

Welcome

Thank you for visiting this exhibition on proposals for the future of Euston Tower.

We want to know what you think.

Euston Tower is a 53 year old building that has been vacant since 2021. This exhibition shares plans to redesign the building and public space outside it in Regent’s Place Plaza so it creates opportunities for local people and businesses, with cutting edge sustainability goals.

It’s important that we understand local aspirations and priorities, so the designs can be developed to respond to them. The plans we’re sharing now have been developed following several months of engagement, including co-design workshops, panel events, projects with young adults and more, to develop a joint vision.

We want to hear your feedback and use it to further develop the detailed designs. Please read on to find out more, following the numbered information boards. You can provide feedback and ask any questions either by speaking to a member of the team on hand during the events, or by scanning the QR below to direct you to the feedback form and contact details.

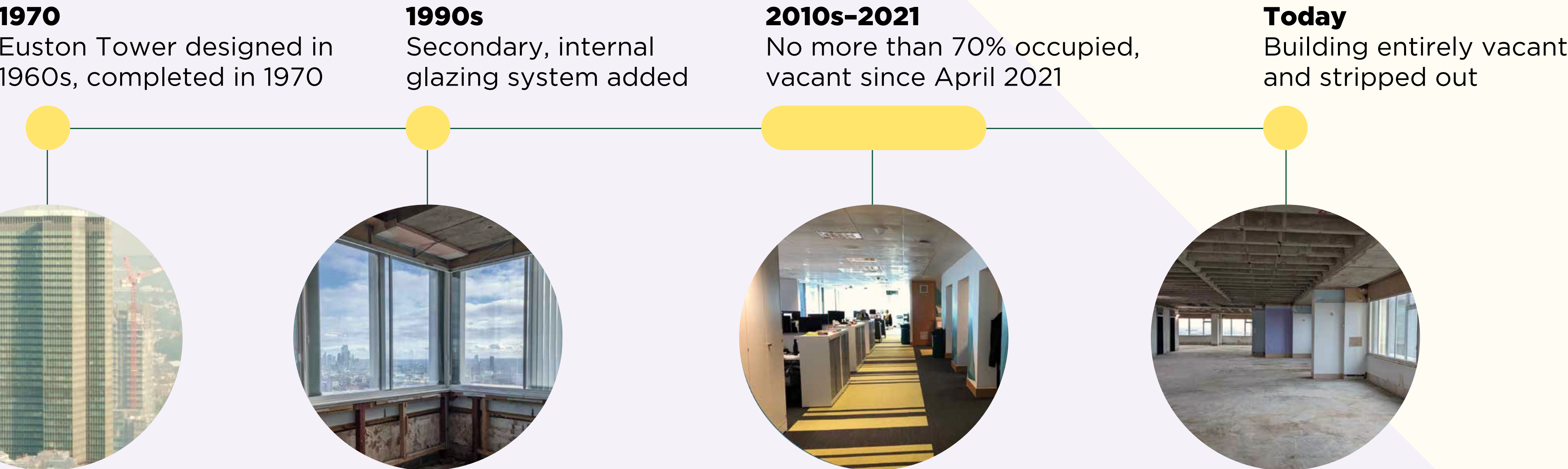
A brief introduction to Euston Tower

Euston Tower is the tallest and oldest building at Regent’s Place. It was completed in 1970 as a commercial building to provide office space suited to the way people worked.

At 100m and 36 storeys tall, Euston Tower was designed by Sidney Kaye Eric Firman & Partners.

From its opening in 1970 to 1997 its most prominent early tenant was Capital Radio, one of the first commercial radio stations in the UK. Once a famous landmark recognised across the city, it is now a vacant building in a key strategic location.

The current Euston Tower Background and history



The Challenge

Transform the disused Euston Tower into a beautifully designed, sustainable new building, delivering pioneering workspace, accessible and inclusive spaces for neighbouring communities and supporting the development of the local community.

Vision

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.

Mission

Re-design the existing building to minimise its impact on the environment and ensure that it is fit for next 100 years, through partial deconstruction, reuse, recycling and use of low carbon materials.

Principles for development

- 01

Local people and communities should play a key role in designing the public spaces from the start – taking part in co-design workshops and panel events to directly inform the architects working on the designs.
- 02

Cutting edge sustainability goals – a transparent approach to carbon to ensure the tower is fit for the future, with reusing, recycling and offsetting where necessary.
- 03

Ensure the spaces provided contribute to a thriving local, regional and national economy over the long-term, in an ever changing world.
- 04

Inclusive innovation – create pioneering workspace in the Knowledge Quarter for businesses of all sizes to prosper (including for start ups and knowledge sharing). Connect local people to the opportunities coming forward so everyone shares in the success of the growing innovation, science and tech sector.
- 05

Re-imagining Regent’s Place Plaza – creating a welcoming, accessible and creative public realm.



Photos of the current building from Euston Road



Meet the team

The project team is led by British Land. We have commissioned an experienced team to draw together all the skills necessary to deliver a successful building and public space.



British Land

British Land is a UK-based property company specialising in developing and managing places where people want to live, work and visit.

British Land has owned and managed Regent's Place for nearly 40 years.



Michael Meadows
Head of Planning



Tim Downes
Development Director



Saul Collins
Social Sustainability Lead

BEYOND*the*BOX

Beyond the Box

Beyond The Box CIC is leading the community engagement and social impact work for the project. They are a creative practice that helps communities and young people find their voice & use that voice with vigour – to achieve outcomes that are meaningful and make a lasting difference.



Neil Onions
Founding Director



Adonai Boamah-Nyamekye
Project Lead



3XN GXN

3XN is a Copenhagen-based architecture practice that prides itself on creating buildings that people will love for decades to come. In 2007 they established the innovation unit GXN to research and apply the latest knowledge on materials, sustainability, and new technologies to drive innovation and sustainability in architecture.



Audun Opdal
Architect



Laura Wagner
Architect



George Pickering
Architect



Adam Ozinsky
Engineer

An example of 3XN and GXN's work:
Plassen Cultural Center, Molde Norway



The wider team

We are supported by a full team including:



G&T

Project and cost managers



GERALDEVE

Gerald Eve

Planning consultants

DSDHA

DSDHA

Landscape architects - bringing forward the new plans for Regent's Place Plaza.



LCA

Communications and Community consultation specialists



Euston Tower: In the heart of the Knowledge Quarter

The Knowledge Quarter is part of a growing science and innovation industry that’s important to the UK’s economy.

