ATKINS

euston

euston estate vision masterplan

May 2008

ATKINS

What London is in the world of cities Euston is amongst railway stations

James Scott, Railway Romance and other Essays 1913 -

Foreword

In conjunction with Atkins we publish our views and thoughts for a Vision Masterplan for the redevelopment of Euston Station and its surrounding area. The decision to commission this document arises out of the Stakeholder Consultation Report undertaken in 2005, published in 2006 and the subsequent review undertaken during 2007.

For the Euston Estate Partnership, as a landowner at the development, it has helped us understand some of the aspirations and hopes of the various stakeholders as well as the constraints associated with a project of this size. One of the most important aspects to arise from the research and subsequently the plan is that there are two distinct aims, firstly to create a world class railway station and transport hub and secondly to develop a commercial and residential environment in line with the aspirations of the stakeholders.

I hope that the readers of this document will find it helpful, of interest and that it will promote an active discussion. The next stage will be to establish whether and to what extent our vision is shared with our partners, stakeholders and other interested groups so that an agreed detailed masterplan can evolve.

Richard Anning
Director
Euston Estate (GP) Limited

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Introduction

Introduction

This design report is the culmination of a five month masterplanning exercise that was undertaken between September 2007 and February 2008 by Atkins on behalf of Sydney & London Properties, as project manager to Euston Estate Partnership.

The objective of this document, like the Vision Masterplan itself, is to generate interest in one of the great London 'villages' and to stimulate debate about what the future holds for both the station and the neighbourhood around it. **Euston. More than a station.**

Background to Project

In July 2005, Euston Estate Partnership completed the purchase of the four office buildings fronting Euston Station: Grant Thornton House, 40 Melton Street, One Eversholt Street and The Podium. Collectively these buildings are known as the Euston Estate.

Shortly after this they commissioned The PR Office to produce a Stakeholder Consultation Report, focussing on all of the many individuals, groups and agencies that have an interest in Euston Station and its environs. The document, published in 2006, quickly revealed that there were many concerns and problems identified with the existing environment, but importantly that aspirations and passions for delivering change were high.

A year later, in April 2007, Network Rail announced that British Land were their preferred development partner for the redevelopment of Euston Station. In return for improving the station infrastructure, British Land would be able to realise an 'air rights' development scheme over the station footprint. A concept scheme for the redevelopment was produced for British Land by American architecture firm Leo A. Daly.

This development in the Euston story prompted Sydney & London to revisit their Stakeholder Consultation Report produced the previous year. It reconfirmed that while the British Land / Network Rail scheme was solely an 'air rights' redevelopment within the existing building footprint, the only way that many of the stakeholder aspirations could be realised was through a more holistic masterplan that looked beyond the station boundary. Anxious that the opportunity to produce such a scheme should not be missed, Atkins were commissioned to produce a 'Vision Masterplan' that would take a step back, and look at just what was achievable if a wider development was undertaken.

The appointment of Atkins coincided with Transport for London commencing their own 'interchange study' to form a clearer picture of how people use the many means of public transport that interconnect at this key transport node.

British Land / Leo A. Daly concept design for Euston Station, April 2007

Client Brief

Our brief was to produce a Vision Masterplan that looked not only at the station and oversite development options that had been the subject of the British Land / Network Rail proposal, but at a wider area, including in particular the office towers and podium building at the front of the station, which is owned by Euston Estate Partnership.

The exact red line boundary for the masterplan area was left for us to define, but in doing so, due regard must be paid to the surrounding known and potential development sites, and most importantly the neighbouring open spaces and public realm.

We were also given two documents that had been separately commissioned by Sydney & London from third party organisations, to help with the development of the masterplan. These will be expanded upon later in this report, namely a Stakeholder Consultation Report, produced by The PR Office, and a view corridor study, produced by Delva Patman Associates.

The Stakeholder Consultation Report soon proved to be a vital tool in helping to guide what would eventually become the notional study area boundary. As with all good masterplans, the design team had the wish to look beyond this boundary.

While we were given freedom over what form the Vision Masterplan should take, it was very clear what it must achieve. The objective was to produce a scheme that would meet the original brief of Network Rail and, as much as possible, match what was known of the British Land scheme. However, beyond this it must also meet as many of the aspirations set out in the Stakeholder Consultation Report as possible, and be of sufficient quality and design integrity to obtain the buy-in of the key stakeholders: The London Borough of Camden, the Greater London Authority (GLA), Network Rail, Transport for London (TfL) and Design for London (DfL).

As part of the ongoing development of the masterplan, we held a series of meetings with these key parties to ensure that the scheme would surpass the expectations of all the stakeholders and become a document that would really stimulate debate around the redevelopment of this somewhat neglected part of London.

The brief was not to produce a scheme that would be delivered without question, but to formulate a vision that can be adopted, adapted and improved. We hope that this report will stimulate discussion and debate, and if it does this, then we shall consider it a success.

As you continue through this document please feel free to question, discuss and debate. **We don't believe we have all the answers, but we hope we are asking the right questions.**

Site + Context

Study Area

At the outset of this project, we were given free rein to determine the extent of the study area. At the absolute minimum it should include the station footprint, the Euston Estate to the front of the station, and the area of Euston Square Gardens.

We settled for an area of almost 18 hectares, incorporating a number of land ownerships, three known separate development sites, and two major public open spaces, as well as all of the surrounding public realm.

The area roughly stretched from Endsleigh Gardens in the south to Barnaby Street in the north, and from Eversholt Street in the east to Hampstead Road in the west. However, while this was the area we looked at for specific proposals, we were aware that the area of influence was significantly wider.

Our proposals focus primarily on two groups of people - those who live, work or shop within a five minute walking catchment, and those who have an interaction with Euston as travellers passing through the station. This second group could come from far and wide.


15 minute walk
10 minute walk
5 minute walk

Site History

The history of our study area can be logically divided into three periods. Firstly there is the early history, when the area was just a rural, agricultural landscape outside of London, under the control of the Duke of Grafton. The first big change came about with the construction of the 'New Road' which was authorised following an Act of 1756. This gave rise to the creation of a number of railway termini along the road, Euston being the first of them built, and this marks the second period. The third period follows the construction of the 'New Station' in 1968.

The FitzRoy Estate

In the early 18th century the study area was largely an agricultural landscape beyond the fringes of London, with the majority of the land being under the control of the FitzRoy family. There were very few buildings to note, except to the southwest of the study area where the house and outbuildings at Tottenham Court could be found.

The New Road

With the development in the City and the expansion of London northwards, in 1756 the 2nd Duke of Grafton decided to build a new road to drive cattle from the west to Smithfield Market avoiding Oxford Street and Holborn. This route was simply called the 'New Road'. In 1827, Euston Square was built, and named after the ground landlords, the Fitzroys, Dukes of Grafton and Earls of Euston. The New Road was renamed Euston Road in 1857, and the south side of Euston Square was renamed Endsleigh Gardens in 1880.

Somers Town

The built-up area rapidly expanded southward to the road, primarily with the development of the affluent suburbs in Bloomsbury and Fitzrovia. By the end of the 18th century development had extended north of the New Road. This development, named Somers Town after the local landowners, the Somers Family, was initially of the same status as that to the south, developed as a middle class estate around the high status Polygon building (to the west of the present Eversholt Street), in 1784. However, the scheme floundered when the building contractors went bankrupt, resulting in houses for the working classes being built instead. After the London and Birmingham Railway was cut through in the 1830s Somers Town began to suffer as a neighbourhood and a community, and by the 1850s it had become a slum.

Euston Station

Euston Station, built for the London and Birmingham Railway, was opened in 1837 and was the earliest of the London termini. It was planned by Robert Stephenson to replace an earlier terminus at Chalk Farm, and at the time the area chosen for the station (then called Euston Grove) was described as 'a quiet scene of nursery gardens'. Designed by Charles Fox, the initial train shed was 200ft long and had double 40ft spans. It housed two 420ft platforms, one for arrivals and one for departures. For the first year of its opening, six trains a day ran to Harrow, Watford and Boxmoor, but on 17 September 1838 the 112 miles from Euston to Birmingham were covered for the first time. The journey took more than five hours.

The Euston Arch

To celebrate the completion of the railway Philip Hardwick designed a screen consisting of two lodges and a 72 foot high pedimented Doric arch (the famous Euston Arch). When built, at a cost of £35,000, the fluted Doric columns were the tallest of any building in London (Hibbert, 1983, p.273). The word 'Euston' was etched into the stone above the columns, something that was criticised by A.W. Pugin, the doyen of Gothic revival architecture, as a 'piece of Brobdingnagian absurdity.'

The Great Hall

In 1839 Hardwick added two hotels, one on either side of the portico - the Victoria and the Euston. Further buildings were added in 1849 when the Great Hall was opened. Designed by Hardwick the Younger, it was built after criticism that the waiting rooms at the station failed to live up to the splendour of the booking offices. It was designed in the Ionic style, with a coffered ceiling and was lit by clerestory windows (Hibbert, 1983, p.273). The themes of the coffered ceiling and clerestory fenestration were carried over into the design of the current station, although the ceiling was executed in concrete and the clerestory windows in plate glass. A statue of George Stephenson had pride of place within the Hall, at the foot of the staircase, and still survives today.

Continued Expansion

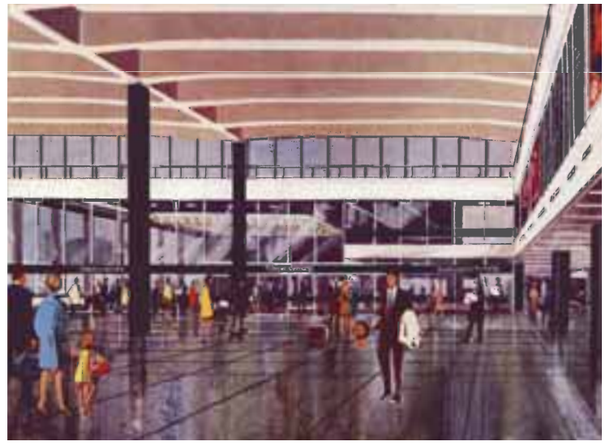
By 1870 Euston Station covered upwards of 10 acres, and another major expansion took place. On the eastern side there were still only the original platforms, and new arrival platforms were proposed, together with additional service roads. The frontage was also altered at this time, with the creation of a new entrance via a new avenue which was constructed from Euston Road through the gardens on its north side (now the entrance to the bus station). This in turn led into Euston Grove, and between the twin hotel buildings, through the Doric arch.

These additions were a great improvement, but after only twelve years, during which traffic continued to mount, the directors of the railway were compelled to undertake a further costly scheme to enlarge the station, this time on the western side. The scheme required an Act of Parliament in order to divert Cardington Street, which formed the western boundary of the station, as it does now.

Following this expansion, there was also additional building in the area around the station itself, including the addition of a hotel in 1881 that partly obscured the Arch and screen, compromising the grandeur of the station when viewed from the Euston Road.

20th Century Changes

In the 20th century a concerted effort was made to clear the slums and improve the area. The earliest council housing was built in 1906 and many new blocks were erected between the two World Wars. Extensive bombing during the Second World War thinned out the historic buildings in the masterplan area.



The New Station

In the early 1960s, and after more than fifty years of consideration, the rebuilding of Euston Station began. It was decided to undertake the redevelopment as part of the London Midland mainline electrification scheme, and the railway architects were set a challenge of producing a new station that was bold in design and layout, and in keeping with a new railway era. The resultant scheme was described by the railway company as 'an imaginative and distinctive design, making the station the most modern rail terminal to be found anywhere, with many features including an underground car park '. It was claimed that because of a need to extend platforms, the complicated layout of tracks and tunnels north of Euston, and the restrictive physical limits of the old Euston, the enlargement could only be accomplished by taking over the area at the southern end which was occupied by the Great Hall and the Doric arch.

Public Outcry

This proposal caused uproar amongst many, and a campaign led by Betjemen tried to save the railway buildings from destruction. Unfortunately, unlike his successful campaign to save St. Pancras from the wrecking ball, the public outcry over Euston was ignored, and all buildings were demolished to make way for the new station. The only structures to survive the rebuilding process were the two lodge buildings and the war memorial, all of which can now be found in Euston Square Gardens to the front of the station.

Design Principles

The principles behind the new station were that simplicity and ease of pedestrian movement were paramount. This meant that all vehicular movements were designed to take place below ground or on the parcel deck, constructed above the platforms to the rear of the station. The layout of the station had been orientated so that passengers could easily find shops, ticket and hotel booking facilities and places to eat from the central concourse space. The platforms had been designed in a way to minimise queuing passengers from blocking those waiting for trains.

The station was opened by Her Majesty the Queen in 1968. It was not long before the Euston Estate buildings to the front of the station were developed. The area at the front of the station had been used as both a construction site for the station and as an access site for the new underground facilities built as part of the Victoria Line scheme.

The Euston Estate

Upon completion of the works, construction of the three towers and podium building began. Designed by Richard Seifert, architect of Tower 42 and Centrepoint, the buildings were eventually opened in 1980. Along with the Bus Station, these buildings effectively obscure the station buildings from Euston Road, and have created an unfriendly pedestrian environment in and around the plaza to the front of the station.

Listed Buildings

Listed buildings within the masterplan area include the War Memorial in Euston Square; the boundary railings and two lodges in Euston Square Gardens and the statue of Robert Stephenson in the forecourt of Euston Station. All of these structures are Grade II listed. There are a number of listed buildings adjacent to the masterplan area boundary and in Eversholt Street, Melton Street, Phoenix Road, Euston Road, Endsleigh Gardens, Hampstead Road, Upper Woburn Place and Gordon Street. There are also significant views from and towards heritage sites both within and around the masterplan area.

Conservation Designations

The southern part of the masterplan area, including the two listed lodges and grass covered areas of Euston Square, are within the Bloomsbury Conservation Area, a designation that recognises the survival of elements of the area's historic character on both sides of Euston Road. Masterplan proposals within and adjacent to the conservation area need to be influenced by the requirement to preserve or enhance the conservation area's character or appearance.

Euston Square is protected by the London Squares Preservation Act of 1931, which prevents structures other than those required for the maintenance of the space, being erected within the square.

Although the street pattern is largely historic, the historic character survives around the edge of the study area in a fragmentary fashion. The significance and sensitivity to development of the historic buildings and townscape varies around the edges of the masterplan area. Within the area the historic character is most complete adjacent to Euston Road, although the symmetrical entrance of the two lodges and monument leads nowhere in terms of the architectural treatment of the buildings in front of the station, and the surviving elements of Euston Square have lost much of their cohesion.

1870
MARYLEBONE
PARK
REGENT'S PARK BARRACKS
(Cavalry)
REGENT'S PARK BASIN
CRESCENT PLACE
MORNINGTON CRESCENT
GRANBY STREET
RUTLAND STREET
Timber Yard
Distillery
CUMBERLAND MARKET
EDWARD STREET
ERNEST STREET
ROBERT STREET
WILLIAM MEWS
CLARENCE
GARDENS
WILLIAM STREET
FREDERICK STREET
MUNSTER
SQUARE
CHARLES STREET
259
Colosseum
St. John's Lodge
ROYAL BOTANIC
GARDENS
Toxophilite Society's
Grounds
CARDINGTON STREET
Printing Office
Burial Ground
(Disused)
242
Somers
CLARENDON
DRUMMOND CRESCENT
BEDFORD STREET
Old St. Pancras
Church
Grave Yard
(Disused)
UNIVERSITY
COLLEGE
234

1894

02

MARYLEBONE

1913

REGENT'S PARK BARRACKS

No 5 WARD

No 6 WARD

'S PARK WARD

PARK

ROYAL BOTANIC SOCIETY'S GARDENS

CUMBERLAND MARKET
(Hay & Straw)

Soudamore House

Postal Station

ST. JAMES'S GARDENS

ROBERT STREET

CLARENCE GARDENS

WILLIAM STREET

HUNTER SQUARE

LONGFORD STREET

NETLEY STREET

GRANBY STREET

RUTLAND STREET

EDWARD STREET

CUMBERLAND STREET

MONMOUTH PLACE

HARRINGTON SQUARE

GOSBURG STREET

SAMPSON STREET

CHESTER GATE

CAMBRIDGE GATE

PARK SQUARE EAST

PARK SQUARE WEST

ST. ANDREW'S PL.

Hospital

St. Katherine's Lodge

St. John's Lodge

Zoological Society's Grounds

Northampton Wharf

Essex Wharf

Victoria Park Wharf

Cumberland Basin

Regent's Canal Dock

Regent's Canal Collateral Cut

Regent's Canal

Gosbury

Euston Square

Euston Street

Euston Road

Gower Place

Gordon Square

Gordon Place

Tavistock Square

Woburn Place

Upper Woburn Place

Endsleigh Street

Endsleigh Gardens

Torrington Place

Malet Street

Russell Square

Bedford Place

Bedford Square

Bedford Row

Guilford Street

Doughty Street

Mecklenburgh Square

Brunswick Square

Cartwright Street

Hunter Street

Brunswick Street

Judd Street

Tonbridge Street

Cromer Street

Argyle Square

Argyle Street

Kings Cross Road

Pentonville Road

Penton Street

Caledonian Road

Barnsbury Road

Offord Road

Offord Street

Hemingford Road

Hemingford Street

Milner Square

Milner Street

Barnsbury Square

Thornhill Square

Thornhill Road

Canonbury Road

Canonbury Square

Canonbury Place

Compton Terrace

Compton Street

Northampton Square

Northampton Street

Myddelton Square

Myddelton Street

Amwell Street

Lloyd Square

Lloyd Baker Street

Wharton Street

Roseberry Avenue

Percival Street

Clerkenwell Road

Clerkenwell Close

Rosoman Street

Rosoman Place

Exmouth Street

Exmouth Market

Ray Street

Farringdon Road

Farringdon Street

Farringdon Station

Metropolitan Railway

Great Northern Railway

Great Northern & City Railway

Great Central Railway

Great Western Railway

Midland Railway

London & North Western Railway

Post Office

Police Station

Fire Station

Public Baths

Public Library

Theatre

Music Hall

Working Men's Institute

Coffee Tavern

Drinking Fountain

Cattle Market

Cab Stand

Tramway

Omnibus Station

Gas Works

Printing Works

Brewery

Chapel

Church

School

Hotel

Tank

Kiosk

Band Stand

Refreshment Rooms

Meteorological Instruments

Superintendent's House

Archers' Lodge

Lodge

Gardens

Terrace

Square

Place

Street

Road

Avenue

Walk

Row

Yard

Wharf

Basin

Dock

Bridge

Station


2007

Euston Today

In the forty years since completion of the new Euston Station, the area has seen massive changes, and the way in which people live, work and move through the area has dramatically altered. So too has the volume of people that regularly pass through our masterplan study area.

The public spaces are degraded and unloved, and in many places this has contributed to anti-social behaviour and misuse. At the station itself, a number of factors have combined to degrade the original aspirations of the design team, and no longer does it function as the efficient passenger-focussed building that they envisaged. Both internally and externally there are many problems that can only be solved through the development of a holistic masterplan that looks at the wider area and anticipates the future changes that are likely to occur. In this way we can try to ensure that any redevelopment copes better than the current status quo.

The study area for the Vision Masterplan covers more than just the station and Euston Estate buildings. In deciding the boundary we considered two other known development sites close by and then added to these further plots that we felt may be suitable and viable for redevelopment as part of a wider and long-term redevelopment scheme.

The first additional site we included was the former British Home Stores site at 132-142 Hampstead Road. This has a consented scheme by MAKE architects, but has since been sold to Derwent London, who have expressed their desire to develop a more significant scheme on the site.

The second additional area was the National Temperance Hospital, which sits between Hampstead Road and St. James Gardens, to the rear of the Thistle Hotel. This defunct facility is owned by the NHS and was a possible site for the Research Laboratory which has now been relocated to the land to the rear of the British Library. In light of this, the future of the hospital site is unclear, although as publicly owned land, there is a strong local desire to see it redeveloped as affordable and social housing.

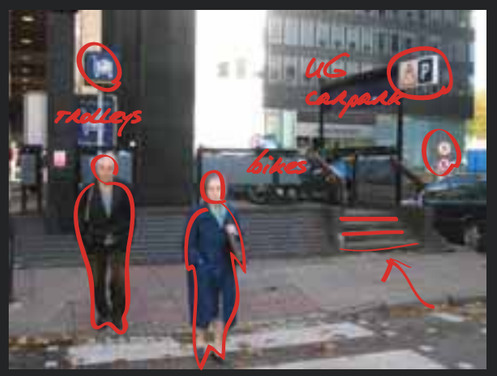
Further details of both of these schemes are on page 34. We also considered the inclusion of the Thistle Hotel site on the corner of Cardington Street. A hotel was part of the outline development brief we would be considering for the scheme, so we felt it sensible to look at what possible reuse or new uses could be possible for the Thistle site within the Vision Masterplan.

The whole area has been identified as the next prime London 'village' to be regenerated. This was identified as one of Derwent London's reasons for purchasing the Hampstead Road site. Now that St. Pancras has been completed and reopened as the home of Eurostar, and with the massive regeneration around Kings Cross (including the station itself) underway, it seems that all eyes are starting to focus on Euston.

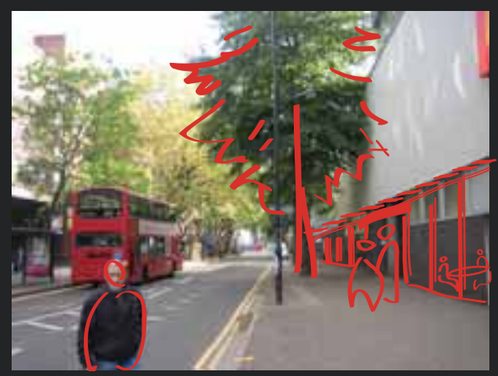
The nature of the redevelopment proposed in the Vision Masterplan is likely to focus on three key areas. Firstly the redevelopment of the station as a key transport interchange and new retail facilities that reflect this. Secondly, a major new London office location, utilising the good transport links and the tradition of Euston Road as home to major institutions and organisations. The final aspect will be the creation of new residential units, again reflecting the sustainability of the location in terms of public transport. A proportion of the residential would be affordable or socially rented accommodation to support the existing communities, who could also benefit from new community facilities that are currently lacking in the area around Euston.

The images on the next two pages highlight just some of the issues and problems that can be found in and around Euston today.


Carpark
Taxis

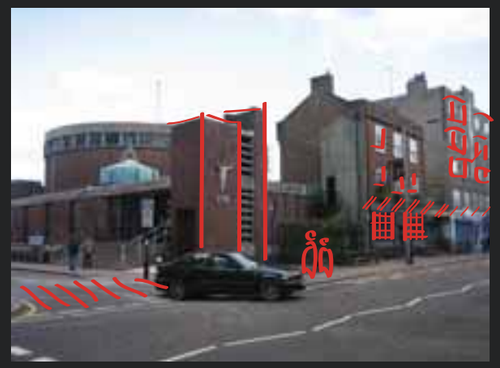

taxis
UC carpark
bikes

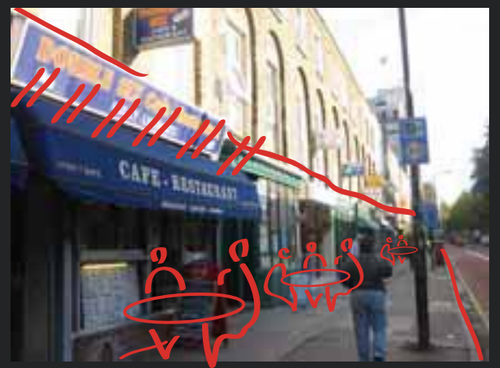

No parking



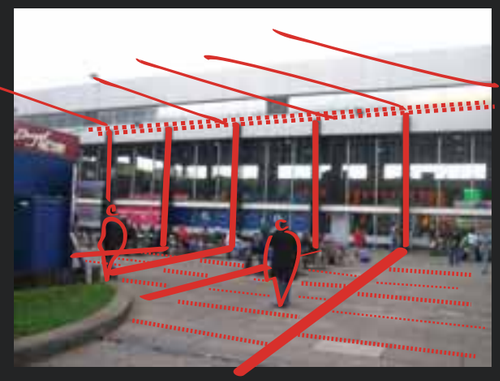

EUSTON
STATION

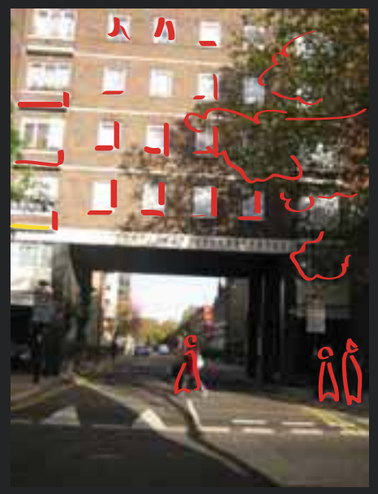

Established residential
neighbourhoods community

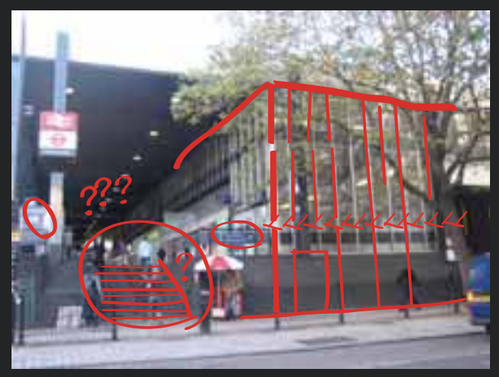



CAFE - RESTAURANT


Drummond street
DRUMMOND
CRESCENT
EUSTON SU
OFF LICENCE



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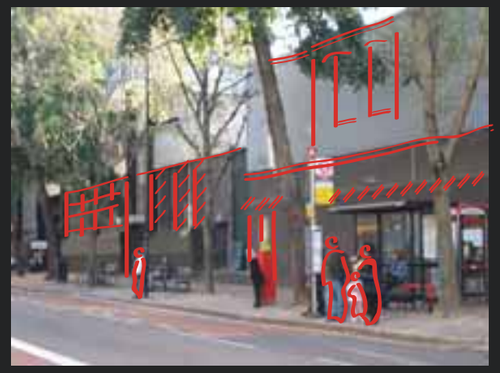
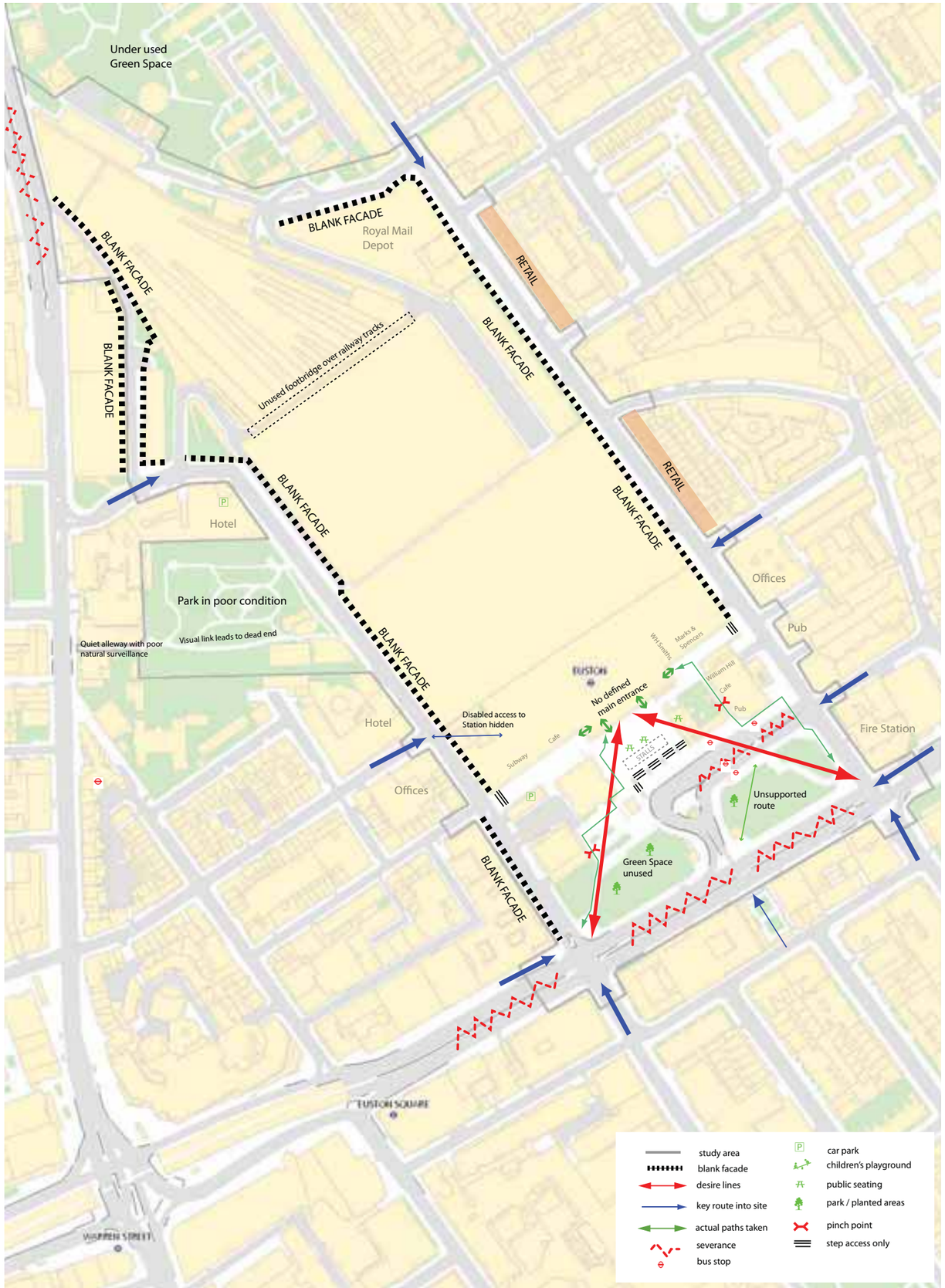



EUSTON
STATION



As part of our analysis of the issues facing Euston today, we have undertaken an assessment of the pedestrian environment with our colleagues in Atkins Intelligent Space.

Unsupported Desire Lines

One key desire line in the area links the front of Euston Station with the junction of Euston Road and Melton Street to the south-west. This is a particularly important route for commuters accessing Euston Square tube station, as well as local office workers and students at UCL located to the south of the site. At present the most direct route across the Estate is obstructed by low and high level planting, structural columns, buildings and street furniture, including benches and bollards. This forces pedestrians to make numerous changes of direction, as well as having to walk along a narrow, uneven and often congested footpath across Euston Square Gardens.

The second main desire line lies between the front of Euston Station and the junction between Euston Road and Eversholt Street to the south-east. The footpath across Euston Square Gardens partially supports this desire line, however the presence of guard railing at the bus station, together with the current location of crossing facilities, forces commuters to take extended routes to and from the station.

Lack of Active Frontages

Active frontages in an urban environment, such as retail units, cafes and restaurants and other public amenities, improve the pedestrian environment in two ways. Firstly, as an important driver for pedestrian activity, providing destinations for local pedestrians, therefore bringing more users into the area. Secondly, they also provide a degree of natural surveillance along public routes and spaces, increasing the perception of safety within the community.

The study area at present suffers from a general lack of active frontage, in particular along the full length of the station building running north-south along Melton Street/ Cardington Road and Eversholt Street. With the exception of the building facade at the front of the station, the walls to the station building are currently blank. The buildings opposite the station also offer little active frontage, especially along Melton Street/Cardington Road. As a result, the road is very quiet and not well used.

The northern boundary of the study area is occupied by the green spaces of the housing estates. This area is also very quiet because of the lack of frontage from the residential blocks and the void created by the railway tracks sub level. Pedestrians are highly sensitive to the complexity of routes and as such the level of visual connectivity between key origins and destinations plays an important role in supporting natural wayfinding in an urban context.

Poor Visual Connections

Access to Euston Station is difficult for pedestrians as it does not have an obvious "front" entrance or "gateway" unlike most other major stations. Pedestrians are unable to see the front of the station clearly from the main road (Euston Road), making it difficult for those unfamiliar to the area. Indeed without the signposts situated along Euston Road, pedestrians entering from the surrounding street network can easily be unaware of the station's presence.

The poor visual connection to the surrounding street network results in pedestrians avoiding the areas around the study area. The close proximity from the site to other major pedestrian attractors, such as the British Library, Regents Park, UCL and The Shaw Theatre are not properly signposted. Clear signposting to other major transport nodes, such as Euston Square tube station and Kings Cross are also missing.

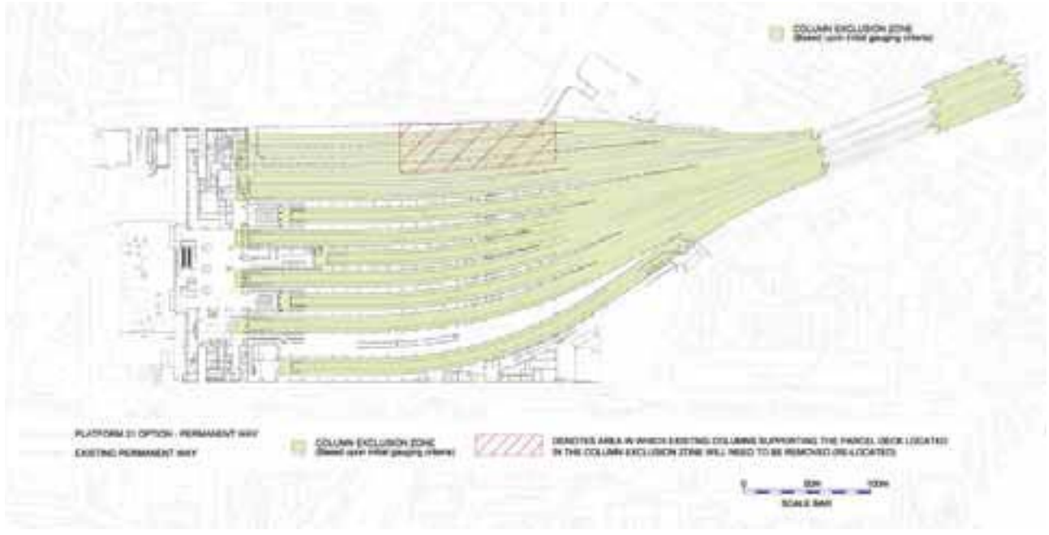
Severance

A high level of severance affects most of the site. In the wider context, the station building and railway lines create a massive urban barrier to east-west movement across the whole study area, with the busy traffic route along Euston Road a major north-south barrier.

Severance also affects the Estate locally. Euston Station is a major transport interchange, supporting rail, tube and bus services. However, local interchange movements between transport modes are not always immediately clear and can be difficult for pedestrians to negotiate, in particular those with walking disabilities. Frequent level changes, obstructive building lines and guard railing create a pedestrian unfriendly and confusing environment. The fact that the tube entrance is only found within the station building itself makes it more difficult to access and also contributes to frequent congestion in the station's main hall.

Uninviting Public Spaces

The combination of residential land uses to the north of the site, the general lack of active frontages and the unpleasant pedestrian environment along Euston Road leads to a lack of pedestrian activity in the area. Most pedestrians tend to pass through the site and spend little time in the area itself. As such, the main public spaces in the study area have become under used and are poorly maintained. This is particularly the case for St James Park to the west of the study area, and for Euston Square Gardens.



Technical Constraints

One of the biggest challenges for redevelopment of the station and its immediate environs is the large number of technical constraints below ground that will govern what can be achieved above ground. Primarily these underground constraints are structures that exist as either part of the railway station itself - the taxi rank, car park etc., or the structures and tunnels that are part of the London Underground network.

The opportunities to develop over the station are restricted by ground level constraints such as the location of platforms, which in turn dictate where structural support columns can be located. The desire to allow for additional platforms, as well as lengthening some of the existing ones, further complicates the design challenges.

In 2005 Atkins were asked to produce a structural constraints and opportunities study for Network Rail as part of their redevelopment plans for Euston Station. The information in this report has, in part, helped to inform our design work, by highlighting the many factors affecting the scheme. The two images at the top of this page highlighting both the ground level and below ground constraints were both taken from the Atkins study.

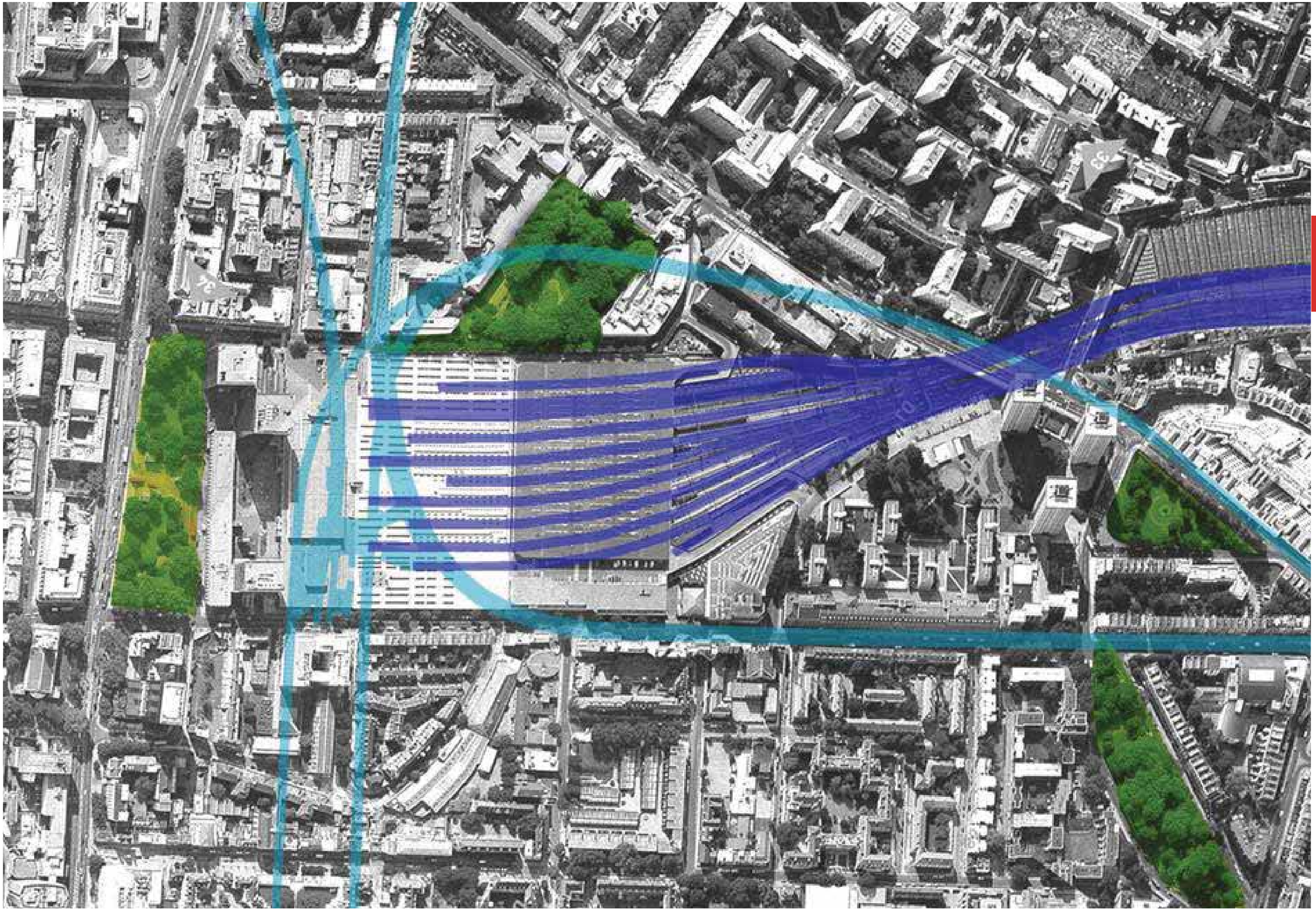
Working with the information that we have available, it appears that there are clearly opportunities to develop both around and over the station. There are some areas that are free of below-ground structures, where it is easy to sink new pile foundations. Development over the platforms by working with the existing supporting column arrangement, supplemented by new columns if required, can also be achieved. The 2005 study building on the findings of three previous studies had demonstrated how this might be achieved.

