
DRAFT EUSTON PLANNING BRIEF

JANUARY 2020





KINGS CROSS

SOMERS TOWN



EUSTON PLANNING
BRIEF BOUNDARY

BLOOMSBURY

REGENT'S PARK ESTATE

ABOUT THE EUSTON AREA PLANNING BRIEF

Euston is changing, with HS2 Ltd preparing for construction, and Network Rail, Crossrail 2 and Transport for London also thinking about their future plans. A fully redeveloped, comprehensively designed Euston station would create a once in a lifetime opportunity to provide a new piece of city, delivering new homes, creating new jobs and open space and new routes through and around the station.

In planning for the future, Camden Council working with TfL and the GLA produced and adopted the Euston Area Plan (EAP), a long-term strategic planning framework to guide transformational change in the area up until 2031.

Since the adoption of the EAP in 2015, the High Speed Rail Act 2017 has authorised construction of the first phase of HS2. Several stakeholder organisations have continued to be involved in emerging plans for Euston, including HS2, Network Rail, Crossrail 2, Transport for London and the development partner, Lendlease (who were appointed by the landowners in January 2018).

This Supplementary Planning Document (SPD) has been prepared to provide further guidance to the policies in the EAP and help communities, businesses and developers understand how those policies might be implemented. 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, evolving Crossrail 2 plans for the Euston area and work by Lendlease to consider how over station development (OSD) will be delivered. It will provide more detailed guidance for the delivery of homes, jobs, open space and other facilities.

CONTENTS

1. UNDERSTANDING THE CONTEXT	6
• Planning Brief values	8
• Demographic profile	16
• Status of the Planning Brief	18
• Document structure	20
2. LAND USE	22
3. URBAN DESIGN	40
4. TRANSPORT	56
5. ENVIRONMENT & OPEN SPACE	64
6. SUB-AREAS	78
• Euston Road and Euston Square Gardens	82
• Cobourg Street and Drummond Street	88
• Eversholt Street and Somers Town	94
• Hampstead Road and Northern Station Entrance	100
• The Cutting	106
• Above the station	112
7. IMPLEMENTATION AND DELIVERY	116



1

UNDERSTANDING THE CONTEXT

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.

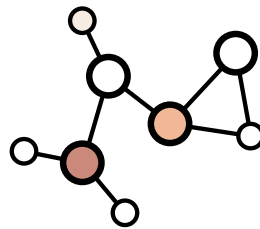
These values are not a replacement of any of the objectives or principles that have come before, but further the 2017 Key Principles and unify the guidance of the Brief. Any proposals

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

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



2015 EUSTON AREA PLAN

The Euston Area Plan sets a shared vision for Euston in 2031, it was developed with key stakeholders (HS2 Ltd., Network Rail, TfL and the GLA). The EAP also includes eleven objectives which are included in Appendix 1. The Planning Brief embeds the vision and objectives into its guidance.

THE VISION FOR THE EUSTON AREA IN 2031

The Euston area will be rejuvenated as both a local hub of activity and a gateway to London through new high quality comprehensive and transformational development above and around a world class transport interchange at Euston Station.

New homes, businesses, shops, community facilities, schools, new and improved public realm and open space will transform the area. The redeveloped station will help to reconnect the communities to the north, south, east and west. Existing businesses, such as those at Drummond Street, and surrounding residential communities at Regent's Park, Somers Town and Mornington Crescent will flourish with investment in reprovided and new homes, businesses, open space and facilities where necessary, and their important role in the future of Euston celebrated and enhanced.

Euston's role as a medical research, knowledge, innovation and creative industry base will be enhanced and thrive around the cluster of world class education and research institutions in the area, helping to achieve Camden Council's Knowledge Quarter aspiration for the area which could include medical uses as promoted in the Mayor's "Med City" vision for the Euston Road corridor.

A network of clear and convenient streets will connect key attractions and green spaces in the area. Critical to this will be new and improved links through, above and around a redeveloped station and an improved greener environment along Euston Road. Euston Road will no longer be a barrier to pedestrian and cycle movement and onward journeys from the station. Euston has long been too polluted - the proposals in this plan will help to make it less so.

The redevelopment of Euston Station is central to the vision and objectives of this plan. A comprehensive redevelopment of Euston Station will best help to achieve this vision and the plan objectives.

INFRASTRUCTURE PROJECTS AT EUSTON

The EAP was developed through information gathered from background research, consultation results, and stakeholder liaison, and guided by the findings of the sustainability appraisal process. Taking all of this into account it was considered that the area could support the delivery of:



Between 2,800 and approximately 3,800 additional homes along with appropriate replacement homes maximising the provision of affordable housing and family housing;



Between 180,000 sqm and approximately 280,000 sqm of new employment/economic floorspace, providing between 7,700 and approximately 14,100 jobs



Encouraging knowledge based, research and creative uses to strengthen Euston's existing role as a knowledge and research hub



In the region of 20,000sqm of retail floorspace focused around the station Education, health and other community facilities to support new development



Activation of routes, increased permeability and new and replacement open spaces are also key

Plans for development will need to respond positively to the transport function of the site. The infrastructure works proposed are set out below.

NETWORK RAIL

Network Rail are considering options to regenerate the existing Euston Station, which provides commuter and long distance rail services to the north. Work is underway to look at what the best approach would be to ensure the station is refurbished to meet the needs of users and regenerated to contribute towards the provision of new homes and jobs above and around the station.

CROSSRAIL 2

Crossrail 2 is a proposed high speed south-west to north-east rail link connecting central London and the wider South East. The scheme will alleviate pressure on the underground network, with trains providing capacity for approximately 100,000 more people to access Central London in each direction in a typical morning peak period.

The proposed Euston St Pancras station will have entrances at both Euston and King's Cross St Pancras providing an interchange at both Euston and King's Cross stations. The scheme is subject to government decision and would require approval by Parliament through a similar process to the HS2 hybrid bill.

INFRASTRUCTURE PROJECTS AT EUSTON

HIGH SPEED 2

Since the adoption of the EAP in 2015, the High Speed Rail Act 2017 has authorised construction of the first phase of HS2. This includes authorising the construction of a terminus station at Euston to be built alongside the existing Network Rail station.

Several stakeholder organisations have continued to be involved in emerging plans for Euston, including HS2, Network Rail, Crossrail 2, Transport for London and the development partner, Lendlease.

The HS2 Act grants overall (known as “deemed”) planning permission for the construction of the railway (which includes the HS2 station and associated buildings such as vent shafts) but some of the detailed design and construction are subject to further approval by Camden as the local planning authority (see note on Schedule 17 below). More information can be found in HS2’s information papers <https://www.gov.uk/government/publications/information-papers-understanding-the-hybrid-bill>.

Mitigating the impacts of HS2

HS2 works are subject to the High Speed Rail Phase One Environmental Minimum Requirements (EMRs). These set out the high-level environmental and sustainability commitments to be implemented during the planning and implementation of works along the Phase One line of route.

There are a number of Undertakings and Assurances in place which are the commitments made by the Secretary of State in relation to the High Speed Rail (London to West Midlands) Act 2017. They form part of the EMRs and include measures that will help to mitigate the impacts in Camden.

A full list of these commitments is available on the gov.uk website here <https://www.gov.uk/government/publications/high-speed-rail-london-west-midlands-bill-register-of-undertakings-and-assurances> you can find out more about the undertakings and assurances that the Council received here <https://news.camden.gov.uk/hs2-camden-council-secures-over-100-assurances-from-the-secretary-of-state/>. The Act does not allow the Council to require additional mitigations.

Detailed approval under the HS2 Act & Schedule 17

As overall planning permission for the HS2 works has been granted by the approval of the HS2 Act, the Council cannot consider the principle of development as this has already been approved by Parliament but it can consider certain details of development and these are set out in Schedule 17 of the HS2 Act.

When HS2 submits detailed plans for approval of a building or structure (a schedule 17 application), there are limited grounds that the Council can consider the plans against. The Council’s Local Plan, including the Euston Area Plan and this document, are only relevant to a decision made under the Schedule 17 process if they relate to the grounds that the Council are considering. In the case of a schedule 17 submission for the detailed design of a building or structure, the grounds that the Council can request a modification relate to:

- The local environment or local amenity;
- Road safety or free flow of traffic; or
- Archaeological or historic interest or nature conservation.

More information on the detail of these grounds is set out in Schedule 17 of the HS2 Act and in the Government’s statutory guidance accompanying the Act https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/592755/hs2-schedule-17-statutory-guidance.pdf.

There are some circumstances where legislation does not require HS2 to provide information that is requested in this document. Notwithstanding this, this document seeks the provision of appropriate information from HS2 where necessary to understand compatibility with wider regeneration objectives for the station site and in recognition that HS2 is the first of the infrastructure projects that will be delivered at Euston and therefore will set constraints for later projects. This information will allow the Council to make fully informed decisions and ensure that stakeholders are working together to deliver a comprehensive whole, which the Euston Boards are working to deliver (more information available here <https://www.eustonareaplan.info/governing-boards/>).

DELIVERY PHASING

The Council has consistently highlighted and continues to push for the comprehensive redevelopment of Euston stations. With a holistic approach taken to designing the new stations at Euston, seeking to integrate the station with the surrounding area and break down the barrier the current station area creates, opportunities to deliver the objectives of the EAP are greatly improved.

The delivery of such significant transport infrastructure in such a small space needs close co-ordination and careful phasing. All the projects are currently at a different stage of development. The current proposals for delivery of the various projects are set out below.

Any application for development will be considered by the Council under the usual planning regime and considered in line with the Town and Country

Planning Act. This includes development above the station and over the railway tracks.

VIABILITY

As the EAP highlights, development above new and existing station facilities will face challenges that are distinct from those more typical at grade sites. The cost of providing a deck to support development above the HS2 station and tracks will be significant and were considered as part of high level viability testing for the EAP. This is the most significant individual cost in developing in over stations and tracks. Camden's planning policies apply flexibility in setting out planning requirements, in order to take into account viability and other constraints that affect the ability of development to meet policy targets. Development proposals will be considered in this context.



Estimated Euston Station delivery phases (as at October 2019)

THE EUSTON STATION AND TRACKS PLANNING BRIEF

The aim of the Planning Brief is to set out more detailed guidance for the delivery of homes, jobs, community facilities, open space, public realm and other facilities for Euston Station, tracks and key adjoining areas.

The boundary of the Planning Brief includes the area above the station and tracks and associated land take required for the construction of Euston Station for the HS2, Network Rail and Crossrail 2 projects. This area is identified in the EAP and Growth Strategy as capable of accommodating significant development, for which additional

guidance is set out in this document. The geographic extent of the Planning Brief also takes in Public Realm Wider Zones of Influence, which identify key streets in the highway network around Euston that are integral to delivering development and where public realm improvements need to be considered comprehensively.

The Euston Station Area Planning Brief is being developed from the principles of the Euston Area Plan (EAP) and draws on the background work of the EAP, developing this with up-to-date insights from community conversations and further technical work by the station design teams.



PUBLIC ENGAGEMENT IN PREPARATION OF THE DRAFT EUSTON PLANNING BRIEF

Camden has undertaken two key public consultation programmes to inform the Euston Planning Brief. These took place among communication with local stakeholder groups and participation at community meetings.

Euston Station Area Planning Brief Draft Principles

From 22nd May to 3rd July 2017, the Council carried out a six-week consultation on the Euston Station Area Planning Brief Draft Principles, which were developed to underpin work on the Planning Brief as well as inform conversations and inputs into the detailed station design work of HS2, Network Rail, Crossrail 2 and TfL.

The key principles build on and develop the eleven objectives set out in the EAP. They are included in Appendix 2 and form the basis for the guidance. Additional information is available in www.eustonareaplan.info/planning-in-euston.

Euston Resident's Assembly

From 19th September to 14th November 2018, the Council hosted the Euston Residents' Assembly with the goal of engaging a representative group of area residents who had not been involved in the process to date to help shape the future of Euston and inform the Euston Planning Brief.

The Assembly consisted of a core group of 25 residents from the Regent's Park, and St. Pancras and Somers Town wards. A programme of five deliberative sessions was held: introduction with walking tour, transport, open space, best use of space and a session to sharpen priorities. All of the meetings were led by an independent consultant and designed in conjunction with stakeholder organisations, the Department for Transport, HS2, Network Rail, TfL, Crossrail 2 and Lendlease. The report of the Euston Residents' Assembly is available here: <https://www.eustonareaplan.info/documents/>.

EUSTON'S POPULATION

The Euston Planning Brief area has a diverse, youthful population. The area is unique in terms of its communities, location, connectivity and concentration of knowledge and creative uses.

Despite the disadvantages that the local population face (four of the seven LSOAs closest to Euston Station are included in the 10-20% most deprived LSOAs in England), there is a strong local community, which is diverse and youthful, ready to contribute to and seize the opportunities that HS2 and development at Euston could unlock.

Development will need to directly improve health, relieve overcrowding and provide economic opportunity for the existing population.

More information about the demographic profile of the local community can be found on page 16.

DEMOGRAPHIC PROFILE

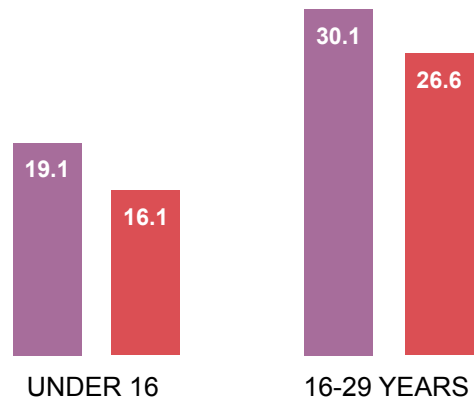
AGE

The Euston Planning Brief area* has a slightly younger population than Camden as a whole, which itself has a relatively young age profile compared to the national average. (Source: Census 2011)

*LSOAs E01000945, E01000947, E01000948, E01000950, E01000954, E01000955, E01000956

Age of residents (% of total population)

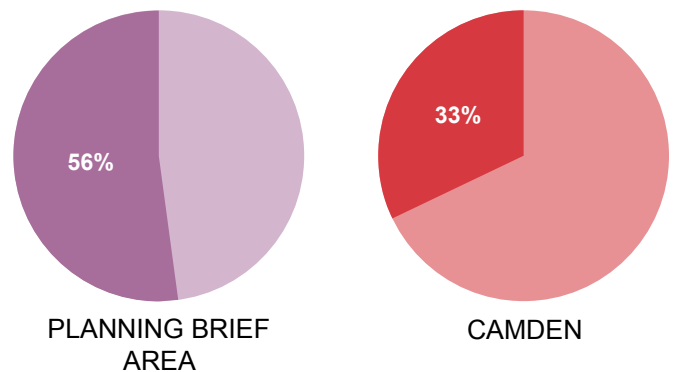
- Euston Planning Brief area
- Camden



HOUSING, DENSITY AND OVERCROWDING

Social rented accommodation

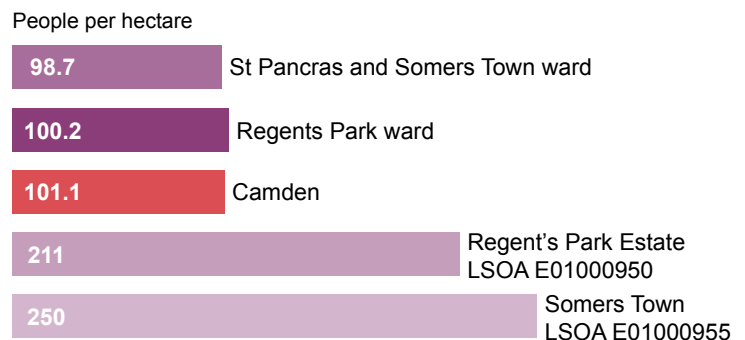
A higher proportion of households live in social rented accommodation in the Euston Planning Brief area* compared to the rest of Camden. There are concentrations of social rented households in Somers Town, Regent's Park Estate and Ampt Hill Estate. (Source: Census 2011)



Population density

The population densities of St Pancras and Somers Town ward and Regents Park ward are close to the borough average.

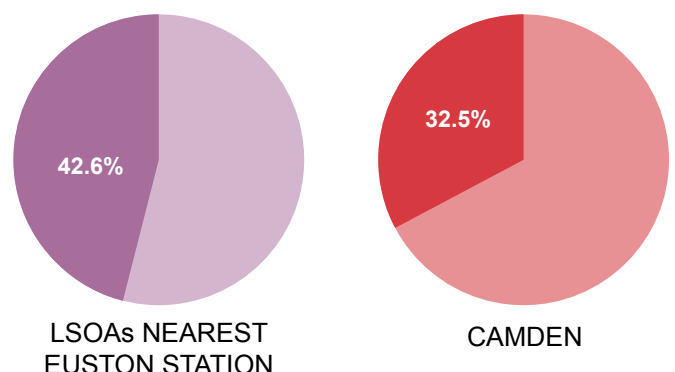
Looking at smaller geographies (Lower Layer Super Output Areas or LSOAs), it should be noted that areas nearest Euston Station are over twice the density of Camden's average. (Source: Census 2011)



Overcrowding

Households in LSOAs nearest Euston Station** report higher rates of overcrowding than Camden as a whole. This includes with an occupancy rating of -1 or less, meaning that these households have at least one fewer rooms than is required by the household. (Source: Census 2011).

**LSOAs E01000945, E01000950, E01000954, E01000955, E01000956



DEPRIVATION AND INCOME

Deprivation


Four of the seven LSOAs in the Euston Planning Brief area* are included in the 10-20% most deprived LSOAs in England. (Source: Indices of deprivation, 2015)

 10-20% most deprived LSOAs in England



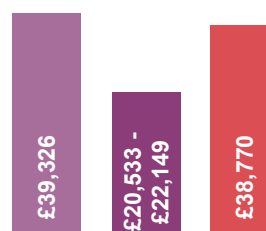
Median income

Median household incomes for many of the LSOAs within the Euston Planning Brief area fall below the value for Camden as a whole. (Source: Paycheck Household Income 2018).

 LSOA north of The Cutting, bordering Regent's Park (E01000948)

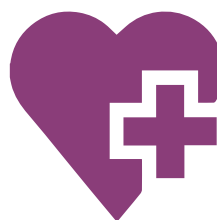
 LSOA including Somers Town, Amphyll Estate and Regent's Park Estate (E01000950, E01000954, E01000955)

 Camden



HEALTH

Significant parts of the Euston area perform poorly in relation to health deprivation and disability. (Source: Indices of Deprivation 2015)



LSOA E01000945 that covers Euston Station, the Drummond Street area and parts of Regent's Park Estate is within the 10% to 20% most health deprived LSOAs in the country.

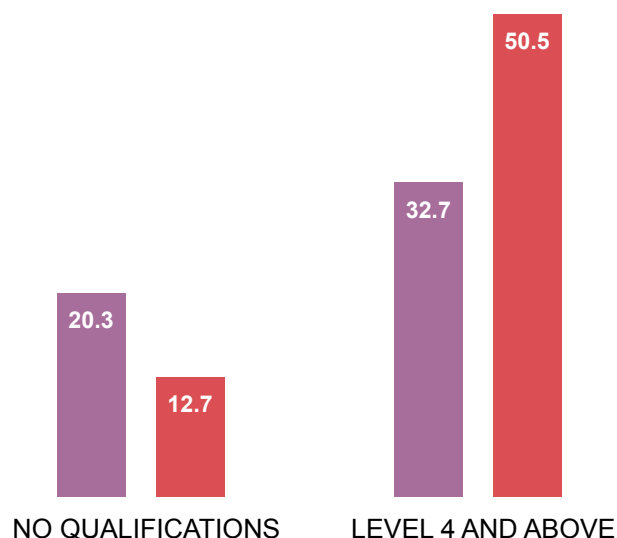
EDUCATION

Educational attainment across the Euston Planning Brief area* is lower than the borough average, with a higher proportion of people with no qualifications and a lower proportion of people with level 4 qualifications and above. (Source: Census 2011)

Educational attainment (% of total population)

 Euston Planning Brief area

 Camden



STATUS OF THE PLANNING BRIEF

Proposals for development will be considered against the policies in the development plan. Camden's existing development plan is comprised of a series of documents including the London Plan, Camden's Local Plan which sets out the Council's planning policies covering the period from 2017-2031, and the Euston Area Plan (EAP) adopted in 2015. An illustration of the planning policy framework is provided in figure 1.1.

There are two Neighbourhood Forums in the area covered by the Planning Brief, Drummond Street to the West and Somers Town to the east. Both are in the process of developing neighbourhood plans which when adopted will form part of the Council's Development Plan. You can find out more at <https://www.camden.gov.uk/about-neighbourhood-planning>.

The Euston Planning Brief updates the underlying policy references in the EAP to the adopted policies of the Camden Local Plan and provides further detailed guidance to the EAP. The Planning Brief is intended to be an adopted Supplementary Planning Document (SPD). It is a 'material consideration' when assessing planning applications and in decision making. More information about the development plan, neighbourhood planning and supplementary planning documents can be found on the Council website at www.camden.gov.uk/planningpolicy.

As all the projects are at different stages of maturity the information included in this document is based on the best information available at the time of writing. It is acknowledged that designs and constraints may change over time and that it may be necessary to consider alternative responses. The information set out in this planning brief sets out the Council's aspiration based on the best information available at the time of writing. The aspirations included in the brief should be considered as the starting point for all designs and if alternative proposals are progressed, the applicant will need to demonstrate why it is not possible to achieve the aspirations outlined or demonstrate that there is a better solution to meet the policy objectives of the EAP.

Similarly, standards, policy and best practice may change over time and applications will be expected to address those that are most relevant at the time of submission.

It should be noted that SPD's cannot make new policy. The policies are contained only within the Local Plan (of which the Euston Area Plan is part). These will only be reviewed when the Local Plan itself is reviewed.

In line with the requirement in the National Planning Policy Framework, the Council will be undertaking a review of the Euston Area Plan (EAP) later this year to ensure that it is up to date. The SPD does, however, draw on much of the evidence and background information for the EAP and the process of developing the brief will help inform the extent of any updates to the EAP. Comments provided should be specifically about the contents of the SPD.

Consultation on the draft brief is intended to run for 6 weeks, where comments on the brief will be welcomed.

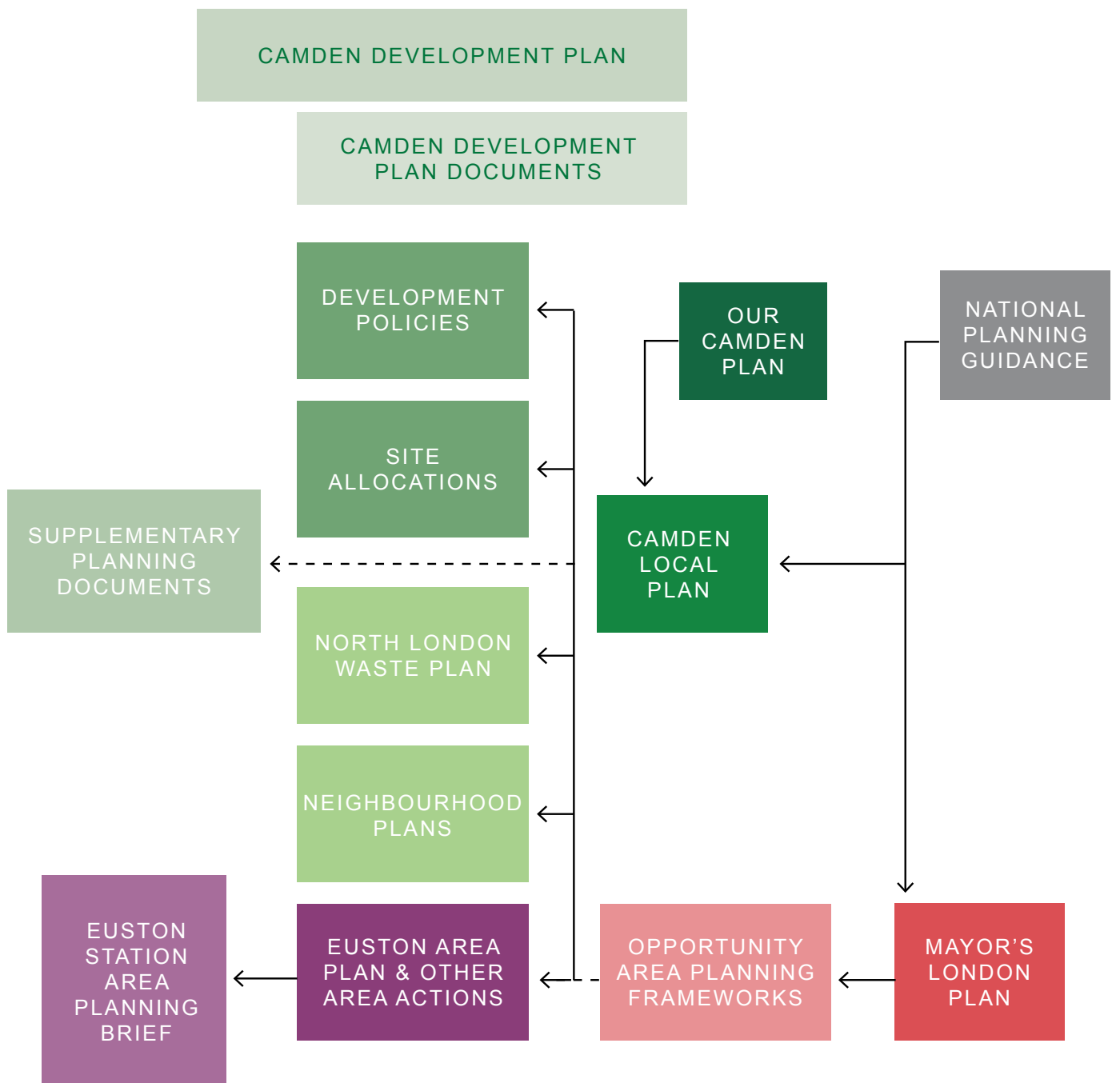


Figure 1.1: Planning policy framework

DOCUMENT STRUCTURE

PREVIOUSLY ADOPTED VISION

VISION FOR EUSTON

2015 EUSTON AREA PLAN

- Vision
- Objectives

2017 PLANNING BRIEF
KEY PRINCIPLES

STRATEGIC CHAPTERS

1. LAND USE

2. URBAN DESIGN

Overarching requirements



Explanatory guidance



Illustrations indicative only



OBJECTIVES
(1,2,3...)

Guidelines
(1.1,1.2,1.3...)

DIAGRAMS/
PRECEDENTS

OBJECTIVES
(1,2,3...)

Guidelines
(1.1,1.2,1.3...)

