

Welcome!

Thank you for joining our second public consultation on the future of the BT Tower.

In May, we welcomed the community to our first public consultation and received more than 100 written pieces of feedback. This consultation and the Development Management Forum hosted by Camden Council in June are the latest in a yearlong programme of engagement that has included meetings with Council officers, Historic England and the Twentieth Century Society.

Today, you will be able to:

- View more detailed proposals and ask questions of the project team.
- See how we have responded to feedback from the first exhibition.
- Show your support and provide additional feedback on the scheme — we want to hear from you!

FEEDBACK DEADLINE: 26 JULY 2026

📍 **WEBSITE: [BTTOWERCONSULTATION.CO.UK](https://bttowerconsultation.co.uk)**
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**Feedback
Form**



**Project
Website**

Reimagining the BT Tower

In early 2024, MCR, the third-largest hotel owner-operator in the United States, announced its intention to repurpose the iconic BT Tower as a hotel and open it to the public for the first time in nearly 50 years. Founded in 2006 by Tyler Morse, MCR has a portfolio of 150 hotels and more than 25,000 guest rooms. MCR specialises in bringing architecturally significant and historically important buildings — such as Eero Saarinen’s landmark 1962 TWA terminal at JFK Airport — back to life as world-class hotels.



TWA Hotel (1962)



Gramercy Park Hotel (1925)

The High Line Hotel (1895)



Our Vision

As technology accelerates at a rapid pace, we aim to **honour the past** by reimagining the symbol of London’s telecommunications progress. Closed to the public for nearly 50 years, the BT Tower will be transformed into **a vibrant hotel** that celebrates the landmark’s place in history. Enriching Camden, the project will **revitalise the area, generate jobs and create new open spaces.**

Meet the Project Team



Project Overview

Our objective is to create a hotel-led development that makes a positive impact on Camden. Repurposing the Grade II-listed Tower, together with the Podium and Howland Building, will result in **public realm improvements and lasting benefits for Fitzrovia and Camden**. Our retrofit-first approach keeps the existing structure at the heart of the scheme, while opening the Tower and its Podium for the first time in nearly 50 years. Here are the highlights of this landmark project.



A retrofit-led approach to architecture



Public access to the BT Tower for the first time in nearly 50 years



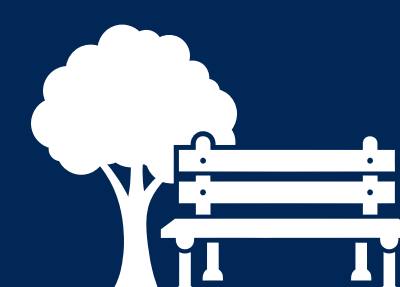
Sensitive restoration of a Grade II-listed icon



Career growth opportunities for Camden residents



Safer Cleveland, Howland and Maple Streets through activated frontages



A new publicly-accessible square at the base of the Tower open to everyone



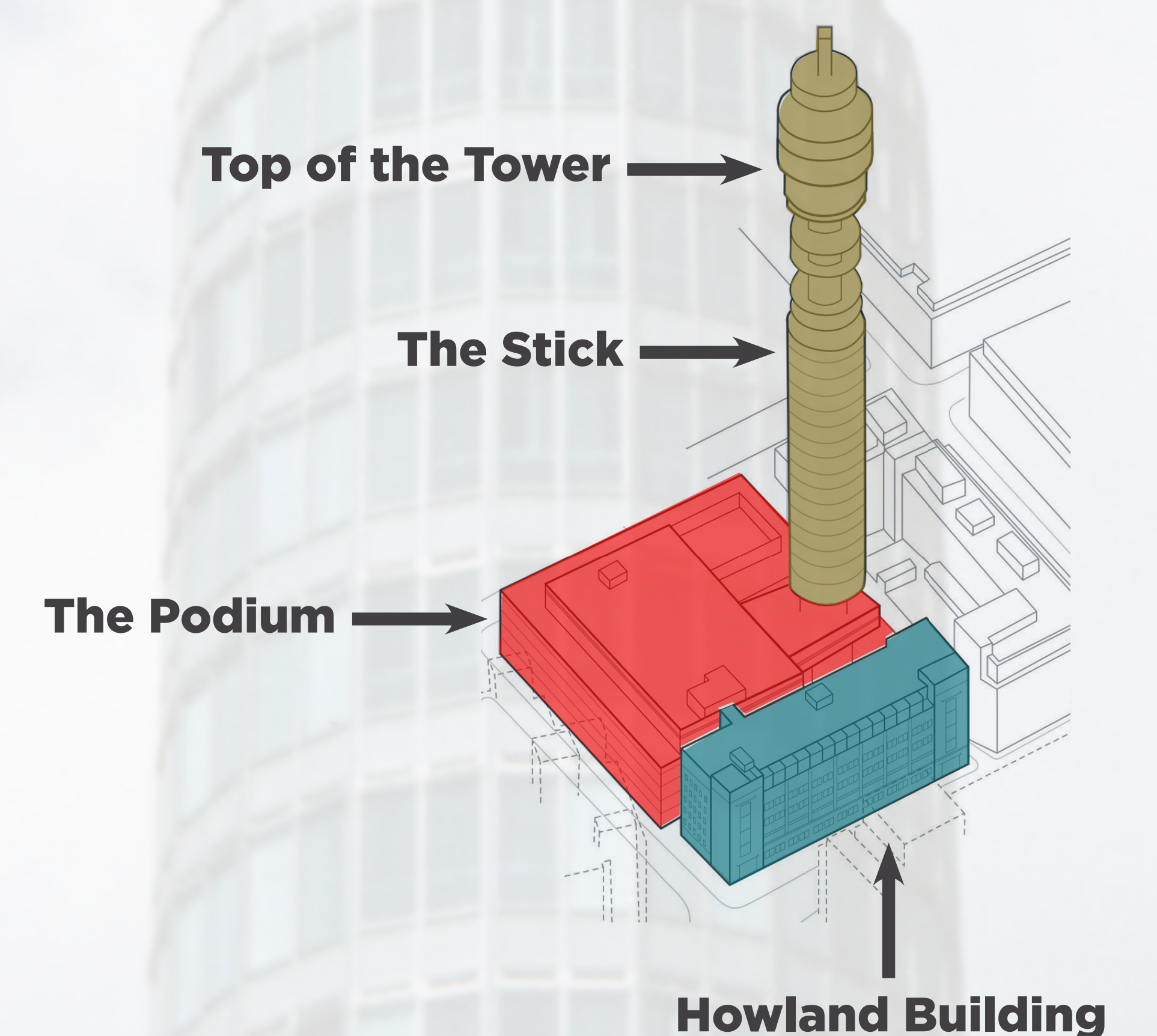
New full-time, part-time and construction jobs



Significant annual visitor expenditure benefitting Fitzrovia, Camden and London



Two new pedestrian routes through the site



Summary of Proposals

- New Urban Routes Through the Site
- New Publicly-Accessible Square
- Sensitively-Inserted Hotel Rooms in the Howland Building, Podium and Stick
- Top of the Tower Experience
- Publicly-Accessible Rooftop Pool
- Ground Floor Retail and Food & Beverage Activation



You Spoke, We Listened

In May, we held our first round of public consultation. We were delighted that more than 200 people participated. Here's what you asked us.



