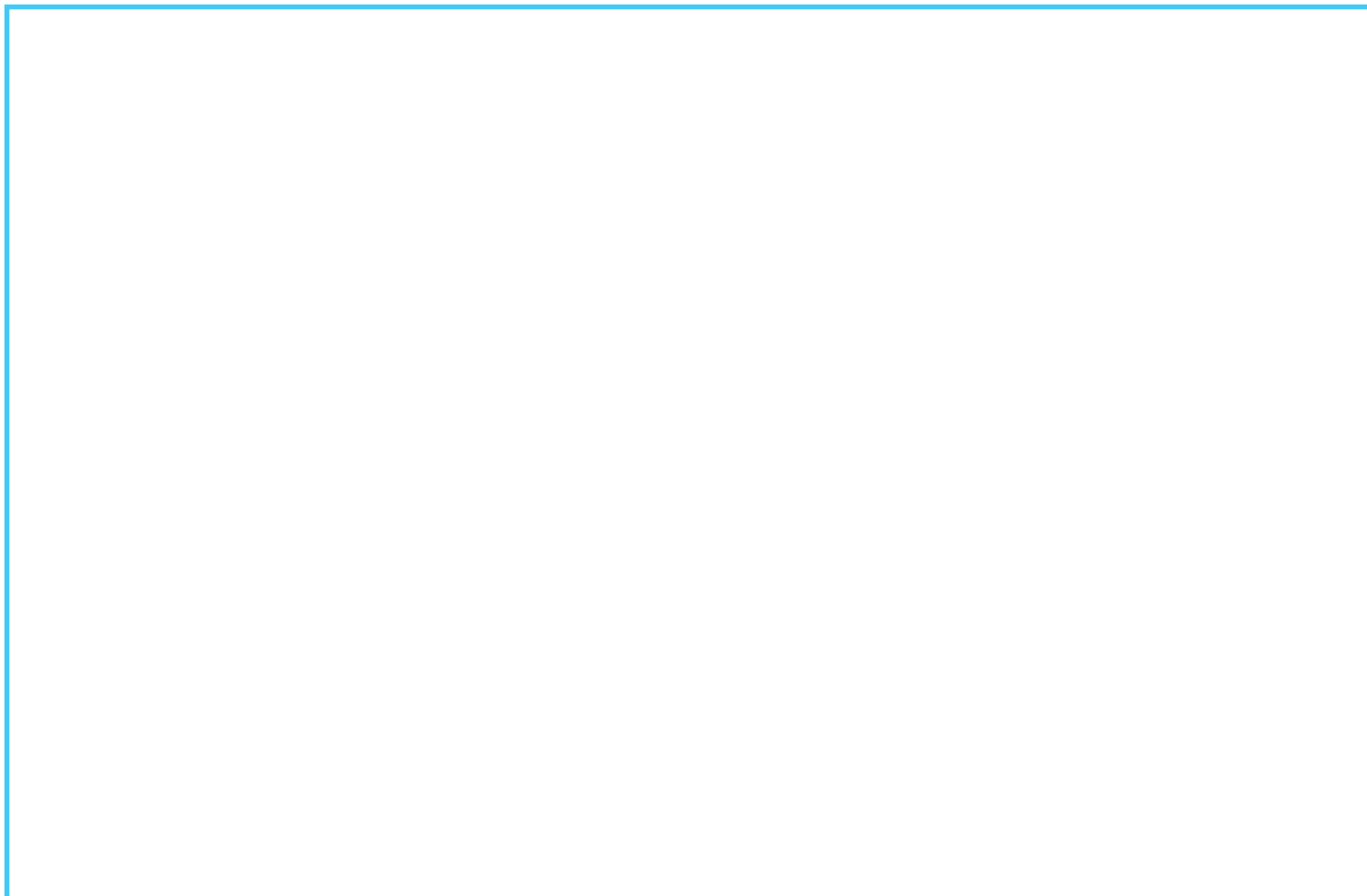


# **Euston Area Plan - Examination:**

Statement in response to the Inspector's Matters, Issues and Questions

Sydney and London Properties Limited  
June 2014



This document is the Statement in response to the Inspector's Matters, Issues and Questions Euston Area Plan on behalf of Sydney and London Properties Limited.

Sydney and London Properties are project managing the Euston Vision Masterplan and response to the High Speed 2 proposals, on behalf of Euston Estate (GP) Limited who have a long lease on the Euston Estate. The Euston Estate consists of the properties between Euston Station and Euston Road: One Euston Square (formerly 40 Melton Street), and One Eversholt Street, including the tower and the podium above the current bus station. Grant Thornton House, also forms part of the Euston Estate, the long lease of which belongs to Stanright Limited and Balfe Limited. Grant Thornton House is also project managed by Sydney and London Properties.

Sydney and London have joined the Related Companies to form the Euston Regeneration Partnership.

Whilst we broadly welcome the overall increased levels of development proposed for the Euston area, we are still concerned that the proposed quantum of development set out in the proposed submission draft plan is not ambitious enough.

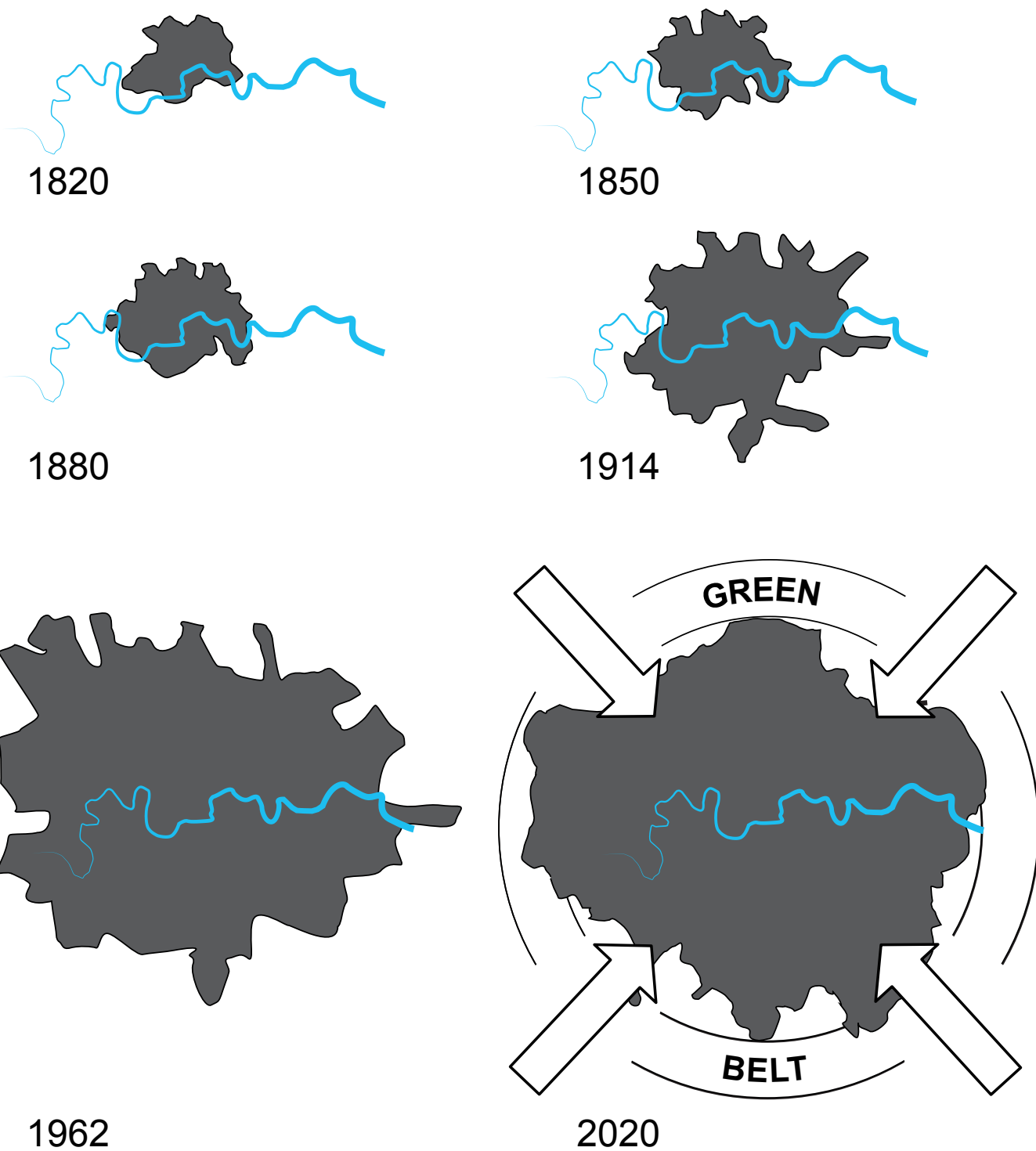
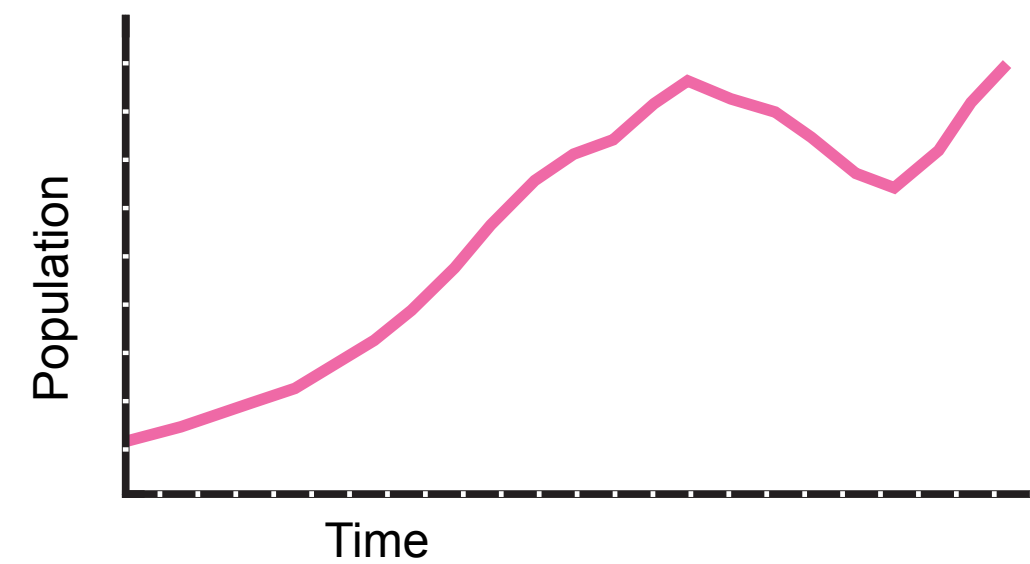
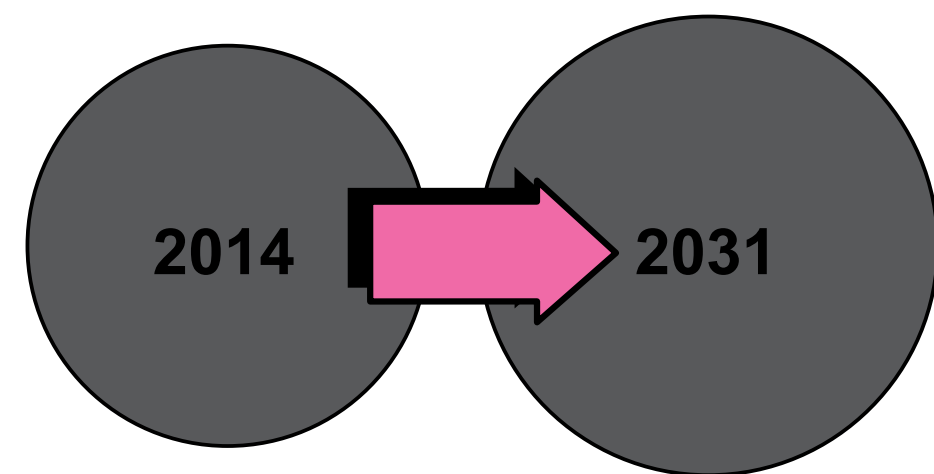
We are concerned that the aspirations of the submission draft Euston Area Plan will not allow sufficient value to be achieved from the proposal to facilitate a comprehensive development of Euston station as a world class terminal for a 21st century railway. This document sets out our alternative vision for the Euston area.



