

Euston Stations Planning Brief – Key Principles, 22nd May 2017

The overarching principle for the Euston Stations Planning Brief is *“Designing Euston as a sustainable place for everyone to enjoy, a new piece of city with a world class transport interchange and a vibrant mix of housing (including genuinely affordable housing), economic uses, open space and cultural facilities which knits into and reconnects existing communities and areas.”*

The seven principles are set out below:

1. Best use of space

- Deliver a world class transport interchange and destination that helps to make the best use of space above and around the station and tracks to maximise opportunities for a diverse mix of new homes (including genuinely affordable homes), jobs, commercial and community facilities, routes, high quality green spaces and public realm and space for art and play which meet the aspirations of the whole community.
- Ensure a comprehensive approach to development that fully connects into and complements the surrounding area, creating an inclusive place that caters for local residents, businesses, visitors and passengers.
- Ensure the station is as compact as possible – maximising opportunities for new development and minimising land take of the station and ensuring the transport interchange successfully fits within the urban townscape, through careful and sensitive design of station bulk and massing so that the station doesn't remain or become a barrier.

2. An outward looking station

- No backs or fronts - ensure the station and any development is outward looking in all directions to encourage permeability and to disperse and rebalance activity and economic potential. The station should foster a stronger relationship with nearby communities and places, including:
 - Camden Town
 - Tottenham Court Road/Hampstead Road
 - Kings Cross/St Pancras
 - Bloomsbury
- Provide activity at ground floor all around the station, along new streets/routes and new buildings.
- Create a choice of accesses and exits, circulation and onward travel options.

3. Respecting the history of Euston

- Respect existing heritage assets and character of the surrounding area, promoting careful design to ensure opportunities to enhance character are taken where possible.

4. Designing for the future - place and use

- Create a high quality destination that caters for all, ensuring the station and development above and around are fully accessible and easy to use.
- Ensure the design of the station, development and public realm is flexible and can respond to future demands, growth and changes, thinking creatively and designing in safety and security requirements from the outset.
- Prioritise and promote sustainable active transport modes such as walking and cycling, addressing the barriers presented by the major roads around the site including Euston Road, Hampstead Road and Eversholt Street.
- Ensure surface transport provision particularly buses is carefully planned as part of the new development, improving access and onward travel, user experience, safety and minimising disruption to local residents. Reduce the impacts of motor vehicles and consider future options and creative alternatives to meeting demands.
- Create a resilient environment that contributes towards minimising impacts on air quality, flood risk, climate change and urban cooling using measures such as greening, minimising resource uses, using renewable energy and the design and orientation of buildings.
- Provide and promote innovative and sustainable servicing to the station and over-station/related development.

5. Boosting the economy

- Ensure development helps to foster a sustainable mixed economy, supporting businesses of all sizes including start-ups.
- Deliver inclusive growth, with good employment and real opportunities for career progression for local residents.
- Supporting the growth of the Knowledge Quarter in the area and associated science and creative based sectors.
- Provide links with nearby developments and environmental, transport and regeneration projects.
- Maximise opportunities for meanwhile uses across the site to ensure there is activity throughout construction.

6. Quality open space and public realm - new and re-provision

- Deliver a range of high quality, linked open and green spaces and public realm, including re-provision and enhancement of existing greenspace (with a maintained presence of green space along Euston

Road) and provide a range of new additional open spaces to meet the needs created by the station and development.

- Provide high quality and attractive public realm, to enhance, attract and optimise development opportunities and create a safe, welcoming and attractive environment where people want to spend time. Spaces should be accessible and inclusive offering a range of opportunities for local residents, businesses, visitors and station users including elements of tranquillity, space to meet others, improve health, access nature, and play.
- Recognise the amenity and historic value of Euston Square Gardens and consider how best to reinstate them following stations' construction
- Retain trees where possible and maximise tree planting to enhance the attractiveness of the public realm and help mitigate air pollution and climate change.

7. Creating a network of new healthy streets to link into surrounding area

- Address and provide for key desire lines as streets and in public spaces.
- Create new safe routes to address future desire lines to better disperse movement within the area.
- Provide new public green streets open to the air and fronted by active uses, connecting:
 - north to south across the station;
 - east to west linking Robert Street and Phoenix Road and onwards to St Pancras (HS1);
 - Drummond Street to Doric Way
- Creatively address the level changes across the station
- New healthy streets that prioritise place making and walking and cycling.