214

individuals attended

3

public exhibitions in first round

119

feedback forms

55%

live in Fitzrovia

29%

work in the area

You Said	Our Response
What will be at the Top of the Tower?	A visitor experience will offer 360-degree views of London from a revolving observation deck.
Will the rooftop pool on level 5 be publicly-accessible?	Whether you are a hotel guest or a member of the community, the rooftop pool will be accessible to you. We also plan to offer discounts for residents and schoolchildren.
How will you foster a mix of businesses on the ground floor that complement the area?	We aim to curate an exciting mix of uses on the ground floor. The designs will accommodate a range of quality retail and hospitality businesses with shopfronts that take cues from the 1930s and 1960s architecture of the Howland Building and the Podium.
How will you minimise disruption during the retrofit?	Reusing the buildings will significantly reduce the amount of noise, dust and supplies needed for a project of this scale. We will abide by a Construction Management Plan agreed upon with Camden Council, and ensure our contractor follows the Considerate Contractors Scheme.
How will you be a responsible neighbour to us?	We've directed hotel entrances away from the residential Maple Street, relocated ticketing inside the building and placed entrances of shops and bars away from Maple Street.

You Spoke, We Listened

Top of the Tower Visitor Experience

What will
be at the
Top of the
Tower?

Our proposals reopen the Top of the Tower for the **first time in nearly 50 years**. Visitors will begin an exhibition that explores the building's history on the lower-ground floor away from Maple Street, then take a lift to level 34, where unparalleled, 360-degree views of London will unfold from **a revolving observation deck**.

How Visitors Will Circulate



The flow of visitors will be carefully controlled on the ground floor and lower-ground floor, with ticketing and queueing managed within the Podium building to ensure visitors do not spill onto the pavement.



The route throughout the visitor experience will be one-way, carefully managed for comfort and safety.



Level access will be provided throughout, making the experience accessible to all.



Visitors will be strongly encouraged to purchase tickets for timed slots before arriving.



76%

of first consultation
participants said
they would
be likely to visit
an observation
deck at the Top
of the Tower.

You Spoke, We Listened

Visitor Experience Route

Our new proposals invite guests to enter and exit the visitor experience through the publicly-accessible square. Inside the Podium, guests will collect pre-booked tickets and go through security, then queue on the lower-ground floor before taking the lift to level 34.



View to the visitor experience entrance off the publicly-accessible square

GROUND FLOOR



LOWER-GROUND FLOOR



You Spoke, We Listened

The Rooftop Pool

Will the rooftop pool on level 5 be publicly-accessible?

The rooftop pool on level 5 of the Podium will be open to the public, with discounted sessions offered to members of the community. We envision following our successful model from the TWA Hotel in New York, where the heated infinity-edge pool is open year-round and is bookable by non-hotel guests subject to availability.

You Spoke, We Listened

Complementing the Area

- ▼ **Inspiring Our Designs** Fitzrovia is known for its restaurants, shops, and cafés. We aim to create diverse, active frontages around the Podium, taking cues from local shopfronts that evoke the 1960s era of the original building.



How Our Ground-Floor Design has Evolved

▲ **Enhancing the Existing Buildings**

We have developed designs in collaboration with the London Borough of Camden to ensure units relate to their host buildings.

How will you foster a mix of businesses on the ground floor that complement the area?

- ▼ **Supporting a Quality Mix of Occupiers** As long-term owners of the site, we aim to curate a high-quality mix of retail and food and beverage units on the ground floor which can accommodate a range of businesses. We have engaged with local businesses directly to understand their views on the project, and the ground floor retail and beverage offer will be brought forward with the objective of complementing the existing offer in Fitzrovia and benefiting local residents.



During the first round of consultation, you told us its historical and architectural character was the thing you love most about Fitzrovia.

You Spoke, We Listened

Minimising Disruption

How will you minimise disruption during the retrofit?

1. RETROFIT APPROACH

We will be reusing as much of the existing structure as possible — not demolishing and rebuilding from scratch. That retrofit approach will result in significantly less noise, dust and lorry movements than a wholesale redevelopment of a similar site.

2. CONSTRUCTION MANAGEMENT PLAN

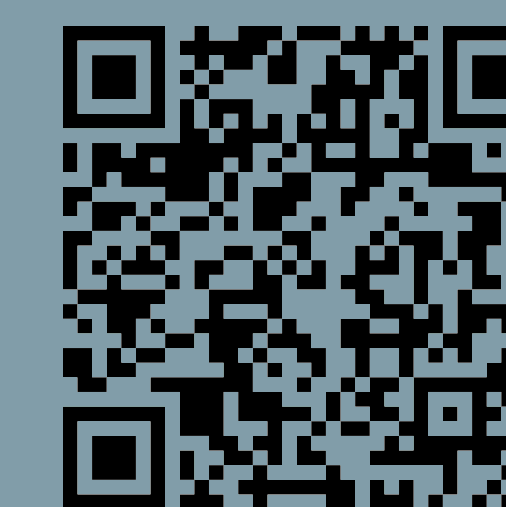
A draft Construction Management Plan will be submitted with the application and a full document will be shared with and agreed by Camden Council prior to construction. Topics the plan will cover:

- Working hours (Camden Council's current standards call for work Mondays to Fridays, 8 am to 6 pm, and Saturdays, 8 am to 1 pm).
- Noise, dust and air quality monitoring and limits.
- Construction traffic and lorry routes.
- Location of welfare facilities for construction workers.
- Road sweeping and site cleanliness.

CONSIDERATE
CONSTRUCTORS
SCHEME

3. TRUSTED CONTRACTOR

We will appoint a contractor who will comply with the Considerate Constructors Scheme.



Considerate
Constructors
Scheme



4. CONSTRUCTION WORKING GROUP

We will form a Construction Working Group with representatives from the local community, MCR and the contractor. This group will meet at regular intervals throughout construction to ensure there is a forum for issues to be raised and worked through together.

You Spoke, We Listened

Operational Management

MCR has a long-term interest in the BT Tower and its neighbourhood. Based on your feedback, we have adjusted our plans to mitigate impact on neighbours.

How will you be a responsible neighbour to us?



Our Proposal



All hotel entrances and exits will be in the Podium, toward the centre of the site away from residential Maple Street. In the 1960s, the site entrances were located on the surrounding streets.



Timed tickets will be offered for the Top of the Tower visitor experience, and queueing will be located inside the Podium building.



Visitors and guests will be encouraged to arrive on foot from London's public transport network.



Hotel departures will be specifically directed onto Howland Street, away from nearby homes, and this will be agreed as part of the Section 106 legal agreement via an Operational Management Plan.



Outdoor amenity spaces are positioned away from Maple Street.



All servicing will remain via Cleveland Mews, which already functions as the site's service road and carries very little traffic.