# Wider London Issues



Today + 1 million people



London is growing, possibly by **another million people by 2031**. To avoid continued sprawl at its edges, London's growth must now be focused on **intensification and transformation** to sustain itself as a world class city.



CROSSRAIL



UNDERGROUND UPGRADE



HIGH SPEED 2

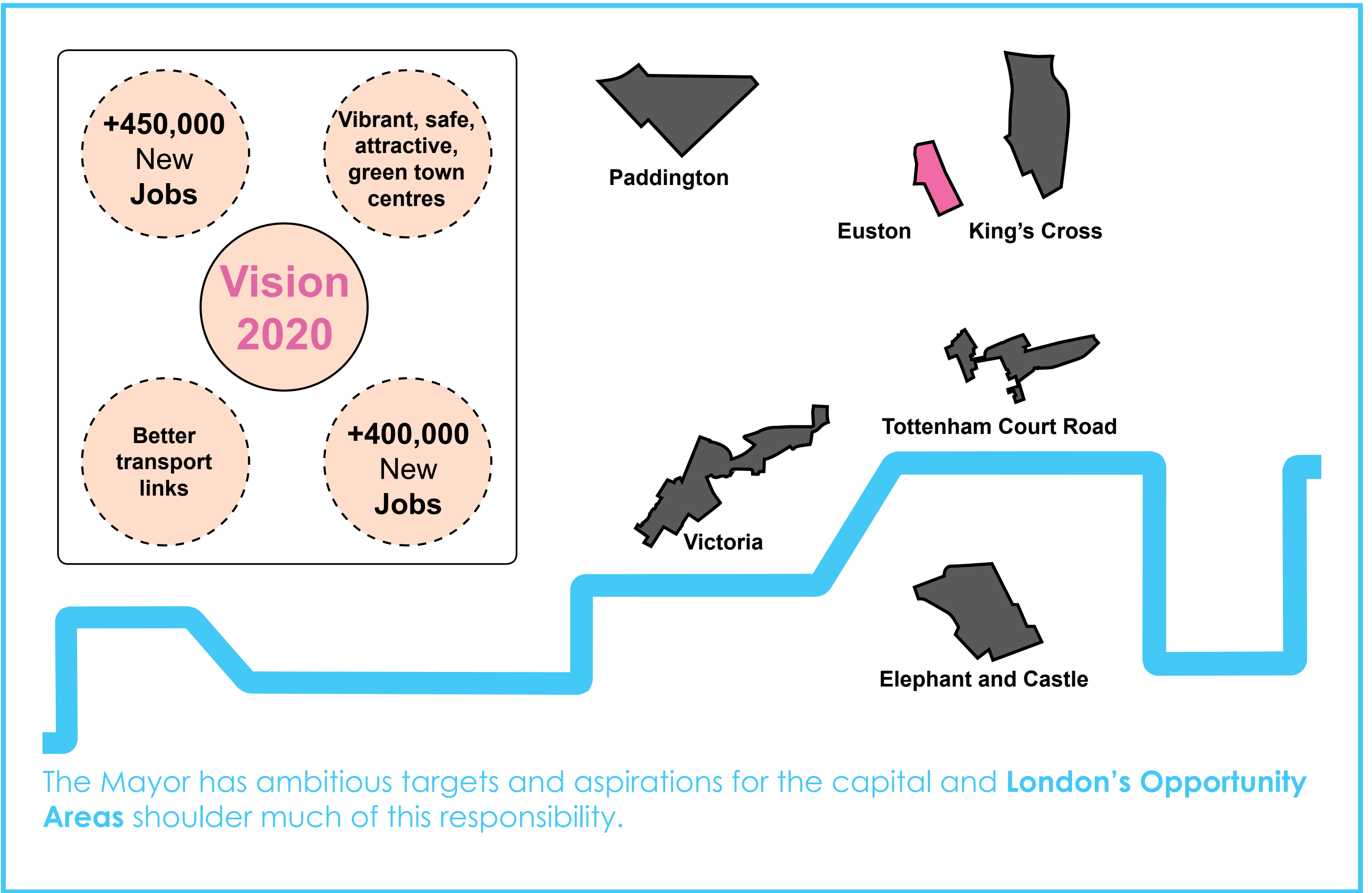
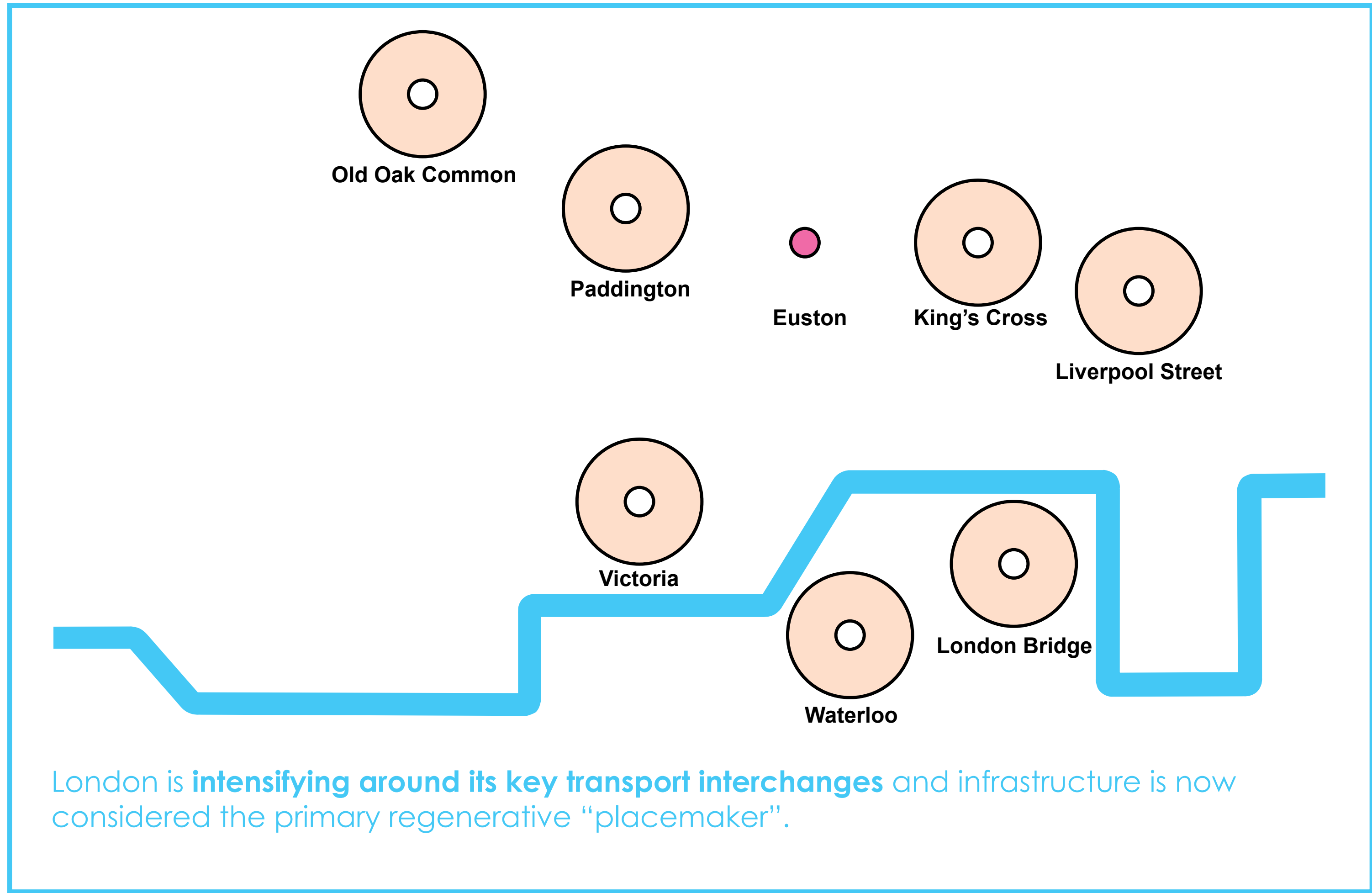


