



# EUSTON TOWER

Replacement Non-Technical Summary  
December 2024

# Euston Tower

## Environmental Statement

### Replacement Non-Technical Summary

Key Term / Document	Definition
<b>Proposed Amendments</b>	The new design changes to the Proposed Development (submitted under Planning Application Reference: 2023/5240/P).
<b>Amended Proposed Development</b>	The development which considers the details of the Proposed Development and the Proposed Amendments in combination. The Amended Proposed Development reflects the development which planning approval is sought for and which is the subject of this ES Addendum.
<b>The December 2023 Planning Application Site</b>	The area / location within the December 2023 Planning Application boundary as presented within the December 2023 ES and Figure 1.1 of this ES Addendum chapter.
<b>The Site</b>	The amended area within the planning application boundary, as presented in Figure 1.3.
<b>Proposed Development</b>	The scheme submitted, as detailed within the December 2023 ES (submitted under Planning Application Reference: 2023/5240/P).
<b>December 2023 ES</b>	The Planning Application for the scheme submitted in December 2023 was accompanied by an Environmental Statement (ES) (dated December 2023) (herein referred to as the December 2023 ES).
<b>2024 ES Addendum</b>	This ES Addendum to the December 2023 ES that includes such information that is reasonably required to assess the Proposed Amendments to the scheme and determine any change to environmental and socio-economic effects previously presented.
<b>ES Review Report</b>	A document received by the London Borough of Camden's 3 <sup>rd</sup> Patry Reviewer (CBRE) giving a review of the submitted December 2023 ES, initially dated 12 <sup>th</sup> April 2024 ( <b>ES Addendum Volume 3, Appendix: Introduction, Proposed Design Amendments and ES Addendum Approach – Annex 1</b> )

## INTRODUCTION

British Land Property Management Limited (referred to as the 'Applicant') is seeking full (detailed) planning permission for the proposed redevelopment of an area of land located in the London Borough of Camden.

The planning application is for the partial retention of the existing building (including the central core, foundations and basement), and erection of a new commercial-led development incorporating the retained elements to provide a 32-storey mixed-use building. This is to provide high-quality offices and lab-enabled research development spaces to secure this area of London as a world leading centre of science, technology and innovation. The development will also provide retail, café and restaurant space, and Enterprise space on the ground and first floors. There will be external terraces, enhancements to the public realm space including the provision of new publicly accessible steps, and improved cycle storage facilities (referred to as 'The Amended Proposed Development'), as described on **Pages 7 and 8**.

The site of the Amended Proposed Development (referred to as the 'site' in this report) is located immediately west of Hampstead Road and north of Euston Road (A501) as shown on **Page 3**.

The Applicant submitted a planning application for the site which was accompanied by an Environmental Statement in December 2023. Following the submission of this planning application a number of design changes (referred to as the 'Proposed Amendments') have been made, including simplifying and adjustments to the design of the tower, to the accessibility of public space on the ground and first floors, changes to podium levels and layout as well as other minor changes. The Proposed Amendments have been addressed in an Environmental Statement Addendum. The Environmental Statement submitted alongside the December 2023 Planning Application and the 2024 Environmental Statement Addendum together form the 'Environmental Impact Assessment' in support of the re-development of the site.

This Non-Technical Summary presents the Proposed Development as revised by the Proposed Amendments, as well as the mitigation and likely effects presented within the December 2023 Environmental Statement and the 2024 Environmental Statement Addendum and replaces the non-technical summary submitted in December 2023.

## Purpose of the Environmental Impact Assessment and Non-Technical Summary

Environmental Impact Assessment is a process that allows the significant beneficial and adverse (positive and negative) effects of certain projects on the environment to be identified and reported upon. This is required by law and helps the local authority (in this case, the London Borough of Camden (LBC)) to understand the significant environmental effects of a new development when they make their decision on whether to grant planning permission. Measures to protect the environment, otherwise known as 'mitigation measures', are also identified as part of the Environmental Impact Assessment process.

Trium Environmental Consulting LLP, with the input of technical specialists in their relevant environmental fields, has undertaken the Environmental Impact Assessment for the Proposed Development and the Proposed Amendments, and has prepared the Environmental Statement, an Environmental Statement Addendum and this Non-Technical Summary document.

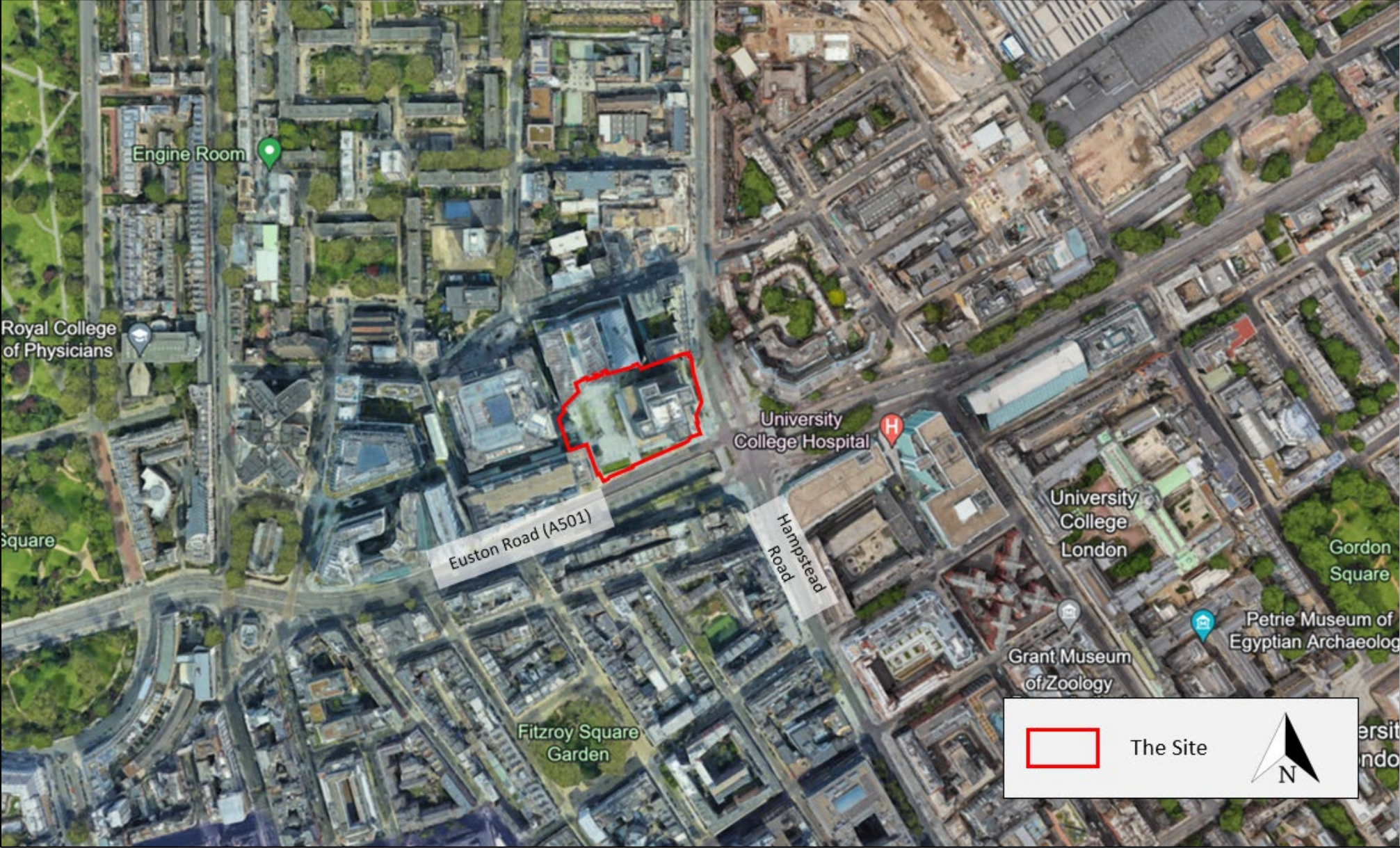
The Environmental Statement is made up of a number of technical documents and so the purpose of this Non-Technical Summary is to provide an overview of the Environmental Statement in non-technical language.

