



EUSTON TOWER

Design & Access Statement

Revision B | December 2024



EUSTON TOWER

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0.1 Note on “Verified Views” and “Illustrative Views”

Computer generated images (CGIs) have been used throughout this Design and Access Statement, and other documents associated with this planning application, in order to support the submitted drawings and contribute to a more comprehensive understanding of the Proposed Development.

Within this application, both “illustrative views” and “verified views” have been included and are captioned as such throughout. The next two pages define these terms.

Illustrative Views

Illustrative views are CGIs produced by the Design Team and are intended to communicate the architectural aspirations and ambitions for the Proposed Development.

They are used to illustrate specific aspects of the designs, such as facade articulation, colour, pedestrian experience, materiality, texture and the atmosphere of the proposed spaces. The result is a representation of the Proposed Development that illustrates the intricacies of the design that are intended to be read alongside, and supplementary to, the submitted drawings, for an enhanced three-dimensional understanding of the scheme.

Placed on this page is a selection some of the “illustrative views” that are included throughout this document with associated captions.



Illustrative View - View to Euston Tower across Regent's Place Plaza



Illustrative View - Tower facade close-up



Illustrative View - Tower terrace experience illustrating the potential views from various points in the building



Illustrative View - Looking north along Hampstead Road illustrating interplay between podium facade and planting proposed in public realm

Verified Views

The verified views are CGIs produced by Cityscape Digital and superimpose the Proposed Development on top of accurately shot photography. They are used as a basis to discuss the impact of the proposal from a townscape perspective specifically.

Verified views require precise information to be able to verify the accuracy of the camera matching and digital model placement, as outlined in *Appendix F Visualiser's Methodology: Accurate Visual Representations* included as part of the *Environmental Statement Volume 2: Townscape, Visual and Built Heritage Assessment (TVBHA)*

Due to their accuracy, the verified views provide an opportunity to evaluate the Proposed Development's impact on the existing townscape, effectively providing 'existing' and 'proposed' views from a series of agreed-upon viewpoints, selected through a process of consultation with relevant statutory consultees by townscape/heritage consultants and having regard to relevant planning policy and guidance.

Placed on this page is a selection some of the "verified views" that are included throughout this document with associated captions.



Verified View - Tottenham Court Road, junction with Grafton Way - Existing (View 22 in the TVBHA)



Verified View - Tottenham Court Road, junction with Grafton Way - Proposed (View 22 in the TVBHA)



Verified View - Drummond Street, at junction with Cobourg Street - Existing (View 12 in the TVBHA)



Verified View - Drummond Street, at junction with Cobourg Street - Proposed (View 12 in the TVBHA)