One other technical constraint is the need to deliver the development without causing disruption to the operation of the railway. The 1960s redevelopment worked on a principle of ensuring the station was able to operate at 80% of functional efficiency at all times. The need to plan for any railway possessions well in advance, and consider the cost implications, would all be part of the design methodology.

As well as constraining what could be achieved, some of the underground structures would provide opportunities for creating new facilities. The underground taxi rank had been identified as a problem due to the low air quality and poor accessibility. If the masterplan was able to secure a ground level facility, then the space below the station could potentially be used for additional facilities or an expansion of the underground car park or London Underground facilities.

We have also been mindful of the London Underground desire to provide a sub-surface pedestrian route to link Euston and Euston Square tube stations. While not a current technical constraint to development, we would need to ensure that any proposed new buildings would not in any way hinder the ability to deliver this link either as part of this scheme, or in the future.

The design would also have to take account of the desire by the client to retain the existing building Grant Thornton House. The current building occupiers hold a very long lease.



Planning Context

The Vision Masterplan area is located in the London Borough of Camden, and is subject to planning control by the Borough and also under the GLA planning policies.

The Development Plan comprises national planning guidance, The London Plan and the strategic and local policies contained within the Unitary Development Plan (UDP).

Planning Policy Guidance Notes (PPGs), and the Planning Policy Statements (PPSs) that are superseding them, set out the Government's policies on different aspects of planning. Regional planning bodies and local planning authorities must take their content into account in preparing their Regional Spatial Strategies (RSSs) and Local Development Documents (LDDs) respectively. The relevant RSS for the study area is the London Plan. The Camden UDP, adopted in 2006, remains in force until 2009 whilst the Local Development Framework (LDF) that will make up part of the suite of LDDs is prepared.

THE LONDON PLAN

The spatial and regional planning policy context for the proposed development is provided by The London Plan, adopted by the Greater London Authority in February 2004. This has replaced RPG9a: The Thames Gateway Planning Gateway (1995) and the London parts of RPG 3b and 9b (SPG for the River Thames) as the strategic framework for London.

The key policy relevant to the study area is Policy 2A.3 – Areas of Intensification. Euston Station has been identified as an Area for Intensification. The general policy for Areas for Intensification requires that policies for development of such areas should exploit their public transport accessibility and potential for increases in residential, employment and other uses, through higher densities and more mixed and intensive use.

The supporting text at paragraph 5.39 states that "the existing Victoria, Euston and Farringdon Stations could provide varying levels of development. Land use development should not compromise long-term measures to improve public transport provision at these key locations".

Euston Station is located within a designated Strategic View Corridor. Policy 4B.17: Assessing Development Impact on Designated Views is therefore of relevance. When assessing development proposals where they fall within a designated view corridor, the Mayor will consider the proposals against general principles of good design, local urban design policies, and the management principles in Policy 4B.16. Further assessment of the impact of the view corridor is assessed in the next chapter.

Other policies of relevance to the proposals are:

- Policy 2A.1: Sustainability Criteria – provides a list of criteria that the Mayor will use when considering UDPs and planning applications referred to him in order to promote sustainable development;
- Policy 4A.7: Energy Efficiency and Renewable Energy – to support the Mayor's Energy Strategy and its objectives of reducing carbon dioxide emissions, improving energy efficiency and increasing the proportion of energy used from renewable sources;

• Policy 4B.1: Design Principles for a Compact City requires that developments:

- maximise the potential of sites;
- create or enhance the public realm;
- provide or enhance a mix of uses;
- are accessible, usable and permeable for all users;
- are sustainable, durable and adaptable;
- are safe for occupants and passers-by;
- respect local context, character and communities;
- are practical and legible;
- are attractive to look at and, where appropriate, inspire, excite and delight;
- respect the natural environment; and,
- respect London's built heritage.

• Policy 4B.2: Promoting World-class Architecture and Design – the Mayor will seek to promote world-class design and will also work with partners to prepare and implement design guidelines for London and a public realm strategy for London to improve the look and feel of London's streets and spaces.

• Policy 4B.3: Maximising the Potential of Sites - the Mayor will ensure that development proposals achieve the highest possible intensity of use compatible with local context, the design principles in Policy 4B.1 and with public transport capacity. The Mayor will refuse permission for strategic referrals that, taking into account context and potential transport capacity, under-use the potential of the site.

• Policy 4B.4: Enhancing the Quality of the Public Realm - The Mayor will work with strategic partners to develop a coherent and strategic approach to the public realm. The Mayor will work to ensure the public realm is accessible and usable for all. Planning applications will be assessed in terms of their contribution to the enhancement of the public realm.

• Policy 4B.5: Creating an Inclusive Environment - The Mayor will require all future development to meet the highest standards of accessibility and inclusion.

• Policy 4B.6: Sustainable Design and Construction – The Mayor will ensure that future developments meet the highest standards of sustainable design and construction (transposed through the Mayor of London's SPG Sustainable Design and Construction, published in May 2006).

• Policy 4B.8: Tall Buildings – Location - The Mayor will promote the development of tall buildings where they create attractive landmarks enhancing London's character, help to provide a coherent location for economic clusters of related activities and/or act as a catalyst for regeneration and where they are also acceptable in terms of design and impact on their surroundings.

• Policy 4B.9 Large-scale buildings – Design and Impact – the Mayor seeks all large-scale buildings to be of the highest quality design and meet the requirements of the View Protection Framework. The Mayor wants large buildings to be suited to their wider context in terms of proportion and composition and in terms of their relationship to other buildings, streets, public and private open spaces or other townscape elements and to be attractive city elements as viewed from all angles and where appropriate contribute to an interesting skyline, consolidating clusters within that skyline or providing key foci within views. The policy also identifies sustainability and energy efficiency requirements for large scale buildings.

• Policy 5B.1: The Strategic Priorities for Central London – The policy seeks to promote and intensify retailing, services, employment, leisure and housing and plan for and secure the necessary financial resources to deliver planned transport infrastructure for the sub-region including local schemes that improve public transport, walking and cycling.

• Policy 5B.2: Development in the Central Activities Zone. Within the Central Activities Zone, boroughs should accommodate commercial development associated with business, tourism and retail and provision for national and international agencies, institutes and services, subject to the protection of housing and identified special policy areas. Taking account of local amenity, land use mix and transport capacity, developments will be expected to maximise density.

Sub Regional Development Framework

The Sub-Regional Development Framework (SRDF) provides further, non-statutory information related to the identification of Euston as an Area For Intensification. The accompanying map draws the boundary along Cardington Street, Hampstead Road, Harrington Square / Lidlington Place, Eversholt Street and the northern side of the green space in front of Euston Station. It also includes the Ampthill Square residential estate to the north of the station. The boundary includes the properties owned by the Euston Estate Partnership.

The SRDF identifies an employment capacity of 5,000 on the site and a minimum number of homes of 1,000.

The SRDF identifies that Euston could provide development capacity depending upon the operational rail requirements, degree of station renewal, transport and interchange capacity, use of airspace, integration with surrounding areas and the impact of environmental constraints.

Within the key issues for the Euston area, the SRDF identifies:

- Need to reconcile transport operational requirements with development potential, including office and residential.
- Balance between jobs and homes to be resolved.
- Need to consider potential for increments to hotel capacity.
- Need to maximise the potential of the station airspace and adjacent under used areas with potential for intensification. What is the potential for over station development? (could be explored in a similar way to Waterloo).
- Consider scope for tall buildings subject to viewing corridors and other London Plan policy.
- Potential for public transport improvements including Cross River Tram which will increase public transport capacity in Euston, Holborn, Tottenham Court Road and Victoria.
- Effective interchange with Cross River Tram needs to be secured.
- How to secure pedestrian capacity improvements at mainline station.
- Need to improve linkages and permeability to adjoining neighbourhoods including Somers Town and West Euston.
- How to improve connections between Euston and Euston Square Underground stations.
- How to meet needs for community services such as schools, health, leisure and recreation facilities.
- How to secure appropriate level of affordable housing.
- Consider scope for improvements to the environment and public realm.
- How to integrate good quality open space and greening of the public realm, linked into the wider network as part of environmental improvements.
- How to resolve land ownership issues.

CAMDEN REPLACEMENT UDP

The UDP for London Borough of Camden was adopted in June 2006 and is the current adopted Development Plan for the proposed development. The timetable in the Local Development Strategy (LDS) outlines the progress with their Local Development Framework. The UDP will be 'saved' for 3 years until June 2009.

The adopted Proposals Map confirms that Euston Station is within a Strategic Viewing Corridor and is therefore subject to Local Plan Policy B9. The station abuts the Bloomsbury Conservation Area (Policy B7). The site is within an Area of Intensification. Euston Square Gardens is identified as a protected Open Space within the UDP (Policy N3) and is protected under the London Squares Act. The adjacent retail areas on Eversholt Street and Drummond Street are designated as neighbourhood shopping centres (Policy R7).

Local Plan Policy B9: Strategic Viewing Corridors - states that:

- The Council will not normally grant planning permission for development within a viewing corridor of a strategic view as shown on the Proposals Map if the proposed height exceeds the development plane between the viewpoint and either the base of the lower drum of St. Paul's Cathedral or the general roofline of the Palace of Westminster.
- The Council will only grant planning permission for development within the defined wider setting consultation area and background consultation area as shown on the Proposals Map, where the wider setting of the viewing corridor is protected and the background view is protected from development that would reduce the visibility or setting of St. Paul's Cathedral or the Palace of Westminster'.

Other policies of relevance, primarily to the study area are set out below:

- Policy B7: Conservation Areas – development outside of a Conservation Area that the Council considers would cause harm to the conservation area's character, appearance or setting will not be permitted;
- Policy B1: General Design Principles - requires a high quality of design for all developments. Of relevance to the proposals in question, development will be expected to respect its surrounding site and setting, not harm the area's appearance or amenity and not have a detrimental impact on views and skylines;
- Policy B2: Design and Layout of Developments large enough to change their context – Developments large enough to change their existing context or create a new context must establish an appropriate street pattern, provide easy movement for all, into and through the site; include a mix of uses where appropriate; provide attractive, high quality public space; take account of local climatic conditions; and include sensitively designed parking and servicing, where necessary.

• Policy B3: Alterations and Extensions - the Council will not grant planning permission for alterations and extensions that it considers cause harm to the architectural quality of the existing building or to the surrounding area. The Council will consider whether:
- the form, proportions and character of the building and its setting, including the garden and nearby trees, are respected;
- extensions are subordinate to the original building in terms of scale and situation;
- original features are retained or restored;
- high quality materials that match or complement existing materials are used;
- unsympathetic alterations or extensions are removed or improved;
- the architectural integrity of the existing building is preserved; and
- building services equipment is appropriately located.

• Policy B6: Listed Buildings - The Council will not grant planning permission for development that it considers would cause harm to the setting of a listed building.

• Policy N3: Protecting Open Space Designations - The Council will not grant planning permission for development that it considers would cause harm to the historic features and setting of Parks and Gardens of Special Historic Interest and London Squares.
• Policy N4: Providing Public Open Space - To ensure that public open space deficiency is not created or made worse, the Council will only grant planning permission for development that is likely to lead to an increased use of public open space where an appropriate contribution to the supply of public open space is made. Other developments will be encouraged to contribute to the supply of open space.
• Policy N8: Trees - The Council will seek to protect trees within the Borough. The Council may include a planning condition on any planning permission to:
- protect trees that make a significant contribution to the biodiversity or appearance of a development site; and/or
- require replacement or new trees to be planted on the development site.
• Policy R7 (B): Neighbourhood Centres - At ground floor level in the Neighbourhood Centres, the Council will only grant planning permission for development that it considers will not cause harm to the character, function, vitality and viability of the centre and will not grant planning permission for development that would prevent the centre from being capable of providing a range of convenience shopping.
• Policy SD3 : Mixed-use Development - The Council will seek a mix of uses in development, including a contribution to the supply of housing, and will not grant planning permission for development that reduces the amount of floorspace in secondary uses, unless it considers that particular characteristics of the proposal, site or area would make development of housing or a mix of uses inappropriate.
• Policy SD4 : Density of Development - The Council will grant planning permission for development that makes full use of the potential of a site and will not grant planning permission for development that makes inefficient use of land.
• Policy T1 : Sustainable Transport - The Council will grant planning permission for development that would encourage travel by walking, cycling and public transport.
• Policy T2: Capacity of Transport Provision - This policy seeks to ensure that no new development is permitted unless all forms of travel associated with the development can be accommodated by the capacity of the existing transport provision or the capacity of planned transport provision that has fully secured funding and a firm start date.
• Policy T5: Transport Interchanges – the Council is seeking to ensure development does not prejudice the safe and efficient operation of transport interchanges.

Analysis and Conclusions

Development Plan policy is generally supportive of intensification of development at Euston Station, particularly a mixed use development encompassing a proportion of residential use.

There are several significant planning constraints indicated by policy, including the effect on strategic views and the capacity of public transport infrastructure.

Other issues that need to be considered at a more detailed stage relate to design and sustainability issues, including the requirement for a significant proportion of energy to be produced by renewable sources.

Images of the consented scheme for 132 to 142 Hampstead Road by MAKE architects

Relevant Planning History

132 TO 142 HAMPSTEAD ROAD (FORMER BHS SITE)

Outline planning permission, (ref PSX0205078) was granted on appeal (ref APP/X5210/A/02/1105999) in April 2003 for the redevelopment of the whole of the site at 132-142 Hampstead Road, including the former BHS warehouse and the BP petrol filling station, to provide 24,220sq m of Class B1 floorspace, 2,125sq m of Class B8 floorspace and 6,560 sq m of Class C3 residential floorspace in two separate buildings.

In 2007 the site was purchased by Derwent London. The following is an abstract from their 2007 annual report:

"This acquisition, for £52.5 million, excluding costs, comprises two substantial buildings providing 21,500m2 of warehouse and office accommodation and a petrol filling station on a site of 1.85 acres. They are leased to three tenants, British Home Stores, University College Hospital and BP Oil, at a combined rent of £2.0 million per annum. There is an existing planning permission for a new office building of 19,700m2 and 4,600m2 of industrial space. We believe that we can considerably improve on this consent by increasing the amount of office accommodation and introducing residential units to the site. This is an improving location adjacent to the important Euston transport interchange, where there are comprehensive proposals to turn this into a core London office location."

AMPTHILL SQUARE ESTATE

The Ampthill Square Estate was a development masterplanned in the 1960s and built in three phases. The estate comprises three 21 storey blocks, one 7 storey block, six 6 storey mid rise blocks, and includes a number of commercial units. Council's own Planning permission (2005/1066/P) allowed for regeneration of the estate for community safety and environmental works.

THISTLE HOTEL, CARDINGTON STREET NW1

Full planning permission (ref 8900631) was granted in August 1990 for the alterations and extensions to the ground floor of the Kennedy Hotel (now Euston Thistle).

NATIONAL TEMPERANCE HOSPITAL

This site has a pre-1985 approval, details of which are not available online. No recent planning history. A business case is being prepared by the Medical Research Council for a relocation of the National Institute for Medical Research (NIMR) to central London but a final decision not to continue relocation NIMR to the former National Temperance Hospital site has not yet been made (House of Commons Written Answer, Hansard, 20 Jun 2007 : Column 1822W).

123 EVERSHOLT STREET

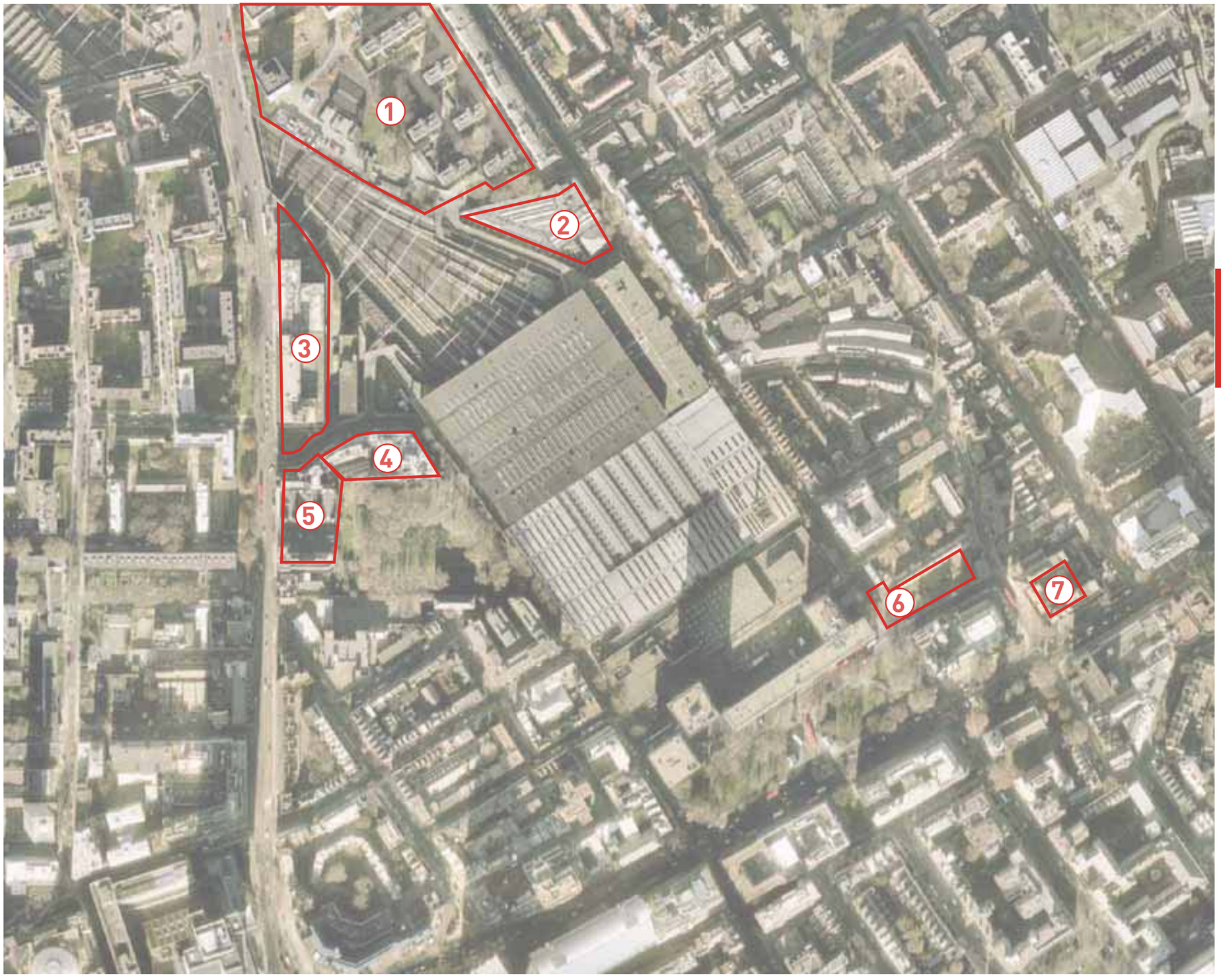
This site has a pre-1985 approval, details of which are not available online.

FORMER ELIZABETH GARRETT ANDERSON HOSPITAL 126-144 EUSTON ROAD LONDON NW1 2AP (UNISON)

Demolition of buildings on site (apart from listed wing building) and redevelopment to provide 10523sq m offices, 3775sq m housing (2 family dwellings, 5 3+ br, 11 2br, 22 1br and 7 studios) and 49sq m retail floorspace, disabled car parking and associated access and landscaping. (2007/3736/P).

72 EUSTON SQUARE, 1-11 GRAFTON PLACE, 2-6 EVERSHOLT STREET LONDON NW1 (TRAVELODGE)

Redevelopment by erection of a part 4 storey plus basement and part 8 storey plus basement building to provide a 151 bedroom hotel, 16 affordable/key worker residential units (12 one-bed and 4 two-bed units) and a retail unit (Class A1) (2005/3864/P).



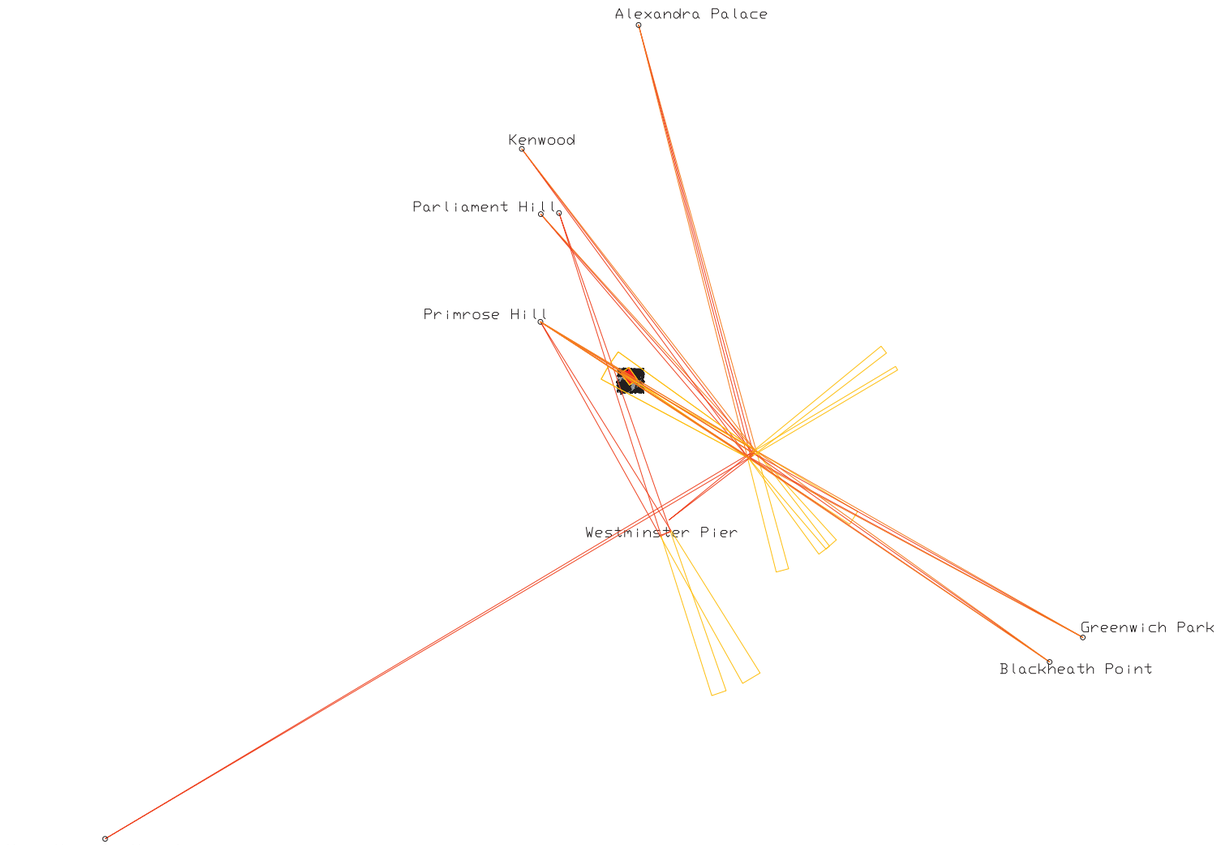
Ampthill Square Estate 1
123 Eversholt Street 2
132 - 142 Hampstead Road 3
Thistle Hotel, Cardington Street 4
National Temperance Hospital 5
Travelodge Site 6
Elizabeth Garrett Anderson Hospital 7

View Corridors

As well as the subterranean technical constraints identified earlier, the study area must pay due regard to an aerial constraint. The station at Euston lies within three view corridors identified in the GLA View Management Framework (VMF), which is adopted supplementary planning guidance.

The VMF does not preclude development from within the corridors, but rather establishes the parameters by which their impact upon the strategic views can be assessed. It acknowledges that in some areas there may be conflict between the protected views and other policies, such as intensification of development at transport interchanges, as is the case at Euston.

We carefully considered the three views that impact upon the scheme, looking at the nature of the view and also the impact that it would have on the redevelopment opportunities. From the photography included in the VMF document, and from visiting the viewpoints themselves, it is evident that in the two views from Greenwich Park and Blackheath Point, where Euston is in the background, the buildings are very distant and hard to make out, particularly to the naked eye. It was our opinion that whilst a scheme that included a tower would need careful consideration, a scheme of generally even heights would not materially affect the views of St. Pauls Cathedral over such a distance.



However, the view from Primrose Hill is far more significant, and clearly an over-height development on the Euston site would have the potential to obscure the view of St. Pauls completely. The current arrangement of the Euston Estate buildings has a negative impact on the view, and the removal of these as part of the redevelopment would improve the views of St. Pauls.

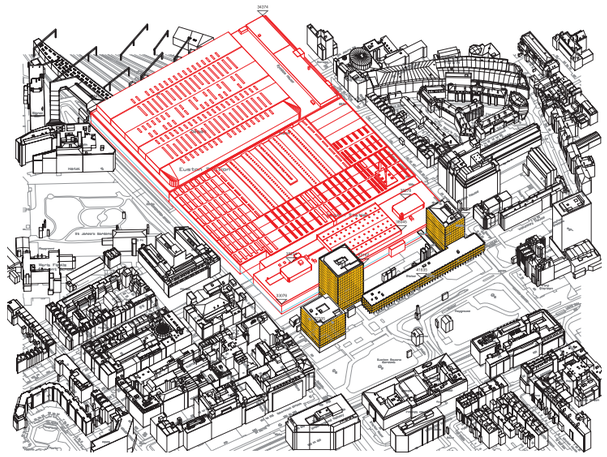
We took the decision to ensure that any proposals within the Vision Masterplan would take full account of the constraints imposed by the Primrose Hill view. Sydney & London appointed Delva Patman Associates to undertake a detailed study of the view corridors, and how they could be used to determine maximum development heights within the study area.

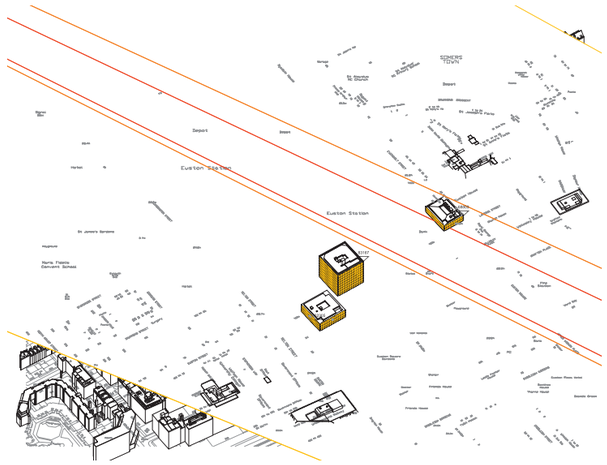
The outputs of this study are shown on the adjacent page, and further details of how this was used in the design process can be found in Chapter 5.

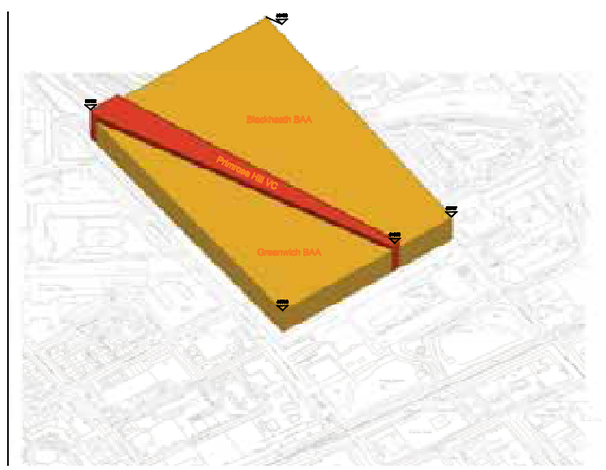
Upon completion of the Vision Masterplan design work, we undertook to complete a verified view study to show exactly how the proposed redevelopment would look from Primrose Hill.

It is our intention that the design of new buildings would seek to enhance the view of St. Paul's Cathedral. The removal of existing buildings would also help to accomplish this goal.

As the site lies in the foreground to St. Pauls, the view corridor is also significantly narrower as it passes over the study area than either of the background view corridors. This means that the impact upon the development opportunities will be lessened and any possibility of the view corridors damaging the scheme viability reduced. It was our overall ambition to produce a Vision Masterplan that balances all of the stakeholder requirements, including the Primrose Hill view.







1 Viewing Place and Assessment Points for Designated View 4:
Primrose Hill
2 Significant View from Assessment Point 4A.1
3 Telephoto view of the Strategically Important Landmark with outline of the Protected Vista from Assessment Point 4A.1
4 3D view of Existing Site
5 Buildings currently above viewing planes
6 Combined Envelope for all protected viewing corridors

Note:
Images 1-3 taken from the GLA View Management Framework Document

Images 4-6 courtesy of Delva Patman Associates

Surrounding Land Use

The Vision Masterplan study area is dominated by Euston Station, and its ancillary elements, such as the Parcel Depot and Royal Mail Facilities. However, there are in fact a number of different land uses within the overall study area, including the commercial buildings that form the Euston Estate.

The most significant single-use sites are the BHS building and Temperance Hospital on Hampstead Road, along with the Thistle Hotel on Cardington Street. The bus station is also a significant land use, dominating the area to the front of the station and Euston Estate buildings. Along the Euston Road a number of major institutions are located, including the Wellcome Trust and the British Library. An assortment of hotels, corporate headquarters and civic buildings, such as the Fire Station and Camden Town Hall represent significant landmark buildings along the road, which also houses Kings Cross and St. Pancras stations.

The parts of the study area to the sides and rear of Euston Station are smaller in development scale, and while the land use is mixed with some commercial buildings and areas of retail frontages, the majority of the buildings are residential. These areas are a combination of private and social housing, but there are two areas of social housing, including tower blocks, that dominate the landscape.

Some land uses are more noticeable by their absence from the study area. Taking into consideration the large residential populations in the area, the number of community facilities is low, as is the quantum of retail floorspace, with only two small parades along Eversholt Street and the units inside and around the perimeter of the station. The Stakeholder Consultation Report highlighted that a lack of community shopping facilities was an issue in the area. The London Borough of Camden has expressed a desire to see retail increased in the area to better meet the needs of the community, however they are anxious that it should not compromise the function of Camden Town as the local District Centre.

The presence of Euston Station along with the tube stations at Euston and Euston Square and the bus station, means that the public transport accessibility for the study area is very high. This in turn promotes the masterplan area as somewhere suitable for higher density development, combining both residential and commercial floorspace. As the masterplan is developed we will seek to ensure that new development is integrated with the existing surrounding land uses, to enable any future development to be fully integrated with the existing urban fabric, and to address the needs of those who live and work in the area.

The study area includes two major open spaces, St. James Gardens and Euston Square Gardens. Both are primarily green spaces, with some play equipment and facilities in St. James Gardens. However, access is severely restricted due to anti-social behaviour in the gardens. The masterplan should seek to both enhance these existing spaces, and to create new areas of public space, both green space and hard paved public areas. In particular the value of Euston Square Gardens within the townscape of Euston Road needs to be recognised.

Existing Land Use

- Shops
- Banks, estate agents and bookmakers
- Restaurants and cafes
- Drinking establishments
- Hot food takeaway
- Business
- General industrial
- Storage or distribution
- Hotels
- Residential
- Dwellinghouses
- Non-residential institutions
- Assembly and leisure
- Sui generis

Design Process

Working with Constraints

The production of any proposals for the redevelopment of Euston Station and its environs will require careful thought as the site is highly affected by physical, environmental, political, economic and operational constraints. These constraints arise from a combination of factors, some specific to the locale of the development, others more generic to redevelopments around working railway stations.

Our design team has already gained an understanding of many of these constraints from a range of previous projects that we have undertaken in and around the station at Euston, and from our early meetings with the key stakeholders, including London Borough of Camden, the Greater London Authority (GLA) and Transport for London (TfL). This initial knowledge was complemented by our experience from working on similar projects elsewhere, where we had faced similar challenges and developed solutions to overcome them.

One of the key constraints we have worked with on the Euston project is the three view corridors that cross the masterplan site. These key sight lines to St Paul's Cathedral are identified in the London View Management Framework, and the impact any development would have on these needed to be carefully considered, as discussed in more detail in Section 2.

We approached the project with a desire to use these constraints as opportunities to develop innovative solutions rather than obstacles to design. The roofline of the entire development has evolved as a response to the view corridor issues, and the distribution and arrangement of residential and commercial blocks over the station has been determined, in part, by the ability to provide the necessary foundations and piling within the confines of the platform spaces below. We have sought to use the existing infrastructure and layout as much as possible, which has enabled us to provide a more viable solution and minimise waste.

There are some constraints that have not been included in the Vision Masterplan study – for example, issues such as utilities provision have not been considered in detail. However, it was felt that due to the scale of the scheme and the location of the site, the majority of these issues would be easy to resolve and could be addressed at the next stage of the design process.

We have focused on those elements which have the most significant impact on the regeneration of the area as a whole, and in doing so have ensured that our vision is deliverable and treats the apparent constraints as opportunities.

Meeting the Brief

As highlighted in Section 1, the brief for the project was to produce a Vision Masterplan that not only looked at the station and oversite development, but encompassed a much wider area and considered the opportunities to improve a neglected part of the City together with the experience of visitors to the area and the lives of those who live and work there.

Once we had developed a clear idea of our overall vision and objectives, we considered the station redevelopment and wider masterplan in parallel, in order to achieve the vision and ensure that the redevelopment of the station was integrated with the neighbourhood in which it is located.

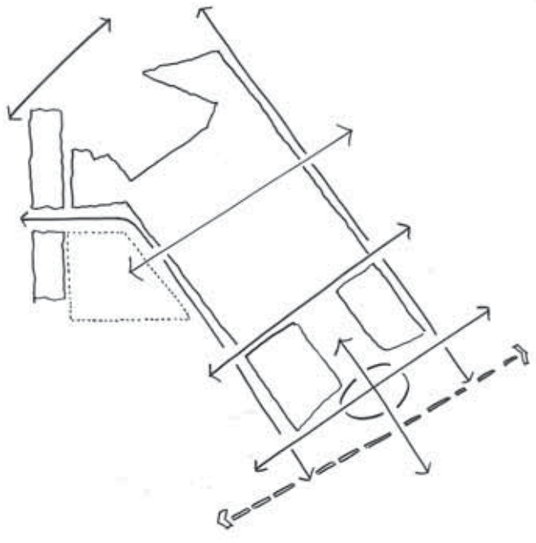
This method of design 'in parallel' also allowed for some of the ideas and issues highlighted in the third party reports - the Stakeholder Attitudes Report and the View Corridor Assessment Report - to be utilised and integrated at the appropriate stages of the design process.

As an interdisciplinary design team, we were careful to ensure that the ideas for the various elements of the Vision Masterplan were robustly tested and reviewed at all stages, with input from peer review and specialists, such as Intelligent Space. These inputs allowed us to have confidence that the vision we were developing would meet the overall objectives of the brief.

Our discussions and meetings with the key stakeholder parties have helped us to ensure that the design has been refined to meet the likely requirements of a redevelopment scheme and that the brief itself has been modified and shaped to best reflect the many desires and requirements of the stakeholder groups with an active and economic interest in the scheme.

Reflecting upon the original brief, we believe that this document achieves its objectives and provides a starting point for future discussion concerning the development of Euston Station and its environs. The feedback upon our Vision Masterplan, from trade magazines and from the many delegates and visitors who viewed the plan exhibited at MIPIM in March 2008 has been encouragingly positive. We are hoping that our vision of what can be achieved in order to develop and enhance this diverse and historic area of London will generate wide interest and stimulate debate, among professionals, stakeholders and the general public.

Design Approach



When reviewing what makes an effective and attractive urban environment it is clear that the most popular pedestrian districts are mixed use and active 18 hours a day, 7 days a week. This project provides a great opportunity to turn a very busy, but unattractive and undervalued part of the City into a vibrant community hub. London is a City made up of a number of districts or 'villages', each with their own distinctive character and identity. Some of these are well known - Soho, Covent Garden, Fitzrovia - but others are less defined, and their history less clear.

Our basic design approach is based upon acquiring an understanding of the history of the area, then considering how best to improve connections and pedestrian movement through the area in order to provide clear and visible routes between various nodes, landmarks and spaces, which form the fundamental building blocks of legible and quality places.

For the purposes of this commission, we have combined this approach with a New Urbanist philosophy, by also including many of the principles of Transit Orientated Development (TOD). These are also key principles of good placemaking - the guiding rules that help to shape communities and make places in which people want to live and work.

With regard to the residential accommodation, we have tried to ensure that the mix of uses is conducive to creating mixed, balanced communities. This has been achieved by maintaining a balance between affordable, social rented and open market housing across the entire masterplan area, as well as a range of unit sizes and configurations to encourage a wide demographic profile to live here.

We have also included significant amounts of commercial floorspace in order that the masterplan area has activity throughout the day and provides the opportunity for people to work in close proximity to where they live, encouraging a more sustainable lifestyle. A range of community facilities have also been designed into the masterplan, to meet the particular requirements of the existing community that were identified in the Stakeholder Consultation Report, and any future needs of the community that will be living and working in the new development.

A cornerstone of the design approach has been to separate the needs of those using the station from those in the wider community, in order to facilitate an efficient transport interchange. For example, commuter routes through the station have been kept clear to allow people to move around and get to and from trains easily. This has been facilitated by a mix of highly accessible commuter dedicated retail together with non-commuter retail provision elsewhere in the building with the effect of diverting residents and workers away from the station concourses and reducing congestion.

