

From: Floris Van Beek
Sent: Saturday, February 3, 2024 12:48 PM
To: Planning
Subject: Application Number 2023/5240/P - Objection

Dear Camden Council planning team,

I hope this email finds you well.

I am writing a formal email as an objection to the below planning application:

Application Number 2023/5240/P
Application Type: Full Planning Permission
Addresses: Euston Tower , 286 Euston Road, London, NW1 3DP
Development Types: Commercial Extension, New Commercial Redevelopment

My details are as follows:

Name: Floris Van Beek

As a permanent resident of Camden and the area of Regent's Place, the planned redevelopment of Euston Tower is of significant concern to me and my neighbours. I was delighted to hear that the Euston Tower was due to be redeveloped, but the proposed changes were very different to what I anticipated and hoped for. Please find my observations and concerns regarding this redevelopment outlined below.

Expansion Concerns: The planned 8-meter expansion of Euston Tower towards Hampstead Road is cause for concern, given that it is already the largest and tallest structure in the area. Regent's Place is currently known for its spacious and open environment, a quality highly valued by the community. This change could significantly diminish the area's overall atmosphere and attractiveness, potentially affecting local property values. Furthermore, this enlargement could reduce the natural light in Regent's Place, impacting the well-being of the community. An expansion of this magnitude—8 meters—seems excessive.

In addition, the Euston Tower team's communication about this expansion has been unclear and possibly deceptive. They have focused on distant viewpoints like from Lambeth Bridge, rather than addressing the real implications for residents living close to the tower. This lack of transparency over the true effects of the tower's increased size on the nearby community is troubling.

Sustainability Concerns: The redevelopment plan involves dismantling and rebuilding approximately two-thirds of the existing structure to increase ceiling heights. The rationale for such extensive demolition for ceiling adjustments raises serious questions about the unnecessary use of materials and resources, and the overall sustainability of the project. I believe that the building's structure is sound as it is, and needs a change to its facade/exterior, but such a drastic change to its ceilings does not make sense.

Questionable Redesign Purpose: The redesign's focus on additional office space is puzzling, given the current surplus of office spaces in Regent's Place. With companies like Meta and Santander relocating and the increasing trend towards remote work, many office spaces here remain vacant. British Land has not indicated any new tenants moving in. Expanding office space does not seem to address the need for a more vibrant community. It would be more logical to consider residential or mixed-use spaces to enhance the area's liveliness and utility. Currently, as it stands, the Euston Tower will have merely the first couple of floors be built for the community (little details were given to us as to what exactly that might be), while the rest of the massive building will be more science and tech-enabling spaces (which was explained to use vaguely too) and offices... This does not seem to be a plan that maximises the opportunities for the community or attracts residents/businesses to relocate to Regent's Place. There is definitely more potential Euston Tower has in terms of its purpose (fitness studios, art galleries, shops, variety of food and beverages venues, residential properties) than what is being proposed (merely offices).

Thank you for considering my viewpoints on this matter.

Sincerely,
Floris Van Beek