

2.0 CONTEXT

Photograph - Existing Euston Tower - teal overlay



Photograph - Aerial image of Euston Tower, from the west

2.0 Context

This section provides further detail on the historical and urban context of both the immediate site, the neighbouring context and the wider urban fabric, all of which have been important considerations when preparing the design response presented in later sections of this report.

2.1 Site Location

Euston Tower is situated within the London Borough of Camden (LB Camden), and the ward of Regent's Park. The Site is bounded by Euston Road (south), Hampstead Road (east), Brock Street (north) and Regent's Place Plaza (west).

Located on the corner of Euston and Hampstead Road, at the top of Tottenham Court Road, the tower shares a busy intersection with the UCL Hospital campus and is directly opposite Warren Street Station. The existing Euston Tower is prominent within the local area, as one of the tallest buildings in the borough along with the nearby BT Tower, and as such acts as a physical landmark for Euston, Euston Square and Warren Street stations as well as a wayfinding point within the wider neighbourhood.

Designed in the 1960s and completed in 1970, Euston Tower has experienced an occupancy level of less than 70% over the past decade and has remained vacant since 2021. Originally serving as the home of Capital Radio (a pioneering commercial radio station in the UK) from 1970 to 1999, it was once a celebrated landmark and widely recognised across the city. Today, Euston Tower represents an ideal opportunity for re-imagining a hub for life-science, technology and innovation in a key strategic location within the Knowledge Quarter.