DIAGRAMS/
PRECEDENTS

AREA CHAPTERS

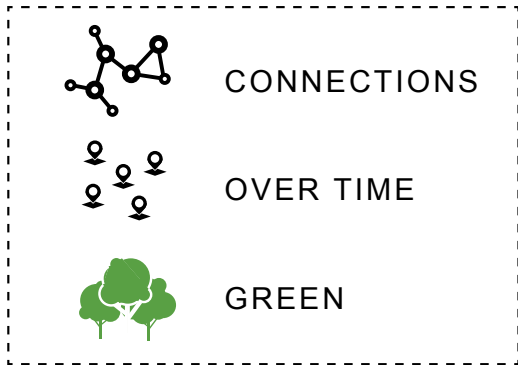
Illustrative guidance for each geographic area stemming from strategic guidance

EUSTON ROAD
AND EUSTON
SQUARE
GARDENS

COBOURG/
DRUMMOND
STREET

HAMPSTEAD
ROAD

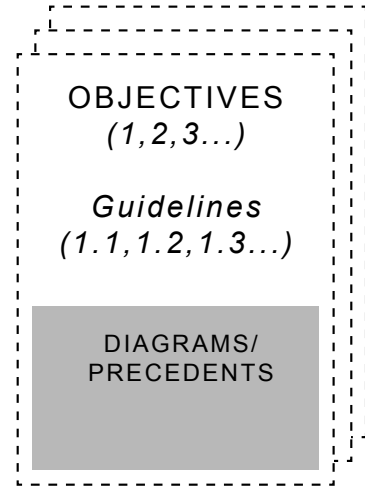
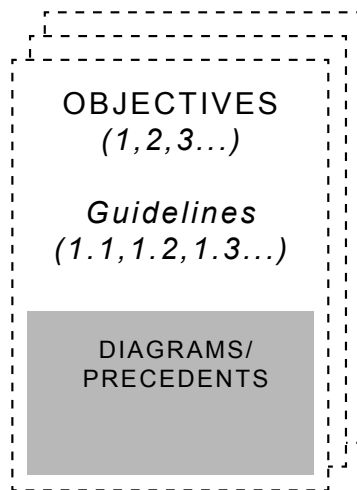
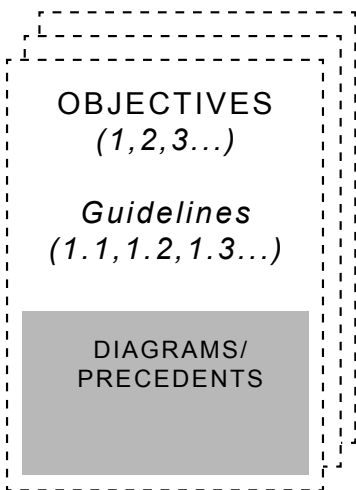
PLANNING BRIEF VALUES



3. TRANSPORT

4. ENVIRONMENT & OPEN SPACE

5. IMPLEMENTATION & DELIVERY



EVERSHOLT
STREET/
SOMERS TOWN

THE CUTTING

ABOVE THE
STATION



2

LAND USE

SUMMARY OF POLICIES

This Chapter supports the following Euston Area Plan Policies:

- *EAP Strategic Principle EAP 1*

Covers headline objectives for

- A: Overall Mix
- B: Homes
- C: Economy and employment
- D: Retail and leisure
- E: Social infrastructure
- F: Meanwhile uses

- *Strategic Principle EAP 2: Design*

Seeks the delivery of:

- A: development of the highest urban design quality, which builds on existing character.
- B: Key Urban design Principles to be addressed
- C: Recognises opportunities for taller buildings subject to design, heritage and policy considerations.

Development Principle EAP 1: Euston Station and tracks

Supports the delivery of:

- A comprehensive station redevelopment to transform Euston's image and potential for between 1,000 and approximately 1,900 new homes and between 7,200 and approximately 13,600 additional jobs depending on station design and footprint, railway constraints and cost of decking.
- A comprehensive approach to station design based around lowered tracks and platforms is more likely to allow for greater development and a transformational high quality development here.

The following Camden Local Plan Policies:

- Camden Local Plan Policies H1, H2, H3, H4, H5, H6, H7, H8, H9, H10
- Camden Local Plan Policy E1;
- Camden Local Plan Policies TC1, TC2, TC3, TC4, TC5
- Camden Local Plan Policy C1, C2, C3, C5

And should be read in conjunction with:

- CPG: Housing
- CPG: Design
- CPG: Employment sites and business premises
- CPG: Planning for health and wellbeing

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

GUIDELINE LU 1.1: USES MUST BE DIVERSE AND LOCATED TO ENSURE OPPORTUNITIES FOR EVERYONE TO FEEL A PART OF EUSTON

Given the scale of the area within the Planning Brief boundary, and the larger Euston area, a comprehensive approach should be taken to identifying and distributing uses to encourage places around the site to draw a diversity of people at all times of day. This should be achieved by:

- Designing distinct and characterful neighbourhoods which are informed by their context, respond to their users and contribute to the vision for the wider site;
- Interspersing uses, particularly those that bring visual interest at ground floor, and making buildings and spaces multi-functional over the course of the day and night, during construction and operational stages;
- Locating civic, community and cultural uses where they will best contribute to vibrancy, public life and quality of place;
- Making spaces welcoming for a wide range of groups, including existing and new residents
- Providing a variety of open spaces; and
- Making the above the station a central feature of Euston, providing connections, spaces and activities for all.

Any application for a major scheme will be expected to submit a robust Mixed Use Strategy establishing how development across the site will meet the above guidance and be appropriately and integrally mixed use, with reference to relevant planning policy and any supporting strategies required as part of the application. The statement should detail the quantity, distribution and long-term support of the mix of uses.

As the station works enables much of the development, recognising the constraints that this places on the release of plots, a staged approach to delivery will be necessary.

Careful consideration should be given to how the design of the significant transport infrastructure (HS2 and Network Rail stations, Cross Rail 2 stations, bus provision etc.) should support this aim.

Key to this will be by:

- Providing active uses as the ground floor of building; and
- Creating a positive relationship with neighbouring communities and - considering the 'passenger experience' beyond the internal station building.

GUIDELINE LU 1.2: DELIVER HOUSING WHICH SUPPORTS MIXED, INCLUSIVE AND SUSTAINABLE COMMUNITIES

- Homes and affordable accommodation are essential components of Euston's infrastructure, not only to enable generations of families to stay in the area, but to meet Camden's housing need and to support the growth of the local economy. It is expected that a range of affordable housing products, including intermediate housing, will be delivered and for a wide range of groups. Priority will be given to on-site affordable housing;
- Homes should be delivered to help alleviate documented issues of overcrowding and the undersupply of family-sized units; and
- Housing should be located to mix uses and complement adjacent residential communities. Providing housing over the north of the station north of Phoenix Road, along Hampstead Road and over tracks up through the Camden Cutting (shown in EAP Figure 3.2 Overall land use strategy) supports a transition from the concentration of commercial development and the station to residential areas that sit alongside and to the north of the station. As providing residential properties for private sale above the station is challenging, alternative tenures should be included to contribute towards the mixed use aspirations.

OBJECTIVE LU 2

FOSTER A SUSTAINABLE, INCLUSIVE AND MIXED ECONOMY

GUIDELINE LU 2.1: BOLSTER THE KNOWLEDGE SECTOR AND ENSURE THAT IT GENERATES WIDER BENEFITS

Within a one-mile radius of the station (approximately a 10-12 minute walk) the Knowledge Quarter is a remarkable cluster of organisations spanning research, higher education, science art, culture and media. It brings together 85 institutions including the Francis Crick Institute, The Wellcome Trust, Google, University College London, The British Museum, The British Library and Central Saint Martins alongside a growing ecosystem of small businesses and start-up companies.

The Government's Science and Innovation Audit for the Knowledge Quarter area identified that this exceptional concentration of scientific research and other organisations is having a positive role on driving innovation and economic growth both locally and elsewhere in the UK including in other leading clusters of knowledge in places like Milton Keynes, Cambridge and Oxford.

Since the publication of the EAP, pressure has grown for an intensification of knowledge-based uses. There is documented shortage of space and prohibitive costs that hamper the life sciences and data sciences sectors. They contend with low availability and high costs of suitable commercial accommodation, a lack of innovation space, especially wet labs, for new and small businesses, and a scarcity of sites for entities seeking to expand. Interaction and collaboration among knowledge-based firms are fundamental to the success of individual organisations and the cluster as a whole.¹

In order to ensure the needs of the knowledge economy are met, development should:

- Incorporate suitable layout and design of buildings including, for example, large, flexible floor-plates, high floor-to-ceiling heights (particularly to allow incorporation of wet labs) and energy systems with inherent redundancy and resilience. Simultaneously, buildings should be designed to be future-proofed, maintaining flexibility and adaptability to occupation by other commercial uses, such as conventional office space, according to changing market conditions;
- Enable firms to cluster within a building and within the neighbourhood. Development should include a wide range of commercial space types and flexible configurations to allow organisations of varying specialisms, sizes and ages to locate within proximity to one another;
- Provide space for complementary uses and facilities which require flexible and serviced office space. Assembly and conferencing space is also needed to support information-sharing and engagement among organisations. Any assembly/conferencing space should be part of a strategically-conceived cultural proposal and have a dynamic, public-facing, all-day and all-week function serving multiple audiences, including Euston area residents;
- Include well-designed and cohesive open space and public realm to attract businesses and create a healthy and convivial environment for employees; and
- Development should ensure it is easy for people to walk and cycle between key knowledge quarter buildings.

¹ Department for Business, Energy and Industrial Strategy, *Knowledge Quarter Science and Innovation Audit*, June 2018

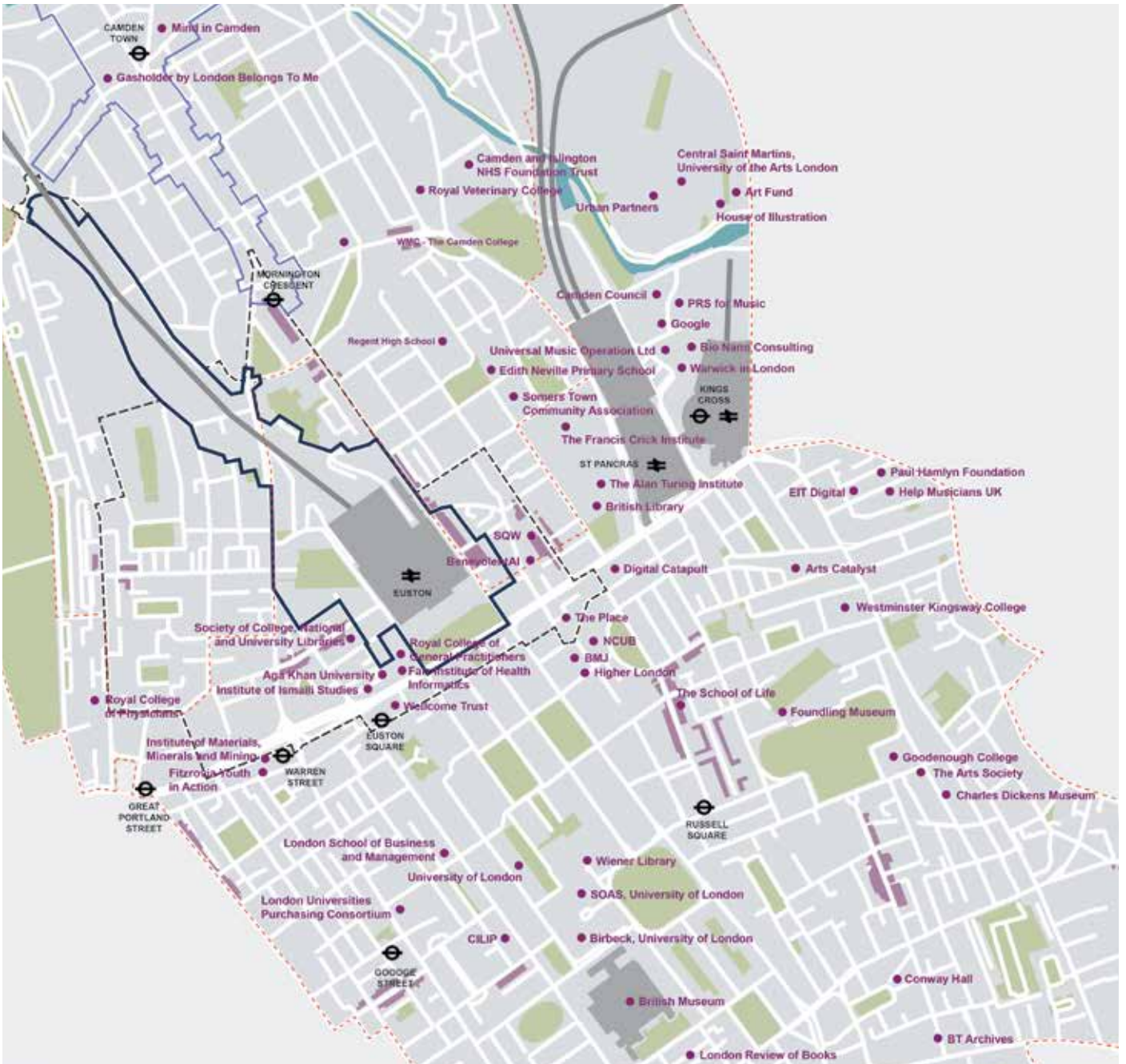
² Department for Business, Energy and Industrial Strategy, *Knowledge Quarter Science and Innovation Audit*, June 2018

³ New London Architecture, *Knowledge Capital: Making places for education, innovation and health*, May 2018

⁴ Greater London Authority, *Supporting Places of Work: incubators, accelerators and co-working spaces*, September 2014

OBJECTIVE LU 2

FOSTER A SUSTAINABLE, INCLUSIVE AND MIXED ECONOMY



Knowledge Quarter uses within London Borough of Camden

KEY

- Euston Planning Brief boundary
- Euston Area Plan boundary
- Knowledge Quarter uses
- Neighbourhood Centre
- Town Centre
- Central Activity Zone

OBJECTIVE LU 2

FOSTER A SUSTAINABLE, INCLUSIVE AND MIXED ECONOMY

GUIDELINE LU 2.2: PROVIDE OPPORTUNITIES FOR A RANGE OF BUSINESSES, OF VARYING SIZES, FROM START-UPS TO MATURE ORGANISATIONS

The Euston area is likely to deliver a substantial proportion of large floorplate, corporate floorspace that will be out of reach for small and medium-sized enterprises (SMEs). To create opportunities for a range of businesses, and encourage the establishment and retention of SMEs and local businesses, development in Euston should:

- Provide commercial space of a range of sizes, with layouts that can adapt to occupant needs and growth;
- Provide space for small and micro SMEs, with fewer than 50 employees, where there is the greatest shortage of accommodation. Provision should include grow-on space to allow small firms to incrementally expand;^{2,3}
- Ensure provision of suitable accelerator and incubator space, of which there is a shortage in the King's Cross and Euston areas. Space should include common areas and shared meeting spaces. Small firms in specialist sectors benefit from shared lab space and equipment alongside office space; and^{5,6}
- Offer shorter leases with flexible terms to accommodate start-ups and small enterprises and include affordable workspace.⁴

OBJECTIVE LU 2

FOSTER A SUSTAINABLE, INCLUSIVE AND MIXED ECONOMY

GUIDELINE LU 2.3: HARNESS THE RICH OPPORTUNITY THAT EUSTON PROVIDES TO DELIVER INCLUSIVE GROWTH

In order to ensure that investment at Euston delivers benefits where they are most needed, proposals will be expected to be supported by a comprehensive Employment and Training Strategy that is agreed to the Council's satisfaction. The following should be included as part of the Strategy:

- Clear and measurable employment targets with regular monitoring;
- The Council plans to establish a Construction Skills Centre in Euston. It is expected that development will provide capital and revenue contributions to support the operation of the facility and that the developer and its contractors will use the centre to support their learning and development and encourage lifelong learning; and
- A programme of apprenticeships in line with best practice and agreed with the Council.

During the operational and construction stage, it is expected that long-term commitments will be made to the following:

- Capital and revenue funding to support the provision of an employment brokerage service in Euston. Capital funding would finance suitable space from which the service would operate; revenue funding would support ongoing recruitment activity on behalf of local employers, the Development Partner and the Council. The service would also provide appropriate training and career progression support. A strategy for the service's continued sustainability should be agreed with officers;
- Provision of job and training opportunities in the creative, digital and scientific sectors for young people from underrepresented backgrounds; and
- Provision of apprenticeships, ideally through the network of knowledge-based organisations, to be recruited through Camden Apprenticeships.

In order to promote inclusive growth during construction and operational stages, additional measures will be considered for incorporation in the Employment and Training Strategy, including commitment to payment of the London Living Wage, work experience for people of all ages, support of local Business Improvement Districts, scholarships for Camden residents and pathways to employment for those with Special Educational Needs and Disability (SEND) and long-term health conditions.

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

GUIDELINE LU 3.1: CREATE A DIVERSE AND BALANCED RETAIL, FOOD AND SERVICE ENVIRONMENT

Retail at Euston is expected to:

- Ensure a diverse mix of A1 to A5 establishments, ranging in size and type, including independent businesses, services, and food and drink venues;
- Include local establishments that serve and are located near existing residents as well as new homes. Residents have cited a need for local convenience provision including a large supermarket in an accessible location with a wide-ranging offer; the need for a supermarket should be further assessed;
- Complement the scale and character of the Euston Growth Area, nearby centres and not cause harm. Particular consideration should be given to the protection and enhancement of Euston's neighbourhood centres;
- Support the provision of affordable small shops and other commercial units. Further discussion with the Council about how this is best provided will be needed; and
- Support delivery consolidation and ensuring retail is convenient for people who want to walk, cycle and take public transport.

It will be important to understand retail provision on a site wide basis. In line with Camden's policies, which strive to protect existing centres, it will be important to understand the level of retail proposed as a coherent whole. As retail will be delivered in stages across the site by different stakeholders, we will be seeking to understand how parties will be working together to ensure that the delivery of retail is coordinated.

We will be seeking an overarching strategic approach to the amount of retail delivered and a staged approach to assessing retail impact. Ideally, an overarching retail strategy would be produced jointly as early as possible in the development of any retail proposals here. This should demonstrate how partners are working together to consider retail provision across the whole site and throughout all the development stages and which sets out the high level impact of all potential retail provision scenarios across the station and cutting site.

While it is recognised that it will be difficult to have a definitive and detailed picture of later proposals to assess at early stages, it will be important for all submissions to demonstrate that they are working with partners and not considering retail provision in isolation.

REQUIREMENT FOR A RETAIL IMPACT ASSESSMENT

Proposals for retail in Euston that exceed the amount set out in the EAP should be supported by a Retail Impact Assessment to ensure that the provision of retail, food, drink and service uses over all phases of Euston's development is consistent with relevant planning policy, including the Camden Plan and EAP. At a minimum, the Retail Strategy must include:

- The quantity, location and type of retail to be provided during each phase of Euston's development;
- An assessment of the retail market to demonstrate retail trends and viability in the Euston area, and

how the retail that is being proposed is supported by the findings of the assessment, including impacts on existing retail centres;

- How the proposal is consistent with relevant planning policy, including the Camden Local Plan and EAP; and
- How the proposal appropriately meets the needs of all of local residents, station users, visitors and the local working population.

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

GUIDELINE LU 3.2: CREATE DYNAMIC AND ENGAGING STREET ENVIRONMENTS ON ALL STATION FRONTAGES AND IN SURROUNDING CORRIDORS

Shops, restaurants and other types of street-level businesses should provide visual interest, natural surveillance, draw footfall, create a sense of safety, reduce the need for short vehicle trips and help keep a neighbourhood's economy healthy. As set out in the Urban Design section, retail is one of several means of achieving activation, and the Council expects that a combination of the measures outlined in this document will be appropriately implemented to create a vibrant public realm.

Retail and other ground floor uses that successfully activate the street should be:

- Of a scale and character that is appropriate to the local context;
- Use attractive and varying treatments;
- Include uses that promote interest and animation visible from the street; and
- Have a scale and fine-grained rhythm of shopfronts that create diversity and make the street a desirable place to visit.

Retail, food and some service uses are traditional occupants of shopfronts – but proposals should include other types of businesses that can occupy ground floors and contribute to vibrancy such as galleries, work studios and small scale manufacturers. Although servicing and back-of-house functions are needed at Euston, every effort should be made to locate them away from the street. Where this is not possible, this will need to be justified and every effort should be made to minimise the extent of inactive frontage (including changes to the internal layout and arrangement of facilities).



Drummond Street

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

GUIDELINE LU 3.3: COMPLEMENT AND ENHANCE THE CHARACTER AND VITALITY OF EXISTING TOWN AND NEIGHBOURHOOD CENTRES IN THE EUSTON AREA

The Planning Brief boundary and wider zones of influence include two neighbourhood centres: the east side of Eversholt Street and Drummond Street. The two centres, although different in character, are currently occupied by small and independent businesses ranging from retail shops to restaurants and services. The quantity, type and location of all new retail that is provided as part of new development must be appropriate in scale and character to all existing nearby town centres. Development should:

- Locate smaller, independent shops nearest neighbourhood centres and residential areas, and be sensitive to the character and function of the centre in evaluating the appropriate scale of premises;
- Include small units with shopfronts that are contextual to their settings. The Council may attach conditions to planning permissions precluding the ability to amalgamate units into larger premises;
- Any development along Cobourg Street should complement and reinforce the character and function of Drummond Street. Drummond Street is characterised by a fine-grained scale, specialty shops and restaurants, varying shopfronts, a historic building stock, and planting and product displays that animate the pavement. It is a unique asset in the Euston area that should be protected and enhanced. Proposals for uses or scale of development that compromise or conflict with its role will not be supported;
- For new small and independent businesses, provide targeted support through local marketing, affordable retail space and up-front capital assistance, flexible lease terms, assistance from a small business consultant, and opportunities to transition from meanwhile to end-state tenancies;

- Support existing businesses to remain, including those in neighbourhood centres within proximity of the development site, provide small business consultation and public realm expertise during and post-construction; and
- Implement a comprehensive approach to meanwhile uses, as set out in Objective LU 5.

OBJECTIVE LU 4

THE COUNCIL WILL EXPECT A RANGE OF SOCIAL INFRASTRUCTURE TO SUPPORT A COHESIVE AND SUCCESSFUL DEVELOPMENT

Euston is a vibrant area, rich with community resources, knowledge-based institutions, a diversity of small businesses and an established residential population. The redevelopment of the station and adjacent sites brings unique opportunity to enhance and strengthen these assets.

GUIDELINE LU 4.1: ALL ASPECTS OF DESIGN, CONSTRUCTION, OPEN SPACE AND PUBLIC REALM DELIVERY, AND PROVISION OF COMMUNITY RESOURCES, MUST PROMOTE HEALTH AND WELLBEING

In combination with the development plan and other planning guidance, this document aims to engender a positive approach to a healthy environment, active travel, open space, fitness opportunities, safety and security, animated street life, connectivity and accessibility across Euston, the delivery of integrated community facilities and programmes, cultural opportunities

and social spaces for all of Euston's communities. The successful delivery of all of these elements is essential to making Euston a thriving place and should be planned for in all construction stages. When proposing works to the highway, TfL's guidance on healthy streets should be fully considered and a 'healthy streets check' for designers should be undertaken.

Applications for development at Euston will also be required to include a Health Impact Assessment. The Council's Public Health Strategist should be consulted in its preparation.



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

OBJECTIVE LU 4

THE COUNCIL WILL EXPECT A RANGE OF SOCIAL INFRASTRUCTURE TO SUPPORT A COHESIVE AND SUCCESSFUL DEVELOPMENT

SOCIAL INFRASTRUCTURE



Although too-often associated with the currently uninviting character of the rail station, Euston is a vibrant area, rich with community resources, a diversity of small businesses and an established residential population. The redevelopment of the station and adjacent sites brings unique opportunity to enhance and strengthen these assets. Boosting Euston's positive qualities means recognising and addressing Euston's well-documented challenges, as set out in the Demographics section.

Camden 2025, the community-led vision for the borough, promotes affordable and high-quality housing, access to jobs, safe and strong communities, a healthy environment and opportunities for general wellbeing. Camden 2025 reflects many of the issues and priorities discussed by the Euston community during engagement. Residents in the area expressed concerns about antisocial behaviour and crime, a lack of activities and resources for young people, and an observed increase in rough sleeping.

Thinking about the future, the community underscored the need for educational initiatives by local businesses and institutions with school children of all ages, programmes specifically targeted at young people, truly accessible training and work experience opportunities for local residents, initiatives to promote cross-generational interaction and flexible community space close to residents. These aims for Euston are in keeping with Camden 2025, which encourages community spaces and programmes of all types to provide occasions for interaction among people with different experiences and backgrounds, and counter isolation or stratification. The changes at Euston and the neighbourhood benefits that come with them must be unifying agents.

While Euston has a relatively young population, educational attainment is lower than the Camden average, with high proportions of residents with no qualifications concentrated in areas surrounding the station. Fewer Camden students go onto Russell Group universities in comparison to inner London and that students from disadvantaged backgrounds underperform in university admissions. Given the concentration of valuable jobs opportunities in Euston, these statistics underscore the urgency to give school-aged young people the resources and impetus to remain in school, pursue higher education and graduate into skilled professions.

Euston residents have cited crime among young people as a growing concern. Factors that have been recognised as contributing to youth violence include: a lack of "things to do" to occupy young people in an enriching way and the absence of accessible opportunities. The Camden Council Youth Safety Task Force recommends solutions to counter these underlying issues: youth services that include "fun things to do" close to schools, employment and training that are genuinely available to local youth, matching opportunities with role models to form trusted relationships, and channels to create mutually respectful connection with communities.

The area's demographics further highlight challenges such as high rates of domestic overcrowding, concentrations of deprivation and poorer health in relation to other parts of Camden.

OBJECTIVE LU 4

THE COUNCIL WILL EXPECT A RANGE OF SOCIAL INFRASTRUCTURE TO SUPPORT A COHESIVE AND SUCCESSFUL DEVELOPMENT

GUIDELINE LU 4.2: COMMUNITY FACILITIES AND SERVICES MUST INTEGRALLY LINK NEW DEVELOPMENT WITH EUSTON'S COMMUNITIES, MOST NOTABLY, ITS CHILDREN AND YOUNG PEOPLE

The delivery of successful community facilities and services at Euston is fundamental to creating meaningful links between the changes at Euston and all of its communities.

Removing transport barriers between the community and development, to ensure these are convenient for people who want to walk, cycle and take public transport will be essential.

In the delivery of community facilities, it is expected that development will:

- Make appropriate contributions towards new and improved community facilities and services;
- Develop a robust Community Engagement Plan, as set out in Guideline ID 1.5, to identify local priorities for community facilities and agree with the Council community groups with whom to collaborate and support financially on engagement. The Engagement Plan should be developed in conjunction with the local community;
- Provide new facilities that are purposely designed and configured to optimally meet their community function. Spaces should be flexible and managed to promote shared ownership and rotated use among a diversity of local groups;
- Encourage opportunities for commercial tenants to engage in volunteering and community-based activities;
- Provide support to local community organisations to promote financial self-sufficiency and training to include a social enterprise element of their programmes to generate income; and
- Set up a bespoke community fund with appropriate management to meet the above aims

and ensure sustained provision of community facilities and services. A community fund structure that has been successful is Regent's Place.

