EUSTON TOWER

Design & Access Statement

Revision B | December 2024

British Land

EUSTON TOWER

Design & Access Statement

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0.1 Note on “Verified Views” and “Illustrative Views”

Computer generated images (CGIs) have been used throughout this Design and Access Statement, and other documents associated with this planning application, in order to support the submitted drawings and contribute to a more comprehensive understanding of the Proposed Development.

Within this application, both “illustrative views” and “verified views” have been included and are captioned as such throughout. The next two pages define these terms.

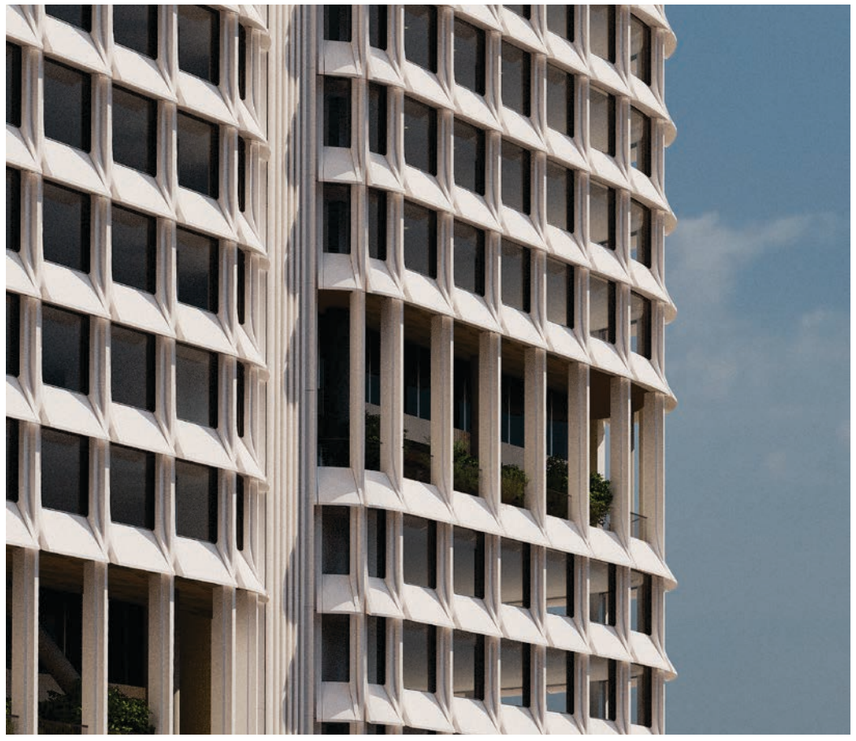
Illustrative Views

Illustrative views are CGIs produced by the Design Team and are intended to communicate the architectural aspirations and ambitions for the Proposed Development.

They are used to illustrate specific aspects of the designs, such as facade articulation, colour, pedestrian experience, materiality, texture and the atmosphere of the proposed spaces. The result is a representation of the Proposed Development that illustrates the intricacies of the design that are intended to be read alongside, and supplementary to, the submitted drawings, for an enhanced three-dimensional understanding of the scheme.

Placed on this page is a selection some of the “illustrative views” that are included throughout this document with associated captions.

Illustrative View - View to Euston Tower across Regent’s Place Plaza



Illustrative View - Tower facade close-up

Illustrative View - Tower terrace experience illustrating the potential views from various points in the building

Illustrative View - Looking north along Hampstead Road illustrating interplay between podium facade and planting proposed in public realm

Verified Views

The verified views are CGIs produced by Cityscape Digital and superimpose the Proposed Development on top of accurately shot photography. They are used as a basis to discuss the impact of the proposal from a townscape perspective specifically.

Verified views require precise information to be able to verify the accuracy of the camera matching and digital model placement, as outlined in *Appendix F Visualiser's Methodology: Accurate Visual Representations* included as part of the *Environmental Statement Volume 2: Townscape, Visual and Built Heritage Assessment (TVBHA)*

Due to their accuracy, the verified views provide an opportunity to evaluate the Proposed Development's impact on the existing townscape, effectively providing 'existing' and 'proposed' views from a series of agreed-upon viewpoints, selected through a process of consultation with relevant statutory consultees by townscape/heritage consultants and having regard to relevant planning policy and guidance.

Placed on this page is a selection some of the "verified views" that are included throughout this document with associated captions.

Verified View - Tottenham Court Road, junction with Grafton Way - Existing (View 22 in the TVBHA)

Verified View - Tottenham Court Road, junction with Grafton Way - Proposed (View 22 in the TVBHA)

Verified View - Drummond Street, at junction with Cobourg Street - Existing (View 12 in the TVBHA)

Verified View - Drummond Street, at junction with Cobourg Street - Proposed (View 12 in the TVBHA)

1.0 INTRODUCTION

Illustrative View - Tower facade close-up - teal overlay

Photograph - 1:250 model of Proposed Development

1.0 Introduction

This Design & Access Statement (referred to as "DAS" hereafter) has been prepared by 3XN Architects on behalf of the applicant British Land Property Management Limited (referred to as "British Land" hereafter).

This statement supports the planning application for the redevelopment of Euston Tower, in the London Borough of Camden. This version of this statement is revision B, a replacement of the original submitted Design and Access Statement, dated December 2023, and revision A dated March 2024.

The proposal has been subject to extensive public engagement and pre-application discussions with the London Borough of Camden, the Greater London Authority, Historic England, Transport for London and a broad range of wider stakeholders. These discussions have informed the evolution of the design for the scheme and are covered in more detail on the following pages.

This Design & Access Statement should be read in conjunction with the other drawings and documents submitted in support of this planning application.

1.1 Scope of Application

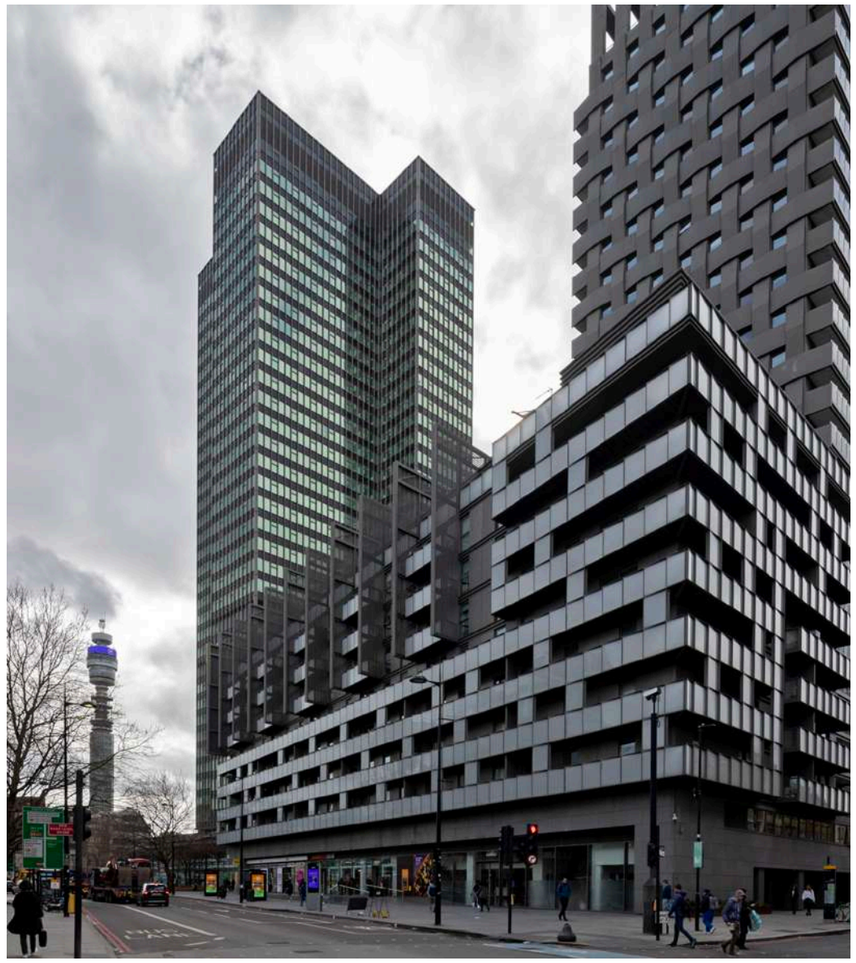
This planning application seeks approval for the redevelopment of the existing Euston Tower into a new office and life science-led, mixed use development and associated public realm improvements.

These proposals have been informed by a thorough study of the local context, together with technical considerations and a considerable co-design and community consultation and engagement process, details of which are set out in further detail in this document, as well as the Statement of Community Involvement (SCI) submitted as part of the application.

In summary, the proposed works will comprise:

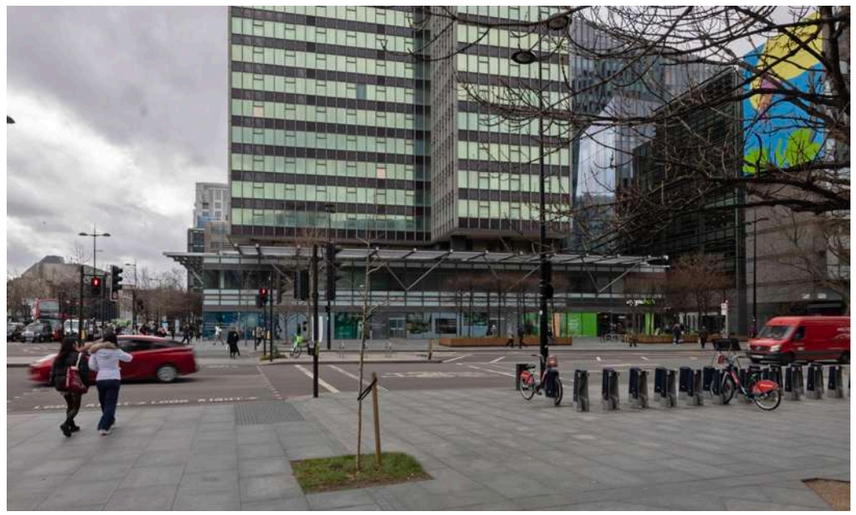
- The careful deconstruction of the existing Euston Tower facade and floor slabs while maintaining the central core above ground
- Retention and expansion of the existing basement structures including the existing piled foundations to provide space for modern cycle facilities, delivery / servicing areas and plant space
- Construction of above ground structure and facade into a new building consisting of a podium block and a tower which rises up to 32 storeys
- A significantly enhanced public realm including green and activated street edges for Euston Road and Hampstead Road, a wider Brock Street at ground level and at Regent's Place Plaza which extends up and into the lower levels of the building, and additional provision of short and long stay cycle storage
- The "Enterprise Space": an affordable workspace designed to house local entrepreneurs and small business, and incorporating a programmed flexible space. This delivers on local need for affordable workspace to facilitate connections between science and tech businesses, local institutions and organisations and supporting wider skill development and employment opportunities.

Photograph - Existing Euston Tower from the corner of Euston Rd and Hampstead Rd



Photograph - Existing Euston Tower from Hampstead Rd, looking south

Photograph - Existing Regent's Place Plaza, looking east



Photograph - Existing Euston Tower ground floor from Hampstead Rd, looking west

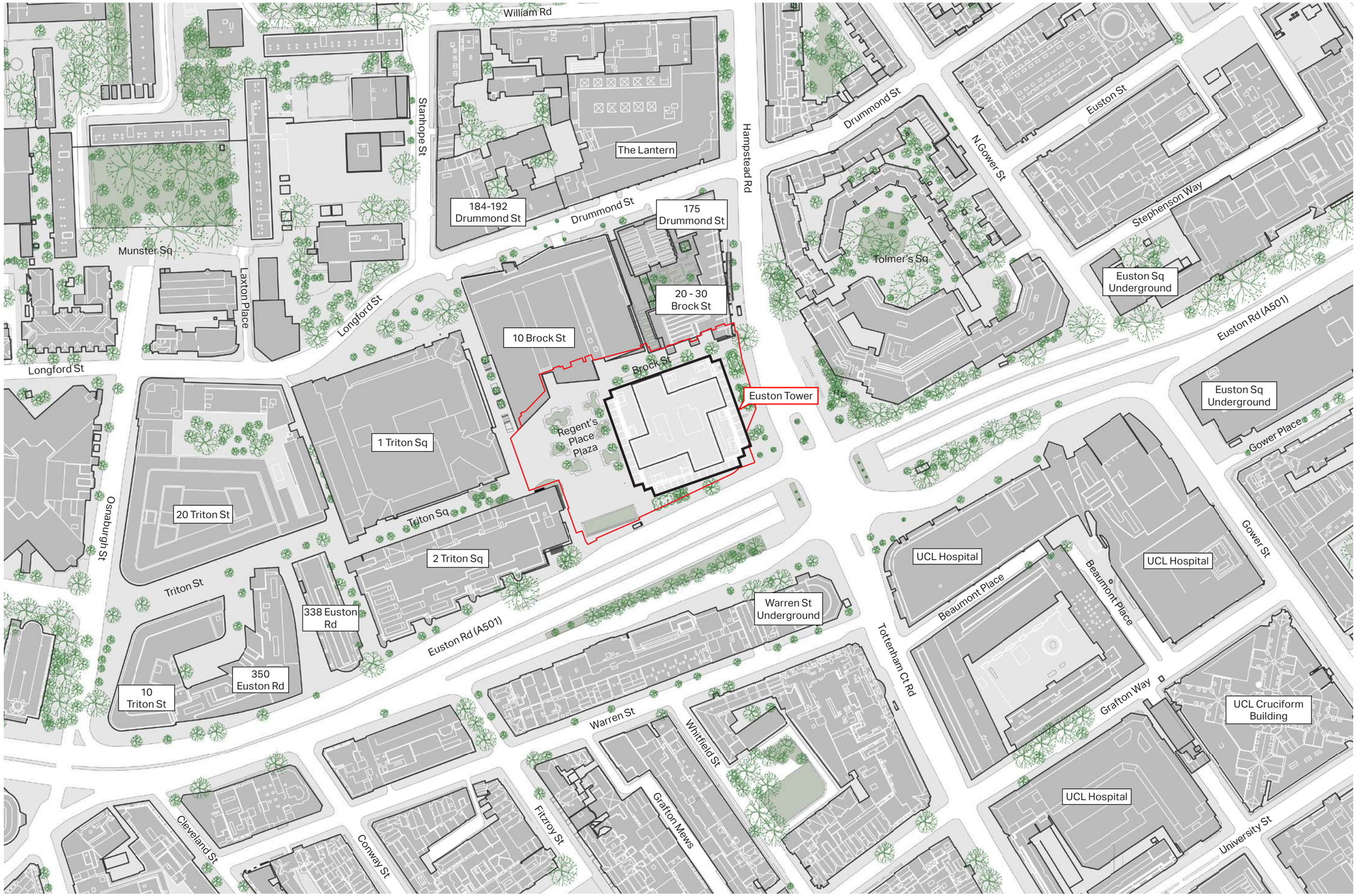


Diagram - Site Location Plan

1.2 Regent's Place Vision

British Land have a long-term plan to invest and build on the existing strengths of Regent's Place; adapting and responding to changing customer requirements and work practises, rapid advancements in technology, and structural changes in London's economy.

British Land's vision is to create a dynamic and inclusive environment for life science and technology-driven innovation to thrive, ensuring that local communities and businesses in Camden benefit from this investment.

The brief for the redevelopment of Euston Tower echoes this vision and is underpinned by an integrated place-making masterplan, which seeks to leverage the existing strengths outlined below, to re-position Regent's Place:

Part of an existing ecosystem

- Located in the Knowledge Quarter Innovation District
- Proximity to UCL, UCLH and Frances Crick Institute
- Excellent transport links via rail, underground, bus and cycle routes
- Access to deep talent pools

Holistically managed Campus with a diverse range of spaces

- Long-term investment to create outstanding, sustainable places for our customers and communities
- High quality offices and incubator space
- Opportunity to deliver labs and unique innovation spaces

Creating an attractive space in the centre of the city

- A safe and inclusive environment with direct links to the local community
- Active, green spaces for meeting, working and wellbeing
- Creating a smart campus with improved connectivity and digital infrastructure
- Expansion of the retail, leisure and cultural offer

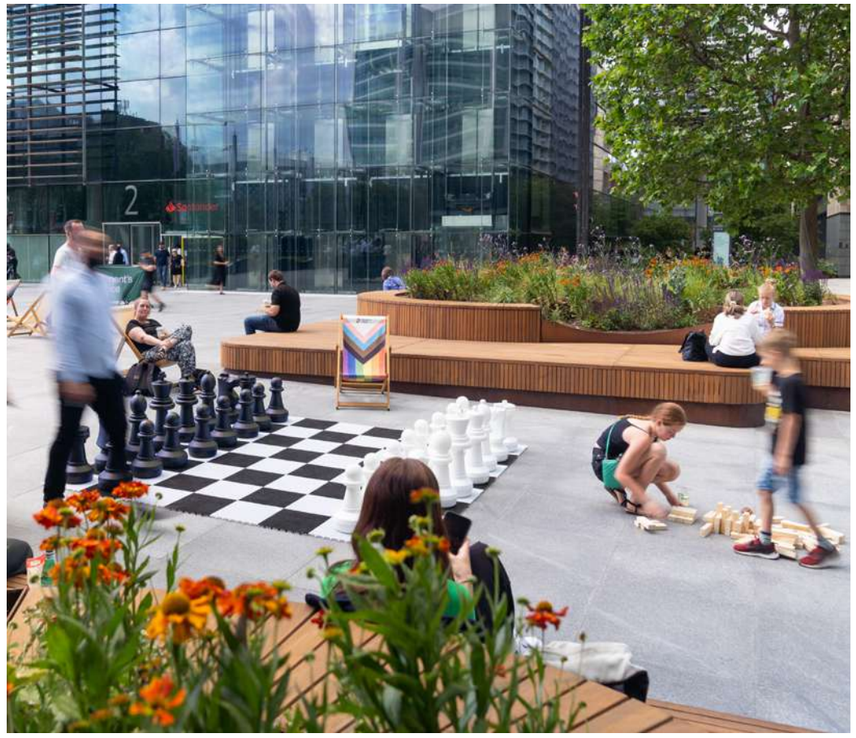
Strong connections to the local community and collaborative opportunities

- The Regent's Place Community Fund is a unique collaboration between Regent's Place businesses, created to support community activities.
- Offers businesses the chance to connect with each other and local partners to make a real and long-lasting social impact.

Photograph - Existing Regent's Place Plaza

Photograph - Existing Triton Square

Photograph - Existing Regent's Place Plaza



Photograph - Existing Regent's Place Plaza

Re-positioning Regent's Place as a centre for innovation and life science in the heart of London

British Land's long term commitment to investing in Regent's Place has already delivered:

- Life science incubator space at 184-192 Drummond Street
- Affordable workspace at 1 Triton Square
- Knowledge Quarter partnership
- Lab-enabled space at 10 & 20 Triton Street
- Green and welcoming public spaces
- New public realm with bars, restaurants and outdoor cinema

Key for map opposite:

1 The Union
2 Vacant Unit
3 Pret a Manger
4 Wasabi
5 The Euston Wall
6 Change Please Coffee / Toast Ale
7 New Diorama Theatre
8 NDT Cafe & Bar
9 The Euston Wall
10 Black Sheep Coffee
11 Acai Berry
12 Santander
14 The Gym Group
15 Affordable Workspace
16 The Old Diorama Arts Centre
17 The Refinery
18 Vacant Unit
19 Sainsbury's
20 Itsu
21 Beany Green
22 Amazon Fresh
23 Vacant Unit
24 Bloomsyard
25 Starbucks
26 Pret a Manger

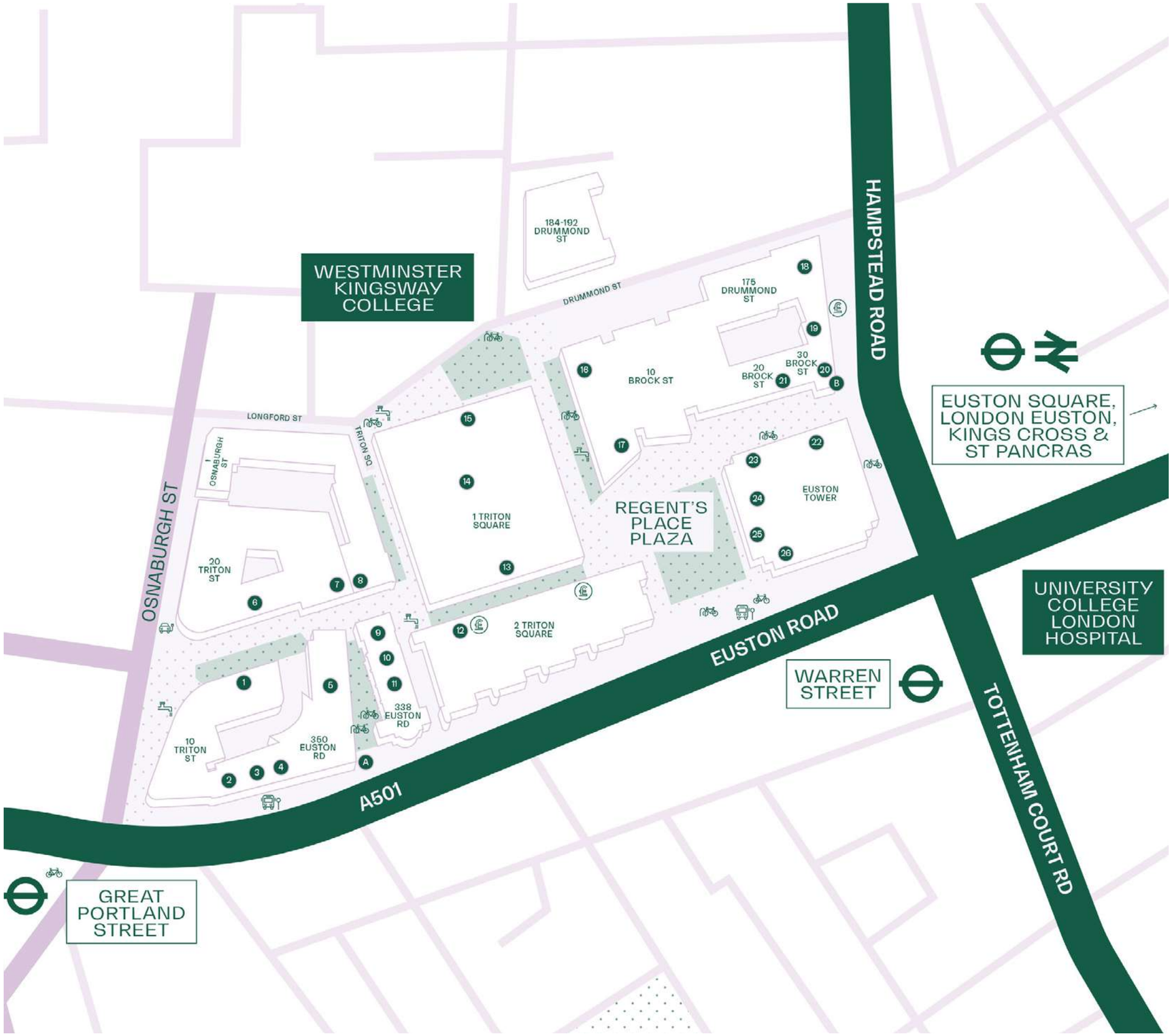


Diagram - Overview of Regent's Place provided by British Land

1.3 The Development

The site area within the boundary of this application is approximately 7,963 sqm - refer to drawing ET-DR-A-1002, submitted as part of the application for planning permission.

Full planning permission is sought for the following:

Redevelopment of Euston Tower comprising retention of parts of the existing building (including central core, basement and foundations) and erection of a new building incorporating these retained elements, to provide a 32-storey mixed-use building providing offices and research and development floorspace (Class E(g)) and office, retail, café and restaurant space (Class E) and Enterprise space (Class E/ F) at ground and first, and associated external terraces; public realm enhancements, including new landscaping and provision of new publicly accessible steps and ramp; short and long stay cycle storage; servicing; refuse storage; plant and other ancillary and associated work.

The proposal includes enhancing the public realm to Regent's Place Plaza to the west, Euston Road to the south, Hampstead Road and Brock Street to the east and north of the site respectively.

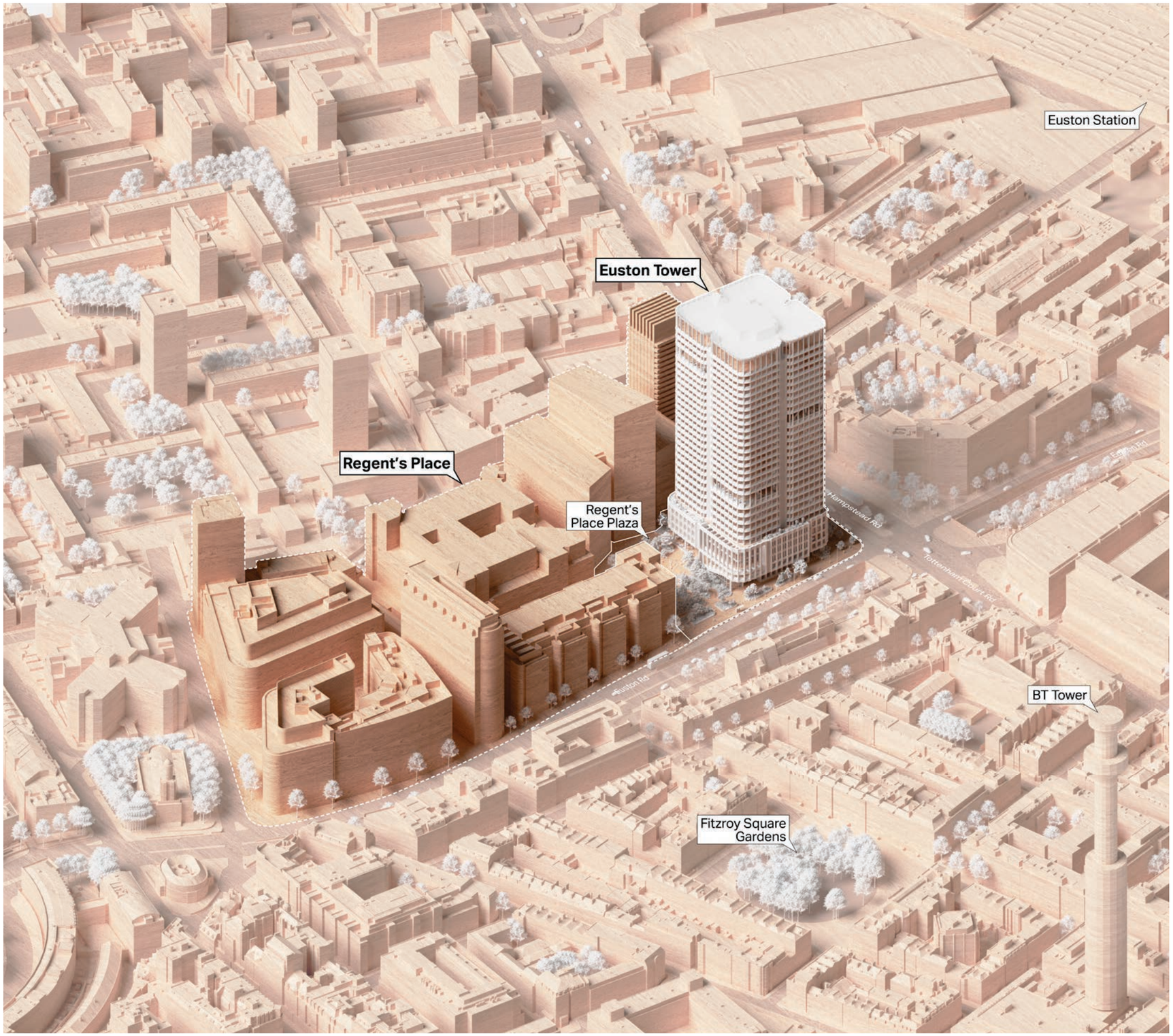


Diagram - Axonometric diagram from south west of proposed Euston Tower

1.4 Client & Project Team

The client is British Land, who are the applicant for planning permission.

3XN are the architects and lead designers for the project, and are supported by a team of key consultants:

Executive Architect & Principal Designer:	Adamsons Associates
Landscape Architect:	DSDHA
Planning Consultant:	Gerald Eve
Services Engineer:	Arup
Structural Engineer:	Arup
Sustainability Consultant:	GXN & SWECO
Transport & Logistics:	Velocity
Visual Impact Assessment:	Cityscape Digital
Townscape Consultant:	Tavernor Consultancy
Public Use Consultant:	Forth
EIA Co-ordinator:	Trium Environmental
Ecological Consultant:	Greengage
Daylight Consultant:	Point2
Rights to Light Consultant:	Point2
Fire Engineering:	Arup
Access Consultant:	David Bonnett Assoc.
Security Consultant:	QCIC
Acoustic Consultant:	Hann Tucker
Wind Analysis:	Arup
Facade & Access & Maintenance Consultant:	Thornton Tomasetti
Cost Consultant:	Gardiner & Theobald
Planning Legal Advisors:	Herbert Smith Freehills
Community Consultation:	LCA
Project Manager:	Gardiner & Theobald
Construction & Logistics Consultant:	Lendlease
Employment & Training and Regeneration Advisor:	Volterra
Community Engagement & Social Impact Consultant:	Beyond The Box
Community Engagement Consultant:	Something Collective

1.5 Project Vision

British Land's vision is to create a world-leading science, technology and innovation building, supported by a reimagined public realm, for Camden and the Knowledge Quarter that inspires, connects and creates opportunities for local people and businesses.

The missions for the proposed development are below:

- Transforming the existing Euston Tower ensuring it is fit for the future by adopting cutting-edge sustainability targets and reusing, recycling, and offsetting, to reach net zero at completion and in operation.
- Putting social impact at the heart of the project from the outset, ensuring that communities play a key role in shaping new spaces which meet local needs.
- Creating pioneering workspaces in the Knowledge Quarter for businesses of all sizes to prosper, including flexible incubator and accelerator spaces, to support start-ups, scale-ups and knowledge sharing.
- Ensuring that the future use of Euston Tower is built upon identified needs and contributes to a thriving local, regional and national economy for our ever-changing world.
- Reimagining the public spaces of Regent's Place, creating safe, inclusive, connected and sustainable environments for Camden's communities.
- Contributing towards meeting Camden's housing needs.

These missions have informed three key design principles for Euston Tower, which are proposed and outlined on the opposite page.

Verified View - Proposed Euston Tower from Tottenham Court Road, south of the A5204

1.6 Key Design Principles

Camden Landmark

Challenge the typical tower typology and move away from fully-glazed facades. Discover what makes a Camden Tower unique and use warmth, texture and tactility to design a tower people will love.

Social Sustainability

Break down boundaries between local communities and commercial buildings by designing a truly welcoming, inclusive and engaging podium and public realm experience, filled with exciting public uses both at ground level and throughout the building.

A Tower for the Now and the Future

Make the right choices today by building in the ability to flex and adapt to the trends of tomorrow. Enable and support life-science, tech and other diverse uses to ensure the tower stands the test of time and inspires people well into the next century.

1.7 Project Missions

The proposals seek to deliver an inclusive, pioneering workspace and public realm, which connect communities in the heart of the Knowledge Quarter.

In addition to the collection of mixed uses and external spaces included in the Proposed Development, these proposals provide a package of wider benefits to enhance the local area including new affordable housing, workspace for SME's and start up businesses, improvements to the streetscape and additional greening to the area.

Outlined here are the project's key missions and how the benefits proposed support the aspirations and policies of the London Borough of Camden, the surrounding communities and the users of Regent's Place.

Net-Zero Tower

- A net zero tower with aspirational sustainability goals that aim to provide benefits beyond Euston Tower.
- Innovations in material reuse and construction fully integrated into the proposal, creating a tower for now and the future.
- Take full responsibility for residual emissions.

Inclusive Innovation

- A local amenity and resource which enables collaborative projects and partnerships.
- A platform for local ideas, innovation and problem solving, which provides learning, skills and pathways to work.

Pioneering Workspaces

- Variety of workspace provision catering for organisations of different scales, designed with flexibility to adapt to future needs.
- Provision for lab-enabled spaces, workspace (office) and the affordable workspaces in the "Enterprise Space".
- Harnessing the existing Regent's Place community programmes, which helped 8,600+ local people in 2022, in working towards increasing access to good jobs and continuing to be a supportive part of the local community.

Public Realm

- A safe, connected and creative public realm which provides a wide variety of opportunities for the local community.
- Drawing on local landscapes to create a varied and biodiverse improvement to Regent's Place Plaza.
- Include fully accessible areas for people to explore, relax, and meet.

Housing

- In discussion with the Council and in line Camden planning policy we have been working towards identifying a Council-owned site for the delivery of affordable homes by the Council. 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.

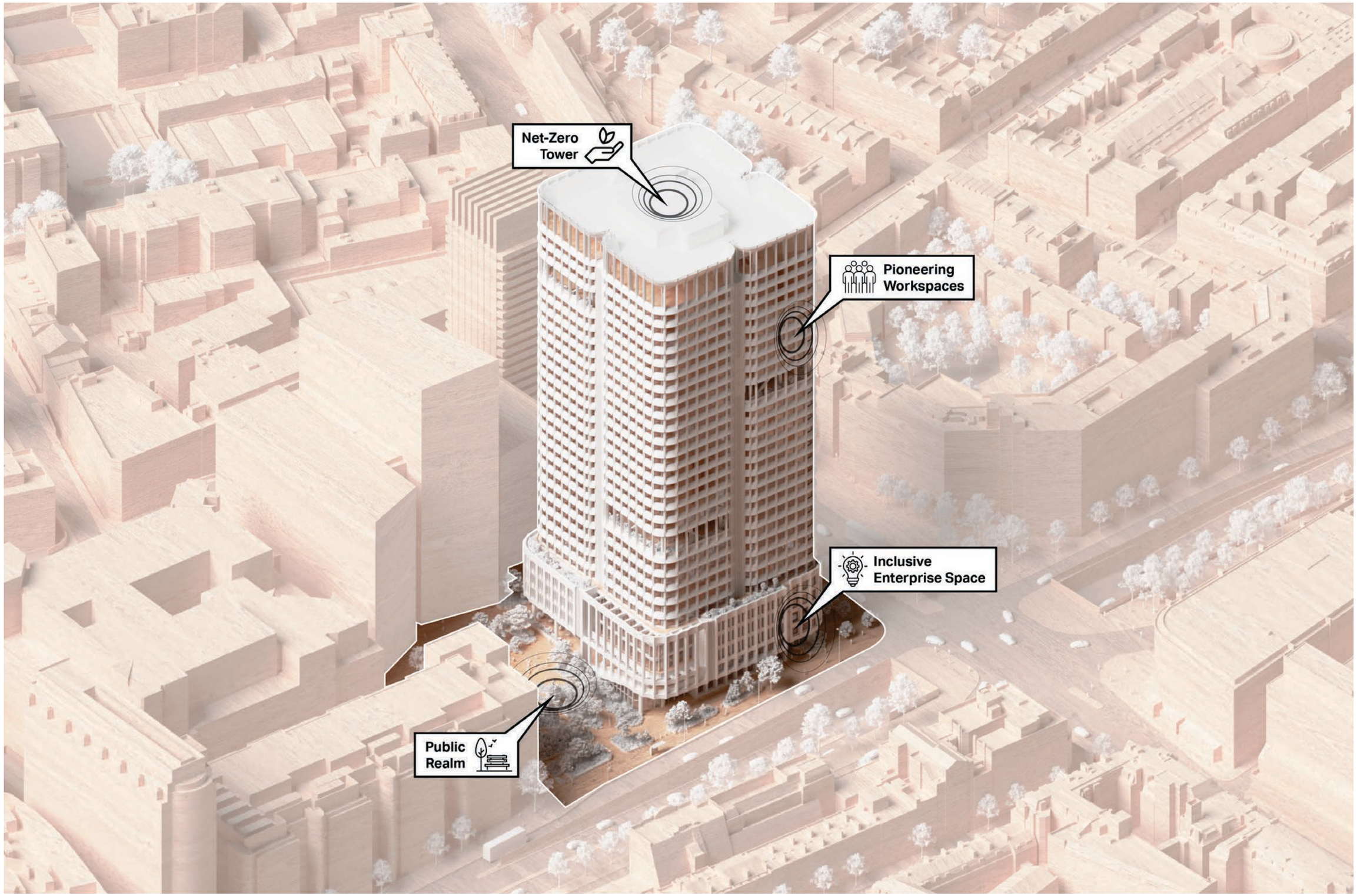


Diagram - The key public benefits provided by the Proposed Development

2.0
CONTEXT

Photograph - Existing Euston Tower - teal overlay

Photograph - Aerial image of Euston Tower, from the west

2.0 Context

This section provides further detail on the historical and urban context of both the immediate site, the neighbouring context and the wider urban fabric, all of which have been important considerations when preparing the design response presented in later sections of this report.

2.1 Site Location

Euston Tower is situated within the London Borough of Camden (LB Camden), and the ward of Regent's Park. The Site is bounded by Euston Road (south), Hampstead Road (east), Brock Street (north) and Regent's Place Plaza (west).

Located on the corner of Euston and Hampstead Road, at the top of Tottenham Court Road, the tower shares a busy intersection with the UCL Hospital campus and is directly opposite Warren Street Station. The existing Euston Tower is prominent within the local area, as one of the tallest buildings in the borough along with the nearby BT Tower, and as such acts as a physical landmark for Euston, Euston Square and Warren Street stations as well as a wayfinding point within the wider neighbourhood.

Designed in the 1960s and completed in 1970, Euston Tower has experienced an occupancy level of less than 70% over the past decade and has remained vacant since 2021. Originally serving as the home of Capital Radio (a pioneering commercial radio station in the UK) from 1970 to 1999, it was once a celebrated landmark and widely recognised across the city. Today, Euston Tower represents an ideal opportunity for re-imagining a hub for life-science, technology and innovation in a key strategic location within the Knowledge Quarter.

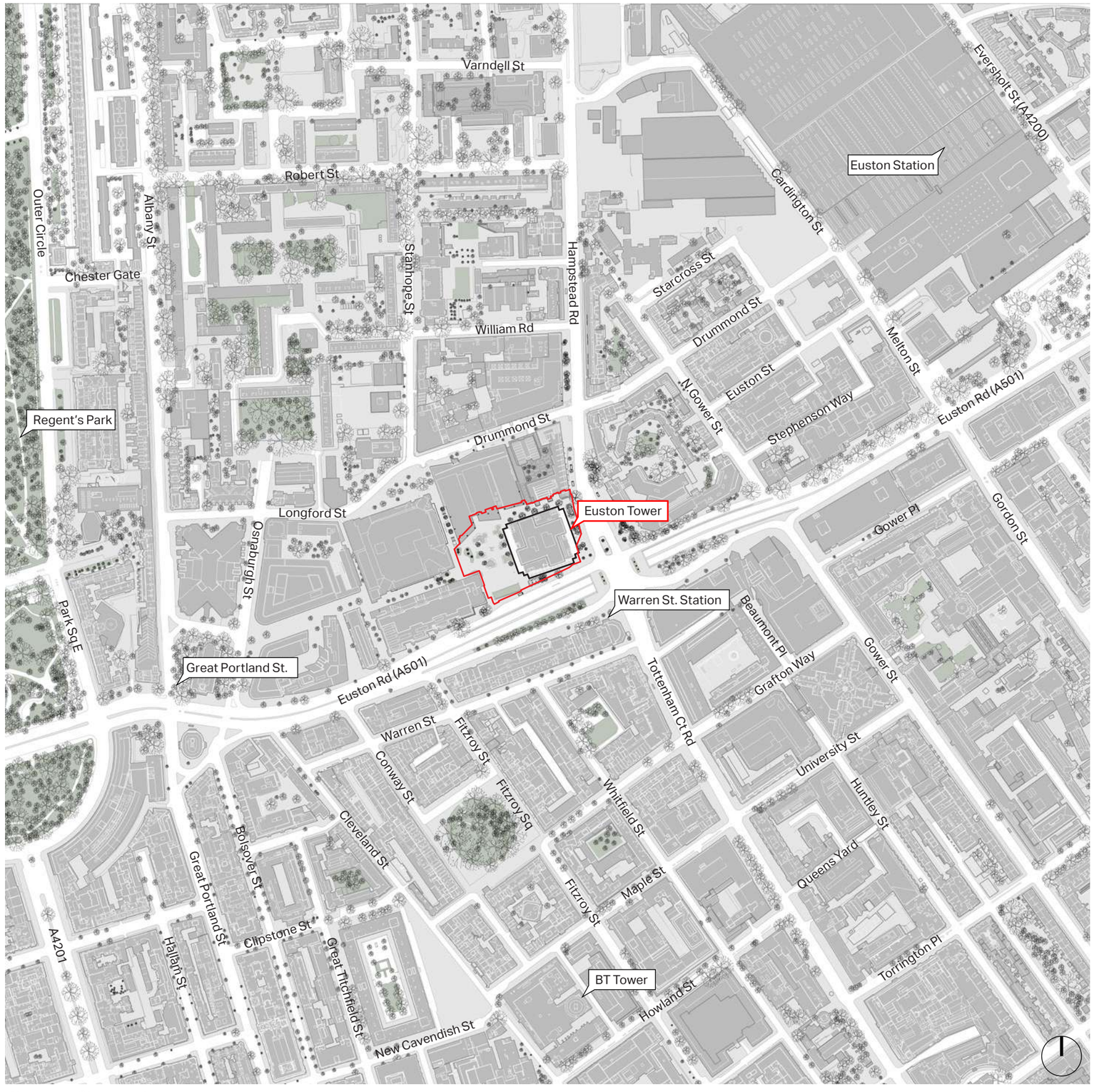


Diagram - Site location

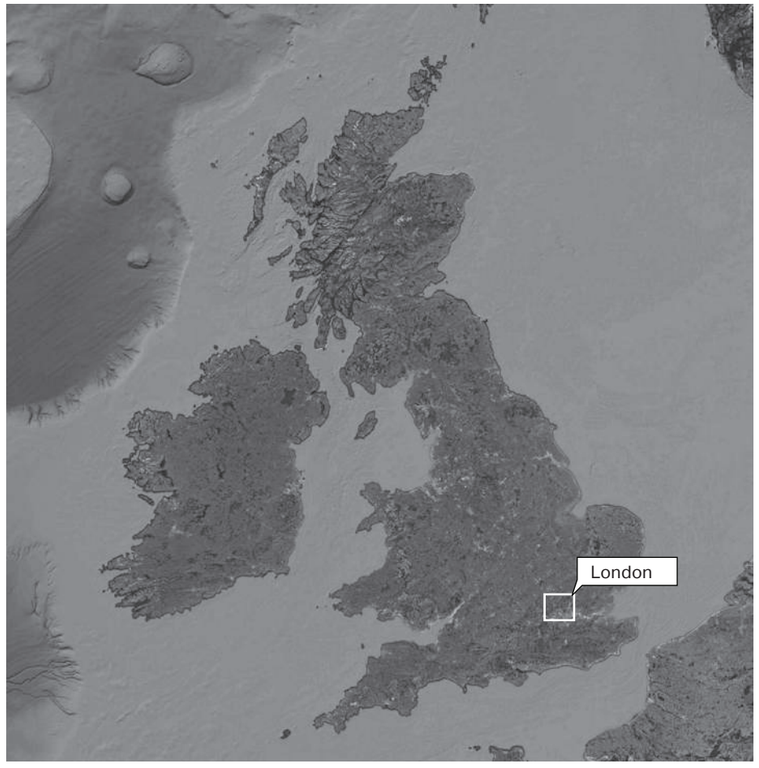
Photograph - Aerial image of Euston Tower, from the north west

Photograph - Image of Euston Tower from Regent's Park

Photograph - Aerial image of Euston Tower from Tottenham Court Road

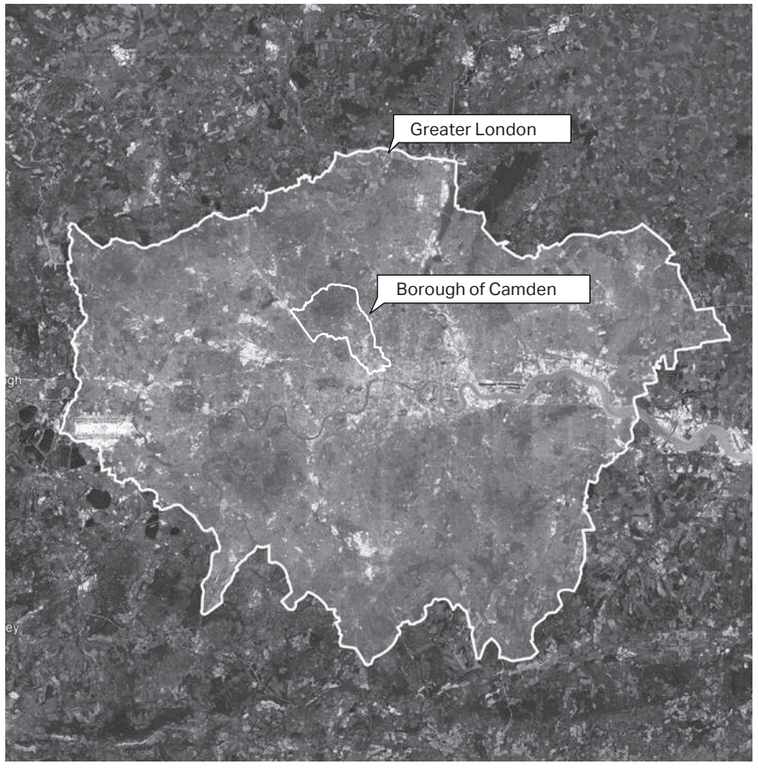
2.2 Macro to Micro Context

The diagrams on these pages explore the location of Euston Tower from the macro (nationwide) to micro (the building itself), highlighting the key elements of each scale and how these have informed the Proposed Development.



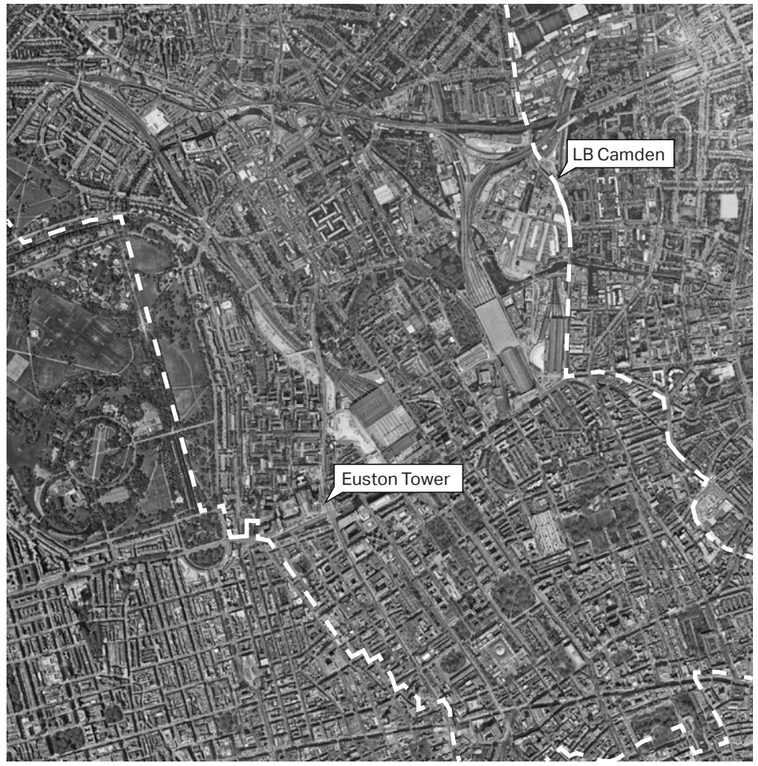
The United Kingdom

Located at the western edge of Europe, the United Kingdom is one of the world's leading developed nations and has one of the world's largest economies. Life-sciences is one of the UK's most successful sectors, worth over £94 billion to the UK economy in 2021 and has been identified as a key industry driving growth in the country. Significant investment has been made in this sector in recent years, particularly in the South East regions, drawing on the education and research expertise found in London, Cambridge and Oxford.



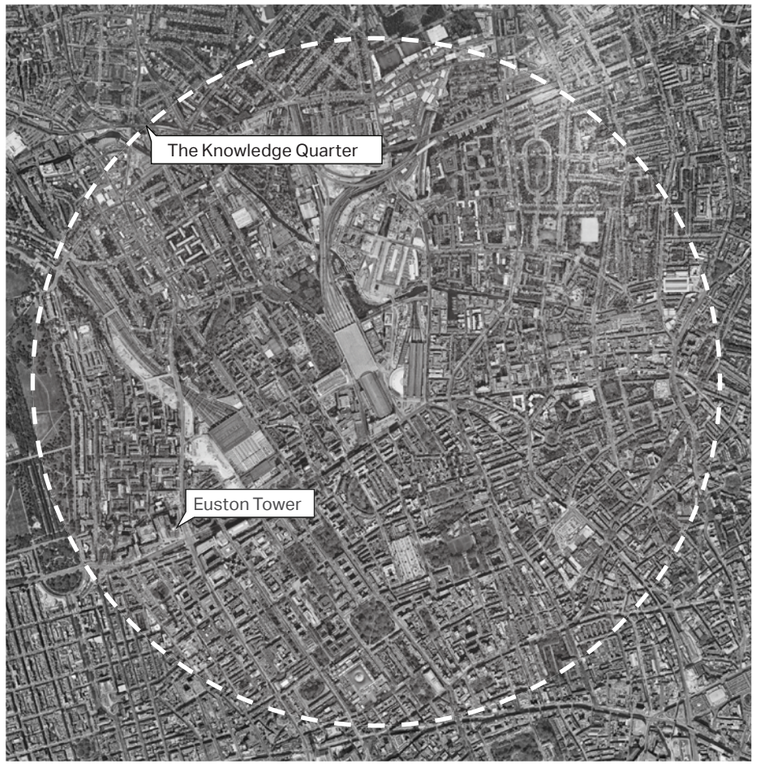
London

London, the capital of England , is recognised globally as one of the great metropolitan environments and is the location of the Proposed Development. With a population of 9.7 million, London thrives on a rich mix of tradition, diversity, and culture. It is constantly seeking to reinvent itself, seeking innovation and ingenuity to ensure it continues to be a major destination as a product of the city's wide offering of arts, culture, cuisine and architecture.



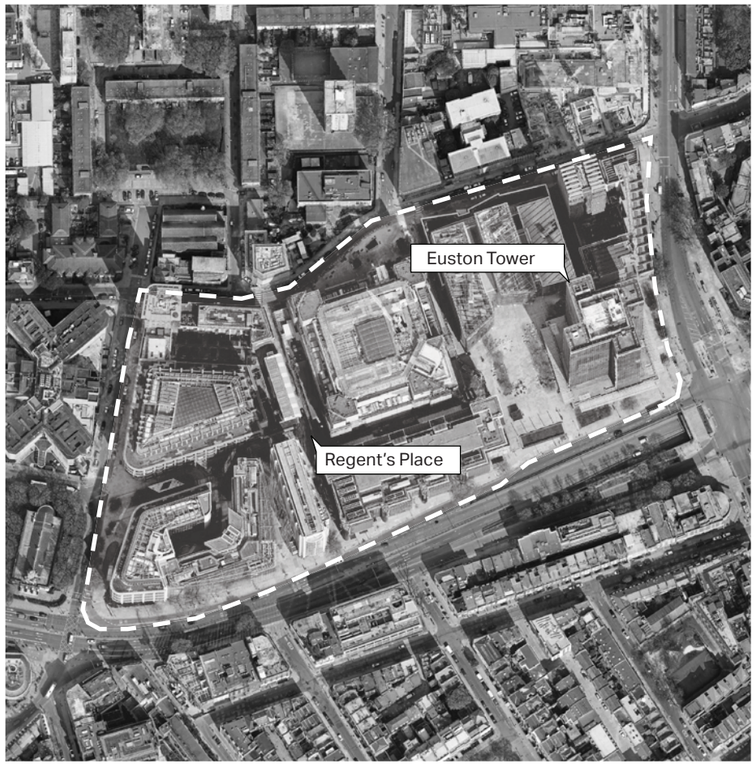
London Borough of Camden

Created in 1965 from the areas of the former metropolitan boroughs of Hampstead, Holborn, and St Pancras, Camden is one of seven boroughs comprising Central London. A key point of entry to the capital for trains from the north, Camden hosts three major stations (Euston, St Pancras, and King's Cross), making it a crucial hub for office workers commuting, retail, tourism, and entertainment. In addition to the Borough's connectivity, Camden's diverse neighbourhoods play host to street markets, music venues, learning institutions and cultural attractions, making it one of London's most vibrant and engaging areas.



The Knowledge Quarter

The Knowledge Quarter is one of the greatest clusters of science, research and technology anywhere in the world, focussed on the areas around King's Cross, the Euston Road and Bloomsbury. The Knowledge Quarter is a gateway to an abundance of innovative ideas, ground breaking research and inspiring creativity, with knowledge resources ranging from early manuscripts and documents, to the latest fashion designs, to cutting-edge medical developments, it is a place to interact, collaborate and share.



Regent's Place

Regent's Place seeks to be one of London's most welcoming, inspiring and exciting spaces. It is filled with a variety of green spaces, contemporary architecture and has a deep connection to the local community. It welcomes independent shops, affordable workplaces and joins together companies in the worlds of art, science, research and creativity.

Beyond the five London Underground stations located within short walking distances, Regent's Place is within a 20-minute walk of Euston, Marylebone, King's Cross and St Pancras mainline stations, making it one of the most accessible and well connected areas in London for both citywide travel, and as a national and international gateway to the capital.

2.3 The Neighbourhood

Euston Tower is situated on the south-eastern corner of Regent's Place, forming one of edges that define Regent's Place Plaza, and flanked by Euston Road to the south and Hampstead Road to the east. Located at the north of Tottenham Court Road, it is a prominent gateway to the busy neighbourhoods of Fitzrovia and Bloomsbury to the south, Regent's Park and the Regent's Park Estate to the north, and sits within the broader Euston area.

Camden and Euston Area

Situated within the London Borough of Camden, the modern character around Euston came from the industrial and working-class areas formed in the 19th century. Through the 20th century, particularly the 1960's and 70's, the area began to attract prominent musicians, artists and counter-culture movements. It is home to iconic locations such as the Roundhouse, Camden Market and Regent's Canal, all of which provide diverse offers for culture, food, clothing and art. The neighbourhood has evolved into a unique and eclectic area within London, known across the city and the country for its strong character and culture.

Beyond being a prominent tourist destination within London, Camden is also home to distinct residential neighbourhoods such as the nearby Regent's Park Estate and Somers Town. These diverse neighbourhoods provide homes for c.210,000 residents (Camden Profile, 2023). Such residential communities have begun to develop neighbourhood plans, which aim to create a framework for sustainable community development, where growth and renewal are focussed on people as well as place.

Future Neighbouring Development

The site is situated 500m from Euston Station, a major transport hub within London and the United Kingdom. Currently, there are indicative proposals for a new high-speed rail station and related infrastructure (known as HS2), which if delivered would lead to major development change in the area and across the country.

If approved by the UK government and relevant planning authorities, the area surrounding Euston Station is anticipated to embark on a substantial redevelopment programme as part of the HS2 development.

Photograph - Aerial image of Euston Tower and the surrounding neighbourhood

Photograph - Regent's Park Estate

Photograph - Somers Town

Photograph - Fitzrovia

Photograph - Bloomsbury

2.4 Knowledge Quarter

Euston Tower is located to the western edge of the Knowledge Quarter, an area which continues to develop into a leading, global hub of knowledge, centred around King's Cross, Euston Road and Bloomsbury.

The Knowledge Quarter is comprised of a consortium of partner organisations of many different kinds but all actively engaged in advancing and disseminating knowledge.

Business partner organisations are made up of over 100 academic, cultural, research, scientific and media organisations, large and small: from the British Library, Google and the Wellcome Trust to Arts Catalyst, Scriberia and the Wiener Library.

Notable among these partners are the Francis Crick Institute, the leading global centre for medical research; University College London, and UCLH.

The Knowledge Quarter encourages all kinds of knowledge seekers to make the most of these combined resources, to break down barriers and stimulate dialogue, getting the whole of this unique area buzzing with ideas.

Currently there are 106 organisations, consisting of 70,000+ people which form the quarter all within a 1 mile radius. Therefore the neighbourhood is devised as a space to interact, collaborate and share ideas, and is important context for the Proposed Development.

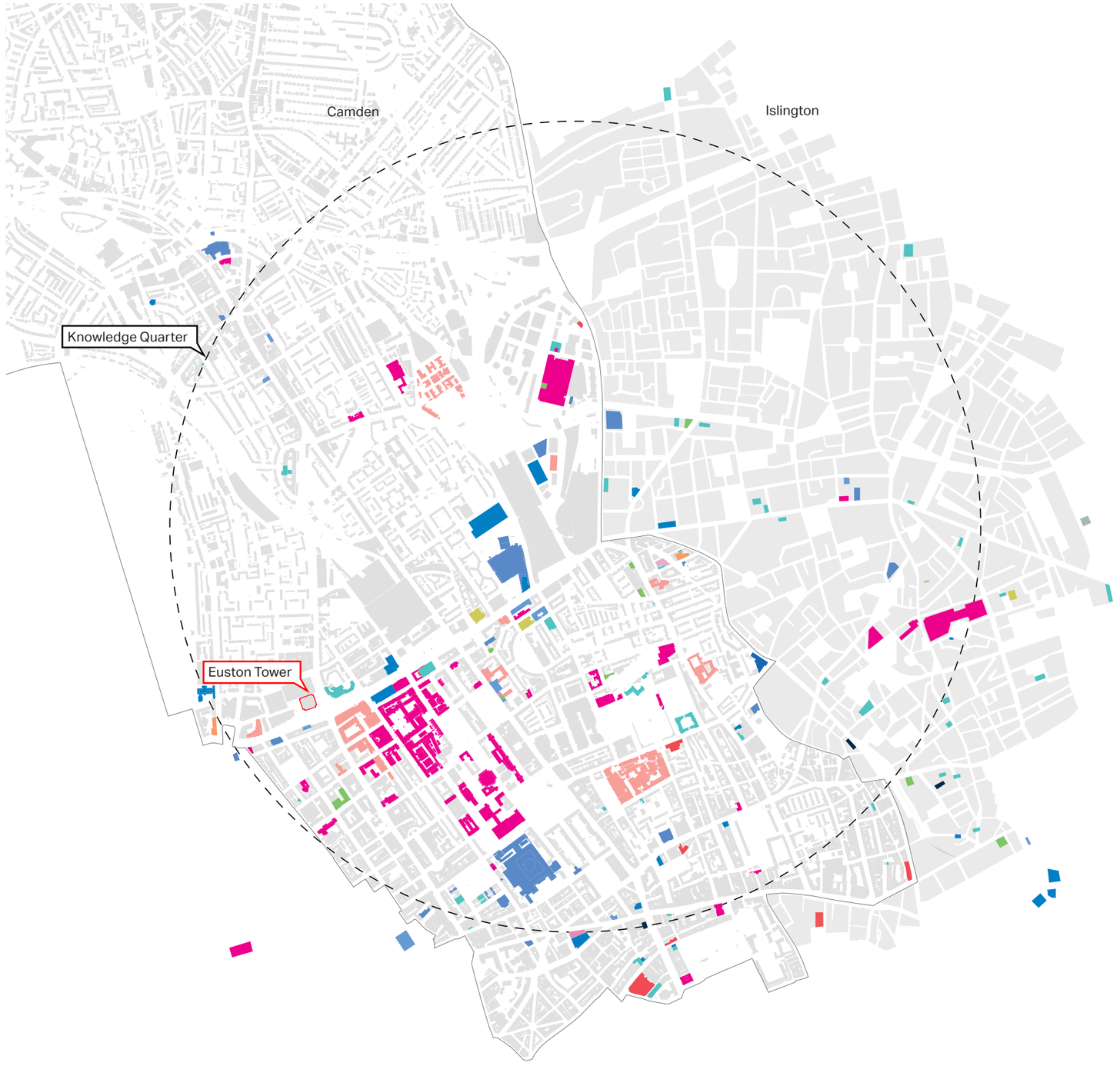


Diagram - Insert from KQ 2050: A Knowledge Quarter unlocked. May 2023

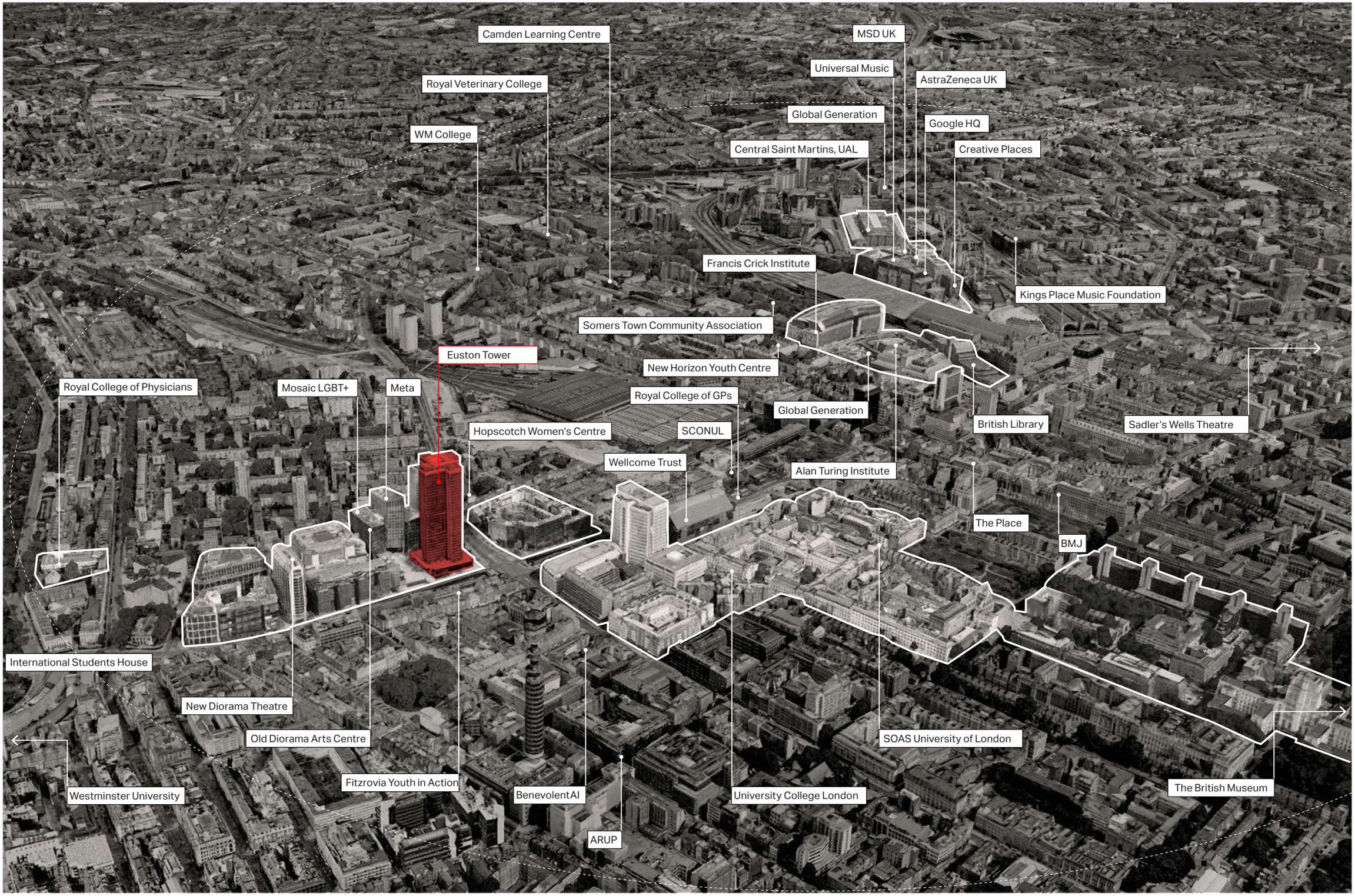


Diagram - Euston Tower prominent location on the western edge of the Knowledge Quarter

2.5 Site History

The site on which the current Euston Tower is located, along with the wider campus of Regent's Place, has a rich and storied history.

The historic evolution of the site is connected in large part to its history as a significant crossroads to the north of central London, marking a point on the historic road towards Hampstead travelling north, at which a key east-west route is formed and developed into a major artery running across the city.

Throughout the years this east-west route, formerly "the New Road from Paddington to Islington", has grown in significance. Having been described as "London's first bypass", the construction of several railway stations along its route and an increasing amount of traffic travelling along it has resulted in the road being widened over time, most significantly in the 1960s with the construction of the underpass and the creating of 'Euston Circus'. This expansion of the crossroads across the centuries, as well its qualities as an active, populated junction, are well illustrated on the opposite page, providing a snapshot of the evolving character of the area.

The current existence of the Euston Tower and its history as part of a wider commercial development (as described further in 2.15 The Existing Building) is linked in large part to the history of this crossroads and as such is important to understand when considering the proposed development.

The following pages recount the site evolution, transformation of the intersection of Euston Road and Hampstead Road and the key historical milestones, which have led to Euston Tower's current site conditions.

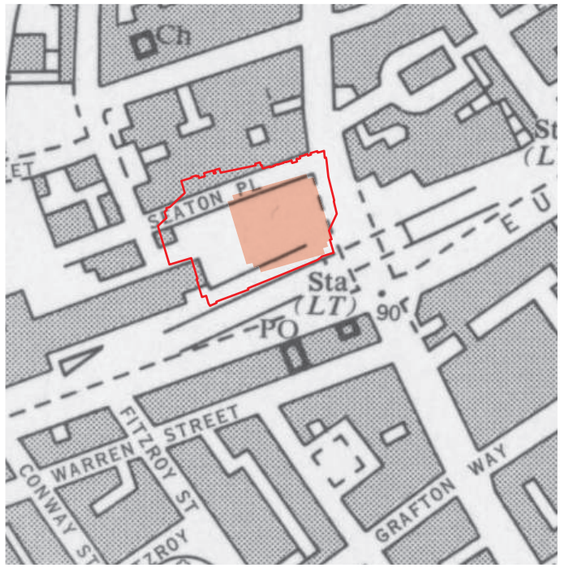
Site Evolution (1756-Present Day)

1756

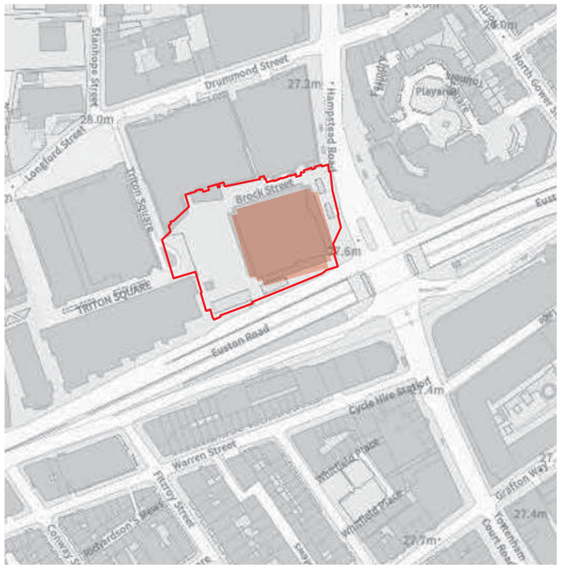
1799

1873

1945



1953



2023

Transformation of Euston Road, Hampstead Road & Tottenham Court Road Intersection

Illustration - William Hogarth's "The March to Finchley" (1745)

Photograph - View to Hampstead Road, looking north from Tottenham Court Road (1904)

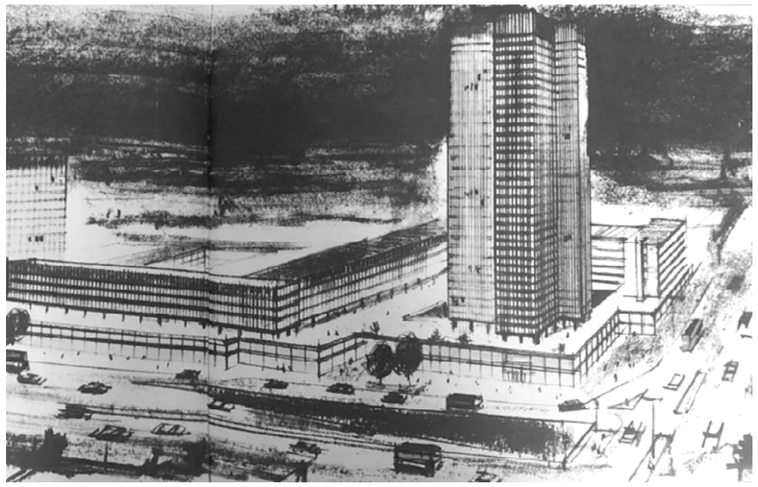
Photograph - View to Hampstead Road, looking north from Tottenham Court Road (1960)

Photograph - View to Hampstead Road, looking North from Tottenham Court Road (2012)

Key Historical Milestones

1750
"The March to Finchley" by William Hogarth (painting)

c.1900
Looking north up Hampstead Road



c.1960's
Panoramic sketch of the Euston Centre from the original sales booklet

1780
"Camden Town, from the Hampstead Road, Marylebone" (engraving)

1904
The Old King's Head and Adam & Eve pubs either side of Hampstead Road

1965
Euston Road & Euston Centre aerial photo looking west

The Georgian Era

Up until the reign of William IV (1765-1837), rustic farmland and village retreats characterised the outskirts of London between King's Cross and St. John's Wood. Historically, the route south to north (Hampstead Road) was a key connection and military outpost at Tottenham Court. This is illustrated above in William Hogarth's "The March to Finchley" including the two public houses, the 'Adam & Eve' and 'The Old King's Head', flanking either side.
In 1756 an Act of Parliament was passed, allowing for the creation of Euston Road, providing a new drovers' road for moving sheep and cattle to Smithfield Market avoiding Oxford Street and Holborn, and ending at St John's Street, Islington. It provided a quicker route for army units to reach the Essex coast when there was a threat of invasion.

Early 20th Century

At the turn of the 20th century, the junction of Euston and Hampstead Roads was a busy intersection. The two landmark public houses, the 'Adam & Eve' and 'The Old King's Head' were found on the north side of Euston Road.

The area around the junction with Tottenham Court Road suffered significant bomb damage during the Second World War (1939-1945). Patrick Abercrombie's contemporary Greater London Plan called for a new ring road around Central London called the 'A' Ring, but post-war budget constraints meant that a medley of existing routes were improved to form the ring road, including Euston Road.

Euston Road & Euston Centre Development

Key to the development of Euston Road was the Euston Centre development. This comprehensive, 120,000sqm office development, begun in 1963 and extending along the north side of Euston Road, was undertaken by Euston Centre Properties PLC, a company founded by Joe Levy (1906-90), a leading figure on the post-war London development scene. Levy had planning permission granted for the redevelopment of the site a decade earlier and had spent years acquiring the properties. Major road improvements to the Euston & Hampstead Roads, including an underpass, were an important element of the project, with some 15% of the site area allocated for works to the highway. Euston Tower was the landmark of the development at the intersection of the road junction.

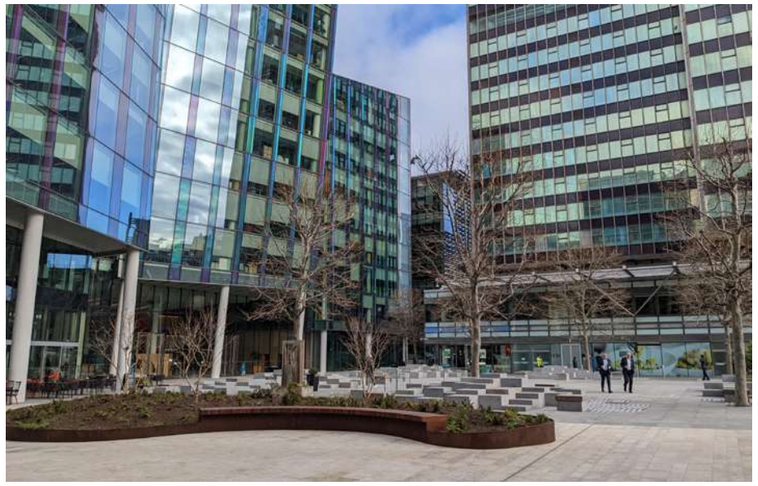
1966
Last day of Seaton Market

1970
View from Post Office Tower of completed Euston Tower & Euston Centre

2023
Regent's Place from above looking North West

1975
Tolmers Square

1970-1997
Capital Radio - One of the early tenants of Euston Tower



2023
Regent's Place Plaza looking East

Local Area Development & Community Impact

Due to the significant Euston area developments and wider London planning strategies, inevitably changes were felt within the local community. The Euston Centre Development brought change and demolition to the old Victorian terraces which it replaced, including the old Seaton Street market, a seven-day market where Londoners could buy pease pudding and saveloy.

Tolmers Square, found to the east of the site, represents a snapshot of London's urban development and architectural heritage, with its historic buildings and evolving social dynamics becoming a centrepiece of residents resistance to development expansion in the 1950-70s, although much of Tolmers Square was replaced with council flats and a small office block.

Euston Tower Completion

Completed in 1970, the tower became an early home to Capital Radio, one of London's leading radio broadcasters who occupied the building until 1997. Other notable tenants have included the British satellite telecommunications company, Inmarsat.

The Euston Centre received little coverage in journals and no critical acclaim at the time of its construction – and has received little critical commentary since. References to the Euston Tower or the Euston Centre tend to focus on the interesting development history of the site and the contentious land deal between developers DE&J Levy and the LCC.

Euston Centre Redevelopment

Redevelopment of the Euston Centre began in the late 1980s when it was renamed Regent's Place - No. 338 Euston Road was retained and has been reclad, but only the Euston Tower now remains in its original form from the post-war redevelopment.

The other buildings have been replaced as part of British Land's Regents Place mixed-use development, with new office, residential and mixed-use buildings and pedestrian plazas. Notable architects that have assisted in transforming the area include Terry Farrell, Sheppard Robson and Arup Associates, amongst others.

2.6 Conservation & Heritage

Regent's Place is surrounded by a number of Conservation Areas within a 500m radius. Views from key locations surrounding the site have been considered as part of the evolution of the final design, Bloomsbury, Fitzroy Square and Regents Park Conservation Areas

An application for a Certificate of Immunity from listing was submitted under the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) on 21 July 2023 in relation to Euston Tower. A Certificate of Immunity was granted in July 2024 and is valid for five years.

Listed Buildings & Parks

To the west of Regent's Place is John Nash's Regent's Park scheme: the park itself and its surrounding streets of stucco terraces. The landscape of Regent's Park is Grade I listed as a Registered Park and Garden of Special Historic Interest. The contemporary early 19th century terraces are largely Grade I listed. Together they form an important and visually striking group.

To the south of Euston Road, much of the townscape is characterised by late 18th and early 19th century speculative residential development, representative of the growth of urban London northwards. Fitzroy Square, comprising Grade I and Grade II* listed buildings lies close to the south of the site. To the south-east is the extensive Bloomsbury Conservation Area, with its regular grid of listed residential streets and garden squares and larger scale institutional buildings closer to Euston Road such as the Grade I listed buildings of University Collage London.

The townscape of the Georgian era extends north of Euston Road in more modest form, along North Gower Street and Drummond Street between Hampstead Road and Euston Station.

Although Euston Road itself has a very mixed townscape character, several listed buildings punctuate the route including the St Pancras New Church to the east and the Holy Trinity Church designed by John Soane to the west of Regent's Place, both Grade I listed.

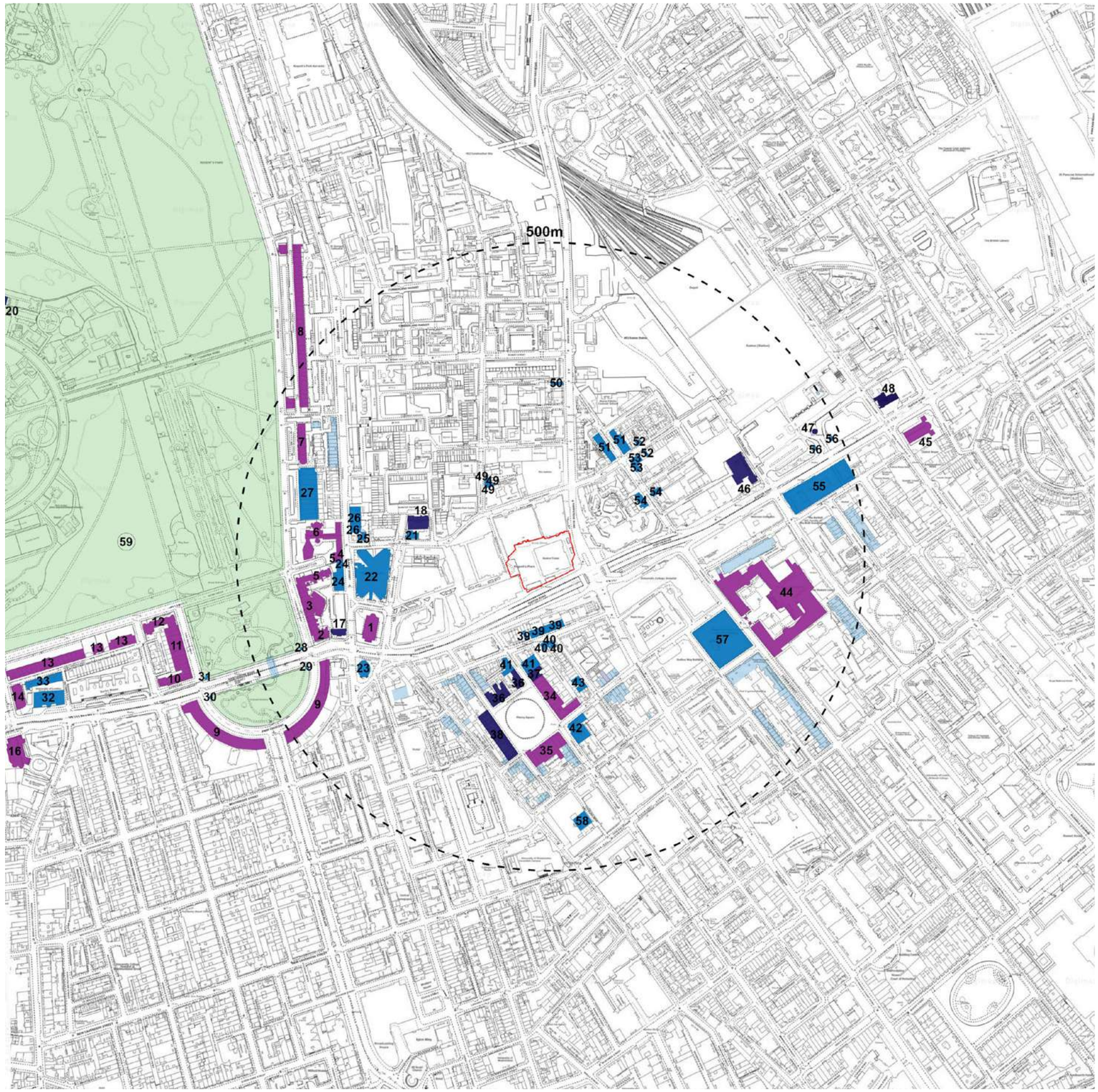


Diagram - Heritage map of Camden

Photograph - Fitzroy Square buildings

Photograph - University College London Cruciform building

Photograph - John Nash Terrace buildings

Photograph - Regent's Park

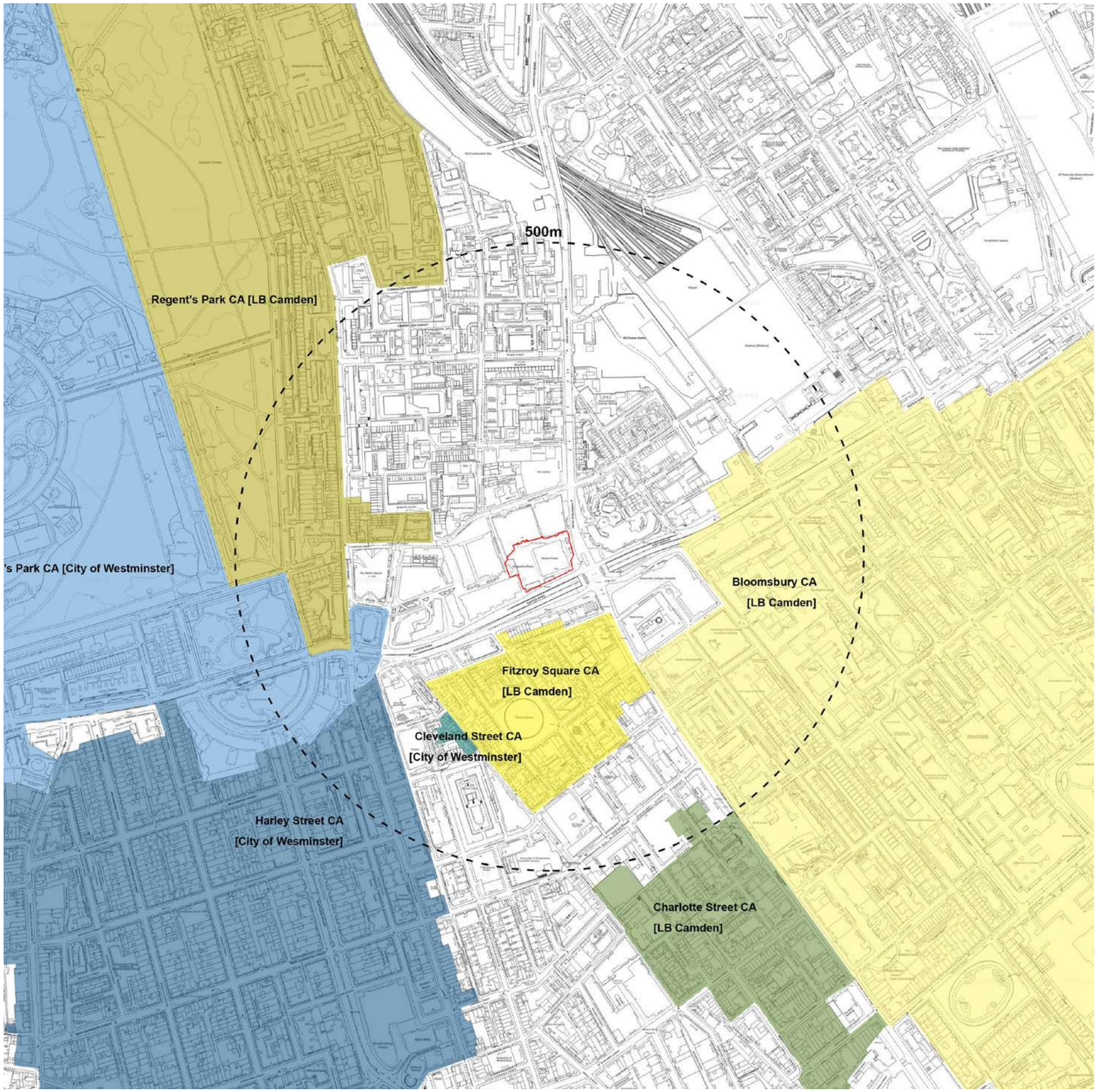
Photograph - BT Tower

Photograph - Bedford Square

Conservation Areas

The site is not within any designated Conservation Areas, but is in close proximity to both Westminster City Council (WCC) and LBC Conservation Areas. There are seven which fall wholly, or partly, within a 500m radius of the Site.

Regent's Park itself is divided into two separate conservation areas as a result of this borough boundary. The closest conservation area to the Site, LBC's Fitzroy Square Conservation Area, is an area of late 18th and early 19th century development, centred on Fitzroy Square and including listed terraces on the neighbouring streets in all directions. It is separated from the Site, by the Euston Road.



Fitzroy Square CA (LB Camden)
Bloomsbury CA (LB Camden)
Charlotte Street CA (LB Camden)
Harley Street CA (Westminster City Council)
Cleveland Street CA (Westminster City Council
Regent's Park CA (Westminster City Council)
Regent's Park CA (LB Camden)

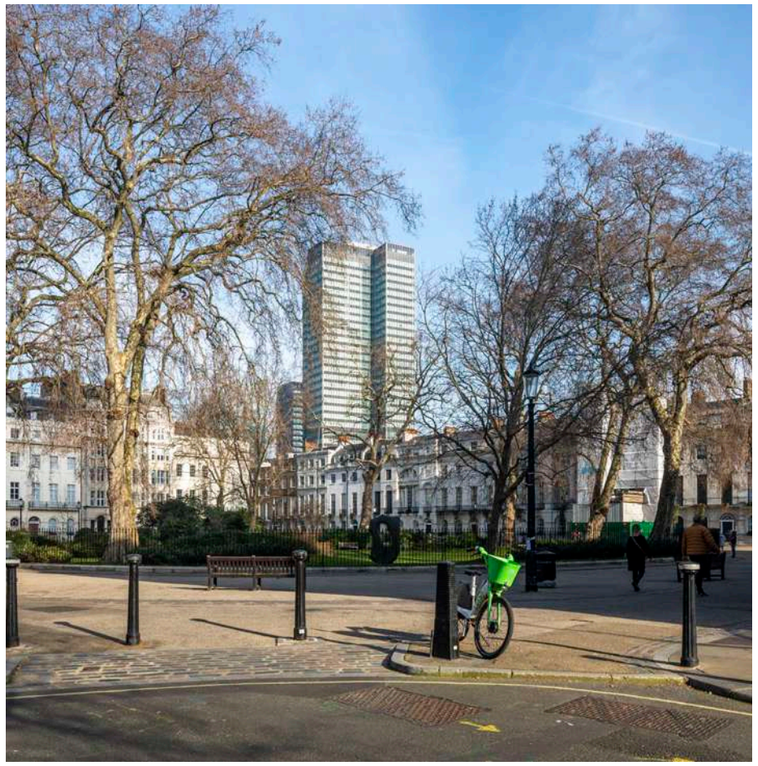
Diagram - Conservation Area map of Camden

Bloomsbury

Bloomsbury neighbourhood in London is rich in conservation and heritage, offering a glimpse into the city's history and cultural significance. Known for its well-preserved late 17th to early 19th-century townscape and architecture, Bloomsbury showcases London's historical charm. It includes cobblestone streets, townhouses, and green garden squares, along with institutions like the University of London and the British Museum.

Regent's Park

Regent's Park, one of London's most iconic green spaces, demonstrates the city's commitment to preserving nature and cultural heritage. This 410-acre park, initially planned by architect John Nash in the early 19th century, features a balanced mix of well-maintained landscaping, lakes, and gardens.



Fitzroy Square

Fitzroy Square is named after Charles FitzRoy, second Duke of Grafton, and its heritage is closely intertwined with the Bloomsbury Group, a collective of influential writers, artists, and intellectuals that included luminaries like Virginia Woolf, E.M. Forster, and Vanessa Bell.

The conservation efforts in and around Fitzroy Square within the Fitzroy Square Conservation Area have been pivotal in preserving its historic architecture and maintaining the unique character of the area, which boasts elegant late 18th and early 19th century town-houses.

2.7 Townscape Context

The area around the Site has a broad range of townscape characters, ranging from historic late 18th and early 19th century residential streetscapes, to much larger scale and grain of late 20th and 21st century development. It is also characterised by two busy and important central London routes - Euston Road, which runs approximately east-west, and Hampstead Road/ Tottenham Court Road, which runs approximately north-south – with the Site located at the notable point within the townscape where these routes form a major junction.

The Site is within Regent's Place, formerly the Euston Centre, a large-scale area of post-war redevelopment that has in more recent years been transformed by British Land. The existing Euston Tower is the last building to survive in something like its original form. The Euston Centre was built alongside the widening of the Euston Road and the construction of the underpass in the late 1960s and early 1970s.

To the north of the Site is the large area of coarse grained post-war residential townscape at a variety of scales, the Regent's Park Estate. This replaced the early 19th century development of houses and markets to support Nash's Regent's Park scheme.

To the south of Euston Road, the townscape is principally characterised by Georgian residential townscape, largely within designated conservation areas.

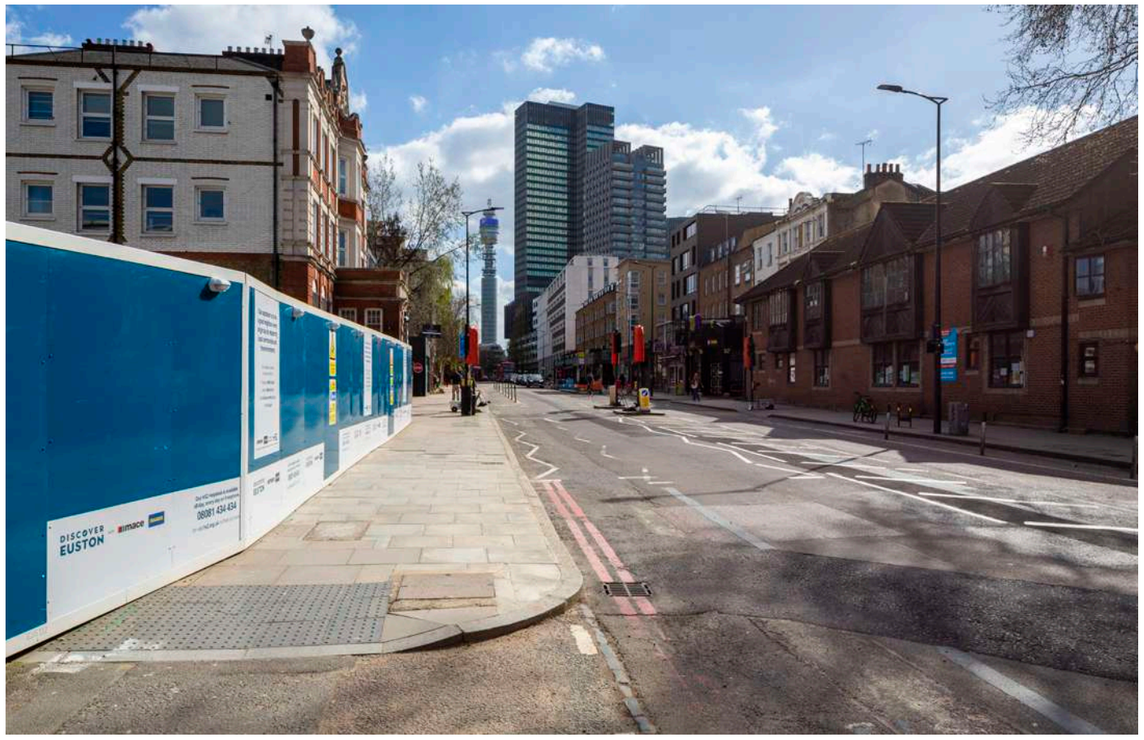
Along Euston Road, the townscape is more varied and in significant part characterised by the post-war evolution of the historic New Road as a result of widening of the highway and large scale redevelopment along its route. The townscape is now a mixture of surviving historic buildings and modern larger scale commercial development.

Hampstead Road which extends north from the junction with Euston Road at the south-west corner of the Site, is similarly varied in character and therefore representative of the long history of this important route within London. Post-war development defines its junction with Euston Road. Much of the townscape lining the southern end of the route is fragmented and it includes the cleared site of the future Euston HS2 station to the east and the post-war Regent's Park Estate to its west.

Photograph - View from Regent's Park

Photograph - Looking south from Primrose Hill

Photograph - Looking west on Drummond Street



Photograph - Looking south on Hampstead Road

Photograph - View from Fitzroy Square

Photograph - Looking north on Tottenham Court Road

2.8 Streetscape Context

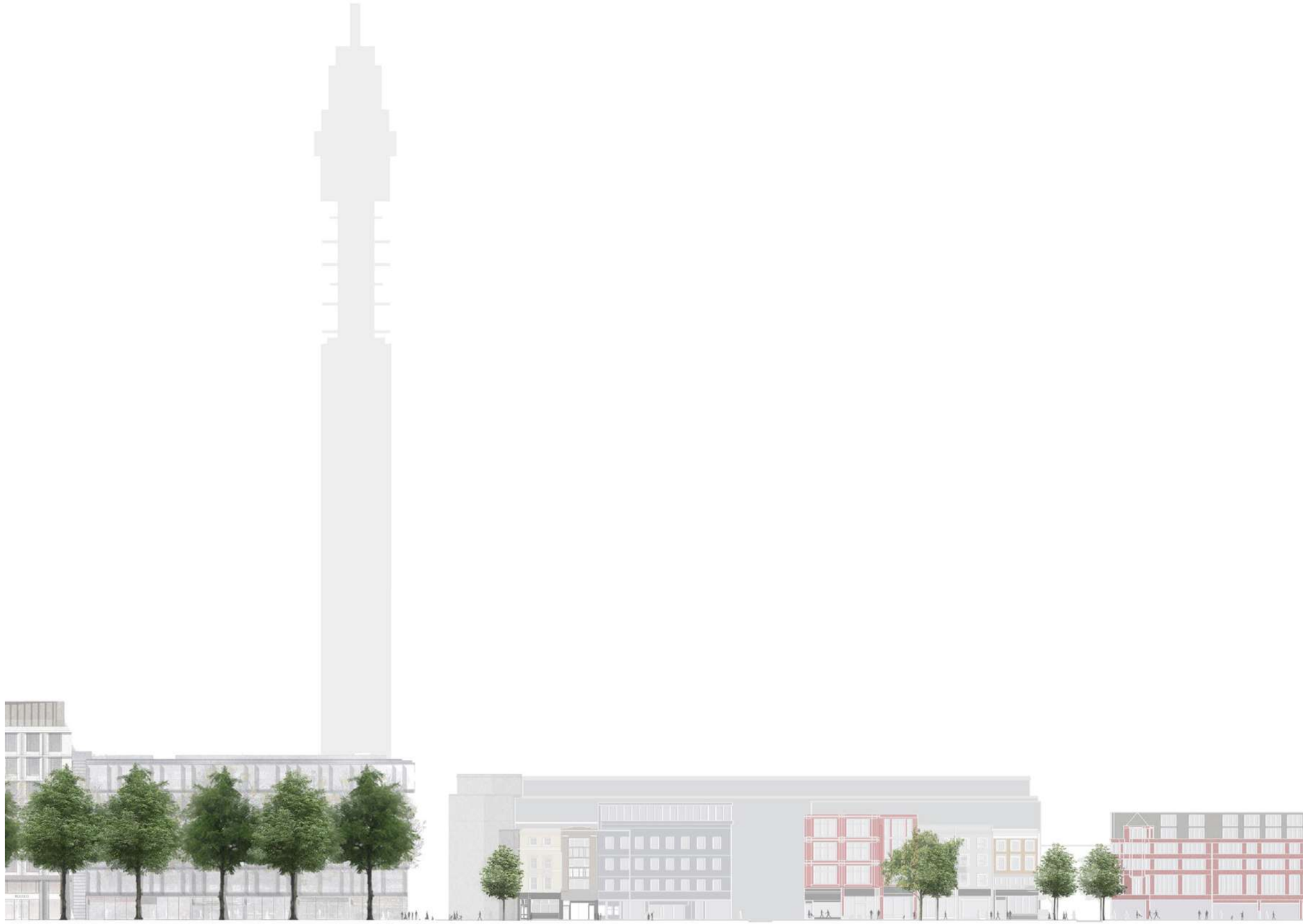
Since its completion in 1970, Euston Tower has become a landmark building within the Euston area. With high visibility and much development around the site since its completion, the following pages seek to address the existing Euston Tower's relationship to the immediate context, streetscape and character of the surrounding area.

North-South (Hampstead Rd / Tottenham Court Rd)

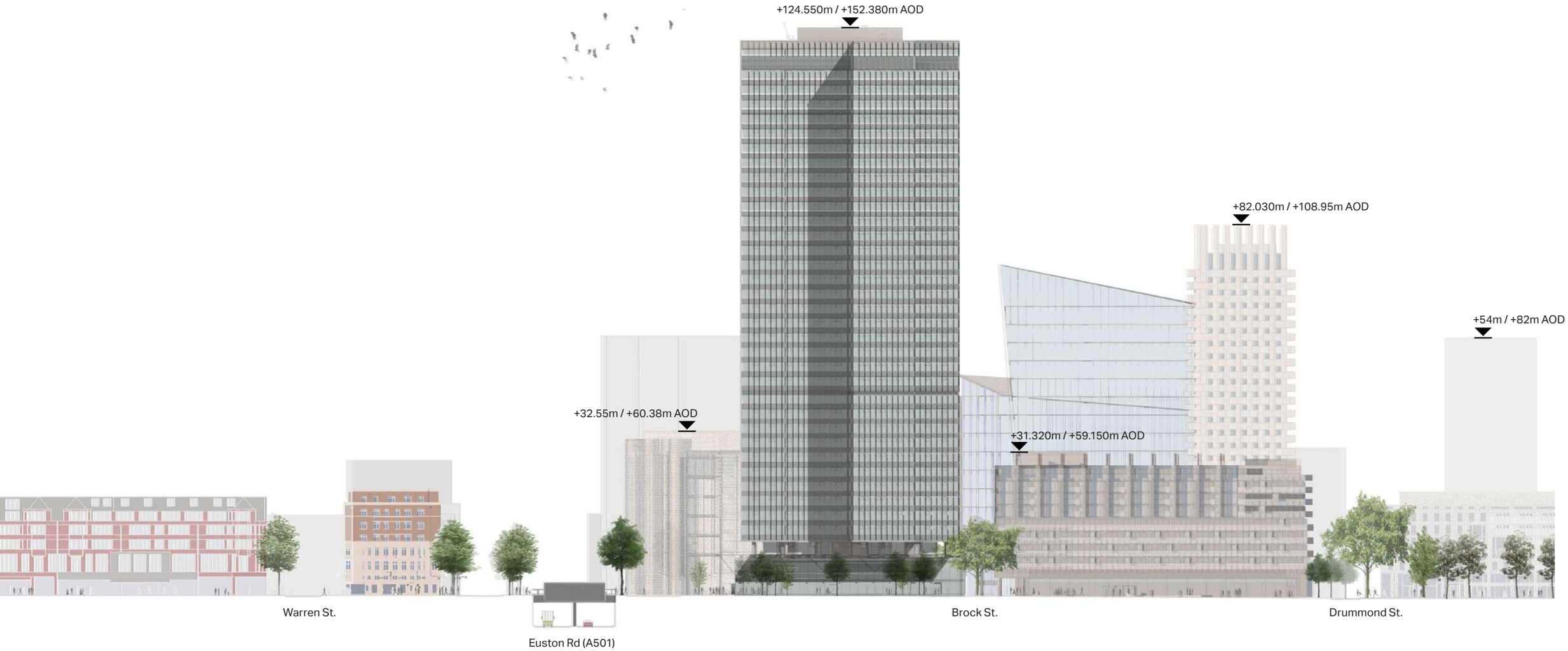
Euston Tower stands as the tallest point at the intersection of Euston Road and Hampstead Road in an area that gradually decreases in height moving northward. The lower rise buildings along Hampstead Road; 175 Drummond Street, The Lantern, and 91-103 Hampstead Road; similarly step up towards Euston Road. In this way the existing building acts as a marker for the busy Euston junction and the continued journey southwards into central London via Tottenham Court Road.

The width of Euston Road and the presence of the underpass creates significant disconnection at the junction and acts as a transition between Hampstead Road and Central London. Beyond this is the north end of Tottenham Court Road, a busy neighbourhood which stitches Fitzrovia and Bloomsbury neighbourhoods together. The buildings located here are predominantly low-rise and, in contrast with the rising building heights along Hampstead Road, the Tottenham Court Road elevations maintain a relatively consistent datum at roof level. These buildings display the warm tones of the red, brown bricks common in the historic building fabric in this part of the city.

Moving further southwards down Tottenham Court Road, the exception to this datum is the BT Tower, which punctures the streetscape and dominates the area, rising above Euston Tower to 190m from ground level. The built height increases to the south, culminating in Centre Point to a height of 116m from ground level, above Tottenham Court Road Underground Station.



Drawing - Existing Hampstead Road illustrative street elevation


+124.550m / +152.380m AOD
+82.030m / +108.95m AOD
+54m / +82m AOD
+32.55m / +60.38m AOD
+31.320m / +59.150m AOD
Warren St.
Euston Rd (A501)
Brock St.
Drummond St.

East-West (Euston Road)

When considered in relation to its immediate context on the east and west, Euston Tower again, stands out as the prominent landmark in the area, flanked by the busy Hampstead Road to the east and pedestrianised Regent's Place Plaza to the west.

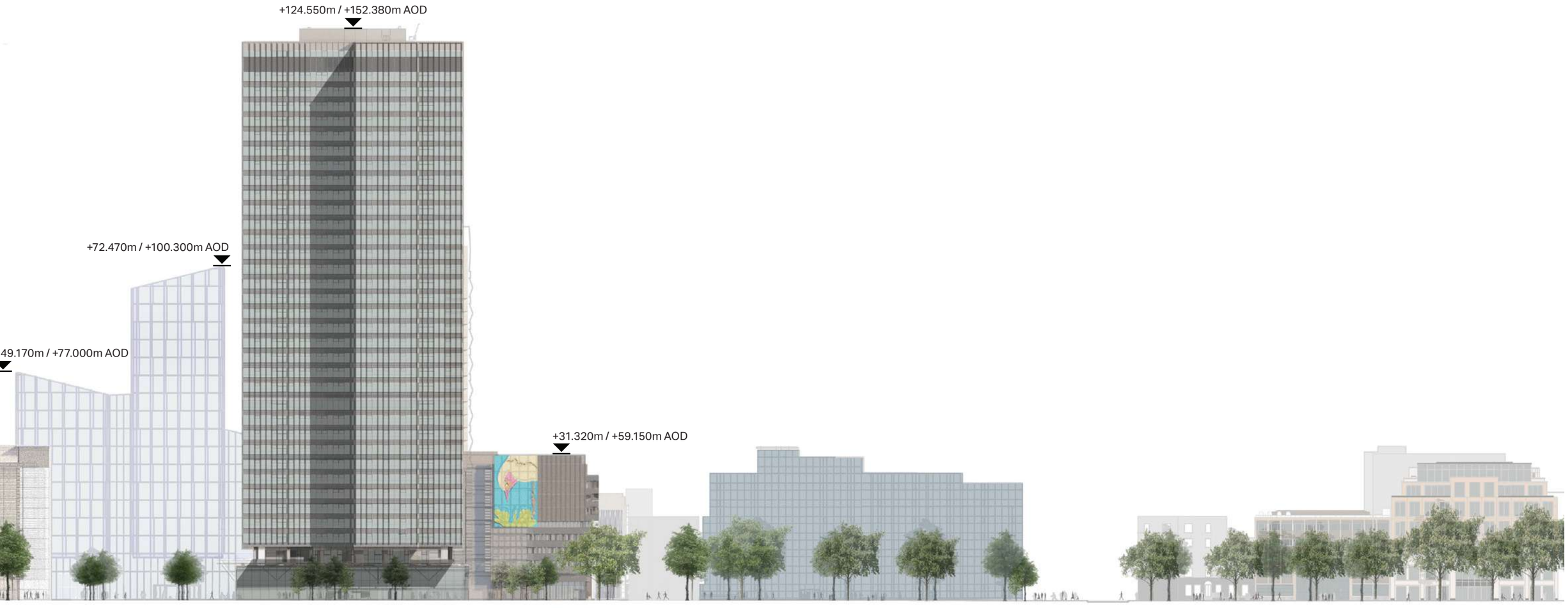
Euston Tower marks the south end of Hampstead Road, signalling the junction with Euston Road and Tottenham Court Road. Directly at the base of the eastern side of the tower, a number of trees are located within the public realm in addition to a wider pedestrianised paved area.

Regent's Place Plaza is located at the foot of the western elevation of Euston Tower, offering respite and a moment of calm in an otherwise busy location. This generous plaza varies in width from 40-60m and is surrounded by new developments at Triton Square.

The plaza is formed by the existing landscaping which is a temporary scheme by Townshend Landscape Architects and features large, planted seating platforms with low perennial planting. Seven existing trees sit at grade in suspended tree pits.

Limited attention has been given to Euston Tower's podium and its connection to the newly developed public realm that surrounds the tower, underlining that Euston Tower is the last remaining part of Regent's Place which remains undeveloped, leading to a disconnection with the evolving streetscape.

Drawing - Existing Euston Road illustrative street elevation


+124.550m / +152.380m AOD
+72.470m / +100.300m AOD
49.170m / +77.000m AOD
+31.320m / +59.150m AOD
Regent Place Plaza
Hampstead Rd
N Gower St.

2.9 Streetscape Character Study

General Streetscape Character

The surrounding streetscape around Euston Tower can be characterised as diverse, comprising a patchwork of different eras of architecture and urban development. Despite the varied style of buildings found locally, there are several threads which create a consistency across the different periods.

Architectural Styles

There is a broad mix of different architectural styles and typologies represented in the local area around Euston Tower. This collection illustrates the many eras in which they were built, with buildings ranging from 19th Century Gothic Revival icons to 21st Century contemporary institutional buildings, with post-war residential developments and Regency period buildings in-between.

Materiality & Colour

Regardless of architectural era, a common palette often prevails in terms of both materiality and colour.

A varied but consistent palette of brick, stonework (such as sandstone and Portland limestone), stucco, concrete, steel and glass buildings can be seen in the area surrounding Euston Tower in a variety of building scales, with a profusion of different colours being a key differentiator.

It is important to note that changes in material, colour and scale, used to accentuate the stronger features of buildings, is common within this part of London. For example, ground floor retail units often vary from the general building materiality and flashes of bold colour are used to call attention to key architectural details, such as at the British Library.

Building Articulation

Buildings of significant importance, such as UCL's Cruciform Building, the nearby British Library and St. Pancras Hotel, all use a significant amount of architectural articulation and ornamentation appropriate to the era in which they were designed. This articulation takes many forms, including accentuating a building's central geometry to highlighting intricate design details.

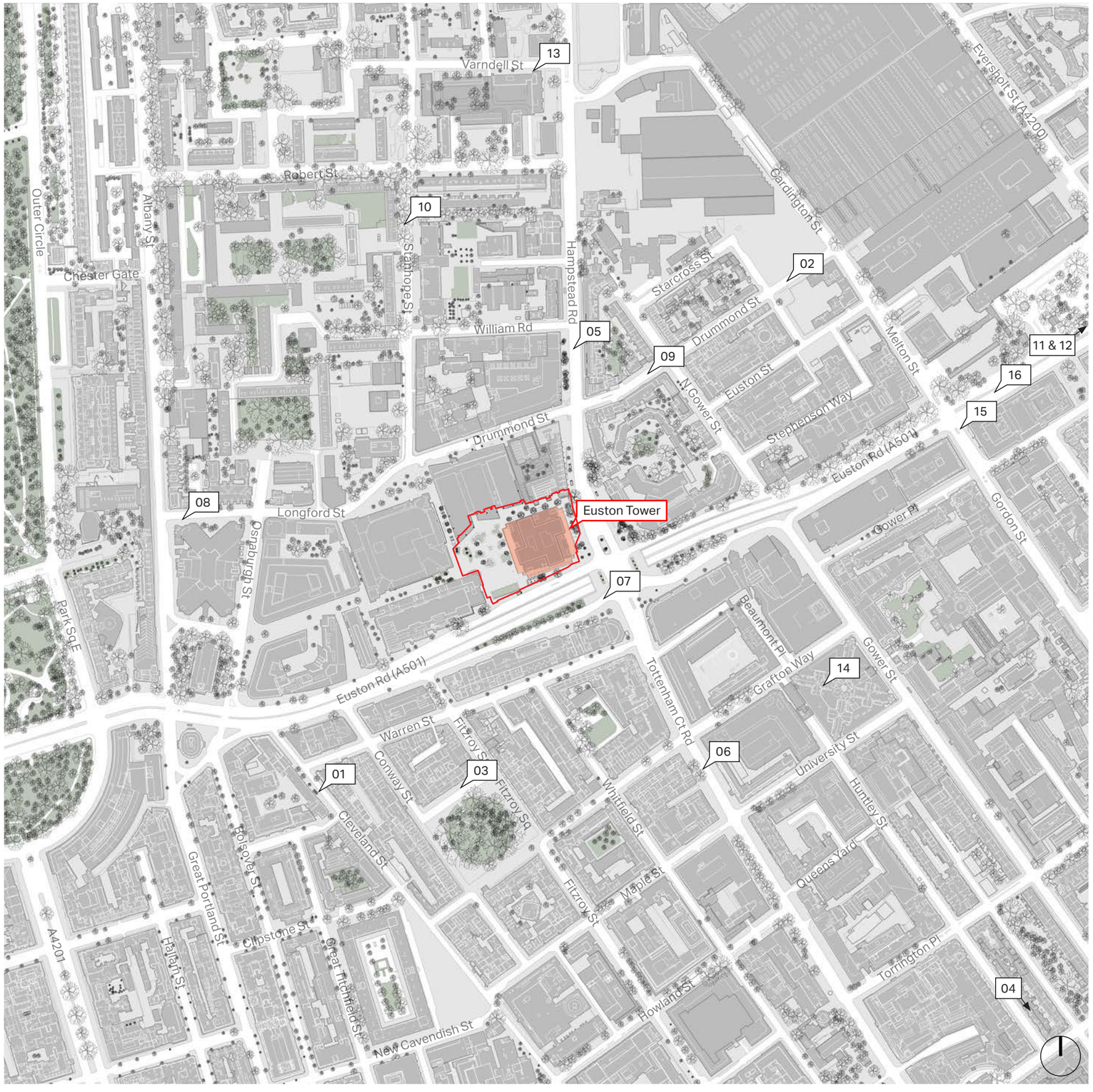


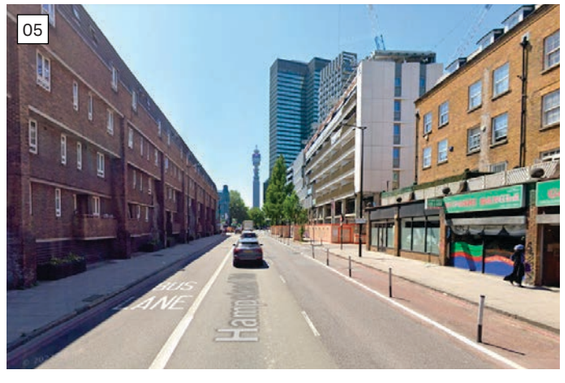
Diagram - Map of selected views of surroundings

01

02

03

04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BoConcept

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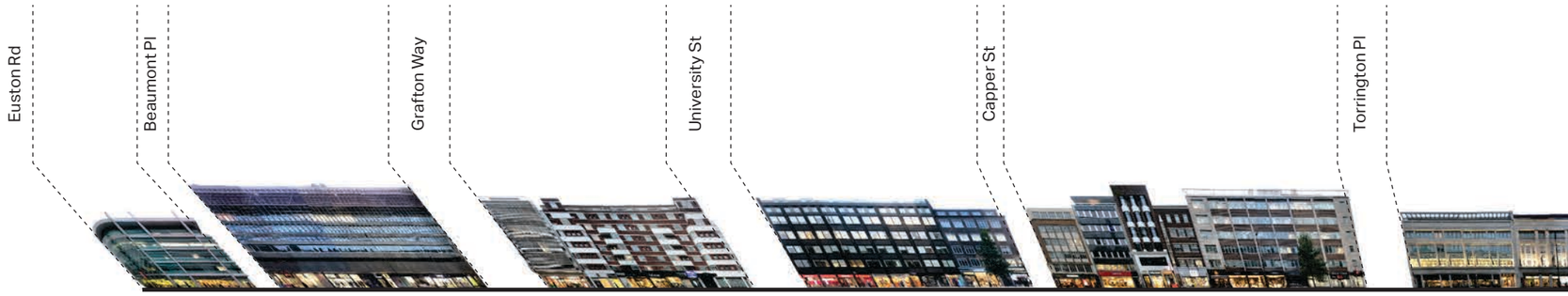
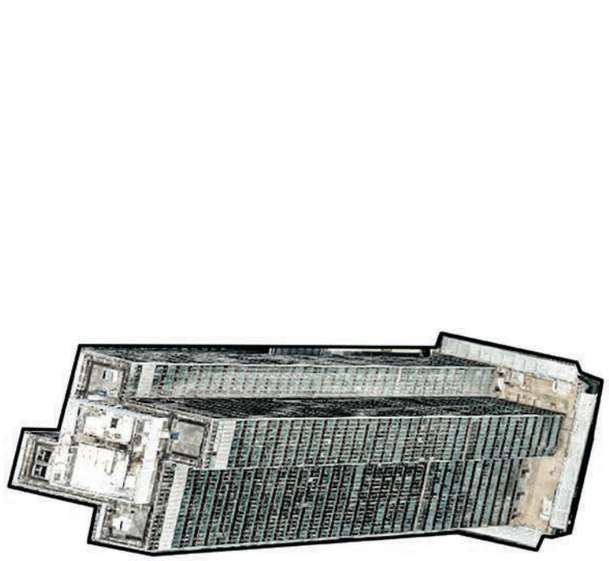
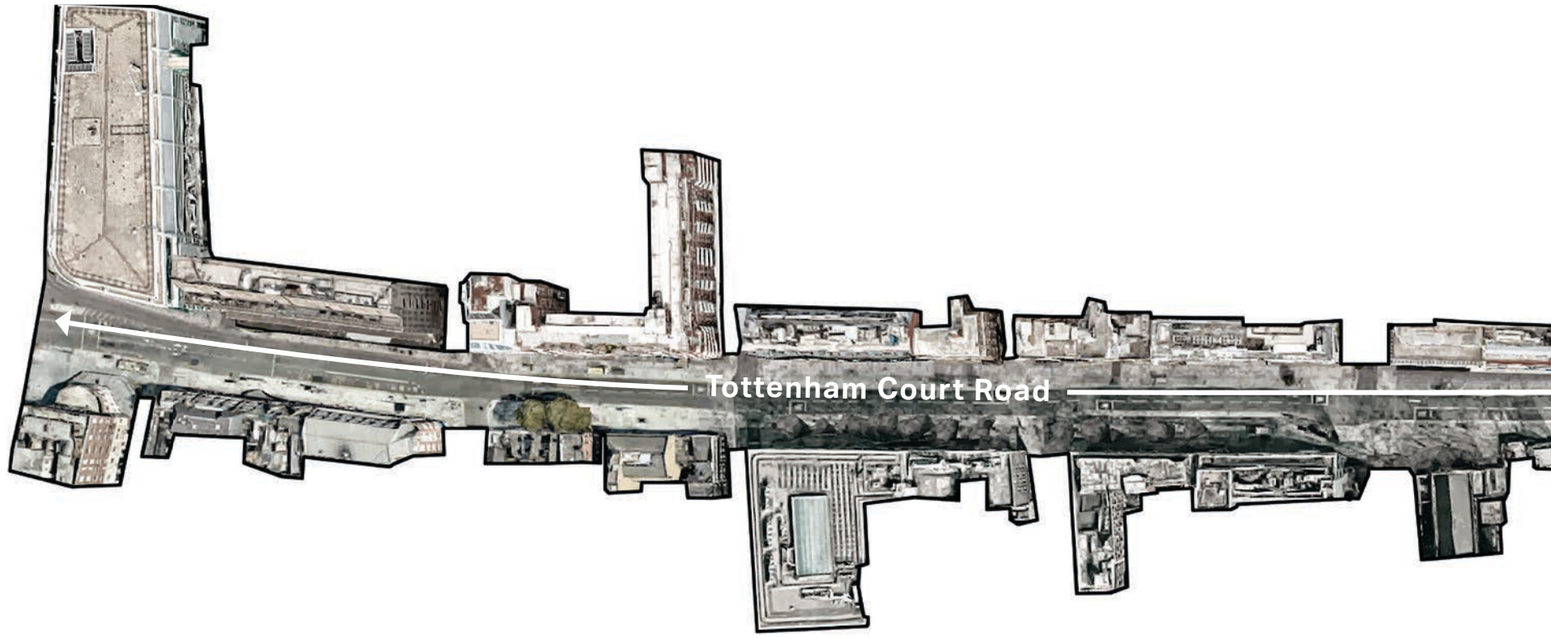
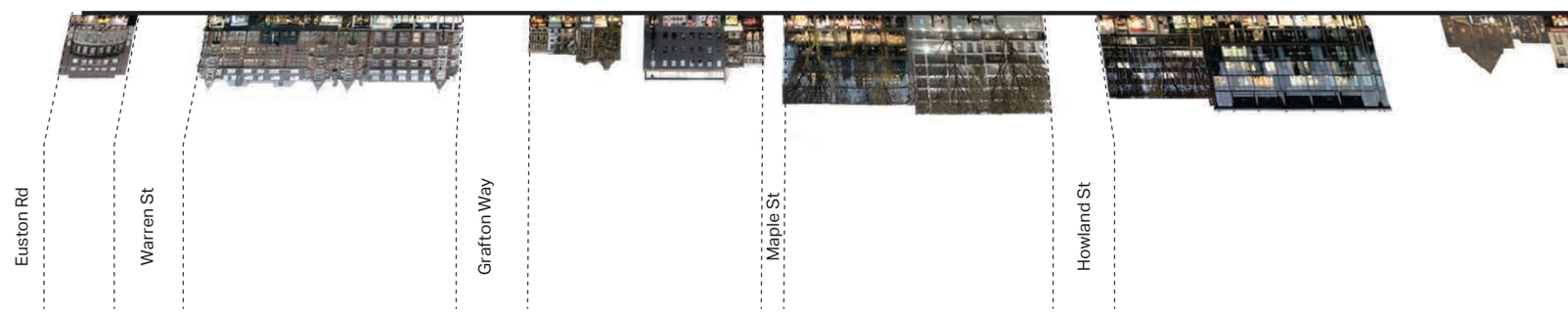
2.10 Tottenham Court Road Character Study

A further, more in-depth analysis of the character of the built fabric of Tottenham Court Road was undertaken to understand the prevalent architectural language and help anchor the design development of the Proposed Development in its context. For more information on this study, please refer to Chapter 6.14 A Podium Responding to its Context, and Chapter 6.15 Learning from the Tottenham Court Road Character Study.

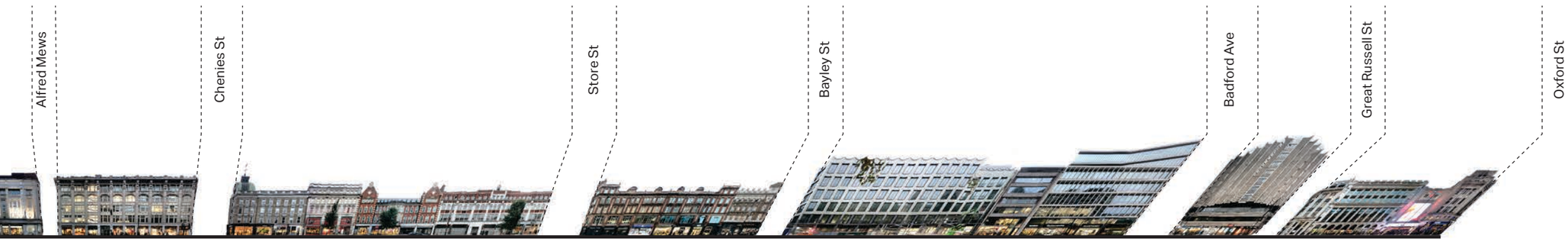


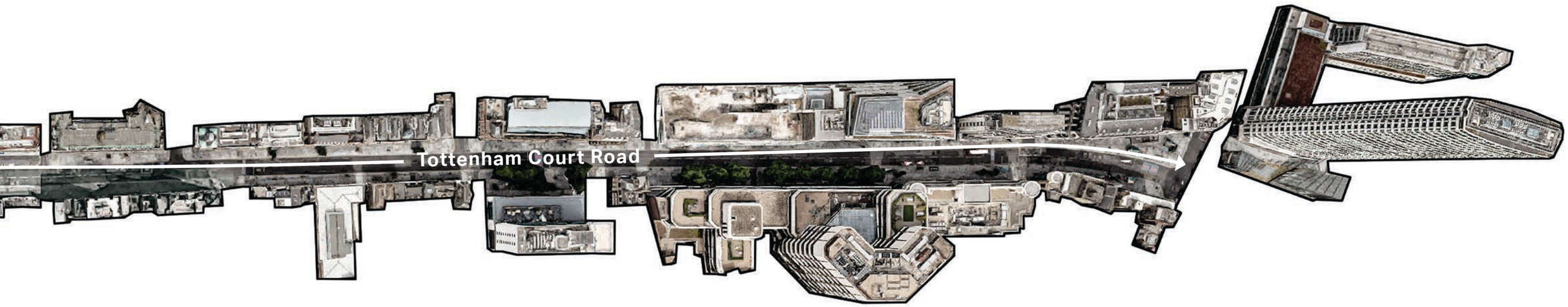


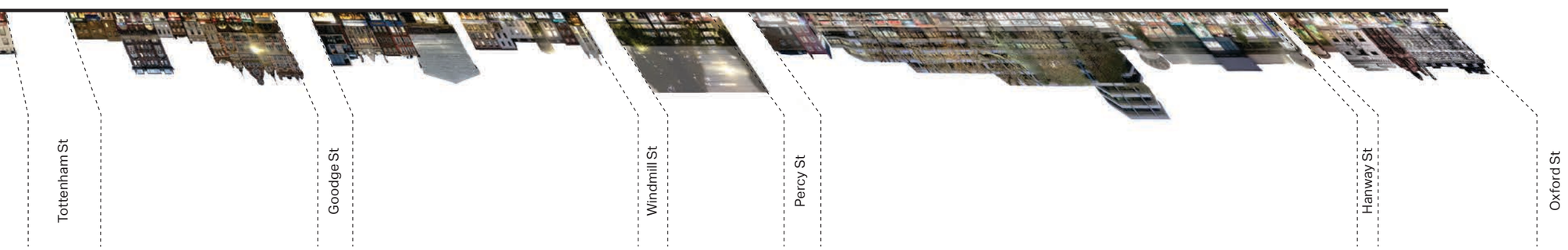




Drawing - Tottenham Court Road aerial photo and streetscape elevations


Alfred Mews
Chenies St
Store St
Bayley St
Badford Ave
Great Russell St
Oxford St


Tottenham Court Road


Tottenham St
Goodge St
Windmill St
Percy St
Hanway St
Oxford St

2.11 Transport & Connectivity

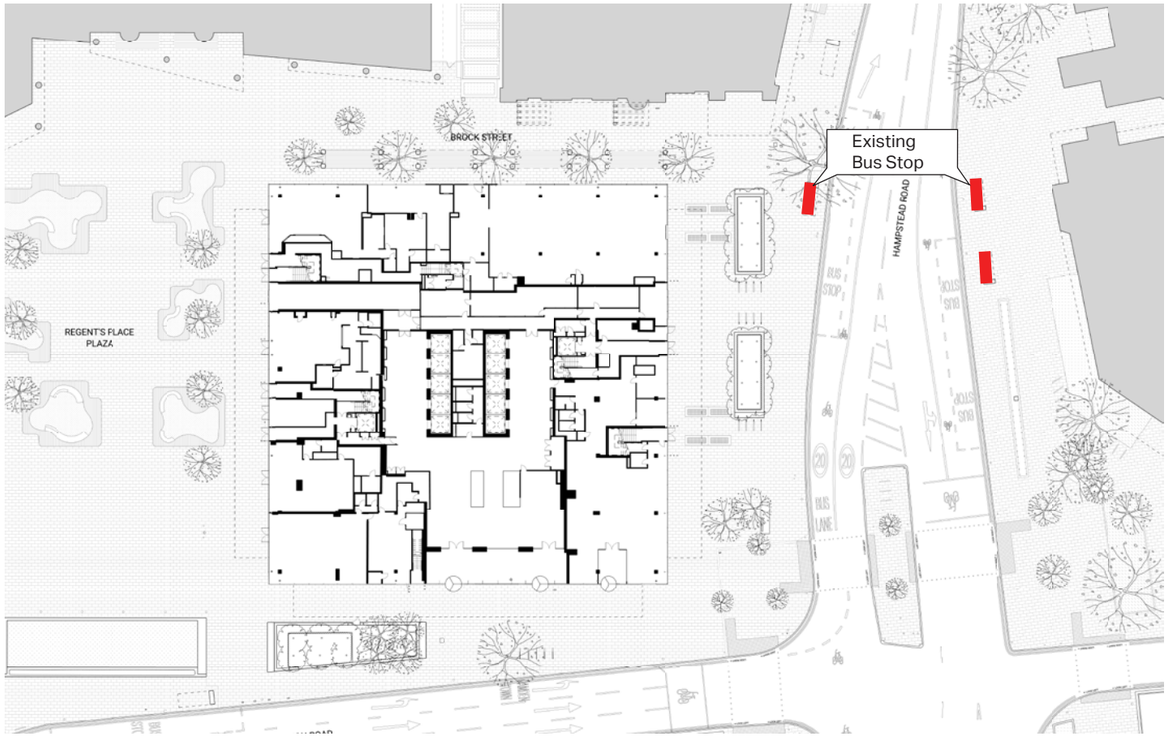
Euston Tower is particularly well connected to London's public transport network and green spaces. The site is near some of London's busiest train stations, including Euston, St Pancras and Kings Cross Stations, providing strong connectivity across the United Kingdom and to mainland Europe via the Eurostar.

Five underground lines pass below the Euston/ Hampstead intersection, with Warren Street Tube Station opposite the Euston Tower site, with three other stops (Great Portland Street, Euston Square and Goodge Street) a short 5 minute walk away. Adding to the many Underground connections, the site is well served by the London bus network, due to its proximity to major roads such as Euston Road (A501), Hampstead Road and Tottenham Court Road.

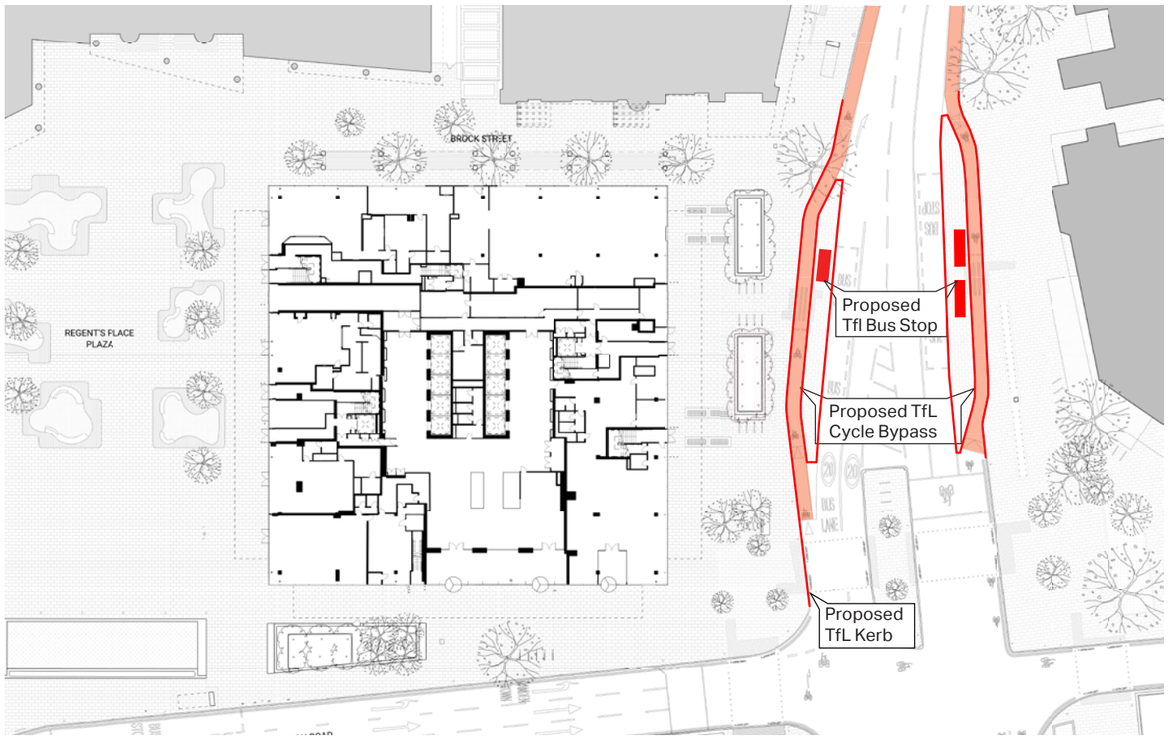
TfL is in the process of developing a Future Greening scheme aimed at enhancing the Euston junction and improving the environment along Hampstead Road. The initiative involves adding more greenery and implementing enhancements for pedestrians, cyclists, and bus users. The proposed works encompass modifications to the north and southbound bus stops, adjustments to the kerb at the Euston Road junction, and greening improvements at both the junction and Hampstead Road.

The Proposed Development takes into account the potential TfL scheme change in the introduction of cycle bypass and bus stop location. However, it is designed to be flexible and can accommodate both with or without the proposed change, ensuring that the success of the proposal is not contingent on this alteration. For more information on the Future Greening scheme refer to the Transport Assessment prepared by Velocity and submitted as part of the planning application.

There are plans for Euston Station to undergo a significant redevelopment to accommodate HS2 services which includes an expanded station building, new platforms and improved passenger facilities. In March 2023, in its six-monthly HS2 update, the government stated that services between Birmingham Curzon Street and Old Oak Common should begin between 2029 and 2033. The HS2 development is remobilised as of October 2024. The initiative will trigger regeneration in the area, fostering the development of new commercial, residential, and public spaces for the local community's benefit.



Drawing - Existing bus stop and road layout



Drawing - Floor plan showing evolving TfL proposals (Correct as of latest information received from TfL, Sept. 2023)

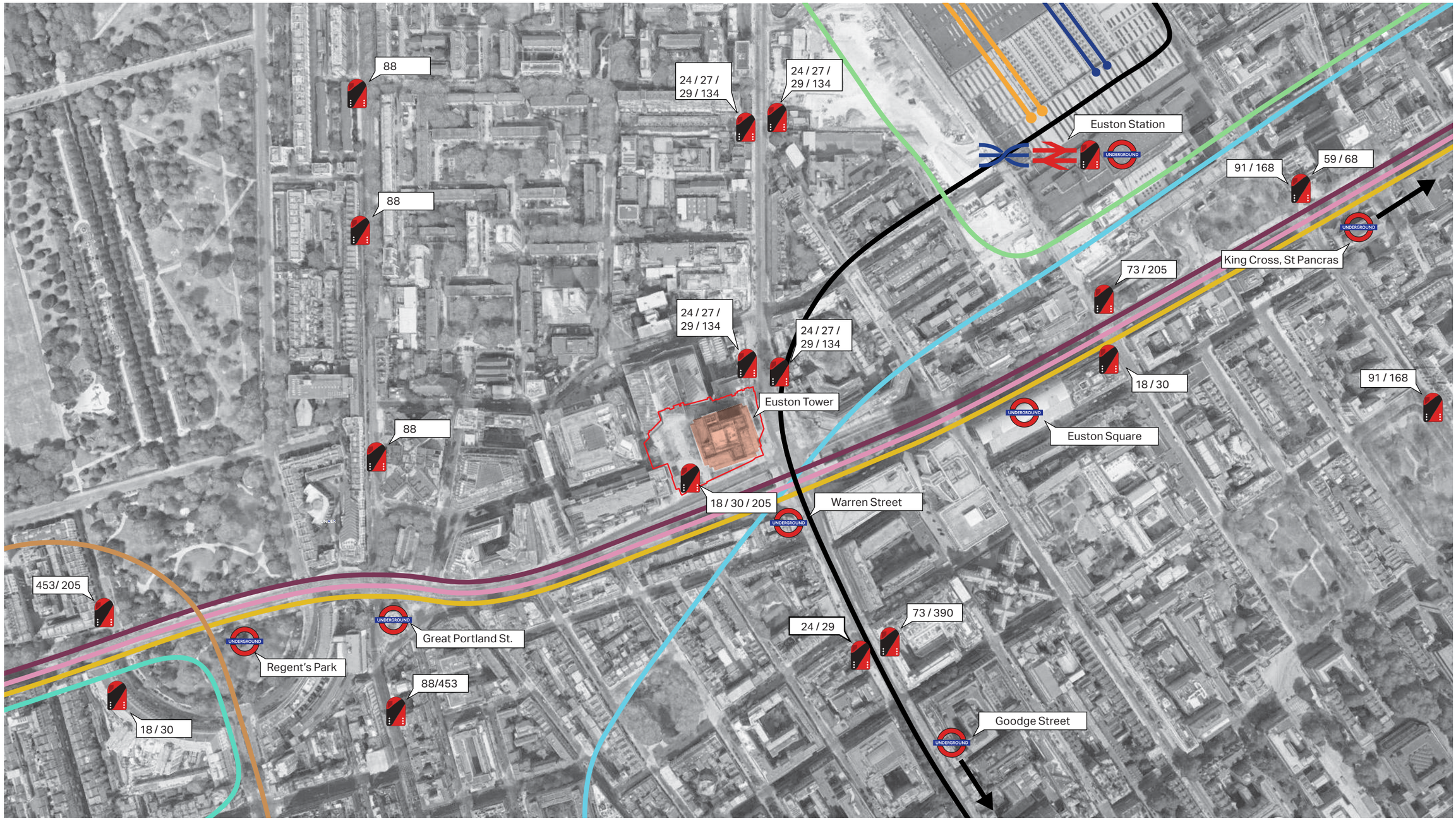


Diagram - Public transportation map around Euston Tower

London Underground
Bus Stop
National Rail Network
Crossrail Network

2.12 Pedestrian & Cycle Connections

Located within the Regent's Place campus, the site is fully pedestrianised throughout and allows for easy access across the development and beyond. This campus character creates a unique and unobstructed environment for pedestrians in the heart of London.

Regent's Place provides opportunity for pedestrian flows across the development, but also provides areas of respite, play and hospitality within an otherwise intensely busy city.

The grain of the surrounding developments allow for multiple opportunities to enter the Regent's Place Campus, creating a porous site, accessible to all.

The site also offers easy pedestrian access to public transport links including the National Rail train stations at Euston, St.Pancras and King's Cross Station within 10-15 minutes walk away, and access to the London Underground network is provided most immediately across Euston Road to the south at Warren Street. Other underground stations, serving several of the network's key lines, are all with a short walk of the site.

Beyond the immediate area, Euston Tower is only a few minutes walk from the significant landmarks at University College London, the British Library and the British Museum.

There is good access to larger green spaces from the site, with Euston Tower only a few minutes from Regent's Park and smaller parks all within ten minutes walk.

Euston Tower is located within active cycling routes, as illustrated by the cycling heat map on the right. The map visually represents the movement of recreational Strava-using cyclists through and around the site, with brighter colours indicating higher levels of traffic. This highlights the prevalence of both Euston Road and the north-south connection along Hampstead Road and Tottenham Court Road for cyclists in the area.

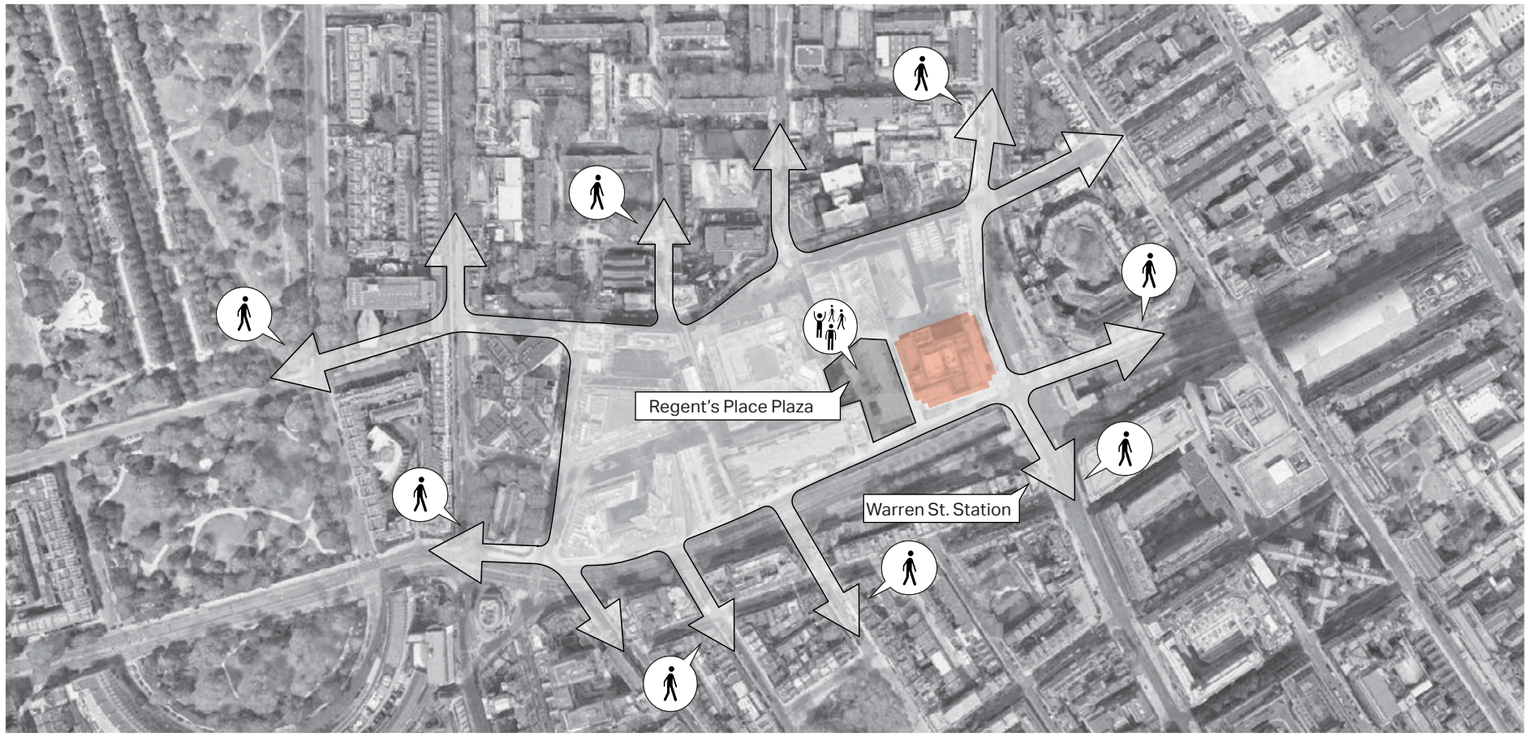


Diagram - Map of pedestrian access points

Diagram - Strava cycling heat map, source: Strava

Diagram - Connections within walking distance of Euston Tower

2.13 Regent's Place

Situated at the crossroads of Camden, Fitzrovia and the western edge of the Knowledge Quarter, Regent's Place is a 13 acre, fully managed pedestrianised area owned by British Land. With over 20,000 workers and residents, all of which are served with excellent local, national and international transport links.

The location is undergoing a period of positive transformation, helping to attract a broader mix of occupiers due to its strategic location within the Knowledge Quarter. This transformation aims to reposition Regent's Place for growth in the life-sciences and innovation sectors. Currently, Regent's Place totals around 2,000,000 sq ft of office, retail and residential property. Occupiers range from global businesses such as Dentsu Aegis, Meta, Santander, to science and health based organisations including Fabric Nano and Relation Therapeutics. Regent's Place consists of modern commercial buildings which have been developed since the 1990s after the Euston Centre. Most recently, a major BREEAM Outstanding redevelopment project at 1 Triton Square has been completed. Additionally there are two residential buildings and cultural provision in the form of the New Diorama Theatre and Old Diorama Arts Centre.

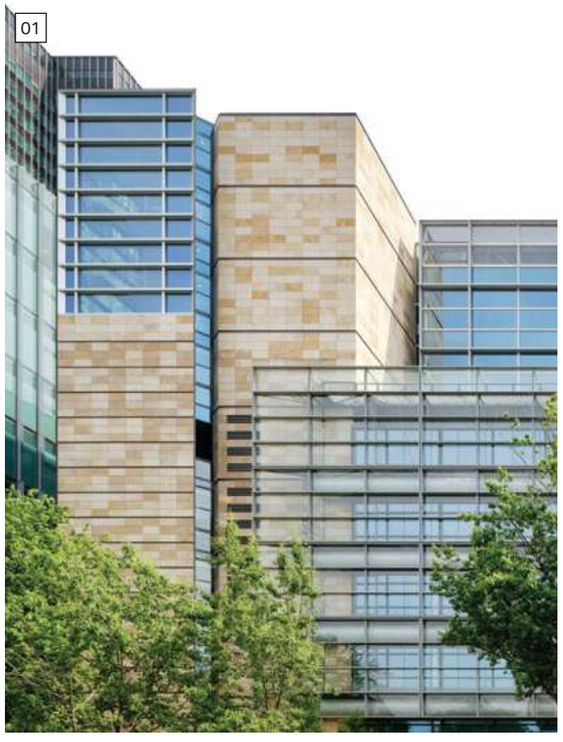
Sustainability

Regent's Place has made commitments to creating a highly sustainable mixed-use environment. Since 2019, there has been a 21% reduction in energy use across the site. Furthermore, 100% of the electricity and gas that is purchased for the development comes from certified renewable sources and 100% of waste has been diverted away from landfill since 2014.

Community

There are close ties to the local community through the Regent's Place Community Fund and other long term partnerships, which have resulted in multiple benefits for local residents, customers and partners, leading to a lasting social impact. Moreover, there is a strong commitment to public art at Regent's Place. Open spaces and buildings are enhanced by numerous public art installations, featuring works from both internationally recognized names and young breakthrough artists commissioned by British Land. Some of the most notable public art installations include "Pecking Bird" by Gary Hume, "Reflection" by Antony Gormley, and "Ruth Walking in Jeans" by Julian Opie.

01



Photograph - 1 Triton Square

02

Photograph - 10 Brock Street

03

Photograph - 20-30 Brock Street

04

Photograph - 350 Euston Road

05

Photograph - 338 Euston Road

06

Photograph - 2 Triton Square

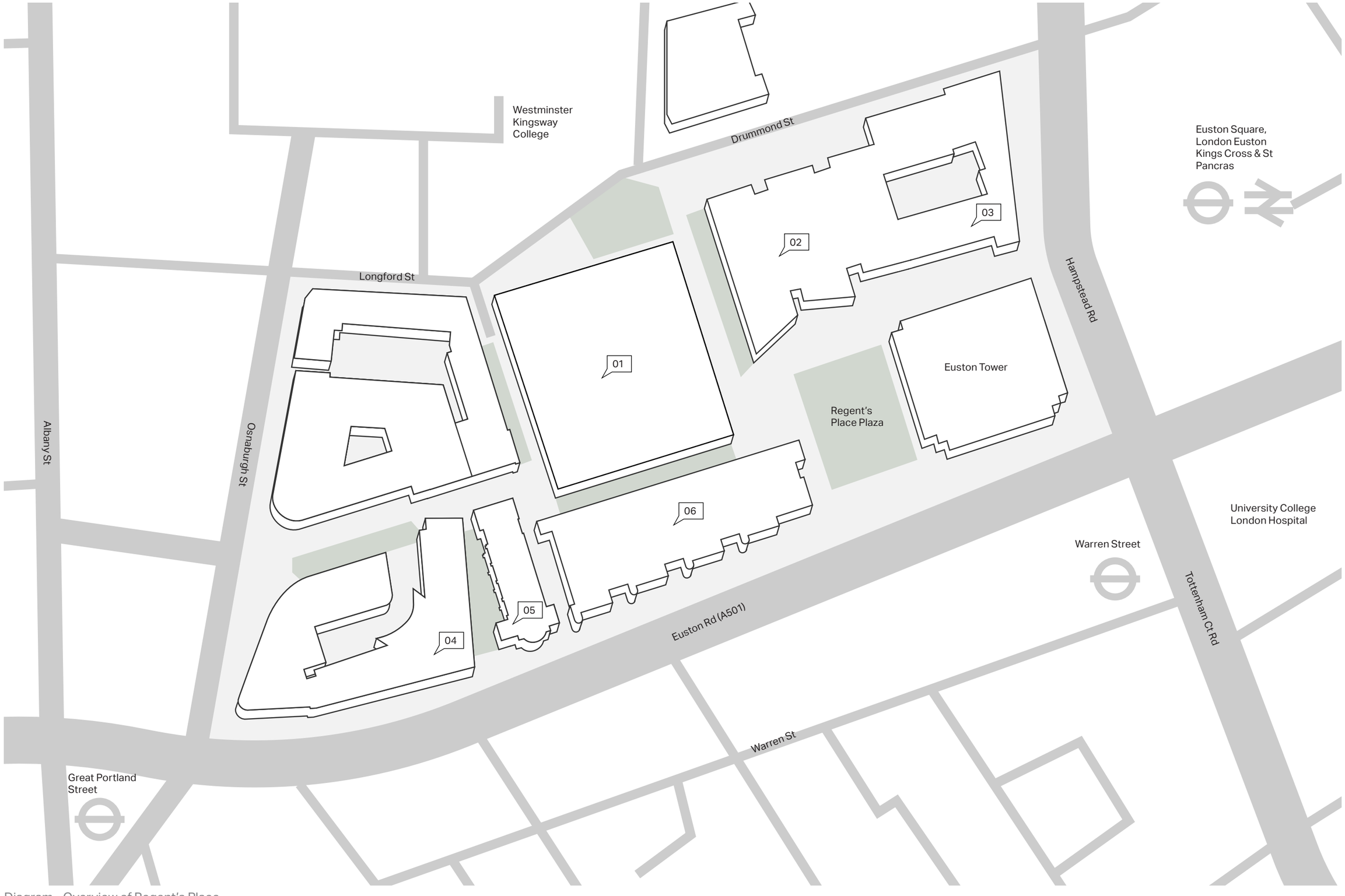


Diagram - Overview of Regent's Place

2.14 Regent's Place Plaza

At the heart of the site is Regent's Place Plaza, a place to meet, relax and be entertained. The plaza is a civic space, at approximately 40-60m across and 65m deep, allowing for large groups to gather in a single, shared environment. This civic character is critical to the nature of Regent's Place Plaza and is something that the proposals for Euston Tower have paid close attention to throughout the design process.

Currently the Plaza is defined by the existing Euston Tower to the east, by 10 Brock Street to the north and 1 and 2 Triton Square to the west.

The existing landscaping within the square is a temporary scheme by Townshend Landscape Architects. The square features large, planted seating platforms with low perennial planting. Seven existing trees sit at grade in suspended tree pits. A series of ventilation grates are concealed below the planters or adjacent.

Brock Street features a linear arrangement of plane trees planted in suspended tree pits between which are a series of basement vents, wooden benches, and cycle stands.

The Plaza's perimeter offers multiple retail and food & beverage offerings. Within the podium of Euston Tower, units serving Pret a Manger, Starbucks and BloomsYard all face onto Regent's Place Plaza, in addition to The Refinery, a gastro-bar located at the base of 10 Brock Street.

Entrances to the surrounding buildings such as 1 and 2 Triton Square also can be found facing onto the Plaza.

The new proposals for Euston Tower seek to build on the space's existing characteristics and further enhance Regent's Place Plaza, improving permeability and activity ensuring the Plaza remains a destination and space for the community to enjoy.

Photograph - Amazon Fresh

Photograph - Pret A Manger

Photograph - Starbucks

Photograph - BloomsYard Cafe Wine Bar

Photograph - Existing Regent's Place Plaza

2.15 The Existing Building

The existing Euston Tower is a 124.5m (+152.380m AOD), 36-storey office building located at the junction of Euston Road and Hampstead Road, London NW1, in the London Borough of Camden.

Euston Tower was completed in 1970, the architects for the entire project being Sidney Kaye, Eric Firmin & Partners, a practice with Victorian origins but recast in the 1950s by Sidney Kaye (1915-92) and Eric Firmin as a major player in the comprehensive redevelopment boom that transformed London in the 1960s. The practice ceased to operate in the 1980s.

The timeline on the following page details significant changes and highlights in the tower's history, spanning from Capital Radio to architectural modifications such as the addition of secondary internal glazing and bolted-on wind baffles, and further to its decline in tenancy, remaining a near-vacant landmark since 2021.

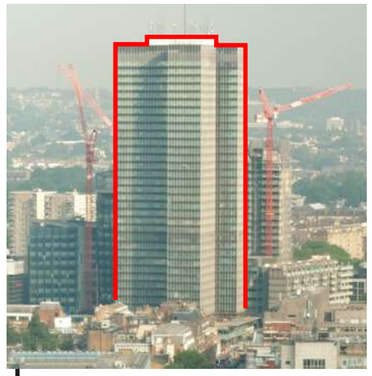
Photograph - Capital Radio at Euston Tower
Image credit: Unknown photographer / flickr.com

Photograph - Capital Radio at Euston Tower (http://www.g3meh.com/
Image credit: http://www.g3meh.com/

Photograph - Euston tower under construction, circa 1969
Image credit: OZinOH / flickr.com

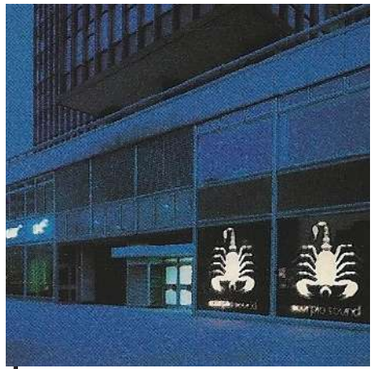
Photograph - Euston Tower completed circa 1970
Image credit: https://flashbak.com/

Euston Tower Timeline



1970

Euston Tower designed in 1960s, completed in 1970



1980s

The thriving home of Capital Radio. A recording studio, Scorpio Sound, activates the ground floor facade between 1972 -1984 in which Queen recorded sections of ‘A Night At The Opera’, including the lead vocals for ‘Bohemian Rhapsody’

1990s

Secondary, internal glazing system added

2000s

External wind mitigation baffles added

2010s

No more than 70% occupied

2020s

By 2021 the office areas vacant and stripped out

Existing Architecture & Condition

Euston Tower is a tall building, with a double height glazed podium, designed in the 'International Style'. Above the podium, the tower has a pinwheel plan and is clad in aluminium curtain walling with green reflective tinted glazing. The crown of the tower is subtly expressed by a louvred plant screen.

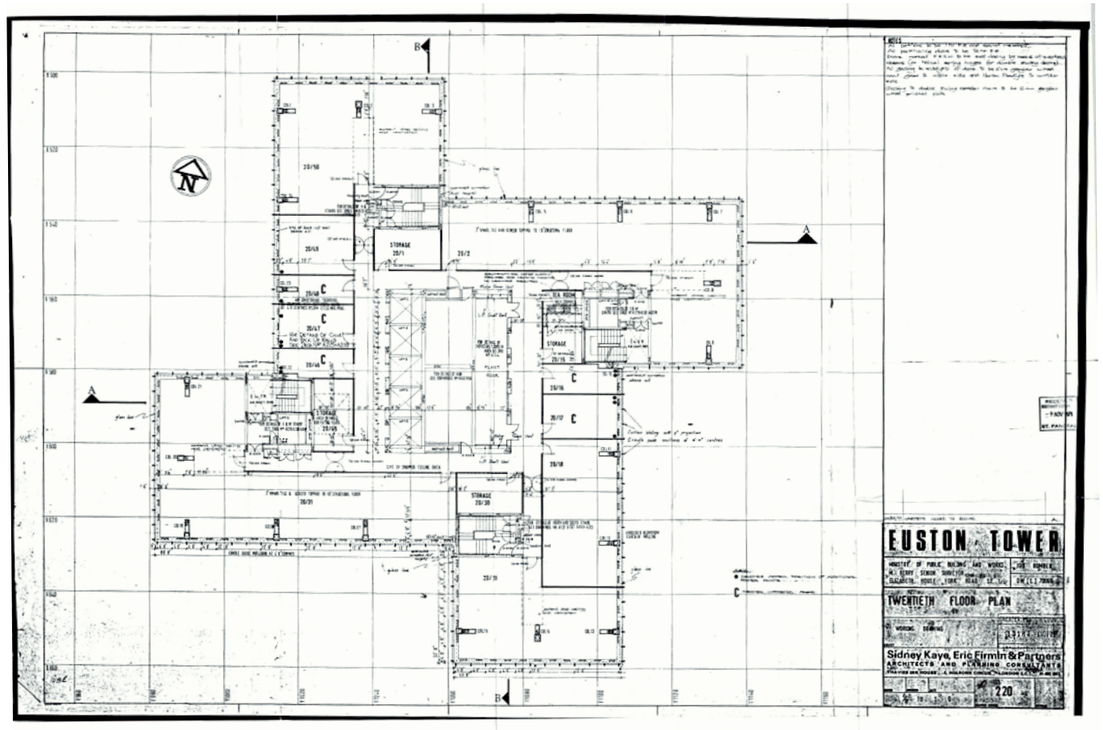
The podium base of the tower has been significantly remodelled by Hawkins\Brown Architects in 2003. Above the podium, the main facade of the Euston Tower is relatively unaltered.

The main façade is an anodised aluminium stick curtain walling system, with the structural mullions on the outside of the building creating the slim vertical fins. The clear single-glazing has had a reflective film added at a later date to improve thermal performance, though the architect describes the anti-sun glazing to the building in an article from 1972, so this must have been applied soon after installation of the system. The back painted, toughened-glass spandrel panels had a security film applied in 2010 following spontaneous breakages. The existing curtain walling is nearing the end of its design life, with its thermal performance and the fire compartmentalisation between floors well below current standards.

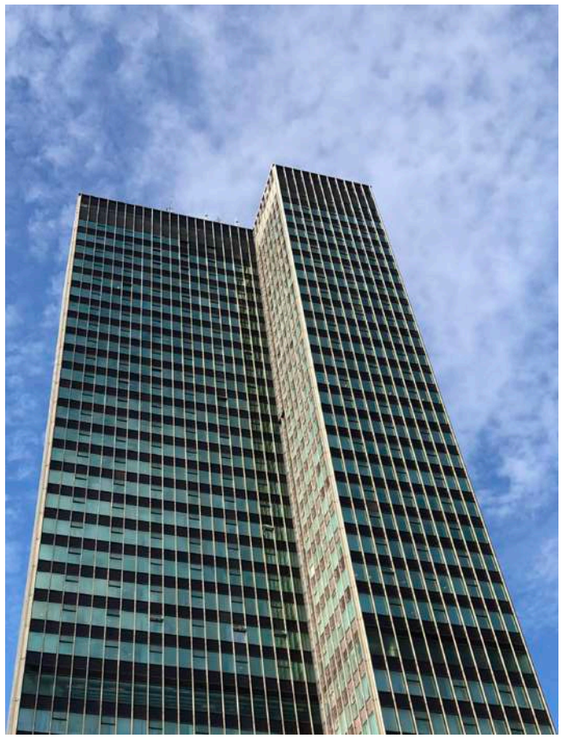
Euston Tower is not currently occupied, with the exception of the ground floor retail units, and has been vacant for a significant amount of time. Previous tenants up until the 1990s included Capital Radio, Scorpio Studios and Inmarsat.

Layout & Organisation

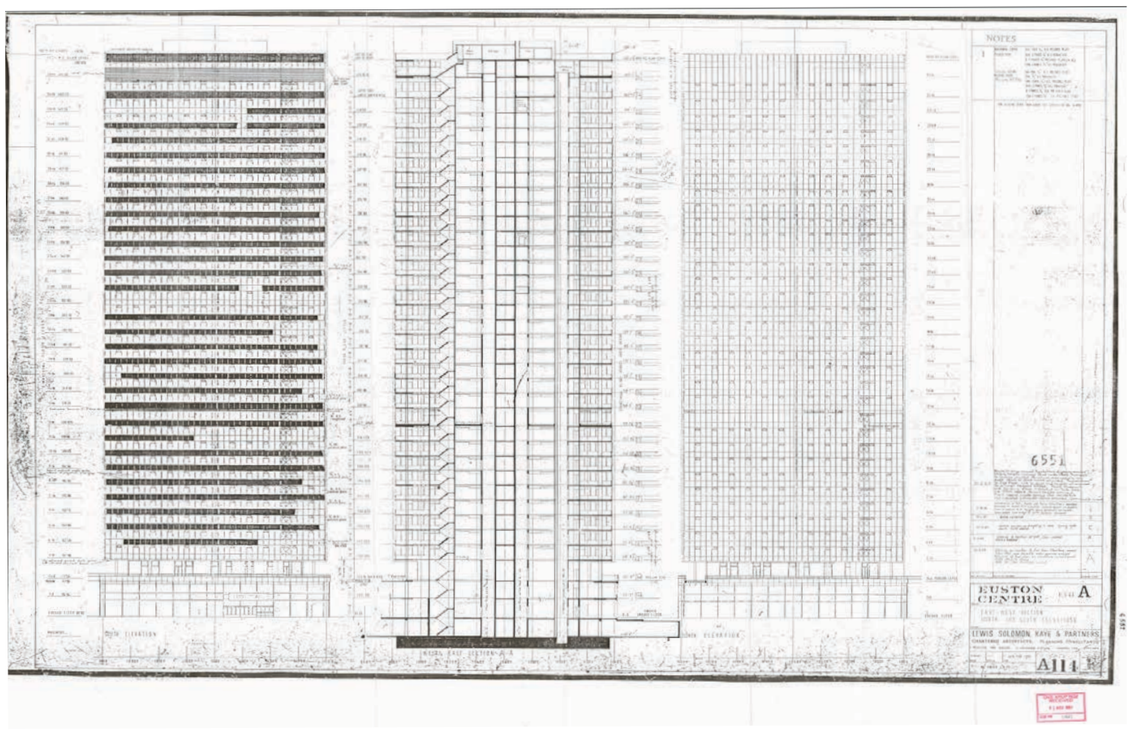
The pinwheel plan is a distinctive aspect of the tower's form and appearance. This floor plan suited the cellular office layouts common at the time, however in terms of modern day workplace requirements the floorplates are challenging, both in terms of layout, occupation and floor to floor heights.



Drawing - Digital scan of original typical floor plan, 1971



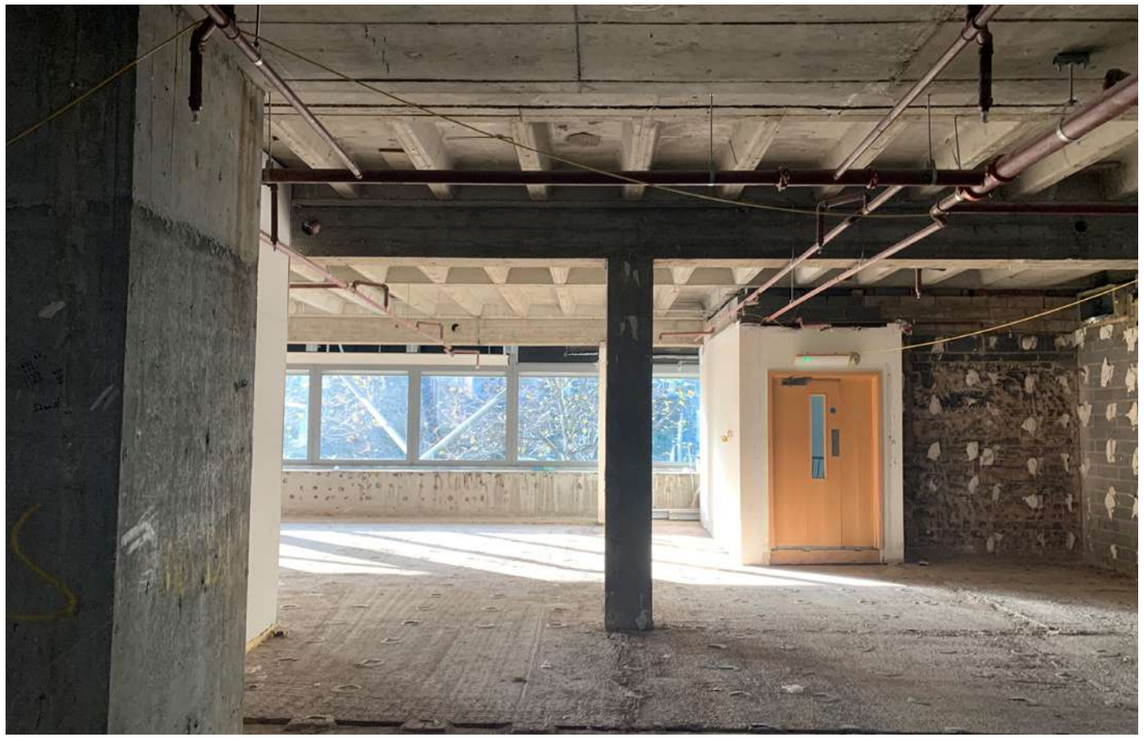
Photograph - Existing Euston Tower facade



Drawing - Digital scan of original elevation and section of Euston Tower

Photograph - Close up of existing curtain wall facade

Photograph - Stripped out interior of typical office level

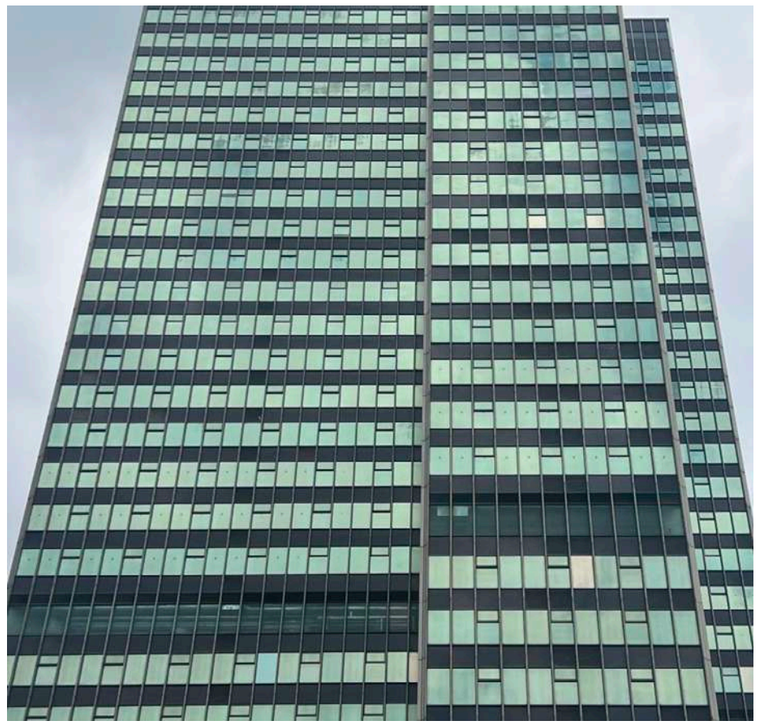


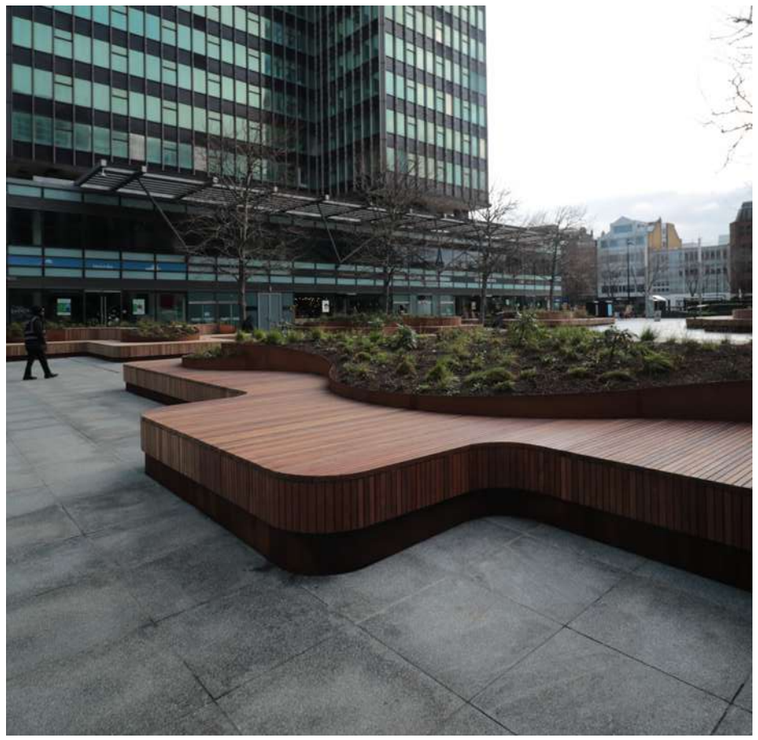
Photograph - Stripped out interior of typical office level

Photograph - Stripped out interior, corner of mid-tower level

Photograph - Plant space

2.16 Challenges with the Existing Euston Tower





Poor quality, inflexible floorplates

The restricted low floor-to-ceiling heights present a challenge in meeting the requirements of contemporary occupiers as well as creating lab-enabled commercial spaces suitable for future industries.

The layout of the floorplates creates a series of disconnected spaces meaning that the existing floorplate is hard to navigate, with dead ends creating isolated islands of workspace and inefficient unusable areas in the centre of the floor plates.

Insular, homogeneous, reflective facade

The current facade renders the building unwelcoming and enclosed, featuring a reflective glass exterior which offers no insight into the activities within. Technically, the facade does not meet modern fire standards and extensive areas of glazing without any solar shading result in high thermal gains and poor environmental performance.

The repetitive nature of the facade, whilst of its time and architectural style, offers little in terms of visual interest for such a prominent landmark.

Ribbon windows form horizontal bands on the facade that are significantly stronger than the external mullions, highlighting the building's horizontality rather than its verticality and making for an inelegant proportion when viewed from both local and wider contexts.

Uninviting podium with limited connection to public realm and lack of green space

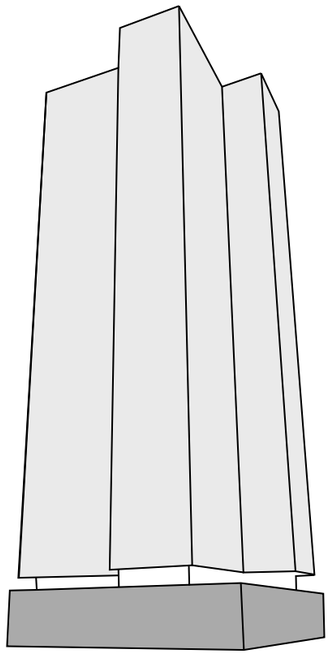
The current podium comprises of individual, standalone retail units, lacking opportunities for connection and collaboration within the podium itself.

These isolated units occupy the ground floor level, preventing visual and physical connections between the podium and the surrounding areas of Hampstead Road, Euston Road, Brock Street, and Regents Place Plaza.

The podium is unwelcoming as it fails to provide opportunities for public interaction within its internal spaces.

The podium currently lacks green spaces, presenting an opportunity for enhancement in terms of greening and biodiversity. There is potential to introduce and cultivate more green elements, fostering a more environmentally friendly space within the podium

2.17 Positive Aspects to the Existing Euston Tower



Split elevation

The pinwheel arrangement allows for the larger massing to be subdivided into smaller volumes, with each element having a larger surface area that allows more natural light in.

The building's scale and massing responds positively to its location as a crucial and distinctive landmark in the city.

Differentiation between podium and tower

The podium breaks up the massing and articulation of the tower, providing an opportunity to separate the building programs based on access, approach, and adjacencies to the surrounding public realm. It gives a human scale to the tower, establishing a connection with its immediate context, particularly through the datum with the adjacent 175 Drummond Street building.

The podium facilitates the creation of a clearly defined public-use area and entrance lobby space, setting it apart from the workspaces within the tower. Functioning as a plinth, the podium allows the tower to interact with the ground in a thoughtful and intentional manner. Additionally, the podium exerts a positive influence on the microclimate, specifically disrupting and redirecting downdrafts away from the public realm.

Location

Euston Tower occupies a pivotal position at a significant crossroads, a condition that has defined this site throughout its history. Its strategic location is further enhanced by excellent transport connections, including bus, underground, train, cycle, and pedestrian routes.

Euston Tower finds itself surrounded by a wealth of life-science and technology innovation occupiers, exemplified by the proximity of esteemed institutions such as UCL and UCLH. Situated on the western fringe of the Knowledge Quarter, Euston Tower is poised to evolve into a central hub for life-science, technology, and innovation research, fostering a dynamic environment for knowledge sharing.

Additionally, its proximity to Regent's Park adds to its appeal, offering an inspiring natural backdrop.

2.18 Feasibility Study

The starting point for the Proposed Development was a considered and rigorous investigation into the current condition of the existing Euston Tower.

The aim of this study was to bring the disused building back to life, minimise waste and carbon emissions, and create a world leading science, technology and innovation building and public realm for Camden and the Knowledge Quarter.

This meant exploring opportunities for retention, reuse, and recycling while transforming the building into a building fit for the future. Notwithstanding the policy position which protects against losing existing office space, the study also explored alternative uses (including mixes of laboratory, residential, hotel, and student accommodation) for the existing building.

These explorations were detailed in a comprehensive, three-part feasibility study summarised in Volume Zero.

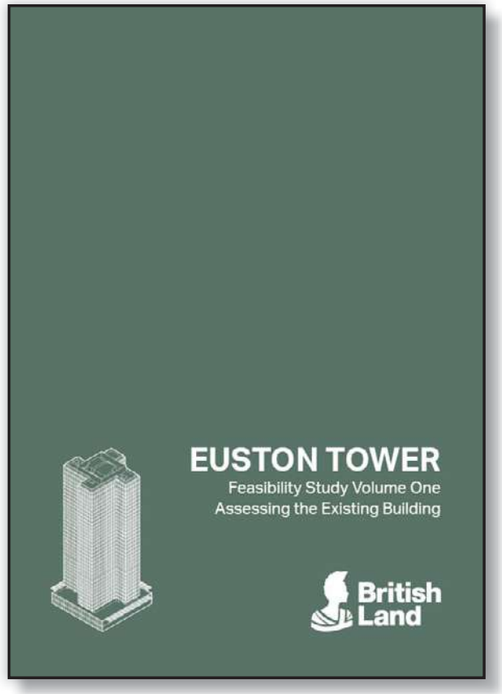
The feasibility study has been updated to reflect revisions to the application, noting that the principles of the Feasibility Study are unchanged. Only those volumes that are impacted by the revisions to the pending planning application are superseded.

Third-party Review

Throughout the process, which began in February 2022, there has been constant dialogue and review with the London Borough of Camden.

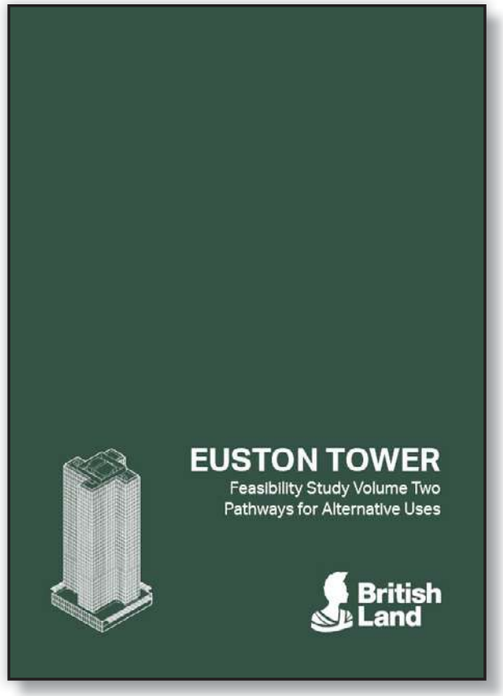
In April 2023, London Borough of Camden appointed third-party experts to conduct a technical review on their behalf. There have been several meetings with the third-party reviewers as they have examined the feasibility studies, and additional detail and information has been provided where requested.

Please refer to Feasibility Study documentation for further information.



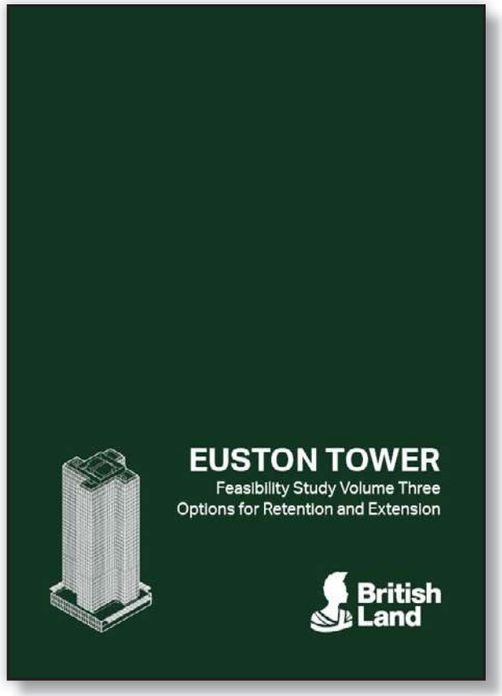
Volume One
(unchanged from submission dated December 2023)

Volume One explored the condition of the existing tower. It considers the planning policy relating to the future use of Euston Tower, as well as market requirements for continued commercial use of the tower.



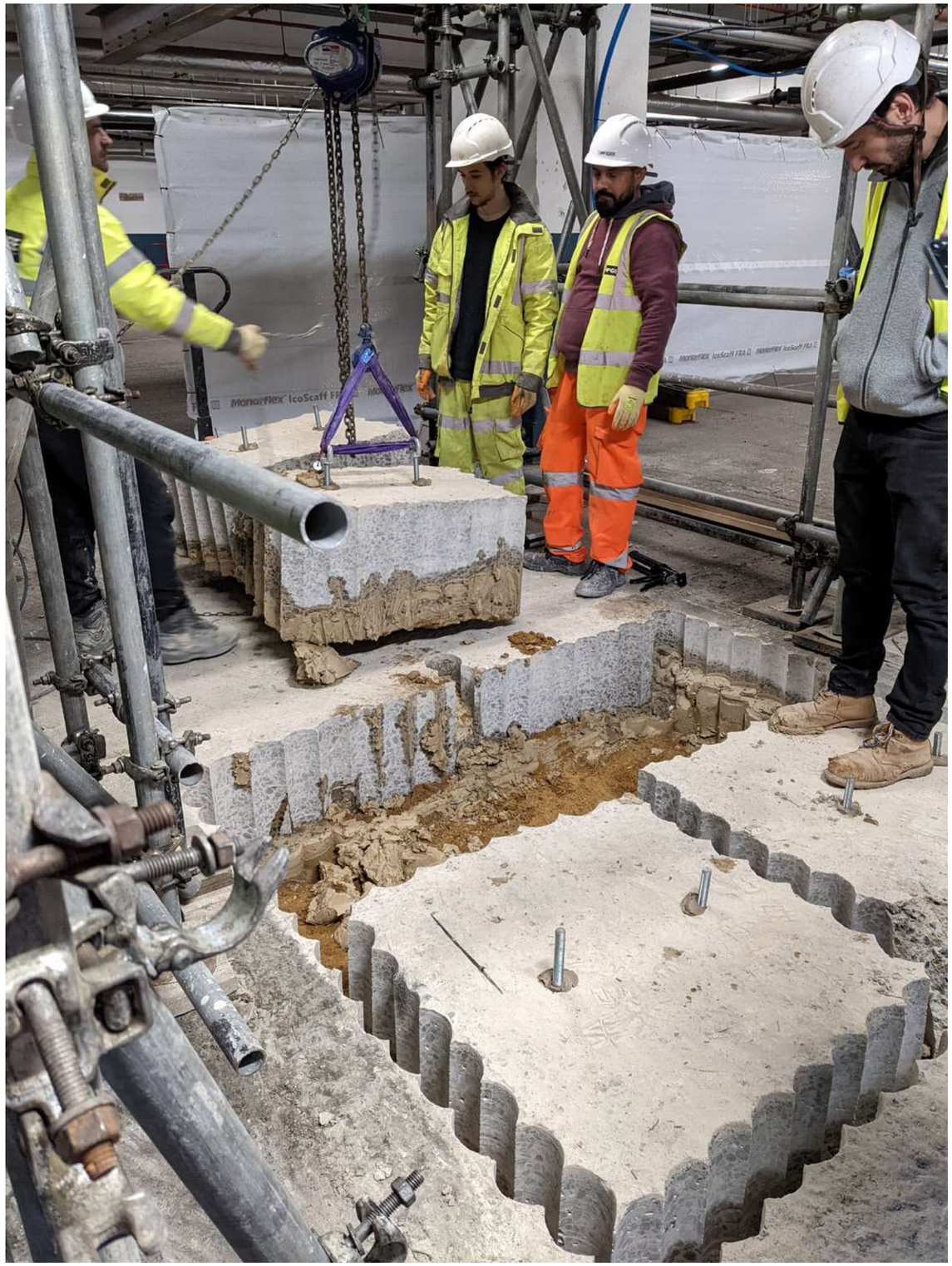
Volume Two
(unchanged from submission dated December 2023)

Volume Two explored pathways for alternative uses within the existing tower. It studies a spectrum of realistic use cases, including mixes of laboratory, residential, hotel, and student accommodation.



Volume Three
(superseded by submission dated 2024)

Volume Three explored options for retention and extension of the existing tower.



Photographs - Intrusive surveys have been conducted to understand existing condition

Feasibility Study: Volume 1

Volume 1 explored, in detail, the condition of the existing tower. It considered the planning policy relating to the future use of Euston Tower, as well as market requirements for continued commercial use of the tower. It presented an appraisal of the operation of the existing building, including an assessment of the building services. Finally, it set out the upgrades required to comply with current legislation, based on a technical review looking at the condition of the architecture, structures, and facade.

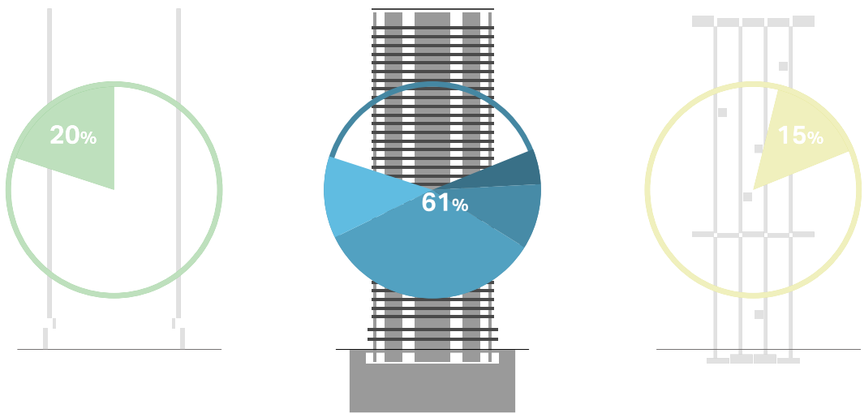
The assessment identified the following primary points about the existing building:

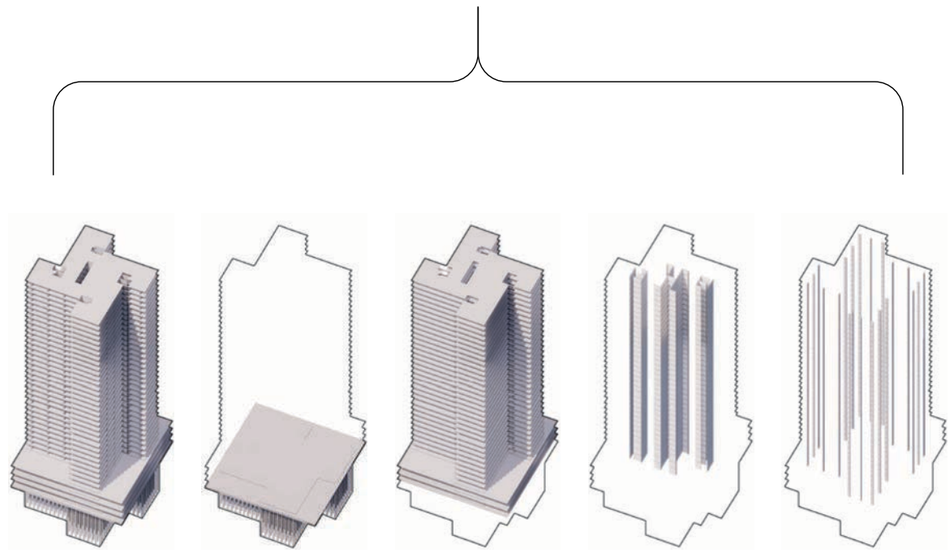
- Concrete structure is generally in a reasonable condition and able to support the current building loads
- The layout of the floorplates is disconnected meaning that the existing space is not easy to occupy and hard to navigate
- Uninviting and closed-off building with a reflective glass façade that does not meet modern fire or performance requirements
- No current connection or use to local residents or the wider community
- A challenging structure to adapt and improve through minor refurbishment
- Unattractive and undesirable to modern occupiers
- Low floor to ceiling heights, meaning that it would be challenging to accommodate modern occupiers' needs as well as lab-enabled commercial space, fit for the future
- MEP equipment is beyond its serviceable life
- The existing tower doesn't comply with current Building Regulations and would need significant changes to make it safe and suitable for modern occupiers including fire safety measures such as sprinklers, mechanical smoke ventilation and dedicated firefighting lifts.

Volume 1 concluded that the works required to suitably upgrade the existing building would result in a significant carbon impact to produce a low-quality office building that would address few of the current tower's failings, would not deliver on, nor contribute to, the Knowledge Quarter, and severely limit future adaptability. A refurbishment of the existing building was clearly identified to not be feasible.

Please refer to Feasibility Study Volume 1, submitted as part of the planning application, for further information.

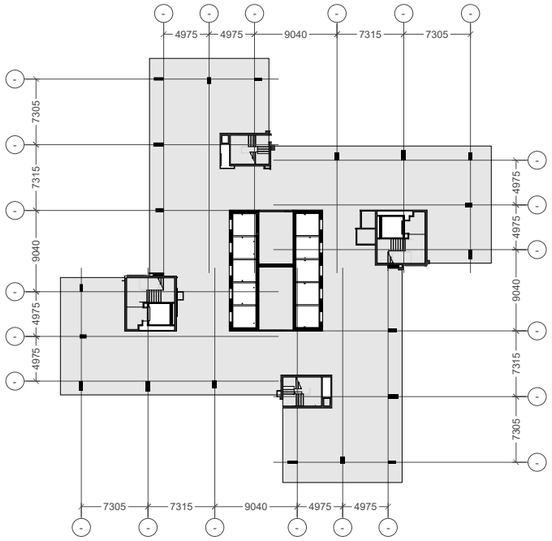
Existing Euston Tower Carbon Distribution





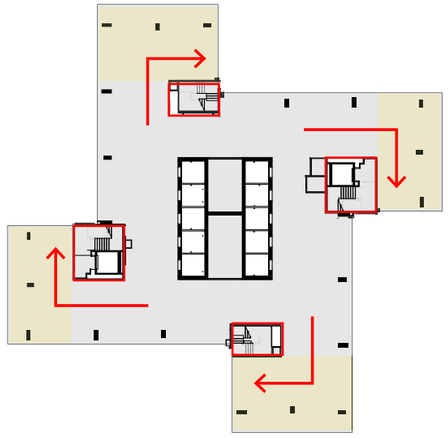
Existing Building Spatial Analysis

Below analytical studies highlight some of the spatial constraints of the existing Euston Tower in relation to modern day requirements.



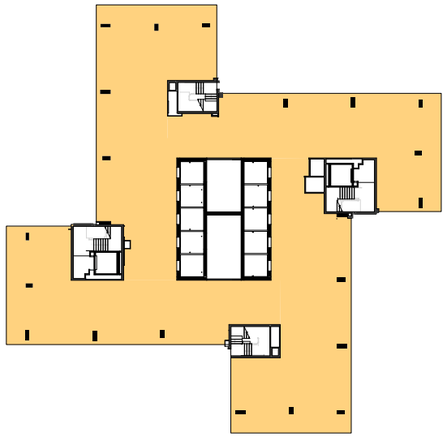
Grid

Irregular column grid is difficult to subdivide, not lending itself to a modular system.



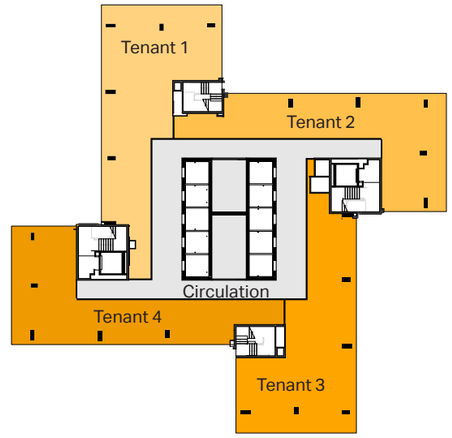
Satellite Cores

Four satellite cores impede circulation, resulting in a disconnected floorplate.



