

1.0 INTRODUCTION

Illustrative View - Tower facade close-up - teal overlay



Photograph - 1:250 model of Proposed Development

1.0 Introduction

This Design & Access Statement (referred to as “DAS” hereafter) has been prepared by 3XN Architects on behalf of the applicant British Land Property Management Limited (referred to as “British Land” hereafter).

This statement supports the planning application for the redevelopment of Euston Tower, in the London Borough of Camden. This version of this statement is revision B, a replacement of the original submitted Design and Access Statement, dated December 2023, and revision A dated March 2024.

The proposal has been subject to extensive public engagement and pre-application discussions with the London Borough of Camden, the Greater London Authority, Historic England, Transport for London and a broad range of wider stakeholders. These discussions have informed the evolution of the design for the scheme and are covered in more detail on the following pages.

This Design & Access Statement should be read in conjunction with the other drawings and documents submitted in support of this planning application.

1.1 Scope of Application

This planning application seeks approval for the redevelopment of the existing Euston Tower into a new office and life science-led, mixed use development and associated public realm improvements.

These proposals have been informed by a thorough study of the local context, together with technical considerations and a considerable co-design and community consultation and engagement process, details of which are set out in further detail in this document, as well as the Statement of Community Involvement (SCI) submitted as part of the application.

In summary, the proposed works will comprise:

- The careful deconstruction of the existing Euston Tower facade and floor slabs while maintaining the central core above ground
- Retention and expansion of the existing basement structures including the existing piled foundations to provide space for modern cycle facilities, delivery / servicing areas and plant space
- Construction of above ground structure and facade into a new building consisting of a podium block and a tower which rises up to 32 storeys
- A significantly enhanced public realm including green and activated street edges for Euston Road and Hampstead Road, a wider Brock Street at ground level and at Regent's Place Plaza which extends up and into the lower levels of the building, and additional provision of short and long stay cycle storage
- The "Enterprise Space": an affordable workspace designed to house local entrepreneurs and small business, and incorporating a programmed flexible space. This delivers on local need for affordable workspace to facilitate connections between science and tech businesses, local institutions and organisations and supporting wider skill development and employment opportunities.



