

Euston Area Plan

Draft Stage 1 Consultation Results and Analysis

1.0 Introduction

The Euston Area Plan (EAP) is being produced jointly by the London Borough of Camden, the Greater London Authority (GLA) and Transport for London (TfL) with support from High Speed 2 Ltd (HS2). It will take the form of an Area Action Plan and will provide a framework to guide development above the new Euston Station and in the surrounding area. The London Borough of Camden does not support the HS2 proposals, however should HS2 proceed, the framework will seek to minimise impacts on local residents and businesses and maximise future benefits for the local area through its status as a jointly produced planning document, and therefore has a valuable mitigation role.

The main aim of the stage 1 consultation is to add value to the plan making process, to consult and engage with the community, get them to be involved in and influence the plan and decision making process for the EAP. This report sets out the main findings of this initial consultation.

2.0 Consultation Approach and strategy

2.1 Purpose of the consultation on the EAP

The main aim of the consultation approach is to consult, engage and involve stakeholders, residents and businesses on the nature, scope and type of development that could arise from a redeveloped station at Euston whether for an expanded HS2 station or a smaller station redevelopment and plan to ensure this is connected and of benefit to the wider community and area.

2.2 Consultation timetable

The consultation timetable is provided below to illustrate the key stages of consultation during the preparation of the EAP:

- November 2012: consult on Euston Area Plan vision and key principles
- June/ July 2013: consult on draft Euston Area Plan
- Late 2013: consult on pre-submission Euston Area Plan
- Early 2014: submit Euston Area Plan for independent examination alongside first reading of Hybrid Bill
- Summer 2014: independent examination of Euston Area Plan
- Autumn/ winter 2014: adopt Euston Area Plan

2.3 Principles for the consultation process

In order to ensure that the consultation meets its purpose, the following consultation principles have been developed to underpin the approach throughout the development of the plan:

- inclusive approach to developing the EAP
- Iterative engagement and consultation throughout the plan making process
- Influence the decision making process
- Innovative and accessible
- Open and focussed

2.4 Purpose and scope of Stage 1 Consultation

Stage 1 consultation ran from 5th November to 14th December and focused on the draft key objectives and vision for the EAP. The purpose of the consultation was to:

- inform local residents and businesses about the Euston Area Plan
- seek their views on the emerging vision and objectives for the area
- ascertain whether there are any other key issues that should be addressed in the Euston Area Plan.

2.5 Methodology

The Strategy approach and timescales were designed to allow for early consultation in the plan production process. Rather than consulting on the draft plan, stage 1 of the consultation endeavoured to ensure contributions from our communities to our long term thinking whilst understanding the constraints within which the plan will be developed. This early involvement not only aims to provide an opportunity for communities to influence the plan development but helps to set up an on-going dialogue.

2.6 Process and consultation tools

In order to meet the aims of the consultation strategy, the process used a mixed methods approach to maximise the opportunities for individuals and organisations to comment, including those who traditionally give their views and also to specifically target hard to reach groups. This included the following:

- Identify users and stakeholders including interest groups and organisations and set up database
- Identify community networks and meetings
- Carry out a gap analysis highlighting hard to reach groups
- Bespoke Euston Area Plan Website and consultation hub including and discussion forum, twitter feed and email sign up functions for use on ipads
- Survey asking people what uses and routes they would like to see on the new station site and prioritising the draft objectives for the plan both on-line and available as a paper copy
- Key stakeholders workshop – to develop a dialogue and elicit high level participation from target audiences (For summary of findings see Appendix 1)
- Contact statutory consulters (Summary of comments, see Appendix 2)
- Pop-up exhibition detailing the objectives and constraints in the Euston Area
- Mail out to all residents and businesses in the plan area advertising website, survey and consultation events to ensure those without internet access were made aware of the consultation underway
- Drop-in sessions at Regent's Park library and other community organisations, specifically to target people from the Bengali communities and young people
- Meetings with specialist groups (see listed in Appendix 3)
- Use of project team staff to engage and inform residents about the EAP
- Maintain regular contact with interested residents and business focus groups through email bulletins
- Use of targeted posters and publicity such as 'We are Camden'
- Use of drop in sessions on estates to engage with residents in these areas
- Monitor and manage consultation responses, assess efficiency against consultation principles and adjust as necessary

3.0 Consultation results and analysis

Stage 1 consultation was devised to elicit views of residents and stakeholders in the EAP on the draft objectives. This was achieved in two main ways, firstly by encouraging people to 'plan their own Euston' by placing use icons on an interactive online map of the station and secondly by filling out an online questionnaire prioritising the draft objectives and commenting on them. Hard copies of the questionnaires were also made available at libraries and key locations throughout the study area to provide access to those without internet access. This section outlines the findings from the interactive map, the prioritisation of and comments on the draft objectives received as part of the survey.

3.1 Consultation – statistics at a glance

No. of letters sent out – 5,000 (letter template- appendix 4)
 No. of events held- 17 (event details – appendix 5)
 No. of questionnaires filled out – 62 (survey template appendix 6)
 No. of attendees at exhibition and drop-in's – approx. 200
 No. of email sign ups – 31
 No. of hits on the website – over 1000

3.2 Interactive mapping results

The survey was based on asking respondents to map out their ideas for land use and connections on interactive maps in the first part, followed by rating the ten draft objectives developed for the EAP as high, medium or low priorities. For each question a space for comments was provided. It was devised so that maps could be produced for each use in relation to the most popular location choice for each use (maps for each use are included in appendix 7). The extent of potential land take for HS2 was provided as this is the maximum extent that could be available for redevelopment if HS2 goes ahead. It was highlighted that not all this land may be available for redevelopment, as it depends on the design of the HS2 scheme and whether or not the HS2 scheme goes ahead. It was also noted that if HS2 doesn't go ahead the results of the survey would help to inform the planning of the redevelopment of the station on a potentially smaller footprint.

For ease of analysis, the response maps have been divided into three main sections:

- the throat of the site
- the approach to the station site
- the station site itself

The frequencies of responses have been into the following categories:

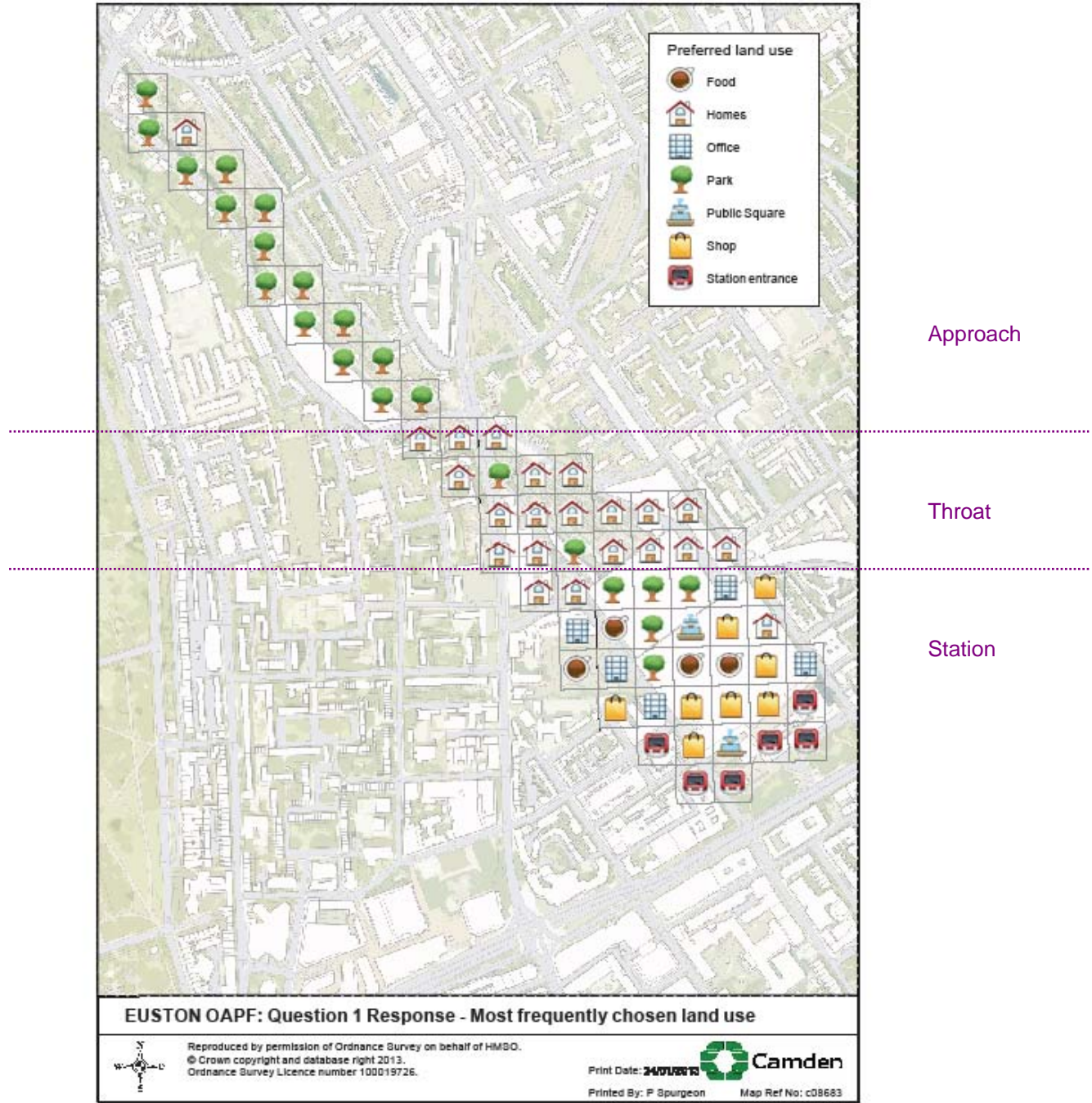
- High
- High medium
- Medium
- Low medium
- Low

3.2.1 Land use results

The following section sets out the responses to each question and identifies the key themes raised in comments provided.

Map 1 how should any new space above a redeveloped station (HS2 or smaller station redevelopment) be used?

Respondents had the opportunity to choose where and which uses they wished to see developed on the new station site. The uses reflected those outlined in the draft objectives. The map below shows the combined responses to this question.



(Note: some grid squares had the same frequency, a map showing both will be produced *)

The throat the most popular use here was for a park with housing to the top northwest corner

The approach housing is considered the most important use here with some park provision

The station here respondents have primarily chosen uses of a more commercial nature with offices to the boundaries and shops and restaurants to the middle surrounding a public square.

Maps showing where uses were most frequently located by respondents have also been produced for each land use (see appendix 4), the results briefly are as follows:

Housing

Although the amount of housing icons was limited to ensure a mix of uses on the maps, all the respondents used up their allocation of housing icons (check numbers). The main concentration of housing was in the throat and approach to the station with a less housing to the south of the site.

Parks and Open space

Parks and open space was predominately of medium or above frequency across the whole of the site with a high or high medium concentration on the approach.

Restaurants/cafés

There was a concentration of food uses on the station area itself particularly to the south with an additional higher concentration to the northern section of the throat area of the tracks.

Offices

There was a high concentration of office use on the station area itself predominately around the southern boundaries.

Public Squares

The preferred location for public squares was on the southern boundary of the station area but there was also a preference for a square in the centre of the station site itself.

Community

The main concentration of community uses were on the throat of the tracks just to the north of the station site.

Education

The most frequently chosen location for education uses was to the north of the approach adjacent to Mornington Crescent. Further south on the station site, there were higher concentrations towards the boundaries of the site, abutting Somers Town to the east and the Regent's Park Estate to the west.

Health

This use was reasonably evenly spread across all three sections of the area with the most frequently chosen location adjacent to St. James Gardens.