In order to help address lower-than-average educational attainment in Euston⁵ and concerns about youth safety, Euston development must establish links with children and young people as a core part of community facility and service delivery.

- Employers who establish in Euston will be expected to take guidance from the recommendations of the report of the Camden STEAM (Science, Technology, Engineering, Arts and Maths) Commission to provide meaningful skills development and work opportunities for young people. Development should deliver a coordinated programme of creative, digital and scientific learning specifically drawing on the organisations in Euston and the needs of area children and youth. Consideration should be given to providing support to ensure school staff have the resources to administer student involvement in any programme, collaborating with existing area child and youth services, creating bespoke programming that caters to local needs and providing dedicated space for programme activities;
- Proposals should take guidance from the recommendations of the Youth Safety Task Force⁶ to develop youth facilities and programmes that reach young people during and outside of school hours; and
- Just as children need positive ways to spend their time, they urgently need places to go. Development should provide space that meets the needs of children and young people of all ages – play areas for younger children and safe, functional social spaces for young men and women. Development should deliver space for young people that they know is their own and engenders a sense of belonging. In order to achieve this, proposals must set out a plan for co-designing spaces with local young people.

⁵ Camden STEAM (Science, Technology, Engineering, Arts and Maths) Commission, *Creating Camden's 21st Century Talent*, 2017

⁶ Camden Youth Safety Task Force, *Youth Safety Task Force Report*, 2018

OBJECTIVE LU 4

THE COUNCIL WILL EXPECT A RANGE OF SOCIAL INFRASTRUCTURE TO SUPPORT A COHESIVE AND SUCCESSFUL DEVELOPMENT

Older members of the Euston community face challenges of social isolation and physical barriers. In order to address this, development must:

- Create an environment with convenient and legible connections with accessible routes to shops, open spaces, schools, social spaces, support services and other community facilities. Connections through and across the station are essential to achieving this;
- Deliver homes that are designed and fitted out to support independent living and close access to amenities;
- Support links to cultural opportunities, including those by knowledge-based organisations; and
- Based on the availability of funding for community programming and a further assessment of need, support existing organisations serving older adults in Camden and consider promoting intergenerational programming. On the success of existing initiatives in Camden, the Council is seeking opportunities to connect children to older community members.

Applications for large schemes are expected to include a Community Facility and Service Strategy that demonstrates how the proposed development will meet Objective LU 4. The Council should be consulted in the preparation of such a strategy, which will be secured via a S106 agreement.

GUIDELINE LU 4.3: EUSTON SHOULD BRING OPPORTUNITIES FOR CULTURE THAT ARE RICH, INTERACTIVE AND ACCESSIBLE TO THE WHOLE COMMUNITY

Culture is a connecting force that should be rooted in all aspects of Euston's growth. It should be open to evolution and change, and draw from all of Euston's communities and functions. Euston will not be defined by a single culture, but an array of identities that should all have an opportunity to express themselves on their own terms. The support of existing and creation of new cultural, leisure, learning and play facilities will be an integral part of development, and the experience of living and working in, and visiting Euston.



New affordable homes and community play facilities as part of Central Somers Town, Adam Khan Architects
(Image: David Grandorge)

OBJECTIVE LU 4

THE COUNCIL WILL EXPECT A RANGE OF SOCIAL INFRASTRUCTURE TO SUPPORT A COHESIVE AND SUCCESSFUL DEVELOPMENT

In order to inform the appropriate type and scale of facilities, an application for development at Euston will be expected to submit a Culture Strategy that sets out how the cultural offer at Euston will be conceived and allowed to develop over time. It is expected that the applicant will work with Camden officers to determine what would be an acceptable Strategy, secured via a S106 agreement.

At minimum, the Culture Strategy should demonstrate:

- Accordance with the Camden Cultural Framework, its mission, vision and themes;
- How residents, businesses and institutions will be continuously engaged in developing a cultural vision and programme through an equitable and inclusive process;
- How initiatives (whether facilities or programmes) will promote and provide channels for creating links across Euston's communities;
- How the cultural opportunities will be available to local communities;
- The appropriate location of cultural facilities and programmes, with priority for location in commercially-focused areas to add dynamism and draw various groups;
- Provision for integrated site specific public art, this can add to the sense of place, character of the area, legibility/aid orientation and help communities develop a sense of belonging and ownership of an area;
- Provision of affordable spaces for artists, creatives and cultural organisations both through meanwhile use of redundant spaces and also permanent spaces provided through the development;
- How the cultural offer will inspire and create opportunities for sharing, integral participation and interaction; and
- How the culture strategy will complement and support existing cultural uses in the local area.

There should be no barriers to taking part in cultural opportunities: they should be fully accessible, welcoming to participants of all ages and backgrounds, and include a programme of minimal or no cost events.

GUIDELINE LU 4.4: ALL DEVELOPMENT WILL NEED TO INCORPORATE MEASURES WHICH SUPPORT EUSTON AS A PLACE THAT IS SAFE, SECURE AND INCLUSIVE

The closure of St James Gardens and Euston Square Gardens has led to the displacement of some anti social behaviour into the surrounding residential areas. We will expect a robust approach to both design of development to minimise future potential for anti-social behaviour, and in terms of the construction method, ensuring overlooking, rights of way, adequate lighting and ease of wayfinding are considered.

Development must demonstrate:

- The highest quality design and delivery of buildings, open space and public realm;
- Active frontages and good street lighting;
- Clear sightlines and unobscured routes and buildings access;
- Maximisation of natural surveillance;
- Pedestrian-centred street network and public realm;
- Security measures for HS2 and TfL assets should be minimised within the public realm and integrated into building design as a first preference; and
- Security measures that are obtrusive or overwhelm the public realm will not be accepted. Any security structures or monitoring must not detract from the public's ability to access or enjoy the space.

OBJECTIVE LU 5

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

As different phases of Euston will be constructed over coming years, a cohesive and thoughtful approach to meanwhile uses will be instrumental in energising spaces, creating social and economic value, and opening up opportunities to new ventures. Meanwhile uses must be incorporated as an essential component of the construction plan, demonstrating how they contribute to the creation of Euston as a place.

Where evidenced and justified, flexibility will be applied where appropriate when considering applications for meanwhile uses particularly during the construction period of HS2.

GUIDELINE LU 5.1: EMBRACE THE SCOPE TO TEST USES, BE BOLD AND CREATE SPACES OVER TIME

It is expected that any proposal for meanwhile uses takes advantage of the opportunity to be creative. The temporary nature of meanwhile uses presents exceptional opportunity to make pioneering decisions and exercise creative approaches to place creation. They offer a freedom and flexibility to test unexpected uses that give life to sites and begin to inspire interest in what a neighbourhood will become. The Meanwhile Use Strategy, described below, should demonstrate accordance with this guideline.

Given the tightly constrained site at Euston, the widest definition of meanwhile uses should be applied to include proposals for supporting the local community and businesses through construction. Meanwhile uses should seek to:

- Mitigate the impacts of the construction work;
- Ensure a positive experience for residents, businesses and travellers and realise early benefits of the legacy aims of the scheme;
- Ensure that Euston as a place is celebrated positively;
- Embrace the opportunity of transition to test new ways of doing things and share this learning widely, for example changes to the highway network necessitated by construction should be used to test longer-term opportunities); and
- Build confidence in the delivery partners to deliver.

GUIDELINE LU 5.2: MEANWHILE USES CAN SET A TONE FOR THE FUTURE

While meanwhile uses allow latitude for spaces to change, they should set a tone for the kinds of businesses, community facilities and open spaces that will ultimately locate. They can also set a precedent for broader aspirations for development, such as expectations around sustainability, greening and social benefits. The selection of meanwhile uses should consider, at minimum:

- Having a relationship with the ultimate intended use of the site (for example, a prototype for community space that will evolve through area engagement);
- Sustainable construction methods and materials that establish precedent for future construction; and
- Buildings, external spaces and planting that are designed and implemented to, as a priority, be retained for future use.

There have already been a number of meanwhile uses in the Euston area, to help to mitigate the impact of HS2 here. The Collective at Temperance Hospital incubated 125 businesses and delivered 466 hours of business support in 2016 and 2017, Supported by Euston Town BID, Drummond Street traders secured an enhanced graphics and way-marking solution to highlight their location and offer. An important interim measure to promote footfall and support trade locally and the future proposals for Phoenix Road will help to provide replacement green space to mitigate for space lost temporarily.

OBJECTIVE LU 5

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

GUIDELINE LU 5.3: DEVELOP A STRATEGY FOR SELECTING AND CULTIVATING APPROPRIATE MEANWHILE USES

Any proposal for major development should submit a Meanwhile Use Strategy that demonstrates that the following, as a minimum, will be considered in the planning for meanwhile uses:

- That, relative to the scale and duration of the use, it has been informed by appropriate community engagement;
- That opportunities have been sought to mitigate any negative impacts on neighbouring residents or businesses as a result of construction;
- That the use and any associated buildings are suitable to the uses and character of the surrounding context, and compatible with any existing nearby businesses;
- That the use and associated buildings have been considered in relation to construction phasing, the overall masterplan and ultimate use of the site;
- That priority has been given to providing social, cultural, environmental or economic benefit as part of the use;
- That the proposed uses are engaging and inclusive;
- That priority has been given to uses that might otherwise be unable to afford to establish in Euston;
- That a strategy will be implemented to provide business support to tenants; and
- That an appropriate governance structure will be employed to ensure all major stakeholders are involved.

The strategy will be agreed by the Council and secured via a S106 agreement. Further information to be included in the strategy will be agreed during pre-application discussions.

GUIDELINE LU 5.4: MAKE TRANSPARENT MANAGEMENT INTEGRAL IN THE LIFESPAN OF MEANWHILE USES

Responsible management is key to the success of meanwhile uses. At the onset, parameters for the use should be set out including duration and any obligations by all parties. A clear management plan should be established, the manager should create clear lines of communication and be responsive to the occupant's needs. In order to promote transparency and business sustainability, a move-on strategy should be included in the management plan.



3

URBAN DESIGN

SUMMARY OF POLICIES

This Chapter supports the following Euston Area Plan Policies:

- *Strategic Principle EAP 2: Design*

Seeks the delivery of:

- A: development of the highest urban design quality, which builds on existing character.
- B: Key Urban design Principles to be addressed
- C: Recognises opportunities for taller buildings subject to design, heritage and policy considerations.

The following Camden Local Plan Policies:

- Camden Local Plan Policies A1, A2
- Camden Local Plan Policy D1, D2, D3

And should be read in conjunction with:

- CPG: Design
- CPG: Access for All
- CPG: Public Open Space

OBJECTIVE UD1

CREATE A SENSE OF PLACE, AND ESTABLISH A STRONG IDENTITY FOR EUSTON

GUIDELINE UD 1.1: ENHANCE THE IDENTITY AND CHARACTER OF EUSTON AS A UNIQUE AND GREEN PLACE

A strong vision for Euston should be developed to lead the joined up design response to the site for all stake holders.

The vision should set out ideas for a place from the social, cultural, economic and environmental perspectives of Euston and be informed by the varying character of the adjoining areas, and an ambition for a green sustainable environment. The vision should seek to create a strong identity for a new place with a character unique to Euston - avoiding placelessness and generic design.

Development at Euston should:

- Put people at the heart of the development creating desirable and welcoming places to be, ensuring architecture, open spaces and uses contribute to public life;
- Be based on a thorough understanding of the existing context by carrying out detailed site analysis and careful character appraisal so that the new development relates well to the built form and history of Camden. See character area studies for more detail;
- Preserve and enhance the character of the surrounding listed buildings and conservation areas through design and the use of materials and building methods which are appropriate in this historic setting;
- Allow the existing surrounding character to inform the type of place Euston will be, through uses, scale, rhythm, layout and architecture;
- Have distinct and diverse areas that build on the varying character of adjoining areas and accommodates a diversity of uses and users;
- Use high quality, durable and robust building materials that contribute to the sense of place which is unique to Euston ensuring adaptability and longevity of building stock;

- Be visibly green and at the cutting edge of sustainability in its approach to construction, transport, building design, materials and open spaces;
- Be designed in a joined up approach between all stake holders to achieve a cohesive masterplan that increases potential development and place-making value; and
- Be creative, drawing on the characterful informality of Camden's masonry buildings while being timeless in its approach.



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

The development follows the principles of Passivhaus architecture, allowing for greater energy performance and cutting down fuel poverty.

OBJECTIVE UD1

CREATE A SENSE OF PLACE, AND ESTABLISH A STRONG IDENTITY FOR EUSTON

GUIDELINE UD 1.2: CELEBRATE EUSTON AS A WORLD-CLASS TRANSPORT HUB

Euston Station is a large piece of infrastructure sitting within fine grain residential neighbourhoods and conservations areas. The architecture of the station and its ancillary buildings should be appropriate in scale and design and not dominate the surrounding context. The station should sit within the urban context by being easily identifiable, have a legible approach and movement through, create welcoming public spaces around it celebrating its unique function in the city.

THE STATION IS IDENTIFIABLE AND ITS FUNCTION IS CELEBRATED

The station should be celebrated through its architecture to convey its role as a significant transport interchange. The building should be easily identifiable and public spaces around it designed to create a sense of arrival for incoming and departing passengers. Simple, intuitive and legible design is essential to the functionality of this interchange and its connection into surrounding streets and neighbourhoods. Design should support easy and legible interchange between various modes.

Oversite development will play a significant role in the identification of the station. The design of OSD and the station should be designed in conjunction with the station to ensure a legible and intuitive wayfinding approach.

THE AREA HAS A LEGIBLE LAYOUT AND INTUITIVE WAYFINDING

- Euston Station has historically been identifiable from the verdant nature of Euston Square Gardens in front of the station, breaking the building line on Euston Road. This is a unique feature of Euston station and should be accentuated with a green approach throughout the station;

- Station entrances should be easily and logically navigated using line of sight, visual transparency and architectural cues to help people orient and navigate places. This applies to both movement towards the station onwards travel and interchange between different transport modes;
- Location of entrances should be intuitively located and well integrated into the street network and routes through the station should be designed as an extension of the street network inviting surrounding communities to use them as part of their everyday routine;
- The entrances and routes through and around the station should have a natural hierarchy with prominent frontages for visitors and routes for fast moving commuters responding to forecast pedestrian movements;
- Incorporate high quality spaces around entrance and exit points, creating great first impression and ample space to allow for bidirectional movement of people as well as space for people linger, wait and relax. These spaces should be relative to the importance of the station entrance;
- Deliver key east west and north south routes through the stations at ground level where possible considering the operational constraints of the station. Delivery of these routes require coordination of all stakeholders. These routes should be designed to feel like a continuation of the street network, be, clearly defined and legible and sufficiently wide and clutter free to allow for free and easy movement; and
- Whilst it is recognised that the station will require “back of house” elements to function (such as servicing, plant etc) this should be designed in the most efficient way possible to minimise footprint. Back of house uses be should located as far from public spaces and streets as possible and practicable, particularly away from pedestrian desire lines and entrances. Ideally these will be accommodated below ground, or wrapped in other OSD uses, to ensure public spaces are not detrimentally impacted by these uses.

OBJECTIVE UD1

CREATE A SENSE OF PLACE, AND ESTABLISH
A STRONG IDENTITY FOR EUSTON



Key routes and approach

KEY

- Station footprint
- Open Space
- Entrances to the station
- Primary pedestrian approaches to station
- View towards the station
- Areas of approach to station

OBJECTIVE UD 2

AN INCLUSIVE PLACE THAT MAKES CONNECTIONS

GUIDELINE UD 2.1: CREATE A NETWORK OF STREETS AND SPACES LINKING WITH THE WIDER CONTEXT

A legible urban grain and hierarchy should underpin the masterplan to provide a structure in which traditional streets would be delivered at both ground level and above the station, to ensure an appropriate scale of urban blocks and a suitable degree of pedestrian permeability between, above or through these blocks. The HS2 station design will lay the foundations for these connections and it will be important that this is demonstrated at Schedule 17 stage.



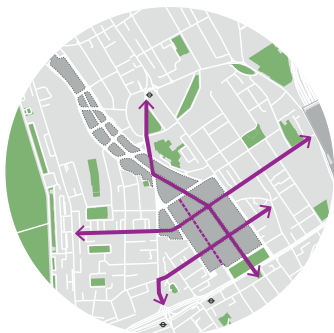
A. PROVIDE NEW STREETS

Provide clear and unrestricted new pedestrian routes and public spaces, through road and rail infrastructure firmly connecting Somers Town and Regents park estate, Bloomsbury and Camden Town as well as new routes into and around the station.



B. ESTABLISH CITY BLOCKS

These new routes create appropriately sized, walkable city blocks that promote choice and freedom of movement and reintegrate Euston as a permeable piece of the city.



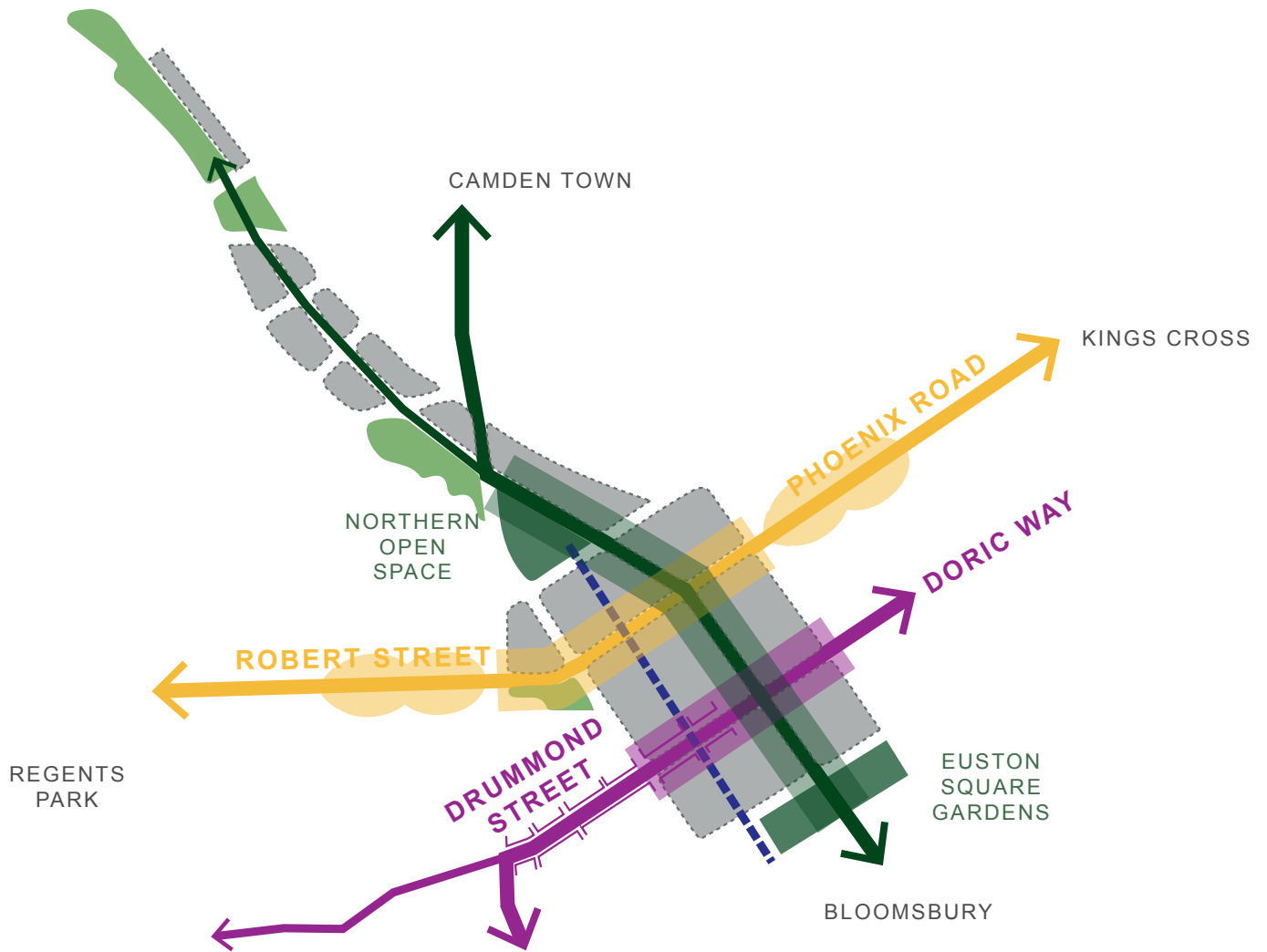
C. RESPOND TO A HIERARCHY OF MOVEMENT

Create an intuitive hierarchy of routes and spaces aligning intensity and purpose of usage with street, permeability and be appropriately scaled to accommodate the expected flow of people, also allowing for smaller more quiet routes. The quality and character of routes should help to establish this hierarchy.



D. IDENTIFY CHARACTER AREAS

Ensure variety and diversity of character. New routes should be designed to reflect the character and purpose of the place which they pass through. Buildings and spaces should be designed to create a pedestrian friendly, human-scaled environment.



**PHOENIX ROAD –
HAMPSTEAD ROAD**

Continue the character of Phoenix Road as a pedestrian orientated green route through the stations to provide access between HS2/ Network Rail and St Pancras/ Kings Cross stations and create a local route to the north of the site for the wider community between Regents Park Estate and Somers town.

**DRUMMOND STREET –
DORIC WAY**

Reinstate the historic connection between Drummond Street and Doric Way to provide ground floor level access between Regents Park Estate and Somers Town. This connection should be open to the air through network Rail and HS2 if possible. A link separate to the internal station environment is important in this location and routes should be provided above the station if feasible

**BLOOMSBURY - CAMDEN
TOWN**

The creation of a green, open to the air north south street connecting open spaces on either side of the station characterised by the verdant nature of these spaces, providing opportunities for development plots to be accessed independently (not through the station) and at grade and linking to development above the station.

OBJECTIVE UD 2

AN INCLUSIVE PLACE THAT MAKES CONNECTIONS

GUIDELINE UD 2.2: EMBRACE LEVEL CHANGES AND MAKE THE MOST OF THIS UNIQUE FEATURE IN CENTRAL LONDON

The area above the station presents an opportunity unique to London to create a new place above the stations. Providing legible and attractive access to above the station will be integral to the success of the place as a new piece of city. It is expected that there will be a number of ways to make the level change with some being quite modest or private (lifts within buildings, steeper narrow steps) and other primary access points being open to the air more civic and grand in nature. Hierarchy of level changes is outlined in image Key Routes and Character.

At these primary access points the level change will also make up part of a the wider connections through Euston and become part of the street network.

Design of the primary level changes should:

- Be clear, direct, obvious and accessible to all;
- Be located and designed as a continuation of the existing wider street network;
- Be enticing and feel welcoming so people want to explore further;
- Be clearly visible and legible from a distance, providing physical access as well visual access to above the station;
- Have well integrated and clearly visible lift access at all level changes. Ramps should be included where possible;
- Be open to the air and well integrated into the public realm at both ground level and above the station;
- Be visibly green;
- Animated with retail, lighting, art etc. to create interesting and engaging spaces in which people want to stay and interact with;
- Be well integrated into the architecture of the surrounding buildings using a creative response to level changes;
- Explore opportunities to break up the level change with platforms and seating to provide places to rest and linger;
- Provide safe 24 hour access to routes, recognising that station operations may require access to routes through the station to be restricted at times; and
- Where possible provide access for cyclists.



Hafencity, Hamburg

OBJECTIVE UD 2

AN INCLUSIVE PLACE THAT MAKES CONNECTIONS



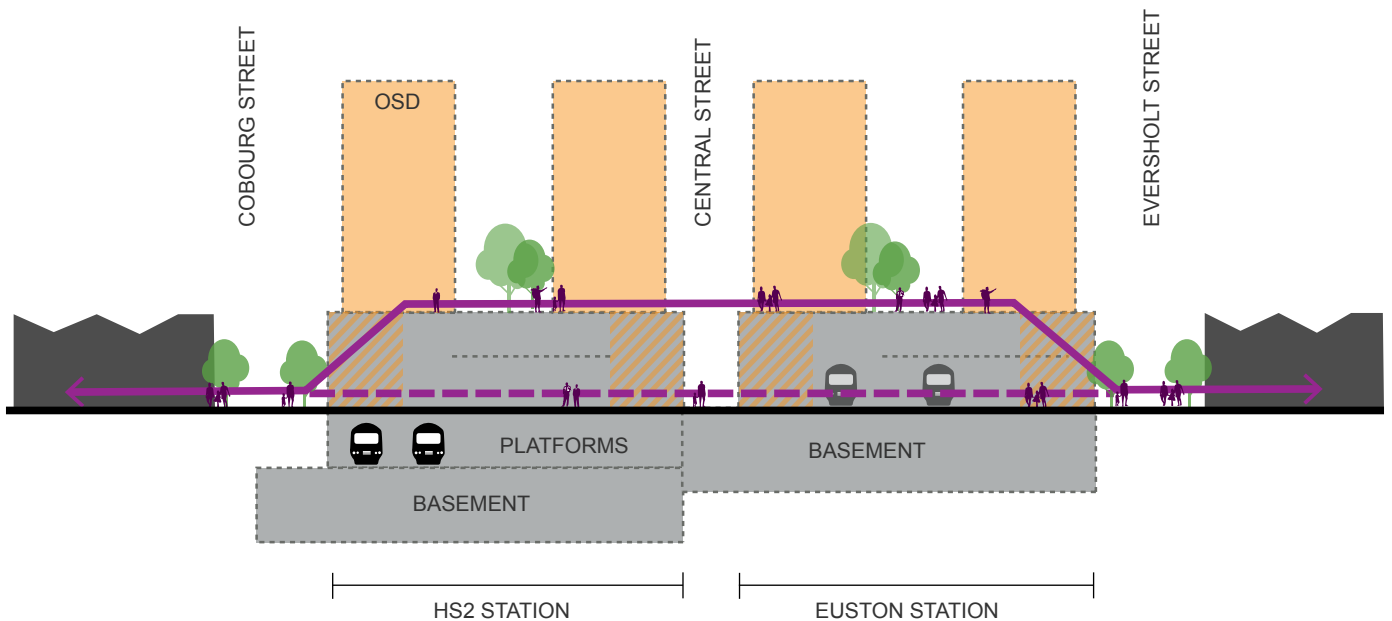
Steps between Granary Square and the Regents Canal at King's Cross
(Image: John Sturrock)

Stairs can be enjoyed as place to stop/turnaround and look out over the city. The steps provide a unique vantage points to do this over Regent's Canal



Oslo Opera House, Oslo, Snohetta

The roof as a public space connects to the street and was designed to emphasize the openness and publicness of the building.



