

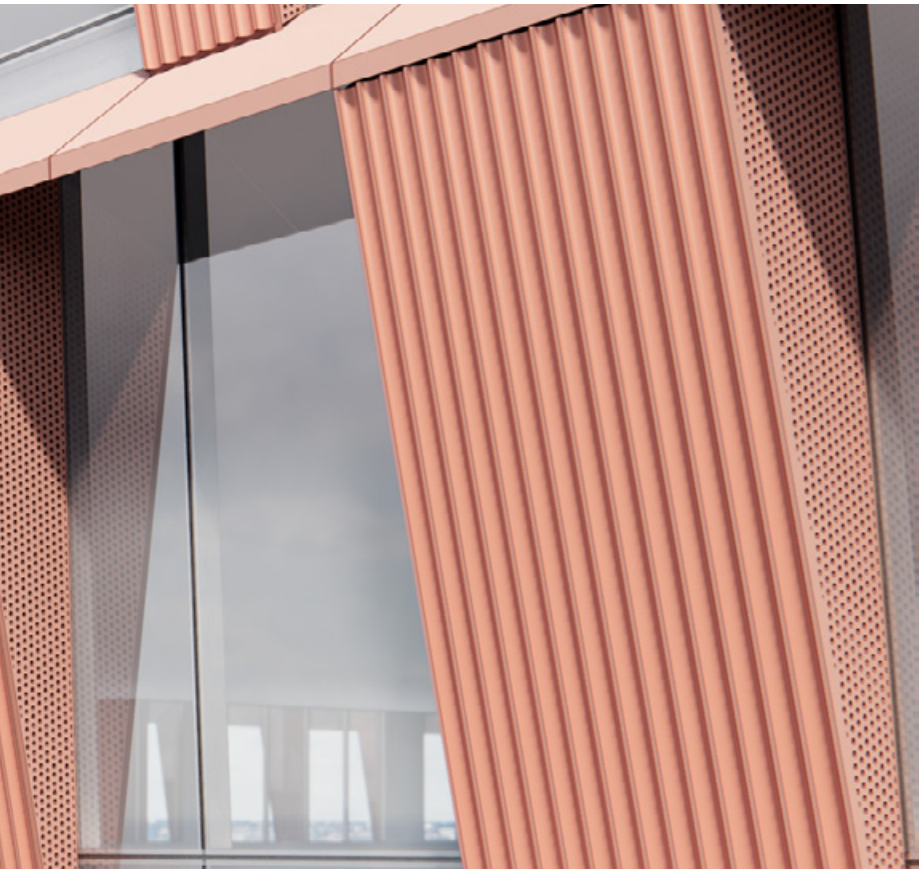
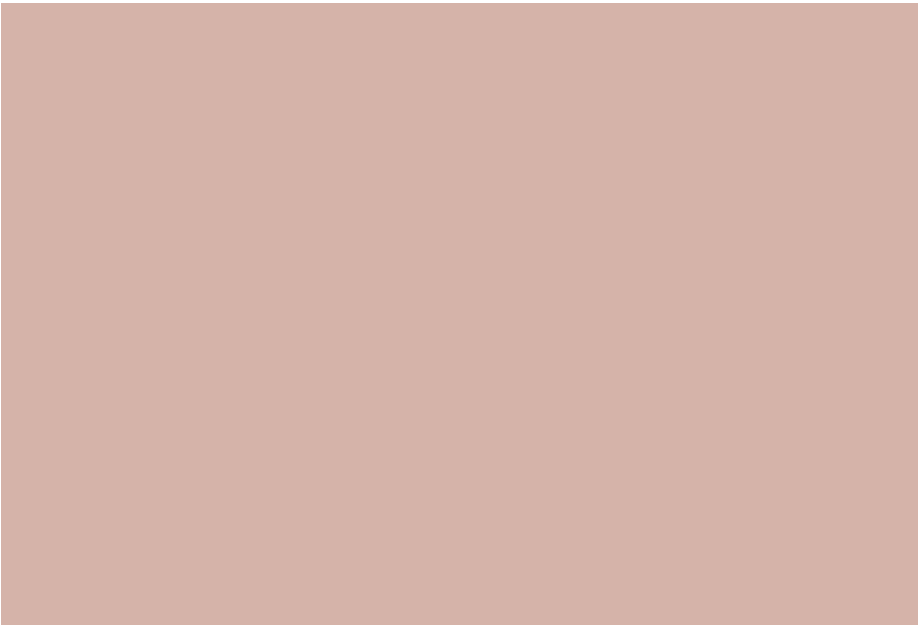
6.18 Facade Colour Evolution

Facade Colour Evolution (December 2023 Planning Application - 2024 Proposed Development)

The Proposed Development draws upon the unique Camden context, aiming to continue the development of this area, with deep connections to the local context.

Throughout the design development the façade elements have been adjusted both in material, finishes and colour. This has been done to strengthen the relationship between the context around Euston.

The facade colour takes inspiration from the local buildings around Drummond Street, references key heritage assets such as the UCL Cruciform building, the St. Pancras Hotel and the British Library, and aims to harmonise with the natural tones of Fitzroy Square and the landscape of Regent’s Park.