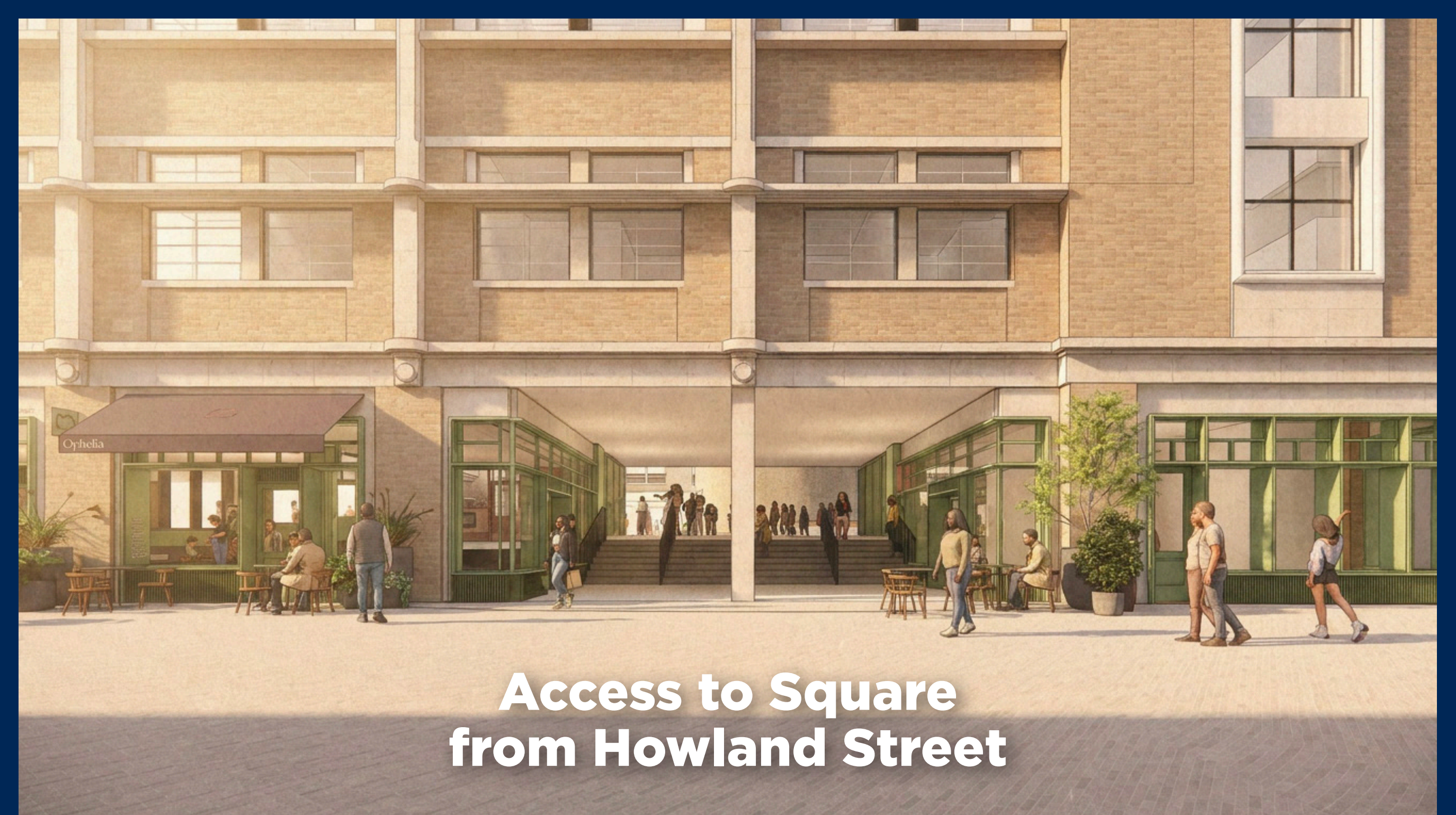
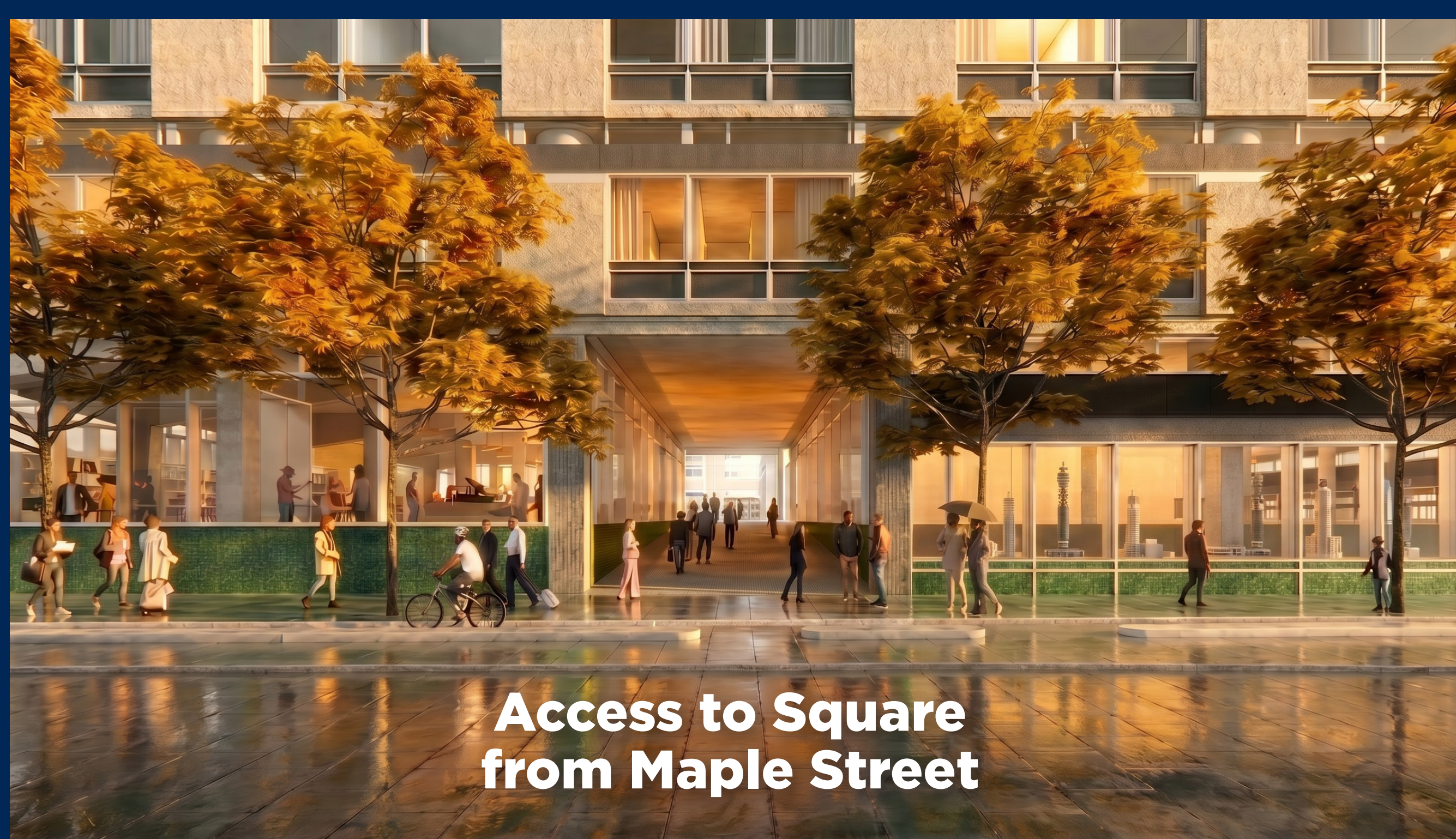
