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SITE CONSIDERATIONS

Photograph - Aerial shot looking at Euston Tower - teal overlay

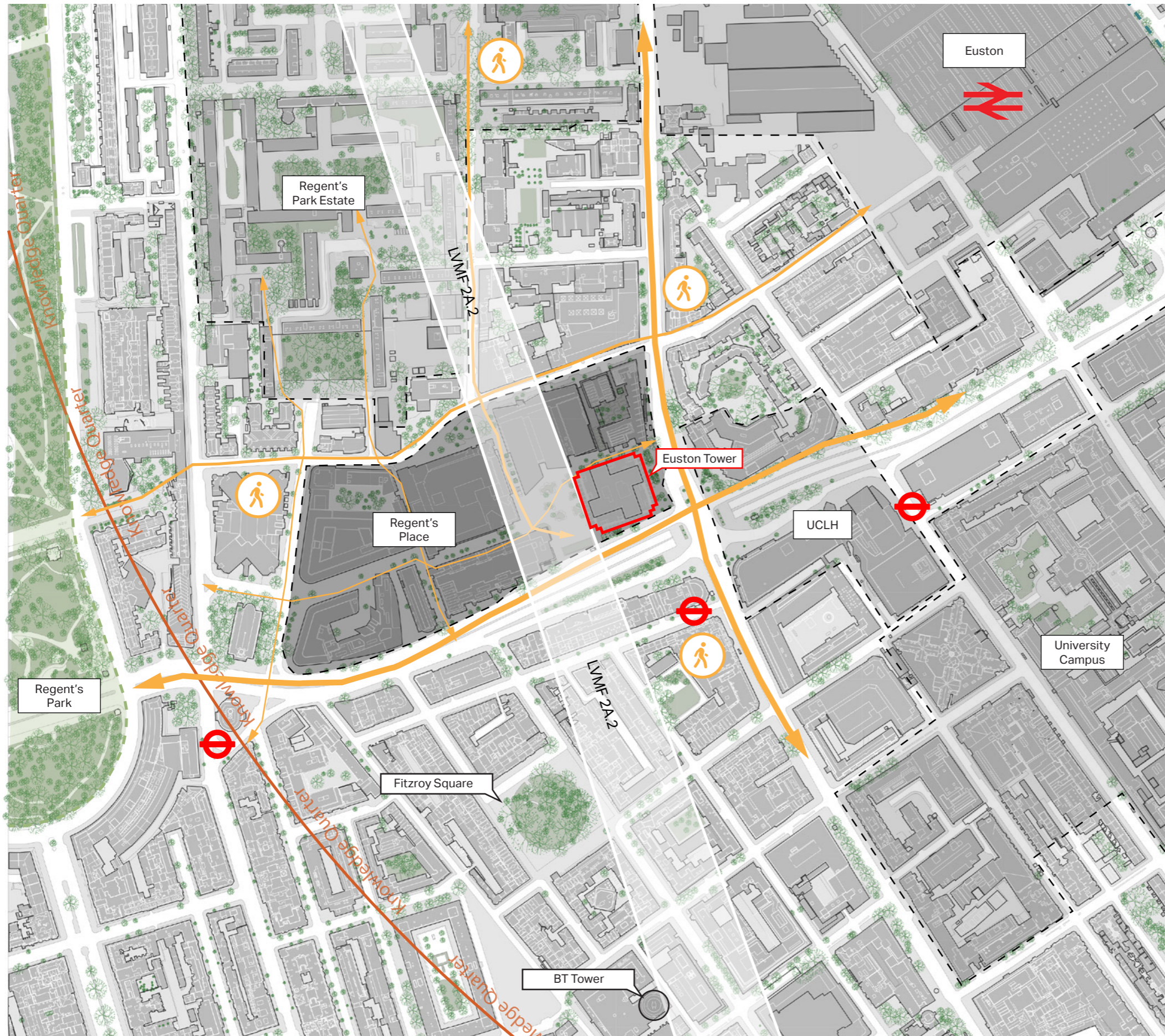


Diagram - Overview of design considerations

3.0 Site Considerations

This section of the DAS outlines the external site parameters and considerations that have informed the design for Euston Tower.

These include parameters/policies defined by LB Camden, GLA and The London Plan, various technical analyses and general architectural / urban factors that all are important when considering a building of the highest design quality.

