



# EUSTON TOWER

Landscaping Statement

December 2023





**Euston Tower**

Public Realm and Landscape Design Statement

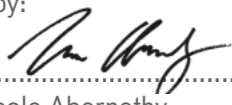
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# Contents

## **1.0 Introduction**

- 1.1 Report Purpose / Executive Summary
- 1.2 DSDHA

## **2.0 Context**

- 2.1 Overview
- 2.2 History
- 2.3 Relevant Policies & Emerging Development
  - 2.3.1 Euston Area Plan
  - 2.3.2 Euston Healthy Streets Framework
- 2.4 Future Effects of the HS2 Station Development & East-West Connectivity
  - 2.4.1 Euston Area Emerging Public Realm
- 2.5 A Wider Network
  - 2.5.1 West End Project
  - 2.5.2 Regent's Park Estate Green Spaces
- 2.6 Regent's Place Campus: Public Realm & Landscape Qualities

## **3.0 The Site**

- 3.1 Existing Site Conditions
- 3.2 Existing Public Realm & Landscape
- 3.3 Site Conditions
- 3.4 Pedestrian Movement
- 3.5 The Euston Tower Opportunities

## **4.0 Project Brief & Objectives**

- 4.1 Public Realm & Landscape Brief
- 4.2 Project Objectives & Design Principles
- 4.3 Co-design Process

## **5.0 Design Development**

- 5.1 Landscape Concept

## **6.0 Design Proposal**

- 6.1 Design Overview
- 6.2 Character Areas
- 6.3 Key Areas
  - 6.3.1 Regents Place Plaza & Podium
  - 6.3.2 Hampstead Road
  - 6.3.3 Euston Road
  - 6.3.4 Brock Street
  - 6.3.5 Terraces and Biodiverse Roof
- 6.4 Mound Design
- 6.5 Building for Biodiversity
- 6.6 A Day in the Life of the Euston Tower Public Realm
- 6.7 Linking the Community Network
- 6.8 Hard Landscape
- 6.9 Edge & Boundary Conditions
- 6.10 Site Furnishing
- 6.11 Soft Landscape
  - 6.11.1 Tree Planting
  - 6.11.2 Understorey Planting
- 6.12 Play Opportunities
- 6.13 Circulation
  - 6.13.1 Pedestrian Movement
  - 6.13.2 Vehicular Access Cycle Routes & Access
- 6.14 Transportation
  - 6.14.1 Cycle Routes & Access
- 6.15 Short-Stay Cycle Parking
- 6.16 Drainage Strategy & SuDS Opportunities
  - 6.16.1 Drainage Strategy & Aspirations
  - 6.16.2 SUDs Opportunities
  - 6.16.3 Wetland Technical Details
- 6.17 Lighting Strategy
- 6.18 Security Strategy
- 6.19 Maintenance Strategy
- 6.20 Urban Greening Factor

## **7.0 Public Open Space**

- 7.1 Provision of Public Open Space
  - 7.1.1 Impacts on Existing Open Spaces
  - 7.1.2 Existing & New Public Open Space
  - 7.1.3 Surrounding Existing & New Public Open Space



# 1.0 Introduction

## 1.1 Report Purpose / Executive Summary

This Public Realm and Landscape Design Statement has been prepared by DSDHA in support of the full planning permission for the redevelopment of Euston Tower. This report has been prepared on behalf of British Land Property Management Limited (Thereafter British Land) who is the Applicant.

The purpose of this report is to demonstrate the analysis, objectives, design development and resulting detailed proposals for the landscaped spaces and how this fits within a long-term vision for the wider site.

Please note that this report deals with areas of external public realm at ground level and the external terrace space at first floor. Details of the internal and external public realm, including the second floor terraces and upper floor terraces on level O3, O4, O7, 19, and 25, are included in the Design and Access Statement prepared by 3XN GXN.

### Project Description

The proposal involves the redevelopment of Euston Tower through the partial retention of its core, basement, and foundations. The 32 storey tower will host offices and research and development floorspace and office, retail, café and restaurant space at ground, first and second floors, and associated external terraces. To further support the Knowledge Quarter, lab-enabled accelerator spaces will occupy level O3 of the podium which will be fitted out lab spaces and let out scale-up companies to encourage the growing industry by removing the barrier of high fit-out costs.

