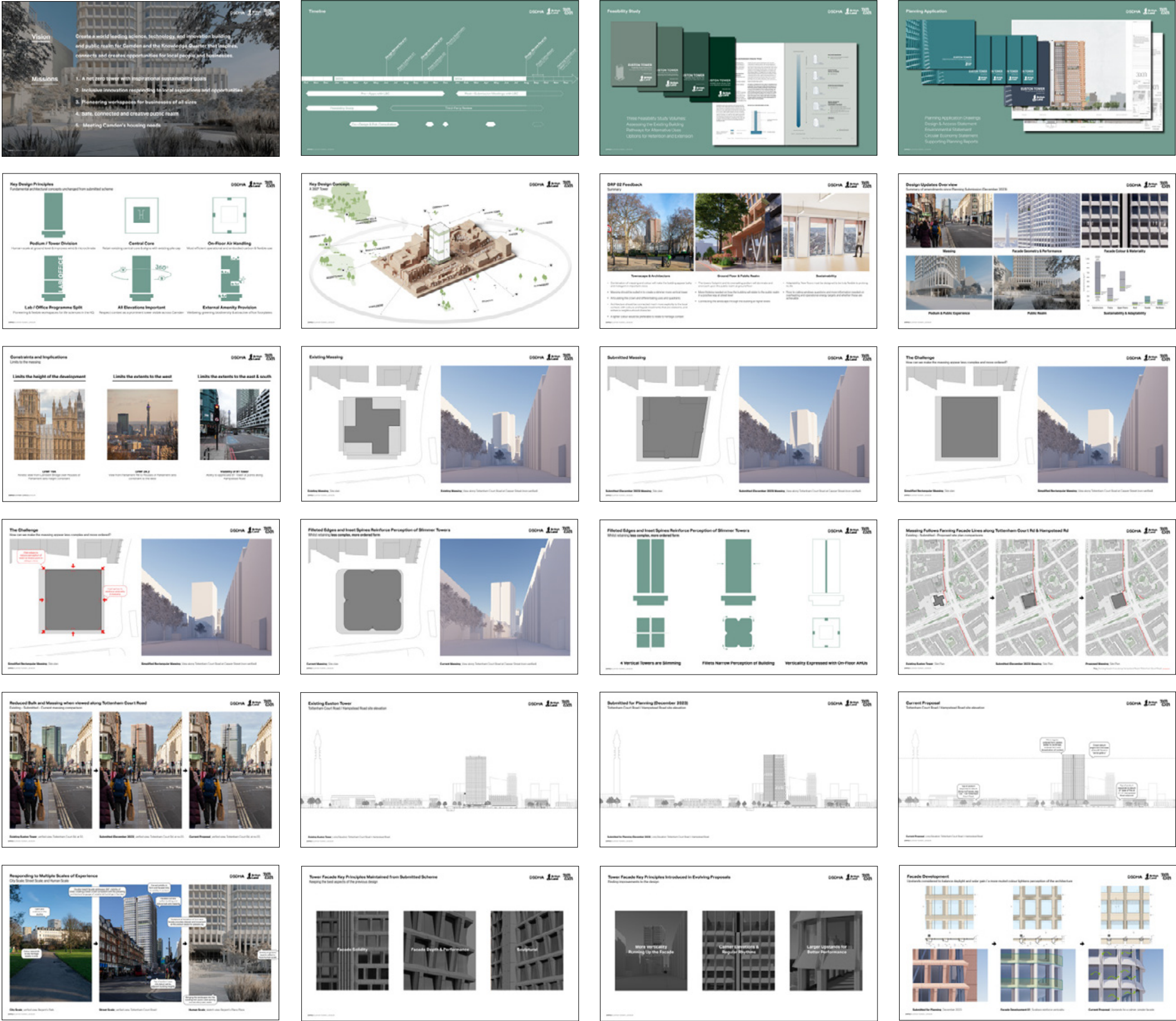


Design Review Panel 3
9th August 2024

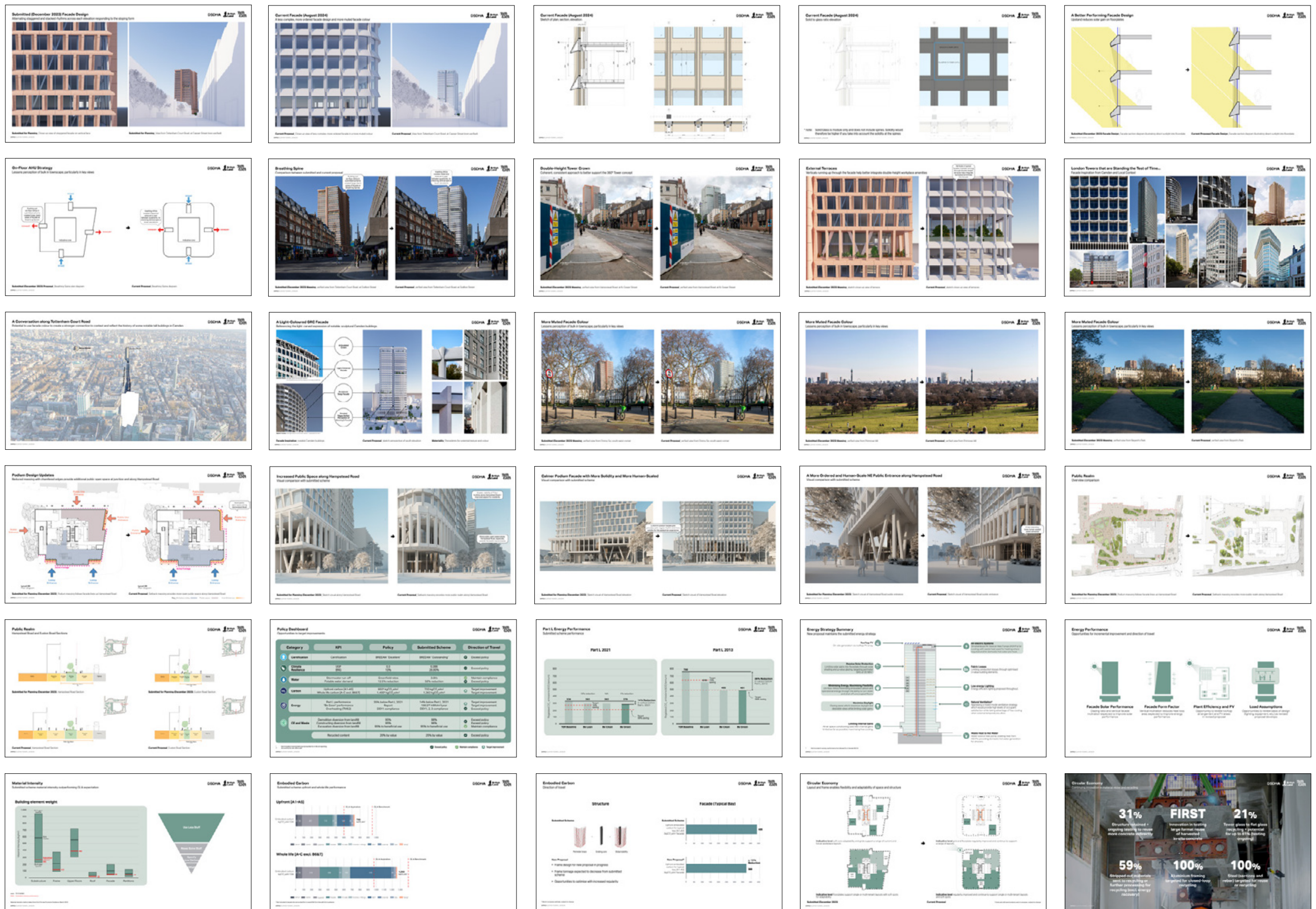
After the submission of the planning application in December 2023, and following the massing change and subsequent design development, the Proposed Development was presented at a third Design Review Panel.