The architectural design approach to both the buildings and public spaces has been to use simple, high quality materials in an effective way. This recognises that the volume of people passing through the area every day demands robust materials, with long term durability and maintenance requirements being important design considerations.

Overall, this approach to the design has provided us with an opportunity to develop a vision that can be expressed in many different ways and will be developed further by a range of parties in the future. We have used an approach that is robust and delivers an achievable vision. We have then interpreted this vision to suggest just one way that the development may look. With further review and modification, the exact articulation of the principles will alter, however the underlying fundamentals of the design will remain as the final delivered scheme creates vibrant places and facilitates the creation of a new community.

Stakeholder Involvement

On 17th October 2005, Sydney & London Properties, as Project Manager for Euston Estate Partnership, announced that it would be undertaking a public consultation exercise to find out the views of the "related parties". The first phase of this exercise would be consultation with leading stakeholders and opinion formers in the Euston area.

The consultation exercise would consult others on how they think Euston should develop, what facilities it should offer, and how the development can assist regeneration in the area. The manner of consultation chosen for the exercise would, where possible, involve one-to-one meetings with key stakeholders, so that people could offer their views without being influenced by others in a group. The meetings would be conducted by independent research facilitators and managed by The PR Office, a London Public Relations consultancy headquartered in Camden Town.

The aim of recording the stakeholders' views would be to achieve the best possible outcome from a redevelopment of Euston Station for everyone who lives and works in the area.

In August 2007, The PR Office, on behalf of Sydney & London Properties, again consulted with leading stakeholders and opinion formers in the Euston area. The opinions of those consulted, changes in the local political environment, and updates to the process of the redevelopment of Euston Station were used to revise this report to its current form, which is available separately in full upon request.

In parallel with the update to the report and the design work, a series of meetings were also held with the major partners that would be involved in the redevelopment of Euston and its environs.

These meetings were held over a period of approximately six months in Autumn / Winter 2007, and have led to the creation of the Euston Strategic Forum, a regular meeting of stakeholders including British Land, Network Rail, London Borough of Camden, the GLA, Design for London, Transport for London, and the commissioners of this study, Sydney & London Properties.

The key issues resulting from the preliminary meetings have been considered by the design team as part of the design development process and in many cases have led to the inclusion or exclusion of specific elements of the scheme.

One such example is the relocation of the Taxi Rank from the underground precinct in which it is currently located to a new facility on Cardington Street. This idea evolved from acknowledging the desire of Transport for London to have an efficient and accessible route between taxis and other transport modes (replacing the current restricted access). British Transport Police also expressed the desire to have a facility where people do not need to leave bags unattended in order to carry other bags up and down stairs, and the Licensed Taxi Drivers Association highlighted the need for additional queuing space for vehicles, and an above ground facility which would allow them to use a Marshall. The air quality in the underground car park is too poor to have a Marshall.

The relocation of the Taxi Rank is just one example of how the stakeholders' observations through a number of meetings have been incorporated into the Vision Masterplan.


Car park
Taxis


London Borough of Ca
BARNBY
STREET


Eversholt Street


Public Notice
Hampstead Road
Gate will remain
closed until further
notice.


Euston Station


Taxis and car park
Express Cars


Evening Standard
ROYAL
'NAMED
IN SEX
BLACKMAIL'
Evening Standard


EUSTON STUDIOS

Vision Masterplan

Key

Local destination

Improved accessibility and connections

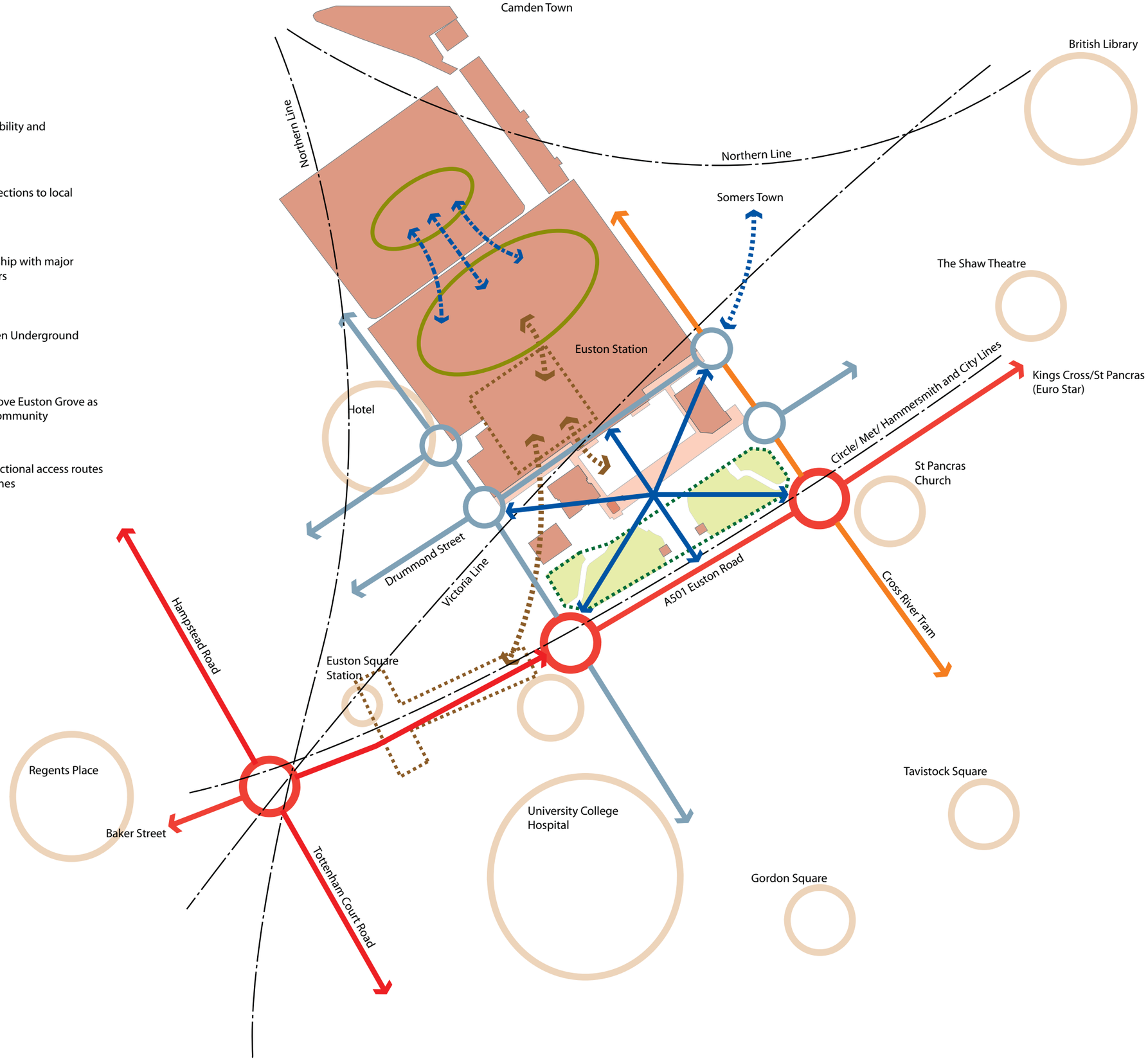
Strengthen connections to local walking routes

Improve relationship with major transport corridors

New links between Underground stations

Restore and improve Euston Grove as an asset for the community

Acknowledge functional access routes and local desire lines

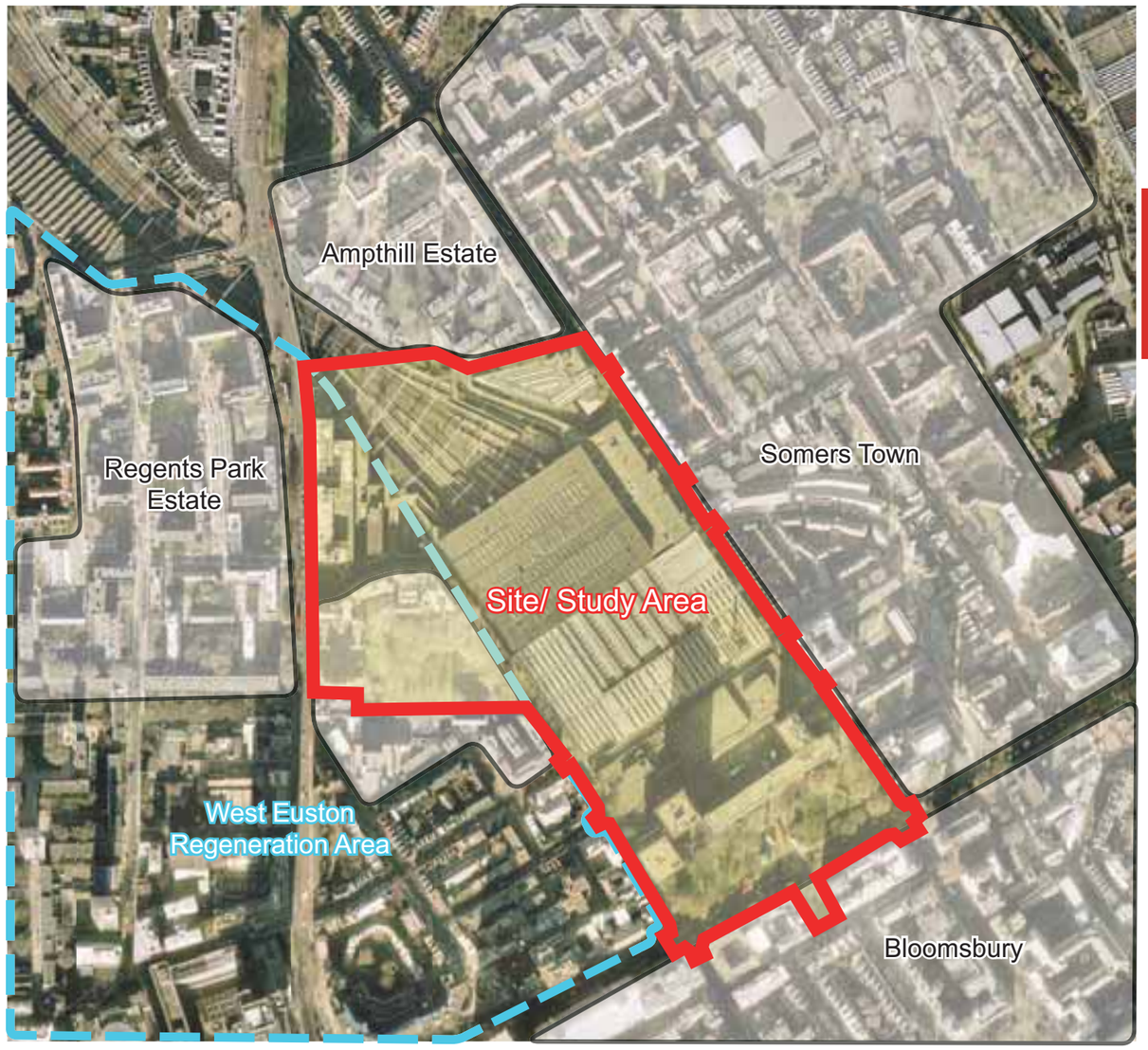


Defining a Boundary

Our original brief did not prescribe a set study area, but instead outlined a set of ambitions for the Vision Masterplan study area. We then determined what the best boundary would be from an analysis of the various key issues, and reviewed which developments were underway or proposed in surrounding areas, coupled with an analysis of 'soft' land uses - buildings or sites that could be relocated, developed or replaced in the correct economic scenario.

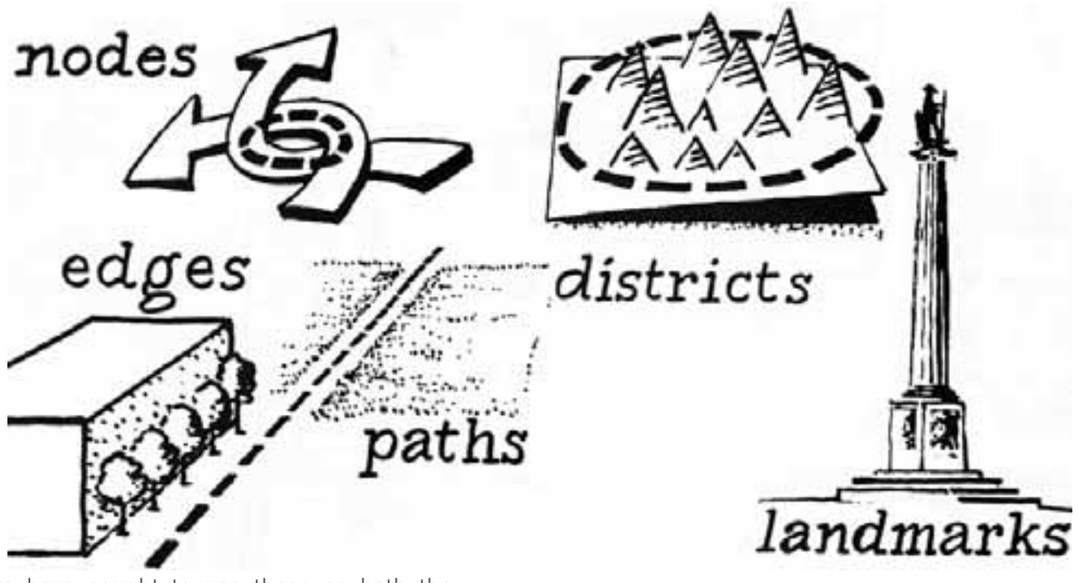
A natural boundary for the study area emerged, encompassing the station itself, the Euston Estate land, and a number of adjacent sites some of which were developed, others that were open spaces. The final boundary is shown in the image to the right which highlights how many distinctive neighbourhoods are directly next to our boundary, and therefore will be affected by the proposals in our Vision Masterplan.

The red line boundary covers an area of approximately 17 hectares, although the zone of influence of the scheme is clearly much larger than this. We expect this boundary to be tested and challenged as the proposals develop and, as more people become interested in the scheme, further sites may come forward for development.



Key Physical Elements of Legibility

Taken from 'Responsive Environments',
after Kevin Lynch



Placemaking Principles

Placemaking is at the heart of good urban design. In order to attract people and create vibrant communities we must first design spaces & buildings that are attractive, welcoming, functional and fun. If this is done successfully then towns and cities can become models for sustainable urban living.

The features are the fundamental elements that are the basic ingredients of a successful urban place. Following New Urbanist principles and the accepted tenets of good urban design, the essence of this approach is to create a series of spaces and buildings that are carefully linked in a pattern of development where they individually add variety and interest, and collectively create environments in which people want to live and work.

These principles are the building blocks of placemaking and form foundations for the innovative thinking and creativity of the specific elemental design to flourish. Our design development process is a logical progression of the following principles:

Links, Connections & Permeability
Robustness & Flexibility
Sustainability & Bio-Diversity
Vitality & Temporal Variety
Legibility & Character

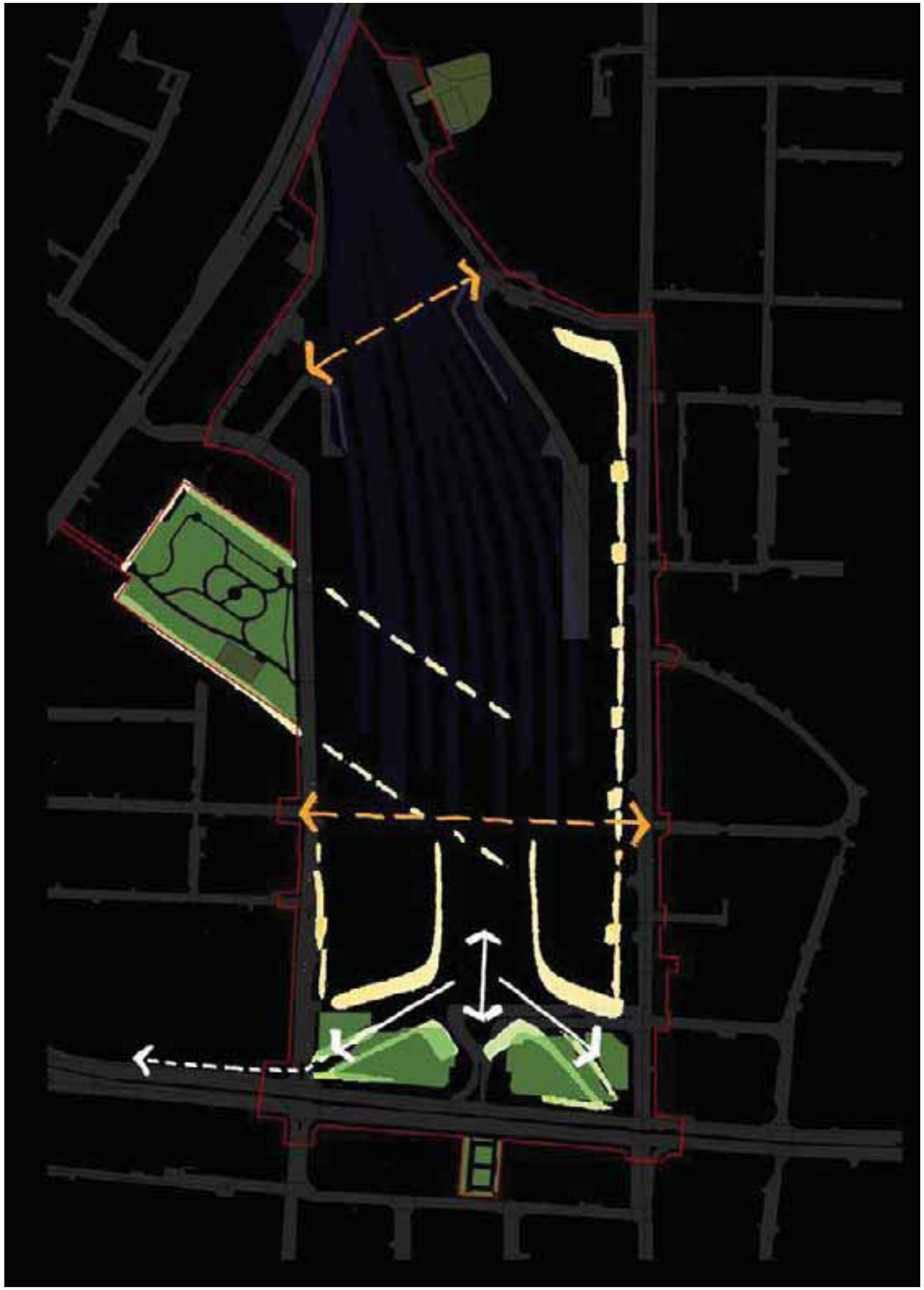
At Euston, we have sought to use these as both the starting points and the process that we have followed to produce the masterplan. They are integrated into our designs, and whilst not always obvious, the majority of features are based on this fundamental guidance.

The station itself is designed to be a landmark - both physically and psychologically - not only does it need to be recognisable as a gateway building, it also needs to have an identity that helps people, in particular visitors, to navigate their way around the area, and find their way to and from the station.

The edges of the building have been carefully addressed to ensure they are active frontages, to encourage movement and both passive and active observation which in turn reduces crime and fear of crime. However, as well as the edge of buildings we have spent time considering the edge of the study area as a whole, making sure that the scheme links in to the surrounding network of streets and spaces and becomes a seamless part of the wider neighbourhood.

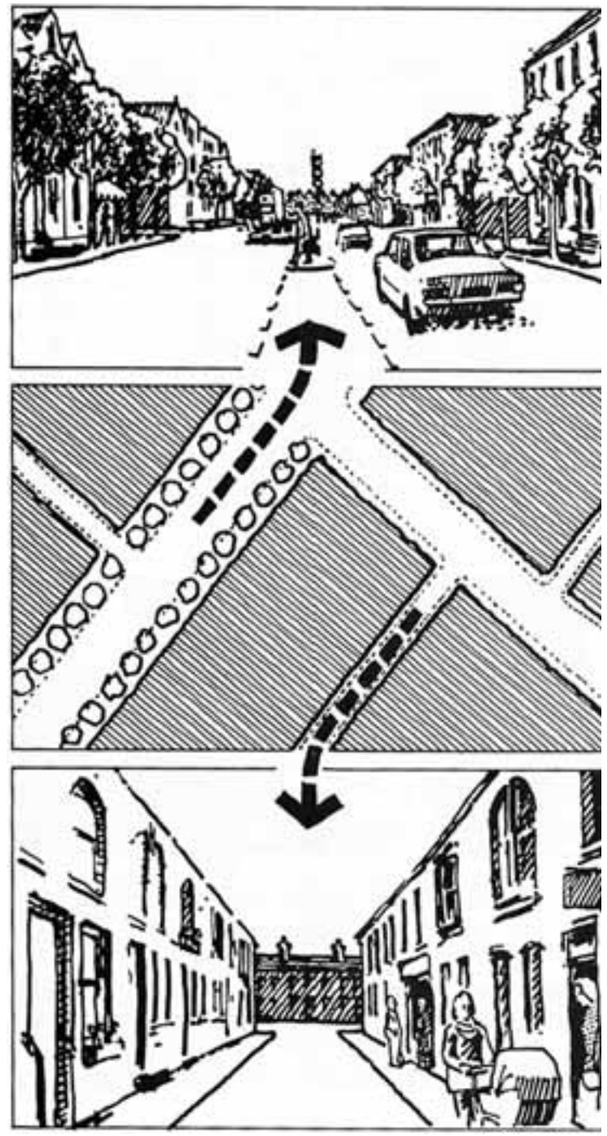
The paths through and around the station have been the lines around which the design scheme has been developed.

Movement and Linkage Concept



Reinforcing Legibility

Taken from 'Responsive Environments'



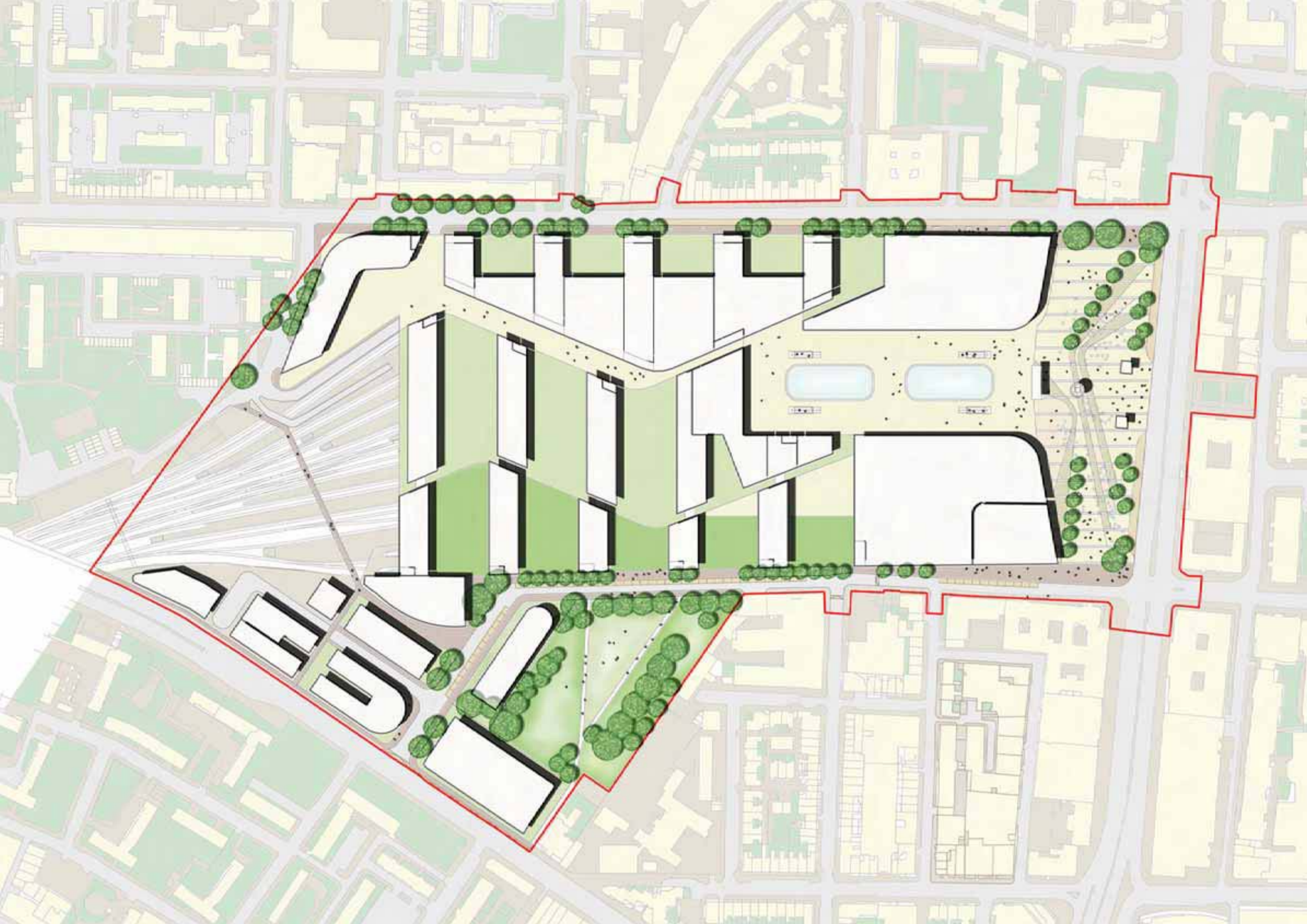
Design Concept Development

In following the placemaking principles, we developed a series of physical forms that would enable us to work with the constraints of the site and the requirements of the brief in developing physical proposals for the site.

These initial early sketch ideas were quickly transformed into 3D visions, then back again into 2D plans that allowed us to focus on the quality of the spaces created and ensure that the volume and scale of the spaces were in the correct proportions. This will ensure the final scheme is legible to those who will be visiting and using the site on a day-to-day basis.

The concept takes historical cues from the original layout and boundaries of St James Garden and explores the exciting opportunities that are offered by transferring the space vertically, and considering how the roof can become an integral part of the wider landscape.

These early ideas have evolved through the design process, and are presented in two and three dimensions in this document.



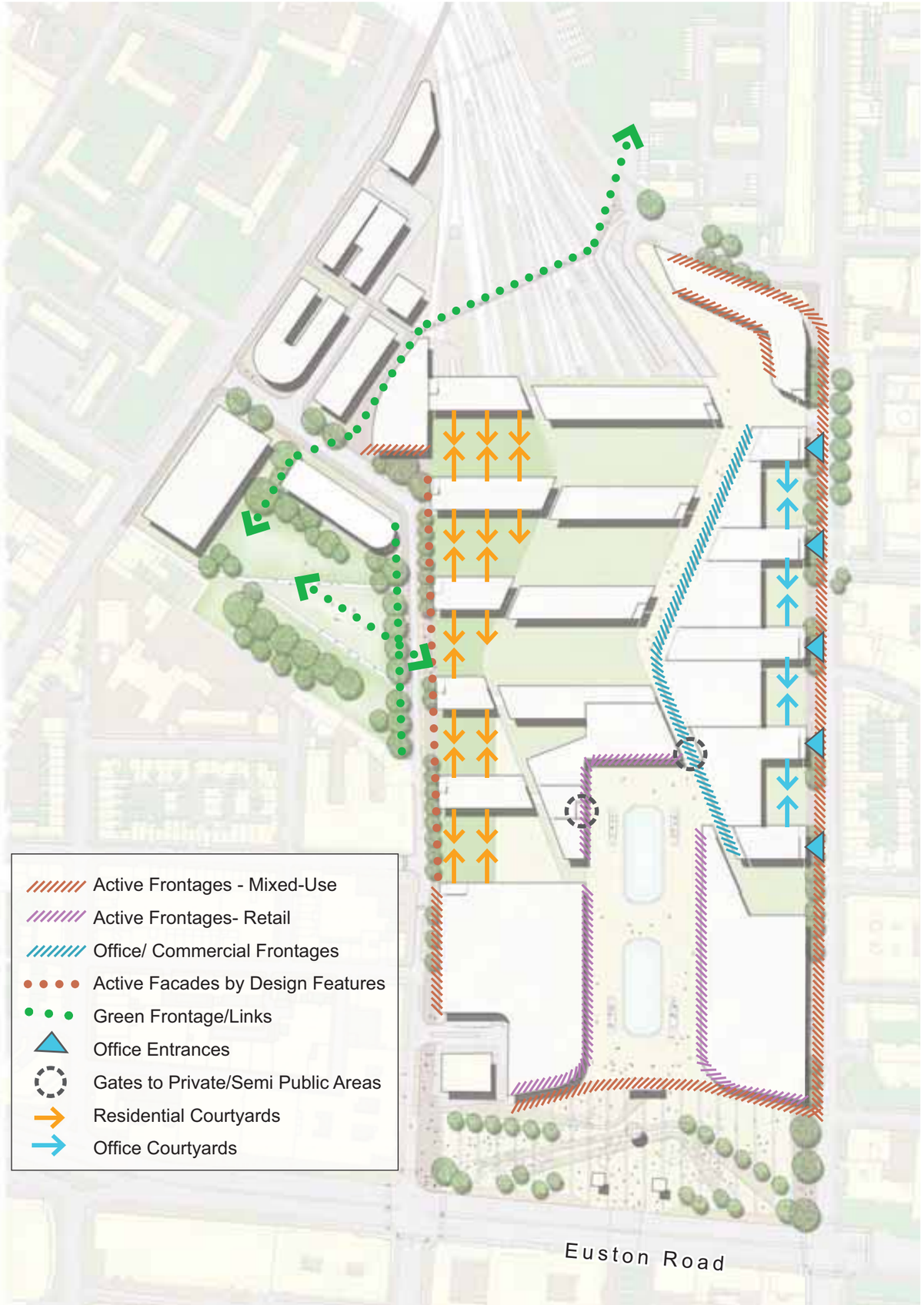
Permeability

Permeability is all about the boundary between public and private, and maintaining a balance between making places accessible, and maintaining privacy. Only places that are highly accessible to people can offer them choice. The extent to which an environment allows people a choice of access to it, through it, and around it from place to place, is therefore a measure of its quality.

The permeability of any network of spaces depends upon the number of alternative routes that are offered, and these alternatives must also be visible as people will only use a route they can see is there.

Physical permeability between public and private spaces occurs at entrances to buildings or gardens. This enriches public space by increasing the level of activity around its edges. However, if it is incorrectly used, it can confuse the distinction between public and private altogether, and this will cause problems once spaces become activated by people.

The development of the new station risks causing problems by creating a monolithic development impermeable to pedestrians, with unclear boundaries between public and private spaces. We have addressed both these issues by having clear zones for public and private access and maximising the routes through the building.



Sustainable Future

When addressing sustainability, we need to consider the triangle of economic, social and environmental factors, which needs to be balanced and addressed in order to deliver a scheme that can be described as sustainable in a holistic sense.

Our vision has been to produce a scheme that not only addresses all three aspects of sustainability, but actively challenges the status quo, and pushes the boundaries of innovation and originality. We have included a number of features that will enhance the quality of the place as well as its sustainability credentials. These are not going to be small 'add-ons' to the project, but rather integral features that are an important part of the overall vision.

One of the key sustainability features of the scheme is the large amount of green and brown roofs that are being created on top of the new development blocks. In total we are proposing 40 000sq m of new habitat creation, delivering a valuable resource for wildlife at the heart of the City. The buildings also feature fully integrated water management systems that will integrate with the surface drainage system.

The scheme includes large areas of new paved spaces and these can contribute to runoff if not properly managed. We propose using sustainable urban drainage systems (SUDS) to provide retention and storage to hold water and release it back into the systems over a longer period of time, or to reuse the water for irrigation and building systems such as toilet flushing and cooling.

The mixture of uses that the building delivers, all in such close proximity to a public transport hub, is another aspect of sustainability that covers all three aspects of the triangle. From the very outset of the design process we have been working with the ideas and issues raised by the community through the Stakeholder Consultation Report to ensure that the Vision Masterplan produces a scheme that meets the needs of the community and acts as a social centre where many facilities and services can be offered. The scheme has tried to locate as many of these features as possible towards the northern end of the masterplan where the existing residential communities are concentrated.

Economic sustainability is achieved through a robust scheme that offers flexibility in land uses and delivery that is phased in a way that allows for maximum efficiency and minimum financial lockup. The ultimate driver for the phasing has been the technical requirements and constraints of the site and maintaining the operational station facility. However the economic viability has also been considered as part of the phasing programme.

The station building itself within the Vision Masterplan meets the projected future demands for service level provision, and the wider area includes potential sites for a range of supporting uses that are flexible and can respond to market demand for either residential or commercial floorspace, and would be deliverable in the long-term.

By ensuring that sustainability is at the heart of the project we aim to ensure that the project has a light touch on the planet and will serve its community beyond the 40 years that the current station development has achieved.

Linking Communities

One of the biggest issues that affects the Euston area is the segregation and isolation that the station building itself causes for the surrounding areas. There are a number of identifiable communities inside and neighbouring the masterplan 'red line' boundary, and we have used the masterplan as a tool for reconnecting these communities with links through, over and across the station.

These include the major spine route along the roof of the station building, and the proposed pedestrian/cycle bridge to the rear of the station building, which will help to overcome the severance caused by the railway lines between the Regents Park and Ampthill Estates. New ground level links will be provided along the old alignment of Drummond Street and the route across Euston Square to the front of the station will be cleared of clutter, the current convoluted and indirect route being replaced with an alternative route that is direct and simple to navigate.

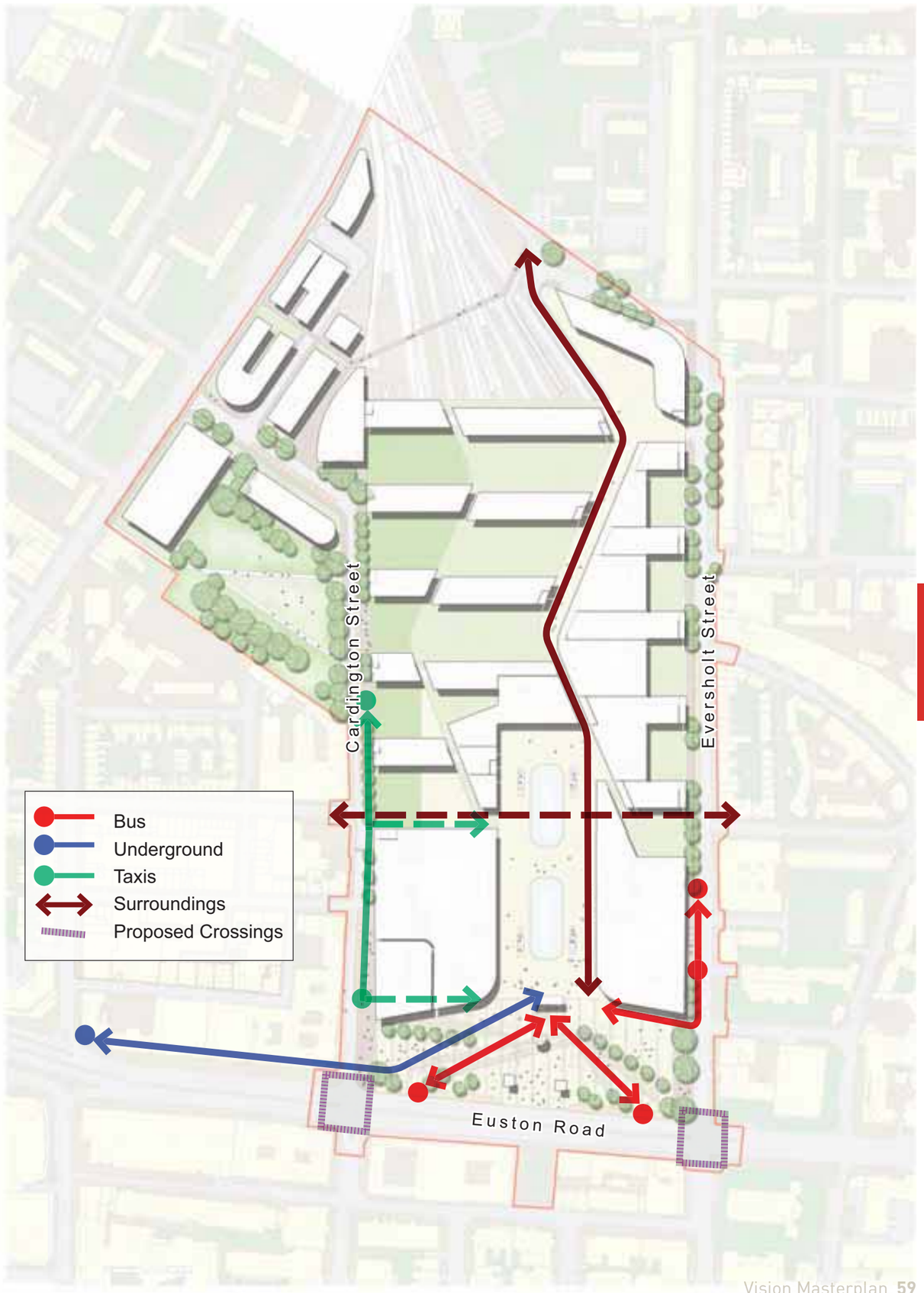
The ability to link the communities that are currently severed by the station, and to integrate these communities with the new residential community that will be created at the station itself, is one of the key outputs of the overall Vision Masterplan.

Connections and Movement

The connections between the study area and its surroundings, and between the different transport modes within the study area, will be the key to the success of the scheme as a whole. It is recognised that pedestrian movement is the most important single aspect of placemaking, and our masterplan seeks to encourage and stimulate pedestrian movement in all areas.

The proposals combine existing routes and links that will be improved and de-cluttered, with new routes that will be opened up along desire lines and key movement channels. These have been identified through mapping and observation of pedestrian behaviour and reinforced by analysis and planning with our pedestrian movement specialists in Intelligent Space.

By keeping routes clear, visible and open we will make sure that movement is easy, and people are encouraged to walk around the area, not just within the study area boundary but within the whole neighbourhood at Euston.



Design Principles

Railway stations are, by nature of their function, gateway buildings and spaces - they are the first, or last, place that visitors experience when visiting a place. The importance and significance of a building within a settlement needs to be reflected in their architectural language and the quality of the design.

In Chapter Four we established the overall principles of placemaking that would be used to underpin the development of the Vision Masterplan for the area as a whole, but as a design team we were very aware that there would need to be specific principles and themes in the design of the station building itself, to reflect its prominence within the masterplan and the neighbourhood as a whole.

The proposed new station will be the third incarnation of Euston Station to stand on the site, and both the original station and the current station have a very strong architectural language which will also need to be achieved in the new proposals.

