

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.

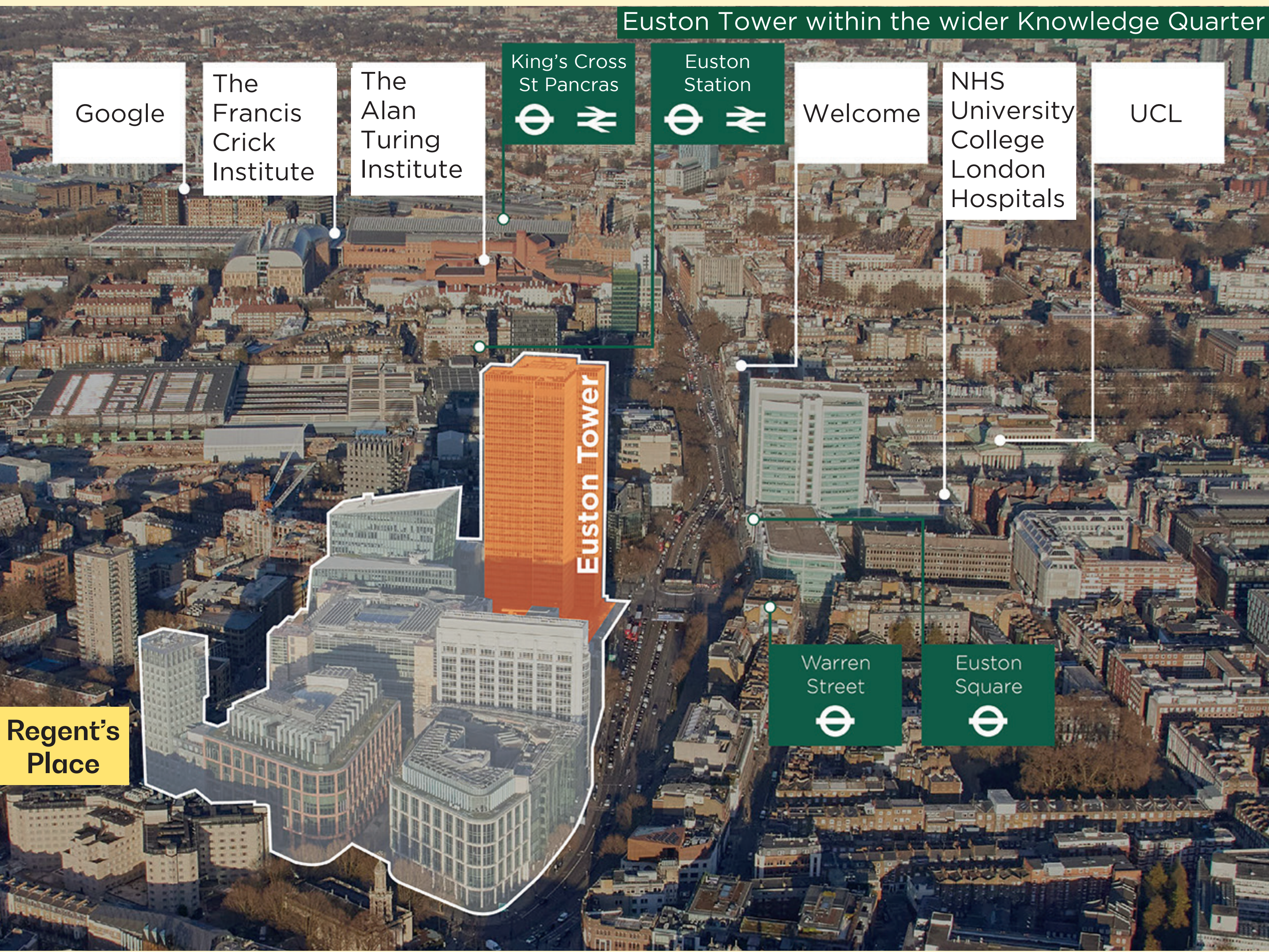
This design process has allowed us to create a building more in keeping with the local townscape whilst increasing the benefits the project will have to Camden. We are now in a position to share the revisions that have been made to the application with you.

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 Osnaburgh 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.



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



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

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.



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.

Sustainability at the heart of design

Sustainability has always been at the heart of the design of Euston Tower. We have a vision to create 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.

The feasibility work

We have commissioned rigorous third-party investigations – the most detailed feasibility study so far carried out in London – to review the existing condition of Euston Tower, upgrades required to meet Building Regulations, constraints, and different options to bring the building back into use. We began this process back in February 2022 and since the last community event in October 2023 this has undergone an independent third-party review.