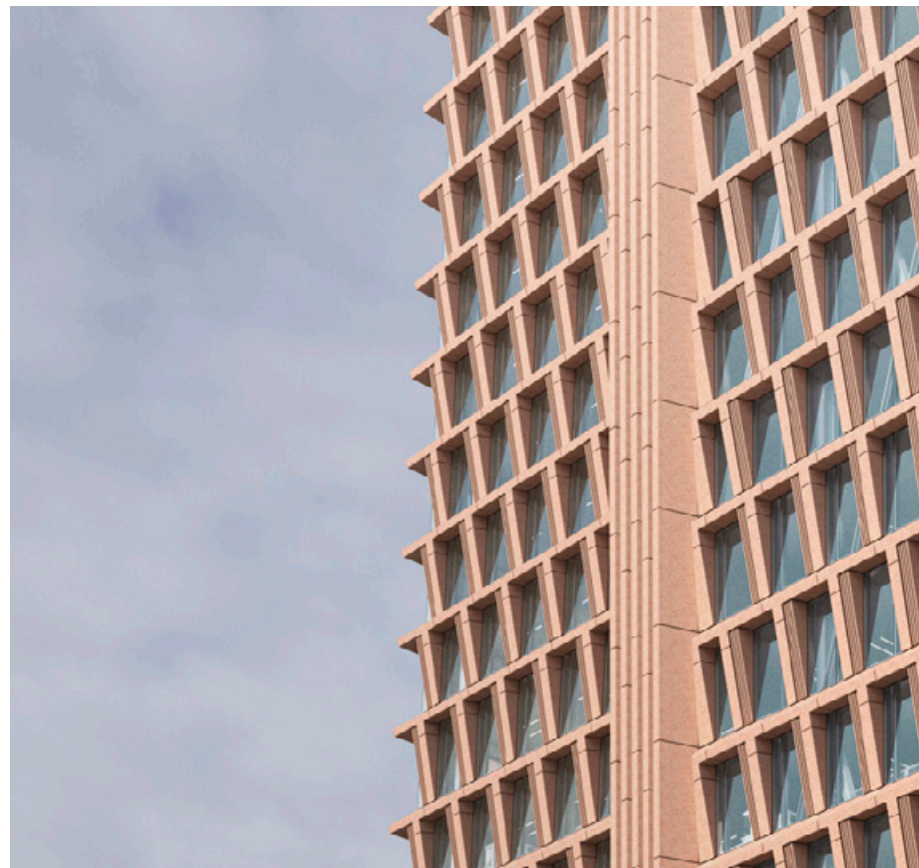
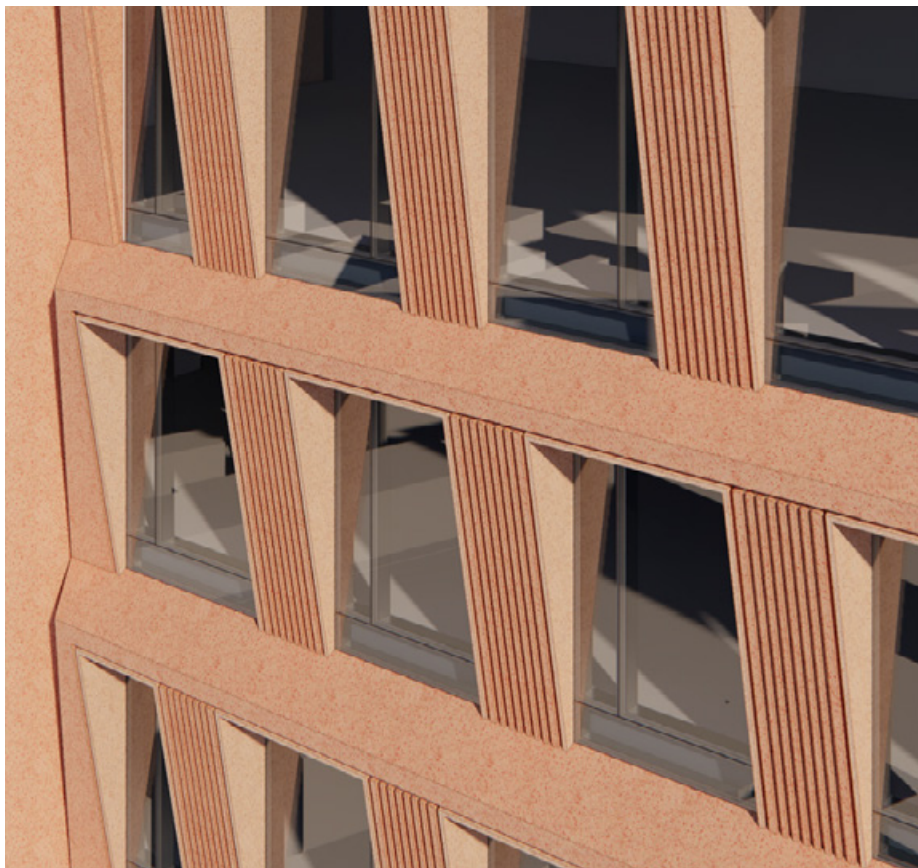
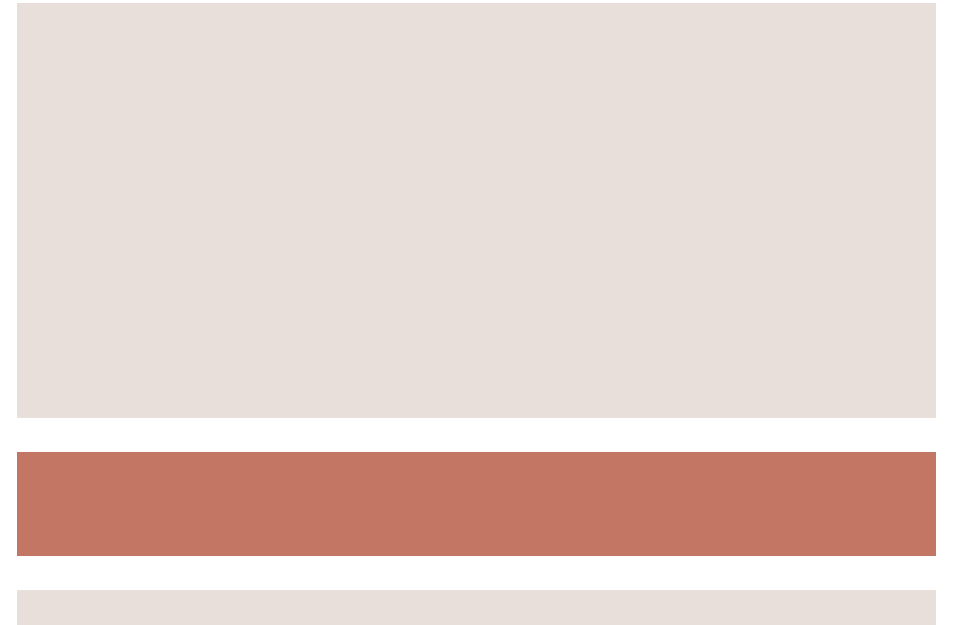
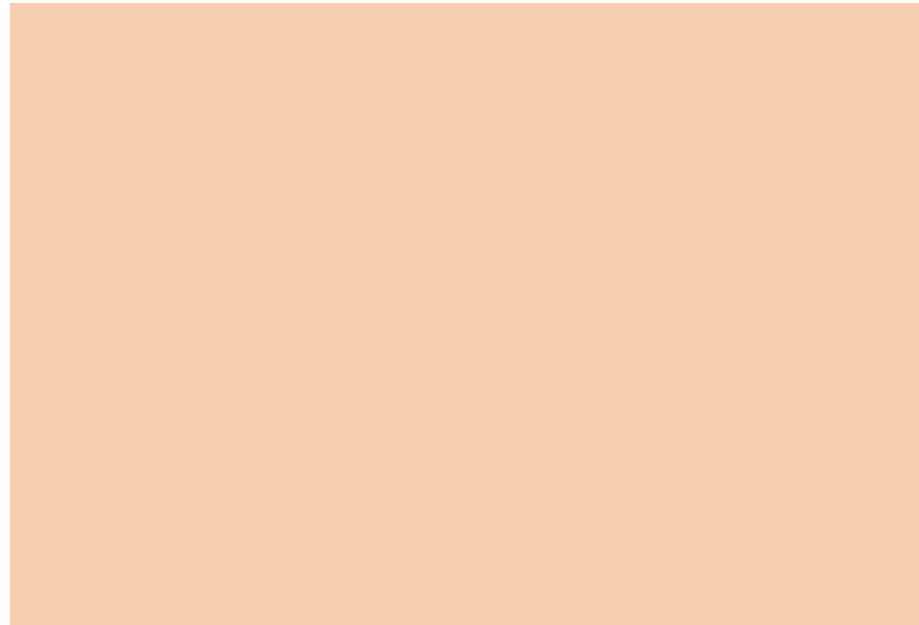
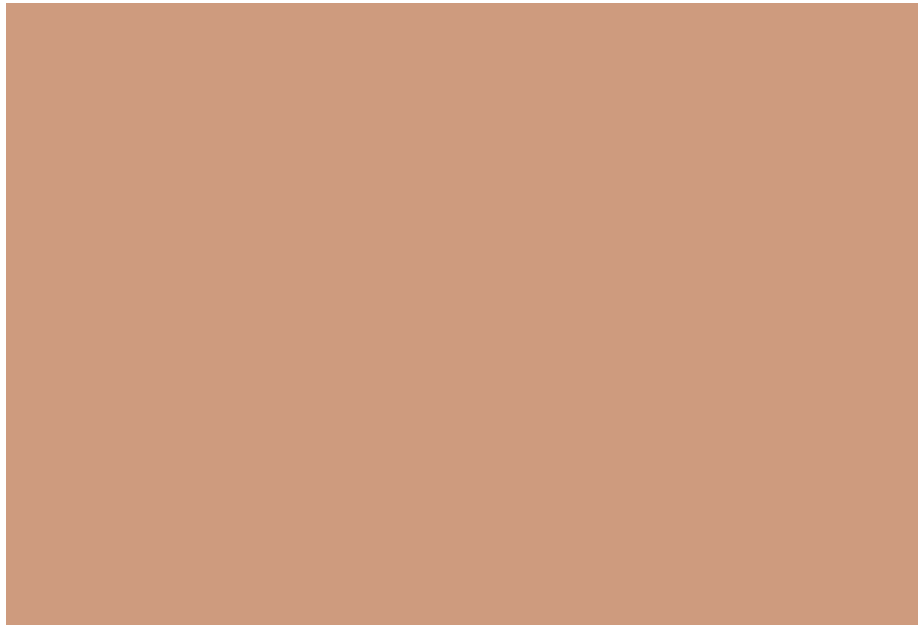