Our ethos was to design the whole building around pedestrian desire lines, as ultimately the whole purpose of the scheme is to provide a facility for people to use, either for travelling, shopping, working or living. The pedestrian movement specialists at Intelligent Space were part of the design team, and their input has helped to shape the design as the project has progressed. Their expertise and knowledge in areas such as flow analysis and visual field studies would ensure that the design was optimised for the pedestrian experience.

The ground plain was designed as a continuous inside-outside space, thus ensuring that movement was not impacted or disturbed by the building itself. Once inside the structure, vertical circulation is designed to be intuitive and again follows the flow lines.

One of the biggest features of new transport interchanges is retail. This is something that has particularly come to the fore with the opening of Heathrow Terminal 5 and the redevelopment of St. Pancras Station, where retail provision is a major part of the scheme. One of the determining factors for design approach is always the land use that is being designed for. In the case of Euston Station, we have therefore used a strong element of retail while ensuring that the building is still recognisable as a station.

To maintain the building's landmark status within the townscape we have concentrated on the design of the square at the front and the scale and proportion of the building, which needs to stand out from the surrounding buildings. At Euston this is a significant challenge as the Euston Road is home to a number of large corporate institutions, such as the Wellcome Institute, which are landmark buildings in their own right, in both classical and modern designs.

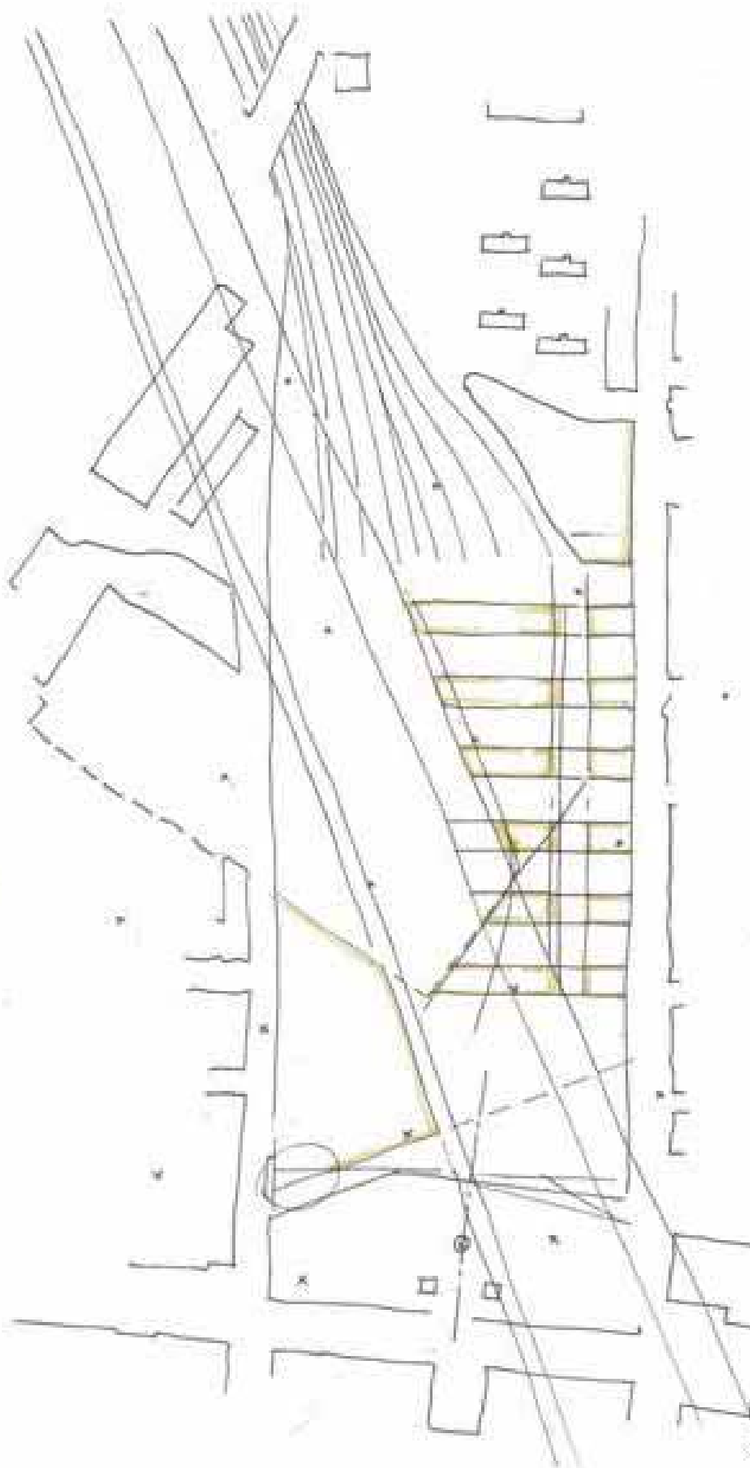
To ensure commercial viability we have worked carefully with the different land uses to relate the building entrances to appropriate adjacent public spaces. For example, private residential entrances open into semi-private spaces to provide buffers to the buildings, and for the commercial units the entrances are designed to be clearly visible from the key public spaces and streets.

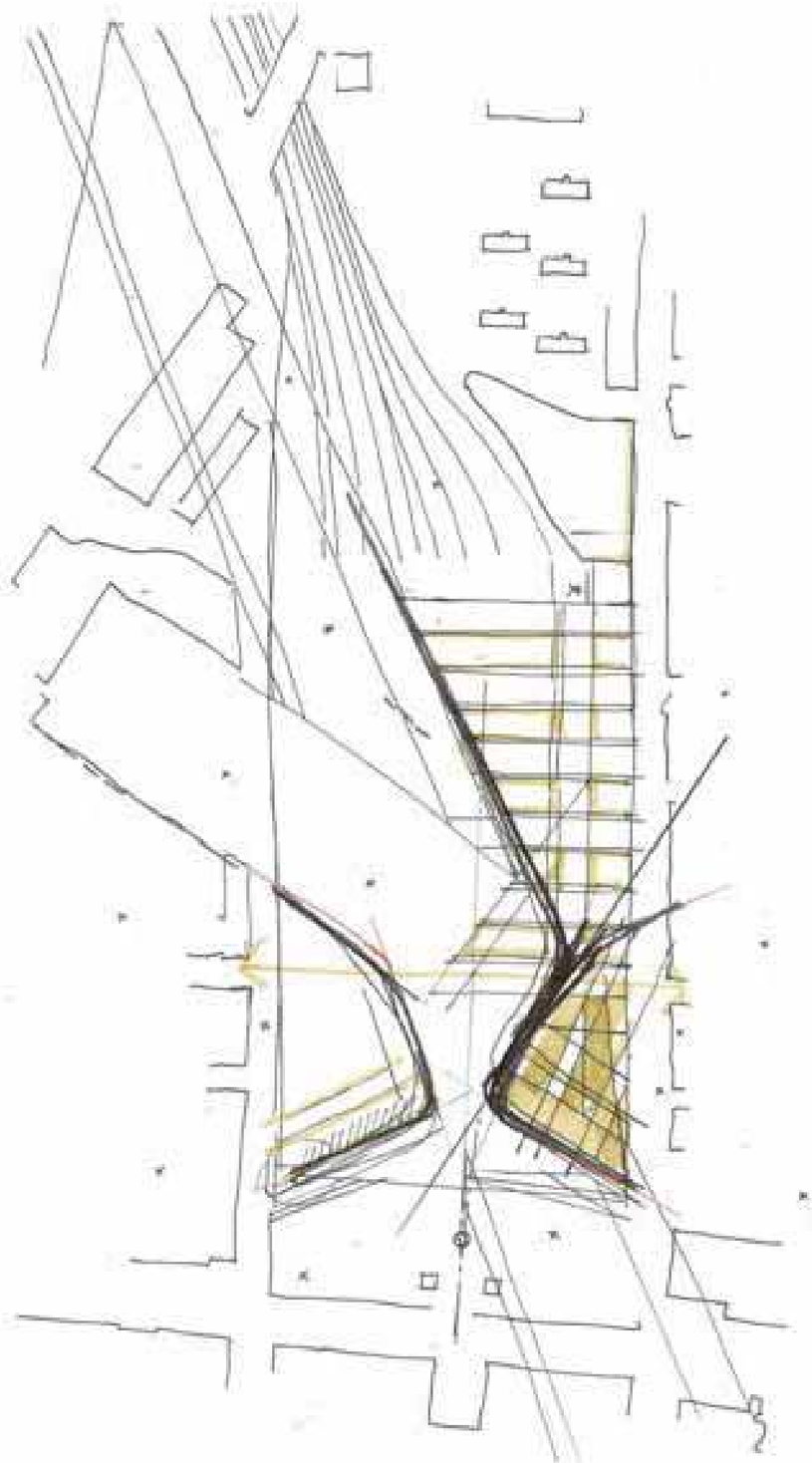
The internal spaces combine the design principles from the best modern interchanges with a standard language for commercial and retail design, which is familiar to station users. As with the exterior, the use of high quality materials will ensure that the 'picture postcard image' of the station is maintained.

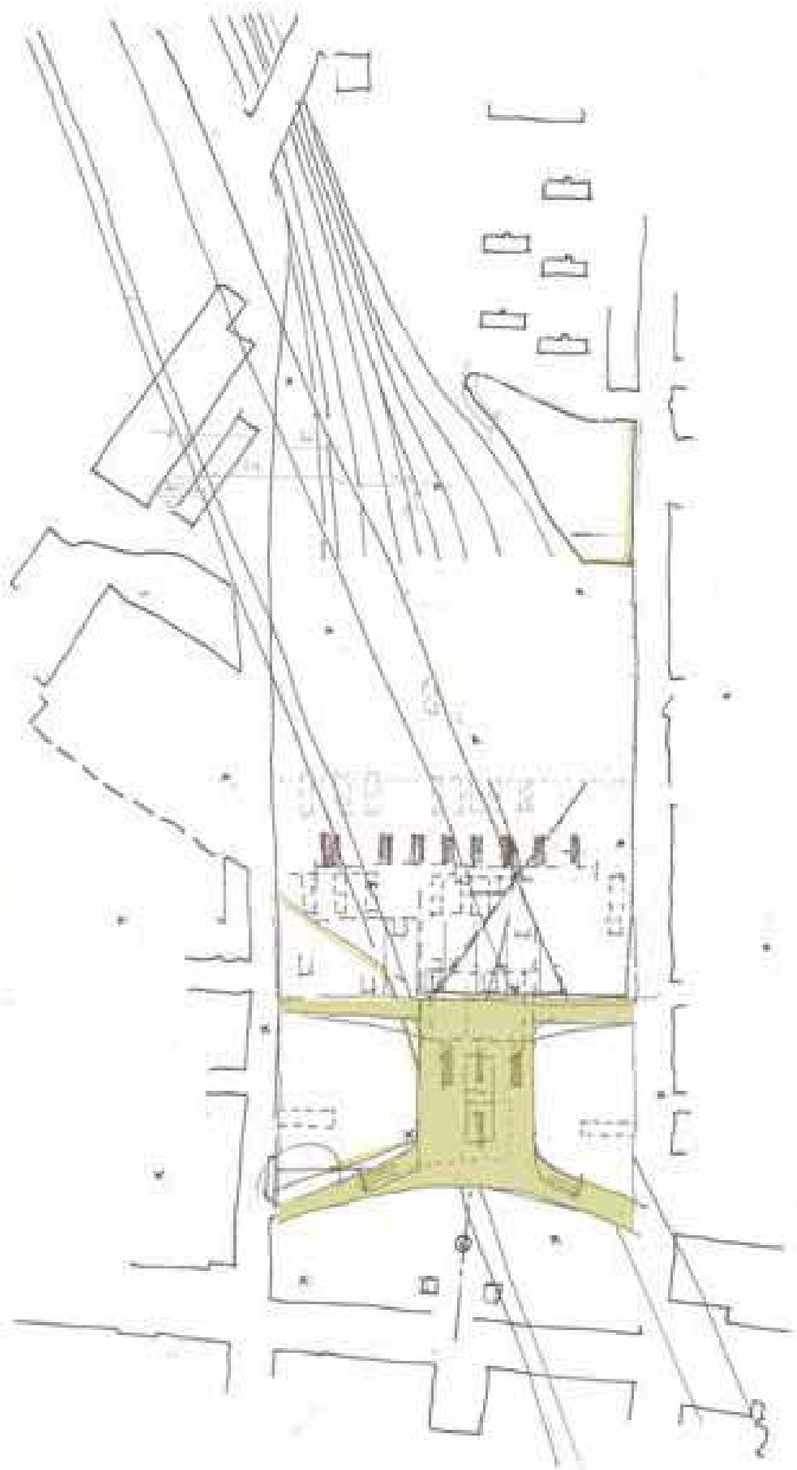
These proposals for Rotterdam Station embody the principles of designing the station concourse as an inside-out space, with light and clutter free internal spaces to make the traveller's journey as easy as possible. When viewed from the outside the structure is visually striking, and a landmark building - the proportions help to achieve this.

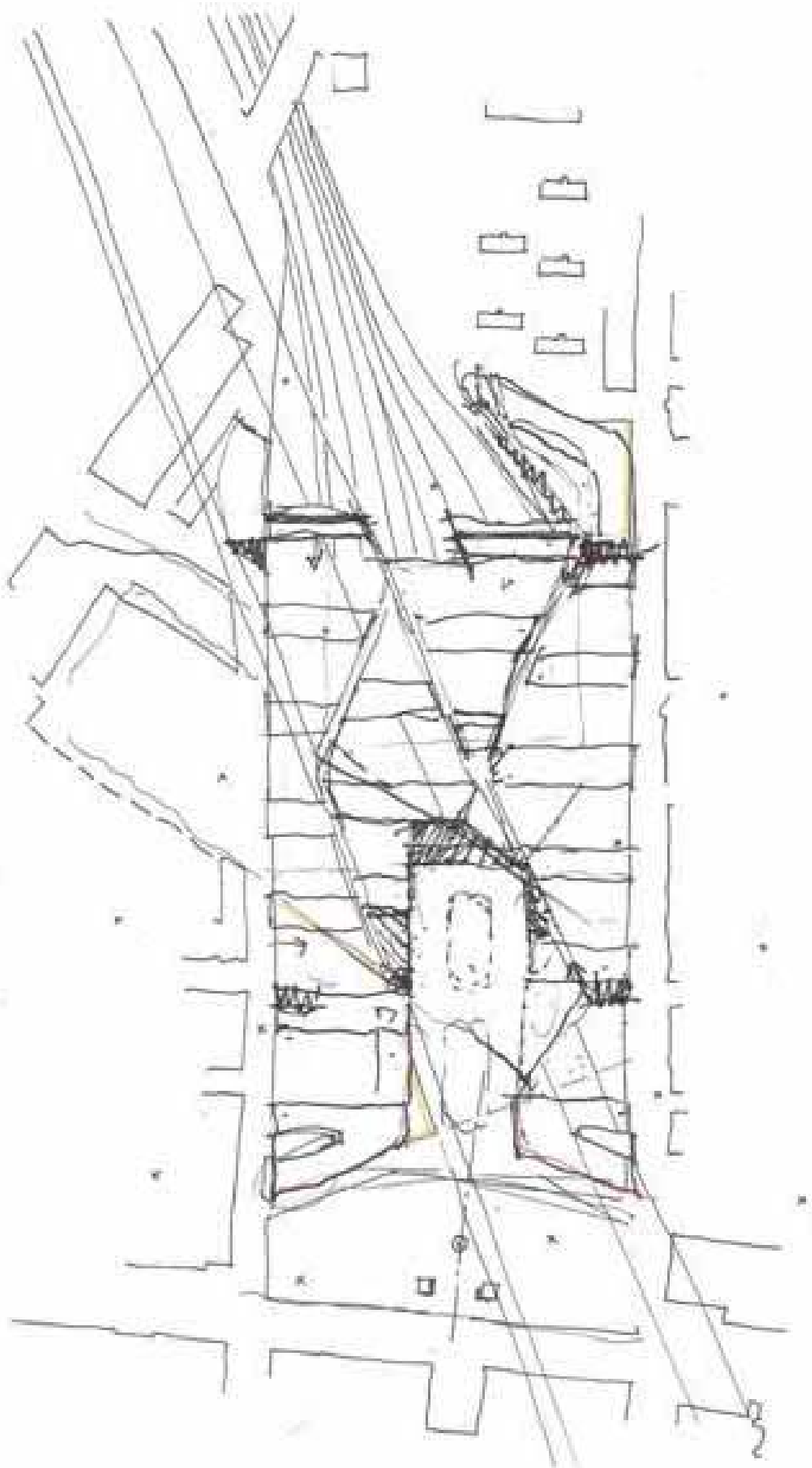
Proposals currently on the drawing board for projects at Kings Cross (far left) and Cannon Street (left) are good examples of the high standard of design that the city is aspiring to in the redevelopment of its mainline railway stations. The precedent for this has been set by the renovation and extension of St. Pancras Station (right) which has redefined railway station design in the capital.

Design Development

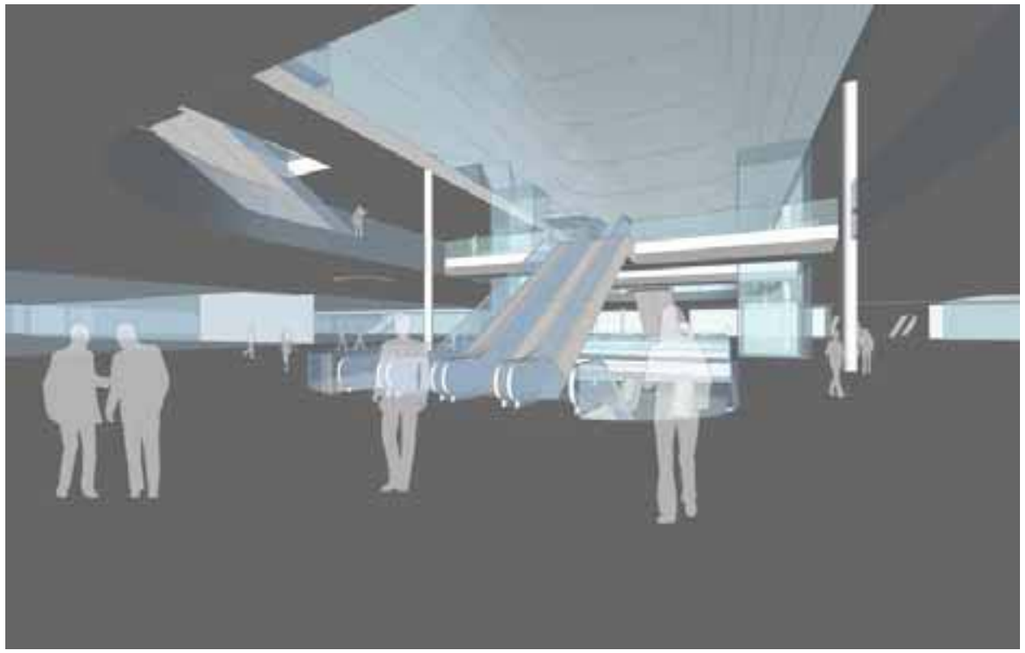


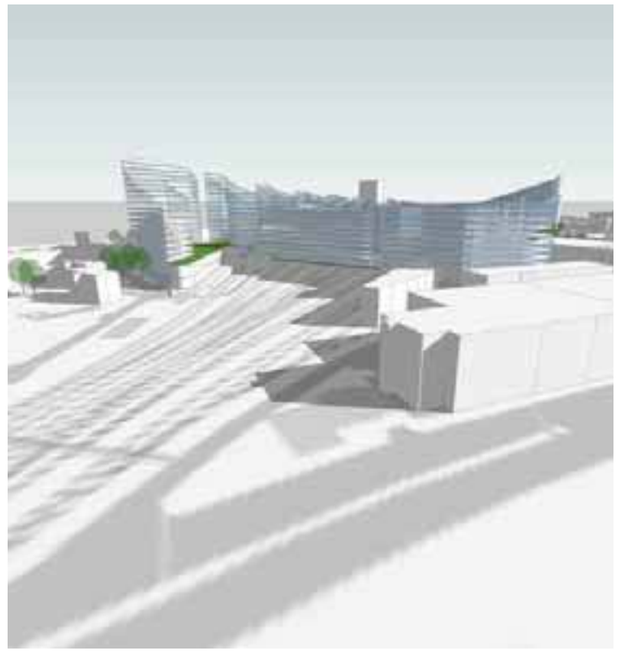







vodafone
EUSTON STATION





Pedestrian Movement

In Chapter Two we considered some of the issues facing pedestrians with the current layout of Euston and the surrounding areas. Many of the problems are caused by the poor quality of the pedestrian environment, and the many blockages to movement that currently exist. One of the main design ambitions of the proposed station design is to remove as many obstacles as possible, and create a clear environment for pedestrians to move through.

In order to help develop and test our proposals we have worked with colleagues at Intelligent Space to analyse the masterplan and make suggestions as to how it can be improved. In particular the issue of visibility is addressed, as the visibility of pedestrian routes and spaces has a strong effect on how well they are used.

Visibility analysis is a measure of how much space pedestrians can see as they move around at ground level. In dense urban areas, where there are many possible origins and destinations for pedestrians, there are a huge number of small pedestrian journeys between different locations. However, pedestrians are highly sensitive to the complexity of routes and they tend to choose the simplest path. This means that overall, movement flows tend to become concentrated on those streets that offer the simplest visual links through the street grid.

The visibility analysis results for the existing layout are shown on page 72 (Existing Visibility Analysis). This map graphically represents levels of visibility, where areas with a high level of visibility are show in red, and areas with low visibility are show in blue. The results indicate Euston Road and Eversholt Street to be key connecting routes within the study area. Even though the study area is bounded by both these roads, the routes within the Euston Estate are still secluded due to visual obstructions present in the existing site. The plan also highlights the poor visual link between the interior of the station and the rest of the street network.

The visibility analysis for the proposed Vision Masterplan (on page 73) indicates a general increase in visibility when compared to the existing layout. The proposed Vision Masterplan improves the public environment in several ways.

The presence of the station would be established along Euston Road by the introduction of a clearly defined main entrance visible from Euston Road. This would enhance the station's presence along this key connecting route.

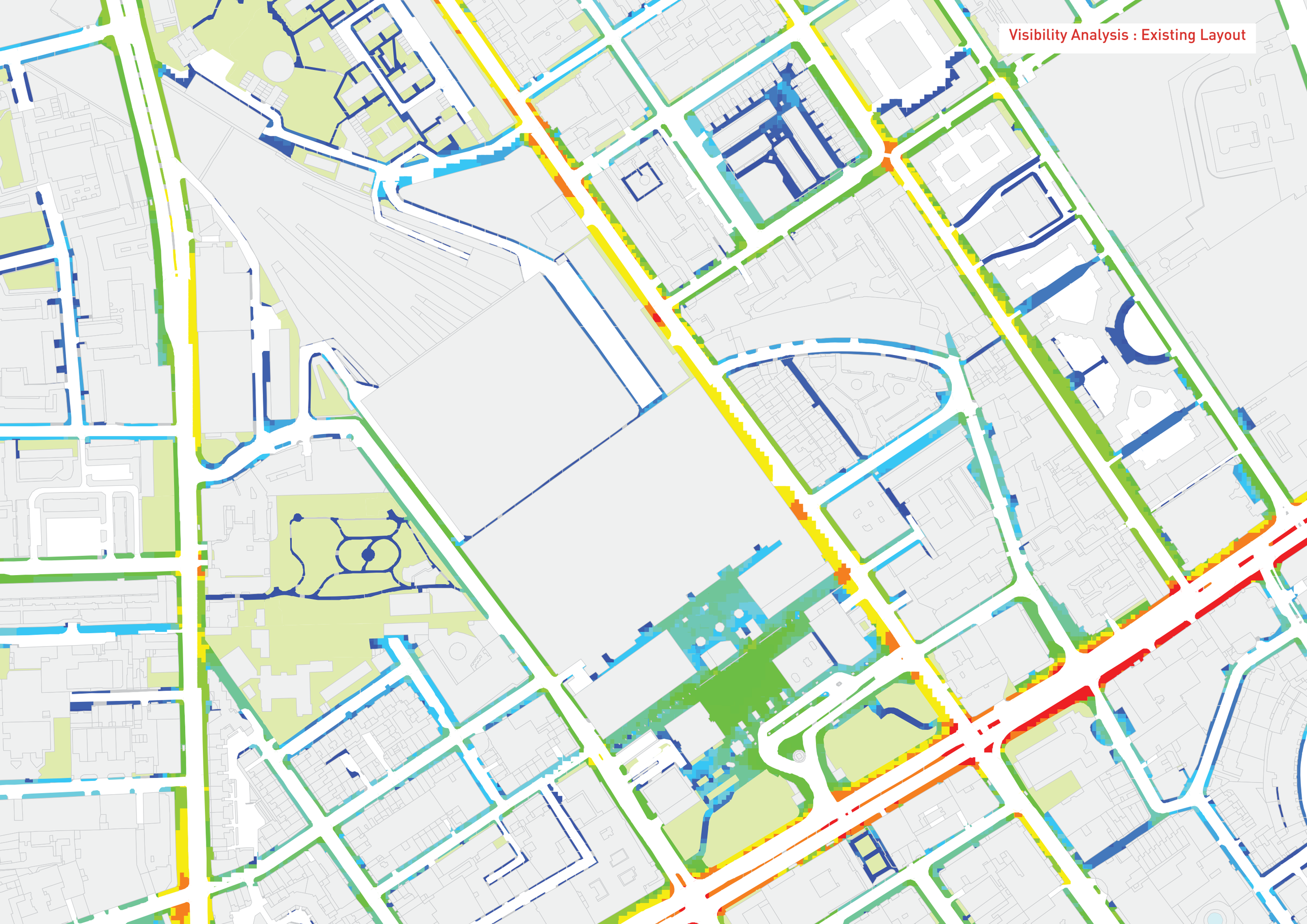
The "open" layout of the new station would also allow clear visual links from Euston Road to the station interior. This would encourage pedestrians to be led into the new retail destination from the surrounding area.

The new public space would support key pedestrian desire lines and visual links from the front of the station and the surrounding street network to the station entrance.

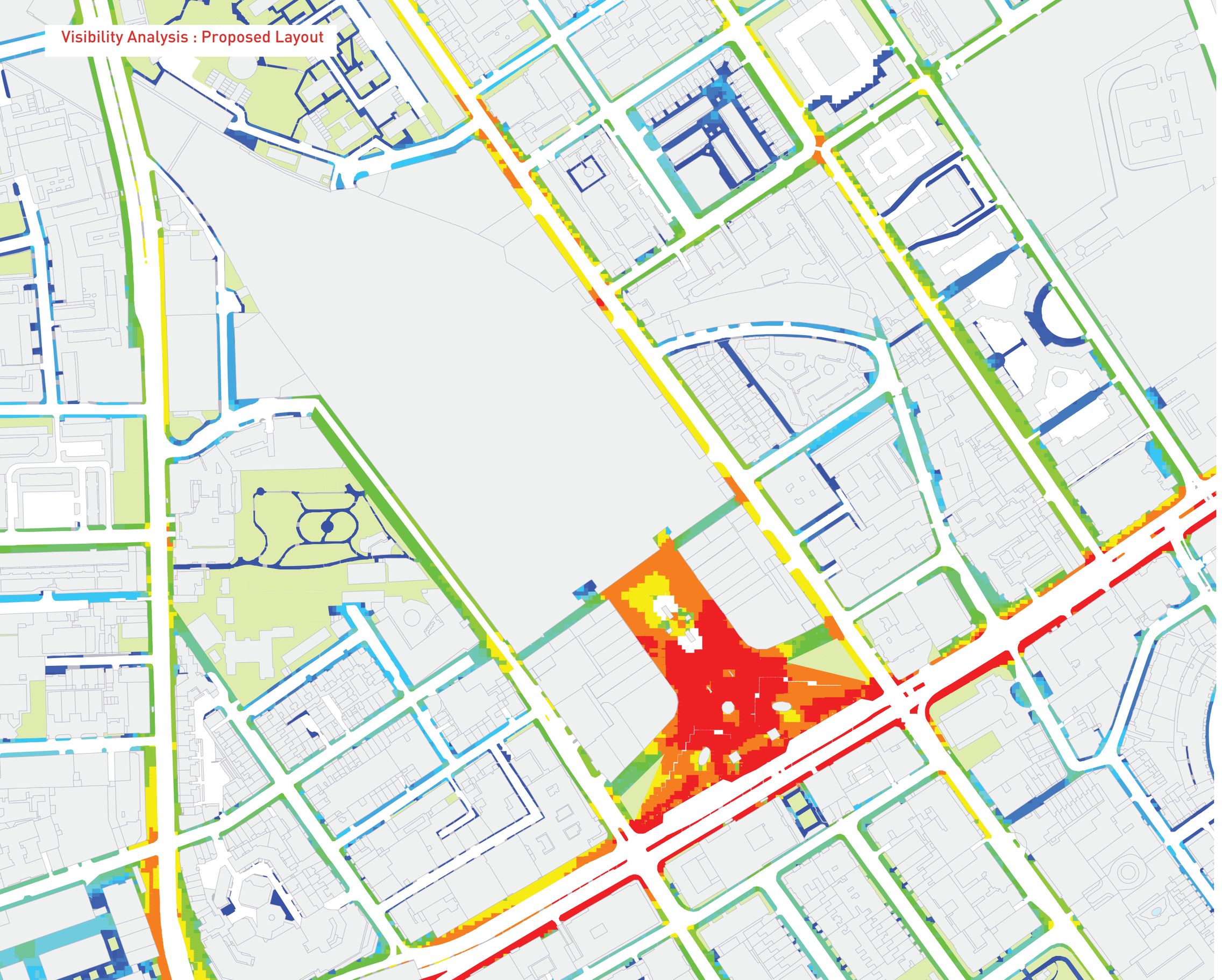
Clear station entrances on Eversholt Street and Melton Street/Cardington Road would improve East-West permeability and re-establish the link between Drummond Street and Doric Way.

In conclusion, the modelling of the proposed station design has proven that there will be a massive improvement in pedestrian flows through the station, and the relationship between the station and the outside spaces that surround it will be enhanced.

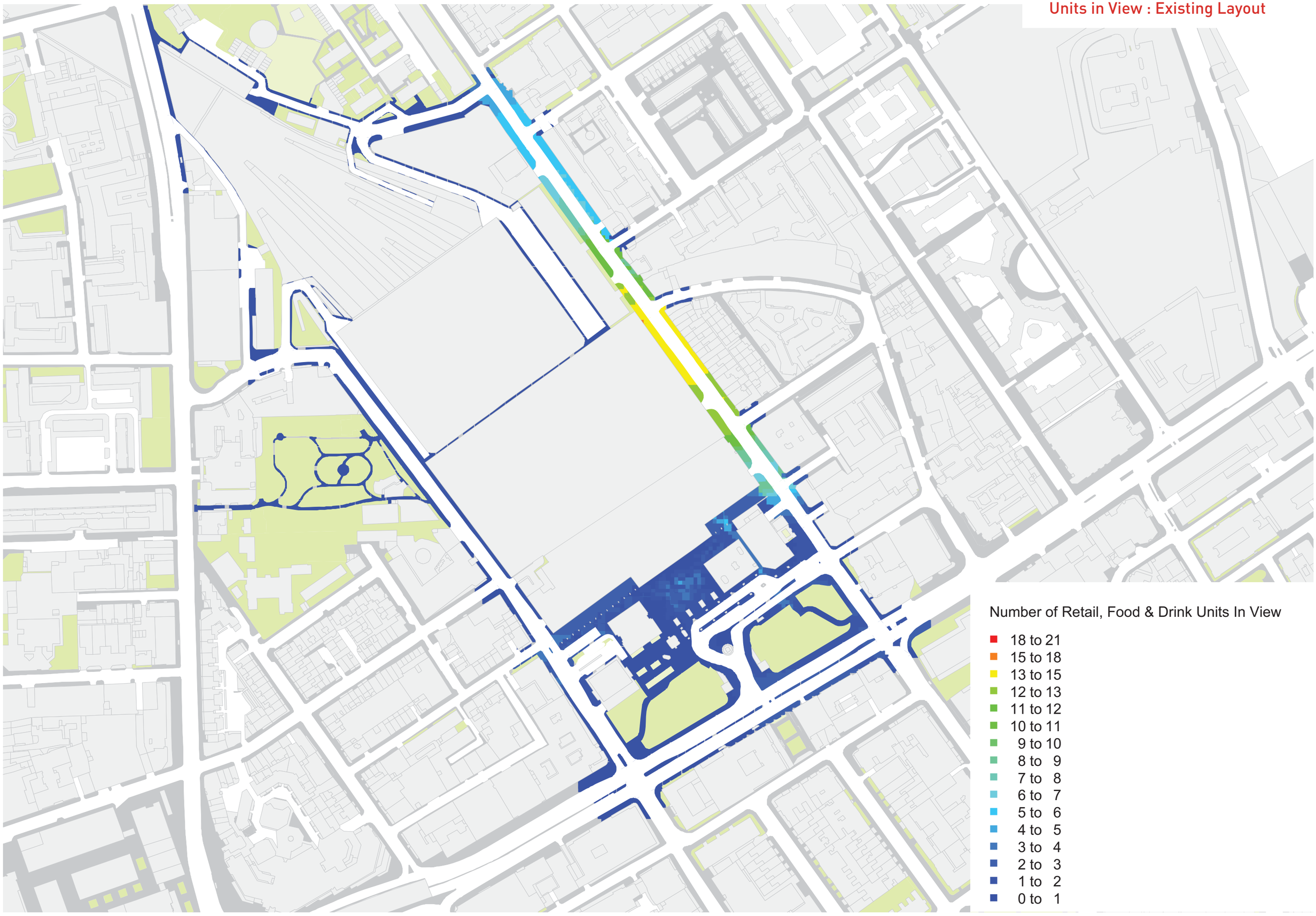
Visibility Analysis : Existing Layout



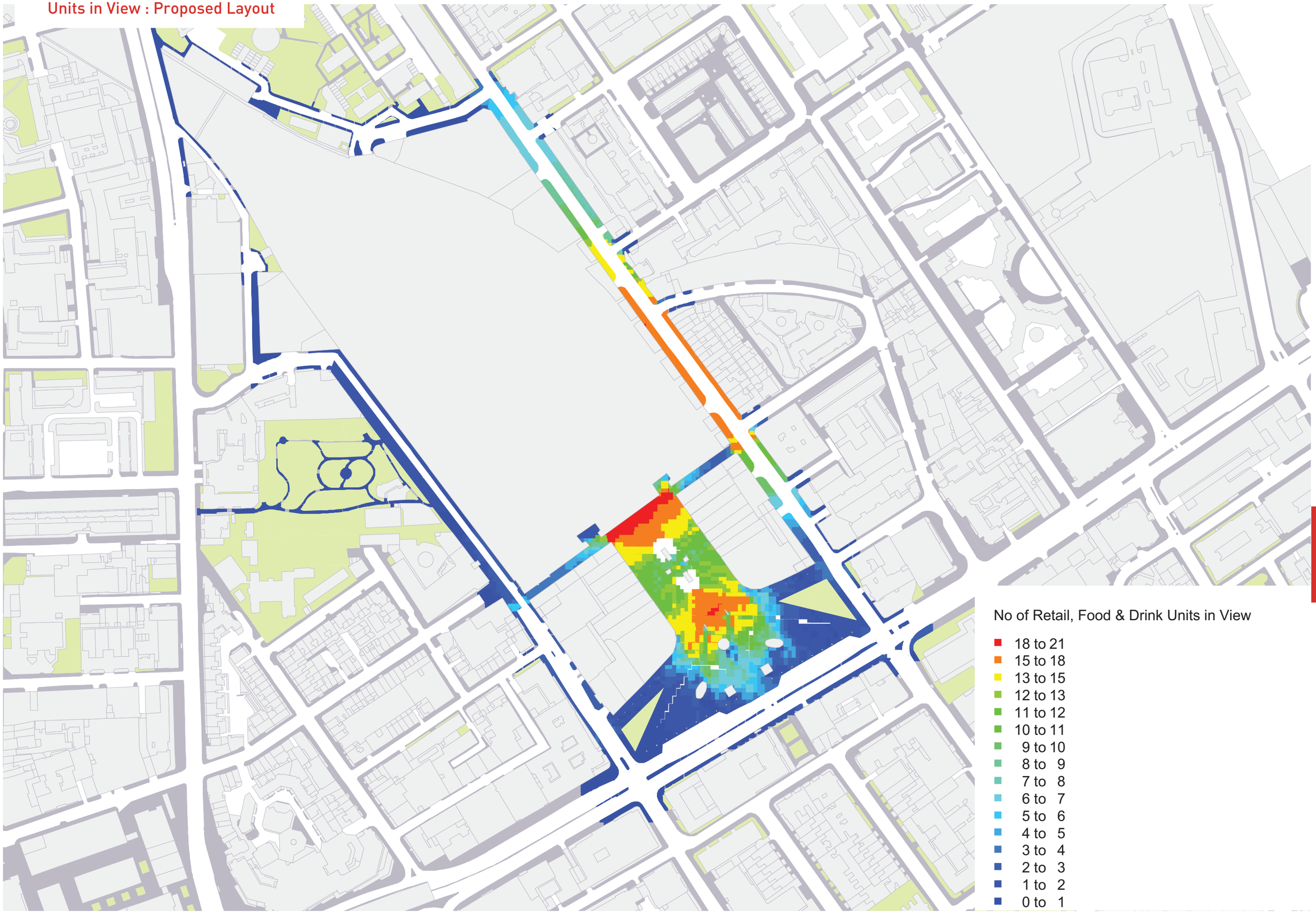
Visibility Analysis : Proposed Layout

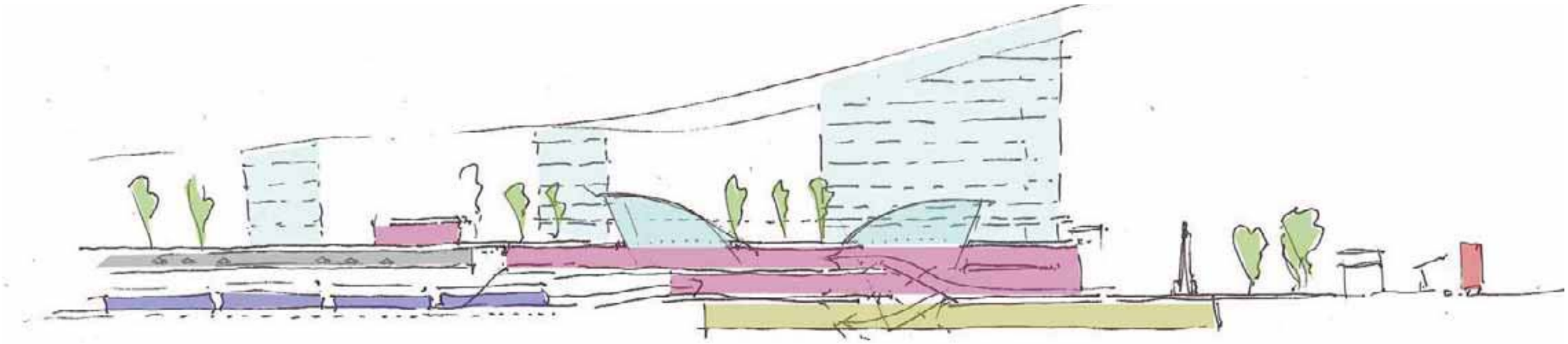


Units in View : Existing Layout



Units in View : Proposed Layout





Interchange Efficiency

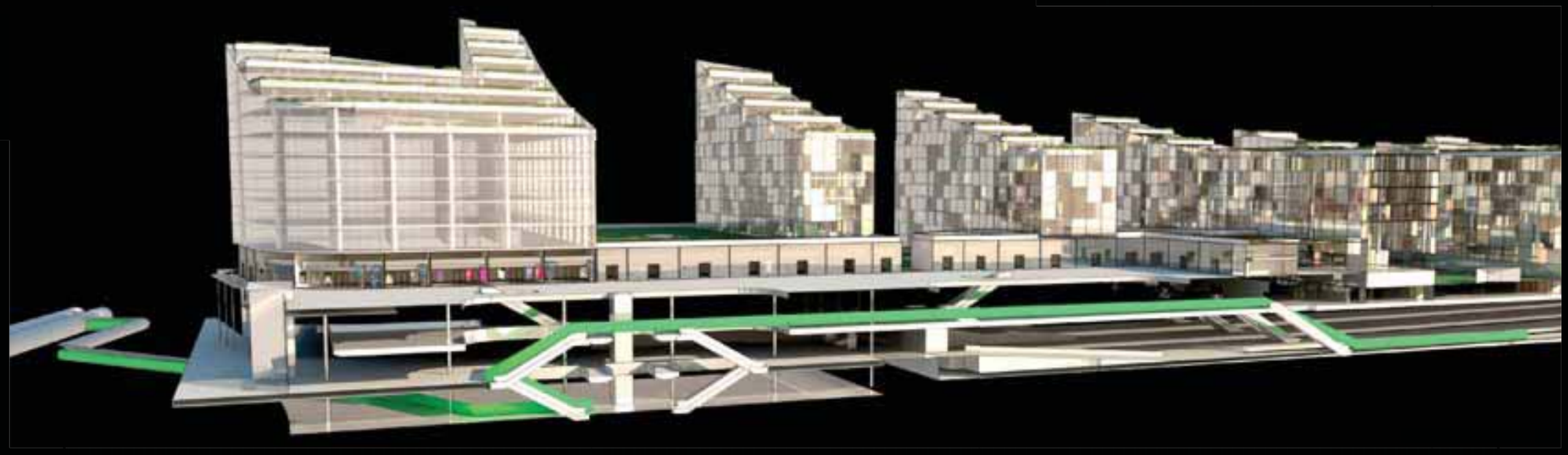
It was recognised that the primary objective of any alterations, modifications or rebuilding of the station itself must be to achieve improvements in the current interchange efficiency - making it easier for people to access and move between the various modes of transport that converge at Euston.