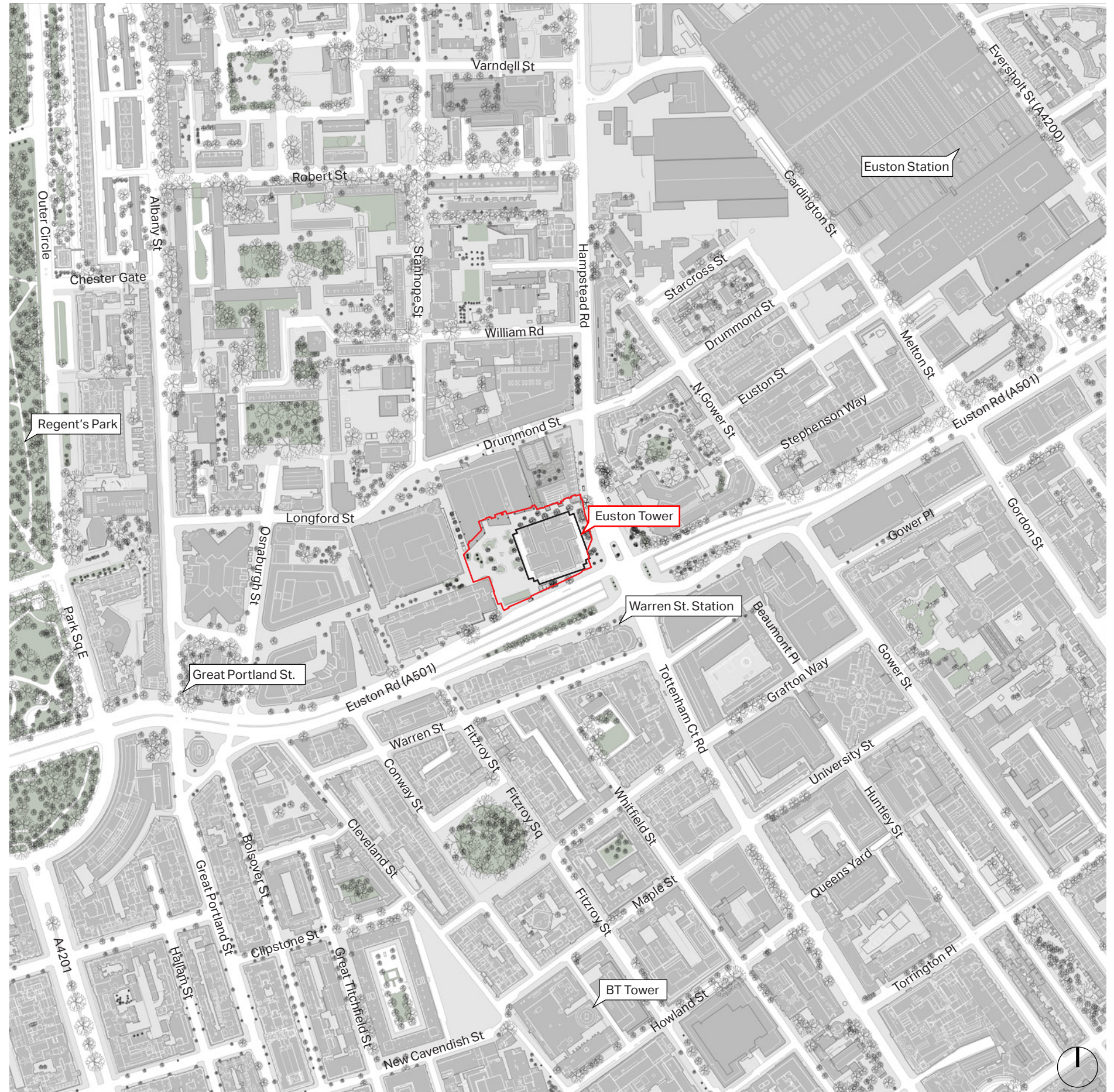


Diagram - Site location



Photograph - Aerial image of Euston Tower, from the north west



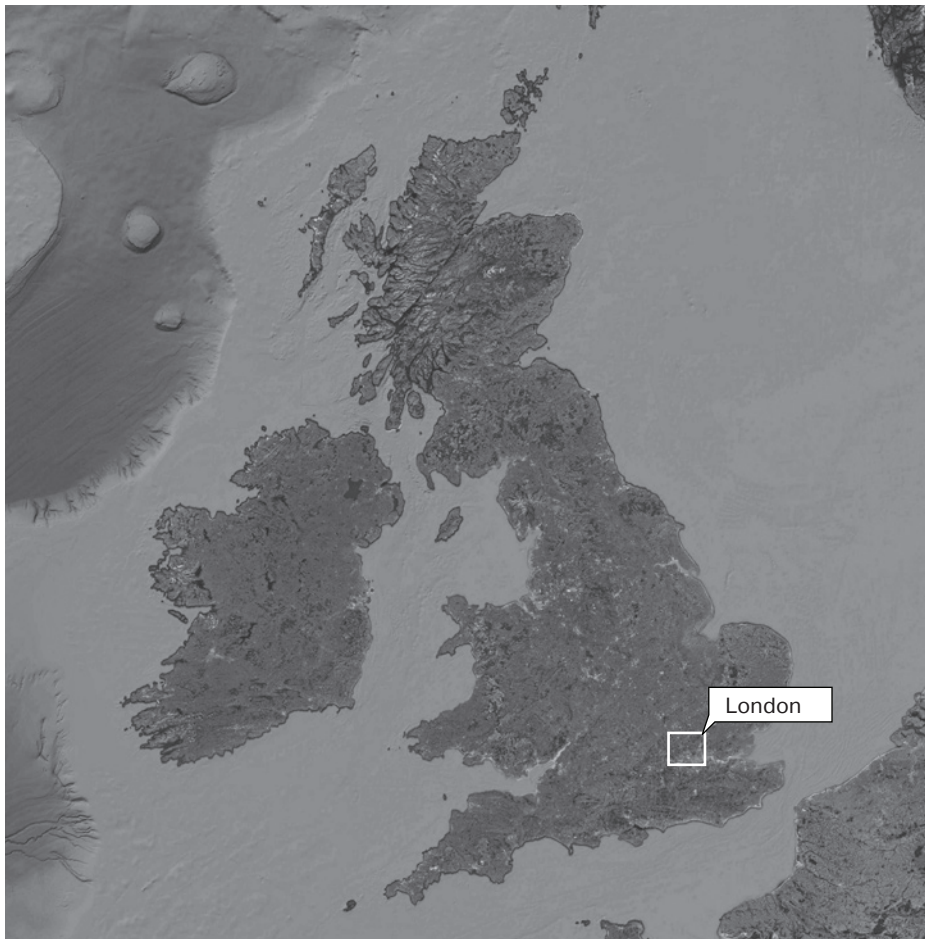
Photograph - Image of Euston Tower from Regent's Park