Leisure

The highest concentration of leisure uses was on both the approach and throat sections of the area with an additional concentration in the centre of the station site.

Shops

By far the highest concentration of shop uses was on the station site itself.

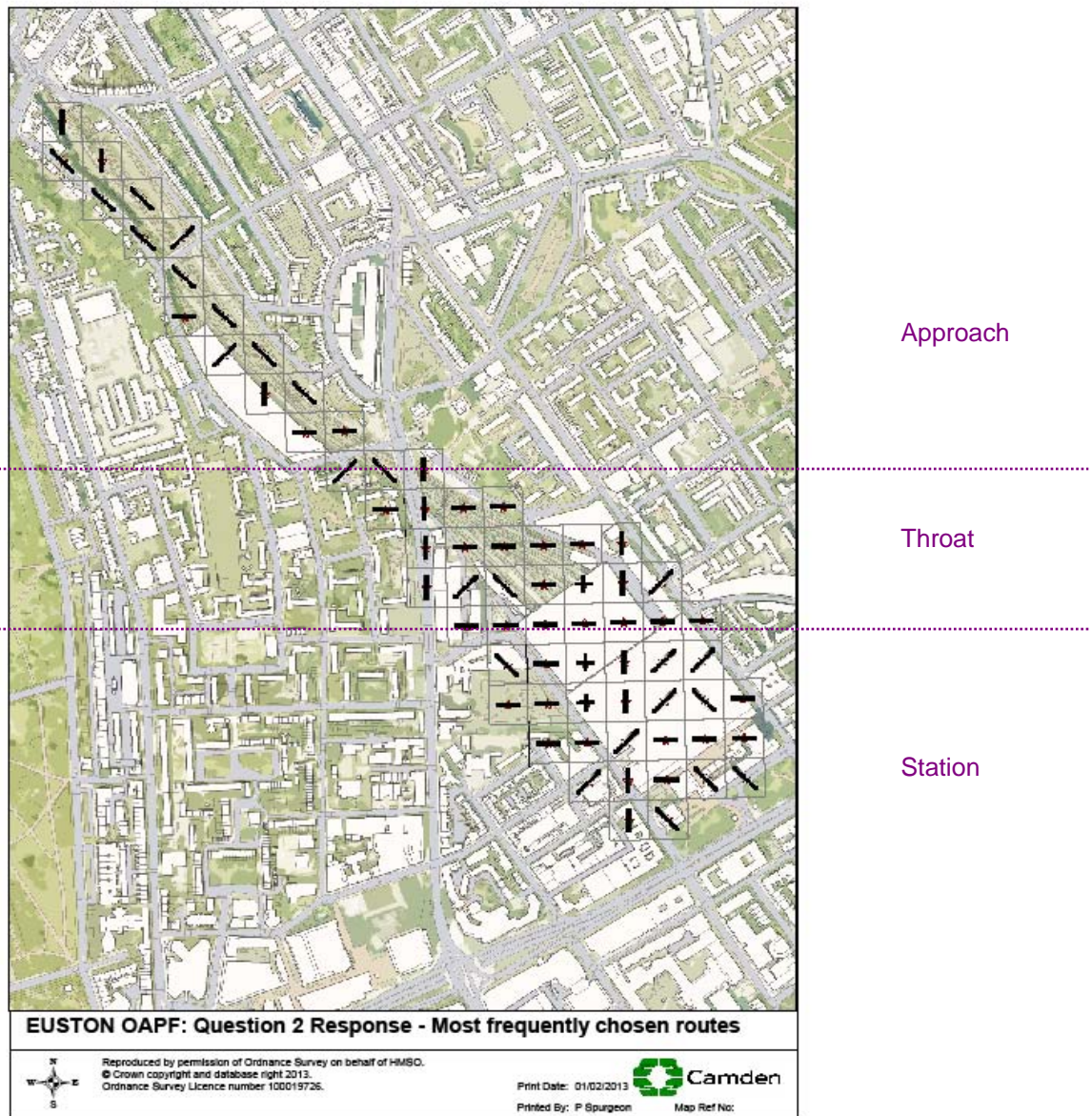
Station entrances

Most respondents wanted to see station entrances along the southern boundary to the station site adjacent to Euston Road. In addition locations next to St. James gardens to the west and Drummond Crescent to the east were also popular.

3.2.2 Routes results

Map 2 New Routes and Streets - how would you like to move across and within the new station area?

Respondents had the opportunity to design new routes and streets across site. The map below shows the most frequently chosen routes



It is clear that permeability is considered as an important part of the plan development.

The throat the north/south route features strongly in the responses linking into the station site

The approach in addition to the north/south route, the east/west routes linking the Regent's Park Estate to both the Amphyll estate and into Somers Town further south are indicated.

The station Again the east/west routes are prominent in this section of the map

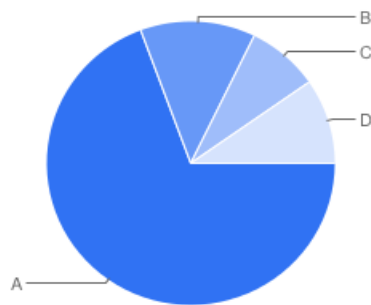
3.3 Draft objective prioritisation

The second part of the survey tool related to the draft objectives which will feed into the process of producing the plan. This allowed respondents to rank these objectives in order of importance and provide any comments on them. They were also encouraged to comment on any issues that were not included in the draft objectives.

The section below sets out each objective, how it was ranked for priority and notes key themes that emerged from the additional comments made by the respondents. It also includes a snap shot of some of the comments made relating to the objective.

Objective 1: Prioritising local people’s needs: To ensure new development meets local needs by making sure homes, jobs, businesses, schools and open space lost or affected by HS2, should it proceed, are reprovided in the Euston area.

Table 1- Prioritising local people’s needs



| Rank of Objective | Total | % of All |
|--------------------|-------|----------|
| A. High Priority | 43 | 69.35 |
| B. Medium Priority | 8 | 12.90 |
| C. Low Priority | 5 | 8.065 |
| D. Not Answered | 6 | 9.677 |

Key themes

- the replacement of homes lost should HS2 proceed
- new and affordable housing required to meet local people’s needs
- more local jobs and employment
- new housing should restore old street patterns and be at appropriate scales
- enhance community provision to mitigate HS2 impacts

‘The highest priority, and this trumps competing concerns, is that there be no loss of homes; an increase in available homes is also desirable’

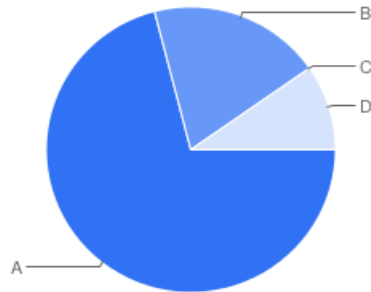
‘Local needs are important, but should not be solely used to get in the way of the huge opportunity that HS2 will bring to both Camden and London as a whole’

‘Affordable housing and affordable employment space, where affordable is realistic’

‘HS2 proposals should be used as an opportunity to enhance existing community provision to compensate for the huge disruption this project will cause if it goes ahead’.

Objective 2: Securing excellent design: To work to ensure that any new station or development is of excellent design, easy to access, complements the character of the area, and helps to improve the image of the Euston.

Table 2- Securing excellent design



| Rank of Objective | Total | % of All |
|--------------------|-------|----------|
| A. High Priority | 44 | 70.97 |
| B. Medium Priority | 12 | 19.35 |
| C. Low Priority | 0 | 0 |
| D. Not Answered | 6 | 9.677 |

Key themes

- This was considered as the most important priority by those who responded.
- Development should be human in scale and low density housing.
- There should be a mix of uses not dominated by commercial or retail
- Put the station underground and improve east – west connectivity
- Quality should be at least as good as St Pancras and place should aim to be a destination which reflects the character of the area
- Rebuild Euston Arch
- Respect the heritage and historic railway infrastructure

‘The design of the development should bring pleasure to the on looker. The scale should be human and manageable’

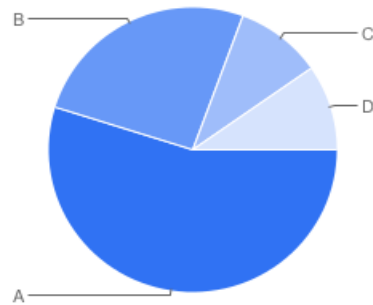
‘Density is the enemy of good design’

‘Be aware and respect the existing railway infrastructure’

‘No corporate architecture. Ordinary materials must be used for streets, pavements etc. so that they feel a part of the fabric of the surrounding city not like at Regents’.

Objective 3: Making the best use of new space created above the station and tracks: To make sure any new development above the station provides a mix of homes, shops, jobs, open spaces, services, education and leisure facilities that benefits existing and future residents, businesses and visitors.

Table 3 - Making the best use of new space above the station and tracks



| Rank of Objective | Total | % of All |
|--------------------|-------|----------|
| A. High Priority | 34 | 54.84 |
| B. Medium Priority | 16 | 25.81 |
| C. Low Priority | 6 | 9.677 |
| D. Not Answered | 6 | 9.677 |

Key themes

- More housing should be put on the space above the station
- Low rise, not excessive new development
- Mix of uses is important
- Cutting should not be build over and kept open
- Also some support for covering the tracks to the north of the station to utilise space for homes, offices and parks

'Mix is important: within the mix, human scale should trump commercial interests'

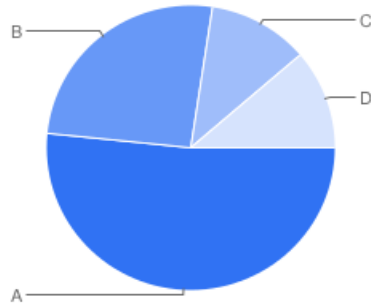
'it would be fantastic is a significant portion of the track beyond the immediate was 'cut and cover' so that the noisy lines get hidden away and the huge space is better utilised for things like more housing, offices or green spaces'.

'The area needs BREATHING SPACE,'

'we need a decent piece of London with streets adopted by the LA, not a Broadgate or Regents Place type private Estate.'

Objective 4: New streets above the station and tracks: To create new streets on the ground above the station and railway tracks to make it easier for people to move between Somers Town and Regents Park and from Euston Road to Mornington Crescent, which is currently made difficult by the existing Euston Station building.

Table 4- New streets above the station and tracks



| Rank of Objective | Total | % of All |
|--------------------|-------|----------|
| A. High Priority | 32 | 51.62 |
| B. Medium Priority | 16 | 25.81 |
| C. Low Priority | 7 | 11.29 |
| D. Not Answered | 7 | 11.29 |

Key themes

- Cycling and pedestrians routes and not vehicles
- Better east west links at ground level
- active ground floors to encourage walking
- green space
- streets should be adopted by the local authority
- limit queuing taxis on street
- restoring old street patterns on estates

‘Connections underpin communities’

‘Better east-west links would be welcome, as would the ability to enter the station from the north east and north west corners’

‘Cycle and pedestrian access is paramount. Careful consideration needs to be given so that there are safe cycle lanes balanced with the needs of pedestrians’

‘New streets are for people and should be designed to be seen by people walking past, with activities visible at ground level.’

‘Publicly accessible space, green space, car and traffic-free space, with pedestrian and cycle provision, may all have priority in this area, with a range of uses possible in different areas within the whole: for example, employment space in the area which abuts the Hampstead Road.’

‘permeability should be an essential outcome. Euston station is currently such a barrier between central and northern London’.

