

3.0 The Site

3.1 Existing Site Conditions

The following image is an aerial view of the existing Euston Tower and Regent’s Place Plaza. The public realm is made up of all four sides of the tower, and therefore are indicated and expanded upon in the key below.



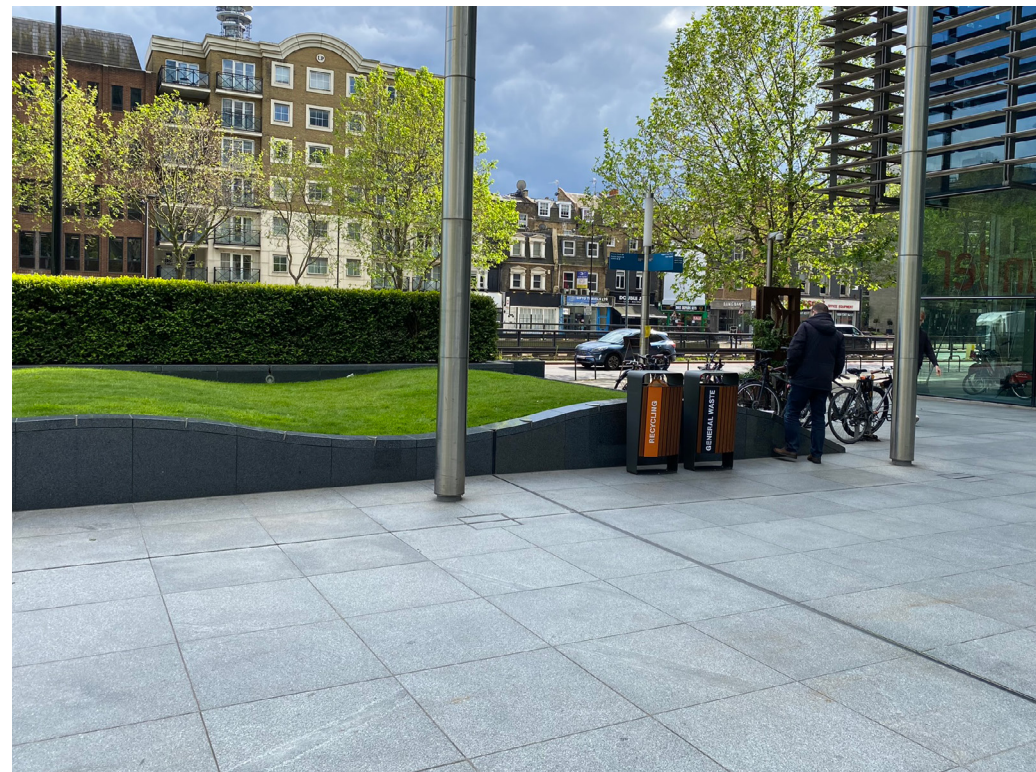
- 01 Regents Place Plaza
Ground floor: office entrances, cafe
- 02 Brock Street
Ground floor: residential & office entrance, cafe
- 03 Hampstead Road
Ground floor: grocery store
- 04 Euston Road
Ground floor: cafe