Photograph - Aerial image of Euston Tower from Tottenham Court Road

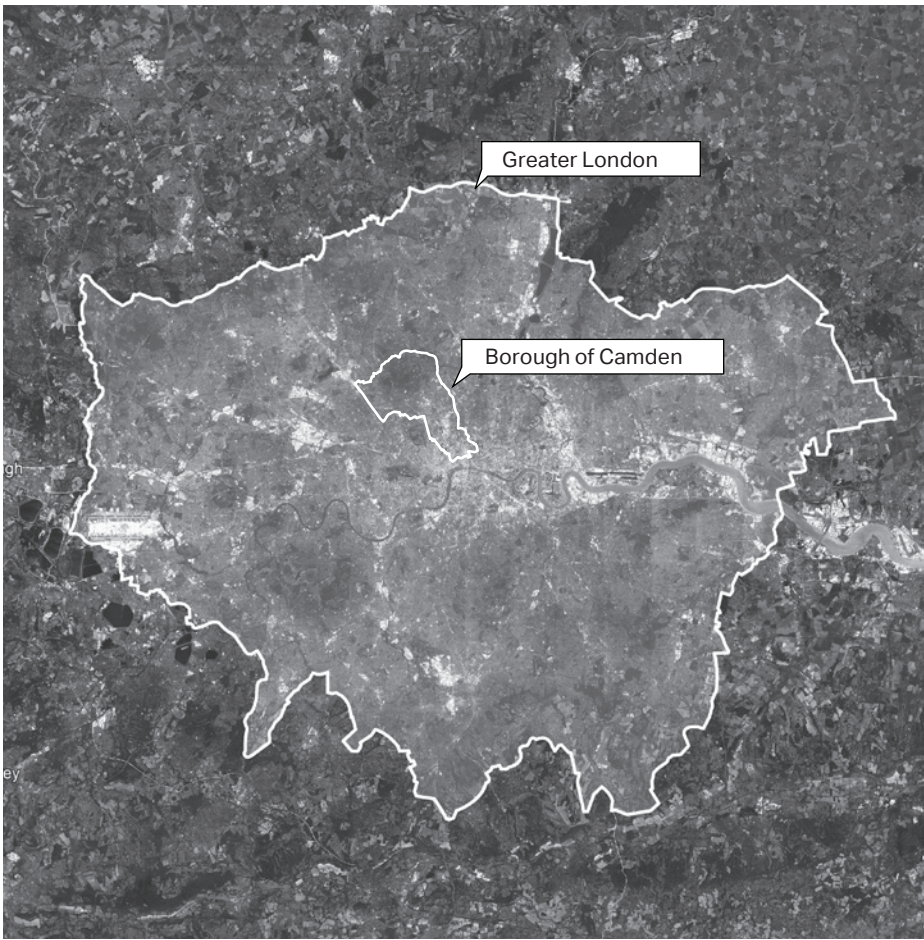
2.2 Macro to Micro Context

The diagrams on these pages explore the location of Euston Tower from the macro (nationwide) to micro (the building itself), highlighting the key elements of each scale and how these have informed the Proposed Development.



