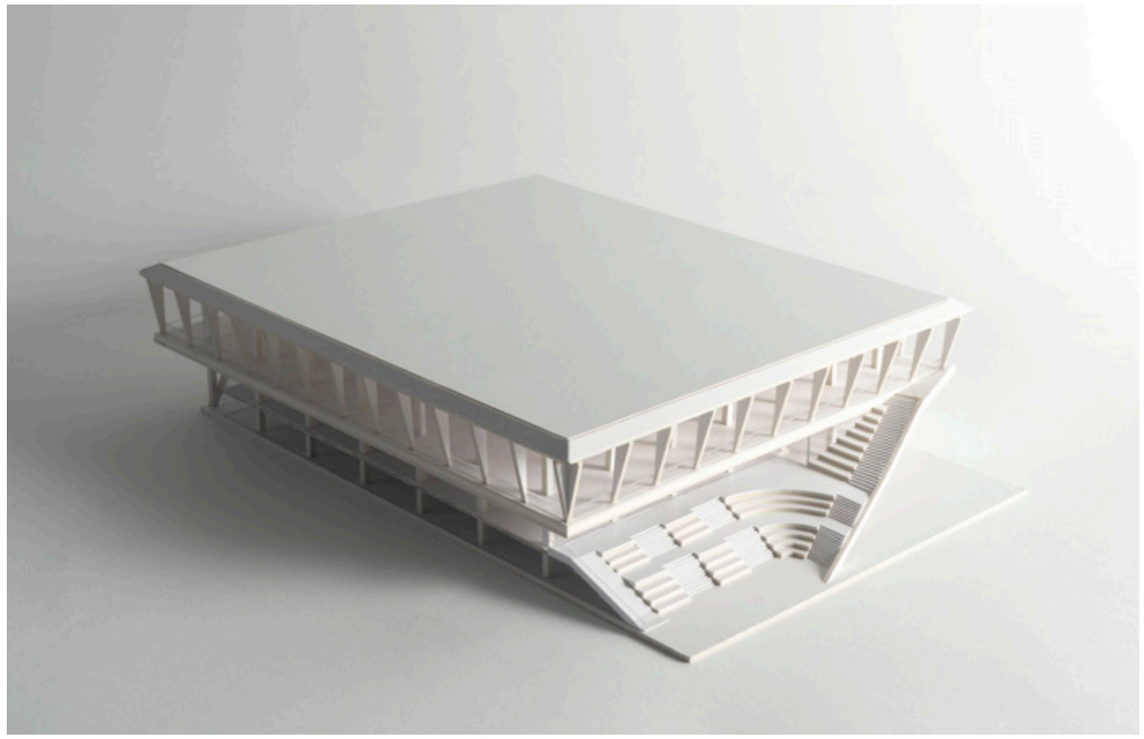
The podium facade expression was simplified into a series of vertical elements with a 3m spacing and introduced gaps between the podium boxes which represented a miniature version of the tower breathing spines. This rationalisation was achieved through a series of significant workshops with LBC planning officers. This collaboration also resulted in movement in the ground floor facade, pushing entrance areas in to provide additional shelter at thresholds whilst simultaneously pushing areas out elsewhere to reduce areas of oversailing in the public realm further

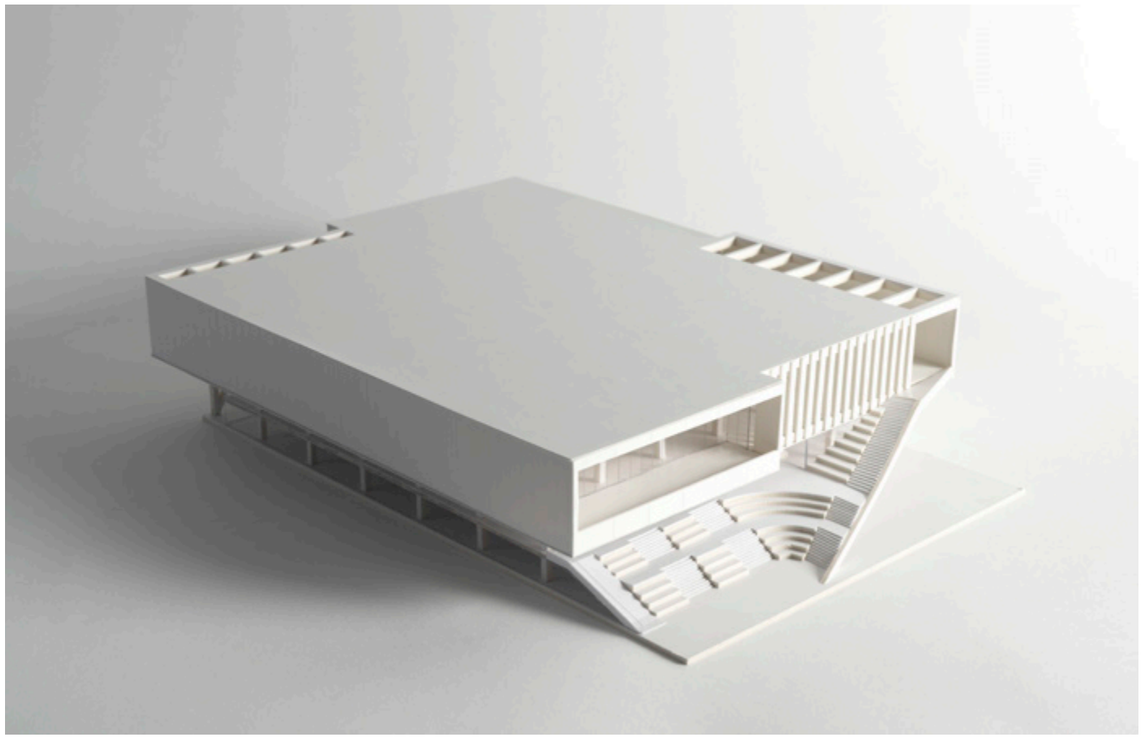


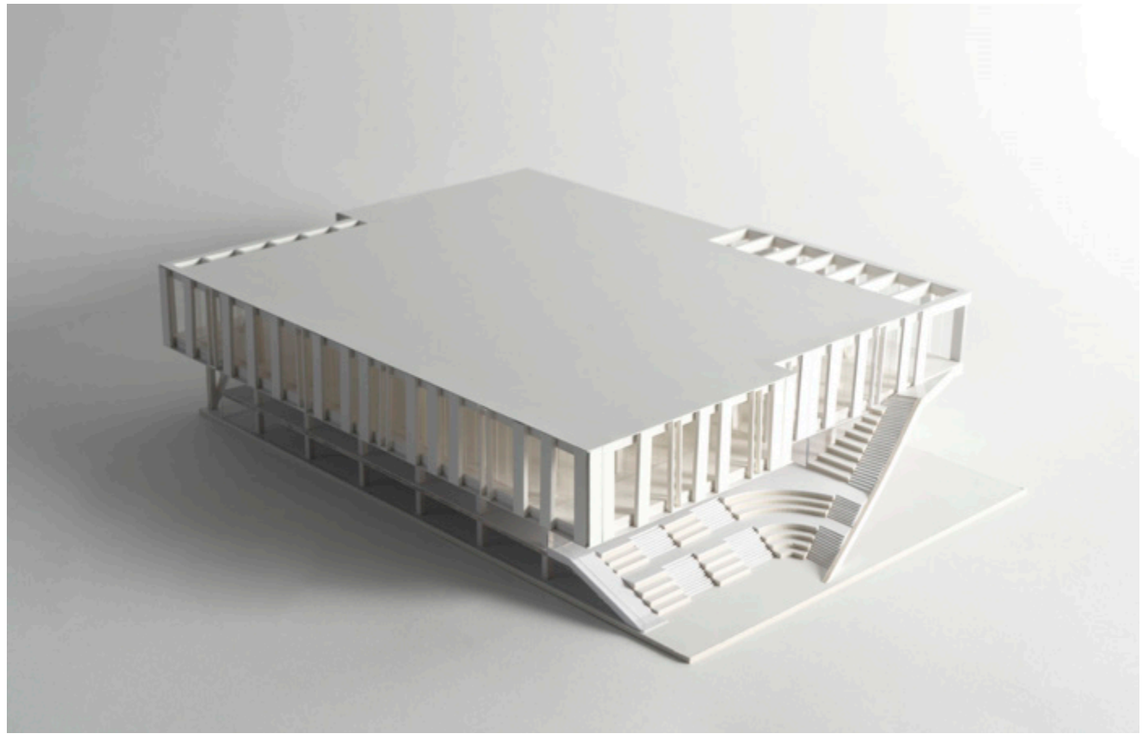


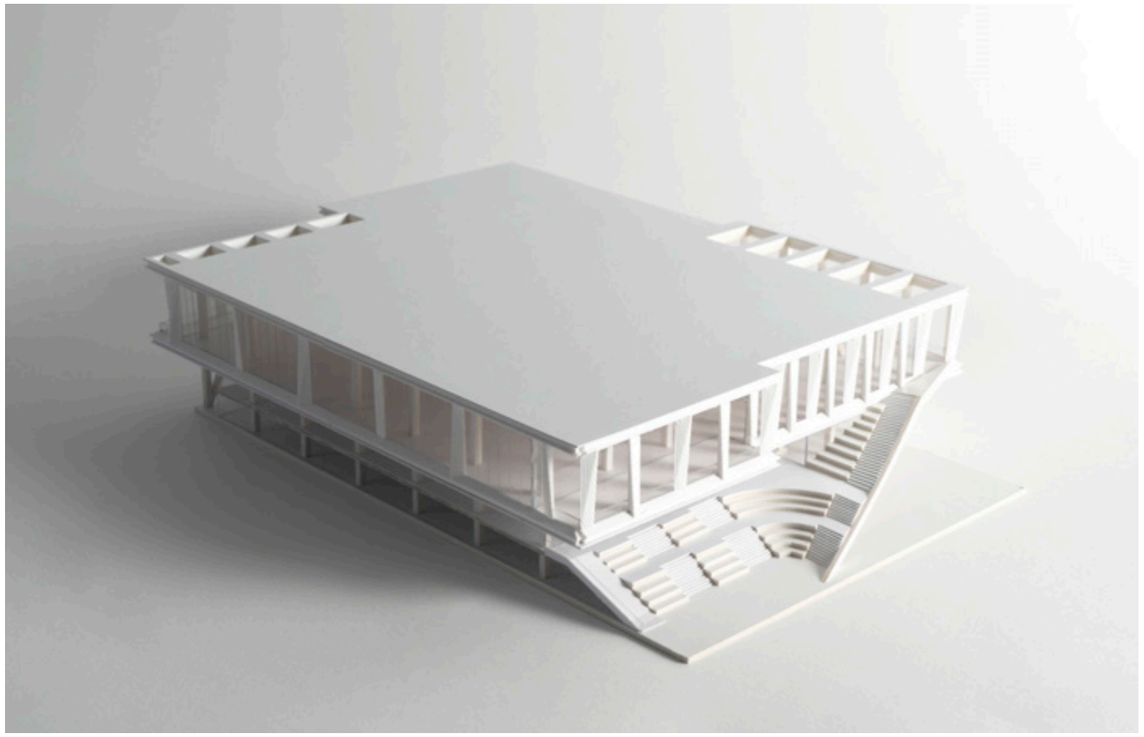
5. Development of exterior stair

A terraced landscape designed in conjunction with the Proposed Development public realm design concepts is developed for an active connection with Regent's Place Plaza. This planted green route provides access to the level 01 cafe terrace and has been significantly influenced through both the co-design and LBC pre-application workshops with the ambition of creating a fully accessible, engaging and immersive green landscape that encourages entry and access through the public podium

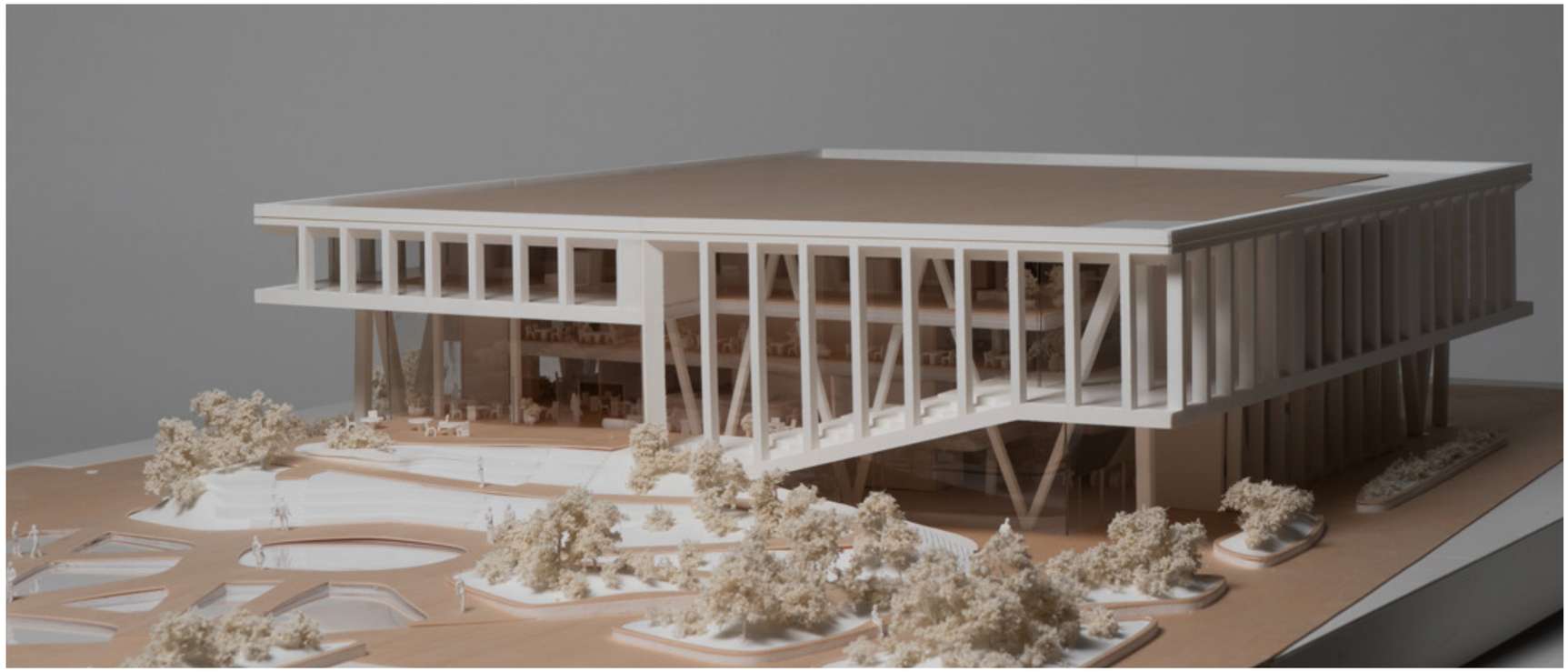








Photographs - Physical models of differing podium design approaches





Photograph - Detailed physical model of podium

Podium Massing Evolution

The way in which the tower lands and connects with the ground plane is fundamental to the conceptual approach and, as such, a focus on creating an inviting, welcoming, open and accessible podium and surrounding public realm has been key in the massing evolution of the podium.

A significant amount of focus has been given to how the lower levels of the building connect with the public realm on all four sides of the building. This focus has given rise to adjustments throughout the design process which include the location of entrances, relationship of the ground floor glass line to sidewalk space, extent to which the podium levels overhang public space and the ease of access from various sides of the podium to multiple levels of interior programming.

These design adjustments have been made with careful scrutiny of the relationship of elements of the proposed podium massing to adjacent buildings and continual conversation about what design moves best serve the local community at both the ground and upper levels of the podium.

Initial podium designs featured a single box massing for the upper levels of the podium. This design evolved into a series of four floating boxes for the upper levels with a push and pull of their front faces so that the boxes stood apart from one another. The proposed design for the podium features a massing where the upper floor boxes are aligned on their front faces and lifted up on the northeast corner at Hampstead Road and on the north-west corner facing Regent's Place Plaza. In addition, the ground floor glass is pushed in strategically at entrances along both Euston Road and Hampstead Road.

The following spread illustrates how the major developments in the design evolution have combined into a coherent design before the subsequent pages outline the design evolution at a more granular level for specific areas of the proposal.

6.6 Result of Massing Evolution

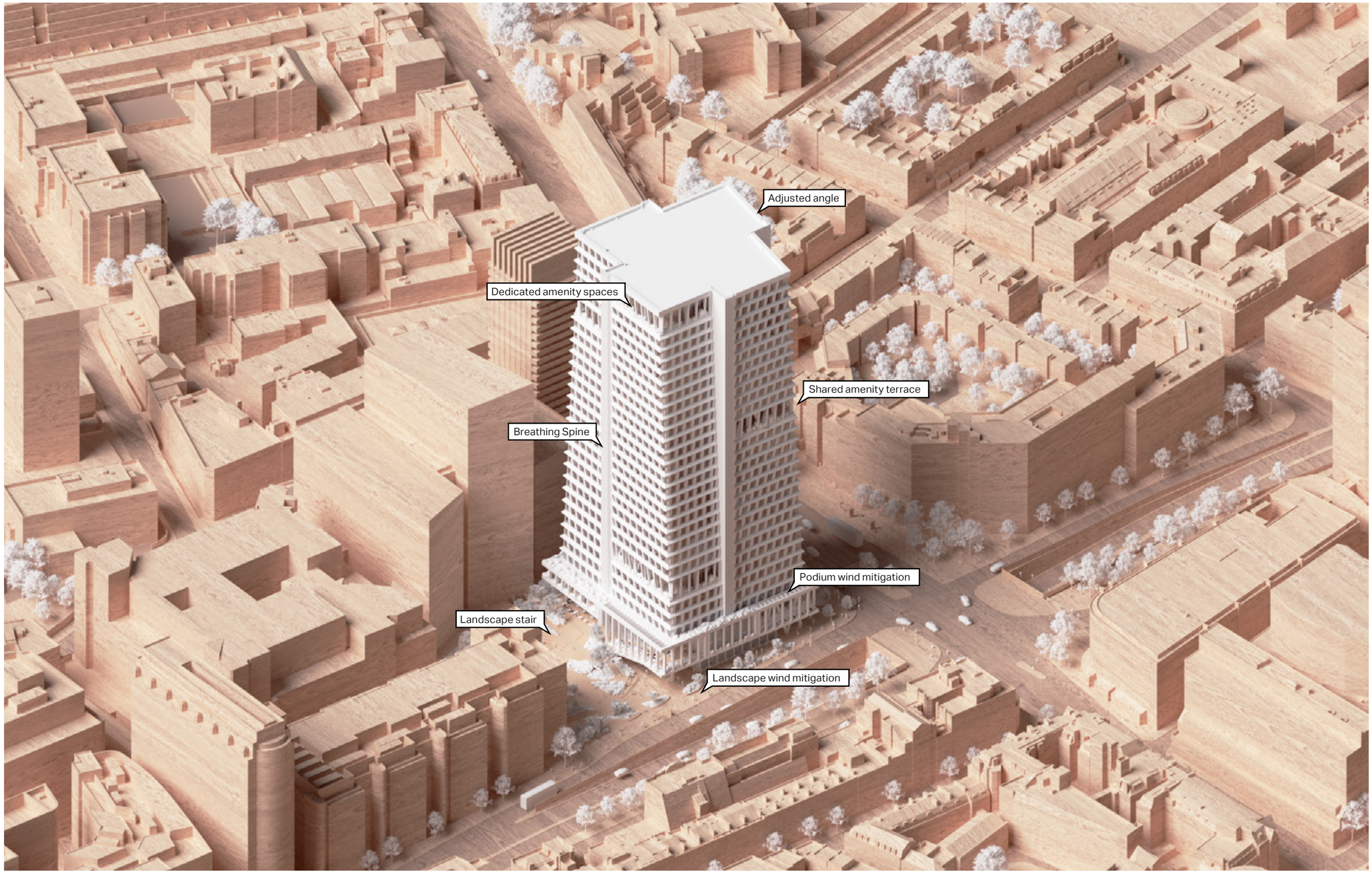


Diagram - Axonometric view of Proposed Development in context from south-west

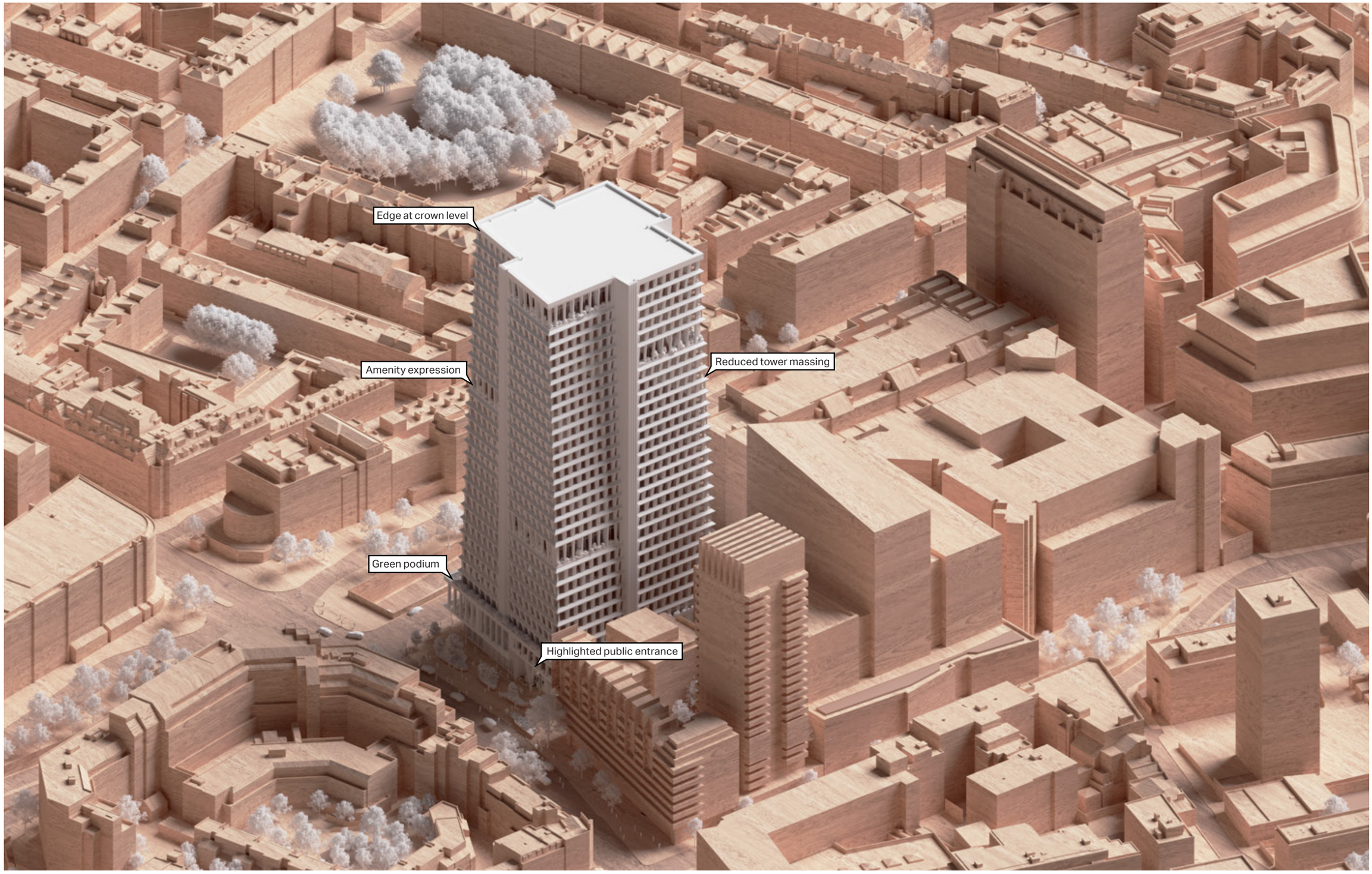


Diagram - Axonometric view of Proposed Development in context from north-east

6.7 Facade Optimisation

In the evolution of the facade design, a comprehensive approach was employed, harnessing various tools - from daylight simulations, physical models, 2D drawings, and digital 3D models - to refine and articulate the final vision.

Daylight simulations helped to balance factors such as direct sunlight hours, daylight factor, glazing ratios, with concerns around solar gain and facade depth. This design process aims for optimal natural light conditions within the building while addressing concerns related to energy efficiency.

Different facade types were tested with varied:

- glass to solid ratios
- facade geometries
- facade depths

These were conducted in an attempt to benchmark the proposal with the aim of finding a balanced solution that provides adequate daylighting factor, direct sunlight hours, and solid to glazing ratio.

Additionally, physical models of various facade depths and geometries played a pivotal role, offering tangible insights into the interplay of light and shadow across the facade. These models facilitated a deeper understanding of the potential for integrating natural ventilation into solid facade elements, contributing to both aesthetic and functional considerations in the design evolution.

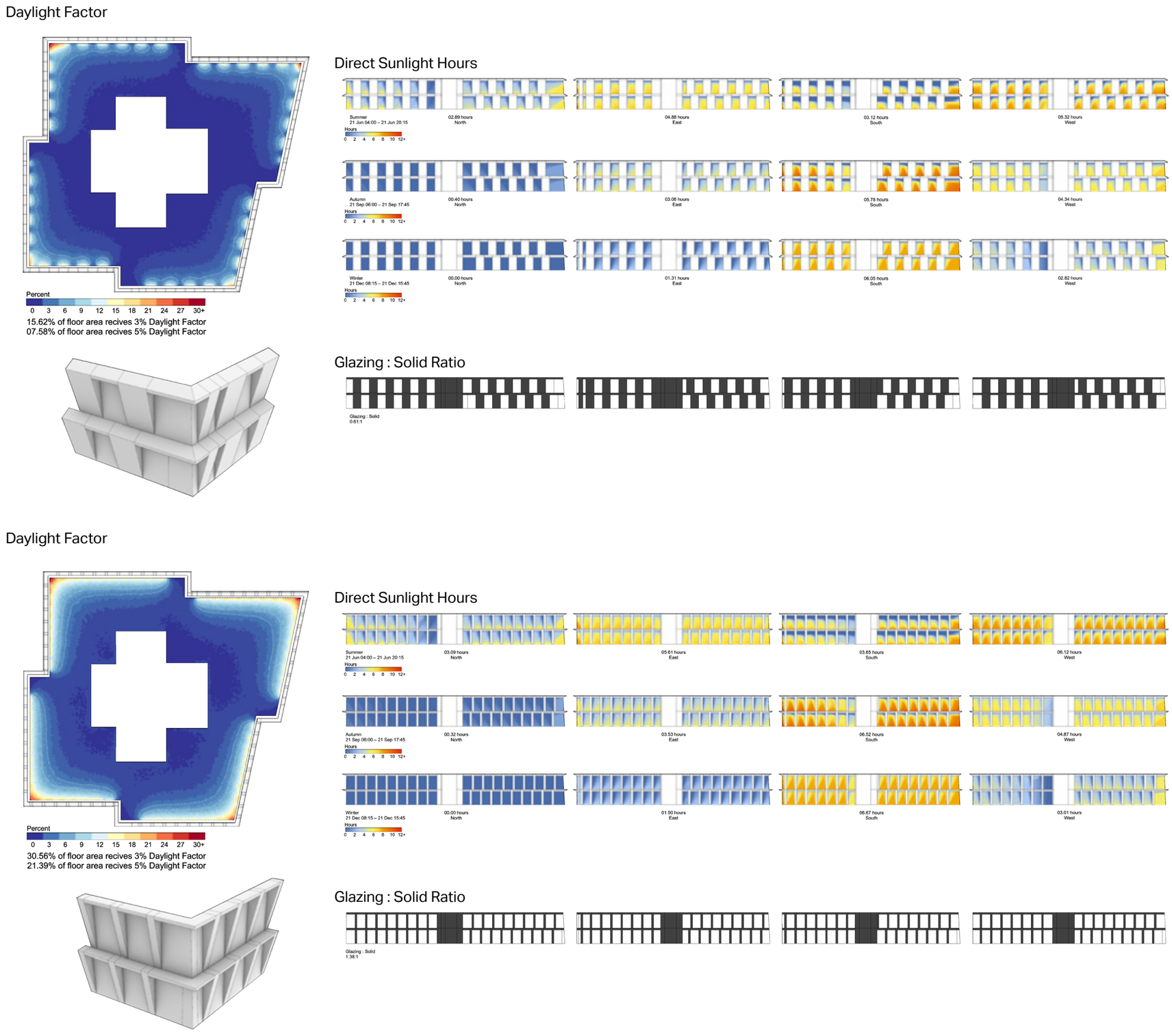
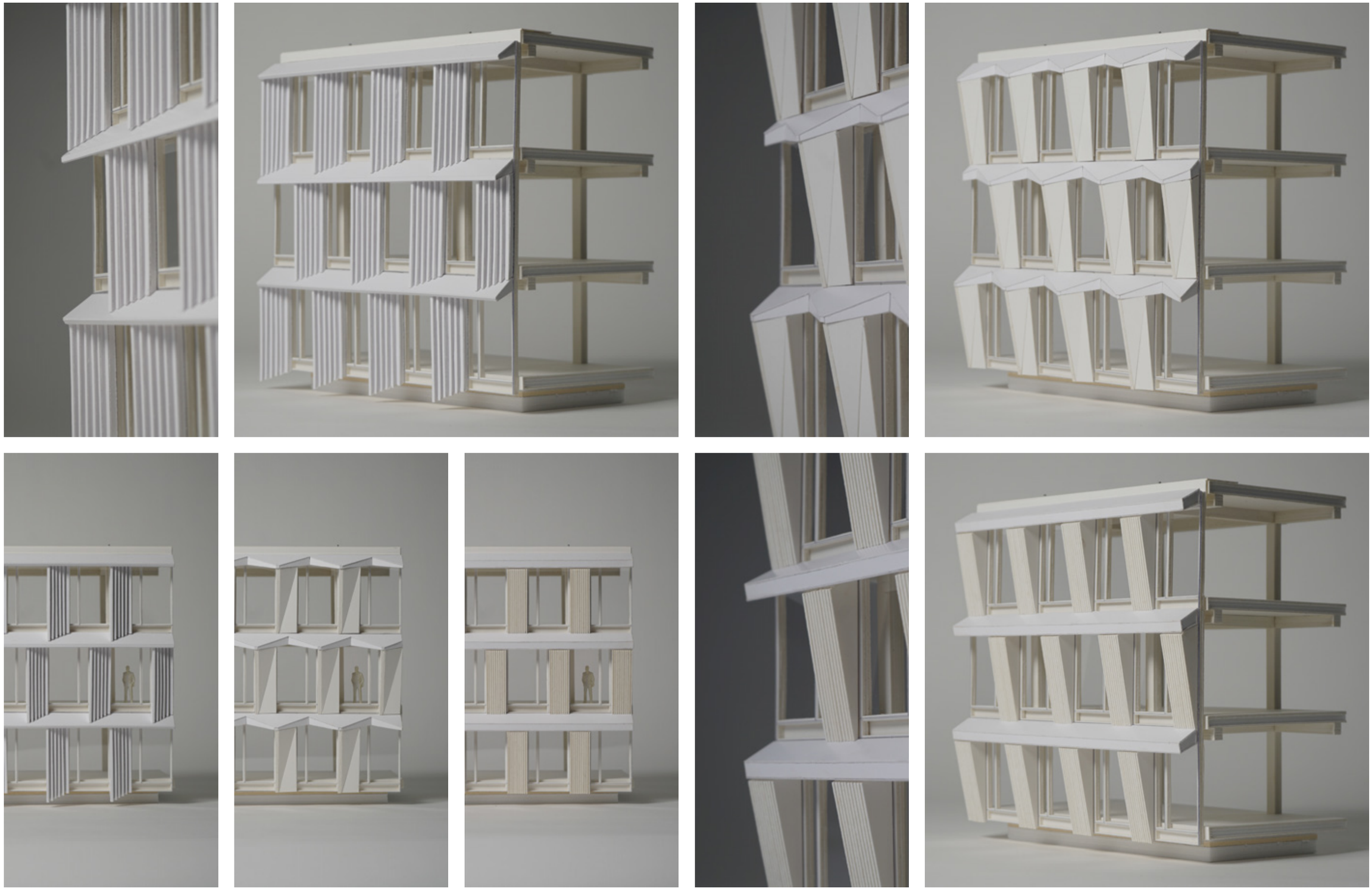


Diagram - Simulations providing informed data-driven decisions on optimised designs for the facade



Photographs - Physical models of facade studies

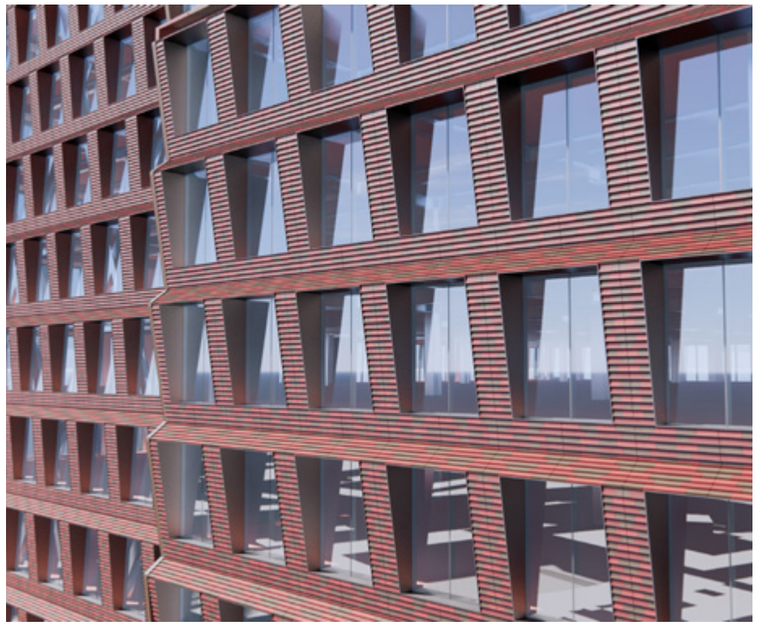
6.8 Facade Articulation Evolution

As part of the design process, the evolution of the facade design has been influenced by considerations of ventilation, solidity, and thermal performance. The target has been to create a facade that not only integrates natural ventilation but also comprises solid passive shading elements to enhance the thermal performance of the overall facade.

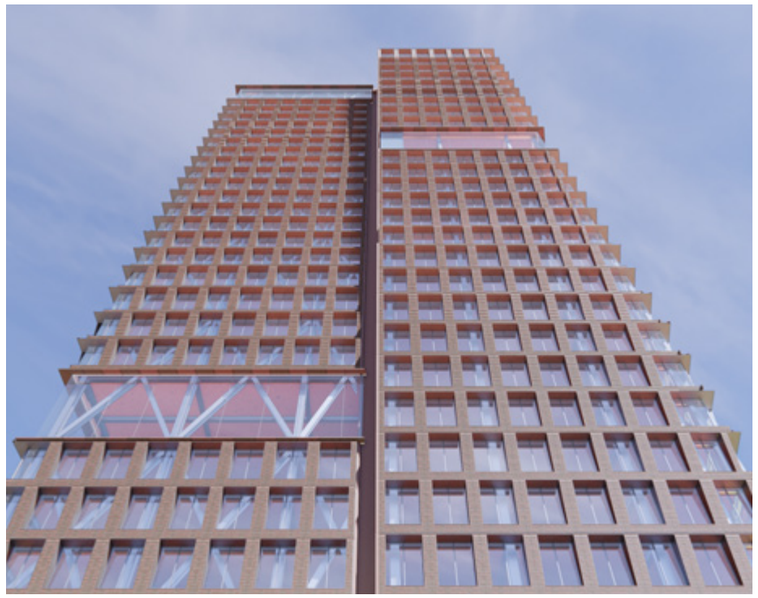
A vertical area of louvres, the 'Breathing Spines' was introduced on each elevation to allow airflow for the air handling units (AHUs). This helps dividing the facade up into the four quadrants whilst emphasising verticality and visually achieving a more slender tower.

Different materials and geometries have been studied for the facade modules to reflect the concept for a robust, solid and sculptural facade. Conversations with LBC planning officers in pre-application workshops have been fundamental to the development of the facade module.









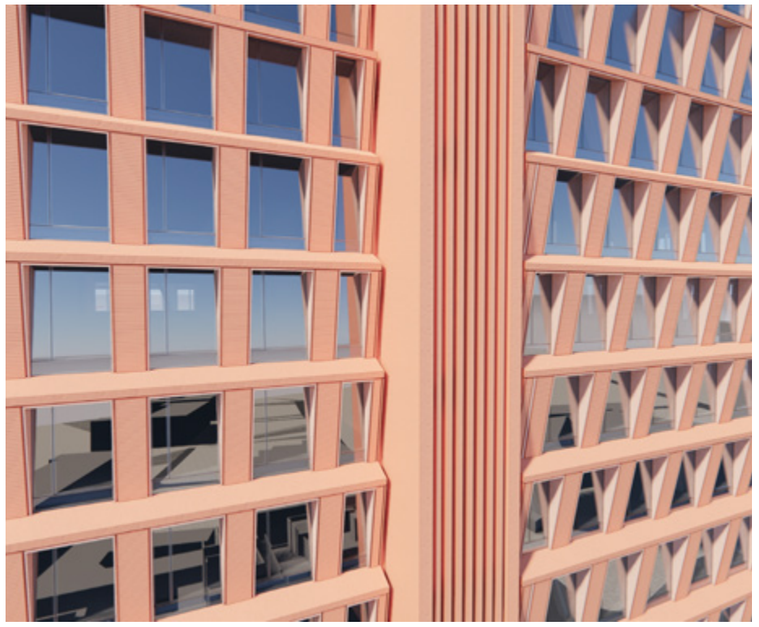
1. Varying Facade Module Sizes

The solid panels shift and have varying dimensions with articulation on the front and perforations on the metal sides. Where the sloped and vertical facades meet there is a zig zag edge, this was to follow the facade but was later changed to a linear spine edge for a simpler cap and transition between facades.

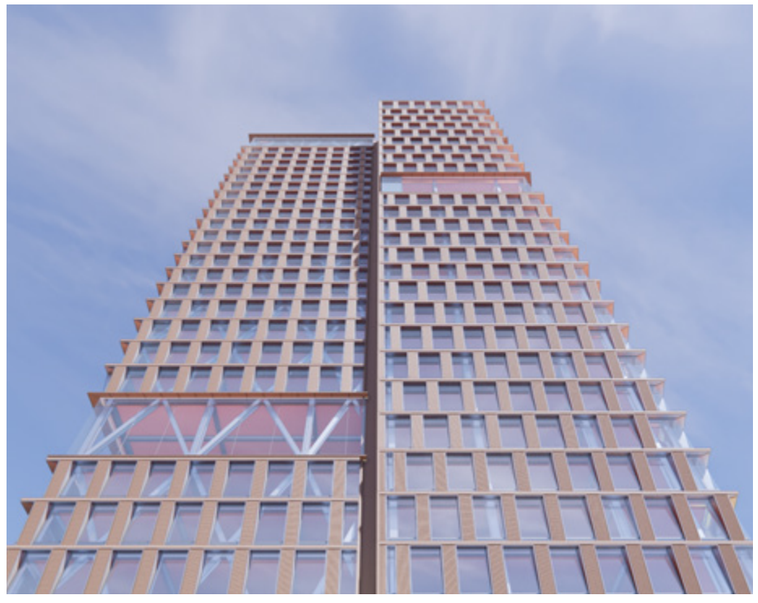
2. More Regular Facade Rhythm

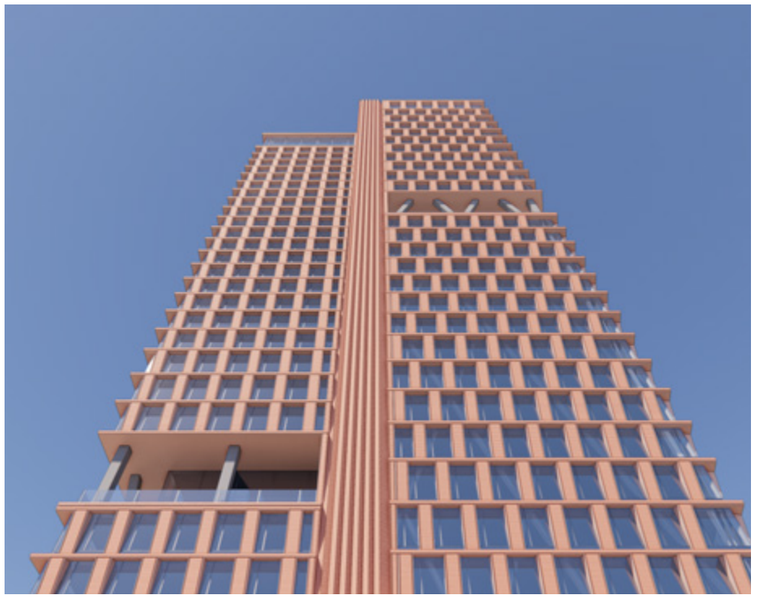
The exploration of various facade materials and patterns have led to more regular module sizes and increased solidity in the design. The emphasis on a regular pattern enhances uniformity and cohesion within the facade and additionally, the strategic pursuit of greater solidity.

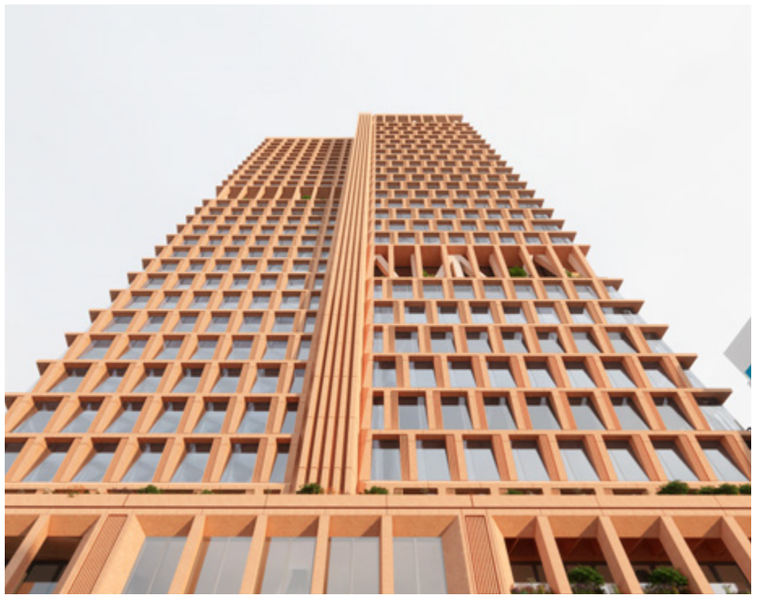












3. Straight and Staggered Facade Pattern

In order to emphasize the contrast between the two towers on each elevation, modifications were made to the pattern. The facade is designed to align with the bracing strategy, which results in one half of each elevation having a repeating facade pattern and the other half displaying a staggered pattern. This move helped further emphasise the visual contrast between each tower quadrant and allowed for a more distinctive appearance.

4. Breathing Spines Added

The stacked AHUs arranged centrally on each elevation is expressed as a spine throughout the tower contributing to a distinctive feature that enhances the slim profile of the two split elevations. Following consultation with LBC planning officers the spines were pushed out to further exaggerate the division between the quadrants. At this point a glazed spandrel panel is replaced with a thicker horizontal element that was also developed with significant input from the LBC planning officers.

5. Natural Ventilation and a More Sculptural Facade Module

By incorporating natural ventilation into the primary facade, the necessity for operable windows in the glazed panel is eliminated, and the solid panel is utilized to facilitate air circulation. Changing the facade from a design with continuous horizontal panels and instead having the main facade interlocking both vertical and horizontal elements feels more three-dimensional. The ‘mini-breathing spines’ in the facade module reflect their function as areas through which natural ventilation is possible internally.

6.9 Double-Height Amenities Evolution

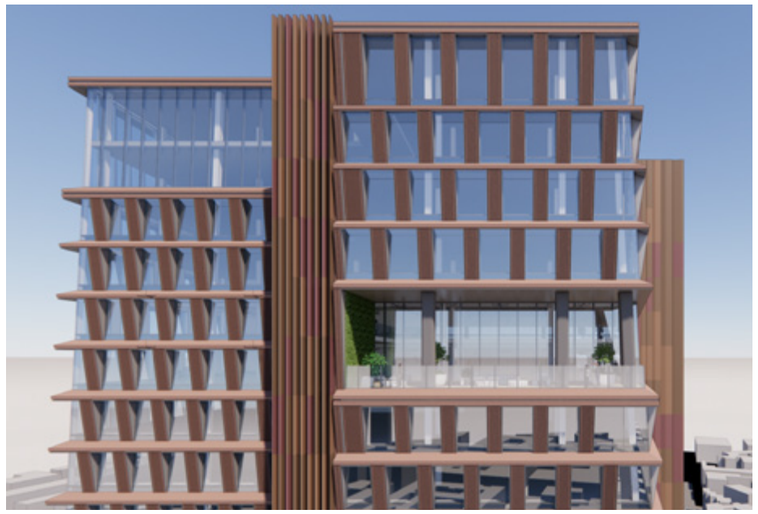
The amenity spaces for the Proposed Development are envisioned as double height areas distributed across the tower and acting as a canvas for a variety of different functions. It provides the opportunities to create break out spaces for the office floors, where informal meetings, lunches, and temporary work can occur and encourage social interaction.

The spaces also create the possibility to inter-connect floors with stairs and give tenants that have multiple floors the opportunity to have visual and physical connections within their own areas.

Amenity spaces are strategically placed across the building, taking advantage of key views and maximising exposure to natural daylight.

These areas were distinguished by a clear glazed facade type which differed from the typical tower facade elements. The amenity facades have in the design process been pushed back to create terraces, spaces for greenery and social outdoor interaction. By adding double-height amenity facade elements, the tower now has a coherent expression and frames the view of the city from the inside.









1. All Glass Double-Height Amenity Facades

Initially, very open and glass dominant amenity spaces were used to give a visual gap in the facade, without solid divisions and solar shading. The location and heights of these spaces were studied to ensure they were located sensibly up the tower at lift transfer floors to ensure maximum tenant usage whilst also located strategically to respond to key datums and landmarks in the immediate context

2. Relation with Breathing Spines and the Creation of Terraces

With the introduction of the spines the double-height amenity spaces were adjusted and different terrace options were explored. Conversations with LBC planning officers highlighted the importance of providing some depth to the facade in these areas. The additional shadow created helped reinforce the connected vertical neighbourhood massing concept

















3. Studies on a More Solid Double-Height Amenity Facade

Following conversations with LBC planning officers, it was agreed a more consistent facade approach was required, to help integrate these spaces with the rest of the tower facades, Studies were undertaken in collaboration with LBC planning officers focused on; breaking up and experimenting with solidity, extending the main facade at amenity locations, and creating more subtle plays of light and shadow in these specific areas of the facade

4. Adding Variations of Planters and Greenery

Following a decision on facade articulation, the depth of double-height amenity spaces were studied. A planted edge was proposed to bring greening up the building - a decision driven in part through feedback received during the extensive co-design process - and creating a solid planter edge to further increase the solidity in the facade in these areas

5. Coherent and Consistent Facade Expression

The resultant architecture is seen as coherent and composed - the double-height amenity facades providing interest and contextual responses to the proposal whilst being integrated within the wider design language of the tower facade

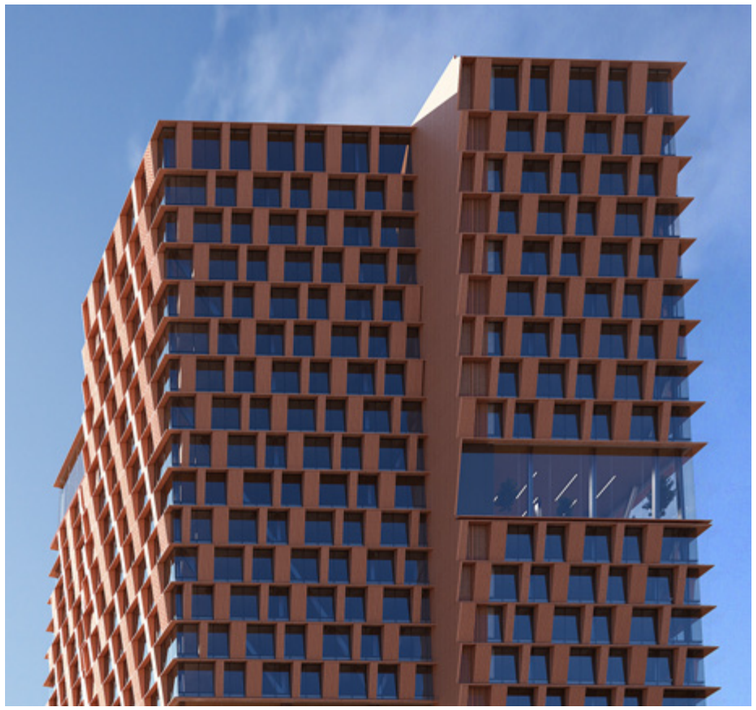
6.10 Tower Crown Evolution

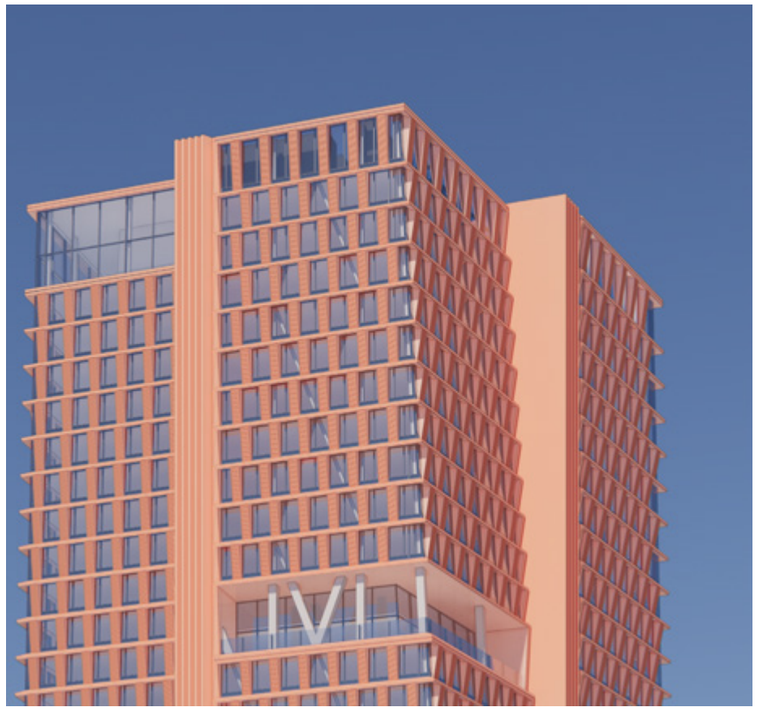
The solidity required by the facade concept necessitates a robust and deliberate conclusion to the tower form that provides a clear silhouette in the far views whilst also reinforcing the four tower quadrant massing concept in articulation and materiality.

Both technical and aesthetic criteria have had an influence on the development of this area of the proposals.









1. A Thin Egde

Other than a slightly higher floor-to-floor height, there is no change to the facade module and crown articulation. The thickness of the horizontal element in the facade is repeated at the top that given no significance to the massing of the roof

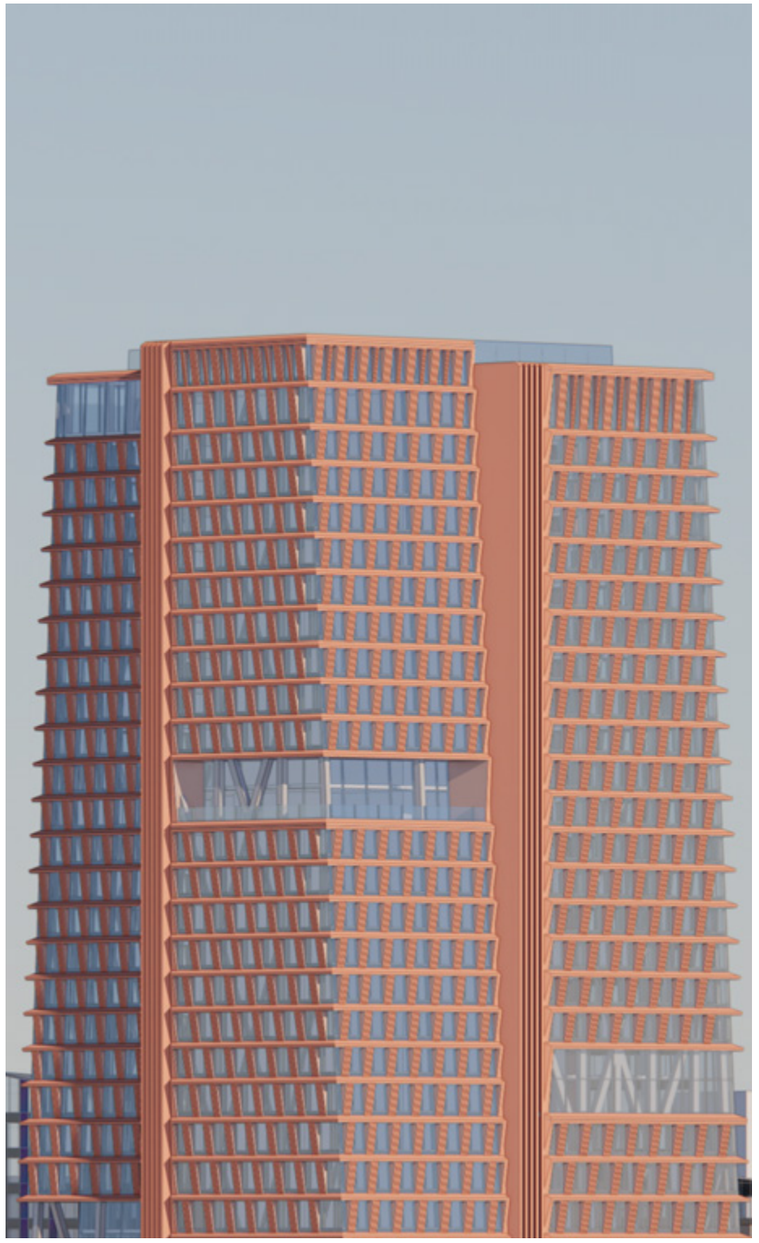
2. Introduction of a Thicker Edge

With the new facade expression a thicker edge around amenities and crown was used to highlight the conclusion to the tower and reflect the solidity of the typical tower facade.

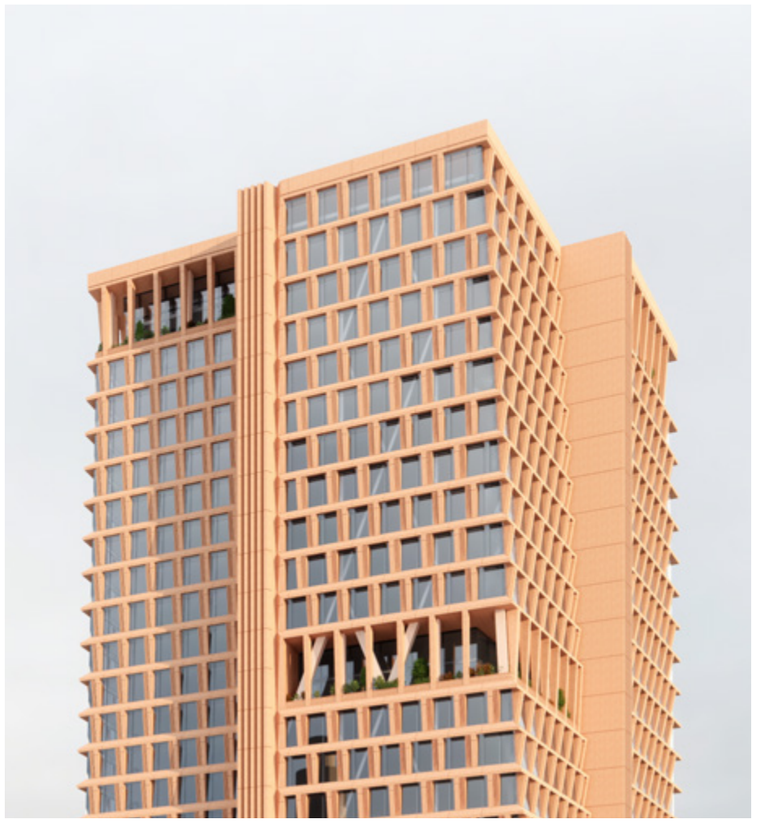












3. Various Technical Facades

The top two floors have a majority of technical spaces and therefore have special design parameters. Many studies were undertaken during workshops with LBC planning officers looking at both altered facade expressions and varying the heights of the four quadrants.

4. Long Distance Views Studied

Variations in the height of the four quadrants as well as the facade treatment was studied extensively in collaboration with LBC planning officers. Further understanding of technical requirements for plant areas on the roof, lift overruns and the visibility of the inner faces of the quadrants resulted in an unresolved and cluttered silhouette to the proposals

5. Thick Solid Egde

In order to resolve the silhouette and massing, a thick horizontal element was introduced and the four quadrants rationalised to be the same height. Additionally, rationalising the height of the two top floors minimised complexity and resulted in a calmer, more coherent approach. The enhanced solid edge was re-used at podium level, tying the building together from top to bottom

6.11 Podium Articulation Evolution

The podium articulation has evolved in conjunction with the development of the podium massing.

The initial concept for podium articulation was a design which simultaneously differentiated the podium façade from the tower façade so that the podium would be seen as separate from the tower while also portraying a consistency in materiality and geometry which would tie the building together as one.

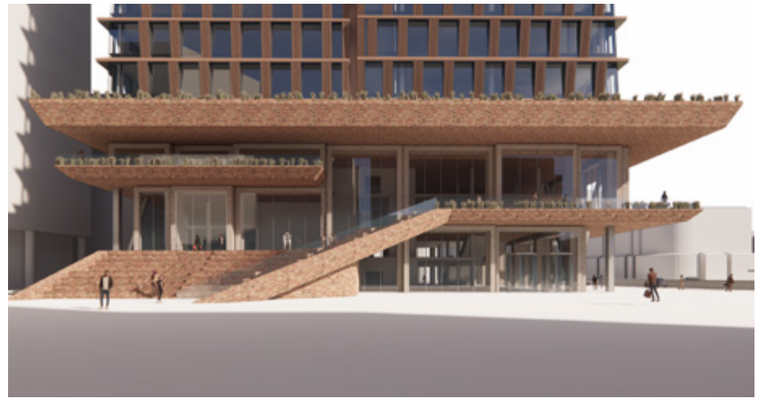
The following design studies illustrate how the podium articulation has developed while keeping the central concept consistent.











1. Pushed & Pulled Podium Boxes

In early studies the podium articulation concept was developed as vertical podium façade patterning which changed rhythm to match pushed in and pulled out podium boxes

2. Simplifying Podium Massing

When the front faces of the podium boxes were aligned and the north-western corner was lifted up at the main Regent's Place Plaza entrance, the podium articulation was simplified and emphasis was put on the ability of slab lines mimicking the tower façade's horizontal shading elements to indicate triple height entrance spaces.















3. Framed Boxes

The podium articulation was further developed to frame each of the podium boxes as their own elements. The podium boxes have vertical façade elements spaced in a varied but regular rhythm

4. Simplifying Podium Articulation Rhythm

The north-eastern corner of the podium boxes was lifted up at the corner of Brock Street and Hampstead Road as a gesture to highlight the public entrance along Hampstead Road and create a significant public welcome space on that north-east corner at ground floor. The podium articulation was simplified further and vertical façade elements are spaced at regular intervals

5. Consistency with Tower Facade Design

The proposed podium articulation features a façade design which is simplified so that the geometry of vertical elements and the horizontal slab lines reflect the geometrical principles of the tower façade design. Vertical louvres have been incorporated into the podium facade to reflect the evolving podium ventilation strategy and create a consistent and connected design language to the tower facade above

6.12 Terraced Landscape Evolution

Active connections to the public realm was a guiding principle for the design of the podium, reflecting the underlying concept of creating an inviting and welcoming permeable, public podium.

Early in the design development the concept of a multi-level connection to Regent's Place Plaza was conceived in order to facilitate activation beyond the ground plane and up and into multiple levels of the podium.

The following spread illustrates how the design of the terraced landscape evolved through the design process.









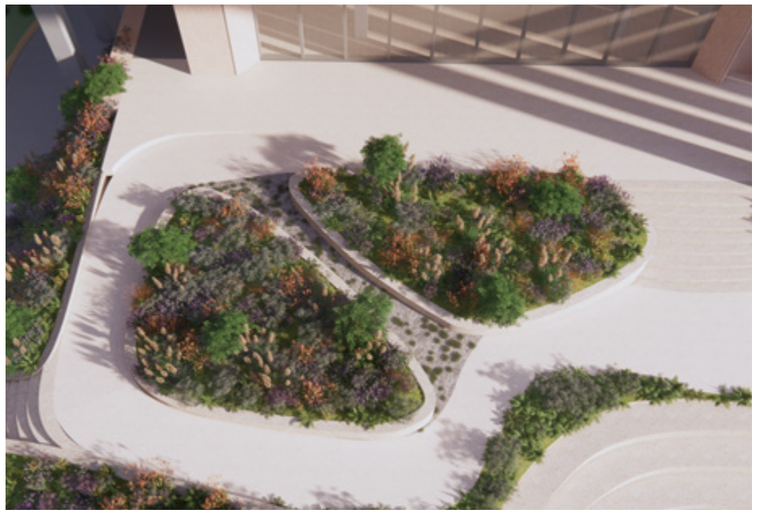
1. An Amphitheatre Staircase

The initial sketch for the connection to Regent's Place Plaza was an amphitheatre staircase which extended out from the shifted boxes and framed a rounded plaza at ground level. The primary function was to open out to Regent's Place Plaza with the public realm viewed as a stage for informal, impromptu events to take place. The amphitheatre staircase provided space for an audience to gather, directed towards the plaza.

2. Incorporating Ramped Access and Significant Planting

Discussions around accessibility and incorporating greenery into the staircase with LBC planning officers enabled the design to evolve to a wider stair and a ramp that wove between large green planters. Initial feedback from the co-design process was crucial in highlighting both the importance of more greening in the public realm and multiple and accessible routes into the building that are engaging and offer multiple programmes and activities en-route.













3. Curvilinear Edges

The organic design of the emerging and evolving landscape mounds (as discussed further in Chapter 9: Public Realm and Landscape) begins to be reflected in the curvilinear edges of the staircase. The landscaping starts to act as a transition between the rational and orthogonal geometry of the podium and the more organic public realm

4. Terraced Landscape Mounds

The landscape mound concept is expanded up and onto the stair, integrating into the public realm strategy further and creating a terraced landscape that connects ground floor public realm to upper levels. Following consultation with LBC planning officers as well as through the co-design process, the ramp is replaced with a meandering sloped path - removing the requirement for handrails allowing for a much more open and accessible access up to level 01 of the podium

5. Landscape Embedded

The proposed design for the terraced landscape finds the balance between green landscape elements embedded in the space and clear and accessible connections to upper levels of the podium, uniting the public realm strategy with the podium design. Stairs are rationalised and the sloped pathway greened with trees and increased planting to create a vibrant, engaging and thoroughly accessible route up to level 01, reflecting the inviting and welcoming concepts around the podium public spaces

6.13 Materiality Precedent Study

The existing Euston Tower is an notable example of the 'International Style' popularised by European Modernists in the years surrounding the Second World War. Whilst this style is of its time, the stark lines, reflective glass and alien architectural detailing of the current building make it appear at odds with the material character of Euston generally and the borough of the Camden as a whole. This contextual clash is especially striking given the prominent location of the building and its considerable difference in height when considered against its surroundings.

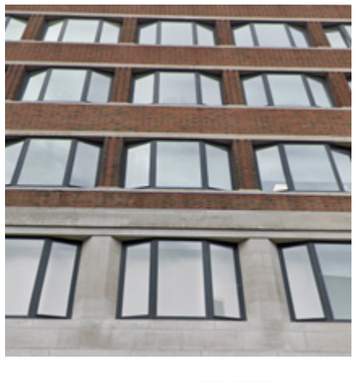
A key element of the Proposed Development's design is to tie in the tower more closely with its immediate context and the architectural character of Camden. To this end, the design team undertook a comprehensive visual survey of the surrounding architectural and urban contexts, the results of which can be seen on the pages opposite.

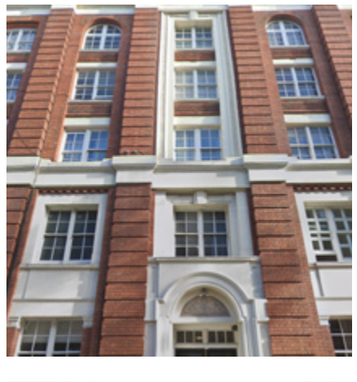
Whilst there is a broad range of typology, materiality and architectural approach clearly visible, there are also some common threads - red brick, warm natural stones and vertical proportions are all clearly evidenced.

The Proposed Development seeks to draw on these common threads to create a unique but respectful language for the proposed Euston Tower - a language that is inherently of Camden, but that creates a recognisable landmark on London's skyline.

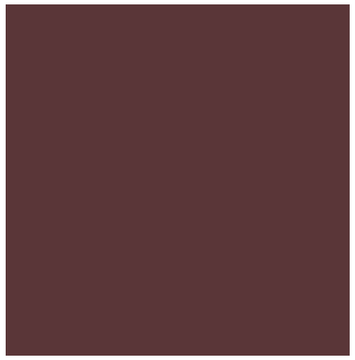
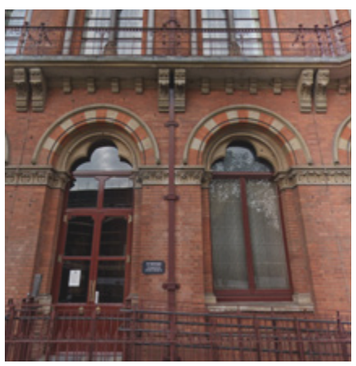


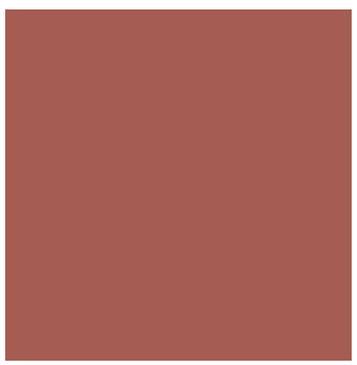


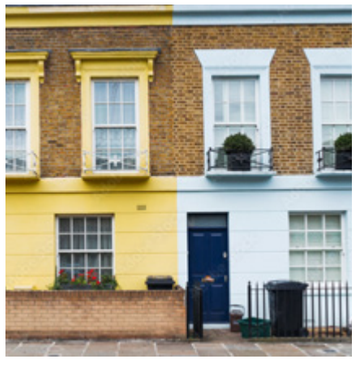






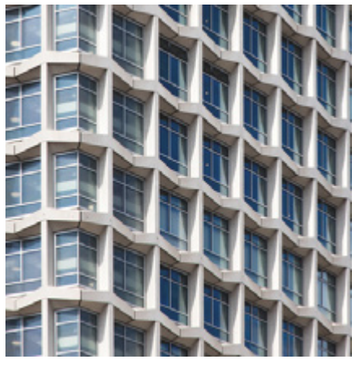




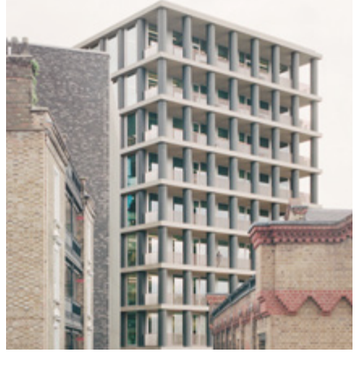



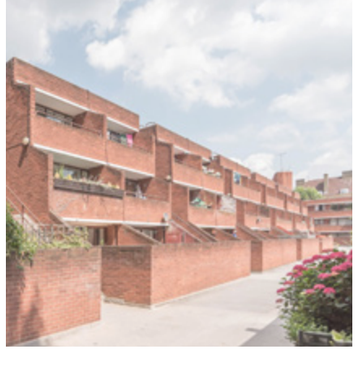






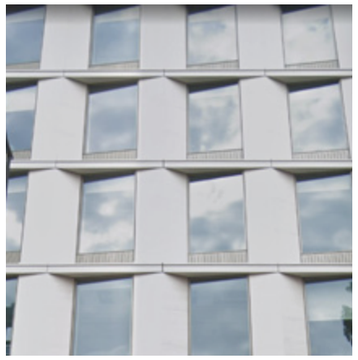
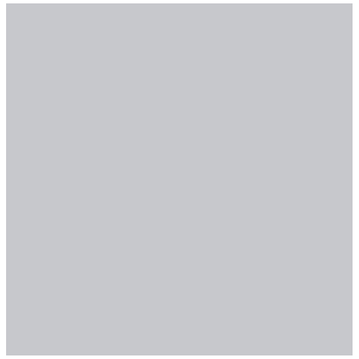




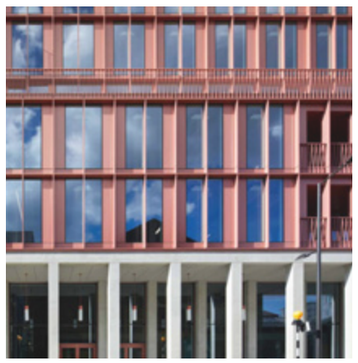
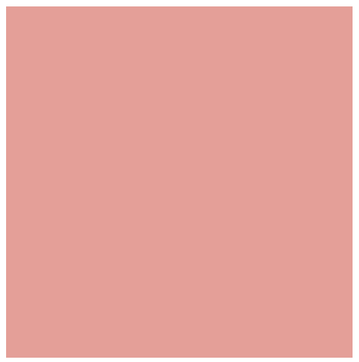








Photographs - Physical models of facade studies

6.14 Facade Colour Evolution

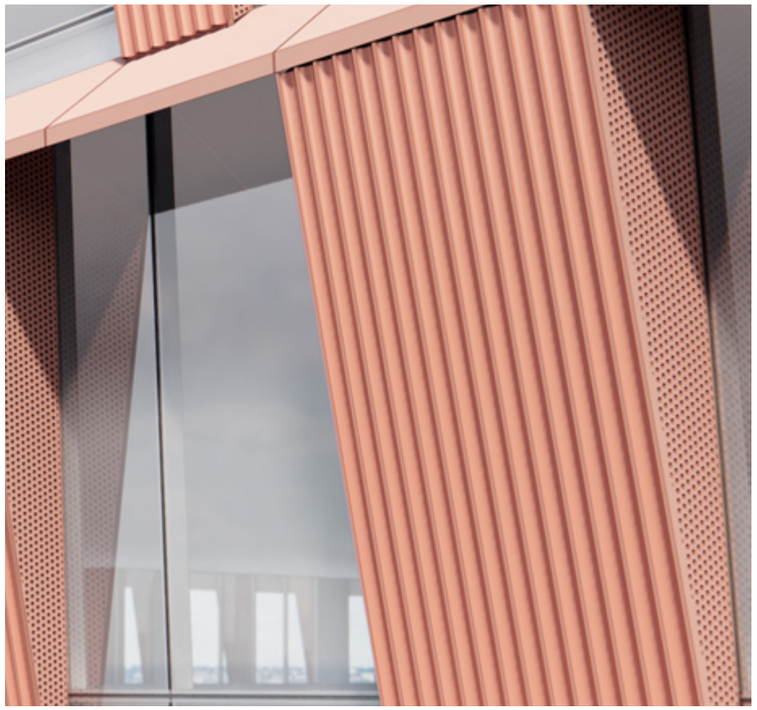
The Proposed Development draws upon the unique Camden context, aiming to continue the development of this area, with deep connections to the local context.

Throughout the design development the façade elements have been adjusted both in material, finishes and colour. This have been done to strengthen the relationship between the context around Euston.

The facade colour takes inspiration from the local buildings around Drummond Street, references key heritage assets such as the UCL Cruciform building, the St. Pancras Hotel and the British Library, and aims to harmonise with the natural tones of Fitzroy Square and the landscape of Regent's Park.







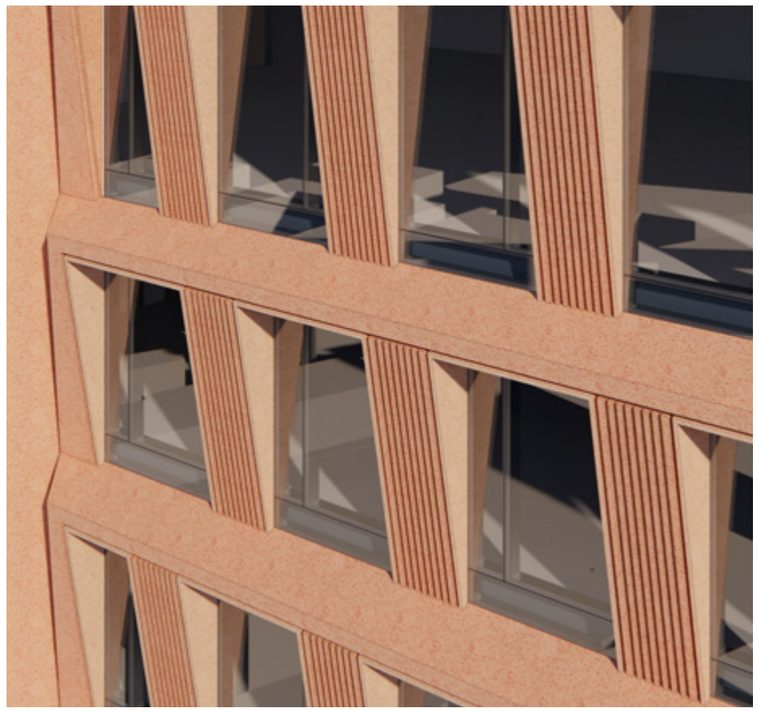


1. Perforated metal and terracotta

To achieve openness for air flow the sides of the facade was painted metal and the front in an energetic red terracotta. These two would appear different over time with weathering.

2. All terracotta

Along with moving away from metal facade elements the colour of the building was also toned down with a lighter frame around the glazing.



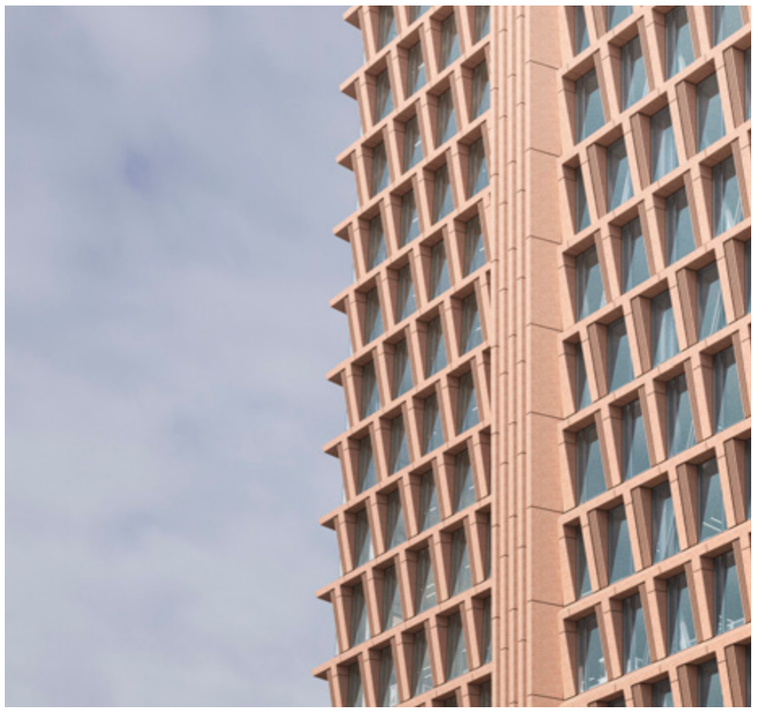
3. Introduction of aggregate

Glass Reinforced Concrete (GRC) was explored as the potential facade material and more options were possible, both in colour and finishes. Aggregates in a slightly darker colour were studied with the aim to have a lighter perception on distance and an even lighter frame to differentiate the facade when viewed from an angle.



4. A monochrome facade

Changing the facade modules removed the frames and simplified the facade, as part of this design development only one material and colour was chosen for all elements in the facade.



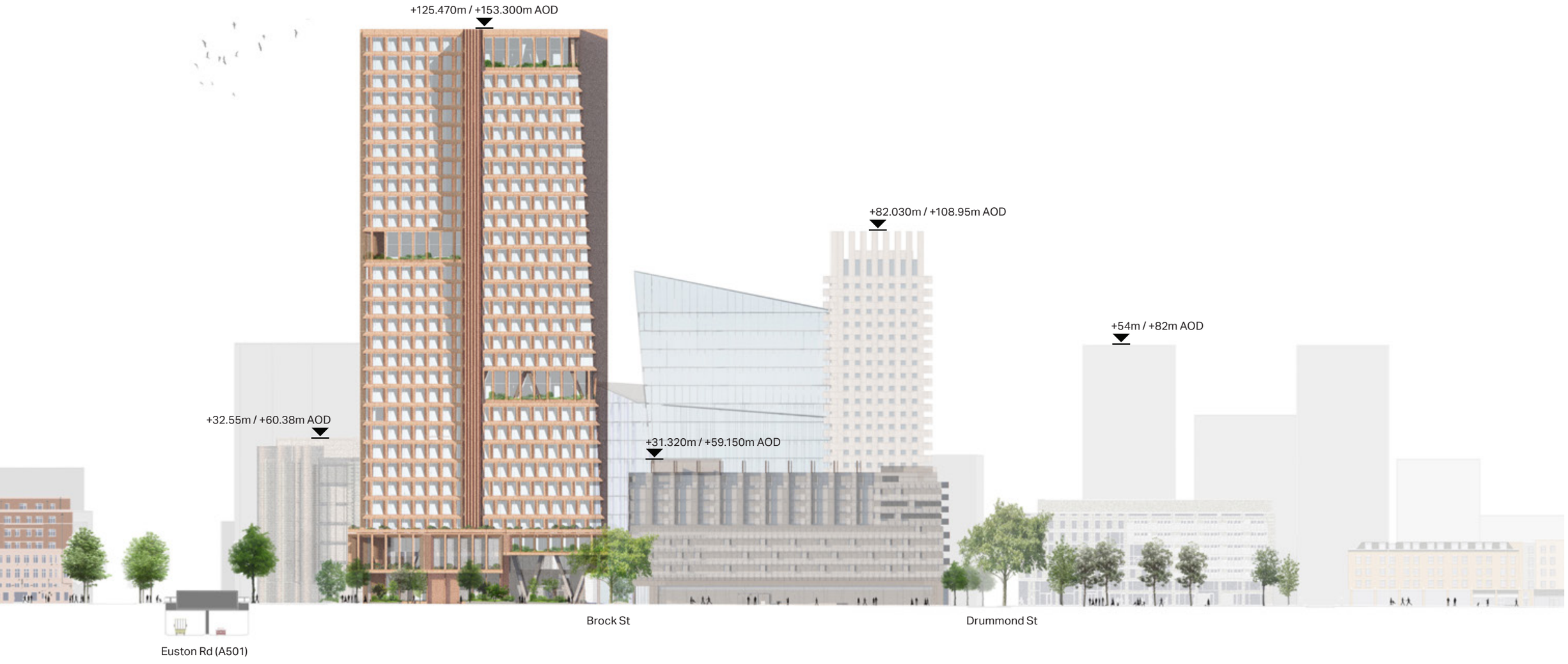
5. Desaturated facade colour

To reduce the contrast with the context, Fitzroy Square Conservation Area and the landscape of Regent's Park, a more desaturated light terracotta colour was chosen to draw further upon the most immediate context. This was a response to comments from Camden and Historic England.

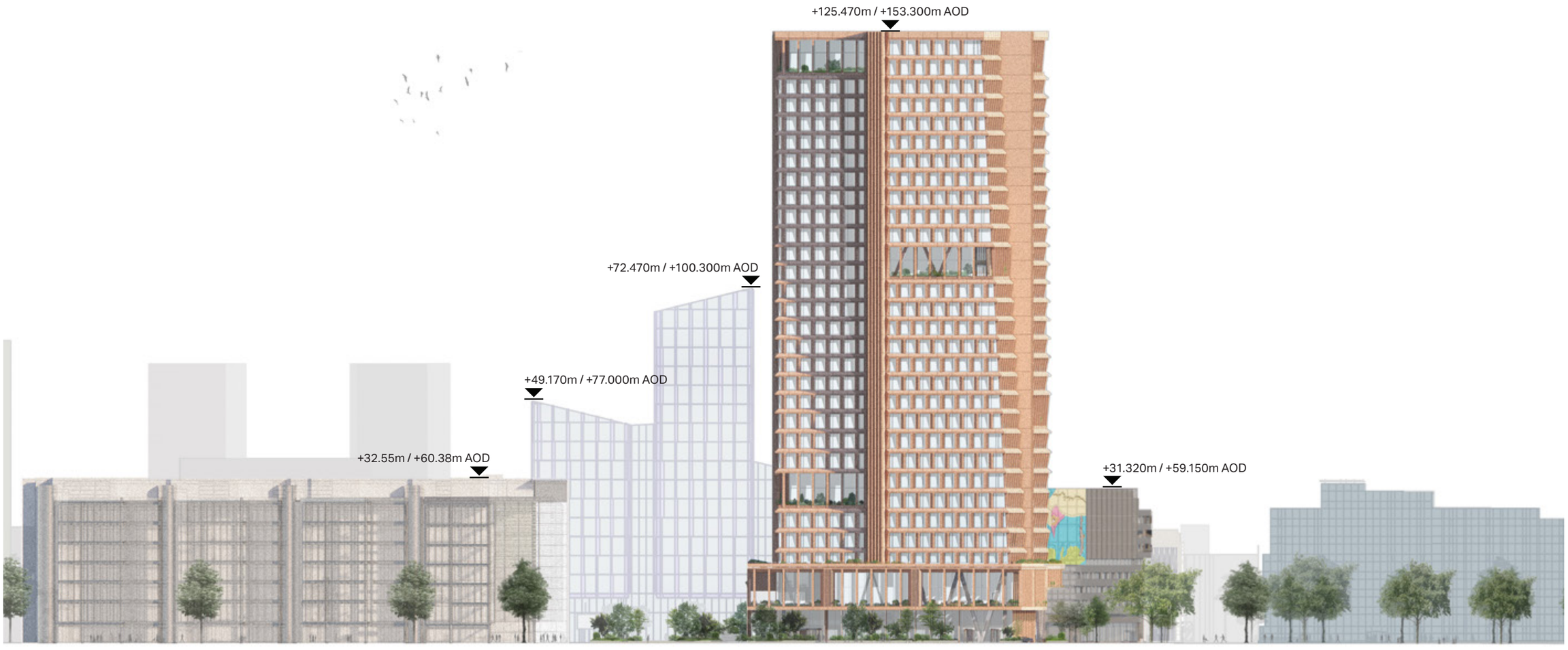
6.15 Proposed Hampstead Road / Tottenham Court Road Elevation



Drawing - Proposed Hampstead Road illustrative street elevation


+125.470m / +153.300m AOD
+82.030m / +108.95m AOD
+54m / +82m AOD
+32.55m / +60.38m AOD
+31.320m / +59.150m AOD
Euston Rd (A501)
Brock St
Drummond St

6.16 Proposed Euston Road Elevation



Drawing - Proposed Euston Road illustrative street elevation

Illustrative view - Aerial view of the Proposed Development

6.17 Contextual Approach Summary

This chapter has run through the design evolution of the Proposed Development following the feedback from the extensive co-design and pre-application process resulting in proposals for Euston Tower.

Underlining this design development has been the framework for the contextual approach as set out in Chapter 4.1 and 4.2 - ensuring the proposals perform at the defined scales; the city scale, the human scale and the tactile scale.

The design has evolved through the consultation and collaboration to address the following:

City Scale - The Tower

The tower has been developed to achieve a distinctive and conceptually clear approach to massing and facade articulation that considers each elevation of equal importance.

Human Scale - The Podium

A permeable podium has been developed that highlights public entrances and programmes in its architectural expression, creates a framework for public use in the lower levels, and invites and welcomes people in from all four sides.

Tactile Scale - Colour and Materiality

Colours and tones of the local built environment have been referenced to relate to the history of the area and propose a robust and durable approach to materiality.

Having outlined the design evolution of these aspects of the Proposed Development, the following chapters describe in greater detail the tower, podium and public realm proposals.



City Scale - The Tower

Verified View - The proposed Euston Tower from Drummond Street



Human Scale - The Podium

Illustrative View - The proposed Euston Tower from along Hampstead Road



Tactile Scale - The Colour, Materiality and Durability

Illustrative View - Detail view of the proposed facade

7.0 TOWER & FACADE

Illustrative View - Aerial view of Proposed Development - teal overlay



Verified View - Looking north along Tottenham Court Road towards the Proposed Development

7.0 Tower & Facade

Beginning at level 04, the tower sits on top of the podium, which will be covered in the following chapter. The bottom third of the tower accommodates lab-enabled workspaces while the top two-thirds house flexible office workspaces.

The massing is subdivided into four distinct tower quadrants, interspersed with double-height amenity spaces that not only respond to the surrounding context but also break up the scale of the tower. 'Breathing Spines' express the air handling strategy externally, providing for on-floor ventilation whilst reinforcing the division between adjacent quadrants.

The tower facade is designed around the principles of solidity and performance. The facade embodies a consistent approach to materiality and geometry, resonating across both large and small scales.

7.1 Tower Massing Principles

The tower massing is shaped by five core design principles, each of which are outlined below:

Four Tower Quadrants

The basic vertical mass is subdivided into four distinct quadrants. Not only do these towers pay homage to the pinwheel shape of the existing Euston Tower, but they also break down the tower's scale to better integrate with the surrounding neighbourhood. This approach reinforces the conceptual strategy to define a distinct and recognisable form across all elevations, addressing each direction equally without a creating a back-side.

Sloping & Vertical Elevations

Each elevation of the tower is split into two halves featuring a dynamic interplay between sloping and vertical faces. The facade patterning on each face, the rhythm of opaque vertical elements and fully glazed windows, reflects the differing structural bracing strategies.

Breathing Spines

Dividing the tower elements, the 'Breathing Spines' are bold vertical gestures that house the tower's mechanical air handling equipment. These spines simultaneously celebrate the function of the mechanical spaces, whilst also helping to further differentiate the two halves of each elevation.

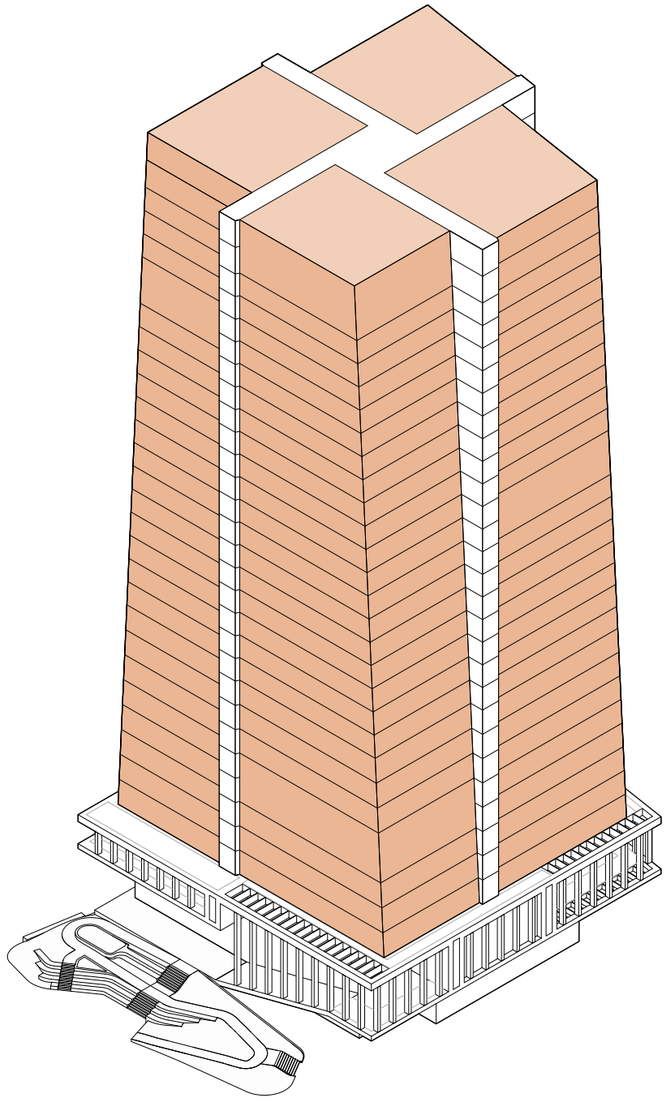
Flexible Workspaces

Each floorplate is designed with the future of workplace in mind. A central core provides flexibility around the full perimeter of the floorplate which also allows for easy subdivision if desired.

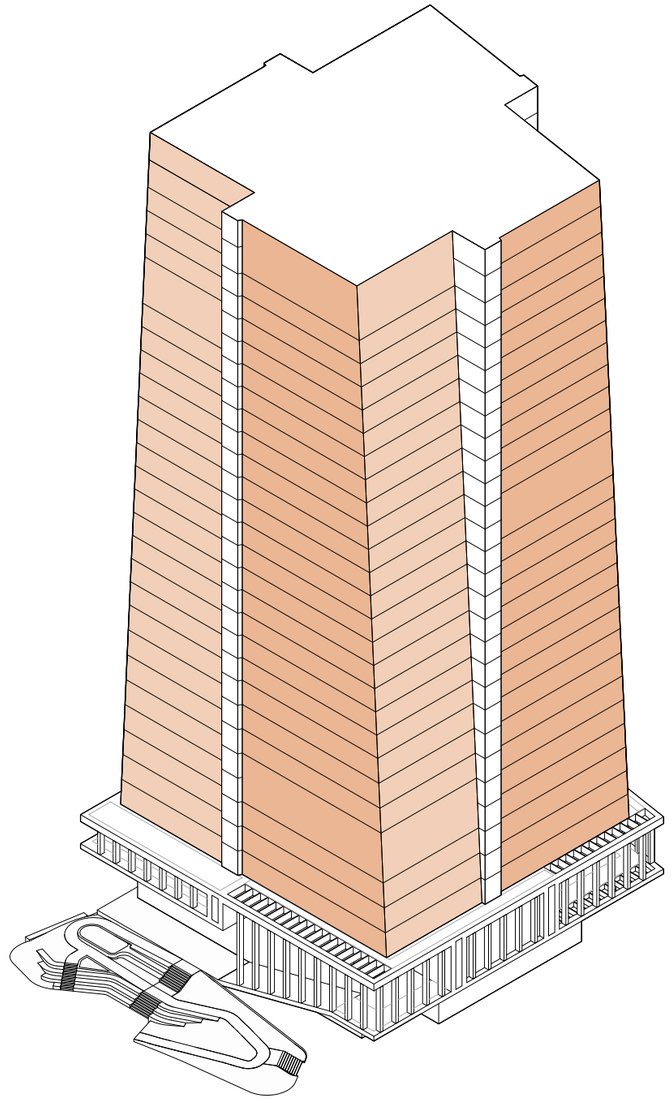
Double-Height Amenity Spaces

Five double-height amenity spaces are provided across the tower. As the spaces are located at the corners of the building, it ensures that three amenity spaces are always visible from each elevation. The glazing is setback from the edge, allowing for localized sanctuaries for plant life along the perimeter and greening expressed up the tower.

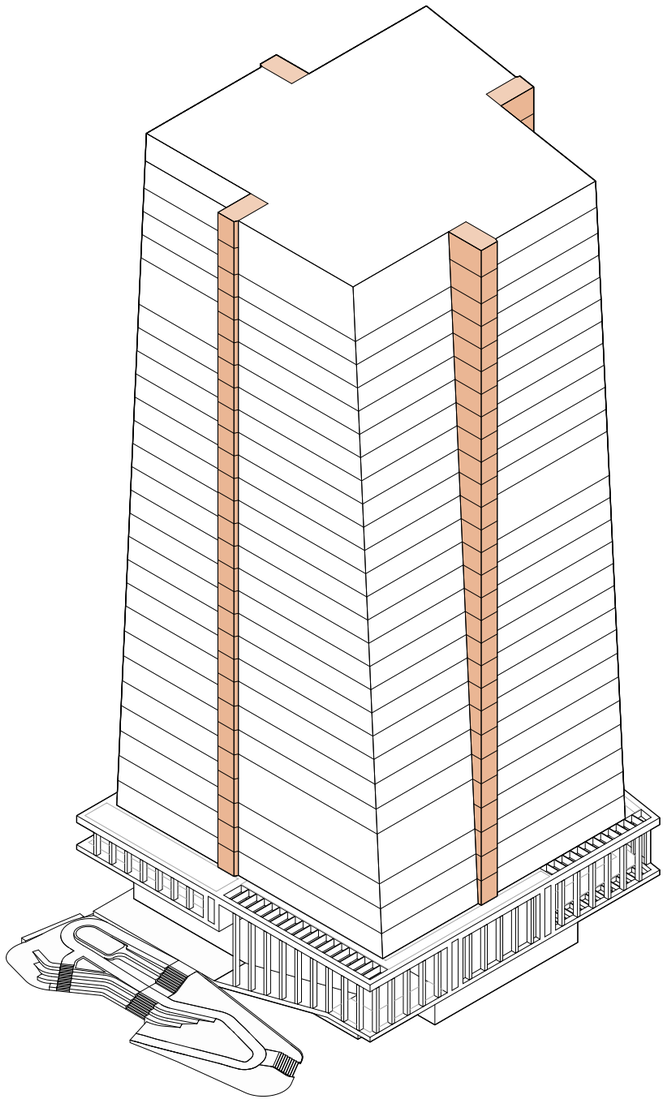
Each of these principles are discussed in more detail on the following pages.