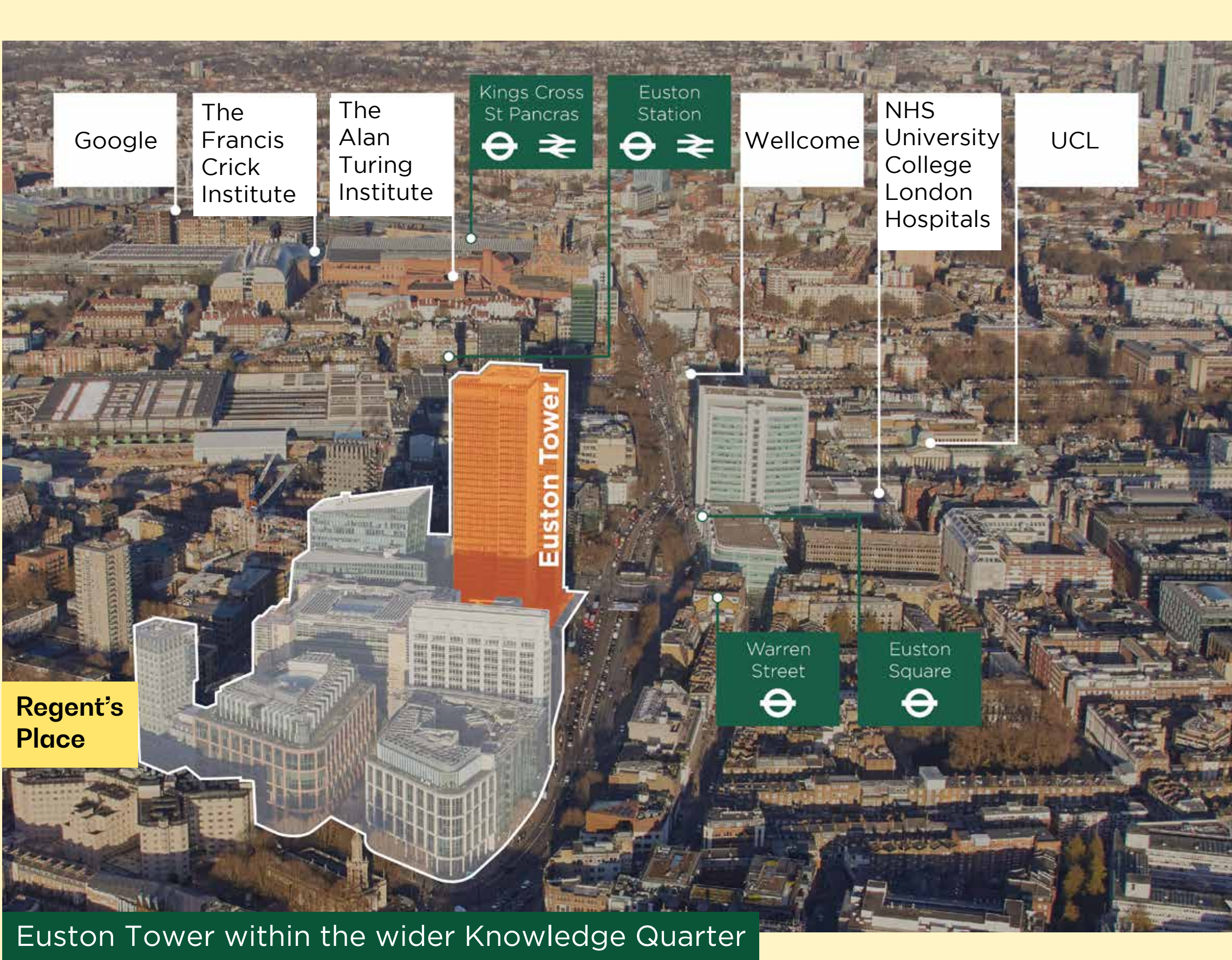
Euston Tower is located close to some key local institutions such as the UCLH campus, the Wellcome Trust and UCL.

What is the Knowledge Quarter?

The area around King’s Cross, Euston Road and Bloomsbury is home to the Knowledge Quarter, a group of partner organisations that span healthcare institutions, science, tech, research and workspace providers. British Land is a member.

The Knowledge Quarter is focused on encouraging innovation, seeking to create opportunities for education, careers, training and investment, while connecting local people to these opportunities.

There is a shortage of life science and innovation space in the Knowledge Quarter. Euston Tower provides the opportunity to help meet demand for innovation and laboratory space and support the local economy.



Re-positioning Regent’s Place as a centre for innovation

Regent’s Place is located north of Euston Road, from Hampstead Road to Osnaburgh Street. It provides office space for an array of companies from the worlds of art, science, research and creativity. It is also home to independent shops, affordable workspaces, cultural venues, and places to eat and drink.

The ambition is to re-position Regent's Place as a centre for innovation in the heart of Camden ensuring that local communities and businesses in Camden benefit from our investment. Over the past decades British Land has sought to diversify and better connect Regent's Place into the local area, and this is something we seek to strengthen with the plans for Euston Tower.

Social Impact at Regent’s Place

Our main focus is on aspirational employment. Together with our customers, suppliers and community partners, we have the power to make a positive local impact by increasing access to good jobs - through a focus on aspirational skills, training and employment. Last year over 8,600 local people benefited from the community programme, we worked with local organisations including Fitzrovia Youth In Action, Hopscotch, Little Village and Rebel Business School for entrepreneurs, and we provided over 10,000 sq ft of affordable space. To find out more, talk to a member of the team or visit our website regentsplace.com



Images of Regent's Place

KEY	
	BIKE PARKING
	BROMPTON BIKE HIRE
	EV CHARGING
	ATM
	WATER FOUNTAIN
	BUS STOP
	TUBE STATION
	TRAIN STATION
	CAMPUS
	RAIL
	GREEN AREAS
	PUBLIC SPACE

BRANDS	
1	THE UNION
2	VACANT UNIT
3	PRET A MANGER
4	WIKSBI
5	THE EUSTON WALL
6	CHANGE PLEASE COFFEE/TOAST ALE
7	NEW OROKAMA THEATRE
8	NOT CAFE & BAR
9	THE EUSTON WALL
10	BLACK SHEEP COFFEE
11	ACAI BERRY
12	SANTANDER
13	THE GYM GROUP (U/O)
14	THE GYM GROUP (U/O)
15	THE GYM GROUP (U/O)
16	THE GYM GROUP (U/O)
17	THE GYM GROUP (U/O)
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23	THE GYM GROUP (U/O)
24	THE GYM GROUP (U/O)
25	THE GYM GROUP (U/O)
26	THE GYM GROUP (U/O)

ART	
A	REFLECTION BY ANTONY GORMLEY
B	PECKING BIRD BY GARY HUMBLE



Euston Tower: Connecting Communities

The vision is for the building and public space outside it to be welcoming and inclusive, so it is somewhere people want to spend time, and can access opportunities.

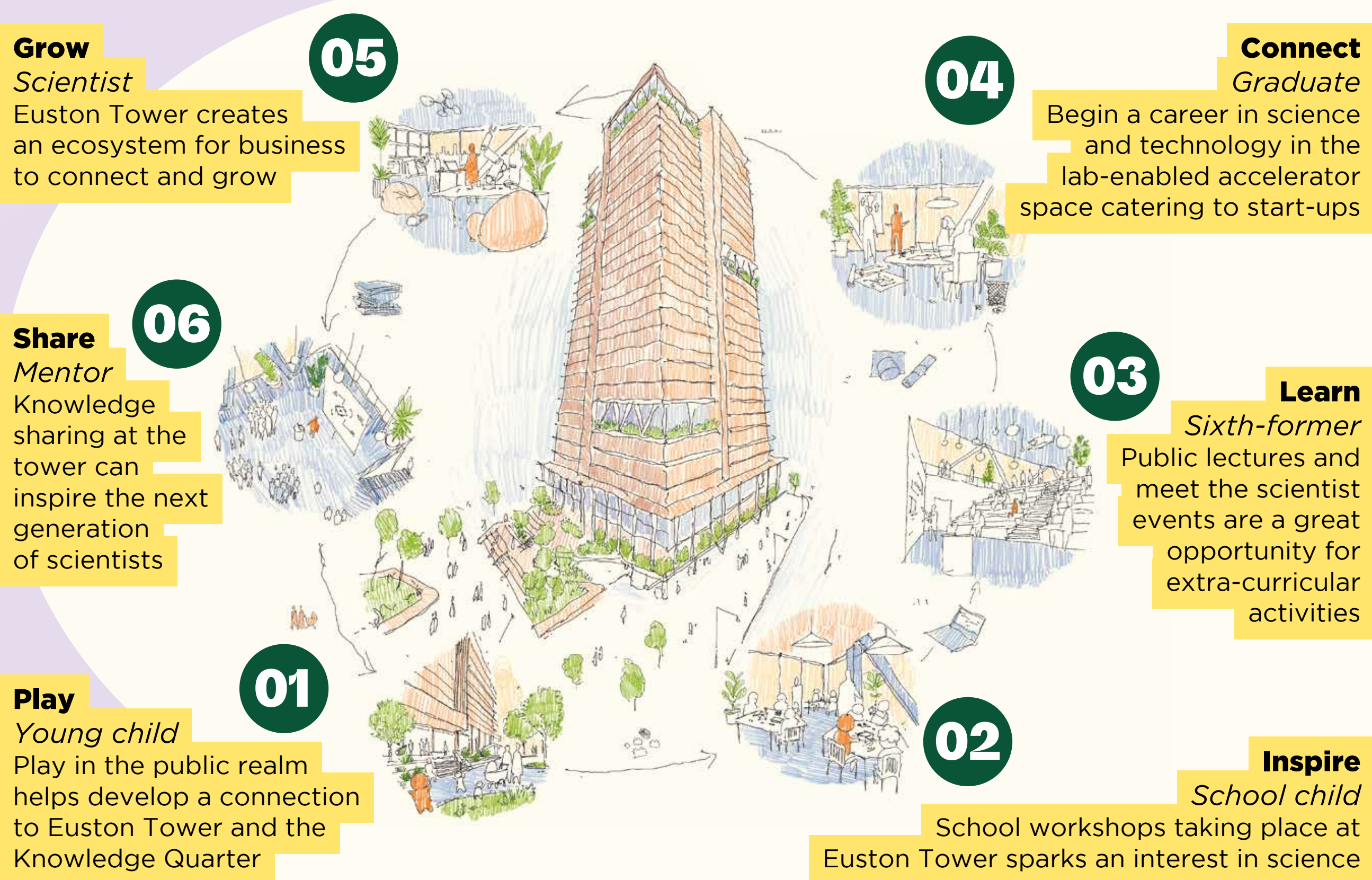
A day in the life

The vision for Euston Tower

The vision is for Euston Tower to provide opportunities for people at every stage of their life.