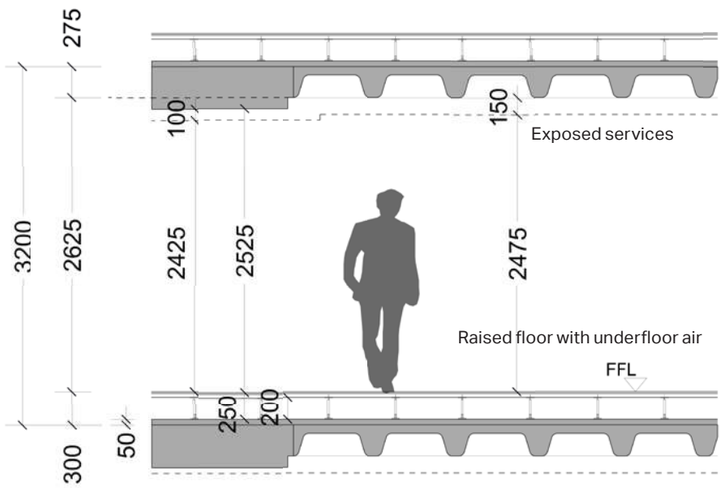
Space Planning

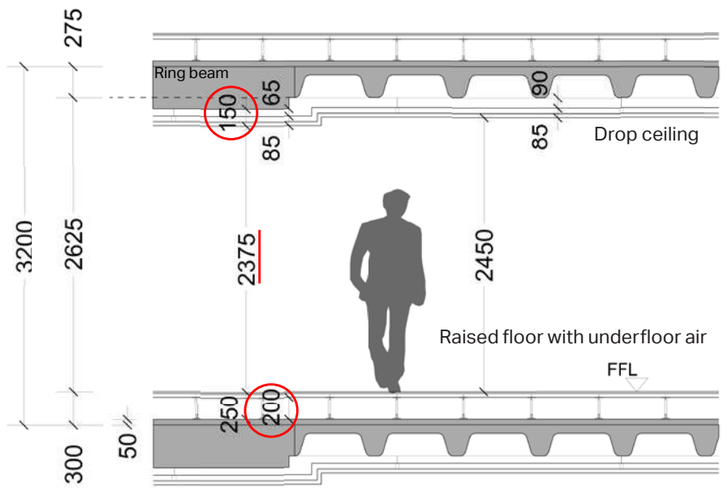
In a single-tenant scenario, the existing floor plate could work at reasonable efficiencies. Additional lifts would be required.



Space Planning

In a multi-tenant scenario, main circulation takes up a significant portion of the floor plate. Additional lifts would be required.





Feasibility Study: Volume 2

Volume 2 studied various options for “alternative uses” for the existing tower within its current footprint, including residential, student accommodation, hotel and combinations of these uses. Mixed use scenarios were especially challenging as they require separate, diversified fire escapes which erodes usable area.

The following options were studied in detail:
- Commercial-led developments
- Commercial office only
- Commercial office with laboratory (life-sciences)

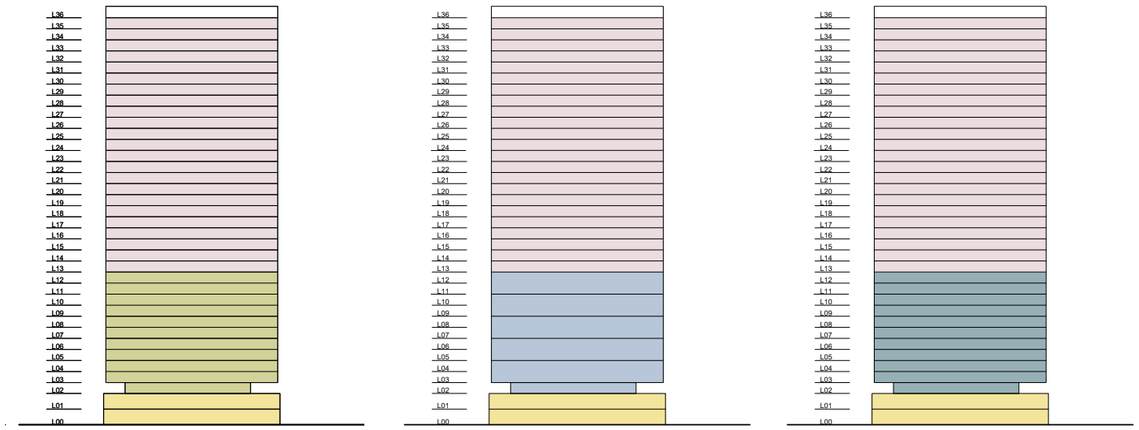
Residential-led mixed use
- Residential with commercial office
- Residential with laboratory
- Residential with hotel

Hotel/Student Housing developments
- Hotel only
- Hotel with student housing

Notwithstanding the policy protection for commercial land use, none of these options were optimal and if pursued would generally result in low quality, compromised accommodation that doesn’t meet current GLA guidelines, or would deliver a product which there is not a market for in this location. Accordingly, the alternative uses studied were identified to not be feasible alternatives to continued commercial use.

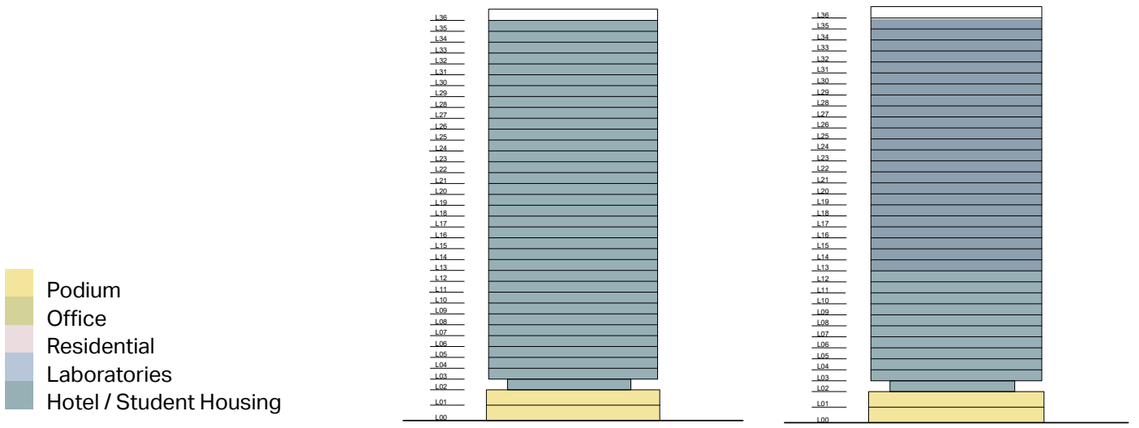
Please refer to Feasibility Study Volume 2, submitted as part of the planning application, for further information.

Residential-Led Development Stacks



- ✕ Low floor to ceiling heights
- ✕ Inefficient floorplates
- ✕ Noise and pollution issues
- ✕ No outdoor amenity
- ✕ Single aspect units
- ✕ Loss of commercial space

Hotel/Student Housing Development Stacks



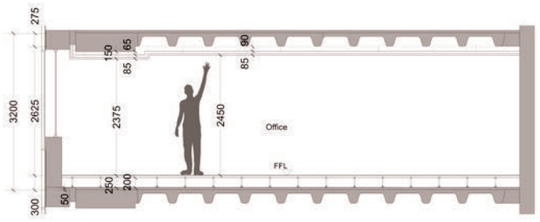
- ✕ Low floor to ceiling heights
- ✕ Inefficient floorplates
- ✕ Noise and pollution issues
- ✕ Single aspect units
- ✕ Loss of commercial space

Typical Office Plan

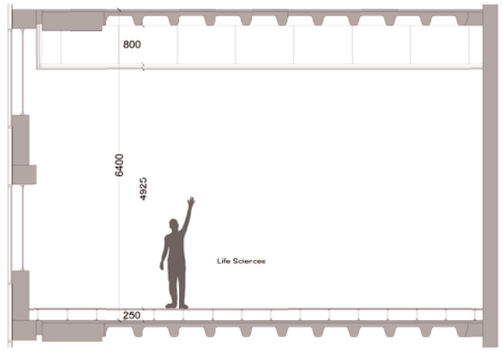
Typical Laboratory Plan

Typical Hotel / Student Housing Plan

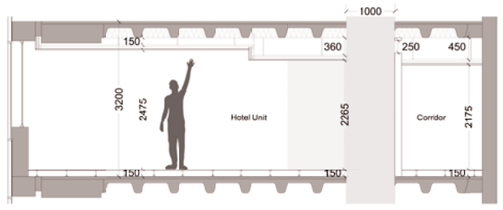
Typical Residential Plan



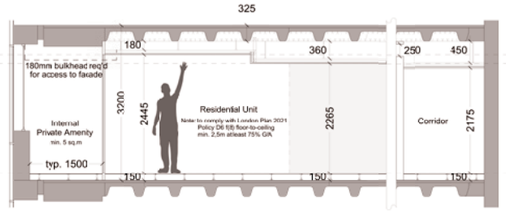
Typical Office Section



Typical Laboratory Section (utilizing 2 floors)



Typical Hotel / Student Housing Section



Typical Residential Section

Feasibility Study: Volume 3

Following the conclusion of the previous studies, it was agreed that best use of the tower is continued commercial use.

Volume 3 explored multiple, realistic options for delivering the project vision, generating high quality workplaces and improving public benefits, whilst retaining as much of the existing building as possible.

This meant looking at several ways of retaining the structure, including solutions where we kept portions of the existing floors and cores.

The following options were studied in detail:

- Major Refurbishment
- Retention and Partial Extension
- Retention and Extension
- Partial Retention and Extension (Disassemble and Reuse)
- New Build

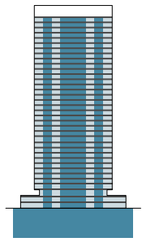
Alongside structural retention and carbon, each option was considered for its floor layout (it has to be attractive to a modern occupier to be feasible as a future development), future flexibility and adaptability (the tower must be fit for the future), and health & safety (it must be buildable in a safe way).

Acknowledging that more retained structure would result in lower upfront carbon today, achieving this would keep many of the limitations of the existing building, and risk obsolescence in the near-term future requiring additional refurbishment, and its commensurate carbon emissions.

Accordingly, the option that retains the foundation, basement, and central core was chosen as an optimal proposal. It presents the best balance of retention, carbon, quality, future-proofing, and health & safety.

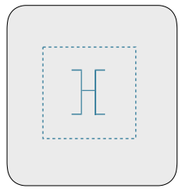
The following pages describe in further detail the proposed strategy of retaining the central core and foundations. Please refer to Feasibility Study Volume 3 for further information.

Parameters of Appraisal



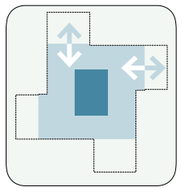
Retain Structure

Endeavour to retain as much structure as possible



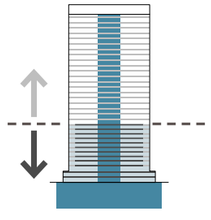
Floorplate Layout

How the grids and core locations work for the floorplate layout



Extent Of Slab Retained

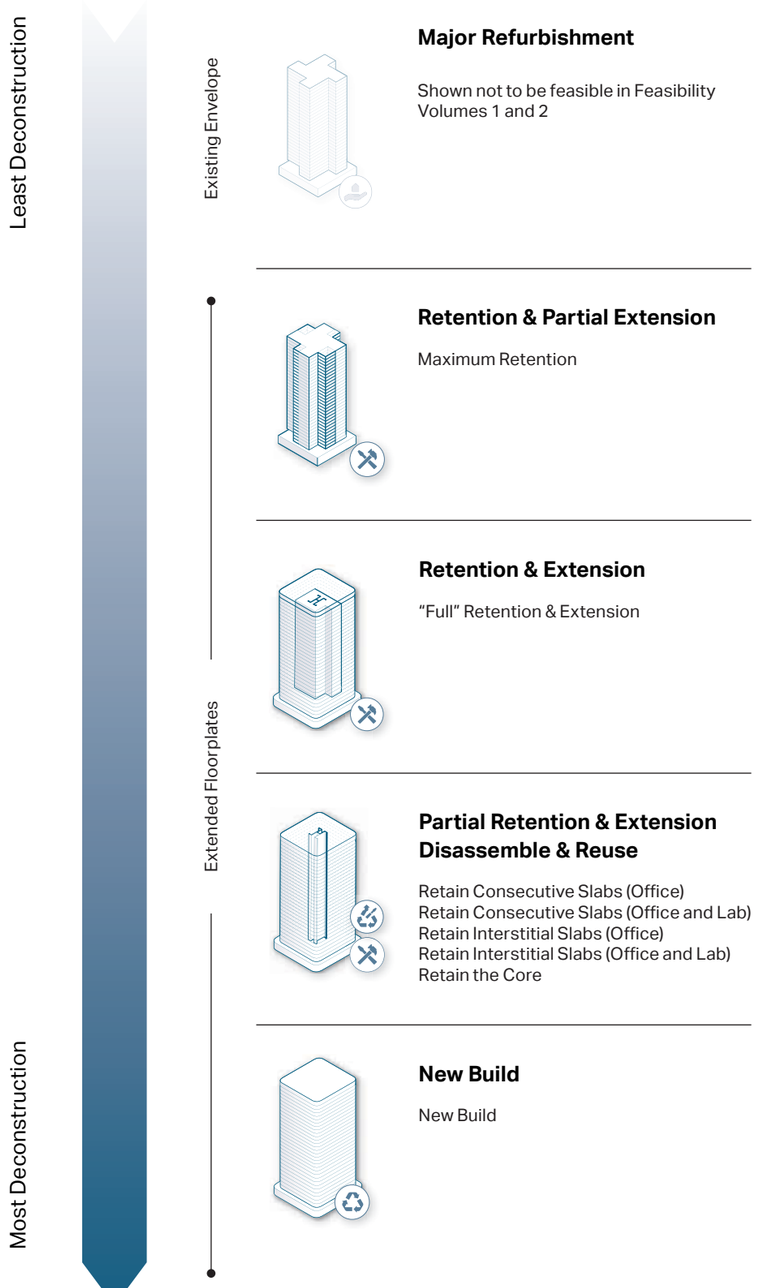
How much of the slab could be retained to produce plausible solutions



Extent Of Section Retained

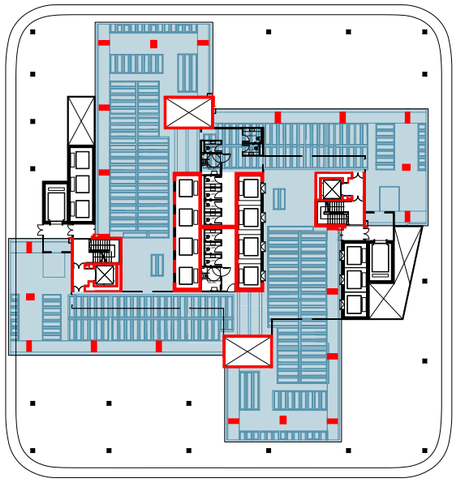
How many of the existing slabs and cores could be retained

Overview of Options Studies

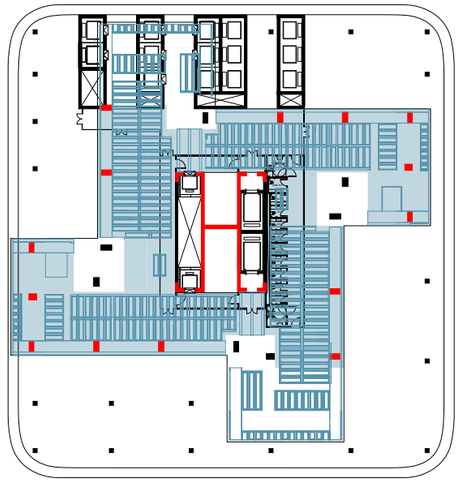


Structural Options

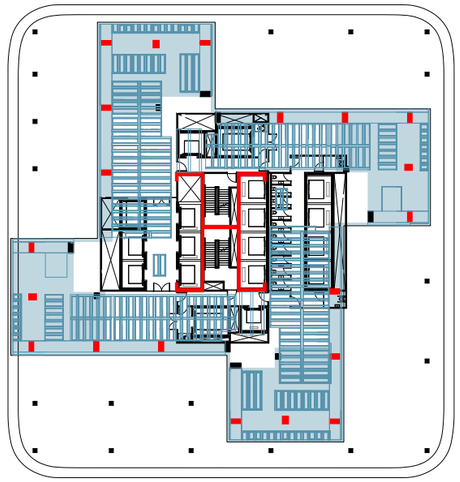
Retained cores & columns
Retained slab areas



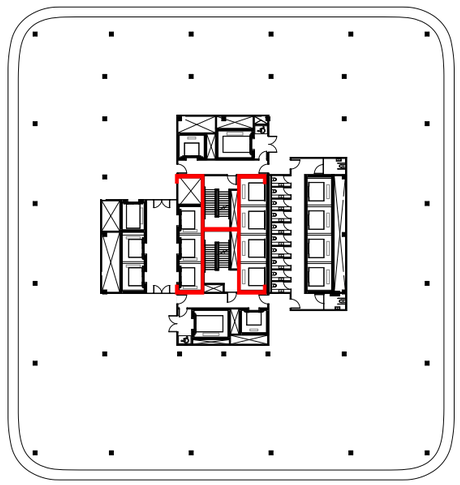
Retain Everything Existing



Retain Central Core & East/West Arms



Retain Central Core & All Arms

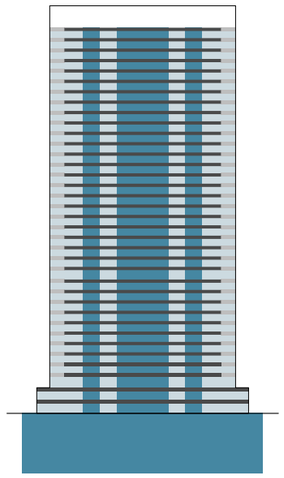


Selected Strategy

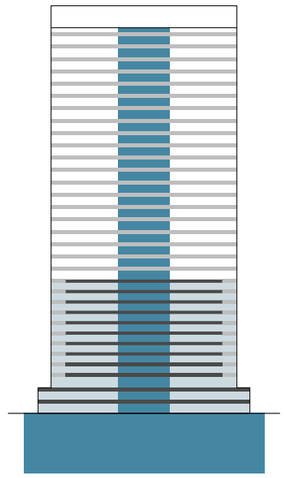
Retain Central Core Only

Retention Options

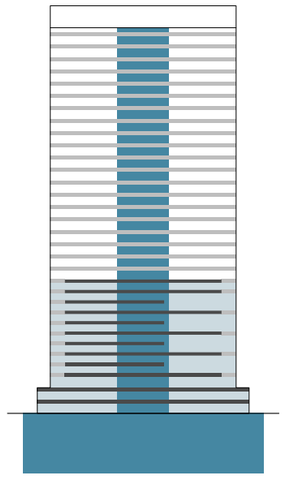
Existing structural elements
Existing floor slabs
New floor slabs



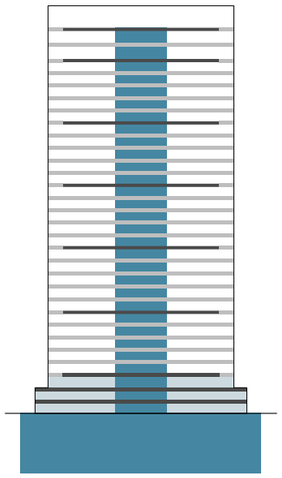
"Full" Retention



Retain Consecutive Slabs
Office

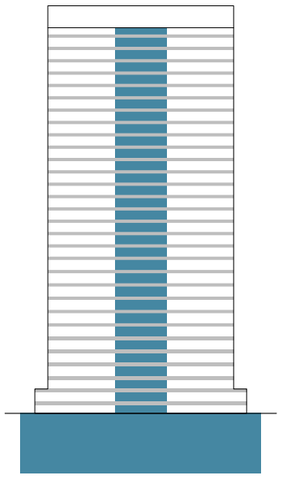


Retain Consecutive Slabs
Office & Laboratory

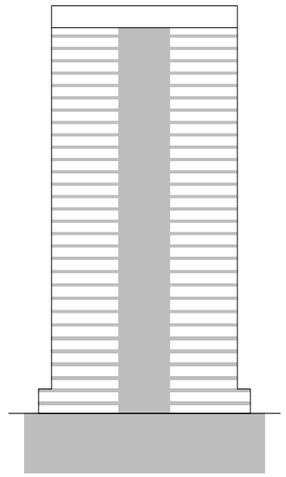


Retain Interstitial Slabs

Selected Strategy



Retain Core & Foundations



New Build

2.19 Proposed Retention Strategy

Retaining the Central Core and Foundations

The proposed partial retention strategy for the Proposed Development retains the central core, the below ground substructure and the foundations of the existing Euston Tower.

All slabs are proposed to be removed and built from new, enabling freedom to choose floor to floor heights for optimum efficiency. The floor footprint is proposed to be extended to deliver an expanded floorplate.

This provides the flexibility to include lab-enabled space with floor to floor height of 4,100mm in the lower portion of the tower, with office floors above with a floor to floor height of 3,800mm.

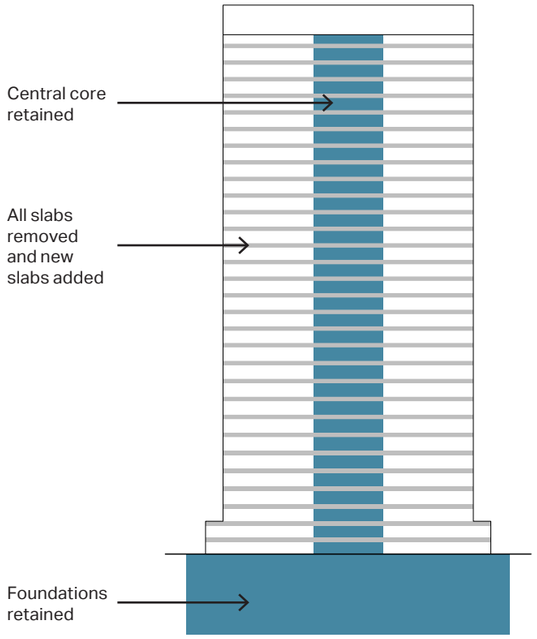
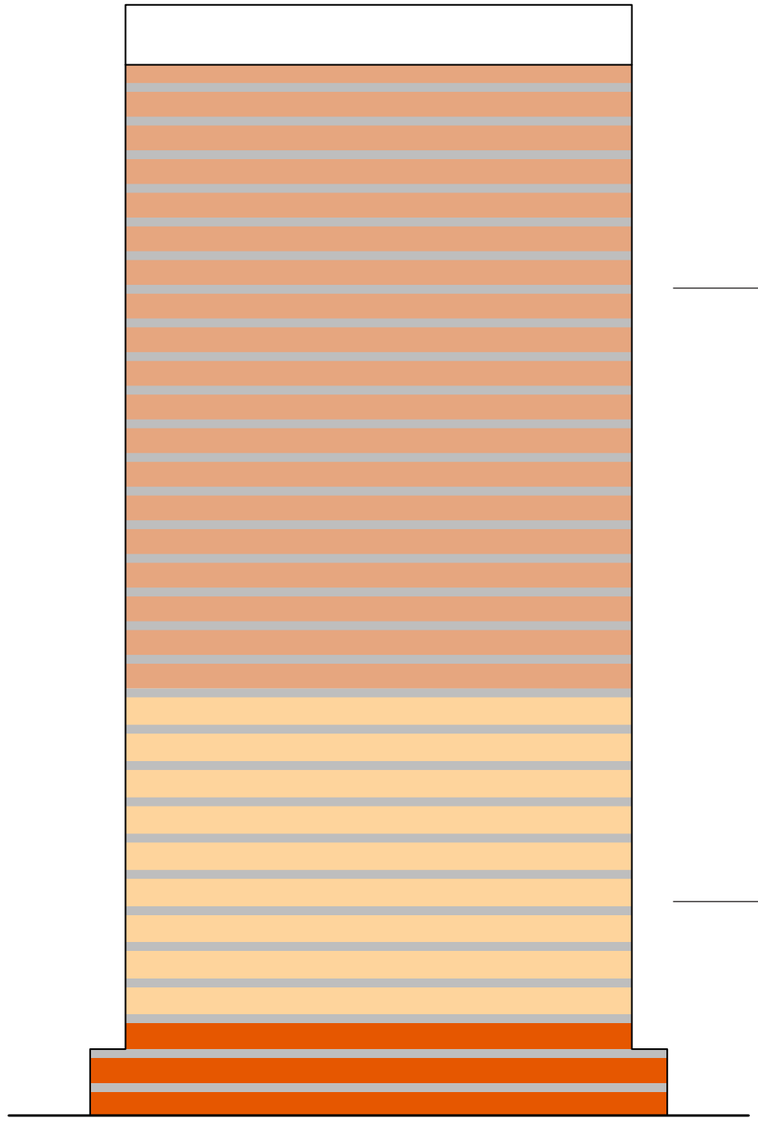


Diagram - Retained structural elements in section

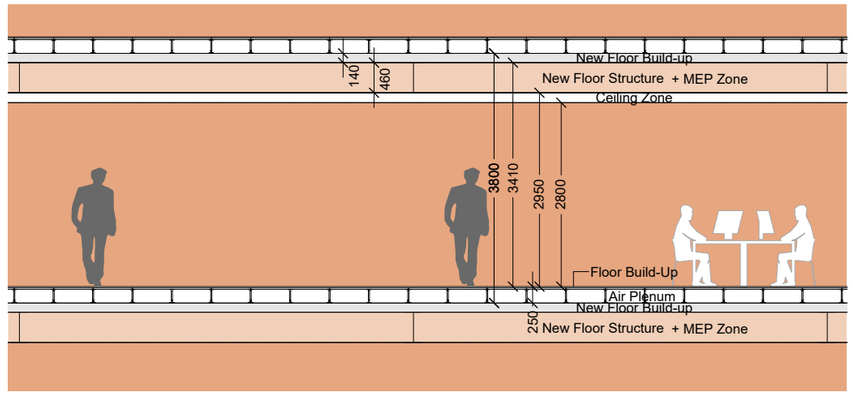


Programme & Section Stack

3.8m floor to floor office
4.1m floor to floor lab-enabled space
Podium amenity
New-build floor slab

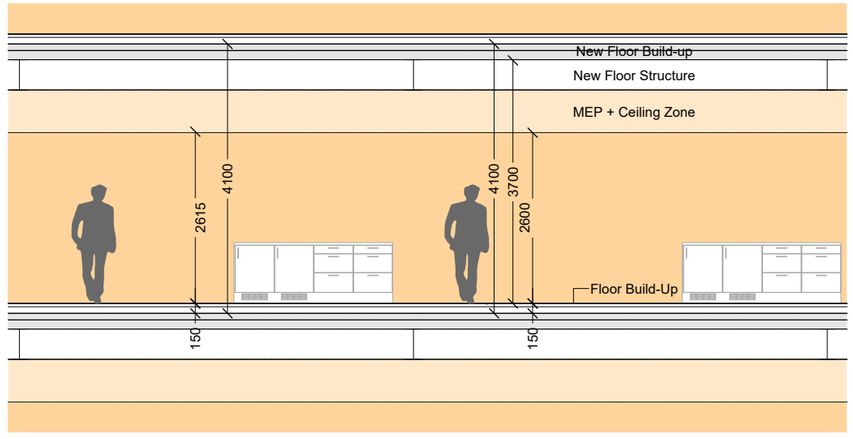
Office Space

Floor to floor 3,800mm
Floor to ceiling 2,800mm



Potential Lab-Enabled Space

Floor to floor 4,100mm
Floor to ceiling 2,600mm



Floor Sections

Diagram - Sections illustrating programme distribution and proposed floor-to-floor heights

Structural Retention

Structurally, the strategy for the Proposed Development is to retain the existing central core, with all four existing satellite cores removed. The new-build extended floorplates allow freedom to choose optimised grids which improve flexibility compared to the floorplates that retain grid elements.

This results in approximately 25% of the structure retained by carbon (or 31% by volume). This is shown schematically in diagram opposite.

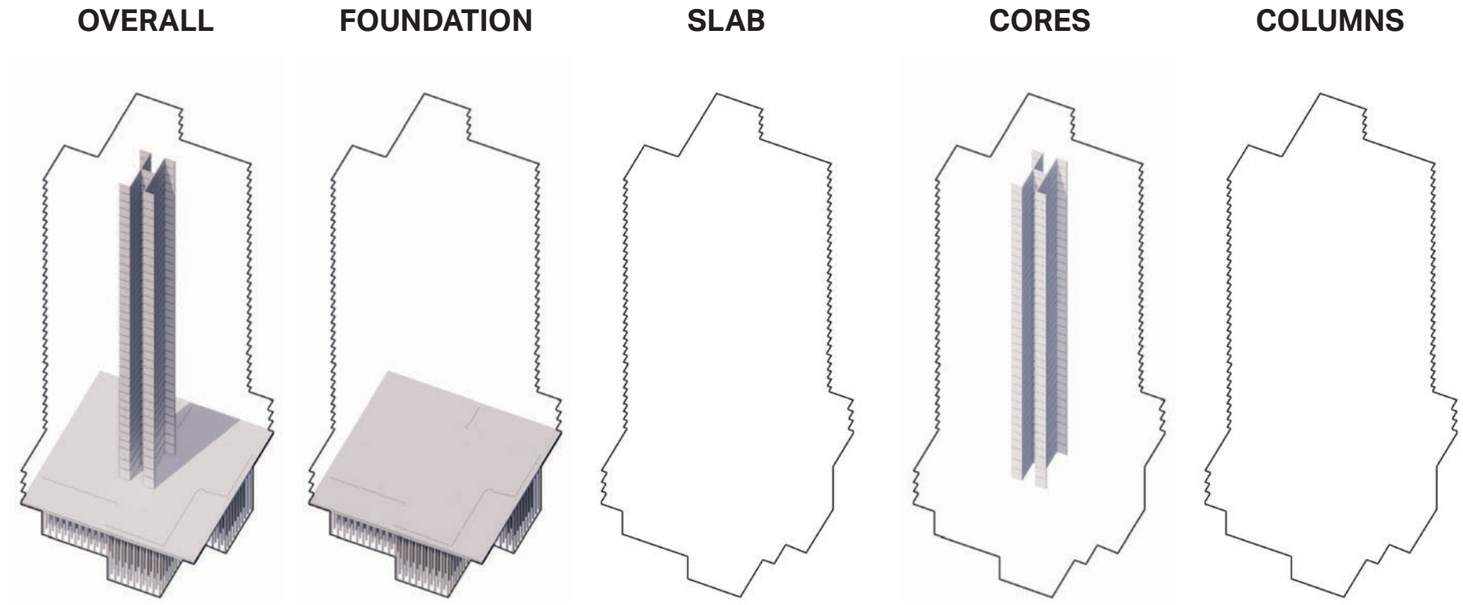
During construction, temporary works would be required to brace the free-standing core (see diagram below). However, the extent of temporary works would be significantly less onerous than in the studies that retain floor slabs (further explored in Feasibility Study Volume 3) as there would be no slabs to support, and no slab edges to prop.

Future-proofed

Flexibility of the floorplates would be uninhibited by existing column arrangements. The column grid can therefore be optimised to best suit the floor layouts, leading to clear spans that enable flexible layouts.

While the lower stack is enabled for lab space, it would be suitable for use as office space if desired. With its floor to floor height of 4,100mm, it is not over-dimensioned for an office, so this flexibility comes at little cost to efficiency.

From an adaptability perspective, all floor structure is proposed as new-build, so all areas would present the opportunity to design in double-height amenity spaces, or additional soft spots.



MAXIMUM POSSIBLE WITHOUT EXTENSION* 89 %	OVERALL	FOUNDATION	SLAB	CORES	COLUMNS
Embodied Carbon	**2,235** tCO2e	**1,683** tCO2e	**0** tCO2e	**552** tCO2e	**0** tCO2e
Ratio of Carbon	**25** %	**19** %	**0** %	**6** %	**0** %

* Assumes no floorplate extension (i.e. working within the existing envelope), meaning new risers need to be cut out of the existing floorplate. Refer to Section 15. With extended floorplates, possibility exists to position risers outside of this existing footprint, resulting in potential higher degrees of retention.

Diagram - Embodied carbon and retention of structure broken down by structural element

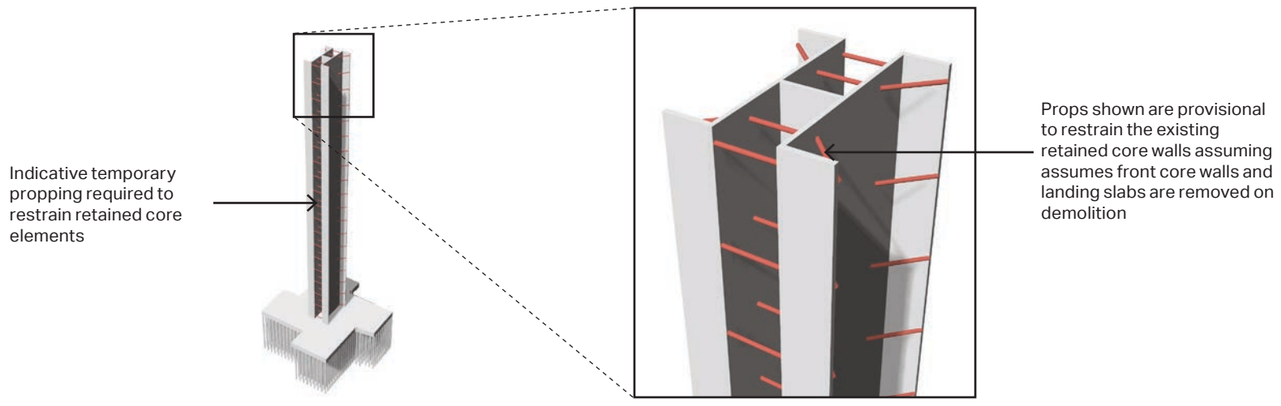


Diagram - Indicative temporary works required to brace retained core

Health & Safety and Buildability

The proposed indicative deconstruction and construction sequence is shown schematically in diagram opposite.

Following the existing facade being carefully deconstructed, the slabs would be removed back to the core top down. To minimise the temporary works required to brace the core, it would be intended to leave the front walls of lift shafts in place during demolition to reduce temporary propping. Some propping would likely still be required, a diagram of a provisional solution to restrain the existing front core walls against out of plane buckling is shown on the previous page. These walls would be retained on the floors where the lifts do not stop. In addition to these temporary works, it is anticipated some back propping would be required to the below grade retaining walls where the ground floor slab would be removed.

Once the slabs are entirely removed, construction of the permanent steels could begin using conventional, “blue sky” methods. Working without overhead constraints, means pre-fabricated, “drop in” structural systems could be used, reducing time on site and the associated risks to heath & safety.

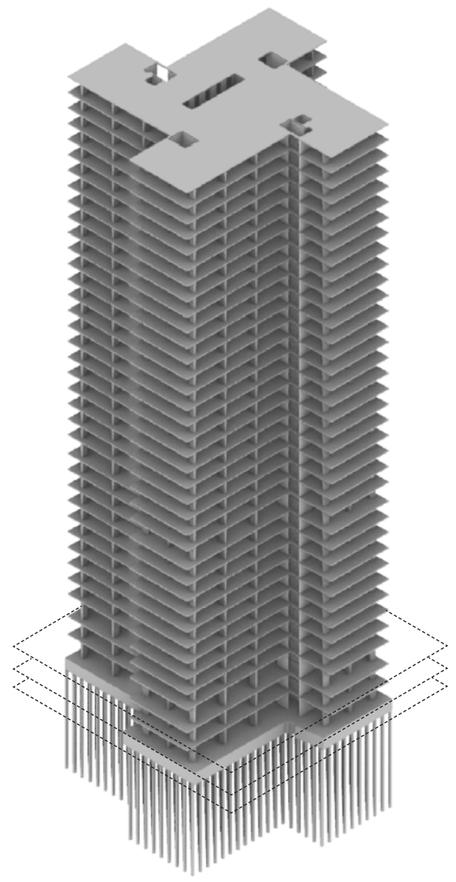
Efficiency and Viability

This proposed strategy would deliver a solution that balances structural retention with construction complexity and its associated risks. It would provide efficient floorplates with regular inter-storey heights, meaning it works with a compact core based on a double-decker vertical transportation strategy.

With regards to volumetric efficiency, this option would generate as much area as possible within the massing envelope, while delivering the desired floor to floor heights for both lab and office spaces.

1. Existing Building

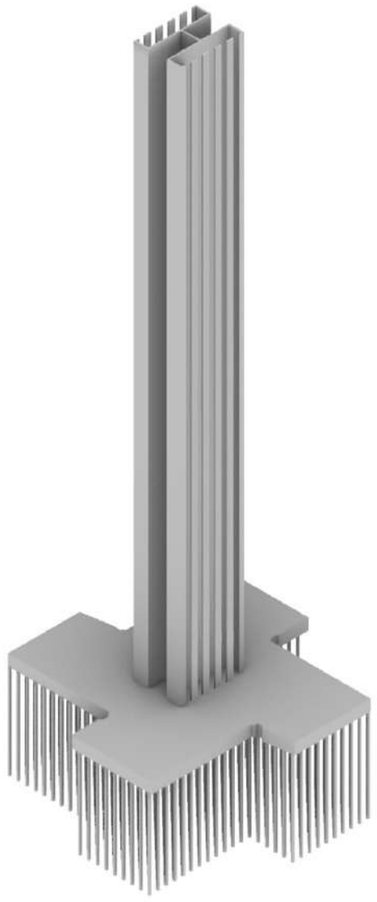
Construction sequence is moderately complex due to the unrestrained core



2. Remove Facade

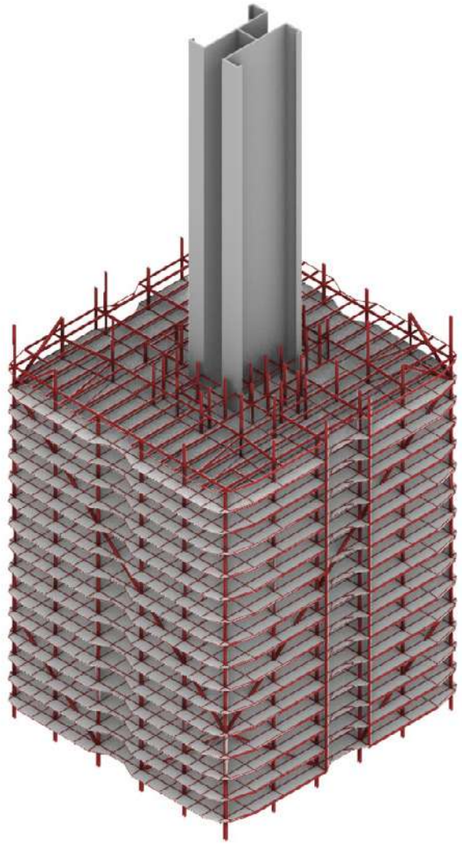
Existing facade carefully deconstructed and materials used in recycling and upcycling

Diagram - Indicative deconstruction and construction sequence



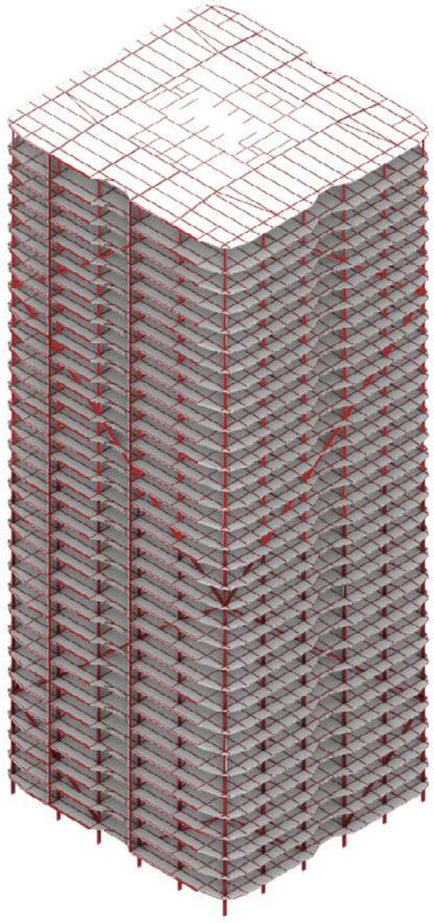
3. Remove Slabs

Slabs are removed back to the core, further temporary works may be required to restrain the free-standing core



4 Extend Floorplates

Construction of the permanent steels and floorplates can begin using conventional methods



5. Completed Structure

The structure is completed and installation of facade, services, vertical transport, etc. can follow

3.0
SITE CONSIDERATIONS

Photograph - Aerial shot looking at Euston Tower - teal overlay

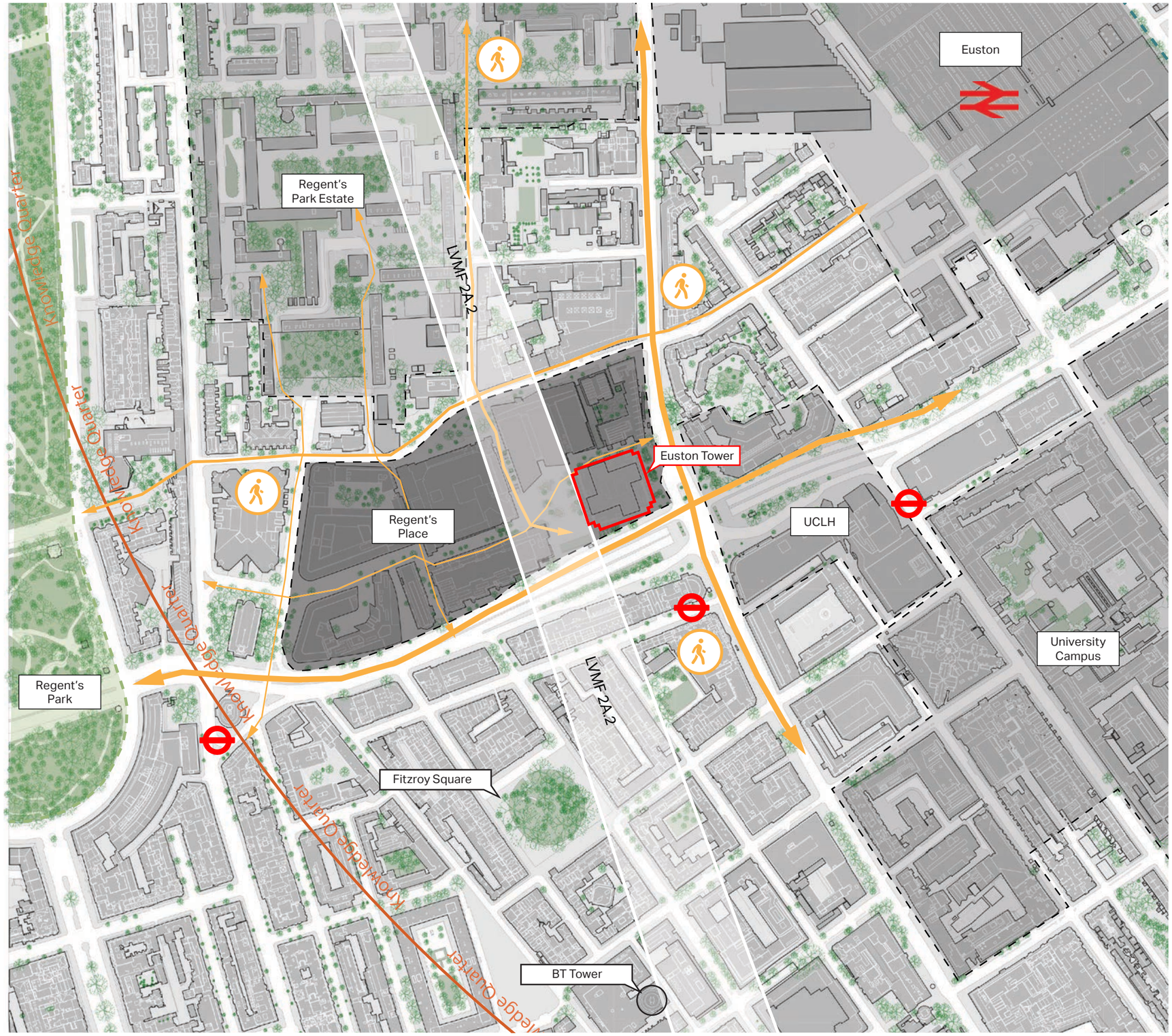


Diagram - Overview of design considerations

3.0 Site Considerations

This section of the DAS outlines the external site parameters and considerations that have informed the design for Euston Tower.

These include parameters/policies defined by LB Camden, GLA and The London Plan, various technical analyses and general architectural / urban factors that all are important when considering a building of the highest design quality.

Please note that whilst this section aims to provide a summary of these considerations, many of these parameters have been the subject of detailed review by specialists who have provided extensive documentation in support of the Proposed Development.

Accordingly, this chapter should be read in conjunction with all supporting reports in order to properly understand how the Design Team have approached the opportunities and constraints affecting the Proposed Development.

3.1 Brief & Objectives

The brief for the redevelopment of Euston Tower has evolved to reflect British Land's ambition to revitalise a disused Camden landmark. This ties into their vision to create a world leading science, technology and innovation building and public realm at Regent's Place, for Camden, the local community and the Knowledge Quarter.

The most important characteristics for any new proposals at Euston Tower must be flexibility, sustainability & community. The building should seek to be visually beautiful whilst achieving an optimal workplace quantum, but remaining within the existing building's height constraints.

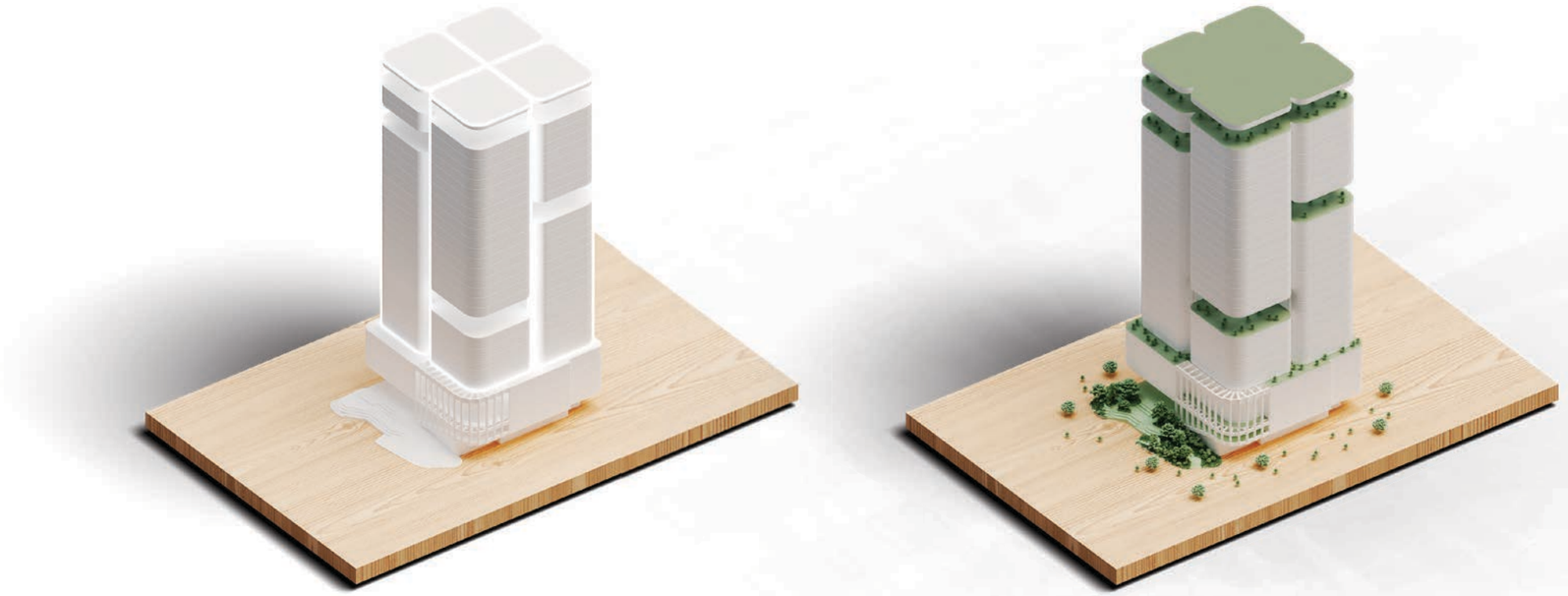
It is critical that the Proposed Development is flexible and adaptable enough to accommodate any changes in working culture, future typologies and broader cultural trends. We cannot forecast what the workplace will be like in 50 – 100 years, but the most sustainable building is one that will be resilient to change, in all its forms.

The brief asks that the Design Team consider all current forms of office based workspace, including the ability to support laboratory space. As a commercial-led development, any new proposals should offer the highest quality workplaces, which are flexible to the number and type of occupier to ensure the building will be well used throughout its life.

To enhance the requirement for world-class workplace, the brief calls for a broad range of amenities including external terraces, winter garden spaces and the possibility for a shared meeting and events spaces that could serve both the users of the building and the public.

Public use generally is an important element of the brief and is discussed in more detail later, but key aspirations include improvements to the Regent's Place Plaza, the ground floor and podium retail offer, improved connectivity across the site, enhanced mitigation for adverse environmental impacts and public spaces within the building.

The key elements of the brief are summarised on these pages.



Primary Objectives

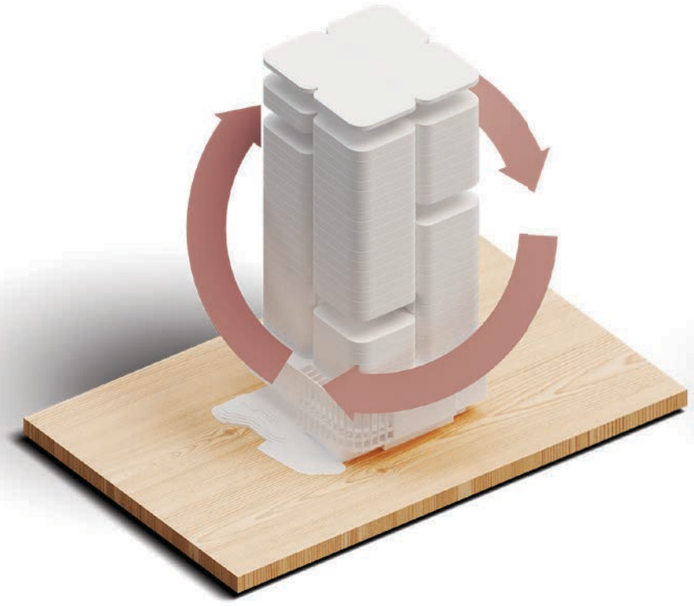
British Land has identified the following objectives for the Euston Tower project:

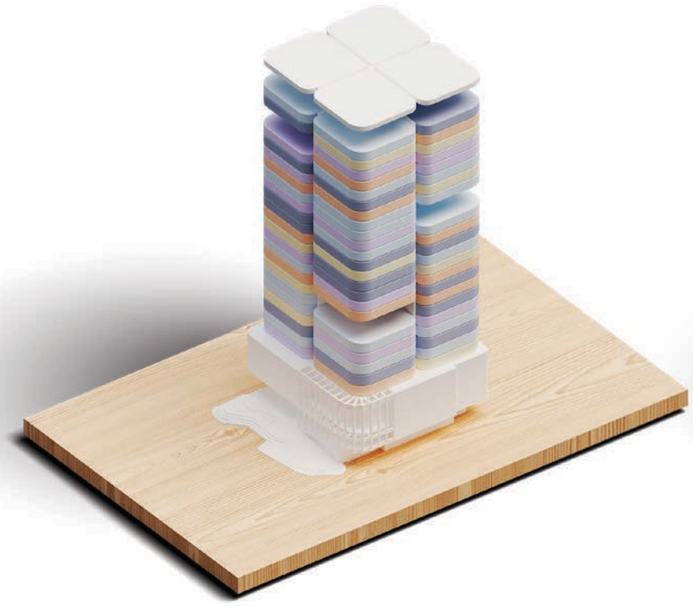
- Develop a Community Engagement Strategy and involve the community in the design process, incorporating public spaces and amenities that address local needs and preserve Camden's cultural identity
- Consider the relationship of the building with Regent's Place Plaza
- Challenge conventional thinking, especially around the tower typology and embrace technology, innovation and sustainability
- Deliver a timeless architectural response to provide a landmark building for Camden.
- Consider how the building can adapt to major changes in use over it's lifetime

Sustainability & Wellbeing

From the outset, British Land was clear that sustainability and wellbeing are critical to the project. A separate sustainability team - comprising GXN, Sweco and Arup - has been established to ensure that the project achieved the following objectives:

- Deliver a highly sustainable tall building
- Minimise Embodied Carbon & Carbon in Use with a target of delivering a Net Zero Carbon building
- Optimise the design to improve end user productivity through exploring ideas to promote wellbeing
- Deliver an all electric building which minimises energy consumption and achieves UKGBC 2030 targets
- Develop market leading Circular Economy strategy
- Document and re-use elements of the existing building where possible
- Encourage green behaviours through the design
- Explore the use of innovative low carbon materials both internally and externally
- Minimise vehicle movements associated with building use by designing for consolidation
- Celebrating cycling and designing for greener journeys to and from the building





Adaptability

Given the rapidly changing nature of both workplace and how people are choosing to work, British Land has been clear that adaptability is an important element of the design for Euston Tower. The brief calls for a highly flexible building which can adapt to 100 years of change and responds to the following considerations:

- Consider flexibility to allow easy rearrangement of internal fit-out and arrangement to suit the changing needs of occupants over time
- Consider how the building could be easily altered to prolong its life
- Occupier-Driven Change: Changes in workplace, maturing millennials/ Gen-Z, managed take back, increased landlord service provision
- Climate Change: Increasing variations in seasonal temperatures, weather patterns
- Technology: Rapid innovations in communication, transport, energy, smart, MEP etc. affecting workplace and methods of working

Lettability

A driving principle in all of British Land's developments is that their workplaces are unique, innovative and encourage good working practices - this principle has seen British Land attract a broad range of world class occupiers across multiple buildings and campuses and these proposals seek to continue that trend by adopting the measures outlined below:

- Develop an architectural concept for a world class tower design commensurate with its privileged location in Camden
- Create flexible floorplates which appeal to occupiers of all sectors, sizes and styles
- Optimise floor to ceiling heights, column grid and core arrangement consistent with occupiers' evolving requirements
- Incorporate flexible structural design to enable occupiers flexibility in how they use their spaces
- Include within the design a broad amenity offering with a range of spaces to work and meet
- Identify opportunities to reduce the space occupiers are required to lease by offering shared spaces such as: meeting room suites, project spaces, catering, prayer rooms etc.

Buildability

Alongside the principles outlined in the previous sections, a driver for the Euston Tower project is to improve buildability, efficiency and flexibility. Some key briefing points are outlined below:

- Improve overall efficiency within the building, providing optimised floorplates that provide flexibility for a range of future occupiers
- All proposals should consider the health and safety of every person involved in the project, through design, construction and occupation
- Develop a design that considers buildability and modern construction techniques
- Utilise technology including parametric design to improve efficiency and condense programme
- Consider new construction methods and off-site construction

3.2 LVMF & Local Views

The London View Management Framework (LVMF) establishes a series of protected key views across London, with the aim of preserving specific vistas from the adverse impacts of new developments. This series of viewing corridors, as identified on the opposite pages, provides the visual context which have defined the proposed massing for Euston Tower.

Whilst a separate Townscape, Built Heritage and Visual Impact Assessment (TVBHA), prepared by the Tavernor Consultancy and Cityscape, has been submitted in support of this application, the following pages identify some of the key viewing corridors and highlights how the proposals will be viewed from key local and wider townscape views.

On the opposite page is the Zone of Visual Influence, which highlights the views and vistas from which the proposed scheme can be seen.

These key views, both distant and more locally, are one of the most important factors considered as part of the design process and have defined the overall architectural approach illustrated on the following pages.

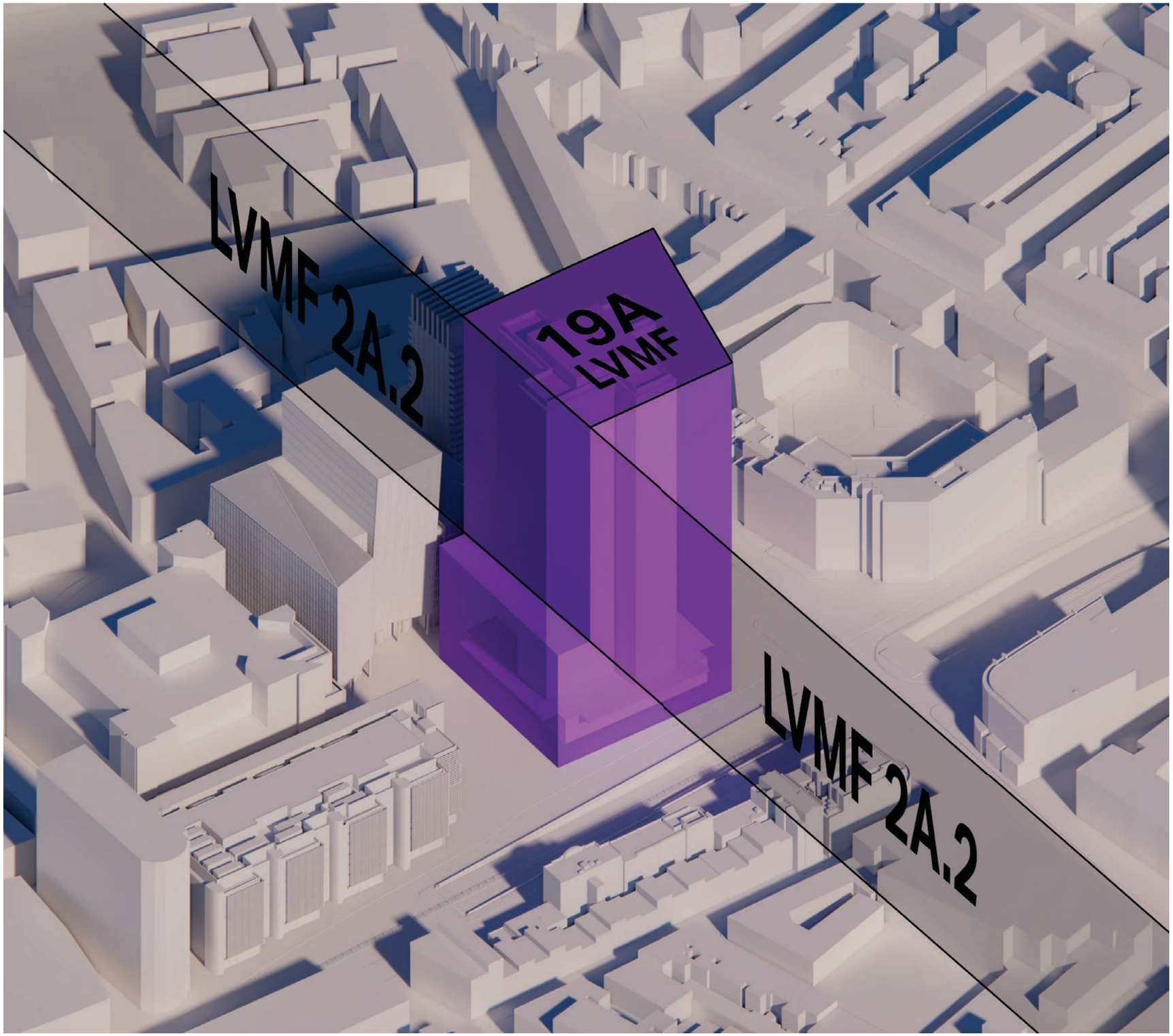


Diagram - Illustration of massing envelope shaped by LVMF Views 2A.2 and 19A

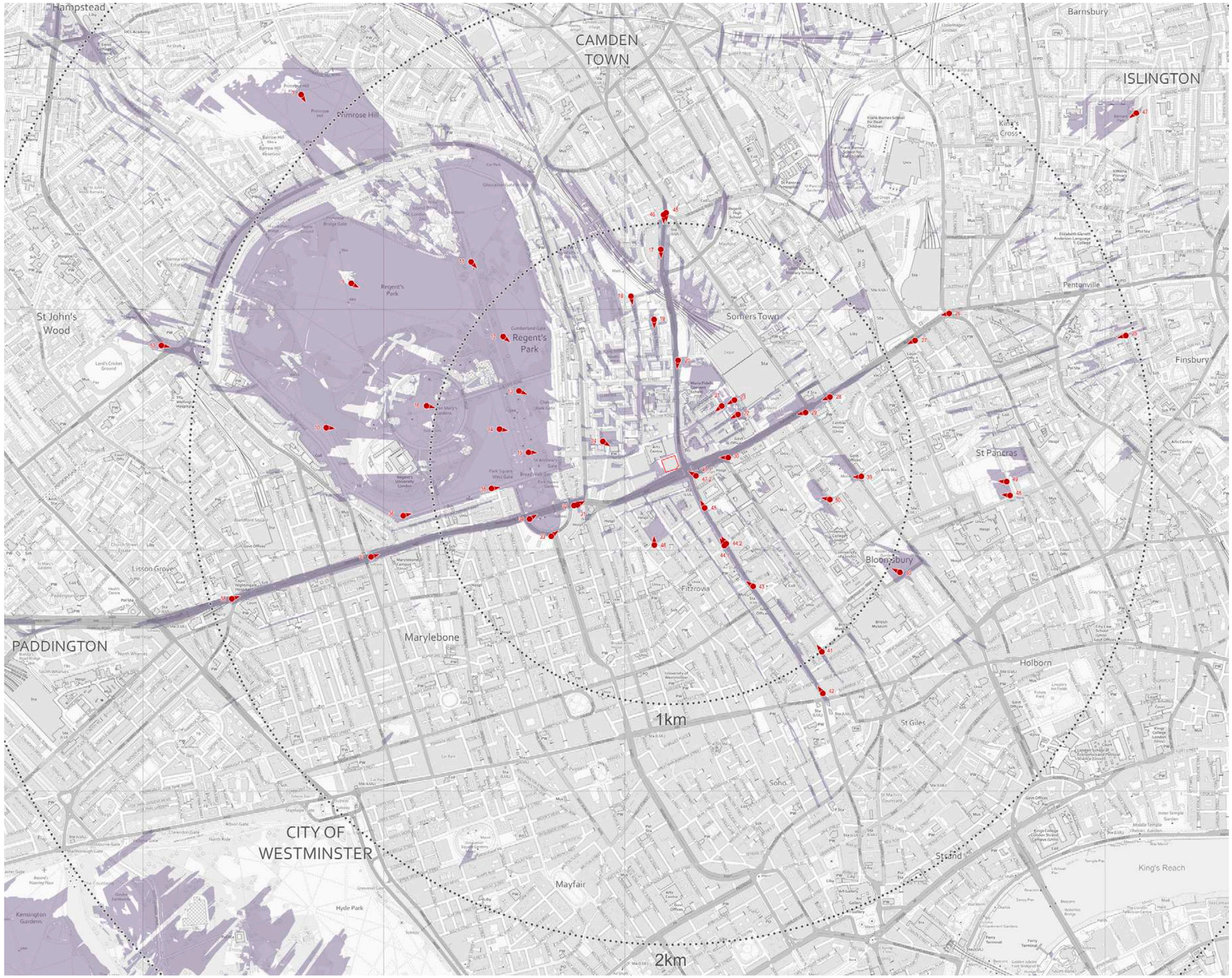


Diagram - Zone of Visual Influence for the Proposed Development

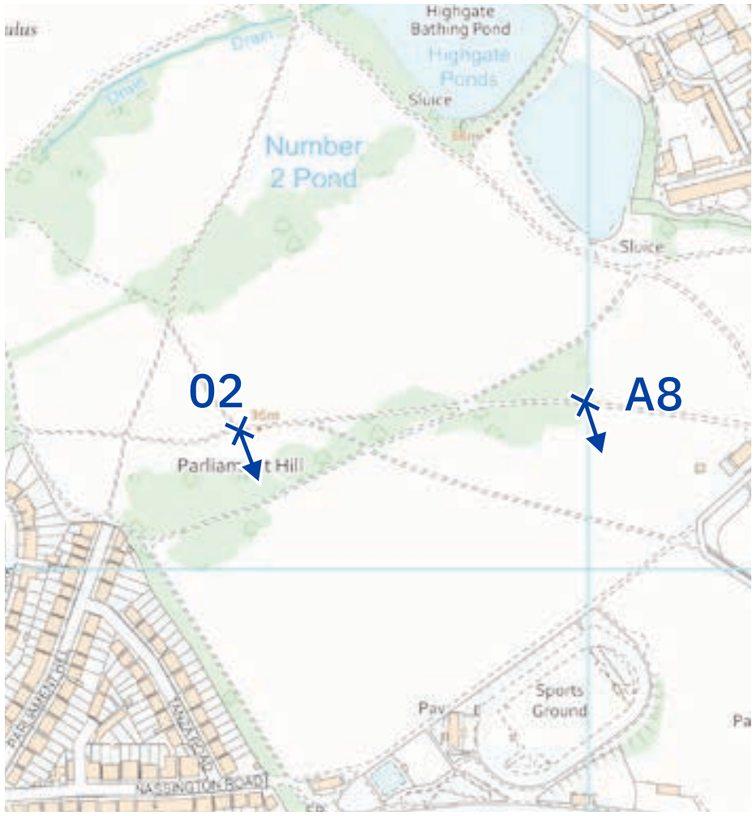


Diagram - View from Parliament Hill (LVMF 2A.2)

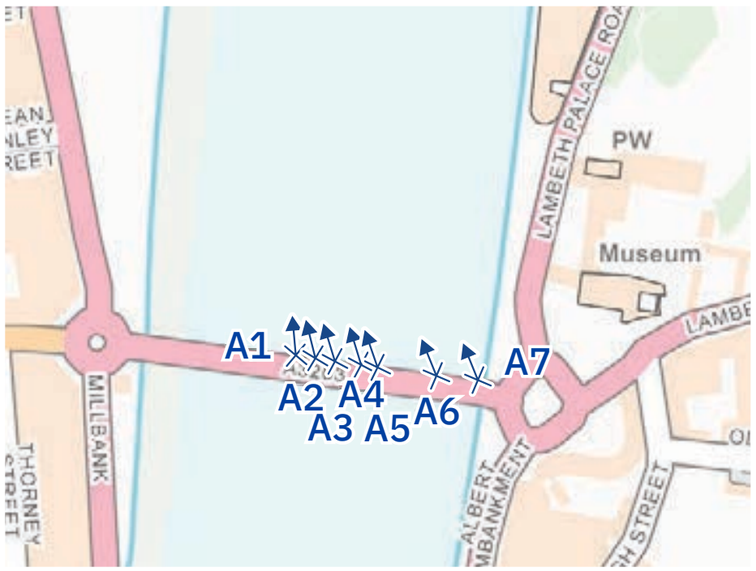


Diagram - Dynamic viewpoint along Lambeth Bridge LVMF 19A

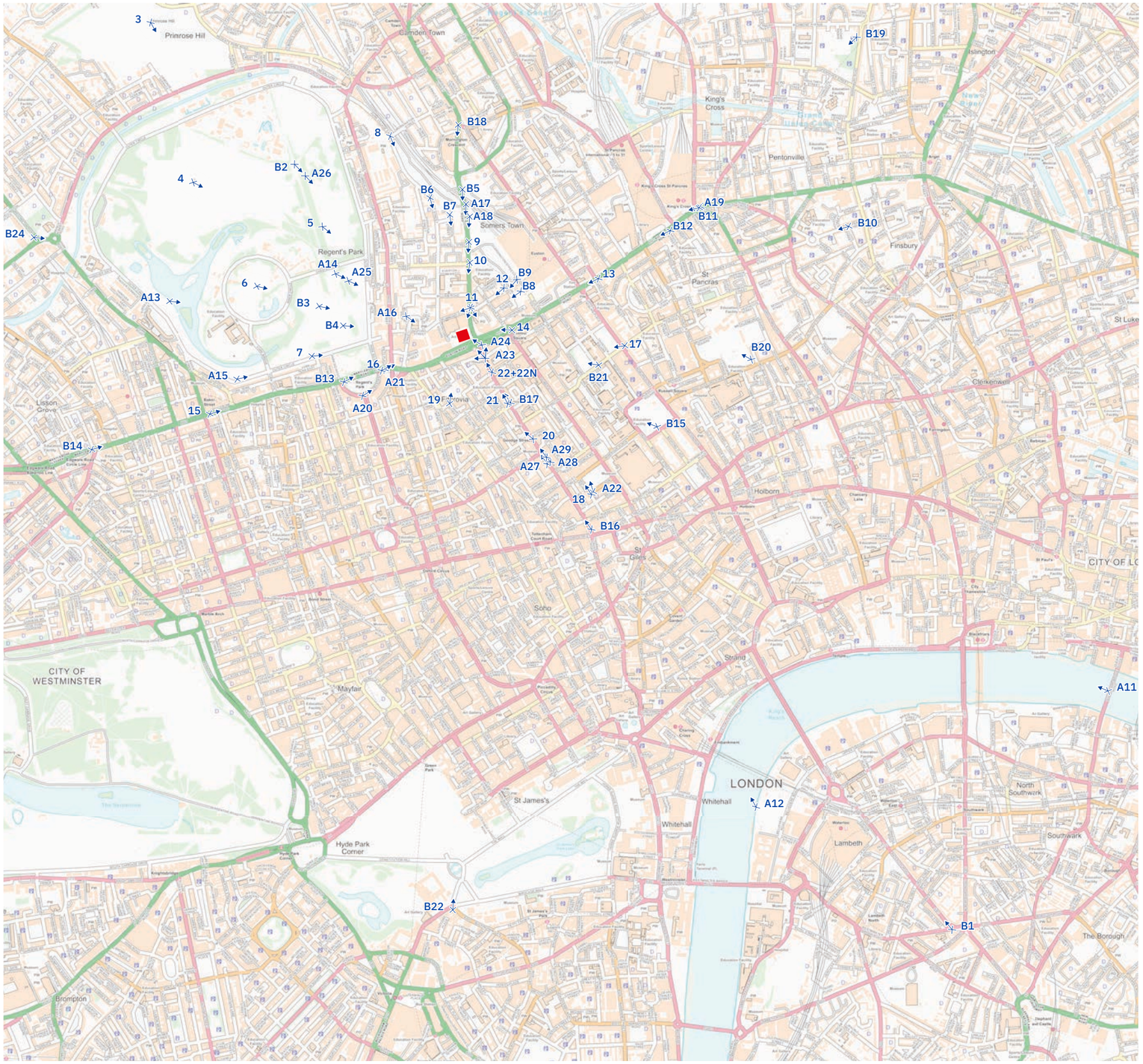


Diagram - Selected townscape and streetscape views

Photograph - LVMF 19A (telephoto)

Photograph - LVMF 2A.2 (telephoto)

Photograph - Visibility of BT Tower along Hampstead Road

Defining Height

The LVMF View 19A constrains the height of the Proposed Development, preserving the protected viewing corridor over the Palace of Westminster as seen from the kinetic view moving over Lambeth Bridge.

The view analysis from this view limits the height of any new development to little more than the height of the existing Euston Tower. Maintaining and preserving the visual appreciation of the Palace of Westminster is of highest priority and no further interference than the existing Euston Tower is anticipated.

Defining the Western Extents

The LVMF View 2A.2, looking towards the Palace of Westminster from Parliament Hill, constrains the volume of the Proposed Development from the western aspect.

This view requires analysis from both a telephoto lens view (shown above) and a broader, more contextual view. Both show the Lantern over the Palace's Central Lobby and Victoria Tower visible behind the BT Tower.

The Proposed Development will maintain these existing parameters and not encroach any further on these views than the existing Euston Tower silhouette.

Defining the Eastern Extents

Whilst not a formal LVMF view, the view towards the BT Tower along Hampstead Road is recognised as an important local view aiding wayfinding and orientation for local users and pedestrians around the site.

This view has informed the eastern and southern aspects of the Proposed Development, which has been carefully designed to maintain views to the BT Tower as people journey south past the site.

3.3 Key LVMF & Local Views

Photograph - LVMF 2A.2, Parliament Hill: the summit

Photograph - LVMF 2A.2, Parliament Hill, Telephoto: the summit (telephoto)

Photograph - L2, Lambeth Bridge: LVMF 19A.2, Winter

Photograph - L1, Lambeth Bridge: LVMF 19A.1, Winter

Photograph - Fitzroy Square, south west corner

Photograph - Tottenham Court Road, at Grafton Way

Photograph - Hampstead Road, junction with Drummond Street

Photograph - Hampstead Road, junctions with North Gower Street

Photograph - Bedford Square

Photograph - Euston Road, at Tottenham Court Road

3.4 Pedestrian Movement

Given the proximity of Euston Station as a key transport interchange supported by nearby stations at Warren Street and Great Portland Street, Regent's Place sees large amounts of people movements per day.

Given the high number of pedestrians, of which would increase with the Proposed Development, the proposed scheme has carefully reviewed the existing conditions around the Euston Tower and identified that increasing pedestrian comfort levels (PCL) and ground floor permeability are important factors to consider for the Proposed Development.

To further inform this aim, Velocity Transport Planning has reviewed and surveyed the existing footfall so that the design team can accurately assess the impact a new ground plane would have on the immediate and surrounding areas.

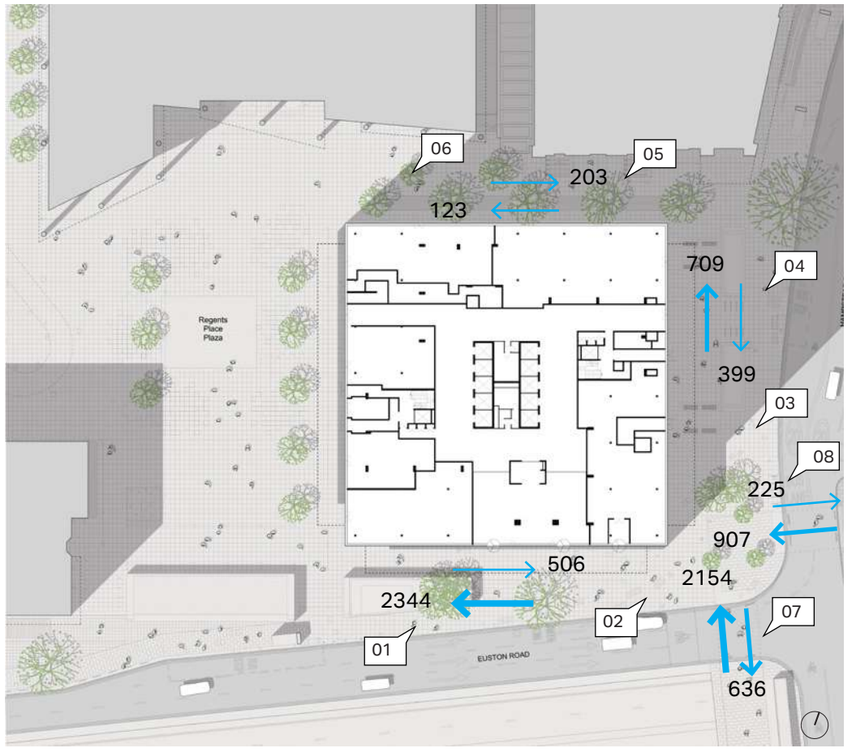
Pedestrian flow data collected in a survey undertaken in April 2023 has been used to establish an existing baseline for pedestrian flows surrounding the site. The survey captured Euston Road (northern footway), Hampstead Road (western footway), Brock Street (north of the site) and the pedestrian crossings on Hampstead Road (northbound) and Euston Road (off-slip).

The existing AM and PM pedestrian flows are shown in the plans opposite.

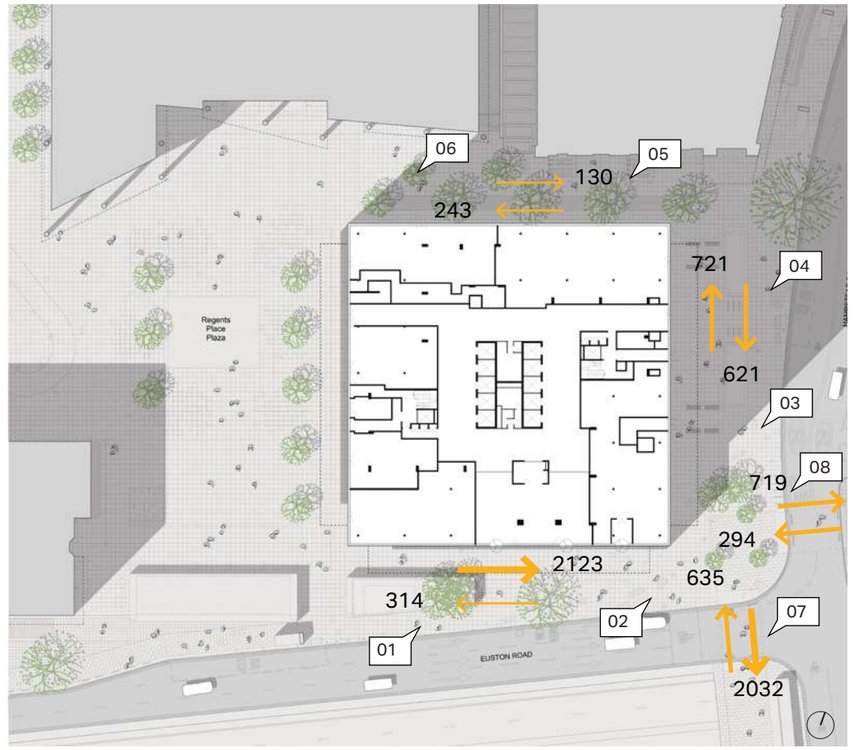
A PCL (Pedestrian Comfort Level) assessment has been undertaken of existing flows on the surrounding footways during the peak pedestrian hour, to asses the level of comfort based on the level of crowding a pedestrian experiences when walking along a street. PCL designates a score (from A+ to E) whereby a PCL A provides a pleasant walking experience, and a PCL E is uncomfortable and restricted.

The existing footway widths provide comfortable pedestrian conditions, with the lowest score of an A. The two signalised pedestrian crossings on Euston Road and Hampstead Road have PCL scores of A.

For more details on the proposal's approach to pedestrian matters, please refer to the Transport Assessment submitted by Velocity in support of this application.



Drawing - Existing Pedestrian Flows - AM Peaks



Drawing - Existing Pedestrian Flows - PM Peaks

AM Peak Flow
PM Peak Flow

01 Reference number

Ref.	Link	Link Type	Peak Hour Flow	Clear Footway Width	PCL
1	Euston Road	Office and Retail	2176	8.8m	A
2	Euston Road	Office and Retail	2851	7.8m	A
3	Hampstead Road	Office and Retail	1108	17.4	A+
4	Hampstead Road	Office and Retail	1108	13.4m	A+
5	Brock Street	Office and Retail	326	7.6m	A+
6	Brock Street	Office and Retail	326	11.6m	A+
7	Euston Road Crossing	Office and Retail	2929	6.7m	B+
8	Hampstead Road Crossing	Office and Retail	1192	6.5m	A-

Table - Existing pedestrian comfort levels

3.5 Cyclist Movement

Cycling has become an increasingly important consideration in building design over the past few years, as the numbers of people cycling as part of their transport, exercise or leisure routines has continued to grow.

This increase is especially noticeable throughout central London, where cycling is seen as a healthy and efficient way to replace tube or bus journeys - something that has become much more relevant in response to the COVID-19 pandemic. Cycling has the potential to substitute for short car trips, particularly those less than five kilometres in length however many people will cycle longer distances.

The Proposed Development at Euston Tower has considered cycling from the outset of the design process and has made the delivery of a best-in-class cyclist experience an intrinsic part of the development. The diagram opposite illustrates both the site and some of these networks.

The cycling provisions proposed as part of the Euston Tower scheme are illustrated in more detail in later chapters of this document, and underline both British Land and the Design Team's commitment to providing world class cycling facilities designed around cyclists and their needs.

Many roads near to the site are marked as suitable or signed for cyclists and include lanes and advanced stop lines (ASLs) at each arm of the Hampstead Road junction / A501 Euston Road signalised junction. Hampstead Road provides cycle lanes, whilst Longford Street / Drummond Street are quieter local roads recommended for cyclists. In addition, to the south, there is a network of routes that are signed or marked for cyclists and connect the site with Marylebone, Fitzrovia and central London.

The development is conveniently located in terms of cycle accessibility with a number of local facilities and amenities accessible by cycle using the network of cycle routes in the vicinity of the site. There are a number of local cycle routes within proximity of the site, the nearest being Cycleway 27, which provide connections between Hammersmith in the west to Clapton and Homerton in the east via Paddington, Angel, Islington and Hackney.

Diagram - Existing and proposed cycle networks

3.6 Highways & Transport

Euston Tower sits at the corner of Euston Road (A501) to the South and Hampstead Road to the East.
It is bordered on the north by Brock Street and by Regent's Place Plaza to the west.

Servicing and vehicle movements around the site have been an important consideration in the design of the Proposed Development. Currently, the Euston Tower servicing and delivery is provided through a shared basement running under the entire Regent's Place Estate accessed via a ramp directly from Longford Street to the North – this basement includes a shared loading bay providing access to various buildings within the Regent's Place Estate including the Euston Tower.

Cycle

There are a number of publicly available Sheffield stands in the surrounding public realm, providing 78 cycle parking spaces. Brompton lockers are also provided within Regent's Square, allowing pedestrians to rent Brompton bikes for £5, up to 24 hours at a time.

Rail and Underground

The Site has a PTAL rating of 6b, indicating 'excellent' transport connectivity. The Site is mainly served by Warren Street Underground Station (south), Euston Square Underground Station (east) and Great Portland Street Underground Station (west). There are also several bus routes that serve the site along Euston Road (south) and Hampstead Road (east).

Bus

The Site is located in close proximity to a comprehensive level of bus provision. The closest bus stops are situated on Hampstead Road, to the east of the site, which provide access to bus routes 24, 27, 29 and 134. Euston Road bus stop to the south of the Site provides access to bus routes 18, 30 and 205. The local bus stops provide access to 148 bus services per hour.

For more details on the proposal's approach to highways and transport, please refer to Chapter 10: Technical Summary as well as the Transport Assessment submitted by Velocity in support of this application.

Diagram - Existing highways network

3.7 Daylight & Sunlight

Throughout the design of the Proposed Development, detailed technical analysis has been undertaken in order to test and limit the adverse daylight and sunlight effects of the Proposed Development on the surrounding residential properties.

Technical analysis has been undertaken by reference to the BRE Guidelines 2022. The scheme has undergone an iterative process of massing optimisation that has informed the final massing for which permission is sought.

The calculations used to conduct the analysis are based on a 3D contextual model created from surveyed point cloud data, and site photographs alongside the submitted drawings.

The following 28 residential properties have been included within the scope of the analysis:

1. 17-33 William Road
2. Schafer House, University College
3. 164-166 Drummond Street
4. 175 Drummond Street
5. 40-60 Hampstead Road
6. 1-6 Tolmers Square
7. 183 North Gower Street
8. Euston Square Hotel
9. Warren Court Euston Road
10. Lizmans House, 321 Euston Road
11. 63-68 Warren Street
12. 62 Warren Street
13. 60-61 Warren Street
14. 59 Warren Street
15. 58 Warren Street
16. 57 Warren Street
17. 56 Warren Street
18. The Grafton Hotel
19. 8 Warren Street
20. 9 Warren Street
21. 10 Warren Street
22. 11 Warren Street
23. 12 Warren Street
24. 13-14 &118-120 Whitfield Street
25. 15 Warren Street & 161 Whitfield Street
26. 16 Warren Street
27. 17 Warren Street
28. Duches House, 18-19 Warren Street

For more detailed information, please refer to “Chapter 10.6 - Daylight & Sunlight Analysis” as well as the Daylight, Sunlight and Overshadowing report prepared by Point2 submitted as part of this application.

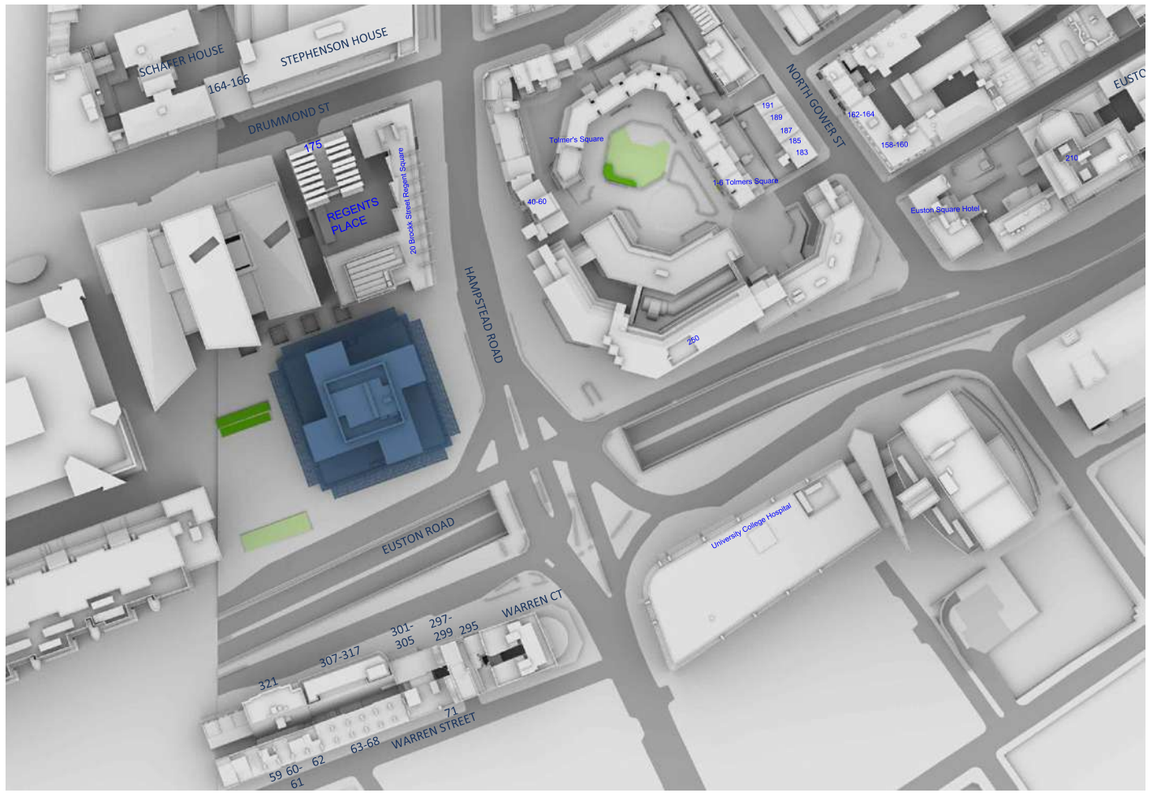


Diagram - Plan view of existing Euston Tower in DLSL model

Diagram - Axonometric view of existing Euston Tower in DLSL model

3.8 Wind Conditions

Arup's Wind Engineers have been working with the design team throughout the design process to provide both qualitative and quantitative assessments and advice. The addition of any new tall building into the built environment will alter the wind environment around it. Good wind microclimate conditions are necessary for creating outstanding public spaces for all.

Adverse wind effects can reduce the quality and usability of outdoor areas, and lead to safety concerns in extreme cases. Physical wind tunnel testing (undertaken by Arup and RWDI) and computational fluid dynamics modelling (undertaken by Arup) have been used to develop the architectural form and associated public realm in line with Microclimate guidelines. Images from this testing are included opposite.

The baseline conditions across the existing site and the surroundings have been defined using wind tunnel testing to provide a detailed, quantitative assessment. Mean and peak wind speeds have been measured for both the windiest (normally winter) and summer seasons.

Some of the key considerations relating to wind mitigation for the Proposed Development are outlined below:

Height: Any new massing above the existing surroundings can cause volumes of air to be deflected down as well as up and around.

Building plan shape: Aligning any new building with prevailing winds may be helpful.

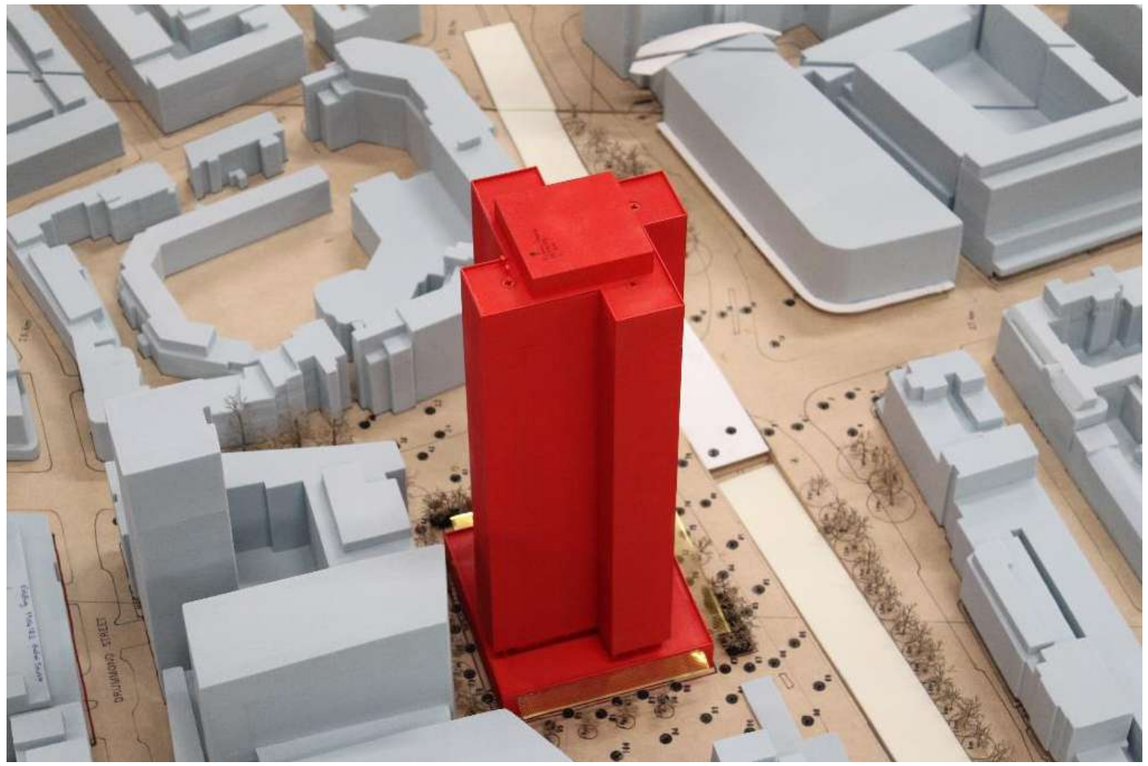
Steps/podiums: May help keep winds above ground level.

Canopies: May be louvred and used with podiums to reduce wind from reaching ground level without throwing the wind issues off-site. Louvred canopies are sometimes highly effective at redirecting wind. Louvres may be horizontal, angled or vertical.

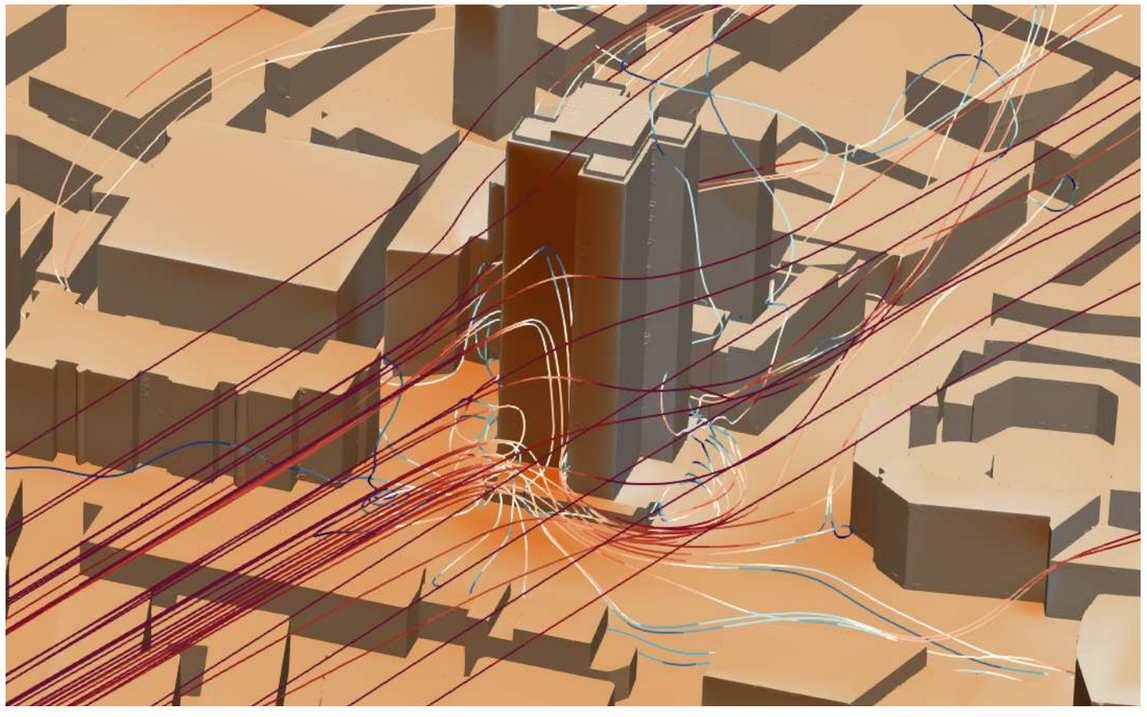
Ground-level mitigations: This could include trees, shrubs, public art, way-finding signs or other screen elements.

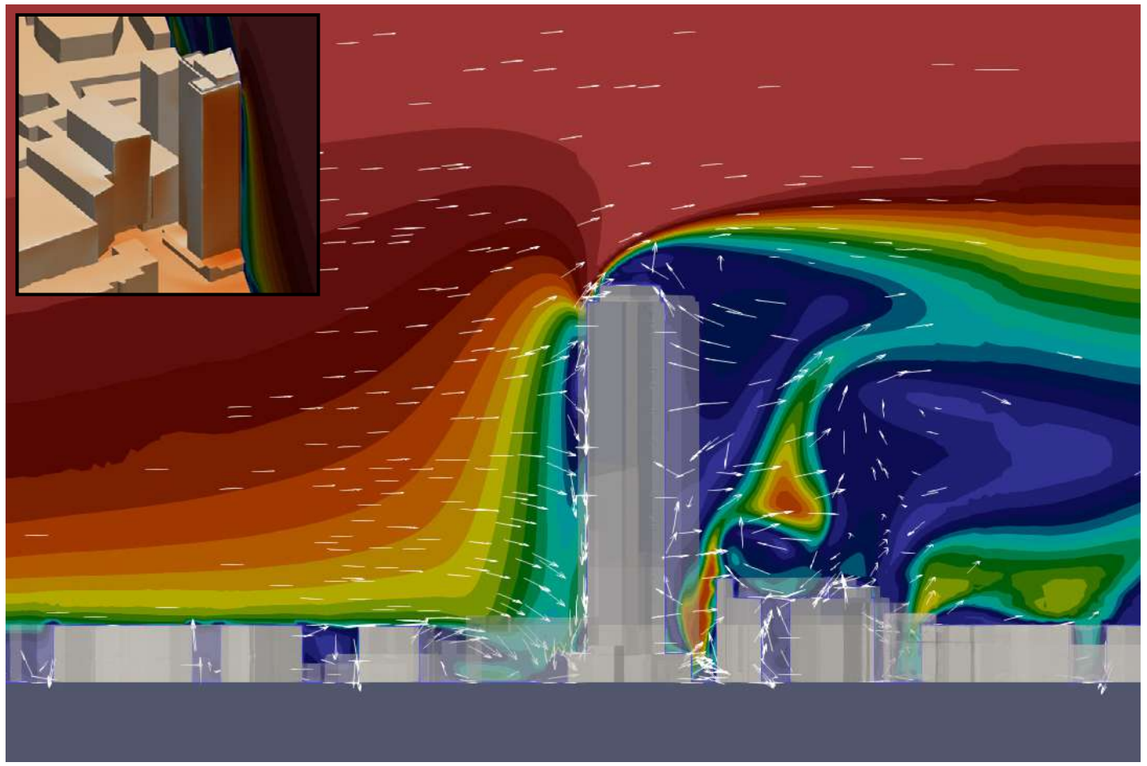
A comparison of the existing and proposed site wind conditions can be found in Chapter 10.1 Designing for Wind.

Photograph - Euston Tower wind mitigation canopy, installed early 2000s



Photograph - Euston Tower wind tunnel testing





Digital model - CFD testing the existing building demonstrating pressure differentials and downdraft

4.0
CONCEPT

Verified View - Proposed Euston Tower from Tottenham Court Road, south of the A5204 - teal overlay

Photograph - Conceptual massing model

4.0 Concept

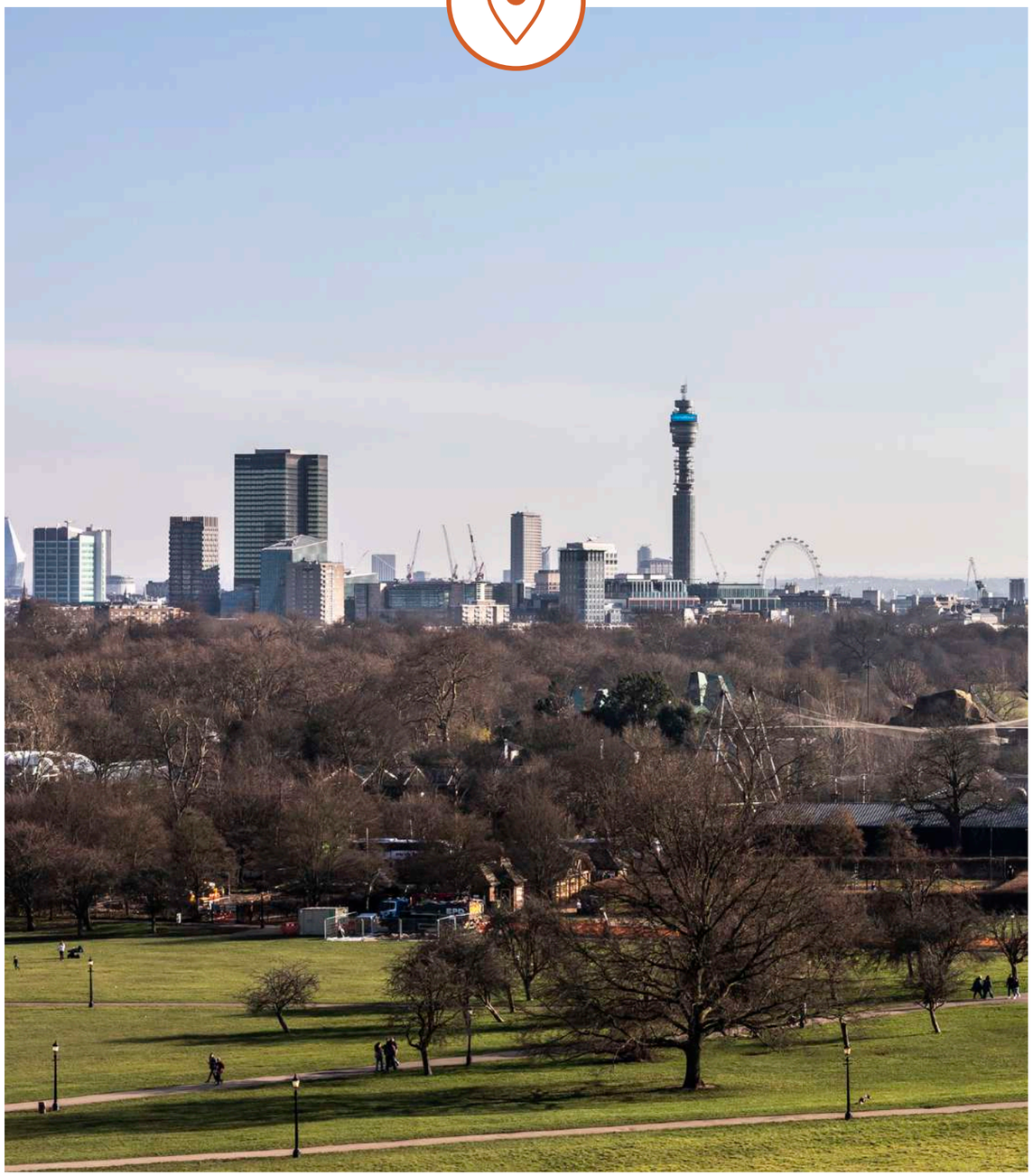
This section of the report summarises the conceptual approach to the Euston Tower design proposal, key design strategies, building programme and materiality.

4.1 Contextual Approach

A thorough understanding of context as outlined in the preceding chapter has been fundamental to the evolving Euston Tower proposals. This contextual analysis has helped define a framework within which the Proposed Development has evolved and evaluated against to ensure the resultant proposals respect and reinforce the surrounding context.

The key design principles as defined in Chapter 1 and responding to the project missions, operate at a range of scales and timeframes. Driven by these key design principles, the contextual approach is proposed to operate at these scales; the city scale, the human scale and the tactile scale.

The photographs opposite reference the setting for these three scales at which the design team have approached and responded to the context. They set the scene for the following pages, which outline how these different scales have informed the design concept for the Proposed Development.



City Scale - The Tower

Photograph - View of existing Euston Tower from the summit of Primrose Hill

Human Scale - The Podium

Photograph - View of existing Euston Tower along Hampstead Road

Tactile Scale - The Colour, Materiality and Durability

Photograph - Close-up view of existing Euston Tower facade

4.2 Scales of Contextual Approach

City Scale - The Tower

The height of the Proposed Development is informed by the height of the existing tower, currently the second tallest in the borough and surrounded in its immediate context by significantly lower buildings. The Proposed Development therefore has the opportunity to enhance the evolving skyline of the city and continue to act as a landmark tower for Camden from all four directions.

The Proposed Development's sensitivity to this 360 degree visibility results in a form that addresses north, south, east and west equally, eliminating any sense of a 'back' elevation. The simplified form is consistent from each direction whilst remaining coherent and recognisable on the skyline. The Proposed Development acknowledges its immediate context through articulation and massing, striking a calm, ordered form in the long-range views such as from Regent's Park and Primrose Hill.

In the mid-range views, the tower conceptually acknowledges its situation as the northern book-end to Tottenham Court Road, making reference to the architectural language of the tall building that acts as the southern book-end to Tottenham Court Road, Centre Point. This conceptual connection is discussed in more detail further in Chapter 4.4

Human Scale - The Podium

The proposed podium sits at the base of the tower, and provides an opportunity for the Proposed Development to relate to the local context at a more human scale. Datums in section taken from the surrounding built fabric ground the proposed massing in its context and create a more coherent streetscape for the pedestrian. Whilst the tower talks to the skyline, the podium refers to the character and articulation of neighbouring buildings and streets.

The podium acts as a transition between the tower and the ground level and as such can mediate the division between the workspaces and the public realm. Following the key design principle around social sustainability as outlined in Chapter 1, the concept for the podium creates a new, accessible series of spaces that respond to the local context, and provide permeability across multiple levels.

Tactile Scale - Colour and Materiality

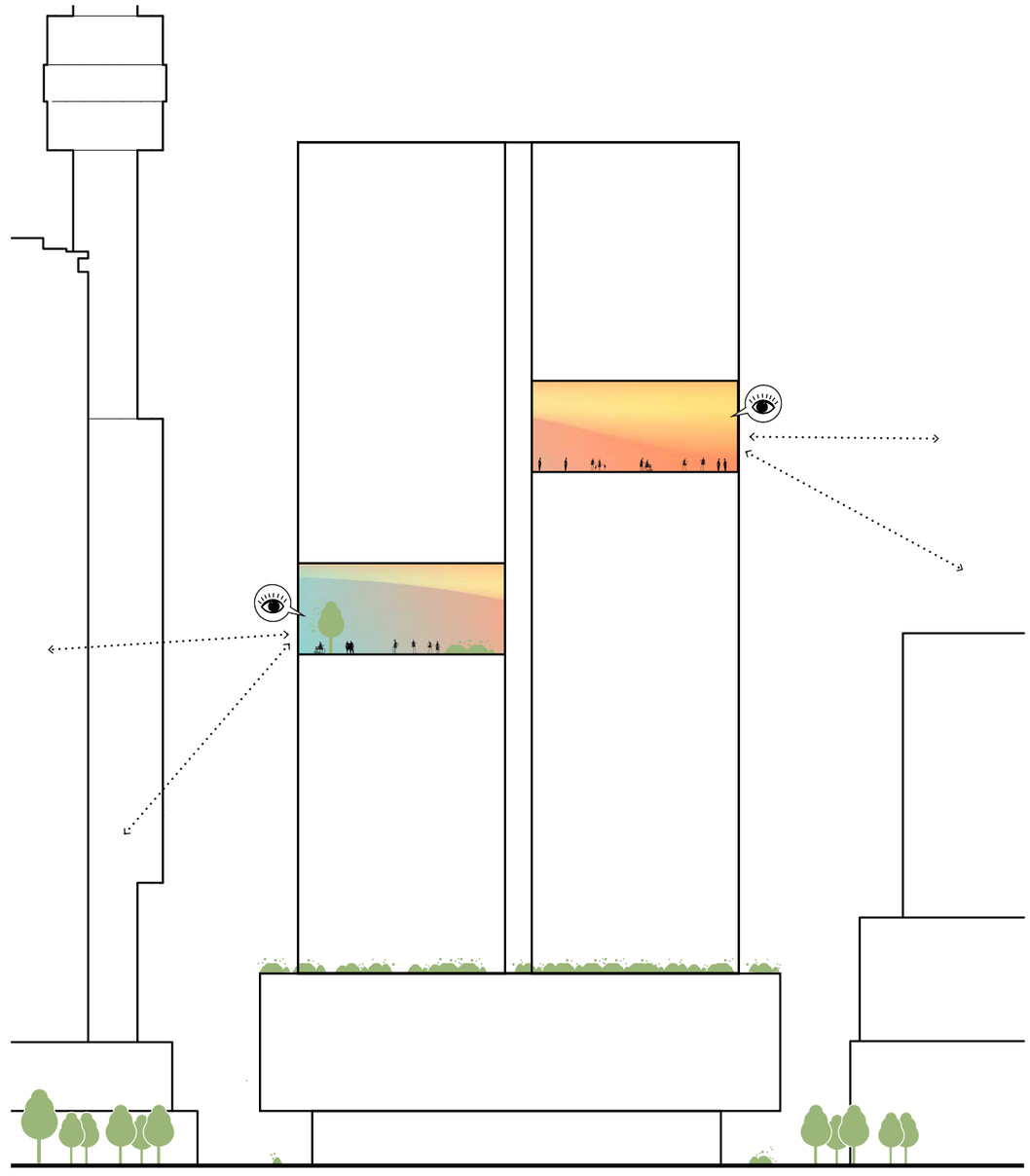
The Proposed Development's tactile scale refers to the character and tones of the immediate context that have defined the approach to facade design, colour and detailing. This scale is important, as successfully responding to it allows the Proposed Development to integrate within their surroundings.

Referencing the materiality and appearance of notable buildings in Camden, in particular Centre Point and Space House, the contextual approach proposed for the tower allows the facade elements to present a sense of solidity and carved sculptural form within their detailing and tectonics, whilst reflecting the lighter tones of taller buildings in the Borough.

Taking cues from the warm colour palette and tactile materiality of the local red and brown brick built fabric, especially down Tottenham Court Road, the proposed approach to materiality in the podium seeks to relate to the architectural history of the area.

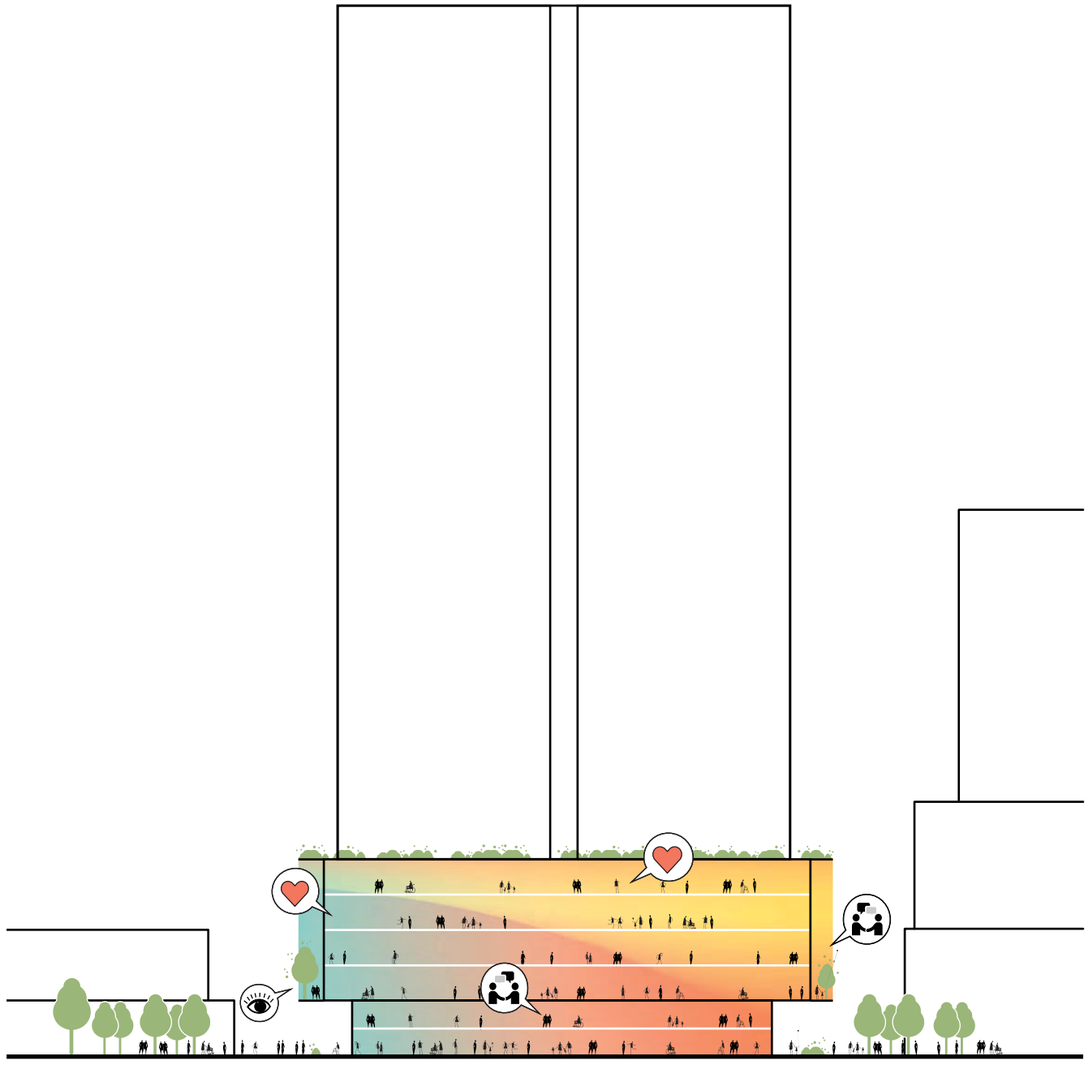
Solid, durable and robust materials that embrace weathering, patina and aging to mature over time are proposed to help further anchor the proposals in its context.

The following pages outline these different scales of contextual approaches in more detail.



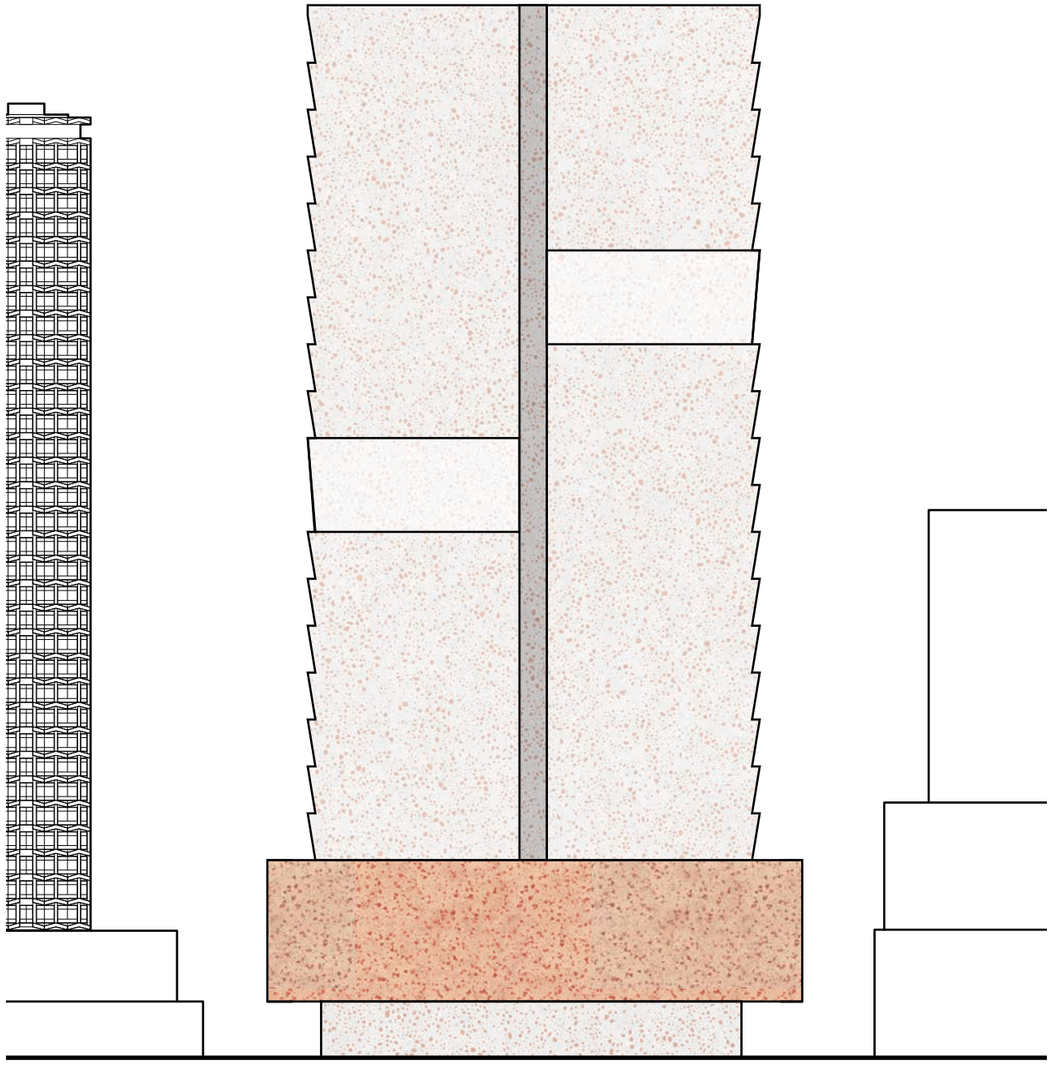
City Scale - The Tower

Diagram - City Scale: the tower massing should respect and enhance the skyline, and book-end Tottenham Court Rd.



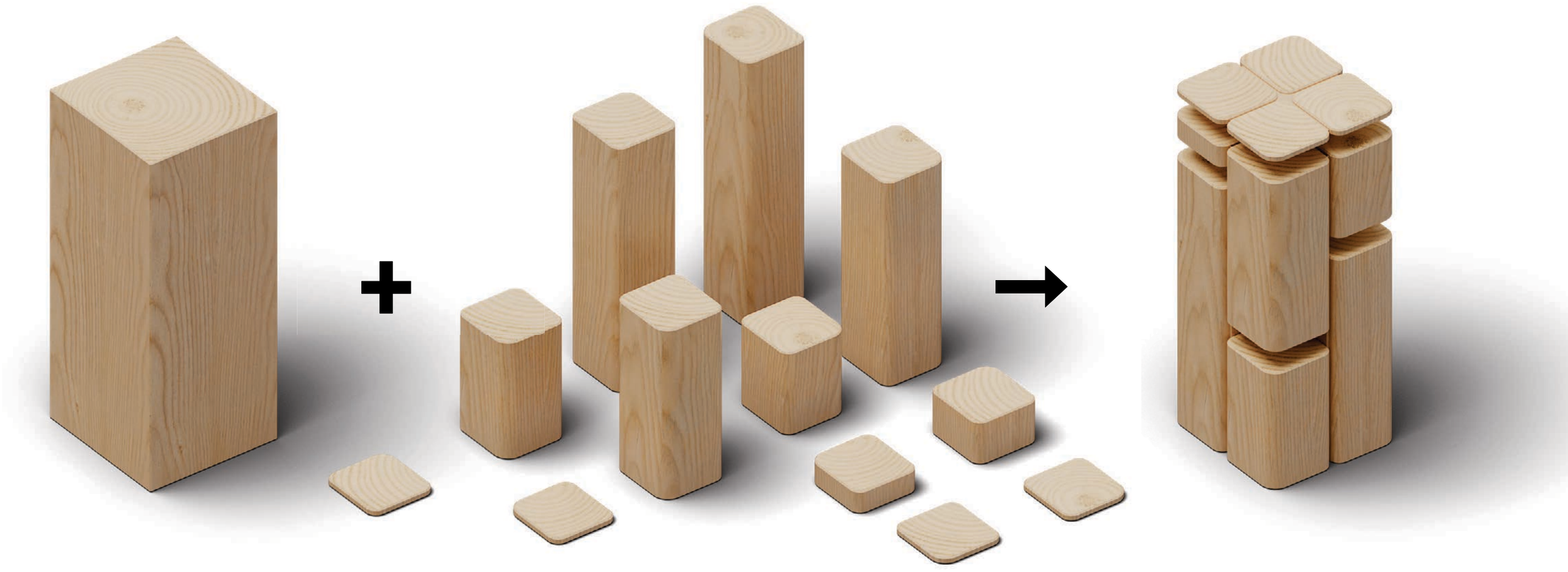
Human Scale - The Podium

Diagram - Human Scale: the podium should relate to the local streetscape and provide access across multiple levels



Tactile Scale - The Colour and Material

Diagram - Tactile Scale: the proposal should have a contextual, robust approach to materiality, colour & adaptability



One

Many

Connected Vertical Neighbourhood

Diagram - Developing the four quadrants concept

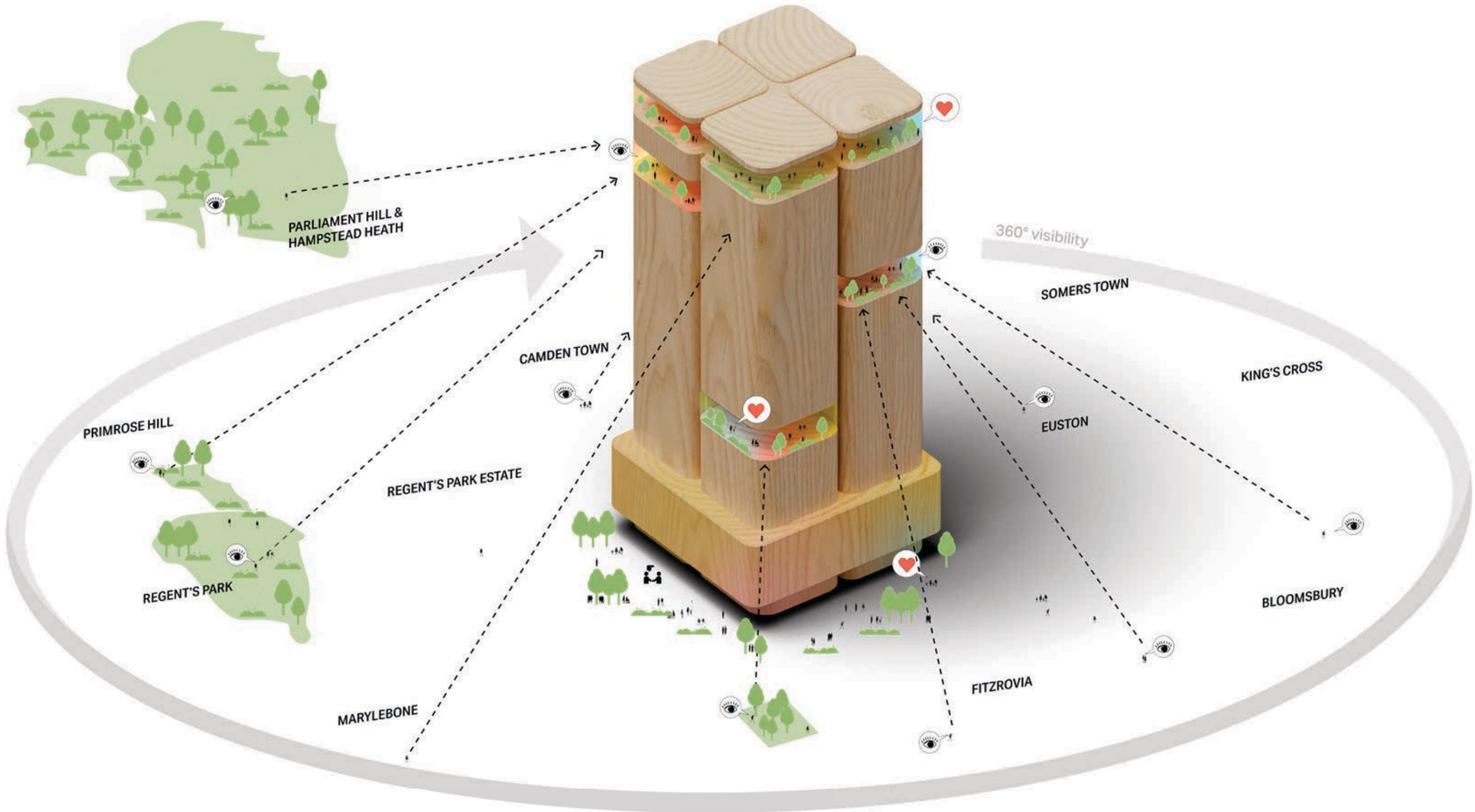


Diagram - Four tower quadrants provide a consistent and recognisable form when viewed from all sides

4.2 City Scale: Massing Concept

The conceptual approach for the Proposed Development seeks to challenge the typical tower typology and create a landmark building for Camden, commensurate with its location and prominence in the borough.

The conceptual massing approach for the Proposed Development focuses on splitting up the vertical massing to break down the scale of the building. In order to reflect the visibility of the proposals from many viewpoints across London, a massing concept has been developed with the intention of creating a coherent and consistent form when viewed from all directions.

The concept proposes that the Proposed Development is comprised of four quadrants, considered as a collected group of four thin, vertical towers. Inspiration has been taken from the way in which the pinwheel plan of the existing tower breaks down the massing into vertical sections, emphasizing the building's verticality through its form. The concept, inspired in part by the pinwheel form of the existing tower, drives the architectural approach and creates a resolved massing strategy whilst allowing the articulation of the form and facade to respond to the immediate context.

Differentiation across the otherwise uniform elevations is proposed through applying double-height cuts to form terraces in the tower massing, responding to key views out as well as the heights of local landmarks. This creates four unique elevations that respond to their immediate surroundings. The intention within this concept is for the terraces to create subtle yet special activated moments up the facade.

These horizontal cuts in the massing create an architectural character of stacked volumes, both horizontally and vertically, that combine to form a connected "vertical neighbourhood"; responsive to its context and unified by a coherent conceptual approach to the massing.

4.3 Conceptual Approach in Plan

A central core is fundamental to the Proposed Development's conceptual approach in plan as it allows the building to address each direction equally, corresponding to the 360 degree visibility of the site from across the city. A central core allows for maximum levels of daylight within the floorplates, creating excellent workspaces with impressive panoramic views north, south, east and west. Levels of daylight are further increased through an enhanced floor to ceiling height, commensurate with a high-quality office space.

An expanded floorplate provides a flexible, modern workplace with the opportunity for double-height spaces to be created along the facade. The quadrants in plan allow for flexibility in space planning, such that workspaces can be broken up into clusters or operate as one, continuous floorplate.

The servicing strategy is integral to the overall 'four quadrant' building concept. The four air handling units required per floor throughout each element of the Proposed Development serve to divide the four quadrants in both plan and elevation, expressing the ventilation requirements of a modern office and lab-enabled commercial building on the exterior. In part, a focus on reducing carbon and energy use has driven this servicing strategy, and for more detailed information please see Chapter 4.9 Servicing Concept.

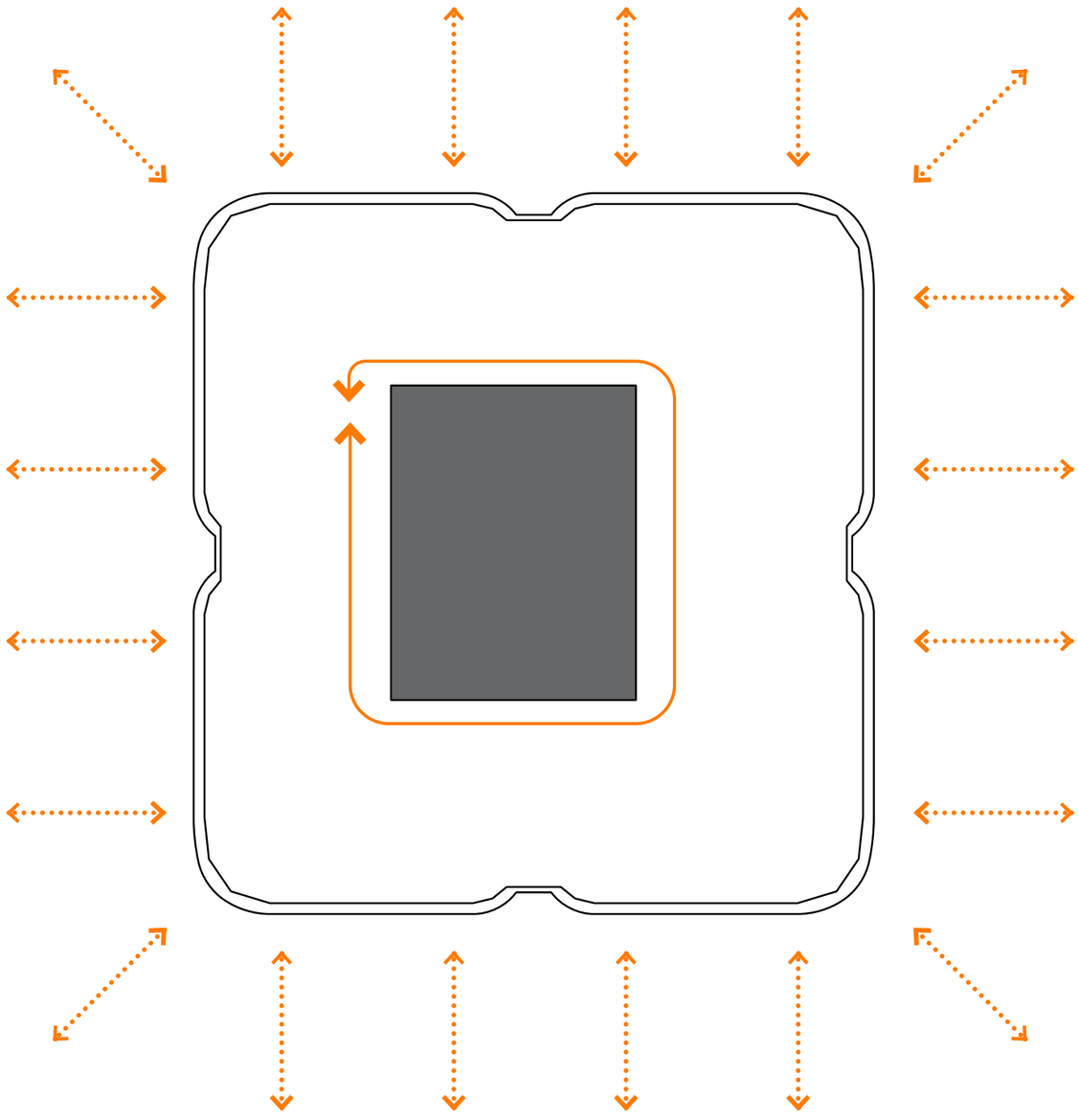


Diagram - Central core allows for 360 degree views and daylight across the floorplate

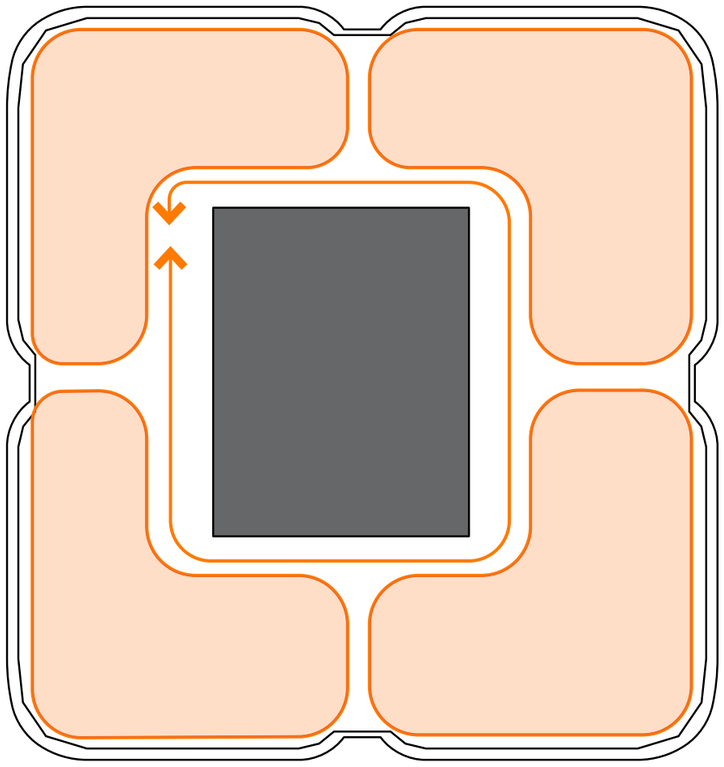


Diagram - Expanded floorplate creates large, high-quality workplace areas with flexibility for double-height spaces

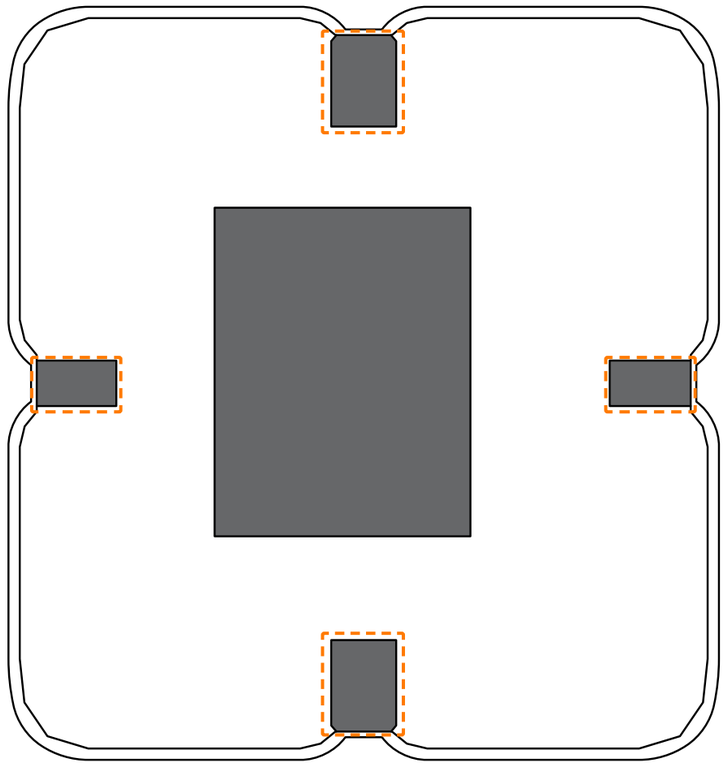


Diagram - Efficient perimeter air-handling units are expressed on facade

4.4 A Tower Responding to its Context

A Conversation with Centre Point, *across* Tottenham Court Road

The tower has a unique opportunity to respond explicitly to its singular position in the local context and engage with the architectural character and heritage of notable tall buildings in the London Borough of Camden. Conceptually, the proposals reference the architectural language of George Marsh and Richard Seifert's Centre Point and Space House, as well as The Standard Hotel, formerly the Camden Town Hall Annex, and originally designed by Sydney Cook. A focus on a consistent, coherent approach to articulation, regular fenestration, a sculptural, carved expression to the facade, and a light-coloured tactile materiality, inform a conceptual framework that drive the development of the design.

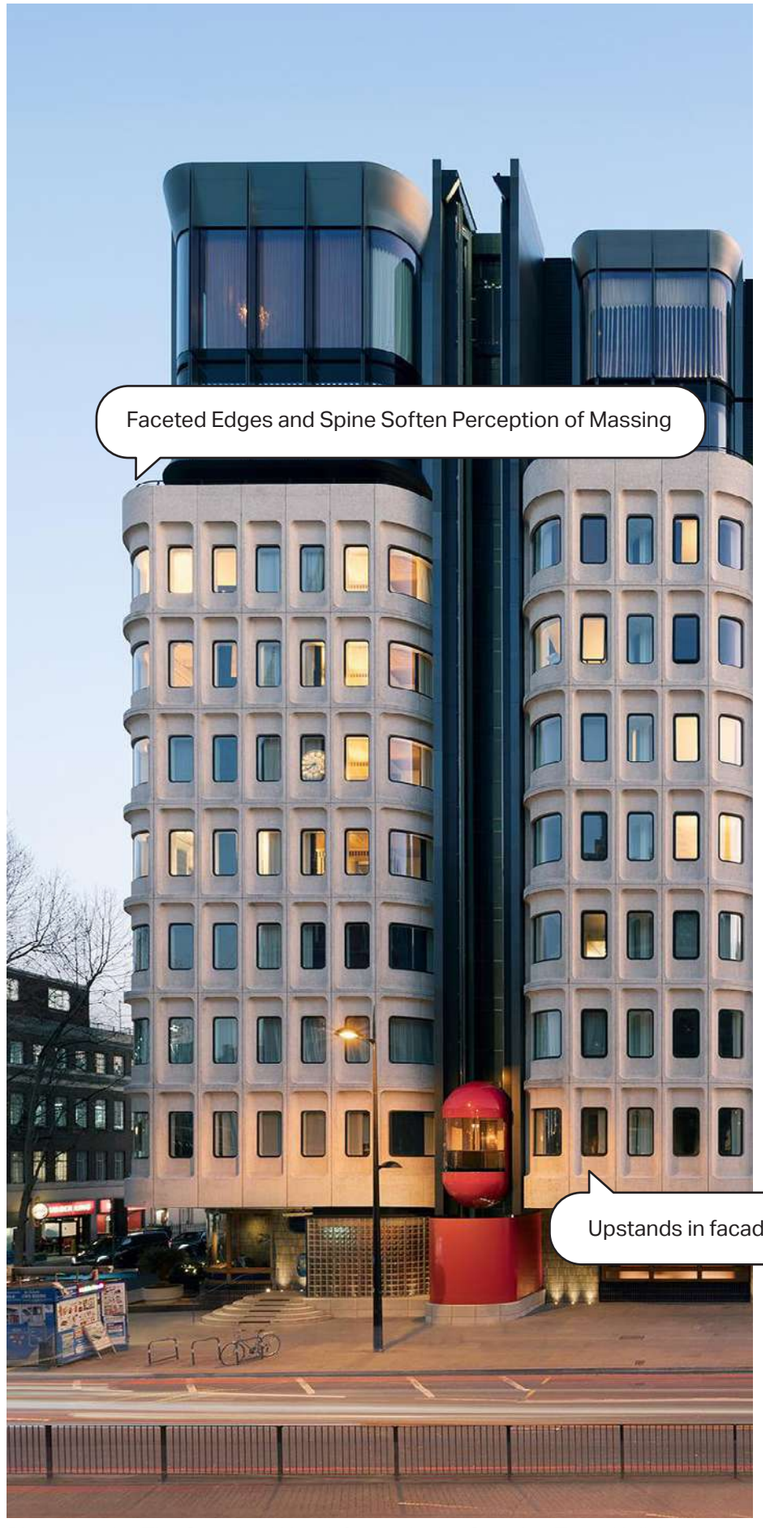
Located at the northern end of Tottenham Court Road, Euston Tower frames this prominent north-south artery in the city, signalling the point at which Hampstead Road begins and continues the journey north, connecting Central London with Camden Town and, further on, Hampstead Heath. At the other end of Tottenham Court Road, Centre Point frames the southern terminus. This relationship therefore, between Centre Point and Euston Tower via Tottenham Court Road, presents an opportunity for a strong conceptual connection:

Centre Point providing the southern bookend, and Euston Tower providing the northern bookend to Tottenham Court Road

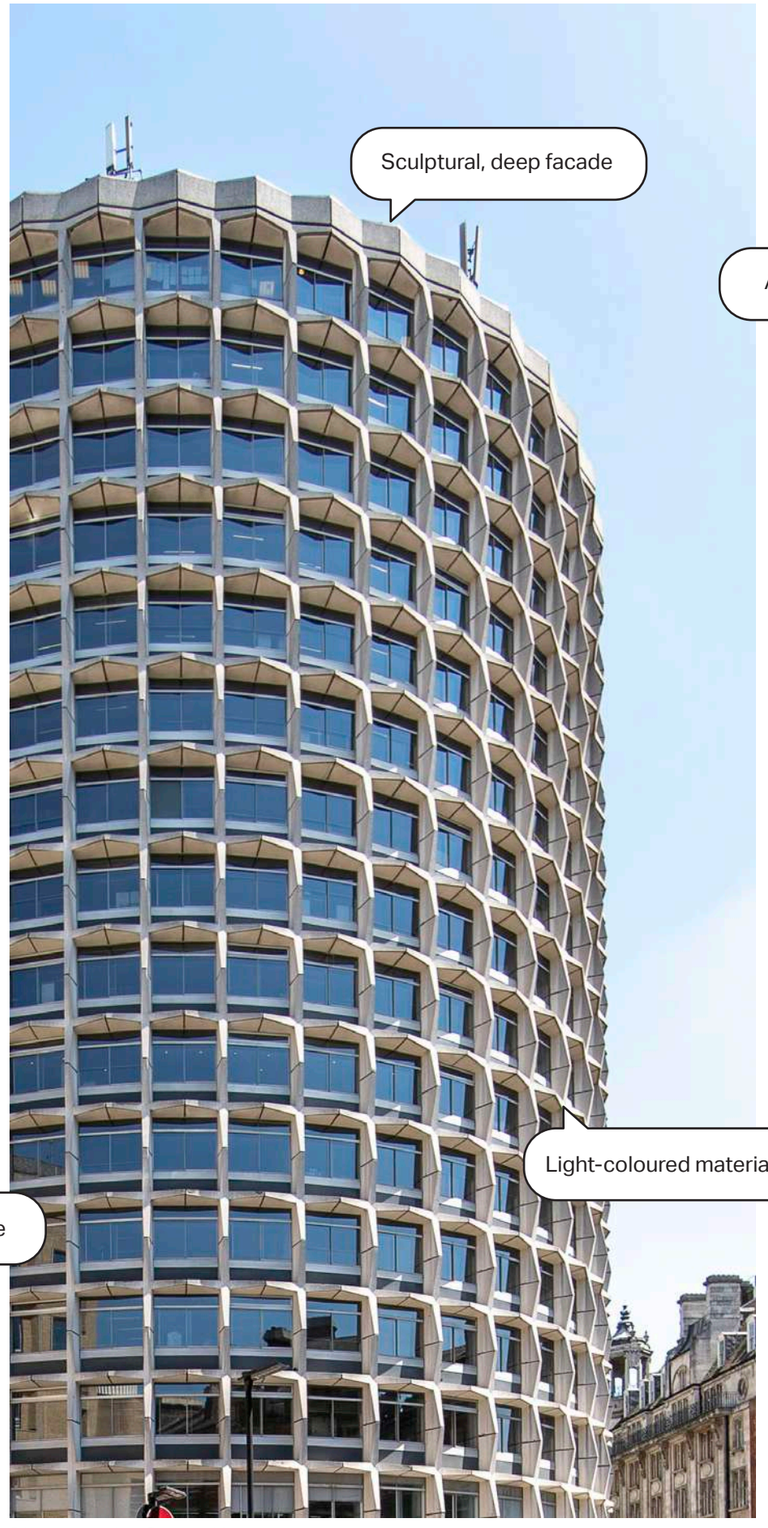
...further down Euston Road

Camden Town Hall Annex

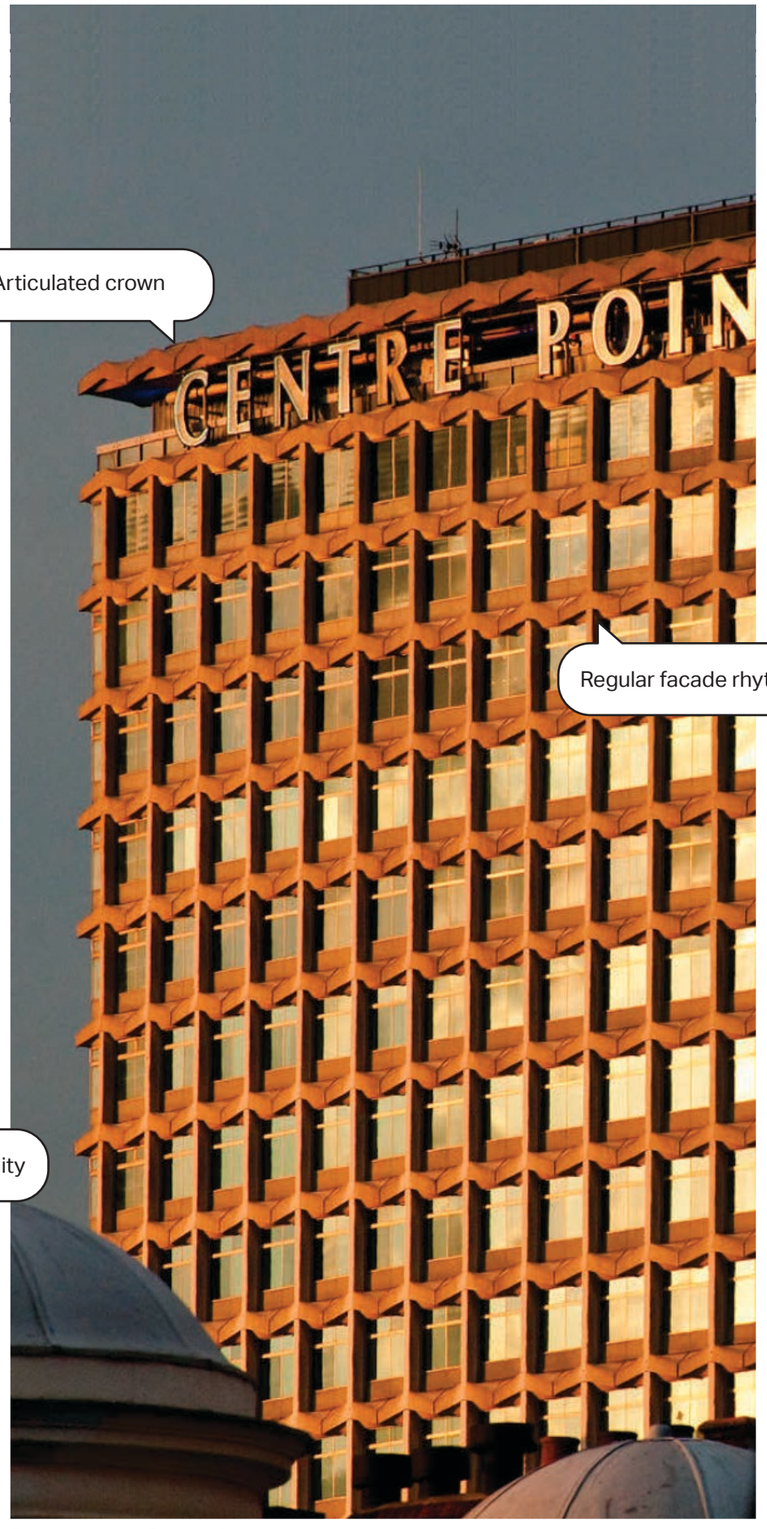
Diagram - "A Conversation *Across* Tottenham Court Road" making a contextual link to Centre Point, as well as other notable buildings in Camden



Photograph - The Standard Hotel, formerly the Camden Town Hall Annex



Photograph - Space House



Photograph - Centre Point

4.5 Human Scale: The Podium

At a local level, the proposed massing for the podium intends to recognise indicative datums set by its immediate context. The relative consistency of building heights down Tottenham Court Road, particularly on the west side, set an indicative datum for the height of the podium, upon which the tower will sit and respond to the wider city scale as outlined on the preceding pages. This datum helps contribute to a more coherent conclusion to the streetscape and reinforcing, in massing terms, that north-south connection, across Euston Road, between Hampstead Road and Tottenham Court Road.

In contrast to the existing Euston Tower, the concept is to connect the lower levels with the public realm, creating a permeable, accessible and engaging podium over multiple floors. Importantly this also includes significantly improving the microclimate around the site. This concept requires a public realm that provides compelling routes into the podium's multiple levels that are easily navigated and fully-accessible for all. The public realm is therefore envisaged as a landscape that encourages the flow of people into and around the building.

Providing the threshold between the public realm and the workspaces in the tower, the podium is conceived as a space to facilitate connections between science and tech businesses, local institutions and organisations, and support wider skill development and employment opportunities in the local community.

The 'Day in the Life' diagram on page 103 exemplifies this aspiration - through an open, inviting and welcoming design, the podium is conceived to support the vision for Euston Tower. Namely, 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, at all stages of life and experience.

A Podium Which Responds To Context

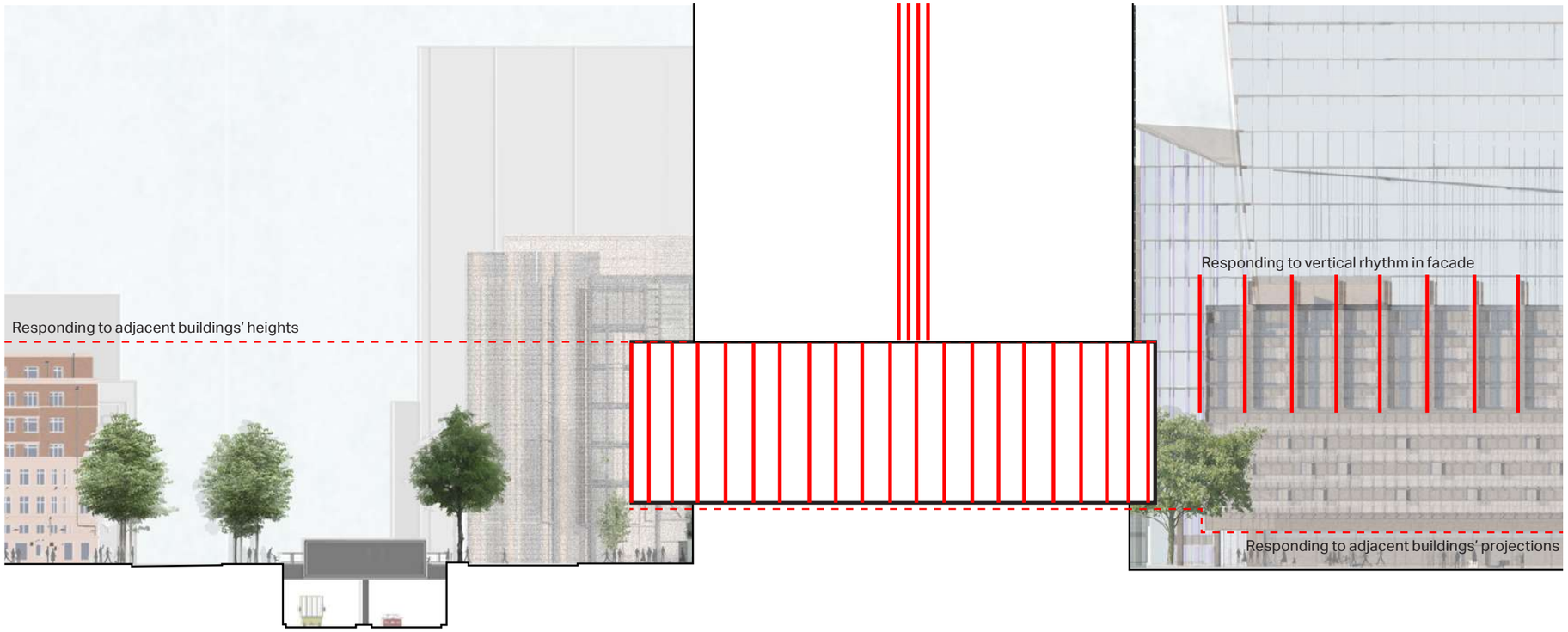
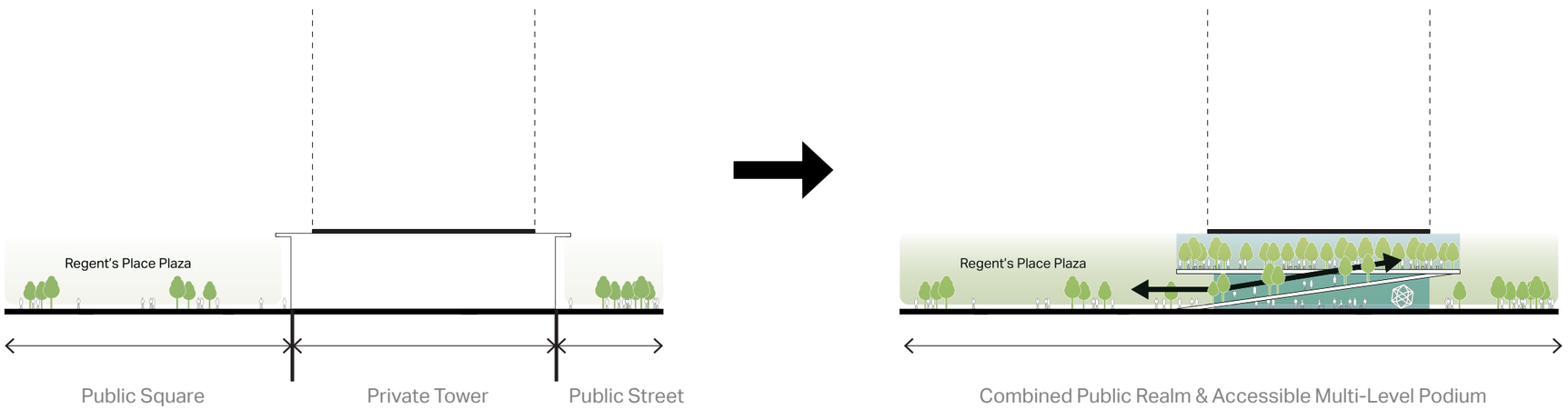


Diagram - Podium height responds to datums set by adjacent buildings



Existing Condition

Proposed Concept

Diagram - A multi-level podium concept

5. GROW

SCIENTIST

EUSTON TOWER CREATES AN ECOSYSTEM FOR BUSINESSES TO CONNECT AND GROW

4. CONNECT

GRADUATE

BEGIN A CAREER IN SCIENCE AND TECHNOLOGY IN THE LAB-ENABLED ACCELERATOR SPACE CATERING TO START-UPS

6. SHARE

MENTOR

KNOWLEDGE SHARING AT THE TOWER CAN INSPIRE THE NEXT GENERATION OF SCIENTISTS

3. LEARN

YOUNG PERSON

PUBLIC EVENTS AND PARTNERSHIPS BETWEEN COMMUNITY AND KNOWLEDGE QUARTER ORGANISATIONS EXTEND INVITATIONS TO YOUNG PEOPLE TO EXTEND AND DEEPEN THEIR EXPERIENCE

1. PLAY

YOUNG CHILD

A PUBLIC REALM WHICH WEAVES IN PLAYFUL AND IMAGINATIVE CONNECTIONS TO SCIENCE AND TECHNOLOGY PROVIDES A LOCAL AMENITY ALONGSIDE AN ENTRY POINT TO LATER OPPORTUNITY

2. INSPIRE

CHILD

LOCAL PROJECTS AND NEIGHBOURHOOD CHALLENGES OFFER HANDS-ON AND PRACTICAL OPPORTUNITIES TO GET INVOLVED AND SPARK INTEREST IN SCIENCE AND TECHNOLOGY

Diagram - 'Day in the life' concept diagram

4.6 Tactile Scale: Materiality & Colour

The townscape images to the right reflect the warm tones of the immediate streetscape context, with the aerial photograph illustrating the lighter, cooler, desaturated tones of the taller buildings in the context.

The conceptual approach to materiality and colour proposes utilising three characteristics, which are considered holistically in relation to the surrounding context. These three characteristics are outlined below:

Solidity and Robustness

In contrast to the existing tower, the Proposed Development should reflect a tactile and sculpted facade which is inspired by Camden's architectural heritage. An increase in solidity will aid the anchoring of the proposal in its immediate context. A carefully crafted facade, detailed to accentuate a cast three-dimensionality, will reflect the architectural language found elsewhere in Camden (significantly Centre Point with its sculpturally faceted pre-cast facade, situated at the opposite end of Tottenham Court Road, as shown in the aerial photograph) and therefore hope to create a building that is a landmark and very much of its place.

Colour and Materiality

The conceptual approach to colour and materiality is rooted in an understanding of context and responds to both the skyline and the streetscape in different ways. Considering the podium, and at a human scale, the conceptual approach is to reference the warm brick tones of the surrounding brick buildings, to allow the podium to sit harmoniously in the streetscape. Regarding the tower, the conceptual approach is to reference the off-white materiality of the taller notable buildings in Camden as well as the lighter, stucco tones within the Conservation Areas and listed buildings.

Durability and Longevity

Creating a building which is timeless and futureproof is essential and the selection of materials which age well and retain their aesthetic qualities as the building ages is an important consideration. For example, colour and finishes should be consistent and not fade over time, nor be affected by sunlight or alkali conditions.

Photographs - Materiality of the existing context

Diagram - Conceptual approach to materiality and colour to better integrate within the local Camden context

4.7 Programme and Uses

The Proposed Development can be subdivided into tower, podium, amenities spaces, vertical ventilation “Breathing Spines” and terraces.

A variety of programmes are provided between the tower and the podium. The tower provides a mixture of lab-enabled and office workspaces. The bottom third of the tower provides flexible lab-enabled floorspace and the top two-thirds of the tower provide office workspaces. Tower workspaces are punctuated by dedicated and shared double height amenity spaces. The podium provides lobby space for the tower workspaces above, a series of publicly accessible spaces at lower levels of the building and an Enterprise Space aimed at fostering connections within the local community focussed on science and technology.

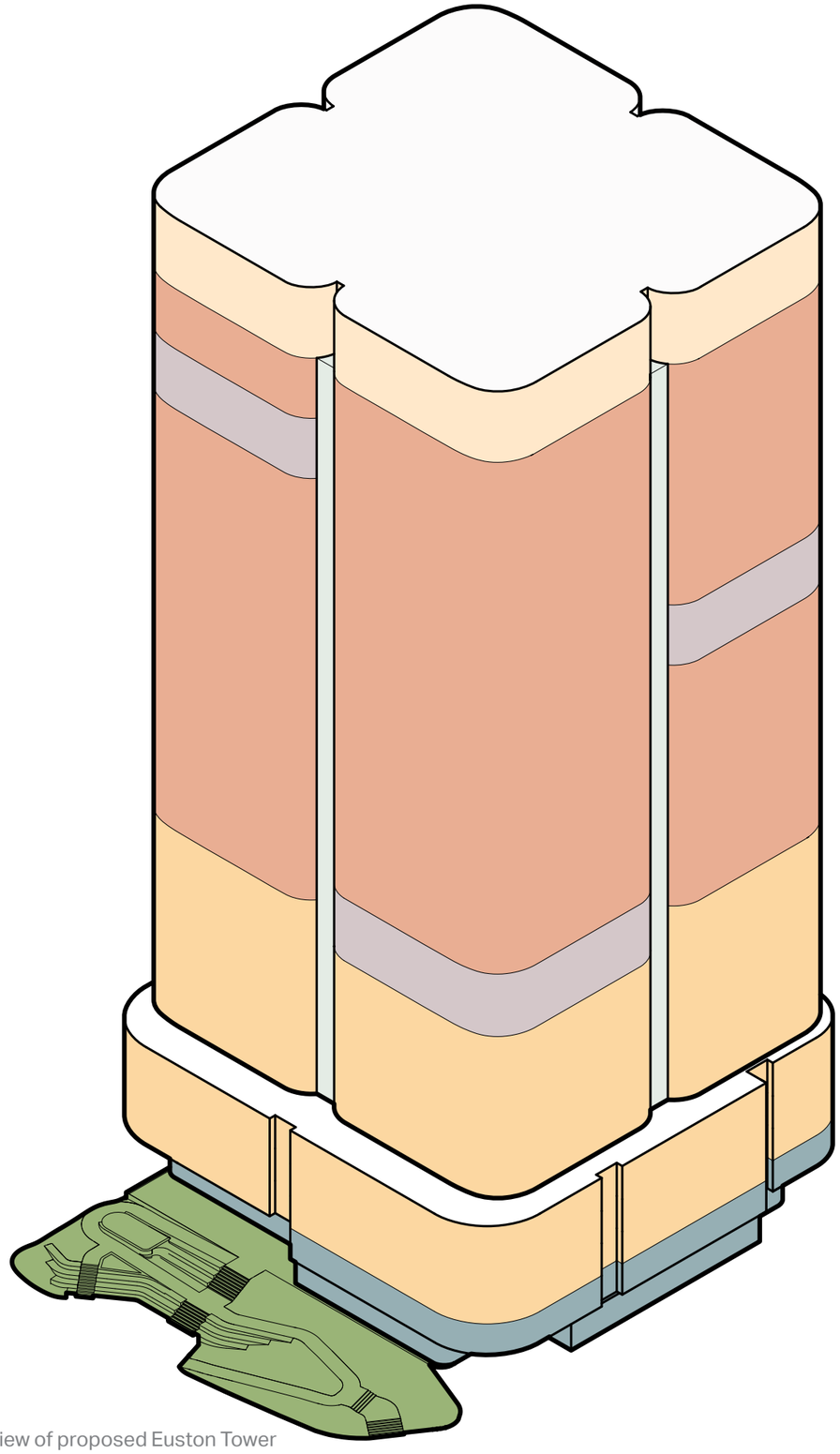
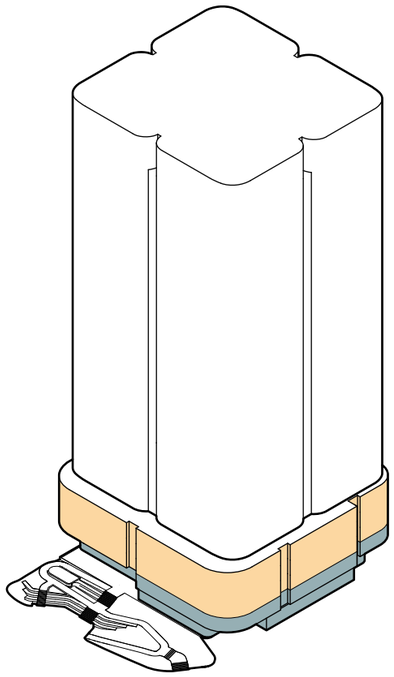
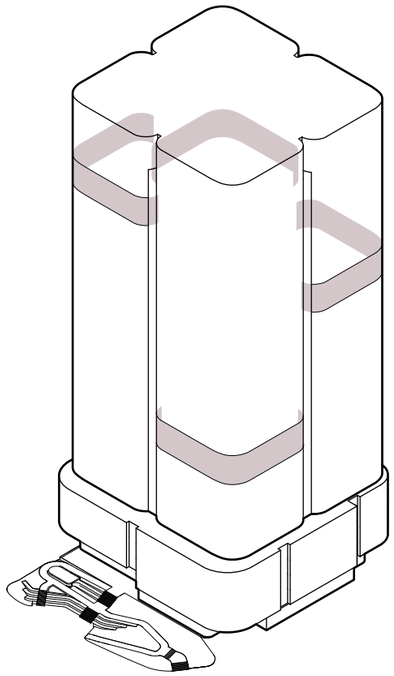


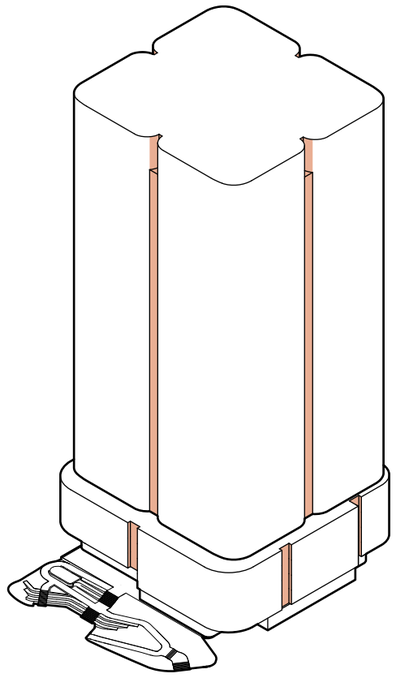
Diagram - Programme overview of proposed Euston Tower



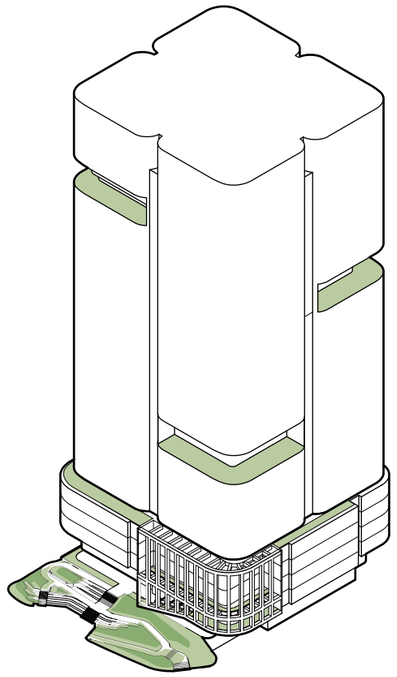
Podium



Amenity Terraces



Breathing spines



Greening and terraces

4.8 Structural Concept

The structural design of the Proposed Development is driven by a number of key principles including:

- Sustainability
- Reuse of Existing Structure
- Long-Life and Adaptability
- Demountability
- Lab Enablement

The existing floor-to-floor heights and column grids produce poor quality office space. However, the core, pile caps and dense arrangement of foundation piles have excellent potential for reuse.

The extended floor plates will attract more wind load. The removal of walls in the existing core for new lifts means the capacity of the central core has decreased. The stability system therefore needs to be supplemented which has been achieved with perimeter bracing.

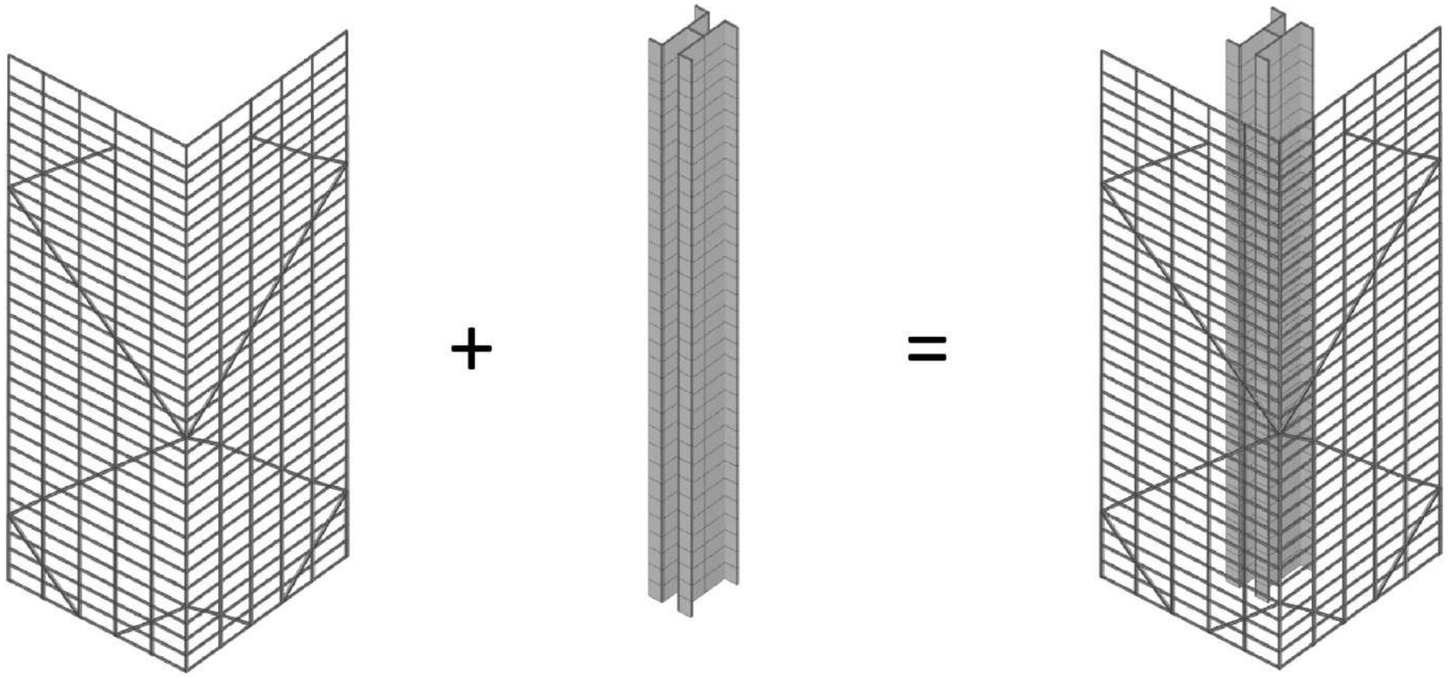
New, central reinforced concrete walls would be challenging to incorporate while retaining the existing foundations due to the increased weight and the strong ambition for a demountable and adaptable structure. New perimeter steel bracing is therefore proposed to meet these requirements.

Perimeter bracing alleviates the structural need for new stability walls in the core. The bracing has been designed to wrap around the full structure, creating an efficient, tubular system. The mega-brace system features a brace on each tower face. This bracing system is inset from the façade to allow for coupling across the spine elements.

Throughout the building, the retained existing central core restrains the intermediate floors between mega-levels. The diaphragm therefore transfers wind load from the façade to the central core on these floors.

As there is limited knowledge of the existing foundation system, the strategy is to put new loads as close to the existing loads as possible by broadly aligning the new grid with the existing.

The new core is framed in steel to minimise self-weight and to avoid heavy loads on the existing foundations. Load spreading structure are used to transmit new column loads into the existing foundations in the same location as the existing columns loads. This will ensure new demand on the retained structure to be less or equal to the existing demand.



Perimeter braced frame + **Existing central core** = **Global stability system**

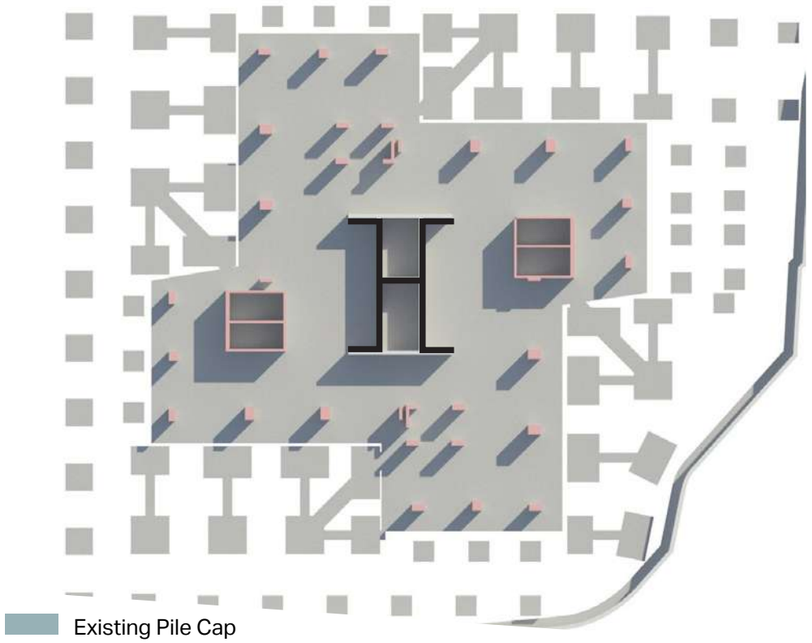


Diagram - Basement 01 indicating pile cap

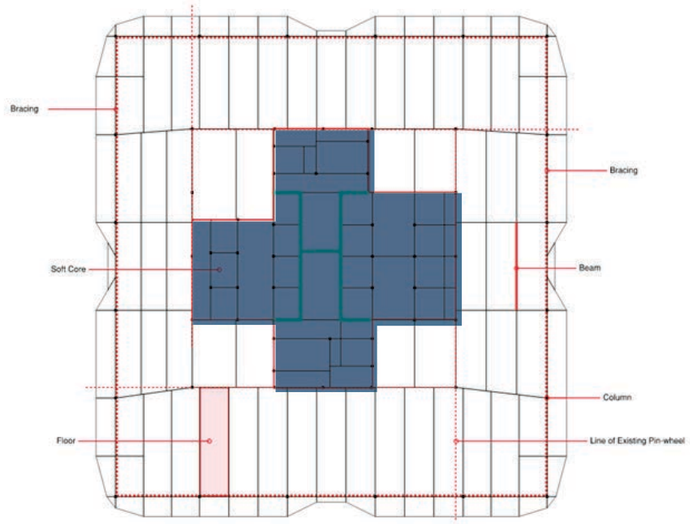


Diagram - Retained central core, soft core strategy and spans on typical floor

4.9 Servicing Concept

The ventilation and mechanical conditioning of office and lab-enabled spaces is delivered using 'on-floor' Air Handling Units (AHU) arranged adjacent to the façade with ventilation intakes located on the North and South façades and exhausts on the West and East façades. As well as a significant reduction in ductwork (and the associated embodied carbon), the on-floor system allows for a ventilation strategy fully integrated and consistent with the conceptual massing strategy.

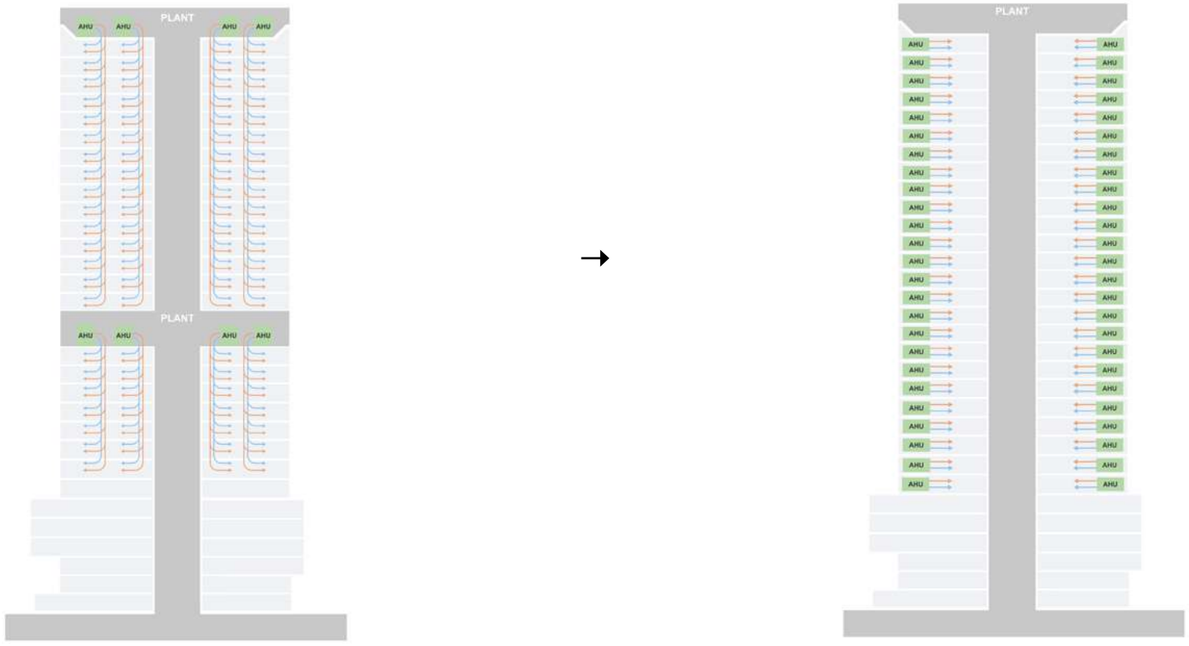
The resultant vertical louvred areas of facade, located centrally on each tower elevation, defined as 'breathing spines' express the ventilation strategy on the exterior of the building whist providing a clearly defined edge to each quadrant. The spines are therefore vital for the ventilation strategy and form part of the overall architectural expression of the building, as shown on the diagram adjacent where the AHU locations behind the spine are illustrated.

A high-efficiency run-around coil heat recovery system will connect the supply and extract AHUs, enabling energy transfer between the airstreams.

In the office and write-up spaces, an underfloor air distribution (UFAD) system will meet internal space conditioning needs and ensure excellent air quality. A pressurised floor plenum will supply air, further eliminating the need for high-level distribution ductwork while providing significant carbon savings and improved visual perception across the floorplate. In lab-enabled spaces, due to the higher air volume requirements and lab tenants' typical preference for overhead ventilation, ductwork will be distributed at high-level. Additionally, a centralised lab exhaust system will be provided to serve any fume cupboards installed in the lab floors.

The WC areas and lift lobbies on each floor of the tower will be served by a central ventilation system. Other building spaces however, such as those in the podium, will also employ a decentralised ventilation strategy. They will be served with a combination of on-floor AHUs and Mechanical Ventilation with Heat Recovery (MVHR) units, with intake and exhaust through appropriately located façade louvres.

Whilst the breathing spine operates conceptually at the scale of the tower, an optional ventilation strategy is proposed to also be represented at the scale of the facade module. Referencing a similar architectural language, as described further in Chapter 7, optional natural ventilation panels are proposed to offer users access to fresh air and enhance occupier environment.



Centralised servicing strategy similar to what existing previously in existing tower

Proposed decentralised on-floor air handling strategy

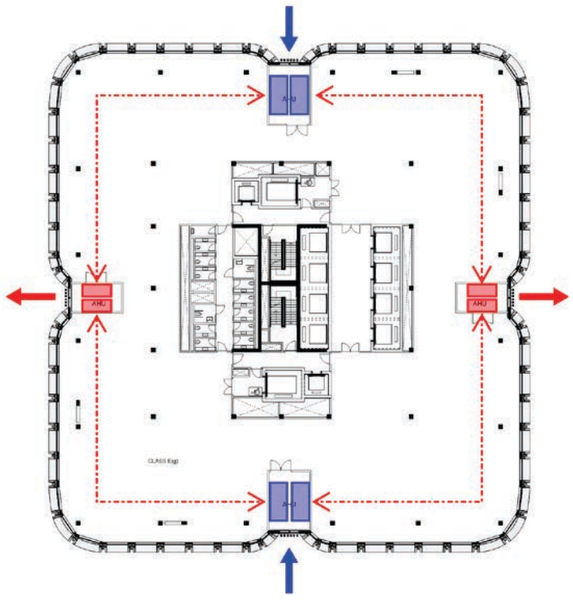


Diagram - Typical floorplate with perimeter air handling units

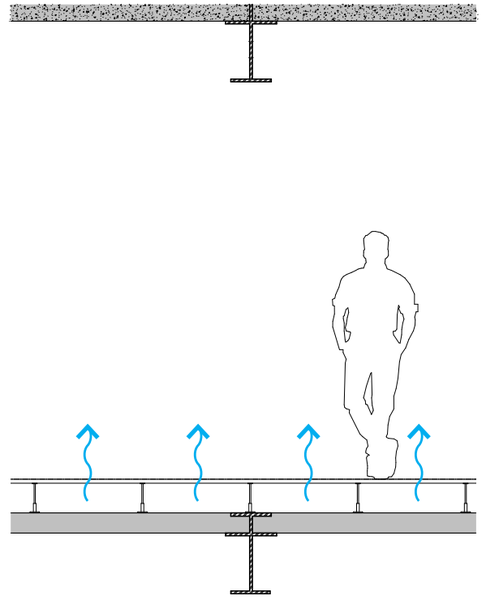
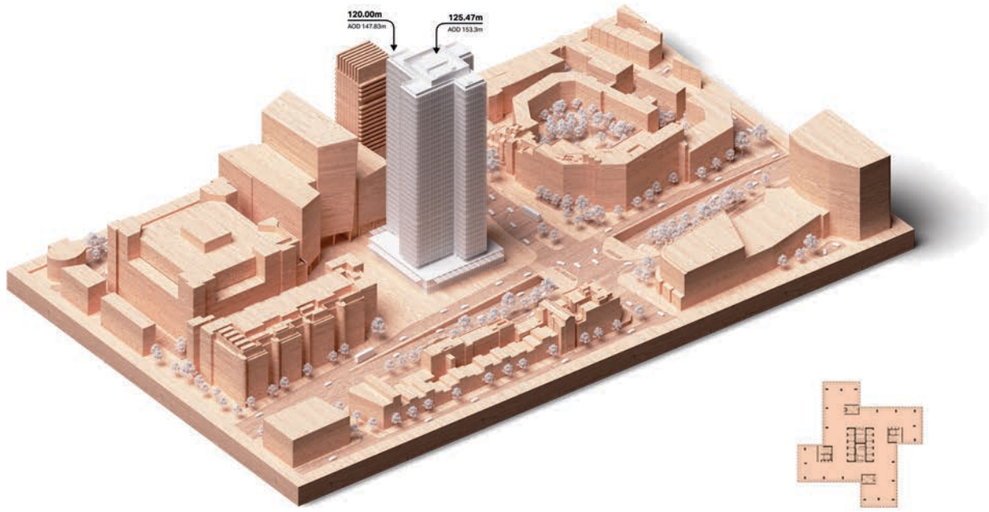
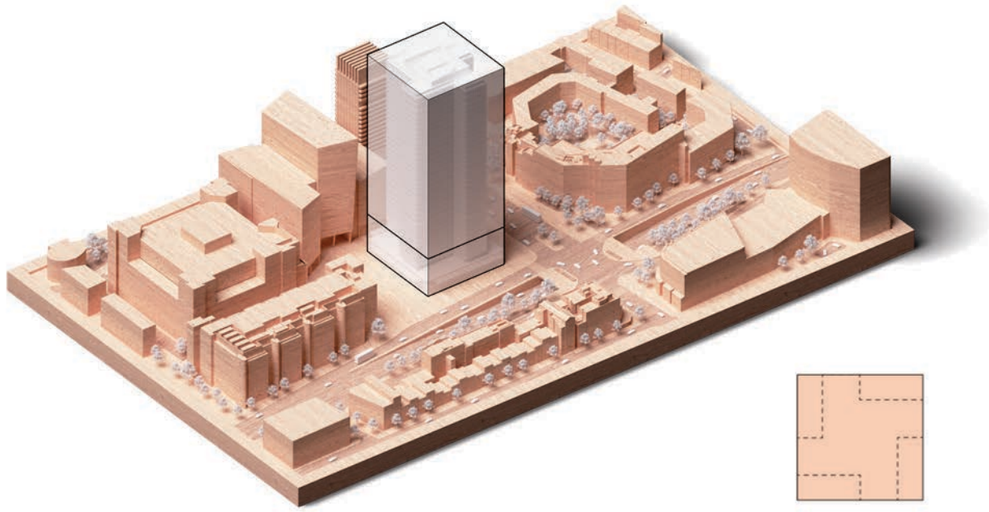


Diagram - Raised access floor acts as plenum

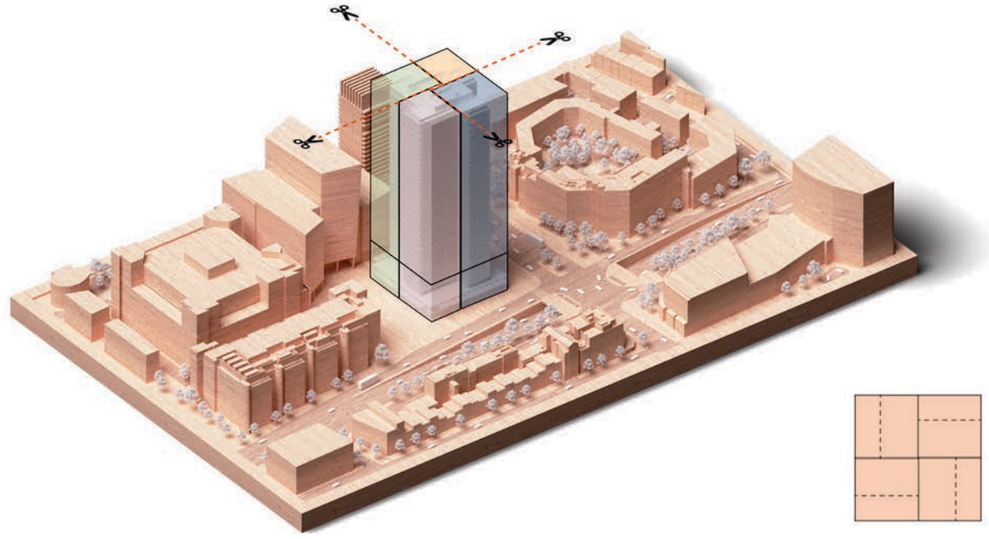
4.10 Conceptual Massing Development



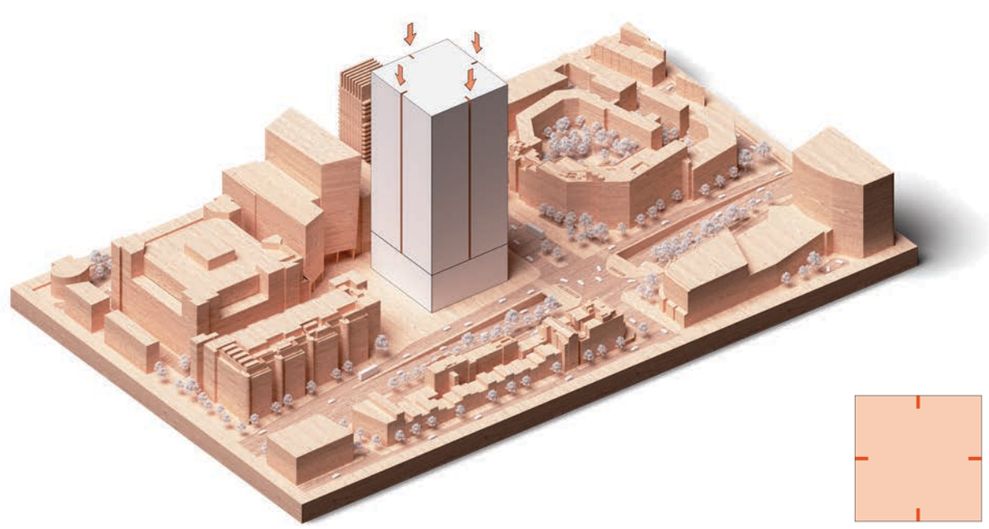
00 - Existing Euston Tower



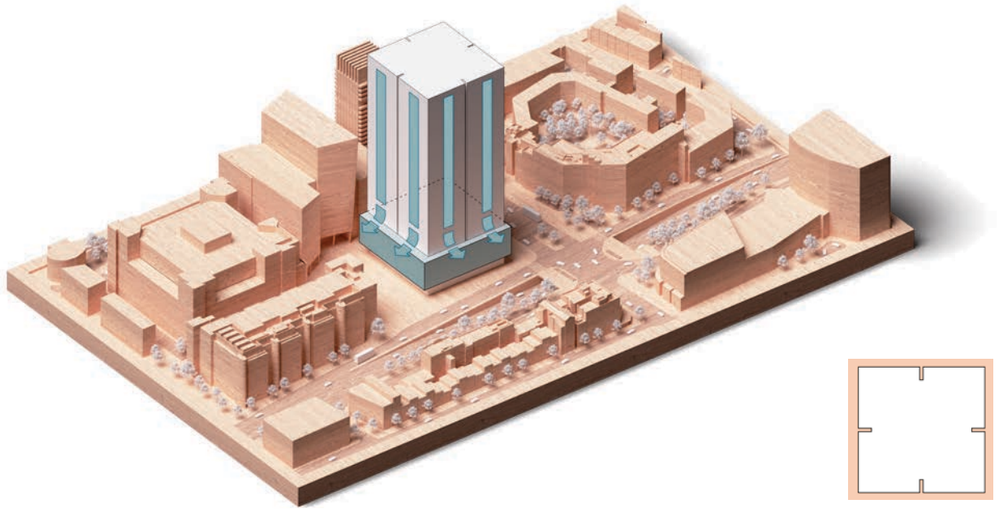
01 - Extrude Mass to Height of Existing Euston Tower



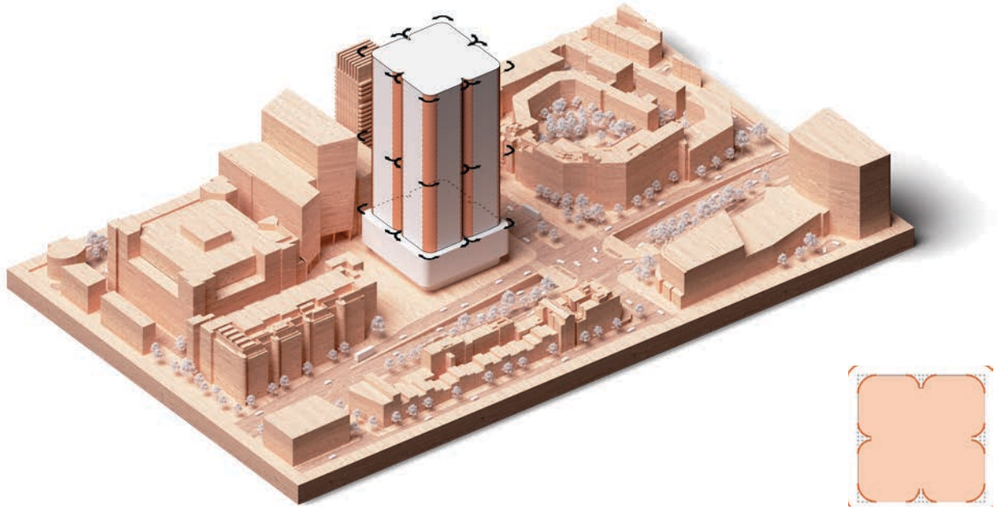
02 - Split Extrusion into Four Vertical Quadrants



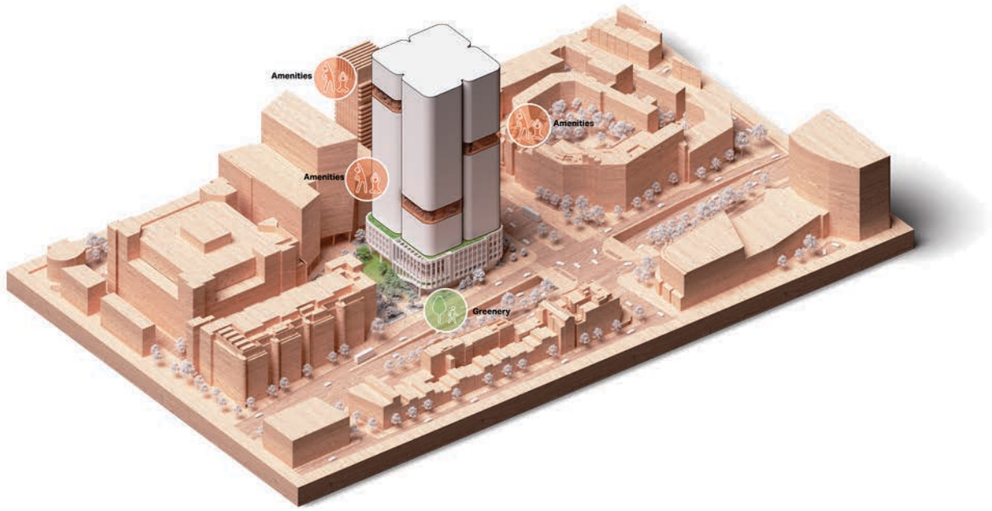
03 - Add Breathing Spines to Reflect Ventilation Strategy and Further Reinforce Split Between Four Quadrants



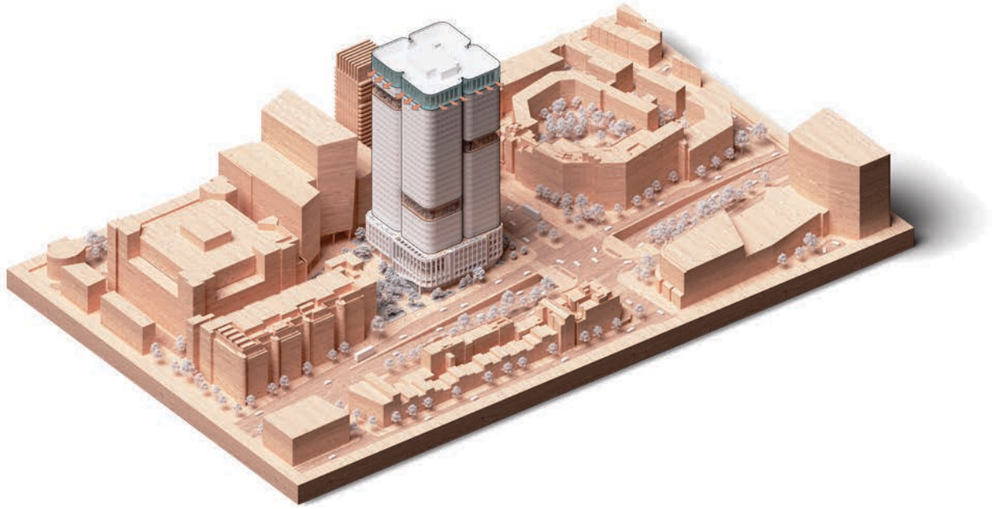
04 - Push Out Podium Massing to Mitigate Wind & Provide Shelter for Public Realm
Align the Podium Massing to Reflect Datums Set by Immediate Context



05 - Round Tower and Podium Corners



06 - Carve Out Fixed Amenities Spaces and Green Spaces



07 - Crown With 360 Views

5.0
CO-DESIGN PROCESS

Photograph - Panel discussion - teal overlay

Photograph - Co-design workshop with the local community

5.0 Co-Design Process Summary

Engagement with the local community and key stakeholders has been a critical part of shaping the Proposed Development.