*The Environmental Impact Assessment supports a planning application that has been submitted for the Proposed Development. The Environmental Statement and this Non-Technical Summary document is available for viewing on [London Borough of Camden Planning Portal](#). Comments on the planning application can be provided online or forwarded to: [planning@camden.gov.uk](mailto:planning@camden.gov.uk) or via post to the case officer at: Development Management, Camden Council, 5 Pancras Square, London, NC1 4AG.*

*Electronic Copies of this Non-Technical Summary, the Environmental Statement and the ES Addendum are available free of charge and can be provided via a downloadable file provided by email. Printed copies of the Environmental Statement, ES Addendum and NTS would incur a printing and postage charge. For further details, please contact [hello@triumenv.co.uk](mailto:hello@triumenv.co.uk) with reference in the email header of "Environmental Statement Request – Euston Tower" or Tel: +44 (0) 203 887 7118.*



The below figure shows the location of the site in the context of the surrounding area.





The red line boundary plan (below) illustrates the area in which planning permission for the Amended Proposed Development is sought by the Applicant.



## Site Description

The site is largely square in shape and covers a total area of 0.79 hectares, centred on National Grid Reference TQ 29192 82354, located within the administrative boundary of the London Borough of Camden.

The site is bound to the north by residential and commercial properties, by Hampstead Road to the east, to the south by Euston Road (A501) and the remainder of the Regent's Place Campus to the north and west.

The current site comprises the ground plus 36-storey Euston Tower and Regent's Place Plaza, a pedestrianised area within Regent's Place. The ground floor of Euston Tower includes operational commercial properties, including cafes and shops, with vacant office floorspace on the floors above. The existing basement within Euston Tower provides 102 car parking spaces and 200 cycle spaces.

The below figures show the existing building on-site, and the surrounding public realm (Regent's Place Plaza) located to the west of the site.