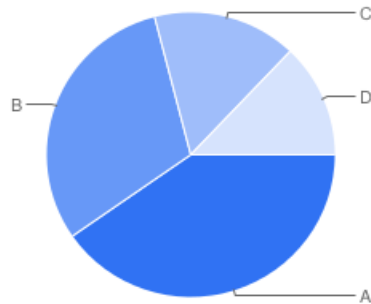
‘Not just new streets but also a pleasant pedestrian and cycle way linking with Gordon Square to the South from Camden Town / Hampstead Road to the North. Provide at least one new E-W route across the station footprint’

'Existing streets are perfectly adequate'

'It would be good if people could move through the station better at ground level, as per St. Pancras'

Objective 5: Providing jobs and boosting the local economy: To provide new spaces for existing and new businesses and shops, and encourage new and innovative business sectors in the Euston area, such as knowledge or creative industries, and secure significant new job and training opportunities for local people and specialists.

Table 5 - Providing jobs and boosting the local economy



| Rank of objective | Total | % of All |
|--------------------|-------|----------|
| A. High Priority | 25 | 41 |
| B. Medium Priority | 19 | 30 |
| C. Low Priority | 10 | 16 |
| D. Not Answered | 8 | 13 |

Key themes

- this was the least popular of the objectives
- employment floor space should be affordable
- Keep Drummond Street and protect existing businesses
- Independent shops- no chains
- Attractive urban space will help to attract jobs, talent to the area
- Encourage new ideas and innovation working with local talented youth

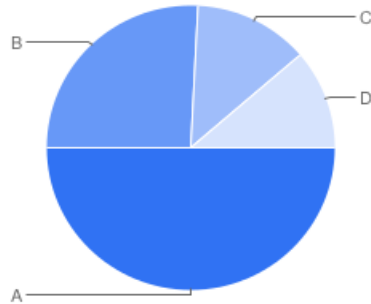
'A medium priority. Should not detract from the key priorities of homes, open space and community'

'Affordable employment space is critical, as is mix of employment. More 'headquarters' type office space as at Regent's Place would be very damaging to local employment opportunities'

'We're not short on new jobs because of London University and Argent's KX'

Objective 6: Creating sustainable development: To plan for carbon free sustainable development and a local renewable energy network in Euston, to reduce the impact of new development on the environment.

Table 6 - Creating sustainable development



| Rank of Objective | Total | % of All |
|--------------------|-------|----------|
| A. High Priority | 31 | 50.0 |
| B. Medium Priority | 16 | 25.81 |
| C. Low Priority | 8 | 12.90 |
| D. Not Answered | 7 | 11.29 |

Key themes

- Building sustainable housing including CHP
- Air pollution is a major issue and should be addressed
- Need to plant trees and greenery
- Provide open spaces/allotments/community orchards

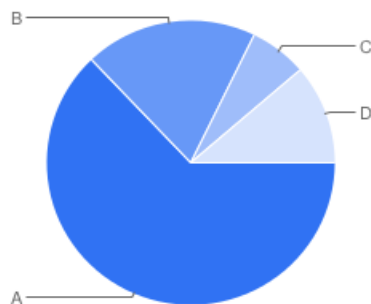
'Heritage assets must be better identified as key to achieving high quality design which might create spaces where people might live and work, and which would be distinctive and worth visiting'

'New station will hopefully last longer than the current one did. Hence needs to be sustainable.'

'Hugely important. Cyclists need proper routes. Pedestrians need more permeability. Euston road is an awful urban motorway'

Objective 7: Improving the environment along Euston Road: To create new and improved crossing points across Euston Road and improve the pedestrian and cyclist experience.

Table 7 - Improving the environment along Euston Road



| Rank of Objective | Total | % of All |
|--------------------|-------|----------|
| A. High Priority | 39 | 62.90 |
| B. Medium Priority | 12 | 19.35 |
| C. Low Priority | 4 | 6.452 |
| D. Not Answered | 7 | 11.29 |

Key themes

- Cycling and pedestrians should be a priority
- Opinion on the need for more crossing points varied, with many believing improvements needed and other local people commenting during events that they are adequate
- Euston Road - ‘horrible, toxic, disaster , dangerous , unpleasant – “urban motorway” – priority for improvements goes beyond Euston Station, traffic capacity should be reduced and increased cycle provision

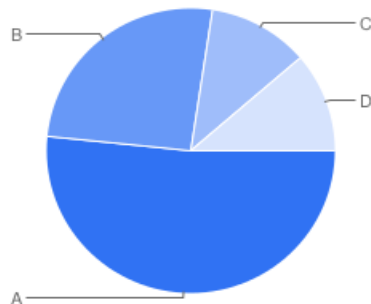
‘Improvement of pedestrian and cycle routes will encourage the use of these modes for onward journeys for HS2 passengers, thus reducing the demand on the surrounding transport network’

‘Cyclists maybe. But it's the noise that gets to you as a pedestrian’.

‘As a cyclist, the Euston Road is a horrible cycling place. Any improvements will be welcome’.

Objective 8: Promoting sustainable travel: To promote walking and cycling in the area, through encouraging improvements to the streets and enhancing facilities for pedestrians and cyclists and those using the station.

Table 8 - Promoting sustainable travel



| Rank of Objective | Total | % of All |
|--------------------|-------|----------|
| A. High Priority | 32 | 51.61 |
| B. Medium Priority | 16 | 25.81 |
| C. Low Priority | 7 | 11.29 |
| D. Not Answered | 7 | 11.29 |

Key themes

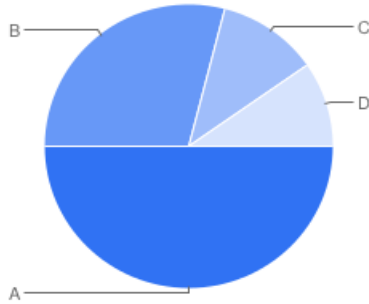
- Buses are a sustainable form of travel
- Active frontages encourage walking
- No new roads
- Cyclists need proper routes and facilities at the station
- People with luggage cannot cycle or walk long distances

‘Improvement of pedestrian and cycle routes will encourage the use of these modes for onward journeys for HS2 passengers’,

'Important but people travelling often have luggage and hence walking and cycling are not options. Important to have very good connections with say the underground, buses and St Pancras International'

Objective 9: Enhancing existing public transport: To encourage improvements to the underground, station, bus and taxi facilities and particularly new entrances into the station to the north, east and west.

Table 9 - Enhancing existing public transport



| Rank of Objective | Total | % of All |
|--------------------|-------|----------|
| A. High Priority | 31 | 50.0 |
| B. Medium Priority | 18 | 29.03 |
| C. Low Priority | 7 | 11.29 |
| D. Not Answered | 6 | 9.677 |

Key themes

- Existing transport is mostly OK
- Buses and taxis are very polluting
- need to manage on street taxi queuing – taxis should be the lowest priority
- Bus station should be moved and needs to be improved
- New entrances to the north east and west

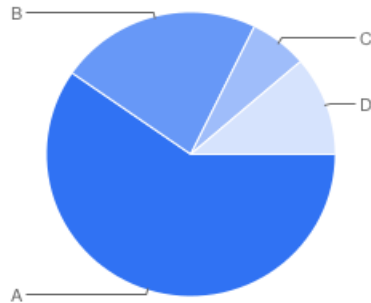
'move bus station'

'New entrances on the north east and north west corners would be great'

Transport service fairly good now.

Objective 10: Planning for future public transport: To ensure that if a new station is developed, adequate improvements to the underground services and new transport links, such as Crossrail 2, are provided to prevent congestion and overcrowding of the underground trains.

Table 10 - Planning for future public transport



| Rank of Objective | Total | % of All |
|--------------------|-------|----------|
| A. High Priority | 37 | 59.68 |
| B. Medium Priority | 14 | 22.58 |
| C. Low Priority | 4 | 6.452 |
| D. Not Answered | 7 | 11.29 |

Key Themes

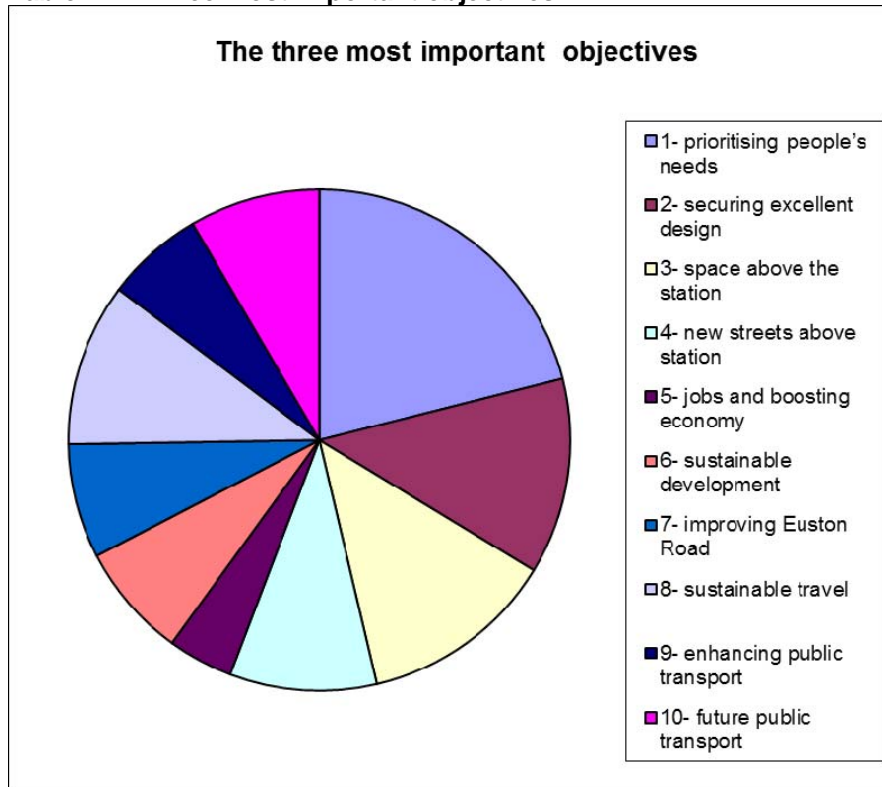
- Crossrail and DLR should go ahead as well
- Cancel HS2 and invest in the tubes and buses
- Future schemes should provide benefits nationally and locally

‘Better to spend the extra money now and doing it properly first time’

Long term infrastructure planning is important - including ensuring HS2 links to HS1.

Question 11: Which three of these objectives are the most important to you?
 Respondents were asked to indicate their three most important objectives from the ten listed.

Table 11 – Three most important objectives



| Three most important objectives | Total | % |
|---------------------------------|-------|--------|
| 1- prioritising people's needs | 20 | 21.053 |
| 2- securing excellent design | 12 | 12.631 |
| 3- space above the station | 12 | 12.631 |
| 4- new streets above station | 9 | 9.474 |
| 5- jobs and boosting economy | 4 | 4.210 |
| 6- sustainable development | 7 | 7.368 |
| 7- improving Euston Road | 7 | 7.368 |
| 8- sustainable travel | 10 | 10.0 |
| 9- enhancing public transport | 6 | 6.316 |
| 10- future public transport | 8 | 8.421 |
| total | 95 | |

Key themes

- In general there was a reflection of the priority given to the individual objectives when asked to choose the three most important, showing consistency of approach. However, in comparison to the highest individual priority being Securing excellence in design, prioritising local people's needs was the most frequently chosen objective.