This engagement has taken the form of co-design workshops, panel discussions, talks and exhibitions, whereby the local community were invited to share their thoughts and discuss and feedback on the design proposals.

The following pages document the key stages of the co-design process and the feedback and input received.

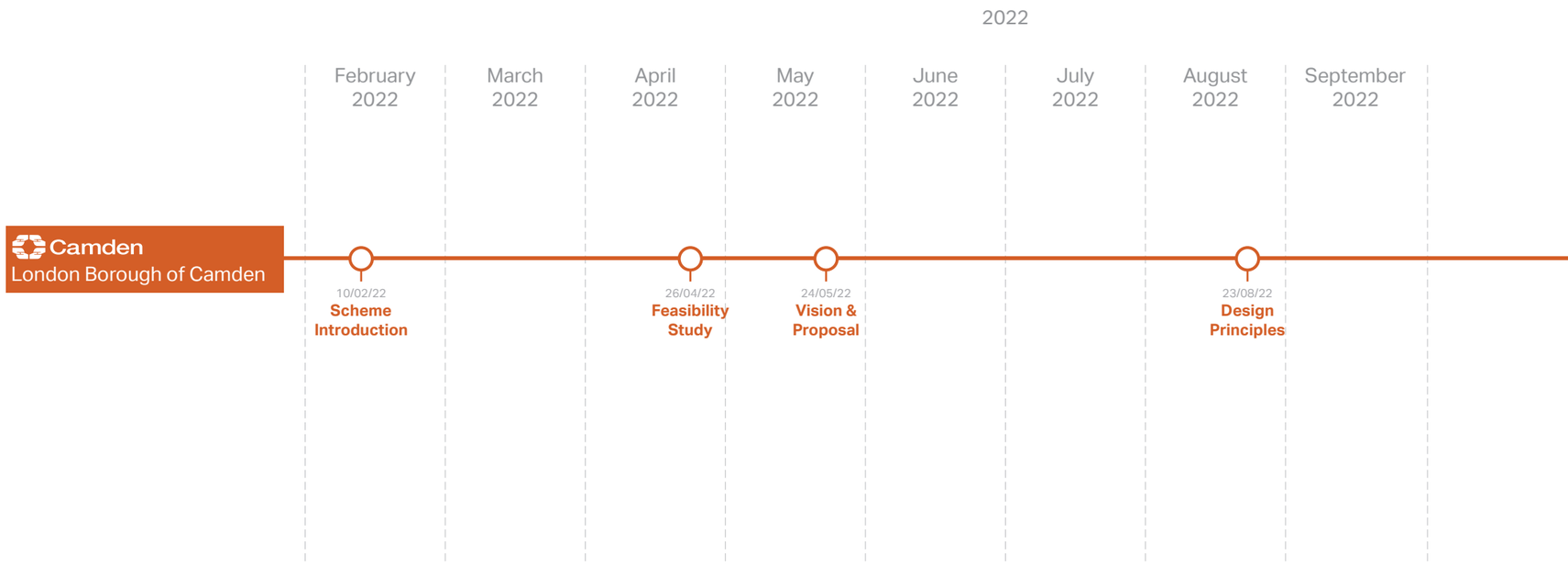
5.1 Key Stakeholder Consultation

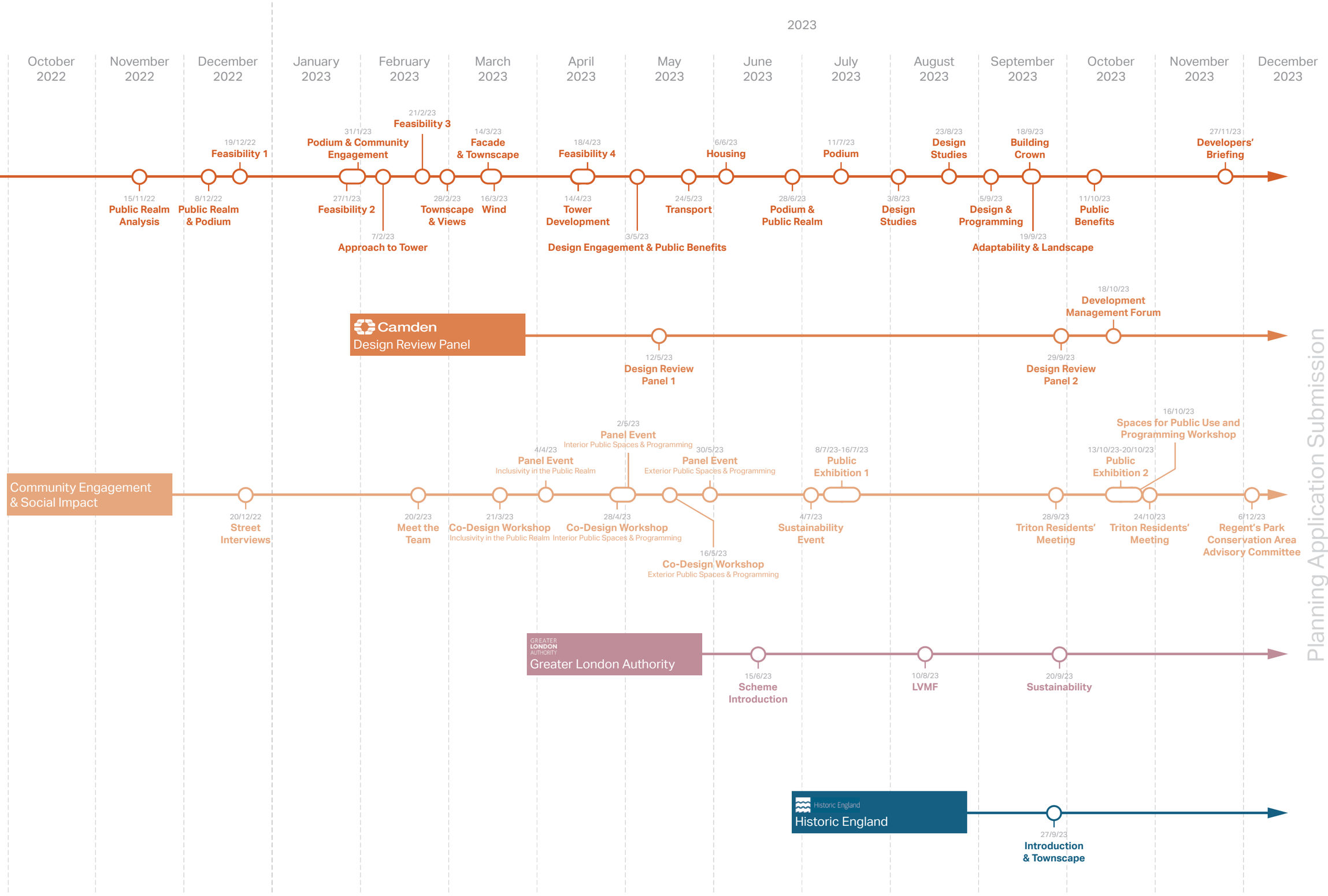
Since February 2022, the Client and Design Team have been developing the proposals for Euston Tower through an intensive, collaborative process with the planning officers and wider stakeholders, a shortlist of which can be found below.

- London Borough of Camden (LBC)
- Greater London Authority (GLA)
- Transport for London (TfL)
- Historic England (HE)
- Designing Out Crime Officer (DOCO)
- LBC Strategic Panel
- LBC Design Review Panel
- LBC Development Management Forum (DMF)
- Third Age Project (TAP)
- Netley Primary School

A series of pre-application meetings with London Borough of Camden, workshops, design sessions with the local community and meetings with key authorities have provided ongoing opportunities for feedback and discussion.

This process created an iterative loop of design, conversation and response, which has been fundamental to the Proposed Development's evolving design and is described in more detail in the following chapters.




2023
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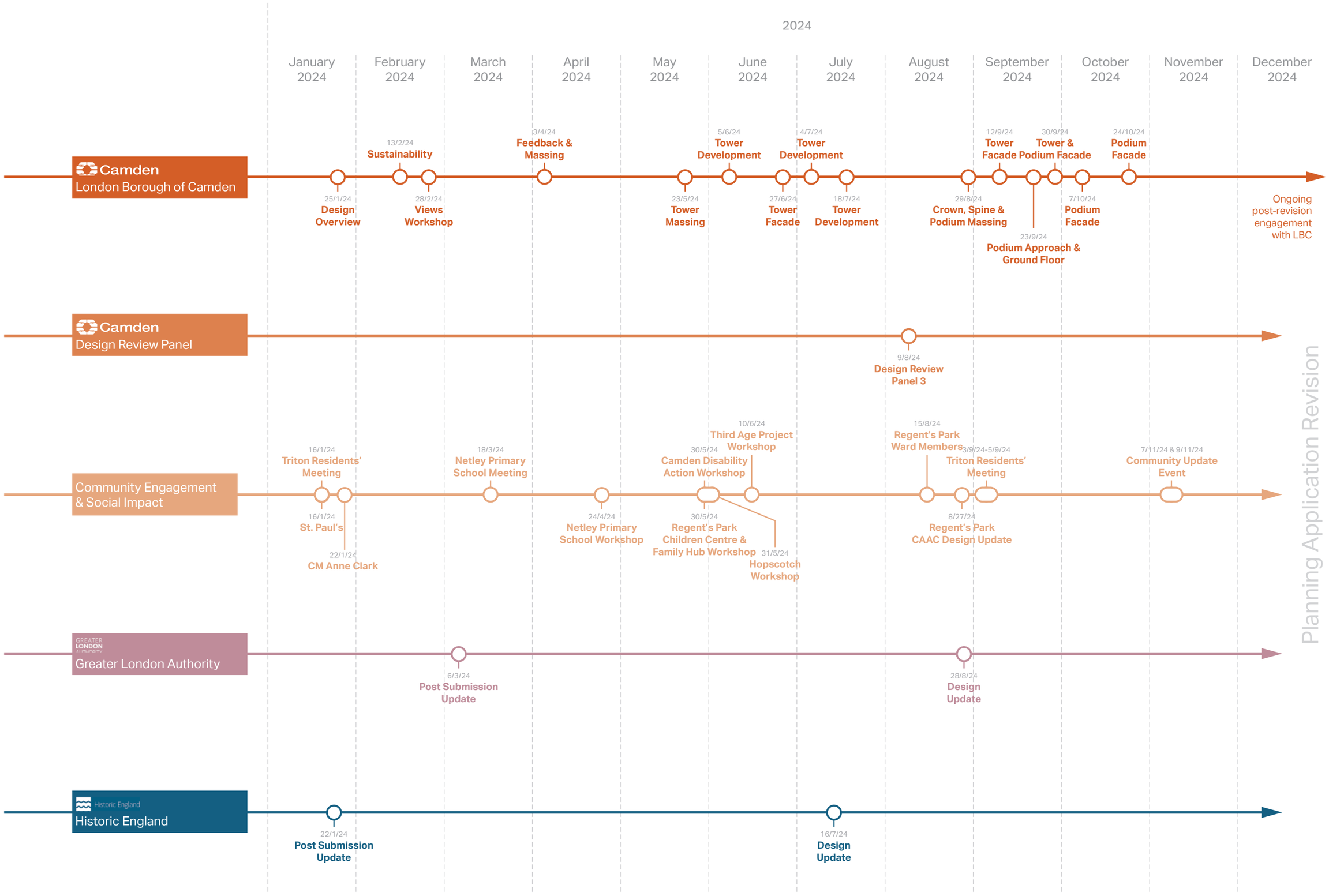
October 2023
November 2023
December 2023
15/11/22 Public Realm Analysis
8/12/22 Public Realm & Podium
19/12/22 Feasibility 1
27/1/23 Feasibility 2
31/1/23 Podium & Community Engagement
7/2/23 Approach to Tower
21/2/23 Feasibility 3
28/2/23 Townscape & Views
14/3/23 Facade & Townscape
16/3/23 Wind
14/4/23 Tower Development
18/4/23 Feasibility 4
3/5/23 Design Engagement & Public Benefits
24/5/23 Transport
6/6/23 Housing
28/6/23 Podium & Public Realm
11/7/23 Podium
3/8/23 Design Studies
23/8/23 Design Studies
5/9/23 Design & Programming
18/9/23 Building Crown
19/9/23 Adaptability & Landscape
11/10/23 Public Benefits
27/11/23 Developers' Briefing
Camden Design Review Panel
12/5/23 Design Review Panel 1
29/9/23 Design Review Panel 2
18/10/23 Development Management Forum
Community Engagement & Social Impact
20/12/22 Street Interviews
20/2/23 Meet the Team
21/3/23 Co-Design Workshop Inclusivity in the Public Realm
4/4/23 Panel Event Inclusivity in the Public Realm
28/4/23 Co-Design Workshop Interior Public Spaces & Programming
2/5/23 Panel Event Interior Public Spaces & Programming
16/5/23 Co-Design Workshop Exterior Public Spaces & Programming
30/5/23 Panel Event Exterior Public Spaces & Programming
4/7/23 Sustainability Event
8/7/23-16/7/23 Public Exhibition 1
28/9/23 Triton Residents' Meeting
13/10/23-20/10/23 Public Exhibition 2
16/10/23 Spaces for Public Use and Programming Workshop
24/10/23 Triton Residents' Meeting
6/12/23 Regent's Park Conservation Area Advisory Committee
GREATER LONDON AUTHORITY Greater London Authority
15/6/23 Scheme Introduction
10/8/23 LVMF
20/9/23 Sustainability
Historic England
27/9/23 Introduction & Townscape
Planning Application Submission


2024
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July 2024
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October 2024
November 2024
December 2024
Camden
London Borough of Camden
25/1/24
Design Overview
13/2/24
Sustainability
28/2/24
Views Workshop
3/4/24
Feedback & Massing
23/5/24
Tower Massing
5/6/24
Tower Development
27/6/24
Tower Facade
4/7/24
Tower Development
18/7/24
Tower Development
29/8/24
Crown, Spine & Podium Massing
12/9/24
Tower Facade
23/9/24
Podium Approach & Ground Floor
30/9/24
Tower & Podium Facade
7/10/24
Podium Facade
24/10/24
Podium Facade
Ongoing post-revision engagement with LBC
Camden
Design Review Panel
9/8/24
Design Review Panel 3
10/6/24
Third Age Project
15/8/24
Regent's Park Ward Members
Community Engagement & Social Impact
16/1/24
Triton Residents' Meeting
16/1/24
St. Paul's
22/1/24
CM Anne Clark
18/3/24
Netley Primary School Meeting
24/4/24
Netley Primary School Workshop
30/5/24
Camden Disability Action Workshop
30/5/24
Regent's Park Children Centre & Family Hub Workshop
31/5/24
Hopscotch Workshop
3/9/24-5/9/24
Triton Residents' Meeting
8/27/24
Regent's Park CAAC Design Update
7/11/24 & 9/11/24
Community Update Event
GREATER LONDON AUTHORITY
Greater London Authority
6/3/24
Post Submission Update
28/8/24
Design Update
Historic England
Historic England
22/1/24
Post Submission Update
16/7/24
Design Update
Planning Application Revision

Photograph - Workshop held at Netley Primary School in April 2024

Post Submission Community Engagement

Following the planning application submission in December 2023, the Client and Design Team have continued to engage with planning officers and key stakeholders in order to provide meaningful revisions to the design work which reflect input and feedback received.

As in the pre-application process, engagement has been extensive both to follow up with stakeholders on design updates but also to work collaboratively to hear what potential users of the public spaces would like to see on offer.

The timeline on the previous page provides an overview of the design meetings, workshops, update meetings and community update events that the Design Team has participated in throughout the design revision phase.

5.2 Public Consultation

Creating a scheme that provides valued and community centric public benefits has been integral to all variations of the Proposed Development during the pre-application period and continuing after the December 2023 submission.

With the aim of leaving a positive legacy for individuals and local communities, the co-design process was established on the basis that everyone should have a role in designing the future Euston Tower and be involved in informing the Proposed Development's direction.

Co-Design Strategy

Bi-weekly workshops and events were held to engage stakeholders and partners across the Knowledge Quarter in an open dialogue, voice their thoughts, and be part of the design process. These workshops were facilitated by key members of the Client and Design Team to ensure the appropriate expertise was on hand to inform and monitor the community's feedback.

Focused co-design workshops were held, each exploring a certain theme, with a panel event held two weeks later that shared the findings and conclusions. The Design Team noted what principles and priorities were being taken forward into the evolving design of Euston Tower, gathering any further feedback for consideration.

Co-Design Themes & Events

The series of workshops and panel discussions were grouped into three key themes, which helped focus the areas most impactful to the community.

- Inclusivity in the Public Realm
- Interior Public Spaces & Programming
- Exterior Public Spaces & Programming

Furthermore, additional events were held which focussed on sustainability as well as two public exhibitions, which showcased the design proposals.

All the workshops and discussions produced thoughtful, considered and valuable feedback, helping to generate a responsive and contextual design proposal.

These events are documented in the following pages alongside the key design feedback received in addition to design responses.

Photograph - Panel Discussion on Interior Public Spaces & Programming

Photograph - Public Exhibition 1

Photograph - Sustainability Event, Euston Tower site visit

Photograph - Exterior Spaces & Programming Co-Design Workshop

Photograph - Exterior Spaces & Programming Panel Discussion

5.3 Inclusivity In The Public Realm

The first of three themed workshops explored as part of the public consultation period focused on “Inclusivity in the Public Realm”.

The key topic of discussion for this Co-Design Workshop and Panel Discussion was the public realm, inclusion, movement and interaction within the built environment.

The aim of the workshops and panel discussions was to listen to community opinion and suggestions for how to improve on the existing public realm at Regent’s Place, with the Client and Design Teams on hand to encourage debate on potential ways to improve and create a community driven proposal.

Many ideas for public uses and their spatial requirement were received and documented, which were used to inform the developing public realm strategy for Euston Tower. Both the key points of feedback, and the subsequent design responses, are outlined on these pages.

Co-Design Workshop (21st March 2023)

Panel Discussion (4th April 2023)

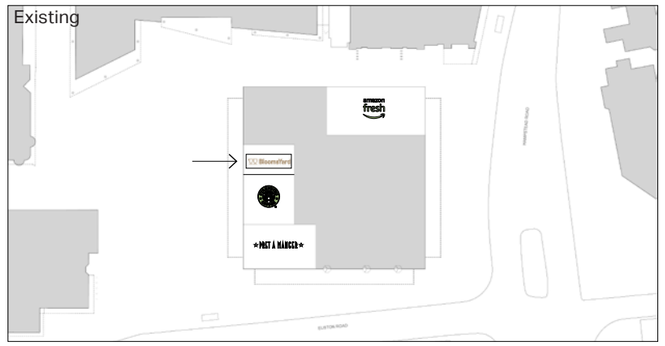
Photographs - Co-Design Workshop and Panel Discussion event photos

Key Design Feedback:

- Public spaces that are accessible to all.
- Community programming that looks beyond the individual as consumer. An overarching theme of inclusion without the expectation of money to be spent was apparent.
- Themes of play, exploration, social and relaxation are important when considering places that people will return to.
- Spaces which are inviting at both daytime and nightime are considered desirable, eg. well lit, warm, inviting spaces. Greenery which promotes biodiversity etc.
- A public realm which is responsive to contemporary issues, eg. biodiversity, climate change etc.
- Integration of community business on campus could merge corporate and community worlds.

Design Responses

Photographs - Precedent Review case studies discussed with participants



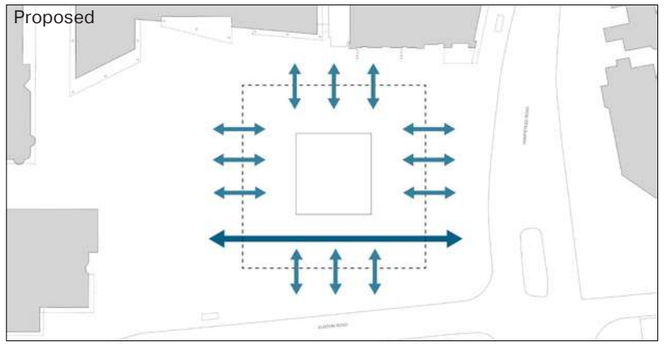


Diagram - Ground Floor proposed conceptual change

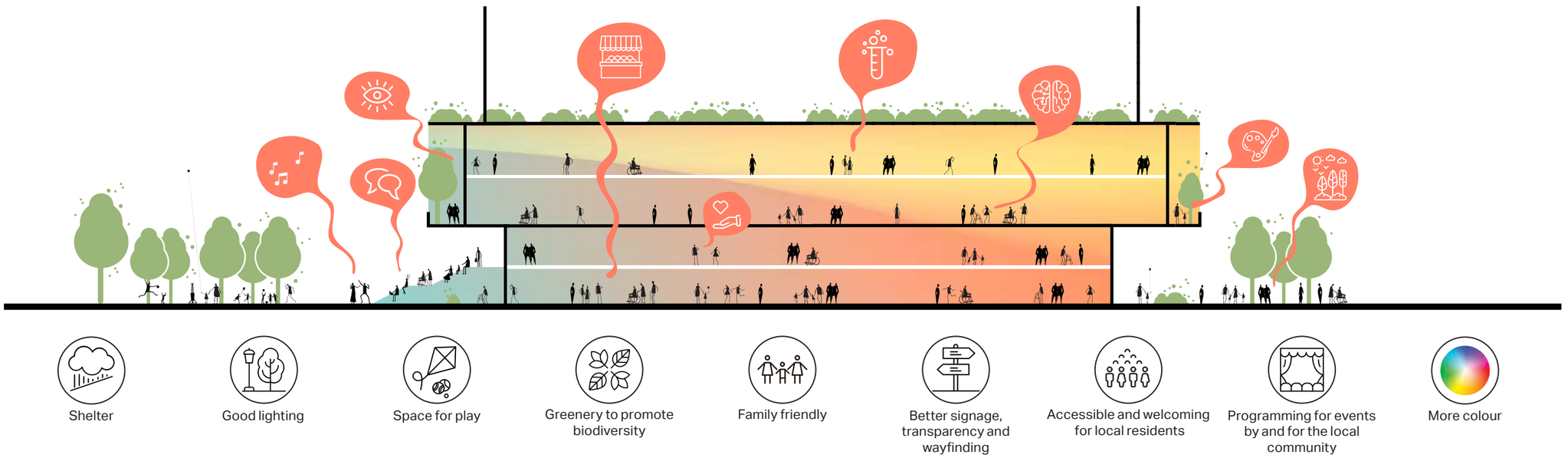


Diagram - Panel Discussion podium concept diagram

5.4 Interior Public Spaces & Programming

The second workshop explored “Interior Public Spaces & Programming”.

The key topic of discussion for this Co-Design Workshop and Panel Discussion focussed on how the Proposed Development can provide an internal public space and programme that best meets the needs of the community.

The aim was to understand the community’s thoughts and what this public space might be, the need it would respond to and any ideas which could further enhance the public offering at a future Euston Tower. The key points of feedback, and the subsequent design responses, are outlined on these pages.

Co-Design Workshop (28th April 2023)

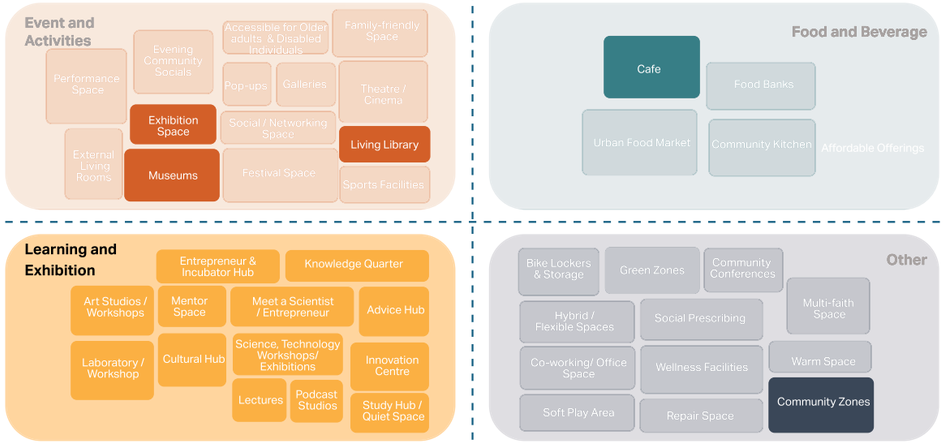
Panel Discussion (2nd May 2023)

Photographs - Co-Design Workshop and Panel Discussion event

Key Design Feedback:

- Internal spaces should be inclusive, unique and foster community interaction and ownership.
- Utilisation of ‘soft barriers’ and ‘transparency’ at street level.
- Using lighting to act as a beacon/wayfinding for the community.
- Allowances for double height spaces which can cater for different use cases.
- Suitable storage provisions for community and organisations.
- Provide spaces and activities where people can safely connect.
- A space which is community driven with minimal brand presence.
- Create a visible and intuitive entrance sequence.
- Offer highly flexible spaces that can adapt to multiple different user requirements.
- Designs to be accessible to all.
- Provision for further greenery and ‘softer spaces’.

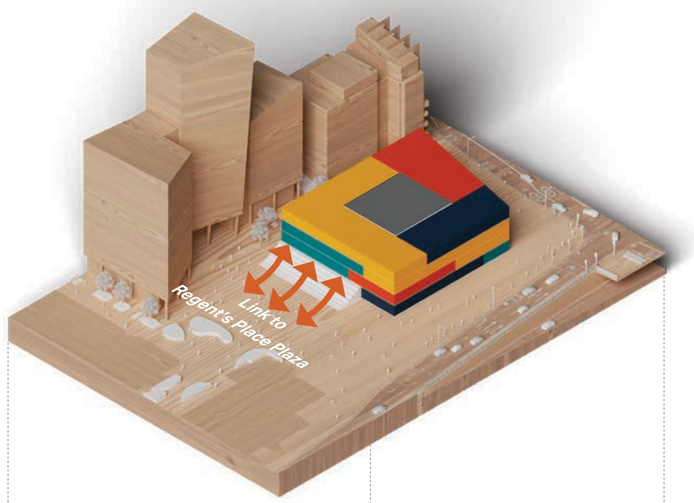
Design Responses

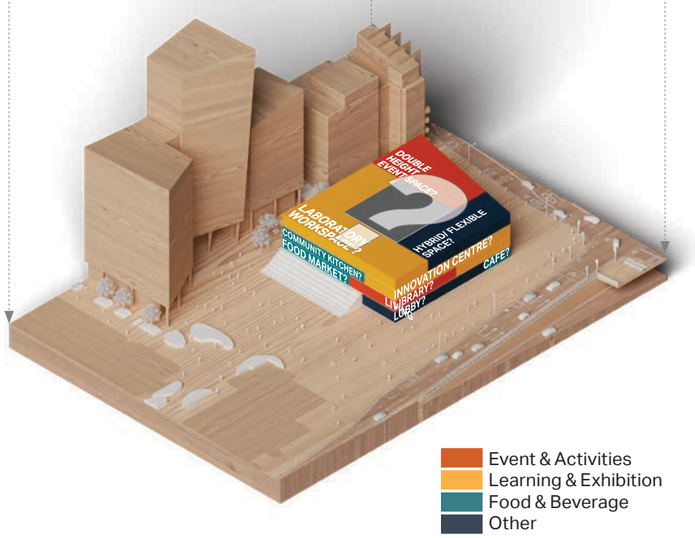


Illustrative Image - Panel Discussion identification of relevant program elements

Photographs - Precedent images of discussed spatial qualities

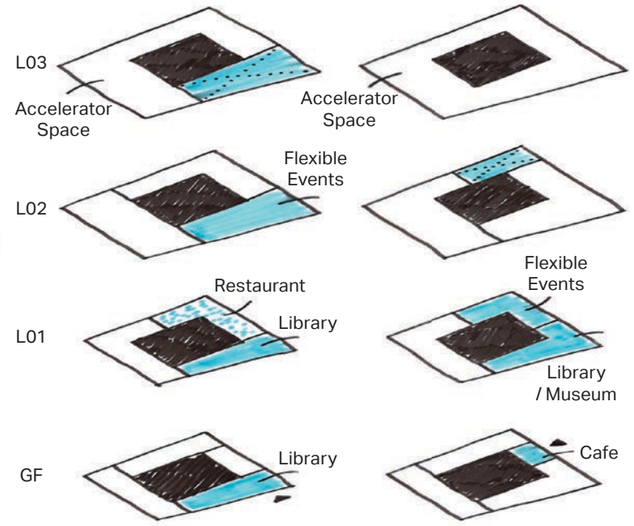
Public Programme Connection To Regent's Plaza





Creating An Adaptable Framework For Diverse Uses

Diagram - Identification of program element locations



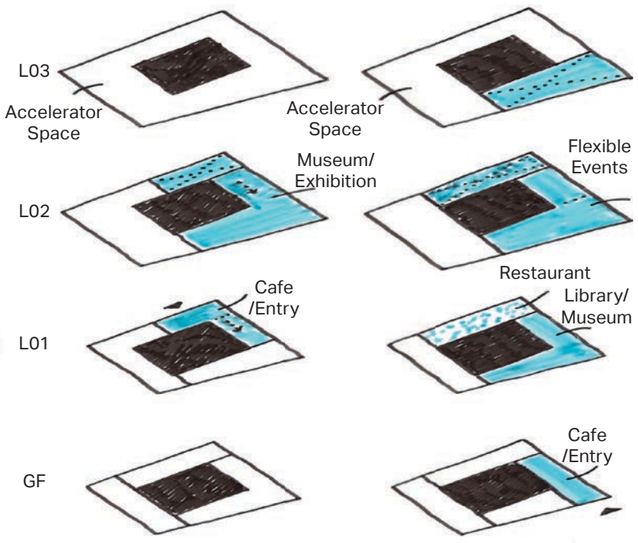


Diagram - Configuration options for public offering

5.5 Exterior Public Spaces & Programming

The third workshop explored “Exterior Public Spaces & Programming”.

The key topic of discussion for this Co-Design Workshop and Panel Discussion focussed on Regent’s Place and it’s future programming and spatial provisions which could support the local community.

The aim was to understand the communities’ current engagement with Regent’s Place and how this could be further enhanced to create a public realm that is a destination for the local and wider community.

As part of the workshops and discussions, notional design related items were developed with participants, including approaches to public realm design, potential supporting uses and wider community needs. Both the key points of feedback, and the subsequent design responses, are outlined on these pages.

Co-Design Workshop (16th May 2023)

Panel Discussion (30th May 2023)

Photographs - Co-Design Workshop and Panel Discussion event

Key Design Feedback:

- Regent’s Place Plaza to offer areas of shelter and staging for events with weather, noise and pollution mitigation measures all considered.
- A comprehensive and varied events programme for the community.
- Careful consideration of wayfinding that encourages engagement and how relevant information for local communities will be presented required.
- An accessible, permeable and friendly plaza which adapts for varied use cases.
- Enhanced green spaces to promote biodiversity and enhance wellness and mental health.
- Create an exterior space that is memorable and distinct which encourages people to visit more than just once.
- Provision for facilities for children and physical barriers towards the busy Euston and Hampstead Road.

Design Responses

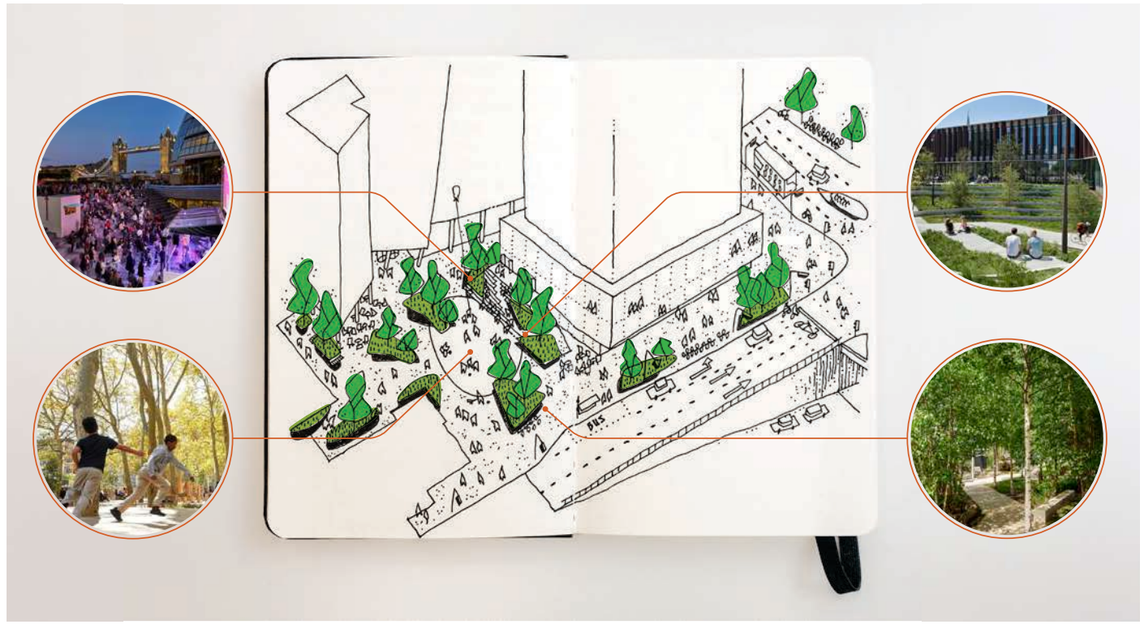
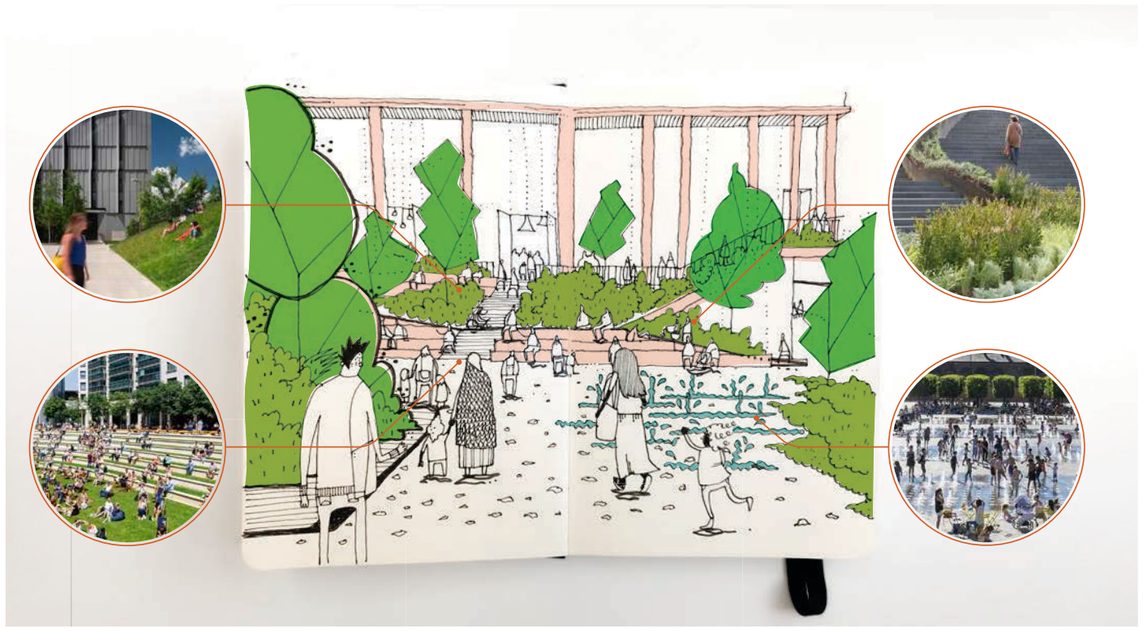


Diagram - Panel Discussion items, highlighting responses to previous comments from Co-Design Workshop



Illustrative Views - Work in progress conceptual images of Regent's Place Plaza presented at Panel Discussion (30th May 2023)

5.6 Sustainability Event

On the 4th July 2023, a dedicated public engagement session was held to help engage the public on how sustainability was informing the proposals for Euston Tower, and provoke discussion on the role that buildings and cities have in the transition towards a low carbon and circular economy.

The session consisted of a presentation to attendees, followed by a tour of the existing Euston Tower.

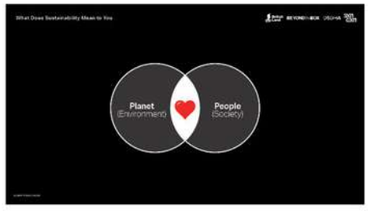
The presentation, titled “Discovering Sustainability” explained key concepts, such as embodied carbon, energy and net zero in jargon-free ways, to develop the attendees’ understanding of sustainability in architecture. The presentation also suggested ways in which the construction sector is looking to the circular economy to reduce waste and consumption of natural resources.

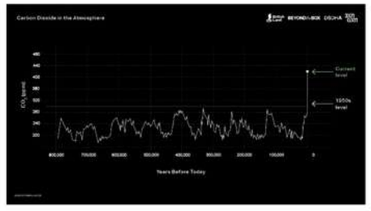
As part of this event, the Design Team highlighted how existing buildings are fundamental to both of these goals.

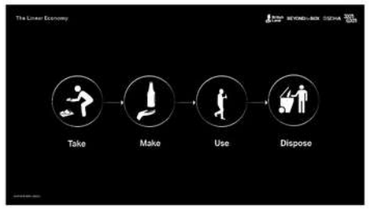
The presentation went further to demonstrate all the explored options for retaining Euston Tower and explain what worked and what didn’t work, culminating in an explanation of the final design proposal.

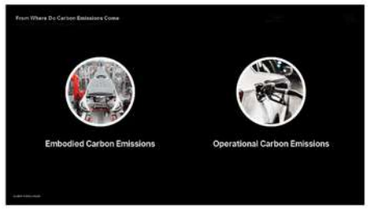
Following the presentation, attendees were taken on a tour inside the existing Euston Tower, allowing people to see the on-site conditions for themselves and understand some of the limitations of the existing building (disconnected floorplates, lack of views, condition of cladding, etc.).

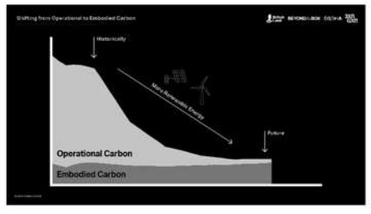
Photographs - Sustainability Event, presentation and attendees site visit to Euston Tower

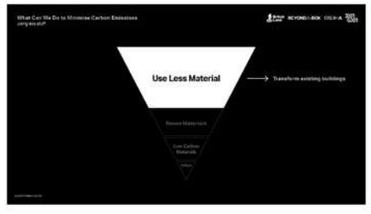


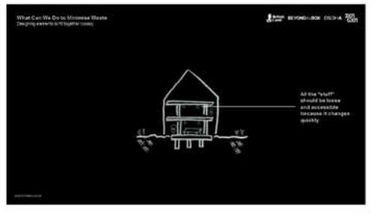


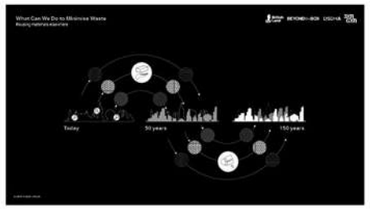


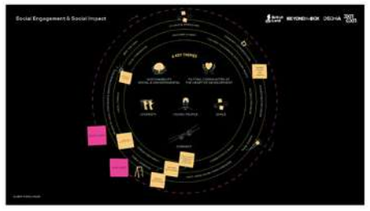


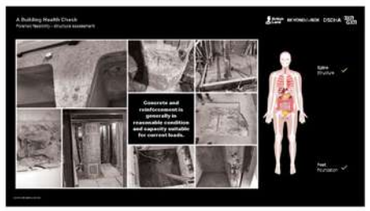


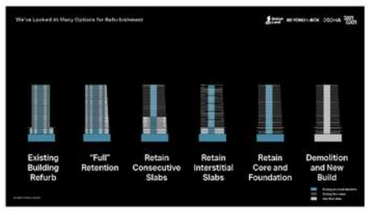


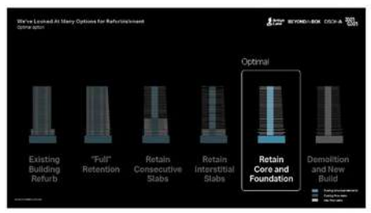












Extracts from Sustainability Event on-screen presentation

5.7 Public Exhibitions (2023)

Public Exhibition 1
8th July 2023 - 16th July 2023

A public exhibition, open to all, was organised in July 2023, to show the community British Land's emerging design principles for the site. This was publicised extensively through a newsletter drop to local residents living in proximity to the site, as well as through letters, digital and print advertisements in the local media. This exhibition was also supported by an online presence, including a dedicated website.

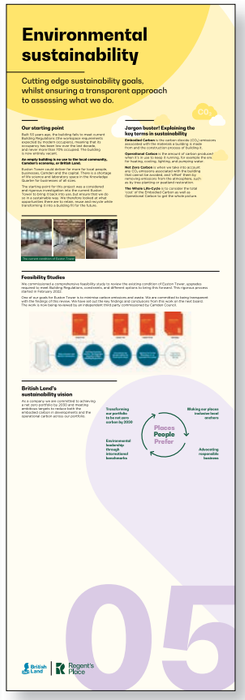
Key Statistics from the Exhibition:

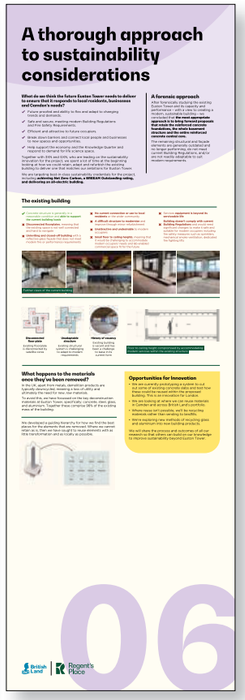
- c. 105 people attended.
- 40% of people responded to the feedback forms.

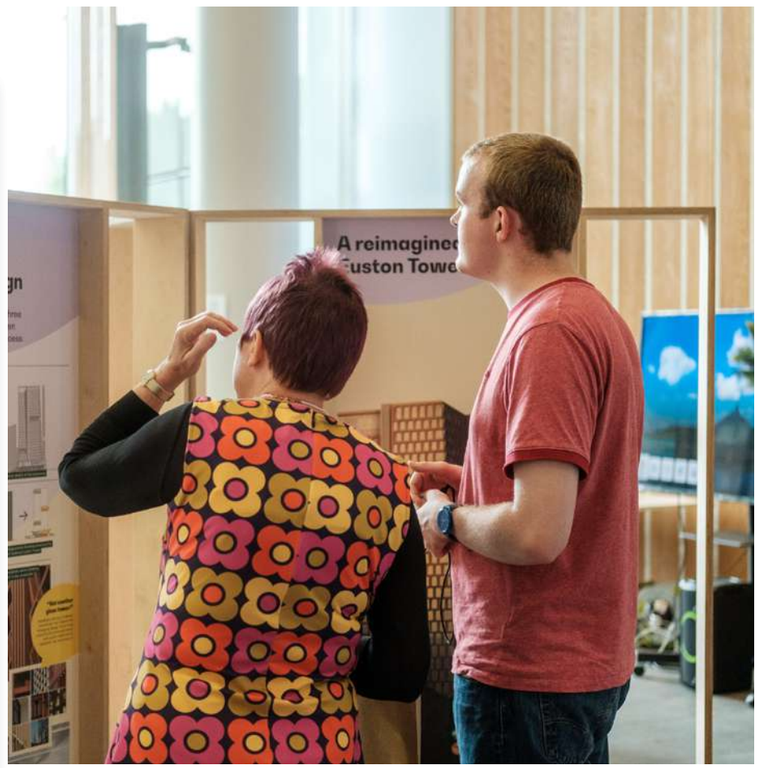
Of those completed feedback forms:

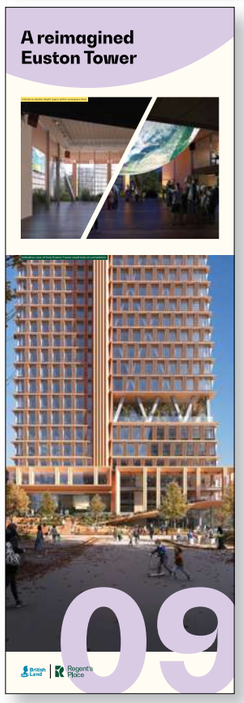
- 83% of people support or strongly support the proposals for Euston Tower in principle, with no-one saying they were opposed to the proposals.
- 86% of people support or strongly support the proposals for improving the public spaces.
- 91% of people support or strongly support the approach to sustainability.
- 93% of people support or strongly support the design principles for Euston Tower

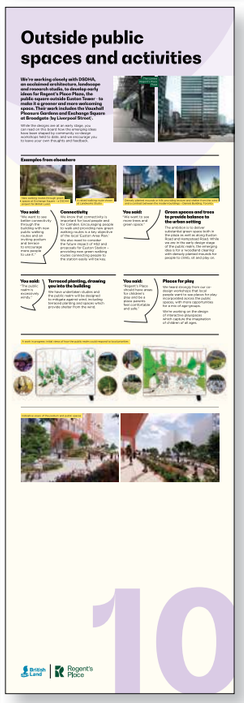
Photograph - Public Exhibition 1 Event











Please refer to Euston Tower online website www.euston-tower.co.uk for more information on exhibition boards presented.
Proposal boards used at the Public Exhibition 1

Photographs - Photos of Public Exhibition 1 event

Public Exhibition 2
13th October 2023 - 20th October 2023

A second public exhibition was organised in October 2023, to show the community British Land's developed design principles for the site, based on further feedback and discussions.

A total of six in-person events were held to present the proposals both during and outside of working hours to ensure as many people as possible could attend. These events were all held at a range of venues across Regent's Park Ward to encourage participation from local groups and community organisations.

The developed proposals were displayed on a series of 12 pull-up banners, setting out in detail the design development since the previous stage of engagement, updates on the sustainability work to-date.

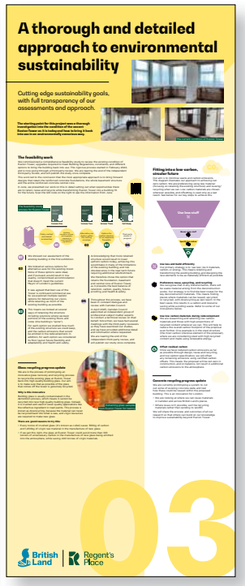
The content of these banners, shown opposite, were also uploaded to a dedicated website for the public to view online and download at a later date if they so wished.

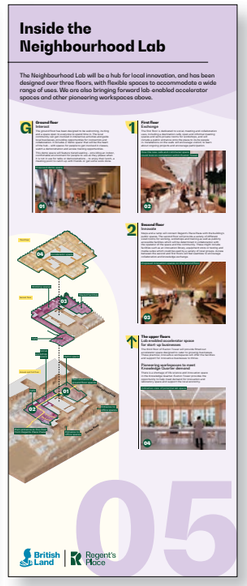
Similar to the previous stage of engagement, iPads were also provided at the events for the public to view the website and submit their feedback if they wished, as well as CGIs and an updated fly-through showing the developed proposals.

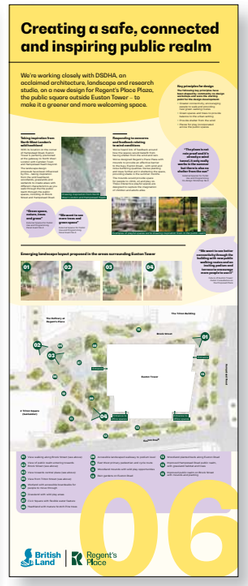
Also provided were A4 feedback forms which duplicated the questions asked in the online feedback forms for attendees to leave their contact details and comments. In total, 17 people submitted a feedback form, either online or through one of the physical forms at one of the engagement events. Across the six staffed events, there were c.190 attendees.

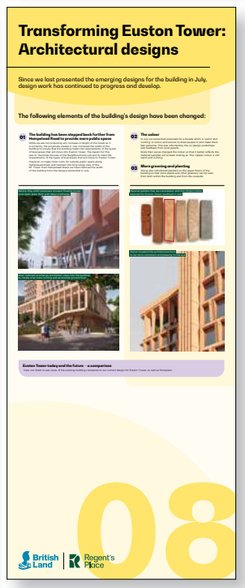
For more information, please see the Statement of Community Involvement and Social Impact prepared by London Communications Agency and submitted as part of this planning application.

Photographs - Public Exhibition 2 Event









Please refer to Euston Tower online website www.euston-tower.co.uk for more information on exhibition boards presented.

Photographs - Photos of Public Exhibition 2 event

Proposal boards used at the Public Exhibition 2

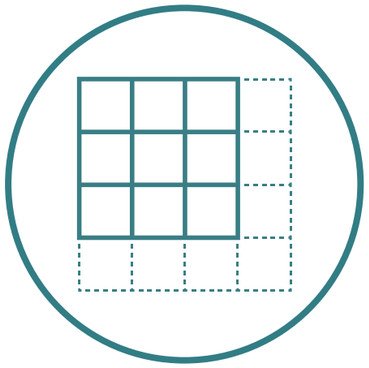
5.8 Co-Design Outcomes (2023)

As a result of the extensive pre-application co-design process, the feedback was consolidated into key themes which the design team responded to as part of the design development of the Euston Tower proposals.

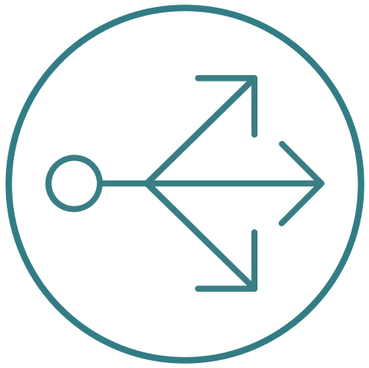
The summary of key feedback is found to the right and the design responses are found in the chapters which follow.

Shelter
From the wind and rain

Accessible
To all



Adaptable
Spaces that support social and cultural activities



Better Connectivity
Better connectivity and routes

Opportunities
For young people and children

Community Hub
Which accommodates a variety of existing local groups

Photograph - Public Engagement Event

5.9 Post-Submission Consultation

Engagement with the local community and key stakeholders remained a fundamental component of the design process as the Design Team worked through revisions to the planning application from feedback.

As in the pre-application phase, a considered approach to engagement was undertaken. This approach included:

- Extensive communication through letters and emails to local residents and stakeholders
- Workshops with local groups and organisations
- Continuation of the Creative Producers programme through work experience opportunities
- Discussions with ward councillors and key stakeholders
- Offering tours of the site
- Paper and social media outreach
- In person public consultation

Workshops

A series of workshops were held between April-June 2024. These workshops were held to delve into detailed designs of public spaces such that feedback could be used by the Design Team to improve the public offering internally and externally.

The workshops focused on themes such as women's safety, physical and mental conditions for users, and accessibility for young and older people. Some photographs of workshops held with Netley Primary School and Third Age Project are shown on the following pages.

Key feedback from workshops included:

- *Introducing more plants and wildlife into the public realm*
- *Creating more seating and safe playplace opportunities for young children in and around Regent's Place Plaza*
- *Ensuring the offer of bookable meeting spaces with soft, welcoming materials in the internal areas*

Photograph - Netley Primary School workshop table set up with interactive elements to document attendee input

Photographs - Netley Primary School workshop

Photographs - Third Age Project workshop

5.10 Community Update Events (November 2024)

7th November 2024 & 9th November 2024

A series of community update events were organised in November 2024, to showcase revisions to the planning application. This was promoted extensively through locally delivered flyers to residents living in proximity to the site, as well as through stakeholder emails and digital and print advertisements in the local media. These community update events were also supported by an online presence, including updates on the application via the previously established website.

The community update events featured boards, a physical model and a video flythrough of the updated design work.

Key Statistics from the Community Update Events:

- 16 people attended.
- 3 completed feedback forms.

Attendees included representatives from Regent's Park CAAC, Friends of Regent's Park, and Triton Building.

More information about the co-design process can be found in the Statement of Community Involvement (SCI) Addendum.

Photograph - Community Update Event

Please refer to Euston Tower online website www.euston-tower.co.uk for more information on exhibition boards presented.
Proposal boards used at the Community Update Events

Photographs - Community Update Events

6.0
DESIGN EVOLUTION

Photograph - 1:250 physical model (December 2023 planning application) looking along Hampstead Road - teal overlay

Photograph - 1:250 physical model of Proposed Development

6.0 Design Evolution

This chapter summarises the evolution of the architectural and technical design of Euston Tower throughout the design process including following the submission of the planning application in December 2023.

This chapter is divided into sections.

Each section describes firstly:

> *the design evolution that resulted in the scheme submitted in the December 2023 planning application,*

then secondly:

> *the design evolution from the December 2023 planning application to the Proposed Development immediately afterwards.*

before moving onto the next section.

The chapter is organised whereby the first sections present the overall massing changes that occured through the development of the design (sections 6.3 - 6.7). Subsequent sections zoom-in on the evolution of specific areas and key aspects of the architecture, and describe in detail that design development process.

During the pre-application process, the Proposed Development has been subject to extensive consultation with LB Camden as well as with other bodies such as the Greater London Authority (GLA), Transport for London (TfL) and Historic England (HE). This is true of both the December 2023 planning application and the subsequent process post-submission, culminating in the Proposed Development.

In addition, the Proposed Development has been presented at three Design Review Panels, a Strategic Panel, Development Management Forum and a Developers' Briefing.

We have welcomed the opportunity for expert commentary on the emerging proposals for Euston Tower and we have worked to address the feedback outlined in these forums. The multiple opportunities for consultation have been crucial in shaping the Proposed Development in a collaborative and informed manner.

A more detailed summary of the outcomes of specific meetings and workshops is found in Chapter 11: Pre-application Summary.

6.1 Towers Precedent Study

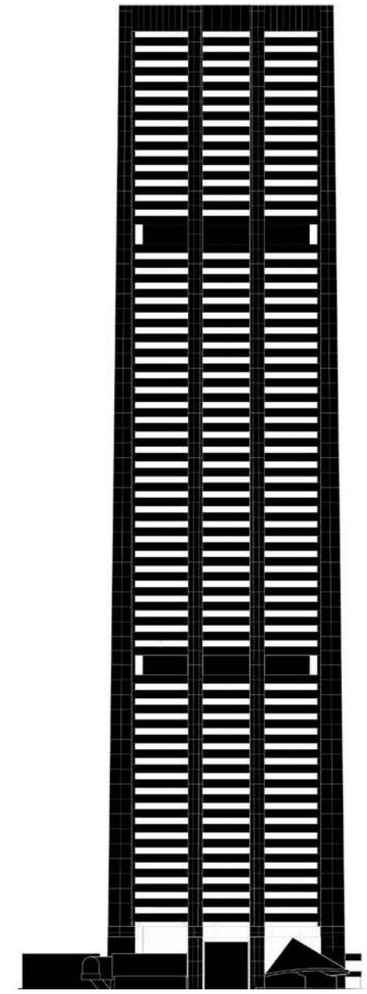
An understanding of tower typologies; how they work, proportions, solidity, architectural language and characteristics, was crucial in developing design proposals.

Given the limited range of tall buildings in the borough, the design team have considered Camden references alongside reference projects from further afield to understand how other designs have dealt with some of the challenges and opportunities related to designing tall buildings. These insights have informed the Design Team's approach to the proposals for Euston Tower, learning key lessons from exemplar buildings across the UK and the world.

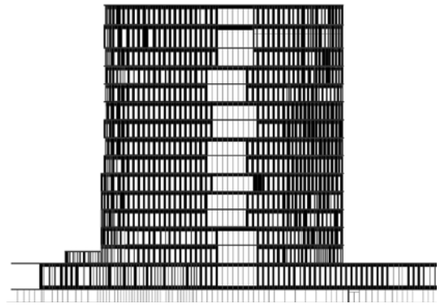
The diagram opposite represents a section of a wider precedent analysis piece in which lessons were learned regarding tall buildings, especially under the following headings:

- Verticality
- Massing strategy & resolution
- Responses to the city skyline, the local townscape and the public realm

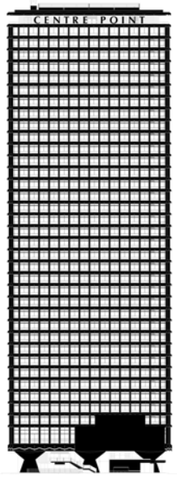
Though we cannot fully separate the massing characteristics from aspects of facade treatment as well as the unique sites and contexts (environmental, cultural, programmatic), the study was influential in highlighting the relevant successes (and challenges) that have subsequently informed the design development of Euston Tower.



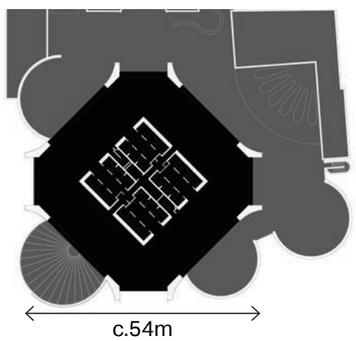
25 Martin Place, Sydney
Height: 228m

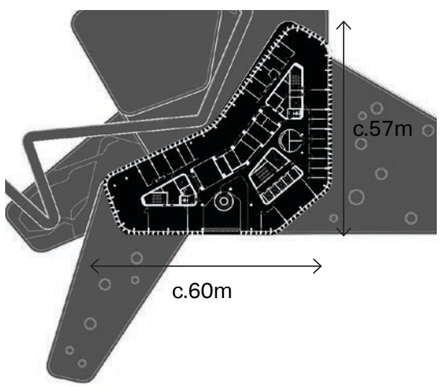


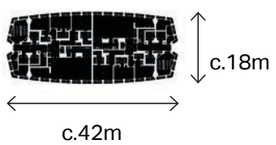
Maersk Tower, Copenhagen
Height: 75m



Centre Point, London
Height: 117m

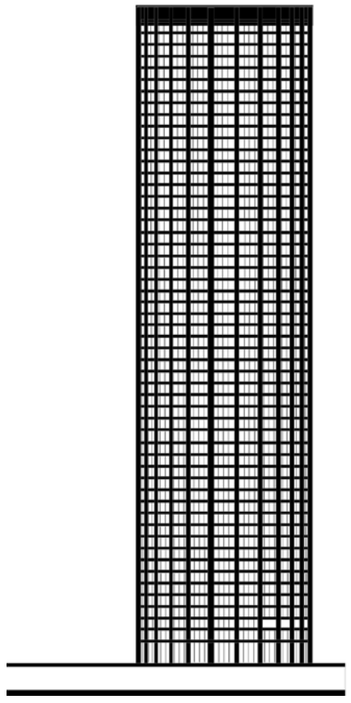




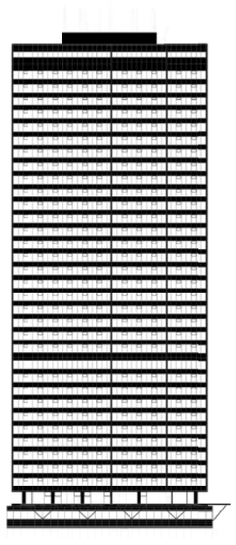


Solid Facade

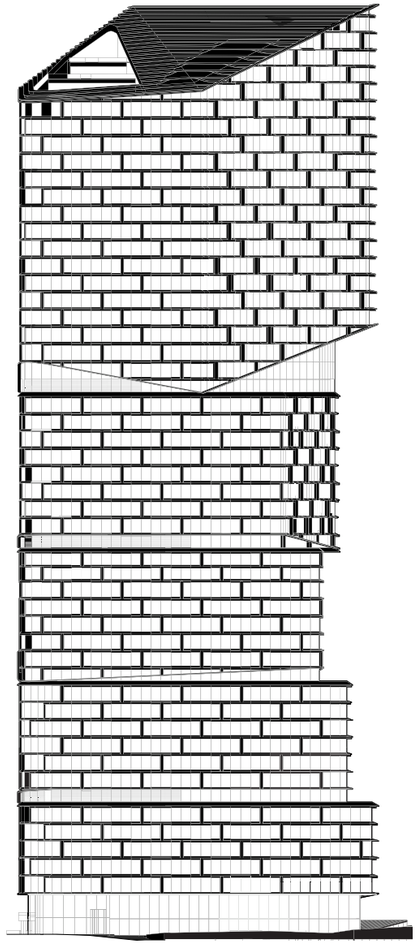
Diagram - Precedent study on towers in elevation and plan



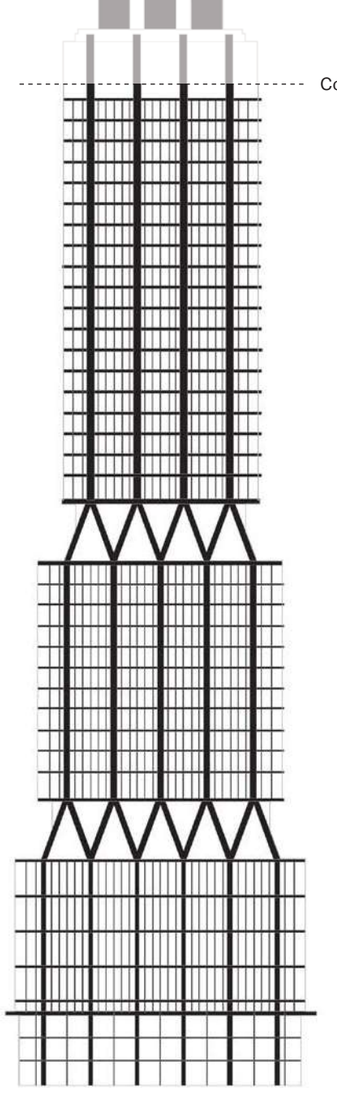
Australia Square, Sydney
Height: 170m



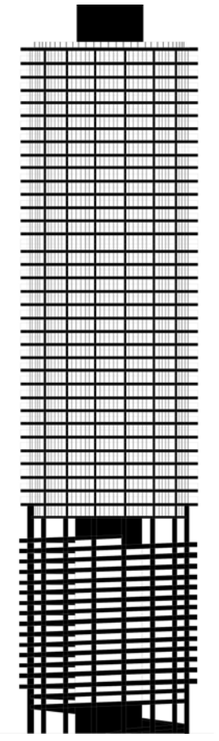
Existing Euston Tower
Height: 125m



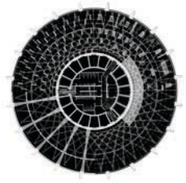
Quay Quarter Tower, Sydney
Height: 216m



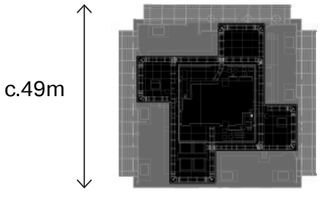
425 Park Avenue, New York
Height: 262m

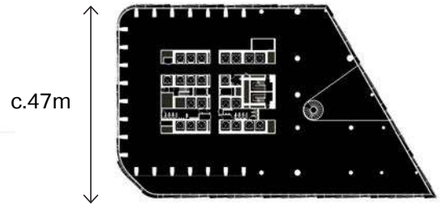


Marina City, Chicago
Height: 179m



c.40m





c.61m

c.40m

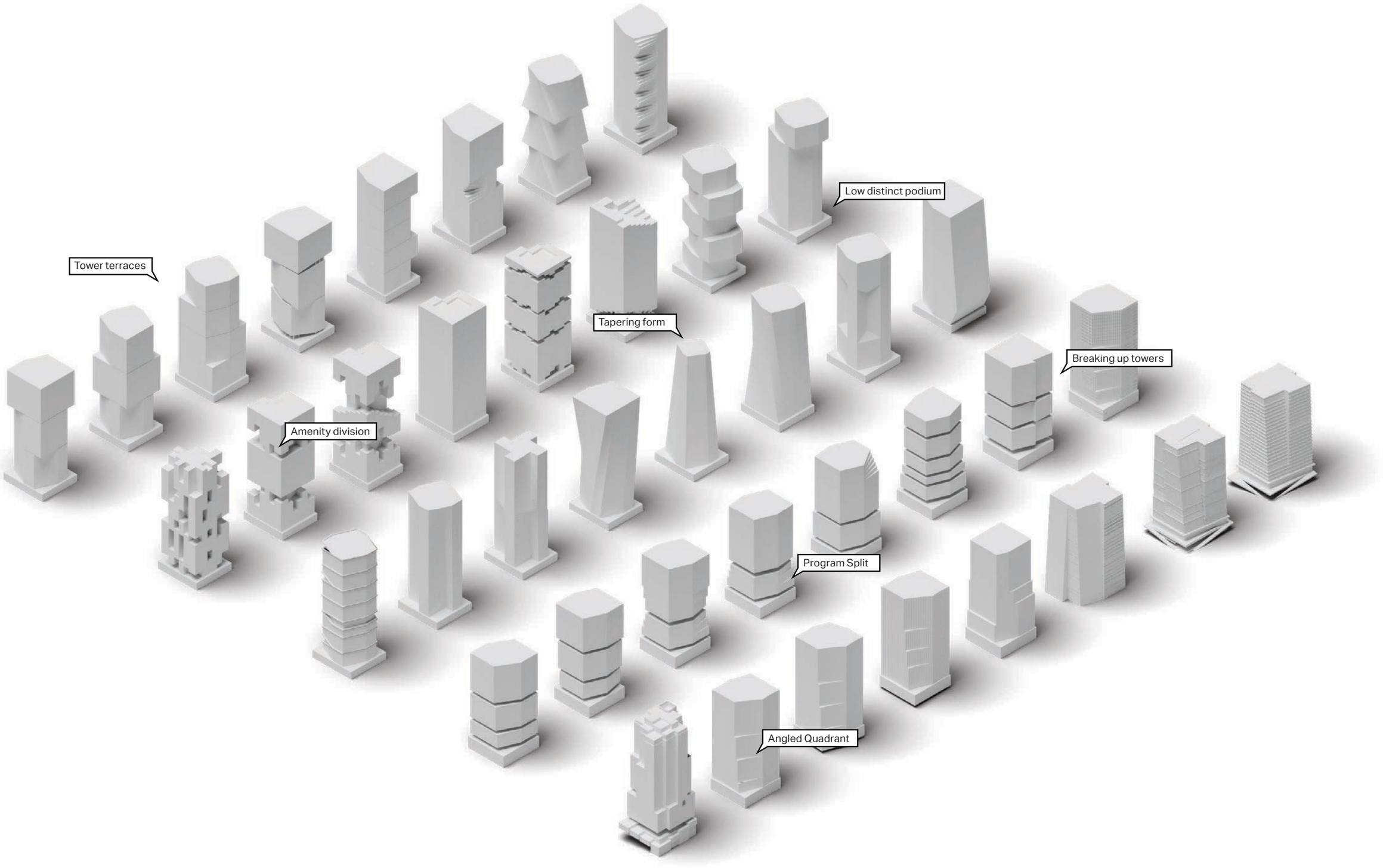
Glazed / Open Facade

6.2 Initial Massing Studies

This page highlights some of the initial studies surrounding massing on the site, including some of 3XN's early conceptual approaches.

These studies suggested that the site could accommodate a building of significant scale, commensurate with its prominence on the Euston Road / Hampstead Road junction.

Images - Initial massing explorations


Low distinct podium
Tower terraces
Tapering form
Breaking up towers
Amenity division
Program Split
Angled Quadrant

6.3 Massing Concept Development

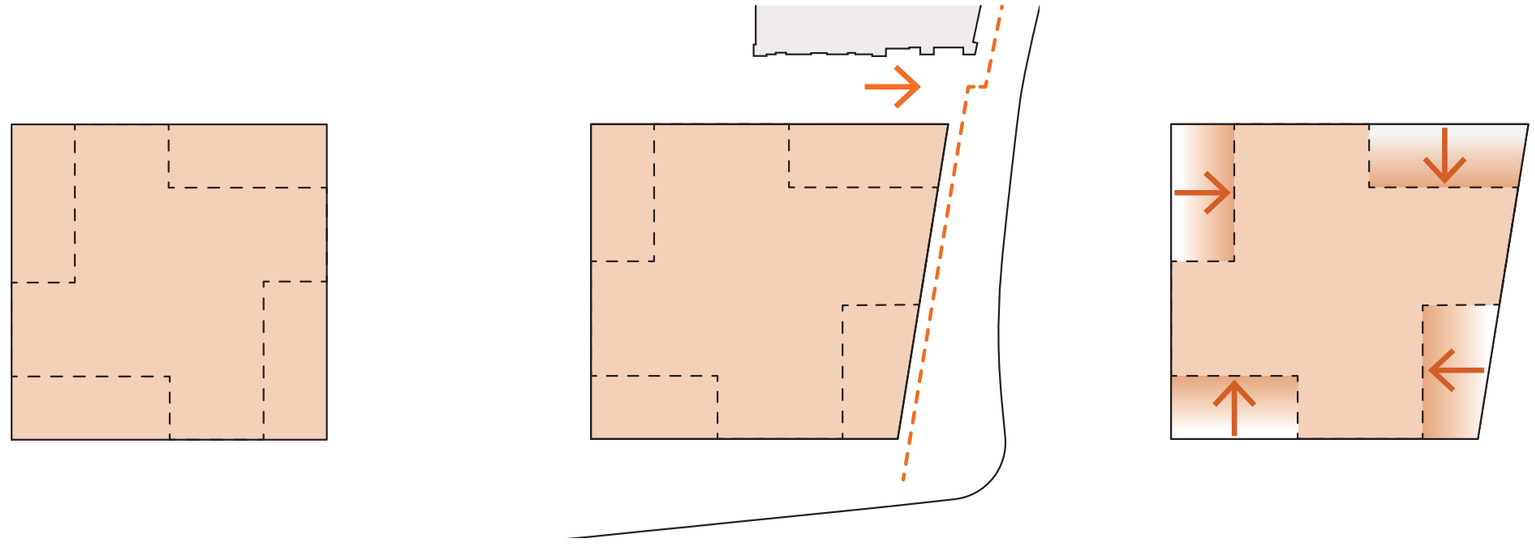
Massing Concept Development
(December 2023 Planning Application)

The four quadrants approach to the tower massing was inspired by the pinwheel floorplate shape of the existing Euston Tower. Expanding the floorplate from the pinwheel shape increases usability and future flexibility of programme for tower levels by ensuring that the floor plate is more connected.

Angling the expanded tower floor plate towards the east provided a continuity in the streetscape experience along Hampstead Road and added additional space around the busy intersection of Hampstead Road and Euston Road.

Pushing in the four quadrants at the upper levels provided a vertical separation of each side of the tower so that each face was split into two. This separation gave the tower a verticality which could be appreciated from long range views and also up close as a passerby.

The four quadrant concept was most clearly understood by a series of explorative cast plaster models as shown on the opposite page.



Expand to Square

Align to Hampstead Rd

Push in Four Quadrants

Diagrams - Conceptual massing diagrams in plan for the December 2023 planning application

Photographs - Physical models of initial massing and articulation explorations

Massing Concept Development
(Post-December 2023 - The Proposed Development)

Following continued engagement with planning and design officers at London Borough of Camden, as well as further conversations with statutory consultees such as Historic England and the Greater London Authority, significant changes to the massing have been made, intended to simplify the form and create the opportunity for a calmer, and more ordered facade design.

The fundamental massing concepts remain largely the same, and the total height of the Proposed Development remains the same as the December 2023 planning application scheme. However, the massing change provided the opportunity to express more clearly those conceptual approaches, as illustrated in the adjacent diagrams.

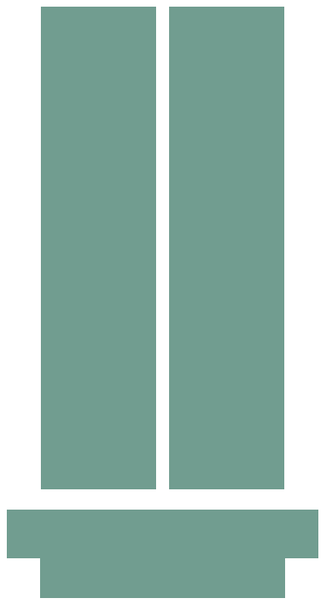
The Proposed Development is now rectangular in plan, allowing the facade to be more ordered and relate better to the surrounding built environment. The plan allowed for all sloped faces on the elevations to be removed.

The concept of splitting up of the elevations centrally on the facade is retained. However, the vertical separation is achieved through setting back the facade rather than pushing it out, helping better accentuate the division between the tower quadrants.

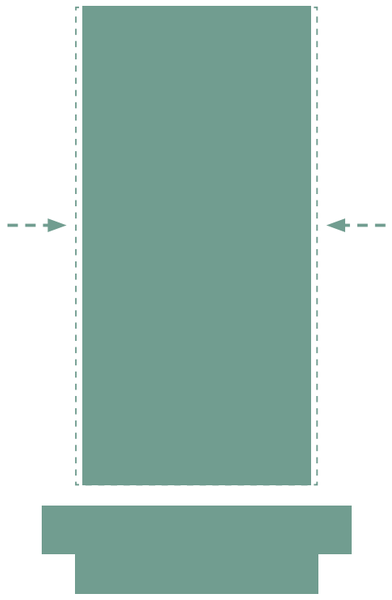
A focus on the perception of slenderness, particularly in townscape views, resulted in rounding the corners, reducing the perceived width of the tower, especially when viewed obliquely.

The podium is now two levels taller and proportionally it sits better as the base for the tower. It allows for a clearer identity at the Ground Level and a more assured form, that helps it relate to the surrounding context.

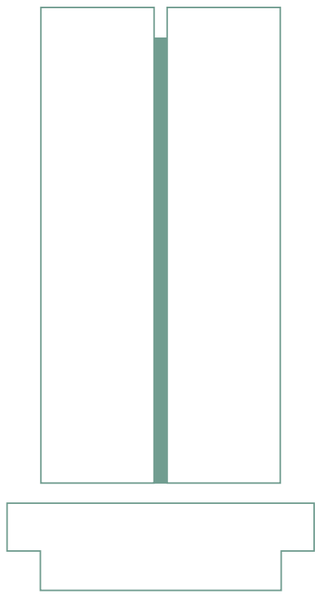
The following pages outline the design evolution process and the steps taken in realising the design for the Proposed Development, expanding on the above points in more detail.



4 Slender, Connected Tower Quadrants



Rounded Corners Narrow Perceived Width



Set-In Spines Emphasise Four Quadrants

Photograph - Work-in-progress design evolution massing model

6.4 Tower Massing Evolution

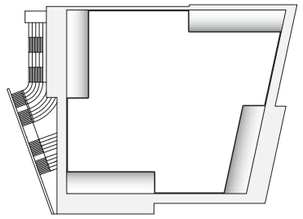
Tower Massing Evolution
(December 2023 Planning Application)

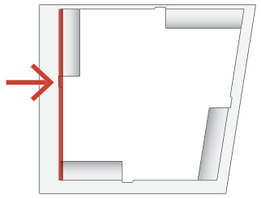
The four quadrants concept has been central to the idea of challenging the conventional tower typology.

The development of the massing over the design process has been ongoing as various analyses of skyline, local and strategic views and LVMF viewing corridors and the appreciation of local landmarks have been undertaken.

All of the adjustments during this development have been driven by the four quadrants massing approach, following the concept of creating a tower that responds to its context and location with a distinctive form that is consistent from each direction whilst remaining coherent and recognisable on the skyline.

This spread details the evolution of the tower massing in 2023, culminating in the December 2023 planning application. The spread overleaf details the evolution of the tower massing following the submission of the December 2023 planning application to the design of the Proposed Development.



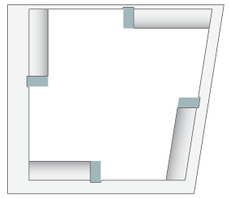


1. February 2022 - Initial Massing

The initial tower massing reflected the four quadrants concept and as such seeked to provide a distinctive form that was coherent and recognisable across all elevations. Double-height amenity cuts in the facade were identified at this point and studied in terms of quantity and location on the four quadrant massing

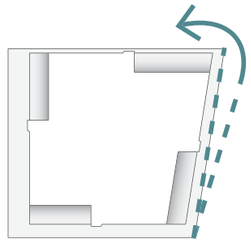
2. LVMF Analysis

The podium and tower massing were reduced by approximately 2.8m from the west side of the development due to interference with a LVMF viewing corridor from Parliament Hill that is framed by the existing Euston Tower and the BT Tower. This brought a significant reduction in massing that resulted in a more slender volume that reflected better the proportions of other lower tower buildings in its context



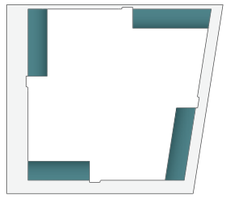
3. “Breathing Spines” Introduced

The Proposed Development’s MEP strategy required a considerable amount of louvres to support the amount of air required for the building’s systems. Breathing Spines were introduced at the junction of each quadrant, and massing adjusted accordingly, making this element both functional and consistent with the overall architectural concept.



4. The Eastern Quadrant

Discussions with LB Camden officers resulted in the angle of the eastern quadrant changing from 12^{0} to 9^{0} - this change ensured that the proposal followed better the fanning facade lines along Hampstead Road, created a more slender form within the townscape (especially when viewed along Tottenham Court Road), and created more public realm space at its base in the north-east corner of the site.



5. Amenity Expression

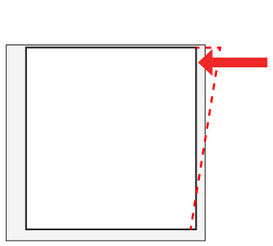
A series of two-storey ‘cuts’ were added throughout each of the quadrants of these buildings providing space for valuable amenity such as external terraces and winter gardens. These cuts also help further reduce the massing, creating a series of stacked boxes that allow the building to function as a ‘vertical connected neighbourhood’ to complement the character of Regent’s Place and by adding double high amenity facade elements, the tower has a coherent expression.

Tower Massing Evolution
(Post-December 2023 - The Proposed Development)

Following the December 2023 planning application, further consultation with local stakeholders and the planning authority provided opportunities to further progress the form and massing of the Proposed Development.

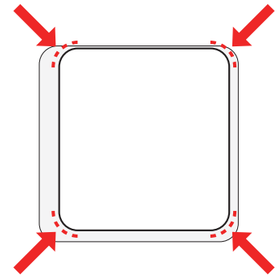
Working with planning and design officers at the London Borough of Camden, the form was simplified and rationalised with the ambition of reducing the perception of bulk and massing within the townscape, and developing a calmer, more ordered approach to the architecture.

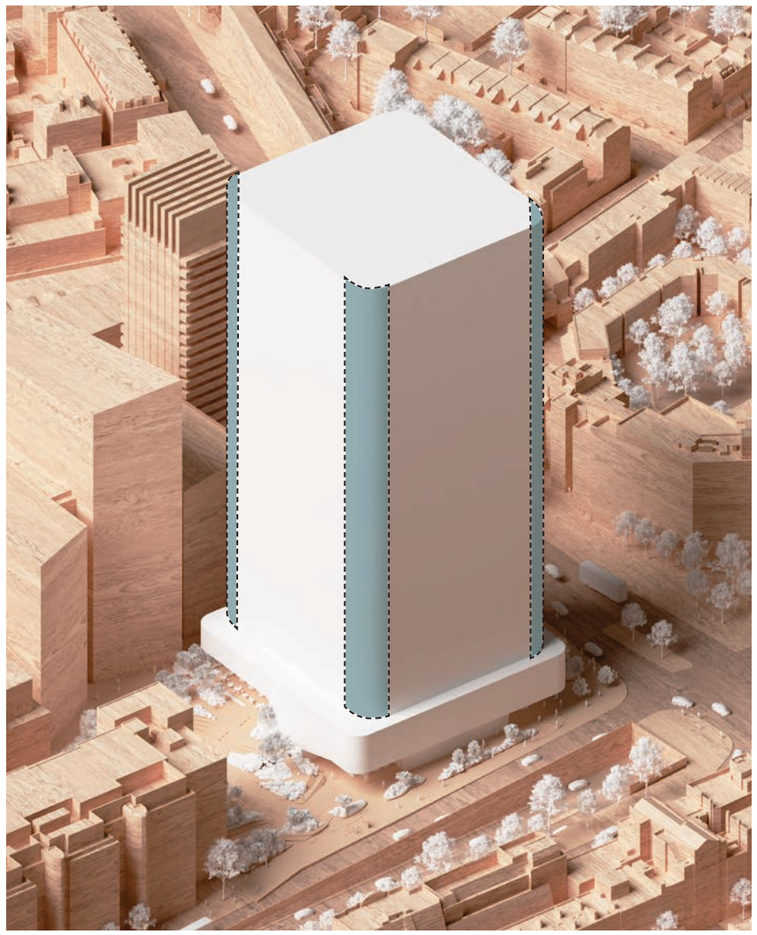
This spread details the evolution of the tower massing, following the submission of the December 2023 planning application, to the design of the Proposed Development.



6. A Less Complex and More Ordered Massing

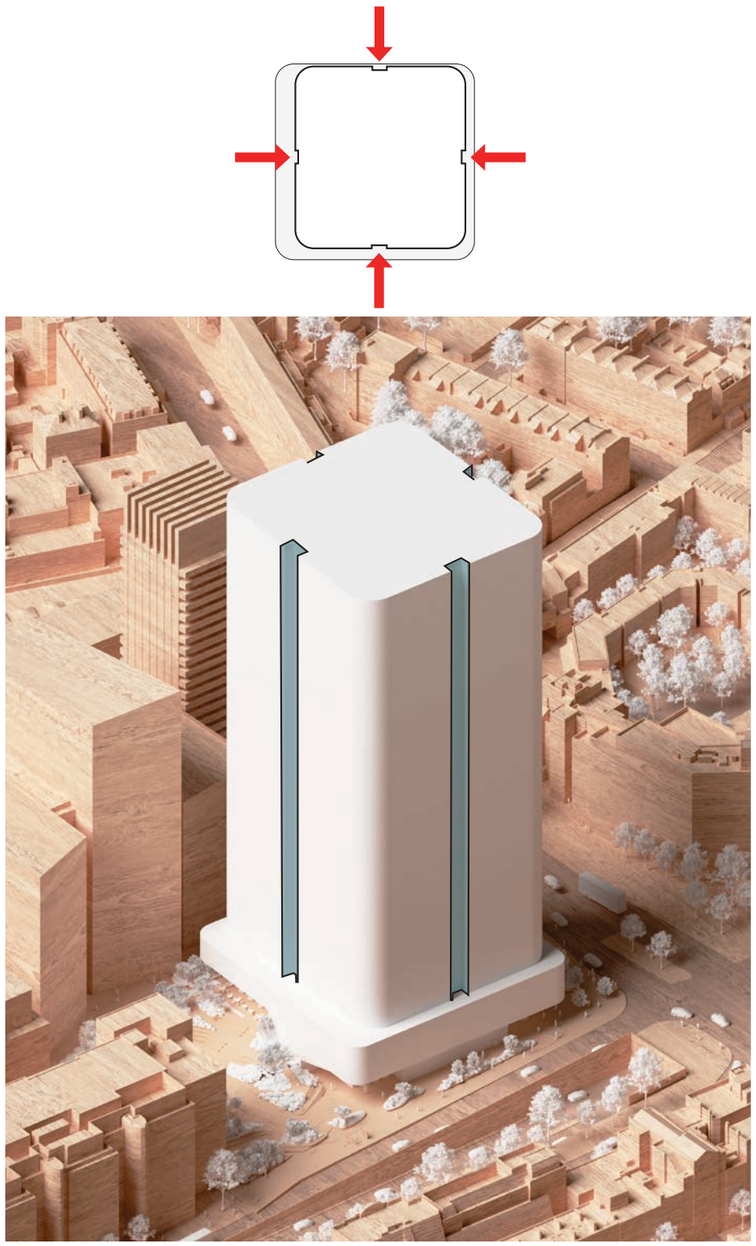
The building massing was simplified; a rectangle in plan, and extruded to the height of the proposals submitted in the December 2023 planning application. The uniform extrusion helped give the proposed tower a calm, organised appearance on the skyline and provides a clear relationship to the regular extruded forms of tall buildings in the immediate context. Cutting the form back at the north-east helped make the proposed tower appear more slender, particularly when viewed from along Tottenham Court Road.





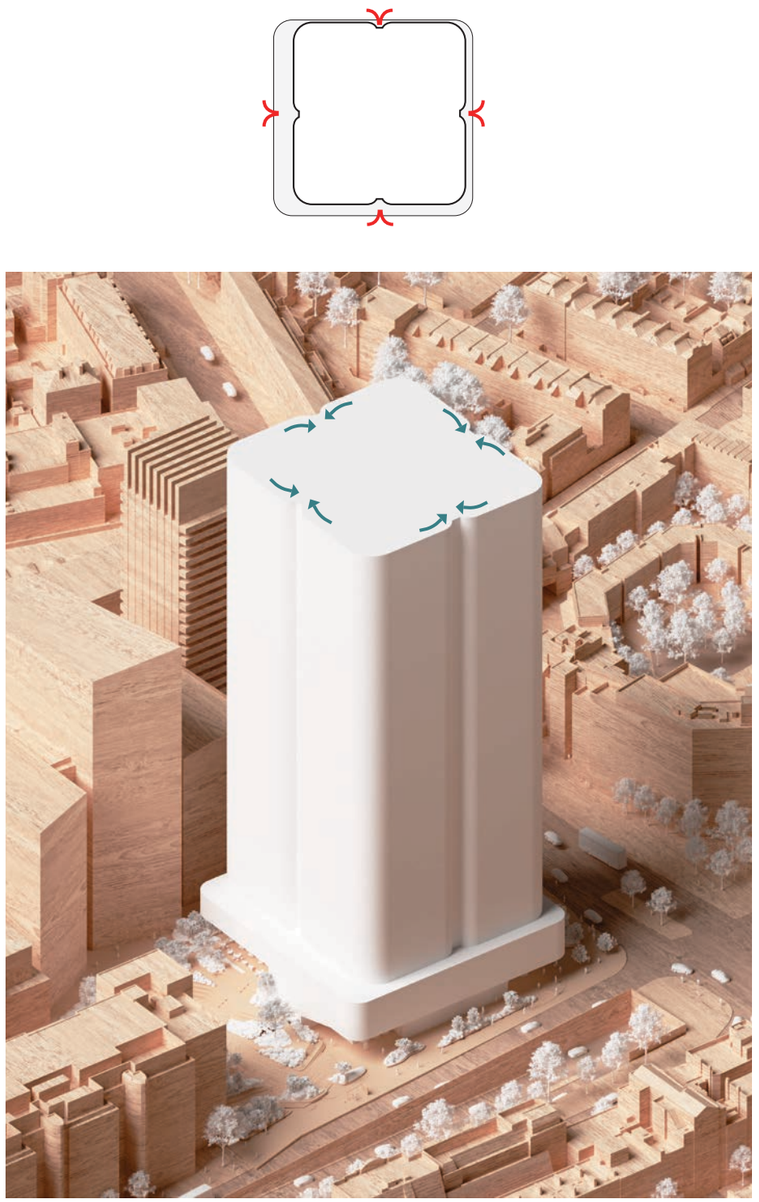
7. Rounding the Corners

In order to further reduce the perception of bulk and massing, the corners were faceted to create a rounded form. This resulted in the visual width being significantly reduced, especially when the proposals are viewed on the angle. The softer appearance has also helped establish a clearer identity for the proposed tower and reinforced it as a building that addresses all four elevations.



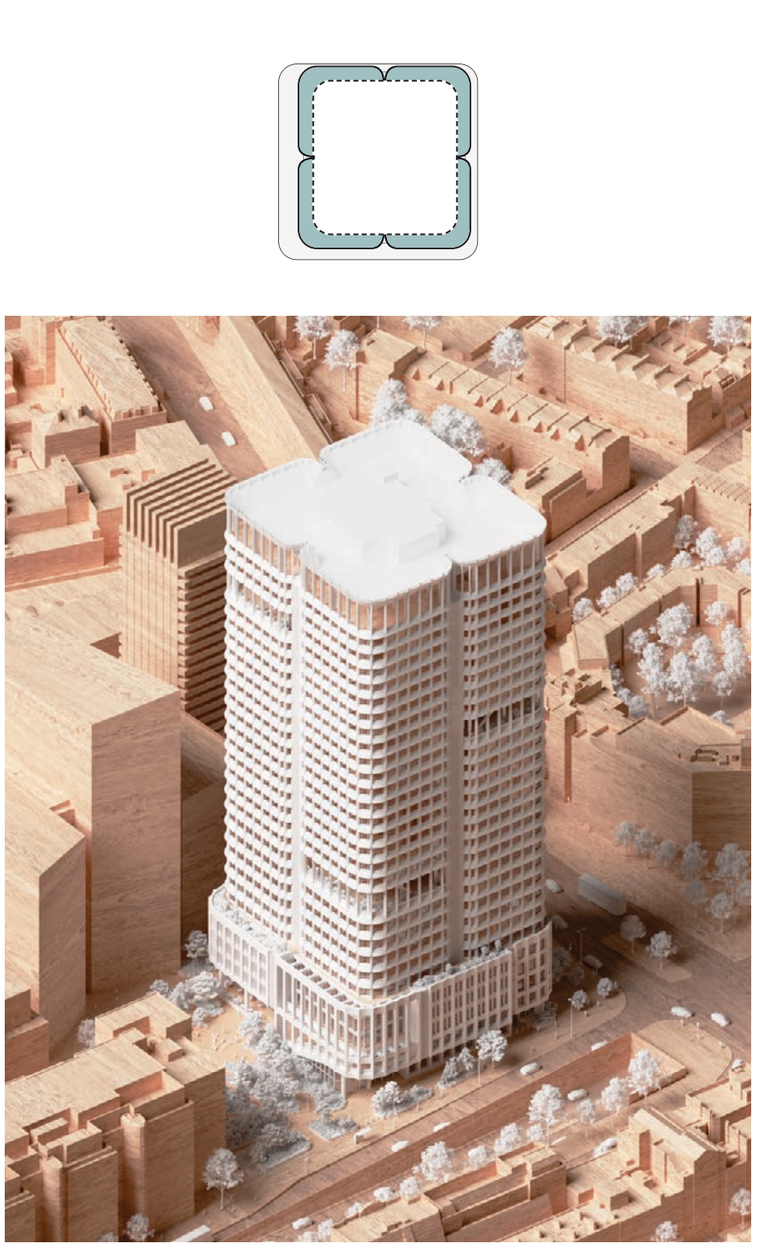
8. Inset “Breathing Spines”

Rethinking and integrating the four quadrant concept into the developing form, the Breathing Spines were set in to help define a split in the centre of each face. The Breathing Spines help reinforce verticality in the massing and create the appearance of two, slender, connected towers per elevation. The central division supports a consistent treatment to each face, and the concept of a 360° tower. The proposed tower addresses all cardinal directions equally, respecting its situation as a uniquely tall tower in its context.



9. Rounded “Breathing Spines”

The four quadrant concept was further supported through rounding the corners at the Breathing Spines, thereby reinforcing the idea of each elevation being made up of two, slender, connected towers. The softer edges to the setback spine help make consistent the formal architectural expression and, therefore, a more coherent shape to the proposed tower.



10. A Consistent 360° crown

The Breathing Spines were further set back at the top, helping define a more articulated crown to the proposed tower. The rooftop plant was setback to allow for a consistent double-height condition to be applied to all four elevations equally. This consistent treatment further reinforces the concept of a 360° tower that addresses all four directions and responds to its unique situation as a tall tower in this part of the borough.

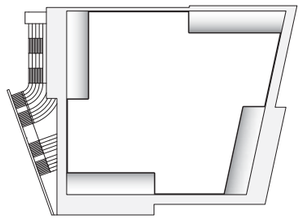
6.5 Podium Massing Evolution

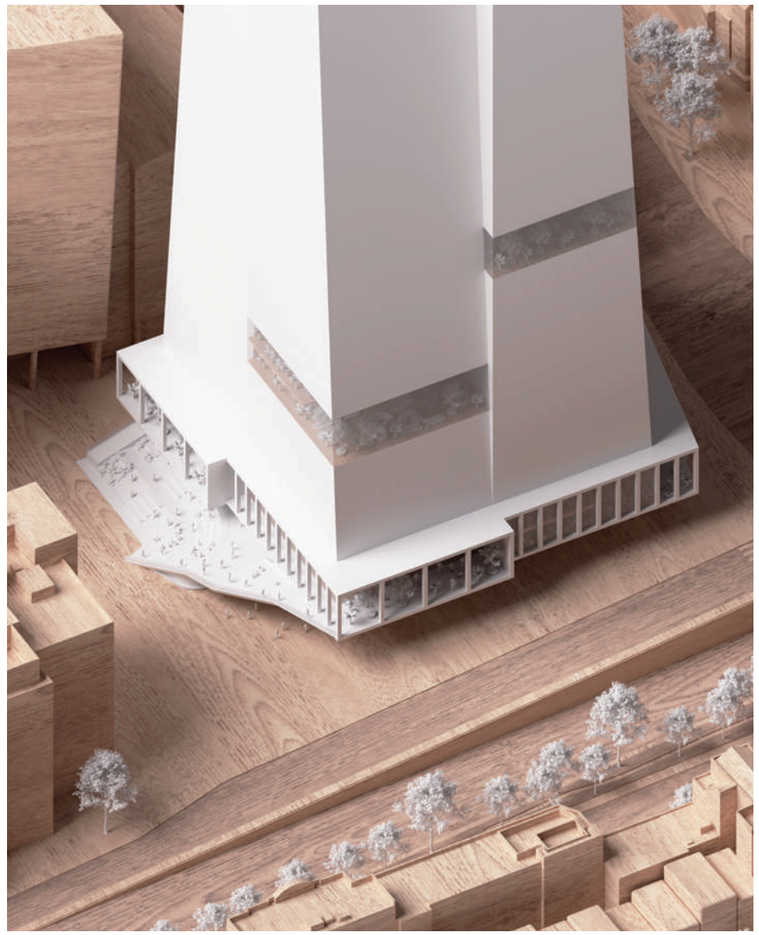
Podium Massing Evolution
(December 2023 Planning Application)

The manner by which the tower element lands and connects with the ground plane is fundamental to the conceptual approach and, as such, a focus on creating an inviting, welcoming, open and accessible podium and surrounding public realm and landscape has been key in the massing evolution of the podium and landscape.

The development of the podium massing has been sensitive to a number of key constraints, including balancing the requirement to limit oversailing in the public realm with a responsibility to improve the wind and microclimate conditions on- and off-site, to create a more comfortable environment for pedestrians, cyclists and life around the building.

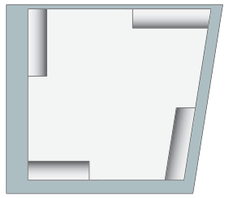
This spread and the spread overleaf detail the evolution of the podium massing in 2023, culminating in the December 2023 planning application. The subsequent two spreads detail the evolution of the podium massing following the submission of the December 2023 planning application, to the design of the Proposed Development.





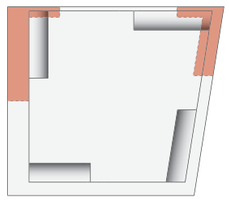
1. February 2022 - Stage 01

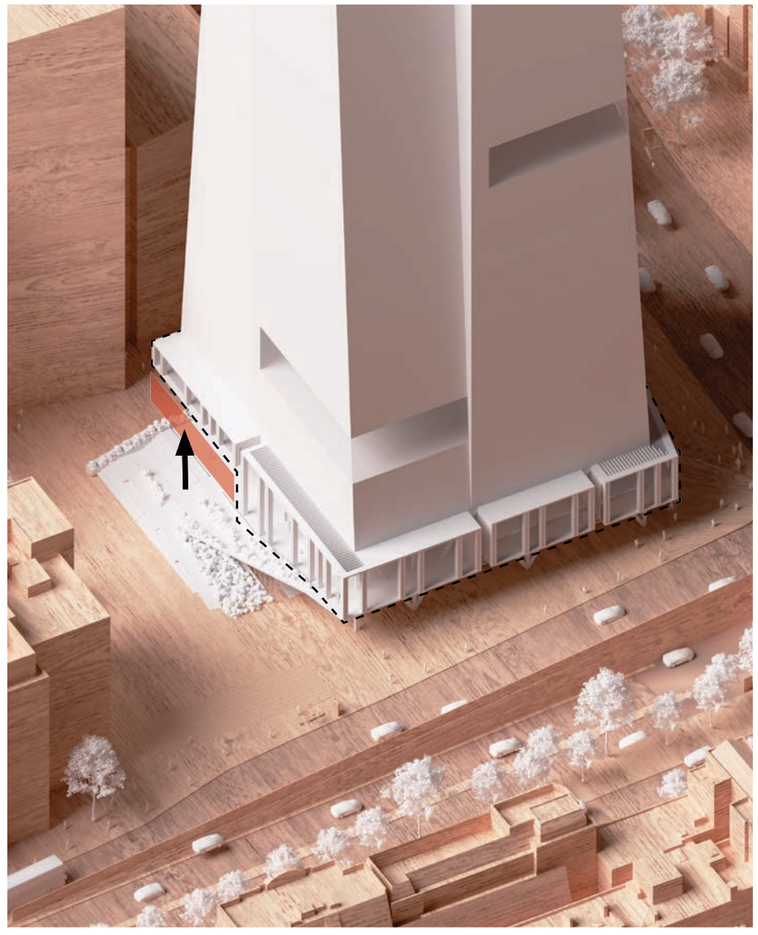
The Stage 01 tower massing had an angled east facade face and was made up of four two-level boxes which push and pull relative to one another. The purpose of this massing was to mitigate wind, to relate to the neighbouring buildings along Hampstead Road and to provide a more generous public space at the corner intersection at Ground Level. The pinwheel shape helped break down the massing of the podium into four distinct areas to reflect the quadrants of the tower above



2. Simplifying Podium Massing and Reducing Overhangs

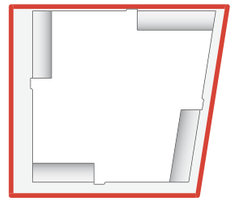
The push and pull massing boxes were simplified to represent a more consolidated and distinct podium shape. Through pushing areas of the podium massing back, the oversailing of the public realm was reduced in collaboration with LBC. However, this had a negative effect on the podium's mitigating effects on the wind conditions so initial studies were undertaken to integrate wind baffles into the podium facade on the south-east and west

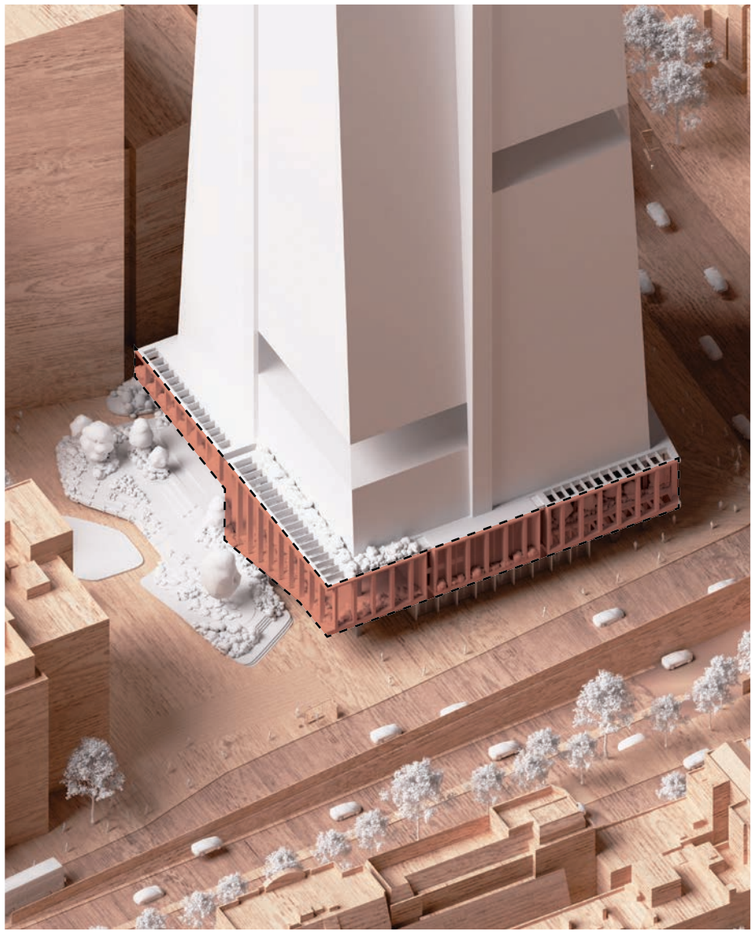




3. Push up Areas of Podium to Highlight Entrances

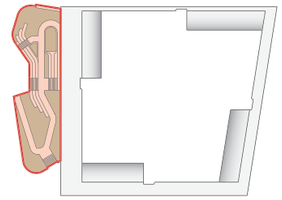
The north-west and north-east podium massing boxes were lifted up as an architectural gesture, highlighting key entry points and encouraging access from Regent's Place Plaza and Hampstead Road to reflect the concept of creating an inviting and welcoming series of permeable public podium spaces. Wind baffles are further developed to reflect the ongoing wind tunnel and CFD analysis undertaken to improve microclimatic conditions on the site.

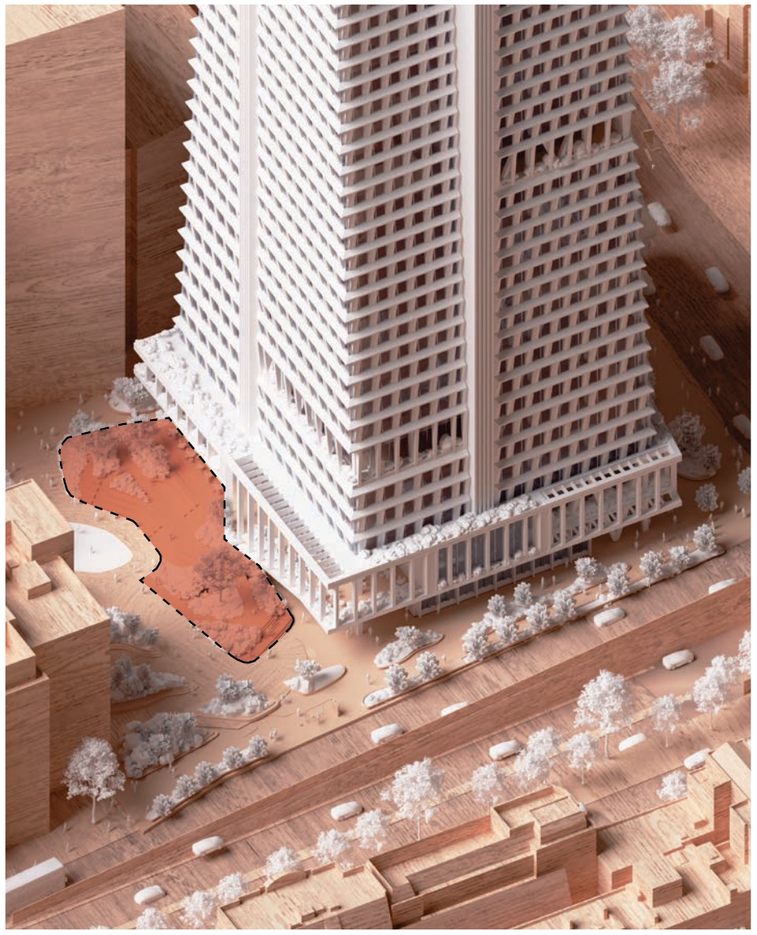




4. New Regular Facade Expression

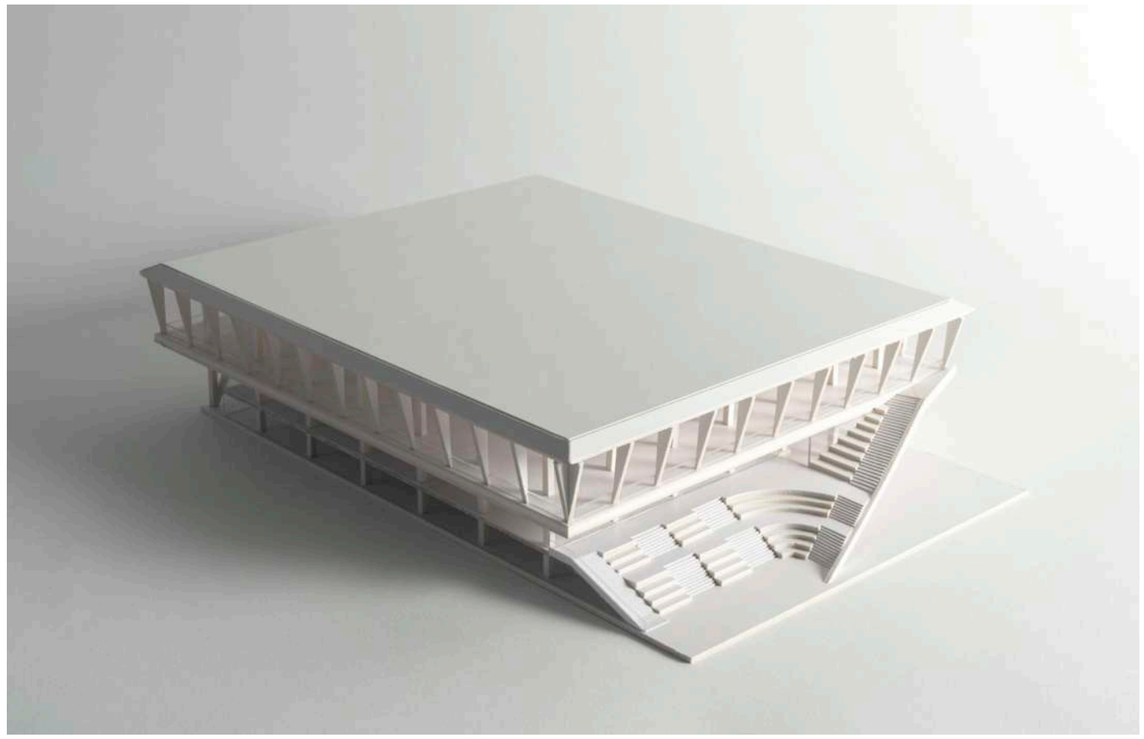
The podium facade expression was simplified into a series of vertical elements with a 3m spacing and introduced gaps between the podium boxes which represented a miniature version of the tower breathing spines. This rationalisation was achieved through a series of significant workshops with LBC planning officers. This collaboration also resulted in movement in the ground floor facade, pushing entrance areas in to provide additional shelter at thresholds whilst simultaneously pushing areas out elsewhere to reduce areas of oversailing in the public realm further

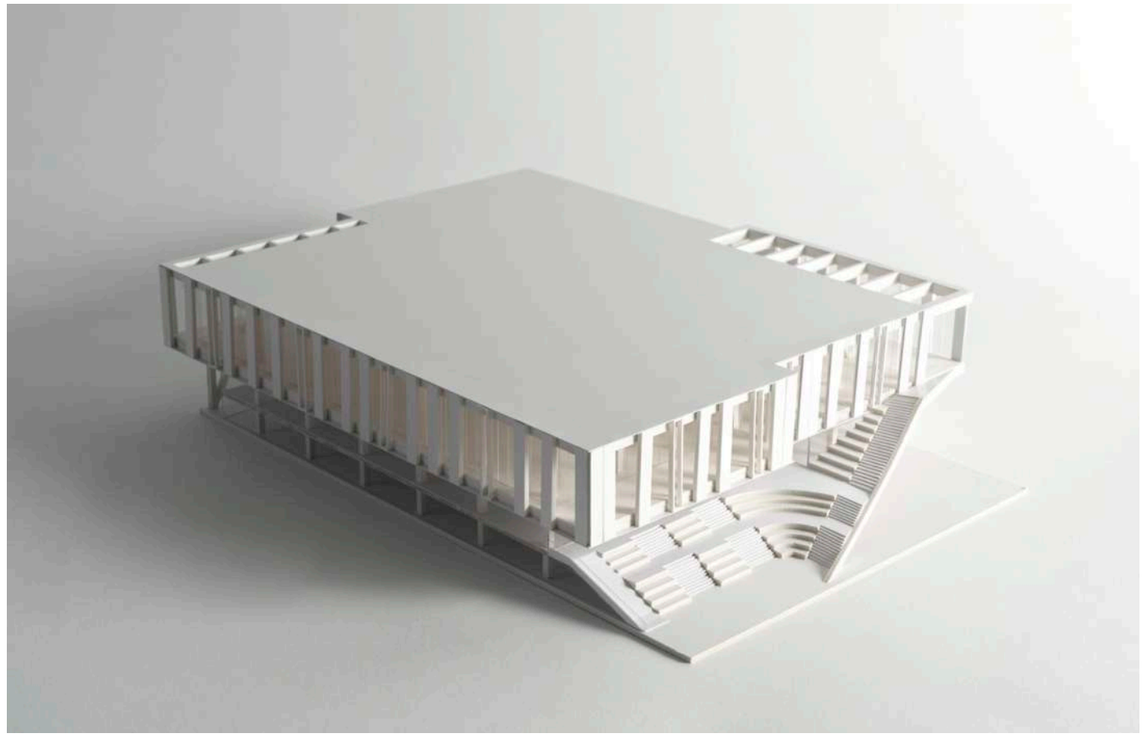


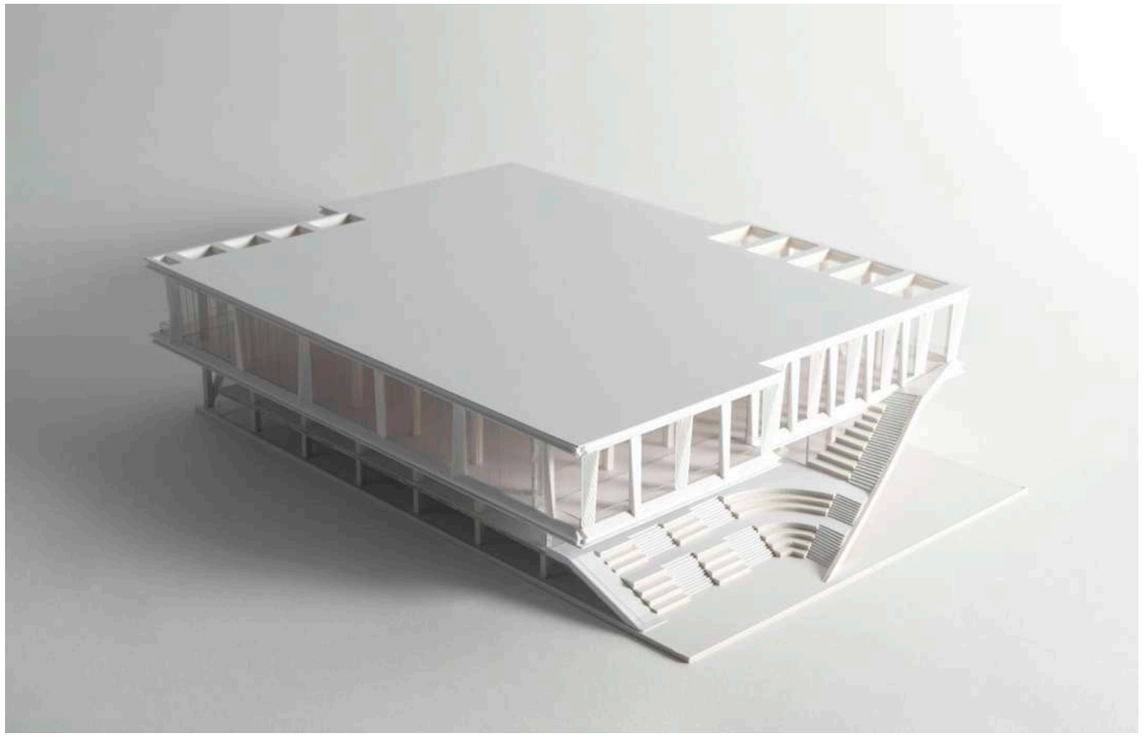


5. Development of Exterior Stair

A terraced landscape designed in conjunction with the Proposed Development public realm design concepts is developed for an active connection with Regent's Place Plaza. This planted green route provides access to the Level 01 cafe terrace and has been significantly influenced through both the co-design and LBC pre-application workshops with the ambition of creating a fully accessible, engaging and immersive green landscape that encourages entry and access through the public podium







Photographs - Physical models of differing podium design approaches

Photograph - Detailed physical model of podium (December 2023 planning application)

Podium Massing Evolution
(December 2023 Planning Application)

A significant focus was given to how the lower levels of the building connect with the public realm on all four sides of the building. This focus gave rise to adjustments throughout the design process which include the location of entrances, relationship of the ground floor glass line to pavement, extent to which the podium levels overhang public space and the ease of access from various sides of the podium to multiple levels of interior programming.

The design adjustments were made with careful scrutiny of the relationship of elements of the proposed podium massing to adjacent buildings and continual conversation about what design moves best serve the local community at both the ground and upper levels of the podium.

Initial podium designs featured a single box massing for the upper levels of the podium. This design evolved into a series of four floating boxes for the upper levels with a push and pull of their front faces so that the boxes stood apart from one another. The proposed design for the December 2023 planning application version of the podium featured a massing where the upper floor boxes are aligned on their front faces and lifted up on the northeast corner at Hampstead Road and on the north-west corner facing Regent's Place Plaza. In addition, the ground floor glass was pushed in strategically at entrances along both Euston Road and Hampstead Road.

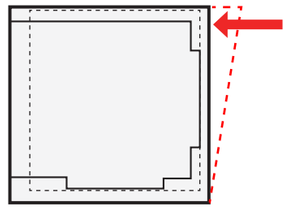
This spread illustrates how the major developments in the design evolution for the December 2023 planning application came together into a coherent design. The next two spreads detail the evolution of the podium massing following the submission of the December 2023 planning application, to the design of the Proposed Development.

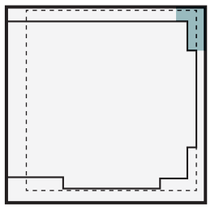
Podium Massing Evolution
(Post-December 2023 - The Proposed Development)

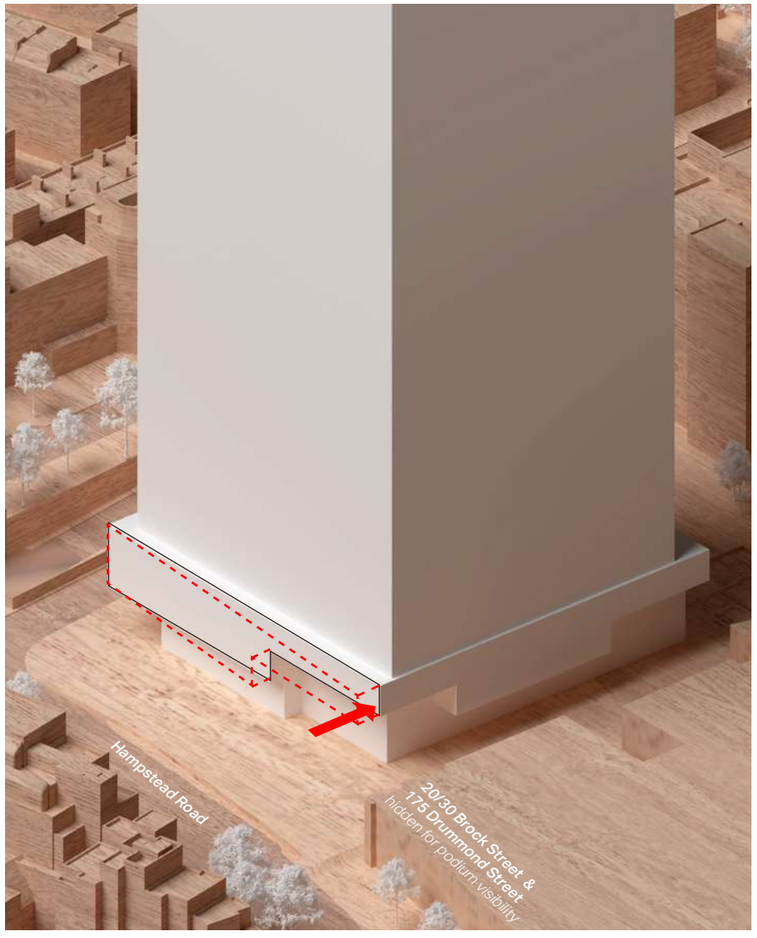
The decision to simplify the form of the tower after the December 2023 planning application presented an opportunity to also rationalise the podium massing and ensure a link in the form of both elements of the architecture.

Working with planning and design officers at the London Borough of Camden, the form was simplified in line with the tower massing, with the ambition of reducing the mass and oversailing, and creating a more coherent experience of the architecture at Ground Level.

This spread details the evolution of the podium massing, following the submission of the December 2023 planning application, to the design of the Proposed Development.





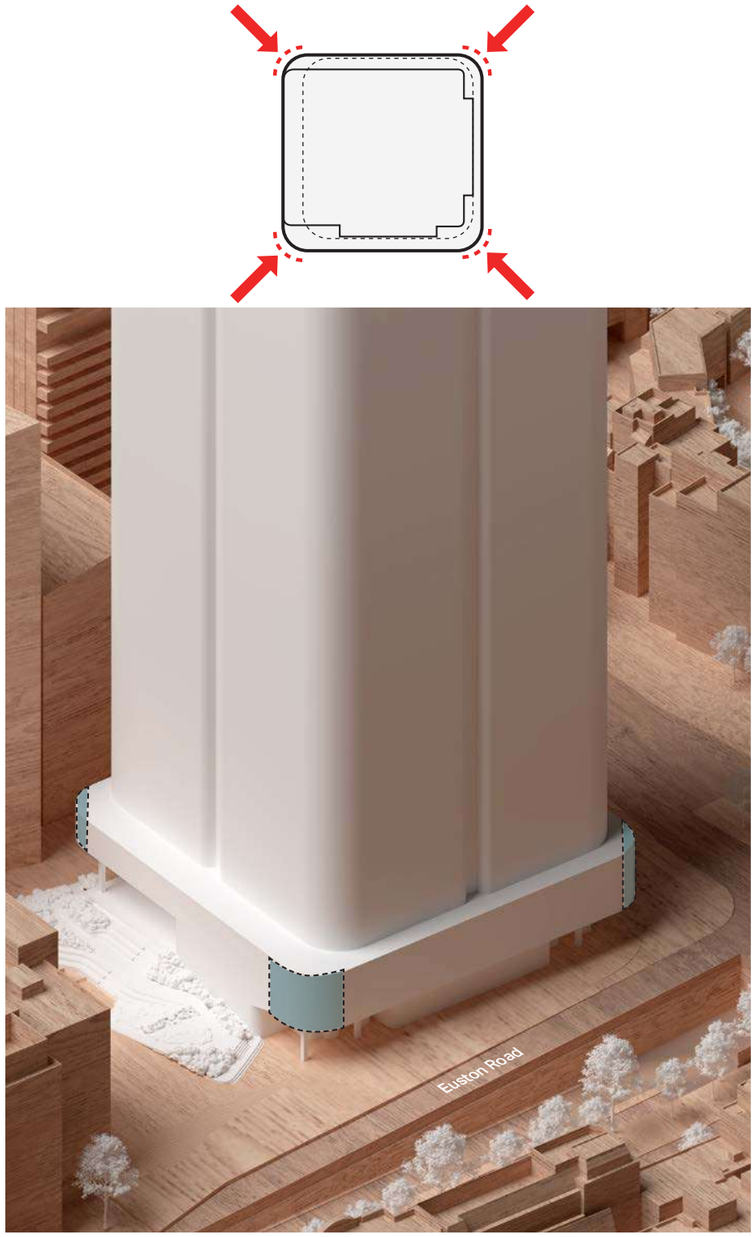


6. Cutback to NE to align with Tower Massing Change

The initial massing change to the podium was to setback the NE corner to align with the change in massing in the tower, removing the alignment to the facade lines along Hampstead Road in favour of increased public open space at this point.

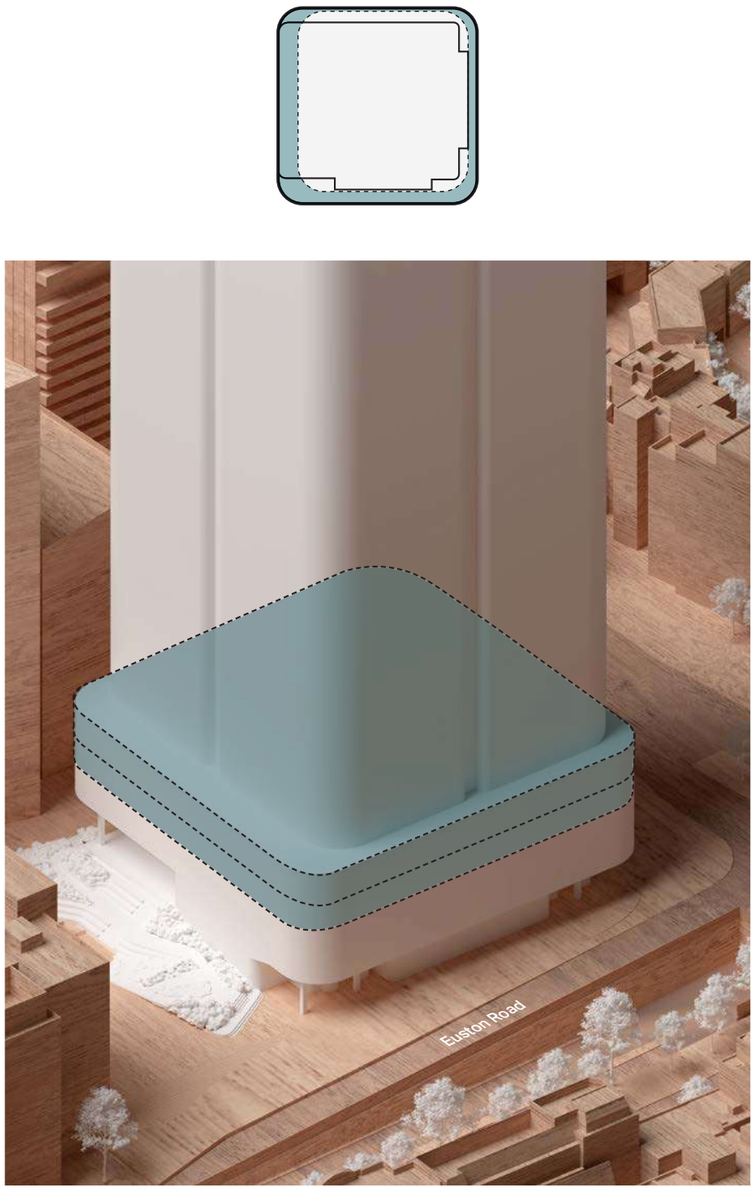
7. NE Soffit Dropped

After further consideration of the scale and massing of the podium in the townscape at the north-east corner, the decision was made to lower the soffit under the triple height space to create a more human-scaled experience to the entrance to Brock Street. This also had the effect of calming down the Hampstead Road elevation, in line with the more rational and ordered massing of the tower.



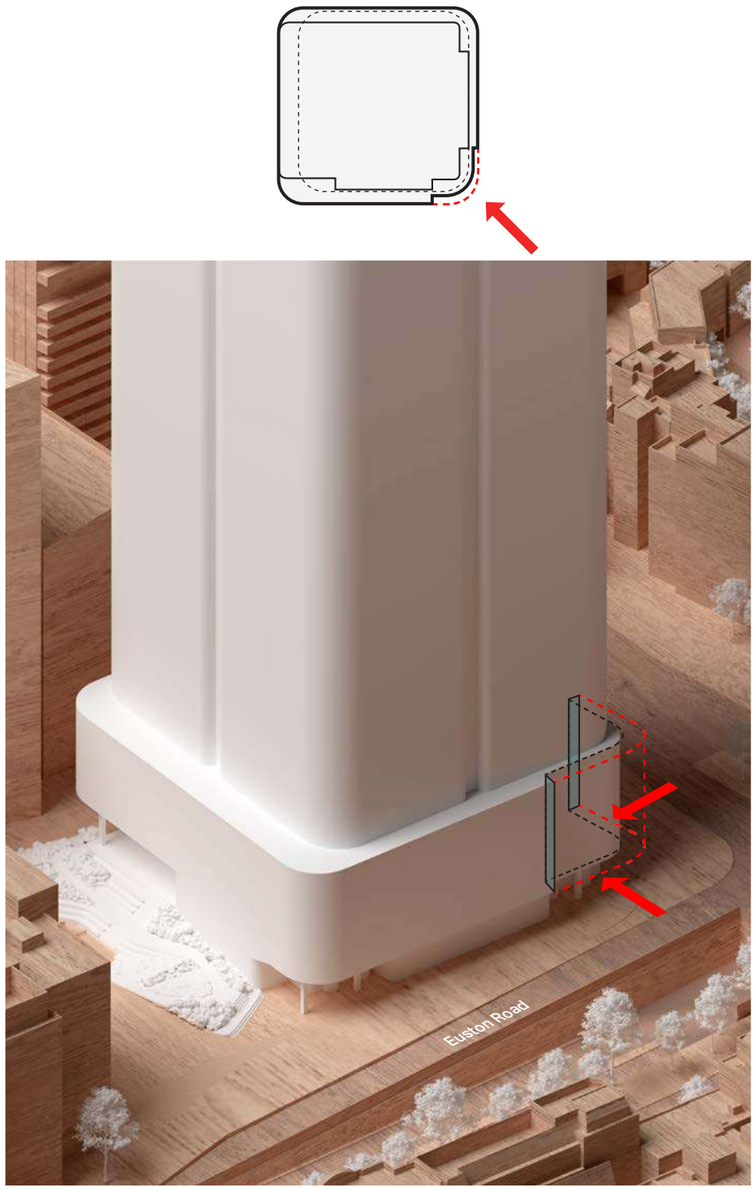
8. Rounded Corners

The corners of the podium were rounded to align with the formal language of the tower, maintaining a connection between the two in the approach to the massing. Softening the massing at the corners increases the amount of open space in the public realm, as well as reducing the perception of the bulk and massing at the edges. This was particularly effective at the Euston Road-Hampstead Road junction, and the Hampstead Road-Brock Street junction, in providing more open public space around higher-traffic areas.



9. Increased Massing by Two Levels

Responding to feedback received at the August 2024 Design Review Panel, and ongoing communication with the planning officers at LBC, additional massing in the podium was studied to better situate it in the townscape and improve proportions. Having considered multiple options for additional massing, the decision was made to raise the height of the podium by two levels, giving the tower mass a more solid and substantial base upon which to stand.



10. Setback to the Euston Road Junction at the South-East Corner

Addressing its situation on a key crossroads, and following testing in the wind tunnel, the massing at the south-east corner was pushed back to reduce the oversailing at the junction and offer a gesture in the architecture particularly in the approach from Tottenham Court Road and Warren Street station.

Podium Massing Evolution
(Post-December 2023 - The Proposed Development)

The approach of using the architecture to create a formal gesture, connecting the podium with the public realm, was seen as a successful aspect of the December 2023 planning application. This concept was therefore retained and developed, with a focus on creating more human-scaled spaces within the taller proportion of the taller podium massing.

Lessons learnt from the local context, specifically in relation to the character of the buildings down Tottenham Court Road, were instrumental in defining the approach to the architectural language and articulation which is outlined in more detail in sections 6.13 - 6.15.

Photograph - Podium detail from 1:250 model

Photograph - Podium detail from 1:250 model

6.6 Result of Massing Evolution (December 2023 Planning Application)

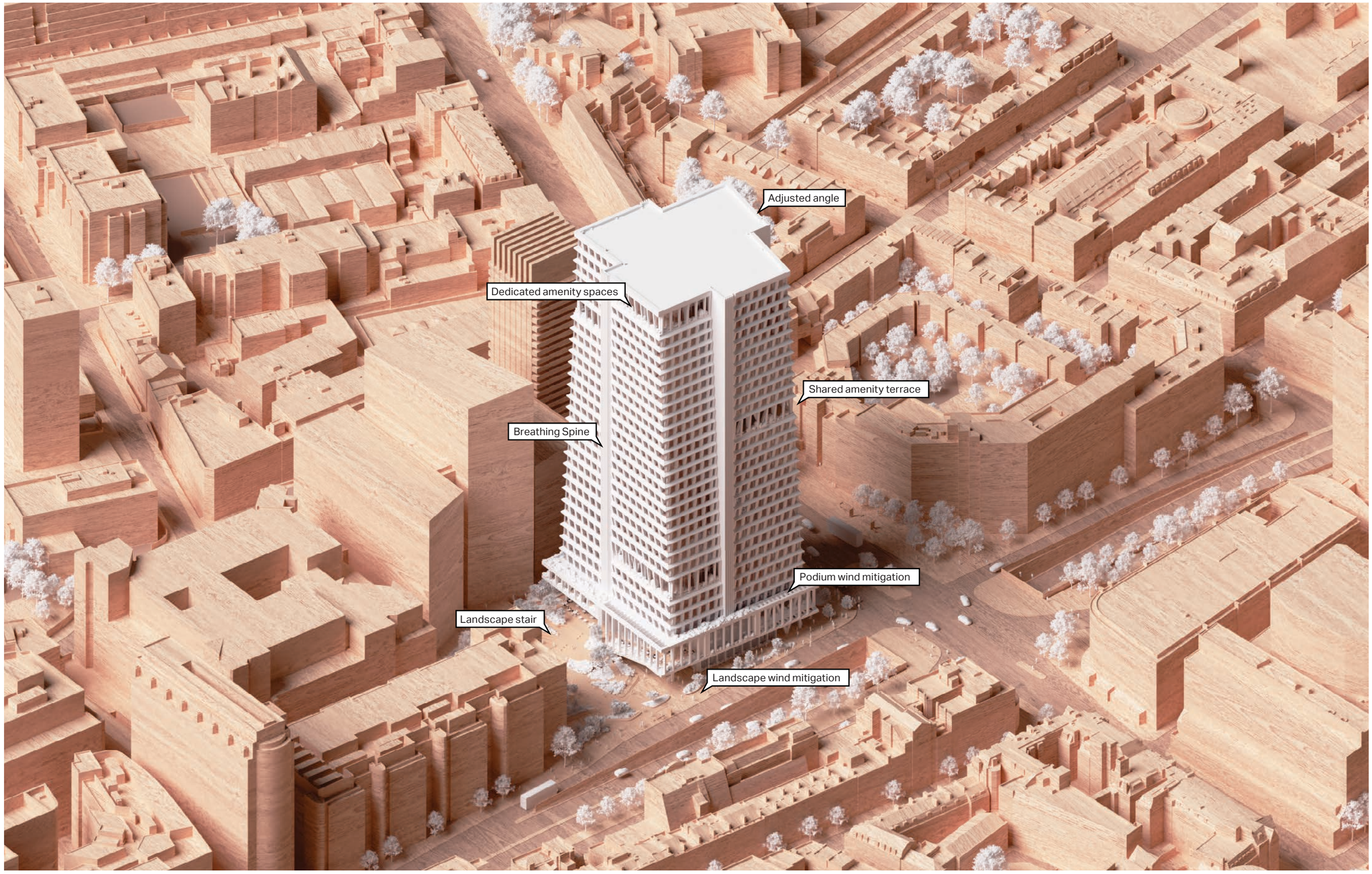


Diagram - Axonometric view of the December 2023 planning application scheme in context from south-west

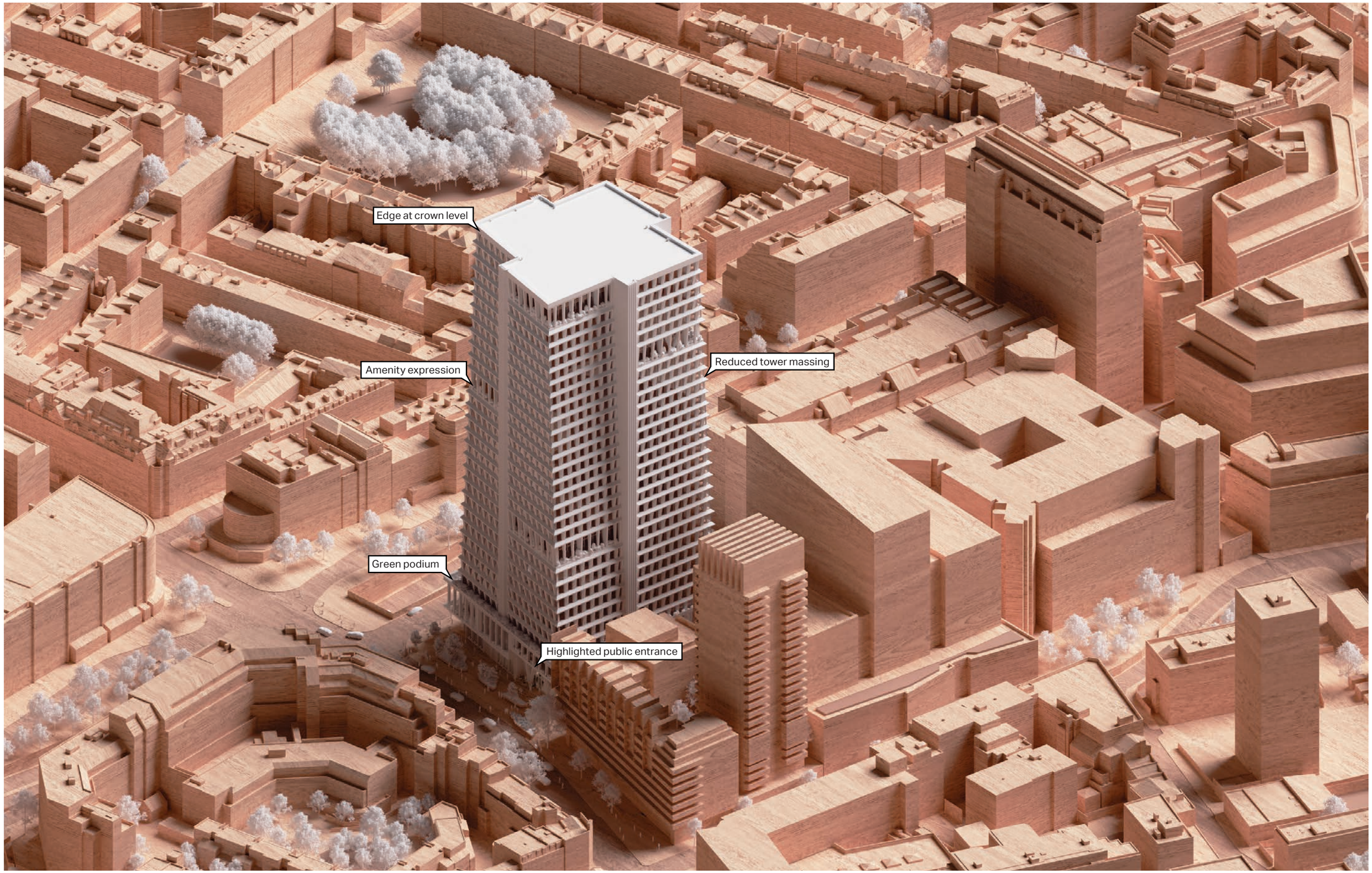


Diagram - Axonometric view of the December 2023 planning application scheme in context from north-east

6.7 Result of Massing Evolution (Proposed Development 2024)

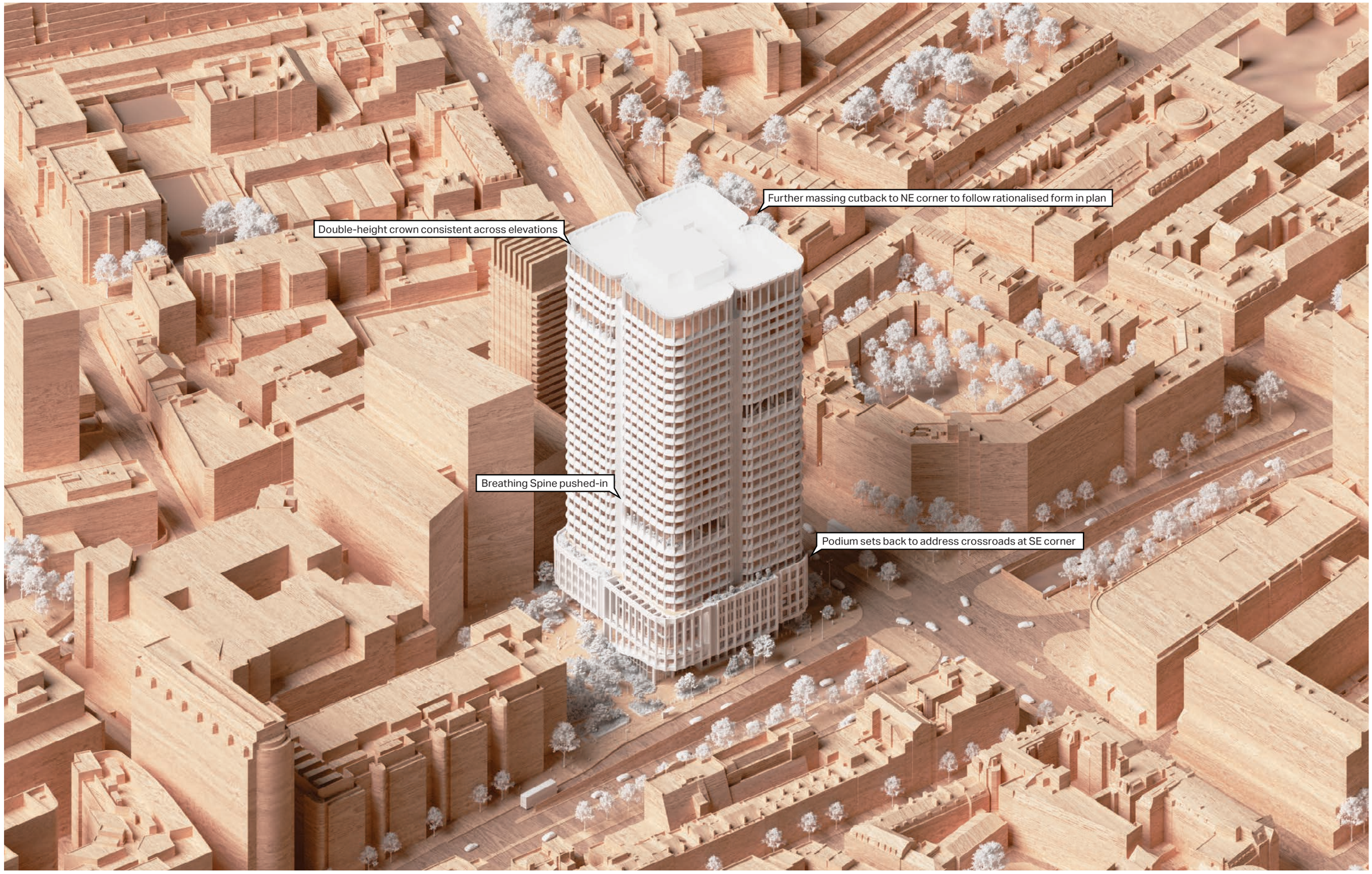


Diagram - Axonometric view of Proposed Development in context from south-west

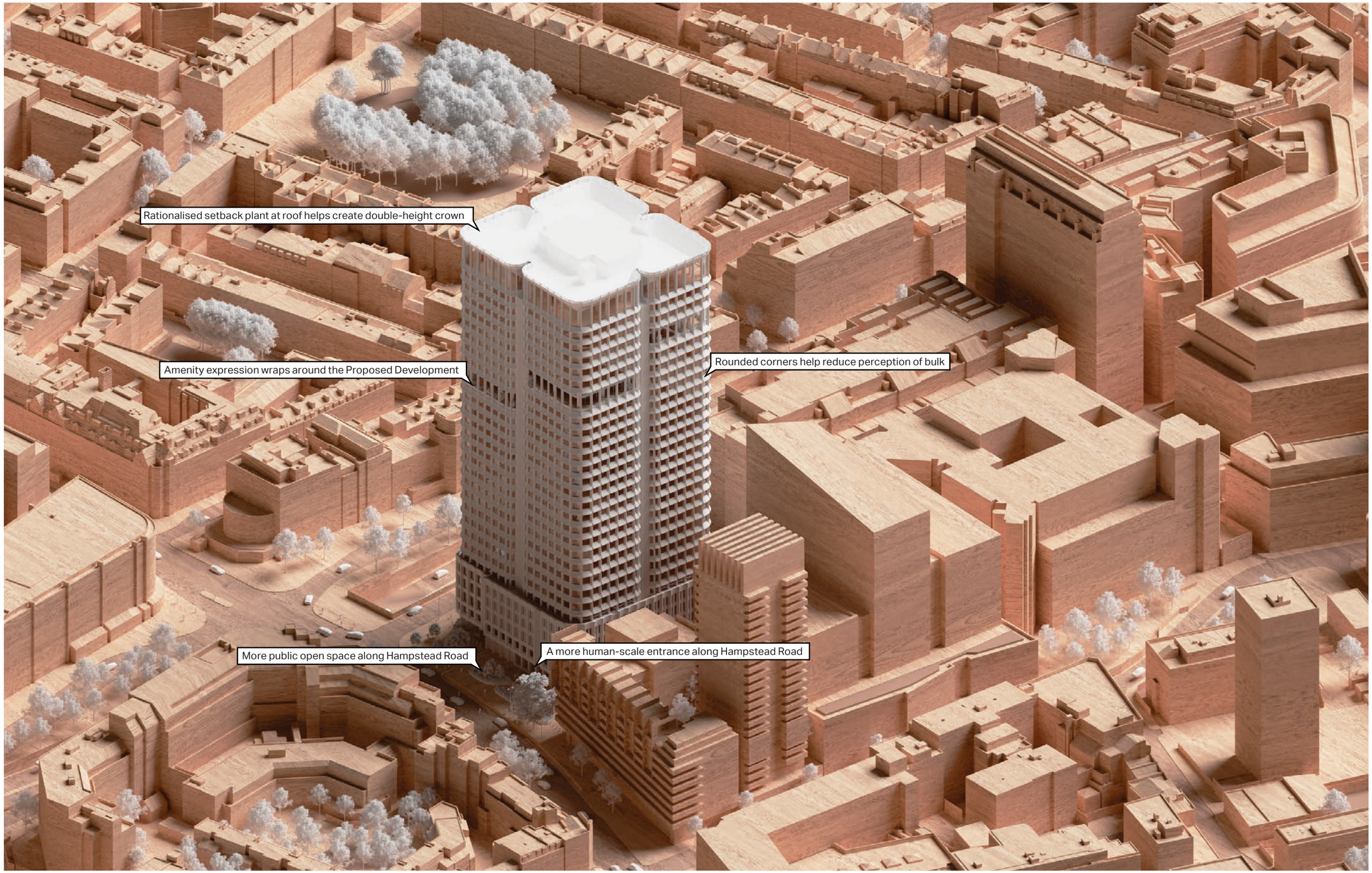


Diagram - Axonometric view of Proposed Development in context from north-east

6.7 Facade Optimisation

Facade Optimisation
(December 2023 Planning Application)

In the evolution of the facade design, a comprehensive approach was employed, harnessing various tools - from daylight simulations, physical models, 2D drawings, and digital 3D models - to refine and articulate the final vision.

Daylight simulations helped to balance factors such as direct sunlight hours, daylight factor, glazing ratios, with concerns around solar gain and facade depth. This design process aims for optimal natural light conditions within the building while addressing concerns related to energy efficiency.

Different facade types were tested with varied:

- glass to solid ratios
- facade geometries
- facade depths

These were conducted to benchmark the proposal with the aim of finding a balanced solution that provides adequate daylighting factor, direct sunlight hours, and solid to glazing ratio.

Additionally, physical models of various facade depths and geometries played a pivotal role, offering tangible insights into the interplay of light and shadow across the facade. These models facilitated a deeper understanding of the potential for integrating natural ventilation into solid facade elements, contributing to both aesthetic and functional considerations in the design evolution.

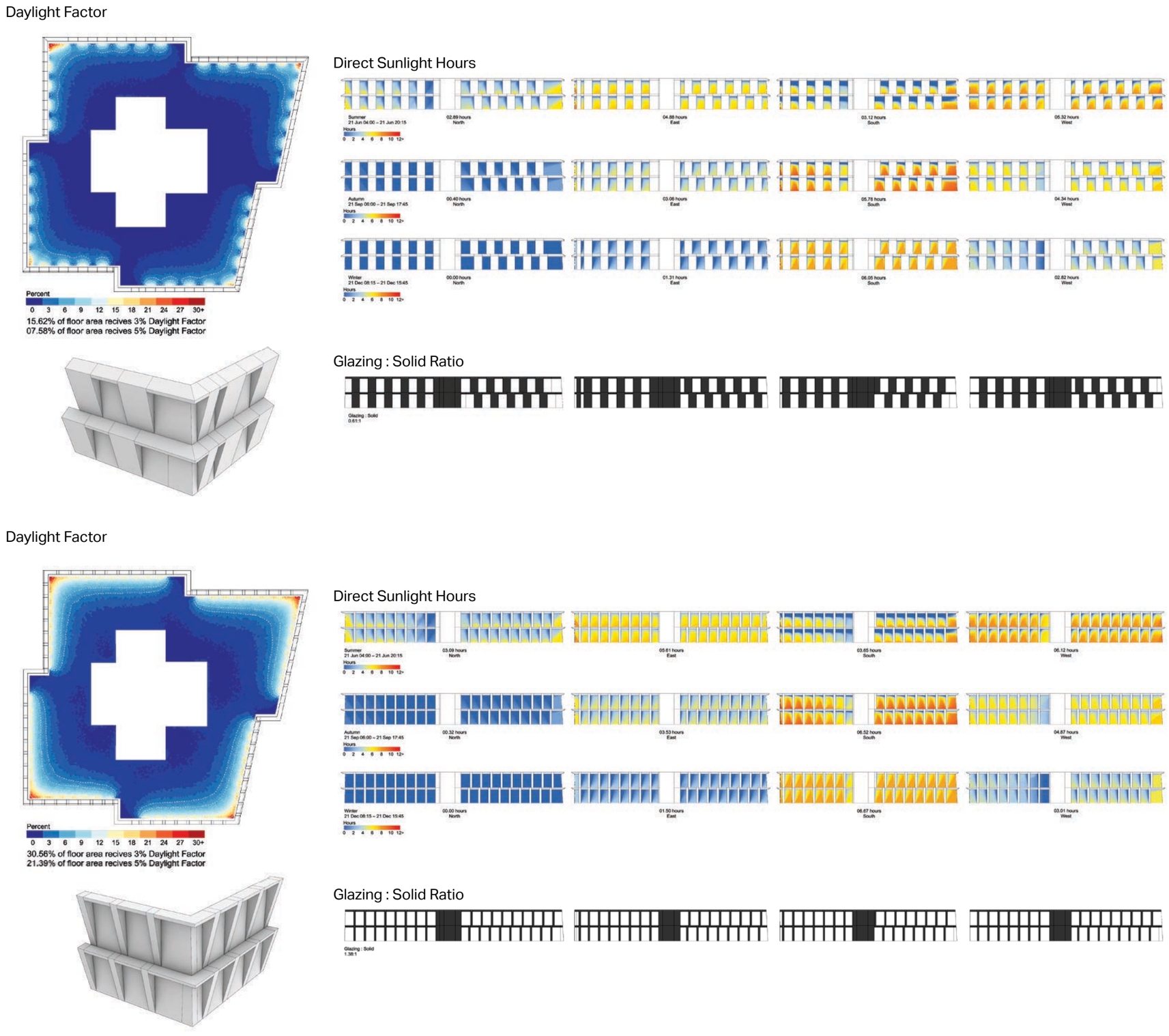
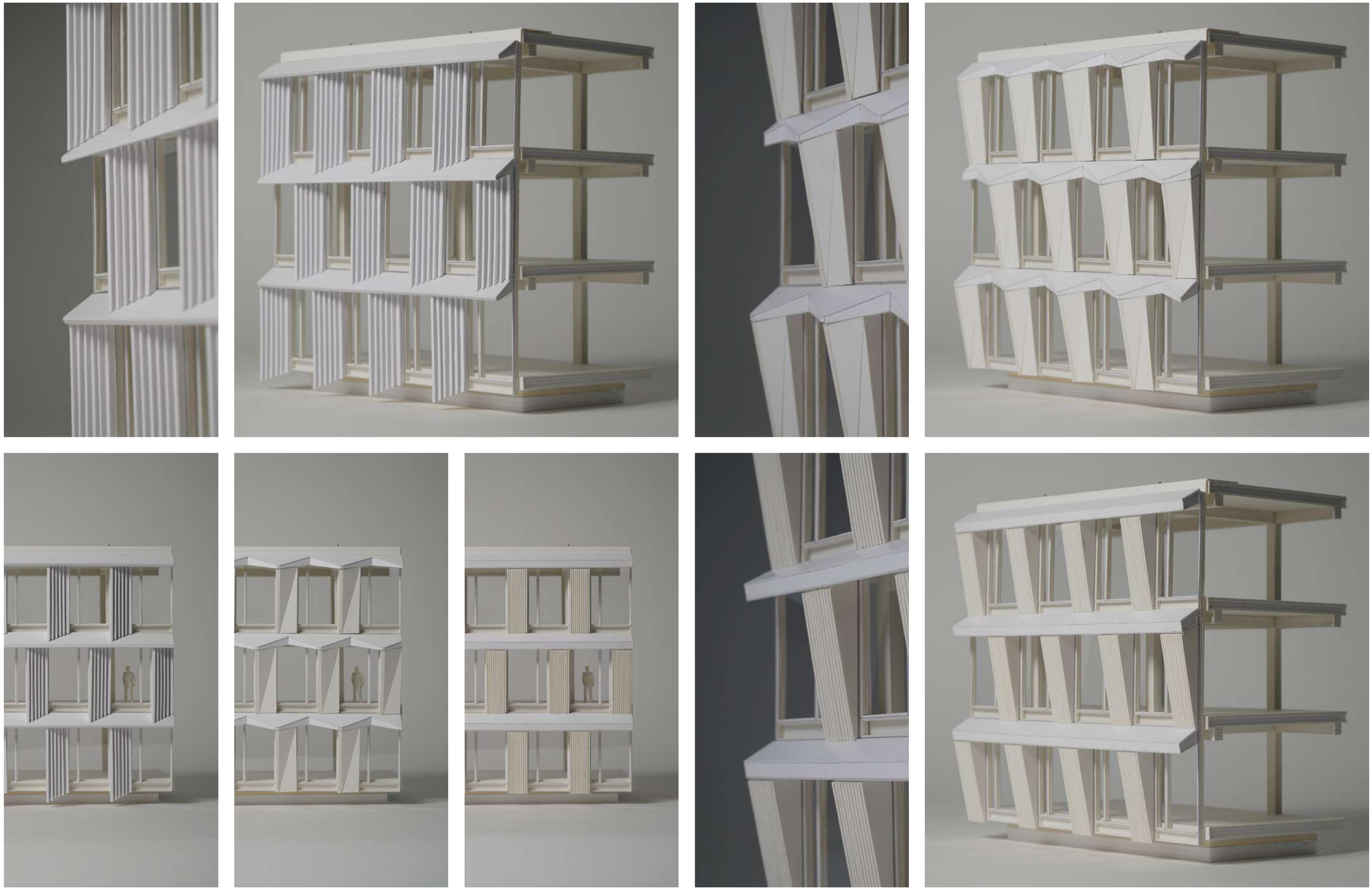


Diagram - Simulations providing informed data-driven decisions on optimised designs for the facade



Photographs - Physical models of facade studies

Facade Optimisation
(Post-December 2023 - The Proposed Development)

Revisiting the design of the facade provided another opportunity to improve the performance of the facade with the aim, as it was before, of finding a balanced solution that provides adequate daylighting factor, direct sunlight hours, and solid to glazing ratio.

Through conversations with planning and design officers at LBC, the module design evolved to add upstands in the facade and better direct daylight onto the floorplate.

The upstands effectively prevent unnecessary solar glare and solar heat gain near the level of the floor, where the daylight is not needed. The upstand helps to distribute glazed area up and away from the floor, optimizing the placement of the glazed area to bring in natural light while reducing solar heat gain. This way, even though the amount of glazing is essentially the same as the previous design, glazed area has been redistributed to improve solar parameters.

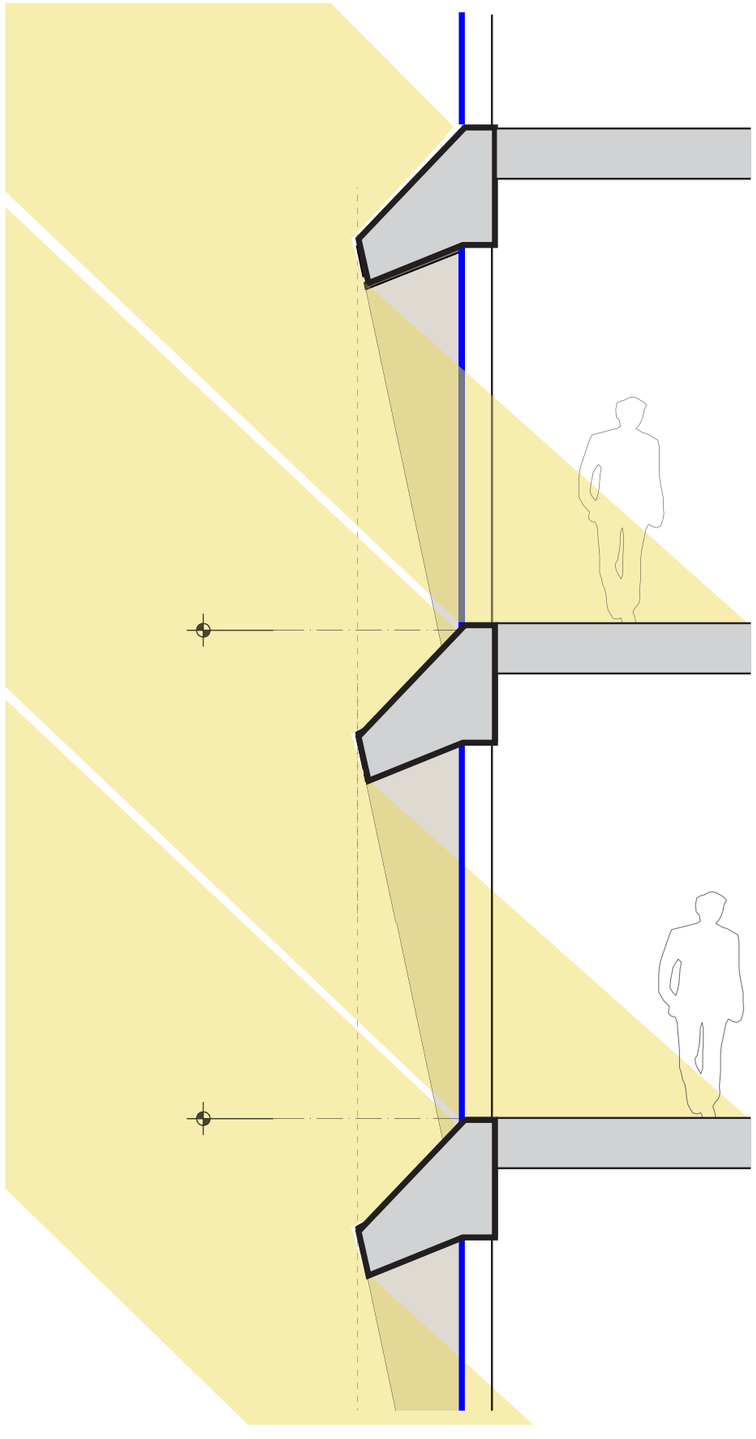


Diagram - Section illustrating facade solar shading - December 2023 planning application

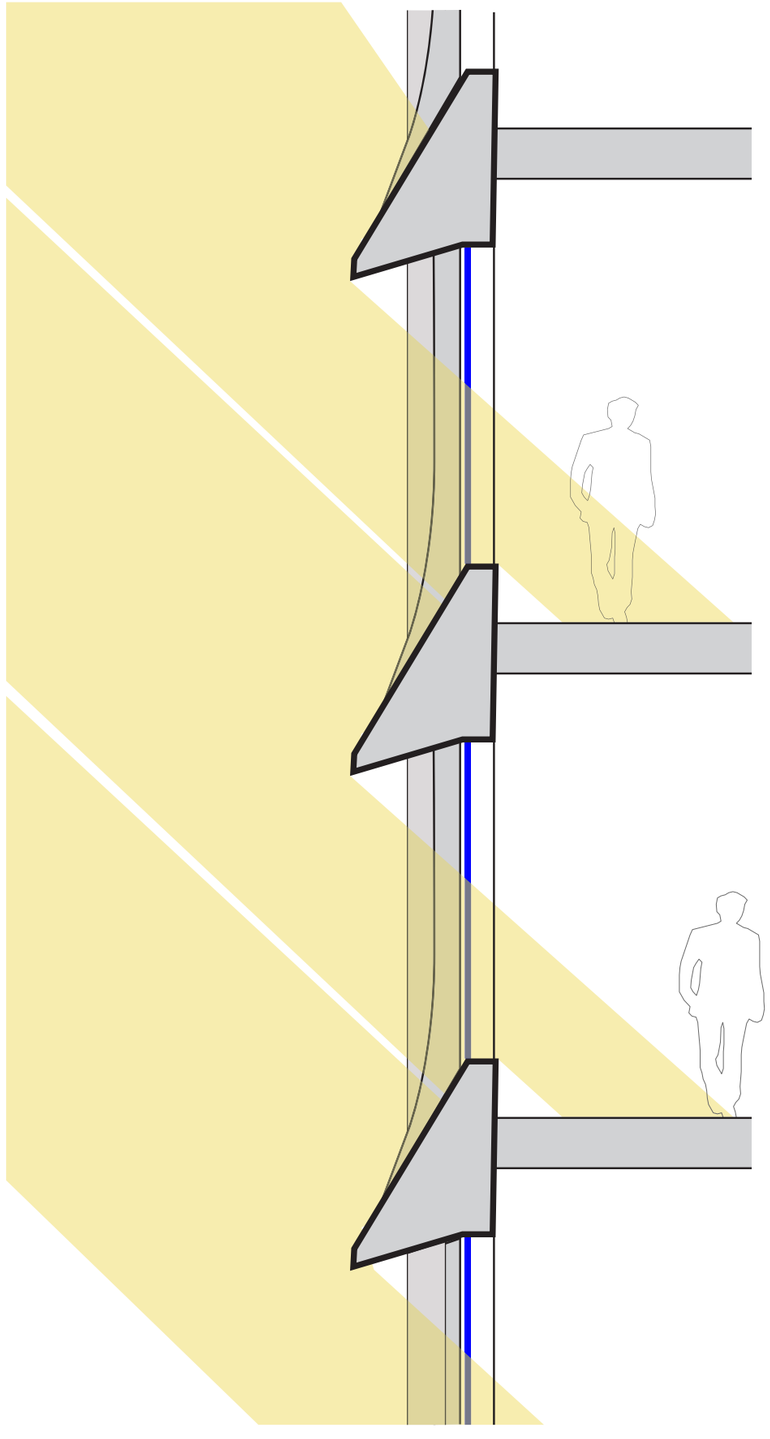


Diagram - Section illustrating facade solar shading - Proposed Development

Illustrative view - Facade module design close-up illustrating deep horizontal shading elements

6.8 Tower Facade Articulation Evolution

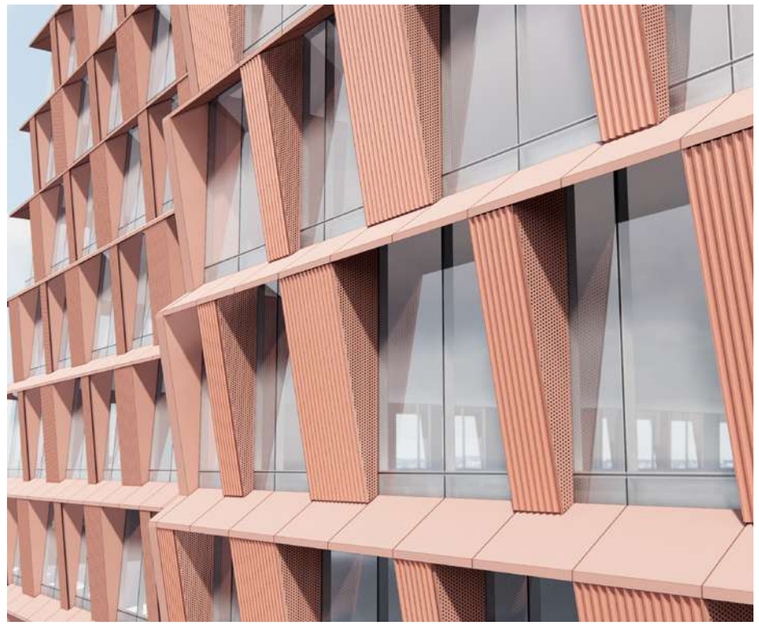
Tower Facade Articulation Evolution (December 2023 Planning Application)

As part of the design process, the evolution of the facade design for the December 2023 planning application was influenced by considerations of ventilation, solidity, and thermal performance. The target was to create a facade that not only integrates natural ventilation but also comprises solid passive shading elements to enhance the thermal performance of the overall facade.

A vertical area of louvres, the 'Breathing Spines' was introduced on each elevation to allow airflow for the air handling units (AHUs). This helped to divide the facade up into the four quadrants whilst emphasising verticality and visually achieving a more slender tower.

Different materials and geometries were studied for the facade modules to reflect the concept for a robust, solid and sculptural facade.

Conversations with LBC planning officers in pre-December 2023 planning application workshops were fundamental to the development of the facade module design up to the December 2023 planning application submission. Further design evolution of the facade articulation in conjunction with LBC planning officers, and following the decision to change the massing, is described overleaf.

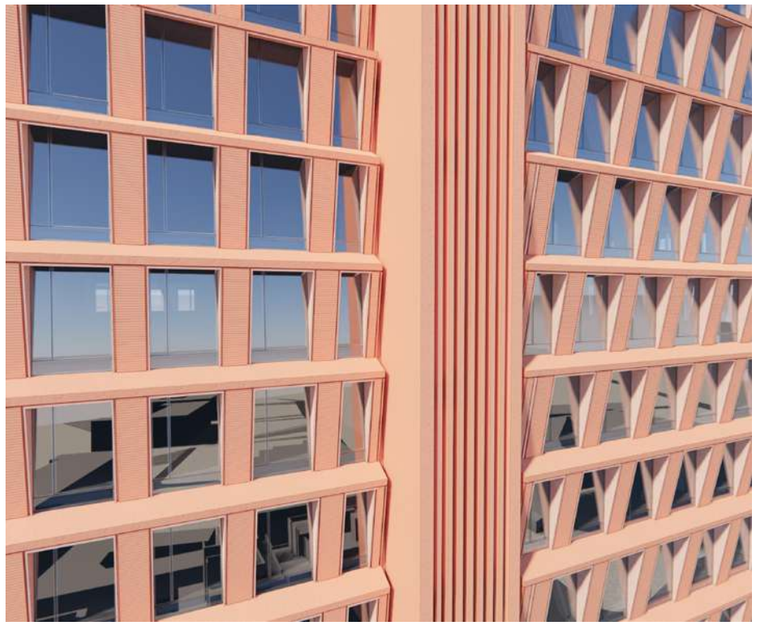


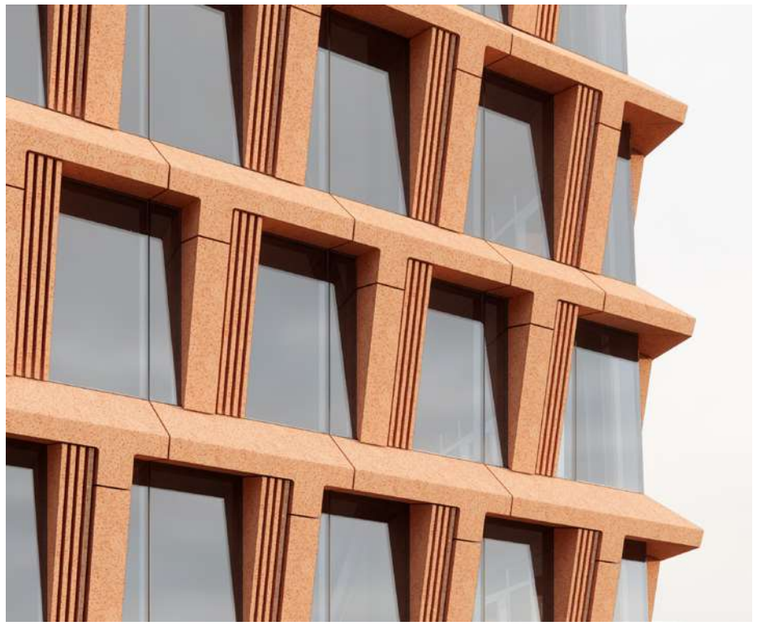
1. Varying Facade Module Sizes

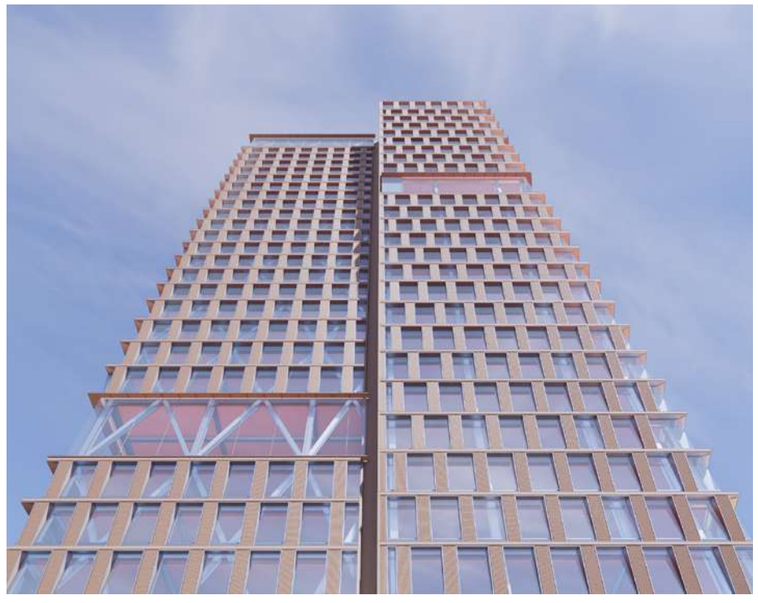
The solid panels shift and had varying dimensions with articulation on the front and perforations on the metal sides. Where the sloped and vertical facades meet there is a zig zag edge, this was to follow the facade but was later changed to a linear spine edge for a simpler cap and transition between facades.

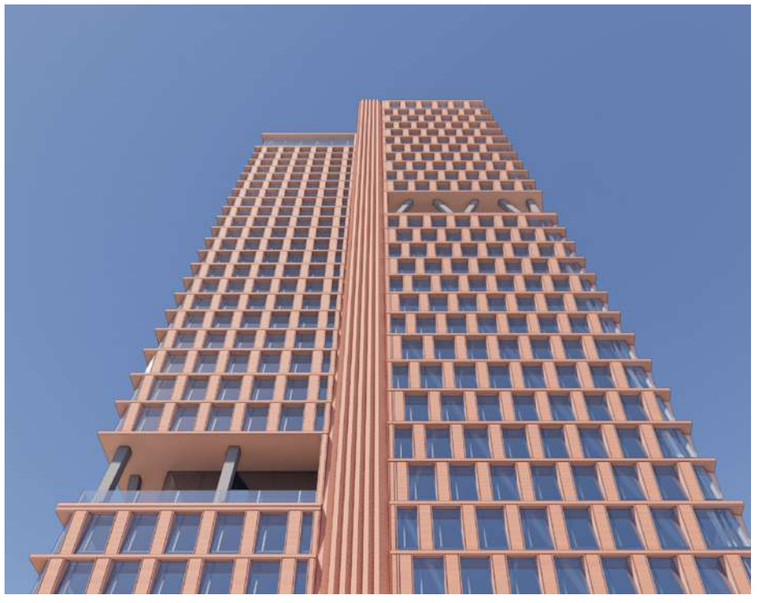
2. More Regular Facade Rhythm

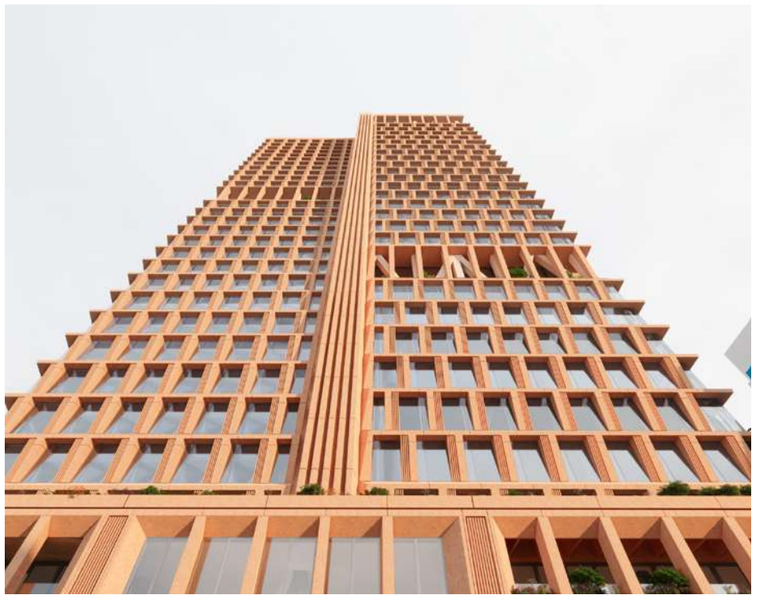
The exploration of various facade materials and patterns led to more regular module sizes and increased solidity in the design. The emphasis on a regular pattern enhanced uniformity and cohesion within the facade and additionally, the strategic pursuit of greater solidity.











3. Straight and Staggered Facade Pattern

In order to emphasize the contrast between the two towers on each elevation, modifications were made to the pattern. The facade was designed to align with the bracing strategy, which resulted in one half of each elevation having a repeating facade pattern and the other half displaying a staggered pattern. This move helped further emphasise the visual contrast between each tower quadrant and allowed for a more distinctive appearance.

4. Breathing Spines Added

The stacked AHUs arranged centrally on each elevation were expressed as a spine throughout the tower contributing to a distinctive feature that enhances the slim profile of the two split elevations. Following consultation with LBC planning officers the spines were pushed out to further exaggerate the division between the quadrants. At this point a glazed spandrel panel was replaced with a thicker horizontal element that was also developed with significant input from the LBC planning officers.

5. Natural Ventilation and a More Sculptural Facade Module

By incorporating natural ventilation into the primary facade, the necessity for operable windows in the glazed panel was eliminated, and the solid panel was utilized to facilitate air circulation. Changing the facade from a design with continuous horizontal panels and instead having the main facade interlocking both vertical and horizontal elements felt more three-dimensional. The ‘mini-breathing spines’ in the facade module reflected their function as areas through which natural ventilation is possible internally.

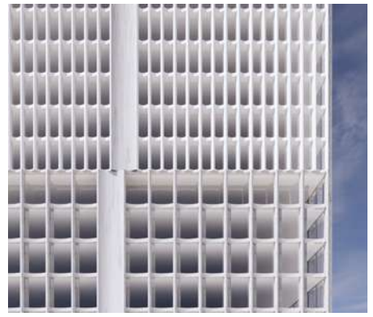
Tower Facade Articulation Evolution
(Post-December 2023 - The Proposed Development)

Following the decision to change the massing after the December 2023 planning application submission, the opportunity was taken to develop a calmer, more ordered and more contextual approach to the tower facade module design and overall facade articulation.

The key considerations of ventilation, solidity and thermal performance are retained from the December 2023 planning application scheme, and have been enhanced where possible through further development. With a focus on these aspects of the design throughout the post-application design process, the opportunity to further evolve the articulation has facilitated a well performing facade that retains a sculptural, solid form.

The 'Breathing Spines' have also been retained from the December 2023 planning application scheme, but are now set-in rather than pushed-out to help emphasize better the vertical division in the elevations and reinforce the four quadrant massing concept. The facade articulation has been developed to respond to this set-back condition, enhancing the return back, and connection to, the 'Breathing Spines'. This is described in more detail overleaf.

Following the decision to revise the massing, the introduction of softening and filleting the towers' corners has enhanced the tower's articulation, reinforcing the reading of its four distinct quadrants. The fillets soften both external and inner corners, inviting a seamless visual flow around the building and emphasizing its cohesive, all-sided presence. While the facade cladding is smoothly curved, the glazing around the corners is faceted. The faceted glazing simplifies the facade curtain wall. Vertical cladding elements obscure the transitions between glazing planes, reinforcing the tower's sculptural mass while maintaining design clarity. The filleted corners to the massing maintain a refined silhouette, visually reducing the tower's width and heightening its sense of verticality.

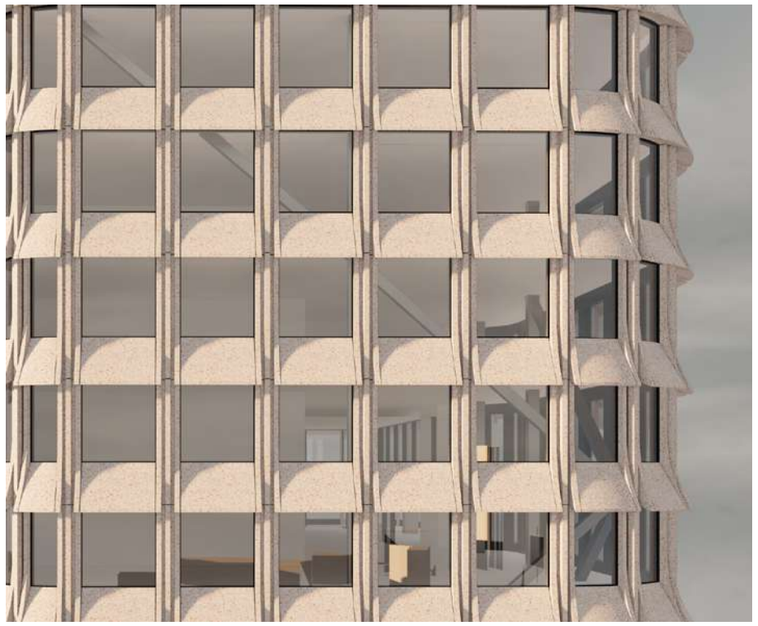


6. Planning Facade Module applied to Rectangular Massing

The facade developed for the December 2023 planning application was initially applied to the revised massing, in order to begin to understand some of the opportunities and challenges associated with the more regular form. The advantage of the rectangular form in enabling a stacked, regular rhythm across the elevation is evident, allowing for a calmer and more ordered fenestration. The form change also highlighted the chance to look at a more dynamic facade and paler colour concurrently, to link better to context.

7. Facade Sketching on Rectangular Massing

A range of facade module designs were developed and tested in elevations and townscape views to reflect the verticality and solidity in the revised massing. Multiple module designs were sketched, with a focus on expressing more sculpturality and verticality. A consideration to reflect the lab-enabled programme on the lower tower levels was also explored through using additional mullions, creating a visual banding to differentiate those levels.



8. Scallops

A scalloped, gridded facade articulation was developed, as a way of balancing an emphasis on verticality with the calming, ordered appearance of a regular horizontal banding. The gridded approach helped reinforce an ordered fenestration and the regular verticals helped navigate the rounded corners of the developing massing proposals, slimming the perception of the bulk. Differing tones in the materiality were also tested to explore adding depth in the facade articulation.

9. More Solidity and Horizontal Banding

Through conversations with LBC planning officers, it was decided a thicker horizontal banding was preferable in creating a calmer, more ordered facade design, with the ambition this allowed the building to sit more comfortably in its townscape context. It also allowed the facade to perform better in terms of access to daylight and solar gain. However, it did reduce the vertical emphasis in the facade design which resulted in issues resolving the terrace and amenity levels in the tower

10. Skeletal Vertical Articulation with Integrated Natural Ventilation

A more articulated facade module design was subsequently developed to address the issues around verticality in the facade. In splitting up the horizontal banding, the scale of the horizontal is broken down to the scale of the individual window, providing a richness and modulation to the tower articulation. The unbroken verticals helped integrate the tower terrace levels into the wider facade design and enhanced the more elegant form.

6.9 Breathing Spines Evolution

From December 2023 Planning Application to the 2024 Proposed Development

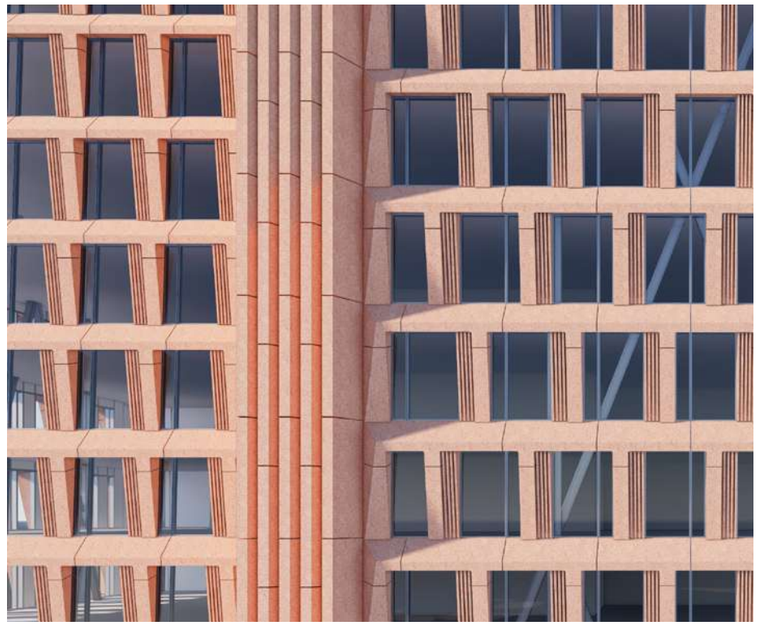
Following the proposed massing change, the decision to set the spines back allowed for a more considered and detailed look at the design and articulation of the spines, central to each tower elevation.

Key concepts and considerations of the breathing spines' development was to continue to underscore the reading of the tower as four distinct quadrants. To do so, various studies were conducted which looked both at the visual aspect of the spine but also the technical requirements of allowing airflow to the AHU rooms.

From the bold vertical lines of the December 2023 planning application proposal, it was studied if the cladding could be condensed into one vertical monolithic element in the centre of the spine with louvres on either side. The visibility of the louvres compared to the December 2023 planning application proposal presented challenges, as the technical requirements of the louvres could not be overridden by its desired visual appearance. There was also a subtle curvature to the monolithic central element which, in opposition to the four tower quadrant, suggested to link the tower quadrants back together. It was decided with LBC, that other options should be explored.

The resulting studies covered a wide range of approaches, including changing the colour of the cladding of the spine, and creating a porous cladding. Ultimately, it was decided that bold vertical lines, not so dissimilar from the December 2023 planning application proposal, was the best approach to reinforce the concept of the towers and to meet the technical requirements of the spine. The visibility of the louvres from the point of view of an external observer were also limited, as desired.

Attention was then given to the facade modules on either side of the spine, looking at how the facade grid of 3m could meld with the breathing spine. A vertical element added to the middle of the glazed panel was seen as a promising way to turn the corner from the typical facade module back to the spine. The depth of this return and the exact size of the modules and vertical cladding elements was also studied extensively.

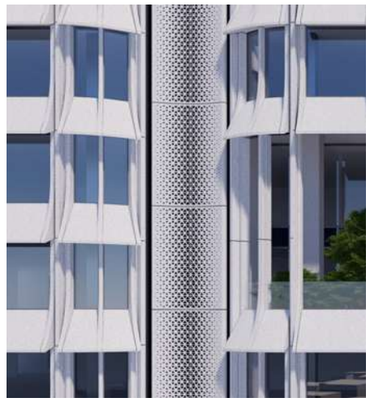


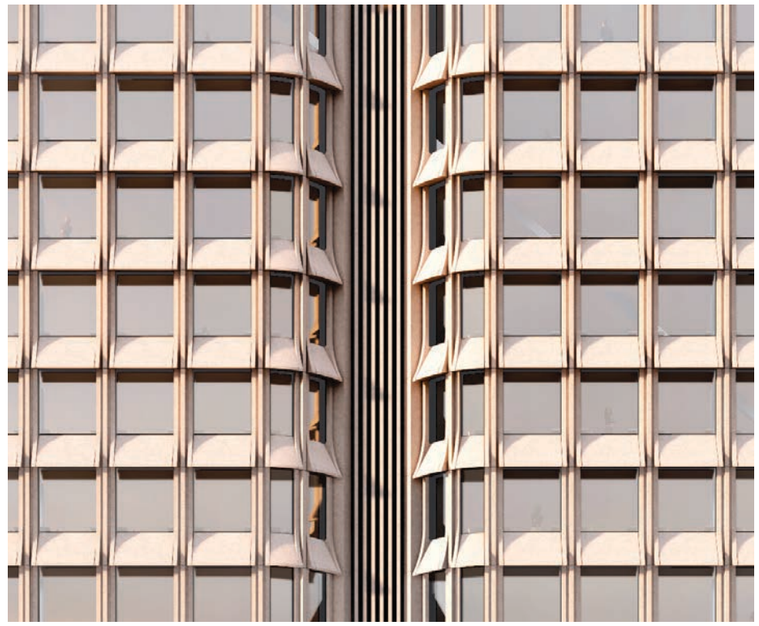
1. December 2023 Planning Application Proposal

In the December 2023 planning application, the pushed out "Breathing Spine" massing necessitated a bold and robust approach to its design and articulation. The five large, monolithic fins per spine helped create a strong, vertical division in each elevation with an articulation that reflected the solidity of the wider approach to the facade. The same materiality and colour also helped create a cohesive language across the facade design.