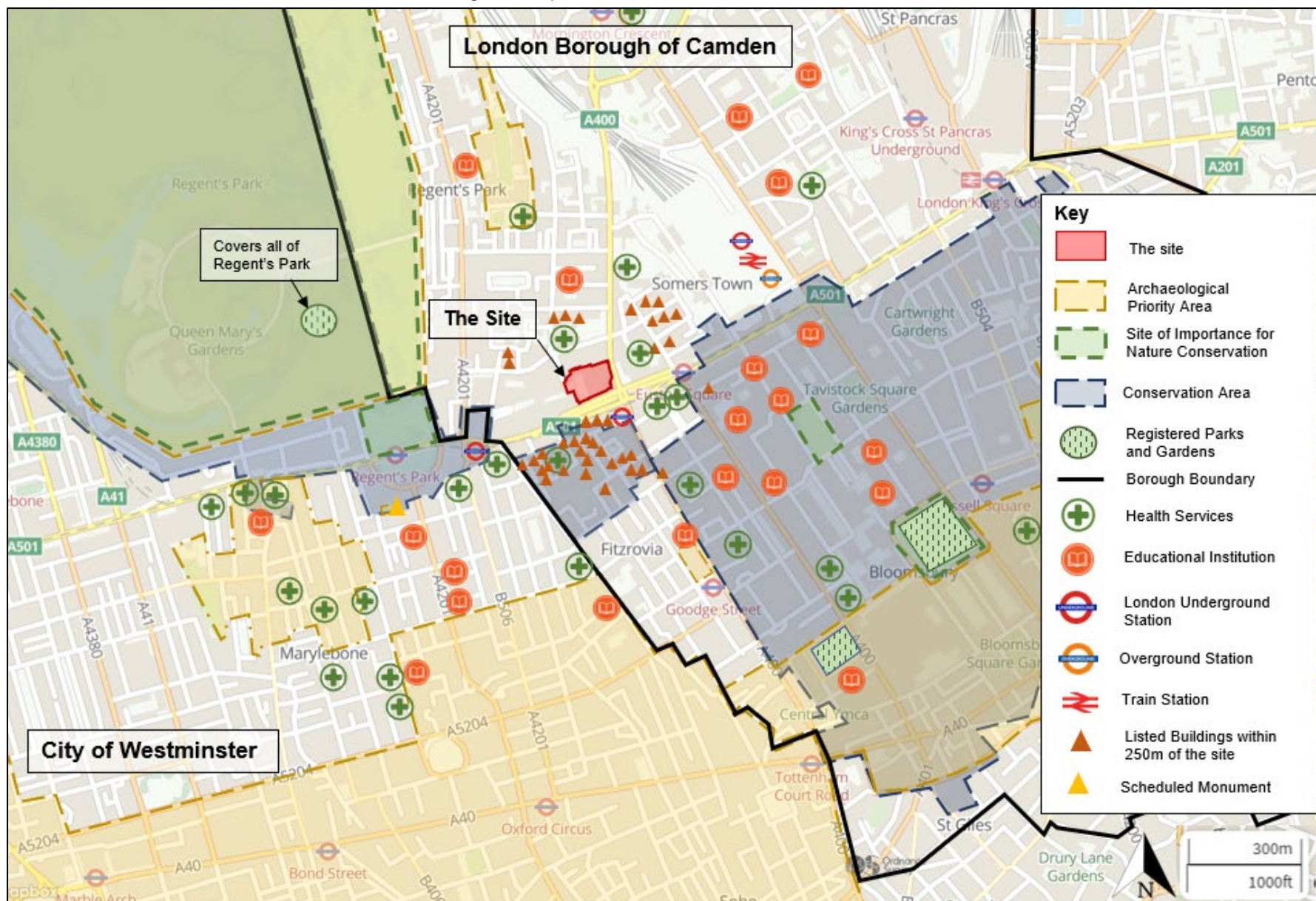


To read more detail about the site, the legislative requirements for an Environmental Impact Assessment and relevant guidance and planning policy, see **ES Volume 1, Chapter 1: Introduction, ES Volume 1, Chapter 2: EIA Methodology** and the [Town and Country Planning \(Environmental Impact Assessment\) Regulations](#).



## Environmental and Local Context

The environmental context of the site and surrounding area is presented below.



To read more detail about the environmental context of the site, see *ES Volume 1, Chapter 3: Alternatives and Design Evolution*

## AMENDED PROPOSED DEVELOPMENT

The Amended Proposed Development consists of the redevelopment of Euston Tower, including the partial retention (retention of the existing core, foundations and basement), disassembly, reuse and extension of the existing building.

The Amended Proposed Development comprises an office-led, mixed-use building consisting of ground plus 32 storey building with a four-storey podium and two basement levels (a maximum depth of -8.06m below ground level). The highest part of the Amended Proposed Development will reach a maximum height of 153.3m above ordnance datum (AOD). The tower provides office and research and development floorspace. Retail, café and restaurant space and Enterprise is also provided at ground, and first floor levels, alongside associated external terraces. The Amended Proposed Development also provides public realm enhancements for Regent's Place Plaza, including new landscaping, and the provision of new publicly accessible steps and ramps.

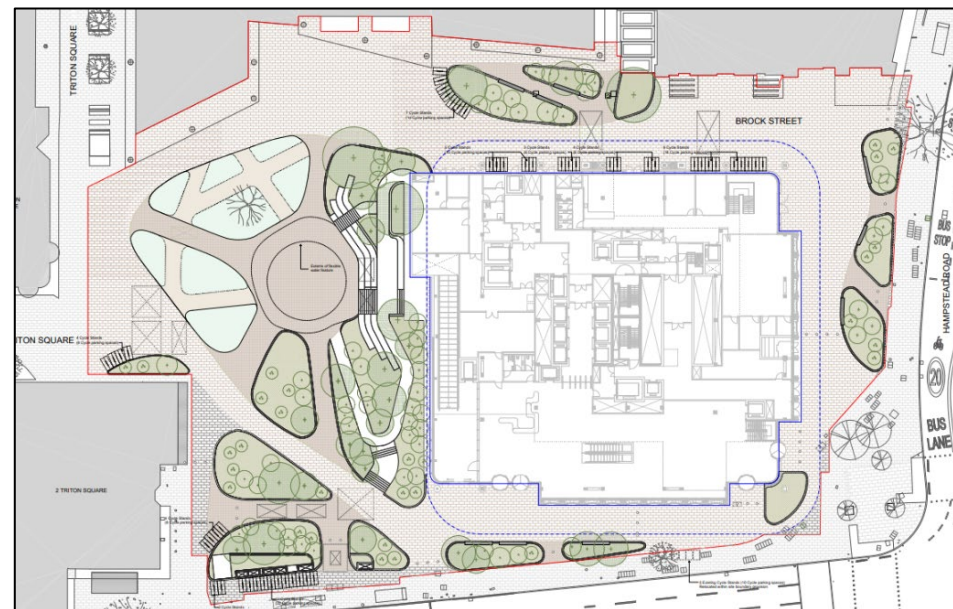
The Amended Proposed Development will provide a total floorspace of 79,825m<sup>2</sup> Gross Internal Area.

### Layout

The Amended Proposed Development consists of a 32-storey tower located towards the eastern side of the site, with Regent's Place Plaza to the west and additional areas of landscaping provided to the north, east and south of the building at ground level and across the six podium levels. There are two levels of basement, the first of which covers the majority of the site area, beneath both the building and Regent's Place Plaza. The second level of basement occupies a smaller footprint below the existing and accommodates a water tank and plant room.

The two basement levels accommodate lobby, ancillary space for commercial/community use, as well as plant space and cycle parking. Ground level, Level 01 and Level 02 comprise of lobby space, flexible commercial / community uses, alongside two outdoor terraces on Levels 01 and 02. Levels 03 to 05 are also located within the podium and comprise office and lab-enabled spaces. The remaining Levels 06 to 11 will provide specialist lab-enabled floorspace and Level 12 to 30 comprises flexible office space. The Amended Proposed Development also includes plant facilities located on Levels 30 and 31.

*The figure below shows the ground floor layout of the Amended Proposed Development with landscaping located to the west of the building.*



### Public Realm, Amenity Space and Landscaping

The Amended Proposed Development will make significant public realm improvements to the site and its immediate context, including Regent's Place Plaza. The majority of the site will be publicly accessible with entrances at all sides of the building, including new publicly accessible steps and ramp. The Amended Proposed Development is car-free with the exception of two blue-badge parking spaces that are accessible via a shared car/cycle ramp from Drummond Street. Cycle storage facilities are proposed to provide approximately 890 long-stay spaces, within the basement, and 100 short-stay spaces, within the public realm. The proposals include a wide range of landscaping features including planting beds of both native and non-native species, tree planting, seating, and a shallow waterplay feature will be incorporated into Regent's Place Plaza. The planting scheme, located at ground level, consists of woodland, grassland, heathland, and wetland ecosystems. Furthermore, areas of planting are also located at Levels 02, 03, 06, 11, 20, 23 and 26, comprising a variety of native and non-native heathland species, as well as a biodiverse green roof on Level 32. Double height amenity spaces for recreation and socialising are located at Levels 11 to 12, 20 to 21, 23 to 24 and 26 to 27 for use by future tenants.







