

11.0

PRE-APPLICATION SUMMARY

Photograph - Development model looking north along Hampstead Road - teal overlay



Photograph - Pre-application meeting at LBC

11.0 Pre-Application Summary

As part of the design process, the Applicant and Design Team have engaged extensively with the London Borough of Camden's planning officers and key stakeholders to create a considered and relevant design proposal.

The following chapter presents an in-depth overview of the process, feedback and reflects the extensive engagement that has occurred.

11.1 LBC Pre-Application Summary

On the following pages an overview of workshops and design meetings with London Borough of Camden Planning and Design Officers are set out, summarising the collaboration and design evolution, culminating in the December 2023 planning application. The subsequent chapter, Chapter 11.2 LBC Post-Application Summary, discusses the collaboration with LBC Planning and Design Officers following the December 2023 planning application, culminating in the 2024 Proposed Development.

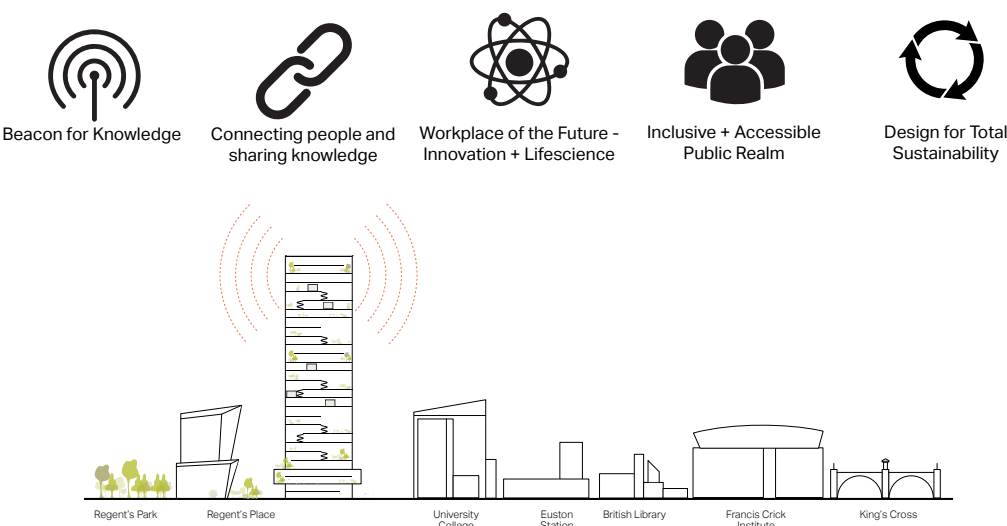
Initial discussions with LB Camden regarding the Proposed Development commenced in February 2022. Early dialogue focussed on the potential redevelopment of Euston Tower, the vision for that redevelopment and how it harmonised with the Local Authority's requirements, policies and ambitions. Based on feedback from LB Camden, a twin-track approach to the development of the proposal was agreed: the first track being a full analysis of the existing building and feasibility of retention, renovation and extension; which was conducted in parallel to design studies on how that feasibility can manifest as a design proposal.

This approach resulted in an intense period of pre-application meetings through 2022-2023.

These meetings began with a focus on the public realm and public offering within the scheme. As these discussions evolved the podium and then tower massing, design and articulation were reviewed and developed through consultation and collaboration.

The design team presented emerging proposals to the LBC Design Review Panel (DRP) on two occasions - in May and September 2023, prior to the December 2023 planning application. Following the massing and design changes made after that planning application an additional DRP was presented at, in August 2024, to receive comment on the evolving updates to the designs.

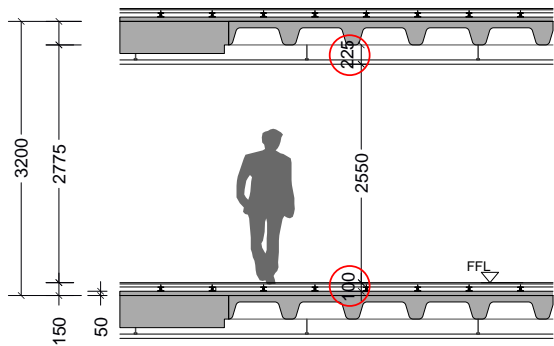
The design team is grateful for the opportunity to discuss the designs and welcome the commentary and collaboration provided, which has been taken into account as the scheme has progressed. This is detailed in the following pages.



Diagrams - Design Principles (Pre-Application Meeting 1)