Please note that whilst this section aims to provide a summary of these considerations, many of these parameters have been the subject of detailed review by specialists who have provided extensive documentation in support of the Proposed Development.

Accordingly, this chapter should be read in conjunction with all supporting reports in order to properly understand how the Design Team have approached the opportunities and constraints affecting the Proposed Development.

3.1 Brief & Objectives

The brief for the redevelopment of Euston Tower has evolved to reflect British Land's ambition to revitalise a disused Camden landmark. This ties into their vision to create a world leading science, technology and innovation building and public realm at Regent's Place, for Camden, the local community and the Knowledge Quarter.

The most important characteristics for any new proposals at Euston Tower must be flexibility, sustainability & community. The building should seek to be visually beautiful whilst achieving an optimal workplace quantum, but remaining within the existing building's height constraints.

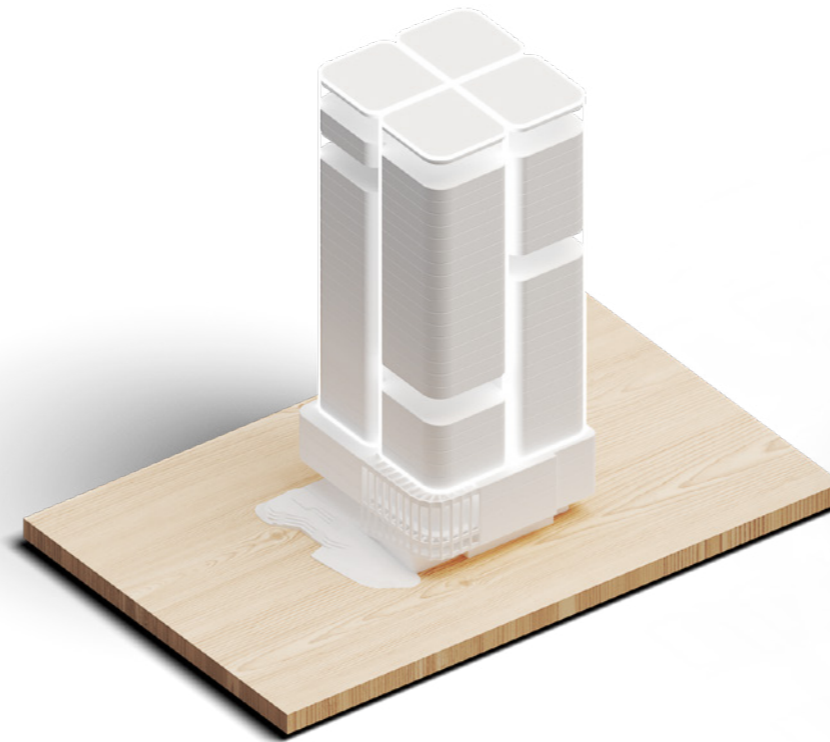
It is critical that the Proposed Development is flexible and adaptable enough to accommodate any changes in working culture, future typologies and broader cultural trends. We cannot forecast what the workplace will be like in 50 – 100 years, but the most sustainable building is one that will be resilient to change, in all its forms.

The brief asks that the Design Team consider all current forms of office based workspace, including the ability to support laboratory space. As a commercial-led development, any new proposals should offer the highest quality workplaces, which are flexible to the number and type of occupier to ensure the building will be well used throughout its life.

To enhance the requirement for world-class workplace, the brief calls for a broad range of amenities including external terraces, winter garden spaces and the possibility for a shared meeting and events spaces that could serve both the users of the building and the public.

Public use generally is an important element of the brief and is discussed in more detail later, but key aspirations include improvements to the Regent's Place Plaza, the ground floor and podium retail offer, improved connectivity across the site, enhanced mitigation for adverse environmental impacts and public spaces within the building.

The key elements of the brief are summarised on these pages.