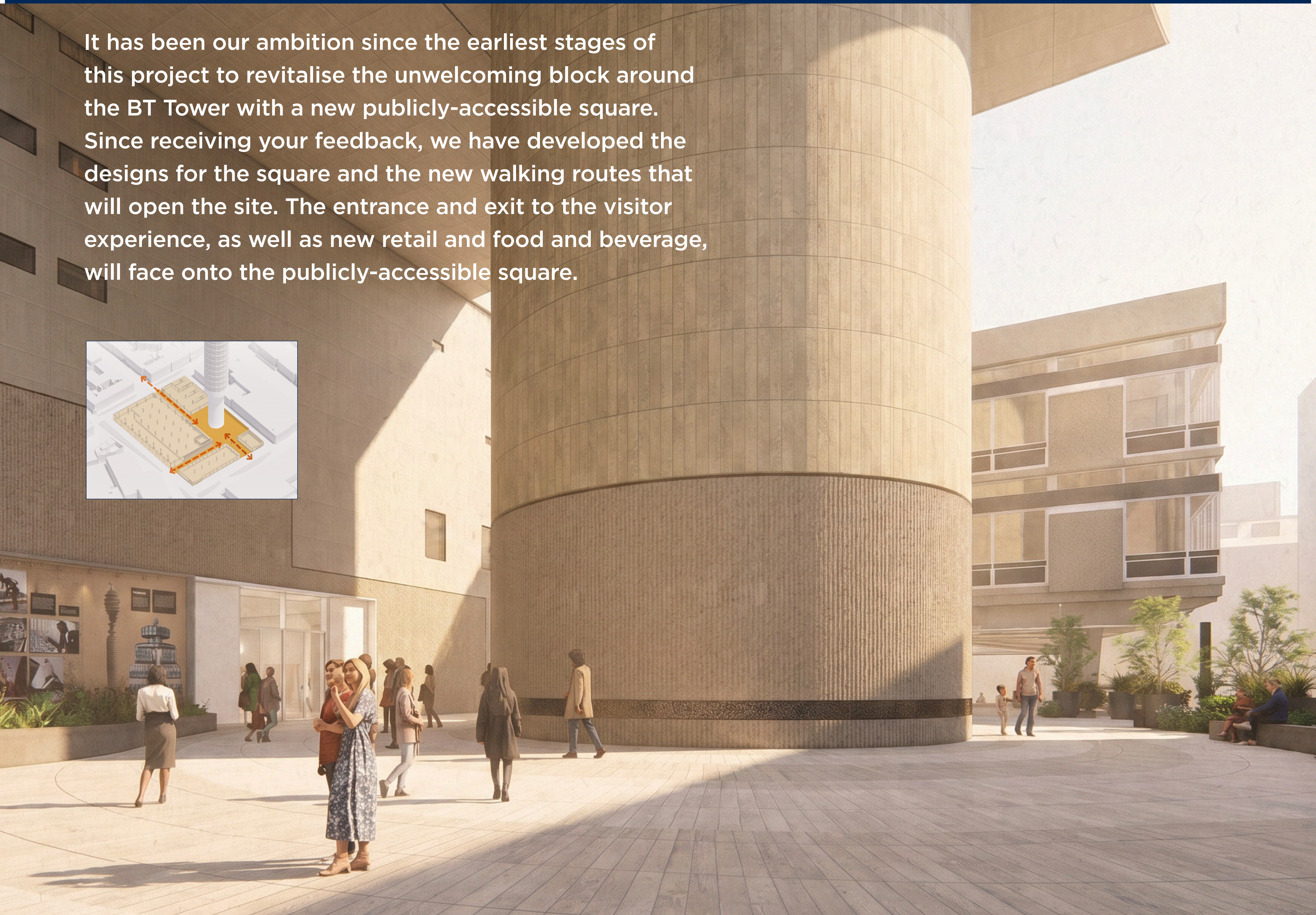
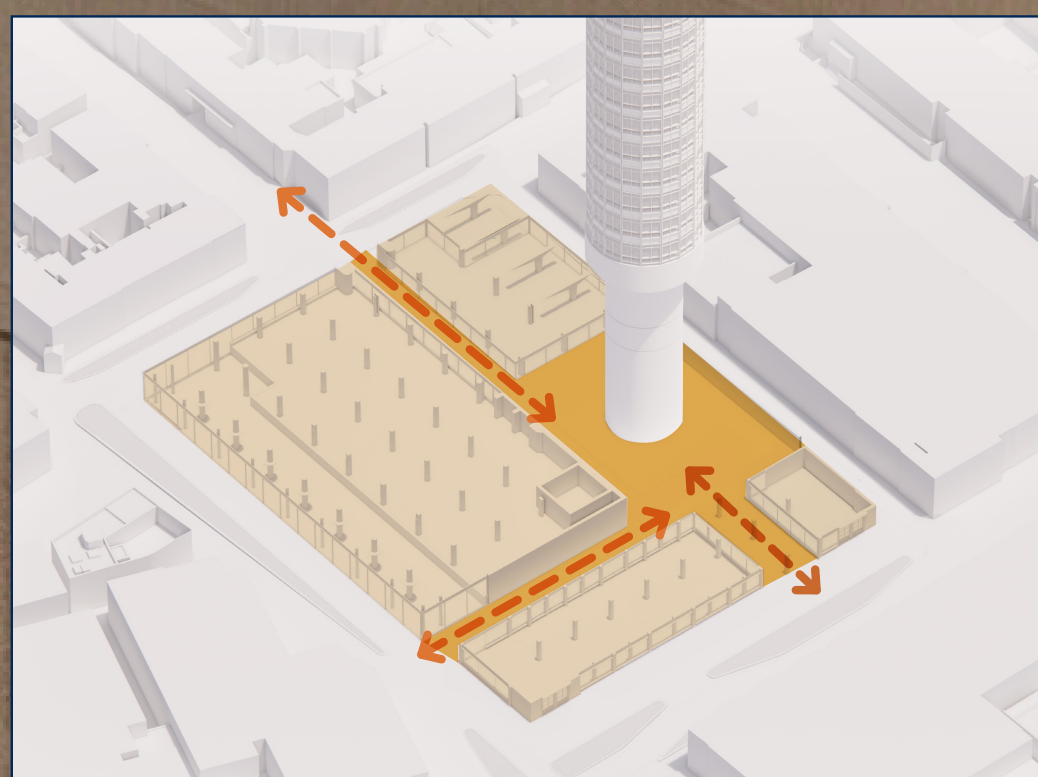