From a welcoming environment with spaces to play for children, to spaces that inspire young people, providing insight into careers in the life science, tech and innovation sector, alongside skills development.

The vision is also for the workspaces to support companies of different sizes, from start-ups to established companies, supporting people at different stages of their career and providing a collaborative environment that supports mentoring for younger generations.



Creating a Community Engagement and Social Impact Strategy

The starting point for the project team was to understand local priorities, aspirations and past challenges to collectively create a vision which meets the needs of the local community and businesses.

We designed an engagement programme to empower local residents and stakeholders to shape the design outcomes of Euston Tower and the associated public spaces at the base of the building. We're grateful to everyone who's been involved to date for their time and contributions. The programme included co-design workshops and panel events, each exploring key topics and themes linked to the design and function of Euston Tower. In particular, two areas of influence were explored:

- 01 The design and programming of external spaces for public use, including Regent's Place Plaza**
- 02 The design and programming of interior spaces in Euston Tower for public use**

Throughout the process, we have been committed to the following principles:

- 01 Sustainability – social & environmental**
Supporting the development of sustainable communities, supporting healthy communities and better wellbeing.
- 02 Putting the community at the heart of development**
Having an open dialogue around the current building, the sustainability challenges, constraints and opportunities, and using insights from events to shape future plans.
Connecting Euston Tower to the wider Regent's Place community offering, creating impact beyond the design and planing process, over the short, medium and long term.
- 03 Diversity**
Ensuring those who access paid roles, work experience, apprenticeships and those who we collaborate with and commission reflect the diversity of Camden.
- 04 Young people**
Providing space for young peoples voices to be heard, alongside educational opportunities through STEAM programmes – including work experience, apprenticeships and local employment. Using arts and culture to connect people to place.
- 05 Space**
Understand how the local community uses and wants to use different spaces.
- 06 Connect**
Providing opportunities for people and networks to connect, including events, online dialogue, and collaboration with Knowledge Quarter businesses.

A summary of the engagement to date includes:

- Early 2022**
 - Street interviews and meetings with local groups to understand lived experience around Regent's Place and local priorities
- Late 2022**
 - Pre-engagement workshops with local groups
- February – June 2023**
 - Series of co-design workshops with architects involving over 200 people, exploring a number of areas including public space inside and outside the building, inclusivity in the public realm and sustainability. Feedback fed into the design process.
 - Creative Producers Programme to ensure young people's voices are heard.



Local commissions and collaborations

As part of our initial commitment to social impact through the Euston Tower project, we have sought to provide benefits to local people, testing our engagement strategy themes while putting the local community at the heart of the development.

Our Creative Producer programme, which has seen us working with a collective of young people from across Camden to produce a documentary film and photography exhibition connected to Euston Tower, was created to both provide employment opportunities for local young people, and to connect them to place through a cultural placemaking project.

You can view the creative work produced by the collective here today. Head outside to the exhibition in the Regent's Place Plaza to journey through the portraits and significant moments captured through photography and film. From the everyday heroes to the extraordinary artists, resilient entrepreneurs, and community champions, each individual has a unique tale to tell.

Opportunity for new homes for Camden

As part of the Euston Tower proposals, we're looking to deliver new affordable homes a few minutes' walk away in the same ward at William Road. Initial conversations have started on this, and we will consult on plans later this year.



Environmental sustainability

Cutting edge sustainability goals, whilst ensuring a transparent approach to assessing what we do.

CO₂

Our starting point

Built 53 years ago, the building fails to meet current Building Regulations (the workspace requirements expected by modern occupiers), meaning that its occupancy has been low over the last decade, and never more than 70% occupied. The building is now entirely vacant.

Euston Tower could deliver far more for local people, businesses, Camden and the capital. There is a shortage of life science and laboratory space in the Knowledge Quarter for businesses of all sizes.

The starting point for this project was a considered and rigorous investigation into the current Euston Tower to bring it back into use, but ensure that we do so in a sustainable way. We therefore looked at what opportunities there are to retain, reuse and recycle while transforming it into a building fit for the future.

Jargon buster! Explaining the key terms in sustainability

Embodied Carbon is the carbon dioxide (CO₂) emissions associated with the materials a building is made from and the construction process of building it.

Operational Carbon is the amount of carbon produced when it's in use to keep it running, for example the energy for heating, cooling, lighting, and pumping water.

Net Zero Carbon is when we take into account any CO₂ emissions associated with the building that cannot be avoided, and 'offset' them by removing emissions from the atmosphere, such as by tree planting or peatland restoration.

The Whole Life-Cycle is to consider the total 'cost' of the Embodied Carbon as well as Operational Carbon to get the whole picture.



Feasibility Studies

We commissioned a comprehensive feasibility study to review the existing condition of Euston Tower, upgrades required to meet Building Regulations, constraints, and different options to bring this forward. This rigorous process started in February 2022.

One of our goals for Euston Tower is to minimise carbon emissions and waste. We are committed to being transparent with the findings of this review. We have set out the key findings and conclusions from this work on the next board. The work is now being reviewed by an independent third party commissioned by Camden Council.



British Land's sustainability vision

As a company we are committed to achieving a net zero portfolio by 2030 and meeting ambitious targets to reduce both the embodied carbon in developments and the operational carbon across our portfolio.



A thorough approach to sustainability considerations

What do we think the future Euston Tower needs to deliver to ensure that it responds to local residents, businesses and Camden’s needs?

- ✓ Future proofed and ability to flex and adapt to changing trends and demands.
- ✓ Safe and secure, meeting modern Building Regulations and Fire Safety Requirements.
- ✓ Efficient and attractive to future occupiers.
- ✓ Break down barriers and connect local people and businesses to new spaces and opportunities.
- ✓ Help support the economy and the Knowledge Quarter and respond to demand for life science space.

Together with 3XN and GXN, who are leading on the sustainability innovation for the project, we spent a lot of time at the beginning looking at how we could retain, adapt and refurbish the existing building to deliver one that matches our ambitions for Euston Tower.

We are targeting best-in-class sustainability credentials for the project, including **achieving Net Zero Carbon, a BREEAM Outstanding rating, and delivering an all-electric building.**

A forensic approach

After forensically studying the existing Euston Tower and its capacity and performance – with a view to creating a modern, sustainable building – we concluded that **the most appropriate approach is to bring forward proposals that retain the reinforced concrete foundations, the whole basement structure and the entire reinforced concrete central core.**

The remaining structural and façade elements are generally outdated and no longer performing, do not meet current Building Regulations, and/or are not readily adaptable to suit modern requirements.