As part of Design Review Panel 3, the team presentation focused on the changes to the massing and design of both the tower and podium following the simplification and rationalisation of the form following the December 2023 planning application. The presentation covered the approach to context, key townscape views, and updates in approaches to sustainability and adaptability.

The following pages highlight the key feedback received from the panel, in addition to the designs presented. A summary of the design responses to these comments concludes the chapter.



Presentation Material - Extracts of presentation material from Design Review Panel 3



Summary of Design Responses to Design Review Panel 3

The list below summarises the key comments:

- The panel welcomed the revised proposals for redevelopment of Euston Tower, and thought these were a significant improvement on the submitted.
- The panel noted the revised massing, façade design and materials create a silhouette and appearance that fit better within the townscape.
- The panel welcomed the way in which the massing of the tower has been refined to make it more elegant, with a simpler vertical form divided into quadrants by recessed ventilation panels.
- The panel noted the paler, neutral colour palette creates a more subtle appearance than previous options, which reduces the impression of bulk, and fits better within the townscape.
- The architectural expression draws inspiration from Centre Point, and with a sculptural façade which the panel finds successful.
- The vertical articulation provided by the recessed ventilation panels could be accentuated with a darker colour, or a textured finish.
- The panel continues to be supportive of the landscape design, in particular the way the landscape slopes up from Regent's Place Plaza to conceal servicing areas and were positive regarding the public realm enhancement and the more generous space towards Hampstead Road.
- The panel noted demonstrating flexibility for the building to accommodate different uses in future will be essential as part of the sustainability strategy and that the planning application should demonstrate how the building could be converted for other uses in the future, to ensure its longevity.
- Further thought was recommended about the architecture of the podium element to achieve a more welcoming, civic presence at street level, and to better stitch it into its immediate surroundings. The panel suggests the plinth could be taller in relation to the proportions of the tower, helping it to relate better to neighbouring buildings.
- Refinement of the architecture at the top of the tower was encouraged to give it greater distinctiveness in long distance views. The consideration given to concealing plant in a 'bathtub' behind a double height office amenity space is welcome and, without losing this concept, is there scope to explore how the architecture could create a unique top to the tower?

For more information on sustainability and adaptability, please see the Energy Statement, the Sustainability Statement, and Circular Economy Statement, submitted in support of this application.

DRP 3 Proposal



Design Response



A Taller, More Articulated Plinth - Two Additional Podium Levels

The most substantial design development following Design Review Panel 3 was in the form, massing and articulation of the podium. The design team took on-board the feedback regarding the podium's civic nature and its relation to context and, through workshops with Camden planning officers, developed a framework to better integrate the podium into the surrounding streetscape. Following the Design Review Panel, options were explored for the height of the podium. The design team concluded two additional levels presented a successful balance between allowing the podium to sit more harmoniously with the height of the buildings in its context, retaining the vertical proportions of the tower whilst providing a substantial plinth upon which the tower would sit. The streetscape analysis of the buildings along Tottenham Court Road helped refine the articulation of the podium further, providing a pattern book for the architectural character and features of those buildings that could be referenced and reinterpreted to help anchor the podium design in its specific context. Bringing back the richer, terracotta tones in the podium facade also improved that connecting, stitching it into the warmer tones of the surrounding built fabric.

DRP 3 Proposal



Design Response



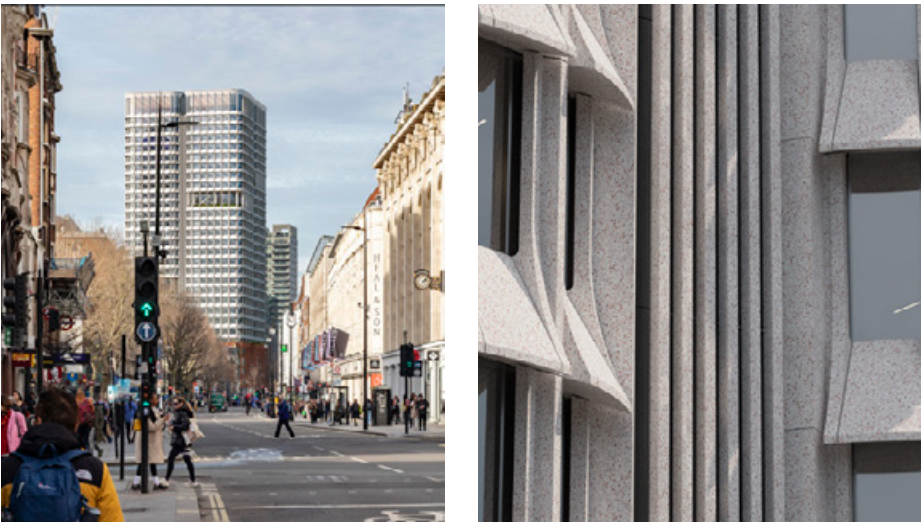
Refining the Top - A Greater Distinctiveness at the Crown

Following the feedback from Design Review Panel 3, the articulation of the top of the crown was developed in collaboration with planning officers at LBC alongside further co-ordination with the building services engineers at Arup. The setback Level 31 rooftop slab, enabling the "bathtub" approach and the consistent double-height appearance at the crown across all four elevations, was further co-ordinated to maximise the usable floor area adjacent to the facade. The requirement for sufficient air-flow at the top of the tower reaching the rooftop mechanical plant equipment provided an opportunity for a more distinctive and sculptural approach to the top of the building. A thick, articulated approach was developed to provide a richness of detail at the top of the building and a design more in harmony with the wider tower facade design. The additional solidity, and play of light and shadow on the form of the parapet, helped define a more distinctive appearance to the crown in the mid- and long-distance views.

DRP 3 Proposal



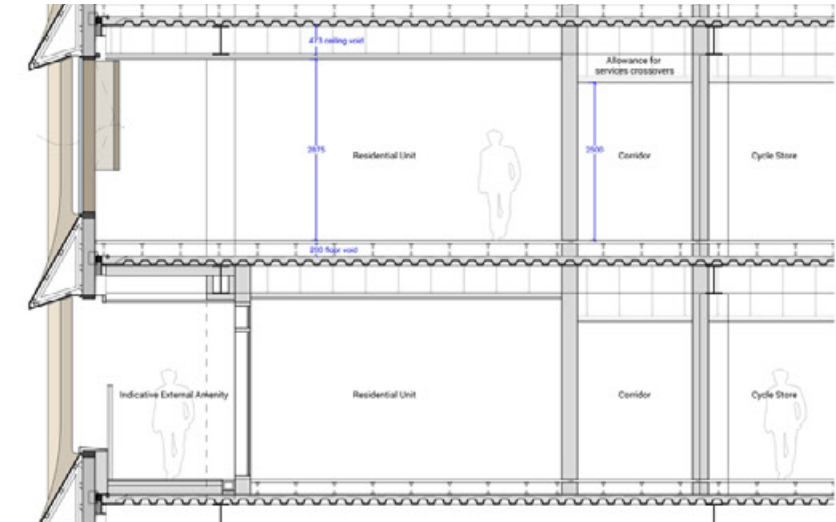
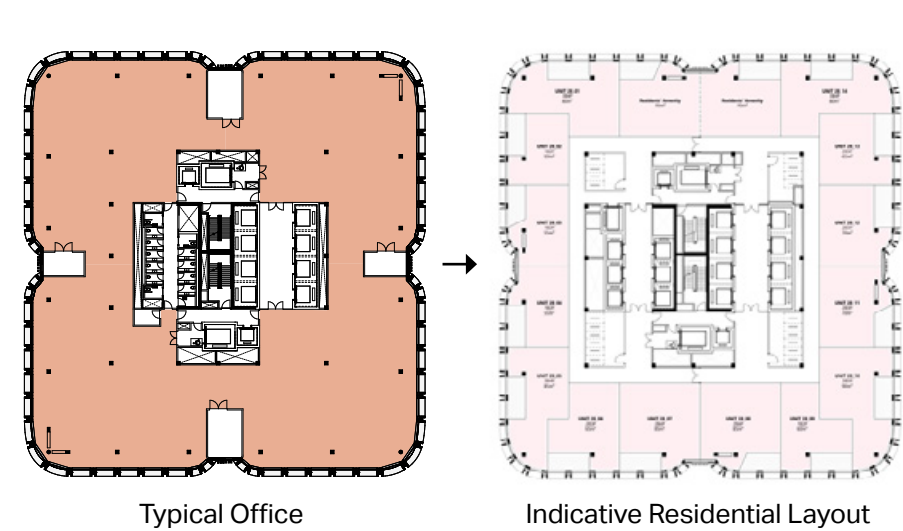
Design Response



