
DRAFT EUSTON PLANNING BRIEF SUMMARY

JANUARY 2020



DRAFT EUSTON PLANNING BRIEF OVERVIEW

WHAT INFORMATION DOES THE BRIEF INCLUDE?

The Planning Brief builds on the vision and objectives in the Euston Area Plan (EAP) and provides guidance on how the policies should be implemented. It sets out more detailed guidance for the delivery of homes, jobs, community facilities, open space, public realm and other facilities for Euston Station, the tracks and key adjoining areas.

The Planning Brief includes:

- Five themed chapters on land use, urban design, transport, environment and open space and implementation and delivery
- Objectives of overarching requirements and guidelines to achieve these
- Area-based guidance and aspirations for six sub-areas in Euston

The planning brief is being developed alongside work by HS2 Ltd. to progress their station design, work by Network Rail to consider the redevelopment of the existing Euston station, Crossrail 2 plans for the Euston area and work by Lendlease to consider how over station development (OSD) will be delivered.

WE WANT TO KNOW WHAT YOU THINK

Please visit <https://www.eustonareaplan.info/> to read the full Planning Brief and share your feedback via our online questionnaire by **Monday 17 February 2020**

Contact us:
Call 020 7974 5533 or email eustonareaplan@camden.gov.uk

COME ALONG TO A DROP-IN EVENT

- **Wednesday 22 January**, 9:15am to 12pm, The St Pancras and Somers Town Living Centre, 2 Ossulston Street, London, NW1 1DF
- **Wednesday 29 January**, 2:30pm to 7:30pm, Dick Collins Hall, Kirkfell, ground floor, Robert Street, NW1 3FB - Join us for a Q&A session in the evening, commencing at 6pm at the Dick Collins Hall
- **Thursday 30 January**, 1pm to 4pm, Ampthill Tenants' Hall. The hall is opposite Stockbeck in Barnby Street, NW1 2RS
- **Wednesday 5 February**, 4pm to 7pm, Surma Centre, 1 Robert Street, London, NW1 3JU



Euston Planning Brief indicative overall strategy - this plan shows one way to achieve the obkective set out in the Planning Brief to give an idea of how they could be delivered.

PLANNING BRIEF VALUES

In preparation of the Planning Brief, three core values have emerged through continued engagement with the community, coordination with stakeholder organisations and discussion among Camden officers.

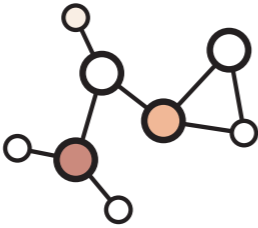
These values are not a replacement of any of the objectives or principles that have come before, but further the 2017 Key Principles and unify the guidance of the Brief. Any proposals

for development at Euston should be able to demonstrate how they contribute to the delivery of the core values.

Community is intrinsic in the three values and central to the Brief; Euston's community comprises existing and new residents, businesses, visitors and station users. Euston's places, buildings and activities must support the entirety of the community.

CONNECTIONS

Euston must foster connections on three levels: its function as a world-class transport interchange, linking neighbourhoods through new routes and improved public realm, and connecting communities through investment in social infrastructure.



OVER TIME

Development at Euston will emerge in stages over a long time period and will continue to evolve once structures are in place. Development must ensure that people are made part of Euston's growth and meanwhile uses create places.



GREEN

Euston should be a place that is perceptibly green in all respects and which integrates high environmental standards, active and sustainable travel, planting, biodiversity, an integral network of open spaces and green infrastructure.



Euston Planning Brief indicative overall strategy - this plan shows one way to achieve the guidelines set out in the Brief to give an idea of how these could be delivered.

KEY

- Robert Street to Phoenix Road
- Drummond Street to Doric Way
- North-south route between NR and HS2 stations
- North-south route through HS2 Station
- Cobourg Street route
- New routes within the Cutting
- Development plots
- CR2 work sites
- Station entrance
- New/ improved pedestrian crossing
- New/ improved green space
- Trees within Euston Square Gardens
- Listed buildings within EAP area
- Conservation areas
- Euston Planning Brief boundary
- Station area / footprint

LAND USE

OBJECTIVE LU 1: PROMOTE EUSTON AS A PLACE FOR PEOPLE THROUGH INCLUSIVE HOUSING, A RICH MIX OF USES AND ACTIVITIES THAT BRING LIFE AND INTEREST TO ITS SPACES AND BUILDINGS

- Uses must be diverse and located to ensure opportunities for everyone to feel a part of Euston
- Deliver housing which supports mixed, inclusive and sustainable communities