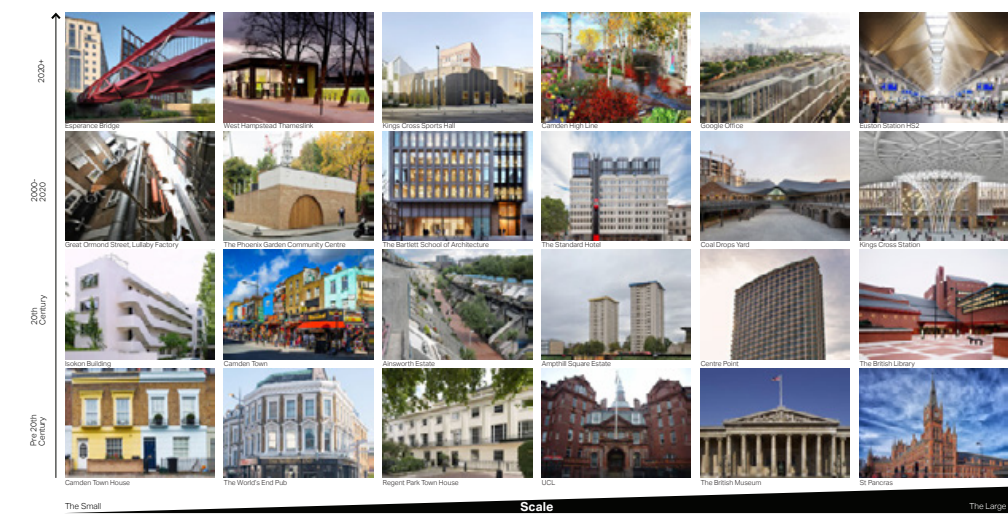
Diagrams - Existing Qualities (Pre-Application Meeting 3)



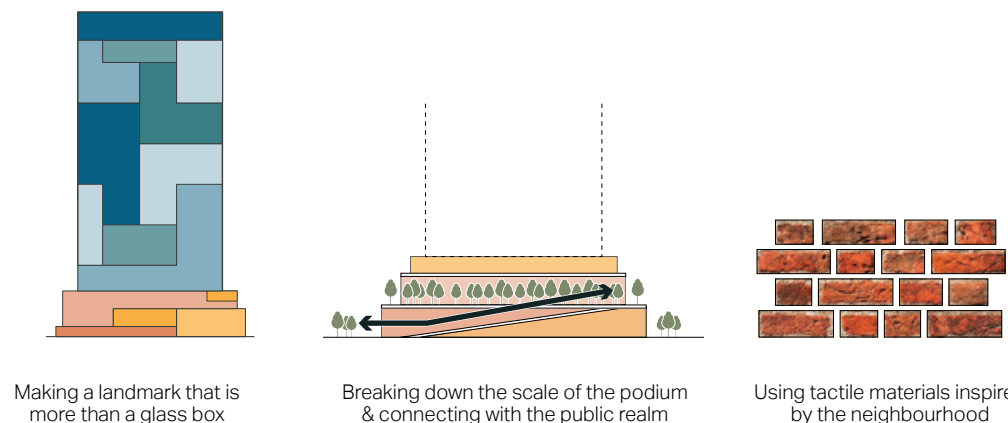
Diagrams - Early existing building retention analysis (Pre-Application Meeting 2)

Pre-Application Meetings: February 2022 - September 2022

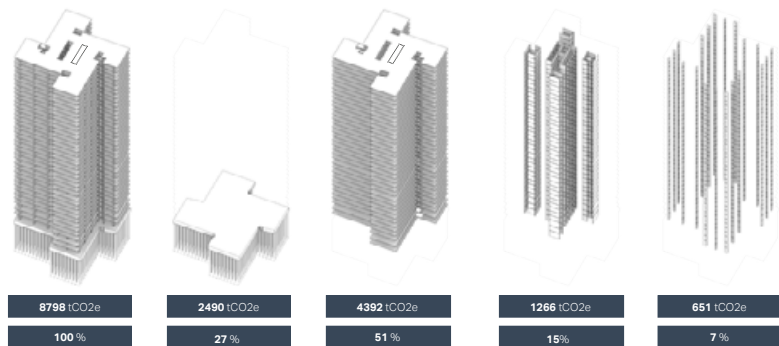
- Early pre-application meetings centred on the vision for the redevelopment of Euston Tower and early feasibility of building retention.
- The team demonstrated both the vision for Regent's Place and how Euston Tower will be the landmark redevelopment and benefit the local community, wider Knowledge Quarter and LB Camden missions.
- Early discussions were initiated as to the level of retention of the existing Euston Tower, with the team demonstrating early feasibility.