The existing building

- ✓ Concrete structure is generally in a reasonable condition and able to support the current building loads

✗ **Disconnected floorplates**, meaning that the existing space is not well connected and hard to navigate

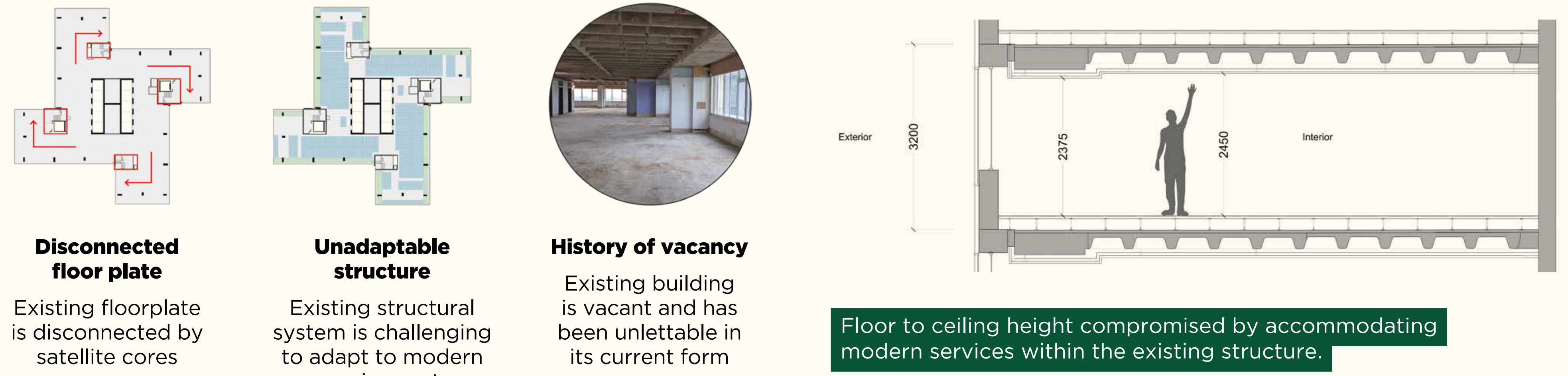
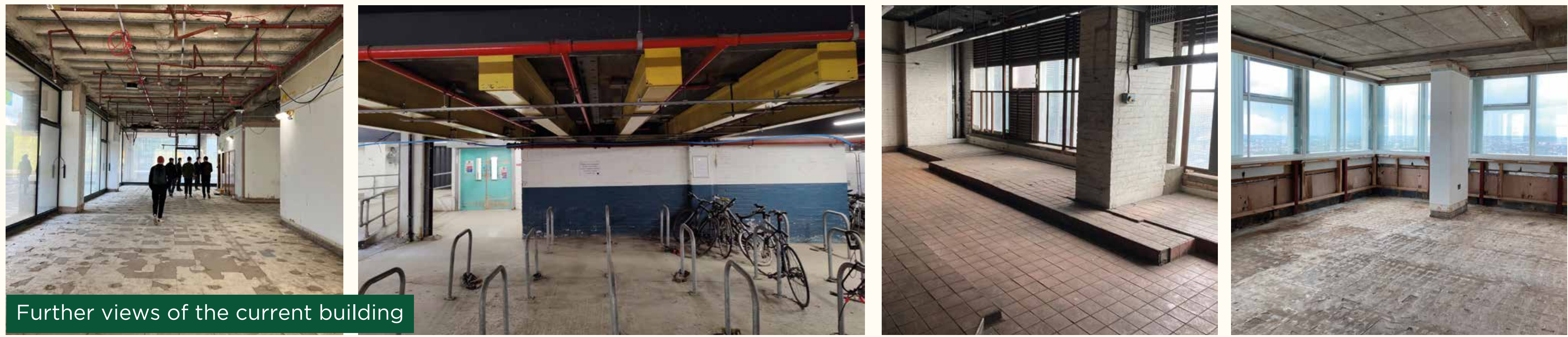
✗ **Uninviting and closed-off building** with a reflective glass façade that does not meet modern fire or performance requirements
- ✗ **No current connection or use to local residents** or the wider community

✗ **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 and lab-enabled commercial space fit for the future
- ✗ **Services equipment is beyond its serviceable life**

✗ **Building 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, dedicated fire fighting lifts

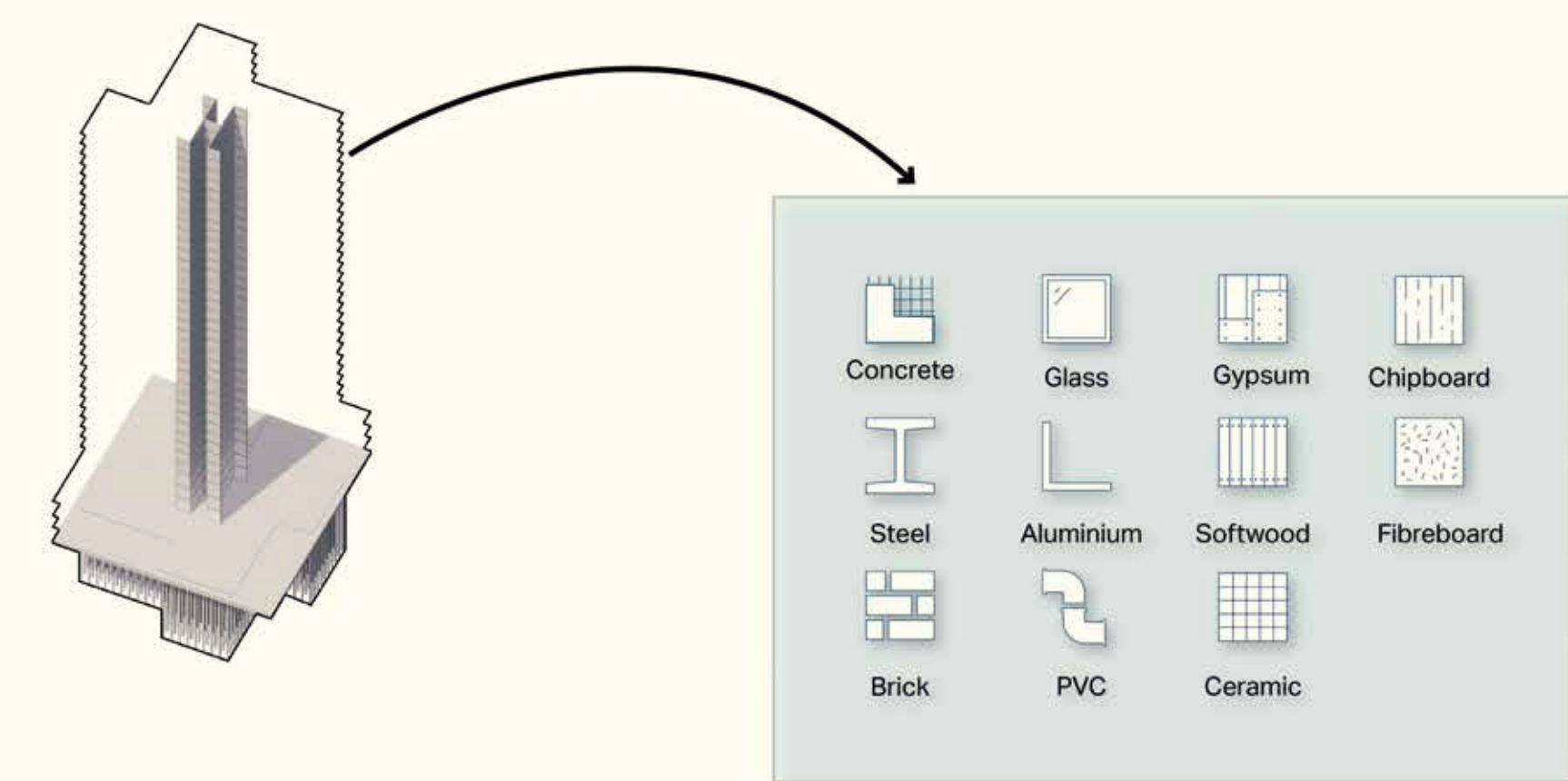


What happens to the materials once they’ve been removed?

In the UK, apart from metals, demolition products are typically downcycled, meaning a loss of utility and ultimately the need for new, raw materials.

To avoid this, we have focussed on the key deconstruction materials at Euston Tower, specifically: concrete, steel, glass, and aluminium. Together these comprise 98% of the existing mass of the building.

We have developed a guiding hierarchy for how we find the best places for the elements that are removed. Where we cannot retain in situ, we will seek to reuse elements with as little transformation and as locally as possible.