The ground floor will connect directly with levels O1 and O2 through a terraced landscape with publicly accessible staircase and ramp that will integrate biodiverse planting, seating, and spaces to socialise along the level change. The accessible ramp will lead from the ground floor within the central square to the cafe entrance on Level O1. The set of external stairs and accessible lift from Level O1 will allow for access to publicly accessible facilities and terrace on Level O2. Integrated beneath the terraced landscape will be a ramped cycle entrance that will lead to 861 long-stay cycle store within the towers basement. Gas delivery for the proposal will be accessed through a controlled entrance point at Triton Square and unloaded at a designated point on the west end of Brock Street. Basement delivery and parking access will be

maintained through the shared cycle-vehicle entrances on Drummond Street.

The Proposed Development will include the enhancement of the existing public realm in Regent's Place, along Brock Street, Hampstead Road, and Euston Road within the applicants ownership boundaries above ground totalling nearly 8000m<sup>2</sup>.



Aerial image of the existing Euston Tower and public realm

NTS



# 1.0 Introduction

## 1.2 DSDHA

### DSDHA

DSDHA are delighted to be working together with the design team for the Euston Tower Public Realm.

Founded by Deborah Saunt and David Hills in 1998, we're an architecture, urban design and research practice, with the persistent search for new forms of beauty through active design, research and agency at the heart of everything we do.

For us, architecture isn't about bricks and mortar and cities aren't about buildings, they're both about people.

London needs to be a city where people want to live, work, learn and travel. Sometimes architects (and architecture) can lose sight of this fact. We don't. We design beautiful buildings but, more than that, we design environments – buildings, urban landscapes and master plans that serve people.

It's simple. But it's not easy. It takes research, strategy, insight, experience and vision.

By adopting a people-centred approach, we deploy our spatial intelligence across a broad range of scales – from infrastructure to intimacy - to produce spatial strategies and designs that tap into each project's latent potential to foster positive change, in balance with nature and the planet.

Our work in Camden spans the last decade and includes both built and ongoing architectural, urban and public realm projects – Corner House, Suffolk House and working with Camden Council on the West End Project, Central Somers Town Masterplan, Museum Street Masterplan, and the British Library.

Our work has been recognised with 17 RIBA Awards, and has twice been nominated for the European Union Mies Van Der Rohe Prize for Contemporary Architecture, and shortlisted for the RIBA Stirling Prize. But more than that, it's been taken to the hearts of communities.

A selection of DSDHA's recent public realm work in Camden is included opposite.



Exchange Square



Central Somers Town



West End Project



British Library Extension



## 2.0 Context

### 2.1 Overview

We have carried out detailed Site Analysis of the existing site to inform the brief development for the public realm and landscape proposals across the site.

#### The Wider Site Context

The research included in this section reveals an understanding of the community dynamic beyond that of the site of Euston Tower, which aims to have a transformative urban impact in the Borough of Camden.

#### The Euston Tower Site

The site of Euston Tower has been analysed across a temporal scale, identifying historic, present, and future uses of the public realm. This has led to an understanding of community spaces in the area and how they engage within the Borough of Camden.



Site overview NTS



## 2.0 Context

### 2.2 History

Over the past two centuries the site of Euston Tower has undergone major change and development. The site has been established as a significant crossroads since early maps, where the wider site was undeveloped. As the site urbanised over the years, it became known as an entertainment area by the 1600's, and was fully developed by the 1800's.