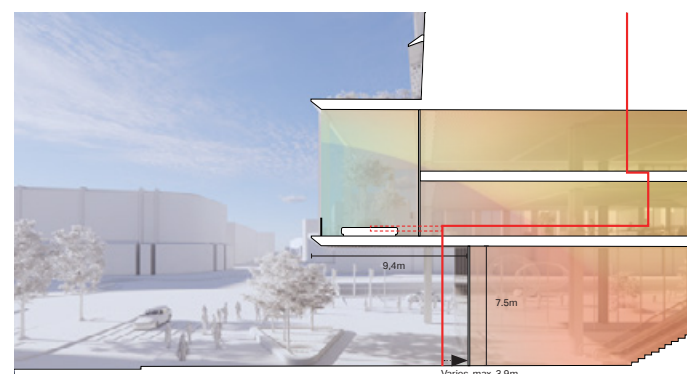
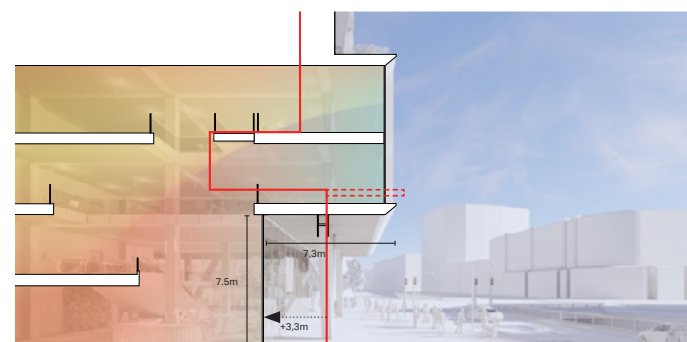
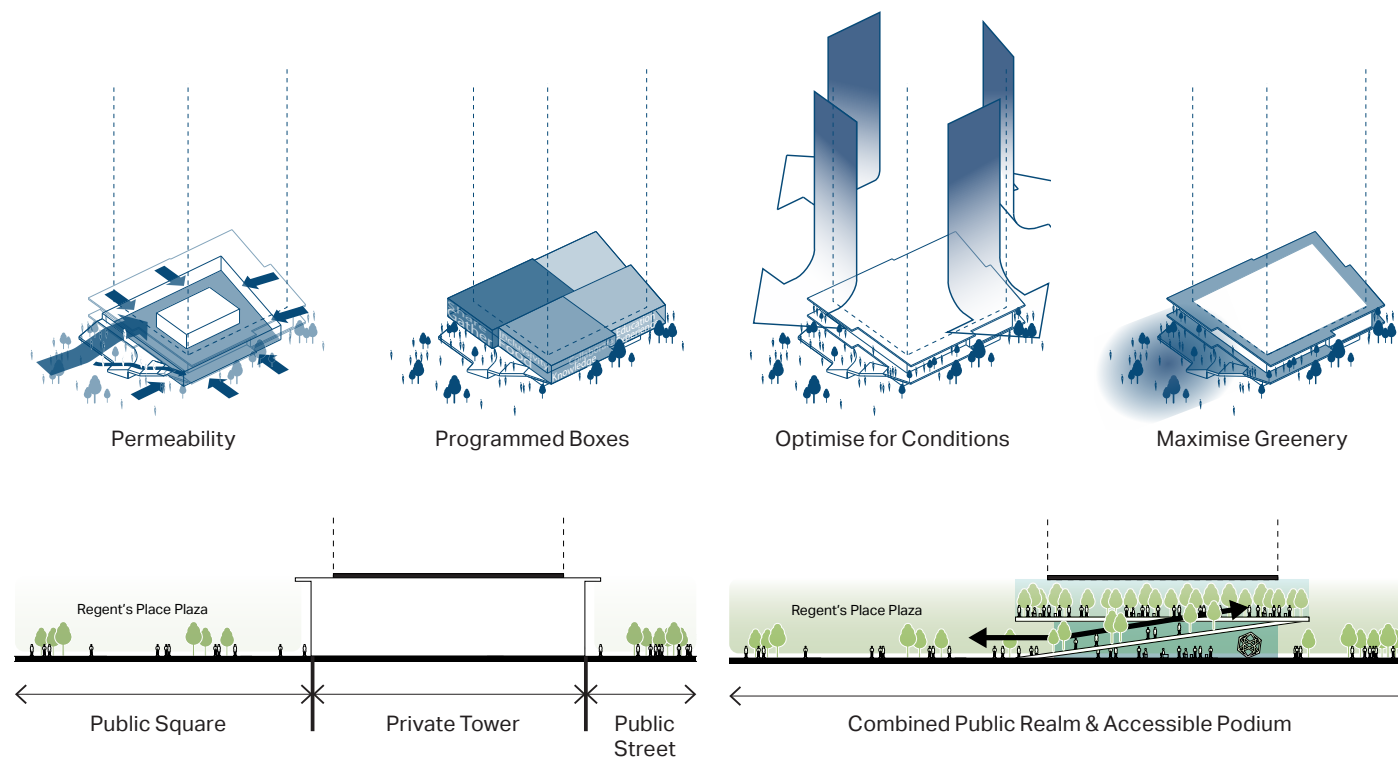


Diagrams - Understanding Camden (Pre-Application Meeting 3)



Diagrams - Areas to improve (Pre-Application Meeting 3)