Photograph - Existing Euston Tower from the corner of Euston Rd and Hampstead Rd



Photograph - Existing Euston Tower from Hampstead Rd, looking south



Photograph - Existing Regent's Place Plaza, looking east



Photograph - Existing Euston Tower ground floor from Hampstead Rd, looking west

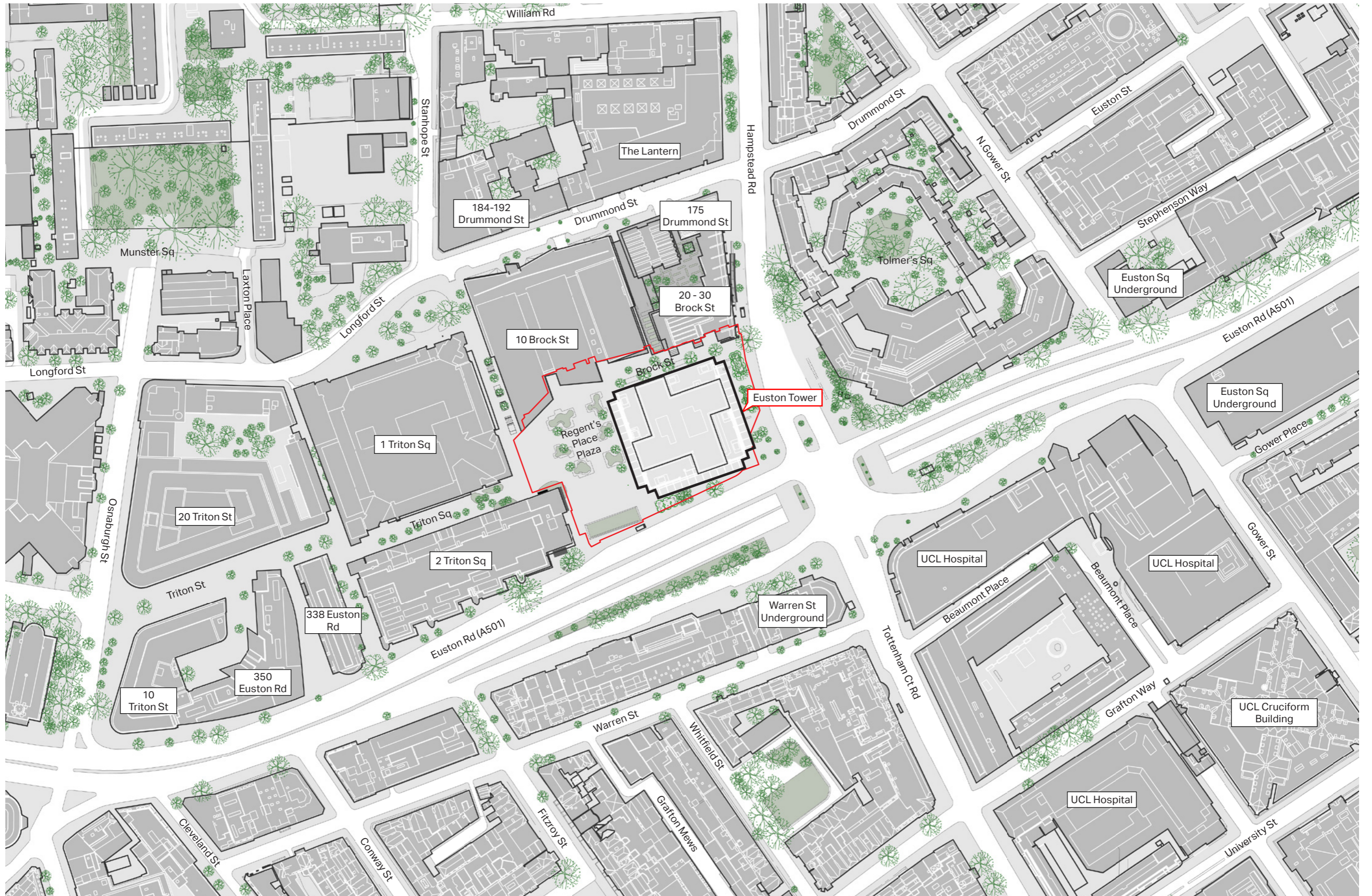


Diagram - Site Location Plan

1.2 Regent's Place Vision

British Land have a long-term plan to invest and build on the existing strengths of Regent's Place; adapting and responding to changing customer requirements and work practises, rapid advancements in technology, and structural changes in London's economy.

British Land's vision is to create a dynamic and inclusive environment for life science and technology-driven innovation to thrive, ensuring that local communities and businesses in Camden benefit from this investment.

The brief for the redevelopment of Euston Tower echoes this vision and is underpinned by an integrated place-making masterplan, which seeks to leverage the existing strengths outlined below, to re-position Regent's Place:

Part of an existing ecosystem

- Located in the Knowledge Quarter Innovation District
- Proximity to UCL, UCLH and Frances Crick Institute
- Excellent transport links via rail, underground, bus and cycle routes
- Access to deep talent pools

Holistically managed Campus with a diverse range of spaces

- Long-term investment to create outstanding, sustainable places for our customers and communities
- High quality offices and incubator space
- Opportunity to deliver labs and unique innovation spaces

Creating an attractive space in the centre of the city

- A safe and inclusive environment with direct links to the local community
- Active, green spaces for meeting, working and wellbeing
- Creating a smart campus with improved connectivity and digital infrastructure
- Expansion of the retail, leisure and cultural offer

Strong connections to the local community and collaborative opportunities

- The Regent's Place Community Fund is a unique collaboration between Regent's Place businesses, created to support community activities.
- Offers businesses the chance to connect with each other and local partners to make a real and long-lasting social impact.



Photograph - Existing Regent's Place Plaza



Photograph - Existing Triton Square



Photograph - Existing Regent's Place Plaza



Photograph - Existing Regent's Place Plaza

Re-positioning Regent's Place as a centre for innovation and life science in the heart of London

British Land's long term commitment to investing in Regent's Place has already delivered:

- Life science incubator space at 184-192 Drummond Street
- Affordable workspace at 1 Triton Square
- Knowledge Quarter partnership
- Lab-enabled space at 10 & 20 Triton Street
- Green and welcoming public spaces
- New public realm with bars, restaurants and outdoor cinema

Key for map opposite:

- 1 The Union
- 2 Vacant Unit
- 3 Pret a Manger
- 4 Wasabi
- 5 The Euston Wall
- 6 Change Please Coffee / Toast Ale
- 7 New Diorama Theatre
- 8 NDT Cafe & Bar
- 9 The Euston Wall
- 10 Black Sheep Coffee
- 11 Acai Berry
- 12 Santander
- 14 The Gym Group
- 15 Affordable Workspace
- 16 The Old Diorama Arts Centre
- 17 The Refinery
- 18 Vacant Unit
- 19 Sainsbury's
- 20 Itsu
- 21 Beany Green
- 22 Amazon Fresh
- 23 Vacant Unit
- 24 Bloomsyard
- 25 Starbucks
- 26 Pret a Manger



Diagram - Overview of Regent's Place provided by British Land