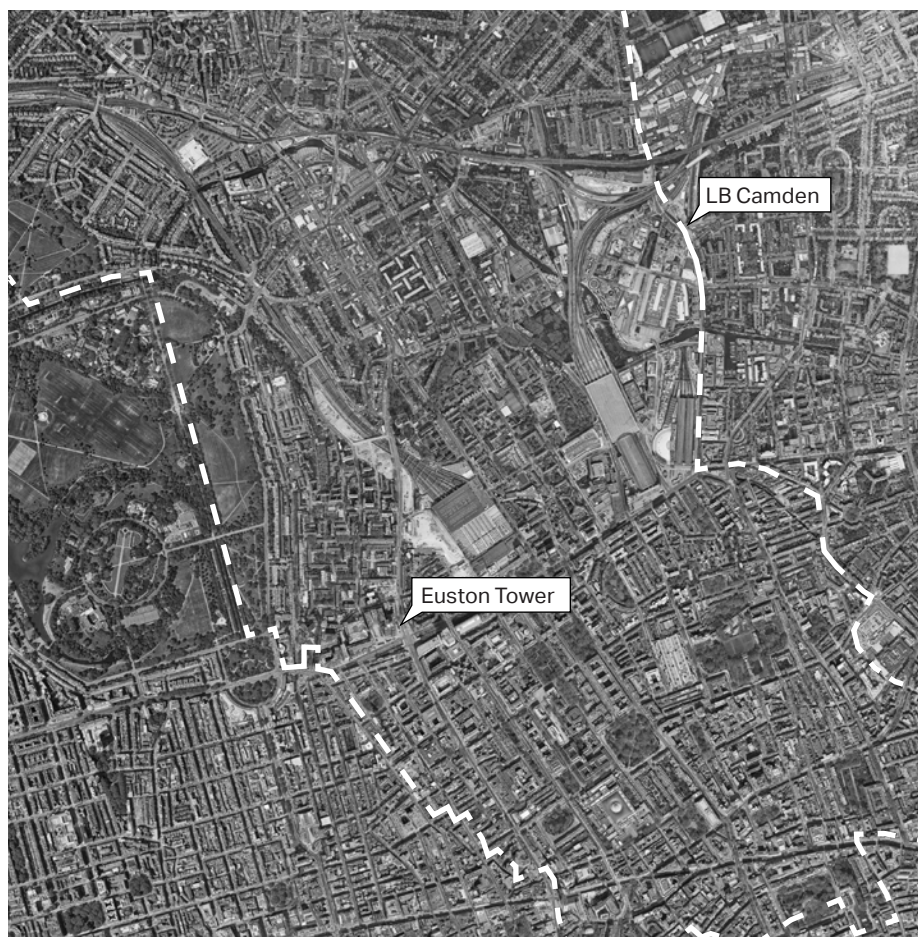
The United Kingdom

Located at the western edge of Europe, the United Kingdom is one of the world's leading developed nations and has one of the world's largest economies. Life-sciences is one of the UK's most successful sectors, worth over £94 billion to the UK economy in 2021 and has been identified as a key industry driving growth in the country. Significant investment has been made in this sector in recent years, particularly in the South East regions, drawing on the education and research expertise found in London, Cambridge and Oxford.