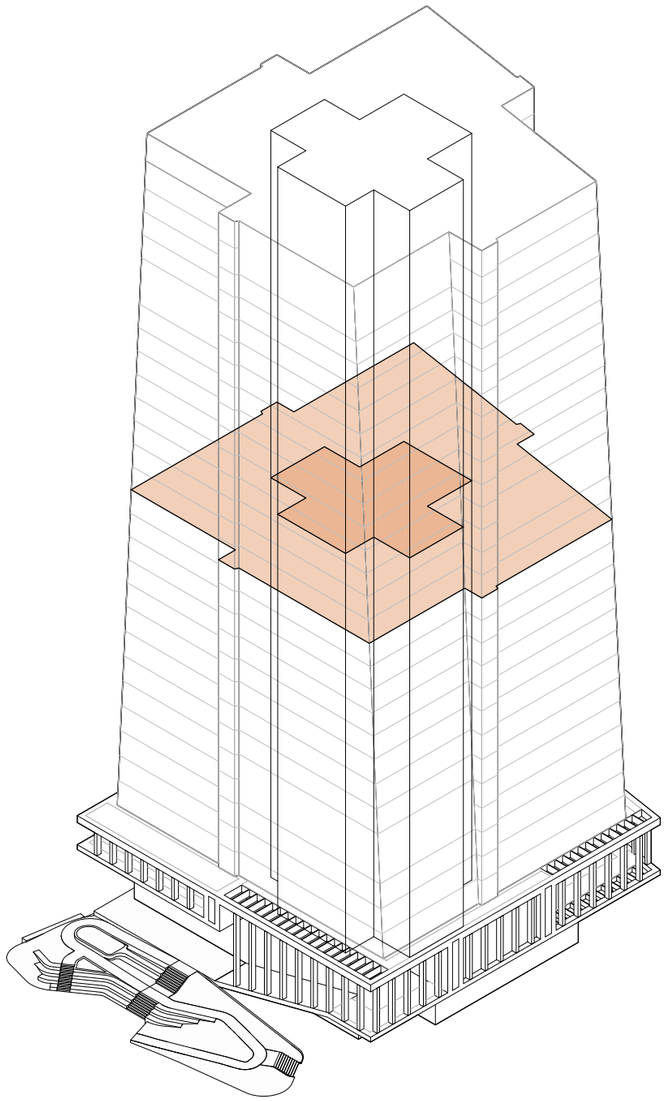
Four Tower Quadrants



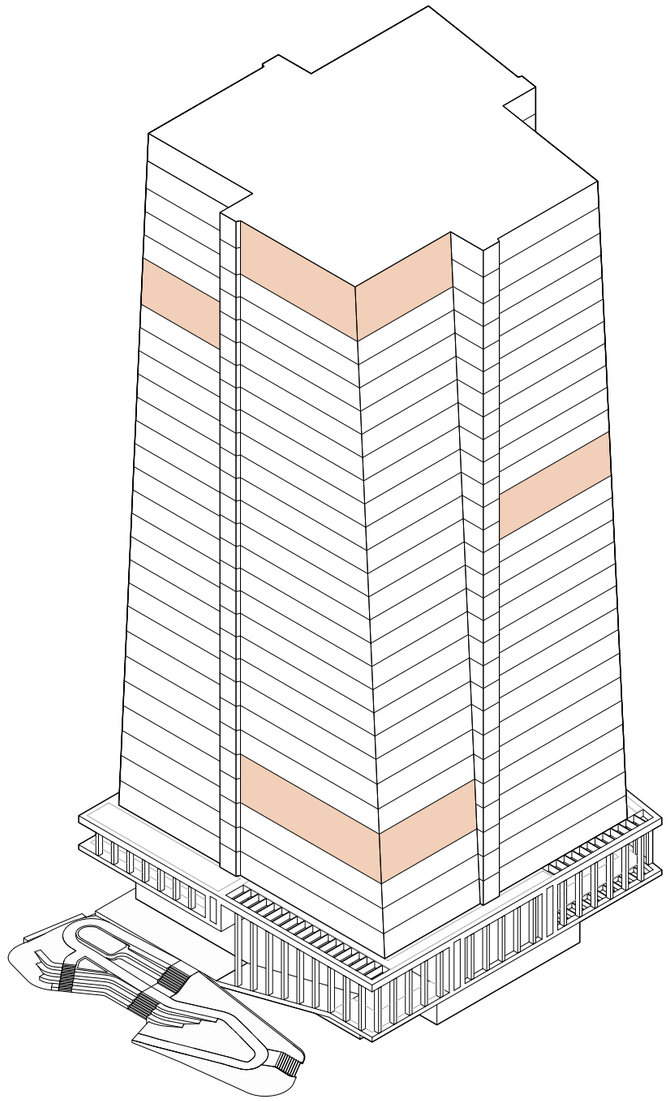
Sloping & Vertical Elevations



Breathing Spines



Flexible Workspaces



Double-Height Amenity Spaces

Four Quadrants

The design philosophy behind the tower massing challenges the conventional tower typology, transcending the typically singular, extruded volume on a site. Instead, the Proposed Development envisions a cohesive cluster of smaller elements converging to shape vertical neighbourhoods that engage users at various levels.

The proposal rises to the height of the existing Euston Tower and then undergoes a deliberate transformation, splitting into four vertical tower quadrants. These quadrants, serving as distinct entities, are purposefully differentiated from each other. A sloped face is introduced on adjacent quadrant faces by pushing in one of the top edges, creating a visually dynamic silhouette. The resultant form enhances a sense of verticality as well as helping create a more slender silhouette towards the top of the tower. This is especially beneficial when considering the Proposed Development's appearance in from further away in which only the upper part of the tower is visible above its context.

The differentiation extends beyond just form; the vertical 'Breathing Spines' separate the quadrants, defining a clear division on each elevation. The variations in facade patterning on adjacent quadrant faces on each elevation add another layer of individuality.

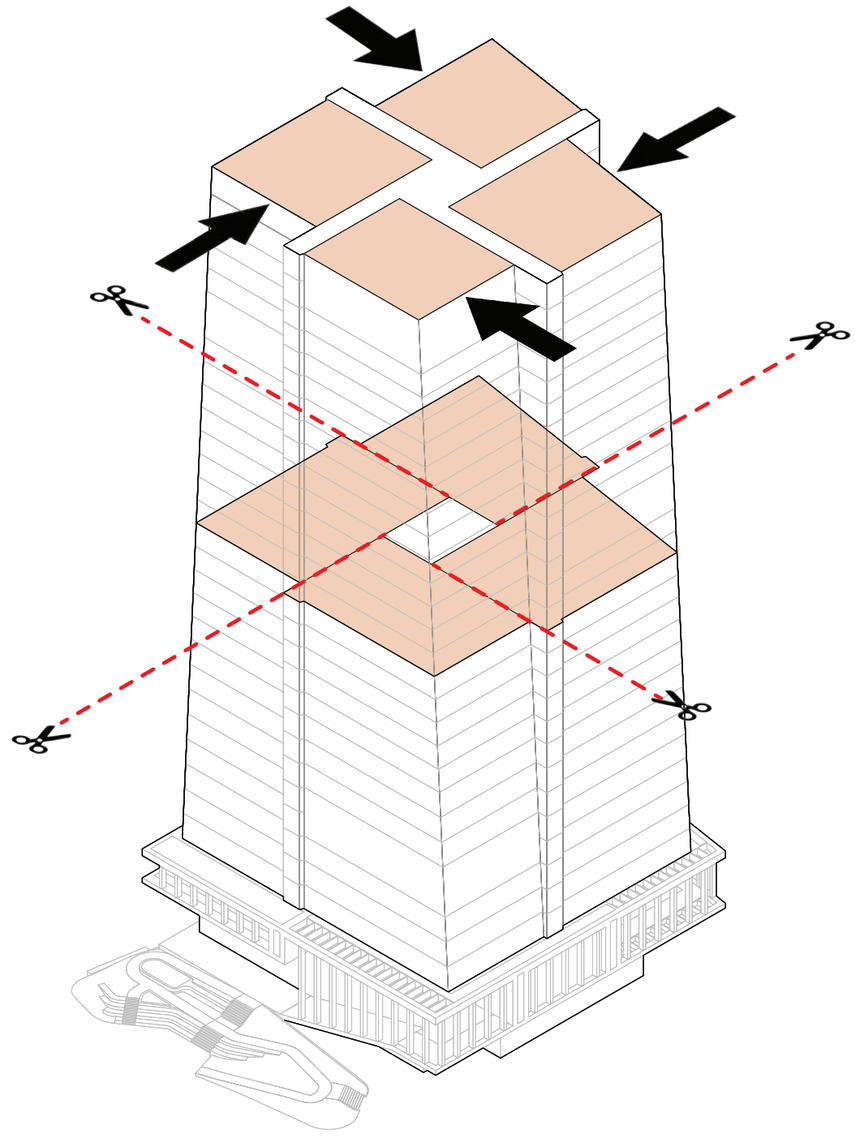


Diagram - Four quadrants concept



Verified View - Looking west along Drummond Street towards the Proposed Development

Sloping and Vertical Elevations

To further enhance the tower massing, the Proposed Development creates a distinctive silhouette by pushing in one face of every tower quadrant. This introduces a nuanced differentiation between the two halves of each elevation, creating a dialogue of sloped and vertical facets.

These sloped faces are marked by a vertical alignment of opaque facade panels. This alignment with the vertical interior columns not only reinforces structural coherence but also contributes to a sense of verticality, harmonizing the external expression with the internal framework.

Conversely, the vertical faces adopt a staggered facade pattern, serving a dual purpose. This pattern aligns purposefully with the diagonal internal bracing, reinforcing the structural integrity of the tower, whilst also playing a vital role in softening the transition between the sloped and vertical faces at the corners.

This intentional interplay of facade patterns adds visual interest and also underscores the integration of structural and design elements within the architectural narrative.

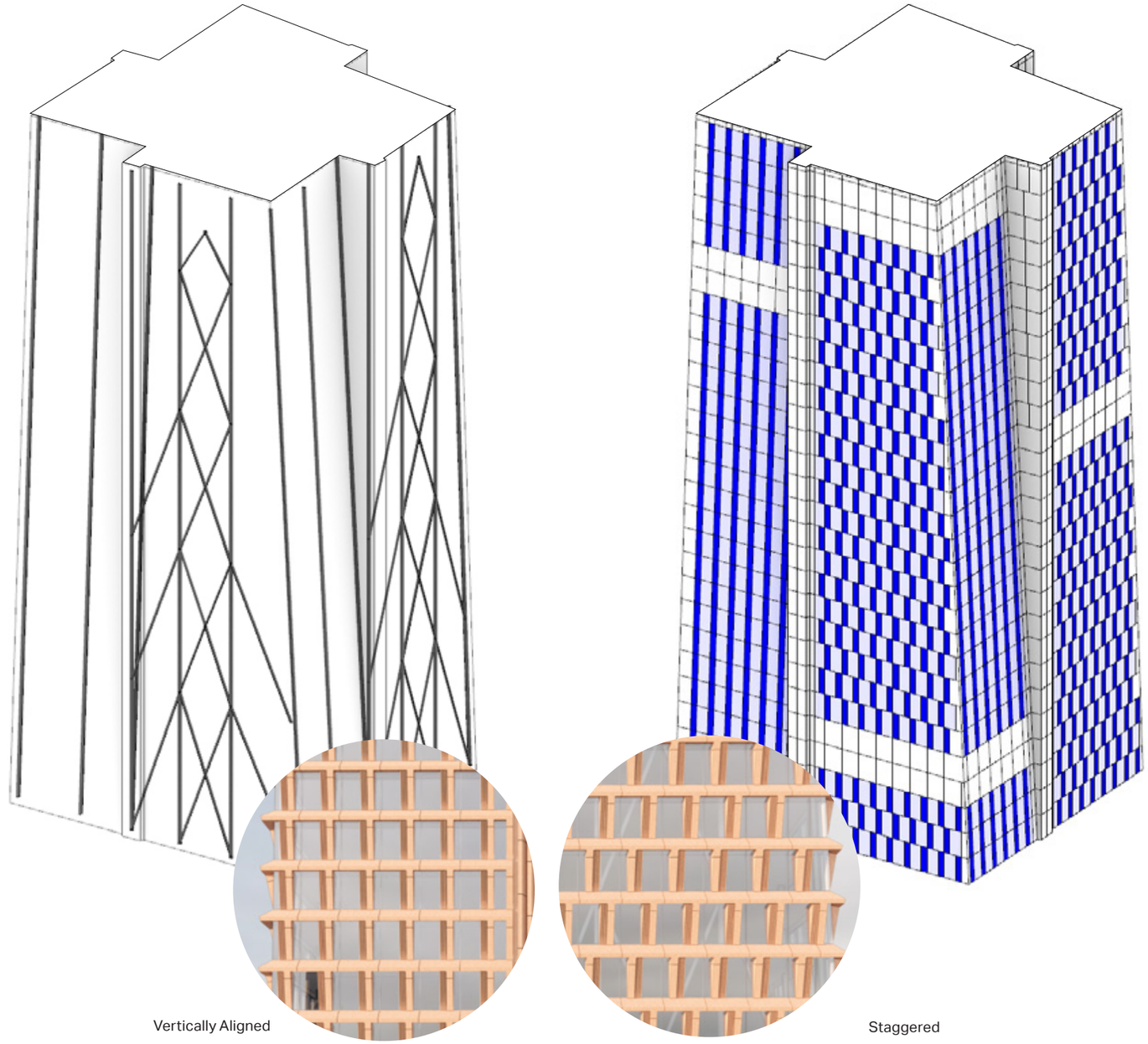


Diagram - Inclined and vertical faces have different structural systems that inform the facade pattern

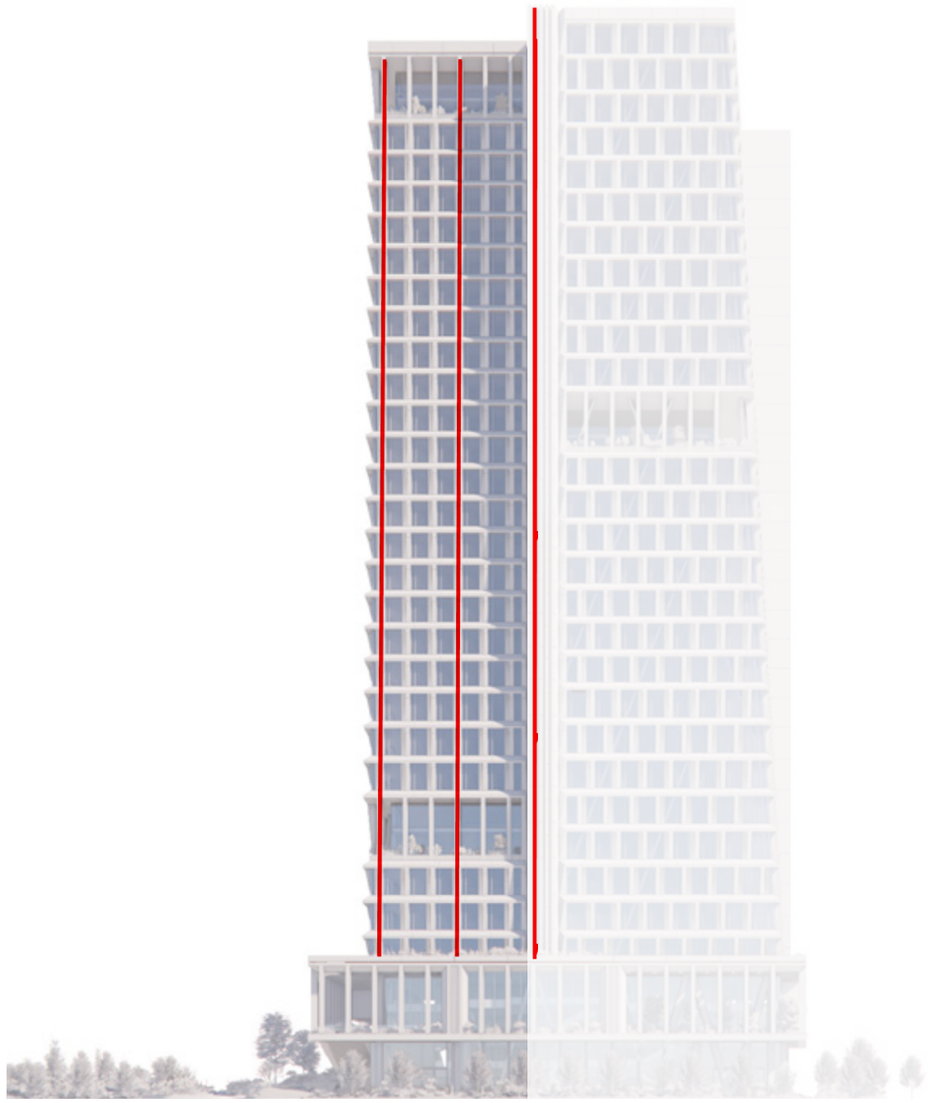


Diagram - Vertically aligned pattern aligns to vertical columns

Vertically aligned

Regular pattern of solid elements corresponds with the vertical columns behind the facade.

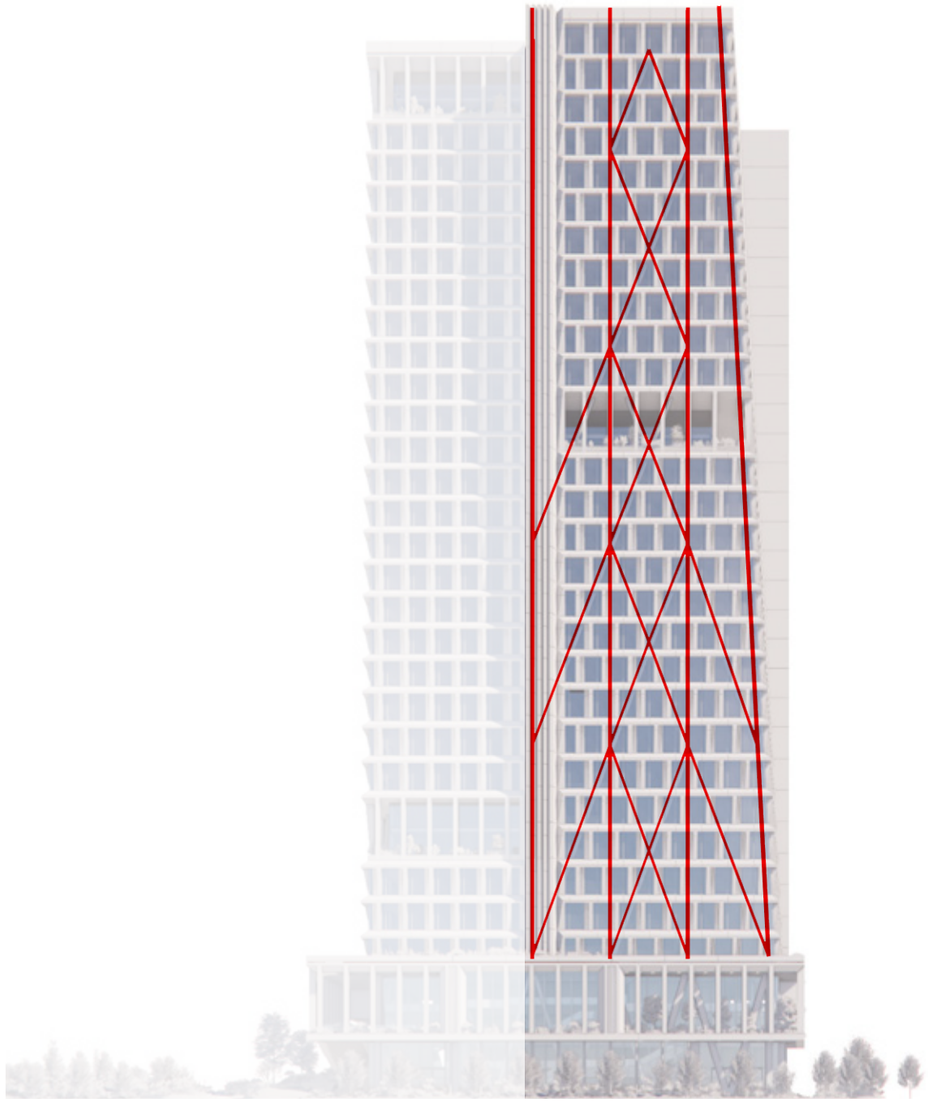


Diagram - Staggered pattern aligns to diagonal bracing

Staggered

Staggering the solid elements on the vertical face enables diagonal bracing to be concealed by solid elements and also frames the sloped edge of the vertical face.

Breathing Spines

Reducing the distances air must travel is key to making a building be more energy efficient, so the Proposed Development provides on-floor air handling units on every floor of the tower, rather than proposing a centralised solution.

These on-floor AHUs are positioned at the split between sloped and vertical faces, as this positioning is ideal for distribution across the tower floor plan.

Each AHU room houses only intake or exhaust. This helps to sufficiently distance exhausted air from intake points, ensuring excellent levels of air quality and minimising the possibilities of cross-contamination.

Air is taken in on the north and south, and exhausted on the west and east elevation. Perimeter pipes running along the building's edges connect the AHU rooms and allow heat recovery.

Architecturally, the on-floor AHU interface with the facade is expressed with bold vertical architectural cladding, described as a 'Breathing Spine.' This distinctive feature highlights the efficiency and transparency of the tower's functionality and plays a pivotal role in reinforcing the differentiation between the four tower quadrants. The vertical expression of the cladding to these 'Breathing Spines' is consistent with the ambition to emphasize the sense of verticality in the articulation of the tower facade.

The 'Breathing Spines' extend out 500mm from the massing of the towers, adding a clear visual element between the sloped and vertical elevations, accentuating the key architectural concept.

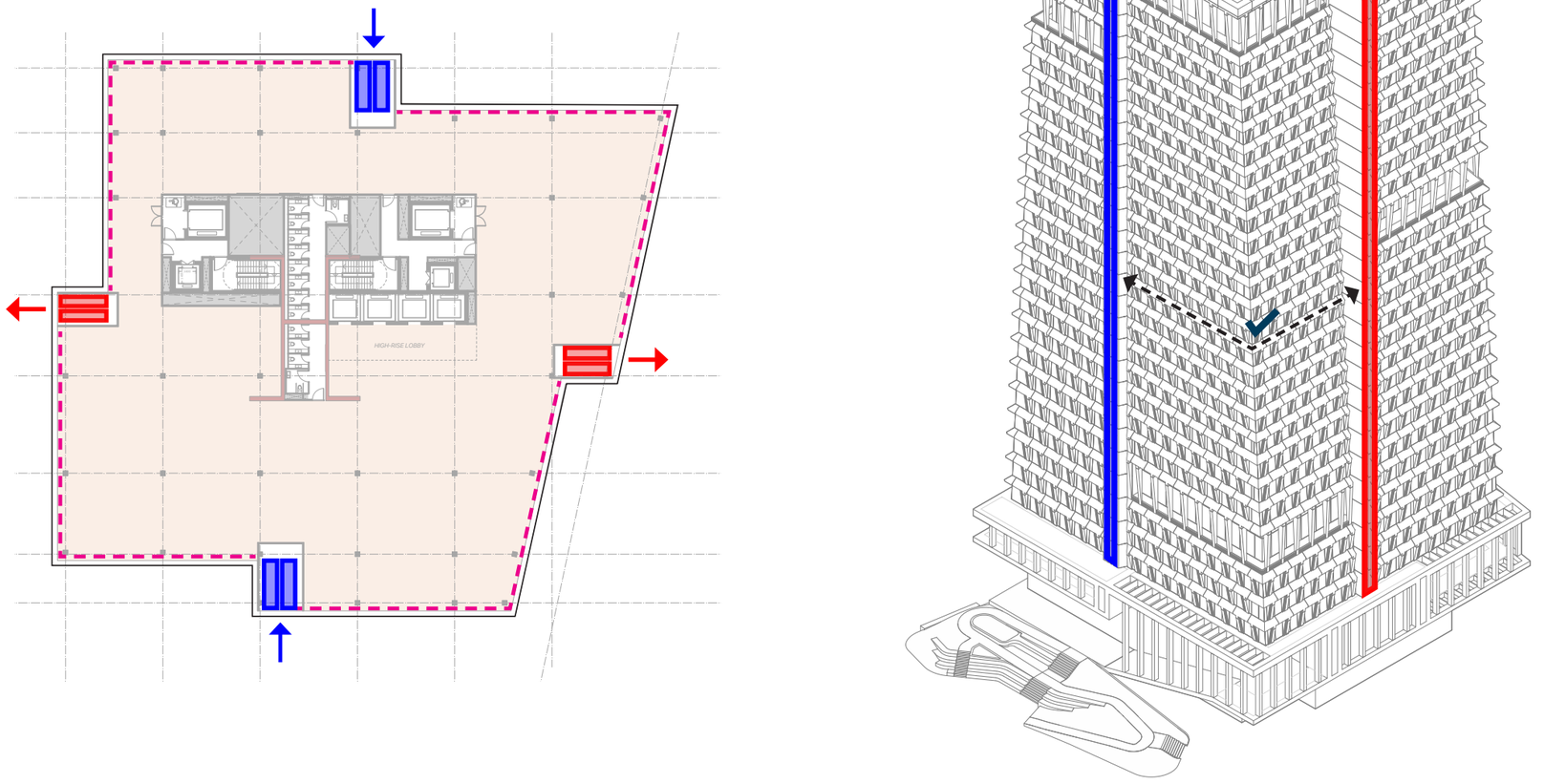


Diagram - Plan and axonometric illustrating spacing of intake (blue) and exhaust (red) within on-floor AHUs

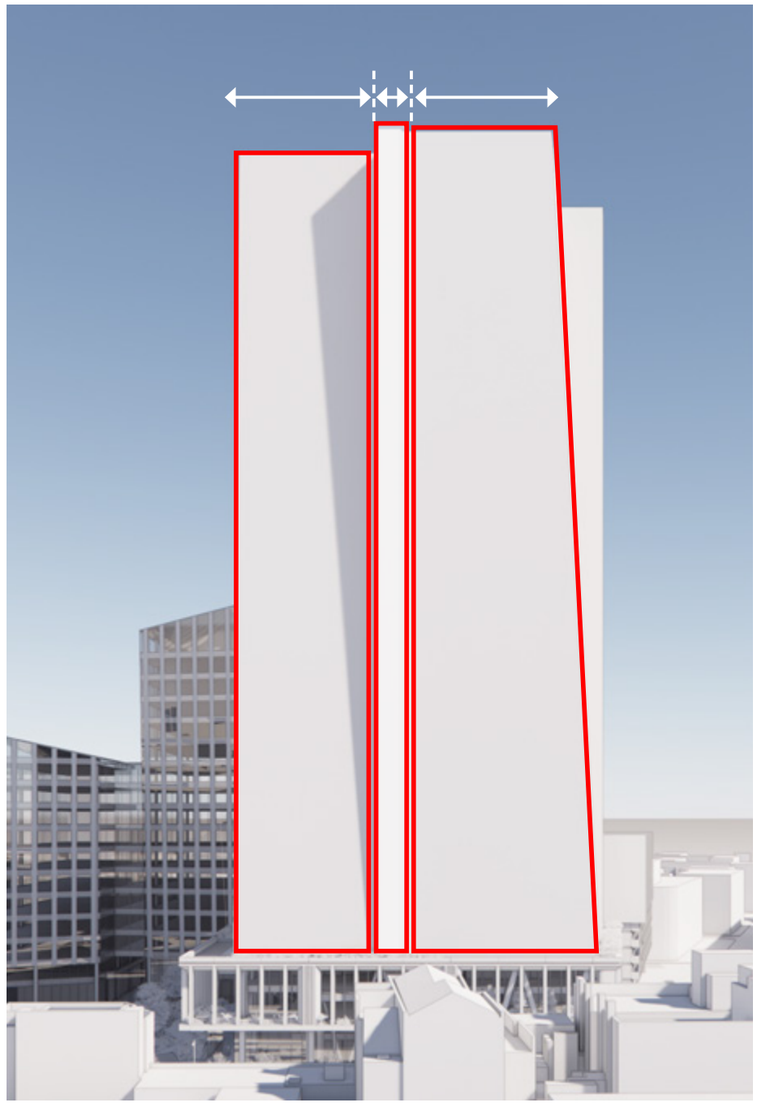
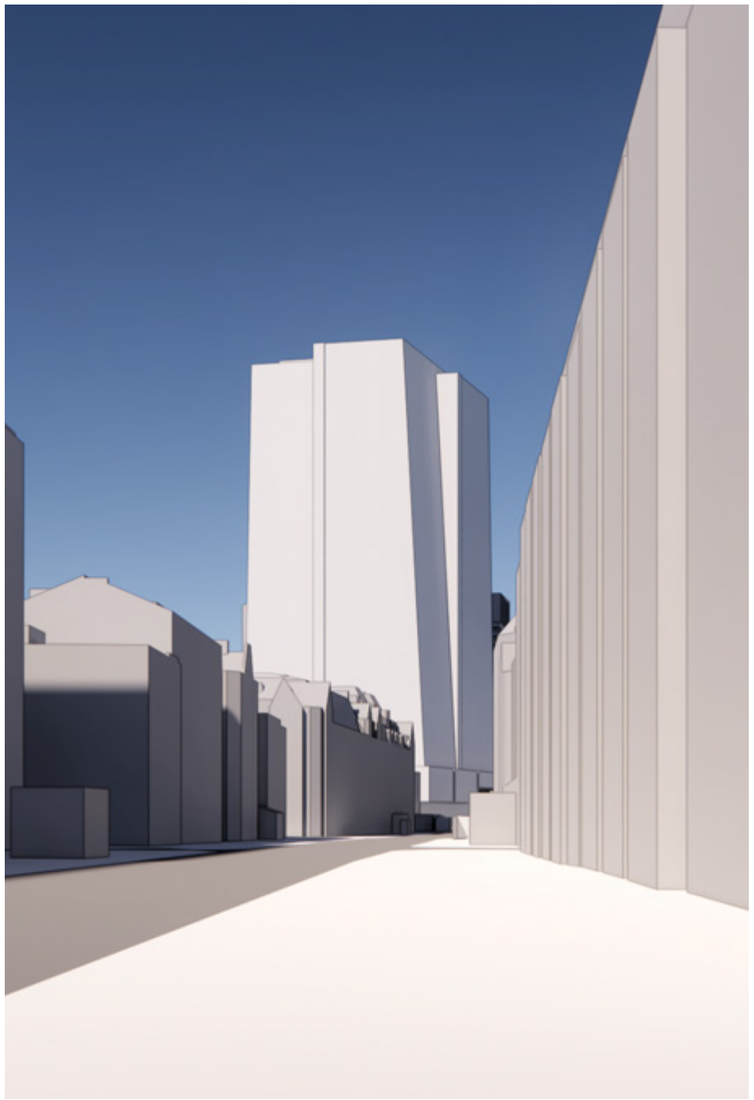


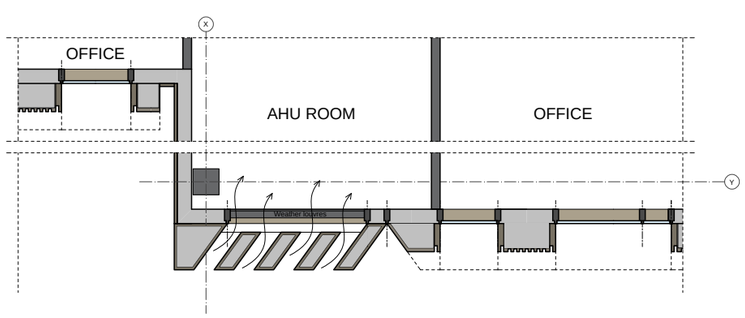
Diagram - Spine helps to further differentiate tower faces

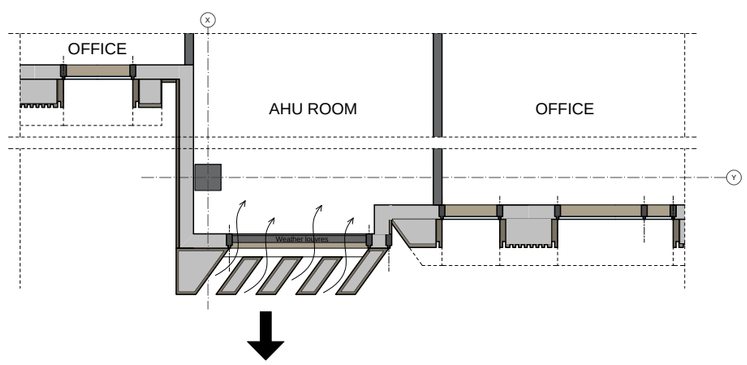


Illustrative View - Spine aligned to vertical elevation



Illustrative View - Spine protruding helps to differentiate towers



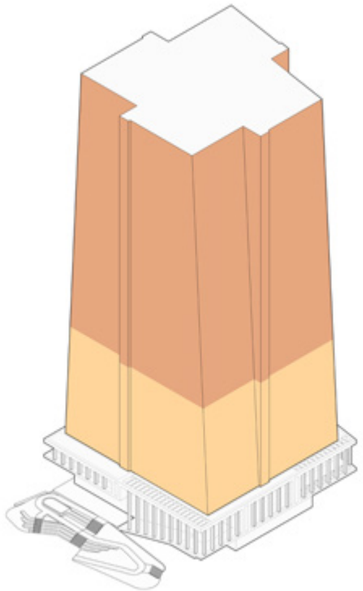


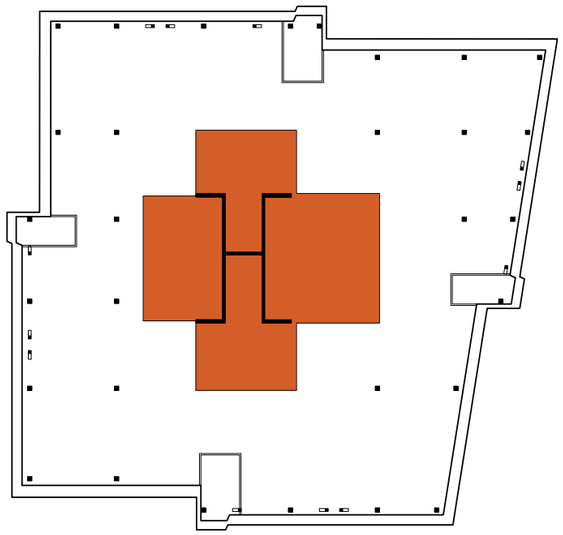
Flexible Workspaces

The tower's floorplates are designed for future flexibility and adaptable functionality in both the short and long term.

This commitment to versatility is fundamental to the design of floor plates, which feature usable grid spans, floor-to-floor heights that accommodate a range of mechanical solutions, and a deliberate focus on providing access to exceptional daylight conditions.

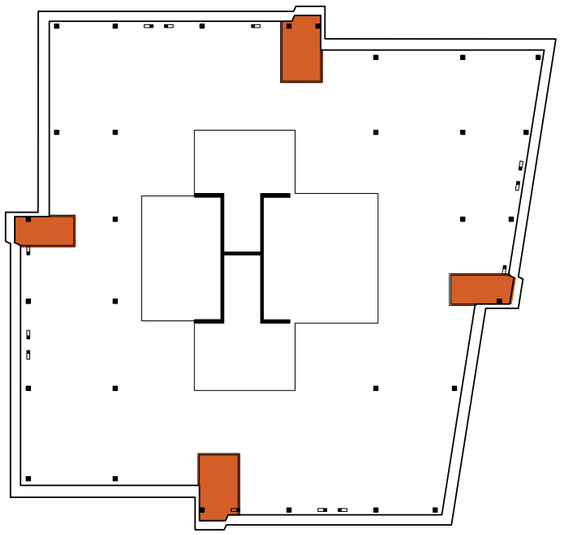
This approach ensures that the workspaces within the tower are not only fit for the modern occupier but are also poised to evolve to meet future tenant demands.





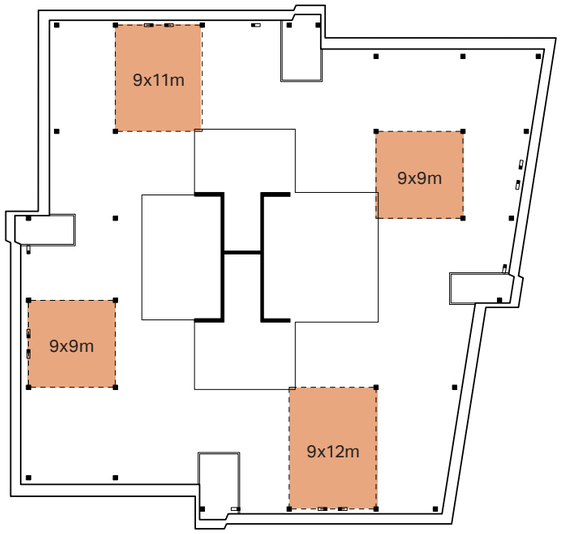
Central Core

The central core is designed around retained C-shaped core elements from the existing Euston Tower, with the new core taking a cruciform shape - this breaks down the floor plate into four flexible zones.



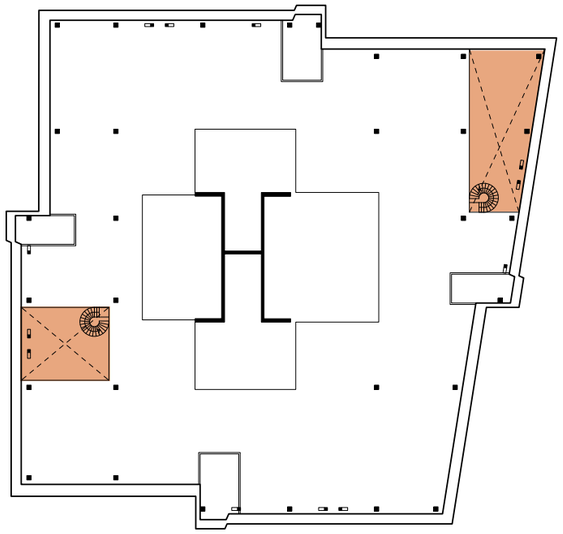
Air Handling Units (AHU)

There are four air handling units per floor, two dedicated to air intake and two dedicated to air exhaust. Incorporating air handling units on the floor plate provides a more flexible floor plate in terms of tenant splits and future flexibility.



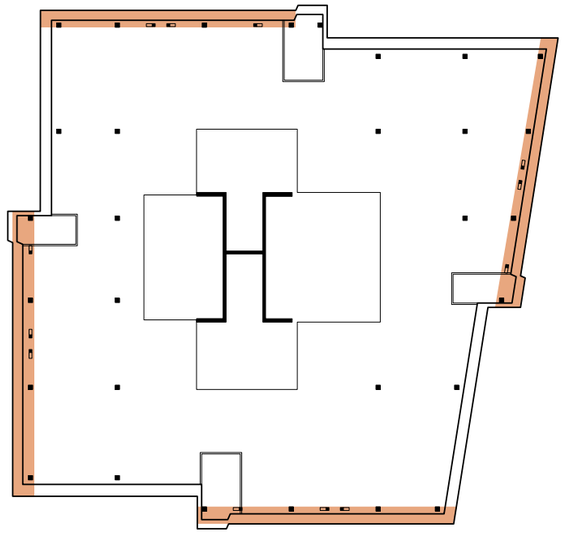
Structural Grid

Grid sizes are optimised for structural and carbon efficiency, and designed to support a broad range of contemporary and future workplace layouts.



Soft Spots

Soft spots, where the slab can be removed to allow for vertical connections between levels, are possible at multiple positions across the floorplate.



Bracing

The overall stability system for the building consists of mega floors attached to the central core via vertically connected elements including vertical columns and diagonal bracing. The diagonal bracing is positioned on the vertical faces of each tower quadrant.

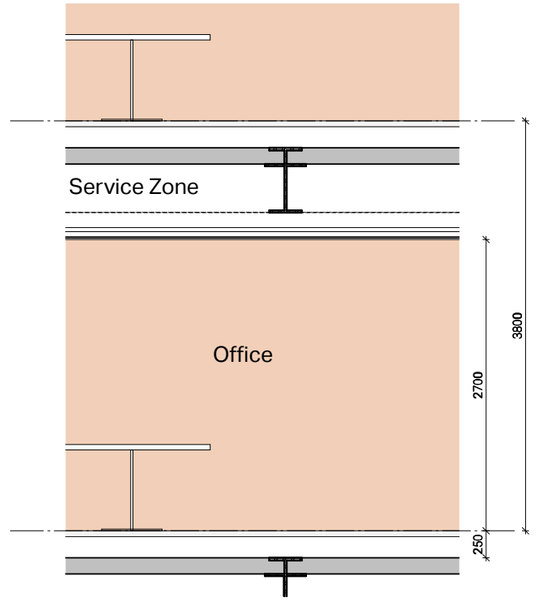
Flexible Office Workspaces

Starting from Level 12 and extending up to Level 30, the office workspaces within the tower offer a flexible and versatile environment. Featuring expansive, usable floor plates surrounding a central core. These spaces are designed to cater to a variety of occupier needs.

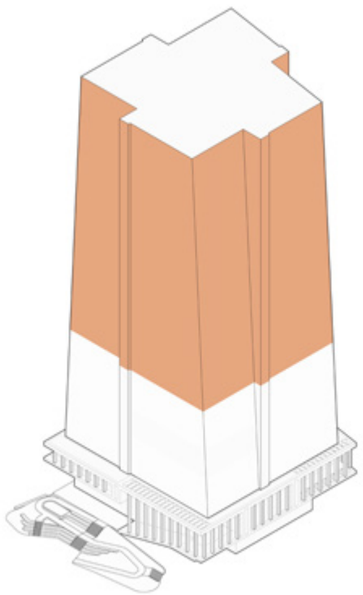
The large floor plates can be subdivided to accommodate one, two, or multiple individual tenants, providing a tailored and adaptable setting that aligns with the diverse requirements of modern businesses. These levels of the tower have 3800mm floor to floor height and have clear heights of 2700mm from floor to the services zone.

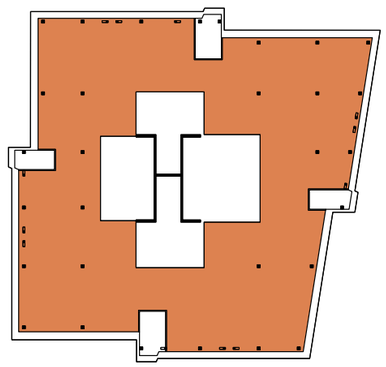


Drawing - Typical tower floor plan showing workspace

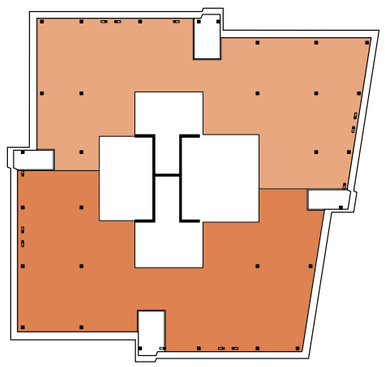


Drawing - Section of office floorplates

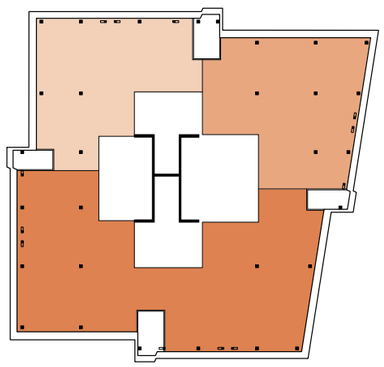




Single Tenant



Two Tenants



Multiple Tenants



Illustrative View - Office workspace in tower

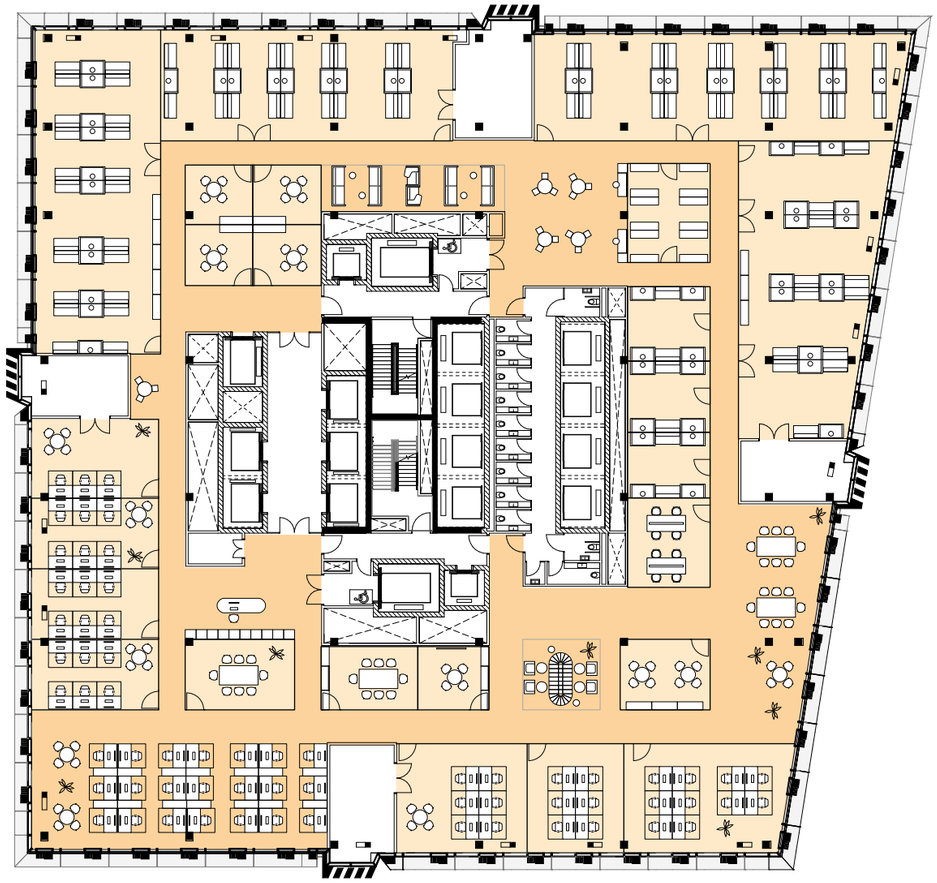
Lab-Enabled Workspaces

Lab-enabled workspaces, starting from Level 04 and extending up to Level 11, offer a specialized environment for science and research.

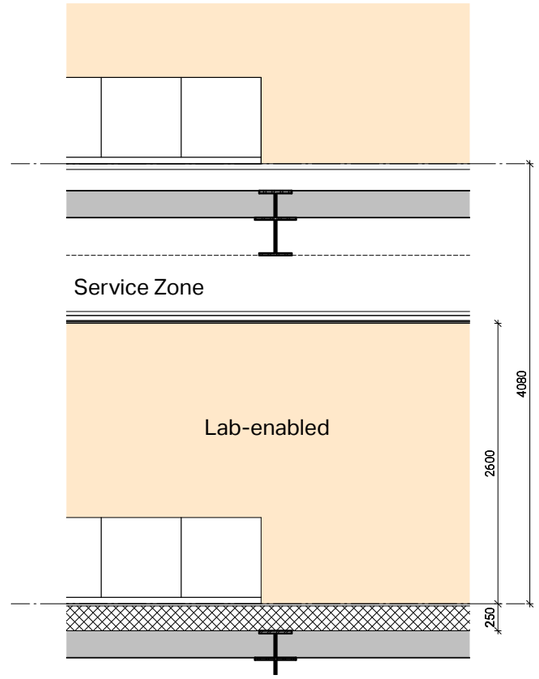
These levels feature a dual functionality, with potential for dedicated labs on the north half of the floor plate and write-up space on the south half of the floor plate.

The north half of the floorplate features a 6x9m column grid, strategically designed to minimize vibrations in sensitive work environments, whilst the workspaces in the south capitalize on superior daylight conditions for the benefit of the workers.

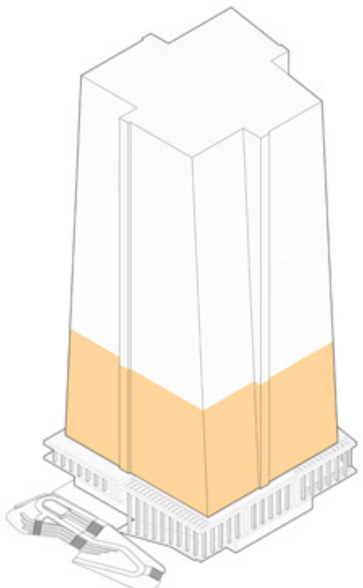
The lab-enabled levels are designed for flexibility, accommodating one or two tenants, ensuring adaptability to the evolving needs of scientific research and collaborative exploration. These levels of the tower have 4080mm floor to floor height and have clear heights of 2600mm from floor to the services zone.

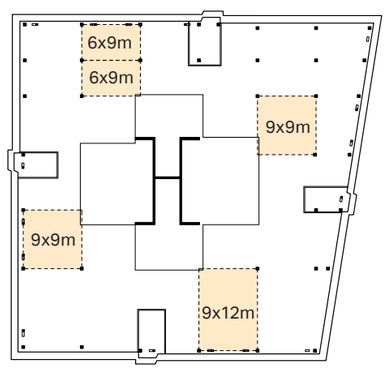


Drawing - Typical floor plan showing lab-enabled workspace

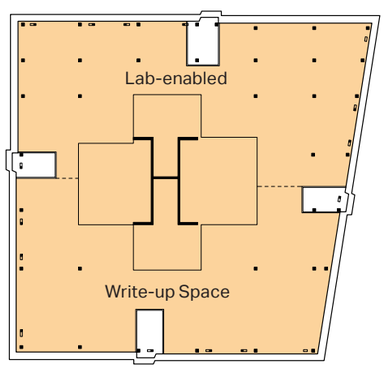


Drawing - Section of lab-enabled floorplates

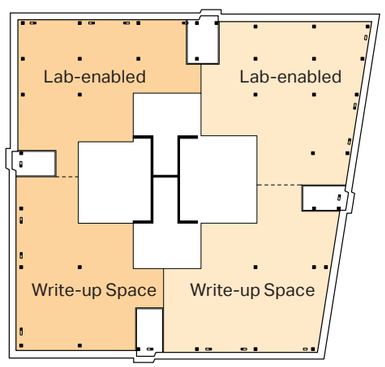




Structural Grid



Single Tenant



Two Tenants



Illustrative View - Lab-enabled workspace

7.2 Terraces & Amenity Spaces

Double-Height Amenity Spaces

The integration of double-height amenity spaces within the tower's architecture serves a pivotal role in transforming its massing into more refined elements that reinforce the connected vertical neighbourhood concept.

These internal spaces provide occupants with a shared gathering space where they are in close proximity to external planters and have sweeping views of the surrounding neighbourhood. One of the five amenity spaces has an accessible terrace that allows occupants access to an external communal space bordered by a planter to extend urban greening up the tower.

The double-height vertical facade elements strategically provide relief in the facade, diverging from the typical tower configuration which has a horizontal shading element on every level. Each double-height space wraps around the massing's corner, visible from two elevations. These spaces serve both dedicated and shared purposes, enhancing the overall tenant experience by blending nature, great views, and potential communal knowledge-sharing areas throughout the tower.

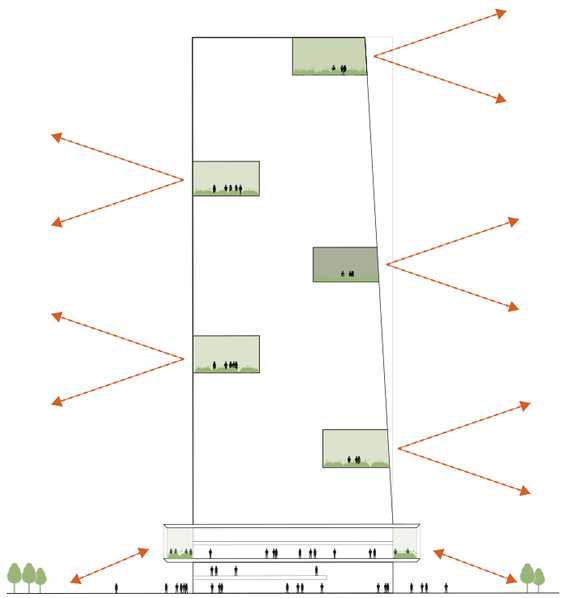


Diagram - Double-height amenity spaces

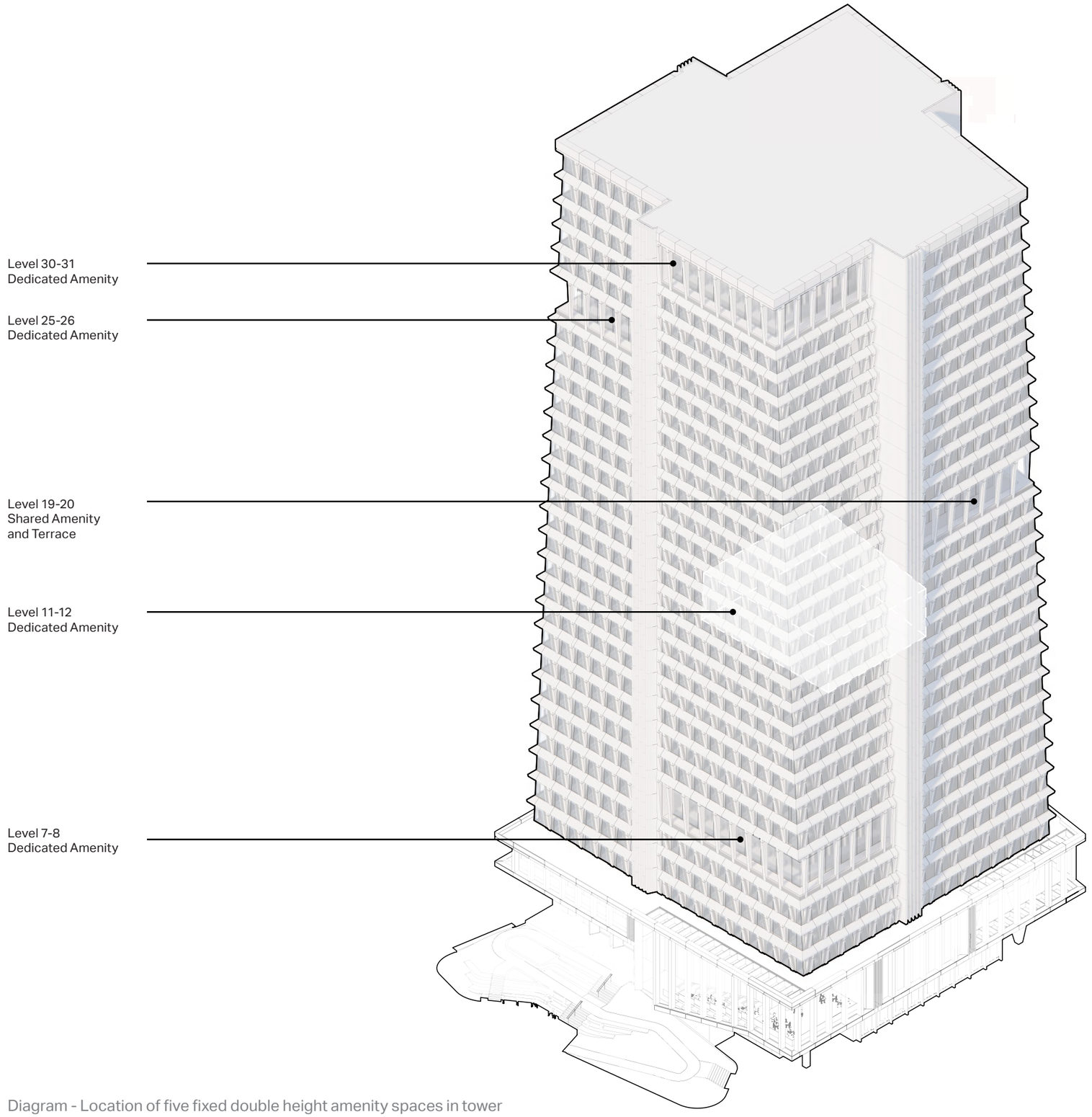
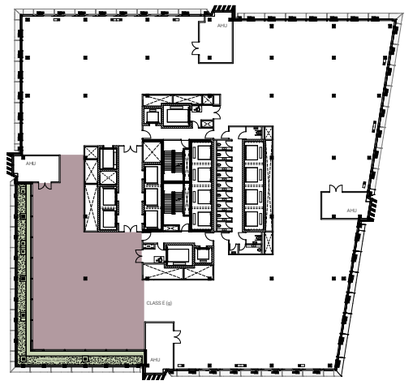
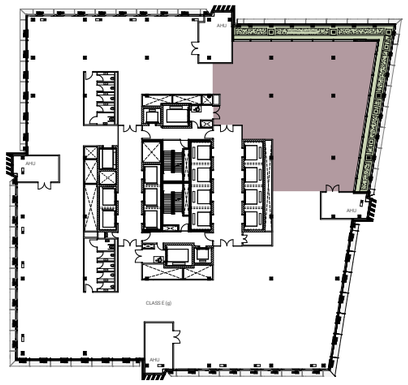


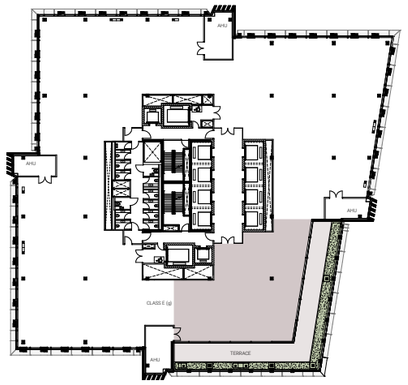
Diagram - Location of five fixed double height amenity spaces in tower



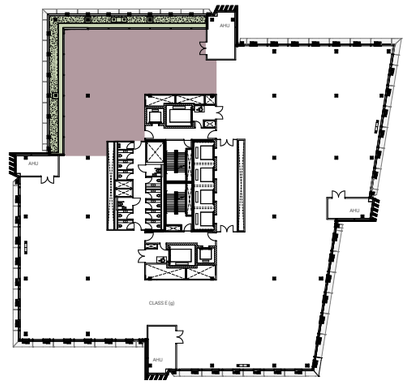
Level 07-08
Dedicated tenant amenity
with external planter



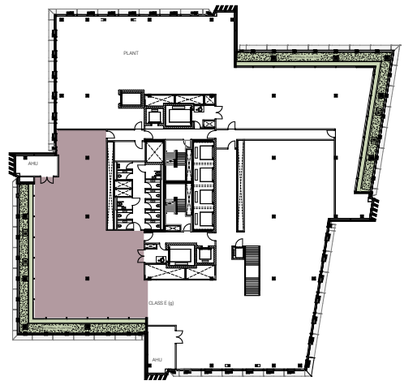
Level 11-12
Dedicated tenant amenity
with external planter



Level 19-20
Shared tenant amenity with
amenity terrace



Level 25-26
Dedicated tenant amenity
with external planter



Level 30-31
Dedicated tenant amenity
with external planter



Illustrative View - Dedicated tenant amenity at Level 07-08



Illustrative View - Shared tenant amenity at Level 19-20



Illustrative View - Dedicated hero space amenity at Level 30-31

Double-Height Amenity Spaces - Relation to Context

The five amenity spaces are positioned with careful consideration to Euston Tower's immediate context.

The lowest amenity space split over Levels 07 & 08, which speaks directly to Regent's Place Plaza, aligns to the top of 2 Triton Square.

The Levels 11 &12 amenity space aligns to neighbouring 10 Brock Street's west block, and is positioned at the low- to mid-rise lift transfer floor.

The Levels 19 & 20 amenity space aligns to both 10 Brock Street and the location of the mid- to high-rise lift transfer floor.

Finally, the amenity spaces on Levels 25 & 26 and 30 & 31 offer sweeping views across Camden. The level 30 & 31 double-height amenity spaces are additionally aligned to the top of Centre Point at the southern end of Tottenham Court Road, creating a contextual link between these buildings.



Illustrative View - Double-height amenity space

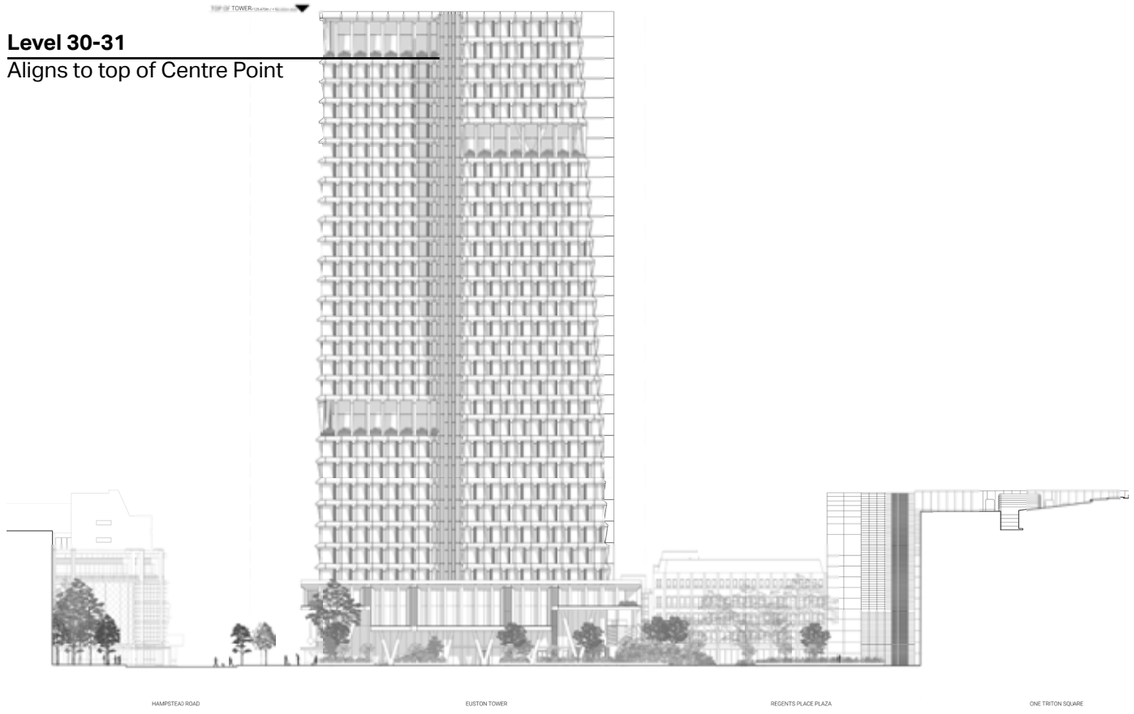


Diagram - North Brock Street elevation

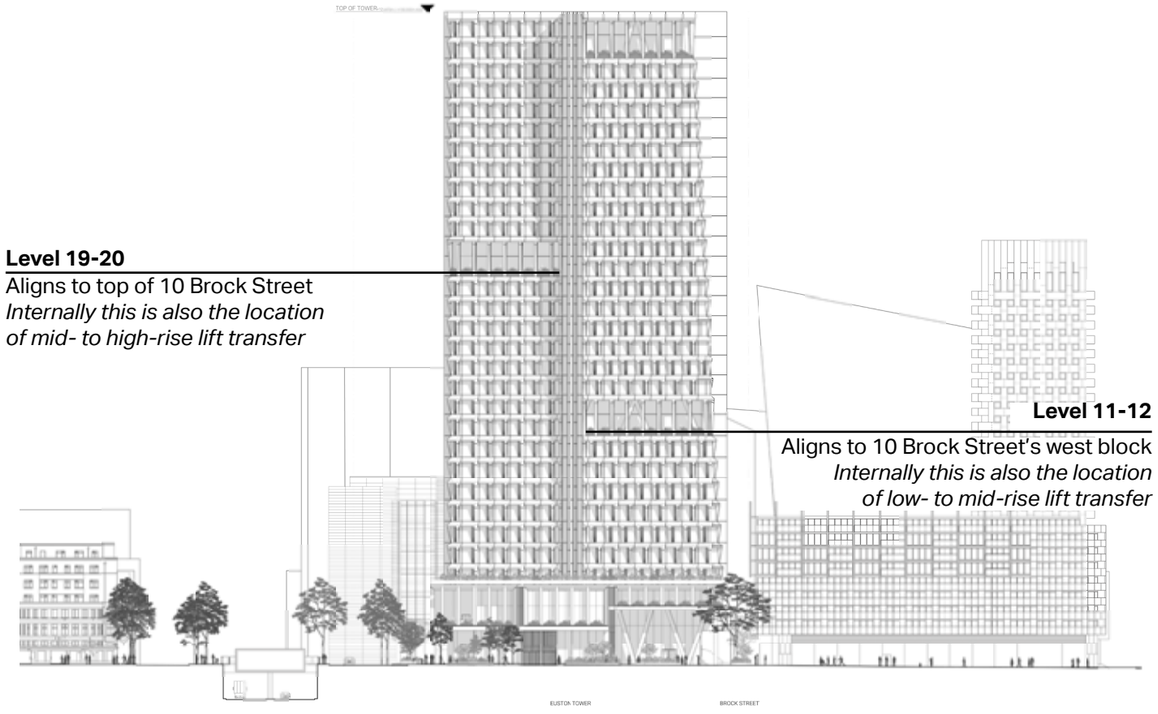


Diagram - East Hampstead Road elevation

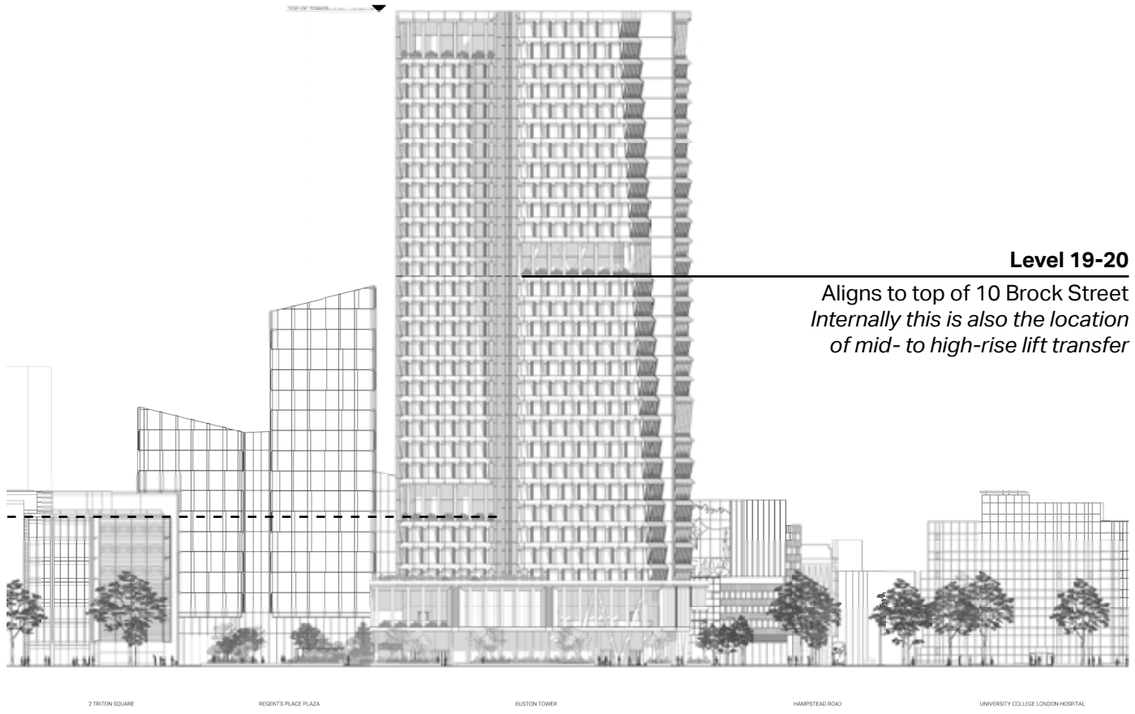


Diagram - South Euston Road elevation

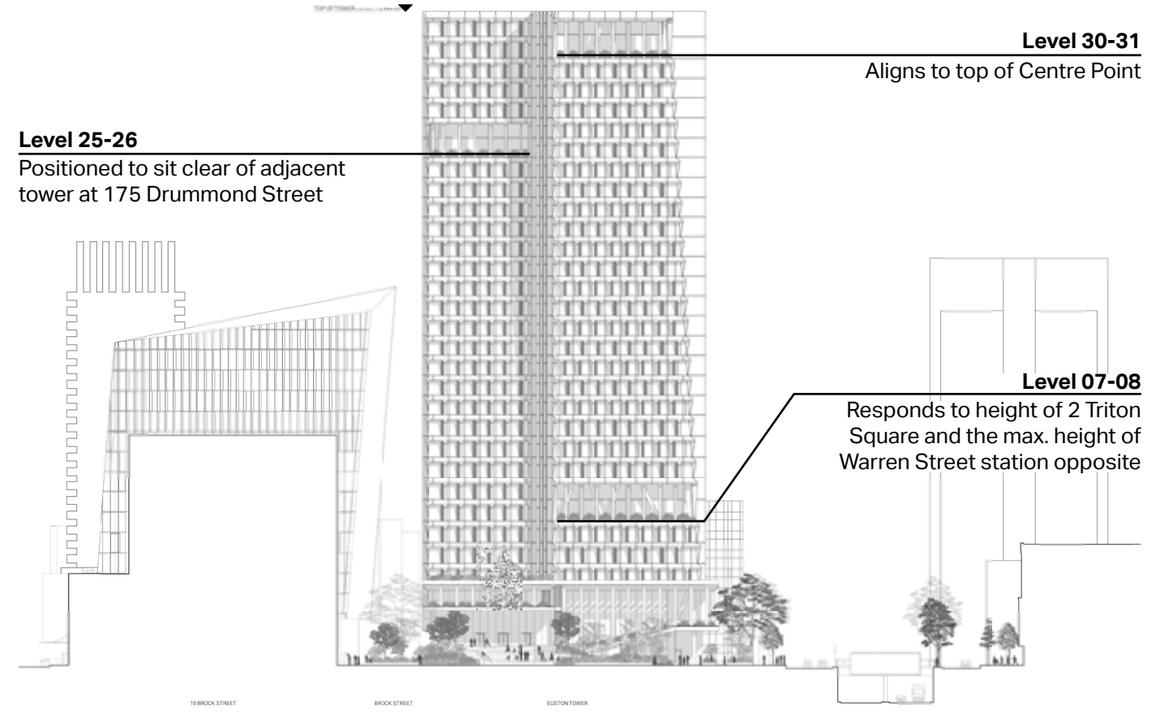


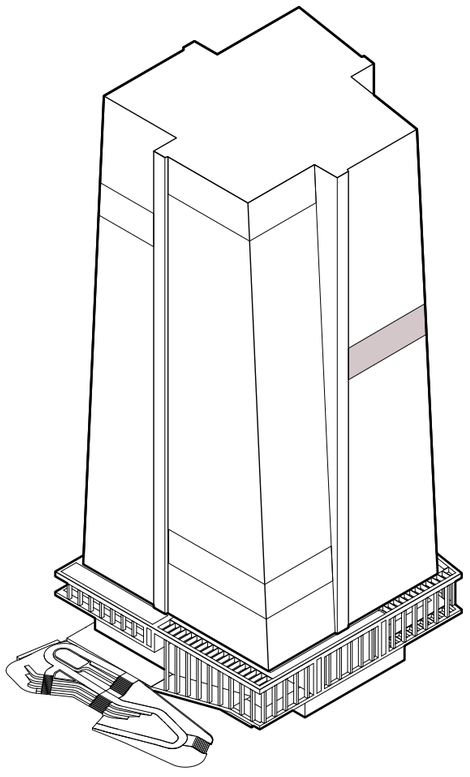
Diagram - West Regent's Place Plaza elevation

Double-Height Amenity Spaces - Relief in Facade

The wider concepts around a consistent materiality and solid articulation are supported through maintaining the same colour and material, especially for the facade cladding and soffit. When viewed from the ground level, this uniform materiality helps integrate the double-height amenity spaces into the overall facade design. The regular and rationalised facade rhythm, to match the typical tower facade, also helps with this integration.

As well as reinforcing the connected vertical neighbourhood concept, the setback of the double-height amenity spaces create additional relief in the facade, allowing for a play of light and shaddow that helps break up the massing of the four quadrants further.

The increased setback on level 19 provides the opportunity for an external terrace to the south-east, with the potential for this to be a shared workplace amenity for multiple tenants in the tower. The terrace is designed to be deep enough to accommodate seating and spaces to enjoy the view behind the planted edge.





Illustrative View - Euston Road south elevation

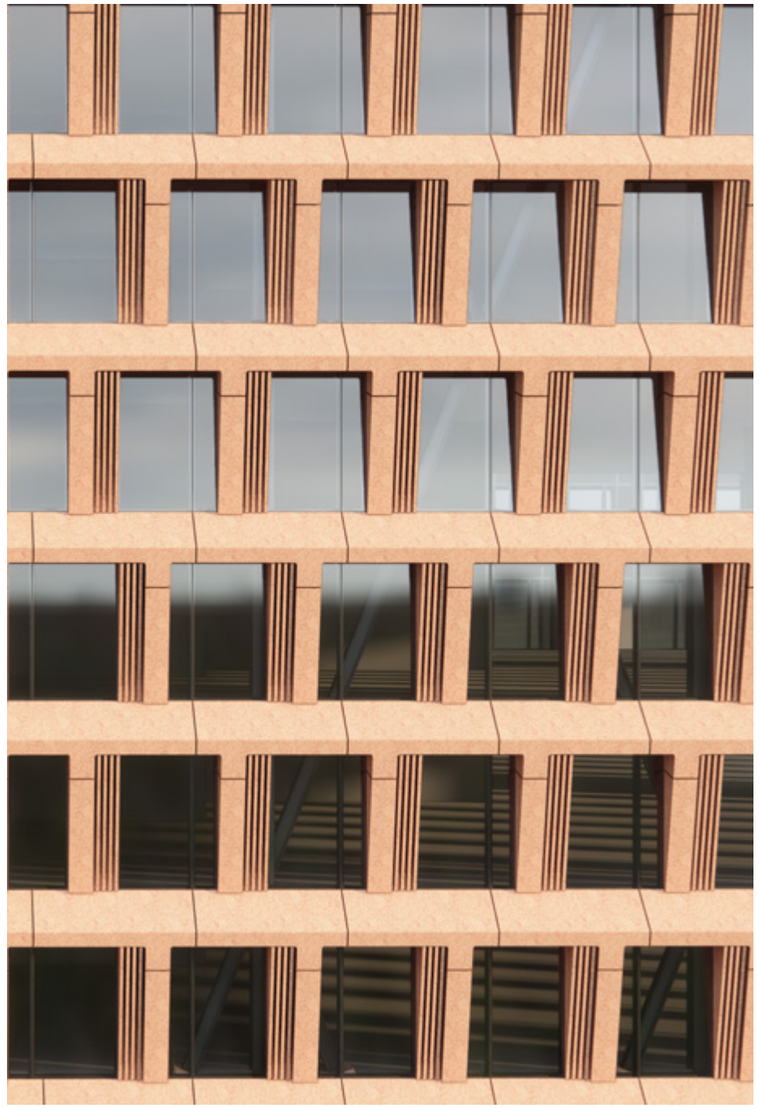


Drawing - Level 19 floor plan showing indicative office workspace with double-height amenity terrace

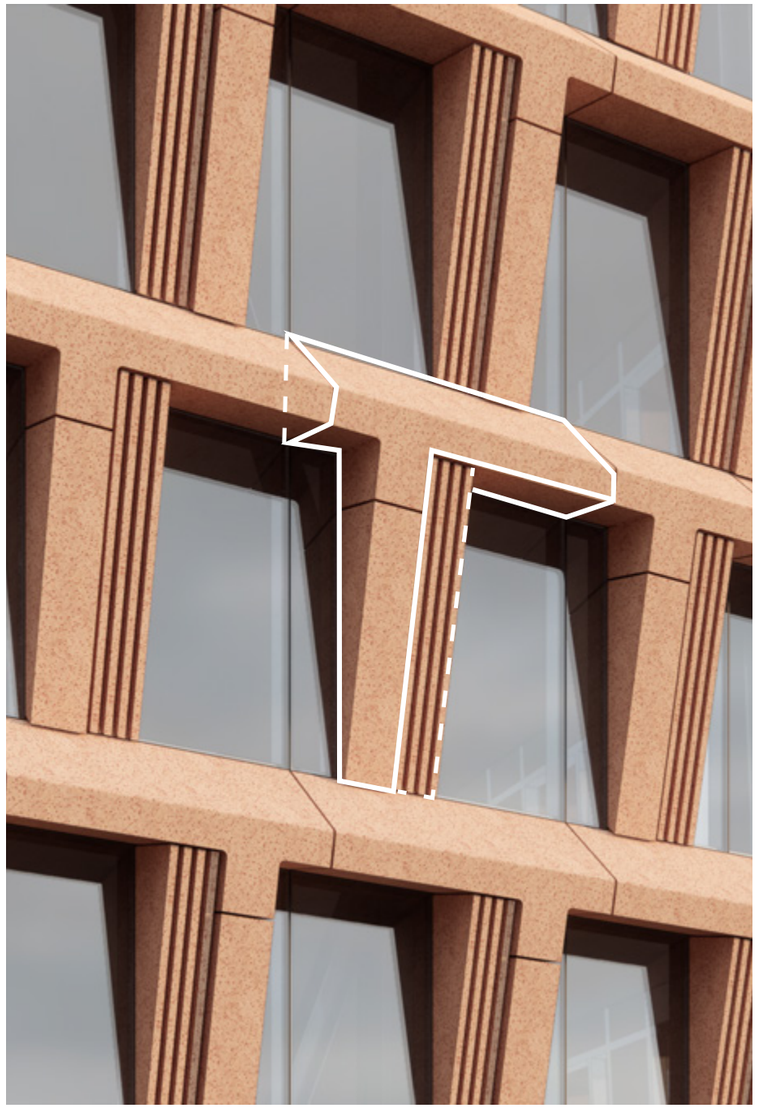
7.3 Tower Facade Principles

The design of the tower facade includes five key design features, which are summarised here:

- The geometry of the cladding is expressive, richly three-dimensional, and robust - functioning both aesthetically and technically.
- The materiality of the cladding reinforces the sense of solidity. GRC with a light terracotta colour provides the tower with a warm, contextually sensitive appearance.
- The expression of the Breathing Spines highlight their importance in both the functionality of the space and in the separation between the four quadrants.
- The facade treatment of the double height amenity spaces provides a relief from the typical tower facade, helping to break down the scale of each of the four towers. The vertical facade elements here provide architectural expression and contrast with the opaque panels of the typical tower facade.
- An integrated panel for natural ventilation in the opaque portion of the facade affords building users access to fresh air. The vertical expression of these panels relates to that of the Breathing Spines - a consistency that reinforces the design of each element.



Geometry



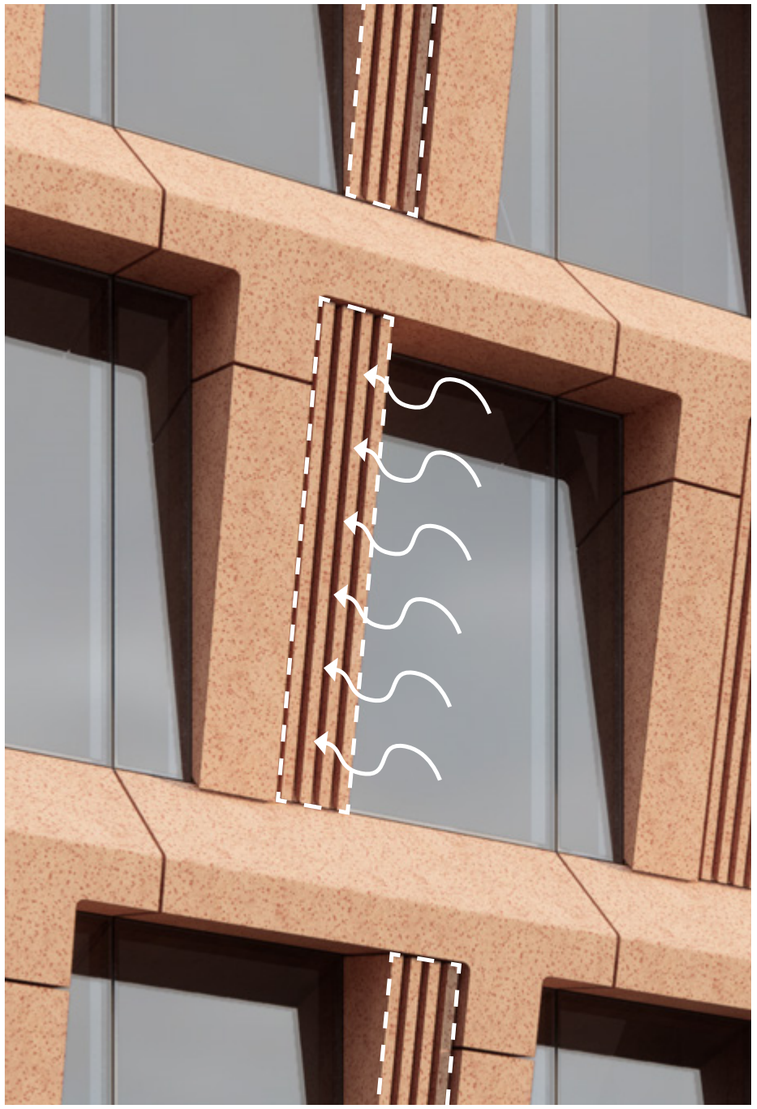
Colour / materiality



Breathing Spine expression



Double-height amenity spaces



Natural ventilation

7.4 Tower Facade Types

The proposed tower facade is a unitised curtain wall system with glass reinforced concrete (GRC) cladding. It has been design to be simple yet richly detailed and can be categorized into six distinctive types as outlined in the adjacent diagram.

The vertical and sloping facade of the tower form the majority of the facade. Both the staggered pattern of the vertical facade and the vertically aligned pattern of the sloping facade contribute to its dynamic aesthetic. Additionally, the facade features four amenity planters, one amenity terrace, a prominent Breathing Spine, and the tower crown. Consistent materiality, colour tone, and vertical elements throughout the six facade types, reinforces the strength and consistency of the whole design.

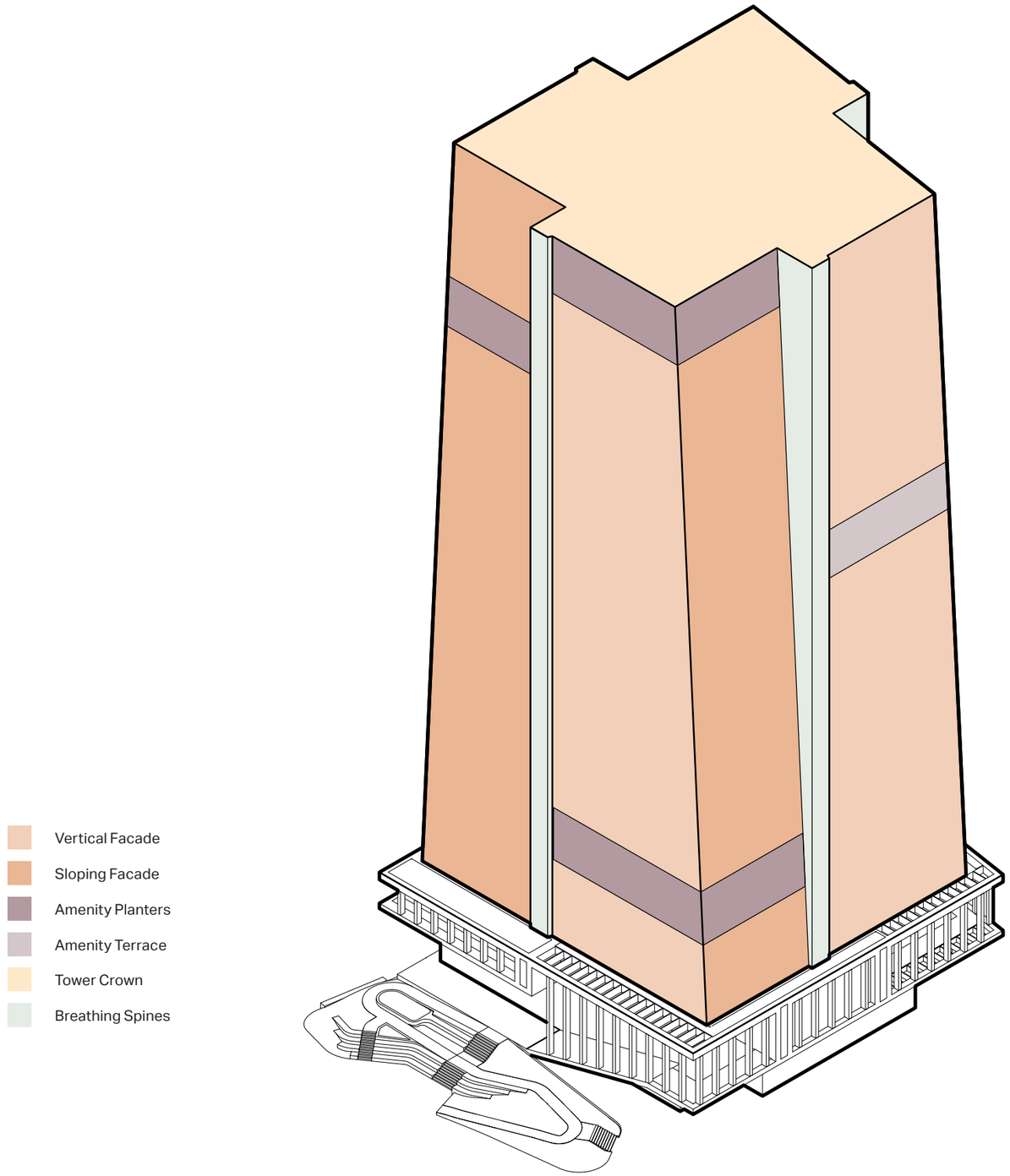
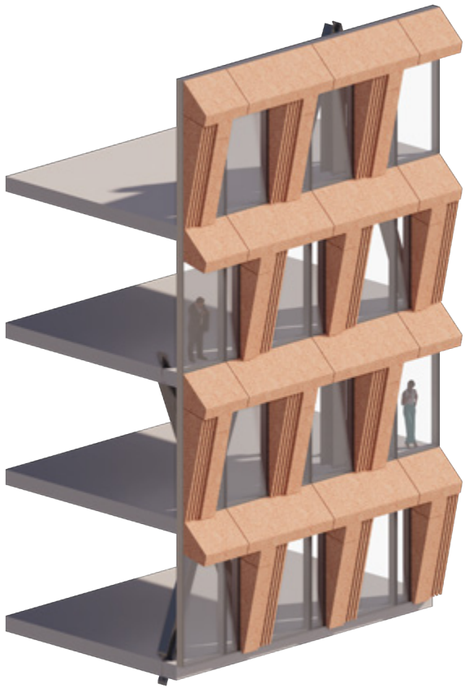


Diagram - Facade types overview



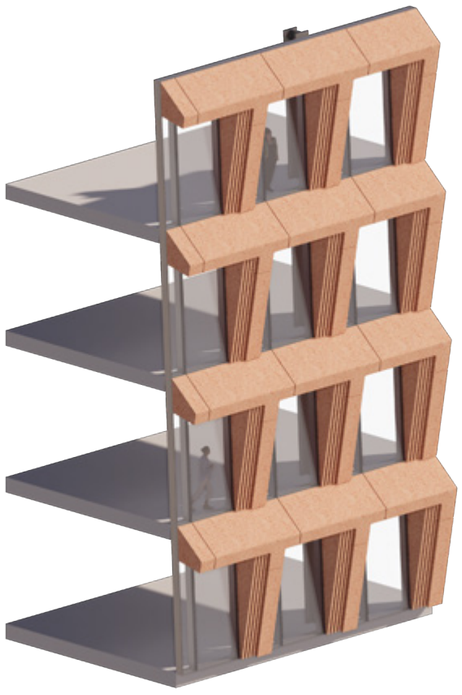
Typical vertical tower facade



Double-height amenity planter



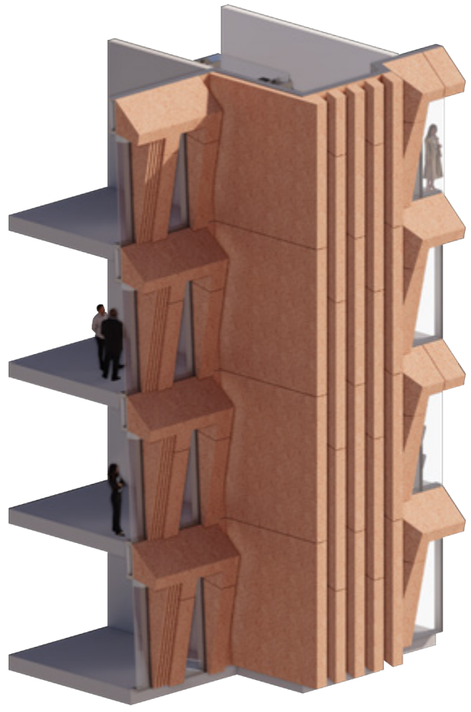
Tower crown



Typical sloping tower facade



Double-height amenity terrace



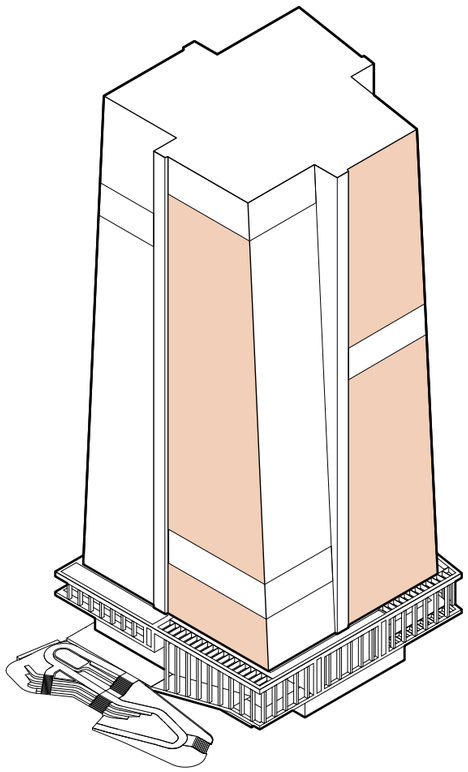
Breathing Spine

7.5 Typical Tower Facade

Vertical Tower Facade

On the vertical tower facade, the staggered alignment of opaque panels aligns to both the diagonal structural bracing and to the vertical columns. To enhance internal flexibility, the facade adheres to a subdivision of 1500mm, meaning there is a vertical mullion every 1.5m. This ensures ease in fitout of internal partitions whilst aligning with the internal layout grid, streamlining the adaptability of the internal space to meet diverse needs.

The size of the facade curtain wall bay is designed to be 3m wide, but sizing will be revisited in future stages once the weight of the bay can be fully understood. The opaque panel is 1m wide, while the glazing is 2m wide with an intermediary vertical mullion. An operable panel within the opaque elements provides an accessible means for fresh air, allowing users a degree of control over their workspace environment. The depth of the facade and the horizontal shelf work to passively shade the glazing, reducing heat gain and improving energy efficiency.



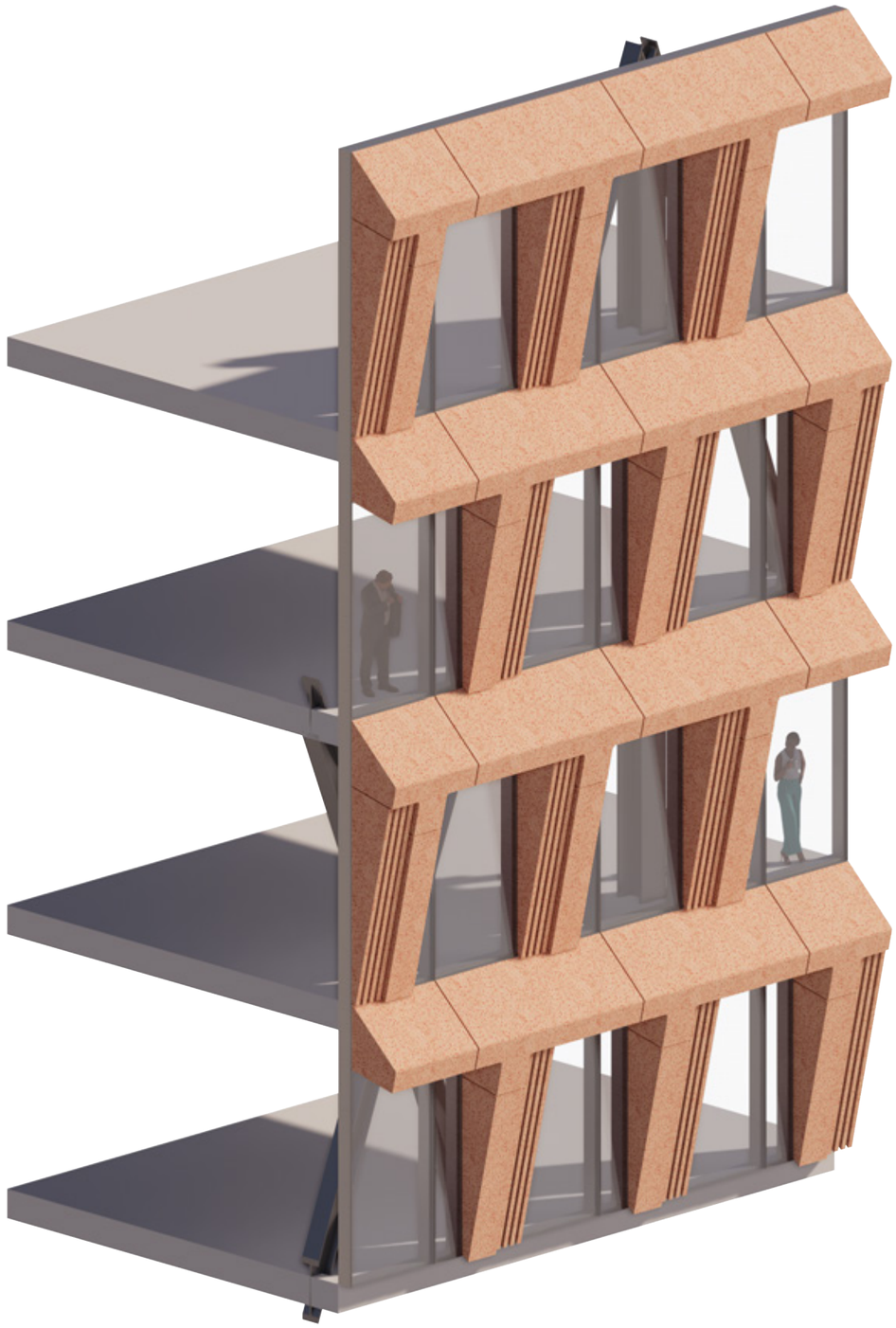
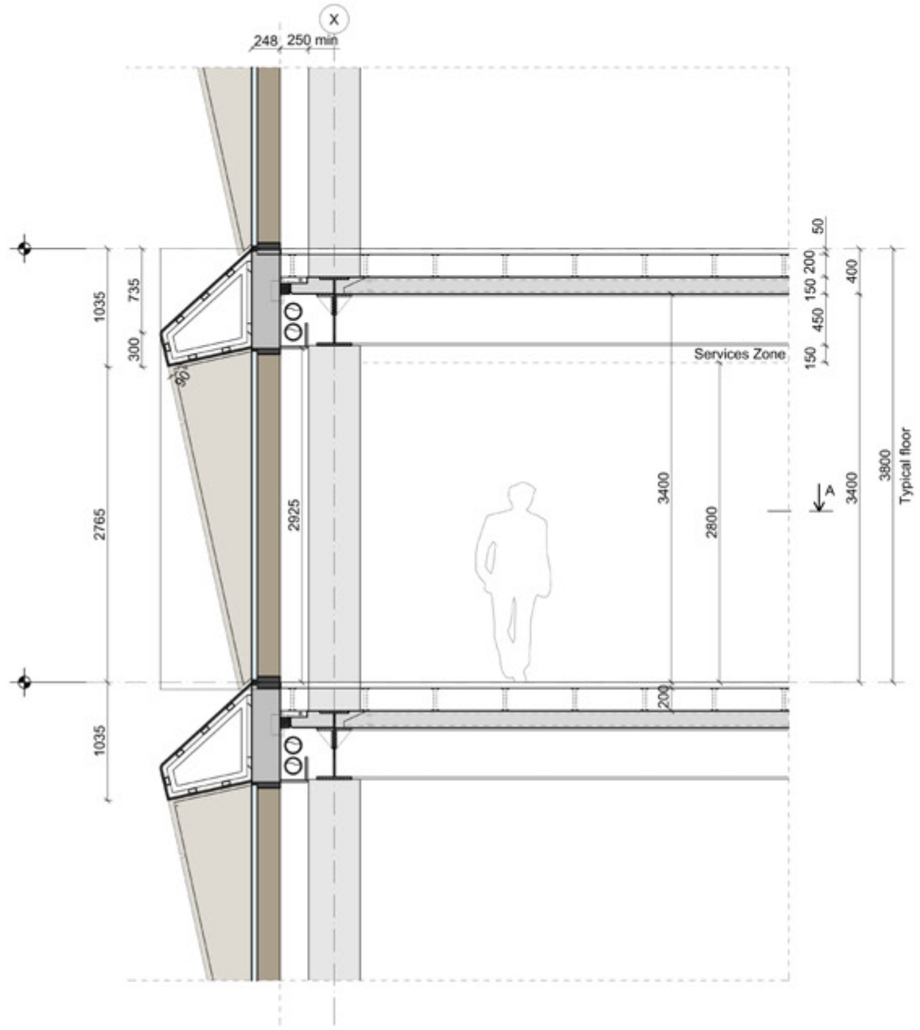
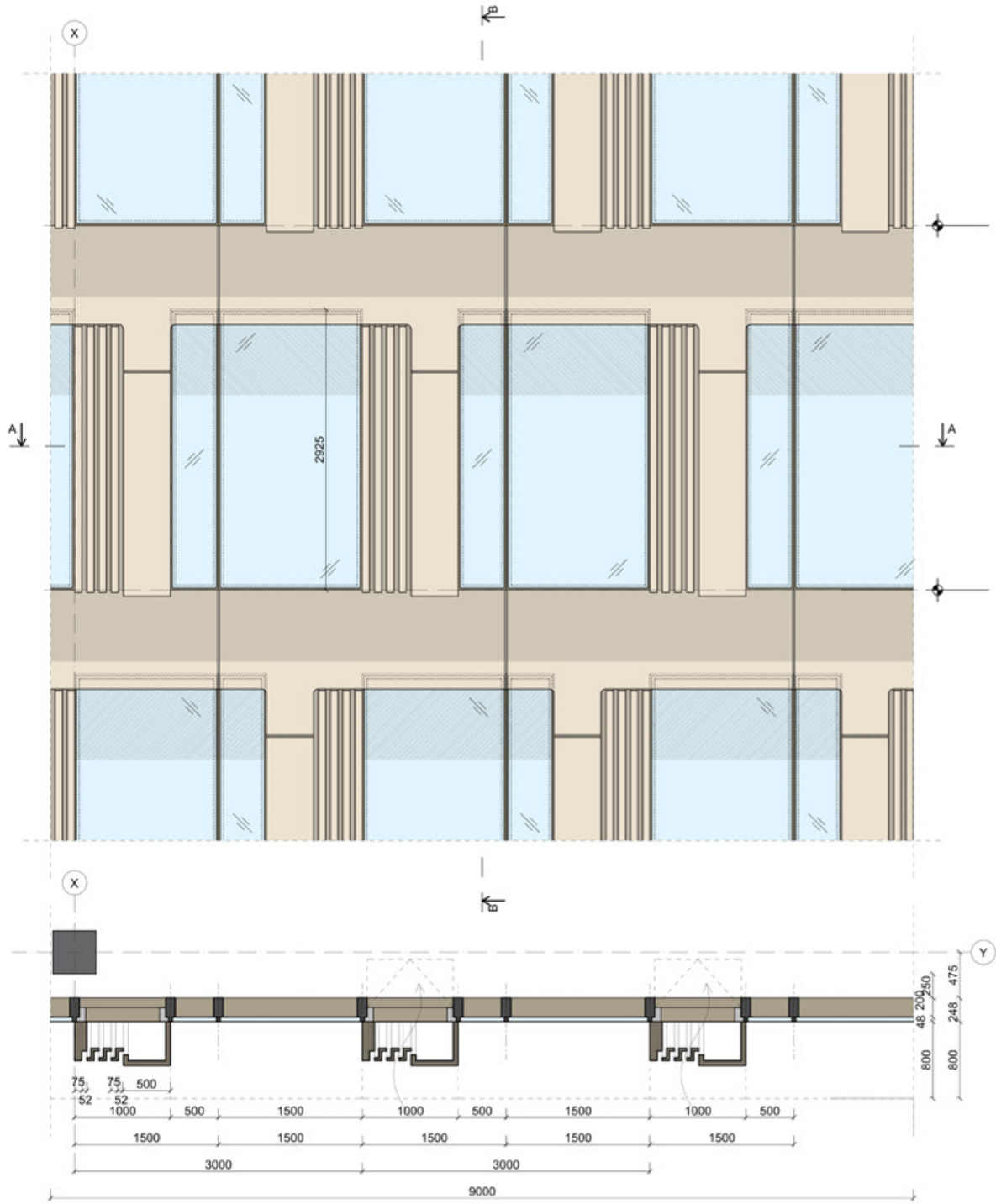


Diagram - Cutaway axonometric of vertical tower facade



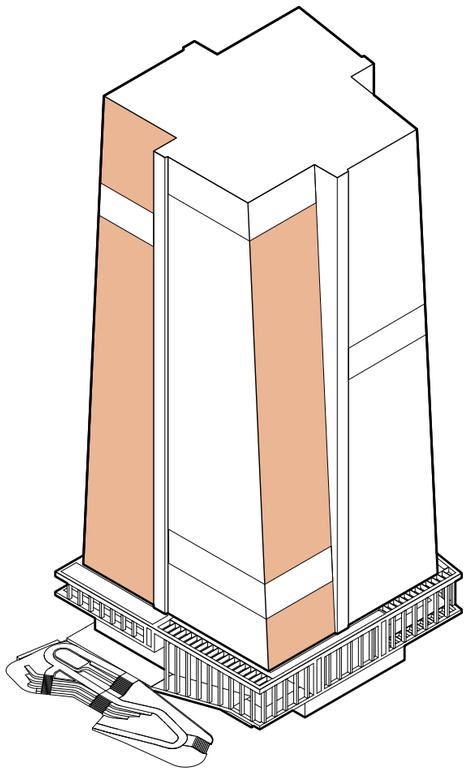


Drawings - Plan, section, and elevation of vertical tower facade

Sloping Tower Facade

On the sloped facade, where there is no diagonal bracing, the opaque panels are aligned to the vertical columns. The difference between the vertical alignment of opaque panels helps to differentiate the two halves of the elevation and break down the scale of the tower.