OVERGROUND UPGRADE

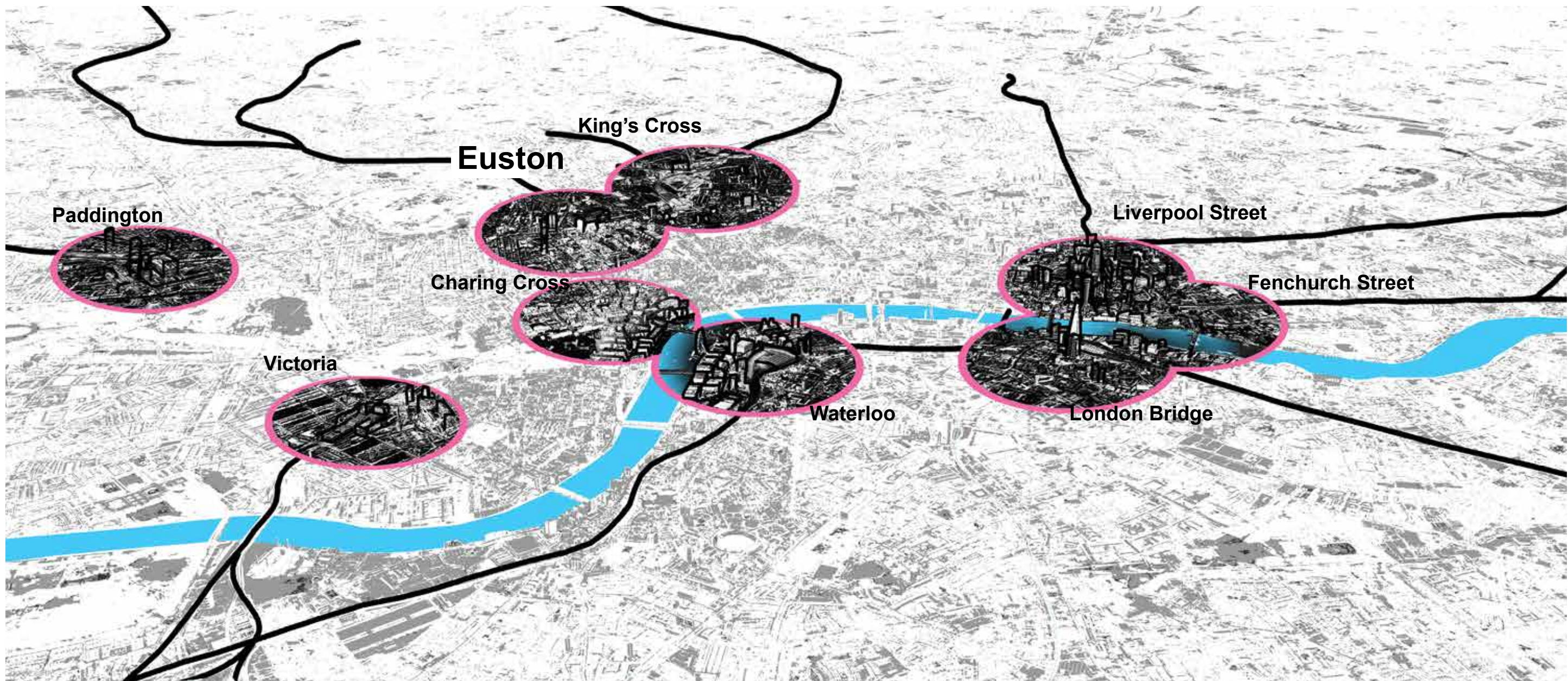


AIRPORT EXTENSION

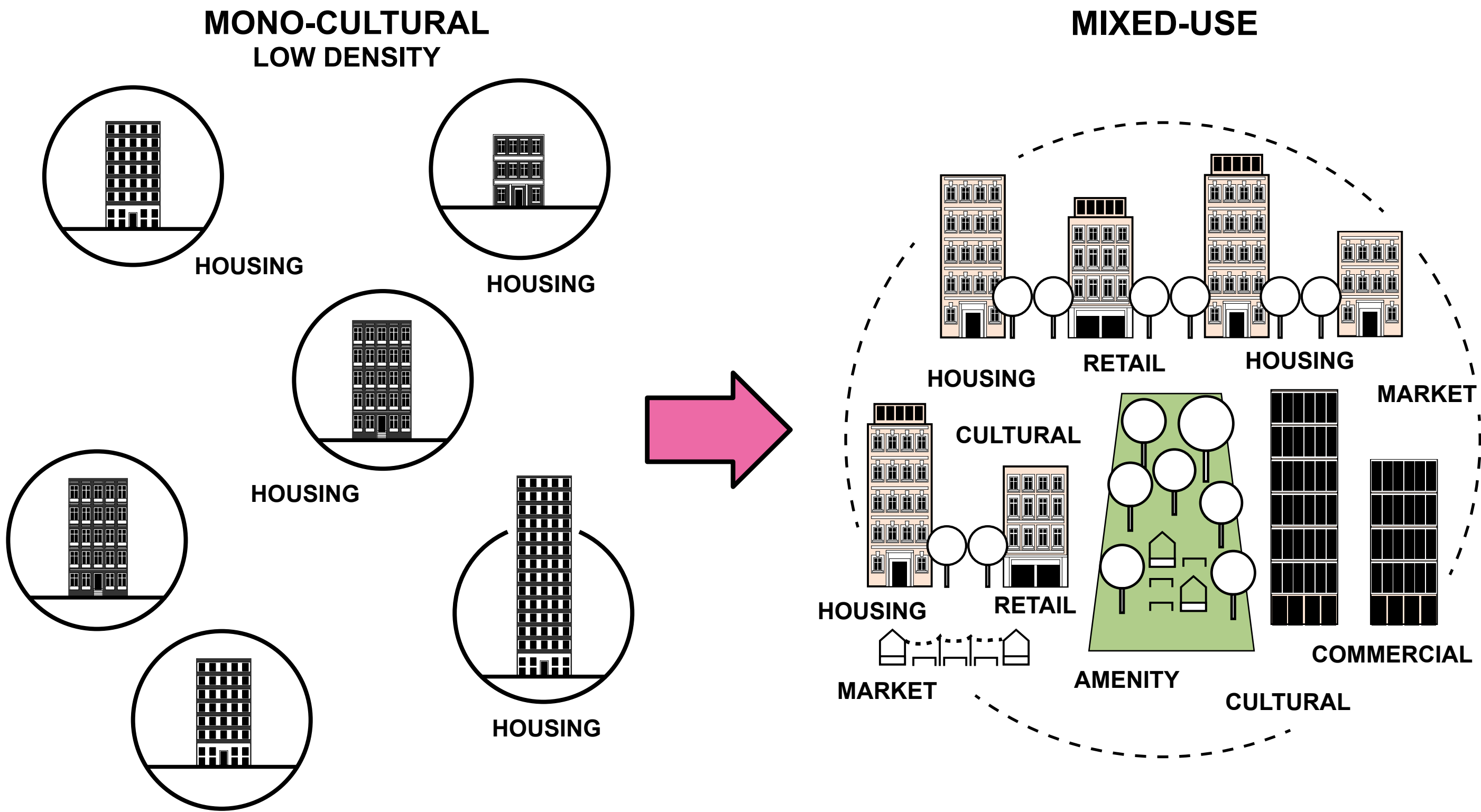
Like our Victorian forefathers, we are now investing in **ambitious transport infrastructure** projects to improve accessibility in our major cities and countryside.





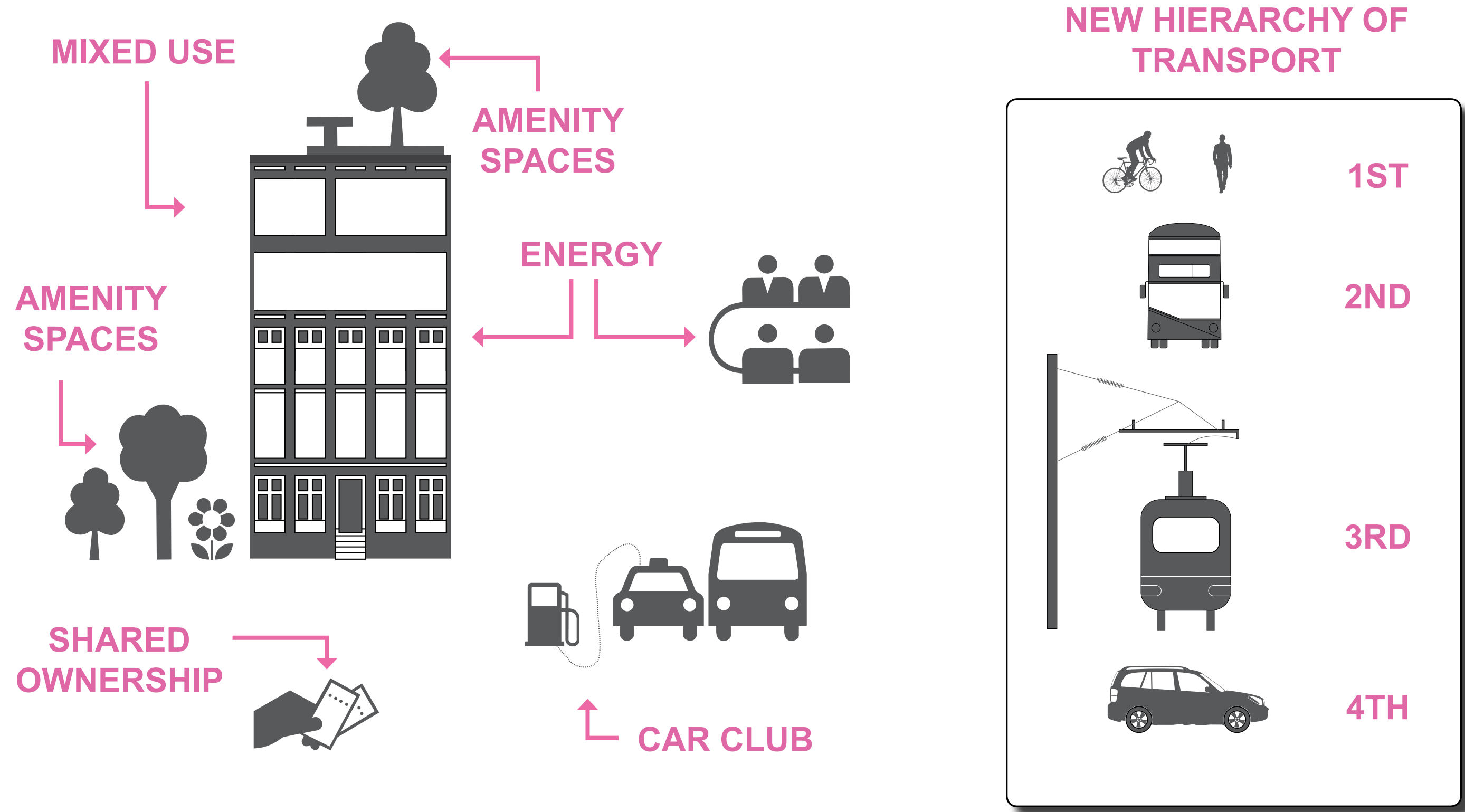


London's **transport interchanges** are beginning to be marked by clusters of taller buildings providing **legibility to the capital's townscape** and its occupants mental map.