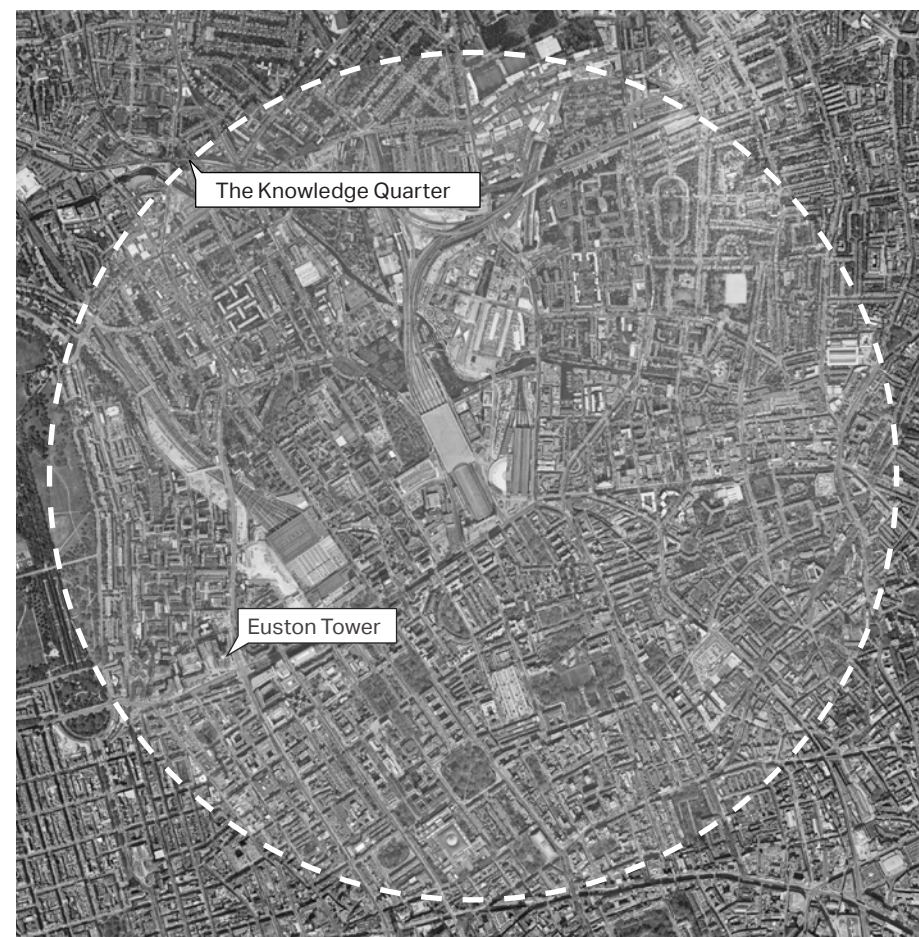
London

London, the capital of England , is recognised globally as one of the great metropolitan environments and is the location of the Proposed Development. With a population of 9.7 million, London thrives on a rich mix of tradition, diversity, and culture. It is constantly seeking to reinvent itself, seeking innovation and ingenuity to ensure it continues to be a major destination as a product of the city's wide offering of arts, culture, cuisine and architecture.