1. Perforated metal and terracotta

To achieve openness for air flow the sides of the facade was painted metal and the front in an energetic red terracotta. These two would appear different over time with weathering.

2. All terracotta

Along with moving away from metal facade elements the colour of the building was also toned down with a lighter frame around the glazing.



3. Introduction of Aggregate

Glass Reinforced Concrete (GRC) was explored as the potential facade material and more options were possible, both in colour and finishes. Aggregates in a slightly darker colour were studied with the aim to have a lighter perception on distance and an even lighter frame to differentiate the facade when viewed from an angle.

4. Desaturated, Monochrome Colour (December 2023 Application)

Changing the facade modules removed the frames and simplified the facade, as part of this design development only one material and colour was chosen for all elements in the facade. To reduce the contrast with the context, Fitzroy Square Conservation Area and the landscape of Regent's Park, a more desaturated light terracotta colour was chosen to draw further upon the most immediate context. This was a response to comments from Camden and Historic England and was submitted for planning in Dec. 2023.

5. Light Tower / Warm Podium (2024 Proposed Development)

Following the December 2023 planning application, and through further consultation with stakeholders such as Historic England, the Regent's Park Conservation Area Advisory Committee and planning officers at LBC, the colour and materiality were developed, moving away from a homogeneous and monochromatic approach, to something that responded to the scale of the parts of the building, with the ambition it sit more harmoniously in its context. That development in colour is outlined in more detail overleaf.

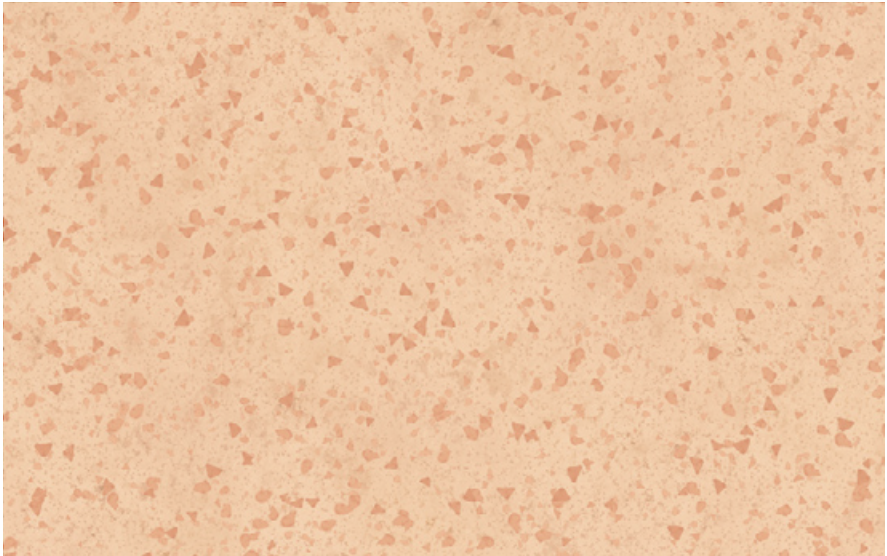
**Overall Approach to Materiality
(Post-December 2023 - The Proposed Development)**

The simplification and rationalising of the massing resulted in a reconsideration of the colour and materiality of the Proposed Development. Though the solidity and tactility of the facade material in the December 2023 planning application scheme was kept, in order to maintain some of the carved, sculptural character it embodies, the colour was developed to soften the tower's impact on its surroundings.