Question 12: Are there any other issues the plan should be prioritising? Please tell us in the space below:

There are a number of key themes that were raised here and include:

- Linkages for pedestrians/cyclists into and out of the area
- Respect for the viewing corridors
- Heritage assets need to be better identified and the character of conservation areas around the area needs to be reflected in the plan proposals
- Several respondents believed that the space above the tracks between Park Village East/Granby Terrace and Mornington Terrace, the railway cutting, should be kept open.
- A number of respondents also felt that the railway cutting could be turned into a park or partly used for building replacement homes
- Air pollution during and after completion of HS2 should it go ahead
- Consider the future of theatres in the area
- Enhance research and academia in the area
- Need to replace the existing open space and homes affected by HS2 in the local area
- Support for improved east west connections
- Highlighted the need to retain existing businesses on Drummond Street
- Remove bus station and create park outside station
- Regents Place was commented on several times as not desirable to replicate
- HS2 station should be built to be two decks below ground to reduce land take
- Unique opportunity to give the Euston area an identity

4.0 General thematic analysis

The responses indicate that the draft objectives were generally considered to appropriate to the EAP. The small amount of respondents who did not rank the priority of the objectives was consistent across the survey results.

4.1 Permeability and new routes and streets

Map 2 indicates the importance respondents gave to permeability with a strong emphasis on a north/ south route and two east west routes further south. The design and function of these new routes was also considered important particularly in relation to sustainability and with an emphasis on pedestrian and cycling priority.

4.2 Housing

Map 1 shows a clear desire to provide housing in the Euston Area Plan. Housing was raised consistently across all the survey when asked to comment on the draft objectives. People frequently highlighted the need for affordable homes for local people. Scale of development was also a key issue, ensuring low density, small scale and mixed use schemes was considered important.

New housing was considered an opportunity for creating sustainable development particularly in relation to energy efficiency and heating.

4.3 Design and density

Excellence in design was most consistently identified as a high priority. This was raised primarily in relation to good urban design such as scale and density and was also strongly reflected in comments received from English Heritage.

4.4 Parks and Open space

There was a general desire to see improved and increased park and open space provision, as illustrated in the response to the interactive mapping part of the survey. This was particularly relevant to the approach to the station and related to the decking over this part of the site.

4.5 Euston Road and transport

Improvements to public transport were considered to be a high priority although current provision was generally considered satisfactory. Buses were seen as both vital to sustainable transport but also very polluting. Euston Road remains an unpleasant barrier to movement but, particularly in relation to older residents in living on the Regent's Park Estate, the existing bus routes were considered as a life-line ensuring that people could leave the estate to do shopping in Camden Town for example and the number and type of crossing points were considered adequate by these residents.

One of the key findings was the concern raised about air pollution from the Euston Road, taxis and buses.

4.6 Retail, office and commercial uses

The uses map indicates that most respondents believed that uses of a commercial nature such as offices, shops and retail should be located to the south of the site. Respondents caveated their plans and comments with the desire to see smaller scale shops and offices and a mix of uses with no excessive office development. It was also frequently highlighted that chain shops or large retail providers should not be encouraged particularly in comments relating to the securing excellent design objective.

4.7 New development above the station and tracks

There remained a consistency about low density and human scale of any new development above the station and tracks and a good mix of uses was considered important. Most saw covering the tracks as an opportunity to provide more homes and open space but only if it was well designed and appropriate in scale. Comments were made to both encourage cut and cover to allow for more housing and open space above the station and tracks and to leave the area open to provide much needed air and to protect the view of the cutting walls and the wildlife associated with it.

4.8 Heritage

Although Heritage did not have its own objective, it was raised mainly in relation to respect for local history and character so that any new development, including that above the station and tracks, should reflect this. The railway cutting was considered to be an important part of the historic fabric. It was expressed that there should be a good identification of heritage assets to feed into the plan development.

4.9 Opposition to HS2

Although there were a significant number of responses who highlighted their opposition to HS2 and many of those involved in the consultation expressed worry and concern about the implications, there was an understanding that the EAP was a tool to mitigate against the impacts of it, should it go ahead and engaged with the consultation on that basis. There were also a number of responses highlighting the importance of HS2 to the economy and noting regeneration potential benefits to the Euston area.

4.10 Workshop themes

The workshop which took place as an introduction to the Stage 1 consultation resulted in themes that reflected the findings from the survey and formal consultation in late 2012. A full report can be found in Appendix 3, in brief the key themes were:

- The importance of social housing
- Local employment
- Drummond Street, its unique character and the need to protect it
- St. James's Gardens as an important local park
- repurposing/replacing derelict and vacant buildings
- The importance of design in any future station should HS2 go ahead.
- The importance of a mix of uses and the balance between commercial and residential
- To preserve the character of the area in which they felt pride

5.0 Conclusions

5.1 Key findings from Stage 1 Consultation and implications for the emerging master plan

1. There was consistent support for the draft objectives, no comments suggested that they shouldn't be taken forward, they therefore provide a strong foundation for plan.
2. Heritage was consistently raised as an important consideration. Explicit reference to the importance of reflecting the historic character will be added to the Plan Objectives.
3. Housing and in particular affordable housing was the most frequently identified use that needs to be accommodated in the EAP area.
4. Open space and parks were considered as very important particularly to the north of the plan area.
5. Jobs and employment were considered to be the least important of the draft Objectives
6. Air pollution is an important concern for local people in relation to Euston Road generally but also the impact of buses and taxis
7. The new part of Euston should be of human scale and designed for pedestrians and cyclists.
8. There was a mixed view on whether the area to the north of Granby Terrace should be decked over, although consistent reference to the need to respect the historic character of the area and potential support for some additional open space here.
9. Importance of addressing the issues of Euston Road was highlighted consistently.
10. Making the area more permeable, particularly in terms of east – west connectivity across the station.
11. Importance of getting the design right, respecting local character
12. Lack of support for chain shops and large corporations – emphasis on support for local businesses and training.

5.2 Consistency of responses

There was consistency across the consultation. The uses outlined on the maps were reflected in the comments and discussions with respondents. In relation to the three most important objectives these chimed with the interactive mapping results and the comments received outside of the survey process.

5.3 Did the consultation meet its purpose?

The mixed methods approach allowed for the collection of data which reflected the views of those who responded. The staffing of the events by Euston Area Plan (EAP) Project team members allowed for the people to ask questions about the EAP in relation to HS2 and understand the nature of the planning consultation underway as a separate entity to that of the HS2 consultation. It raised the profile of the EAP and the dialogue specifically with key stakeholders including the West Euston Partnership and Camden Cutting Group.

The website, innovative interactive maps and pop-up exhibition not only provided a useful way of gathering data in relation to the draft objectives to feed into the plan development process, it went some way to provide information about the constraints and scope of the EAP.

The website and methods of communication and dialogue remain operating and available for Stage 2 of the consultation. Indeed much of the initial ground and context setting has been done. The EAP has gained some constituency which can be built on in Stage 2.

Appendix 1

**Summary of results of initial stakeholder workshop
(September 2012)**

Euston Area Plan Workshop – 11th September 2012 Issues Summary

36 key stakeholders attended this first workshop which took place on the afternoon of 11th September 2012. A full report on the workshop including the transcription of all the written responses can be found on our website.

It began with a welcome and introduction from Councillor Sarah Hayward, Leader of Camden Council followed by a presentation on context and work to date by Mary-Ann Lewis, Euston Area Plan Project Manager. The full presentation can also be found on our website.

The aim of the workshop was to provide an opportunity for early discussions with local community and business groups about the priorities for Euston. The workshop was divided into two main parts: a walking audit and then a workshop to discuss the priorities for the Euston Area Plan. For the walking audit, the participants were divided into two groups and asked to write down their likes and dislikes on post-it notes whilst walking their routes. Route A focussed mainly to the east of the existing station and route B to the west. All the post-its were placed onto flipcharts and the key issues summarised.

After the initial session, the participants were divided into four groups and asked to consider the following four questions:

1. What existing issues (likes and dislikes) identified on your walk are the most important for the Euston Area Plan to consider?
2. How can the plan address any issues- through helping to protect or enhance elements you like and to improve those that were disliked?
3. What new uses and facilities (homes, shops, businesses) would you like to be provided in the area?
4. Where do you think these could be located?

All the comments have been recorded in the full report including images of the maps participants drew on to reflect their ideas.

There were strong themes emerging from both the walking audit and the workshop and these were:

- social housing
- employment
- Drummond Street
- St. James's Gardens
- repurposing/replacing derelict and vacant buildings
- the design of any future station should HS2 go ahead.
- A balance between commercial and residential
- To preserve the character of the area in which they felt pride
- Many identified issues need attention even if HS2 does not go ahead but
- More consultation was necessary by HS2 although acknowledged this was outside of Camden's control

As part of the feedback at the end of the workshop, the groups were asked to identify what they felt were the most important themes from their discussions from the event and they are recorded as:

- Need for social housing and affordable rents
- Accessibility- blocked by the station
- Euston Road/Hampstead Road crossing
- Problems with the existing station
 - Drop station below ground and develop onto top of it
 - Informed by north and west surrounds.

In addition to these final points, it is clear from the worksheets (see full report) that the groups felt that there was a real opportunity to redevelop different spaces around the area and the impact of Euston Road figured strongly in the discussions. Further, Drummond Street was a particularly important area for consideration by the plan and a mix of uses on the new station sight was proposed by all the groups.

Appendix 2

Summary of comments from Statutory Bodies and key stakeholders

Appendix 2 - Summary of Comments by Statutory Bodies

Bloomsbury Conservation Area Advisory Committee

- Impact on the Bloomsbury Conservation Area in terms of future land grab and demolitions.
- Concern that the historic Area Assessment will only contain suggested recommendations for the management rather than the protection of the historic environment, in the context of intense pressure for future changes in the area. They raised concerns over the impact on Listed buildings specifically :
 - The Friend's Meeting House
 - The fire brigade station
 - The station lodges
 - St. Pancras Church
- Protection of the viewing corridors particularly from the north
- High quality design in relation to Euston Square and its screening from the Euston Road.
- Animate the frontage along Eversholt and Cardington Streets
- Re-connect the area either sides to the station
- The significance of the existing Euston station building as part of 20th Century heritage
- The restoration of the Euston Arch

Camden Town Conservation advisory action Committee

- The area between Granby Terrace and Cardington Street needs to be addressed
- The streetscape from Euston Road to Camden Town should be maintained and created on either side of the street

Canal & River Trust London

- The north eastern boundary of the area comes close to the old Cumberland basin and should be picked up through the historic area assessment

English Heritage

Overall supportive of the broad objectives of the EAP and to develop the draft further :

- The development of design codes from the Historic area assessment to ensure excellent design and inform the future management of the Euston Road
- Ensure new spaces are spatially and functionally appropriate and connected to existing townscape and its activities
- Re-introduce previously lost historic street patterns including Drummond Street
- That sustainable development includes the need to protect and enhance the historic environment
- The setting of heritage assets that characterise the route are appropriately considered.

Euston Estate Ltd.

- Ensure that there is sufficient mixed –use development to assist in creation of a new destination for business in London.

Metropolitan Police Service

- Take account of the National Planning policy Guidance (March 2012) – to deliver the right community facilities to meet local need
- Take account of policy in the London Plan which supports the provision of Policing
- The EAP should ensure that the diverse nature of policing needs are met
- Reference should be made to ‘Secured by Design’ principles

Royal College of General Practitioners

- The importance and significance of the Grade II* Listed building at 30 Euston Square
- Confirming all of the building was within the redline of HS2 and outlining the risks to it.

Royal Mail

- The Camden Delivery Office will be fully affected by the redevelopment of Euston Station and will have to be relocated, probably outside the Borough should HS2 proceed

TfL

- TfL supports HS2 based on four conditions:
 - The proposals for Old Oak Common must incorporate the Overground connection as a core part of the HS2 project
 - The proposals for Euston Station must include provision for Crossrail 2
 - The HS2-HS1 link must not adversely impact Overground operations on the North London Line

- The environmental impacts in West London must be sufficiently addressed

UCL

- Supports the objective of growth and recognises the role that a new Euston Station has to play in regenerating the area
- Provides an opportunity to develop a life sciences and creative industries hub
- Potential to provide education and student accommodation uses
- Provide good public accessibility which is essential to the university

Westminster Kingsway College

- The protection of the existing facilities within the EAP area at their Regent's Park Centre
- The importance of the investment in education and training
- Increase permeability through the area
- Ensure the benefits of growth are disseminated throughout the area.