Primary Objectives

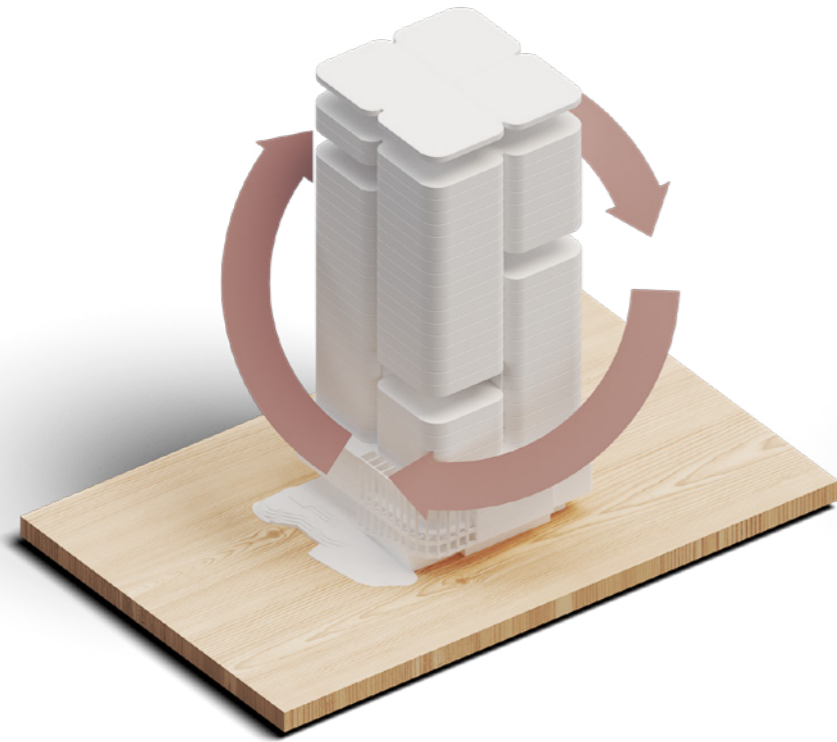
British Land has identified the following objectives for the Euston Tower project:

- Develop a Community Engagement Strategy and involve the community in the design process, incorporating public spaces and amenities that address local needs and preserve Camden's cultural identity
- Consider the relationship of the building with Regent's Place Plaza
- Challenge conventional thinking, especially around the tower typology and embrace technology, innovation and sustainability
- Deliver a timeless architectural response to provide a landmark building for Camden.
- Consider how the building can adapt to major changes in use over its lifetime

Sustainability & Wellbeing

From the outset, British Land was clear that sustainability and wellbeing are critical to the project. A separate sustainability team - comprising GXN, Sweco and Arup - has been established to ensure that the project achieved the following objectives:

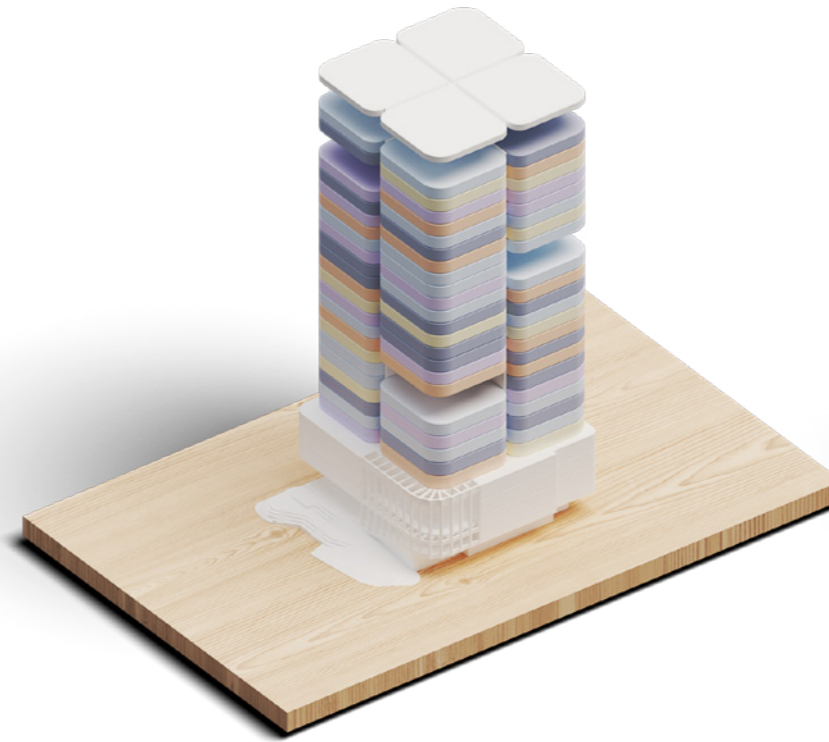
- Deliver a highly sustainable tall building
- Minimise Embodied Carbon & Carbon in Use with a target of delivering a Net Zero Carbon building
- Optimise the design to improve end user productivity through exploring ideas to promote wellbeing
- Deliver an all electric building which minimises energy consumption and achieves UKGBC 2030 targets
- Develop market leading Circular Economy strategy
- Document and re-use elements of the existing building where possible
- Encourage green behaviours through the design
- Explore the use of innovative low carbon materials both internally and externally
- Minimise vehicle movements associated with building use by designing for consolidation
- Celebrating cycling and designing for greener journeys to and from the building