OBJECTIVE LU 2: FOSTER A SUSTAINABLE, INCLUSIVE AND MIXED ECONOMY

- Bolster the knowledge sector and ensure that it generates wider benefits
- Provide opportunities for a range of businesses, of varying sizes, from start-ups to mature organisations
- Harness the rich opportunity that Euston provides to deliver inclusive growth

OBJECTIVE LU 3: RETAIL AND FOOD SHOULD ENRICH THE EXPERIENCE OF VISITING EUSTON, WITH ATTRACTIVE OPTIONS FOR EVERYONE, AN OFFER THAT COMPLEMENTS EXISTING CENTRES AND SUPPORTS ENGAGING SPACES

- Create a diverse and balanced retail, food and service environment
- Create dynamic and engaging street environments on all station frontages and in surrounding corridors
- Complement and enhance the character and vitality of existing town and neighbourhood centres in the Euston area

OBJECTIVE LU 4: THE COUNCIL WILL EXPECT A RANGE OF SOCIAL INFRASTRUCTURE TO SUPPORT A COHESIVE AND SUCCESSFUL DEVELOPMENT

- All aspects of design, construction, open space and public realm delivery, and provision of community resources, must promote health and wellbeing
- Community facilities and services must integrally link new development with Euston's communities, most notably, its children and young people
- Euston should bring opportunities for culture that are rich, interactive and accessible to the whole community
- All development will need to incorporate measures which support Euston as a place that is safe, secure and inclusive

OBJECTIVE LU 5: MEANWHILE USES SHOULD BE A CENTRAL PART OF THE CONSTRUCTION PLANNING AND PROCESS, ALLOWING SPACES TO EVOLVE

- Embrace the scope to test uses, be bold and create spaces over time
- Meanwhile uses can set a tone for the future
- Develop a strategy for selecting and cultivating appropriate meanwhile uses
- Make transparent management integral in the lifespan of meanwhile uses



Central Somers Town, Adam Khan Architects
(Image: David Grandorge)

URBAN DESIGN

OBJECTIVE UD 1: CREATE A SENSE OF PLACE, AND ESTABLISH A STRONG IDENTITY FOR EUSTON

- Enhance the identity and character of Euston as a unique and green place
- Celebrate Euston as a world-class transport hub

OBJECTIVE UD 2: AN INCLUSIVE PLACE THAT MAKES CONNECTIONS

- Create a network of streets and spaces linking with the wider context
- Embrace level changes and make the most of this unique feature in central London
- Create a democratic space that is openly accessible and welcoming to all.

OBJECTIVE UD 3: CELEBRATE A MULTI-DIMENSIONAL LAYERED TOWNSCAPE

- Promote an active and engaging street level experience
- Create a new place above the station and capitalise on the opportunities it affords
- Create a robust and timeless design that is grounded in place and relates to a human scale



A1 Google, Kings Cross, Heatherwick Architects and BIG
(Image: © 2017 HayesDavidson all rights reserved)



Oslo Opera House, Oslo, Snohetta



Agar Grove Plot B, Hawkins\Brown with Mae, LBC
(Image: ForbesMassie)

TRANSPORT

OBJECTIVE T 1: MAKE THE REMOVAL OF BARRIERS AND THE CREATION OF PERMEABILITY A GUIDING OBJECTIVE OF THE TRANSPORTATION AND PUBLIC REALM PROPOSALS

- The station, any development, open spaces and public realm must all be laid out to maximise connectivity, provide clear sight lines, wayfinding and inclusivity
- The public realm, whether at grade or above the station should promote social interaction through active and visually permeable edges, high quality treatment, greening, accessibility and safety



Sketch showing a possible proposal for the future of Euston Road reducing the lane width and creating a green corridor

OBJECTIVE T 2: SUSTAINABLE AND ACTIVE MODES OF TRANSPORT SHOULD BE PRIORITISED ACROSS THE SITE AND ADJACENT STREETS

- Pedestrian access and circulation should be given precedence
- Cycle infrastructure must be well-designed, easily-navigable and safe
- Bus infrastructure should be designed to safeguard good public realm, visibility, connectivity and enhance the amenity and historic value of Euston square gardens
- Taxi provision should be of a scale that is justified and accounts for future demand, and does not impede access to or visibility of more sustainable transport options, or dominate the public realm
- Servicing to the station and over-site development should be innovative and sustainable

