

### 1.3 The Development

The site area within the boundary of this application is approximately 7,963 sqm - refer to drawing ET-DR-A-1002, submitted as part of the application for planning permission.

Full planning permission is sought for the following:

Redevelopment of Euston Tower comprising retention of parts of the existing building (including central core, basement and foundations) and erection of a new building incorporating these retained elements, to provide a 32-storey mixed-use building providing offices and research and development floorspace (Class E(g)) and office, retail, café and restaurant space (Class E) and Enterprise space (Class E/ F) at ground and first, and associated external terraces; public realm enhancements, including new landscaping and provision of new publicly accessible steps and ramp; short and long stay cycle storage; servicing; refuse storage; plant and other ancillary and associated work.

The proposal includes enhancing the public realm to Regent's Place Plaza to the west, Euston Road to the south, Hampstead Road and Brock Street to the east and north of the site respectively.

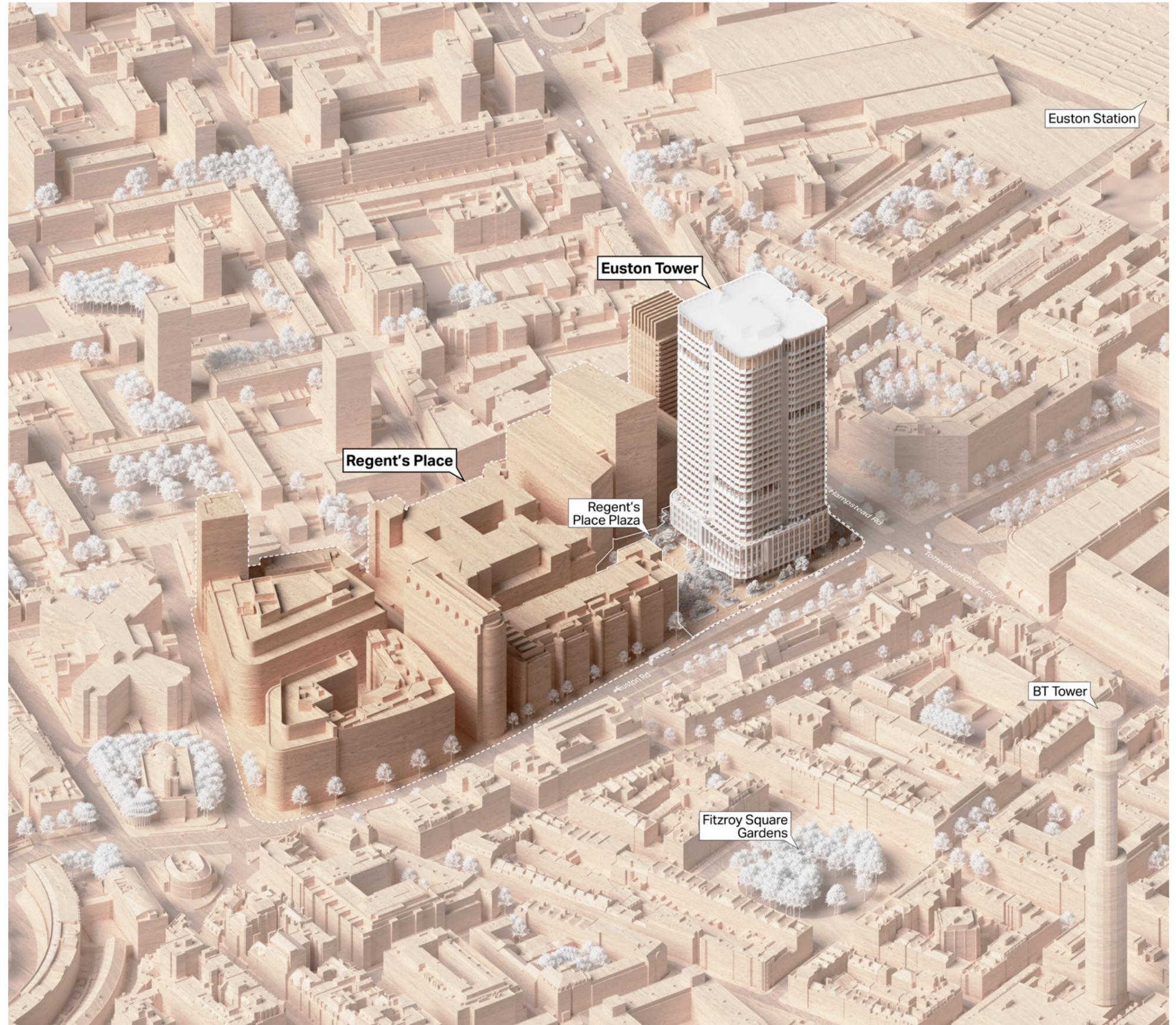
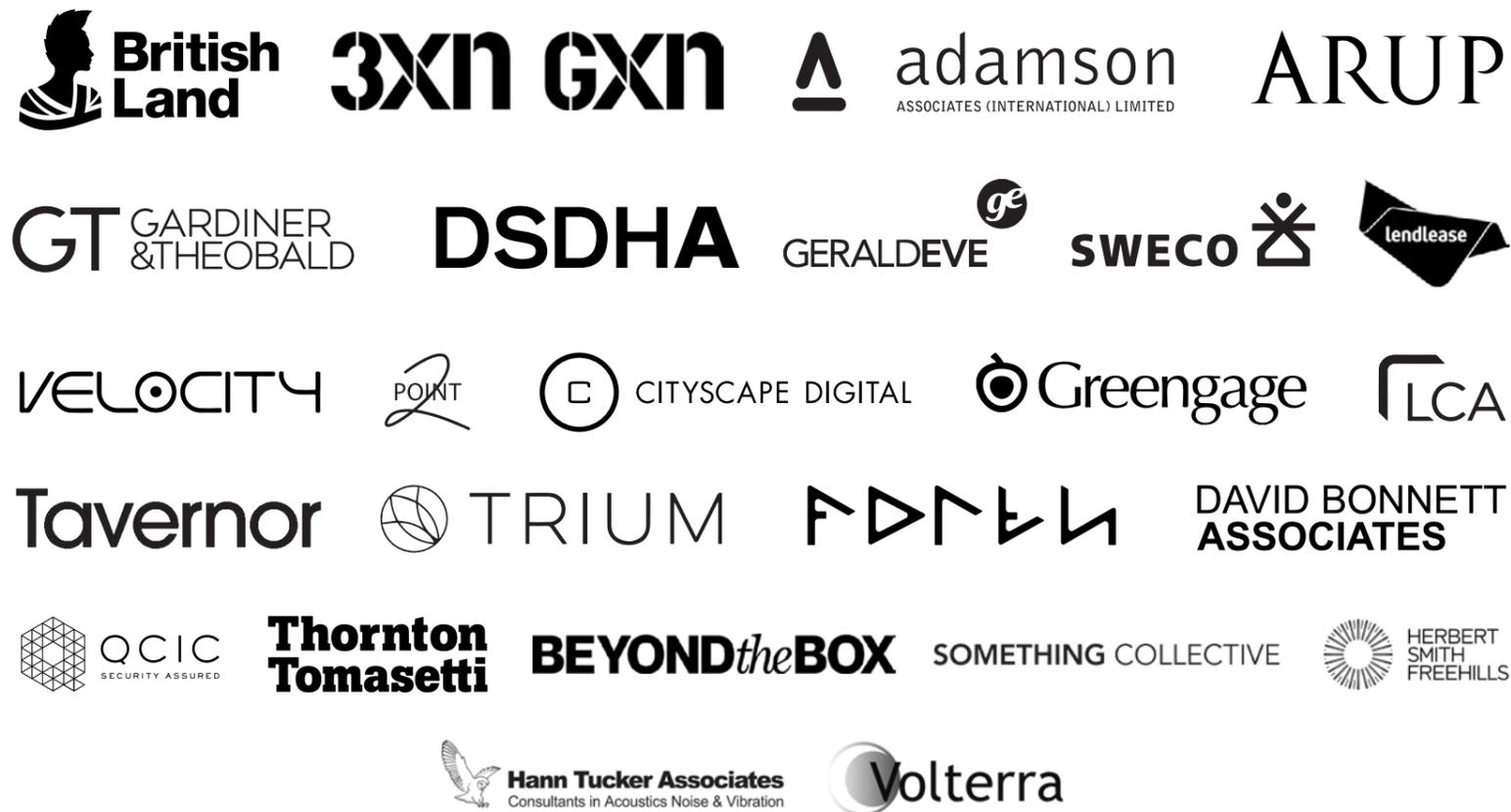


Diagram - Axonometric diagram from south west of proposed Euston Tower



## 1.4 Client & Project Team

The client is British Land, who are the applicant for planning permission.