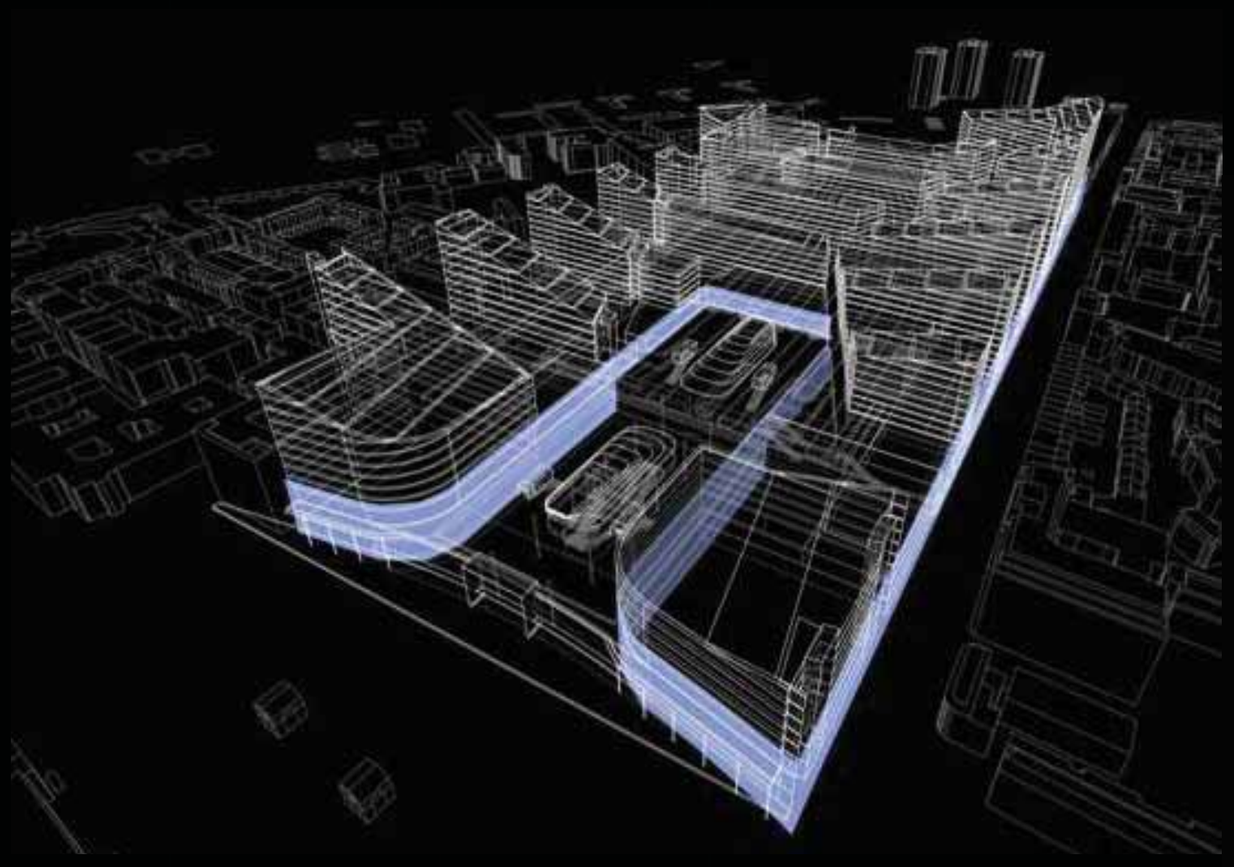
We were aware that the ideal solution for the development as a whole may not allow us to improve interchange efficiency between all modes, but that significant improvements were possible in some areas, and combined with improvements to the overall pedestrian environment in and around the station, the total impact of the changes would be dramatic.

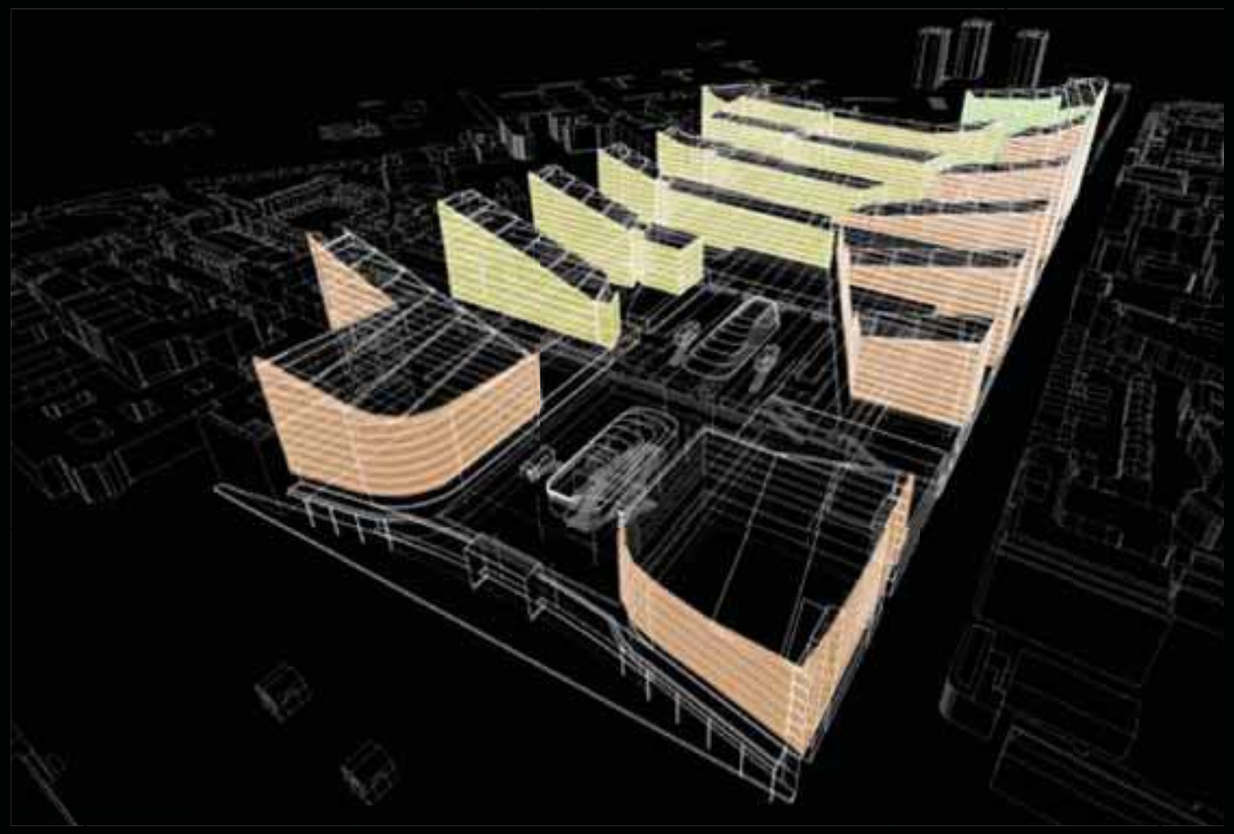
Guidance from Transport for London and Network Rail was that the optimal solution would mean that it was no more than 400m (5min walk) from any one mode to any other. This target has been comfortably achieved, with access to and from the mainline platforms greatly improved by the use of the 'airport style' system, with departure passengers being directed to first floor level to wait for services, and then dropping back down onto platforms when their service is ready. In the meantime, arrivals passengers are able to move quickly through the station at ground level, and onto the tube, buses or into Euston Square.

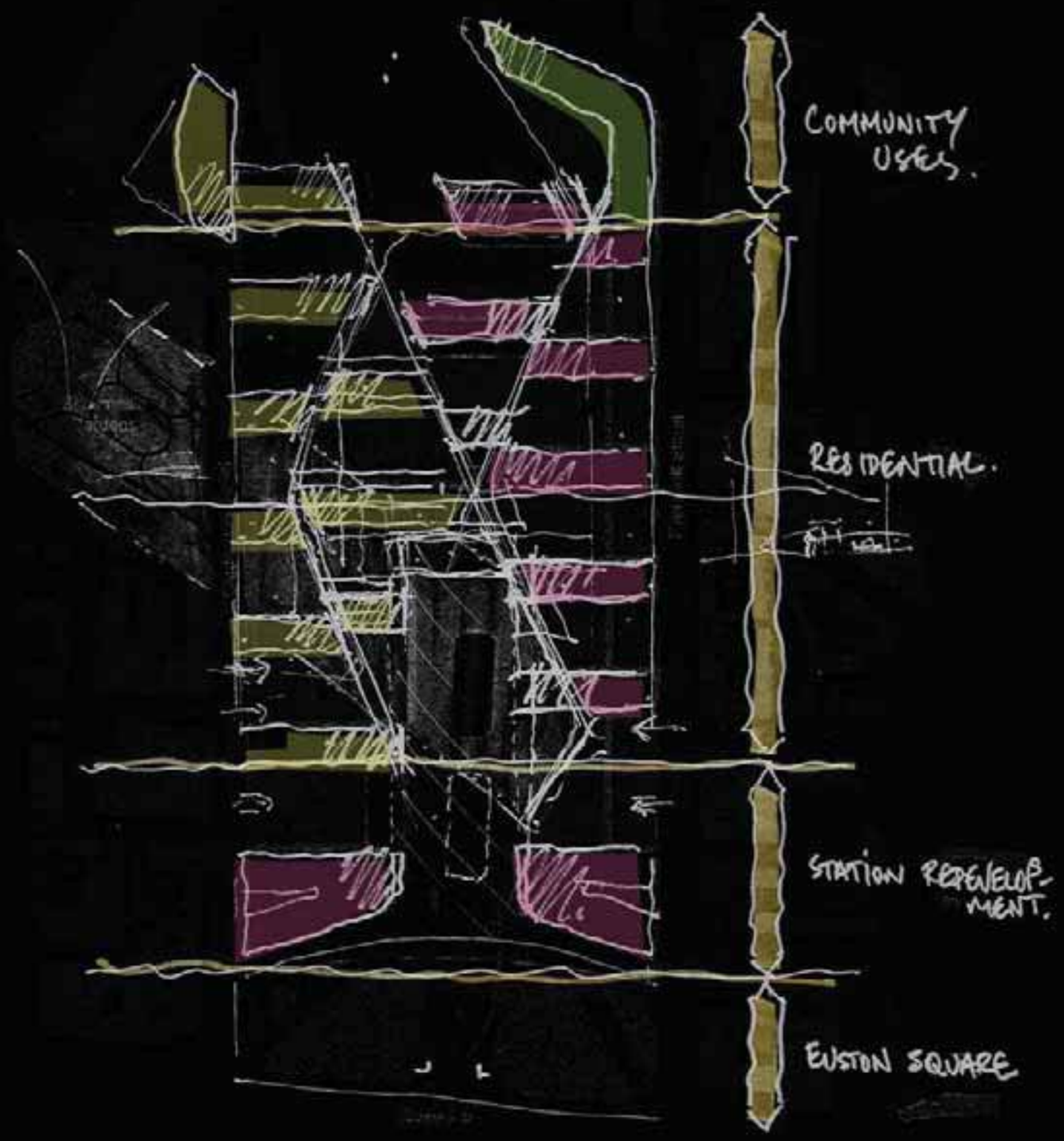
The one area in which there has been a slight reduction in speed of interchange is between the different bus routes. Euston Bus Station is a busy facility with a total of twelve bus routes passing through, originating or terminating there. However, the bus station causes massive severance issues to the front of the railway station, and is visually unattractive.

Within the Vision Masterplan we are proposing to remove the bus station and replace it with linear roadside stations on Euston Road and Eversholt Street. This arrangement will bring benefits to the bus services, as in many cases the need to enter and leave the bus station adds significant time onto the bus journey, which will be removed by the on-street solution. While access to buses will not be altered for those arriving by Underground or train, by separating North-South and East-West movements, those wishing to interchange between different routes will need to walk further to do so. We have assessed this as being a minor issue, as the distance and time is still not significant - less than 200m / 3 minutes walk, and the environment in which this movement will be undertaken across the new Euston Square, will be far better than the current pedestrian environment.








COMMUNITY USES.
RESIDENTIAL.
STATION REDEVELOP-MENT.
EUSTON SQUARE.

Land Use Mix

Principles

The process that we have undertaken in the production of this Vision Masterplan is one of placemaking. The most vibrant places are those where there is sufficient variation in the type of land uses proposed to encourage a wide range of visitors, across a wide period of time. In a location such as Euston, this means catering for people at weekends and evenings as well as during the normal working day.

Mixed use development helps sustain a critical mass of uses and activities, as well as reducing car dependency through allowing people to be near to a range of shops and amenities. The mixing of different housing types and tenures can also ensure a wider range of participation in urban life and avoid polarisation of social groups. Again, at Euston it is important to remember we are designing for the surrounding residential communities as well as the office workers and daily travellers that pass through the station.

Target mix

The brief established a number of uses that should be included as part of the scheme, along with target development quantum for each use. These were a combination of retail, residential and commercial spaces, together with the various elements required for the efficient operation of the station itself, and the ancillary areas that are linked to the station, such as lost baggage and British Transport Police facilities.

With regard to all of these elements, we worked with the following target mix:

- 600,000 sq ft Retail
- 1,460,000 sq ft Commercial
- 1,220,000 sq ft Residential
- 625,000 sq ft Ancillary Facilities

Assessing demand

Despite having this 'target mix' we still worked from the basic premise of needing to assess the demand for different uses before commencing design. Usually the first step is to look at the surrounding area as well as existing uses on the site and gain an understanding of where the current demands exist. These demands can broadly be categorised into two areas - economic demand and social demand.

Economic demand is exerted from a wide catchment area, and is met by providing spaces for a particular type of use, without knowing, perhaps until after the project is completed, exactly which enterprises will occupy it. Sometimes the demand is so strong that a final occupier will be in place before the design commences, and this will allow for a certain amount of customisation to their specific requirements. Social demand is the opposite to this - it is local and concrete in character: some local group or organisation requires a specific space for a specific purpose.

Social demand

Our experience has shown that on a project of this scale it is normally best to start by considering social demand. The groups concerned often have little power but a strong voice, and if they feel left out of the process at the very start, it becomes more difficult to include them in the scheme later, which will ultimately impact upon the success of the process of placemaking and the vibrancy of the finished scheme.

We were fortunate to have the information gathered in the Stakeholder Consultation Report, which had already canvassed many of the local groups and organisations and identified a number of uses these groups would wish to see from a new development, including social housing, and an above-ground taxi rank.

There was also information available from a range of public sources, such as the local newspaper and internet, that highlighted other 'desirable' features of regeneration in the Euston area, such as improved links across the railway line, and retail facilities to support the local residents, rather than just those passing through the station.

We considered all of these aspirations to be achievable within the Vision Masterplan and have ensured they are all catered for within the study area.

Economic demand

In order to gain an accurate picture of economic demand we worked closely with Lambert Smith Hampton to identify which land uses were in particular demand, in order to best proportion the uses within the development. This exercise allowed us to identify an increase in the quantum of commercial development as one of the areas we should consider, along with additional retail floorspace.

It was clear that there was a need to offer different types of retail space for different uses and users. The station needed to provide for the traveller wishing to make quick purchases of food and drinks, possibly newspapers etc., while waiting for their train - we know that Euston has the longest 'dwell' times of all the London termini. There was also a strong demand for leisure retail to meet the demand from office workers on lunchbreaks etc. This would also include sandwich shops and coffee outlets. The third area of demand was for the destination 'designer' retail that is being offered at the revamped St Pancras Station. The Stakeholder Attitudes Report also highlighted the desire for a supermarket to meet the needs of the local residents around Euston, who currently have no large scale foodstores within easy reach.

The creation of the new Roof Gardens would also, it was hoped, stimulate demand for cafes and bars, attracted to the quality of the external space on offer.

Apart from retail, the demand for residential apartments would be strong, in all areas of the market from studio apartments right up to large 3/4 bed units and penthouses. The design of the residential blocks has allowed for the creation of both private and public outdoor spaces for the amenity of the residents.

Demand for commercial floorspace would also be strong, with the Euston Road, in particular, being a desirable and recognised address for large institutions and corporate headquarters.

Additional uses

Clearly Euston offers a number of factors that contribute to its suitability and desirability for particular functions. As a key transport interchange, it is also an ideal location for a number of uses that are complemented by the ease with which people can arrive by public transport. While the majority of the uses that this accessibility will promote are included as part of the project brief, we have identified one major additional use that we feel could be a positive addition to the station redevelopment.

Traditionally the main London railway termini would offer a hotel (the original Euston Station had two), and although many have been through a period of disuse and in many cases dereliction, they are now seen as very desirable locations once again. At the moment there is one main hotel - the Thistle Euston on Cardington Street - serving the station, although a new Travelodge hotel has just opened on Grafton Place. There are also a number of chain hotels along the Euston Road, and several independent hotels and guesthouses in the surrounding area. However, our research has shown that there would be demand for additional hotel space, and as part of the Vision Masterplan we have considered including the existing Thistle Hotel site as part of a wider redevelopment. Located to the rear of the station on Eversholt Street, the hotel would offer approximatey 675 rooms, and also have leisure / health club facilities, which could potentially also be accessible to non-hotel residents.

Some uses are incompatible because of functional factors such as noise generation or access requirements - these cannot be located close together for practical reasons. However, other uses are incompatible only because people see them as different in status. The key to creating a successful blend is to minimise potential conflicts by ensuring that where different uses adjoin they are approximately equal in status.

In complex schemes such as Euston, this is a complicated matter - status not only varies between uses (for example, offices are generally deemed to have a higher status than workshops, although both are employment uses) but also within individual uses (for example, the highest floor offices overlooking Regents Park would achieve better rents than those on lower floors overlooking the railway tracks). For this reason, along with issues such as the structural requirements of different use buildings, and the need for communal or individual entrances, the design process carefully looked at how best to arrange uses within the site.

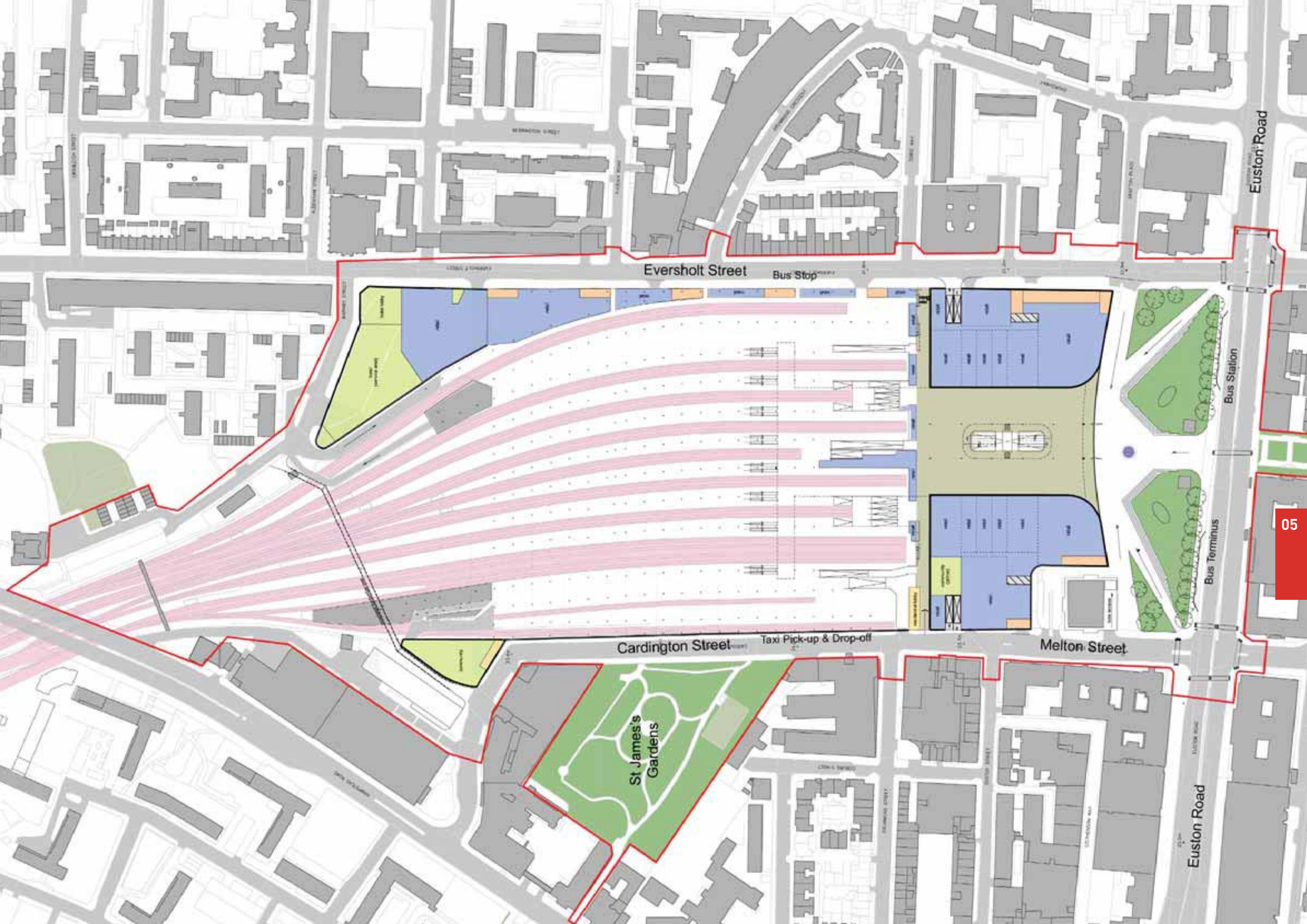
The final design has enabled the commercial offices to have individual street addresses and to relate to the existing commercial address of Euston Road and Eversholt Street, while the residential units are primarily focussed on Cardington Street, adjacent to existing residential areas. The hotel is located to the rear, enabling it to serve both the station and the surrounding communities.

Key Features
Basement Level

- Removal of existing basement taxi rank and public car park
- Retention of Grant Thornton House underground car park
- New enlarged London Underground Ticket Hall, with natural light from station above
- New underground pedestrian link through to eastern end of Euston Square station platforms
- Construction of new external entrance to Underground Station, to allow independence of opening from Mainline Station
- Creation of up to 20 new retail units at basement level, along with new ticket office and back office facilities for London Underground
- Improved vertical circulation with new escalators aligned with pedestrian flow desire lines, and elevators for improved accessibility for mobility impaired passengers

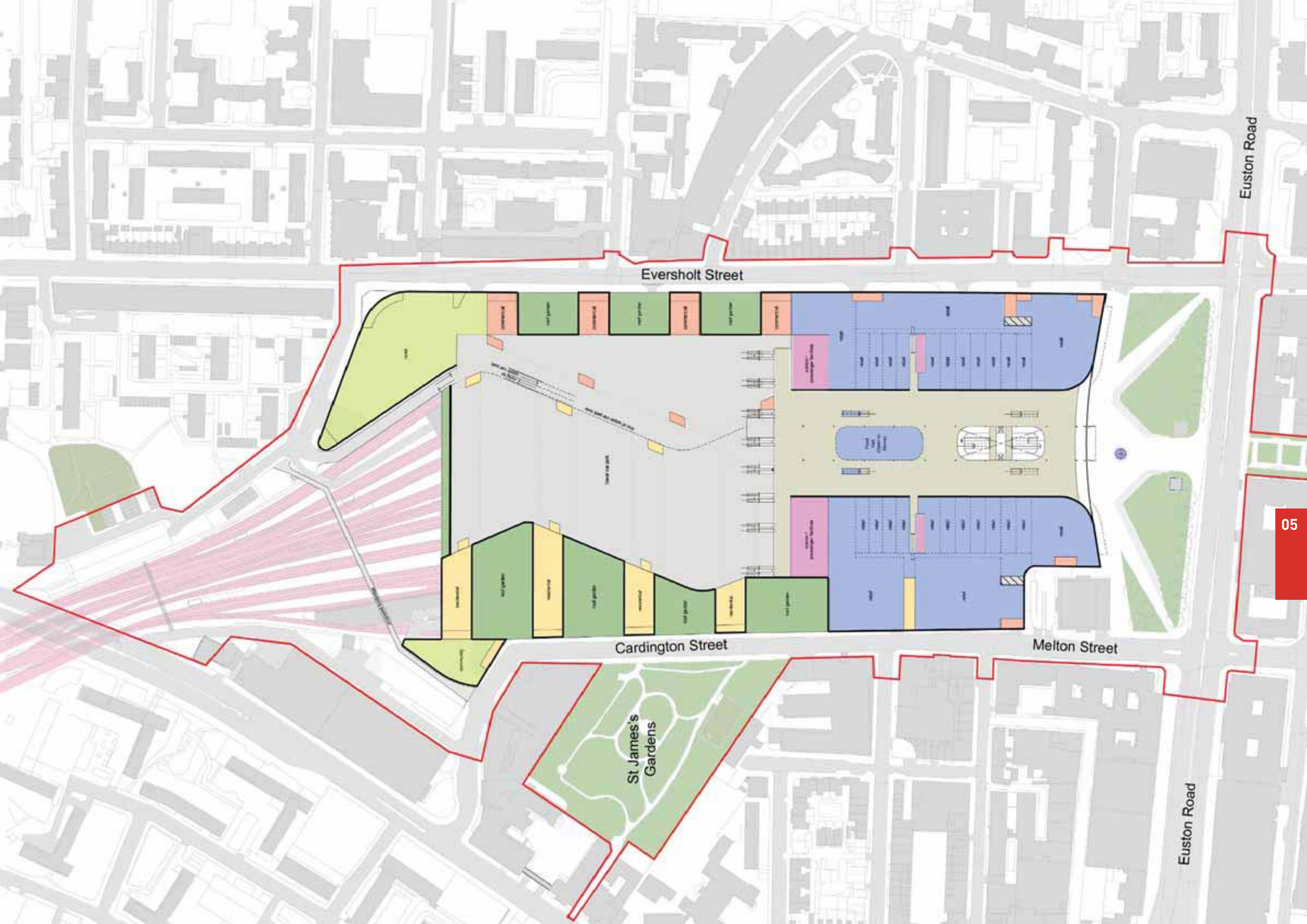
Key Features
Ground Level

- Creation of new active frontage to Cardington Street
- Provision of large new station concourse, with clear route from platforms to Euston Square
- New retail units within station concourse and along Eversholt Street perimeter
- Leisure and Community facilities provided towards rear of development
- Station access from Melton Street and Eversholt Street (approximately on line of Drummond St)
- Vertical circulation between Tube, First and Roof Garden levels from central, well lit core
- Easy access from trains to bus, tram, tube and car parks


Eversholt Street
Bus Stop
Euston Road
Bus Station
Bus Terminus
Cardington Street
Taxi Pick-up & Drop-off
Melton Street
St James's Gardens
Euston Road

Key Features
Mezzanine level

- New level for passengers waiting for departures
- Food Court style area, but with additional retail units, and passenger services / facilities
- Split level car parking area above railway tracks to rear for approximately 700 cars
- Low level private roof gardens along Cardington Street and Eversholt Street, to provide frontage setbacks
- Views out over Euston Square, and access to roof garden public space
- Easy access to platforms from escalators down to ground level
- Hotel to rear of station building, with direct access to car park


Eversholt Street
Euston Road
Cardington Street
Melton Street
St James's Gardens
Euston Road

Key Features
Roof Level

- Extensive development over platforms to rear of station
- New public space at roof level, with skyline views of London
- Combination of public, semi-public and private spaces
- Play and relaxation areas for residents
- Entertainment spaces for commercial occupiers
- Green and brown roofs for biodiversity on upper block roofs
- Cafes and bars to animate and enliven the space


Eversholt Street
Euston Road
Cardington Street
St James's Gardens

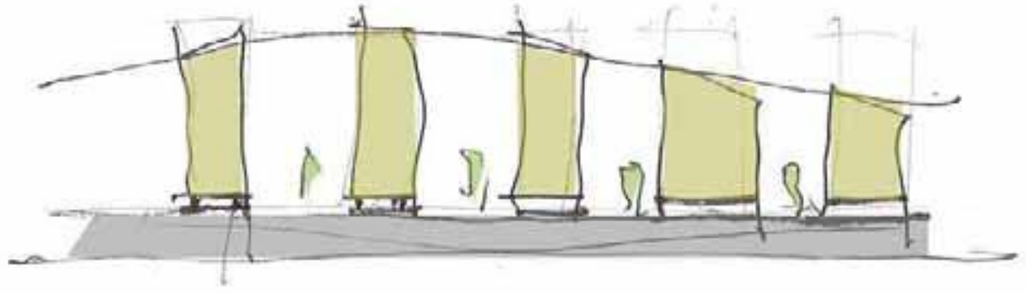
Robustness & Flexibility

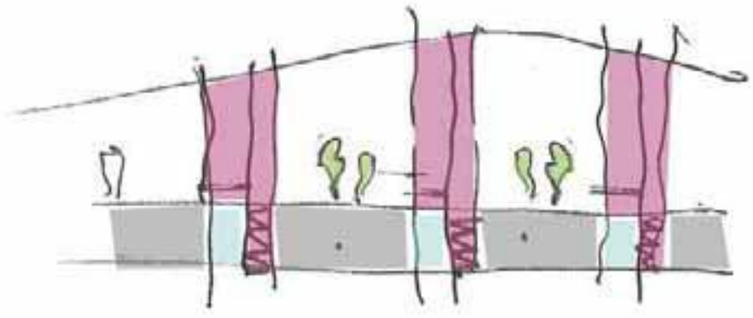
Places which can be used for many different purposes offer their users more choice than those places whose design limits them to single, fixed uses. This flexibility or robustness is a key factor in good placemaking, and is a recognised fixture of some of the best loved places in the world. It is also in the financial interests of building patrons, as it ensures that a development will withstand future trends and changes in taste that cannot be foreseen at the time of design.

The tendency to provide specialised spaces is most acute inside buildings, where spaces are often segregated for individual uses. This can often be due to the need to ensure individual activities can take place as efficiently as possible, but this can reduce the potential of the place as a whole. At Euston, the design has been careful to segregate uses where appropriate, for example, to allow people to exit and interchange as quickly as possible, but also to provide large functional spaces for gathering and shopping or relaxing. The key to the successful design of these spaces is to consider them more in the way that external spaces are designed.

Particularly in urban situations such as Euston, activities in the outdoor spaces are heavily influenced by the buildings that surround them, but the space itself is not compartmentalised. It is the very nature of these spaces that they are public, and therefore the activities themselves are the most important features. It is the activities that support each other and bring interest and vitality to the place. However, whilst robustness is equally important inside and out, achieving flexibility is more complex for buildings than for spaces. The detailed appearance of a building must be appropriate for all of the uses it contains. But how can the design be suitable for several uses at once? How can it be clear what it is at any given time? These are the fundamental problems that need to be addressed, and at Euston we have done this through consideration of the materials, scale and design language that is used on the different elements of the building.

On a smaller scale, robustness needs to be integrated into the design of individual spaces within the station development, and in many ways it is this element that is most important to the individual users. This is embodied in codes such as CABE's 'Building for Life' criteria, which are designed to address the changing needs of people over time, and set out to ensure that fundamental design elements such as access, block depth and height and structural design are carefully thought through at the earliest design stages in order that the flexibility to make changes later in the design or even many years in the future, is embodied in the scheme.





Street Frontages

One of the major issues with the existing Euston Station building is the lack of any activity along the two sides of the station, which in turn has made the streets onto which they face one-sided, leading to an imbalance of pedestrians and movement.

The public realm is the setting for the buildings, and in order to create a vibrant street scene, consideration has been given to providing activity along a building edge, and minimising the amount of frontage that does not interact with the public realm in some way. As well as generating activity it helps with safety and security by providing natural surveillance, which is better than relying on CCTV in reducing both crime and the fear of crime among those using the street.

Providing entrances also helps to enclose the public realm, and to define areas, reinforcing character and identity. From a building perspective, it is also better to have street addresses in order to sell or let commercial units in particular.

The challenge at Euston has been in considering how we can provide multiple access points and activate the frontages when there is often limited depth available, without impacting upon the platforms and operational requirements of the station itself.

We have proposed differing approaches along the two sides of the station. On Eversholt Street we are fortunate to have greater depth available within the station 'wall' to facilitate a series of entrances with vertical circulation cores, which has led to this side being developed as the commercial part of the scheme. We have also inserted a number of smaller retail units between the entrances, bringing further activity to the streets and creating units that will attract smaller, independent retailers in particular to complement the existing parade of predominantly independent stores on the opposite side of the street.

Combined with the relocation of north-south bus stops, and the possible future incorporation of the Cross River Tram, there will be a great deal of activity on the street, and a vibrant public realm should be an achievable ambition.

Along Melton Street the station concourse will be completely reconstructed, providing the opportunity to develop a new activated facade. While individual residential units will be accessed at roof level, there will be two primary residential entrance cores, one on Melton Street at the front of the station, the other at the rear on Cardington Street. When coupled with a number of new ground-level retail units and the provision of the kiss'n'drop facility, this part of the street will be very busy with people, particularly in the morning and evening rush hours and around lunchtime.

Along Cardington Street it is more difficult to activate the station facade, as there is a platform that abuts the flank wall of the train shed at this location. However, as this part of the road will be downgraded and form the queuing section of the relocated Taxi Rank, we are proposing to narrow the carriageway and widen the footway, allowing us to introduce shallow units along the outside of the station. A more likely design solution will be to look at integrating public art along the facade, removing some of the current opaque facade with transparent sections which would provide a glimpse of the platforms and trains beyond, providing visual interest within the streetscene.

We will also investigate utilising the structure to facilitate hanging a canopy over the footway to protect pedestrians queuing for taxis - anecdotal evidence suggests there is likely to be a queue for much of the day, which means it would not be a suitable location for excessive movement generation in any event. The northern end of Cardington Street will be the location for the second primary residential entrance and vertical circulation core.

Artists Impression of Eversholt Street, looking north

Transport

Interchange Principles

The overriding ambition for Euston is to create an efficient transport interchange, fit for the 21st Century. To achieve this we believe that the station must offer an unparalleled traveller experience, with ease of movement a priority. Facilities must be world-class, offering a range of options for eating, drinking and shopping for those in transit and for the wider local community. A modern station is as much a community resource as it is a commuter gateway.

At the outset of this project we have sought to establish a series of principles for the interchange that could be used as a test against which we compare the various iterations of the station design (establishing a baseline around which we could operate). Following our meeting with Transport for London (TfL), this was further refined to ensure that any emerging proposals would meet the majority of TfL requirements. At the time of carrying out our masterplanning studies, TfL were conducting a comprehensive study of the interchange movements at Euston, and when the results are known it may be that alterations to our proposals are required to meet actual demands. Until such time, our ideas and suggestions are based upon observation (both casual and formal) and the experiences of many of the design team who pass through the station every day.

The key principle was that interchange must be improved at the new station for all travellers, irrespective of which modes of transport they are using. This improvement could be achieved in a number of ways - shortening the time it takes to move between transport modes, improving the environment that people move around in when transferring, or by bringing additional modes to the site, increasing choices and improving accessibility. It was agreed that all of these improvements in all areas would not be possible, and that fair trade-offs could be made – for example, adding one minute to a transfer time, but improving the environment within which that transfer is achieved, may be an acceptable compromise.

As the major interchange at Euston is between trains and tubes/buses, with a secondary interchange between buses, this is the area we focused on in making the improvements. The walking distances from platform ends to all of the main transport modes – tube, taxi, bus and bicycles are well within the 400m target distance.

The area where there will be increased transfer time is between east-west and north-south buses, which will be disaggregated to the front and side of the station, rather than converging in the bus station as they do currently.