Adaptability

Given the rapidly changing nature of both workplace and how people are choosing to work, British Land has been clear that adaptability is an important element of the design for Euston Tower. The brief calls for a highly flexible building which can adapt to 100 years of change and responds to the following considerations:

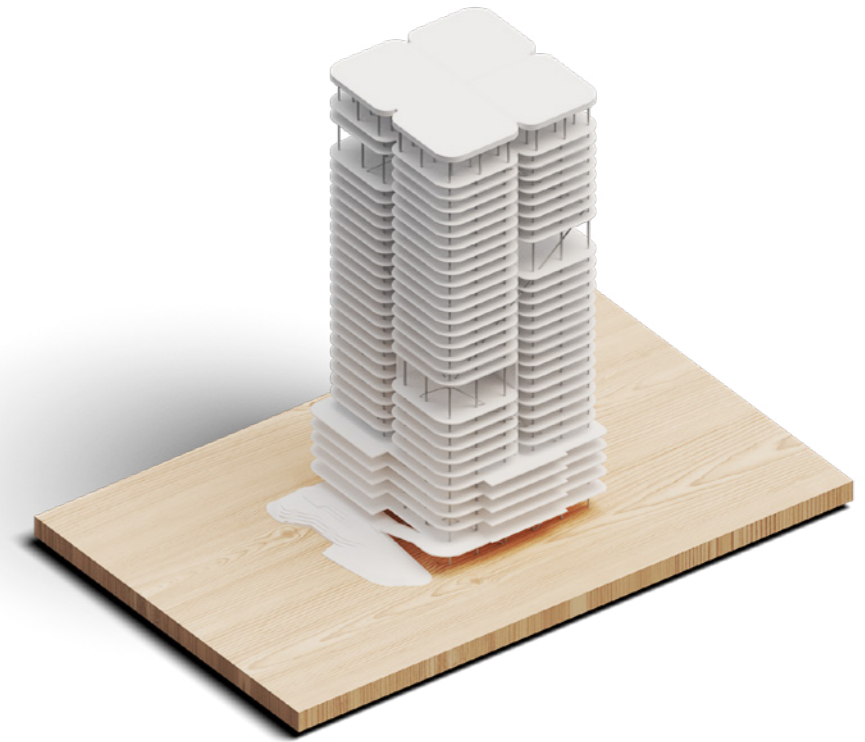
- Consider flexibility to allow easy rearrangement of internal fit-out and arrangement to suit the changing needs of occupants over time
- Consider how the building could be easily altered to prolong its life
- Occupier-Driven Change: Changes in workplace, maturing millennials/ Gen-Z, managed take back, increased landlord service provision
- Climate Change: Increasing variations in seasonal temperatures, weather patterns
- Technology: Rapid innovations in communication, transport, energy, smart, MEP etc. affecting workplace and methods of working



Lettability

A driving principle in all of British Land's developments is that their workplaces are unique, innovative and encourage good working practices - this principle has seen British Land attract a broad range of world class occupiers across multiple buildings and campuses and these proposals seek to continue that trend by adopting the measures outlined below:

- Develop an architectural concept for a world class tower design commensurate with its privileged location in Camden
- Create flexible floorplates which appeal to occupiers of all sectors, sizes and styles
- Optimise floor to ceiling heights, column grid and core arrangement consistent with occupiers' evolving requirements
- Incorporate flexible structural design to enable occupiers flexibility in how they use their spaces
- Include within the design a broad amenity offering with a range of spaces to work and meet
- Identify opportunities to reduce the space occupiers are required to lease by offering shared spaces such as: meeting room suites, project spaces, catering, prayer rooms etc.