OPEN SPACE AND ENVIRONMENT

OBJECTIVE OS3: OPEN SPACE SHOULD BE PEOPLE-LED

- Recognise all of Euston’s communities

OBJECTIVE OS4: LOCATION AND DESIGN OF OPEN SPACE SHOULD REFLECT ITS INTENDED FUNCTION

- Accord with needs of the community
- Represent the highest quality
- Prioritise safety
- Exemplify inclusivity and accessibility
- Integrate open space into links, level changes and above the stations

OBJECTIVE OS5: OPEN SPACE SHOULD HAVE A RECIPROCAL RELATIONSHIP WITH ITS CONTEXT

- Reflect and contribute to the sense of place
- Have an integral role within the wider green infrastructure network



Castlehaven community gardens

OPEN SPACE AND ENVIRONMENT

OBJECTIVE OS1: EUSTON SHOULD BE AN EXEMPLAR OF ENVIRONMENTALLY SUSTAINABLE PLANNING

- Development at Euston should meet the highest environmental standards during construction and operation

OBJECTIVE OS2: GREEN INFRASTRUCTURE AND ECOLOGY SHOULD BE CENTRAL TO EUSTON’S DEVELOPMENT

- New development, retrofits, open space provision and public realm improvements must all adopt greening measures
- Biodiversity and access to nature should be fully incorporated into the design, construction and operation stages of development at Euston



Euston open space and green strategy

IMPLEMENTATION AND DELIVERY

OBJECTIVE ID 1: THE IMPLEMENTATION AND DELIVERY OF EUSTON SHOULD BE COORDINATED ACROSS ALL STAKEHOLDERS AND THROUGHOUT ALL STAGES OF DEVELOPMENT, FROM PRE-APPLICATION TO OPERATION

- Deliver a shared vision
- Plan comprehensively for Euston’s long-term construction and implementation
- Be ambitious – comprehensive attention must be given to all parts and details of the site
- Incorporate the wider community
- Community engagement must look to existing and future communities
- Meanwhile uses should be firmly integrated into phasing and delivery
- The environmental impact assessment will need to accommodate Euston’s long-term planning and implementation processes
- Manage construction impacts