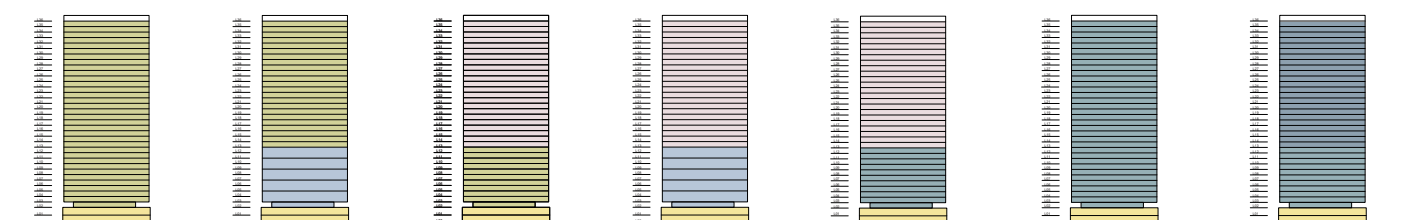




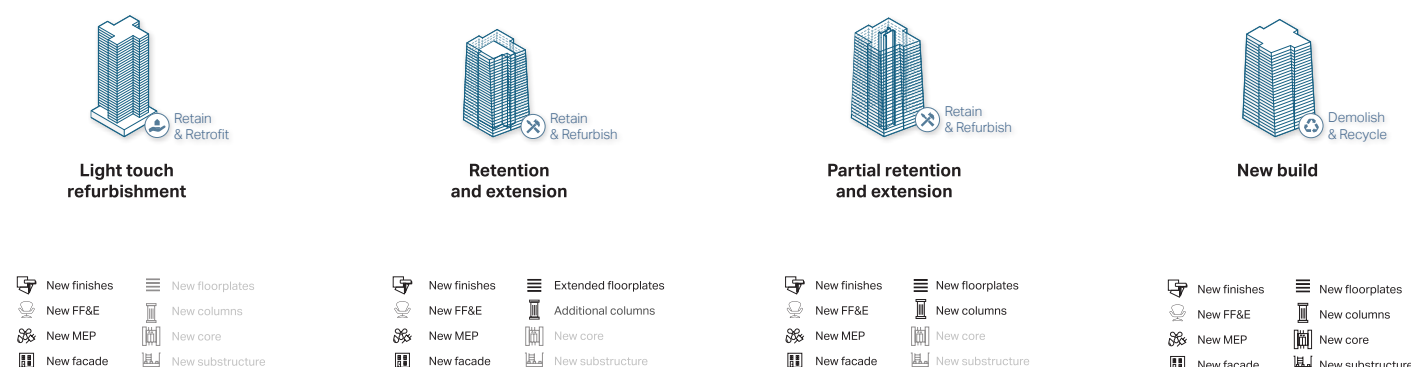
Diagrams - Podium design development (Pre-Application Meeting 6 & 9)

Pre-Application Meetings: November 2022 - February 2023

- Meetings in this period centred on the public realm and podium development, in addition to further development of tower retention feasibility studies.
- An extensive analysis of the existing public realm, in terms of use, connectivity, aesthetics and environmental conditions were presented. Further to this analysis, initial strategies for the building podium and connection to the public realm were outlined.
- Further development of the podium designs were discussed across multiple pre-application meetings. Learnings from existing, relevant civic spaces were presented.

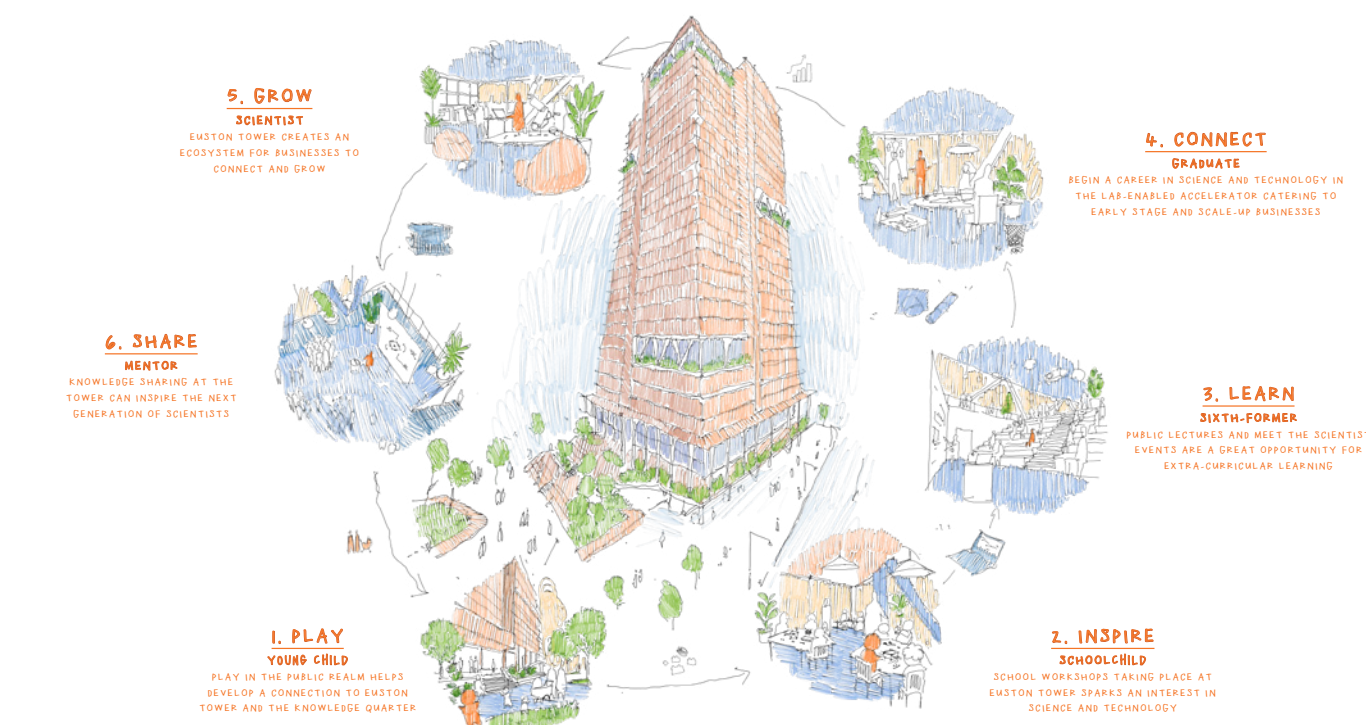
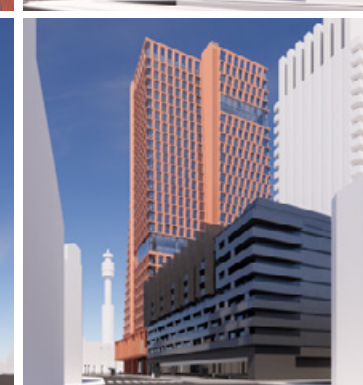
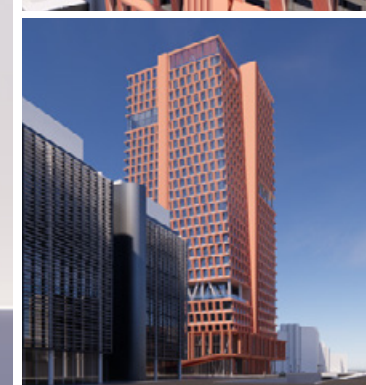
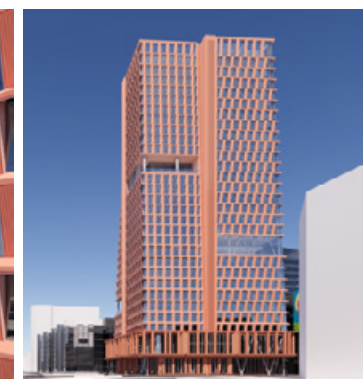
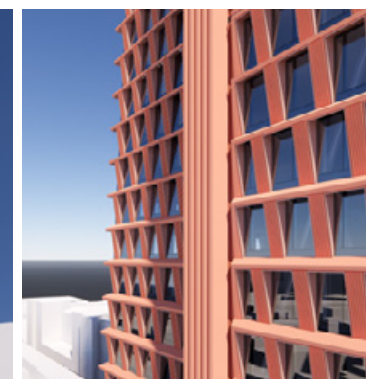