Aligning to the internal facade grid, the facade subdivision also adheres to 1500mm while the curtain wall bay is designed to be 3m wide. Like the vertical facade type, an operable panel is also incorporated for internal access to fresh air.



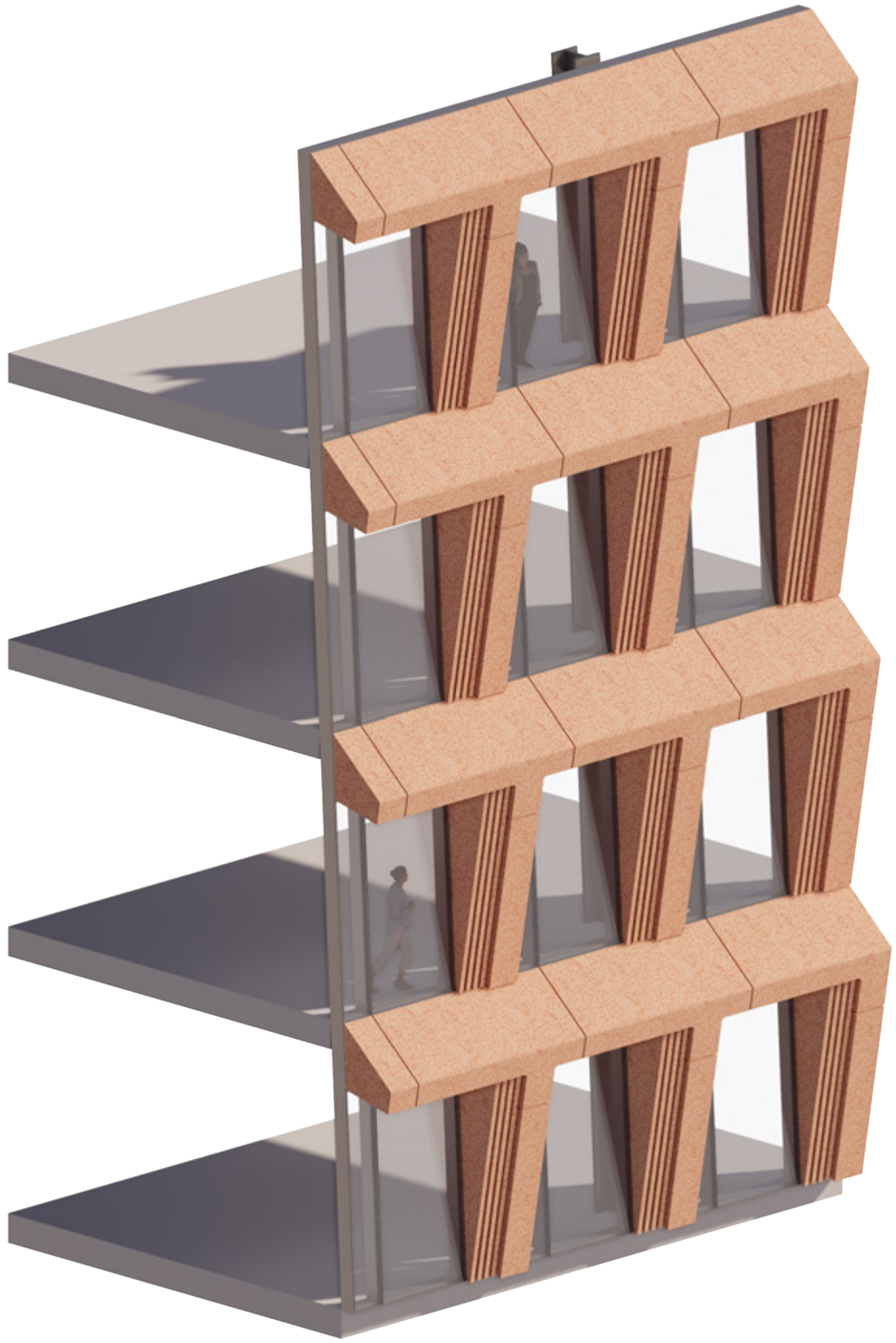
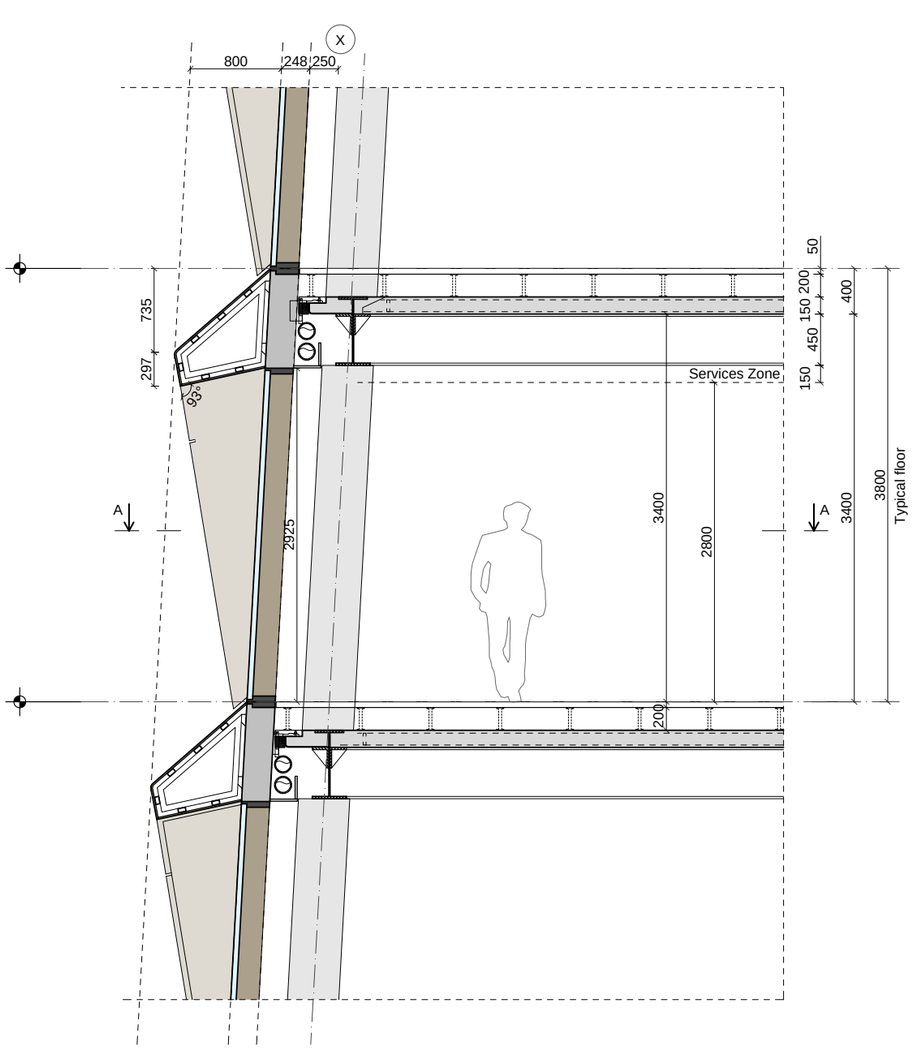
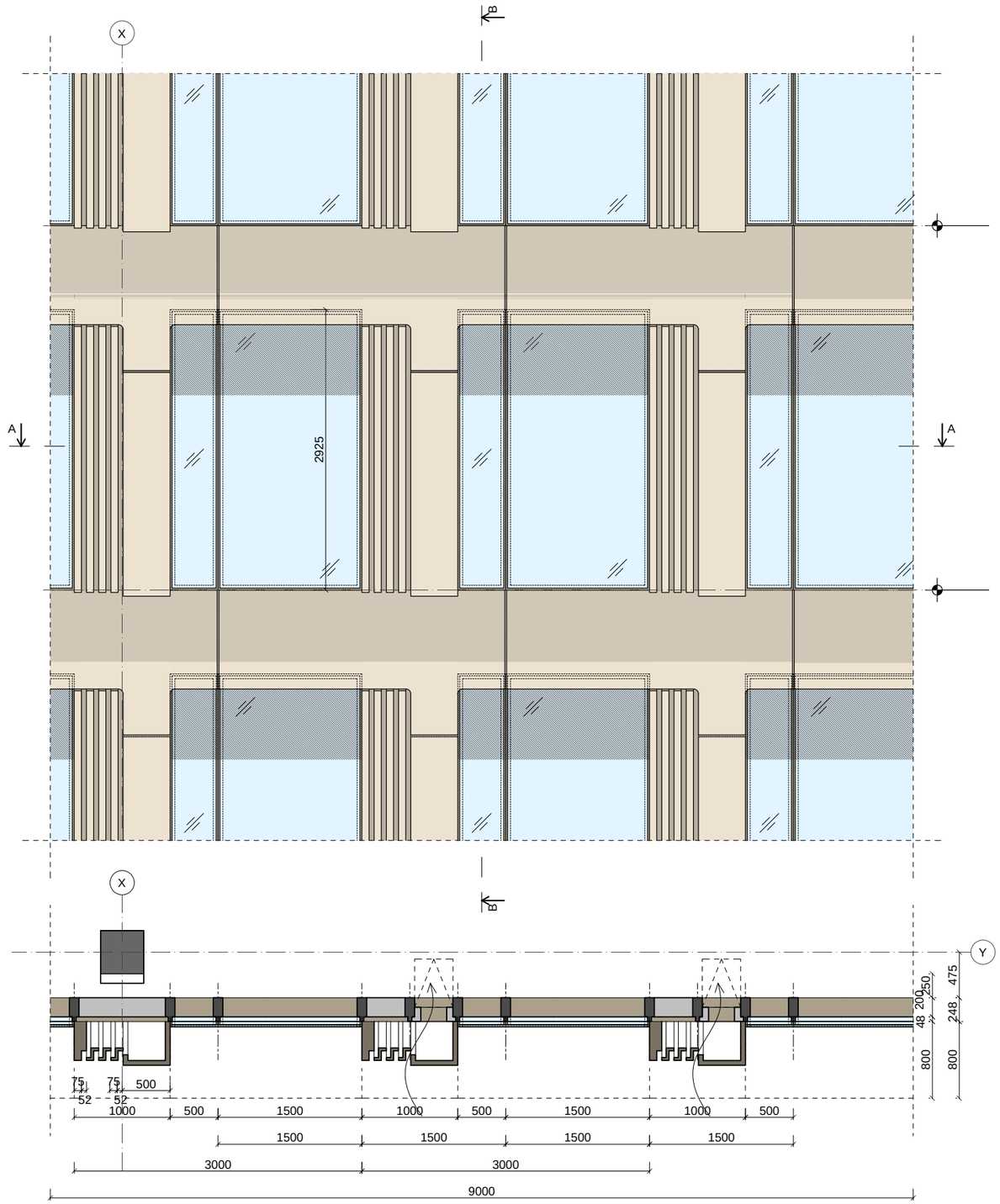


Diagram - Cutaway axonometric of sloping tower facade

Full height - 500 wide





Drawings - Plan, section, and elevation of sloping tower facade

High Performance Facades

The facade is crafted with a dual purpose — not merely for aesthetic appeal but also for improved environmental performance.

Functioning as a mediator between the interior and exterior spaces, careful consideration was taken to provide fresh air and to reduce solar gain.



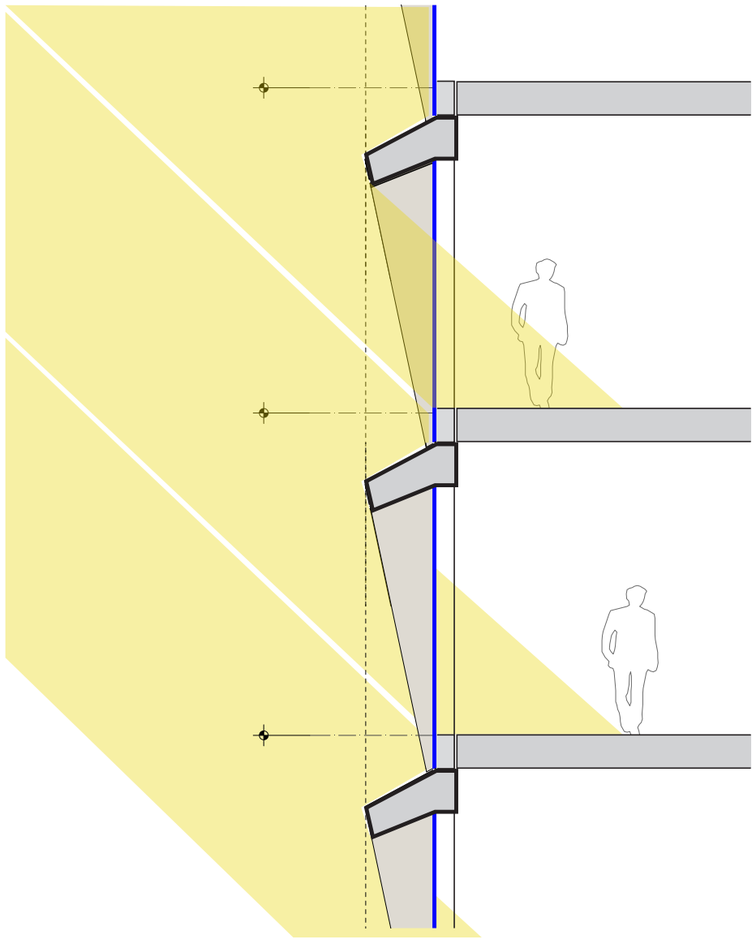
Illustrative View - Natural ventilation through operable internal panel

Natural Ventilation

An operable panel provides users access to fresh air, enhancing the interior environment for occupiers. The proposed panel is 500mm wide, full height, and hinges from the bottom. Another option for the size of the openable panel is 1000mm wide with a 1100mm upstand but this option limits the flexibility of where internal partitions can meet the facade. A key allows maintenance to open the panel by 90 degrees to acess the cavity behind the GRC facade cladding. Behind the fully open panel, tensioned cables 1100mm above the finished floor level provide fall restraint and prevent unwanted access to the cavity. The facade's expression, characterised by vertical GRC architectural louvres, visually mirrors the Breathing Spines whilst creating a cohesive aesthetic that reinforces the building's MEP strategy.







Illustrative View - Facade cladding passive solar shading

Passive Solar Shading

The facade depth has been intentionally designed at 800mm to serve as an effective tool for passive solar shading.

The facade leans forward on each level to optimise material usage, ensuring the facade is deepest where it provides maximum shading from above, thereby improving energy efficiency.

The GRC cladding creates a sense of solidity, giving the impression that the facade is carved from stone.

In the typical tower facade bay, the glazing accounts for 45% of the bay area in elevation, achieving a balance between transparency and solidity in the structural elements.

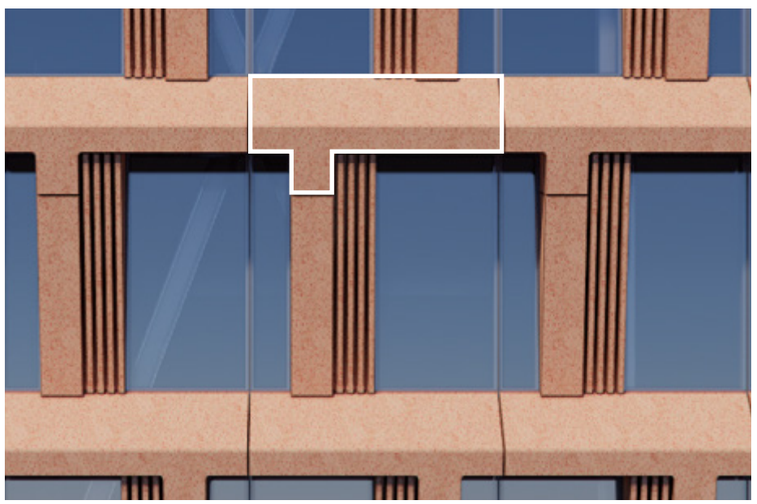
Facade Cladding Joints

The conceptual approach to the proposed facade instills a solidity and robustness into the appearance of the Proposed Development. This approach follows through into the scale of the facade module, proposing that the individual facade elements are detailed to appear as if carved from a single, monolithic material. The strategic placement of facade cladding joints, avoiding alignment with horizontal and vertical elements has been designed to further emphasise this solidity.

The proposal introduces a horizontal facade cladding with a width of 3m, forming a transformed “T” element. The vertical portion of the “T” enhances the facade’s three-dimensional appearance and contributes to its robust and solid character.

While the primary intention is to minimise cladding joints, ongoing discussions with facade contractors will allow the Design Team to explore alternative joint proposals. The subdivision of the GRC cladding will be re-evaluated in the future, based on a better understanding of the weight of the facade panelisation. If the panel proves too heavy, adjustments may be necessary to ensure the desired aesthetic, a consideration which will be explored in subsequent stages.

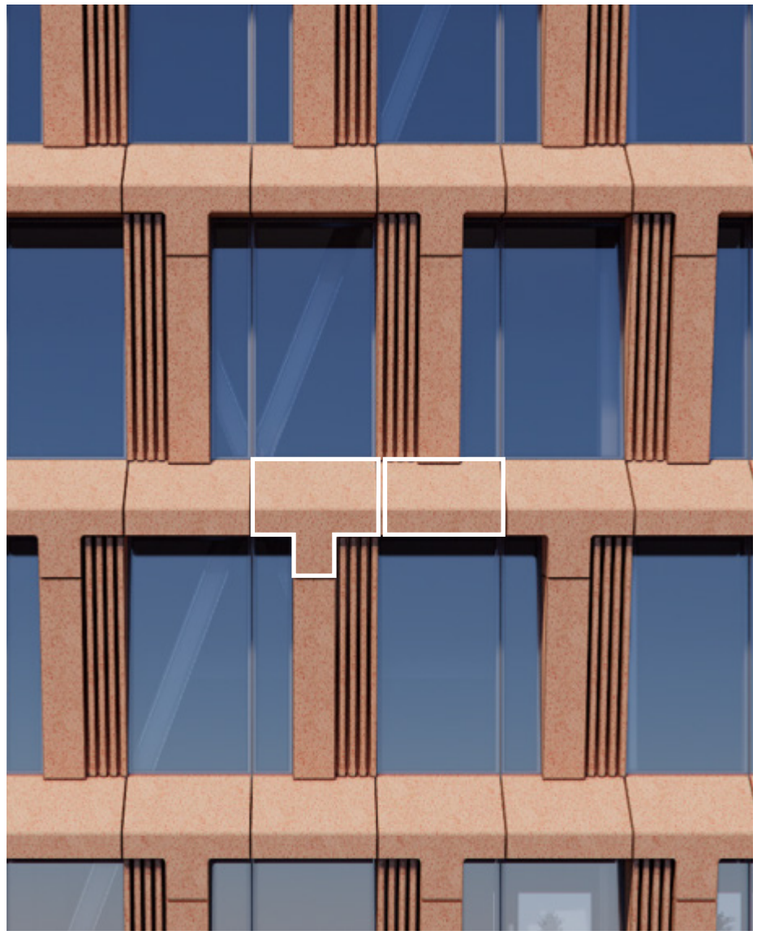
Curtain wall module sizes and joint locations in all diagrams, drawings and illustrative views in this report are indicative and illustrative of wider design intent.



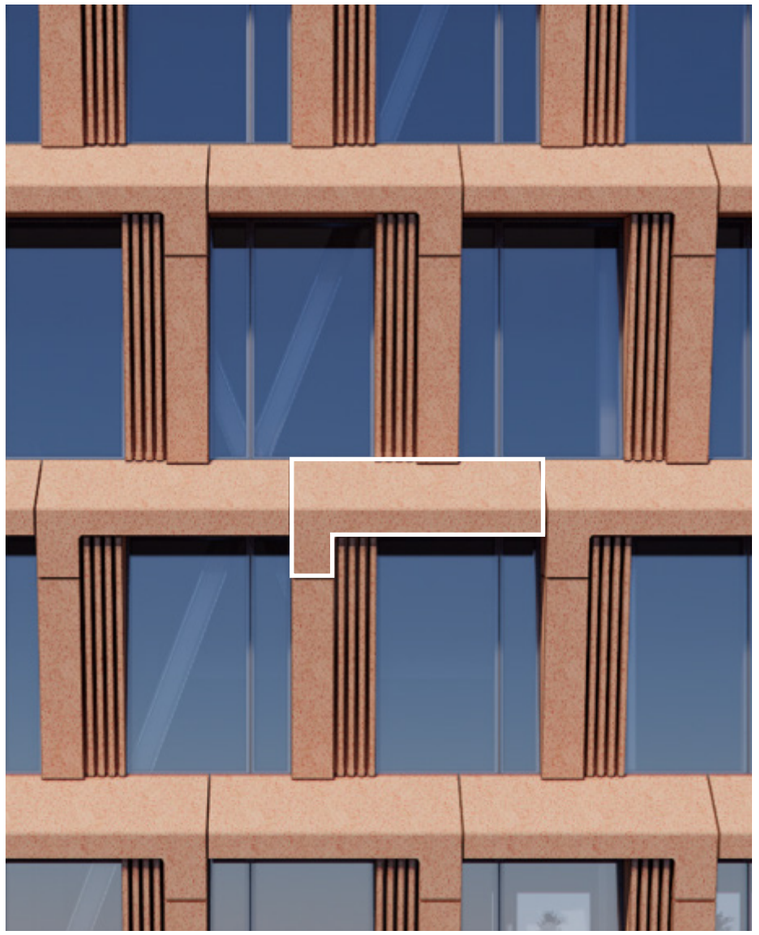
Illustrative View - Proposed 3m horizontal cladding module



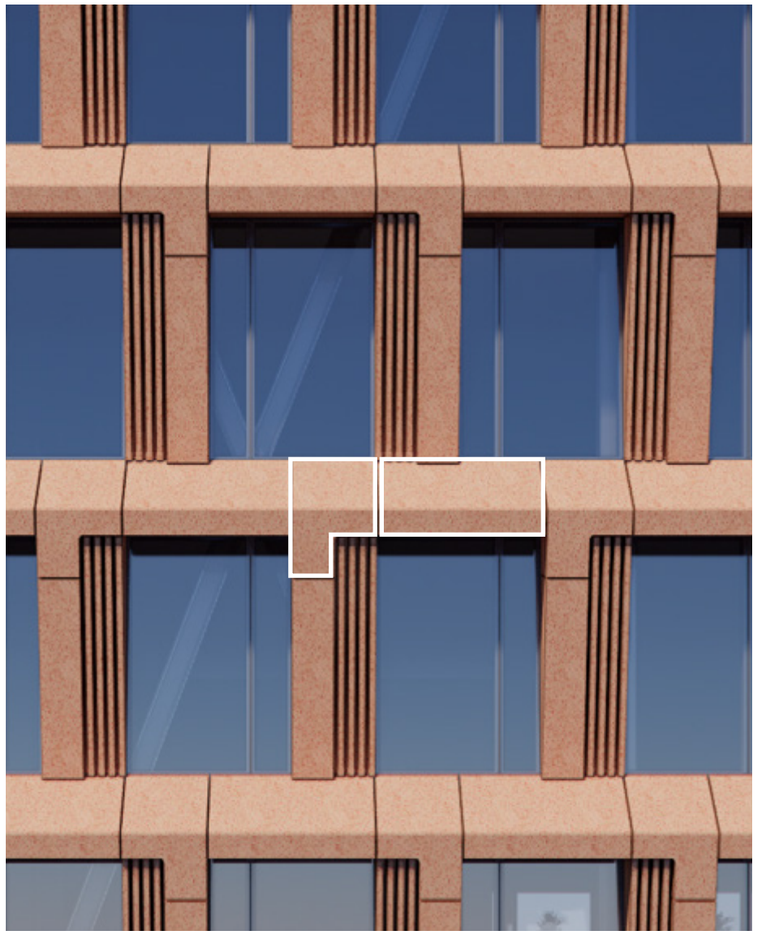
Illustrative View - Proposed 3m horizontal cladding on sloping facade



Illustrative View - Alternate 1.5m horizontal cladding module



Illustrative View - Alternate 3m horizontal cladding module



Illustrative View - Alternate 1m & 2m horizontal cladding module

Note: Curtain wall module sizes and joint locations in all diagrams, drawings and illustrative views in this report are indicative and illustrative of wider design intent.

Level 19 Amenity Terrace

A terrace is incorporated into the tower's design, situated adjacent to the shared tenant amenity space on Levels 19 and 20. This double-height space is intended to offer users a generously proportioned external environment. The width of the terrace allows for ample outside space, accommodating furniture and ensuring consistent use.

A strategically placed planter along the terrace edge introduces a urban greening onto the tower. The GRC columns at the facade perimeter harmonize with the design of the floors above and below, creating a cohesive visual continuity. The setback of the glazing ensures that the terrace space remains perceptible even in distant views of the tower, expressing its location and allowing the four quadrants to be further subdivided into connected vertical neighbourhoods.

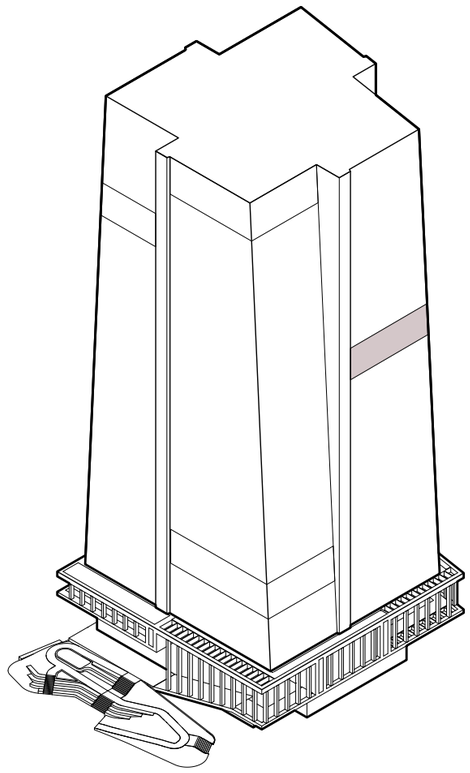
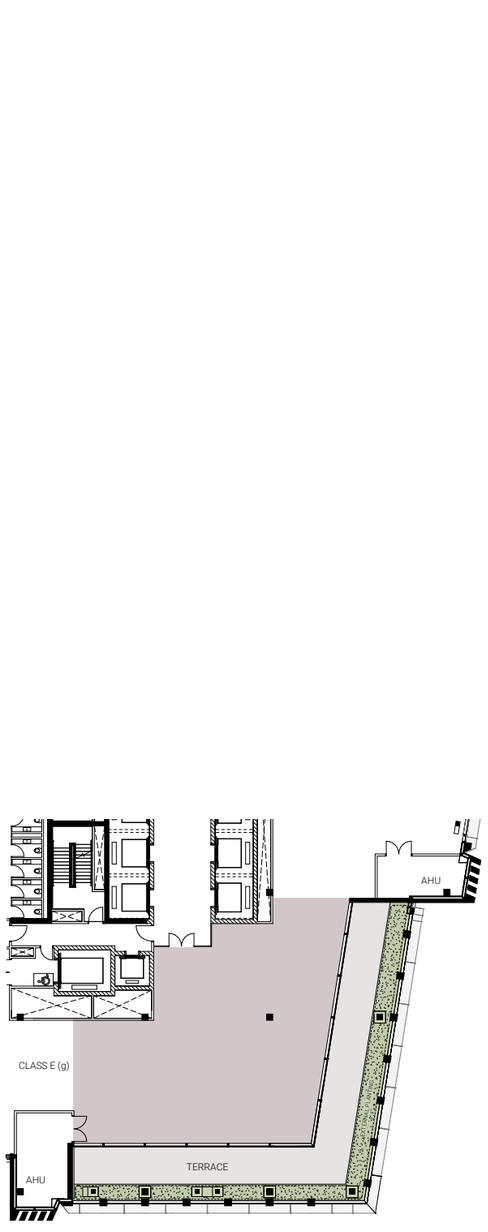
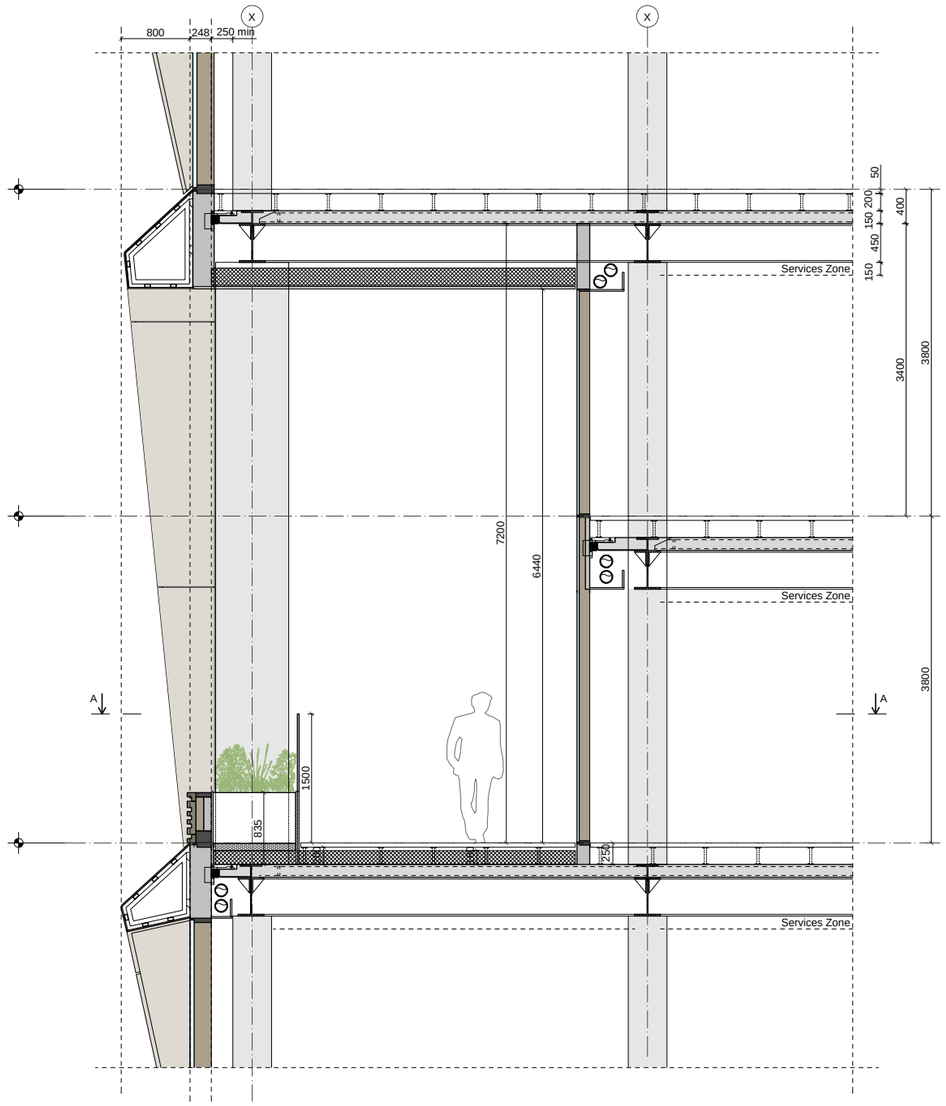


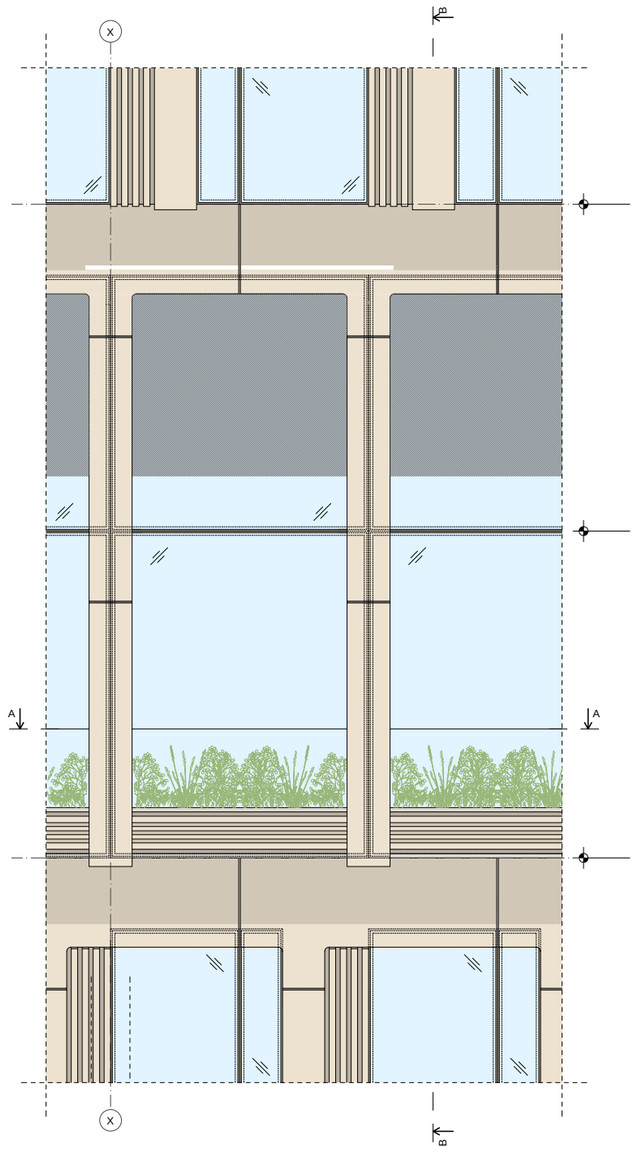


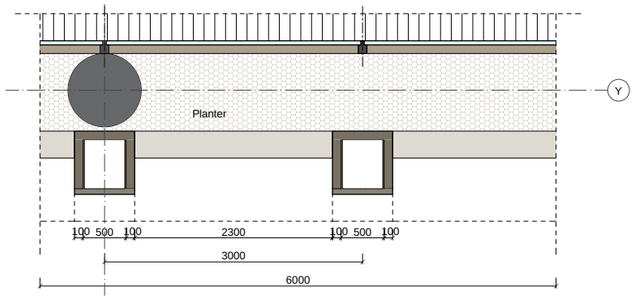
Diagram - Cutaway axonometric of amenity terrace



Drawing - Shared amenity space Level 19







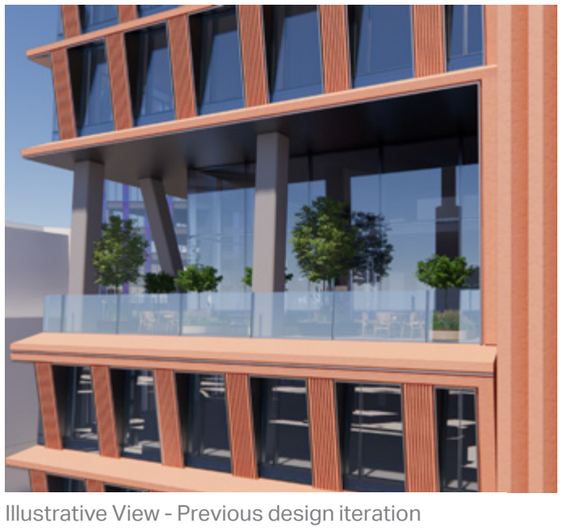
Drawings - Plan, section, and elevation of amenity terrace

The amenity terrace facade extends the typical angled facade pattern to span the double-height amenity space. These vertical elements form a columned structure around the terrace and planters.

From long distances, the colonnade elements provide a uniform expression, aligning the double-height amenity facade with the typical office facades. However, the setback of the glass and the resulting shadow introduce visual differentiation.

Stretching the typical tower facade across two levels with these vertical elements provides intentional consistency, integrating the double-height amenity spaces with the rest of the tower.

The design allows these spaces to maintain their unique architectural identity, whilst still being part of the overall facade language.



Illustrative View - Previous design iteration



Illustrative View - Proposed double height amenity space facade design



Illustrative View - Proposed double height amenity space design from interior shared amenity space at Level 19

Amenity Planter

Planters are integrated into the other four double-height amenity spaces, providing the presence of greenery at designated locations throughout the tower.

These planters, positioned adjacent to dedicated tenant amenities, also help to subdivide the tower massing, similar to the impact of the amenity terrace.

This design not only enhances the overall aesthetic but also contributes to an integration of planted elements and urban greening within the architectural composition.

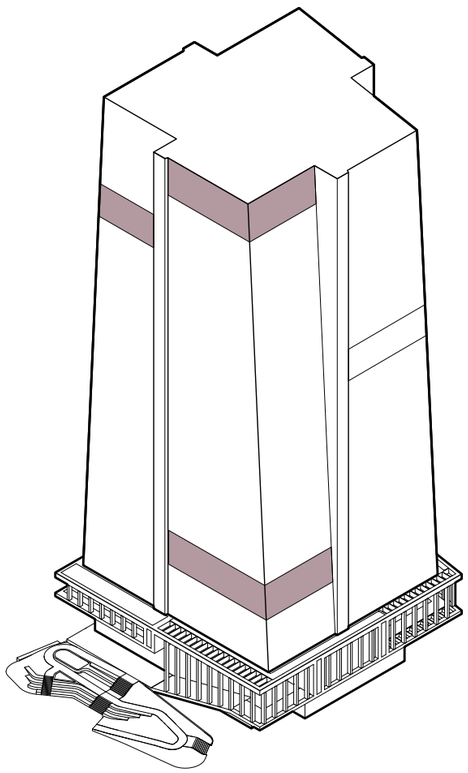
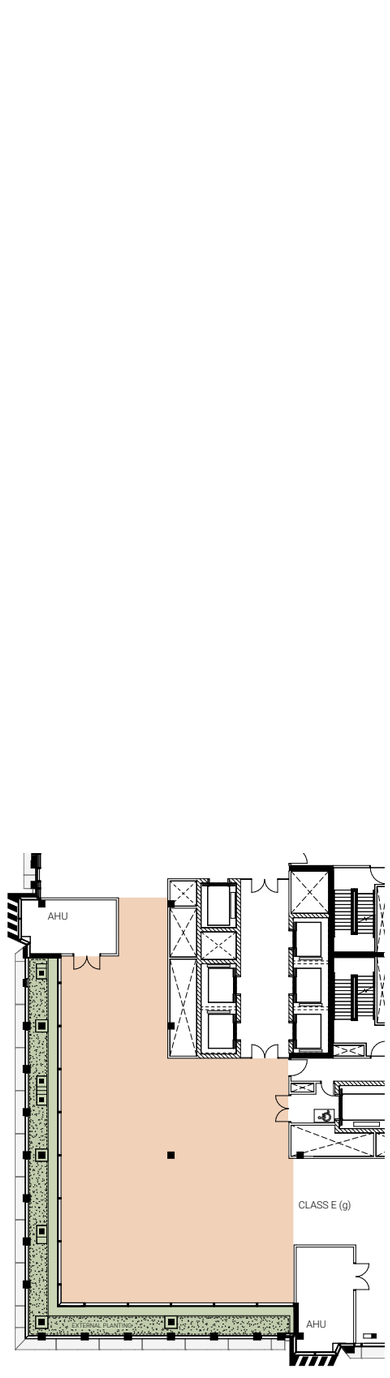
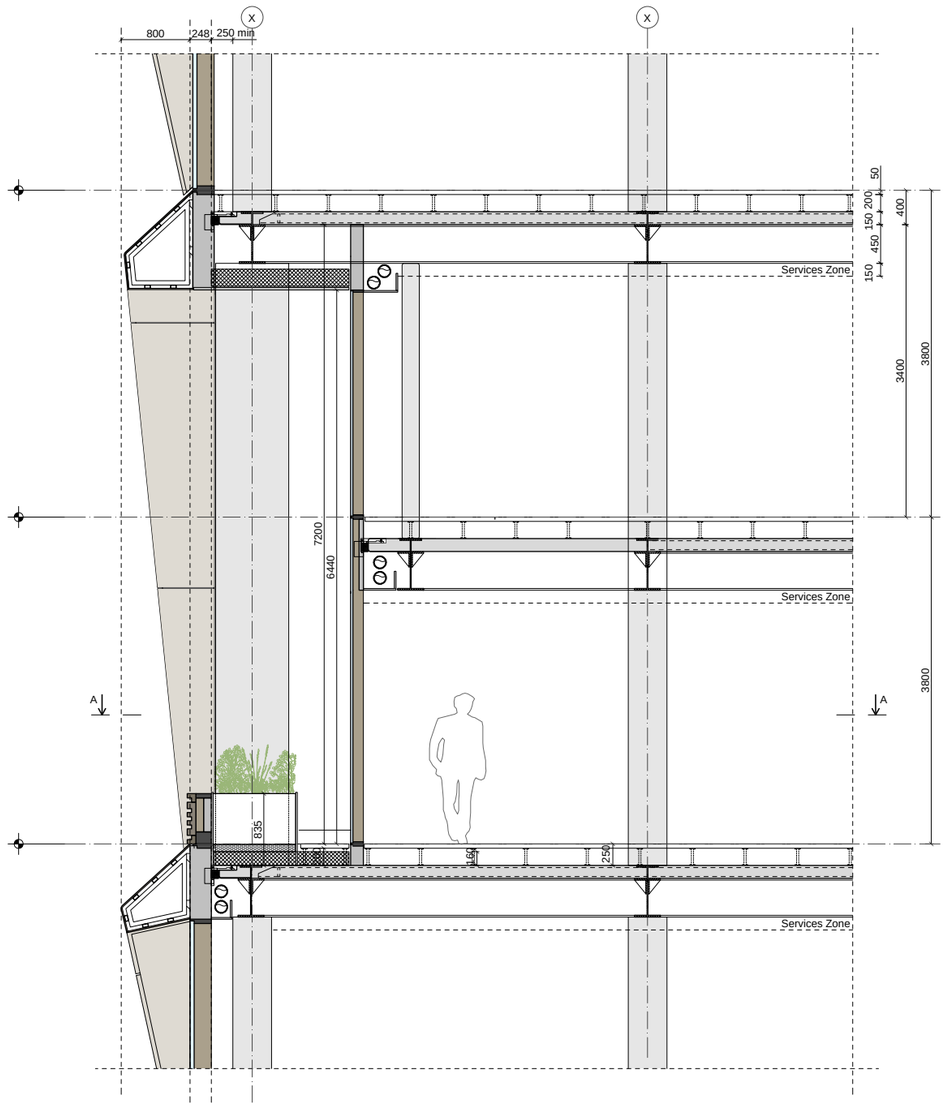


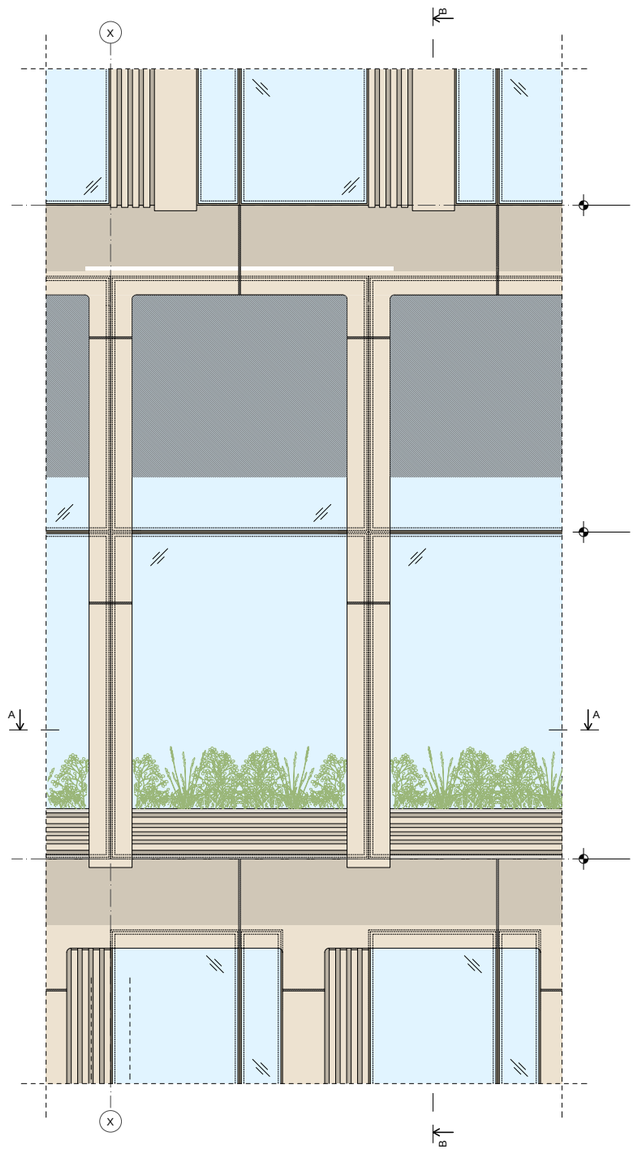


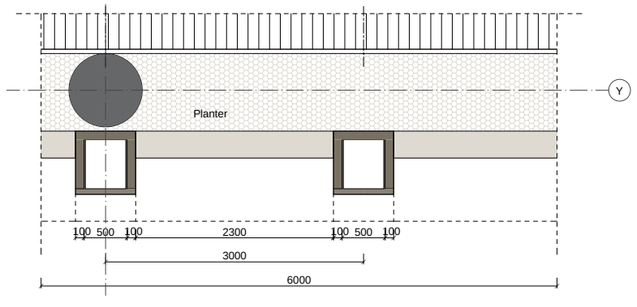
Diagram - Cutaway axonometric of amenity planter



Drawing - Dedicated amenity space floor plan Level 07







Drawings - Plan, section, and elevation of amenity planter

7.6 Breathing Spine

The facade of each Breathing Spine features vertical architectural louvres made of the same GRC proposed for the rest of the facade. On each level of the tower, on-floor AHUs are positioned behind these louvres. The AHU rooms use this portion of the facade for air intake or exhaust.

The angling of the architectural louvres in plan is an intentional design choice, as this orientation ensures that when viewed in elevation, the architectural louvres effectively conceal the mechanical louvres behind and present cohesive and elegant facade treatment.

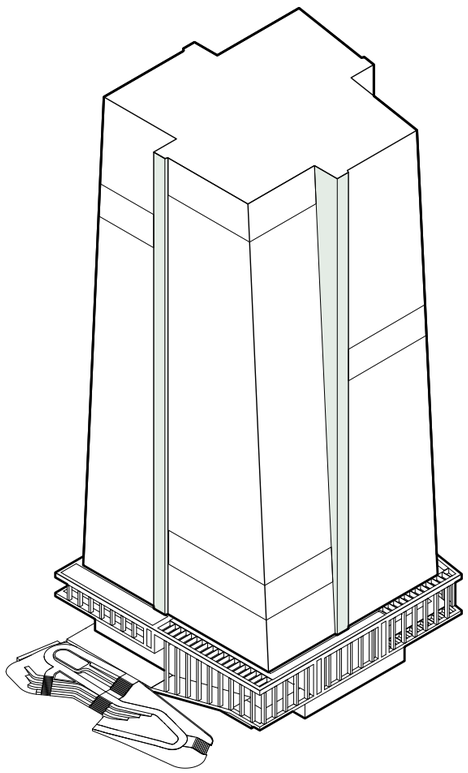
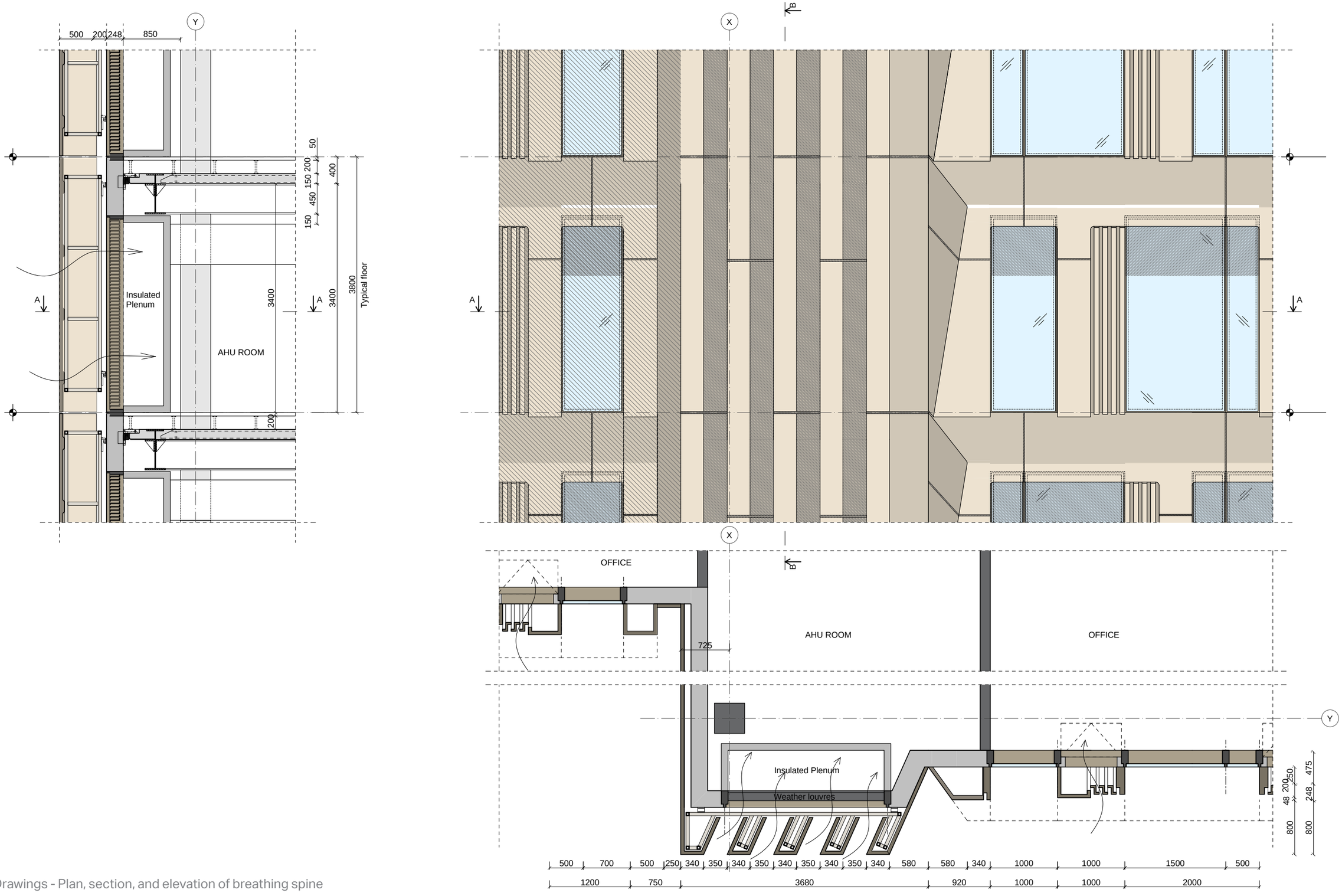




Diagram - Cutaway axonometric of breathing spine



Drawings - Plan, section, and elevation of breathing spine



Illustrative View - Breathing Spine and double-height amenity terrace



Illustrative View - Changing lighting conditions throughout the day and year, different features of the tower are highlighted

7.7 Tower Crown

The top levels of the tower appear similar to the typical office levels below, but there are subtle differences. The top two levels of the tower have a higher floor to floor spacing since they are partially for plant space. The architectural intent is to have the facade in front of these plant room spaces read the same as the typical tower facade below.

Above Level 31, a thick horizontal GRC element articulates the top of building. It also relates to the thick horizontal band that runs around the edge of the podium roof, which is discussed in more detail in the following chapter. This helps provide a deliberate, distinct and robust conclusion to the top of the tower whilst reinforcing the solidity of the wider facade concept.

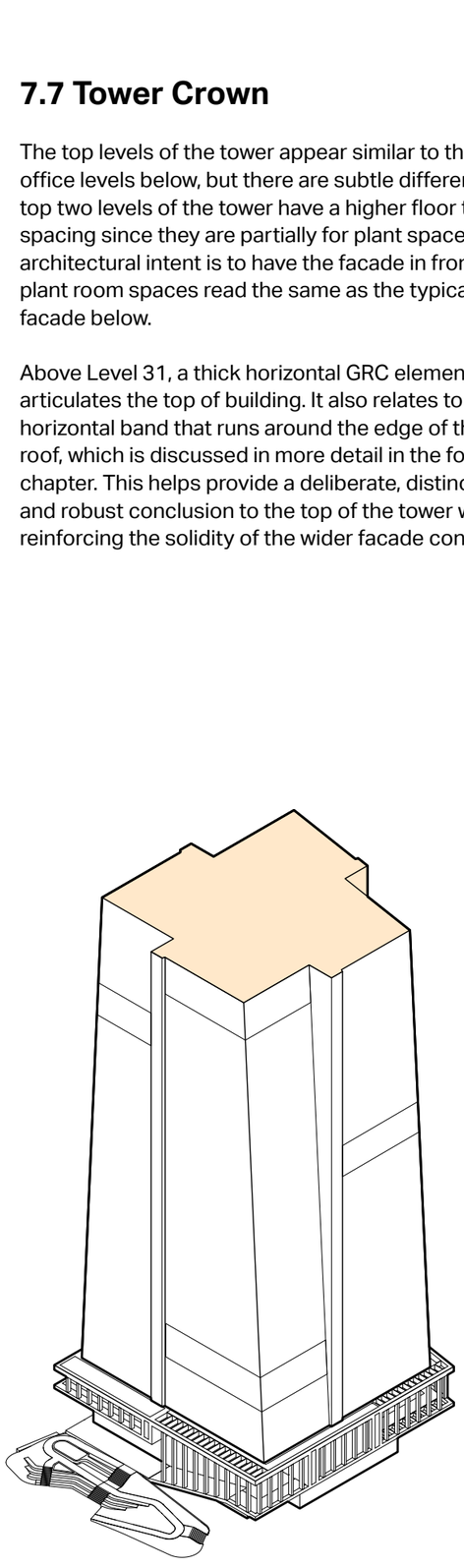
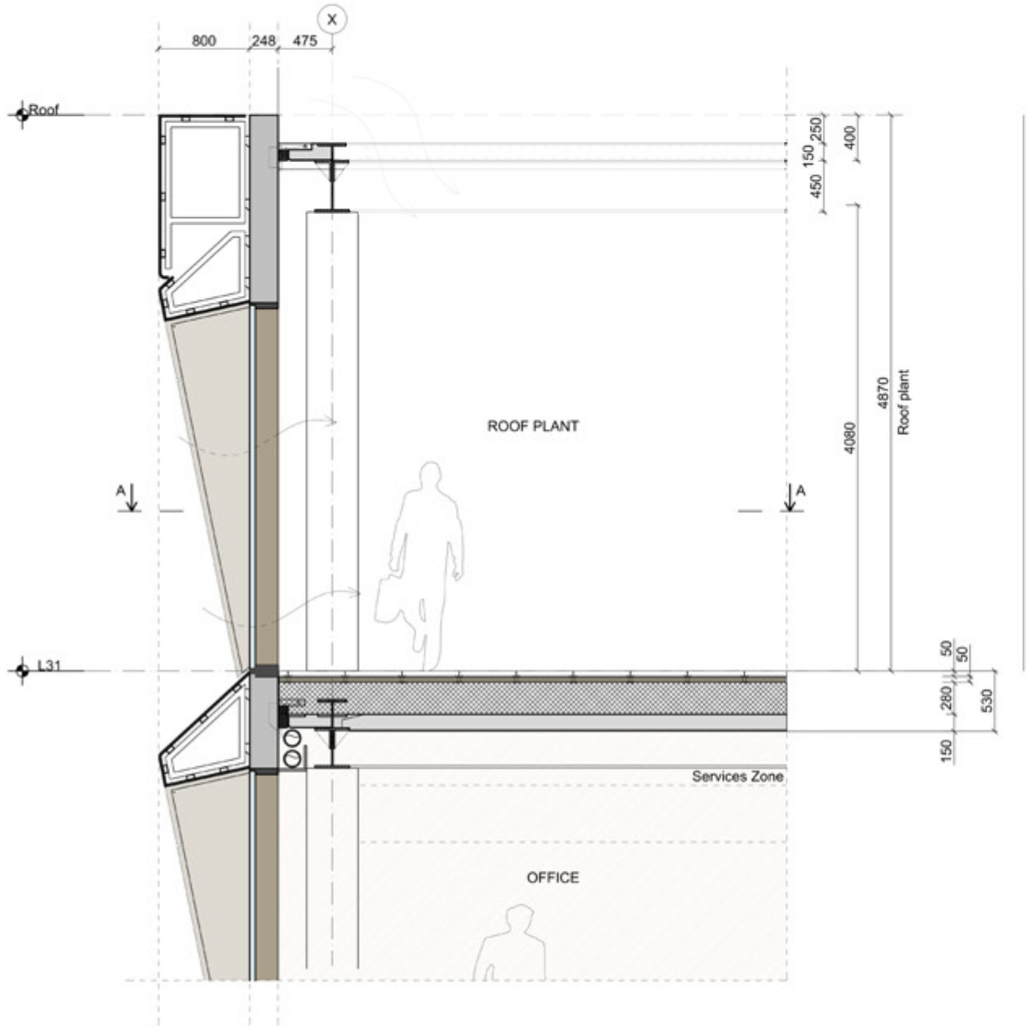
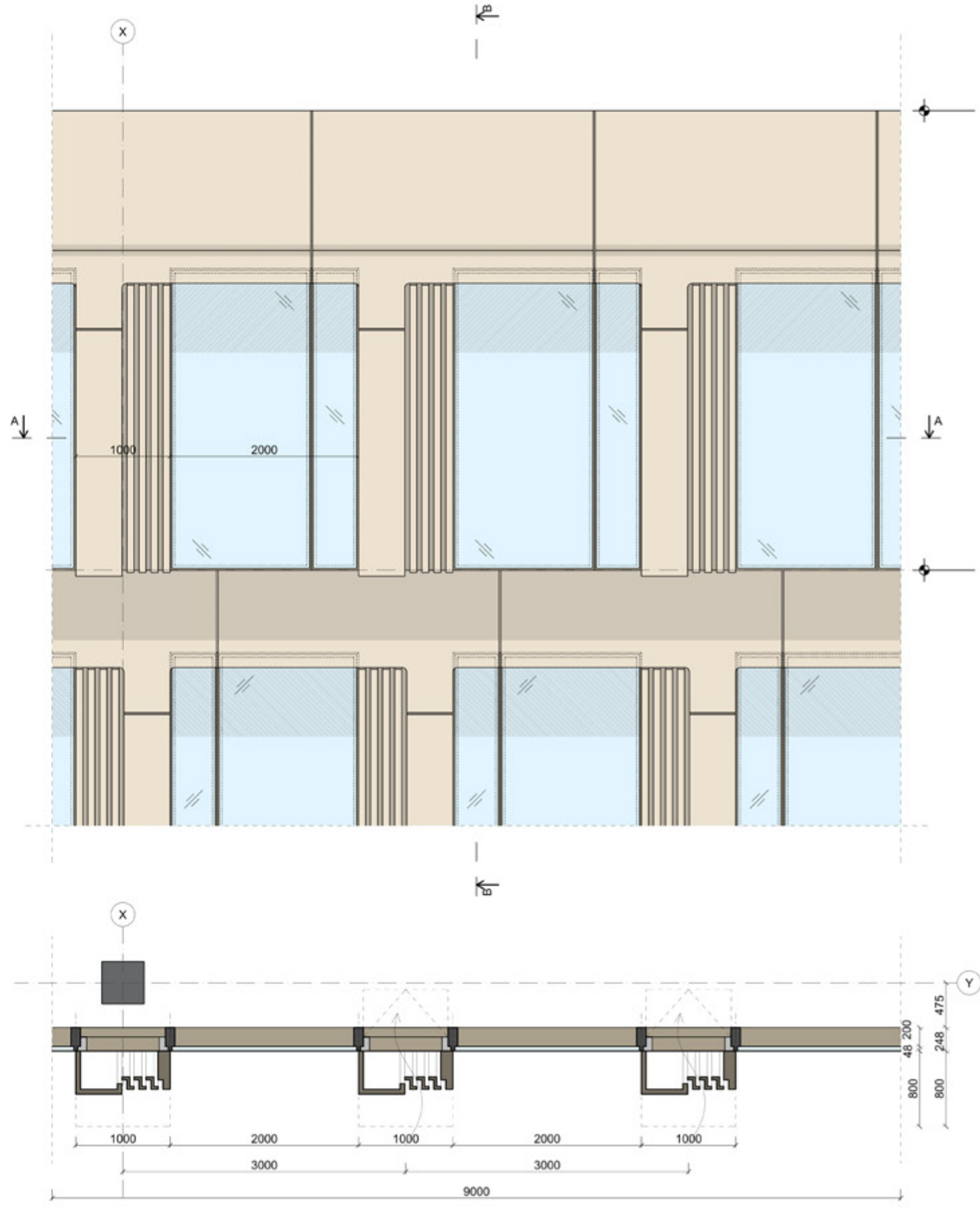


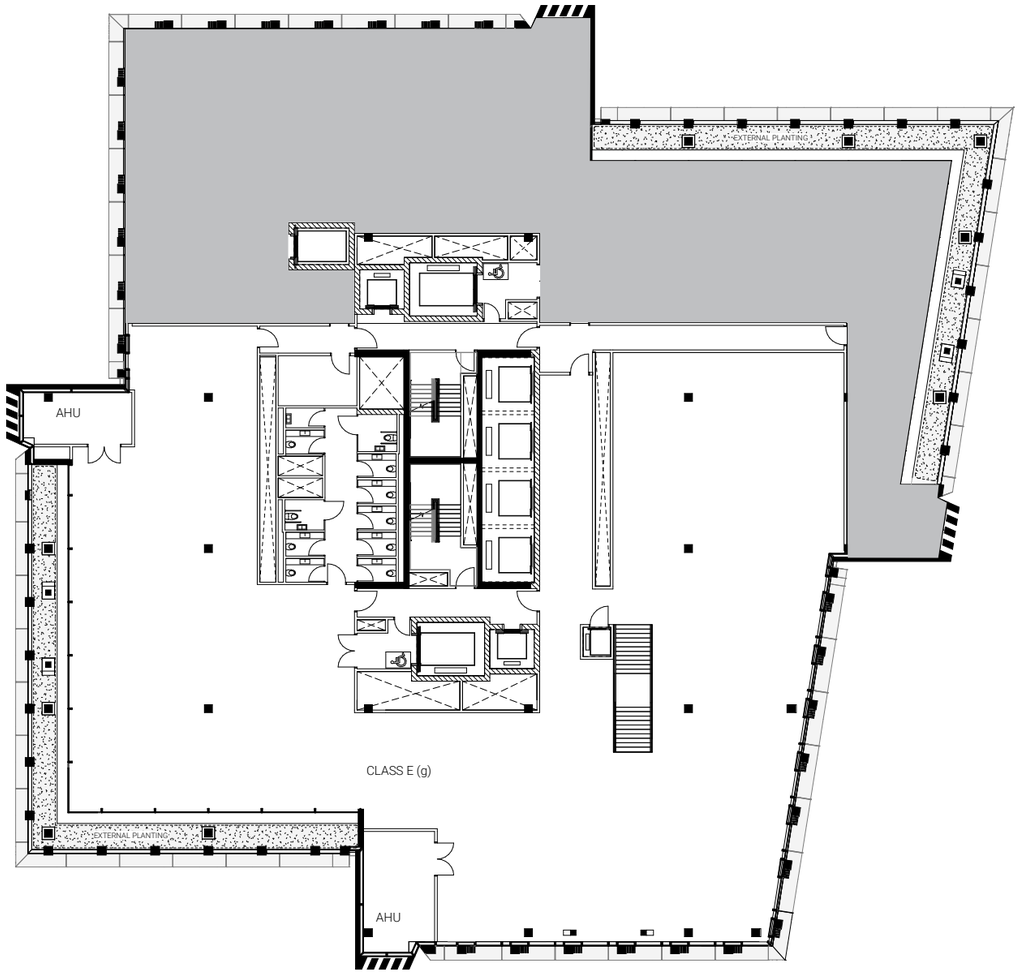


Diagram - Cutaway axonometric of tower crown

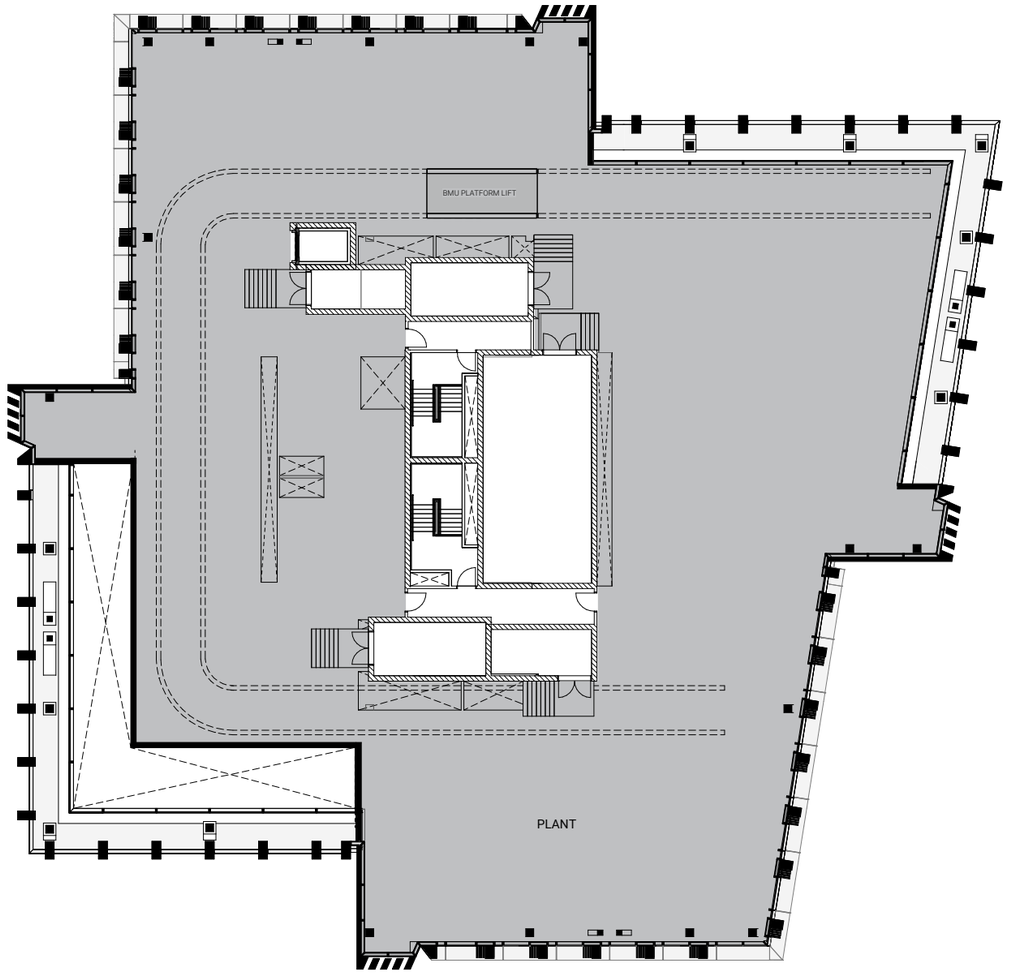




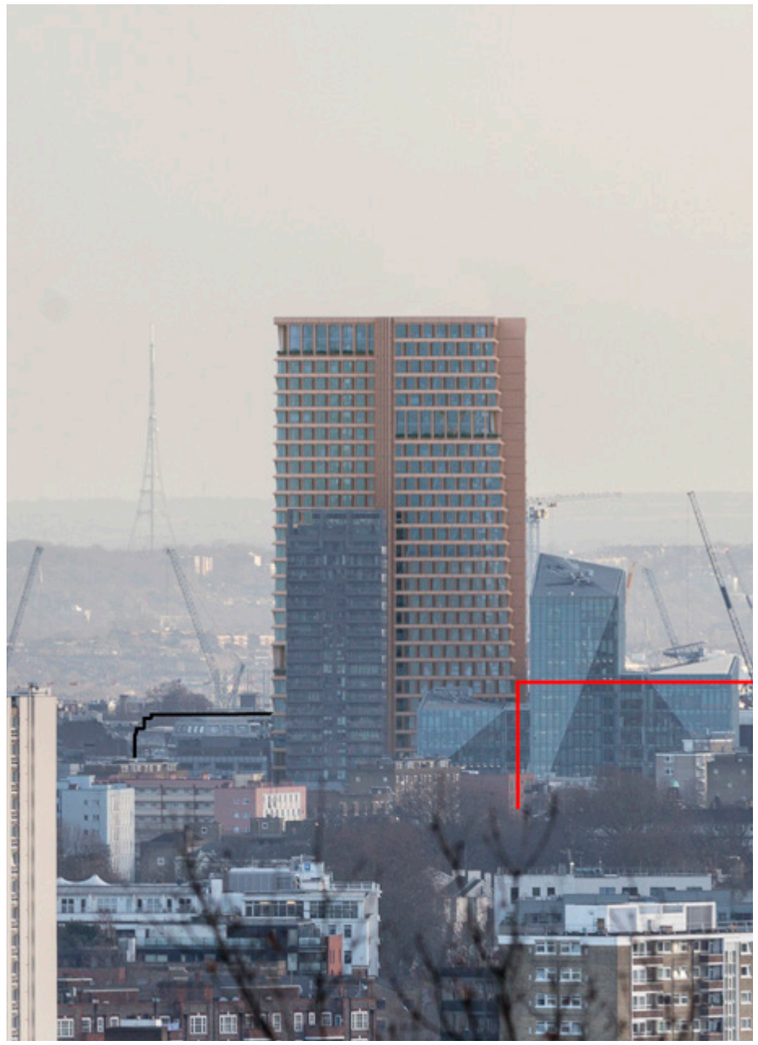
Drawings - Plan, section, and elevation of tower crown



Level 30 - Half Plant



Level 31 - Plant



Illustrative View - View from Parliament Hill

Clear Silhouette in Far Views

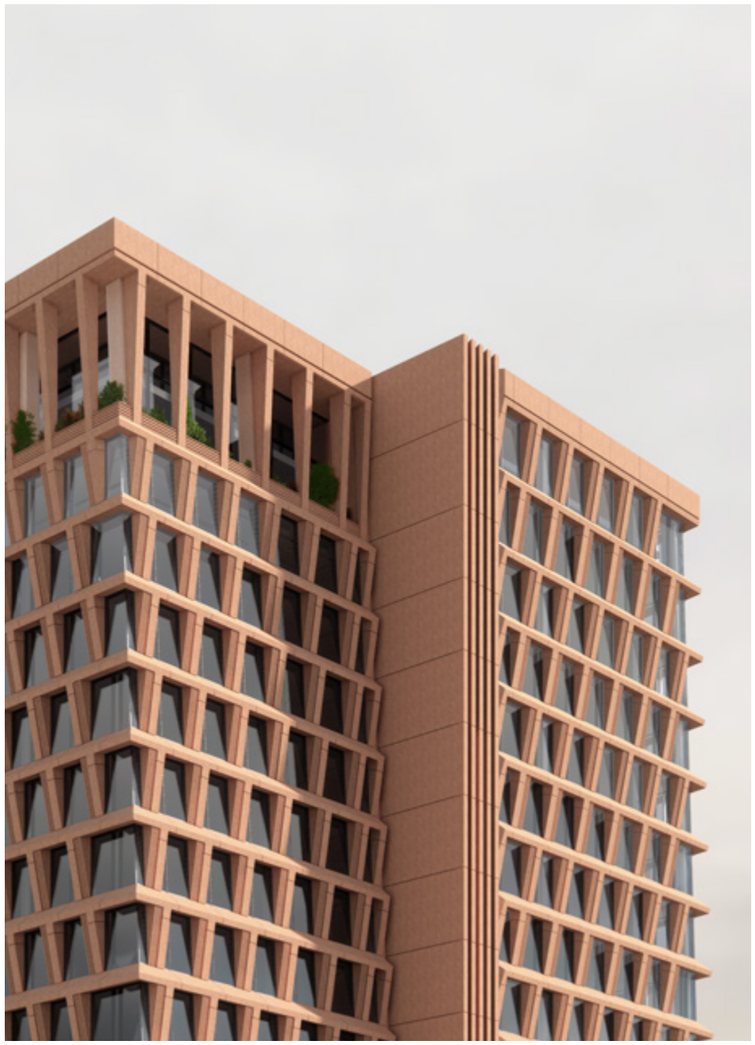
Viewed from a distance, one reads the facade in front of the plant space as identical to the tower facade below. The massing also has a clear silhouette with one clear horizontal datum defining the terminus of the tower.



Illustrative View - Tower massing

Robust & Deliberate Top

The prominent horizontal band of GRC that defines the top of each of the four towers reads as a deliberate and robust edge that clearly defines where the massing's apex.



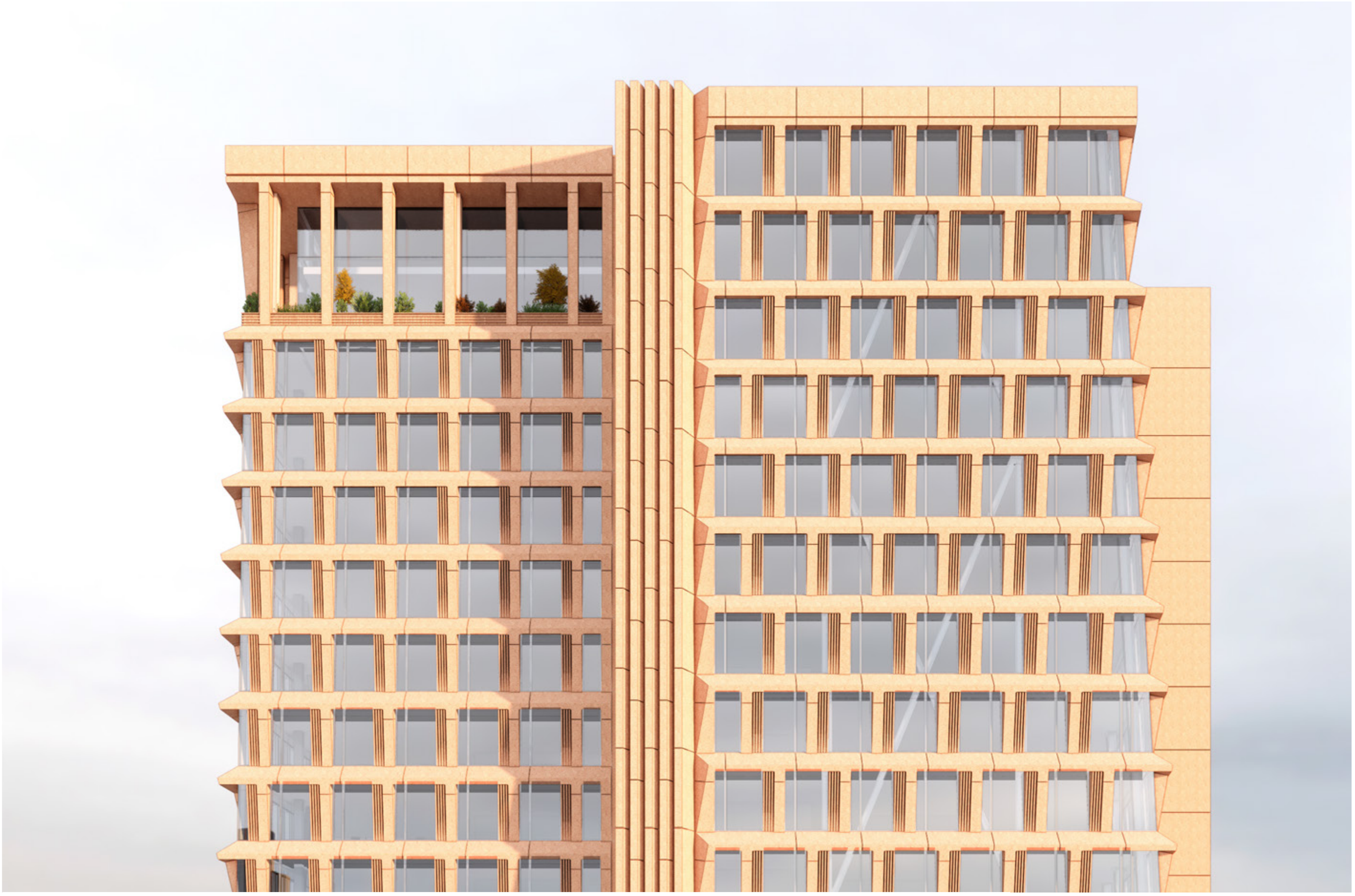
Illustrative View - Crown close up

Reinforce 4 Towers in Articulation & Materiality

The Breathing Spines, interrupting the continuous horizontal band and extending to the top of the tower, emphasize the hierarchy of articulation within the four quadrant concept and supports the reading of each of the four towers as distinct.



Verified View - View from FItzroy Square



Illustrative View - Tower crown and amenity planter

7.8 Elevations



Drawing - North Brock Street elevation



Drawing - South Euston Road elevation



Drawing - East Hampstead Road elevation



Drawing - West Regent's Place Plaza elevation

7.9 Materiality & Colour Palette

The choice of glass-fibre reinforced concrete (GRC) for the facade cladding contributes significantly to the desired sense of solidity and robustness. The proposed light terracotta tone also relates to many of the brick buildings in Camden in the immediate context, in terms of both colour and texture.

During the fabrication of GRC, there is considerable flexibility in determining the final appearance. This includes control over the colour, the addition of aggregates of varying sizes, and the texture of the surface finish, ranging from smooth to rough.

To maintain a cohesive visual language throughout the building, both the podium and the tower are clad in the same light terracotta-coloured GRC. However, subtle differences are introduced by varying the aggregate size and surface finish, subtly distinguishing the tower from the podium while preserving a strong and consistent aesthetic connection between the two.

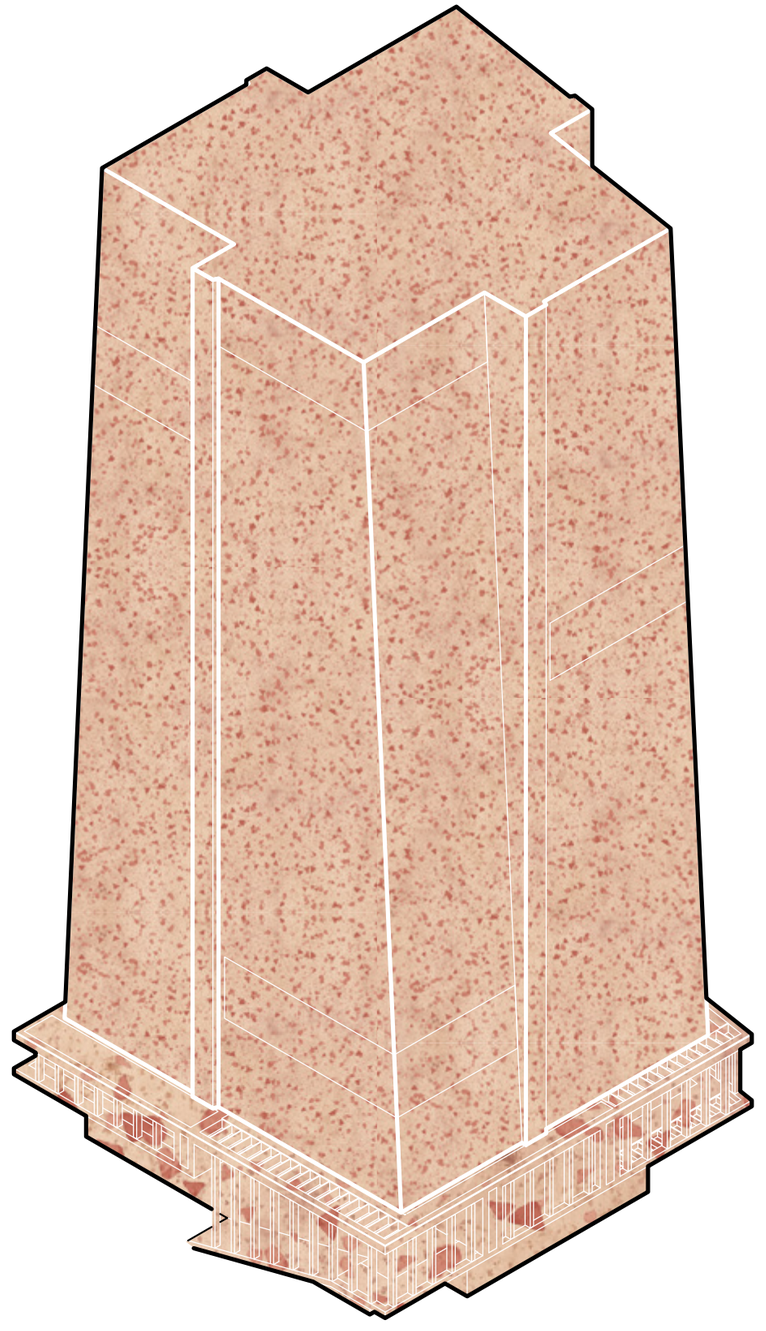
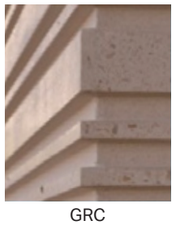
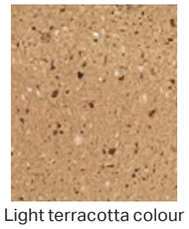


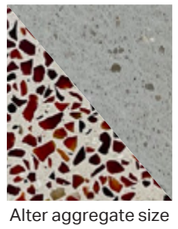
Diagram - Conceptual diagram exploring changing the aggregate size between the podium and tower facades



GRC



Light terracotta colour



Alter aggregate size



Illustrative View - Southwest entrance at ground level

The podium facade echoes the rhythmic vertical pattern of the tower facade, creating a cohesive visual connection. A deliberate choice of larger aggregate size adds a nuanced texture, creating a more tactile finish, legible by those in close proximity.



Illustrative View - Tower facade

The GRC chosen for the tower facade is consistently applied to all its elements, encompassing the sloped and vertical faces, typical facade, breathing spines, and double-height amenity facades. In contrast to the podium, the aggregate in the tower GRC is intentionally smaller, creating slimmer panels and reducing cladding thickness. This strategic choice is made with considerations for embodied carbon, facade installation, and structural efficiency in mind.

The light terracotta tone of the GRC facade represents a balance between the natural materials inherent to Camden's aesthetic and a lighter hue typical of tower structures. Drawing inspiration from the rich historic palette of Camden, especially from prominent routes like Drummond Street, Hampstead Road, and Tottenham Court Road, the design team have immersed the proposals in the borough's fabric. This includes a nuanced understanding of the colour tones exhibited by landmarks such as the UCL Cruciform Building, the British Library, and the St Pancras Hotel along Euston Road.

Cityscape's verified views (as illustrated on this page) reflect a cohesive approach to colour, seamlessly blending with and paying homage to the local built environment. In response to panel comments during the Design Review Panel (DRP) processes and through consultation with Historic England, the facade colour underwent desaturation while still maintaining a connection to the overall local tone. Throughout the co-design process, the design team actively engaged with local residents, incorporating their desire for more colour. The proposed light terracotta tone has received positive feedback, striking a balance between community preferences and the established design principles.









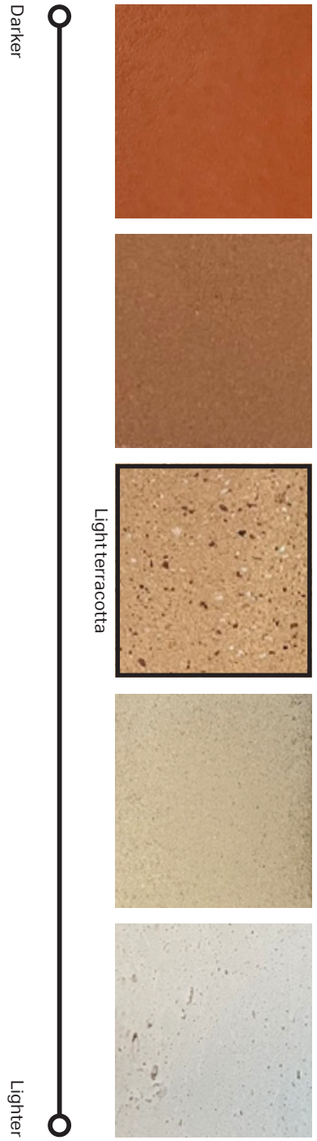
Verified Views - Materiality in existing context

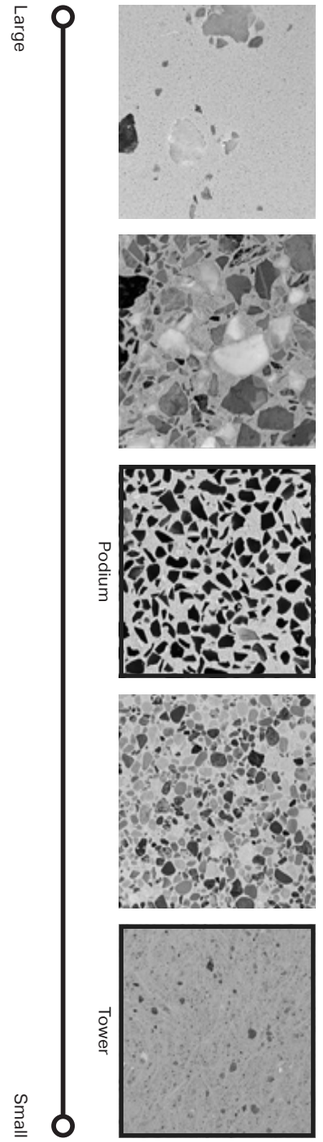


Photograph - GRC precedent - Tapestry Building, Niall McLaughlin



Photograph - GRC precedent - Wembley North East Lands, Haworth Tompkins





Materiality - Glass-fibre reinforced concrete (GRC)

Embracing a design ethos rooted in solidity and a ‘carved’ aesthetic, the choice of glass-fibre reinforced concrete (GRC) for the facade offers the potential for a sculptural and robust external surface. GRC undergoes rigorous testing through accelerated aging processes in laboratory conditions and real-life installations. The durability and aging process of GRC is comparable to a quality architectural pre-cast concrete, ensuring a lasting and resilient facade.

Colour - Light Terracotta

The light terracotta colour reflects a deliberate decision to maintain a singular and consistent aesthetic. Inspired by the prevalent tones found in the brick building fabric of Camden, this light terracotta hue aspires for harmony with the local context. The use of ‘coloured-through’ GRC means that the colour should not fade over time. This resilience extends to resistance against potential fading from sunlight exposure and vulnerability to alkali.

Aggregate - Varies across podium and tower

The aggregate size in the facade varies between the podium and tower introducing subtle shifts in perceived colour and texture at different distances. There is a desire to use materials that will age gracefully and take on a patina that will increase its aesthetic qualities over time.

Responsive to Changing Light Conditions

The colour of the GRC, described as light terracotta, is influenced by environmental conditions, including lighting, the time of year, and the presence of particulates in the air.

This shade of light terracotta has the ability to read as various colours, adapting to the contextual nuances of its surroundings.

The changing nature of how the GRC is perceived ensures a dynamic visual presence, creating an engaging and responsive facade that interacts with the environment in different ways throughout the year.



Illustrative View - Early morning June



Illustrative View - Late morning September



Illustrative View - Late Afternoon September



Illustrative View - Sunset December

7.10 Adaptability

The principle of designing for adaptability has been applied to multiple layers of the Proposed Development and is a key driver to ensure that the building is fit for purpose or can otherwise be updated to be and thereby prevent premature obsolescence. Focus has been given to the following areas where adaptability is key to ensuring the long-life use of the proposed development.

Superstructure

- Regular structural grid and open floorplates to accommodate short term flexibility in the layout such as changing tenant workplace fitouts.
- A soft core that is not part of the global stability system. This supports alterations, such as new vertical connections for risers.
- A structural steel frame design with bolted connections is being explored to enable local changes in connectivity such as double/height spaces, new external terraces or changes in future building use.

Facade / Skin

- The facade is designed with operable vents to enable natural ventilation.
- The modular design of the facade and ability for being decoupled from the structure, enables future spatial adaptations to the perimeter of the tower.

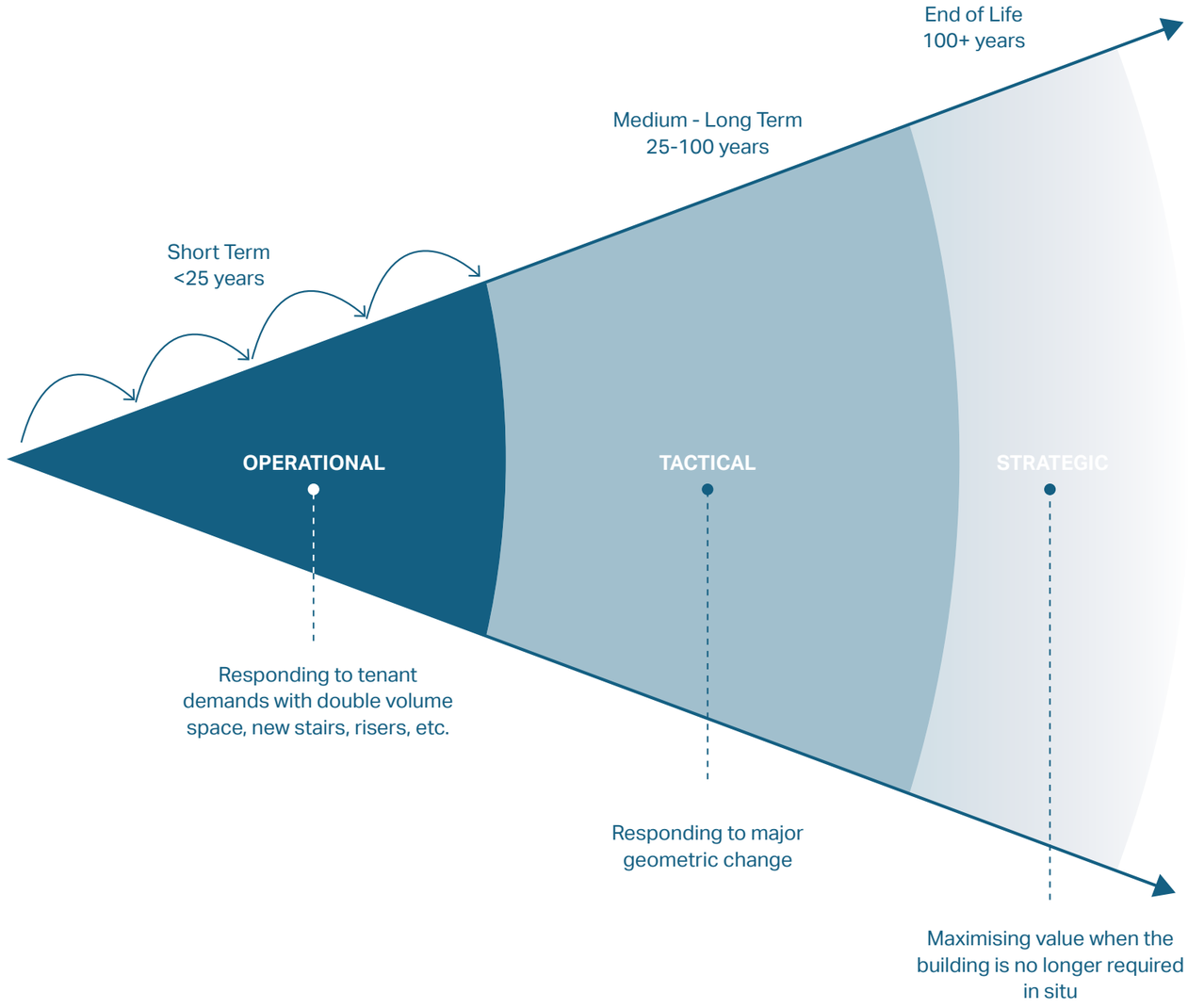
Services

- On-floor air handling units that enable tenants to locally turn down and shut-off unoccupied floors.
- An all-air system with minimal ductwork and high-level servicing enables changeable layouts without ductwork configuration.