Accentuating Vertical Articulation at the Breathing Spines

As described in detail in “Chapter 6.9 Breathing Spines Evolution”, a number of different options were studied for the articulation and colour of the recessed ventilation panels, following the feedback received at Design Review Panel 3. More sculptural and expressive approaches were developed to help better reflect verticality in the scheme. Responding to the feedback, the aim was to accentuate more the recessive nature of the setback “Breathing Spines” in the facade design, and thereby increase the effect of vertical division in the elevations. In this way, the design of the spines endeavoured to positively contribute to the four quadrants conceptual approach to the massing. The form and colour of the Breathing Spines were studied as part of this process. The resultant proposal consisting of a series of GRC fins was developed to balance a desire for verticality in the design, whilst providing enough air-flow to ensure an effective and efficient approach to a facade for the air-handling plant area. The same colours are proposed for the fins to maintain a material consistency in the tower, the dark technical louvres behind providing enough contrast to help appear as a dark vertical band and accentuate a central division in the elevations.

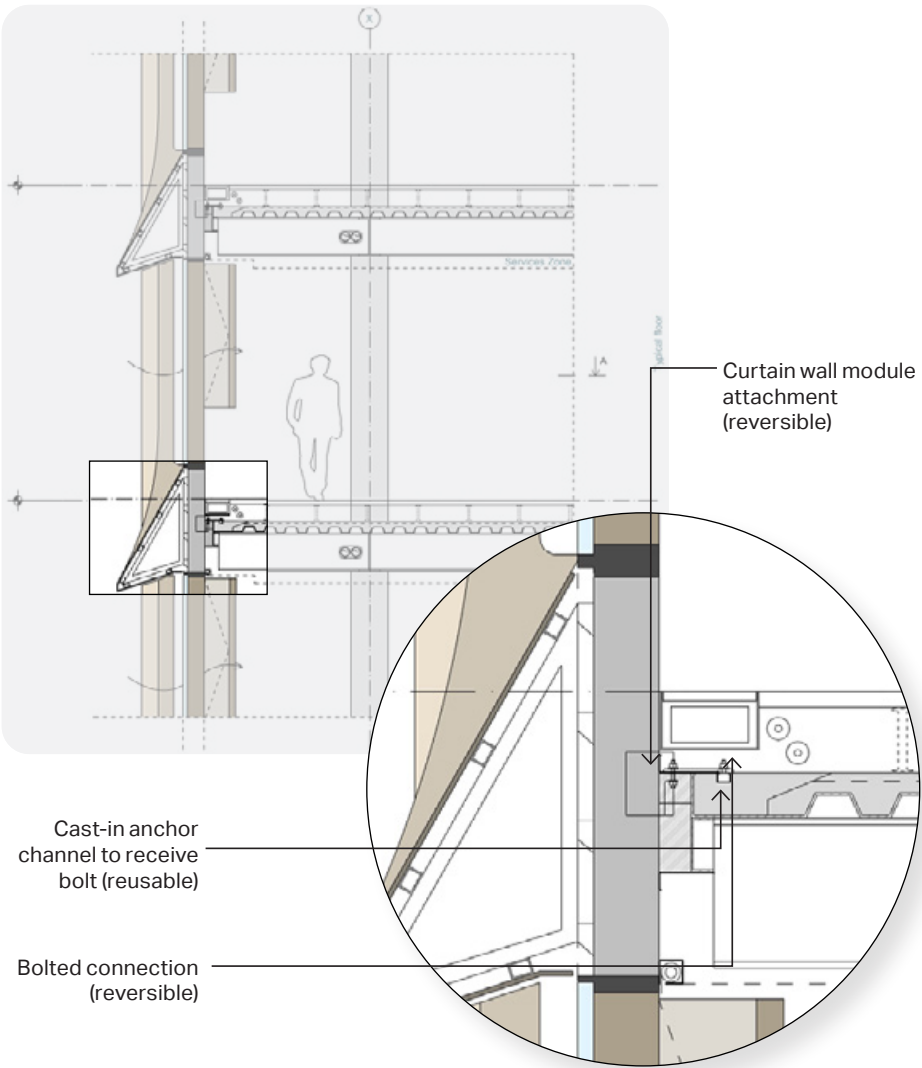
Design Response



Demonstrating Flexibility - Future Change of Use to Residential

In order to demonstrate the future potential of change of use, should it be deemed appropriate, indicative residential layouts were developed for typical low-, mid- and high-rise levels to ensure the Proposed Development could, at a strategic level, accommodate an alternate land use whilst minimising any additional embodied carbon required. Referencing the current London Plan Guidance, at the time of writing, the indicative plans and sections demonstrate generously sized units could be achieved across the floorplate with the potential to incorporate private external amenity for each apartment. Structurally, the loading capacity is capable of supporting typical residential loads, with a check on partition allowances, the soft core principle and slabs can accommodate adaptations and local penetrations and, as such, the full structure could be retained in a residential change of use scenario. Space for central services, and riser allowances, are likely able to accommodate a residential use case. Regarding the facade, the glazing ratio and shading, alongside potential for additional ventilation via inset balconies, could help facade retention that would maintain the ordered and calm appearance, subject to checks on thermal performance and overheating.

Design Response



Demonstrating Flexibility - Future Adaptability

Following feedback from the panel regarding future adaptability, further work has been done to demonstrate design for disassembly principles where possible.

One such example is at the facade where, should change of use necessitate a different facade in the future, a bolted connection to a cast-in anchor channel allows for the facade to be de-coupled without damaging the structure. All primary materials are separable and recyclable, and the anchor channel is reusable to receive a replacement facade.

For further information on the principles of designing for future flexibility and adaptability, please refer to Chapter 7.11.

11.3 Greater London Authority

During the development of the proposal the design team have consulted with other bodies such as the Greater London Authority (GLA), Transport for London (TfL) and Historic England (HE).

We have welcomed the opportunity for expert commentary on the emerging proposals and we have worked to address many of the considerations outlined in these forums.

The design team met with the GLA on five occasions, with the meetings split into the following focal points.