Appendix 3

List of specialist group meetings

Appendix 3 – Meetings with specialist groups

The Camden Cutting Group

West Euston Partnership

Well London

Young person's drop-in at The Samuel Lithgow Centre

Regent's Park Tenants and Residents Association

Churchway Tenants and Residents Association

Amphill Tenants and Residents Association

U3A

Appendix 4

Consultation letter

Appendix 4 – letter template

Date: 29 October 2012
Our Reference: Euston Area Plan

Mary-Ann Lewis
Project Manager
Euston Area Plan
6th Floor
Town Hall Extension
Argyle Street
London WC1H 8EQ

Phone: 020 7974 6805
eustonareaplan@camden.gov.uk

Dear Sir or Madam

A new plan for the Euston area – have your say

I am writing let you know that from **5th November** to **14th December 2012**, we will be carrying out initial consultation on the Euston Area Plan, which is being prepared for the area around Euston station. The Plan will help to shape change in the area over the next 20 years. It will seek to ensure that, whether or not the new High Speed rail link (HS2) goes ahead, despite Camden Council's strong opposition to HS2, we can get the best possible future for the residents, businesses and visitors to Euston

The Plan is being jointly prepared by Camden Council, the Greater London Authority and Transport for London. It will respond to the proposals for HS2, if it goes ahead, which would require the redevelopment of Euston Station and the replacement of a number of homes, businesses, facilities and open space and it will also reflect and update previous plans and aspirations for the Euston area.

We would like to hear your views on the future of the area, whether the HS2 project proceeds or not. The main ways to get involved are set out below.

Online: www.eustonareaplan.info

We have a dedicated website for the Euston Area Plan where you can make your own plan for Euston, complete our online questionnaire, keep up-to-date with news and events and find out more information about the Plan. You can also sign up for regular email news bulletins on the Plan progress here.

In person: drop in events throughout November

Speak to staff, view the exhibition, make your plan and comment.

| Event | Day | Time | Location |
|-------------------------------|-----------------------------------|--------------|---|
| Daytime Drop in session | Tuesday 6 th November | 11am – 5pm | Regent's Park Library, Robert Street, NW1 3QT |
| Young peoples Drop in session | Thursday 8 th November | 6.30pm – 9pm | Samuel Lithgow Centre, Stanhope Street, NW1 3LD |

| Event | Day | Time | Location |
|--------------------------------------|--|------------------|---|
| Daytime Drop in session | Saturday 10 th November | 11am – 5pm | Regent's Park Library, Robert Street, NW1 3QT |
| <i>Young peoples Drop in session</i> | <i>Monday 12th November</i> | <i>6pm – 8pm</i> | <i>Surma Centre, 1 Robert Street, NW1 3JU</i> |
| Daytime Drop in session | Wednesday 14 th November | 11am -5pm | Regent's Park Library, Robert Street, NW1 3QT |
| Evening Drop in session | Wednesday 14 th November | 6.30pm – 9pm | Samuel Lithgow Centre, Stanhope Street, NW1 3LD |
| Morning Drop in session | Wednesday 21 st November | 11am – 1pm | Surma Centre, 1 Robert Street, NW1 3JU |

We will also be holding drop in sessions with local Tenants and Resident Association meetings for Churchway, Amptill and Regents Park Estates. **The Churchway Estate drop-in will take place on Tuesday 6th November between 6pm and 8pm in the Churchway TRA hall.** For more information on these sessions please contact us using the details below or liaise with your TRA contact.

At Camden's libraries

Hard copies of the exhibition materials will be available at all of Camden's libraries. Hard copies of the questionnaire are available on request. Please get in touch if you would like further information about the consultation, hard copies of consultation materials, translations, or need help accessing the website:

- email to eustonareaplan@camden.gov.uk,
- phone the Euston Area Plan team on 020 7974 6805
- if you are deaf or hard of hearing you can contact us via our Textlink service on 020 7974 6866; or
- in writing using the address at the top of this letter.

We hope you are able to visit our website to use our online questionnaire and interactive plan, we need your views to help us in the preparation of the plan in the coming months.

Finally, you may also be aware that the Department for Transport (DfT) has published property compensation and safeguarding proposals for those affected by the HS2 project last week. Camden Council will make copies of associated plans and information available at the Euston Area Plan events listed above and officers will be available to inform people how to access information and ways to respond to HS2 on these issues. HS2 Ltd will be holding a consultation event for the Euston area later in November where HS2 staff will be able to provide more detailed information and answer queries on the property consultation proposals, and this will be advertised by HS2 Ltd nearer the time. To view the HS2 consultation information you can visit:

<http://highspeedrail.dft.gov.uk/consultations-0>

Please see the attached letter from Camden Council for further information.

Yours sincerely



Mary-Ann Lewis
Euston Area Plan Project Manager

Appendix 5

Consultation questionnaire

APPENDIX 5

Euston Area Plan Initial Consultation Autumn 2012

Questionnaire – Priorities for Euston

What are your priorities for the Euston area?

We have developed some draft objectives/priorities for the Euston Area Plan and would like to hear what you think of these and whether there is anything else the plan should be prioritising. Please tick the boxes for each draft objective to show whether you think it is a high, medium or low priority and please use the space provided for any additional comments or indicate any other issues the Area Plan should consider.

Draft Objectives for the Euston Area Plan:

1. **Prioritising local people's needs:** To ensure new development meets local needs by making sure homes, jobs, businesses, schools and open space lost or affected by HS2, should it proceed, are reprovided in the Euston area.

High Priority Medium Priority Low Priority

Comments

2. **Securing excellent design:** To work to ensure that any new station or development is of excellent design, easy to access, complements the character of the area, and helps to improve the image of the Euston.

High Priority Medium Priority Low Priority

Comments

3. **Making the best use of new space created above the station and tracks:** To make sure any new development above the station provides a mix of homes, shops, jobs, open spaces, services, education and leisure facilities that benefits existing and future residents, businesses and visitors.

High Priority Medium Priority Low Priority

Comments

4. **New streets above the station and tracks:** To create new streets on the ground above the station and railway tracks to make it easier for people to move between Somers Town and Regents Park and from Euston Road to Mornington Crescent, which is currently made difficult by the existing Euston Station building.

High Priority

Medium Priority

Low Priority

Comments

5. **Providing jobs and boosting the local economy:** To provide new spaces for existing and new businesses and shops, and encourage new and innovative business sectors in the Euston area, such as knowledge or creative industries, and secure significant new job and training opportunities for local people and specialists.

High Priority

Medium Priority

Low Priority

Comments

6. **Creating sustainable development:** To plan for carbon free sustainable development and a local renewable energy network in Euston, to reduce the impact of new development on the environment.

High Priority

Medium Priority

Low Priority

Comments

7. **Improving the environment along Euston Road:** To create new and improved crossing points across Euston Road and improve the pedestrian and cyclist experience.

High Priority

Medium Priority

Low Priority

Comments

8. **Promoting sustainable travel:** To promote walking and cycling in the area, through encouraging improvements to the streets and enhancing facilities for pedestrians and cyclists and those using the station.

High Priority

Medium Priority

Low Priority

Comments

9. **Enhancing existing public transport:** To encourage improvements to underground services, station, bus and taxi facilities and particularly new entrances into the station to the north, east and west.

High Priority

Medium Priority

Low Priority

Comments

10. **Planning for future public transport:** To ensure that if a new station is developed, adequate improvements to the underground services and new transport links, such as Crossrail 2, are provided to prevent congestion and overcrowding of the underground trains.

High Priority

Medium Priority

Low Priority

Comments

Which three of these objectives are the most important to you?

Are there any other issues the plan should be prioritising?

Comments

Finally, what new uses (shops, homes, open space, jobs, schools, leisure etc) do you think should be accommodated above or around a redeveloped station at Euston whether or not HS2 goes ahead.

Your details

Please fill out your details below. This will help us monitor responses and will only be used in association with the Euston Area Plan project.

Name _____

Postcode _____

Email _____

Please return your completed questionnaire to any of Camden’s libraries by 5pm on 14th December 2012.

What happens to my comments?

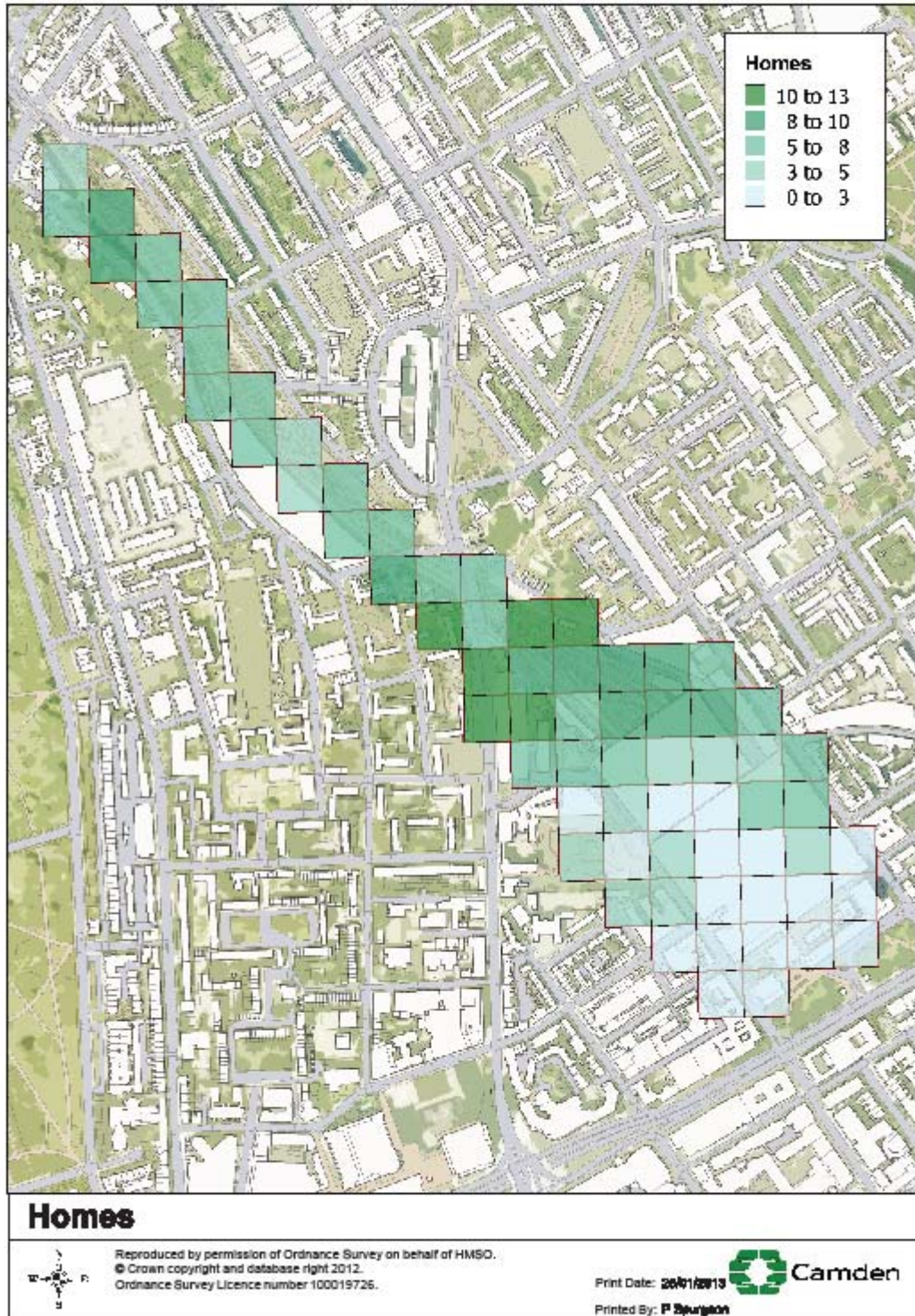
Thank you for taking the time to answer our questions. Your answers will help us understand what residents and businesses think are important issues in the area and show us if there are any issues we have missed. We will revise these objectives using the results of this consultation and use them to inform the production of a draft Euston Area Plan. We will be preparing the draft Euston Area Plan during early