Opportunities for Innovation

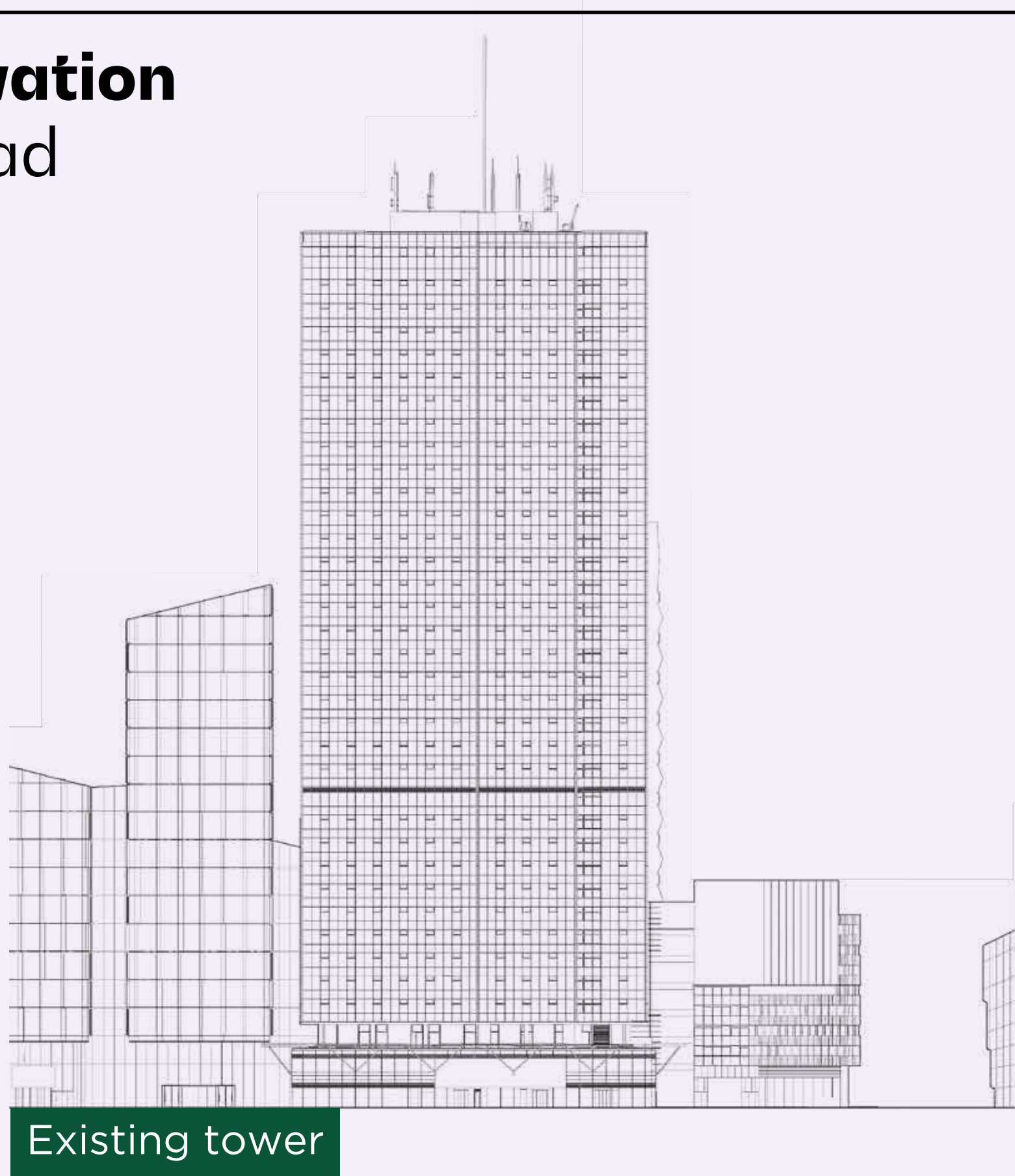
- We are currently prototyping a system to cut out some of existing concrete slabs and test how these could be reused within the proposed building. This is an innovation for London.
- We are looking at where we can reuse materials in Camden and across British Land’s portfolio.
- Where reuse isn’t possible, we’ll be recycling materials rather than sending to landfills.
- We’re exploring new methods of recycling glass and aluminium into new building products.

We will share the process and outcomes of all our research so that others can build on our knowledge to improve sustainability beyond Euston Tower.

Transforming Euston Tower: emerging design

The design proposals respond to three key design principles that have been shaped through the co-design process.

South elevation Euston Road



Existing tower



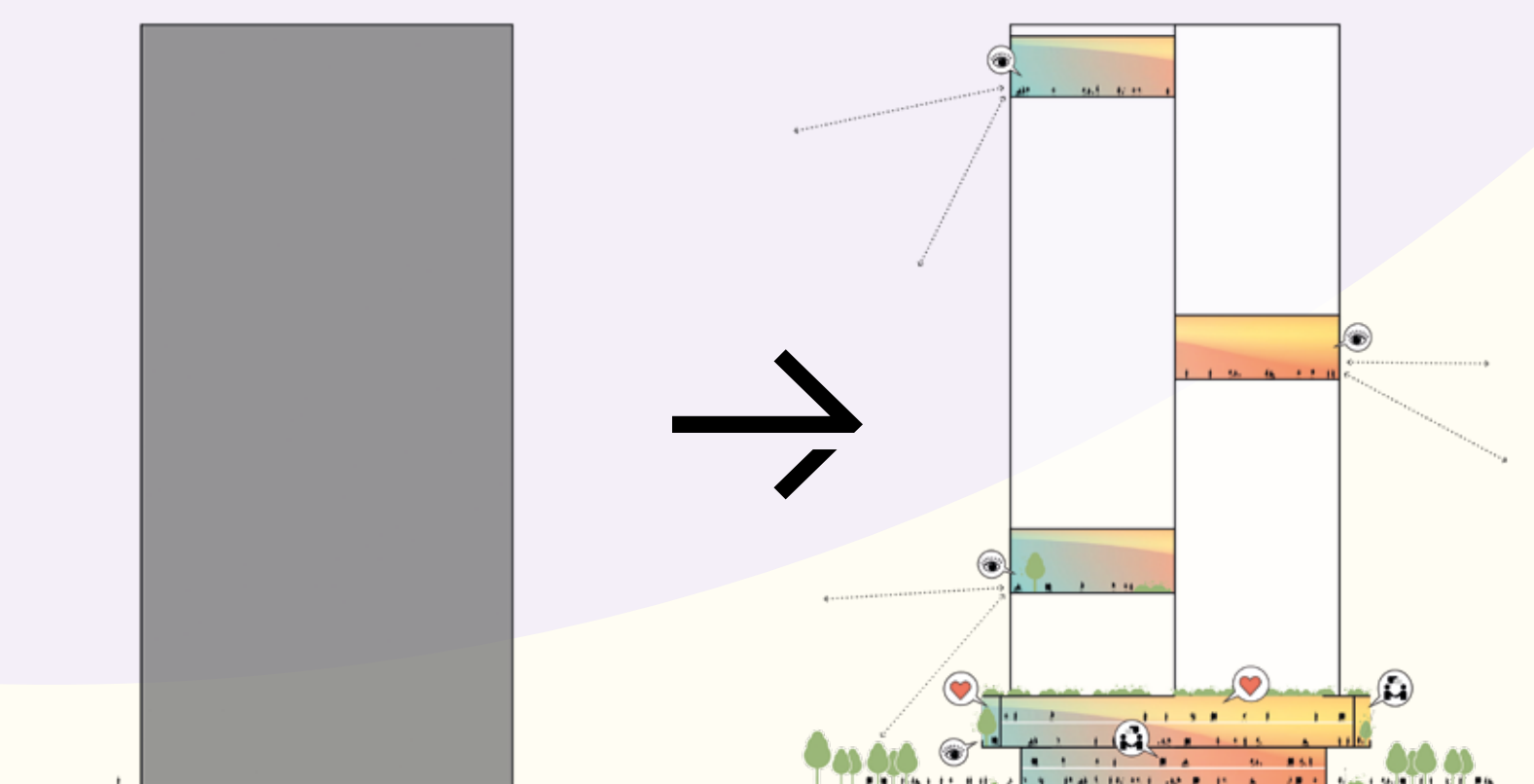
Indicative sketch of the proposals

01

Break down barriers between the local community and commercial workspaces by **designing truly welcoming, accessible and inclusive spaces.**

Height and massing

We are not considering any increase in the height of Euston Tower, and our proposals will not interrupt viewing corridors. Instead we have looked at how we can work within the current height and have brought forward designs that increase the floorplate area to optimise the building for modern office and life science uses, while minimising the impact of the building on the views from the surrounding area.