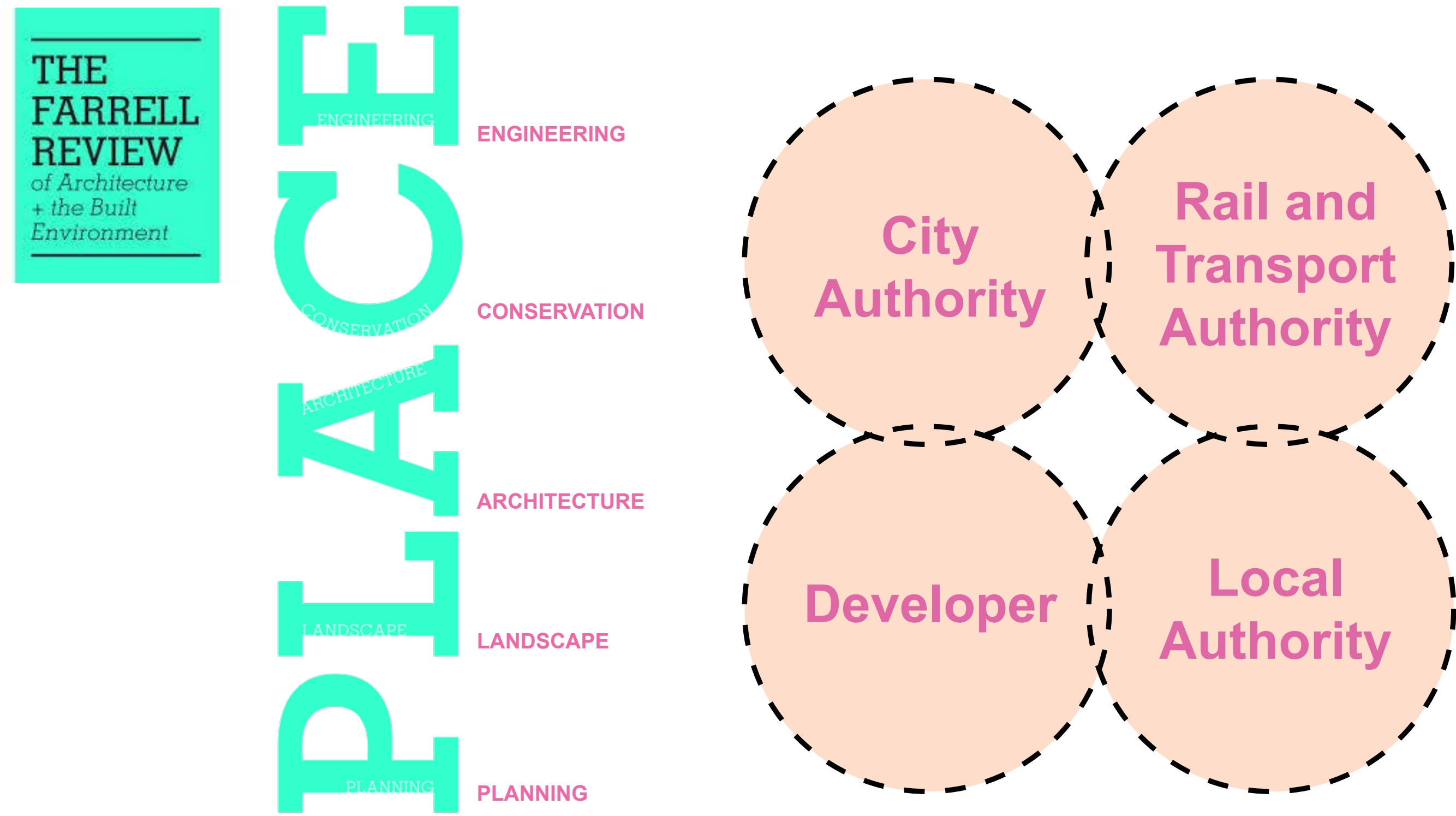


London's low density housing estates are **ready for renewal**, offering the **opportunity** to create mixed-use, multi tenure space positive places.





The capital must now explore **new building typologies** and challenge traditional attitudes to car ownership, vehicular movement, amenity space, service provision, energy generation and building systems in order to **respond to increasing pressure on land** as a resource.



To **maximise the place making opportunities** that now present themselves in the capital we must adopt a **joined-up holistic approach** to planning ensuring that all stakeholders work together with a common vision.



