

Indicative view from Regent's Place Plaza

Reimagining Euston Tower

Summary of proposals



Community engagement and co-design

p6



Our vision is to create a world leading science, technology, and innovation building and public realm for Camden and the Knowledge Quarter that inspires, connects and creates opportunities for local people and businesses.

The future Euston Tower will deliver:



A greener all-electric building fit for the future



Helping to meet Camden's housing needs through a £27 million contribution to affordable housing



Pioneering workspaces for businesses of all sizes to accelerate the success of the Knowledge Quarter



Safe, connected, and fun public spaces at Regent's Place



A variety of employment opportunities including 160 apprenticeships and 70 jobs for local people

Design evolution

p8



Delivering benefits for the local community and Camden

p12



A building fit for the future

Euston Tower is a disused building, completed in 1970 and vacant since 2021. Located within Regent's Place, Euston Tower sits within the area north of Euston Road, from Hampstead Road to Osnaburgh Street that is owned and managed by British Land.

We are reimagining 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.

Guiding our approach is a commitment to minimise the development's impact on the environment to ensure that it is fit for the future through partial deconstruction, and a pioneering approach to recycling and use of low carbon materials.



You can find out more on our consultation website at eustontower.co.uk

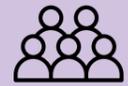
Email us at info@eustontower.co.uk



Indicative view from Hampstead Road

Engaging the community at every stage of design

Since 2022:



+600

individuals engaged



93

separate meetings with political and community stakeholders



210,757

social media impressions



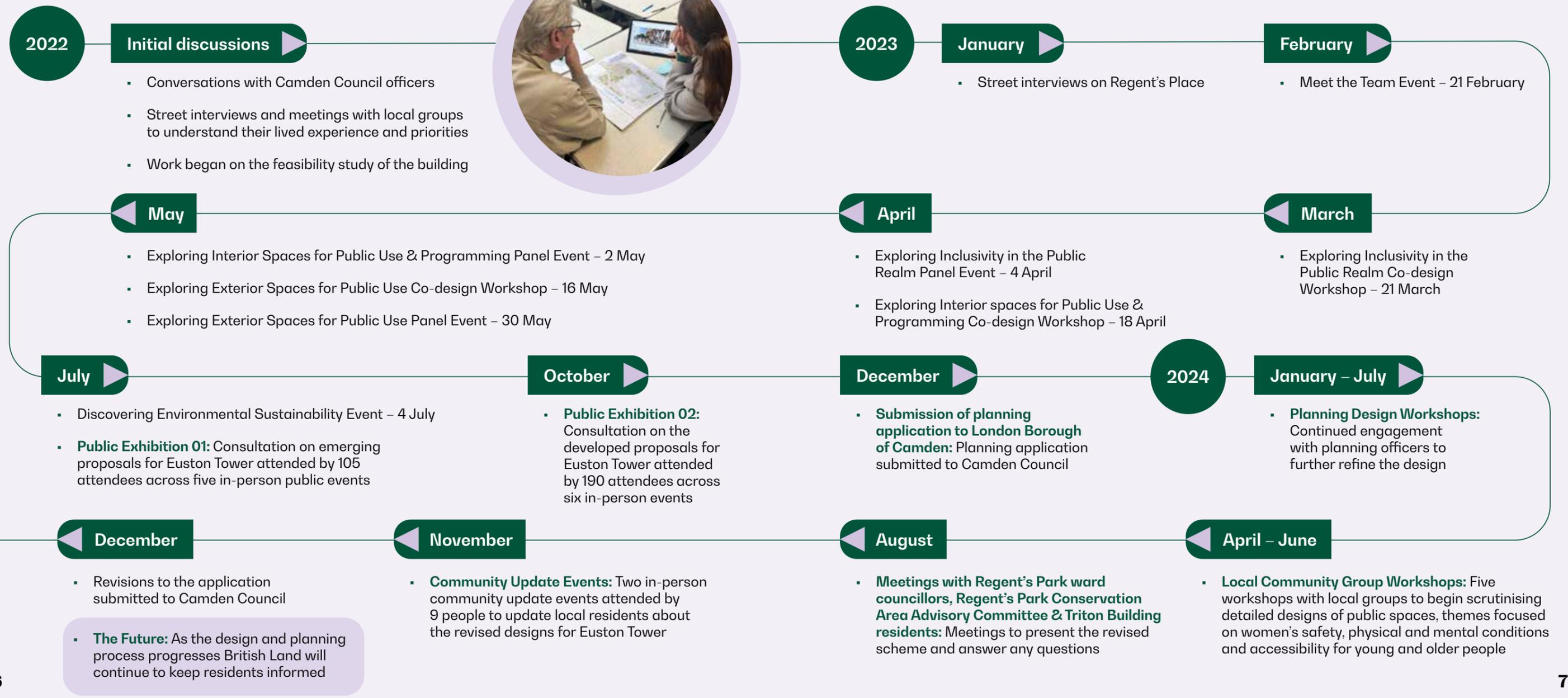
5,608

unique visitors to our consultation website



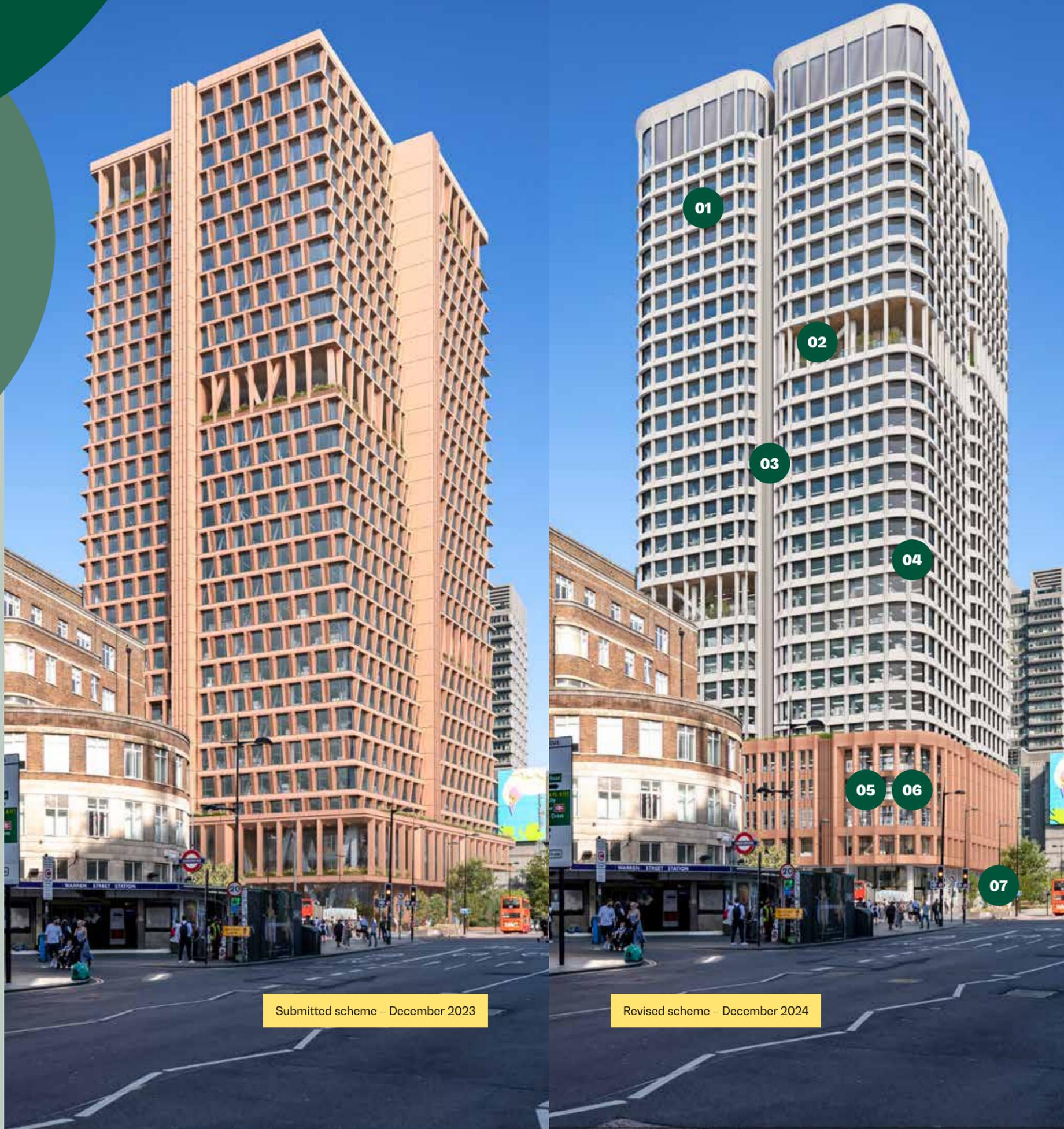
63

feedback forms received during the consultation



Design evolution

Following the submission of a planning application to Camden Council, we have been working with the council, local stakeholders, and local groups to refine the design of the building further.



Submitted scheme – December 2023

Revised scheme – December 2024

- 01** Lighter warm-white façade tower colour is in keeping with other notable tall buildings in Camden.
- 02** More greening and planting on the upper floors of Euston Tower.
- 03** Simplified, regular building form and the inset spines help to slim the appearance of the building.
- 04** Rounded corners help give the building a softer, slimmer appearance and reduce the effects of wind at ground level.
- 05** More contextual podium design that responds to the local buildings on Tottenham Court Road, whilst retaining the terracotta colour (appreciated by many co-design event attendees).
- 06** Reduced podium oversailing at the corner, creating more open public space at the Euston Road Junction.
- 07** More human scale to the entrance from Hampstead Road reducing from triple height to double height helps the space feel less imposing and responds better to the pedestrian experience at ground floor.