However, our estimations are that this will add a maximum of 2 minutes to interchange time, and the route will be across the new Euston Square, which will be a level, clutter free space where ease of movement is the priority. In light of this enhancement to the environmental quality it was felt that the small increase in actual transfer time would be acceptable.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Archway Station
Metroline
LX04 NHE

Trains

Although Euston is much more than just a railway station, the railway operation is still its primary function. At present the station, which is managed directly by National Rail, has a total of 18 platforms and has 52 million visitors a year. The station supports local and national stations with a range of services. It is the London terminus for Virgin Train's West Coast mainline services, and is the London home to the First Scotrail Caledonian Sleeper Service. It also supports regional services to the home counties and east and west Midlands operated by London Midland, and local services serving all stations to Watford Junction, operated by London Overground on behalf of Transport for London.

The need to increase capacity at major stations was highlighted in a Government White Paper 'Delivering a Sustainable Railway'. The White Paper looks at the potential future challenges for the railway over a 30-year horizon. Euston has been identified as one of the key stations at which capacity must be increased in order to meet future demand requirements - along with Kings Cross and St Pancras Stations, this section of the Euston Road is set to become potentially the biggest rail gateway in the World.

Capacity increases can be achieved in a number of ways, for example by increasing the frequency of trains, by increasing the length of trains, or by increasing the number of platforms at major termini. Increases in capacity at Euston are likely to be met predominantly by upgrading signals and re-configuring the platform arrangements and it is understood that Network Rail has a proposal to increase the number of platforms from 18 to 21, as well as extending the length of platforms. Our proposed scheme makes provision for these proposals and the suggested over-site development will not compromise the ability to add this additional service provision.

The passenger ambience within the existing station is compromised by the relative lack of circulation space within the concourse. The arrival and departure walking patterns often conflict with each other and with passengers waiting on the wider concourse for information from the departure board. This is exacerbated by poorly positioned retail units further constricting the main concourse.

Our proposal will separate out the arrival and departure pedestrian routes, making them simpler, whilst still encouraging visitors to dwell at the retail and food and beverage units. The proposal will also provide an uncluttered concourse for visitors to await information on departures and arrivals.

This 'airport' style arrangement is particularly suited to a station such as Euston, where the dwell time of people waiting for trains averages 18 minutes - the highest of the mainline London termini. By directing passengers up to the upper floor, they will be able to have an area in which to wait that does not clash with those trying to leave the station. It will also allow people departing the trains to reach their destinations, whether it be Tube, bus, taxi or Euston Square, to have a quick and easy route out of the station, un-incumbered by those shopping or queuing at food and drink outlets. There will be a provision of these services at both levels for those who wish to use them, but the busiest outlets will be at the upper level, and this is where people will be encouraged to dwell.


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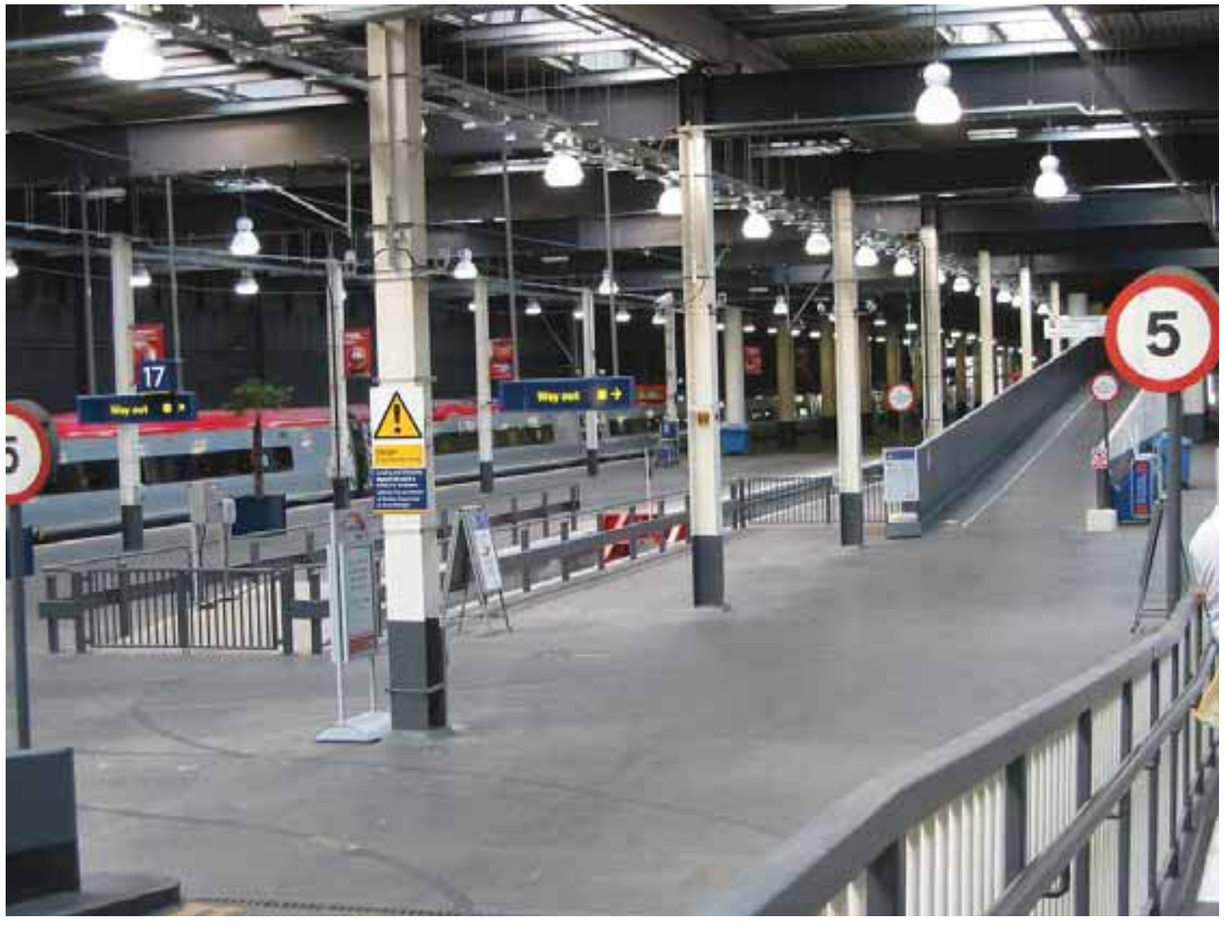
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Aberdeen
SCOTLAND
Glasgow
Edinburgh
Newcastle
Carlisle
N.IRELAND
NORTH SEA
IRISH SEA
York
Liverpool
Manchester
Sheffield
IRELAND
Crewe
Derby
Birmingham
WALES
Peterborough
Coventry
ENGLAND
Felixstowe
London
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Ashford
To Paris and Brussels
Scale
Kilometres
0 40 80 120
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BRISTOL CHANNEL
FRANCE

London Underground

Euston Underground station is one of the key elements to the transport interchange at Euston. The majority of people arrive and depart from the station by Tube or bus, and this has a massive impact upon how the station functions. In particular, the lack of a dedicated entrance to the Underground from outside the mainline station means that when the station needs to close for any reason, such as overcrowding, security or network closures, the underground station must also close.

The station serves the Victoria and Northern Lines (both City and Charing Cross branches) but is the only major termini on the north side of the River Thames without an interchange with the Circle Line, which links all of the other major termini at Liverpool Street, Kings Cross St Pancras, and Paddington. The nearest Circle Line station is at Euston Square Station, which is approximately 350m further along Euston Road.

The Stakeholder Consultation Report also highlights a desire from cycling groups to have greater provision for interchange with the Tube at Euston, as it is an accessible site by road, and demand for secure cycle storage could be met, at least in part, as an element of the redevelopment of the station.

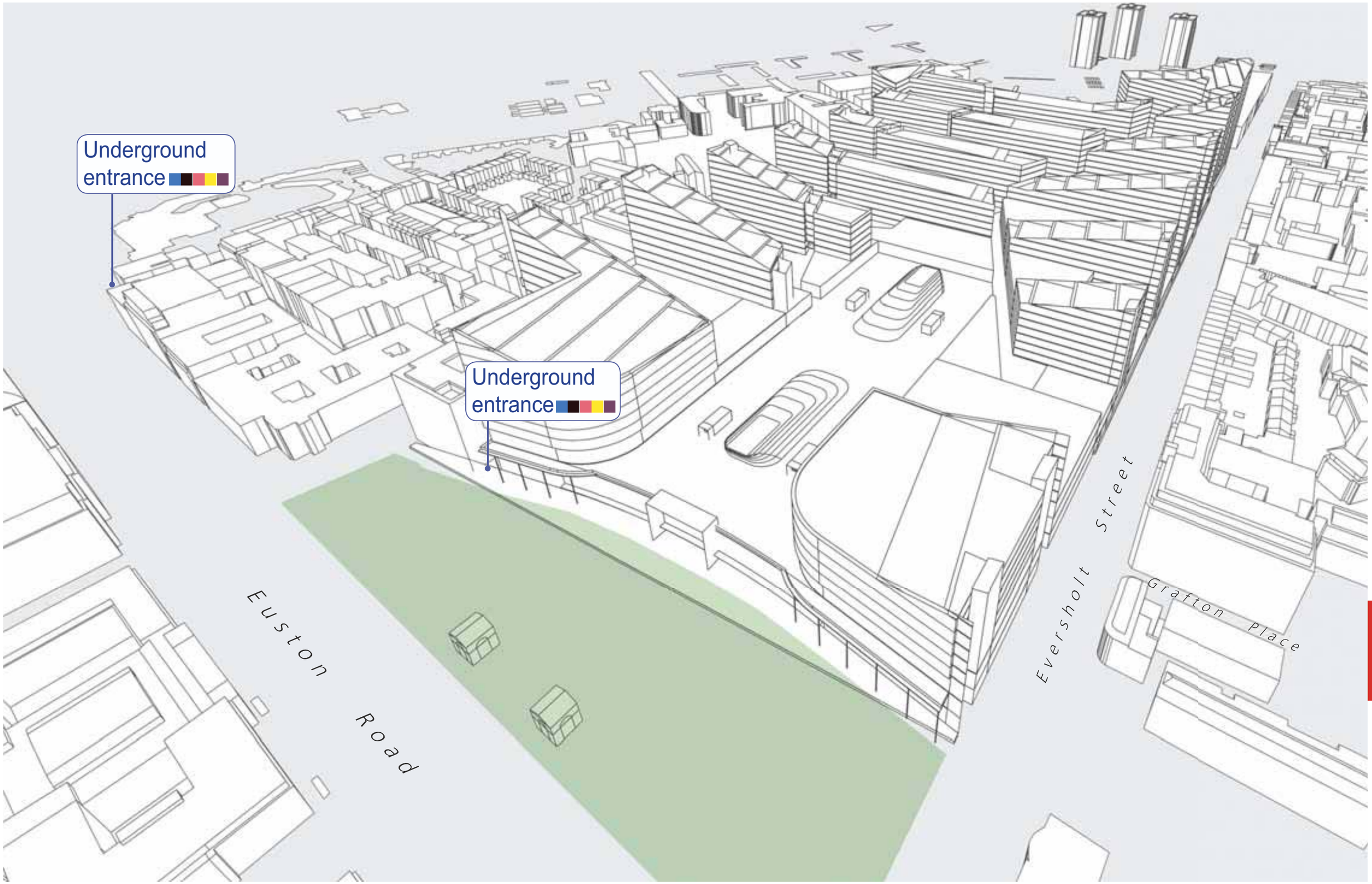
We suggest three key proposals for the Underground at Euston in the Vision Masterplan. The first of these is a new external entrance, located adjacent to Grant Thornton House, and facing onto the revamped Euston Square. This will address the need to have an independent means of access that can be used in the event of closing the main station. This is not intended to become the primary entrance to the station, but would become one of many entrances to the new Euston Underground station complex, as part of the second part of the proposals - an underground link between Euston and Euston Square stations.

This idea originated in a document issued by Network Rail in 2005, and has been investigated as the platforms at Euston Square station run away from the current entrance towards Euston Station, and a link to the eastern end of the platforms would be relatively short and therefore viable to construct. This would reduce the pedestrian flow along the stretch of Euston Road between the two stations, and provide a dry and more comfortable link. It would also place Euston directly on the Circle Line for the first time.

The third proposal is the opening up of the existing ticket hall by expanding into the areas currently used by the taxi rank and car park. This would enable the addition of retail units and enhanced facilities / control room for the tube itself. The proposed space will be open all the way up through the station, enabling views from the Euston Roof Gardens down to the underground ticket hall four storeys below!

The space created will make great improvements to circulation and provide the opportunity to realign the escalators to a north-south alignment that matches the pedestrian desire line, rather than the east-west alignment on which they currently sit. This will improve journey times and flow through the station.

All these proposals will need to be considered in more detail with London Underground to ensure that they meet future growth forecasts.


Underground entrance
Underground entrance
Euston Road
Eversholt Street
Grafton Place

Buses & Coaches

Along with a busy train station, Euston also houses one of the busiest bus stations in London. A total of twelve day and eight night bus routes serve the station. The bus facilities are located between Euston Square Gardens and the existing podium building. There is a total of five stops within the station. Access points are located on Euston Road and Eversholt Street. In addition, there is an on-street bus / coach stop on Melton Street for private coach drop-off / pick-up, and for the use of Rail Replacement Bus services. There is also a stop on Euston Road, serving as a put-down only for the number 18 bus, which terminates at Euston, and a stop for the 'Original London Sightseeing Bus'. It is also used when the main bus station has to be closed for any reason.

The bus station itself is both a physical obstacle and visual detraction in its current configuration. The War Memorial, one of the listed historic elements of the original station, forms a small roundabout within the station, and extensive pedestrian guardrail is used around the bus stands, blocking pedestrian desire lines across the space. The bus station layout is also complicated, and relies upon signalised junctions to control access. The introduction of 'bendy buses' to routes serving Euston has made bus movements even more difficult within the station, and in turn, the need for buses travelling east-west along Euston Road to enter and then exit the station increases journey time considerably.

Our design work considered options for the bus station in some detail – considering three scenarios: Reconfiguration of the existing facility; creation of a new, underground bus station; or replacement of the bus station with a series of on-street bus stops. The underground bus station was quickly ruled out for a number of reasons – it would be very costly to construct, would be technically challenging to fit around the existing below ground infrastructure, and would bring little or no benefits in terms of passenger experience, accessibility or journey time. Reconfiguring the existing facility could deliver improvements in the passenger environment and also bring some improvements to journey times. However, it would potentially need to be increased in size and would dominate the area in front of the station even more than at present, and while its new design could be less problematic that the current scheme, it would be far from ideal.

The preferred option would be to develop a series of on-street bus stops in combination along Euston Road (for east-west services) and Eversholt Street (for north-south services). Both roads have sufficient width to allow for the construction of off-road stops – in effect a linear bus station, parallel to the road. We carefully looked at each of the existing routes to see how they would fit into this new arrangement, and suggested route maps are shown over the next few pages. This arrangement would bring massive benefits in pedestrian and passenger experience, although there would be a slightly longer walk for those changing between north-south and east-west buses. Journey times would be significantly improved.

The Rail Replacement Bus Service option would be retained on Melton Street, along with the private coach stop and Kiss n Drop facility. The Original Sightseeing Tour Bus would still use the stop on Euston Road. The possible future requirement for provision of tram services on Eversholt Street could be integrated with the bus facility.

This layout would not only remove a large visual and physical obstacle from Euston Square, but would also help to animate the currently dead frontage along Eversholt Street. This layout is already in use at Kings Cross Station, and is a common approach to bus-train interchange design

Linear bus station for north-south routes.

Linear bus laybys for east-west routes.

Euston Road

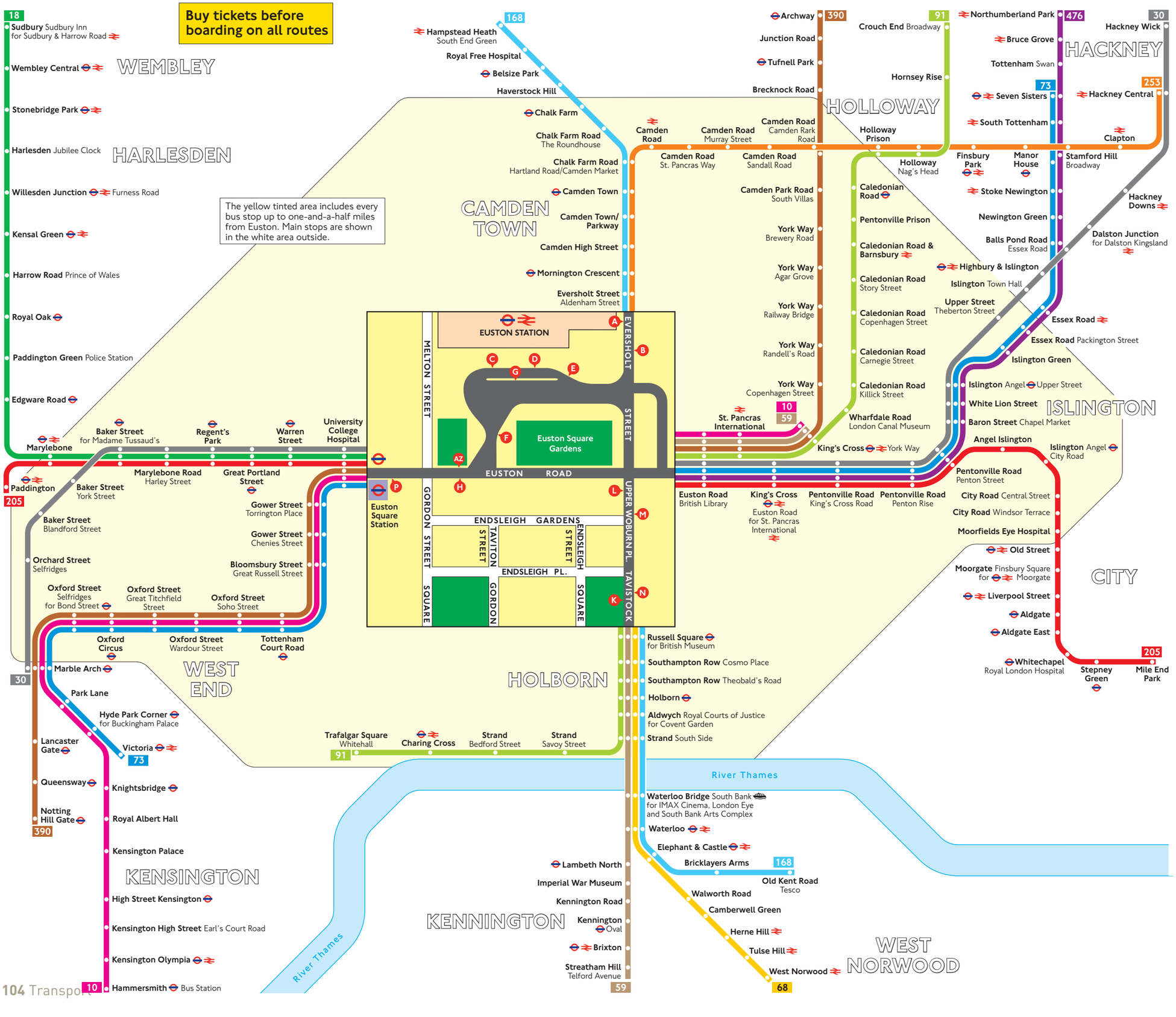
Hampstead Road

Grafton Place

Existing Daytime Bus Services

Buy tickets before boarding on all routes

The yellow tinted area includes every bus stop up to one-and-a-half miles from Euston. Main stops are shown in the white area outside.



Key

- Connections with Underground
- Connections with National Rail
- Connections with river boats
- ▼ Daily except Monday to Friday peak hours

Red discs show the bus stop you need for your chosen bus service. The disc ● appears on the top of the bus stop in the street (see map of town centre in centre of diagram).

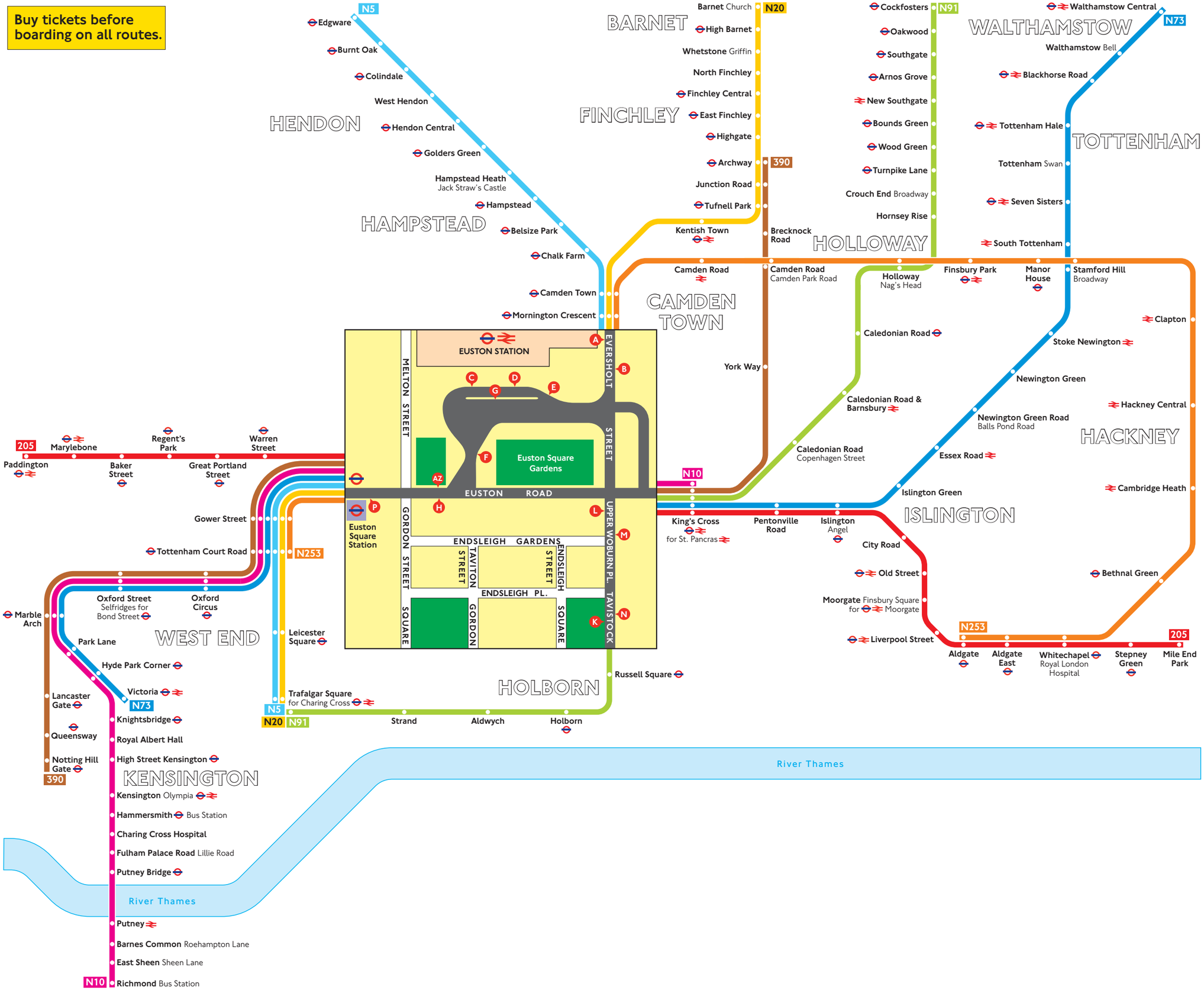
Route finder

Day buses including 24-hour routes

Bus route		Towards	Bus stops
10		Hammersmith	H P
		King's Cross	C
18		Sudbury	F H P
30		Hackney Wick	D
		Marble Arch	H P
59		King's Cross	C K L
		Streatham Hill	E M N
68		West Norwood	E M N
73		Seven Sisters ▼	D
		Stoke Newington	D
		Victoria	H P
91		Crouch End	C K L
		Trafalgar Square	E M N
168		Hampstead Heath	A K L
		Old Kent Road	B M N
205	24 hour service	Mile End Park	D
		Paddington	H P
253		Hackney	A G
390	24 hour service	Archway	C
		Notting Hill Gate	H P
476		Northumberland Park	D

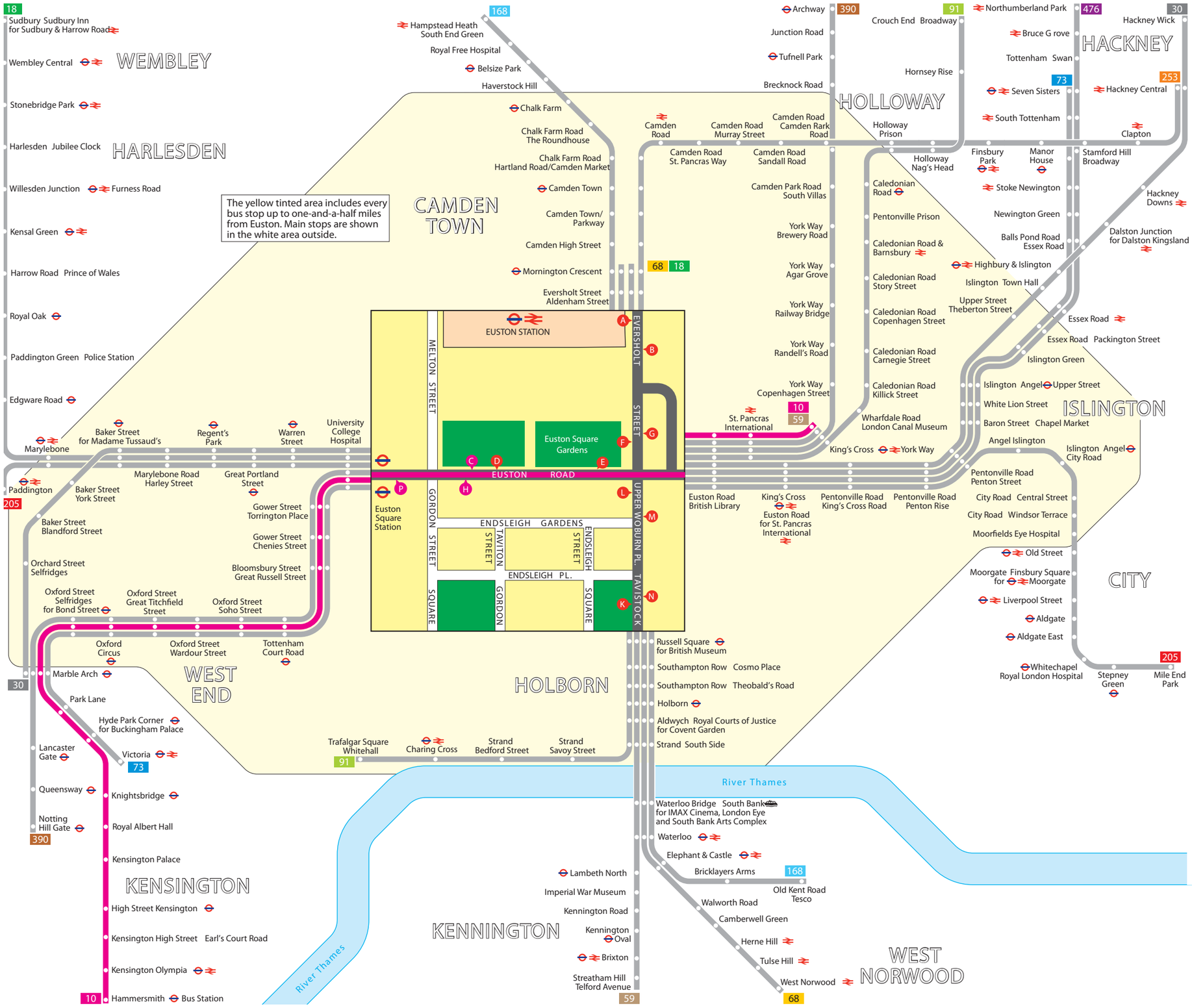
Existing Night Bus Services

Buy tickets before boarding on all routes.

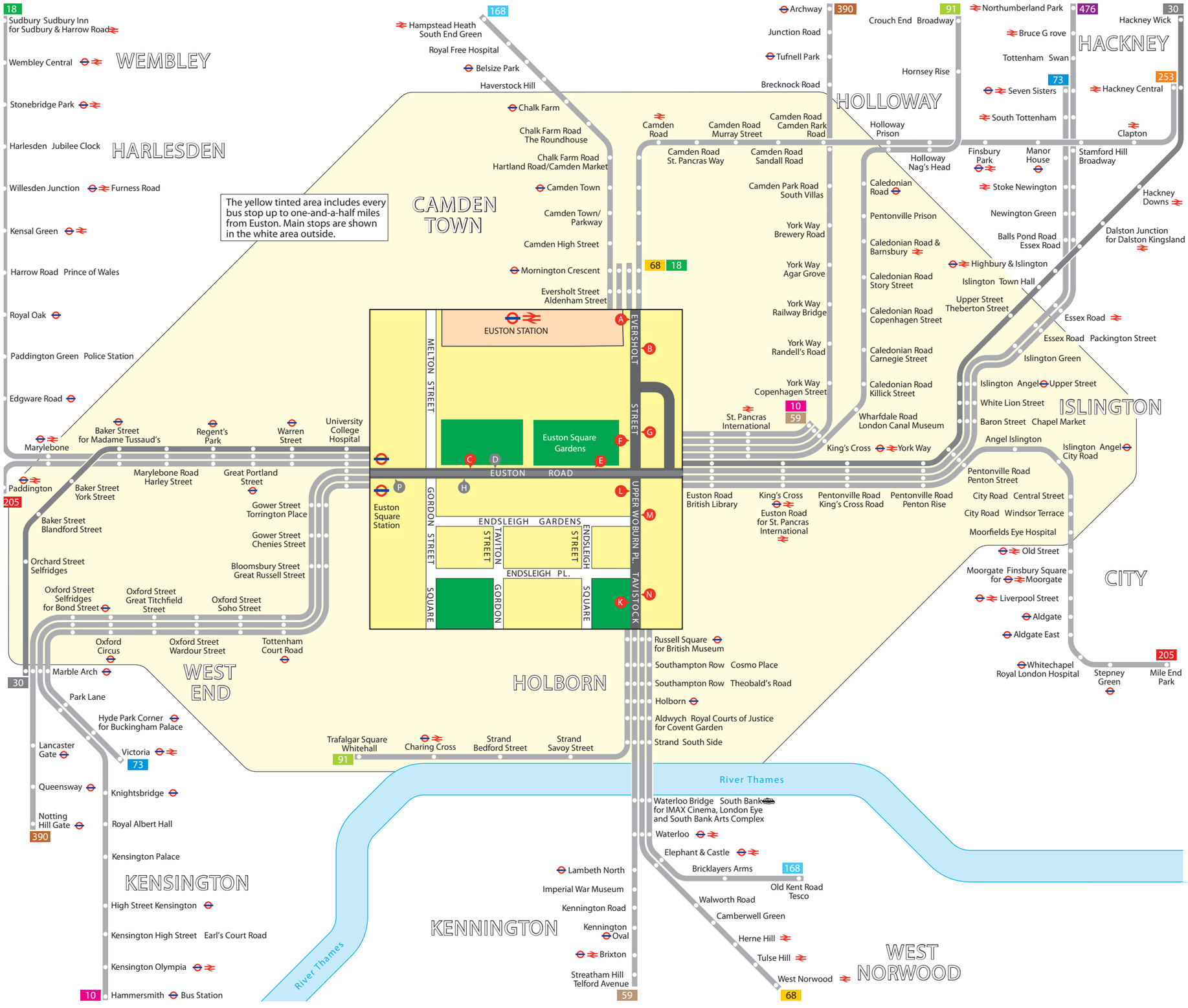


10

Proposed Bus Stop Configuration

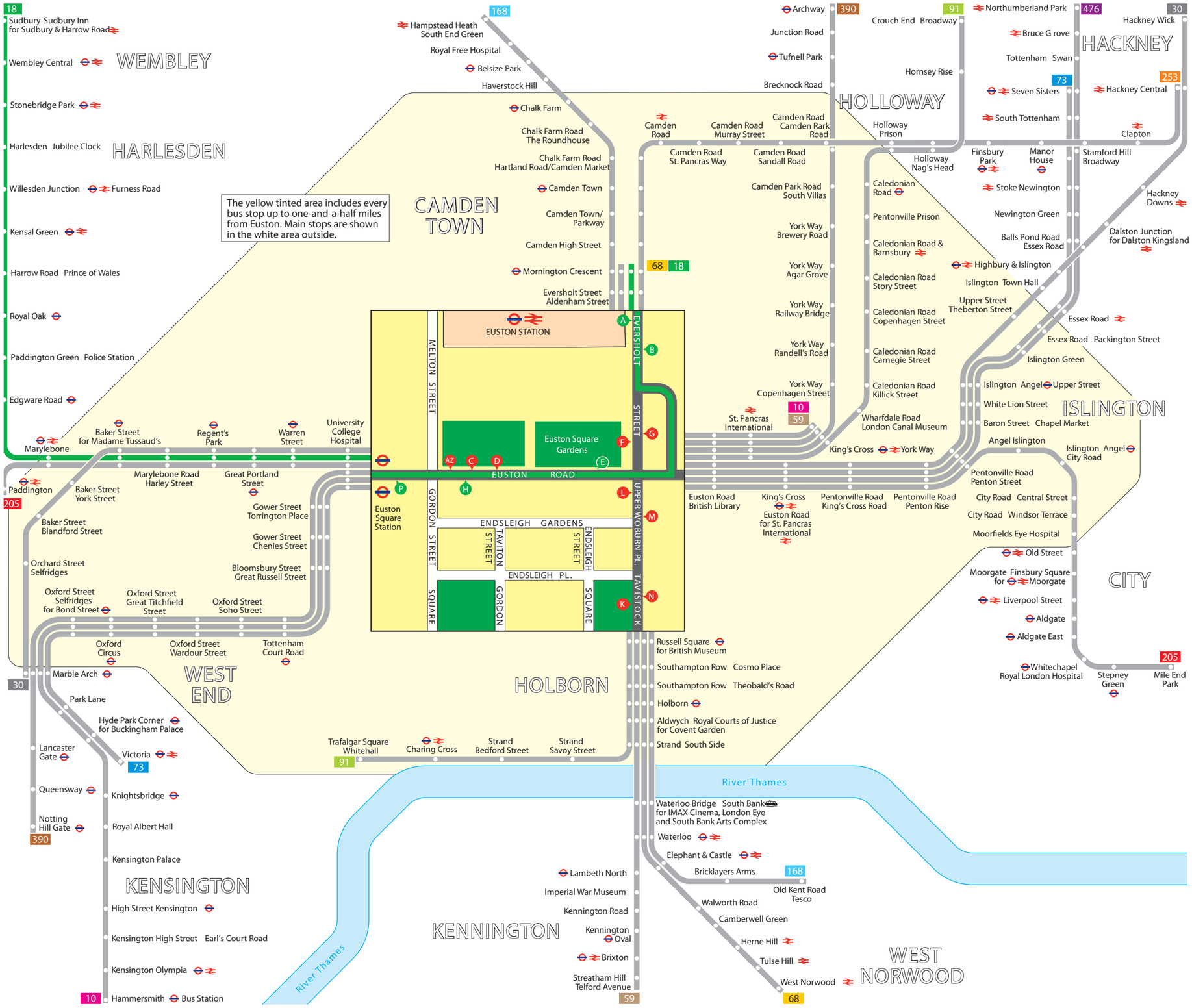


Proposed Bus Stop Configuration



18

Proposed Bus Stop Configuration



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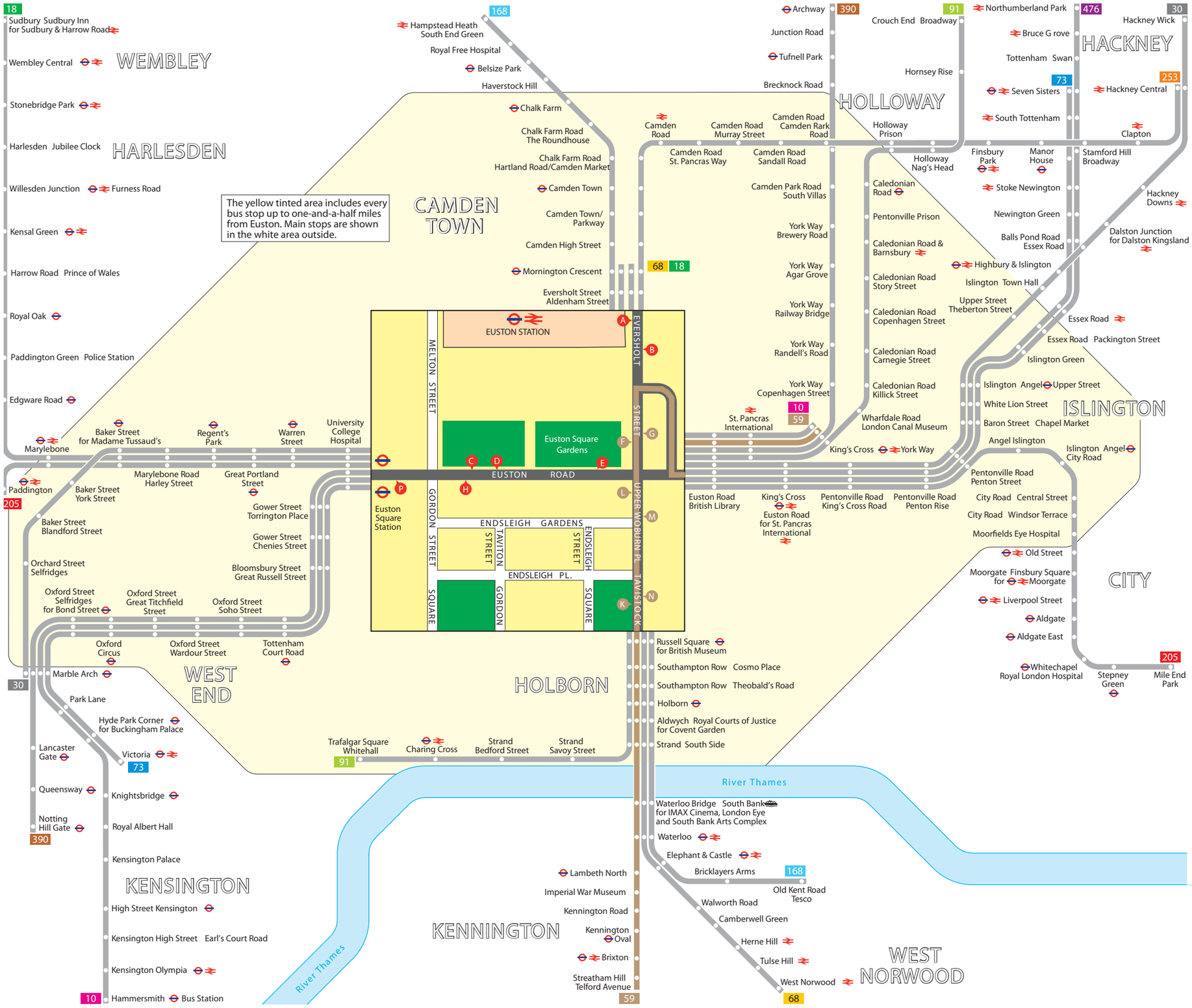
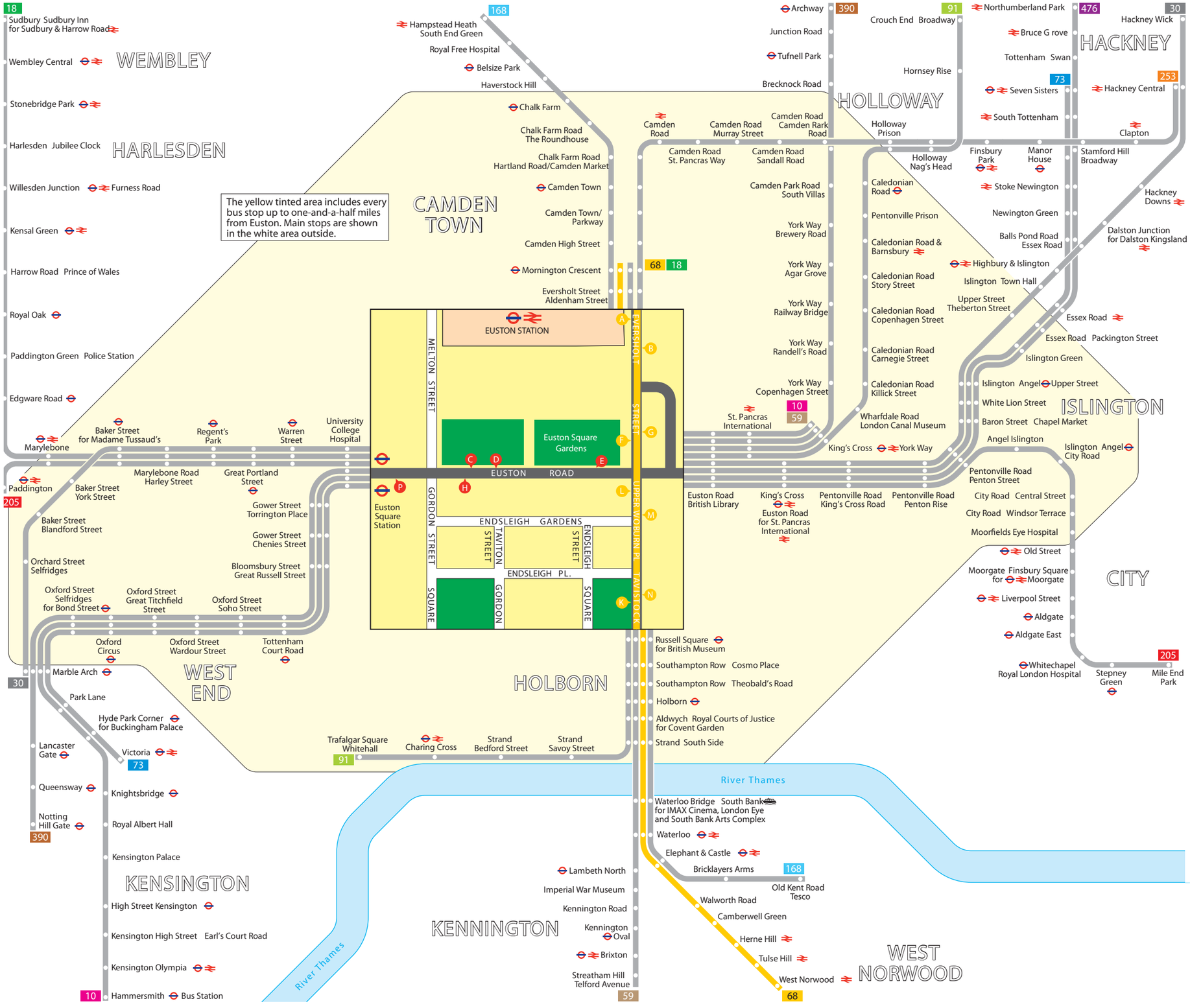
Proposed Bus Stop Configuration