Our results concluded the best approach was to 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. The material removed from the existing building will be reused and/or recycled where possible, and new materials will be specified to be low carbon to mitigate their environmental impact. As a last resort, certified carbon offsets will be used to reach net zero in construction at completion.

Our approach to sustainability

We are going to enact the following sustainability measures within the design and operation of the building to ensure the new Euston Tower is fit for the future:

- 01

Retaining 31% of the original structure as means of reducing carbon and waste
- 02

An ambitious strategy for recovering the deconstruction materials with focus on the hard-to-handle materials that are either large in quantity or in carbon
- 03

Trialling and early engagement with manufacturers to enable closed loop all of the building's glass where it is technically possible and practical to do so
- 04

Continued innovation on reuse of concrete slabs through physical trials with the University of Surrey
- 05

A greener, all-electric building (no on-site fossil fuels) fit for the future with a substantially minimised operational carbon footprint and design to accommodate future climate change
- 06

Embodied carbon performance of ca. 17,000 tonnes CO₂ below the GLA benchmark for offices, equivalent to the yearly CO₂ emissions of ca. 3,700 people in the UK
- 07

A reimagined tower designed for the next century, with flexibility and adaptability at the heart of the design, and a focus on how elements and materials can be easily reused or recycled in future
- 08

Increases in greenery and biodiversity that exceed London Plan and national requirements