Floorplates

- Approx.30% of floors are designed as lab-enabled.
- Core and floor layouts, in addition to the all-air MEP system, allows for various future tenant scenarios and fit-outs.
- Raised Access Floor systems are proposed which create a ‘plug and play’ approach to furniture and fittings. Exposed ceilings allow for flexibility in lighting fixtures.

Please refer to the Euston Tower Circular Economy Statement for further information and details.



OPERATIONAL
Short Term (< 25 Years)

Tenant Demise

The proposed Euston Tower workplace floorplates, provide the opportunity for split tenancy arrangements across single levels if required. Up to 3no. individual tenancies per level are possible.

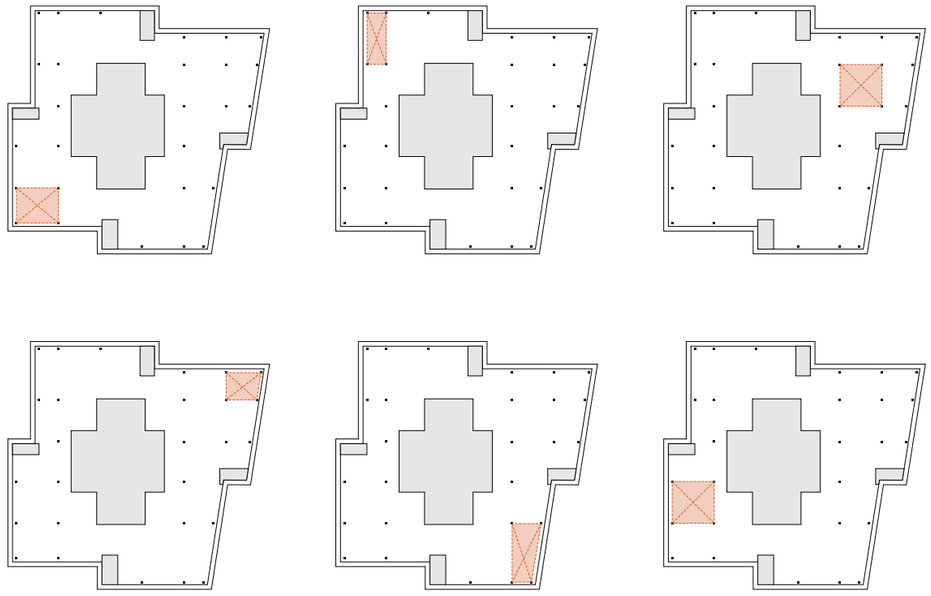
Below are indicative tenancy splits for a typical floorplate.



Double-Height Connections

Soft spots are provided to most floors to facilitate future vertical circulation solutions between levels.

The below, indicative diagrams demonstrate potential opportunities to carry relevant office loads and still allow for smaller penetrations if required. However, the opportunities are not limited to the indicative diagrams presented below and will be developed further as part of the technical design co-ordination.

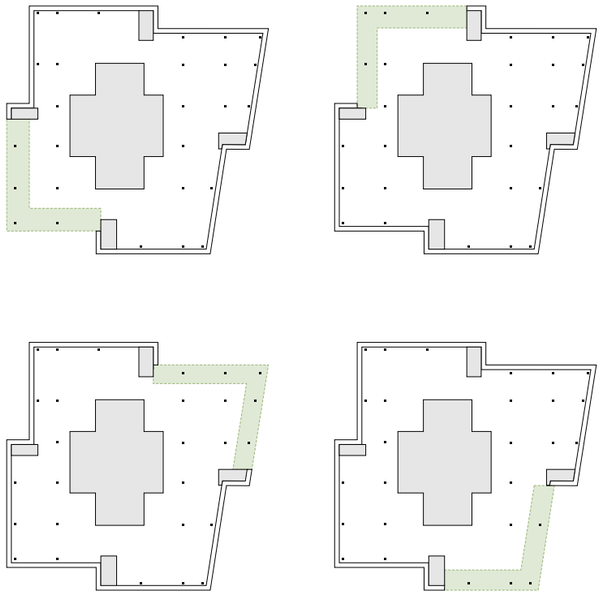


TACTICAL
25-100 Years

External Terraces

Further opportunities to enhance Euston Tower by providing more external spaces can be provided. As part of the basebuild, 1no. accessible external terrace is provided at Level 19 and 4no. additional external planted edges are provided vertically across the tower. This existing expression within the facade, together with the modular facade, offers the chance to install more accessible external terraces should it be required.

Below are indicative possibilities for integration of the external terraces.

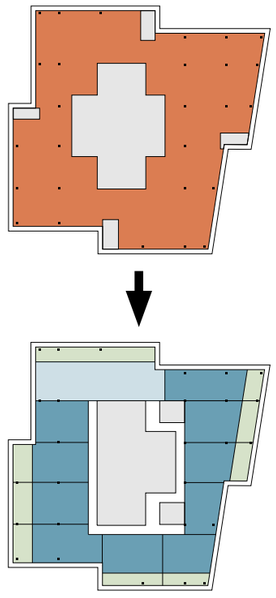


Core / MEP
Potential External Terrace

Change of Use

As part of initial feasibility studies, the potential of accommodating other uses was explored. The spatial configuration of the floorplates allows for the possibility of catering for a change in use such as residential if required. Additionally, if further external terraces are required for those units, this can also be provided.

The diagrams below demonstrate a potential configuration if required. Extensive further technical development would be required in the event of this change.

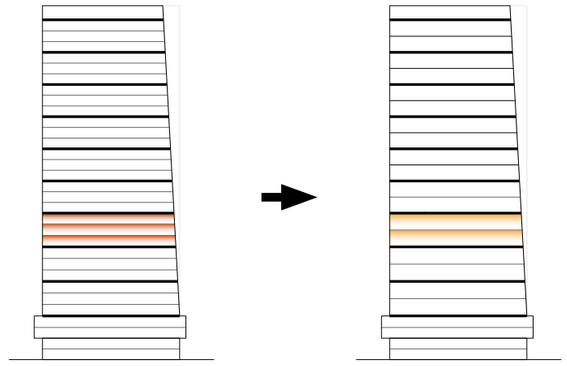


Core / MEP
Workplace
Residential Unit
Co-working Space
External Terrace

Adjusted Floor-to-Floor Heights

The structural strategy allows for the removal and relocation of intermediate slabs, creating larger floor-to-floor heights, should it be required.

Currently, a floor-to-floor height of 3.8m is provided as part of the basebuild, however if the intermediate slabs between the megaslabs are reallocated, a floor-to-floor height of 5.7m is achievable. This flexibility is ideal for future changes of spatial use and reconfiguration if required.



3.8m Floor-to-Floor Ceiling Height
5.7m Floor-to-Floor Ceiling Height

STRATEGIC
End of Life (100+ Years)

Building Element Recovery & Re-use

The principle of Designing for Disassembly has been considered for the superstructure, façade and building services. These will be further investigated through detailing of the building elements in the following project stages.

Superstructure
A steel structural frame is proposed to enable better future adaptations and disassembly. All frame elements will be designed with bolted connections to allow for separation of the elements at the end of life and provide high value re-use.

All connection details will have to be further developed along with consistent embodied carbon emissions studies and reduction scenarios.

Facade / Skin
The unitised facade is designed to be manufactured using component-based construction and combined using mechanical fasteners. The facade system is connected to the primary structure by a bolted connection to a cast-in channel meaning the facade can be decoupled without impacting the primary structure.

Services
The slab soffits are designed to enable exposed services to ease access for removal and replacements. On-floor ventilation enable ease of replacement and disassembly without impacting the remainder of the development.

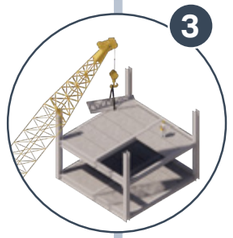
Please refer to the Euston Tower Circular Economy Statement for further information and details.



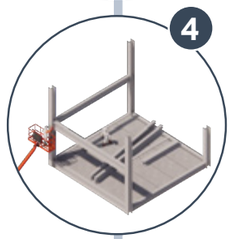
- Facade Removed



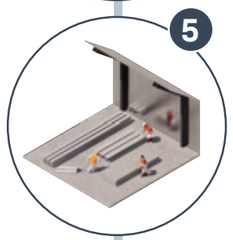
- Secure area
- Prop from below
- Pry planks apart and remove loose grout between planks



- Planks lifted from existing position using crane and store for reuse



- Unbolt and remove steel framing elements and store for reuse



- Make good precast and steel elements (remove old grout, adjust geometry where required, reapply protective coatings)

8.0
PODIUM

Illustrative View - Neighbourhood Innovation Lab access from Hampstead Road - teal overlay

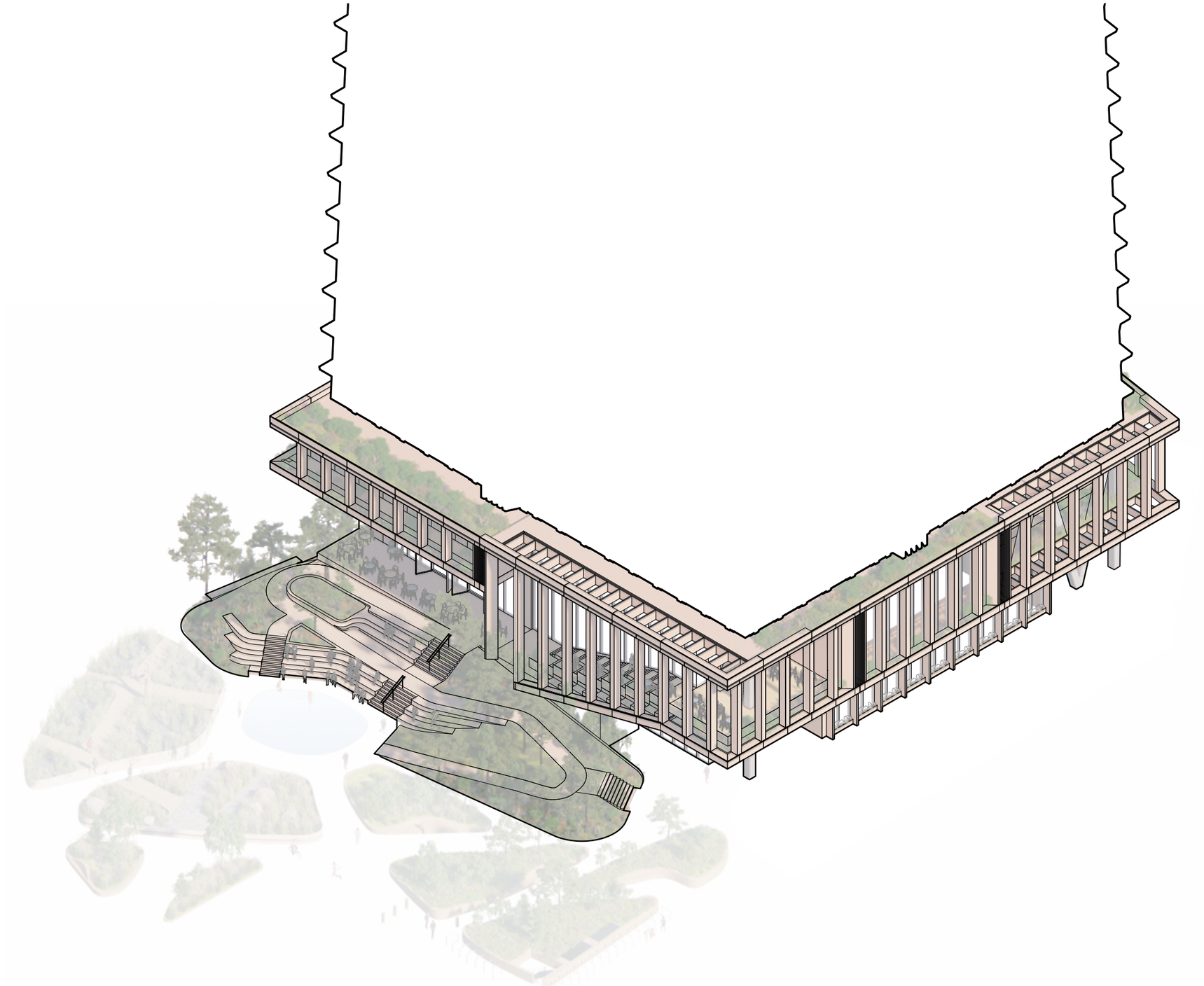


Diagram - Podium overview

8.0 Podium

This section of the report explores the guiding principles shaping podium massing, including the approach and access strategy, tenant and public programs, facade design principles, overailing strategies, the lab-enabled accelerator space, and approachs to planted terraces.

The chapter explores how the proposed podium establishes a connection between the tower and the public realm, creating a public through-link between Hampstead Road to Regent's Place Plaza. It introduces inviting spaces that offer glimpses into what is being developed in the tower's upper levels.

The overarching objectives for the podium are centred around the creation of publicly accessible spaces that connect, create and provide opportunities for the local residents and communities. The podium has been designed to create improved microclimate conditions for pedestrians in the public realm through multiple methods including integrating wind mitigation into the podium's architectural expression.

The design of the podium, particularly the publicly accessible elements, has been designed with extensive input from the local community through the co-design workshops and pre-application process consultation with the LB Camden to ensure the Proposed Development addresses the needs and aspirations of visitors, building users and the wider community.

8.1 Podium Massing Principles

The podium's massing development has involved a thorough collaboration with the London Borough of Camden, incorporating community input from workshops and consultations with the Client and Design Teams. The outcome is a podium uniquely sculpted to foster connections, create opportunities, and cater to the needs of local residents and businesses.

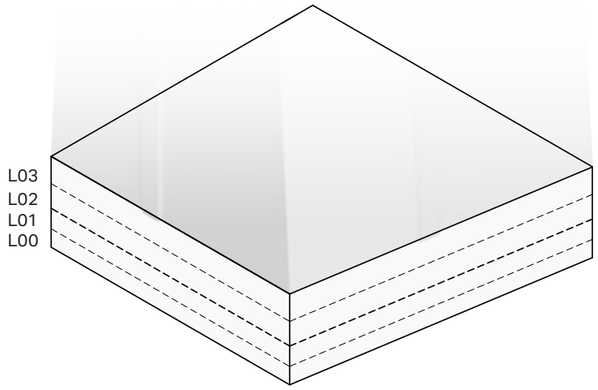
This process has resulted in six key design principles, explained more fully on the opposite pages, but summarised here:

- The podium's spatial arrangement was established at the outset of the project, but the programme and layout was left flexible to respond to the community engagement process.
- The podium is fundamental in responding to and mitigating the site's microclimate, focussed on creating a usable and safe environment all year round.
- The podium is comprised of a series of layers, each able to accommodate different functions and spatial arrangements.
- Entrances are clearly expressed in the architecture of the podium as part of the access, approach and wayfinding strategy.
- Canopies, projecting from the podium, are used to highlight public entrances as well as to improve the local microclimate.
- The podium is seamlessly integrated with the proposed landscaping design, including corner terraces as well as reinforcing the new Regent's Place Plaza with improved activity, retail offers and public realm.

An overview of the development of that massing is illustrated on the opposite page.

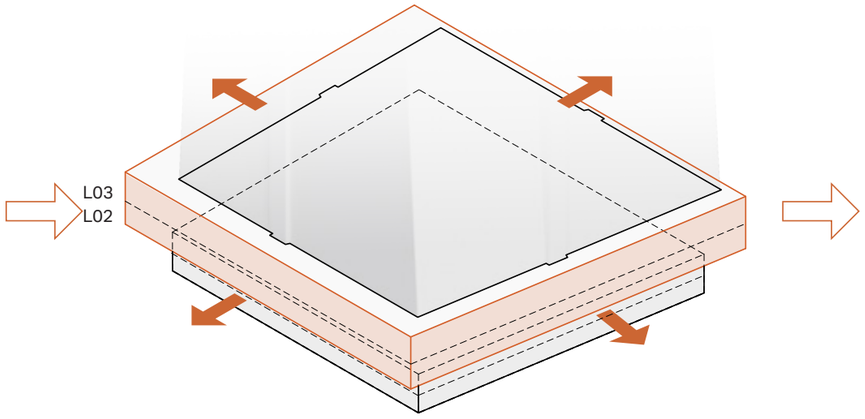


Verified View - View from south-east intersection of Hampstead Road and Euston Road



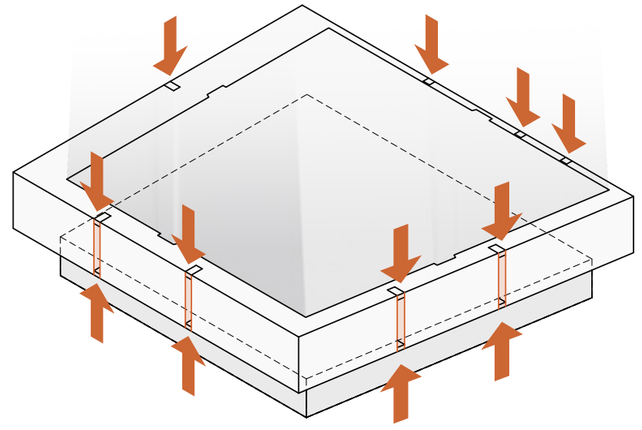
01 Podium Volume

The podium consists of the initial four levels of the Proposed Development, spanning from ground level to level 04, which simply extrudes the tower footprint into a single flexible volume.



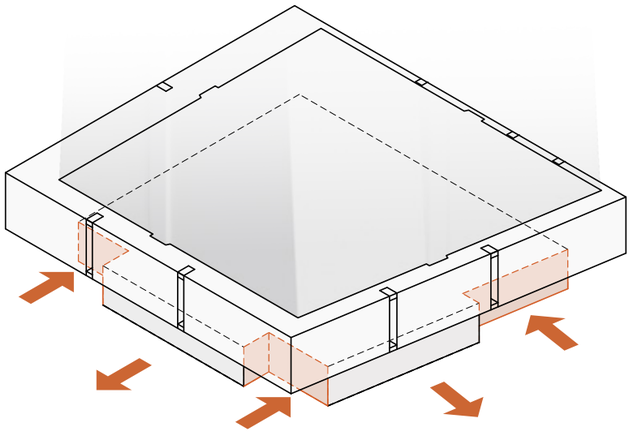
02 Shelter

Projecting Levels 02 & 03 outward improves the local microclimate, disrupting downdrafts and protecting pedestrians from wind and weather.



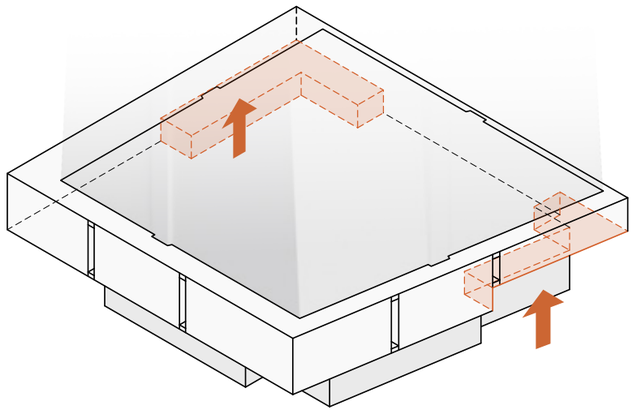
03 Division of Mass

The podium volume is now split into smaller elements, strategically breaking down the mass into distinct units that can support varied uses whilst still being read as a curated collection of neighbourhoods, each imbued with its own character and purpose.



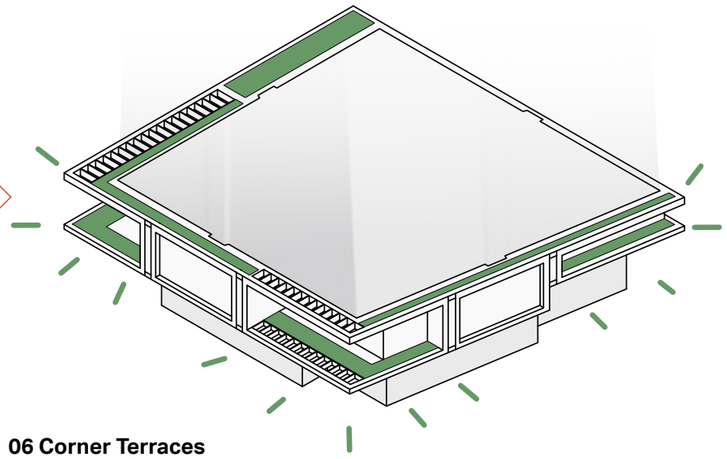
04 Entrance Pockets

The primary entrances are clearly defined by shaping the first two levels—pulling and pushing to create sheltered pockets in front of each entrance. This not only highlights the entrances but also provides larger sheltered canopies over entrances catering to both office users and members of the public.



05 Highlighted Public Use Entrance

The height above the public entrance pockets is increased in the northeast and the public stair from the Regent's Place Plaza, highlighting the significance of the public entrances and increasing the visibility of public uses and activities from street level.



06 Corner Terraces

Outdoor terraces are located on the four corners of the podium at Levels 02 & 03, providing an extra layer of quality and diversity to the podium whilst also increasing urban greening and biodiversity in support of the landscaping proposals for Regent's Place Plaza.

8.2 Approach & Access

The entrances to both the podium and tower are designed and located to ensure simple and legible access for both office users and members of the public. Recessed entrances at ground floor and level 01 create obvious signage and wayfinding points, with large canopies giving protection against weather and wind conditions.

The north-east recess marks the primary entrance to the Proposed Development's public spaces and is highlighted by an increased height over these elements. This not only adds prominence to the public entrance, creating an impressive architectural moment, but also offers increased visibility into the public spaces for passing pedestrians. The purpose is to provide interest and engagement for pedestrians and local community members at this point, the triple-height space forming an architectural gesture inviting people in.

On the south-west corner, the primary lobby entrance provides clear access to the reception and lift lobbies that access the tower workspaces. On the south-east corner is the secondary lobby entrance which can be adapted to lead into a cafe space providing a place to meet formally or informally. The lobby is considered publicly accessible and the vision for a food and beverage (F&B) provision within this space should help reinforce this as a space for members of the public to feel welcome.

The entrance from Regent's Place Plaza is situated on the west side at level 01, accessible via the terraced landscape and accessible sloped path. Architecturally this entrance is defined by a lifted podium canopy at the north-west over the cafe, creating a double-height open terrace.

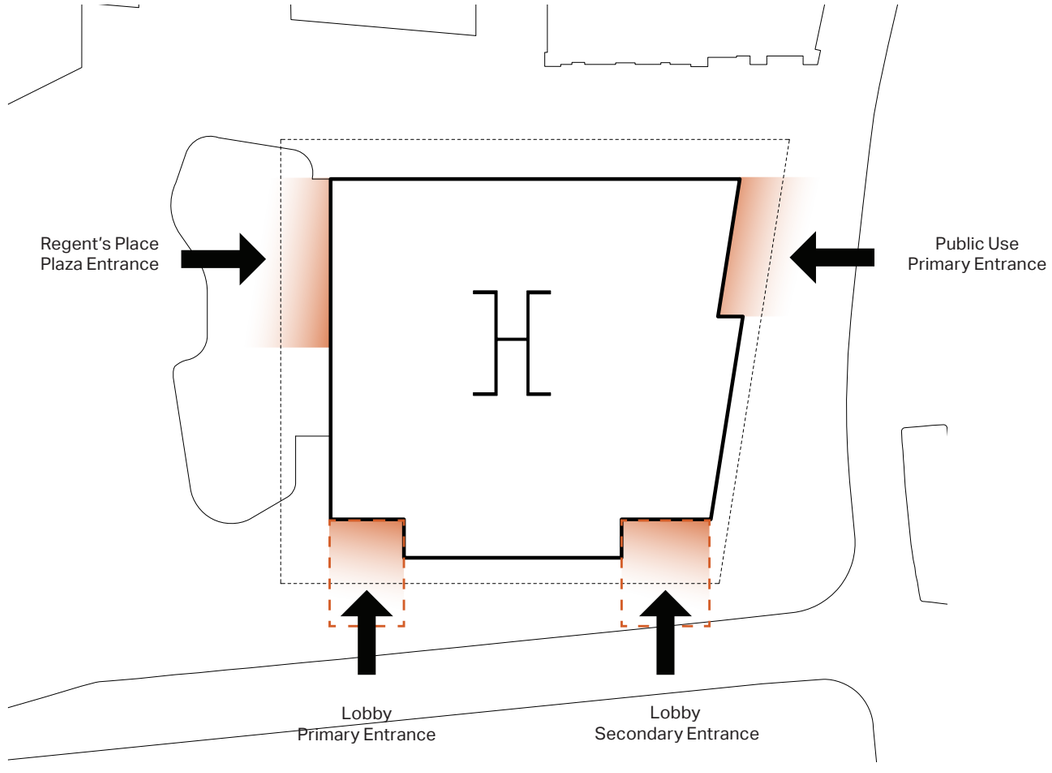


Diagram - Access through recessed entrances

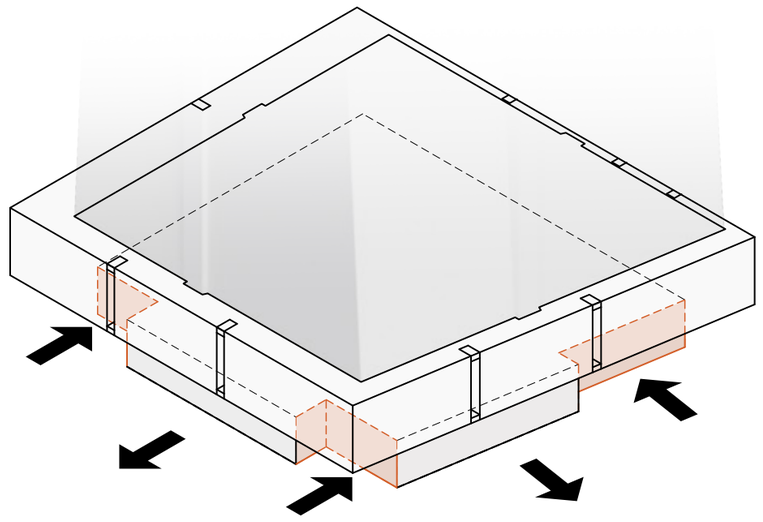
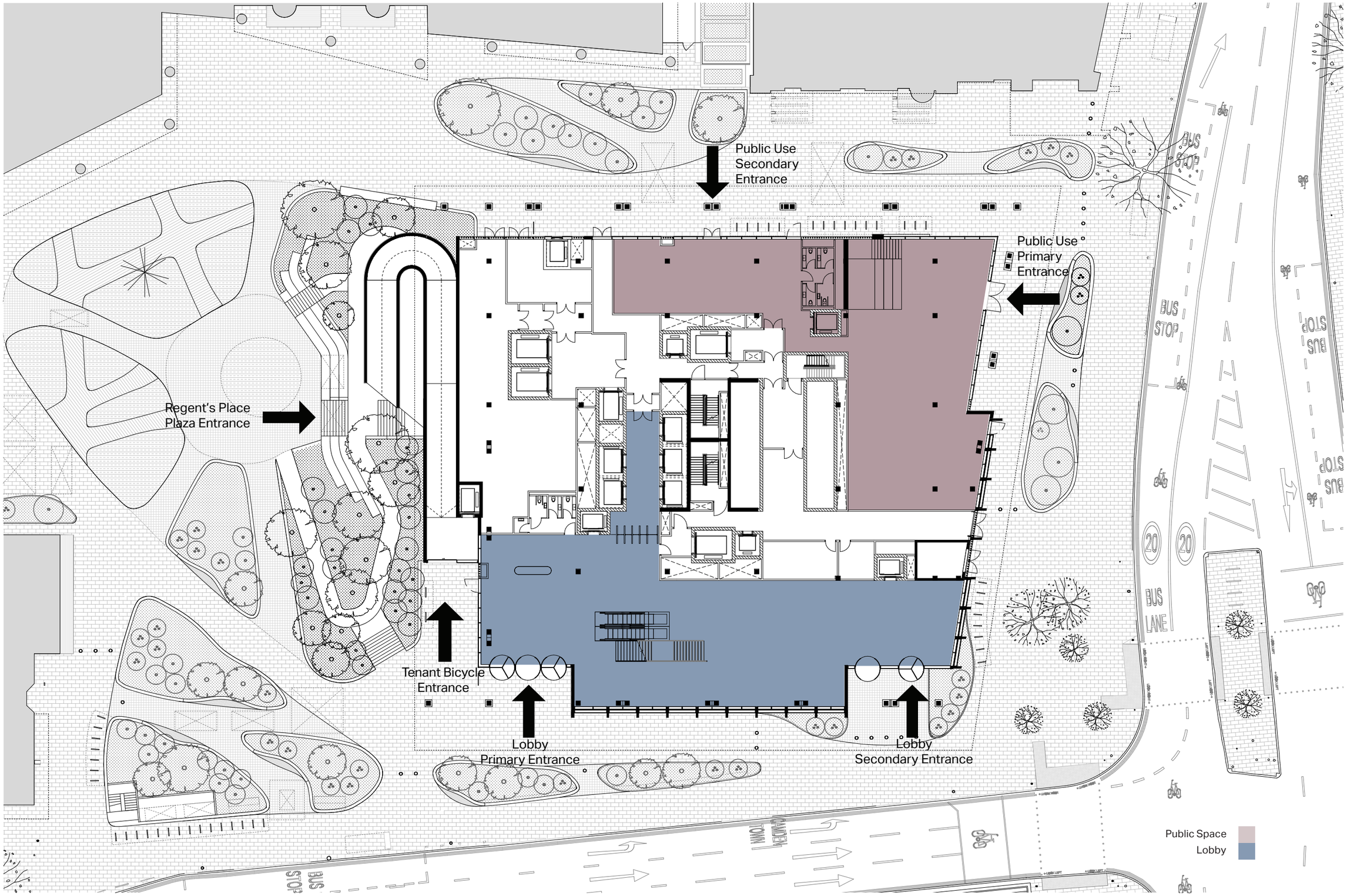


Diagram - Recessed entrances at three prominent corners of the podium



Drawing - Ground floor plan showing split between tower lobby spaces and public spaces and associated entrances

8.3 Tower Lobby

The tower lobbies of the podium extend from ground level to levels 01 and 02. This element of the podium functions as the gateway to the lift lobbies serving the tower levels, which comprise the office and lab-enabled workplaces. These lobbies also accommodate areas for reception, wayfinding, and retail spaces.

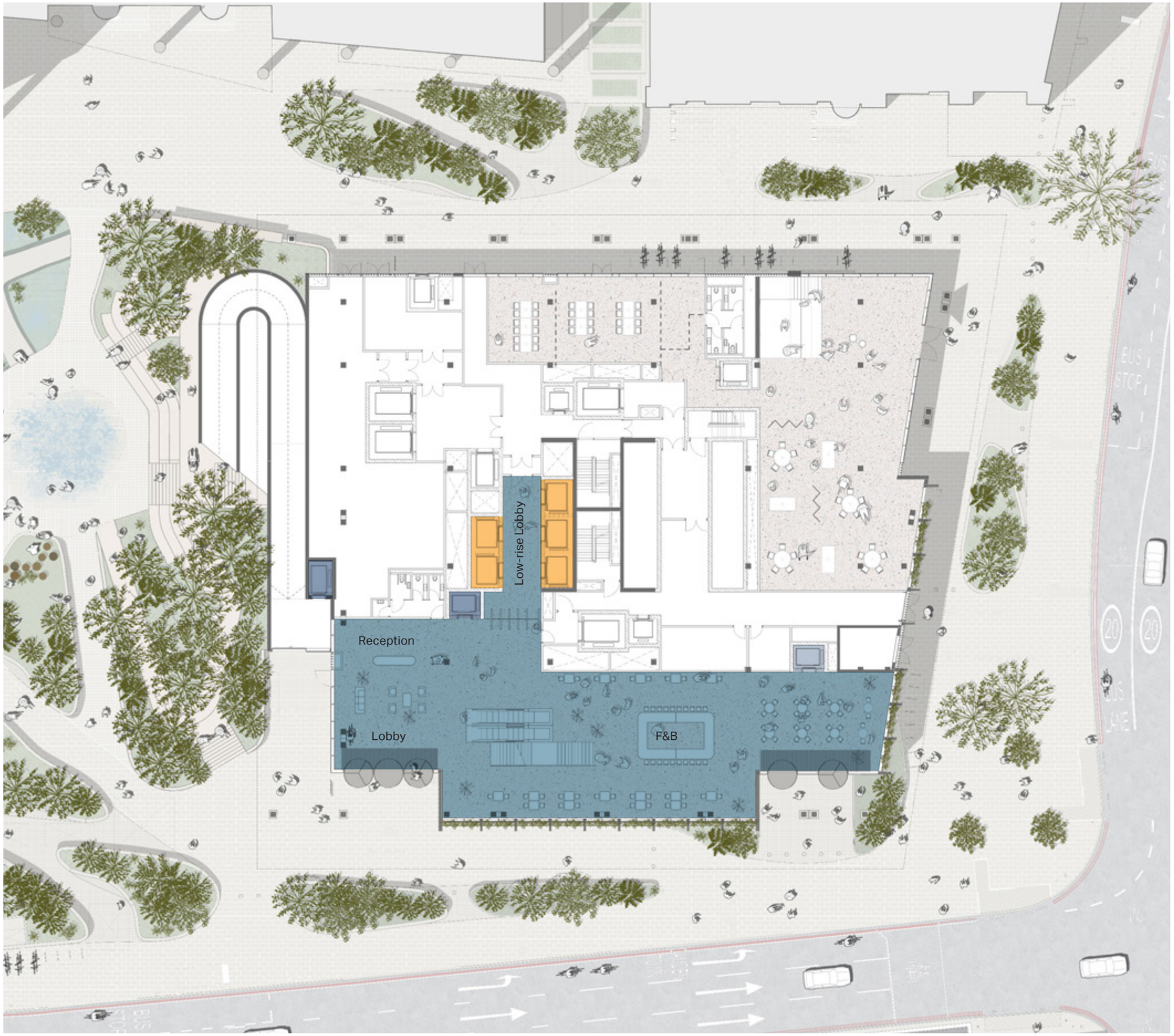
The tower's vertical transportation (VT) strategy has been developed with due consideration to parameters such as the number of levels served, total occupancy ratio and use distribution. This has resulted in two VT strategies working in tandem, with single-deck lifts serving the lab-enabled levels and double-deck lifts serving the mid-rise and high-rise office levels.

This approach, requiring two types of lifts, demands an entrance lobby split over two levels. To that end, the single-deck lifts serving the lab-enabled levels are accessed through the ground floor lobby. These single-deck lifts stop on each floor of the lab-enabled levels.

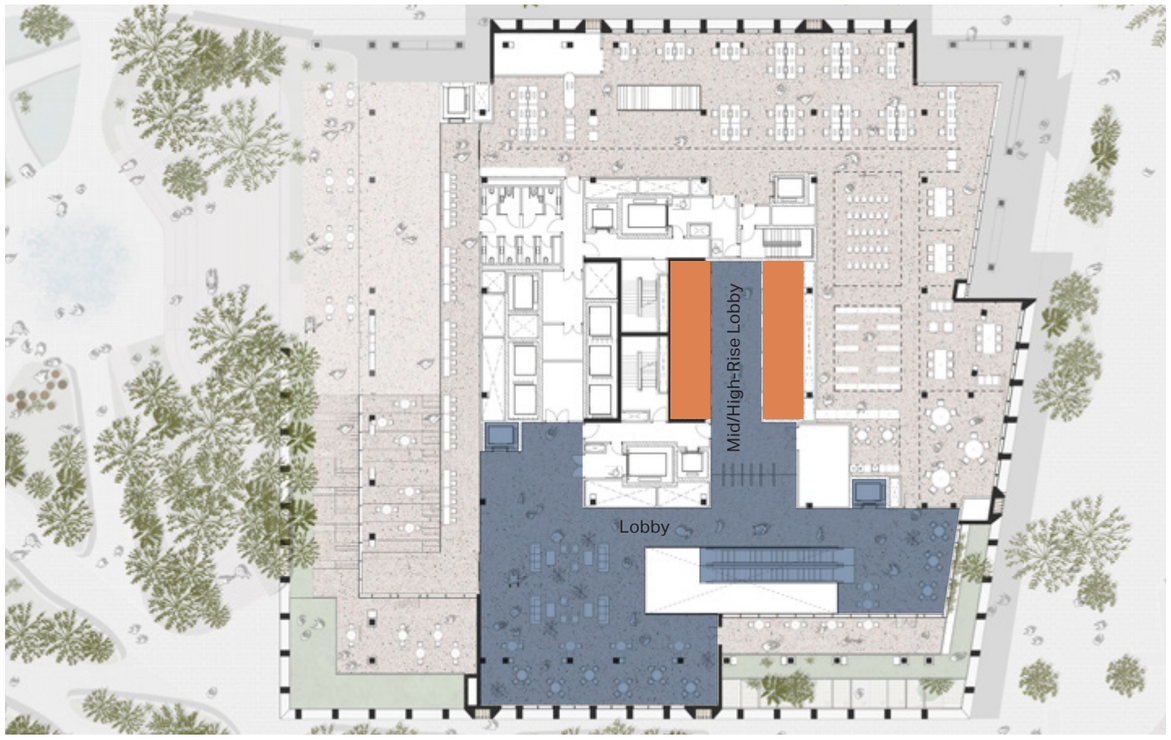
For office levels served by double-deck lifts, access is provided through lobbies at levels 01 and 02. The double deck lifts are divided into stops either on odd or even levels. Upon entry, building users are guided to the relevant lobby depending on the destination level.

The ground level lobby includes space for a cafe / F&B offer which will serve and activate the space. The lobby design seeks to provide a versatile environment for both formal and informal gatherings, providing opportunities for individuals or groups to collaborate or relax.

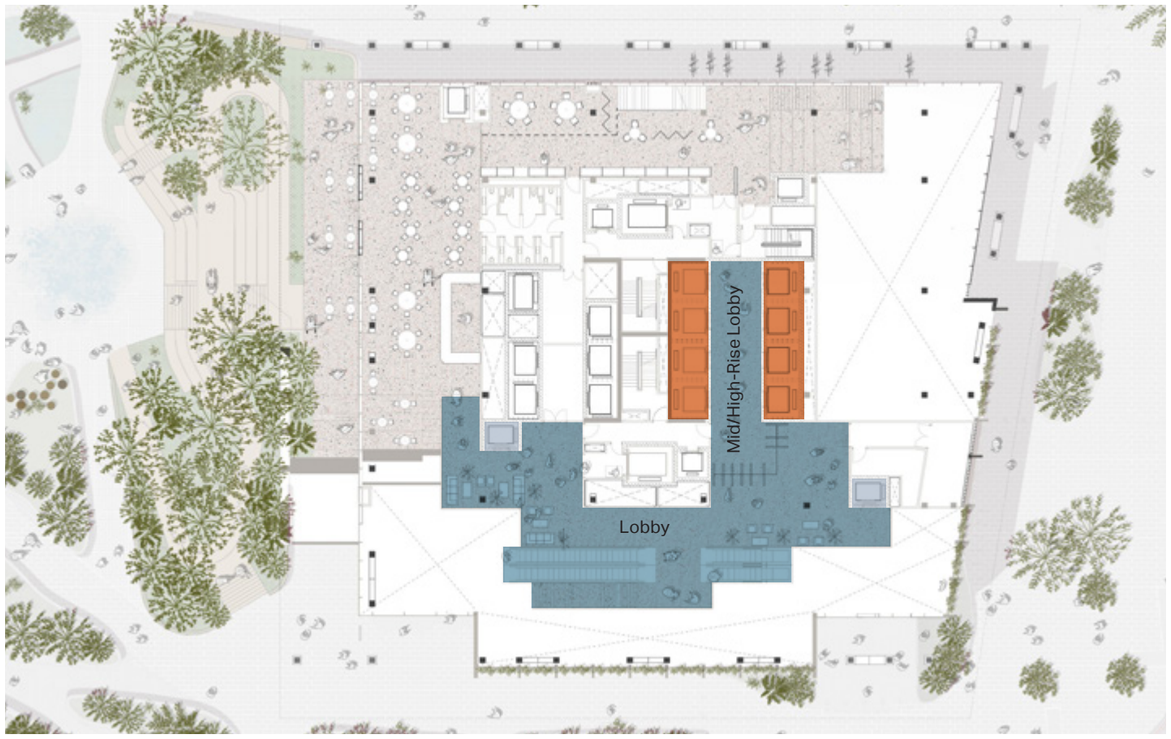
The ground level lobby space is designed to be accessible, inclusive and welcoming to both the public and users of the building.



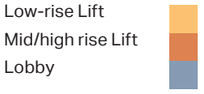
Drawing - Level 00 illustrative floor plan



Drawing - Level 02 illustrative floor plan



Drawing - Level 01 illustrative floor plan



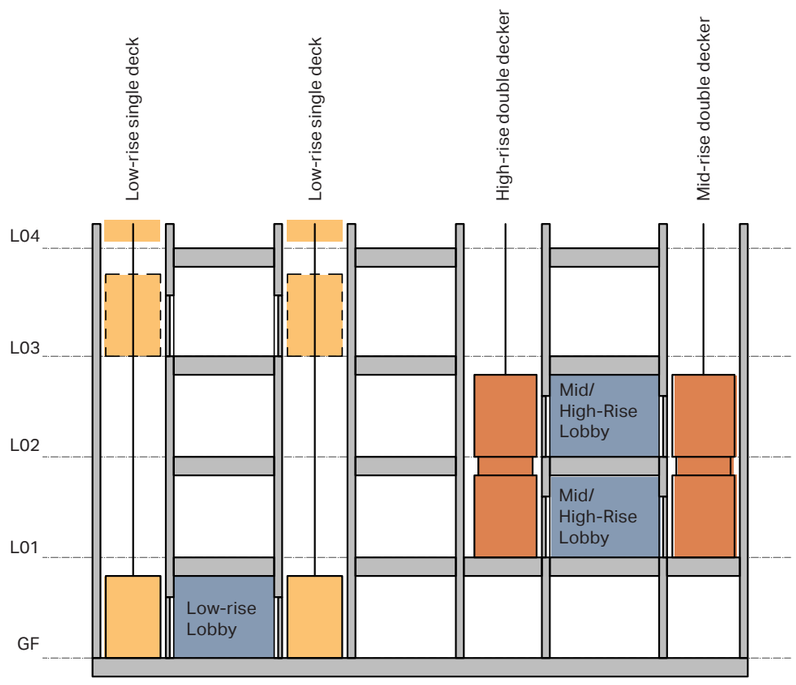


Diagram - Multi level lobby condition spans three podium levels



Illustrative View - South-west entrance provides access to tower lobby



Illustrative View - Tower lobby interior from ground level

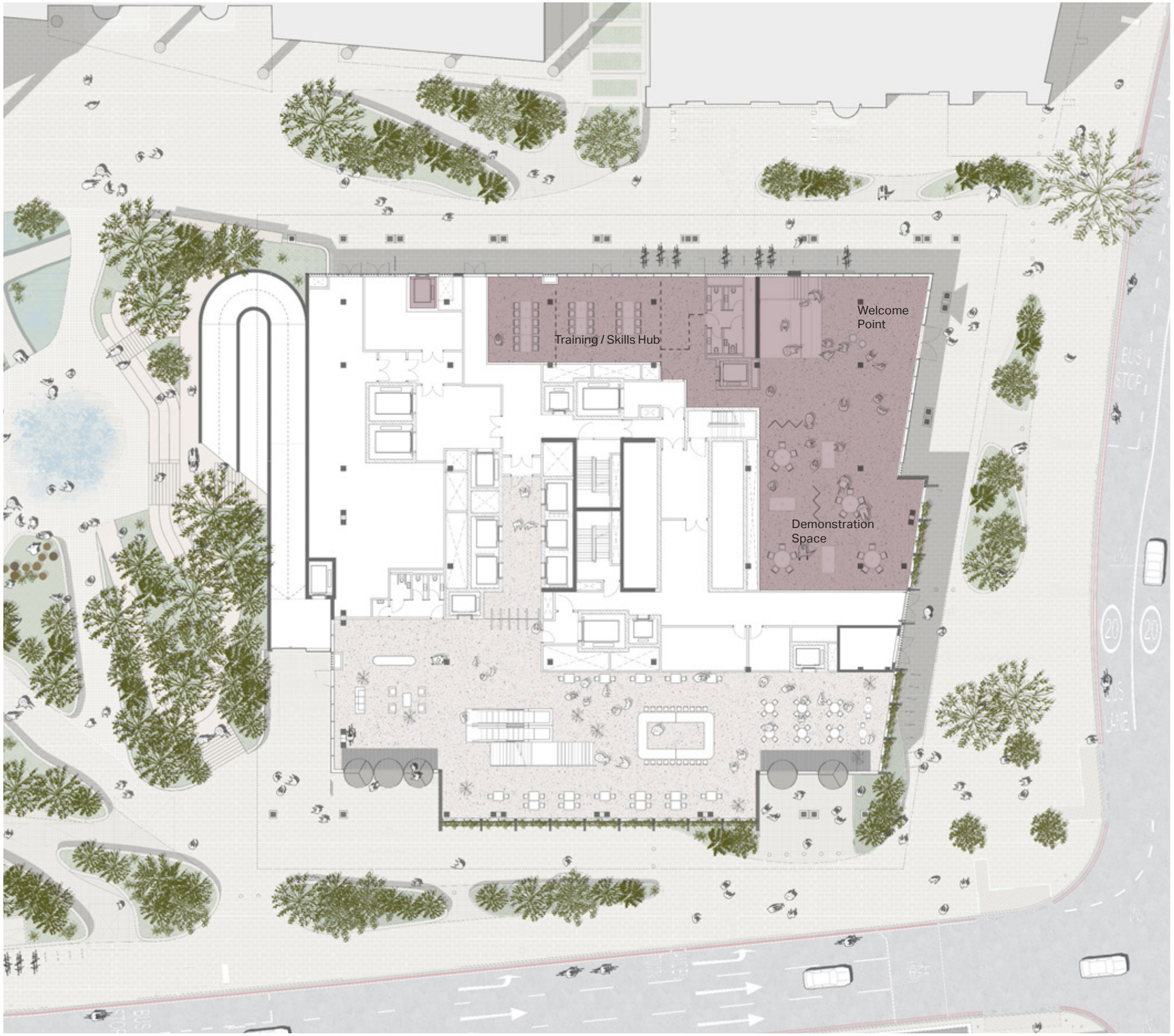
8.4 Public Spaces in Podium

A significant portion of the podium is dedicated to public spaces, establishing a legible and active connection from the primary public entrance at the north-east corner, extending across the entirety of the podium's northern elevation to Regent's Place Plaza. This continuous journey is supported by an array of diverse public uses which are illustrated on the following pages and summarised below:

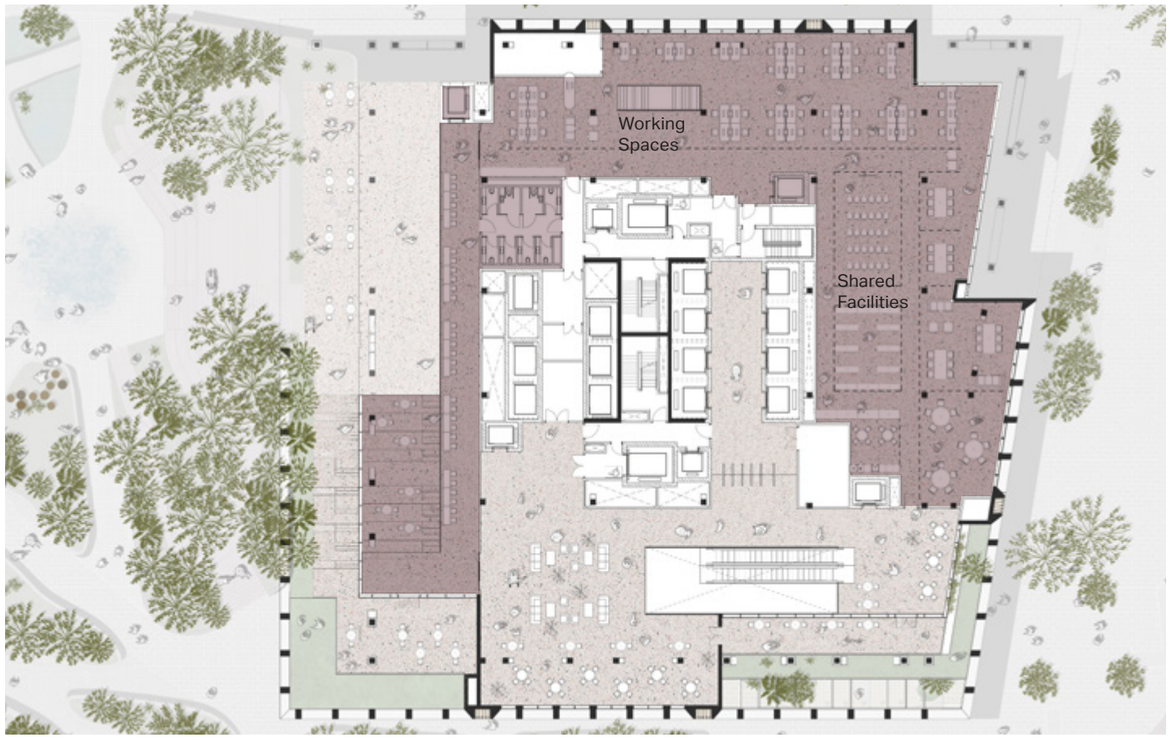
Ground Level: Interact
The ground floor faces onto Hampstead Road with significant street frontage and a generous triple-height entrance. The designs have been formed around an invitation to interact: a welcoming, active space, rich with opportunities. The ground floor is a platform for ideas and initiatives, a resource for projects and a conduit to connect what happens in the building to the many diverse local communities.

Level 01: Exchange
The first floor bridges the entrance from Hampstead Road to the new, grenener civic square at Regent's Place Plaza. Its invitation to 'exchange' is supported by social, meeting and collaboration spaces, including a destination café, open and informal meeting spaces and semi-private rooms for workshops. Pop-up presentations and installations will encourage visitors to learn about ongoing projects and encourage participation. With the social stair on one corner, its grand gesture is the public entrance which ramps between the cafe and the plaza via terraced planting, a stair and an accessible, meandering, sloped pathway.

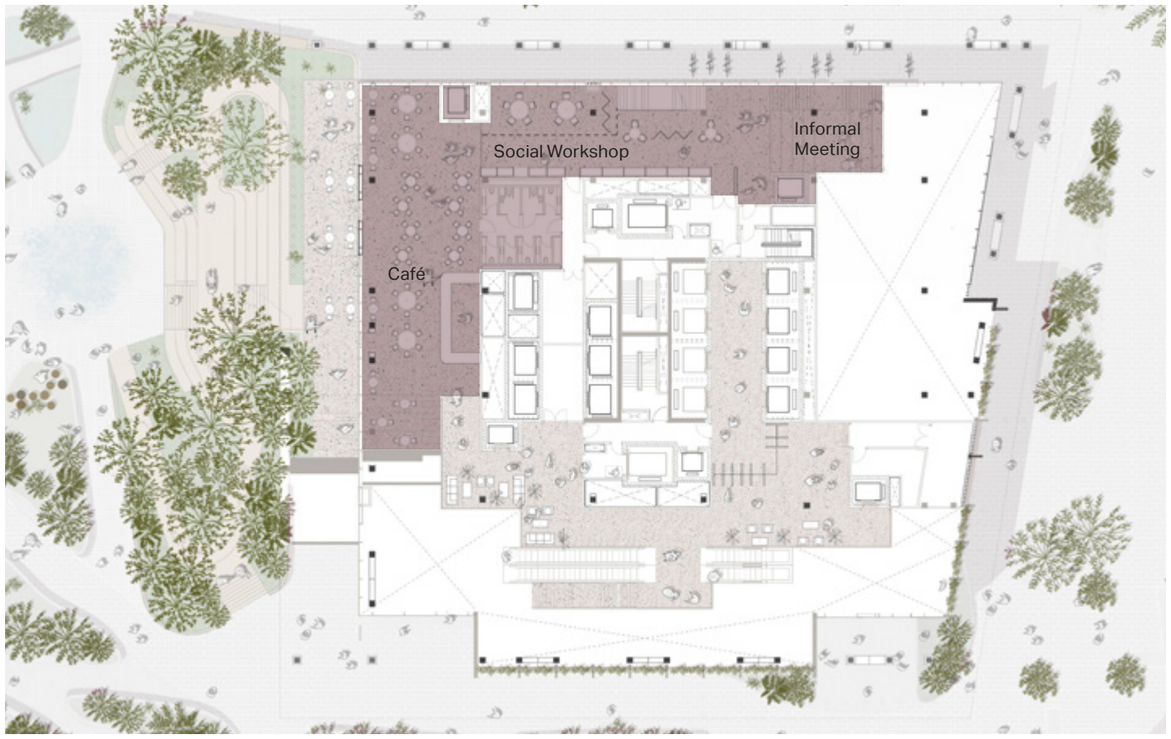
Levels 02 & 03: Innovate
The second floor provides working spaces to develop and deliver projects which are important to the local community. It will provide a variety of different sized rooms for working, workshops and training as well as shared facilities such as an innovation library, equipment store or testing and media suites which could be used by a variety of local groups. These work focussed spaces will support activity - projects, individuals and organisations - of different sizes and durations. People at different levels of interest and stages of their career – from youth to late career professionals – will benefit from sharing an environment focussed on supporting their journey in science, technology and innovation.



Drawing - Level 00 illustrative floor plan



Drawing - Level 02 illustrative floor plan



Drawing - Level 01 illustrative floor plan

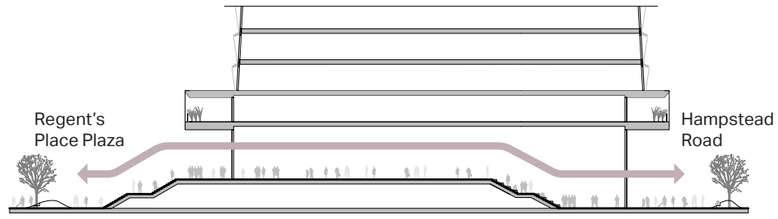


Diagram - East-west journey through public spaces in the podium



Illustrative View - North-east entrance at corner of Hampstead Road and Brock Street provides access to the public spaces



Illustrative View - Interact - Interior of public entrance along Hampstead Road illustrating the welcome zone, informal amphitheatre staircase and flexible demonstration space



Illustrative View - Exchange - Cafe and informal meeting / exchange space located at level 01



Illustrative View - Exchange - External cafe terrace connecting podium uses to Regent's Place Plaza



Illustrative View - Innovate - Flexible meeting spaces at level 02



Illustrative View - Innovate - Indicative media facilities at level 02

8.5 Active Frontages & Articulation

The podium facade of the Proposed Development is carefully designed to foster and encourage engagement and interaction between Regent's Place Plaza and the bustling street life of Hampstead Road, Euston Road and Brock Street.

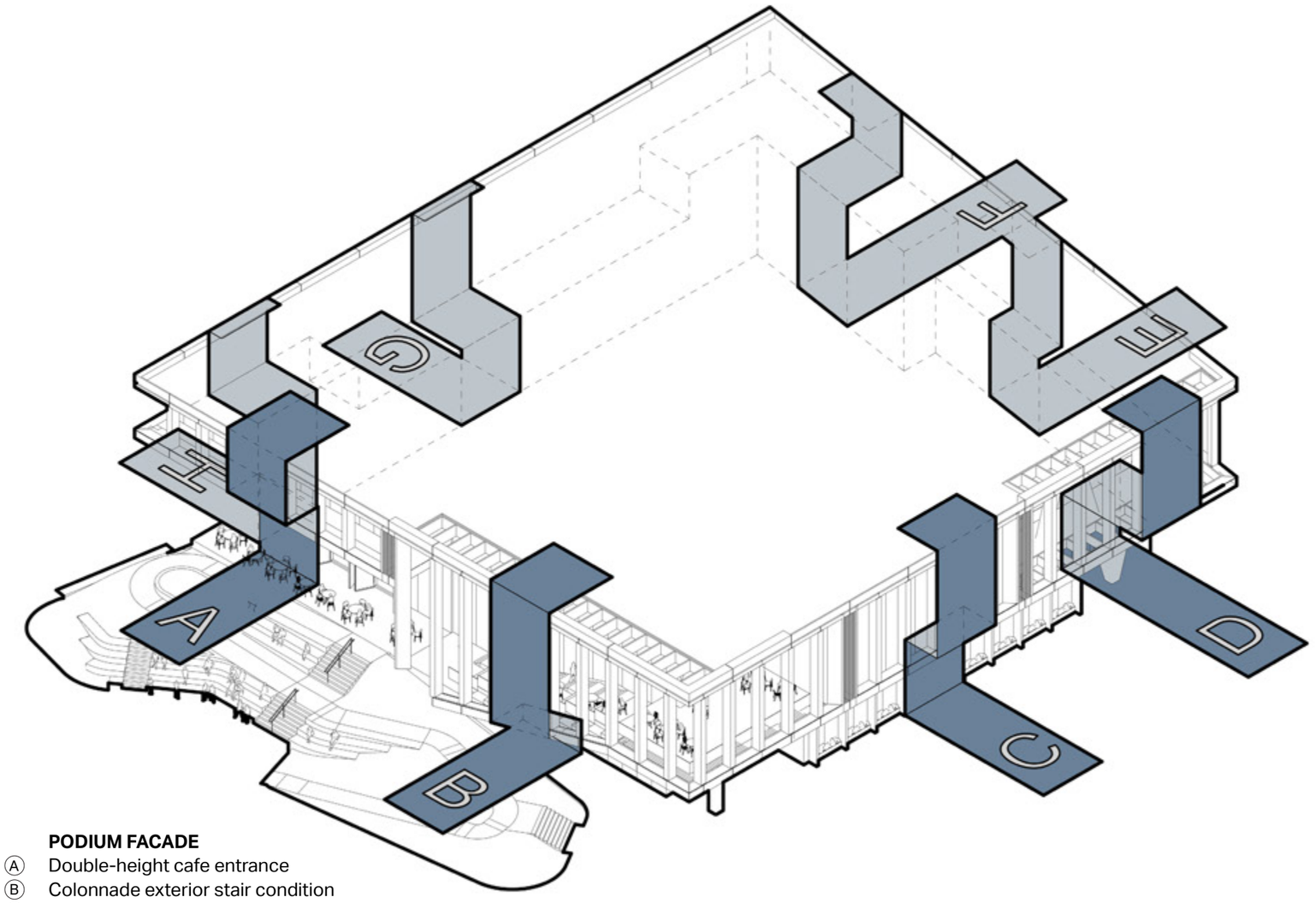
The conceptual central core approach opens up the possibility for all four elevations to be activated across the podium levels, with the ambition for the building to address Brock Street, Hampstead Road, Euston Road and Regent's Place Plaza such that there is no back side.

The podium facade features a colonnade design, showcasing a series of evenly spaced columns. The vertical columns are designed to incorporate structural elements and are arranged in a symmetrical pattern, providing a sense of order and rhythm. The colonnade design serves both aesthetic and functional purposes. It adds a sense of classical and timeless elegance while also providing shelter, defining boundaries, and creating a transition between indoor and outdoor spaces

The podium facade incorporates a consistent double-height design, providing protection from the elements through the oversailing canopy and featuring large glazing sections that offer transparency into the activities within the interior spaces of the podium, such as the lobby and retail areas.

For the primary entrance to the public programme on Hampstead Road where clarity of wayfinding and engagement is of utmost importance, the facade lifts up to create a triple-height space, underlining the significance of public access and providing a vibrant and pedestrian-friendly atmosphere, which it is hoped will foster a sense of community and connectivity between the building and its urban surroundings.

The following diagram highlights active frontages with unique characteristics on each side, the following pages summarise the different conditions.



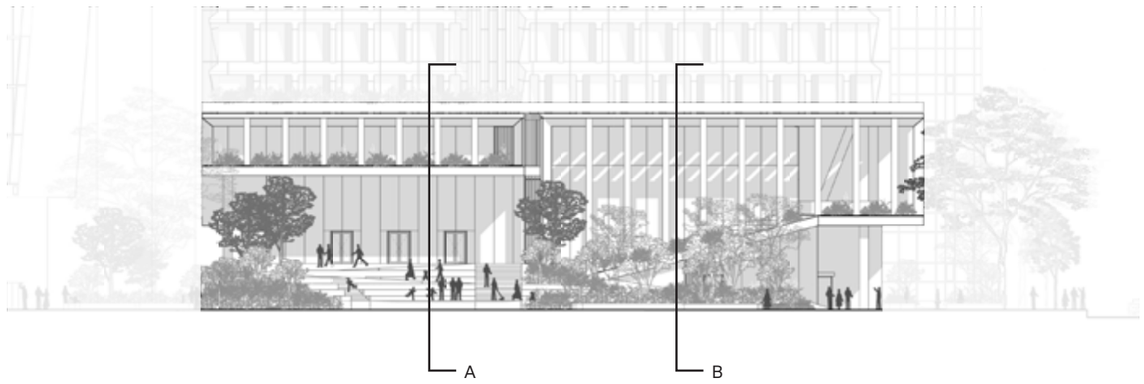
PODIUM FACADE

Ⓐ Double-height cafe entrance
Ⓑ Colonnade exterior stair condition
Ⓒ Typical double-height condition
Ⓓ South-east double-height entrance
Ⓔ Typical double-height condition (E1)
Ⓕ North-east triple-height entrance (E2)
Ⓖ Typical double-height condition
Ⓗ North-west triple-height entrance

Diagram - Podium facade types

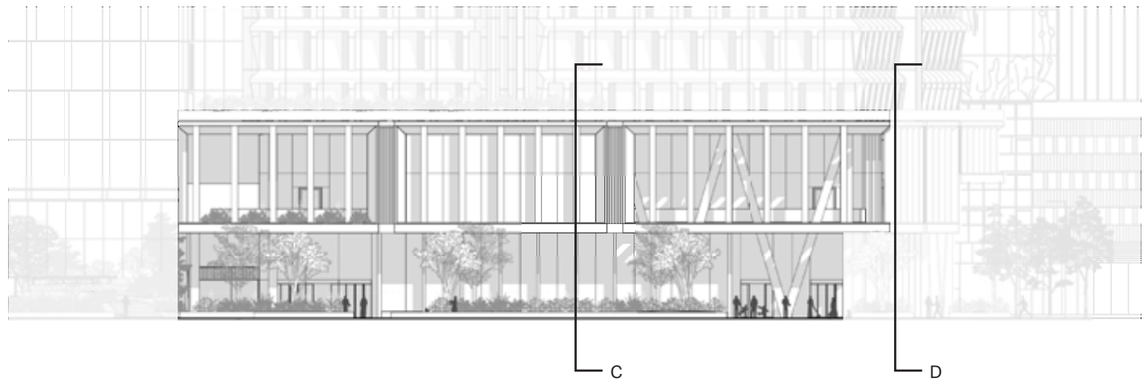


Illustrative View - Podium with connections to the public realm via Regent's Place Plaza



Regent's Place Plaza Podium

The Podium on the Regent's Place Plaza offers two conditions, a double-height space featuring an area designated for outdoor seating linked to a proposed cafe on level 01 and a terraced landscape that connects ground to levels 01 and 02. The edge of external stair is planted and provides seating overlooking the plaza spaces.



Euston Road Podium

The podium along Euston Road includes a colonnade, designed to provide shelter from wind and weather on the building's south-east corner by means of a louvred canopy strategically placed to halt and disperse the south-east downdrafts. The podium also offers a sheltered canopy for primary and secondary entrances to the tower lobbies.



A - Double height cafe entrance



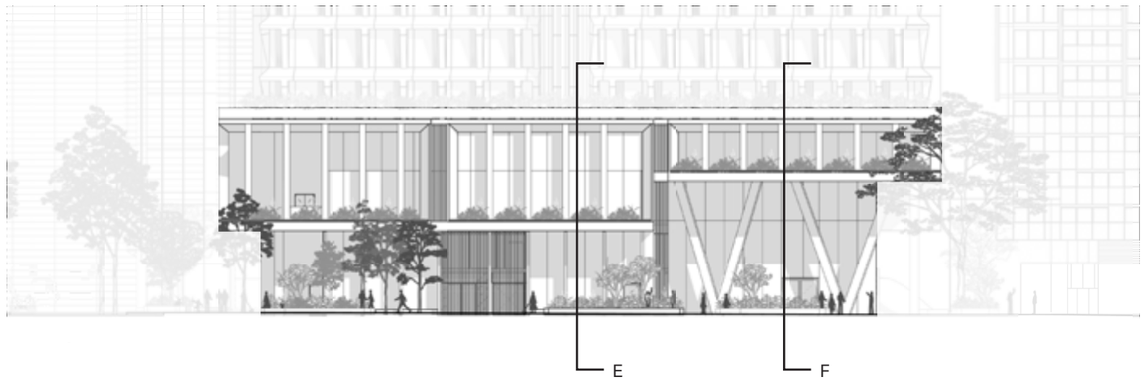
B - Colonnade exterior stair condition



C - Typical double height condition

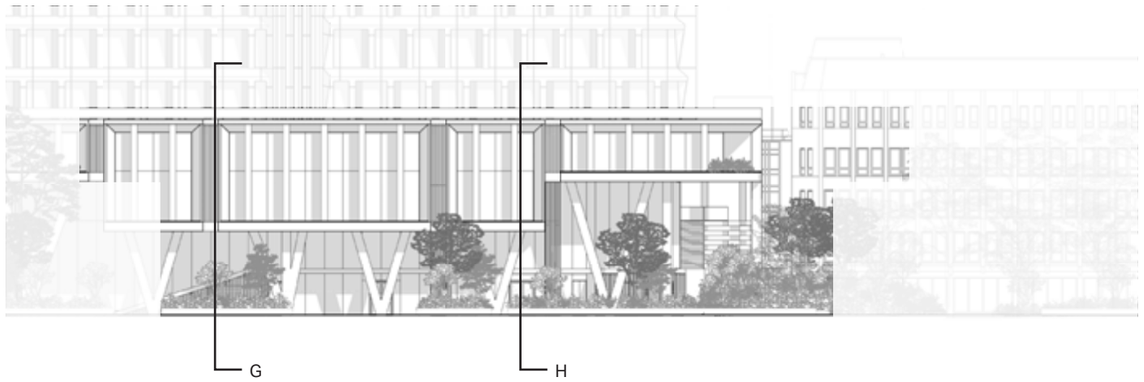


D - Southeast double height entrance



Hampstead Road Podium

The podium along Hampstead Road features a triple-height section, highlighting the primary entrance to the public spaces. An adjacent double-height section is glazed to provide views into both public and internal lobby spaces, encompassing which, it is proposed, includes a public cafe area.



Brock Street Podium

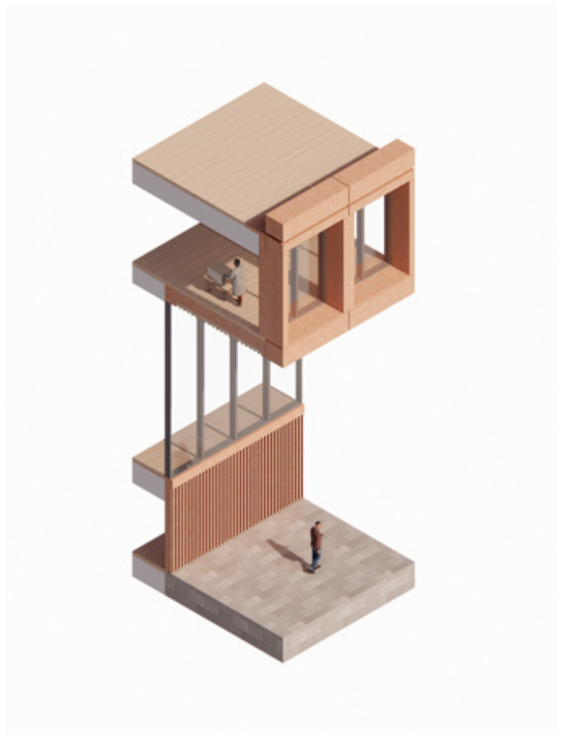
The podium along Brock Street includes a colonnade with double- and triple-height elements which provides a secondary public entrance. The access to the Proposed Development's ground floor servicing is accommodated within the Brock Street facade.



E - Typical double height condition



F - Northeast triple height entrance



G - Northeast triple height entrance

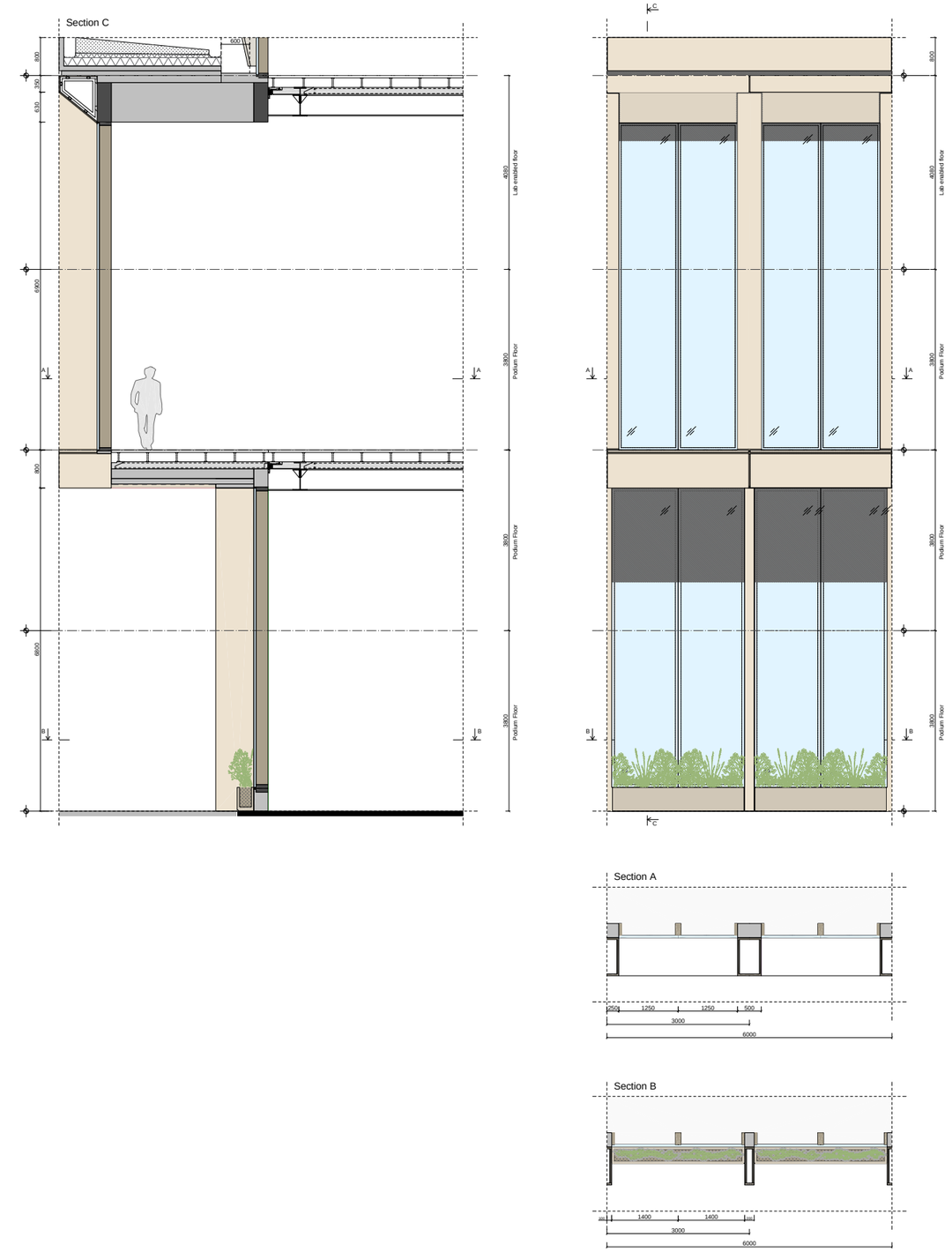


H - Typical double height condition



Diagram - South podium facade

FACADE ROAD MAP 1:50
PODIUM SOUTH
A2

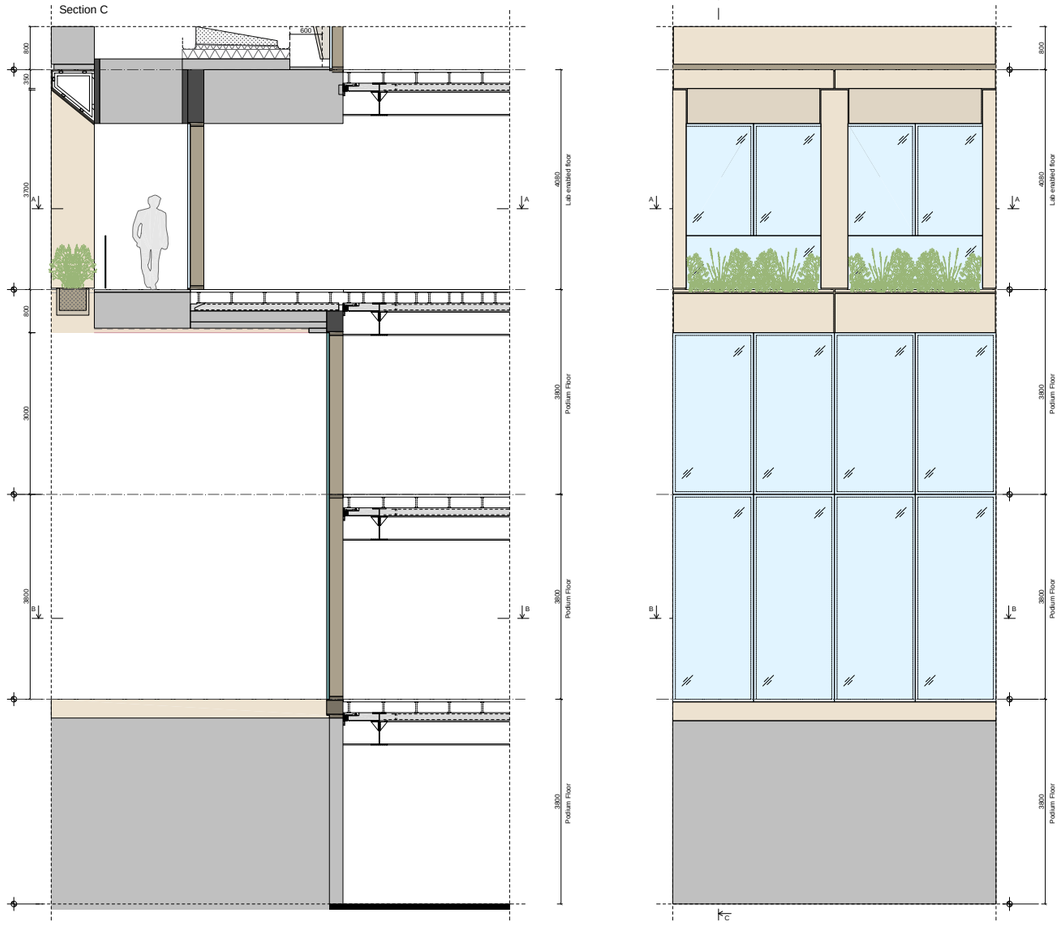


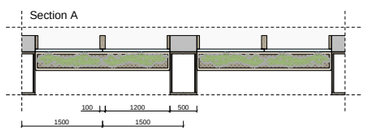
Drawing - South podium facade section, elevation and plan

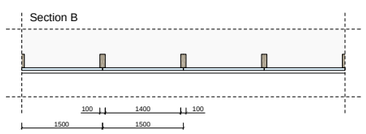


Diagram - West podium facade

FACADE ROAD MAP 1:50
PODIUM WEST
A2





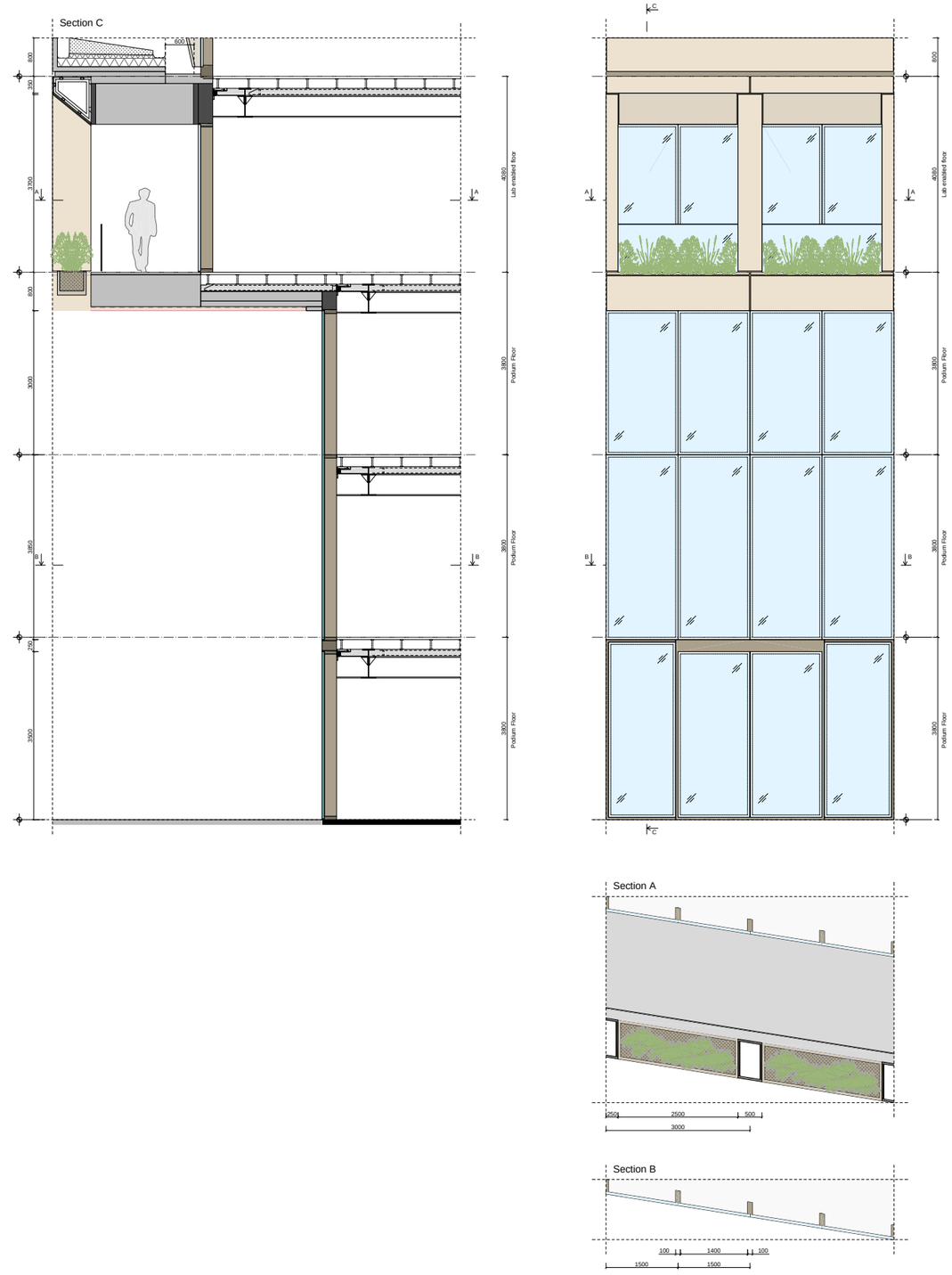


Drawing - West podium facade section, elevation and plan



Diagram - East podium facade

FACADE ROAD MAP 1:50
PODIUM EAST
A2



Drawing - East podium facade section, elevation and plan

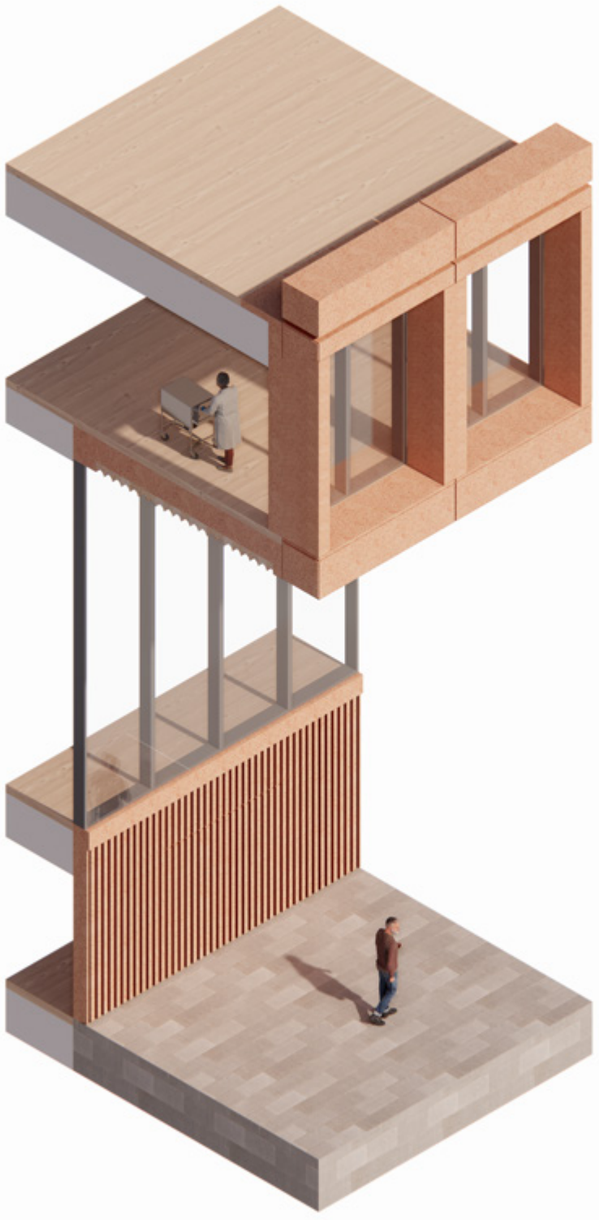
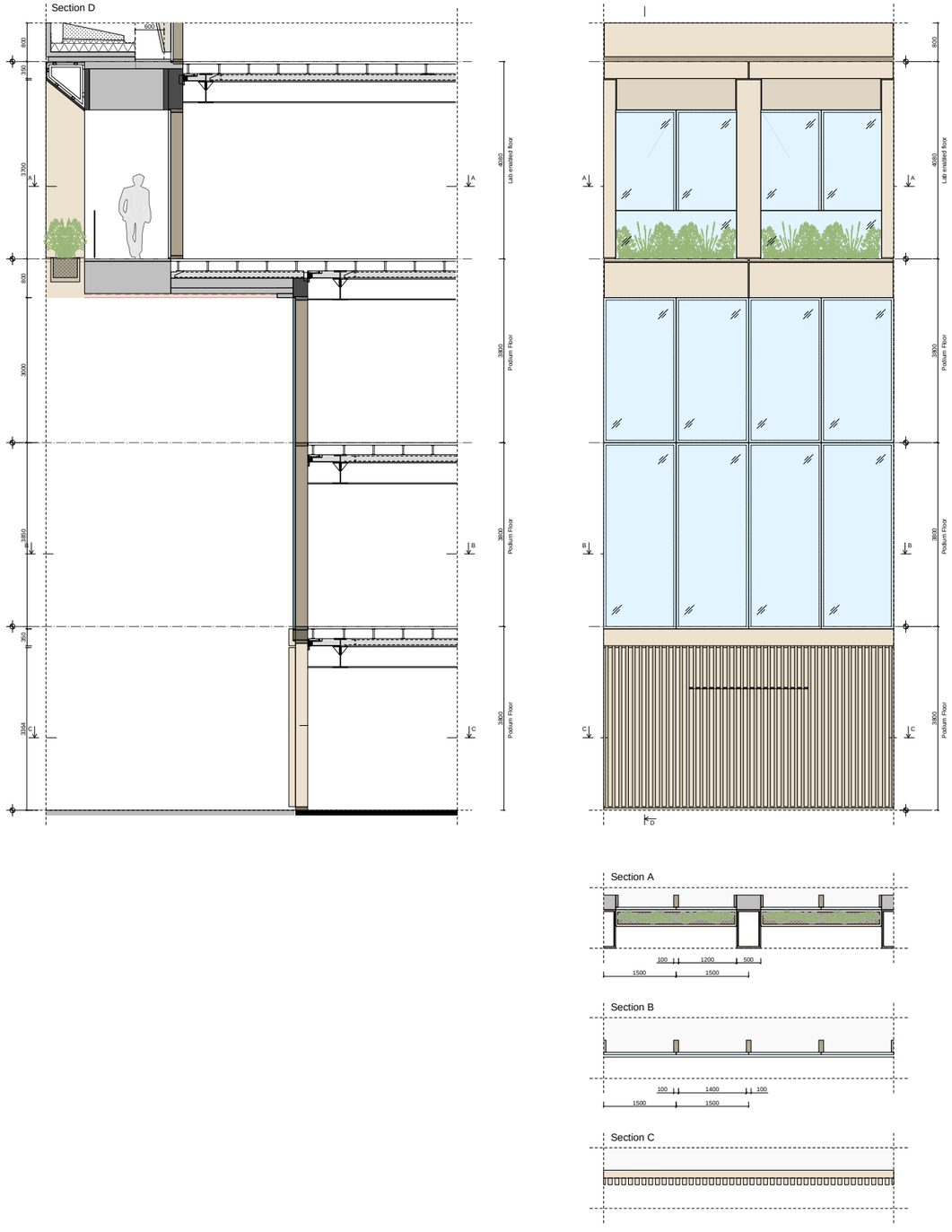


Diagram - North podium facade

FACADE ROAD MAP 1:50
PODIUM NORTH
A2



Drawing - North podium facade section, elevation and plan

8.6 Podium Oversail

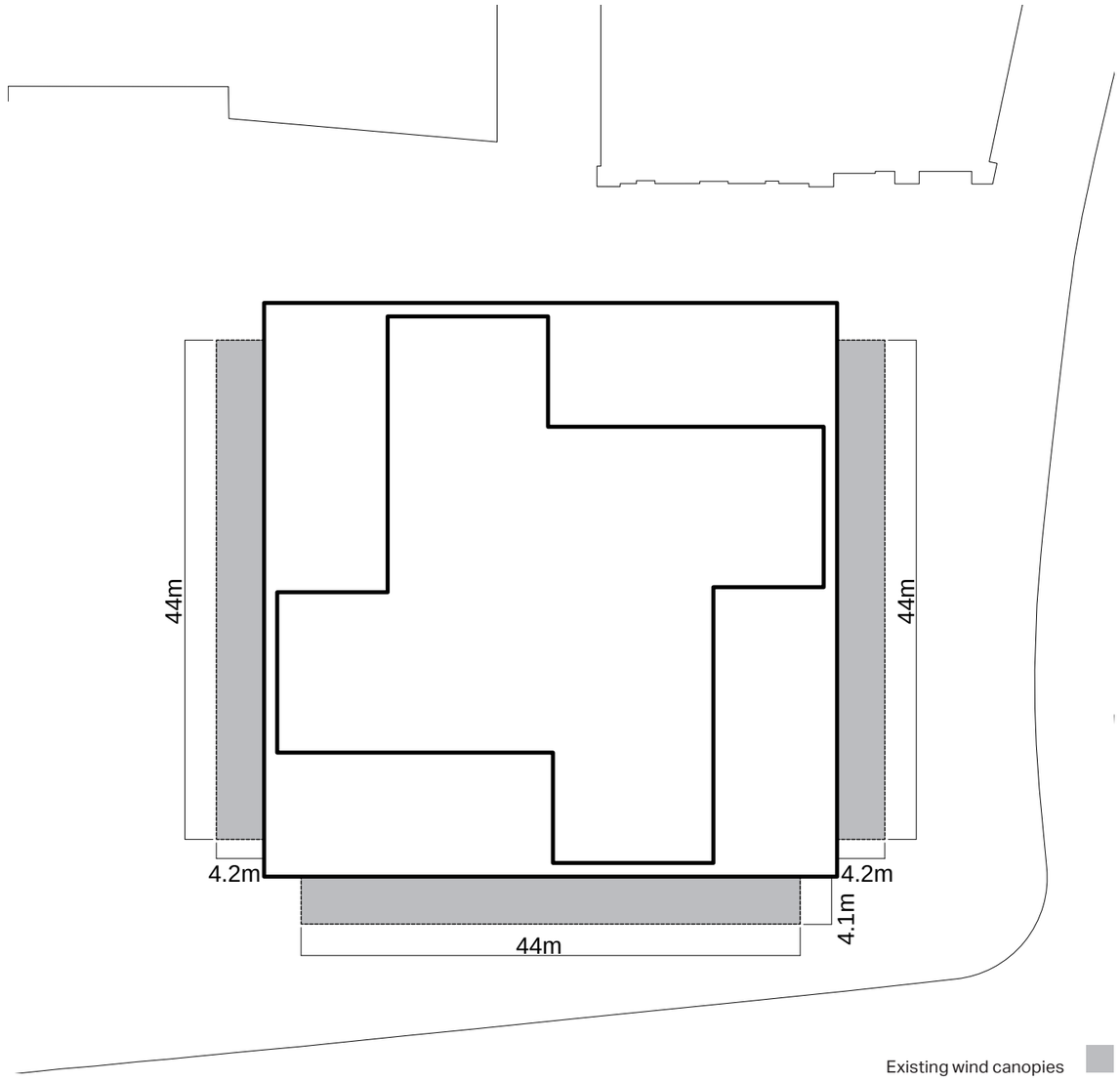
The podium design incorporates a double-height oversail, with some areas of triple-height space over both the public realm and the north-west Regent's Place Plaza elevations.

These oversailings are primarily designed to accentuate entrance conditions, improve wayfinding and to cohesively incorporate the Proposed Development's wind mitigation into the architectural design of the podium.

In contrast to the existing building, where wind mitigation measures were added as an afterthought due to worsening wind conditions, the proposed design takes a proactive approach with a unified and intentional climatic design, offering shelter from wind and weather conditions, including rain, snow and the summer sun.

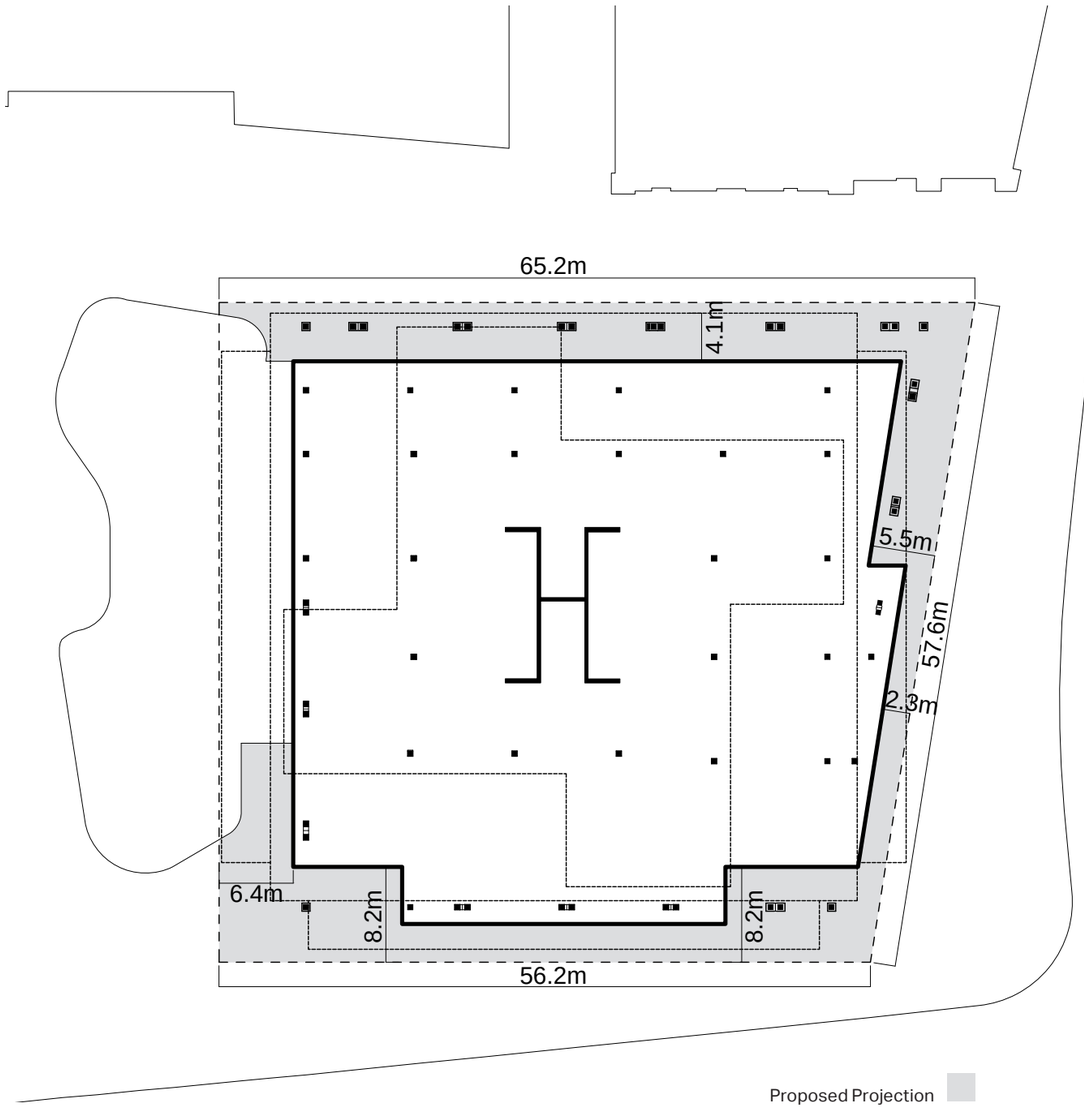
The first and second plan diagrams illustrate the existing and proposed canopies. It is important to note that despite the presence of existing wind mitigation canopies at Euston Tower, the current wind conditions remain challenging, creating an unwelcoming public realm. The proposed design, informed by extensive wind analysis and testing, aims to provide a more robust shelter from wind, ensuring a more safe, usable and enjoyable external environment.

Within the proposed ground floor layout of the Proposed Development, Brock Street has been substantially widened, growing from the existing 10m to a much improved 14.4m. This widening not only creates a more generous public realm but also establishes a broader access corridor, connecting Hampstead Road to Regent's Place Plaza.