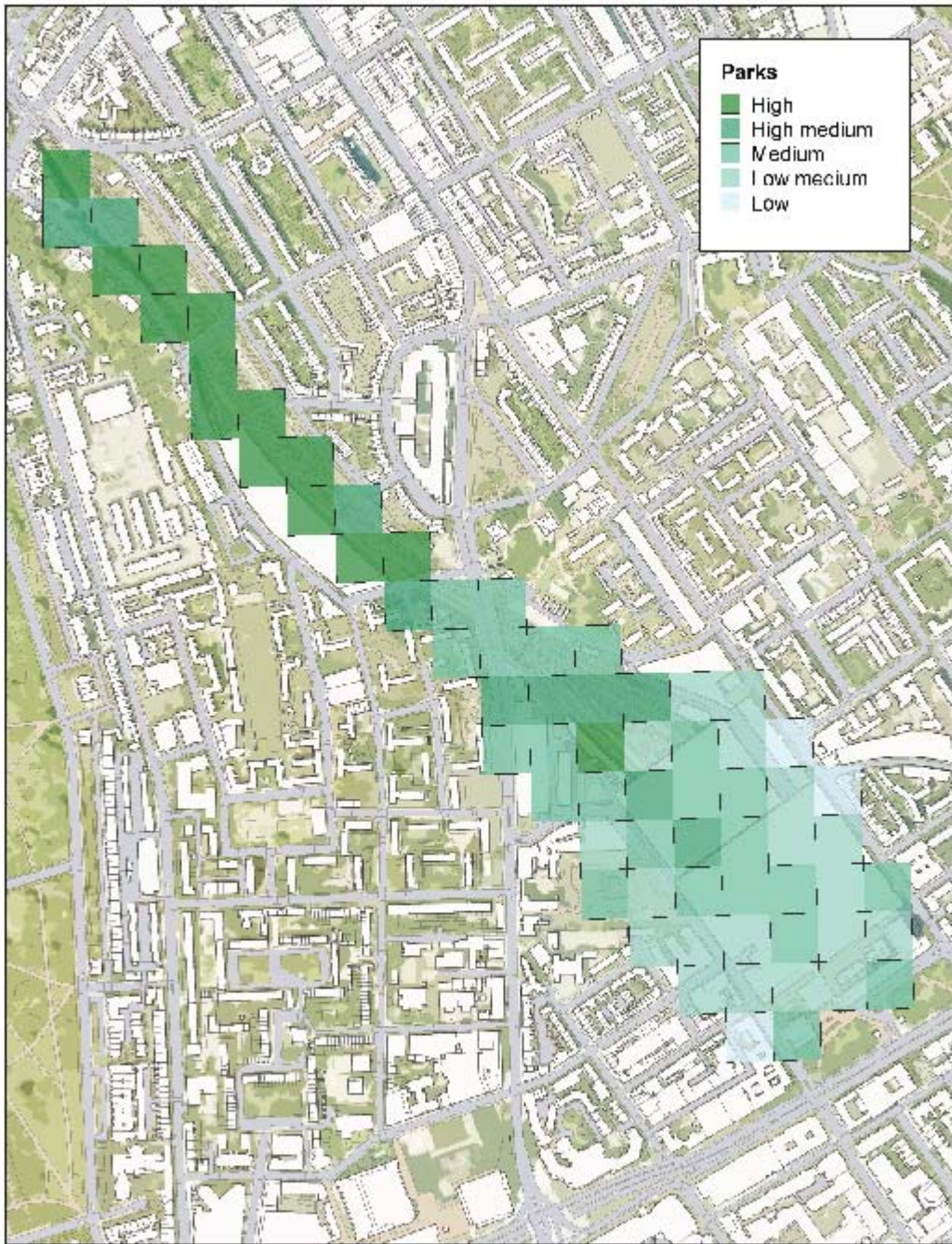
2013 and plan to publish this for comment in June/July 2013. Please visit our webpages at www.eustonareaplan.info to keep up to date on the latest news.

Appendix 6

Interactive mapping - land use mapping results by use

Appendix 6 – Maps of the Euston Area Plan by Use





Parks

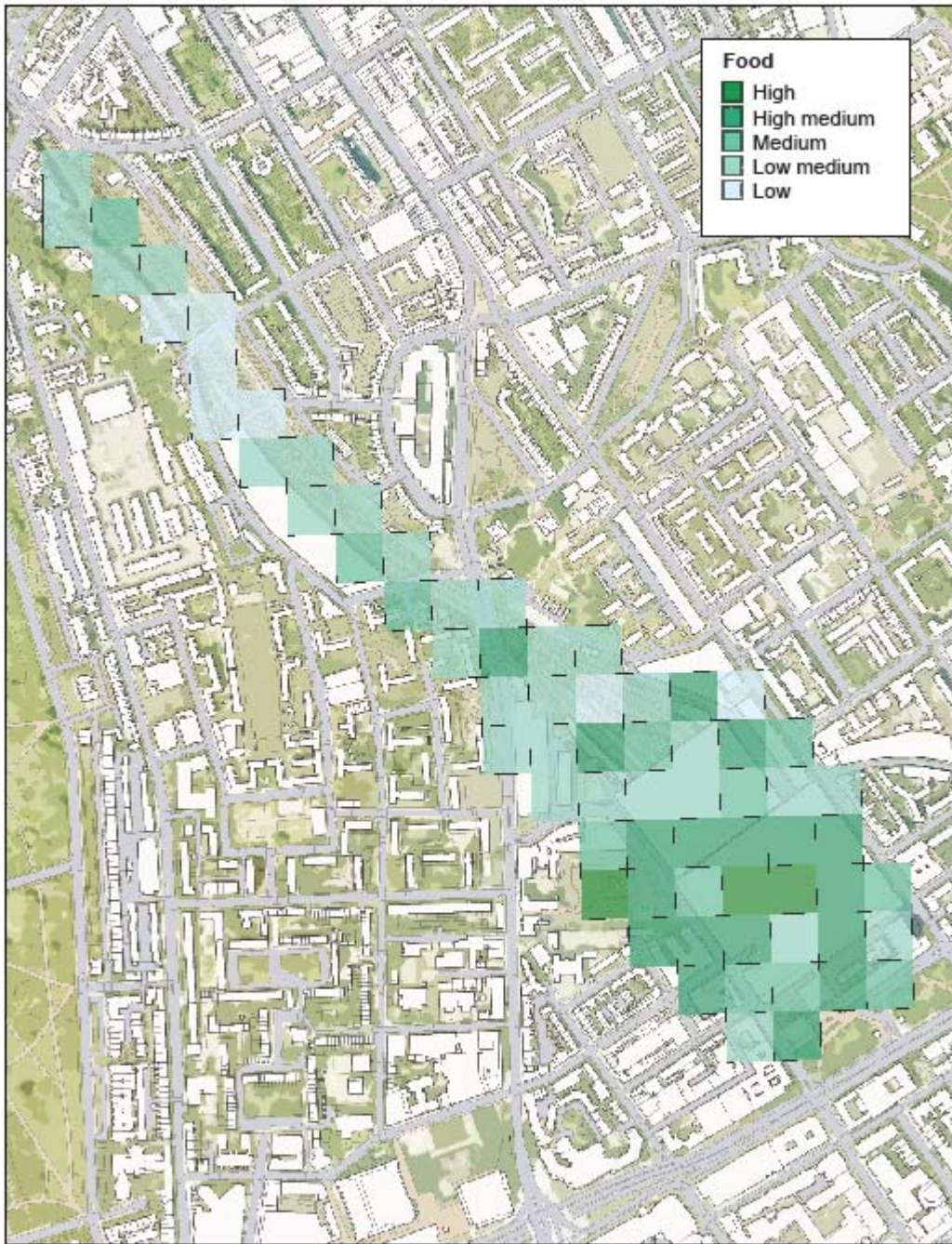
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Parks



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Food

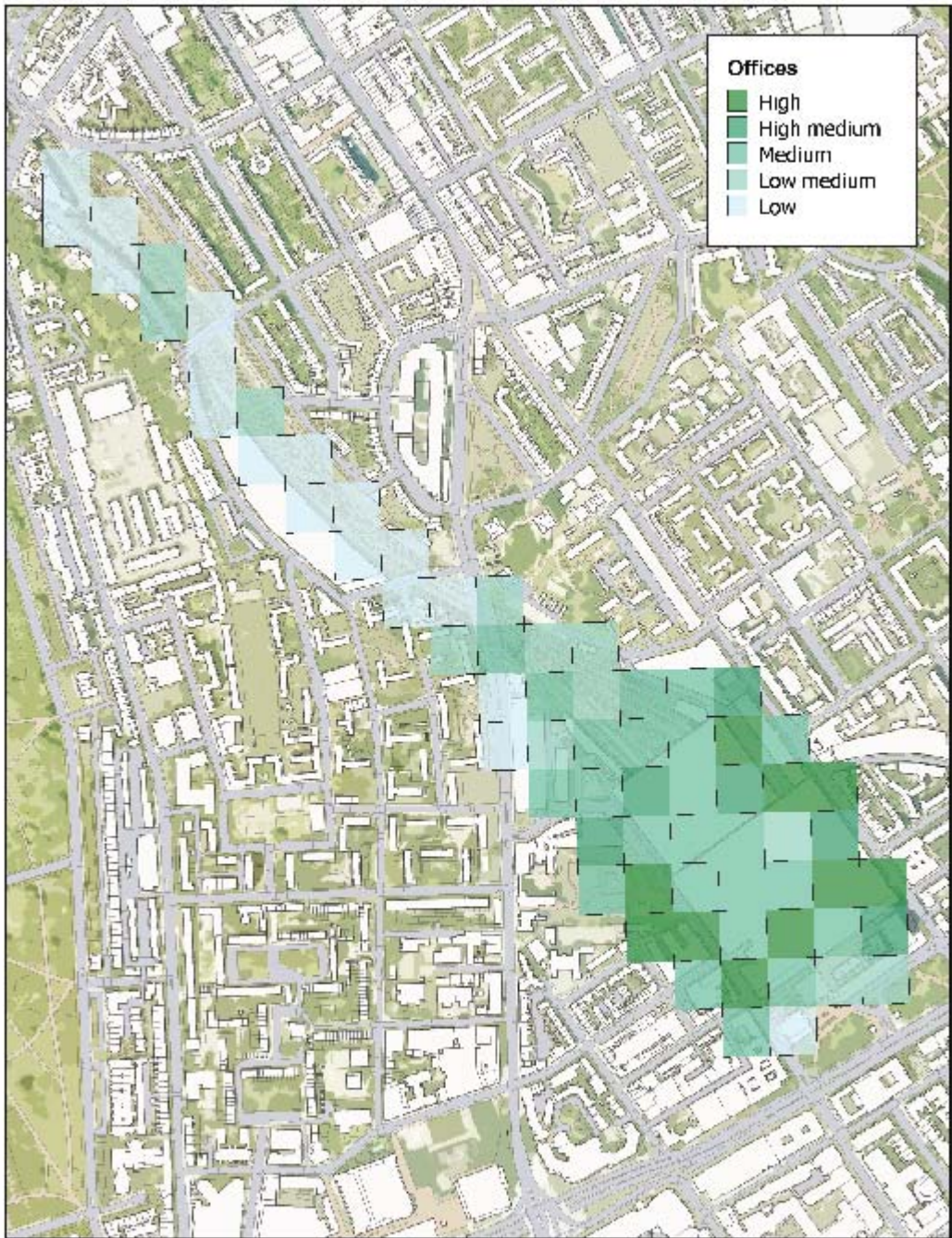
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Food