Section showing routes through and above the stations

OBJECTIVE UD 2

AN INCLUSIVE PLACE THAT MAKES CONNECTIONS

GUIDELINE UD 2.3: CREATE A DEMOCRATIC SPACE THAT IS OPENLY ACCESSIBLE AND WELCOMING TO ALL.

Euston should be a vibrant and democratic place where different social groups can co-exist, cultural diversity is present, differences in scale are visible, and urban innovation and economic development are taking place. To achieve this Euston should:

- Create a vision which establishes a strong character and framework for future development which also allows for flexibility to respond to changing circumstances;
- Plan for the unexpected within the masterplan. Diverse and flexible areas can stimulate encounter and interaction, allowing the unexpected to happen;
- Put public spaces at the heart of the development to ensure they drive social interactions, local economy, connectivity, mobility and culture. Allow for places that people feel welcome without needing to buy something;
- Be mixed use with a wide range of building typologies, sizes, tenures, and a range of affordability;
- Ensure that a diversity of users are welcome and encouraged to use the place. Uses, and spaces must promote social cohesion and interaction, facilitate a sense of community, make a visitor feel safe and welcomed, to serve their needs and provide interesting things to do and see;
- Maximise different types of activity in public spaces to create a safe, welcoming and animated experience;
- Invest in the social value of trees, plants and natural areas integrating greening and biodiversity where possible; and
- Involve and value the contribution of residents (both existing in the surrounding neighbourhoods and new residents throughout the masterplan) through community design processes and allowing residents to take ownership of spaces.



Kings Cross Station

Ensure that public spaces around areas with high volume of people have ample space to allow for easy movement and avoid conflict between users. (Ensure cyclists do not encroach on pedestrian areas by providing safe, protected bicycle routes and crossing zones)



Covent Garden

Create a fine grained street network with buildings and ground floor uses that interact with the public realm.



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

Provide places for the community to take ownership and access to nature through gardens, play areas and learning.

OBJECTIVE UD 3

CELEBRATE A MULTI-DIMENSIONAL LAYERED TOWNSCAPE

GUIDELINE UD 3.1: PROMOTE AN ACTIVE AND ENGAGING STREET LEVEL EXPERIENCE

Streets and spaces are informed by the buildings around them. Ground floors should be interesting and varied to create an inviting and enriching urban environment. Where buildings meet the street they should:

- Land appropriately as part of the city contributing positively to the streetscape it is becoming part of;
- Clearly define urban edges of the street and open spaces which they address, becoming part of the fabric that surrounds them;
- Have a clear hierarchy identifying back, front and flank elevations, contribute to urban legibility;
- Actively contribute to public life on the ground floor with well placed front doors, active uses and public spaces, fostering activity in and around the building;
- Provide vibrant, well-activated, well-lit and safe public spaces in and around the station;
- Create a clear and lively relationship between indoor and outdoor uses;
- Maximise active uses either through retail or front doors and windows to create lively and well supervised streets;
- Station elevations should break up the large structure by designing a secondary scale at street level avoiding monolithic elevations;
- Avoid the use of large amounts of glazing to provide activation as this can create a dark reflective elevation and a hostile street frontage;
- Avoid routes and spaces without a visual link to entrances/exits of the station or through to other streets; and
- Consider some activation of different kinds where retail activation is not appropriate. This could include:
 - o Finer grain detailing and human scale proportions;
 - o Animation - art walls, green walls or display boxes;
 - o Flexibility to allow for imaginative uses to come in at a later stage
 - o Front doors to homes and overlooking onto the street



A1 Google, Kings Cross, Heatherwick Architects and BIG

(Image: © 2017 HayesDavidson all rights reserved)

A secondary scale at street level, has smaller flexible built in uses to enable adaptability and futureproofing of the space

OBJECTIVE UD 3

CELEBRATE A MULTI-DIMENSIONAL LAYERED TOWNSCAPE

GUIDELINE UD 3.2: CREATE A NEW PLACE ABOVE THE STATION AND CAPITALISE ON THE OPPORTUNITIES IT AFFORDS

The potential to access and create a place on the roof of Euston Station provides an opportunity unique to London. A priority of the HS2 and Network Rail station designs and the over site development masterplan should be to enable development and capitalise on the opportunities the roof space would create (note HS2 advise that access to the roof is not necessary for the operation of the railway).

Space around Euston station is at a premium and it is expected that the station roof will be designed to be well integrated into the urban realm around it and provide new places for the new communities as well as existing wider communities to use. The roof will likely be required to accommodate plant, glazing. These elements should be well incorporated into the overall masterplan and not have a detrimental impact the usability or quality of space on the roof

To create a successful place above the stations oversite development should include the following:



(Image John Sturrock)



BE WELL CONNECTED TO STREET LEVEL

The area above the stations should be clearly connected to and a continuation of the ground level public realm. This can be achieved with:

- Clear sight lines to and from above the station;
- Legible attractive access that is well connected to the street network on ground level and above the station refer to UD2.2 for further guidance; and
- Architecture that physically connects and emphasises the layering of the tracks, street level and over site development and provides access between the stations and above the stations.

FACILITATE PUBLIC LIFE AT ALL TIMES

Above the station should be a 24 hour place and provide a range of functions and spaces to draw a variety of people to the roof for different reasons and at different times.

- Create desirable public routes above the station that will draw people to use the space as part of their everyday routine for example connecting Regent's Park and Somers Town;
- A number of smaller and differing attractions across the masterplan would draw different crowds at different times of the day; and
- A cultural strategy would help to facilitate activity to achieve this Link to Cultural strategy LU4.3.

OBJECTIVE UD 3

CELEBRATE A MULTI-DIMENSIONAL LAYERED TOWNSCAPE



HAVE A DIVERSITY OF FUNCTIONS AND CHARACTERS

The areas above the stations is a large place and could carry a number of different functions and characters.

- A masterplan of distinct and diverse areas that builds on the varying character scale and nature of adjoining areas; and
- Create routes, open spaces and functions that will attract different users and define the character of a place.

MAKE THE MOST OF ITS UNIQUE POSITIONING

- The views from above the stations at Euston are an unique feature within the site and would help to contribute to the identity and legibility of the place. Public spaces should be located to take positive advantage of these views by opening up to allow vistas from the public realm to significant views. The location and design of buildings should facilitate views from the public realm, framing them and ensuring they don't block significant views; and
- Capitalise on the elevated nature of the area above the stations to create places that are peaceful, providing respite from the congestion and pollution at ground level. This provides an opportunity to create a large piece of open space that will take on these qualities.

OBJECTIVE UD 3

CELEBRATE A MULTI-DIMENSIONAL LAYERED TOWNSCAPE

GUIDELINE UD 3.3: CREATE A ROBUST AND TIMELESS DESIGN THAT IS GROUNDED IN PLACE AND RELATES TO A HUMAN SCALE

In order to create a built environment which places people first, building should be of a human scale and appropriate to the broader context. Buildings should be designed to:

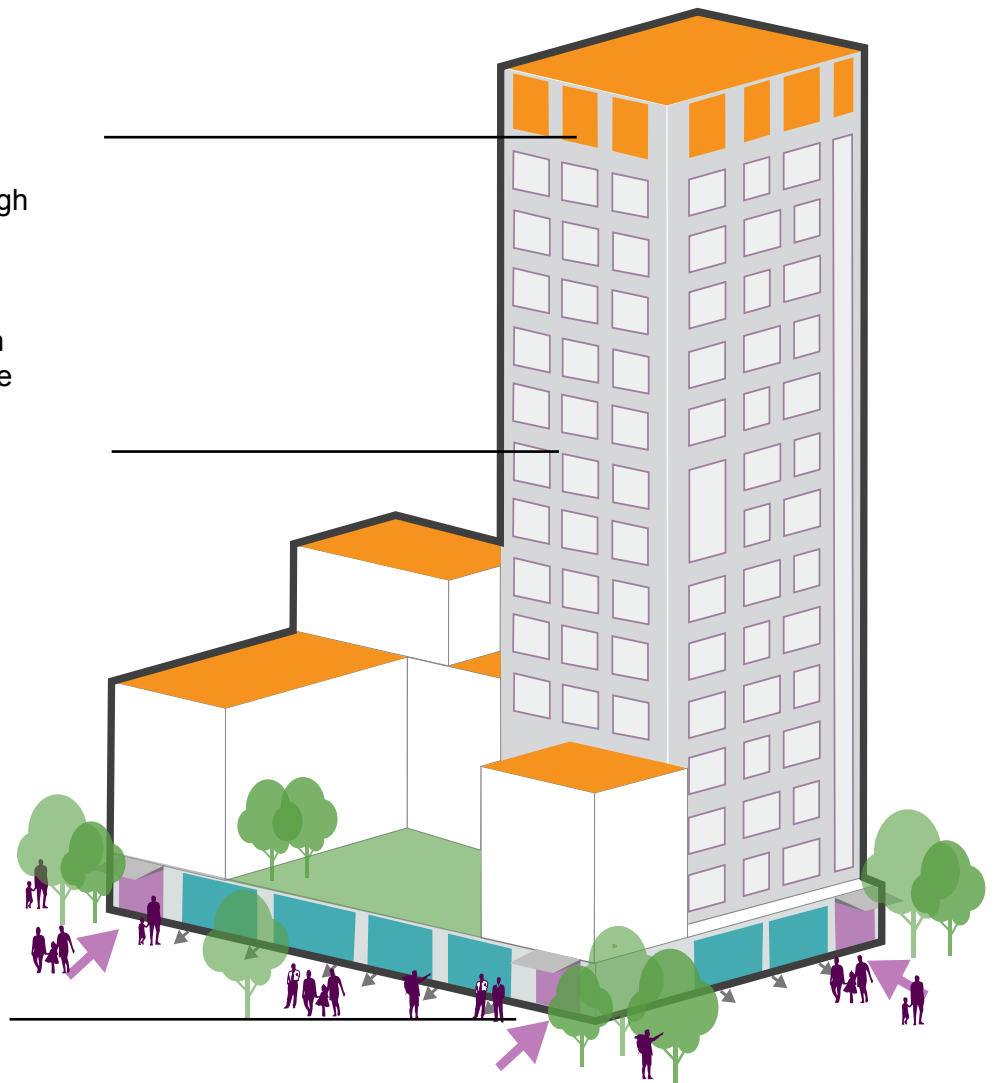
- Integrate well with the existing surroundings to create well-connected places that complement each other;
- Prioritise comfort for pedestrians, maximising sunlight and minimising overshadowing in public spaces are key factors in determining the appropriateness of development;

- Use appropriate materials that reflect the local context of predominately masonry buildings - in a contemporary approach achieving a level of character, craftsmanship and solidity;
- Use environmentally-friendly building material and accentuate sustainability credentials within the architecture;
- Adopt sustainable design principles for buildings and spaces around them at various stages of design concept through to construction; and
- Establish a base, middle and top of the building, each to respond to the unique function of that part of the building.

Have diversity at roof level and a varied skyline to help give human scale and visual interest to taller buildings and open horizons through its form profile and materiality.

In the middle of the building attention should be paid to its form and proportions - making a positive contribution to the townscape through legibility, proportion and materiality. It should be designed to respond to the function inside, clearly showing individual storeys and have a solid character with windows puncturing the facade.

The base should have a direct relationship with the street. The scale and detail should be of a finer grain responding to context and considering how people will interact with it. An appropriate transition in scale between taller buildings and surrounding context can be achieved through the use of podiums or multiple buildings stepping down in height.





Blackfriars Circus, Maccreanor Lavington
(Image: Tim Crocker)

The tower establishes a clear base middle and top, It is embedded in the street at its base, draws on the traditional materials of London's architecture and has an articulated crown. Brick detailing at the base helps to articulate shopfronts, mark corners, span openings, line reveals, frame entrances and emphasise piers.



Keybridge House, Allies and Morrison
(Image: Milled Hare for Mount Anvil)

The scheme makes a specific response to its context on each of its edges. The two tall buildings on the north edge of the site are stepped forms that fold and adjust in response to the context, constructed in brick to reflect the local industrial vernacular and in keeping with the mansion blocks and other buildings in the vicinity. They sit in a podium of lower buildings to define the street and acknowledge the adjacent building heights.



Brill Place Tower, dRMM



S5 Kings Cross, Alison Brooks Architects (Image: ©FilippoBolognese)

Camden Buildings: These towers demonstrate smaller building footprints whilst maximising value within highly constrained central London locations. The slender form and proportions of both buildings create high quality internal space while relating to the adjacent open space and responding sensitively to its urban context.



4

TRANSPORT

SUMMARY OF POLICIES

This Chapter supports the following Euston Area Plan Policies:

Strategic Principle EAP 3: Transport

A: Which sets out the expectations for the Euston Station redevelopment as a world class station and transport interchange which provides for the effective onward distribution of passengers; promotes sustainable travel; improves accessibility and the local environment; and provides new east-west links across the station and tracks site.

B: Highlights the key transport measures to mitigate HS2 and support growth and development generally in the area which include:

- Measures to promote walking and cycling (new routes and facilities, enhanced signage and significant public realm improvements).
- Enhancements to public transport infrastructure (the delivery of Crossrail 2, significant enhancements to ticket hall and platform access for London Underground services, improvements to bus facilities)
- Car free development
- Appropriate taxi and private hire provision to meet the needs of station users
- Sustainable freight modes and minimising the impacts of freight
- Measures to support the introduction of an Ultra Low Emissions Zone (ULEZ) at Euston (see Strategic Principle EAP 4)

C: Where appropriate, developments will be required to contribute towards the measures set out above, in addition to that provided by HS2.

The following Camden Local Plan Policies:

Camden Local Plan Policy T1, T2, T3, T4

And should be read in conjunction with:

Camden Transport Strategy Objective 1
CPG: Transport

OBJECTIVE T 1

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

GUIDELINE T 1.1: THE STATION, ANY DEVELOPMENT, OPEN SPACES AND PUBLIC REALM MUST ALL BE LAID OUT TO MAXIMISE CONNECTIVITY, PROVIDE CLEAR SIGHT LINES, WAYFINDING AND INCLUSIVITY

In order to achieve the Healthy Streets approach adopted by the Mayor's Transport Strategy, proposals should:

- Prioritise walking, cycling and public transport;
- Provide a network of new and enhanced streets, including connections across and through the station in all directions;
- Remove barriers to walking and cycling, including those on Euston Road, Hampstead Road and Eversholt Street;
- On-site development, new streets and public spaces should respond to desire lines and connect communities;
- Design routes that reflect the character and purpose of the places through which they pass, with a scale proportionate to their functions; and
- Incorporate greening measures and any opportunities for biodiversity into routes, and where possible creating links through or above through the station that are direct, open to the air and available 24 hours a day.

Further aspirations for connections across Euston are set out in the Urban Design and Areas chapters of this document.

GUIDELINE T 1.2: 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

Safe, animated, well-lit and well-designed streets have been cited as a priority of Euston area residents. The Urban Design chapter of this document sets out key aspirations for public realm enhancements and the Areas chapter includes projects that are being undertaken or improvements that are recommended for the Public Realm Wider Zones of Influence.

The development of any public realm plans must be informed by robust community engagement and, as a strong preference, a programme of co-design to be included in a Community Engagement Plan, as set out in Guideline ID 1.5.

OBJECTIVE T 2

SUSTAINABLE AND ACTIVE MODES OF TRANSPORT SHOULD BE PRIORITISED ACROSS THE SITE AND ADJACENT STREETS

GUIDELINE T 2.1: PEDESTRIAN ACCESS AND CIRCULATION SHOULD BE GIVEN PRECEDENCE

In line with Camden's road user hierarchy, any intervention at Euston must give priority to enhancing pedestrian conditions. With the confluence of four major rail stations, a significant increase in homes and jobs, and an already pressured network of streets, it is essential that walking environments are created and enhanced in keeping with Healthy Streets indicators, Camden Local Plan Policy T1 and the Camden Transport Strategy (CTS), in particular the Walking and Accessibility Action Plan.

Key improvements should include:

- Controlled crossing points at junctions with countdown timers;
- Continuous footways across junctions where possible; and
- Use of Legible London signage.



GUIDELINE T 2.2: CYCLE INFRASTRUCTURE MUST BE WELL-DESIGNED, EASILY-NAVIGABLE AND SAFE

In order to meet the 7% mode share target outlined in the EAP it will be important to improve cycle infrastructure and parking.

CYCLE ROUTES

Increasing the provision of high quality cycle infrastructure is a key priority of the CTS, as outlined in the Cycling Action Plan (CAP). The CAP classifies routes as either primary or secondary according to the type of infrastructure required to provide acceptable cycling conditions.

Cycle routes through and around the Euston site will form an important part of the cycle network improvement aspirations shared by both Camden and TfL. The following measures should therefore be provided:

- North – South
 - o Primary infrastructure on Hampstead Road comprising segregated, with-flow lanes;
 - o Secondary provision through the Euston site that links with existing infrastructure, specifically Cobourg Street and Gordon Street.
- East - West
 - o Primary infrastructure on Euston Road comprising segregated, with-flow lanes;
 - o Secondary provision through the Euston site that links with existing infrastructure, specifically Eversholt Street and Cobourg Street.
- The design of cycle routes should be in line with current best practice, and include measures that cater for riders of non-standard cycles and those cyclists with reduced mobility who may be using adaptive cycles.

OBJECTIVE T 2

SUSTAINABLE AND ACTIVE MODES OF TRANSPORT SHOULD BE PRIORITISED ACROSS THE SITE AND ADJACENT STREETS

CYCLE PARKING

Further to the general cycle parking requirements set out in the London Plan, London Cycling Design Standards, Local Plan and CPG: Transport, cycle parking should be:

- In desirable locations, closest to concentrations of users and access to destinations at Euston;
- Located along cycle routes to avoid cyclists having to dismount to access the parking;
- Appropriately managed to maximise use of space, security and efficiency of operations;
- Be located off-street to avoid user conflicts, particularly in public open space or areas of public realm;
- Accessed from a route that is designed to minimise conflicts with pedestrians;
- Designed to minimise the amount of blank frontage at ground floor. Creative approach should explore basement and upper floor facilities while ensuring it is safe, desirable for cyclists and access to the facility or pick-up and drop off is at street level; and
- Location, design and levels of provision for both long and short stay cycle parking should be in line with current best practice, and include measures that cater for riders of non-standard cycles and those cyclists with reduced mobility who may be using adaptive cycles.

GUIDELINE T 2.3: BUS INFRASTRUCTURE SHOULD BE DESIGNED TO SAFEGUARD GOOD PUBLIC REALM, VISIBILITY, CONNECTIVITY AND ENHANCE THE AMENITY AND HISTORIC VALUE OF EUSTON SQUARE GARDENS

In order to improve the pedestrian environment and improve the front of the station, Camden would like to see a reduction in the amount of bus infrastructure in front of the rail stations by exploring alternative solutions, allowing for easy and safe pedestrian movement. The HS2 Act includes proposals for a linear bus station in broadly the same location as the existing bus station.

Further to the key requirements for bus facilities in section 3.4 of the EAP, the Council expects bus facilities to:

- Ensure the location of bus services does not prejudice the potential for improved walking environments or cycle infrastructure;
- Be located to be accessible to multiple communities around Euston;
- Bus stops and stands should be located to minimise unnecessary movements, taking account of direction of travel and distance between stops and stands to minimise unnecessary mileage;
- Facilitate safe and efficient interchange between transport modes by locating stops to support short walking distances for convenient onward travel;
- Make the best use of space taking into account level of demand from all the station users;
- To the greatest degree possible, locate bus stands and supporting functions off-street and away from streets identified in EAP as requiring activation. This will be an essential requirement for any alternative to HS2's proposed linear bus station;
- Contribute to the overall sense of place by minimising the visual dominance of buses and their impact on surrounding streets and spaces;
- Be well-designed, allow views to the station and development to support wayfinding, and complement the public realm;
- Enhance user experience. Euston area residents have expressed a desire to see bus stops that include: canopies/shelter; clear signage; facilities that are designed and located to feel safe; and stops that are accessible and intuitively navigable;
- Ensure the location of bus stops, stand and routes are located to limit impact on surrounding residential areas; and
- To not have a negative impact on/ should be compatible with the Healthy Streets aspirations for the surrounding road network.

OBJECTIVE T 2

SUSTAINABLE AND ACTIVE MODES OF TRANSPORT SHOULD BE PRIORITISED ACROSS THE SITE AND ADJACENT STREETS

GUIDELINE T 2.4: 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

Based on CTS objectives/ priorities, the design of any proposed taxi ranking facility should be supported by robust evidence of demand. With an enhanced pedestrian and cycle environment that also provides easy access to bus and Underground networks, Euston will be well-served by more efficient transport modes to which priority should be given.

On this basis, any proposal for taxi facilities should:

- Be predicated on the minimum number of taxis that are projected to be needed at the site, with a mechanism in place to reduce numbers of taxis in line with advancements in taxi and PHV technologies in the future, giving over excess taxi ranking space to more active uses;
 - Be contained within one, centralised taxi rank (current proposals show this as accessed from Hampstead Road...) at the north of the site. Any additional area of ranking can be limited to one site to serve persons with restricted mobility;
 - Be designed to ensure highway impacts can be managed. Taxi rank layouts need to ensure on street enforcement (including over ranking) issues do not arise. Good design should prevent unrestricted stopping and standing by taxis and PHVs on the public highway. Effective enforcement should also be considered;
 - Be designed to be as compact as possible, limiting the amount of highway space to just that necessary for taxis to safely manoeuvre into and out of the taxi rank;
- Be provided off-street where feasible, in line with the existing/ previous NR facility;
 - Be located so as not to conflict with pedestrian and cycle routes, or prejudice the use of more sustainable forms of transport, i.e. walking, cycling, buses and the underground. There must be signage in the area of taxi ranks directing passengers to alternative, sustainable transport modes;
 - Include signage encouraging taxi sharing;
 - Be located away from main pedestrian corridors and open spaces so as not to impact on the quality or enjoyment of open spaces and public realm; and
 - Ensure that taxis are easy to access for passengers with mobility impairments.

OBJECTIVE T 2

SUSTAINABLE AND ACTIVE MODES OF TRANSPORT SHOULD BE PRIORITISED ACROSS THE SITE AND ADJACENT STREETS

GUIDELINE T 2.5: SERVICING TO THE STATION AND OVER-SITE DEVELOPMENT SHOULD BE INNOVATIVE AND SUSTAINABLE

Development should adopt all possible measures to minimise servicing requirements by motorised road vehicles. The appropriate infrastructure should be put in place to sustainably permit the movement of goods, materials and waste during both construction and operational phases. The design of the station and enabling works must accommodate optimal servicing of over-site development. This includes:

- Provision of off-street servicing that ensures an attractive and safe public realm, and minimises conflicts with pedestrians and cyclists;
- During construction, utilisation of the most sustainable modes of moving materials and waste, including the unique opportunity to use rail infrastructure at Euston. Every effort should be made to recycle materials where possible with a view to minimising construction-related waste;
- Consideration should also be given to the creation of rail freight infrastructure at Euston, given the increased capacity that will be provided by HS2 services and the ease with which platforms in the existing station can be accessed from Eversholt St;
- In the operational stage, implementation of sustainable servicing, including freight consolidation facilities to reduce vehicle trips and freight delivery distances. Proposals should include zero emission/cargo bike delivery for any last mile deliveries to the site so as to minimise air quality impacts on the local community;
- Consolidation of wastes into bulk storage and sorting facilities with servicing from an off-street location to reduce the frequency and number of vehicle trips and minimise public health, noise, crime and visual impacts. Development should aim to centralise commercial and residential waste where possible. Consolidation of all deliveries should be considered on an area wide basis.
- The Construction Management Plans, Delivery and Servicing Plans and Waste Management Plans for developments on the site should all be in-line with current best practice; and
- Guidance is also cited in the Environment and Open Space chapter of this document.



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



5

OPEN SPACE AND ENVIRONMENT

SUMMARY OF POLICIES

This Chapter supports the following Euston Area Plan Policies:

Strategic Principle EAP 4: Environment and open space

Sets out the ambition and requirements for development to provide:

- a decentralised local energy network at Euston;
- A reduction in surface water flood risk (measures including on-site measures on development sites and wider sustainable urban drainage provision);
- An enhanced green infrastructure network including new open spaces, enhancements to existing spaces that make them safer and more accessible, meeting demand from new development and improving the character of the area;
- A contribution to health and wellbeing and provide amenity value for residents, visitors and workers;
- Secure a net enhancement of biodiversity;
- Address noise and air quality issues;
- Contribute towards urban drainage; and
- Address the heat island effect.

EAP Chapter 4. Places

Sets out ambition and requirements for open spaces in certain locations.

The following Camden Local Plan Policies:

Camden Local Plan Policies A1, A2, A3
Camden Local Plan Policies CC1, CC2, CC3, CC4, CC5
Camden Local Plan Policies D1
Camden Local Plan Policies T1, T2, T3, T4

And should be read in conjunction with:

Camden Planning Guidance: Air quality, Amenity, Design, Energy efficiency and adaptation
Camden Planning Guidance: Transport, Water and flooding
Camden Planning Guidance: Biodiversity, Trees, Public open space

OBJECTIVE EOS 1

EUSTON SHOULD BE AN EXEMPLAR OF ENVIRONMENTALLY SUSTAINABLE PLANNING

GUIDELINE EOS 1.1: DEVELOPMENT AT EUSTON SHOULD MEET THE HIGHEST ENVIRONMENTAL STANDARDS DURING CONSTRUCTION AND OPERATION

Given Euston's location within central London, its sustainable transport connections and scope for revitalisation, it is uniquely placed to be a leader in sustainable growth. A commitment to best practices in energy reduction, water management and air quality will contribute to a green Euston. Any development at Euston will be subject to adopted planning policy at the time of the application and reflecting the extended time scales involved, should strive to exceed the latest standards and be a green exemplar from start to finish.

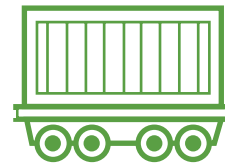
In considering development proposals at Euston, the Council will:



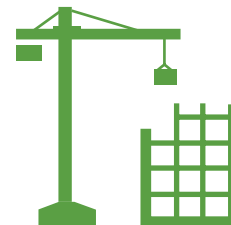
A. Require zero carbon development standards in line with London Plan policy, seeking the elimination of carbon emissions from buildings and during construction. Proposals for major development will be required to include a Strategy for Carbon Reduction demonstrating a site-wide approach to meeting London Plan targets for carbon dioxide emissions over the length of site delivery and a strategic approach to using offset payments, and the generation of renewable energy on site e.g. solar.



B. Expect the installation of a decentralised energy network connecting new development and using, as a preference, renewable and secondary heat sources. Major developments should also examine the feasibility of extending the network beyond the site boundary to adjacent sites.