## CONSTRUCTION

### Timing of the Construction Works

Construction of the Amended Proposed Development is anticipated to be undertaken over approximately 64-months. The target commencement of the deconstruction works on site is Quarter 4 2025, with the Amended Proposed Development due to be complete and operational by Quarter 1 2031.

### Construction Activities

The Amended Proposed Development is targeting the best in class sustainability credentials. To reduce waste and whole life carbon emissions, the Amended Proposed Development retains a large proportion of the existing building, where it is technically and feasibly possible to do so.

Several options for existing building retention were considered, and it was found that the most favourable option from a whole life carbon perspective which delivers on the vision for the Amended Proposed Development option was to retain the central concrete core, the existing building foundations, and basement walls (to the east and south). This results in the retention of 31% of the existing structure. The remaining elements of the existing building, are generally outdated, no longer performing, do not meet current regulations, and/or are not readily adaptable to suit modern requirements.

To read more about the deconstruction and construction works, see **ES Volume 1, Chapter 5: Deconstruction and Construction** in conjunction with **ES Addendum Volume 1, Chapter 1: Introduction, Proposed Design Amendments and ES Addendum Approach**.

The construction activities will comprise the following phases:

- Deconstruction of existing 36 storey tower from the top-down, with the central core and existing foundations retained;
- Enabling works for substructure, including the excavation of a small area for buried tanks below the existing basement slab, new foundations and new raft beyond the existing basement slab;
- Superstructure of steel frame with in-situ composite metal deck;
- Envelope comprising cladding panels; and
- Fit out, through to completion.

Typical construction plant and equipment to be used will include excavators, tower cranes, platform hoists, generators, lorries, scaffolding, pumps, cutters and drills.

Construction activities and deliveries will be carried out Monday to Friday 08:00-18:00 and between 08:00 and 13:00 on Saturdays with no working on Sunday or Bank Holidays. Should the need arise to alter the above hours, prior approval for specific works will be sought from London Borough of Camden.

The three main routes during deconstruction and construction will be Euston Road, Hampstead Road and Drummond Street / Longford Road into the basement. There will be bus stop relocation of the northbound bus to the north for 18 months, during the enabling works for substructure phase. The main pedestrian access to the works will be the footpath to the north of Euston Road.





## ALTERNATIVES & DESIGN EVOLUTION

The extent to which consideration has been given to alternative sites, the option of not developing the site, and the design evolution process that has taken place is reported in the Environmental Statement. The design of the Proposed Development and the Proposed Amendments have been influenced by various environmental studies and discussions/feedback received from various stakeholders. Both the Environmental Statement and the Design and Access Statement submitted with the planning application explain this process in more detail, with a summary below.

### Do Nothing / No Development Alternative

The Do-Nothing / No Development Alternative refers to an option of leaving the site in its current state, with the existing building remaining present. The building has been largely vacant since 2021 and the office floors have been stripped out. The office floors, which comprise the vast majority of the floorspace in the existing building, are considered to be inadequate for the desired purpose. A feasibility study in relation to the potential to re-use the existing building further concluded that the cost of upgrades required for continued office use and the quality of the floorspace that could be delivered within the existing floorplates and heights would make viability challenging, and the resulting product would be compromised in the leasing market.

At present, the existing building remains largely unused; and therefore there is an opportunity to redevelop the site to provide a leading science, technology and innovation building. It delivers significant planning, public, energy efficiency and ecological benefits by comparison to the existing building, and as such the Do Nothing / No Development alternative was not considered further.

### Alternative Sites

No alternative sites were considered. The site is deemed an appropriate location for the redevelopment of an office-led, lab-enabled commercial scheme given it is situated within The Knowledge Quarter Innovation District ('KQID'). The KQID is home to world-class clusters of scientific and knowledge-based institutions and companies specialising in life-sciences, data and technology and creative industries.

## Alternative Designs and Design Evolution

Initial design considerations, design brief and the framework principles have guided the evolution of the Proposed Development. No entirely alternative designs have been developed which differ from the starting framework principles, however the design of the Proposed Development has emerged and evolved in response to feedback from the pre-application consultation process (both in terms of the public consultation process and the pre-application discussions) as well as design development, and input in relation to the technical and environmental design aspects of the scheme.

### Important Design Considerations

- **Townscape and Visual:** the London View Management Framework (LVMF) viewing corridors in which the site can be seen from key points across the city, provided the visual context which limited the height and massing of the Proposed Development;
- **Daylight, Sunlight and Overshadowing:** design evolution introduced measures to ensure the Proposed Development maximises sky visibility and access to daylight and sunlight to the neighbouring properties;
- **Wind Microclimate:** the wind microclimate both within and surrounding the site was considered throughout the design evolution. Utilising both Wind Tunnel Testing and Computational Fluid Dynamics, the wind engineers have worked collaboratively with the architects to design architectural elements and calmer wind conditions; and
- **Air Quality:** design principles to reduce exposure to air pollution and improve air quality have been considered and incorporated into the design of the Proposed Development.

### Consultation

The design of the Proposed Development has evolved in response to consultation with the London Borough of Camden, other statutory consultees, and the community. Of note, principal matters raised included:

- Development of a scheme which is adaptable to future needs without the need for extensive demolition;
- Ensuring a balance between a robust building with a strong base and encroachment into the public realm as a result of the increased building size;

- Reflection of the surroundings as influences for the façade treatment and colour palette and detailed consideration of the townscape impacts;
- Supportive of the landscape-led approach and maximising green spaces within the public realm and ensure these spaces are fully accessible to all;
- Reflecting the lower-level landscaping at the upper levels;
- Encouraging material reuse and securing ambitious sustainability goals through the planning process and managing embodied carbon through detailed studies; and
- Support the relationship between the building and the public realm through microclimate analysis.