Site overview NTS

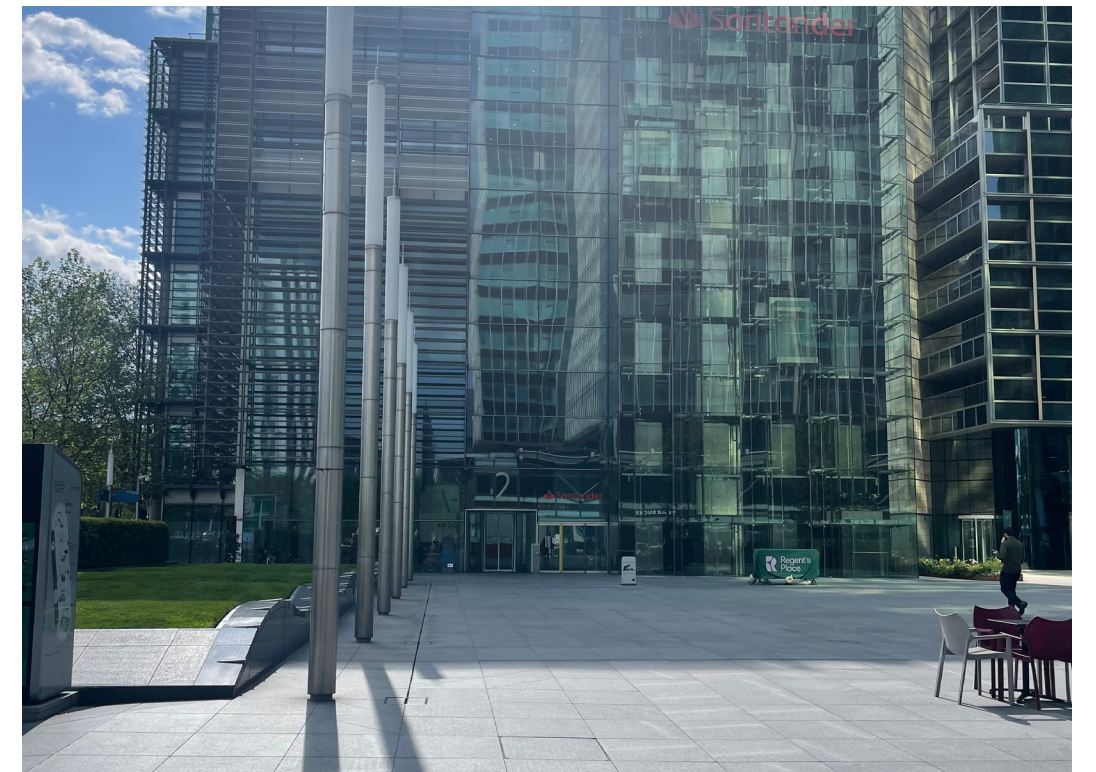
3.1 Existing Site Conditions



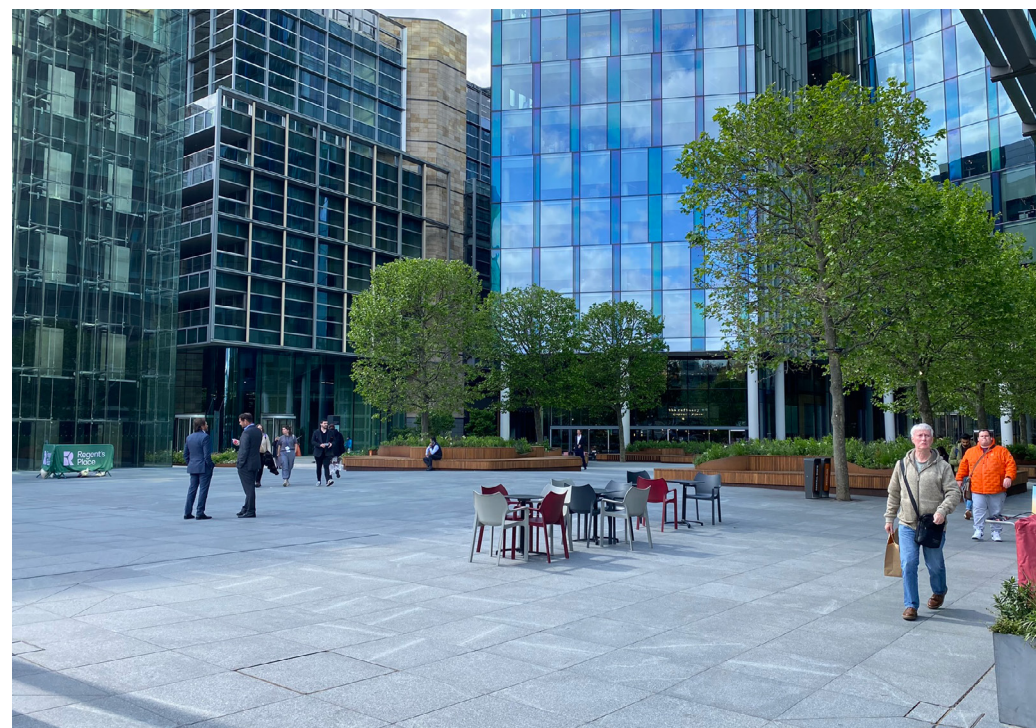
Regent's Place Plaza



01: Regent's Place Plaza looking South



02: Euston Road looking North towards Regent's Place Plaza

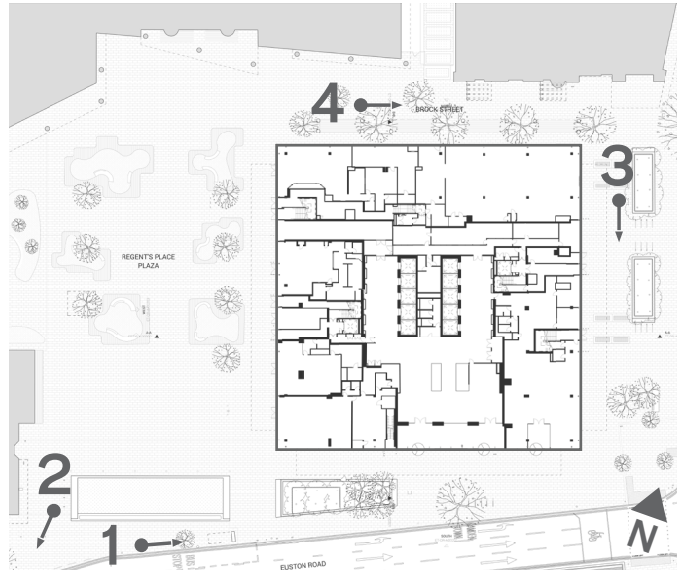


03: Regent's Place Plaza looking North



04: Regent's Place Plaza looking South

3.1 Existing Site Conditions



Euston Road



01: Euston Road looking East