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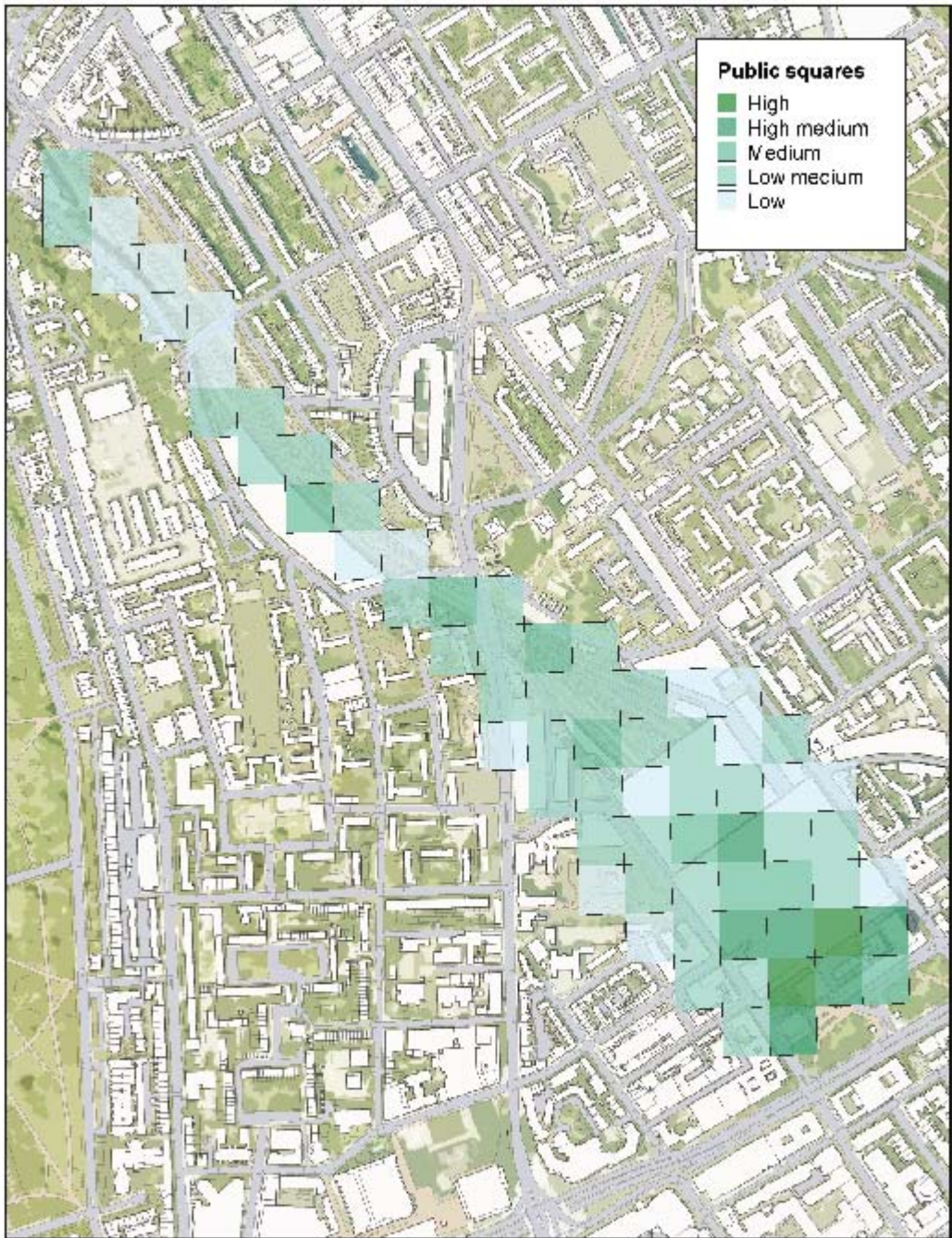
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Offices



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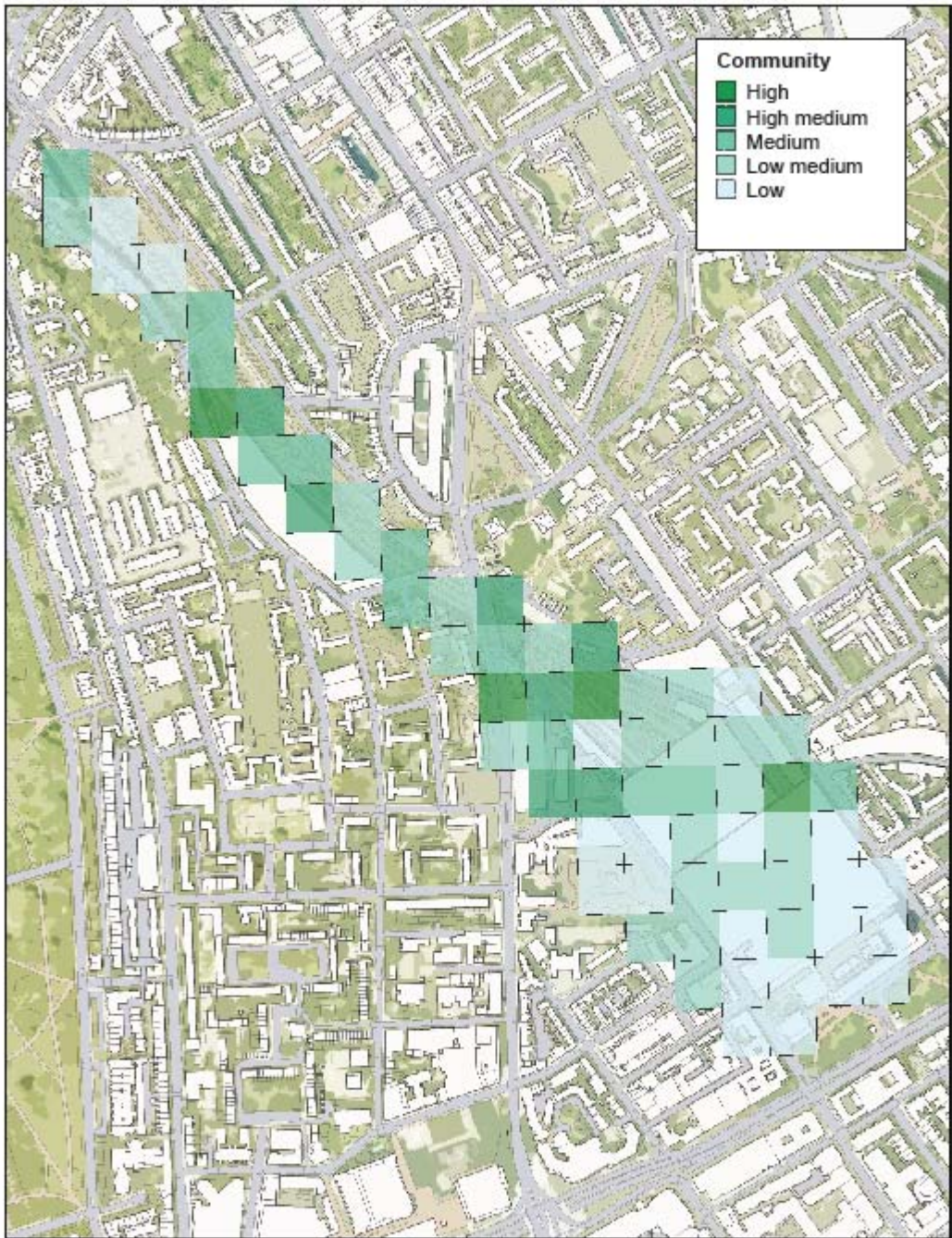


Public squares



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Community

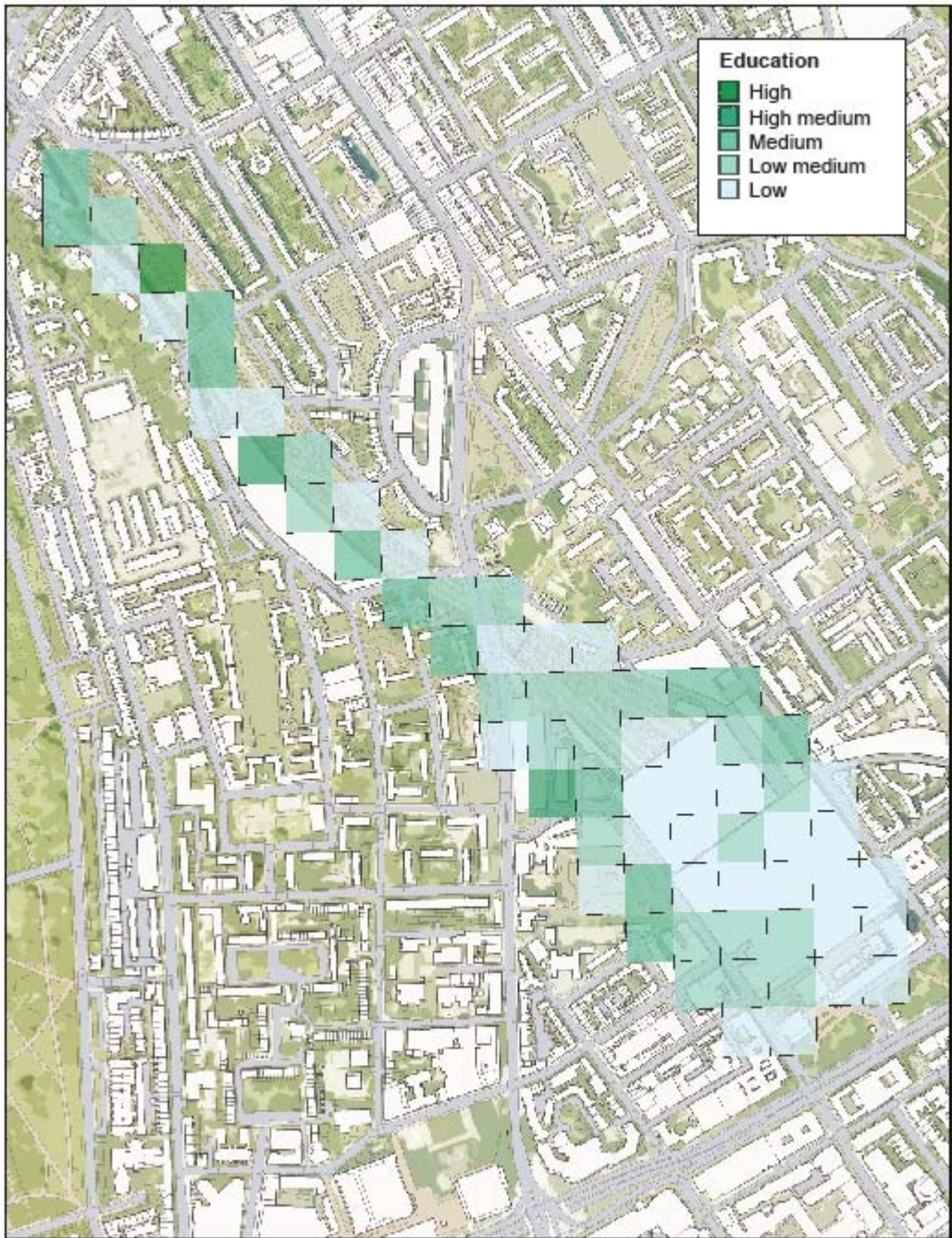
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Community