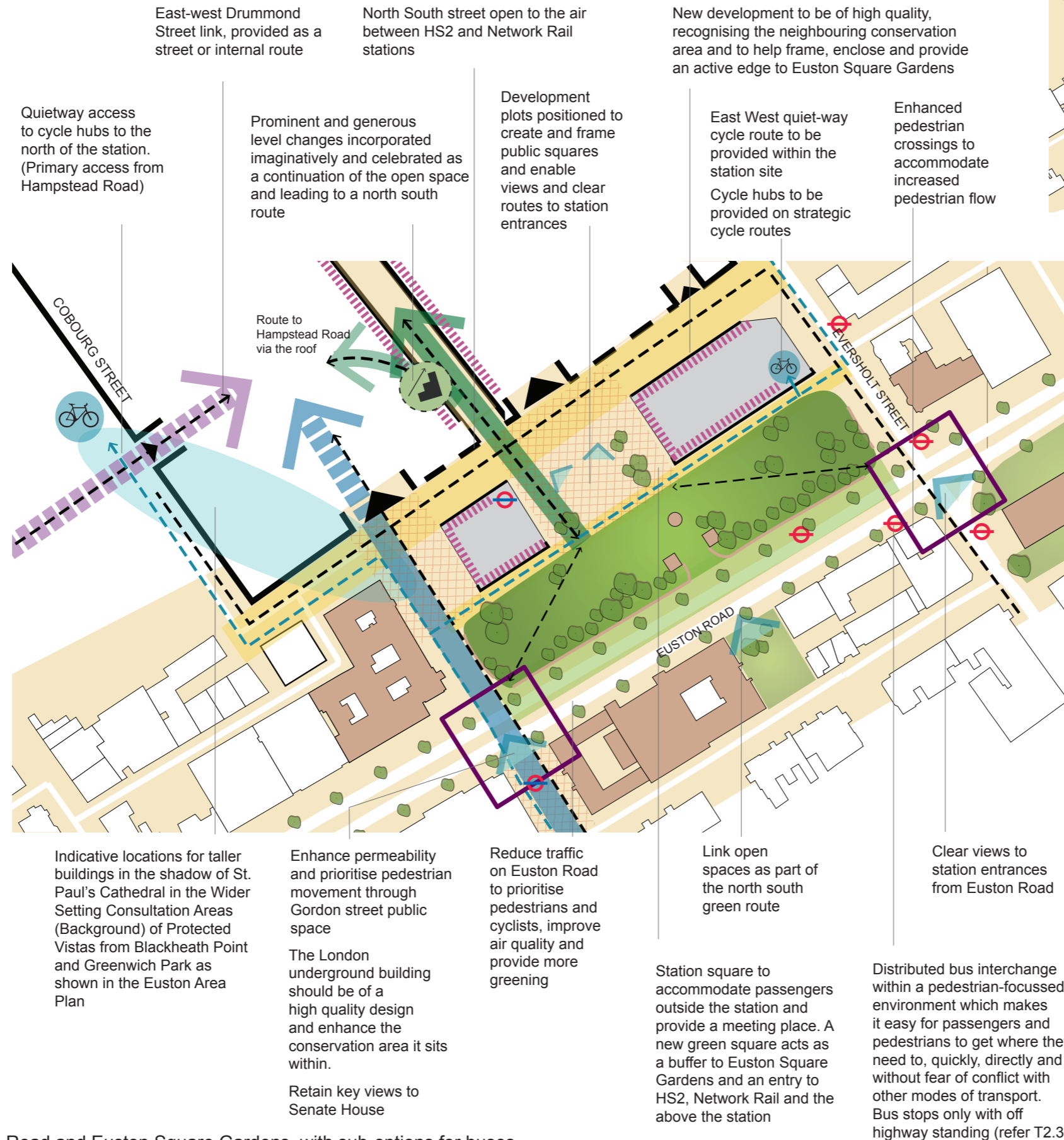


Skip Garden, King's Cross
(Image: John Sturrock)

EUSTON ROAD AND EUSTON SQUARE GARDENS

KEY ASPIRATIONS

- Celebrate Euston Square Gardens as a London Square and green relief on Euston Road providing a marker for the stations
- Provide a new sufficiently sized public space in front of the stations to allow for people to dwell and orientate themselves, avoiding conflict between users as well as allow clear views to/from the station enabling clear legibility
- New buildings to be of high quality and respond to historical context around Euston road and Euston Square Gardens
- Prioritise clear, easy and legible pedestrian movement from the south of Euston Road to and from the station
- Work with TfL healthy streets to transform Euston Road by significantly reducing traffic to create a new green pedestrian orientated street
- Provide a safe and welcoming environment, including reducing the impact of buses stopping and standing. Reduce the amount of bus infrastructure in front of the rail stations by exploring alternative solutions, within a pedestrian focussed environment (refer T2.3)
- North south connection from Bloomsbury to Camden Town through and above the stations



LINEAR BUS STATION

- The HS2 Act includes proposals for a linear bus station to the south of the station, and commitments given by the Secretary of State to TfL were secured through the Bill process to deliver this, although alternative layouts which seek to deliver the key aspirations for the area should be considered
- Linear bus station provided off road should be minimised in size where possible (refer T2.3)
- Development plots reduced in size to allow for bus station - plots should not encroach into the public realm
- Strategic east west cycle route to be provided on Euston Road
- Ample and safe crossings to be provided over the bus station, reflecting desire lines and aligning with entrances and exits

KEY

- North South route through HS2 station
- East west route from Doric Way to Drummond Street
- North South route between NR and HS2 stations
- Key pedestrian routes
- Enhanced pedestrian crossings
- Strategic cycle routes
- Secondary cycle routes (quietways)
- Cycle storage
- Level Change
- Station entrances
- Views to station entrances
- Active ground floor uses
- Station squares
- Listed buildings
- Green open Space
- Building frontages
- Development plots
- Station building

COBOURG STREET & DRUMMOND STREET

KEY ASPIRATIONS

- Retain and respond to the unique qualities of a fine-grained, regular Georgian street layout and small-scale, predominantly residential neighbourhood
- Balance Cobourg Street's role as an important, new commercial address with its proximity to homes and independent businesses
- Support Drummond Street as a neighbourhood centre
- Provide community open space that directly connects to and serves existing and new residents
- New east west connections through and above the stations, open to the air where possible

- KEY
- Doric Way to Drummond Street
 - Phoenix Road to Robert Street
 - Cobourg Street
 - Level change
 - Views towards station
 - Cycle routes
 - Cycle storage
 - Enhanced pedestrian crossing
 - Active ground floor uses
 - Building frontages to help define streets
 - Station entrance
 - Listed buildings
 - Green open space
 - Development plots / OSD
 - Station building

Cycle storage to be located and accessed off strategic cycle route

Back of house uses to be minimised in size, located under ground or incorporated into buildings and not front the street where possible