3XN are the architects and lead designers for the project, and are supported by a team of key consultants:

Executive Architect & Principal Designer:	Adamsons Associates
Landscape Architect:	DSDHA
Planning Consultant:	Gerald Eve
Services Engineer:	Arup
Structural Engineer:	Arup
Sustainability Consultant:	GXN & SWECO
Transport & Logistics:	Velocity
Visual Impact Assessment:	Cityscape Digital
Townscape Consultant:	Tavernor Consultancy
Public Use Consultant:	Forth
EIA Co-ordinator:	Trium Environmental
Ecological Consultant:	Greengage
Daylight Consultant:	Point2
Rights to Light Consultant:	Point2
Fire Engineering:	Arup
Access Consultant:	David Bonnett Assoc.
Security Consultant:	QCIC
Acoustic Consultant:	Hann Tucker
Wind Analysis:	Arup
Facade & Access & Maintenance Consultant:	Thornton Tomasetti
Cost Consultant:	Gardiner & Theobald
Planning Legal Advisors:	Herbert Smith Freehills
Community Consultation:	LCA
Project Manager:	Gardiner & Theobald
Construction & Logistics Consultant:	Lendlease
Employment & Training and Regeneration Advisor:	Volterra
Community Engagement & Social Impact Consultant:	Beyond The Box
Community Engagement Consultant:	Something Collective

## 1.5 Project Vision

British Land's vision is to create a world-leading science, technology and innovation building, supported by a reimagined public realm, for Camden and the Knowledge Quarter that inspires, connects and creates opportunities for local people and businesses.

The missions for the proposed development are below:

- Transforming the existing Euston Tower ensuring it is fit for the future by adopting cutting-edge sustainability targets and reusing, recycling, and offsetting, to reach net zero at completion and in operation.
- Putting social impact at the heart of the project from the outset, ensuring that communities play a key role in shaping new spaces which meet local needs.
- Creating pioneering workspaces in the Knowledge Quarter for businesses of all sizes to prosper, including flexible incubator and accelerator spaces, to support start-ups, scale-ups and knowledge sharing.
- Ensuring that the future use of Euston Tower is built upon identified needs and contributes to a thriving local, regional and national economy for our ever-changing world.
- Reimagining the public spaces of Regent's Place, creating safe, inclusive, connected and sustainable environments for Camden's communities.
- Contributing towards meeting Camden's housing needs.

These missions have informed three key design principles for Euston Tower, which are proposed and outlined on the opposite page.



Verified View - Proposed Euston Tower from Tottenham Court Road, south of the A5204