## Euston Road Issues



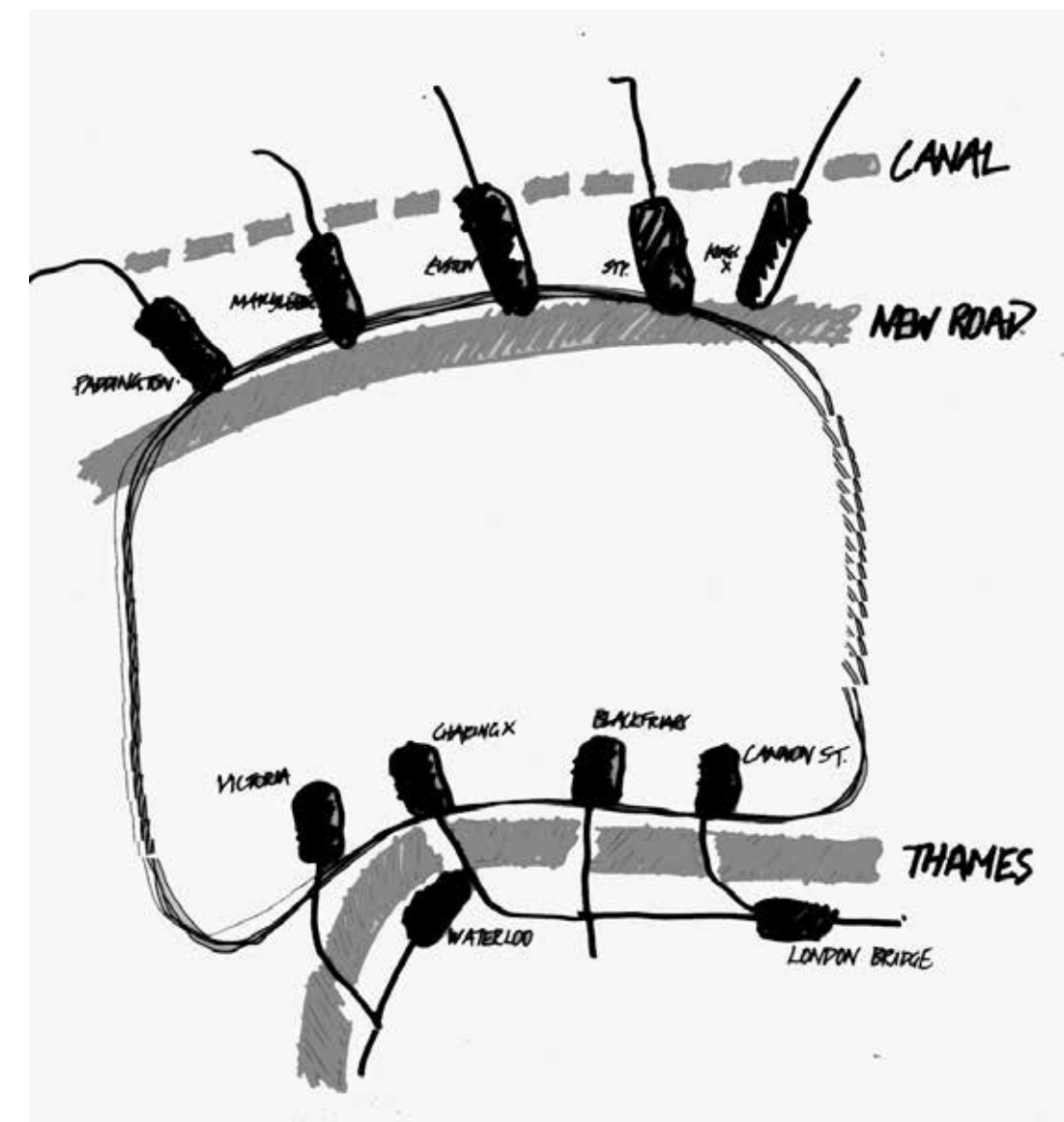
## 4 Parishes



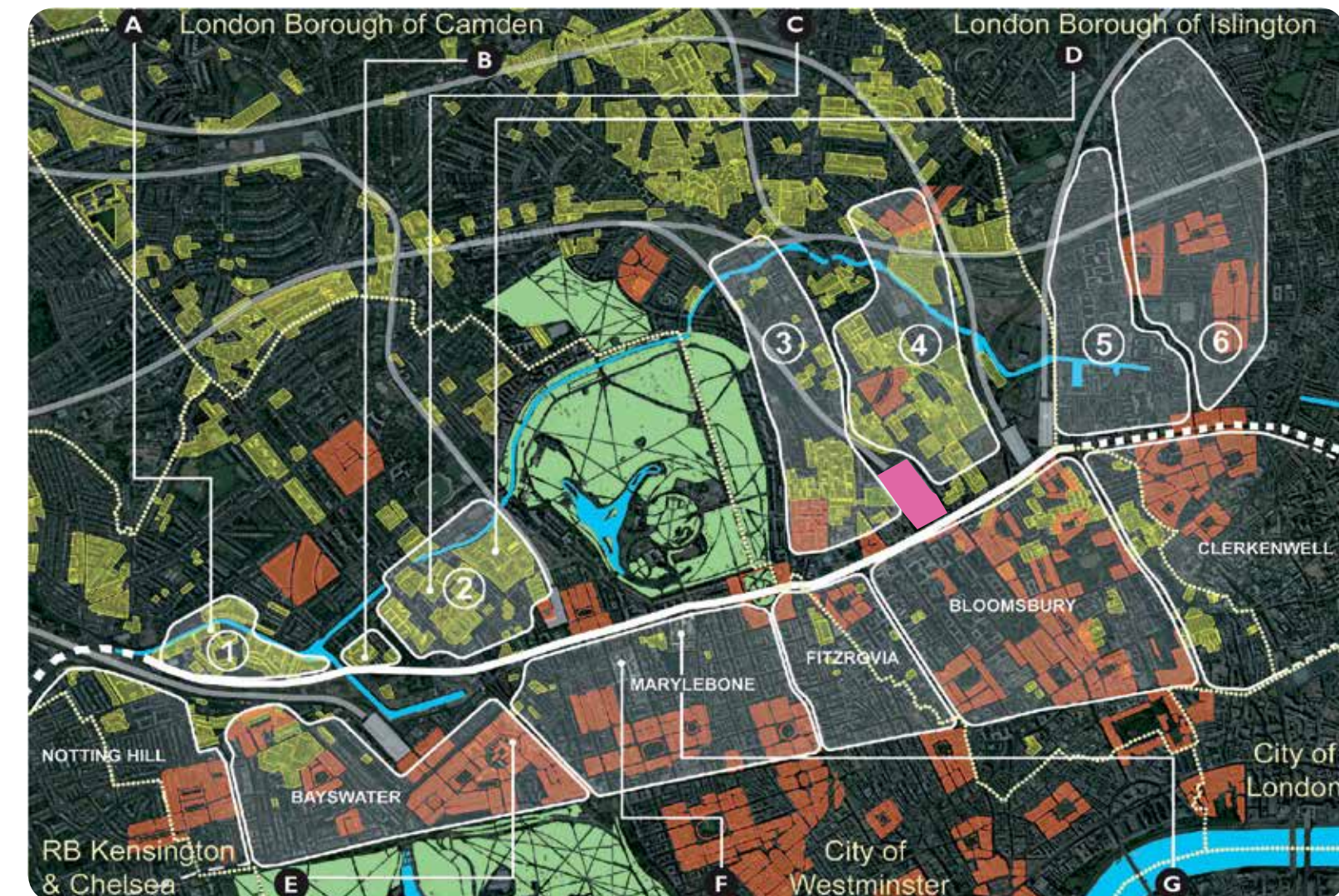
## The New Road 1799



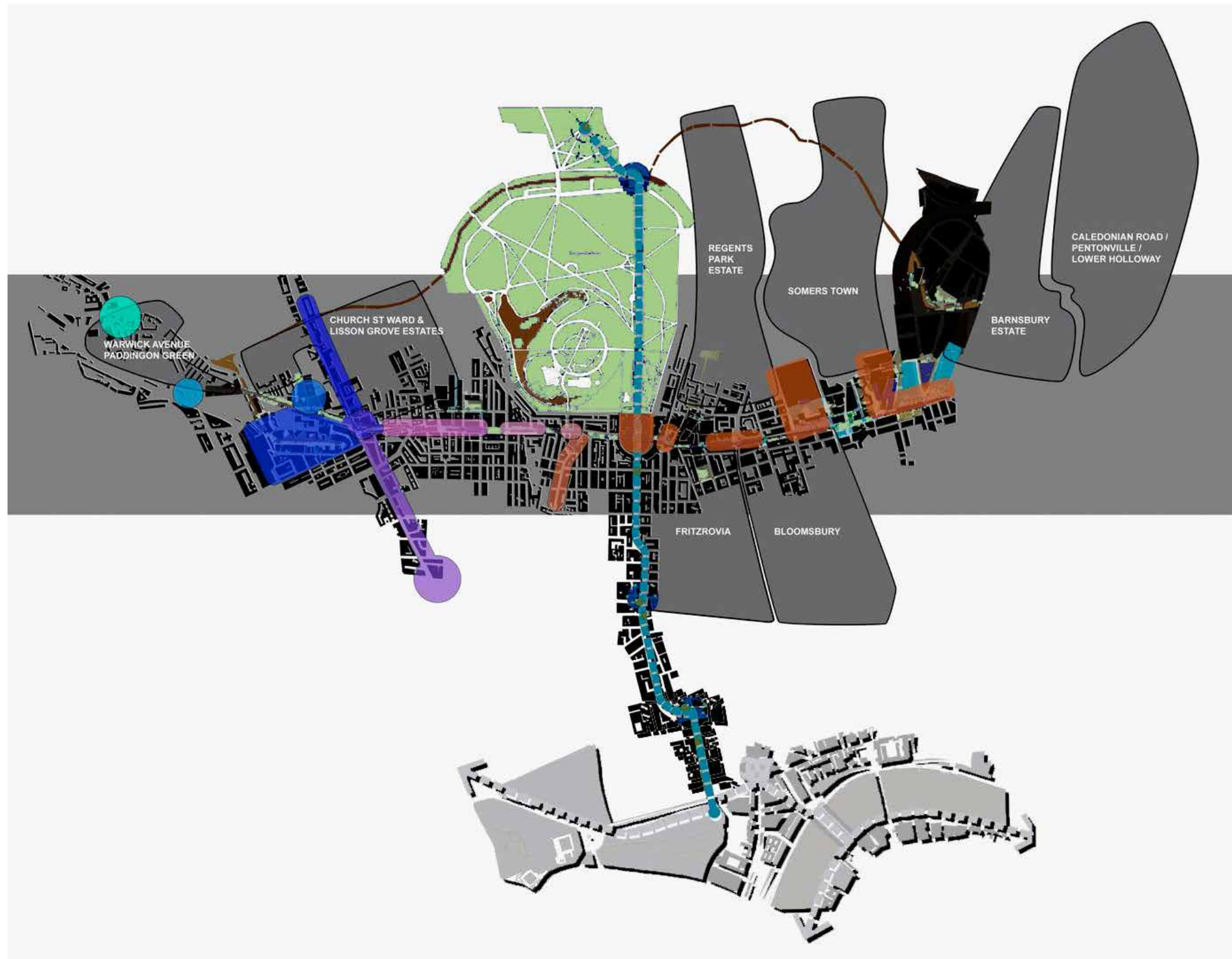
We understand London and have studied the Marylebone/ Euston Road extensively. The road was constructed as a by-pass taking cattle away from the centre of town and it quickly became **a placemaking catalyst**. Along it, because of improved access, parishes then villages were founded.



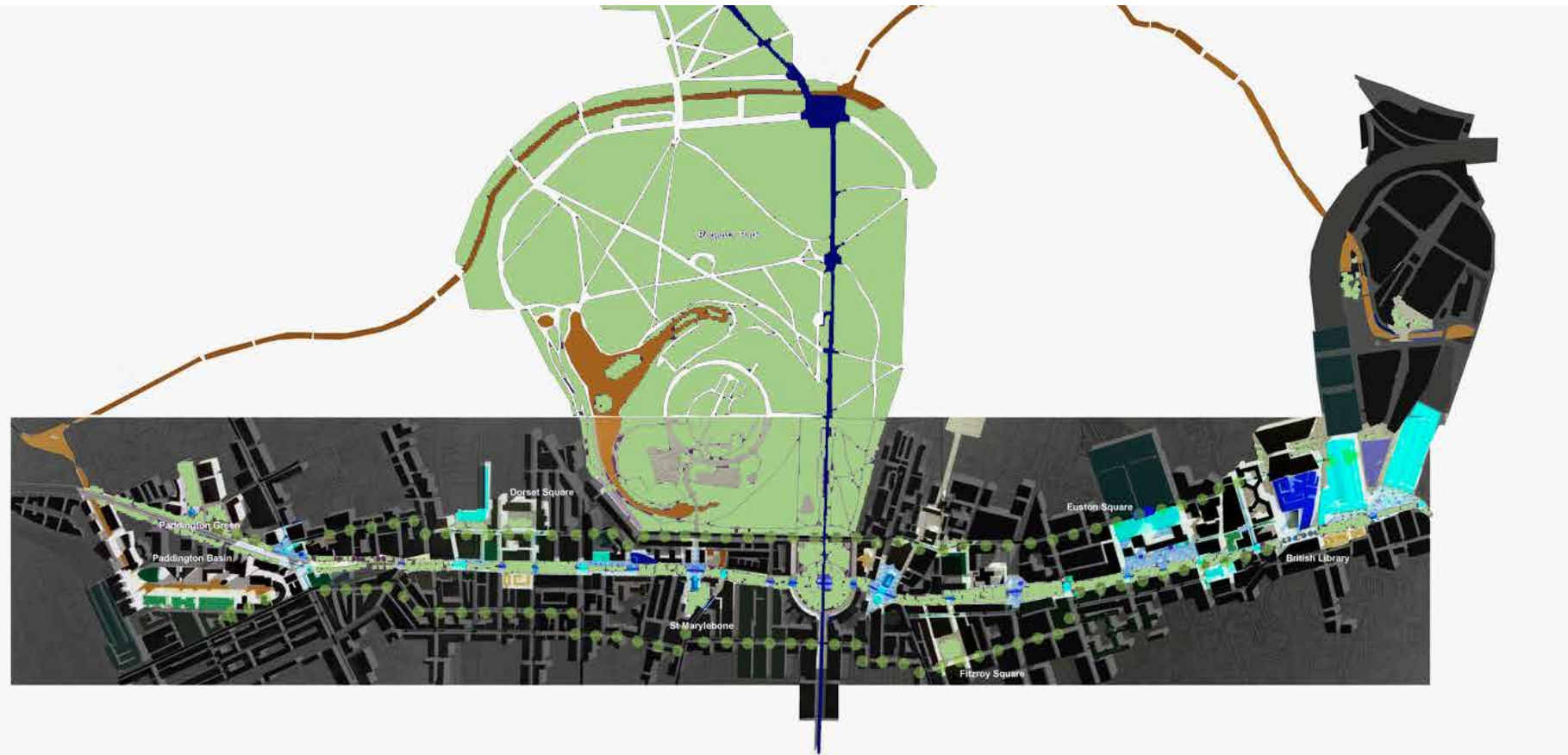
In the nineteenth century, railways were not allowed to enter central London itself, but terminated at stations just north of the New Road. As a result, land to the north of Marylebone/Euston Road has been **broken up into parcels**, creating **urban discontinuity** in this part of London.







In the 1960s the Marylebone/Euston Road was declared a through road and this changed its emphasis from a series of connected places to a **motorway environment**. Today there are moves to return it to its **origins as a placemaker**, with an approach to addressing key nodal points such as King's Cross, Euston Circus, Great Portland Street and now, Euston.

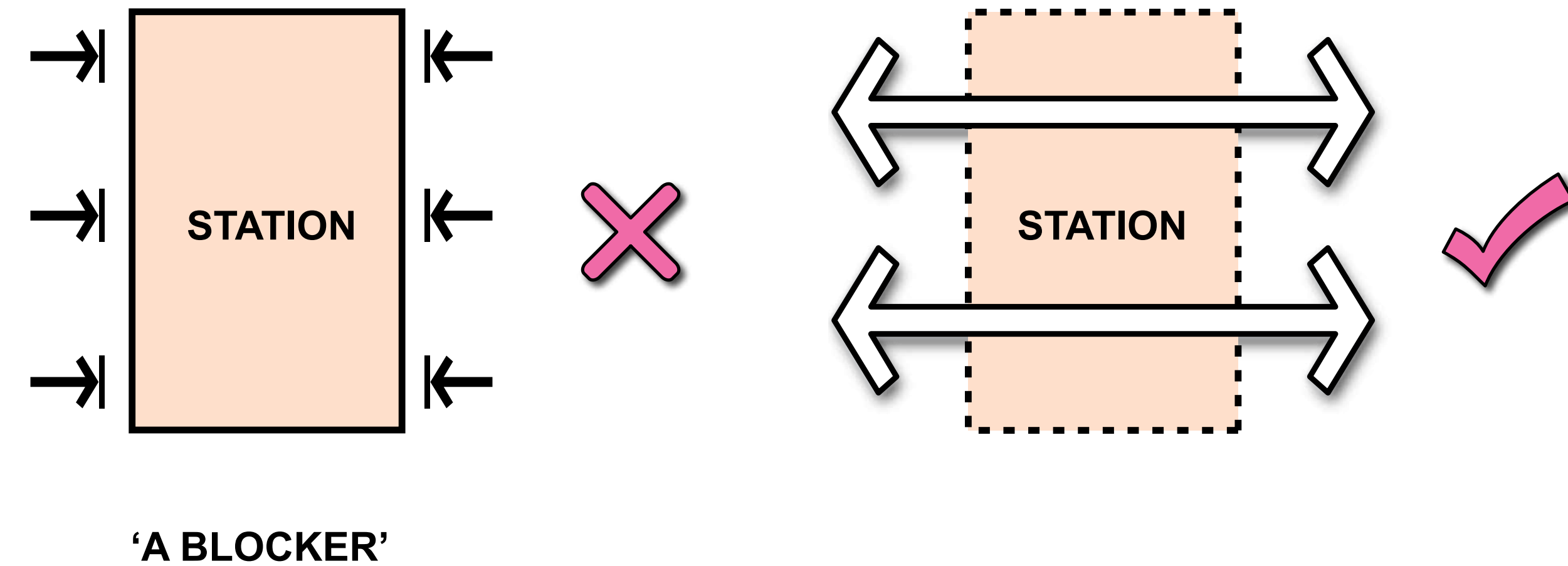


Our work on Euston/Marylebone Road has developed a **strategy for parallel routes** for pedestrians and cyclists, backed by an approach to landscaping, railways and crossings, which are reprioritised, together with street lighting, furniture, trees and so on. These have been put into practice with the development of Regent's Place. Euston Station provides the next opportunity in the rebirth of Euston Road, an **opportunity to create a new town centre**.