## Design Evolution

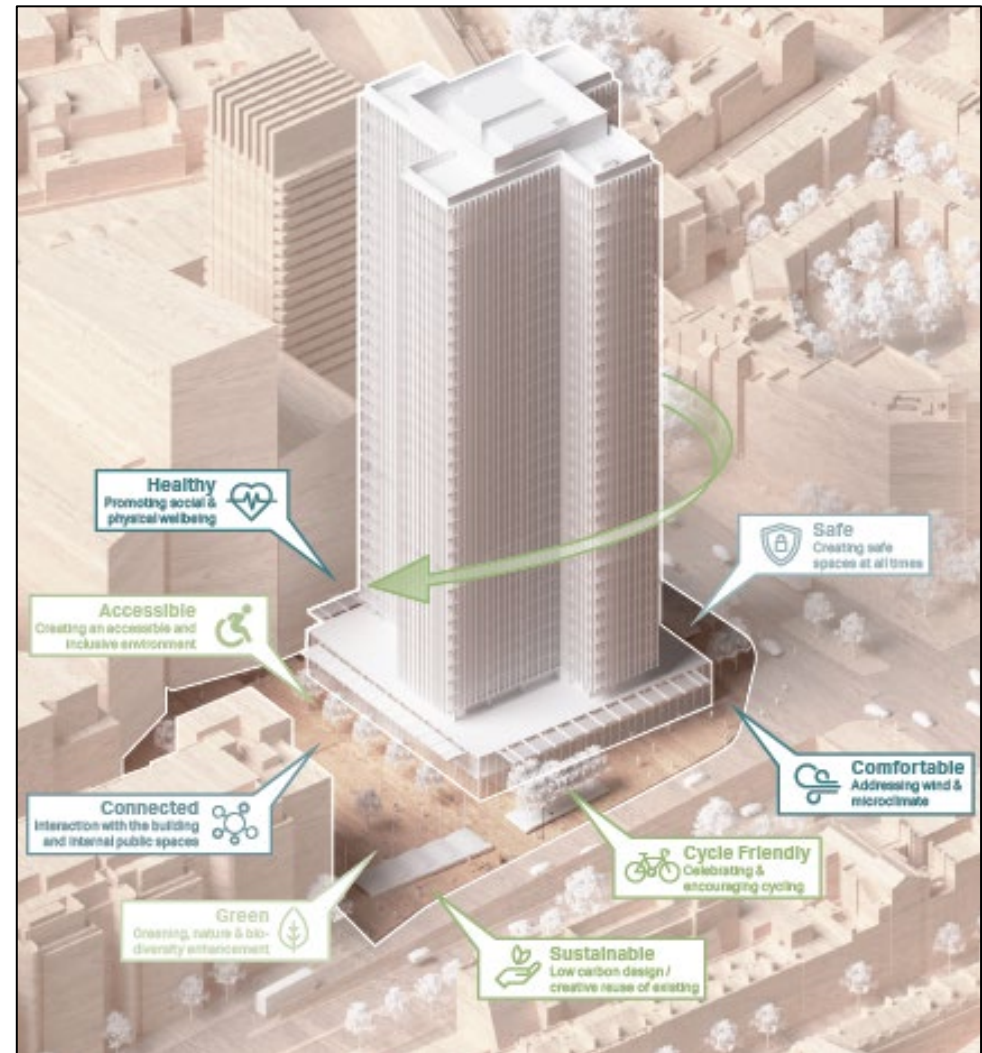
A series of studies considered various options for ‘alternative uses’ for the existing tower, including commercial uses, residential, student accommodation, hotel use, as well as combinations of these uses. It was determined that a commercial scheme was the most suitable use, given it aligns with the current policy allocation, and provides the best opportunity to retain and reuse the existing building.

As described on **Page 10**, an exercise to consider the potential for retaining and refurbishing the existing building was undertaken. Following a review of these options, it was determined that retention of the central core, foundation and basement was the optimal solution – this would retain embodied carbon in the existing building and minimise the operational carbon in the future life of the building whilst also providing a building which was fit for purpose.

The Proposed Development evolved in response to the key environmental issues and pre- and post-application consultation as set out above. The main changes included:

- Expanding the existing ‘pinwheel’ floor plate to increase usability;
- Reduction of the proposed massing of the tower and podium to minimise impact on the London View Management Framework viewing corridor;
- Tapering the massing of the tower and increasing the setback of the building edge along Hampstead Road to minimise daylight and sunlight impacts to the neighbouring residents;

- Breathing Spines were introduced at the junction of each quadrant to reflect the vertical louvres that signify the integrated ventilation strategy in the façade;
- Introduction of a main entrance to the public area at the north-east corner along Hampstead Road. The façades of the podium and tower were also pushed to provide more public realm space at this public corner; and
- Inclusion of podium overhangs and ground floor setbacks to disrupt down drafting and create a sheltered public realm underneath.





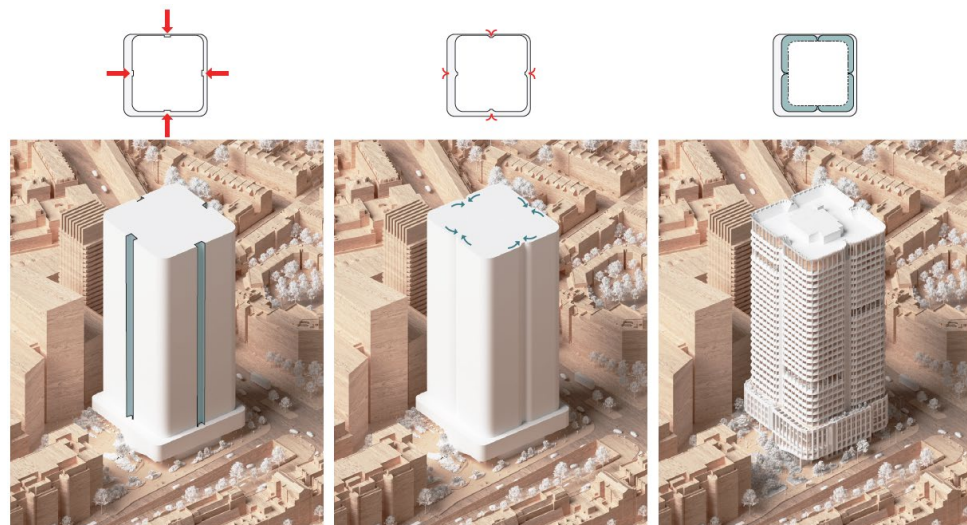
## Post-Application Design Evolution

Since the submission of the December 2023 Planning Application the Proposed Development has since been revised in response to feedback from Officers at the London Borough of Camden, local stakeholders and residents. The design evolution was heavily influenced by the urban area surrounding the site, and exterior views of the building. A number of design changes were developed, these comprise:

- Changes in façade design to have horizontal and vertical elements which natural ventilation can occur through. Design changes to the uppermost portion of a building so that the building is perceived the same from all angles.
- Adjusted proposed massing of the tower and podium to create a simpler, rectangular form with rounded corners, to reduce the perceived width of the tower and minimising impact on the London View Management Framework viewing corridor;
- The number of podium levels have been increased to six, with increased ground floor open space area, and adjusted layout of the lobby escalator and stair space to be more space efficient, as well as adjusted public space layout in the Enterprise Space (hybrid affordable workspace / neighbourhood lab) following public consultation feedback;
- Breathing spines are pushed inwards to separate the tower into four quadrants;
- Four double height amenities have been relocated relative to their previous quadrants/levels;
- Amendment to façade design, to respond to surrounding context and adjacent buildings along Tottenham Court Road;
- Minor updates have been made to the design and location of planters and trees in the public realm; and
- End of trip facilities entrance and access has been adjusted from a ramp to a bicycle stair and lift. External access remains from the south-west corner of the ground floor.