C. Expect the implementation of sustainable servicing, including freight consolidation facilities, to reduce vehicle trips and freight delivery distances. Proposals should assess the feasibility of using rail freight during construction and operation to minimise air quality impacts on the local community. Any such measures should be detailed in a Construction Management Plan.



D. During construction, expect measures to be put in place to minimise materials and waste, divert waste from landfill, reuse materials, and reduce energy and water use during construction. Development will also be expected to utilise materials with low embodied carbon content. Sustainable movement of goods, materials and waste should be employed during construction and operation, especially where there are unique opportunities for utilising rail transport.

OBJECTIVE EOS 1

EUSTON SHOULD BE AN EXEMPLAR OF ENVIRONMENTALLY SUSTAINABLE PLANNING



E. In line with London Plan policies, expect development to demonstrate an Air Quality Positive approach to reducing air pollution. Buildings and open spaces should be sited and designed to reduce pollution through zero on-site combustion and prevent or minimise exposure to air pollution. Appropriate green infrastructure and vegetation should be planted to further mitigate air pollution.

Vehicle access to the operational site should be minimised, through consolidated servicing, efficient taxi ranking and restrictions on private vehicles.

Applications for development will be expected to include an Air Quality Assessment and, where officers deem it appropriate, a Cumulative Impact Assessment. Mitigation of construction impact on air quality will be secured in a comprehensive Construction Management Plan. As an update to the EAP, the Ultra Low Emissions Zone is being expanded in October 2021 to the North and South Circular Boundary.



G. Require a comprehensive Waste Management Plan across the site that demonstrates, in addition to the requirements set out in the development plan and planning guidance.

- Adherence to the Waste Framework Directive underpinned by the waste hierarchy as well as objectives of the circular economy as set out in the London Plan;
- Use of innovative systems for on-site waste management, considering best practices in, as a starting point, sorting, compaction, recycling, food waste, and effective communications for waste prevention;
- Consolidation of produced wastes including bulk storage and sorting facilities with servicing in an off-street location to reduce the frequency and number of vehicle trips and minimise public health, noise, crime and visual impacts. Development should aim to centralise commercial and residential waste where possible; and
- Consideration of participation in sustainable waste-to-energy systems off-site where on-site systems are not feasible.



F. Expect development to include water use and management (including grey water recycling) to reduce flood risk and incorporate water efficiency measures.



H. Encourage opportunities to engage Euston's community in co-designing sustainability measures. Based on their needs and priorities, community members can identify initiatives in waste-reduction, planting and green infrastructure, sustainable transport promotion or other areas.

OBJECTIVE EOS 2

GREEN INFRASTRUCTURE AND ECOLOGY SHOULD BE CENTRAL TO EUSTON'S DEVELOPMENT

Euston's network of open spaces and public realm will be a public expression of the place that Euston is and what it represents. Euston is envisioned to be a distinctly green place with abundant planting, access to nature, generous open spaces, green routes and rich biodiversity, all supported by a cohesive green infrastructure network that links into adjacent neighbourhoods. Development proposals must demonstrate a robust and integrated approach to greening and sustained urban ecology in the construction and completion phases.

GUIDELINE EOS 2.1: NEW DEVELOPMENT, RETROFITS, OPEN SPACE PROVISION AND PUBLIC REALM IMPROVEMENTS MUST ALL ADOPT GREENING MEASURES

Development proposals must contribute to an enhanced green infrastructure network and meet all of the objectives for green infrastructure set out in the EAP. Although emerging, proposals should adhere to the green infrastructure and urban greening policies of the London Plan and supporting guidance. Reference should be made to the Urban Greening Factor in London Plan. Opportunities to tap into existing initiatives such as the Euston Green Link and emerging Green Loop by the Euston Town BID are encouraged.

In addition to the retention of existing trees and extensive tree planting, proposals are encouraged to apply the most effective greening measures using, for example:

- Semi-natural vegetation;
- Wetland or open water;
- Green roofs and green walls;
- Flower-rich perennial planting;
- Vegetated sustainable drainage elements and groundcover planting; and
- Permeable paving.



Camden air pollution monitoring station

OBJECTIVE EOS 2

GREEN INFRASTRUCTURE AND ECOLOGY SHOULD BE CENTRAL TO EUSTON'S DEVELOPMENT

GUIDELINE EOS 2.2: BIODIVERSITY AND ACCESS TO NATURE SHOULD BE FULLY INCORPORATED INTO THE DESIGN, CONSTRUCTION AND OPERATION STAGES OF DEVELOPMENT AT EUSTON

Development at Euston should result in an enhancement of biodiversity and replace, at a minimum, the biodiversity value lost at St. James's Gardens, which was designated a Site of Importance for Nature Conservation.

Development must enhance urban ecology at Euston by:

1. Planning for and actively supporting biodiversity beyond levels found at Euston before HS2 construction commenced; and
2. Creating opportunities to access and experience nature.

The Council will apply the Lawton principles, as set out in the Government strategy Biodiversity 2020, in evaluating the approach of proposals to delivering the enhancement of biodiversity at Euston. On the basis of the Lawton principles, a proposal will be expected to demonstrate:

- Identification of existing core areas or establishment of new core areas of biodiversity;
- Use of contiguous linear corridors or, where uninterrupted corridors are not feasible, establishment of a stepping stone corridor to assemble an ecological network within Euston; and
- Links to wider networks.

Approaches to ecological networks should consider the greening measures listed in Guideline EOS 2.1 with the particular goal of creating appropriate habitats for a diversity of planting and wildlife species. Opportunities unique to Euston should be considered, such as:

- The potential for a core area of biodiversity and access to nature by the railway corridor at the north of the station, or above the stations in a secluded area away from heavy movement;
- Creating habitats on building roofs for bird species that nest at higher elevations;
- Strengthening the London B-Line along the east side of Regent's Park and along its corridor further north-south; and
- Connecting to the eventual greening and biodiversity enhancements on Phoenix Road.














Talacre Meadow



Euston open space and green strategy

KEY

-  Green route (east-west and north-south through stations)
-  Phoenix Road greening project
-  Public open space lost during HS2 works
-  Existing open and green space
-  New/ improved green space
-  Euston Road greening
-  B-Line
-  Biodiversity corridor - canal
-  Open space within Regent's Park Estate and Somers Town
-  Euston Planning Brief boundary
-  Station area / footprint

OBJECTIVES FOR OPEN SPACES

Public spaces will have the task of binding the district together and linking it to surrounding neighbourhoods and the city beyond. Open space should be integral in the infrastructure that makes this new part of city healthy, safe and convivial.

The EAP calls for the re-provision of public open space and biodiversity lost as a result of HS2 as well as the delivery of new open space resulting from need created by new development.

The sections that follow, in conjunction with the adopted development plan, set out the Council's expectations for the replacement and development-generated open space need at Euston.

HS2 OPEN SPACE PROVISION

Through its Environmental Minimum Requirements (EMRS), HS2 Ltd has committed to mitigate the effects of the HS2 scheme through re-provision of open space, which will include ecological and community facilities, replacing open space lost as a result of the proposals. The way in which HS2 Ltd plan to do this is illustrated in the Environmental Statement (ES) accompanying the HS2 Bill, and in the assurances provided to the Council. The ES showed the bulk of the replacement open space being provided in an area to the north of the station, on newly created "land" above the railway tracks. These northern gardens, along with additional open space on the edge of railway land at Regents Park Estate and a pocket of open space close to the site of the Former National Temperance Hospital, combine to largely make up for the amount of open space lost at St James' Gardens. The ES also outlined the re-instatement of Euston Square Gardens following their use as a construction compound.

During the petitioning process for the HS2 Bill, the Council sought to improve the open space provision HS2 outlined and received a number of assurances which allow the Council to make improvements to existing nearby open spaces, and to look for opportunities to create new open spaces, to account for the open space lost during construction and on a permanent basis <https://news.camden.gov.uk/hs2-camden-council-secures-over-100-assurances-from-the-secretary-of-state/>.

The ES was taken into consideration by Parliament when voting on the HS2 Bill, it included details of the significant community effect resulting from the HS2 scheme and the environmental measures required as mitigation (including the provision of new and replacement open spaces as outlined above). Combined with the assurances the Council received,

the provision in the ES should be seen as the approach that has been deemed acceptable by the Government from an environmental impact and legal perspective. HS2 Ltd's Commitments can be viewed in the register of undertakings and assurances <https://www.gov.uk/government/publications/high-speed-rail-londonwest-midlands-bill-register-of-undertakings-andassurances>.

As part of the petitioning process, Camden tested the potential to permanently re-provide open space on the Maria Fidelis site with HS2 Ltd. This would require HS2 Ltd. to purchase the site from Camden and London Continental Railways (LCR) at market value, which would include development value. This proposal was not taken forward as HS2 Ltd. considered that the land was not required to mitigate the effects of their works. The Council could not reasonably sell the site for less than market value as it is co-owned. There is potential for some temporary open space in this area, which the Council will develop as part of the plans for the meanwhile use of the site.

Through their EMRs, HS2 Ltd confirmed that they will take steps to create a range of new or improved open spaces appropriate to the needs of potential users, location and local character. HS2 Ltd states that its aims are to ensure that replacement and enhanced open space is at least equivalent to the open spaces to be lost in terms of quantity and quality, and is in a suitable location. The Council considers that the levels of open space re-provision shown in the ES (and subsequent updates) should be considered the minimum level that can be provided by HS2.

At the time of the schedule 17 submission for the station, it will be important to understand how HS2 propose to mitigate, in perpetuity, the open space lost to the scheme. Replacement open space should be provided as close to the original location as possible.

OBJECTIVE EOS 3

OPEN SPACE SHOULD BE PEOPLE-LED

GUIDELINE EOS 3.1: RECOGNISE ALL OF EUSTON'S COMMUNITIES IN THE PROVISION OF OPEN SPACE

The provision, design, and location of open space should be led by the needs of the various groups that make up Euston. Especially where spaces are proposed to mitigate the loss of open space, they should be co-designed with the local community. Open space will have to serve residents, businesses, visitors and station users – the character, design, size and function of spaces must be tailored to support the appropriate groups.



EOS 3.1.1 MEETING THE NEED OF RESIDENTS

New residential development should provide open space for residents in line with Policy A2 Open space of the Local Plan which sets out a standard of 9 sqm per occupant of C3 residential developments.

Priority should be given to creating new spaces that are of a generous size, green, planted, providing areas of quiet and shelter, as well as areas for play and recreation suitable for families and residents of all ages. They should allow communities to interact, socialise, hold events and celebrations. They should also offer opportunities for active involvement where there is demand, such as volunteering or food growing. They should be located away from the rail stations and tracks, major vehicular roads, taxi ranks and heavy pedestrian routes where possible and designed in such a way so as to mitigate impacts. As set out in Objective EOS 2, access to nature should form an integral part of open space provision.

The Council is seeking the appropriate amount and location of resident-oriented public open space to meet resident needs. St. James' Garden, permanently lost as a result of HS2 work, provided a generous green space for quiet and respite, with mature trees and was designated a local Site of Importance for Nature Conservation. It is expected that these qualities will be reprovided as part of the open space plan at Euston. Northern areas of the station and the Cutting will see the greater part of new housing at Euston and should be supported by an open space with passive space and play space, be located near a public route and designed to be accessible and inviting to new and existing residents, rather than exclusive to occupants.

In meeting the needs of residents, particular regard should be given to provision of play space, spaces for young people and creating opportunities for exercise, socialising and fostering health and wellbeing.



Castlehaven community gardens



Community Gardens

OBJECTIVE EOS 3 OPEN SPACE SHOULD BE PEOPLE-LED

EOS 3.1.2 MEETING THE NEEDS OF BUSINESSES, VISITORS AND STATION USERS



Policy A2 Open space of the Local Plan assigns a standard of 0.74 sqm per worker in B1, B2 and B8 commercial developments. While train stations and retail uses do not carry an open space provision standard, these uses will occupy a large share of floorspace at Euston and draw significant numbers of people who use the open space.

The EAP targets an uplift in knowledge sector jobs at Euston. Public space has a positive impact on commercial areas, as it helps to attract and retain businesses and employees, and contributes to health and social quality of life measures.

Open spaces should not be dominated by station infrastructure or movement corridors, which chiefly serve the essential functioning of highways and access to transport facilities and do not count towards the open space standard.

Civic spaces will form an essential component of open space provision at Euston. It is expected that civic spaces will be landscaped with greenery and planting to the greatest degree possible. Creative forms of greening should be used where surface planting is impracticable.

Civic spaces at Euston should be designed to include areas for socialising, activity and tranquillity. They should be equally inviting to residents and offer elements to attract them. They should be flexible to perform different functions, appropriate to times of the day, times of the week and seasons. Landscaping and furniture should be designed to allow formal and informal use of spaces. There should be generous provision of tables and seating for public use in areas of activity and tranquillity, and should be located to avoid areas of concentrated movement. While events and activities can contribute positively, the nature, frequency and timing of programming should be appropriate to the space and needs of its users, and full public accessibility should be maintained. As set out in Objective EOS 2, green infrastructure and biodiversity should be integral to the delivery of civic spaces.

Active uses and retail around and within open spaces can be beneficial to animating areas and drawing people, although they do not contribute towards open space standards. These uses should not overwhelm public open space or make it feel as though it is unavailable to the public to enjoy. Any spilling out of commercial uses into open space, for example café seating, should be appropriate to the scale of the civic space.



Cafe at Russell Square Gardens

OBJECTIVE EOS 4

LOCATION AND DESIGN OF OPEN SPACE SHOULD REFLECT ITS INTENDED FUNCTION

GUIDELINE EOS 4.1: ACCORD WITH NEEDS OF THE COMMUNITY

New open spaces should have different functions, including offering elements of tranquillity, space to meet others, improve health, access nature, support biodiversity and promote play. The location should support the function, ensuring the space is well connected to routes, linking existing and new communities.

EOS 3.1.1 and EOS 3.1.2 set out expectations around open spaces for certain user groups. While there is a need for civic spaces to support the function of populous stations and a commercial district, they should not dominate over the need for space for local resident communities. Proposals for spaces where the needs of user groups and functions are combined would have to be carefully designed and considered. For example, a constrained space (in size) is unlikely to serve both a community and a transient (i.e. station, retail) population well. Community engagement must be integrated into the design of open spaces.

GUIDELINE EOS 4.2: REPRESENT THE HIGHEST QUALITY

Open space design should be high quality. Considered and creative approaches should be taken to maximising limited space. Where public and private spaces or functions meet, the separation can be visually demarcated, but should be a consistent quality of design and materials.

GUIDELINE EOS 4.3: PRIORITISE SAFETY

New open spaces should have different functions, offering elements of tranquillity, space to meet others, improve health, access nature, support biodiversity and promote play. The location should support the function, ensuring the space is well connected to routes, linking existing and new communities. EOS 3.1.1 and EOS 3.1.2 set out expectations around open spaces for certain user groups. While there is a need for civic spaces to support the function of populous stations and a

commercial district, they should not dominate over the need for space for local resident communities. Proposals for spaces where the needs of user groups and functions are combined would have to be carefully designed and considered. For example, a constrained space (in size) is unlikely to serve both a community and a transient (i.e. station, retail) population well. Community engagement must be integrated into the design of open spaces.

GUIDELINE EOS 4.4: EXEMPLIFY INCLUSIVITY AND ACCESSIBILITY

In all locations and contexts, spaces should be designed, delivered and managed to be welcoming, as accessible as possible and clearly available for use by all members of the public. Good sightlines, easily navigable routes, intuitive wayfinding and accurate signage should be provided to an equitable standard for all buildings and areas that might use the space irrespective of ownership or management. Station and transport infrastructure or ancillary uses should not be located in public open space.

GUIDELINE EOS 4.5: INTEGRATE OPEN SPACE INTO LINKS, LEVEL CHANGES AND ABOVE THE STATIONS

Open spaces should be incorporated into achieving the links set out in the EAP, encouraging permeability, legibility, allowing biodiversity and creating attractive places of visual interest and welcoming areas along routes. Level changes and the above the stations should be an integral part of the open space network. Paths leading up to above the station should integrate green infrastructure and be planted. Open spaces above the stations should be attractive, comfortable, vary in type and function and be seamlessly accessed. The area above the stations presents a unique opportunity to locate a central, amply sized, focal civically-inclusive space at the heart of the masterplan. Equally, above the station should include a diversity of smaller open spaces that well to adjacent buildings and uses to form complete places.

OBJECTIVE EOS 5

OPEN SPACE SHOULD HAVE A RECIPROCAL RELATIONSHIP WITH ITS CONTEXT

GUIDELINE EOS 5.1: REFLECT AND CONTRIBUTE TO THE SENSE OF PLACE

What surrounds open space, whether existing or part of new development, contributes as much to its quality and experience as the space itself.

Open spaces should be set amongst buildings, streets and routes that are complimentary to the character, function and design of open space. Open spaces can be bordered by development (if enclosure along sides enhances the space or mitigates poor boundary conditions), but development should not impair the quality of the space, deter users of the space, overwhelm the space physically or with excessive overlooking, create an unpleasant microclimate or make it feel private.

New buildings should be sited to maximise opportunities for public open space and be designed to ensure such space is truly inclusive and accessible to the public.

Adjacent uses should be compatible with the intended audience of the open space. Resident and family-oriented spaces, particularly green spaces, should be located adjacent to residential and/or community uses rather than office buildings or entrances to the rail station.

In all open spaces, any bordering commercial uses, such as ground floor shops and restaurants, should be appropriate to the character and quality of the open space and ensure open spaces are unrestricted and freely welcoming to all.



Gasholder Park, King's Cross
(Image: John Sturrock)



Granary Square



Regent's Canal

OBJECTIVE EOS 5

OPEN SPACE SHOULD HAVE A RECIPROCAL RELATIONSHIP WITH ITS CONTEXT

GUIDELINE EOS 5.2: HAVE AN INTEGRAL ROLE WITHIN THE WIDER GREEN INFRASTRUCTURE NETWORK

It is expected that open spaces at Euston will comprise varying functions and characters, but will individually contribute to a cohesive network that links through Euston and into the wider cityscape. Connections between spaces should be legible, unobstructed, fully accessible and public, laid out to be able to see approaches to adjacent spaces.

Priority should be given to the provision of public open space within the site boundary, as in Local Plan Policy A2 Open space. Given the scale of development anticipated at Euston, and the quantitative standard it will generate to meet the open space standard on-site we would expect to see meaningful open space provision provided on site over and above what is needed to mitigate the loss through HS2.

In the case that there is any shortfall and it can be demonstrated that all feasible opportunities for the location of public open space on-site are met, consideration for further provision should be given to off-site locations near Euston as well as enhancement measures to existing spaces that would augment their amenity benefit to the community. The case for off-site provision and improvements would need to consider deficiencies, be supported by a public open space plan and demonstrate the spaces form an integral part of the green infrastructure network.

It will be important that any submission under the HS2 Act which includes open space mitigation is able to demonstrate its role in a wider open space strategy for the Euston area, including the issues set out above.

In order to ensure that public open space is planned as a fundamental basis of a masterplan, an application for development must include a Public Open Space Strategy that demonstrates how the open space proposal has identified user groups, the functions of spaces appropriate to

those groups, and how the quantity, location and character of spaces meet the guidance above. It will also need to have regard to:

- Any existing deficiency in the area;
- Any public open space additions or improvements that come forward during the HS2 construction period;
- Any further impacts to open space as a result of HS2 works, and
- The scale, land uses and numbers of future occupants of the proposal.

The Strategy must show, in plan, existing and proposed public open spaces and demonstrate that, together, they form an integrated and cohesive network. The Strategy will have to detail the size, typology, character and function of the spaces, access routes, links between spaces and justify the appropriateness of relationship between public open spaces and adjacent built conditions and uses.

A draft open space management plan should be made part of and be developed in tandem with the Public Open Space Strategy.

The management plan will have to address, at minimum, all of the elements of management and maintenance included in Appendix D of the Public Open Space CPG. Particular consideration should be given to events and programming, which can be beneficial in drawing visitors and serving multiple populations, but should be managed in a way that maintains the public nature of the spaces and doesn't impact its amenity.

The management plan should address measures to ensure that spaces feel and function as public open space irrespective of their ownership or management responsibility. Where development is phased, the Council will work with the applicant to establish thresholds of development that will trigger provision of certain obligations, including open space.



EUSTON ROAD

PREZZO



6

SUB AREAS

SUMMARY OF POLICIES

This Chapter supports the following Euston Area Plan Policies:

Development Principle EAP 1: Euston Station and tracks

Supports the delivery of:

- A comprehensive station redevelopment to transform Euston's image and potential for between 1,000 and approximately 1,900 new homes and between 7,200 and approximately 13,600 additional jobs depending on station design and footprint, railway constraints and cost of decking.
- A comprehensive approach to station design based around lowered tracks and platforms is more likely to allow for greater development and a transformational high quality development here.

Development principle EAP 2: Euston Road

Creation of a more pleasant and accessible street environment, seeking enhancements to Euston Square Gardens and improved road crossings. Camden Cutting: At least 1,400 new homes, open space, community facilities and improved pedestrian and cycle links above the existing railway tracks to the north of Hampstead Road.

Development principle EAP 3: Camden Cutting

Supports the delivery of:

- At least 1,400 new homes, open space, community facilities and improved pedestrian and cycle links above the existing railway tracks to the north of Hampstead Road.

Development principle EAP 4: Drummond Street and Hampstead Road

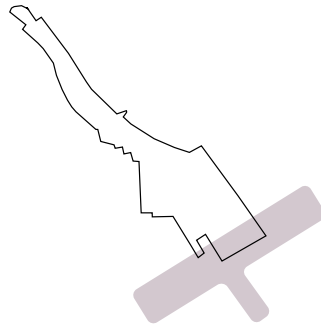
Seeks to:

- Protect existing businesses and enhance the area's unique specialist role as a centre for ethnic shops and restaurants, along with its built character and heritage.
- Open space lost at St James Gardens due to the HS2 project will be reprovided in this area.

Development principle EAP 7: West Somers Town

Encouraging improvements to routes in the area, supporting the redevelopment of Drummond Crescent for school and/or employment and housing uses and minimising potential impacts from the construction of Crossrail 2 in the area.





EUSTON ROAD AND EUSTON SQUARE GARDENS

EXISTING CONTEXT



① Traffic-dominated environment and large numbers of pedestrians, with two-stage crossings along Euston Road



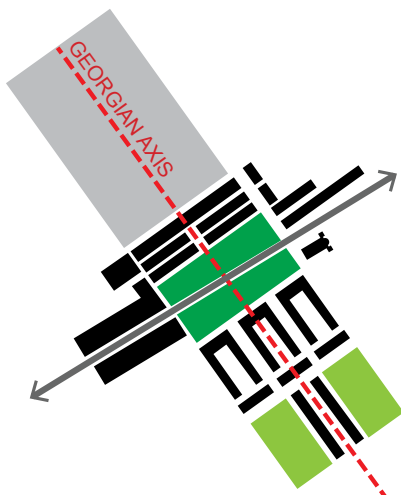
② Heritage buildings, such as St Pancras Church, the Royal College of General Practitioners and Euston Fire Station, frame and are visible from Euston Square Gardens



③ Euston Square Gardens offers a green break and sense of relief on Euston Road, and has become synonymous with the station as a visual landmark



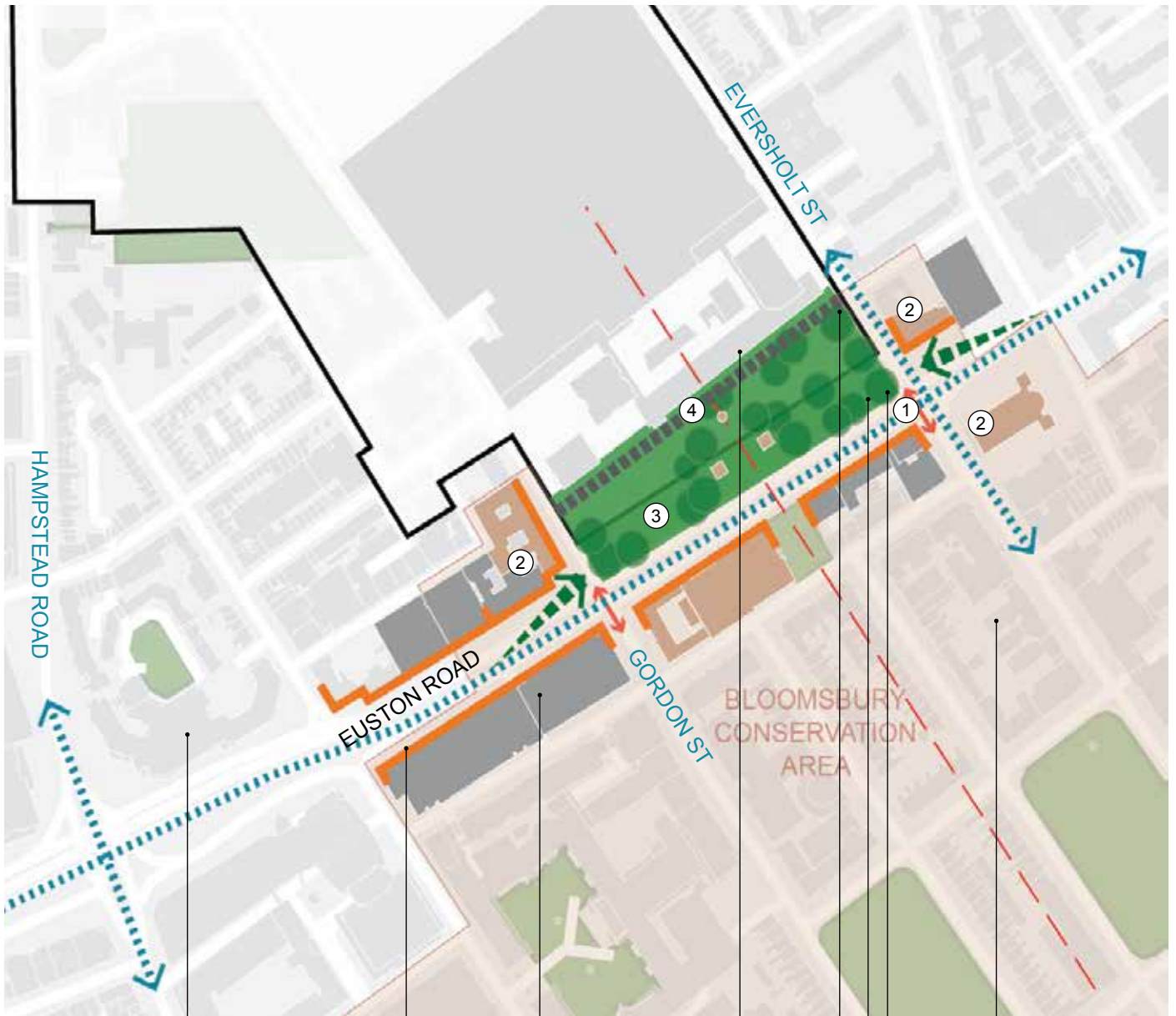
④ The public realm around Euston Station is vehicle dominated, congested and of poor quality, contributing to a noisy and polluted environment with low quality amenity



1830 map showing Euston Square bisected by Euston Road and showing relationship with other squares

KEY

- Conservation Area
- Listed building
- Protected registered garden
- Rectilinear street walls and corners
- Poor public realm
- Primary movement route
- Primary pedestrian crossing
- View towards Euston Gardens
- Mature trees in Euston Gardens
- Large footprint building
- Station area / footprint



The stretch of Euston Road from Hampstead Road to St. Pancras Church has a consistent building frontage and scale of 4-5 stories

Although permeability from the station is presently challenged by podium buildings and the bus station, wayfinding is aided first by ESG, then by Euston Road

Opportunity to reinstate the historic relationship with the traditional square and street layout south of Euston Road

Trees along the north side of Euston Road maintain scale and frame the street

Euston Road, between Hampstead Road and St Pancras Church, variety in scale and building frontages are disorientating, as are current podium buildings at station

Euston Square Gardens is framed by large footprint buildings with regular and rectilinear corners on the east, west and south sides. ESG itself provides green relief from Euston Road and presents a visual cue to the station

Poor public realm condition at the northern edge of ESG is accentuated by bus route and podium buildings, creating a barrier between ESG and Euston station

Generous frontage on Euston Road that provides predominant green open spaces as a relief from buildings and vehicles, serving as a landmark to the station

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

Improvements should include (subject to further detailed assessment of impact):

- A high quality pedestrian and cycle link between Euston and Bloomsbury that forms part of a secondary cycle link between Tavistock Place and Cobourg Street; and
- Restricted general traffic access to prevent uncontrolled taxi/PHV movement at the northern end. Improvements for pedestrians to be made to junction with Endsleigh Gardens and Gower Place, with consideration given to direction of traffic flow along this route to deter general traffic using it as a thoroughfare.