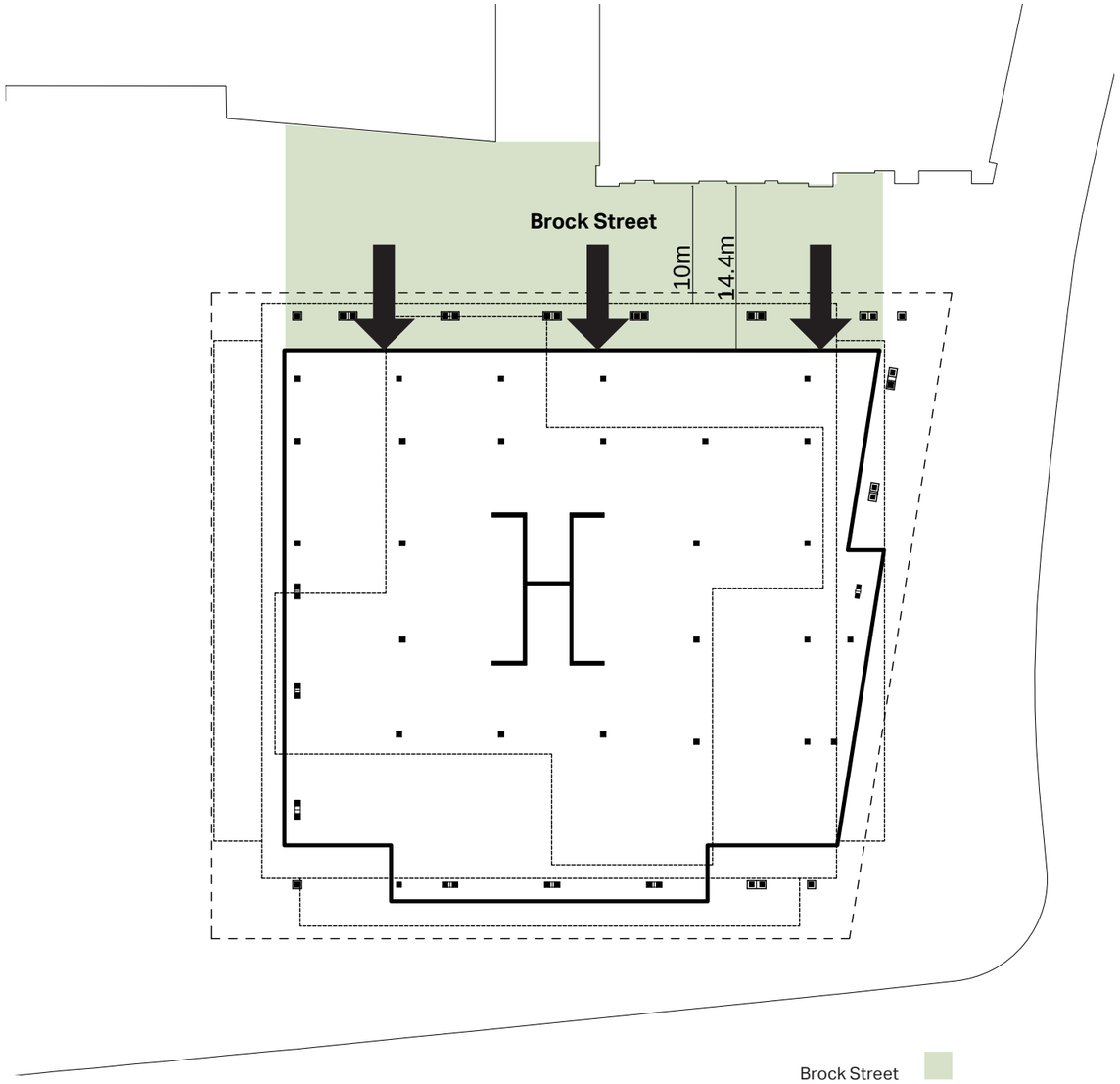
Existing Canopies

The existing Euston Tower overhangs are illustrated above. Designed and installed much later than the original Euston Tower, the current wind mitigation canopies are bolted to the façades.



Proposed Projections

The proposed projections incorporate the Proposed Development's wind mitigation measures and provide a sheltered space from weather conditions such rain, snow and summer sun.



Brock Street Widened

Brock Street will be widened to increase the public realm and provide a more welcoming passage to Regent's Place Plaza.

8.7 Podium Setbacks

Hampstead Road Setback

At the primary public entrance along Hampstead Road, the ground floor setback is extended to create a more extensive public realm space and accommodate a larger sheltered canopy. This zone anticipates a higher volume of pedestrian traffic. Section Diagram 'A,' illustrating the public entrance canopy, highlights the expanded setback in contrast to Section 'B,' where there is no entrance and the space is only used as circulation.



Illustrative View - Hampstead Road public realm

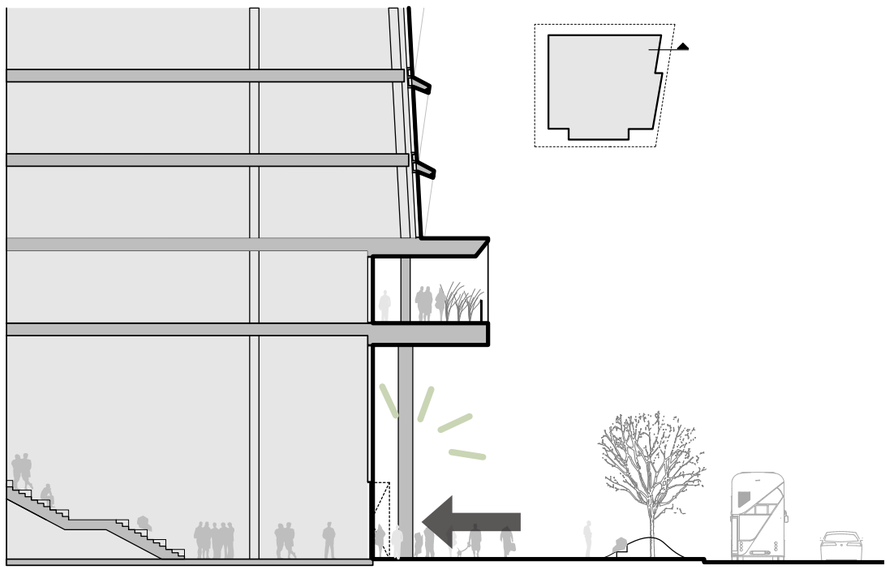


Diagram A - Hampstead Road triple-height entrance condition

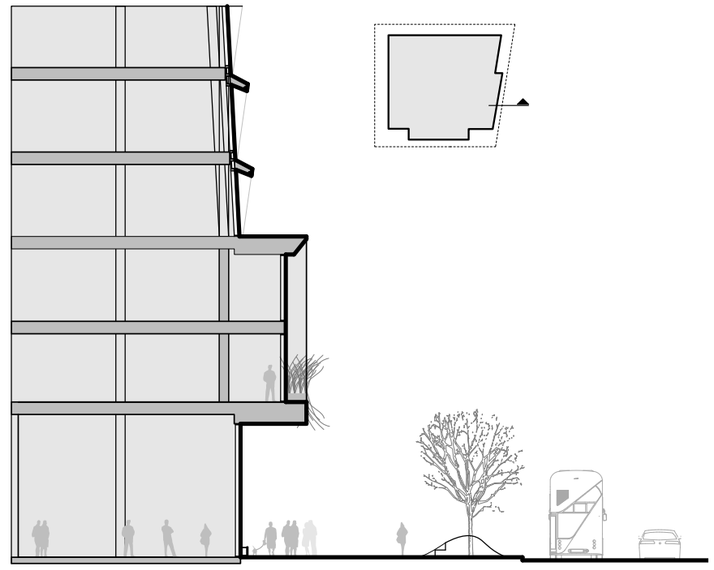


Diagram B - Hampstead Road typical double-height condition



Illustrative View - Euston Road public realm

Euston Road Setback

Similar to the strategy on Hampstead Road, at the primary and secondary lobby entrances the ground floor setback is extended to a create a more extensive public realm and sheltered canopies over highly trafficked entrance areas. Section Diagram 'C,' illustrating the entrance canopy, highlights the expanded setback in contrast to Section 'D,' where there is no entrance and only used as circulation.

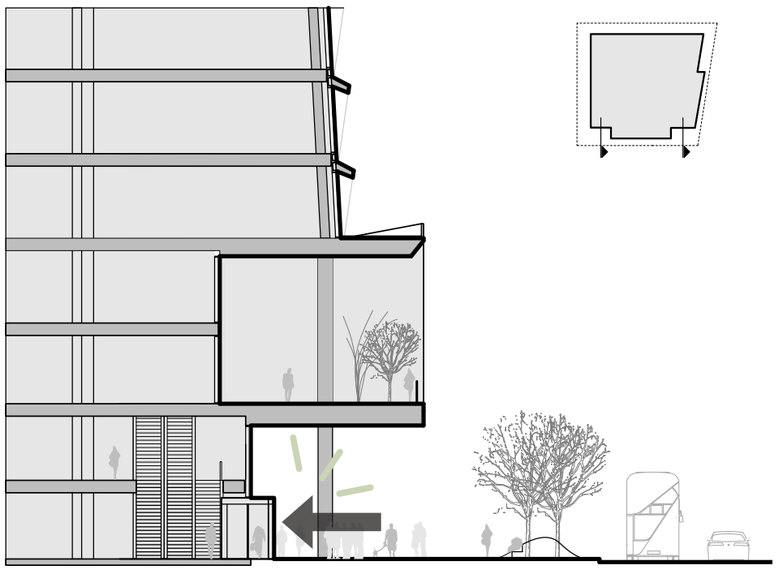


Diagram C- Euston Road double-height entrance condition

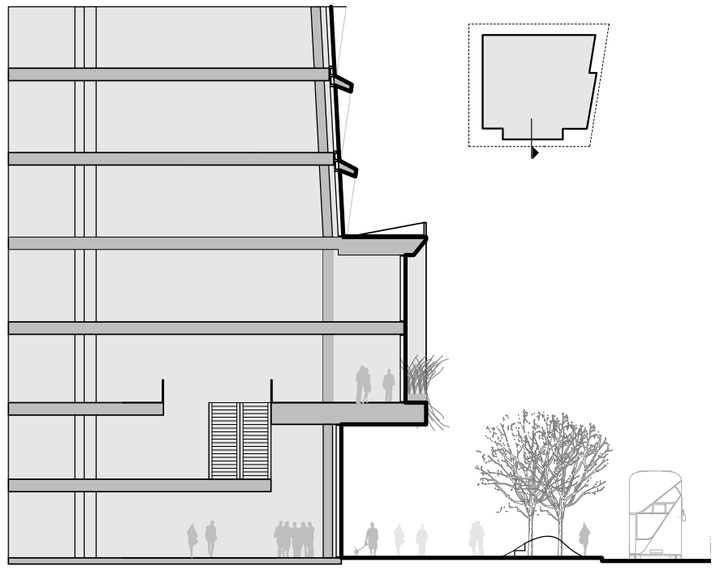
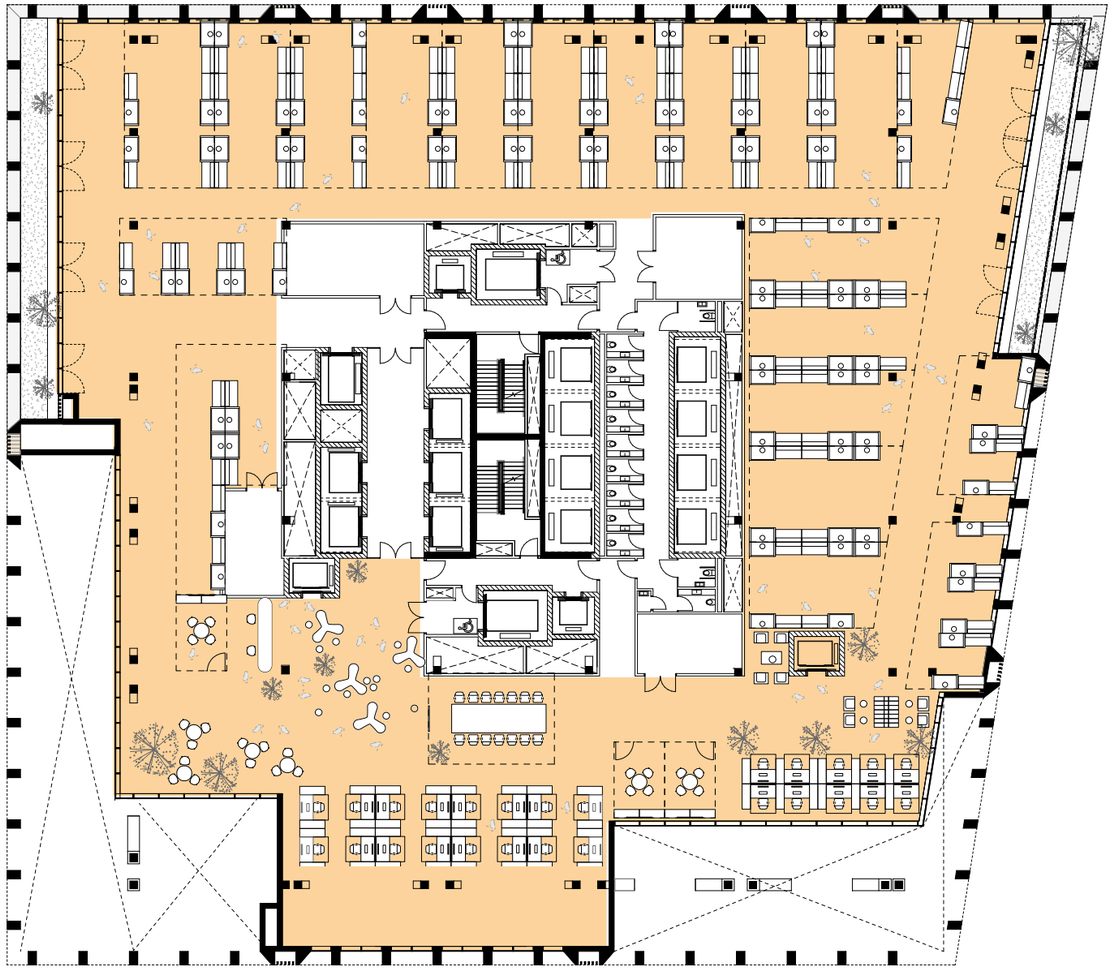


Diagram D - Euston Road typical double-height condition

8.8 Accelerator Space

Level 03 is exclusively designated for lab-enabled accelerator space, establishing innovative work environments within the Knowledge Quarter. This space is proposed to cater to businesses of various sizes, offering adaptable incubator and accelerator areas to foster the growth of startups, scale-ups, and facilitate knowledge sharing, whilst eliminating the hurdle of high fit-out costs.

The accelerator space is integrated into the podium's programming, enhancing the diversity of activities and contributing to the wider building and Knowledge Quarter ecosystems.



Drawing - Level 03 illustrative floor plan



Illustrative View - Accelerator space at level 03

8.9 Terraces in Podium

As part of the design strategy for the podium, all four corners are designed as external terraces.

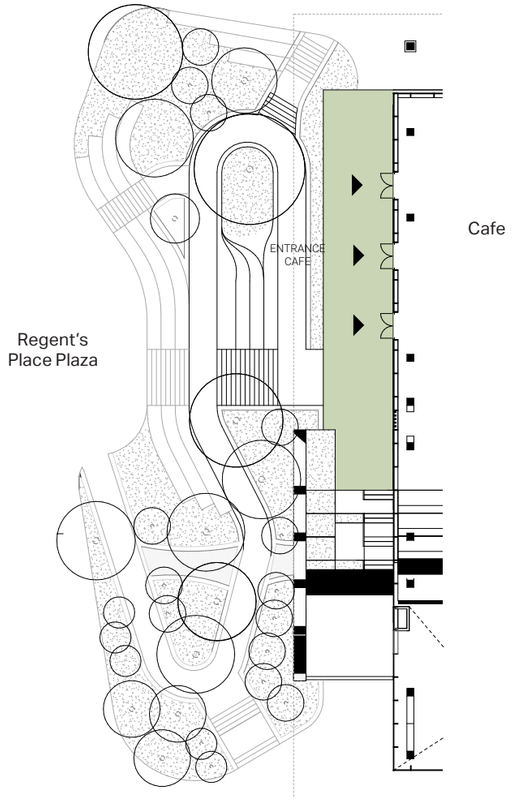
These terraces serve multiple purposes including; defining an architectural gesture at the primary entry points to the building, contributing to the green character of Regent's Place Plaza, connecting the landscaping from the plaza to the podium levels, and enriching the diversity of the podium space with added external accessible space.

Terraces located at the proposed level 01 cafe facing Regent's Place Plaza and on level 02 south-west are designed to be publicly accessible, providing inclusive outdoor spaces where people can enjoy the surroundings.

The north-east and north-west terraces on level 03 are designated as accessible outdoor spaces for the lab-enabled accelerator space, elevating the working environment with outdoor areas for fresh air and relaxation.

The south-east and south-west corners on level 02 are designed as outdoor terraces for the lobby levels, with the south-west terrace extending up from the Regent's Place Plaza via the public staircase and terraced landscaping.

The outdoor terrace on level 01 serves as an extension of the proposed cafe space, creating connections between Regent's Place Plaza, the internal cafe space and the public use.



Drawing - Cafe terrace level 01 floor plan

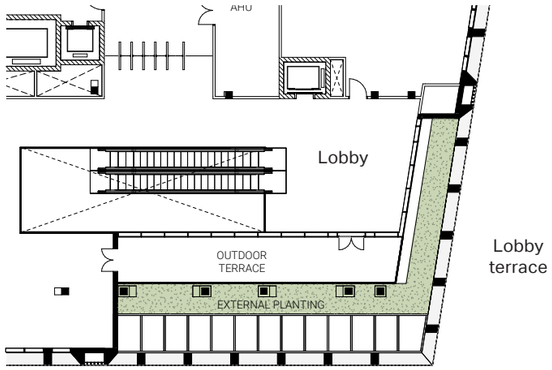
Drawing - Public terrace level 02 floor plan



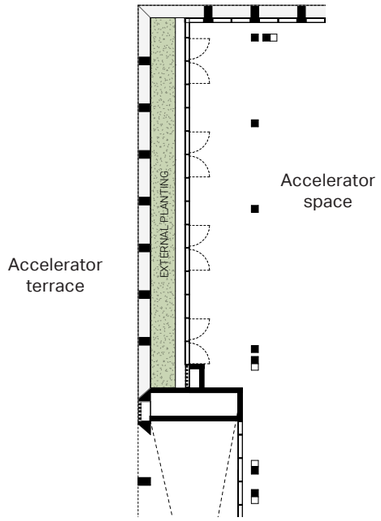
Illustrative View - L01 cafe terrace connecting to Regent's Place Plaza



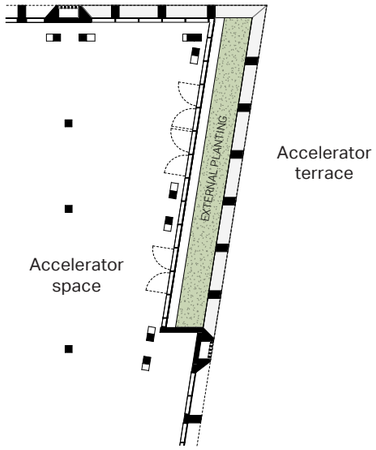
Illustrative View - L02 public terrace facing Regent's Place Plaza



Drawing - Lobby terrace level 02 floor plan



Drawing - Regent's Place Plaza accelerator terrace level 03 floor plan



Drawing - Hampstead Road accelerator terrace level 03 floor plan



Illustrative View - L02 lobby terrace facing intersection



Illustrative View - L03 Accelerator space terrace facing Regent's Place Plaza



Illustrative View - L03 Accelerator space terrace facing Hampstead Road

9.0
PUBLIC REALM & LANDSCAPE

Illustrative View - Regent's Place Plaza view - teal overlay



Illustrative View - Brock Street looking towards Regent's Place Plaza

9.0 Public Realm & Landscape

A comprehensive reimagining of the public realm and landscaping surrounding Euston Tower forms a significant part of the Proposed Development.

Aiming to create an active, welcoming and dynamic gateway to Regent's Place, the proposals have been extensively discussed with the London Borough of Camden's planning officers, local community and other key stakeholders to create a considered design proposal, which provides a variety of different spatial offerings to meet all user groups' requirements.

The following chapter presents an in-depth overview of the existing public realm and landscape offering, together with the proposed design concept including urban greening and ecological strategies.

Please refer to the Public Realm and Landscape Design Statement, prepared by DSDHA for further details and information.

9.1 Existing Public Realm

The existing landscaping within Regent's Place Plaza is a temporary, demountable scheme designed by Townshend Landscape Architects. The plaza features large, planted seating platforms with low perennial planting. Seven existing trees sit at grade in suspended tree pits. A series of ventilation grates are concealed below the planters or adjacent.

Along Euston Road, a large undulating lawn separates the plaza from the pedestrian footway. Further east, a fenced basement access pit is planted with a stand of lime trees. At the intersection of Euston and Hampstead Roads, an array of trees of various species and sizes are planted at grade with two formal seating planters further north along Hampstead Road. Each planter contains 8no. lime trees, is densely planted and fixed with wood bench toppers to match those in the Plaza.

Brock Street features a linear arrangement of plane trees planted in pits at grade, between which are a series of basement vents, wooden benches, and cycle stands.

In total, there are 47no. existing trees on the site.

Furthermore, the existing landscape has been discussed extensively as part of the co-design, community engagement and pre-application process. While those comments are detailed as part of Chapter 5.0, the summary below lists some of the issues raised with the existing landscape and public realm conditions:

- The surrounding buildings around Regent's Place Plaza are considered as bright and inviting, Euston Tower is not in-line with recent development.
- The plaza should be a haven from the surrounding busy environment (Euston & Hampstead Road).
- Currently, the landscaping doesn't contribute to a feeling of safety in the public realm.
- Concerns were raised about inclusivity and access to amenities within existing plaza being available to the public.
- The plaza is not currently a destination space.
- It was considered that the integration of local community and businesses could be further strengthened.

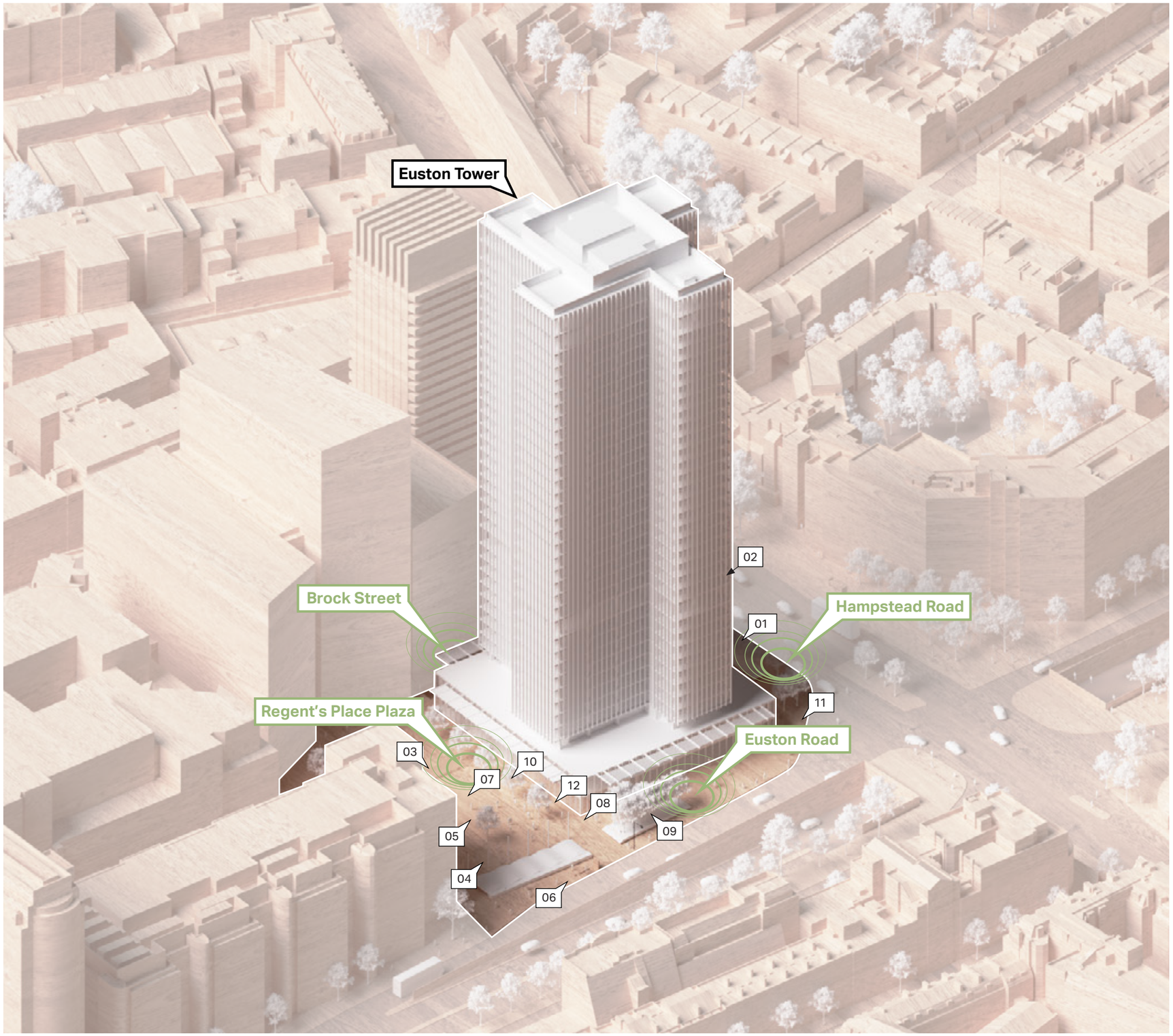
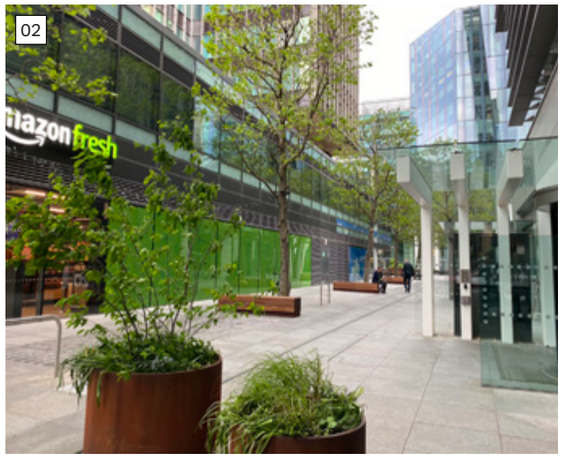


Diagram - Key areas of public realm

Existing Public Realm Photographs



Photograph - Hampstead Road looking south



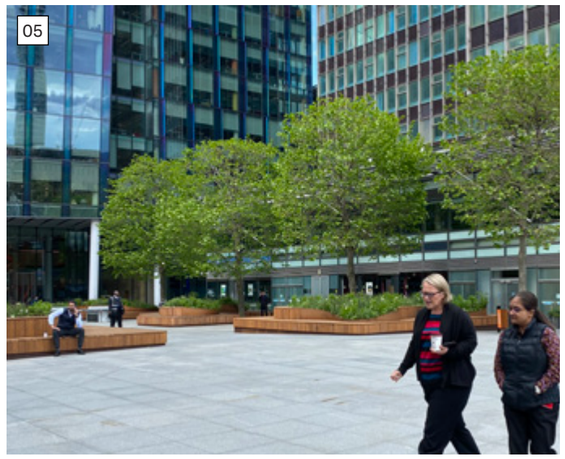
Photograph - Brock Street



Photograph - Regent's Place Plaza



Photograph - Regent's Place Plaza



Photograph - Regent's Place Plaza



Photograph - Euston Road



Photograph - Regent's Place Plaza



Photograph - Southwest corner of ground floor



Photograph - Basement access and bug hotel



Photograph - Regent's Place Plaza



Photograph - Euston Road



Photograph - Regent's Place Plaza

9.2 Landscaping Objectives & Design Principles

In response to the contextual analysis and design development presented in the previous sections, a number of design principles have been developed which outline a set of ambitions for the public realm proposal to meet. These are summarised below:

A Strategy for Nature and People
Green public spaces offer a natural haven within the city, engaging all of the senses and evolving through the seasons.

Character and Materials
Successful public spaces offer a range of character areas and spatial experiences, providing a sense of discovery and encouraging exploration.

Sustainability, Wellbeing and Health
Maximising natural elements and creating a biodiverse landscape that supports wellbeing and plays its part in combating the climate crisis.

Users and Uses
The design should cater for the needs of diverse groups and individuals: passers-by, visitors, tourists, workers and residents.

Connectivity, Legibility and Identity
The site should be integrated into the surrounding urban fabric as an inviting and distinctive destination.

Programme and Uses
A city's public spaces must be able to accommodate a wide range of cultural and social events.

Exploration and Learning
There should be playful, inclusive elements suitable for all ages.

Quality of Materials
Public spaces should be resilient and robust, and design should aim to retain their qualities over time.

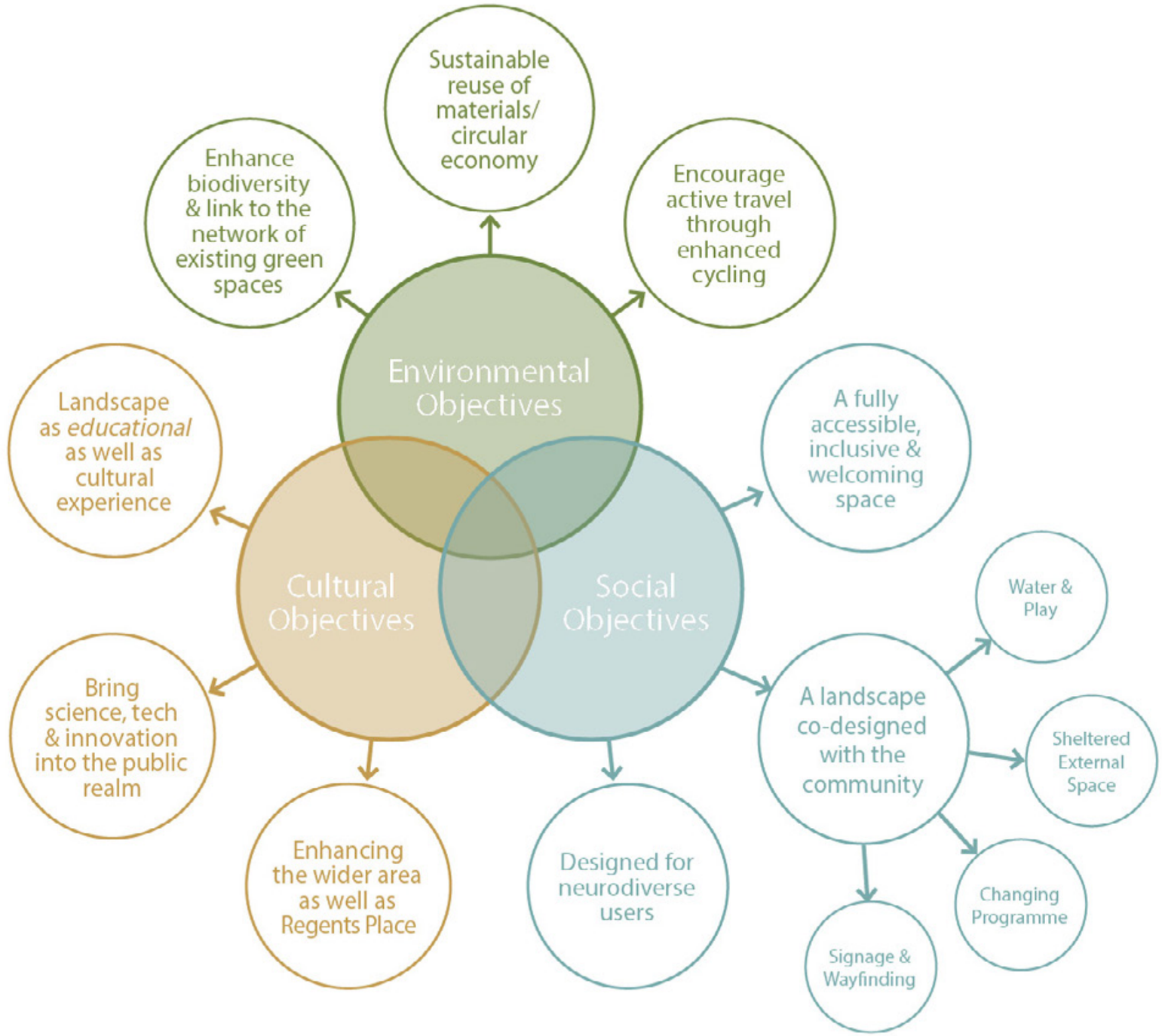


Diagram - Environmental, social and cultural objectives

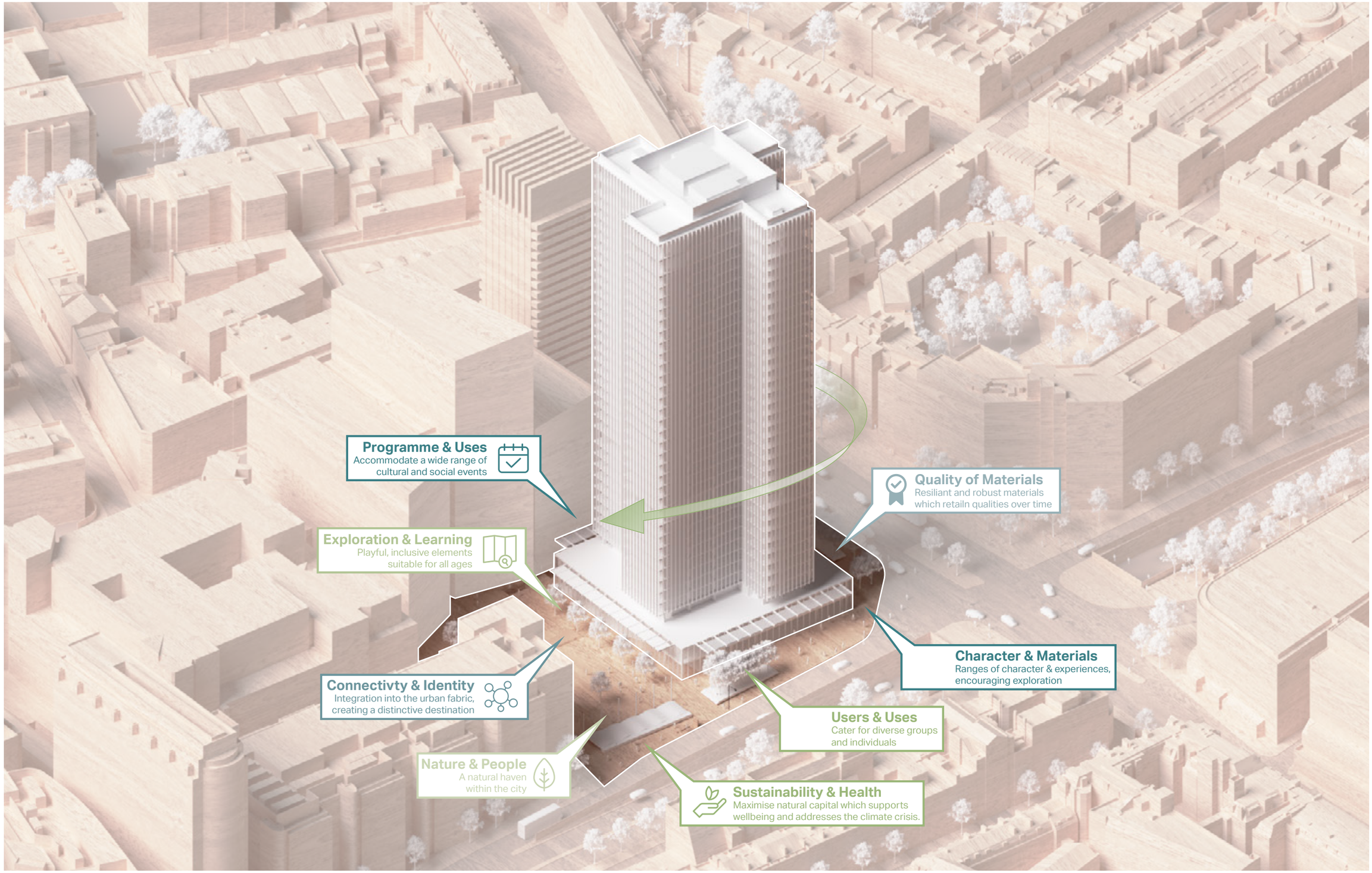


Diagram - Key design principles of the design proposal

9.3 Landscape Concept Design

The spatial organisation and character of the public realm has been designed with reference to Hampstead Heath, an iconic greenspace within the borough and one that was historically linked to the site through water. Based on the concept of bringing a piece of the Heath to Euston, the design uses principles found in the natural ecosystem to create meaningful and lasting greenspace in an urban centre.

Taking inspiration from fluvial patterns, the development of the spatial design imagined pedestrian flows as water courses that defined the landforms.

Three water patterns were used to inform early design concepts:

- The Delta: pedestrian movement defines form
- The Clearing: a central clearing defines pedestrian movement
- The Brook: Pedestrian movement is punctuated by form

The final concept combined elements of the delta and the clearing, where pedestrian movement determined the location and size of landscape features, with a central clearing located at the base of the stairs. This principle allows for the configuration of a flexible use space within the plaza that does not hinder the anticipated movement throughout Regent's Place Estate.

A Piece of the Heath in Euston



Diagram - Bringing Hampstead Heath to Euston Tower

Fluvial Pattern Inspiration

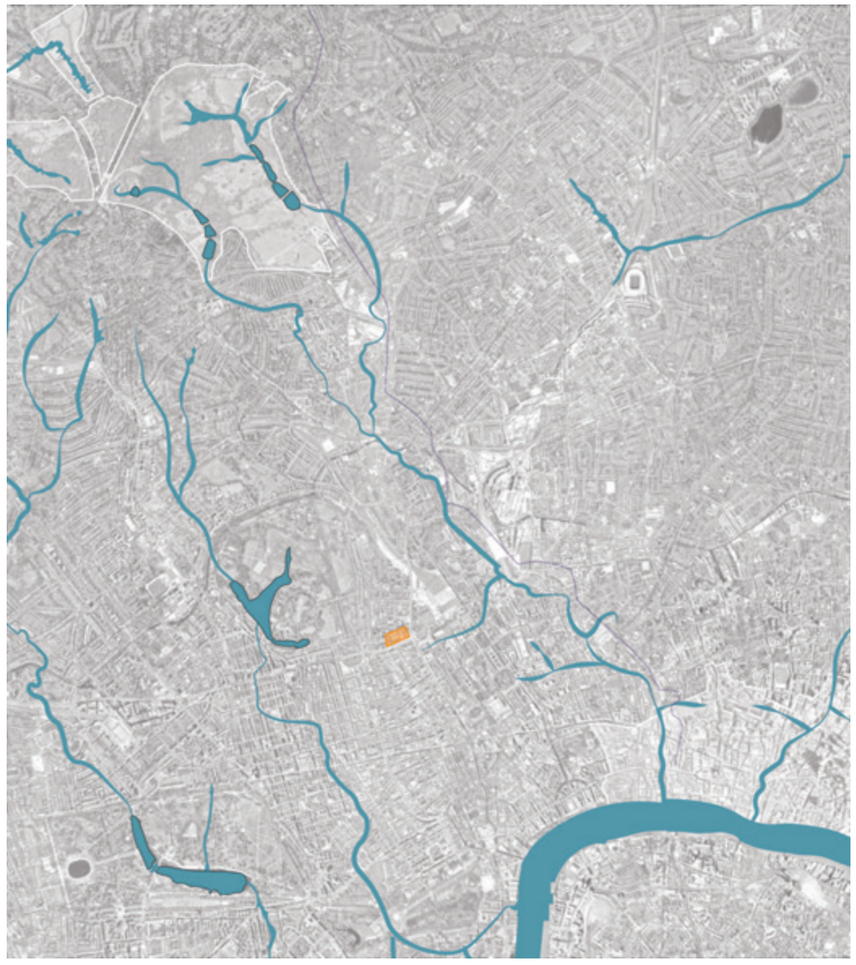


Diagram - London hidden hydrology



Illustrative Image - 'Branch Hill Pond', Hampstead Heath by John Constable



Illustrative Image - Finding movement in nature

Combining Concepts



Diagram - Pedestrian movement through the public realm



Diagram - Landscape elements formed by flows and clearing

The final concept combined elements of the delta and the clearing, where pedestrian movement determined the location and size of landscape features, with a central clearing located at the base of the stairs. This principle allows for the configuration of a flexible use space within the plaza that does not hinder the anticipated movement throughout Regent's Place Estate.

A Mosaic of Habitats



Photograph - Heathland



Photograph - Woodland



Photograph - Grassland



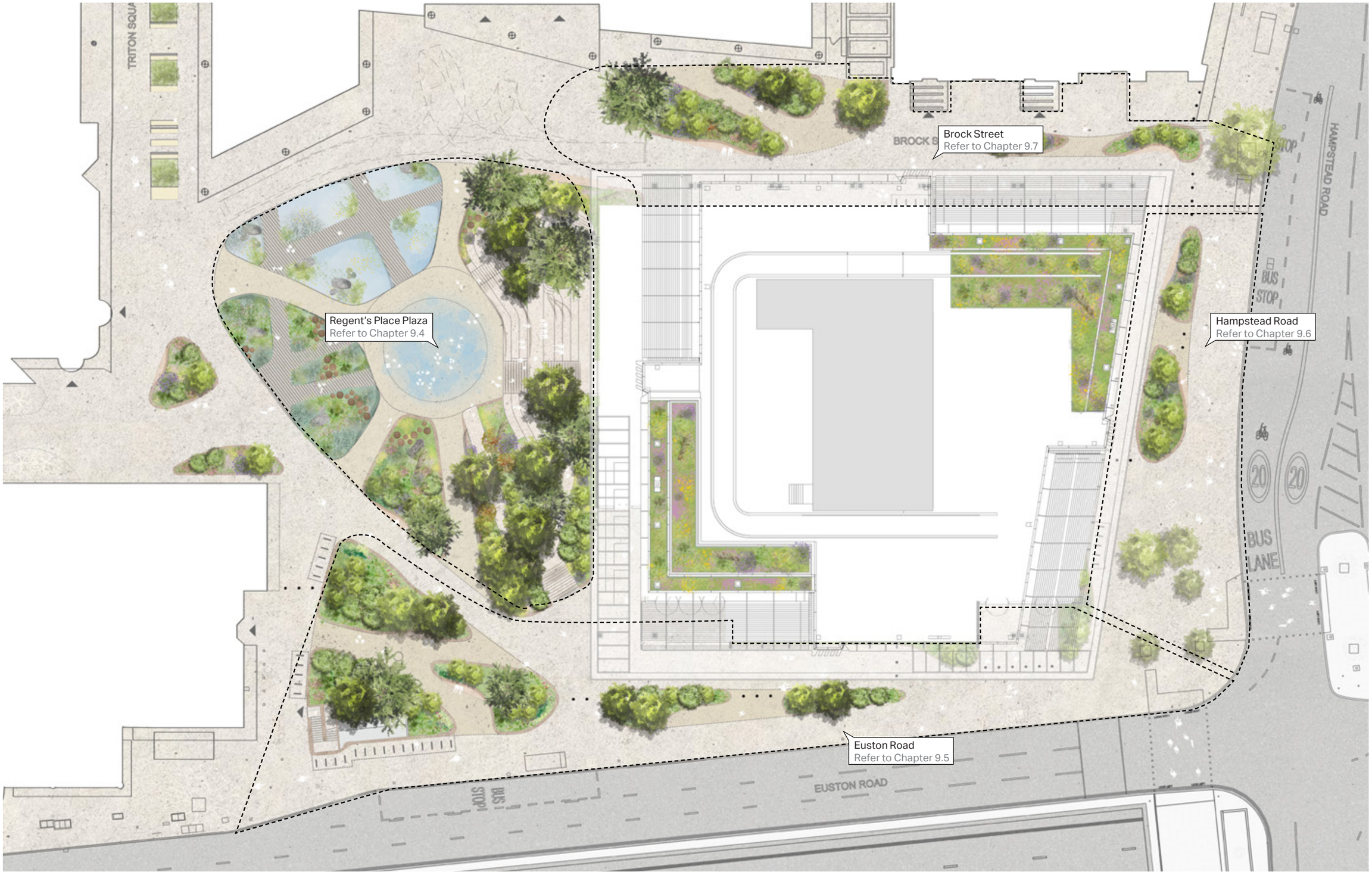
Photograph - Wetland

Alongside the spatial development, the ecosystem of Hampstead Heath was studied to inform methods for generating meaningful greening on the site. The unique character of Hampstead Heath as a 'mosaic of habitats' is a direct product of the sites geology; where glacial deposits formed a sandy gravel ridge over a base of clay. This variation in soil types translates to a hydrologically diverse area of highly permeable, sandy landscapes that infiltrate spring water down towards the impermeable clay where it pools. A series of unique plant communities respond to the appropriate soil conditions and elevations and define the habitats identified on the site. The study of this unique landscape highlights the ecological interdependence amongst habitats to create a symbiotic system across the site. Understanding how each system functions independently and holistically within the setting helps to determine how it may be replicated in an urban setting.

Four key habitats were highlighted and studied for their character, ecosystem functions, and site suitability.

1. Heathland: Found at the highest elevation in sandy, nutrient-poor, well-drained soils. Plants are often robust, drought tolerant species.
2. Grassland: Similar soil profiles to heathlands, grasslands are found at lower elevations and comprise of a variety of wild flower meadows and tall grasses punctuated with fast-growing pioneer tree species.
3. Woodland: Successive from older heath and grasslands, increased nutrient availability in the soils allow for larger plant species to root. Characterized by ancient tree canopies that create ideal conditions for shade-tolerant understorey planting.
4. Wetlands: Habitats that are periodically wet or flooded and are home to a variety of grasses, and hydrophilic tree species.

Landscape Design Proposal & Key Areas



Drawing - Landscape design proposal with key areas highlighted



Illustrative View - Connection between proposed Euston Tower podium and Regent's Place Plaza

9.4 Regent's Place Plaza

The proposed design for Regent's Place Plaza revolves around a strategically arranged array of landscape elements encircling a civic square. The eastern side integrates podium stairs into the landscape, extending the public realm and connecting the ground floor with the first-floor podium through dense planting beds. The inclusion of tree planting along the stairs further extends the site's green potential vertically. At the core of the plaza lies a shallow waterplay feature serving as both a splash pad and reflective pool. This feature, programmable to adapt to changing climates and user preferences, can be fully drained to create open space in the square.

Situated to the north-west are two wetland beds, each equipped with accessible boardwalk crossings. The freshwater wetland, positioned to the north, maintains a permanent body of water, while the riparian wetland to the south allows for periodic flooding during storm events. Both beds are designed with submergent and emergent vegetation to foster biodiversity. The main entrance to the public space and cafe on level 01 is accessed via stairs or a ramp from the plaza, while to the south, the primary cycle store is conveniently reachable through a cycle ramp beneath the central staircase.

Creating A Multi-Functional Space

Creating a multi-functional space for community events within the plaza was a key design focus which was echoed by the community throughout the co-design process. The stairs work to extend the functionality of the civic square by providing additional seating opportunities or a back drop for performances. The ability to fully drain the water feature allows the entirety of the space to be used for public programming. The following page demonstrate the types of programming and possible arrangements.

01 Freshwater wetland

02 Riparian wetland

03 Civic Square & Water feature

04 Podium & Level 01 entrance

05 Woodland mound

06 Wild play

07 Entrance to cycle store via cycle ramp

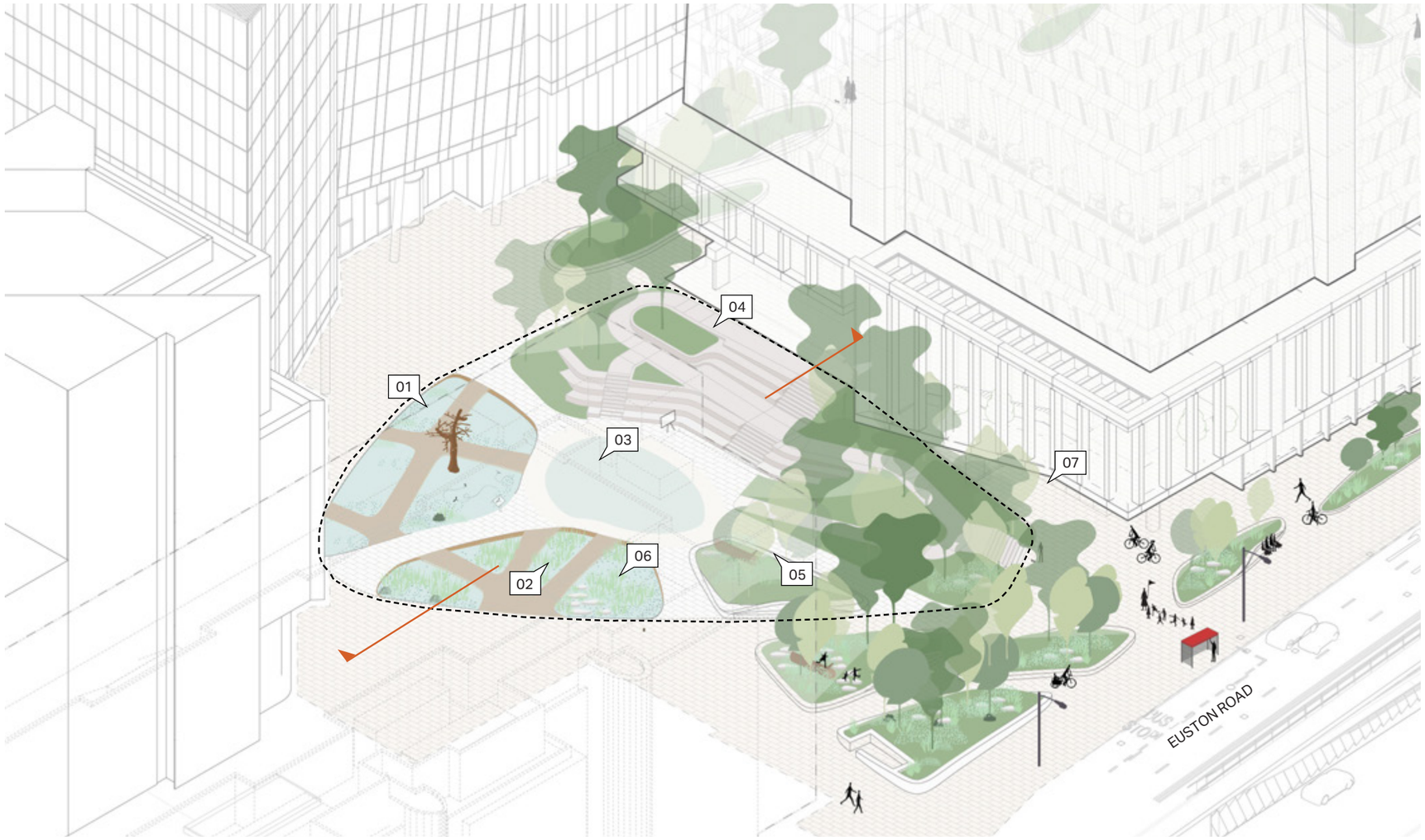
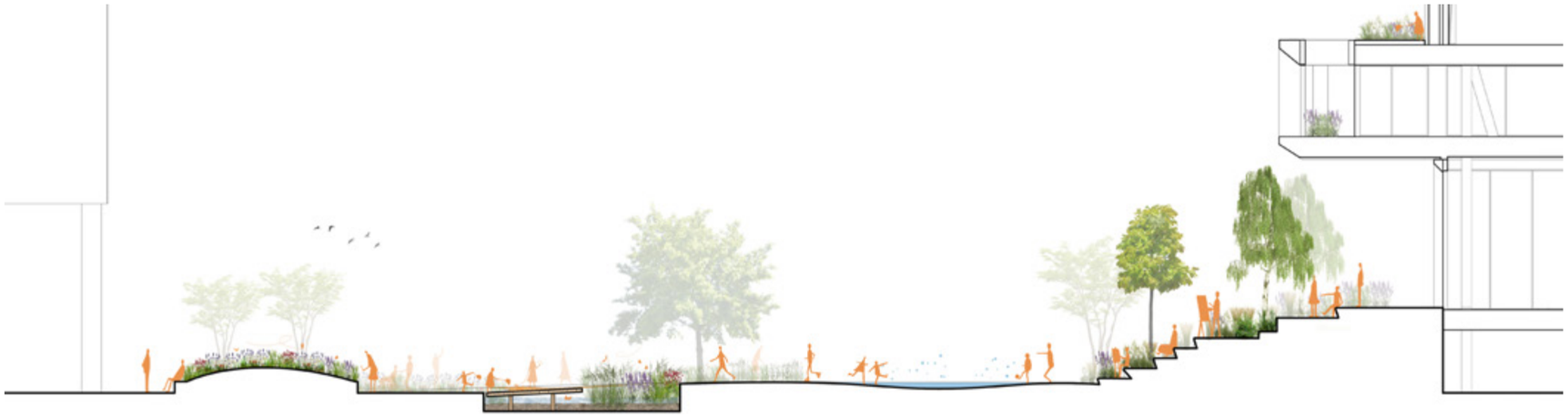


Diagram - Regent's Place Plaza public realm zone



Drawing - Concept section through Regent's Place Plaza

The Clearing & Wetlands



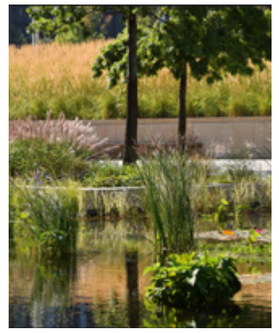






Diagram - Central clearing and reference images of design intent









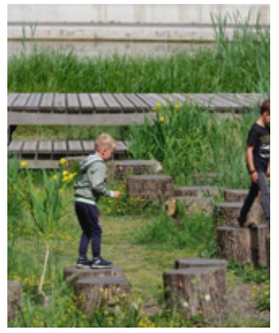


Diagram - Wetland mounds and reference images of design intent

Creating A Multi-Functional Space

Exhibition





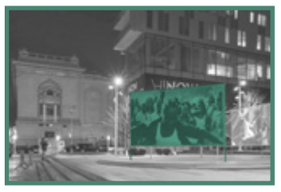
Market





Cinema





Performance





9.4 Regent's Place Plaza

Feature Terraced Landscape

Creating a strong connection between Euston Tower and the public realm is integral to activating the site and transforming it into a permeable space which is inviting and dynamic.

One of the key elements that supports this is the feature terraced landscape to the west of the tower, which acts as an extension of the bustling Regent's Place Plaza, to the first floor of the podium.

This terraced landscaped area serves as a bridge between urban life and a nature-infused sanctuary which prioritises inclusivity, greenery, social interaction and wellbeing.

The landscape is thoughtfully crafted with stepped seating, providing not just a place to rest but an opportunity for people of all ages and abilities to gather, converse, and engage with the surroundings. A gently sloping pathway ensures accessibility for everyone, fostering a sense of belonging for individuals with diverse mobility needs.

At the heart of this space lies a celebration of biodiversity. A rich palette of plants and trees are strategically placed in pockets surrounding the sloping pathway, not just for aesthetics, but also to educate and inspire.

At the top of the terraced landscape, an external covered terrace is provided, integrated with the interior cafe space, with a double height glazed screen as separation, extending the outdoor ambiance indoors. This design invites the natural beauty and vibrant energy of the exterior landscape into the interior, creating a harmonious flow between the two spaces.

Ultimately, this landscape element serves not just as a transitional space but as a hub for community engagement, where nature meets urban life, and where inclusivity and wellbeing take centre stage amidst the greenery.

The following pages demonstrate how the terraced landscape connects the public realm to Level 01, the key elements and technical considerations.

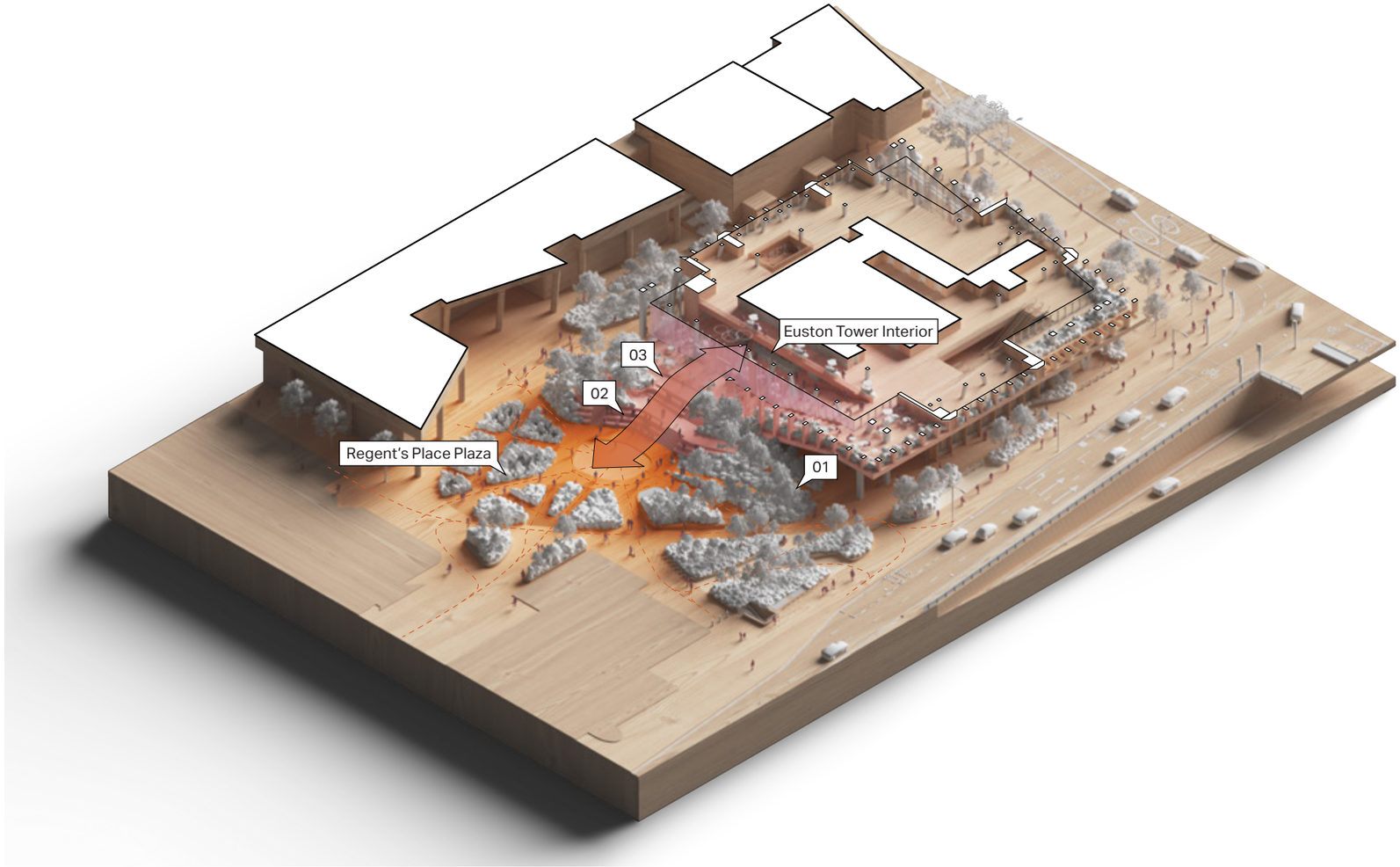


Diagram - Symbiotic relationship of Regent's Place Plaza and interior spaces, enhancing both through cooperative interplay



Diagram - Natural elements



Diagram - Gathering

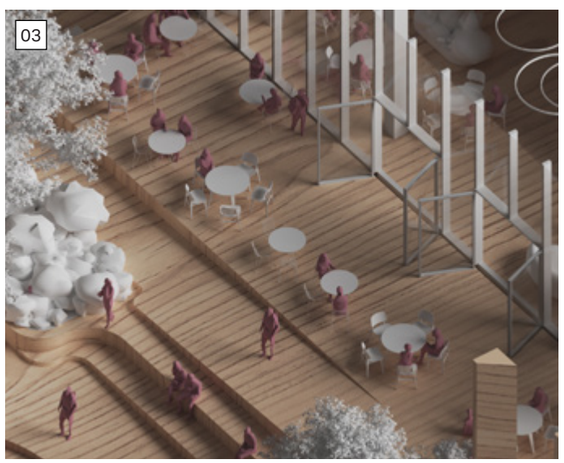


Diagram - Extending interior space

Technical Description

01 1:21 Slope with a total rise of 3.2m from Regent's Place Plaza to Level 01 of the Podium

02 1:21 Slope with a total rise of 0.5m from the Euston Road Street Side Pavement to the centre of Regent's Place Plaza

03 1.8m x 1.8m landing every 523.81 mm rise of slope. Landings are flat (each 523.81mm rise is 11m in length)

04 One resting spot, in the middle of the rise, splitting the slope in two sections

05 Stairs connect Regent's Place Plaza directly with the Interior Space on Level 01 of the Podium

06 Additional Stairs connect the slope with its adjacencies, creating a diversity of paths

07 355m² integrated greenery

08 95m of stepped public seating

09 112m² of External Terrace Space on Level 01

10 Landscaped Steps connecting Level 01 with Level 02

11 DDA compliant Lift to access Level 01 and 02

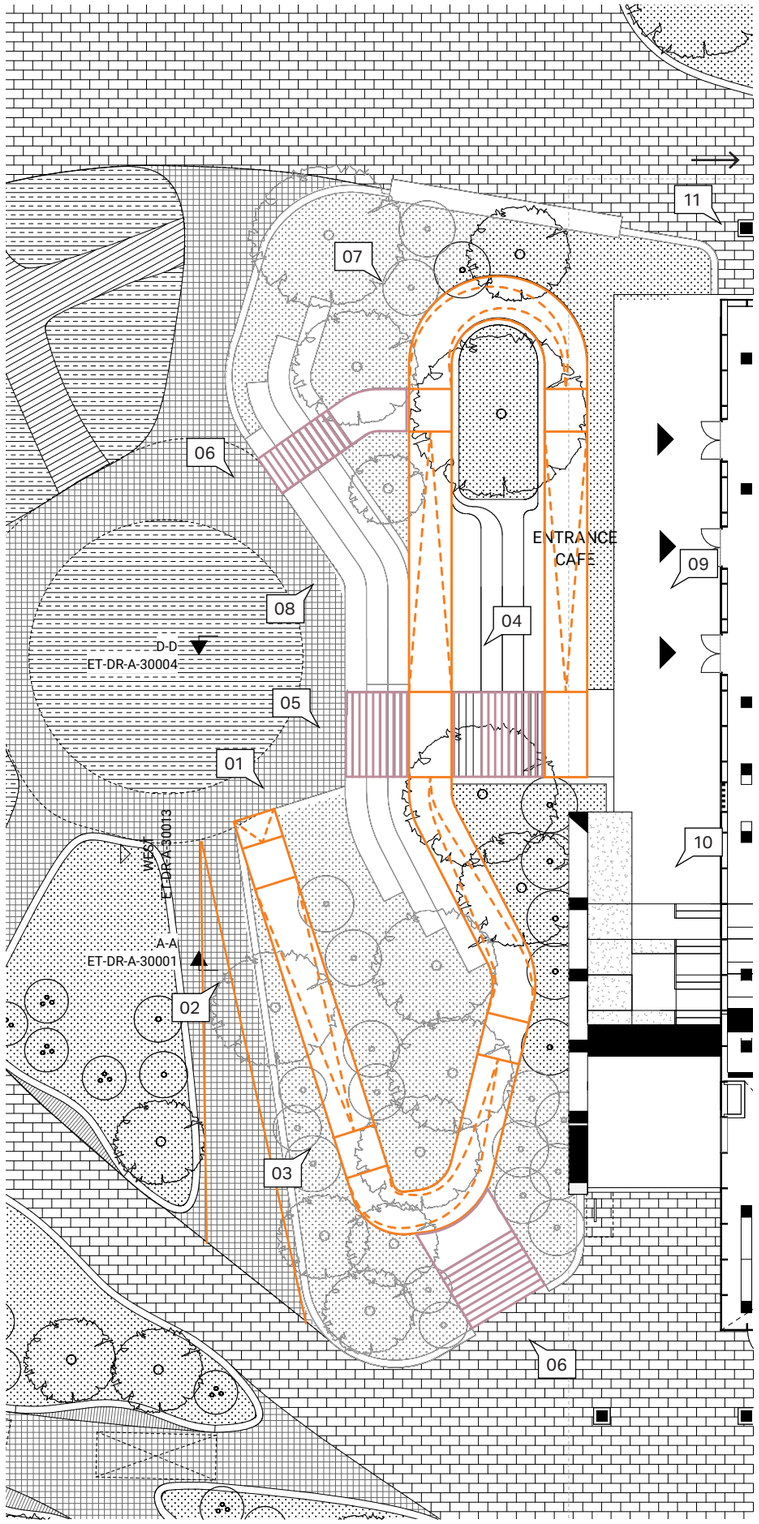


Diagram - Technical plan of terraced landscaping

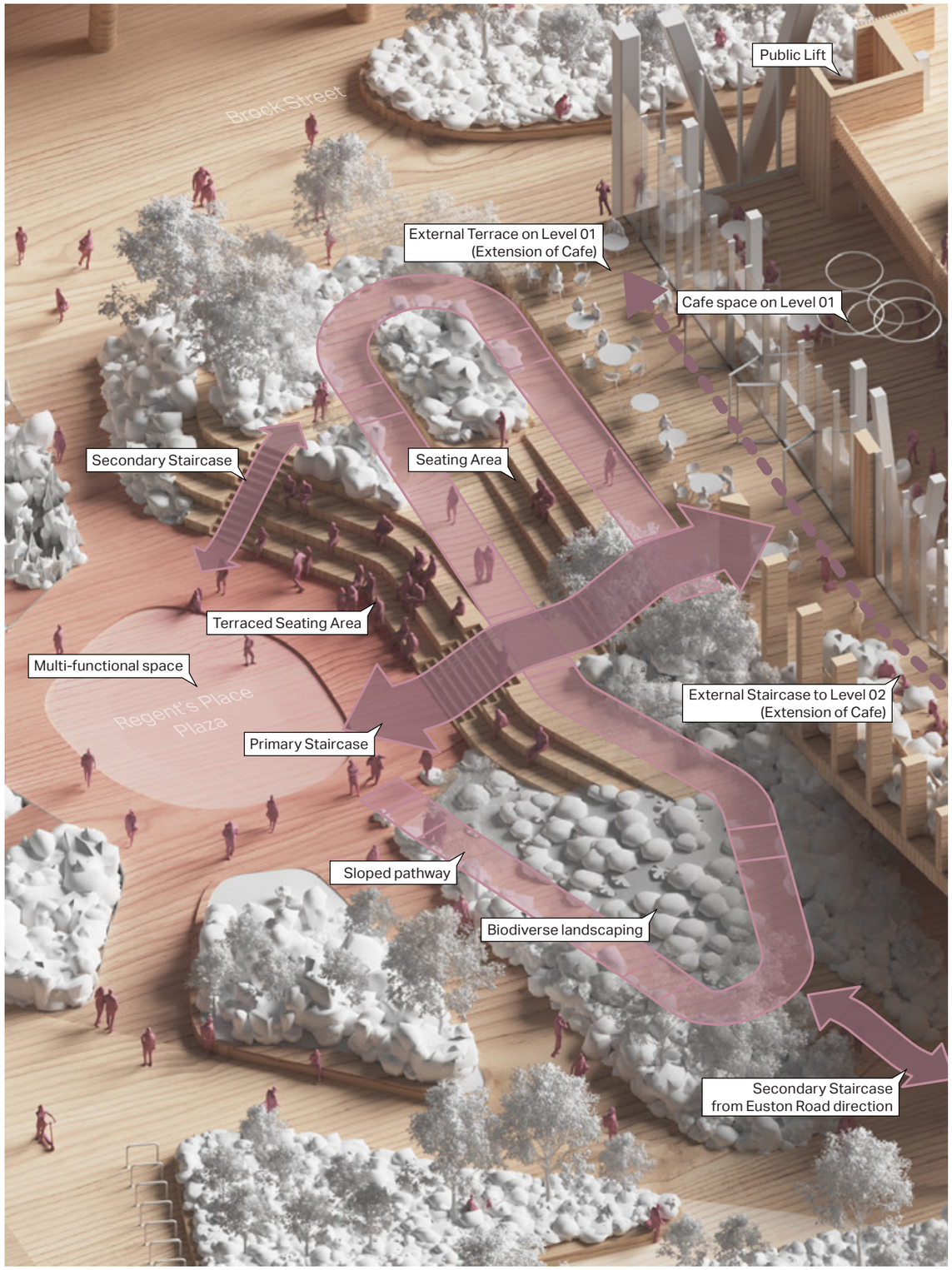


Diagram - Key Features of the Terraced Landscape Element



Illustrative View - Proposed Regent's Place Plaza



Illustrative View - Connected pathways through public realm spaces



Illustrative View - Terraced landscape incorporates stair and low-slope ramp to approach podium levels



Illustrative View - Cafe at top of terrace landscape connected to wide external terrace

9.5 Euston Road

The landscape along Euston Road has been designed to accommodate a wide range of users while responding to a number of critical conditions. The area hosts two of the buildings main entrances as well as the ramped entrance to the cycle store in the basement. Eastbound cycle lanes and a bus stop border the site along Euston Road.

Following feedback from TfL, a 4.5m clear width has been introduced as a shared pedestrian and cycle lane, connecting from the south-east corner and running north towards Triton Street. The east-west footway was maintained and the narrow condition around the bus stop to the west was improved.

Large landscaped mounds have been strategically placed to increase planting and seating opportunities without hindering access to the public realm. Steep edges have been created along the southern edge to conceal basement utilities and double as hazardous vehicle mitigation. Internal edges with reduced grades allow for stepped access to landscape features or seating away from the busy Euston Road.

The staggered arrangement of the mounds create a uniform wall of vegetation, effectively shielding the central plaza from the noise, pollution, and windy conditions to the south.

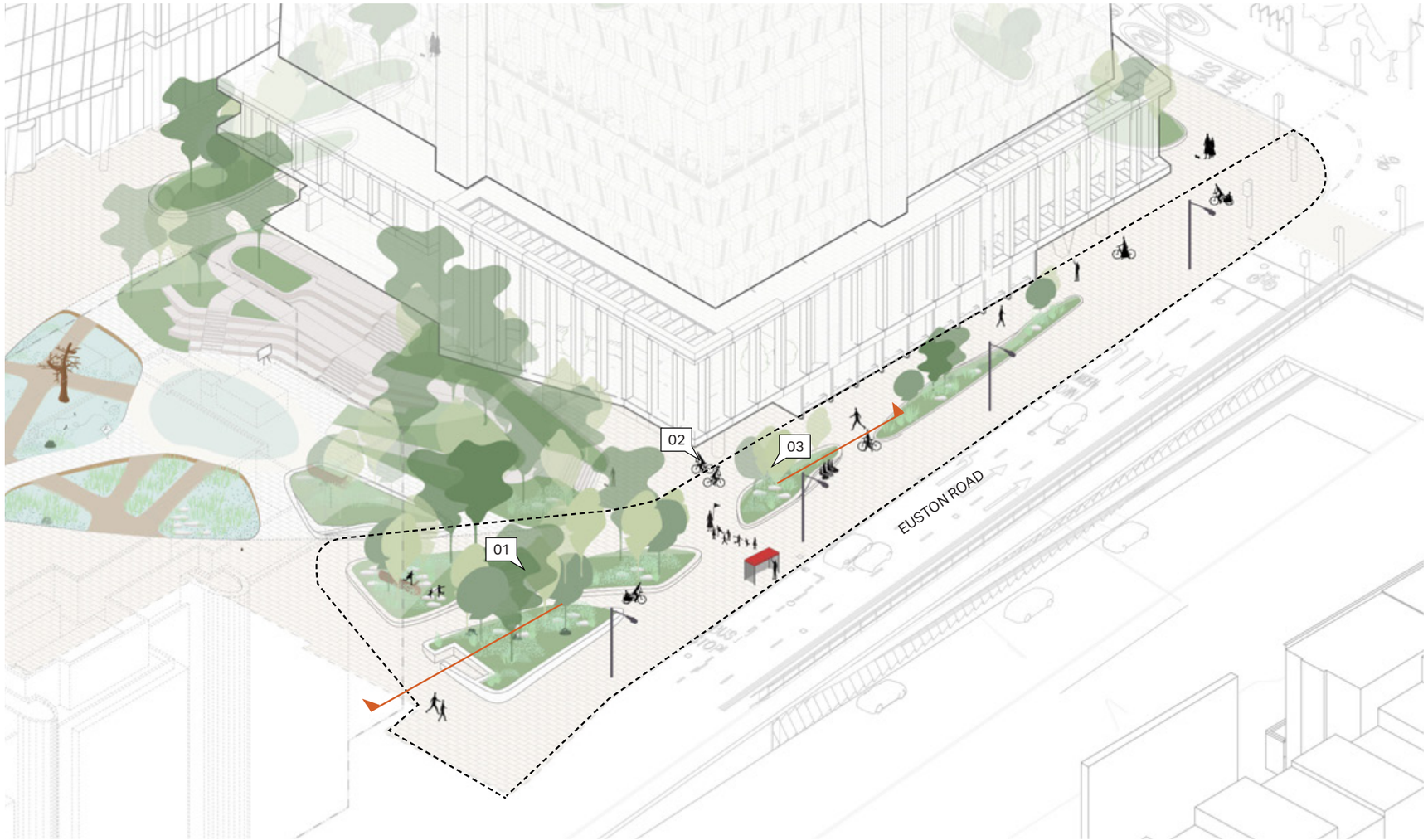


Diagram - Euston Road public realm zone



Drawing - Concept section through landscaping along Euston Road

01 Wild play

02 Cycle ramp entrance to End of Trip facilities

03 Woodland mounds

Landscape References & Views



Drawing - Site plan showing Euston Road area









Photographs - Reference images for interaction with public realm



Illustrative View - Proposed public realm along Euston Road adjacent to southeast entrance



Illustrative View - Public realm along Euston Road in front of southwest entrance

9.6 Hampstead Road

This area is located along the eastern edge of the site and is one of the major pedestrian footways for Regent's Place. A minimum clear width of 6m would be maintained to accommodate existing and anticipated pedestrian movements.

Landscape mounds have been placed to respond to micro-climatic conditions and work to buffer pedestrians from the adjacent traffic. The mounds are fragmented to provide breaks for entrances along the eastern facade, with emphasis around framing the public uses to the north.

Generous setbacks around the anticipated TfL bus shelter were included along with planter edge seating in order to provide safe and comfortable spaces for commuters.

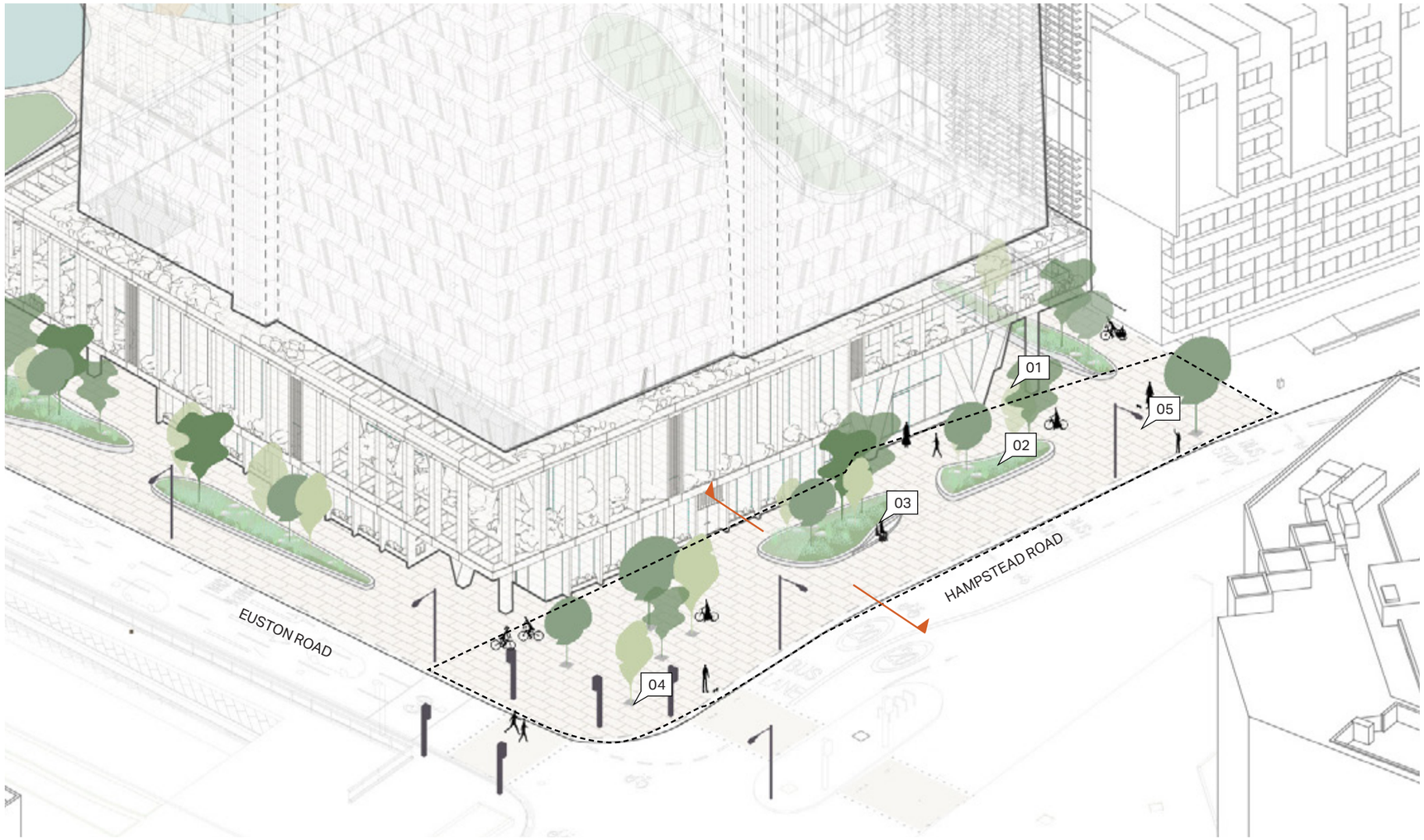
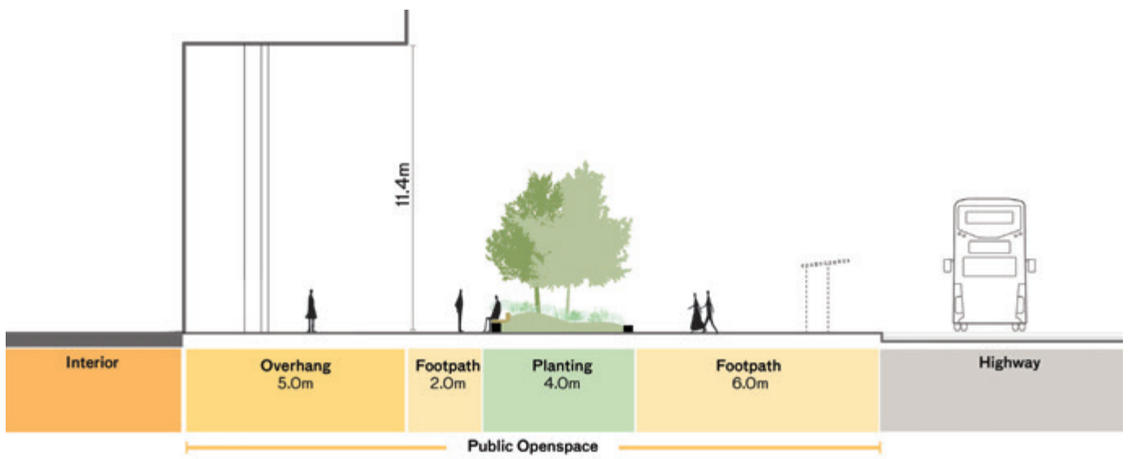


Diagram - Hampstead Road public realm zone



Drawing - Concept section through Hampstead Road

01 Neighbourhood Innovation Lab entrance

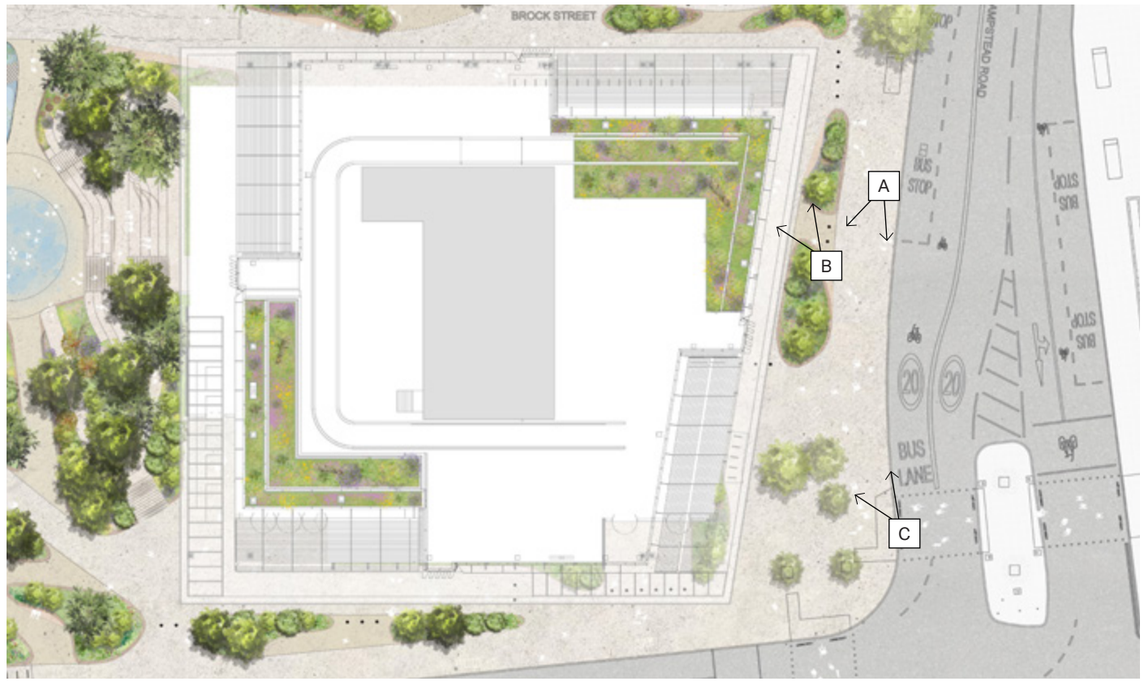
02 Street planting

03 Bench seating

04 Connection to main intersection

05 Anticipated TfL bus shelter

Landscape References & Views



Drawing - Site plan showing Hampstead Road area



Illustrative View - Proposed public realm along Hampstead Road looking south



Illustrative View - Proposed public realm along Hampstead Road in front of north-east entrance



Illustrative View - Proposed public realm along Hampstead Road looking north

9.7 Brock Street

Brock Street is envisioned as a gateway to Regent's Place Plaza, with landscape mounds acting as bookends to the street.

Careful consideration is made to accommodate the anticipated increase of pedestrian connections along Brock Street whilst also improving its landscape character.

The increased setback of the tower provides important space, allowing for the implementation of valuable greening opportunities. The grassland and woodland planting palettes respond to the desire for brighter colours and seasonal interest for both the public and residents along the street. The mounds increase in size and scale as they move towards the plaza to draw interest to the public space within.

Two mounds at the western end of Brock Street act as a safety measure during gas deliveries, required in connection with Labs use. Trucks are able to be parked between the facade and southern mound, with pedestrian flow being directed north.

Seating opportunities are incorporated away from the entrance to 20 Brock Street in order to increase privacy for the residential entrance.

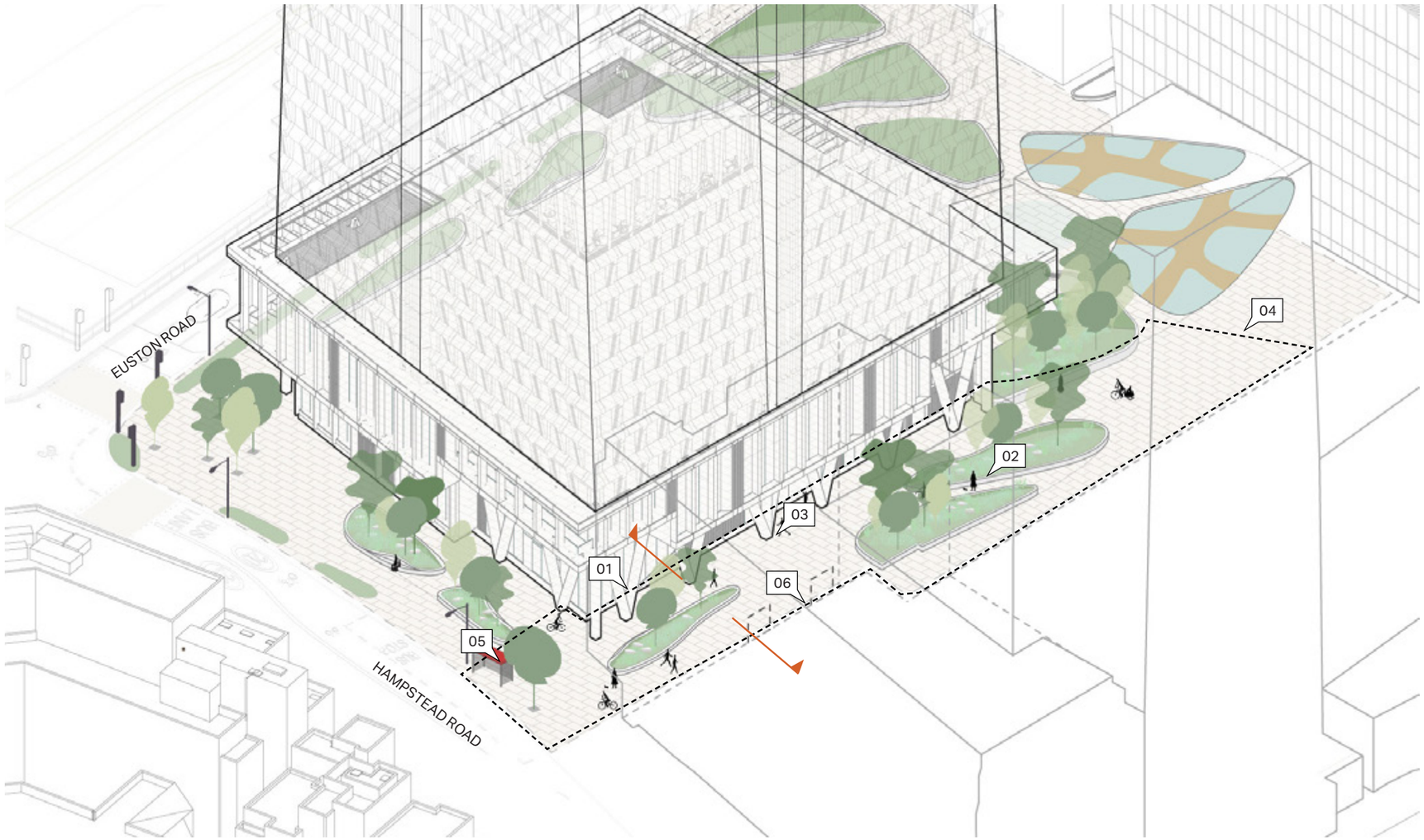


Diagram - Brock Street public realm zone

01 Neighbourhood Innovation Lab entrance

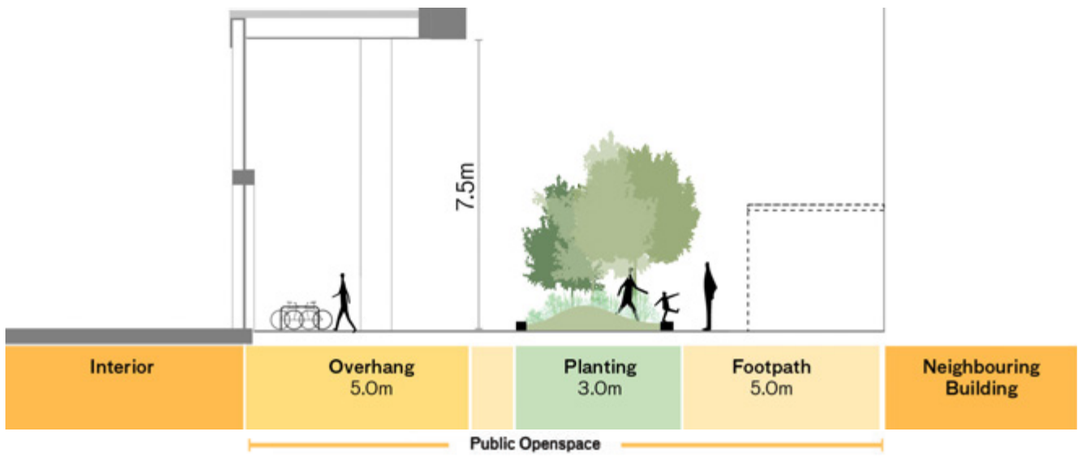
02 Permanent benched seating

03 Outdoor cycle parking

04 Access to Regent's Place Plaza

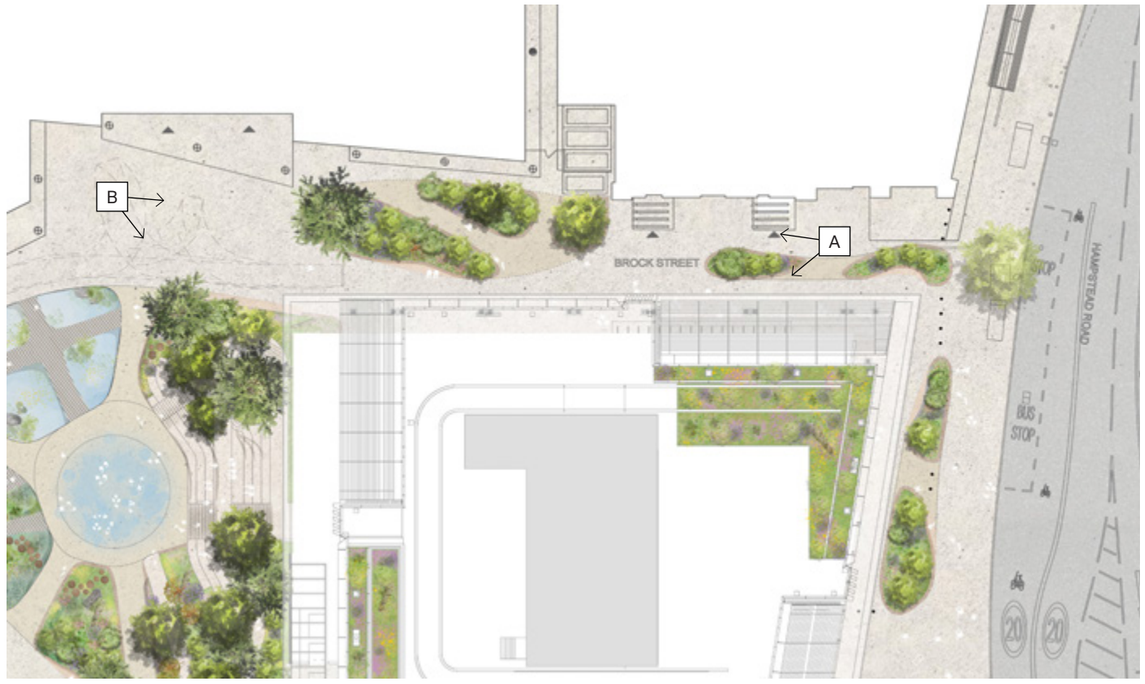
05 Anticipated TfL bus shelter

06 Access to 20 Triton Street (Residential)



Drawing - Concept section through Brock Street

Landscape References & Views



Drawing - Site plan showing Brock Street area









Photographs - Reference images for interaction with public realm



Illustrative View - Proposed public realm at Brock Street looking west



Illustrative View - Brock Street looking east

9.8 Urban Greening

Greening on site is constrained by a number of factors including high basement slab, weight loading, vehicular and pedestrian access, and TfL boundaries that restrict planting along the east and southern edges. To combat these challenges, the planting scheme has been developed to maximize the quantity and quality of greening on site. Where permeable paving is not possible, storm water is directed to open wetlands or absorbed within the planting beds and blue roof.

The features are described below to outline compliance with their designated surface cover type:

Wetland
The semi-natural wetland feature will include submerged, emergent, and floating aquatic plants and will therefore not be chlorinated.

Semi-natural Vegetation
All beds indicated on site are designed to imitate one of four priority habitats noted in the London Environment Strategy. Woodland plantings have a mix of structures including tree planting, shrub planting, and dense understorey planting. Grasslands will not be frequently cut.

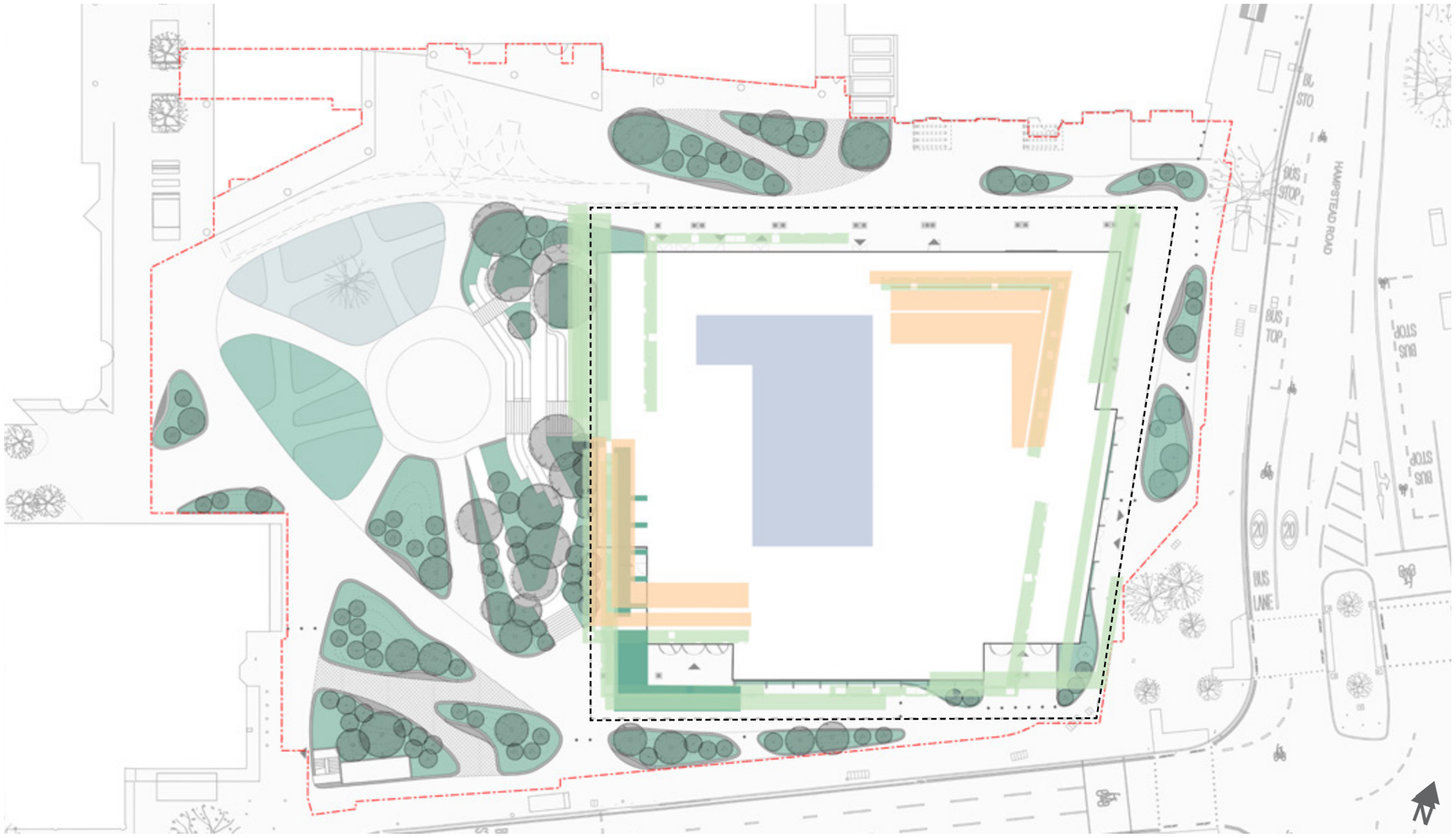
Trees in Connected Pits
All trees on site will be in connected pits to ensure successive growth.