There will be a security presence, CCTV across the site and passive surveillance from the ground-floor uses, helping to address the existing anti-social behaviour you've told us is a problem in this area.

Updated Scheme

The Publicly-Accessible Square

It has been our ambition since the earliest stages of this project to revitalise the unwelcoming block around the BT Tower with a new publicly-accessible square. Since receiving your feedback, we have developed the designs for the square and the new walking routes that will open the site. The entrance and exit to the visitor experience, as well as new retail and food and beverage, will face onto the publicly-accessible square.



78% of first public consultation participants supported a publicly-accessible square.

68% of first public consultation participants said new walking routes were the most important public realm improvement.

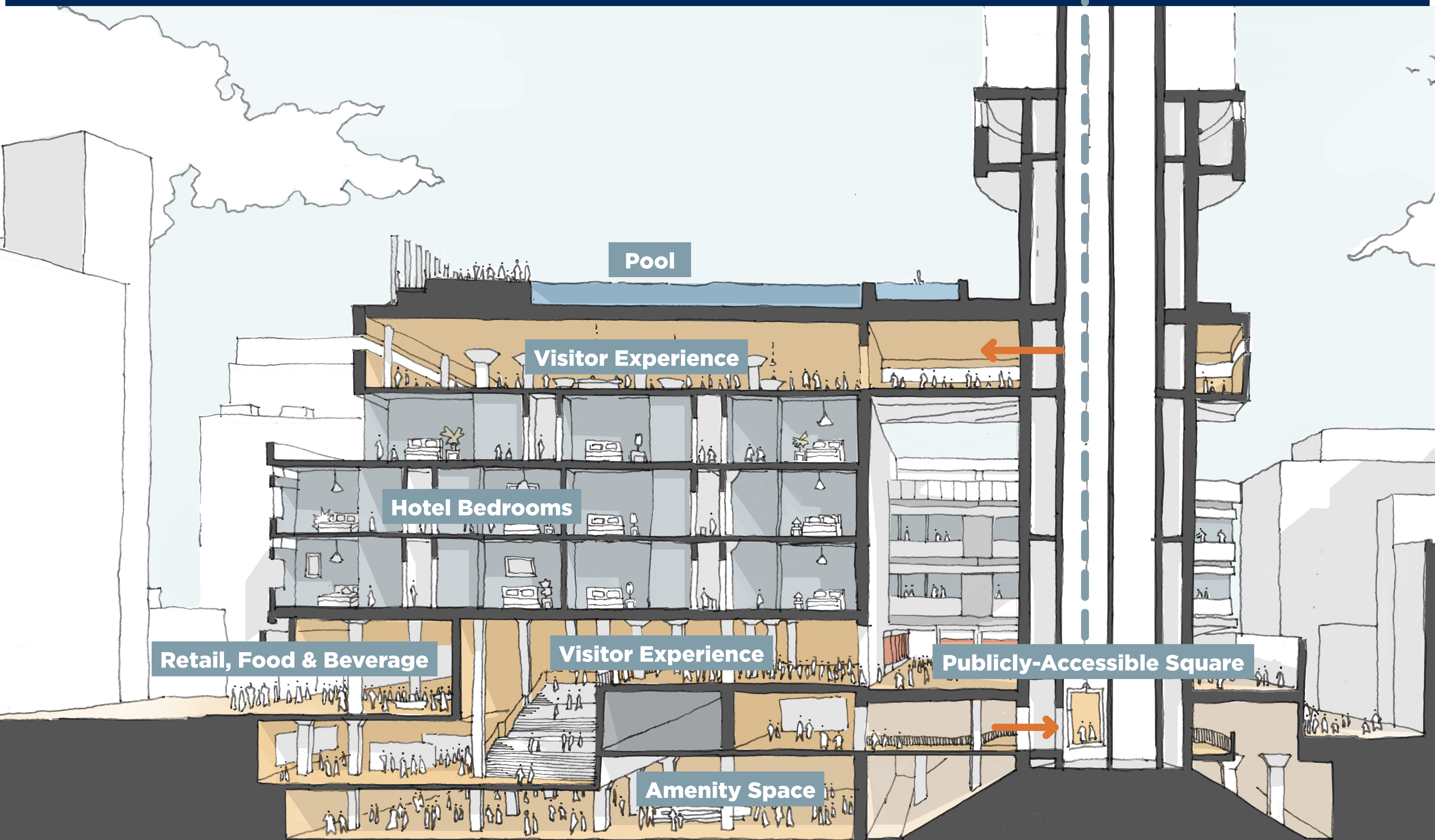
Updated Scheme

The Podium

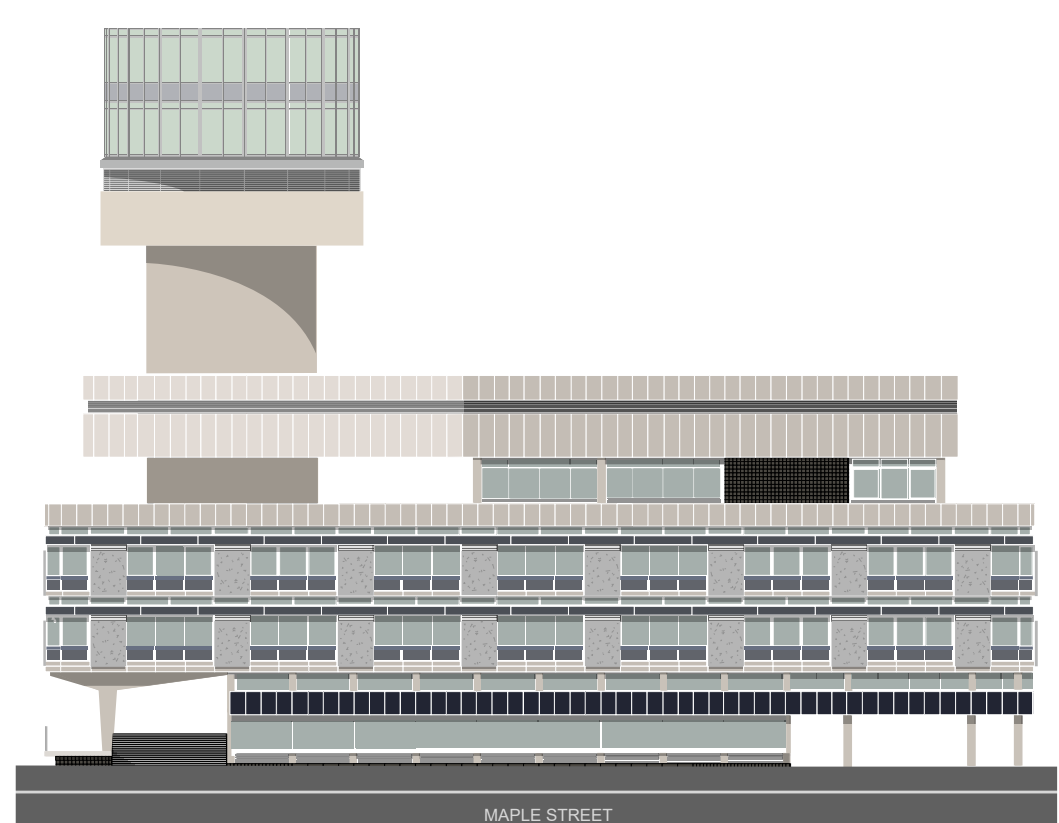
Connected to the new publicly-accessible square, the Podium will house retail and food and beverage spaces (ground floor), the visitor experience (ground and lower-ground floors plus level 4), hotel bedrooms (levels 1, 2 and 3), and event space (below ground).

On the rooftop of level 5: a modest extension will hold a pool.

To additional hotel rooms
within the Stick and the
Top of the Tower



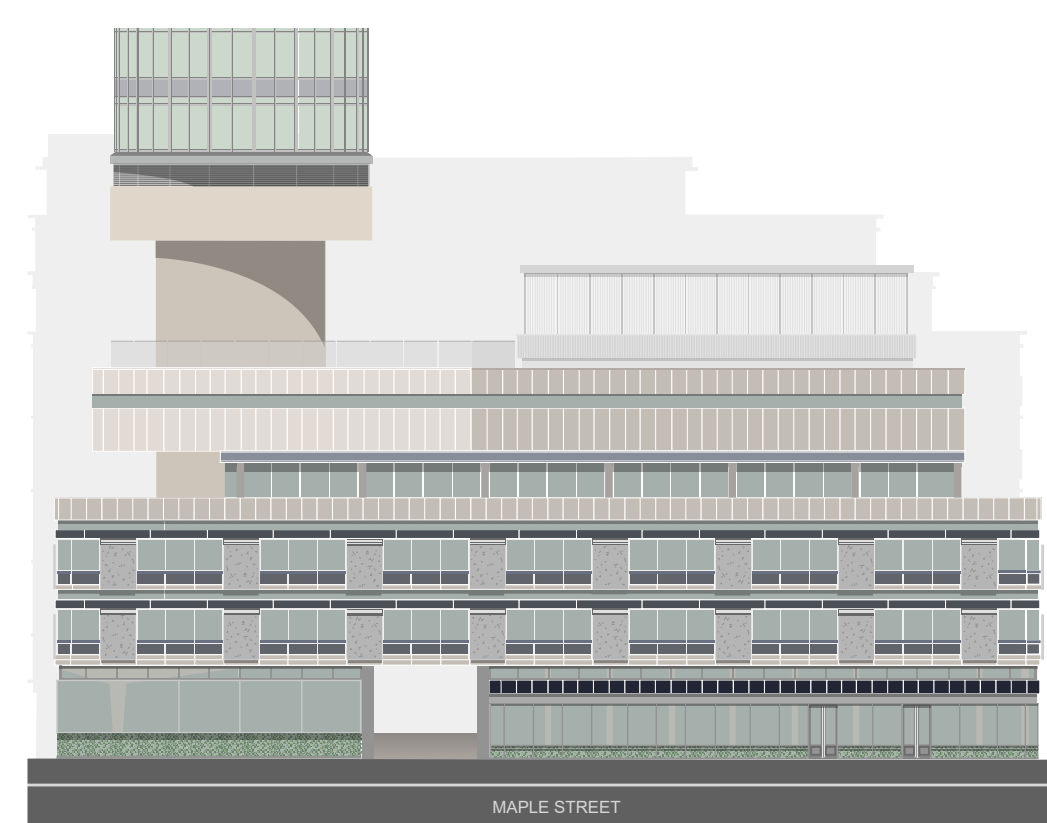
Restoring the Original Design



THEN



NOW



PROPOSED

While maintaining the overall structure, we will remove unsightly modern additions to the 1960s exterior on the ground floor. We will then introduce retail on the ground floor and add a modest pavilion structure on the roof.