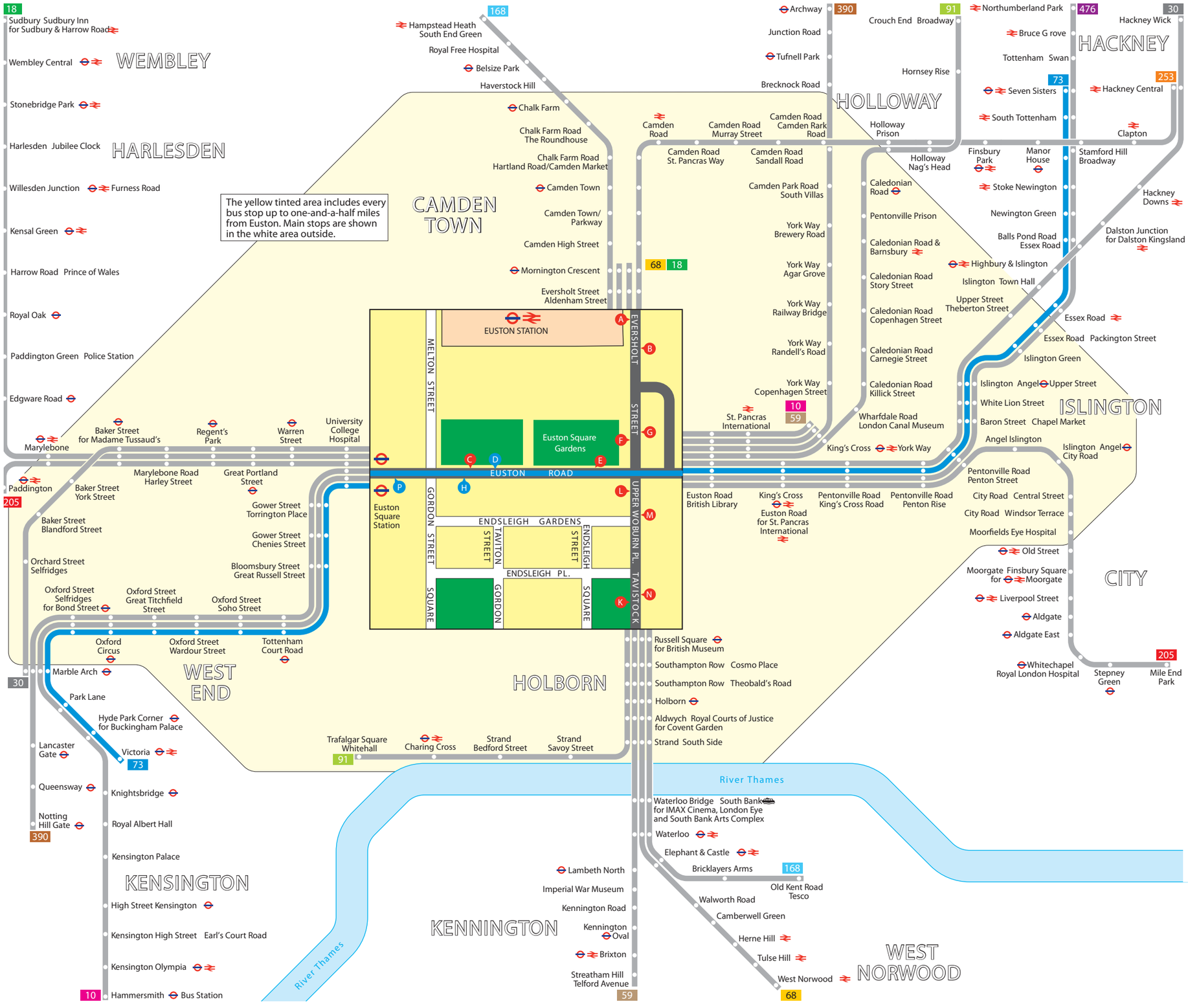
68

Proposed Bus Stop Configuration



73

Proposed Bus Stop Configuration



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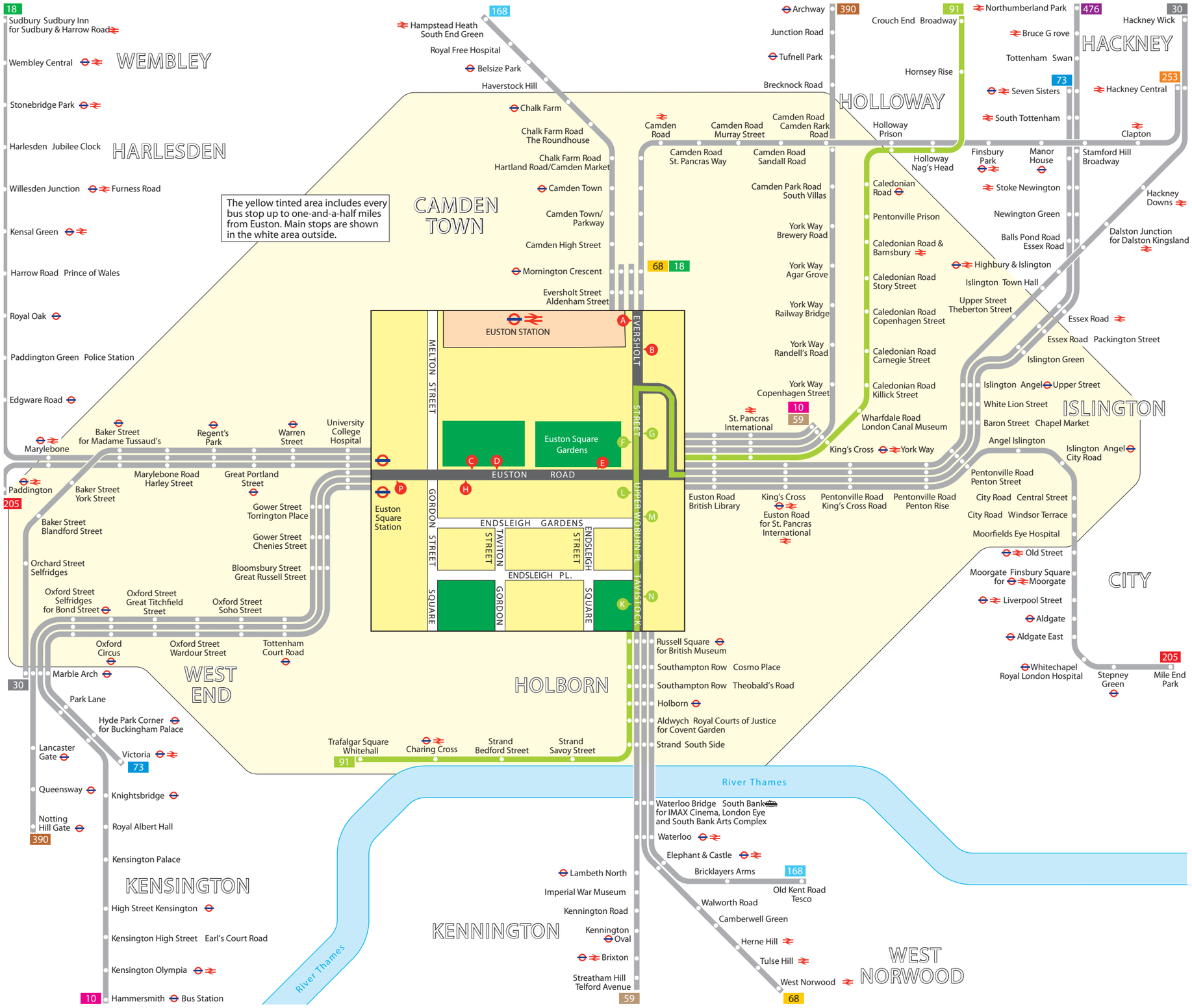
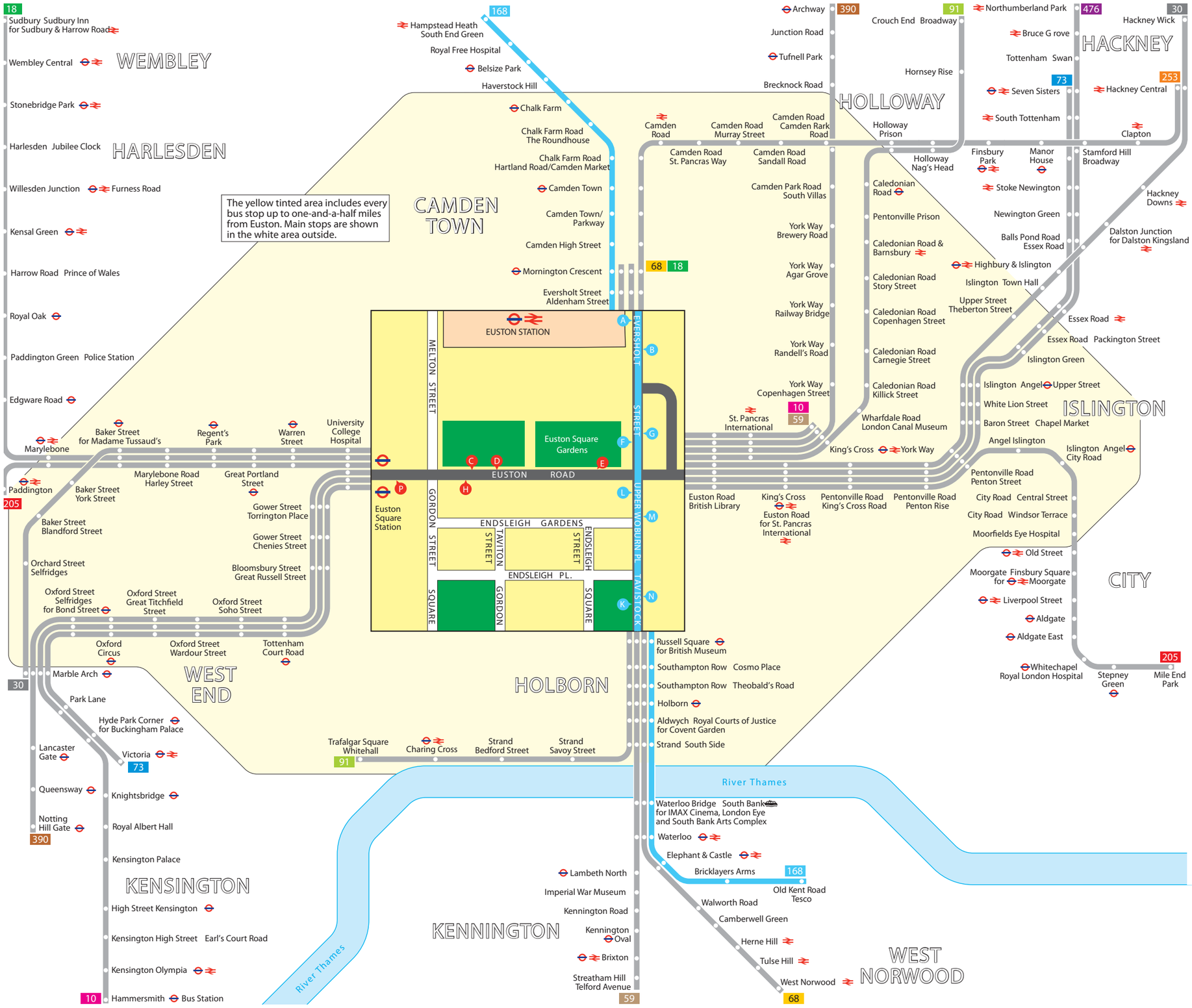
Proposed Bus Stop Configuration



168

Proposed Bus Stop Configuration



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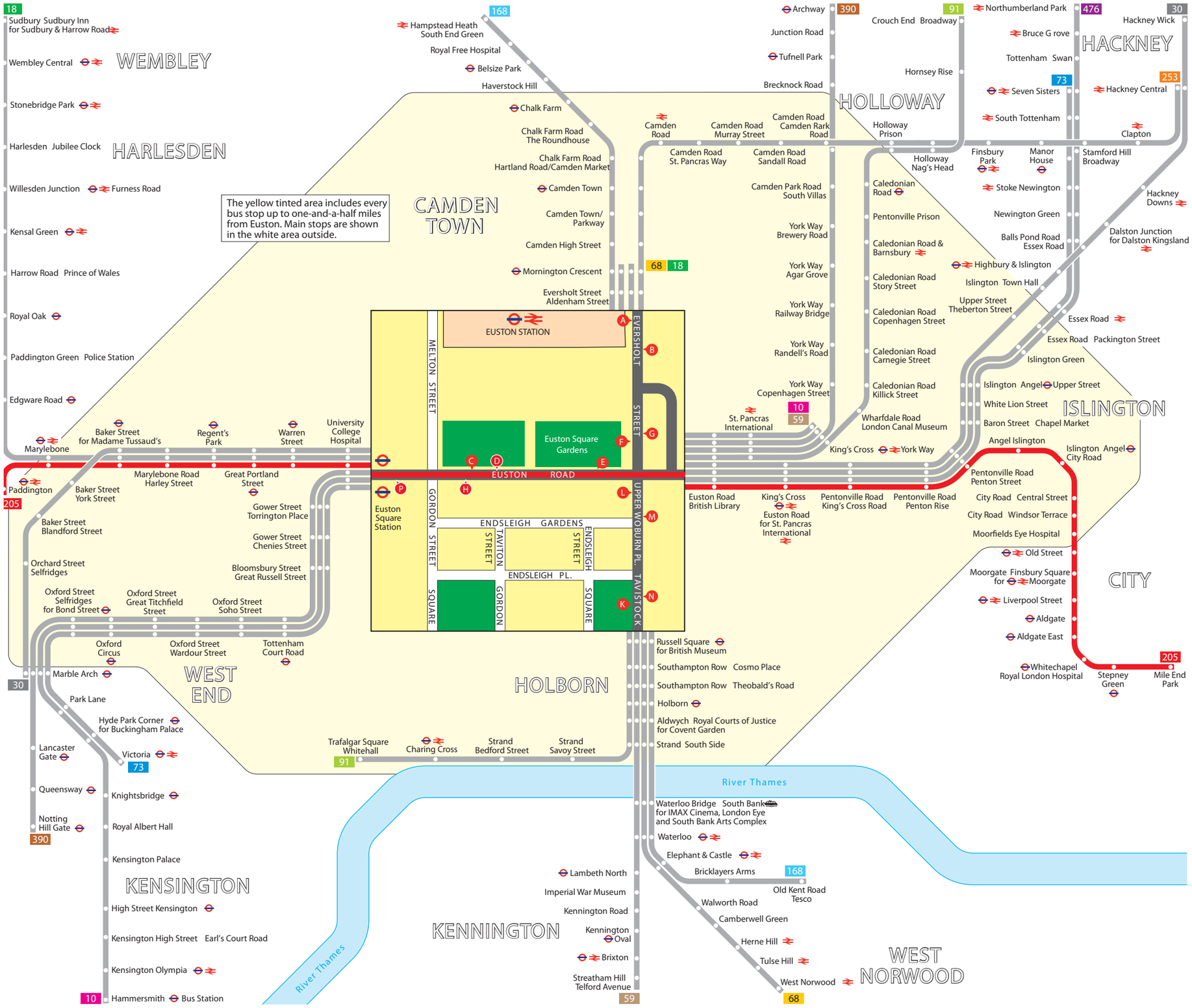
Proposed Bus Stop Configuration



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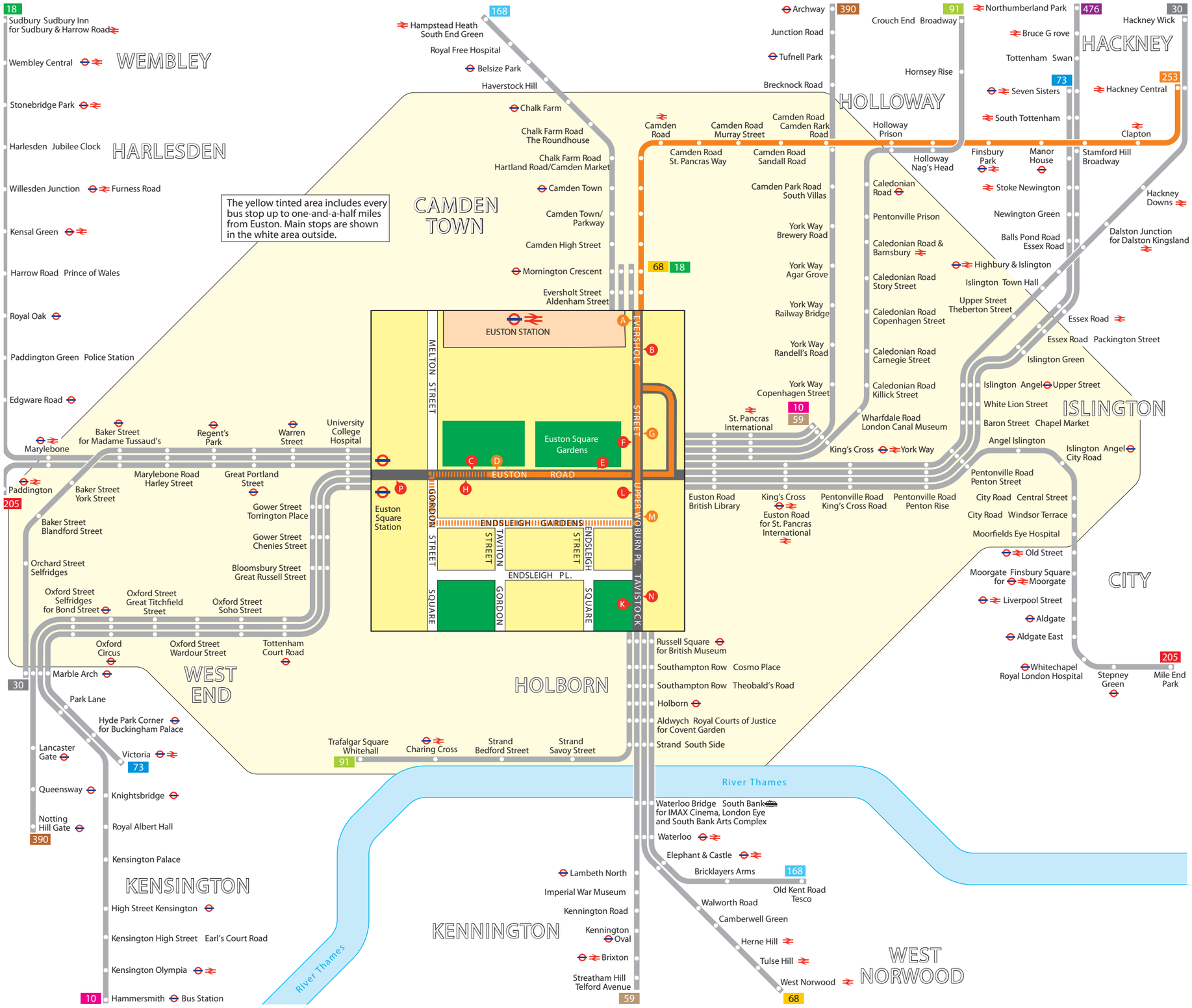
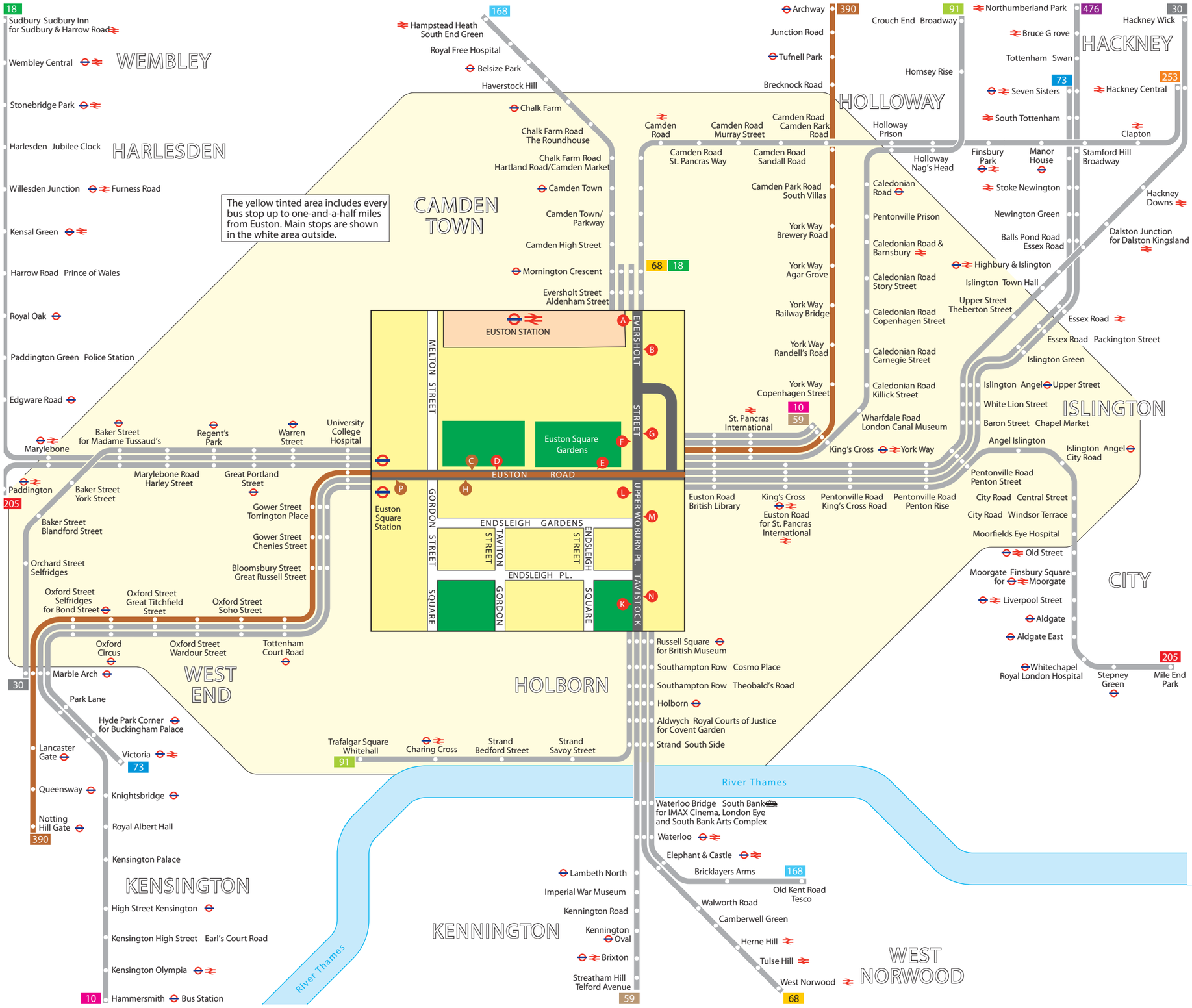
Proposed Bus Stop Configuration



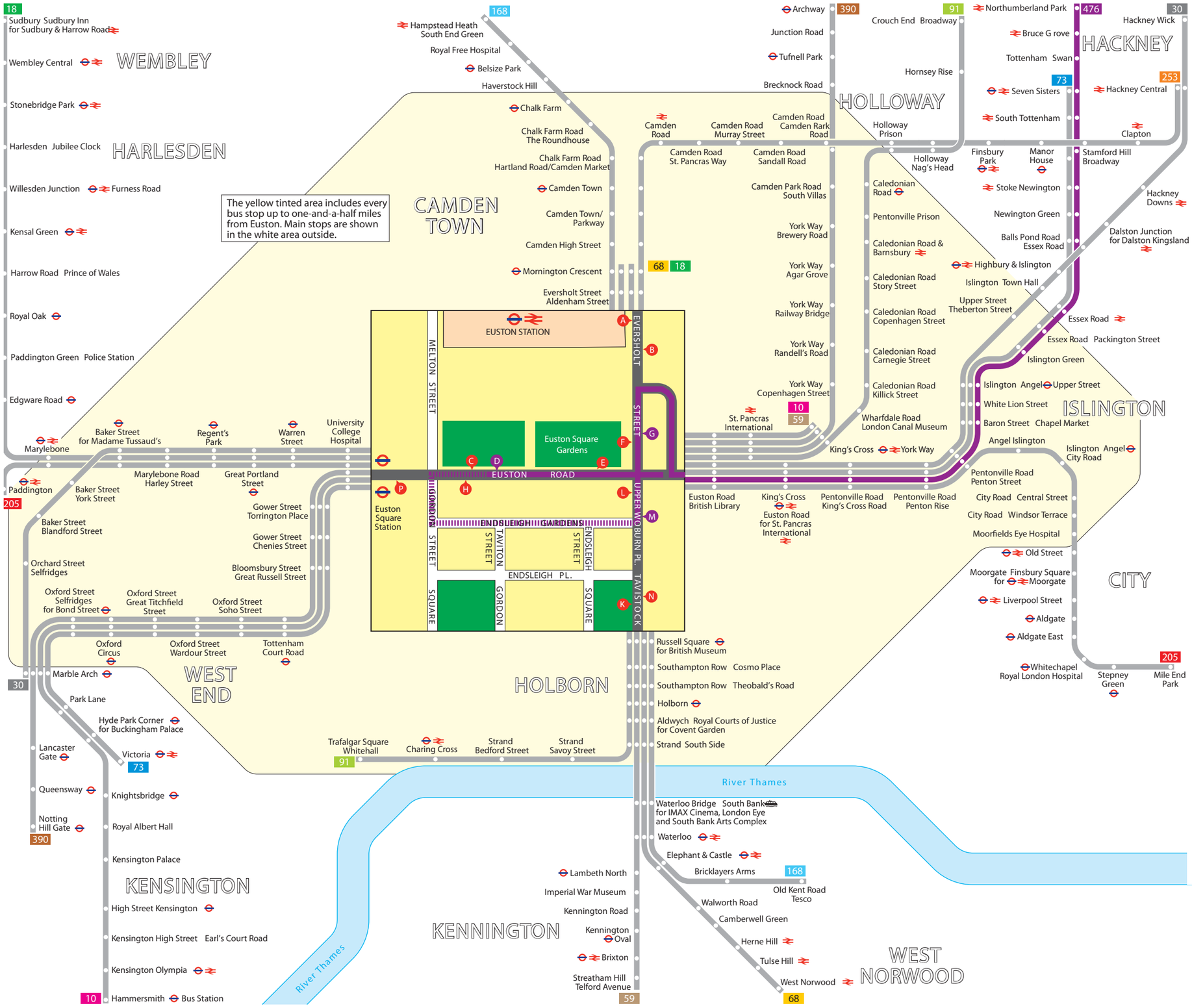
390

Proposed Bus Stop Configuration



476

Proposed Bus Stop Configuration



Cycling

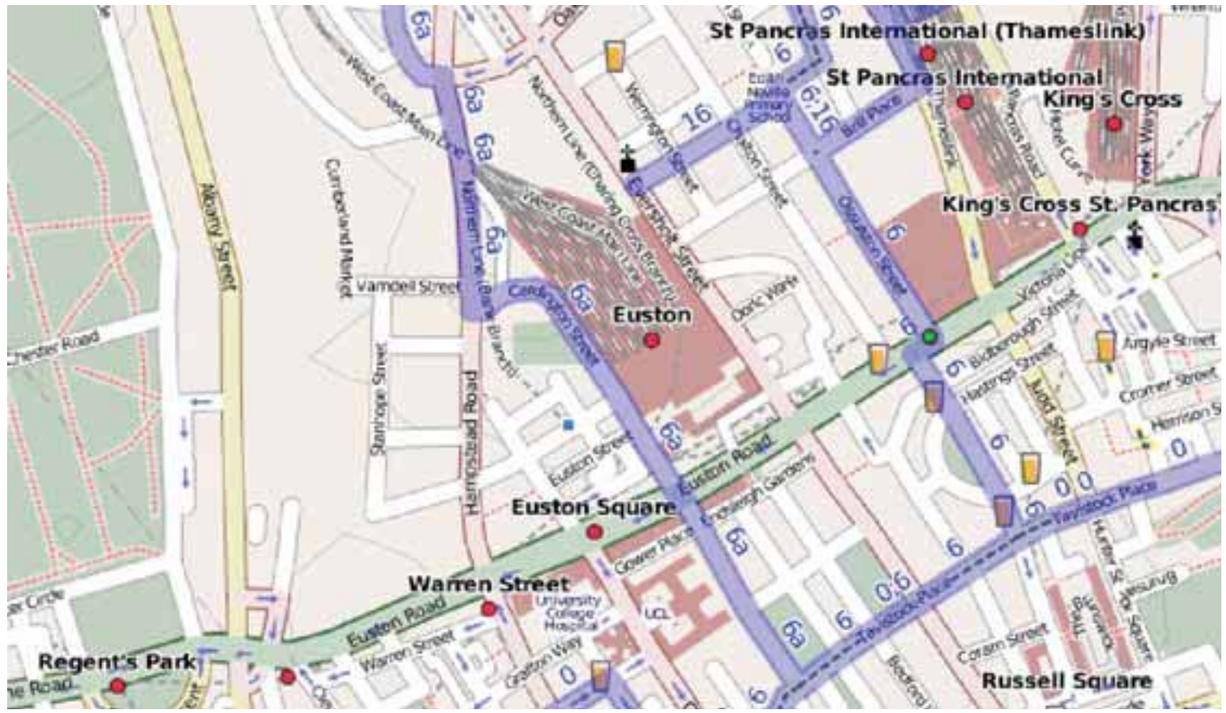
As well as being a busy route for motor vehicles, Euston Road is major cycling corridor. Although it is an inhospitable environment there is still demand for cycle facilities at key destinations along the road. The current station provides parking for a large number of cycles in the western colonnade, but casual observation has shown these to be inadequate, as they are normally all in use, with additional cycles secured to railings and posts in the vicinity. The Stakeholder Consultation Report consulted with local cycling groups, and the major issues they raised were the need to increase cycle parking provision, and to ensure that cycle lanes were included in the redevelopment proposals.

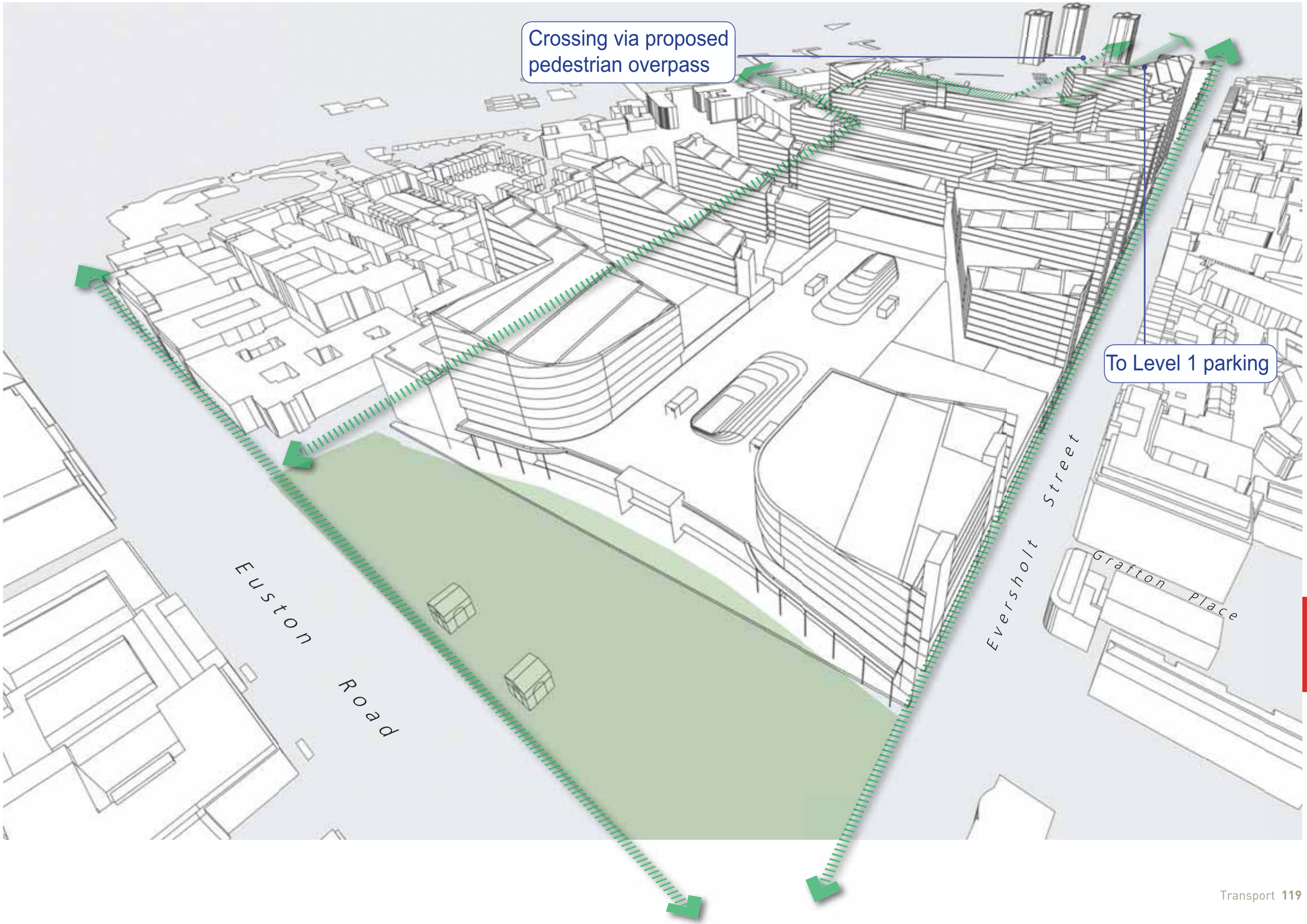
The masterplan area is traversed by London Cycle Network (LCN) Route 6a: Highgate - Camden Town - Tottenham Ct Rd - Parliament Square – Streatham which runs up Melton Street and Cardington Street from Euston Road to Hampstead Road (Note : This route hasn't yet been given an official number. Westminster and Camden Councils have decided to call it 6a but this number is not permitted on signage). This route has been incorporated into our proposals, and the proposed new pedestrian/ cycle bridge to the rear of the station will provide an opportunity for LCN Route 6a to link to LCN Route 16 (Camden to Victoria Park). Route 16 is a key link as once at Victoria Park it is possible to join the Greenway, which will link to the Olympic Park and proposed Thames Gateway Bridge at Beckton.