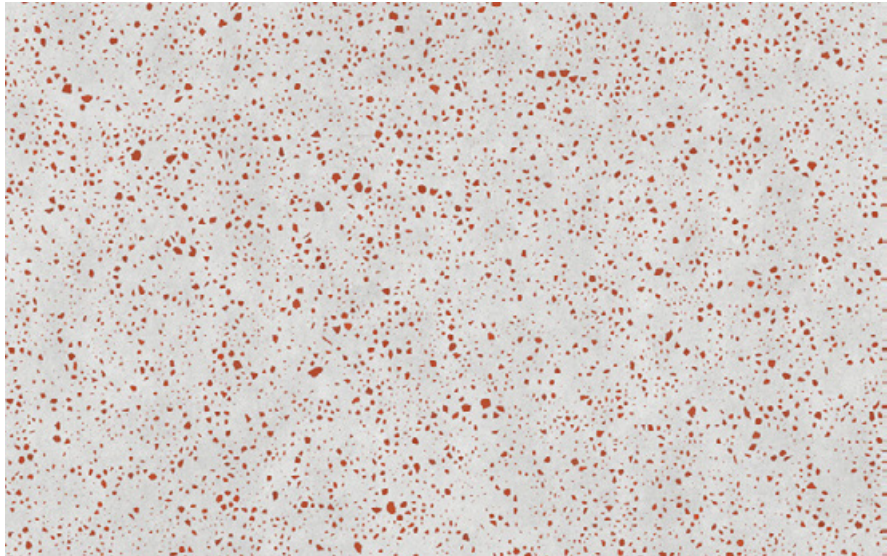
When evaluating the tower colour in context, it was decided a lighter tone would help reduce the perception of the bulk and massing of the building in the townscape. Pale, light shades were explored, especially in townscape views in which the Proposed Development was visible in the context of Conservation Areas and key listed buildings. Taking inspiration from the light tones of the John Nash/Decimus Burton Regency terraces, as well as the stucco in Fitzroy Square, a warm off-white was chosen for the tower facade to better complement the local heritage and listed buildings, appear light and recessive on the skyline.

When compared to both the December 2023 planning application, and the existing Euston Tower, the neutral off-white colour is considered beneficial in the context.

For further information on the tower materiality, please see Chapter 7.



Illustrative view - December '23 application - indicative tower material swatch



Illustrative view - Proposed Development - indicative tower material swatch



Verified view - December 2023 planning application from Regent's Park



Verified view - Proposed Development from Regent's Park



Verified view - December 2023 planning application from Fitzroy Square



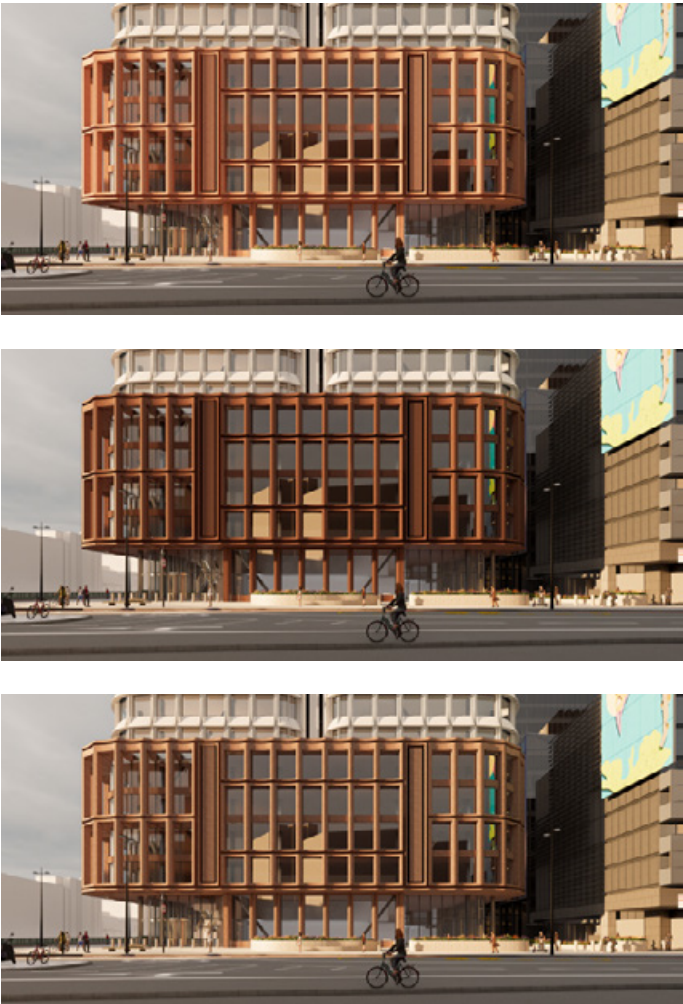
Verified view - Proposed Development from Fitzroy Square

**Overall Approach to Materiality
(Post-December 2023 - The Proposed Development)**

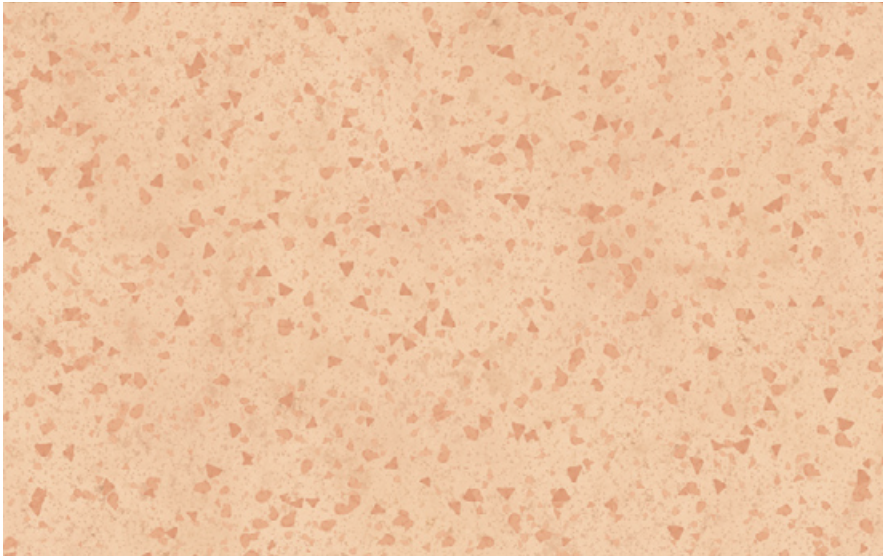
The materiality and colour of the podium facade went through many iterations following the December 2023 planning application, and care was taken to in developing the warm, terracotta tones to help anchor the base of the building in the local streetscape and reflect the richer hues found along Tottenham Court Road and in the wider context.