2. Dark Louvre Background / Monolithic Central Element

Following the change in massing and the decision to setback the spines, there was an opportunity to reconsider how the articulation of the "Breathing Spines" could exaggerate the vertical division in each elevation and further enhance the four quadrants concept. A strong contrast between the dark background at the spine and the lighter facade colour of the tower helped reinforce the division graphically, with the lighter monolithic element adding a sense of solidity, and the fluting emphasizing verticality.





3. Testing Approaches to Articulation

A greater understanding of the performance and air-handling requirements of the spines, allowed for the design development of the "Breathing Spine" facade treatment. Options were tested that considered a change in colour to further express the vertical graphic division in the elevations. Perforated GRC elements were studied as a way of adding a richness of detail whilst retaining a consistent approach to the light coloured GRC materiality. The depth the solid elements are set-off the technical louvres was also studied.

4. Refining the Edge Condition

Vertical fins, matching the wider tower GRC, were proposed, chosen to reinforce a sense of verticality in the design and increase the free-area and therefore improve the air-flow performance of the louvres themselves. This improved performance allowed for the possibility of exploring a narrower spine. The thickness of the wedge-shaped GRC elements framing the spine on each side were studied to discover how best to enhance the rounded reveal of the spine, and resolve the connection to the typical tower facade.

5. Proposed "Breathing Spine" Articulation

The proposed design for the "Breathing Spines" builds on the design evolution process, further refining the depth and proportions of the wedge-shaped framing elements and the profile of the GRC fins themselves. The articulation of the return of the typical tower facade back into the "Breathing Spine" was also developed to add more solidity and a richness of detail in the intermediate mullions to better express the tower facade wrapping back and into the spine and reflecting the four quadrant concept.

6.10 Double-Height Terraces Evolution

Double-Height Terraces Evolution
(December 2023 Planning Application)

The amenity spaces for the Proposed Development are envisioned as double height areas distributed across the tower and acting as a canvas for a variety of different functions. It provides the opportunity to create break out spaces for the office floors, where informal meetings, lunches, and temporary work can occur and encourage social interaction.

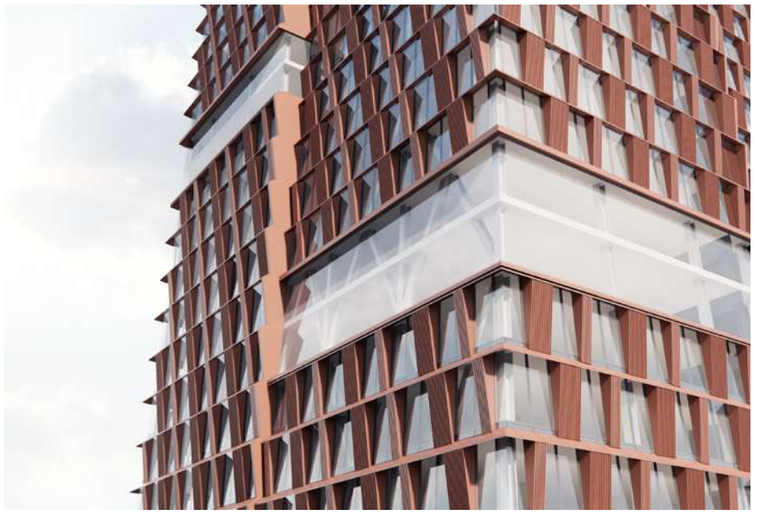
The spaces also create the possibility to inter-connect floors with stairs and give tenants that have multiple floors the opportunity to have visual and physical connections within their own areas.

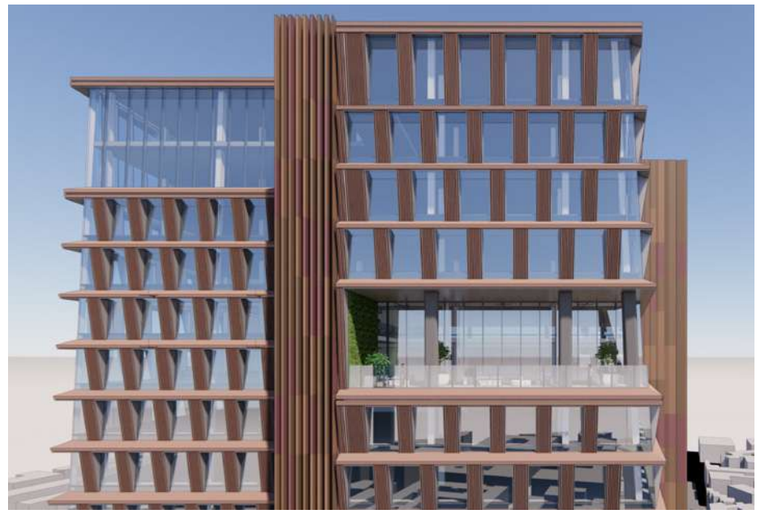
Amenity spaces are strategically placed across the building, taking advantage of key views and maximising exposure to natural daylight.

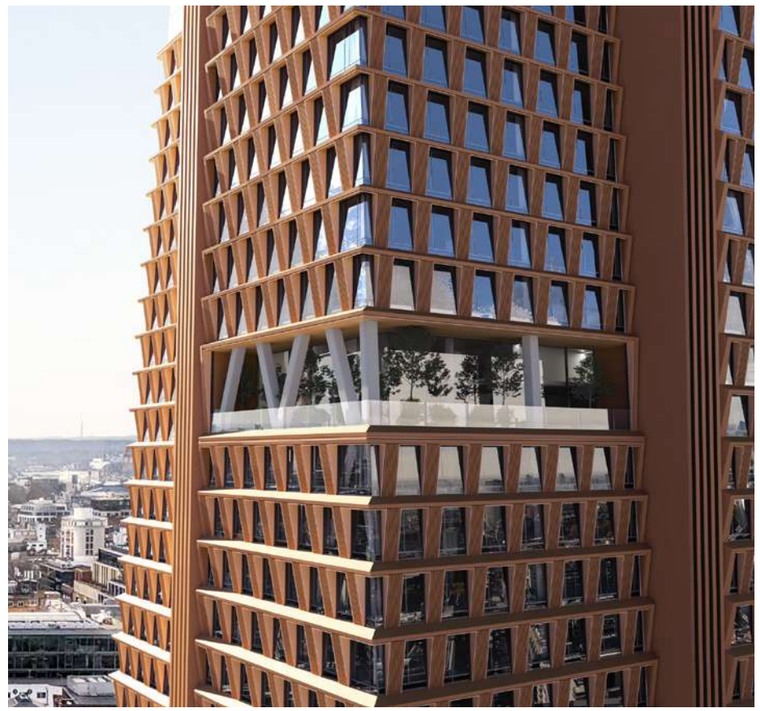
These areas were distinguished by a clear glazed facade type which differed from the typical tower facade elements. The amenity facades have in the design process been pushed back to create terraces, spaces for greenery and social outdoor interaction. By adding double-height amenity facade elements, the tower now has a coherent expression and frames the view of the city from the inside.

The revised massing provided an opportunity to refine these spaces further. Terraces were deepened, transforming narrow maintenance zones and planters into more expansive, usable exterior spaces.

The terrace design incorporates thickened vertical GRC elements for structural support and features transparent balustrades that showcase planting behind them. Warm tones in the textured soffits and substantial spandrel panels enhance the terraces' appearance, particularly when viewed from the street, highlighting these spaces as distinctive features of the tower. A play between single- and double-height areas adds diversity and spatial interest, emphasizing their role as focal points in the overall facade articulation.







1. All Glass Double-Height Amenity Facades

Initially, very open and glass dominant amenity spaces were used to give a visual gap in the facade, without solid divisions and solar shading. The location and heights of these spaces were studied to ensure they were located sensibly up the tower at lift transfer floors to ensure maximum tenant usage whilst also located strategically to respond to key datums and landmarks in the immediate context

2. Relation with Breathing Spines and the Creation of Terraces

With the introduction of the spines the double-height amenity spaces were adjusted and different terrace options were explored. Conversations with LBC planning officers highlighted the importance of providing some depth to the facade in these areas. The resulting shadow created helped reinforce the connected vertical neighbourhood massing concept

3. Studies on a More Solid Double-Height Amenity Facade

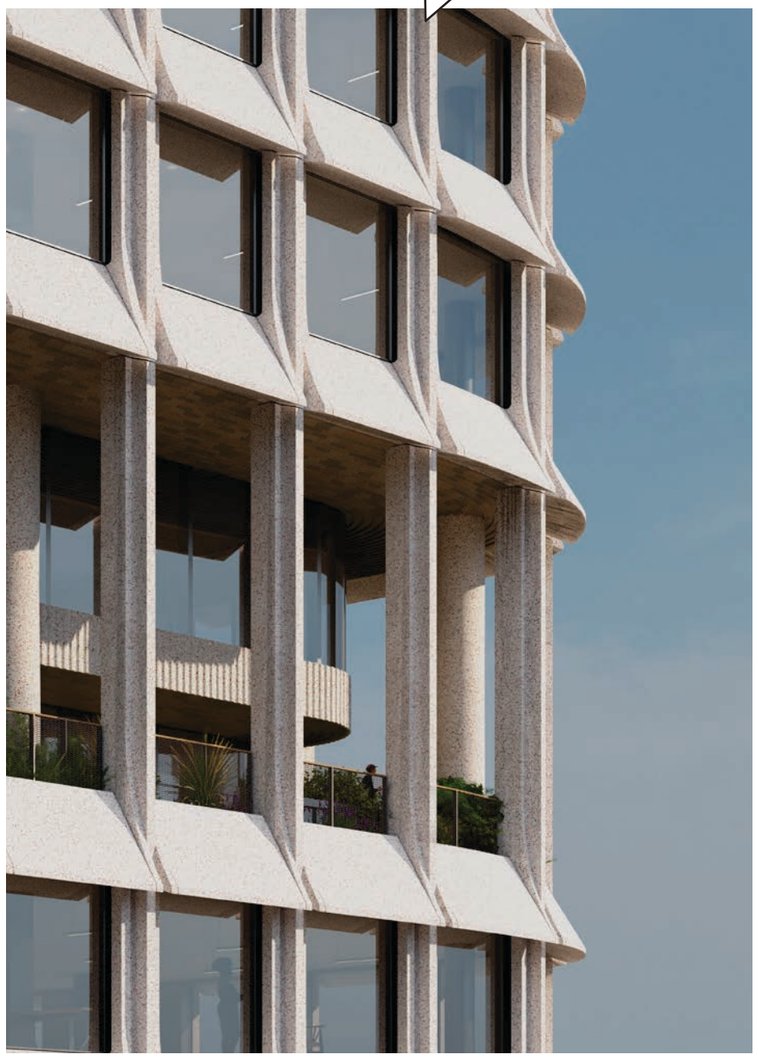
Following conversations with LBC planning officers, it was agreed a more consistent facade approach was required, to help integrate these spaces with the rest of the tower facades, Studies were undertaken in collaboration with LBC planning officers focused on; breaking up and experimenting with solidity, extending the main facade at amenity locations, and creating more subtle plays of light and shadow in these specific areas of the facade

4. Adding Variations of Planters and Greenery

Following a decision on facade articulation, the depth of double-height amenity spaces were studied. A planted edge was proposed to bring greening up the building - a decision driven in part through feedback received during the extensive co-design process - and creating a solid planter edge to further increase the solidity in the facade in these areas

5. Coherent and Consistent Facade Expression

The resultant architecture was seen as coherent and composed - the double-height amenity facades providing interest and contextual responses to the proposal whilst being integrated within the wider design language of the tower facade



6. Continuous Vertical Expression

Despite the massing change, the approach to integrate the double-height terrace spaces into the wider typical facade design was maintained. This was made easier whereby the calmer, more ordered, stacked fenestration, allowed the verticals to pass in front of the terraces. Additionally, the terraces were made deeper, creating usable, inhabitable exterior space where before, in the December 2023 planning application scheme, there was only a planter and a narrow maintenance access (see opposite).

7. Thicker Vertical Elements

As the typical tower facade design developed, the terrace facade followed suit. The vertical elements were thickened up in response to the structural requirements for double-height, unsupported GRC elements and indicative joints and module sizes were explored. The materiality and appearance of the balustrade was also studied to be as transparent as possible, to best celebrate the planting set behind it.

8. Textured Soffit, Spandrel and Play with Single- & Double-Height Spaces

Following further development in line with the proposed typical module design, the articulated verticals now run uninterrupted in front of the external terrace space, helping integrate the double-height amenity into the wider facade. Additional solidity was added at the spandrel panel for a more substantial appearance, with warmth and materiality added to the soffit - key to the appearance of the terrace from Ground Level. A play of single- and double-height spaces also give the terraces interest and a spatial diversity.

Double-Height Terraces Evolution
(Post-December 2023 - The Proposed Development)

The change in massing provided the opportunity to take another look at the double-height amenity spaces expressed on the facade, and consider ways in which these spaces could be improved.

The significant change from the December 2023 planning application scheme is the enlargement of external spaces, creating an additional three terraces where previously there were only green edges and an access route for maintenance and watering of the planter as illustrated in the adjacent illustrative views.

The detail and expression of these terrace spaces was also developed. The concept of a singular material applied across the terrace space is maintained and enhanced with the addition of the solid, fluted GRC spandrel band at the setback glass line. Where the facade materiality alters, at the soffit, the change is subtle but the warmth in the colour and tone is visible especially when viewed from the street level, highlighting these special moments in the tower.

Illustrative view - Dec. ‘23 scheme - planted terrace with maintenance access

Illustrative view - Proposed Development - indicative, inhabited planted terrace

6.11 Tower Crown Evolution

Tower Crown Evolution
(December 2023 Planning Application)

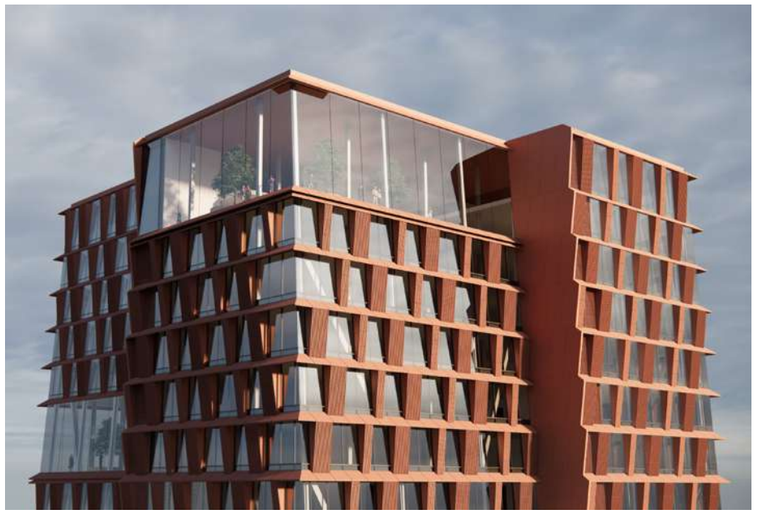
The solidity required by the facade concept necessitates a robust and deliberate conclusion to the tower form that provides a clear silhouette in the far views whilst also reinforcing the four tower quadrant massing concept in articulation and materiality.

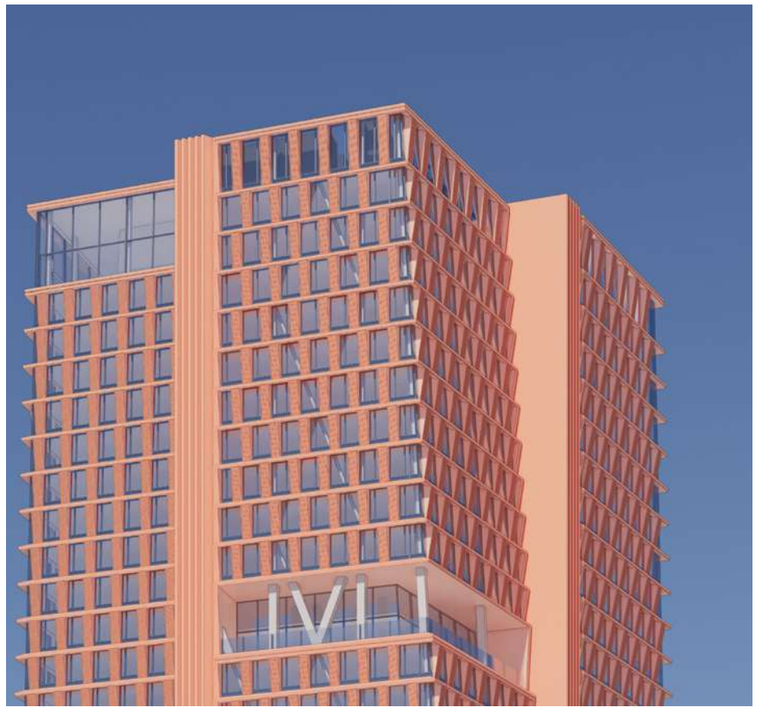
Both technical and aesthetic criteria have had an influence on the development of this area of the proposals.

A thinner edge was initially considered, retaining the thickness of the horizontal facade elements at the crown and keeping the articulation consistent with lower levels. However, the introduction of a thicker edge was ultimately favoured, highlighting the conclusion of the tower and reflecting the solidity of the typical facade. This thicker edge ties the roof into the tower's broader architectural language, creating a strong and unified expression.

The top two floors, primarily containing technical spaces, introduced unique design challenges. Extensive studies, including workshops with LBC planning officers, explored facade variations, height adjustments of the quadrants, and responses to long-distance views. While these studies provided valuable insights, early concepts resulted in an unresolved and cluttered silhouette due to technical requirements, lift overruns, and the visibility of inner quadrant faces.

To resolve this, the four quadrants were rationalized to the same height, and a thick horizontal element was introduced to calm the silhouette and create a cohesive, solid roofline. This same edge detail was echoed at podium level, visually tying the tower together from base to crown. The more simplified massing enabled the exploration of a double-height glazed expression at the crown, offering a calm and consistent approach to the tower's top. This feature balances sensitivity to the building's singular prominence in its context with an added sense of drama.



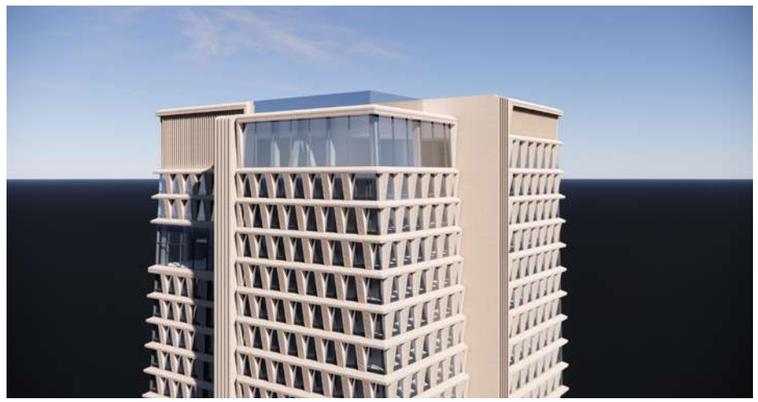


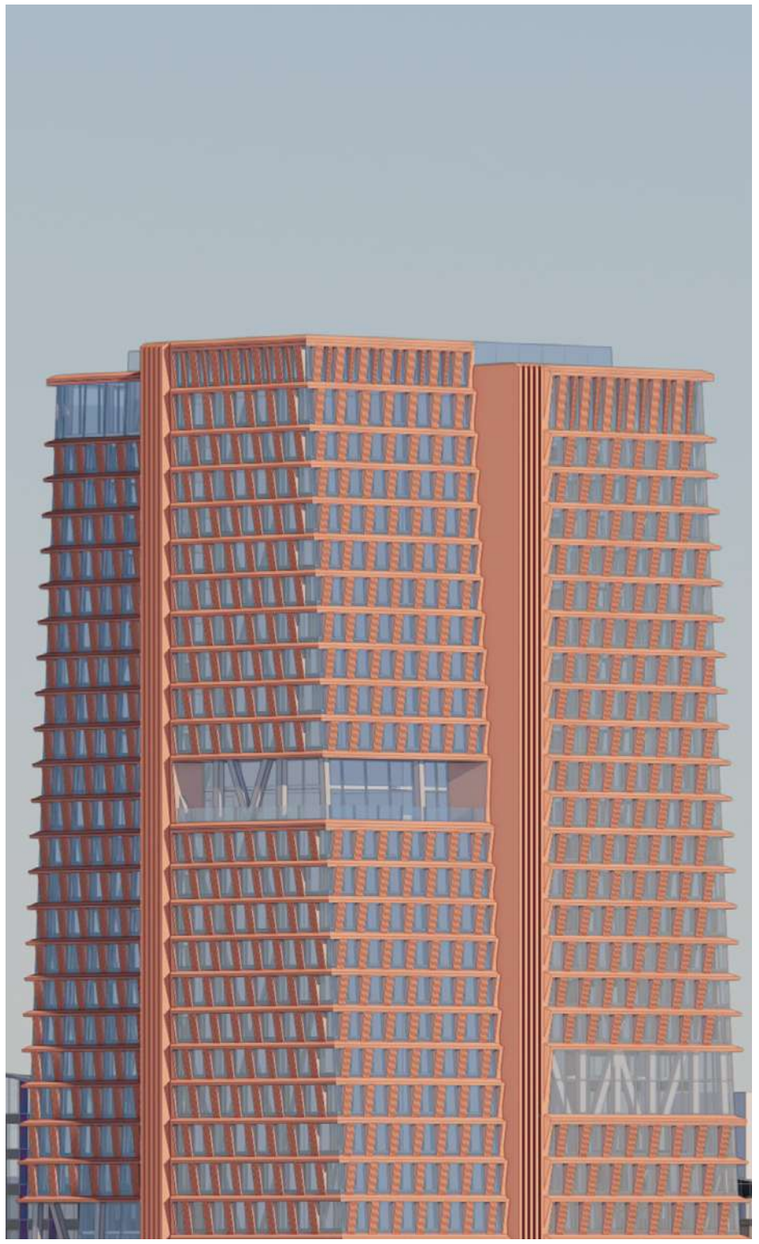
1. A Thin Egde

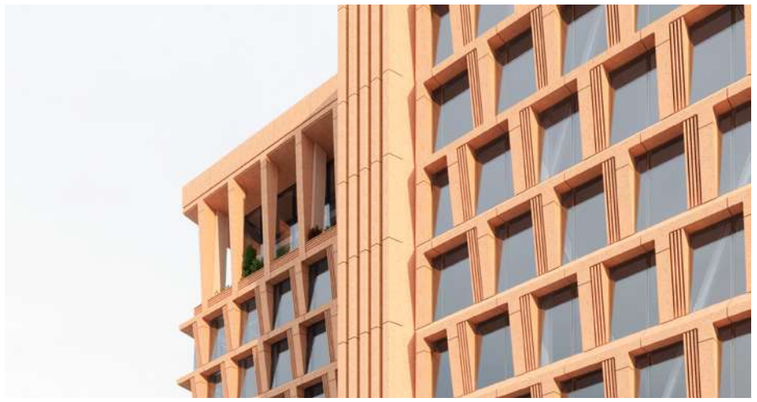
Other than a slightly higher floor-to-floor height, there was no change to the facade module and crown articulation. The thickness of the horizontal element in the facade is repeated at the top that given no significance to the massing of the roof.

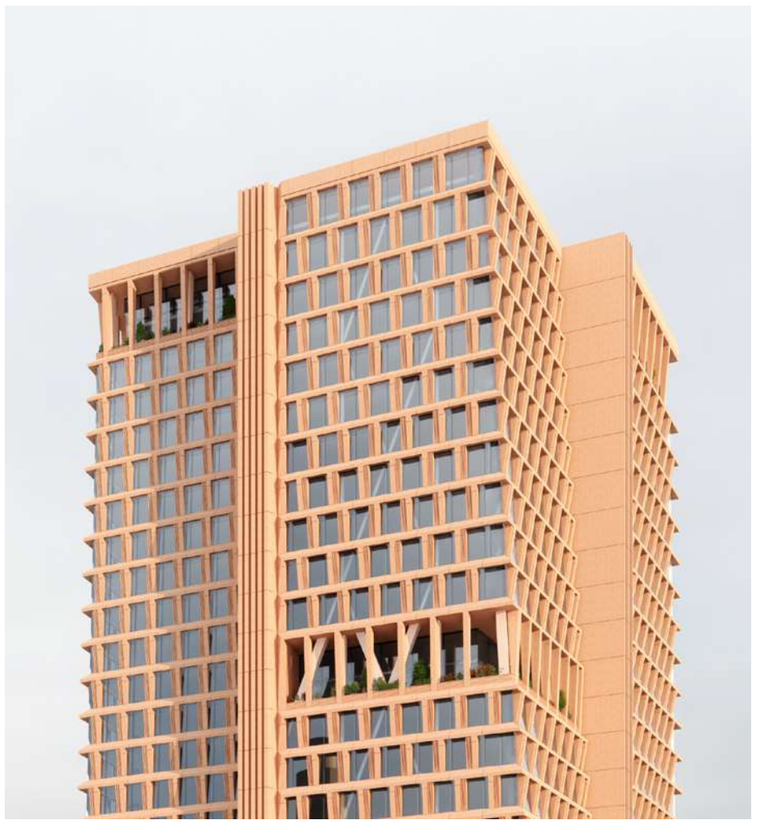
2. Introduction of a Thicker Edge

With the new facade expression a thicker edge around amenities and crown was used to highlight the conclusion to the tower and reflect the solidity of the typical tower facade.









3. Various Technical Facades

The top two floors have a majority of technical spaces and therefore have special design parameters. Many studies were undertaken during workshops with LBC planning officers looking at both altered facade expressions and varying the heights of the four quadrants.

4. Long Distance Views Studied

Variations in the height of the four quadrants as well as the facade treatment was studied extensively in collaboration with LBC planning officers. Further understanding of technical requirements for plant areas on the roof, lift overruns and the visibility of the inner faces of the quadrants resulted in an unresolved and cluttered silhouette to the proposals

5. Thick Solid Egde

In order to resolve the silhouette and massing, a thick horizontal element was introduced and the four quadrants rationalised to be the same height. Additionally, rationalising the height of the two top floors minimised complexity and resulted in a calmer, more coherent approach. The enhanced solid edge was re-used at podium level, tying the building together from top to bottom

Tower Crown Evolution
(Post-December 2023 - The Proposed Development)

Following the proposed massing change, a double-height glazed top was explored. Ultimately, it was decided that this move architecturally connected the four tower quadrants, which was not a desired effect.

Further refinements included rounding the crown's corners to align with the broader massing concept and setting back the Breathing Spines at the top. These adjustments enhanced the vertical separation between quadrants and added dynamism to the skyline, particularly when viewed from street level. Additionally, the Level 31 rooftop slab was set back, relocating plant and machinery into the core, which allowed for a complete double-height ring of tenant-accessible space at Level 30 and further articulated parapet detailing.

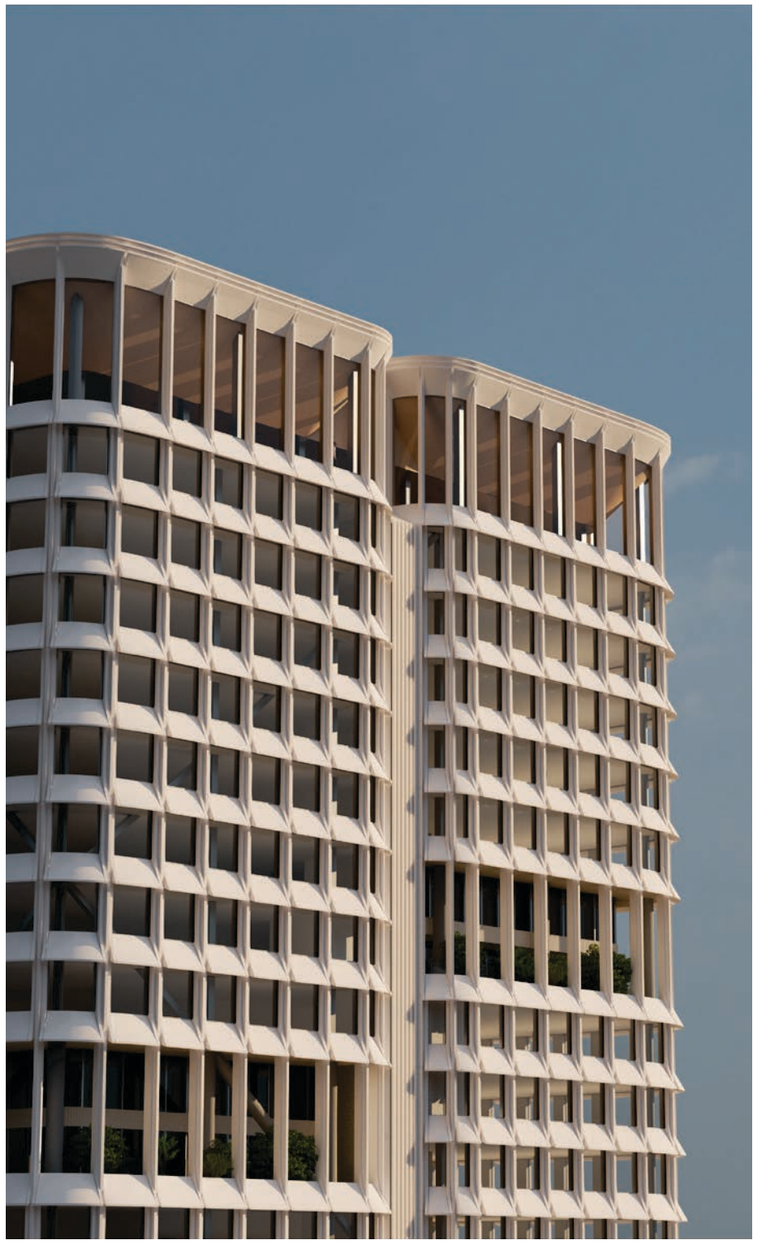
Parapet designs evolved to balance elegance with robustness, integrating ventilation requirements while maintaining the sculptural and solid character of the facade. Structural refinements also removed internal tie beams, creating a cleaner appearance for the sloping soffit. A warm, textured finish was introduced to the soffit, harmonizing with the tones of the external terrace soffits below and further unifying the architectural language of the tower.

6. A Double-Height Glazed Top

The change to the more regular massing lessened the dynamism and energy inherent in the angular form of the December 2023 planning app. scheme, but it did allow for a more consistent approach to the building's top. A double-height glazed expression at the crown was explored to provide a calm, clear conclusion to the simplified volume. The crown could address all four elevations equally, sensitive to its situation as a singularly tall building in its context, whilst still providing an element of drama in the facade at the top.

7. Studying Facade Articulation and Further Setbacks at the Spines

The corners were rounded at the crown to match the wider massing concept development and integrating the typical tower facade details were studied. Additionally, further setbacks of the spine at the crown were explored to visually separate the four quadrants further and enhance the concept of the vertical division in the elevations at the top of the building. Pushing back the spines helped add a more dynamic form on the skyline, especially when viewed from street level, and enhance the rounded corners.



8. Setting Back the L31 Rooftop Slab and Studying Parapet Articulation

In order to achieve a uniform double-height appearance to the crown across all four elevations, the Level 31 rooftop slab was set back and the plant and machinery were moved into the core. This ensured potential tenant access to the full ring of double-height space at Level 30. More distinctive approaches to the parapet detail were subsequently considered, following an understanding of the ventilation requirements for the equipment on the Level 31 roof.

9. Further Parapet Articulation

A calmer, more ordered design was developed for the parapet, maintaining the ventilation requirements whilst integrating better with the wider typical tower facade design. The thickness and articulation of the parapet was developed to find a balance between an elegant top to the building and reflecting the robustness, solidity and sculptural character of the rest of the tower.

10. Structural Development and a Warm, Textured Soffit

Further evolution of the structure allowed for the removal of the internal tie beams back from the facade columns to the setback level 31 rooftop slab, allowing for a cleaner appearance to the sloping soffit. The indicative warm colour of that soffit was added to create a better link and consistent architectural language with the warmer tones of the soffits of the external double-height terraces in the tower below.

6.12 A Tower Responding to its Context

Summarising the Relationship of the Developed Tower Design to Notable Context in Camden

As initially described in Chapter 4.4, the developed tower design establishes a thoughtful relationship with Camden's architectural heritage, particularly its notable tall buildings such as Centre Point, Space House, and the Old Camden Town Hall Annex. These structures are characterized by their calm, ordered facade articulation and distinctive materiality, which have informed the tower's design approach.

The refined facade of the tower embraces a similar sense of rhythm and proportion, ensuring it complements its context while asserting its own identity. The use of vertical divisions and a cohesive material palette echoes the clarity and elegance seen in these Camden landmarks, while the tower's massing and articulation balance solidity and transparency to create a sculptural yet approachable presence.

By integrating these principles, the tower not only contributes to Camden's evolving skyline but also honours the borough's architectural legacy through a design that is contemporary yet contextually sensitive.

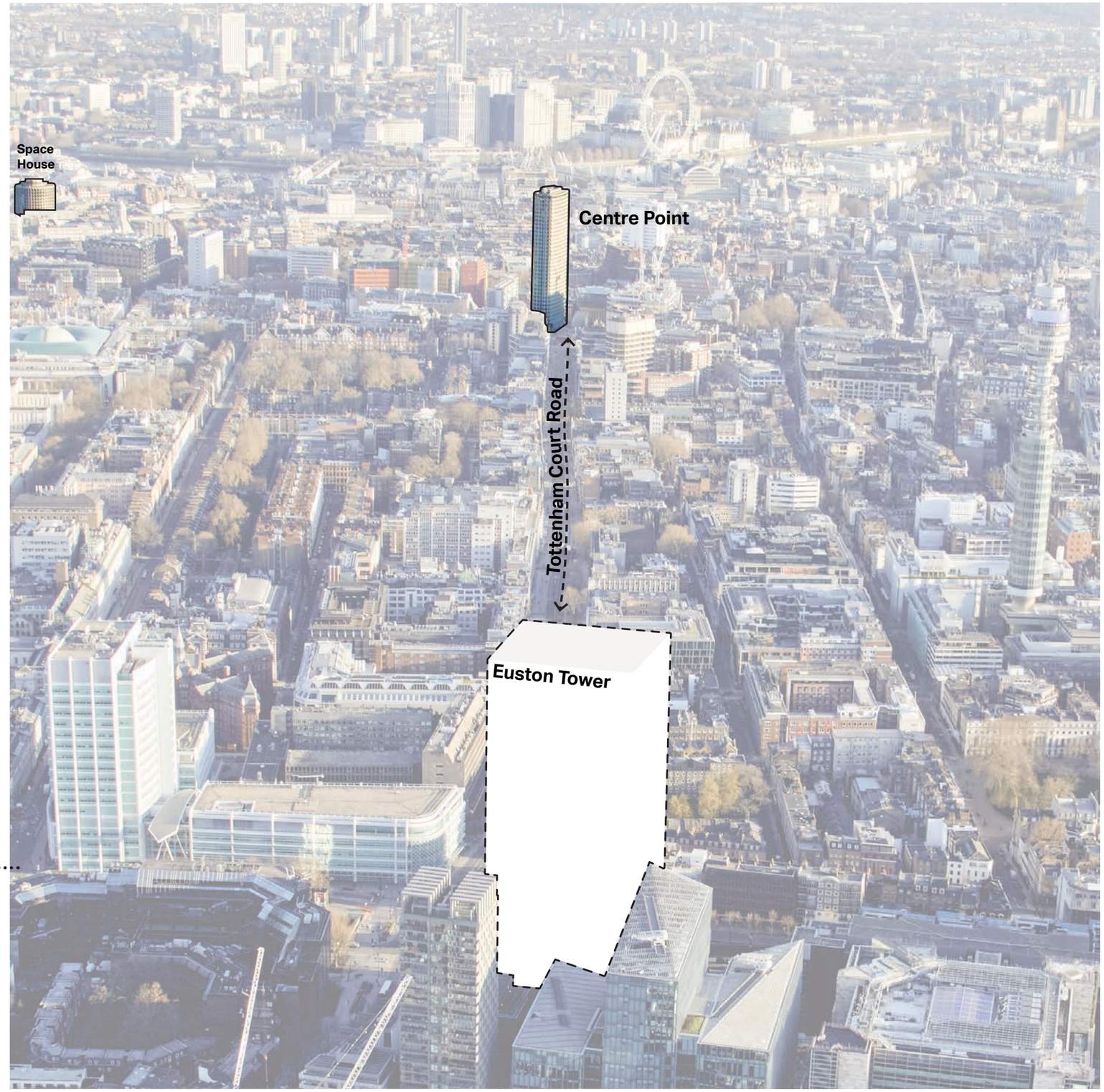
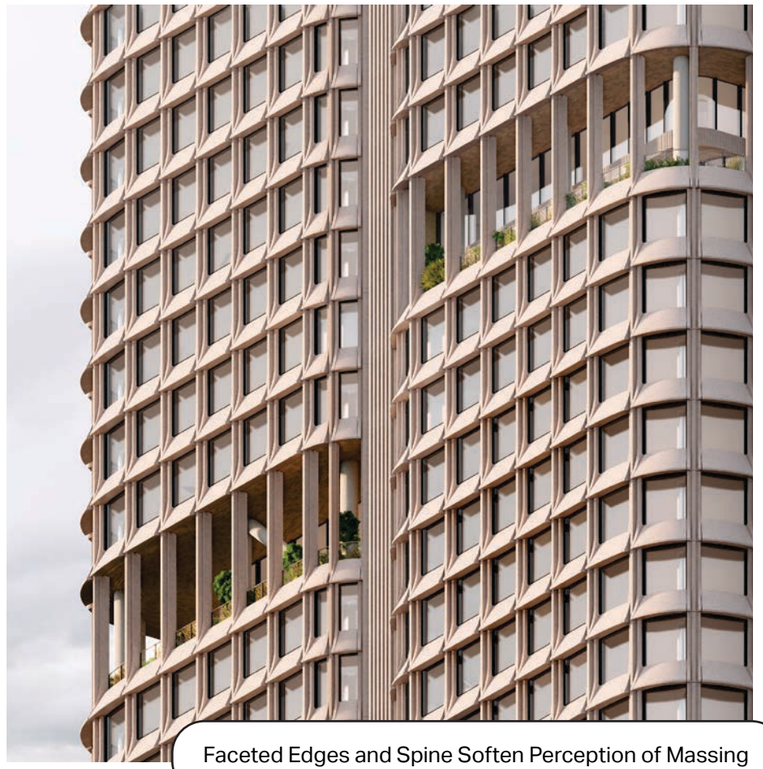
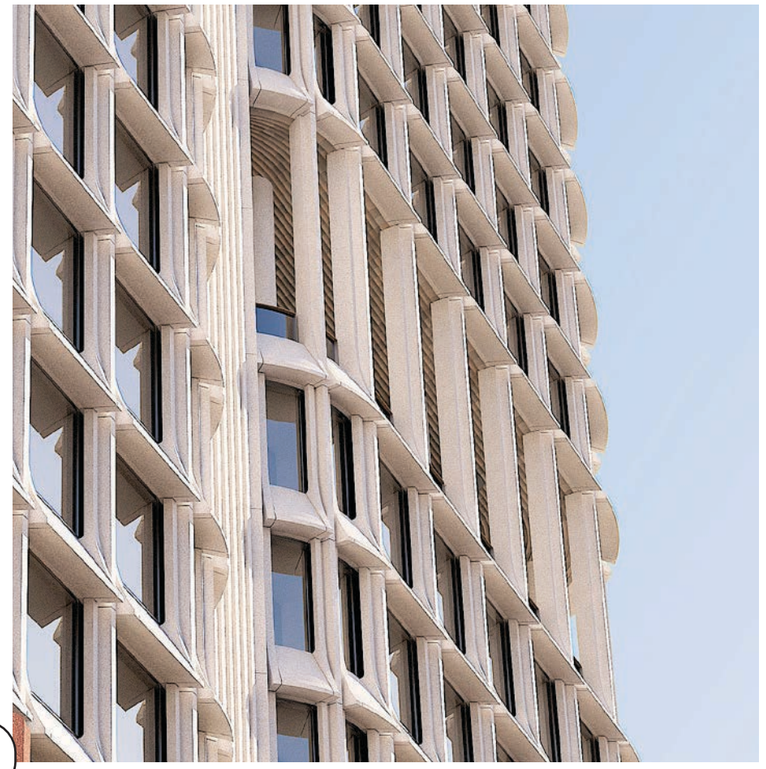
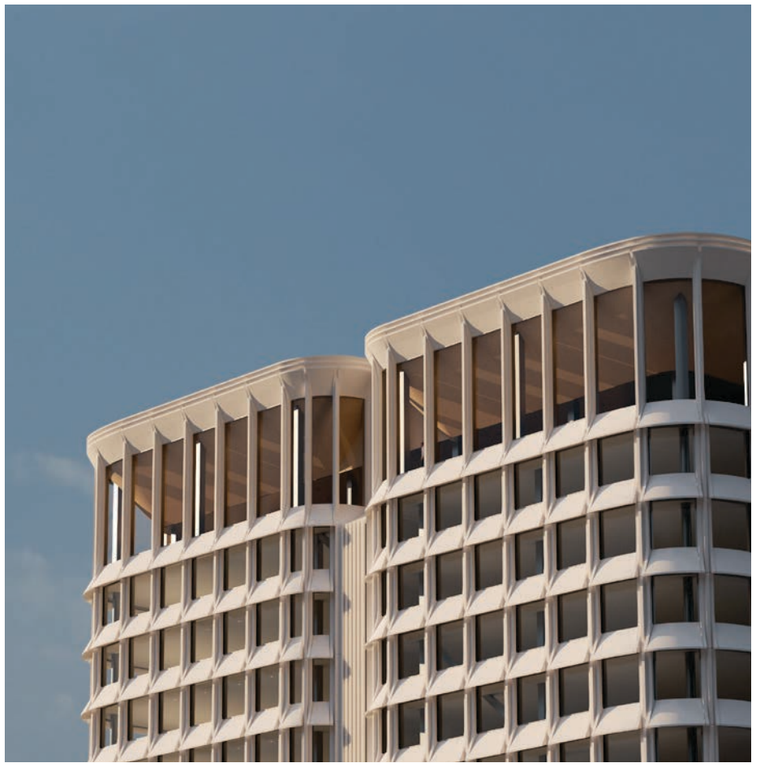


Diagram - "A Conversation *Across* Tottenham Court Road" making a contextual link to Centre Point, as well as other notable buildings in Camden



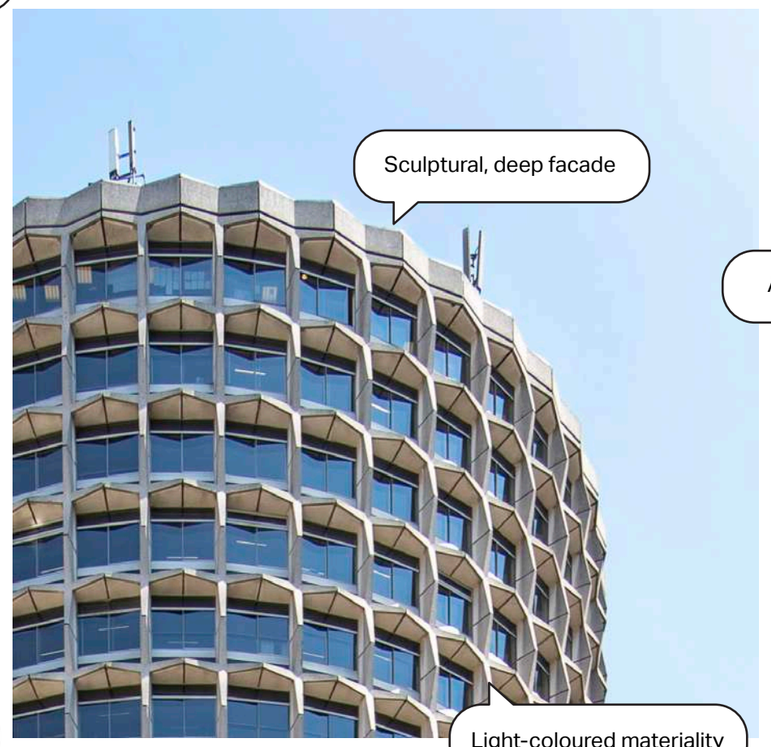




Faceted Edges and Spine Soften Perception of Massing

Upstands in facade

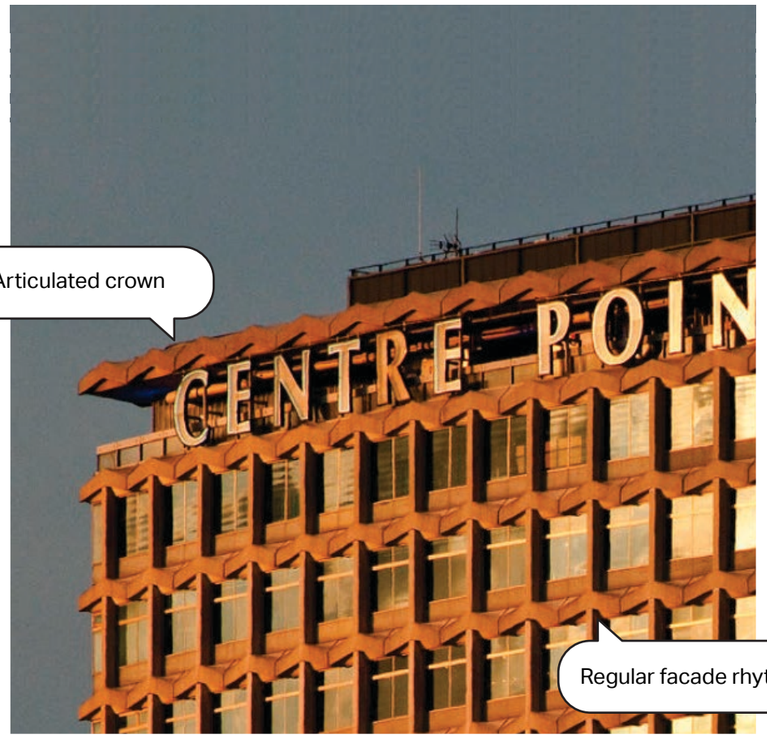
Photograph - Camden Town Hall Annex



Sculptural, deep facade

Light-coloured materiality

Photograph - Space House



Articulated crown

Regular facade rhythm

Photograph - Centre Point

6.13 Podium Articulation Evolution

Podium Articulation Evolution
(December 2023 Application)

The podium articulation has evolved in conjunction with the development of the podium massing.

The initial concept for podium articulation was a design which simultaneously differentiated the podium façade from the tower façade so that the podium would be seen as separate from the tower while also portraying a consistency in materiality and geometry which would tie the building together as one.

The following design studies illustrate how the podium articulation has developed while keeping the central concept consistent. Principally, the podium protrudes out as a volume, with the tower setback above. Most studies feature prominent multiple storey vertical elements which help to define the podium levels above ground floor as a 'volume'.

1. Pushed & Pulled Podium Boxes

In early studies the podium articulation concept was developed as vertical podium façade patterning which changed rhythm to match pushed in and pulled out podium boxes

2. Simplifying Podium Massing

When the front faces of the podium boxes were aligned and the north-western corner was lifted up at the main Regent's Place Plaza entrance, the podium articulation was simplified and emphasis was put on the ability of slab lines mimicking the tower façade's horizontal shading elements to indicate triple height entrance spaces.

3. Framed Boxes

The podium articulation was further developed to frame each of the podium boxes as their own elements. The podium boxes have vertical façade elements spaced in a varied but regular rhythm

4. Simplifying Podium Articulation Rhythm

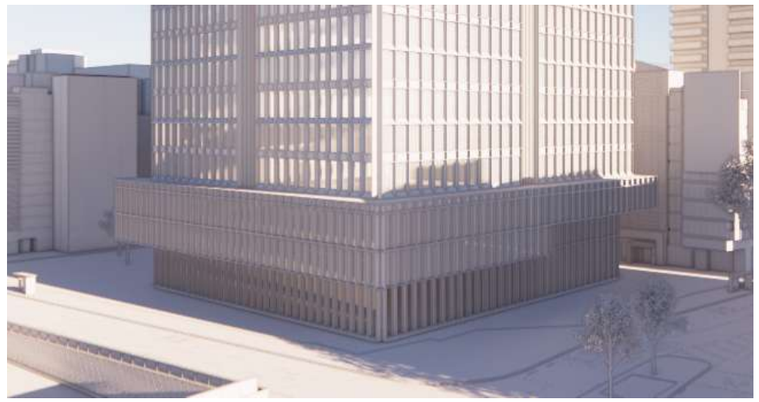
The north-eastern corner of the podium boxes was lifted up at the corner of Brock Street and Hampstead Road as a gesture to highlight the public entrance along Hampstead Road and create a significant public welcome space on that north-east corner at ground floor. The podium articulation was simplified further and vertical façade elements are spaced at regular intervals

5. Consistency with Tower Facade Design

The proposed podium articulation features a façade design which is simplified so that the geometry of vertical elements and the horizontal slab lines reflect the geometrical principles of the tower façade design. Vertical louvres have been incorporated into the podium facade to reflect the evolving podium ventilation strategy and create a consistent and connected design language to the tower facade above

Podium Articulation Evolution
(Post-December 2023 - The Proposed Development)

Following the December 2023 planning application, the decision to reconsider the tower and podium massing required a rethinking of the podium facade design and articulation. The feedback received suggested a more regular, calm and ordered approach to the podium articulation was preferable, and this was a key driver for how the design of the podium facade evolved over 2024. Filleted corners play a key role to tie the podium to the tower massing above. The regular rhythm of vertical elements helps to ground the podium and tie it to buildings in the immediate context covered in the proceeding pages. Careful consideration was then given to detailing and ornamentation of spandrels and window framing.

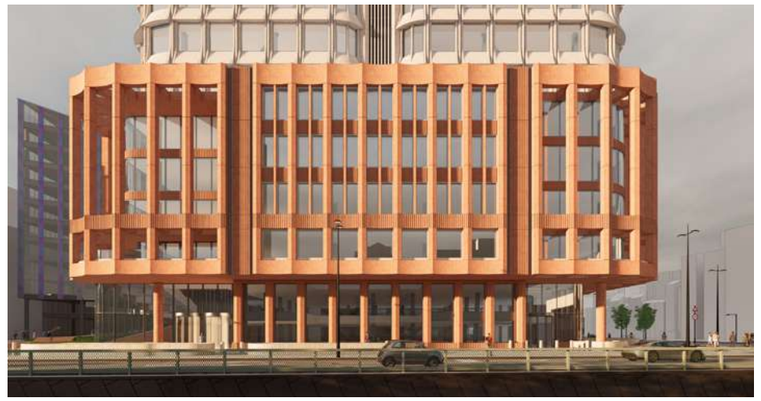


6. A Rectilinear, Gridded Approach to the Facade and Articulation

Following the orthogonal massing change, a more regular rhythm for the podium facade design evolved, to better reflect the calmer form.

7. "Breathing Spines" and Rounded Corners

Taking cues from the tower design, smaller "Breathing Spines" were added to express the air-flow and ventilation requirements for the podium spaces, breaking up the repeating facade grid and adding play and depth to the podium facade design. The vertical articulation both helped reinforce a sense of verticality and integrated well with the rounded corners in the massing. Some play of light and shadow was also explored in the larger fluted form in the facade.



8. Articulating an Additional Two Levels

The decision to increase the height of the podium by two levels provided the opportunity to consider it more as a building in its own right, upon which the tower was sitting. The articulation was developed to give these levels more of a defined character, commensurate with its increased scale, whilst also harmonising with the language of the tower above. Changes in elevation, setbacks, fenestration, and rhythm were tested to find an architectural language that related to the tower articulation yet retained its own identity.

9. Learning from Tottenham Court Road

The Tottenham Court Road Streetscape Study, as detailed in sections 6.14 and 6.15, provided a finer grained understanding of the character of the townscape. The study was used as a framework with which to critically evaluate how well the podium facade articulation sat within, and related to, the buildings down Tottenham Court Road. Reinterpreting the recurring features, qualities and proportions found in the conclusion to that analysis helped ground the design evolution of the podium in its specific context.

10. A White Base, White Detailing, and an Address of the Junction

Further work was done to refine the development after the Tottenham Court Rd. Streetscape Study. The warmer terracotta tones that were introduced to reference the red brick heritage of the area were adjusted when tested against the tones of the nearby buildings. Through conversations with planning officers, the GRC mullions and spandrels help add substance and solidity to the fully-glazed areas of facade and the white detailing evolved to better respond to the scale of the individual windows.

6.14 A Podium Responding to its Context

Summarising the Relationship of the Developed Tower Design to Notable Context in Camden

Whilst the proposed design of the tower makes references to Centre Point, the tall buildings book-ending Tottenham Court Road with a shared architectural language, the podium design draws inspiration from the space between the two towers and the architectural language prevalent in the lower rise buildings along Tottenham Court Road. In this way, both the tower and the podium respond to the Proposed Development's prominent location on this historic north-south axis in the city.

Many buildings along the street, including Maple House (141 Tottenham Court Road), the Heal's Department Store, and others, share a common composition: a highly-glazed ground floor with a low upstand at the base, horizontally banded *'piano nobile'* levels, vertically articulated upper floors, and a setback or pronounced parapet at the roofline.

The podium adopts these defining characteristics and reinterprets them, creating a strong connection to its neighbours. Its glazed ground floor enhances transparency and openness, encouraging active engagement at street level. The corners on surrounding buildings at the ground floor are sometimes chamfered or filleted at the ground floor. Above, the horizontal banding of the intermediate levels introduces a rhythm that echoes the piano nobile designs typical of the area, providing visual continuity. The upper levels incorporate vertical elements that align with the established streetscape language, reinforcing a sense of order and elegance.

At the top of the podium, a robust parapet and then setback to the tower, ties the design to the contextual framework while signalling a transition to the tower above. By responding to the architectural cues of Tottenham Court Road, the podium ensures that the development integrates into its surroundings, enhancing the street's character and urban fabric.

The following pages analyse and describe, in more detail, the architectural characteristics of a number of notable buildings along Tottenham Court Road - outlined in red on the adjacent diagram. Buildings from both sides of the road were studied with the aim of discovering a prevailing and contextual architectural language with which to develop the podium design.

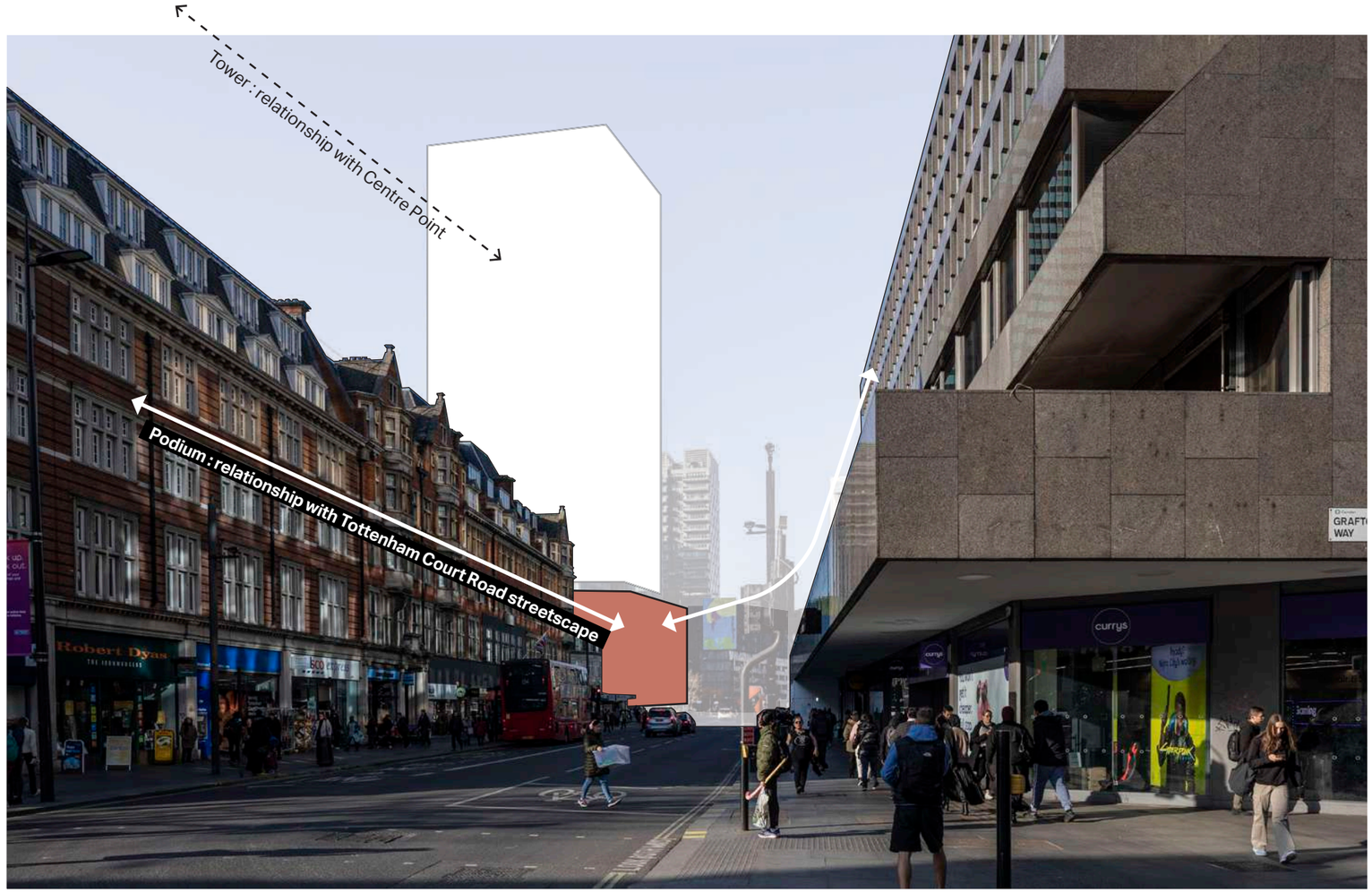


Diagram - "A Conversation *Along* Tottenham Court Road" making a contextual link with the podium to the streetscape of Tottenham Court Road

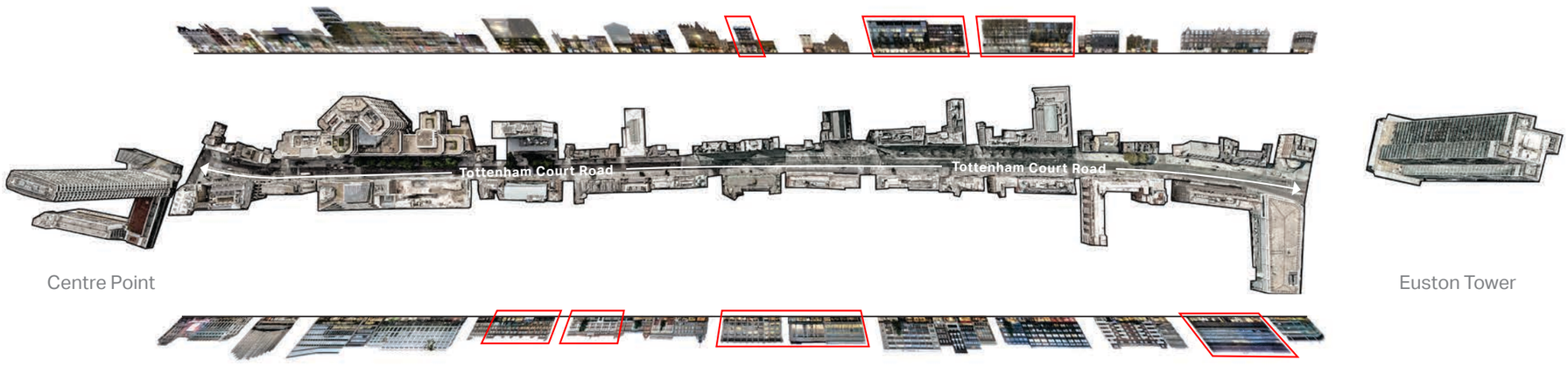
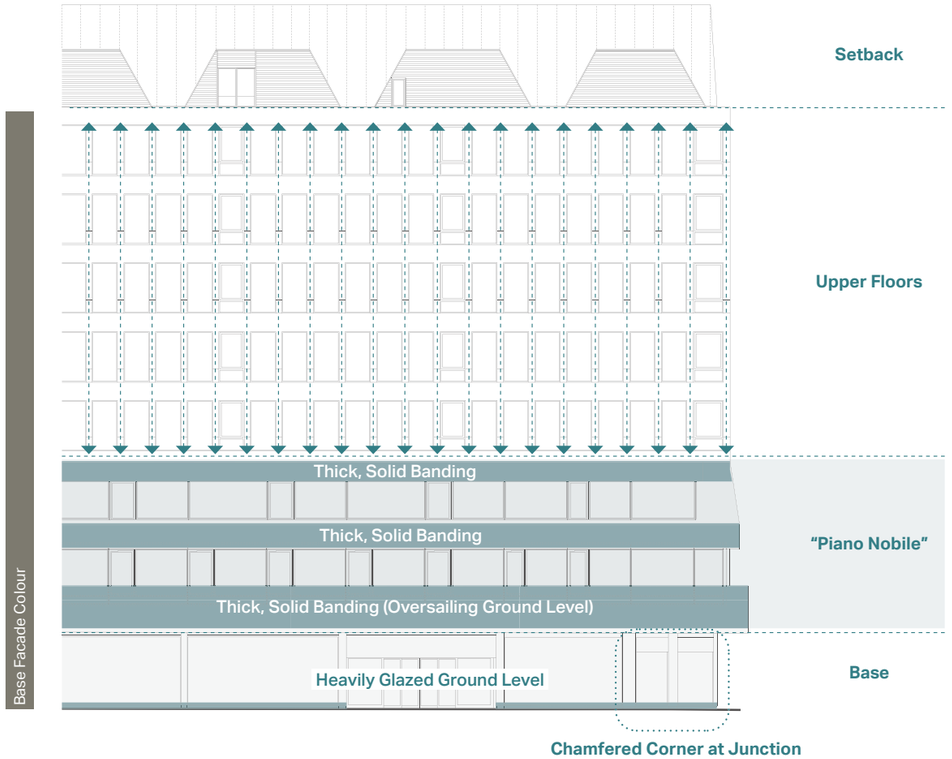


Diagram - Collage plan / street elevation diagram, outlining in red the key buildings studied as part of the Tottenham Court Road Character Study

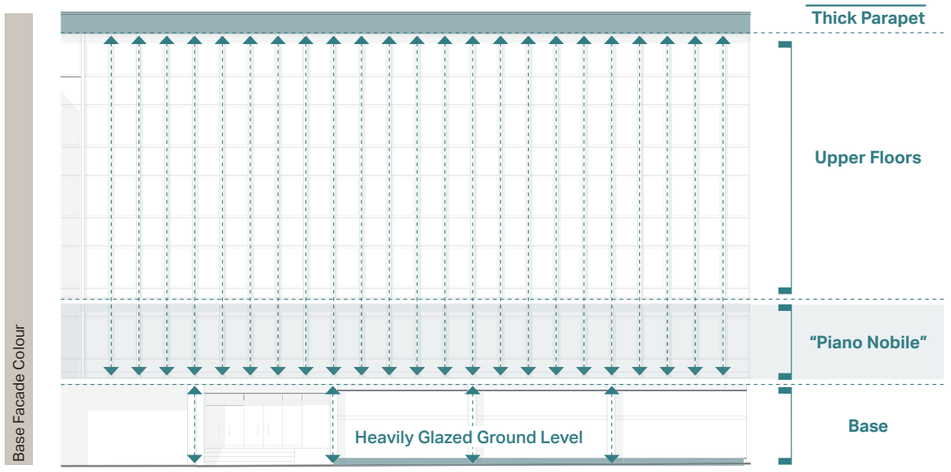
Photograph - Maple House, Tottenham Court Road



Maple House, 141-149 Tottenham Court Road

Maple House is characterized by a heavily glazed ground level with a short kicker or upstand. The glazed ground floor corner is also chamfered. A thick solid horizontal element oversails the ground level. The two levels above also feature thick horizontal elements and solid banding. The upper floors are defined by a denser vertical regular rhythm in the facade. The horizontal spandrels are consistently solid. Finally, the building culminates with a setback. The facade colour is predominately a muted earthy grey-brown tone with subtle olive undertones.

Photograph - Heal's Department Store (Torrington Place elevation)



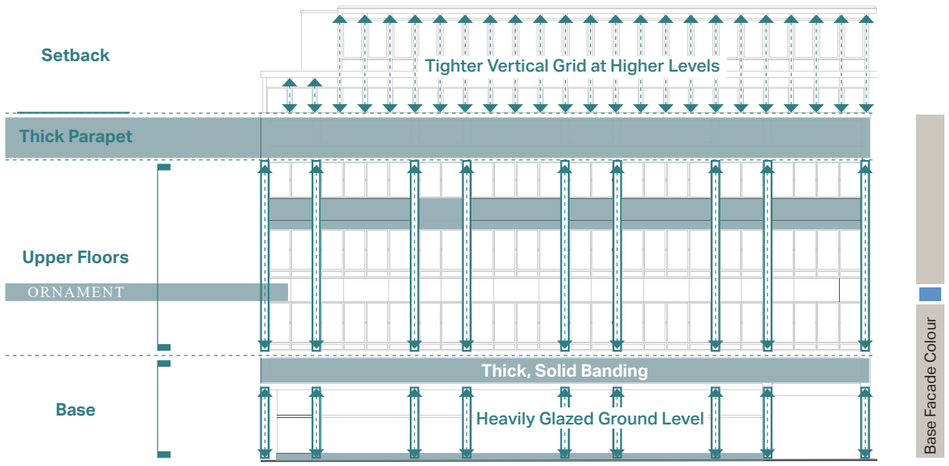
Heal's Department Store (Torrington Place Elevation)

The Torrington Place elevation of the Heal's Department Store, is of similar stock - a heavily glazed base with a protruding "Piano Nobile" level above. Upper floors have a regular vertical facade rhythm where the vertical elements protrude out and past the solid horizontal spandrel. There is a vertical format to the fenestration. A thick parapet defines the top of the building. The facade colour is largely a warm light beige with subtle grey undertones.

Heal's Department Store (North)

The Heal's Department Store's ground level features expansive glazing. Exposed columns land periodically at ground level. Above this, a thick, solid band anchors the building and transitions to the upper floors, where a strong vertical rhythm is established through primary vertical elements.

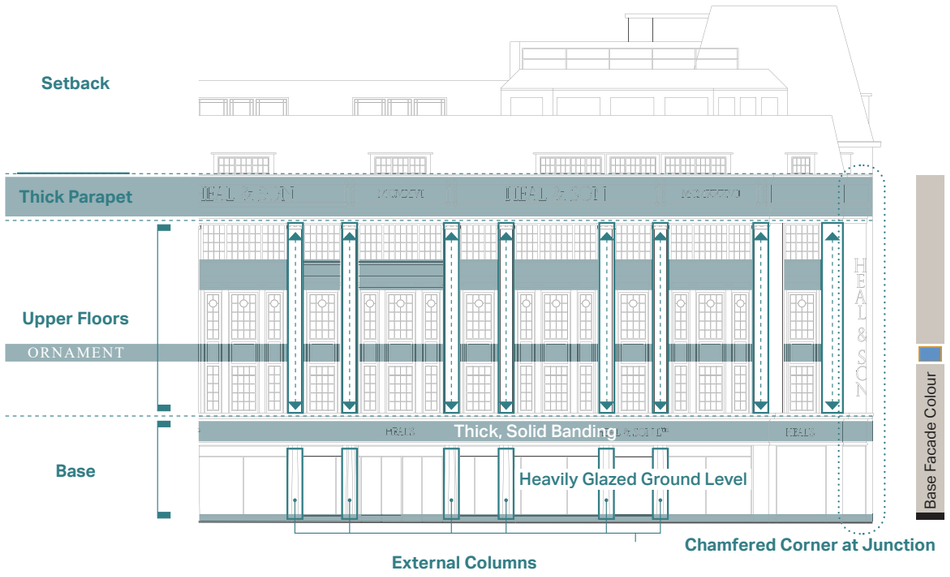
One of the spandrels on the upper levels is adorned with ornamentation, adding texture and visual interest to the facade. This band also features signage for the department store. The fenestration is characterized by a vertical format with framed windows. Solid spandrels further articulate the facade. At the roofline, a prominent parapet provides a robust conclusion to the structure, while an even tighter vertical grid on the higher levels introduces a variation on the established facade rhythm. The base facade colour is a warm light beige while the ornamentation, in contrast, is a cool blue that stands out.



Photograph - Heal's Department Store, Tottenham Court Rd (north elevation)

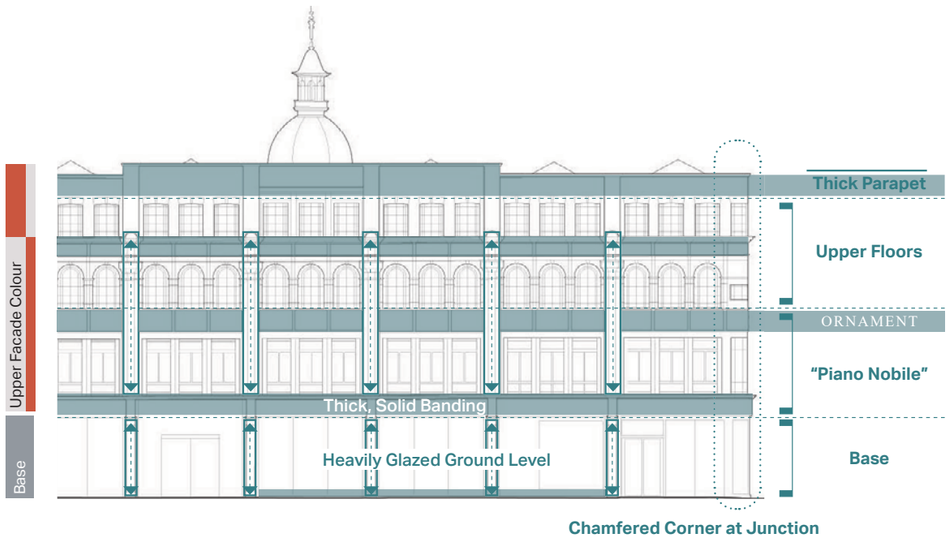
Heal's Department Store (South)

Similar to its North counterpart, Heal's Department Store (South) has a heavily glazed ground level, a thick horizontal band above separating it from upper floors with primary vertical facade elements, a band of striking cool blue ornament located at one of the solid spandrels, a thick parapet at the top, and then a setback. Notably, the entire building mass is chamfered at the corner junction. And the ground floor features a slim dark upstand in contrast to the primarily beige facade colour. The windows are also more heavily visually framed with detailing and a play of depth in the facade.



Photograph - Heal's Department Store, Tottenham Court Rd (south elevation)

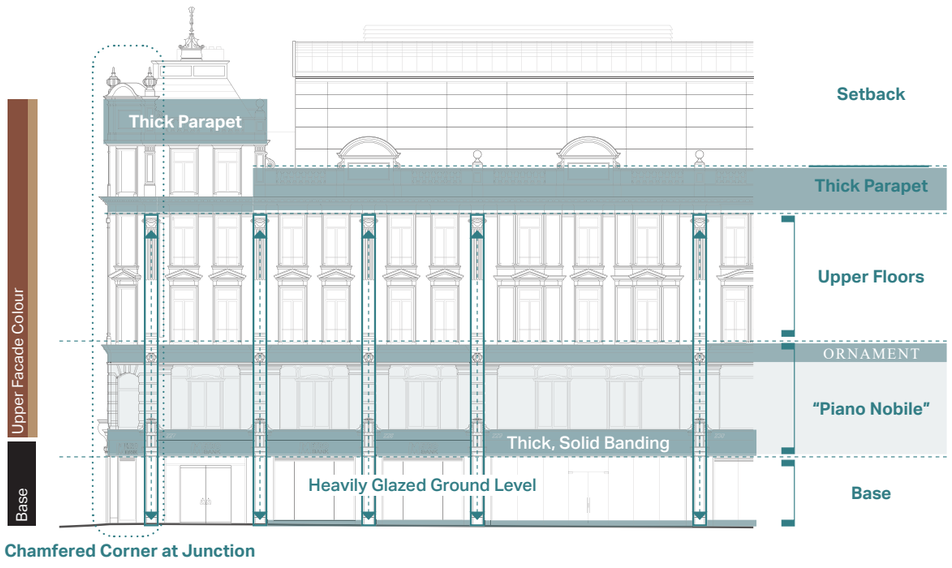
Photograph - 220-226 Tottenham Court Road



220-226 Tottenham Court Road

With a regular facade rhythm, 220-226 Tottenham Court Road, features the thick horizontal banding, primary articulated vertical elements, and richly framed windows. One of the middle solid spandrels is ornamented. The corner junction is also chamfered. Unlike the other contextual buildings discussed thus far, the upper floors play with two contrasting colours, grey and a reddish-orange colour that could be described as terracotta. The grey defines main portions of the elevation but is also used for drawing attention to vertical articulation and elements. The terracotta colour on the other hand is used primarily to emphasize a horizontal reading.

Photograph - 227-230 Tottenham Court Road

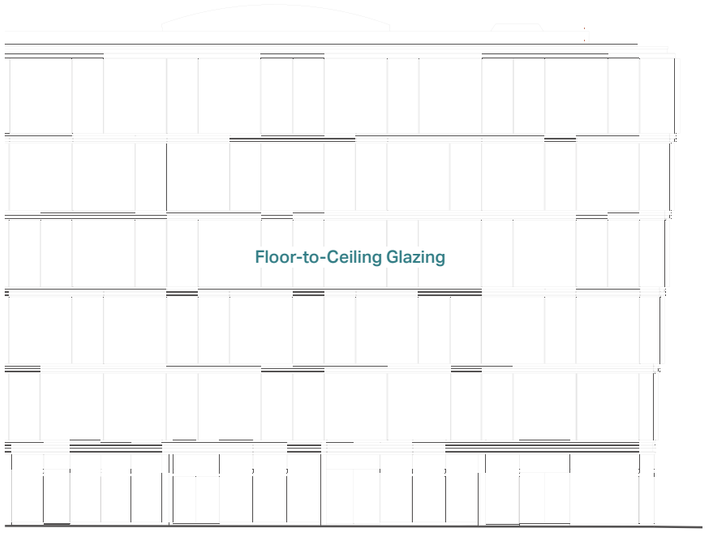


227-230 Tottenham Court Road

Similar to 220-226 Tottenham Court Road, 227-230 plays with colour to emphasize particular elements. The nearly black heavily glazed ground level, is in sharp contrast to the more solid, and brown hue of the above levels. On the upper floors, a deep warm brown, almost rust coloured, acts as the base colour which is then accented by a soft gold colour with brown undertones used to draw attention to ornamentation, vertical articulation, and the window frames. Still, like many others described thus far, thick horizontal banding, a thick parapet, regular facade rhythm, and a detailed solid spandrel band, make this building a near relative of its neighbours. Glazed windows are predominately of a tall vertical proportion. The corner is also chamfered as a response to the intersection.

101-106 Tottenham Court Road

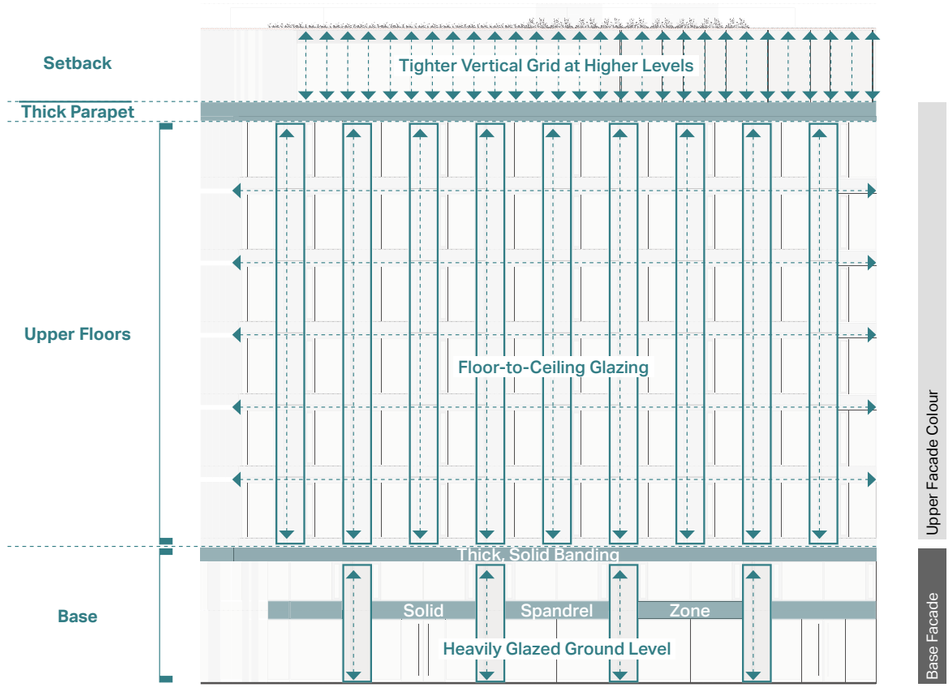
A more recent addition, 101-106 Tottenham Court Road is largely defined by it's floor-to-ceiling glazing. A smaller horizontal spandrel on every level runs continuously across the facade. The colour is of a neutral grey.



Photograph - 101 - 106 Tottenham Court Road

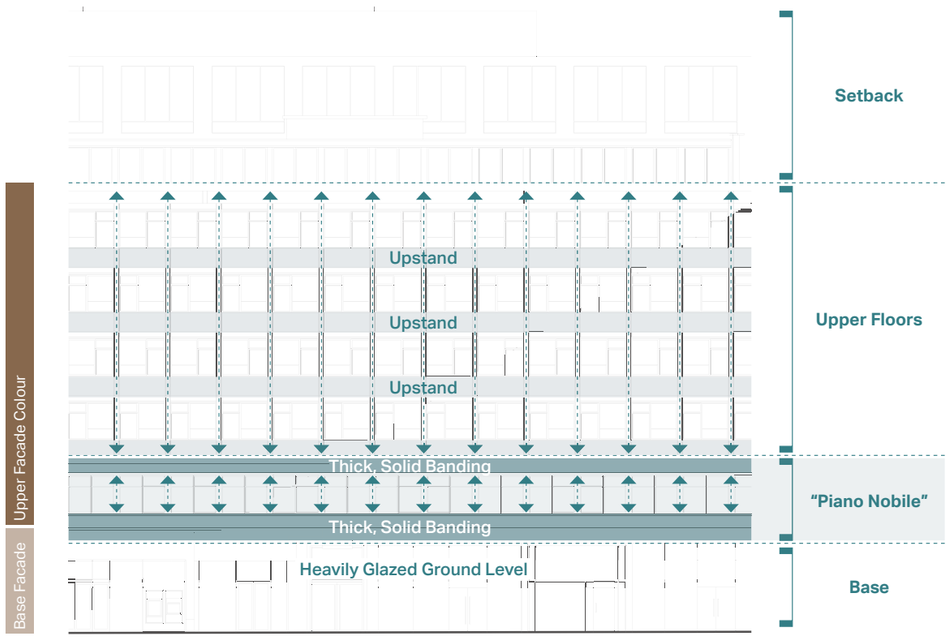
96-100 Tottenham Court Road (Network Building)
Currently under construction

The Network Building is also a new addition to Tottenham Court Road. There is a striking play of contrasting colour between the darker two ground levels and the brighter colour of the upper floors. The vertical rhythm of the facade densifies higher up the building on the setback above the thick parapet. Floor-to-ceiling glazing makes up the majority of the facade. Subtle variation in the vertical and horizontal elements make the articulation of the facade read as both vertical and horizontal, where clear lines are visible throughout defining each direction.



Illustrative view - Network Building CGI (image: Piercy&Co. / Studio Archetype)

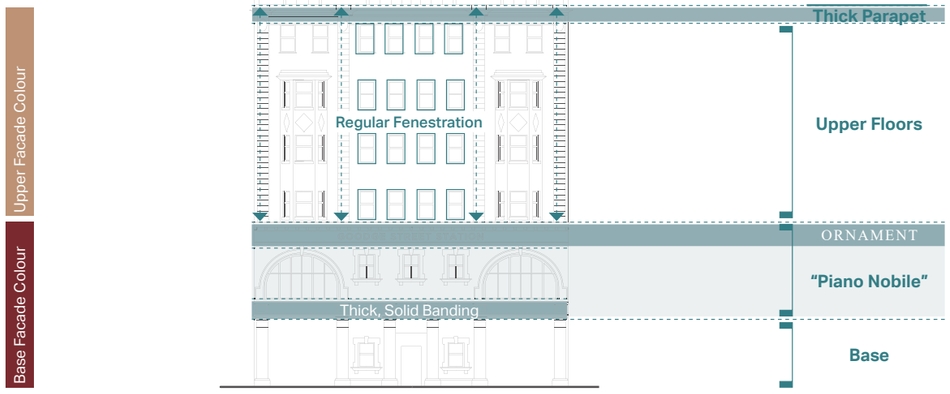
Photograph - 90 Tottenham Court Road



90 Tottenham Court Road

With its heavily glazed ground level, thick solid banding, vertical rhythm on upper floors and setback of the top most volume, 90 Tottenham Court Road has very similar principles to what has been mentioned thus far. But, instead of floor-to-ceiling glazing, there is an upstand which increases the height of the horizontal elements. The horizontal elements coloured olive brown are setback from grey vertical elements running continuously on the upper floors. Strikingly, the "Piano Nobile" level is differentiated from ground floor and from the levels above.

Photograph - Goodge Street Station



Goodge Street Station

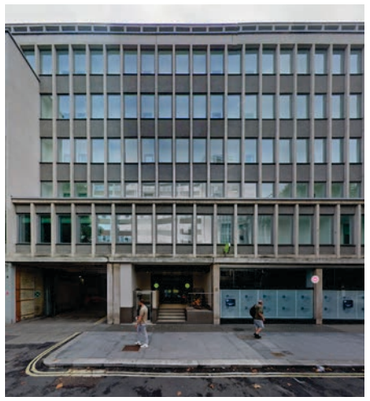
Goodge Street Station is broken up into zones by horizontal bands. The first band separating the base from the "Piano Nobile" level above, is of a contrasting colour to the dark base colour of the ground level facade. Above the "Piano Nobile" level, an ornamental band draws the eye. The tan facade above this features a few vertically dominant elements. A thick parapet defines the top of the vertical face of the mass.

6.15 Learning from the Tottenham Court Road Character Study

Key Findings from Tottenham Court Road Character Study of Notable Buildings

This analysis illustrates a "kit of parts" that were considered and re-interpreted as part of the podium design development. Not all features were appropriate in the exact same way that they are employed in buildings in the immediate context. Instead, the design team took lessons and principles from these notable buildings and used them to inform a considered and coherent design proposal. The bones of which are diagrammed on the adjacent page.

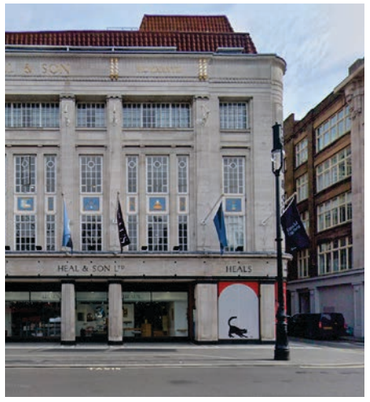
A Thick Parapet
Heal's Department Store



B Predominant Verticals
Heal's Department Store

C Denser Verticals at Upper Lvls
Maple House

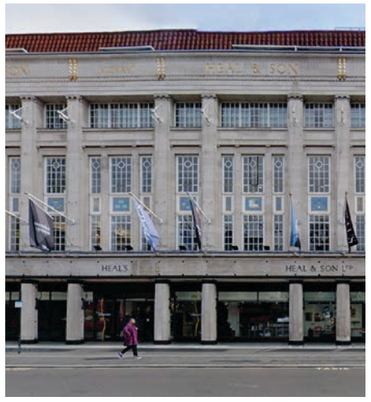
D Spandrel Ornament
220-226 Tottenham Court Rd.



E Thick Signage Banding
Heal's Department Store

F Glazed Ground Floor
96-100 Tottenham Court Rd.

G Differentiated "Piano Nobile"
90 Tottenham Court Rd.



H External Columns
Heal's Department Store

I Filleted Corner at Junction
220-226 Tottenham Court Rd.

J Colour Change at Lower Levels
Goodge Street Station

K Colour in Frames / Detailing
220-226 Tottenham Court Rd.

L Glazing Detailed as "Windows"
Heal's Department Store

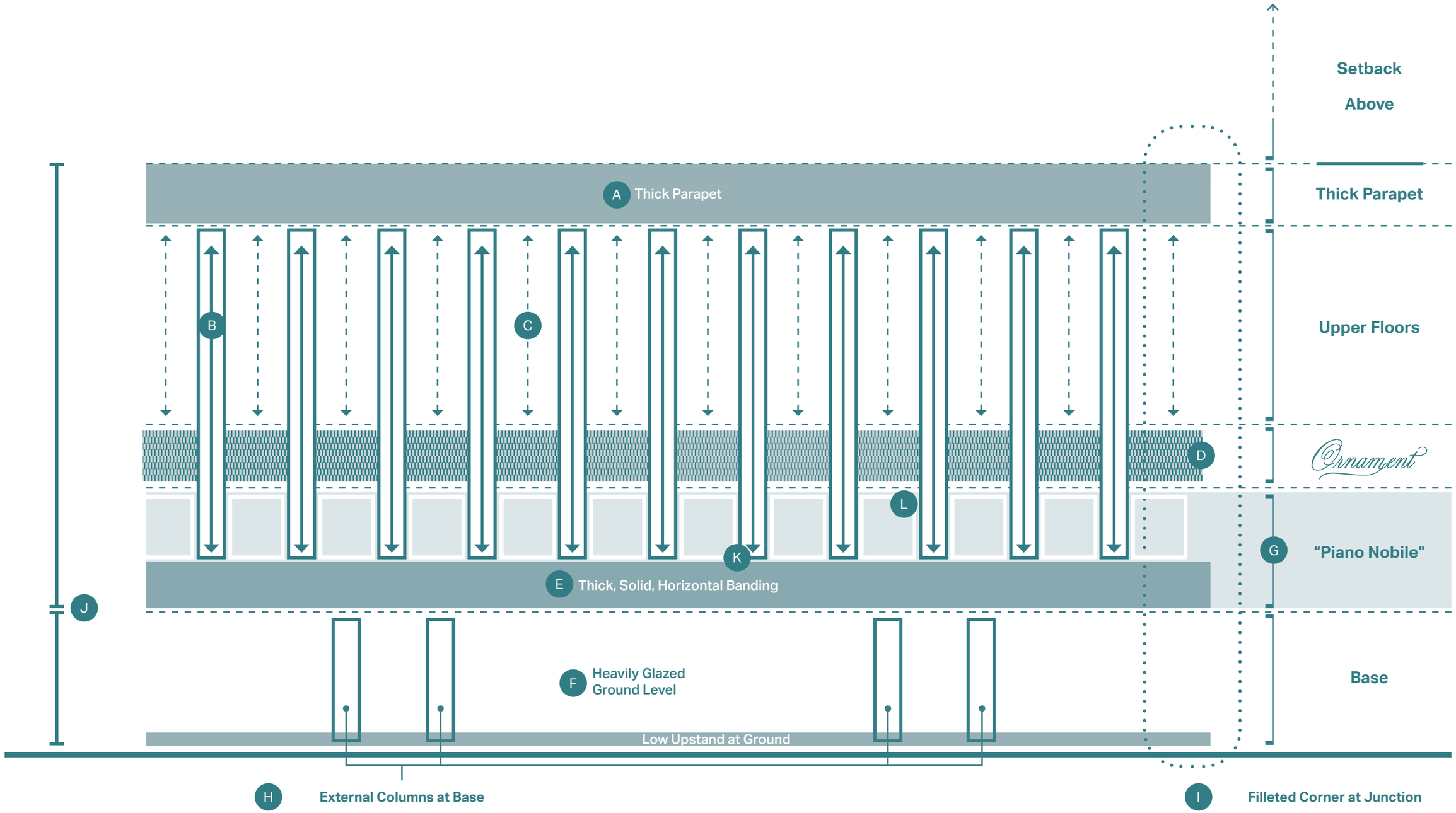


Diagram - Elevational representation of general findings from the Tottenham Court Road Streetscape Character Study

Applying the Learnings from Tottenham Court Road

The diagram adjacent illustrates how the conclusions that were drawn from the Tottenham Court Road Character Study were applied as part of the design evolution of the podium, helping provide a contextual rationale to the design and anchoring the proposals in the surrounding streetscape. Identifying and reinterpreting the architctural language enabled a rich and referential approach to the detailing and articulation of the lower levels, strengthening the conceptual link between the Proposed Development as the northern bookend to Tottenham Court Road, and the idiosyncratic character of the buildings down Tottenham Court Road themselves.

Illustrative view - View down Euston Road

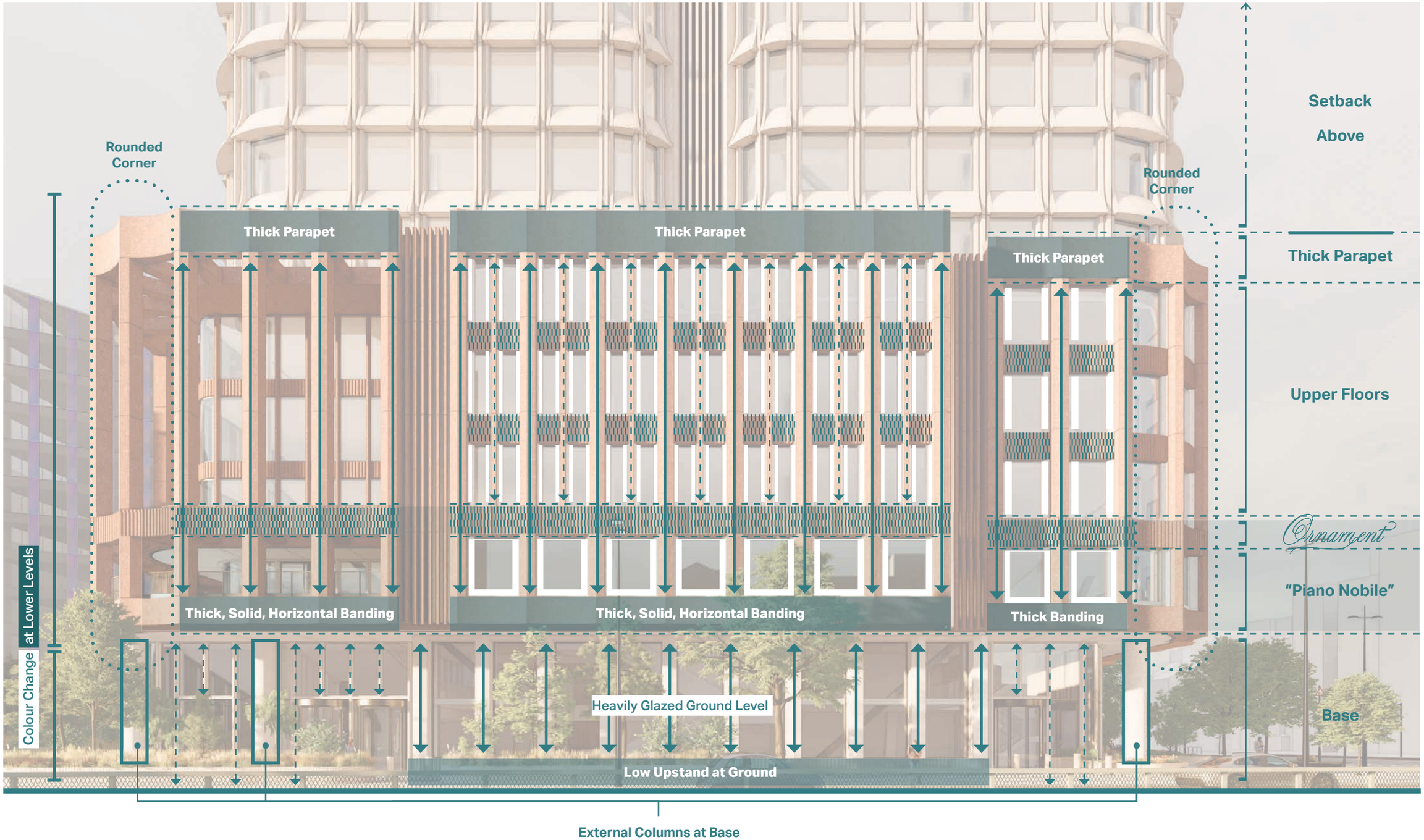


Diagram - Elevational representation of reinterpretation of Tottenham Court Road Streetscape Character Study overlayed onto proposed Euston Road Elevation. The same approach was taken for the other elevations.

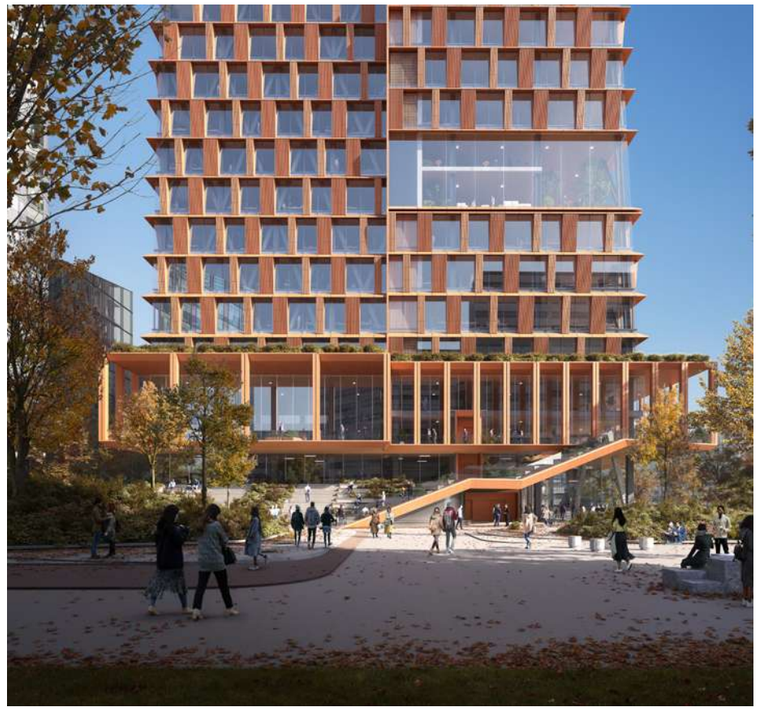
6.16 Terraced Landscape Evolution

Terraced Landscape Evolution (December 2023 Planning Application - 2024 Proposed Development)

Active connections to the public realm was a guiding principle for the design of the podium, reflecting the underlying concept of creating an inviting and welcoming permeable, public podium.

Early in the design development the concept of a multi-level connection to Regent's Place Plaza was conceived in order to facilitate activation beyond the ground plane and up and into multiple levels of the podium.

The following spread illustrates how the design of the terraced landscape evolved through the design process.

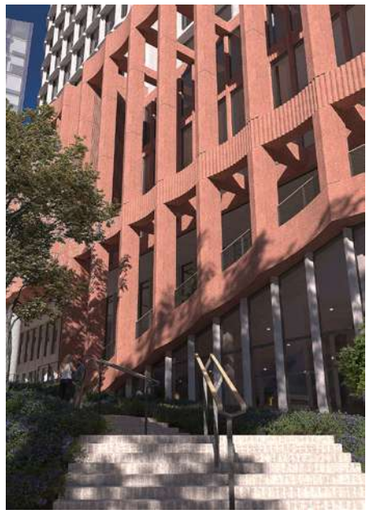


1. An Amphitheatre Staircase

The initial sketch for the connection to Regent's Place Plaza was an amphitheatre staircase which extended out from the shifted boxes and framed a rounded plaza at Ground Level. The primary function was to open out to Regent's Place Plaza with the public realm viewed as a stage for informal, impromptu events to take place. The amphitheatre staircase provided space for an audience to gather, directed towards the plaza.

2. Incorporating Ramped Access and Significant Planting

Discussions around accessibility and incorporating greenery into the staircase with LBC planning officers enabled the design to evolve to a wider stair and a ramp that wove between large green planters. Initial feedback from the co-design process was crucial in highlighting both the importance of more greening in the public realm and multiple and accessible routes into the building that are engaging and offer multiple programmes and activities en-route.



3. Curvilinear Edges

The organic design of the emerging and evolving landscape mounds (as discussed further in Chapter 9: Public Realm and Landscape) begins to be reflected in the curvilinear edges of the staircase. The landscaping starts to act as a transition between the rational and orthogonal geometry of the podium and the more organic public realm

4. Terraced Landscape Mounds

The landscape mound concept is expanded up and onto the stair, integrating into the public realm strategy further and creating a terraced landscape that connects ground floor public realm to upper levels. Following consultation with LBC planning officers as well as through the co-design process, the ramp is replaced with a meandering sloped path - removing the requirement for handrails allowing for a much more open and accessible access up to Level 01 of the podium

5. Landscape Embedded

The proposed design for the terraced landscape finds the balance between green landscape elements embedded in the space and clear and accessible connections to upper levels of the podium, uniting the public realm strategy with the podium design. Stairs are rationalised and the sloped pathway greened with trees and increased planting to create a vibrant, engaging and thoroughly accessible route up to Level 01, reflecting the inviting and welcoming concepts around the podium.

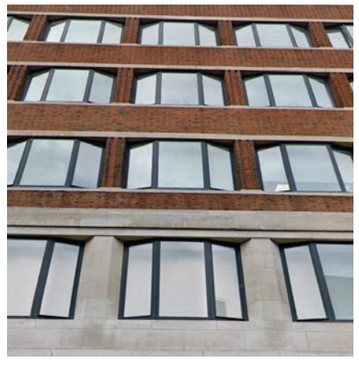
6.17 Materiality Precedent Study

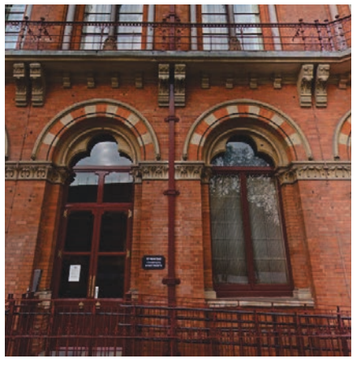
The existing Euston Tower is a notable example of the 'International Style' popularised by European Modernists in the years surrounding the Second World War. Whilst this style is of its time, the stark lines, reflective glass and alien architectural detailing of the current building make it appear at odds with the material character of Euston generally and the borough of the Camden as a whole. This contextual clash is especially striking given the prominent location of the building and its considerable difference in height when considered against its surroundings.

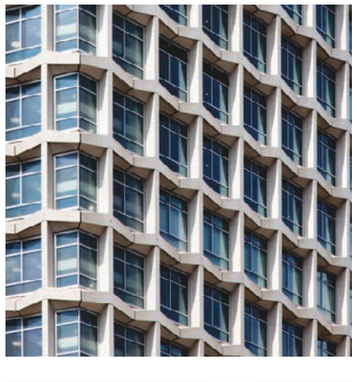
A key element of the Proposed Development's design is to tie in the tower more closely with its immediate context and the architectural character of Camden. To this end, the design team undertook a comprehensive visual survey of the surrounding architectural and urban contexts, the results of which can be seen on the pages opposite.

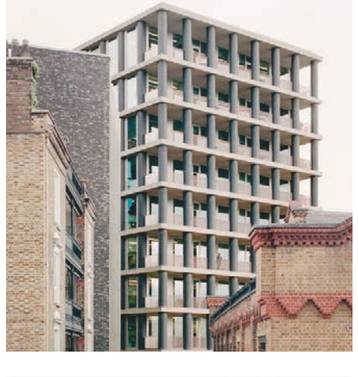
Whilst there is a broad range of typology, materiality and architectural approach clearly visible, there are also some common threads - red brick, warm natural stones and vertical proportions are all clearly evidenced, as well as a prevalence for lighter, off-white tones in the taller buildings in the borough.

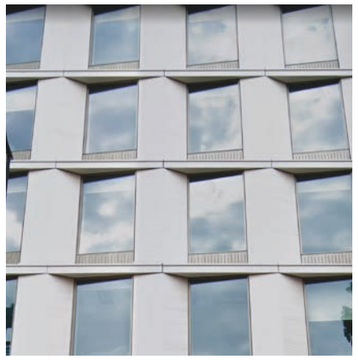
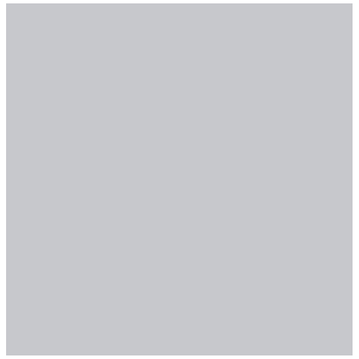
The Proposed Development seeks to draw on these common threads to create a unique but respectful language for the proposed Euston Tower - a language that is inherently of Camden, but that creates a recognisable landmark on London's skyline.

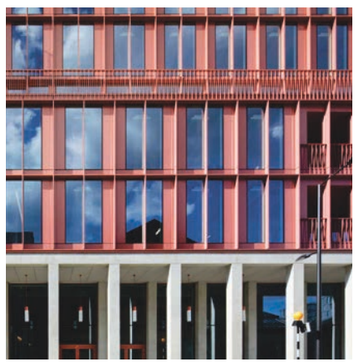
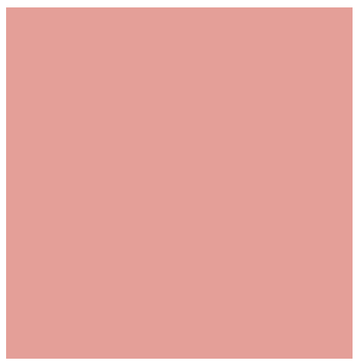








Photographs - Physical models of facade studies

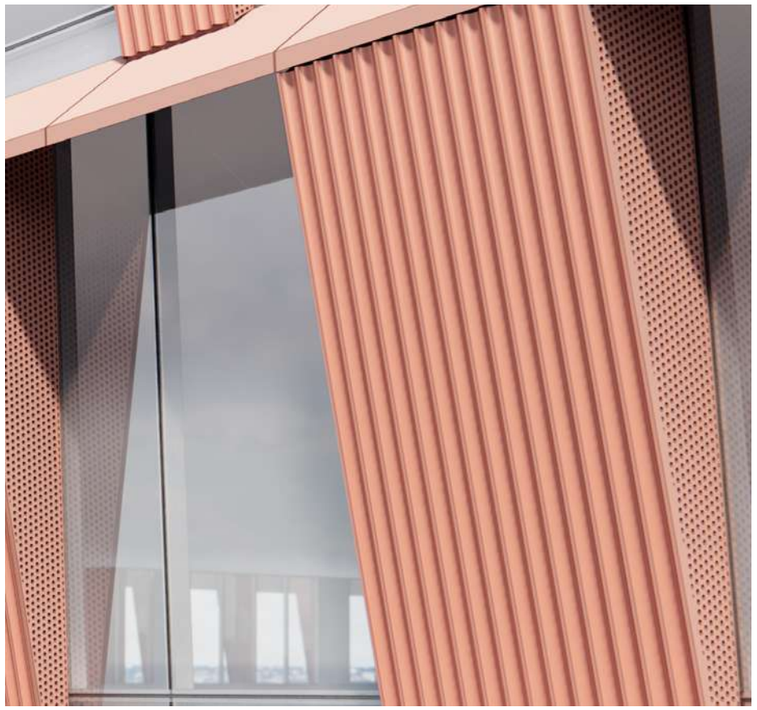
6.18 Facade Colour Evolution

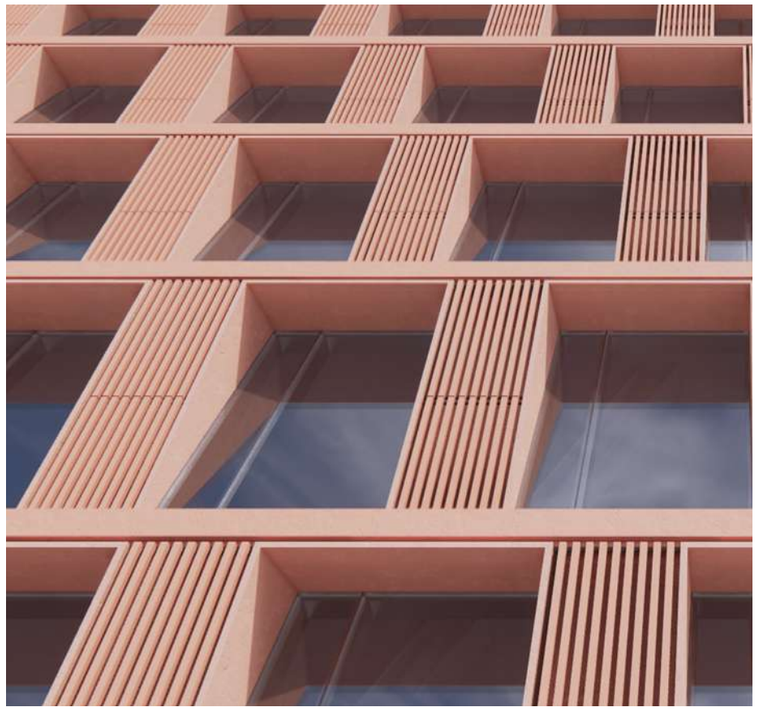
Facade Colour Evolution
(December 2023 Planning Application - 2024 Proposed Development)

The Proposed Development draws upon the unique Camden context, aiming to continue the development of this area, with deep connections to the local context.

Throughout the design development the façade elements have been adjusted both in material, finishes and colour. This has been done to strengthen the relationship between the context around Euston.

The facade colour takes inspiration from the local buildings around Drummond Street, references key heritage assets such as the UCL Cruciform building, the St. Pancras Hotel and the British Library, and aims to harmonise with the natural tones of Fitzroy Square and the landscape of Regent's Park.





1. Perforated metal and terracotta

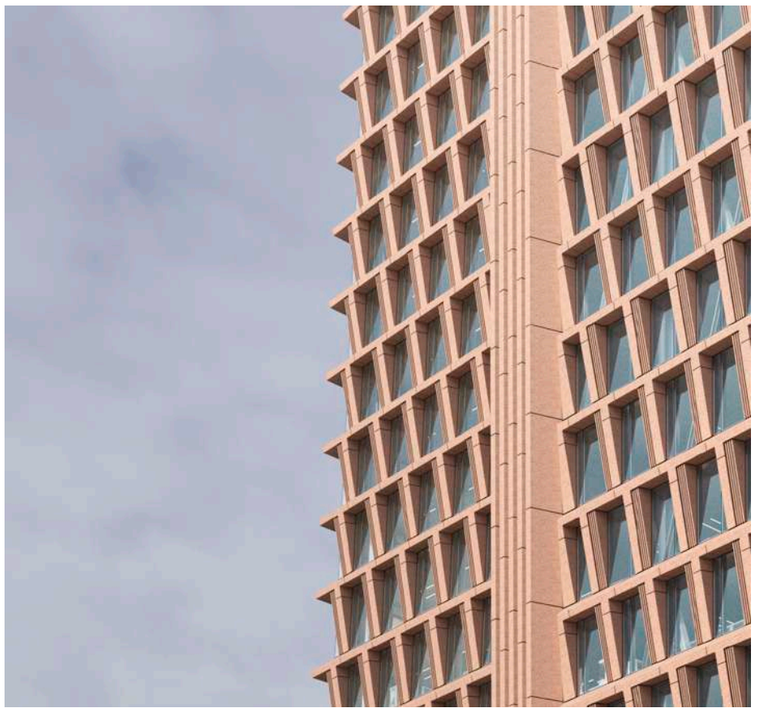
To achieve openness for air flow the sides of the facade was painted metal and the front in an energetic red terracotta. These two would appear different over time with weathering.

2. All terracotta

Along with moving away from metal facade elements the colour of the building was also toned down with a lighter frame around the glazing.

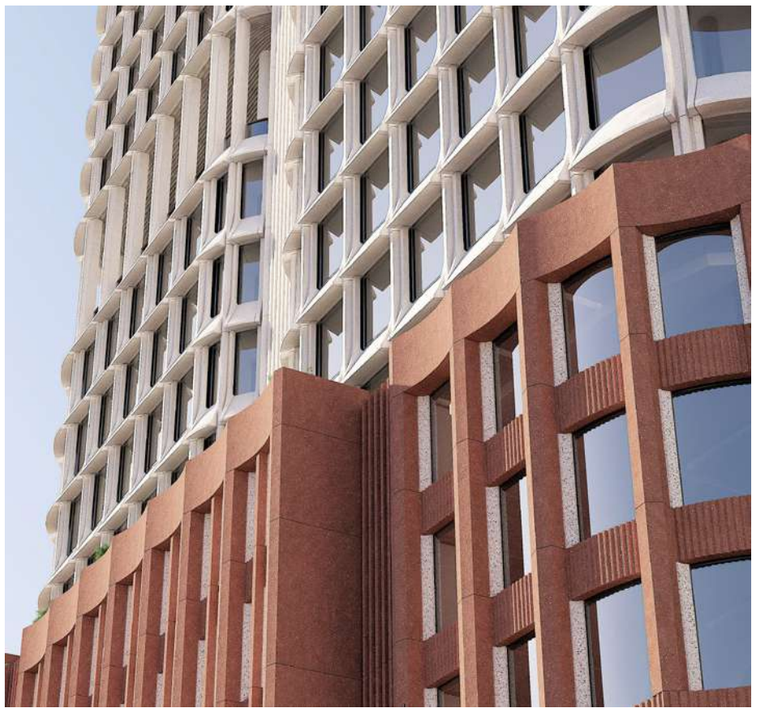
3. Introduction of Aggregate

Glass Reinforced Concrete (GRC) was explored as the potential facade material and more options were possible, both in colour and finishes. Aggregates in a slightly darker colour were studied with the aim to have a lighter perception on distance and an even lighter frame to differentiate the facade when viewed from an angle.



4. Desaturated, Monochrome Colour (December 2023 Application)

Changing the facade modules removed the frames and simplified the facade, as part of this design development only one material and colour was chosen for all elements in the facade. To reduce the contrast with the context, Fitzroy Square Conservation Area and the landscape of Regent's Park, a more desaturated light terracotta colour was chosen to draw further upon the most immediate context. This was a response to comments from Camden and Historic England and was submitted for planning in Dec. 2023.



5. Light Tower / Warm Podium (2024 Proposed Development)

Following the December 2023 planning application, and through further consultation with stakeholders such as Historic England, the Regent's Park Conservation Area Advisory Committee and planning officers at LBC, the colour and materiality were developed, moving away from a homogeneous and monochromatic approach, to something that responded to the scale of the parts of the building, with the ambition it sit more harmoniously in its context. That development in colour is outlined in more detail overleaf.

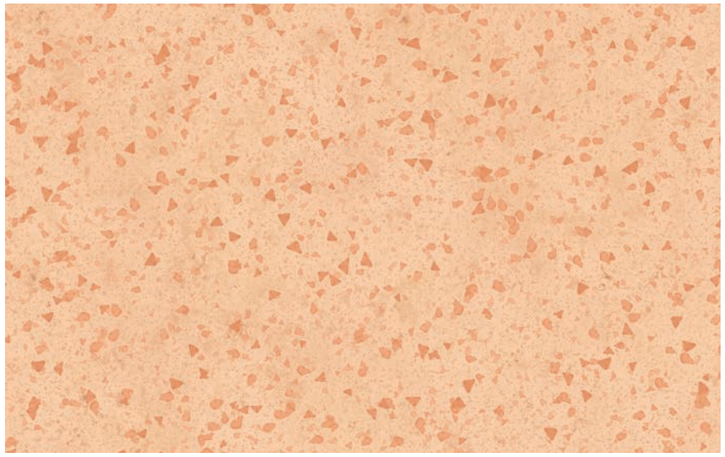
Overall Approach to Materiality
(Post-December 2023 - The Proposed Development)

The simplification and rationalising of the massing resulted in a reconsideration of the colour and materiality of the Proposed Development. Though the solidity and tactility of the facade material in the December 2023 planning application scheme was kept, in order to maintain some of the carved, sculptural character it embodies, the colour was developed to soften the tower's impact on its surroundings.

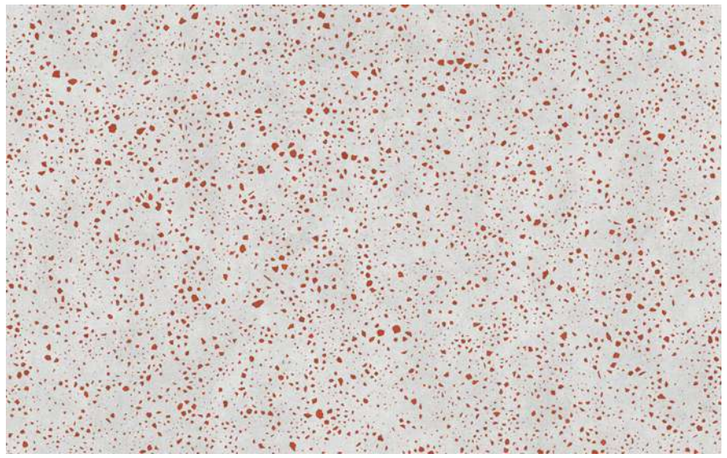
When evaluating the tower colour in context, it was decided a lighter tone would help reduce the perception of the bulk and massing of the building in the townscape. Pale, light shades were explored, especially in townscape views in which the Proposed Development was visible in the context of Conservation Areas and key listed buildings. Taking inspiration from the light tones of the John Nash/Decimus Burton Regency terraces, as well as the stucco in Fitzroy Square, a warm off-white was chosen for the tower facade to better complement the local heritage and listed buildings, appear light and recessive on the skyline.

When compared to both the December 2023 planning application, and the existing Euston Tower, the neutral off-white colour is considered beneficial in the context.

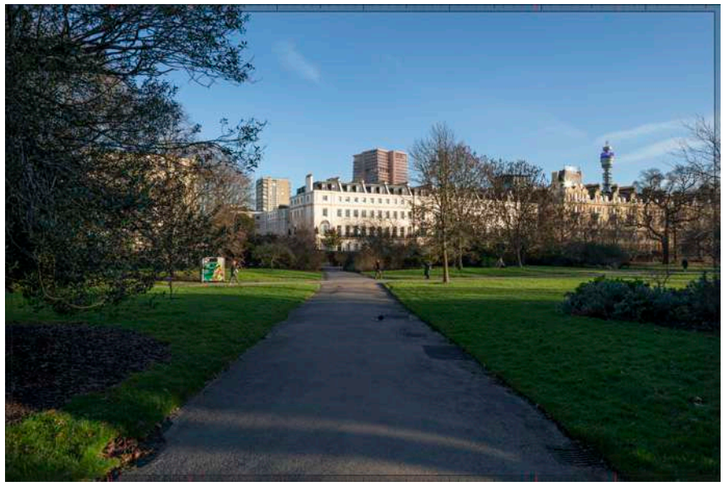
For further information on the tower materiality, please see Chapter 7.



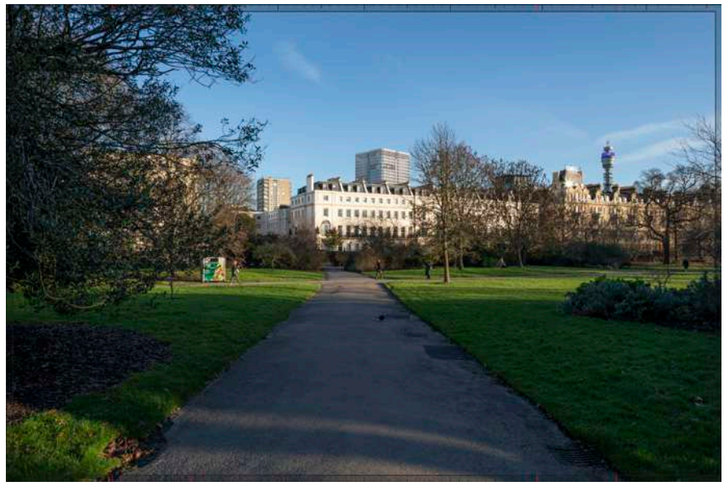
Illustrative view - December '23 application - indicative tower material swatch



Illustrative view - Proposed Development - indicative tower material swatch



Verified view - December 2023 planning application from Regent's Park



Verified view - Proposed Development from Regent's Park

Verified view - December 2023 planning application from Fitzroy Square

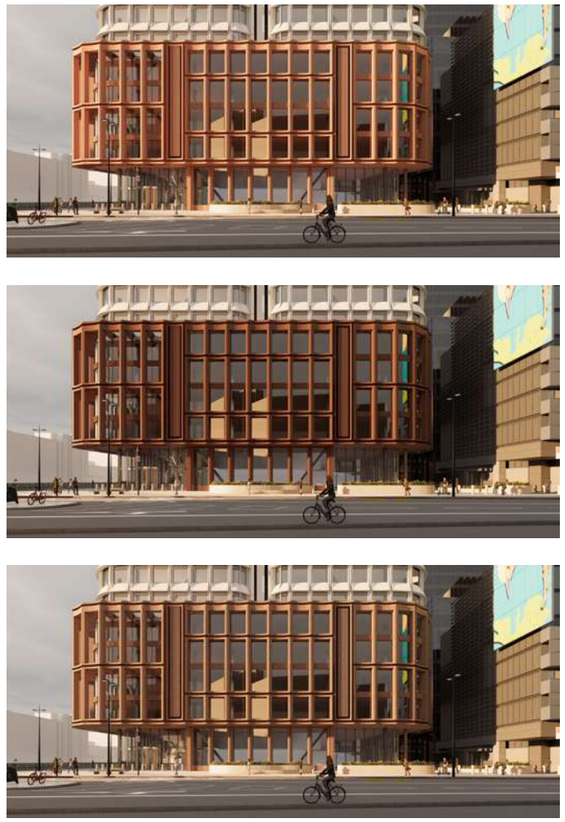
Verified view - Proposed Development from Fitzroy Square

Overall Approach to Materiality
(Post-December 2023 - The Proposed Development)

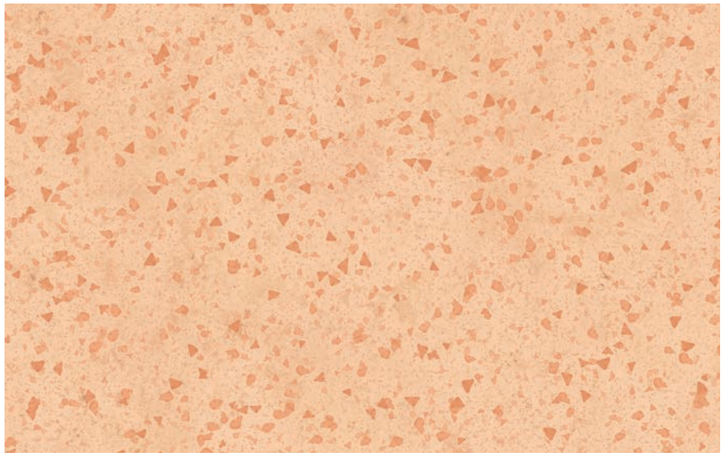
The materiality and colour of the podium facade went through many iterations following the December 2023 planning application, and care was taken to in developing the warm, terracotta tones to help anchor the base of the building in the local streetscape and reflect the richer hues found along Tottenham Court Road and in the wider context.

Balancing the terracotta, the warm off-white GRC material is proposed for to provide detail and articulation to the windows in the form of frames and mullions. Providing a stronger link to the materiality of the tower, the off-white GRC is also proposed at the base of the podium. Finally, a sand-coloured stone base is proposed where the building touches the ground, drawing a link in materiality to the proposed planters in the adjacent landscape.

For further information on the podium materiality, please see Chapter 8.



Illustrative views - Podium facade colour tests



Illustrative view - December ‘23 application - indicative podium material swatch

Illustrative view - Proposed Development - indicative podium material swatches

Verified view - December 2023 application from Tottenham Court Road

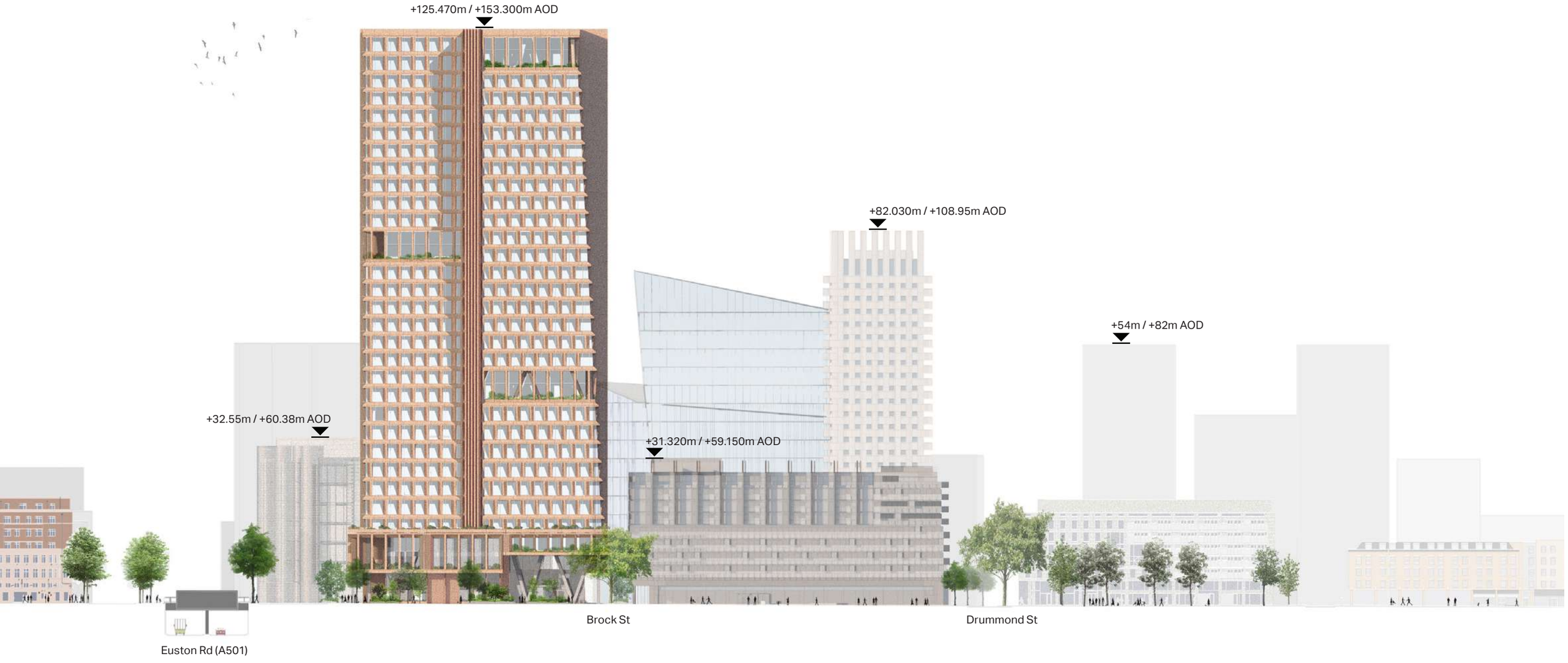
Verified view - Proposed Development from Tottenham Court Road

Verified view - December 2023 application from Tottenham Court Road

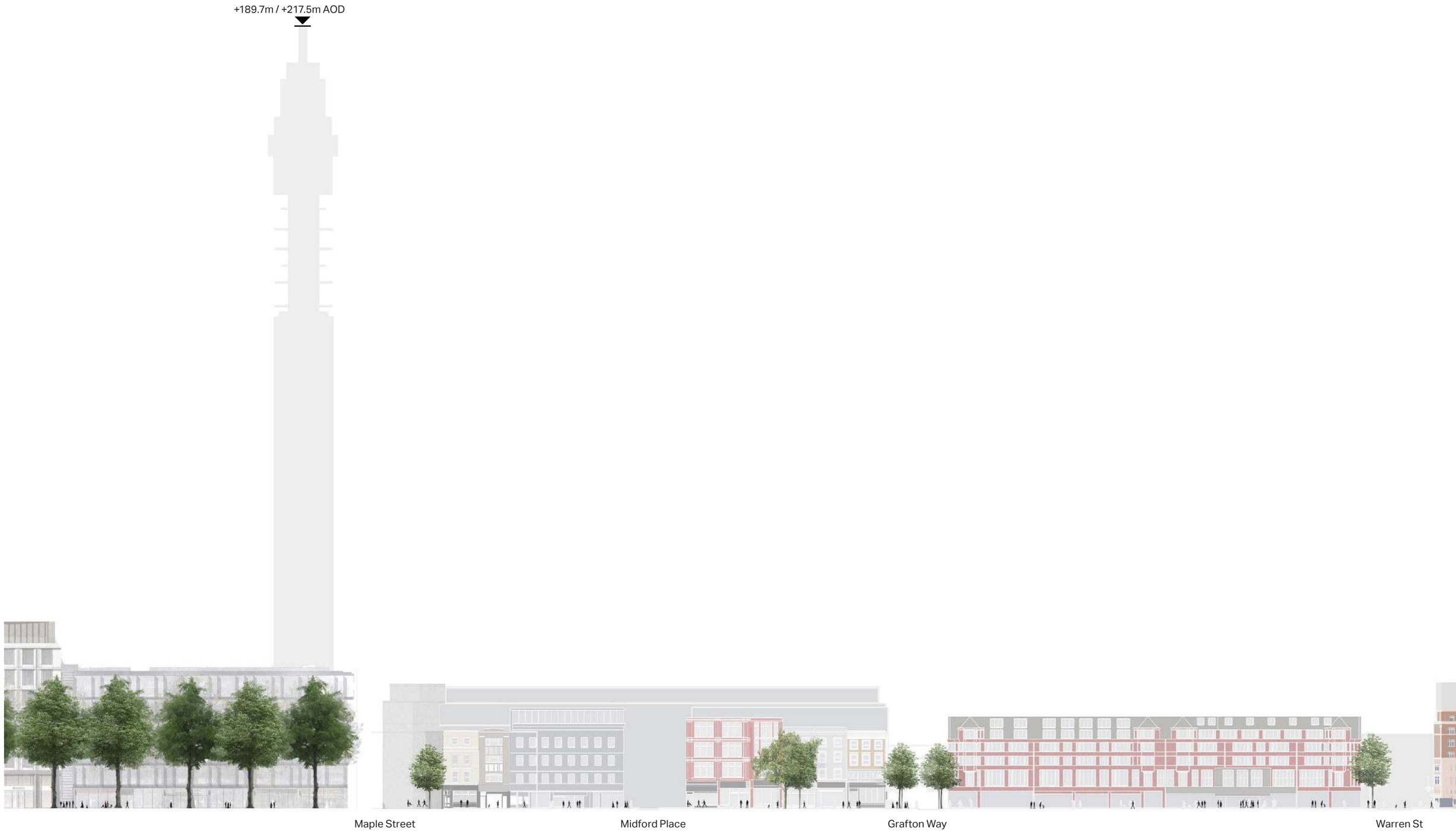
Verified view - Proposed Development from Tottenham Court Road

6.19 December 2023 Planning Application Hampstead Road / Tottenham Court Road Elevation

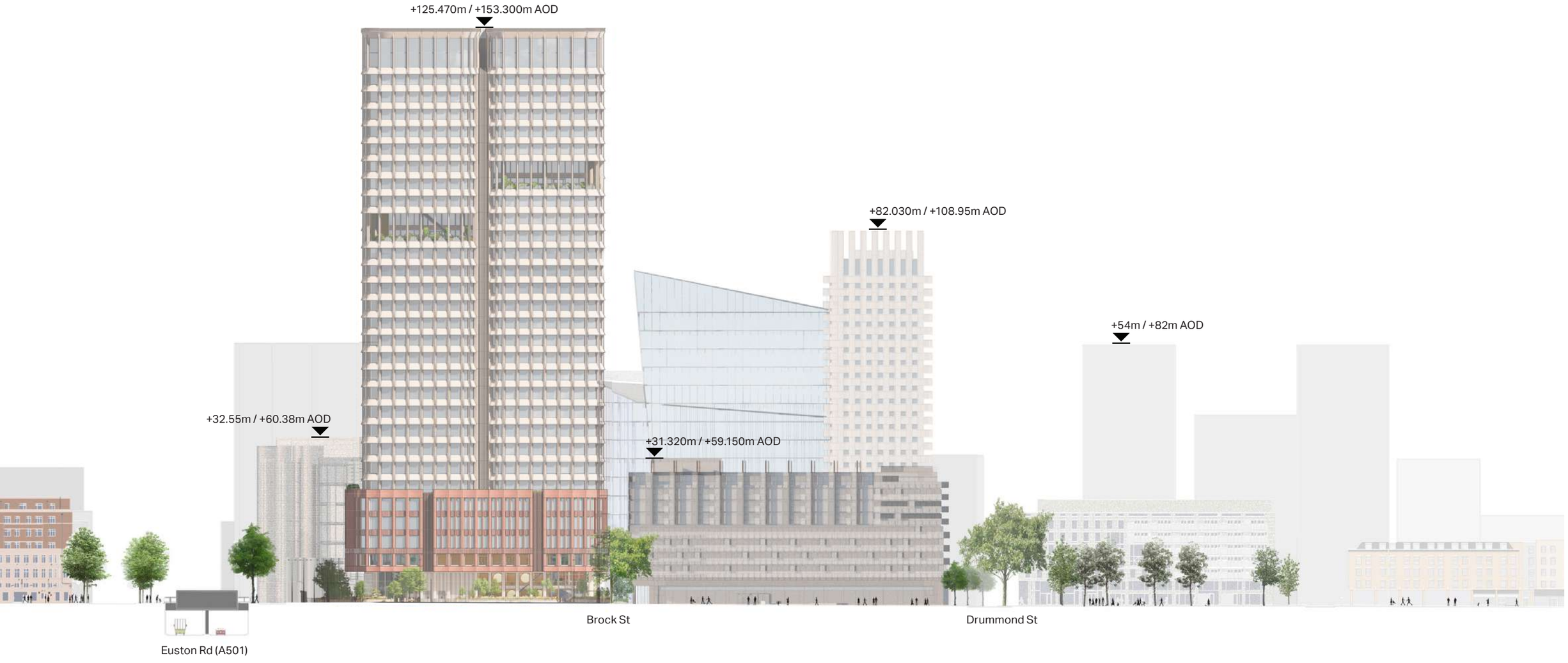
Drawing - Hampstead Road illustrative street elevation - December 2023 planning application


+125.470m / +153.300m AOD
+82.030m / +108.95m AOD
+54m / +82m AOD
+32.55m / +60.38m AOD
+31.320m / +59.150m AOD
Euston Rd (A501)
Brock St
Drummond St

6.20 Proposed Development Hampstead Road / Tottenham Court Road Elevation



Drawing - Hampstead Road illustrative street elevation - Proposed Development

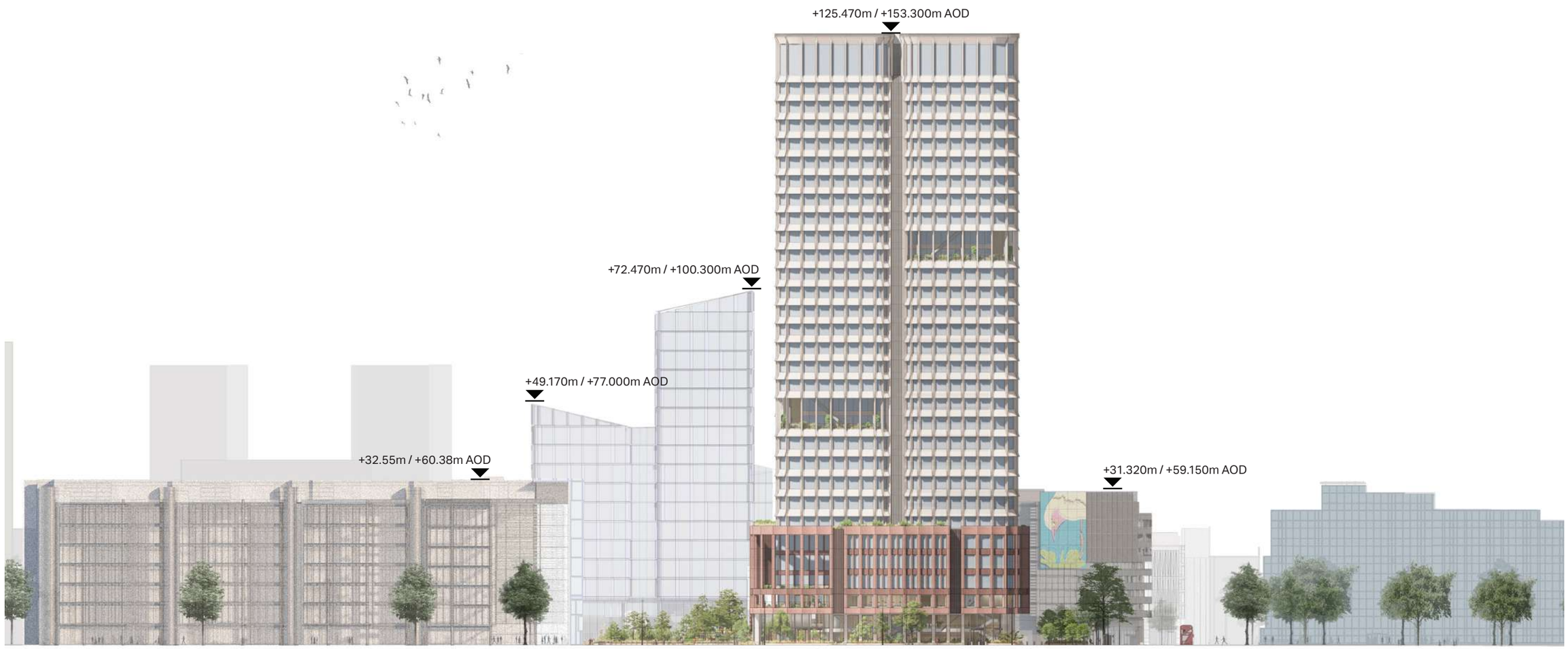

+125.470m / +153.300m AOD
+82.030m / +108.95m AOD
+54m / +82m AOD
+32.55m / +60.38m AOD
+31.320m / +59.150m AOD
Euston Rd (A501)
Brock St
Drummond St

6.21 December 2023 Planning Application Euston Road Elevation

Drawing - Proposed Euston Road illustrative street elevation

Illustrative View - Aerial view of the December 2023 planning application scheme

6.22 Proposed Development Euston Road Elevation



Drawing - Proposed Euston Road illustrative street elevation

Illustrative View - Aerial view of the Proposed Development

6.23 Design Evolution Summary

This chapter has run through the design evolution following the feedback from the extensive co-design and pre-application process resulting in proposals for Euston Tower, including providing an explanation of the evolution from the proposals submitted in December 2023 to the Proposed Development.

Underlining this design development has been the framework for the contextual approach as set out in Chapter 4.1 and 4.2 - ensuring the proposals perform at the defined scales; the city scale, the human scale and the tactile scale.

The design has evolved through the consultation and collaboration to address the following:

City Scale - The Tower

The tower has been developed to achieve a distinctive and conceptually clear approach to massing and facade articulation that considers each elevation of equal importance. It responds to its situation in the context, and relates in tone, form and articulation to other notable tall buildings in Camden, particularly Centre Point at the other end of Tottenham Court Road.

Human Scale - The Podium

A permeable podium has been developed that responds to the character of the local streetscape, integrated with the public realm across multiple levels and providing space to facilitate connections between science and tech businesses, local institutions and organisations, supporting wider skill development and employment opportunities in the local community.

Tactile Scale - Colour and Materiality

Colours and tones of the local built environment have been referenced to relate to the history of the area and propose a robust and durable approach to materiality. The proposed colours help the tower sit more recessively and sympathetically in its townscape in relation to the local Conservation Areas and local listed buildings. The warmer tones in the podium help relate to the lower rise buildings, specifically relating to the streetscape down Tottenham Court Road.

Having outlined the design evolution of these aspects of the Proposed Development, the following chapters describe in greater detail the tower, podium and public realm proposals.

City Scale - The Tower

Verified View - The proposed Euston Tower from Regent's Park

Human Scale - The Podium

Illustrative View - The proposed Euston Tower from along Euston Road

Tactile Scale - The Colour, Materiality and Durability

Illustrative View - Detail view of the proposed facade

7.0
TOWER & FACADE

Illustrative View - Aerial view of Proposed Development - teal overlay

Verified View - Looking north along Tottenham Court Road towards the Proposed Development

7.0 Tower & Facade

Beginning at Level 06, the tower sits on top of a six storey podium, which will be covered in the following chapter. The bottom third of the tower accommodates lab-enabled workspaces while the top two-thirds house flexible office workspaces.

The massing is subdivided into four distinct tower quadrants, interspersed with double-height amenity spaces that not only respond to the surrounding context but also break up the scale of the tower. 'Breathing Spines' express the air handling strategy externally, providing for on-floor ventilation whilst reinforcing the division between adjacent quadrants.

The tower facade is designed around the principles of solidity and performance. The facade embodies a consistent approach to materiality and geometry, resonating across both large and small scales.

7.1 Tower Massing Principles

The tower massing is shaped by five core design principles, each of which are outlined below:

Four Tower Quadrants

The basic vertical mass is subdivided into four distinct quadrants. Not only do these towers pay homage to the shape of the existing Euston Tower, but they also break down the tower's scale to better integrate with the surrounding neighbourhood. This approach reinforces the conceptual strategy to define a distinct and recognisable form across all elevations, addressing each direction equally without a creating a back-side.

Filleted Corners

To emphasize the reading of the four tower quadrants, the massing corners are all filleted; both the exterior corner and the internal corner that returns to the spine. The fillets serve to 'soften' the massing - inviting observers to turn the corners and reinforcing all elevations as equal. The fillets also help to visually reduce the width of the massing.

Breathing Spines

Dividing the tower elements, the 'Breathing Spines' are bold vertical gestures that house the tower's mechanical air handling equipment. These spines simultaneously celebrate the function of the mechanical spaces, while also helping to further enhance the distinction between the two halves of each elevation.

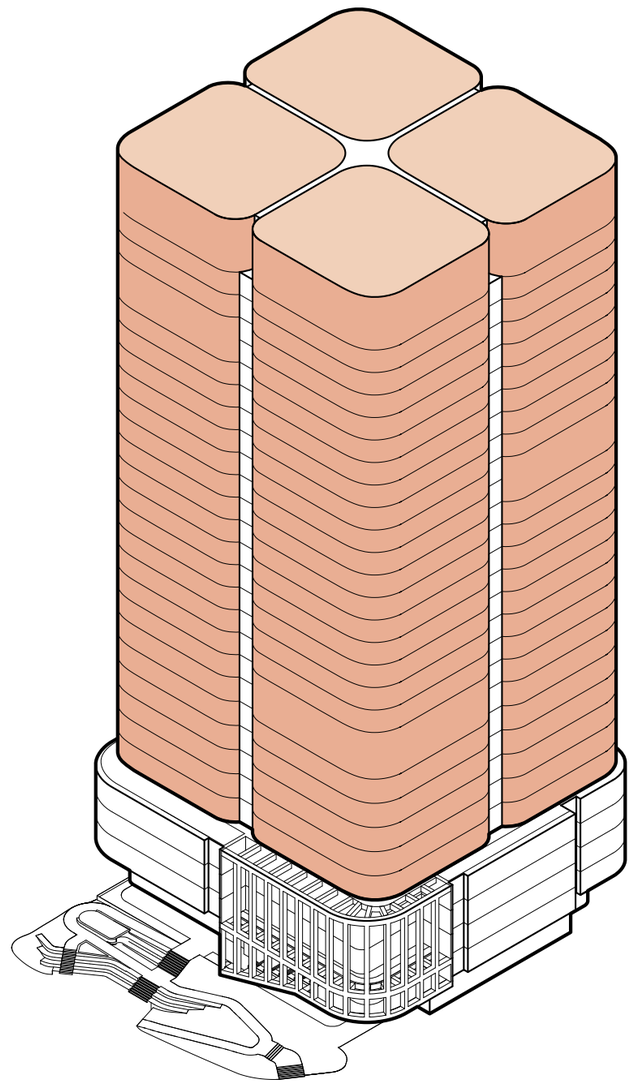
Flexible Workspaces

Each floorplate is designed with the future of workplace in mind. A central core provides flexibility around the full perimeter of the floorplate which also allows for easy subdivision if desired.

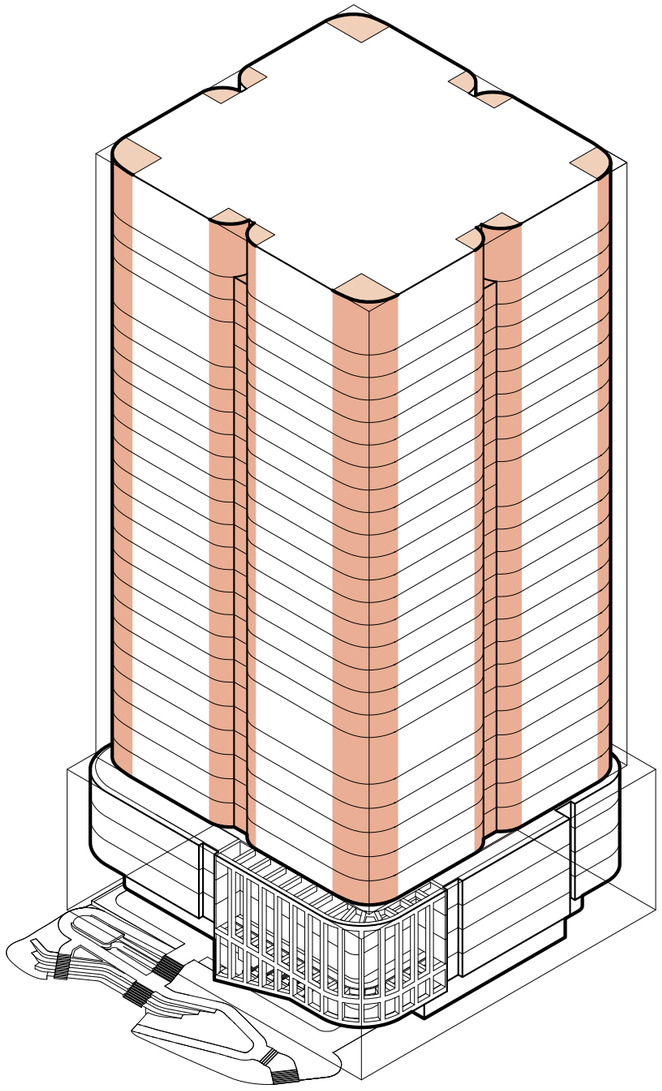
Double-Height Amenity Spaces

Four double-height amenity spaces are provided across the tower. As the spaces are located at the corners of the building, it ensures that two amenity spaces are visible from each elevation. The glazing is setback from the edge, allowing for a planted edge that brings nature and warmth to each elevation.

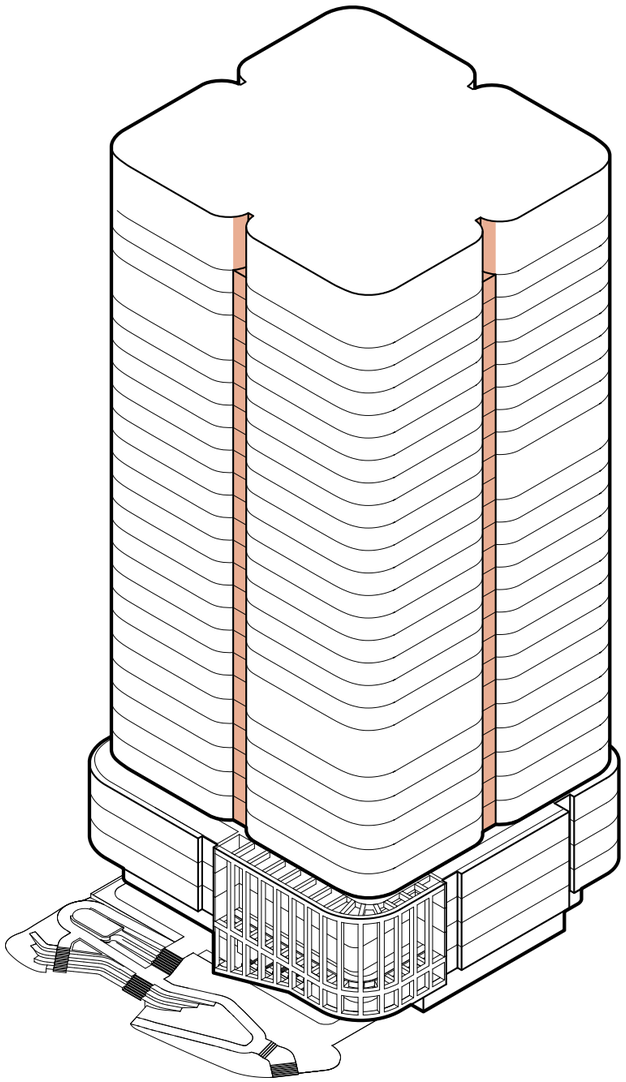
Each of these principles are discussed in more detail on the following pages.



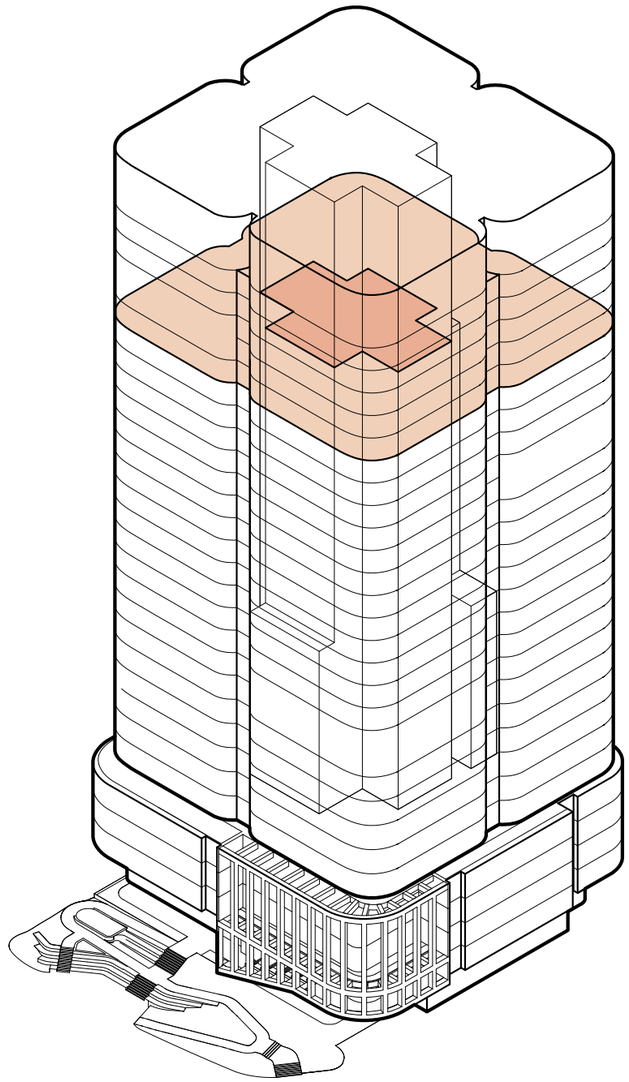
Four Tower Quadrants



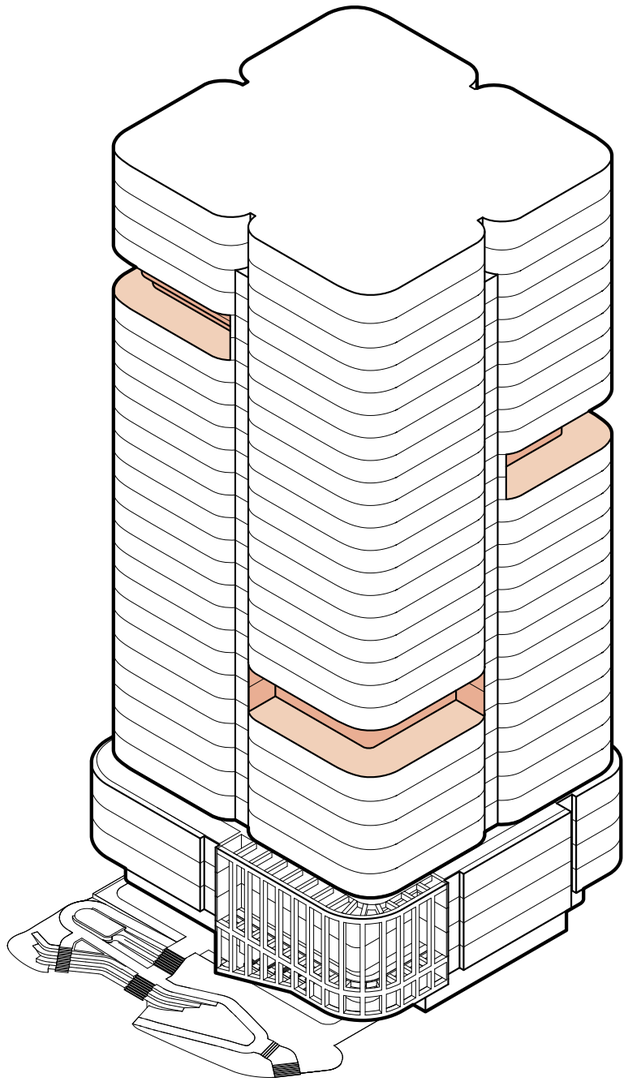
Filleted Corners



Breathing Spines



Flexible Workspaces



Double-Height Amenity Spaces

Four Quadrants

The design philosophy behind the tower massing embraces a streamlined and cohesive form, favouring a straightforward extruded volume that enhances the tower's verticality and elegance. Rising to match the height of the existing Euston Tower, the design promotes a balanced yet striking addition to the skyline.

The proposal rises to the height of the existing Euston Tower and then undergoes a deliberate transformation, splitting into four vertical tower quadrants. These quadrants and the relief between them, introduce a distinct rhythm to each facade, creating visual interest and adding a sense of lightness to the massing.
The division of each elevation into two equal parts contributes to the harmonious and refined appearance of the tower.

The four vertical quadrants of the massing work together to accentuate the tower as a more slender, upright profile while providing a consistent and unified aesthetic across each facade. The purpose of the relief between the quadrants extends beyond form. The reliefs serve as spines of ventilation up each elevation allowing the on-floor AHU rooms to intake and exhaust air.

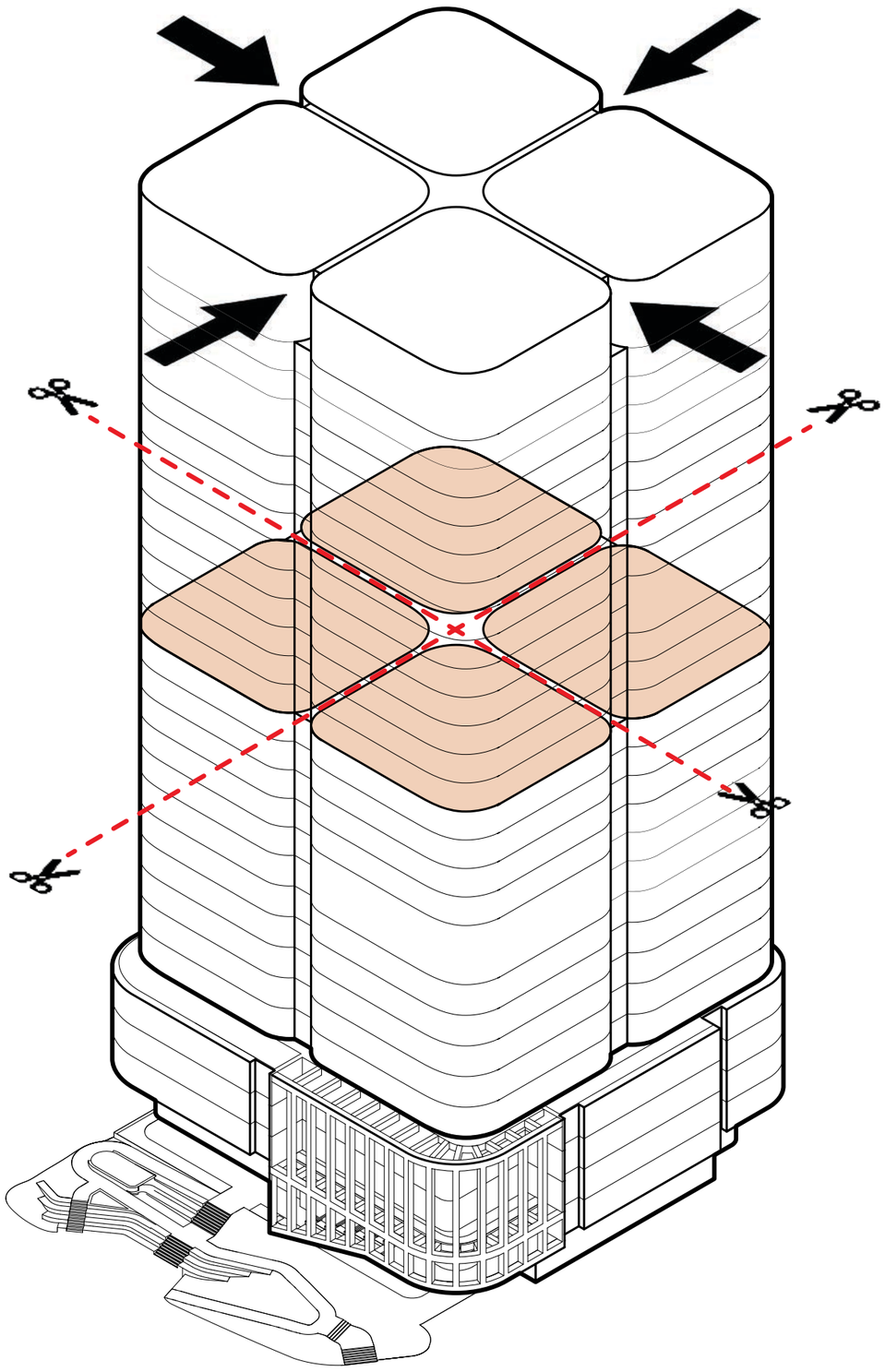


Diagram - Four quadrants concept

Verified View - Looking west along Drummond Street towards the Proposed Development

Filleted Corners

To emphasize the reading of its four distinct quadrants, all corners are filleted. This softens both the external corners and the inner corners that return to the central Breathing Spine. This filleting effect invites viewers to visually “turn the corner,” subtly reinforcing the idea that each elevation is of equal architectural importance. The design intent is to present a building that has no primary “front” or “back,” but rather a cohesive, approachable presence from all perspectives.

The fillet design also plays a functional role in shaping the proportions of each elevation. The inner radius of the fillet is set at 4 meters, while the outer corners are configured with three tangent arcs of approximately equal length. This choice was made to accommodate the rectangular proportions of the tower, ensuring that each facade reads as a unified whole without half facade modules or abrupt terminations. By stretching the outer fillet and dividing it into three tangent arcs of roughly the same length, each facade elevation maintains a consistent rhythm, reinforcing the seamless flow across the building’s perimeter.

The fillets are not only on the outer corners, but there are also fillets in the middle of each tower elevation. Here, a continuous vertical portion of the facade is reserved for ventilation and is inset compared to the rest of the facade. This is explained in more detail on the following leaf. The massing is filleted on either side of this ventilation, resulting in four fillets visible on each elevation. These fillets help to further emphasize the four tower concept by visually separating the massing.

While the glazing across each filleted corner is subtly faceted, the cladding itself is designed with smooth, curved transitions. This contrast allows the tower to retain a sense of verticality and slenderness while visually reducing its width. Together, these design choices serve to integrate the filleted edges as both an aesthetic and functional feature, enhancing the tower’s refined silhouette and reinforcing its presence within the surrounding context.

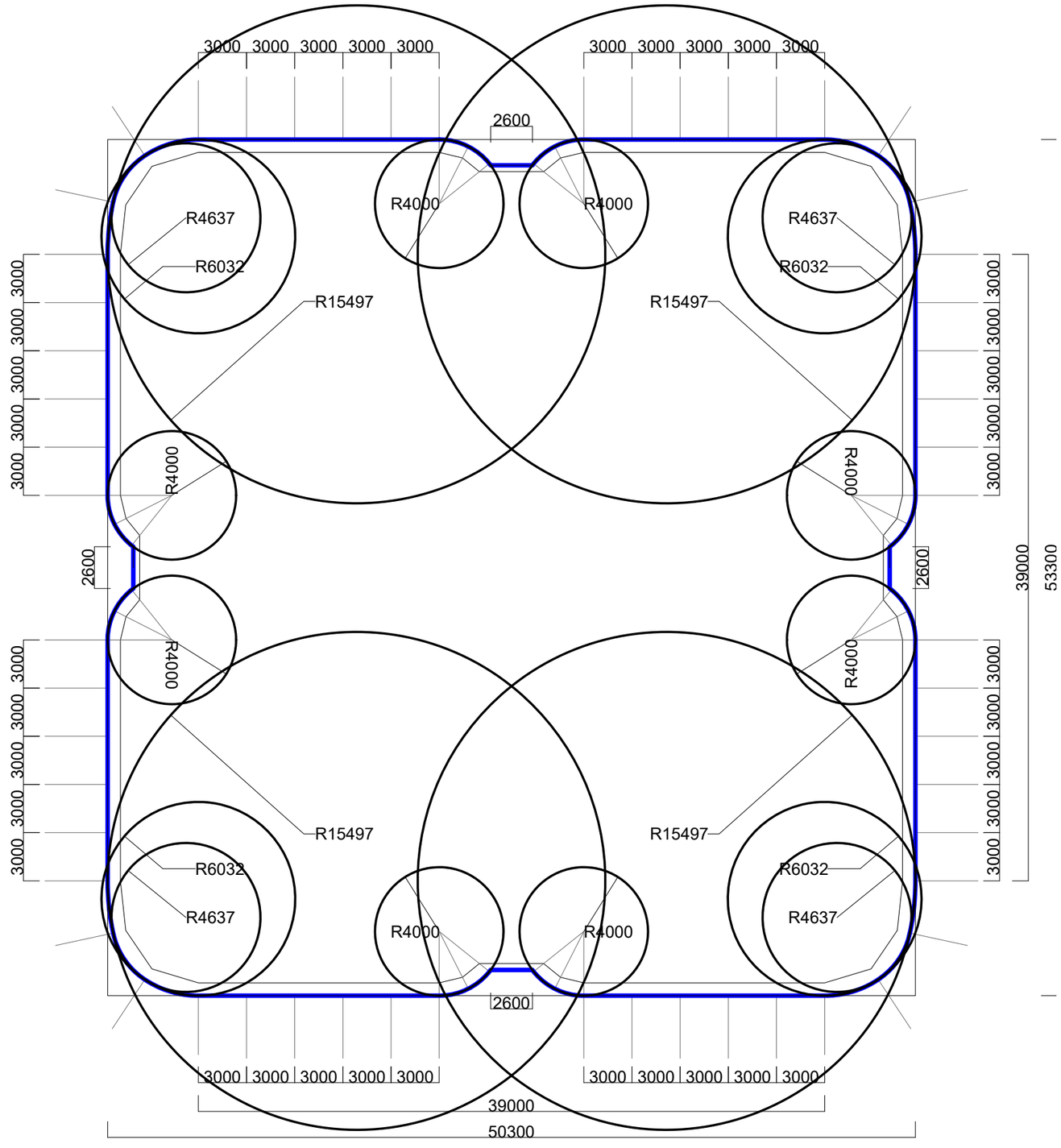
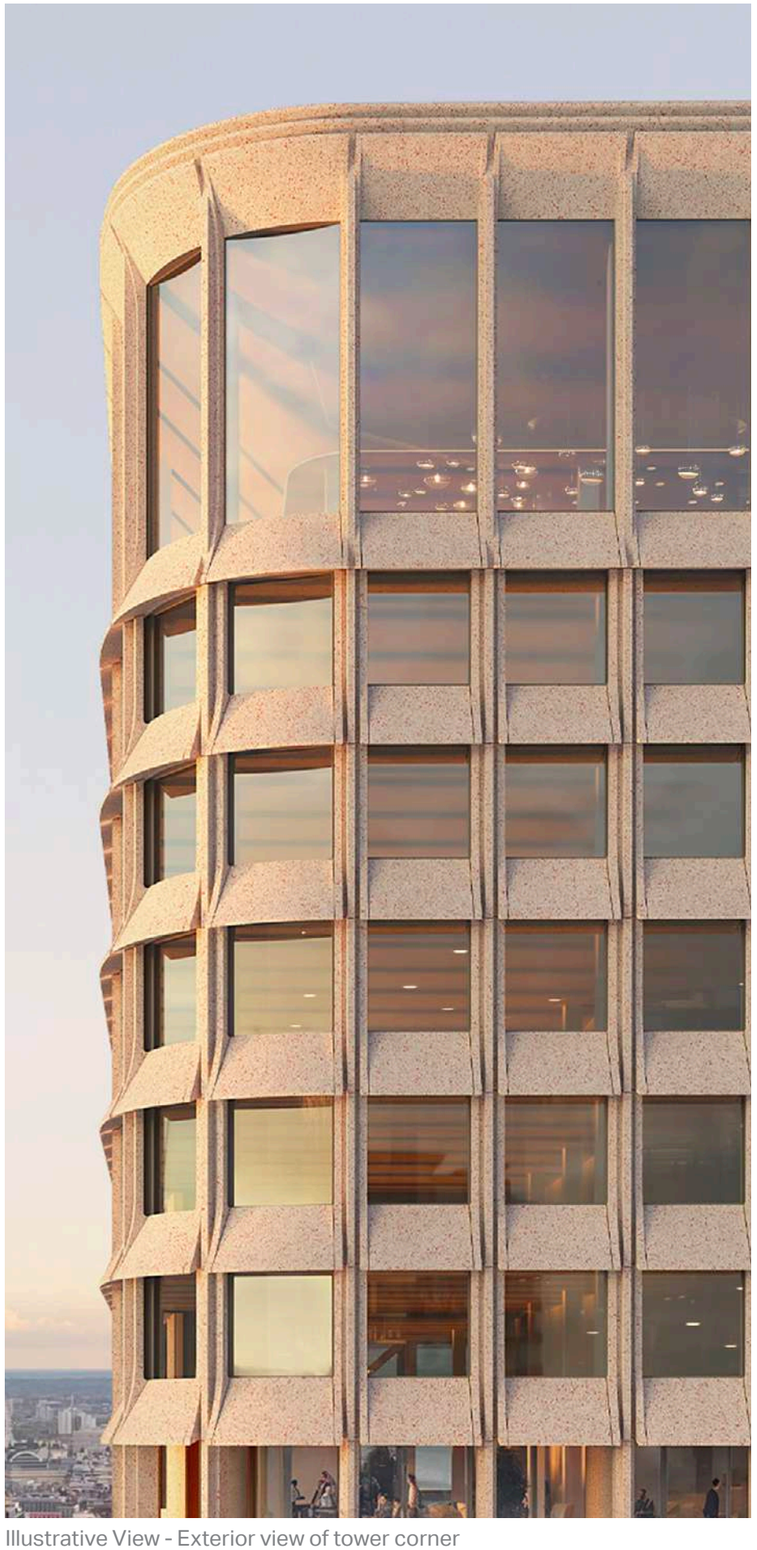


Diagram - Plan diagram of tower massing showing corner arc composition and facade grid logic

Illustrative View - Right angle corners

Illustrative View - Filleted Corners



Illustrative View - Exterior view of tower corner

Breathing Spines

Reducing the distances air must travel is key to making a building perform more energy efficiently, so the Proposed Development provides on-floor air handling units (AHUs) on every floor of the tower, rather than proposing a centralised solution.

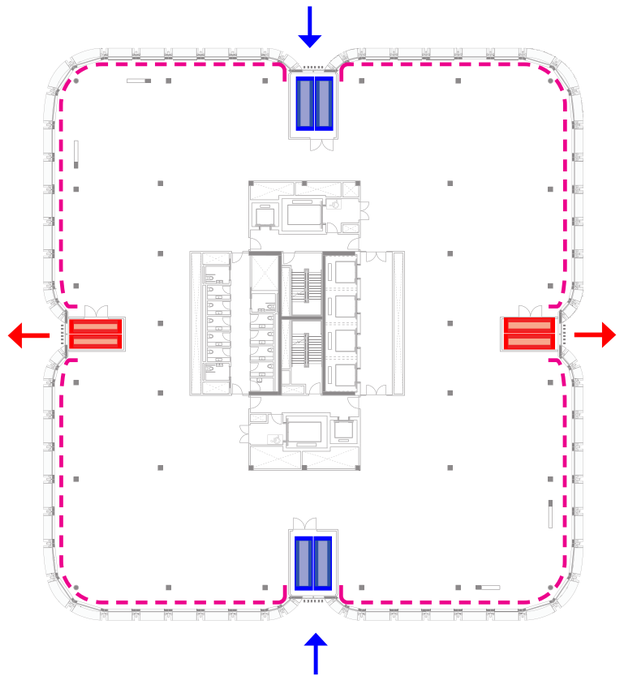
These on-floor AHUs are positioned in the middle of each elevation, as this positioning is ideal for distribution across the tower floor plan.

Each AHU room houses only intake or exhaust. This helps to sufficiently distance exhausted air from intake points, ensuring excellent levels of air quality and minimising the possibilities of cross-contamination.

Air is taken in on the north and south, and exhausted on the west and east elevation. Perimeter pipes running along the building's edges connect the AHU rooms and allow heat recovery.

Architecturally, the on-floor AHU interface with the facade is expressed with bold vertical architectural cladding, described as a 'Breathing Spine.' This distinctive feature highlights the efficiency and transparency of the tower's functionality and plays a pivotal role in reinforcing the four tower quadrants. The vertical expression of the cladding to these 'Breathing Spines' is consistent with the ambition to emphasize the sense of verticality in the articulation of the tower facade.

The 'Breathing Spines' are inset relative to the four tower quadrants, this allows each of the tower quadrants to have an inner corner and to visually distinguish the four quadrants as distinct elements.



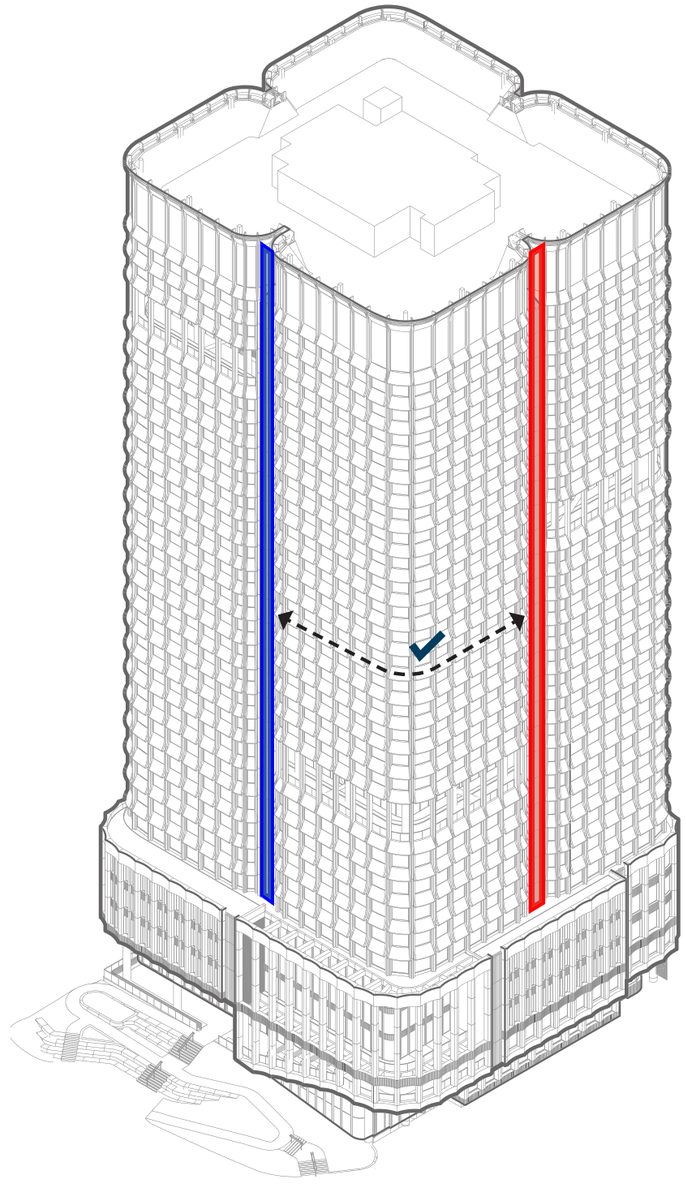


Diagram - Plan and axonometric illustrating spacing of intake (blue) and exhaust (red) within on-floor AHUs

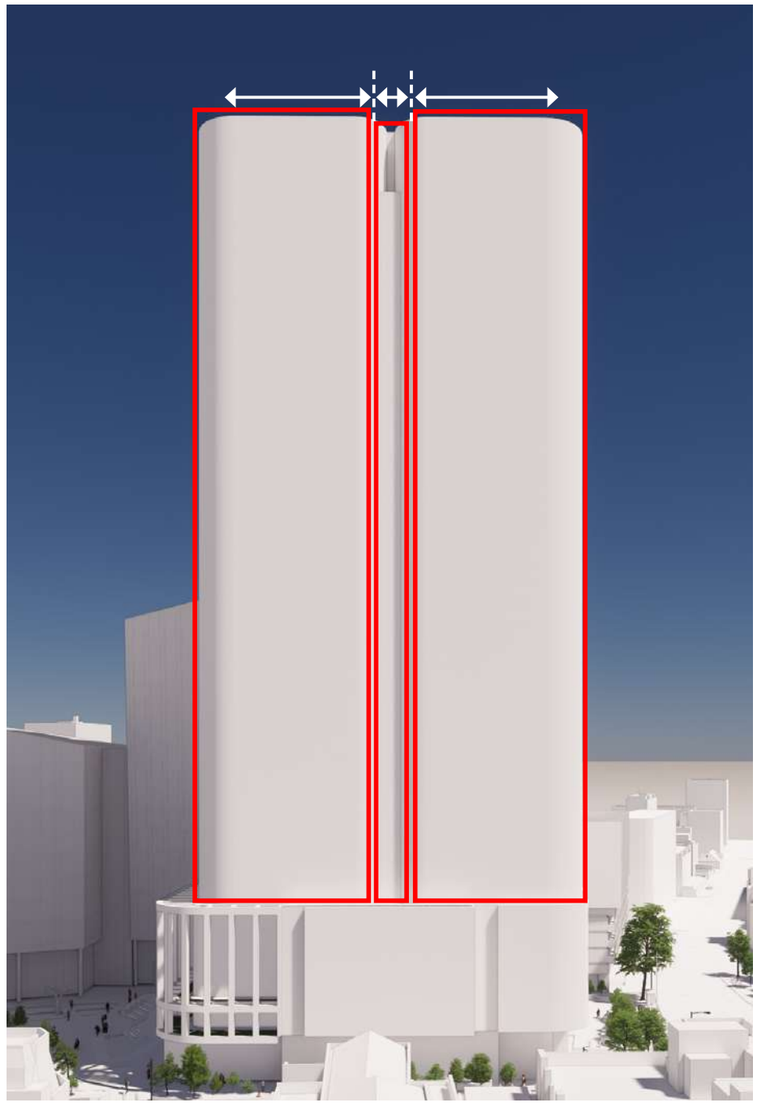
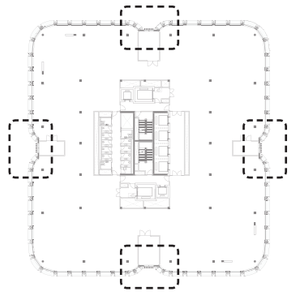
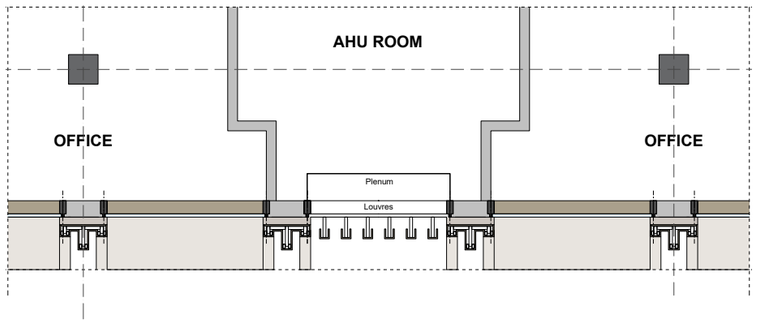


Diagram - Spine helps to further differentiate tower faces

Illustrative View - Spine aligned to elevation

Illustrative View - Inset Spine





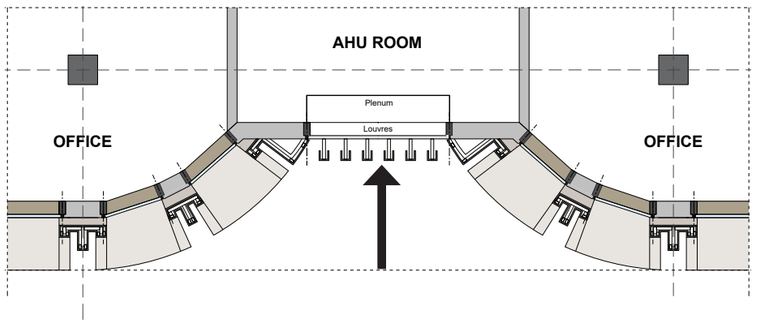


Diagram - Plan diagram of spine aligned to facade and inset. Location on tower is indicated on the diagram of the plan to the left.

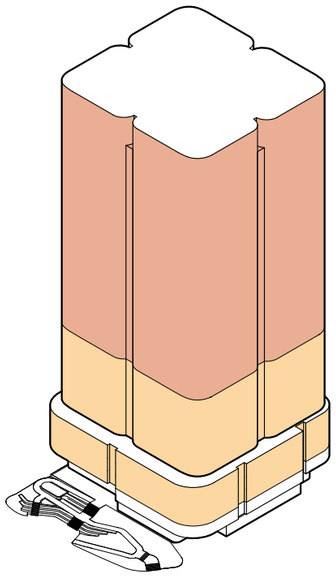
Flexible Workspaces

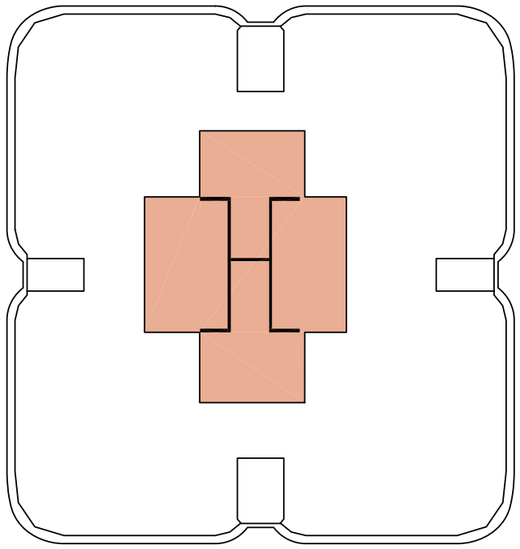
The tower's floorplates are designed for future flexibility and adaptable functionality in both the short and long term.

This commitment to versatility is fundamental to the design of the floorplates, which feature usable grid spans, floor-to-floor heights that accommodate a range of mechanical solutions, and a deliberate focus on providing access to exceptional daylight conditions.

This approach ensures that the workspaces within the tower are not only fit for the modern occupier but are also poised to evolve to meet future tenant demands.

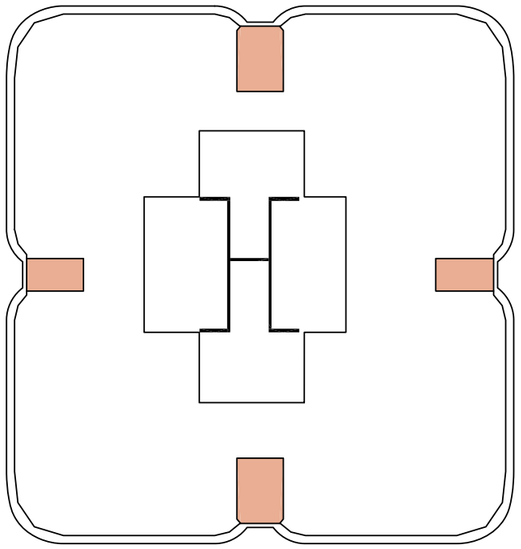
A key philosophy driving the design decisions has been to maximize flexibility and adaptability for the future. This concept is explored in more detail towards the end of this section.





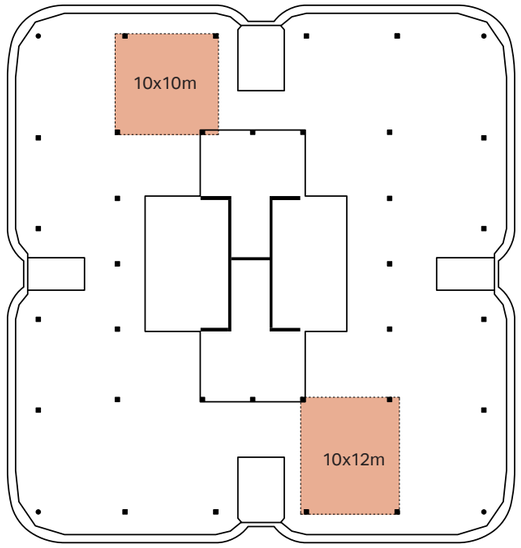
Central Core

The central core is designed around retained C-shaped core elements from the existing Euston Tower, with the new core taking a cruciform shape - this breaks down the floorplate into four flexible zones.



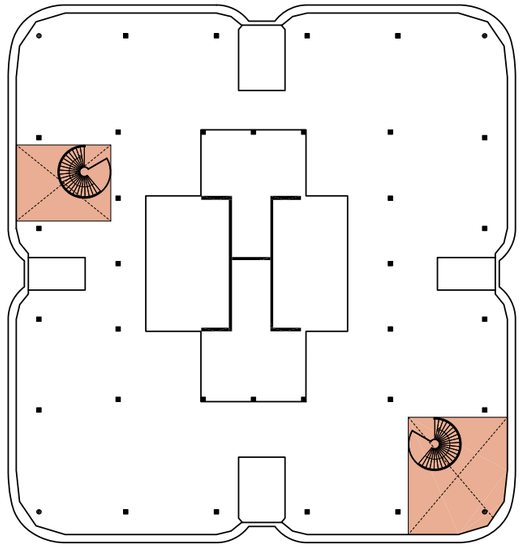
Air Handling Units (AHU)

There are four air handling units per floor, two dedicated to air intake and two dedicated to air exhaust. Incorporating air handling units on the floorplate provides a more flexible floorplate in terms of tenant splits and future flexibility.



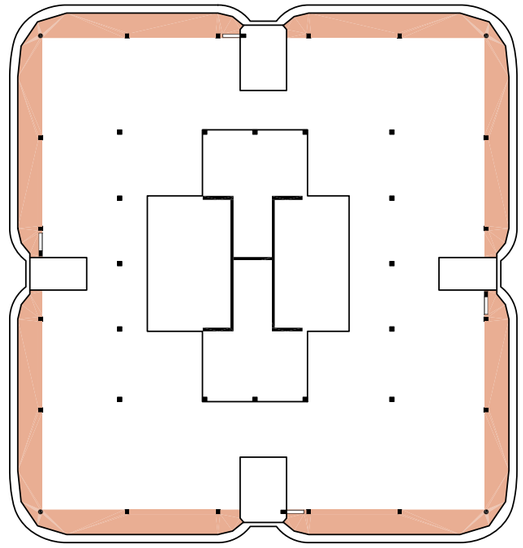
Structural Grid

Grid sizes are optimised for structural and carbon efficiency, and designed to support a broad range of contemporary and future workplace layouts.



Soft Spots

Soft spots, where the slab can be removed to allow for vertical connections between levels, are possible at multiple positions across the floorplate.



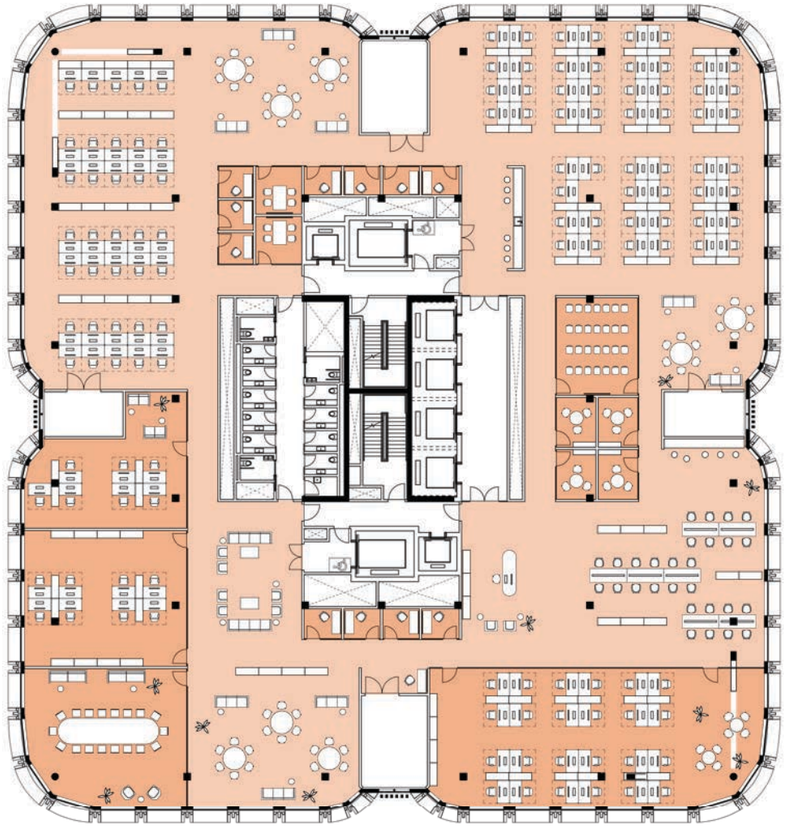
Bracing

The overall stability system for the building consists of mega floors attached to the central core via vertically connected elements including vertical columns and diagonal bracing.

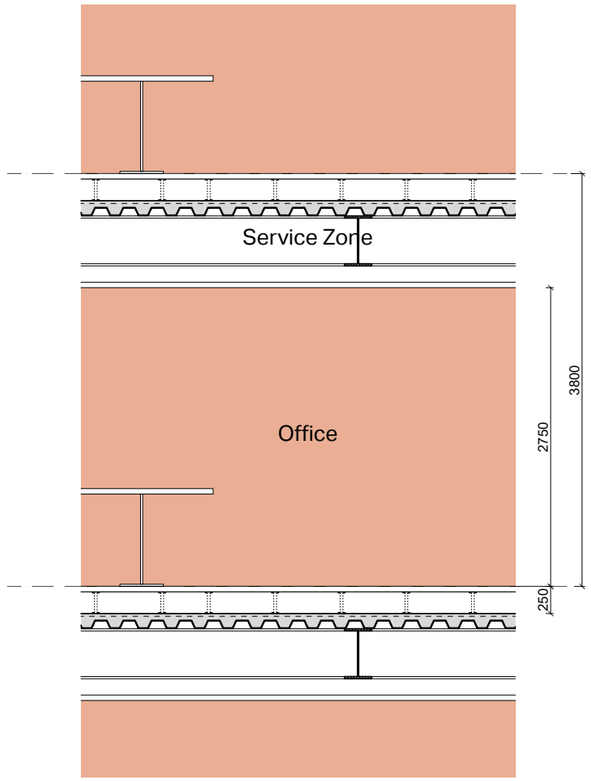
Flexible Office Workspaces

Starting from Level 12 and extending up to Level 30, the office workspaces within the tower offer a flexible and versatile environment. Featuring expansive, usable floorplates surrounding a central core. These spaces are designed to cater to a variety of occupier needs.