- 15th June 2023
 - 10th August 2023
 - 20th September 2023
 - 6th June 2024
 - 28th August 2024
- Scheme Introduction

LVMF

Sustainability

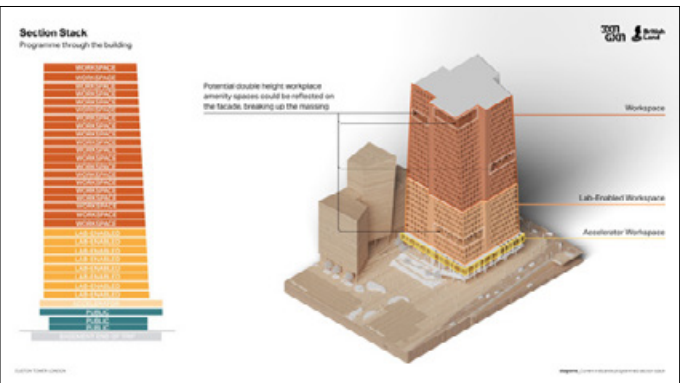
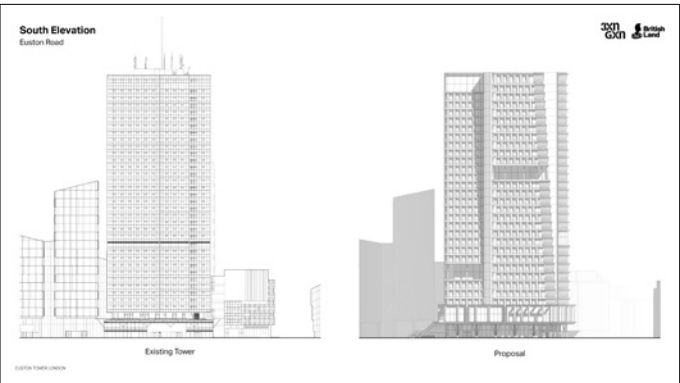
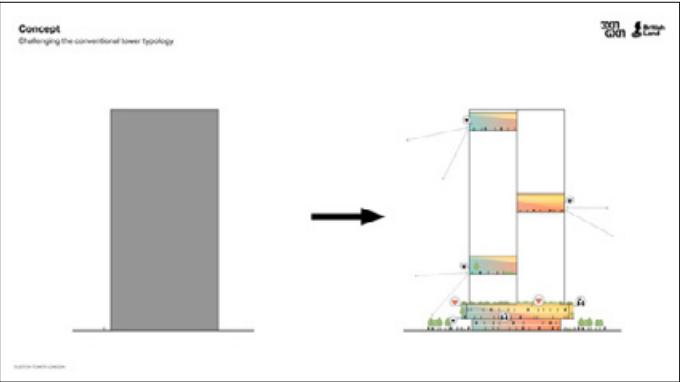
Post Submission Update

Design Update

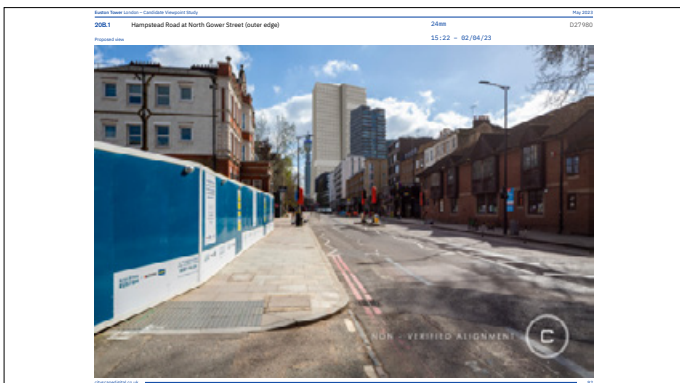
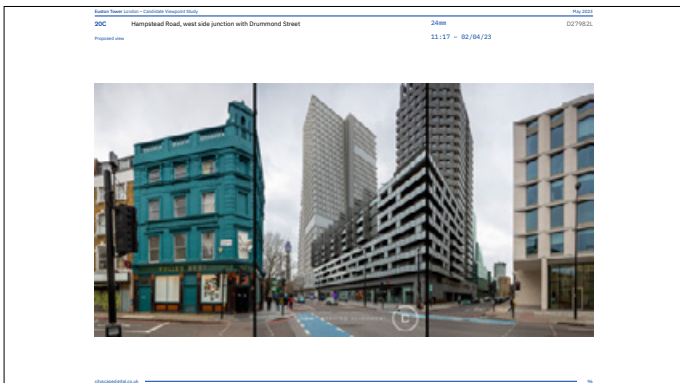
Summary of key feedback on the December 2023 submission, from GLA Stage 1 Report, 21 March 2024:

- The principle of the commercial-led, mixed-use development including office, laboratory enabled floorspace and community spaces accords with the vision of the Knowledge Quarter, and the Euston Opportunity Area, as set out in the London Plan, Euston Area Plan and Camden's Draft Site Allocations Plan.
- Further refinement is required in respect of the architecture and materiality of building, particularly when considering its impact in longer views, to reduce the overall bulk of the proposals.
- Less than substantial harm has been identified to a number of heritage assets, including the BT Tower and Fitzroy Square Conservation Area.
- The 'breathing spines' introduced at the junction of each building quadrant help to break up the form of the proposed building visually and emphasise the vertical vernacular of the building, although create a series of blank elements that increase in size as the building reaches its summit. The Council should work with the applicant to limit the impact of this.
- Extensive investigation has been undertaken with respect to options for in-situ retention, which is supported in line with the London Plan's Circular Economy hierarchy. Notwithstanding, further technical information is required to ensure full compliance with Policy SI 7 of the London Plan.
- The public realm, which includes a significant increase in the amount and variety of planting, creates a positive difference in this location, through the introduction of greenery, variety and the prospect of multi-functional public space.

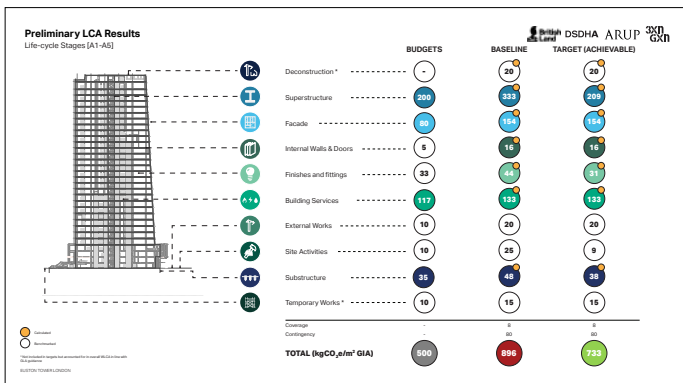
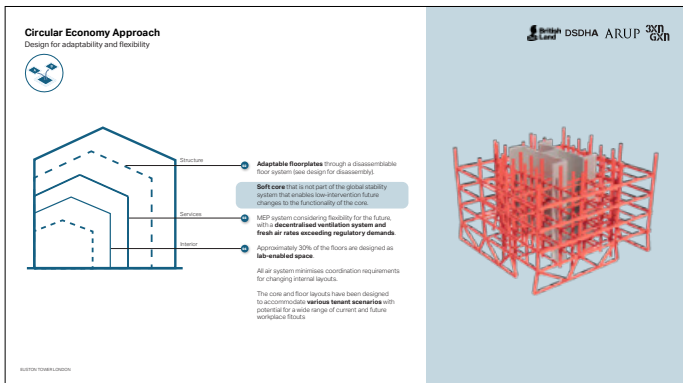
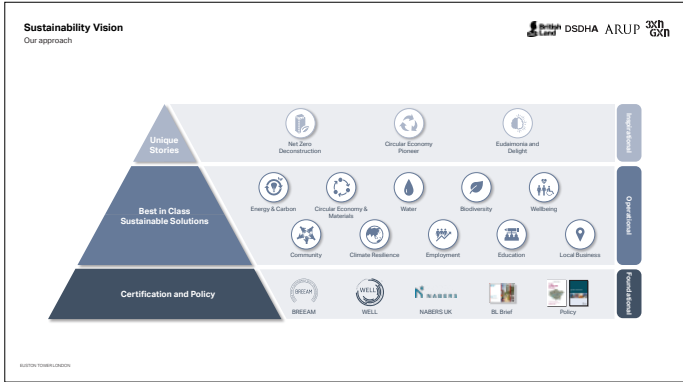
Scheme Introduction



