

Welcome

Welcome to the November 2024 community update on the revised design of Euston Tower.

Since December 2022, we have been engaging with local stakeholders and the community to inform the designs of Euston Tower. We submitted a planning application to Camden in December 2023, and since then have been working with the council to revise the design of the building.

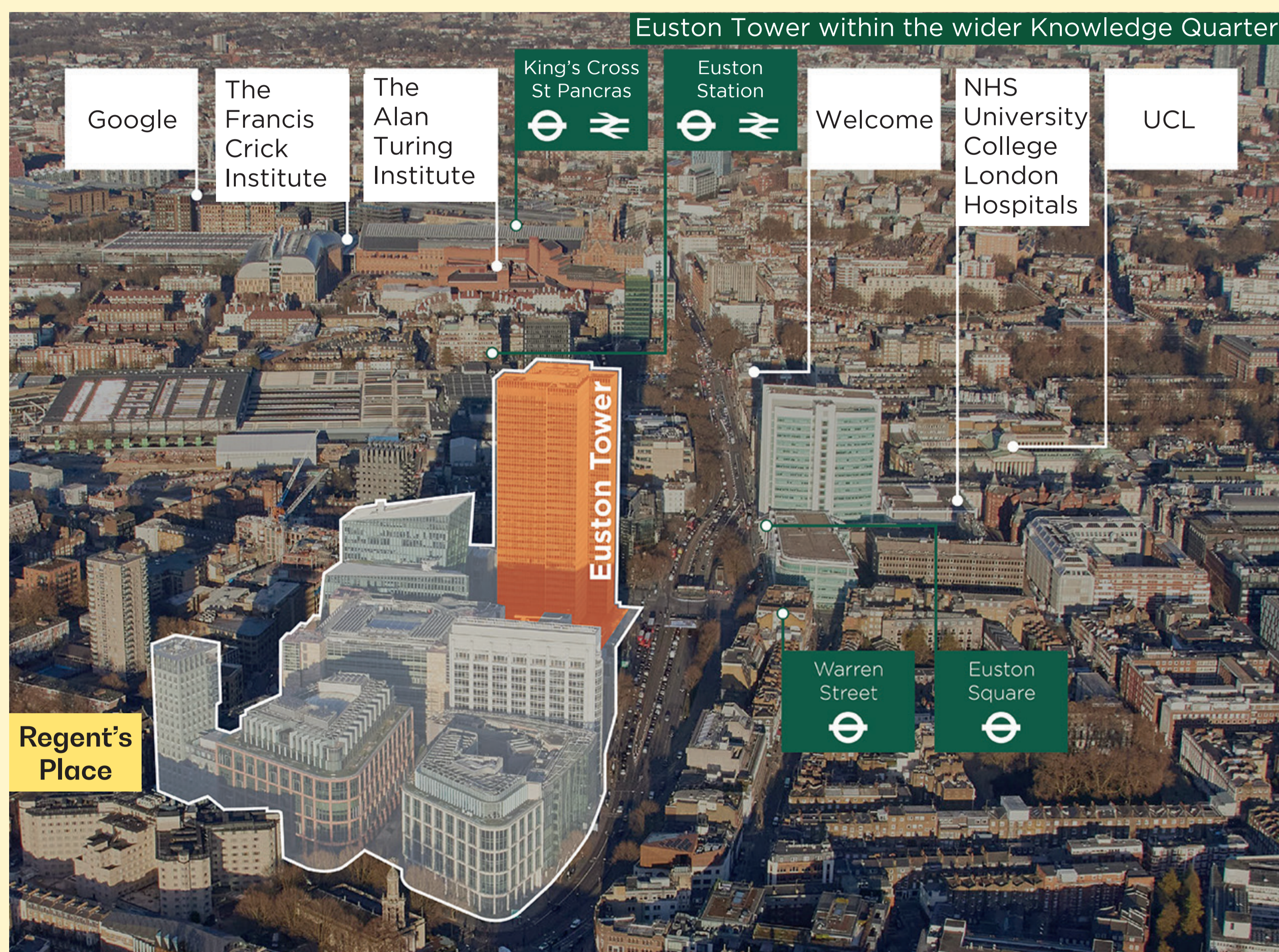
This design process has allowed us to create a building more in keeping with the local townscape whilst increasing the benefits the project will have to Camden. We are now in a position to share the revisions that have been made to the application with you.

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

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

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

The ambition is to re-position Regent's Place as a science and technology hub, and through the redevelopment of Euston Tower, support demand for innovation space in the area.



Photos of Euston Tower from Euston Road

Our vision and the story so far

Euston Tower is a 54-year-old disused building that has been vacant since 2021. Our vision is to create a world leading science, technology and innovation building and public realm for Camden and the Knowledge Quarter that inspires, connects and creates opportunities for local people and businesses. Guiding our design process is a mission to minimise the building's impact on the environment to ensure that it is fit for the future through partial deconstruction, reuse, recycling and use of low carbon materials.

Throughout the project we have engaged the local community as part of a co-design process, to shape a design that reflects community feedback. Since January 2023, we have held a series of co-design workshops, panel events and discussions exploring several areas including public space, inclusivity in the public realm and sustainability.

Engagement

- 600+ unique individuals engaged through the engagement and co-design process
- 28 in-person and online engagement events and workshops
- 96 separate meetings with political and community stakeholders
- Over 7,643 visitors to our consultation website
- 4,170 local addresses receiving notices of the consultation
- Over 50,000 people reached through social media adverts