To read more about the design evolution of Proposed Development and the Proposed Amendments, see *ES Volume 1, Chapter 3: Alternatives and Design Evolution* in conjunction with *ES Addendum Volume 1, Chapter 1: Introduction, Proposed Design Amendments and ES Addendum*

The figure below shows the massing and façade evolution, between the Proposed Development as submitted in December 2023 (left) compared to the amended Proposed Development (right)



## ASSESSMENT METHODOLOGY

### Scoping

One of the first stages of the Environmental Impact Assessment process is referred to as 'Scoping'. Scoping identifies the environmental topic areas which have the potential at that stage to result in significant effects, and therefore should be investigated further as part of the next stage of the Environmental Impact Assessment process.

As part of the 'Scoping' process, Trium Environmental Consulting LLP prepared a 'Scoping Report' which explained the proposed approach to the Environmental Impact Assessment. This was issued to the London Borough of Camden on the 4 August 2023.

The EIA Scoping Report outlined the proposal for redevelopment, the proposed scope of the ES and likely significant environmental effects to be considered, topics where significant effects were not considered to be likely (and as such 'scoped out' of the ES), the methodology for assessment, and a list of cumulative schemes to be assessed for effects in combination with the development proposals.

The Scoping process identified that the following topics had the potential to result in significant environmental effects and therefore were scoped into the Environment Impact Assessment: Deconstruction and Construction; Socio-Economics; Traffic and Transport; Air Quality; Noise and Vibration; Daylight, Sunlight, Overshadowing and Solar Glare; Wind Microclimate; Climate Change and Greenhouse Gases; and Townscape, Visual and Built Heritage.

All other environmental topics did not need to be assessed within the Environmental Impact Assessment as there was either no likelihood for significant effects, or, where there was, suitable mitigation and control measures could be committed to at the scoping stage to ensure there would be no likely significant effects.

The London Borough of Camden issued their opinion (also known as a 'Scoping Opinion') in November 2023. The Scoping Opinion confirmed agreement of the topics to be 'scoped in' to the Environmental Statement. The Environmental Statement has been prepared with due regard and accordance with the agreed scope.

*To read more detail about the assessment methodology, see ES Volume 1, Chapter 2: EIA Methodology in conjunction with ES Addendum Volume 1, Chapter 1: Introduction, Proposed Design Amendments and ES Addendum Approach.*

## Impact Assessment Methodology

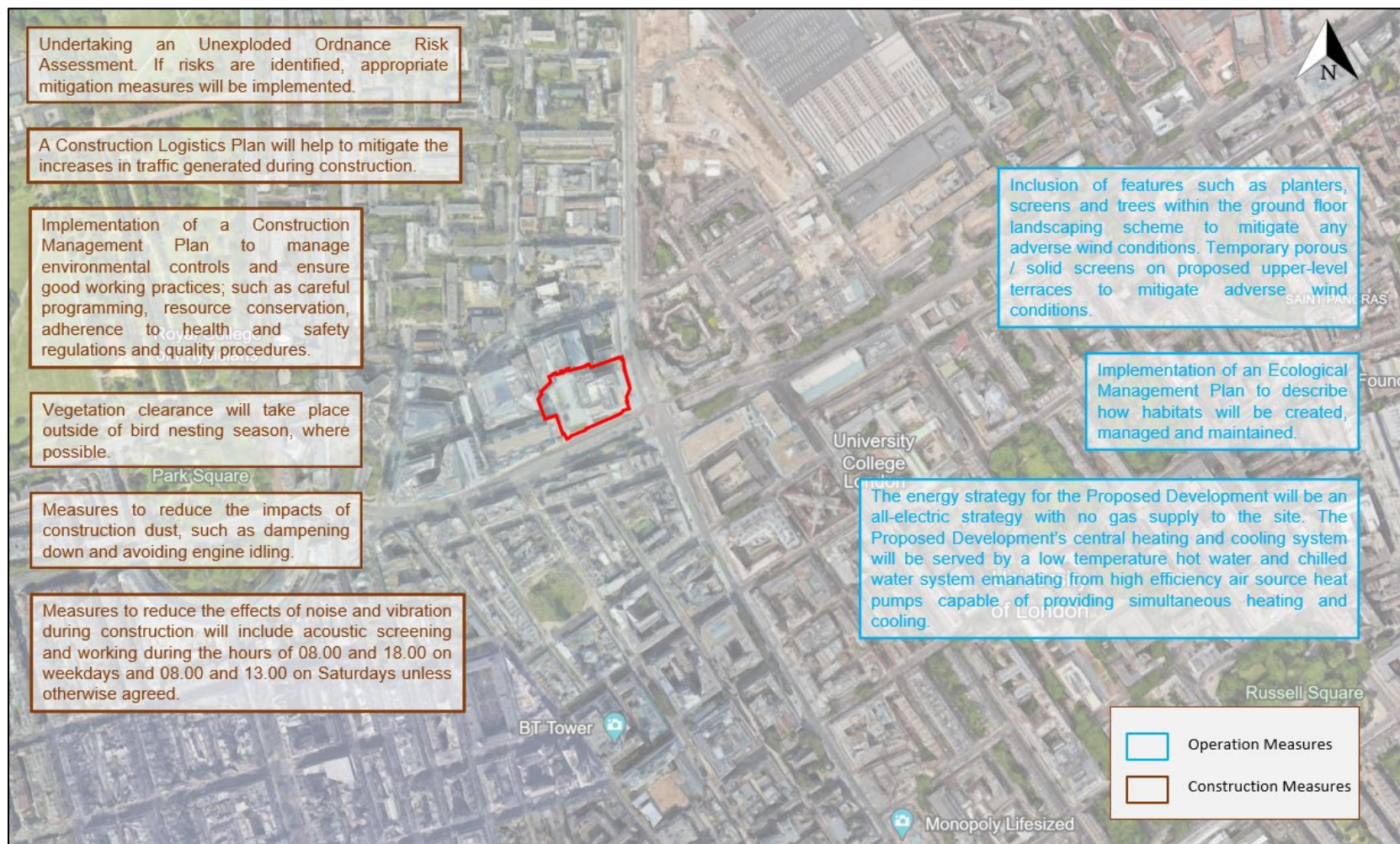
The Environmental Impact Assessment process is undertaken in a number of stages, with each technical topic assessment following the same process, as shown in the image below. Potential environmental effects have been predicted using desk studies, surveys, computer modelling and professional judgement, as set out within the assessment methodology section of each technical assessment within Volume 1 (the main report) and ES Volume 2 (the 'Built Heritage, Townscape and Visual Assessment') of the Environmental Statement.