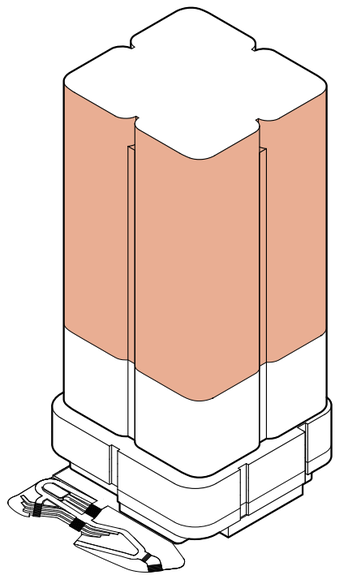
The large floorplates can be subdivided to accommodate one, two, or three tenants, providing a tailored and adaptable setting that aligns with the diverse requirements of modern businesses. These levels of the tower have 3800mm floor to floor height and have clear heights of 2750mm from floor to the services zone.

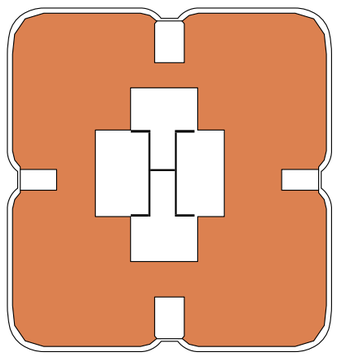


Drawing - Typical tower floor plan showing workspace

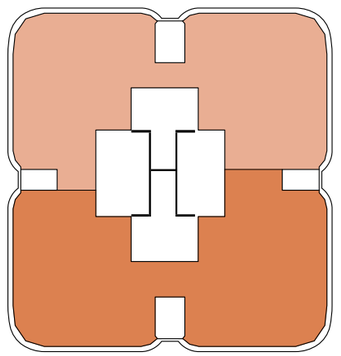


Drawing - Section of office floorplates

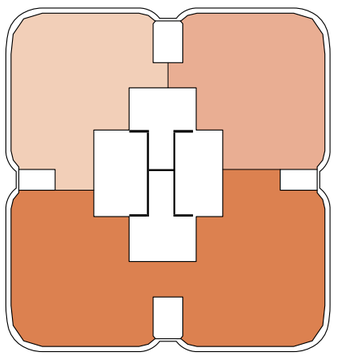




Single Tenant



Two Tenants



Multiple Tenants

Illustrative View - Office workspace in tower

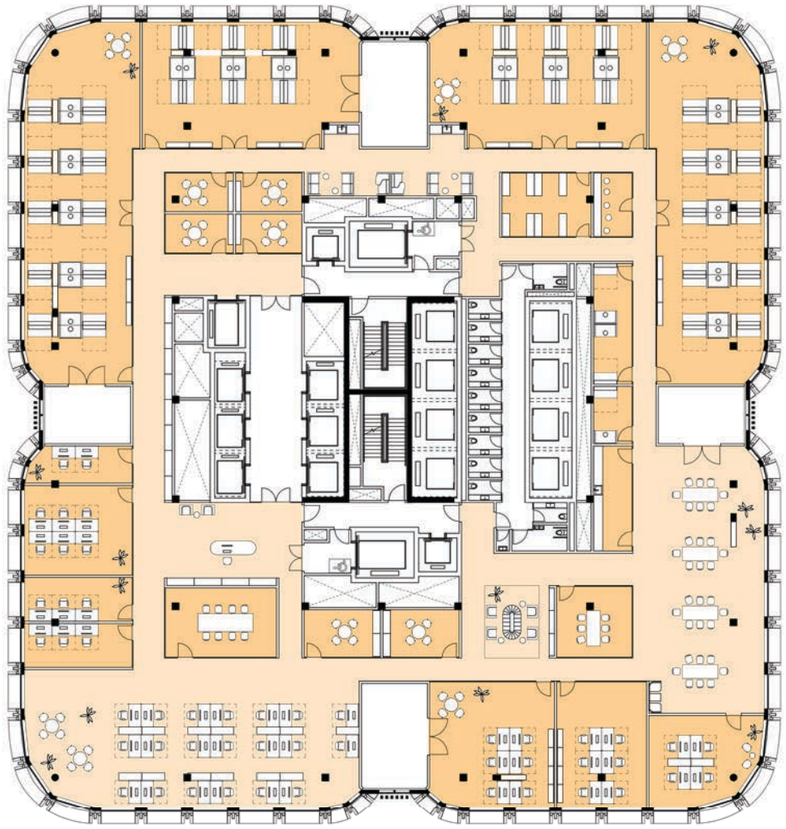
Lab-Enabled Workspaces

Lab-enabled workspaces, starting from Level 03 and extending up to Level 11, offer a specialized environment for science and research.

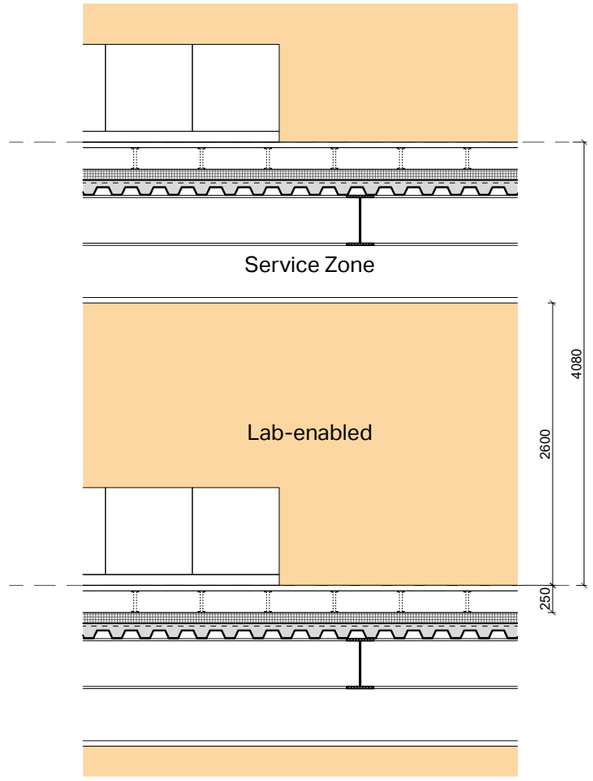
These levels feature a dual functionality, with potential for dedicated labs on the north half of the floorplate and write-up space on the south half of the floorplate.

The north half of the floorplate features a denser column grid, strategically designed to minimize vibrations in sensitive work environments, whilst the workspaces in the south capitalize on superior daylight conditions for the benefit of the workers.

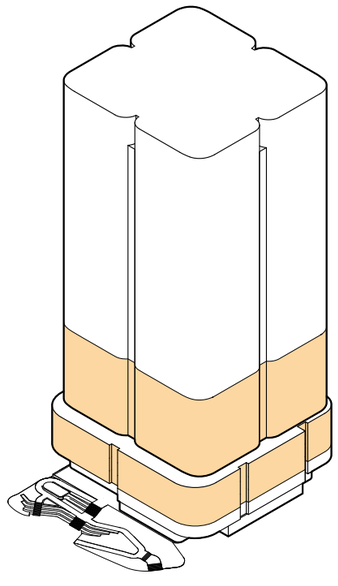
The lab-enabled levels are designed for flexibility, accommodating one or two tenants, ensuring adaptability to the evolving needs of scientific research and collaborative exploration. These levels of the tower have 4080mm floor to floor height and have clear heights of 2600mm from floor to the services zone.

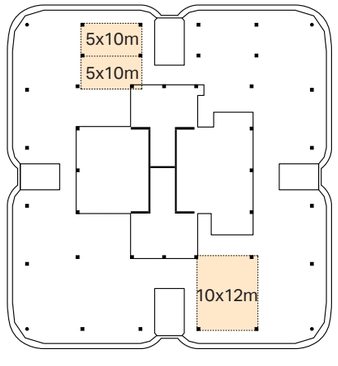


Drawing - Typical floor plan showing lab-enabled workspace

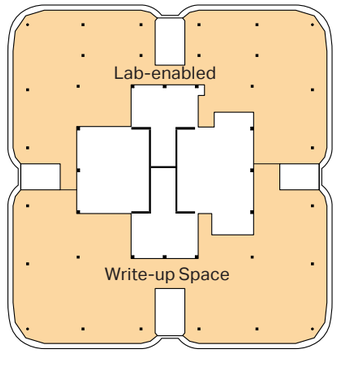


Drawing - Section of lab-enabled floorplates

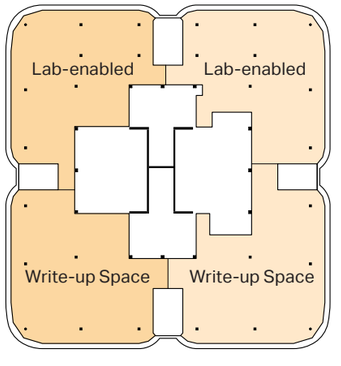




Structural Grid



Single Tenant



Two Tenants

Illustrative View - Lab-enabled workspace

7.2 Terraces & Amenity Spaces

Double-Height Amenity Spaces

The integration of double-height amenity spaces within the tower's architecture serves a pivotal role in transforming its massing into more refined elements that reinforce the connected vertical neighbourhood concept.

These spaces provide users with a shared gathering space where they have access to an outdoor environment and are in close proximity to plants. Along the perimeter of the terraces, there is a planter that extends urban greening up the tower. The two lower amenity spaces are generously deep on both elevations, while the two upper amenity spaces optimize the depth of the terrace along the north elevation.

Three of the four amenity terraces are dedicated to the adjacent tenants. The L20-21 amenity terrace, located at the mid to high rise lift transfer, is a shared tenant amenity. Placing this shared amenity at the lift transfer ensures ease of access for various tenants and provides a social space serving serendipitous encounters.

The double-height vertical facade elements strategically provide relief in the facade, diverging from the typical tower configuration which has a horizontal shading element on every level. Each double-height space wraps around the massing's corner, visible from two elevations. These spaces enhance the overall tenant experience by blending nature, great views, and potential communal knowledge-sharing areas throughout the tower.

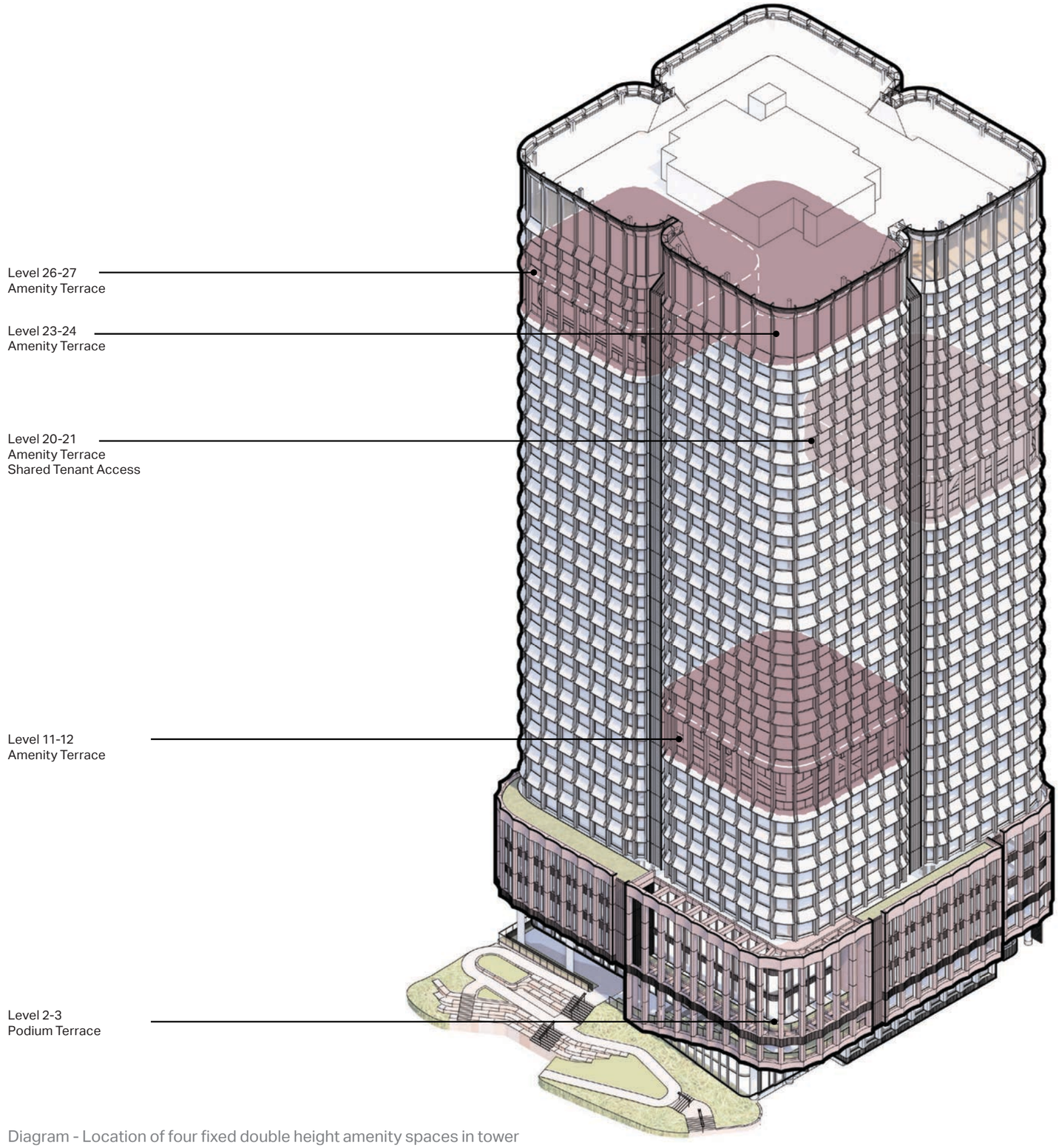
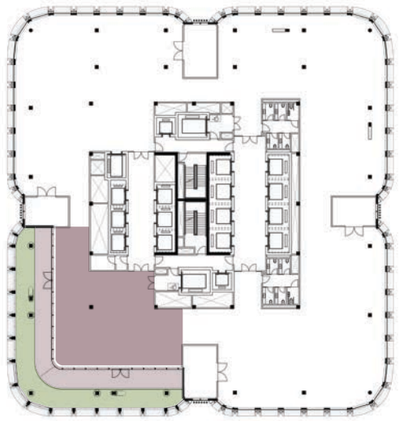
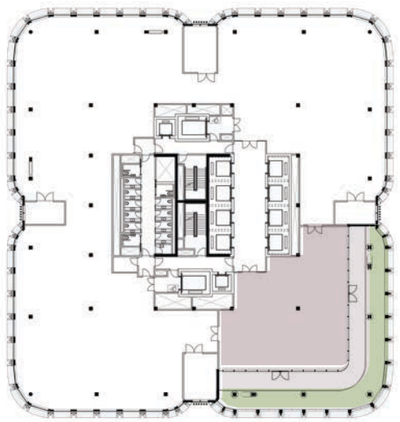


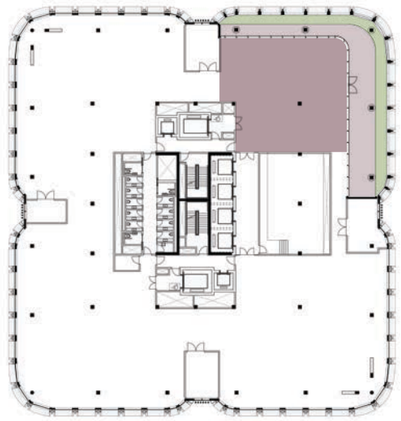
Diagram - Location of four fixed double height amenity spaces in tower



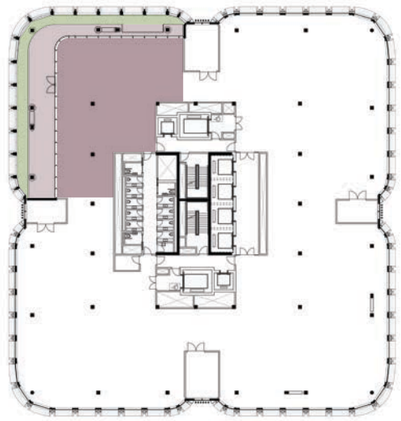
Level 11-12
Dedicated tenant amenity
with terrace



Level 20-21
Shared tenant amenity with
amenity terrace

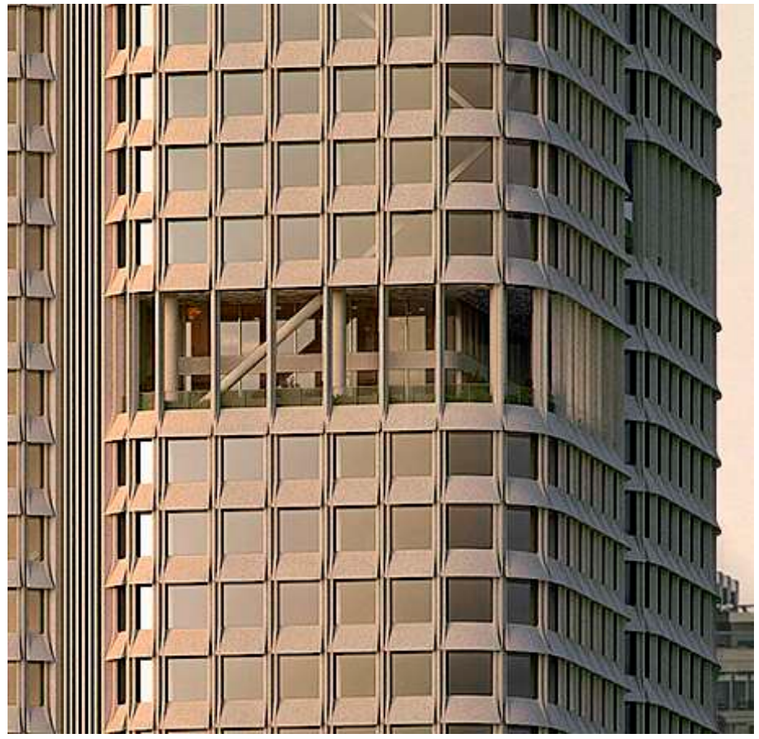


Level 23-24
Dedicated tenant amenity
with terrace



Level 26-27
Dedicated tenant amenity
with terrace

Illustrative View - Dedicated tenant amenity at Level 11-12



Illustrative View - Shared tenant amenity at Level 20-21

Illustrative View - Dedicated tenant amenity at Level 23-24

Double-Height Amenity Spaces - Relation to Context

The four amenity spaces are positioned with careful consideration to Euston Tower's immediate context.

The lowest amenity space over Levels 11 & 12 located in the south-west corner speaks directly to Regent's Place Plaza.

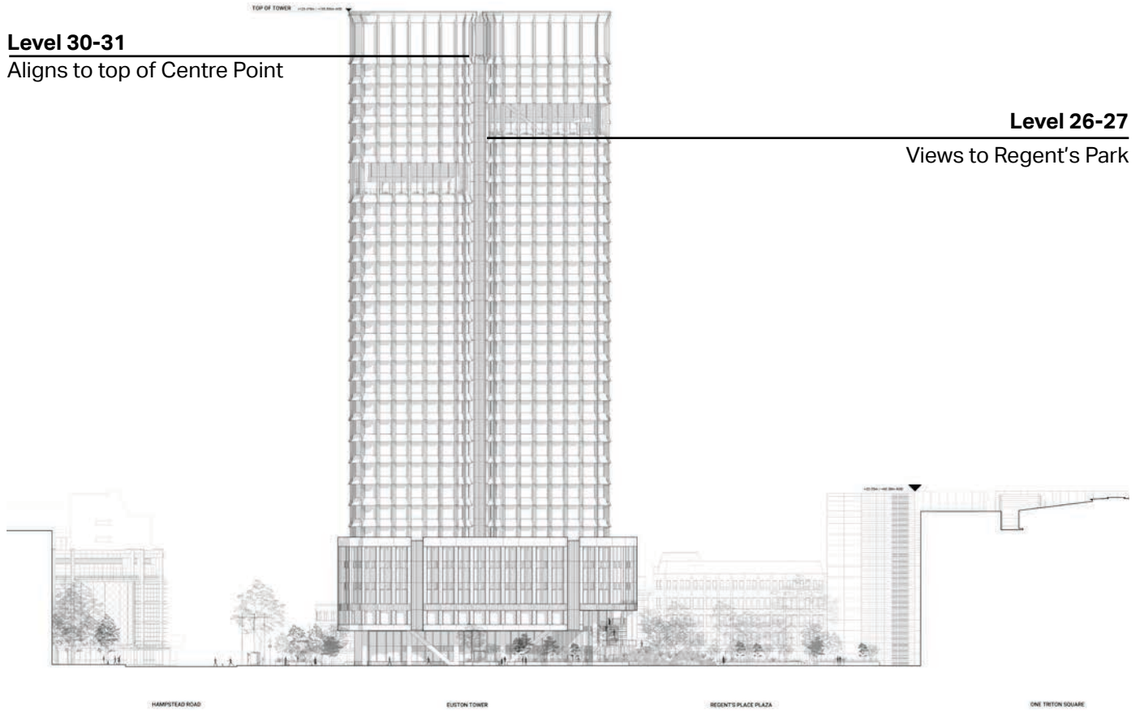
The Levels 20 & 21 aligns to both 10 Brock Street and the location of the mid- to high-rise lift transfer floor. Located in the south-east corner, it offers easterly views to the British Museum.

The Levels 23 & 24 located in the north-east corner offers views to King's Cross.

The Levels 26 & 27 amenity space in the north-west corner has sweeping views to Regent's Park.

Additionally, the top of the podium and tower crown align to contextual datums. The podium aligns to the height of Warren Street station opposite Euston Road. This height is shared by other key buildings south along Tottenham Court Road. At the southern end of Tottenham Court Road, the top of Centre Point aligns to the crown of Euston Tower creating a contextual link between these two towers.

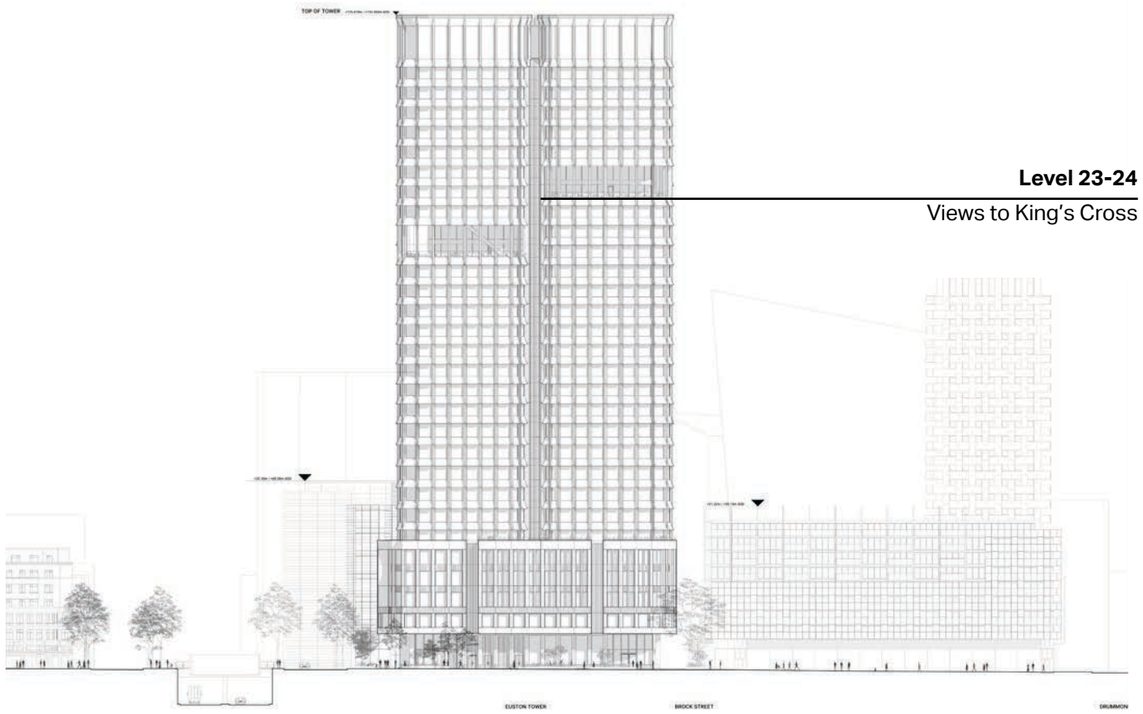
Illustrative View - Double-height amenity space



Level 30-31
Aligns to top of Centre Point

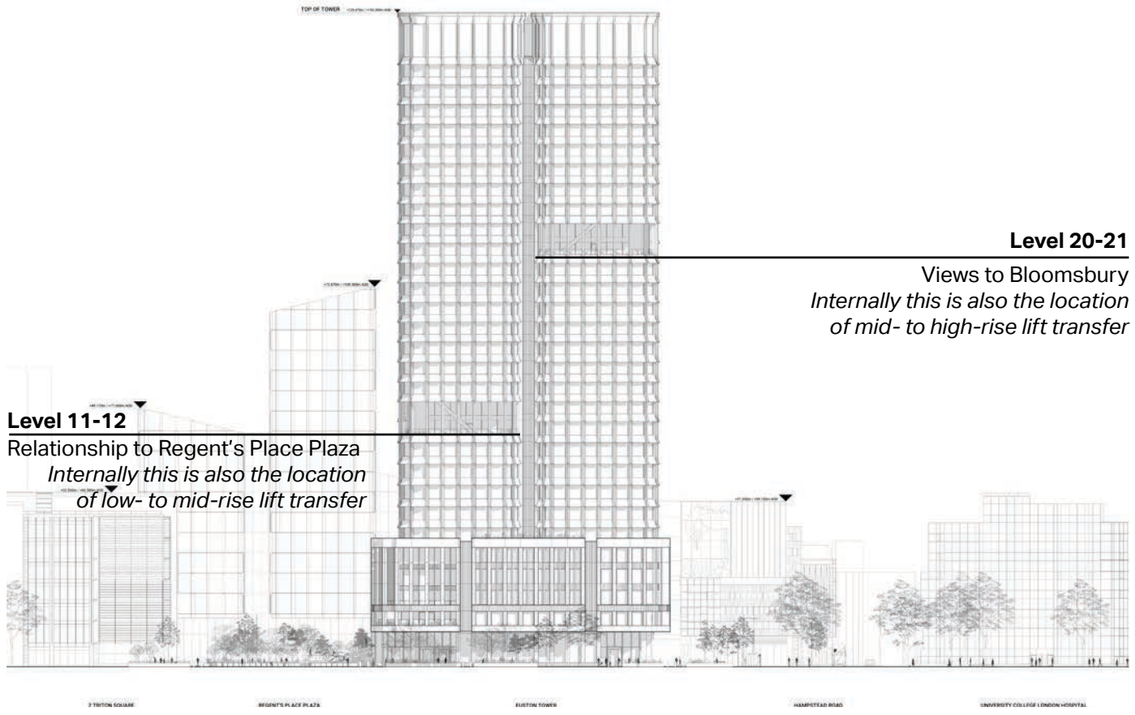
Level 26-27
Views to Regent's Park

Diagram - North Brock Street elevation



Level 23-24
Views to King's Cross

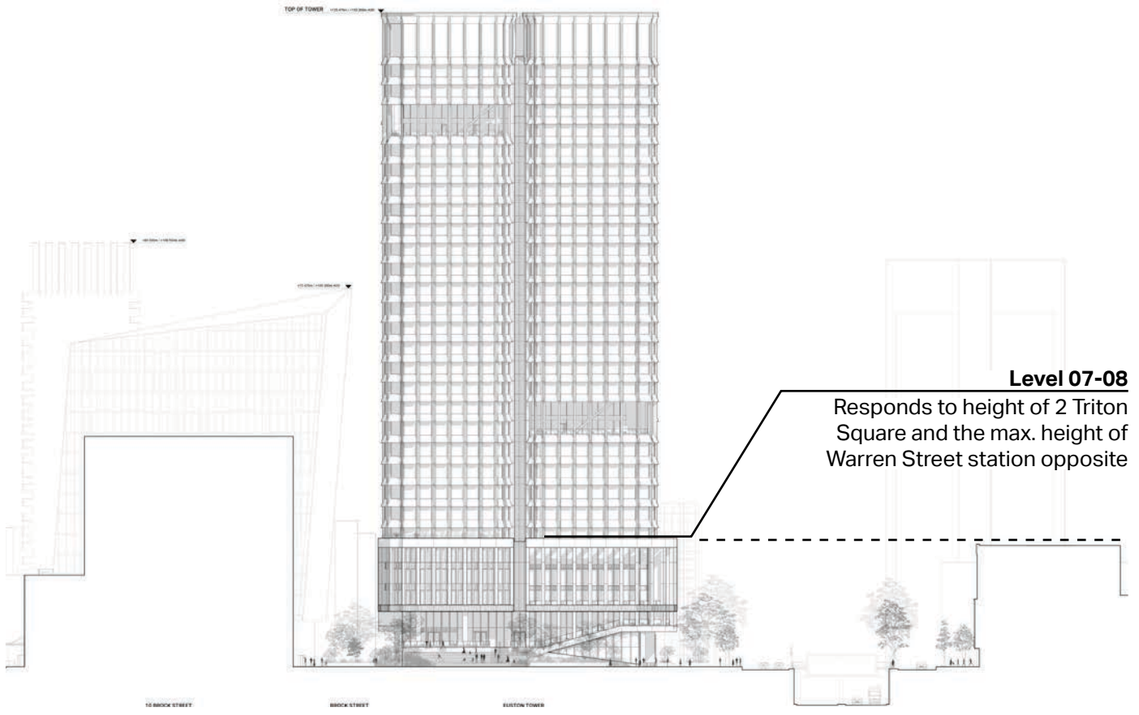
Diagram - East Hampstead Road elevation



Level 20-21
Views to Bloomsbury
Internally this is also the location of mid- to high-rise lift transfer

Level 11-12
Relationship to Regent's Place Plaza
Internally this is also the location of low- to mid-rise lift transfer

Diagram - South Euston Road elevation



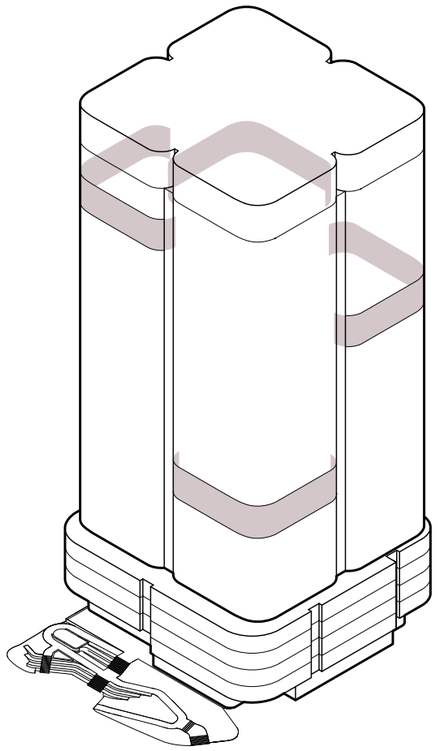
Level 07-08
Responds to height of 2 Triton Square and the max. height of Warren Street station opposite

Diagram - West Regent's Place Plaza elevation

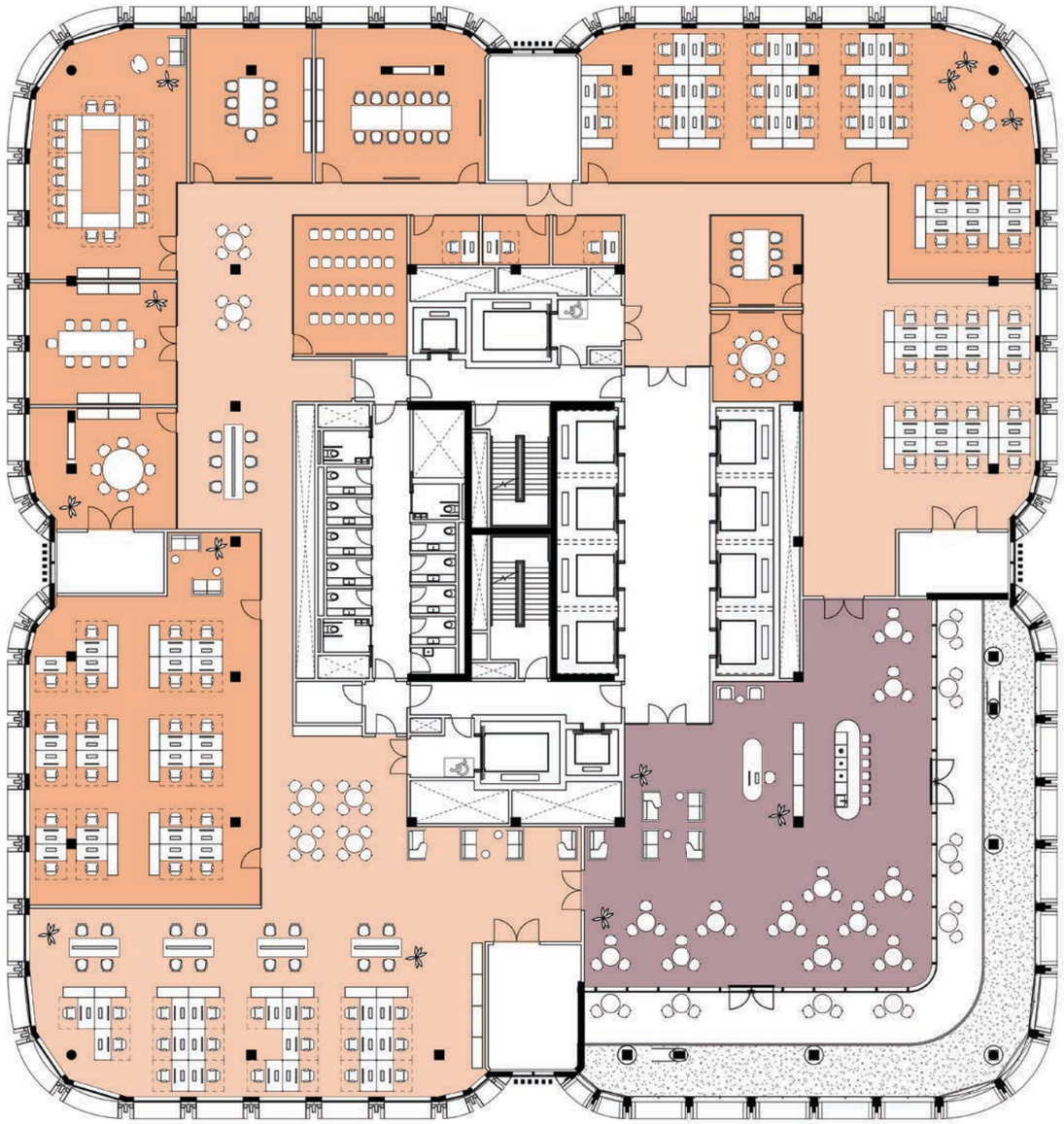
Double-Height Amenity Spaces - Relief in Facade

The wider concepts around a consistent materiality and solid articulation are supported through maintaining the same colour and material, especially for the facade cladding. When viewed from the ground level, this uniform materiality helps integrate the double-height amenity spaces into the overall facade design. The regular and rationalised facade rhythm, to match the typical tower facade, also helps with this integration. As well as reinforcing the connected vertical neighbourhood concept, the setback of the double-height amenity spaces create relief in the facade, allowing for a play of light and shadow that helps break up the massing of the four quadrants further. The setback of the glazing ensures that the terrace space remains perceptible even in distant views of the tower. Planting along the perimeter of each amenity space brings life and warmth to each tower elevation and provide users with an organic respite.

The amenity terraces can be subdivided into two categories. The amenity terraces partially facing south on L11-12 and L20-21 and the amenity terraces partially facing north on L23-24 and L26-27.



Illustrative View - Looking up at the L11-12 amenity terrace from Regent's Place Plaza



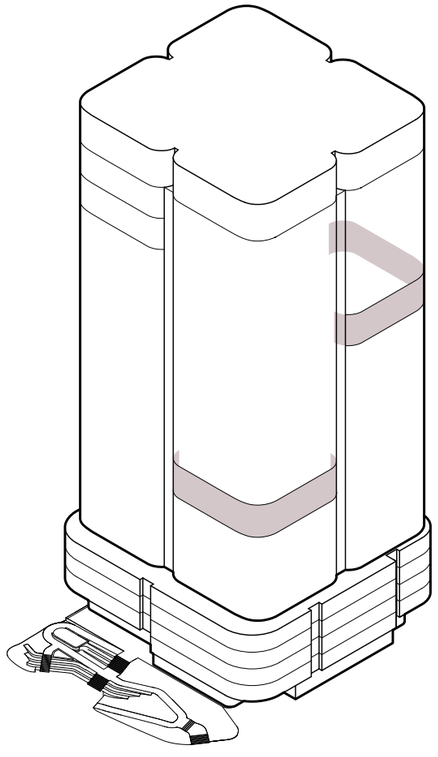
Drawing - Level 20 floor plan showing indicative office workspace with double-height amenity terrace

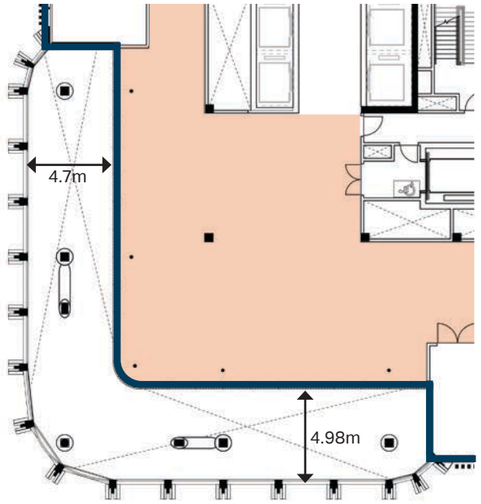
Amenity Terraces on L11-12 and L20-21

The two amenity terraces featuring south-facing elevations are the lower two amenity spaces on the tower. These terraces are designed to provide generously deep exterior spaces, ranging from 4.7 to 4.98m, taking full advantage of favourable sun exposure. The terraces are nearly identical in plan, mirrored across the central north-south axis of the tower.

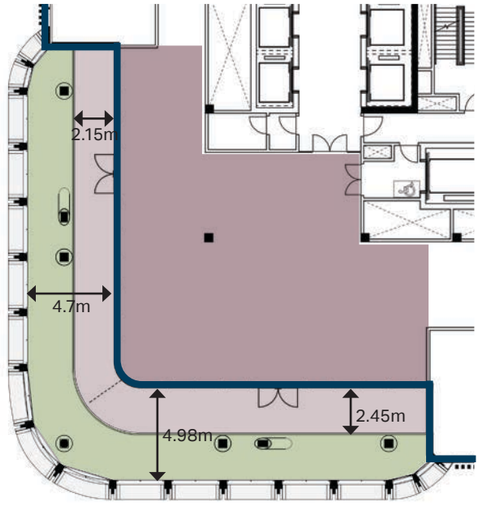
A planter along the perimeter of each terrace brings greenery close to users and contributes to the tower's urban greening factor. The planting areas were optimized to meet urban greening targets, though their exact layout will be refined in future design stages. For example, pockets could be incorporated to allow users to approach the edge of the tower more closely, rather than having a uniform setback. The intent is to create a variety of exterior spaces, accommodating both social interaction and moments of personal respite.

These exterior spaces are double-height, allowing sunlight to penetrate the nearly 5m-deep areas.





Drawing - Level 12



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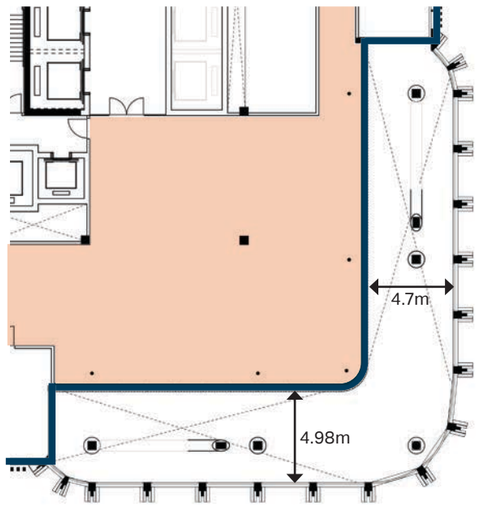

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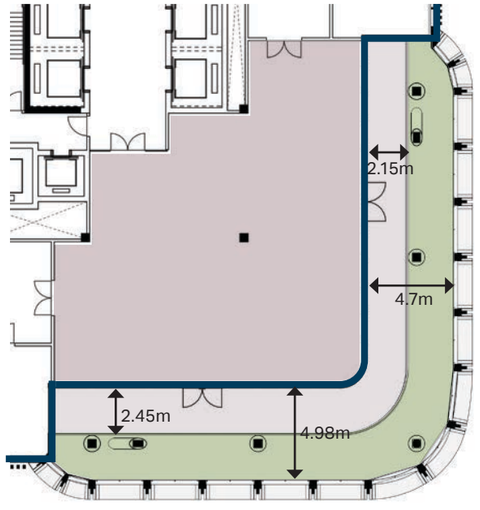

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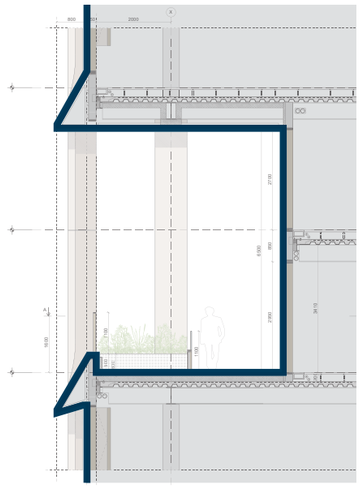
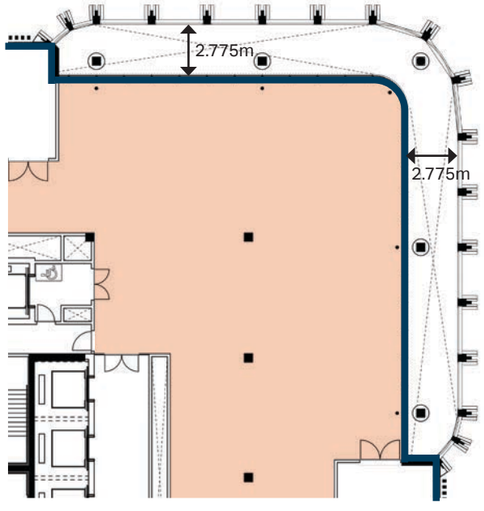


Diagram - Section showing alignment of glazed facade

Amenity Terraces on L23-24 and L26-27

The two amenity terraces higher up the tower feature north-facing elevations. Similar to the southern terraces, these are mirrored in plan across the tower's central north-south axis. To maximize the use of space with the best sunlight, the east/west portions of these terraces are nearly 5m in depth, while the northern sections, receiving less sunlight, are shallower at 2.775m. The northern portions still provide enough room for planters and intimate, occupiable terraces approximately 1.5m deep.

As with the southern terraces, the layout of the planted areas will be further refined in future stages to provide a variety of usable spaces. These exterior spaces are also double-height, with the northern elevation maintaining a consistent 2.775m depth across both levels. In contrast, the east/west elevations feature stepped double-height spaces, where the occupiable terrace level on L23 and L26 is deeper than the level above. This prioritizes outdoor usability on levels where users can directly access the exterior spaces.



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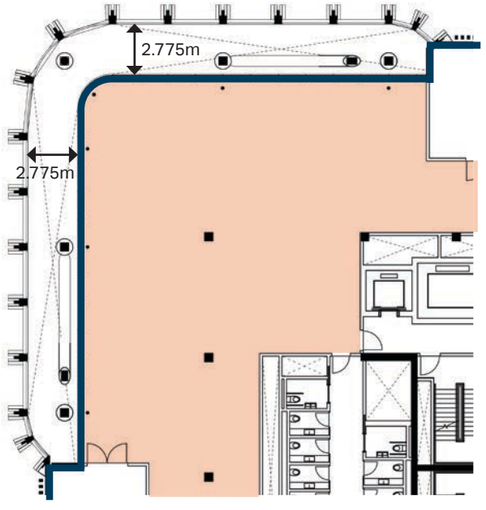

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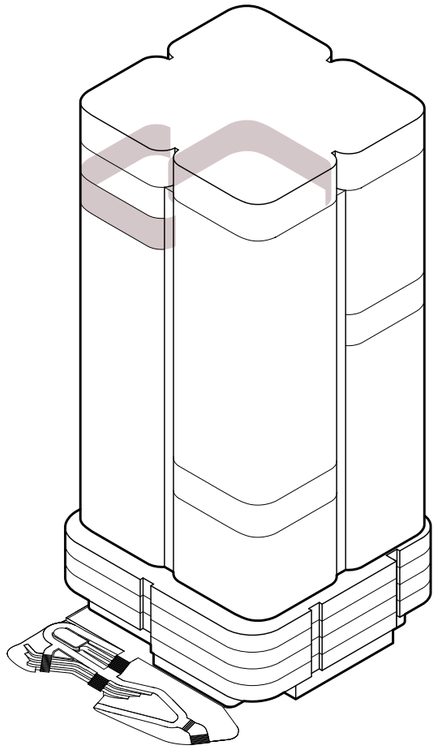

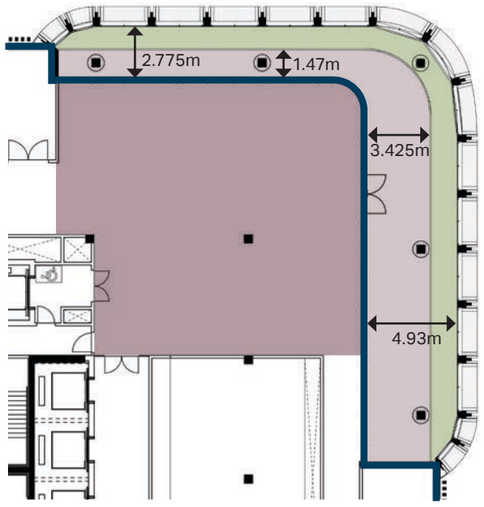

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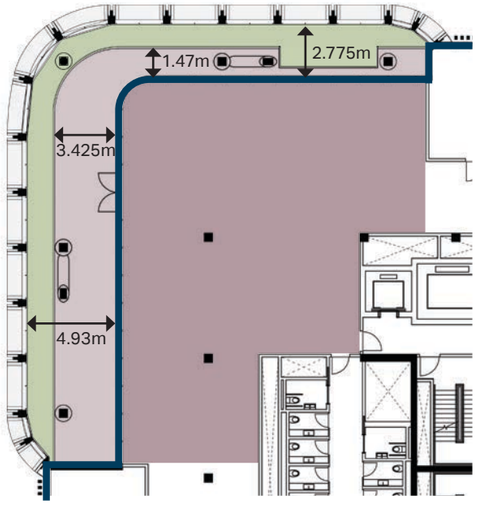

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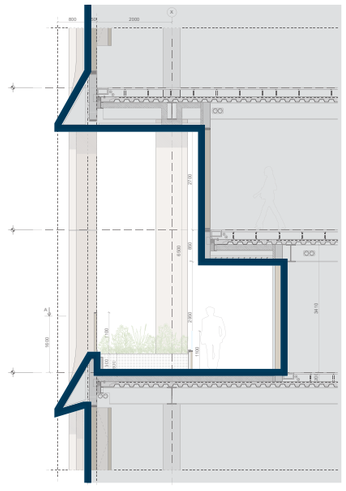


Diagram - Section showing alignment of glazed facade on east/west elevations

7.3 Tower Facade Principles

The design of the tower facade includes five key design features, which are summarised here:

Geometry

The geometry of the cladding is expressive, richly three-dimensional, and robust - functioning both aesthetically and technically. Strong vertical lines spaced on a 3m grid extend up the full height of the tower, interrupting the horizontal shading shelf where it is not needed above the opaque portion of the facade and drawing the eye upwards. Vertical elements on either side of the glazing blend into the horizontal shading element softening and providing rich detail to the facade.

Colour / materiality

The materiality of the cladding reinforces the sense of solidity. off-white GRC with a light terracotta coloured aggregate provides the tower with a warm, contextually sensitive appearance.

Breathing spine expression

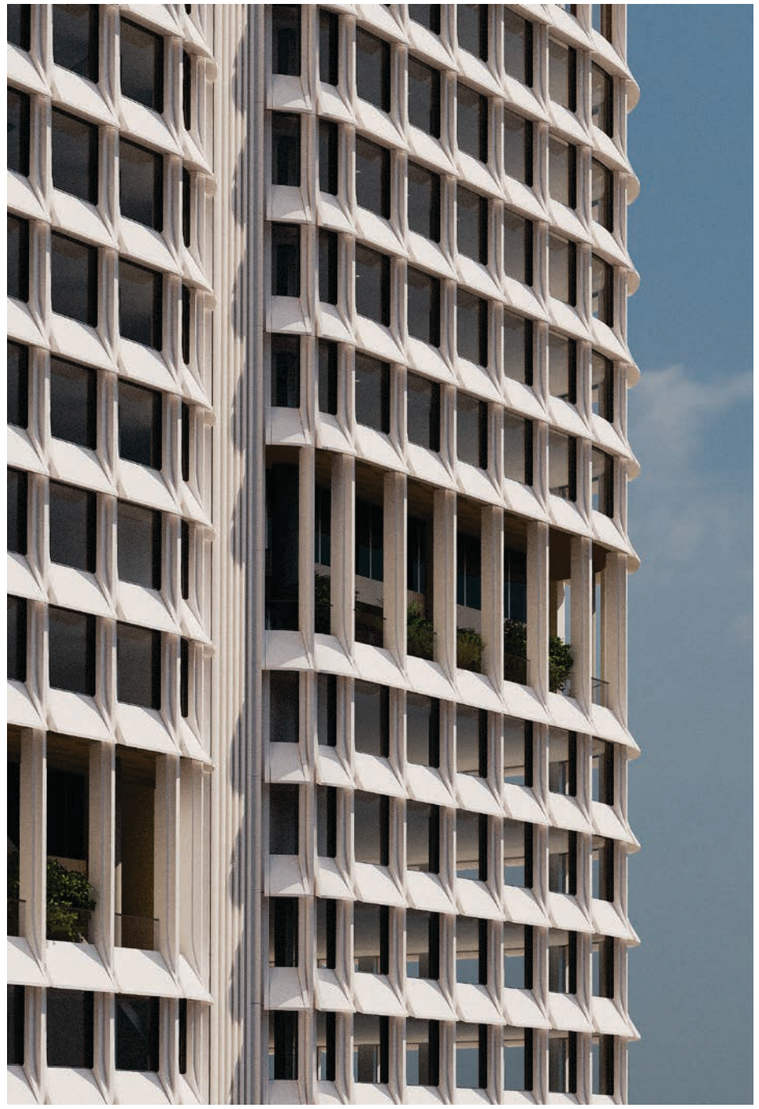
The expression of the Breathing Spines highlight their importance in both the functionality of the space and in the separation between the four quadrants.

Option for natural ventilation

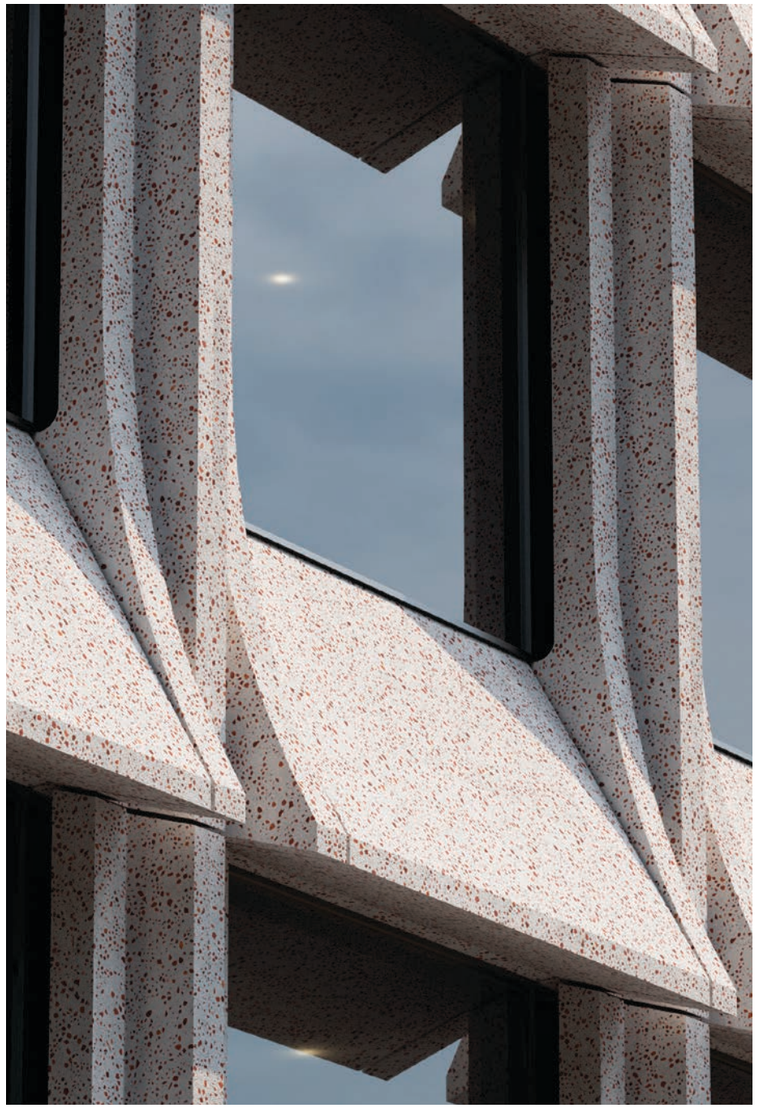
An optional inclusion for the facade is an integrated panel for natural ventilation in the opaque portion of the facade affords building users access to exterior air. Air is introduced into a shadow gap between the GRC cladding and the openable panel. So while the facade appears solid and substantial, it is purposefully permeable.

Double-height amenity spaces

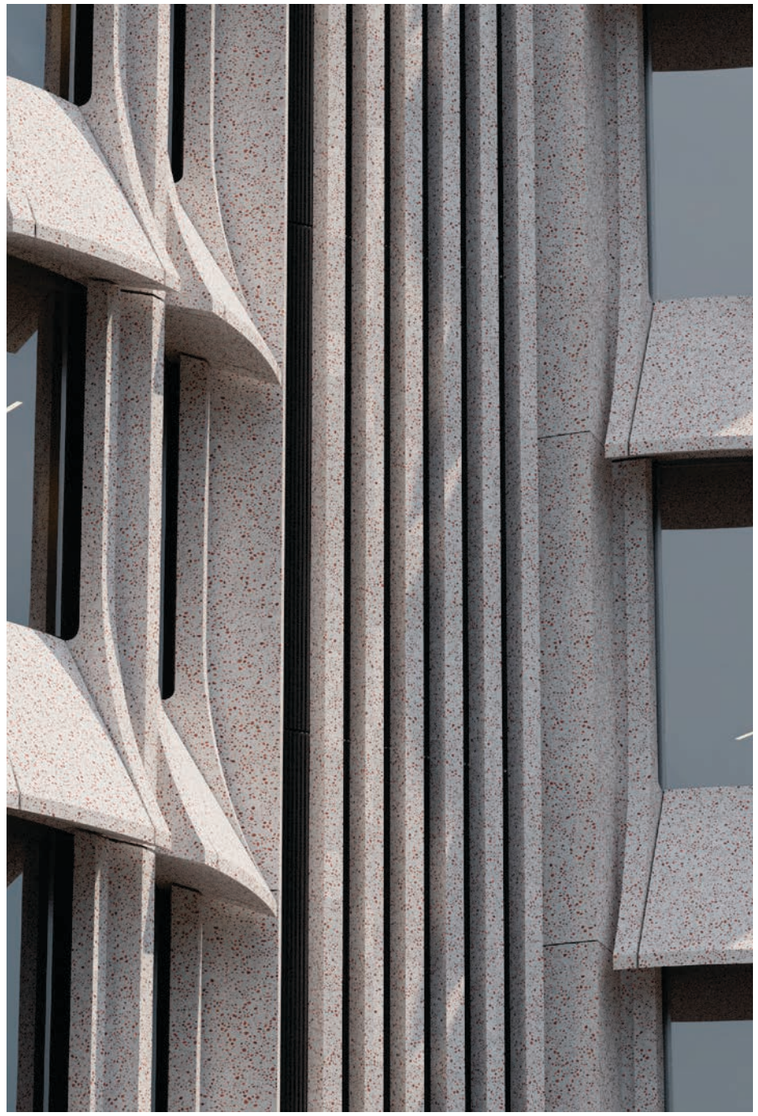
The facade treatment of the double height amenity spaces provides a relief from the typical tower facade, helping to break down the scale of each of the four towers. The vertical facade elements here provide architectural expression and contrast with the opaque panels of the typical tower facade.



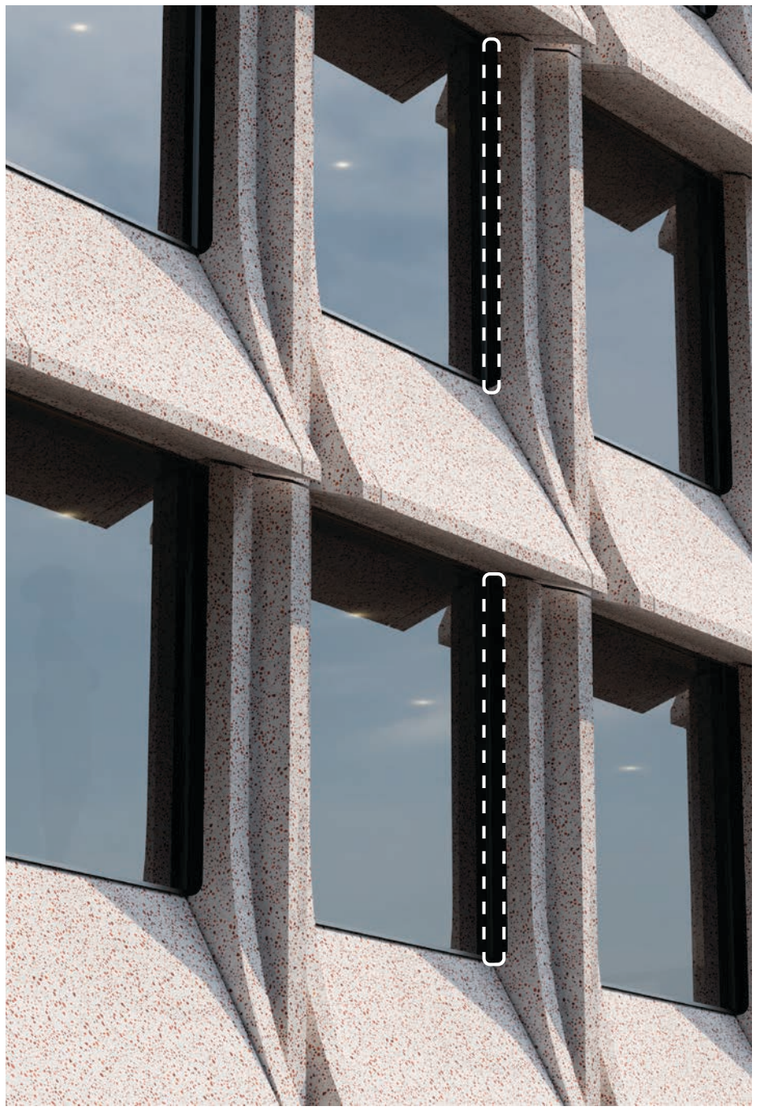
Geometry



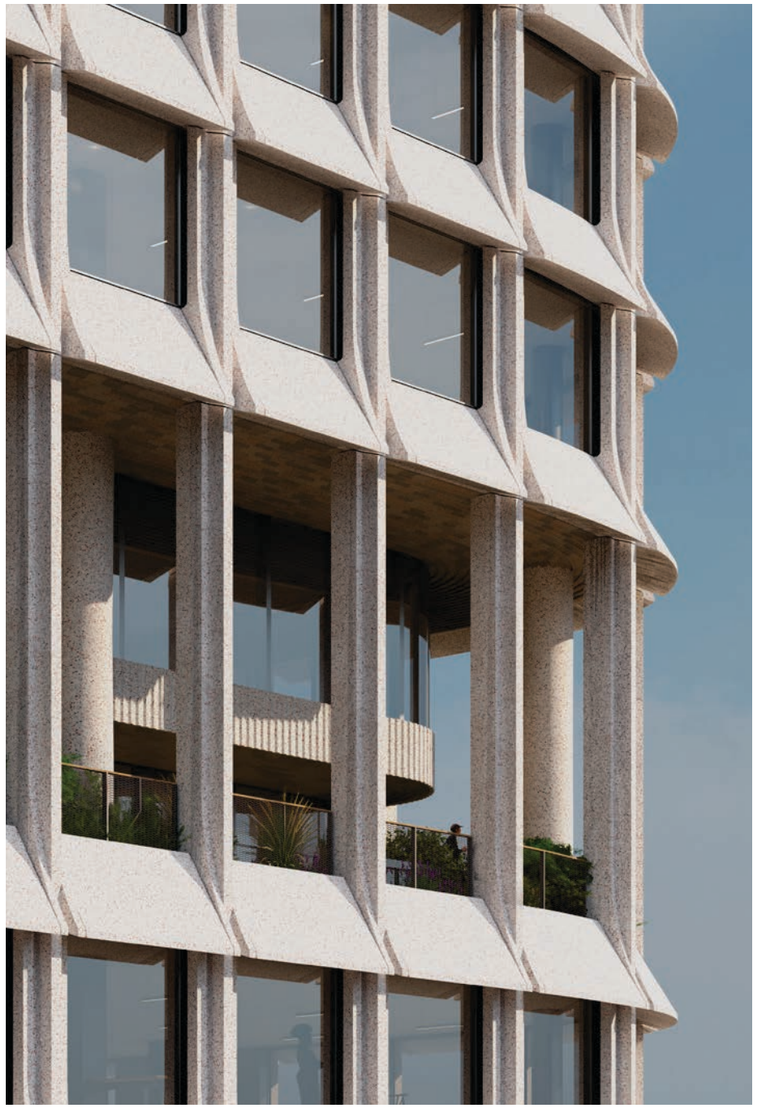
Colour / materiality



Breathing spine expression



Option for natural ventilation



Double-height amenity spaces

7.4 Tower Facade Types

The proposed tower facade is a unitised curtain wall system with glass reinforced concrete (GRC) cladding. It has been designed to be simple yet richly detailed and can be broadly categorized into four distinct types as outlined in the adjacent diagram.

The typical facade of the tower forms the majority of the facade. Additionally, the facade features four amenity terraces, prominent breathing spines, and the tower crown. Consistent materiality, colour tone, and geometry throughout the four facade types, reinforces the strength and consistency of the whole design.

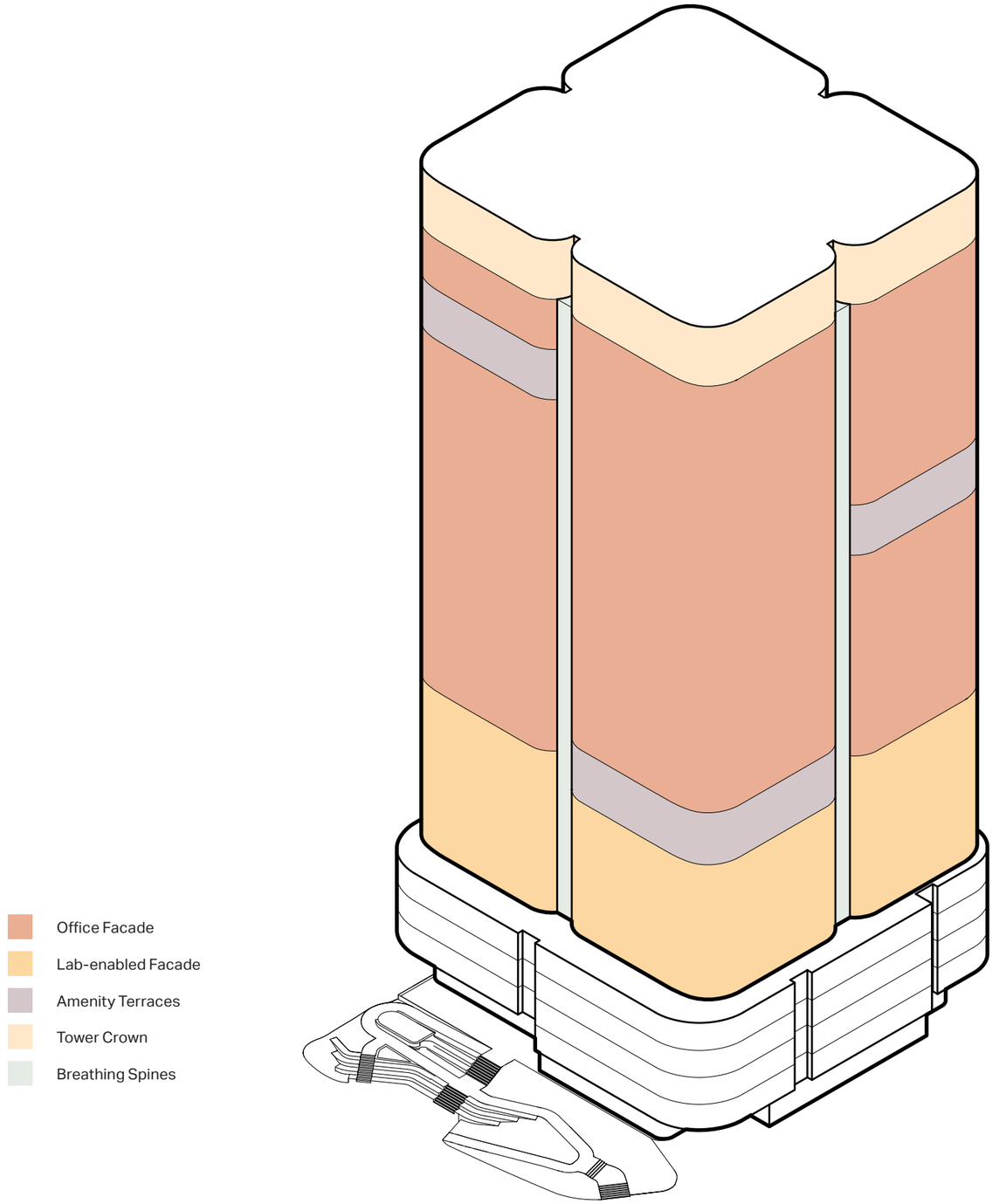


Diagram - Facade types overview

Typical tower facade

Tower crown

Double-height amenity terrace

Breathing Spine

7.5 Typical Tower Facade

The size of the facade curtain wall module is designed to be 3m wide. Specific sizing will be revisited in future stages once the weight of the bay is better understood and there are more in-depth conversations with contractors. The module can be described in two parts - an opaque panel that is 725mm wide, and a glazed panel that is 2275mmn wide with a 400mm tall upstand. The stack joint is located in the transom defining the top of the upstand so the stack joint is located roughly 400mm above FFL. The wide glazing provides sweeping views of London while the upstand helps the u-value of the facade and optimizes the distribution of natural light that is brought into the floorplate. As an optional inclusion, an openable panel within the opaque portion of the facade can provide an accessible means for exterior air, allowing users a degree of control over their workspace environment. The depth of the facade and the horizontal shelf work to passively shade the glazing, reducing heat gain and improving energy efficiency. The GRC cladding creates a sense of solidity, giving the impression that the facade is carved from stone.

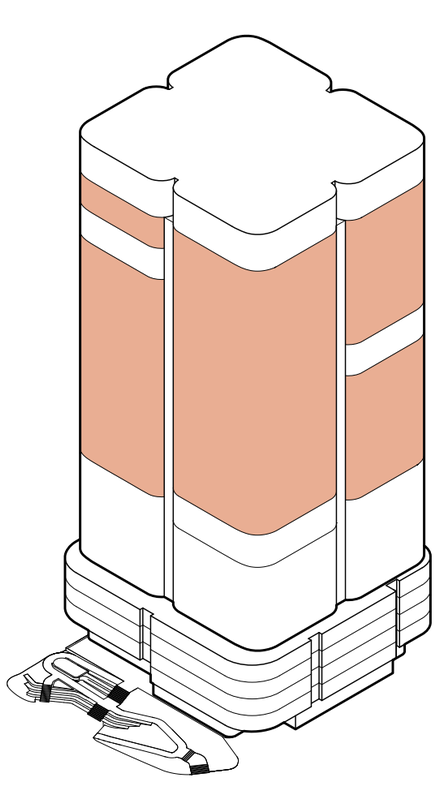
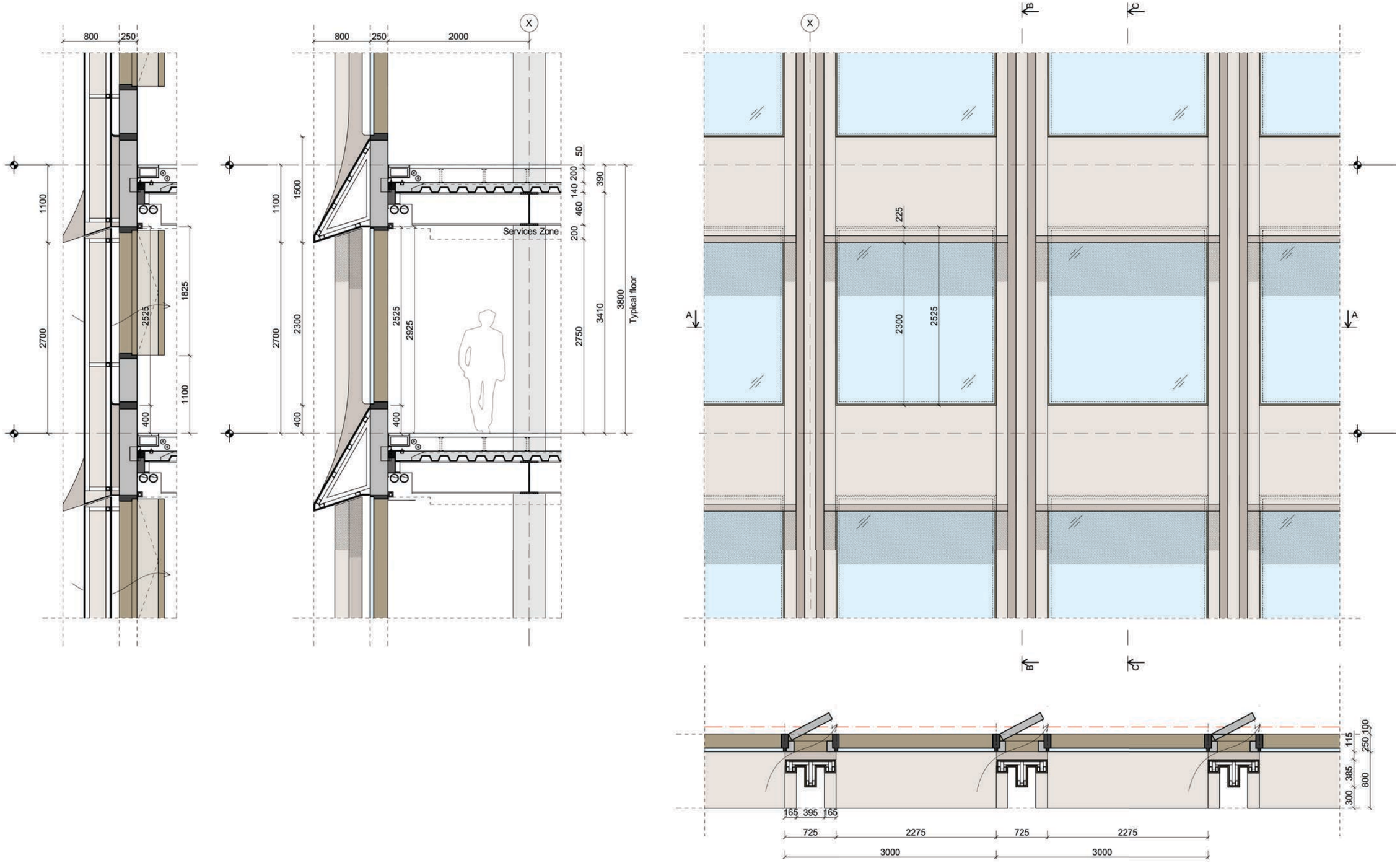


Diagram - Cutaway axonometric of typical tower facade



Drawings - Plan, section, and elevation of typical tower facade

Typical Facade Lab-Enabled Levels

About a third of the levels, L03-L11, are lab-enabled floors with higher floor to floor heights, 4080mm instead of 3800mm. This section covers L06-L11, the lab-enabled floors in the tower. The additional 280mm of the floor to floor height compared to the office floors is absorbed in the facade in the height of the glazing. Compared to the typical levels, the glazing is 280mm higher on the lab-enabled levels. The horizontal shading element is the same as the typical floor, repeating the same standardized elements where possible. Otherwise, the facade of the lab-enabled levels is the same as the office levels. This consistency helps to visually stabilize the tower and relate it to other towers in the immediate context like Centre Point.

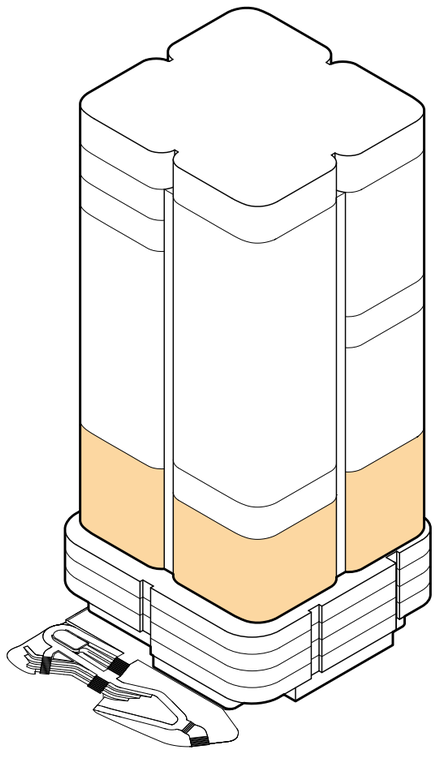
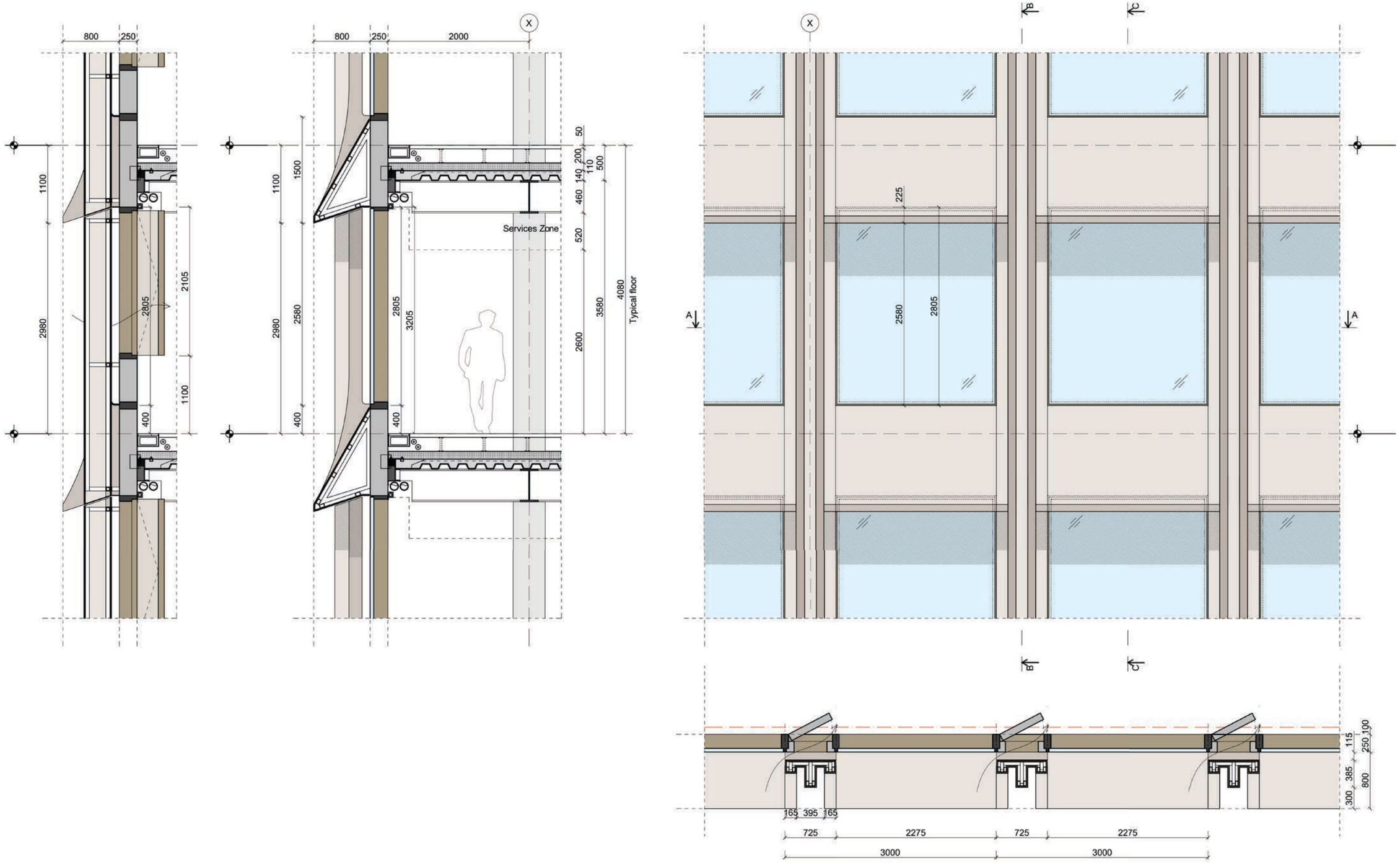


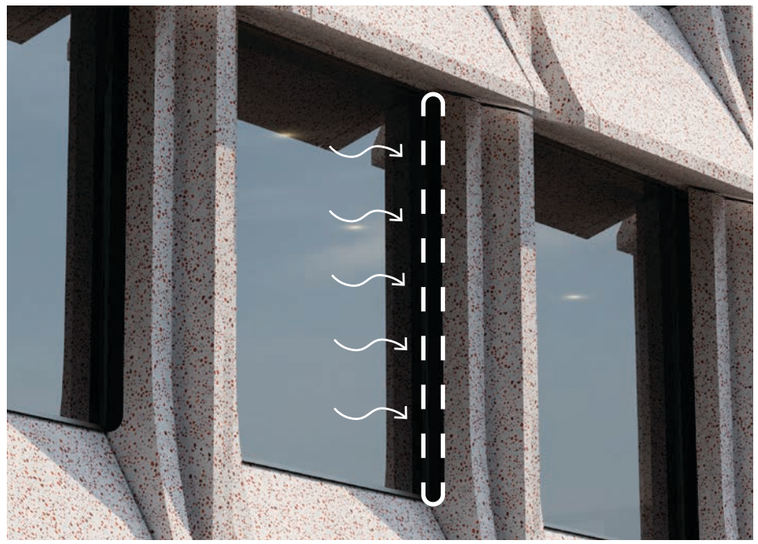
Diagram - Cutaway axonometric of lab-enabled tower facade



Drawings - Plan, section, and elevation of lab-enabled tower facade

High Performance Facades

The facade is crafted with a dual purpose — not merely for aesthetic appeal but also for improved environmental performance. Functioning as a mediator between the interior and exterior, the facade was designed to reduce solar gain and to provide an option for natural ventilation.



Illustrative View - Natural ventilation option through shadow gap in facade to openable panel behind the facade cladding

Option for natural ventilation

The base inclusion is to have a facade without openable panels. As an optional inclusion, an openable panel can provide users access to exterior air, enhancing the interior environment for occupiers. The proposed panel has a 1100mm upstand, and hinges from the side. Another option for the size of the openable panel is that it could be full height and hinging from the bottom but this option limits the flexibility of space planning by not allowing furniture up against the facade. The panel can be opened to 90 degrees for maintenance purposes to access the cavity behind the GRC facade cladding in the rare need for access. The 1100mm upstand above the finished floor level acts as fall restraint. The facade's expression, characterised by a shadow gap between the GRC cladding and the curtain wall behind the vertical GRC cladding elements, subtly integrates pathways for exterior air while maintaining the solidity and robust reading of the GRC cladding.

Illustrative View -Interior of typical tower facade and openable panel

Passive Solar Shading

The facade cladding depth has been designed at 800mm to serve as an effective tool for passive solar shading.

The horizontal shading GRC element located at the spandrel angles downwards to better shade the glazing below. Vertical GRC elements on either side of the glazing also shade the sun at wide angles. A 400mm upstand helps to distribute glazed area up and away from the floor, optimizing the placement of the glazed area to bring in natural light while reducing solar heat gain.

In the typical tower facade bay, the glazing accounts for 50% of the bay area, but one perceives the glazing as only 44% of the bay area when viewed in elevation due to the sloping horizontal element. Thereby achieving a balance between transparency and solidity.

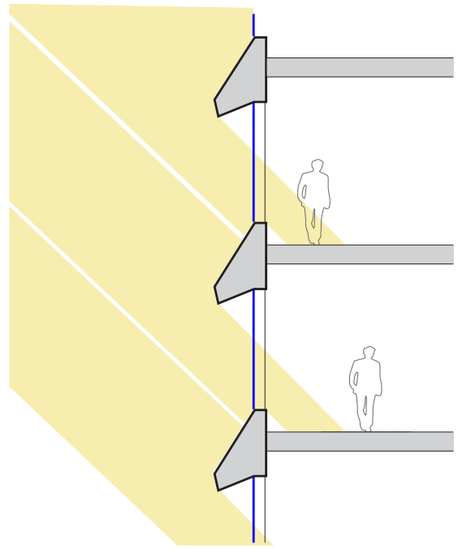


Diagram - Facade shading principle

Illustrative View -Interior of typical tower facade

Illustrative View - Exterior view of horizontal and vertical facade cladding shading elements

Corner Facade Modules and Curvature

In the tower corners, there is a balance struck between buildability and the massing concept. To simplify the complexity of the facade modules, the curtain wall and glazing of the tower corners are faceted. Meanwhile, it is crucial for the concept of the tower for the corners to read smoothly as curved portions of the mass. To create this visual effect, the facade cladding is curved, drawing the eye to the smooth curvature of the horizontal shading elements that turn the corner. Furthermore, the vertical cladding elements create physical separation between each two adjacent pieces of glazing, which obscures the fact that glazing changes plane around the corners. By doing so, the facade communicates the concept of the tower mass while reducing complexity.

A key consideration has been the appearance of the soffit of the horizontal shading element and how that meets the faceted glazing. As most people will be viewing the tower from the street or lower adjacent buildings, this view looking up the tower is crucial. On the corners, if the soffit were to extend back to the faceted glazing and terminate in a straight line when viewed in plan, the observers' eye would be drawn to the fact that the outer extent of the cladding is curved while the glazing is faceted. To avoid this dichotomy, the cladding on the soffit near the glazing also follows the curvature of the outer edge. The space between the cladding and the face of glass is to be detailed in later stages but initial studies have shown that it could be a shadow gap or a metal cap, both solutions highlight the curved cladding when viewed from below. This applies to both the outer corners and also the interior corners where the tower facade returns to meet the inset breathing spine. As with the curvature of the vertical shading elements, all curves are defined as arcs.

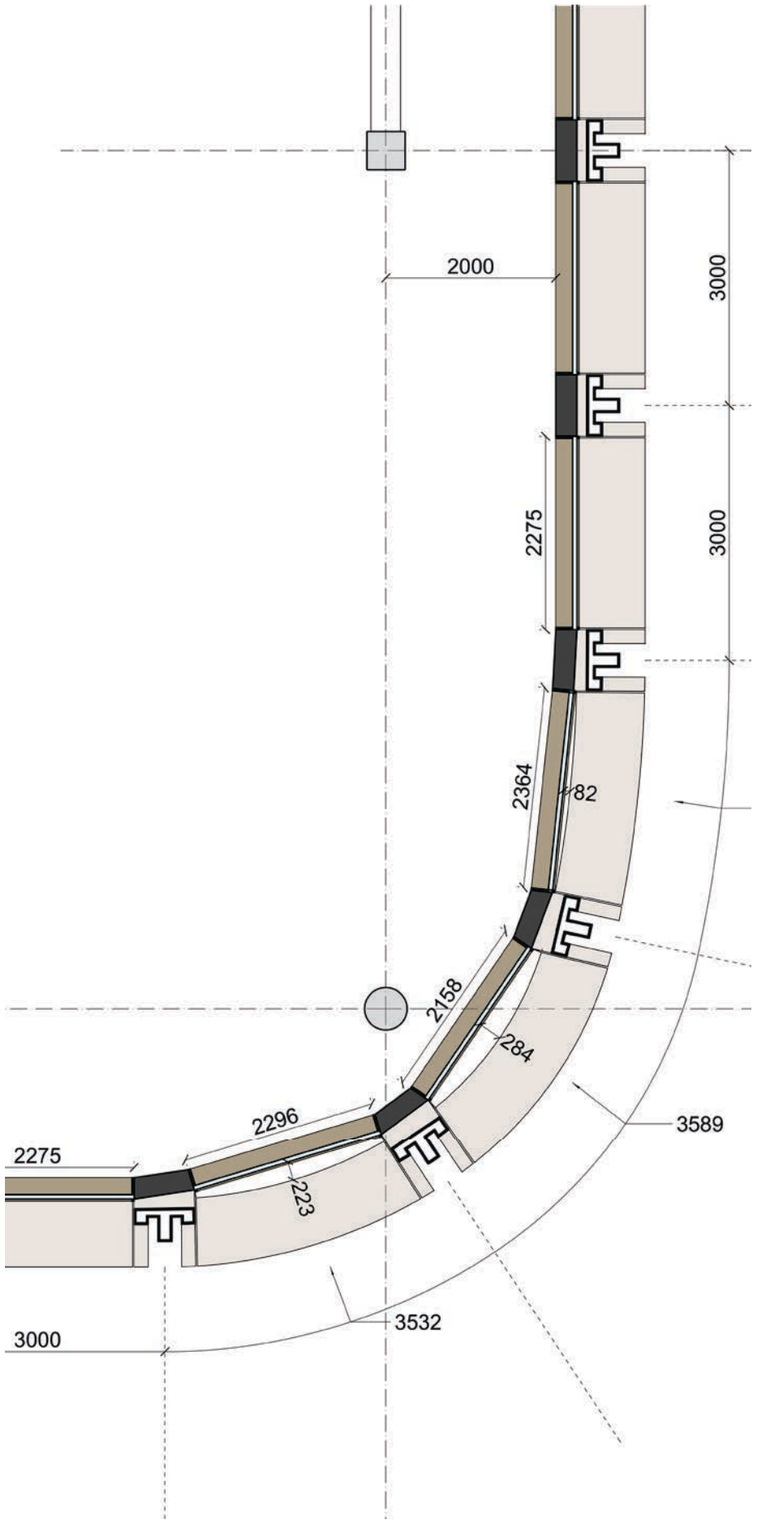
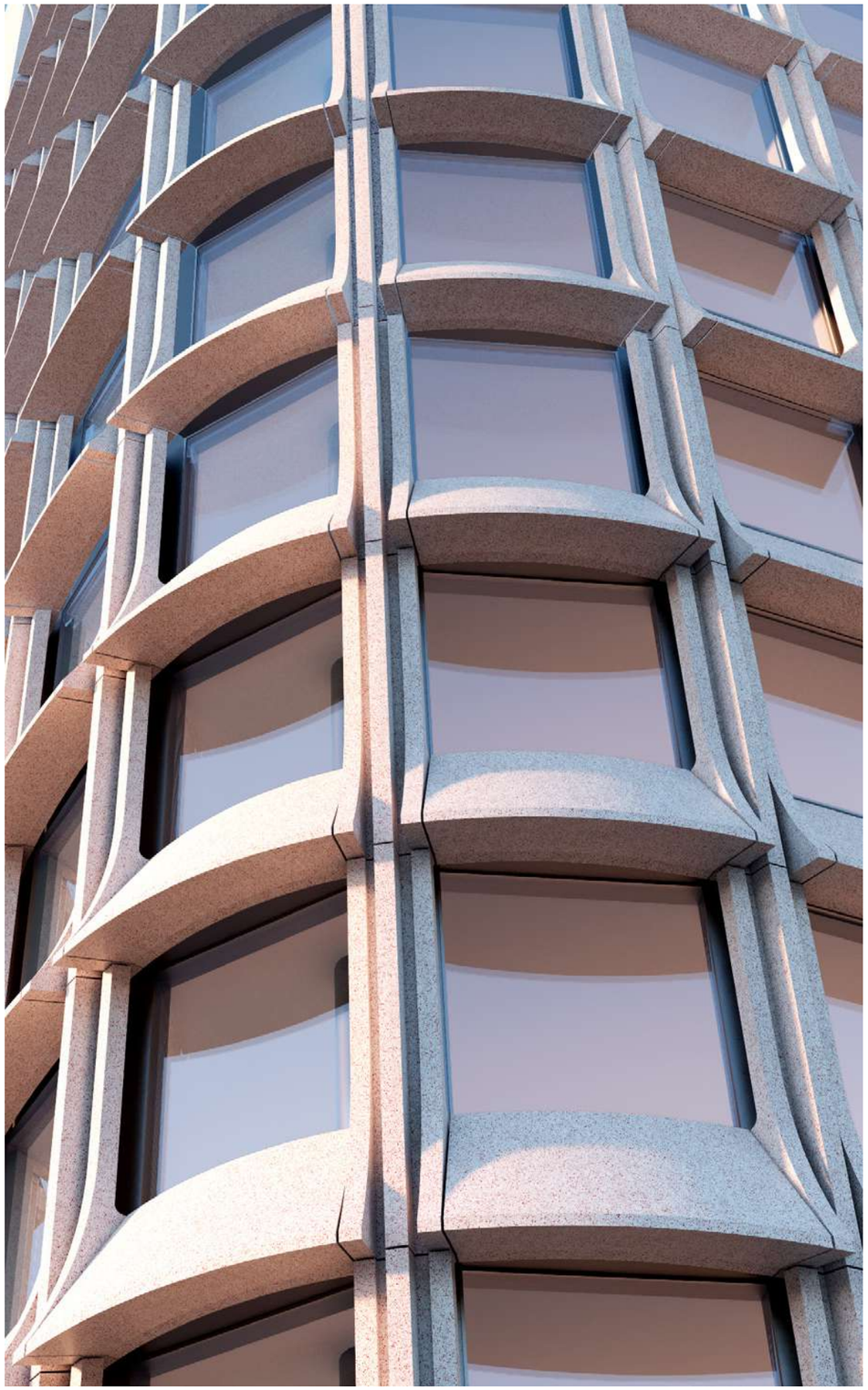


Diagram - Plan diagram for logic of curtain wall geometry at tower corners



Illustrative View - Tower facade corner as seen from below

Facade Panellisation and Joints

Although there is much facade development to come in future stages, careful consideration has been given to facade panellisation and particularly how the curtain wall panellisation will affect joint locations on the GRC cladding. Although these joint strategies have been discussed with contractors and facade consultants as feasible, the joint locations visualized in this report and presented here are indicative and may change in future development pending new information.

As an initial thought exercise, one might consider aligning the joints in the cladding to the stack joint and split mullion that define the edges of the curtain wall panel. Doing so with the vertical joints is inconsequential, as this introduces a vertical joint between the horizontal shading element and the vertical shading cladding elements. Doing so with the horizontal joint however becomes problematic. The stack joint is located roughly 400mm above FFL, this would place a horizontal joint in the middle of the curving portion of the vertical shading elements. A rather awkward location that does not correspond with a logical geometric location on the cladding. This is visualized in the adjacent 'not preferred' diagram.

To avoid this clumsy subdivision of the vertical cladding elements, the horizontal joint is shifted downwards and aligns to the soffit of the horizontal shading element. Thereby creating a cantilever of the facade cladding below the facade curtain wall framing. This is shown in the adjacent 'A' diagram. The logistics of these panels with the cladding cantilever will need to be carefully considered both in transportation and installation. This panellisation logic results in a considered solution where the detailing of the cladding supports the geometry and the reading of solidity of the facade that is crucial for the tower concept.

Depending on construction program, transportation, installation, and logistics, the curtain wall panel could either be 3m wide as is shown in 'A' or the 3m module could be subdivided into two modules as is shown in 'B'.

Diagram - Not preferred facade subdivision

Diagram - Facade subdivision A

Diagram - Facade subdivision B

Double-Height Amenity Spaces - Aligned Glazed Facade

The facade treatment of the four amenity double height spaces at the perimeter of the tower footprint is consistent. The amenity facade extends the typical facade pattern to span the double-height amenity space. The vertical GRC elements at the perimeter form a colonnade. From long distances, the colonnade elements provide a uniform expression, aligning the double-height amenity facade with the typical office facades. However, the setback of the glass and the resulting shadow introduce visual differentiation. This continuity ties the various facade types together and helps the proportions of the tower appear more slender.

The amenity terrace facade treatment differs at the setback glazed facade. As mentioned previously, the amenity double height spaces on L11-12 and L20-21 have an aligned glazed facade whereas the other two amenity double height spaces have a stepped glazed facade that is not aligned on the east/west elevation. The spandrel of the double-height glazed façade is clad in GRC, maintaining consistency with the rest of the tower by eliminating the use of glazed shadow boxes.

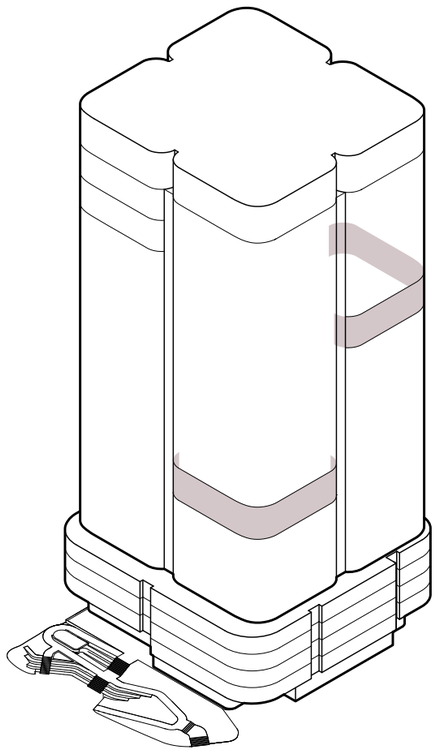
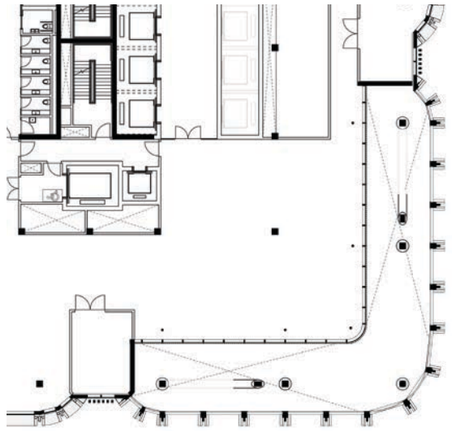
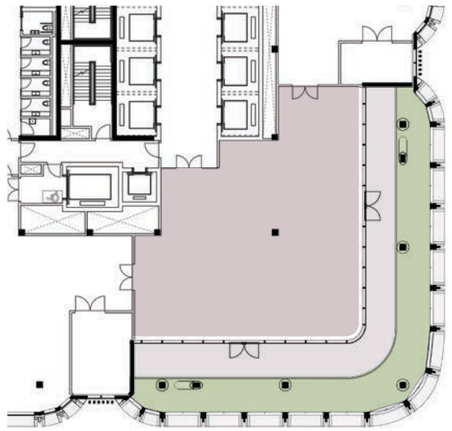


Diagram - Cutaway axonometric of amenity terrace



Drawing - Amenity space Level 21



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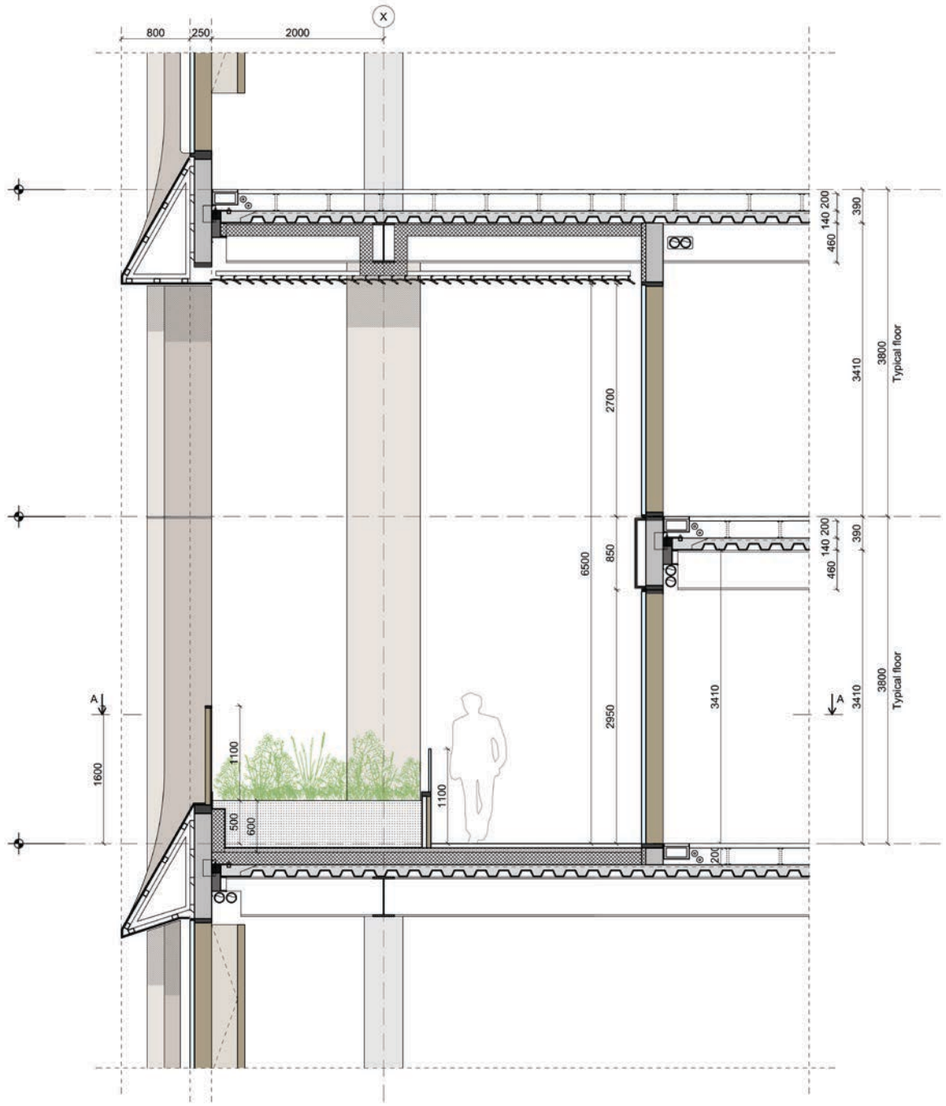
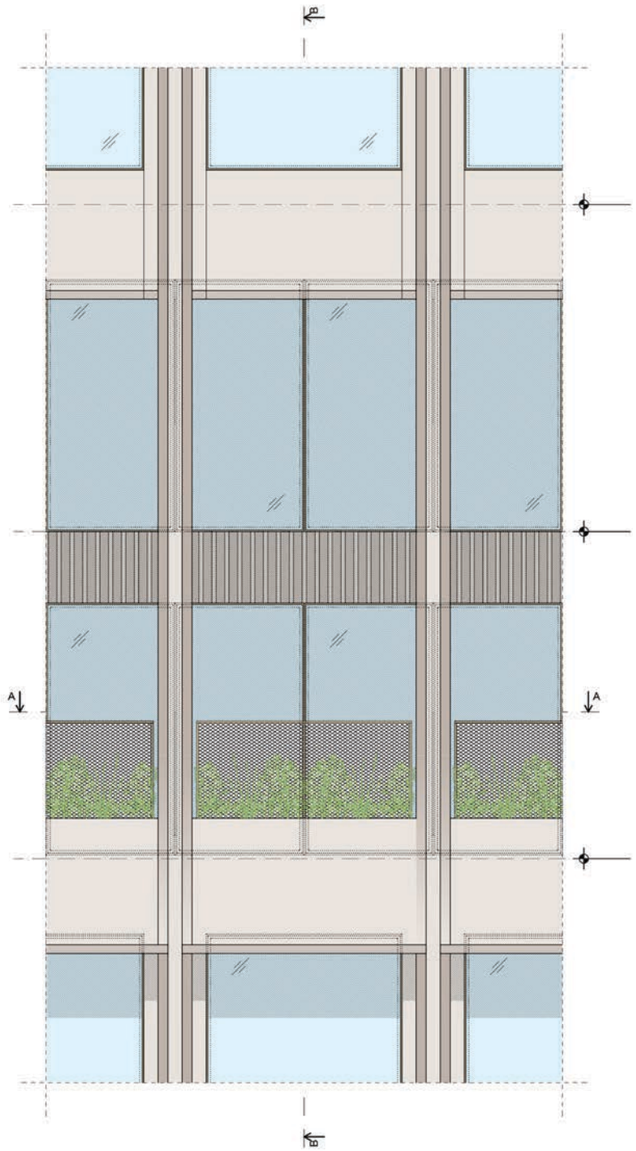
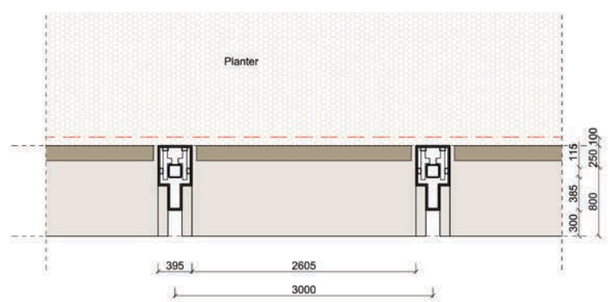






Drawings - Plan, section, and elevation of amenity terrace

Double-Height Amenity Spaces - Stepped Glazed Facade

The double-height amenity spaces on L23-24 and L26-27 feature a shallower aligned facade along the north elevation, while the east and west elevations are designed with stepped double-height spaces. On these stepped elevations, the occupiable terraces on L23 and L26 extend deeper than the levels above, prioritizing outdoor usability on floors with direct access to the exterior spaces with the best solar conditions.

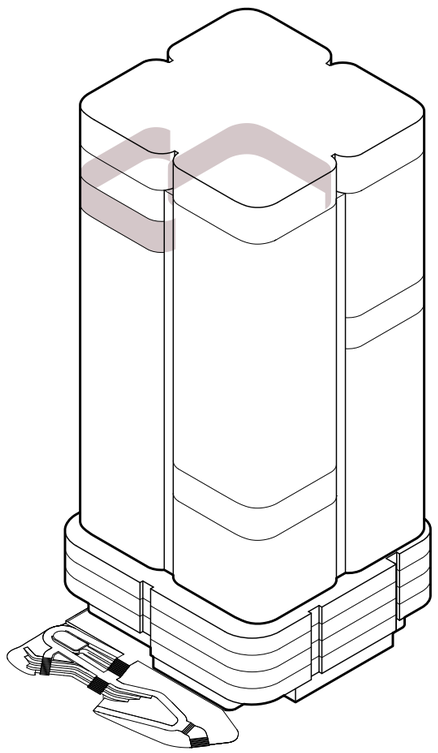
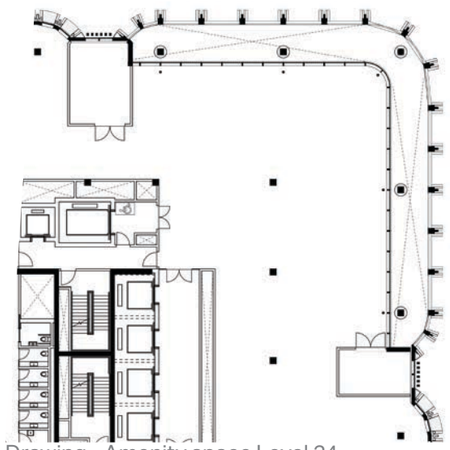
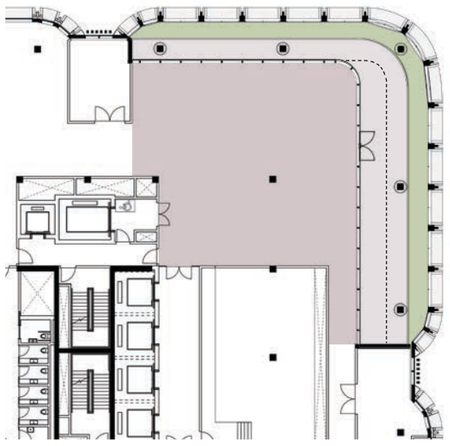


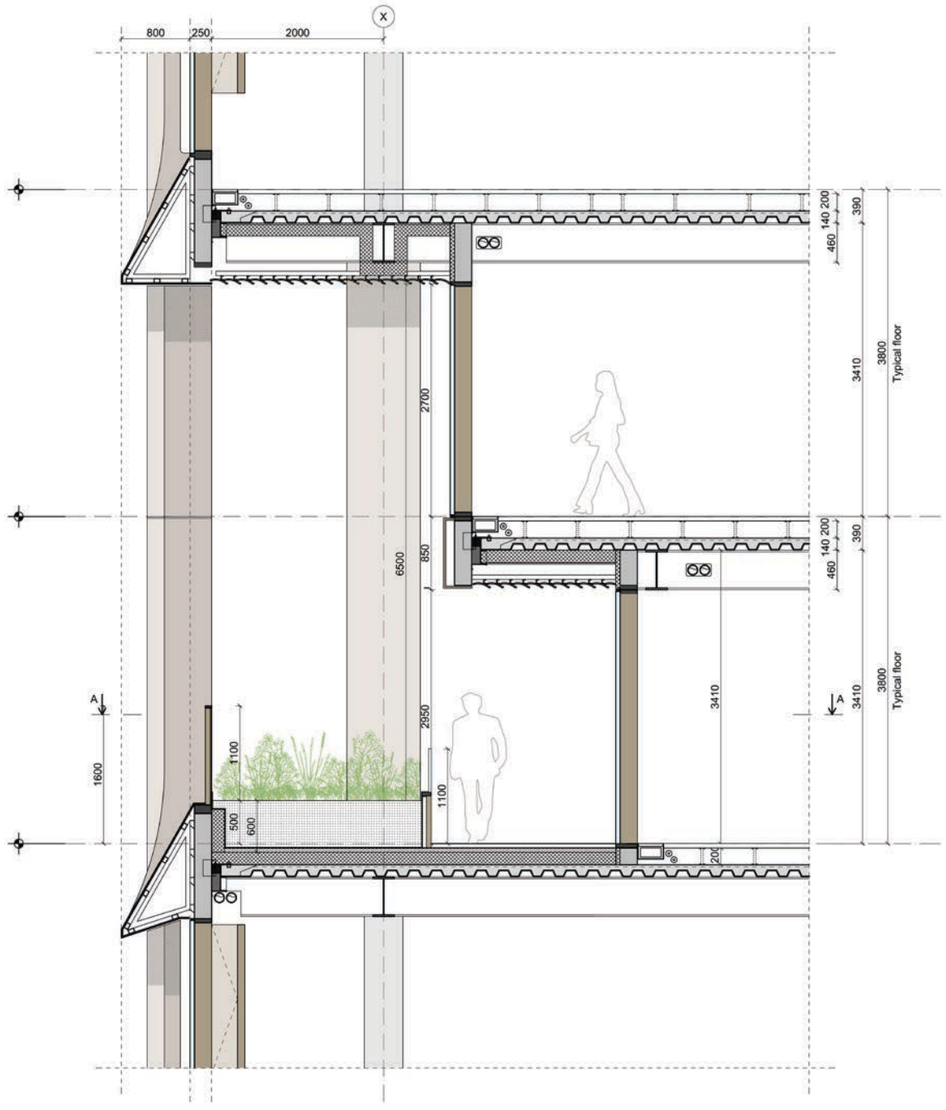
Diagram - Cutaway axonometric of amenity terrace

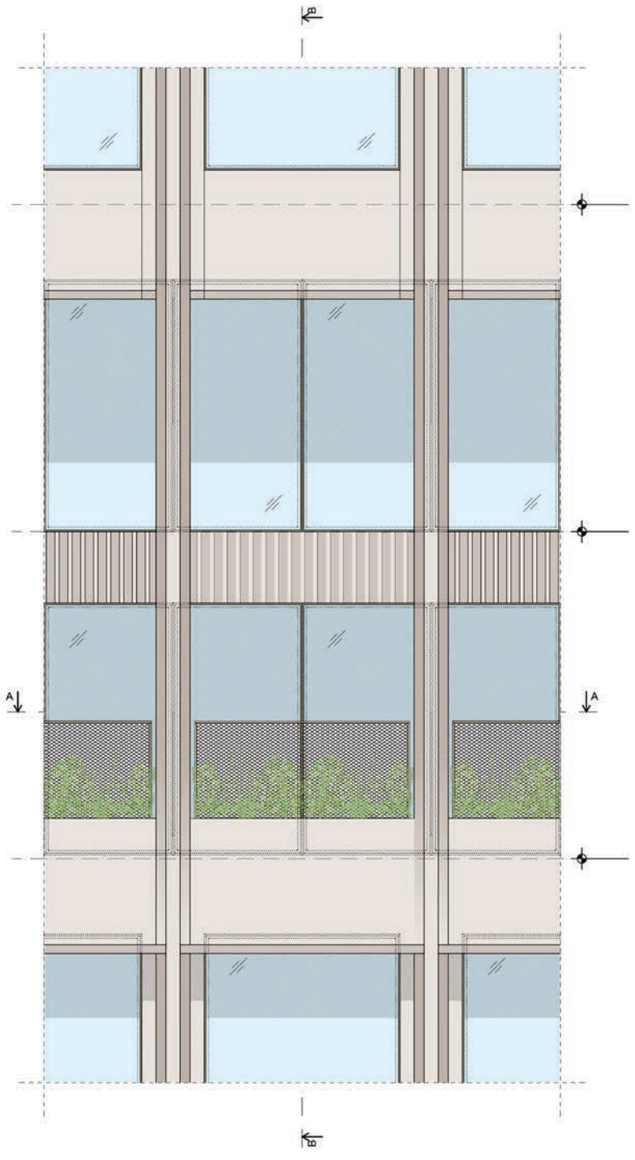


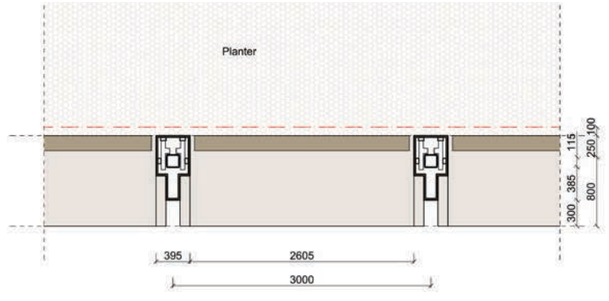
Drawing - Amenity space Level 24



Drawing - Amenity space Level 23







Drawings - Plan, section, and elevation of amenity terrace

Treatment of the amenity terraces

The treatment of the amenity terraces' soffits and balustrades has been initially explored and will be further refined in future development stages.

The soffit is designed as a series of modules or tiles where one scalloped shape can be overlapped and compressed to accommodate both the curvature of the filleted corners, where the inner radius and outer radius differ, and to accommodate differences in the depth of the soffit along either elevation. The colour of the soffit material provides warmth and compliments the planting along the edge.

The terrace design includes two types of balustrades. An inner glass balustrade separates the terrace seating areas from the raised planters, providing both a visual connection and a sense of enclosure. Along the outer edge of the planters, a discreet wire balustrade acts as a fall restraint for maintenance staff, subtly blending into the background when viewed from a distance. This minimalistic wire balustrade allows the planting to remain fully visible, ensuring the greenery stands out as the defining feature of each terrace.

Pending further wind analysis in later stages, there is also potentially the need for a wind mitigation screen near the filleted corner of the L11 and L12 terrace, indicated in plan with a dashed line. This screen will be designed in later stages if deemed necessary.

Illustrative View - Proposed double height amenity space facade design

Illustrative View - Proposed double height terrace on L20, L21

7.6 Breathing Spine

The facade of each Breathing Spine features vertical architectural lamellas made of the same GRC proposed for the rest of the facade. Behind these lamellas are weather louvres. On each level of the tower, on-floor AHUs are positioned behind these louvres and connected intermittently to the facade via plenums. The AHU rooms use this portion of the facade for air intake or exhaust.

The lamellas are mounted to the curtain wall module off-site and connect directly to the curtain wall transom on every level. Doing so eliminates the need for a secondary horizontal substructure exterior to the weather louvres that would visually compete with the vertical reading of the spine.

The Breathing spine is setback from the typical tower facade. The adjacent facade modules return into the spine with a filleted cladding geometry that accentuates the reading of the four tower concept. This is exaggerated at the tower crown where the setback increases.

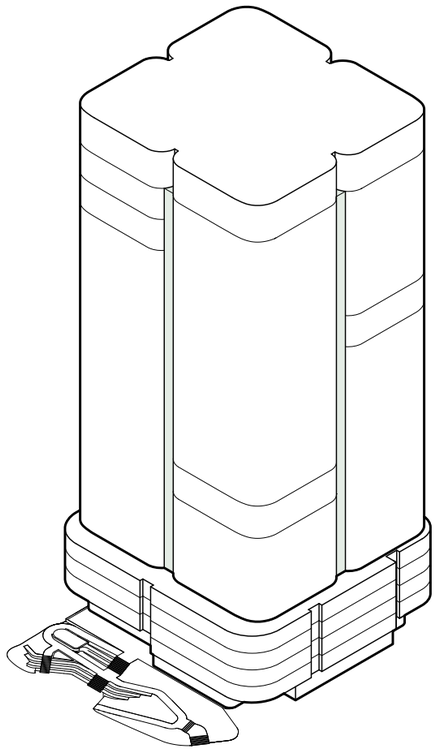
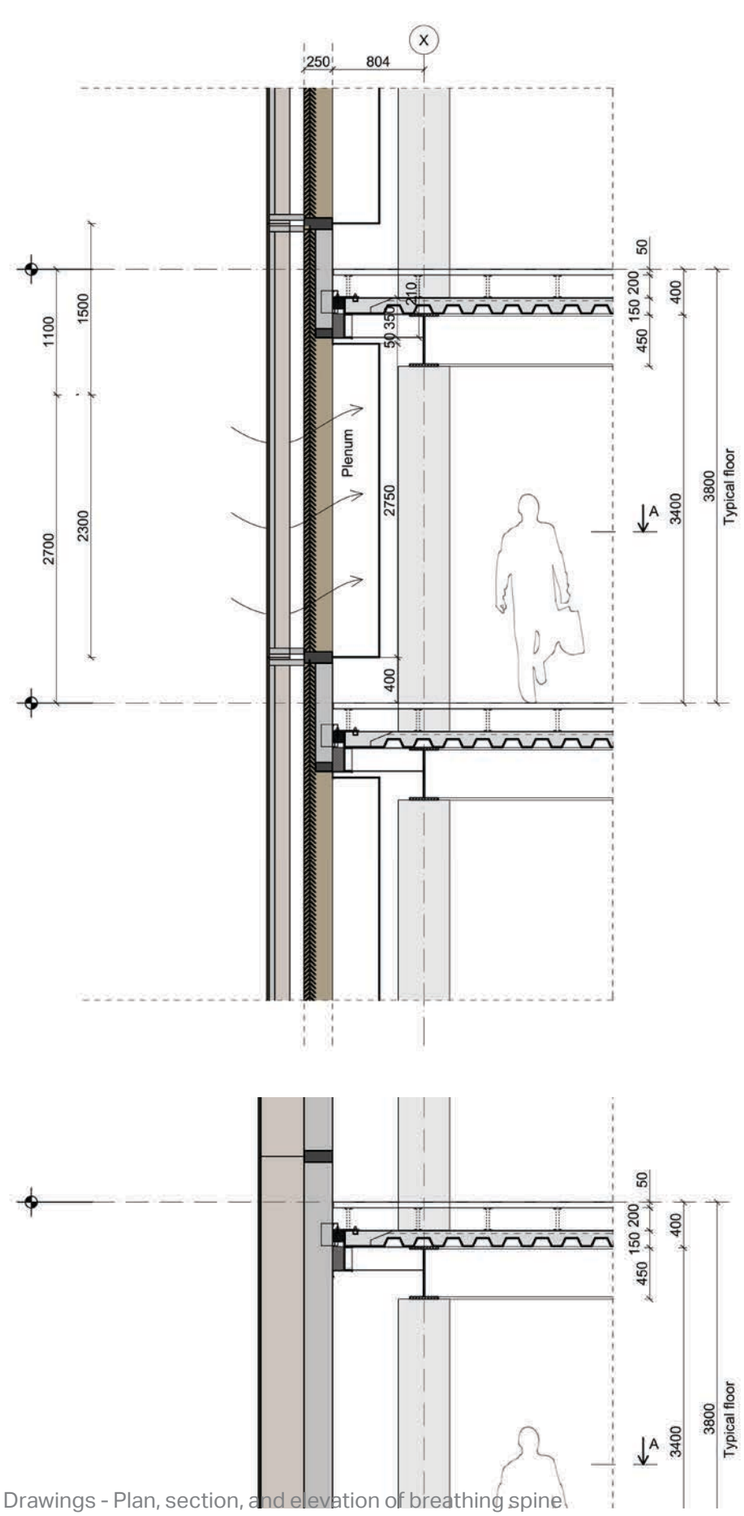
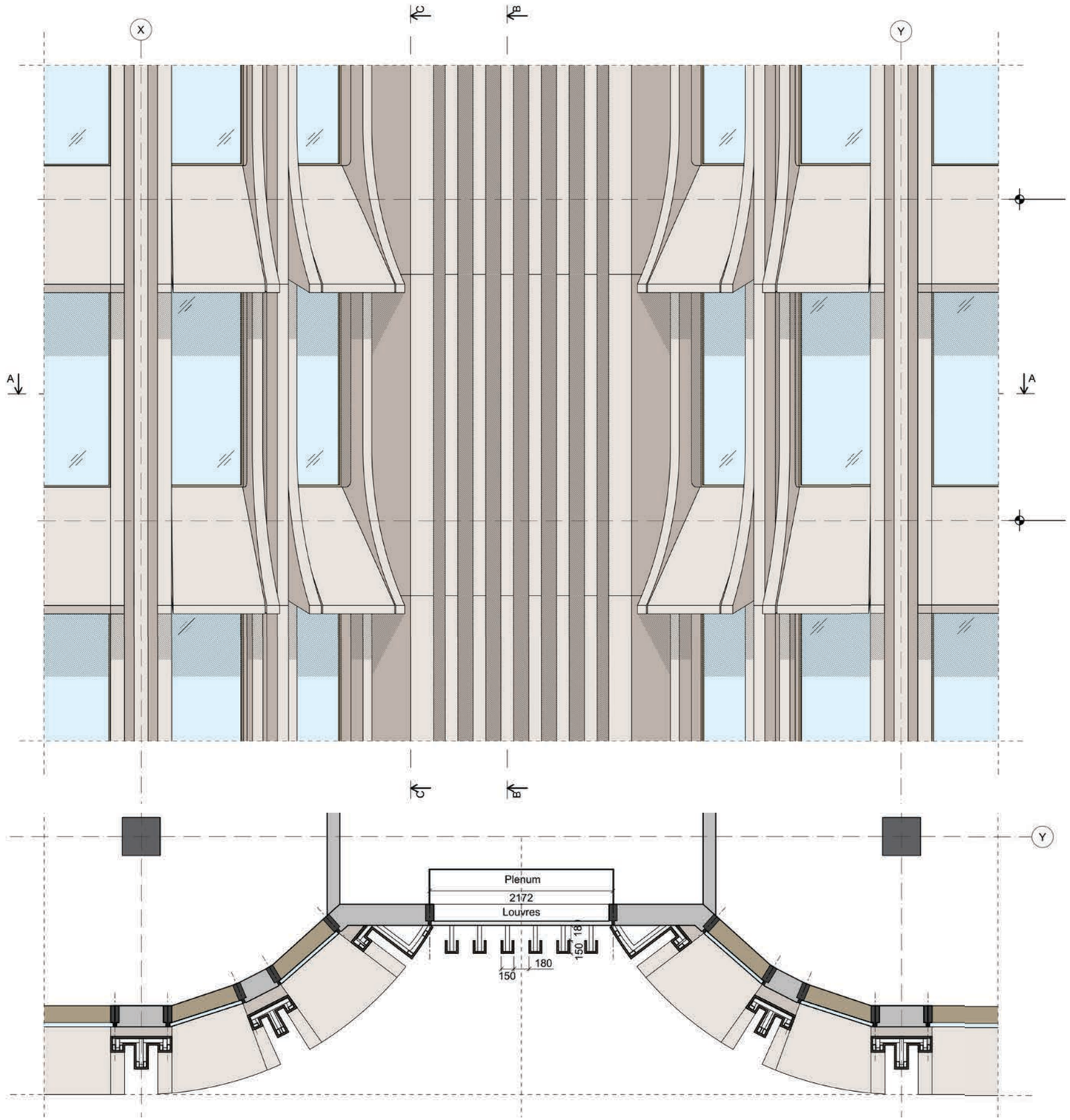


Diagram - Cutaway axonometric of breathing spine





Drawings - Plan, section, and elevation of breathing spine

Illustrative View - Breathing Spine and double-height amenity terraces

Illustrative View - Breathing spine, double-height amenity terrace, and tower crown

7.7 Tower Crown

The top of the tower is defined by a robust and expressive culmination that is consistent on all elevations. The crown clearly defines the top of the massing and also reinforces the concept that the proposed massing has no 'back-side'. There is mechanical space at the top of the tower but it is intentionally concealed. The top most level of the tower below the roof has a mechanical level that is setback from the facade. The glazed facade extends double height up to the roof, concealing the mechanical level from the city. The architectural intent is to have the facade in front of these plant spaces read as the same language as the rest of the tower facade around the entire perimeter.

The vertical GRC cladding extends up to the horizontal cladding aligned to the roof. The angle of the horizontal cladding is flipped relative to the typical floor's horizontal cladding. Doing so calls attention to the crown's importance. Above the horizontal cladding are two additional horizontal GRC elements. The extra elements provide the tower with a robust top, and are spaced with gaps to encourage more airflow down to the mechanical level.

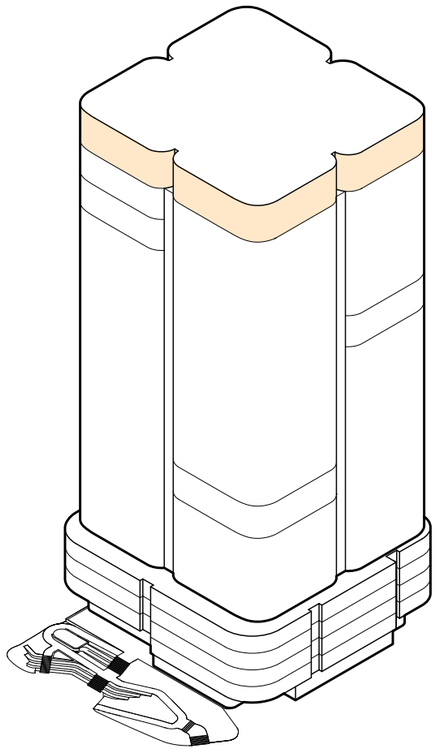
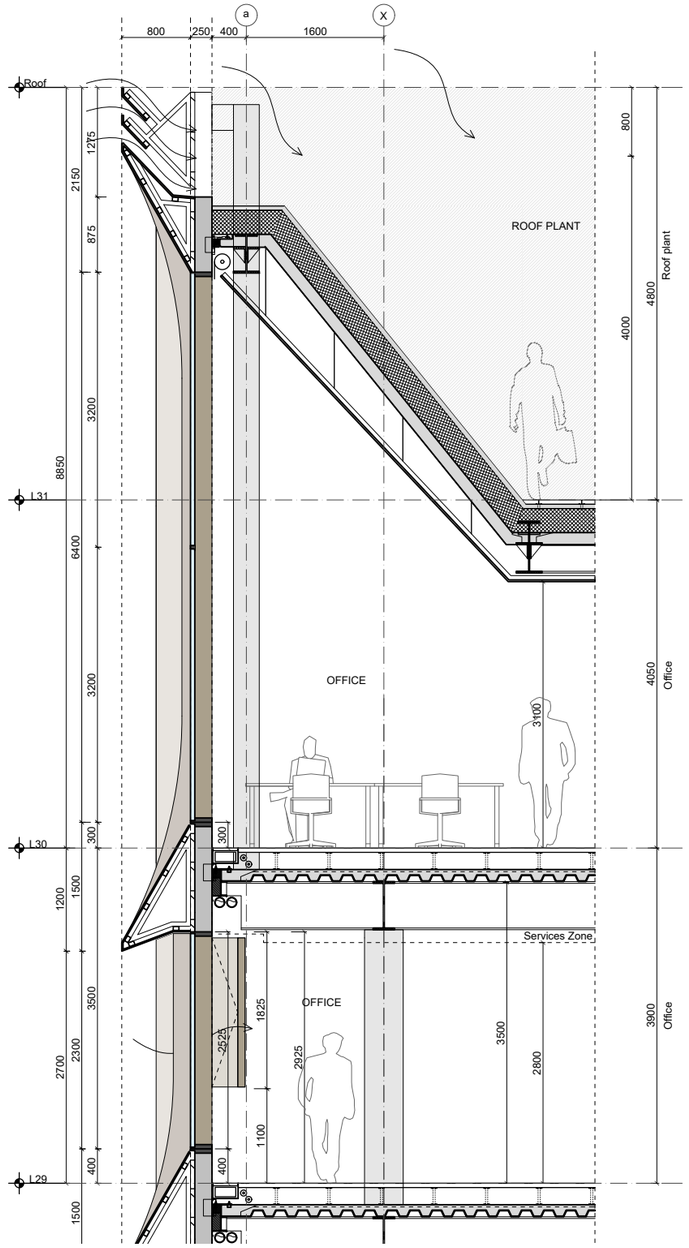
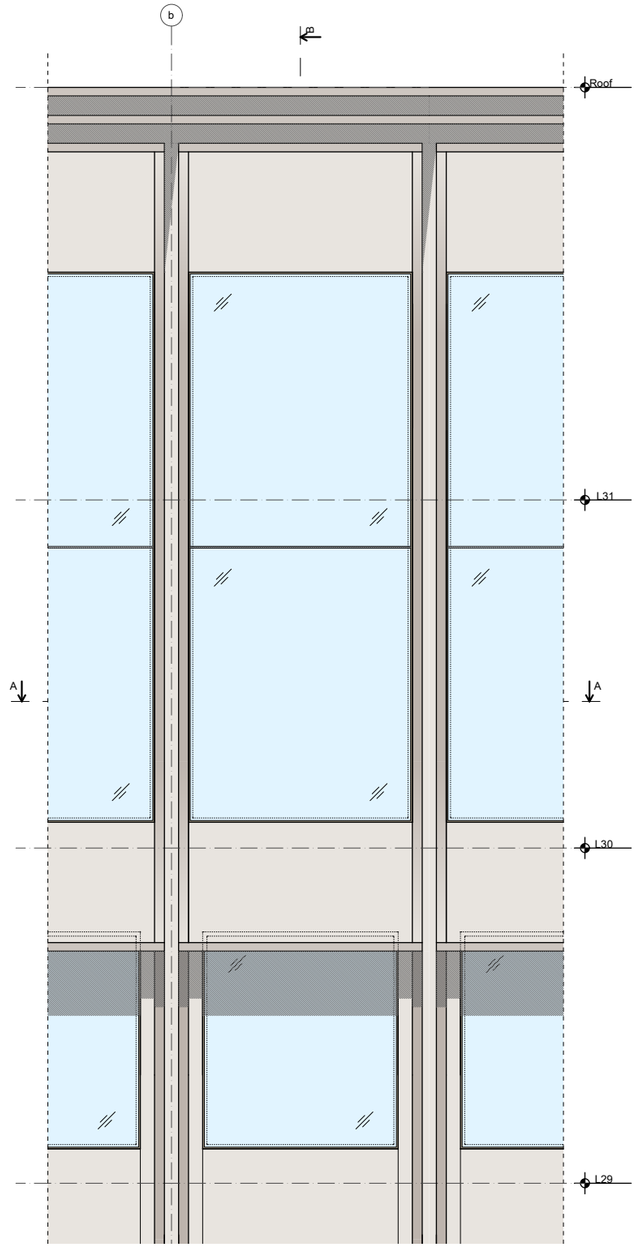
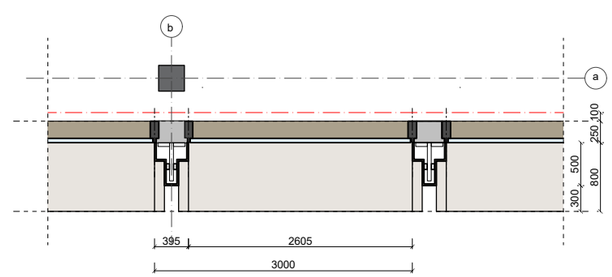


Diagram - Cutaway axonometric of tower crown







Drawings - Plan, section, and elevation of tower crown

Tower Crown Interior

The double height facade treatment also provides internal benefits to users. The soffit slopes up to the top of the double height glazing bringing in ample natural light and offering sweeping views of the skyline. The top of the tower becomes a celebrated moment and a space that attracts all different types of use cases.

While the exterior appearance of the crown has been decided, technical details and interior finishes will be studied in future stages. This includes the facade build-up, the treatment of the interior soffit and ceiling, as well as the potential incorporation of perimeter planting.

Parameters driving the crown facade buid-up type include energy modelling, procurement considerations, and discussions with contractors. Compared to the rest of the tower facade, the crown facade does have high solar exposure. One option to offset the solar gains is a CCF. Another option is a curtain wall with Venetian blinds in the cavity within the DGU. Careful consideration will be taken when choosing the facade details based on technical, environment, and aesthetic parameters. The location, treatment and detailing of an intermediary horizontal transom and integration with shading elements will also be studied in detail in future stages. The intent will be to minimize the visual impact of an intermediary transom and shading elements.

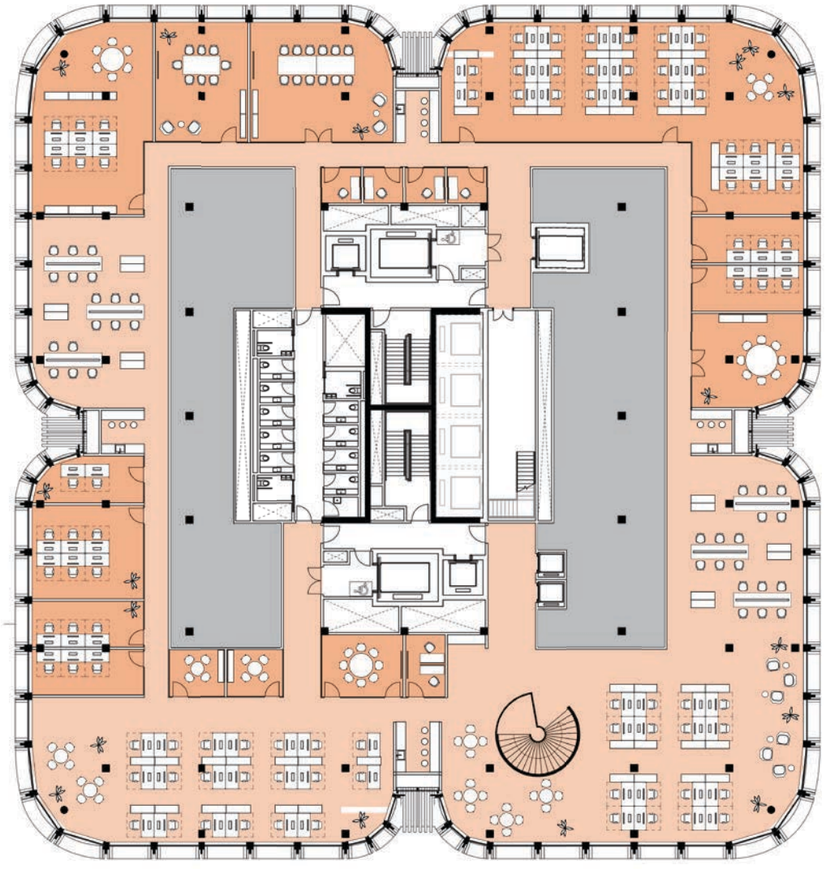
The upstand on L30 will be 300mm instead of the typical 400mm. This is due to the need to accommodate a thicker beam in the floor build-up and not to impact the clear height of L29 below. On L30, columns are transferred to stand closer to the facade rather than the typical 2m distance from interior face of curtain wall to grid line. Without the transfer, columns would land somewhere in the middle of the slopping soffit. A cleaner looking design, pushes these columns out towards the soffit and frees up a generous interior span.

Illustrative View - Interior of L30 tower crown

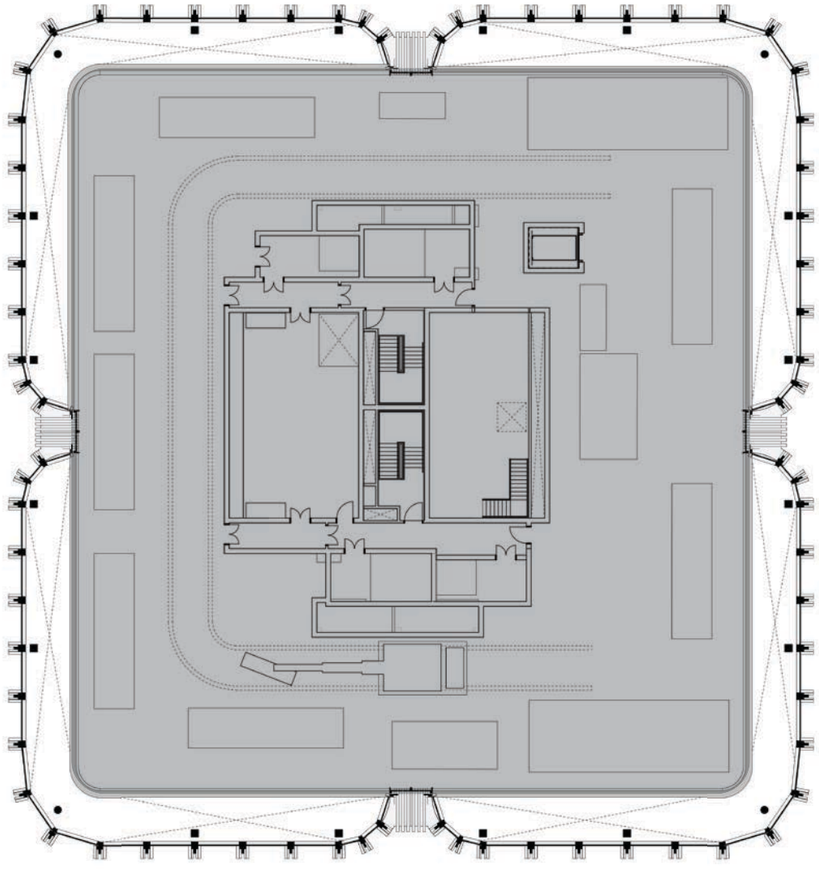
Illustrative View - Interior of L30 tower crown

Tower Crown Consistent Perimeter

At the top of the tower, plant space has been located inset from the facade. On L30, where only some plant space is required, the plant space is located around the core allowing for a continuous glazed facade and accessible perimeter. On L31, the plant space is set back from the glazed facade, allowing for double height spaces for L30 along the perimeter. Combined, these two levels allow the crown facade to read as a continuous treatment all the way around the perimeter.



Level 30 - Half Plant



Level 31 - Plant

Illustrative View - View from Regent's Park

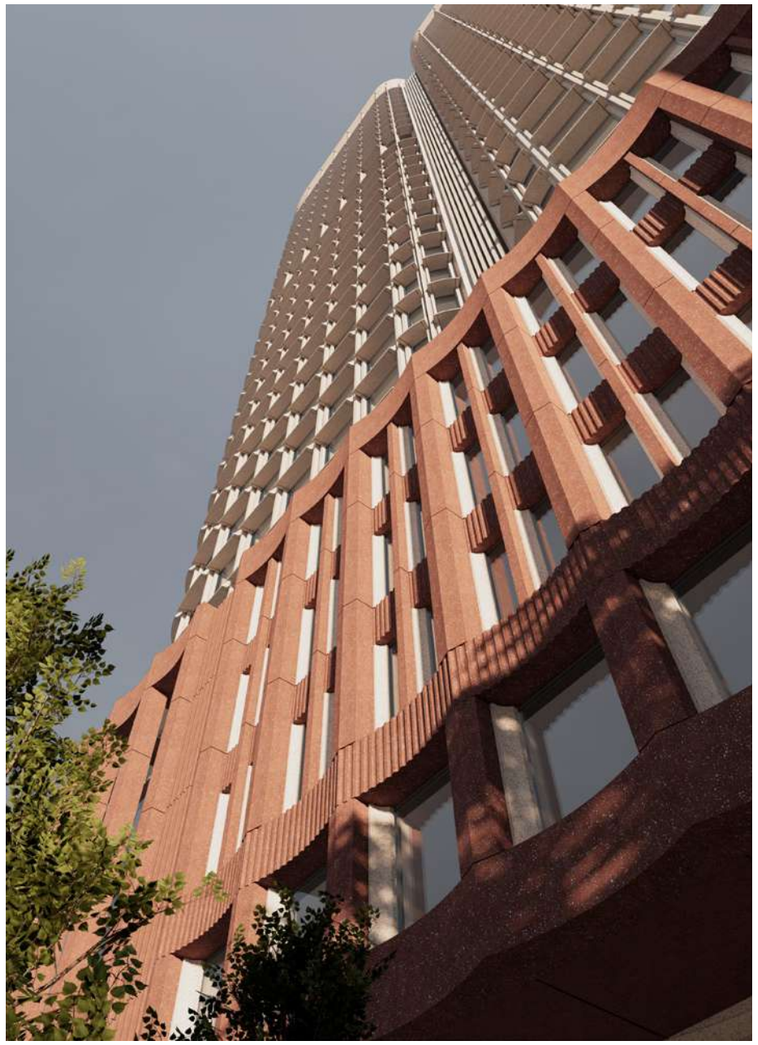
Consistent Facade Treatment

Viewed from a distance, one reads the facade in front of the plant space as a consistent treatment on all four of the tower quadrants. The massing also has a clear silhouette with one clear horizontal datum defining the terminus of the tower.

Verified View - Looking north on Tottenham Court Road

Robust & Deliberate Top

The prominent horizontal band of GRC that defines the top of each of the four towers reads as a deliberate and robust edge that clearly defines the massing's apex.



Illustrative View - Looking up from street level

Reinforce 4 Towers in Articulation & Materiality

The Breathing Spines, interrupting the continuous horizontal band and extending to the top of the tower, emphasize the hierarchy of articulation within the four quadrant concept and supports the reading of each of the four towers as distinct.

Verified View - View from FItzroy Square

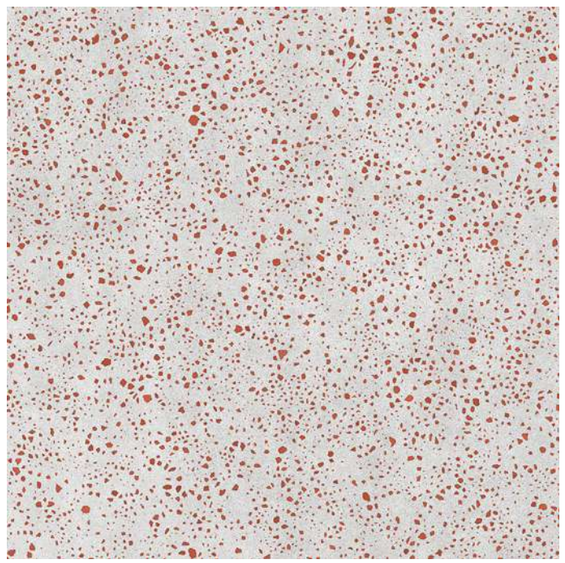
Illustrative View - Tower crown

7.8 Materiality & Colour Palette

The choice of glass-fibre reinforced concrete (GRC) for the facade cladding contributes significantly to the desired sense of solidity and robustness. The proposed light stone tone also relates to other tall buildings in Camden, in terms of both colour and texture; notably, Space House, Centre Point, and The Standard Hotel.

To provide the tower material with warmth and to create a relationship to the tone of both the podium and surrounding brick buildings in the immediate context, the aggregate in the GRC is intended to be reddish brown. This subtle inclusion provides a contextual link that is appreciated both on distant views and up close as users can experience the tower facade material looking out their window or by stepping onto an amenity terrace.

The size of the aggregate and the specifications of the material will be defined in more detail in future documentation but the size of aggregate is likely to be maximum 6-8mm dependent upon the physical properties of the material and the manufacturing process.



Illustrative View - Material colour and aggregate reference

Verified View - Looking north on Tottenham Court Road

Illustrative View - Euston Tower in the foreground, Centre Point in the distance

Photograph - Material tone precedent - Standard Hotel

Photograph - Material tone precedent - Space House

Materiality - Glass-fibre reinforced concrete (GRC)

Embracing a design ethos rooted in solidity and a ‘carved’ aesthetic, the choice of glass-fibre reinforced concrete (GRC) for the facade offers the potential for a sculptural and robust external surface. GRC undergoes rigorous testing through accelerated aging processes in laboratory conditions and real-life installations. The durability and aging process of GRC is comparable to a quality architectural pre-cast concrete, ensuring a lasting and resilient facade.

7.9 Elevations

Drawing - North elevation - Brock Street

Drawing - South elevation - Euston Road

Drawing - East elevation - Hampstead Road

Drawing - West elevation - Regent's Place Plaza

7.10 Flexibility and Adaptability

The principle of designing for future flexibility and adaptability has been applied across multiple layers of the proposed development. It is a key driver to ensure that the building is fit for purpose and can be updated in future, to prevent premature obsolescence and unnecessary waste. It responds to challenges working with the existing building, which are detailed in Section 2.16. Focus has been given to the following areas where flexibility and adaptability are key to ensuring the long-life use of the proposed development.

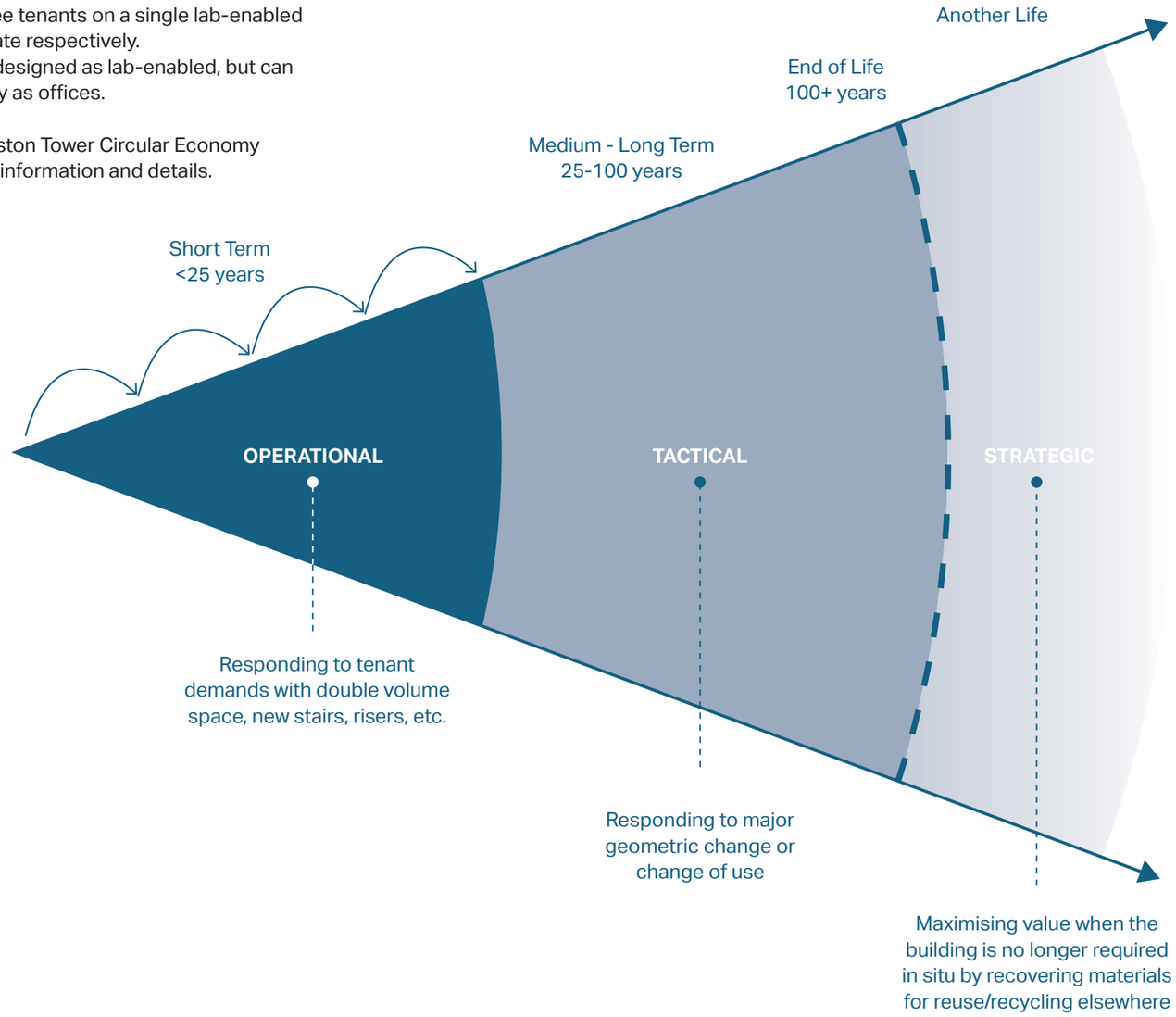
Superstructure
- Rational, optimised internal column grid, with regular and clear spans and open floorplates, accommodate short term flexibility in the layout such as changing tenant workplace fit-outs.
- A composite metal deck floor system is accommodating of local penetrations in the floor for short term flexibility.
- The floor design will include structural soft spots for slab openings, to enable connectivity between multi-floor occupiers for double height spaces and/or other inter-storey connections.
- A soft core that enables easier flexibility around the core for modifications such as new risers.
- Structural loading and floor to floor height have sufficient capacity for a range of future alternative uses (e.g. residential).

Facade (Skin)
- The facade and spatial layout is based on a standardised and regular planning grid. This modularity simplifies planning and enhances flexibility in workplace design.
- Potential inclusion of openable vents in the facade make it flexible to different occupier demands, and could be adapted to provide additional ventilation where required (e.g. residential use).
- Should adaptation necessitate a different facade (due to material lifespan or performance), the facade is independent of the primary structure and could be removed without impacting the structure.

Services
- An all-air system with minimal ductwork and high-level servicing enables changeable layouts without ductwork configuration.
- Power and data distribution is accessible, either exposed at high level (lab-enabled floors), or within the raised access floor (office floors), enabling a “plug and play” approach.
- Space for central services, and riser allowances, are likely to accommodate that required for alternative uses (e.g. residential). If needed, structural adaptations are less intrusive due to the soft core.

Floorplates (Space)
- The core arrangement is designed to enable floors to accommodate multiple tenants across floors, and up to two and three tenants on a single lab-enabled and office floorplate respectively.
- Levels 03-11 are designed as lab-enabled, but can function efficiently as offices.

Please refer to the Euston Tower Circular Economy Statement for further information and details.

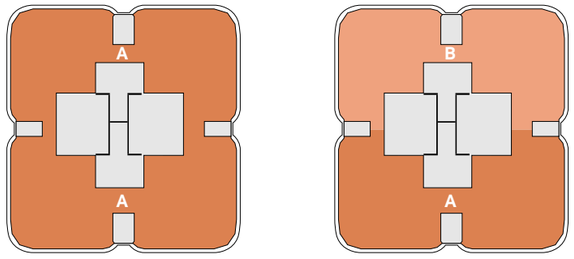


OPERATIONAL
Short Term (< 25 Years)

Tenant Demise

The proposed workplace floorplates, provide the opportunity for split tenancy arrangements across single levels if required. Up to 3 no. Individual tenancies per level are possible on office floors.

Below are indicative tenancy splits for a typical office floorplate.

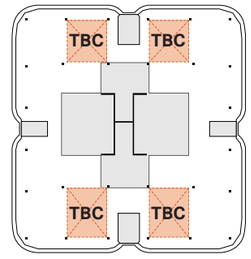


Core / MEP
Tenant A
Tenant B
Tenant C

Vertical Connections

The floor system is accommodating of small, local penetrations. For larger penetrations, the floor design will include structural soft spots for slab openings, to enable connectivity between multi-floor occupiers for double height spaces and/or other inter-storey connections.

The below, indicative diagram shows potential soft spot locations. The opportunities will be developed further as part of the technical design co-ordination.



Core / MEP
Potential double-height space

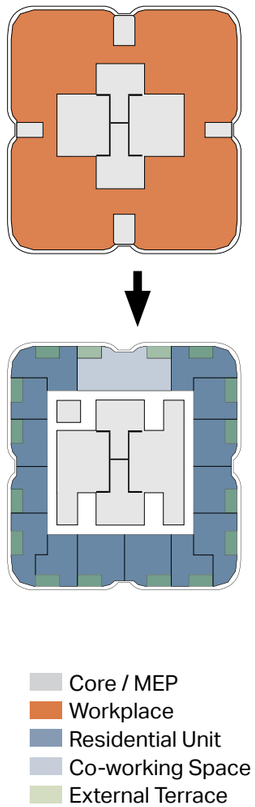
TACTICAL
Medium - Long Term (25-100 Years)

STRATEGIC
End of Life (100+ Years)

Change of Use

Scenario modelling has been conducted testing the technical feasibility of a future change of use. This can be delivered using the same structure as in the proposed development, and possibly the same facade.

The diagrams below demonstrate a potential configuration if required. Extensive further technical development would be required in the event of this change.



End of Life Recovery

End of life recovery has been considered across the proposed development. The following are proposed and these will be further investigated through detailing of the building elements in the following project stages.

Superstructure
- The steel frame will be designed with bolted connections and sections are recoverable for reuse/ recycling.
- The composite metal deck will be separated into its constituent materials and recycled using advanced recycling techniques. Considering the direction of travel in the industry, future advancing technologies and the work carried out on the proposed development in testing the feasibility of reusing in-situ concrete, it may also be possible to reuse the decks in future.

Facade (Skin)
- The facade system is connected to the primary structure by a bolted connection to a cast-in channel, meaning the facade can be decoupled without impacting the primary structure.
- The individual units are designed to be separable, so that the major materials (glass, aluminium, GRC) can be separated for recycling.

Services
- All services are accessible and removable via BMU/ goods lifts.
- Most of the major services equipment can be disassembled/removed with incurring no/minimal damage. This means that, where the relevant capability exists, equipment can be refurbished for reuse.
- Equipment that is metallic and homogeneous (e.g. sheet ductwork, cable trays, etc.), have high potential for recycling.

Another Life (100+ Years)

Change of Use

Beyond the flexibility and adaptability discussed previously, the proposed development has been designed with consideration of how it would be adapted to provide other uses in the future, e.g. residential accommodation (or similar for instance hotel, student accommodation).

The analysis demonstrates that workable residential layouts are possible, while retaining the full structure. This is enabled by the following strategies specifically:

Structure / Space

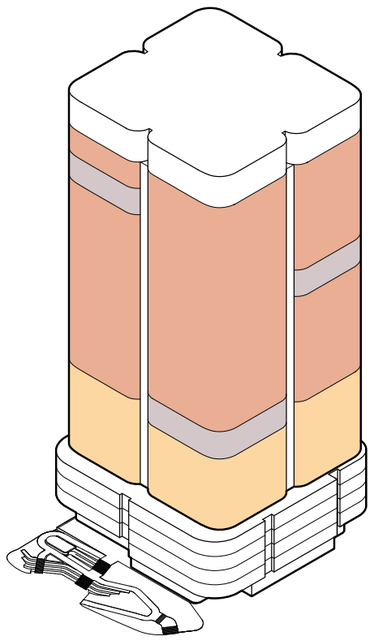
- Loading capacity is capable of supporting typical residential loads, with a check on partition allowances.
- Soft core principle enables adaptations to the core, such as additional lifts, risers, etc., while composite metal deck floor system is accommodating of local penetrations.
- Floor to floor heights are sufficient to accommodate change of use, without having to deconstruct the floors.
- **The full structure would be retained in this change of use scenario.**

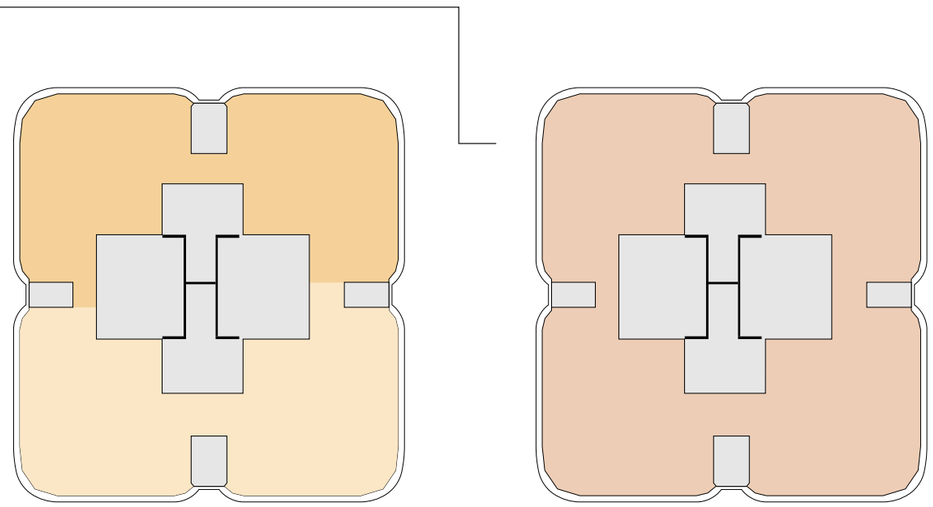
Facade (Skin)

- Planing grid and regular floorplate make it possible to retain the facade in a residential conversion.
- Glazing ratio is limited to control heat gain.
- Where included, an openable vent could be adapted to provide additional ventilation, or similarly via the inset balconies.
- **This would maintain the ordered and calm appearance.**
- Should conversion necessitate a different facade (due to material lifespan or performance), the facade is independent of the primary structure and could be removed without impacting the structure.
- All primary materials are separable and recyclable.

Services

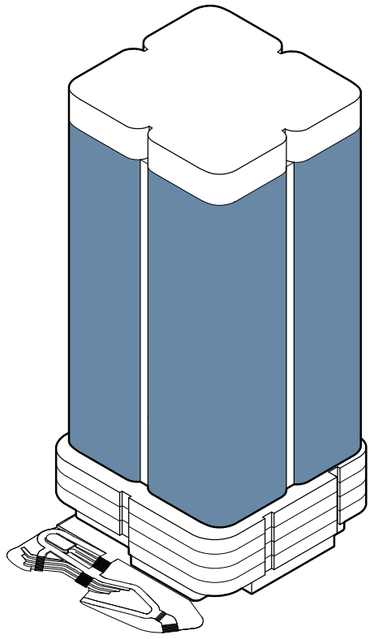
- Space for central services, and riser allowances, are likely to accommodate that required for residential use.
- If needed, structural adaptations are less intrusive due to soft core.
- All services are accessible and removable via BMU/ goods lifts.

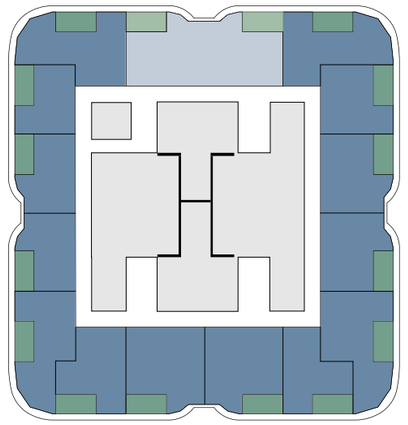




Typical lab-enabled

Typical office





Typical residential

Core / MEP
Workplace
Lab-enabled
Write-up
Residential Unit
Co-working Space
External Terrace

8.0
PODIUM

Illustrative View - Enterprise Space access from Hampstead Road - teal overlay

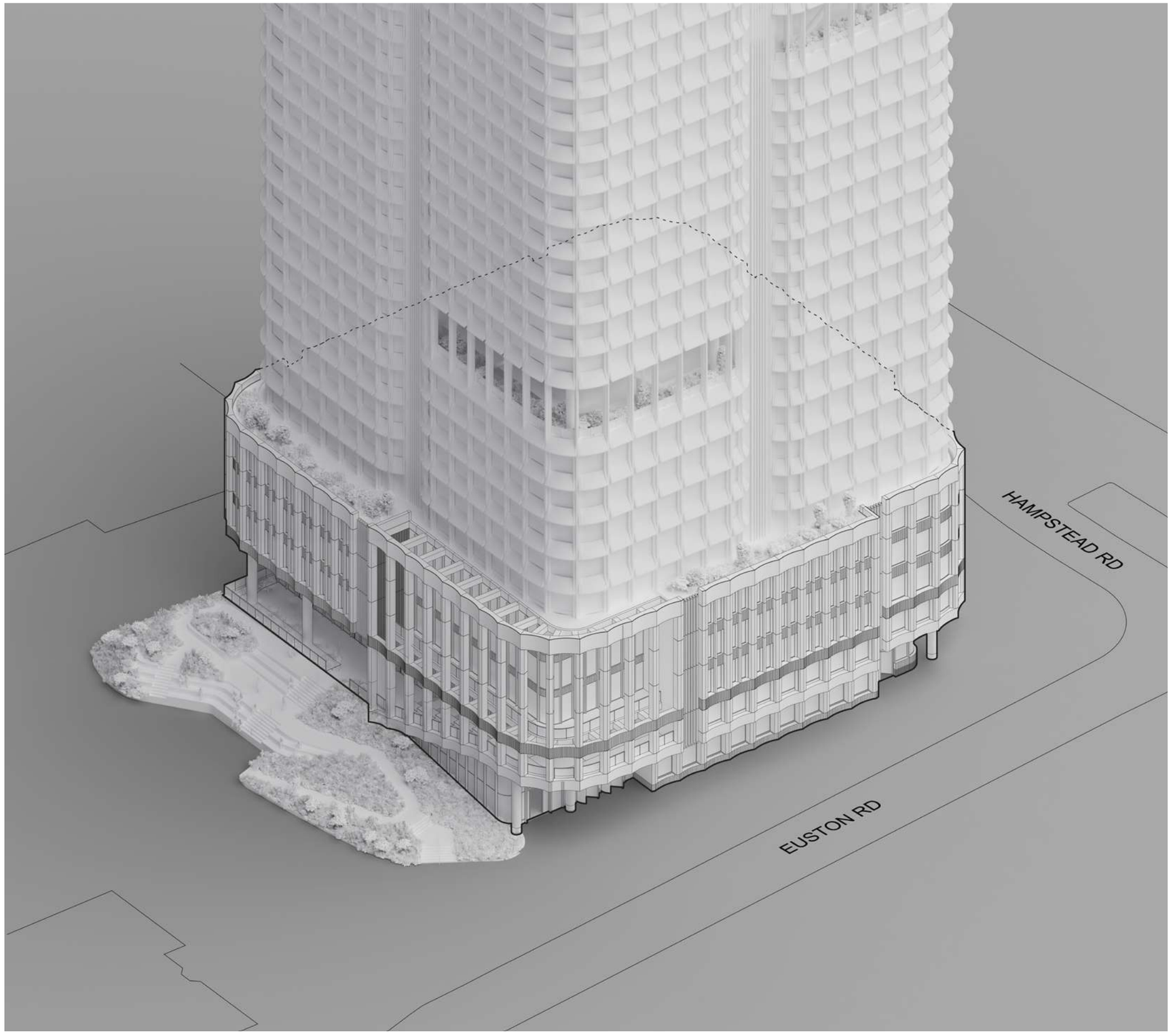


Diagram - Podium overview

8.0 Podium

This chapter of the report explores the guiding principles shaping the podium, including the approach and access strategy, affordable workspace, tenant and public programmes, facade design principles, oversailing strategies, street widening, and the approaches to planted terraces.

The chapter explores how the proposed podium establishes a connection between the tower and the public realm. It introduces inviting spaces that offer glimpses into what is being developed in the tower's upper levels.

The overarching ambitions for the podium are centred around the creation of spaces that connect, create and provide opportunities for local residents and communities. The podium has been designed to create improved microclimate conditions for pedestrians in the public realm through multiple methods including integrating wind mitigation into the podium's architectural expression, whilst also adding interest and activation to the streetscape.

8.1 Podium Massing Principles

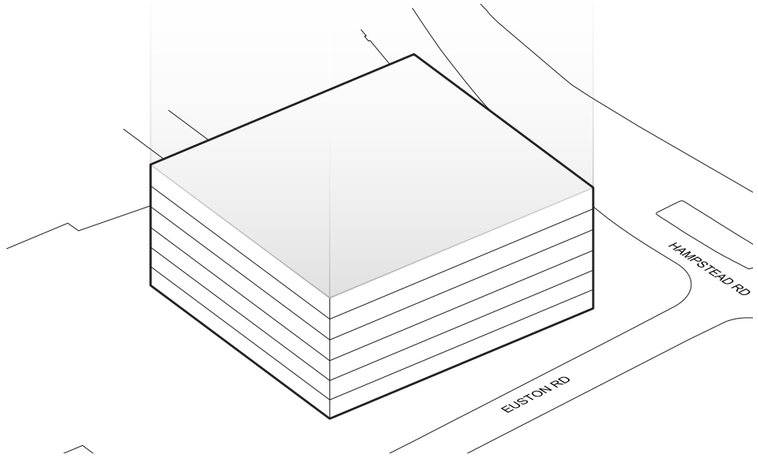
The podium's massing development has involved a thorough collaboration with the London Borough of Camden, incorporating community input from workshops and consultations with the Client and Design Teams. The outcome is a podium uniquely sculpted to foster connections, create opportunities, and cater to the needs of local residents and businesses.

This process has resulted in six key design principles, explained more fully on the opposite pages, but summarised here:

- The podium's spatial arrangement was established at the outset of the project, but the programme and layout was left flexible to respond to the community engagement process.
- The podium is fundamental in responding to and mitigating the site's microclimate, focussed on creating a usable and safe environment all year round.
- The podium is comprised of a series of layers, each able to accommodate different functions and spatial arrangements.
- Entrances are clearly expressed in the architecture of the podium as part of the access, approach and wayfinding strategy.
- Canopies, projecting from the podium, are used to highlight entrances as well as to improve the local microclimate.
- The podium is harmoniously integrated with the proposed landscaping design, including corner terraces. It reinforces the new Regent's Place Plaza with improved activity, retail offers and public realm.

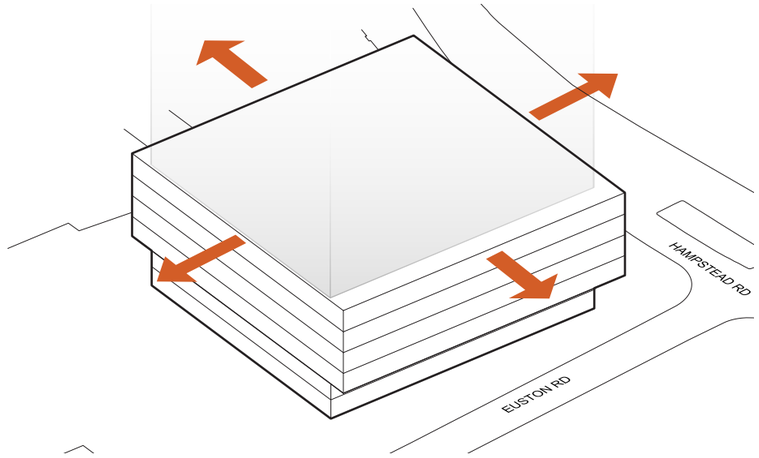
An overview of the development of that massing is illustrated on the opposite page.

Verified View - View from south-east intersection of Hampstead Road and Euston Road



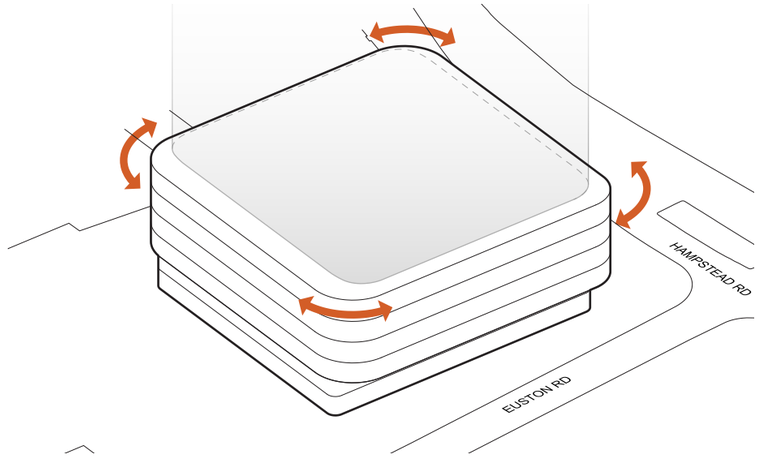
01 Podium Volume

The podium consists of the first six levels of the Proposed Development, spanning from Ground Floor to Level 05, which simply extrudes the tower footprint into a single flexible volume.



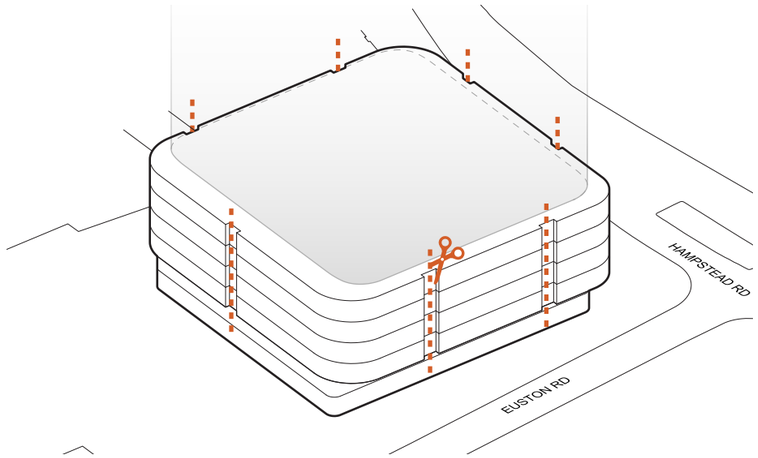
02 Shelter

Projecting Levels 02-05 outward improves the local microclimate, disrupting downdrafts and protecting pedestrians from wind and weather.



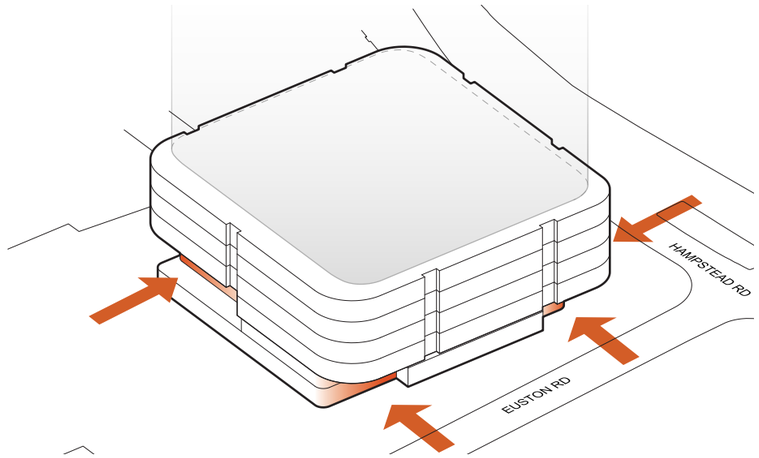
03 Rounded Corners

The corners of the podium volume are rounded off, matching the articulation of the tower above, improving sightlines around the corners of the building and creating a characteristic expression experienced from the streetscape.



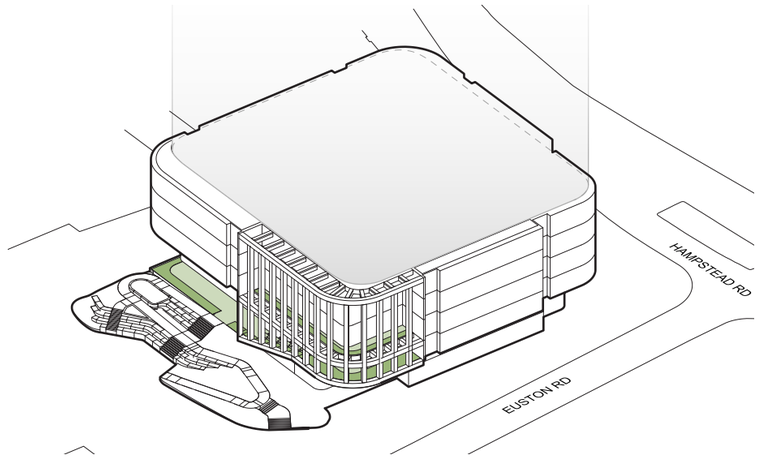
04 Division of Mass

The podium volume is now split into smaller elements, strategically breaking down the mass into distinct units that both downscale the building volume and support varied uses, whilst still being read as a curated collection of neighbourhoods, each imbued with its own character and purpose.



05 Entrance Pockets

The primary entrances are clearly defined by shaping the first two levels—pulling and pushing to create sheltered pockets in front of each entrance. This not only highlights the entrances but also provides larger sheltered canopies over entrances catering to both office users and members of the public.



06 Corner Terraces

Outdoor terraces are located at the south-west corner of the podium at Levels 02 & 03 for optimal daylight conditions and connection to Regent's Place Plaza, providing an extra layer of quality and diversity to the podium whilst also increasing urban greening and biodiversity in support of the landscaping proposals for Regent's Place Plaza.

8.2 Approach & Access

The entrances to both the podium and tower are designed and located to ensure simple and legible access for both office users and members of the public. Recessed entrances at Ground Floor and Level 01 create obvious signage and wayfinding points, with large canopies providing protection against weather and wind conditions.

The north-east recess marks the primary entrance to the Proposed Development's Enterprise Space (as outlined further in Chapter 8.4 and the Enterprise Space Framework document submitted in support of this application) with clear access to Level 01 via stair and lift. A series of internal double height spaces and a more visually open facade type help provide activation and interest to these areas along Hampstead Road and Brock Street.

The lobby entrance on south-west corner provides clear access to the reception and lift lobbies that access the tower workspaces. The lobby entrance on the south-east can be adapted to lead into a cafe space providing a place to meet formally or informally. The lobby is publicly accessible and the vision for a public cafe should help reinforce this as a space for members of the public to feel welcome.

The entrance from Regent's Place Plaza is situated on the west side at Level 01, accessible via the terraced landscape and accessible sloped path. Architecturally this entrance is defined by a lifted podium canopy at the north-west over the cafe, creating a double-height open terrace.

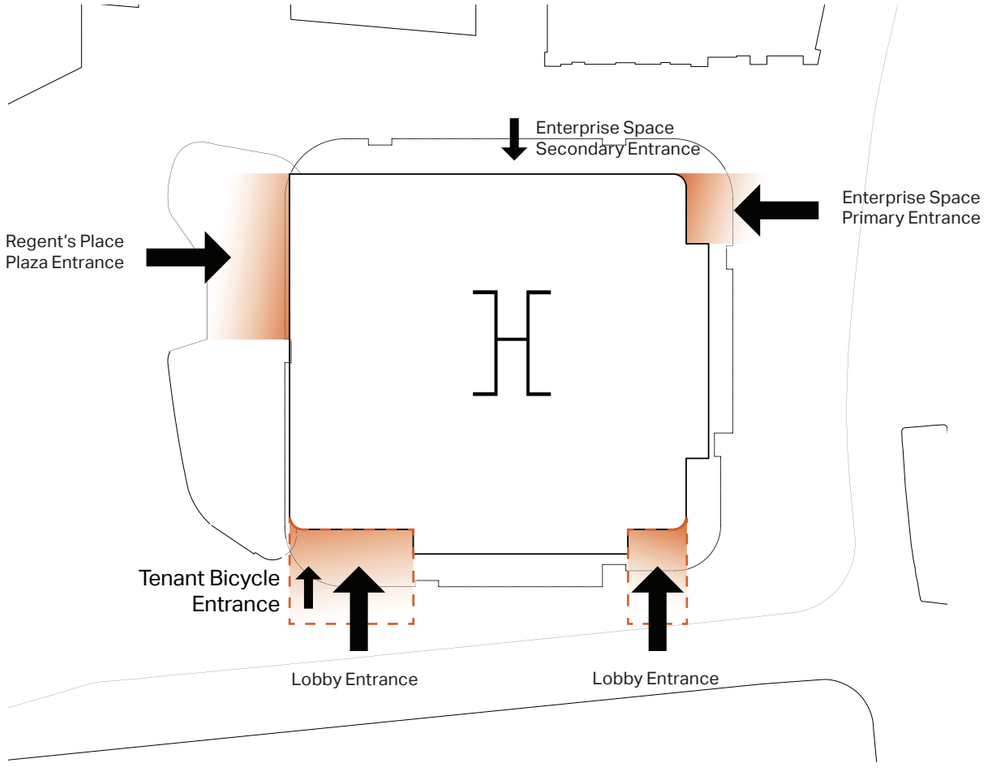


Diagram - Access through recessed entrances

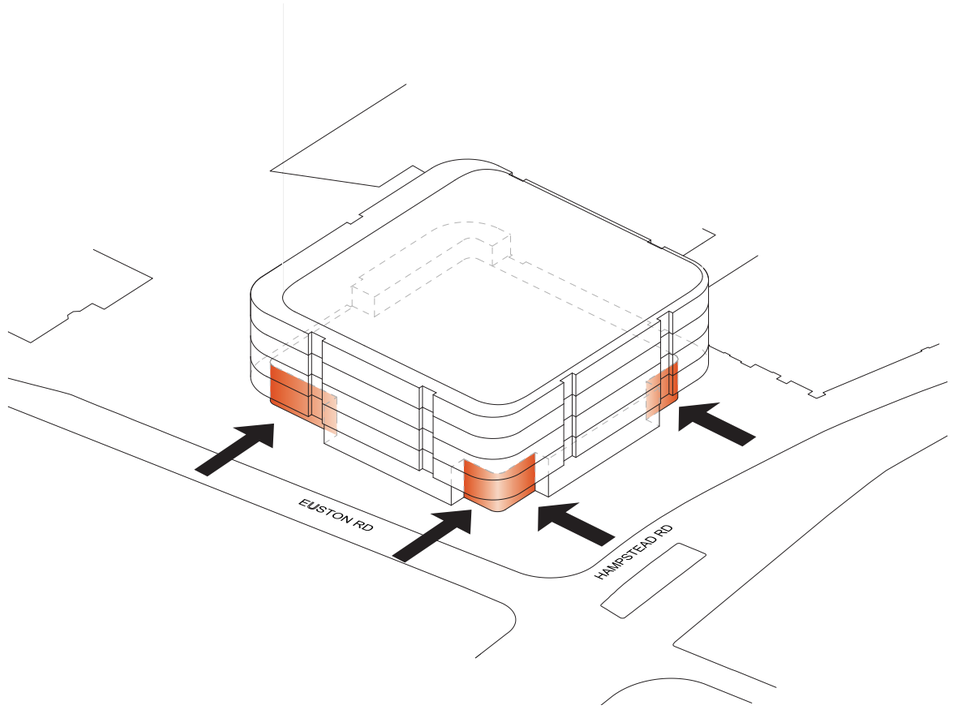
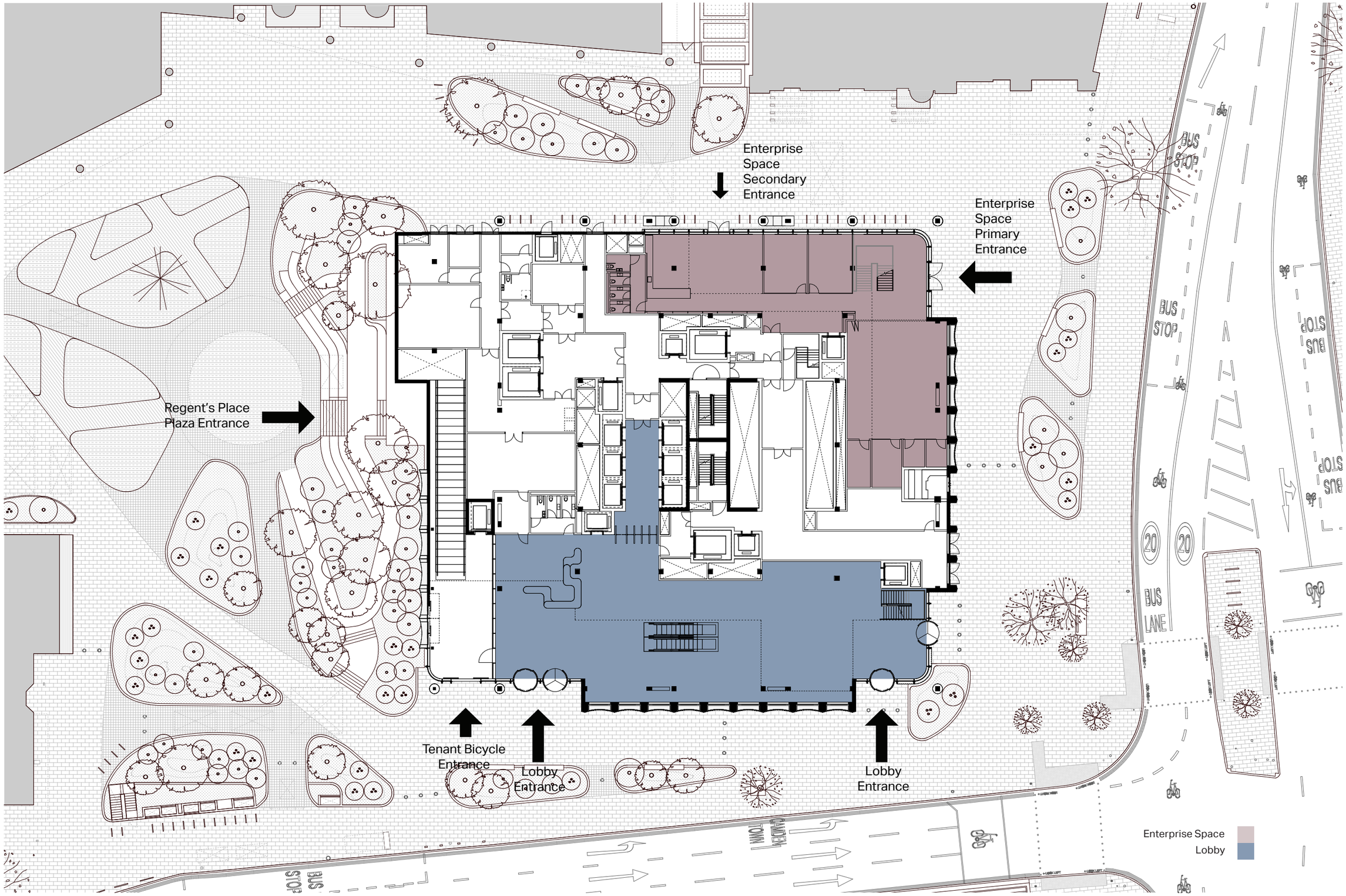


Diagram - Recessed entrances at the four corners of the podium



Drawing - Ground Floor plan showing split between tower lobby and Enterprise Space and associated entrances

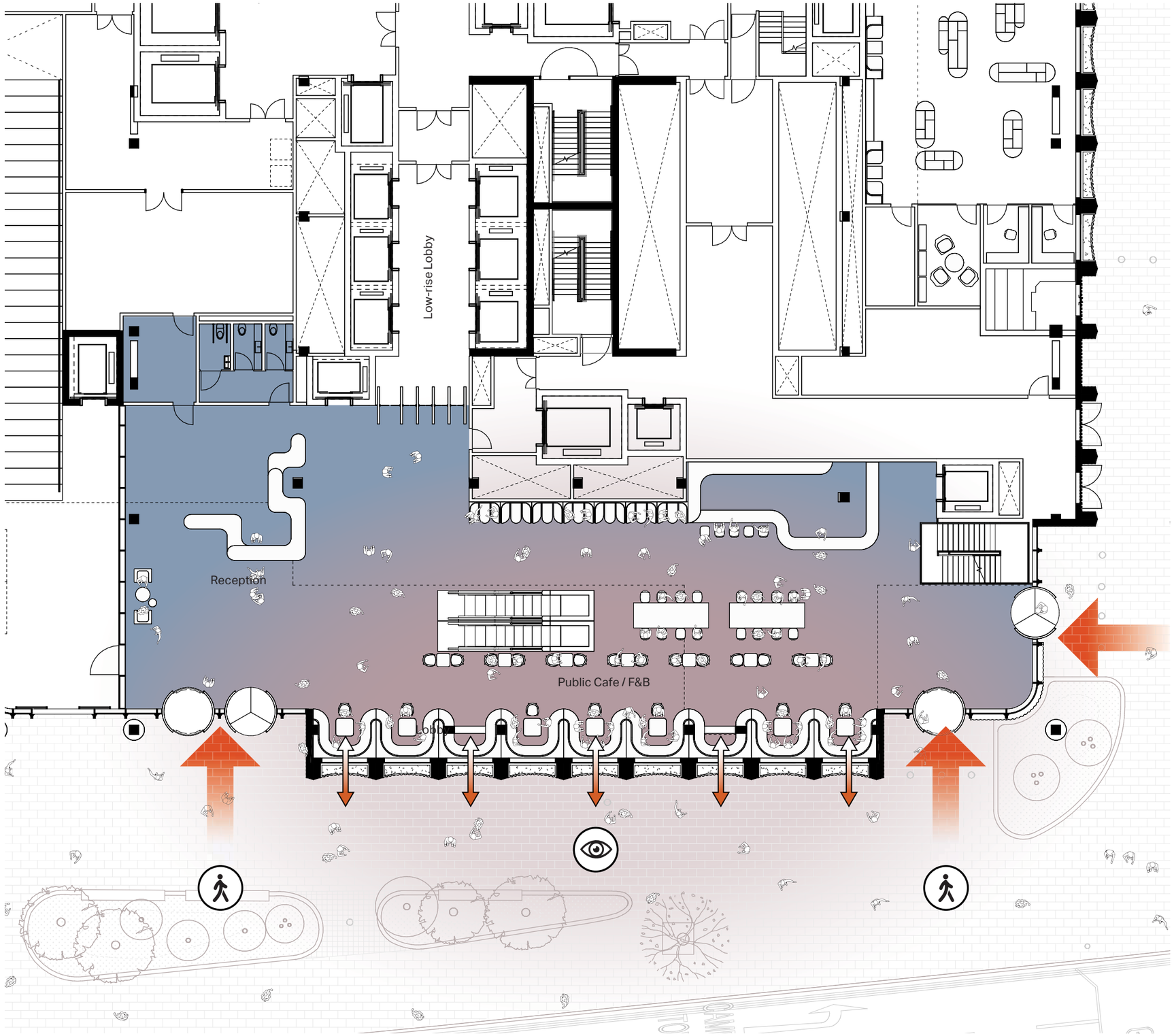
8.3 Tower Lobby & Public Cafe

The tower lobbies of the podium extend from Ground Floor to Levels 01 and 02. This element of the podium functions as the gateway to the lift lobbies serving the tower levels, which comprise the lab-enabled and workspaces. These lobbies also accommodate areas for reception, wayfinding, and a public cafe, allowing for a diverse range of people using the space and thereby publicly activating the ground level Euston Road facade.