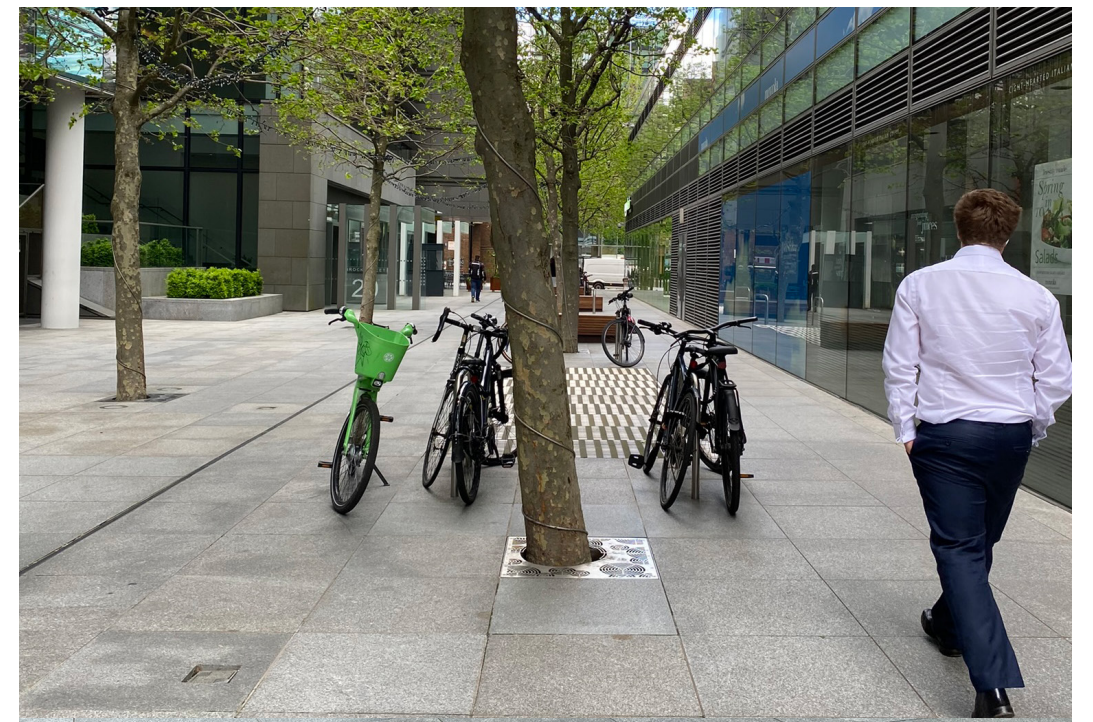
02: Euston Road looking West from Regent's Place Plaza

Hampstead Road



01: Hampstead Road looking South

Brock Street



04: Brock Street looking East

3.2 Existing Public Realm & Landscape

The existing public realm is comprised of four main spaces around the tower: Regent's Place Plaza to the west, Brock Street to the north, Hampstead Road to the east, and Euston Road to the south.

