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Planning Department  
London Borough of Camden  
5 Pancras Square  
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8<sup>th</sup> March 2025

To whom it may concern

**Subject: Letter of Support for the Euston Tower Redevelopment Proposal (planning application number 2023/5240/P)**

I am writing to express my support for the proposed redevelopment of Euston Tower as outlined in the submitted planning application (2023/5240/P). This visionary project aligns with Camden's broader objectives of sustainable urban development, economic growth, and community enrichment.

Euston Tower, currently a vacant and outdated structure, represents a significant opportunity to create a world-leading hub for science, technology, and innovation. The proposed development will not only enhance Camden's reputation as a key contributor to the Knowledge Quarter but will also generate substantial benefits for the local community, including:

- **A Greener, Sustainable Future:** The all-electric design, partial deconstruction strategy, and innovative use of low-carbon materials demonstrate a strong commitment to environmental responsibility and align with London's sustainability goals.
- **Employment and Skills Development:** The project will create approximately 160 apprenticeships and 70 jobs for local residents, ensuring that Camden benefits directly from this investment.
- **Affordable Housing Contribution:** The proposed £27 million contribution toward Camden's affordable housing initiatives is a meaningful step toward addressing the borough's housing needs.
- **Public Realm Improvements:** The project includes a significant investment in revitalising public spaces at Regent's Place, making them safer, more connected, and inclusive for local residents and visitors alike.
- **Innovative Workspaces:** By introducing state-of-the-art workspaces, including lab-enabled facilities, the development will support businesses of all sizes and strengthen Camden's role as a hub for innovation.

The community engagement undertaken by British Land has ensured that local voices have been heard throughout the design and planning process. This inclusive approach has helped shape a project that is not only ambitious but also responsive to the needs and aspirations of Camden's diverse communities.

I firmly believe that the redevelopment of Euston Tower will contribute positively to the borough's economic vitality, environmental sustainability, and social cohesion. I support this application and potential transformation of this landmark site into a thriving and dynamic asset.

Yours sincerely



Jodie Eastwood  
**Chief Executive**  
**Knowledge Quarter London**