Any ancillary buildings positioned in the garden should be minimised in size, contained in a pavilion building designed specifically to the context, incorporate uses appropriate to the space and positioned to help define Cobourg street and the open space

Western Gardens - a community focussed open space

Enable convenient walking links to the Western Gardens from the Drummond Street community through the Maria Fidelis site

Ensure all servicing to OSD and the station is provided off street

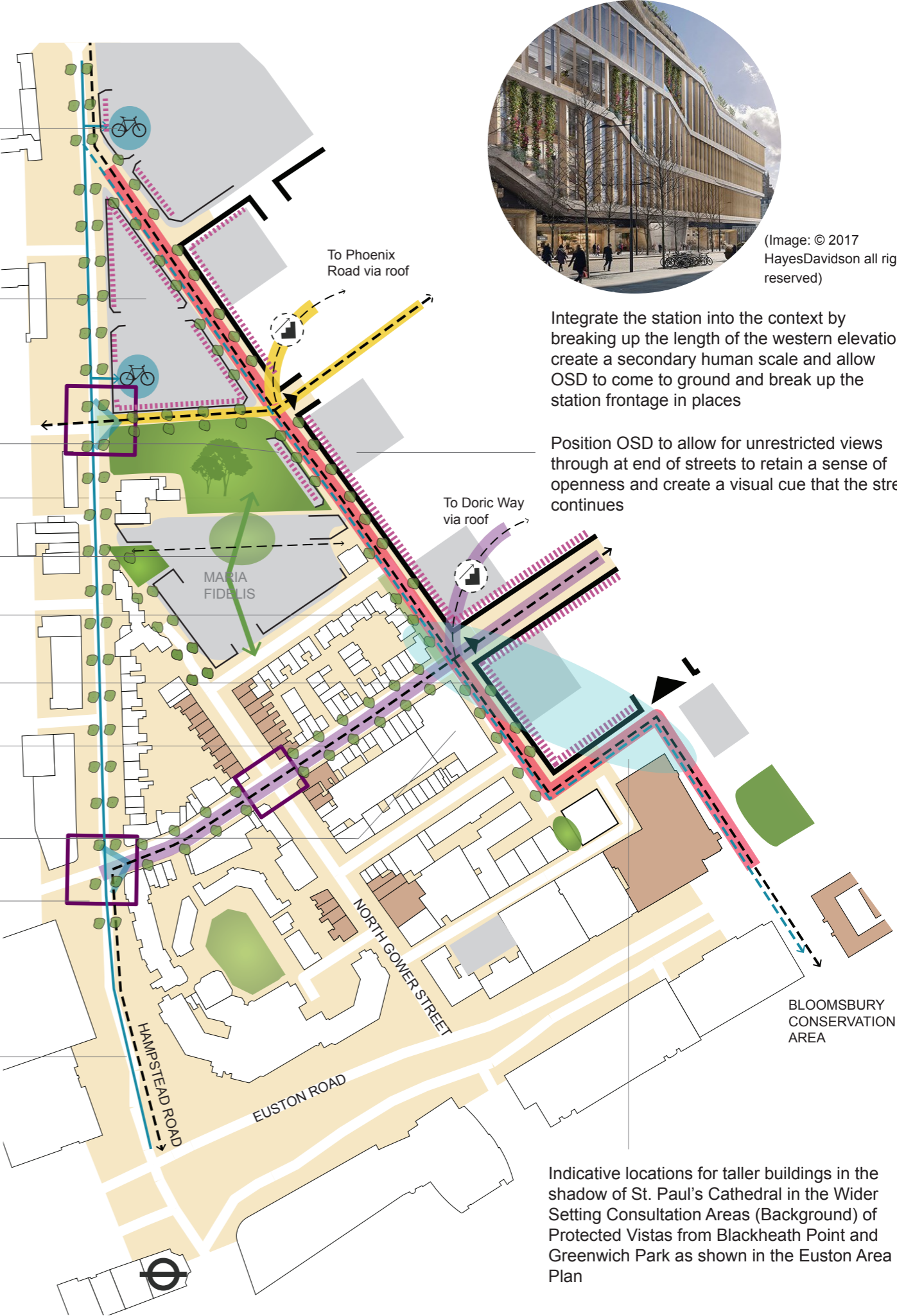
Ensure clear sight lines along Cobourg street on to Hampstead Road and a consistent width along the whole length to create a safe and legible environment