Overall, the public realm is dominated by hard standing paving punctuated by greening in the form of tree pits and planters. A temporary landscape for Regent's Place Plaza was constructed by Townshend Landscape Architects to link the space into the greater Regent's Place Campus. It is comprised of large timber seating platforms with integrated planters. These features have been designed around existing basement ground vents and seven semi-mature London plane trees planted in tree pits. A temporary screen has been installed periodically within the plaza to show sporting events, movie screenings, and local art exhibitions. Activation within the plaza is primarily through the use of seating for office workers or visitors to the two cafés within the retail units on the ground floor of Euston Tower.

Euston and Hampstead Road feature similar fragmented landscape elements such as short-stay cycle parking, raised tree planters, and a cluster of at-grade tree planting to the south-east corner. Seating is available along planters on Hampstead Road while elements along Euston Road are minimized to provide sufficient pedestrian clearways. No activation at ground floor level is present along Euston Road, while a single grocery retail entrance is available to the north of Hampstead Road. The entrance to Brock Street at the north is marked by a mature and protected London plane tree. The entrance to Brock Street at the north is marked by a mature and protected London plane tree.

The Brock Street landscape maintains a similar hardscape dominated character with a linear arrangement of trees planted at grade. A combination of site furnishings including Sheffield stands and temporary planter boxes arranged around large in-ground vent grates to the basement. Activation is situated along the north side and consists of an office and residential tower entrance and commercial units.



Existing site plan

NTS

- 01** Large Planting Beds
- 02** Regent's Place Plaza
- 03** Euston Tower
- 04** Streetscape Planters
- 05** Large Vents on Footpath

- Wooden Seating
- Existing Green
- Bus Stop
- Bike Stand

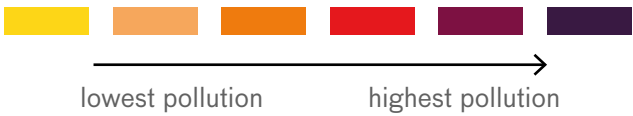
3.3 Site Conditions

Due to its situation at the intersection of two major London roadways, the site is subject to a number of compromising conditions, including pollution, noise, wind, and safety. Mapping these conditions helps to identify their role as constraints or opportunities in the proposed design.

The adjacent plans are based on analysis carried out by Publica in 2019. The diagrams were used to develop initial designs. More detailed analysis, particularly on the matter of wind, were conducted throughout Stage 2 and were key in informing the landscape design. More details on these studies can be found in the ES Document.

01: Pollution

High levels of cO2, nO2, PM10, and Pm2.5 pollution from adjacent roads are exposed to the site along its southern and eastern sides.