Design evolution

The revised design for Euston Tower creates a visually-slimmed down building which helps to improve the appearance of the building from long-range views.

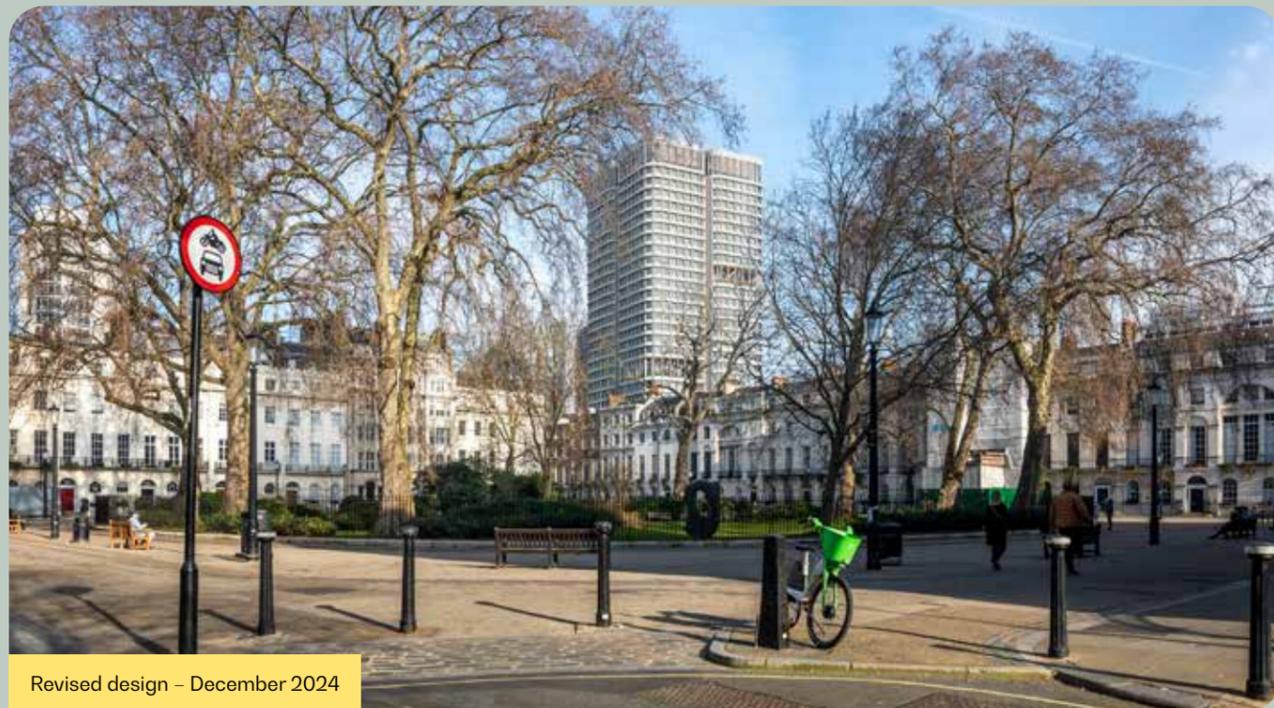
View from Fitzroy Square, south-west corner



Existing



Submitted design – December 2023

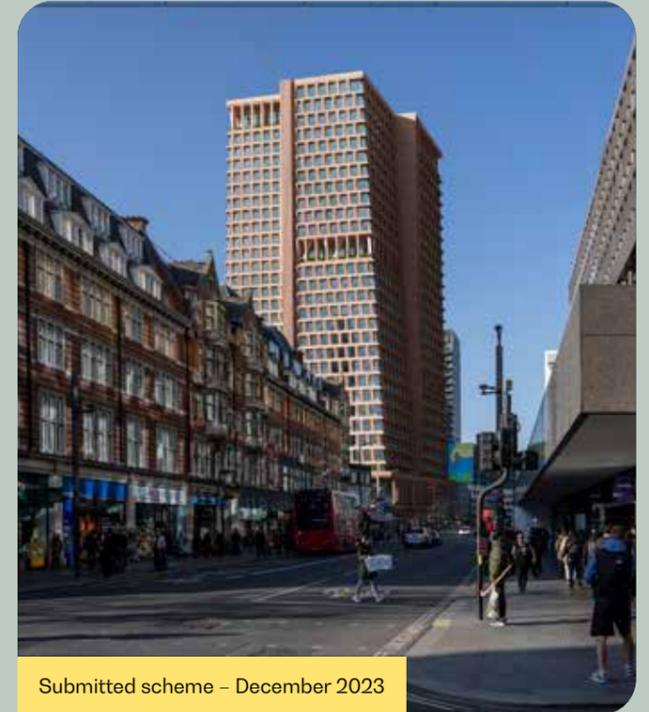


Revised design – December 2024

View from Tottenham Court Road junction with Grafton Way



Existing



Submitted scheme – December 2023



Revised design – December 2024



Delivering benefits for the local community and Camden

We have been working with Camden Council to develop the benefits that will be enabled through the reimagining of Euston Tower.