Ground-level route between Drummond Street and Doric Way. Aspiration to provide this link as a traditional open to the air street - or as close to this as possible given station constraints

Community-consulted arts project or greening to animate blank walls

Improved pedestrian conditions and public realm enhancements at the Hampstead Road/Drummond Street junction should aid legibility of the route between Tottenham Court Road to the Drummond Street HS2 entrance and onwards to Mornington Crescent and Camden Town

Strategic separated cycle route on Hampstead Road



(Image: © 2017
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Integrate the station into the context by breaking up the length of the western elevation, create a secondary human scale and allow OSD to come to ground and break up the station frontage in places

Position OSD to allow for unrestricted views through at end of streets to retain a sense of openness and create a visual cue that the street continues

Indicative locations for taller buildings in the shadow of St. Paul's Cathedral in the Wider Setting Consultation Areas (Background) of Protected Vistas from Blackheath Point and Greenwich Park as shown in the Euston Area Plan

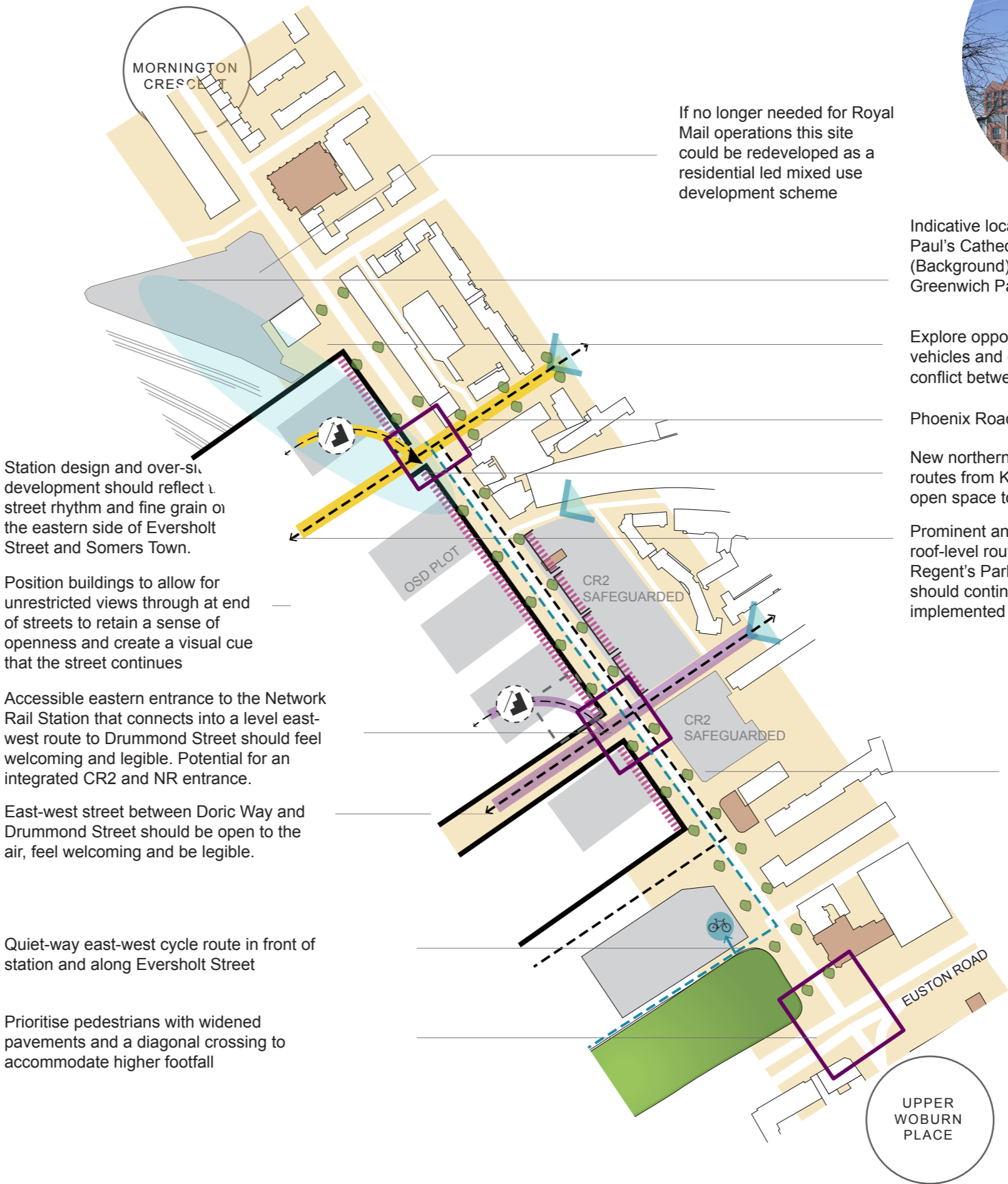
EVERSHOLT STREET AND SOMERS TOWN

KEY ASPIRATIONS

- Respond appropriately to Somers Town’s unique qualities: an established residential community, valuable community facilities, relatively quiet tree-lined streets and historic social housing stock
- Improvements to Network Rail Station, over-site development (including the activation of the station edge) and the delivery of Crossrail 2 should be catalysts to redefining Eversholt Street as a stimulating and comfortable pedestrian environment, activating blank frontages, addressing declining retail, vehicle dominance and weak connections to Somers Town
- Fully explore options for development plots to enable relocation of bus stands and explore options for the relocation of some stops from the existing bus station to help achieve easier access for local communities, a reduction in the impact of the buses on Euston Square Gardens and an improved pedestrian environment
- East west connections from Doric Way to Drummond Street and Phoenix Road to Robert Street through and above the stations

- KEY
- ← - - - Doric Way to Drummond Street
 - ← - - - Phoenix Road to Robert Street
 - ← - - - Key pedestrian routes
 - ↕ Level change
 - ↗ Views towards station
 - ← - - - Cycle quiet way
 - 🚲 Cycle storage
 - 🚶 Enhanced pedestrian crossing
 - ||||| Active ground floor uses
 - ▭ Building frontages
 - ▲ Station entrance
 - Listed buildings
 - Green open space
 - Development plots
 - Indicative locations for taller buildings
 - ▭ Station building

Illustrative strategy for Eversholt Street and Somers Town



(Image: Milled Hare for Mount Anvil)

Indicative locations for taller buildings in the shadow of St. Paul's Cathedral in the Wider Setting Consultation Areas (Background) of Protected Vistas from Blackheath Point and Greenwich Park as shown in the Euston Area Plan