Intensive Greenroof
Terraces above Level 03 will include soil depths over 150mm.

Extensive Greenroof
The biodiverse roof will have varied soil depths between 80-150mm.

Blue Roof
A blue roof will be installed beneath all planting elements and on the roof top where planting cannot be accommodated. Water harvested from the roof level blue roof will be used within the tower, while water from ground level planters will be collected and filtered through the wetland.

Furthermore, the planting scheme has been designed to provide synergies between urban greening and local policy requirements, of which further information can be found in the Public Realm and Landscape Design Statement prepared by DSDHA. An overview of the current urban greening proposal and factor can be found on this page.



- Wetland
- Semi-natural vegetation
- Trees in connected pits
- Intensive Green Roof
- Extensive Green Roof
- Blue Roof

Surface Cover Type	Factor	Area (m²)	Contribution
Semi natural vegetation	1.0	1384	1384
Wetland or open water	1.0	249	249
Intensive green roof	0.8	667	533.6
Standard trees in connective tree pits	0.8	776	620
Extensive green roof	0.7	348	244
Permeable paving	0.1	381	38.1
Total contribution			3069
Total site footprint			7936
Urban greening factor			0.386
Tolerance for detailed design			0.348

Target Factor = Minimum 0.3

Diagram - Urban Greening Factor map of proposed greening by DSDHA

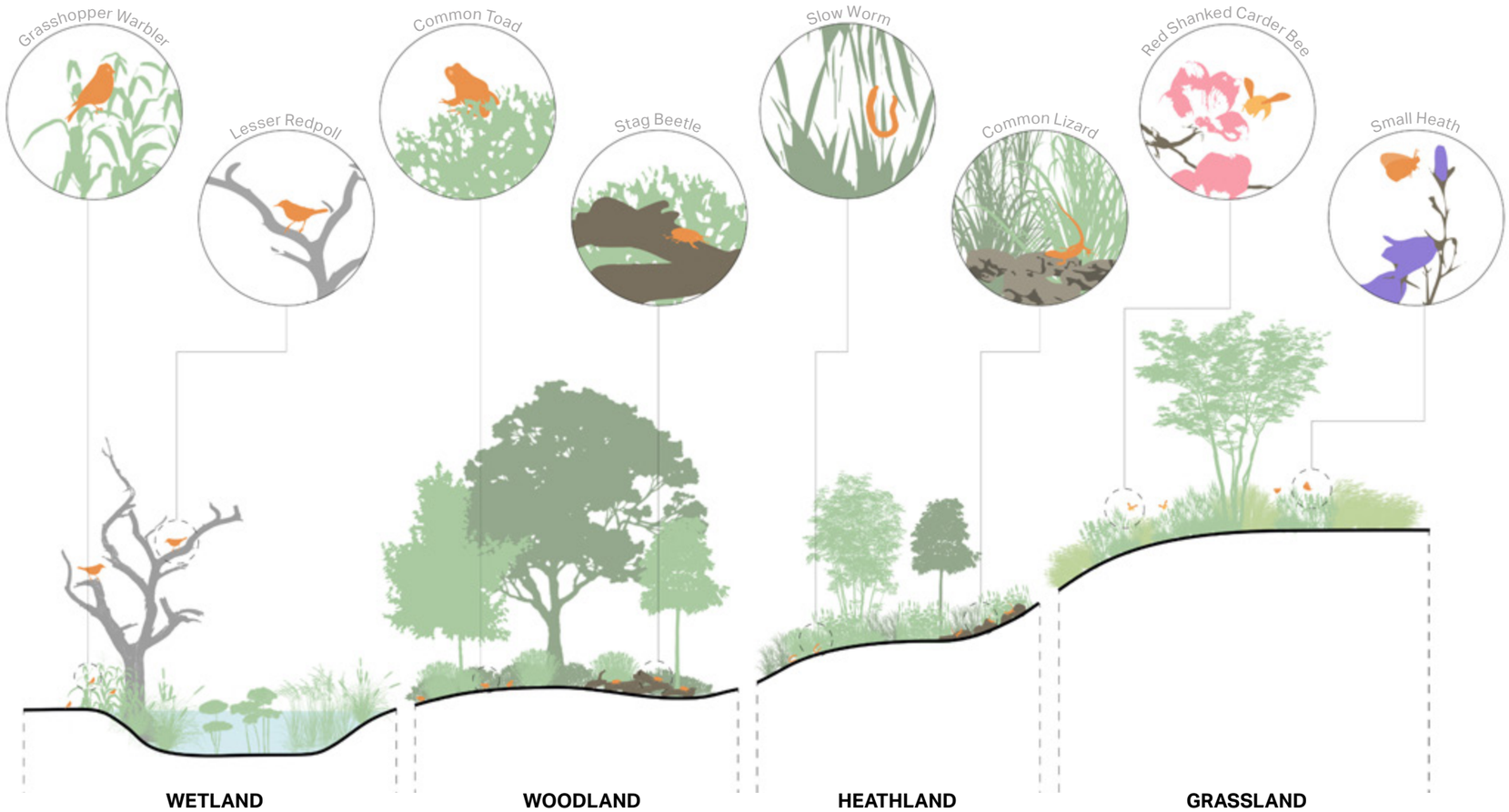
9.9 Ecological Design

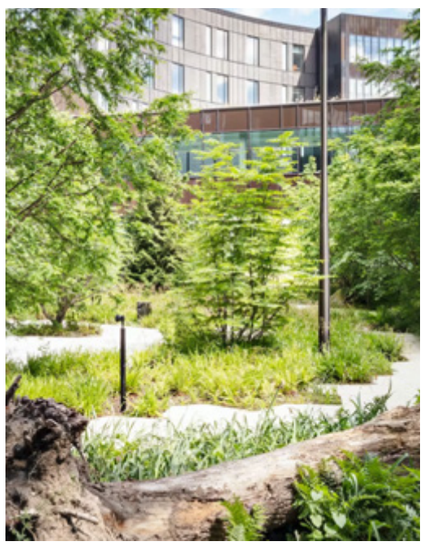
Parallel to the concept of Hampstead Heath is the introduction of meaningful and lasting biodiversity on site. The inclusion of four unique habitats increases the variety of nesting and forage sites for local species and strengthens the overall resilience of the system in the face of climate change. The strategic design of landscape mounds, coupled with the use of planting on the podium steps, is focused on generating soil volumes capable of supporting tree groupings. The concept is to develop a significant tree canopy to safeguard the system from future development and establish an urban forest within the site.

The concept addresses a number of objectives outlined in the Camden Biodiversity Strategy (Creating Space for Nature in Camden) which are outlined below:

Designated Sites:
The scheme provides a valuable addition to the network of Camden's greenspaces and helps support local designated sites by providing an additional habitat connection. This is particularly significant for the wetland species where existing connections are sparse.
Habitats:
The scheme looks to increase four priority habitat areas: grassland, heathland, woodland, and wetland (reed bed).
Species:
The diverse habitats present in the scheme provide increased foraging and nesting spaces for a number of key priority species in Camden.
Trees:
Beyond simply increasing canopy cover, a mix of a range of tree maturities is aimed at creating a system of succession to safeguard against future development and bolster habitat resilience.
Planting:
Naturalised planting schemes reduce the need for maintenance and have been selected to suit the specific conditions on site.
Access to Nature:
Programming opportunities have been integrated into the landscape approach including wild play, discovery trails, and areas of interaction with the wetland systems.
Greening the Grey:
The scheme increases vegetative cover over the public realm and introduces planted terraces on four sides of the tower.

Multiple biodiversity enhancements in the form of bat boxes and bird nest boxes will be integrated into, or mounted onto, the built fabric. In addition, invertebrate habitat features will be incorporated into the details of the proposals.








Photographs - Reference images for habitat areas

9.10 Lighting Strategy Summary

Given the scale and location of the proposed development, the lighting strategy will need to be carefully considered. The following strategy has been prepared by Arup.

There are a number of existing commercial buildings surrounded by recently refurbished and regenerated public realm. The lighting to the existing refurbished exterior spaces has been developed to create a vibrant and inviting public space in the hours of darkness.

The night-time strategy for the public realm surrounding Euston Tower and the flagship Regent's Place Plaza will be aligned to wider project aims and will be designed to interface seamlessly with existing lighting, such that the entire site can be read as a cohesive campus in the hours of darkness while retaining a unique character celebrating the features of the new landscape and public realm strategy.

A detailed lighting strategy will be developed in following design stages. The lighting strategy is to be developed by specialist lighting designer or engineer, in accordance with current best practice design guidance.

Further infomation can be found on the following pages as well as in the Euston Tower - Lighting Strategy document prepared by Arup and submitted in support of this application.

Social Sustainability

Social sustainability is a driving factor in the development of the lighting strategy. Lighting across the site will be developed to ensure:

- The night-time environment is welcoming and accessible to all, lighting will facilitate improved access for marginalised community users.
- Lighting will be developed to promote an active and well used public realm which will create a positive perception of safety. Particular attention will be paid to ensuring good quality vertical light levels for facial recognition.
- Key routes are delineated through balanced, sensitive and appropriate use of light, to encourage clear movement and legibility across site in the hours of darkness, avoiding over-lighting, minimising the effects of stark contrast and glare.
- Lighting will be employed to differentiate key elements such as building entrances and cycle parking.
- Lighting typologies and approach will be designedto create an efficient lighting scheme, using the most appropriate approach to suit specific needs of the site. This will minimise equipment and visual clutter, along with operational carbon and ongoing energy costs.
- Equipment selection is informed by the principles of circularity; equipment will be standardised, easily replaceable with materiality selection to minimise embodied carbon. Where possible equipment will be selected to avoid use of virgin materials.
- A future reuse and recycling strategy for lighting equipment will be developed during future design stages to ensure that material value is continued in to second use.

Camden Landmark

Regent's Place is intended as a landmark for Camden and the Knowledge Quarter. As well as providing worldclass commercial and lab enabled workspace, at ground floor Euston Tower will encompass flagship entrances, bars, restaurant and an outdoor cinema. Lighting will reinforce the unique Regent's Place identity:

- Euston Tower's night-time appearance, will be characterised by the internal lit appearance of commercial space, framing the solidity of the façade and revealing the towers form in the hours of darkness. Double height amenity areas will feature accent to soffits, inward facing to minimise spill light.
- Lighting equipment will be selected with an appearance that bears relation to existing refurbished landscape areas to create a visually cohesive campus.
- Lighting colour temperature will be selected to align with existing equipment on site, in the colour range 2700k – 3000k warm white light sources.
- The plaza area will support lighting appropriate for day to day use and include infrastructure provision for additional temporary lighting and power for short term events and pop-ups.
- Amphitheatre style seating will feature integrated lighting at low level to seating and circulation areas reinforcing form in the hours of darkness creating an iconic recognisable design.
- Particular attention will be paid to luminaire selection and line of site around podium area and level changes.
- Where illuminated signage or way-finding is employed, it will be considered holistically with the night-time strategy, light colour and brightness will be aligned to wider lighting considerations.

Meeting the needs of Today and Tomorrow

Lighting will serve the site for many years to come and it is essential that design decisions are given careful consideration to ensure a robust and future proofed installation, that is fit for purpose while minimising any potential negative impact now and in the future.

- Site-wide lighting controls are to be employed across the site, utilising the latest in sensing and monitoring technology to adapt to different requirements and minimise energy use, this may be DALI or Bluetooth enabled.
- In operation lighting equipment will be controlled to adapt to changing conditions, for example reducing illuminance levels overnight and switching off accent illumination post curfew.
- All lighting equipment will be provided by LED light sources, supplied complete with individually addressable dimmable drivers to enable integration to current or future smart control systems delivering adaptability for future use.
- Lighting strategies will be developed to employ direct downward light, utilising precision optics, providing appropriate light levels with equipment mounted at an appropriate height to create a comfortable lit environment. This will minimise unnecessary upward light and glare.
- Where possible the lighting strategy will be developed to minimise impact on biodiversity.

  Note: the ground plane cannot support conditions of intrinsic darkness typically required to support species such as bats and insects, this is a consequence of the central London location, light spill due to Euston tower and other glazed commercial buildings. It is recommended that new biodiversity features requiring intrinsic darkness are located at high level, i.e. roof level.

Tower Lighting

The lighting design for the tower will be influential on the overall architectural expression after dark and this is therefore an important visual element that will be integrated into the architecture in the next stages of the project.

The following design criteria will be important in the design development:

- Highlighting four tower quadrants separately
- Adding emphasis to double-height amenity spaces
- Careful placement of luminaires to minimise light pollution



Illustrative View - External lighting concept for proposal

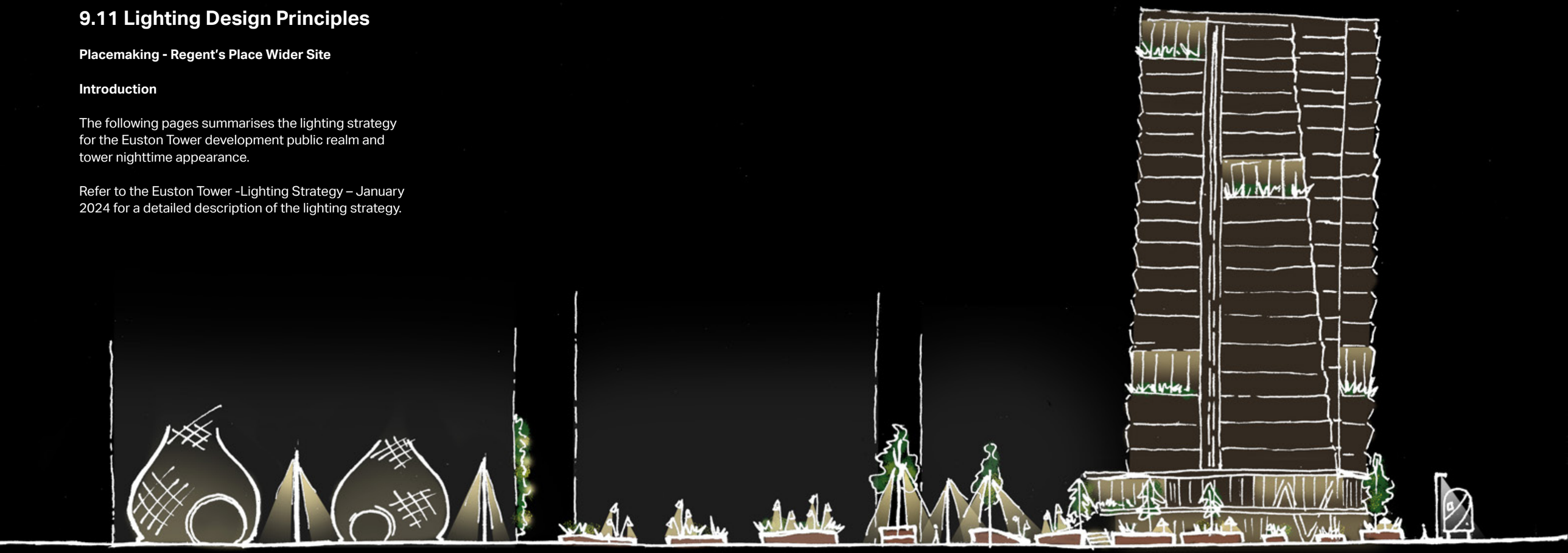
9.11 Lighting Design Principles

Placemaking - Regent's Place Wider Site

Introduction

The following pages summarises the lighting strategy for the Euston Tower development public realm and tower nighttime appearance.

Refer to the Euston Tower -Lighting Strategy – January 2024 for a detailed description of the lighting strategy.



20 TRITON STREET

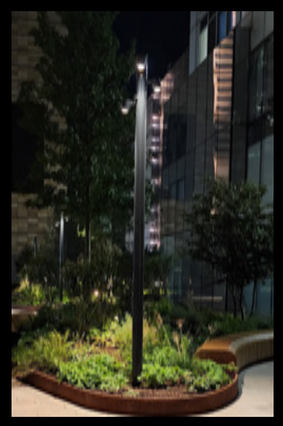
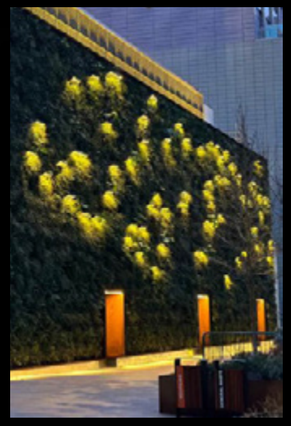
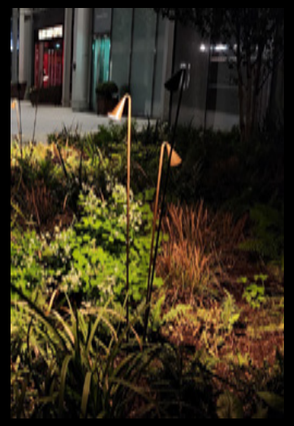
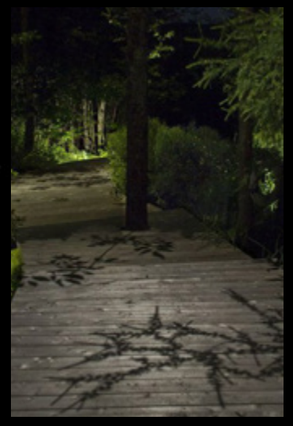
1 TRITON SQUARE

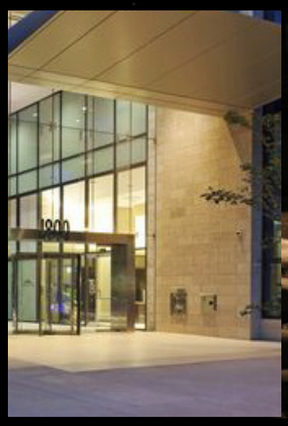
EUSTON TOWER

EXISTING SITE CHARACTER — RELAXED COMMUNITY — ROBUST PUBLIC FACING

EXISTING SITE

NEW DEVELOPMENT




Wayfinding & Legibility

Lighting will reinforce wayfinding and legibility across Regent's Place, different routes and character areas will be defined by equipment typology and appropriate light levels.

Primary routes will be distinctly brighter than secondary routes intended for pedestrians and meandering. The key route intended for shared use with cyclists will feature column mounted lighting.

Secondary and Meandering routes will be characterised by lower illuminance levels, equipment will be low level, and integrated to seating or other street furniture. In seating areas, lighting will create a focus inviting visitors to dwell and activate the space.

Building entrances will be accentuated by dedicated focus lighting to signal their importance.



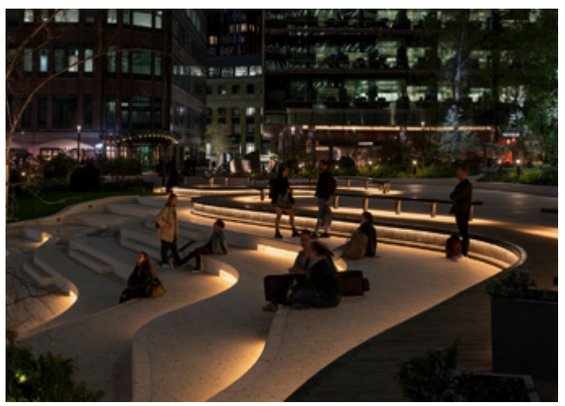
Diagram - Overall site route map



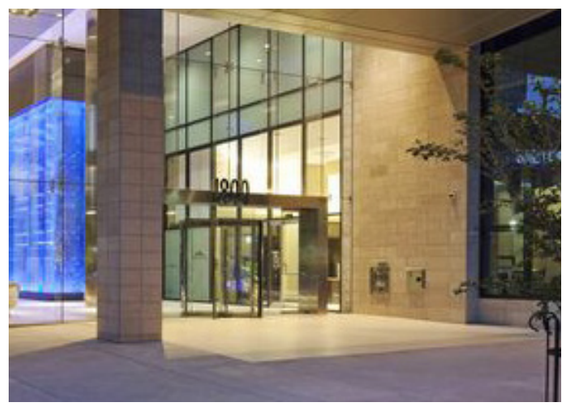
Photograph - Cycle routes lighting reference



Photograph - Pedestrian routes lighting reference



Photograph - Meandering and Leisure routes lighting ref.



Photograph - Main entrances lighting reference

9.12 Lighting Design Strategy

Overall Site Characteristics

Main design characteristics throughout the site include:

A Moonlighting from trees creates visual interest and casts a dappled light effect on planting below

B Pools of light at entrances aids wayfinding into the building and feels welcoming

C Accent illumination beneath seating encourages dwell

D Downward accent lighting to planters minimises upward sky glow and creates pockets of warm glow within the planting

E Column lighting to the shared pedestrian and cycle path increases vertical illumination, enhancing perception of safety and aiding wayfinding

F Low level lighting to wetland paths creates reflections on the surface of the water

G Multi-spots to columns can be used for events or performances to create increased lighting to central area or decorative projection.



Diagram - Indicative site wide lighting strategy

Entrances

Lighting Layers:

1. Light effuses from the facade, casting incidental lighting on surrounding planting and providing comfortable ambient light. As the facade is permeable, the inner workings of the building appear welcoming and accessible.

2. Entrances to the building are marked by pools of light at the threshold, increasing wayfinding into the building.

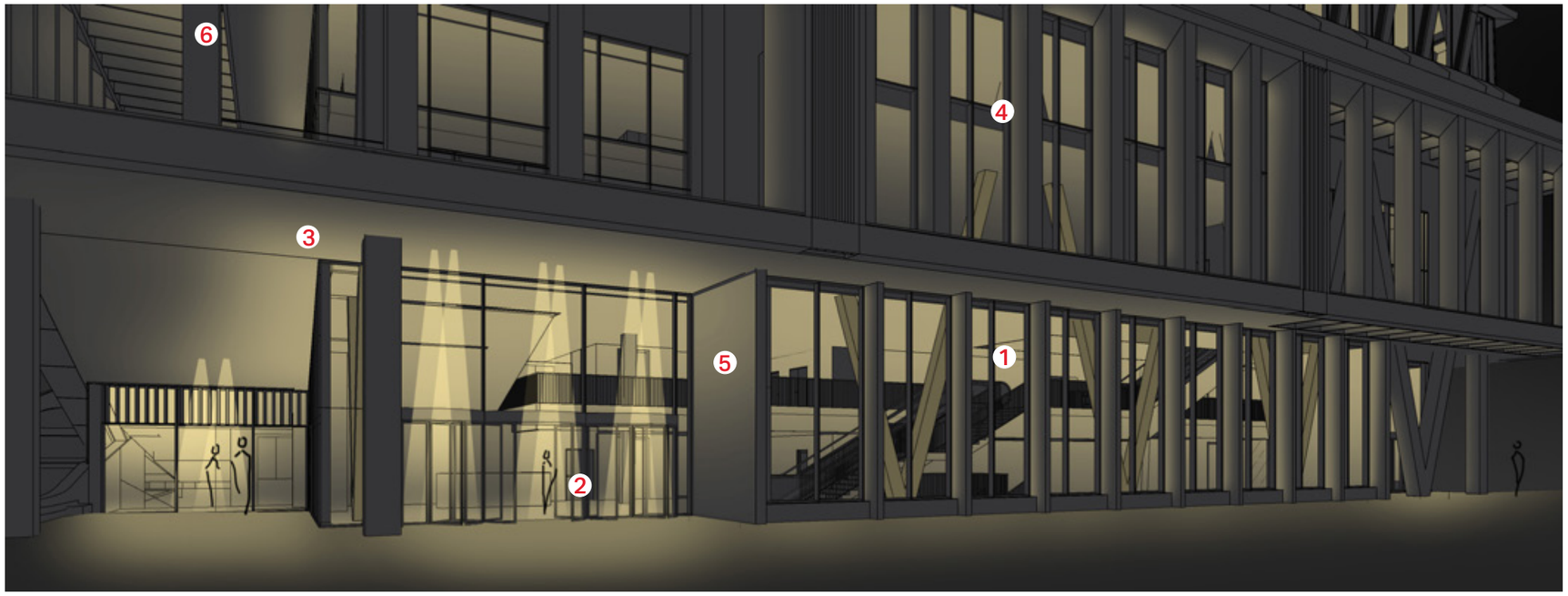
3. Uplighting to the canopy lifts the perceived brightness of the space while creating a consistent lit surface treatment around the building.

4. Interior illumination on the upper levels of the building lightly accent the adjacent exterior structure, defining the buildings night-time appearance by enhancing the rhythm of the facade.

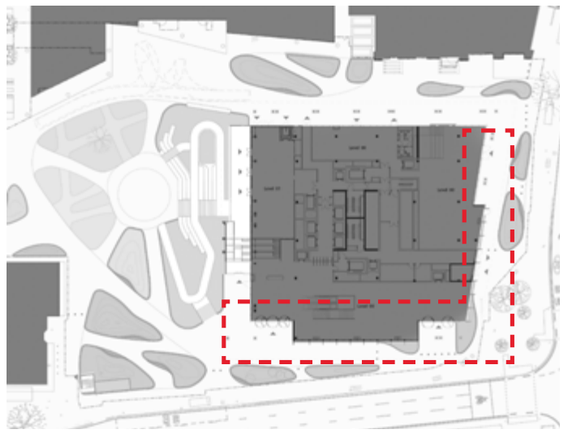
5. Walls adjacent to entrances will be lit externally to emphasise signage

6. Fins will be accented to continue the lit surface at the upper level. Accenting these elements raises perceived visual brightness of the area and showcases another element of the facade's rhythm.

7. Downward accent light to landscape elements create playful pockets of light. This treatment continues the precedent approach from Regent's Place, creating visual cohesion across the wider site.



Illustrative View - Euston Road | Lighting Study Perspective


Key Plan



Illustrative View - Euston Road | Lighting Study Perspective

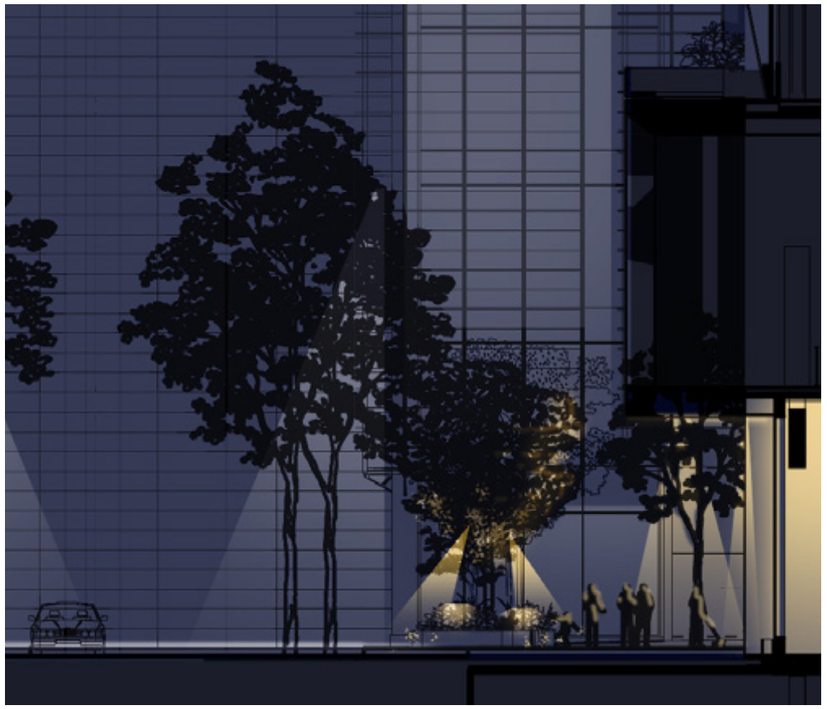


Diagram - Euston Road | Lighting Study Section

Brock Street

Lighting Layers:

1. Light effuses from the facade, casting incidental lighting on surrounding planting and providing comfortable ambient light. As the facade is permeable, the inner workings of the building appear welcoming and accessible.

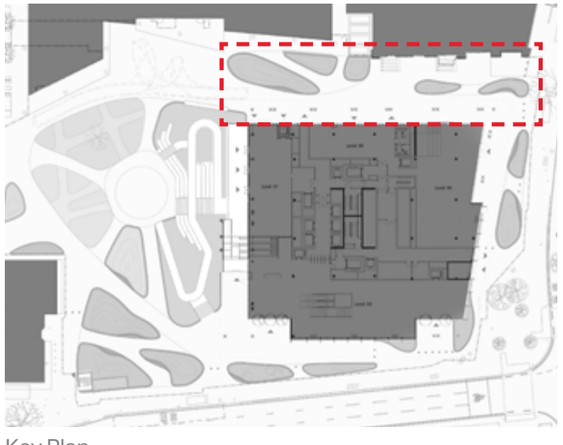
2. Entrances to the building are marked by pools of light at the threshold, increasing wayfinding into the building.

3. Uplighting to the canopy lifts the perceived brightness of the space while creating a consistent lit surface treatment around the building.

4. Downward accent light to landscape elements create playful pockets of light. This treatment continues the precedent approach from Regent's Place, creating visual cohesion across the wider site.



Illustrative View - Brock Street | Lighting Study Perspective



Key Plan

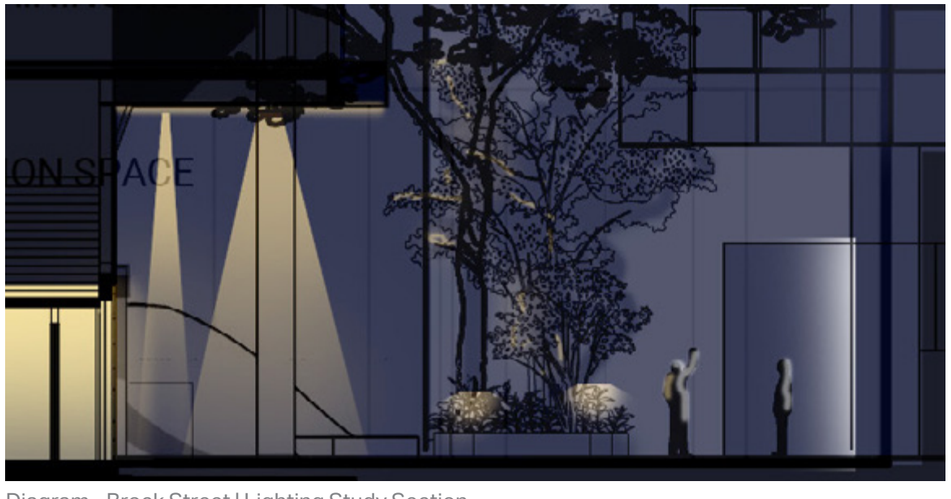


Diagram - Brock Street | Lighting Study Section

Planting Areas

The planting areas adjacent to Euston Road will feature a consistent design language carried across from other areas recently redeveloped in the wider site. Where possible and appropriate, lighting equipment to Euston Tower landscape areas will use the same family of fixtures as used across the wider site, to ensure visual continuity throughout.

Lighting Layers:

1. Downward accent light to landscape elements create playful pockets of light. This treatment continues the precedent approach from Regent's Place, creating visual cohesion across the wider site.

2. Moonlighting from trees creates visual interest and casts a dappled light effect on planting below, this feature is also used adjacent to 1 Triton.

3. Column-mounted lighting illuminates the proposed bike path and main thoroughfare of the site. Columns will maintain a pedestrian scale, lending a comfortable atmosphere, yet still providing essential vertical illumination for safe wayfinding through the site for both cyclists and pedestrians.

4. Individual, soft point sources at the bench underside create a welcome seating environment, and harken to the soft pockets of accent light in the landscaping.

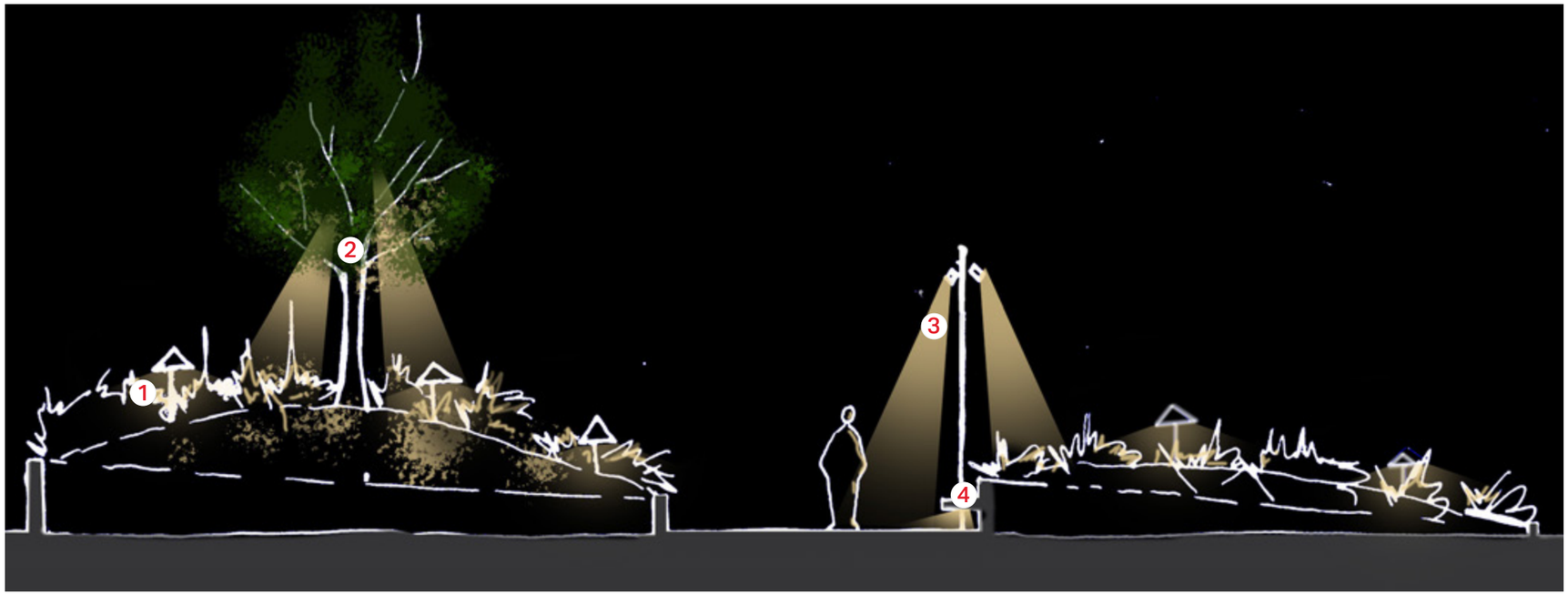


Diagram - Section A: Shared Cycle route | Lighting Study

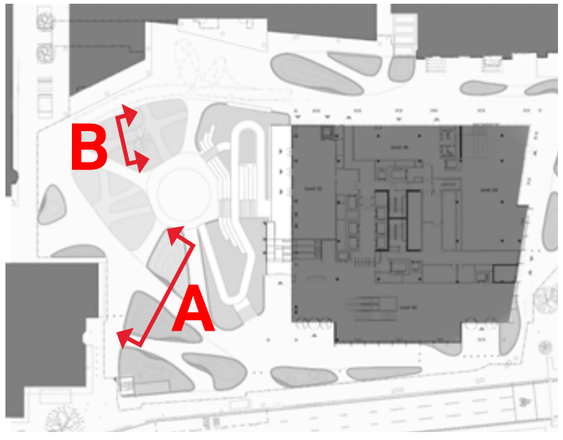
The North-most wetland area is expected to maintain water at all times while the south-most wetland area is expected to flood occasionally, water draining away within 24 hours. Direct light to these areas is intentionally avoided, to encourage reflections on the water's surface.

Lighting Layers:

5. Low level path lighting lends a subtle effect to the areas, allowing a small amount of incidental light to be cast on nearby planting.

6. Nearby lighting and surrounding building lighting will reflect in the water.

7. Downlight accenting at the habitat tree draws vertical visual interest and will reflect back into the pool below.



Key Plan

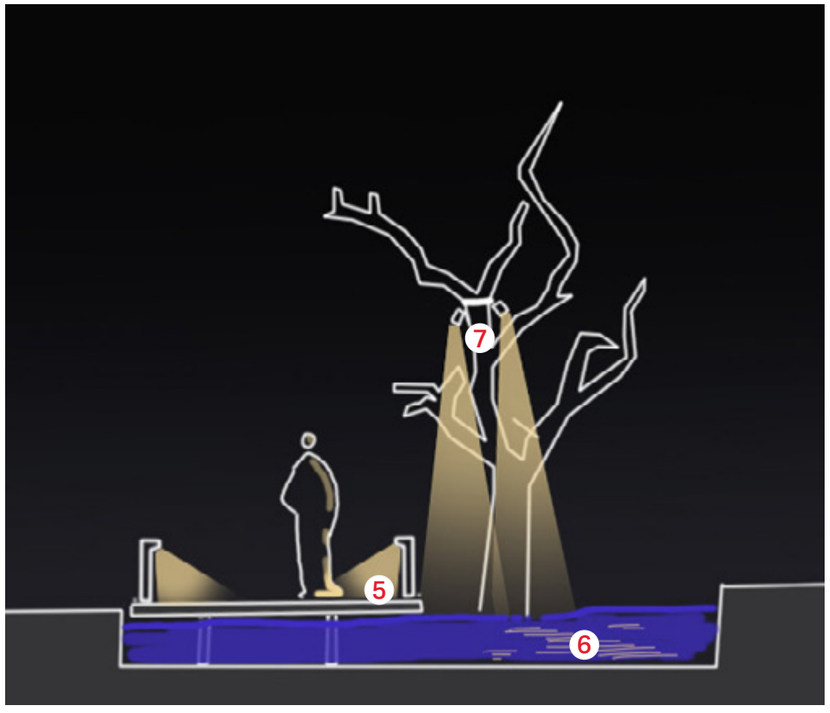


Diagram - Section B: Wetland | Lighting Study

Podium and Central Site

Lighting Layers:

1. Light effuses from the facade, casting incidental lighting on surrounding planting and providing comfortable ambient light. As the facade is permeable, the inner workings of the building appear welcoming and accessible

2. Entrances to the building are marked by pools of light at the threshold, increasing wayfinding into the building.

3. Uplighting to the canopy lifts the perceived brightness of the space while creating a consistent lit surface treatment around the building

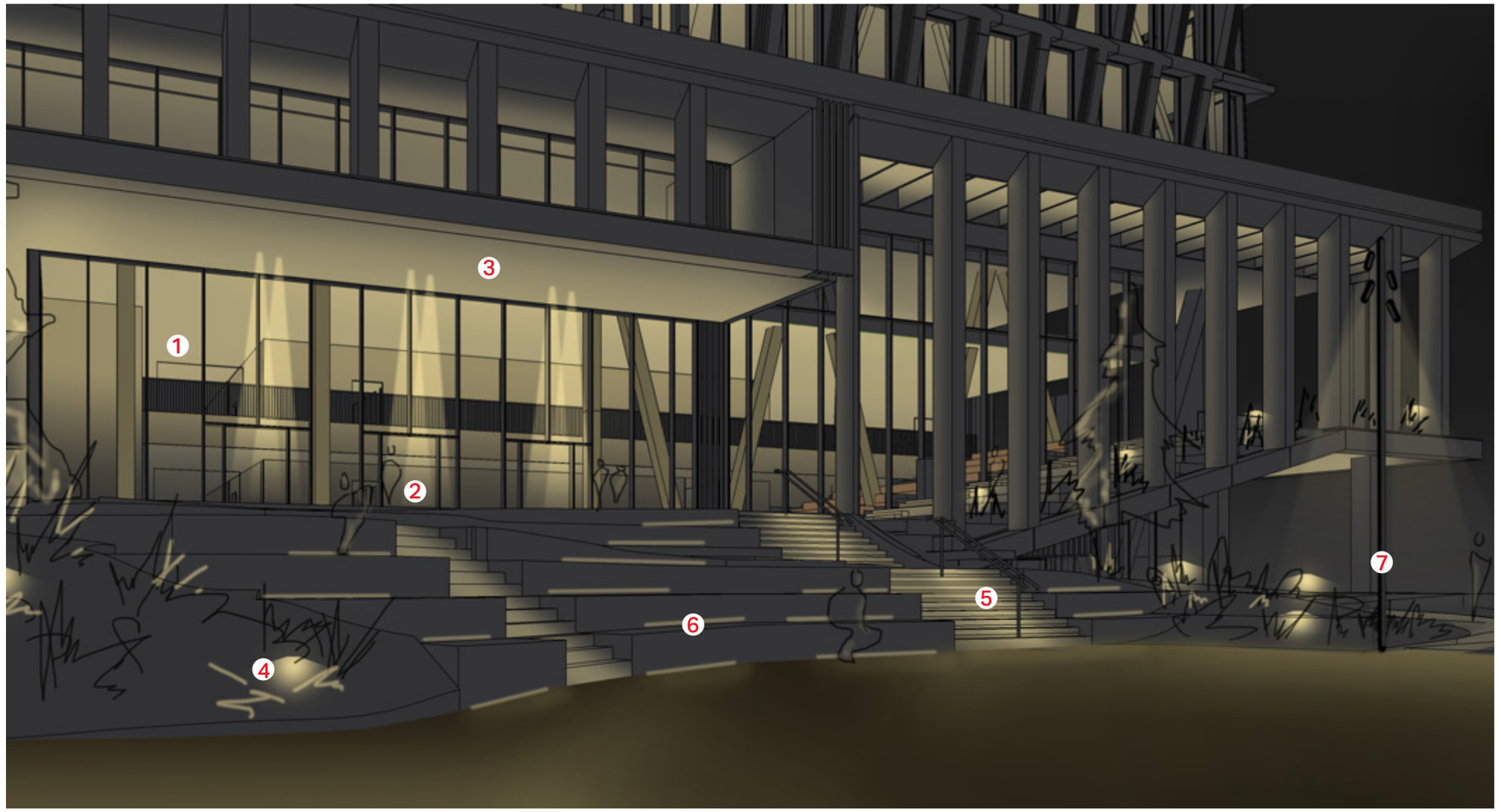
4. Downward accent light to landscape elements create playful pockets of light. This treatment continues the precedent approach from Regent's Place, creating visual cohesion across the wider site.

5. Lighting integrated to the handrail provides direct illumination to stairs

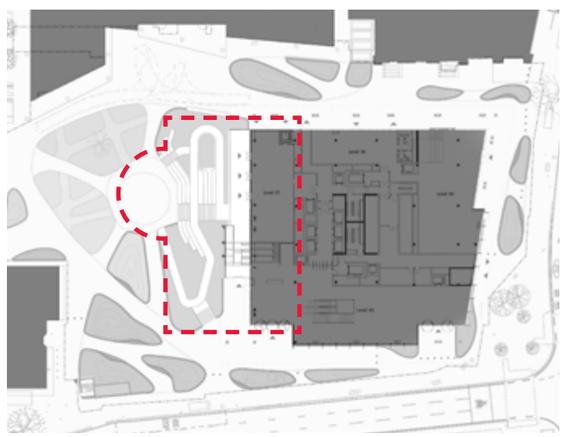
6. The seating area will feature integrated bench lighting, in intermittent locations, inviting people to dwell.

7. Dedicated column lighting (8m) to the central area provides illumination for flexible programming and creates the opportunity for additional lighting that can help create community activation

8. There is to be a provision of a power supply to the Regent's Place Plaza for flexible programming such as markets and outdoor cinema.



Illustrative View - Podium Seating | Lighting Study Perspective



Key Plan

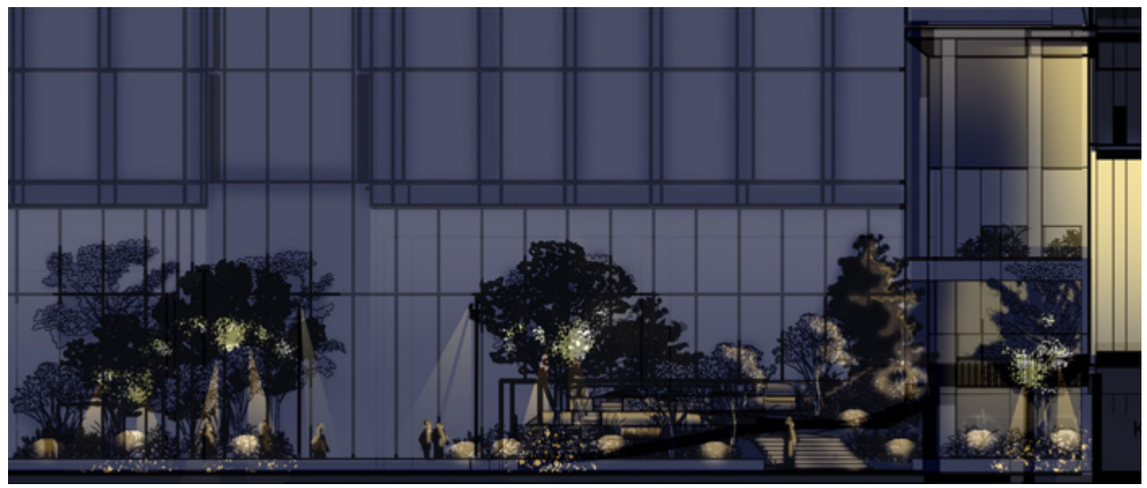


Diagram - Regent's Place Plaza and Podium | Lighting Study Section

Tower Characteristics

Euston Tower's night time appearance will be characterised by it's interior lighting, terrace lighting and landscape strategy.

The form of the building will be revealed by the interior lighting shining on to the window reveals, creating a sense of form and rhythm that varies upon viewing angle. In contrast, uplighting to terrace soffits, will be continuous delineating their form.

Soffit uplighting is also employed at the podium level creating a welcoming entrance and visual interest from a distance in the hours of darkness.

It is expected that in the hours of darkness, outside of operating hours, lighting equipment to commercial spaces will be programmed to switch off when offices are unoccupied. As such internal lighting will create an occasional, unpredictable pattern in the lit effect.

The upper floors housing plant equipment are not intended to be illuminated in the hours of darkness.



Diagram - Terrace | Lighting Study Section







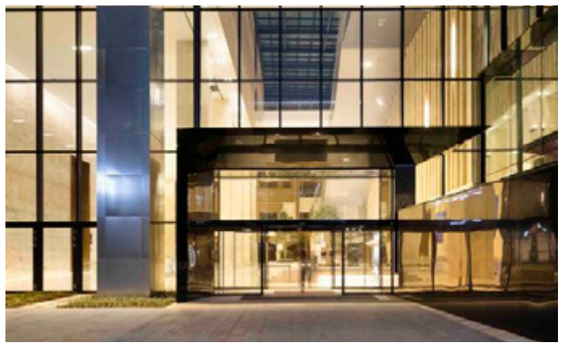


Photo - Ref. | Soffit lighting, spill light, illuminated interior



Illustrative View - Euston Tower | Lighting Study Perspective

10.0
TECHNICAL SUMMARY

Illustrative View - view along Brock Street - teal overlay

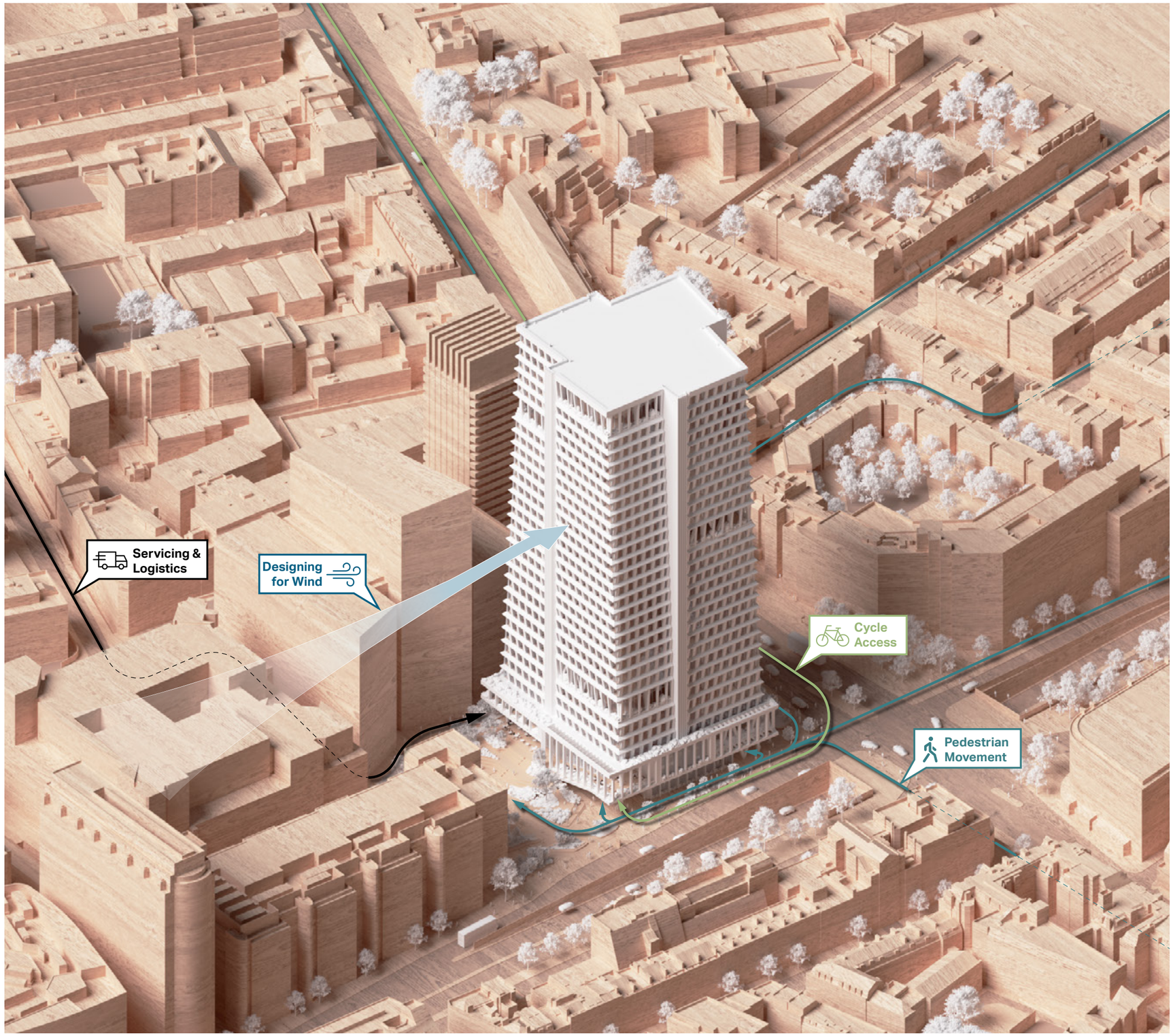


Diagram - Technical items integrated into the design considerations

10.0 Technical Summary

This section of the report outlines the various technical aspects that have informed the design of the proposals for Euston Tower.

10.1 Designing for Wind

Consultation on the wind micro-climate has been undertaken throughout the design process. Both wind tunnel tests and computational fluid dynamics (CFD) assessments have been carried out to evolve the design, and iteratively develop wind mitigation through massing adjustments and landscaping measures. This section assesses the effects of the Proposed Development on the Site and if the resulting changes in wind speeds would be suitable, in regard to comfort and safety, for the intended usage of sensitive locations in and around the Site.

In the early stages of design, high-level guidance and design reviews helped inform the building shape and the layout of ground-level areas. Latterly, various massing configurations were tested both in the wind tunnel and in CFD to assess the impact of tower shape on ground-level conditions.

The results confirmed early input advice and were used to aid further design conversations with the design team.

Key wind mitigation measures include:

- Pockets/Setbacks at Ground Level
- Terrace Facade Articulation & External Structure
- Trees
- Landscaping Mounds & Greening
- 1no. Public Realm Wayfinding Totem

As a result of the wind test and the design development wind mitigation fins have been embedded within the podium design to reduce and disperse downdraft speed together with integrated and intensive landscape measures within the public realm. Output from the wind assessment, with specific mitigation measures included, demonstrate that the proposed building does not result in any adverse impacts to the surrounding public realm.

More detail on the wind analysis undertaken and the results of the assessment are provided within the Environmental Statement submitted with the planning application.

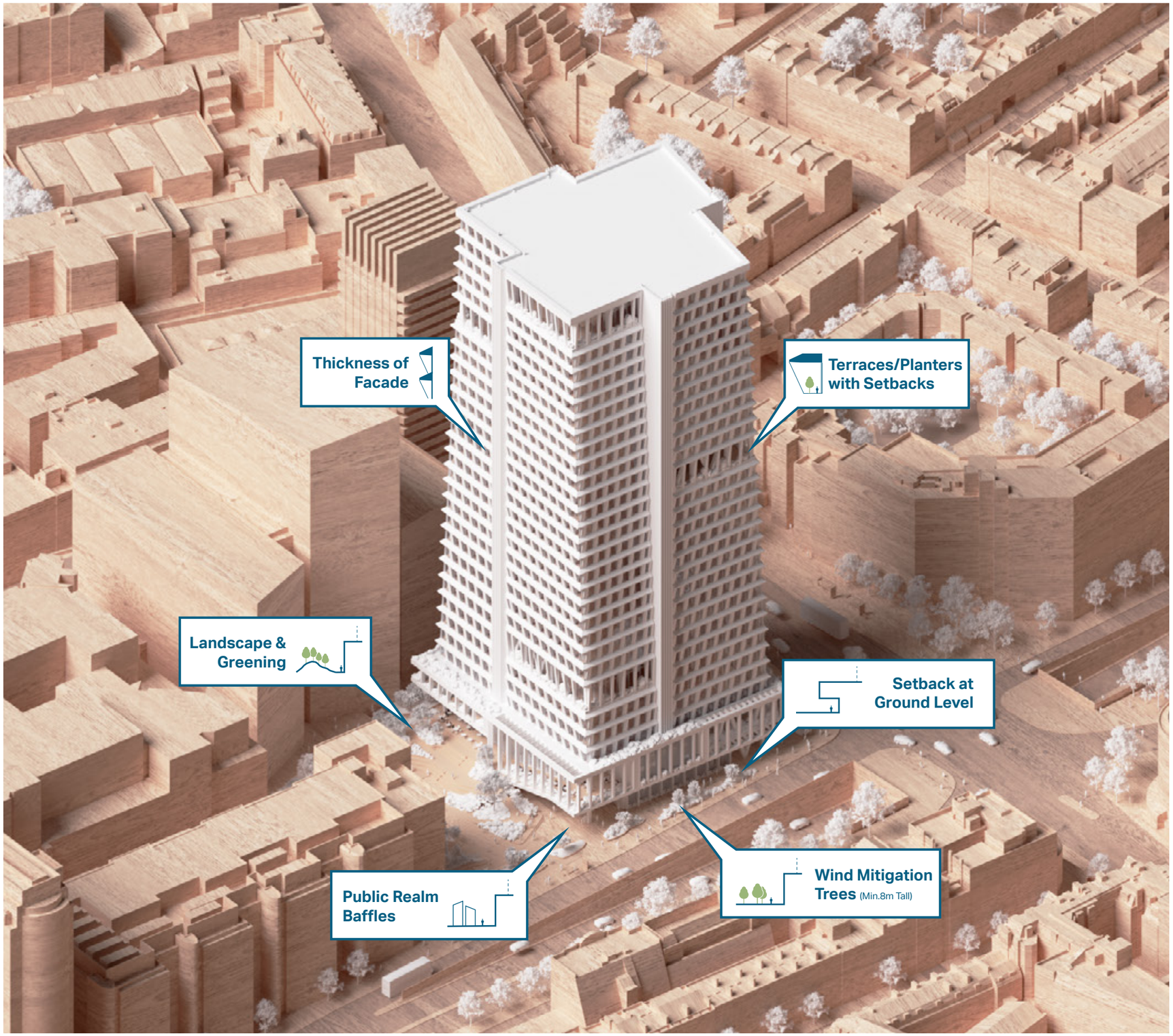


Diagram - Wind mitigation strategies



Illustrative View - Planted mounds serving to shelter pedestrians in the public realm



Illustrative View - Trees and planters serving to disrupt and slow down wind at strategic points



Illustrative View - One small signage and wayfinding totem provides targeted shelter from wind at the main entrance



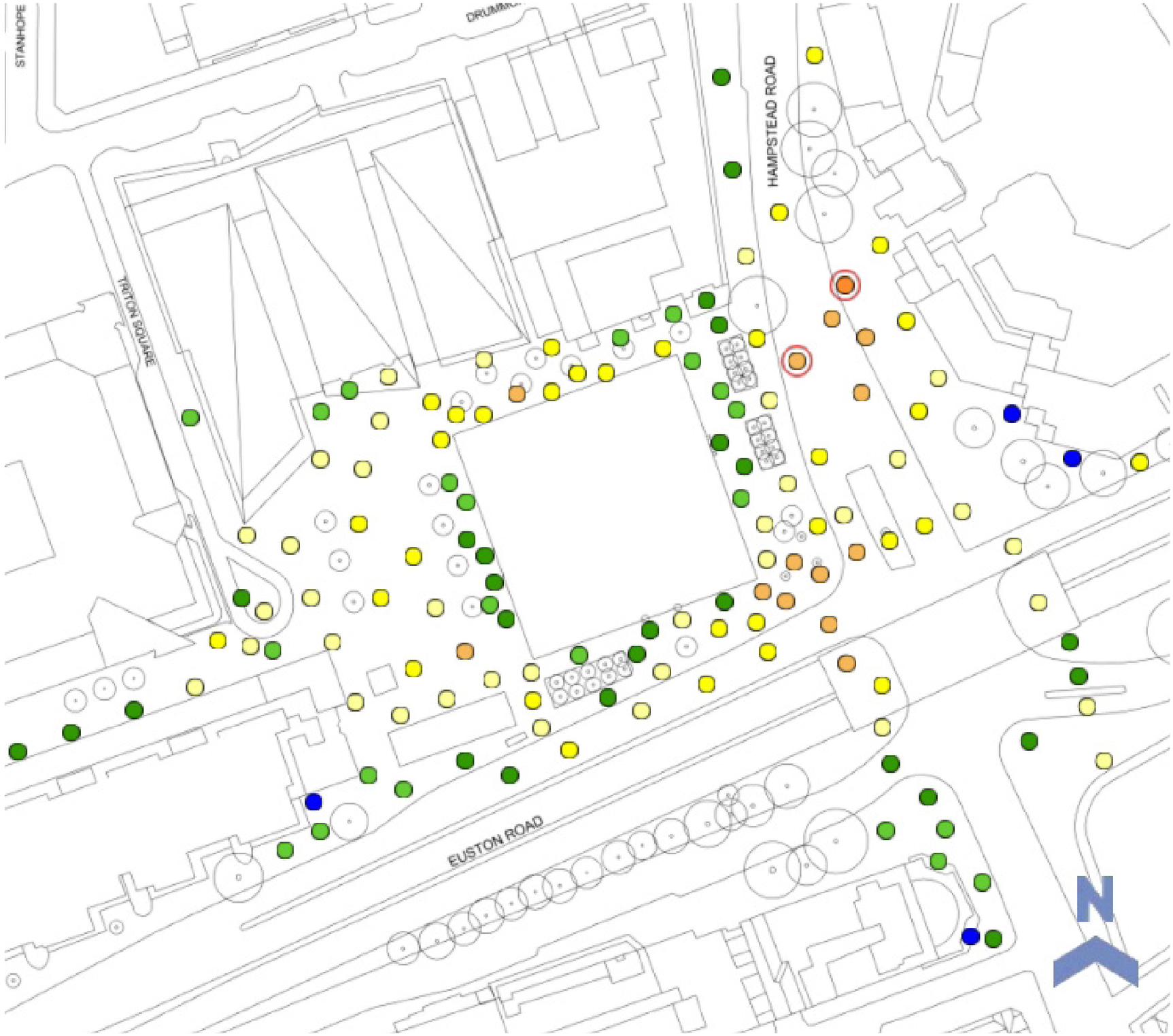
Illustrative View - Southeast corner, double fin array serves to disrupt the flow of wind

Existing Euston Tower Wind Tunnel Test Results

The diagram to the right illustrates the wind tunnel test results for the existing Euston Tower and its impact on the surrounding public realm.

Exceedances are noted on Hampstead Road and at the bus stop on the east side of Hampstead Road by bold red outlines around orange “walking” circles.

Please refer to Chapter 11 in the Environmental Statement for further information.



Comfort Range

- Sitting
- Standing
- Strolling
- Walking
- Uncomfortable

Distress Range

- General Public
- Able Bodied
- Controlled Only

Diagram - Wind tunnel test results for existing Euston Tower - worst case condition

Proposed Euston Tower Wind Tunnel Test Results

The diagram to the right illustrates the wind tunnel test results for the proposed development and its impact on the surrounding public realm.

In general, the proposal improves wind conditions across the board on and off-site.

Notable improvements include:

- Southeast intersection condition improved from “walking” (orange) to “strolling” (yellow)
- Regent’s Place Plaza condition improved from mostly “strolling” (yellow) to majority “standing” (green) and even “sitting” (blue)
- Brock Street environment improved from largely “strolling” (yellow) to “standing” (green)
- Removal of two distress exceedances on Hampstead Road which are also accompanied by improvement from “walking” (orange) to “strolling” (yellow) or “standing” (green)

Please refer to Chapter 11 in the Environmental Statement for further information.

Comfort Range

- Sitting
- Standing
- Strolling
- Walking
- Uncomfortable

Distress Range

- General Public
- Able Bodied
- Controlled Only

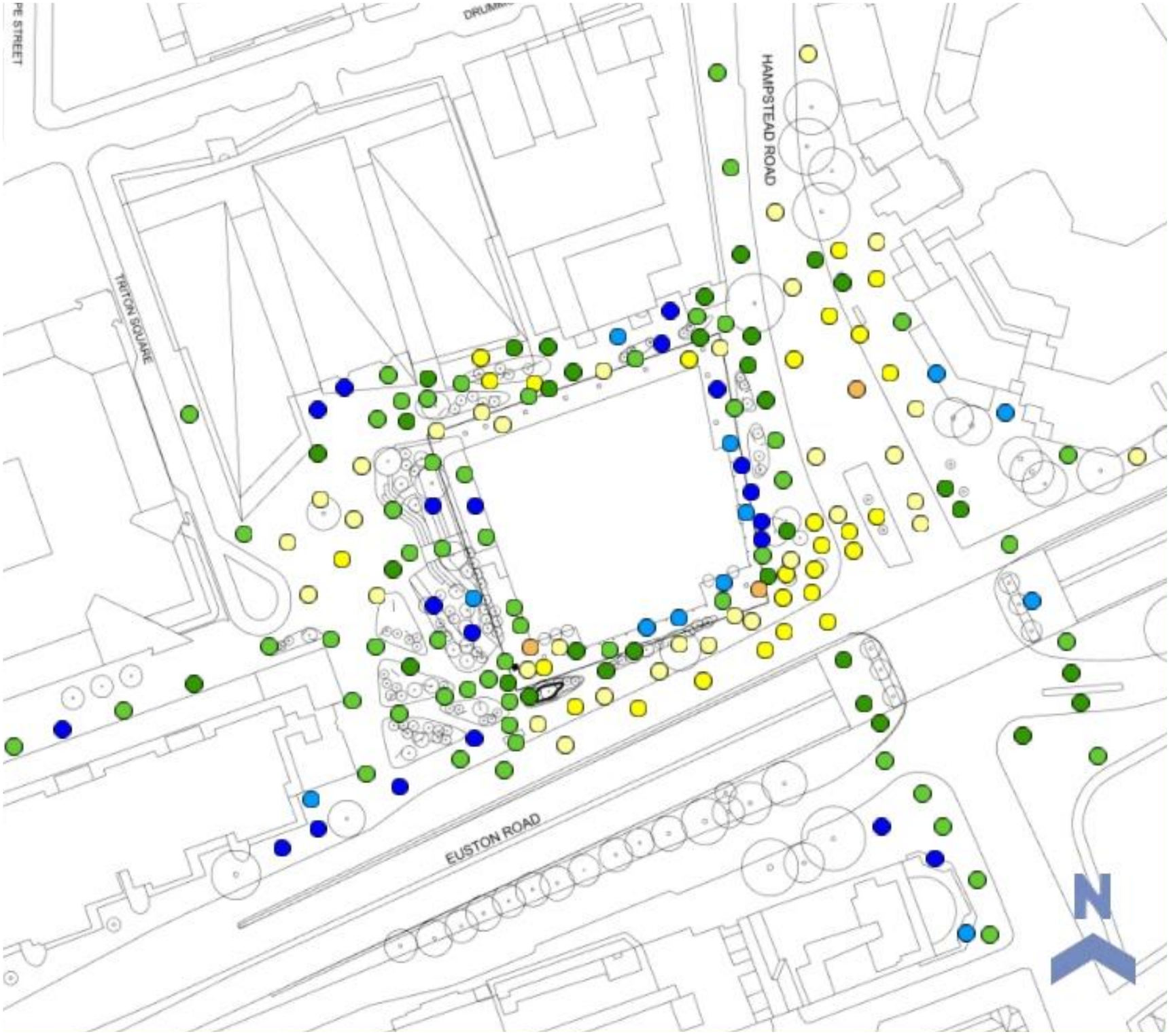


Diagram - Wind tunnel test results for proposed Euston Tower - worst case condition

10.2 Pedestrian Movement

The Proposed Development will change pedestrian flows by generating trips associated with people travelling to and from the building on foot. Development trips have been distributed and assigned based on 2011 Census origin-destination data, as detailed in Chapter 3.

Most people are expected to travel to the building to and from the south and west due to the location of Warren Street, Euston Square and Euston stations. The primary pedestrian entrance is at the south of the building fronting Euston Road.

The forecast AM and PM peak pedestrian flows, including the proposed development, are shown on the plans opposite.

The Proposed Development offers redesigned footway widths that provide comfortable pedestrian conditions, with locations providing A+/A-, with only one location scoring a B+. A Pedestrian Comfort Level (PCL) of A+ to B+ is considered comfortable for all footway and crossing link types.

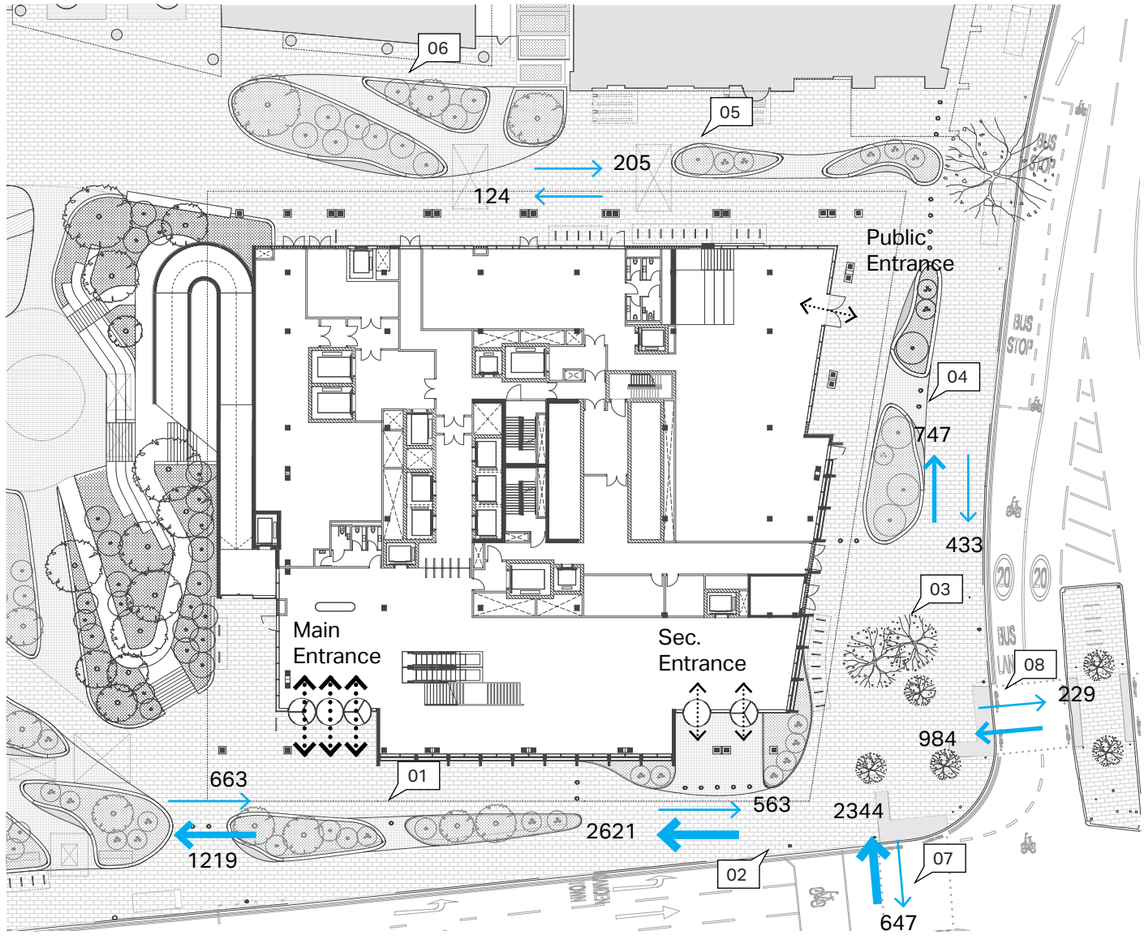
More detailed analysis on both the existing and proposed arrangements can be found in the Transport Assessment prepared by Velocity and submitted in support of this application.



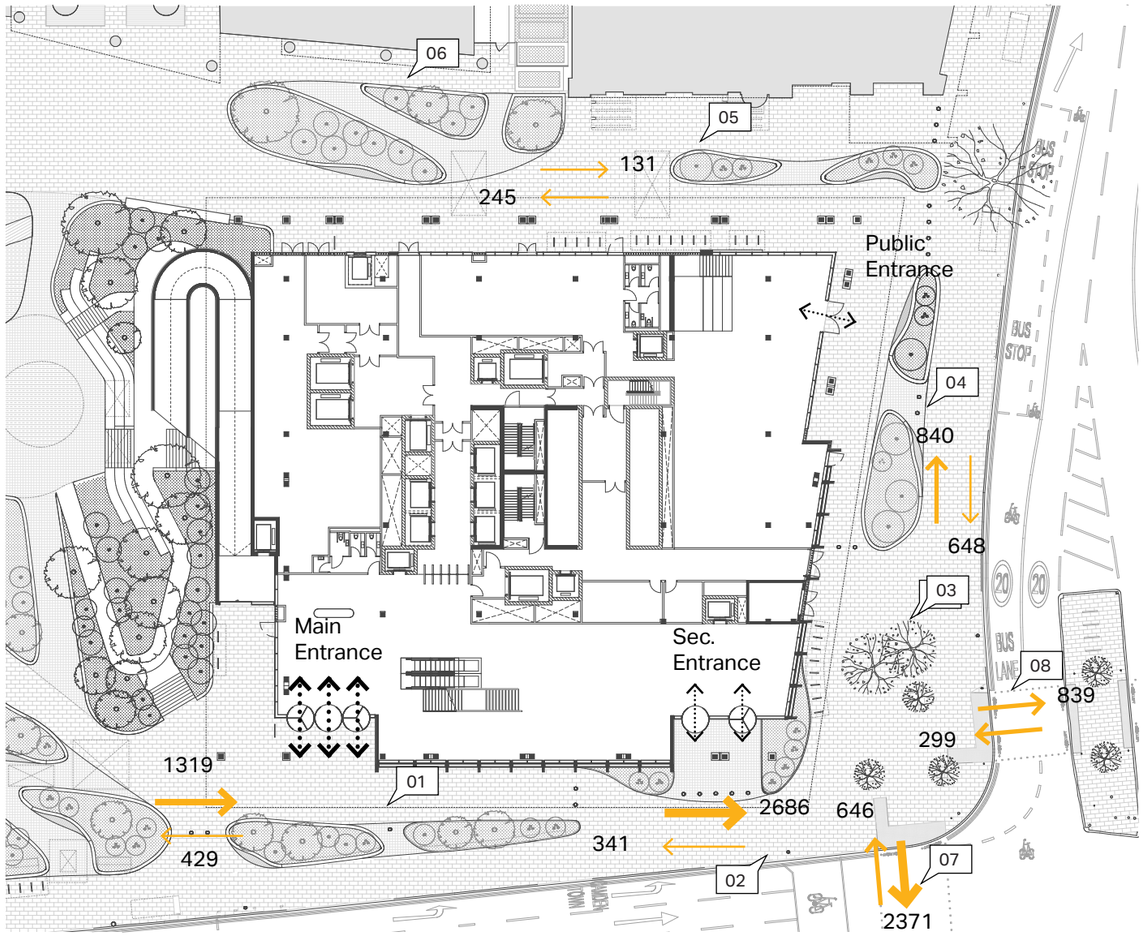
Illustrative View - Looking north along Hampstead Road



Illustrative View - Looking west along Euston Road



Drawing - Pedestrian Flows - AM Peaks



Drawing - Pedestrian Flows - PM Peaks

Building Entrance
AM Peak Flow
PM Peak Flow
01 Reference number

Ref.	Link	Link Type	Peak Hour Flow	Clear Footway Width	PCL
1	Euston Road	Office and Retail	2.192	8.1m	A
2	Euston Road	Office and Retail	3.027	7m	A
3	Hampstead Road	Office and Retail	1.488	15m	A+
4	Hampstead Road	Office and Retail	1.488	8.4m	A+
5	Brock Street	Office and Retail	376	4.4m	A+
6	Brock Street	Office and Retail	376	13.1m	A
7	Euston Road Crossing	Office and Retail	3.016	6.7m	A
8	Hampstead Road Crossing	Office and Retail	1.138	6.5m	A

Table - Proposed pedestrian comfort levels

10.3 End of Trip Facilities

Well-equipped End of Trip facilities encourage people to use non-motorised transport options like riding their bikes, walking or jogging to work, which promotes a more active and healthier lifestyle.

The proposals for the Euston Tower seek to celebrate cycles and cyclists, rather than hide them away - this desire is exemplified by the arrival experience. Located on the south side of the development and in direct connection with the public realm, the cyclist entrance is clearly and legibly defined as a prominent part of the elevation.

Arrival & Entrance
The proposal for Euston Tower has considered cycling and End of Trip facilities from the outset of the design process and has made the delivery of a best-in-class cyclist experience an intrinsic part of the development.

From this entrance, which is formed by sliding doors that are opened with a key card or fob, cyclists can enter the Basement 01 facilities via a ramped approach which has been designed to limit the need for cyclists to dismount upon arrival. An accessible cycle lift is also available at ground floor, for use by those that would prefer not to use the ramp.

Satellite bicycle parking is also provided at Basement 01 level, although situated outside the footprint of the Euston Tower it is directly accessible via the existing ramp at Drummond Street.

Short stay cycle parking is provided within the public realm at ground level for use by visitors or for cargo bike deliveries. The Proposed Development will have a high level of short-stay cycle parking in total including enlarged spaces to accommodate all types of cycles, including cargo bikes. The drawing on the right, illustrates the anticipated bike route and short-stay parking areas within the public realm. More information on the short-stay parking can be found on the landscape drawings and transport statement.



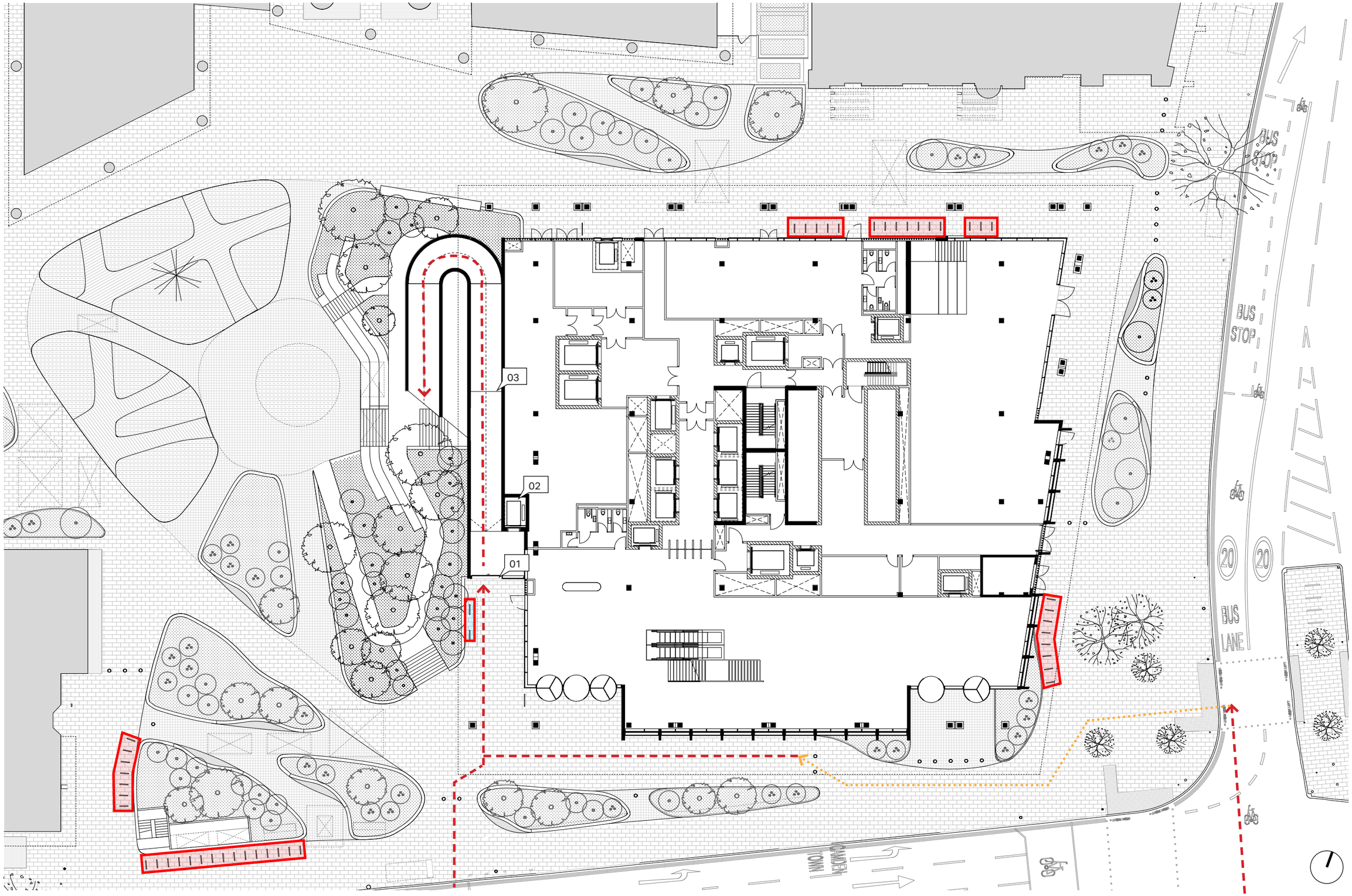
Illustrative View - Entrance to basement bicycle parking at southwest corner of podium

01 Sliding Door Entrance

02 Bicycle Lift

03 Bicycle Ramp

Short Stay Cargo Bicycle Parking
Short Stay Bicycle Parking
Bicycle Path
Bicycle Walking Path



Drawing - Bicycle movement on site plan

Basement 01
The End of Trip facilities are all located at Basement 01 which is accessed through the bike ramp (biking only) or via the staircase and lift's located within the lobby areas. The vast majority of the cycle parking provision is located at Basement 01 and the scheme will be providing cycle parking and locker spaces compliant with the London Plan. The end of Trip facilities will also include a significant amount of showers, all located within modern, efficient changing areas.

The cycle facilities offer parking for a broad range of cycles, including double stacked racks, foldable bicycle lockers, Sheffield hoops and spaces for recumbent / out-sized cycles. Charging points for electric bikes will also be provided and detailed further in the next stages of the project.

The parking facilities themselves are supported and secured by a manned reception and a series of turnstiles to prevent access by any unauthorised persons. The reception will also act as a concierge for cyclists, offering advice on parking locations or assisting with repairs and maintenance. The cycle parking across Basement 01 is outlined on the drawing opposite.

Cycle Provision
The long-stay bike parking provision location at Basement 01 includes 861 cycle parking spaces which comprises:

- 646 Two-tier parking (75%)
- 86 Foldable bicycle parking (10%)
- 86 Sheffield stands (10%)
- 43 Enlarged Sheffield stands (5%)

Male and female changing rooms will be located adjacent to the long-stay cycle parking and will provide 574 lockers (two lockers per three parking spaces), 72 showers including two accessible showers (one shower per 12 cycle parking spaces) and six toilets including two accessible WCs.

As well as showering and changing facilities, it is proposed to include cycle maintenance facilities and water dispensers.



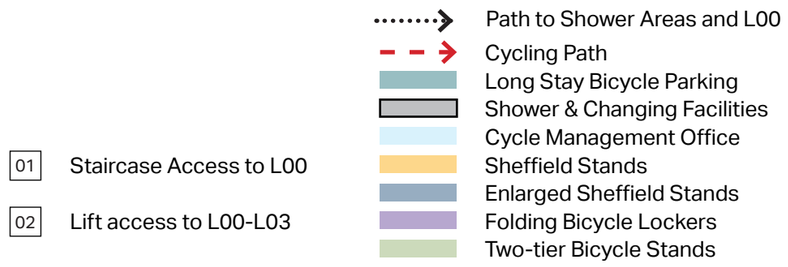
Two-tier parking


Enlarged Sheffield stand


Sheffield stand



Foldable bicycle parking





Drawing - Bicycle parking and end of trip facilities on basement floor plan

10.4 Servicing & Waste

Suitable on-site facilities will be provided to allow efficient and effective servicing of the building. Servicing delivery, waste management & collection will be handled at Basement 01 and will access the basement dedicated loading bay from the existing ramp on Longford Street. The access at ground level will be managed by a dock master. The basement is currently fully managed by Regent's Place Management team, and this will remain in place for the proposed development. The service yard area for Euston Tower is located towards the eastern side of the basement and is shared with Brock Street buildings.

91 daily vehicle activity servicing trips are expected with up to 14 vehicles during peak hours. Vehicles accessing the development during the peak periods (7-10am, 12pm-2pm and 4pm to 7pm) will be discouraged. Delivery and servicing is self-contained and does not interfere with pedestrian or cycle access.

There are two 10m bays, two 8m bays and four 6m bays and approximately 90 per cent of deliveries will be by vans under 6m long. Furthermore the loading bay has 2 dedicated cargo bikes bays

The basement layout has been informed by input from a logistics operator, which confirmed that the servicing demands of the building would be fully accommodated within the four loading bays. The basement loading bay is situated on the Western edge of the Euston Tower and can be easily accessed from the goods lifts bank. Deliveries will be received by a member of the on-site staff.

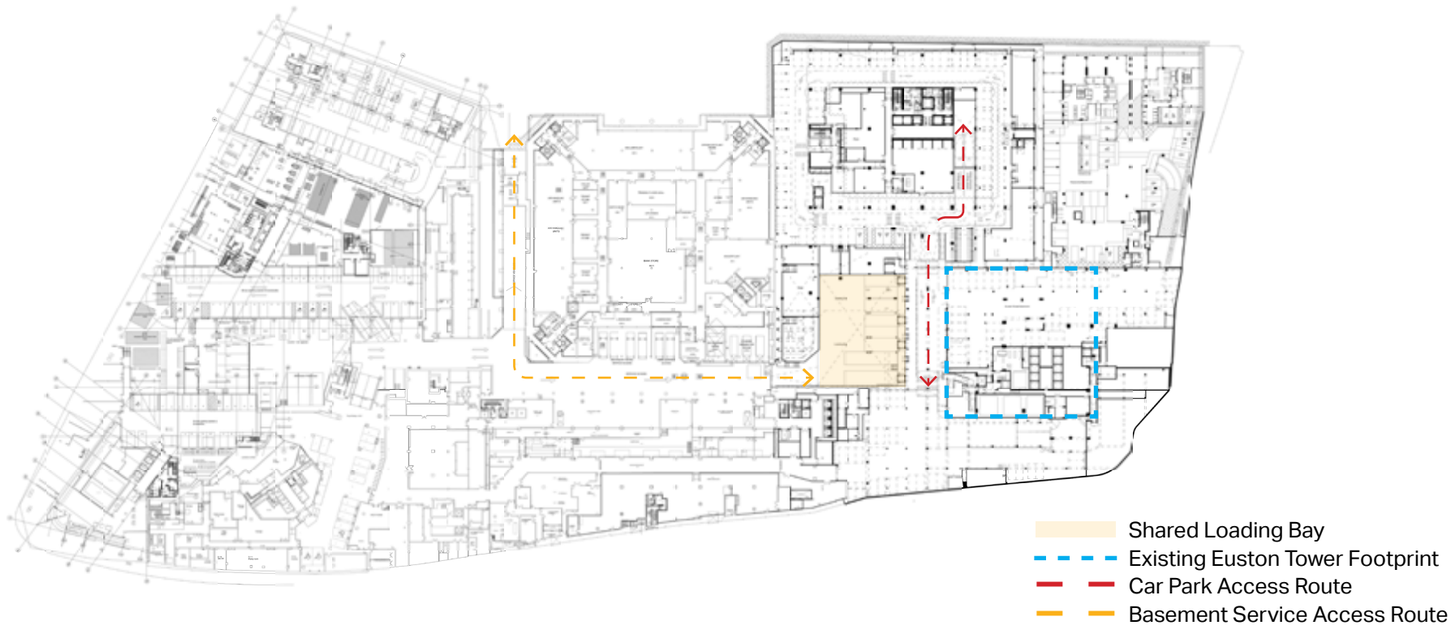
Delivery Strategy Principles

The servicing strategy will use an off-site consolidation centre to minimise the number of daily servicing vehicles and manage the timings of deliveries. Compared to a traditional servicing strategy, there will be fewer but fuller delivery vehicles.

Waste Strategy Principles

Waste streams will be stored temporarily at Euston Tower Basement 01 dedicated storage area before being transferred to the loading bay for collection on an appropriate schedule.

The waste strategy for the proposed development will continue to employ the same principles of consolidation and will fit within the existing site-wide waste strategy. Collection of each waste stream will be carried out during off-peak hours by a commercial waste contractor.



Drawing - Existing Regents Place basement area



Drawing - Proposed basement service area

Gas Delivery Principles
The requirements for specialist deliveries are highly dependent upon the tenants. At this stage it is therefore necessary to design flexibly to allow for different volumes, types and delivery methods of liquids/ gases.

Life-sciences require several additional specialist bottled/liquid gas deliveries along with the regular deliveries expected to a lab-type building. The liquid and bottled gas deliveries cannot take place within the basement and need to be at ground level with blue-sky above them. All specialist delivery activity is proposed to be at ground-level to the northwest corner of the building.

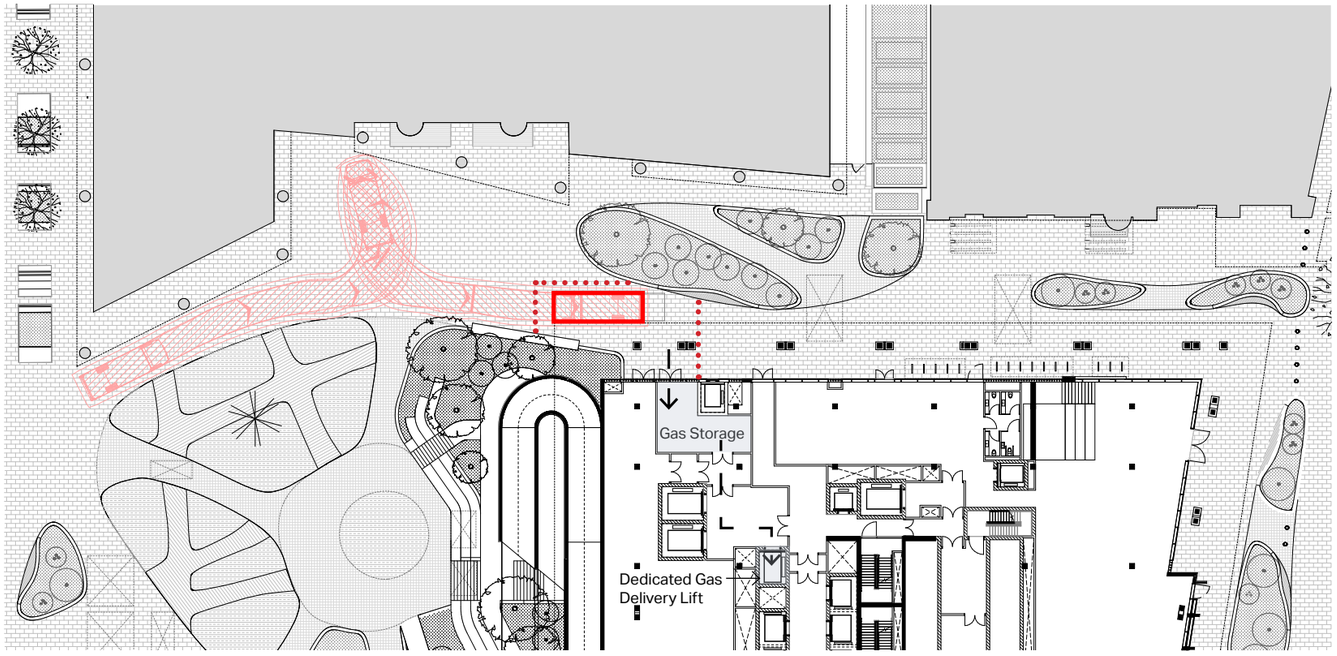
All vehicle movements and associated gas delivery across Regent's Place Plaza will be fully managed by trained staffs.

The proposed delivery location will enable quick deliveries over a short distance directly into the ground level gas store. The specialist vehicle will access the delivery bay from Drummond Street via Triton Square and Brock Street and stop in an area close to the gas store with landscaping to the north which will allow the vehicle to be temporarily 'fenced off' to stop pedestrians walking past when the vehicle is delivering. A pedestrian route is maintained to the North.

Once the servicing vehicle has arrived, the delivery can be transferred from the vehicle into the building.

For LN2 deliveries, it may be that a hose is extended from the vehicle directly to an inlet connected to the on-site LN2 store, located on the Brock Street frontage, so that liquid nitrogen can be pumped directly to an on-site tank.

If a dewar solution is adopted, dewars will be transported between the vehicle and the LN2 store via Brock Street. Gas bottles would also be brought to the site from delivery vehicles using trolleys and directly to the gas store at Ground level. 3 to 5 weekly deliveries are to be expected.



Drawing - Gas deliveries


Illustrative View - Ground level service entrance on Brock Street at northwest corner of podium

10.5 Hostile Vehicle Mitigation

The Hostile Vehicle Mitigation (HVM) strategy has been developed with the specialist security consultant, QCIC and informed by the Threat and Risk Assessment that QCIC has prepared.

As part of the detailed design process all necessary third parties will be consulted together with other stakeholders to agree the final specification of all security measures.

The strategy seeks to limit the impacts that a vehicle-bourne attack might have on the structural integrity of the proposed design, by restricting the degree to which any vehicle can penetrate the building. The HVM Strategy for the Euston Tower is based on providing a protected perimeter by mixing landscape elements (planters and mounds) with fixed security devices (bollards) to provide an easily accessible and permeable site while still being fully safe and secured.
It employs several methods to achieve this:

- Landscape measures have been integrated in the design of the public realm to provide mitigation measures to restrict vehicle access.
- Bollards rated to BSI PAS 68 will be installed in the public realm where the above measures cannot be integrated.

This strategy has been designed to connect into the existing HVM strategies of the neighbouring buildings within the Regent's Place Estate ensuring that the campus as a whole is protected.

Access to Regents Place Estate from the North and West will be defined further to ensure it provides a more permanent solution than what is currently provided.

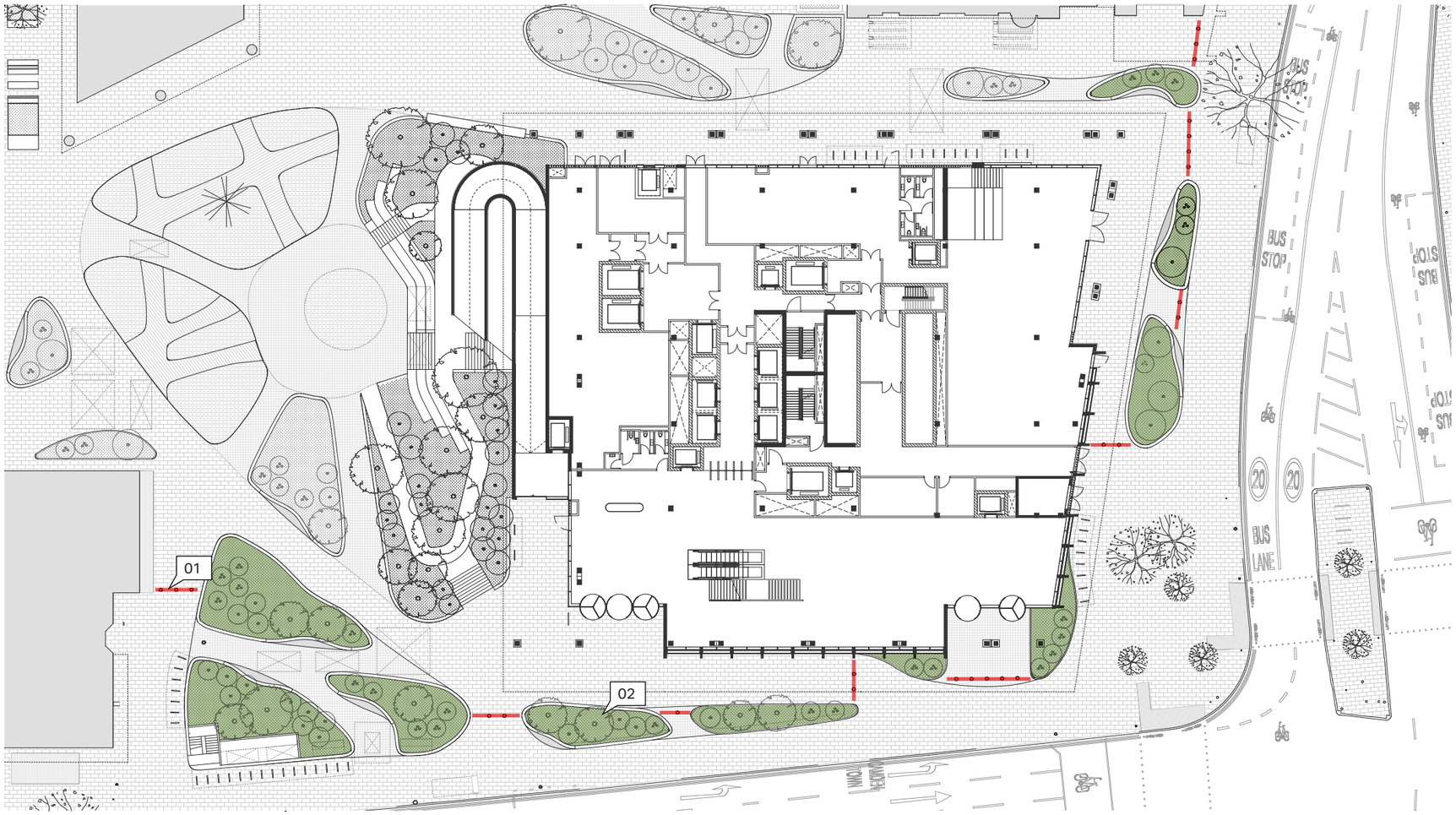


Diagram - Line of HVM security for public realm

Security Line (with bollards)

Large Mounded Planters



01 When there is the absence of a mound, the security line is supported by bollards



02 Throughout the design, large mounds shape the landscape, offering additional security support through their height and immovability.





Illustrative View - Landscape elements and HVM bollards combine to provide secure line around key entrances and exposed structural elements

10.6 Daylight & Sunlight Analysis

Proposed Development

In order to minimise daylight and sunlight impacts to the surrounding existing buildings, a number of mitigation measures have been implemented. These measures include the tapering of the massing, setting back the building edge along Hampstead Road and not increasing the existing tower building height.

These measures ensure that the proposed scheme does not generate a continuous obstruction to access to daylight and sunlight in the neighbouring properties.