## 1.6 Key Design Principles



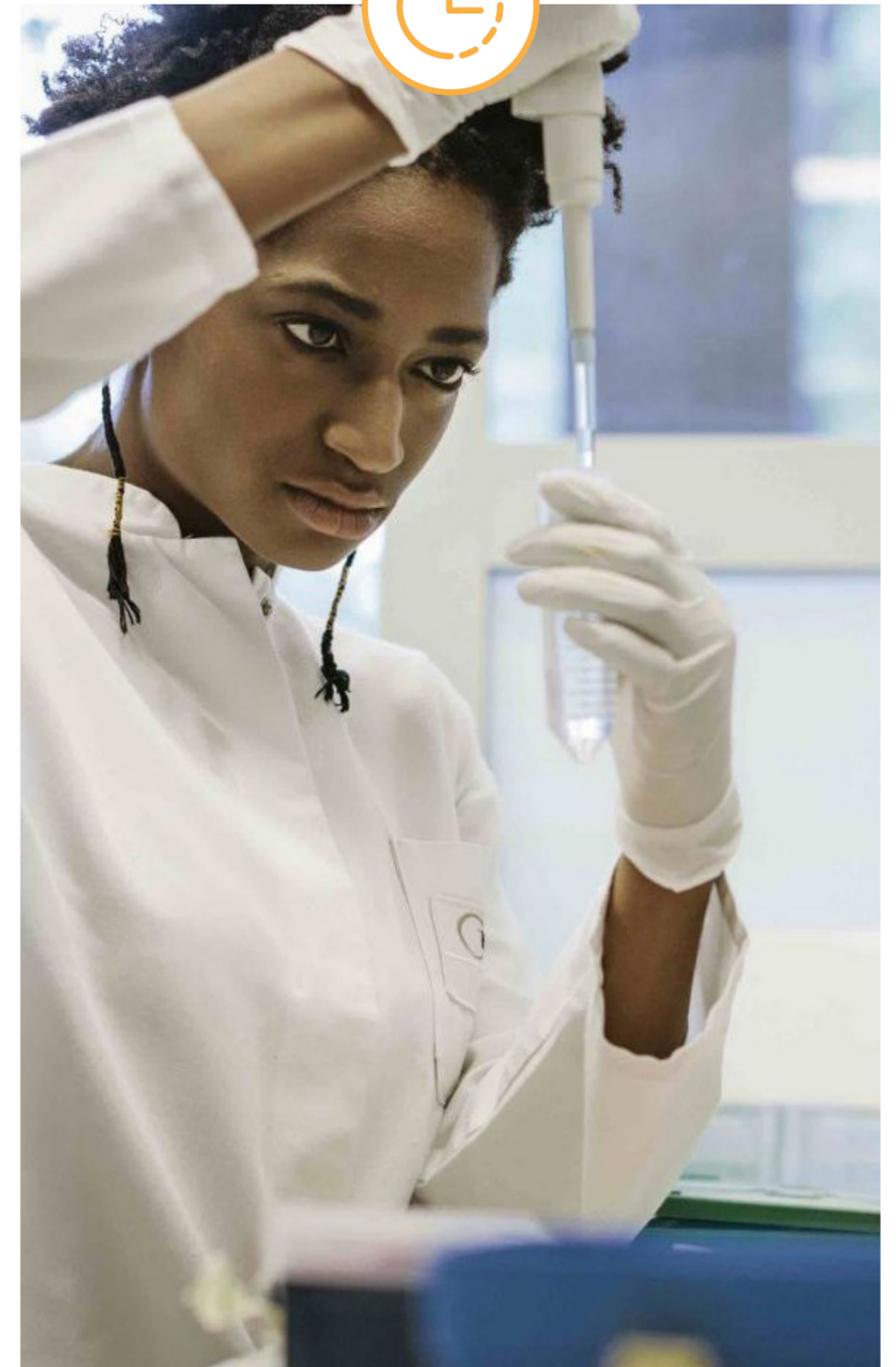
### Camden Landmark

Challenge the typical tower typology and move away from fully-glazed facades. Discover what makes a Camden Tower unique and use warmth, texture and tactility to design a tower people will love.



### Social Sustainability

Break down boundaries between local communities and commercial buildings by designing a truly welcoming, inclusive and engaging podium and public realm experience, filled with exciting public uses both at ground level and throughout the building.



### A Tower for the Now and the Future

Make the right choices today by building in the ability to flex and adapt to the trends of tomorrow. Enable and support life-science, tech and other diverse uses to ensure the tower stands the test of time and inspires people well into the next century.

## 1.7 Project Missions

The proposals seek to deliver an inclusive, pioneering workspace and public realm, which connect communities in the heart of the Knowledge Quarter.

In addition to the collection of mixed uses and external spaces included in the Proposed Development, these proposals provide a package of wider benefits to enhance the local area including new affordable housing, workspace for SME's and start up businesses, improvements to the streetscape and additional greening to the area.

Outlined here are the project's key missions and how the benefits proposed support the aspirations and policies of the London Borough of Camden, the surrounding communities and the users of Regent's Place.



### Net-Zero Tower

- A net zero tower with aspirational sustainability goals that aim to provide benefits beyond Euston Tower.
- Innovations in material reuse and construction fully integrated into the proposal, creating a tower for now and the future.
- Take full responsibility for residual emissions.



### Inclusive Innovation

- A local amenity and resource which enables collaborative projects and partnerships.
- A platform for local ideas, innovation and problem solving, which provides learning, skills and pathways to work.



### Pioneering Workspaces

- Variety of workspace provision catering for organisations of different scales, designed with flexibility to adapt to future needs.
- Provision for lab-enabled spaces, workspace (office) and the affordable workspaces in the "Enterprise Space".
- Harnessing the existing Regent's Place community programmes, which helped 8,600+ local people in 2022, in working towards increasing access to good jobs and continuing to be a supportive part of the local community.



### Public Realm

- A safe, connected and creative public realm which provides a wide variety of opportunities for the local community.
- Drawing on local landscapes to create a varied and biodiverse improvement to Regent's Place Plaza.
- Include fully accessible areas for people to explore, relax, and meet.