LVMF



Sustainability & Adaptability

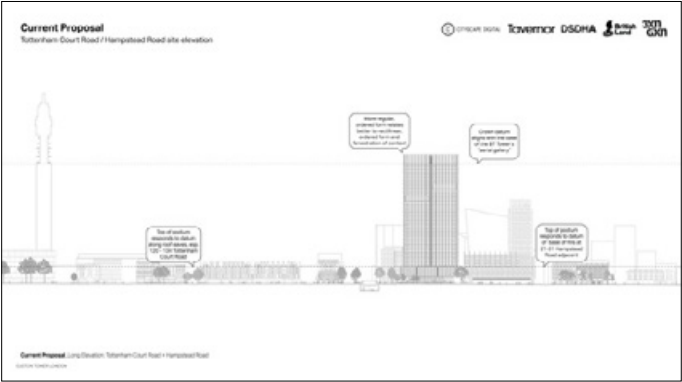
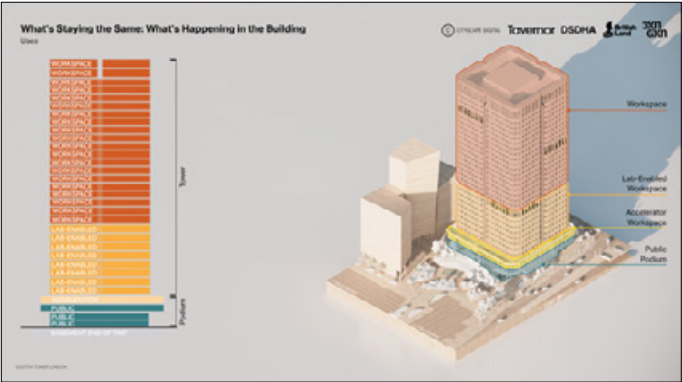


Presentation Material - Extracts of presentation material from 2023 meetings with the GLA

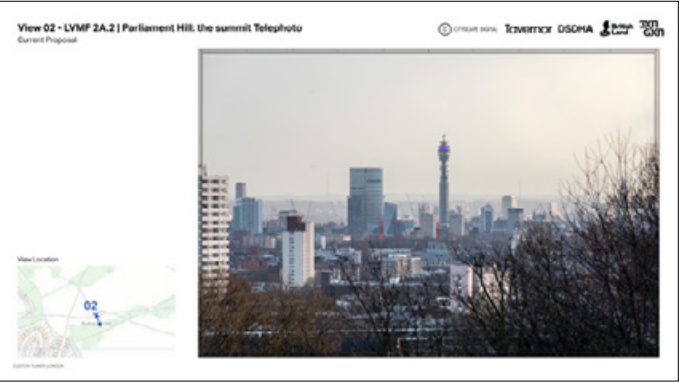
After the submission of the planning application in December 2023, and following the massing change and subsequent design development, the GLA were met with in June and August 2024 to discuss the updates to the design. A summary of the key feedback from those meetings are set out below, which led to further development, especially in the spines and crown design:

- GLA officers described the simplification of the form and the change of materials and colour as positive in reducing the visual impacts.
- Richard Seifert as design precedent was appealing.
- The reduction in mass along the Hampstead Road elevation is welcomed. This has several benefits including an improved building form and silhouette, as well as reducing the overall perceived bulk of the building particularly in near and far views.
- The set back from Hampstead Road also increases the public realm offering which is strongly supported.
- The proposal to break up the mass of the building into quadrants is effective in breaking up the buildings mass and creates elegant vertical proportions.
- The fillet edges to the tower create a gentle curve that softens the building's edges, which is welcomed.
- Although elevations are calmer, they retain a sculptural quality mainly due to upstands that are skillfully integrated into the elevation, giving depth and relief.
- The change in facade colour was welcomed. The previously proposed orange hue appeared quite prominent in views including from LVMF Views 2A.2, 2B.1 at Parliament Hill and 4A.2 at Primrose Hill. Updated views demonstrate that the calmer cooler palette works well in the context and in townscape views.
- GLA Officers welcomed the rationalisation of the base of the tower which makes the tower appear more grounded, less imposing and relates well to the human scale. There would be a strong visual relationship between the base and the rest of the tower which is supported.
- GLA Officers supported expressing the upper storeys of the buildings as the 'crown' and the principle of a sculptured crown. However, the applicant should explore amplifying the sculptured quality of the top so that it is more apparent.
- GLA Officers suggested exploring different treatments/colour to the vertical 'gaps' so that they appear recessive which in turn would help express the volume of each quadrant clearly.

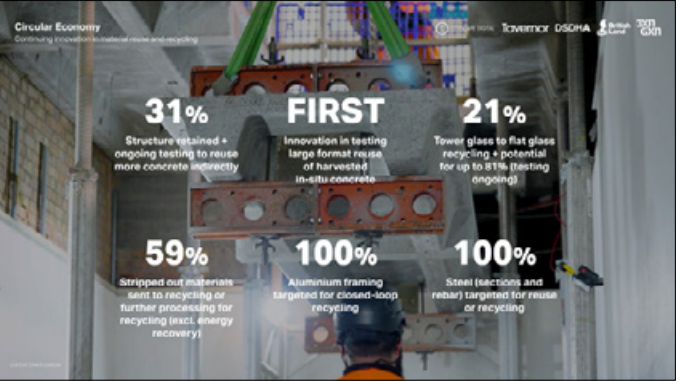
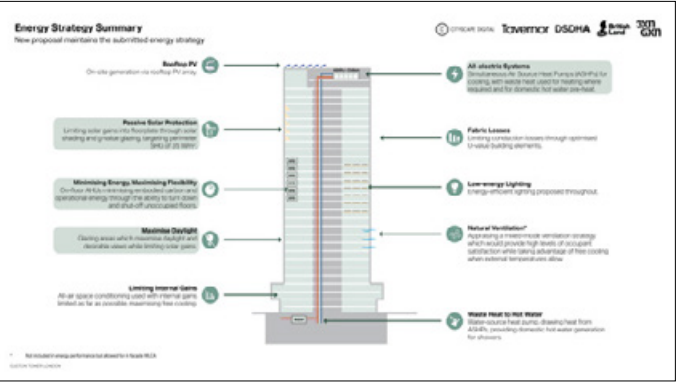
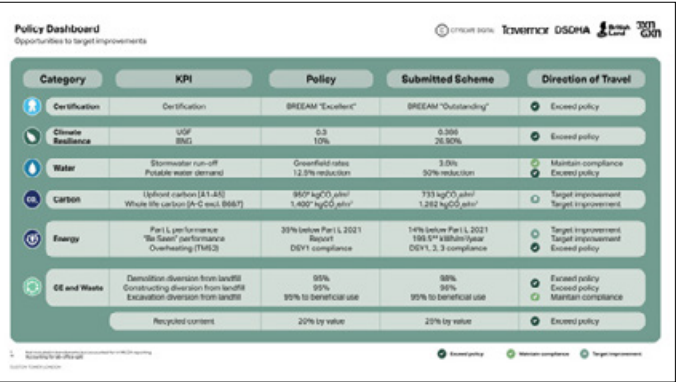
Scheme Introduction



