

# Delivering benefits for the local community and Camden

Since our last update in October 2023, we have been working with Camden Council to develop the benefits that will be enabled through the reimagination of Euston Tower.

## Euston Tower will enable:

1

**Pioneering workspaces for businesses of all sizes to accelerate the success of the Knowledge Quarter**

Approximately a third of new workspaces will be lab-enabled with high floor to ceiling heights and larger areas suitable for laboratory use. This will help meet demand and ensure science and technology industries have space to grow in Camden.

Designed to address barriers to the science and technology sectors, an enterprise space will also support local entrepreneurs and businesses with 8,000 sq ft of affordable workspace including flexible space for local organisations to collaborate, share knowledge and deliver projects designed for the benefit of the local community.

You can find out more about how we are creating employment and skill development opportunities for local people on banner 7.



Indicative view of potential lab space



Indicative view of interior spaces

2

**A greener all-electric building fit for the future**

With cutting edge sustainability goals and full transparency of our assessment and approaches. Reducing carbon emissions and waste with ambitious circular economy targets, innovative reuse/recycling processes, and carbon offsetting only where necessary.

We will retain a significant proportion (31%) of the original building structure because it delivered the optimum balance of retention, flexibility, and the quality of space necessary for the redevelopment of Euston Tower to be successful. Any material removed from the existing building will be reused and/or recycled where possible.

You can find out more about our innovative approach to sustainability on banner 3.

3

**Helping to meet Camden’s housing needs**

We understand the importance of addressing the housing crisis in Camden and the lack of affordable housing in the borough.

Given the requirements of a Knowledge Quarter building and its location on Euston Road, the affordable housing provision which would be triggered by the uplift in commercial space cannot be delivered on site.

In discussion with the Council we have been working towards identifying a donor site for the delivery of affordable homes. An opportunity has been identified to deliver much needed additional affordable homes on the Council-owned Tybalds Estate and we have committed to providing £27m of funding which could be used to deliver these.

4

**A variety of employment opportunities for local people**

We aspire to enable at least:

155  
apprenticeships

45  
two-week work  
experience  
placements

70  
jobs

- All across the construction industry or science, technology, arts and mathematics (STEAM) industries
- All for Camden residents

5

**Safe, connected and fun public spaces at Regent’s Place**

Including a new civic square with an uplift in green space and trees to support local biodiversity, and provide opportunities for learning, play and events.

Our landscape proposals have been influenced by Euston Tower’s proximity to Hampstead Heath – taking inspiration from the wild heathland, woodlands, grasslands and wetlands to create areas with different characteristics as you walk through the public realm.

Regent’s Plaza will include a water feature that can be turned off and drained completely to make way for installations, events and screenings. Informed by our engagement with local young people and schools, we believe there is an opportunity for the square to be a place for outdoor learning.

You can find out more about our public realm proposals on banner 6.

A photograph showing a garden area with a wooden structure holding various types of seeds or nuts, surrounded by greenery and flowers.

A photograph showing a man and a child walking hand-in-hand on a paved path in a park-like setting with trees.

Indicative public spaces

6

**Improvements to local physical and social infrastructure**

This could include wider improvements to local roads, public spaces and facilities, supporting the local community and further enhancing the local area.

British Land

Regent's Place