DEVELOPMENT IN FRONT OF THE STATION

- Buildings should be arranged to provide views and enable clear desire lines from Euston Rd to station entrances and allow for a generous space in front of station entrances;
- Building should be arranged and designed to respect the consistent and rectilinear street wall along this stretch of Euston Road to frame the Euston Square Gardens providing consistent enclosure; and
- Station architecture should be designed in conjunction with enabled building plots in front and above the station to ensure station entrances are legible and visible with clear sight lines to the station. OSD should enhance the station architecture and legibility of entrances.

A NEW PUBLIC SPACE ON GORDON STREET

- A new London Underground entrance is proposed. The new structure should respond to the historical context - relationship between Dreyton House and Wellcome Trust as two large institutional buildings opposite each other and space around the frontages. Any building should not compete;
- Views to Senate House along Gordon Street from Euston road should be retained; and
- Explore options to extend pedestrianisation of Gordon Street further south towards Gordon Square with UCL.

EUSTON SQUARE GARDENS

Euston Square Gardens is a valuable designated public open space and the square is protected under the 1931 London Squares Preservation Act. During construction of the HS2 station, the space will be inaccessible to the public.

Euston Square Gardens faces several challenges today that would need to be addressed in its reinstatement. The southern border of the square runs along the six-lane Euston Road, which is dominated by congestion, traffic emissions and vehicle noise. The majority of the northern border abuts the existing bus station, with no immediate

access to the train station or street network. While it provides much-needed lawns and mature trees, the surrounding uses and infrastructure discourages spending time within the green space.

The reinstatement of Euston Square Gardens should reflect the following:

1. To be planned as one integral and complementary part of the larger open space network at Euston;
2. The heritage value of the Gardens. Any proposal must demonstrate robust application of all statutory tests in national, regional and local preservation planning policy;
 - St Pancras Church on Euston Road and the remaining section of Euston Square open space adjacent to Friends House are integral to the heritage arrangement of Euston Square Gardens and its listed assets.
3. A design and character that reflects the present qualities of the Gardens and provides:
 - A generous frontage on Euston Road that provides green relief from buildings and vehicles, and serves as a landmark to the station;
 - The open and civic quality of the Gardens with an outward-facing layout and edges that border public realm and a variety of uses;
 - A predominance of green open spaces;
 - Visibility across the Gardens for orientation and safety and enhances the Gardens in the future with:
 - Landscaping that apportions the Gardens into areas of varying character but that, together, maintain the qualities and function of a London Square;
 - Abundant planting that supports opportunities for play, rest and recreation;
 - An area of public realm to the north of the Gardens to serve as a buffer between the Gardens and, stations and development, further supporting the distribution of pedestrians.
4. Paths through and entrances into the Gardens should be informed by rigorous assessment of desire lines considering major junctions, access to stations, development, above the stations and location of other transport facilities. While pedestrian routes are important, they should be subordinate to the green space amenity of the Gardens. Secondary recreational paths should be considered to activate different areas of the Gardens;

5. Mature trees should be retained and larger trees planted wherever possible. Ensure deeper soil depths to allow for larger trees;
6. Aspire for the relocation of the Robert Stephenson statue back to original position between the two pavilions is sought. The pavilions should be celebrating and used to activate the space;
7. If historic assets are relocated, any new location should be equally appropriate to the heritage qualities of the assets as the existing location; and
8. The addition of new commercial buildings or kiosks within the area of the Gardens is discouraged; any proposal for new buildings would be carefully considered.

In addition to complying with planning policy, any proposal for the Gardens would have to meet the tests of the 1931 London Squares Preservation Act.

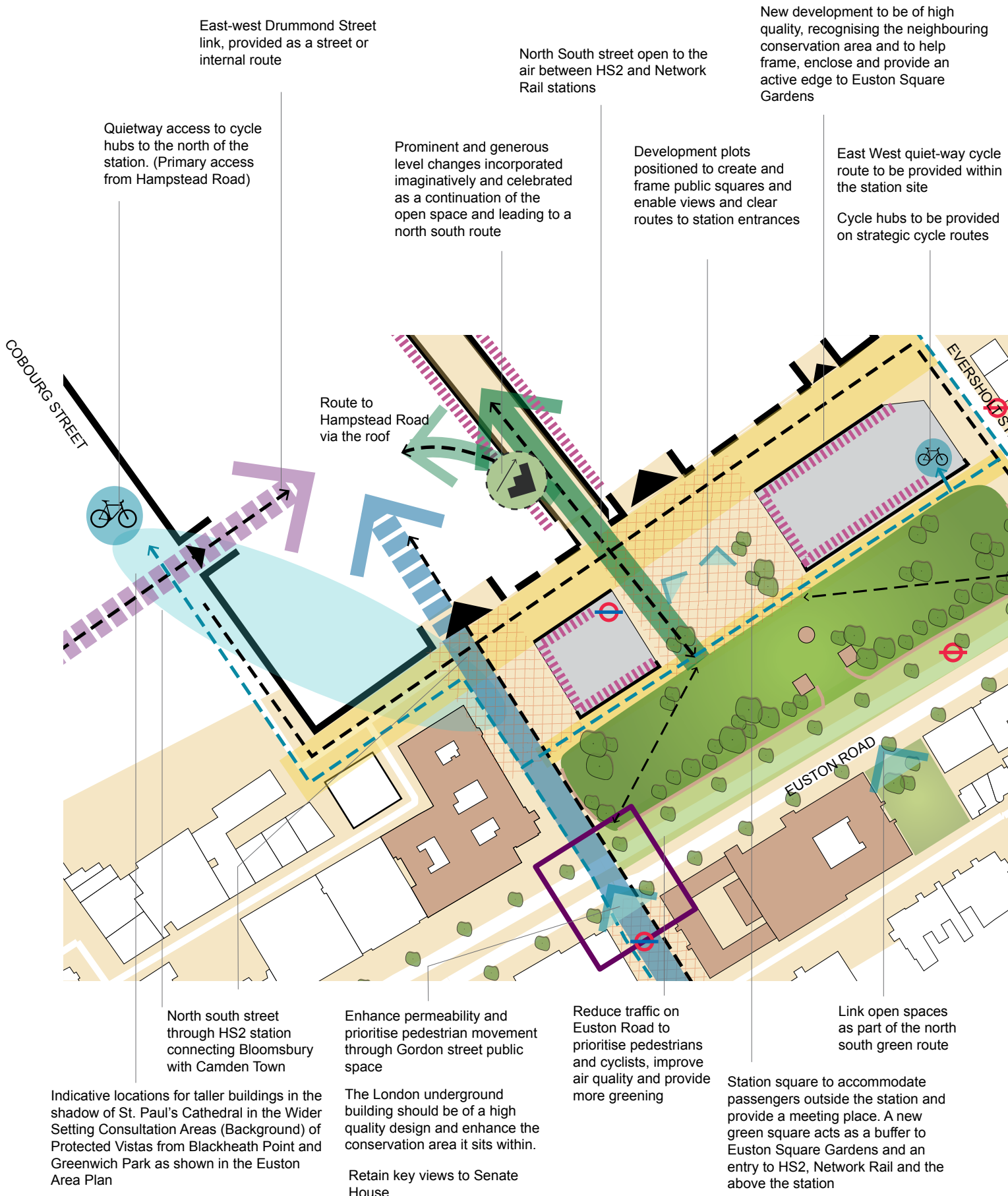
EUSTON RD

Significant reduction in motor traffic dominance to improve pedestrian environment, air quality and the public realm and reduce severance between communities. Significant improvements required as a pedestrian route, and as a cycle route if/ where possible. Retain function as main east - west corridor, working with key stakeholders and TfL to think about the future of freight on the road.

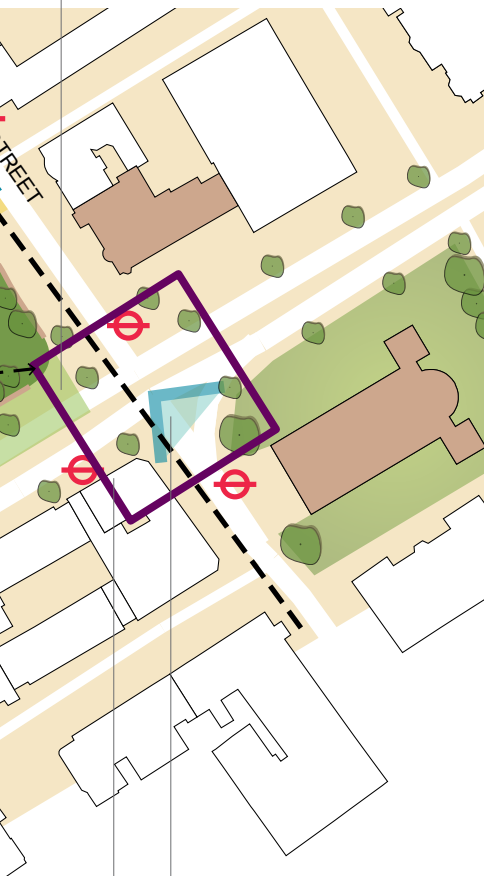
Improvements should include (subject to further detailed assessment of impact):

- Reduction in general traffic provision through fewer lanes, where it can be demonstrated that significant volumes of traffic won't be displaced onto local roads;
- 20mph speed limit;
- Increased footway widths;
- Improved, direct crossings, with diagonal crossings at Eversholt St and Gordon St junctions;
- Improved cycle infrastructure where possible;
- Bus stops accommodated on both sides;
- Improved greening where possible; and
- Removal of motorcycle access to bus lanes, taking into account journey times and safety.

EUSTON ROAD AND EUSTON SQUARE GARDENS



Distributed bus interchange within a pedestrian-focussed environment which makes it easy for passengers and pedestrians to get where they need to, quickly, directly and without fear of conflict with other modes of transport. Bus stops only with off highway standing (refer T2.3)



LINEAR BUS STATION

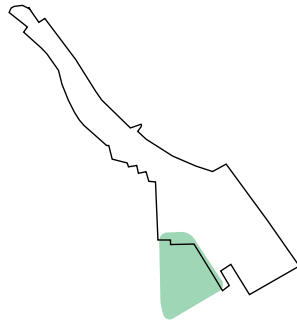
- The HS2 Act includes proposals for a linear bus station to the south of the station, and commitments given by the Secretary of State to TfL were secured through the Bill process to deliver this, although alternative layouts which seek to deliver the key aspirations for the area should be considered
- 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

Clear views to station entrances from Euston Road

Enhanced pedestrian crossings to accommodate increased pedestrian flow



COBOURG STREET & DRUMMOND STREET

EXISTING CONTEXT



② Unique commercial offer along Drummond Street with small scale, independent businesses and strong ground floor activation

















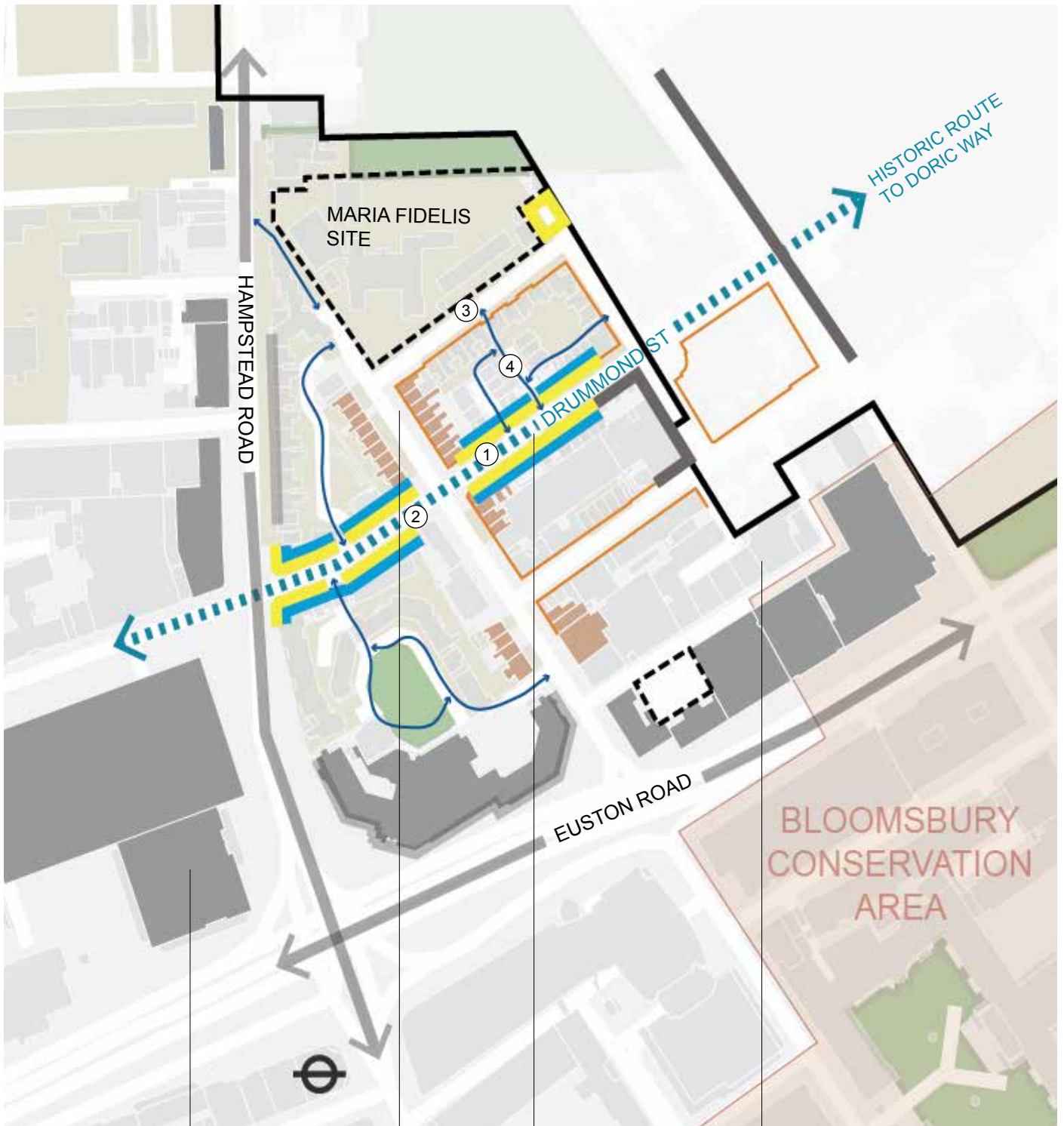
③ Starcross Street is residential and quiet, in contrast to commercial Drummond Street



④ Hidden passages on the interiors of streets allow local routes and areas of quiet and discovery

KEY

-  Conservation area
-  Camden council ownership
-  Listed building
-  Neighbourhood Centre
-  Active street frontage
-  Blank frontage
-  Negative frontage
-  Main vehicular route
-  Primary pedestrian route
-  Quiet local pedestrian route
-  Large foot print building
-  Area of change
-  Grid of Regency terraces
-  Station area / footprint



Large footprint buildings separate the area from Euston Road and Hampstead Road

Pocket where Georgian street layout is maintained, with some original buildings, and a street pattern that is legible and lends to wayfinding to the station

Drummond Street is the only road with clear and direct onward connection to Hampstead Road. Starcross and Euston streets, and Stephenson Way are less direct

The area is a quiet enclave, predominantly residential, within a busy urban street network and direct adjacency to Euston Station

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

COBOURG STREET AS A NEW LONDON STREET

- Deliver a stimulating street with active ground floor uses that contribute to the life and vibrancy of the public realm. Minimise areas of office lobbies, station frontages and avoiding any back-of-house uses and servicing. Opportunities to create active edges to the western side should also be explored where possible. See UD 3.1 for further guidelines;
- Locate affordable and small scale local retail units that complement Drummond Street;
- A pedestrian priority street to create a comfortable environment for the expected high levels of pedestrians;
- Design should seek to minimise potential conflicts between pedestrians and cyclists; and
- Safe and legible environment along Cobourg Street with clear sight lines to Hampstead Road.

Improvements should include (subject to further detailed assessment of impact):

- Pedestrian and cycle route only, with essential vehicle access for site maintenance purposes only. Significant emphasis on place function;
- Widened footways/pedestrian priority zone;
- General traffic restriction, including PHV drop-off; and
- All servicing off-street with carefully managed servicing plan which seeks to avoid conflicts with station users at peak times and neighbouring residential properties during off-peak hours.

PUBLIC REALM IMPROVEMENTS TO DRUMMOND STREET

- A high quality, pedestrian focussed environment to accommodate higher footfall from Hampstead Road to Drummond Street station entrance; and
- Deliver a direct and legible ground-level route through the station linking Drummond Street and Doric Way, that continues the unique character of Drummond Street.

Improvements to include (subject to further detailed assessment of impact):

- A high quality, pedestrian focussed environment that permits service access to local businesses but restricts other traffic;
- Widened footways/pedestrian priority zone;
- General traffic restriction; and
- All servicing off-street with carefully managed servicing plan which seeks to avoid conflicts with station users at peak times and neighbouring residential properties during off-peak hours.

A NEW COMMUNITY SPACE WEST OF THE STATION

- In order to encourage resident use, open space should clearly connect to and be designed to accommodate existing and new residents;
- Integrate community co-design in any open space and public realm provision;
- Create as much green landscaping, opportunities for mature trees and biodiversity as possible;
- Ensure visibility of the Robert Street station entrance from Hampstead Road; and
- Minimise impact of any ancillary uses within the space on the use and feel and size of the open space.

DEVELOPMENT IN A RESIDENTIAL CONTEXT

- Development on the east side of Cobourg Street should respond to the contextual character, incorporating street rhythm, articulation, granularity, materiality and variety within the elevation; and
- Respond to local residential scale on west side of the station through the use of a podium level and setbacks.

EUSTON ST, STARCROSS ST, STEPHENSON WAY, NORTH GOWER ST

Improvements should include (subject to further detailed assessment of impact):

- A quiet network of streets that permit necessary vehicular access to properties but with restrictions that prevents access by general traffic; and
- Euston St to form part of a quiet east - west cycle link across the borough that will pass through the Euston site. North Gower St to be closed as a thoroughfare to motor traffic that currently provides a short-cut between Hampstead Rd and Euston Rd.

COBOURG STREET & DRUMMOND STREET

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

KEY

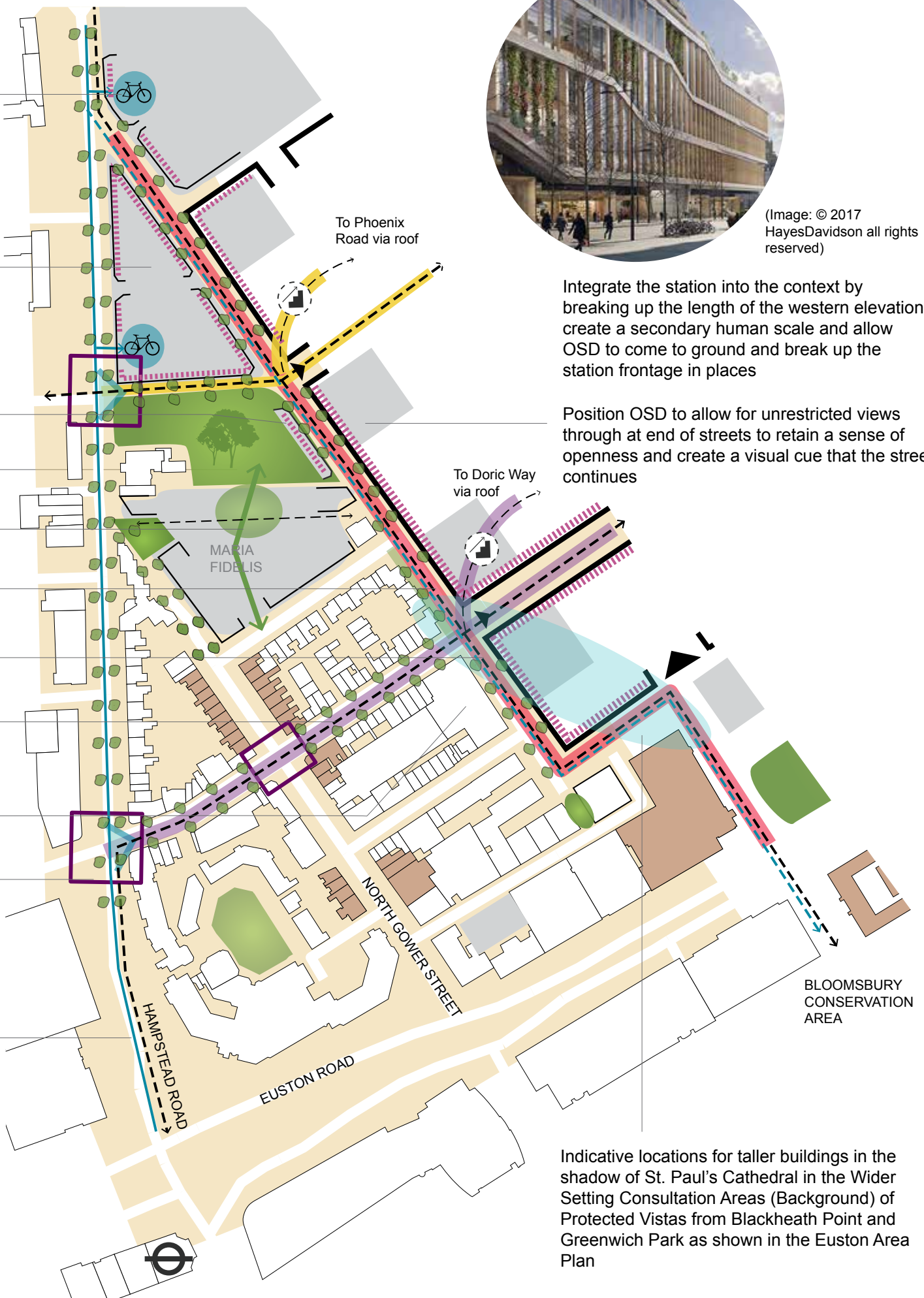
-  Doric Way to Drummond Street
-  Phoenix Road to Robert Street
-  Cobourg Street
-  Level change
-  Views towards station
-  Cycle routes
-  Cycle storage
-  Enhanced pedestrian crossing
-  Active ground floor uses
-  Building frontages to help define streets
-  Station entrance
-  Listed buildings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



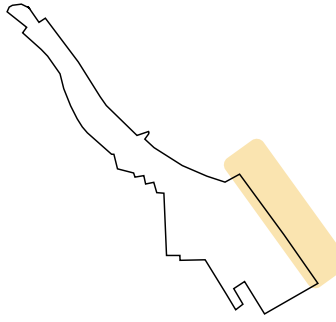
(Image: © 2017 HayesDavidson all rights reserved)

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

EXISTING CONTEXT



① Ossulston Estate is one of many council-owned sites in the neighbourhood, where the housing stock represents a history of social housing



③ Chalton Street Market brings activity to the street and serves local residents



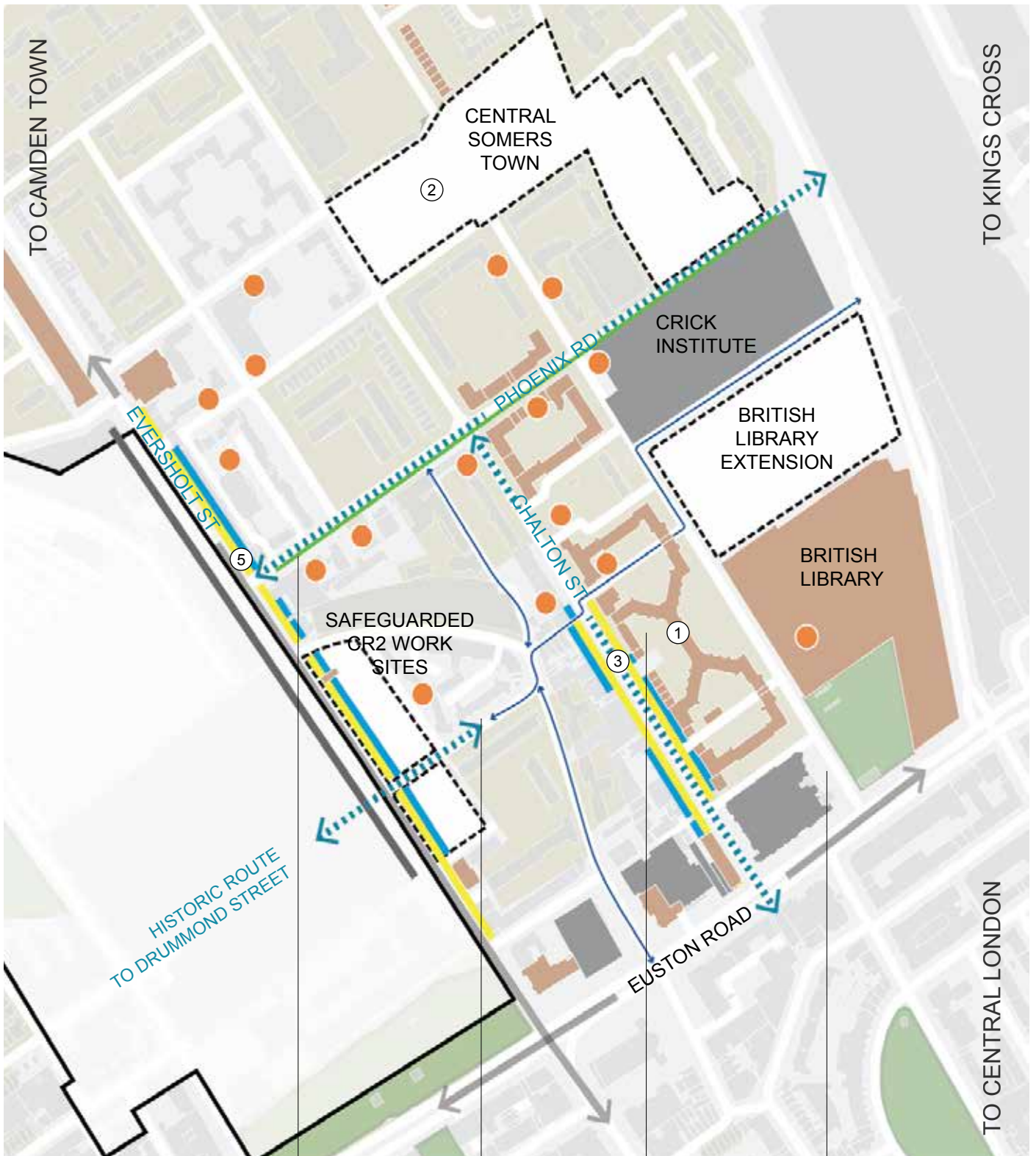
⑤ Small scale, fine grain and characterful buildings animate the eastern side of Eversholt Street while blank walls of Euston Station dominate the western side



② New homes, community space and a school will be provided as part of the Central Somers Town project

KEY

- Camden Council ownership
- Listed building
- Neighbourhood Centre
- Active street frontage
- Community facility
- Blank frontage
- Primary pedestrian routes
- Local pedestrian route
- Main vehicular route
- Phoenix Road greening
- Large footprint building
- Area of change
- Station area / footprint



Phoenix Road is the main east-west route linking Euston Station to King's Cross and St Pancras stations; a greening strategy is being consulted on

East-west connections are limited to local pedestrian routes with few vehicular routes

Somers Town is a predominantly residential area

Somers Town is quiet in part due to being bordered by Eversholt Street, large footprint buildings on Euston Rd to the south and institutions to the east

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

REFLECT THE UNIQUE CHARACTERISTICS OF SOMERS TOWN AS A RESIDENTIAL NEIGHBOURHOOD

- Development on east and west sides of Eversholt Street should provide a transition from Somers Town to the station environment, reflecting elements of the residential neighbourhood's grain, street rhythm, articulation, materiality and variety;
- Ensure fine grain active uses at ground level that contribute to the public life of the street and serve the neighbouring residential community of Somers Town as well as local workers;
- Opportunity for a mix of uses at ground floor including some local shopping provision which should be reflected by a smaller scale architecture and diverse building forms;
- Proposals for Crossrail 2 worksites assume sites are used for construction. In the longer term, following their use for construction and depending on Crossrail 2 requirements part or all of these sites could be redeveloped; and
- Highway improvements elsewhere should not result in significant volumes of traffic being displaced into Somers Town.

