

Our revised design

The design of Euston Tower has been shaped through a co-design process with the local community, incorporating feedback and ideas to create a building and public realm that works for, and will be used by local people. The scheme that was submitted to Camden Council in December 2023 was the result of this work and we are grateful to everyone who participated in this process.

“The proposed colour and tone of the cladding has evolved from a richer terracotta to something more muted, which we see as a positive step which lessens the impact to some degree”

Historic England, January 2024

“We welcomed the modification of the overall massing of the building, including the simplified rectangular massing, the ‘rounding’ (‘filleted edges’) of the corners of the building, and the inset vertical spines for the intake and exhaust ventilation. We agreed that overall these mitigate the perceived bulk of the building and its impact.”

Regents Park Conservation Area Advisory Committee, August 2024

Since submission, we have continued to work with Camden Council. This ongoing design work has allowed us to further address feedback to create a building that helps us to better meet our vision to create a world leading science, technology and innovation building and public realm for Camden. Changes to the design ensures that Euston Tower will be more in keeping with the local townscape while increasing benefits for Camden.



Exploring Interior Spaces for Public Use and Programming Co-design Workshop, April 2023



Exploring Exterior Spaces for Public Use Co-design Workshop, May 2023

View of Euston Tower from Tottenham Court Road, opposite Warren Street Station



01 The new calmer and simpler façade design contributes to the effect of a slimmer building. This has helped mitigate the impacts of the design on long-range views from key locations.

Find out more on banner 5.

02 Changes to the submitted façade and colour of the tower create a building more in keeping with other notable tall buildings in Camden.

Find out more on banner 5.

03 The entrance on Hampstead Road has been changed from triple height to double height to ensure the entrance is less imposing and truer to human scale and interaction at ground floor.

Find out more on banner 7.

04 New rounded corners will soften the appearance of the tower and help help reduce the effects of wind at ground level.

Find out more on banner 7.

05 The updated design increases space on Hampstead Road at ground level and consolidates space on level 1 to improve accessibility and usability.

06 The design and colour of the podium better reflects the features and colours of buildings along Tottenham Court Road and feedback from the consultation and co-design process.

Find out more on banner 5.

07 By simplifying the massing, including a step back of the building on Hampstead Road, the Triton Building is better revealed.