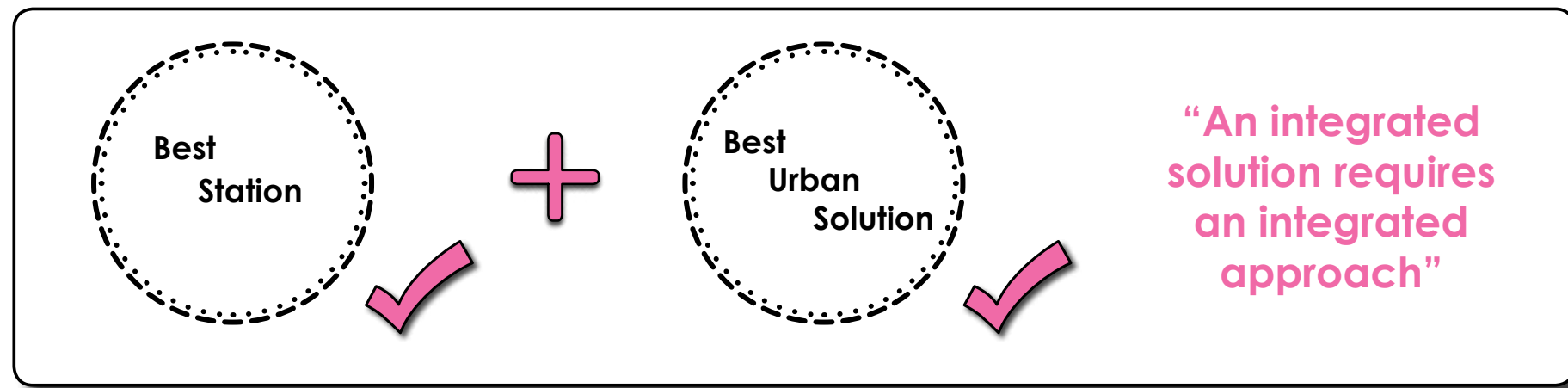
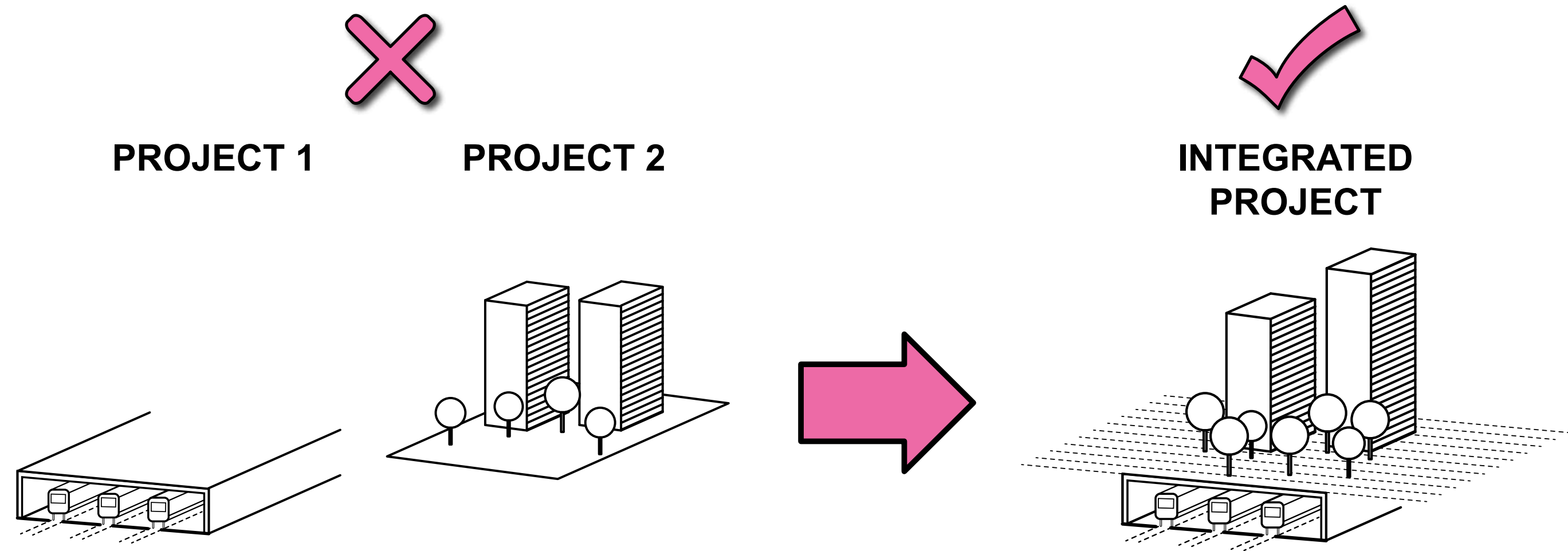


We have proposed **a network of interconnected streets** that provide **excellent permeability** and connect transport interchanges, communities, green space, institutions, business uses and cultural activities. A properly thought through and delivered Euston create East-West connectivity will add to this **important network**.

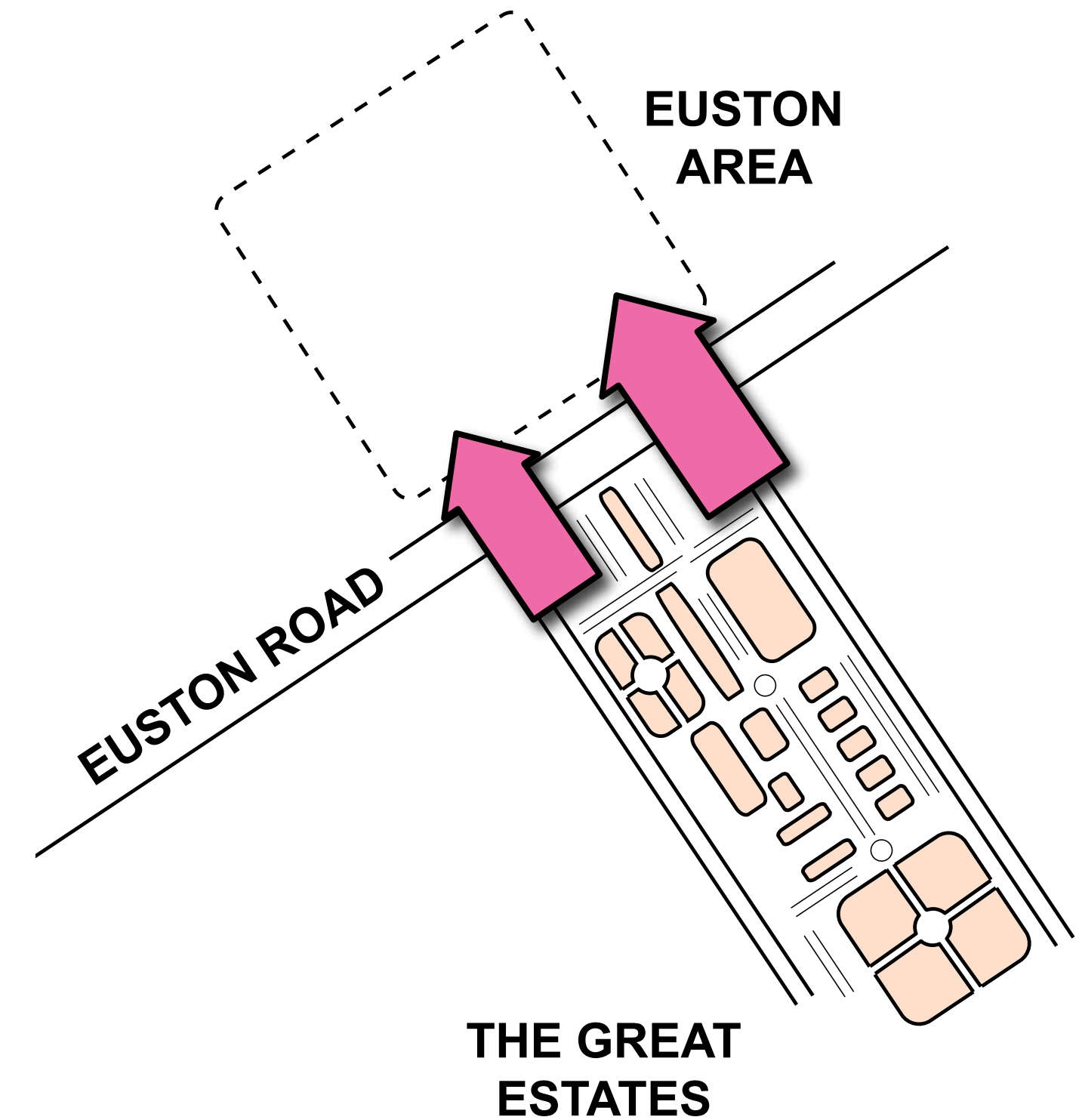


The Area has **been blighted by the configuration** of the existing Euston train station. The regeneration of the area is reliant on the **right solution** for the placement of the ‘classic’ rail lines. East-West routes are critical.