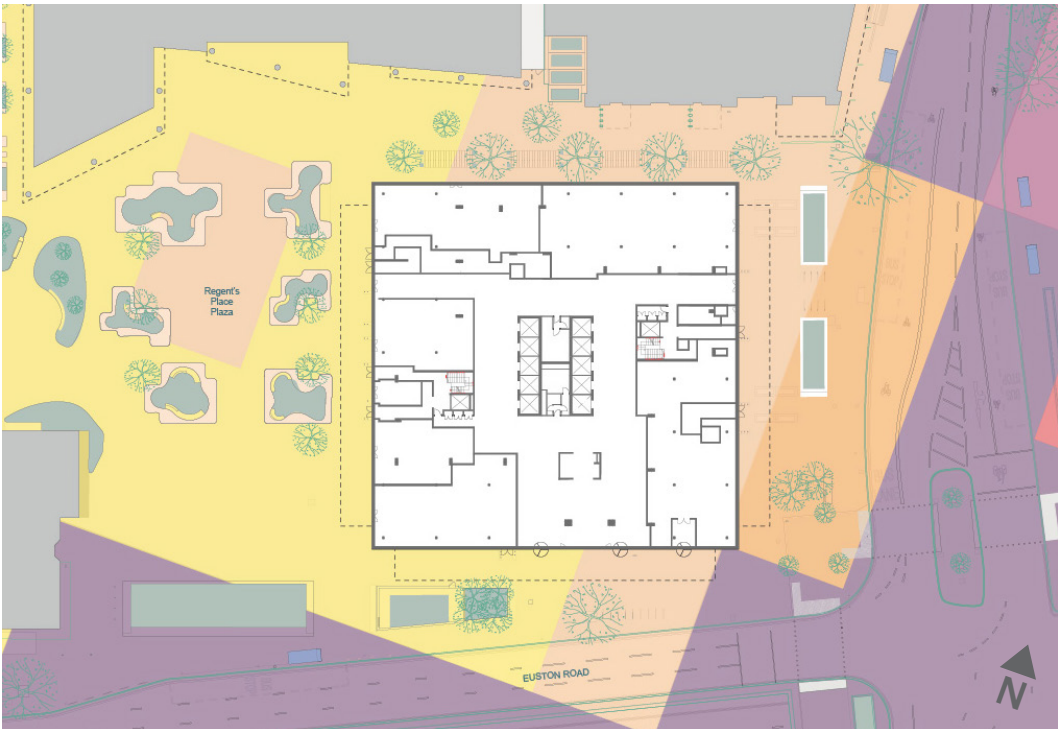
02: Noise

Busy roads from the east and south sides create high levels of noise pollution.



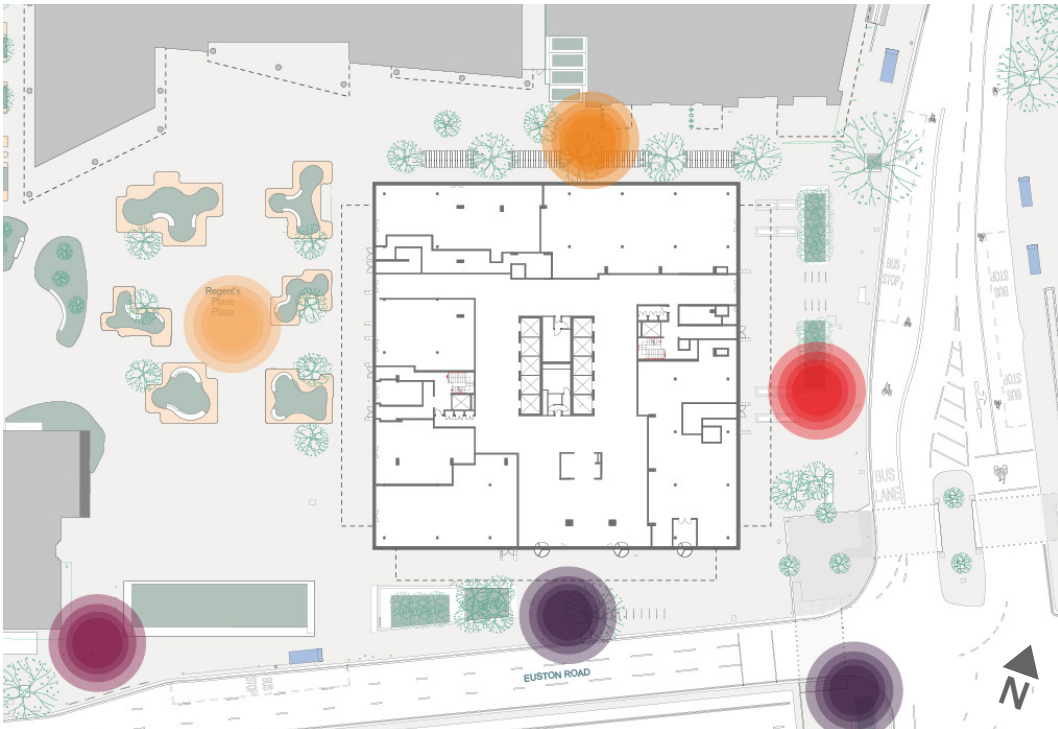
03: Safety

There are high vehicular speeds along Euston and Hampstead Roads.



