

2.4 Knowledge Quarter

Euston Tower is located to the western edge of the Knowledge Quarter, an area which continues to develop into a leading, global hub of knowledge, centred around King's Cross, Euston Road and Bloomsbury.

The Knowledge Quarter is comprised of a consortium of partner organisations of many different kinds but all actively engaged in advancing and disseminating knowledge.

Business partner organisations are made up of over 100 academic, cultural, research, scientific and media organisations, large and small: from the British Library, Google and the Wellcome Trust to Arts Catalyst, Scriberia and the Wiener Library.

Notable among these partners are the Francis Crick Institute, the leading global centre for medical research; University College London, and UCLH.

The Knowledge Quarter encourages all kinds of knowledge seekers to make the most of these combined resources, to break down barriers and stimulate dialogue, getting the whole of this unique area buzzing with ideas.

Currently there are 106 organisations, consisting of 70,000+ people which form the quarter all within a 1 mile radius. Therefore the neighbourhood is devised as a space to interact, collaborate and share ideas, and is important context for the Proposed Development.

Anchor Tenants

Accommodation and Food Services
Arts, Cultural, Entertainment and Recreation
Business Support
Charity
Construction
Education
Finance and Insurance
Information Technology and Communication
Life-science, Human Health and Social Work
Government
Professional, Scientific and Technical
Real Estate (inc. Developers and Land Owners)
Trade Union
Wholesale and Retail Trade