Residential Housing Hotel Retail Labs Offices



Diagrams - Feasibility studies (Pre-Application Meeting 7 & 8)

- The proposed podium's relationship to the streetscape was analysed in terms of setbacks, scale, connection to the public realm, all in conjunction with user journeys from the public realm to the building interior.
- Further development of feasibility studies for tower retention were explored and presented. Development included an in-depth investigation of the existing floorplates flexibility for different building uses, structural flexibility, current state of provisions and comparison to modern day requirements were discussed.
- An introduction to the co-design process was presented and a strategy for how the community engagement would help develop the interior and exterior public programme elements.



Diagrams - Podium and Public Realm development (Pre-Application Meeting 22)

Diagrams - Facade design development (Pre-Application Meeting 22)

Pre-Application Meetings: July 2023 - October 2023

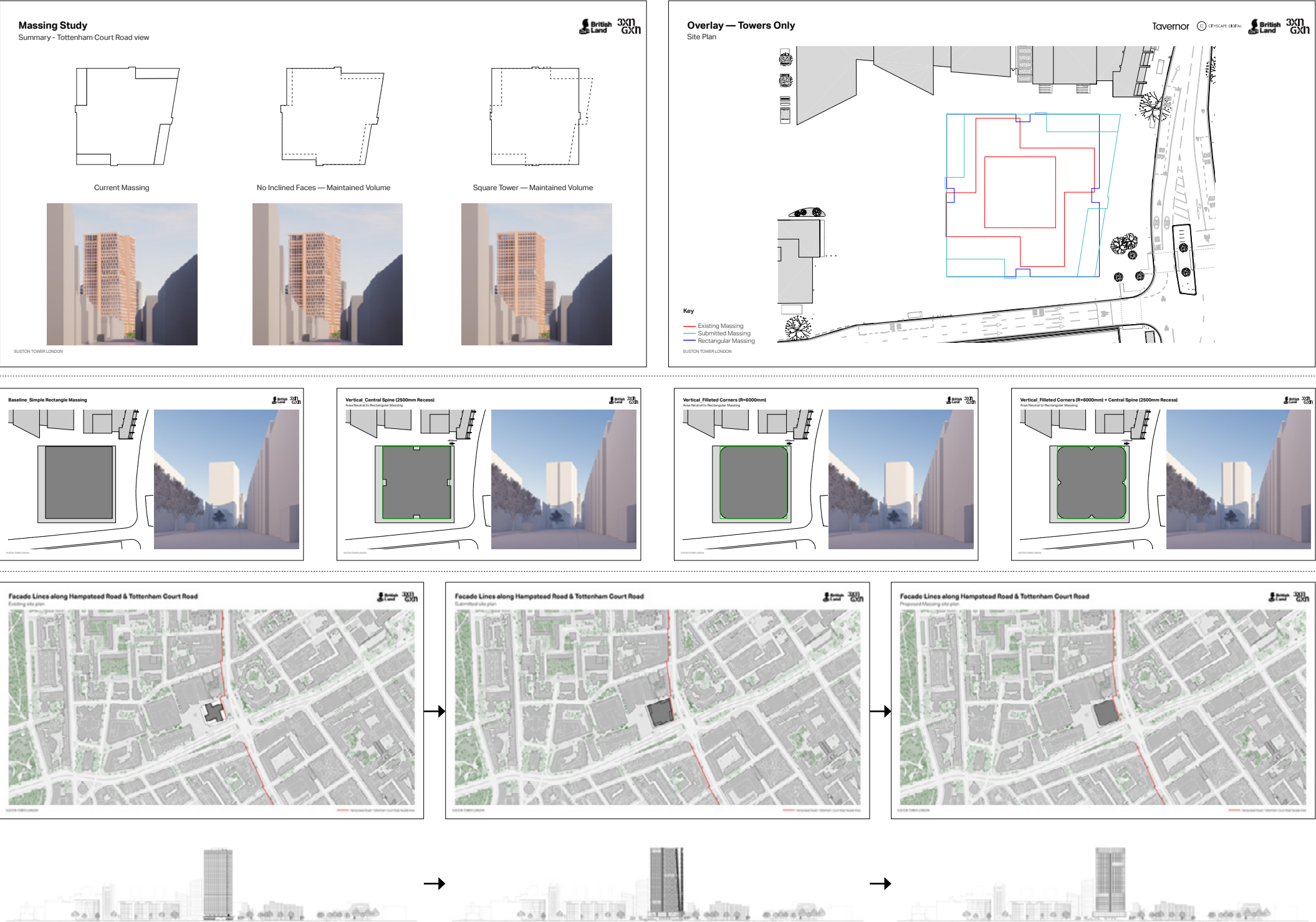
- Pre-Application discussions in this period reviewed design development of the public realm and podium, in addition to updated landscape proposals. Furthermore, design proposals for the building crown and a full review of the proposed public benefits took place as part of the pre-application process.
- Particular focus on the user journey and interaction with the public realm and podium was paid attention to. The proposals demonstrated that the design would be adaptable for all ages and user groups with flexibility for future changes.
- Further development of the podium articulation and connection to Regent's Place Plaza were presented.