## ENVIRONMENTAL IMPACT ASSESSMENT

The EIA process has assessed the *potential (or likelihood)* for significant environmental effects, and where relevant and possible, has committed to mitigation to reduce or eliminate adverse (i.e., negative) effects. The figure below sets out some of the key measures that will be put in place to avoid, prevent, reduce or if possible, offset the potential effects that could arise (i.e. mitigation measures). The figure below presents mitigation measures that can be secured via planning conditions or obligations. Measures that are embedded into the Amended Proposed Development's design are largely not included in the below, as these will be secured via the granting of the planning application.



To read more detail about the mitigation proposed, see **ES Volume 1, Chapter 15: Environmental Management, Mitigation and Monitoring Schedule** in conjunction with **ES Addendum Volume 1, Chapter 13: Summary and Conclusions**.

## LIKELY SIGNIFICANT EFFECTS

### Deconstruction and Construction Effects

#### *Townscape and Visual*

The deconstruction and construction works associated with the Amended Proposed Development will temporarily alter the townscape and views of the site and surrounding area. This temporary state is a common consequence of building activity in London, and whilst hoarding will be erected around the site to provide some screening of construction activities, given the scale of the Amended Proposed Development some **temporary Significant Adverse** impacts on the area immediately surrounding the site are anticipated including:

- Townscape Character Area 1: Euston Road;
- Townscape Character Area 4: Drummond Street; and
- Townscape Character Area 6: Fitzroy Square;
- Views from Regent's Park;
- Views from Hampstead Road;
- Views from Drummond Street;
- Views from Euston Road;
- Views from Fitzroy Square; and
- Views from Tottenham Court Road.

Following the environmental monitoring and mitigation measures identified above, no further likely significant effects are anticipated during the deconstruction and construction phase.

## Completed Development Effects

### *Townscape and Visual*

The Amended Proposed Development has been carefully designed to reflect the architecture and colour palette of other key features within Camden, whilst also creating a new landmark building. The creation of a new area of public realm combined with the positioning of the building to better complement key visual features such as the BT Tower and protected views and activated uses at ground level positively contribute to the experience around the site.

Consequently, the following **Significant Beneficial** effects have been identified:

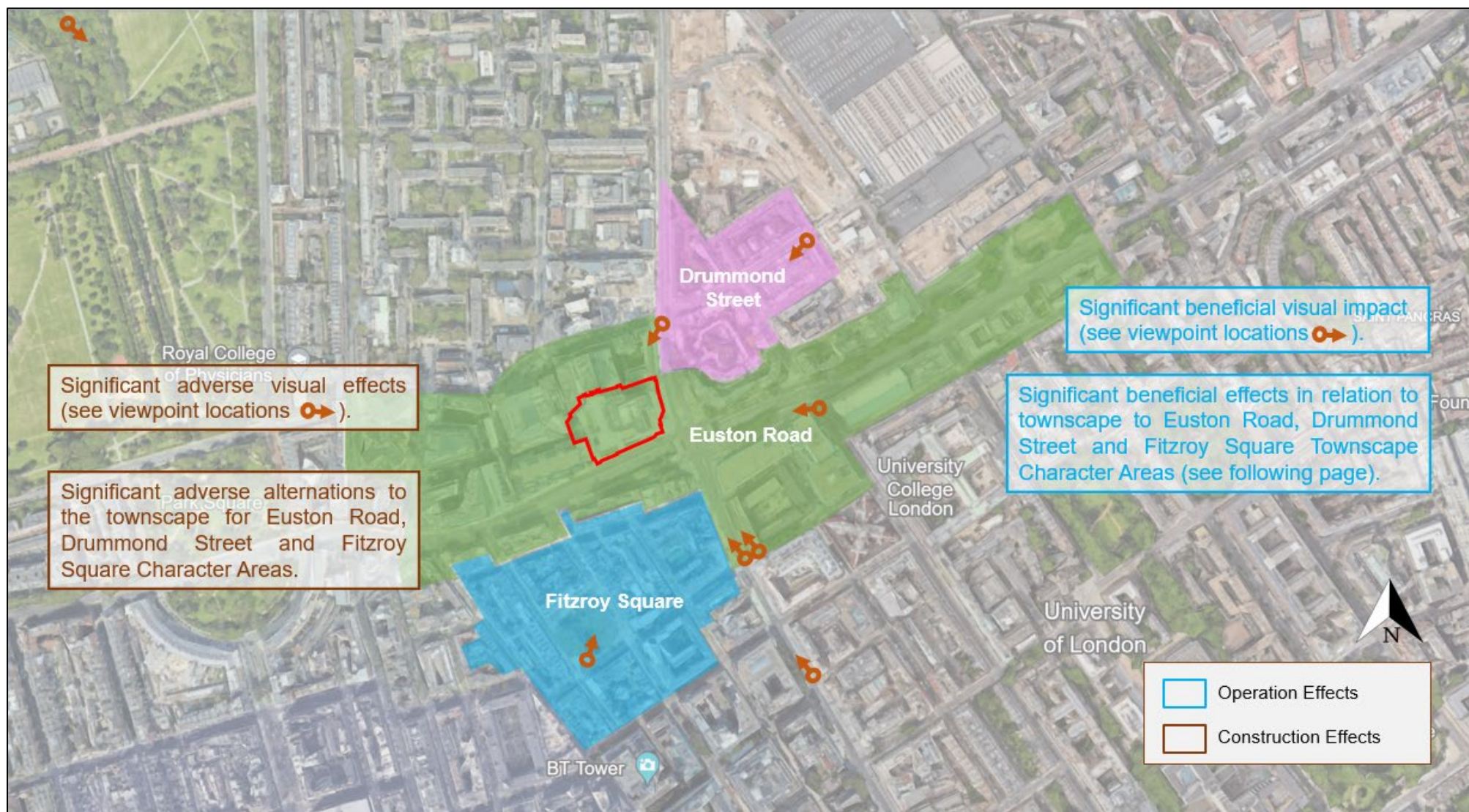
- Townscape Character Area 1: Euston Road;
- Townscape Character Area 4: Drummond Street;
- Townscape Character Area 6: Fitzroy Square;
- Views from Regent's Park;
- Views from Hampstead Road;
- Views from Drummond Street;
- Views from Euston Road;
- Views from Fitzroy Square; and
- Views from Tottenham Court Road.