LVMF



Sustainability & Adaptability

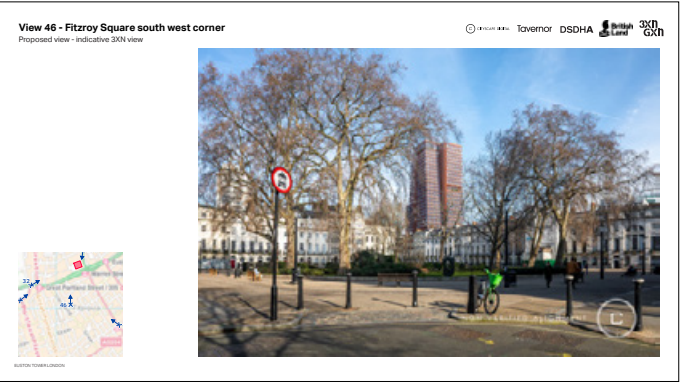
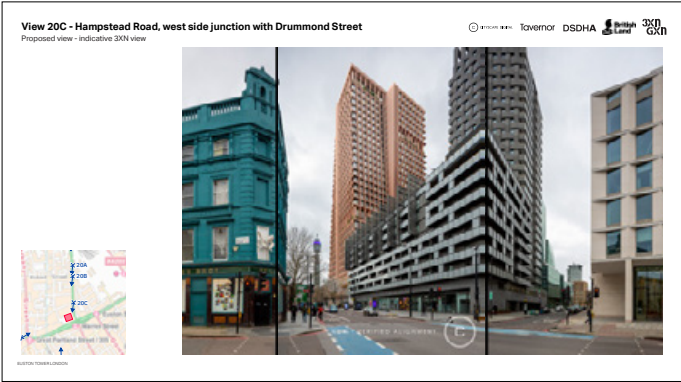
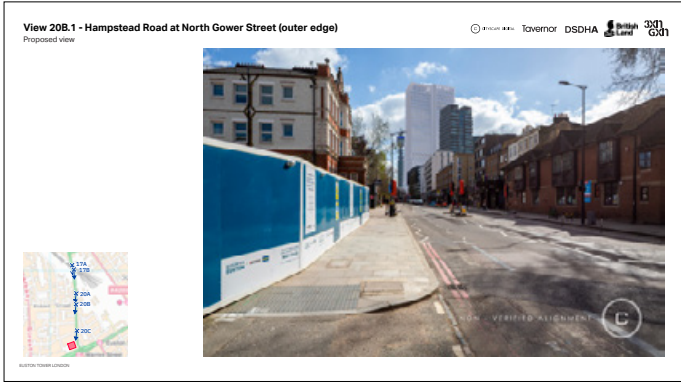
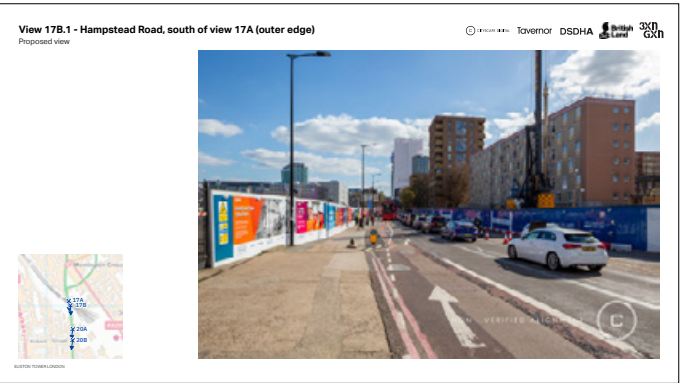
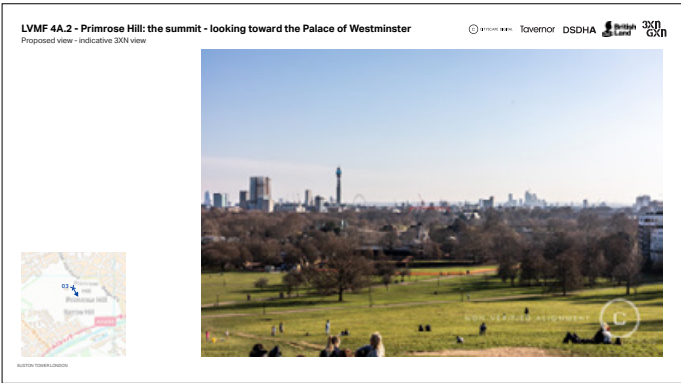
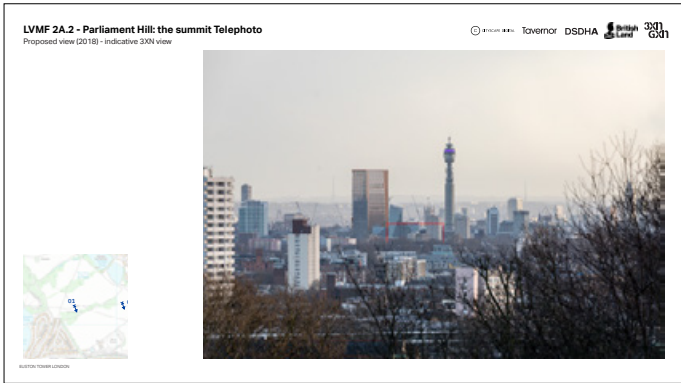
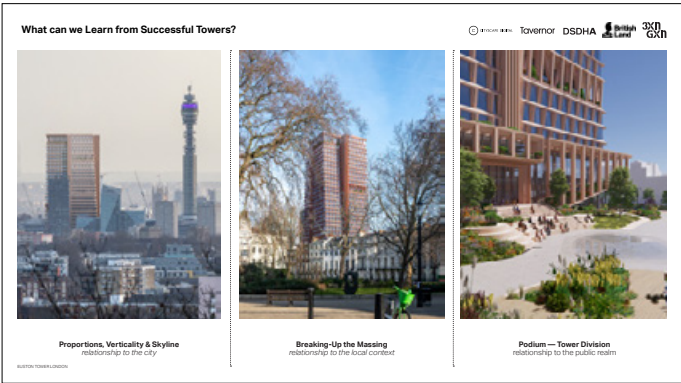
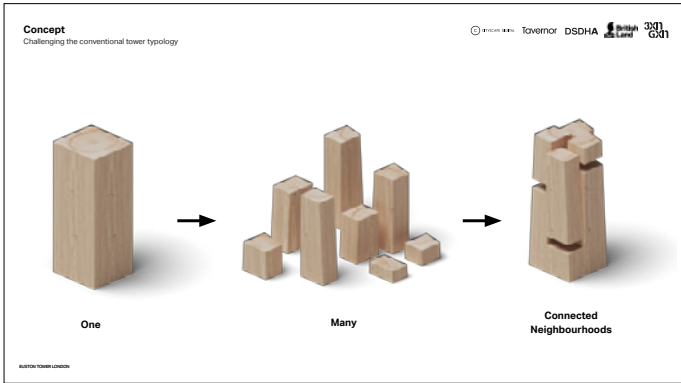
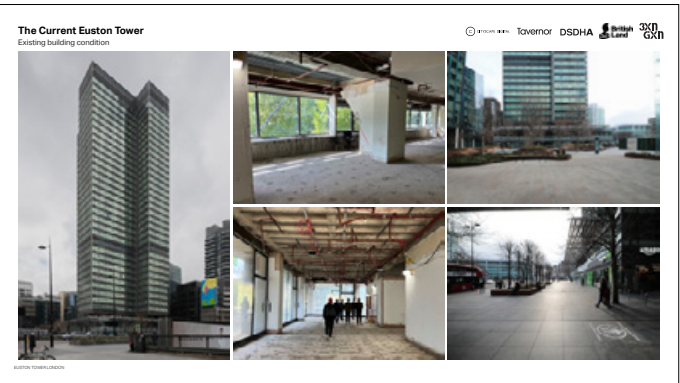
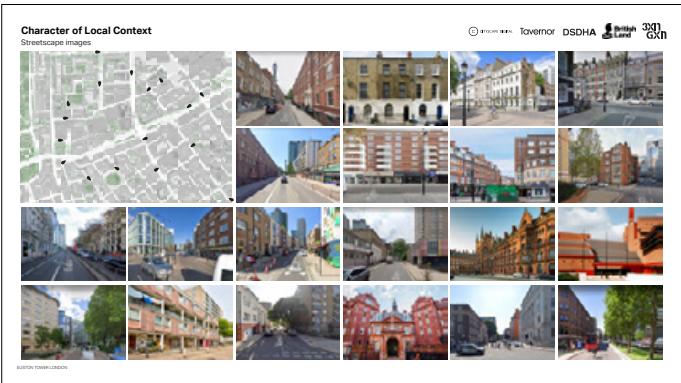


11.4 Historic England

The team met with Historic England (HE) in September 2023 for a formal pre-application consultation on the emerging proposals and provide an introduction to the Euston Tower scheme ahead of the December 2023 submission.