Balancing the terracotta, the warm off-white GRC material is proposed for to provide detail and articulation to the windows in the form of frames and mullions. Providing a stronger link to the materiality of the tower, the off-white GRC is also proposed at the base of the podium. Finally, a sand-coloured stone base is proposed where the building touches the ground, drawing a link in materiality to the proposed planters in the adjacent landscape.

For further information on the podium materiality, please see Chapter 8.



Illustrative views - Podium facade colour tests



Illustrative view - December '23 application - indicative podium material swatch



Illustrative view - Proposed Development - indicative podium material swatches



Verified view - December 2023 application from Tottenham Court Road



Verified view - Proposed Development from Tottenham Court Road



Verified view - December 2023 application from Tottenham Court Road

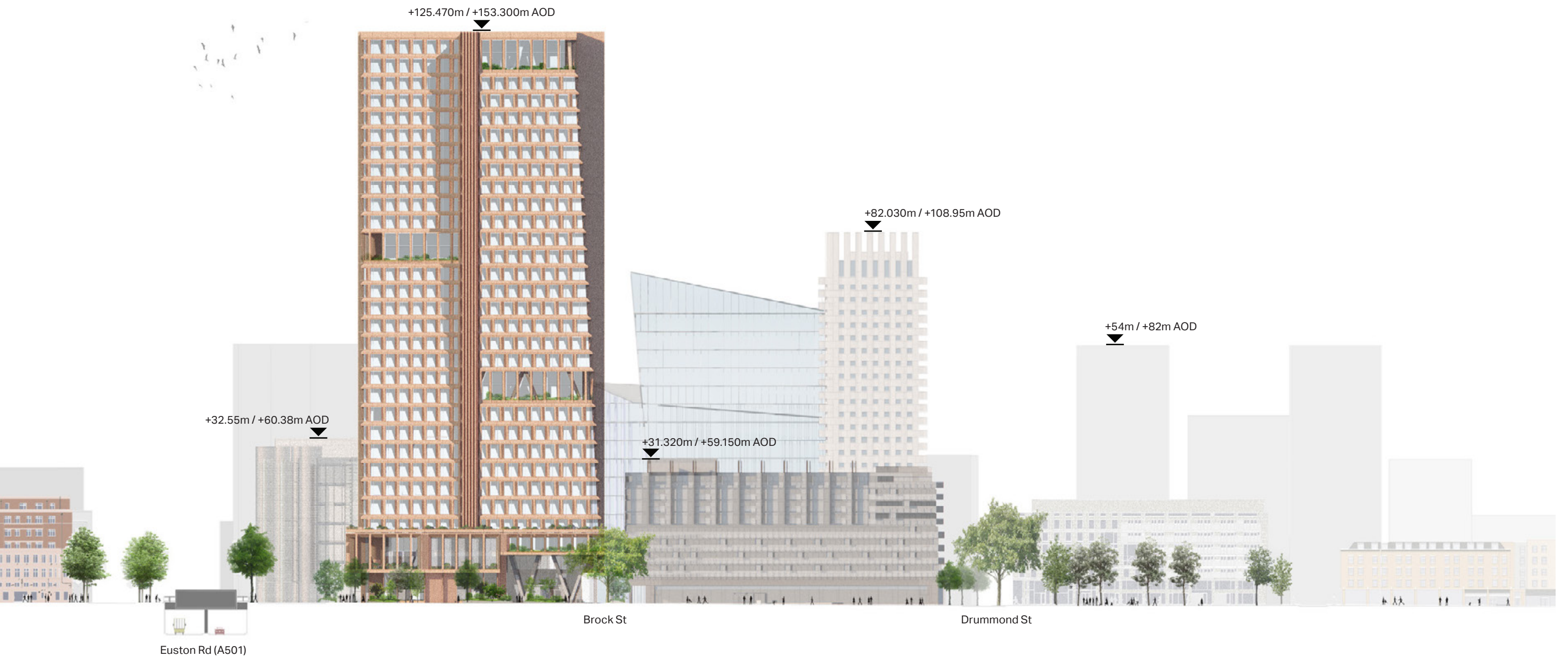


Verified view - Proposed Development from Tottenham Court Road

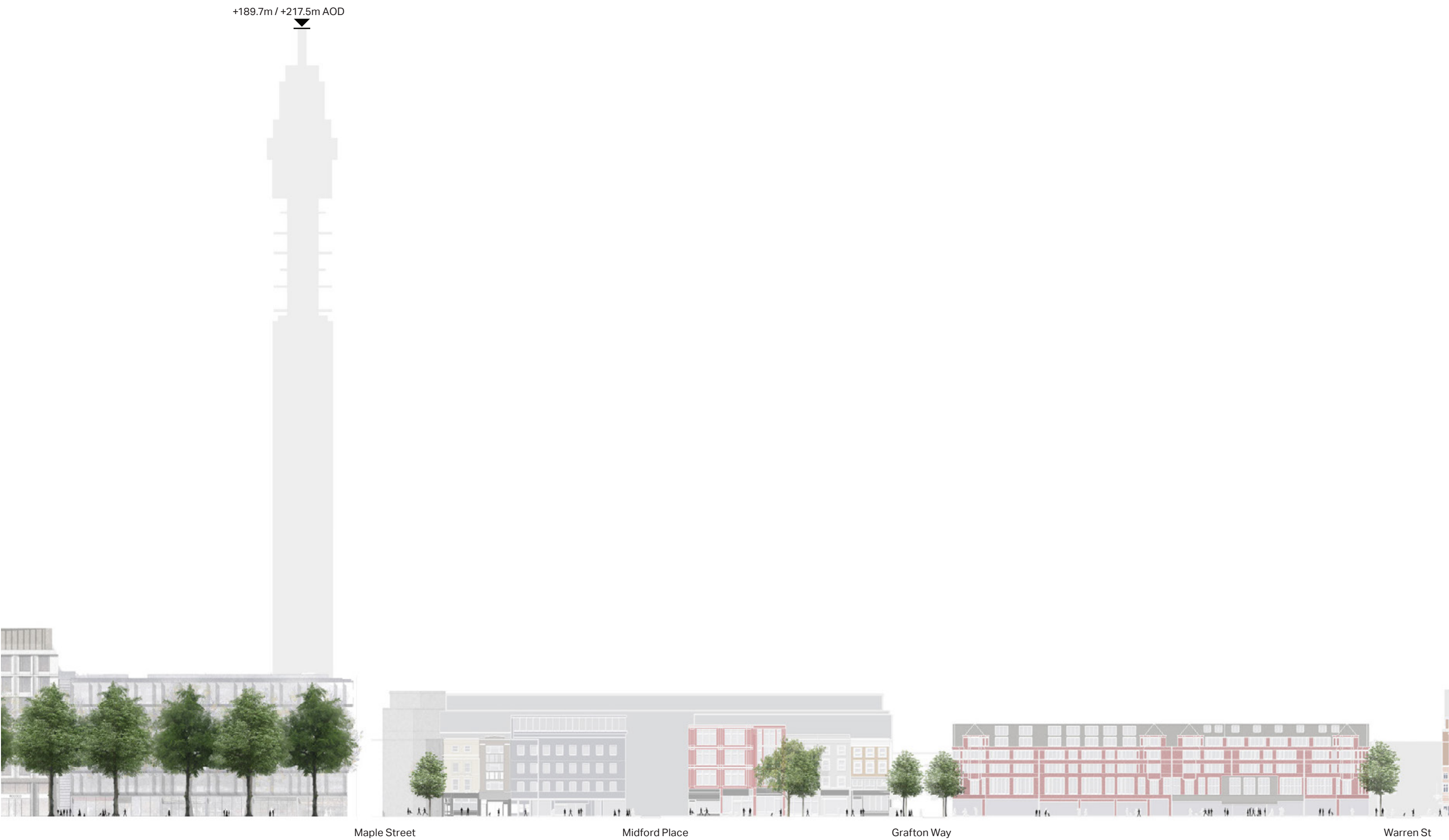
6.19 December 2023 Planning Application Hampstead Road / Tottenham Court Road Elevation



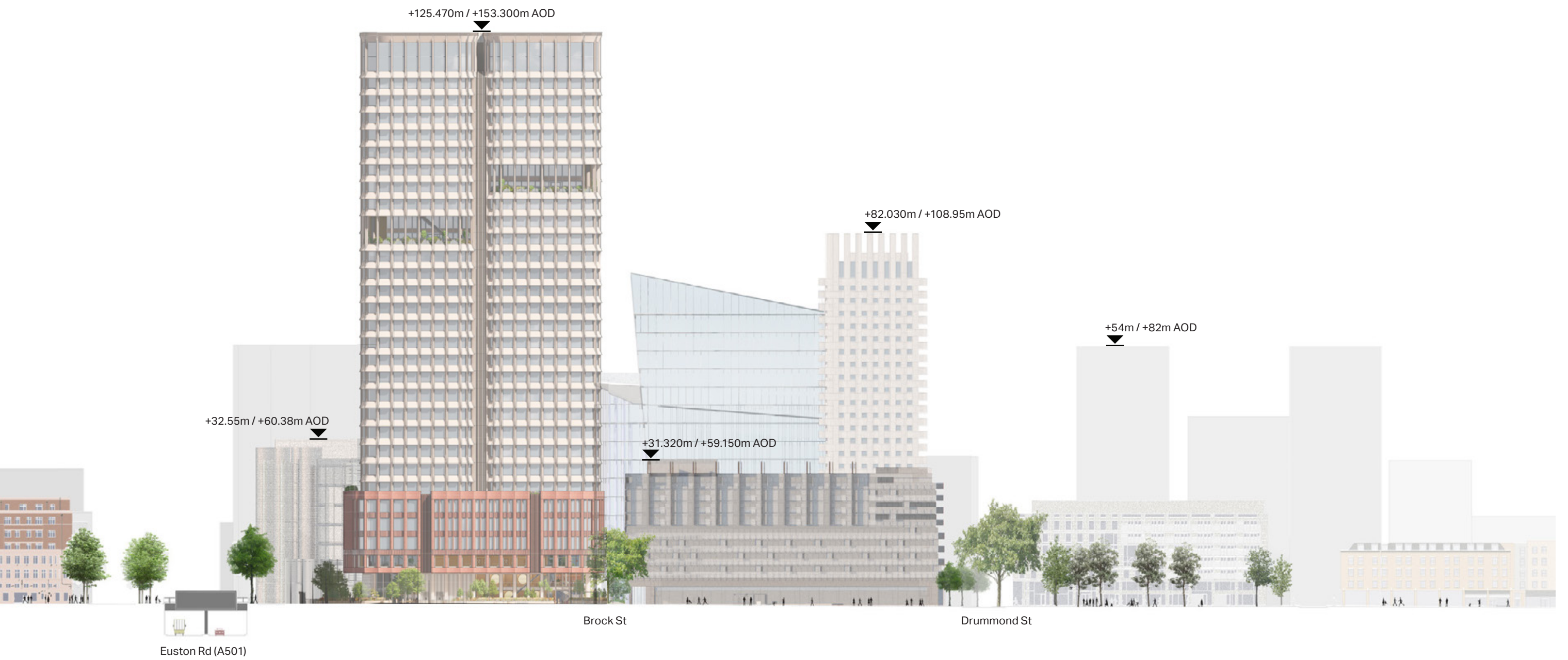
Drawing - Hampstead Road illustrative street elevation - December 2023 planning application