- Feasibility of providing housing and delivery options was discussed as part of Pre-Application Meeting 19.
- The team presented extensive research on building adaptation strategies that could be employed as part of the design proposals, in order to cater for future changes.
- Based on previous comments the tower proposals articulation was reviewed at multiple levels. The building crown was reviewed in-depth with multiple options discussed. Furthermore, the definition of the pin-wheel was further articulated with the 'breathing-spines' whose technical requirement and options were also presented.

11.2 LBC Post-Application Summary

Following the extensive pre-application discussions, the application was submitted in December 2023. Following this, the applicant team continued to engage in design discussions with LBC and key stakeholders.

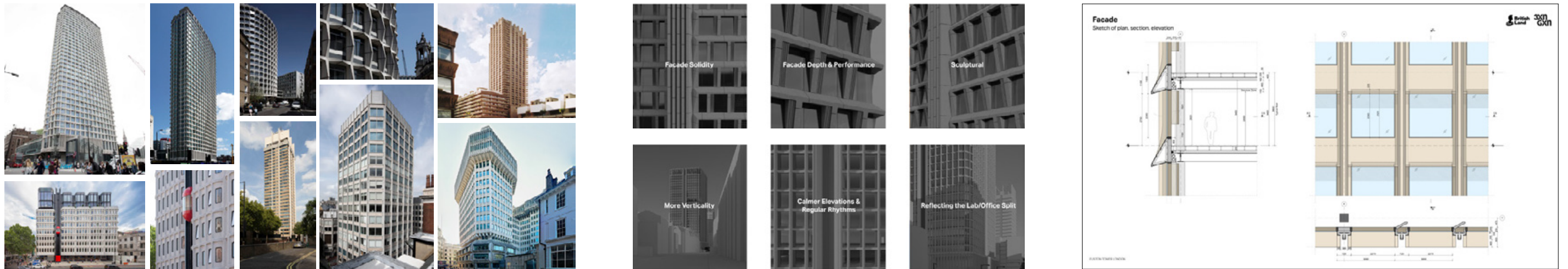
On the following pages an overview of workshops and design meetings with London Borough of Camden Planning and Design Officers are set out, summarising the continuing collaboration and design evolution following the December 2023 planning application, culminating in the 2024 Revision B to the Proposed Development.



Presentation Material - Material discussed with LBC Planning and Design Officers concerning the tower massing development

Calming and Simplifying the Massing: April 2024 - June 2024

- Initial post-application workshops with LBC centred on exploring ways to reduce the perceived bulk and massing of the proposed scheme.
- The design team also considered updates to the facade articulations and/or colour as a way to visually slim the massing before concluding the most effective method was to develop a wholesale change to the building form.
- Through a process of simplification, a calmer, more ordered form evolved that significantly reduced the perception of the massing.
- The focus on further slimming the proposals in the mid-range views, especially considering the appearance down Tottenham Court Road, led to the carving and remodelling of the shape of the tower, whilst retaining the generally calmer, more ordered approach to the form.
- It was discovered, through collaboration with LBC, that a central setback spine (dividing each elevation into two) and a chamfered edge to the form, provided significant reductions in the perceived breadth and bulk, and reinforced verticality.



Presentation Material - Material discussed with LBC Planning and Design Officers concerning the design development of the tower facade

Articulating the Tower: June 2024 - October 2024

- The simplification and rationalisation of the massing allowed the design team to explore a calmer approach to the design of the facade. The uniformly vertical faces of the proposed massing removed the need to alternate the tower facade rhythms, which resulted in a focus on developing a regular, stacked fenestration and facade articulation.
- Through workshops with LBC, the solidity, depth and sculptural character of the facade was retained, and the design team were encouraged to add horizontality and upstands into the typical facade module design. The horizontality was additionally viewed as bringing further calm and order to the proposals.
- Through further analysis of the local context, notably Centre Point, Space House, and the Camden Town Hall Annex, the sculptural nature of the typical tower facade was refined and the off-white approach to the facade colour was agreed.
- As the proposals evolved, the special moments in the tower facade were explored, with the design of the spines (both facade articulation and width), the crown and the terraces all discussed at the later workshops with LBC.
- The subtle changes in the colour were also discussed, with a warmer off-white linking well to Centre Point and reinforcing the Proposed Development as the corresponding northern book-end to Tottenham Court Road.