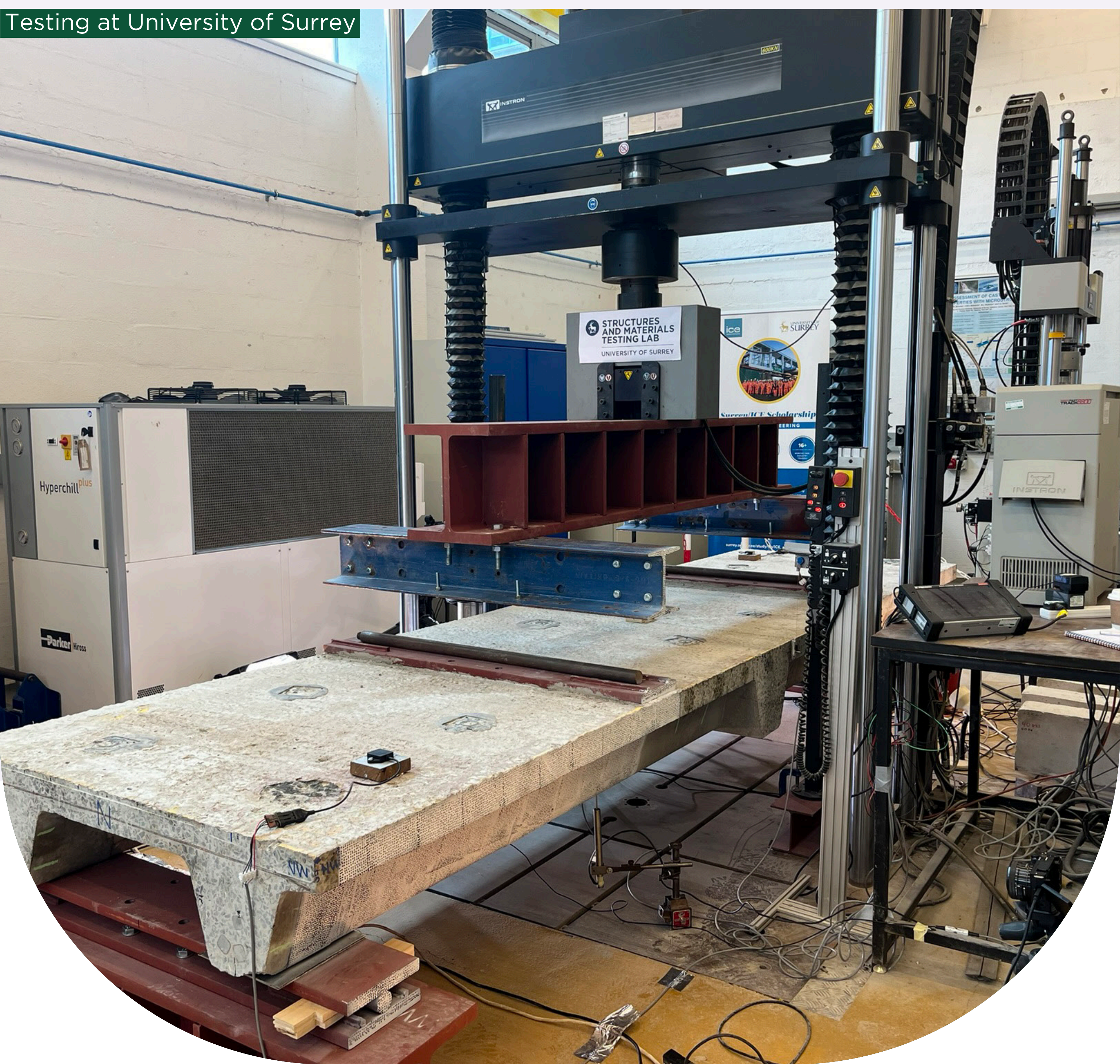
Concrete recycling progress update

Concrete waste is a significant challenge in the building industry. Indeed, concrete and concrete-like products make up more than a quarter of all the UK's waste. While little lands up in landfill, it is most often crushed and used as fill product or secondary aggregate. This is a lower value application than its use in a building structure.

But it doesn't have to be this way.

We are working with research partners, including the University of Surrey, to prototype how the existing concrete in Euston Tower could be cut out and reused in a structural application. To assist in this research, a concrete slab was removed from site earlier this year to test the process of extraction, and the condition and strength of the concrete.

The tests have been carried out on the slab specimen at the Structures and Materials Testing Lab at the University of Surrey. The results from these tests have found the concrete is in good condition for its age and is suitable for continued use. The concrete is much stronger than needed for use as typical office floor slabs. We intend to publish our findings and lessons learnt to play our role in supporting the industry's transition to net zero.



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.