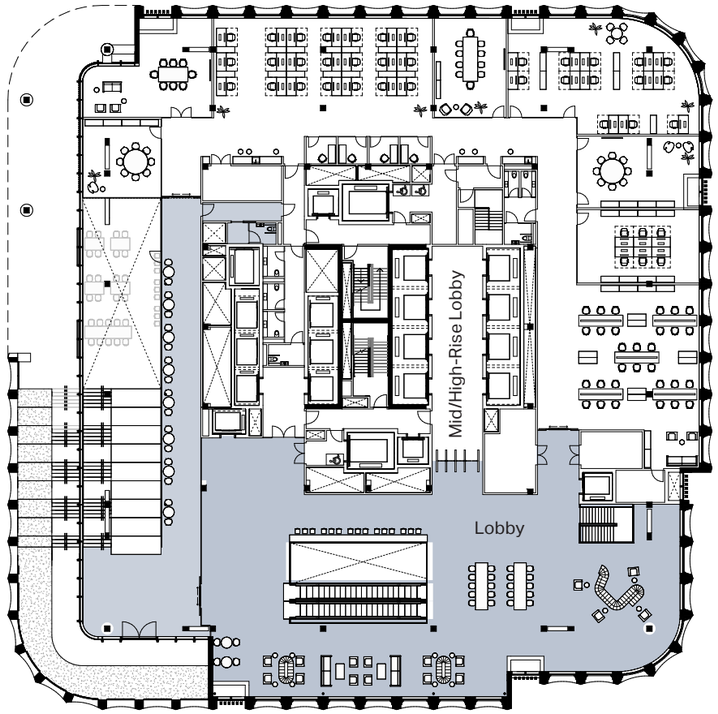
The tower's vertical transportation (VT) strategy has been developed with due consideration to parameters such as the number of levels served, total occupancy ratio and use distribution. This has resulted in two VT strategies working in tandem, with single-deck lifts serving the lab-enabled levels and double-deck lifts serving the mid-rise and high-rise office levels. This approach, requiring two types of lifts, demands an entrance lobby split over three levels. The single-deck lifts serving the lab-enabled levels are accessed through the Ground Floor lobby. These single-deck lifts stop on each floor of the lab-enabled levels in both the podium and the tower. For office levels served by double-deck lifts, access is provided through lobbies at Levels 01 and 02. The double deck lifts are divided into stops either on odd or even levels. Upon entry, building users are guided to the relevant lobby depending on the destination level.

The Ground Floor lobby includes space for a public cafe / F&B offer which will serve and activate the space and provide a meeting point for tenants and members of the public alike. The lobby design seeks to provide a versatile environment for both formal and informal gatherings, providing opportunities for individuals or groups to collaborate or relax. The cafe seating has been arranged along the ground level glazing to provide an activated and evolving billboard of public life along the length of the Euston Road facade. The level of glazing along this facade is intended to provide transparency and visibility between the pavement and public realm outside and the public cafe inside, encouraging pedestrians to venture in and take advantage of the cafe offering.

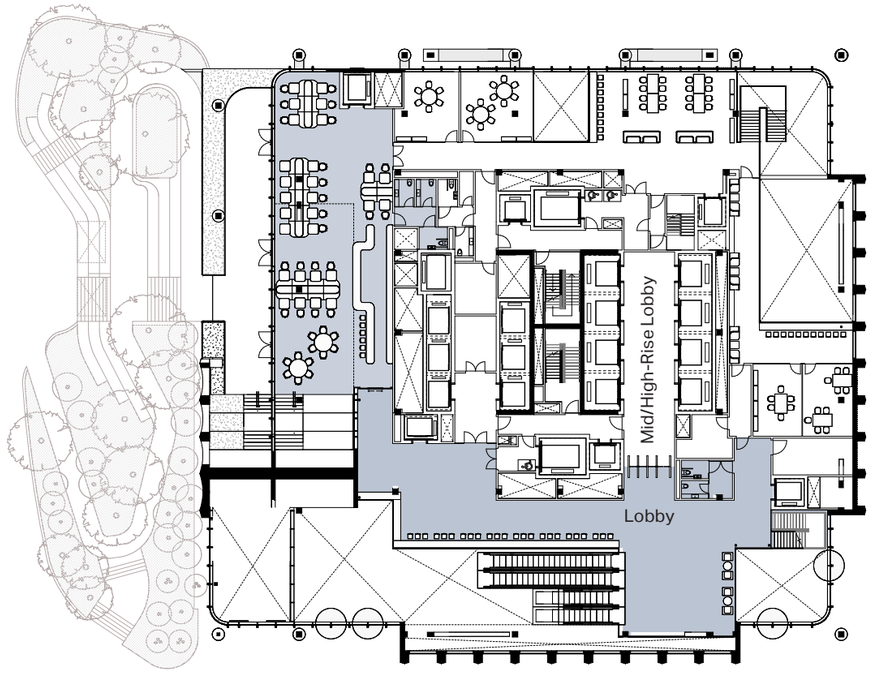
The Ground Floor lobby is designed to be accessible, inclusive and welcoming space for all users of the building. The public cafe plays an important role in this; encouraging interaction between members of the local community, visitors, passers-by, and people who work in the building; and inspiring interest in the technology and innovation work happening on the levels above. This approach is expanded upon on the following pages.



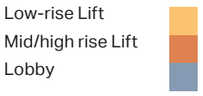
Drawing - Ground Floor illustrative floor plan



Drawing - Level 02 illustrative floor plan



Drawing - Level 01 illustrative floor plan



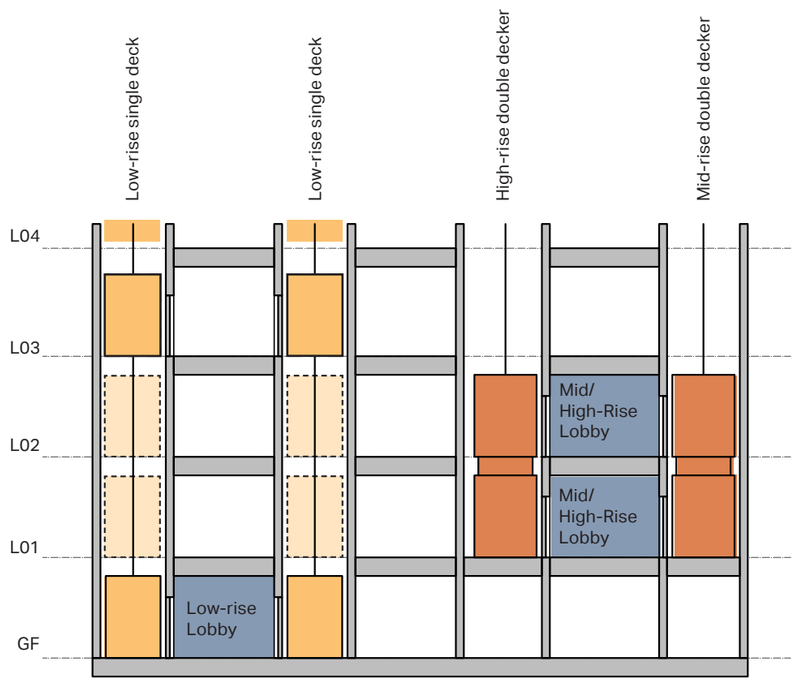


Diagram - Multi level lobby condition spans three podium levels

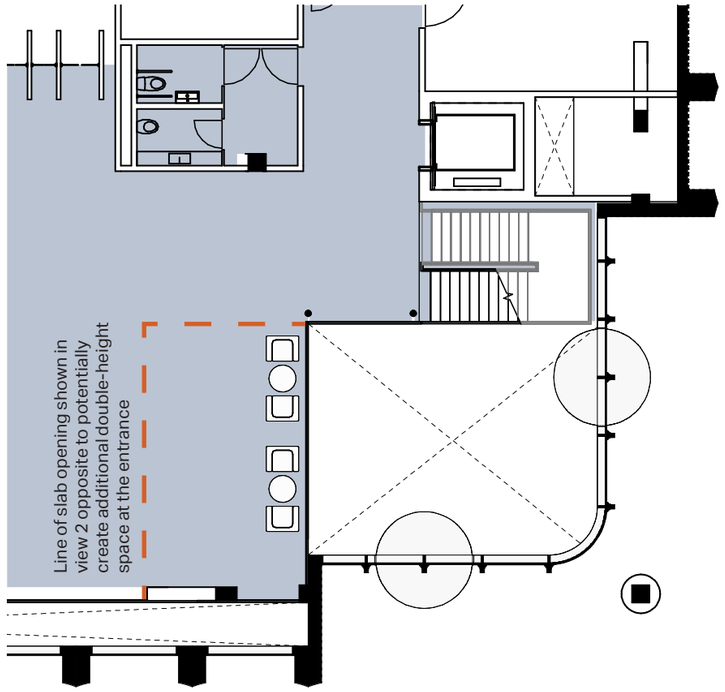
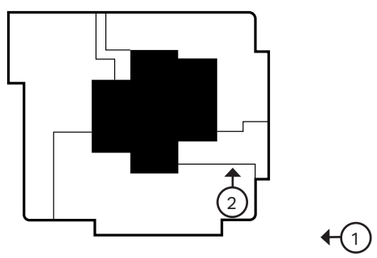
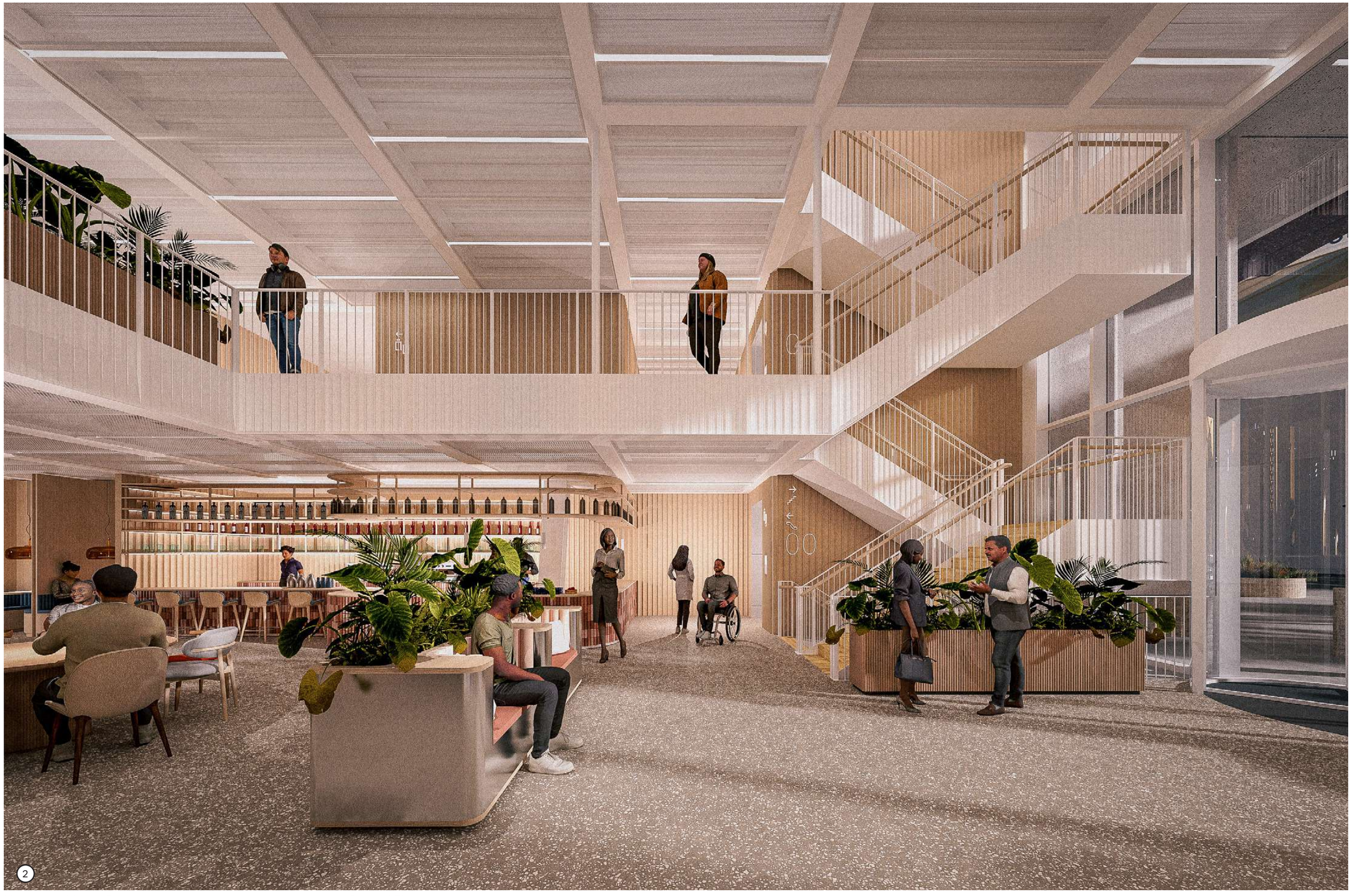


Diagram - Level 01 illustrative floor plan indicating line of floor slab shown in view 2 opposite



Illustrative View - South-east entrance provides access to tower lobby and public cafe / F&B space



Illustrative View - South-east entrance indicative interior on Ground Floor

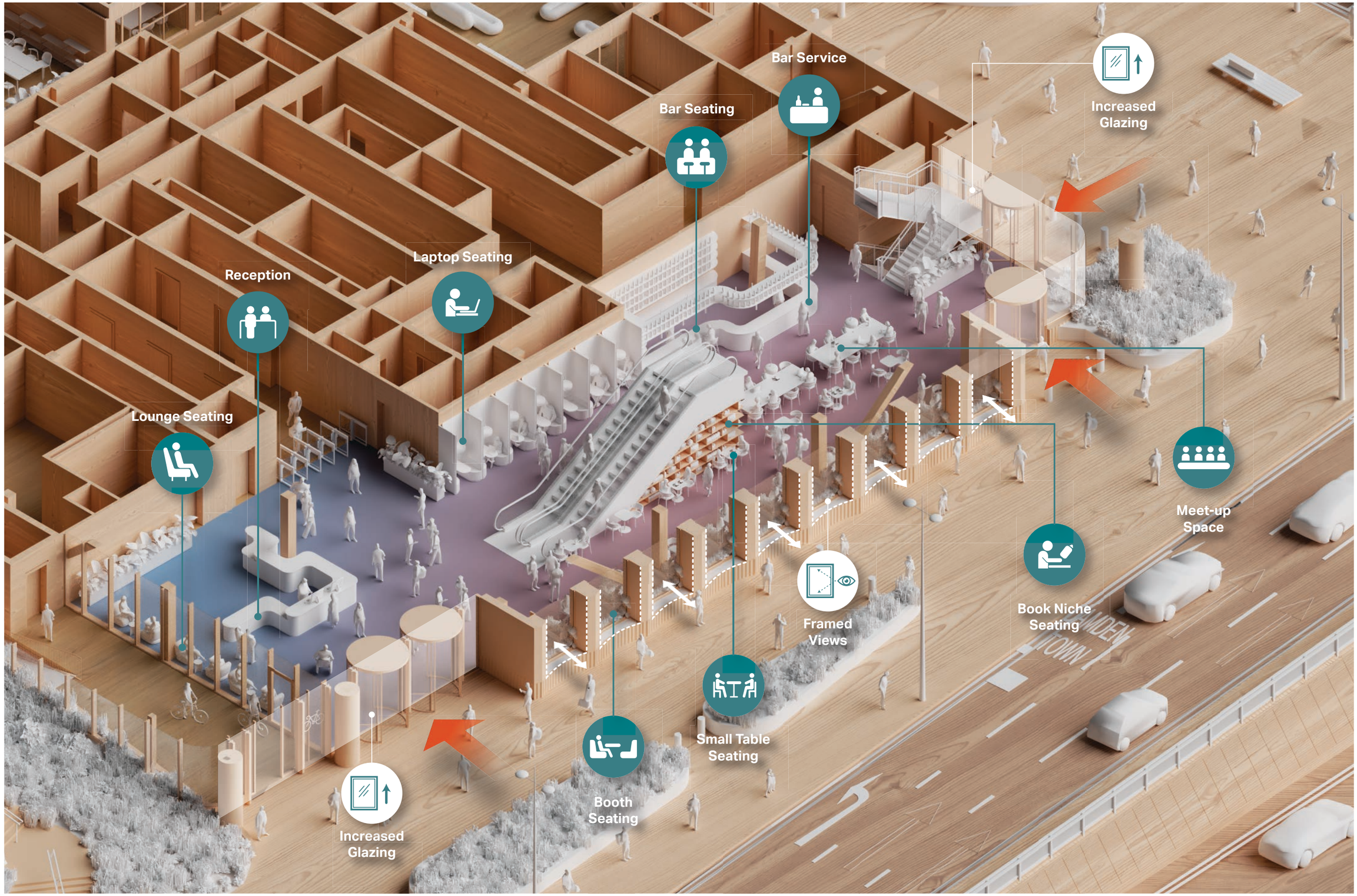


Diagram illustrating access, visibility, and zoning of the Ground Floor tower lobby

Illustrative View - Indicative public cafe space at Ground Floor

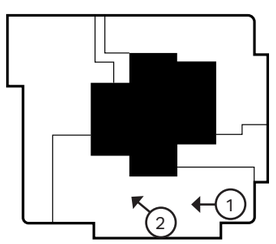
Illustrative View - Indicative public cafe space at Ground Floor

The diagram opposite illustrates the main features of the Ground Floor tower lobby, including its access, visibility, and zoning.

The entrances have been designed for intuitive wayfinding with large amounts of glazing and recessed areas that shelter and mark the entrances. This glazing helps increase the transparency and enhances the visual connection to the public realm along Euston Road, inviting passers-by to enter and see what's happening inside.

The lobby incorporates a public cafe space, zoned with a variety of furnishings to accommodate for a range of user groups. More extrovert, highly visible seating is located at the facade to display the public and welcoming qualities of the space, whilst calmer, more individual spaces are located towards the core. The interior look and feel has been developed to create a welcoming, civic quality. Together, these qualities mark an ambition to make this space more than just a tower lobby, but a contributor to local public life.

The provision of the public cafe space in the lobby provides opportunities for connection and interaction between different user groups. The ambition is the movement of different groups of people through the space, visitors occupying the same space as people working in the building, will connect people and encourage diverse activation across the course of the day, all providing a lively atmosphere to the Ground Floor along Euston Road.



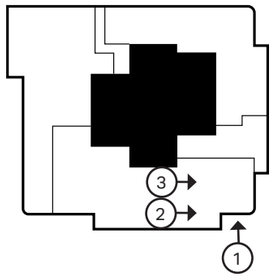
Illustrative View - Public cafe space at dusk, looking from Euston Road

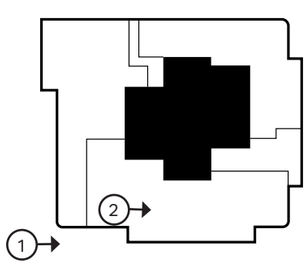
2

Illustrative View - Indicative public cafe space at Ground Floor

3

Illustrative View - Indicative public cafe space at Ground Floor





Illustrative View - South-west entrance provides access to tower lobby

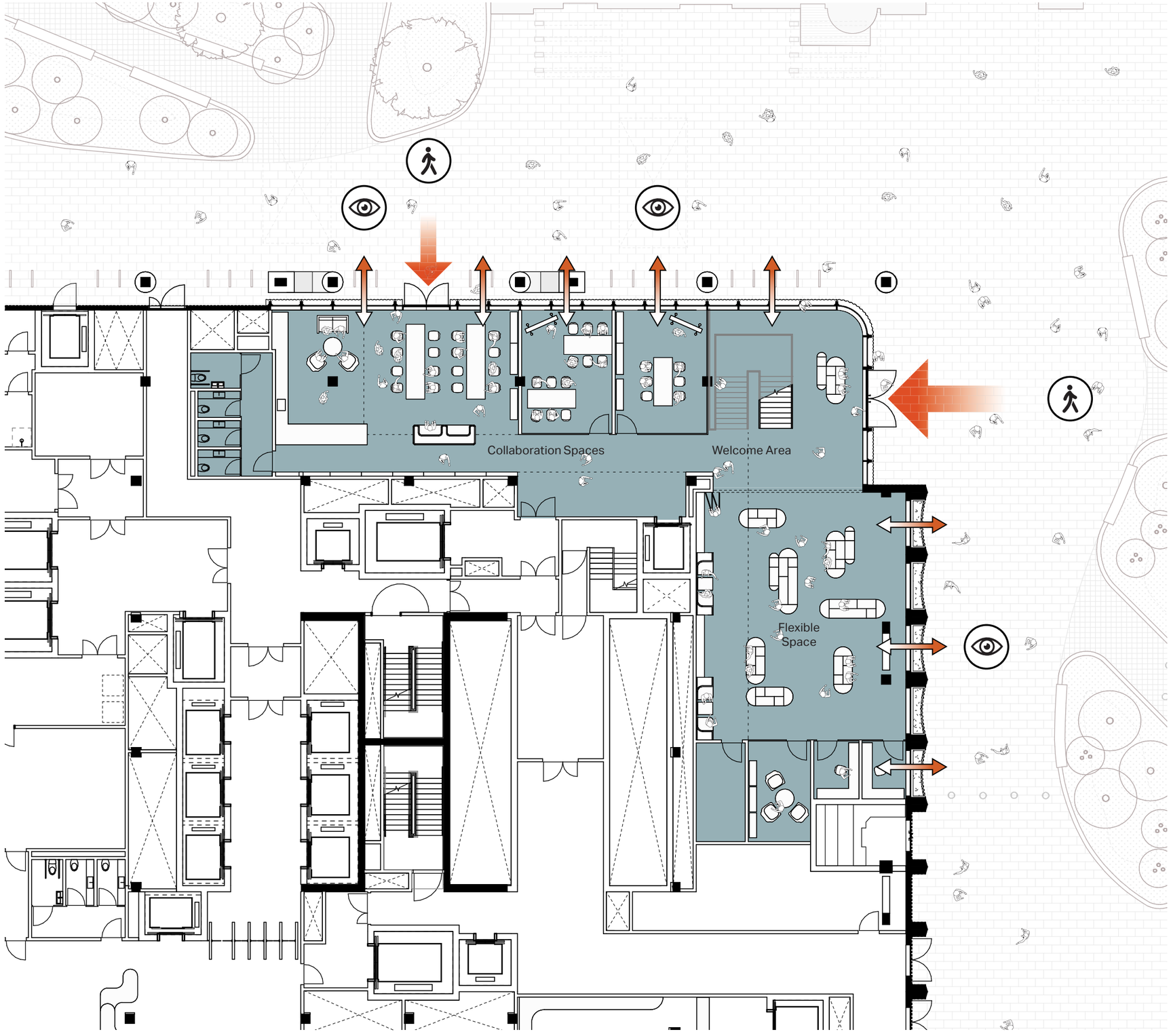
Illustrative View - South-west lobby indicative interior from Ground Floor

8.4 Enterprise Space in Podium

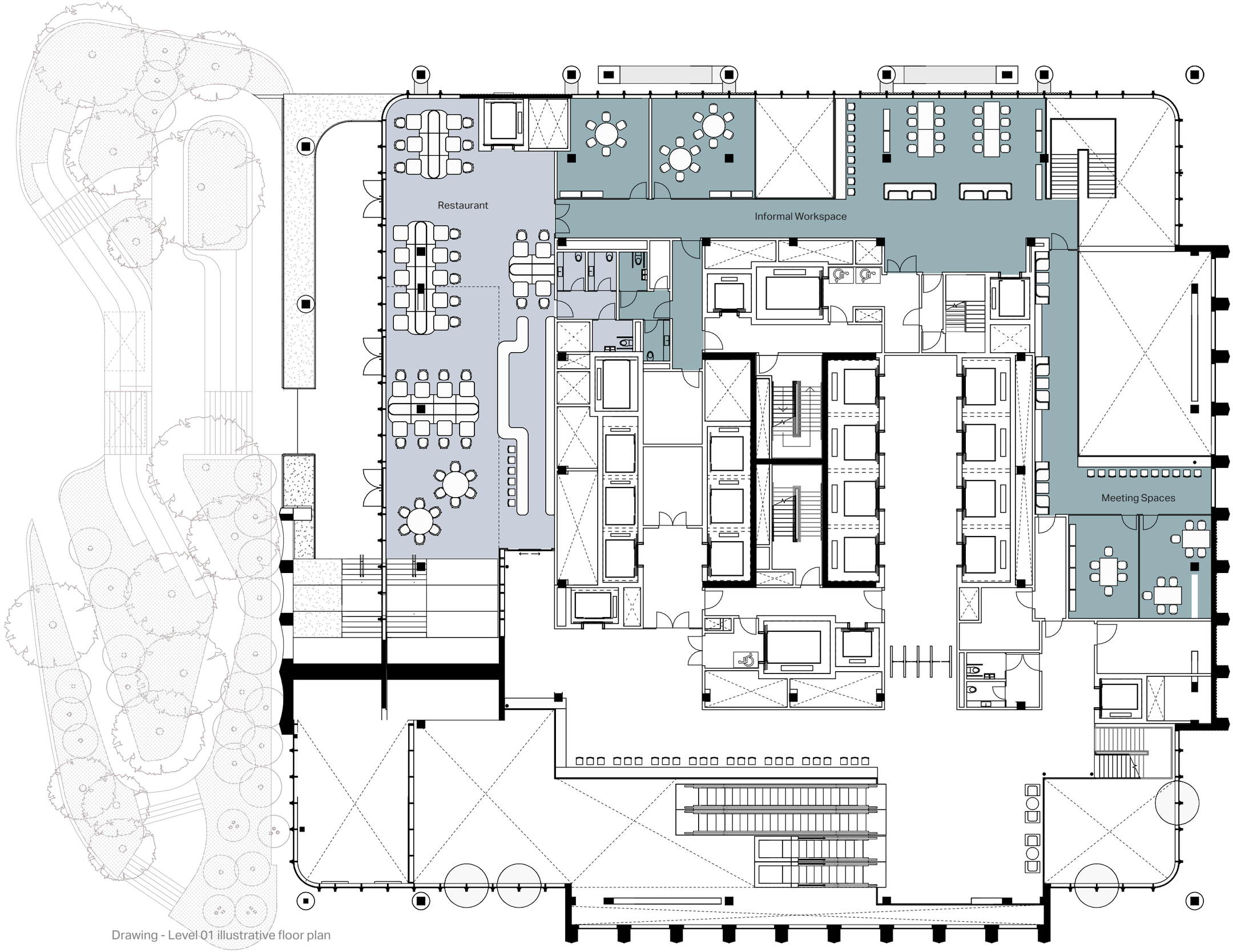
The Enterprise Space is conceived as an affordable workspace designed to house local entrepreneurs and small business and incorporates a programmed flexible space. This delivers on a local need for affordable workspace to facilitate connections between science and tech businesses, local partners and organisations, and supports wider skill development and employment opportunities. In this way, the Enterprise Space supports the vision 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.

Ground Floor: Interact
The primary entrance to the Enterprise Space is from Hampstead Road, with a secondary entrance from Brock Street. Hampstead Road offers significant street frontage and a generous entrance. The Ground Floor provides space to host a range of activities and events connected to the building's uses and the local area. Plans include the potential for: a welcome area for spending time or informal meeting; a programmed flexible space where activities which involve local community groups can be hosted; practical facilities such as toilets; and potential for smaller working spaces that can support project-based work, training, and workshops.

Level 01: Exchange
The first floor provides affordable workspace for local start-ups and SMEs (small and medium enterprises), in line with the ambition of the Proposed Development to support inclusive innovation. This workspace includes potential for co-working and different sized offices and meeting rooms that can support individuals and small businesses to collaborate and support their growth. This space has the potential to connect to the café / restaurant and new civic square in Regent's Place Plaza beyond, integrating the Enterprise Space into the wider campus.



Drawing - Ground Floor illustrative floor plan zoom-in on Enterprise Space



Drawing - Level 01 illustrative floor plan

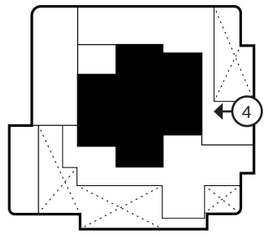
Illustrative View - North-east entrance at corner of Hampstead Road and Brock Street provides access to the Enterprise Space

Illustrative View - Interact - Indicative interior of entrance along Hampstead Road illustrating the welcome point, staircase for access to Level 01 and flexible space

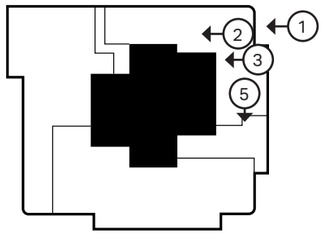
Illustrative View - Interact - Double-height programmed flexible space at Ground Floor

Illustrative View - Exchange - Indicative informal workspaces at Level 01

Illustrative View - Interact - Indicative media facilities at Ground Floor

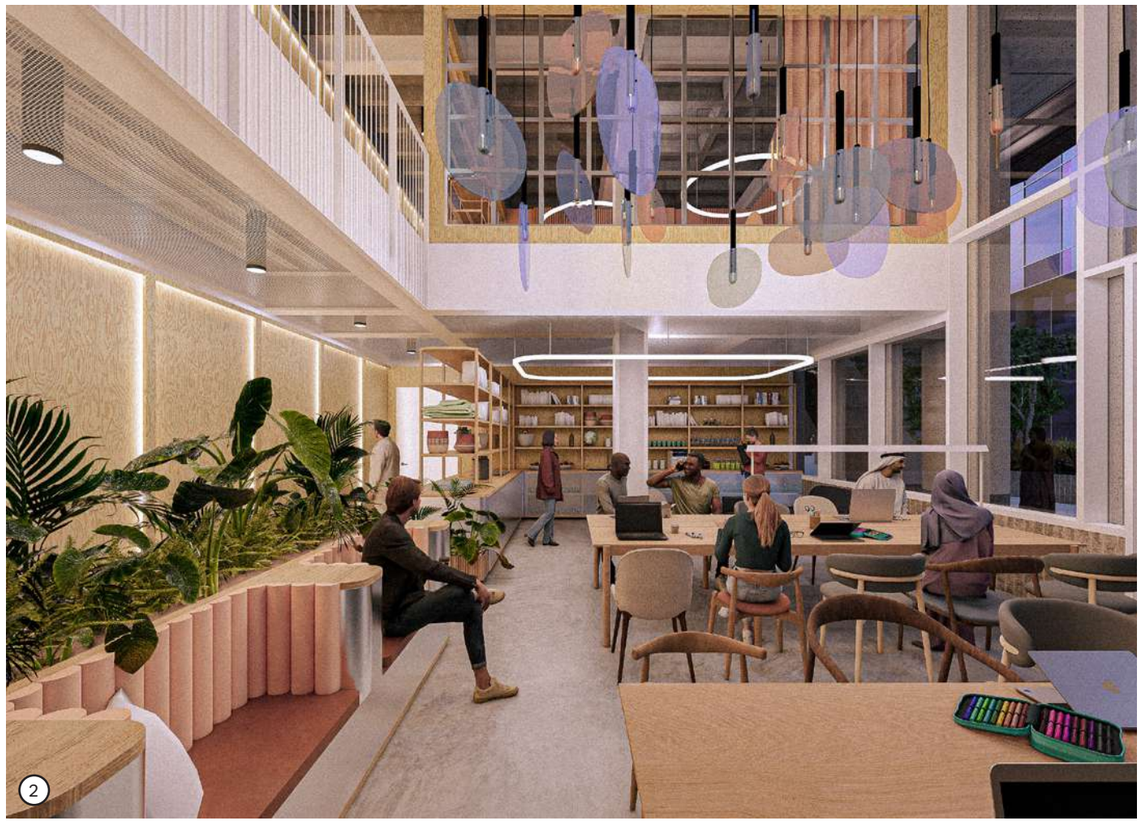


Level 01



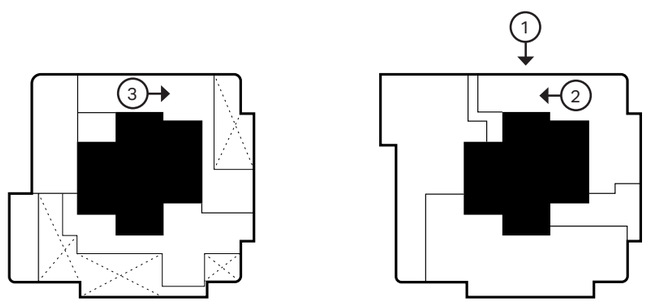
Ground Floor

Illustrative View - View from Brock Street of the Enterprise Space entrance with a double-height condition



Illustrative View - Interact - Indicative collaboration space at Ground Floor

Illustrative View - Exchange - Indicative informal workspaces at Level 01



Level 01

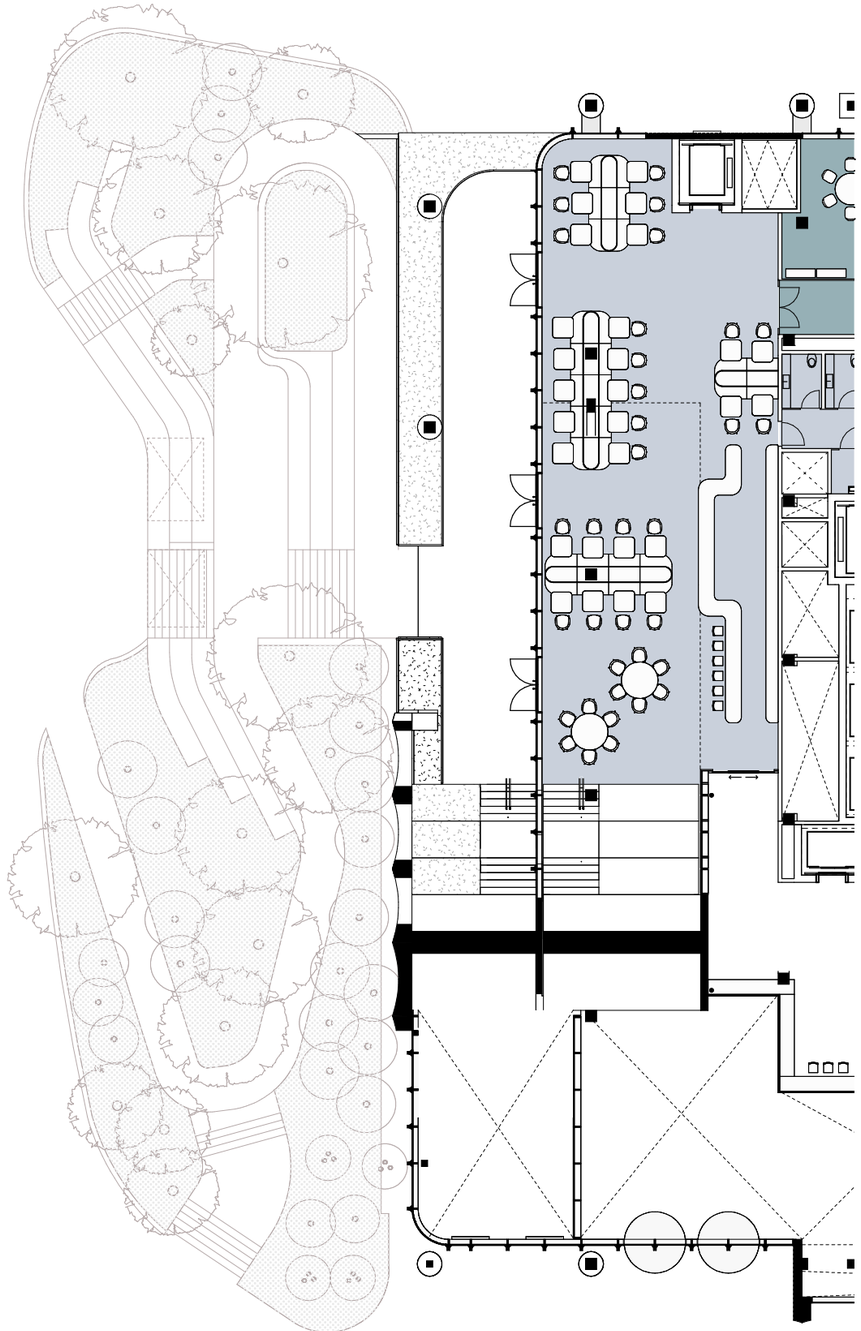
Ground Floor

8.5 Restaurant / Cafe

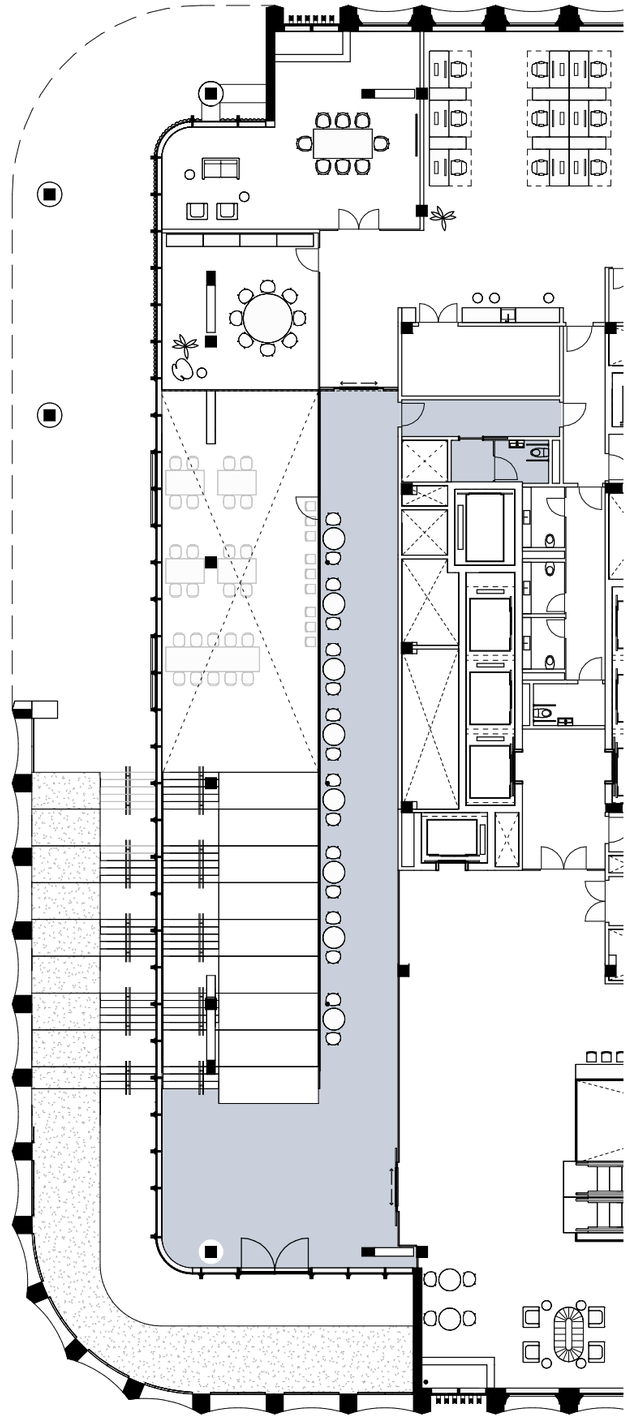
As a result of the co-design process, a key goal for the restaurant is to provide internal public space which is accessible to all, with spaces that are inclusive, unique, and foster community interaction and ownership.

The public restaurant, lies along the west facade of the podium, opening up to Regent's Place Plaza with an external terrace and double-height space. A wide landscaped stair provides intuitive wayfinding, welcoming the public in and connecting the ground level of the plaza up to Level 01—thus conceptually lifting the public plaza up into the podium of the building. The landscaping and seating integrated into the stair activates the plaza with a playful, and social element that also provides visible greenery to the public realm.

The connection with the landscape continues with a stair connecting Levels 01 and 02. Divided between interior and exterior, the stair creates a continuous experience whether arriving to Level 02 from the external terrace, or the interior restaurant space, and provides further access to greenery that reinforces the restaurant as a 'softer space'. Seating connected with the stair, and along the mezzanine at Level 02 activate the interior and provide opportunities for connection and community interaction.



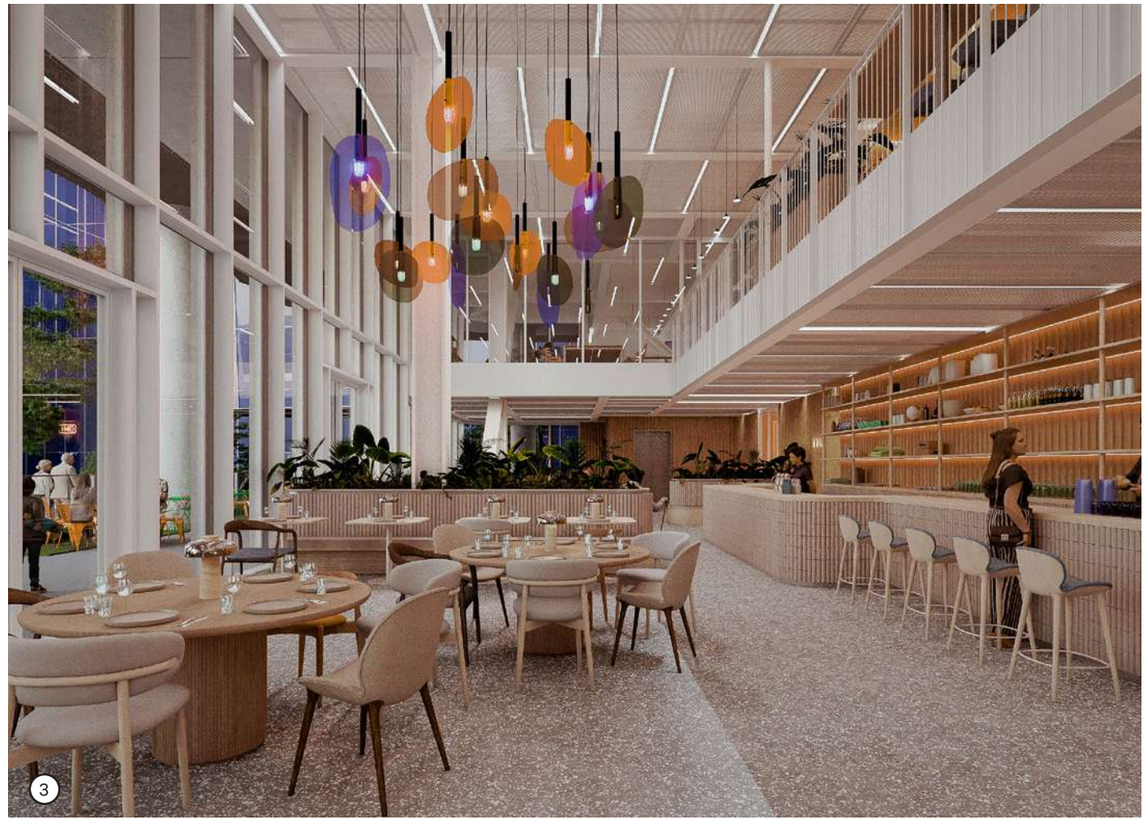
Drawing - Level 01 illustrative floor plan (zoom-in on restaurant space)



Drawing - Level 02 illustrative floor plan (zoom-in on restaurant space)

Illustrative View - Exchange - Restaurant and indicative informal meeting / exchange space located at Level 01

Illustrative View - Exchange - External restaurant terrace connecting podium uses to Regent's Place Plaza

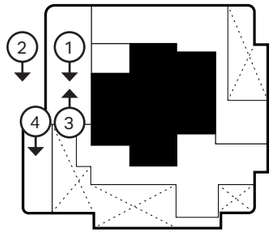


Illustrative View - Exchange - Restaurant and indicative informal meeting / exchange space located at Level 01

Illustrative View - Exchange - External stair connecting Level 01 restaurant terrace to Level 02

Enabling local communities, visitors, and tenants of the building to have access to the internal spaces offered in the podium is essential. The architecture of the podium has been developed to provide a diversity of spatial experiences. Double-height spaces have been included to help provide visibility and activation across areas of the interior. Multiple thresholds and public routes between the podium and public realm, across multiple levels, help welcome the public realm into the building.

The incorporation of greenery along the sloping path and terraced landscape from the ground level of Regent's Place Plaza to Level 01 provides an experience of softness and connection to nature for visitors. The planted, sheltered, terraced landscape that connects the Level 01 and Level 02 terraces provides further connections and diversity of space and experience, the architecture acting as a gesture to allow greening, and people, to flow into the podium across multiple levels.



Level 01

8.6 Active Frontages & Articulation

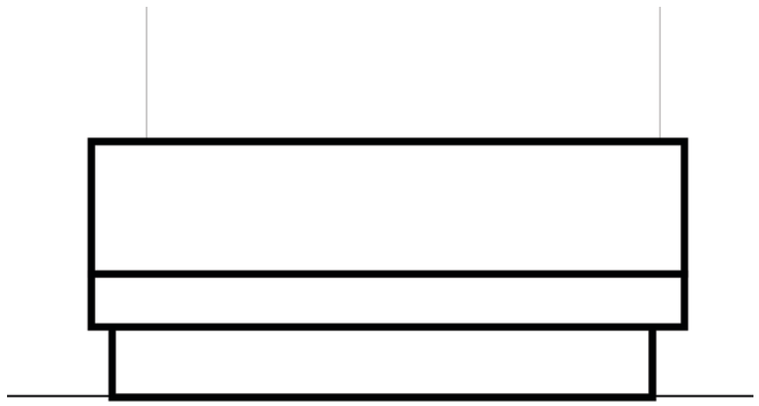
The podium facade of the Proposed Development is carefully designed to foster and encourage engagement and interaction between Regent's Place Plaza and the bustling street life of Hampstead Road, Euston Road and Brock Street.

The conceptual central core approach opens up the possibility for all four elevations to be activated across the podium levels, with the ambition for the building to address Brock Street, Hampstead Road, Euston Road and Regent's Place Plaza such that there is no back side.

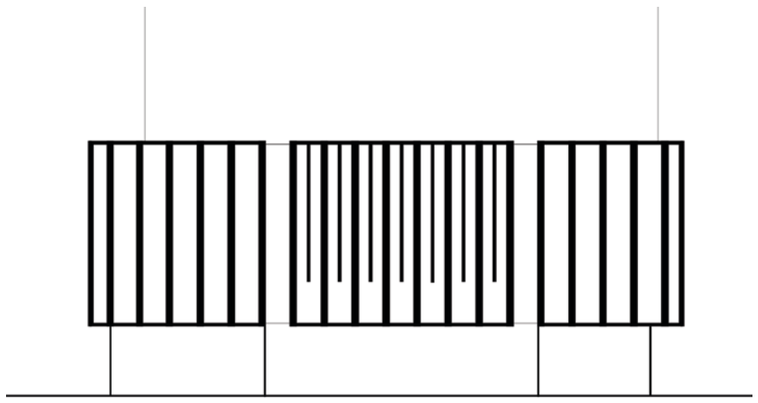
The podium facade incorporates a consistent double-height design, providing protection from the elements through the oversailing canopy and featuring large glazing sections that offer transparency into the activities within the interior spaces of the podium, such as the lobby and retail areas.

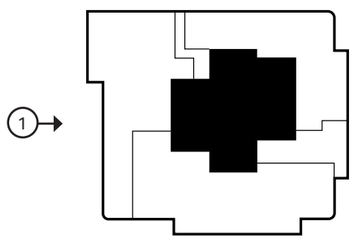
The facade design was developed with careful consideration for the surrounding buildings to integrate cohesively into the context. An analysis of building facades along Tottenham Court Road provided the foundational elements for the facade concept of the Proposed Development. The key principles adopted into the Proposed Development are outlined in the diagrams to the right, and detailed on the following pages.

Proportion



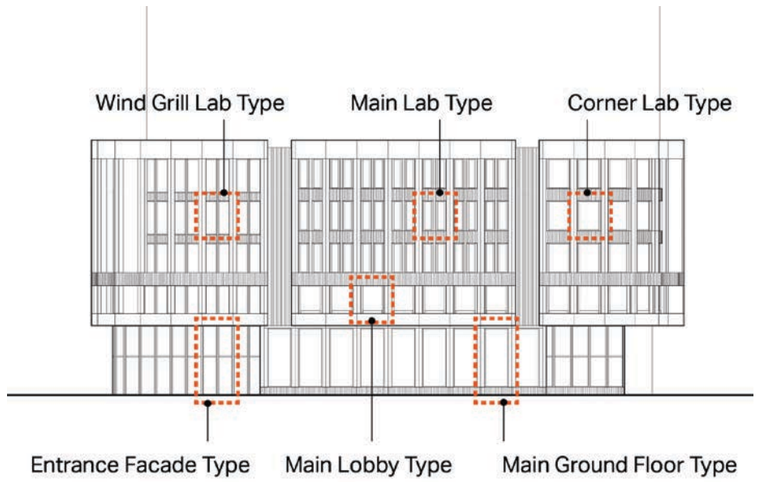
Rhythm





Ground Floor

Detail



Materiality

1

Illustrative View - Podium with connections to the public realm via Regent's Place Plaza

Proportion

The proportions of the podium have been developed from the principles discovered in the analysis of the context facades. This context analysis revealed the common implementation of a stratified approach with a markedly permeable base at the ground level, piano nobile above, the upper floors above that, and topped with a thickened parapet. The same strata have been incorporated into the facade design of the Proposed Development.

A thickened, textured band between Levels 02 and 03 marks the division between the Enterprise Space and lobby programme below, and the lab-enabled workspace above.

Diagram annotating proportion concepts over illustrative view of the south Euston Road elevation

Illustrative view of the south Euston Road elevation

Rhythm

The context analysis demonstrated the use of major verticals to downscale building volume and minor verticals to create a human-scale rhythm.

The Proposed Development incorporates these learnings with vertical breathing spines for ventilation that downscale the podium mass. Regular verticals serve to create a rhythm that relates to the human-scale as pedestrians pass by the building, and alternating between density creates variations between the facade volumes that provide an amiable diversity of facade types.

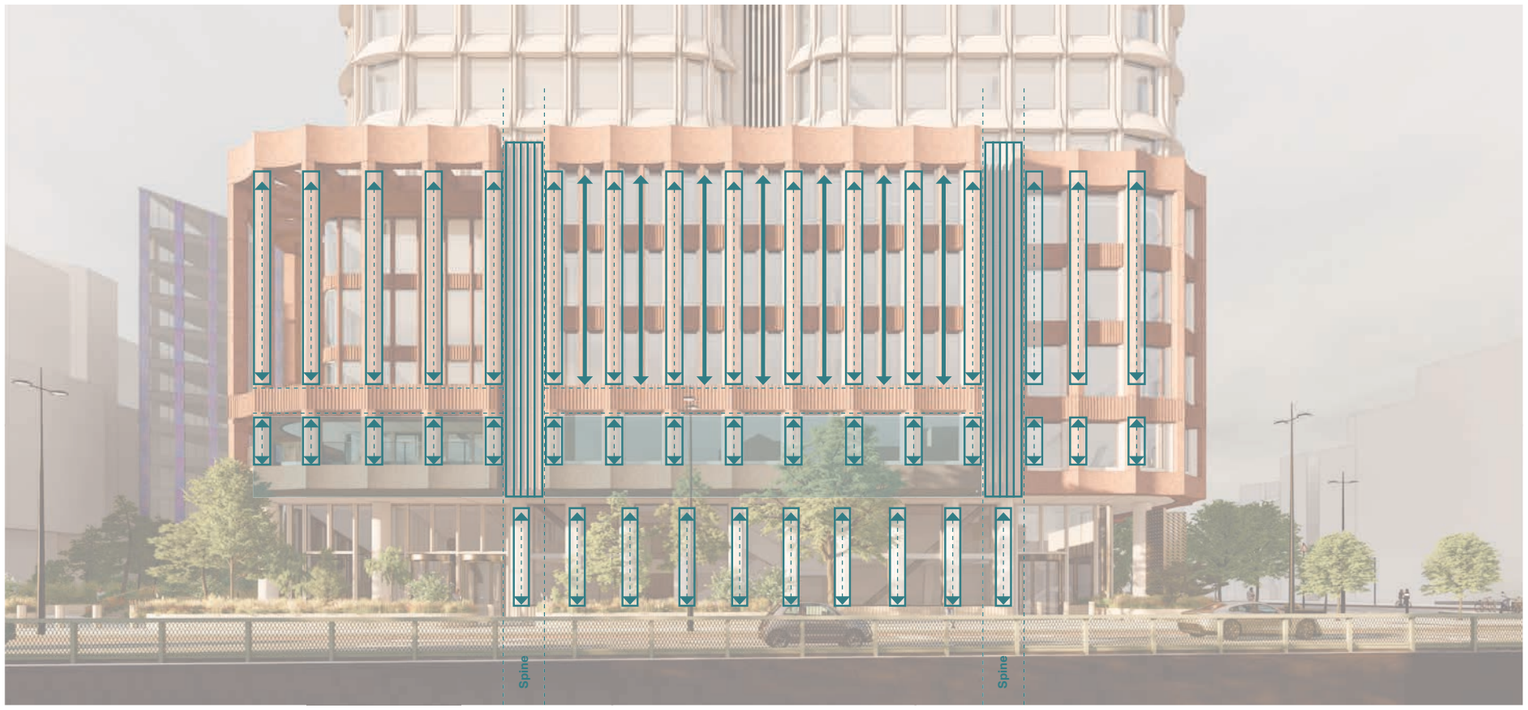


Diagram annotating rhythm concepts over illustrative view of the south Euston Road elevation

Illustrative view of the west Regent's Place Plaza elevation

Detail

Architectural detailing was another key principle analysed in the context, particularly in the Tottenham Court Road Streetscape Character study. This detailing creates deep, rich, layered facades that cast shadows, both aiding the performance of the building with integrated solar shading, as well as creating a play of light that changes throughout the day and year.

The Proposed Development translates this detailing into a contemporary approach, with a fluted facade module that references the heritage of past architecture, textured panels that provide depth and tactility, and deep verticals and horizontals that provide solar shading and layering.

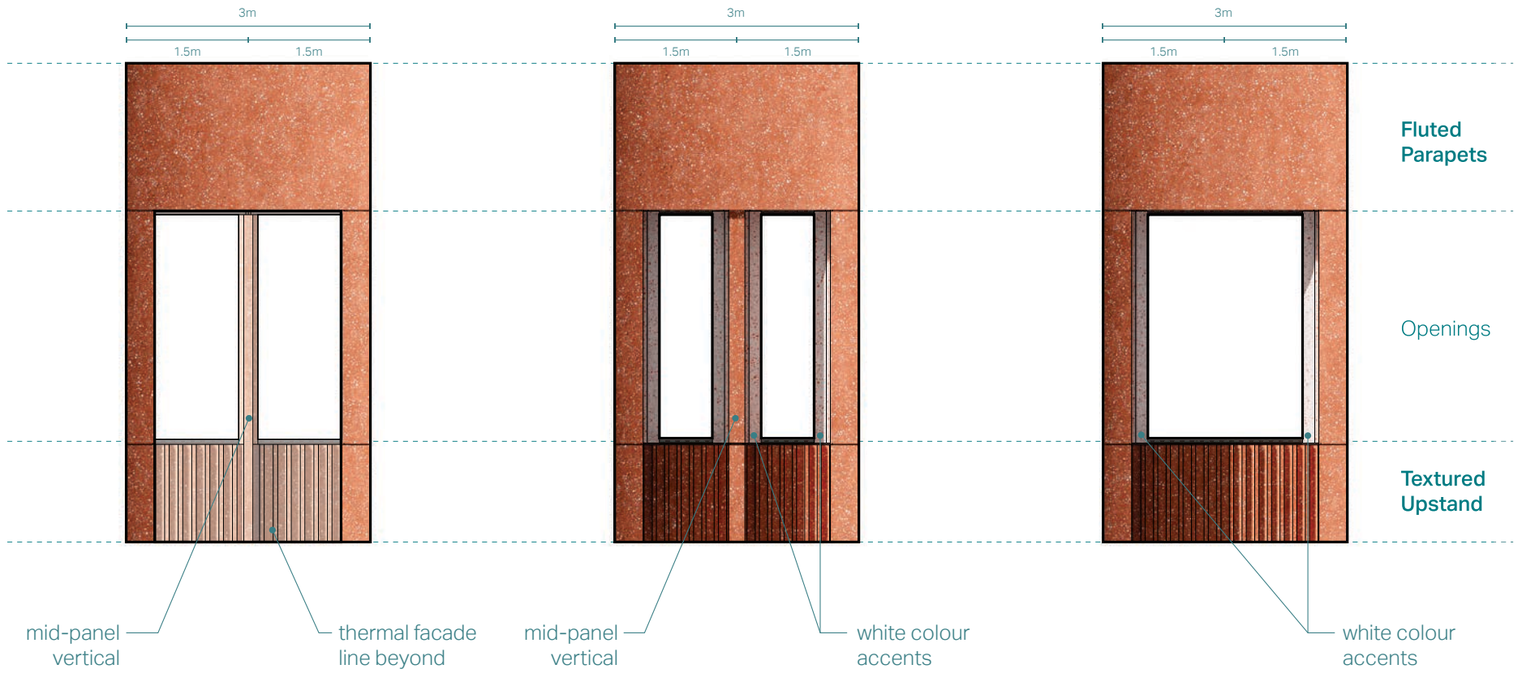


Diagram annotating the detailing of several podium facade types

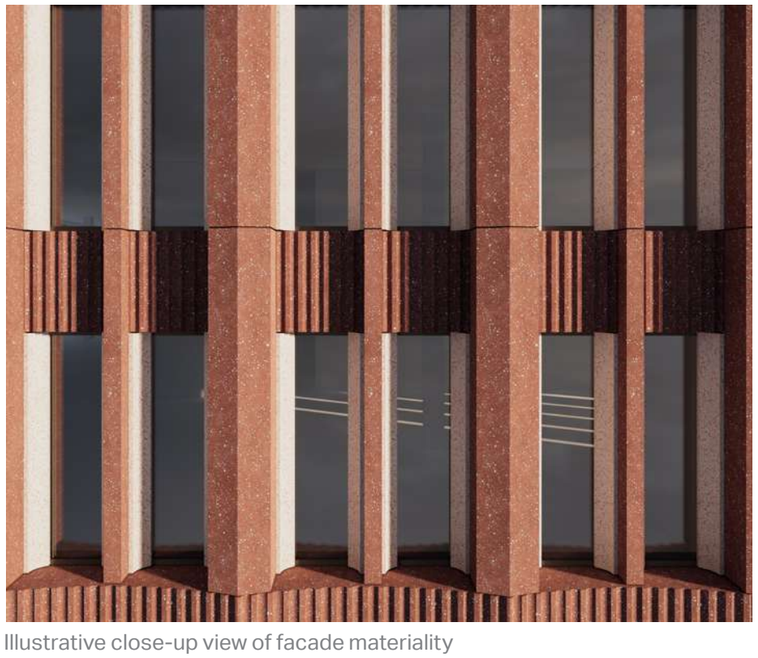
Illustrative close up view of facade detailing

Materiality

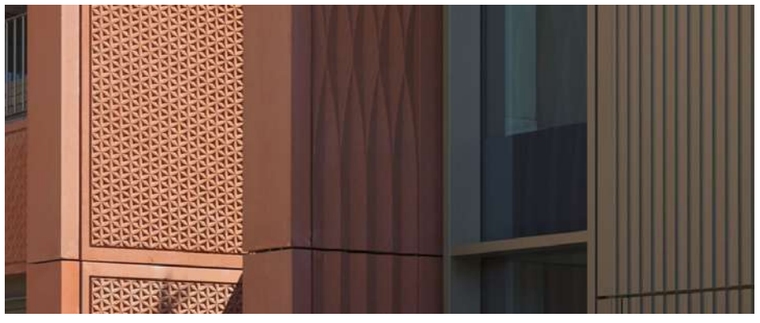
The surrounding context employs a varied but consistent palette of brick (commonly red or brown), stonework (such as sandstone and Portland limestone), stucco, concrete, steel and glass. Colour changes are often used to identify the ground floor levels, while bold colours are used for emphasis.

The material concept for the Proposed Development recognizes the importance of retaining the mineral-like quality of the context buildings, proposing a GRC cladding with aggregates designed to provide texture and a sense of materiality. The bold colouring of the red brick is reimagined as the terracotta GRC cladding with off-white aggregates, and the effective use of contrasting colours is realised with the off-white GRC with terracotta aggregates used for the ground floor to highlight the entrances and public realm, and detailing throughout the podium facade to provide moments of contrast.

Illustrative view of material references

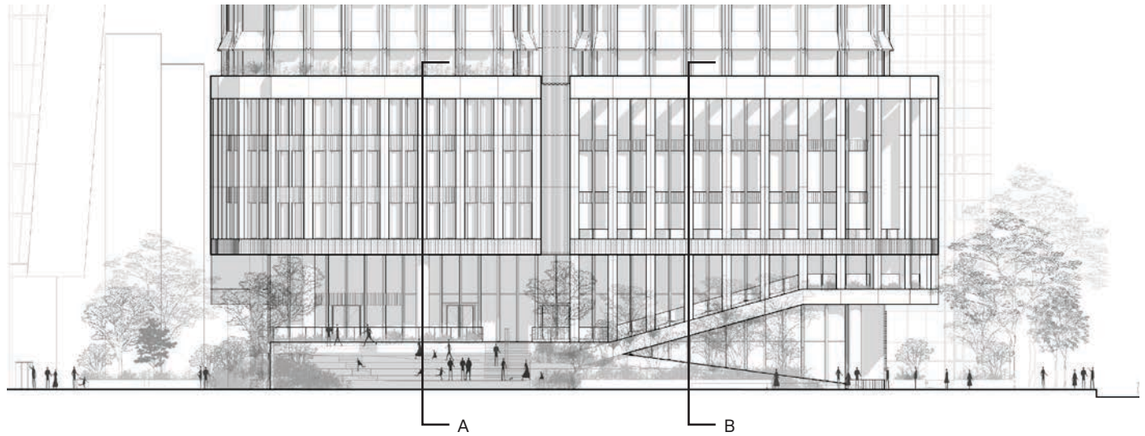


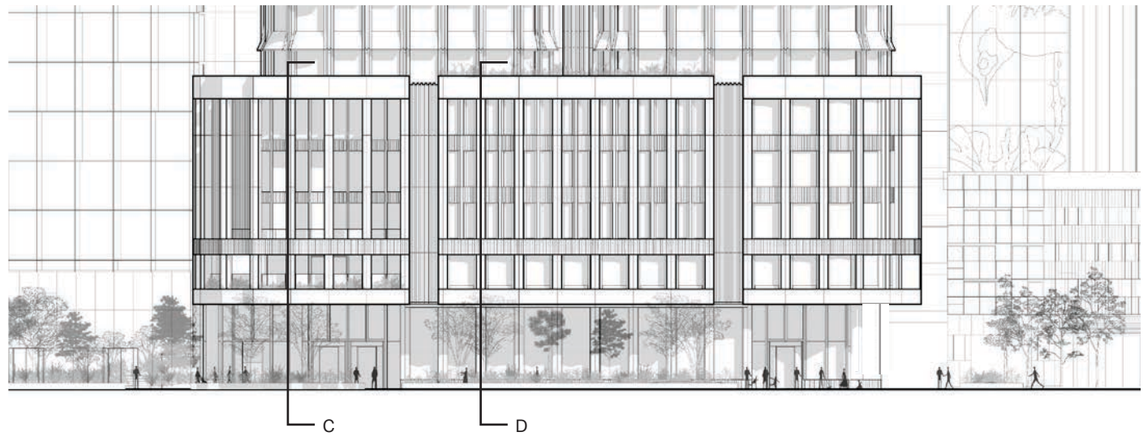
Illustrative close-up view of facade materiality



Reference image - tone of Tapestry Building, Niall McLaughlin

Reference image - tone of Wembley North East Lands, Haworth Tompkins





Regent's Place Plaza Podium

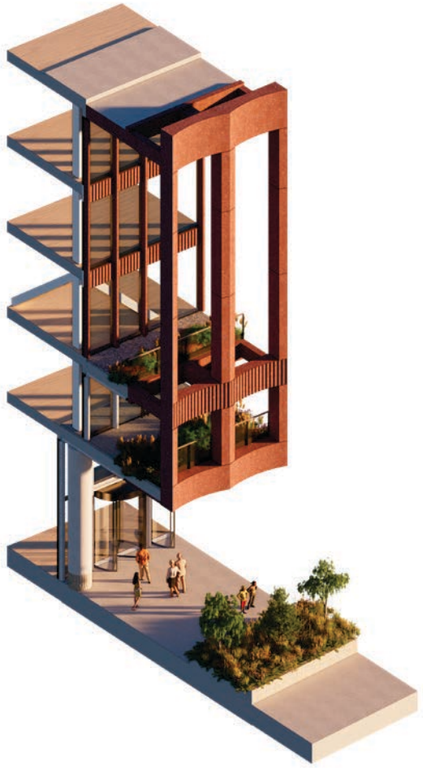
The Podium on the Regent's Place Plaza offers two conditions, a double-height space featuring an area designated for outdoor seating linked to a proposed restaurant on Level 01 and a terraced landscape that connects ground to Levels 01 and 02. The edge of the external stair is planted and provides seating overlooking the plaza spaces.

Euston Road Podium

The podium along Euston Road includes a colonnade, designed to provide shelter from wind and weather on the building's south-west corner by means of a louvred canopy strategically placed to halt and disperse the south-west downdrafts. The podium also offers a sheltered canopy for primary and secondary entrances to the tower lobbies.

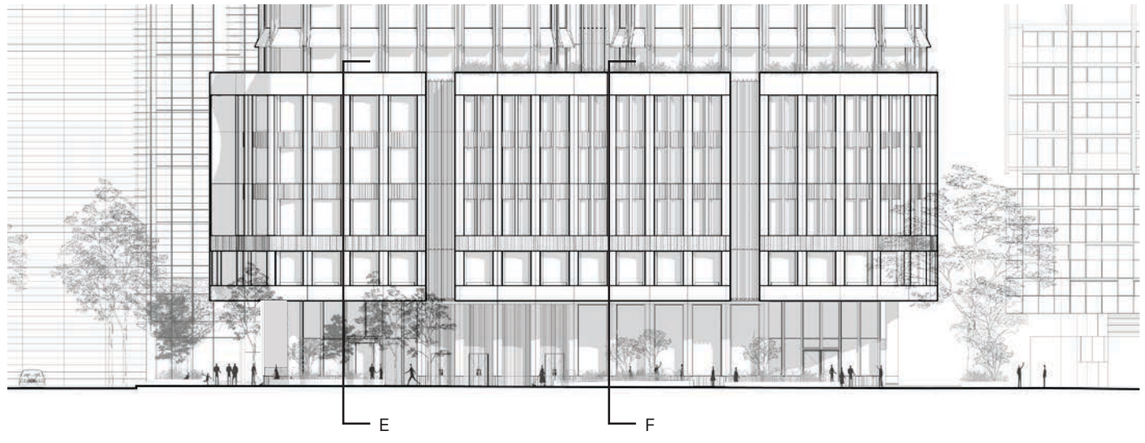
A - Double height restaurant entrance

B - Colonnade with exterior stair condition



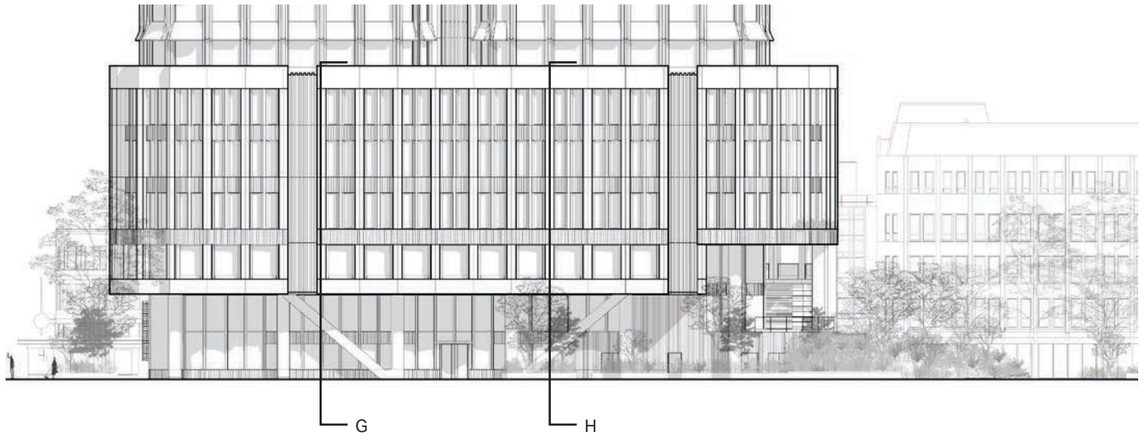
C - Colonnade condition with exterior terraces

D - Typical facade condition



Hampstead Road Podium

Wrapping the corner from Euston Road to Hampstead Road, the podium facade opens up with a wider window module, addressing the significance of the intersection. Continuing along Hampstead Road, the facade returns to the denser vertical rhythm, creating variation along the streetscape. The double-height section provides shelter for the entrances, with substantial Ground Floor glazing, providing views into the Enterprise Space and public café.

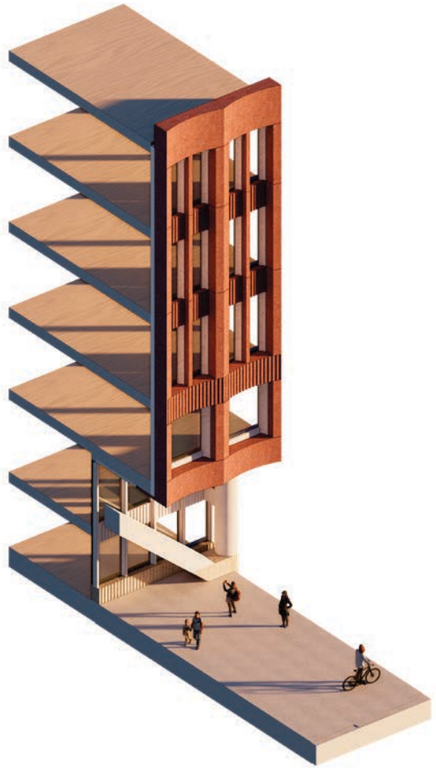


Brock Street Podium

The podium along Brock Street creates a covered double-height walkway. A secondary entrance is provided near the mid-point of the facade to increase porosity and access to the Proposed Development. Ground Floor servicing is accommodated within the west portion of the Brock Street facade.

E - Facade condition with wider window module

F - Typical facade condition



G - Facade condition with Level 01 floor slab

H - Facade condition with service entrances

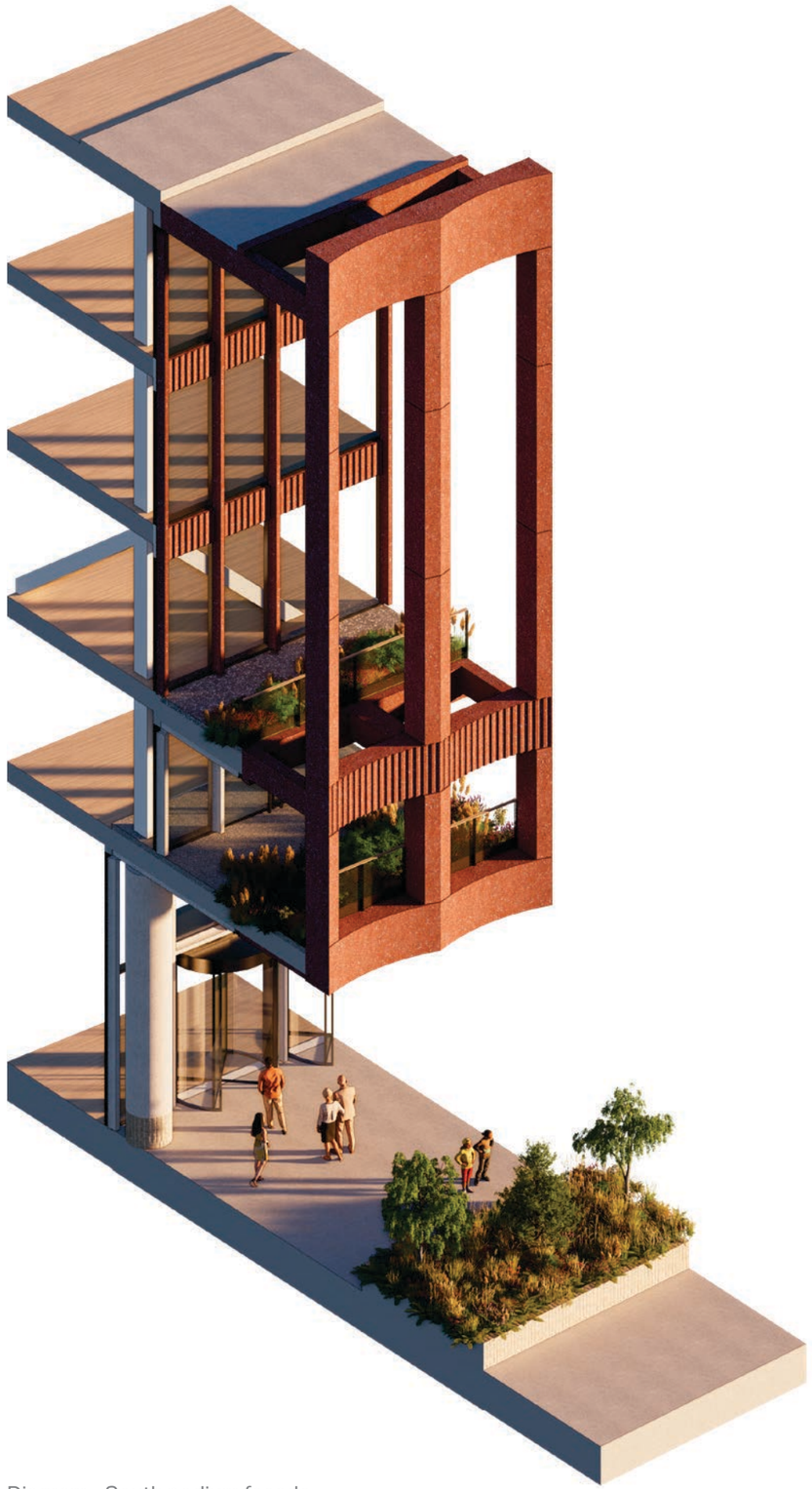
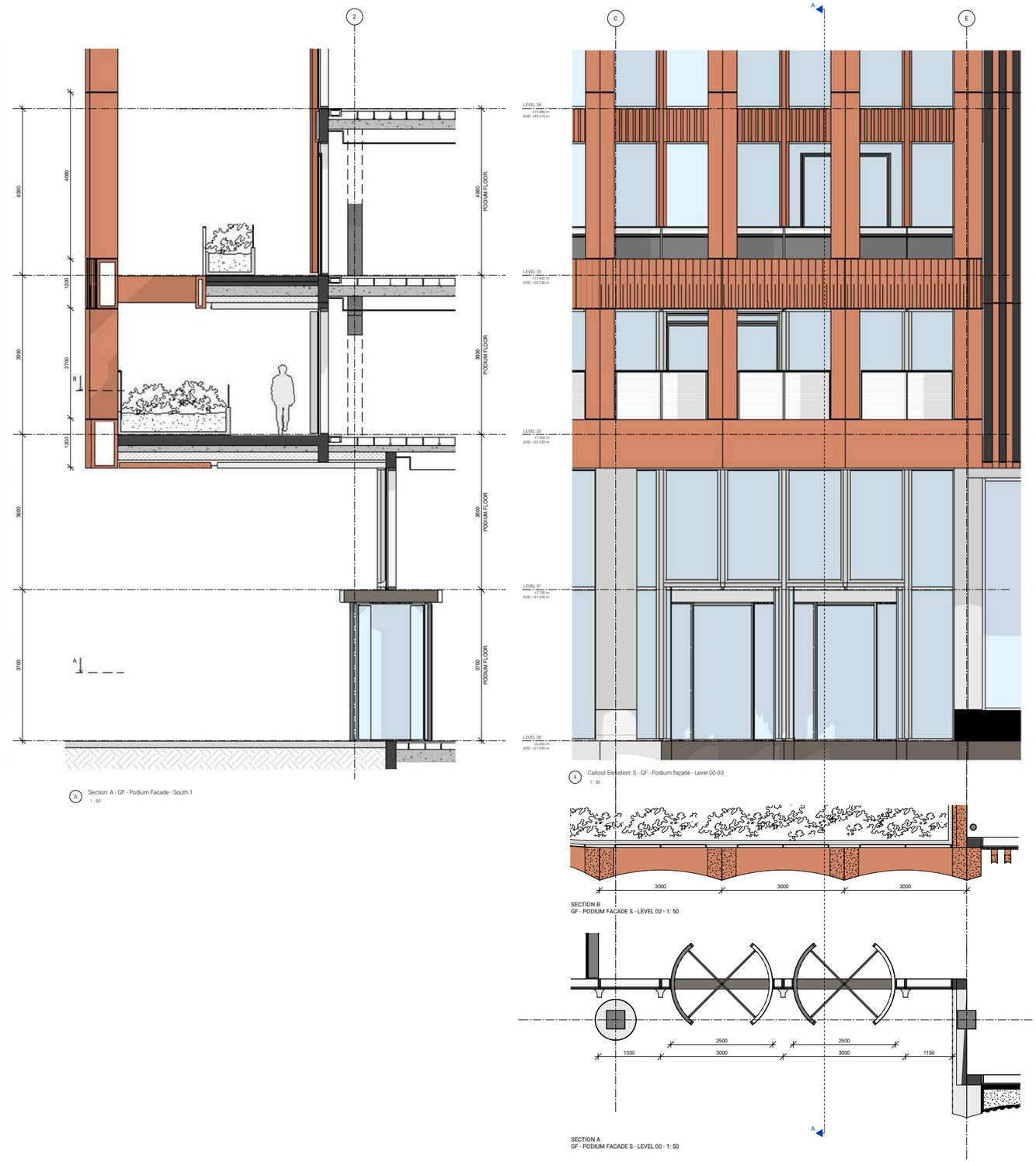
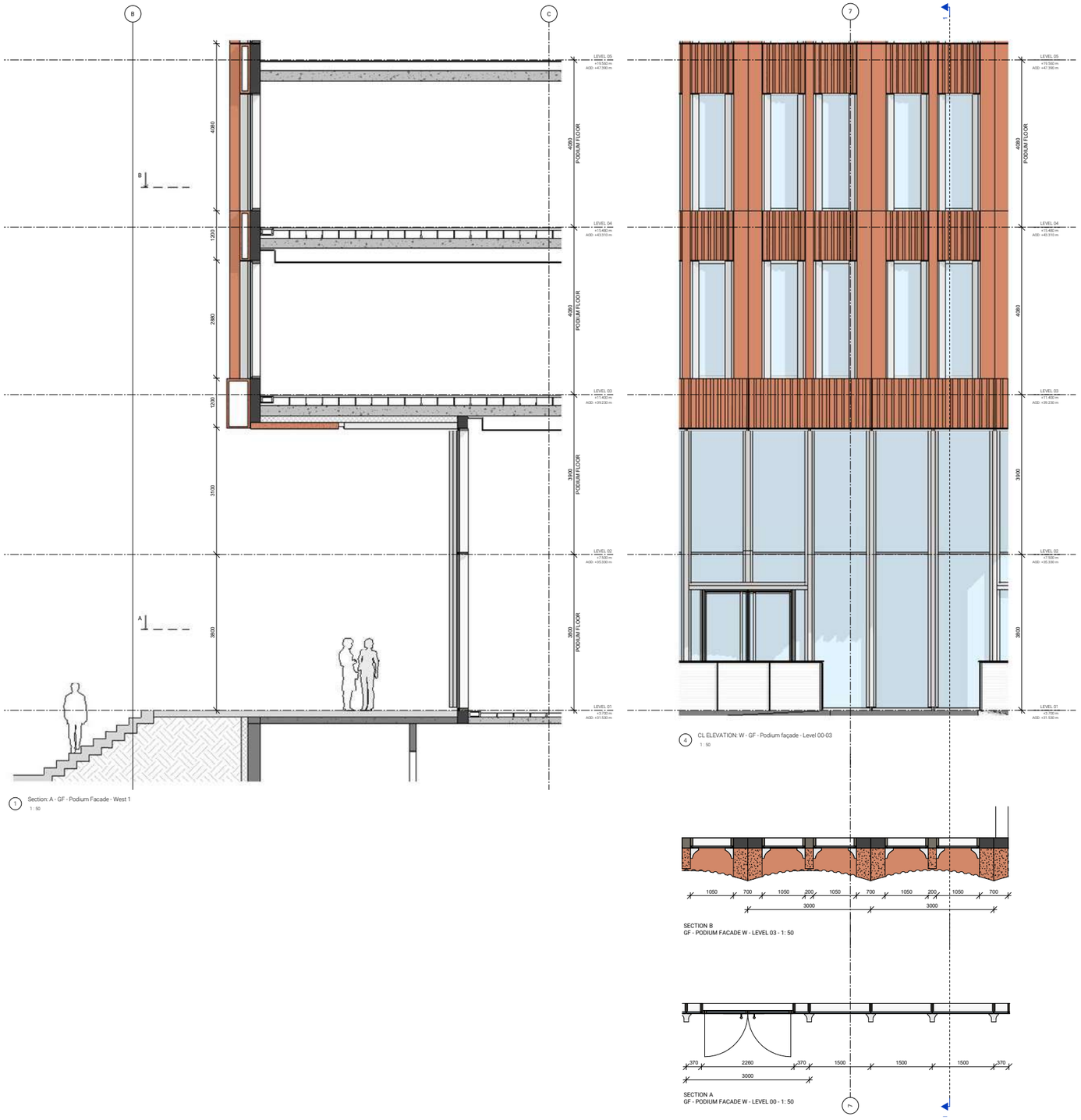


Diagram - South podium facade



Drawing - South podium facade section, elevation and plan

Diagram - West podium facade



1 Section: A - GF - Podium Facade - West 1
1 : 50

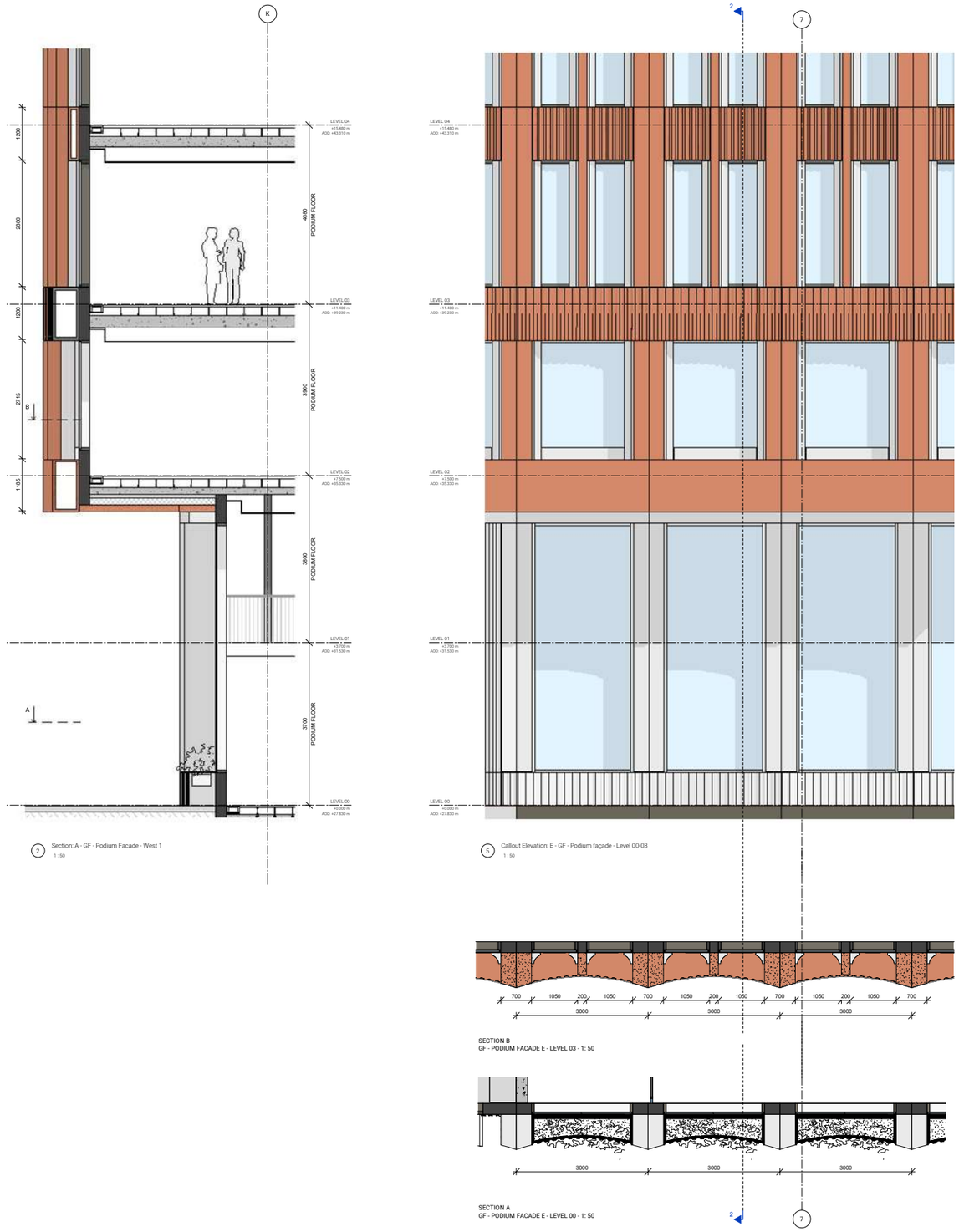
4 CL ELEVATION: W - GF - Podium façade - Level 00-03
1 : 50

SECTION B
GF - PODIUM FACADE W - LEVEL 03 - 1: 50

SECTION A
GF - PODIUM FACADE W - LEVEL 00 - 1: 50

Drawing - West podium facade section, elevation and plan

Diagram - East podium facade



Drawing - East podium facade section, elevation and plan

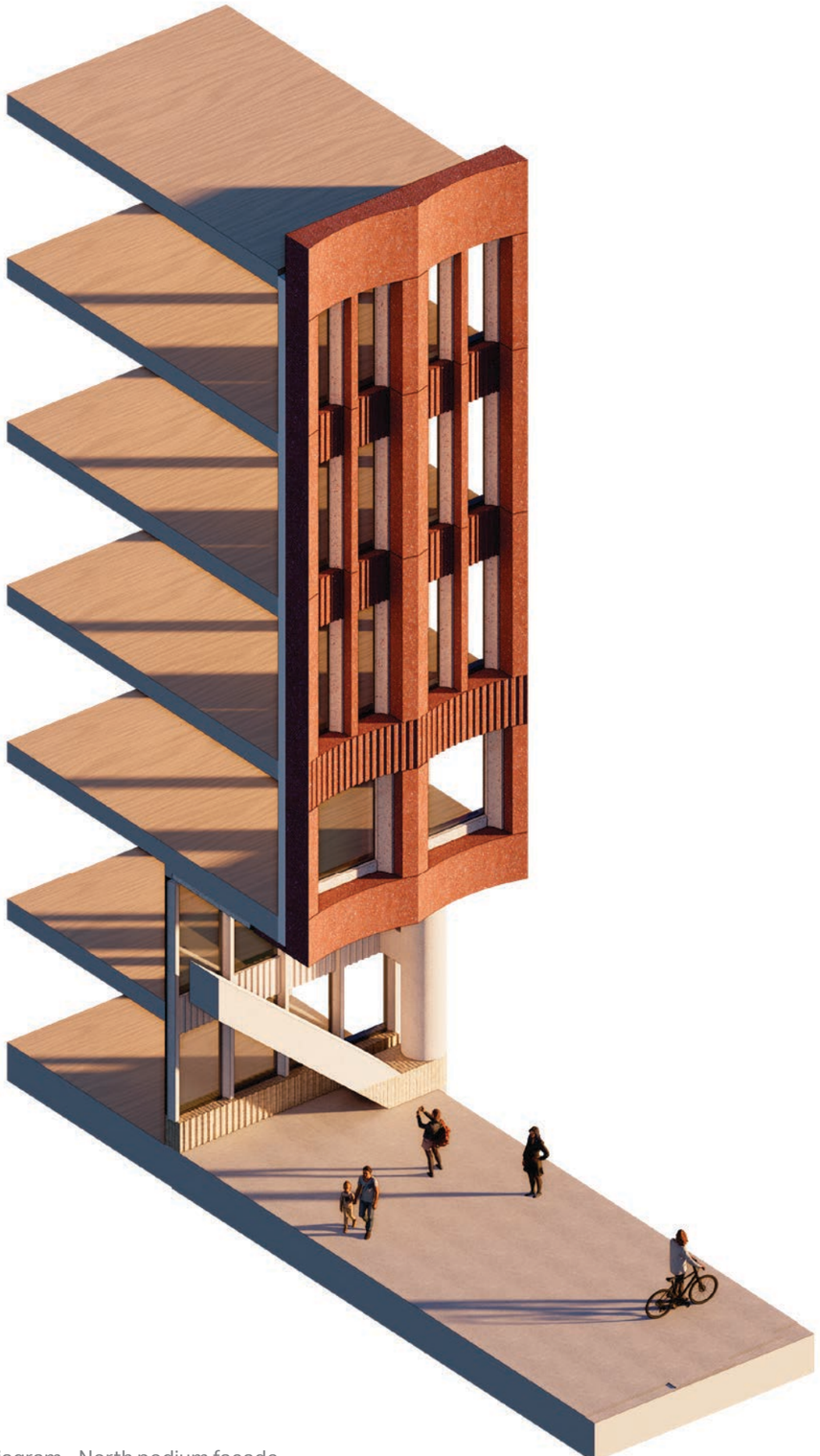


Diagram - North podium facade

Drawing - North podium facade section, elevation and plan

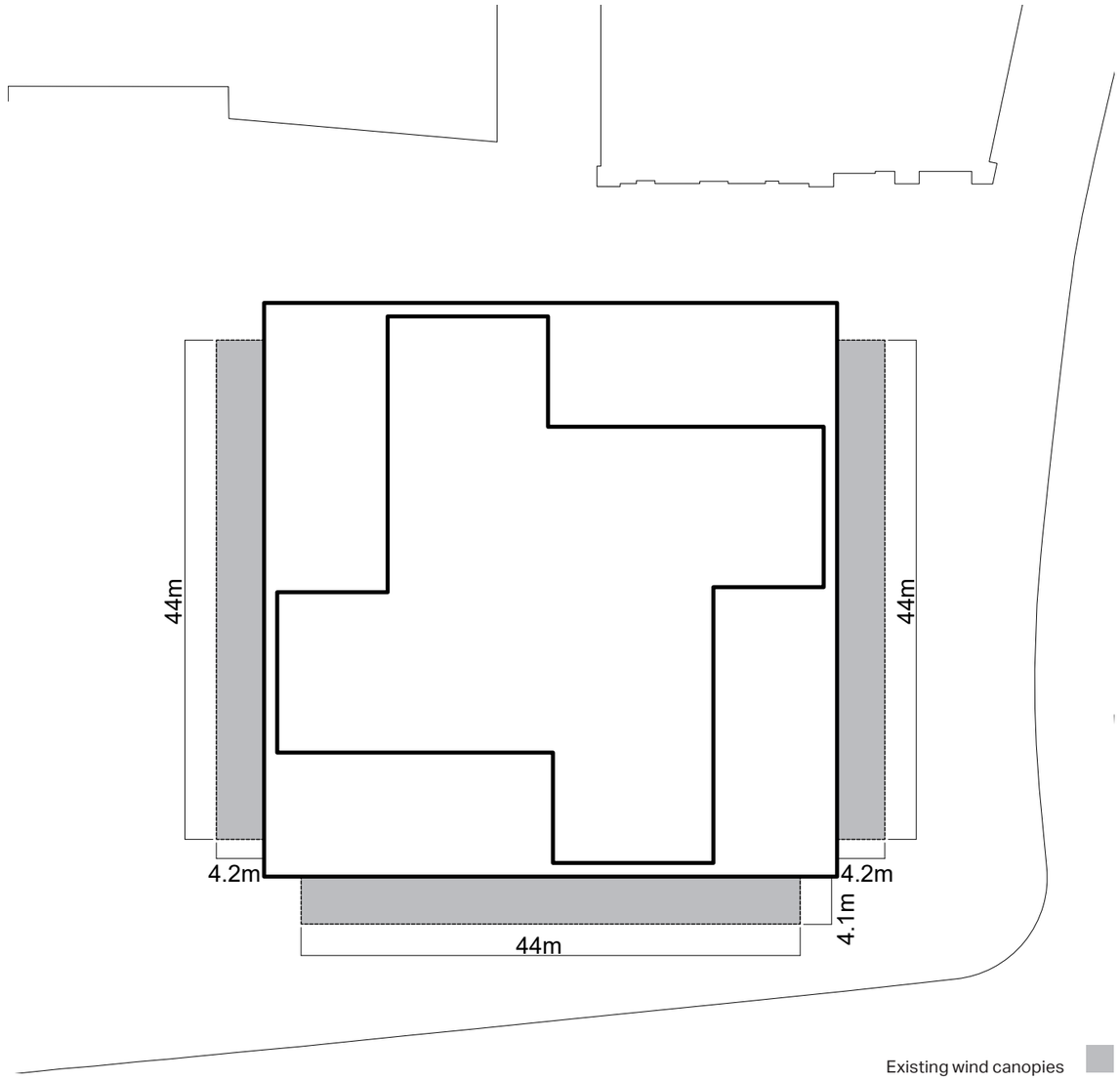
8.7 Podium Oversailing & Widening Brock Street

The podium design incorporates a double-height oversail along each elevation. These oversailings are primarily designed to accentuate entrance conditions, improve wayfinding and to cohesively incorporate the Proposed Development's wind mitigation into the architectural design of the podium.

In contrast to the existing building, where wind mitigation measures were added as an afterthought due to worsening wind conditions, the proposed design takes a proactive approach with a holistic and intentional climatic design, offering shelter from wind and weather conditions, including rain, snow and the summer sun.

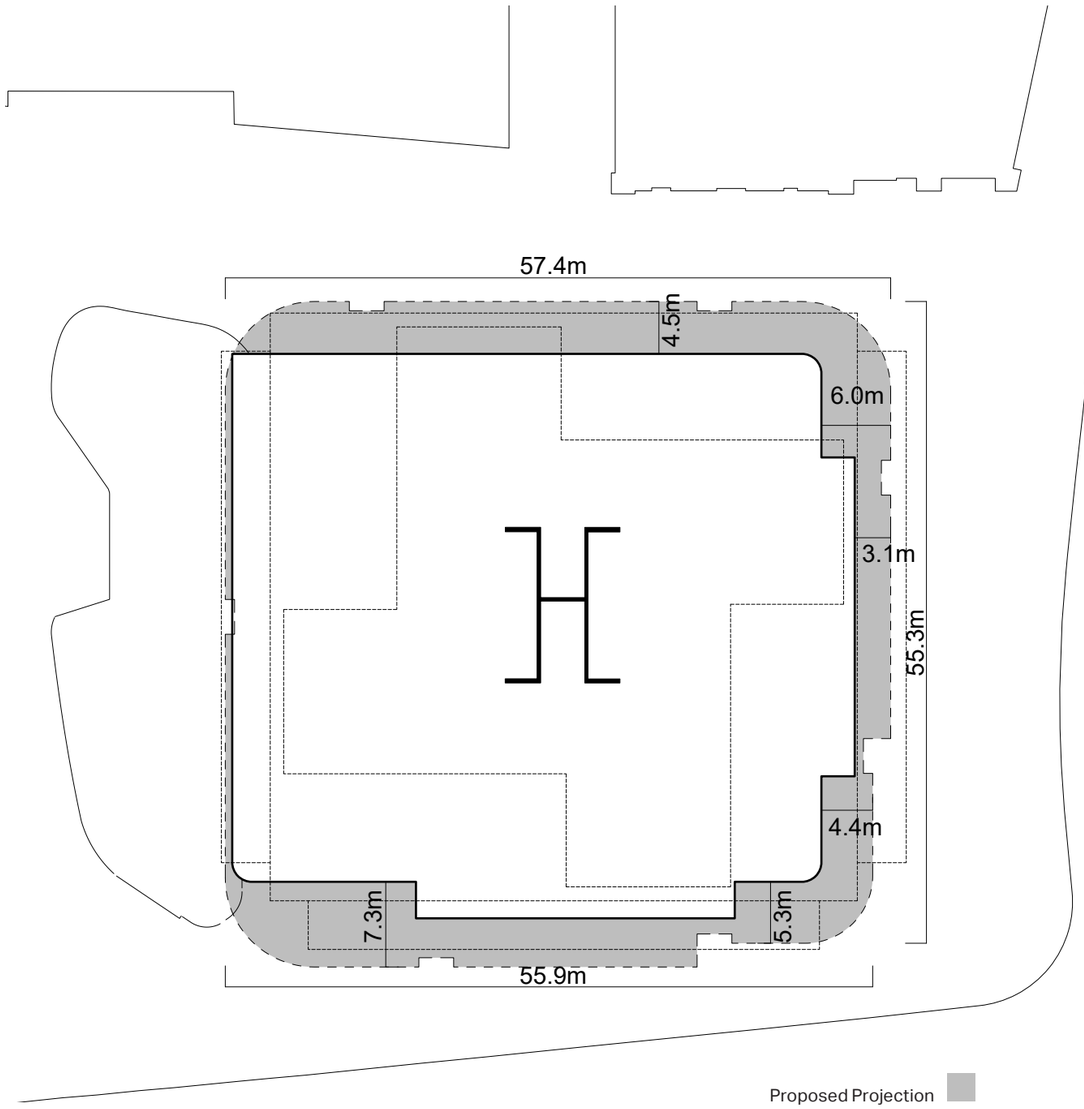
The first and second plan diagrams illustrate the existing and proposed canopies. It is important to note that despite the presence of existing wind mitigation canopies at Euston Tower, the current wind conditions remain challenging, creating an unwelcoming public realm. The proposed design, informed by extensive wind analysis and testing, aims to provide a more robust shelter from wind, ensuring a safer, more usable and more enjoyable external environment.

Within the proposed ground floor layout of the Proposed Development, Brock Street has been substantially widened, growing from the existing 10.3m to a much improved 13.8m. This widening not only creates a more generous public realm but also establishes a broader and more inviting passage connecting Hampstead Road to Regent's Place Plaza, recognising Brock Street's increased importance as an east-west thoroughfare, especially should the HS2 proposals come forward. This broader Brock Street will assist with permeability in the public realm, accommodating increased pedestrian journeys whilst welcoming more people into Regent's Place.



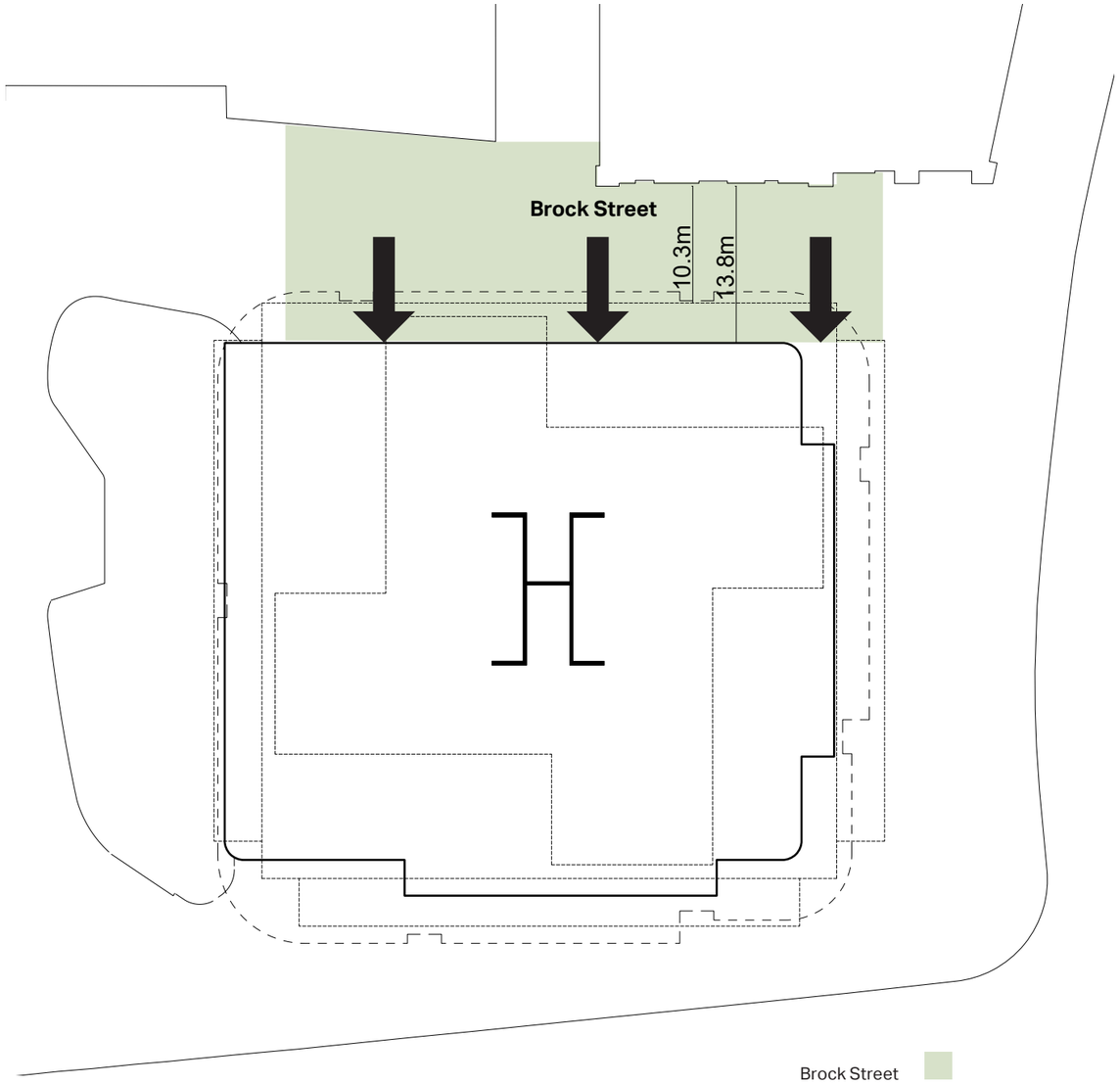
Existing Canopies

The existing Euston Tower overhangs are illustrated above. Designed and installed much later than the original Euston Tower, the current wind mitigation canopies are bolted to the façades.



Proposed Projections

The proposed projections incorporate the Proposed Development's wind mitigation measures and provide a sheltered space from weather conditions such rain, snow and summer sun.



Brock Street Widened

Brock Street will be widened to increase the public realm and provide a more welcoming passage to Regent's Place Plaza.

8.8 Podium Setbacks

Hampstead Road Setback

At the primary Enterprise Space entrance along Hampstead Road, the Ground Floor setback is extended to create a more extensive public realm space and accommodate a larger sheltered canopy. This zone anticipates a higher volume of pedestrian traffic. Section Diagram 'A,' illustrating the public entrance canopy, highlights the expanded setback in contrast to Section 'B,' where there is no entrance and the space is only used as circulation.

Illustrative View - Hampstead Road public realm

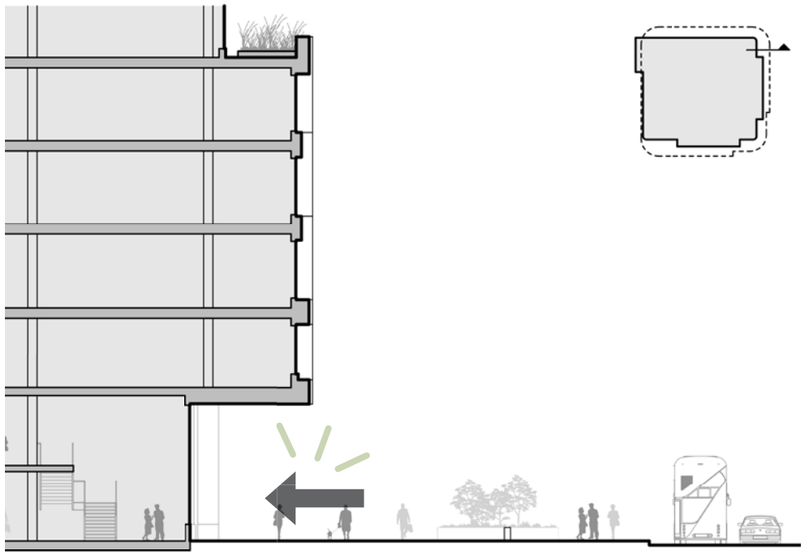


Diagram A - Hampstead Road double-height entrance condition

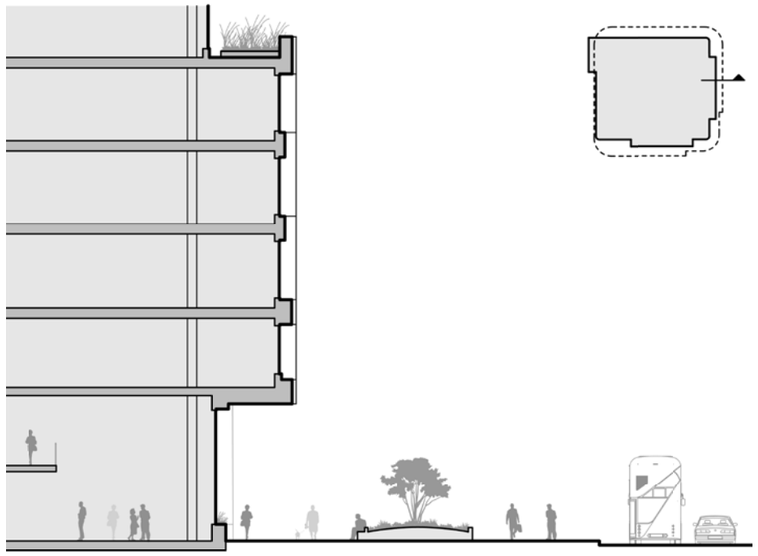


Diagram B - Hampstead Road typical double-height condition

Illustrative View - Euston Road public realm

Illustrative View - Euston Road public realm

Euston Road Setback

Similar to the strategy on Hampstead Road, at the primary and secondary lobby entrances the Ground Floor setback is extended to a create a more extensive public realm and sheltered canopies over highly trafficked entrance areas. Section Diagram 'C,' illustrating the entrance canopy, highlights the expanded setback in contrast to Section 'D,' where there is no entrance and only used as circulation.

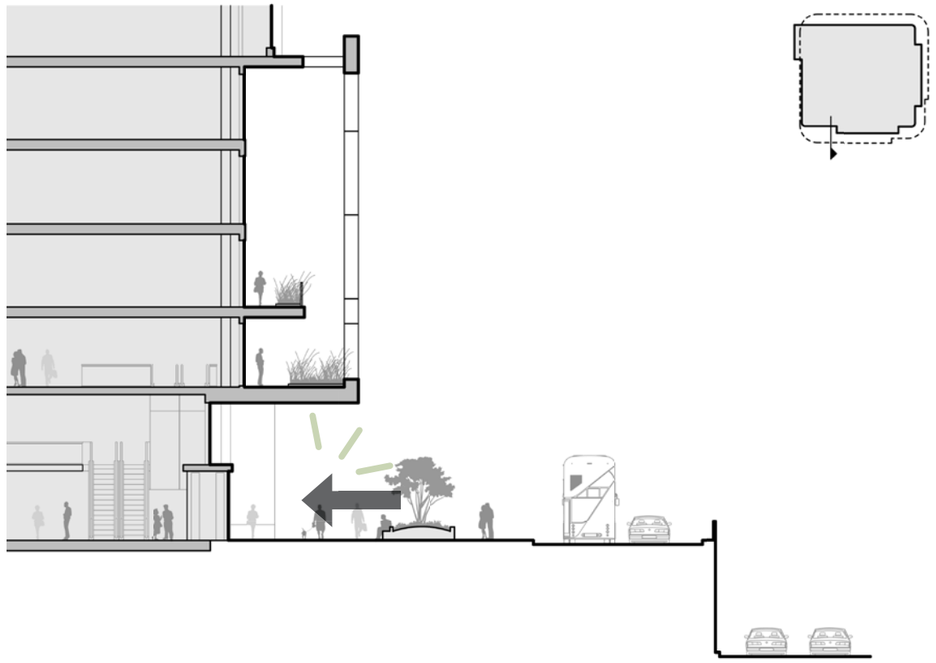


Diagram C - Euston Road double-height entrance condition

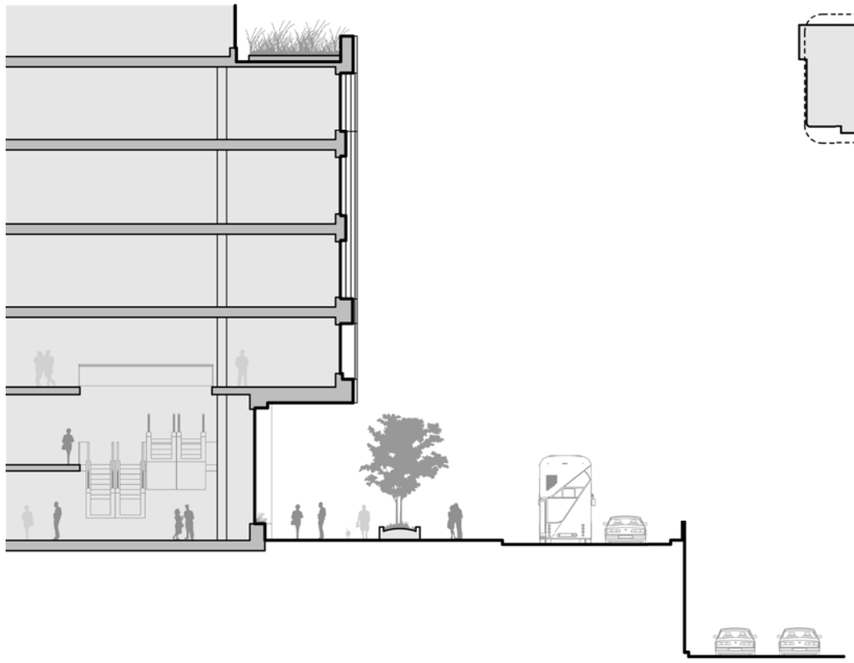


Diagram D - Euston Road typical double-height condition

8.9 Terraces in Podium

As part of the design strategy for the podium, the south-west and north-west corners of the podium are accentuated with terraces, ideally located for connection with Regent's Place Plaza and daylight conditions.

These terraces, serve multiple purposes including:

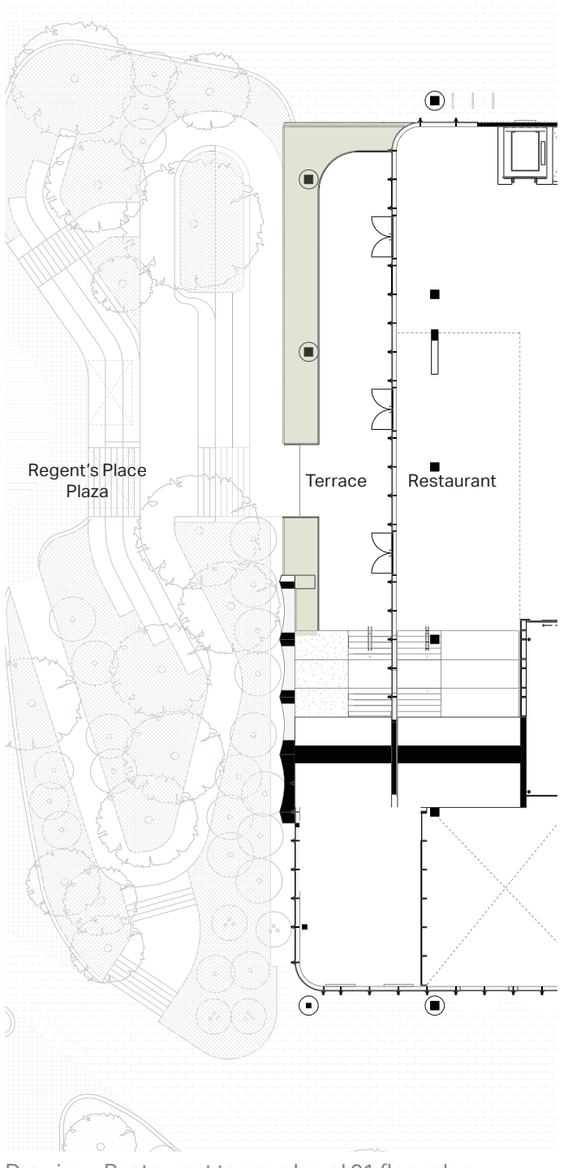
- Defining an architectural gesture at the primary entry points to the building
- Contributing to the green character of Regent's Place Plaza
- Connecting the landscaping from the plaza to the podium levels
- Enriching the diversity of the podium space with added external accessible space

Terraces located at the proposed Level 01 restaurant facing Regent's Place Plaza and on Level 02 facing south-west are designed to be publicly accessible, providing inclusive outdoor spaces where people can enjoy the surroundings.

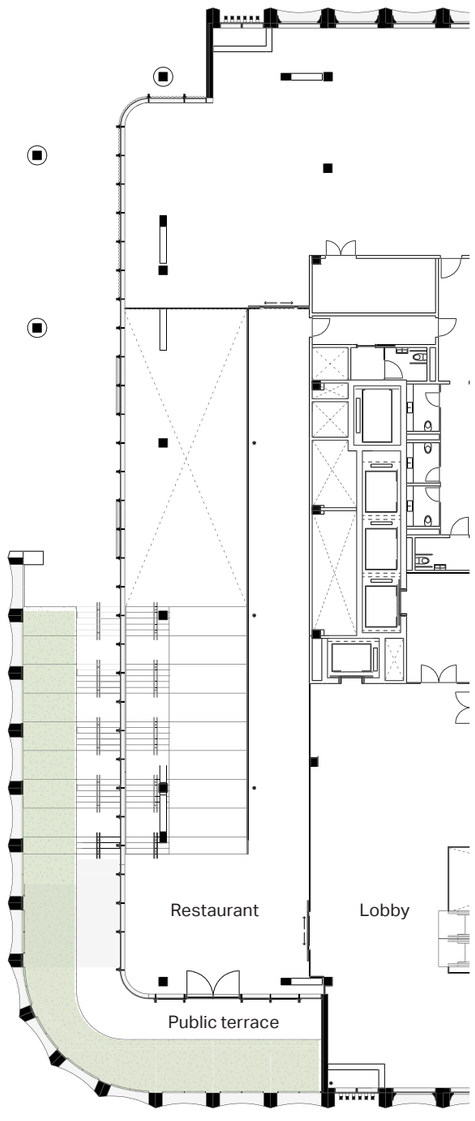
The outdoor terrace on Level 01 serves as an extension of the proposed restaurant space, creating connections between Regent's Place Plaza, the internal restaurant space and the Enterprise Space.

The south-west corner terrace on Level 02 extends up from the Regent's Place Plaza via the public staircase and terraced landscaping. It is designed as outdoor terraces for the restaurant in dialogue with the lobby levels.

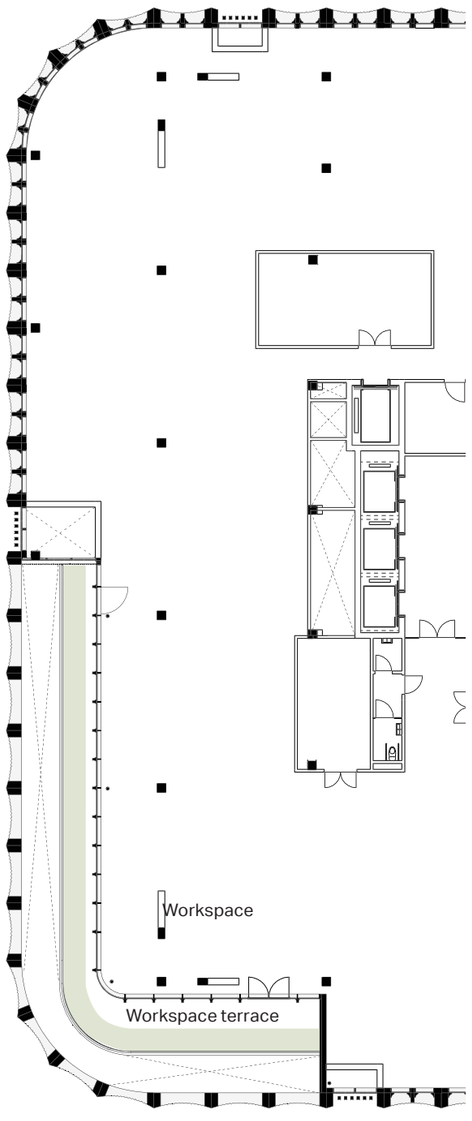
The south-west terrace on Level 03 is designated as accessible outdoor spaces for the lab-enabled workspace, elevating the working environment with outdoor area for fresh air and relaxation.



Drawing - Restaurant terrace Level 01 floor plan



Drawing - Public terrace Level 02 floor plan



Drawing - Workspace terrace Level 03 floor plan

Illustrative View - Level 01 restaurant terrace connecting to Regent's Place Plaza

Illustrative View - Level 02 public terrace facing Regent's Place Plaza

9.0
PUBLIC REALM & LANDSCAPE

Illustrative View - Regent's Place Plaza view - teal overlay

Illustrative View - Regent's Place Plaza looking south towards Euston Road

9.0 Public Realm & Landscape

A comprehensive reimagining of the public realm and landscaping surrounding Euston Tower forms a significant part of the Proposed Development.

Aiming to create an active, welcoming and dynamic gateway to Regent's Place, the proposals have been extensively discussed with the London Borough of Camden's planning officers, local community and other key stakeholders to create a considered design proposal, which provides a variety of different spatial offerings to meet all user groups' requirements.

The following chapter presents an in-depth overview of the existing public realm and landscape offering, together with the proposed design concept including urban greening and ecology strategies.

Please refer to the Public Realm and Landscape Design Statement, prepared by DSDHA for further details and information.

9.1 Existing Public Realm

The existing landscaping within Regent's Place Plaza is a temporary, demountable scheme designed by Townshend Landscape Architects. The plaza features large, planted seating platforms with low perennial planting. Seven existing trees sit at grade in suspended tree pits. A series of ventilation grates are concealed below the planters or adjacent.

Along Euston Road, a large undulating lawn separates the plaza from the pedestrian footway. Further east, a fenced basement access pit is planted with a stand of lime trees. At the intersection of Euston and Hampstead Roads, an array of trees of various species and sizes are planted at grade with two formal seating planters further north along Hampstead Road. Each planter contains 8no. lime trees, is densely planted and fixed with wood bench toppers to match those in the Plaza.

Brock Street features a linear arrangement of plane trees planted in pits at grade, between which are a series of basement vents, wooden benches, and cycle stands.

In total, there are 47no. existing trees on the site.

Furthermore, the existing landscape has been discussed extensively as part of the co-design, community engagement and pre-application process. While those comments are detailed as part of Chapter 5.0, the summary below lists some of the issues raised with the existing landscape and public realm conditions:

- The surrounding buildings around Regent's Place Plaza are considered as bright and inviting, Euston Tower is not in-line with recent development.
- The plaza should be a haven from the surrounding busy environment (Euston & Hampstead Road).
- Currently, the landscaping doesn't contribute to a feeling of safety in the public realm.
- Concerns were raised about inclusivity and access to amenities within existing plaza being available to the public.
- The plaza is not currently a destination space.
- It was considered that the integration of local community and businesses could be further strengthened.

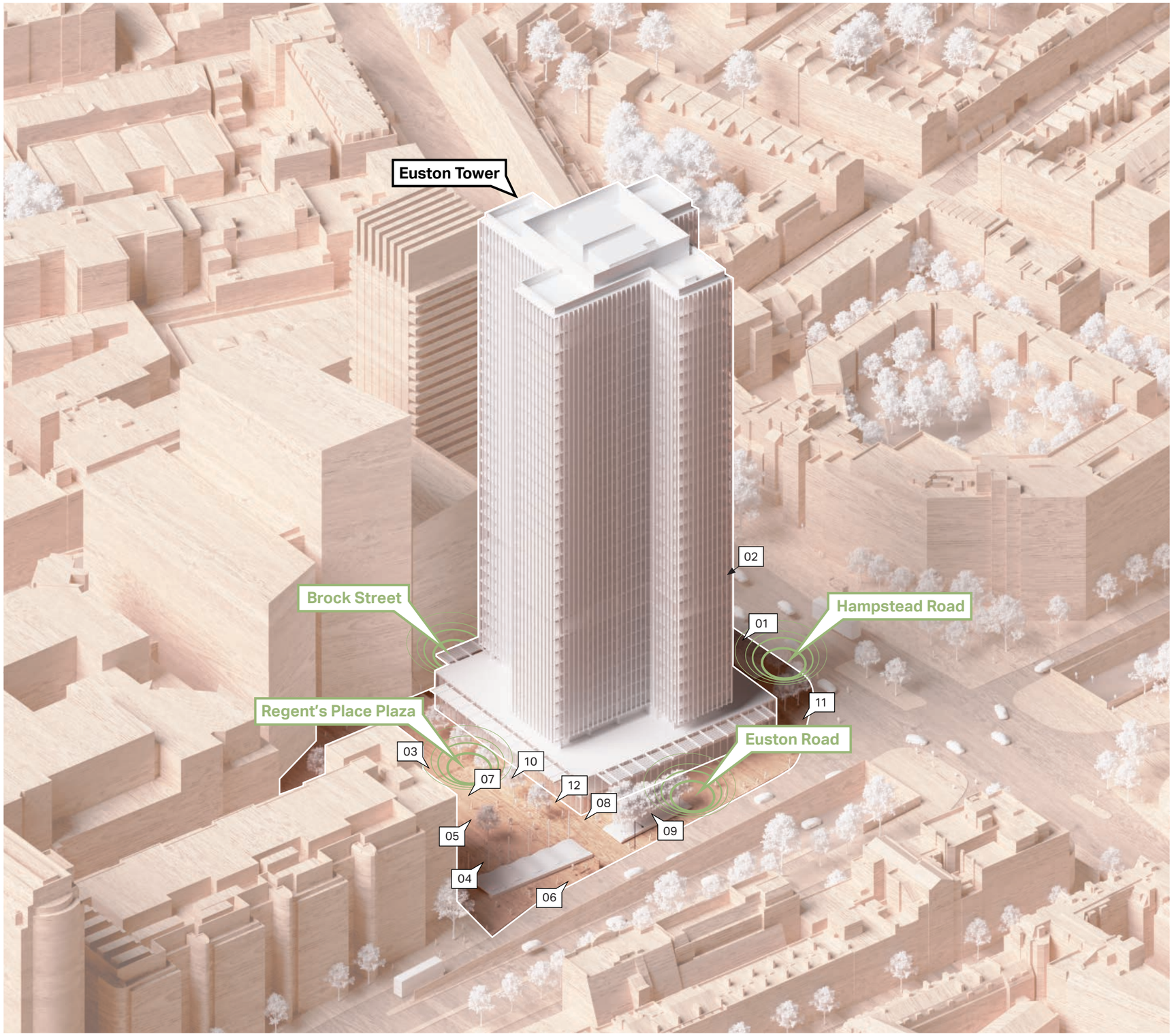
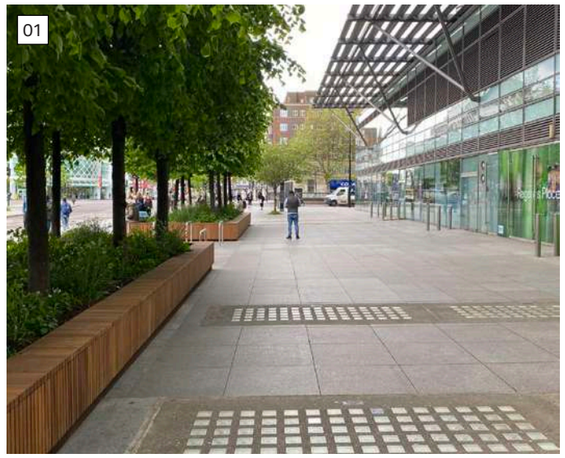
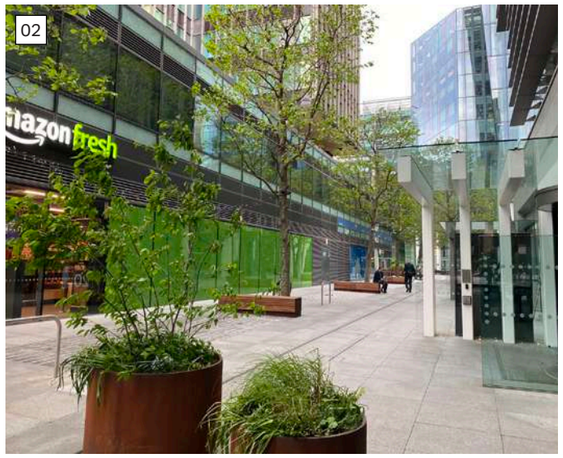


Diagram - Key areas of public realm

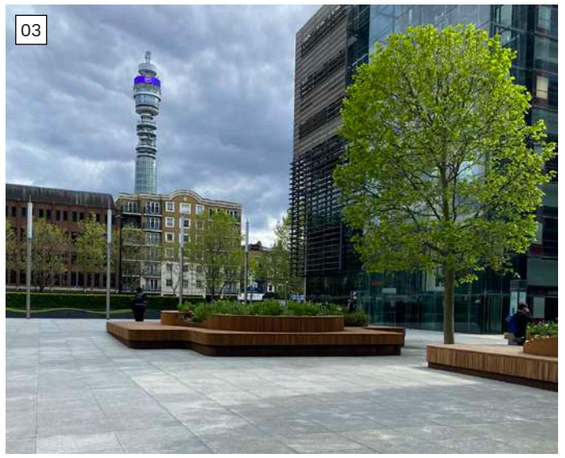
Existing Public Realm Photographs



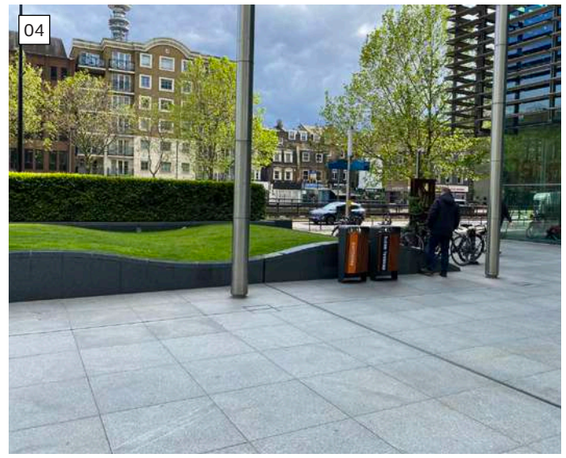
Photograph - Hampstead Road looking south



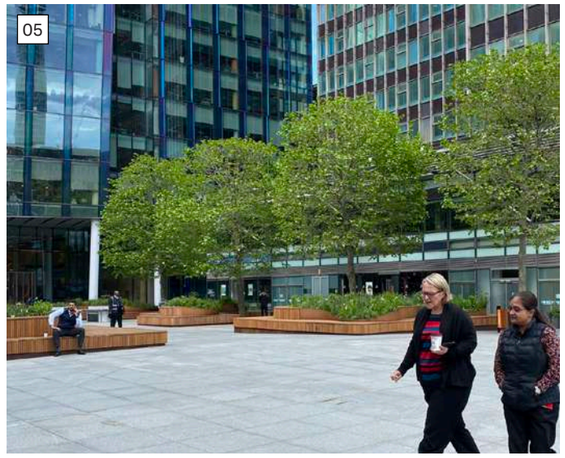
Photograph - Brock Street



Photograph - Regent's Place Plaza



Photograph - Regent's Place Plaza



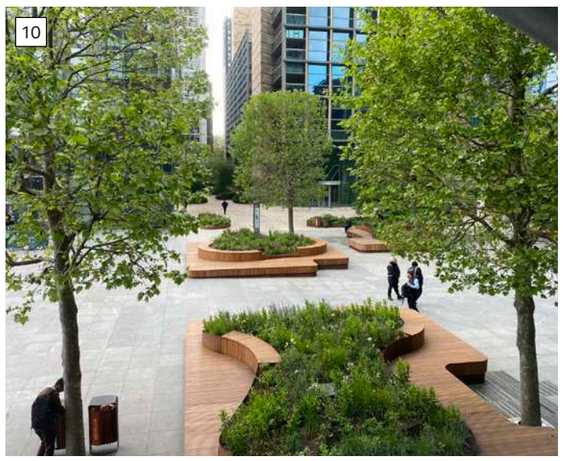
Photograph - Regent's Place Plaza

Photograph - Euston Road

Photograph - Regent's Place Plaza

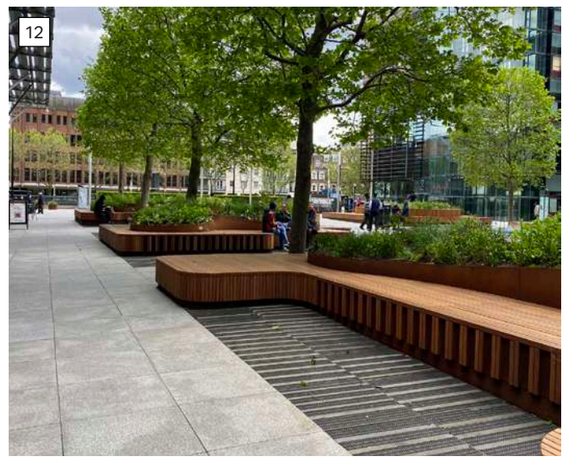
Photograph - Southwest corner of ground floor

Photograph - Basement access and bug hotel



Photograph - Regent's Place Plaza

Photograph - Euston Road



Photograph - Regent's Place Plaza

9.2 Landscaping Objectives & Design Principles

In response to the contextual analysis and design development presented in the previous sections, a number of design principles have been developed which outline a set of ambitions for the public realm proposal to meet. These are summarised below:

A Strategy for Nature and People
Green public spaces offer a natural haven within the city, engaging all of the senses and evolving through the seasons.

Character and Materials
Successful public spaces offer a range of character areas and spatial experiences, providing a sense of discovery and encouraging exploration.

Sustainability, Wellbeing and Health
Maximising natural elements and creating a biodiverse landscape that supports wellbeing and plays its part in combating the climate crisis.

Users and Uses
The design should cater for the needs of diverse groups and individuals: passers-by, visitors, tourists, workers and residents.

Connectivity, Legibility and Identity
The site should be integrated into the surrounding urban fabric as an inviting and distinctive destination.

Programme and Uses
A city's public spaces must be able to accommodate a wide range of cultural and social events.

Exploration and Learning
There should be playful, inclusive elements suitable for all ages.

Quality of Materials
Public spaces should be resilient and robust, and design should aim to retain their qualities over time.

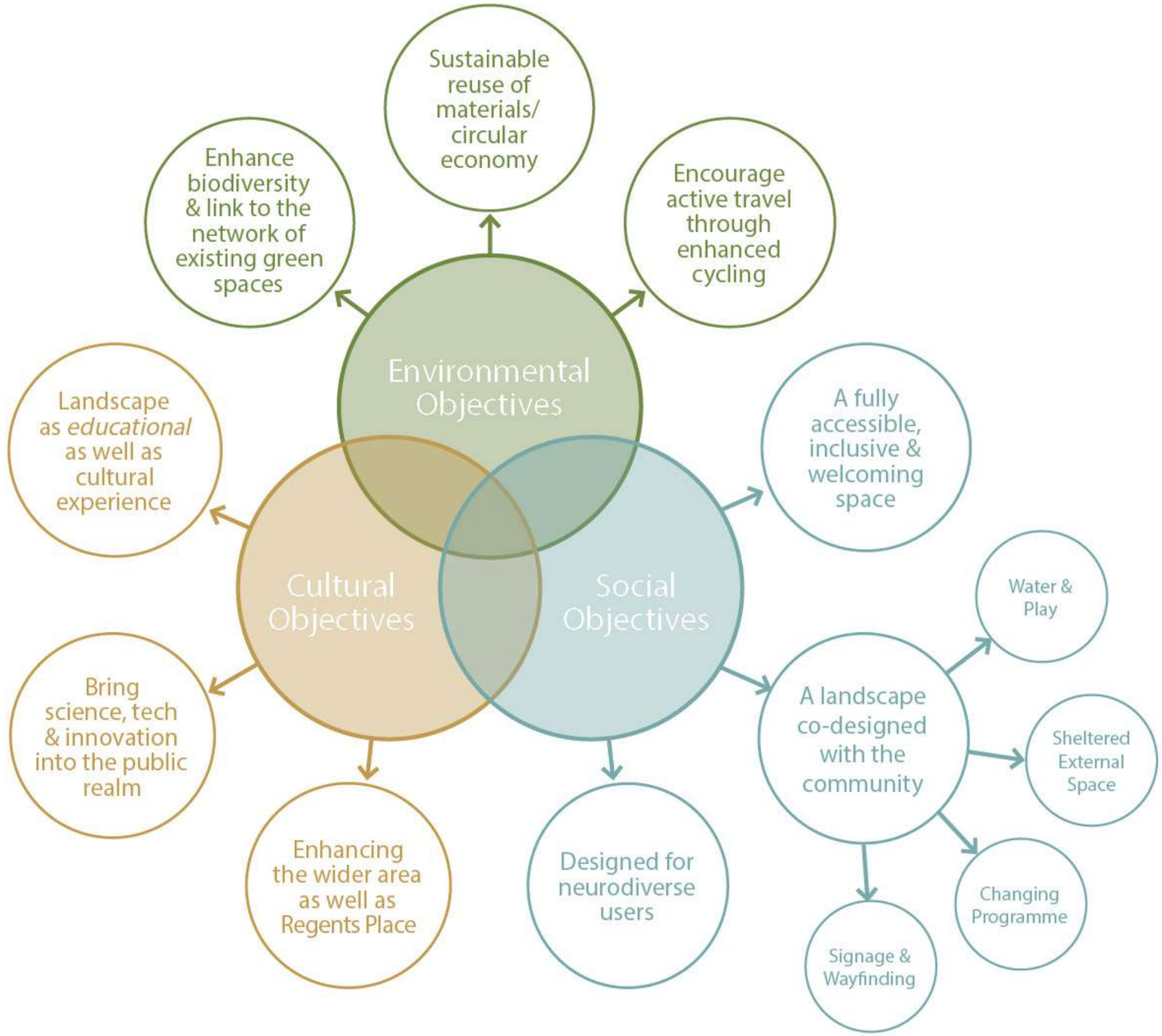


Diagram - Environmental, social and cultural objectives

Landscaping Design Principles

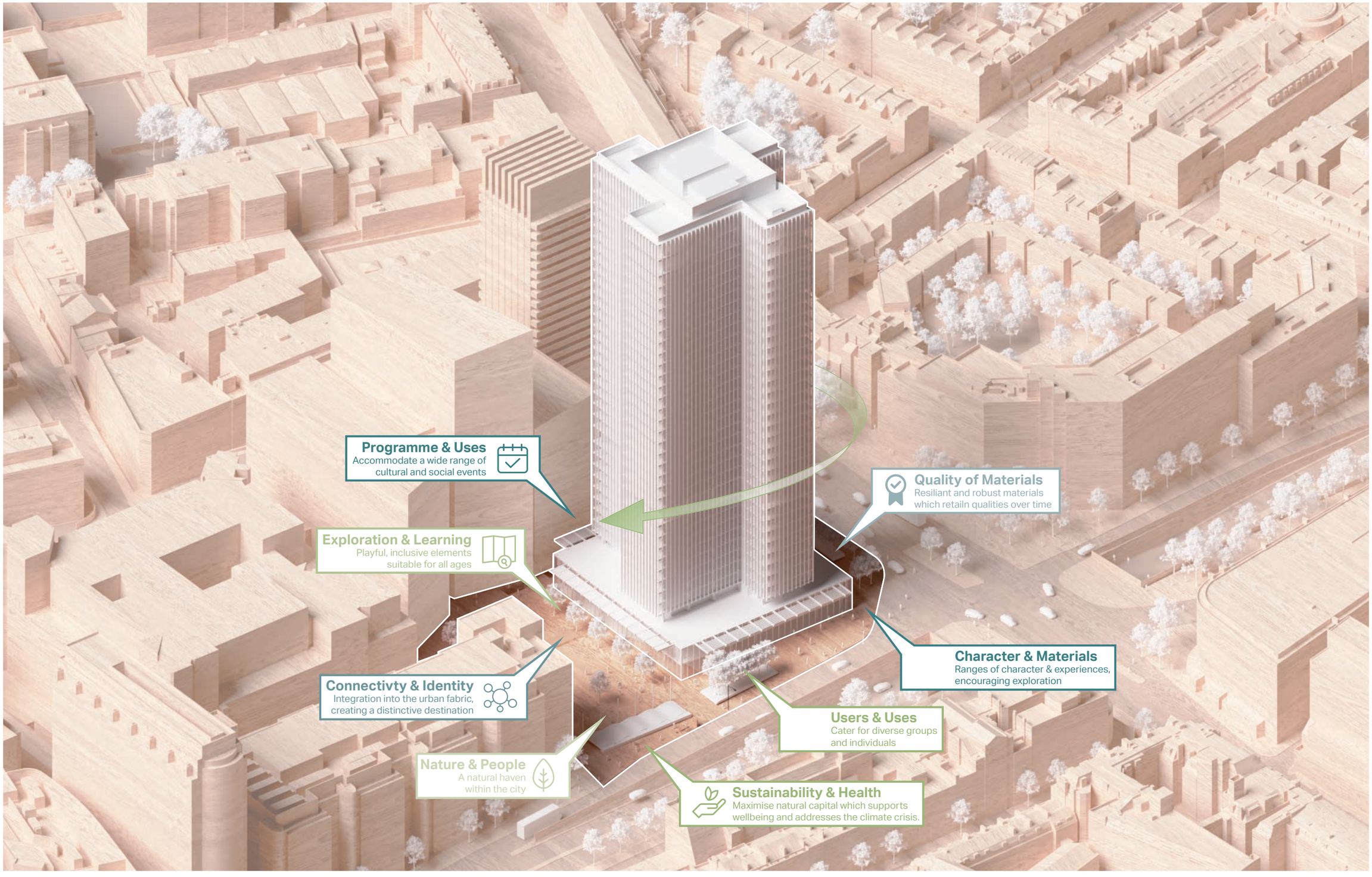


Diagram - Key design principles of the design proposal

9.3 Landscape Concept Design

The spatial organisation and character of the public realm has been designed with reference to Hampstead Heath, an iconic greenspace within the borough and one that was historically linked to the site through water. Based on the concept of bringing a piece of the Heath to Euston, the design uses principles found in the natural ecosystem to create meaningful and lasting greenspace in an urban centre.

Taking inspiration from fluvial patterns, the development of the spatial design imagined pedestrian flows as water courses that defined the landforms.

Three water patterns were used to inform early design concepts:

- The Delta: pedestrian movement defines form
- The Clearing: a central clearing defines pedestrian movement
- The Brook: Pedestrian movement is punctuated by form

The final concept combined elements of the delta and the clearing, where pedestrian movement determined the location and size of landscape features, with a central clearing located at the base of the stairs. This principle allows for the configuration of a flexible use space within the plaza that does not hinder the anticipated movement throughout Regent's Place Estate.

A Piece of the Heath in Euston

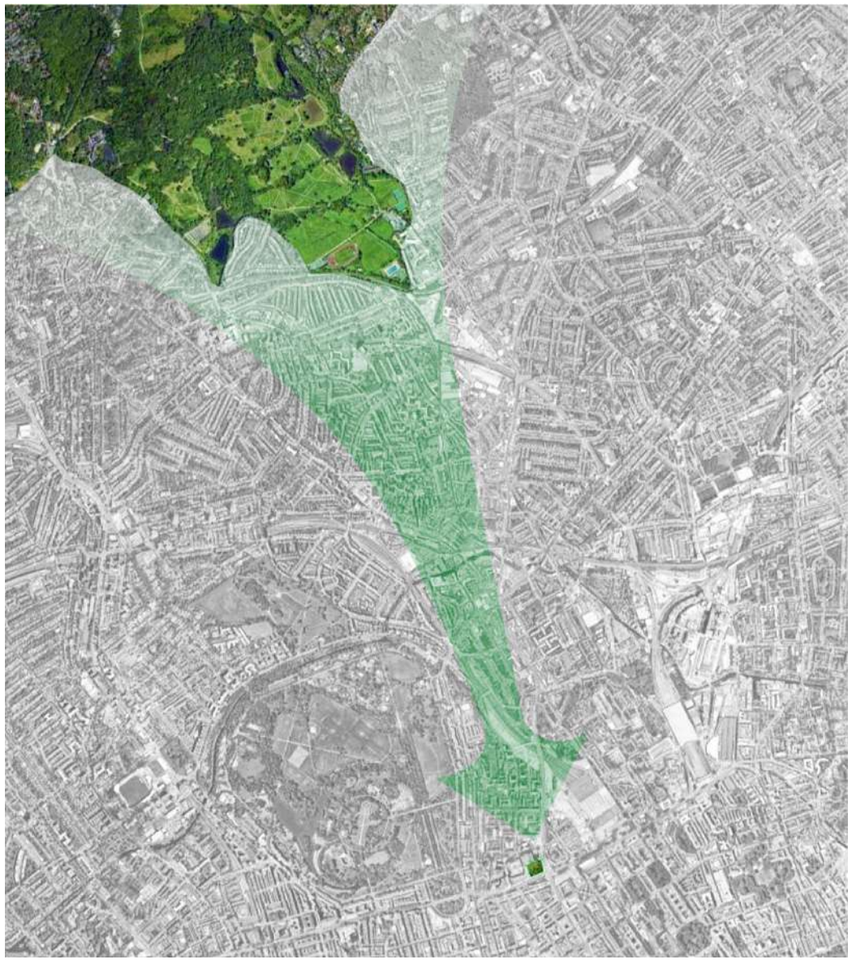


Diagram - Bringing Hampstead Heath to Euston Tower

Fluvial Pattern Inspiration

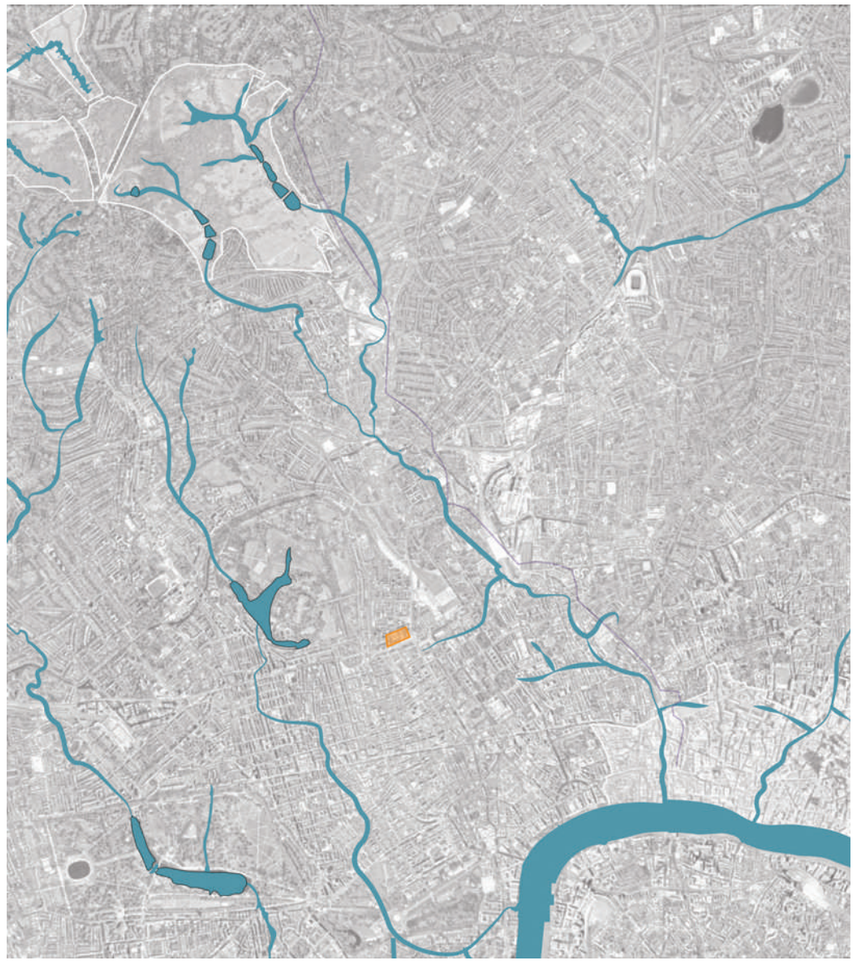


Diagram - London hidden hydrology

Illustrative Image - 'Branch Hill Pond', Hampstead Heath by John Constable

Illustrative Image - Finding movement in nature

Alongside the spatial development, the ecosystem of Hampstead Heath was studied to inform methods for generating meaningful greening on the site. The unique character of Hampstead Heath as a 'mosaic of habitats' is a direct product of the sites geology; where glacial deposits formed a sandy gravel ridge over a base of clay. This variation in soil types translates to a hydrologically diverse area of highly permeable, sandy landscapes that infiltrate spring water down towards the impermeable clay where it pools. A series of unique plant communities respond to the appropriate soil conditions and elevations and define the habitats identified on the site. The study of this unique landscape highlights the ecological interdependence amongst habitats to create a symbiotic system across the site. Understanding how each system functions independently and holistically within the setting helps to determine how it may be replicated in an urban setting.

Four key habitats were highlighted and studied for their character, ecosystem functions, and site suitability.

1. Heathland: Found at the highest elevation in sandy, nutrient-poor, well-drained soils. Plants are often robust, drought tolerant species.
2. Grassland: Similar soil profiles to heathlands, grasslands are found at lower elevations and comprise of a variety of wild flower meadows and tall grasses punctuated with fast-growing pioneer tree species.
3. Woodland: Successive from older heath and grasslands, increased nutrient availability in the soils allow for larger plant species to root. Characterized by ancient tree canopies that create ideal conditions for shade-tolerant understorey planting.
4. Wetlands: Habitats that are periodically wet or flooded and are home to a variety of grasses, and hydrophilic tree species.

A Mosaic of Habitats

Photograph - Heathland

Photograph - Woodland

Photograph - Grassland

Photograph - Wetland

Landscape Design Proposal & Key Areas

Drawing - Landscape design proposal with key areas highlighted

Illustrative View - Connection between proposed Euston Tower podium and Regent's Place Plaza

9.4 Regent's Place Plaza

The proposed design for Regent's Place Plaza centres around a strategically placed array of landscape elements encircling a civic square. The eastern side integrates podium stairs into the landscape, extending the public realm and connecting the ground level with the first-floor podium through dense planting beds. The inclusion of tree planting along the stairs further extends the site's green potential vertically. At the core of the plaza lies a shallow waterplay feature serving as both a splash pad and reflective pool. This feature, programmable to adapt to changing climates and user preferences, can be fully drained to create open space in the square.

Situated to the north-west are two wetland beds, each equipped with accessible boardwalk crossings. The freshwater wetland, positioned to the north, maintains a permanent body of water, while the riparian wetland to the south allows for periodic flooding during storm events. Both beds are designed with submergent and emergent vegetation to foster biodiversity. The entrance to the restaurant and Enterprise Space on Level 01 is accessed via stairs or a ramp from the plaza, while to the south, the primary cycle store is conveniently reachable through a cycle ramp under the restaurant staircase.

Creating A Multi-Functional Space

Creating a multi-functional space for community events within the plaza was a key design focus which was echoed by the community throughout the co-design process. The stairs work to extend the functionality of the civic square by providing additional seating opportunities or a back drop for performances. The ability to fully drain the water feature allows the entirety of the space to be used for public programming. The following page demonstrate the types of programming and possible arrangements.

01 Freshwater wetland

02 Riparian wetland

03 Civic Square & Water feature

04 Podium & Level 01 entrance

05 Woodland mound

06 Entrance to cycle store via cycle ramp

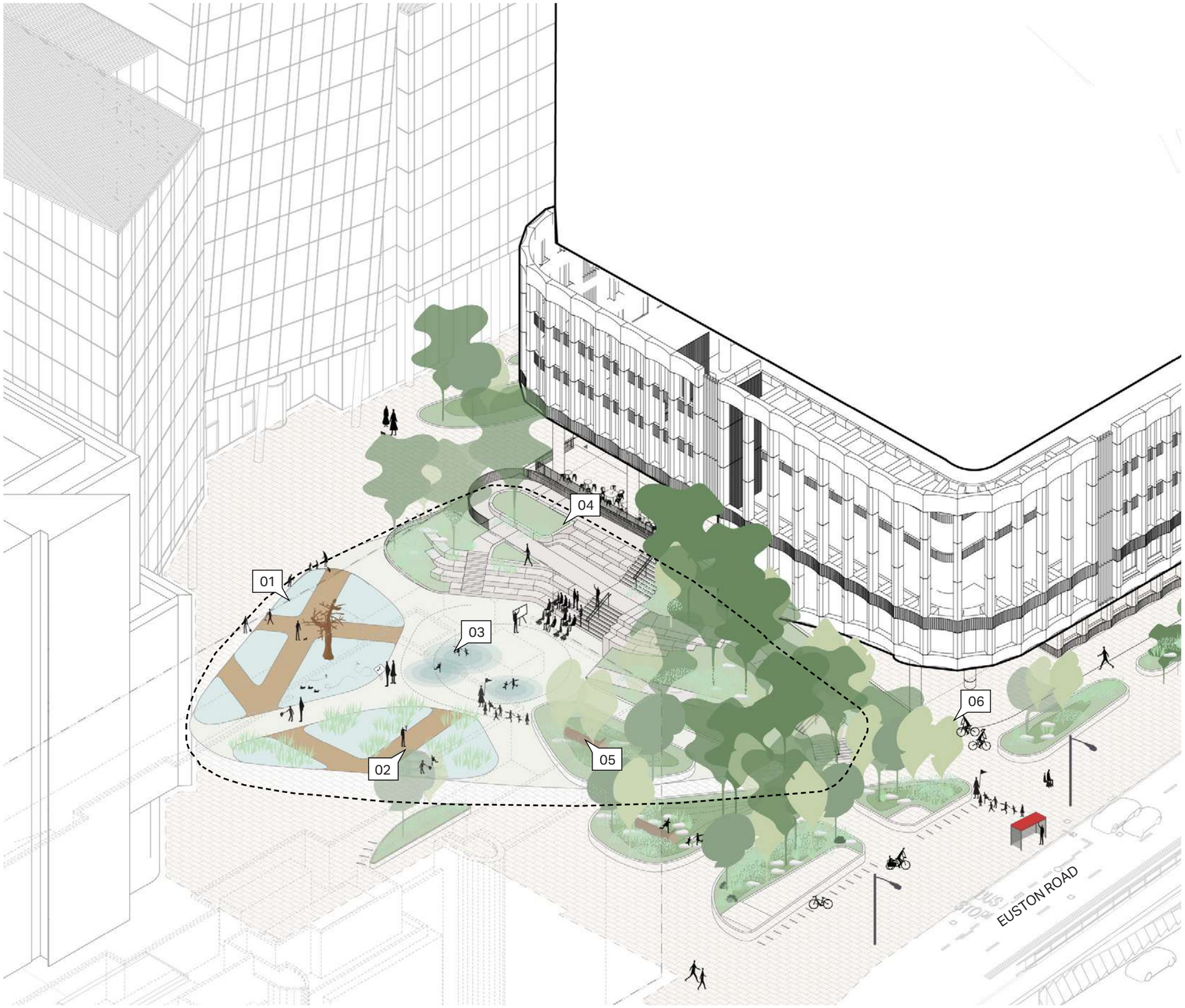


Diagram - Regent's Place Plaza public realm zone

The Clearing & Wetlands

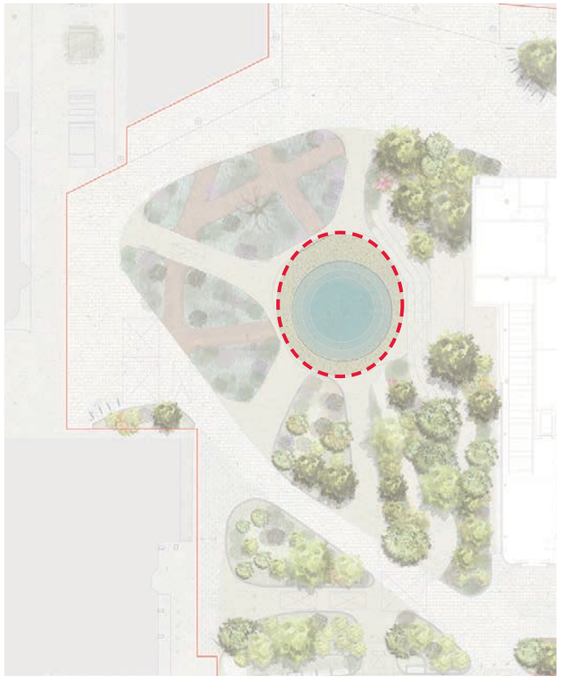
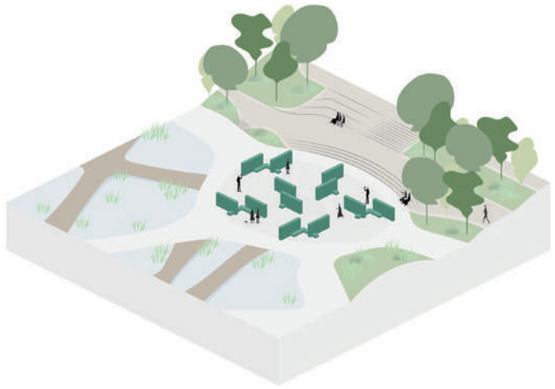


Diagram - Central clearing and reference images of design intent

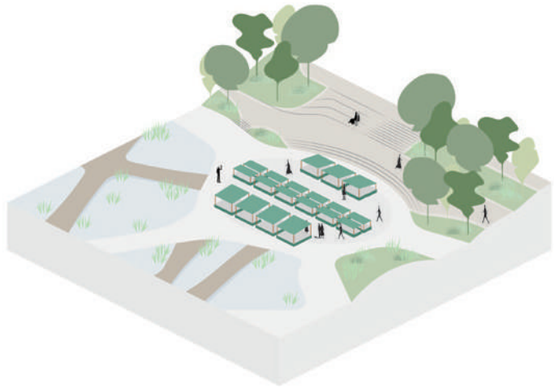
Diagram - Wetland mounds and reference images of design intent

Creating A Multi-Functional Space

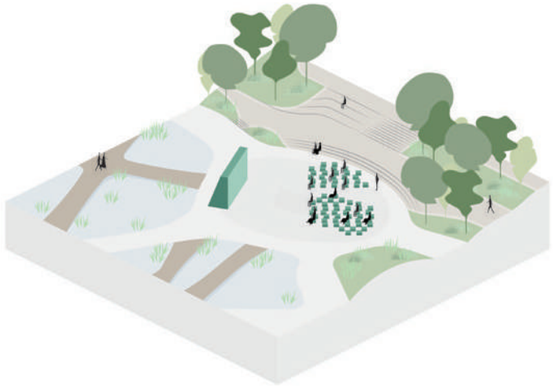
Exhibition



Market



Cinema



Performance

9.4 Regent's Place Plaza

Feature Terraced Landscape

Creating a strong connection between Euston Tower and the public realm is integral to activating the site and transforming it into an inviting, dynamic, and permeable space.

One of the key elements that supports this is the feature terraced landscape to the west of the tower, which acts as an extension of the bustling Regent's Place Plaza, to the first floor of the podium.

This terraced landscaped area creates a bridge between urban life and a nature-infused sanctuary that prioritises inclusivity, greenery, social interaction and wellbeing.

The terracing landscape is thoughtfully crafted with stepped seating, providing not just a place to rest but an opportunity for people of all ages and abilities to gather, converse, and engage with the surroundings. A gently sloping pathway ensures accessibility for everyone, fostering a sense of belonging for individuals with diverse mobility needs.

At the heart of this space lies a celebration of biodiversity. A rich palette of plants and trees are strategically placed in pockets surrounding the sloping pathway to educate and inspire beyond aesthetics alone.

At the top of the terraced landscape, lies an external covered terrace, integrated with the interior restaurant space with a double height glazed screen as separation— extending the outdoor ambience indoors. This design invites the natural beauty and vibrant energy of the exterior landscape into the interior, creating a harmonious flow between the two spaces.

Ultimately, this landscape element serves not just as a transitional space but as a hub for community engagement, where nature meets urban life, and where inclusivity and well-being take centre stage amidst the greenery.

The following pages demonstrate the key elements and technical considerations of how the terraced landscape connects the public realm to Level 01.

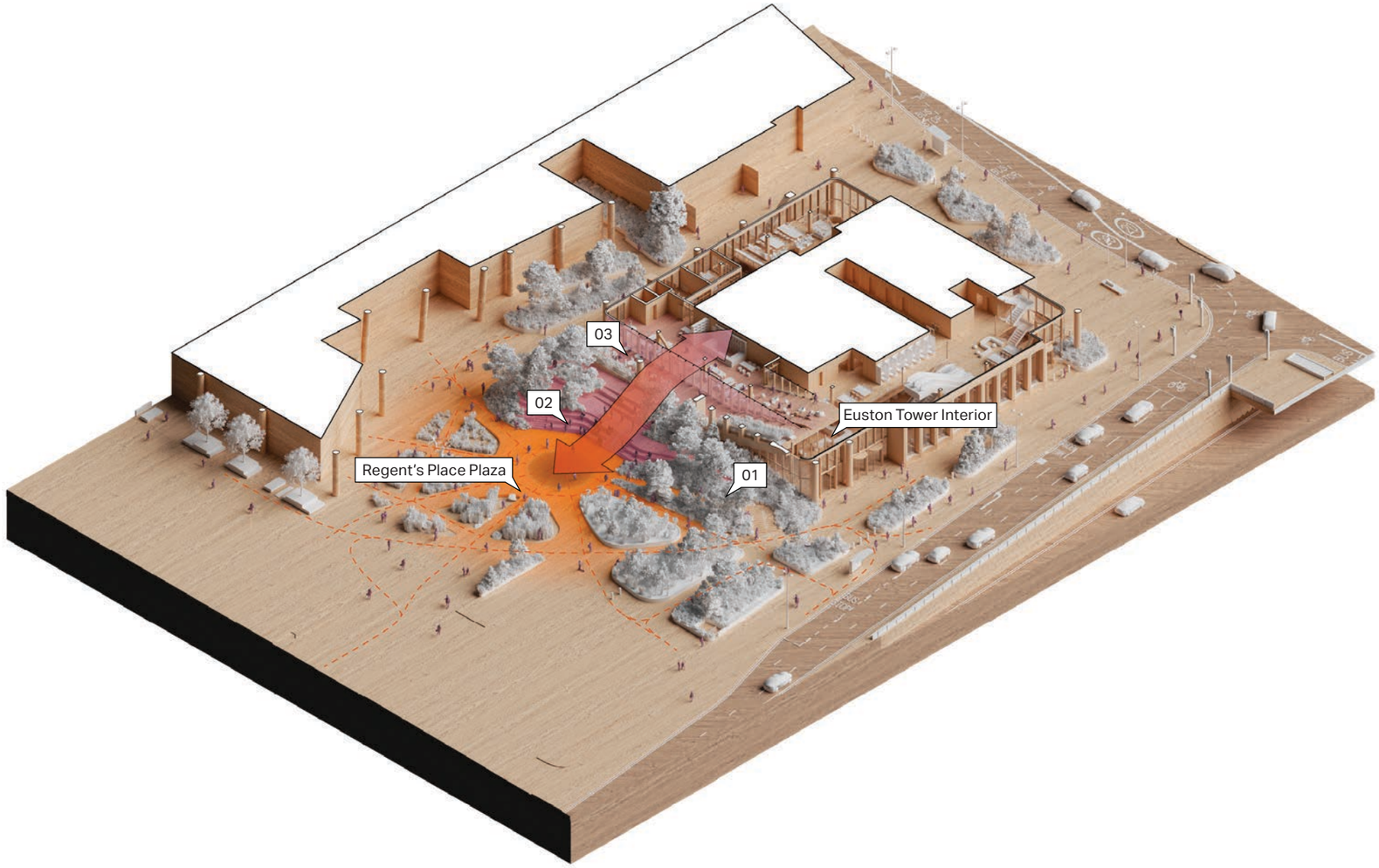


Diagram - Symbiotic relationship of Regent's Place Plaza and interior spaces, enhancing both through cooperative interplay

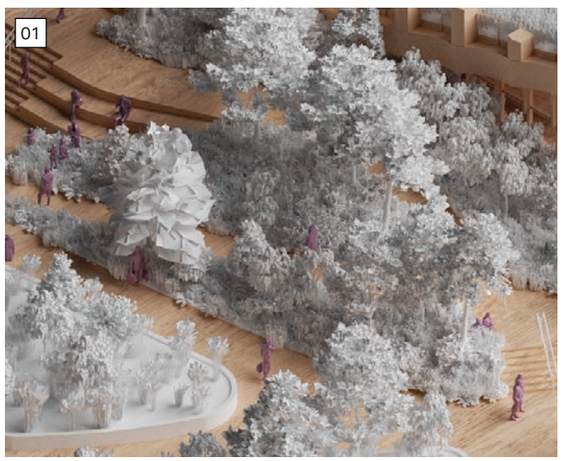


Diagram - Zoom in of greenery on landscape terrace

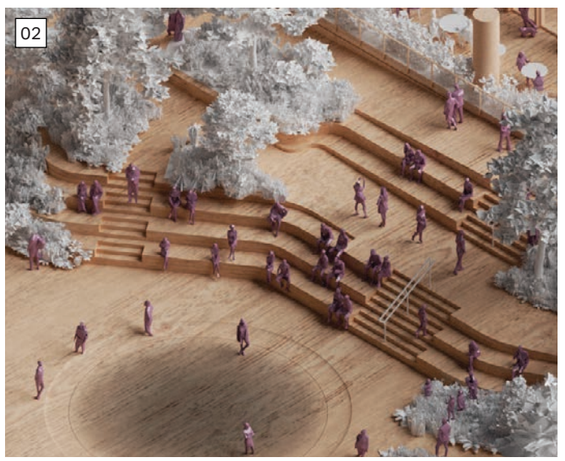


Diagram - Zoom in of gathering on landscape terrace

Diagram - Extending the restaurant space outdoors

Technical Description

01 1:21 Slope with a total rise of 3.2m from Regent's Place Plaza to Level 01 of the Podium

02 1:21 Slope with a total rise of 0.5m from the Euston Road Street Side Pavement to the centre of Regent's Place Plaza

03 1.8m x 1.8m landing every 523.81 mm rise of slope. Landings are flat (each 523.81mm rise is 11m in length)

04 One resting spot, in the middle of the rise, splitting the slope in two sections

05 Stairs connect Regent's Place Plaza directly with the Interior Space on Level 01 of the Podium

06 Additional Stairs connect the slope with its adjacencies, creating a diversity of paths

07 Integrated greenery

08 Stepped public seating

09 External Terrace Space on Level 01

10 Landscaped Steps connecting Level 01 with Level 02

11 DDA compliant Lift to access Level 01 and 02

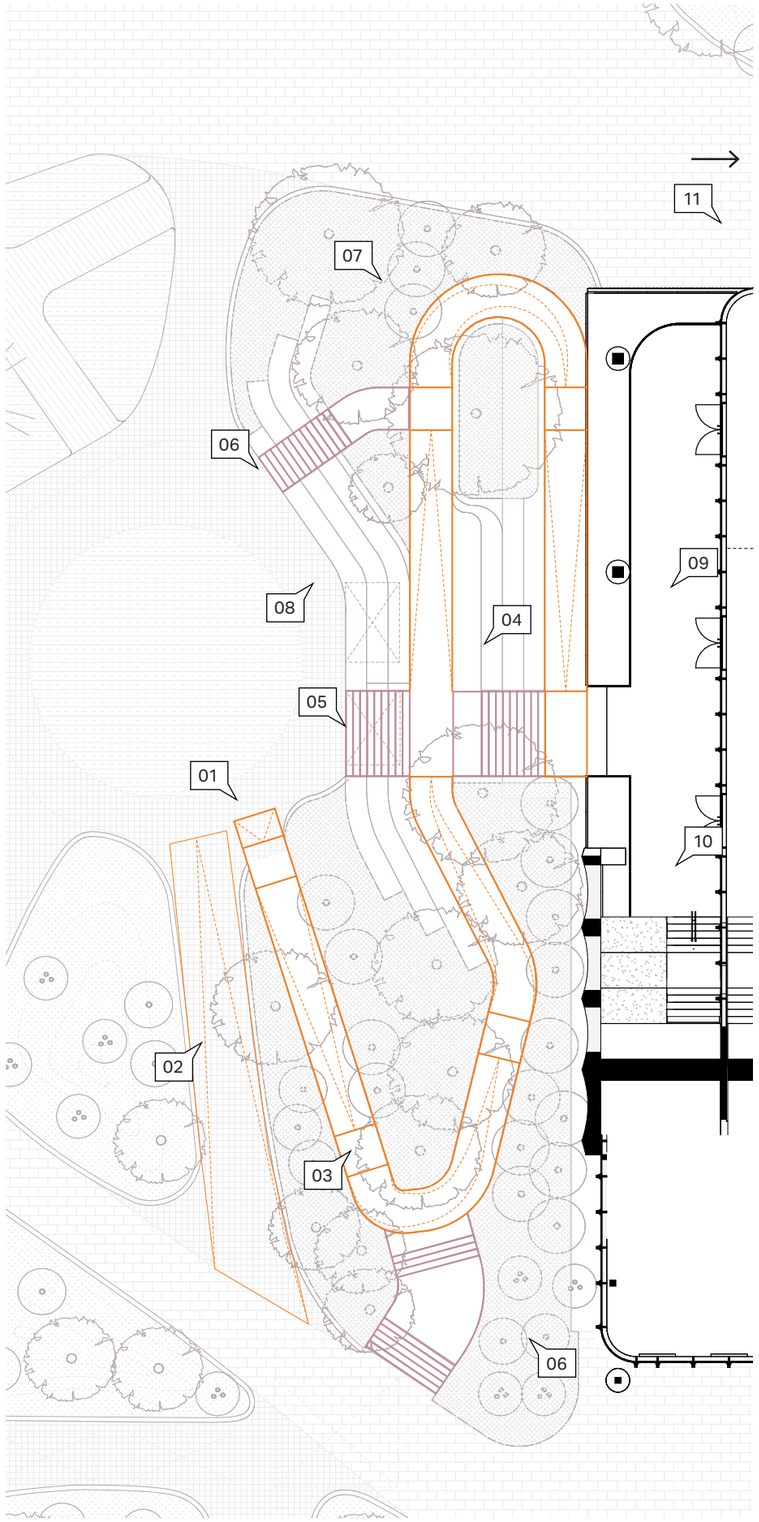


Diagram - Technical plan of terraced landscaping

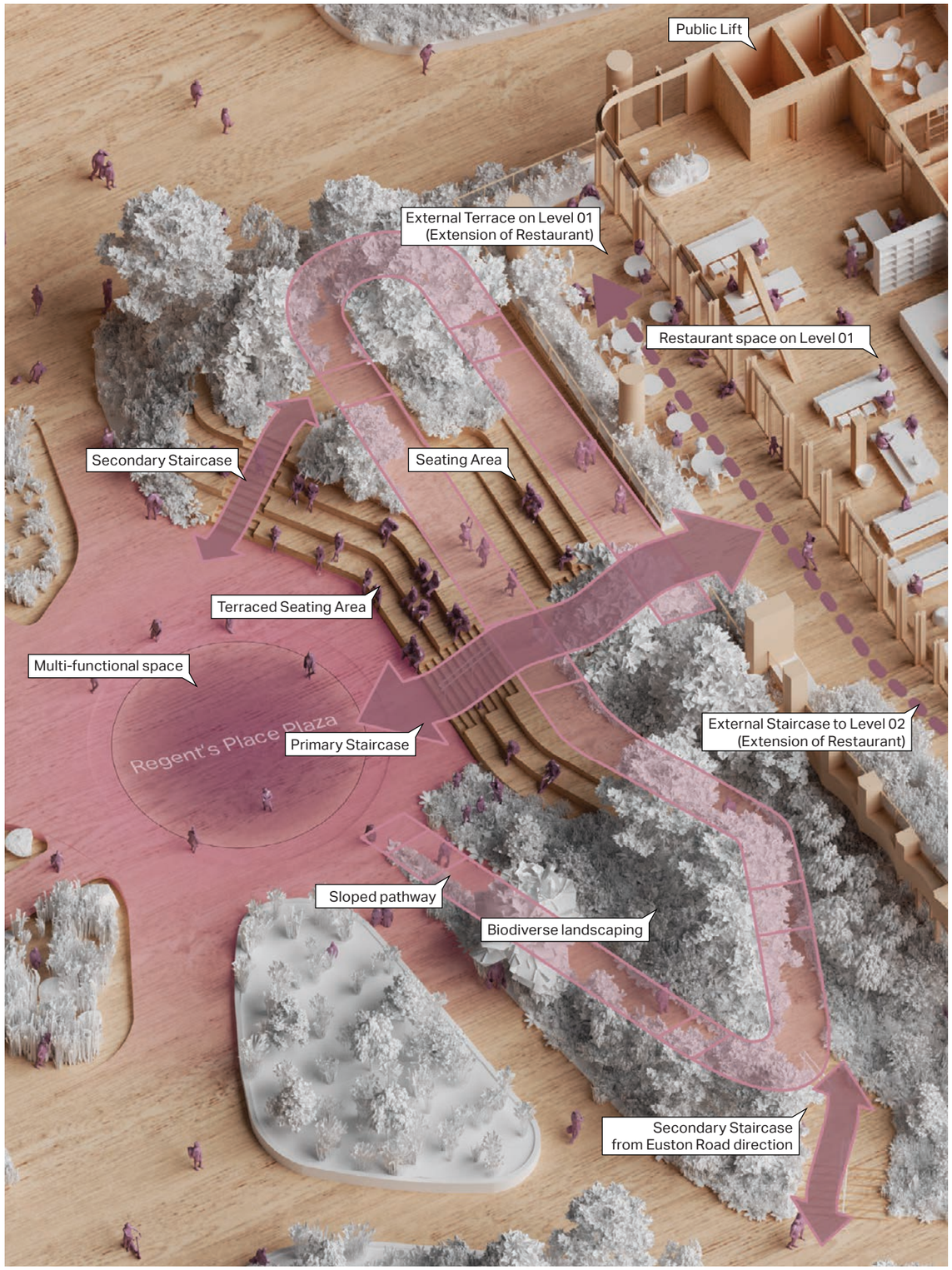


Diagram - Key Features of the Terraced Landscape Element

Illustrative View - Proposed Regent's Place Plaza

Illustrative View - Terraced landscape incorporates stair and low-slope ramp to approach podium levels

Illustrative View - Restaurant at top of terrace landscape connected to wide external terrace

9.5 Euston Road

The landscape along Euston Road has been designed to accommodate a wide range of users while responding to a number of critical conditions. The area hosts two of the buildings main entrances as well as the ramped entrance to the cycle store in the basement. Eastbound cycle lanes and a bus stop border the site along Euston Road.

Following feedback from TfL, a 4.5m clear width has been introduced as a shared pedestrian and cycle lane, connecting from the south-east corner and running north towards Triton Street. The east-west footway will be maintained and the narrow condition around the bus stop to the west will be improved.

The staggered arrangement of the mounds create a buffer of vegetation, effectively shielding the central plaza from the noise, pollution, and windy conditions to the south.

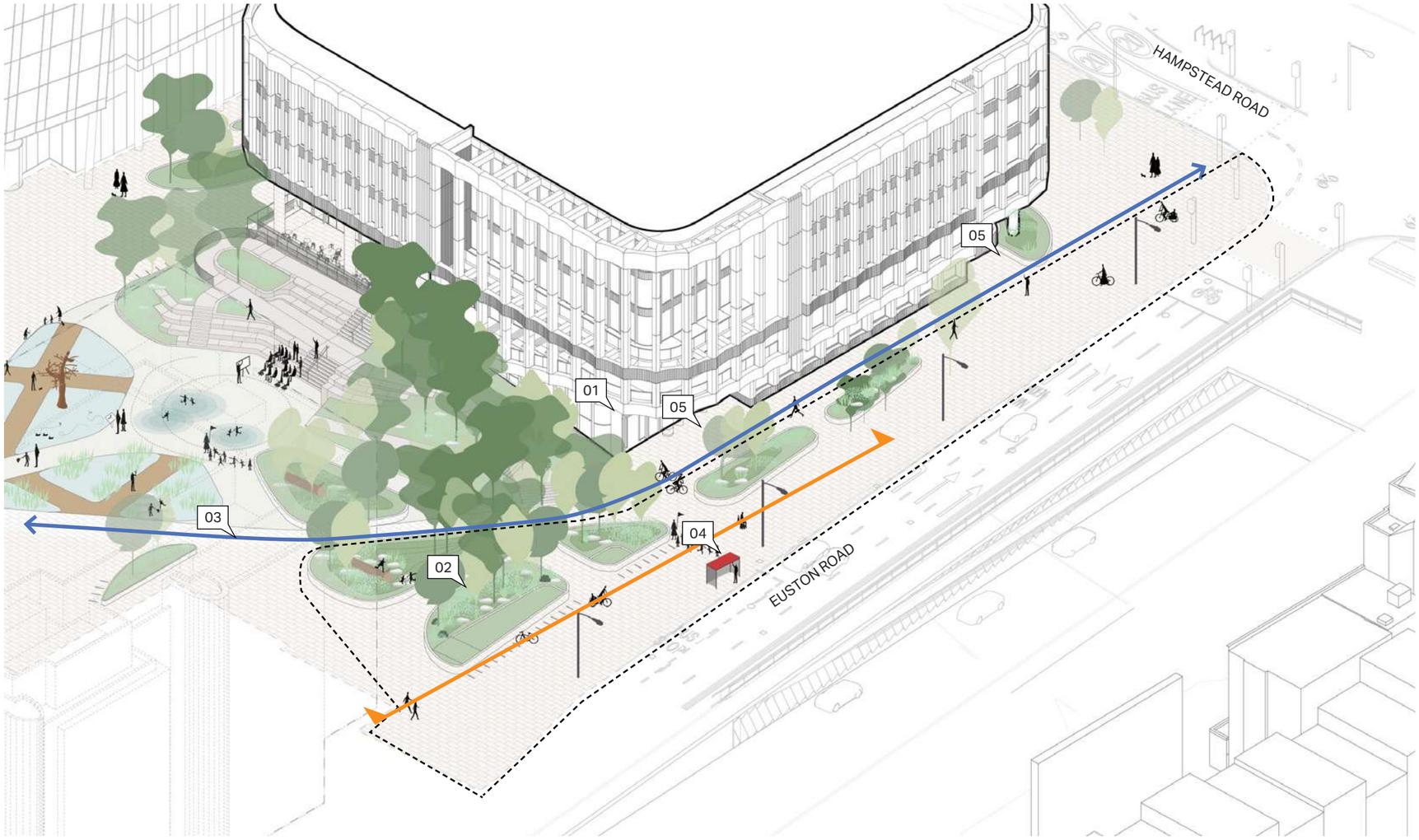


Diagram - Euston Road public realm zone

Drawing - Concept section through landscaping along Euston Road

01 Cycle entrance to End of Trip facilities

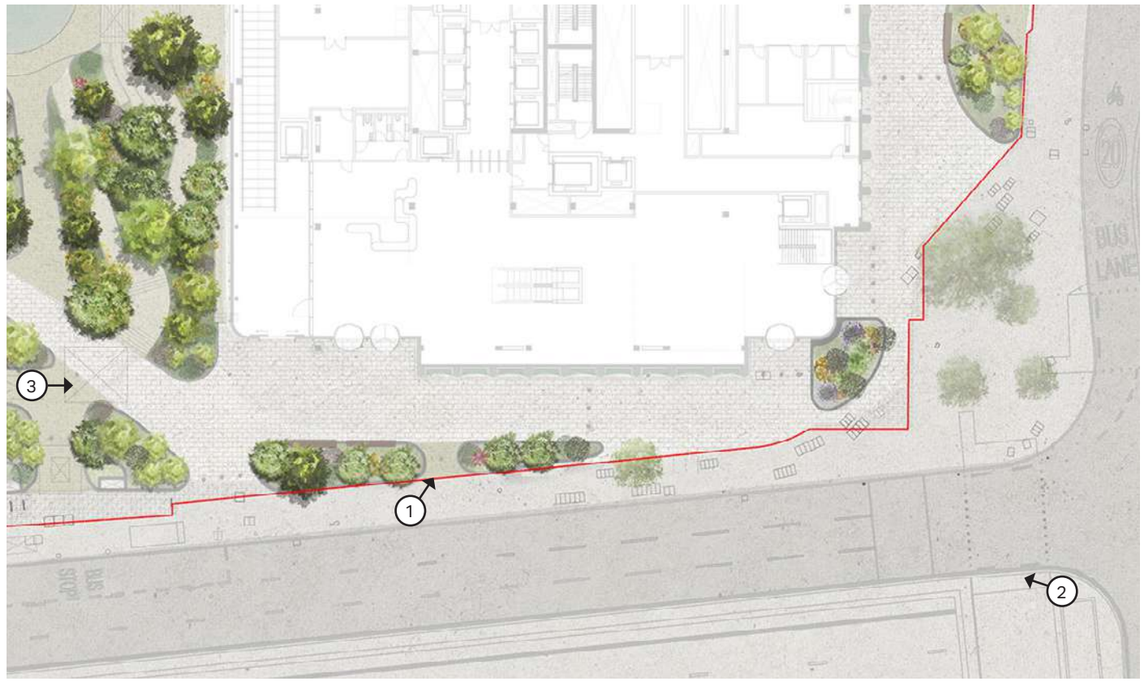
02 Woodland mounds

03 Shared Cycle/Pedestrian Route

04 Existing TfL Bus Shelter

05 Lobby Entrance

Landscape References & Views



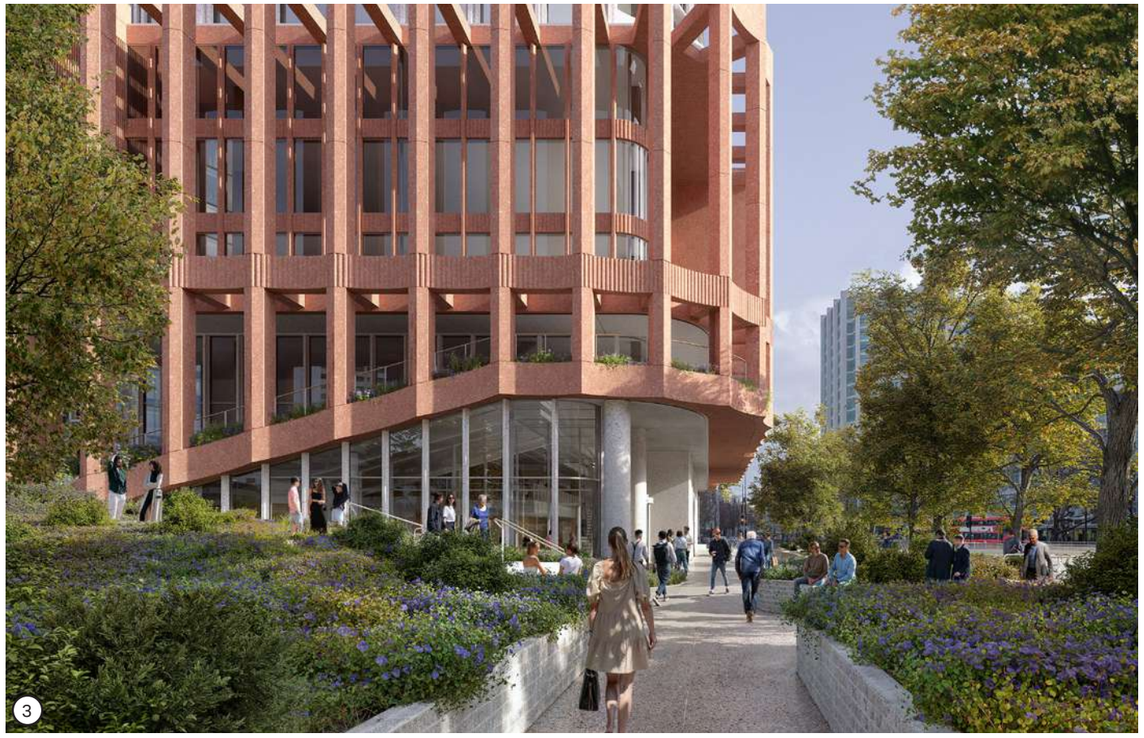
Drawing - Site plan showing Euston Road area

Photograph - Reference for interaction with public realm

Photograph - Reference for interaction with public realm

Illustrative View - Proposed public realm along Euston Road

Illustrative View - Proposed public realm along Euston Road



Illustrative View - Public realm along Euston Road in front of south-west entrance

9.6 Hampstead Road

This area is located along the eastern edge of the site and is one of the major pedestrian footways for Regent's Place Estate. A minimum clear width of 6m will be maintained to accommodate existing and anticipated pedestrian movements. Two routes are divided by a series of central mounds, allowing for slower, meandering journeys to the west and faster, commuter paces to the east.

Landscape mounds have been placed to respond to micro-climatic conditions and work to buffer pedestrians from the adjacent traffic. The mounds are fragmented to provide breaks for retail entrances along the eastern facade, with emphasis around framing the Enterprise Space entrance to the north.

Generous setbacks around the anticipated TfL bus shelter were included along with planter edge seating in order to provide safe and comfortable spaces for commuters. Further coordination with TFL regarding the integration of a bike lane will be conducted following issuing of proposed layouts.

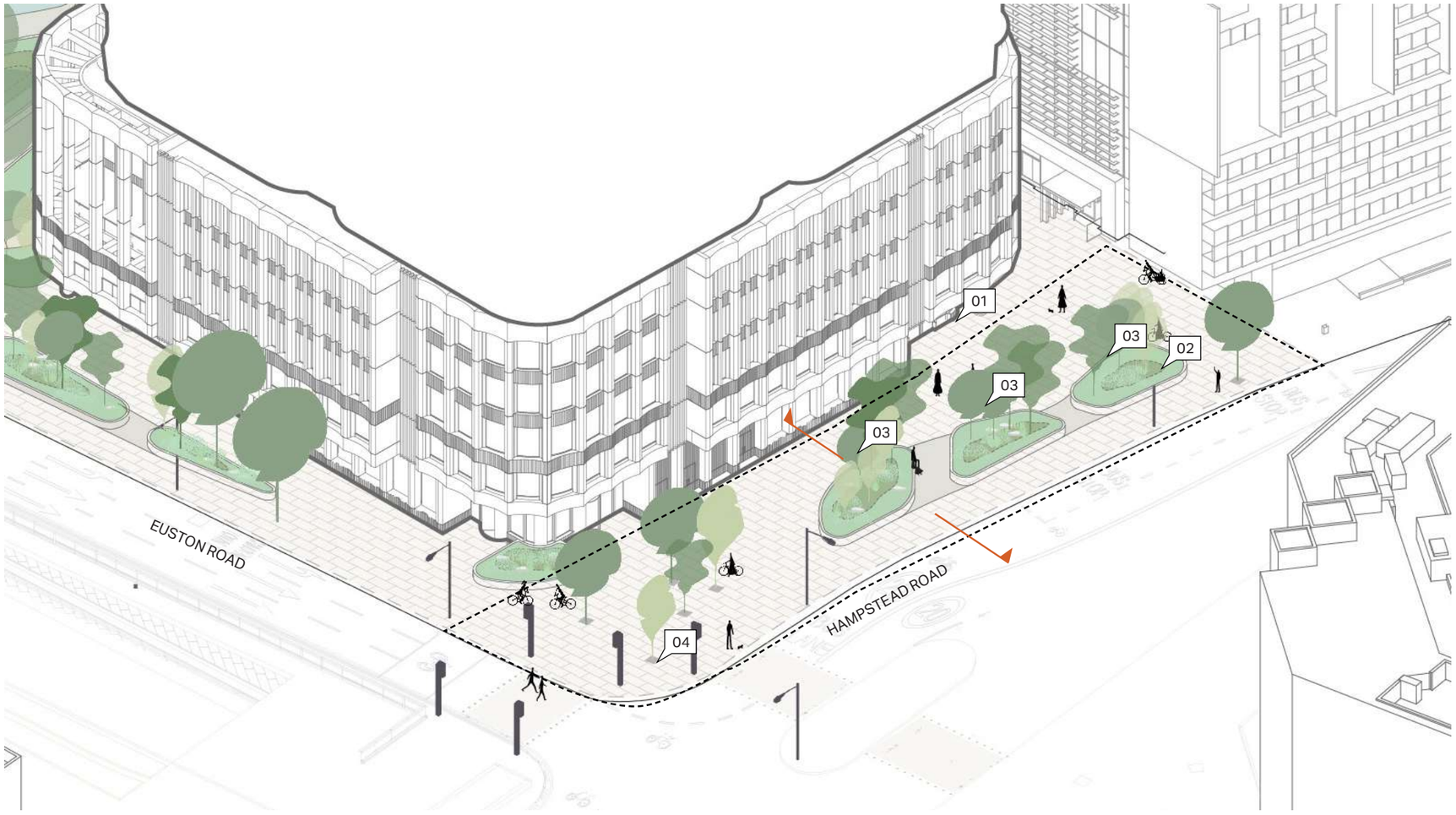
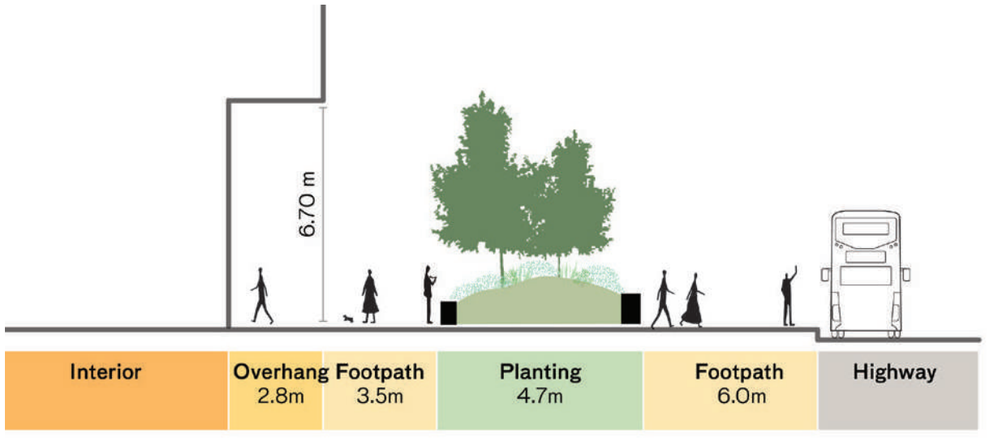


Diagram - Hampstead Road public realm zone



Drawing - Concept section through Hampstead Road

01 Enterprise Space Entrance

02 Street Planting

03 Bench Seating

04 Connection to Main Intersection

Landscape References & Views

Drawing - Site plan showing Hampstead Road area

Photograph - Reference for interaction with public realm

Photograph - Reference for interaction with public realm

Illustrative View - Proposed public realm looking approximately south along Hampstead Road

Illustrative View - Proposed public realm along Hampstead Road in front of north-east entrance

9.7 Brock Street

Brock Street is envisioned as a gateway to Regent's Place Plaza, with landscape mounds acting as bookends to the street.