76%

of first consultation
participants
said sensitively
restoring the
building was a
priority.

Updated Scheme

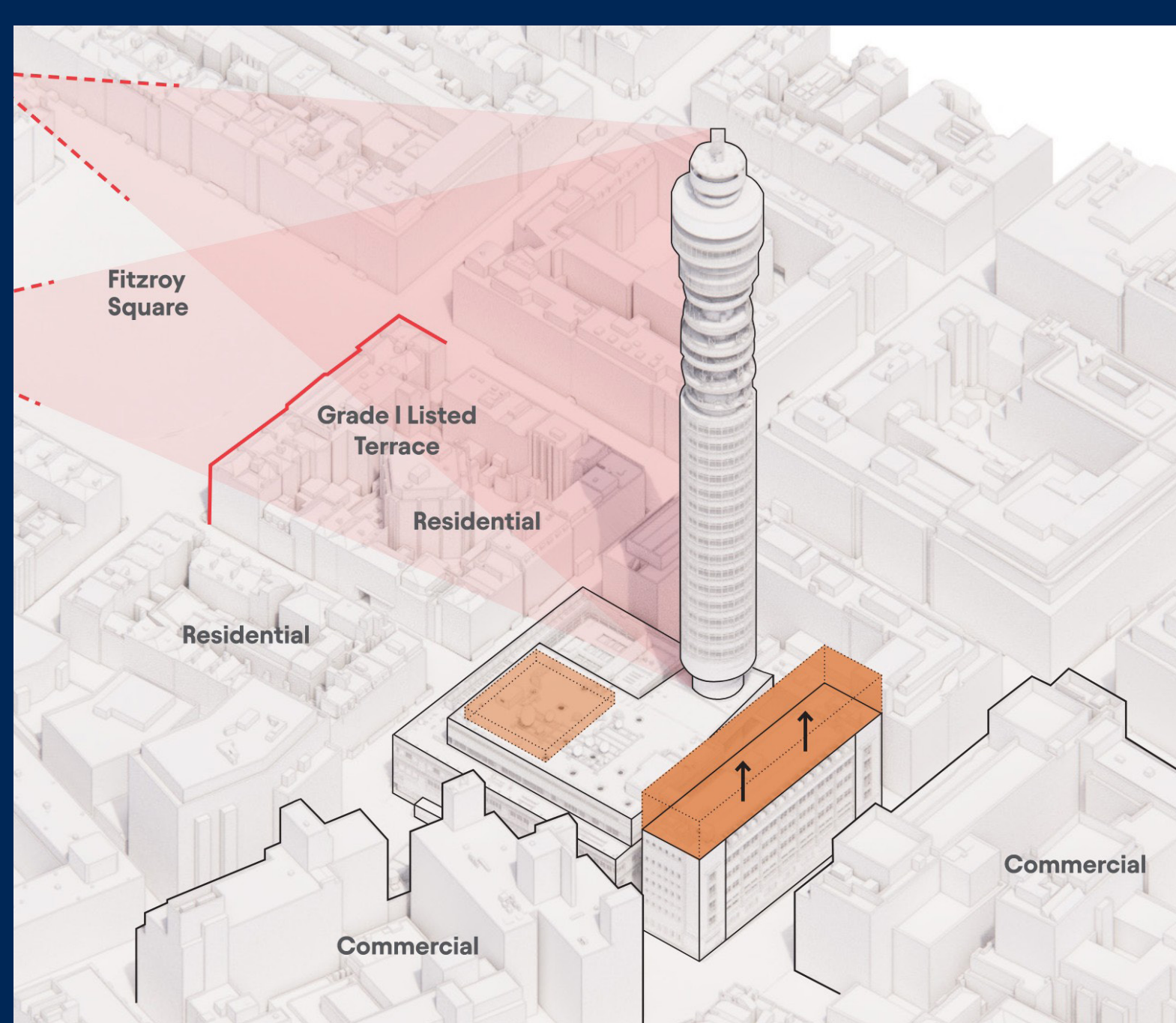
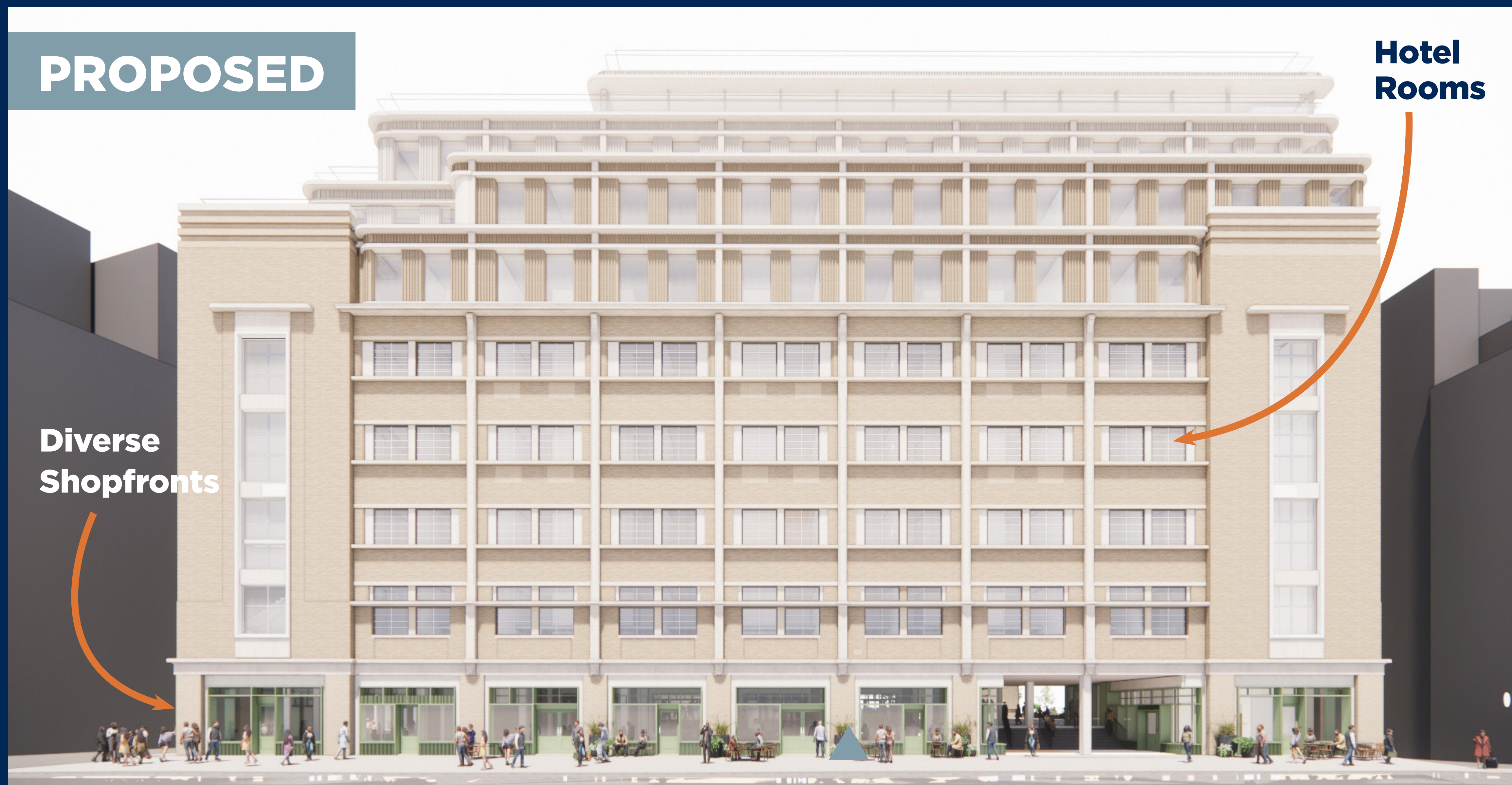
The Howland Building