Buildability

Alongside the principles outlined in the previous sections, a driver for the Euston Tower project is to improve buildability, efficiency and flexibility. Some key briefing points are outlined below:

- Improve overall efficiency within the building, providing optimised floorplates that provide flexibility for a range of future occupiers
- All proposals should consider the health and safety of every person involved in the project, through design, construction and occupation
- Develop a design that considers buildability and modern construction techniques
- Utilise technology including parametric design to improve efficiency and condense programme
- Consider new construction methods and off-site construction

3.2 LVMF & Local Views

The London View Management Framework (LVMF) establishes a series of protected key views across London, with the aim of preserving specific vistas from the adverse impacts of new developments. This series of viewing corridors, as identified on the opposite pages, provides the visual context which have defined the proposed massing for Euston Tower.

Whilst a separate Townscape, Built Heritage and Visual Impact Assessment (TVBHA), prepared by the Tavernor Consultancy and Cityscape, has been submitted in support of this application, the following pages identify some of the key viewing corridors and highlights how the proposals will be viewed from key local and wider townscape views.

On the opposite page is the Zone of Visual Influence, which highlights the views and vistas from which the proposed scheme can be seen.

These key views, both distant and more locally, are one of the most important factors considered as part of the design process and have defined the overall architectural approach illustrated on the following pages.