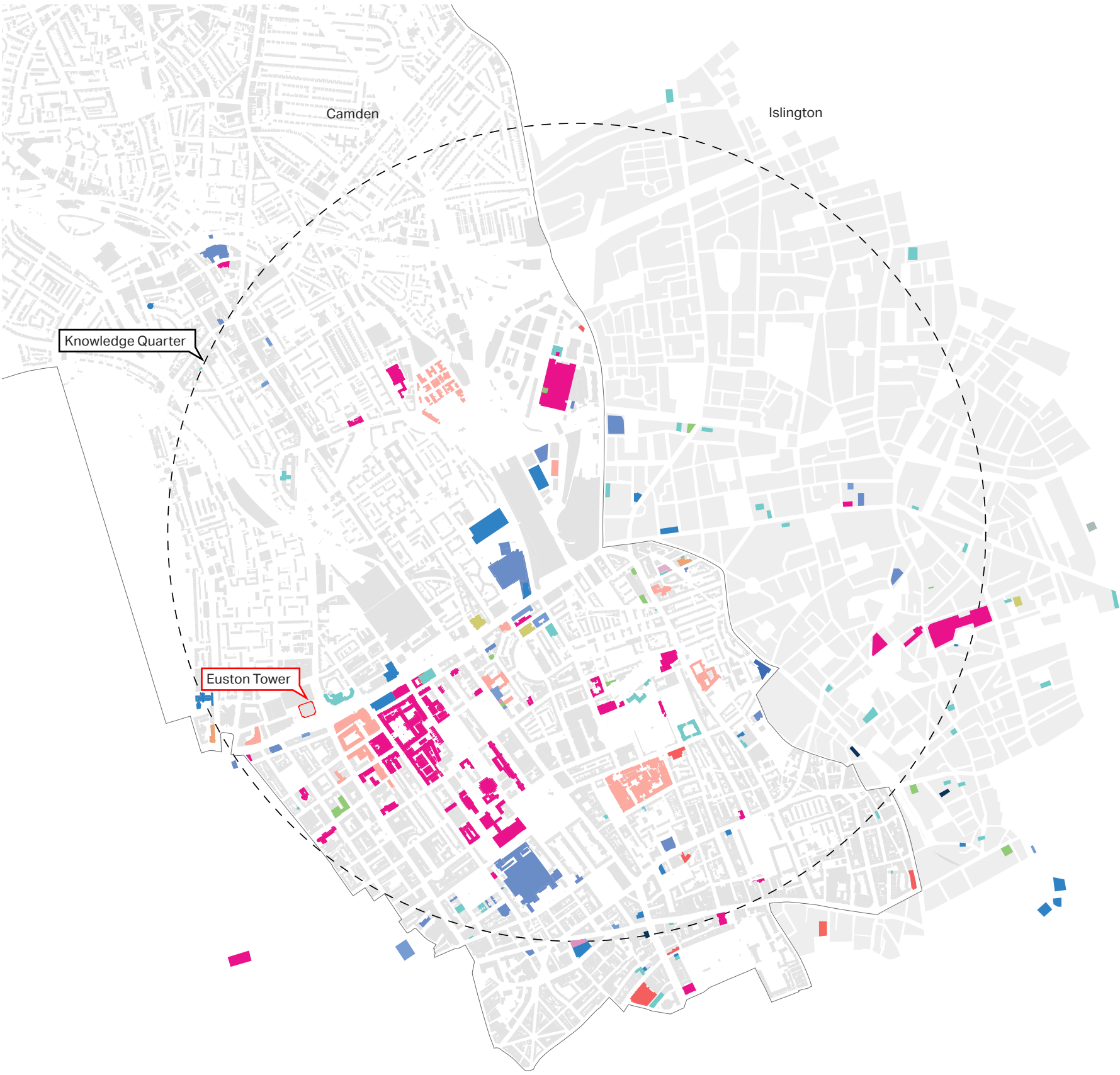


Diagram - Insert from KQ 2050: A Knowledge Quarter unlocked. May 2023

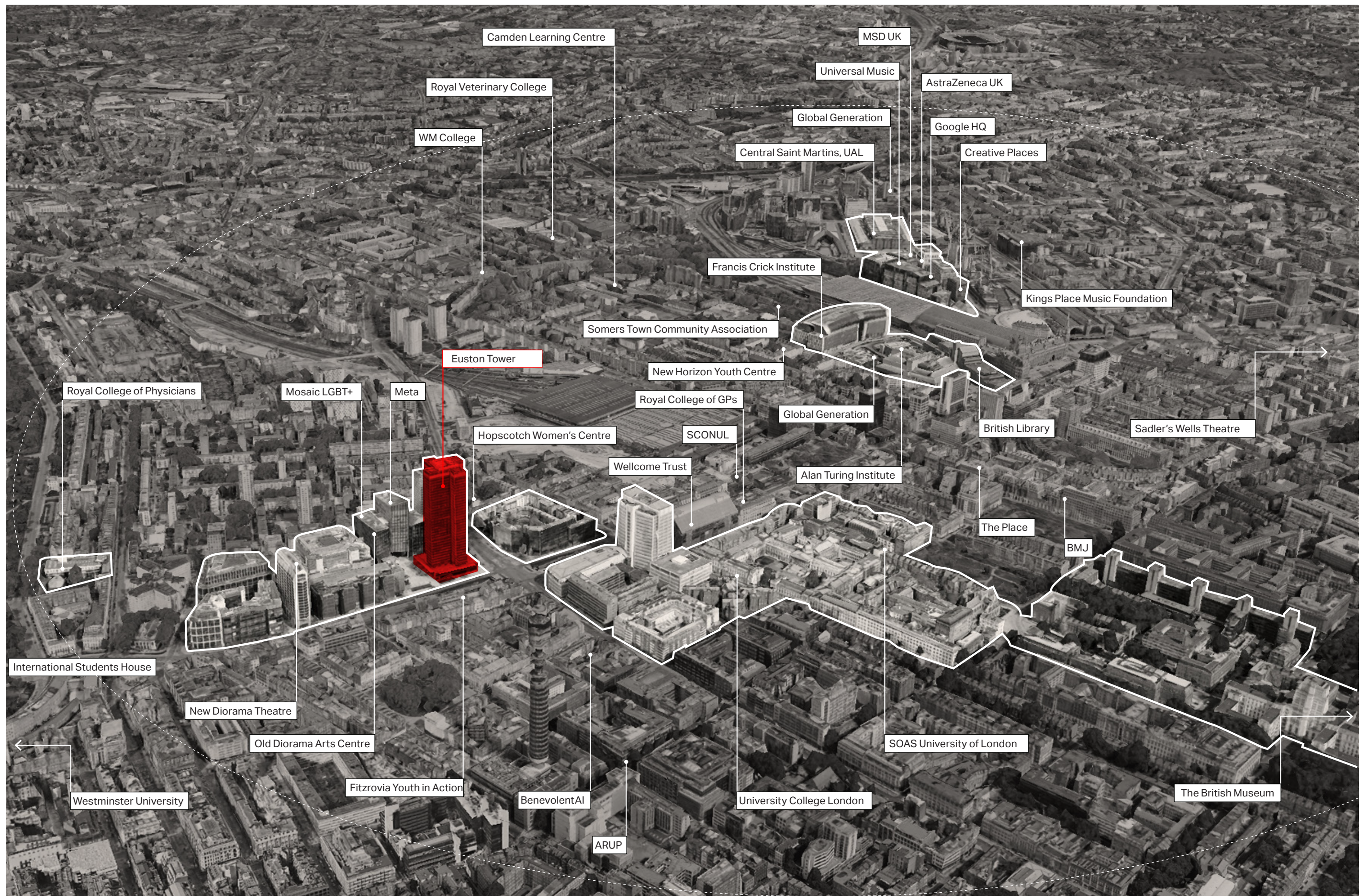


Diagram - Euston Tower prominent location on the western edge of the Knowledge Quarter

2.5 Site History

The site on which the current Euston Tower is located, along with the wider campus of Regent's Place, has a rich and storied history.

The historic evolution of the site is connected in large part to its history as a significant crossroads to the north of central London, marking a point on the historic road towards Hampstead travelling north, at which a key east-west route is formed and developed into a major artery running across the city.

Throughout the years this east-west route, formerly “the New Road from Paddington to Islington”, has grown in significance. Having been described as “London’s first bypass”, the construction of several railway stations along its route and an increasing amount of traffic travelling along it has resulted in the road being widened over time, most significantly in the 1960s with the construction of the underpass and the creating of ‘Euston Circus’. This expansion of the crossroads across the centuries, as well its qualities as an active, populated junction, are well illustrated on the opposite page, providing a snapshot of the evolving character of the area.

The current existence of the Euston Tower and its history as part of a wider commercial development (as described further in 2.15 The Existing Building) is linked in large part to the history of this crossroads and as such is important to understand when considering the proposed development.

The following pages recount the site evolution, transformation of the intersection of Euston Road and Hampstead Road and the key historical milestones, which have led to Euston Tower’s current site conditions.

Site Evolution (1756-Present Day)