GRAFTON PLACE/ CHURCHWAY

To remain open to general traffic to permit movement between Upper Woburn Place and Euston Road.

PHOENIX ROAD

Working with the local community and funded by HS2, the Council are developing plans for the greening of Phoenix Road with the aim to provide new public spaces, an enhanced walking and cycling route and biodiverse planting. Construction is targeted for 2021/2022.

EVERSHOLT STREET

- To be prioritised as a main north - south pedestrian thoroughfare with provision for an east - west pedestrian and cycle link between Euston and St Pancras; and
- Efficient bus interchange with the station without compromising the public realm, and provides access to off street servicing for the new development on the eastern side of the station.

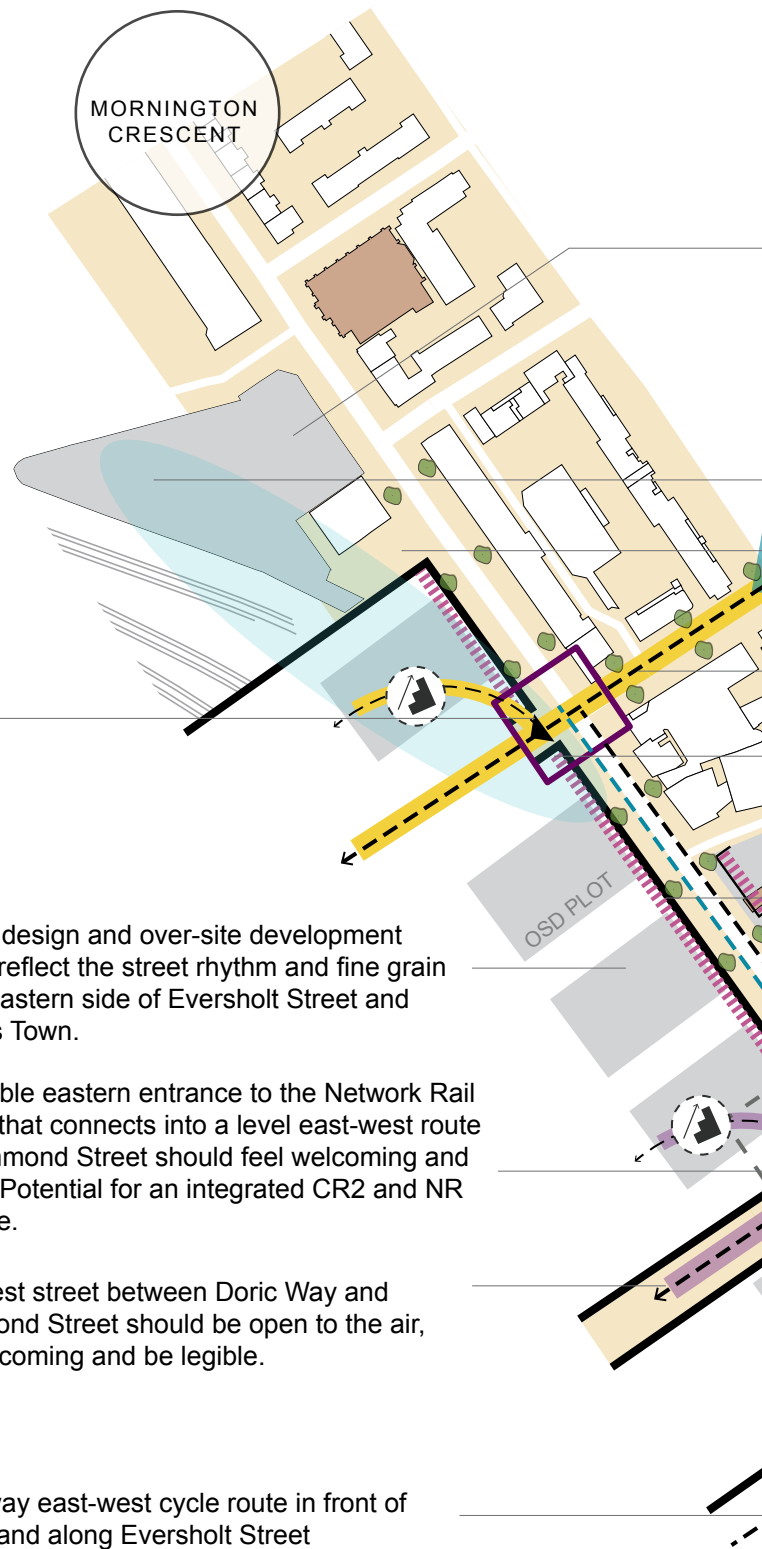
Improvements should include (subject to further detailed assessment of impact):

- Wider footways;
- Improved crossings;
- Improved greening;
- Clear pedestrian link between Euston and St Pancras;
- Facilitates the expectation for an E – W cycle link across the Euston site;
- Taxi/PHV/general traffic restriction that does not displace traffic into Somers Town;
- Service access that allows for all servicing of new developments to take place on sites;
- Redistribution of bus facilities to enhance place function and interchange links in the south east corner, including off-highway bus stands; and
- Any highways improvements should not result in significant displacement of traffic into Somers Town.

EVERSHOLT STREET AND SOMERS TOWN



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)



Station design and over-site development should reflect the street rhythm and fine grain of the eastern side of Eversholt Street and Somers Town.

Accessible eastern entrance to the Network Rail Station that connects into a level east-west route to Drummond Street should feel welcoming and legible. Potential for an integrated CR2 and NR entrance.

East-west street between Doric Way and Drummond Street should be open to the air, feel welcoming and be legible.

Quiet-way east-west cycle route in front of station and along Eversholt Street

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

If no longer needed for Royal Mail operations this site could be redeveloped as a residential led mixed use development scheme



Image: Tim Crocker

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.

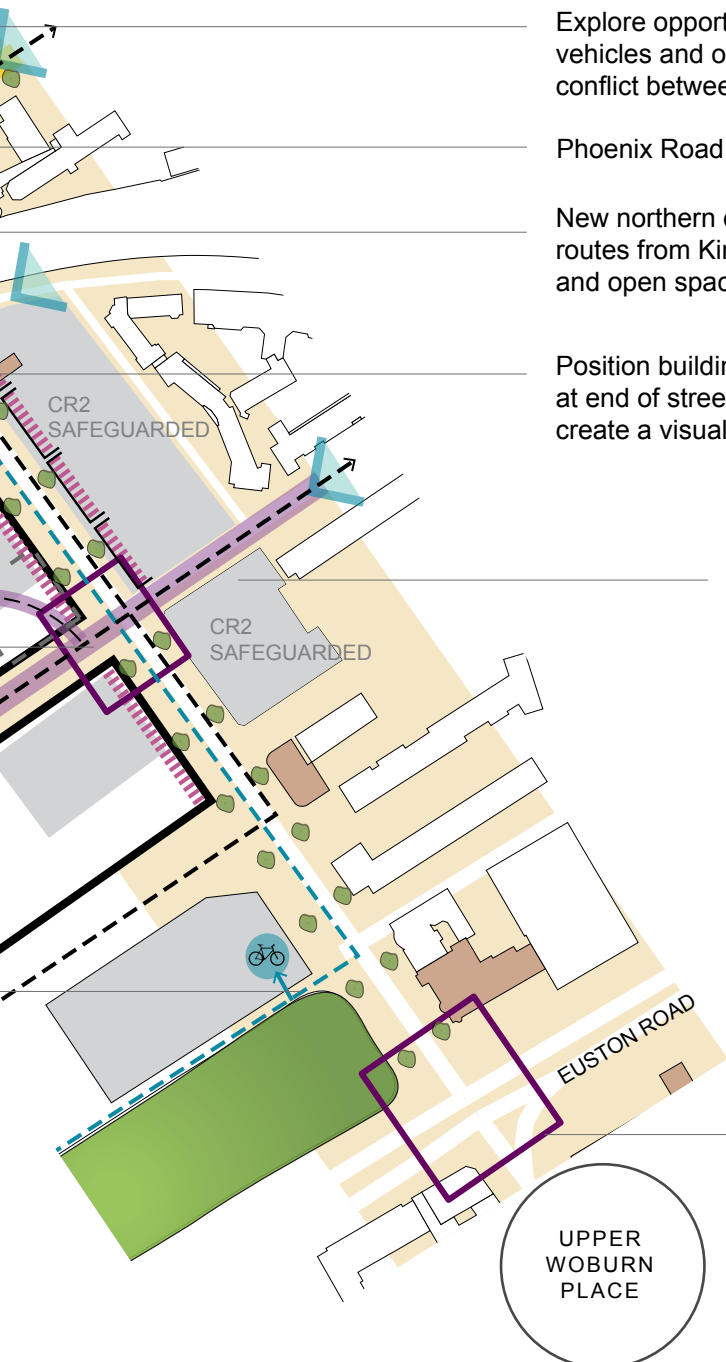
Phoenix Road Greening project

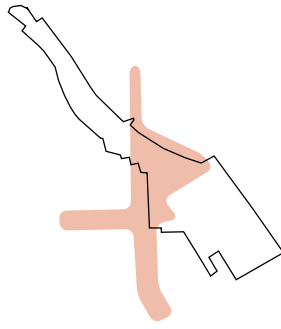
New northern entrance to Network Rail station enables routes from Kings Cross to connect to NR, HS2, taxis and open space to the north

Position buildings 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

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.

Prioritise pedestrians with widened pavements and a diagonal crossing to accommodate higher footfall





HAMPSTEAD ROAD AND NORTHERN STATION ENTRANCE

EXISTING CONTEXT



① Ground floor uses along Hampstead Road are vary and of mixed quality



② Hampstead Road is wide and dominated by vehicular traffic, stretches of blank walls and deep setbacks



③ Trees positively contribute to framing the street and giving it scale. New infill residential buildings help define Hampstead Road and establish corners














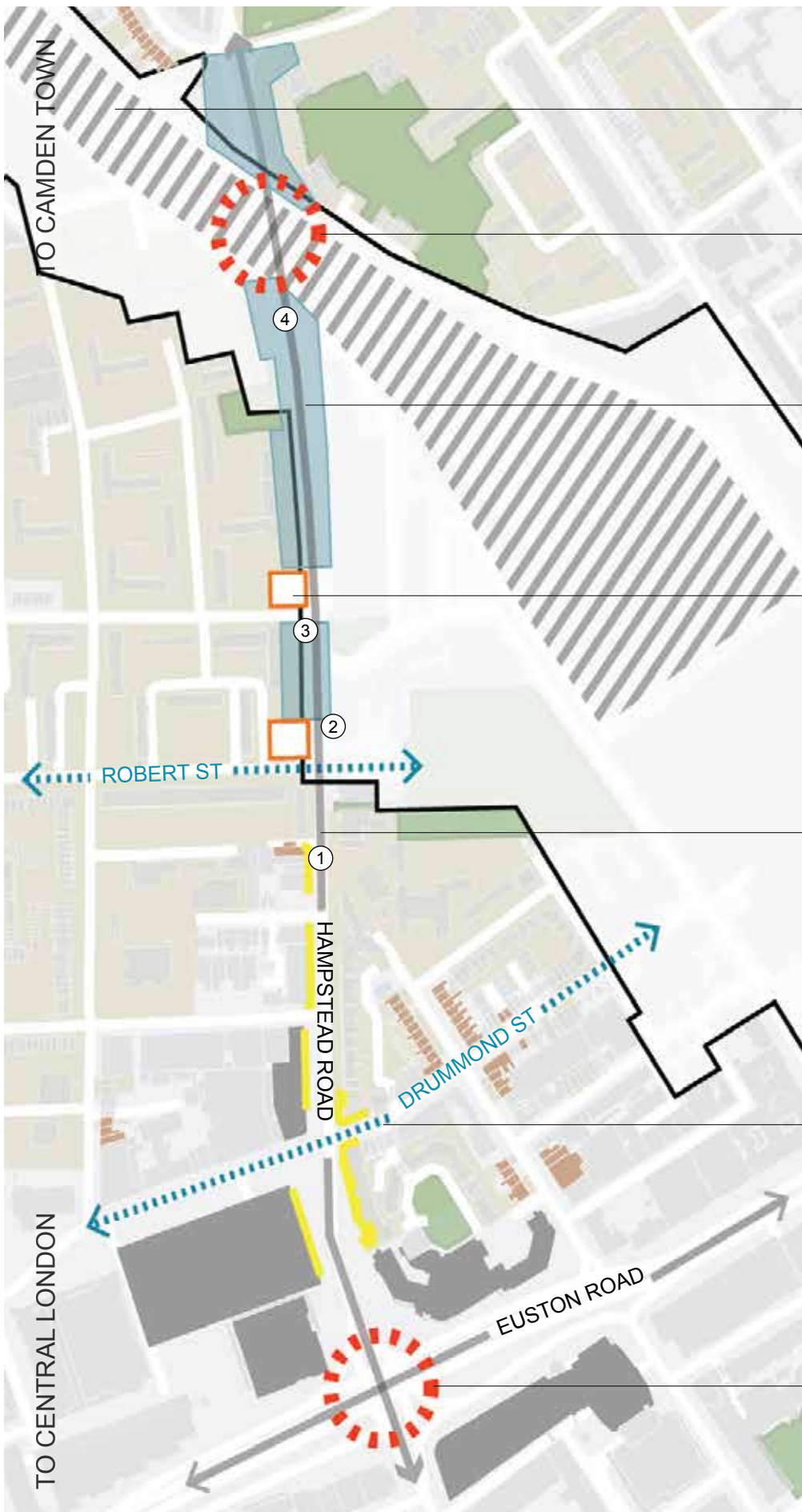
④ Poor pedestrian experience due to vehicle dominance and road width, particularly at the northern section, with an open and undefined space lacking active frontages and poor public realm



Hampstead Road in context: long road spanning north-south of Camden

KEY

-  Camden Council ownership
-  Listed building
-  Active street frontage
-  Primary pedestrian route
-  Main vehicular route
-  Large building footprints
-  New HS2 replacement housing
-  Transition area from Hampstead Road to surrounding areas
-  Wide streets
-  Existing rail track
-  Station area / footprint



Areas of track contribute to perception of vast spaces

Hampstead Road Bridge as threshold between Hampstead Road and Mornington Crescent/ Camden Town

Areas of large setbacks in front of buildings, contributing to perception of Hampstead Road as a wide street with weak relationship to uses along it

New HS2 replacement housing helps to define street corners

Busy vehicular road between residential neighbourhoods

Many primary pedestrian routes bisect Hampstead Road

Euston Road as threshold between Hampstead Road and Tottenham Court Road

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

ESTABLISH A FINE-GRAINED STREET NETWORK AROUND THE STATION

- Establish clear north-south and east-west streets as a continuation of the urban fabric including the continuation of Cobourg Street to Hampstead Road at grade;
- Establish a hierarchy of streets appropriate to desire lines and station entrances, prioritising active uses along more used streets that contribute to and activate the public realm;
- Create unrestricted sight-lines along streets to establish a legibility and a sense of openness;
- Station architecture to relate to the street network provide a human scale and rhythm along the street and allow for smaller scale interventions into the larger structure see UD 3.2; and
- Whilst it is recognised that the station will require “back of house” elements to function (such as servicing, plant etc), these should, where possible, be located below ground or within buildings, to ensure public spaces are not detrimentally impacted by these uses. Where this is unavoidable, care should be taken to ensure there are not extended sections of inactive frontages.

ROBERT STREET

- Robert Street is characterised by local shops and a concentration of housing which should be maintained;
- Any public realm improvements should be oriented to improving resident amenity, with greening, spaces to dwell, seating and blank wall activation, and where possible provision of natural surveillance;
- Any public realm enhancement should be designed with the community to address local community priorities;
- Provide a high quality pedestrian and cycle link between Regents Park and Euston. General improvement in public realm, with reduced emphasis on provision for motor traffic; and
- Consideration of traffic management to improve the pedestrian and cyclist environment.

HAMPSTEAD ROAD

- Define Hampstead Road and its key junctions;
- Achieve a pedestrian friendly environment;
- Buildings should be oriented to frame Hampstead Road, and be scaled to have a positive relationship with surrounding existing buildings;
- At junctions leading to station entrances, ensure there are visual cues to the station (clear views, public realm treatments, signage) to aid wayfinding;
- Promote a relationship between Hampstead Road and side streets by signalling any public uses, such as open space and station entrances;
- Define traditional street rhythm with corners and buildings to frame transitions from main road to side street; and
- Continue to act as a main north - south thoroughfare for general traffic, buses, freight and cycles. Significant measures required to both reduce traffic dominance and provide high quality cycle infrastructure, as well as improve general streetscape where space permits.

Improvements should include (subject to further detailed assessment of impact):

- Reduction in provision for general traffic by reducing vehicular dominance. Create a coherent street scene and a pedestrian friendly environment with consistent provision for motor vehicles;
- Removal of general traffic lane, where applicable;
- 20mph speed limit;
- High quality, with-flow, segregated cycle infrastructure;
- Measures to prioritise sustainable modes of travel and reference to road user hierarchy;
- Removal of motorcycle access to bus lanes;
- Minimum number of interruptions to cycle infrastructure with measures to ensure that this isn't blocked at junctions/station entrance points, with maximum control of taxi and servicing movements where necessary;
- Increased footway width where possible, particularly at northern end;
- Additional crossing points located at obvious desire lines/east - west pedestrian thoroughfares; and
- Scope to include complete route between Euston Circus and Camden Town.

HAMPSTEAD ROAD AND NORTHERN STATION ENTRANCE



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

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

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



Greening and public realm improvements to Robert Street

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

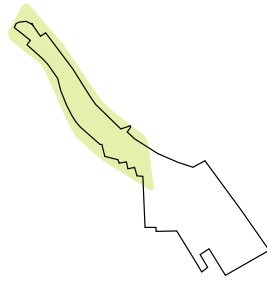
Consider options for greening of Hampstead Road with street trees, pocket parks and planters, taking account of below ground conditions.

Additional pedestrian crossings are needed on main desire lines

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

EXISTING CONTEXT



① The wall of Mornington Street Railway Bridge is accentuated by a pair of stone piers with lamp standards, which are Grade II listed



② A consistent domestic scale and form of buildings along Mornington Terrace is disrupted by an abrupt change in character with the rail cutting



③ Development of postwar housing at the southern end of the Cutting, with a variety of styles



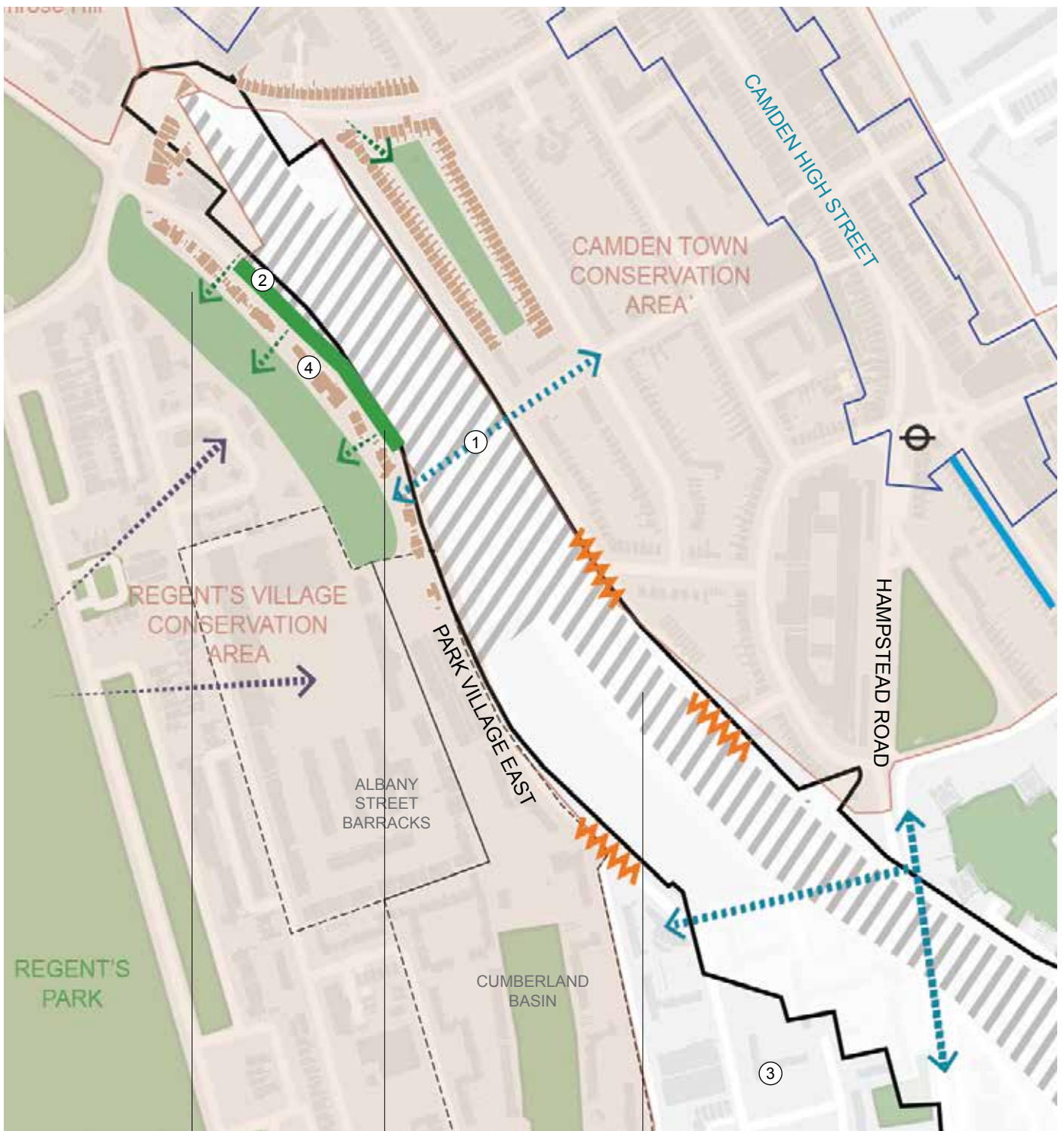
④ Park Village East has villas of consistent domestic scale and form with a historic suburban quality



Historical map showing housing before the demolition of buildings for the rail cutting, 1876

KEY

-  Conservation area
-  Listed building
-  Green edge
-  Private residential gardens
-  Neighbourhood Centre
-  Town Centre
-  Primary movement route
-  Views into gardens
-  Views from Regents Park
-  Break in the original street pattern
-  Existing rail track
-  Station area / footprint



Views into gardens with mature trees are an important element in the character and appearance of the area

The green edge along the rail cutting wall complements the villa gardens on the west side of Park Village East

The demolition of houses for the widening of the Euston railway cutting at the turn of the last century creates expanse, but also disrupts the built townscape

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

WELL CONNECTED OPEN SPACE

- Development should include different publicly accessible and inclusive spaces with a range of sizes, forms and functions – active, quiet, urban, green, play, growing, sitting, eating;
- At least one larger more substantial piece of open space should be located towards the south of the cutting near a public route that is easily accessible to new residents as well as existing surrounding residents and linking into the open space network. The ground/decking should be designed to enable mature trees to grow;
- Open spaces should feel welcoming and not to be overlooked entirely by new residential development which should be carefully designed so as to not dominate the space or make it feel unwelcoming to non-residents; and
- Introduce greening measures and incorporate biodiversity as set out in Objective EOS 2.