Summary of Key Feedback on previous scheme, submitted December 2023:

- The present Euston Tower is already an assertive building in the setting of nearby heritage assets; it is alien to and detracts from the Fitzroy Square Conservation Area's historic scale and rooflines, and imposes on otherwise semi-natural designed landscape views in some areas of Regent's Park.
- HE are sensitive to the impact of the proposals impact on surrounding heritage assets; in particular the Fitzroy Square Conservation Area and the listed buildings within it.
- No requirement for substantial design changes.
- Suggestion that the facade colour and finishes be explored further to reduce contrasts and ensure the building causes, at the very least, no more harm than the existing.
- Should take into consideration how the proposal would harmonise with the stone and stucco finishes of the Fitzroy Square Conservation Area, and the natural tones of the Regent's Park landscape.
- Suggestion to simplify the facades in order to help it to respond more sensitively to the surrounding townscape and landscape character.



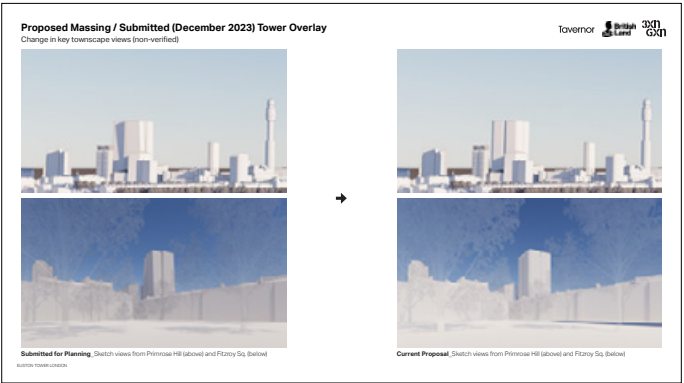
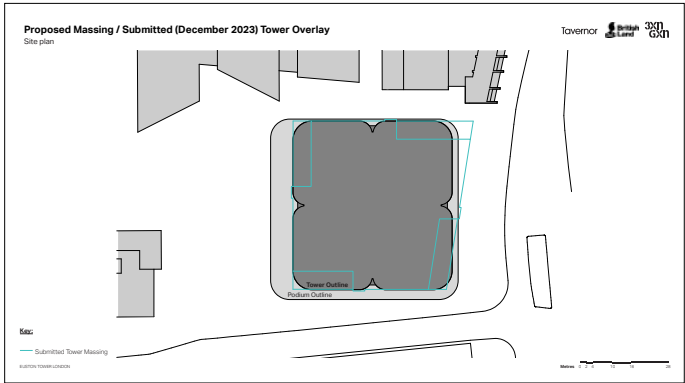
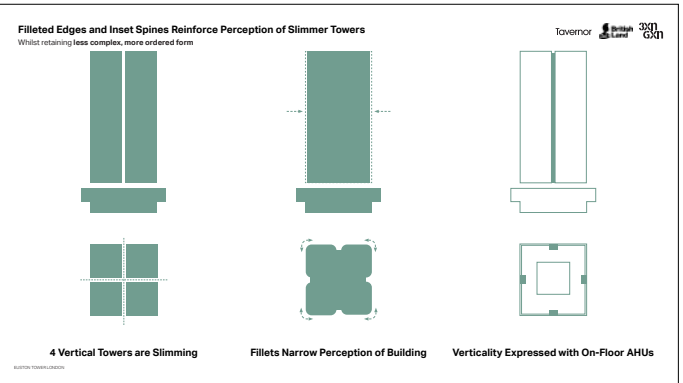
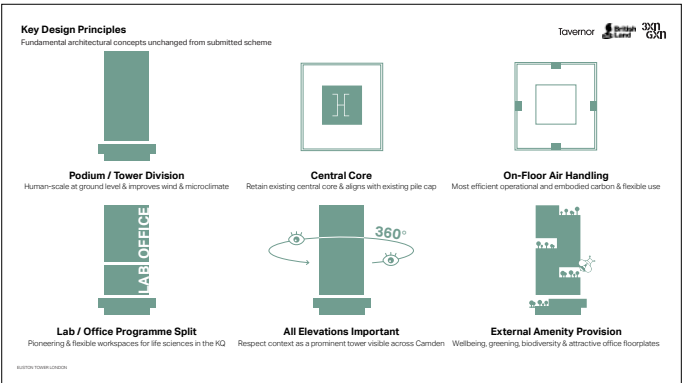
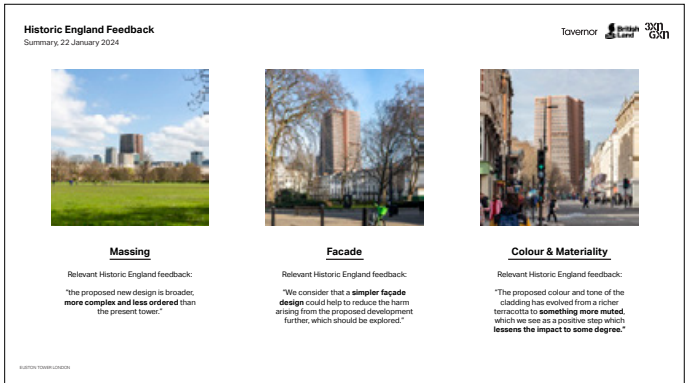
Presentation Material - Extracts of presentation material from 2023 meetings with Historic England

After the submission of the planning application in December 2023, and after the massing change and subsequent design development, HE were met with on the following dates:

- 22nd January 2024 Post Submission Update
- 16th July 2024 Design Update

Below is a summary of the feedback received following meeting Historic England Officers in July 2024:

- Historic England Officers found the evolution of the design encouraging.
- Historic England Officers noted the more ordered facade design, alongside the more muted colour, help to make the Proposed Development less assertive in the settings of Fitzroy Square and Regents Park than the previous design.
- Historic England Officers noted it is possible that the harmful impacts previously identified in the December 2023 application would be largely removed with the developing 2024 Proposed Development designs, which was welcomed.



11.5 Additional Consultation

Further to the public consultation, as described in Chapter 5 of this DAS, a number of additional consultations are outlined here.

Creative Producers

As part the projects commitment to social impact through the Euston Tower project, the team have sought to provide benefits to local people, testing engagement strategy themes, while putting the local community at the heart of the development.

A “Creative Producer” programme was initiated, which has seen the team working with a collective of young people from Camden to produce a documentary film and photography exhibition. The aim is to spark ideas, reflections and conversations to inform the design development for Euston Tower, while providing employment opportunities for local young people, and connecting them to place through a cultural placemaking project. This programme was engaged in both 2023 and 2024.

“Creative Producers” were provided with access to skills and training in film and photography, working alongside industry professionals, as well as training in presentation, interview skills and storytelling, working with Camden based creative arts organisation Sankofa Storytelling Arts.

Euston Tower Strategic Panel

On 27th July 2023, the team presented the design proposals for Euston Tower to the LBC Strategic Panel. The panel welcomed the opportunity to see the proposals and provided the below feedback.