1756



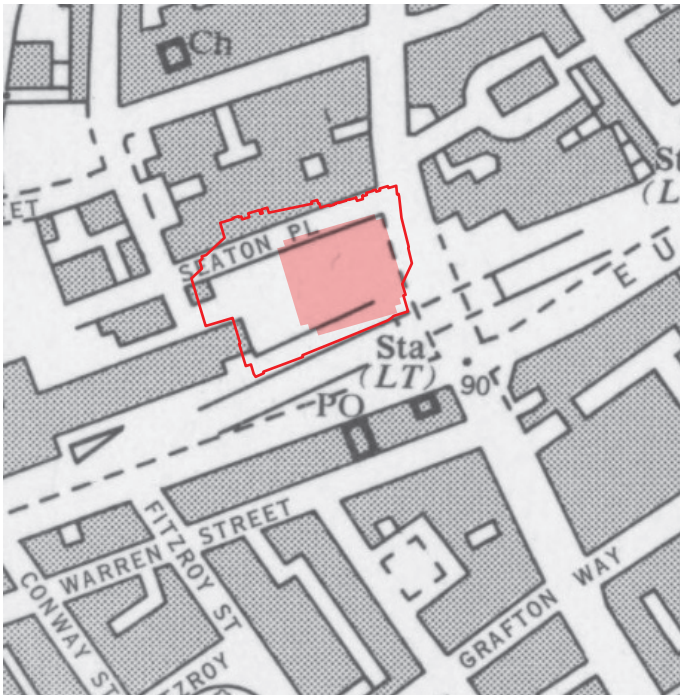
1799



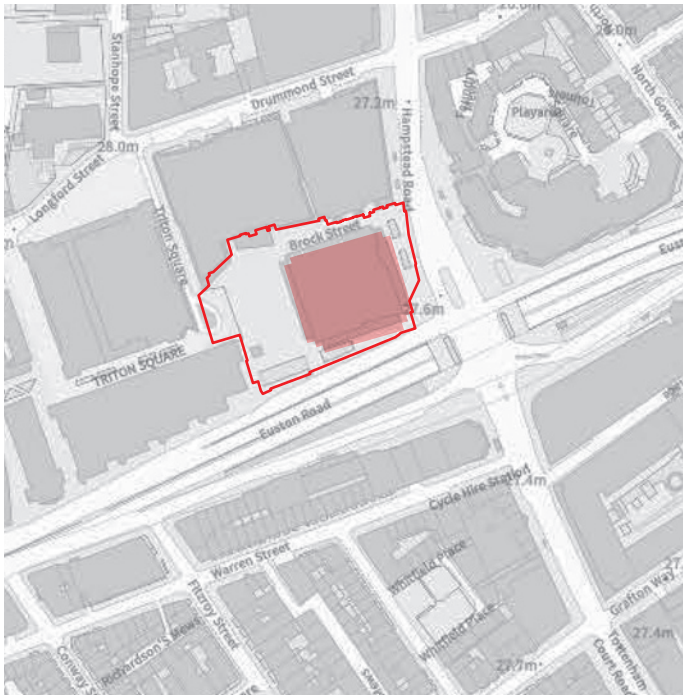
1873



1945



1953



2023

Transformation of Euston Road, Hampstead Road & Tottenham Court Road Intersection



Illustration - William Hogarth's "The March to Finchley" (1745)



Photograph - View to Hampstead Road, looking north from Tottenham Court Road (1904)



Photograph - View to Hampstead Road, looking north from Tottenham Court Road (1960)



Photograph - View to Hampstead Road, looking North from Tottenham Court Road (2012)

Key Historical Milestones



1750
"The March to Finchley" by William Hogarth (painting)



1780
"Camden Town, from the Hampstead Road, Marylebone" (engraving)

The Georgian Era

Up until the reign of William IV (1765-1837), rustic farmland and village retreats characterised the outskirts of London between King's Cross and St. John's Wood. Historically, the route south to north (Hampstead Road) was a key connection and military outpost at Tottenham Court. This is illustrated above in William Hogarth's "The March to Finchley" including the two public houses, the 'Adam & Eve' and 'The Old King's Head', flanking either side. In 1756 an Act of Parliament was passed, allowing for the creation of Euston Road, providing a new drovers' road for moving sheep and cattle to Smithfield Market avoiding Oxford Street and Holborn, and ending at St John's Street, Islington. It provided a quicker route for army units to reach the Essex coast when there was a threat of invasion.



c.1900
Looking north up Hampstead Road

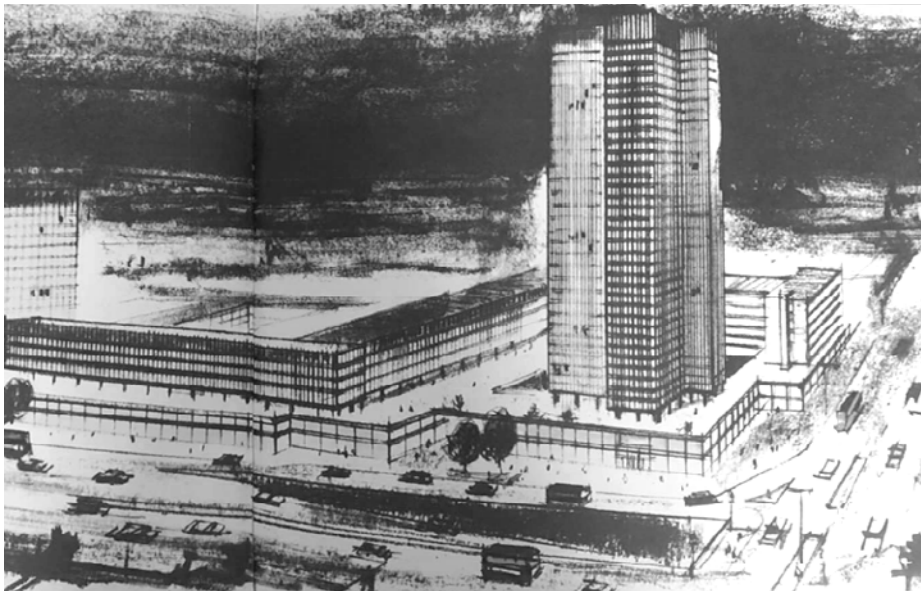


1904
The Old King's Head and Adam & Eve pubs either side of Hampstead Road

Early 20th Century

At the turn of the 20th century, the junction of Euston and Hampstead Roads was a busy intersection. The two landmark public houses, the 'Adam & Eve' and 'The Old King's Head' were found on the north side of Euston Road.