Careful consideration is made to accommodate the anticipated increase of pedestrian journeys along Brock Street whilst also improving its landscape character, recognising its increased importance as an east-west thoroughfare should HS2 proposals come forward.

The setback of the tower, when compared to the December 2023 submitted scheme, provides increased space at the north-east corner of the site and allows for the implementation of valuable greening opportunities at the entrance to a key route through Regent's Place. Additionally, the significant increase in the width of Brock Street at ground level, when considered against the existing condition and as described in Chapter 8.7, is a direct response to the importance of this public route and its ability to accommodate anticipated pedestrian traffic.

The grassland and woodland planting palettes respond to the desire for brighter colours and seasonal interest for both the public and residents along the street. The mounds increase in size and scale as they move towards the plaza to draw interest to the public space beyond.

Two mounds at the western end of Brock Street act as a safety measure during gas deliveries, required in connection with Labs use. Trucks are able to be parked between the facade and southern mound, with pedestrian flow being directed north.

Seating opportunities are incorporated away from the entrance to 20 Brock Street in order to increase privacy for the residential entrance.

01 Enterprise Space Entrance

02 Permanent Benched Seating

03 Outdoor Cycle Parking

04 Access to Regent's Place Plaza

05 Access to 20 Brock Street (residential) and 30 Brock Street (office)

06 Enterprise Space Secondary Entrance

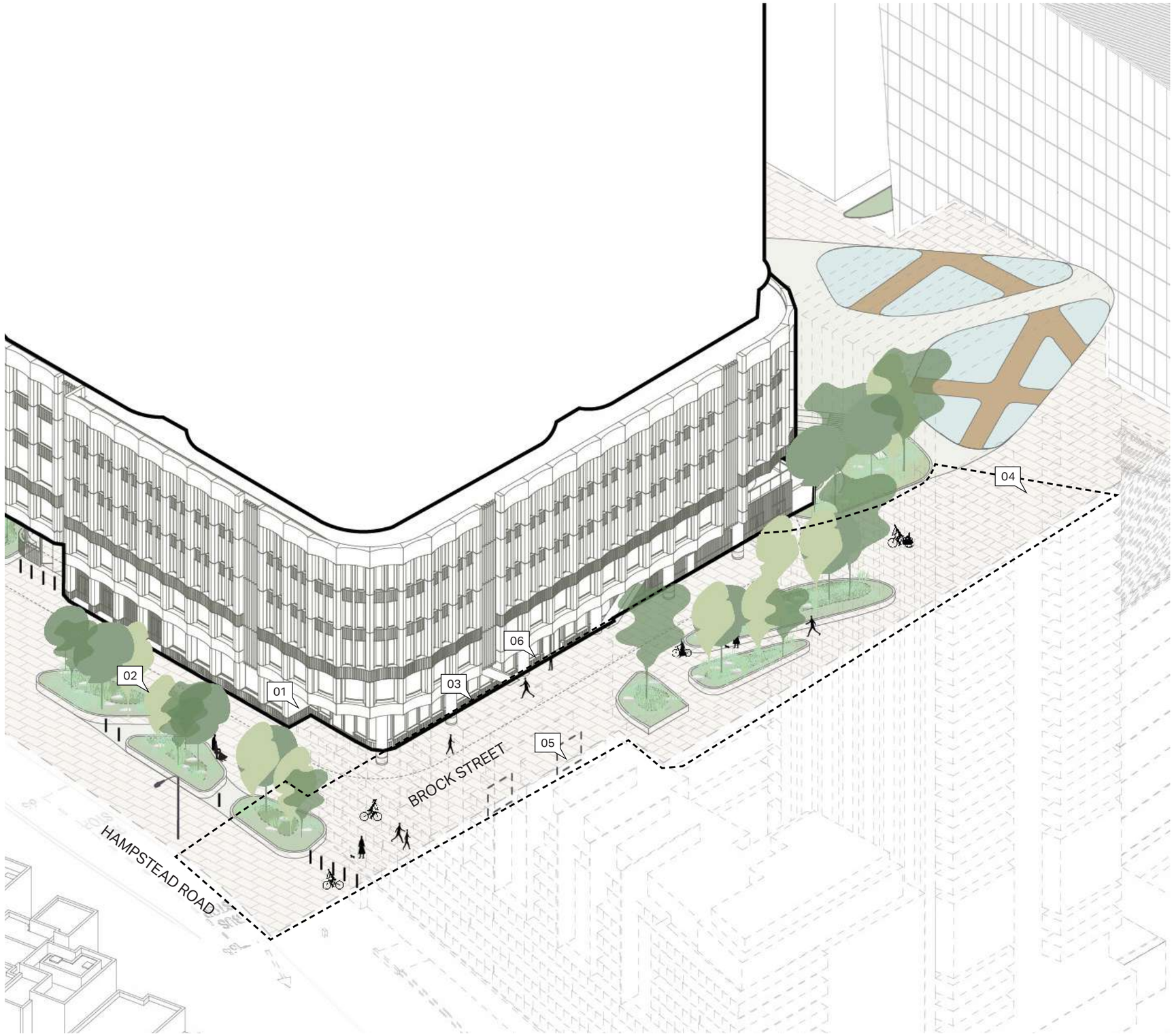
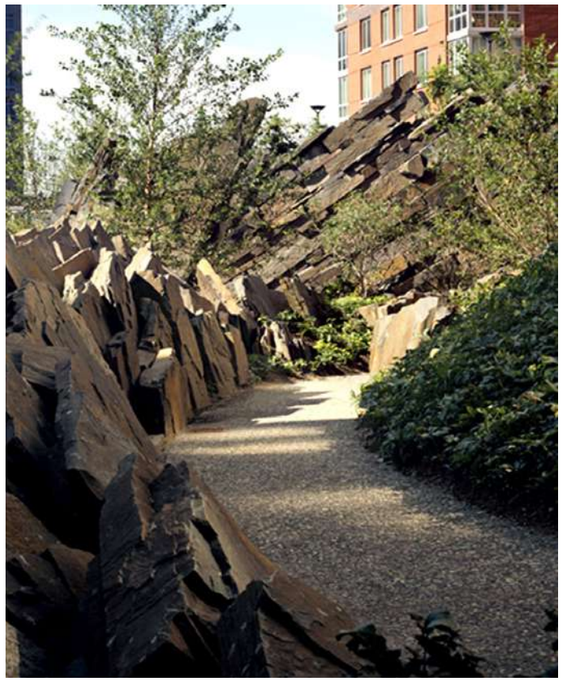


Diagram - Brock Street public realm zone

Landscape References & Views

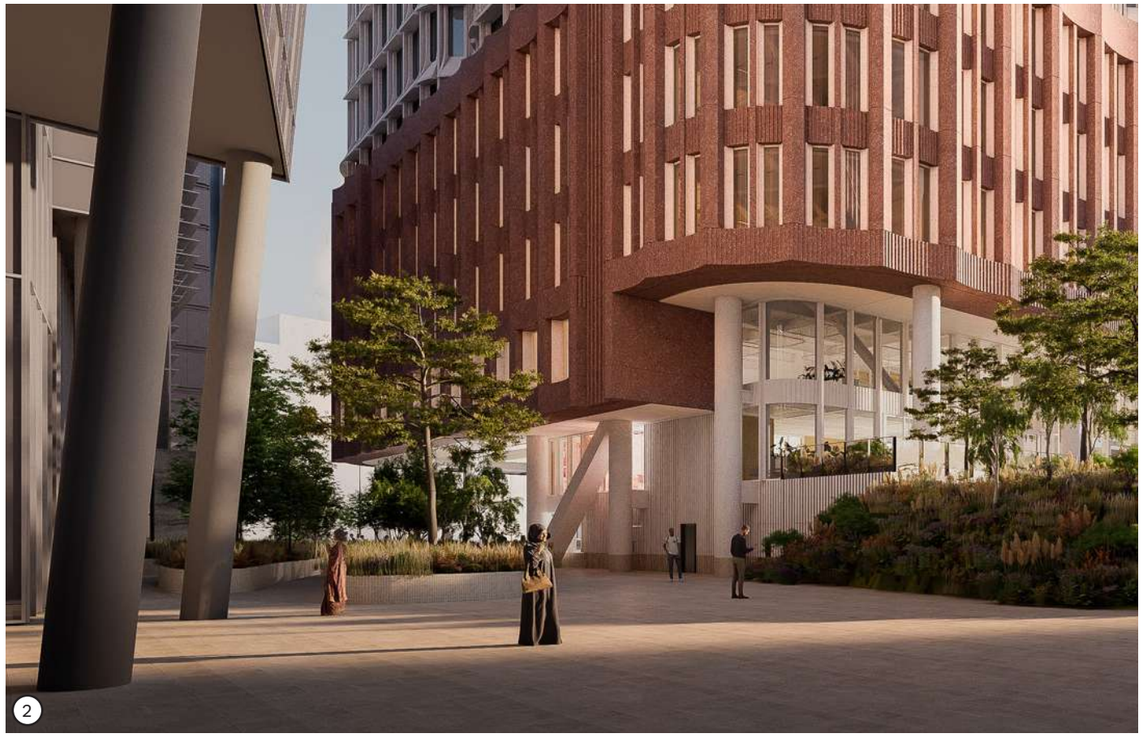
Drawing - Site plan showing Brock Street area



Photograph - Reference for interaction with public realm

Photograph - Reference for interaction with public realm

Illustrative View - Proposed public realm at Brock Street looking south towards Enterprise Space entrance



Illustrative View - View along Brock Street looking south-east

9.8 Urban Greening

Greening on site is constrained by a number of factors including high basement slab, weight loading, vehicular and pedestrian access, and TfL boundaries that restrict planting along the eastern and southern edges. To address these challenges, the planting scheme has been developed to maximize the quantity and quality of greening on site. Where permeable paving is not possible, storm water is directed to open wetlands or absorbed within the planting beds and blue roof.

The features are described below to outline compliance with their designate surface cover type:

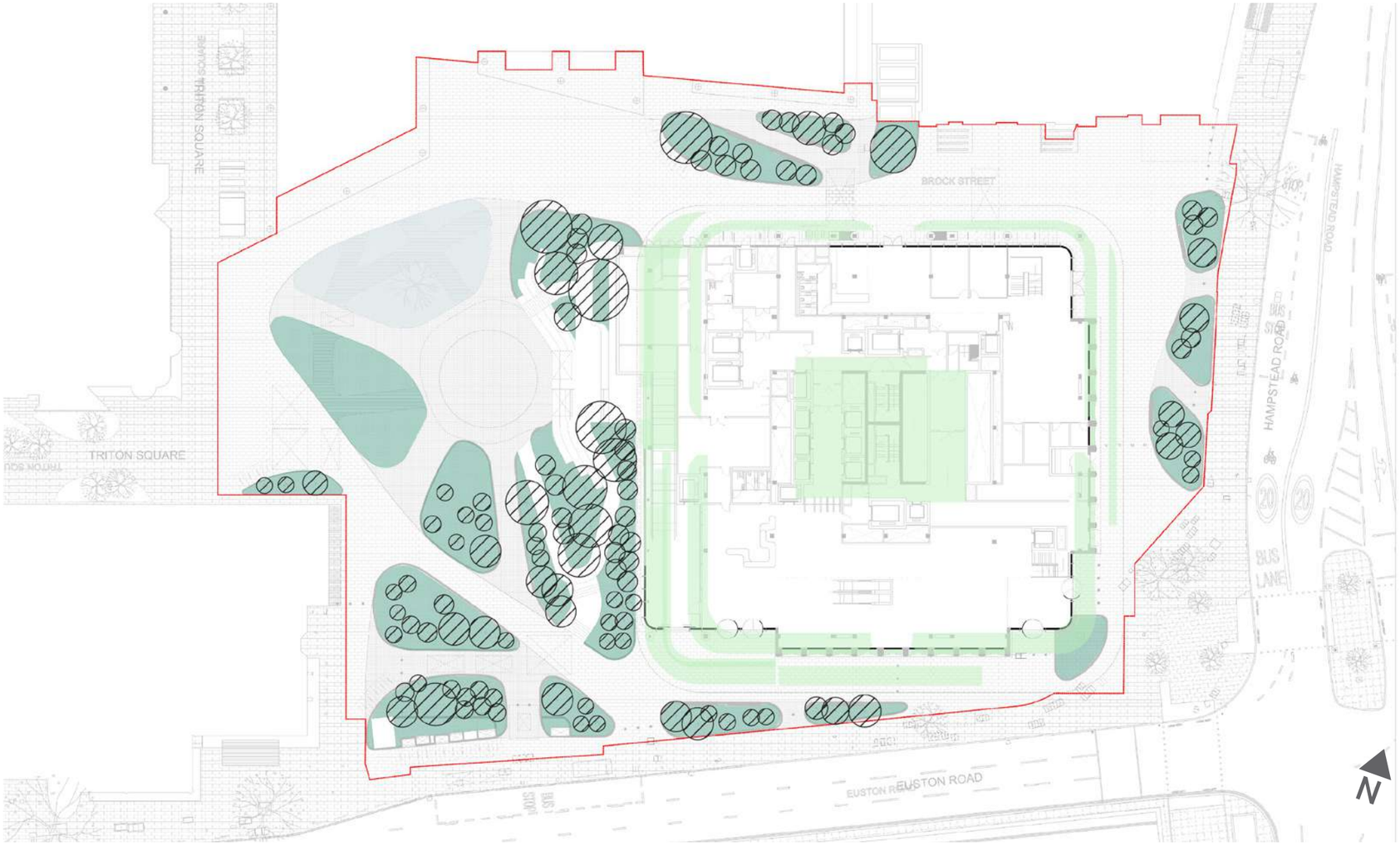
Wetland
The semi-natural wetland feature will include submerged, emergent, and floating aquatic plants and will therefore not be chlorinated.

Semi-natural Vegetation
All beds indicated on site are designed to imitate one of four priority habitats noted in the London Environment Strategy. Woodland plantings have a mix of structures including tree planting, shrub planting, and dense under-storey planting. Grasslands will not be frequently cut.

Trees in Connected Pits
All trees on site will be in connected pits to ensure successive growth.

Intensive Greenroof
Terraces above Level 03 will include soil depths over 150mm. The biodiverse green roof will have varied soil depths of 150mm - 220mm.

Furthermore, the planting scheme has been designed to provide synergies between urban greening and local policy requirements, of which further information can be found in the Public Realm and Landscape Design Statement prepared by DSDHA. An overview of the current urban greening proposal and factor can be found on this page.



- Wetland
- Semi-natural vegetation
- Trees in connected pits
- Intensive Green Roof

Surface Cover Type	Factor	Area (m²)	Contribution
Semi natural vegetation	1.0	1001	1001
Wetland or open water	1.0	388	388
Intensive green roof	0.8	986	788.8
Standard trees in connective tree pits	0.8	576	460.8
Total contribution			2638.6
Total site footprint			7963
Urban greening factor			0.332

Target Factor = Minimum 0.3

Diagram - Urban Greening Factor map of proposed greening by DSDHA

9.9 Building for Biodiversity

In order to bolster habitat opportunities for target species, a number of biodiversity enhancements are proposed to be included in the landscape. Species of interest include invertebrates such as the stag beetle and carder bee, as well as bird and bat species like the black redstart and common pipistrelle.

Enhancements located throughout the public realm have a potential for engagement with the local community through educational signage and monitoring. Habitat enhancements have also been included in inaccessible areas such as the biodiverse roof to minimize disturbance.

The adjacent plan is an illustrative example of how these enhancements may be distributed. Further coordination with the environmental consultant will be required to determine exact locations and quantities. Please Refer to the Design and Access Statement for details on enhancements within the architectural scope.

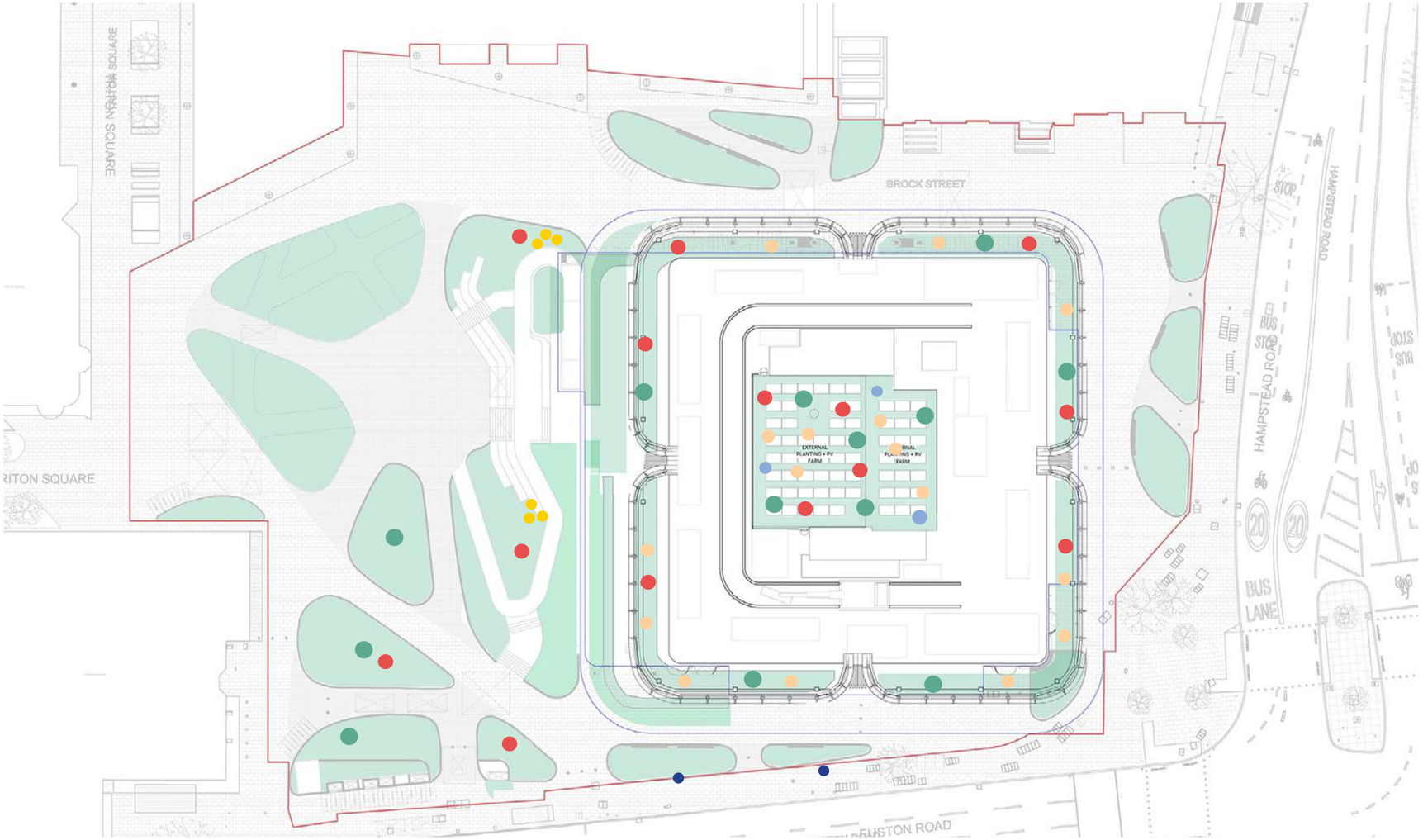


Diagram - Biodiversity enhancement plan map of proposed by DSDHA

Deadwood Log Piles

Rope Coils

Sandy Piles

Water Trays

Habitat Panels

Bee Posts

Photographs - References of biodiversity features

9.10 Lighting Strategy Summary

Given the scale and location of the proposed development, the lighting strategy will need to be carefully considered. The following strategy has been prepared by Arup.

There are a number of existing commercial buildings surrounded by recently refurbished and regenerated public realm. The lighting to the existing refurbished exterior spaces has been developed to create a vibrant and inviting public space in the hours of darkness.

The night-time strategy for the public realm surrounding Euston Tower and the flagship Regent's Place Plaza will be aligned to wider project aims and will be designed to interface seamlessly with existing lighting, such that the entire site can be read as a cohesive campus in the hours of darkness while retaining a unique character celebrating the features of the new landscape and public realm strategy.

A detailed lighting strategy will be developed in following design stages. The lighting strategy is to be developed by specialist lighting designer or engineer, in accordance with current best practice design guidance.

Further infomation can be found on the following pages as well as in the Euston Tower - Lighting Assessment Addendum - December 2024 document prepared by Arup and submitted in support of this application.

Social Sustainability

Social sustainability is a driving factor in the development of the lighting strategy. Lighting across the site will be developed to ensure:

- The night-time environment is welcoming and accessible to all, lighting will facilitate improved access for marginalised community users.
- Lighting will be developed to promote an active and well used public realm which will create a positive perception of safety. Particular attention will be paid to ensuring good quality vertical light levels for facial recognition.
- Key routes are delineated through balanced, sensitive and appropriate use of light, to encourage clear movement and legibility across site in the hours of darkness, avoiding over-lighting, minimising the effects of stark contrast and glare.
- Lighting will be employed to differentiate key elements such as building entrances and cycle parking.
- Lighting typologies and approach will be designed to create an efficient lighting scheme, using the most appropriate approach to suit specific needs of the site. This will minimise equipment and visual clutter, along with operational carbon and ongoing energy costs.
- Equipment selection is informed by the principles of circularity; equipment will be standardised, easily replaceable with materiality selection to minimise embodied carbon. Where possible equipment will be selected to avoid use of virgin materials.
- A future reuse and recycling strategy for lighting equipment will be developed during future design stages to ensure that material value is continued in to second use.

Camden Landmark

Regent's Place is intended as a landmark for Camden and the Knowledge Quarter. As well as providing worldclass commercial and lab enabled workspace, at ground floor Euston Tower will encompass flagship entrances, restaurant, cafe, and an outdoor cinema. Lighting will reinforce the unique Regent's Place identity:

- Euston Tower's night-time appearance, will be characterised by the internal lit appearance of commercial space, framing the solidity of the façade and revealing the towers form in the hours of darkness. Double height amenity areas will feature accent to soffits, inward facing to minimise spill light.
- Lighting equipment will be selected with an appearance that bears relation to existing refurbished landscape areas to create a visually cohesive campus.
- Lighting colour temperature will be selected to align with existing equipment on site, in the colour range 2700k – 3000k warm white light sources.
- The plaza area will support lighting appropriate for day to day use and include infrastructure provision for additional temporary lighting and power for short term events and pop-ups.
- Amphitheatre style seating will feature integrated lighting at low level to seating and circulation areas reinforcing form in the hours of darkness creating an iconic recognisable design.
- Particular attention will be paid to luminaire selection and line of site around podium area and level changes.
- Where illuminated signage or way-finding is employed, it will be considered holistically with the night-time strategy, light colour and brightness will be aligned to wider lighting considerations.

Meeting the needs of Today and Tomorrow

Lighting will serve the site for many years to come and it is essential that design decisions are given careful consideration to ensure a robust and future proofed installation, that is fit for purpose while minimising any potential negative impact now and in the future.

- Site-wide lighting controls are to be employed across the site, utilising the latest in sensing and monitoring technology to adapt to different requirements and minimise energy use, this may be DALI or Bluetooth enabled.
- In operation lighting equipment will be controlled to adapt to changing conditions, for example reducing illuminance levels overnight and switching off accent illumination post curfew.
- All lighting equipment will be provided by LED light sources, supplied complete with individually addressable dimmable drivers to enable integration to current or future smart control systems delivering adaptability for future use.
- Lighting strategies will be developed to employ direct downward light, utilising precision optics, providing appropriate light levels with equipment mounted at an appropriate height to create a comfortable lit environment. This will minimise unnecessary upward light and glare.
- Where possible the lighting strategy will be developed to minimise impact on biodiversity.

  Note: the ground plane cannot support conditions of intrinsic darkness typically required to support species such as bats and insects, this is a consequence of the central London location, light spill due to Euston tower and other glazed commercial buildings. It is recommended that new biodiversity features requiring intrinsic darkness are located at high level, i.e. roof level.

Tower Lighting

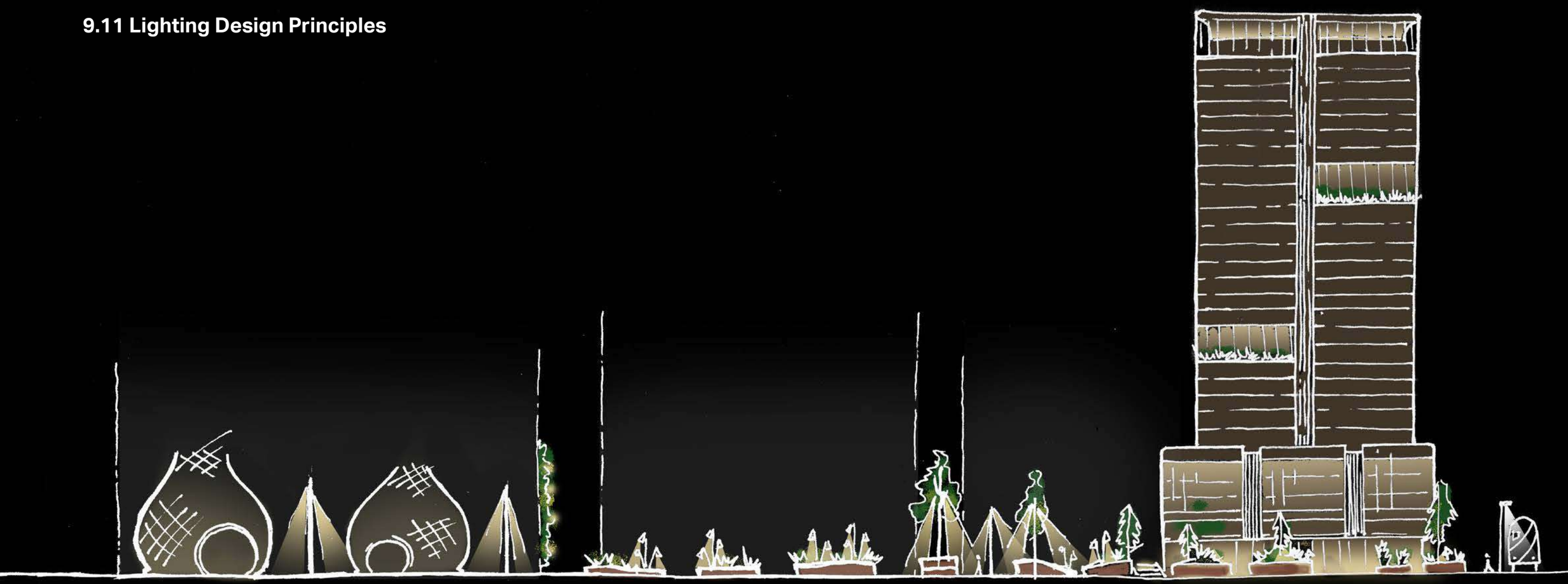
The lighting design for the tower will be influential on the overall architectural expression after dark and this is therefore an important visual element that will be integrated into the architecture in the next stages of the project.

The following design criteria will be important in the design development:

- Highlighting four tower quadrants separately
- Adding emphasis to double-height amenity spaces
- Careful placement of luminaires to minimise light pollution

Illustrative View - External lighting concept for proposal

9.11 Lighting Design Principles



20 TRITON STREET

1 TRITON SQUARE

EUSTON TOWER

EXISTING SITE CHARACTER

RELAXED COMMUNITY

ROBUST PUBLIC FACING

EXISTING SITE

NEW DEVELOPMENT

Wayfinding & Legibility

Light distribution will reinforce wayfinding and legibility across Regent's Place. Different routes and character areas will be defined by light distribution and variation of light levels.

Primary routes will be distinctly brighter than secondary routes intended for pedestrians and meandering. The key route intended for shared use with cyclists will feature column mounted lighting.

Secondary and Meandering routes will be characterised by lower illuminance levels, lighting equipment will be low level, and integrated to seating or other street furniture. In seating areas, lighting will create a focus inviting visitors to dwell and activate the space.

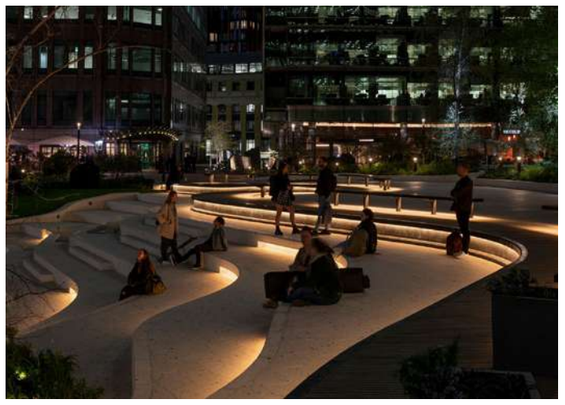
Building entrances will be accentuated by dedicated focus lighting to make them clearly identifiable.

Lighting to the UKPN access stair shall be contained within the stair footprint and provide minimal necessary illumination during use hours with minimal spill outward to the planting.

Diagram - Overall site route map

Photograph - Cycle routes lighting reference

Photograph - Pedestrian routes lighting reference



Photograph - Meandering and Leisure routes lighting ref.

Photograph - Main entrances lighting reference

9.12 Lighting Design Strategy

Overall Site Characteristics

Main design characteristics throughout the site include:

A Moonlighting from trees creates visual interest and casts a dappled light effect on planting below

B Pools of light at entrances aids wayfinding into the building and feels welcoming

C Accent illumination beneath stair seating encourages dwell

D Illumination beneath bench seating serves low level path illumination and encourages dwell

E Downward accent lighting to planters minimises upward sky glow and creates pockets of warm glow within the planting

F Column lighting to the shared pedestrian and cycle path increases vertical illumination, enhancing perception of safety and aiding wayfinding

G Low level lighting to wetland paths creates reflections on the surface of the water

H Multi-spots to columns can be used for events or performances to create increased lighting to central area or decorative projection.

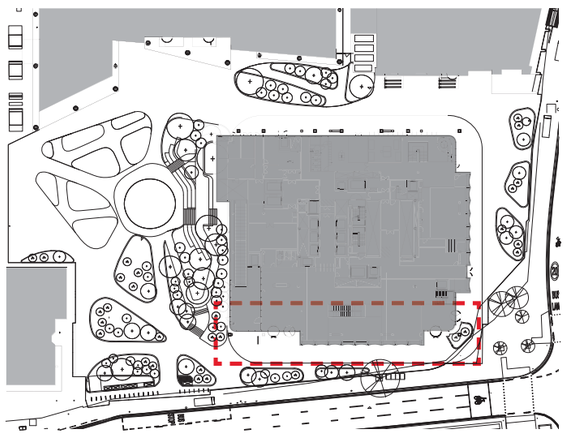
Diagram - Indicative site wide lighting strategy

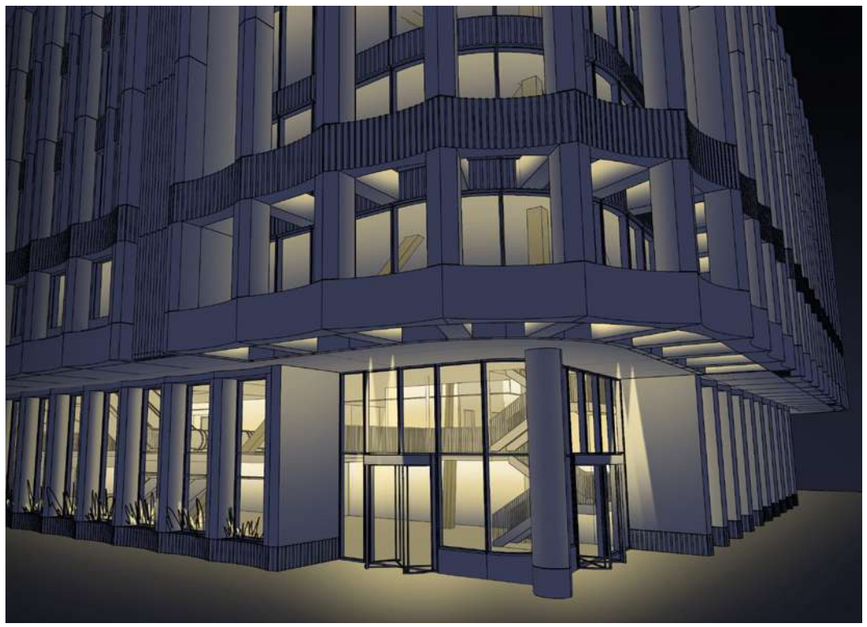
Entrances - Euston Road

Lighting Layers

1. Light glow from the Podium facade casts incidental lighting on surrounding planting and providing comfortable ambient light. As the facade is visually permeable, the inner workings of the building appear welcoming, attractive and accessible.
2. Entrances to the building are marked by pools of light at the threshold, increasing wayfinding into the building.
3. Dedicated lighting to the exterior canopies on the Ground Floor and Level 01 lifts the perceived brightness of the space while creating a consistent lit surface treatment around the building.
4. Interior illumination on the upper levels of the building lightly accent the adjacent exterior structure, defining the building's night-time appearance by enhancing the rhythm of the facade.
5. Walls adjacent to entrances will be lit externally to emphasise signage
6. Fins will be accentuated to continue the lit surface at the upper level. Accentuating these elements raises perceived visual brightness of the area and showcases another element of the facade's rhythm.
7. Downward accent light to landscape elements create playful pockets of light. This treatment continues the precedent approach from Regent's Place, creating visual cohesion across the wider site.

Illustrative View - Euston Road | Lighting Study Perspective


Key Plan


Illustrative View - Euston Road | Lighting Study Perspective

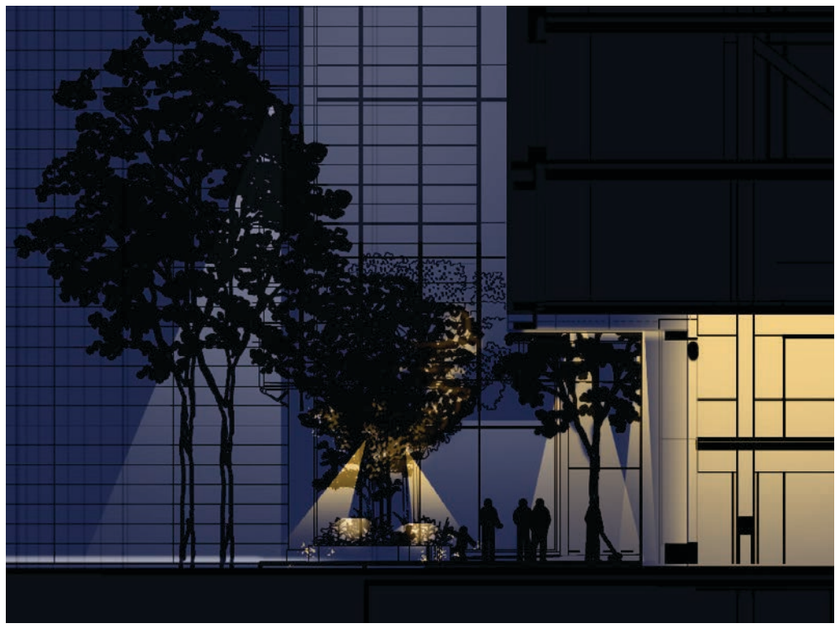


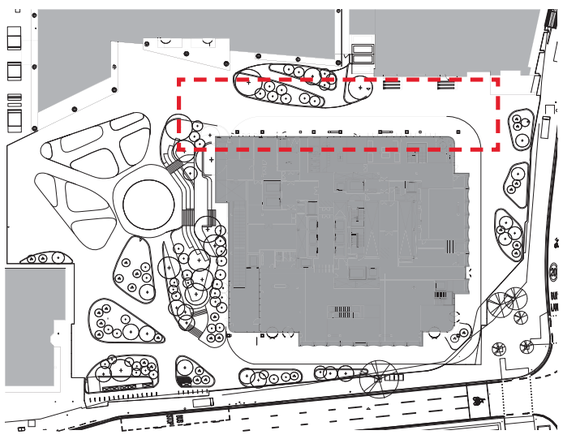
Diagram - Euston Road | Lighting Study Section

Brock Street

Lighting Layers

1. Light glow from the Podium facade casts incidental lighting on surrounding planting and providing comfortable ambient light. As the facade is visually permeable, the inner workings of the building appear welcoming, attractive and accessible.
2. Entrances to the building are marked by pools of light at the threshold, enhancing wayfinding into the building.
3. Dedicated lighting to the exterior canopy lifts the perceived brightness of the space while creating a consistent lit surface treatment around the building.
4. Downward accent light to landscape elements create playful pockets of light. This treatment continues the precedent approach from Regent's Place, creating visual cohesion across the wider site.

Illustrative View - Brock Street | Lighting Study Perspective



Key Plan

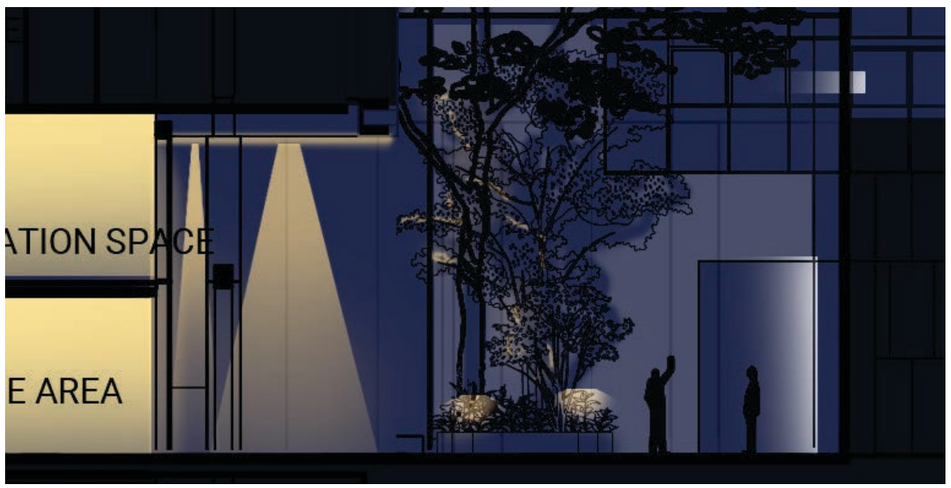


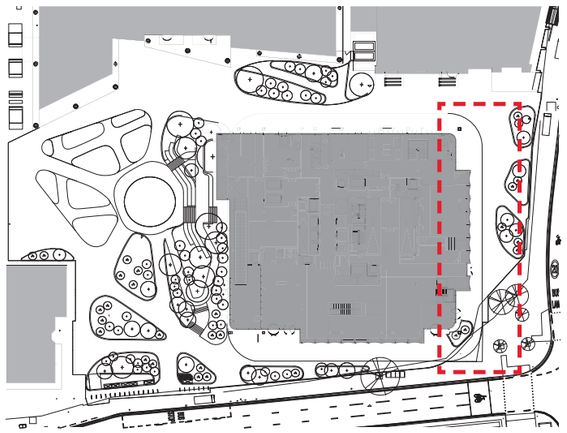
Diagram - Brock Street | Lighting Study Section

Hampstead Road

Lighting Layers

1. Light glow from the podium facade casts incidental lighting on surrounding planting and providing comfortable ambient light. As the facade is visually permeable, the inner workings of the building appear welcoming, attractive and accessible.
2. Entrances to the building are marked by pools of light at the threshold, increasing wayfinding into the building.
3. Dedicated lighting to the canopy lifts the perceived brightness of the space while creating a consistent lit surface treatment around the building.
4. Interior illumination on the upper levels of the building lightly accent the adjacent exterior structure, defining the building's evening appearance by enhancing the rhythm of the facade.
5. Walls adjacent to entrances will be lit externally to emphasise signage or community message boards
6. Downward accent light to landscape elements create playful pockets of light. This treatment continues the precedent approach from Regent's Place, creating visual cohesion across the wider site. The physical appearance of low level luminaires located in planting along Hampstead Road will share visual characteristics with similar equipment on site and will be physically robust to suit the high traffic, public thoroughfare.

Illustrative View - Hampstead Road | Lighting Study Perspective


Key Plan

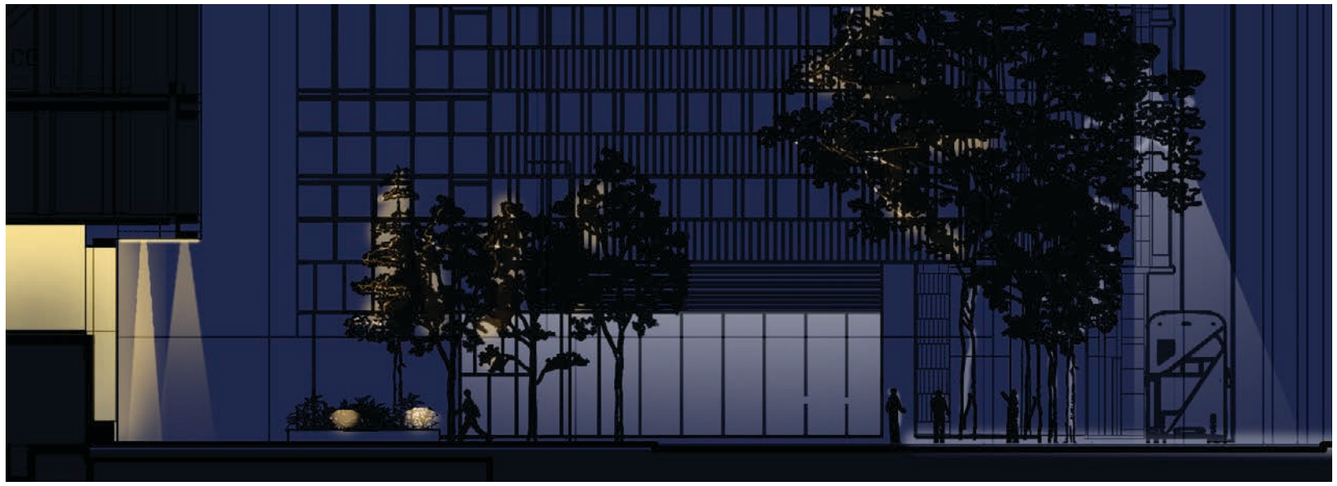


Diagram - Hampstead Road | Lighting Study Section

Planting Areas

The planting areas adjacent to Euston Road will feature a consistent design language carried across from other areas recently redeveloped in the wider site. Where possible and appropriate, lighting equipment to Euston Tower landscape areas will use the same family of fixtures as used across the wider site, to ensure visual continuity throughout.

Lighting Layers:

1. Downward accent light to landscape elements creates playful pockets of light. This treatment continues the precedent approach from Regent's Place, creating visual cohesion across the wider site.
2. Moonlighting from trees creates visual interest and casts a dappled light effect on planting below, this features is also used adjacent to 1 Triton.
3. Column-mounted lighting illuminates the proposed bike path and main thoroughfare of the site. Columns will maintain a pedestrian scale, lending a comfortable atmosphere, yet still providing essential vertical illumination for safe wayfinding through the site for both cyclists and pedestrians.
4. Individual, soft, point sources below the benches (not pictured) create a welcome seating environment, and harken to the soft pockets of accent light in the landscaping.

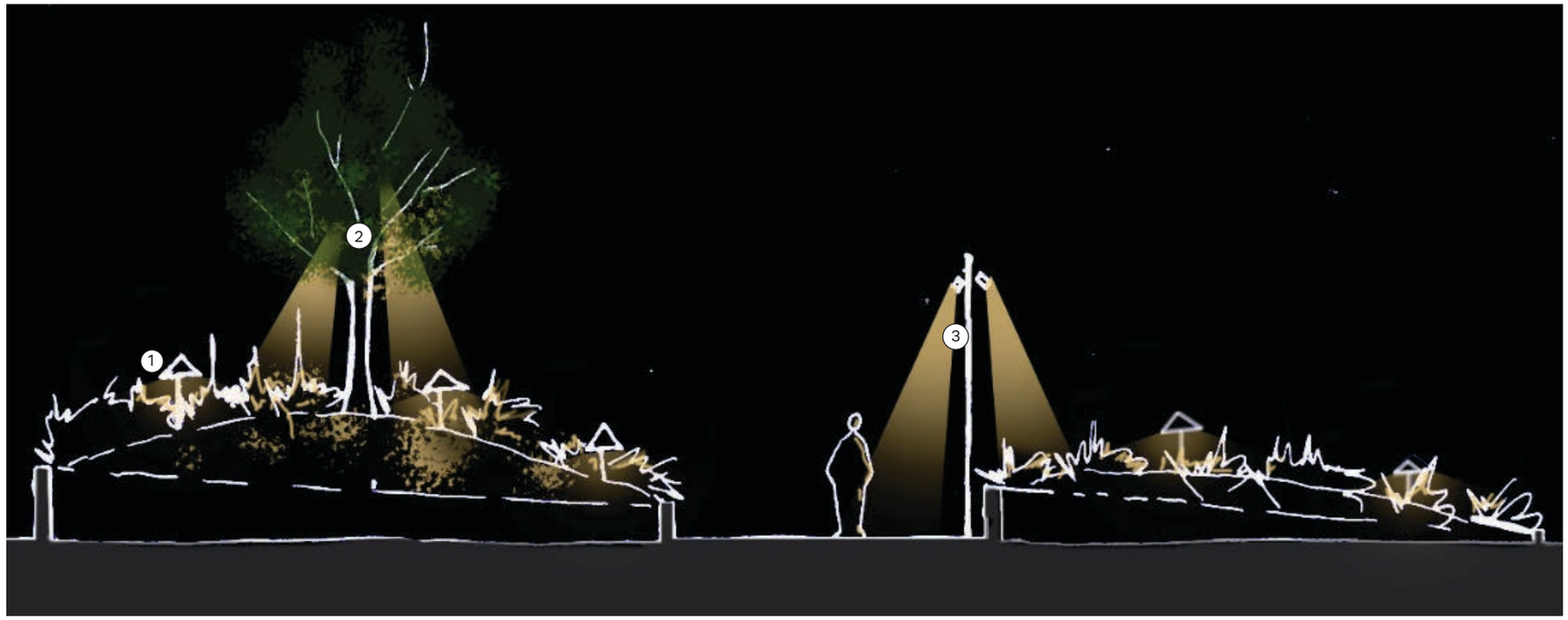
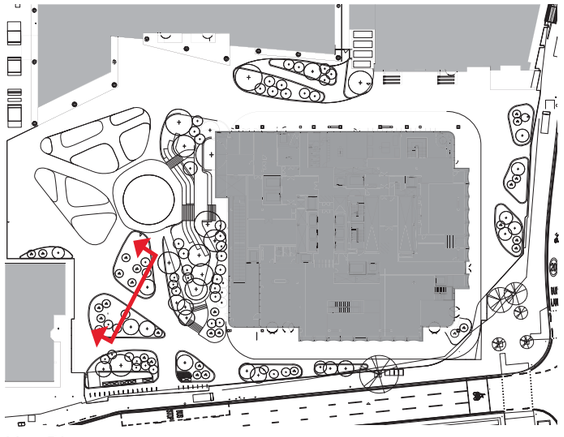


Diagram - Shared Cycle route | Lighting Study Section


Key Plan

Reference | Regent's Place

Reference | Moon lighting

Reference | Bench lighting

Reference | Downward accent light

Wetlands

The Northern wetland area is expected to maintain water at all times while the Southern wetland area is expected to flood occasionally, water draining away within 24 hours. Direct light to these areas is intentionally avoided, to encourage reflections on the water's surface.

Lighting Layers

1. Low level path lighting lends a subtle effect to the areas, allowing a small amount of incidental light to be cast on nearby planting.
2. Nearby lighting and surrounding building lighting will reflect in the water.
3. Downlight accent at the habitat tree draws vertical visual interest and will reflect back into the pool below.

Diagram - Wetland Areas | Plan

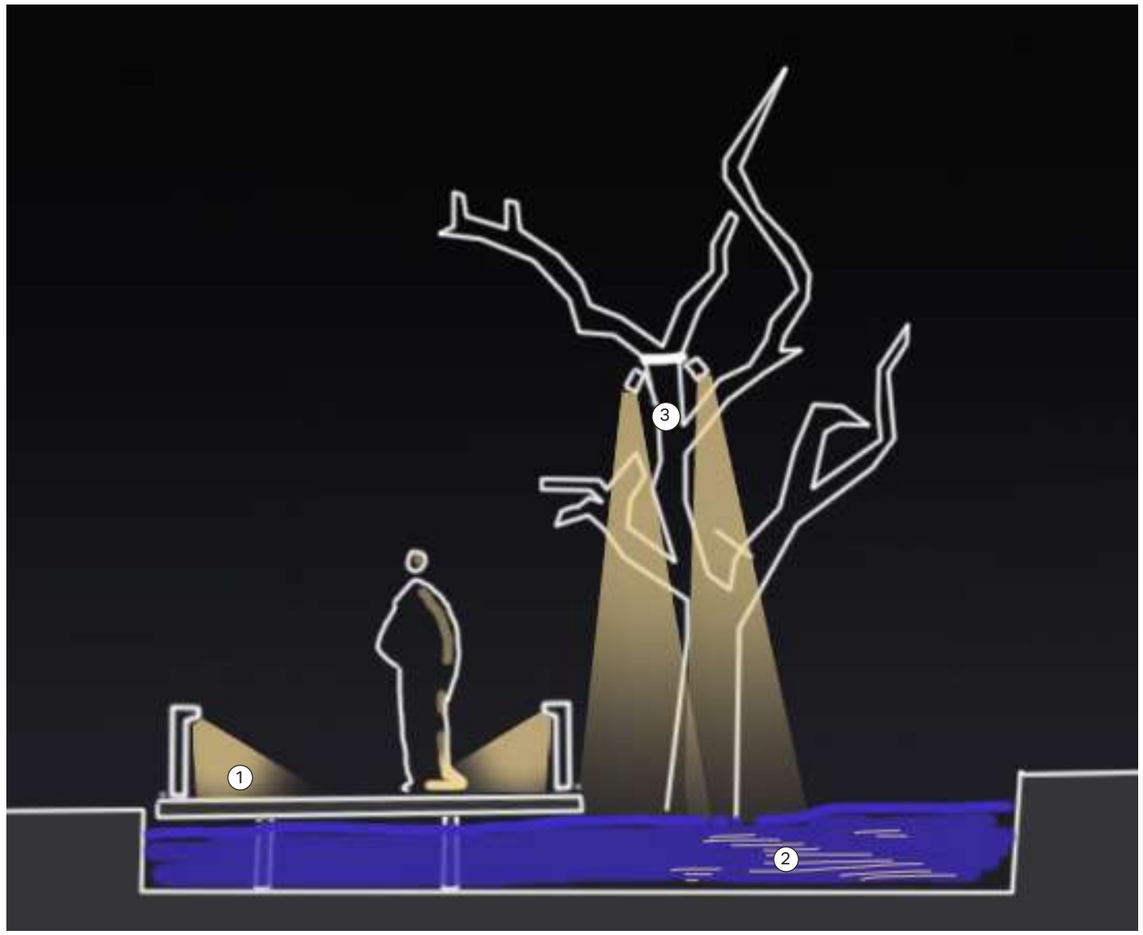
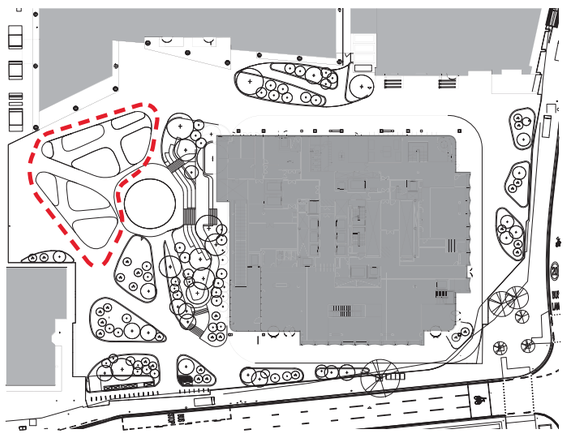


Diagram - Wetland | Lighting Study Section



Key Plan

Reference | Lighting reflected in water

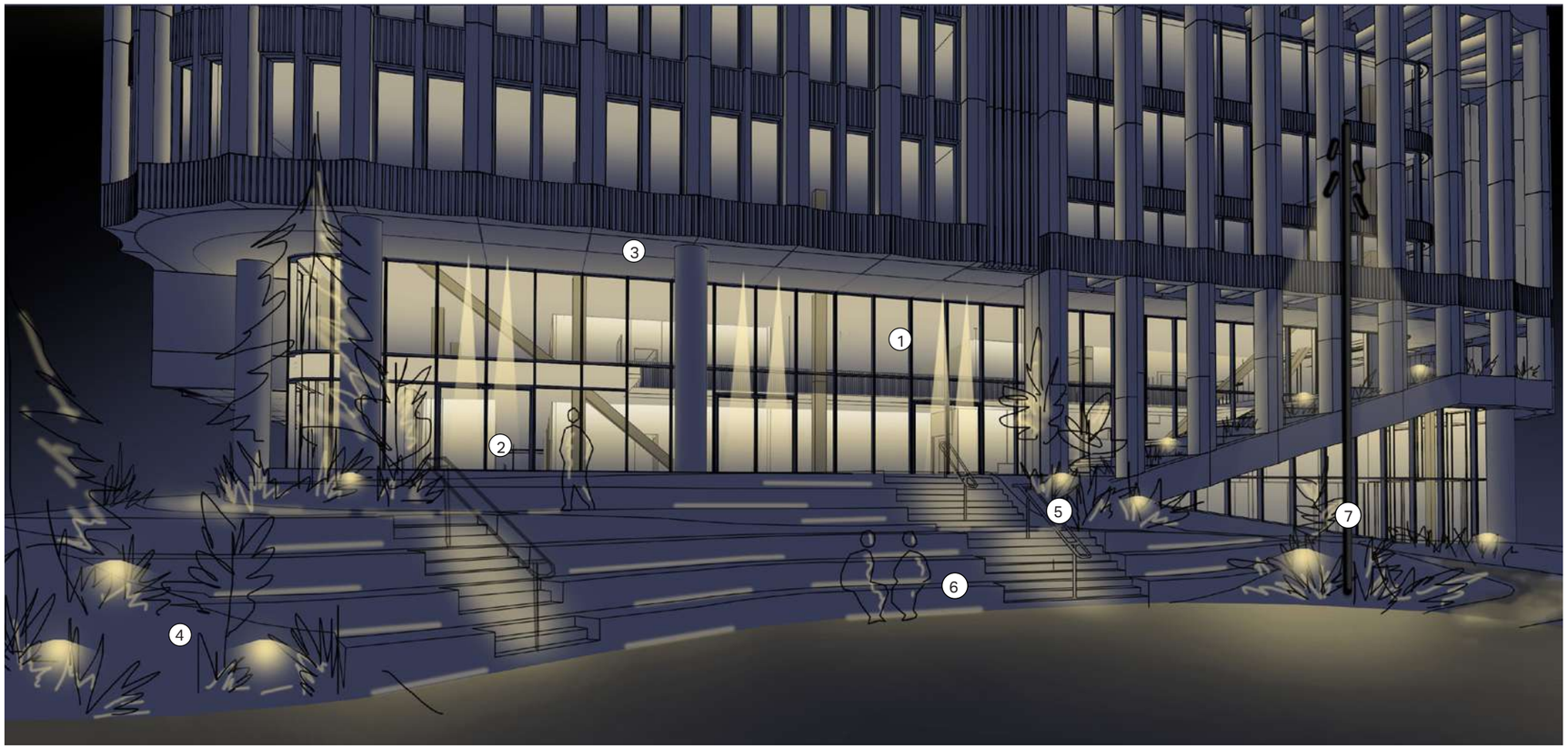
Reference | Low level path light

Reference | Moonlighting

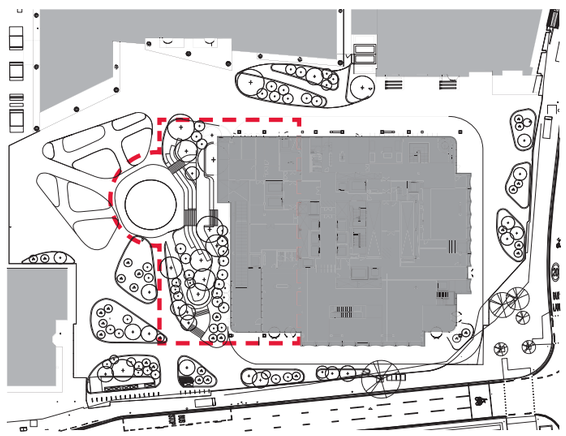
Podium and Central Site

Lighting Layers:

1. Light glow from the Podium facade casts incidental lighting on surrounding planting and providing comfortable ambient light. As the facade is visually permeable, the inner workings of the building appear welcoming, attractive and accessible.
2. Entrances to the building are marked by pools of light at the threshold, enhancing wayfinding into the building.
3. Dedicated lighting to the canopy lifts the perceived brightness of the space while creating a consistent lit surface treatment around the building
4. Downward accent light to landscape elements creates playful pockets of light. This treatment continues the precedent approach from Regent's Place, creating visual cohesion across the wider site.
5. Lighting integrated to the handrail provides direct illumination to stairs
6. The seating area will feature integrated bench lighting, in intermittent locations, inviting people to dwell.
7. Dedicated column lighting (8m) to the central area provides illumination for flexible programming and creates the opportunity for additional lighting that can help create community activation
8. There is to be a provision of a power supply to the Regent's Place Plaza for flexible programming such as markets and outdoor cinema.



Illustrative View - Podium Seating | Lighting Study Perspective


Key Plan

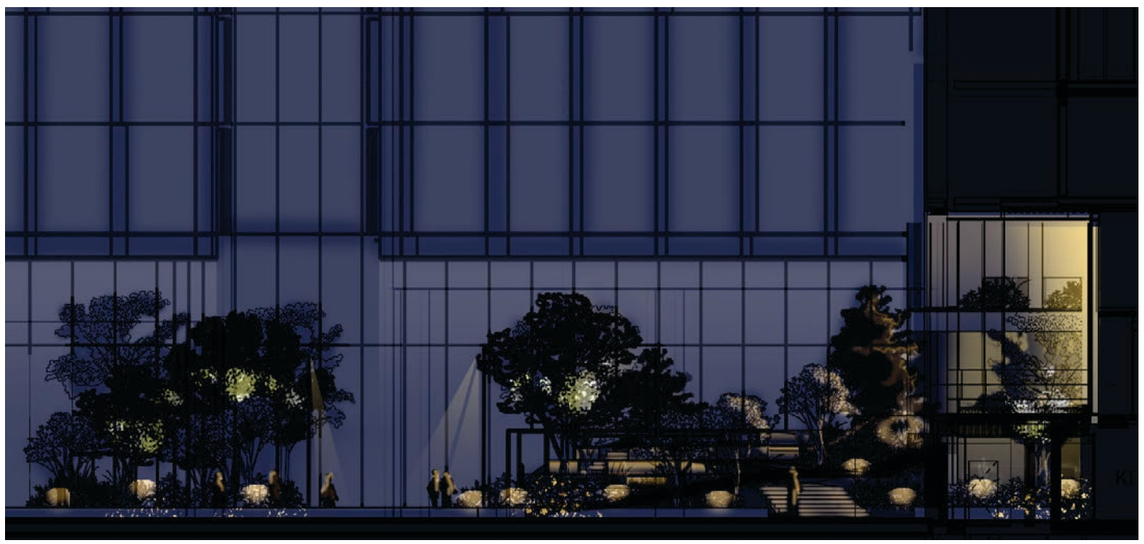


Diagram - Regent's Place Plaza and Podium | Lighting Study Section

Tower Characteristics

Euston Tower's night time appearance will be characterised by it's interior lighting, terrace lighting and landscape strategy.

The form of the building will be revealed by the interior lighting shining on to the window reveals, creating a sense of form and rhythm that varies upon viewing angle. In contrast, uplighting to terrace soffits, will be continuous delineating their form.

Soffit lighting is also employed at the podium level creating a welcoming entrance and grounding the tower from a distance in the hours of darkness.

It is expected that in the hours of darkness, outside of operating hours, lighting equipment to commercial spaces will be programmed to switch off when offices are unoccupied. As such internal lighting will create an occasional, unpredictable pattern in the lit effect. Internal light levels in the podium may reduce outside of normal working hours reflecting the reduced occupancy of the spaces and save energy.

The top floor with a feature crown surface will be uplit from the interior and capable of being controlled independent of occupancy as a feature of the tower's character. This layer of illumination will be subject to curfew with manual override for special events

Warm white light is recommended throughout to harmonise with the natural warmth of the facade material.

Diagram - Terrace | Lighting Study Section

References | Soffit lighting, spill of light, lit interior

Illustrative View - Euston Tower | Lighting Study Perspective

10.0
TECHNICAL SUMMARY

Illustrative View - view along Brock Street - teal overlay

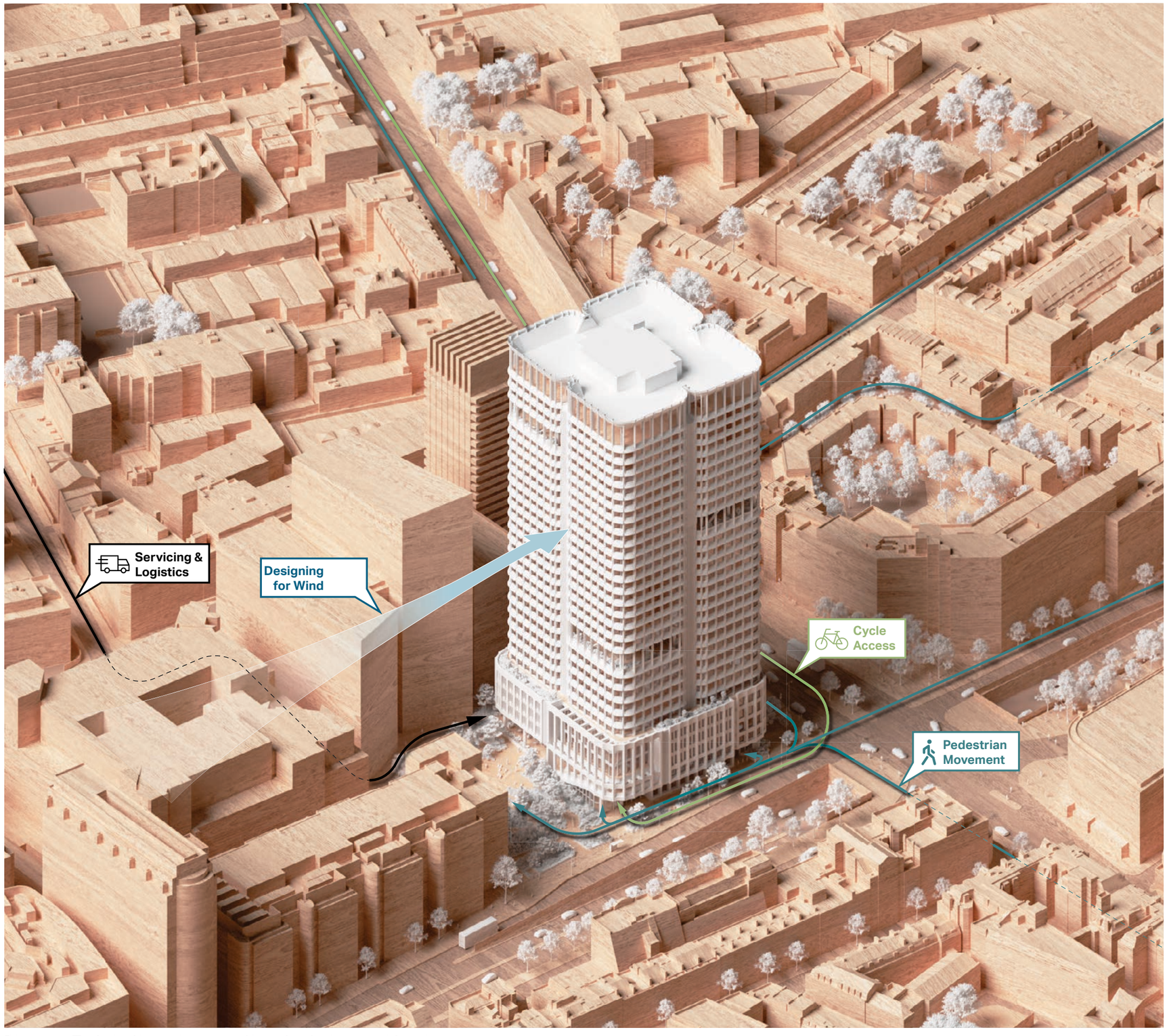


Diagram - Technical items integrated into the design considerations

10.0 Technical Summary

This section of the report outlines the various technical aspects that have informed the design of the proposals for Euston Tower.

10.1 Designing for Wind

Consultation on the wind micro-climate has been undertaken throughout the design process. Both wind tunnel tests and computational fluid dynamics (CFD) assessments have been carried out to evolve the design, and iteratively develop wind mitigation through massing adjustments and landscaping measures. This section assesses the effects of the Proposed Development on the Site and if the resulting changes in wind speeds would be suitable, in regard to comfort and safety, for the intended usage of sensitive locations in and around the Site.

In the early stages of design, high-level guidance and design reviews helped inform the building shape and the layout of ground-level areas. Latterly, various massing configurations were tested both in the wind tunnel and using CFD to assess the impact of tower shape on ground-level conditions. The results confirmed early input advice and were used to aid further design conversations with the design team.

Key wind mitigation measures include:

- Pockets/Setbacks at Ground Level
- Podium Facade Articulation & External Structure
- Trees
- Landscaping Mounds & Greening

As a result of the wind tunnel test and the design development wind mitigation fins have been embedded within the podium design to redirect and disperse downdrafted winds together with integrated and purposeful landscape measures within the public realm. Output from the wind assessment, with specific mitigation measures included, demonstrate that the proposed building does not result in any new adverse impacts to the surrounding public realm.

More detail on the wind analysis undertaken and the results of the assessment are provided within the Environmental Statement submitted with the planning application.

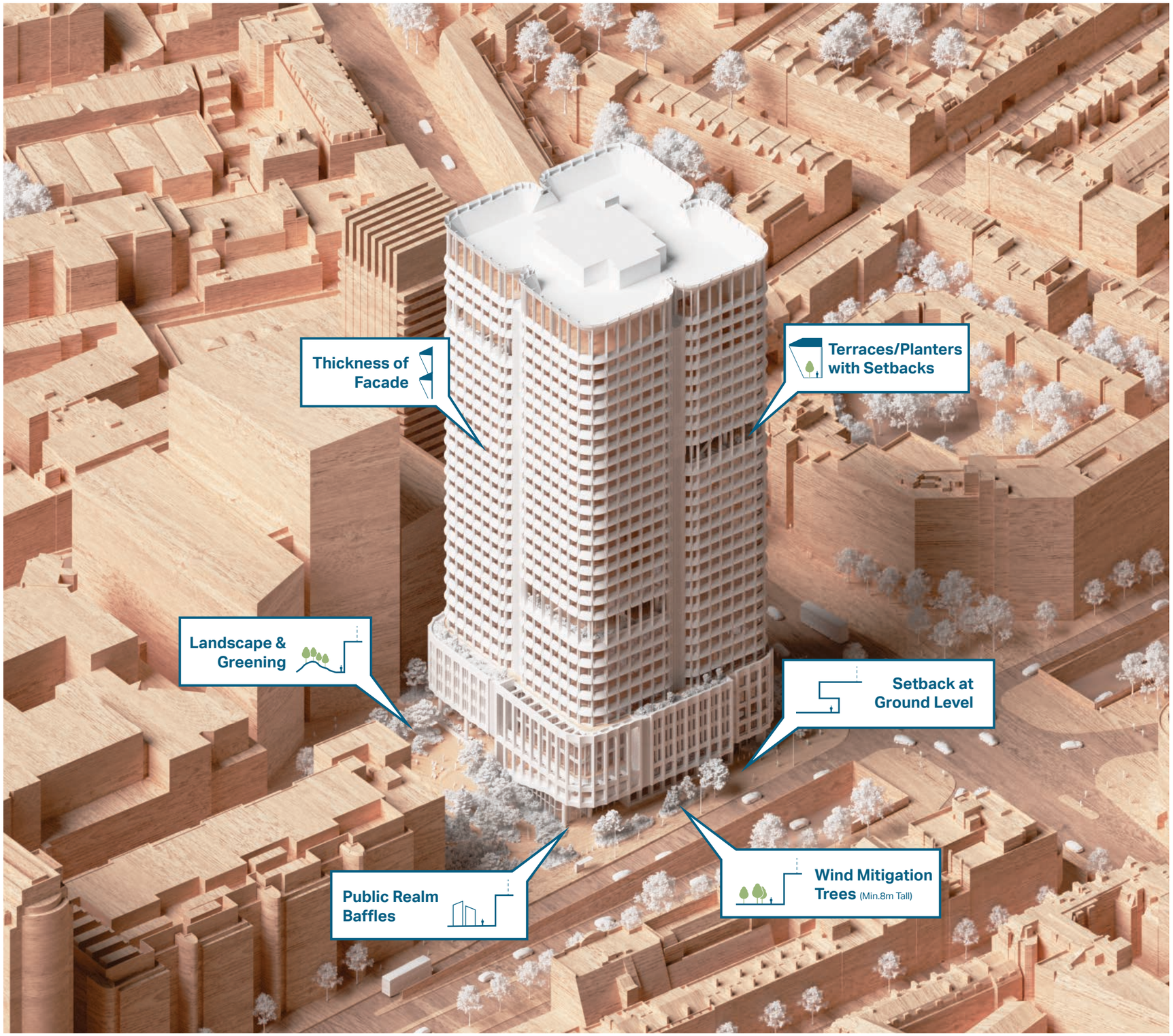
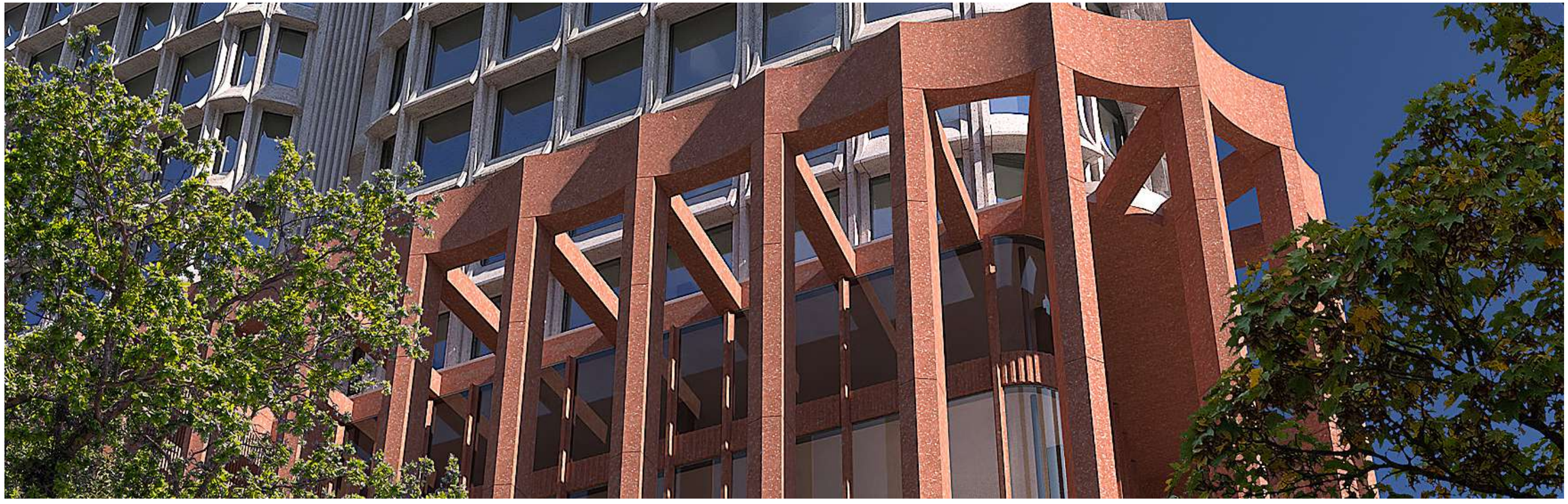


Diagram - Wind mitigation strategies

Illustrative View - Planted mounds serving to shelter pedestrians in the public realm

Illustrative View - Trees and planters serving to disrupt and slow down wind at strategic points



Illustrative View - South-east corner, double fin array serves to disrupt the flow of wind

Existing Euston Tower Wind Tunnel Test Results

The diagram to the right illustrates the wind tunnel test results for the existing Euston Tower and its impact on the surrounding public realm.

Exceedances are noted on Hampstead Road and at the bus stop on the east side of Hampstead Road by bold red outlines around orange “walking” circles.

Please refer to Chapter 11 in the Environmental Statement for further information.

Comfort Range

- Sitting
- Standing
- Strolling
- Walking
- Uncomfortable

Distress Range

- General Public
- Able Bodied
- Controlled Only

Diagram - Wind tunnel test results for existing Euston Tower - worst case condition

Proposed Euston Tower Wind Tunnel Test Results

The diagram to the right illustrates the wind tunnel test results for the Proposed Development and its impact on the surrounding public realm. In general, the proposal improves wind conditions across the board on and off-site. Notable improvements include:

- South-east intersection condition improved from "walking" (orange) to "strolling" (yellow)
- Regent's Place Plaza condition improved from mostly "strolling" (yellow) to majority "standing" (green) and even "sitting" (blue)
- Brock Street environment improved from largely "strolling" (yellow) to "standing" (green)
- Removal of one distress exceedance on Hampstead Road which is also accompanied by improvement from "walking" (orange) to "strolling" (yellow) or "standing" (green)

One location (probes 170) across Hampstead Road to the north-east of the site records conditions above the Lawson safety threshold for General Public Access. However, through the course of testing the measurement probe at this location was found to be faulty. Replacing the measurement probe and re-running the later tests, this receptor showed 'Strolling' conditions in the worst-case, which is in line with the surrounding receptors (please see figure 11.40 in the ES Adddendum). The results at probe 170 are therefore expected to align with the updated probe readings and represents a direct, permanent, long-term Negligible (not significant) effect.

Please refer to Chapter 11 in the Environmental Statement Addendum for further information.

Comfort Range

- Sitting
- Standing
- Strolling
- Walking
- Uncomfortable

Distress Range

- General Public
- Able Bodied
- Controlled Only

Diagram - Wind tunnel test results for proposed Euston Tower - worst case condition

10.2 Pedestrian Movement

The Proposed Development will change pedestrian flows by generating trips associated with people travelling to and from the building on foot. Development trips have been distributed and assigned based on 2011 Census origin-destination data, as detailed in Chapter 3.

Most people are expected to travel to the building to and from the south and east due to the location of Warren Street, Euston Square and Euston stations. The primary pedestrian entrance is at the south of the building fronting Euston Road.

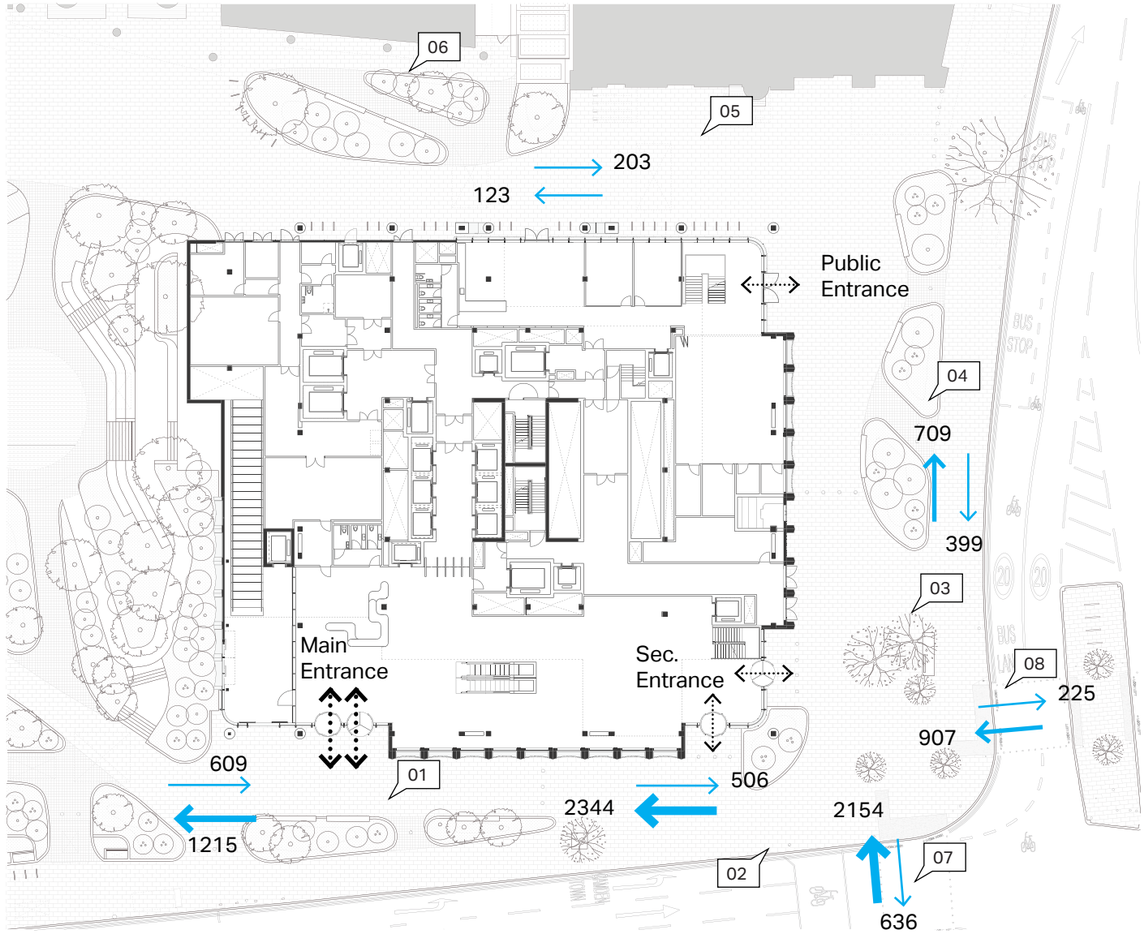
The forecast AM and PM peak pedestrian flows, including the proposed development, are shown on the plans opposite.

The Proposed Development offers redesigned footway widths that provide comfortable pedestrian conditions, with locations providing A+/A-, with only one location scoring a B+. A Pedestrian Comfort Level (PCL) of B+ is considered comfortable by Tfl for all footway and crossing link types.

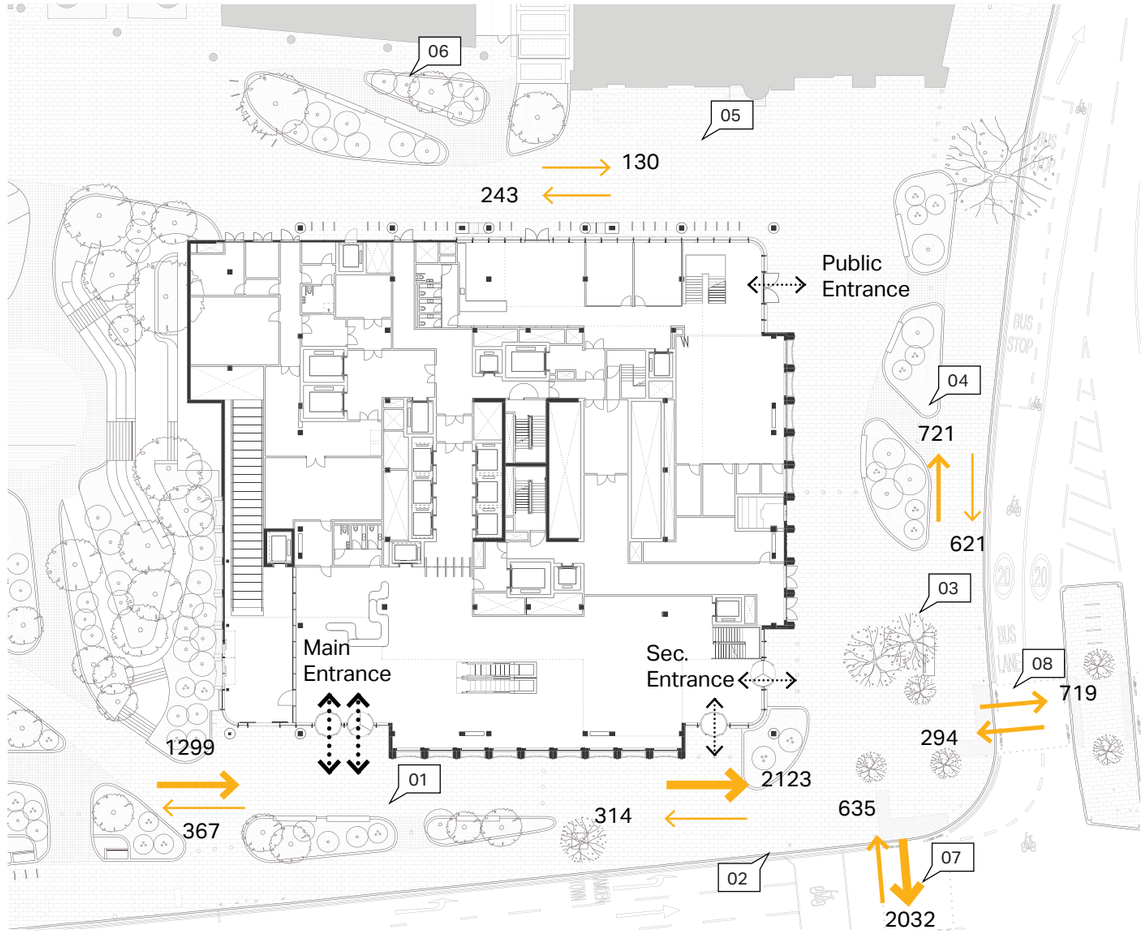
More detailed analysis on both the existing and proposed arrangements can be found in the Transport Assessment Addendum prepared by Velocity and submitted in support of this application.

Illustrative View - Looking north along Hampstead Road

Illustrative View - Looking west along Euston Road



Drawing - Pedestrian Flows - AM Peaks



Drawing - Pedestrian Flows - PM Peaks

Building Entrance
AM Peak Flow
PM Peak Flow
01 Reference number

Ref.	Link	Link Type	Peak Hour Flow	Clear Footway Width	PCL
1	Euston Road	Office and Retail	2176	8.8m	A
2	Euston Road	Office and Retail	2851	7.8m	A
3	Hampstead Road	Office and Retail	1108	17.4	A+
4	Hampstead Road	Office and Retail	1108	13.4m	A+
5	Brock Street	Office and Retail	326	7.6m	A+
6	Brock Street	Office and Retail	326	11.6m	A+
7	Euston Road Crossing	Office and Retail	2929	6.7m	B+
8	Hampstead Road Crossing	Office and Retail	1192	6.5m	A-

Table - Proposed pedestrian comfort levels

10.3 End of Trip Facilities

Well-equipped End of Trip facilities encourage people to use non-motorised transport options like riding their bikes, walking or jogging to work, which promotes a more active and healthier lifestyle.

The proposals for the Euston Tower seek to celebrate cycles and cyclists, rather than hide them away - this desire is exemplified by the arrival experience. Located on the south side of the development adjacent to the main entrance and in direct connection with the public realm, the cyclist entrance is clearly and legibly defined as a prominent part of the elevation.

Arrival & Entrance
The proposal for Euston Tower has considered cycling and End of Trip facilities from the outset of the design process and has made the delivery of a best-in-class cyclist experience an intrinsic part of the development.

From this entrance, which is formed by sliding doors that are opened with a key card or fob, cyclists can enter the Basement 01 facilities via a bike stair approach designed with a shallow angle with side gutters to ease the journey down. The bike entrance lobby also combines a double height naturally lit well that enrich further the entrance experience and the approach down to the Basement level. An accessible cycle lift is also available on the ground floor, for use by those that would prefer not to use the bike stair.

Satellite bicycle parking is also provided at Basement 01 level, although located outside the footprint of the Euston Tower it is accessible via the dedicated bike stair or alternatively via the existing ramp on Drummond Street.

The Proposed Development will have a high level of short-stay cycle parking including enlarged spaces to accommodate all types of cycles such as cargo bikes. A total of 100 Short stay cycle parking bays are provided within the public realm at ground level for use by visitors and for cargo bike deliveries. The drawing on the right, illustrates the anticipated bike route and short-stay parking areas within the public realm. More information on the short-stay parking can be found on the landscape drawings and in the Transport Assessment prepared by Velocity and submitted in support of this application.

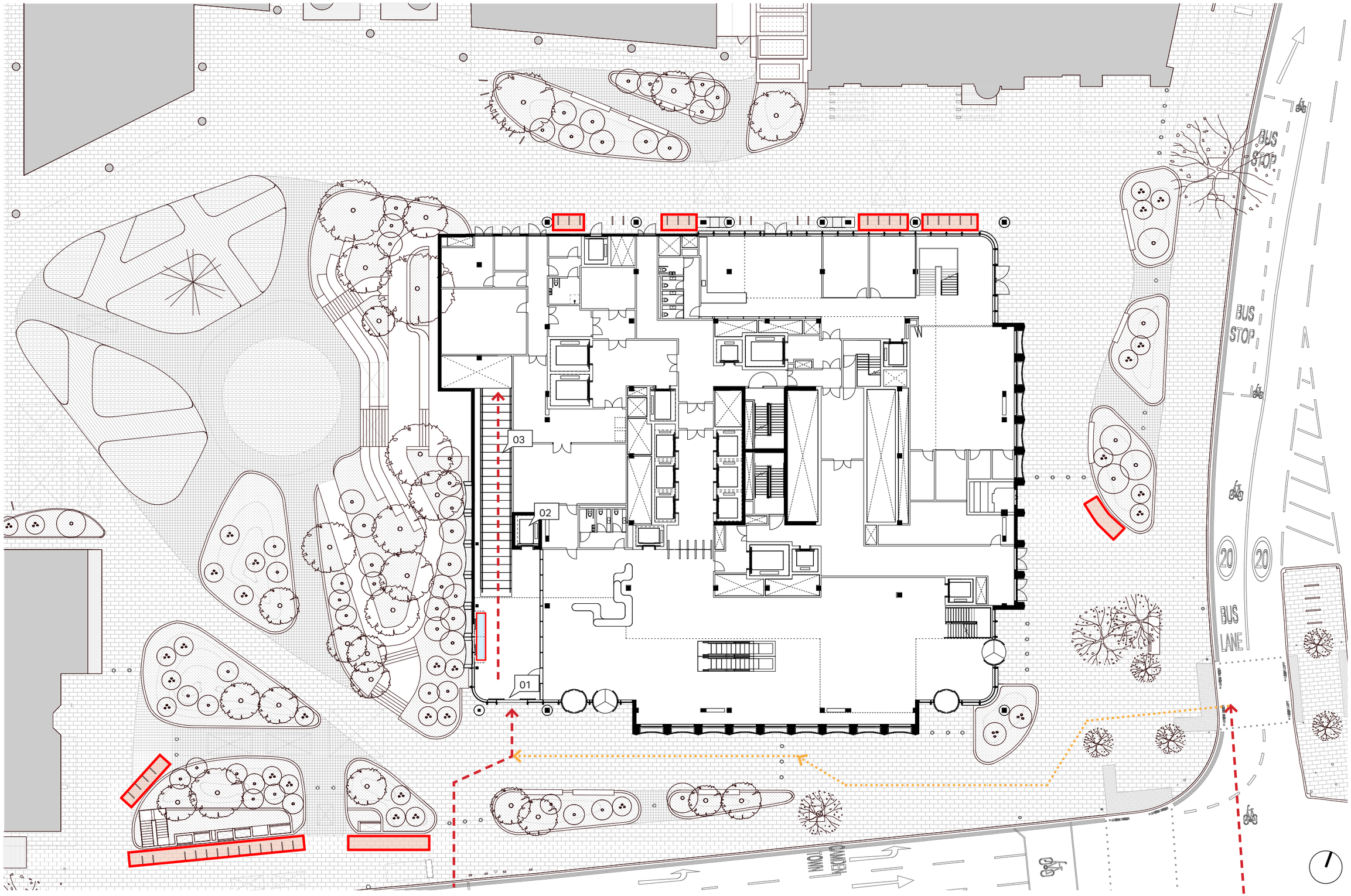
Illustrative View - Entrance to basement bicycle parking at south-west corner of podium

01 Sliding Door Entrance

02 Bicycle Lift

03 Bicycle Staircase

Short Stay Cargo Bike Parking
Short Stay Bicycle Parking
Bicycle Path
Bicycle Walking Path



Drawing - Bicycle movement on site plan

Basement 01
The End of Trip facilities are all located at Basement 01 which is accessed through a dedicated bike stair (bike only) or via the staircase and lift's located within the lobby areas. The vast majority of the cycle parking provision is located at Basement 01 and the scheme will be providing cycle parking, locker and shower spaces compliant with the London Plan. The End of Trip facilities include a significant amount of showers and lockers, all located within modern, efficient changing areas.

The cycle facilities offer parking for a broad range of cycles, including double stacked racks, foldable bicycle lockers, Sheffield hoops and spaces for recumbent / out-sized cycles. Charging points for electric bikes will also be provided and detailed further in the next stages of the project.

The parking facilities themselves are supported and secured by a manned reception and a series of turnstiles to prevent access by any unauthorised person. The reception will also act as a concierge for cyclists, offering advice on parking locations or assisting with repairs and maintenance. The cycle parking across Basement 01 is outlined on the drawing opposite.

Cycle Provision
The long-stay bike parking provision location at Basement 01 includes 890 cycle parking spaces which comprises:

- 668 Two-tier parking (75%)
- 89 Foldable bicycle parking (10%)
- 89 Sheffield stands (10%)
- 44 Enlarged Sheffield stands (5%)

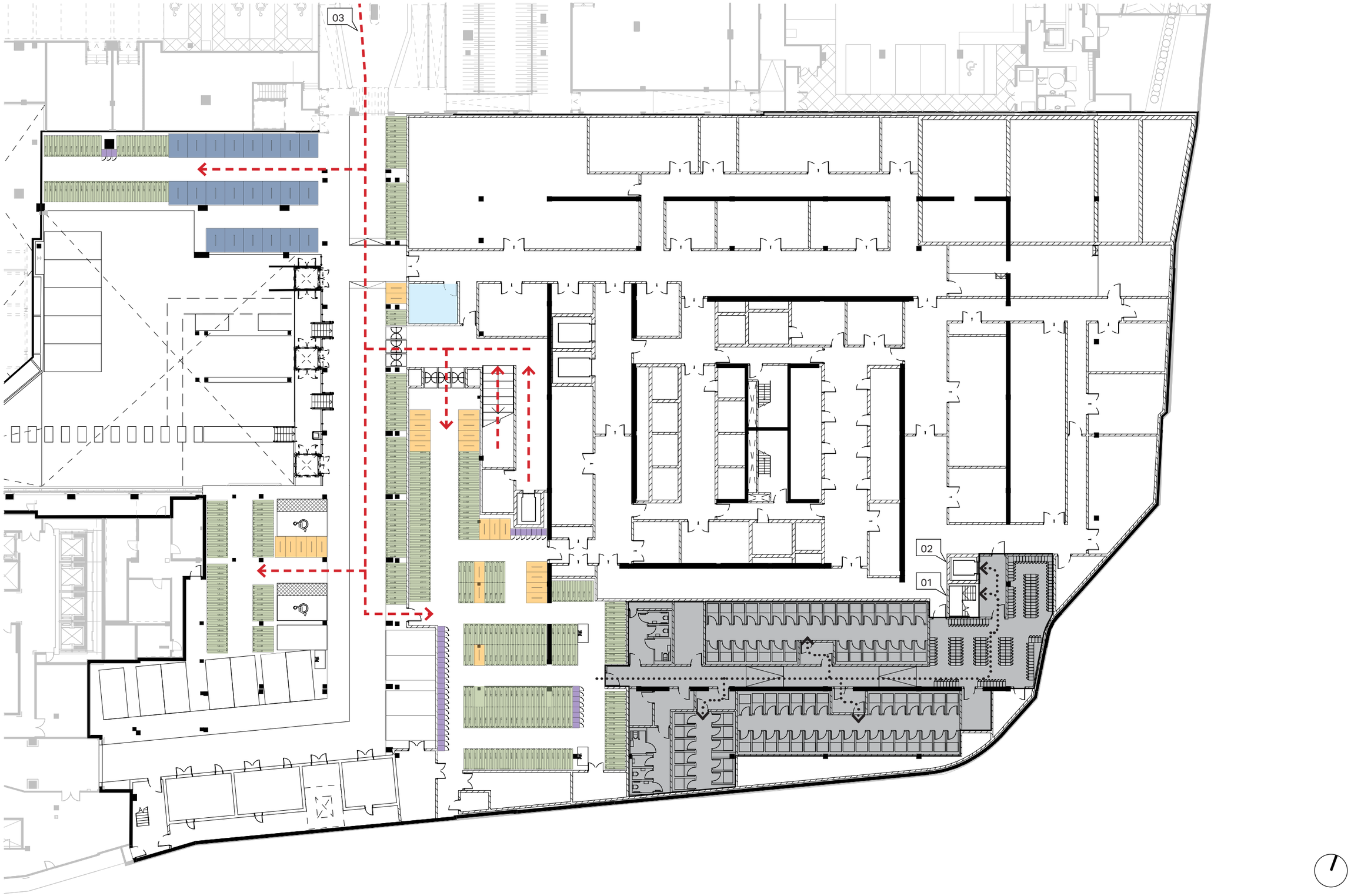
Male and female changing rooms will be located adjacent to the long-stay cycle parking and will provide 593 lockers (two lockers per three parking spaces), 74 showers including two accessible showers (one shower per 12 cycle parking spaces) and six toilets including two accessible WCs.

As well as showering and changing facilities, it is proposed to include cycle maintenance facilities, water dispensers and drying rooms.

Illustrative View - Bicycle stair located at south-east corner of Ground Floor provides access to Basement 01

01 Staircase Access to L00
02 Lift access to L00-L03
03 Bike Ramp Access from Longford Street

Path to Shower Areas and L00
Cycling Path
Long Stay Bicycle Parking
Shower & Changing Facilities
Cycle Management Office
Sheffield Stands
Enlarged Sheffield Stands
Folding Bicycle Lockers
Two-tier Bicycle Stands



Drawing - Bicycle parking and end of trip facilities on basement floor plan

10.4 Servicing & Waste

Suitable on-site facilities will be provided to allow efficient and effective servicing of the building. Servicing delivery, waste management & collection will be handled at Basement 01 and will access the basement dedicated loading bay from the existing ramp on Longford Street. The access at Ground Level will be managed by a dock master. The basement is currently fully managed by Regent's Place Management team, and this will remain in place for the proposed development. The service yard area for Euston Tower is located towards the eastern side of the basement and is shared with Brock Street buildings.

96 daily vehicle activity servicing trips are expected with up to 14 vehicles during peak hours. Vehicles accessing the development during the peak periods (7-10am, 12pm-2pm and 4pm to 7pm) will be discouraged. Delivery and servicing is self-contained and does not interfere with pedestrian or cycle access.

There are two 10m bays, one 8m bays and five 6m bays and approximately 90 per cent of deliveries will be by vans under 6m long. Furthermore the loading bay has 2 dedicated cargo bikes bays

The basement layout has been informed by input from a logistics operator, which confirmed that the servicing demands of the building would be fully accommodated within the eight provided loading bays. The basement loading area is situated on the Western edge of the Euston Tower and can be easily accessed from the goods lifts bank. Deliveries will be received by a member of the on-site staff.

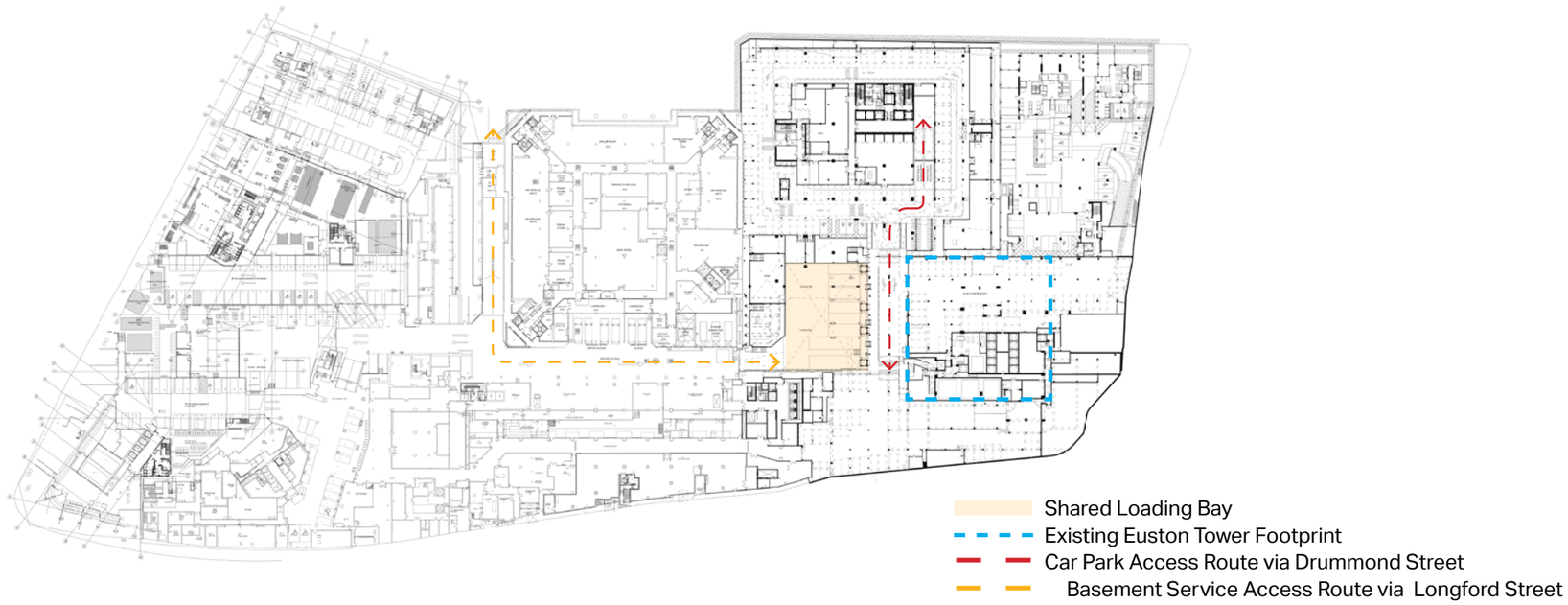
Delivery Strategy Principles

The servicing strategy will use an off-site consolidation centre to minimise the number of daily servicing vehicles and manage the timings of deliveries. Compared to a traditional servicing strategy, there will be fewer but fuller delivery vehicles.

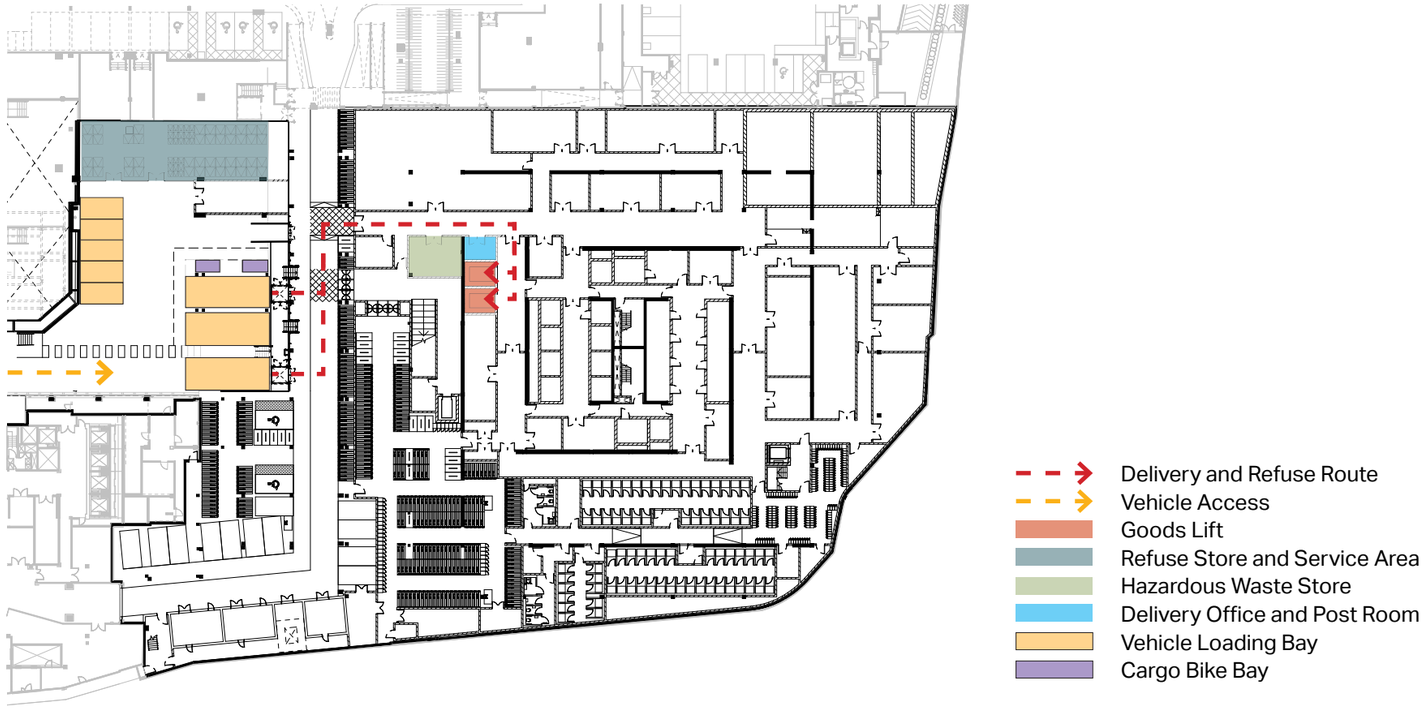
Waste Strategy Principles

Waste streams will be stored temporarily at Euston Tower Basement 01 dedicated storage area before being transferred to the loading bay for collection on an appropriate schedule.

The waste strategy for the Proposed Development will continue to employ the same principles of consolidation and will fit within the existing site-wide waste strategy. Collection of each waste stream will be carried out during off-peak hours by a commercial waste contractor.



Drawing - Existing Regents Place basement area



Drawing - Proposed basement service area

Gas Delivery Principles
The requirements for specialist deliveries are highly dependent upon the tenants. At this stage it is therefore necessary to design flexibly to allow for different volumes, types and delivery methods of liquids/ gases.

Life-sciences require several additional specialist bottled/liquid gas deliveries along with the regular deliveries expected to a lab-type building. The liquid and bottled gas deliveries cannot take place within the basement and need to be at Ground Level with blue-sky above them. All specialist delivery activity is proposed to be at Ground Level to the north-west corner of the building.

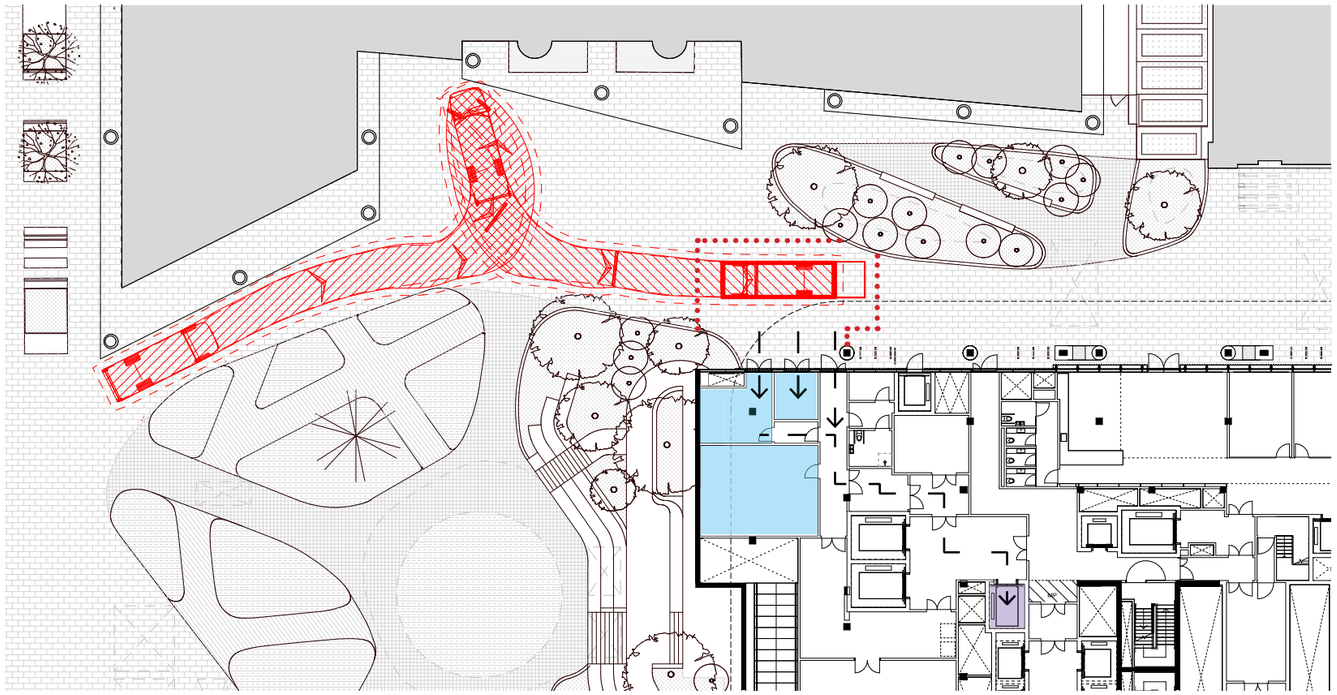
All vehicle movements and associated gas delivery across Regent's Place Plaza will be fully managed by trained staff.

The proposed delivery location will enable quick deliveries over a short distance directly into the ground level gas store. The specialist vehicle will access the delivery bay from Drummond Street via Triton Square and Brock Street and stop in an area close to the gas store with landscaping to the north which will allow the vehicle to be temporarily 'fenced off' to stop pedestrians walking past when the vehicle is delivering. A pedestrian route is maintained to the north.

Once the servicing vehicle has arrived, the delivery can be transferred from the vehicle into the building.

For LN2 deliveries, a hose is extended from the vehicle directly to an inlet connected to the on-site LN2 store, located on the Brock Street frontage, so that liquid nitrogen can be pumped directly to an on-site tank.

Gas bottles would also be brought to the site from delivery vehicles using trolleys and directly to the gas store at Ground Level. 3 to 5 weekly deliveries are to be expected.



Drawing - Gas deliveries

Illustrative View - Ground Level service entrance on Brock Street at north-west corner of podium

10.5 Hostile Vehicle Mitigation

The Hostile Vehicle Mitigation (HVM) strategy has been developed with the specialist security consultant, QCIC and informed by the Threat and Risk Assessment that QCIC has prepared.

As part of the detailed design process all necessary third parties will be consulted together with other stakeholders to agree the final specification of all security measures.

The strategy seeks to limit the impacts that a vehicle-bourne attack might have on the structural integrity of the proposed design, by restricting the degree to which any vehicle can penetrate the building. The HVM Strategy for the Euston Tower is based on providing a protected perimeter by mixing landscape elements (planters and mounds) with fixed security devices (bollards) to provide an easily accessible and permeable site while still being fully safe and secured. It employs several methods to achieve this:

- Landscape measures have been integrated in the design of the public realm to provide mitigation measures to restrict vehicle access.
- Bollards rated to BSI PAS 68 will be installed in the public realm where the above measures cannot be integrated.

This strategy has been designed to connect into the existing HVM strategies of the neighbouring buildings within the Regent's Place Estate ensuring that the campus as a whole is protected.

Access to Regents Place Estate from the north and west will be defined further to ensure it provides a more permanent solution than what is currently provided.

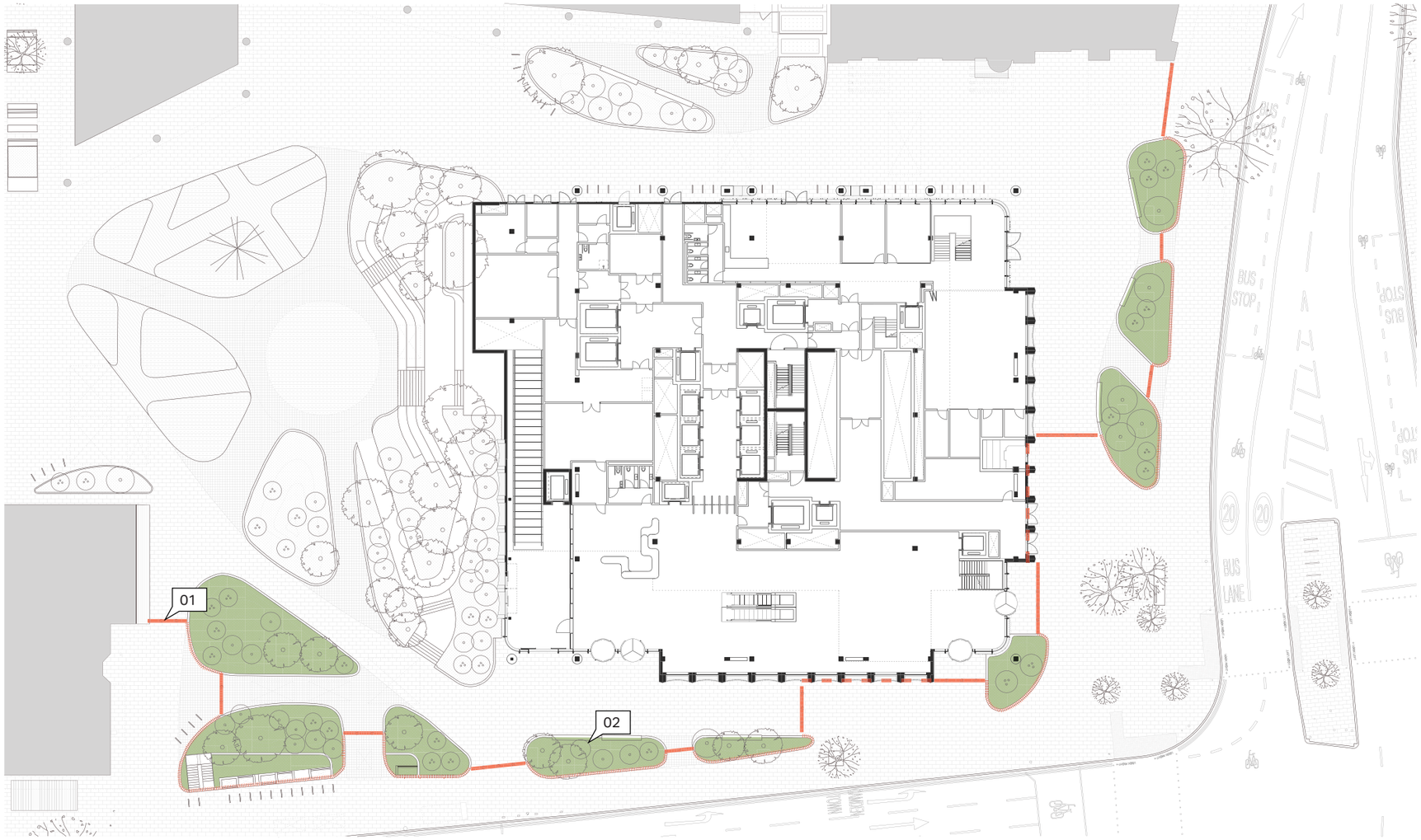


Diagram - Line of HVM security for public realm

Security Line (with facade upstand)

Security Line (with bollards)

Large Mounded Planters

01 When there is the absence of a mound, the security line is supported by bollards

02 Throughout the design, large mounds shape the landscape, offering additional security support through their height and immovability.

Illustrative View - Euston Road ground level view at dusk - landscape elements and HVM bollards combine to provide secure line around key entrances and exposed structural elements

10.6 Daylight & Sunlight Analysis

Proposed Development

In total, 28 residential properties were assessed that contain residential accommodation.

Of these 28 properties, 22 will fully meet the Building Research Establishment (BRE) Guidelines for daylight and sunlight.

Overall, the technical analysis demonstrates a very high level of overall compliance for an urban area such as this, with 1076/1106 (97%) of the windows assessed adhering to the BRE Guidelines for VSC.

In terms of NSL, 713/733 (97%) will adhere to the BRE criteria. Turning to sunlight, 249 of the 250 rooms (99%) assessed for APSH will adhere to the BRE Guidelines.

In total, there are six properties that experience some alterations beyond the BRE guideline recommendations (noting that two of these properties, Triton Building and 175 Drummond Street, are within the same development).

The majority of these properties experience minor percentage alterations or there are clear reasons for the transgressions, such as the presence of overhanging balconies/walkways which result in a disproportionate percentage alteration on the light that is received.

Once these properties have been considered within the alternative assessment which negates the presence of these features, as allowed for within the BRE Guidelines, all of the relevant transgressions fall away (demonstrating that it is the presence of the overhang which is the main cause of the relative alteration in light rather than the Proposed Development).

The remaining transgressions are minor and predominantly located within bedrooms which have a lesser requirement for Daylight.

For Overshadowing, all amenity spaces show compliance with the BRE Guidelines on the 21st March and therefore remain sufficiently sunlit throughout the year

Overall, the scheme performs very well from a Daylight, Sunlight and Overshadowing perspective. Whilst the proposal will result in some isolated, minor alterations as noted within this report, we would suggest that these could be found acceptable when considering the intended flexibility cited within the BRE Guidelines and the urban context in which the Proposed Development and surrounding neighbouring properties are located.

More detail on the daylight & sunlight can be found in the Daylight, Sunlight and Overshadowing report prepared by Point2, in addition to the Environmental Statement submitted as part of this application.

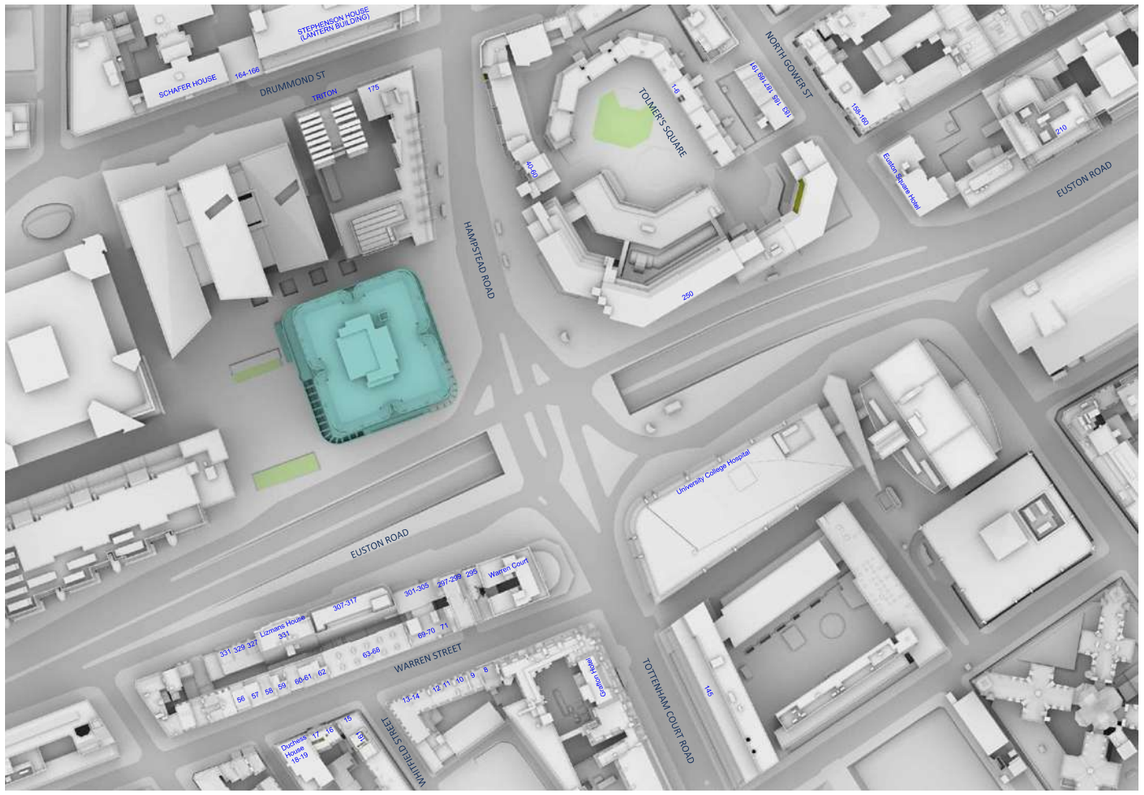


Diagram - Plan view of proposed Euston Tower in DLSL model

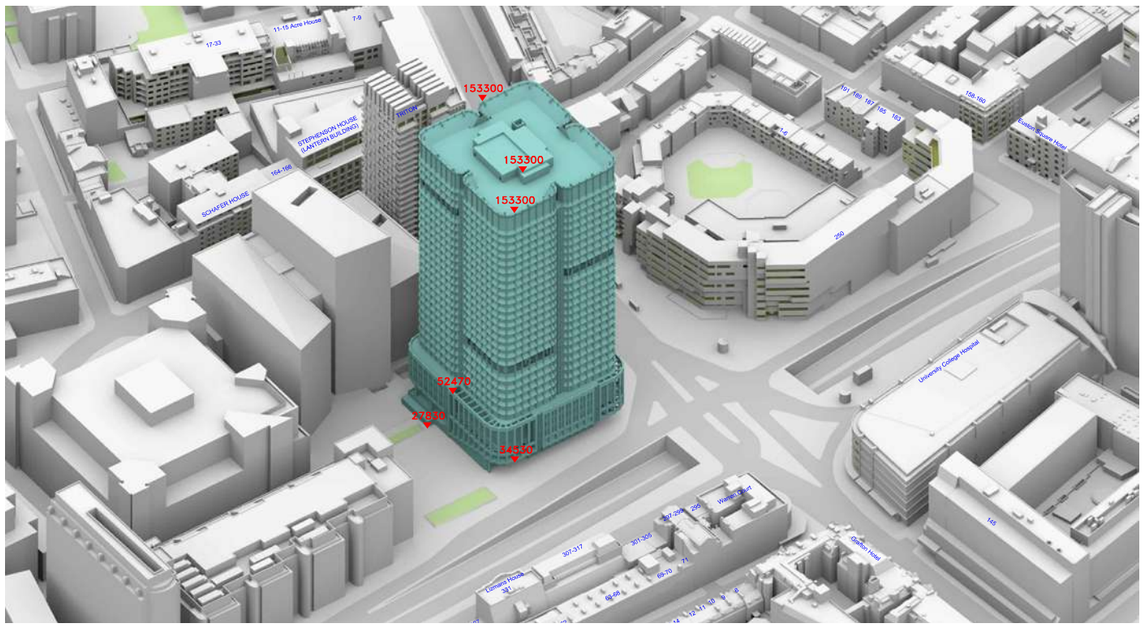


Diagram - Axonometric view of proposed Euston Tower in DLSL model

10.7 Facade Maintenance

Façade access

This section provides an outline of the overall facade access proposals developed for the proposed Euston Tower highlighting the proposed access solutions. The façade access strategy is to be designed in accordance with the relevant code of practice for the design of buildings incorporating safe work at height and will need to follow local guidance and regulations regarding safety in window cleaning using suspended and powered access equipment.

Tower

The cleaning access will be from a long reach tracked building maintenance unit (BMU) operating on a perimeter track installed behind the top parapet level. The BMU will comprise an extended reach jib which will ensure access to the tower façade below, the podium projections but also for the cradle to land on the ground. As the tower consists of solar shading GRC elements which protrude in all the facades restraint pins will be integrated on the shading elements to secure the BMU cradle and allow the unit to pull itself closer to the facades for cleaning and maintenance.

When not in use the BMU will be parked at roof level (Level 31) so as not to be visible.

Podium and Ground Floor

Cleaning access to the podium level facades can be effectively cleaned from operatives equipped with a short or long handled cleaning equipment. Fixed balustrades will be installed to provide a fall protection with a height of 1.1m minimum. Where there are no balustrades available a fall protection system will be provided. Higher levels of the podium facades will be maintained via the roof BMU.

At Ground Level where the two stories facades are located, cleaning will be from a compact aerial work platform (AWP) reaching up to 10m in height.

10.8 Fire Strategy

The fire strategy for Euston Tower has been developed to demonstrate compliance with the Building Regulations, and specific client requirements. As the building retains element of the basement and existing structure, there are constraints which the fire strategy has taken into account.

The building does not contain residential units, so it is not defined as a higher risk building under the Building Safety Act.

The guidance provided in BS 9999: 2017 has been followed in principle, with other relevant guidance and applicable British Standards (and European Norms) set out in the strategy. The following sets out some of the main fire safety provisions (non-exhaustive):

- The building operates a phased evacuation strategy, with two typical floors escaping at the same time. Where floors are linked via an open void such as an accommodation stair, they shall evacuate together, with a maximum of two storeys connected. The podium levels are one escape zone, and the basement is an escape zone.
- The structure shall be rated to 120mins, including compartment floors, and is constructed of non-combustible materials.
- Sprinklers shall be provided throughout, in accordance with BS EN 12845 + Annex F.
- There are two firefighting cores, including dedicated fire fighting lifts. The shafts are pressurised in accordance with BS EN 12101 and provided with wet riser outlets.
- The two stairs provide sufficient capacity for the occupants on the typical floors. Travel distances limits can be met throughout with the provision of additional doors, as stated in the main body of the fire strategy. Some travel distances are to within 4.5m of a void which is non-compliant with the recommendations in BS 9999. However, this is justified in the main body of the fire strategy.
- The podium levels are provided with an additional escape stair to accommodate the increased occupancies on these floors.
- All stairs are provided with evacuation lifts, which are combined with the goods lifts.
- All stairs lead to outside via a protected route, which leads to compliant fire brigade vehicle locations.
- Automatic alarm and detection will be provided throughout, including a PA/VA system, to ensure early detection and support the phased evacuation strategy.
- A fire control centre is provided at Ground Level, accessed from a protected access route.
- Based on preliminary assessments, no fire rated facade has been identified, to mitigate the risk of external fire spread. Further assessments will be undertaken as the design develops.
- The facade will not increase the risk of external fire spread, and cladding and insulation materials will be non-combustible.
- In addition to floor by floor compartmentation, there will be internal sub-compartmentation around higher risk spaces, such as plant rooms, and life safety provisions, e.g stairs, lifts and life safety plant.
- Photovoltaic panels (PV) are proposed to be located on the roof.
- Planting is proposed on the roof which will follow the principles described by The Green Roof Organisation (GRO) as a guideline.
- The basement escape and fire fighting access provisions will rely on the same two stair cores which serve the tower.
- The basement areas located below Euston Tower will contain plant and cycling facilities only.
- The basement will be provided with mechanical smoke extract, achieving 10 air changes per hour.
- The basement shall be separated from upper levels with fire resistant construction.
- Some Euston Tower related provisions are located outside the immediate Euston Tower basement demise (e.g. UKPN), and are located within the Regent's Place basement. These changes will need to be incorporated within the Regent's Place fire strategy by the Regent's Place responsible persons so that Building Regulation compliance is demonstrated. This will need to be developed further as the design continues.

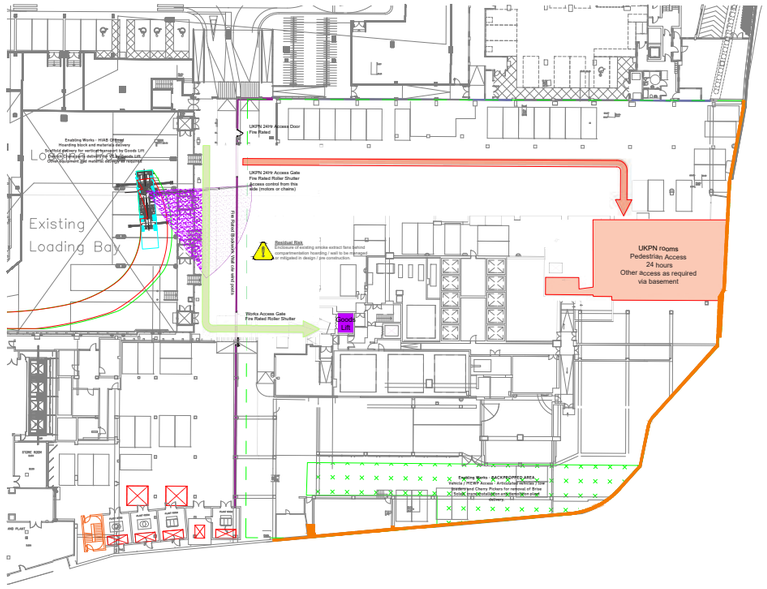
Overall, it is considered that the fire strategy can demonstrate compliance with the relevant regulations, including Building Regulations and the Regulatory (Fire Safety) Reform Order 2005. Early consultation with Building Control has been held and will continue during the next stages of design. No significant objections have been raised to date. Further design development will be ongoing through the next design stages, to work through and implement all required fire safety measures.

10.9 Site Access & Logistics

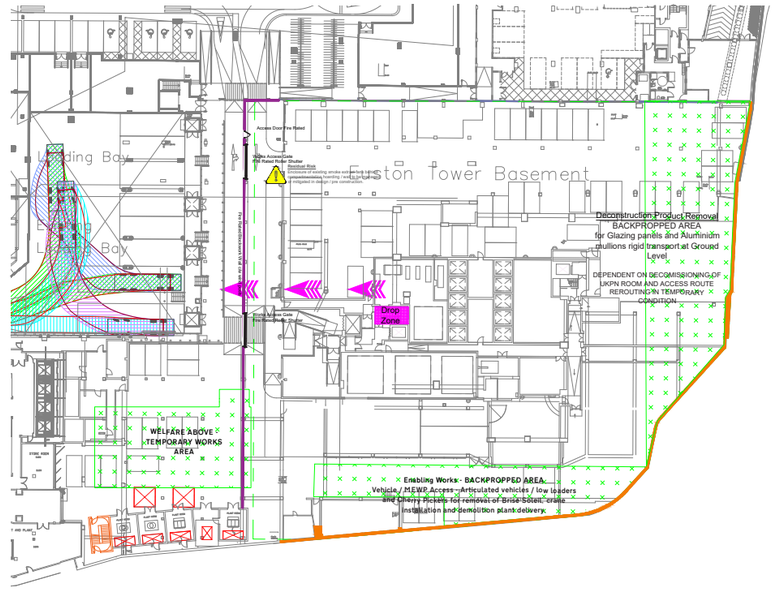
Planning for deconstruction and construction is broad at this stage in the planning process and may be subject to modification during the detailed planning of the Proposed Development, particularly following appointment of a contractor and throughout the preparation of various Construction Method Statements (CMS) and supporting management plans.

The developing construction strategy is based on reasonable assumptions made by the Applicant, Lendlease (as the Applicant's demolition and construction advisor), and the wider Planning and Design Team. Site access and logistics contain a high level of complexity as consideration and management of issues such as working near existing residential properties, busy main roads and in proximity to underground constraints, surface utilities and other infrastructure needs to be addressed.

A Construction Environmental Management (CEMP) has been prepared to support this application and defines, amongst other items, the hours of demolition and construction works, dust and noise control measures, vehicle emissions control, a schedule of all plant and non-road and road mobile vehicles to be used.

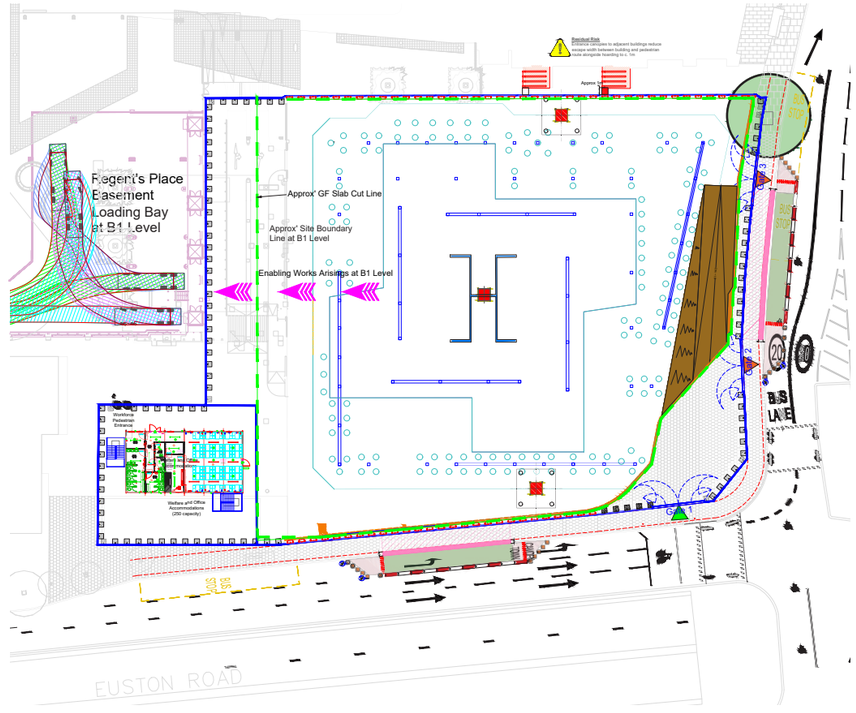


Drawing - Indicative logistics plan - Phase 1a Basement Level



Drawing - Indicative logistics plan - Phase 1b Basement Level

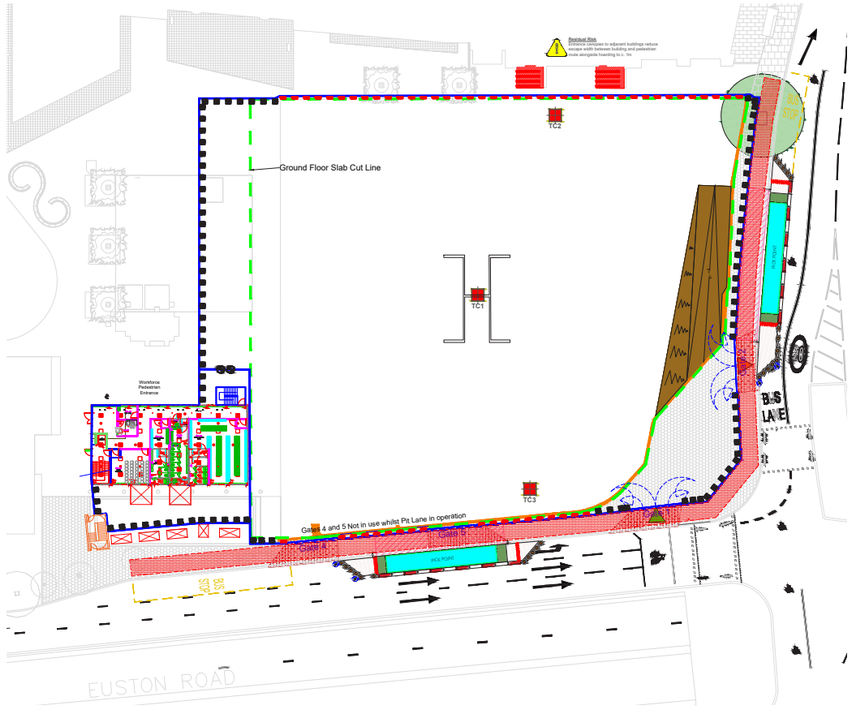
Drawing - Indicative logistics plan - Phase 1a Ground Level



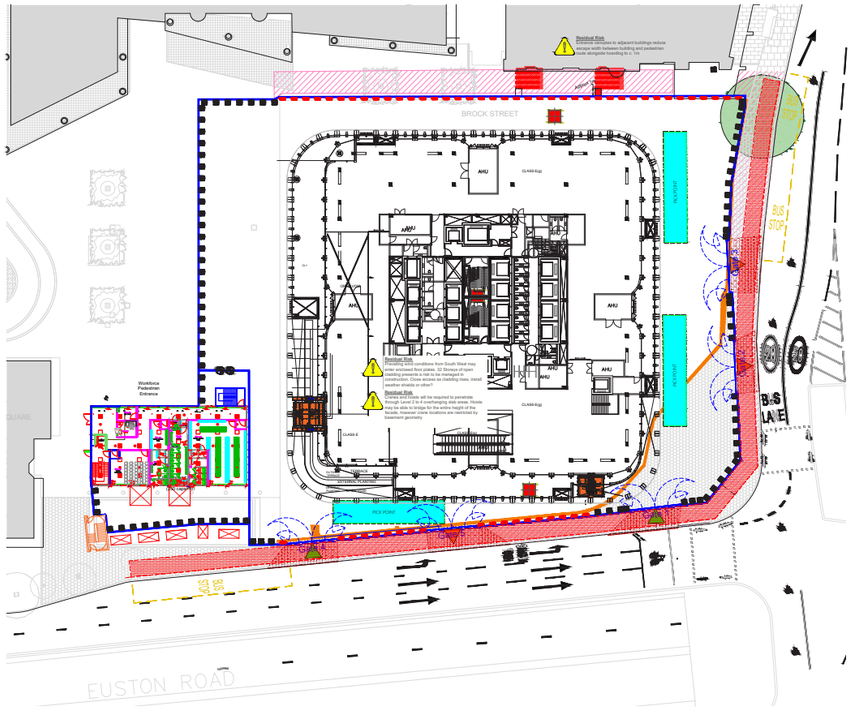
Drawing - Indicative logistics plan - Phase 1b Ground Level

Drawing - Indicative logistics plan - Phase 2 Basement Level

Drawing - Indicative logistics plan - Phase 3 Basement Level



Drawing - Indicative logistics plan - Phase 2 Ground Level



Drawing - Indicative logistics plan - Phase 3 Ground Level

11.0
PRE-APPLICATION SUMMARY

Photograph - Development model looking north along Hampstead Road - teal overlay

Photograph - Pre-application meeting at LBC

11.0 Pre-Application Summary

As part of the design process, the Applicant and Design Team have engaged extensively with the London Borough of Camden's planning officers and key stakeholders to create a considered and relevant design proposal.

The following chapter presents an in-depth overview of the process, feedback and reflects the extensive engagement that has occurred.

11.1 LBC Pre-Application Summary

On the following pages an overview of workshops and design meetings with London Borough of Camden Planning and Design Officers are set out, summarising the collaboration and design evolution, culminating in the December 2023 planning application. The subsequent chapter, Chapter 11.2 LBC Post-Application Summary, discusses the collaboration with LBC Planning and Design Officers following the December 2023 planning application, culminating in the 2024 Proposed Development.

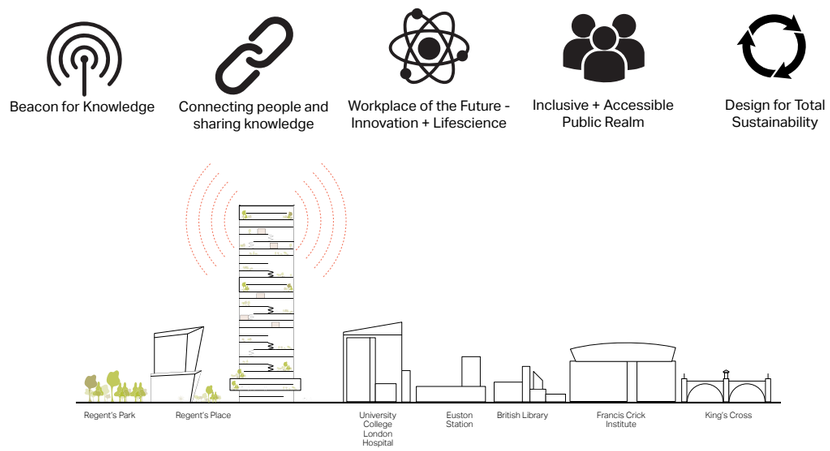
Initial discussions with LB Camden regarding the Proposed Development commenced in February 2022. Early dialogue focussed on the potential redevelopment of Euston Tower, the vision for that redevelopment and how it harmonised with the Local Authority's requirements, policies and ambitions. Based on feedback from LB Camden, a twin-track approach to the development of the proposal was agreed: the first track being a full analysis of the existing building and feasibility of retention, renovation and extension; which was conducted in parallel to design studies on how that feasibility can manifest as a design proposal.

This approach resulted in an intense period of pre-application meetings through 2022-2023.

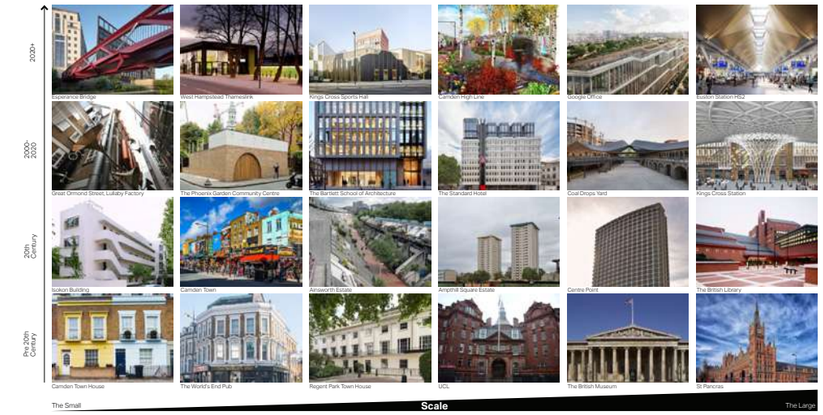
These meetings began with a focus on the public realm and public offering within the scheme. As these discussions evolved the podium and then tower massing, design and articulation were reviewed and developed through consultation and collaboration.

The design team presented emerging proposals to the LBC Design Review Panel (DRP) on two occasions - in May and September 2023, prior to the December 2023 planning application. Following the massing and design changes made after that planning application an additional DRP was presented at, in August 2024, to receive comment on the evolving updates to the designs.

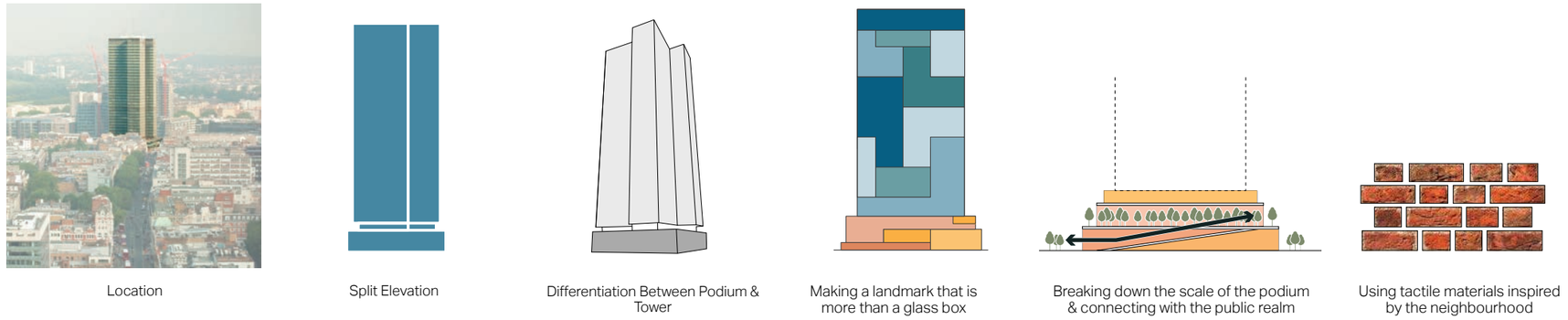
The design team is grateful for the opportunity to discuss the designs and welcome the commentary and collaboration provided, which has been taken into account as the scheme has progressed. This is detailed in the following pages.



Diagrams - Design Principles (Pre-Application Meeting 1)

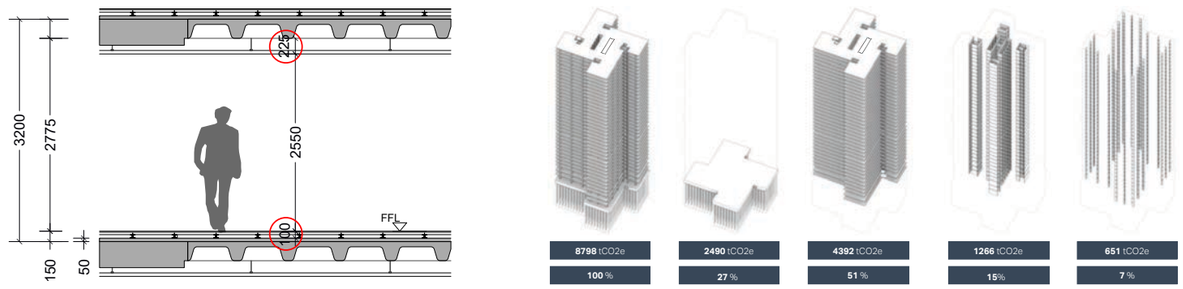


Diagrams - Understanding Camden (Pre-Application Meeting 3)



Diagrams - Existing Qualities (Pre-Application Meeting 3)

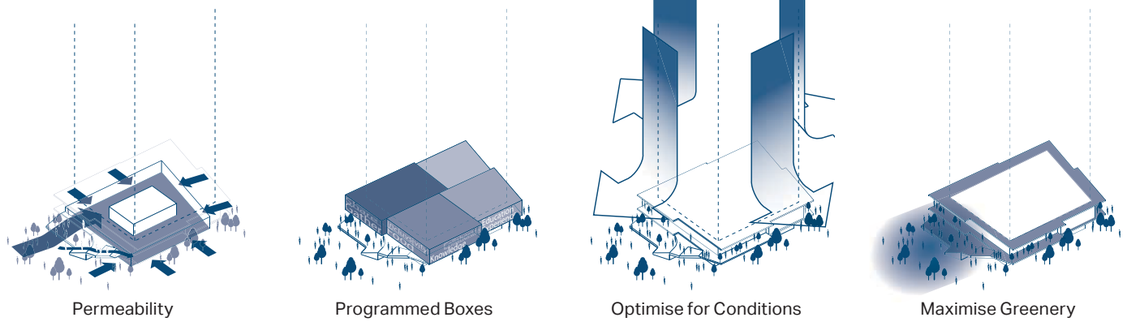
Diagrams - Areas to improve (Pre-Application Meeting 3)



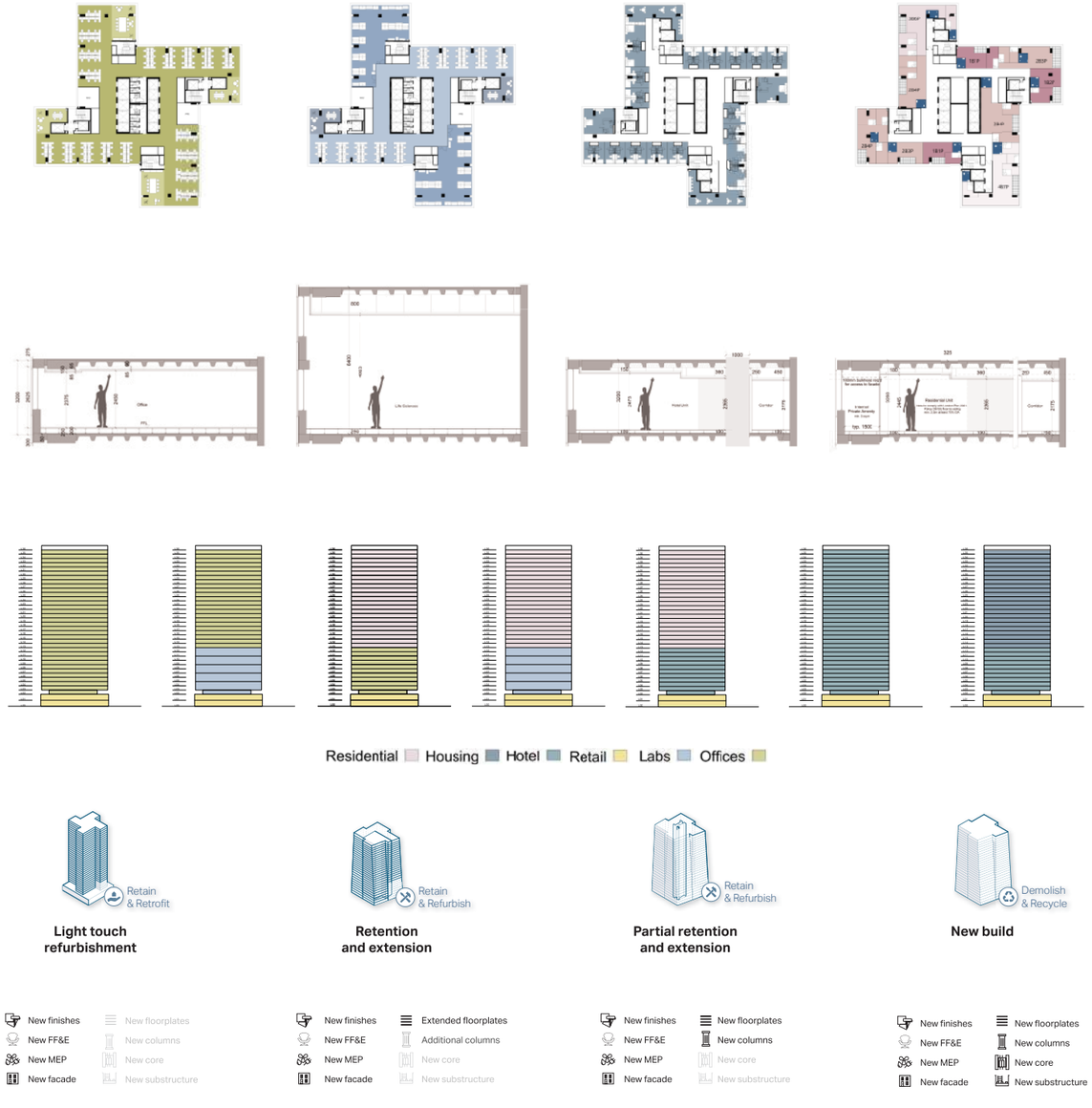
Diagrams - Early existing building retention analysis (Pre-Application Meeting 2)

Pre-Application Meetings: February 2022 - September 2022

- Early pre-application meetings centred on the vision for the redevelopment of Euston Tower and early feasibility of building retention.
- The team demonstrated both the vision for Regent's Place and how Euston Tower will be the landmark redevelopment and benefit the local community, wider Knowledge Quarter and LB Camden missions.
- Early discussions were initiated as to the level of retention of the existing Euston Tower, with the team demonstrating early feasibility.
- A strong emphasis was placed on creating a strong set of design principles which would compliment the existing condition and enable the building to fit into the Camden context.
- There were discussions around creating a building which would foster community and build on and improve the existing conditions.
- As a result of this dialogue, it was determined that further analysis of the existing building's redevelopment and retention was required, in parallel to design studies.



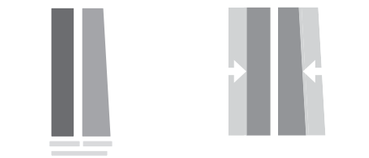
Diagrams - Podium design development (Pre-Application Meeting 6 & 9)



Diagrams - Feasibility studies (Pre-Application Meeting 7 & 8)

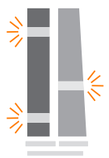
Pre-Application Meetings: November 2022 - February 2023

- Meetings in this period centred on the public realm and podium development, in addition to further development of tower retention feasibility studies.
- An extensive analysis of the existing public realm, in terms of use, connectivity, aesthetics and environmental conditions were presented. Further to this analysis, initial strategies for the building podium and connection to the public realm were outlined.
- Further development of the podium designs were discussed across multiple pre-application meetings. Learnings from existing, relevant civic spaces were presented.
- The proposed podium's relationship to the streetscape was analysed in terms of setbacks, scale, connection to the public realm, all in conjunction with user journeys from the public realm to the building interior.
- Further development of feasibility studies for tower retention were explored and presented. Development included an in-depth investigation of the existing floorplates flexibility for different building uses, structural flexibility, current state of provisions and comparison to modern day requirements were discussed.
- An introduction to the co-design process was presented and a strategy for how the community engagement would help develop the interior and exterior public programme elements.



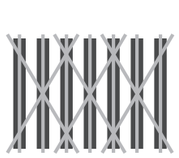
Differentiate Tower Faces

Visually Slim Tower Mass



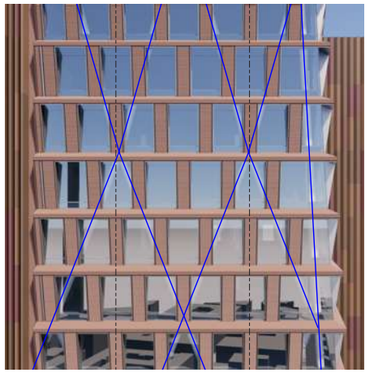
Highlight Tower Activities

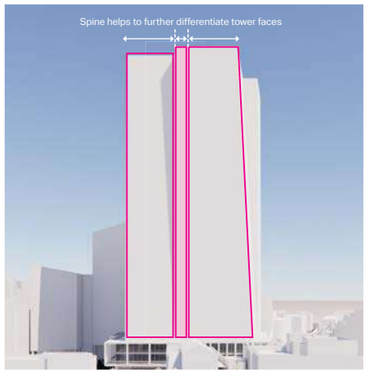
Relate to Camden

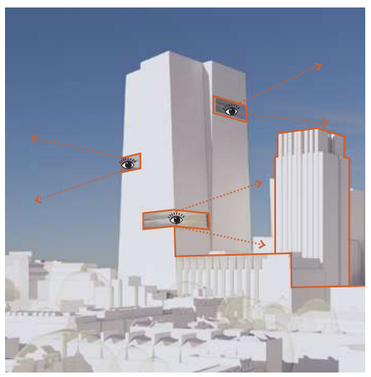


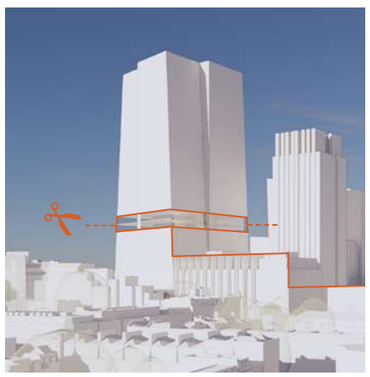
Align to Structure

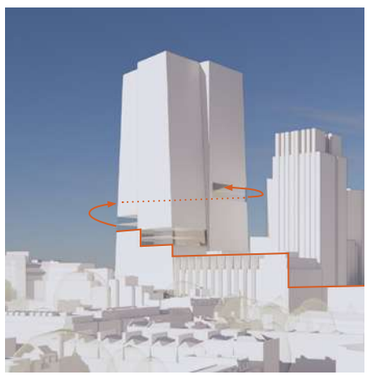
Performative & Holistic Design

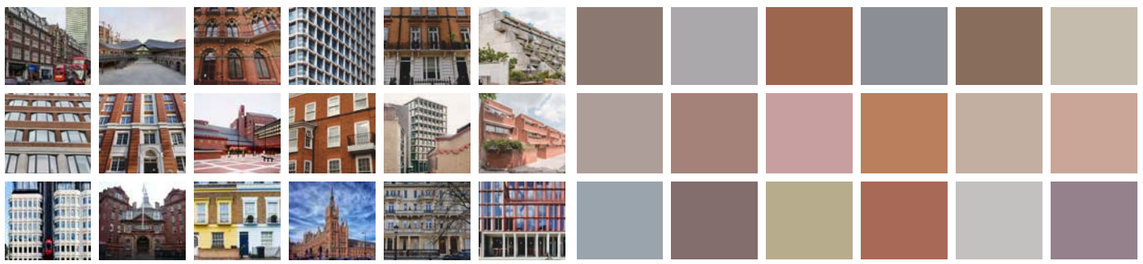




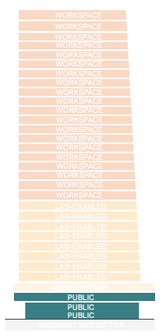


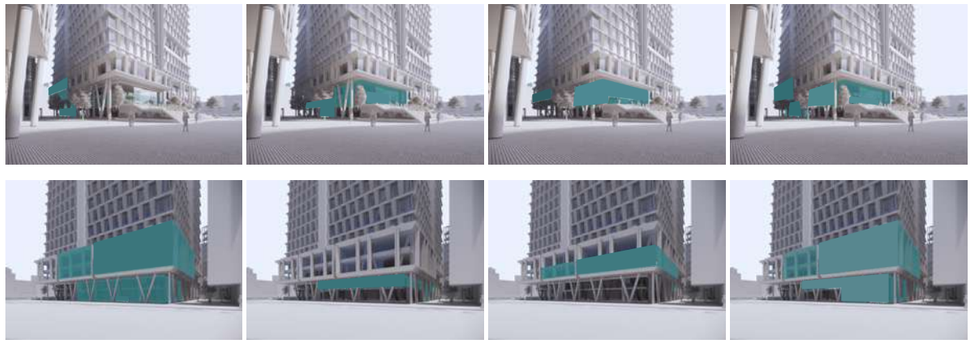






Diagrams - Tower design, amenity locations and initial context colour review (Pre-Application Meetings 13 & 17)

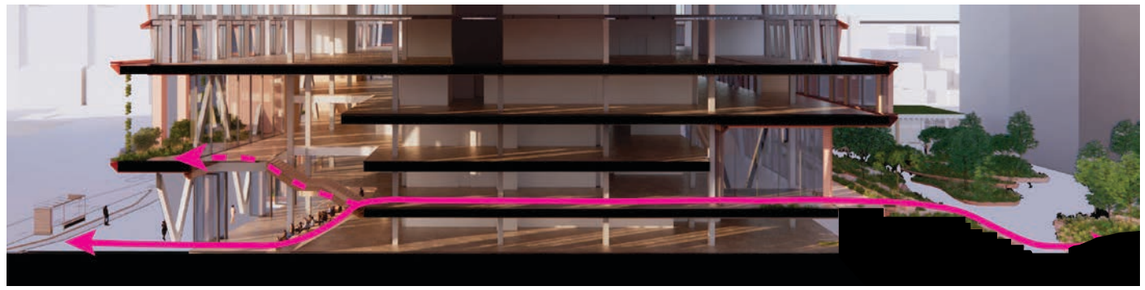


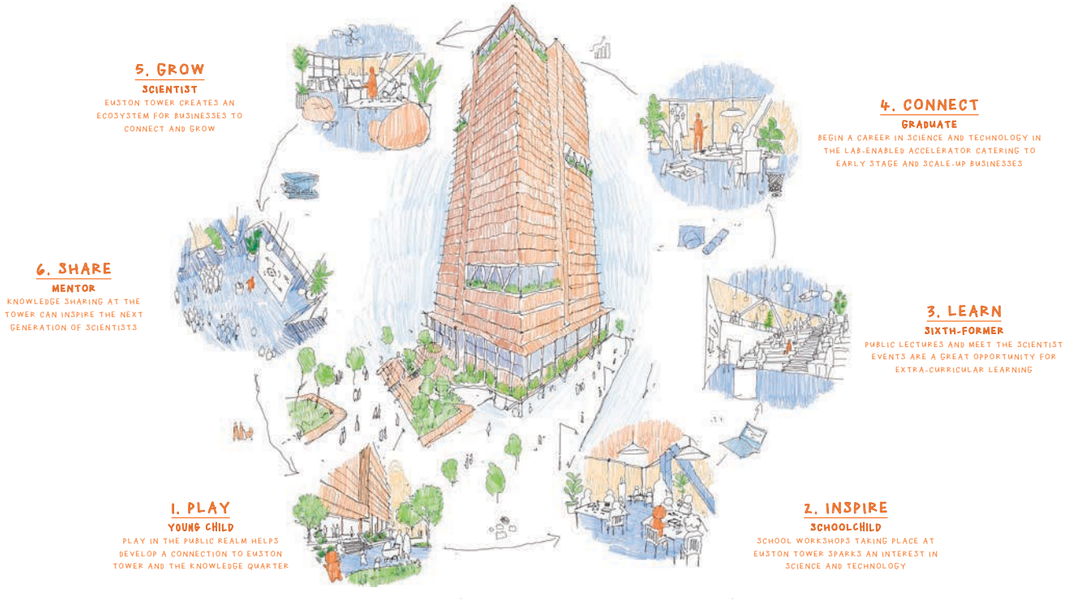


Diagrams - Public function location studies and developing public realm (Pre-Application Meeting 17)

Pre-Application Meetings: March 2023 - June 2023

- In the early period of 2023, pre-application meetings focussed on several different aspects. Townscape, facade tower development, wind and microclimate, public benefits and further feasibility study reviews.
- The team presented facade concepts and initial design proposals in addition to initiating meetings regarding the building colour in relation to the local context and palette.
- As part of Pre-Application Meeting 14, the wind and microclimate analysis were presented alongside potential mitigation measures that were to be considered as part of the design development.
- Tower development was discussed at length as part of Pre-Application Meeting 15.
- An extensive precedent list was presented alongside their qualities. Massing options were demonstrated for the site alongside analysis of their qualities.
- In addition to an overview of ongoing community engagement, public benefit proposals were discussed.
- As part of Pre-Application Meeting 18, the team outlined the strategies for transport and servicing.





Diagrams - Podium and Public Realm development (Pre-Application Meeting 22)

Diagrams - Facade design development (Pre-Application Meeting 22)

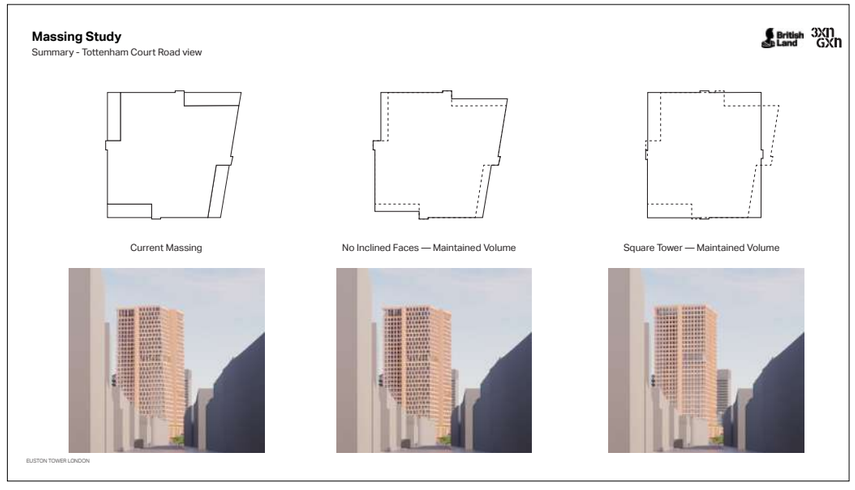
Pre-Application Meetings: July 2023 - October 2023

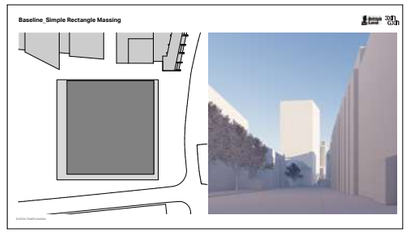
- Pre-Application discussions in this period reviewed design development of the public realm and podium, in addition to updated landscape proposals. Furthermore, design proposals for the building crown and a full review of the proposed public benefits took place as part of the pre-application process.
- Particular focus on the user journey and interaction with the public realm and podium was paid attention to. The proposals demonstrated that the design would be adaptable for all ages and user groups with flexibility for future changes.
- Further development of the podium articulation and connection to Regent's Place Plaza were presented.
- Feasibility of providing housing and delivery options was discussed as part of Pre-Application Meeting 19.
- The team presented extensive research on building adaptation strategies that could be employed as part of the design proposals, in order to cater for future changes.
- Based on previous comments the tower proposals articulation was reviewed at multiple levels. The building crown was reviewed in-depth with multiple options discussed. Furthermore, the definition of the pin-wheel was further articulated with the 'breathing-spines' whose technical requirement and options were also presented.

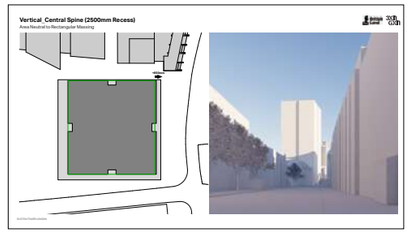
11.2 LBC Post-Application Summary

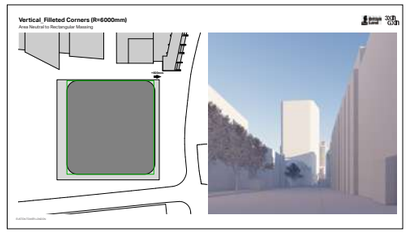
Following the extensive pre-application discussions, the application was submitted in December 2023. Following this, the applicant team continued to engage in design discussions with LBC and key stakeholders.

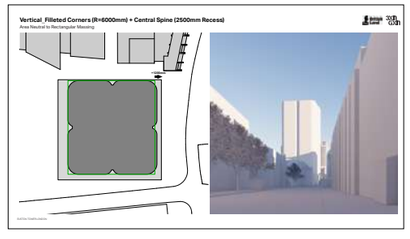
On the following pages an overview of workshops and design meetings with London Borough of Camden Planning and Design Officers are set out, summarising the continuing collaboration and design evolution following the December 2023 planning application, culminating in the 2024 Revision B to the Proposed Development.

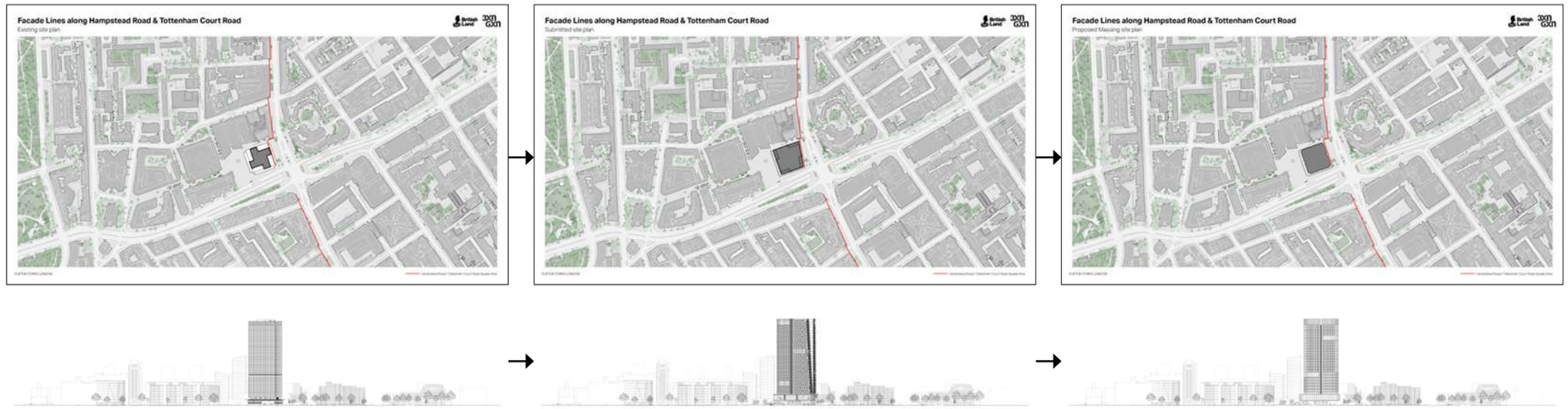








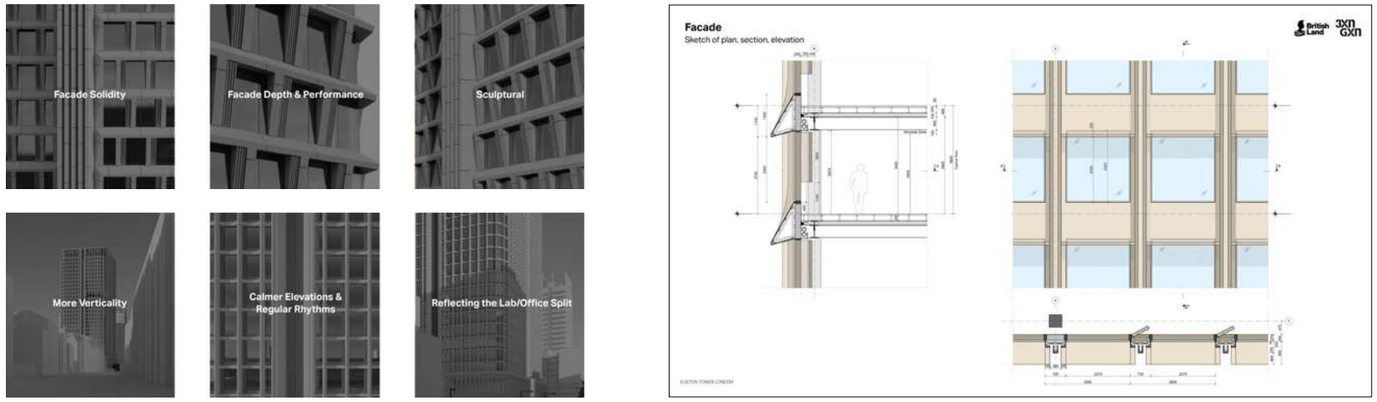


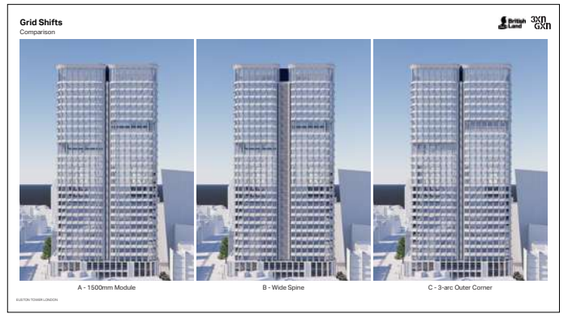


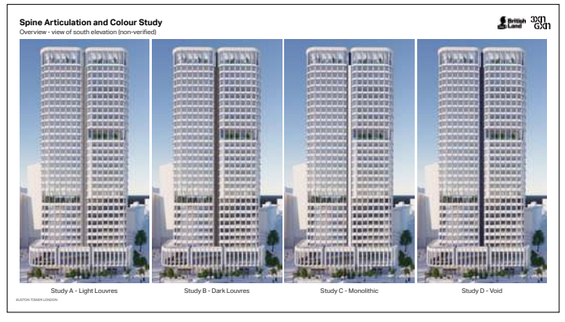
Presentation Material - Material discussed with LBC Planning and Design Officers concerning the tower massing development

Calming and Simplifying the Massing: April 2024 - June 2024

- Initial post-application workshops with LBC centred on exploring ways to reduce the perceived bulk and massing of the proposed scheme.
- The design team also considered updates to the facade articulations and/or colour as a way to visually slim the massing before concluding the most effective method was to develop a wholesale change to the building form.
- Through a process of simplification, a calmer, more ordered form evolved that significantly reduced the perception of the massing.
- The focus on further slimming the proposals in the mid-range views, especially considering the appearance down Tottenham Court Road, led to the carving and remodelling of the shape of the tower, whilst retaining the generally calmer, more ordered approach to the form.
- It was discovered, through collaboration with LBC, that a central setback spine (dividing each elevation into two) and a chamfered edge to the form, provided significant reductions in the perceived breadth and bulk, and reinforced verticality.







Presentation Material - Material discussed with LBC Planning and Design Officers concerning the design development of the tower facade

Articulating the Tower: June 2024 - October 2024

- The simplification and rationalisation of the massing allowed the design team to explore a calmer approach to the design of the facade. The uniformly vertical faces of the proposed massing removed the need to alternate the tower facade rhythms, which resulted in a focus on developing a regular, stacked fenestration and facade articulation.
- Through workshops with LBC, the solidity, depth and sculptural character of the facade was retained, and the design team were encouraged to add horizontality and upstands into the typical facade module design. The horizontality was additionally viewed as bringing further calm and order to the proposals.
- Through further analysis of the local context, notably Centre Point, Space House, and the Camden Town Hall Annex, the sculptural nature of the typical tower facade was refined and the off-white approach to the facade colour was agreed.
- As the proposals evolved, the special moments in the tower facade were explored, with the design of the spines (both facade articulation and width), the crown and the terraces all discussed at the later workshops with LBC.
- The subtle changes in the colour were also discussed, with a warmer off-white linking well to Centre Point and reinforcing the Proposed Development as the corresponding northern book-end to Tottenham Court Road.

Massing Options
Sketch clay render - south elevation visual

Baseline | 1 Extra Podium Level | 2 Extra Podium Levels | 3 Extra Podium Levels | 5 Extra Podium Levels

EUSTON TOWER LONDON

Massing Options

+1 Level | +2 Levels | +3 Levels | +5 Levels

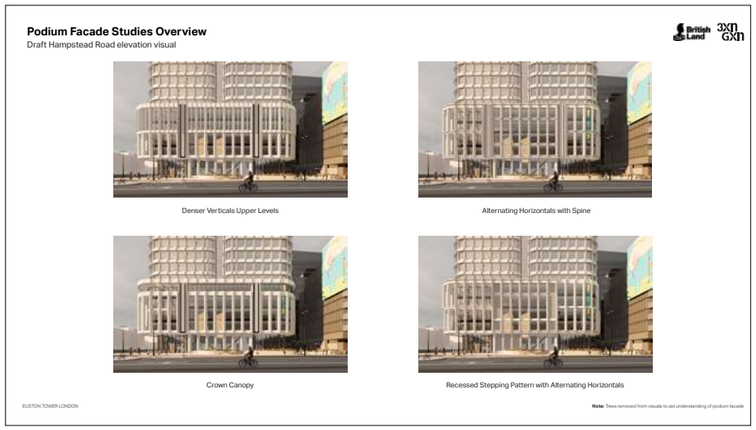
EUSTON TOWER LONDON

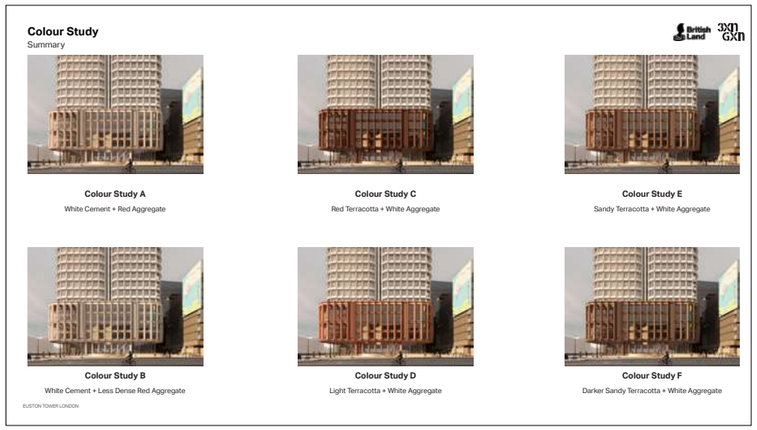
4 Level Podium | +1 Extra Podium Level | +2 Extra Podium Levels | +3 Extra Podium Levels | +5 Extra Podium Levels

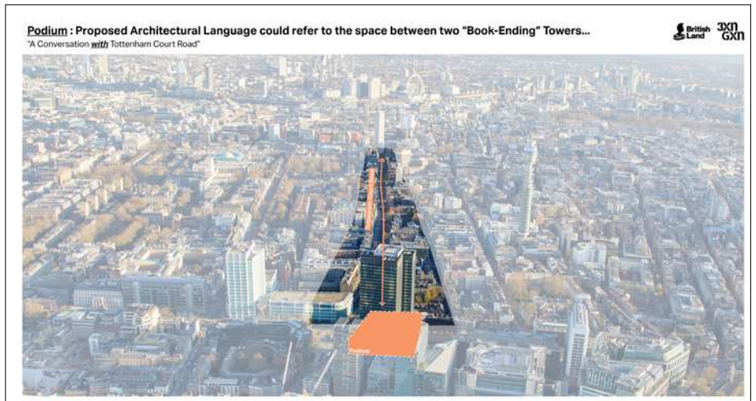
Presentation Material - Material discussed with LBC Planning and Design Officers concerning the podium massing development

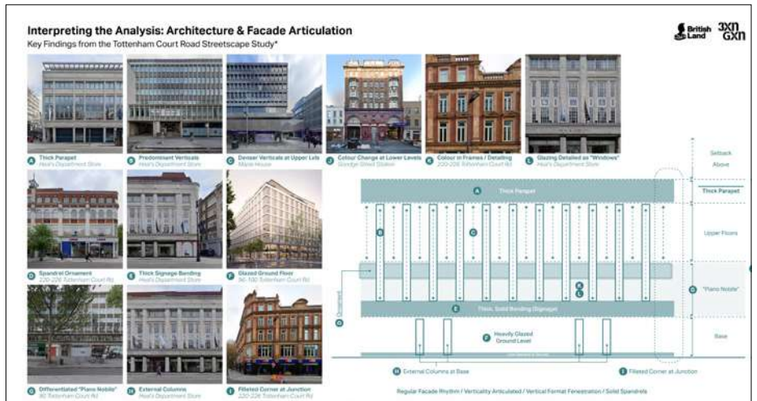
A Taller Podium: August 2024 - September 2024

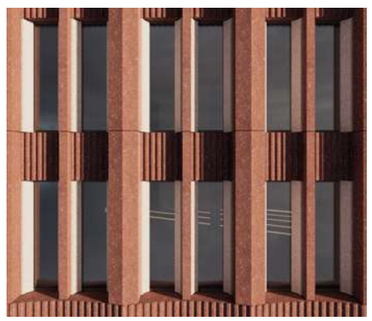
- Following feedback received at Design Review Panel 3 (as outlined in the subsequent section) the potential increase in the height of the podium was discussed in workshops with LBC with the aim of finding a scale for the base of the building to better stitch it into the wider streetscape whilst maintaining vertical proportions in the tower massing.
- A number of podium heights were explored (from one to five additional levels), in both elevation and perspective visuals from key viewpoints in the townscape. In all options, the concepts of rounded corners, vertical division to break up the elevations, and a flat plinth upon which the tower sits were retained.
- Both 3D massing models, and a form with an indicative facade applied, were studied to best gauge its appearance in the townscape.
- Through collaboration with LBC Planning and Design Officers, it was agreed to proceed with the +2 extra level podium.










White Detailing

Soffit Articulation

Brock Street Facade Solidity (Mullions)

Solidity in Large Areas of Glazing

Redesign South Corners and Introduce More Variety in Facade Rhythm & Expression

Presentation Material - Material discussed with LBC Planning and Design Officers concerning the design development of the podium facade

Articulating the Podium: September 2024 - November 2024

- The decision to increase the height of the podium prompted a wider redesign of the podium facade.
- Through multiple workshops with LBC Planning and Design Officers, it was agreed that the increase in height of the podium necessitated the podium be thought of a building in its own right, upon which the tower stands (rather than solely the base of the tower). In this respect, the podium required its own architectural character and expression that is unique to, but also in harmony with, the architecture of the tower.
- Initial explorations recognised the tower and podium as connected through a consistent approach to the facade materiality, namely the warm off-white GRC of the tower. However, through collaboration with LBC, the design team were encouraged to consider an alternate colour for the podium levels to bring more identity to the podium.
- An in-depth study into the streetscape of Tottenham Court Road was encouraged and discussed at length in the workshops with LBC, with the aim of using it to discover a prevailing architectural character that could be referenced and reinterpreted as part of the podium redesign, thereby better anchoring the building in its context.
- Terracotta colours were brought into the facade to better connect to the warmer hues of Tottenham Court Road.
- In discussion with LBC Planning and Design Officers, more detailing and articulation, including the lighter-coloured base, helped add richness, additional solidity and a further grounding of the podium in its context.

11.2 Design Review Panels

As part of the London Borough of Camden's Pre-App Process, three Design Review Panels (DRP) took place which have acted as key milestones where feedback has been received and informed the Proposed Development.

The three Design Review Panels which have taken place are as below:

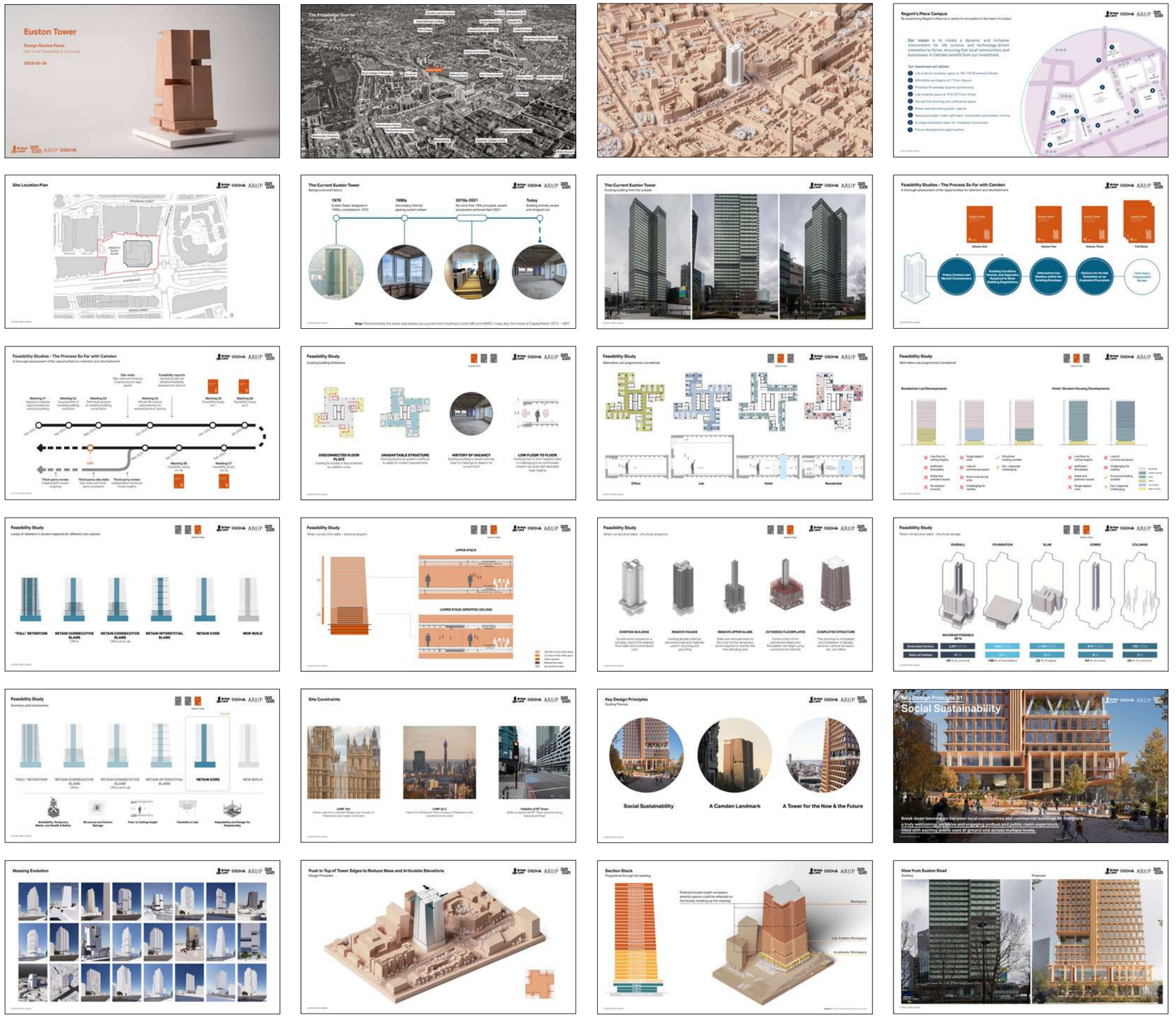
- Design Review Panel 1 12th May 2023
- Design Review Panel 2 29th September 2023
- Design Review Panel 3 9th August 2024

The following pages are split into the three DRP events noted above and highlight in-depth comments from the panel, in relation to the Proposed Development. In addition, the key changes between the meetings, based on panel feedback, has been outlined.

Design Review Panel 1
12th May 2023

As part of Design Review Panel 1, the team presentation focused on “Feasibility & Concept”, which covered aspects such as ‘Site Context’, ‘Feasibility Studies’ and ‘Design Principles’, which introduced design concept and massings for the Euston Tower proposal.

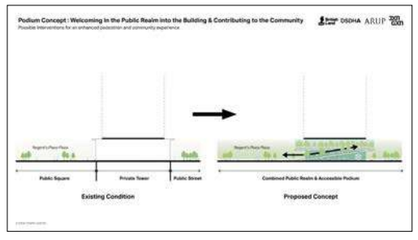
The following pages highlight the key feedback received from the panel, in addition to the designs presented. A summary of the design responses to these comments concludes the chapter.