Massing Options

Sketch clay render - south elevation visual



Baseline
EUSTON TOWER LONDON

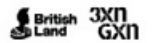
1 Extra Podium Level

2 Extra Podium Levels

3 Extra Podium Levels

5 Extra Podium Levels

Massing Options



+1 Level
EUSTON TOWER LONDON

+2 Levels

+3 Levels

+5 Levels



4 Level Podium



+1 Extra Podium Level



+2 Extra Podium Levels



+3 Extra Podium Levels



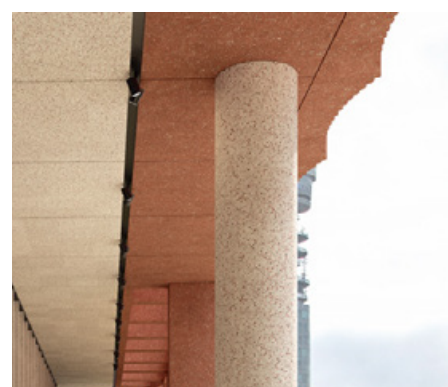
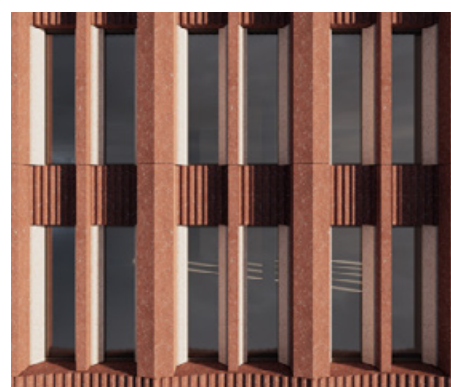
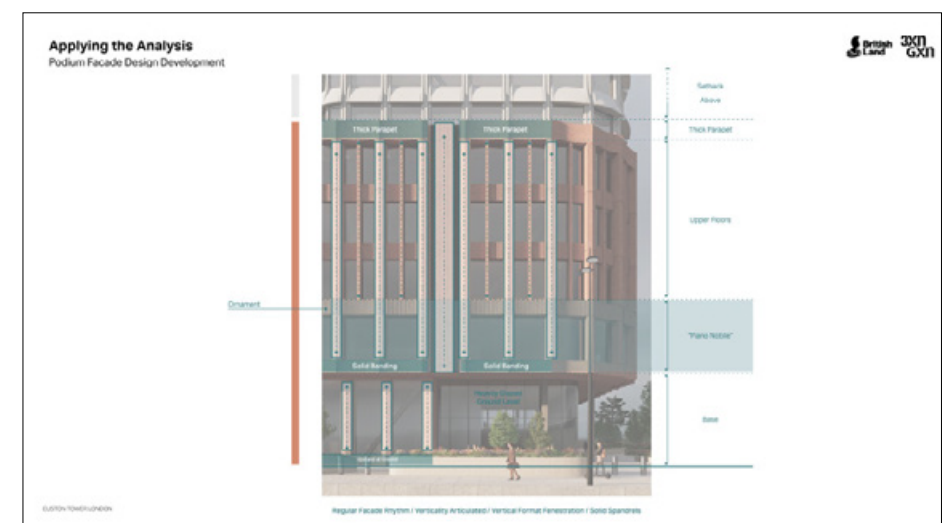
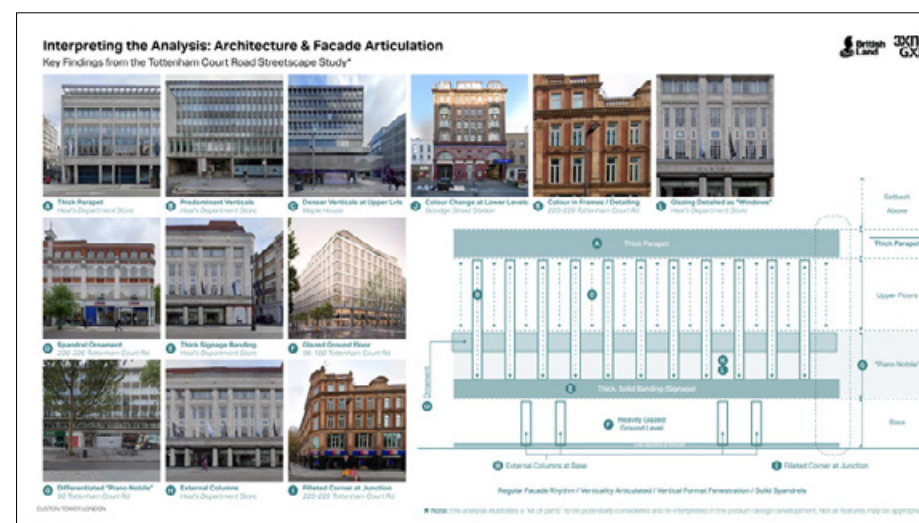
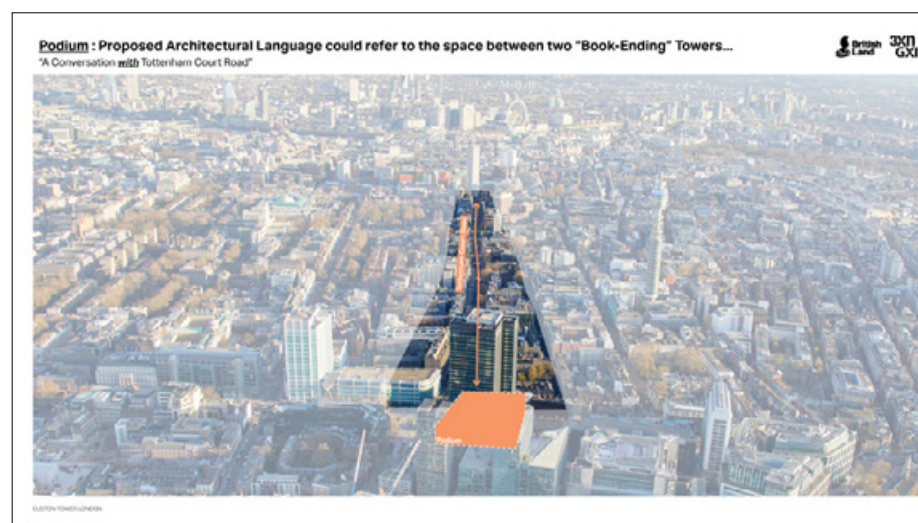
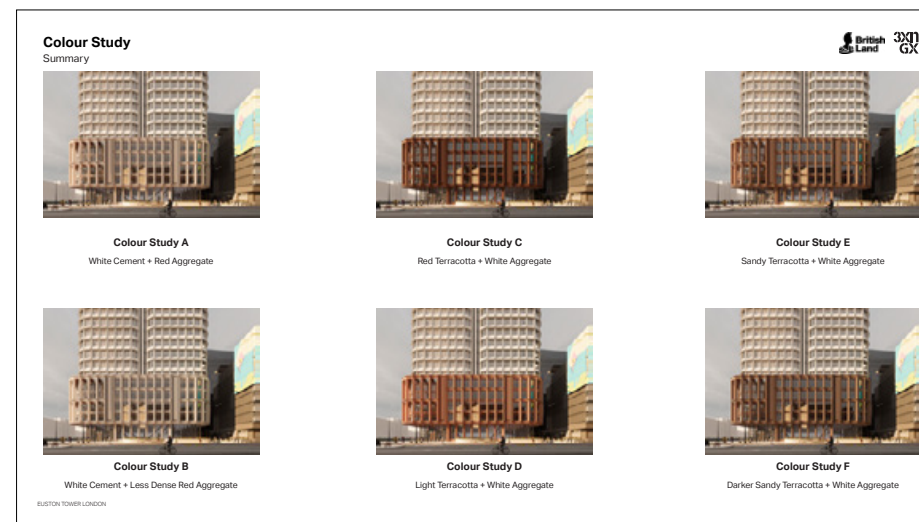
+5 Extra Podium Levels