Explore opportunities for one access point for service vehicles and off-street bus stands designed to minimise conflict between different road users.

Phoenix Road Greening project

New northern entrance to Network Rail station enables routes from Kings Cross to connect to NR, HS2, taxis and open space to the north

Prominent and generous level change to an east-west roof-level route. This route will be a key connector between Regent's Park Estate and Somers Town. The level change should continue the green nature of Phoenix Road (once implemented through the Greening project)

If CR2 worksites are needed, development on the eastern side of the street should be designed to provide a transition between a commercially-oriented street and residential Somers Town. Residential led mixed use buildings with ground floor uses that would service the local communities. A construction site will also be needed within the NR station.

HAMPSTEAD ROAD AND NORTHERN STATION ENTRANCE

KEY ASPIRATIONS

- Create an attractive, desirable, clear and easily navigable new station entrance to the north
- Seek opportunities to better define the edges of Hampstead Road through new development, road and public realm improvements including greening and pocket parks
- Servicing and back of house uses to be minimised and incorporated into buildings to create safe and friendly pedestrian environment
- Greening and public realm improvements to Robert Street

New north south routes through HS2 station, between HS2 and NR and above the stations to connect Mornington Crescent to Euston Road

Open space to the north of the station to be well positioned to provide a sunny and protected area and bookend the stations with green areas

Use buildings or planting to provide a barrier from the rail tracks and create a positive frontage onto the Northern Gardens

Basement access off Hampstead Road to be well managed and designed prioritising pedestrian and cycle movement

Potential location for shared taxi provision (NR and HS2) - priority will be to ensure taxi infrastructure does not dominate public realm and is sized to minimise impact. It should be provided off street, below ground level where possible

Servicing or back-of-house uses should be minimised, internalised and made discreet to help create safe and pedestrian friendly places. Consider opportunities to locate these uses under the northern gardens and away from public spaces and routes

Opportunity to connect the station to the roof and create a node where different routes come together and the levels of the station are expressed

Provide a route above the stations from the Robert Street entrance to Phoenix Road. Any access should be obvious, legible and accessible.

Continuation of Cobourg Street to Hampstead Road

Integrate security measures into buildings or use bespoke high quality street furniture as alternatives on Cobourg Street

Consider options for greening of Hampstead Road with street trees, pocket parks and planters, taking account of below ground conditions.