The area around the junction with Tottenham Court Road suffered significant bomb damage during the Second World War (1939-1945). Patrick Abercrombie's contemporary Greater London Plan called for a new ring road around Central London called the 'A' Ring, but post-war budget constraints meant that a medley of existing routes were improved to form the ring road, including Euston Road.



c.1960's
Panoramic sketch of the Euston Centre from the original sales booklet



1965
Euston Road & Euston Centre aerial photo looking west

Euston Road & Euston Centre Development

Key to the development of Euston Road was the Euston Centre development. This comprehensive, 120,000sqm office development, begun in 1963 and extending along the north side of Euston Road, was undertaken by Euston Centre Properties PLC, a company founded by Joe Levy (1906-90), a leading figure on the post-war London development scene. Levy had planning permission granted for the redevelopment of the site a decade earlier and had spent years acquiring the properties. Major road improvements to the Euston & Hampstead Roads, including an underpass, were an important element of the project, with some 15% of the site area allocated for works to the highway. Euston Tower was the landmark of the development at the intersection of the road junction.



1966
Last day of Seaton Market



1970
View from Post Office Tower of completed Euston Tower & Euston Centre



2023
Regent's Place from above looking North West



1975
Tolmers Square



1970-1997
Capital Radio - One of the early tenants of Euston Tower



2023
Regent's Place Plaza looking East

Local Area Development & Community Impact

Due to the significant Euston area developments and wider London planning strategies, inevitably changes were felt within the local community. The Euston Centre Development brought change and demolition to the old Victorian terraces which it replaced, including the old Seaton Street market, a seven-day market where Londoners could buy pease pudding and saveloy.

Tolmers Square, found to the east of the site, represents a snapshot of London's urban development and architectural heritage, with its historic buildings and evolving social dynamics becoming a centrepiece of residents resistance to development expansion in the 1950-70s, although much of Tolmers Square was replaced with council flats and a small office block.

Euston Tower Completion

Completed in 1970, the tower became an early home to Capital Radio, one of London's leading radio broadcasters who occupied the building until 1997. Other notable tenants have included the British satellite telecommunications company, Inmarsat.

The Euston Centre received little coverage in journals and no critical acclaim at the time of its construction – and has received little critical commentary since. References to the Euston Tower or the Euston Centre tend to focus on the interesting development history of the site and the contentious land deal between developers DE&J Levy and the LCC.

Euston Centre Redevelopment

Redevelopment of the Euston Centre began in the late 1980s when it was renamed Regent's Place - No. 338 Euston Road was retained and has been reclad, but only the Euston Tower now remains in its original form from the post-war redevelopment.

The other buildings have been replaced as part of British Land's Regents Place mixed-use development, with new office, residential and mixed-use buildings and pedestrian plazas. Notable architects that have assisted in transforming the area include Terry Farrell, Sheppard Robson and Arup Associates, amongst others.

2.6 Conservation & Heritage

Regent's Place is surrounded by a number of Conservation Areas within a 500m radius. Views from key locations surrounding the site have been considered as part of the evolution of the final design, Bloomsbury, Fitzroy Square and Regents Park Conservation Areas

An application for a Certificate of Immunity from listing was submitted under the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) on 21 July 2023 in relation to Euston Tower. A Certificate of Immunity was granted in July 2024 and is valid for five years.

Listed Buildings & Parks

To the west of Regent's Place is John Nash's Regent's Park scheme: the park itself and its surrounding streets of stucco terraces. The landscape of Regent's Park is Grade I listed as a Registered Park and Garden of Special Historic Interest. The contemporary early 19th century terraces are largely Grade I listed. Together they form an important and visually striking group.

To the south of Euston Road, much of the townscape is characterised by late 18th and early 19th century speculative residential development, representative of the growth of urban London northwards. Fitzroy Square, comprising Grade I and Grade II* listed buildings lies close to the south of the site. To the south-east is the extensive Bloomsbury Conservation Area, with its regular grid of listed residential streets and garden squares and larger scale institutional buildings closer to Euston Road such as the Grade I listed buildings of University College London.

The townscape of the Georgian era extends north of Euston Road in more modest form, along North Gower Street and Drummond Street between Hampstead Road and Euston Station.

Although Euston Road itself has a very mixed townscape character, several listed buildings punctuate the route including the St Pancras New Church to the east and the Holy Trinity Church designed by John Soane to the west of Regent's Place, both Grade I listed.