Presentation Material - Material discussed with LBC Planning and Design Officers concerning the podium massing development

A Taller Podium: August 2024 - September 2024

- Following feedback received at Design Review Panel 3 (as outlined in the subsequent section) the potential increase in the height of the podium was discussed in workshops with LBC with the aim of finding a scale for the base of the building to better stitch it into the wider streetscape whilst maintaining vertical proportions in the tower massing.
- A number of podium heights were explored (from one to five additional levels), in both elevation and perspective visuals from key viewpoints in the townscape. In all options, the concepts of rounded corners, vertical division to break up the elevations, and a flat plinth upon which the tower sits were retained.
- Both 3D massing models, and a form with an indicative facade applied, were studied to best gauge its appearance in the townscape.
- Through collaboration with LBC Planning and Design Officers, it was agreed to proceed with the +2 extra level podium.



Presentation Material - Material discussed with LBC Planning and Design Officers concerning the design development of the podium facade

Articulating the Podium: September 2024 - November 2024

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| <ul style="list-style-type: none"> • The decision to increase the height of the podium prompted a wider redesign of the podium facade. • Through multiple workshops with LBC Planning and Design Officers, it was agreed that the increase in height of the podium necessitated the podium be thought of a building in its own right, upon which the tower stands (rather than solely the base of the tower). In this respect, the podium required its own architectural character and expression that is unique to, but also in harmony with, the architecture of the tower. • Initial explorations recognised the tower and podium as connected through a consistent approach to the facade materiality, namely the warm off-white GRC of the tower. However, through collaboration with LBC, the design | <p>team were encouraged to consider an alternate colour for the podium levels to bring more identity to the podium.</p> <ul style="list-style-type: none"> • An in-depth study into the streetscape of Tottenham Court Road was encouraged and discussed at length in the workshops with LBC, with the aim of using it to discover a prevailing architectural character that could be referenced and reinterpreted as part of the podium redesign, thereby better anchoring the building in its context. • Terracotta colours were brought into the facade to better connect to the warmer hues of Tottenham Court Road. • In discussion with LBC Planning and Design Officers, more detailing and articulation, including the lighter-coloured base, helped add richness, additional solidity and a further grounding of the podium in its context. |
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