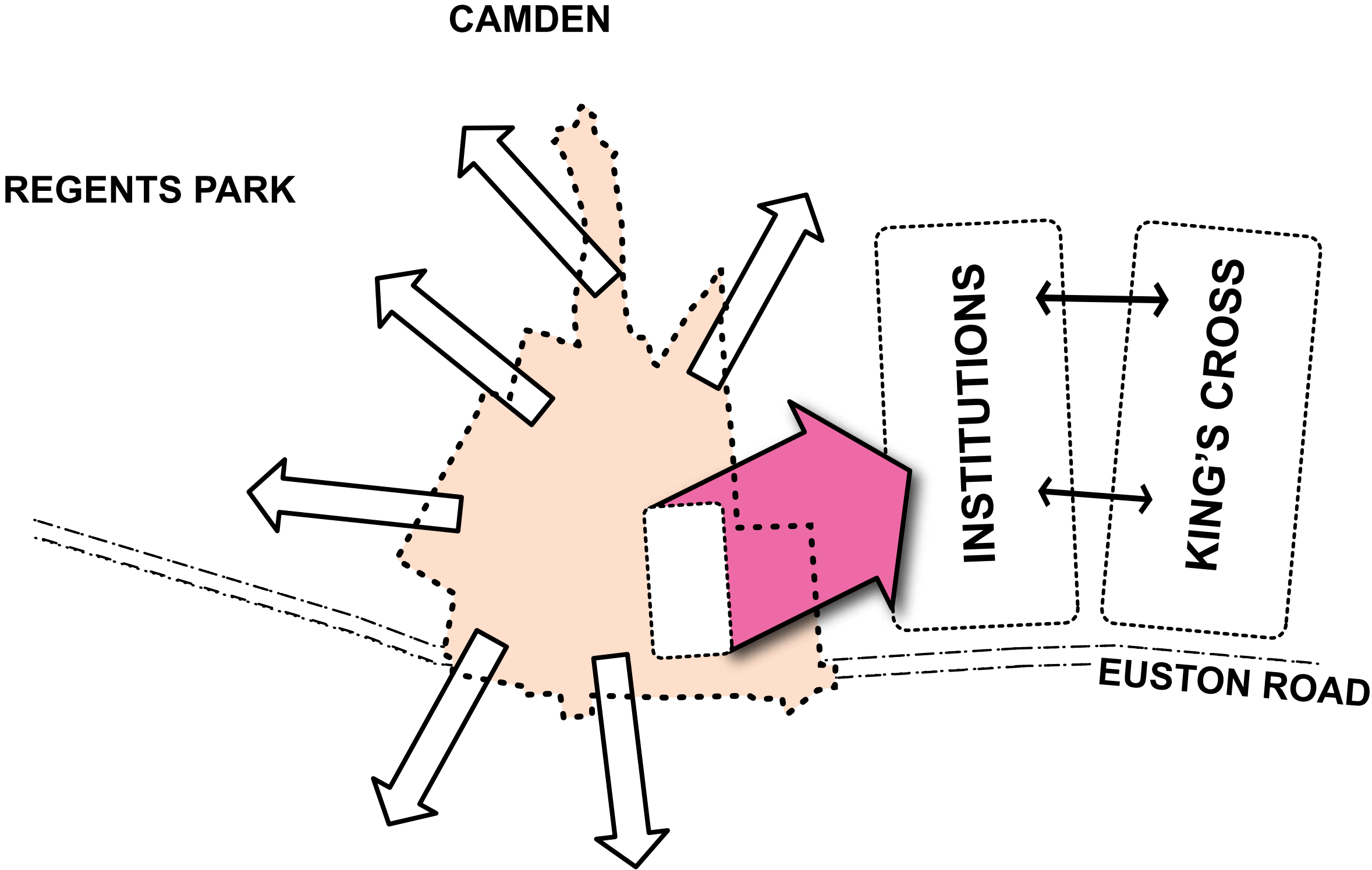


To ensure the opportunity is properly realised, an integrated approach for the regeneration of the station must be sought to ensure the best rail solution and the best urban solution is achieved. **Once the opportunity passes it will be lost forever.**

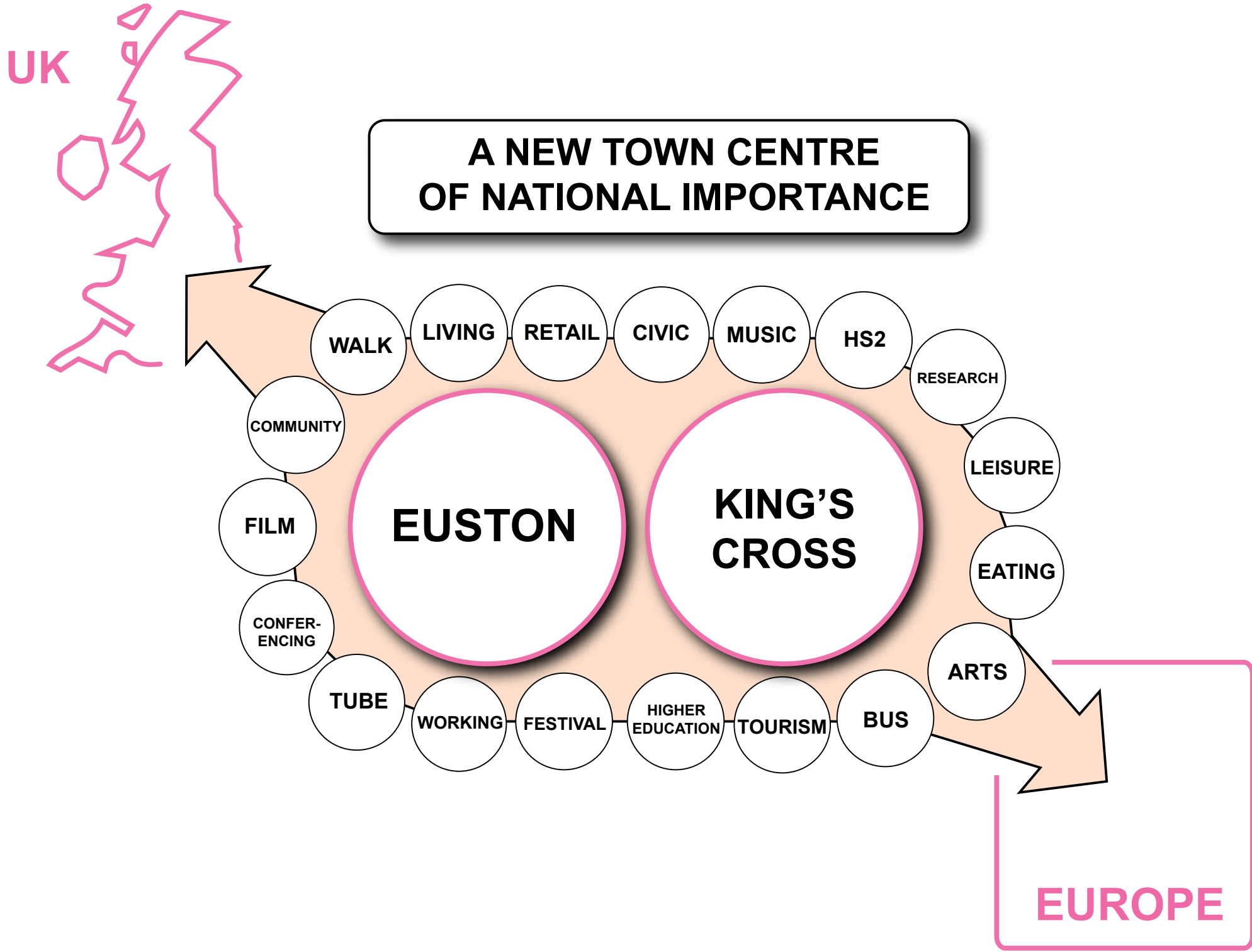


Can the **quality and value of the townscape** of the Great Estates located south of Euston Road provide the **inspiration for the development** of the sites to the north?



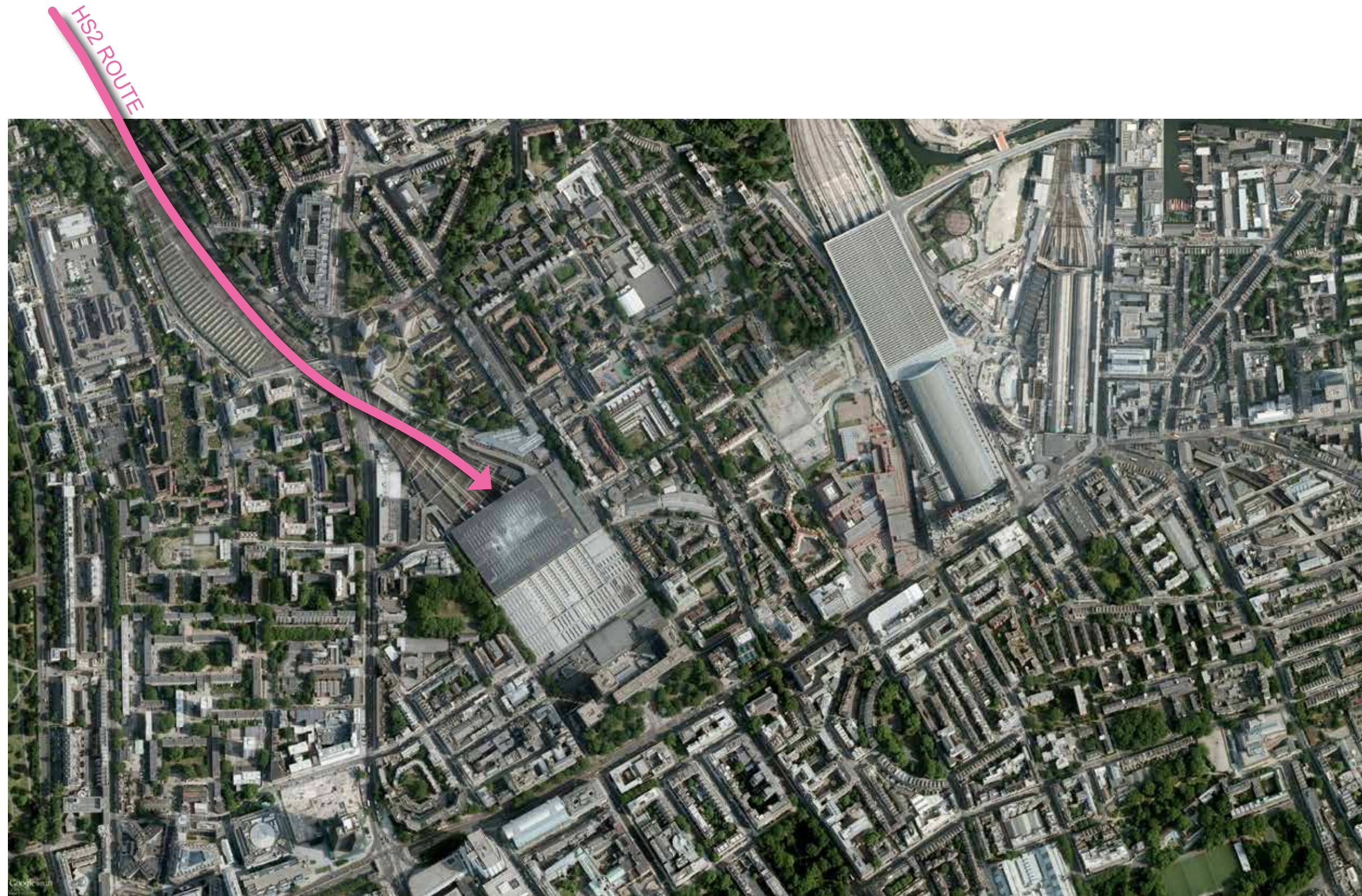


There is a **bigger and better opportunity** for Euston that extends beyond the 'Area Plan'; the **transformative potential** for the area is significant and should not be overly constrained.