Grade I listed
Grade II* listed
Grade II listed
Grade II* listed
Grade II listed
Registered Park and Garden

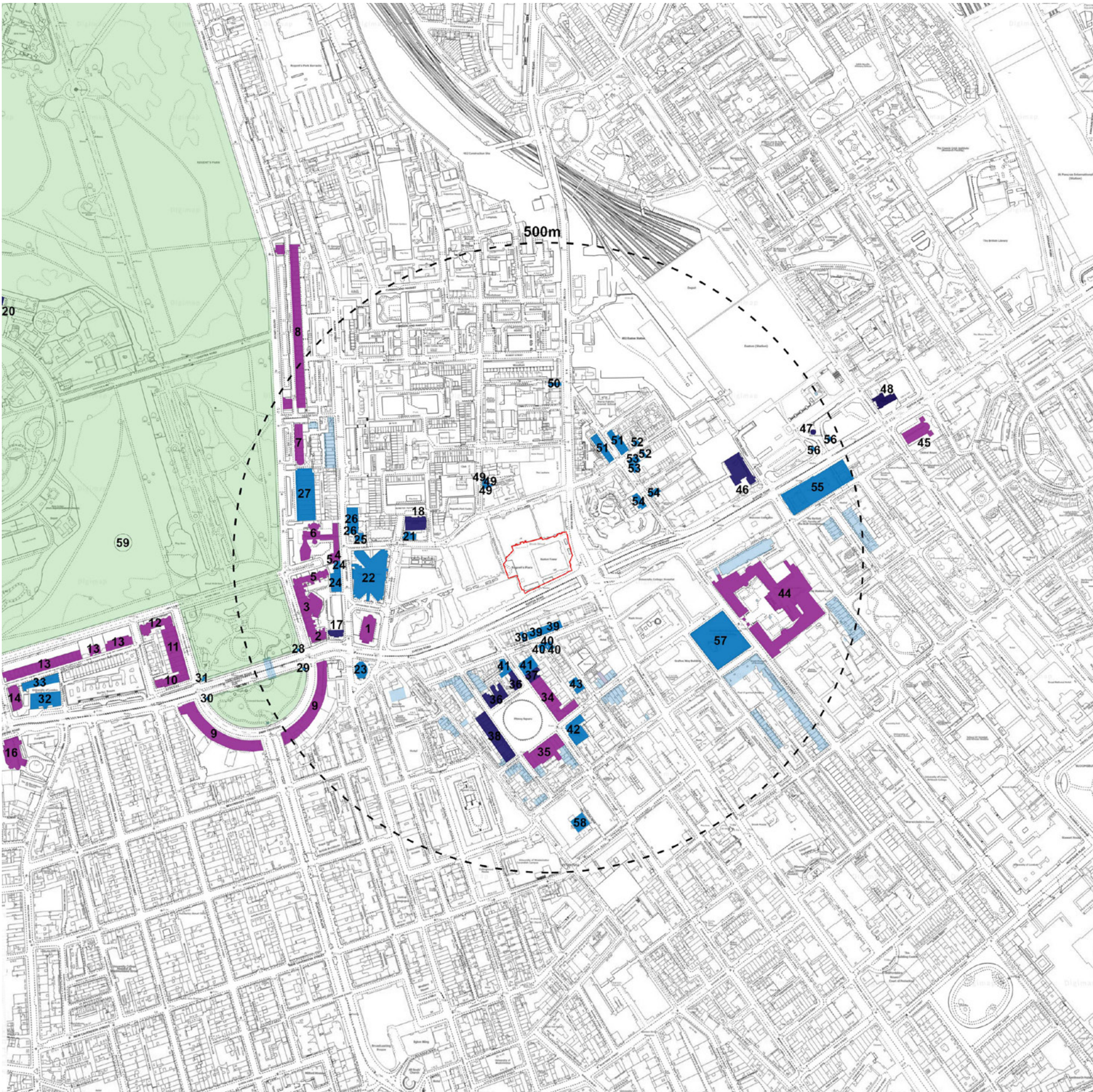


Diagram - Heritage map of Camden



Photograph - Fitzroy Square buildings



Photograph - University College London Cruciform building



Photograph - John Nash Terrace buildings



Photograph - Regent's Park



Photograph - BT Tower



Photograph - Bedford Square