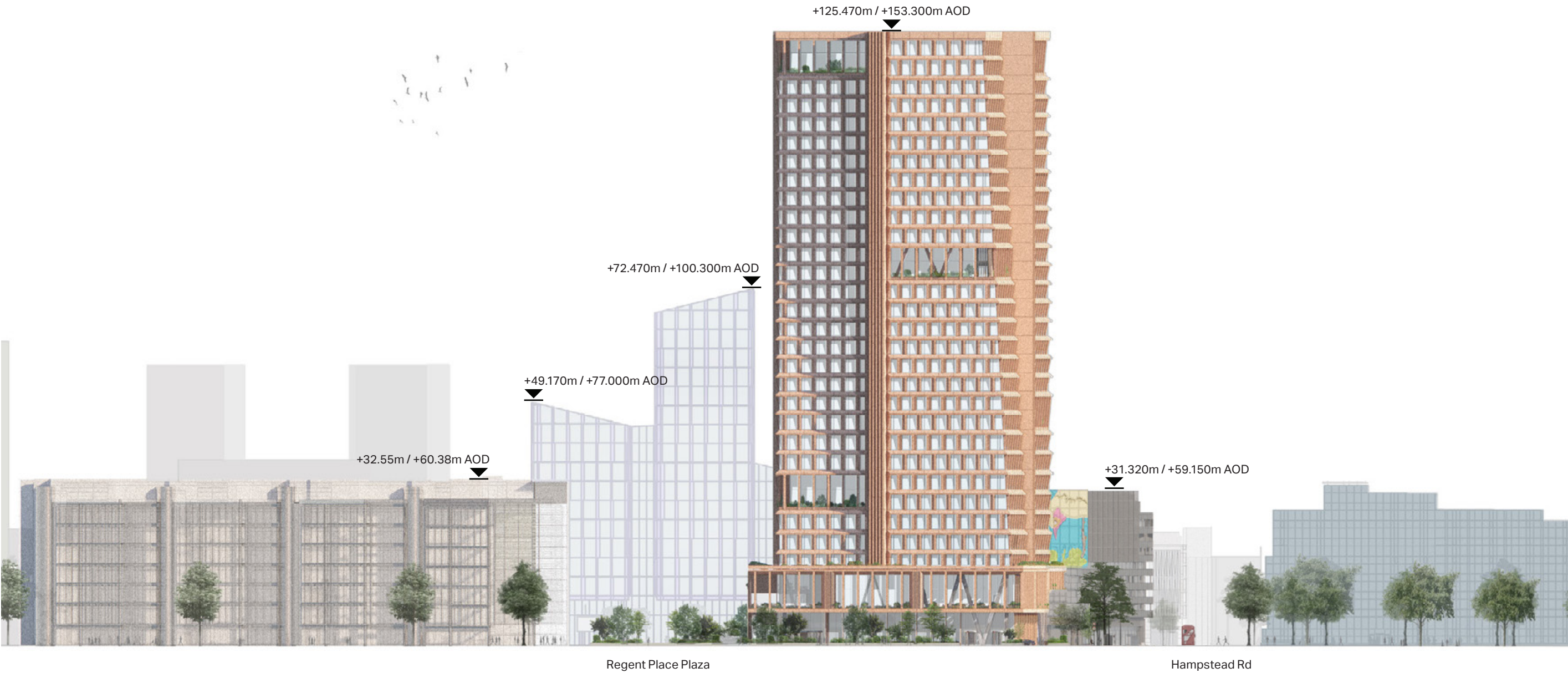
6.20 Proposed Development Hampstead Road / Tottenham Court Road Elevation