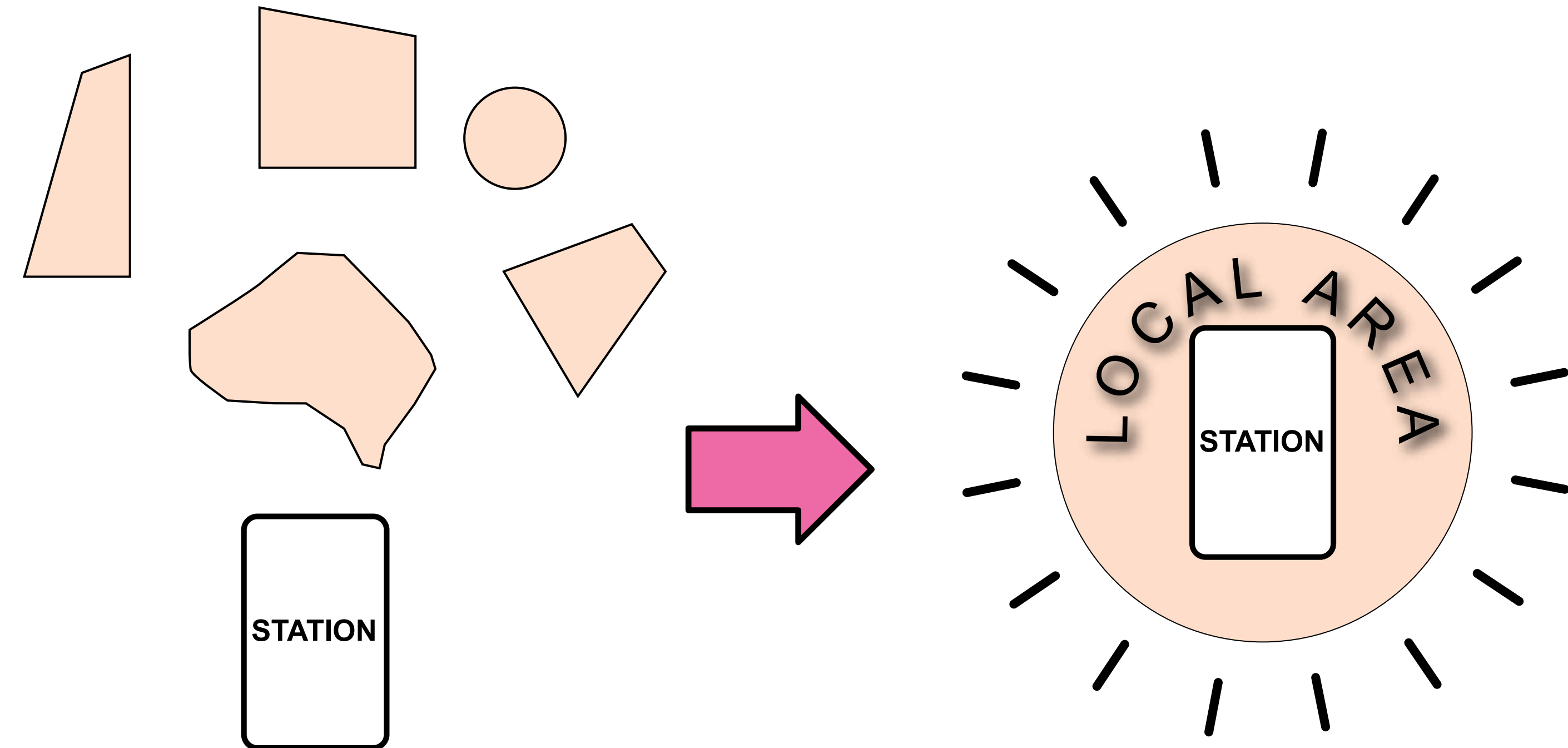


Together with Kings Cross, Euston should be considered as a **new high density Metropolitan Town Centre** of **national importance** that offers significant 21st Century commercial, residential, cultural, destination retail, community and civic accommodation.



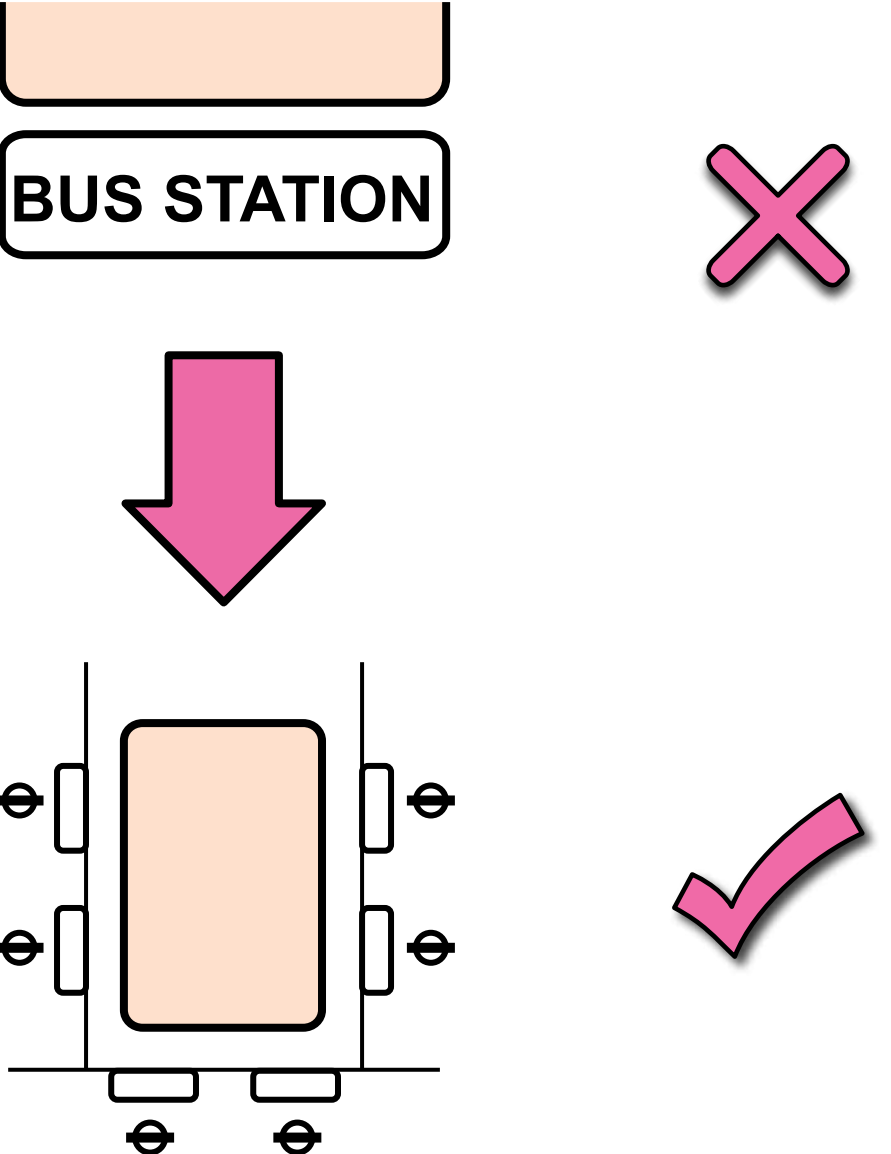
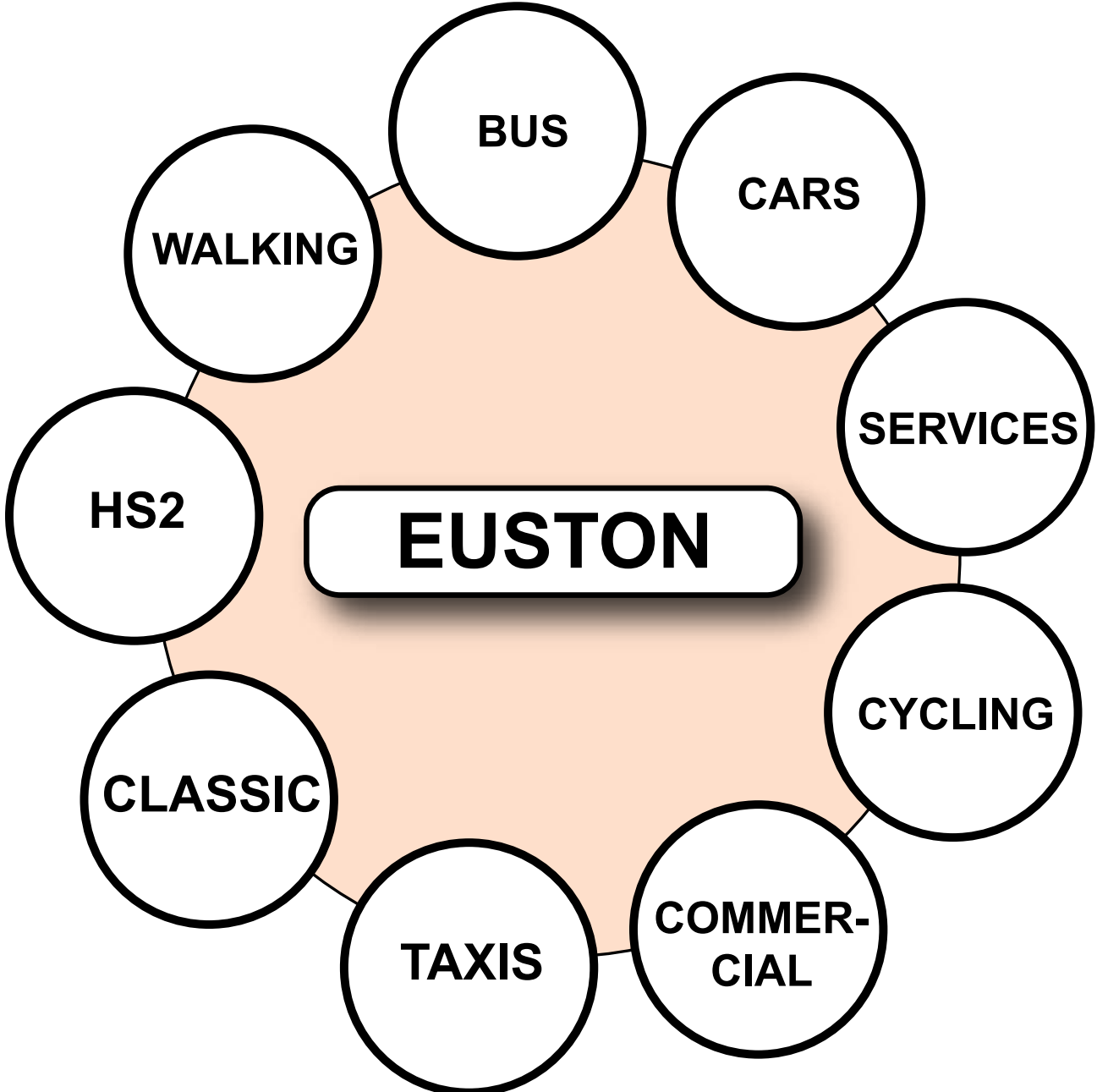


Brownfield 'windfall' sites of this scale in Central London are rare and there is a **responsibility to fully maximise their potential**.



The redevelopment of Euston station should be perceived as an **opportunity** for the wider surrounding lands; **'The whole is greater than the sum of the parts'**.





All modes of transport should be considered for a **fully integrated system** of pedestrian and vehicular accessibility. We think the bus station should be rethought to maximise **integration with the public realm** and road networks; bus stops should be placed on the neighbouring roads.

I have been studying London with my office for over 40 years and have provided long term analysis, advice and studies of significant parts of this great city. This knowledge and understanding has been recognised by the Mayor of London and I advise him on design matters across the capital.

The Euston Road has been one of these long term studies and our work has given thought leadership to many important initiatives along this major transport spine.

I am confident that, as a piece of city making the Euston area can be a new mixed-use national town centre, an important new gateway to London stimulated by the new High Speed rail link. From a city planning perspective - which is not as yet market-tested - a mixed-use development in the range of 10 million square feet would be reasonable for this kind of hub. However this is only achievable with the right station configuration and the right integrated approach. The station and the over station development must be considered together from the outset. My practice has designed developments like this around the world so I understand from direct experience how strategically important this is.

HS2 provides the catalyst for a unique one-off chance to regenerate the opportunity area and we must seize the opportunity to ensure the UK gets the best out of this nationally important development.