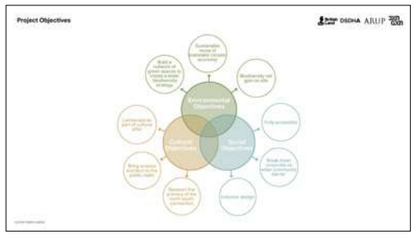


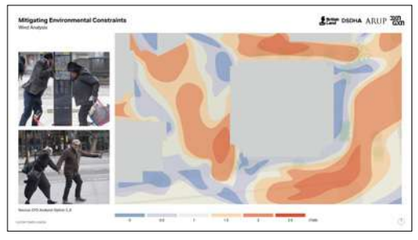
Presentation Material - Extracts of presentation material from Design Review Panel 1

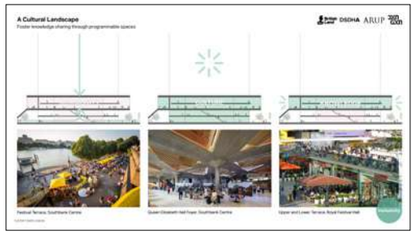
Public Realm Site Analysis
Understanding the site as a series of zones

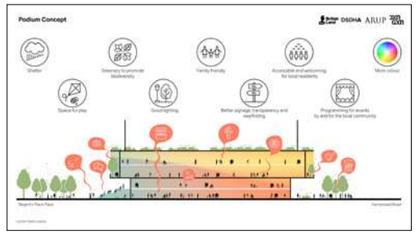
Euston Road
Existing public realm analysis

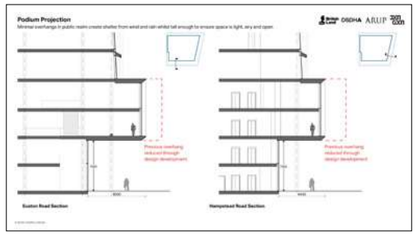

Podium Concept : Welcoming in the Public Realm into the Building & Contributing to the Community
Possible interventions for an enhanced pedestrian and community experience
Public Square
Private Tower
Public Street
Existing Condition
Combined Public Realm & Accessible Podium
Proposed Concept


Project Objectives
Environmental Objectives
Social Objectives
Cultural Objectives

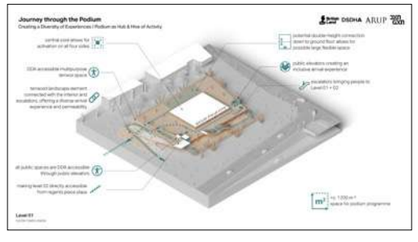

Mitigating Environmental Constraints
Wind Analysis


A Cultural Landscape
Foster knowledge sharing through programmable spaces
Festival Terrace, Southbank Centre
Queen Elizabeth Hall Foyer, Southbank Centre
Upper and Lower Terrace, Royal Festival Hall

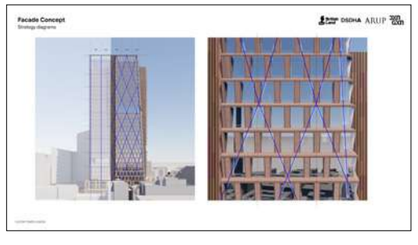

Podium Concept
Shelter
Greenery to promote biodiversity
Family Friendly
Accessible and welcoming for local residents
Multi-colour
Space for play
Good lighting
Better signage, transparency and wayfinding
Programming for events by and for the local community

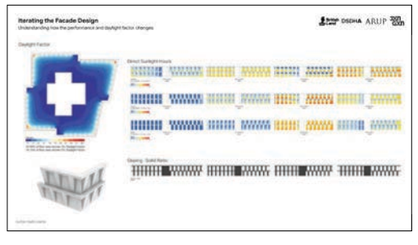

Podium Projection
Minimal overhangs in public realm create shelter from wind and rain whilst tall enough for ensure space is light, airy and open
Previous overhang reduced through design development
Euston Road Section
Hampstead Road Section

Public Terraced Plaza Landscape
An accessible, green, exciting connection to Regent's Place Plaza

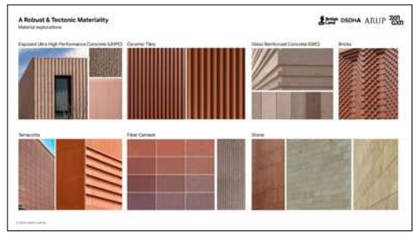

Journey through the Podium
Creating a Diversity of Experiences / Podium as Hub & Hive of Activity
Level 01

Public Access at the Forefront
Window to Community

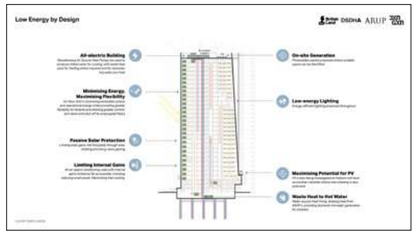

Facade Concept
Strategy diagrams

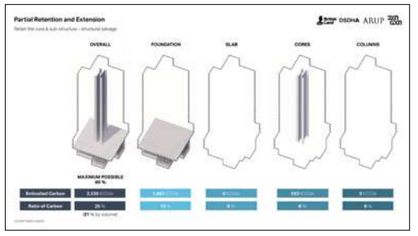

Iterating the Facade Design
Understanding how the performance and daylight factor changes
Daylight Factor
Direct Sunlight Hours
Glazing - Solid Ratio

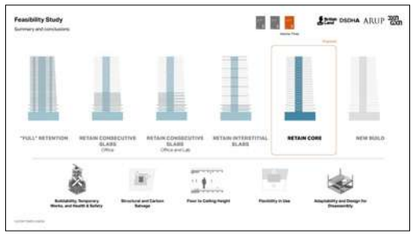
Current Performative Facade Design Helps Create Solidity
Relief and Self-Shading
Large proportion of solid in facade ...
...appears even more solid when viewed obliquely

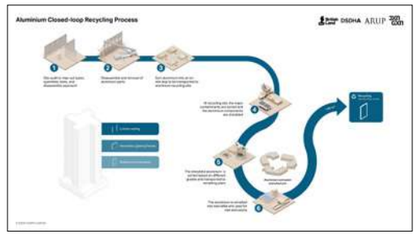

A Robust & Tectonic Materiality
Material explorations
Exposed Ultra High Performance Concrete (UHPC)
Ceramic Tiles
Glass Reinforced Concrete (GRC)
Bricks
Terracotta
Fiber Cement
Stone

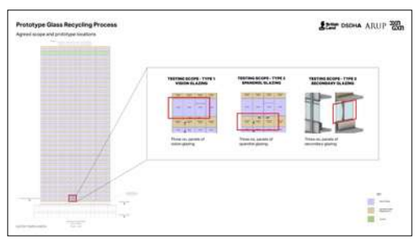
British Land Sustainability Brief
Going beyond policy compliance
GLA
London Plan and LPGs
LB Camden
Local Plan and CPGs
British Land
Sustainability Brief
THE LONDON PLAN

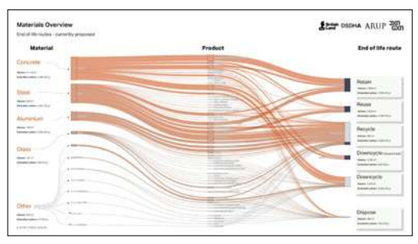

Low Energy by Design
All-electric Building
Minimising Energy, Maximising Flexibility
Passive Solar Protection
Limiting Internal Gains
On-site Generation
Low-energy Lighting
Maximising Potential for PV
Waste Heat to Hot Water

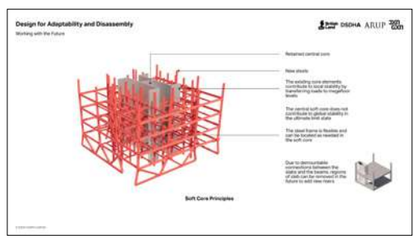

Partial Retention and Extension
Retain the core & sub-structure - structural salvage
OVERALL
FOUNDATION
SLAB
CORES
COLUMNS
MAXIMUM POSSIBLE
85 %
Embodied Carbon
Ratio of Carbon
25 % by volume

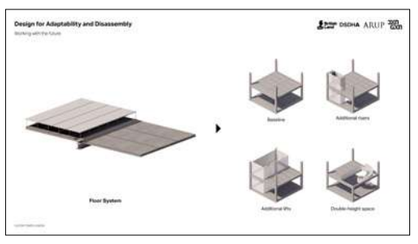

Feasibility Study
Summary and conclusions
"FULL" RETENTION
RETAIN CONSECUTIVE GLASS
RETAIN CONSECUTIVE GLASS
RETAIN INTERSTITIAL GLASS
RETAIN CORE
NEW BUILD

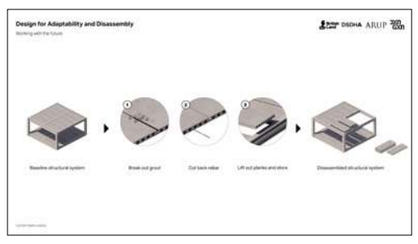

Aluminium Closed-loop Recycling Process


Prototype Glass Recycling Process
Agreed scope and prototype locations
TESTING SCOPE - TYPE 1
VISION GLAZING
TESTING SCOPE - TYPE 2
SPANDREL GLAZING
TESTING SCOPE - TYPE 3
SECONDARY GLAZING

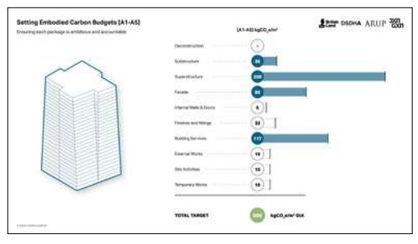

Materials Overview
End of life routes - currently proposed
Material
Product
End of life route
Concrete
Steel
Aluminium
Glass
Other
Retain
Reuse
Recycle
Downcycle
Dispose

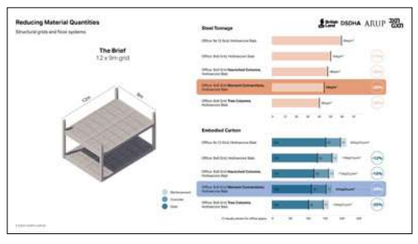

Design for Adaptability and Disassembly
Working with the Future
Retained central core
New steels
The existing core elements contribute to local stability by transferring loads to megafloor levels
The central soft core does not contribute to global stability in the structural system
The steel frame is flexible and can be located as needed in the soft core
Due to demountable connections between the slabs and the beams, regions of slab can be removed in the future to add new risers
Soft Core Principles

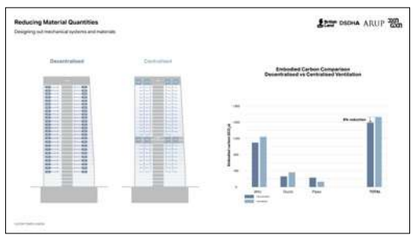

Design for Adaptability and Disassembly
Working with the future
Floor System
Baseline
Additional risers
Additional lifts
Double-height space

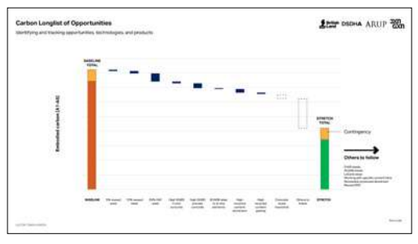

Design for Adaptability and Disassembly
Working with the future
Baseline structural system
Break out grout
Cut back rebar
Lift out planks and store
Disassembled structural system

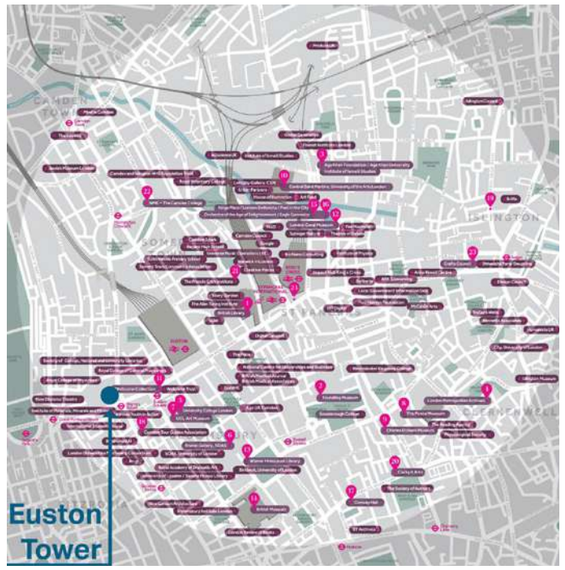
Integrated Approach to Carbon and Materials
Use less stuff
Build less*
Build light
Build clever
Build efficiently
Low columns

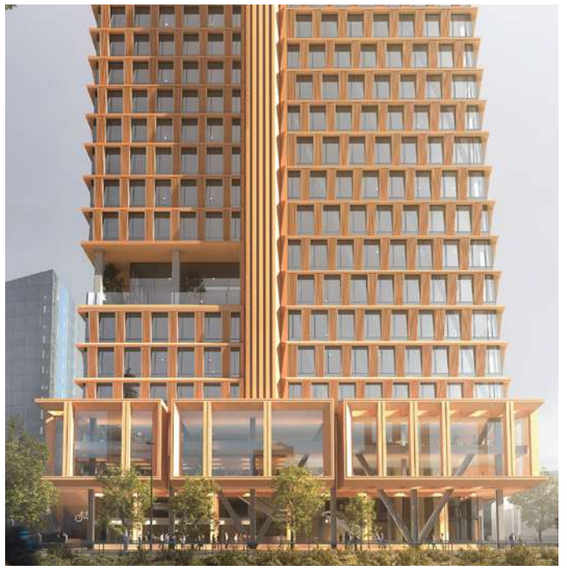

Setting Embodied Carbon Budgets [A1-A5]
Ensuring each package is ambitious and accountable
[A1-A5] kgCO2e/m²
Deconstruction
Substructure
Superstructure
Facade
Internal Walls & Doors
Finishes and Fittings
Building Services
External Works
Site Activities
Temporary Works
TOTAL TARGET
kgCO2e/m² GIA

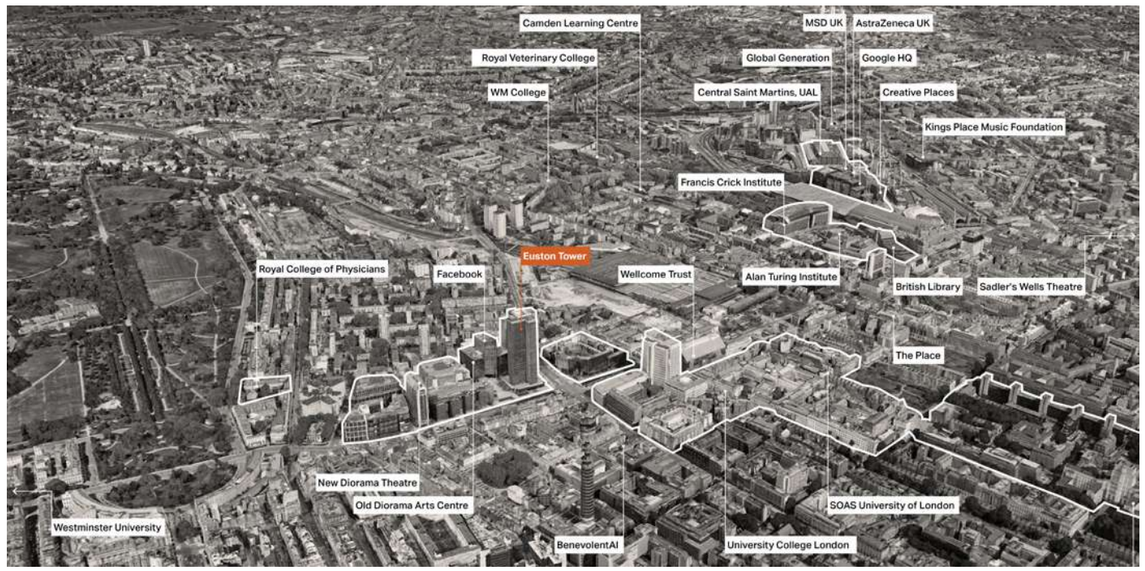

Reducing Material Quantities
Structural grids and floor systems
The Brief
12 x 9m grid
Steel Tonnage
Embodied Carbon


Reducing Material Quantities
Designing out mechanical systems and materials
Decentralised
Centralised
Embodied Carbon Comparison
Decentralised vs Centralised Ventilation
9% reduction


Carbon Longlist of Opportunities
Identifying and tracking opportunities, technologies, and products
BASELINE TOTAL
STRETCH TOTAL
Contingency
Others to follow

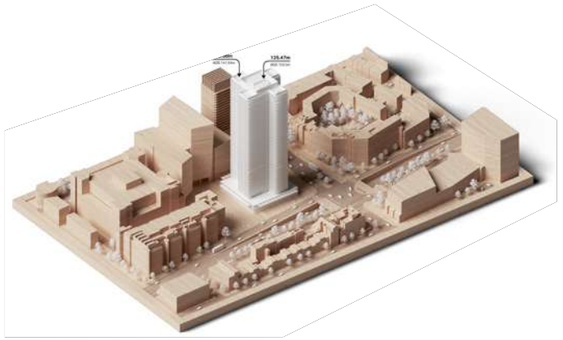


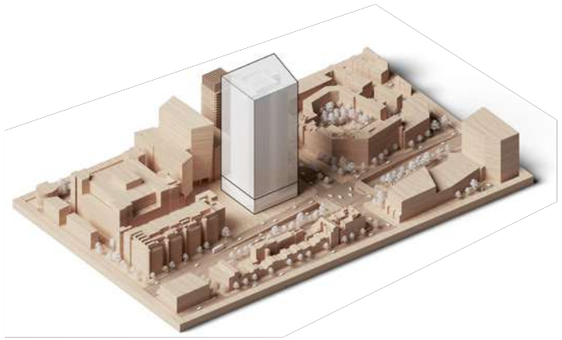


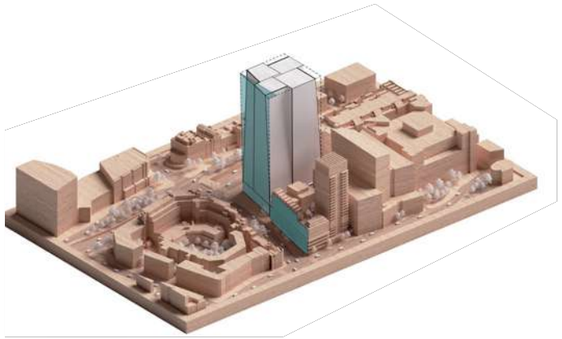


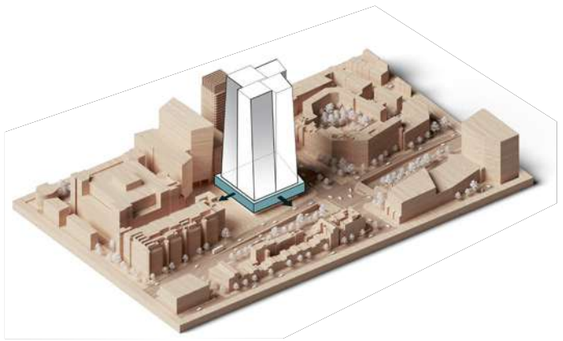
Response to Context
Panel Comments

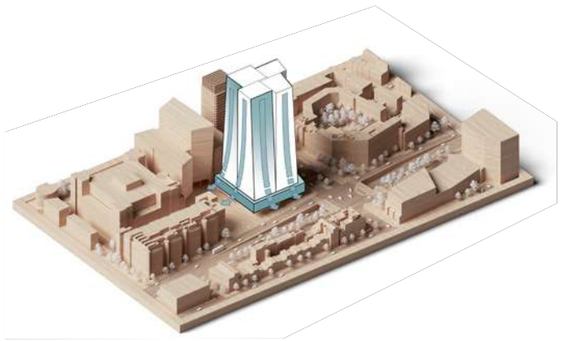
- Lack of clarity about the evolving character of Regent's Place campus buildings, hindering the development's potential to enhance its context.
- Need for a longer-term vision for the campus, as individual building responses have been short-term.
- Further information of how the scheme aligns with and responds to the character of the local context, specifically Tottenham Court Road and Hampstead Road.
- Desire for a better understanding of the proposed building's impact on long views and the broader neighbourhood.

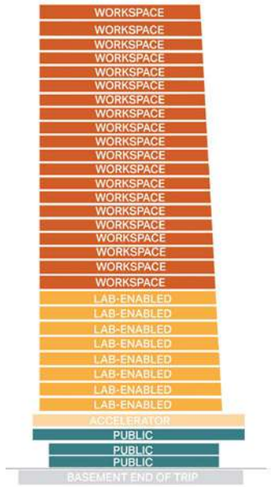


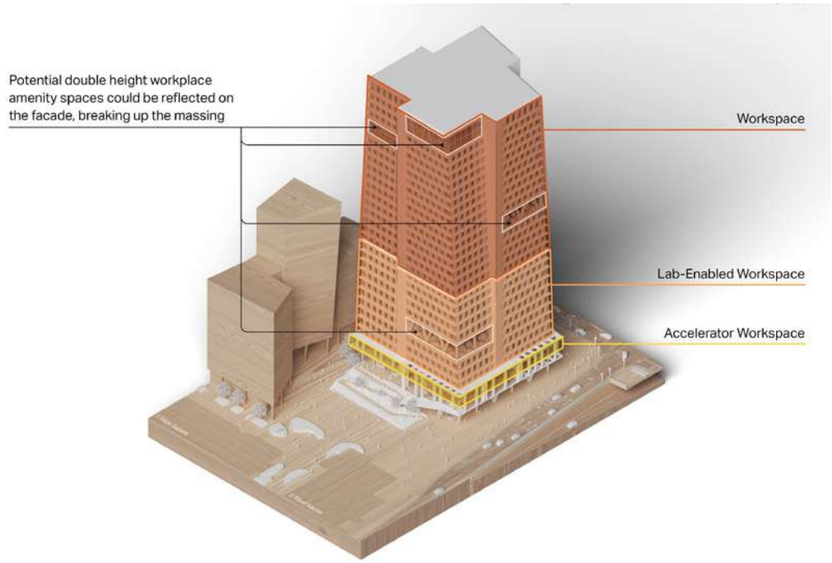


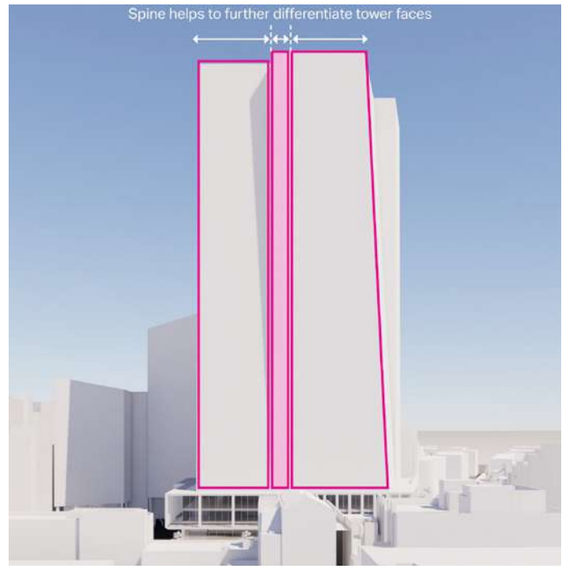






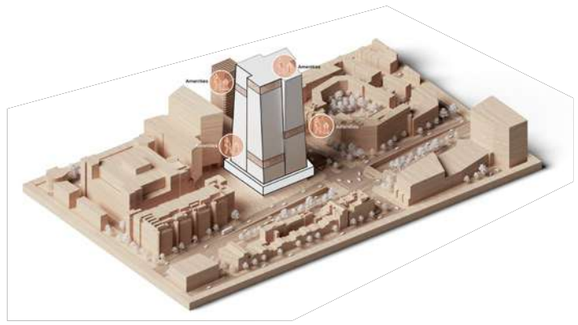


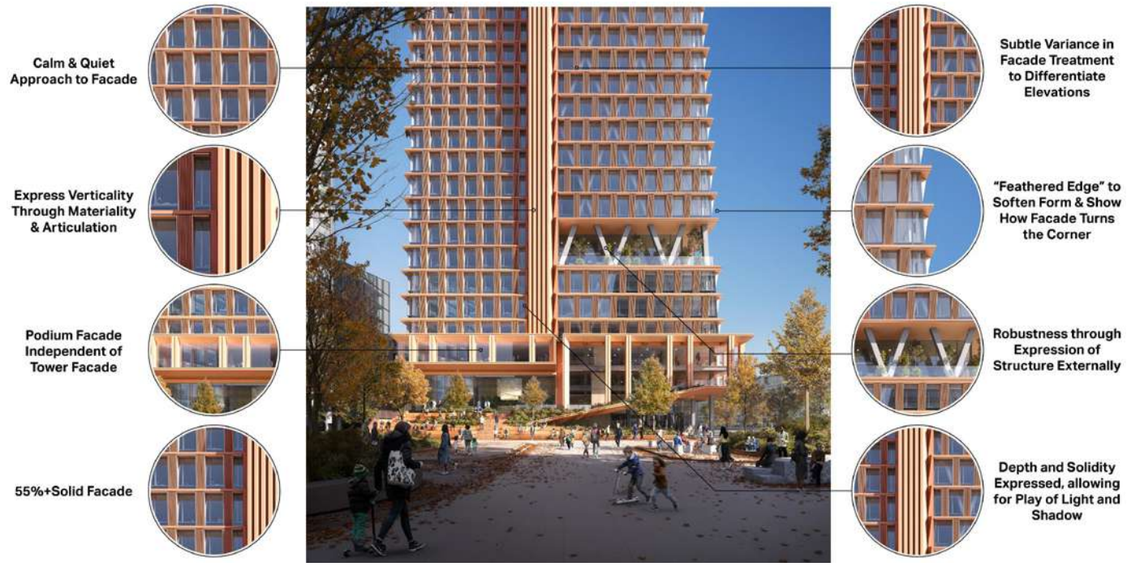


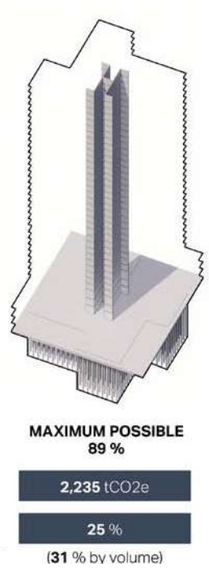


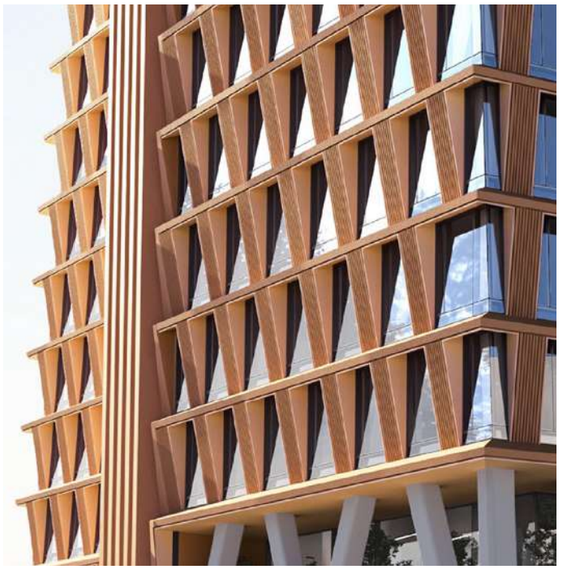
Scale & Massing
Proposals & Comments

- New building less slender than the existing tower, especially concerned about its widening on the eastern side and its alignment with Hampstead Road.
- Recognises the extension of the podium to address downdrafts but notes that the increased massing of the tower worsens microclimate effects.
- Suggests exploring options to adjust the building's massing to mitigate wind effects and downdrafts.



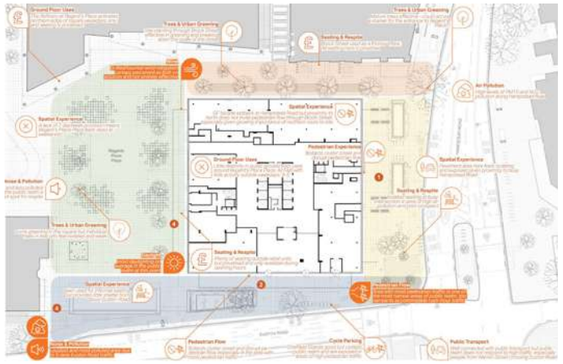


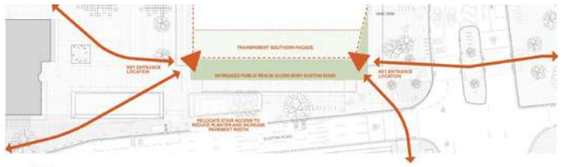


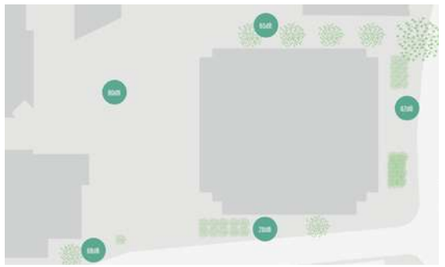


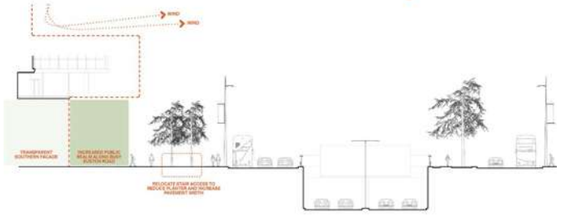
Emerging Architecture
Proposals & Comments

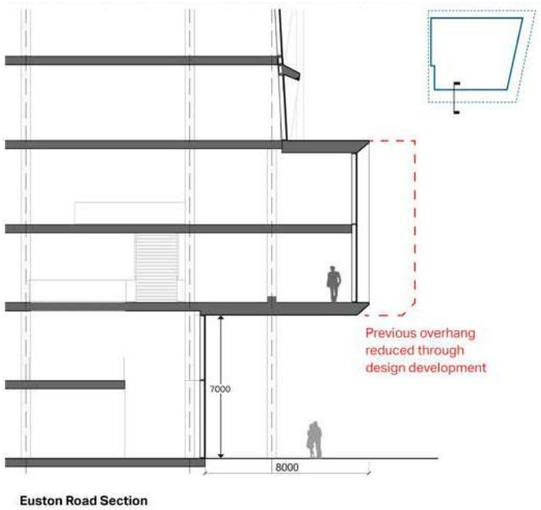
- New building must match the exceptional quality of the existing prominent towers in the Borough.
- Despite reusing the core, the new building has the potential to be a significant addition to the townscape, and the panel questions the current self-referential nature of the proposals.
- The top of the building, due to its scale and prominence, needs a clearer treatment. Suggestions of making the architecture of the podium more robust like the upper floors while maintaining openness.
- Design rationale for the cut-outs in the elevations to be further developed.
- Cross bracing in the elevations is effective and appreciated for enabling a soft core, simplifying future adaptation.



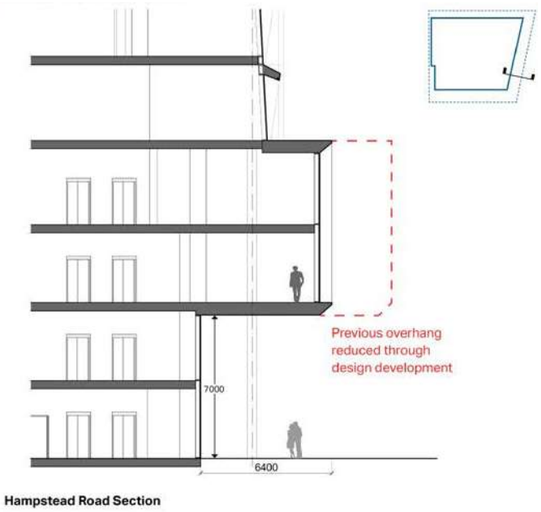




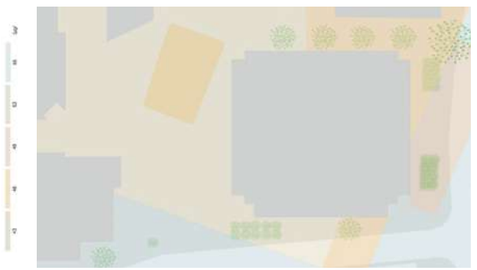




Euston Road Section

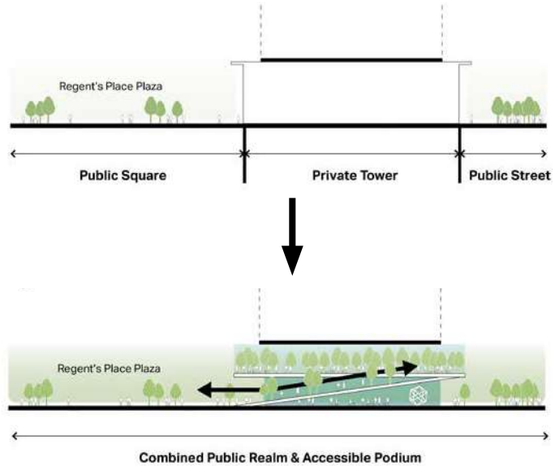


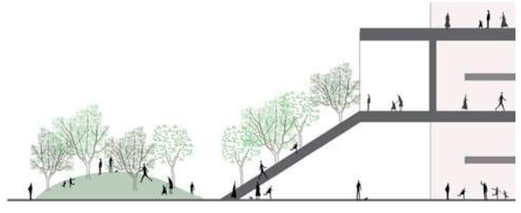
Hampstead Road Section



Public Realm
Panel Comments

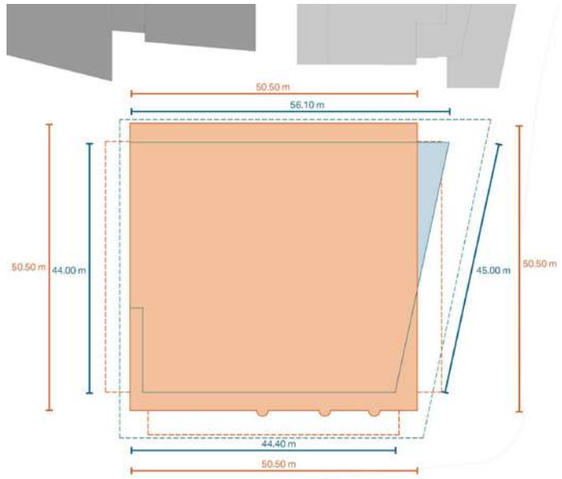
- General concerns about podium projection into the public space, especially along the north and east elevations.
- Requirement of servicing strategies.
- Suggestion for an analysis of current and anticipated footfall in the plaza and surrounding streets when developing ground floor and public realm proposals.
- Recommendation for a day-in-the-life study for the public realm to address potentially conflicting demands.
- Support for steps up to the podium but desires assurance they won't encroach excessively on the plaza.
- Concerns about equal access via the steps to public and semi-public areas on the ground floor and podium.

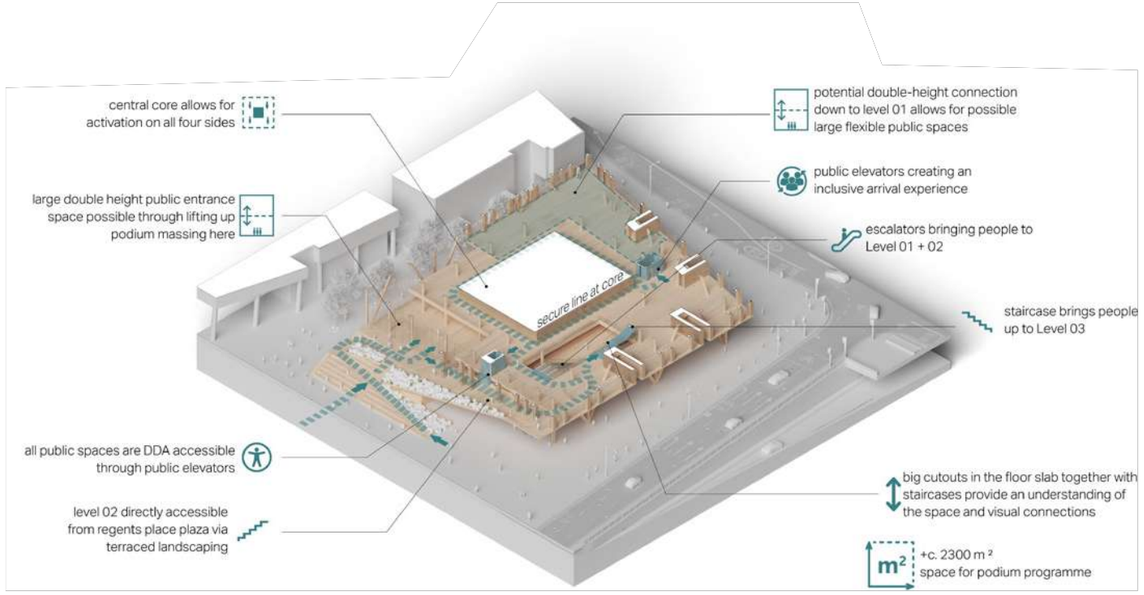


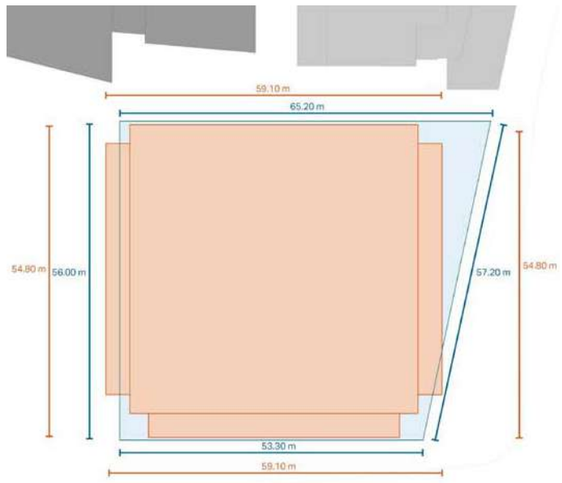


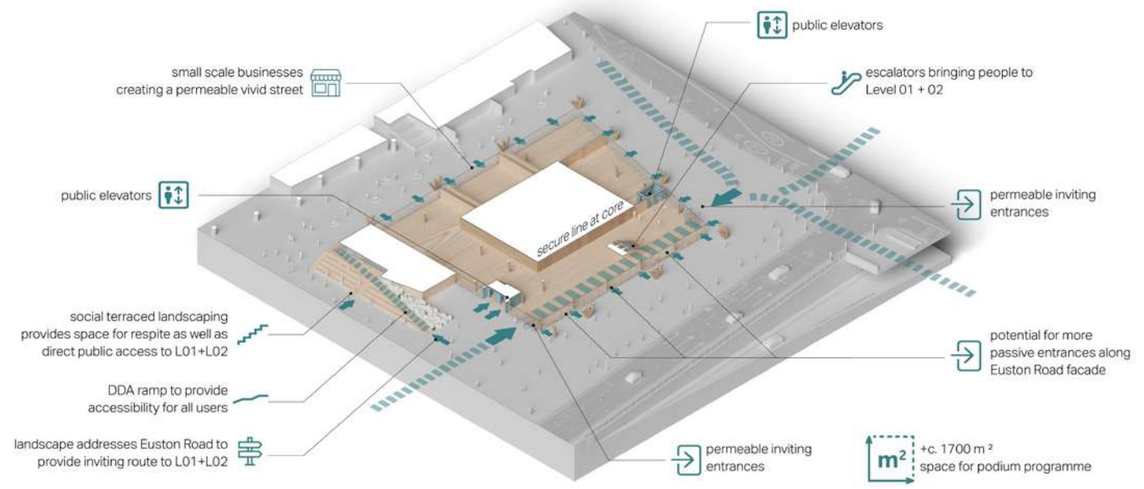
Landscape & Greening
Panel Comments

- Transformation of the plaza into a welcoming and comfortable space is a key landscape challenge. The proposed ground-level greening is positive, but more should be done, especially given the harsh environment around the site.
- Concern about the removal of trees in the public realm. Strategy required to replace and enhance tree cover.
- Prioritisation of planting for reducing wind effects over other ground-level measures.
- Encouraging analysis of the wider network of green spaces, but the public realm along Hampstead Road requires significant greening.
- Concern about the podium's extent on the eastern side compromising the pavement and successful planting.



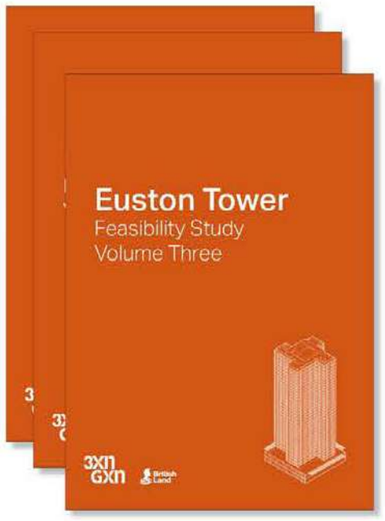


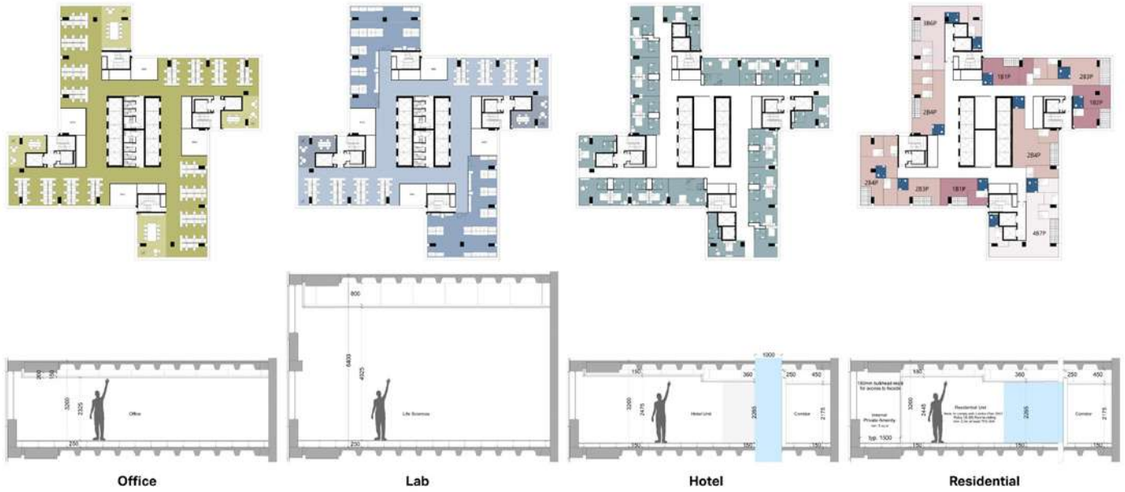


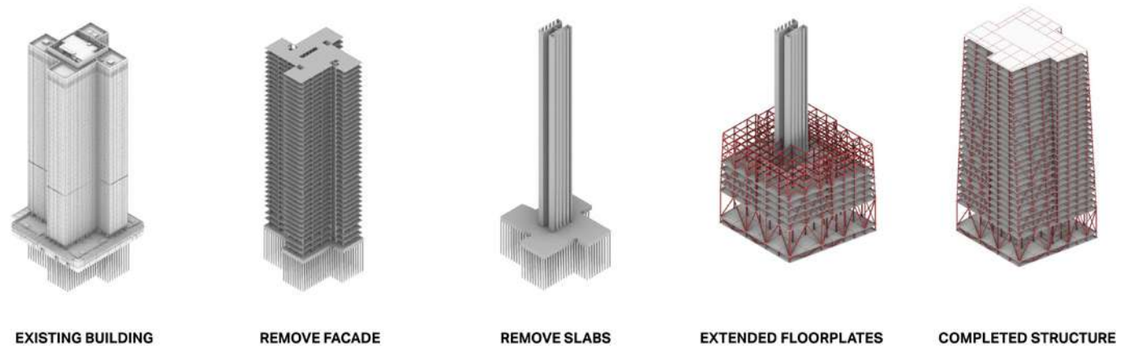


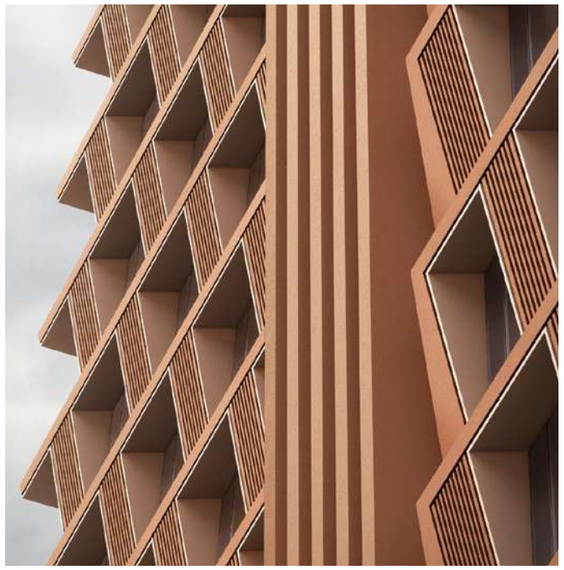
Ground Floor Uses & Layout
Panel Comments

- Panel recommend the consideration of opening the ground floor for retail and other uses, creating a genuinely public space with a clear path through it.
- Identification of potential anchor institution to occupy lower floors, attracting visitors and help curating the space.
- Test the impact of the podium projections impact on natural light at the ground floor level.



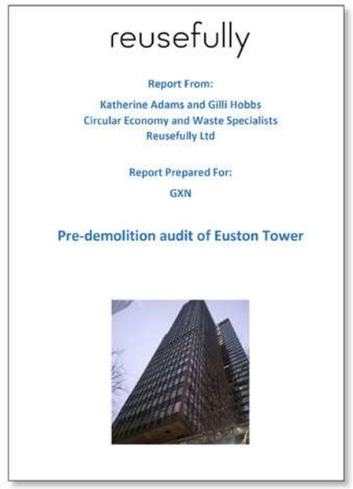






Sustainability & Embodied Carbon
Panel Comments

- Panel noted the efforts that have been made to explore retention options. They also acknowledged the need to increase floor-to-ceiling heights for intended uses, making proposed demolition likely.
- Commended environmental analysis and ambition for embodied carbon reduction and material reuse.
- Collaboration with others to achieve material reuse and recycling to be secured through the planning process.
- Praises the integration of shading in façade design but suggests reducing the high proportion of glazing.
- Recommends considering solar glazing options to compensate for limited roof space for solar panels.
- Accepted the need for demolition but emphasizes the importance of designing for future adaptability in the new building.


reusefully

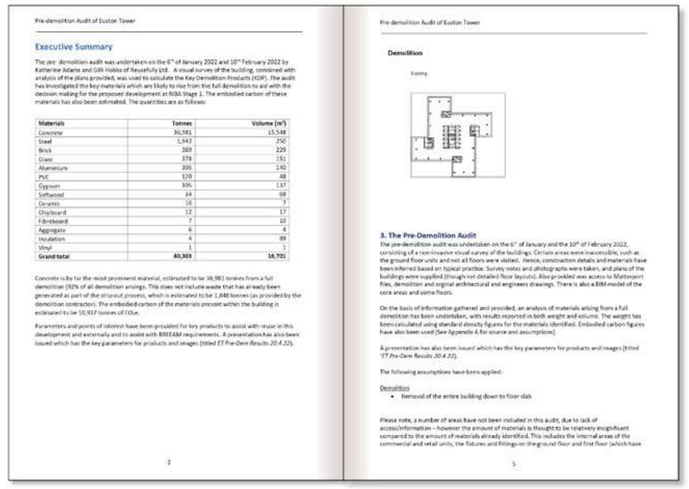
Report From:

Katherine Adams and Gilli Hobbs
Circular Economy and Waste Specialists
Reusefully Ltd

Report Prepared For:

GXN

Pre-demolition audit of Euston Tower


Pre-demolition Audit of Euston Tower

Executive Summary

The pre- demolition audit was undertaken on the 6th of January 2022 and 10th February 2022 by Katherine Adams and Gilli Hobbs of Reusefully Ltd. A visual survey of the building, combined with analysis of the plans provided, was used to calculate the Key Demolition Products (KDP). The audit has investigated the key materials which are likely to rise from the full demolition to aid with the decision making for the proposed development at RIBA Stage 2. The embodied carbon of these materials has also been estimated. The quantities are as follows:

Materials	Tonnes	Volume (m³)
Concrete	36,981	15,548
Steel	1,342	250
Brick	389	229
Glass	378	151
Aluminium	306	140
PVC	320	48
Gypsum	306	137
Softwood	84	68
Ceramic	16	7
Chipboard	12	17
Fibreboard	7	10
Aggregate	6	4
Insulation	4	89
Vinyl	1	1
Grand total	**40,305**	**16,705**

Concrete is by far the most prominent material, estimated to be 36,981 tonnes from a full demolition (92% of all demolition arisings. This does not include waste that has already been generated as part of the strip-out process, which is estimated to be 1,848 tonnes (as provided by the demolition contractor). The embodied carbon of the materials present within the building is estimated to be 10,937 tonnes of CO2e.

Parameters and points of interest have been provided for key products to assist with reuse in this development and externally and to assist with BREEAM requirements. A presentation has also been issued which has the key parameters for products and images (titled *ET Pre-Dem Results 20.4.22*).

2

Pre-demolition Audit of Euston Tower

Demolition

Existing

3. The Pre-Demolition Audit

The pre-demolition audit was undertaken on the 6th of January and the 10th of February 2022, consisting of a non-invasive visual survey of the buildings. Certain areas were inaccessible, such as the ground floor units and not all floors were visited. Hence, construction details and materials have been inferred based on typical practise. Survey notes and photographs were taken, and plans of the buildings were supplied (though not detailed floor layouts). Also provided was access to Matterport files, demolition and orginal architectural and engineers drawings. There is also a BIM model of the core areas and some floors.

On the basis of information gathered and provided, an analysis of materials arising from a full demolition has been undertaken, with results reported in both weight and volume. The weight has been calculated using standard density figures for the materials identified. Embodied carbon figures have also been used (*See Appendix A for source and assumptions*).

A presentation has also been issued which has the key parameters for products and images (titled *ET Pre-Dem Results 20.4.22*).

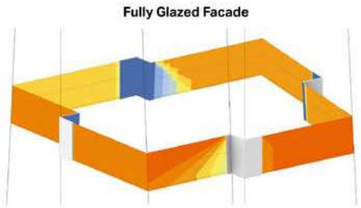
The following assumptions have been applied:

Demolition

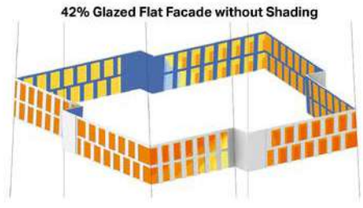
- Removal of the entire building down to floor slab

Please note, a number of areas have not been included in this audit, due to lack of access/information – however the amount of materials is thought to be relatively insignificant compared to the amount of materials already identified. This includes the internal areas of the commercial and retail units, the fixtures and fittings on the ground floor and first floor (which have

5

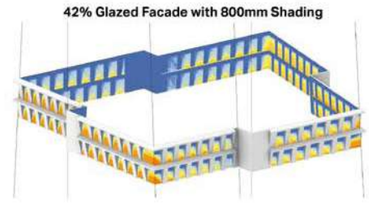

Fully Glazed Facade

6.8 Average Direct Sunlight Hours


42% Glazed Flat Facade without Shading

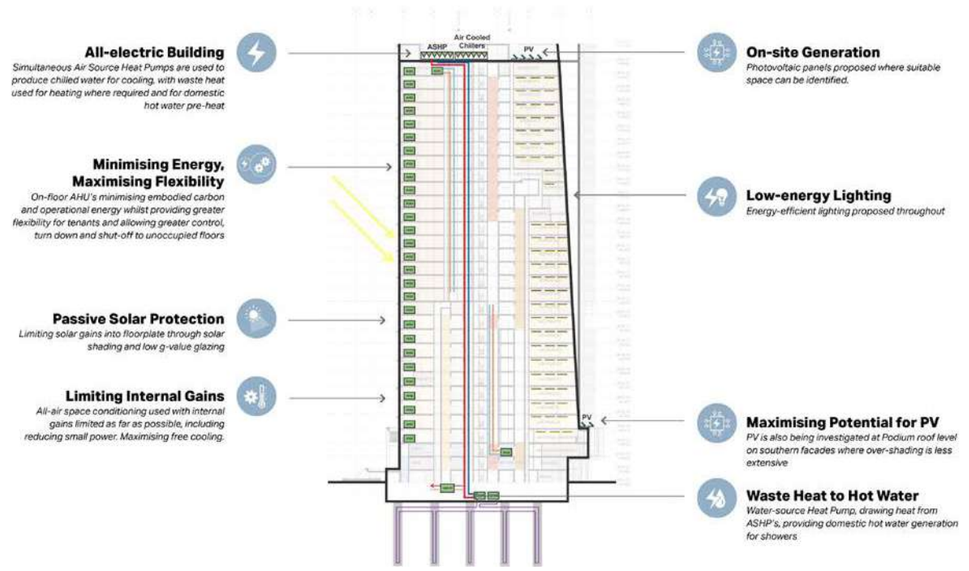
3.8 Average Direct Sunlight Hours

45% Reduction in Direct Incident Sunlight
when compared to a fully glazed facade


42% Glazed Facade with 800mm Shading

2.2 Average Direct Sunlight Hours

68% Reduction in Direct Sunlight
when compared to a fully glazed facade



Summary of Design Responses to Design Review Panel 1

The list below outlines the key comments received from the panel at Design Review Panel 1:

- Early concerns about the building's robustness, especially with the less sturdy podium and base, making it appear unanchored.
- Questions whether the new building will have an iconic presence in the townscape, considering its larger size, emphasising the need for long views to demonstrate its impact.
- Suggests the design team considers the building's integration into the city and its townscape impact.
- Criticises the compromise to the public realm due to the podium projection.
- Emphasises maximising green space on the site.
- Interested in the steps up to the podium but highlights the need to address accessibility and encroachment into the plaza.
- Recognises the carbon cost of proposed demolition, calling for strategies to manage embodied carbon.
- Encourages material reuse and securing ambitious goals through the planning process.
- Suggests designing the new building for adaptability and repurposing over the next 100 years without extensive demolition.
- Welcomes the commitment to public engagement workshops and co-design.

The design team has responded and developed the design, in-line with key comments received at the Design Review Panel 1, which were subsequently presented at Design Review Panel 2. The following pages demonstrate these responses.

DRP 1 Proposal

Design Response

Massing

In response to concerns to the increased tower massing and the requirement to understand further the buildings impact on the wider townscape. The team narrowed the massing, by pushing back the massing c.3m at the north-east corner, revealing more of the local context. Additionally, the alignment with Hampstead Road was adjusted.

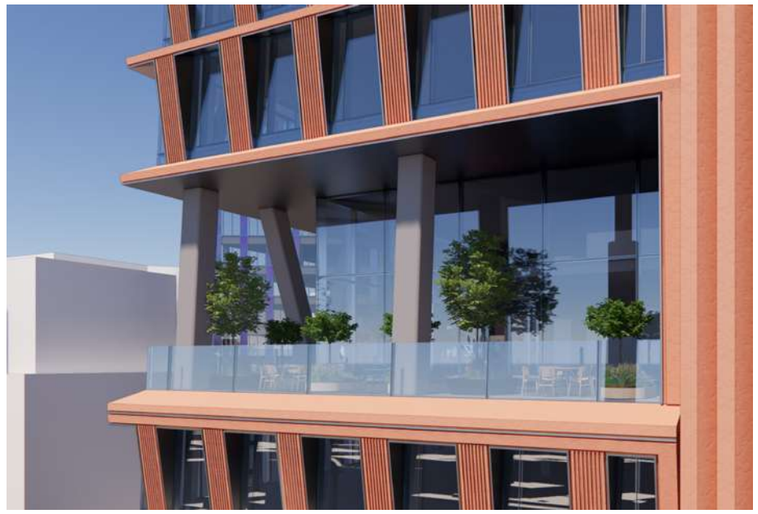
DRP 1 Proposal

Design Response

Context

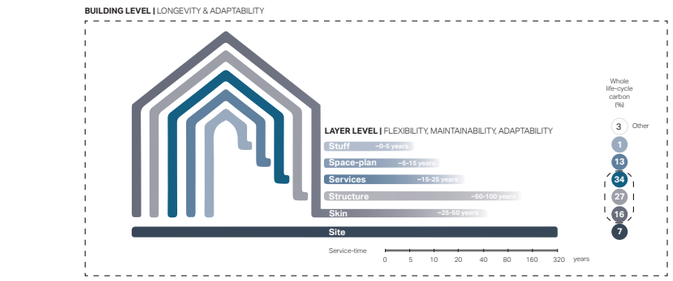
Further to comments related to the compromise of the public realm offering, due to the podium projection. The design team responded by creating a more generous public area along Hampstead Road. Furthermore, enhancement to the publicly accessible areas were also developed, by creating a more visible entrance, of which the podiums architectural expression responds to.

DRP 1 Proposal



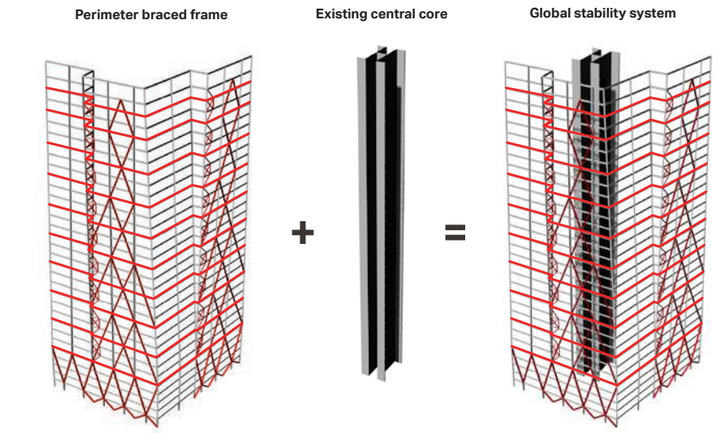
DRP 1 Proposal

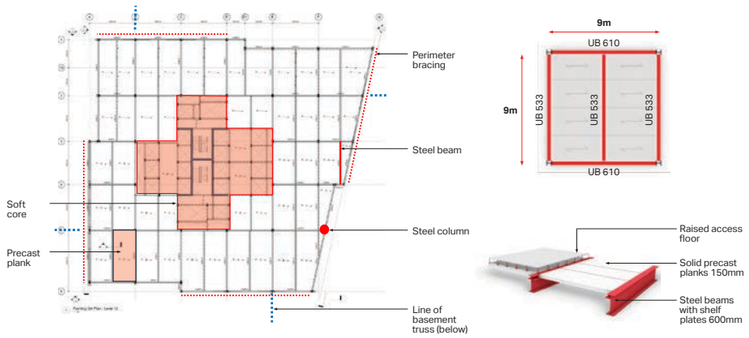
Design Response



Design Response

Design Response





Design

Additional comments connected to the proposed design and its connection to the local context were also addressed. Requests for further solidity in the podium and further articulation to amenity spaces, building crown, facade and colour were all raised. As part of the design development, the facade module was updated, increasing the solidity to respond better to the local context. A more considered, consistent language developed for the amenity terrace areas of facade, creating a more consistent overall character for the tower that integrates better with the local vernacular. Furthermore, the facade colour softened following a deeper study into the local context.

Landscape

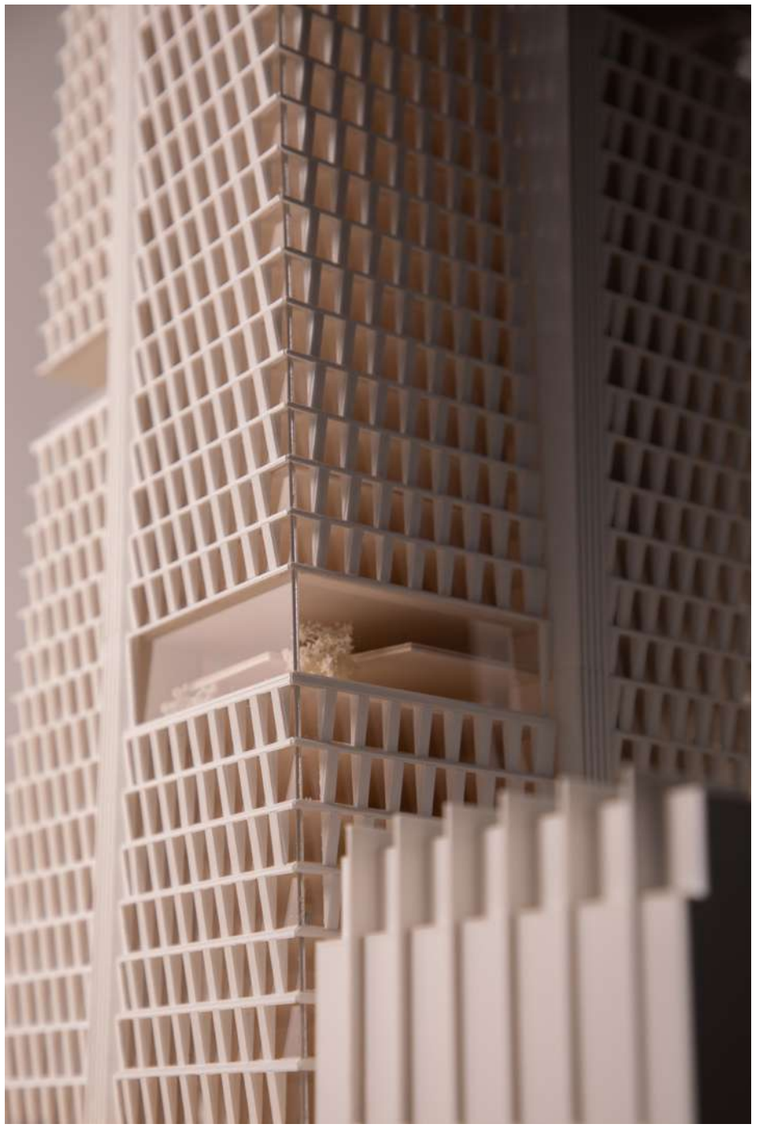
Commentary from the panel noted a desire for a more integrated approach to landscape proposals, in addition to maximising green space on the site.

Based on this, the appointment of DSDHA as landscape architects assisted in the full development of Regent's Place Plaza and the surrounding public realm. This resulted in a large increase in greening and a landscape design which harmonised with the podium and architectural elements such as the terraced landscape leading to Level 01.

Sustainability & Adaptability

The panel encouraged material reuse and suggested designing the new building for adaptability and repurposing over the next 100 years without the requirement of extensive demolition. In response, the design team produced extensive feasibility studies, testing various retention options for the building. Furthermore between DRP's the team refined and studied adaptability details and strategies further to ensure that the proposal was designed with future flexibility and adaptability in mind.

Photograph - Development model looking south along Hampstead Road

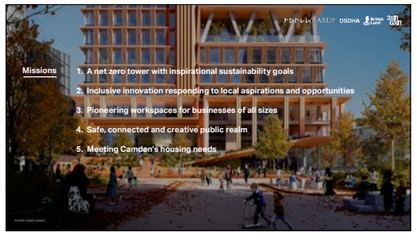


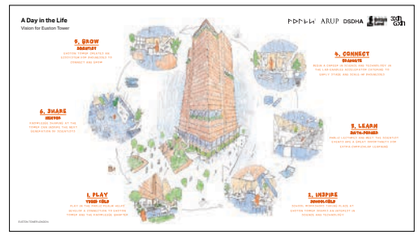
Photographs - Photos of physical model from Design Review Panel 1

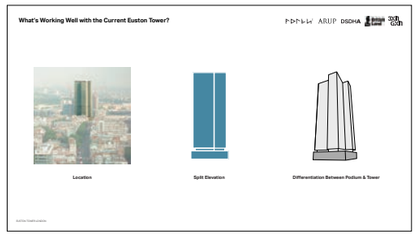
Design Review Panel 2
29th September 2023

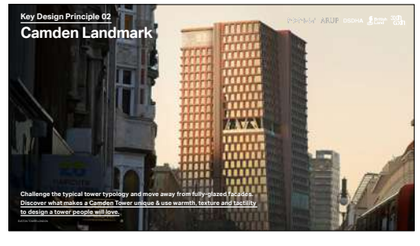
As part of Design Review Panel 2, the team presentation focused on “Design & Sustainability”, which covered aspects such as ‘Public Realm & Landscape’, ‘Facade & Materiality’ and ‘Sustainability & Circularity’.

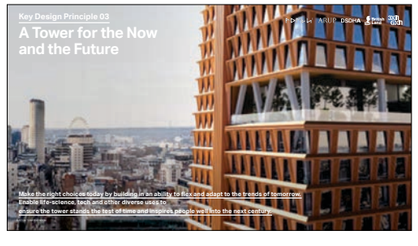
The following pages highlight the key feedback received from the panel, in addition to the designs presented. A summary of the design responses to these comments concludes the chapter.

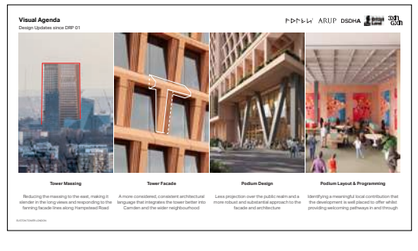


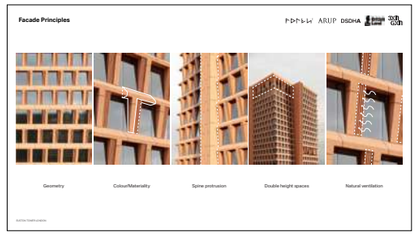


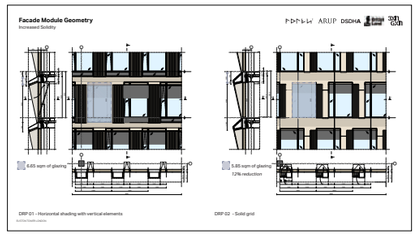


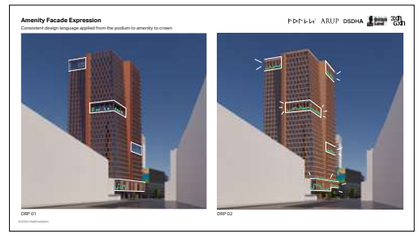


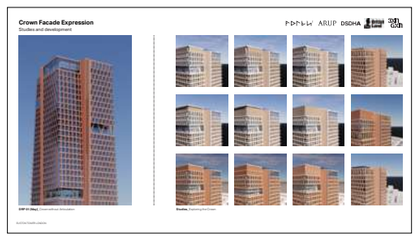


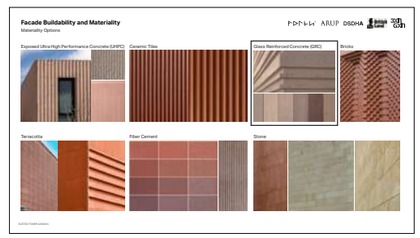


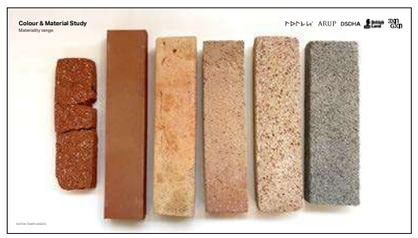


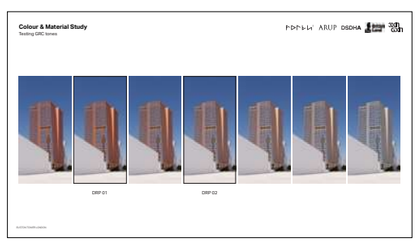


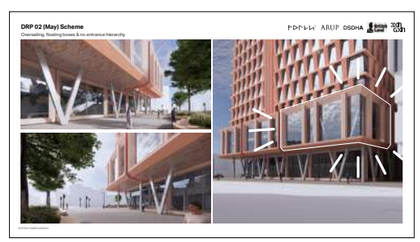




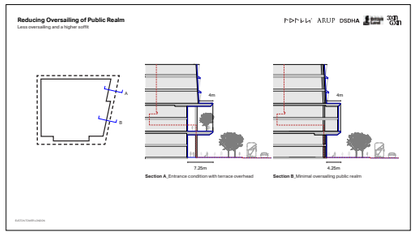




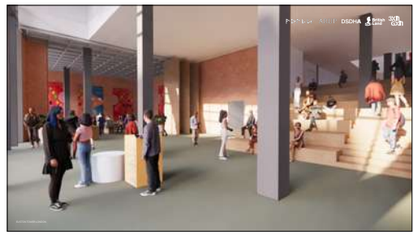


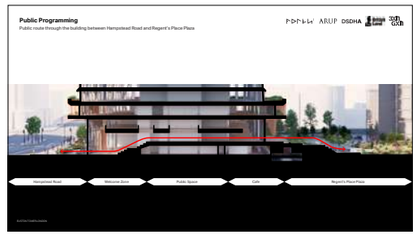


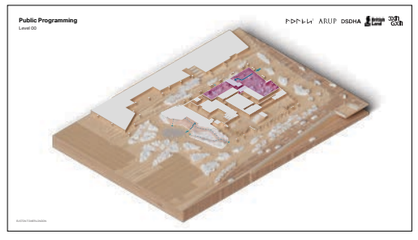
Presentation Material - Extracts of presentation material from Design Review Panel 2

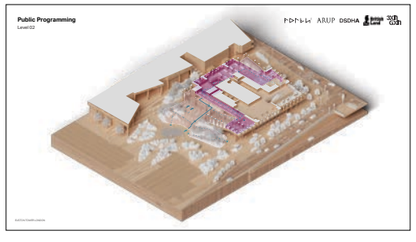

Reducing Oversailing of Public Realm
Less oversailing and a higher soffit
4m
7.25m
4m
4.25m
Section A. Entrance condition with terrace overhead
Section B. Minimal oversailing public realm

Convenient Public Access
Community entrance highly visible from Hampstead Road



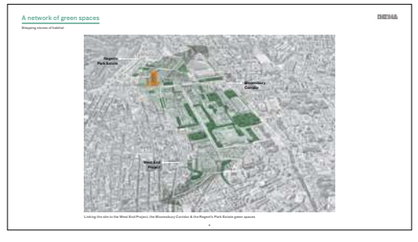

Public Programming
Public route through the building between Hampstead Road and Regent's Place Plaza
Hampstead Road
Welcome Zone
Public Square
Café
Regent's Place Plaza

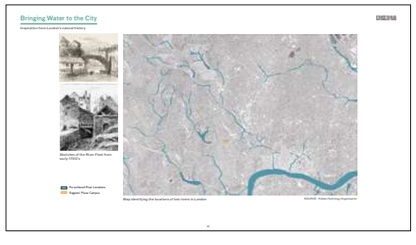

Public Programming
Level 00

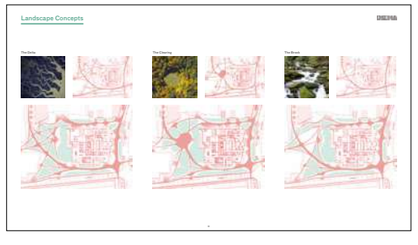

Public Programming
Level 02

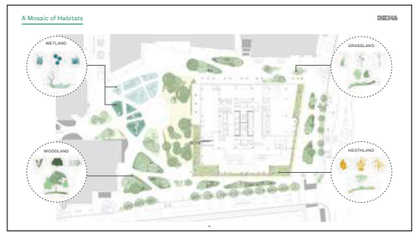
Local Context
Anticipating Future Changes

Euston Tower
Site Constraints

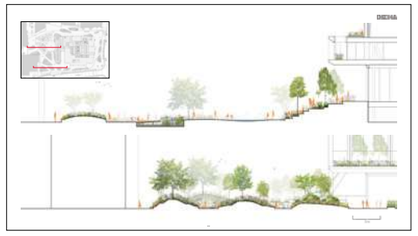

A network of green spaces
Mapping review of habitat


Bringing Water to the City
Inspirations from London's Lost and Hidden Rivers

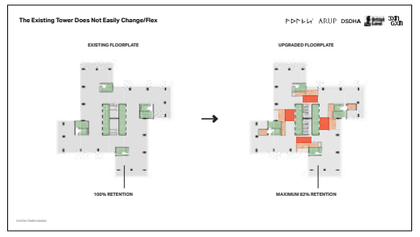

Landscape Concepts

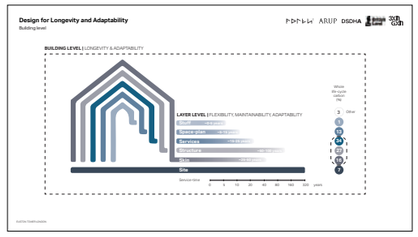

A Mosaic of Habitats
GRASSLAND
WOODLAND
HEATHLAND

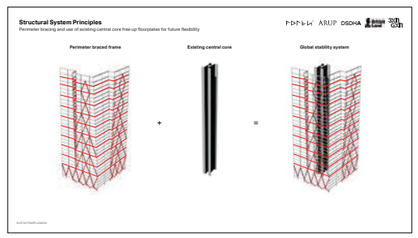
Civic Square

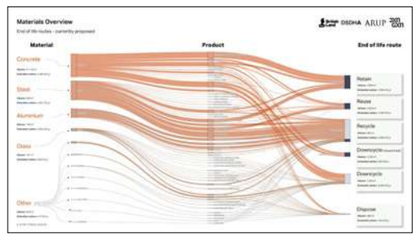


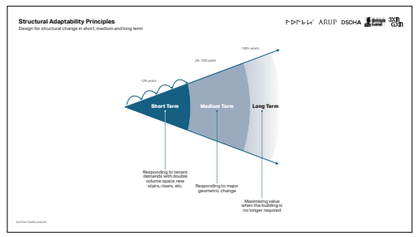
Cultural & Educational Landscape
A home for culture and education

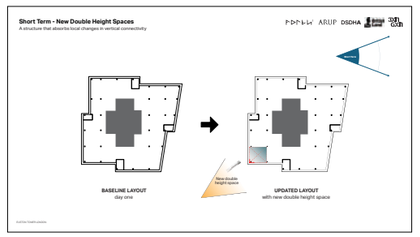

The Existing Tower Does Not Easily Change/Flex
EXISTING FLOORPLATE
UPGRADED FLOORPLATE
100% RETENTION
MAXIMUM 82% RETENTION

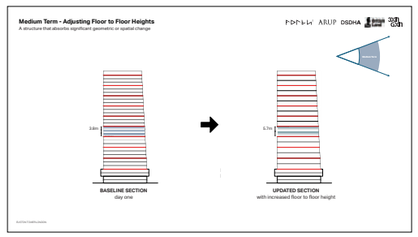

Design for Longevity and Adaptability
Building level
BUILDING LEVEL | LONGEVITY & ADAPTABILITY
LAYER LEVEL | FLEXIBILITY, MAINTAINABILITY, ADAPTABILITY
Site

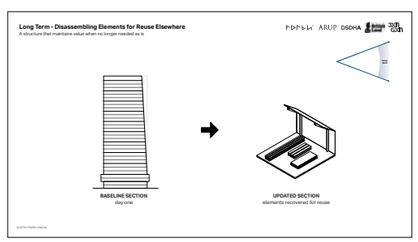

Structural System Principles
Perimeter bracing and use of existing central core free-up floorplates for future flexibility
Perimeter braced frame
Existing central core
Global stability system

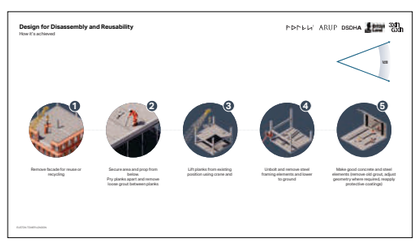

Materials Overview
End of life routes - currently proposed
Material
Product
End of life route
Concrete
Steel
Aluminium
Glass
Other
Retain
Reuse
Recycle
Downcycle
Dispose

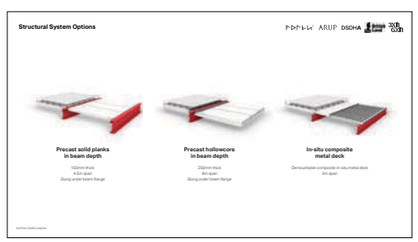

Structural Adaptability Principles
Design for structural change in short, medium and long term
Short Term
Medium Term
Long Term

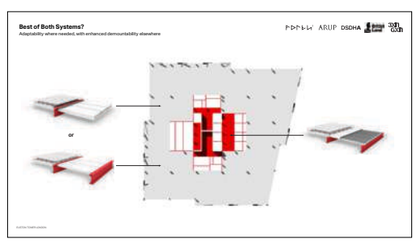

Short Term - New Double Height Spaces
A structure that absorbs local changes in vertical connectivity
BASELINE LAYOUT
day one
UPDATED LAYOUT
with new double height space

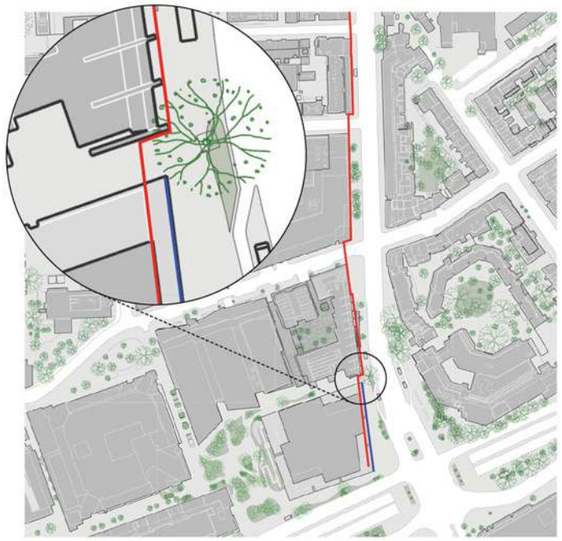

Medium Term - Adjusting Floor to Floor Heights
A structure that absorbs significant geometric or spatial change
BASELINE SECTION
day one
UPDATED SECTION
with increased floor to floor height

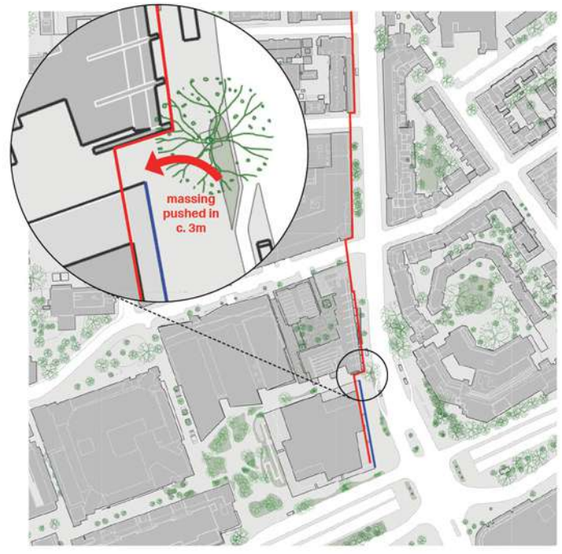

Long Term - Disassembling Elements for Reuse Elsewhere
A structure that maintains value when no longer needed as is
BASELINE SECTION
day one
UPDATED SECTION
elements recovered for reuse


Design for Disassembly and Reusability
How it's achieved
Remove facade for reuse or recycling
Secure area and prop from below. Pry planks apart and remove loose grout between planks
Lift planks from existing position using crane and
Unbolt and remove steel framing elements and lower to ground
Make good concrete and steel elements (remove old grout, adjust geometry where required, reapply protective coatings)


Structural System Options
Precast solid planks in beam depth
150mm thick
4.5m span
Slung under beam flange
Precast hollowcore in beam depth
250mm thick
9m span
Slung under beam flange
In-situ composite metal deck
Demountable composite in-situ metal deck
3m span

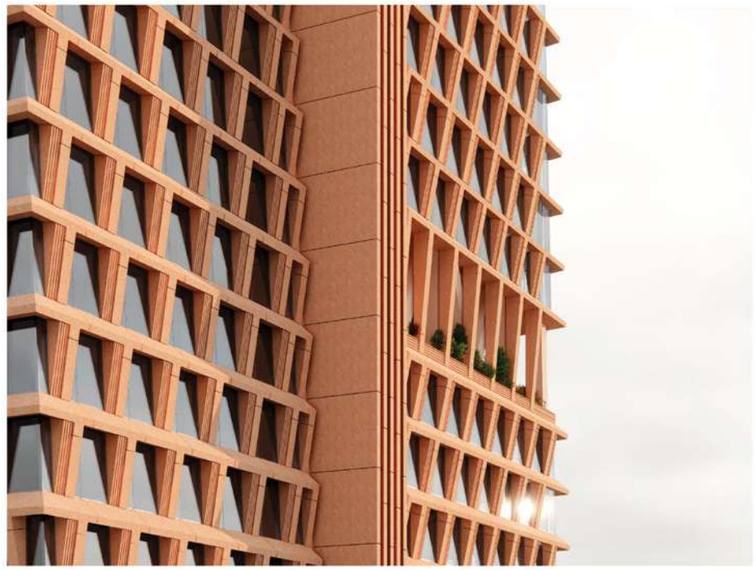

Best of Both Systems?
Adaptability where needed, with enhanced demountability elsewhere
or

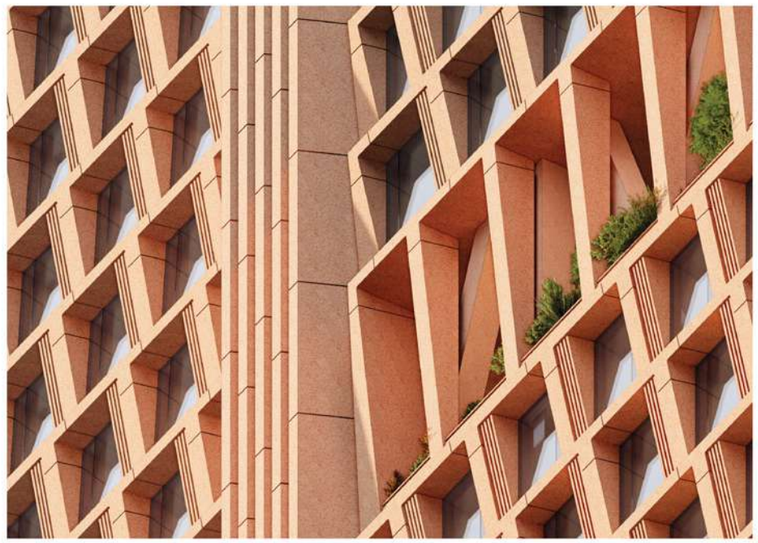


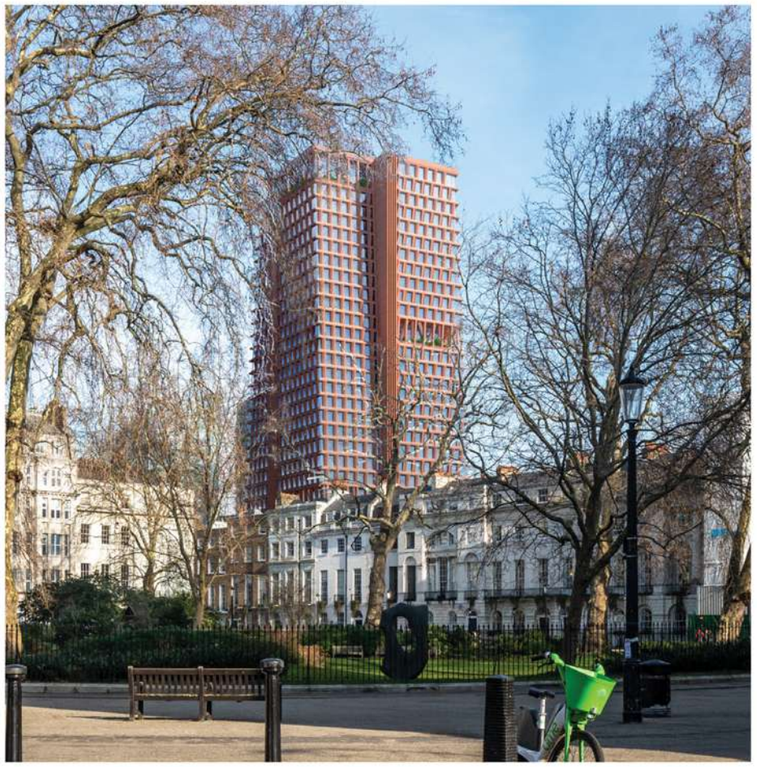


Massing & Townscape
Panel Comments

- Concerns about added massing making the building bulkier and less elegant than the existing tower.
- Suggestion to pull in the massing to avoid a bulky impression, express vertical spines, and create a more dynamic skyline.
- Propose more articulation for the four quadrants, differentiating uses through façade design.
- Question the need for floor-to-ceiling glazing in laboratory spaces.
- Suggest a more articulated crown for the tower to make the massing below appear thinner.
- Emphasise the importance of assessing the impact on townscape views and conservation areas, especially closer views. Suggest studying in more detail the impact looking north along Tottenham Court Road.

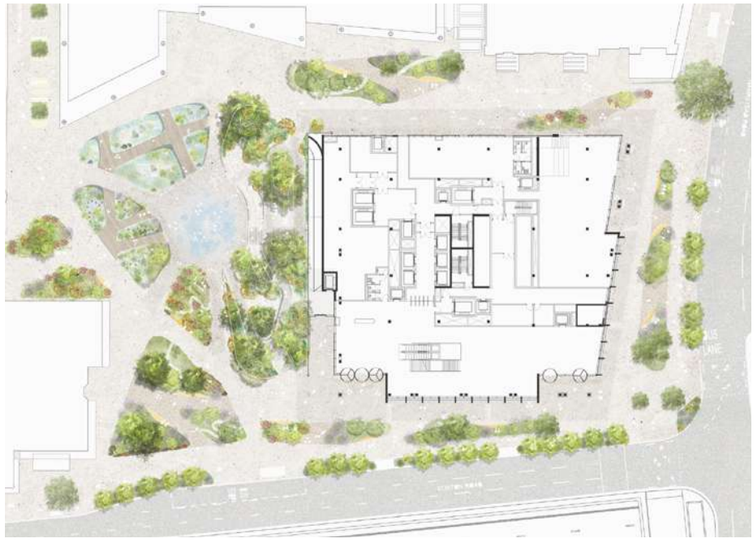


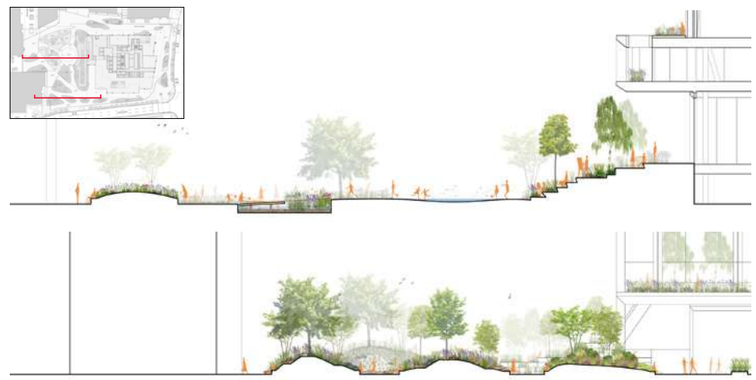




Architecture
Panel Comments

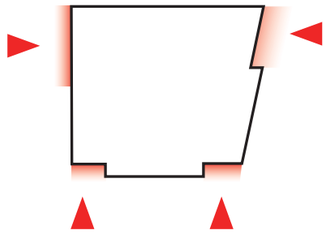
- The panel noted that the design requires further rooting in the context and should respond to the tower's location at a crucial crossroads.
- Further explanation of the design, colours, and materials relationship to the context is required.
- Single material choice is liked, but the pink-red colour makes the building seem too large and dominant. Suggested that a more muted colour scheme to reduce the building's prominence should be explored.
- Recommend giving the podium a different colour from the tower, with darker colours at the bottom and lighter colours above, reflecting London's character.

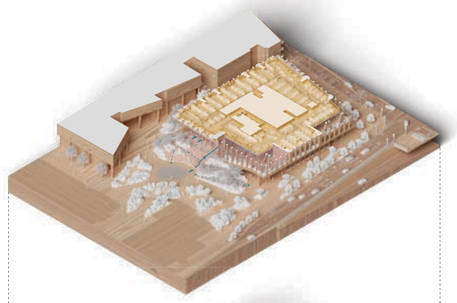


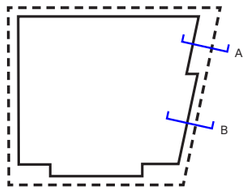


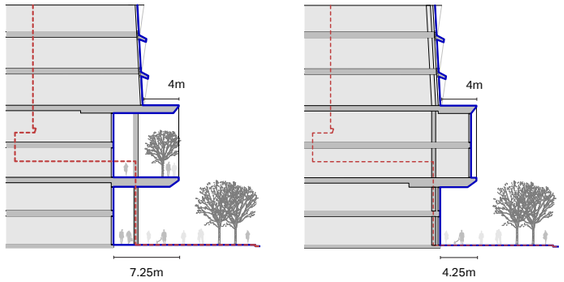
Landscape
Panel Comments

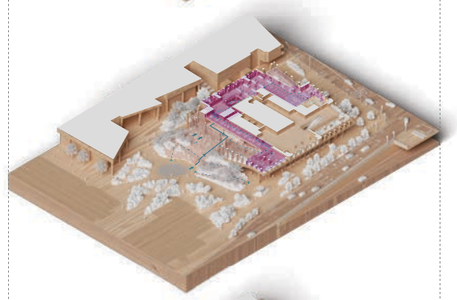
- Landscape design is promising and can enhance Regent's Place, with the east-west public route through the building being recognised as a positive addition.
- The panel suggested making the landscaping more child-friendly with 'messier' elements.
- Consider improving the route which connects Regent's Place to Regent's Park and the connection between their landscape characters.
- Potential to extend the landscape narrative into the building, connecting spaces at different levels through the tower to the ground level approach.

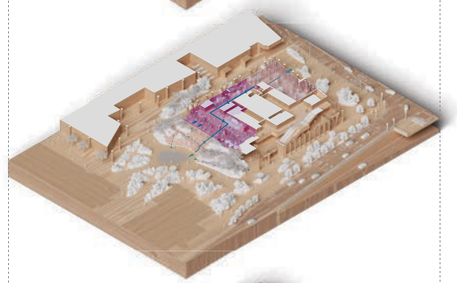


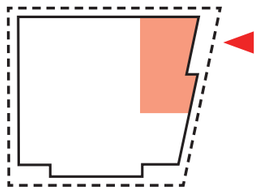










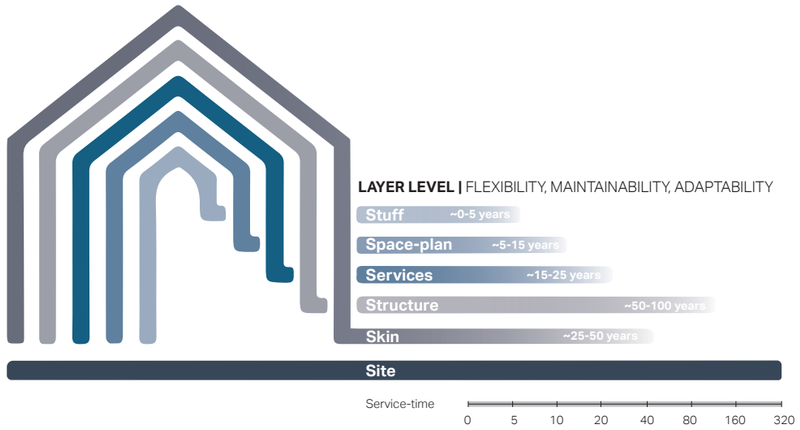


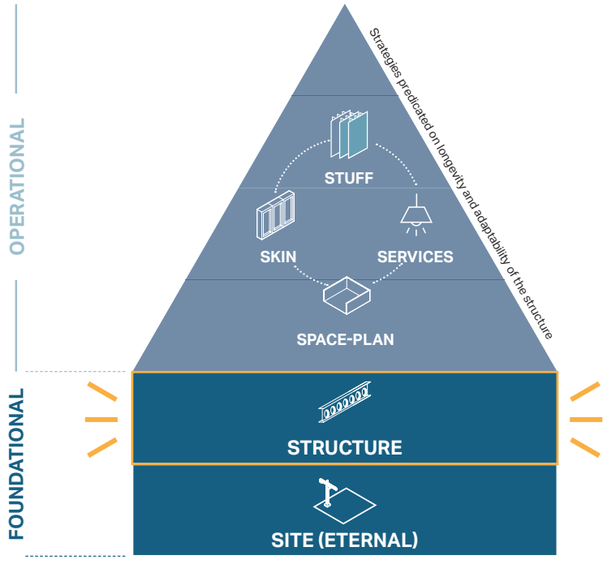
Public Realm
Panel Comments

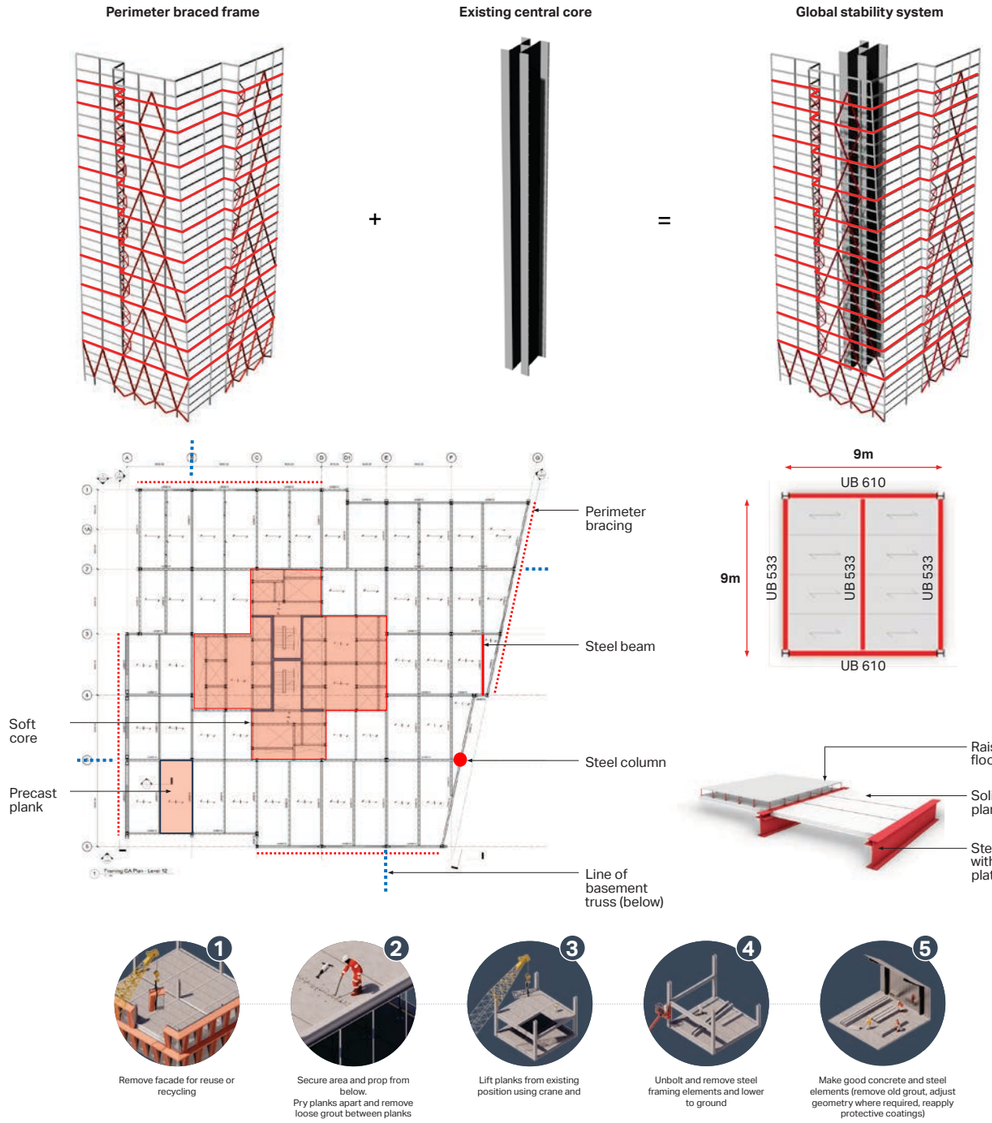
- The panel expressed concerns about the wider footprint and large podium elements negatively affecting the public realm around the tower. They suggested reducing the podium size and pulling back the tower's footprint.
- Request more details about the prominent Euston Road entrance and its impact on the public experience.
- Emphasise the importance of designing Brock Street as an active street, rather than a service route, giving it more space while preserving the public realm on Euston Road.
- Critical to understand the microclimate around the building to assess the impact.
- Suggestion to incorporate biodiversity into the tower's façade to create a habitat for invertebrates intentionally.

Podium & Ground Floor
Panel Comments

- Further consideration of how the building interacts with Euston Road and Hampstead Road, with clear elevations showing integration with the street.
- Highlight the positive aspect of public elements in the podium and suggest extending public interaction higher in the building.
- Recommend developing a more suitable and welcoming treatment for the corporate-looking double-height areas at ground-floor level.

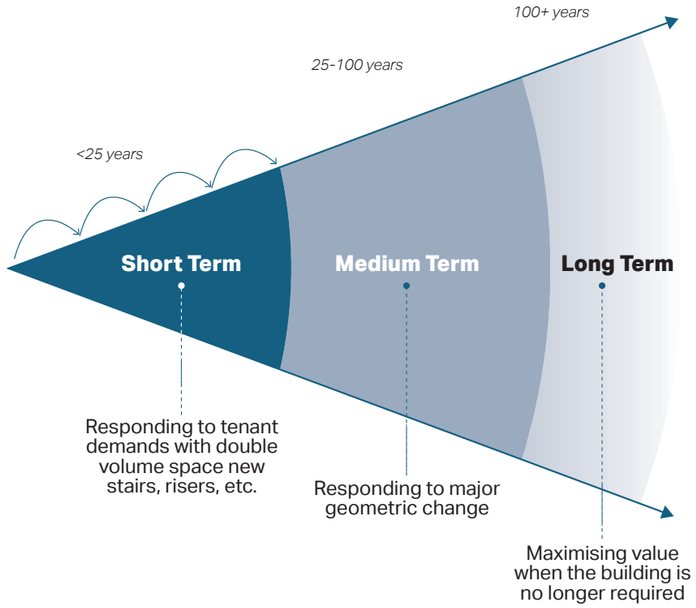


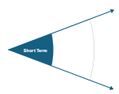




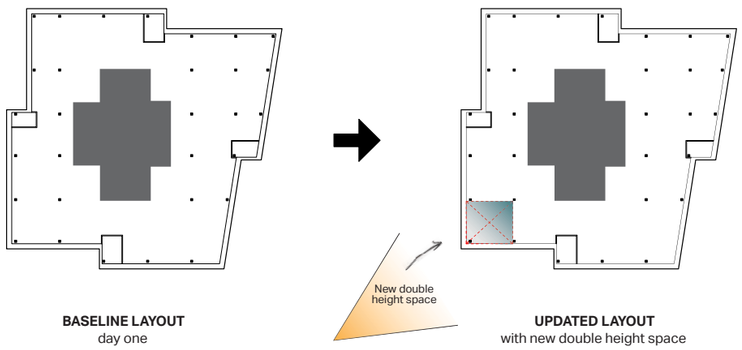
Sustainability
Panel Comments

- The panel appreciated the analysis on demolition, retention, and material choices.
- Targets should be related to the building's internal area, and details on the solid-to-void ratio for future waste reduction should be provided.
- The use of low-carbon concrete and reconsideration of floor-to-ceiling windows are encouraged.
- The design team should minimize unnecessary materials in the facade to reduce carbon impact.
- More information is needed on shading and overheating prevention in the facade.
- Different facade treatments for each orientation should be considered, including shading adjustments.



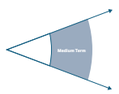


Short Term

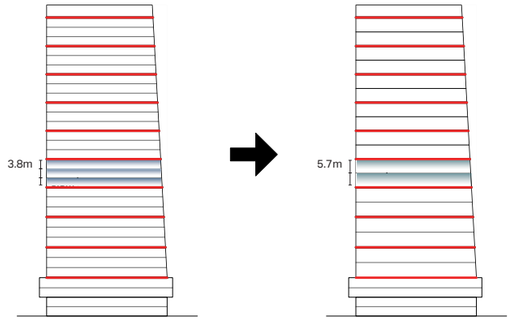


BASELINE LAYOUT
day one

UPDATED LAYOUT
with new double height space

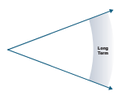


Medium Term

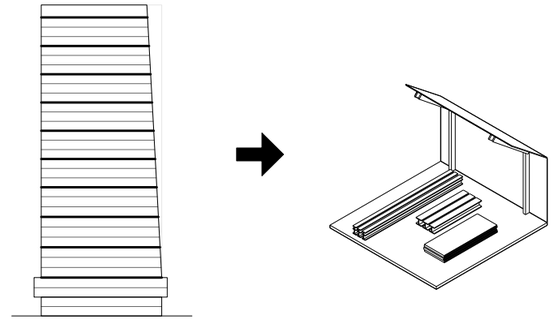


BASELINE SECTION
day one

UPDATED SECTION
with increased floor to floor height



Long Term



BASELINE SECTION
day one

UPDATED SECTION
elements recovered for reuse

Summary of Design Responses to Design Review Panel 2

The list below summarises the key comments:

- Positive project developments, with remaining massing and architectural issues.
- Concerns about bulky, inelegant appearance due to massing and colour.
- Emphasize stronger architectural connection to the local context with related colours and lighter tones for upper floors.
- Request more detailed townscape impact exploration.
- Concerns about tower and podium encroaching on ground-level public realm.
- Emphasize the importance of considering the building's relationship with the public realm and conducting microclimate analysis.
- Entrances along Euston Road should be interrogated in detail to understand the public experience of using it.
- Support landscape design approach, suggesting more for children and connections to Regent's Park.
- Recommend connecting the landscape approach through the building to higher levels.
- Stress the need for flexibility in new floors' design and façade adaptation for future use.
- Request more information on embodied carbon reduction approaches.
- Question the use of floor-to-ceiling windows and suggest more work on shading and material removal.
- Call for additional testing to prevent overheating.

Many of the comments regarding sustainability and adaptability are covered in the Energy Statement, the Sustainability Statement, and its associated WLCA spreadsheet. The architectural and landscape responses are detailed on this spread.

DRP 2 Proposal

Design Response for December 2023 Submission

Rooting the Proposals in their Context - Massing & Articulation

Further work has been carried out following feedback from DRP 2 to explain the contextual approach and characteristics of the proposed development consistent with the conceptual approach defined in Chapter 4.

At the scale of the city, the ward and the immediate context, care has been taken to respond to the adjacent building heights and connect better into the surrounding streetscape than the existing Euston Tower. The location of the double-height amenity facades respond to key datums of adjacent buildings. Likewise, the height of the podium is equivalent to the datum created by the fins on the neighbouring 175 Drummond Street and as such contributes to a more coherent and contextual conclusion to the Hampstead Road street elevation. The east elevation podium setbacks continue the fanning of the facade lines along Hampstead Road as it turns more northward. The vertical language of the fins is additionally picked up in the facade articulation of the 2-storey solid podium elements, thereby continuing this regular rhythm through to the Euston Circus crossroads.

DRP 2 Proposal

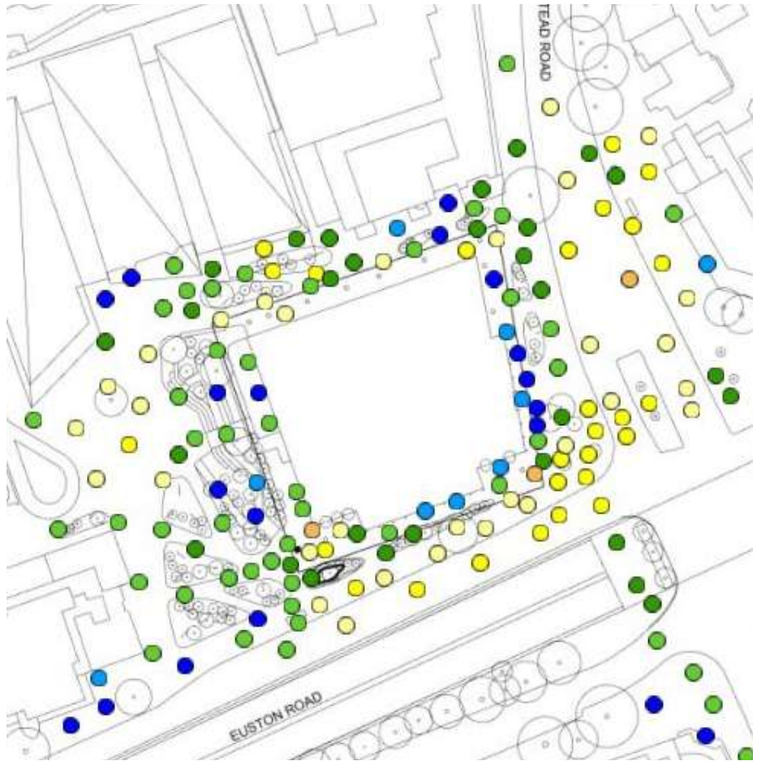
Design Response for December 2023 Submission

Rooting the Proposals in their Context - Materiality and Colour

Between the first and second Design Review Panels the facade colour was desaturated to reflect the panel's comments - whilst still reflecting the general tone and hue of the local context. However, throughout the co-design process the design team have consistently heard the desire from local residents for more colour with the proposed light terracotta tone having been well received. The design team have, then, struck a balance between these key elements of feedback. Following feedback from second Design Review Panel, the design team have worked with Cityscape to produce the verified views of the proposed development which has resulted in a further lightening and desaturating of the facade.

While the proposed single material choice is coupled with a single colour tone choice, following the DRP multiple aggregate sizes are being proposed for the building: a smaller aggregate in the tower levels and a larger aggregate in the podium levels. This differentiation will enable a single colour tone to appear as varied due to the influence of the aggregate colour itself and also inform a more tactile approach at the lower, public levels.

Design Response for December 2023 Submission



Key:
Comfort Range

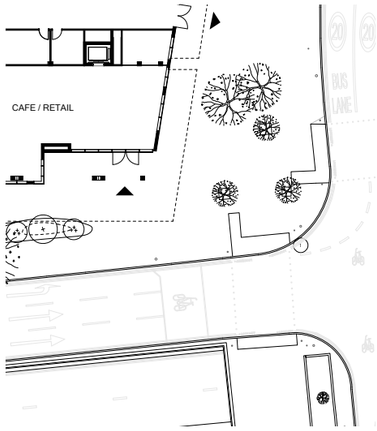
Podium Oversailing and Understanding the Microclimate

Following the second Design Review Panel, further work was done in the wind tunnel to ensure the proposed development creates a comfortable microclimate and a high-quality public realm.

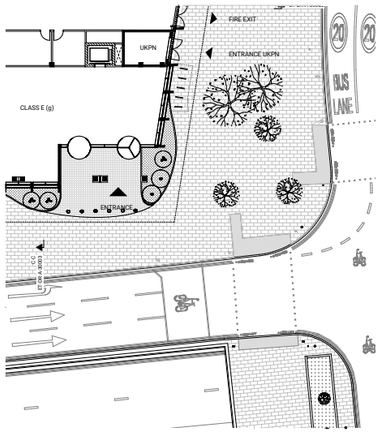
Subtle changes to the landscaping and areas around the entrances, especially around Brock Street and the south-east corner have resulted in a wind condition significantly improved as measured in the wind tunnel. This is both within the project site as well as further along Hampstead Road, notably removing current wind speed safety exceedances on the pavement on the eastern side.

The area sheltered under the podium oversailing is notable for creating some of the most comfortable wind conditions on site, even at the 'worst case' wind speeds tested, suggestive of the positive impact this oversailing has on the microclimate conditions.

DRP 2 Proposal



Design Response for December 2023 Submission



Improving the Euston Road Entrance

The entrance at the south-east corner is prominent and, following the feedback received, efforts have been made to create a greener, more attractive arrival sequence. Additional planting has been proposed to flank the setback entrance to both improve the journeys of people moving in and out of the building whilst providing a greener, more pleasant pedestrian experience.

Additionally, the planter along Euston Road has been moved further to the west to allow for more space and therefore comfort for the anticipated flow of pedestrians in this location.

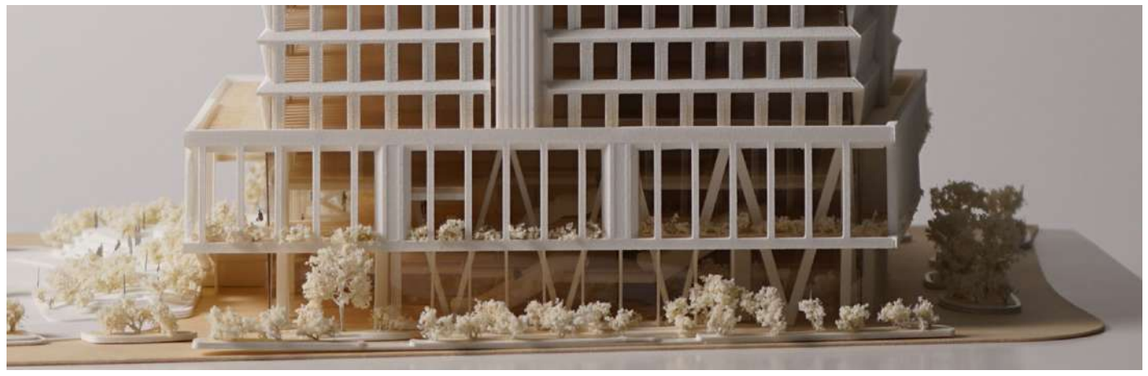
DRP 2 Proposal

Design Response for December 2023 Submission

Landscape to Provide More for Children

A play strategy has been further developed which includes informal and wild play opportunities such as a water feature, natural stone steppers, nature trails, and playable planter walls. The use of these play features has been concentrated to the central plaza to promote a safe space for children and families.

Photograph - Development model looking from south-east



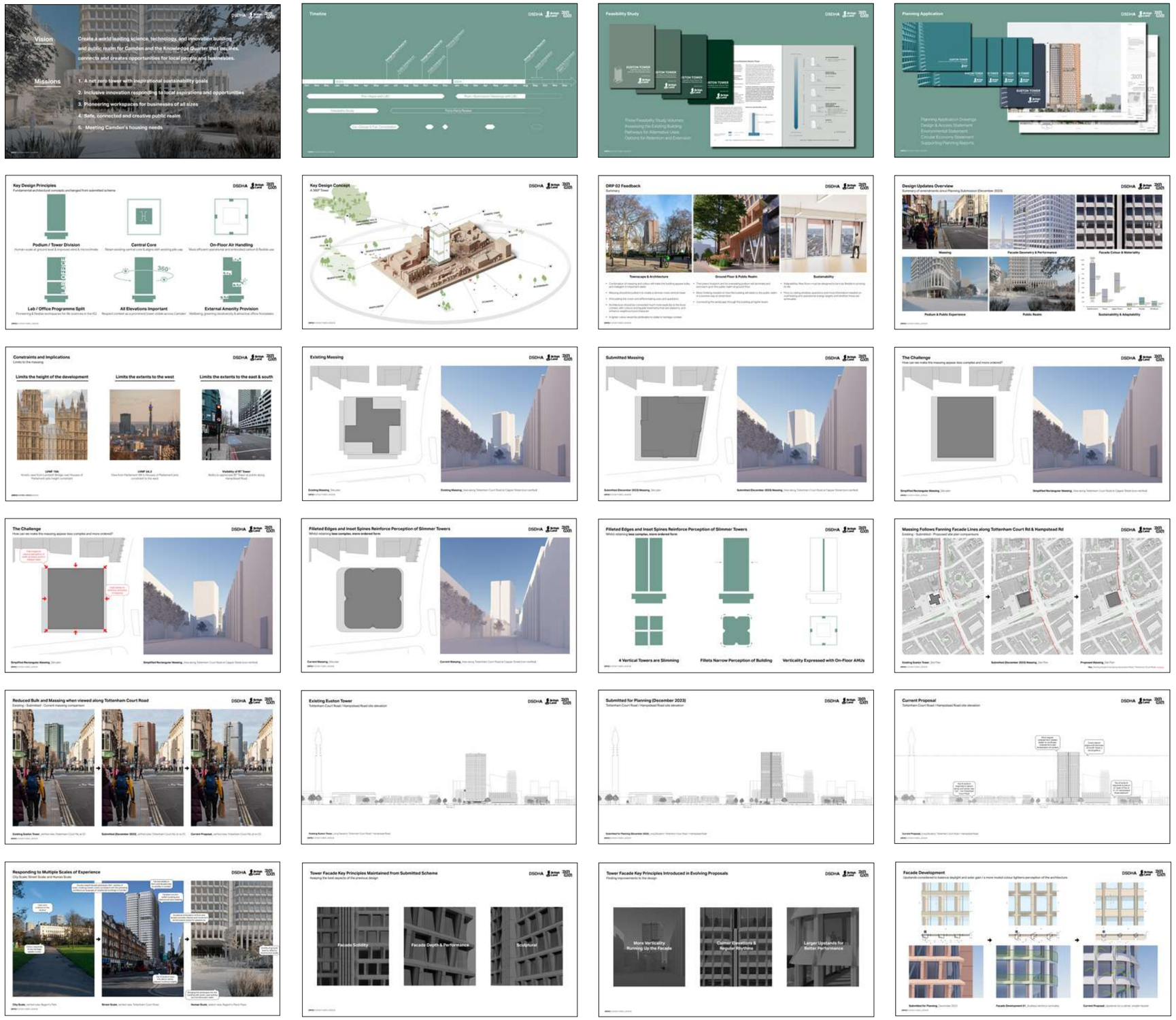
Photographs - Photos of physical model from Design Review Panel 2

Design Review Panel 3
9th August 2024

After the submission of the planning application in December 2023, and following the massing change and subsequent design development, the Proposed Development was presented at a third Design Review Panel.

As part of Design Review Panel 3, the team presentation focused on the changes to the massing and design of both the tower and podium following the simplification and rationalisation of the form following the December 2023 planning application. The presentation covered the approach to context, key townscape views, and updates in approaches to sustainability and adaptability.

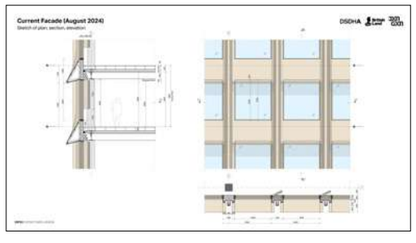
The following pages highlight the key feedback received from the panel, in addition to the designs presented. A summary of the design responses to these comments concludes the chapter.

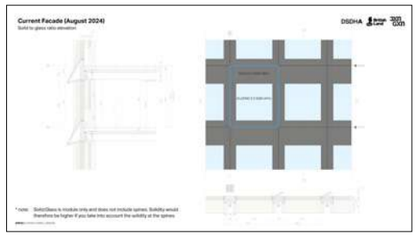


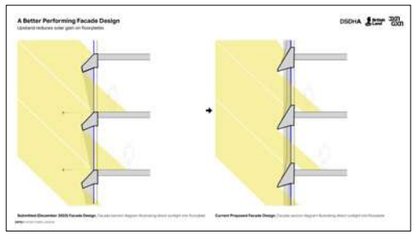
Presentation Material - Extracts of presentation material from Design Review Panel 3

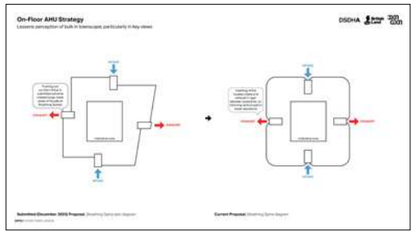
Submitted (December 2023) Facade Design
DSDHA

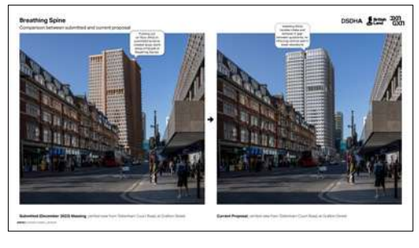
Current Facade (August 2024)
DSDHA


Current Facade (August 2024)
DSDHA

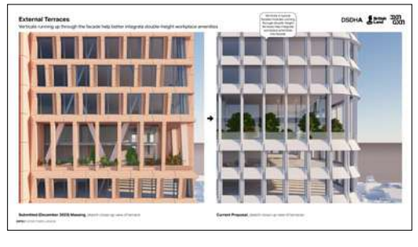

Current Facade (August 2024)
DSDHA


A Better Performing Facade Design
DSDHA

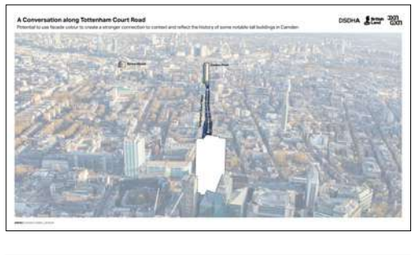

On-Floor AHU Strategy
DSDHA

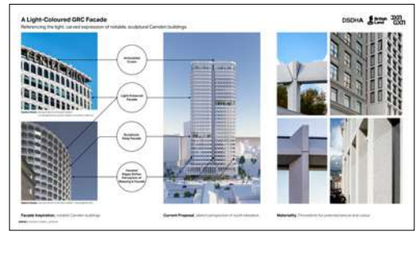

Breathing Spine
DSDHA

Double-Height Tower Crown
DSDHA


External Terraces
DSDHA

London Towers that are Standing the Test of Time...
DSDHA

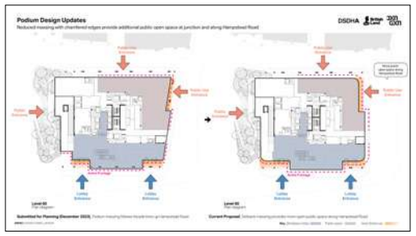

A Conversation along Tottenham Court Road
DSDHA


A Light-Coloured GRC Facade
DSDHA

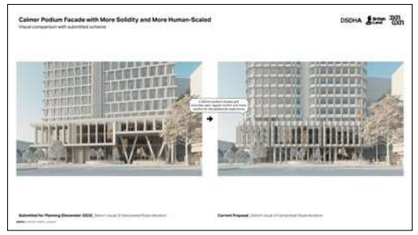
More Muted Facade Colour
DSDHA

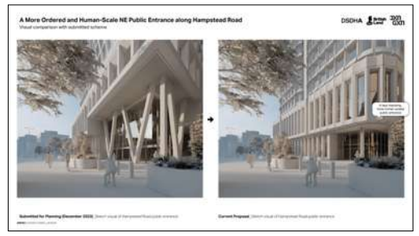
More Muted Facade Colour
DSDHA

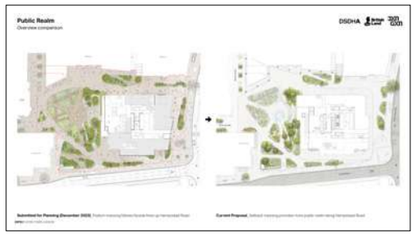
More Muted Facade Colour
DSDHA


Podium Design Updates
DSDHA

Increased Public Space along Hampstead Road
DSDHA


Calmer Podium Facade with More Solidity and More Human-Scaled
DSDHA


A More Ordered and Human-Scale NE Public Entrance along Hampstead Road
DSDHA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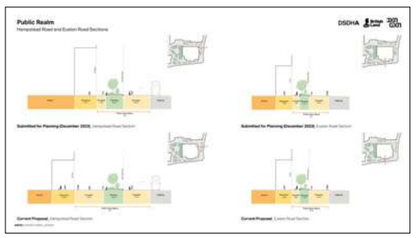
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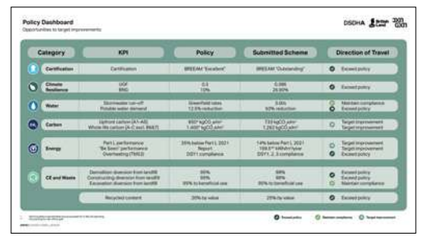
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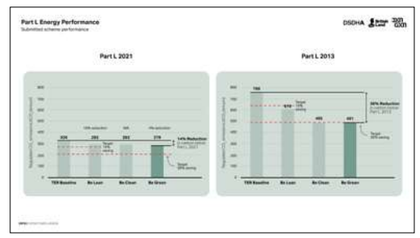
Part L Energy Performance
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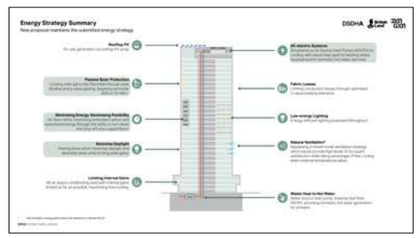
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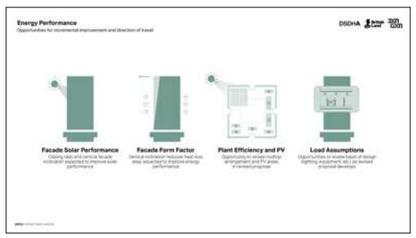
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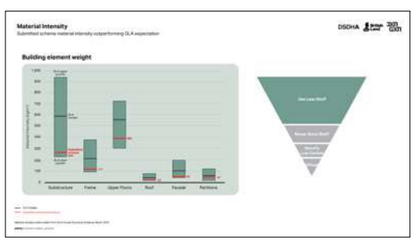
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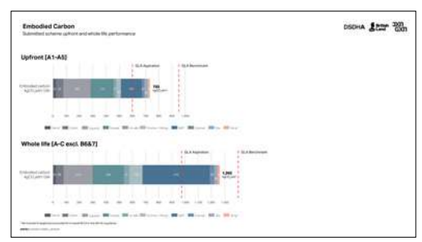
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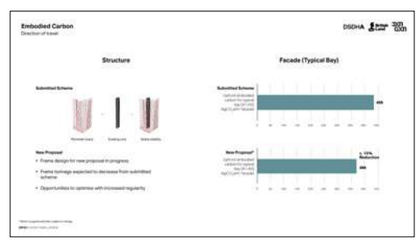
Embodied Carbon
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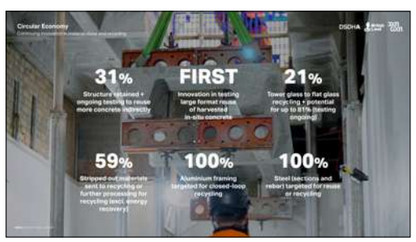
Circular Economy
DSDHA


Circular Economy
DSDHA
31%
FIRST
21%
59%
100%
100%

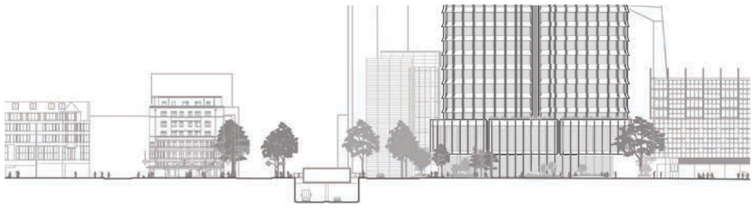
Summary of Design Responses to Design Review Panel 3

The list below summarises the key comments:

- The panel welcomed the revised proposals for redevelopment of Euston Tower, and thought these were a significant improvement on the submitted.
- The panel noted the revised massing, façade design and materials create a silhouette and appearance that fit better within the townscape.
- The panel welcomed the way in which the massing of the tower has been refined to make it more elegant, with a simpler vertical form divided into quadrants by recessed ventilation panels.
- The panel noted the paler, neutral colour palette creates a more subtle appearance than previous options, which reduces the impression of bulk, and fits better within the townscape.
- The architectural expression draws inspiration from Centre Point, and with a sculptural façade which the panel finds successful.
- The vertical articulation provided by the recessed ventilation panels could be accentuated with a darker colour, or a textured finish.
- The panel continues to be supportive of the landscape design, in particular the way the landscape slopes up from Regent's Place Plaza to conceal servicing areas and were positive regarding the public realm enhancement and the more generous space towards Hampstead Road.
- The panel noted demonstrating flexibility for the building to accommodate different uses in future will be essential as part of the sustainability strategy and that the planning application should demonstrate how the building could be converted for other uses in the future, to ensure its longevity.
- Further thought was recommended about the architecture of the podium element to achieve a more welcoming, civic presence at street level, and to better stitch it into its immediate surroundings. The panel suggests the plinth could be taller in relation to the proportions of the tower, helping it to relate better to neighbouring buildings.
- Refinement of the architecture at the top of the tower was encouraged to give it greater distinctiveness in long distance views. The consideration given to concealing plant in a 'bathtub' behind a double height office amenity space is welcome and, without losing this concept, is there scope to explore how the architecture could create a unique top to the tower?

For more information on sustainability and adaptability, please see the Energy Statement, the Sustainability Statement, and Circular Economy Statement, submitted in support of this application.

DRP 3 Proposal



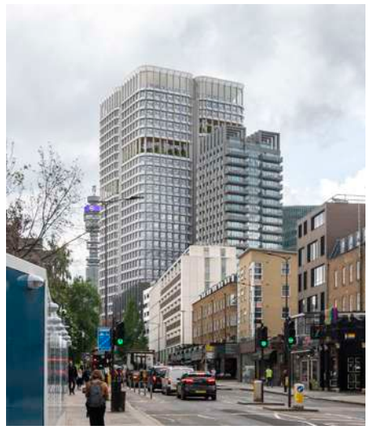
Design Response

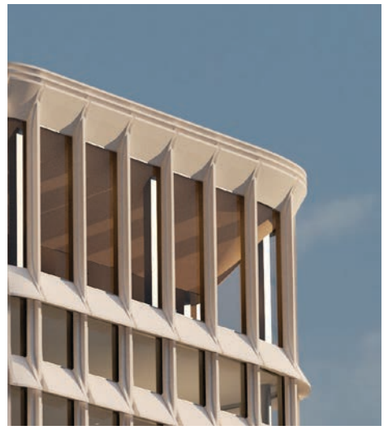
A Taller, More Articulated Plinth - Two Additional Podium Levels

The most substantial design development following Design Review Panel 3 was in the form, massing and articulation of the podium. The design team took on-board the feedback regarding the podium's civic nature and its relation to context and, through workshops with Camden planning officers, developed a framework to better integrate the podium into the surrounding streetscape. Following the Design Review Panel, options were explored for the height of the podium. The design team concluded two additional levels presented a successful balance between allowing the podium to sit more harmoniously with the height of the buildings in its context, retaining the vertical proportions of the tower whilst providing a substantial plinth upon which the tower would sit. The streetscape analysis of the buildings along Tottenham Court Road helped refine the articulation of the podium further, providing a pattern book for the architectural character and features of those buildings that could be referenced and reinterpreted to help anchor the podium design in its specific context. Bringing back the richer, terracotta tones in the podium facade also improved that connecting, stitching it into the warmer tones of the surrounding built fabric.

DRP 3 Proposal

Design Response

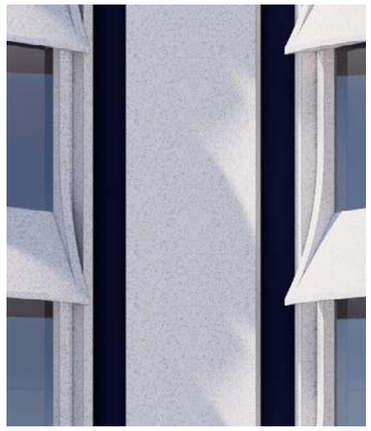




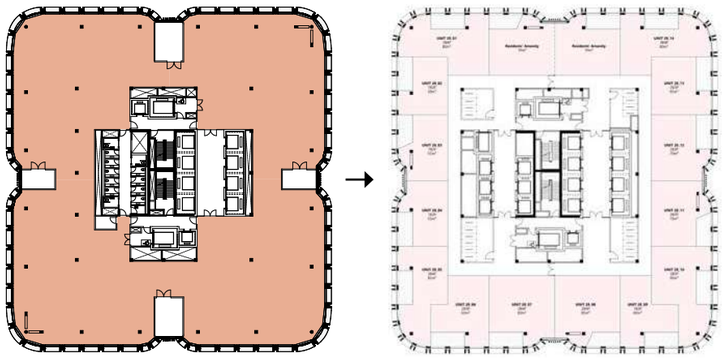
Refining the Top - A Greater Distinctiveness at the Crown

Following the feedback from Design Review Panel 3, the articulation of the top of the crown was developed in collaboration with planning officers at LBC alongside further co-ordination with the building services engineers at Arup. The setback Level 31 rooftop slab, enabling the "bathtub" approach and the consistent double-height appearance at the crown across all four elevations, was further co-ordinated to maximise the usable floor area adjacent to the facade. The requirement for sufficient air-flow at the top of the tower reaching the rooftop mechanical plant equipment provided an opportunity for a more distinctive and sculptural approach to the top of the building. A thick, articulated approach was developed to provide a richness of detail at the top of the building and a design more in harmony with the wider tower facade design. The additional solidity, and play of light and shadow on the form of the parapet, helped define a more distinctive appearance to the crown in the mid- and long-distance views.

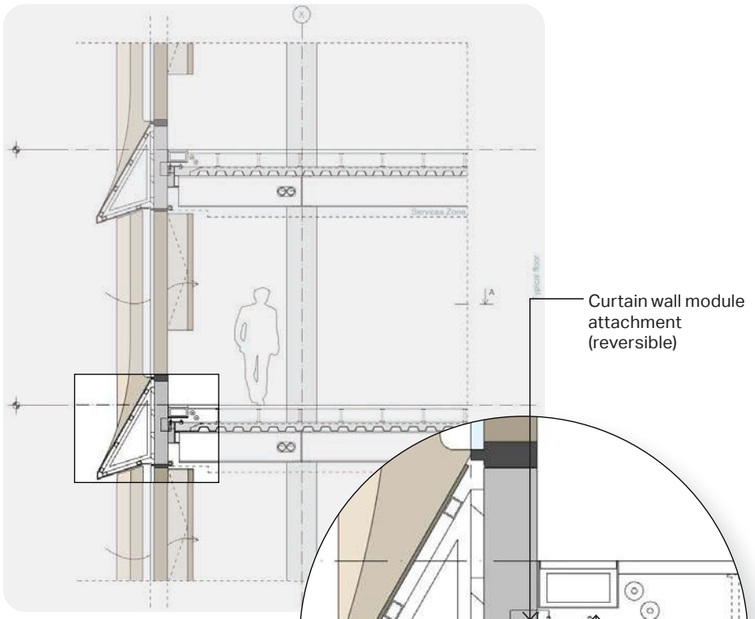
DRP 3 Proposal



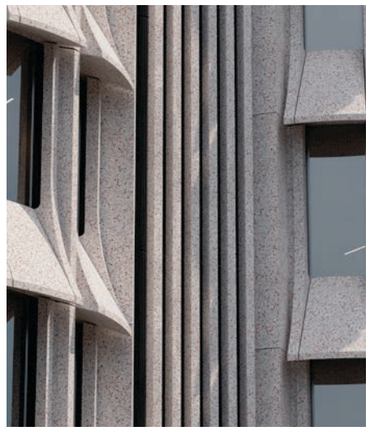
Design Response

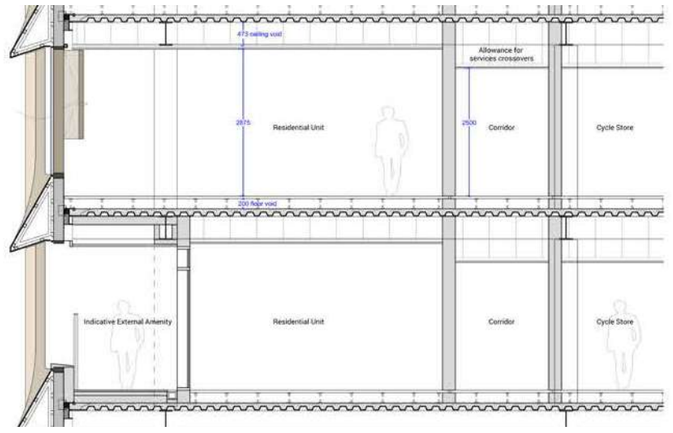


Design Response



Design Response





Accentuating Vertical Articulation at the Breathing Spines

As described in detail in “Chapter 6.9 Breathing Spines Evolution”, a number of different options were studied for the articulation and colour of the recessed ventilation panels, following the feedback received at Design Review Panel 3. More sculptural and expressive approaches were developed to help better reflect verticality in the scheme. Responding to the feedback, the aim was to accentuate more the recessive nature of the setback “Breathing Spines” in the facade design, and thereby increase the effect of vertical division in the elevations. In this way, the design of the spines endeavoured to positively contribute to the four quadrants conceptual approach to the massing. The form and colour of the Breathing Spines were studied as part of this process. The resultant proposal consisting of a series of GRC fins was developed to balance a desire for verticality in the design, whilst providing enough air-flow to ensure an effective and efficient approach to a facade for the air-handling plant area. The same colours are proposed for the fins to maintain a material consistency in the tower, the dark technical louvres behind providing enough contrast to help appear as a dark vertical band and accentuate a central division in the elevations.

Demonstrating Flexibility - Future Change of Use to Residential

In order to demonstrate the future potential of change of use, should it be deemed appropriate, indicative residential layouts were developed for typical low-, mid- and high-rise levels to ensure the Proposed Development could, at a strategic level, accommodate an alternate land use whilst minimising any additional embodied carbon required. Referencing the current London Plan Guidance, at the time of writing, the indicative plans and sections demonstrate generously sized units could be achieved across the floorplate with the potential to incorporate private external amenity for each apartment. Structurally, the loading capacity is capable of supporting typical residential loads, with a check on partition allowances, the soft core principle and slabs can accommodate adaptations and local penetrations and, as such, the full structure could be retained in a residential change of use scenario. Space for central services, and riser allowances, are likely able to accommodate a residential use case. Regarding the facade, the glazing ratio and shading, alongside potential for additional ventilation via inset balconies, could help facade retention that would maintain the ordered and calm appearance, subject to checks on thermal performance and overheating.

Demonstrating Flexibility - Future Adaptability

Following feedback from the panel regarding future adaptability, further work has been done to demonstrate design for disassembly principles where possible.

One such example is at the facade where, should change of use necessitate a different facade in the future, a bolted connection to a cast-in anchor channel allows for the facade to be de-coupled without damaging the structure. All primary materials are separable and recyclable, and the anchor channel is reusable to receive a replacement facade.

For further information on the principles of designing for future flexibility and adaptability, please refer to Chapter 7.11.

11.3 Greater London Authority

During the development of the proposal the design team have consulted with other bodies such as the Greater London Authority (GLA), Transport for London (TfL) and Historic England (HE).

We have welcomed the opportunity for expert commentary on the emerging proposals and we have worked to address many of the considerations outlined in these forums.

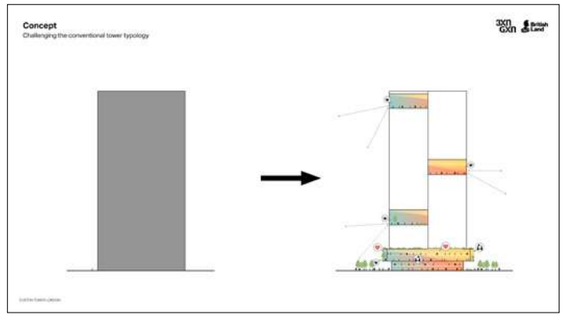
The design team met with the GLA on five occasions, with the meetings split into the following focal points.

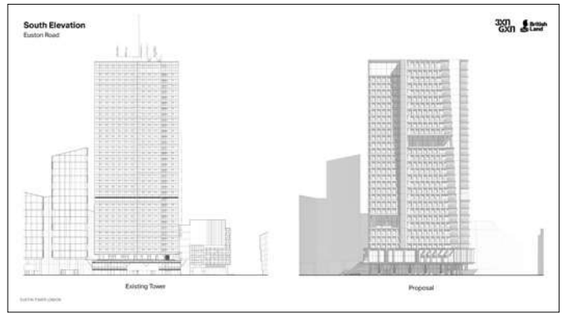
- 15th June 2023 — Scheme Introduction
- 10th August 2023 — LVMF
- 20th September 2023 — Sustainability
- 6th June 2024 — Post Submission Update
- 28th August 2024 — Design Update

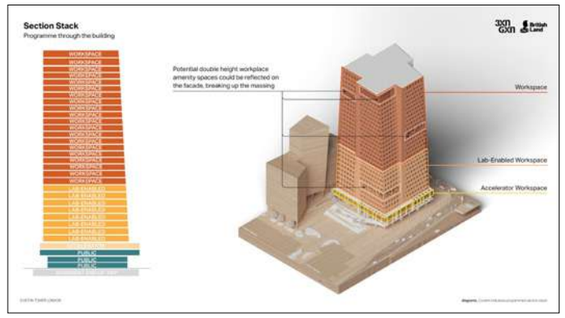
Summary of key feedback on the December 2023 submission, from GLA Stage 1 Report, 21 March 2024:

- The principle of the commercial-led, mixed-use development including office, laboratory enabled floorspace and community spaces accords with the vision of the Knowledge Quarter, and the Euston Opportunity Area, as set out in the London Plan, Euston Area Plan and Camden's Draft Site Allocations Plan.
- Further refinement is required in respect of the architecture and materiality of building, particularly when considering its impact in longer views, to reduce the overall bulk of the proposals.
- Less than substantial harm has been identified to a number of heritage assets, including the BT Tower and Fitzroy Square Conservation Area.
- The 'breathing spines' introduced at the junction of each building quadrant help to break up the form of the proposed building visually and emphasise the vertical vernacular of the building, although create a series of blank elements that increase in size as the building reaches it summit. The Council should work with the applicant to limit the impact of this.
- Extensive investigation has been undertaken with respect to options for in-situ retention, which is supported in line with the London Plan's Circular Economy hierarchy. Notwithstanding, further technical information is required to ensure full compliance with Policy SI 7 of the London Plan.
- The public realm, which includes a significant increase in the amount and variety of planting, creates a positive difference in this location, through the introduction of greenery, variety and the prospect of multi-functional public space.

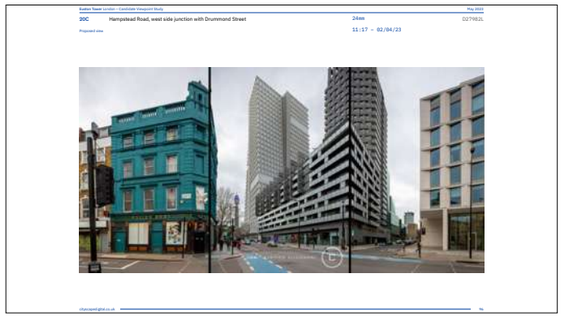
Scheme Introduction



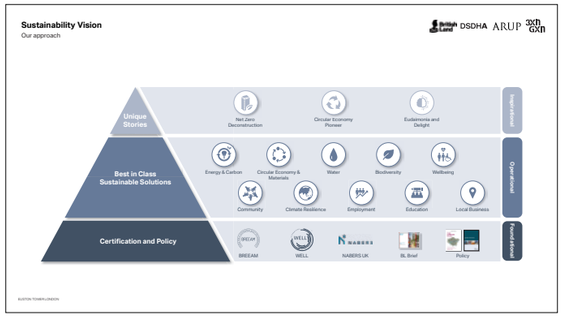


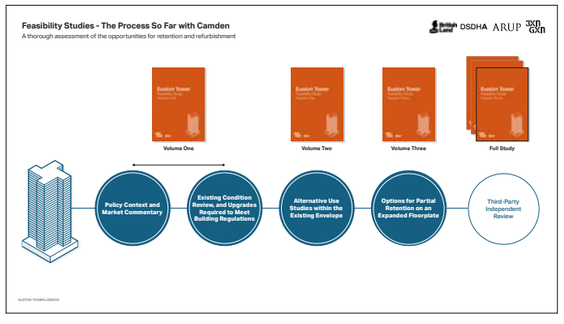


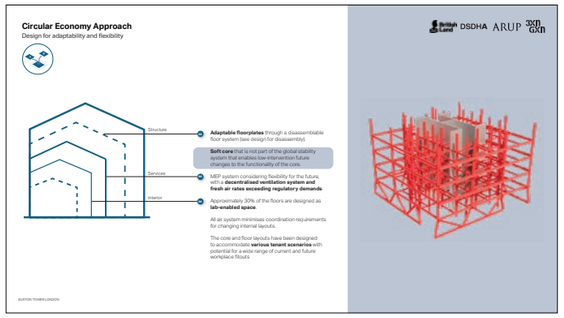
LVMF

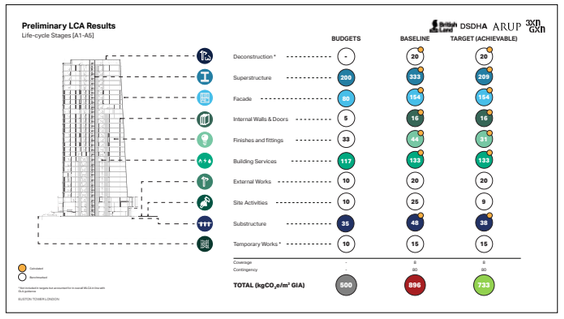


Sustainability & Adaptability







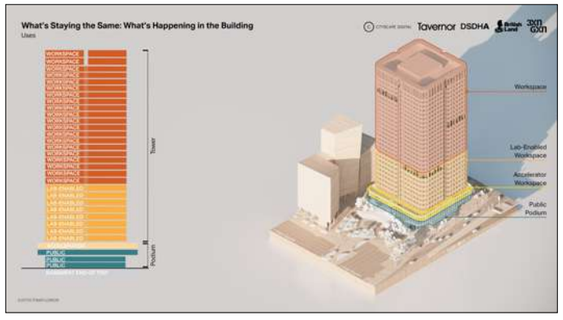


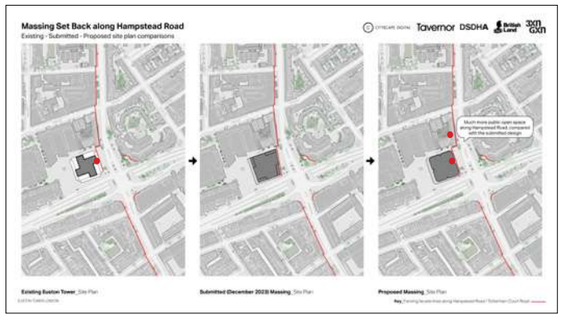
Presentation Material - Extracts of presentation material from 2023 meetings with the GLA

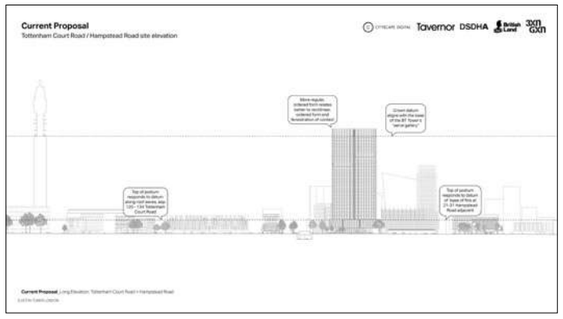
After the submission of the planning application in December 2023, and following the massing change and subsequent design development, the GLA were met with in June and August 2024 to discuss the updates to the design. A summary of the key feedback from those meetings are set out below, which led to further development, especially in the spines and crown design:

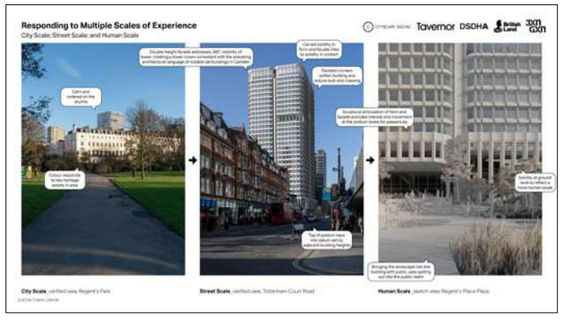
- GLA officers described the simplification of the form and the change of materials and colour as positive in reducing the visual impacts.
- Richard Seifert as design precedent was appealing.
- The reduction in mass along the Hampstead Road elevation is welcomed. This has several benefits including an improved building form and silhouette, as well as reducing the overall perceived bulk of the building particularly in near and far views.
- The set back from Hampstead Road also increases the public realm offering which is strongly supported.
- The proposal to break up the mass of the building into quadrants is effective in breaking up the buildings mass and creates elegant vertical proportions.
- The fillet edges to the tower create a gentle curve that softens the building's edges, which is welcomed.
- Although elevations are calmer, they retain a sculptural quality mainly due to upstands that are skillfully integrated into the elevation, giving depth and relief.
- The change in facade colour was welcomed. The previously proposed orange hue appeared quite prominent in views including from LVMF Views 2A.2, 2B.1 at Parliament Hill and 4A.2 at Primrose Hill. Updated views demonstrate that the calmer cooler palette works well in the context and in townscape views.
- GLA Officers welcomed the rationalisation of the base of the tower which makes the tower appear more grounded, less imposing and relates well to the human scale. There would be a strong visual relationship between the base and the rest of the tower which is supported.
- GLA Officers supported expressing the upper storeys of the buildings as the 'crown' and the principle of a sculptured crown. However, the applicant should explore amplifying the sculptured quality of the top so that it is more apparent.
- GLA Officers suggested exploring different treatments/colour to the vertical 'gaps' so that they appear recessive which in turn would help express the volume of each quadrant clearly.

Scheme Introduction



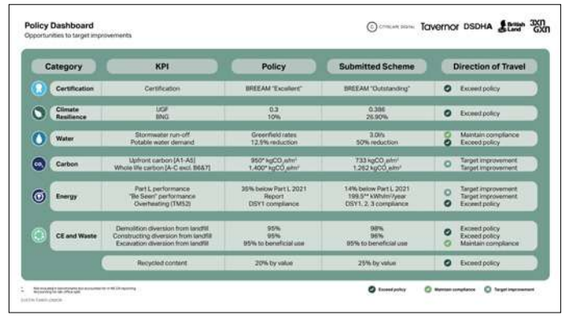


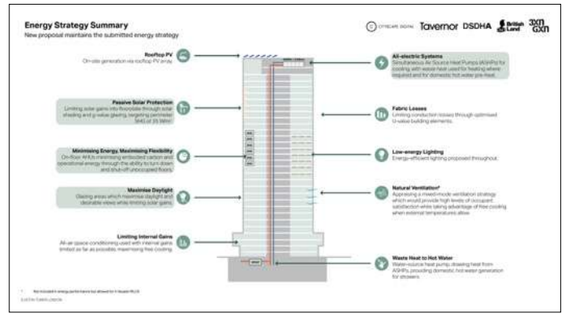


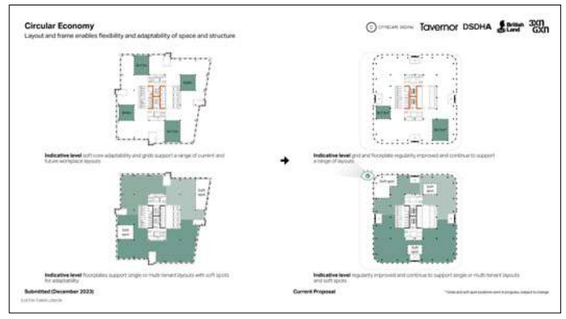


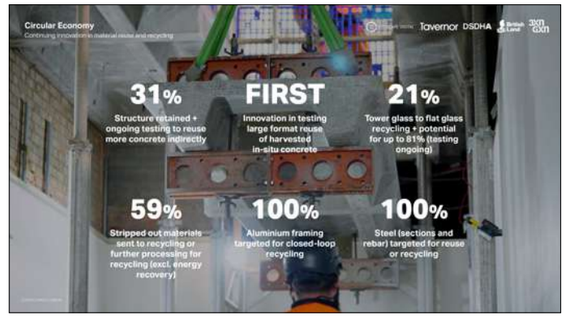
LVMF

Sustainability & Adaptability









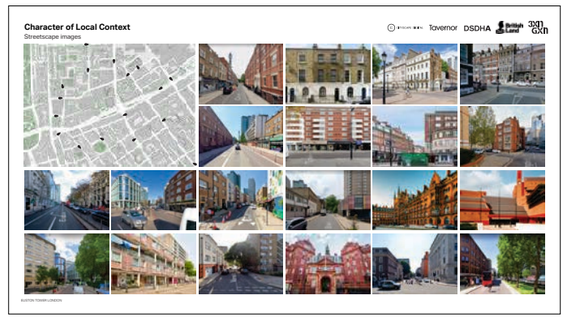
Presentation Material - Extracts of presentation material from 2024 meetings with the GLA

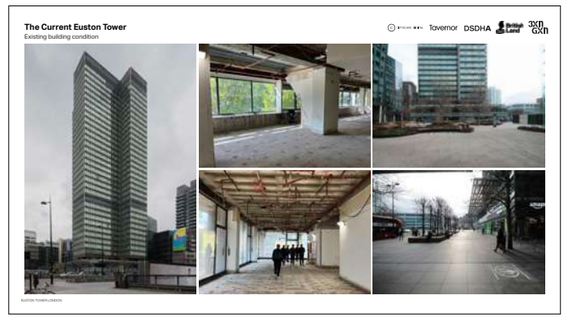
11.4 Historic England

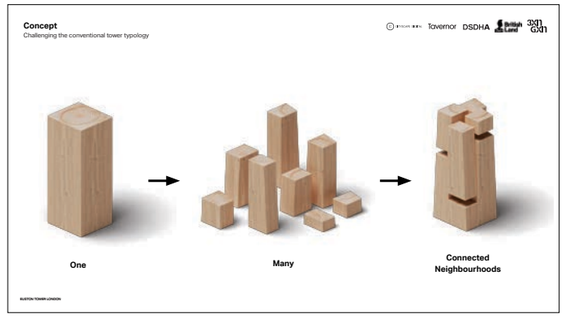
The team met with Historic England (HE) in September 2023 for a formal pre-application consultation on the emerging proposals and provide an introduction to the Euston Tower scheme ahead of the December 2023 submission.

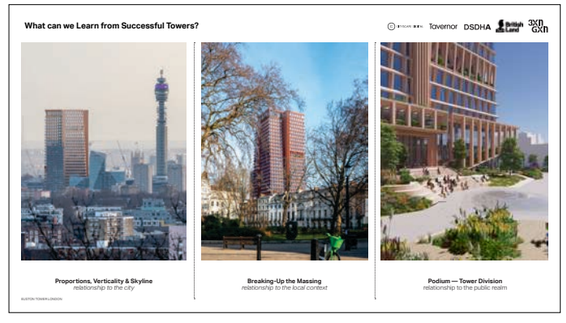
Summary of Key Feedback on previous scheme, submitted December 2023:

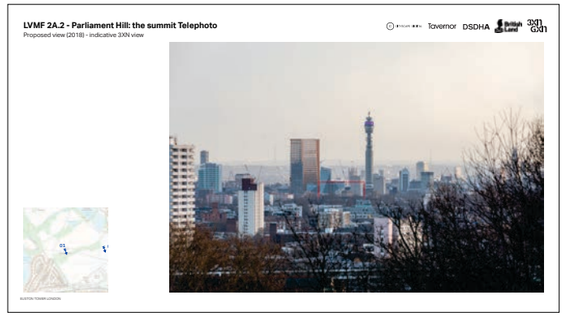
- The present Euston Tower is already an assertive building in the setting of nearby heritage assets; it is alien to and detracts from the Fitzroy Square Conservation Area's historic scale and rooflines, and imposes on otherwise semi-natural designed landscape views in some areas of Regent's Park.
- HE are sensitive to the impact of the proposals impact on surrounding heritage assets; in particular the Fitzroy Square Conservation Area and the listed buildings within it.
- No requirement for substantial design changes.
- Suggestion that the facade colour and finishes be explored further to reduce contrasts and ensure the building causes, at the very least, no more harm than the existing.
- Should take into consideration how the proposal would harmonise with the stone and stucco finishes of the Fitzroy Square Conservation Area, and the natural tones of the Regent's Park landscape.
- Suggestion to simplify the facades in order to help it to respond more sensitively to the surrounding townscape and landscape character.

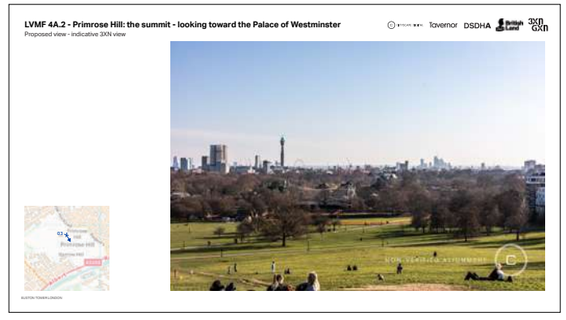


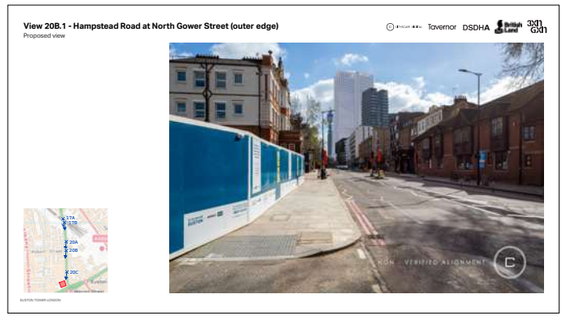


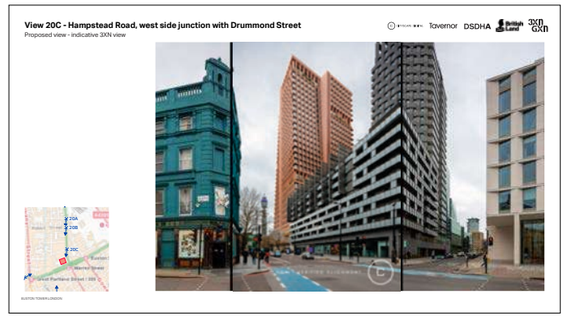












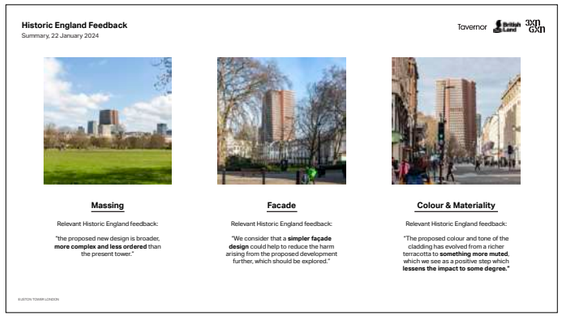
Presentation Material - Extracts of presentation material from 2023 meetings with Historic England

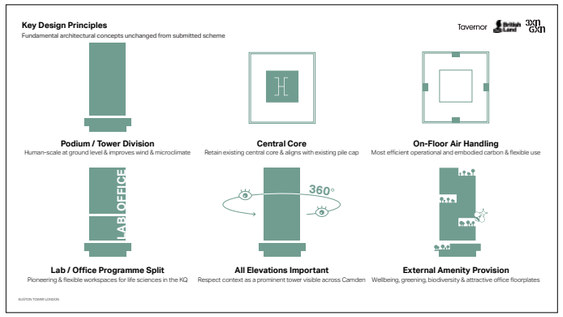
After the submission of the planning application in December 2023, and after the massing change and subsequent design development, HE were met with on the following dates:

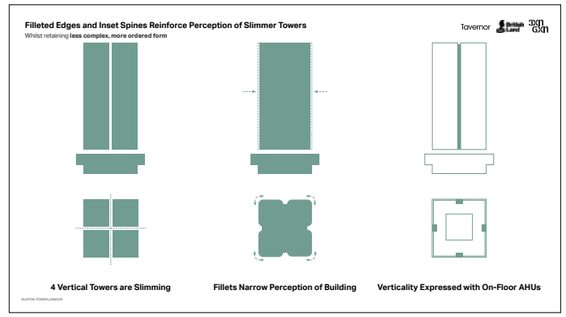
- 22nd January 2024 Post Submission Update
- 16th July 2024 Design Update

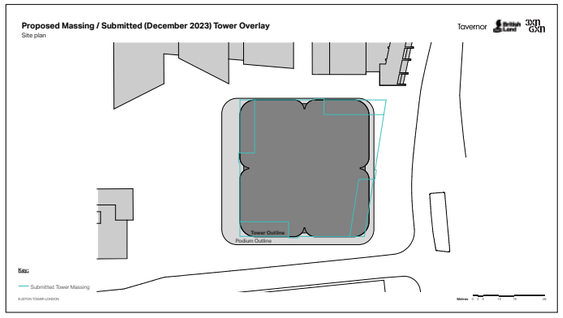
Below is a summary of the feedback received following meeting Historic England Officers in July 2024:

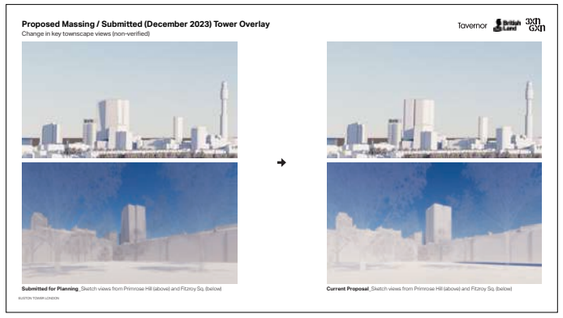
- Historic England Officers found the evolution of the design encouraging.
- Historic England Officers noted the more ordered facade design, alongside the more muted colour, help to make the Proposed Development less assertive in the settings of Fitzroy Square and Regents Park than the previous design.
- Historic England Officers noted it is possible that the harmful impacts previously identified in the December 2023 application would be largely removed with the developing 2024 Proposed Development designs, which was welcomed.

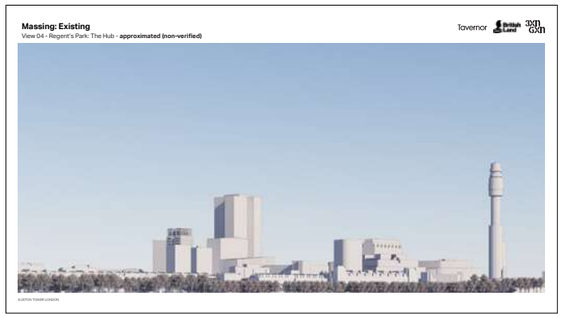


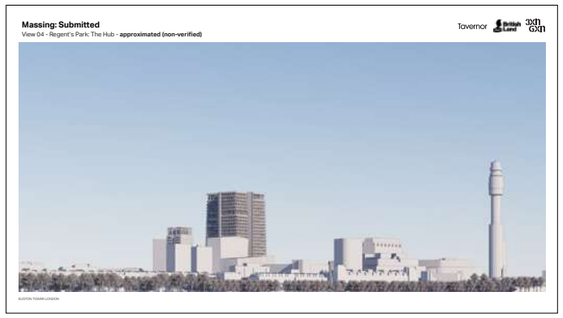


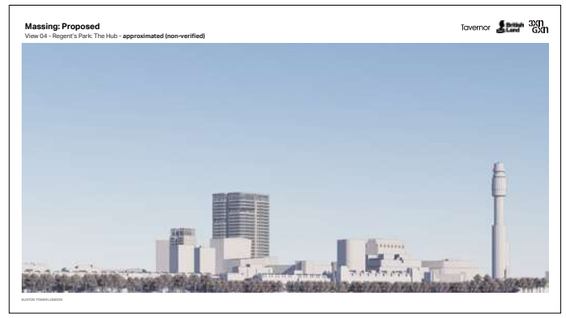












Presentation Material - Extracts of presentation material from 2024 meeting with Historic England

11.5 Additional Consultation

Further to the public consultation, as described in Chapter 5 of this DAS, a number of additional consultations are outlined here.

Creative Producers

As part the projects commitment to social impact through the Euston Tower project, the team have sought to provide benefits to local people, testing engagement strategy themes, while putting the local community at the heart of the development.

A "Creative Producer" programme was initiated, which has seen the team working with a collective of young people from Camden to produce a documentary film and photography exhibition. The aim is to spark ideas, reflections and conversations to inform the design development for Euston Tower, while providing employment opportunities for local young people, and connecting them to place through a cultural placemaking project. This programme was engaged in both 2023 and 2024.

"Creative Producers" were provided with access to skills and training in film and photography, working alongside industry professionals, as well as training in presentation, interview skills and storytelling, working with Camden based creative arts organisation Sankofa Storytelling Arts.

Euston Tower Strategic Panel

On 27th July 2023, the team presented the design proposals for Euston Tower to the LBC Strategic Panel. The panel welcomed the opportunity to see the proposals and provided the below feedback.

- Members acknowledged the challenges associated with retaining the existing building.
- Members sought clarification about what is happening at ground level in the building, behind the glazing. A route through the building should be provided, to bring people inside
- Acknowledged that the tower design seems to be welcomed amongst the local community.
- Wind is a key issue on Hampstead Road and Brock Street so improvements to the microclimate would be welcomed.
- The proposal to provide community uses in the podium is welcomed; making it truly accessible to all is something which should be developed.
- Further clarification on proposed uses for the community required.
- Members understand that no occupier has been secured for the building at this time, but would nevertheless like to see tangible commitments to training and employment initiatives for local residents.
- The proposal to connect with other Knowledge Quarter organisations is welcomed.

Development Management Forum (DMF)

An in-person Development Management Forum (DMF) was arranged by Camden Council for 18th October at 18:30pm for local residents and businesses. This was set up in order to provide local people with an opportunity to find out more about the proposals and put forward any questions they had about the scheme. Stakeholders and interested groups were informed about the DMF through emails and by community representatives, who had met with the project team previously.

Information about the proposals was presented by 3XN Architects and British Land, covering details about the proposed designs of Euston Road as well as the public benefits that the proposals could bring.

The public registered in advance to attend, with opportunity to submit questions to LBC in advance and a number of questions also put forward during the event by attendees.

Developers' Briefing

Held on Monday 27th November 2023, the Developers' Briefing aimed to ensure Ward and Cabinet members were introduced to the proposals ahead of the submission of the planning application.

The Developers Briefing began with a review by Planning Officers of the site, key planning issues, and significant feedback from the pre-application process. This review was followed by a presentation of the proposals by the project team where the stakeholder engagement process, design concept and five project missions were presented to members. Members then had the opportunity to ask clarifying questions.

Photograph - Meet the Team Event

Photograph - Photo of the 'Creative Producers'

Photograph - Development Management Framework (DMF) Meeting

Photograph - 'Creative Producers' at work

Photograph - Engagement day at Netley Primary School

Photograph - 'Have your say' board at Netley

Photograph - Physical 1:250 model at the Community Update Event in November 2024, looking from south-east

Photographs - Detail views of the physical model from November 2024

12.0
ACCESS

Illustrative View - view along Euston Road - teal overlay

Illustrative View - View across terraced landscaping in Regent's Place Plaza with shallow accessible sloped access to level 01

12.0 Access

Creating a truly inclusive and accessible building has been a fundamental principle in the design of Euston Tower from the outset of the project, beyond just the requirements of the Accessibility Act.

In preparing these proposals, both British Land and the Design Team have reviewed and developed how the building can offer more to the surrounding communities.

David Bonnett Associates (DBA) was appointed by British Land as Access Consultant to the Euston Tower design team in August 2022.

David Bonnett Associates have been an integral part of the design team since the outset of the design process, advising on the best practices in accessible design.

The design for Euston Tower has been developed on the basis of the following accessible design principles:

- Unhindered level access to be provided to all entrances / exits from the building.
- Clear and legible wayfinding across the site and within the building.
- Careful consideration of acoustic design to make for a calm and navigable environment.
- Where possible, a choice of vertical transportation to be provided, particularly in public areas.
- Cycle facilities to make provision for a range of adaptive cycles and technologies.
- All WCs and sanitary provisions to make provision for a range of users, based on ability, gender and location.

DBA's Access Statement, which is submitted separately to this DAS as part of the application for planning permission, reviews in detail step-free external and internal routes, lifts, stairs, WCs and other access features. The Access Statement describes how the scheme will be progressed with consideration of the principles of inclusive design, and highlights areas that will continue to be developed in the following design stages.

12.1 Designing for Accessibility

Method of Review
The Access Statement describes the access provisions using a journey around the proposed development as follows:

- Arrival at the site
- Approaches to the building
- Entrance ways
- Horizontal and vertical circulation
- Access to facilities
- Sanitary provision
- The emergency evacuation strategy

The report considers the requirements of all users, visitors, staff and wider community including:

- People with mobility impairments
- People with vision impairments
- People with neuro-diverse requirements
- Deaf people
- Older people

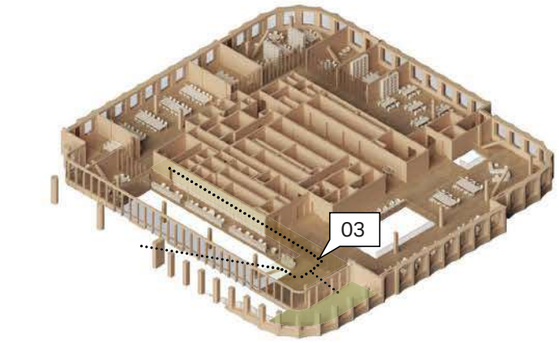
Aim
The proposed development is designed to be as inclusive as possible so that it can be comfortably and independently used by people working in and visiting the development, as well as the wider community.

Designing Inclusively is defined by The Commission for Architecture and the Built Environment (CABE) as:

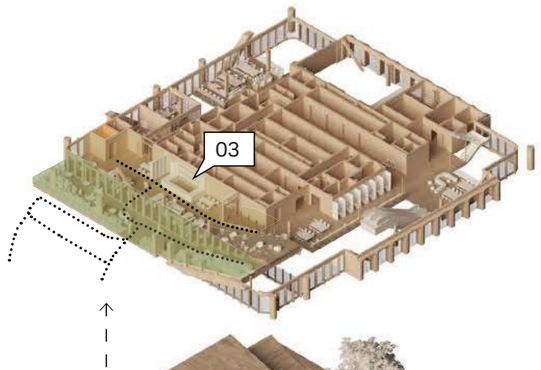
- Placing people at the heart of the design process;
- Acknowledging diversity and difference;
- Offering choice where a single design solution cannot accommodate all users;
- Providing for flexibility in use; and
- Providing buildings and environments that are convenient and enjoyable to use for everyone.
- Where possible the design of the proposed development has also considered and incorporated design guidance stated in relevant British Standards and other current good practice guidance about meeting the requirements of disabled people; and
- Contemporary requirements and expectations.

Public Realm
Pedestrian approaches to the entrances into Euston Tower will be made from the public pavements alongside Euston Road and Hampstead Road. A larger public square proposed to the west side of the building will offer access to the food and beverage area on Level 01. The square will be pedestrian only and provides landscape features such as greenery and seating.

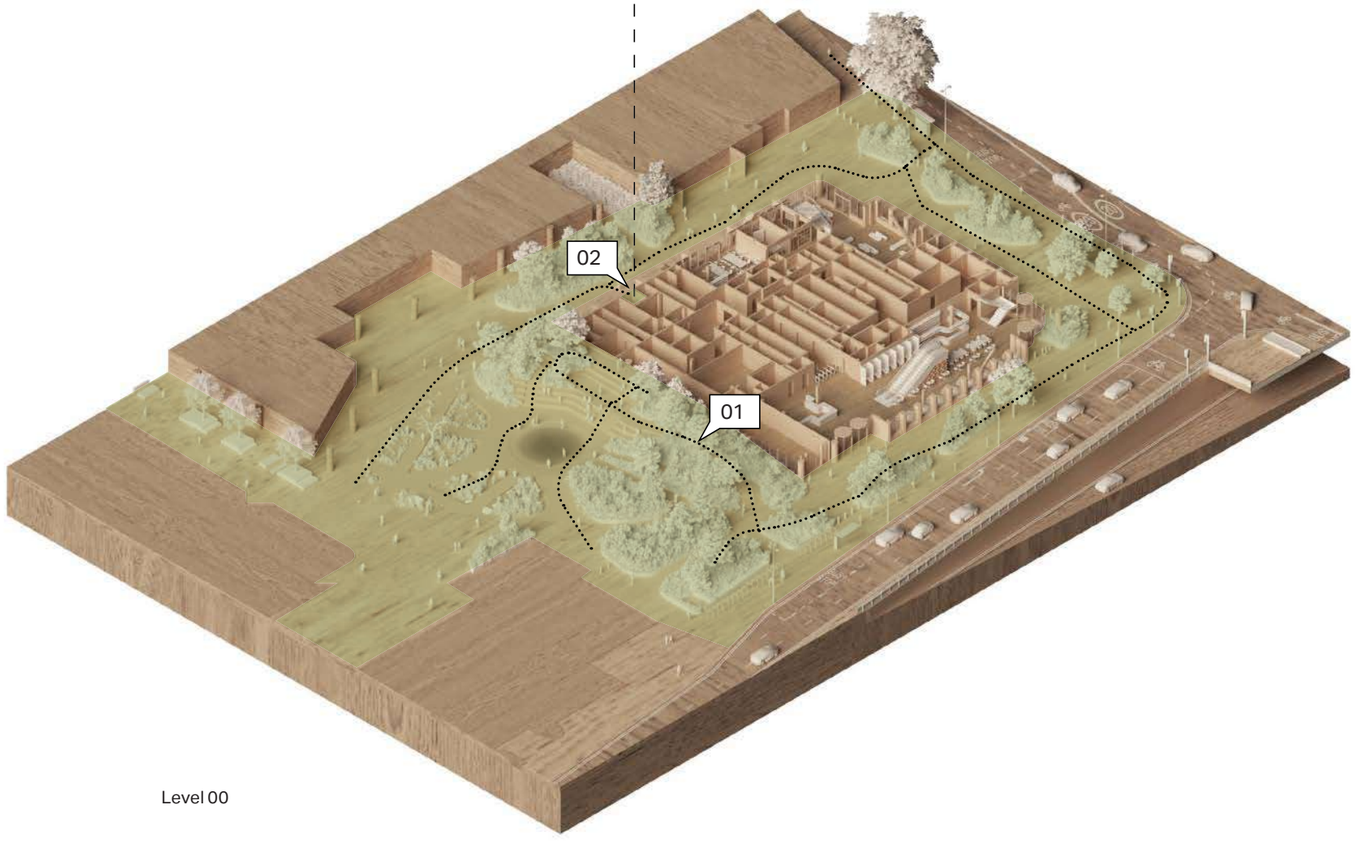
Step free access to the publicly accessible staircase is provided by a ramp which is closely connected to the stairs. An externally accessible public lift is also provided to the north of the building serving the Ground Floor and Level 01. The lift will be clearly indicated and identifiable within the public realm. Seating areas are fully integrated into the landscaping with resting spaces provided.



Level 02



Level 01



Level 00

Public realm

01 Step free access via sloping paths

02 Accessible lift

03 Food & beverage

Illustrative View - View across Regent's Place Plaza

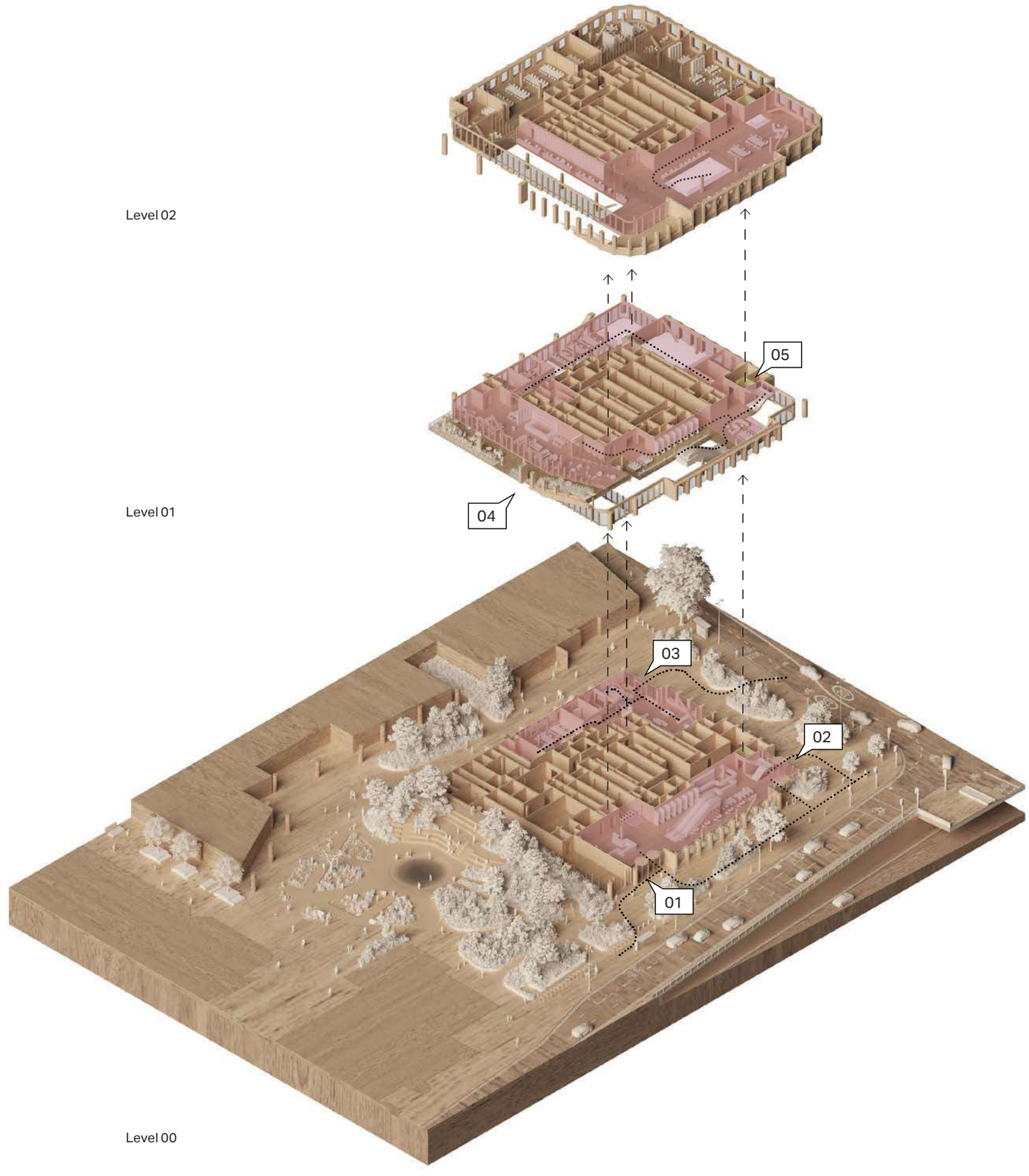
12.2 Public & Enterprise Space Access

The public spaces are spread across two levels: Ground Floor and Level 01. Details of these spaces will be developed at subsequent stages of the design development and these areas will be designed to meet Approved Document M Vol.2 .

The Ground Floor contains the main lobby and public cafe space along Euston Road, and the ground floor of the Enterprise Space along Hampstead Road and Brock Street. Level 01 is a continuation of the lobby to the south, and Enterprise Space to the north and east, and also contains food & beverage facilities looking out over Regent's Place Plaza to the west. This level is accessed internally through the escalators and the podium lifts. Externally it can be accessed from the external feature terraced landscape, via the external sloped pathway and/or steps. Level 02 is a continuation of public amenity space and the main office lobby which is accessed through escalators and lifts internally, and via the external terraced landscape and stair between the Level 01 and 02 terraces.

There are four entrances providing step-free access to the Ground Floor to the building. The Enterprise Space is accessed via the north-east corner entrance along Hampstead Road, and an entrance along Brock Street. The office lobby and public cafe is accessed via Euston Road, at the south-west corner, next to Regent's Place Plaza, and at the south-east corner at the Euston Road and Hampstead Road junction. Two passenger lifts are provided in the office lobby and public cafe areas. The lift location near the main entrance serves the Ground Floor up to Level 03 and the other lift location near the secondary entrance provides access to Basement 01 and up to Level 03. Both lifts will be wheelchair accessible and provide the alternative needed from the escalators.

A wheelchair accessible lift is located next to the staircase in the Enterprise Space.



Enterprise Space & public access

01 South-west entrance - Lobby

02 South-east entrance - Lobby

03 North-east entrance - Public area

04 Podium lift - L00 to L03

05 Podium lift - Basement 01 to L03

Illustrative View - Entrance area along Euston Road

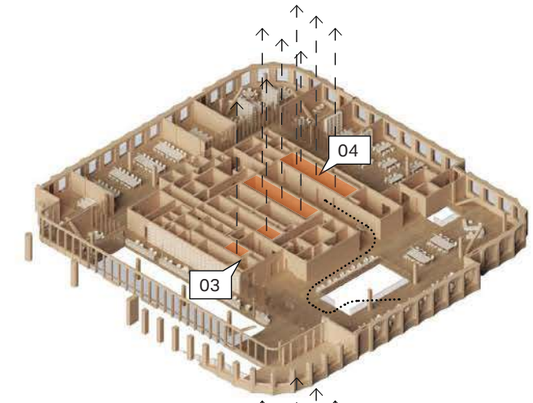
12.3 Tenant Access

The office lobbies are spread across three levels: Ground Floor, Level 01 and Level 02. The lobbies are all publicly accessible from the Ground Floor.

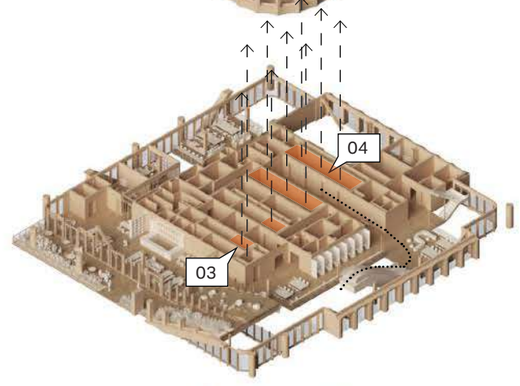
Details of the lobby and reception area will be developed at subsequent stages of the design development. Security barriers between the reception and the main core will provide the separation between public and private access. At least one barrier in each location will include a dedicated opening gate of a width of 1,000mm. Escalators connecting the Ground Floor to Levels 01 and 02 are the main circulation link between levels.

Alternative routes for those unable to negotiate escalators have been proposed, without involving passing through the security gates, by using one of the two lifts provided within the lobby.

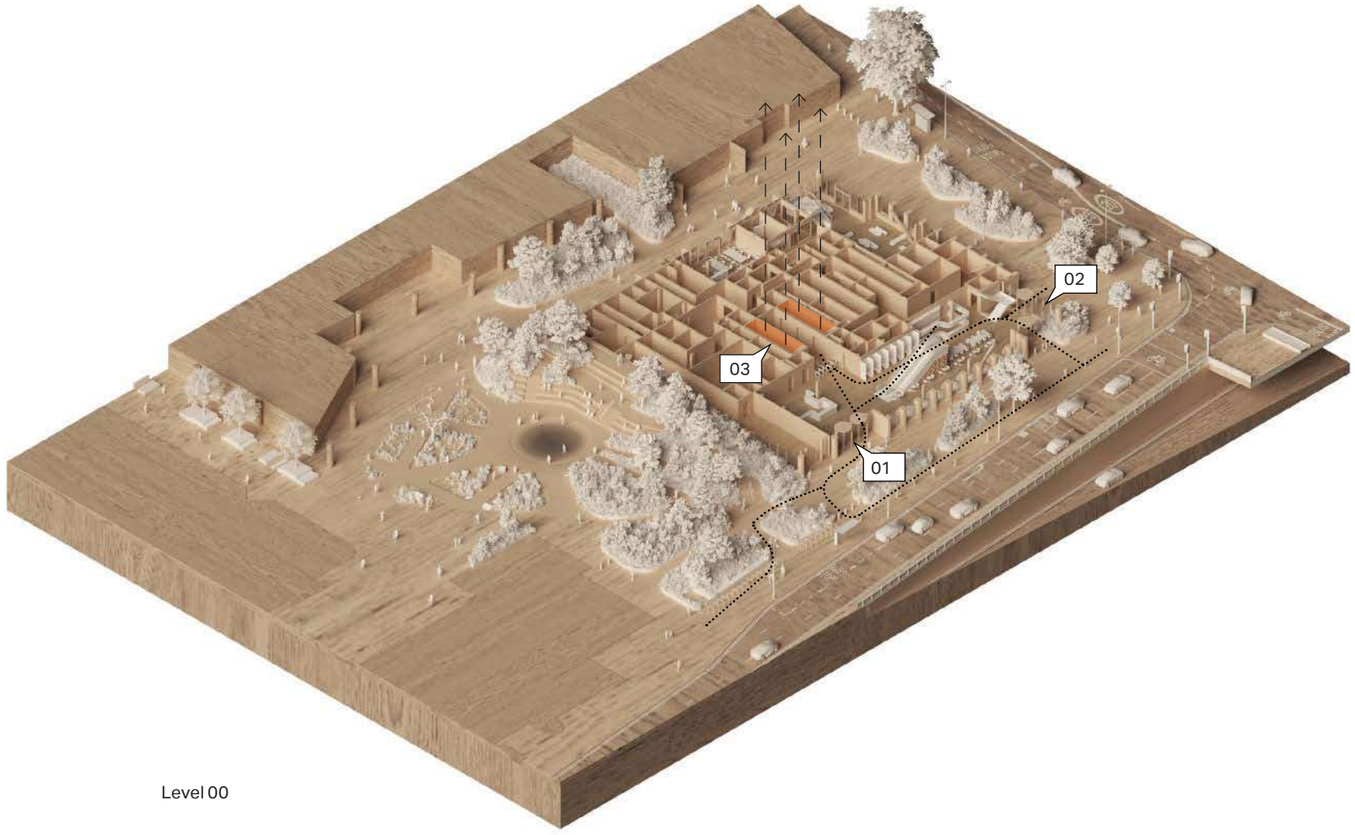
All levels of Euston Tower have clear circulation routes that are step-free and reached from the lobbies on the Ground Floor, Levels 01 and 02 via lifts, escalators or stairs. Corridors to access lifts and WCs within the core will be minimized.



Level 02



Level 01



Level 00

Tenant accessible area

01 South-west entrance - Lobby

02 South-east entrance - Lobby

03 Lift lobby - Lower levels

04 Lift lobby - Mid and upper levels

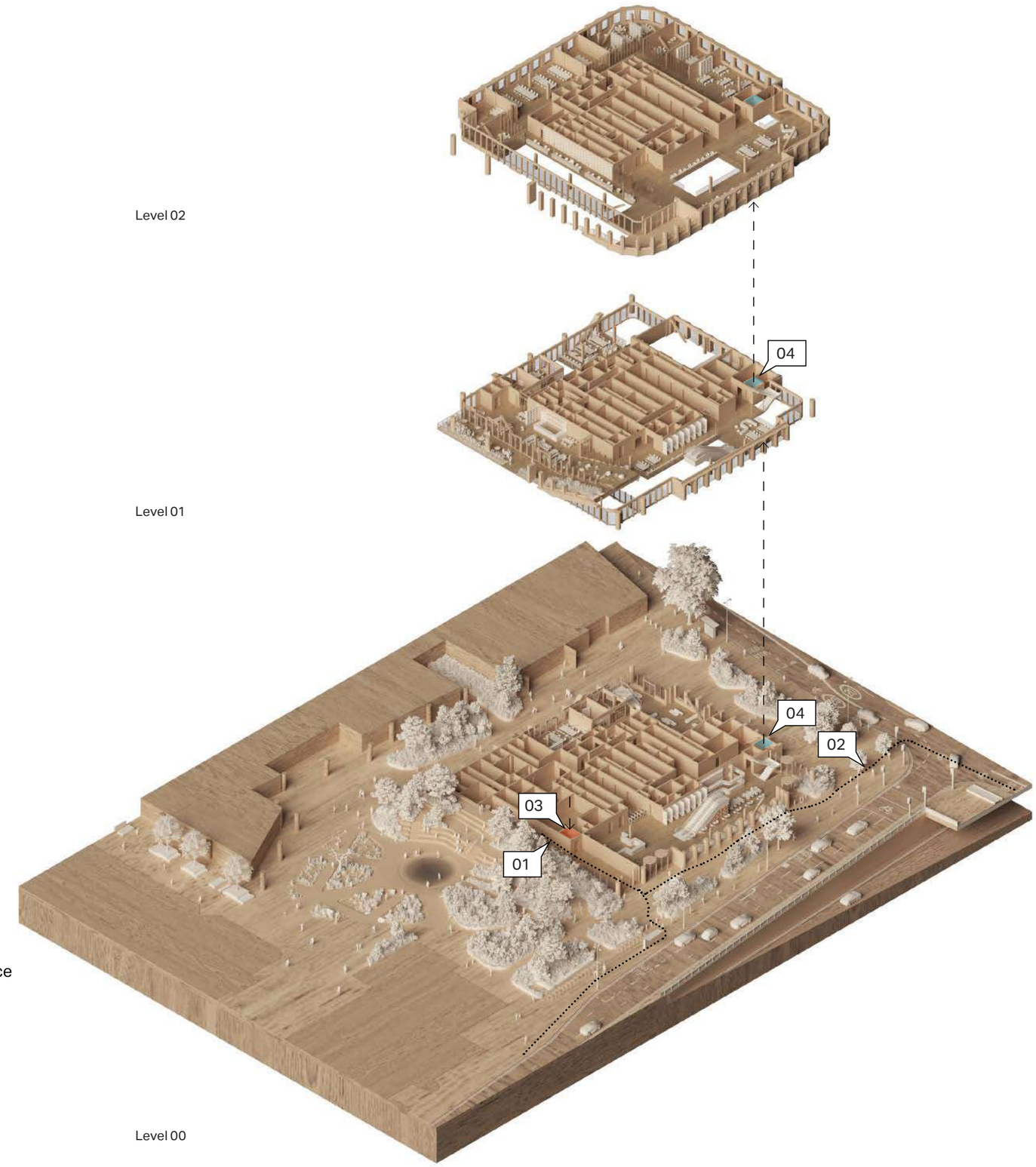
Illustrative View - Entrance lobby

12.4 Cycle Access

A dedicated cycle entrance is proposed on the south-west of the building, equipped with a power operated double sliding door achieving a clear opening width of a minimum 2000mm and when the entrance door is closed it can be opened though a key card or fob. Weather protection will be provided over the entrances by the projecting level above.

Located within the secured cycle entrance lobby a cycle lift provides access between Ground Floor level and the cycle parking and changing facilities at Basement 01. The proposed cycle lift will meet the dimensions recommended by London Cycle Design Standards as a minimum with a lift door opening width of 1m.

Details of the bike stair will be developed at a subsequent stage of design development, however it will be designed to meet Approved Document K (ADK) guidance including, but not limited to, the provision of tonally contrasting handrails, tonally contrasting landing surfaces.



- Bicycle lift access to Basement 01
- Access from Basement 01 to workplace
- 01 Bicycle stair entrance
- 02 Bicycle walking zone
- 03 Bicycle lift to Basement 01
- 04 Podium lift - Basement 01 to L03

Illustrative View - Bicycle stair entrance

12.5 Access Summary

The Proposed Development at this stage demonstrates that a good level of inclusive design will be achieved by the finished scheme, given the constraints of the site.

The key access provisions for the Proposed Development include:

- Incorporation of the principles for inclusive design wherever possible;
- Accessible routes to all connections with local pedestrian routes and public transport;
- Safe spaces and routes for pedestrians and cyclists, segregated from vehicle traffic;
- Accessible cycle parking space for staff and visitors;
- Inclusion of wheelchair-accessible sanitary facilities alongside cycling facilities, and accessed via all reception areas;
- Step-free access to all parts of the buildings, including balconies and roof terraces; and
- Fire evacuation lifts.

Consultation events held in 2024 covered themes around women's safety, physical and mental conditions, and accessibility for young and older people and engaged directly with representative user groups such as Camden Disability Action and Third Age Project.

Please refer to the Statement of Community Involvement Addendum document for further details.

Further details on access can be found in the Access Statement Addendum submitted by David Bonnett Associates in support of this application.

Illustrative View - Interior of the entrance to the 'Neighbourhood Innovation Lab'

Illustrative View - Aerial view over Regent's Place Plaza