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Education

- High
- High medium
- Medium
- Low medium
- Low

Education



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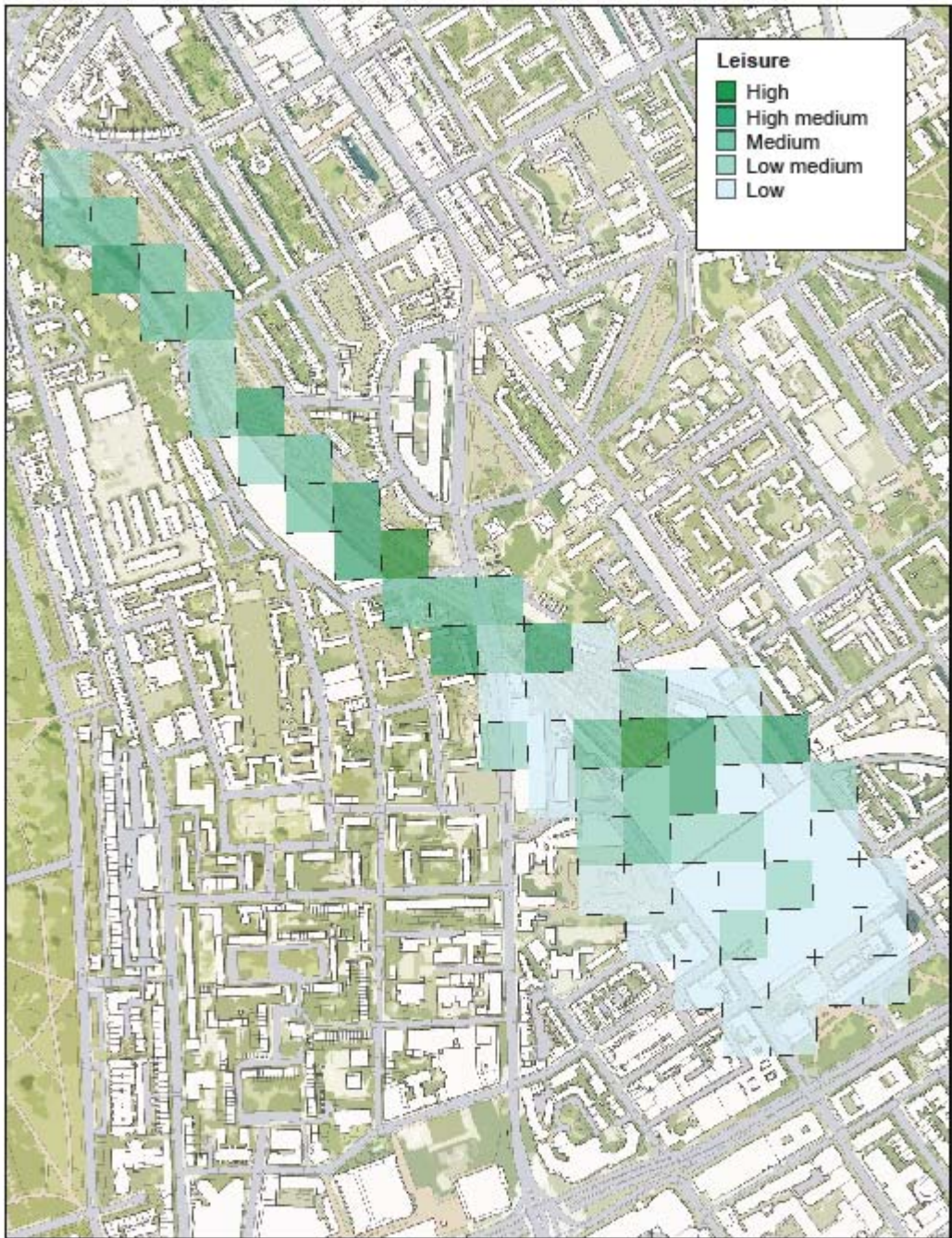


Health



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Leisure

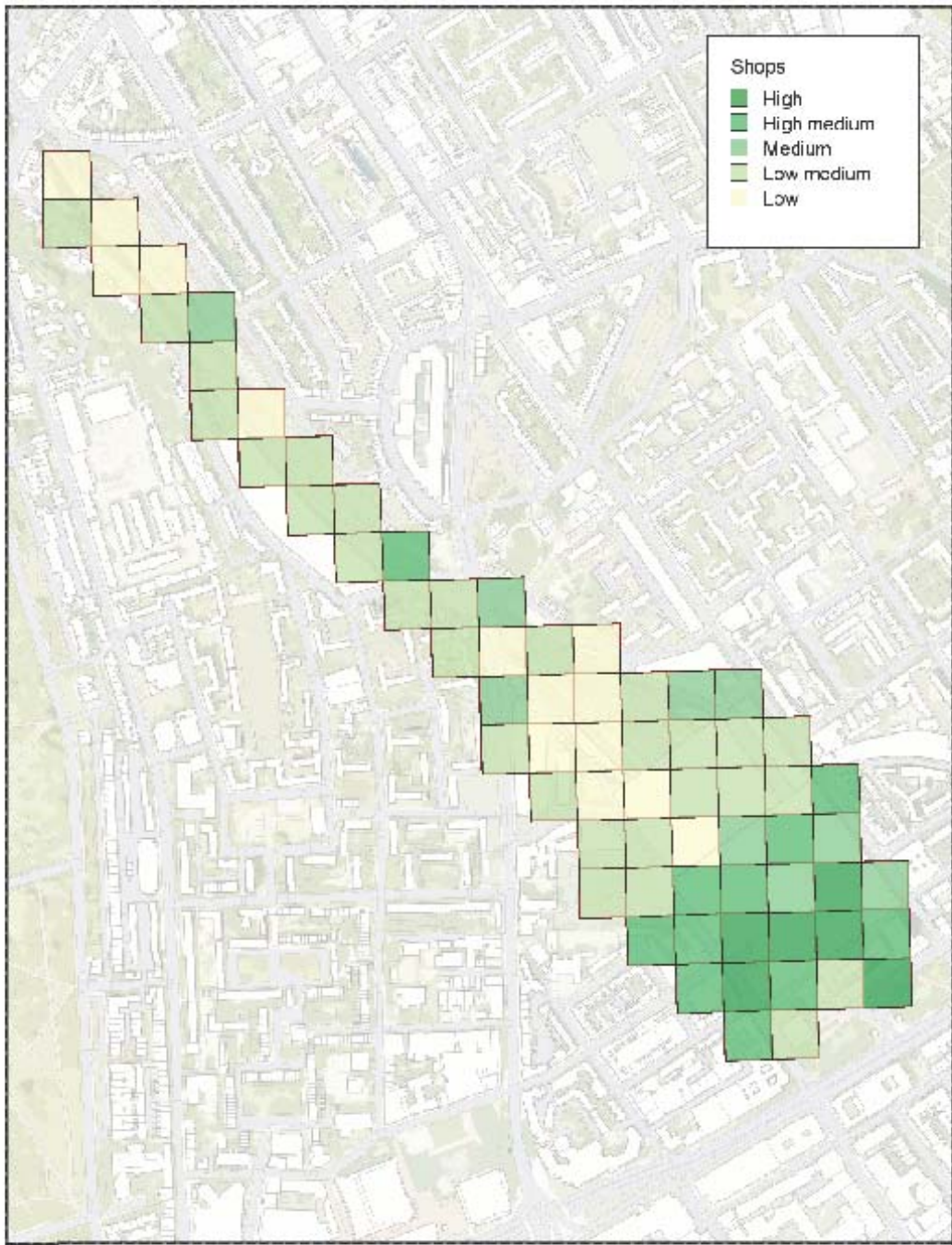
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Leisure



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Shops

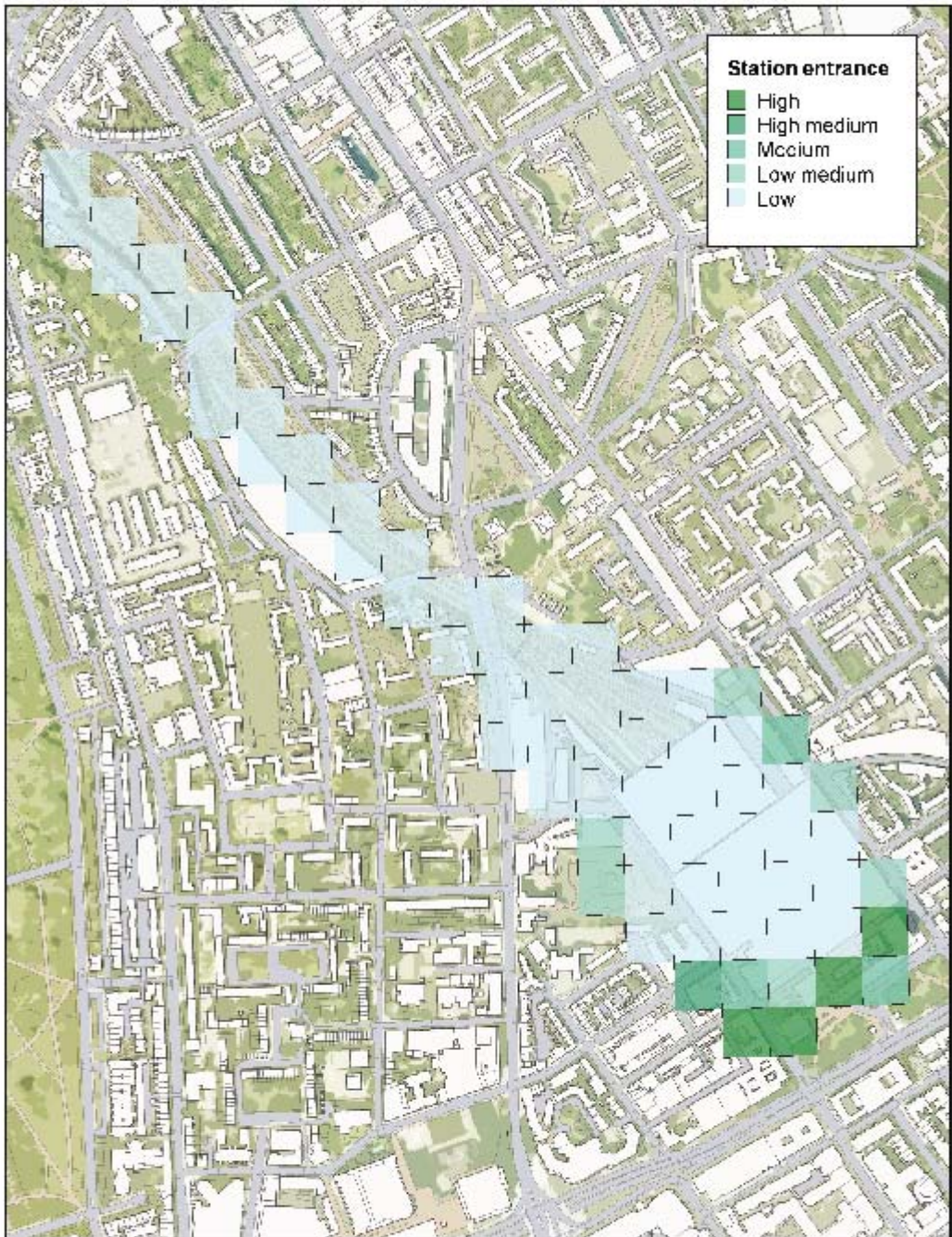
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Shops



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Station entrance

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Station entrance



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