Drawing - Hampstead Road illustrative street elevation - Proposed Development



6.21 December 2023 Planning Application Euston Road Elevation

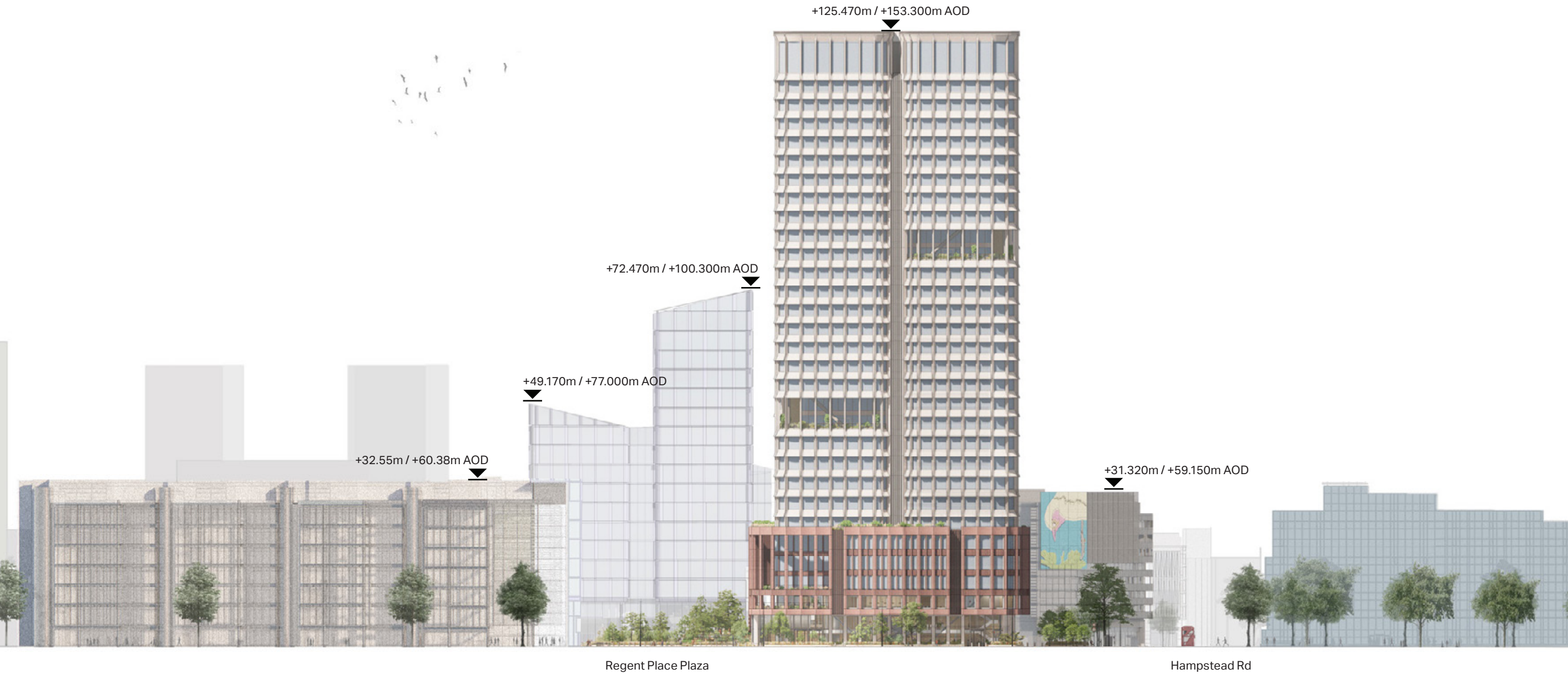


Drawing - Proposed Euston Road illustrative street elevation



Illustrative View - Aerial view of the December 2023 planning application scheme

6.22 Proposed Development Euston Road Elevation



Drawing - Proposed Euston Road illustrative street elevation



Illustrative View - Aerial view of the Proposed Development

6.23 Design Evolution Summary

This chapter has run through the design evolution following the feedback from the extensive co-design and pre-application process resulting in proposals for Euston Tower, including providing an explanation of the evolution from the proposals submitted in December 2023 to the Proposed Development.

Underlining this design development has been the framework for the contextual approach as set out in Chapter 4.1 and 4.2 - ensuring the proposals perform at the defined scales; the city scale, the human scale and the tactile scale.

The design has evolved through the consultation and collaboration to address the following:

City Scale - The Tower

The tower has been developed to achieve a distinctive and conceptually clear approach to massing and facade articulation that considers each elevation of equal importance. It responds to its situation in the context, and relates in tone, form and articulation to other notable tall buildings in Camden, particularly Centre Point at the other end of Tottenham Court Road.

Human Scale - The Podium

A permeable podium has been developed that responds to the character of the local streetscape, integrated with the public realm across multiple levels and providing space to facilitate connections between science and tech businesses, local institutions and organisations, supporting wider skill development and employment opportunities in the local community.

Tactile Scale - Colour and Materiality

Colours and tones of the local built environment have been referenced to relate to the history of the area and propose a robust and durable approach to materiality. The proposed colours help the tower sit more recessively and sympathetically in its townscape in relation to the local Conservation Areas and local listed buildings. The warmer tones in the podium help relate to the lower rise buildings, specifically relating to the streetscape down Tottenham Court Road.

Having outlined the design evolution of these aspects of the Proposed Development, the following chapters describe in greater detail the tower, podium and public realm proposals.



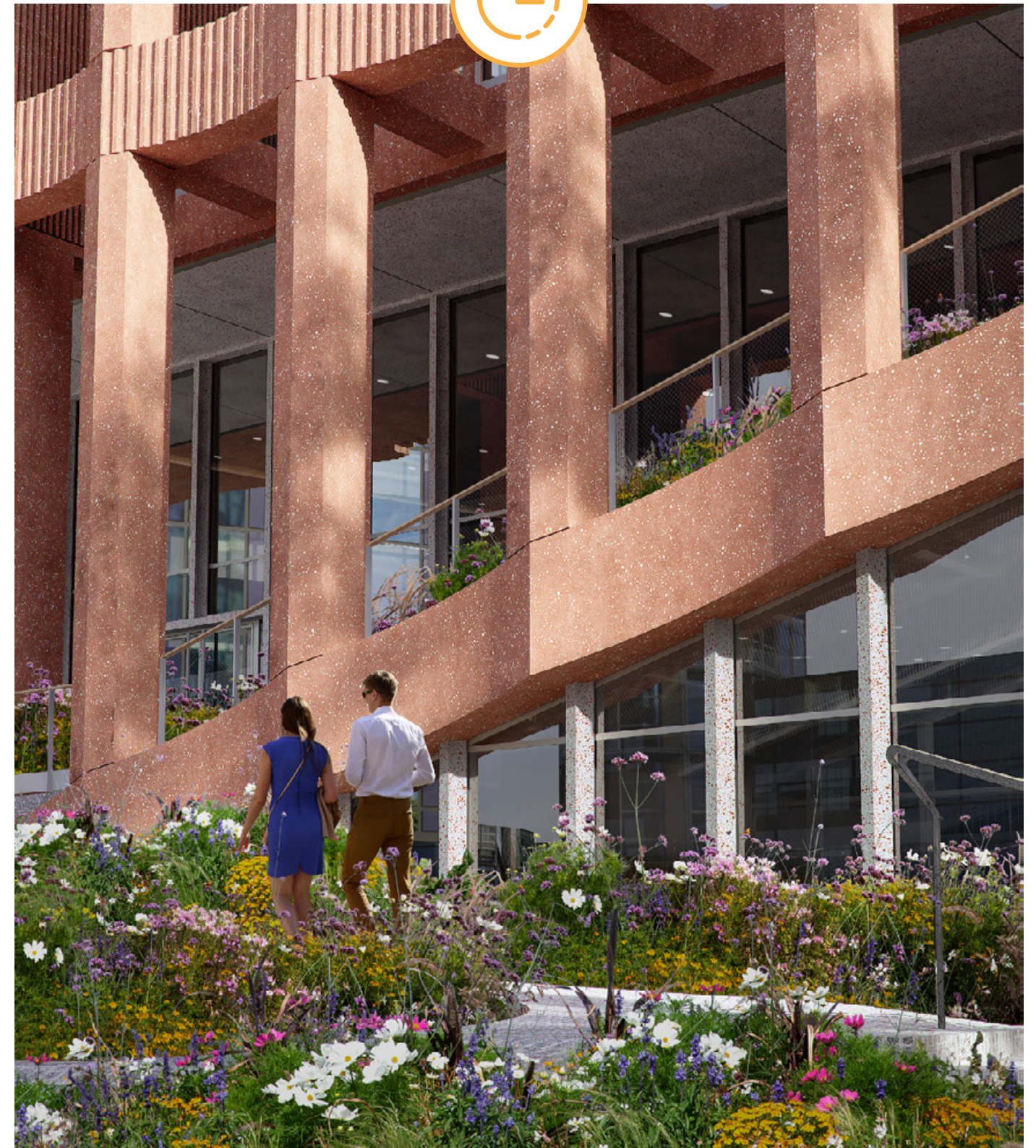
City Scale - The Tower

Verified View - The proposed Euston Tower from Regent's Park



Human Scale - The Podium

Illustrative View - The proposed Euston Tower from along Euston Road



Tactile Scale - The Colour, Materiality and Durability

Illustrative View - Detail view of the proposed facade