In total, 28 residential properties were assessed that contain residential accommodation within the technical analysis:

- Vertical Sky Component (VSC) compliance rate: 92% (1342/1455 of windows assessed)

- No-Sky Line (NSL) compliance rate: 95%
- (760/796 of windows assessed)

- Annual Probable Sunlight Hours (APSH) compliance rate: 100%

Of these 28 properties, 22 will fully meet the Building Research Establishment (BRE) Guidelines for daylight and sunlight.

In total, there are six properties that experience some alterations beyond the BRE guideline recommendations (noting that two of these properties (Triton Building and 175 Drummond Street are within the same development and technically one building).

The majority of these properties experience minor percentage alterations or there are clear reasons for the transgressions being noted, such as the presence of balconies.

Once these have been considered within the alternative 'without balconies' assessment as allowed for within the BRE guidelines, the majority of transgressions fall away (demonstrating that it is the presence of the overhang obstruction causing the alteration in light rather than the proposed scheme) or remaining transgressions are minor and predominantly located within bedrooms which have a lesser requirement for daylight.

In terms of overshadowing, areas have been identified within the site as well as the surrounding amenity areas that have been included within the analysis. In all cases the areas adhere to the BRE Guidelines for overshadowing.

More detail on the daylight & sunlight can be found in the Daylight, Sunlight and Overshadowing report prepared by Point2, in addition to the Environmental Statement submitted as part of this application.

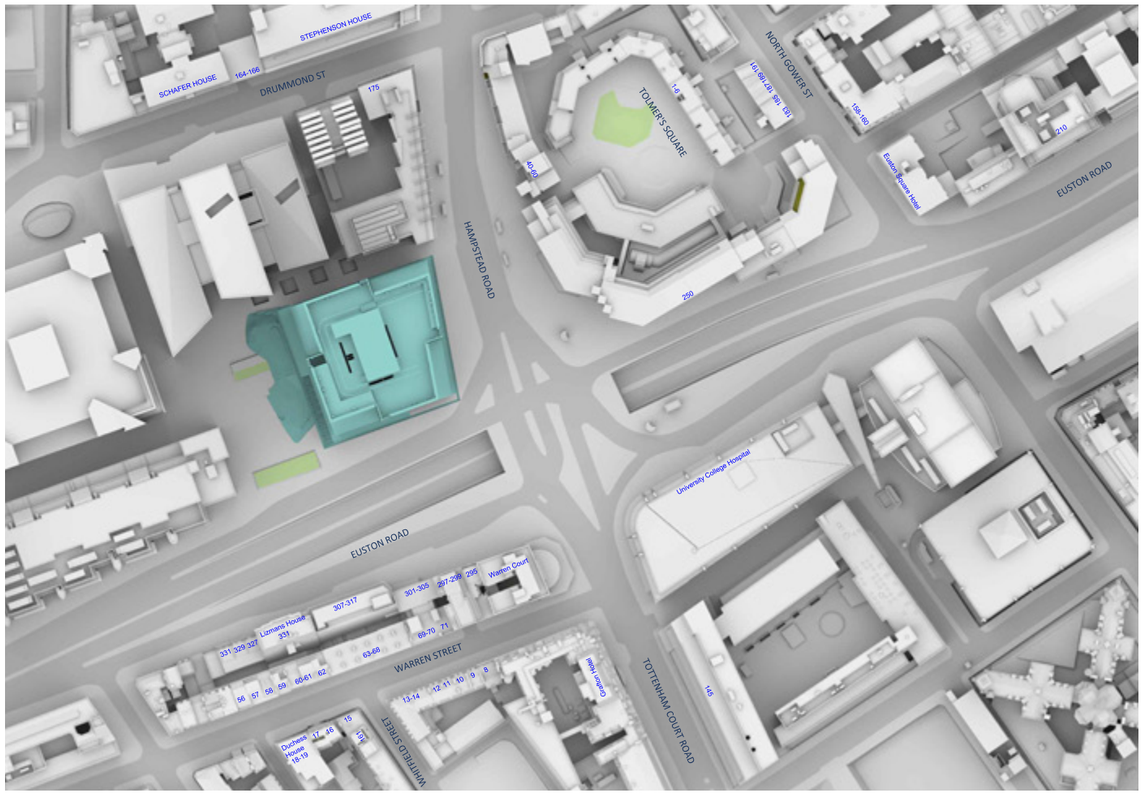


Diagram - Plan view of proposed Euston Tower in DLSL model

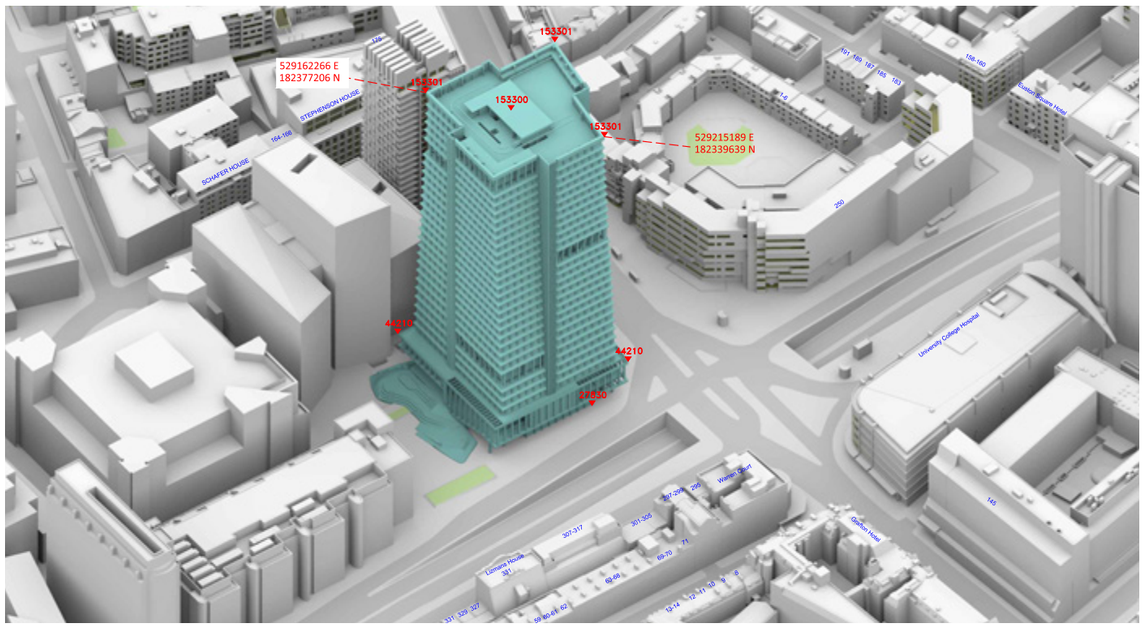


Diagram - Axonometric view of proposed Euston Tower in DLSL model

10.7 Facade Maintenance

Façade access

This section provides an outline of the overall facade access proposals developed for the proposed Euston Tower highlighting the proposed access solutions.
The façade access strategy is to be designed in accordance with the relevant code of practice for the design of buildings incorporating safe work at height and will need to follow local guidance and regulations regarding safety in window cleaning using suspended and powered access equipment.

Tower

The cleaning access will be from a large reach tracked building maintenance unit (BMU) operating on a perimeter track installed behind the top parapet level.

The BMU will comprise an extended reach jib which will ensure access to the tower façade below but also for the cradle to land on the ground.

As the tower consists of solar shading GRC elements which protrude in all the facades restraint pins will be integrated on the shading elements to secure the BMU cradle and allow the unit to pull itself closer to the facades for cleaning and maintenance.

When not in use the BMU will be parked at roof level (Level 31) so as not to be visible.

Podium and Ground Floor

Cleaning access to the podium level facades can be effectively cleaned from operatives equipped with a short or long handled cleaning equipment. Fixed balustrades will be installed to provide a fall protection with a height of 1.1m minimum. Where there are no balustrades available a fall protection system will be provided.

At ground level where the three stories facades are located, cleaning will be from a compact aerial work platform (AWP) reaching up to 14m in height.

10.8 Fire Strategy

The fire strategy for Euston Tower has been developed to demonstrate compliance with the Building Regulations, and specific client requirements.
As the building retains element of the basement and existing structure, there are constraints which the fire strategy has taken into account.

The building does not contain residential units, so it is not defined as a higher risk building under the Building Safety Act.

The guidance provided in BS 9999: 2017 has been followed in principle. The following sets out some of the main fire safety provisions (non-exhaustive):

- The building operates a phased evacuation strategy, with two typical floors escaping at the same time. The podium levels are one escape zone, and the basement is an escape zone.
- The structure is rated to 120mins, including compartment floors, and is constructed of non-combustible materials.
- Sprinklers are provided throughout, in accordance with BS EN 12845 + Annex F.
- There are two firefighting cores, including dedicated fire fighting lifts. The shafts are pressurised in accordance with BS EN 12101 and provided with wet riser outlets.
- The two stairs provide sufficient capacity for the occupants on the typical floors. Travel distances limits can be met throughout.
- The podium levels are provided with an additional escape stair to accommodate the increased occupancies on these floors.
- All stairs are provided with evacuation lifts, which are combined with the goods lifts.
- All stairs lead to outside via a protected route, which leads to compliant fire brigade vehicle locations.
- Automatic alarm and detection will be provided throughout, including a PA/VA system, to ensure early detection and support the phased evacuation strategy.
- A fire control centre is provided at ground level, access from a protected access route.
- Based on preliminary assessments, no fire rated facade has been identified, to mitigate the risk of external fire spread. Further assessments will be undertaken as the design develops.
- The facade will not increase the risk of external fire spread, and cladding and insulation materials will be non-combustible.
- In addition to floor by floor compartmentation, there will be internal sub-compartmentation around higher risk spaces, such as plant rooms, and life safety provisions, e.g stairs, lifts and life safety plant.
- The basement escape and fire fighting access provisions will rely on the same two stair cores which serve the tower.
- The basement areas located below Euston Tower will contain plant and cycling facilities only.
- The basement will be provided with mechanical smoke extract, achieving 10 air changes per hour.
- Some Euston Tower related provisions are located outside the immediate Euston Tower basement demise (e.g. UKPN), and are located within the Regent's Place basement. These changes will need to be incorporated within the Regent's Place fire strategy by the Regent's Place responsible persons so that Building Regulation compliance is demonstrated. This will need to be developed further as the design continues.

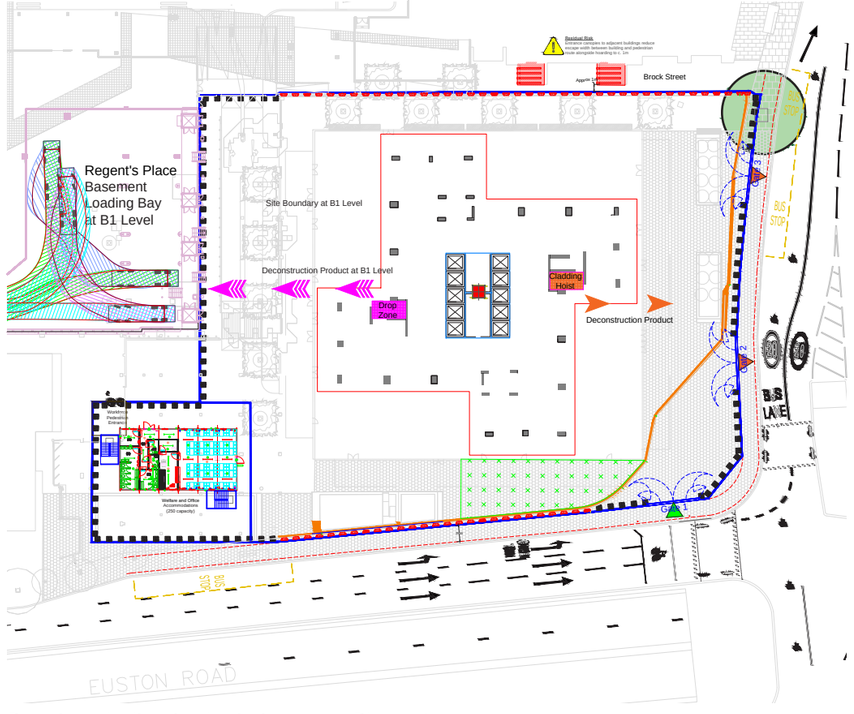
Overall, it is considered that the fire strategy can demonstrate compliance with the relevant regulations, including Building Regulations and the Regulatory (Fire Safety) Reform Order 2005. Early consultation with Building Control has been held and will continue during the next stages of design. No significant objections have been raised to date. Further design development will be ongoing through the next design stages, to work through and implement all required fire safety measures.

10.9 Site Access & Logistics

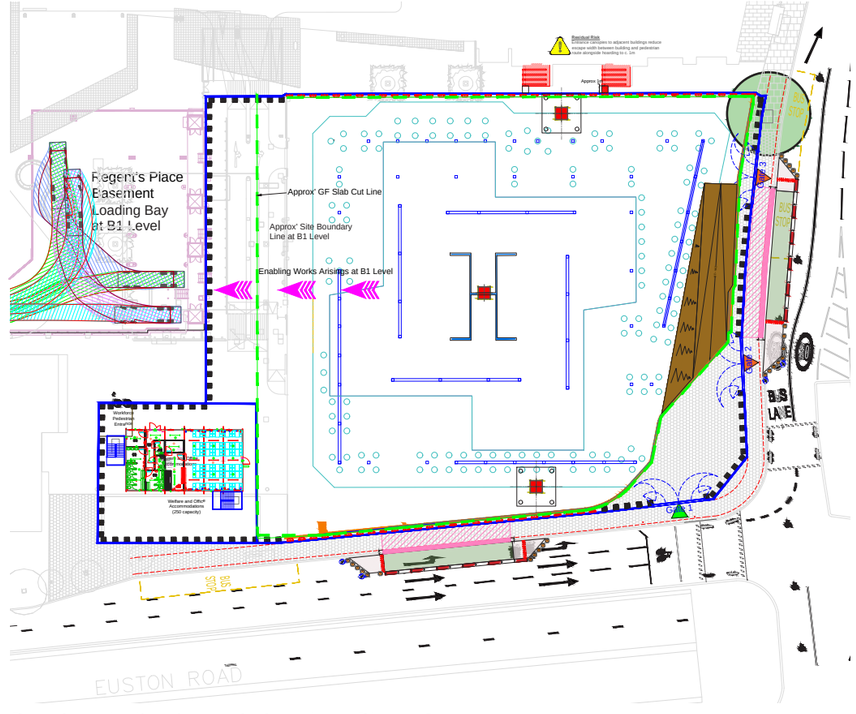
Planning for deconstruction and construction is broad at this stage in the planning process and may be subject to modification during the detailed planning of the Proposed Development, particularly following appointment of a contractor and throughout the preparation of various Construction Method Statements (CMS) and supporting management plans.

The developing construction strategy is based on reasonable assumptions made by the Applicant, Lendlease (as the Applicant's demolition and construction advisor), and the wider Planning and Design Team. Site access and logistics contain a high level of complexity as consideration and management of issues such as working near existing residential properties, busy main roads and in proximity to underground constraints, surface utilities and other infrastructure needs to be addressed.

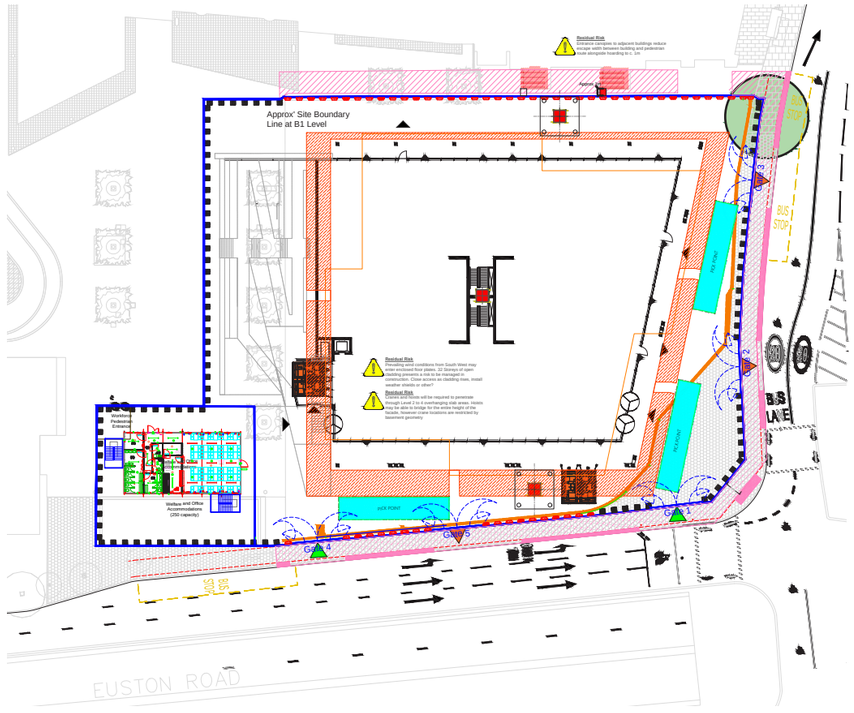
A Construction Environmental Management (CEMP) has been prepared to support this application and defines, amongst other items, the hours of demolition and construction works, dust and noise control measures, vehicle emissions control, a schedule of all plant and non-road and road mobile vehicles to be used.



Drawing - Indicative logistics plan - Phase 1



Drawing - Indicative logistics plan - Phase 2



Drawing - Indicative logistics plan - Phase 3

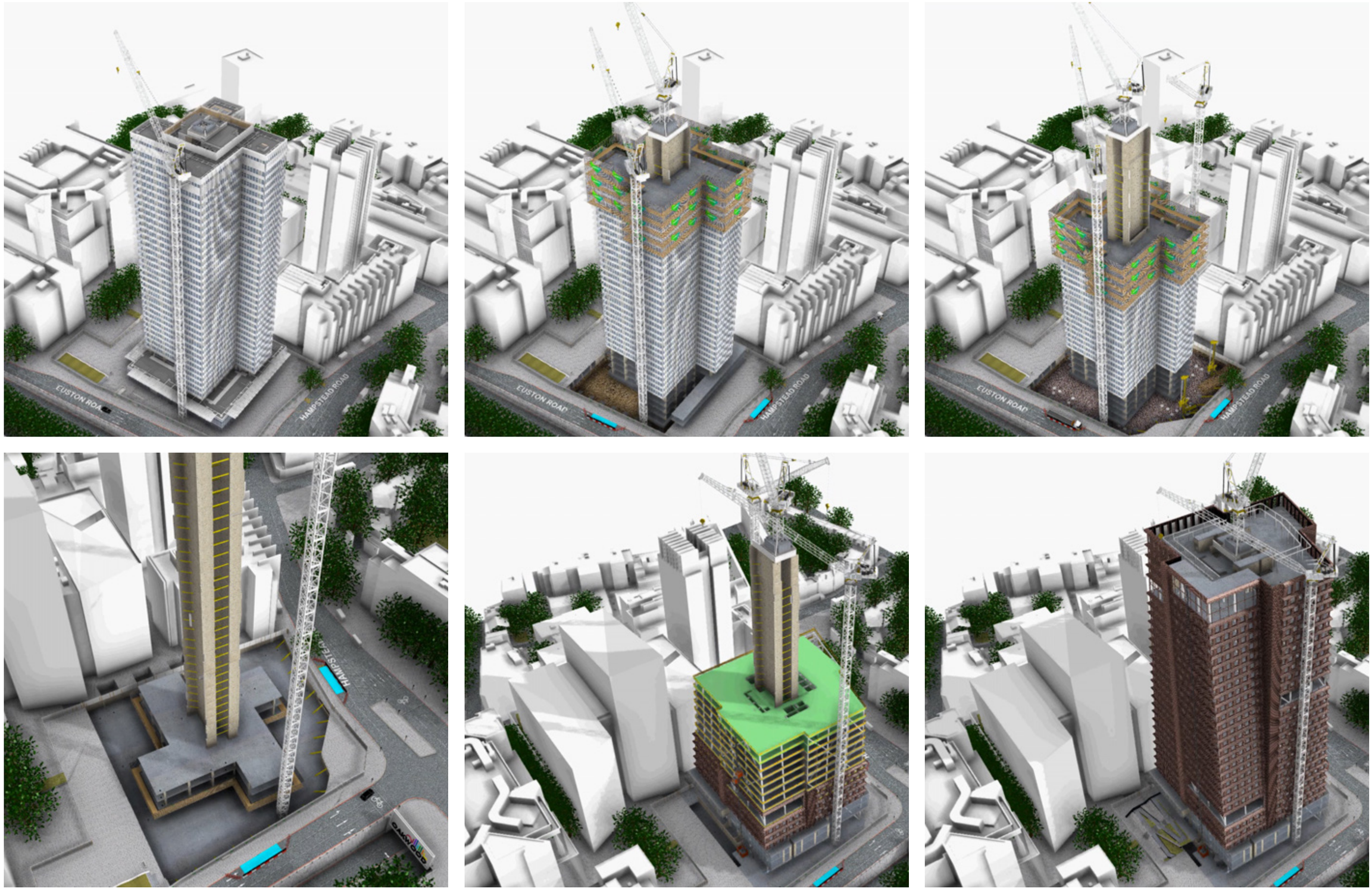


Diagram - Indicative demolition illustrations provided by Lendlease

11.0
PRE-APPLICATION SUMMARY

Photograph - Development model looking north along Hampstead Road - teal overlay



Photograph - Pre-application meeting at LBC

11.0 Pre-Application Summary

As part of the design process, the Applicant and Design Team have engaged extensively with the London Borough of Camden's planning officers, wider authorities and key stakeholders to create a considered and relevant design proposal.

The following chapter presents an in-depth overview of the process, feedback and reflects the extensive engagement that has occurred.

11.1 LBC Pre-Application Summary

On the following pages a selection of key pre-application workshops and meetings are highlighted.

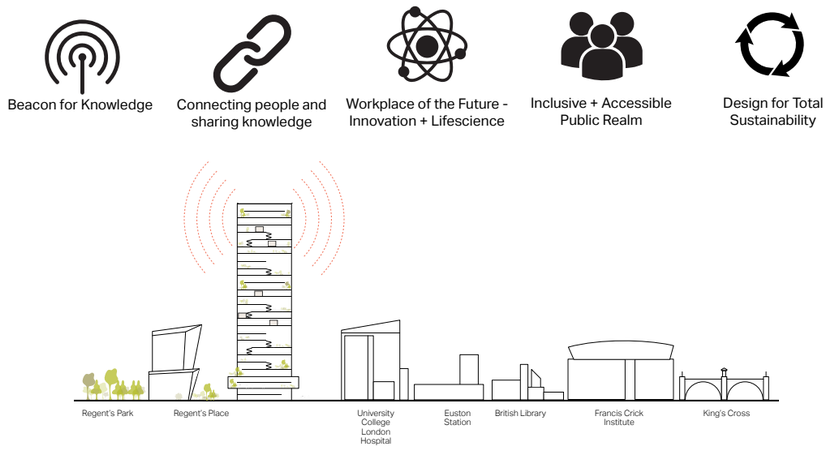
Initial discussions with LB Camden regarding the Proposed Development commenced in February 2022. Early dialogue focussed on the potential redevelopment of Euston Tower, the vision for that redevelopment and how it harmonised with the Local Authority's requirements, policies and ambitions. Based on feedback from LB Camden, a twin-track approach to the development of the proposal was agreed: the first track being a full analysis of the existing building and feasibility of retention, renovation and extension; which was conducted in parallel to design studies on how that feasibility can manifest as a design proposal.

This approach resulted in an intense period of pre-application meetings through 2022-2023.

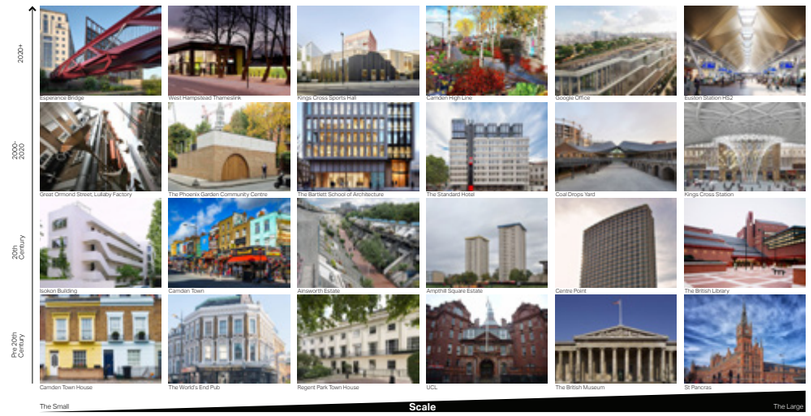
These meetings began with a focus on the public realm and public offering within the scheme. As these discussions evolved the podium and then tower massing, design and articulation were reviewed and developed through consultation and collaboration.

The design team have presented emerging proposals to the LB Camden Design Review Panel (DRP) on two occasions - in May and September 2023.

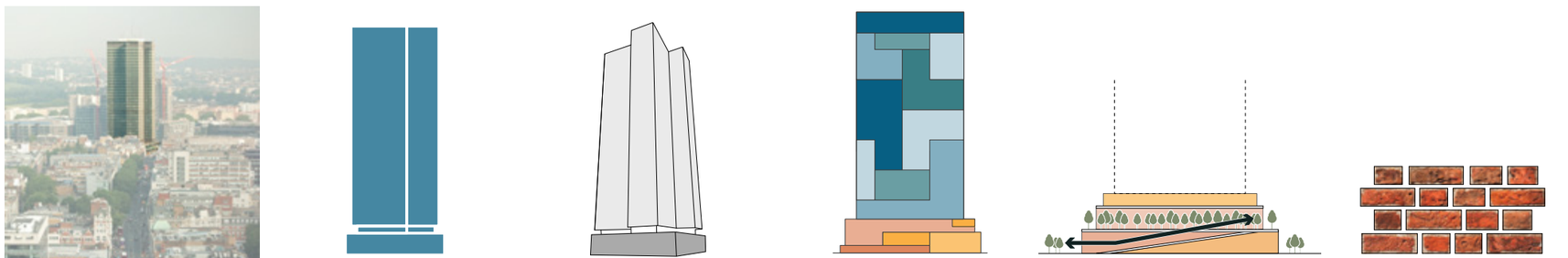
The design team is grateful for the opportunity to discuss the designs and welcome the commentary and collaboration provided, which has been taken into account as the scheme has progressed. This is detailed in the following pages.



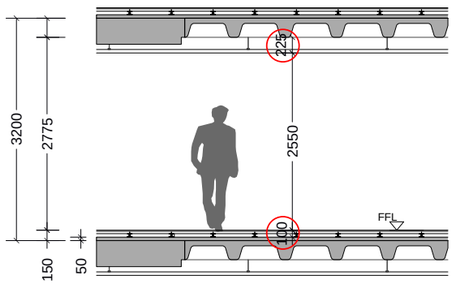
Diagrams - Design Principles (Pre-Application Meeting 1)



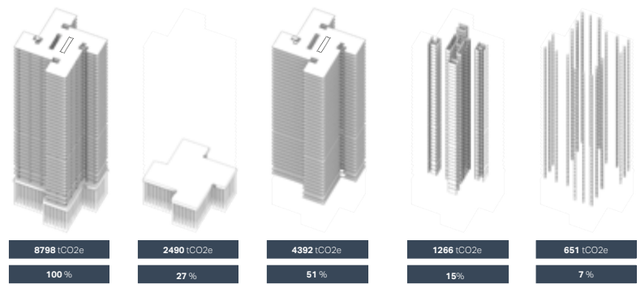
Diagrams - Understanding Camden (Pre-Application Meeting 3)



Diagrams - Existing Qualities (Pre-Application Meeting 3)



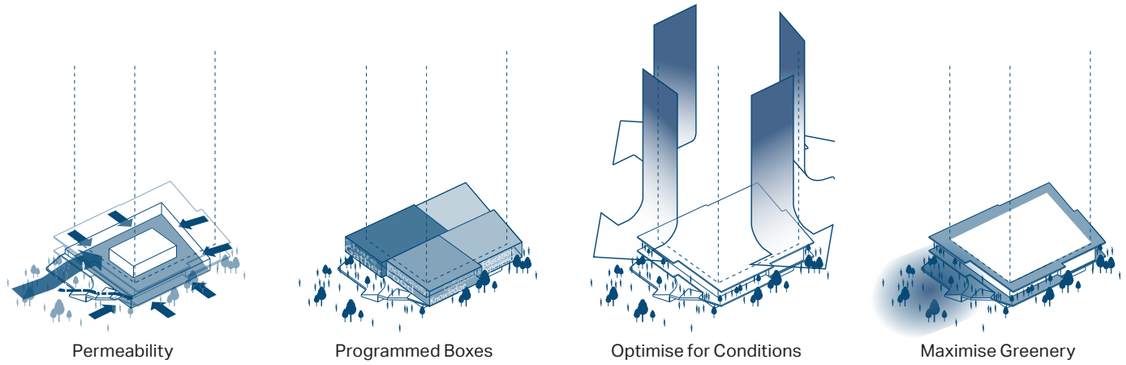
Diagrams - Early existing building retention analysis (Pre-Application Meeting 2)



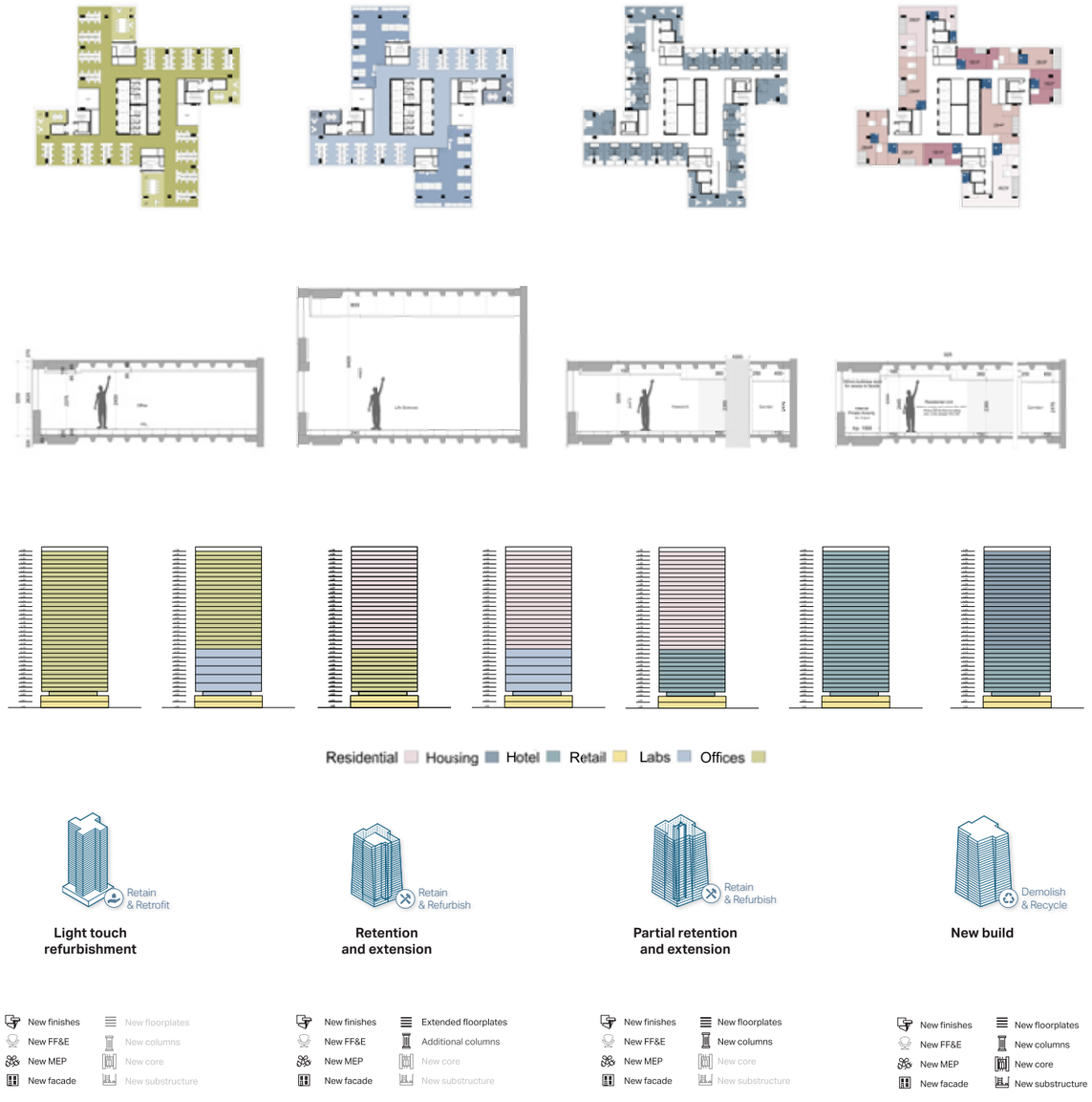
Diagrams - Areas to improve (Pre-Application Meeting 3)

Pre-Application Meetings: February 2022 - September 2022

- Early pre-application meetings centred on the vision for the redevelopment of Euston Tower and early feasibility of building retention.
- The team demonstrated both the vision for Regent's Place and how Euston Tower will be the landmark redevelopment and benefit the local community, wider Knowledge Quarter and LB Camden missions.
- Early discussions were initiated as to the level of retention of the existing Euston Tower, with the team demonstrating early feasibility.
- A strong emphasis was placed on creating a strong set of design principles which would compliment the existing condition and enable the building to fit into the Camden context.
- Discussions around creating a building which would foster community and build on and improve the existing conditions.
- As a result of this dialogue, it was determined that further analysis of the existing building's redevelopment and retention was required, in parallel to design studies.



Diagrams - Podium design development (Pre-Application Meeting 6 & 9)



Diagrams - Feasibility studies (Pre-Application Meeting 7 & 8)

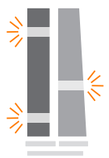
Pre-Application Meetings: November 2022 - February 2023

- Meetings in this period centred on the public realm and podium development, in addition to further development of tower retention feasibility studies.
- An extensive analysis of the existing public realm, in terms of use, connectivity, aesthetics and environmental conditions were presented. Further to this analysis, initial strategies for the building podium and connection to the public realm were outlined.
- Further development of the podium designs were discussed across multiple pre-application meetings. Learnings from existing, relevant civic spaces were presented.
- The proposed podium's relationship to the streetscape was analysed in terms of setbacks, scale, connection to the public realm, all in conjunction with user journeys from the public realm to the building interior.
- Further development of feasibility studies for tower retention were explored and presented. Development included an in-depth investigation of the existing floorplates flexibility for different building uses, structural flexibility, current state of provisions and comparison to modern day requirements were discussed.
- An introduction to the co-design process was presented and a strategy for how the community engagement would help develop the interior and exterior public programme elements.



Differentiate Tower Faces

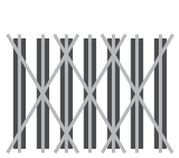
Visually Slim Tower Mass



Highlight Tower Activities



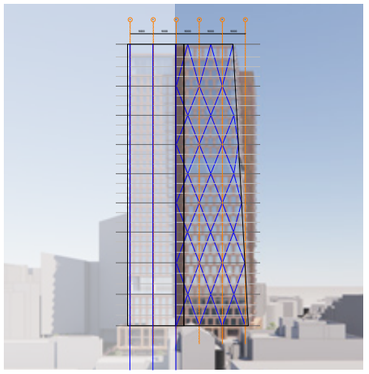
Relate to Camden

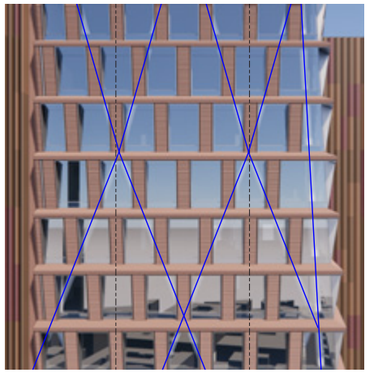


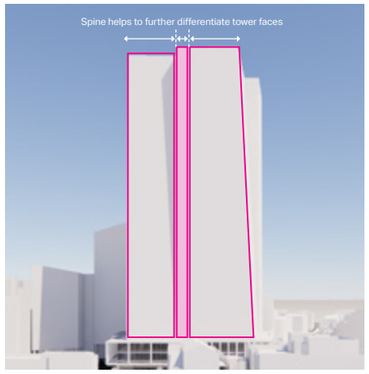
Align to Structure

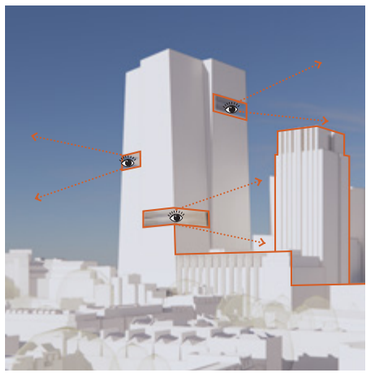


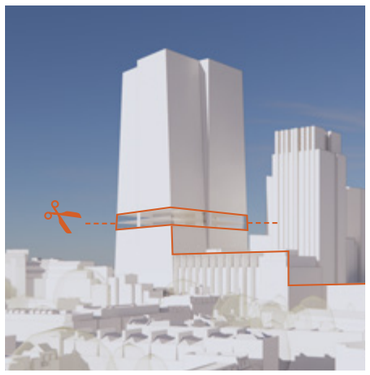
Performative & Holistic Design

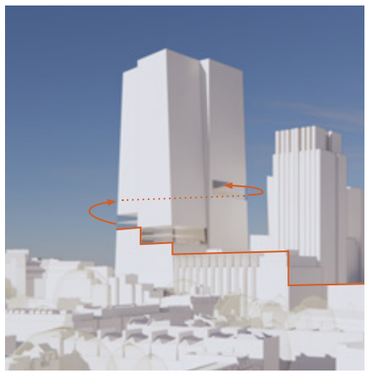


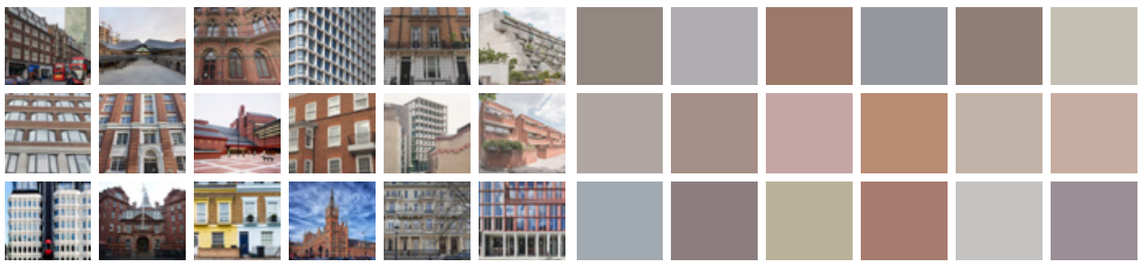




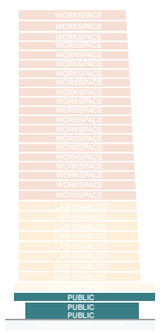


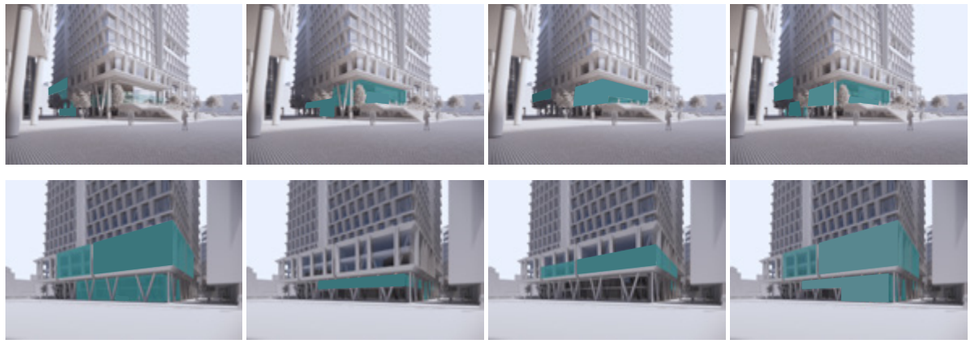






Diagrams - Tower design, amenity locations and initial context colour review (Pre-Application Meetings 13 & 17)







Diagrams - Public function location studies and developing public realm (Pre-Application Meeting 17)

Pre-Application Meetings: March 2023 - June 2023

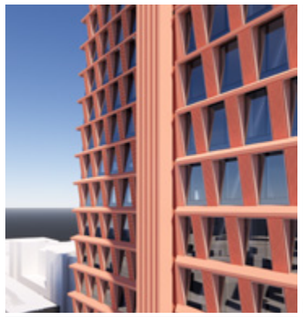
- In the early period of 2023, pre-application meetings focussed on several different aspects. Townscape, facade tower development, wind and microclimate, public benefits and further feasibility study reviews.
- The team presented facade concepts and initial design proposals in addition to initiating meetings regarding the building colour in relation to the local context and palette.
- As part of Pre-Application Meeting 14, the wind and microclimate analysis were presented alongside potential mitigation measures that were to be considered as part of the design development.
- Tower development was discussed at length as part of Pre-Application Meeting 15.
- An extensive precedent list was presented alongside their qualities. Massing options were demonstrated for the site alongside analysis of their qualities.
- In addition to an overview of ongoing community engagement, public benefit proposals were discussed.
- As part of Pre-Application Meeting 18, the team outlined the strategies for transport and servicing.







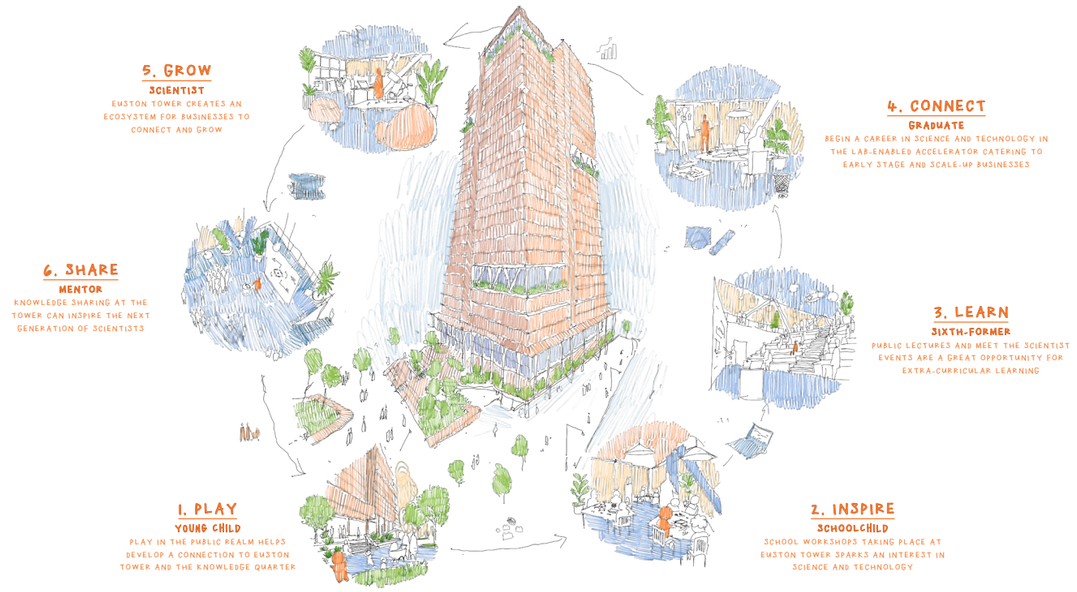












Diagrams - Podium and Public Realm development (Pre-Application Meeting 22)



Diagrams - Facade design development (Pre-Application Meeting 22)

Pre-Application Meetings: July 2023 - October 2023

- Pre-Application discussions in this period reviewed design development of the public realm and podium, in addition to updated landscape proposals. Furthermore, design proposals for the building crown and a full review of the proposed public benefits took place as part of the pre-application process.
- Particular focus on the user journey and interaction with the public realm and podium was paid attention to. The proposals demonstrated that the design would be adaptable for all ages and user groups with flexibility for future changes.
- Further development of the podium articulation and connection to Regent's Place Plaza were presented.
- Feasibility of providing housing and delivery options was discussed as part of Pre-Application Meeting 19.
- The team presented extensive research on building adaptation strategies that could be employed as part of the design proposals, in order to cater for future changes.
- Based on previous comments the tower proposals articulation was reviewed at multiple levels. The building crown was reviewed in-depth with multiple options discussed. Furthermore, the definition of the pin-wheel was further articulated with the 'breathing-spines' whose technical requirement and options were also presented.

11.2 Design Review Panels

As part of the London Borough of Camden's Pre-App Process, two Design Review Panels (DRP) took place which have acted as key milestones where feedback has been received and informed the Proposed Development.

The two Design Review Panels have which took place are as below:

- Design Review Panel 1 12th May 2023
- Design Review Panel 2 29th September 2023

The following pages are split into the two DRP events noted above and highlight in-depth comments from the panel, in relation to the Proposed Development. In addition, the key changes between the meetings, based on panel feedback, has been outlined.

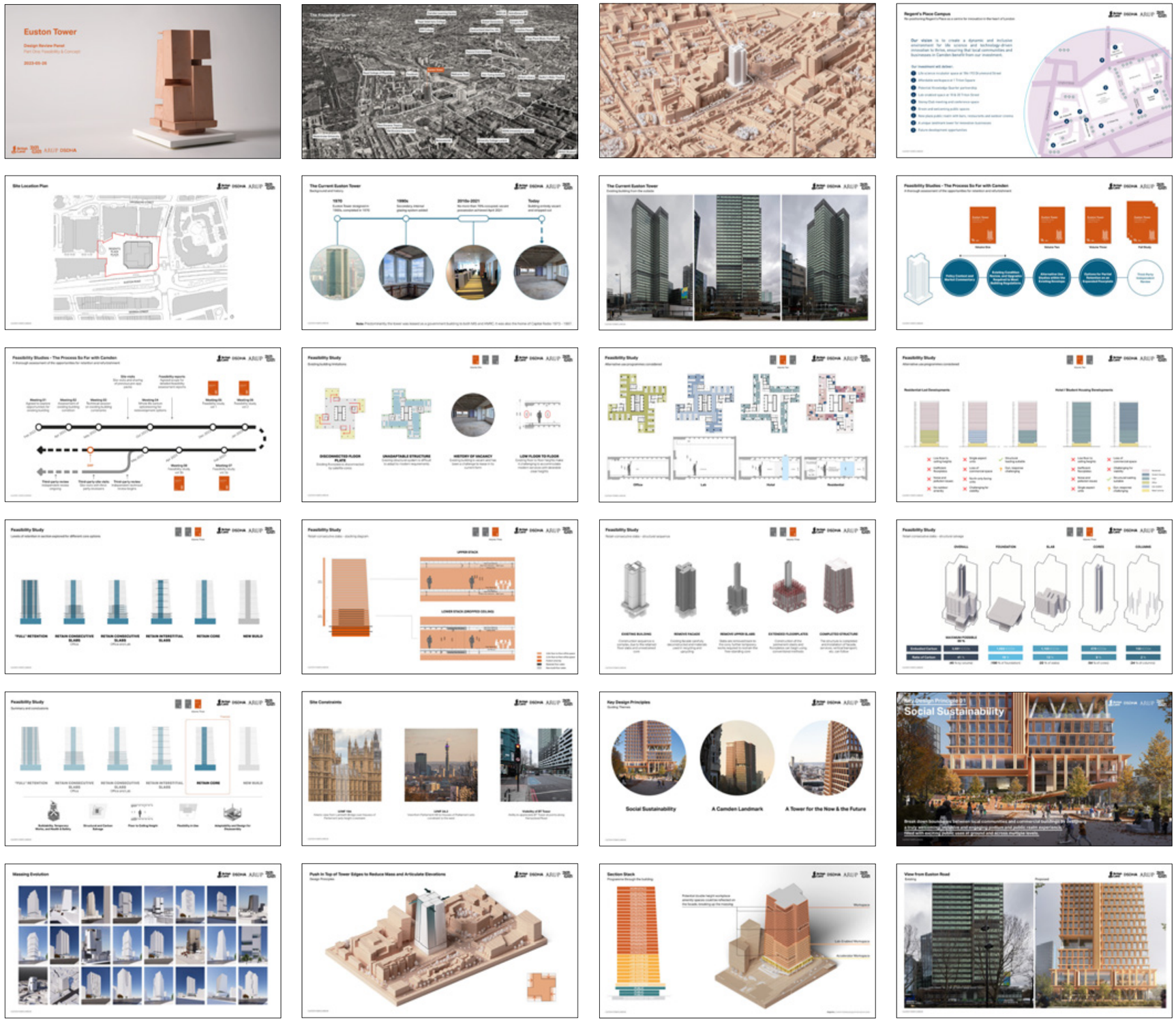


Design Review Panel 1

Design Review Panel 1
12th May 2023

As part of Design Review Panel 1, the team presentation focused on “Feasibility & Concept”, which covered aspects such as ‘Site Context’, ‘Feasibility Studies’ and ‘Design Principles’, which introduced design concept and massings for the Euston Tower proposal.

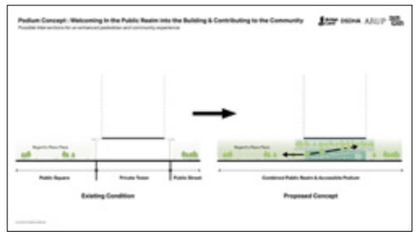
The following pages highlight the key feedback received from the panel, in addition to the designs presented. A summary of the design responses to these comments concludes the chapter.



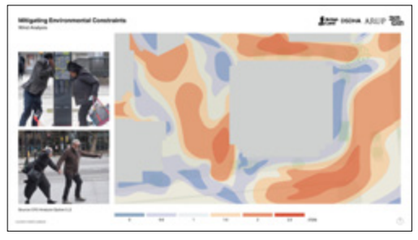
Presentation slide extracts from Design Review Panel 1


Public Realm Site Analysis

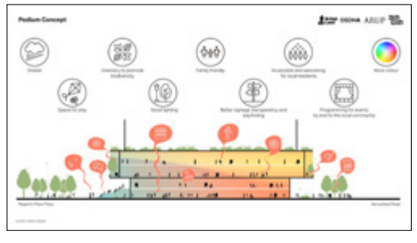

Euston Road

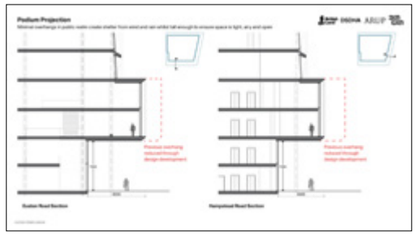

Podium Concept: Welcoming in the Public Realm into the Building & Contributing to the Community
Existing Condition
Proposed Concept


Project Objectives

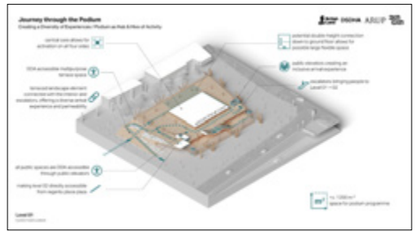

Mitigating Environmental Constraints


A Cultural Landscape


Podium Concept

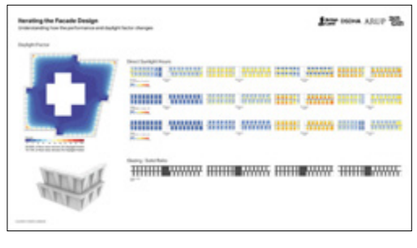

Podium Projection


Public Terraced Plaza Landscape

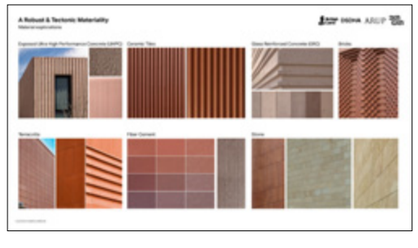

Journey through the Podium


Public Access at the Forefront
Welcome to Community

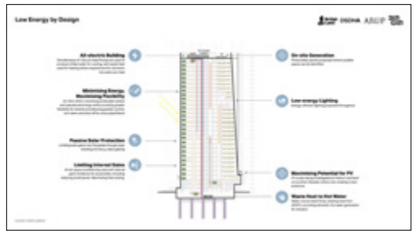

Facade Concept

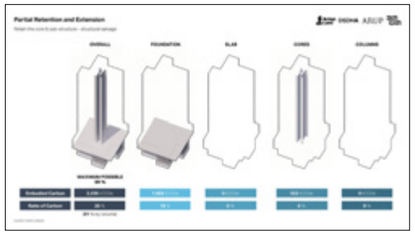

Iterating the Facade Design

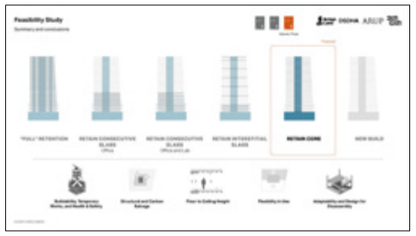

Current Performative Facade Design Helps Create Solidity

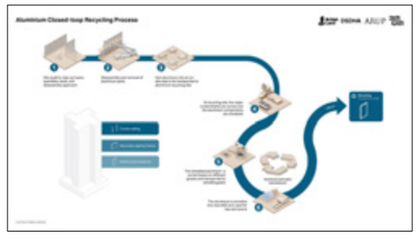

A Robust & Tectonic Materiality

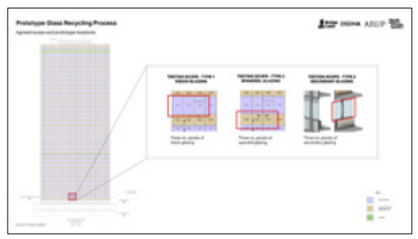

British Land Sustainability Brief
GLA
London Plan and LPGs
LB Camden
Local Plan and CPGs
British Land
Sustainability Brief

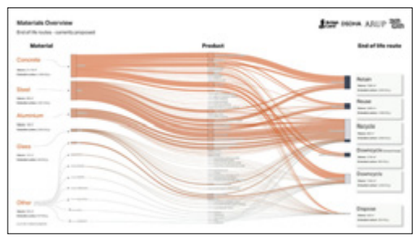

Low Energy by Design

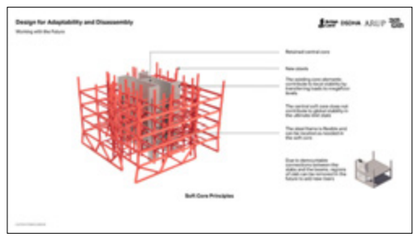

Partial Retention and Extension

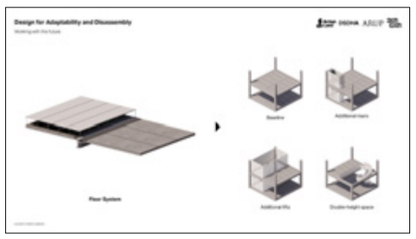

Feasibility Study

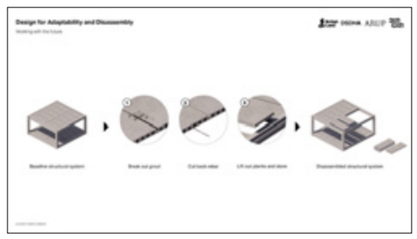

Aluminium Closed-loop Recycling Process


Prototype Glass Recycling Process

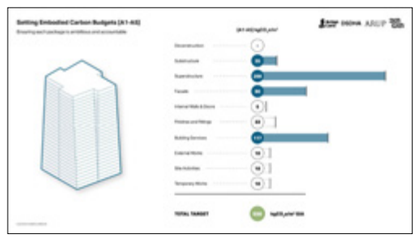

Materials Overview

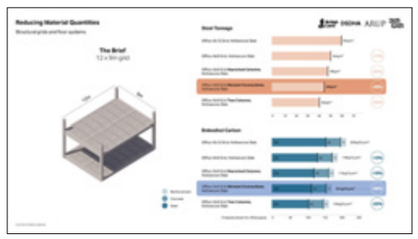

Design for Adaptability and Disassembly
Soft Core Principles

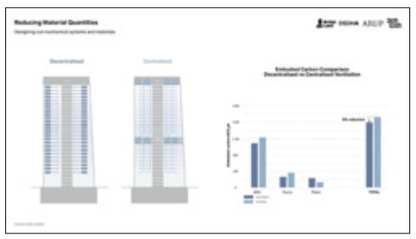

Design for Adaptability and Disassembly
Floor System

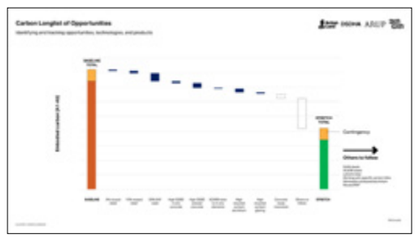

Design for Adaptability and Disassembly

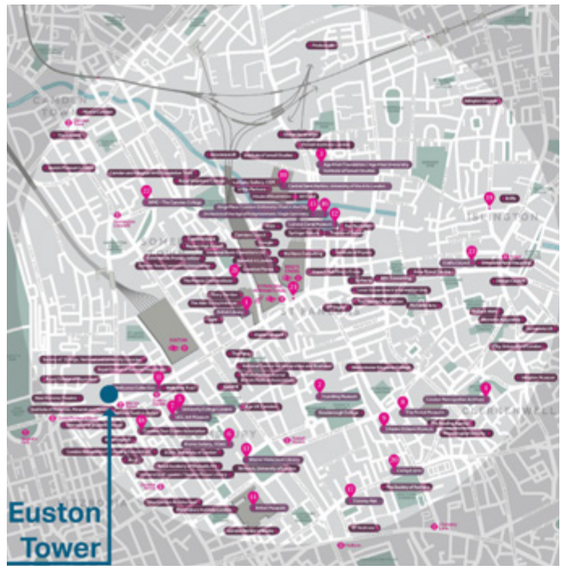

Integrated Approach to Carbon and Materials
Use less stuff

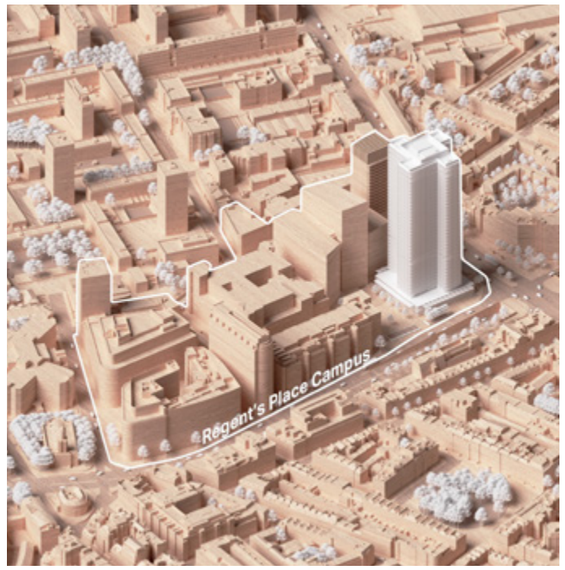

Setting Embodied Carbon Budgets [A1-A5]


Reducing Material Quantities
The Brief

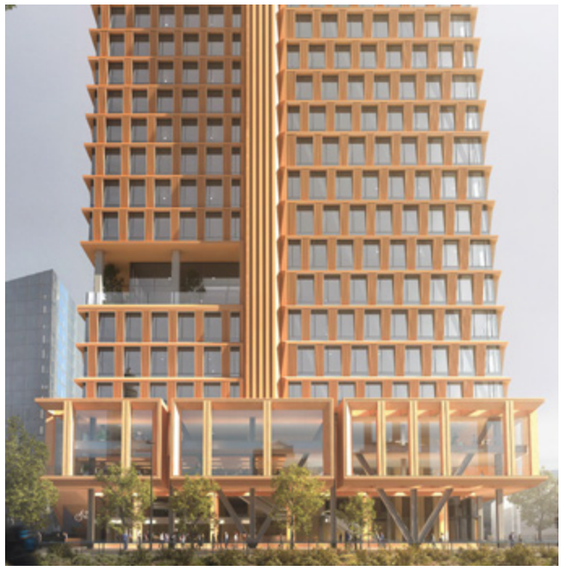

Reducing Material Quantities
Decentralised
Centralised


Carbon Longlist of Opportunities
Contingency





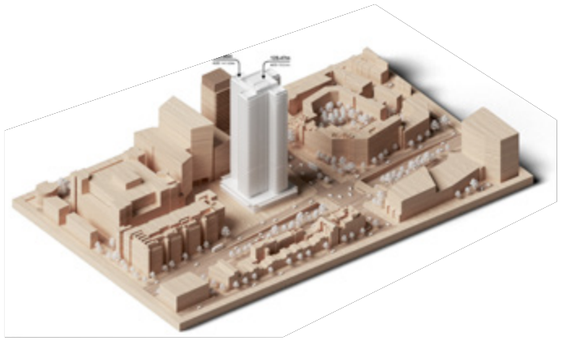


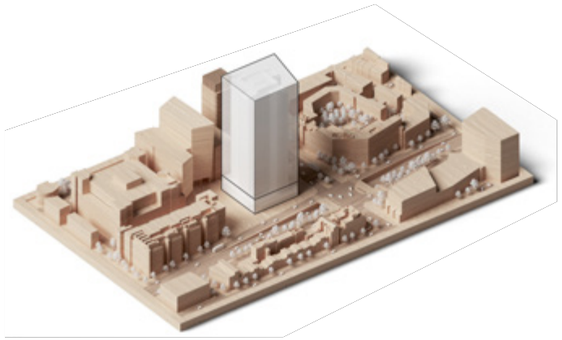


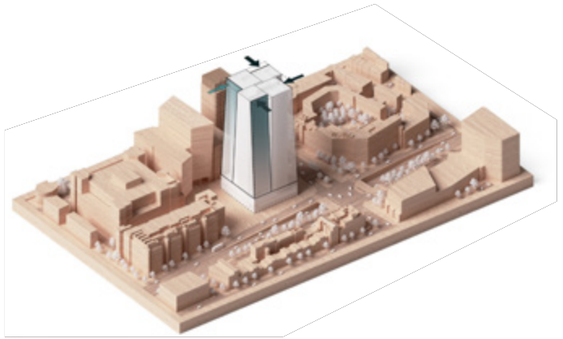


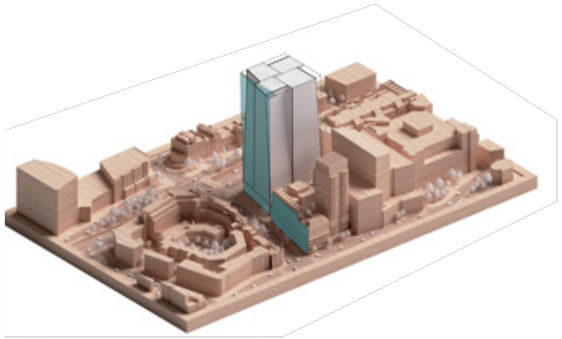
Response to Context
Panel Comments

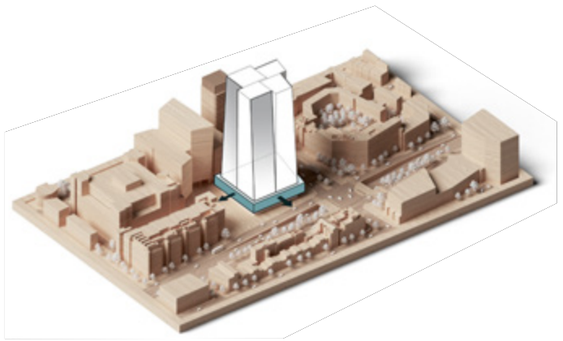
- Lack of clarity about the evolving character of Regent's Place campus buildings, hindering the development's potential to enhance its context.
- Need for a longer-term vision for the campus, as individual building responses have been short-term.
- Further information of how the scheme aligns with and responds to the character of the local context, specifically Tottenham Court Road and Hampstead Road.
- Desire for a better understanding of the proposed building's impact on long views and the broader neighbourhood.

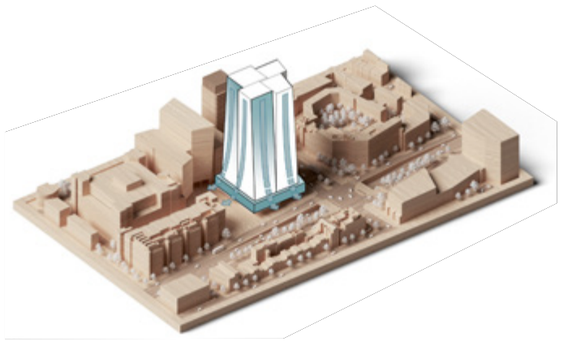




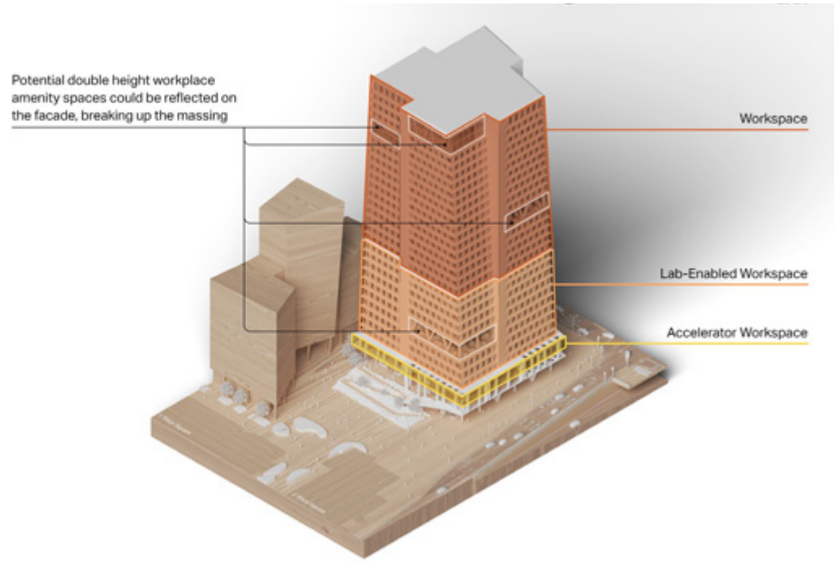




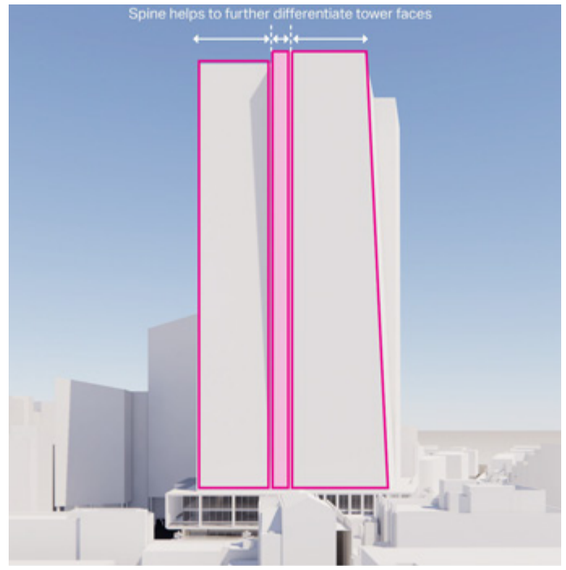






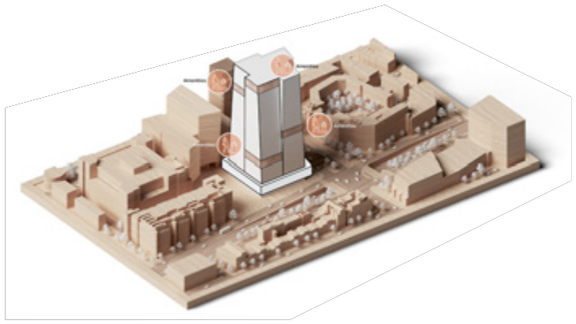






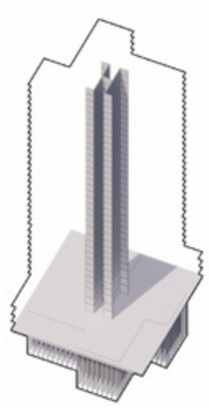
Scale & Massing
Proposals & Comments

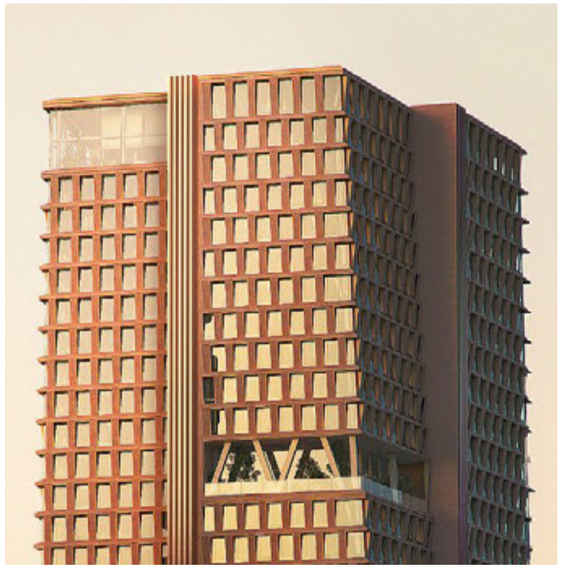
- New building less slender than the existing tower, especially concerned about its widening on the eastern side and its alignment with Hampstead Road.
- Recognises the extension of the podium to address downdrafts but notes that the increased massing of the tower worsens microclimate effects.
- Suggests exploring options to adjust the building's massing to mitigate wind effects and downdrafts.



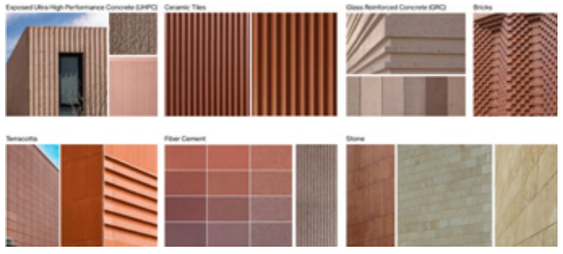


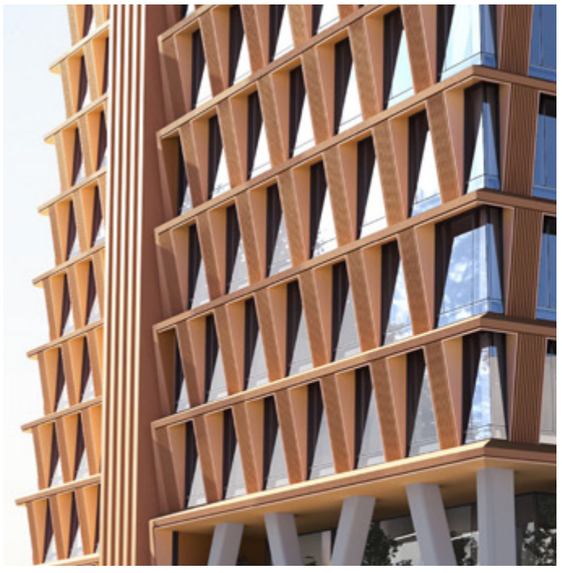






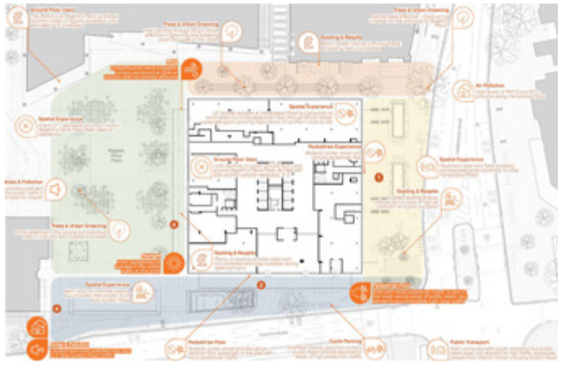






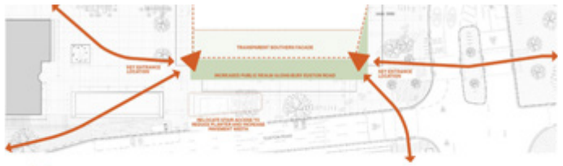
Emerging Architecture
Proposals & Comments

- New building must match the exceptional quality of the existing prominent towers in the Borough.
- Despite reusing the core, the new building has the potential to be a significant addition to the townscape, and the panel questions the current self-referential nature of the proposals.
- The top of the building, due to its scale and prominence, needs a clearer treatment. Suggestions of making the architecture of the podium more robust like the upper floors while maintaining openness.
- Design rationale for the cut-outs in the elevations to be further developed.
- Cross bracing in the elevations is effective and appreciated for enabling a soft core, simplifying future adaptation.

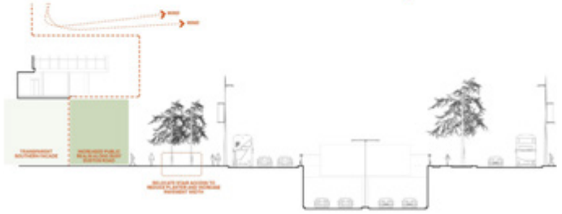


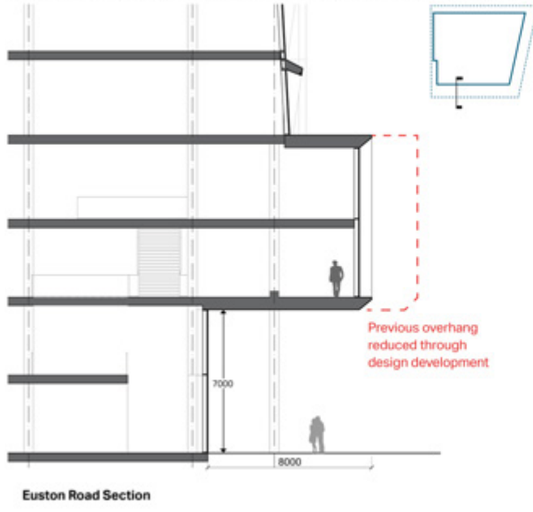




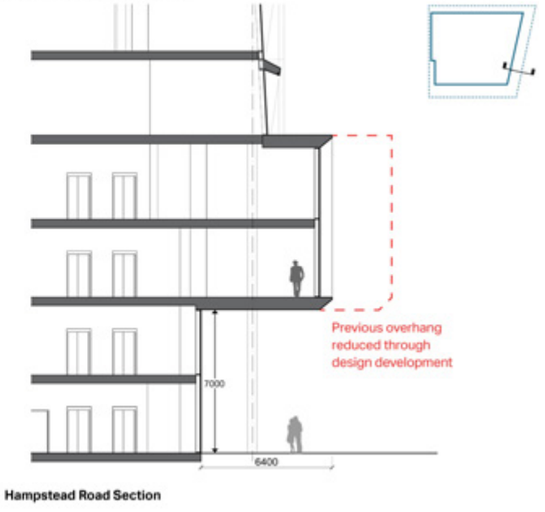




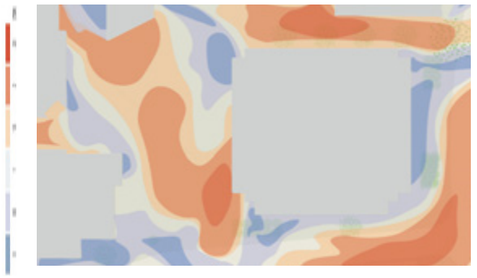


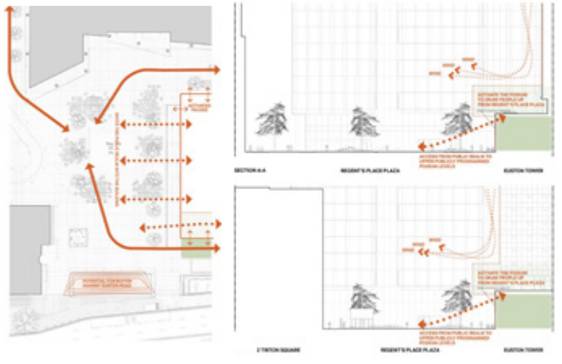


Euston Road Section



Hampstead Road Section



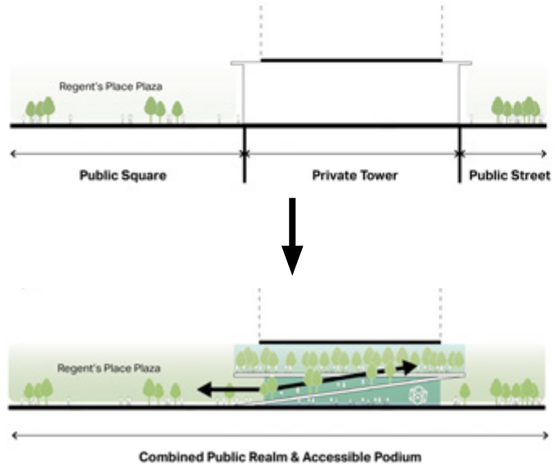




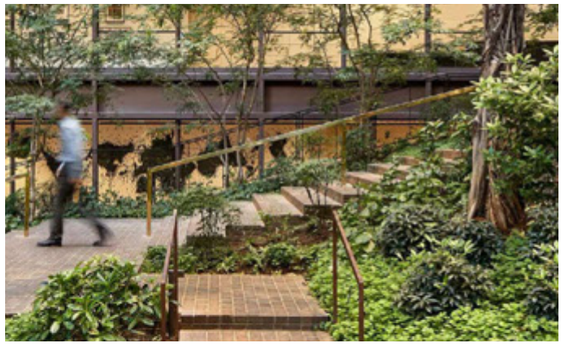
Public Realm
Panel Comments

- General concerns about podium projection into the public space, especially along the north and east elevations.
- Requirement of servicing strategies.
- Suggestion for an analysis of current and anticipated footfall in the plaza and surrounding streets when developing ground floor and public realm proposals.
- Recommendation for a day-in-the-life study for the public realm to address potentially conflicting demands.
- Support for steps up to the podium but desires assurance they won't encroach excessively on the plaza.
- Concerns about equal access via the steps to public and semi-public areas on the ground floor and podium.







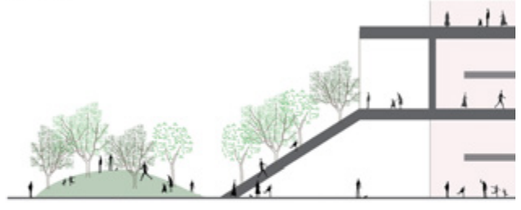


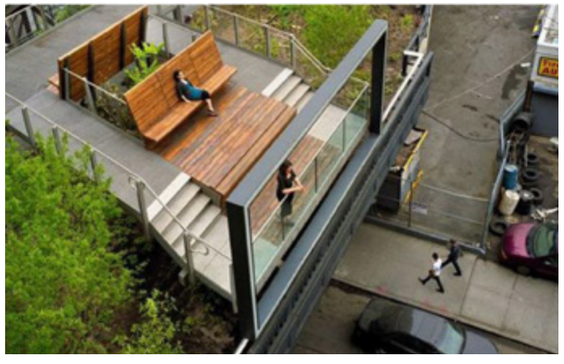






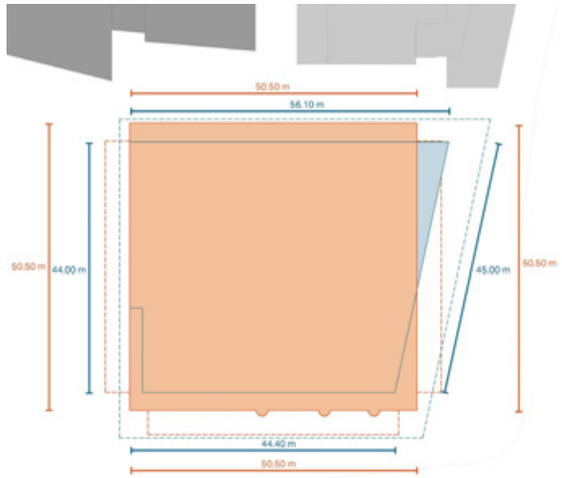






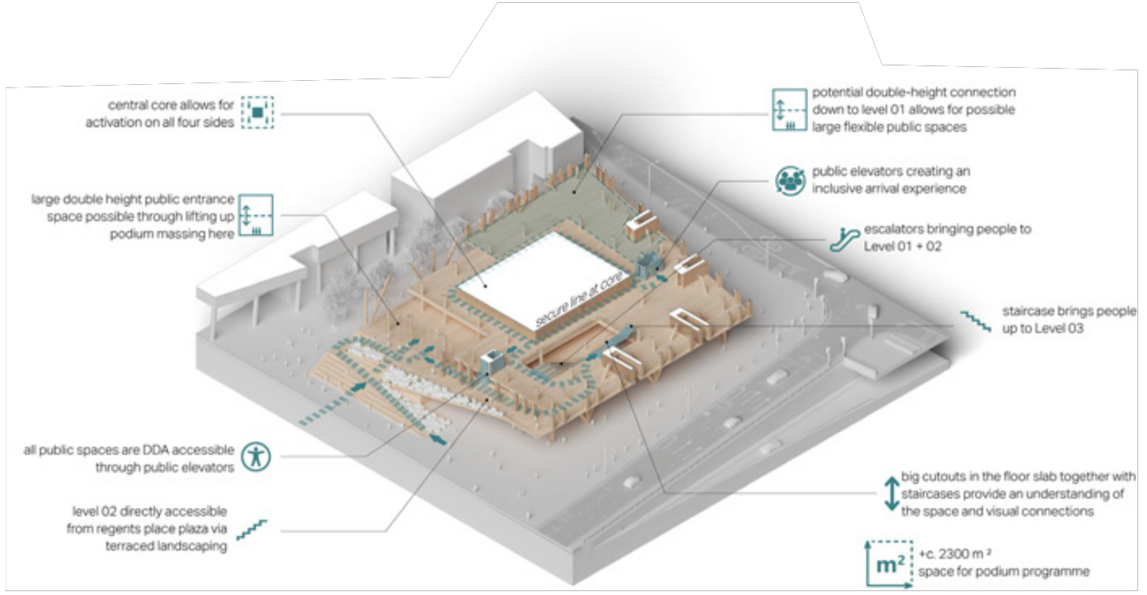
Landscape & Greening
Panel Comments

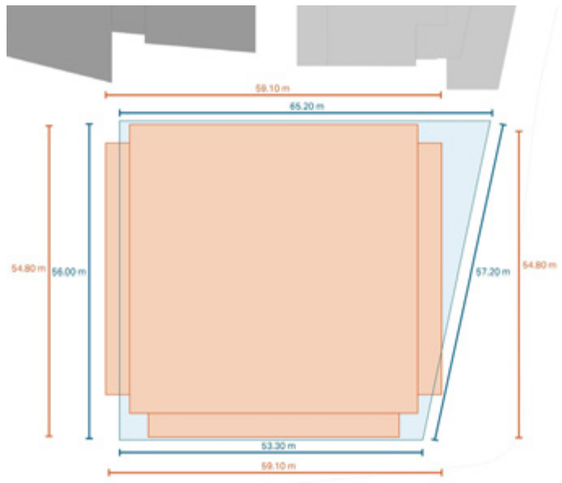
- Transformation of the plaza into a welcoming and comfortable space is a key landscape challenge. The proposed ground-level greening is positive, but more should be done, especially given the harsh environment around the site.
- Concern about the removal of trees in the public realm. Strategy required to replace and enhance tree cover.
- Prioritisation of planting for reducing wind effects over other ground-level measures.
- Encouraging analysis of the wider network of green spaces, but the public realm along Hampstead Road requires significant greening.
- Concern about the podium's extent on the eastern side compromising the pavement and successful planting.



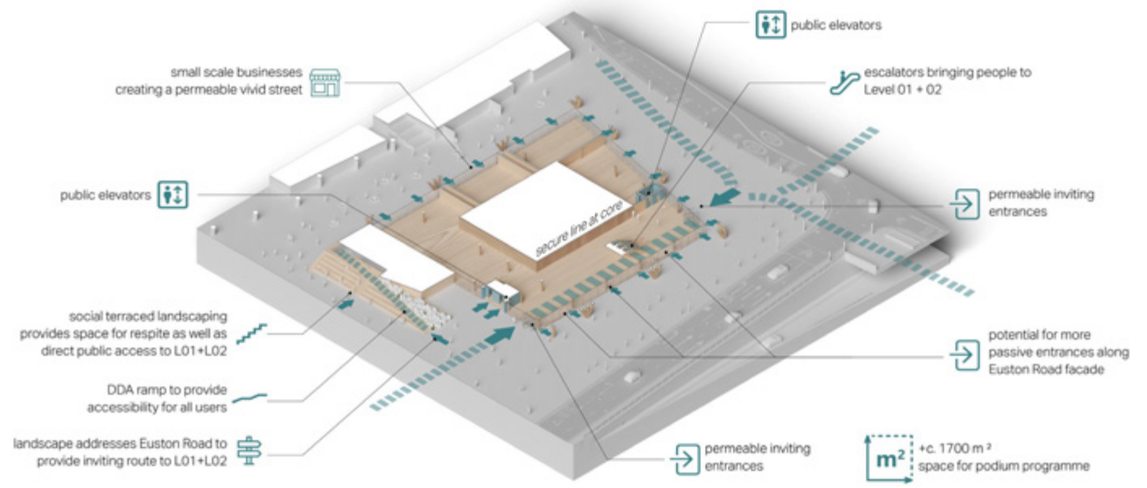






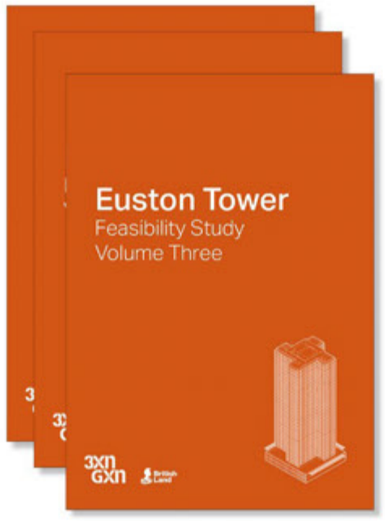


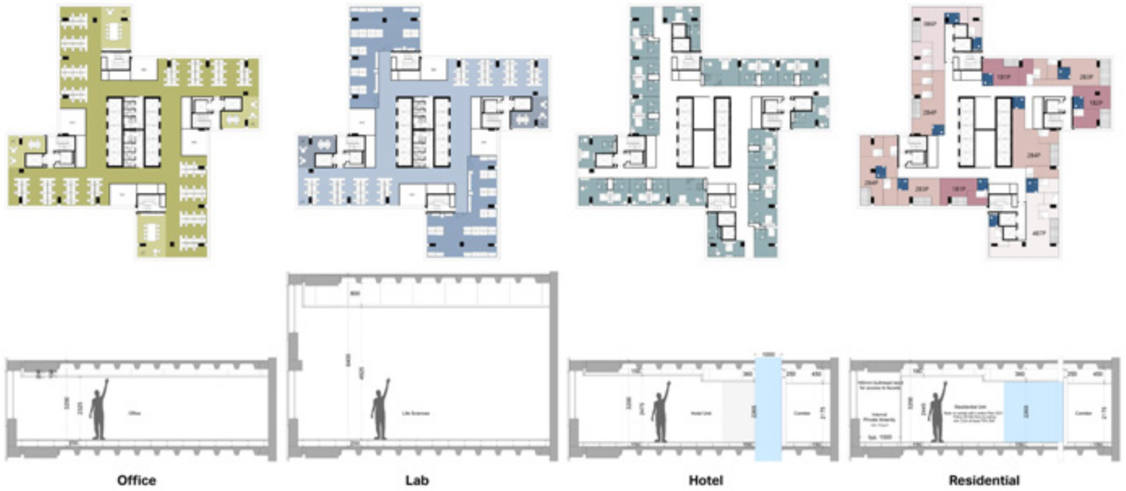


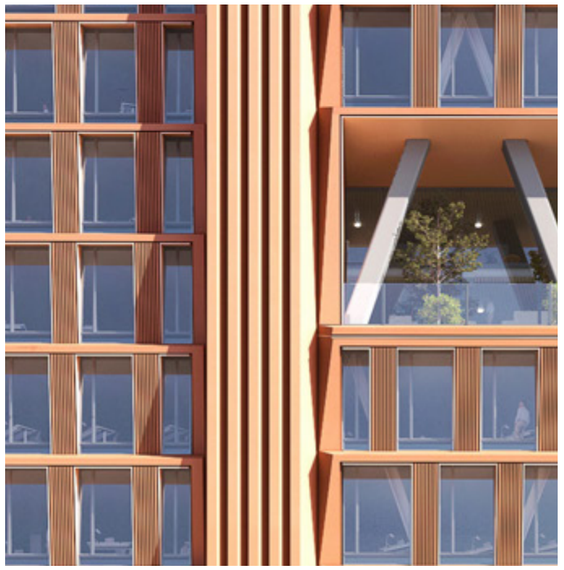


Ground Floor Uses & Layout
Panel Comments

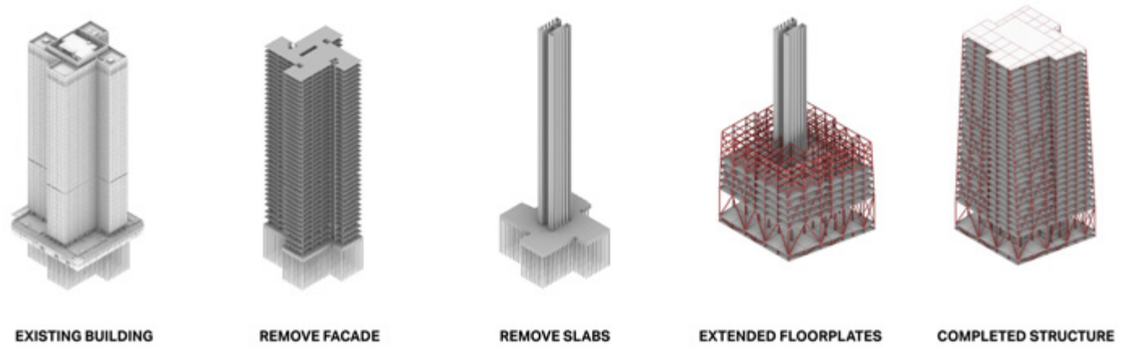
- Panel recommend the consideration of opening the ground floor for retail and other uses, creating a genuinely public space with a clear path through it.
- Identification of potential anchor institution to occupy lower floors, attracting visitors and help curating the space.
- Test the impact of the podium projections impact on natural light at the ground floor level.

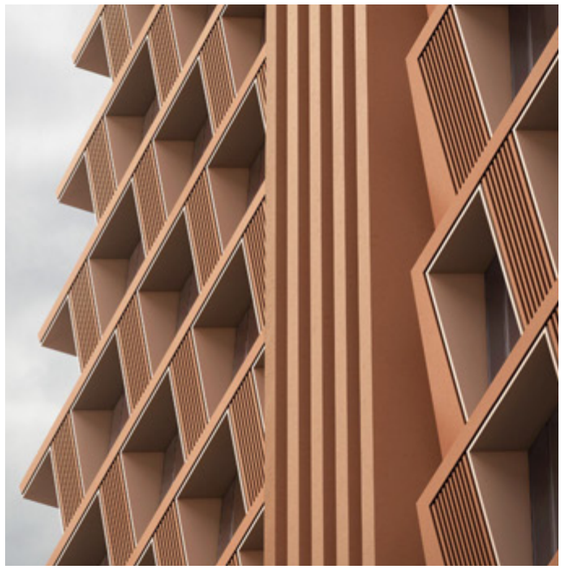






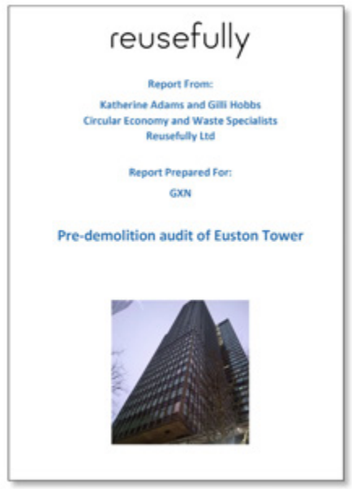






Sustainability & Embodied Carbon
Panel Comments

- Panel noted the efforts that have been made to explore retention options. They also acknowledged the need to increase floor-to-ceiling heights for intended uses, making proposed demolition likely.
- Commended environmental analysis and ambition for embodied carbon reduction and material reuse.
- Collaboration with others to achieve material reuse and recycling to be secured through the planning process.
- Praises the integration of shading in façade design but suggests reducing the high proportion of glazing.
- Recommends considering solar glazing options to compensate for limited roof space for solar panels.
- Accepted the need for demolition but emphasizes the importance of designing for future adaptability in the new building.


reusefully

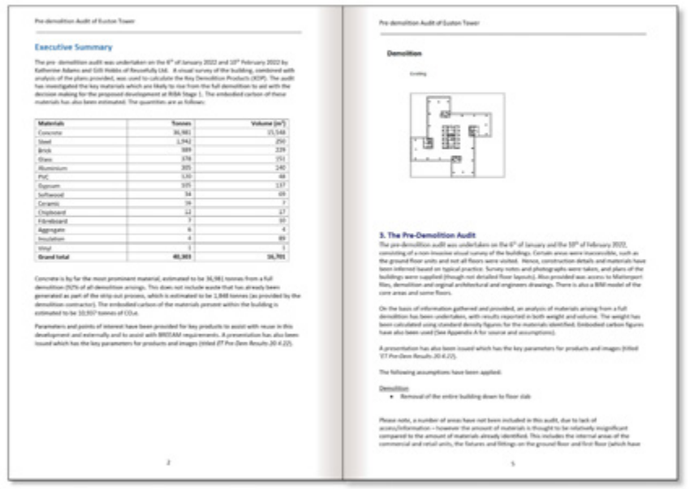
Report From:

Katherine Adams and Gilli Hobbs
Circular Economy and Waste Specialists
Reusefully Ltd

Report Prepared For:

GXN

Pre-demolition audit of Euston Tower


Pre-demolition Audit of Euston Tower

Executive Summary

The pre- demolition audit was undertaken on the 6th of January 2022 and 10th February 2022 by Katherine Adams and Gilli Hobbs of Reusefully Ltd. A visual survey of the building, combined with analysis of the plans provided, was used to calculate the Key Demolition Products (KDP). The audit has investigated the key materials which are likely to rise from the full demolition to aid with the decision making for the proposed development at RIBA Stage 1. The embedded carbon of these materials has also been estimated. The quantities are as follows:

Materials	Tonnes	Volume (m³)
Concrete	36,981	15,548
Steel	1,942	250
Brick	389	229
Glass	378	151
Aluminium	305	140
PVC	130	68
Gypsum	335	137
Softwood	94	69
Ceramic	18	7
Chipboard	12	17
Fibreboard	7	10
Aggregate	6	4
Insulation	4	88
Vinyl	1	1
Grand total	**40,369**	**16,705**

Concrete is by far the most prominent material, estimated to be 36,981 tonnes from a full demolition (92% of all demolition arisings). This does not include waste that has already been generated as part of the strip out process, which is estimated to be 1,848 tonnes (as provided by the demolition contractor). The embedded carbon of the materials present within the building is estimated to be 10,910 tonnes of CO2e.

Parameters and points of interest have been provided for key products to assist with reuse in this development and externally and to assist with BREEAM requirements. A presentation has also been issued which has the key parameters for products and images (titled *07 Pre-Dem Results 20.4.22*).

2

Pre-demolition Audit of Euston Tower

Demolition

3. The Pre-Demolition Audit

The pre-demolition audit was undertaken on the 6th of January and the 10th of February 2022, consisting of a non-invasive visual survey of the buildings. Certain areas were inaccessible, such as the ground floor units and not all floors were visited. Hence, construction details and materials have been inferred based on typical practice. Survey notes and photographs were taken, and plans of the buildings were supplied (though not detailed floor layouts). Also provided was access to Matterport files, demolition and original architectural and engineers drawings. There is also a BIM model of the core areas and some floors.

On the basis of information gathered and provided, an analysis of materials arising from a full demolition has been undertaken, with results reported in both weight and volume. The weight has been calculated using standard density figures for the materials identified. Embodied carbon figures have also been used (see Appendix A for source and assumptions).