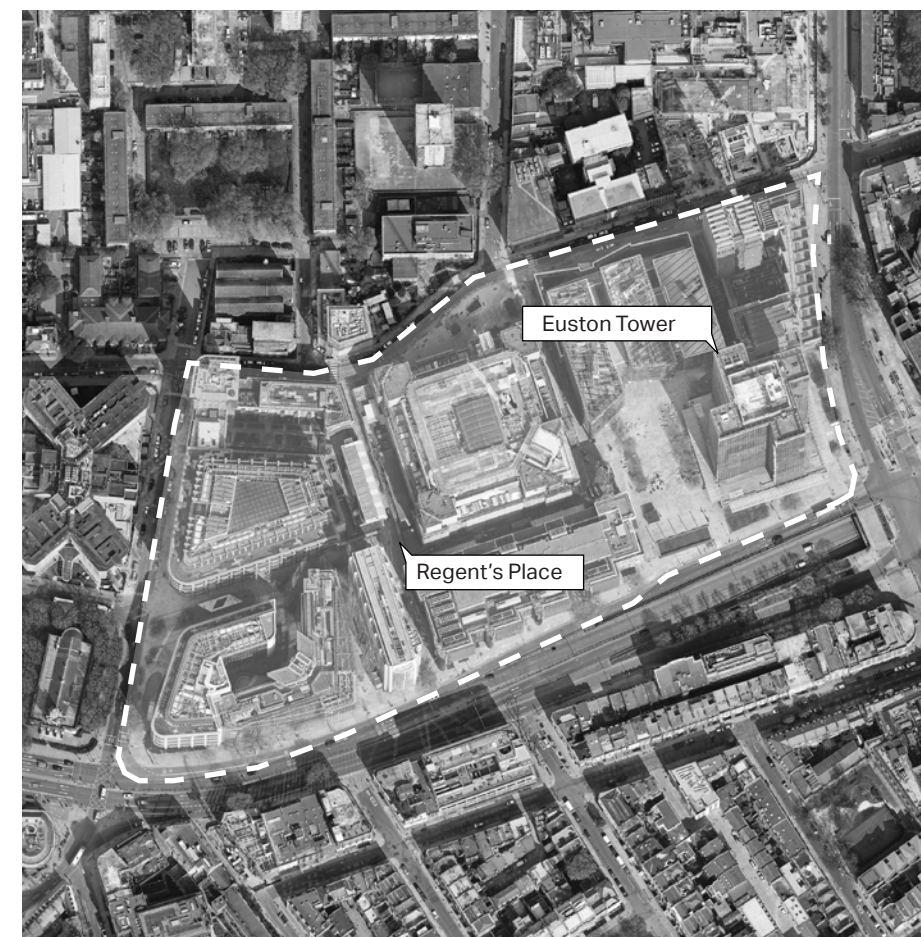
London Borough of Camden

Created in 1965 from the areas of the former metropolitan boroughs of Hampstead, Holborn, and St Pancras, Camden is one of seven boroughs comprising Central London. A key point of entry to the capital for trains from the north, Camden hosts three major stations (Euston, St Pancras, and King's Cross), making it a crucial hub for office workers commuting, retail, tourism, and entertainment. In addition to the Borough's connectivity, Camden's diverse neighbourhoods play host to street markets, music venues, learning institutions and cultural attractions, making it one of London's most vibrant and engaging areas.



The Knowledge Quarter

The Knowledge Quarter is one of the greatest clusters of science, research and technology anywhere in the world, focussed on the areas around King's Cross, the Euston Road and Bloomsbury. The Knowledge Quarter is a gateway to an abundance of innovative ideas, ground breaking research and inspiring creativity, with knowledge resources ranging from early manuscripts and documents, to the latest fashion designs, to cutting-edge medical developments, it is a place to interact, collaborate and share.



Regent's Place

Regent's Place seeks to be one of London's most welcoming, inspiring and exciting spaces. It is filled with a variety of green spaces, contemporary architecture and has a deep connection to the local community. It welcomes independent shops, affordable workplaces and joins together companies in the worlds of art, science, research and creativity.

Beyond the five London Underground stations located within short walking distances, Regent's Place is within a 20-minute walk of Euston, Marylebone, King's Cross and St Pancras mainline stations, making it one of the most accessible and well connected areas in London for both citywide travel, and as a national and international gateway to the capital.

2.3 The Neighbourhood

Euston Tower is situated on the south-eastern corner of Regent's Place, forming one of edges that define Regent's Place Plaza, and flanked by Euston Road to the south and Hampstead Road to the east. Located at the north of Tottenham Court Road, it is a prominent gateway to the busy neighbourhoods of Fitzrovia and Bloomsbury to the south, Regent's Park and the Regent's Park Estate to the north, and sits within the broader Euston area.

Camden and Euston Area

Situated within the London Borough of Camden, the modern character around Euston came from the industrial and working-class areas formed in the 19th century. Through the 20th century, particularly the 1960's and 70's, the area began to attract prominent musicians, artists and counter-culture movements. It is home to iconic locations such as the Roundhouse, Camden Market and Regent's Canal, all of which provide diverse offers for culture, food, clothing and art. The neighbourhood has evolved into a unique and eclectic area within London, known across the city and the country for its strong character and culture.

Beyond being a prominent tourist destination within London, Camden is also home to distinct residential neighbourhoods such as the nearby Regent's Park Estate and Somers Town. These diverse neighbourhoods provide homes for c.210,000 residents (Camden Profile, 2023). Such residential communities have begun to develop neighbourhood plans, which aim to create a framework for sustainable community development, where growth and renewal are focussed on people as well as place.

Future Neighbouring Development

The site is situated 500m from Euston Station, a major transport hub within London and the United Kingdom. Currently, there are indicative proposals for a new high-speed rail station and related infrastructure (known as HS2), which if delivered would lead to major development change in the area and across the country.

If approved by the UK government and relevant planning authorities, the area surrounding Euston Station is anticipated to embark on a substantial redevelopment programme as part of the HS2 development.



Photograph - Aerial image of Euston Tower and the surrounding neighbourhood



Photograph - Regent's Park Estate



Photograph - Somers Town



Photograph - Fitzrovia



Photograph - Bloomsbury