Conceptual diagramme showing proposal for more outward looking Euston Tower

02

Reimagine Euston Tower by **using warmth, texture and tactility to design a building people love.**

Inspiration and design evolution of the building exterior

Our inspiration for the design of a new façade for Euston Tower started with the principle of reimagining it as a warm, welcoming building for Camden.

A new façade also needs to be efficient and perform well in the context of the climate emergency, prevent the building from overheating and contribute to the building's low operational carbon score.

Examples of materials we're drawing inspiration from in our proposals



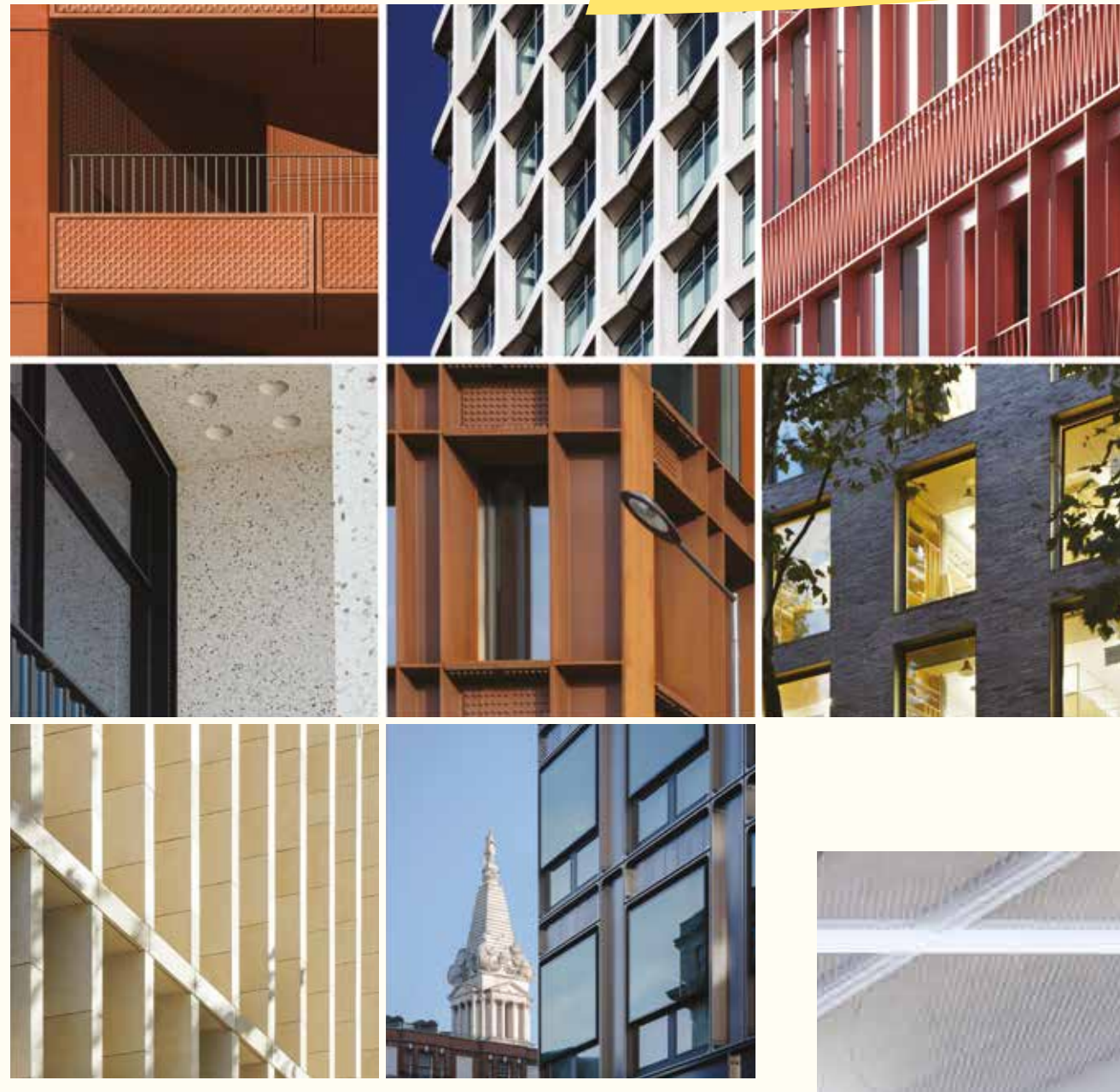
“Not another glass tower!”

Feedback during co-design workshops has shaped the emerging design for a more colourful and textured tower and public realm which residents can be proud of.

03

Make the right choices today by **designing a flexible building which can adapt to the trends of tomorrow** by helping to meet Knowledge Quarter demand.

Indicative view of potential lab space



A reimagined Euston Tower



Indicative view of Euston Tower from Tottenham Court Road

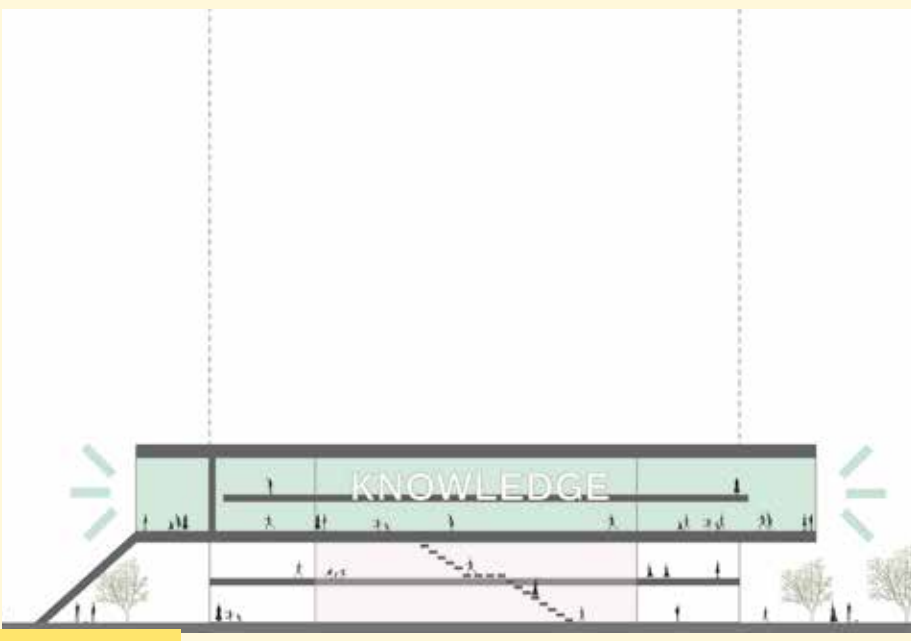
Interior public spaces and activities

We are proposing that the bottom two floors of Euston Tower provide spaces for public uses, to connect the community with the businesses in the building. We are designing a podium so that the building integrates with the public realm.

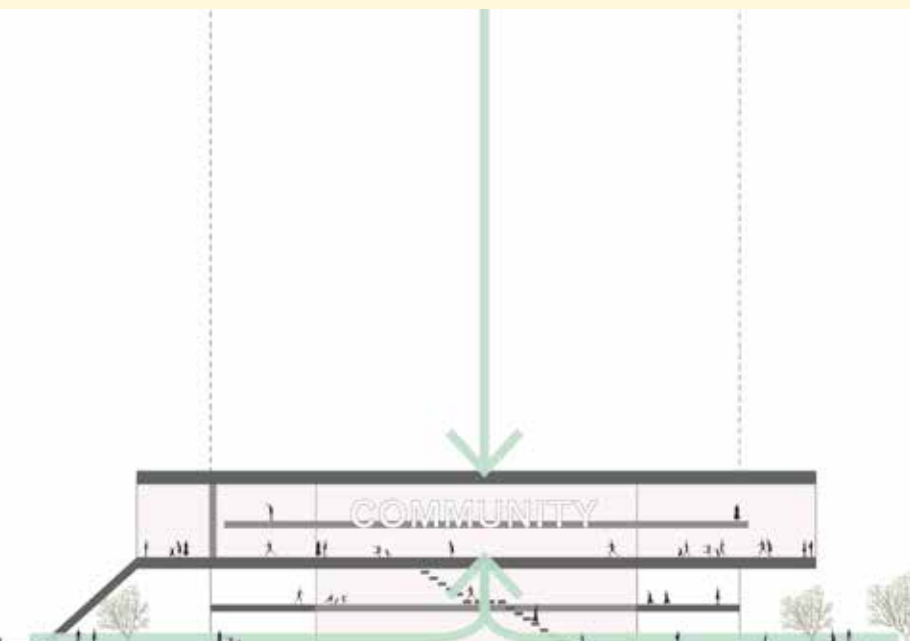
Euston Tower will be grounded by a four storey podium that contains a mix of community spaces, flexible work spaces for start-up businesses and cafes with a high degree of public access and exciting programming. The podium structure will also provide a dramatic new piece of public realm in the form of seated, planted steps with full accessibility and available to all. The podium is a key design feature that will improve the micro-climate around Euston Tower providing protection from wind and rain.



