

Creating a welcoming arrival experience at Euston Tower

Feedback from the co-design process and targeted accessibility workshops with the local community emphasised the importance of Euston Tower being safe, welcoming and inclusive. We too want Euston Tower to be a place that everyone in the community can use and benefit from.

This thinking led to us reassessing the entrances to Euston Tower, including an entrance accessed from Hampstead Road as this for many would be the first impression of the building upon arrival. Our previous design was grand in scale, sitting at triple height. We have since revised this design so the entrance at podium level now sits at double height to ensure the building is less imposing, more true to human scale, and has greater interaction with the public realm.

We also have made further design changes to include a new rounded corner design which will help reduce the effects of wind which again was a key part of feedback during our discussions with the local community.

Significant investment in public realm upgrades

An additional benefit of the reduced massing and chamfered edges of the building means we can provide additional public open space along Hampstead Road. We have been working closely with DSDHA, an acclaimed architecture, landscape and research studio, on a new design for Regent's Place Plaza, the public square outside Euston Tower, to help make it a greener and more welcoming space.

The design of the public realm has been shaped by the following five key principles that were shaped by community co-design workshops:

- Greater connectivity, encouraging people to walk and provide new green walking routes
- Green spaces and trees to provide balance to the urban setting
- Provide shelter during adverse weather
- Play features incorporated across the public spaces
- Space to hold events

The additional space we gain on Hampstead Road from the revised design will help us to further achieve these goals to provide space for the local community to enjoy.



New public realm at Euston Tower



Revised public realm proposals



- 01 Wetland with accessible boardwalks for people to move through.
- 02 Riparian bed with accessible boardwalks and wild play.
- 03 Civic Square with flexible water feature
- 04 Sloped lawn with wild play.
- 05 Heathland with mature Scotch pine trees
- 06 Accessible landscaped walkway to podium level
- 07 East west primary pedestrian cycle route
- 08 Woodland mounds with mature trees.
- 09 Improved public realm on Brock Street with mounds and planting.
- 10 Woodland mounds with tree planting integrated seating to provide a sheltered space outside of the community entrance.