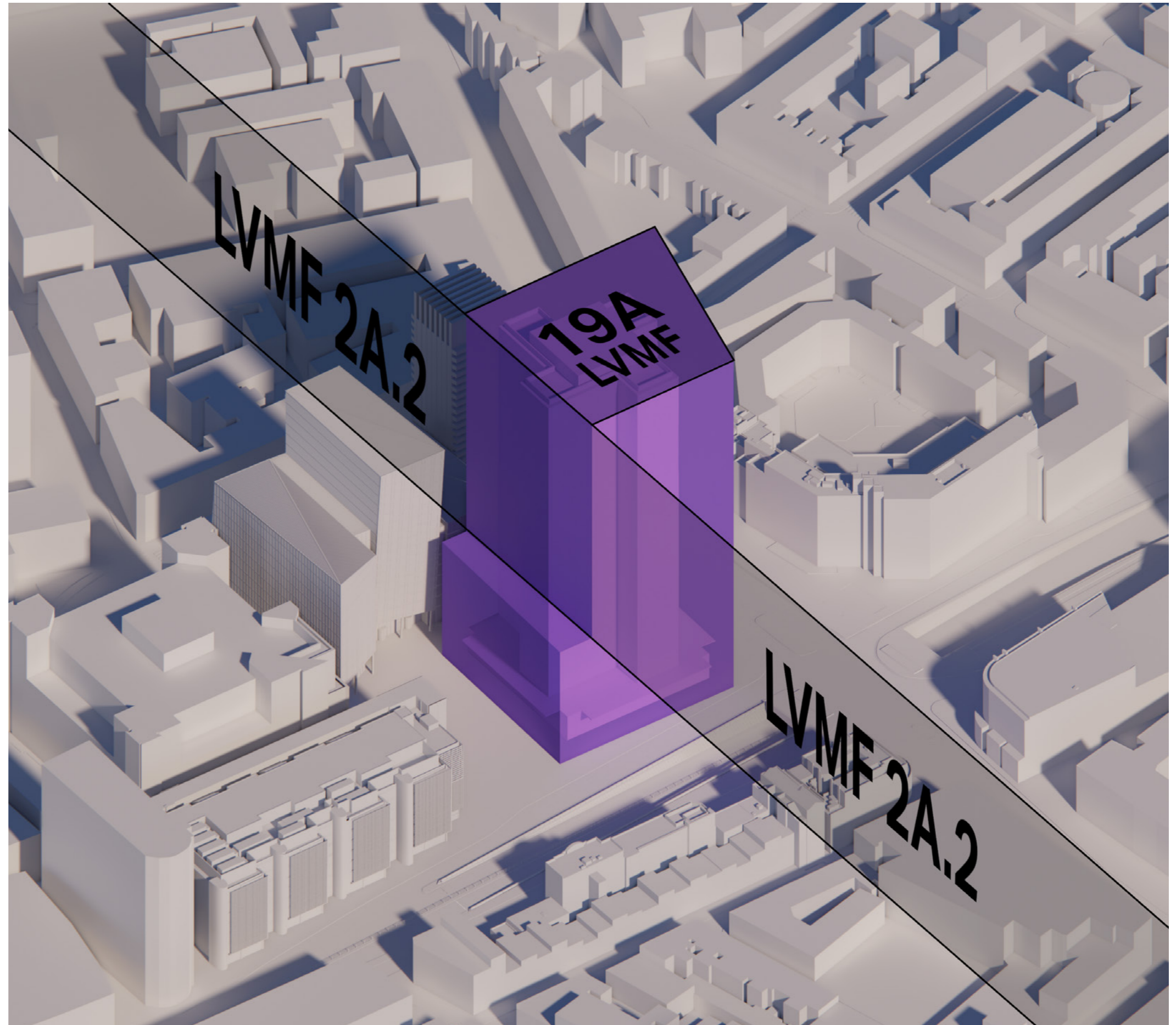
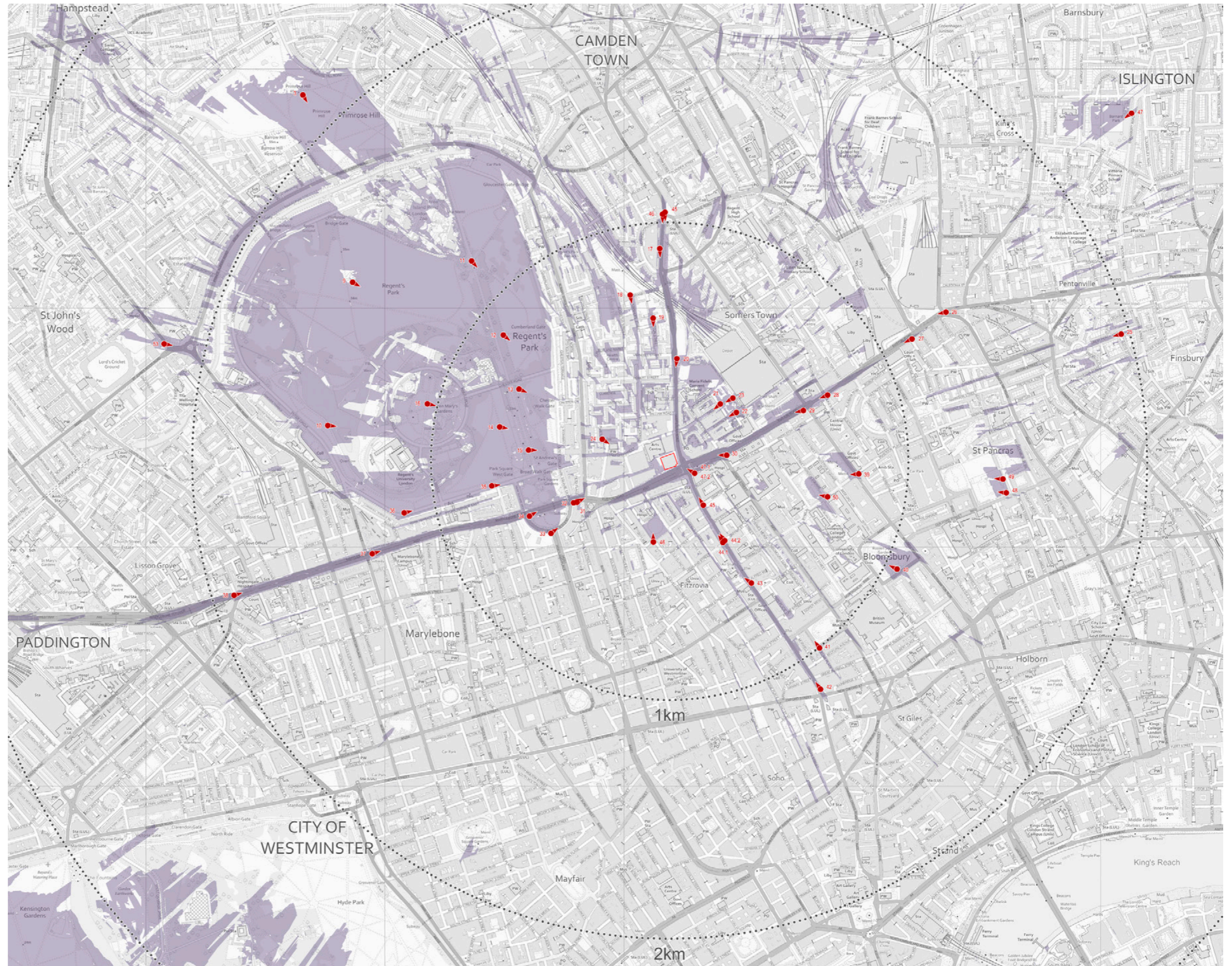