Upper and lower terrace at Royal Festival Hall



Granary Square, King's Cross



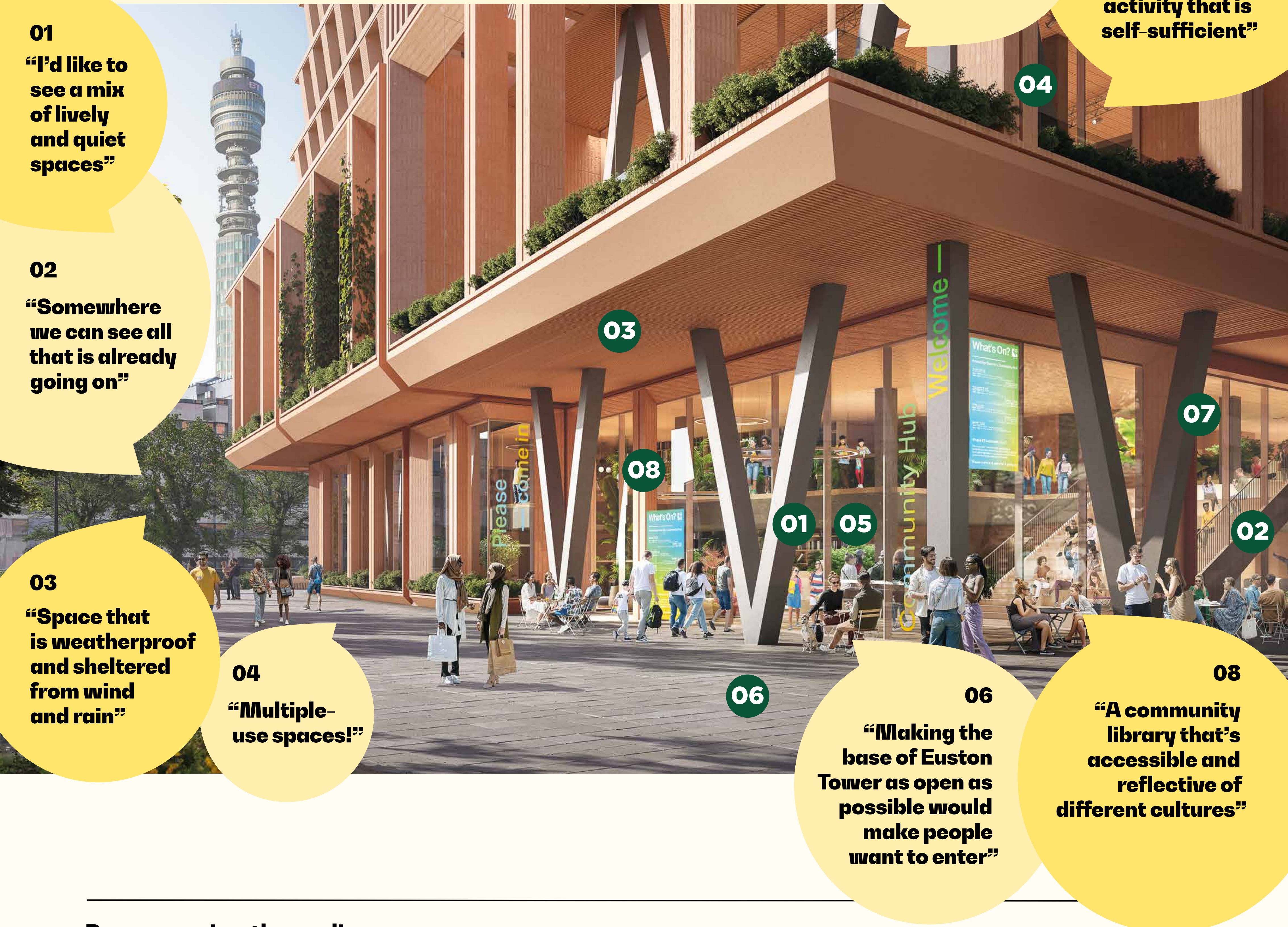
You said
“We want to see space for skills exchange and learning.”

Creating spaces for learning and inspiration
The podium will be an inclusive space for everyone – where people can access the skills development and education opportunities associated with the Knowledge Quarter, life sciences, tech and innovation industries. Its location in the podium is deliberate – we see this as the space connecting the community with the workspaces above it. We are proposing a large and open space that could accommodate a range of different activities, which has been highlighted to us during the co-design workshops.

You said
“We want to see natural links between the outdoor spaces to the ground and first floors.”

A welcoming community space, designed by local people, for local people
We are designing a publicly accessible space for the local community to use, with entrances on different sides of the building, increasing permeability and allowing everyone to move through the lower floors of the building.

A welcoming entrance to the public spaces within Euston Tower



Programming the podium

Over the last few months we have also held a number of workshops to explore how the public spaces should be programmed to connect the community to life science and innovation opportunities in Euston Tower, and to respond to local aspirations.

The designs that we are showing today show flexible spaces that could be programmed in different ways.

We have commissioned Forth, a specialist in developing long-term public use strategies, to use the insights we’ve learned so far and develop a sustainable model for Euston Tower, looking at questions such as what the public spaces are used for, what type of organisation should operate it, and how it should operate over the long-term so it is commercially viable. We’re keen to hear your priorities today.

Our recent co-design workshops



A reimagined Euston Tower

Indicative flexible double height event space within the podium

11
“We need larger, flexible spaces. You don’t always know what’s going to happen in the future, but if the space itself is flexible then it can be designed to change”

13
“Events and exhibitions should support a multi-use function of the public space and this should be an activated area where a lot of voices can be seen”

10
“There should be a space to encourage local entrepreneurs in the area. Like an incubator hub and it should be on display”

12
“A space to run events pushes activation of a space into the evening”

09
“It needs to have a wow factor!”