A greener all-electric building fit for the future



Pioneering workspaces for businesses of all sizes to accelerate the success of the Knowledge Quarter



A variety of employment opportunities including 160 apprenticeships and 70 jobs for local people



Helping to meet Camden's housing needs through a £27 million contribution to affordable housing



Safe, connected, and fun public spaces at Regent's Place

A greener all-electric building

Sustainability has been at the heart of the design of Euston Tower. The future Euston Tower will be a greener all-electric building with cutting edge sustainability goals and full transparency of our assessment and approaches.

Our approach to sustainability includes the following measures to ensure the new Euston Tower is fit for the future:

-  Retaining 31% of the original structure as means of reducing embodied carbon
-  An ambitious strategy for recovering the deconstruction materials that are either large in quantity or in carbon
-  Testing and early engagement with manufacturers to enable closed loop recycling of the building's glass where it is technically possible and practical to do so
-  Innovation on reuse of concrete slabs through physical trials with the University of Surrey
-  A greener, all-electric building (no on-site fossil fuels) with an energy efficient, low carbon design
-  Embodied carbon performance below the GLA benchmark for offices, equivalent to the yearly CO₂ emissions of ca 3,700 people in the UK
-  A reimagined tower designed with flexibility and adaptability, enabling future reuse and recycling
-  Increases in urban greening and biodiversity that exceed London Plan and national requirements



Partnering with our supply chain

Euston Tower's redevelopment is pioneering reuse, and recycling in construction. By partnering with our supply chain, we're targeting 100% of the building's steel and aluminium and up to 81% of the building's glass for reuse.

We are taking innovative steps in our recycling processes including working with the University of Surrey to harvest and test the reuse of existing concrete slabs. We will share what we learn, supporting the industry to minimise waste and set new standards for sustainable construction.

Employment and skills development opportunities for local people

Working in partnership with Camden’s Inclusive Economy Team we have developed the Euston Tower Employment and Skills Delivery Plan to enable employment and skill development opportunities for local people through the Euston Tower project.

To date we have enabled at least 20 weeks of work experience linked to planning and design.

Additionally our Creative Producers Programme has seen us work with a collective of young people from Camden to produce a documentary film and photography exhibition. The aim of this programme was to spark ideas, reflections, and conversations to inform the design development for Euston Tower, whilst providing employment opportunities for local young people, and connecting them to place through a cultural placemaking project.



Looking to the future we will enable opportunities across the construction industry and science, technology, arts, and mathematics (STEAM) industries for Camden residents:



70

jobs for local people, paid the London Living Wage



50

two-week work experience placements



160

apprenticeships across design / construction and STEAM related industries, paid the London Living Wage



Helping to meet Camden's housing needs

In discussion with Camden Council an opportunity has been identified to deliver much-needed additional affordable homes on the Council-owned Tybalds Estate, located in the borough, on Orde Hall Street and Dombey Street. We have committed to providing £27 million of funding which could be used to deliver these much-needed affordable homes.



Consented Tybalds Estate redevelopment | Image: Matthew Lloyd Architects

Safe, connected, and fun public spaces at Regent's Place

We will invest £16 million into new and revitalised outdoor public spaces and routes including a new civic square with a significant increase in green space and trees to support local biodiversity, and provide opportunities for learning, play, and events.

The revised design reduces the massing along Hampstead Road providing increased public realm. A cohesive approach to the architectural and landscape design will mitigate the severe wind conditions experienced at the base of Euston Tower. The new design for Regent's Place Plaza, the public square outside Euston Tower, will provide a greener, more welcoming space for everyone to enjoy.

The design of the public realm has been informed by the following five principles that were shaped in co-design with the local community.

Benefits for Camden and the community:

-  Greater connectivity with green walking routes
-  Green spaces and trees to enhance biodiversity and provide balance to the urban setting
-  Provide shelter to wind and adverse weather
-  Educational features incorporated across the public spaces
-  Space to hold events and for people to meet



Indicative view of Regent's Place Plaza

Summary

Our vision is to create a world leading science, technology, and innovation building and public realm for Camden and the Knowledge Quarter that inspires, connects and creates opportunities for local people and businesses.

The development will deliver benefits for the local community and Camden:



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Indicative view of the south west corner of the proposed Euston Tower