Diagram - Illustration of massing envelope shaped by LVMF Views 2A.2 and 19A



- Indicates areas from which the proposal is visible
- Indicates viewpoints tested in the TVBHA

Diagram - Zone of Visual Influence for the Proposed Development

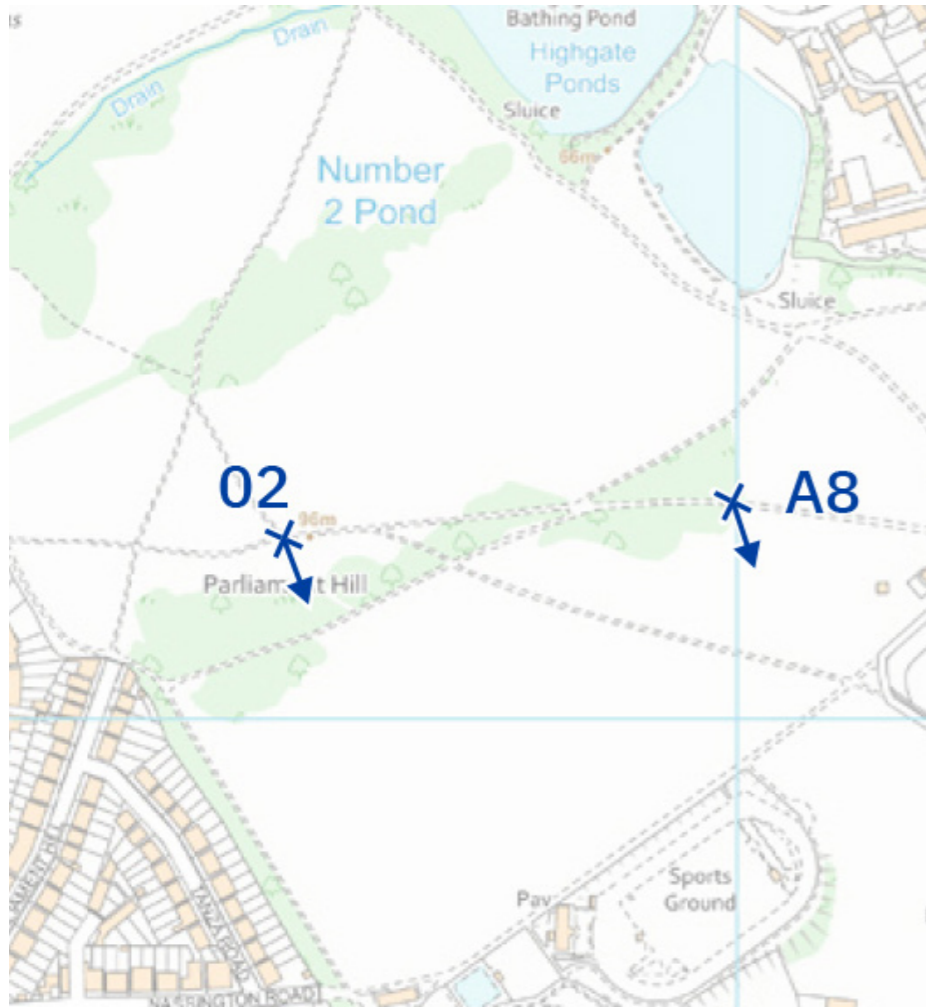


Diagram - View from Parliament Hill (LVMF 2A.2)