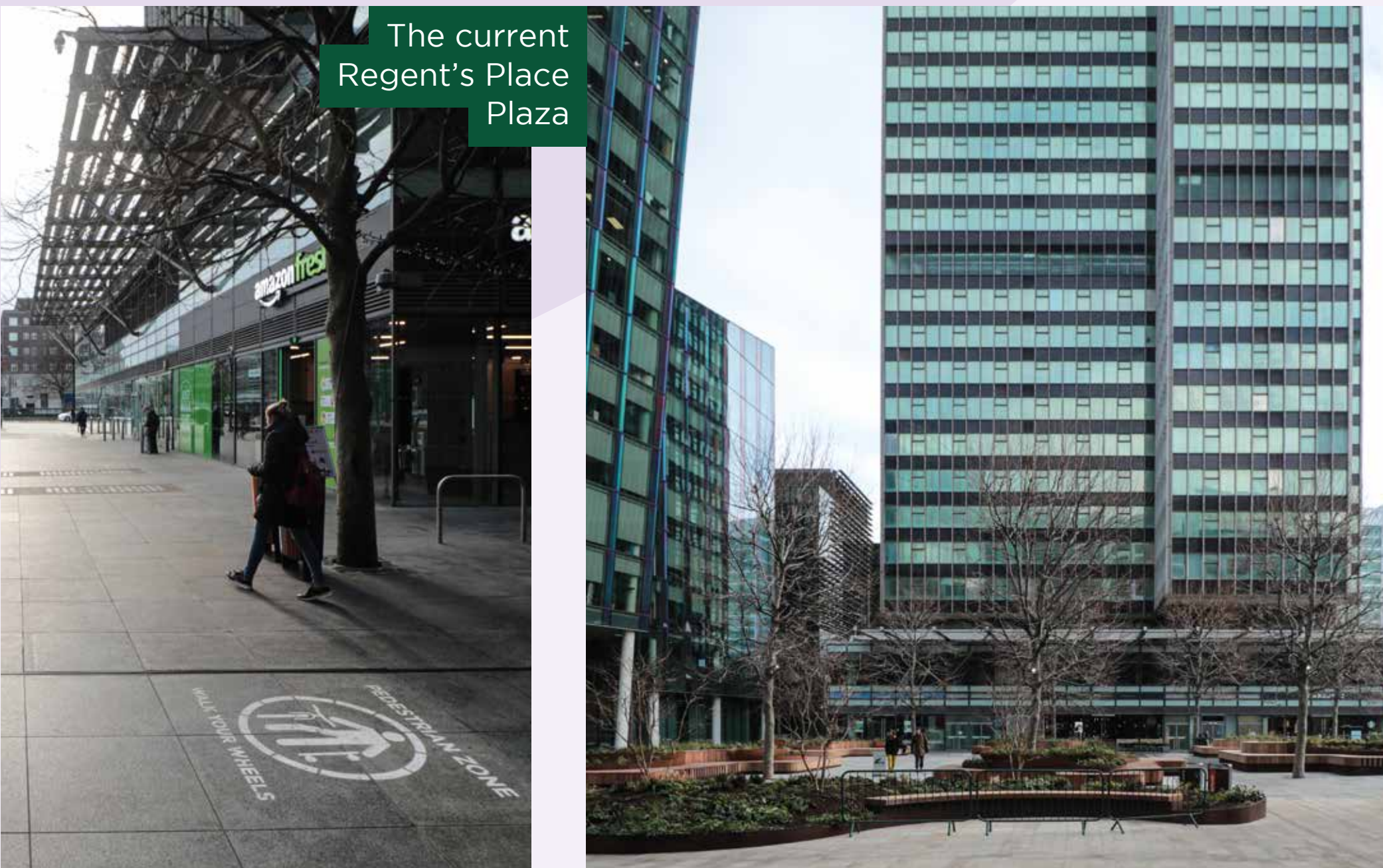
Indicative view of how Euston Tower could look on completion



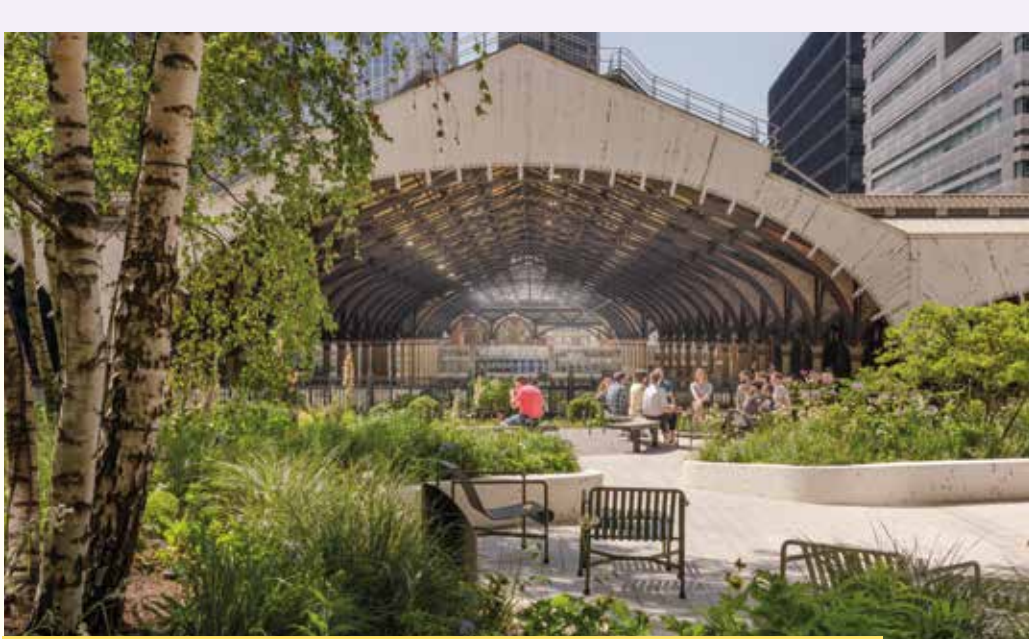
Outside public spaces and activities

We're working closely with DSDHA, an acclaimed architecture, landscape and research studio, to develop early ideas for Regent's Place Plaza, the public square outside Euston Tower - to make it a greener and more welcoming space. Their work includes the Vauxhall Pleasure Gardens and Exchange Square at Broadgate (by Liverpool Street).

While the designs are at an early stage, you can read on this board how the emerging ideas have been shaped by community co-design workshops held to date, and we encourage you to leave your own thoughts and feedback.



Examples from elsewhere



New walking routes through green spaces at Exchange Square – a DSDHA project for British Land



A raised walking route shown at Landworks Studio



Densely planted mounds or hills providing texture and shelter from the wind and a contrast between the modern buildings – Daniels Building, Toronto



You said:
“We want to see better connectivity through the building with new public walking routes and an inviting podium and terrace to encourage more people to use it.”

Connectivity
We know that connectivity is important for local people and for Camden. Encouraging people to walk and providing new green walking routes is a key objective of the local ‘Euston Area Plan.’ We also need to consider the future impact of HS2 and proposals for Euston Station – providing new green walking routes connecting people to the station easily will be key.

You said:
“We want to see more trees and green space.”

Green spaces and trees to provide balance to the urban setting
The ambition is to deliver substantial green space both in the plaza as well as along Euston Road and Hampstead Road. While we are in the early design stage of the public realm, the emerging idea is for a ‘woodland clearing’ with densely planted mounds for people to climb, sit and play on.

You said:
“The public realm is excessively windy.”

Terraced planting, drawing you into the building
We have undertaken studies and the public realm will be designed to mitigate against wind, including terraced planting and spaces which provide shelter from the wind.

You said:
“Regent's Place should have areas for children's play and be a place parents feel comfortable and safe.”

Places for play
We heard strongly from our co-design workshops that local people want to see places for play incorporated across the public spaces, with more opportunities for a mix of age-groups. We're working on the design of interactive playspaces which capture the imagination of children of all ages.

A work in progress: initial sketches of how the public realm could respond to local priorities



Indicative views of the podium and public spaces



Next steps

Thank you for taking the time to look at the proposals for a reimagined Euston Tower.

We'd love to hear your feedback to inform further design development, and hope you'll stay involved.



Indicative view of how Euston Tower could look on completion

Leave your feedback

Please share your thoughts on our proposals for Euston Tower based on what you've seen today. We'd really appreciate it if you could take the time to complete a feedback form available today. We can also offer these materials translated, please do let a member of team know.



You can also leave your feedback through our website.

Early 2022

- Conversations with Camden Council officers
- Street interviews and meetings with local groups to understand lived experience and priorities
- Feasibility studies started

December 2022

- Pre-engagement workshops with local groups

February to June 2023

- Series on co-design workshops, youth engagement projects, and panel events exploring areas such as public spaces, inclusivity and sustainability
- Creative Producers programme

July 2023

- Public exhibition seeking feedback on proposed plans, for review by the design team

Autumn 2023

- Updated plans for Euston Tower shared publicly

Late 2023

- Submission of planning application

2025

- Construction work on future Euston Tower begins (subject to planning permission)

2030

- Construction completes and building opens

We are here



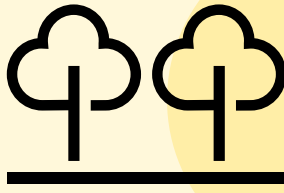
A net zero tower with inspirational sustainability goals



Inclusive innovation responding to local aspirations and opportunities



Pioneering workspaces for businesses of all sizes



Safe, connected and creative public realm



Helping meet Camden's housing needs

Indicative view of building exterior