Additional pedestrian crossings are needed on main desire lines

Illustrative strategy for Hampstead Road

KEY

North South route through HS2 station

North South Route between NR and HS2

Robert Street to Phoenix Road

Enhanced pedestrian crossing

Cycle routes

Cycle storage

Taxi Provision

Level change

Station entrances

Defined street corners

Views from Hampstead Road

Active uses at ground floor

Building frontages

Green open space

Development plots

Station building



THE CUTTING

KEY ASPIRATIONS

- Development must be based on a strong and creative vision to deliver a new residential led mixed-use place that responds to contrasting neighbouring areas, and establishes its own qualities and identity as a new neighbourhood
- Reinstate the historic street pattern and address the buildings that front onto Park Village East, Mornington Terrace and Clarkson Row with facing buildings of an appropriate scale and architecture
- The arrangement, scale and form of development should protect the views to and from the Regent's Village and Camden Town conservation areas
- Ensure the street pattern and building plots reflect a traditional rhythm of streets with clear sight lines, meaningful connections to bordering neighbourhoods and full public access
- Recognising the constraints and challenges associated with building over a railway line, where is it not possible to locate buildings - notably to the north of Mornington Street Bridge.

Potential for open space above cutting to meet higher levels of need for additional open space provision with development

Retain and enhance the setting of any listed structures

New buildings to establish defined street corners when stitching into existing street network

Consider creative light weight uses where needed in areas that a suitable structure can't be built for typical buildings

Create views between buildings into open spaces

Maintain the historic green setback facing Park Village East

Building frontages should ensure overlooking of streets and public spaces and the creation of a vibrant townscape.

Locate open space on a public route and easily accessible for new and existing residents

Not rail overbuild

Plots provide a transition between the new development and Regents Park Estate

Further work has suggested development may be possible in this location. This provides an opportunity for terraced housing appropriate to the historical context and to complete a well proportioned 2-sided street

Location and design of any ancillary buildings within the cutting should be considered as part of the wider masterplan, minimised in size and incorporated into buildings and positioned to not preclude open space or building opportunities.

Possible development above network rail tracks (considering cost and technical issues) is important to establish meaningful east west connections and stitch the new development into the wider context

Provide a series of different types of open spaces throughout the development to meet different needs

Appropriately located small scale retail to meet local residents needs and to complement other uses in the area

Technical work has identified this location as particularly challenging to deck over

Development on Hampstead Road should front the street with active uses to create a more coherent and engaging street and reinforce the connection between Euston and Camden Town

Extend Park Village East to Hampstead Road as a generous and pleasant pedestrian route(s) with a clear purpose and sufficiently separated from the impacts of the railways, servicing and other vehicles

- KEY
- ← - - - Key new routes
 - ▬ Pedestrian and cycle priority streets
 - ▬ Pedestrian and cycle only streets
 - └ Building frontages
 - └ Defined Street corners
 - ▬ Views from CA
 - ▬ Retail use
 - ▬ Views to greenery
 - ▬ Listed structures
 - ▬ Green open Space
 - ▬ Indicative rail overbuild areas

Illustrative strategy for The Cutting area



ABOVE THE STATION

KEY ASPIRATIONS

- Celebrate Euston Square Gardens as a London Square and green relief on Euston Road providing a marker for the stations
- Provide a new sufficiently sized public space in front of the stations to allow for people to dwell and orientate themselves, avoiding conflict between users as well as allow clear views to/ from the station enabling clear legibility
- New buildings to be of high quality and respond to historical context around Euston road and Euston Square Gardens
- Prioritise clear, easy and legible pedestrian movement from the south of Euston Road to and from the station
- Work with TfL healthy streets to transform Euston Road by significantly reducing traffic to create a new green pedestrian orientated street
- Provide a safe and welcoming environment, including reducing the impact of buses stopping and standing. Reduce the amount of bus infrastructure in front of the rail stations by exploring alternative solutions, within a pedestrian focussed environment (refer T2.3)
- North south connection from Bloomsbury to Camden Town through and above the stations

- KEY
- Drummond Street to Doric Way
 - Robert street to Phoenix Road
 - North South route
 - Key Routes
 - Level Change
 - Unrestricted views
 - Vistas out of development
 - Active uses
 - Station entrance
 - Station plant
 - Green Open Space
 - Building plots
 - Station buildings

Focal point of masterplan where different routes come together - opportunity to connect through the levels and emphasis the multi dimensional place

Station plant to be included within buildings and any station glazing to be thoughtfully incorporated into open space areas

Illustrative strategy for Above the Station - It may be possible to address the key aspirations for the site through an alternate layout if station design constraints alter.