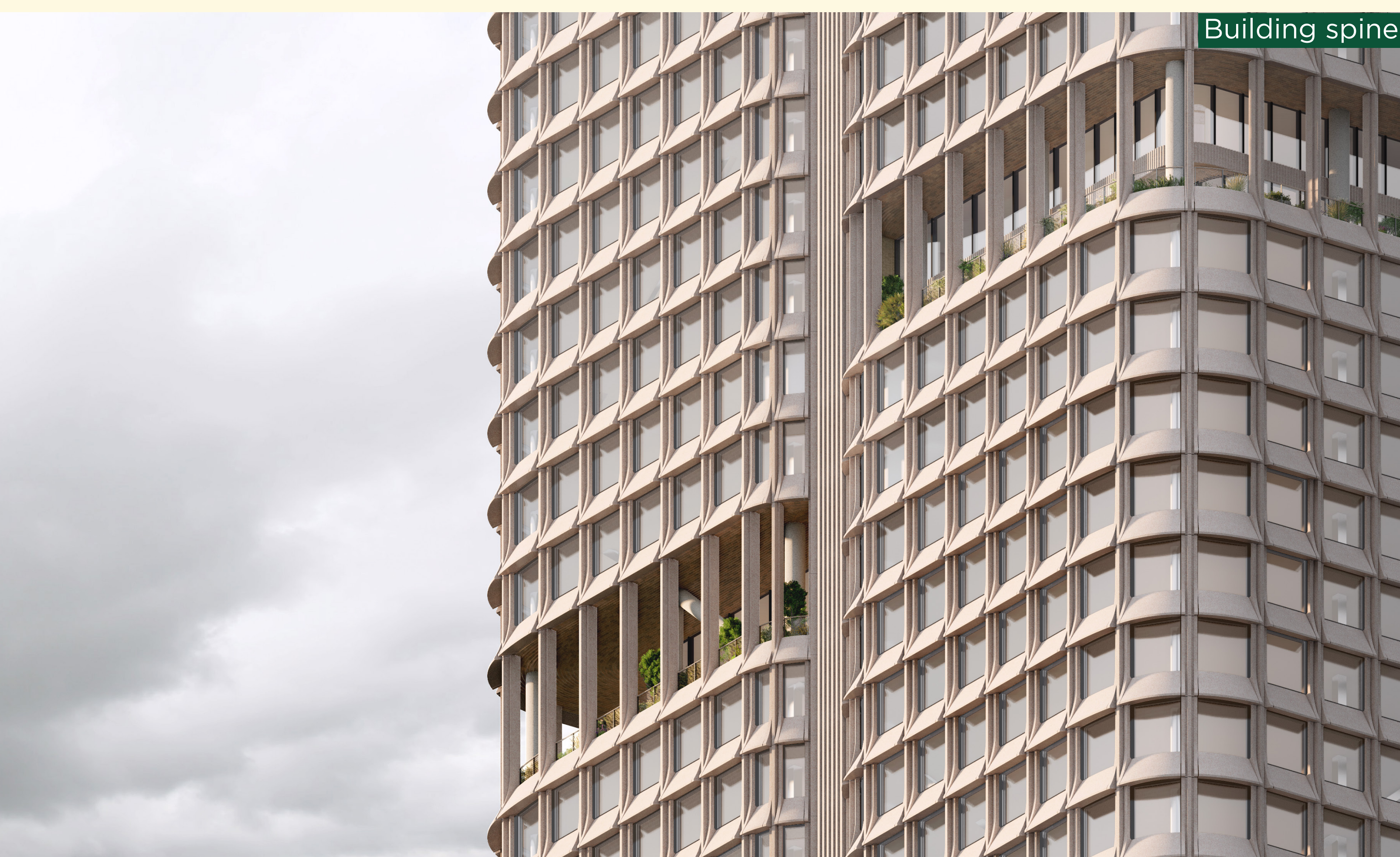
A simpler and more contextual building

Feedback through the council-led statutory consultation process on the submitted design highlighted concerns about the form, mass and colour of the building. We have reviewed this feedback to revise our design to create a building that has a simplified appearance and adheres closer to the local architectural context.

A simpler design

The facade design included in the December 2023 planning application was textured. We have revised the design to create a calmer and simpler facade which steps back further from Hampstead Road contributing to the effect of a visually slimmed down building. This is aided by the inclusion of a more articulated 'crown' to the building which helps the massing below appear thinner and helps to create a more interesting skyline.

Our new design helps to improve long-range views from key locations including Fitzroy Square, Primrose Hill, Tottenham Court Road and Regent's Park.



Aligning with other landmarks in Camden

In addition to revising the design of the facade, we have also updated the colour of the tower. Where before in our submitted design the colour of the tower was a terracotta colour, the tower is now a stucco (grey/white) colour. This revised design responds better to Camden's network of landmark buildings including Centre Point and Space House.



Views



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.

Creating opportunities for local people

Throughout the co-design process, we have explored how Euston Tower can provide new opportunities – education, skill development and employment – in the science and technology industries for Camden residents.

Joining a collection of places that benefit the local community at Regent's Place, including Old Diorama Arts Centre, Little Village, and Impact Hub Euston, an enterprise space will provide 8,000 sq ft of affordable workspace helping to meet the needs of local entrepreneurs and businesses, including flexible space, available at low or no cost, for local organisations to collaborate, share knowledge, and deliver projects designed for the benefit of the local community.



“Storage space for educational resources – tables, nets, etc.”

“No back support – not good for older people”

Feedback heard during co-design workshops about previous design:

“Materials are harsh – too corporate / not very welcoming”.

Informed through a co-design process involving over 600 local people, the enterprise space aligns with the objectives of Camden's STEAM Strategy to establish Camden as a beacon of inclusive opportunity and innovation.

In recent months, we have worked with a number of local groups to critique the detailed design of public spaces as they develop. We have appreciated those who have brought their lived experience to the conversations and highlighted issues to resolve and opportunities to consider that will ultimately ensure that Euston Tower is inclusive and accessible to all.

Thank you to everyone who contributed to the co-design process.

Aspirational employment at Regent's Place & Euston Tower

The vision for Euston Tower and the enterprise space builds on 40 years of enabling opportunities for local people at Regent's Place and our desire to create education and employment opportunities at every stage of the project's lifecycle.



Past Building on our impactful education and employment initiatives at Regent's Place

Since 2020, over 18,700 local people have benefitted from our Regent's Place community programme including 5,600 local children who have benefitted from our education partnerships including our Young Readers programme with National Literacy Trust. Through Rebel Business School and Bright Lights, local people have been empowered to access local jobs and/or grow their small business.



Present Work experience and short-term employment in the pre-planning stage

Early in the Euston Tower project, we employed 7 young Camden residents as Creative Producers, empowering them to create an award-winning documentary and photo exhibition about life in Camden and the community's aspirations for the future. In addition we have enabled work experience and internships at British Land and in our supply chain for Camden residents.



Future Many varied opportunities in the long-term

Alongside the enterprise space, we are committed to actively addressing the barriers to the high-growth science and technology sectors. We aspire to enable at least:

- 45 two-week work experience placements
- 155 apprenticeships
- 70 jobs






All across construction/design and STEAM industries and for Camden residents.

Next steps

Thank you for taking the time to look at the revised design of Euston Tower.

British Land are excited to bring forward revisions to the application for Euston Tower 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.