### Housing

- In discussion with the Council and in line Camden planning policy we have been working towards identifying a Council-owned site for the delivery of affordable homes by the Council. An opportunity has been identified to deliver much needed additional affordable homes on the Council-owned Tybalds Estate and we have committed to providing £27m of funding which could be used to deliver these.

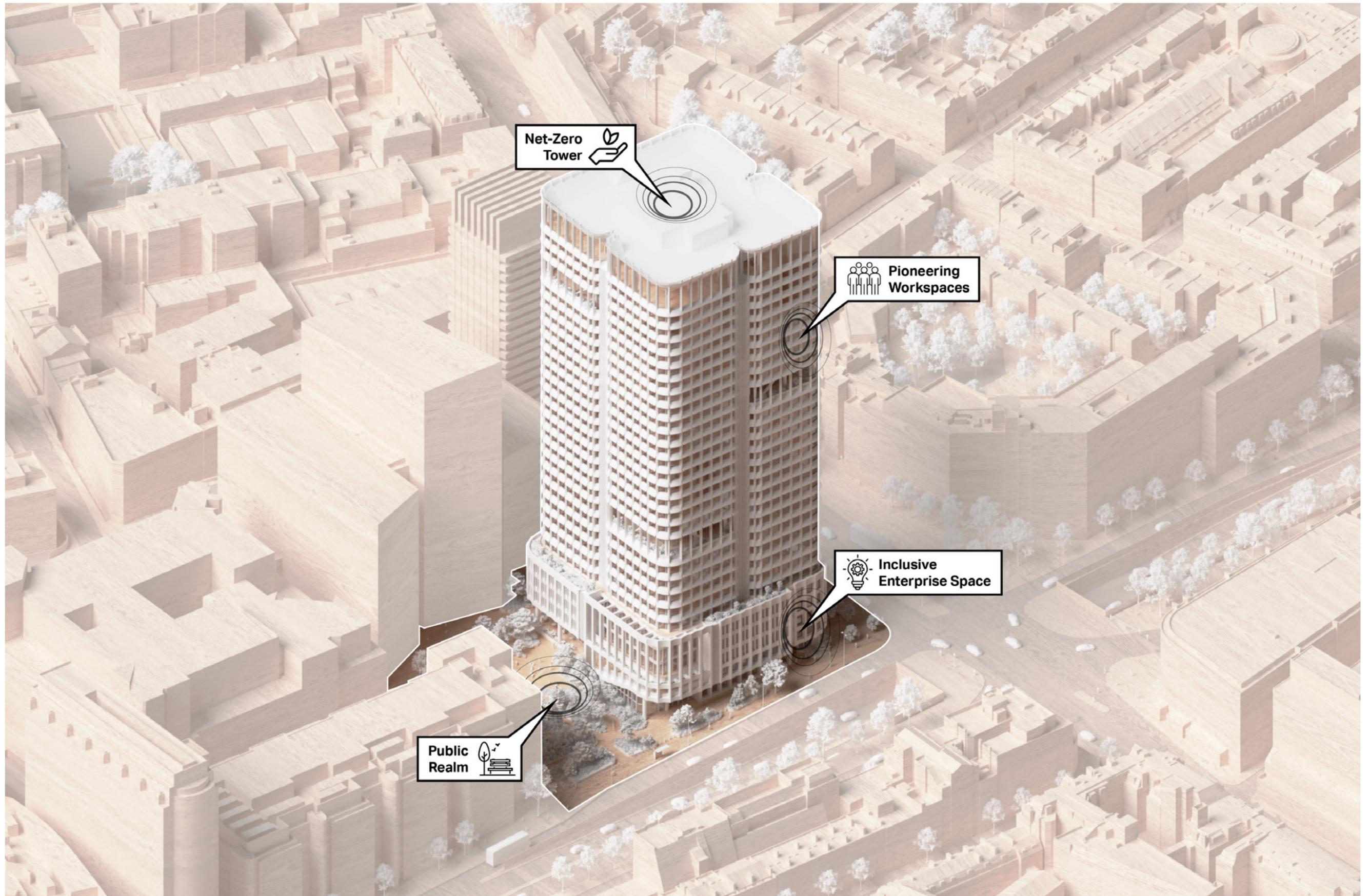


Diagram - The key public benefits provided by the Proposed Development