*To read more detail about likely significant effects, see ES Volume 1, Chapter 14: Likely Significant Effects in conjunction with ES Addendum Volume 1, Chapter 13: Summary and Conclusions.*



## LIKELY SIGNIFICANT EFFECTS

Following the implementation of mitigation, the figure below summarises the conclusions of the Environmental Impact Assessment with regards to the likely significant effects of the Amended Proposed Development on the environment.





## CUMULATIVE EFFECTS ASSESSMENT

Development projects of a certain scale within the surrounding area that are not yet built (e.g., are consented or being considered for approval by the local authority) have been considered to understand the potential impact of the Amended Proposed Development in combination with these schemes ('cumulative schemes').

- Land to the North of the British Library (2022/1041/P);
- Central Somers Town (2015/2704/P);
- Eastman Dental Hospital (2018/5715/P);
- Royal National Throat, Nose and Ear Hospital (2020/5593/P);
- 247 Tottenham Court Road (2020/3583/P);
- Network Building (2020/5624/P); and
- Belgrove House (2020/3881/P).

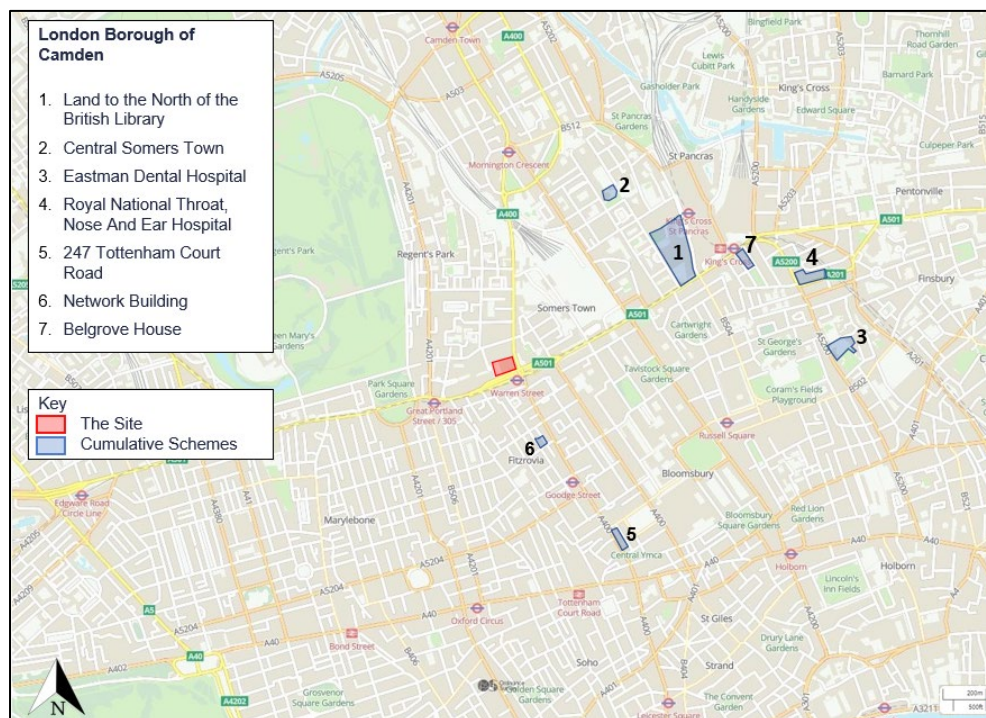
In addition to the above schemes, the construction phase of High Speed Rail 2 Phase 1 has also been considered as relevant.

The potential effects of the Amended Proposed Development in combination with 'cumulative schemes' has been considered to understand the potential 'cumulative effects'. The Environmental Impact Assessment identified no likely significant cumulative effects additional to the main assessment of the likely significant effects in connection with the Amended Proposed Development.

## EFFECT INTERACTIONS

In-combination effects / effect interactions are the result of interactions of effects arising as a result of the Amended Proposed Development on an individual receptor. During the deconstruction and construction of the Amended Proposed Development, there is the potential for a significant adverse effect interaction associated with pedestrian delay and visual amenity upon pedestrians along Hampstead Road and Euston Road. The significant adverse effect interaction will be temporary in nature and will be mitigated where possible, for example, through measures set out the Construction Management Plan such as timed deliveries and clear signage, which will aim to minimise disruption and ensure there are no adverse impacts on pedestrians.

*To read more detail about effect interactions, see ES Volume 1, Chapter 15: Effect Interactions in conjunction with ES Addendum Volume 1, Chapter 13: Summary and Conclusions.*





## CONCLUSIONS

The Environmental Impact Assessment has established that the Proposed Development would result in the following likely significant effects:

- Temporary **Significant Adverse** effects with regards to alterations to the townscape setting during the deconstruction and construction works on Euston Road, Drummond Street, and Fitzroy Townscape Character Areas;
- Temporary **Significant Adverse** effects relating to visual changes at various viewpoints in connection with the deconstruction and construction of the Proposed Development;
- Once completed and operational, the Proposed Development would likely result in **Significant Beneficial** effects relating to the enhancement of townscape for Euston Road, Drummond Street and Fitzroy Square Townscape Character Areas;
- Once completed and operational, the Proposed Development would likely result in **Significant Beneficial** effects relating to visual changes at various viewpoints;
- A temporary **Significant Adverse** effect interaction has been identified associated with pedestrian delay and visual amenity on pedestrians along Hampstead Road and Euston Road during deconstruction and construction of the Proposed Development only.