Diagram - Dynamic viewpoint along Lambeth Bridge LVMF 19A

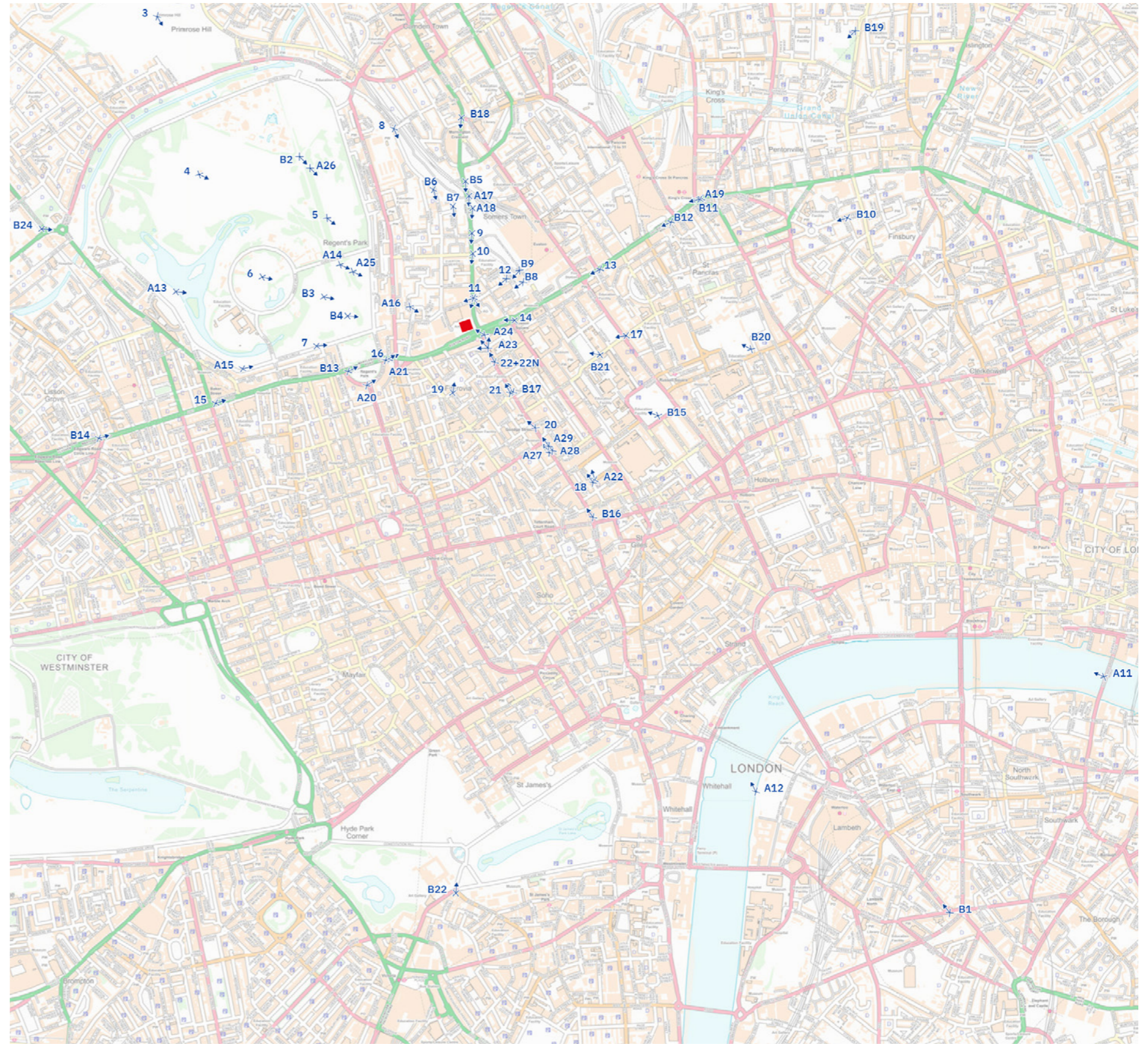


Diagram - Selected townscape and streetscape views



Photograph - LVMF 19A (telephoto)

Defining Height

The LVMF View 19A constrains the height of the Proposed Development, preserving the protected viewing corridor over the Palace of Westminster as seen from the kinetic view moving over Lambeth Bridge.

The view analysis from this view limits the height of any new development to little more than the height of the existing Euston Tower. Maintaining and preserving the visual appreciation of the Palace of Westminster is of highest priority and no further interference than the existing Euston Tower is anticipated.



Photograph - LVMF 2A.2 (telephoto)

Defining the Western Extents

The LVMF View 2A.2, looking towards the Palace of Westminster from Parliament Hill, constrains the volume of the Proposed Development from the western aspect.

This view requires analysis from both a telephoto lens view (shown above) and a broader, more contextual view. Both show the Lantern over the Palace's Central Lobby and Victoria Tower visible behind the BT Tower.

The Proposed Development will maintain these existing parameters and not encroach any further on these views than the existing Euston Tower silhouette.



Photograph - Visibility of BT Tower along Hampstead Road

Defining the Eastern Extents

Whilst not a formal LVMF view, the view towards the BT Tower along Hampstead Road is recognised as an important local view aiding wayfinding and orientation for local users and pedestrians around the site.

This view has informed the eastern and southern aspects of the Proposed Development, which has been carefully designed to maintain views to the BT Tower as people journey south past the site.