01: Pollution

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02: Noise

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03: Safety

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3.3 Site Conditions

Wind Conditions

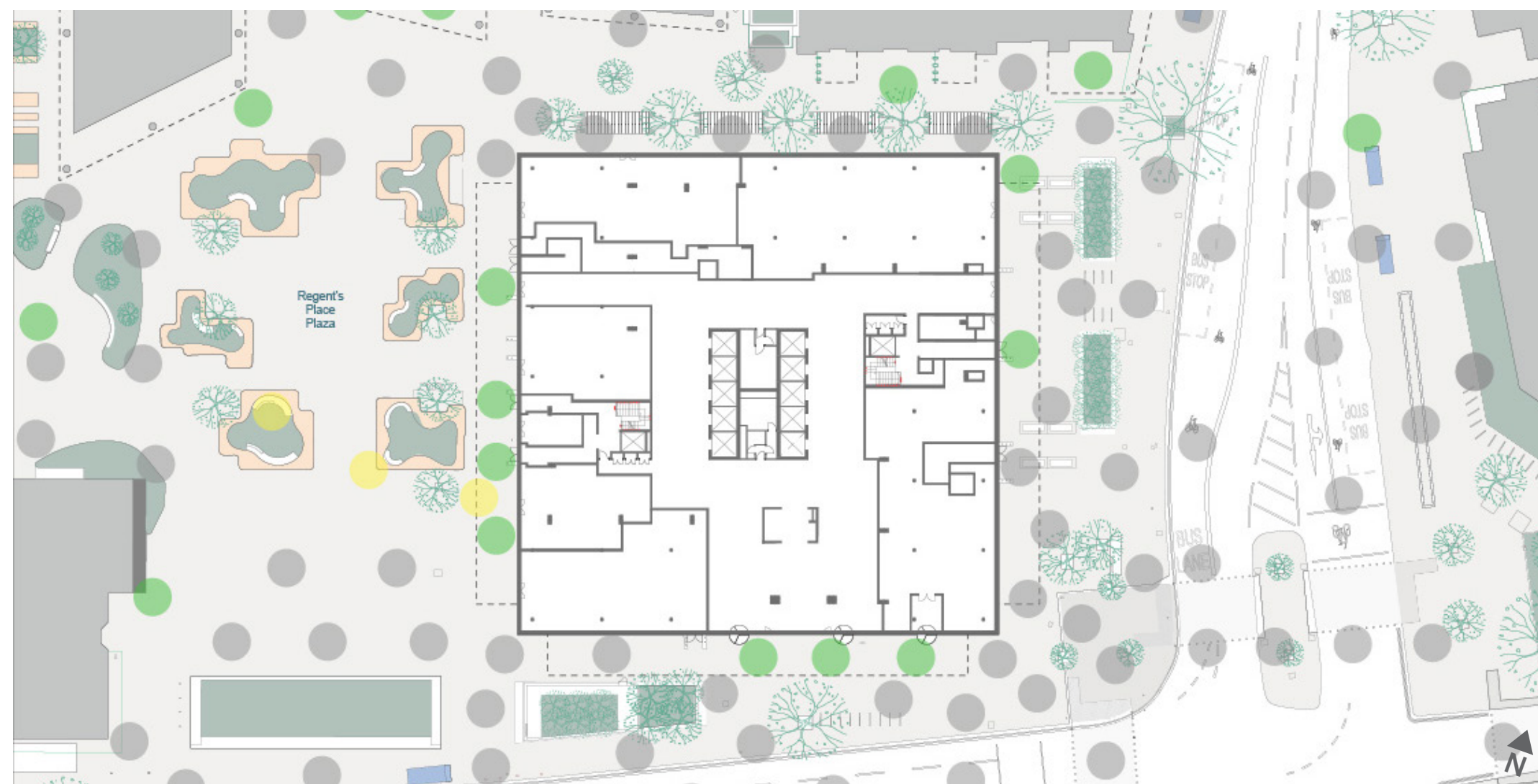
The site of Euston Tower is prone to high winds, ultimately effecting the user experience around the tower.

Located between tall developments, wind conditions are unfavourable at the intersection of Euston and Hampstead Road as well as along Brock Street. Strong winds are also present along the south western edges.

The adjacent map indicates wind conditions for the existing site highlighting areas exceeding comfort for standing or strolling along the south-western edge.

Lawson Comfort and Safety Criteria

- Standing or Short-term Sitting
- Strolling
- Within general public access (no exceedances)



Site Plan of maximum tolerable wind conditions (worst case - winter). Adapted from figure 11.2 in ES Volume 1, Chapter 11. Refer to ES for further details on wind conditions.

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