A presentation has also been issued which has the key parameters for products and images (titled *07 Pre-Dem Results 20.4.22*).

The following assumptions have been applied:

Demolition

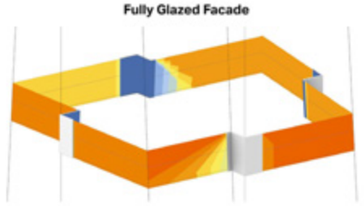
- Removal of the entire building down to floor slab

Please note, a number of areas have not been included in this audit, due to lack of access/information – however the amount of materials is thought to be relatively insignificant compared to the amount of materials already identified. This includes the internal areas of the commercial and retail units, the fixtures and fittings on the ground floor and first floor (which have

5

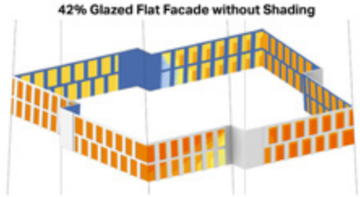


Fully Glazed Facade



6.8 Average Direct Sunlight Hours

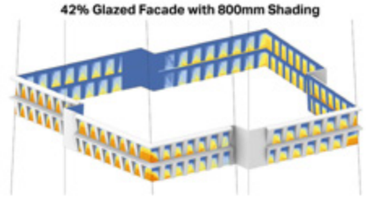
42% Glazed Flat Facade without Shading



3.8 Average Direct Sunlight Hours

45% Reduction in Direct Incident Sunlight when compared to a fully glazed facade

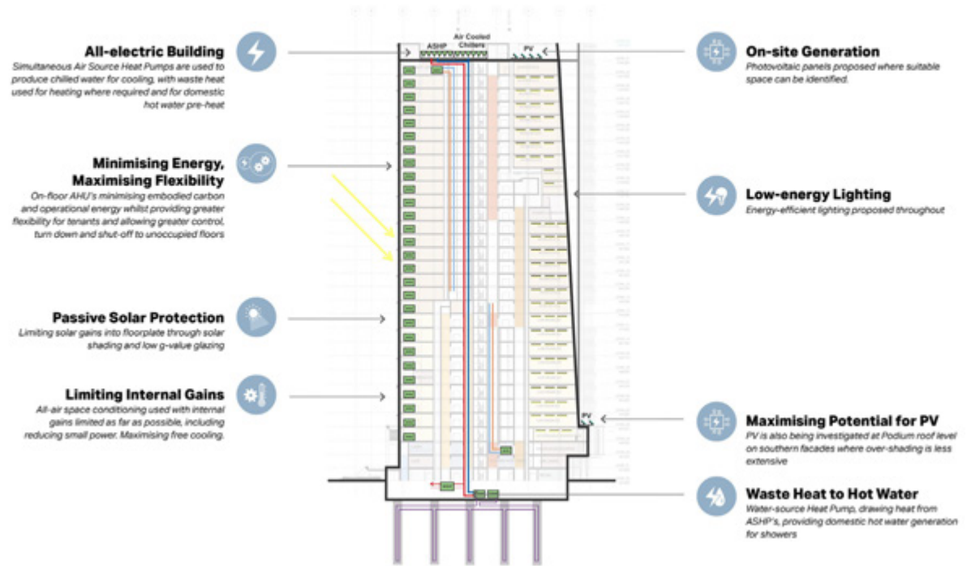
42% Glazed Facade with 800mm Shading



2.2 Average Direct Sunlight Hours

68% Reduction in Direct Sunlight when compared to a fully glazed facade





Summary of Design Responses to Design Review Panel 1

The summary list below outlines the key comments received from the panel at Design Review Panel 1:

- Early concerns about the building's robustness, especially with the less sturdy podium and base, making it appear unanchored.
- Questions whether the new building will have an iconic presence in the townscape, considering its larger size, emphasizing the need for long views to demonstrate its impact.
- Suggests the design team considers the building's integration into the city and its townscape impact.
- Criticises the compromise to the public realm due to the podium projection.
- Emphasises maximising green space on the site.
- Interested in the steps up to the podium but highlights the need to address accessibility and encroachment into the plaza.
- Recognizes the carbon cost of proposed demolition, calling for strategies to manage embodied carbon.
- Encourages material reuse and securing ambitious goals through the planning process.
- Suggests designing the new building for adaptability and repurposing over the next 100 years without extensive demolition.
- Welcomes the commitment to public engagement workshops and co-design.

The design team has responded and developed the design, in-line with key comments received at the Design Review Panel 1, which were subsequently presented at Design Review Panel 2. The following pages demonstrate these responses.

DRP 1 Proposal



DRP 1 Proposal



Design Response



Design Response



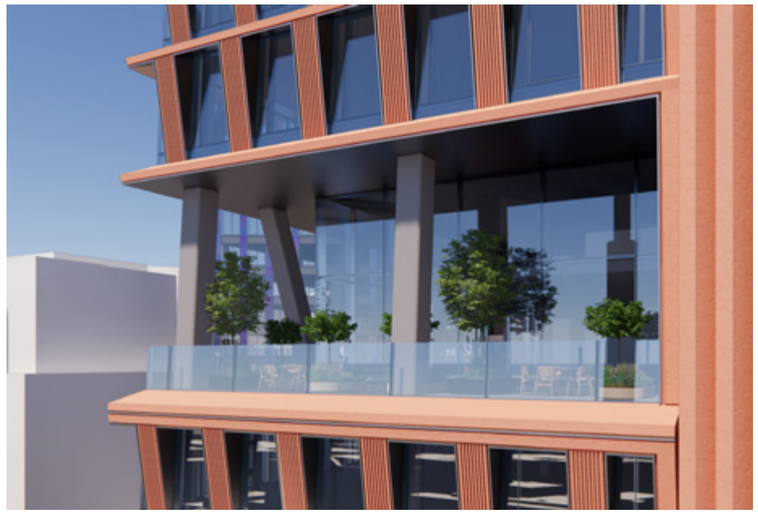
Massing

In response to concerns to the increased tower massing and the requirement to understand further the buildings impact on the wider townscape. The team narrowed the massing, by pushing back the massing c.3m at the north-east corner, revealing more of the local context. Additionally, the alignment with Hampstead Road was adjusted.

Context

Further to comments related to the compromise of the public realm offering, due to the podium projection. The design team responded by creating a more generous public area along Hampstead Road. Furthermore, enhancement to the publicly accessible areas were also developed, by creating a more visible entrance, of which the podiums architectural expression responds to.

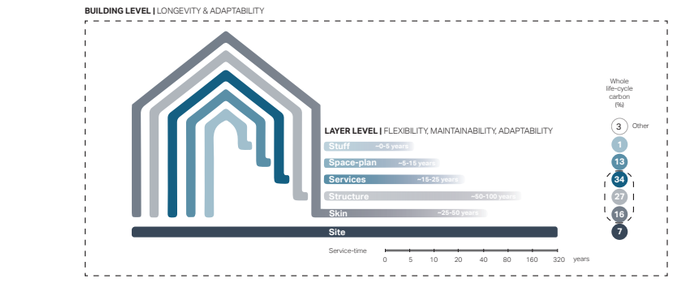
DRP 1 Proposal



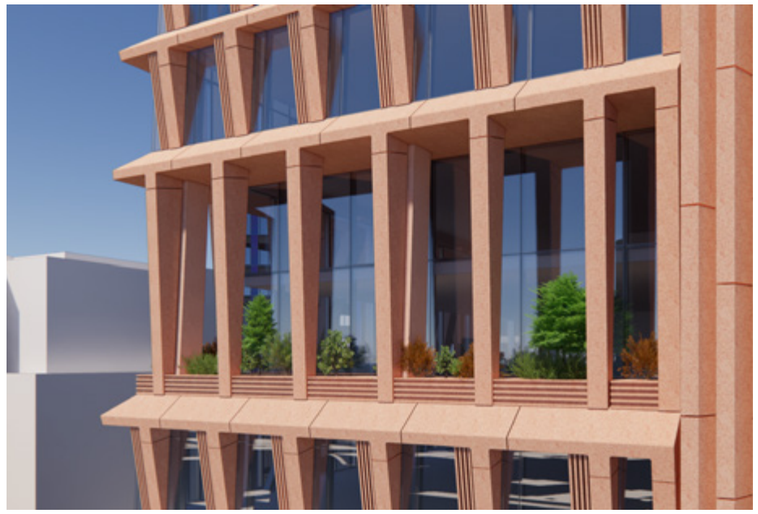
DRP 1 Proposal



Design Response

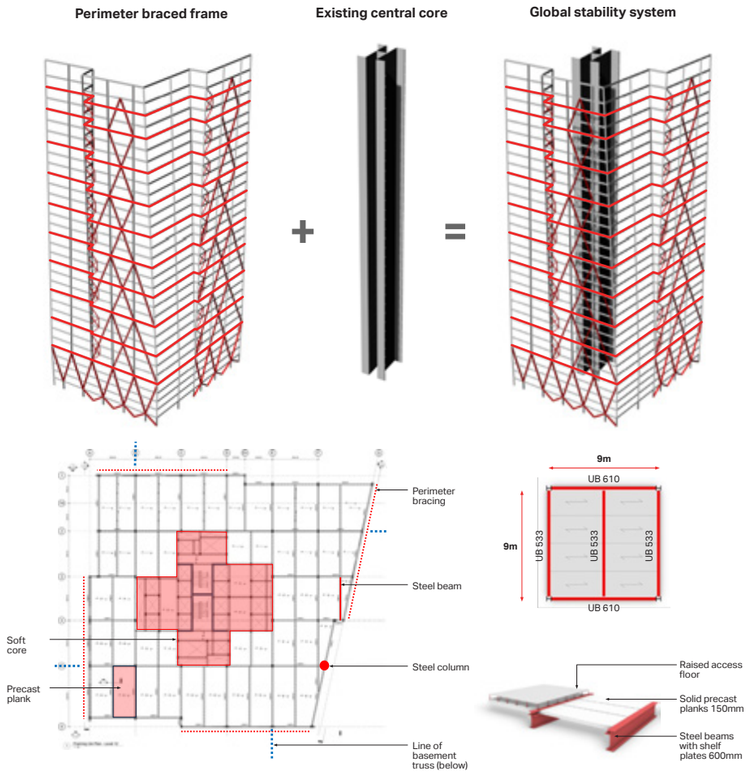


Design Response



Design Response





Design

Additional comments connected to the proposed design and its connection to the local context were also addressed. Requests for further solidity in the podium and further articulation to amenity spaces, building crown, facade and colour were all raised. As part of the design development, the facade module was updated, increasing the solidity to respond better to the local context. A more considered, consistent language developed for the amenity terrace areas of facade, creating a more consistent overall character for the tower that integrates better with the local vernacular. Furthermore, the facade colour softened following a deeper study into the local context.

Landscape

Commentary from the panel noted a desire for a more integrated approach to landscape proposals, in addition to maximising green space on the site.

Based on this, the appointment of DSDHA as landscape architects assisted in the full development of Regent's Place Plaza and the surrounding public realm. This resulted in a large increase in greening and a landscape design which harmonised with the podium and architectural elements such as the terraced landscape leading to Level 01.

Sustainability & Adaptability

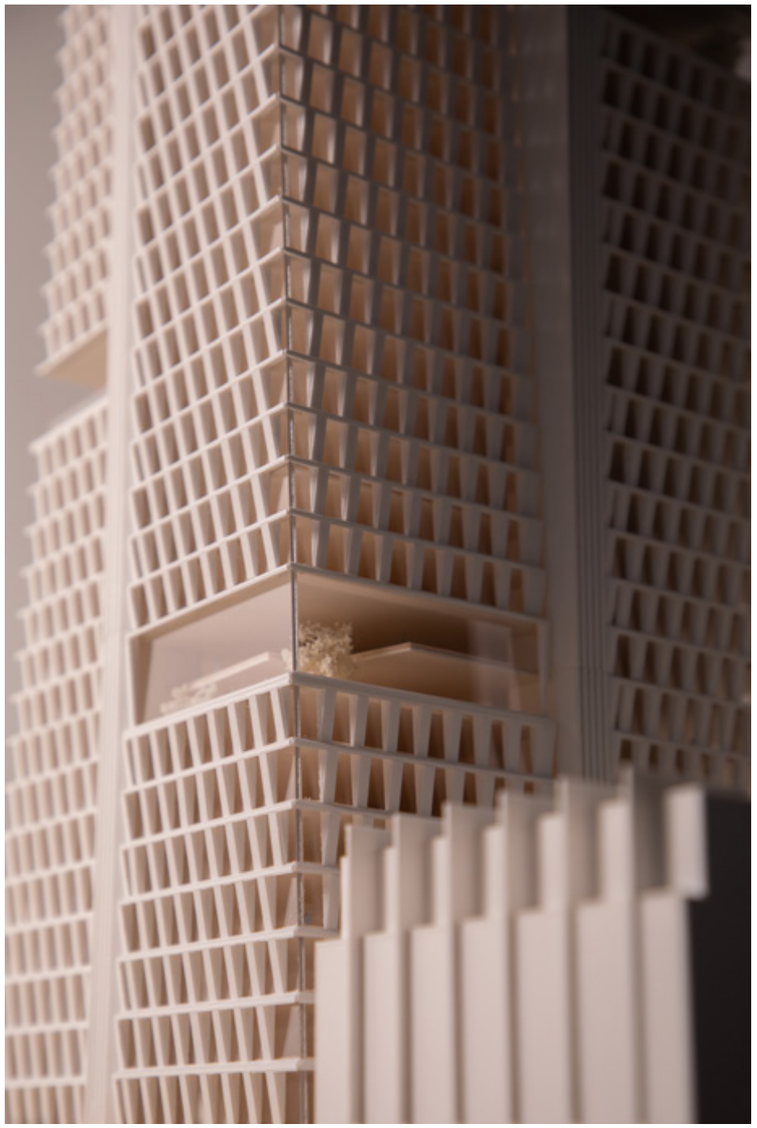
The panel encouraged material reuse and suggested designing the new building for adaptability and repurposing over the next 100 years without the requirement of extensive demolition. In response, the design team produced extensive feasibility studies, testing various retention options for the building. Furthermore between DRP's the team refined and studied adaptability details and strategies further to ensure that the proposal was designed with future flexibility and adaptability in mind.



Photograph - Development model looking south along Hampstead Road











Photographs - Photos of physical model from Design Review Panel 1

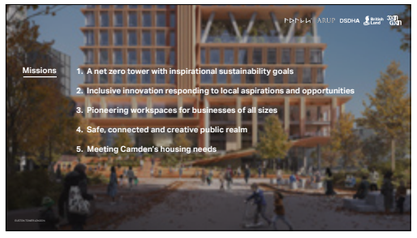
Design Review Panel 2

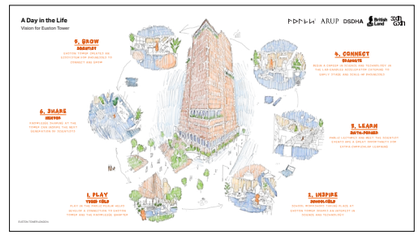
Design Review Panel 2
29th September 2023

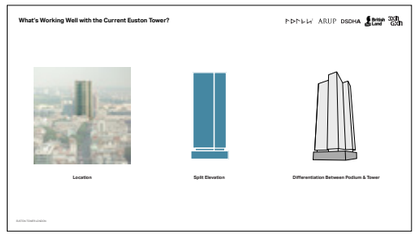
As part of Design Review Panel 2, the team presentation focused on “Design & Sustainability”, which covered aspects such as ‘Public Realm & Landscape’, ‘Facade & Materiality’ and ‘Sustainability & Circularity’.

The following pages highlight the key feedback received from the panel, in addition to the designs presented. A summary of the design responses to these comments concludes the chapter.

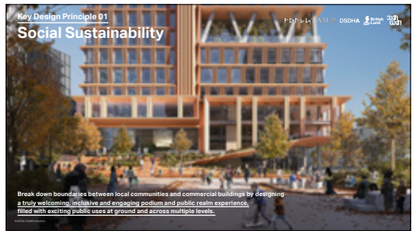


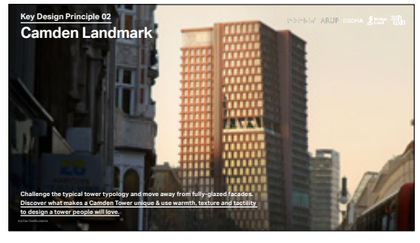


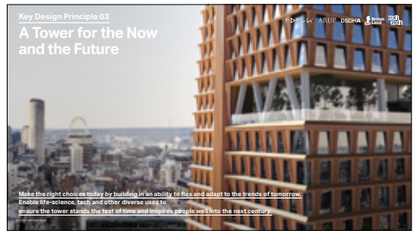


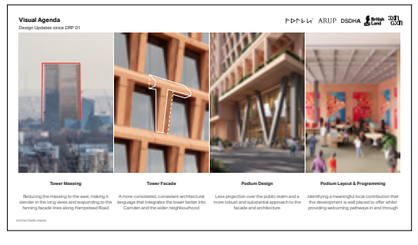








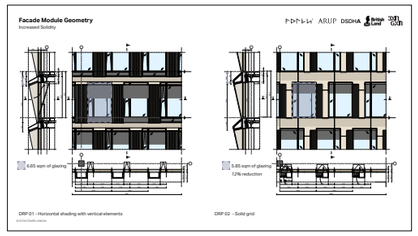




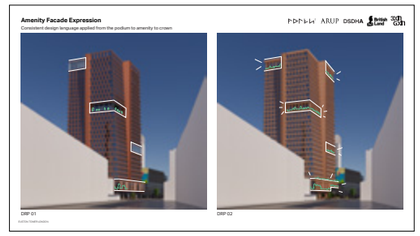


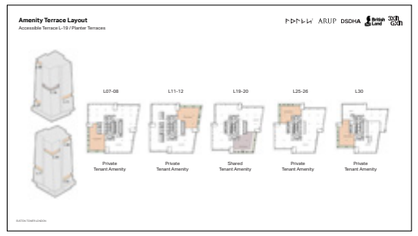






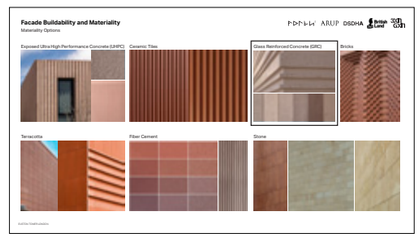


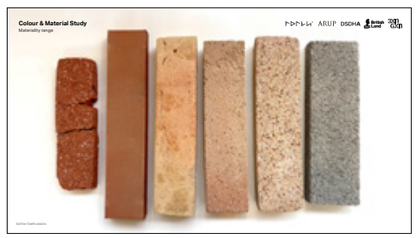


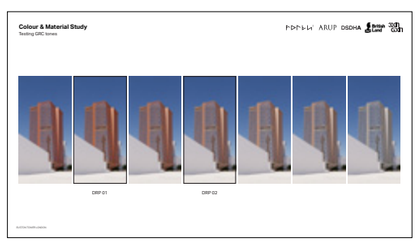




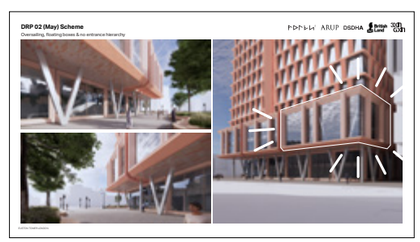






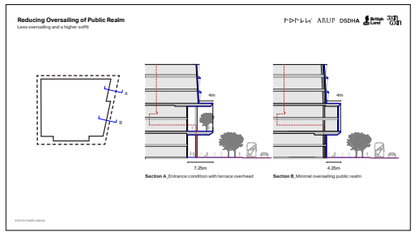






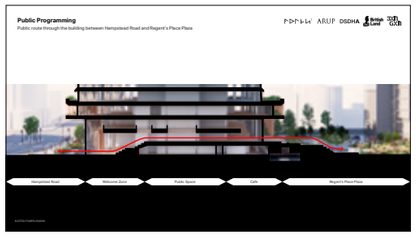


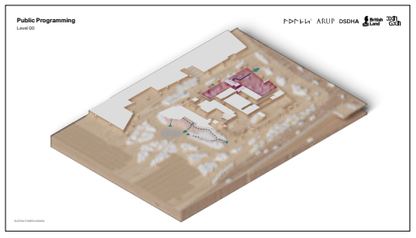
Presentation slide extracts from Design Review Panel 2

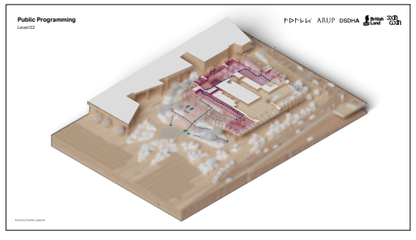

Reducing Oversailing of Public Realm
Less oversailing and a higher soffit
4m
7.25m
Section A. Entrance condition with terrace overhead
4m
4.25m
Section B. Minimal oversailing public realm


Convenient Public Access
Community entrance highly visible from Hampstead Road



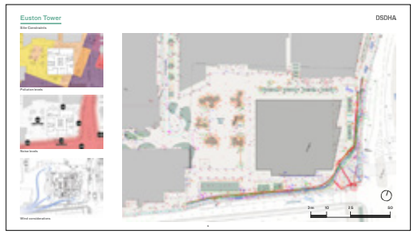

Public Programming
Public route through the building between Hampstead Road and Regent's Place Plaza
Hampstead Road
Welcome Zone
Public Square
Café
Regent's Place Plaza


Public Programming
Level 00


Public Programming
Level 02

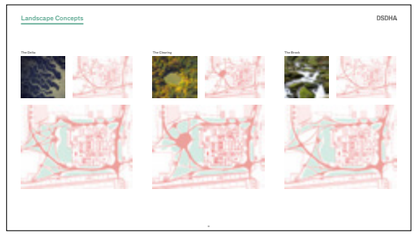



Local Context
Anticipating Future Changes
DSDHA


Euston Tower
DSDHA


A network of green spaces
DSDHA


Bringing Water to the City
DSDHA

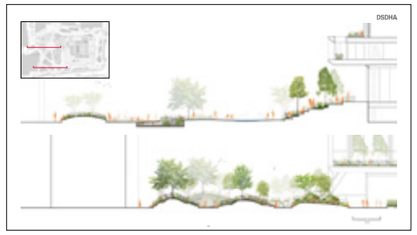

Landscape Concepts
DSDHA


A Mosaic of Habitats
DSDHA
GRASSLAND
WOODLAND
HEATHLAND

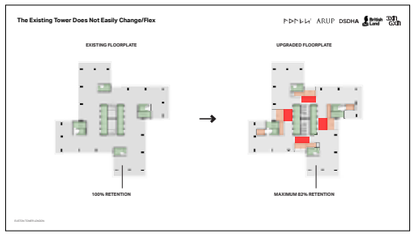


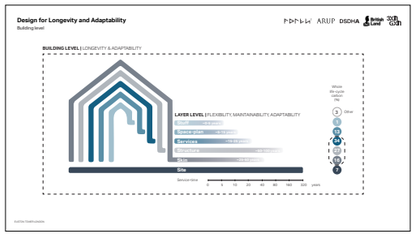

Civic Square
DSDHA

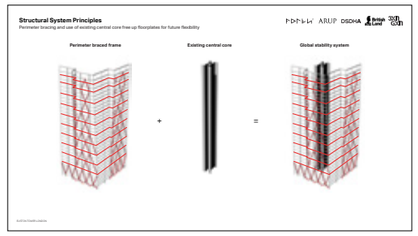


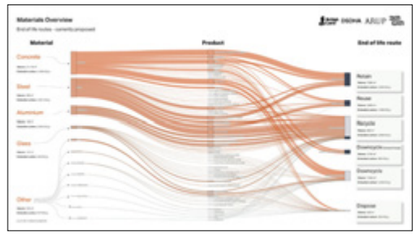

DSDHA

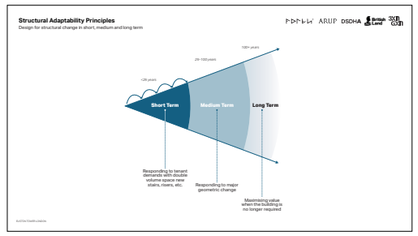

Cultural & Educational Landscape
DSDHA

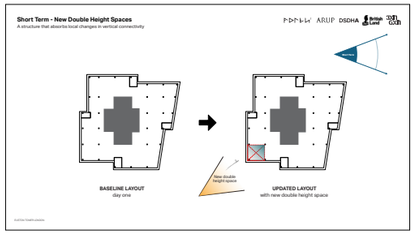

The Existing Tower Does Not Easily Change/Flex
EXISTING FLOORPLATE
UPGRADED FLOORPLATE
100% RETENTION
MAXIMUM 82% RETENTION

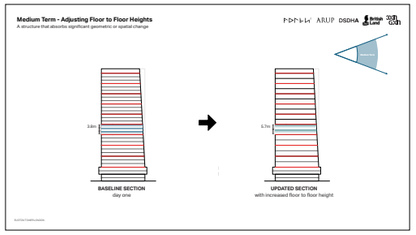

Design for Longevity and Adaptability
Building level

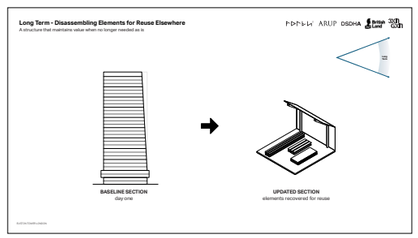

Structural System Principles
Perimeter bracing and use of existing central core free-up floorplates for future flexibility
Perimeter braced frame
Existing central core
Global stability system

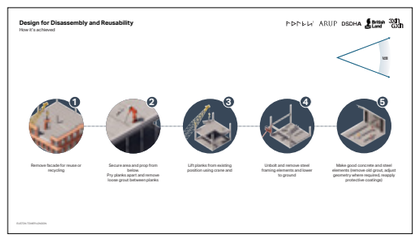

Materials Overview
End-of-life routes - currently proposed
Material
Product
End-of-life route

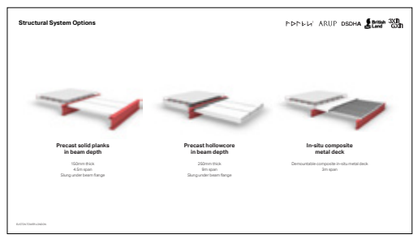

Structural Adaptability Principles
Design for structural change in short, medium and long term
Short Term
Medium Term
Long Term

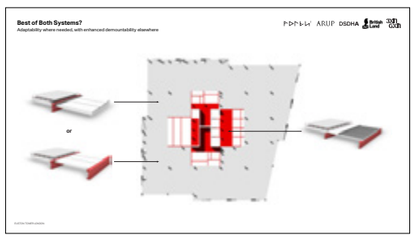

Short Term - New Double Height Spaces
A structure that absorbs local changes in vertical connectivity
BASELINE LAYOUT
day one
UPDATED LAYOUT
with new double height space


Medium Term - Adjusting Floor to Floor Heights
A structure that absorbs significant geometric or spatial change
BASELINE SECTION
day one
UPDATED SECTION
with increased floor to floor height

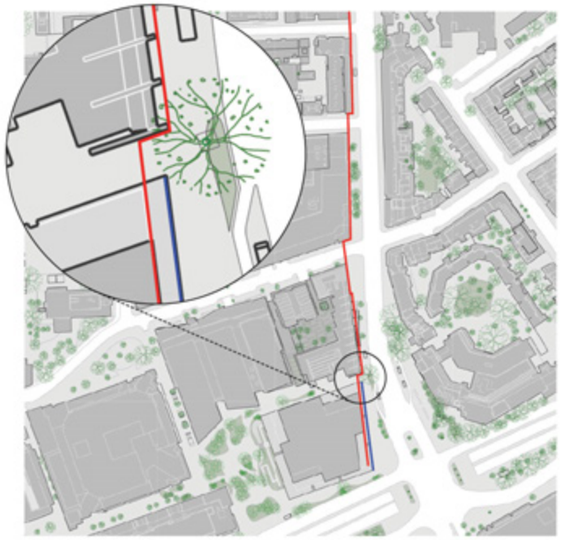

Long Term - Disassembling Elements for Reuse Elsewhere
A structure that maintains value when no longer needed as is
BASELINE SECTION
day one
UPDATED SECTION
elements recovered for reuse


Design for Disassembly and Reusability
How it's achieved
Remove facade for reuse or recycling
Secure area and prop from below. Pry planks apart and remove loose grout between planks
Lift planks from existing position using crane and
Unbolt and remove steel framing elements and lower to ground
Make good concrete and steel elements (remove old grout, adjust geometry where required, reapply protective coatings)


Structural System Options
Precast solid planks in beam depth
Precast hollowcore in beam depth
In-situ composite metal deck


Best of Both Systems?
Adaptability where needed, with enhanced demountability elsewhere
or









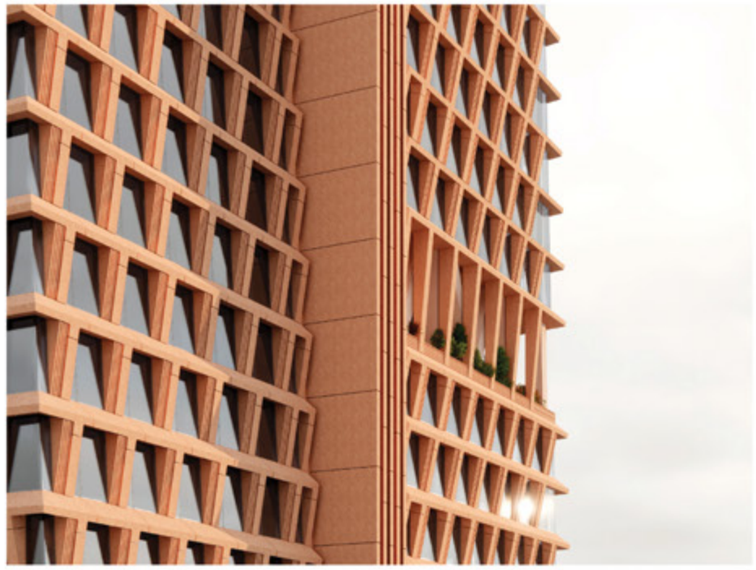


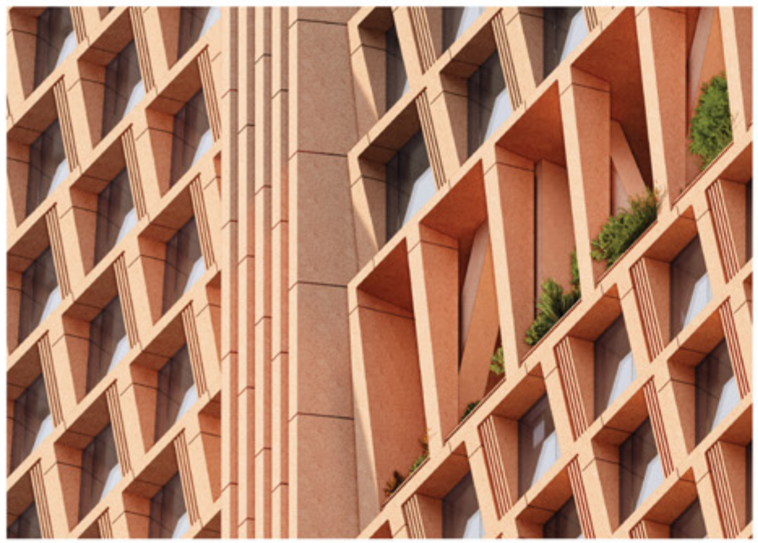




Massing & Townscape
Panel Comments

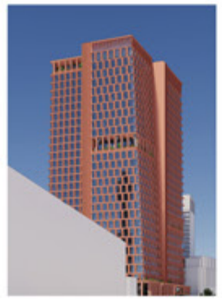
- Concerns about added massing making the building bulkier and less elegant than the existing tower.
- Suggestion to pull in the massing to avoid a bulky impression, express vertical spines, and create a more dynamic skyline.
- Propose more articulation for the four quadrants, differentiating uses through façade design.
- Question the need for floor-to-ceiling glazing in laboratory spaces.
- Suggest a more articulated crown for the tower to make the massing below appear thinner.
- Emphasise the importance of assessing the impact on townscape views and conservation areas, especially closer views, like looking north along Tottenham Court Road.



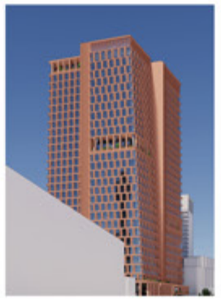




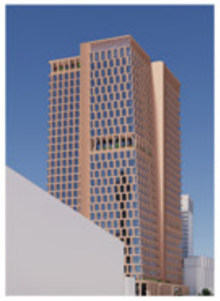












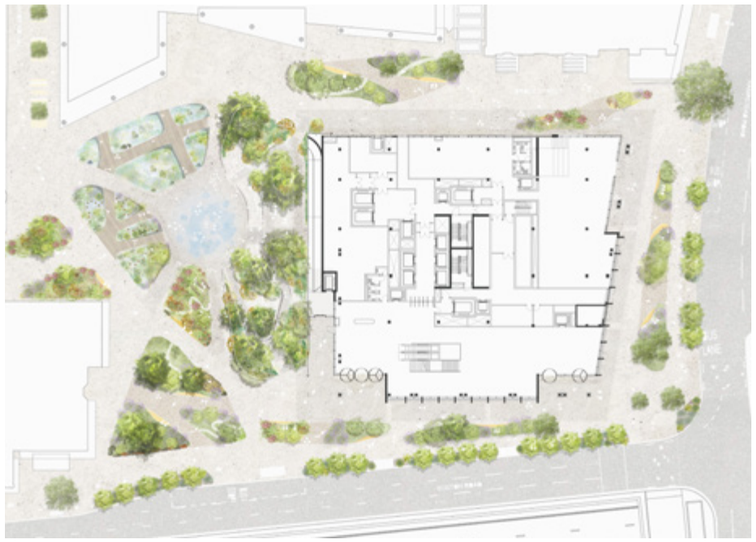




Architecture
Panel Comments

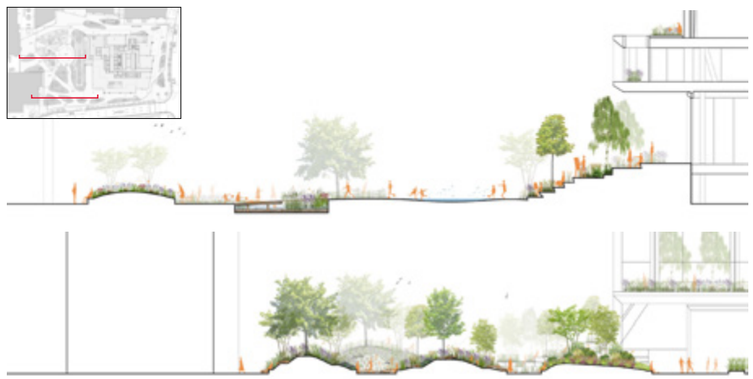
- The panel noted that the design requires further rooting in the context and should respond to the tower's location at a crucial crossroads.
- Further explanation of the design, colours, and materials relationship to the context is required.
- Single material choice is liked, but the pink-red colour makes the building seem too large and dominant. Suggested that a more muted colour scheme to reduce the building's prominence should be explored.
- Recommend giving the podium a different colour from the tower, with darker colours at the bottom and lighter colours above, reflecting London's character.







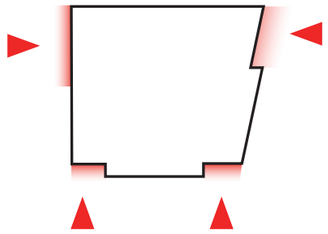




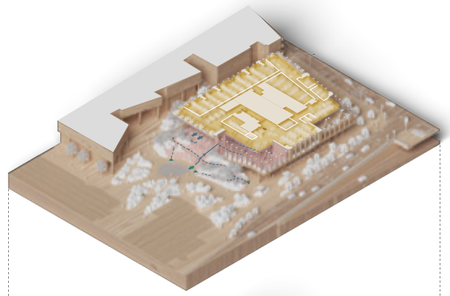


Landscape
Panel Comments

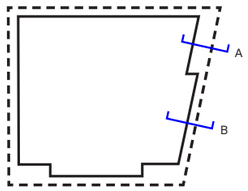
- Landscape design is promising and can enhance Regent's Place, with the east-west public route through the building being recognised as a positive addition.
- The panel suggested making the landscaping more child-friendly with 'messier' elements.
- Consider improving the route which connects Regent's Place to Regent's Park and the connection between their landscape characters.
- Potential to extend the landscape narrative into the building, connecting spaces at different levels through the tower to the ground level approach.

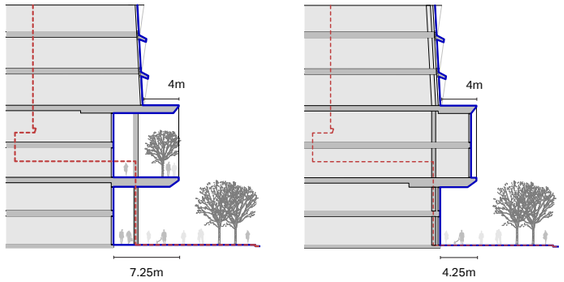


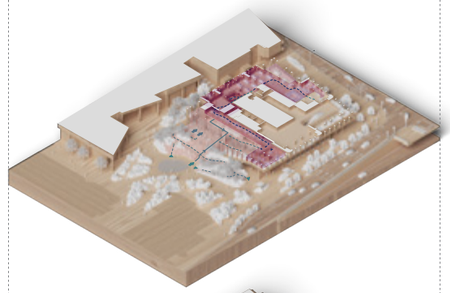






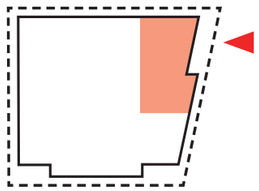














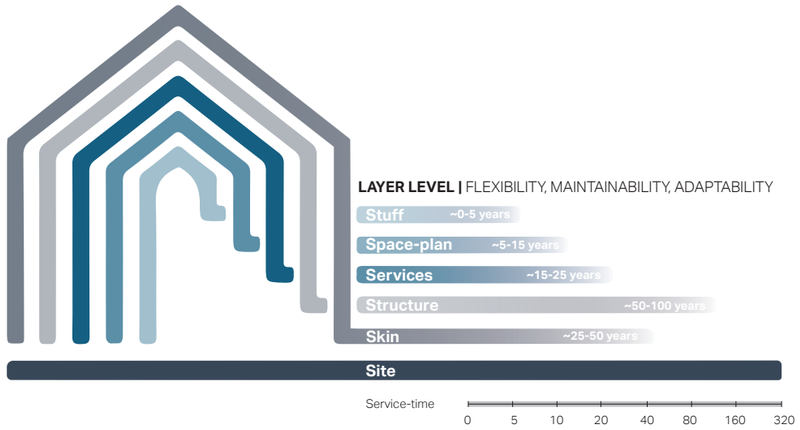


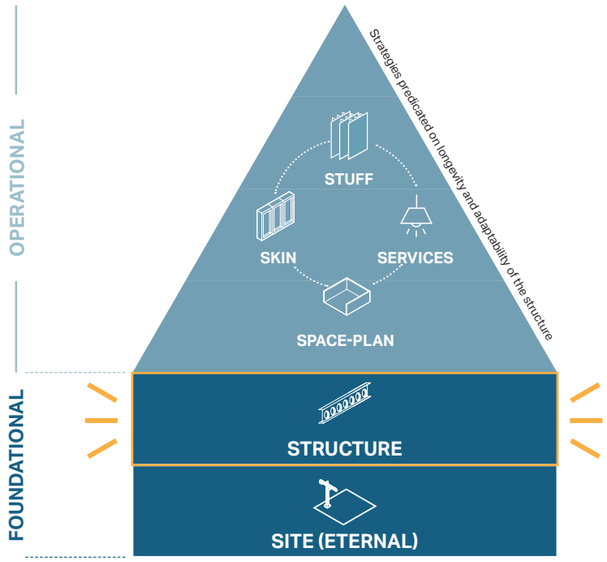
Public Realm
Panel Comments

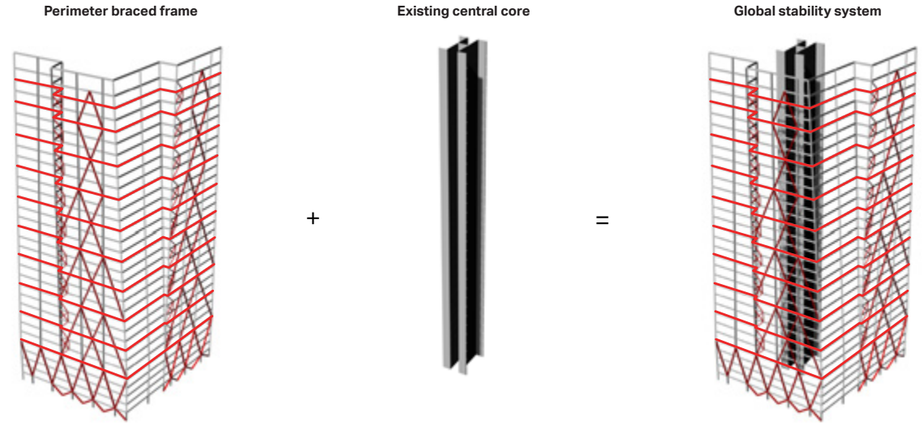
- The panel expressed concerns about the wider footprint and large podium elements negatively affecting the public realm around the tower. They suggested reducing the podium size and pulling back the tower's footprint.
- Request more details about the prominent Euston Road entrance and its impact on the public experience.
- Emphasise the importance of designing Brock Street as an active street, rather than a service route, giving it more space while preserving the public realm on Euston Road.
- Critical to understand the microclimate around the building to assess the impact.
- Suggestion to incorporate biodiversity into the tower's façade to create a habitat for invertebrates intentionally.

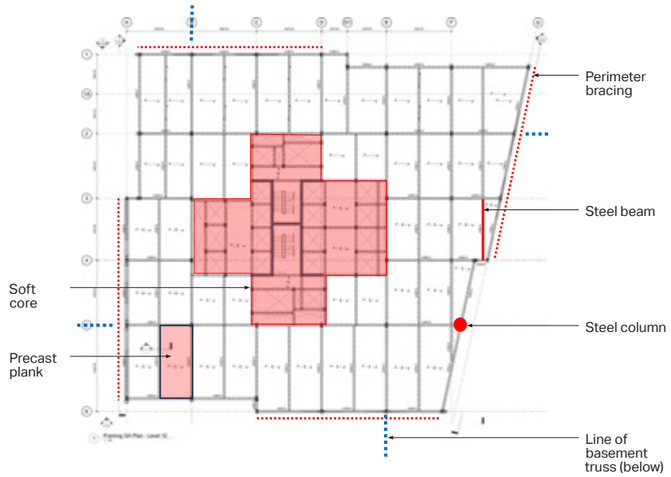
Podium & Ground Floor
Panel Comments

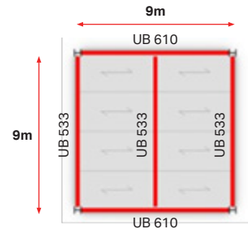
- Further consideration of how the building interacts with Euston Road and Hampstead Road, with clear elevations showing integration with the street.
- Highlight the positive aspect of public elements in the podium and suggest extending public interaction higher in the building.
- Recommend developing a more suitable and welcoming treatment for the corporate-looking double-height areas at ground-floor level.

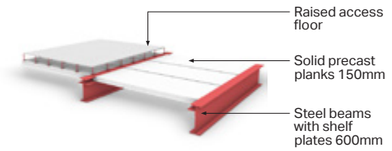


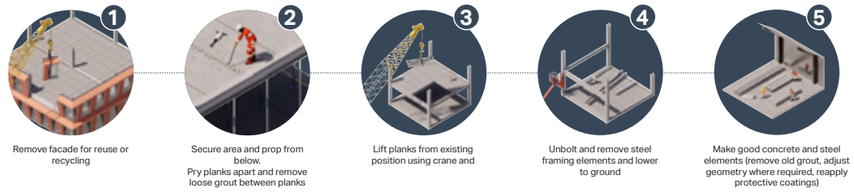






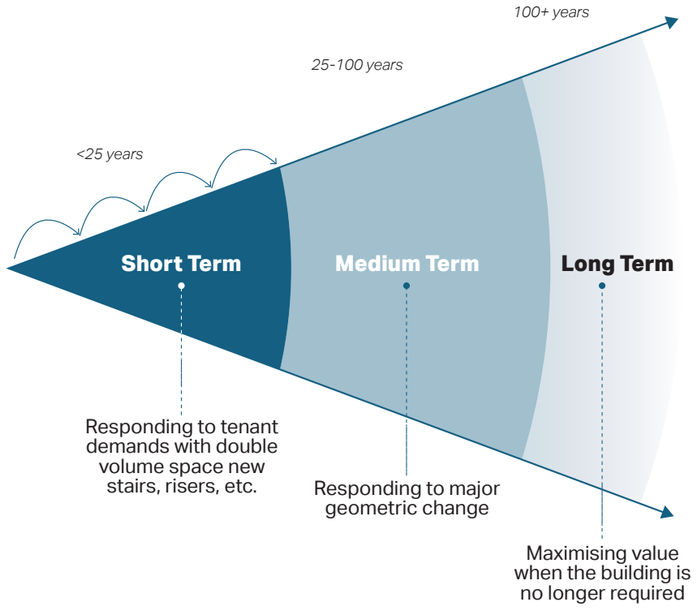


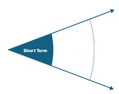




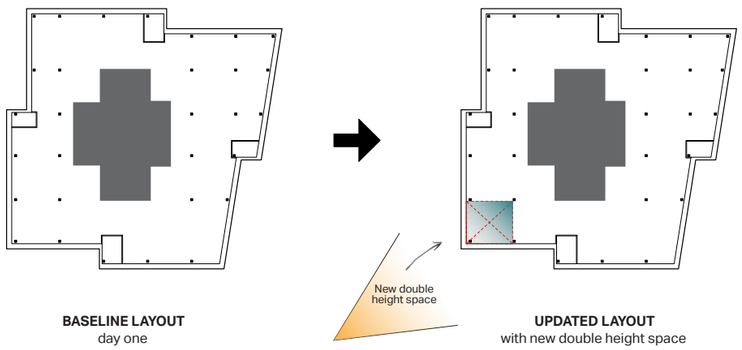
Sustainability
Panel Comments

- The panel appreciated the analysis on demolition, retention, and material choices.
- Targets should be related to the building's internal area, and details on the solid-to-void ratio for future waste reduction should be provided.
- The use of low-carbon concrete and reconsideration of floor-to-ceiling windows are encouraged.
- The design team should minimize unnecessary materials in the facade to reduce carbon impact.
- More information is needed on shading and overheating prevention in the facade.
- Different facade treatments for each orientation should be considered, including shading adjustments.
- Suggests securing embodied and operational carbon targets as part of the planning permission.



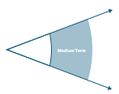


Short Term

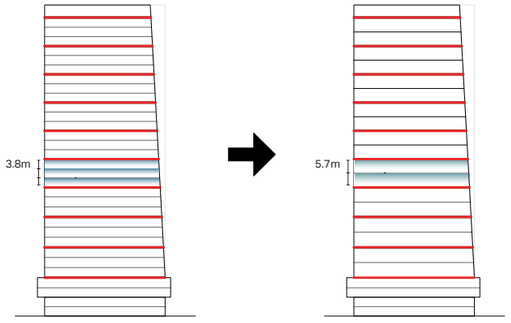


BASELINE LAYOUT
day one

UPDATED LAYOUT
with new double height space

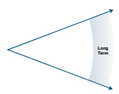


Medium Term

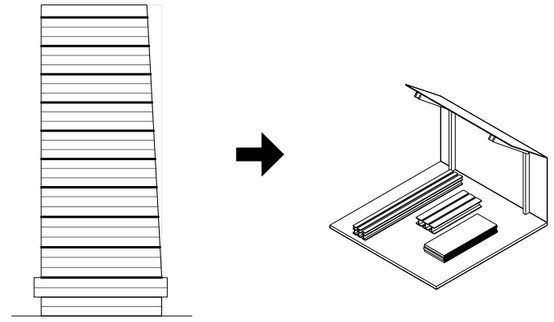


BASELINE SECTION
day one

UPDATED SECTION
with increased floor to floor height



Long Term



BASELINE SECTION
day one

UPDATED SECTION
elements recovered for reuse

Summary of Design Responses to Design Review Panel 2

The summary list below summarises the key comments:

- Positive project developments, with remaining massing and architectural issues.
- Concerns about bulky, inelegant appearance due to massing and colour.
- Emphasize stronger architectural connection to the local context with related colours and lighter tones for upper floors.
- Request more detailed townscape impact exploration.
- Concerns about tower and podium encroaching on ground-level public realm.
- Emphasize the importance of considering the building's relationship with the public realm and conducting microclimate analysis.
- Entrances along Euston Road should be interrogated in detail to understand the public experience of using it.
- Support landscape design approach, suggesting more for children and connections to Regent's Park.
- Recommend connecting the landscape approach through the building to higher levels.
- Stress the need for flexibility in new floors' design and façade adaptation for future use.
- Request more information on embodied carbon reduction approaches.
- Question the use of floor-to-ceiling windows and suggest more work on shading and material removal.
- Call for additional testing to prevent overheating.
- Question the achievability of operational energy targets with the current design.

Many of the comments regarding sustainability and adaptability are covered in the Energy Statement, the Sustainability Statement, and its associated WLCA spreadsheet. The architectural and landscape responses are detailed on this spread.

DRP 2 Proposal



Design Response



Rooting the Proposals in their Context - Massing & Articulation

Further work has been carried out following feedback from DRP 2 to explain the contextual approach and characteristics of the proposed development consistent with the conceptual approach defined in Chapter 4.

At the scale of the city, the ward and the immediate context, care has been taken to respond to the adjacent building heights and connect better into the surrounding streetscape than the existing Euston Tower. The location of the double-height amenity facades respond to key datums of adjacent buildings. Likewise, the height of the podium is equivalent to the datum created by the fins on the neighbouring 175 Drummond Street and as such contributes to a more coherent and contextual conclusion to the Hampstead Road street elevation. The east elevation podium setbacks continue the fanning of the facade lines along Hampstead Road as it turns more northward. The vertical language of the fins is additionally picked up in the facade articulation of the 2-storey solid podium elements, thereby continuing this regular rhythm through to the Euston Circus crossroads.

DRP 2 Proposal



Design Response

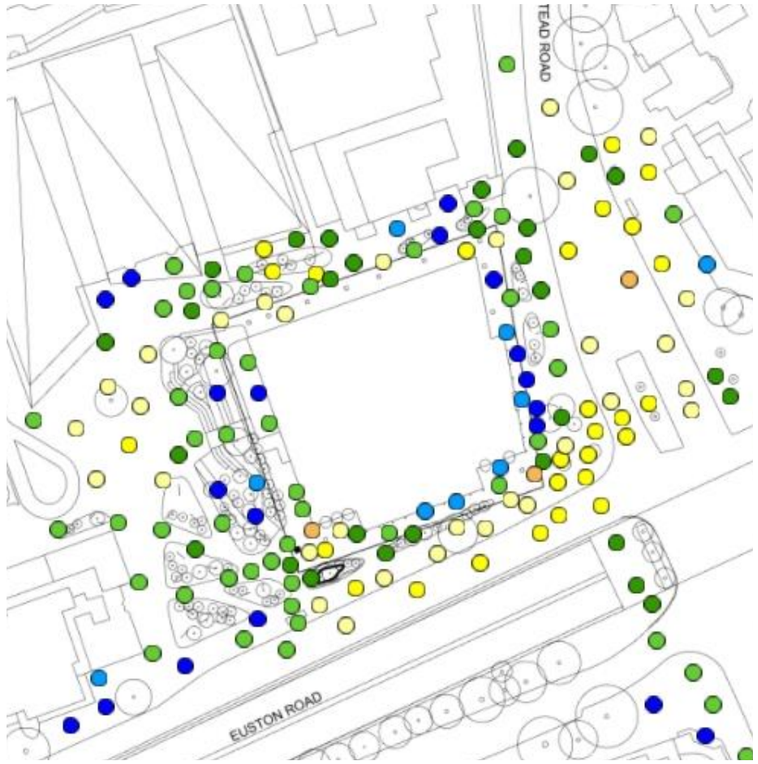


Rooting the Proposals in their Context - Materiality and Colour

Between the first and second Design Review Panels the facade colour was desaturated to reflect the panel's comments - whilst still reflecting the general tone and hue of the local context. However, throughout the co-design process the design team have consistently heard the desire from local residents for more colour with the proposed light terracotta tone having been well received. The design team have, then, struck a balance between these key elements of feedback. Following feedback from second Design Review Panel, the design team have worked with Cityscape to produce the verified views of the proposed development which has resulted in a further lightening and desaturating of the facade.

While the proposed single material choice is coupled with a single colour tone choice, following the DRP multiple aggregate sizes are being proposed for the building: a smaller aggregate in the tower levels and a larger aggregate in the podium levels. This differentiation will enable a single colour tone to appear as varied due to the influence of the aggregate colour itself and also inform a more tactile approach at the lower, public levels.

Design Response



Key:
Comfort Range



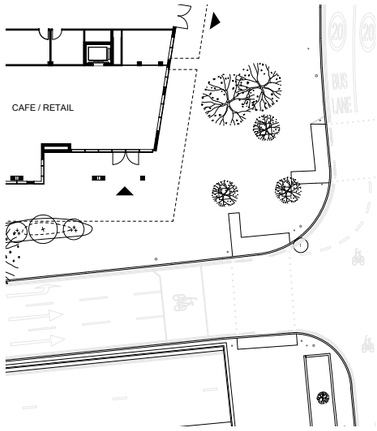
Podium Oversailing and Understanding the Microclimate

Following the second Design Review Panel, further work was done in the wind tunnel to ensure the proposed development creates a comfortable microclimate and a high-quality public realm.

Subtle changes to the landscaping and areas around the entrances, especially around Brock Street and the south-east corner have resulted in a wind condition significantly improved as measured in the wind tunnel. This is both within the project site as well as further along Hampstead Road, notably removing current wind speed safety exceedences on the pavement on the eastern side.

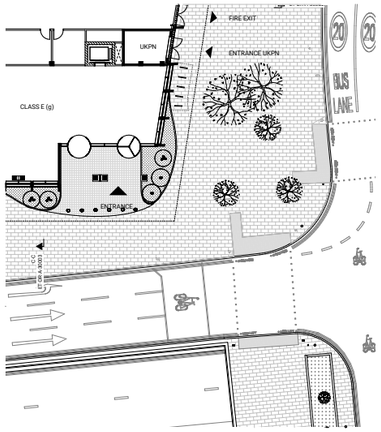
The area sheltered under the podium oversailing is notable for creating some of the most comfortable wind conditions on site, even at the 'worst case' wind speeds tested, suggestive of the positive impact this oversailing has on the microclimate conditions.

DRP 2 Proposal





Design Response





Improving the Euston Road Entrance

The entrance at the south-east corner is prominent and, following the feedback received, efforts have been made to create a greener, more attractive arrival sequence. Additional planting has been proposed to flank the setback entrance to both improve the journeys of people moving in and out of the building whilst providing a greener, more pleasant pedestrian experience.

Additionally, the planter along Euston Road has been moved further to the west to allow for more space and therefore comfort for the anticipated flow of pedestrians in this location.

DRP 2 Proposal



Design Response



Landscape to Provide More for Children

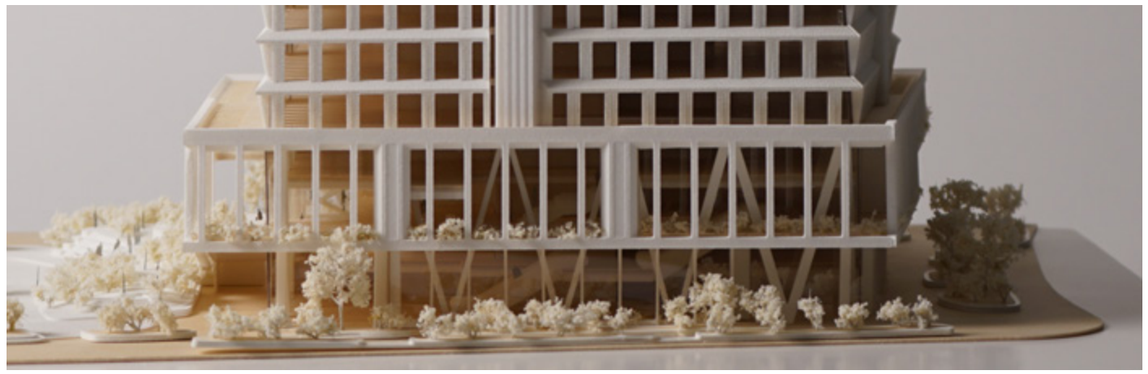
A play strategy has been further developed which includes informal and wild play opportunities such as a water feature, natural stone steppers, nature trails, and playable planter walls. The use of these play features has been concentrated to the central plaza to promote a safe space for children and families.

Photograph - Development model looking from south-east











Photographs - Photos of physical model from Design Review Panel 2

11.3 Greater London Authority

During the development of the proposal the design team have consulted with other bodies such as the Greater London Authority (GLA), Transport for London (TfL) and Historic England (HE).

We have welcomed the opportunity for expert commentary on the emerging proposals and we have worked to address many of the considerations outlined in these forums.

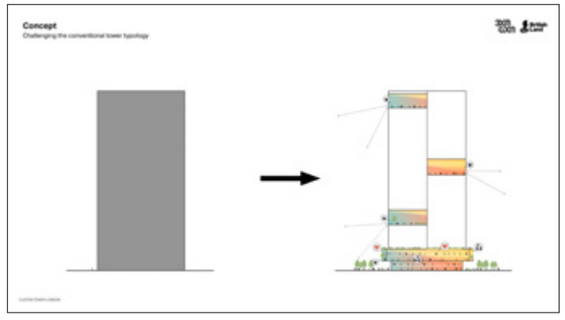
We met with the GLA on four occasions, with the meetings split into the following focal points.

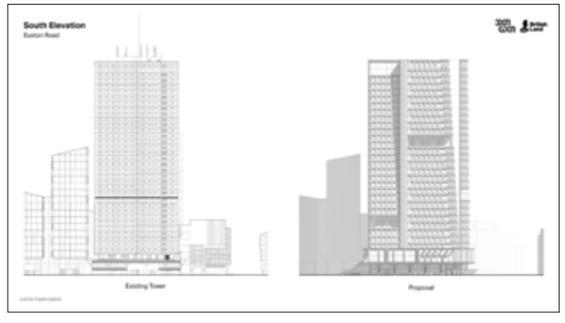
- 15th June 2023 — Scheme Introduction
- 10th August 2023 — LVMF
- 20th September 2023 — Sustainability

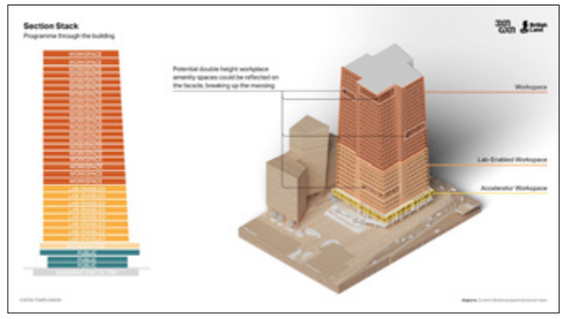
Summary of Key Feedback:

- GLA officers welcomed mixed-use development with laboratory, office, retail, and flexible space. This aligns with the vision of the Knowledge Quarter, and the Euston Opportunity Area, as set out in the London Plan, Euston Area Plan and Camden's Draft Site Allocations Plan.
- The proposed building width and breadth is larger than the existing Euston Tower, and design changes to minimise its impact on views are encouraged.
- The increase in building form compared to the existing building would have no impact on the skyline of the most sensitive part of the view adjacent to the Protected Vista and would have no impact therefore on the ability to recognise and appreciate the Palace of Westminster in the view.
- A feasibility study with limitations of the existing building and options for retention or demolition has been provided.
- Further discussions with the applicant on circular economy principles are anticipated in follow-up meetings.
- The future planning application must address demolition, land uses, affordable workspace, housing contribution, urban design, heritage, sustainability, environment, and transport to align with the London Plan.
- The future planning application should target an Urban Greening Factor of at least 0.3.
- It is positive that the applicant is considering the incorporation of trees within the scheme and details of this should be developed.

Example Scheme Introduction Slides





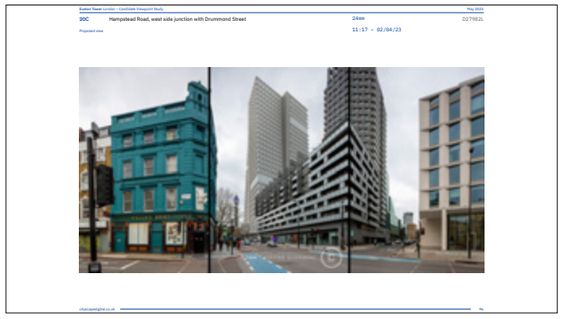




Example LVMF Slides

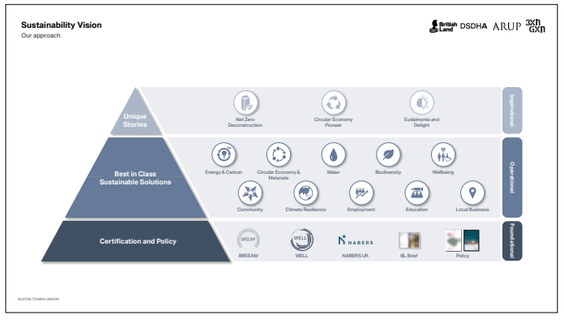


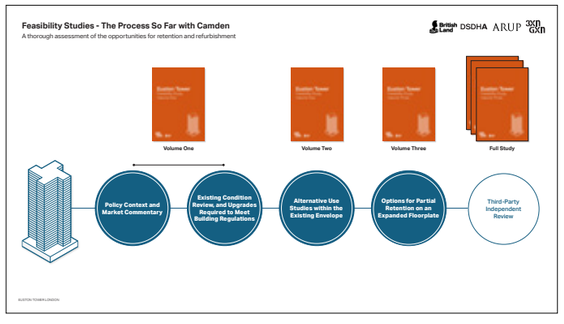


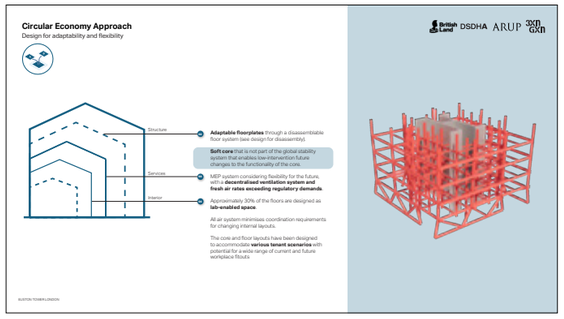


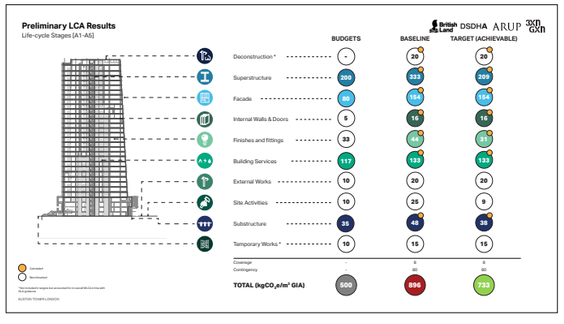


Example Sustainability Slides









11.4 Historic England

The team met with Historic England (HE) in September 2023 for a formal pre-application consultation on the emerging proposals and provide an introduction to the Euston Tower scheme..

Euston Tower is a building that draws upon the unique Camden context, aiming to continue the remarkable development of this area, with deep connections to the local context.

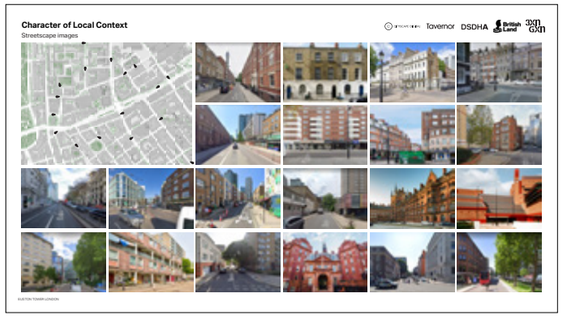
In the formal advice issued following the meeting, HE noted the following:

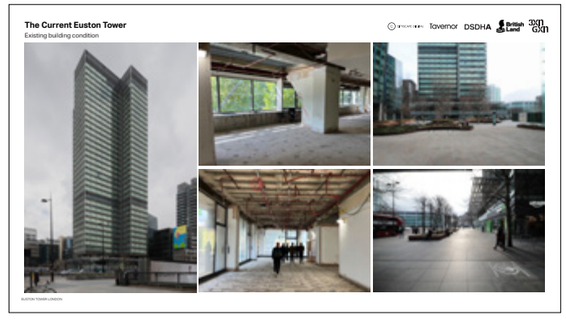
Summary of Key Feedback:

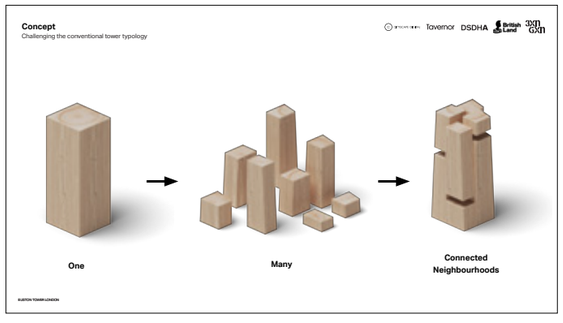
- The present Euston Tower is already an assertive building in the setting of nearby heritage assets; it is alien to and detracts from the Fitzroy Square Conservation Area's historic scale and rooflines, and imposes on otherwise semi-natural designed landscape views in some areas of Regent's Park.
- HE are sensitive to the impact of the proposals impact on surrounding heritage assets; in particular the Fitzroy Square Conservation Area and the listed buildings within it.
- No requirement for substantial design changes.
- Suggestion that the facade colour and finishes be explored further to reduce contrasts and ensure the building causes, at the very least, no more harm than the existing.
- Should take into consideration how the proposal would harmonise with the stone and stucco finishes of the Fitzroy Square Conservation Area, and the natural tones of the Regent's Park landscape.
- Suggestion to simplify the facades in order to help it to respond more sensitively to the surrounding townscape and landscape character.

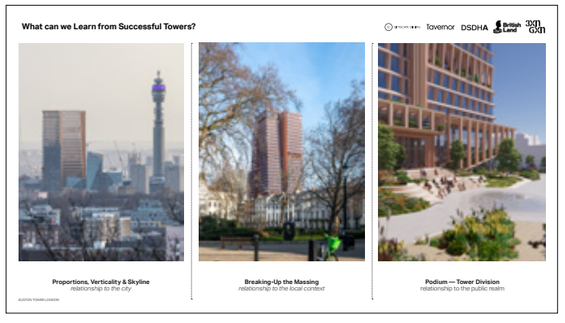
Example Scheme Introduction Slides



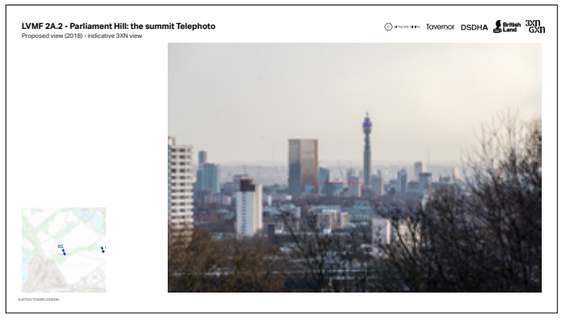


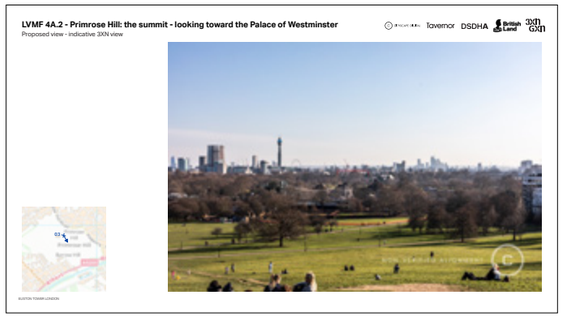




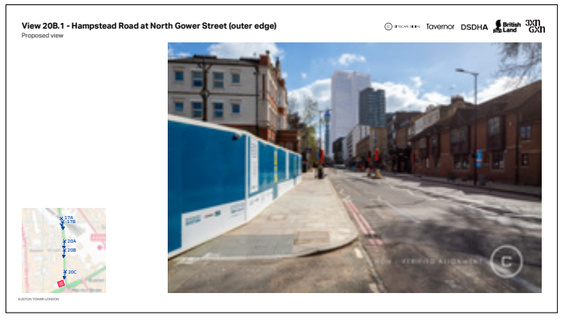


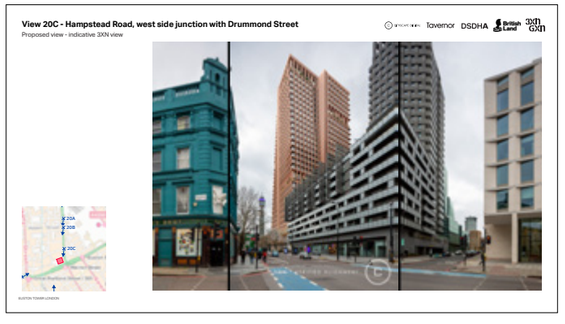














11.5 Additional Consultation

Creative Producers

As part the projects commitment to social impact through the Euston Tower project, the team have sought to provide benefits to local people, testing engagement strategy themes, while putting the local community at the heart of the development.

A “Creative Producer” programme was initiated, which has seen the team working with a collective of young people from Camden to produce a documentary film and photography exhibition. The aim is to spark ideas, reflections and conversations to inform the design development for Euston Tower, while providing employment opportunities for local young people, and connecting them to place through a cultural placemaking project.

“Creative Producers” were provided with access to skills and training in film and photography, working alongside industry professionals, as well as training in presentation, interview skills and storytelling, working with Camden based creative arts organisation Sankofa Storytelling Arts.

Euston Tower Strategic Panel

On 27th July 2023, the team presented the design proposals for Euston Tower to the LBC Strategic Panel. The panel welcomed the opportunity to see the proposals and provided the below feedback.

- Members acknowledged the challenges associated with retaining the existing building.
- Members sought clarification about what is happening at ground level in the building, behind the glazing. A route through the building should be provided, to bring people inside
- Acknowledged that the tower design seems to be welcomed amongst the local community.
- Wind is a key issue on Hampstead Road and Brock Street so improvements to the microclimate would be welcomed.
- The proposal to provide community uses in the podium is welcomed; making it truly accessible to all is something which should be developed.
- Further clarification on proposed uses for the community required.
- Members understand that no occupier has been secured for the building at this time, but would nevertheless like to see tangible commitments to training and employment initiatives for local residents.
- The proposal to connect with other Knowledge Quarter organisations is welcomed.

Development Management Forum (DMF)

An in-person Development Management Forum (DMF) was arranged by Camden Council for 18th October at 18:30pm for local residents and businesses. This was set up in order to provide local people with an opportunity to find out more about the proposals and put forward any questions they had about the scheme. Stakeholders and interested groups were informed about the DMF through emails and by community representatives, who had met with the project team previously.

Information about the proposals was presented by 3XN Architects and British Land, covering details about the proposed designs of Euston Road as well as the public benefits that the proposals could bring.

The public registered in advance to attend, with opportunity to submit questions to LBC in advance and a number of questions also put forward during the event by attendees.

Developers Briefing

Held on Monday 27th November 2023, the Developers Briefing aimed to ensure Ward and Cabinet members were introduced to the proposals ahead of the submission of the planning application.

The Developers Briefing began with a review by Planning Officers of the site, key planning issues, and significant feedback from the pre-application process. This review was followed by a presentation of the proposals by the project team where the stakeholder engagement process, design concept and five project missions were presented to members. Members then had the opportunity to ask clarifying questions.



Photograph - Meet the Team Event



Photograph - Photo of the 'Creative Producers'



Photograph - Development Management Framework (DMF) Meeting



Photograph - 'Creative Producers' at work



Photograph - Engagement day at Netley Primary School



Photograph - 'Have your say' board at Netley

12.0
ACCESS

Illustrative View - view along Euston Road - teal overlay



Illustrative View - View across terraced landscaping in Regent's Place Plaza with shallow accessible sloped access to level 01

12.0 Access

Creating a truly inclusive and accessible building has been a fundamental principle in the design of Euston Tower from the outset of the project, beyond just the requirements of the Accessibility Act.

In preparing these proposals, both British Land and the Design Team have reviewed and developed how the building can offer more to the surrounding communities.

David Bonnett Associates (DBA) was appointed by British Land as Access Consultant to the Euston Tower design team in August 2022.

David Bonnett Associates have been an integral part of the design team since the outset of the design process, advising on the best practices in accessible design.

The design for Euston Tower has been developed on the basis of the following accessible design principles:

- Unhindered level access to be provided to all entrances / exits from the building.
- Clear and legible wayfinding across the site and within the building.
- Careful consideration of acoustic design to make for a calm and navigable environment.
- Where possible, a choice of vertical transportation to be provided, particularly in public areas.
- Cycle facilities to make provision for a range of adaptive cycles and technologies.
- All WCs and sanitary provisions to make provision for a range of users, based on ability, gender and location.

DBA's Access Statement, which is submitted separately to this DAS as part of the application for planning permission, reviews in detail step-free external and internal routes, lifts, stairs, WCs and other access features. The Access Statement describes how the scheme will be progressed with consideration of the principles of inclusive design, and highlights areas that will continue to be developed in the following design stages.

12.1 Designing for Accessibility

Method of Review
The Access Statement describes the access provisions using a journey around the proposed development as follows:

- Arrival at the site
- Approaches to the building
- Entrance ways
- Horizontal and vertical circulation
- Access to facilities
- Sanitary provision
- The emergency evacuation strategy

The report considers the requirements of all users, visitors, staff and wider community including:

- People with mobility impairments
- People with vision impairments
- People with neuro-diverse requirements
- Deaf people
- Older people

Aim
The proposed development is designed to be as inclusive as possible so that it can be comfortably and independently used by people working in and visiting the development, as well as the wider community.

The Development has the potential to meet the guidance of Approved Document M, Volume 2, and the access and inclusive design policies of the Greater London Authority as a minimum.

Designing Inclusively is defined by The Commission for Architecture and the Built Environment (CABE) as:

- Placing people at the heart of the design process;
- Acknowledging diversity and difference;
- Offering choice where a single design solution cannot accommodate all users;
- Providing for flexibility in use; and
- Providing buildings and environments that are convenient and enjoyable to use for everyone.
- Where possible the design of the proposed development has also considered and incorporated design guidance stated in relevant British Standards and other current good practice guidance about meeting the requirements of disabled people; and
- Contemporary requirements and expectations.

Public Realm
Pedestrian approaches to the entrances into Euston Tower will be made from the public pavements alongside Euston Road and Hampstead Road. A larger public square proposed to the west side of the building will offer access to the cafe area on Level 01. The square will be pedestrian only and provides landscape features such as greenery and seating.

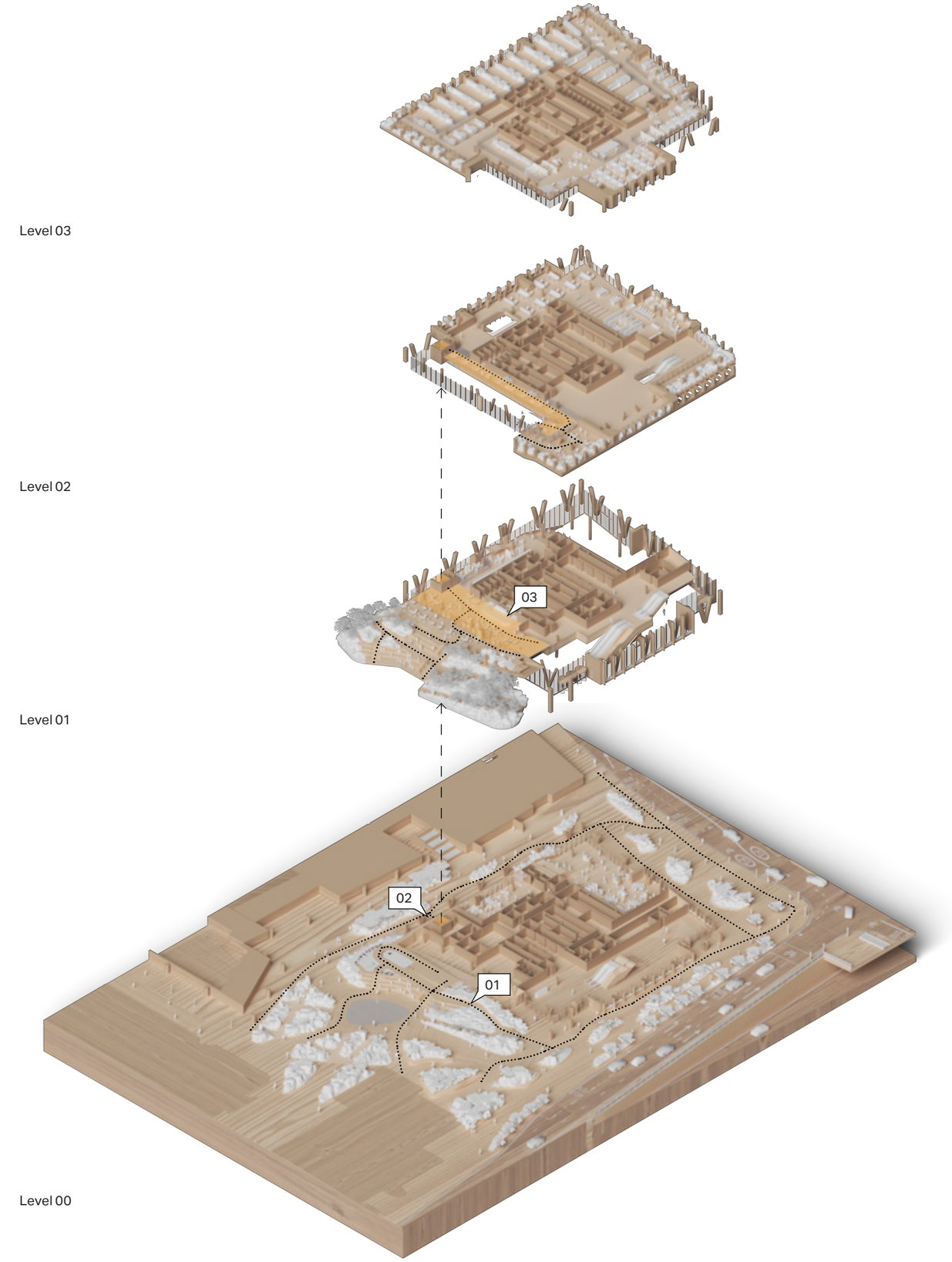
Step free access to the public accessible staircase is provided by a ramp which is closely connected to the stairs. An externally accessible public lift is also provided to the north of the building serving the ground floor, Level 01 and Level 02. The lift will be clearly indicated and identifiable within the public realm. Seating areas are fully integrated into the landscaping with resting spaces provided.

Summary
The Proposed Development at this stage demonstrates that a good level of inclusive design will be achieved by the finished scheme, given the constraints of the site/ existing structure.

The key access provisions for the Proposed Development include:

- Incorporation of the principles for inclusive design wherever possible;
- Accessible routes to all connections with local pedestrian routes and public transport;
- Safe spaces and routes for pedestrians and cyclists, segregated from vehicle traffic;
- Accessible cycle parking space for staff and visitors;
- Inclusion of wheelchair-accessible sanitary facilities alongside cycling facilities, and at all reception areas.
- Step-free access to all parts of the buildings, including balconies and roof terraces; and
- Fire evacuation lifts.

Further details can be found in the Access Statement submitted by David Bonnett Associates in support of this application.



Public realm

01 Step free ramp access

02 Accessible lift

03 Cafe area



Illustrative View - View across Regent's Place Plaza

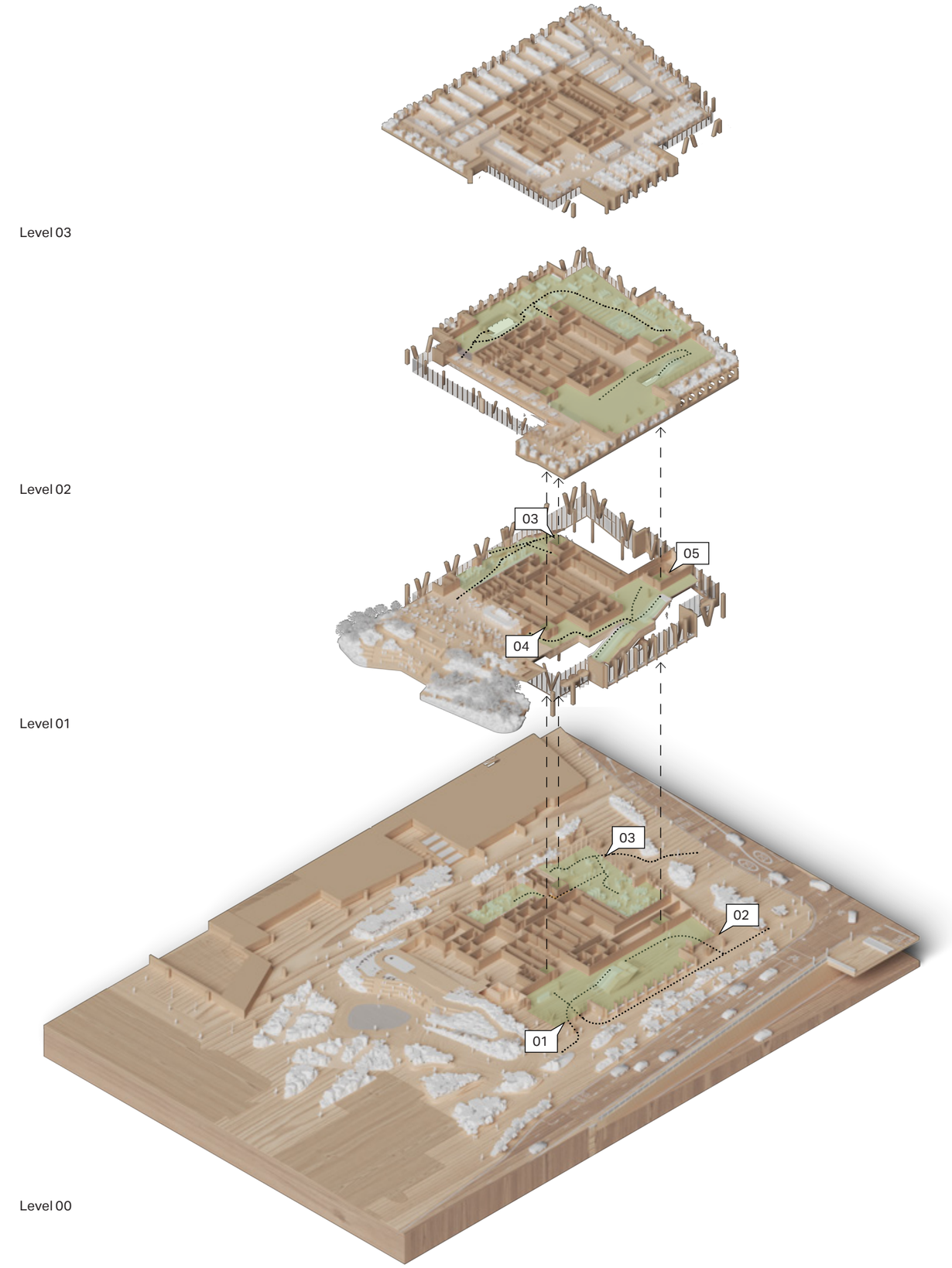
12.2 Public Access

The public spaces are spread across three levels: Ground floor, Level 01 and Level 02. Details of the lobby and reception area will be developed at subsequent stages of the design development and these areas will be designed to meet Approved Document M Vol.2

The ground floor contains the main lobby and other public amenities. Level 01 is a continuation of the lobby and public amenities but also contains food & beverage facilities. This level is accessed through the internal escalators or the podium lifts. Externally it can be accessed from the external feature terraced landscape and the external sloped pathway and steps provided. Level 02 is a continuation of public amenity space and the main office lobby which again is accessed through escalators and lifts.

There are three entrances on the ground floor to the building: one to the 'Neighbourhood Innovation Lab' at the north-east corner, one office entrance located at the south-west corner facing onto Regent's Place Plaza and Euston Road. A third entrance for the office and public is located at the Euston Road and Hampstead Road intersection. Two passenger lifts are provided in the office lobby areas. The lift location near the main entrance serves the ground floor up to Level 03 and the other lift location near the secondary entrance provides access to Basement 01 and up to Level 03. Both lifts will be wheelchair accessible and provide the alternative needed from the escalators.

The public amenity areas have step free access from Hampstead Road and a feature staircase connecting the ground floor to Level 01. A wheelchair accessible lift is located next to the staircase.



- Public accessible area
- 01 Main entrance - Lobby
- 02 Secondary entrance - Lobby
- 03 Main entrance - Public area
- 04 Podium lift - L00 to L03
- 05 Podium lift - Basement 01 to L03



Illustrative View - Entrance area along Euston Road

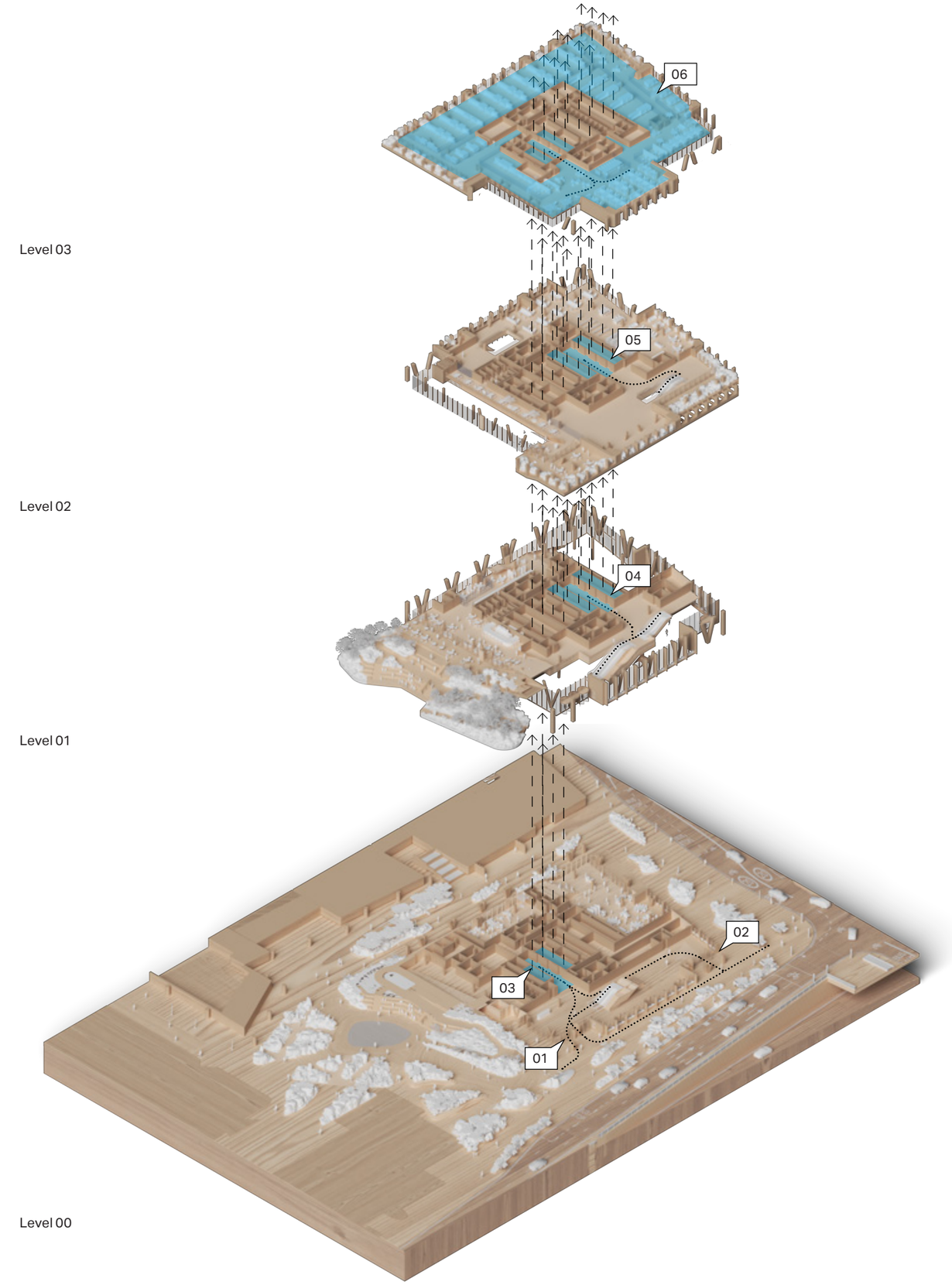
12.3 Tenant Access

The office lobbies are spread across three levels: Ground floor, level 01 and level 02. The lobbies are all publicly accessible.

Details of the lobby and reception area will be developed at subsequent stages of the design development. Security barriers between the reception and the main core will provide the separation between public and private access. At least one barrier in each location will include a dedicated opening gate of a width of 1,000mm. Escalators connecting the ground floor to level 01 and 02 are the main circulation link between levels.

Alternative routes for those unable to negotiate escalators have been proposed, without involving passing through the security gates, by using one of the two lifts provided within the lobby.

All levels of Euston Tower have clear circulation routes that are step-free and reached from the lobbies on the ground floor, level 01 and 02 via lifts, escalators or stairs. Corridors to access lifts and WCs within the core will be minimized.



Tenant accessible area

01 Main entrance

02 Secondary entrance

03 Lift lobby - Lower levels

04 Lift lobby - Mid and upper levels

05 Lift lobby - Mid and upper levels

06 Accelerator area



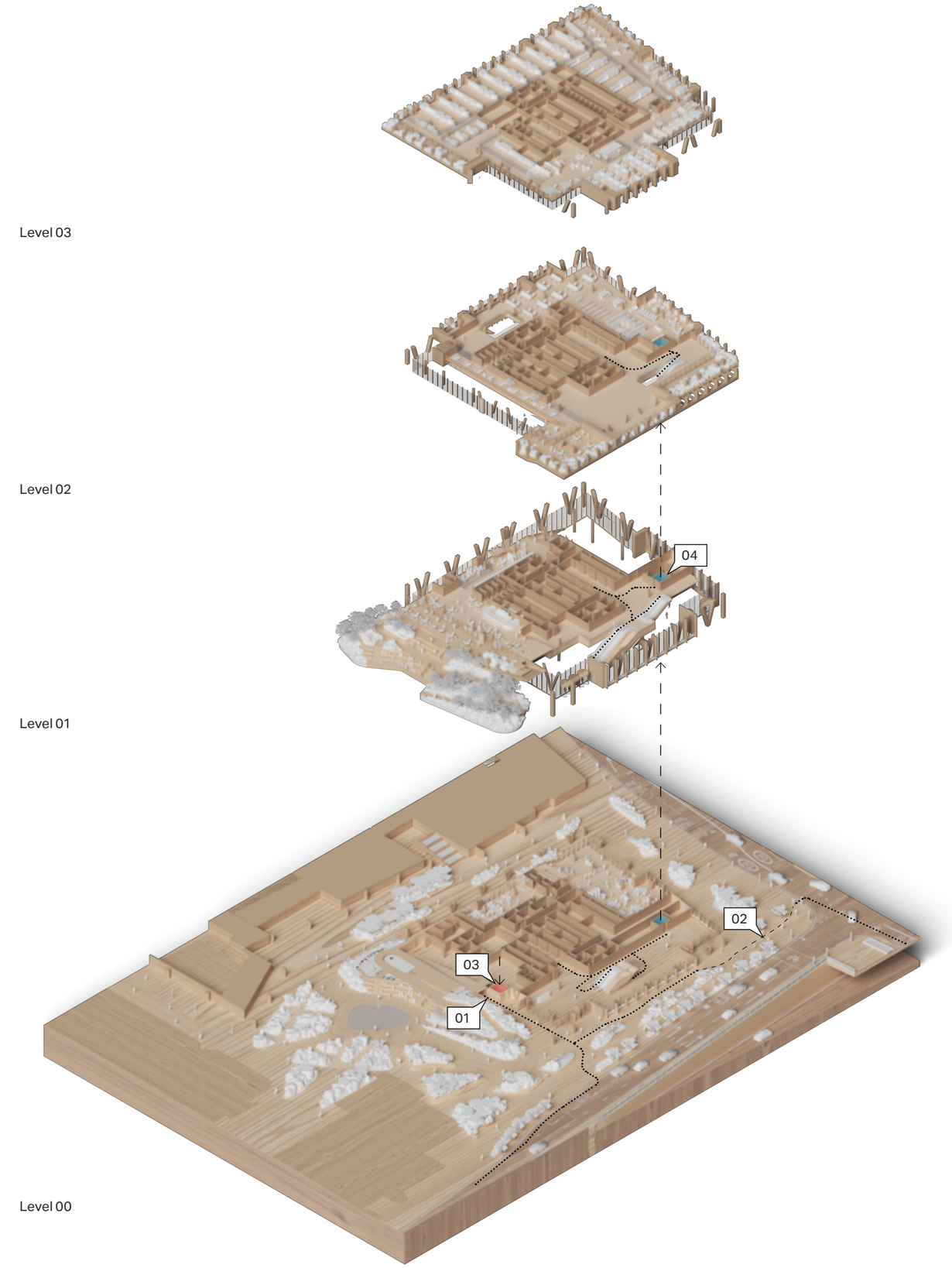
Illustrative View - Entrance lobby

12.4 Cycle Access

A dedicated cycle entrance is proposed on the west of the building, equipped with a power operated double sliding door achieving a clear opening width of a minimum 2000mm and when the entrance door is closed it can be opened though a key card or fob. Weather protection will be provided over the entrances by the projecting level above

The cycle lift is accessed at the ground floor and the secure side of the entrance door which provide access between ground floor level and the cycle parking and changing facilities at Basement 01. The proposed cycle lift will meet the dimensions recommended by London Cycle Design Standards as a minimum with a lift door opening width of 1m.

Details of internal ramps will be developed at a subsequent stage of design development, however will be designed to meet Approved Document K (ADK) guidance including, but not limited to, the provision of tonally contrasting handrails, tonally contrasting ramp and landing surfaces.



Bicycle lift access to Basement 01

Access from Basement 01 to workplace

01 Bicycle ramp entrance

02 Bicycle walking zone

03 Bicycle lift to Basement 01

04 Podium lift - Basement 01 to L03



Illustrative View - Bicycle ramp entrance

12.5 Access Summary

The Proposed Development at this stage demonstrates that a good level of inclusive design will be achieved by the finished scheme, given the constraints of the site/ existing structure.

The key access provisions for the Proposed Development include:

- Incorporation of the principles for inclusive design wherever possible;
- Accessible routes to all connections with local pedestrian routes and public transport;
- Safe spaces and routes for pedestrians and cyclists, segregated from vehicle traffic;
- Accessible cycle parking space for staff and visitors;
- Inclusion of wheelchair-accessible sanitary facilities alongside cycling facilities, and at all reception areas.
- Step-free access to all parts of the buildings, including balconies and roof terraces; and
- Fire evacuation lifts.

Further details can be found in the Access Statement submitted by David Bonnett Associates in support of this application.



Illustrative View - Interior of the entrance to the 'Neighbourhood Innovation Lab'



Illustrative View - Aerial view over Regent's Place Plaza