Shaped by conversations with local people a reimagined Euston Tower will deliver great benefits for the local community



-  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 space to help meet demand and ensure science and technology industries have space to grow in Camden. Designed to address barriers to 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.
-  A greener all-electric building 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.
-  A variety of employment opportunities for local people, aspiring to enable at least 45 two-week work experience placements, 70 jobs and 155 apprenticeships in the construction industry or science, technology, engineering, arts and mathematics (STEAM) industries, for Camden residents.
-  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.
-  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.



Contact us

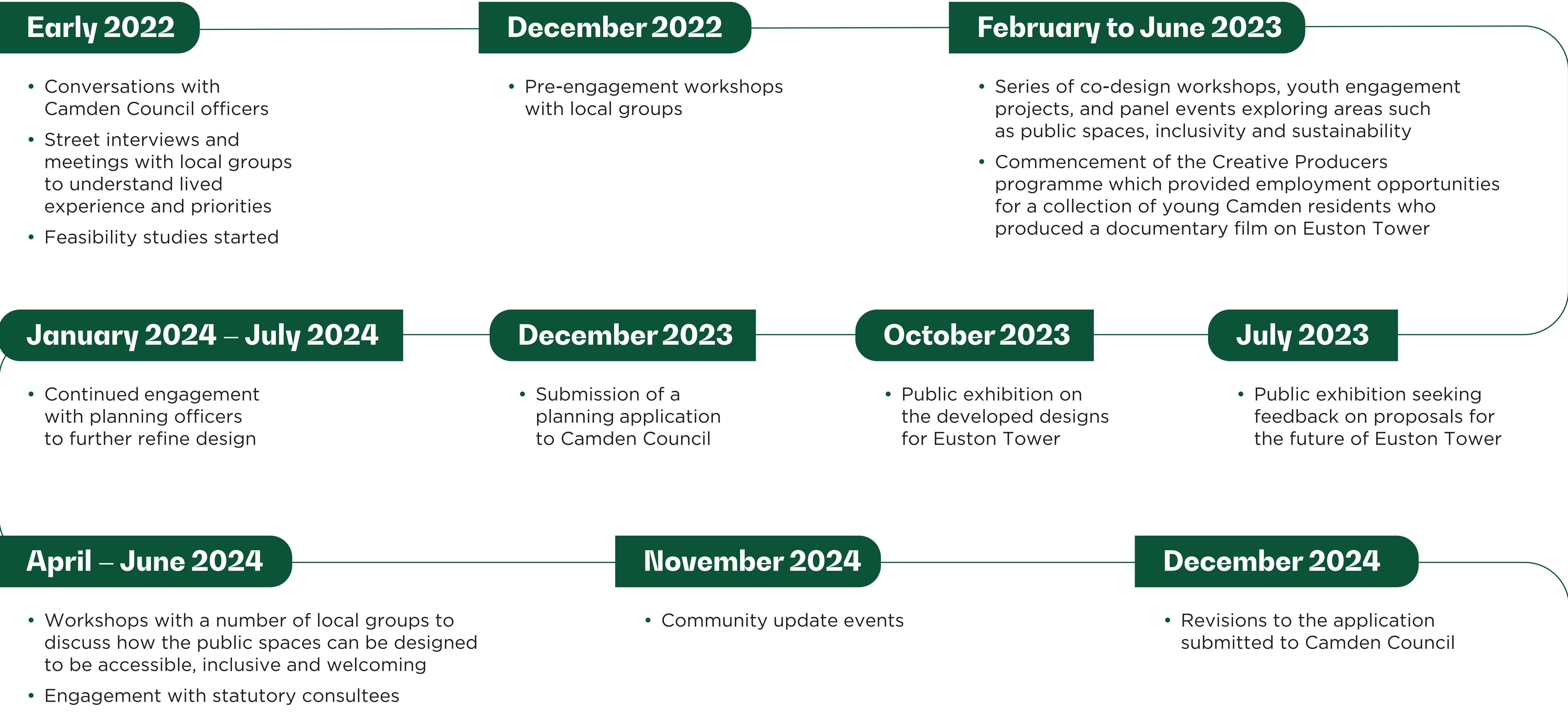
If you have any questions you can speak to a member of the project team on hand during the events, or by scanning the QR code to direct you to our website.

If you require any translations of the materials seen today, please do let a member of the team know. You can also leave your feedback and see all information presented to date through our website.

-  Visit our dedicated consultation website at euston-tower.co.uk
-  Email us at info@eustontower.uk



Timeline



Previous public consultation event