- Members acknowledged the challenges associated with retaining the existing building.
- Members sought clarification about what is happening at ground level in the building, behind the glazing. A route through the building should be provided, to bring people inside
- Acknowledged that the tower design seems to be welcomed amongst the local community.
- Wind is a key issue on Hampstead Road and Brock Street so improvements to the microclimate would be welcomed.
- The proposal to provide community uses in the podium is welcomed; making it truly accessible to all is something which should be developed.
- Further clarification on proposed uses for the community required.
- Members understand that no occupier has been secured for the building at this time, but would nevertheless like to see tangible commitments to training and employment initiatives for local residents.
- The proposal to connect with other Knowledge Quarter organisations is welcomed.

Development Management Forum (DMF)

An in-person Development Management Forum (DMF) was arranged by Camden Council for 18th October at 18:30pm for local residents and businesses. This was set up in order to provide local people with an opportunity to find out more about the proposals and put forward any questions they had about the scheme. Stakeholders and interested groups were informed about the DMF through emails and by community representatives, who had met with the project team previously.

Information about the proposals was presented by 3XN Architects and British Land, covering details about the proposed designs of Euston Road as well as the public benefits that the proposals could bring.

The public registered in advance to attend, with opportunity to submit questions to LBC in advance and a number of questions also put forward during the event by attendees.

Developers’ Briefing

Held on Monday 27th November 2023, the Developers’ Briefing aimed to ensure Ward and Cabinet members were introduced to the proposals ahead of the submission of the planning application.

The Developers Briefing began with a review by Planning Officers of the site, key planning issues, and significant feedback from the pre-application process. This review was followed by a presentation of the proposals by the project team where the stakeholder engagement process, design concept and five project missions were presented to members. Members then had the opportunity to ask clarifying questions.



Photograph - Meet the Team Event



Photograph - Photo of the 'Creative Producers'



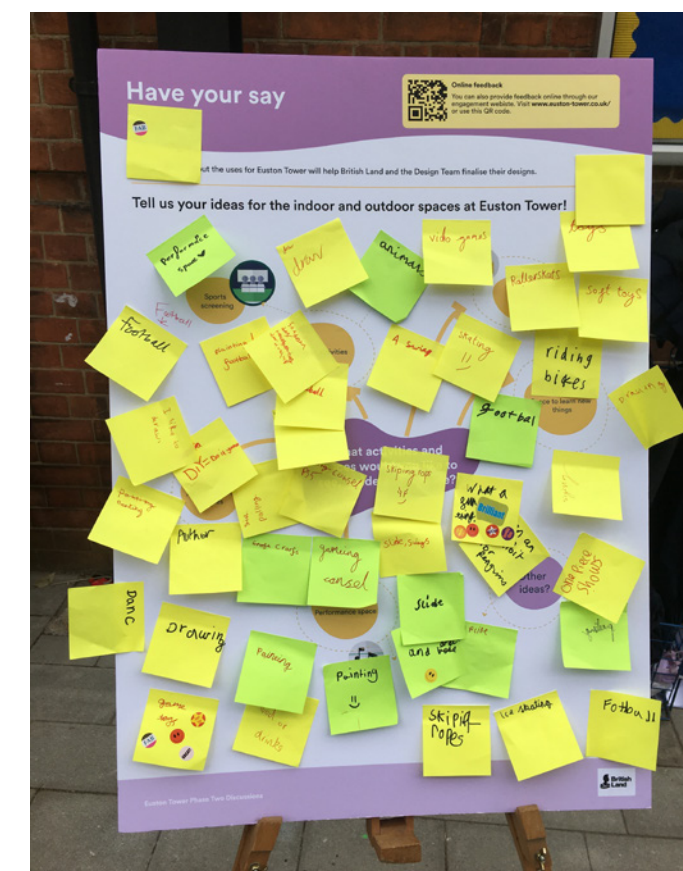
Photograph - Development Management Framework (DMF) Meeting



Photograph - 'Creative Producers' at work



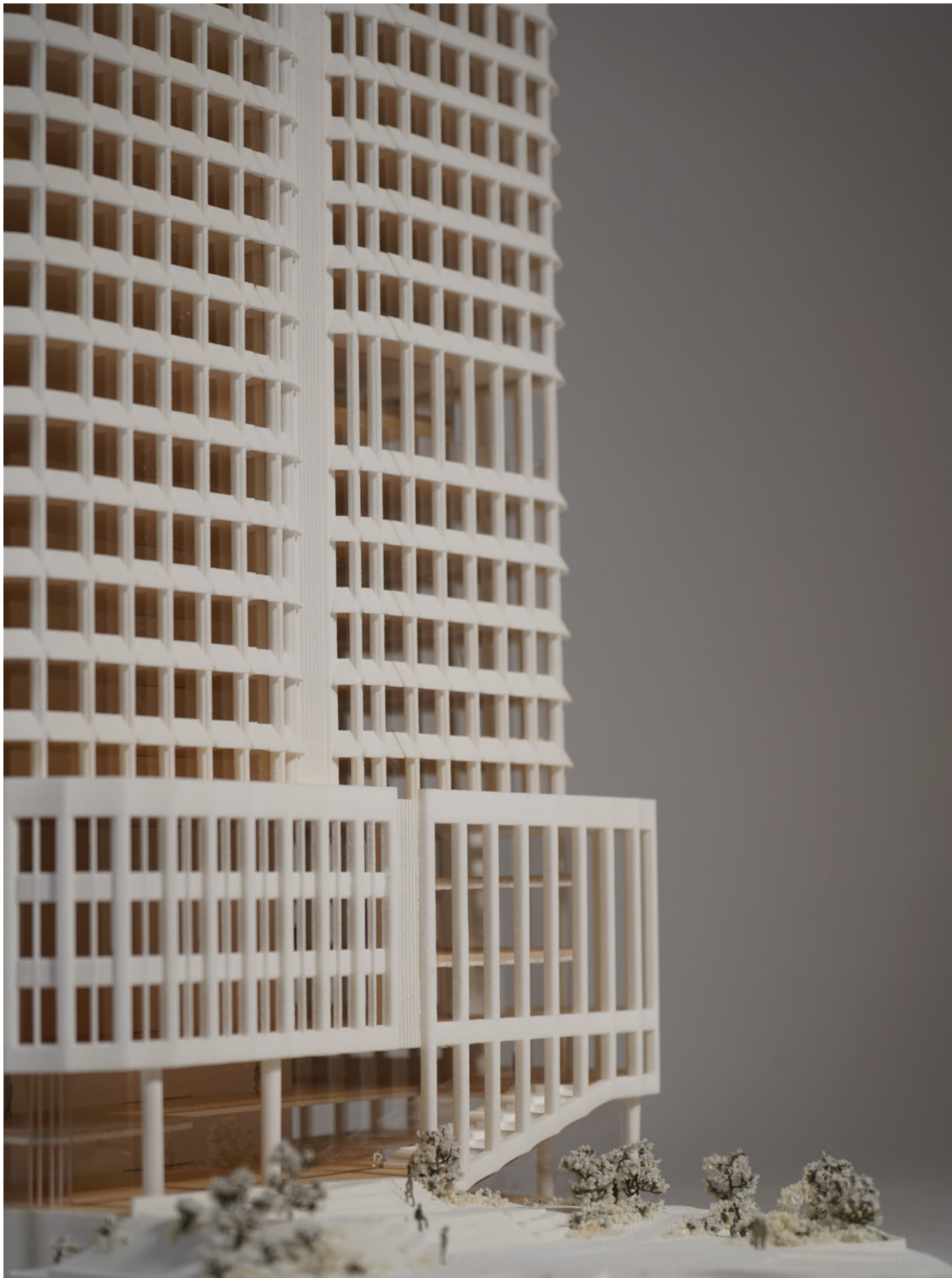
Photograph - Engagement day at Netley Primary School



Photograph - 'Have your say' board at Netley



Photograph - Physical 1:250 model at the Community Update Event in November 2024, looking from south-east



Photographs - Detail views of the physical model from November 2024