

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/5240/P	Mark Guard	22/01/2024 13:52:38	OBJ	Dear Camden

The Euston Tower is a good example of 1960's Miesian inspired architecture. The glazed curtain wall is simply detailed and light in appearance. The facade reflects the sky and most importantly emphasises verticality, reducing the visible mass. The existing building respects architectural tradition in having a base, a middle and a top.

The proposed re-cladding of the building with precast elements and sloping facades is a disaster. It will hugely increase the bulk of the building, lacks any elegance and makes no sense. If British Land want to increase the floor area they should be allowed to do so behind a new vertical high quality glazing system of minimal modern design.

Having done such a good job of reconfiguring Tottenham Court Road, it would be a great shame if Camden allows the destruction of this important focal point and landmark. Streets create vistas and the termination of vistas make spaces into places. The Euston Tower is important to Tottenham Court Road.

I have lived near the Euston Tower for more than 35 years. I do not object to the enlargement and repurposing of the building. However, I strongly object to this planning application on the basis that the proposed weird sloping facades are ungainly, heavy, non reflective, ugly and overbearing.

British Land should be asked to resubmit the application with an elegant and minimal vertical glazed facade of architectural quality.