#### Community History

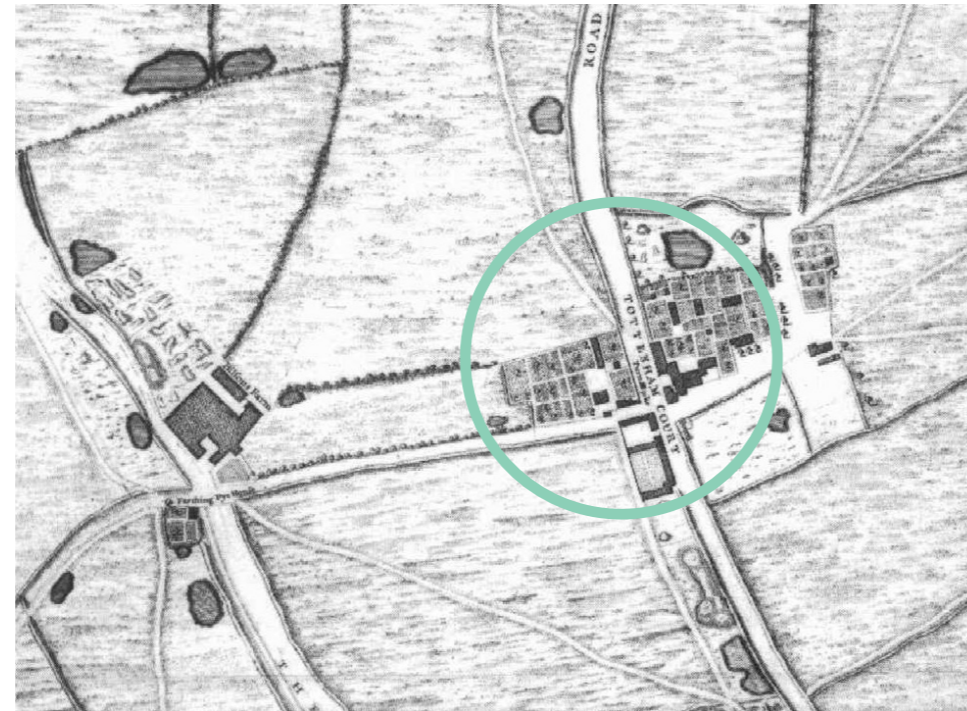
The site of Euston Tower and Regent's Place sits atop an old housing block. The area was once known for its 7 day-a-week market on Seaton Street, existing for over 50 years. The market closed in 1966, in order to support the demolition of the housing block and the construction of Euston Tower.

#### Public Green Space

Access to public greenspace within the area was quite limited until Regent's Park began allowing public access to sections of the park. In 1836, Regent's Park offered access 2-days a week, eventually reaching everyday use in the late-1800's. Around the same time as the development of Regent's Park, the developers designed three smaller scale gardens for the purpose of market squares. The current site is close to Munster Square, Clarence Gardens, and Cumberland Market, all destroyed in the Blitz of WW2, and later re-envisioned in the 1950's.

#### Recent Years

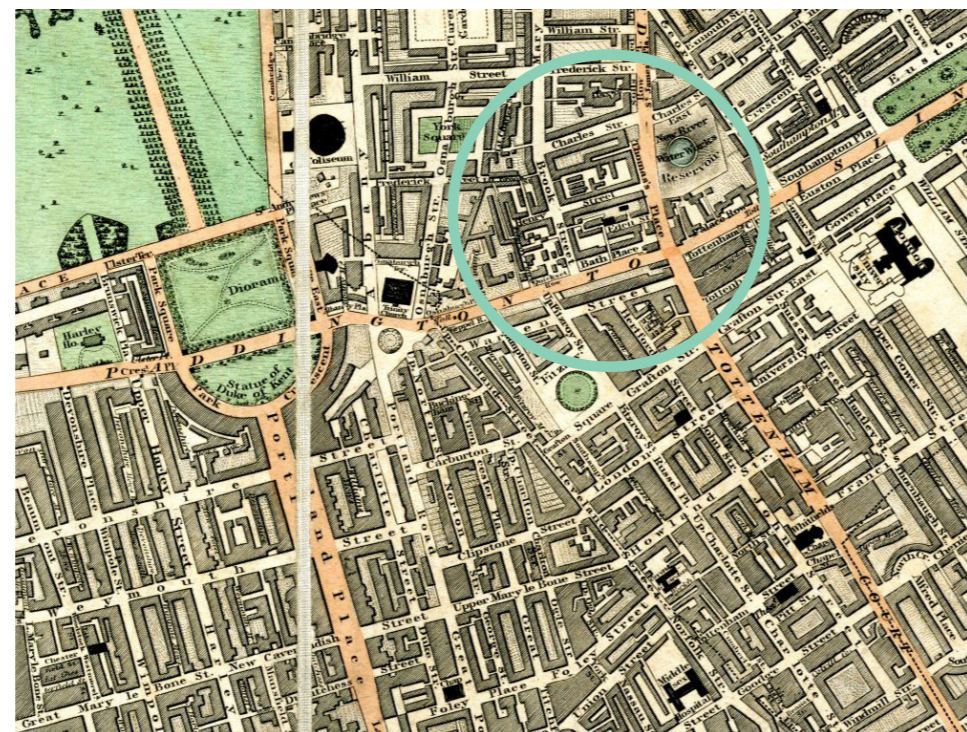
Catalysed by the development of Euston Tower, the surrounding area grew as a business and office district, with few residential buildings replacing the housing that was once prominent.



1746



1920



1828



1966; the closing of Seaton Market