The Howland Building, built in the 1930s as the original Museum Telephone Exchange, will undergo a sensitive restoration and extension to house hotel rooms. It will also offer retail and food and beverage on its ground floor.

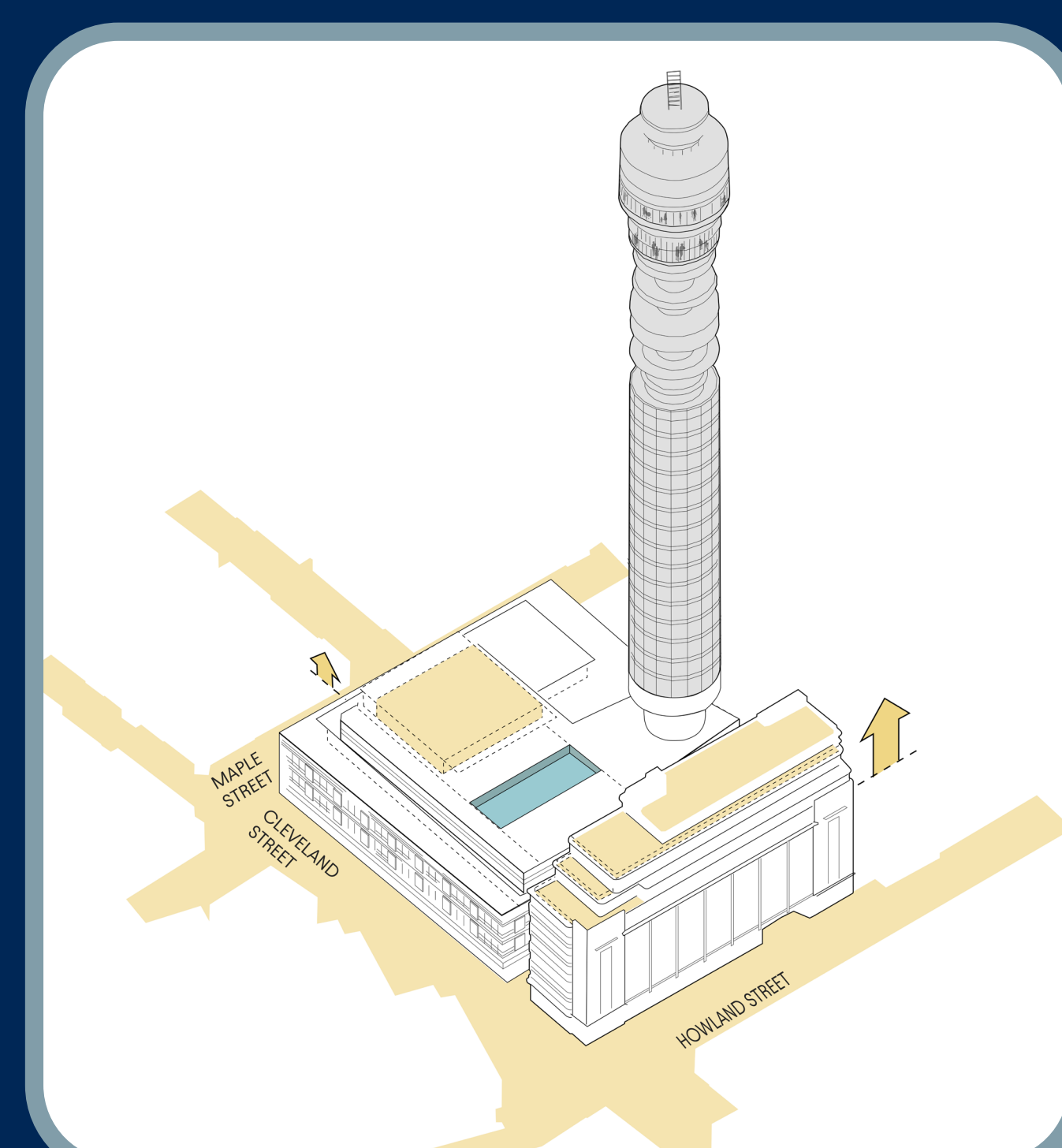
NOW



PROPOSED



Additional massing is concentrated towards the south of the site. Adjacent buildings here are commercial, not residential, in their use, and this placement will protect the existing views of the Stick from the direction of Fitzroy Square.

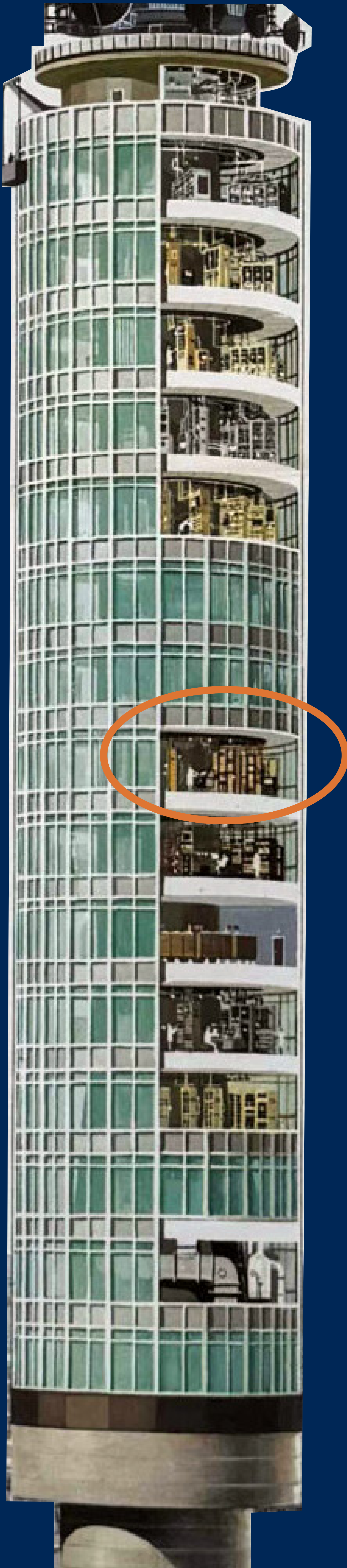


The Howland Building extension steps up from west to east to preserve views of the Stick.