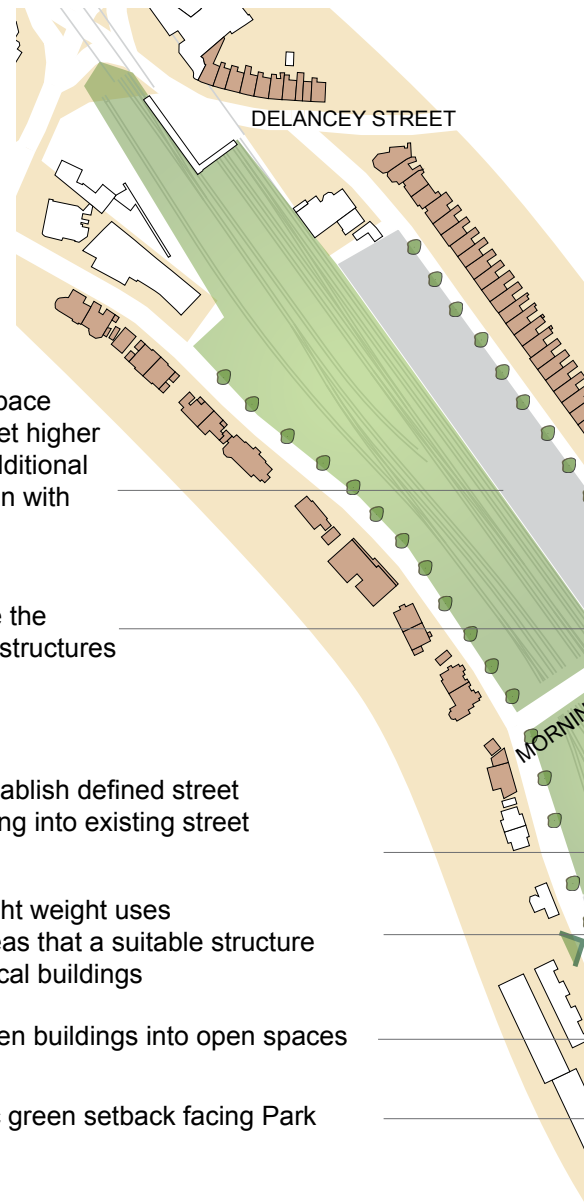
STITCH THE EAST AND WEST TO INTEGRATE THE NEW NEIGHBOURHOOD

- The design of new development should facilitate new east-west routes between Park Village East and Clarkson Row/Mornington Terrace to connect the new development into the wider environment;
- The masterplan should reflect and continue the layout and grain of the historic street pattern to the east and west;
- Provide access to and around the site with a network of permeable routes and spaces that connect new development(s) into the wider environment see UD 1.1; and
- Development to include provision for educational services.

HISTORIC CHARACTER AND SCALE

- Meet the heritage tests of being adjacent to two conservation areas and multiple listed assets;
- Respond appropriately to the character and scale of facing properties along the Cutting;
- Architecture integrates well and lives up to the quality of wider neighbourhoods and contributes to the sense of place; and
- Retain the sense of a green neighbourhood by incorporating generous planting in the public realm and glimpses into private open spaces.

THE CUTTING



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

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

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

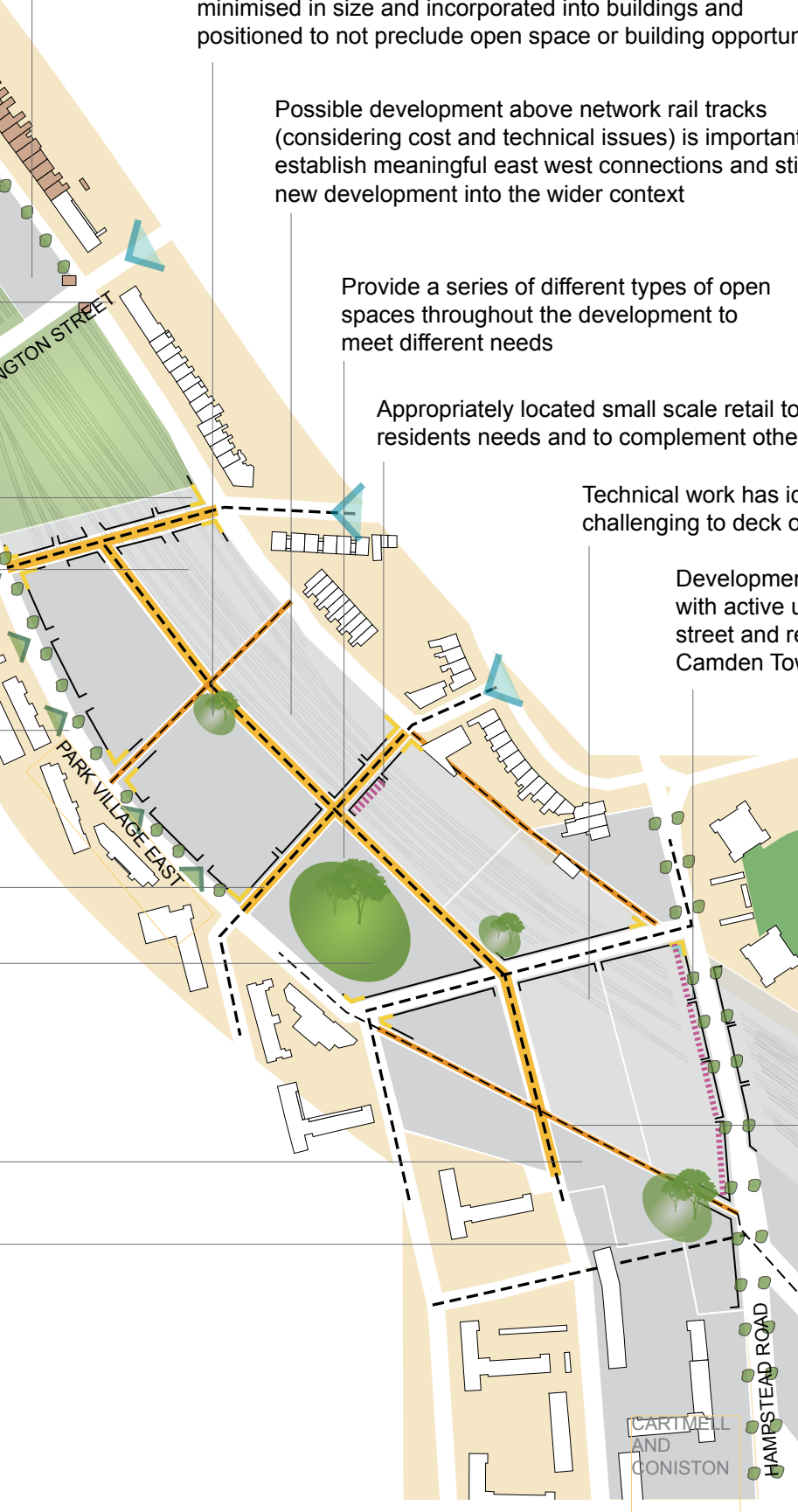
Appropriately located small scale retail to meet local residents needs and to complement other uses in the area

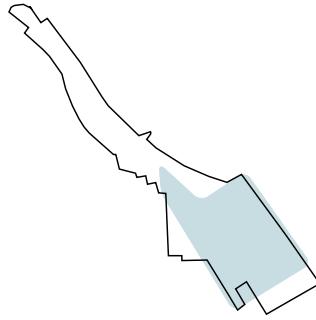
Technical work has identified this location as particularly challenging to deck over

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





ABOVE THE STATION

KEY ASPIRATIONS

- HS2 and Network Rail stations designed to enable building plots across the area above the stations to optimise development and place-making value
- A well connected and accessible place with integrated level changes that feels welcoming to all
- Drummond Street to Doric Way, Robert Street to Phoenix Road and north south route through the station are provided as main routes
- A masterplan of distinct and diverse areas that builds on the varying character scale and nature of adjoining areas.
- Architecture and uses that contribute to public life both on the street at ground level and above the station
- A substantial piece of open space that invites people to the area above the stations and facilitates connections

NEW ELEVATED EAST WEST STREETS

- Establish a hierarchy of streets Robert St - Phoenix Rd and Drummond St - Doric Way should be defined with a sense of enclosure with more narrow north south side streets;
- Drummond St - Doric Way street fine grain, small retail uses that are more informal and creating a lively and sociable atmosphere; and
- Robert St - Phoenix Rd a local route for residents to easily move between Somers Town and Regent's Park Estate. Open spaces and uses should be welcoming to all, especially considering provision for local residents and young families.

ARCHITECTURE

- Establish a series of spaces with moments of enclosure and openness throughout the masterplan to accommodate taller elements and allow the pedestrian to experience the elevated position of the site;
- Create a diversity of massing in the building plots to promote a sense of animation and intimacy especially through the internal blocks; and
- The reduced scale of narrow side streets should be reflected in scale rhythm and building design along the street. See UD 3.1.

GREEN NORTH SOUTH ROUTE

- A string of open spaces along the north south route bookended by Euston Square Gardens and the Northern Open Space; and
- At least one larger more substantial piece of open space adjacent to a public route that is easily accessible to new residents as well as existing surrounding residents and that fits into the wider open space strategy - linking to Euston Square gardens to the South and the new open spaces to the west and north of the station. See EOS 4.

AN INTEGRATED AND CONNECTED APPROACH

- Location and size of building plots enabled by HS2 and Network Rail stations should be part of the broader masterplanning exercise, ensuring workable building plots and a cohesive masterplan;
- Ensure a level ground plan for development across the two station roofs to enhance placemaking opportunities. If this can not be achieved a creative and integrated approach would need to navigate the level change, providing a cohesive place with clear and legible links through the space; and
- Station design to integrate access to above the station either internally or externally to create an integrated and multidimensional piece of city.

ABOVE THE STATION

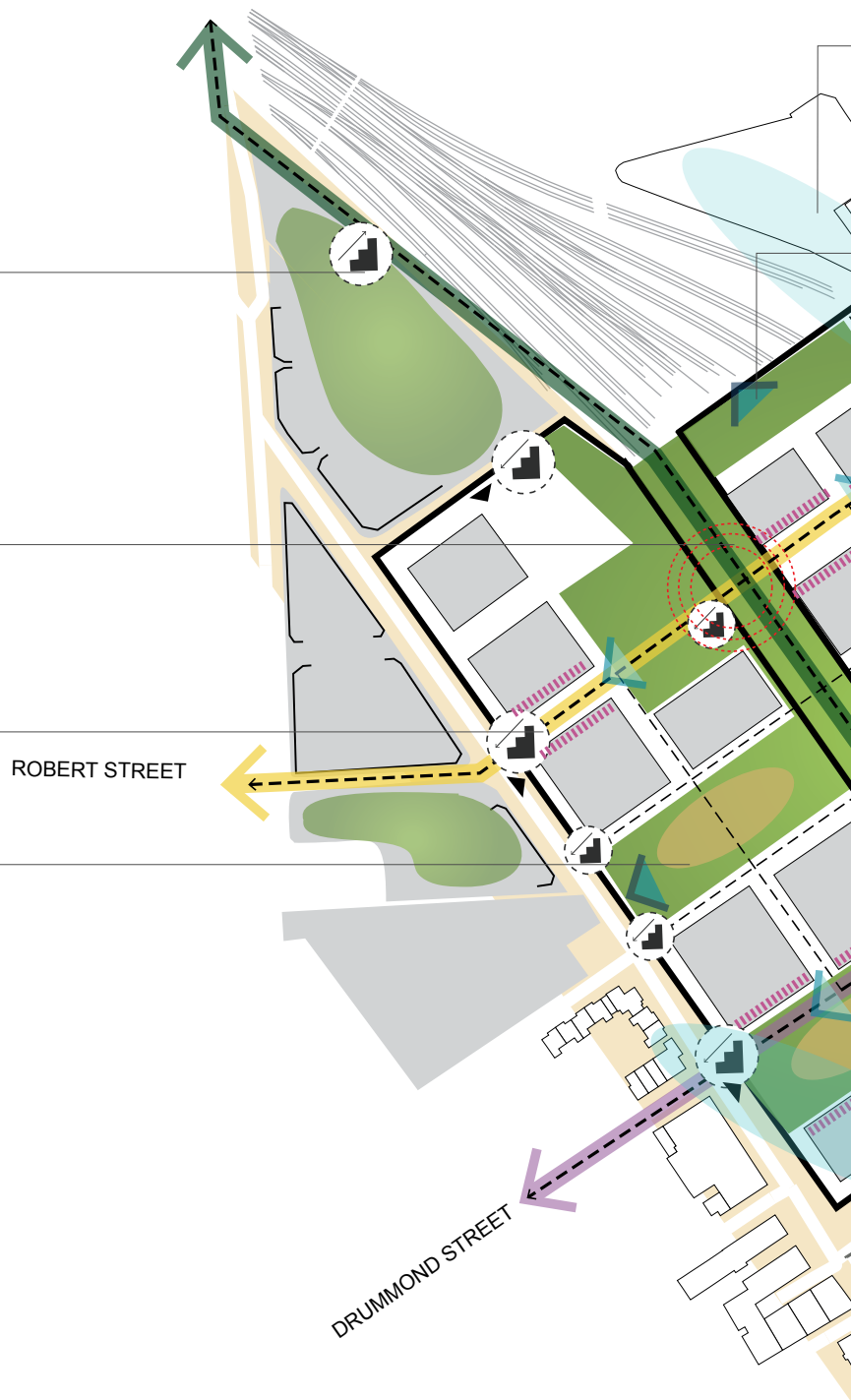
Provide a generous level change, integrated into the street level to draw people up to the open space and connect from northern gardens to the above the station.

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

Position buildings 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

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

- 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



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.

Note: Plot layout based on technical work by landowners and adapted to meet aspirations for open space, direct east west routes and create open views at end of streets

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



Provide moments of respite. for example public seating and framed views over the track to north Camden

Prominent and generous level change designed to be a continuation of the Phoenix Road Greening project

Resident focussed route - Locate open spaces and uses appropriate to a the wider residential community on the primary east west route

Smaller, internal access to above the station where possible

Buildings provide a sense of enclosure around open space ensure a sunny and calm place

Take advantage of unique views from public spaces

Generous green level change integrated into the architecture as part of the north south green route designed to lead the eye and draw people into the site





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

7

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

GUIDELINE ID 1.1: DELIVER A SHARED VISION

The land available for viable and deliverable development is finite and there are many constraints on the site which can impact capital and operational costs, movement to and through the site, open space and public realm, and sense of place:

- All delivery partners must adopt a masterplan approach to bringing forward plans in order to deliver the most effective and optimal development. Although subject to planning powers within the HS2 Act, plans for the HS2 station and enabling works must provide sufficient information to demonstrate the constraints and opportunities the station design sets for future development. They should be able to show robust collaboration amongst partners to enable such a masterplan;
- The successful realisation of a comprehensive vision will need co-ordination, co-operation and collaboration among stakeholders and delivery partners on all aspects of development; and
- Future occupants of the site should be encouraged to participate in and contribute to the aims of the vision. A Community Engagement Plan (Guideline ID 1.5) is sought during pre-application discussions, and measures such as a Social Value Framework should set out how the developer and future tenants will contribute to a wide range of social value concerns including employment/apprentice/learning commitments, information about health, volunteering and building social capital etc. The content of this as well as how it should be managed should be discussed as part of the pre-application process. This should be promoted and secured through leases and tenancy agreements during the operational stage.

GUIDELINE ID 1.2: PLAN COMPREHENSIVELY FOR EUSTON'S LONG-TERM CONSTRUCTION AND IMPLEMENTATION

- Prioritise the delivery of enabling works, and ensure plots and benefits are brought forward as early as possible by:
 - Involving all stakeholders at the outset to make decisions regarding the early delivery of key infrastructure and operational requirements;
 - Identifying opportunities for early delivery across the whole of the site, promoting housing in the north, offices in the south and meanwhile uses across various locations;
 - Finding creative and flexible solutions to financing, ownership and maintenance of infrastructure in order to enable early delivery while maximising the longer-term benefits;
 - Making sure the safeguarding of individual plots does not hamper early delivery; and
 - Setting development thresholds tied to phasing to ensure facilities and uses that carry public benefits (e.g. affordable housing, open space, transport improvements) are appropriately delivered at specific points of construction.
- Future-proof development to advance with new technologies and efficiencies by considering the long-term trajectories of energy, water, air quality, waste and servicing systems, and use life-cycle assessments to benchmark the true value of achieving higher environmental standards;

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

- Coordinate phasing and implementation across ownerships to minimise disruption to local communities and to support delivery by:
 - Co-ordinating worksites and, where possible, finding opportunities to share worksites and utilities works/information;
 - Consulting the local community on plans and applying lessons-learned from earlier projects;
 - Accounting for both the existing and foreseen future context of adjoining land ownerships;
 - Minimising prospect of impacts across a spectrum of measures, including the reduction of traffic through service consolidation, sustainable movement of materials and waste, and scheduled vehicle movements; and
 - Sequencing construction and bringing forward adjacent development to localise and limit the extent of the affected area.
- Integrate management, maintenance and monitoring in the earliest planning in order to ensure development is practicable and continues to deliver all of the aspirations for Euston; and
- Implement best practices in construction management across all sites and ensure impacts are addressed cumulatively.

An Implementation and Delivery Strategy should be submitted as part of an application for development and should include:

- A programme of sequenced delivery, with the aim of bringing sites forward as early as feasible. Any phasing in the programme should aim to deliver assemblages of plots as a single complete place to form a part of the urban fabric;
- An analysis of risks to delivery;
- An analysis of the relationship between core infrastructure works and the delivery of buildings;
- Thresholds for delivering facilities and uses that bring public benefit tied to phases of delivery;
- Criteria and methods for monitoring delivery across housing, sustainability and environment, economic development, community infrastructure, among other areas;
- A plan for the long-term maintenance of the built environment on the site. It should consider a site-wide approach to community safety, security, maintenance of the public realm and the curation of activities and uses across the site;
- A plan for a governance structure to ensure the implementation and delivery objectives of this document and the Strategy are carried out; and
- How reserved matters and details to be submitted would be procured.

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

GUIDELINE ID 1.3: BE AMBITIOUS - COMPREHENSIVE ATTENTION MUST BE GIVEN TO ALL PARTS AND DETAILS OF THE SITE

The process of masterplanning should explore and define options for plots across the whole of the site, identifying particularly complex plots and ensuring development which affects them optimises their potential. Meanwhile uses can be critical to devising such solutions.

GUIDELINE ID 1.4: INCORPORATE THE WIDER COMMUNITY

Development proposals should achieve optimal regeneration outcomes and future-proof wider development by maximising the potential of and considering impacts on sites outside of individual plot boundaries, including the impact on amenity and safety of the wider community. Development must demonstrate compatibility with the existing site context and a range of feasible future development scenarios for neighbouring sites without prejudicing positive growth.

GUIDELINE ID 1.5: COMMUNITY ENGAGEMENT MUST LOOK TO EXISTING AND FUTURE COMMUNITIES

Placing communities at the heart of the process is central to the success of Euston. Engagement must establish relationships to the development, and connections among community groups and all stakeholders that exist at Euston both pre- and post-construction.

A strategic approach to engagement should be set out in a Community Engagement Plan. The Plan should detail engagement during the pre-application stage, the submission and decision stage, and construction and operational stage. As part of a comprehensive strategy, it should include any community engagement called for in this document and the EAP and should build on and learn lessons from consultation carried out to date, including the Euston Residents' Assembly. It is expected the applicant will work with Camden officers beginning at the earliest stages of the pre-application process to determine what would be an acceptable Plan. The use of artists and creative practice in the consultation processes/ exercises can provide more insightful and engaged contributions.



Ground Works, Greening Phoenix Road consultation stall at Somers Town Festival 2019

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

GUIDELINE ID 1.6: MEANWHILE USES SHOULD BE FIRMLY INTEGRATED INTO PHASING AND DELIVERY

The need for a Meanwhile Use Strategy and aspirations for meanwhile uses are set out in the Land Use chapter, Objective LU 5. The delivery of meanwhile uses should be tightly coordinated among owners and stakeholders, integrated into careful project phasing and not permit safeguarded sites to be a barrier to bringing meaningful meanwhile uses online quickly.

GUIDELINE ID 1.7: THE ENVIRONMENTAL IMPACT ASSESSMENT WILL NEED TO ACCOMMODATE EUSTON'S LONG-TERM PLANNING AND IMPLEMENTATION PROCESSES

Development proposals will need to identify any likely significant environmental impacts during both the construction and operational stages.

There will be many aspects of Euston's development that will not be fixed at the outset, but

rather will evolve over a number of years. The EIA should be based on a description of development that acknowledges a need for details of the project, though evolving over time, to be set within clearly defined parameters. The EIA process should take full account of the implications for the environment and reflect the likely significant effects of the project, at the 'outer edges' of the parameters that are set out and defined.

- Frame their development parameters with regard to the key environmental topics, so that a robust assessment of the proposals can be carried out;
- Set out an EIA that is pragmatic and practical in its form, with clear proposals for monitoring and implementation; and
- Devise indicators with community and stakeholder input, and reviewed to act as the measures of success of the project overall. These should be formed from baseline research and be made available for community review and input. The indicators and measurements must relate to a general consensus of what success would mean for the local area.

CONTROL OF HS2 WORKS

The Code of Construction Practice (CoCP) forms part of the EMRs (the high-level environmental and sustainability commitments to be implemented during the planning and implementation of HS2 works). This applies to all HS2's contractors and sets out how they must deliver their construction activities. HS2 Information Paper D3 summarises the main points of the CoCP and is available here <https://www.gov.uk/government/publications/hs2-information-papers-construction>.

The Local Environmental Management plan (LEMP) sets out site specific control measures

to be adopted by HS2 contractors working within the London Borough of Camden (LBC). You can read more information about the Camden LEMP on HS2 common place website <https://hs2ineuston.commonplace.is/schemes/happening-now/local-environment-management-plan-lemp/details>.

These two documents are in place of a construction Management Plan that would normally be expected to be secured as part of a S106 associated with the granting of a planning permission.

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

GUIDELINE ID 1.9: MANAGING CONSTRUCTION IMPACTS

Standards of amenity (the features of a place that contribute to its attractiveness and comfort) are major factors in the health and quality of life. Euston's inner London location, the close proximity of various uses, the presence of major roads and railways, the construction of major infrastructure projects and significant development over many years means that amenity is a particularly important issue for the area.

Local Plan Policy A1 – Managing the impact of development sets out the Council's expectations, including the submission of Construction Management Plan (CMP).

A CMP sets out the measures that a contractor will take, both on-site and offsite, in order to reasonably minimise the detrimental effects of construction and incorporate mechanisms that overlap with other regulatory regimes (particularly highways and environmental protection).

CMPs should also address cumulative construction impacts and this is particularly important at Euston given the number of significant construction projects. Camden will expect contractors to engage in early discussion with the Council about its approach to construction, as well as engaging both with local communities and any other contractors in the area. The use of technology should be used to aid monitoring and information sharing.

The developer (and its contractors) therefore should:

- Submit a draft CMP as part of the outline planning application, for discussion with the Council and local communities. The consultation should include exploring how the community can be involved in the process;
- Actively engage local communities throughout construction but as a minimum the developer should:
 - o Establish a Community Working Group to discuss construction issues in the lead up to and during construction;
 - o Undertake a neighbourhood consultation process prior to submission of the first draft of the CMP; and
 - o Ensure ongoing engagement and communication with local communities throughout construction.
- Establish a construction liaison/coordination group, funded and supported by the developer. This would involve ongoing and active engagement with other contractors in the area to coordinate construction activities and ensure a joined up approach to minimising construction impacts.

Given the duration of the works at Euston, it will be vitally important for the developers to learn lessons from earlier stages of construction (including using existing forums and frameworks where these are effective) and providing support for vulnerable members of the Euston community.

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

PLANNING OBLIGATIONS

Section 106 agreements will be used to manage site specific impacts (including financial and non-financial obligations), securing measures necessary to make a development acceptable in planning terms. These will be negotiated when more is known about the details of the development.

COMMUNITY INFRASTRUCTURE LEVY

When new building projects take place in Camden, the developers are usually charged a fee known as the Community Infrastructure Levy (CIL), which helps to fund the infrastructure that is needed to support the growth of the borough.

In Camden, 25% of this levy is spent in the local area and this is known as the local CIL and it is managed through the Council's local CIL spending system.

Ward members have a leading role in this system, which also includes the involvement of local communities in the setting of spending priorities in each ward, alongside the incorporation of any local infrastructure needs identified in planning frameworks and any priorities identified within relevant adopted neighbourhood plans – priorities are included in the area specific guidance in the EAP.

The remainder of the CIL collected by Camden (minus an administration fee) is used to fund the strategic infrastructure needed to support growth, such as investment in schools and the wider transport network.

APPENDIX 1

EUSTON AREA PLAN OBJECTIVES

1. Prioritising local people's needs

To ensure that new development meets local needs by ensuring homes, jobs, businesses, schools, community facilities and open space lost or affected by HS2, should it go ahead, are reprovided in the Euston area.

2. Securing excellent design

To work to ensure that any new station and development is of excellent integrated design, easy to access, complements the character and heritage of the area, and helps to improve the image and function of the Euston area.

3. Making the best use of new space above the station and tracks and opportunities for regeneration in the wider area

To make sure any new development above the station and regeneration in the wider plan area provides a mix of homes, shops, jobs, open space, services, education and leisure facilities that benefits existing and future residents, businesses and visitors.

4. New streets above the station and tracks

To create new green streets above and around the station and railway tracks to make it easier for people to move between Somers Town and Regent's Park and from Euston Road to Mornington Crescent, which is currently made difficult by the existing Euston Station building.

5. Boosting the local, wider London and national economy by reinforcing existing economic assets and businesses

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 and medical, to help achieve Camden Council's Knowledge Quarter aspiration for the area and could contribute to the Mayor's emerging "Med City" vision along with creative industries, securing significant new job and training opportunities for local people.

6. Creating sustainable development

To plan for carbon free sustainable development and a local low carbon energy network in Euston and enhance the quality and sustainability of the local environment.

7. Improving the environment along Euston Road

To create new and improved crossing points across Euston Road and improve the pedestrian and cyclist experience through greening and measures to reduce air and noise pollution.

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, along with existing and new residents and workers in the area.

9. Enhancing existing public transport

To provide improvements to Underground services, station, bus and taxi facilities and particularly new entrances into the station to the north, east and west.

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.

11. Deliver a new world class Euston station and integrated development

To ensure that the redevelopment of Euston Station helps to transform the image of Euston as a nationally important high quality transport interchange with integrated and well designed development which contributes fully to the local, regional and national economy, particularly capitalising on the potential to create a knowledge hub (which could include medical uses) of international significance, maximising regeneration potential, whilst also raising the quality of the local environment and townscape.

APPENDIX 2

2017 EUSTON STATION PLANNING BRIEF

KEY PRINCIPLES

Overarching principle: “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.”

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
 - King's 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 REPROVISION

- Deliver a range of high quality, linked open and green spaces and public realm, including reversion 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 saferoutes 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.