Updated Scheme

The Stick

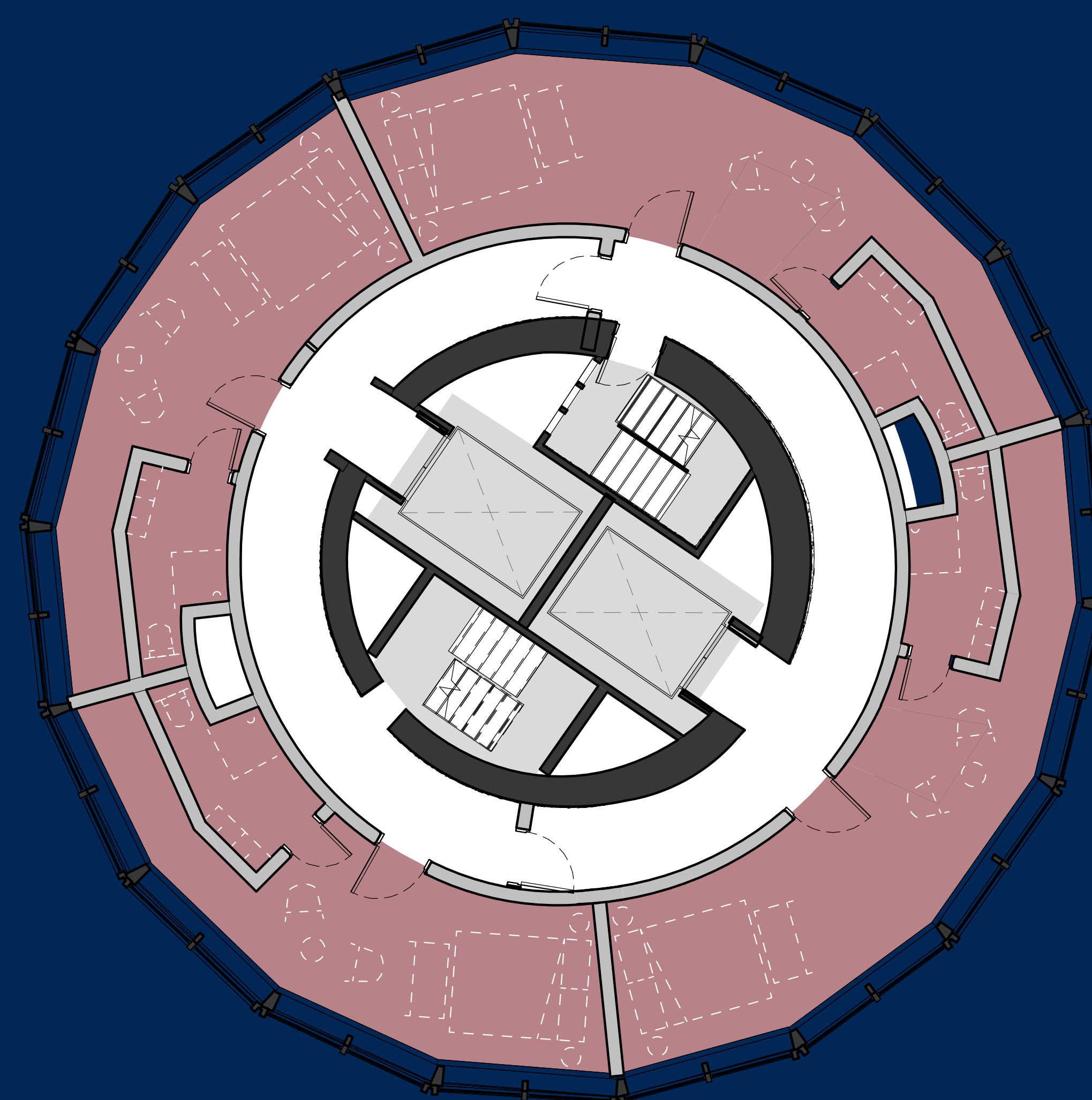
Originally built to house telecommunications equipment, the Stick (levels 7-23) has historically been off limits to the public. Our proposals, including a sensitive façade replacement, transform it into the heart of the new hotel.



Precedent
images of hotel
rooms at MCR's
TWA Hotel
(1962) and The
High Line Hotel
(1895)



PROPOSED FLOOR PLAN



This floor plan shows how four rooms might be arranged around the Stick's original concrete core, working with its existing geometry.

We will also add a second staircase, bringing the Stick up to modern fire safety standards.

Project Benefits



Social Benefits

- Enhancing the local area through placemaking
- Creating public routes through the site with a new square
- Creating new amenities available to everyone at ground level and level 5
- Providing public access to a rooftop pool
- Reopening the Top of the Tower and providing a visitor experience on lower levels that's discounted for local residents and schoolchildren



Economic Benefits

- £100 million+ economy boost estimated per year for local and central London
- 1,000+ operational jobs estimated at project completion, spanning a range of roles from entry level to skilled, with training initiatives
- 1,000+ construction jobs estimated on average throughout the construction period



Inclusive Economy Benefits

- Partnering with Good Work Camden to recruit locally
- Offering operational work experience
- Providing free and discounted tickets for local schools, residents and community groups
- Partnering with a hospitality academy
- Joining an inclusive business network

Project Benefits



Environmental Benefits

- Improving the public realm with new landscaping and pedestrian enhancements
- Reusing a large, underutilised building in central London
- Retaining as much of the existing building as possible
- Creating new highly sustainable spaces within existing buildings
- Maximising energy efficiency
- Prioritising long-term thinking with embodied carbon and circular economy principles



Heritage Benefits

- Reopening the Top of the Tower for the first time in nearly 50 years
- Sensitively restoring the buildings respecting the original character
- Creating new views of the Tower from new public spaces
- Enhancing views of the site from neighbouring conservation areas



Public Realm Benefits

- Cleveland, Howland and Maple Streets currently have harsh streetscapes and inactive frontages
- Working with Camden Council, we will improve the appearance of the surrounding streets
- Natural surveillance will be improved by the hotel, retail and food and beverage units, making the public realm around the Tower safer and more welcoming
- Traffic-calming measures will give greater priority to those travelling on foot
- The exact extent and shape of these improvements will be led by Camden Council with our support

Looking Ahead

Thank you for viewing our updated proposals.

Your feedback will help inform how our proposals develop, and we welcome your views on everything you have seen today.

Please complete a feedback form before you leave. Paper copies are available at the front desk or scan the QR code to complete the form on our website.

FEEDBACK DEADLINE: 26 JULY 2026

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**Feedback
Form**



May 2026
First public
consultation



June 2026
Development
Management
Forum



July 2026
Second public
consultation



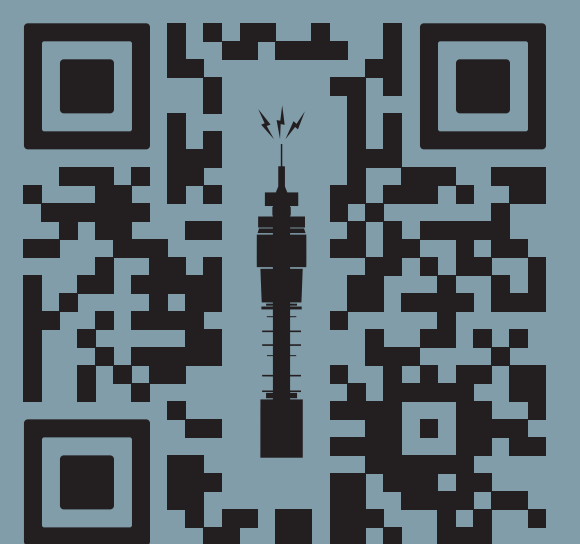
September 2026
Planning and listed building
consent applications
submitted to Camden Council.



Late 2029
BT hands over the site
to MCR, construction
projected to start.



2033
Anticipated
opening



**Project
Website**