Our proposals include new areas of secure bicycle parking as part of the two floors of parking provided over the tracks to the rear of the station, in addition to a number of outside spaces adjacent to the station in Euston Square. It is hoped this combination will encourage people to cycle when making short local trips to the station facilities or when catching trains. There is also the possibility of further cycle parking linked to the underground station which would provide a valuable resource for daily commuters – TfL is actively looking for locations for new secure cycle locker facilities.

Excerpt from LCN Map

(courtesy of www.gravitystorm.co.uk)




Crossing via proposed pedestrian overpass
To Level 1 parking
Euston Road
Eversholt Street
Grafton Place

Walking

Thousands of people pass through the study area on foot each day. The majority of these are going to or from the mainline station, but many are going to catch a bus or tube, and some are just going to use the shops and facilities at the station. Our observations have shown that peak flows are located on the routes across the front of the station and on the diagonal routes from the corners of Euston Square Gardens to the main station entrance.

Many of those walking around the station precinct are carrying heavy bags or pulling suitcases and their ability to move freely around the space is severely hampered by the clutter, obstacles and numerous level changes they are forced to navigate in getting to the station. Access for those with mobility difficulties is particularly poor, with limited access to the station and no access to the Tube (Improvements are currently underway to provide lift access to the Underground).

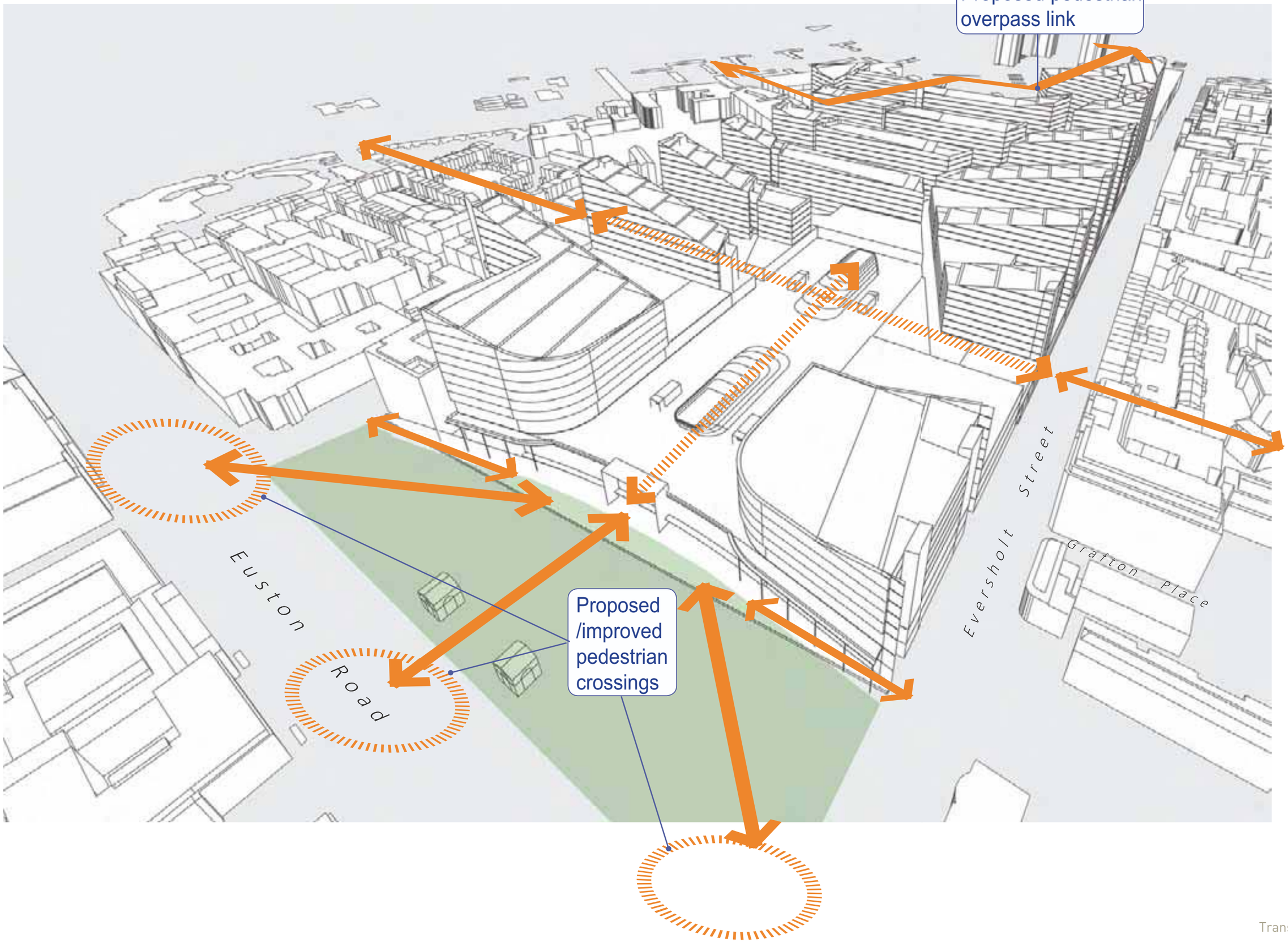
The ability to move diagonally through Euston Square itself is also blocked by the bus station, and the many metres of guardrail that surround it. Pathways are often congested with people waiting for buses, and the very nature of the existing environment discourages pedestrians from using the area as a whole.

Permeability in the wider study area is hampered by the station itself, which prevents east-west movement, and creates areas to the rear of the station on both Eversholt Street and Cardington Street where people are not happy to walk due to concerns over personal safety. This is brought about by the lack of active and passive surveillance in these areas - a direct consequence of the dead station facades. The proposed relocation of bus station facilities and the taxi rank will create greater activity along both of these streets, making them more attractive to pedestrians. Care will need to be taken to ensure footway widths are sufficient to meet the needs of pedestrians as well as those queuing or waiting for buses, taxis or potentially trams.

The design of both the station facilities and the wider Vision Masterplan public spaces has been based upon making movement as easy as possible, and keeping the primary desire lines clear, level and obstruction free. The concourse has been designed to flow between the indoor and outdoor areas and integrate fully with the new Euston Square Gardens. Similar principles have been adopted in the other public spaces - these are explained in more detail in Chapter 7.

It is hoped that the Vision Masterplan will promote walking as the primary means of movement for all those in and around the Euston area. Holistic improvements to the public realm will encourage those residents in the surrounding communities to walk to Euston to make use of the services and facilities that are provided there. These improvements will include new and improved crossing points on the most popular pedestrian routes and at key road junctions. A new combined foot/cycle bridge will further enhance the connectivity between the communities segregated by the railway to the rear of the station.

All of the proposals have been designed in consultation with Intelligent Space, the pedestrian movement specialists. While extensive pedestrian modelling has not been undertaken, we would recommend this as the next stage of the development of a pedestrian focussed masterplan. The Transport for London interchange study will also look at pedestrian movement in more detail, particularly between the various transport modes.


Proposed pedestrian overpass link
Proposed /improved pedestrian crossings
Euston Road
Eversholt Street
Grafton Place

Taxis

Part of the original design ethos for the 1960s Euston Station redevelopment was that pedestrians and vehicles should be segregated into their own precincts - people above ground, vehicles below in order to create a high quality environment for those travelling and passing through the station. They further refined this by segregating the various vehicles - taxis, private cars and delivery vehicles.

Taxis enter the station from the west side and after setting down their passengers at basement level can either proceed to the taxi rank to collect outgoing passengers or leave the station by a direct route. This system was considered to be innovative when implemented in the 1960s but the massive demand that is now placed on taxi services at the station has meant that it is no longer able to meet the needs and demands of passengers.

The Stakeholder Consultation Report included a large number of comments on the taxi rank, from a range of sources. The overall view was that the current facility was totally inadequate, and specific problems included poor air quality preventing the use of marshalls; lack of lift access to taxis for those with disabilities or heavy baggage; lack of queuing spaces; lack of drop-off points; and people leaving baggage at the top of stairs to take them down one at a time resulting in security alerts.

The existing system provides spaces for thirty five taxis, but to meet current demand, this needs to be increased to sixty-seventy spaces. This may increase further if a large quantity of commercial development is included in the proposals.

The current arrangement also prevents easy movement for taxis entering and exiting the rank. Ninety per cent of taxis leaving the station rank are southbound but these are invariably faced with a red light, adding to the pollution by queuing with engines running. It has been suggested by users that the highway layout could be improved for taxis that are going westbound or northbound, which at present have to take a circuitous route through back streets in order to proceed on their way. It is also impossible for taxis to turn right from the Euston Road.

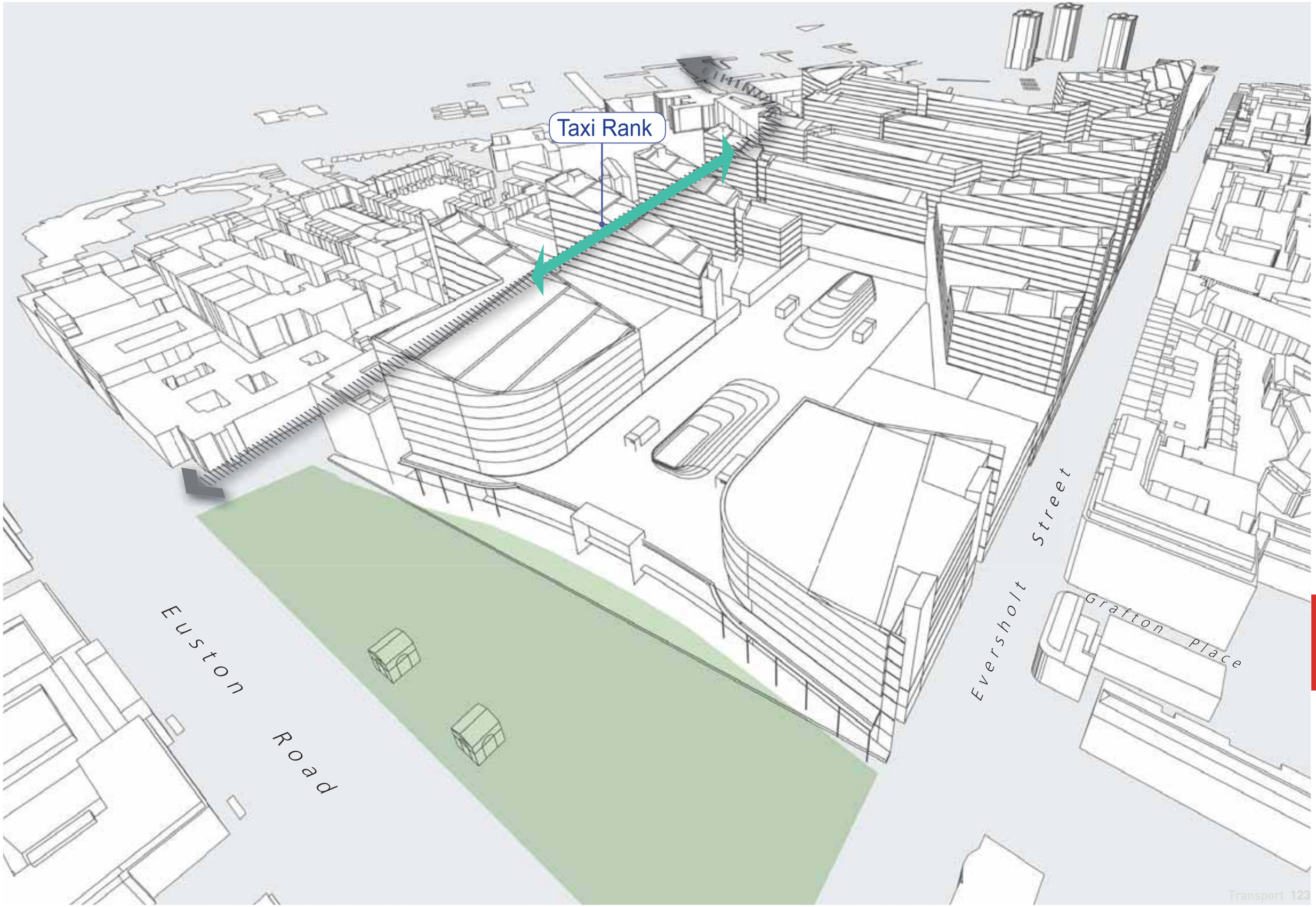
The poor environment at Euston is not just an issue for the taxis but also for the people that use them. The whole environment around the taxi rank is poor. Women and vulnerable people waiting for taxis often complain of feeling unsafe, particularly at night. Access to and from the rank is also both tortuous and unpleasant for the majority of people, whilst those with mobility impairments can find it almost impossible. Several taxis use Melton Street as an alternative drop-off point to avoid going down into the taxi rank.

Our proposals for the taxis involve removing the underground rank altogether, and providing a new ground level facility along the west side of the station. By closing Cardington Street to general traffic, we would create a one-way southbound taxi facility, which would offer drop-off and queuing facilities and allow a marshalling system to be implemented. Provision would also be made for private hire taxi drop-off and pick-up facilities.

Access would be made directly into the station in a location roughly where the existing disabled access point is. Taxis departing the rank could then depart via Euston Road or Drummond Street, with access similar to the current situation.

In addition, there would be a small area on Barnby Street to service the taxi requirements of the proposed hotel and provide a more convenient drop-off point for the commercial units that have entrances along Eversholt Street.

The area currently used for the underground rank would be incorporated into the expanded London Underground ticket hall and concourse.


Taxi Rank
Euston Road
Eversholt Street
Grafton Place

Parking

The current station offers underground long term and short term parking for approximately 217 cars in an NCP managed public car park. In addition there is parking for mopeds, motorcycles and bicycles at ground level. A total of five Blue Badge spaces are included as part of the underground car park.

Adjacent to the main station car park is a private underground car park which is part of Grant Thornton House and has been retained in its current configuration as part of the masterplan.

Within the study area there are also a number of on-street parking facilities, including a number of spaces dedicated to Car Club vehicles. These will be retained and expanded as part of the scheme. The underground car park itself includes three spaces for Car Club vehicles, which again will be retained.

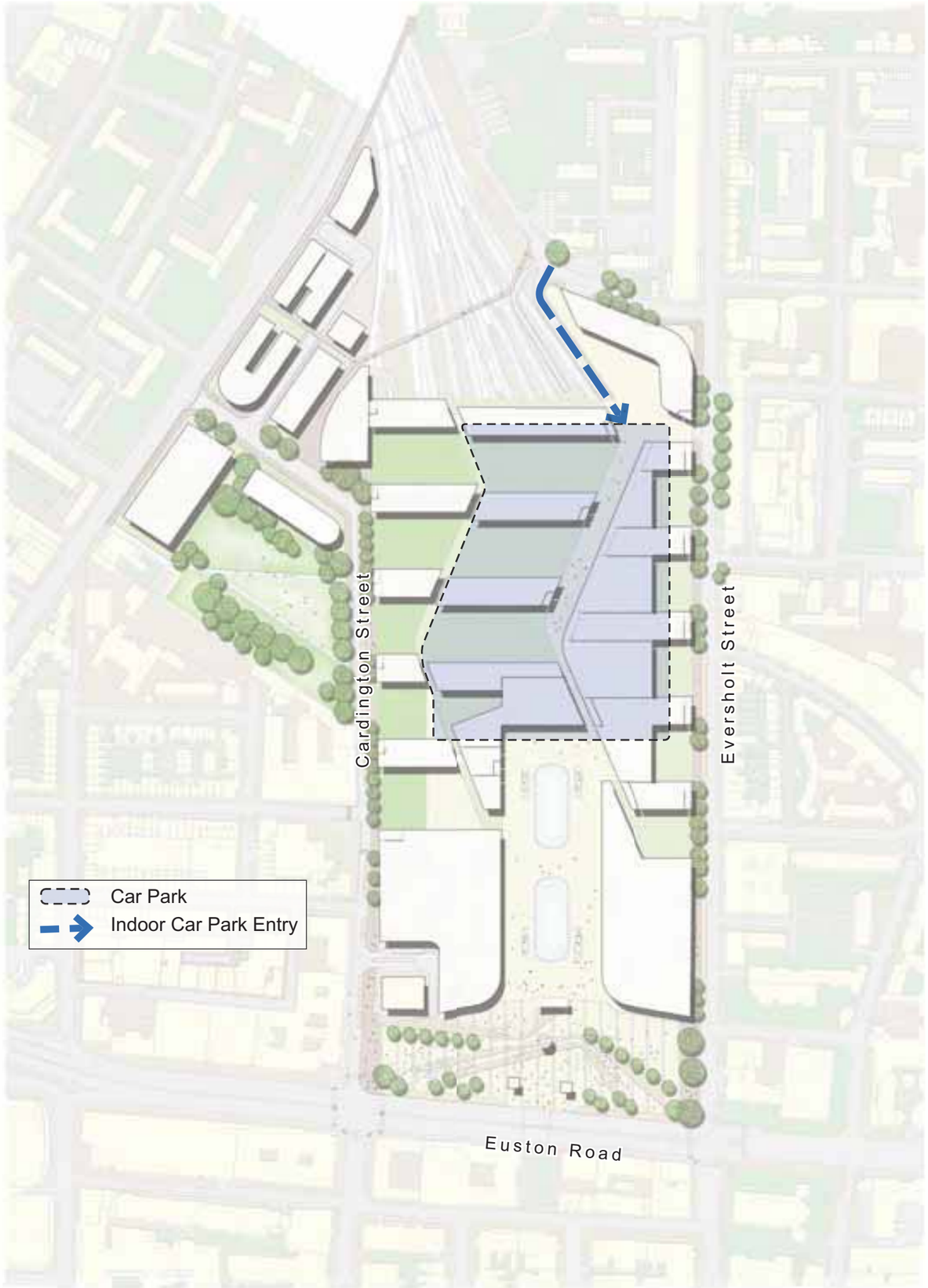
There will be some parking lost along Cardington Street due to the closure of the street to general traffic, and its conversion into a taxi rank. As far as possible these spaces will be replaced within the new development, either on-street or within the deck car park.

We are proposing a new two level deck car park to be constructed to the rear of the proposed station development over the tracks, in a location similar to the current parcel deck. Access to the car park would be from the existing ramps that come in from Barnby Street, subject to confirmation that they would be able to withstand the proposed traffic levels and usage. There would be internal ramps to provide access to the upper deck, which covers approximately fifty percent of the lower deck area. Access to the station would be through doors directly onto Level 2 (departure concourse level), with additional entrances to residential and commercial units via cores that run down to the car park level.

Our preliminary layout studies have indicated that the car park would be able to hold approximately 700 cars, along with additional spaces for Blue Badge Holders, Car Club, motorcycles, mopeds & scooters and secure bicycle storage. This would provide ample replacement for existing services, and allow dedicated spaces for both new commercial, retail and residential uses where required, including dedicated spaces for the proposed hotel to the rear of the station on the junction of Eversholt Street and Barnby Street.

We recognise that the proposed car park is significantly larger than the current one, and potentially larger than would be required for a location where we would seek to promote public transport over private vehicle use. However, there are a number of potential uses for the additional spaces. One possible option is that part of the parking area could be used by a car hire service - for example Avis, currently located on Eversholt Street, may be interested in moving to the station, which would free up a development parcel on the fringe of the masterplan area.

The car park will also be an important access point for vehicles servicing the development above, and be used by fire appliances to access the rooftop space to service the residential and commercial development, if required.



Existing parcel deck access ramp

Trams

Along with the existing transport modes that need to be addressed as part of the scheme, there are proposed future transport projects that need to be addressed within the Vision Masterplan. The most important and significant of these is the Cross River Tram project.

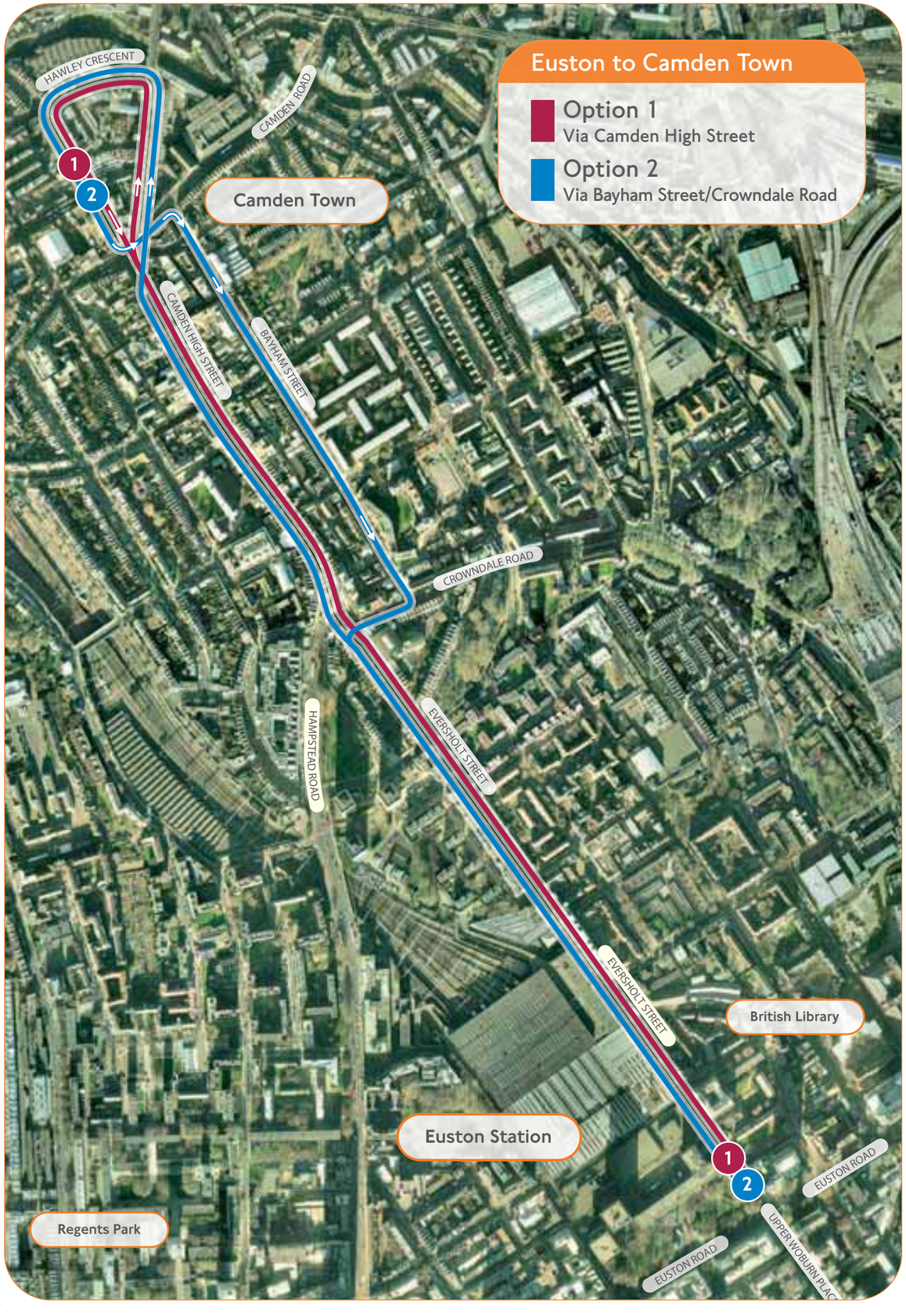
The tram is proposed to run on-street from Camden through Central London and on to Peckham and Brixton, with a 'core' central section between Waterloo and Euston stations. Up to thirty trams per hour would operate in the central section, carrying up to three hundred people each, with an estimated annual generation of 60 million trips per year, which will make it a very important link to Euston Station.

The scheme is being promoted by the Cross River Partnership, an organisation made up of TfL and the London Boroughs that the CRT is proposed to pass through. The proposals went through extensive public consultation in early 2007, with a final consultation report published in September 2007.

The proposals have indicated that the tram will run along Eversholt Street and pass along the eastern side of the existing and proposed new stations. In the Vision Masterplan, this section of the road has been designed as the new linear bus station to serve north-south buses that have been re-routed from the bus station in front of the current station building.

Our scheme therefore proposes to include a tram stop on Eversholt Street, allowing easy interchange between the tram and buses, and also quick access to the station itself via the new entrance on Eversholt Street. Once within the station, it will also be easy to access the Underground.

It is anticipated that the highway layout would need significant modification to accommodate the trams, and this would need to be considered at in a later stage of the study, in combination with revised layouts to incorporate the new bus stop locations.


Euston to Camden Town
Option 1
Via Camden High Street
Option 2
Via Bayham Street/Crowndale Road
HAWLEY CRESCENT
CAMDEN ROAD
Camden Town
CAMDEN HIGH STREET
BAYHAM STREET
CROWNDALE ROAD
HAMPSTEAD ROAD
EVERSHOLT STREET
British Library
Euston Station
EUSTON ROAD
UPPER WOBURN PLACE
Regents Park
1
2


Euston to King's Cross
Option 1
Via Crowndale Rd and Pancras Rd
Option 2
Via Somers Town
CROWNDALE ROAD
PANCRAS ROAD
GOODS WAY
EVERSHOLT STREET
King's Cross
HAMPSTEAD ROAD
POLYGON ROAD
BRILL PLACE
PHOENIX ROAD
British Library
Euston Station
EUSTON ROAD
1
2


TNT MAGAZINE
Venture
CanadaPost
FREE
FREE
TAKE ONE
TAKE OFF
TRAILFINDER MAGAZINE
POLSKA GAZETA
express

Design Philosophy

The Vision Masterplan is made up of a combination of buildings and spaces, and whilst each individual building will be developed with its own design philosophy, the public spaces and public realm that runs between and connects them needs to be designed with a common language. By designing in this way, the identity of Euston will be reinforced, and the new development can be successfully integrated with the existing buildings and communities.

The masterplan area includes three significant spaces, two existing – Euston Square Gardens and St. James Garden – and one proposed space on top of the new station building – the Euston Roof Gardens. These will each serve a different function and this will be reflected in the character of the space, which in turn will be reflected in the layout and materials used. The ambition of the designs will be to provide a combination of hard paved spaces and soft green spaces, areas for both formal and informal recreation and play.

The spaces must all be robust enough to facilitate a variety of activities and relate to the uses of the buildings that surround them as these will determine the type of activities that occur there. The Roof Gardens will be a space for sitting and relaxing, and will be designed to work in tandem with the bars and restaurants opening out onto them. Euston Square Gardens will be a landmark destination public square, reflecting both its position on Euston Road and its role as a frontispiece for the gateway station. St James Gardens will be a community space, offering opportunities for play spaces and quieter areas to sit and relax, located at the heart of the surrounding residential communities.

The largest single area of open space is not however in one of the three key spaces, but is the public realm that flows around and between them. The philosophy behind the design of the public realm is to use high quality materials within designs that minimise clutter and promote walking throughout the area by maximising footway space and reducing barriers to movement.

We have proposed tabled crossings at the key road junctions and have used the new buildings to provide active frontages where there currently are none, which will help to activate the streets and bring vibrancy to the area throughout the day and into the evening.

Clearly the detail of the design of the streets and public realm is the responsibility of the highway authorities and the individual landowners, however we believe the philosophy established here is a good basis for design development going forward.




Euston Square

The existing square is an underused space that serves more as a townscape feature than as a functional space. It offers a green 'lung' along one of the busiest road corridors in London. However, from a pedestrian point of view it is not a space in which to sit or relax, but one to pass through as quickly as possible. The ability to achieve this is currently impossible due to its multi-level and confused design.

From observing how the space is used, it is clear it is a location dominated by movement of people. The key routes are from the corners towards the station entrance however there are also additional flows around the bus station, which itself blocks some of the desired pedestrian routes with extensive guardrailing. The grassed area at the front along Euston Road does not offer the quality of environment that can be enjoyed for sitting outside because of the noise and pollution from the road and bus station. The areas where benches are provided are primarily along the busy pathways, which again do not make particularly nice places to sit.

The basic design of the proposed square is to create a new multi-purpose paved space that keeps the main pedestrian routes clear of obstacles, and provides a number of smaller activity areas. While the majority of the cafes and bars will be located at Euston Roof Gardens, we have included in the design a cafe structure that would serve those passing through the space.

The heritage elements of the existing square - the railings, lodge buildings and War Memorial would all be retained and incorporated into the proposed space. We would also seek to retain as many trees as possible, in particular, the mature specimens that are located along the perimeter of the space on Euston Road. The design includes a number of new trees as well as areas of grass, including raised grass beds, which can be used as security measures to protect the station.

Designing outdoor spaces, particularly large open spaces, is a complex process. Normally we would start by designing the spaces around the edges, as these are the places where the vast majority of activity occurs. This approach capitalises upon the activity that is generated by the buildings fronting onto the space, which in the case of Euston Square is limited to the station frontage, although the new linear bus station along Euston Road would also generate a lot of activity.

While the overall appearance of the square is of a large single open space, the nature of the pedestrian desire lines that crisscross the area is such that a number of smaller 'compartment' spaces are created. The design will seek to integrate these with a common design language, and extend this language to the space on the south side of Euston Road, to help demonstrate how the spaces were linked as part of the original Euston Square.

The square would be managed with a programme of events within the central areas, such as product launches, festivals or markets - previously the space has hosted a display of new underground carriages.

We have also proposed a number of fountains as part of the scheme. These provide multiple benefits. They will add visual interest to the space when there are no formal activities taking place. They will also help to remove pollution and pollen from the air, which is important due to the poor quality of the air caused by Euston Road traffic. The fountains can also be turned off to create a great event space when needed, and will be a feature at night, with an appropriate lighting scheme. The final benefit will be the creation of vertical elements, but, as temporary features, they will not detract from the War Memorial or the trees also within the space.

As with all of the public realm design, the details of the spaces would be addressed in later design phases, but it is anticipated that high quality materials and finishes would be used, and that the square would be maintained by a private estate management company, similar to Triton Square, further along Euston Road.

Euston Roof Gardens

One of the most dramatic and recognisable features of the proposed new station building will be the expanse of roof gardens created. We have designed a series of spaces - public, semi-private and private - that together cover the majority of the building roof.

The main public space will be approximately 12,000sq m - larger than the current Euston Square Gardens - and will offer a range of areas for those browsing the shops, sitting outside eating & drinking, or just wanting to take in the views from this unique vantage point. The most exciting part of the Roof Gardens public space will be the 150m long south-facing balcony that will catch the evening sun and offer panoramic views of the London skyline, as well as immediate views over Euston Square Gardens.

The whole space will be finished in high quality materials and will include trees and shrub planting as part of the design. It will offer a variety of areas, including some that will provide opportunities for people to sit and relax.

This space will be used throughout the day and into the evening. There will be a lighting scheme incorporated in the design that will create a different character to the space after dark, and views of the City at night.

Along with the public areas accessible to everybody (with entrance gained through the station), there will also be 9,000 sq m of semi-private rooftop spaces where access will be limited to the residents, hotel guests and office occupiers. This will be achieved by access controls at various points around the building, including the residential, commercial and hotel ground floor entrances, and two gate-house lodges.

There will also be some private areas of roof garden that are only accessible to those that have direct access out onto it. In total this amounts to 8,000sq m for the residential units, and 3,600sq m for commercial occupiers.

These spaces are formed along the edges of the building, where the massing is set-back in order to provide an improved street frontage along Eversholt Street, Melton Street and Cardington Street being more in keeping with the scale of adjacent blocks. From a distance these spaces help to break up the massing of the station, and reflect the regularity of the street grid. Close-up they provide interesting spaces that can be used as play areas for the benefit of residential units, or entertainment spaces for the corporate occupiers.

Each of the taller building elements - the commercial, residential and hotel blocks - will feature either green or brown roofs. In total, these will cover a combined area of 40,000sq m. These spaces will be inaccessible to people and will help to create important wildlife habitats, supporting biodiversity at the heart of the City.

In total, the roof across all of its many levels and forms provides some 32,600sq m of space for people and 40,000sq m of space for wildlife - these numbers are a massive improvement on the circa 12,000sq m of public space currently available in front of the station, including Euston Square Gardens. The majority of this increase is through the imaginative use of the rooftop, and by designing functional areas wherever possible.

By creating a vibrant and active rooftop we have been able to reinforce the identity of the station as a place, a destination, somewhere that is recognisable as a gateway to a global city and reflects the opportunities offered by such a busy and well connected location.

View from proposed Roof Gardens balcony

St. James Gardens

The existing park at St. James Gardens has suffered from being secluded and surrounded by a derelict hospital on two sides. In recent months it has been closed by police and/or the local authority on a number of occasions due to anti-social behaviour, although following something of a makeover, it is scheduled to re-open again.

The gardens are part of a once popular cut-through to Euston Station from Hampstead Road, and one of the earliest features of this part of London. Originally it was the burial ground attached to St. James Church, and gravestones are still visible in some parts of the space. Camden describe it as a park of historic interest. At one time the space was larger before Cardington Street was realigned as part of the continued growth of the station in the 1880s.

Current facilities in the park include a Multi-Use Games Area (MUGA), a playground and a tennis court.

Our proposed design for the park is based around it becoming a green hub for the local community. The Vision Masterplan suggests a variety of uses, including commercial space, residential units (including affordable & social housing), and community facilities such as a playgroup and a community centre. We have therefore aimed to create a green space that can meet the needs of all the occupiers, station users and local community alike.

The overall character of the park will be of a green space, as it is now. We have proposed retaining and enhancing the existing play facilities in the park, which are an important resource for local children. We will also add new educational play facilities and seek to link these to both the existing school that lies to the south of the park, and also any educational facility as part of the redevelopment to the north and west of the site.

The design also expands St. James Gardens across to the station edge, as the transport strategy foresees the section of Cardington Street that runs along the park boundary downgraded to taxi rank and emergency vehicle access only. The road will be reduced in width, and materials downgraded to make it feel more like a carriageway in the park, and less like a boundary road. The walls of the station will be treated to become more active and provide glimpses of activity within the station, which in turn will bring additional vibrancy to the park itself.

The roadway will become a shared surface, with a single level surface flowing from the park across the taxi rank and onto a widened footway along the side of the station.

One further possibility is the inclusion of a high-level link across from the Euston Roof Gardens level into St. James Gardens, where a tower containing lifts would be sited to allow easier movement between the two spaces. This structure could become an iconic addition to the scheme in its own right, and would further help to reinforce the east-west links across the station building.

It is anticipated that further work on the design of the Gardens would be undertaken with the design of the adjacent buildings, allowing the scheme to be customised to match the proposed ground floor uses of the surrounding buildings.

Funding for the improvements would be drawn from across all of the development proposals including the station redevelopment, as the services it offers would be used by both the existing and future communities in and around Euston.

Next Steps

Consultation

An important part of the design process has been to consider the information provided by local stakeholder groups through the Stakeholder Consultation Report produced by The PR Office in 2006 and updated in 2007. We have also met with many parties who are key to the delivery of a scheme at Euston. All of the information and ideas that we have gathered at these meetings has been included in our design work and has helped to shape our Vision Masterplan.

Some stakeholders are in the process of undertaking their own studies or design work and while we have incorporated their emerging ideas and proposals as far as possible, it will be important to remain in contact and to update and develop this Vision Masterplan accordingly. Many local landowners, leaseholders and other stakeholders have not had the opportunity to be involved in the scheme at this stage, however their interests are vital to delivering a holistic regeneration scheme in Euston.

We have included in our proposals information that is available in the public arena, such as planning applications, but further discussions and direct involvement will be important as the work progresses and the design is developed in order to ensure that the final proposals are cohesive and that each individual site and development parcel relates to and works with its neighbour.

Working Together

Working together has been the cornerstone of the masterplanning process. The Vision Masterplan has been developed by a team led by Atkins incorporating Intelligent Space pedestrian movement specialists. Cost and programme expertise has been provided by Faithful + Gould and property advice by Lambert Smith Hampton. The work that The PR Office has undertaken with local stakeholder groups has provided the basis for defining the project brief at the outset of the design process. Working closely in partnership with the client, we have also met with a number of key parties involved in any future regeneration of the Euston area, including the London Borough of Camden, Network Rail, Transport for London, Design for London and the Greater London Authority.

The key output from these meetings was the decision that the only way to deliver a scheme of this scale and complexity, in a way that brought maximum regenerative benefits, was to establish a stakeholder group which would meet regularly and include all of those with an active interest in the area from public and private sectors. At the time of writing, the inaugural session of this group – the Euston Strategic Forum is scheduled for 8th May 2008.

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Further Study

A key part of the meetings with stakeholder groups has been to discuss the areas of further work that will need to be undertaken to take forward our vision, and how this document is the start, rather than the end, of the design process. Throughout the masterplanning process we have been careful to test our ideas and to ensure they are both achievable and deliverable. We have done this by engaging a number of technical specialists to provide commentary on the existing situation and to review our proposals at all stages of the design process. However, as the study has progressed we have identified some areas where further, more detailed, work needs to be undertaken.

We have met with the TfL interchanges team as part of our stakeholder consultation, and were advised that a study focussing on Euston as a key London interchange was being undertaken. Currently the results of this study are unknown, and it may be that some of the ideas put forward in this document with regard to aspects such as relocating buses, providing new entrances and connections for London Underground and relocating taxis would not fully meet the future needs of TfL. However, we are confident that we could replicate, and in many areas improve upon, the existing levels of service that are offered at Euston. We acknowledge that integrating the recommendations and outputs of the transport study will be one of the first refinements and developments of the vision we have set out in this document. No doubt they will be tested as part of the study process.

Another aspect that will require further and more detailed study is the costing and valuation of the development. Our design team has involved specialists from both quantity surveyors Faithful + Gould and property advisors Lambert Smith Hampton at all stages of the design process. Their input has been to provide us with guidance as to market demand, optimal land use mixes and likely development costs.

We have also worked closely with our advisors to ensure that the scheme is deliverable, with a realistic phasing programme that respects the operational needs of the station. We are confident that the scheme is both financially achievable and deliverable, subject to sufficient levels of funding from the stakeholder organisations. However, as our vision is further developed, we would expect a more detailed analysis of the values and costs to be considered, and issues such as cash flow looked at in more detail. In addition, occupational demand may vary. The above factors may result in alterations to elements such as the mix of the scheme, the development forms or the suggested phasing and delivery strategy.


Euston Station

Delivering the Vision

The brief for this Vision Masterplan was always to stimulate debate among the stakeholders with an interest in the Euston area in order to consider the many important issues that need to be resolved in any redevelopment proposals. To this end, our Vision Masterplan has already been successful, as the Euston Strategic Forum has been established, under the guidance of the Greater London Authority (GLA), with a view to achieving a holistic scheme that delivers maximum benefits for landowners, leaseholders, the local community and the users of this vital London gateway station.

As we move forward, we hope this vision becomes a reference point for the work of the Forum, and evolves and develops into a framework for the regeneration of the area to the benefit of all concerned. The views of the community and users are embedded into the Vision Masterplan, and we hope that the reality is equally delivered through partnership with the community and user groups.

ATKINS

FAITHFUL GOULD

THE PR OFFICE

Sydney & London Properties
Investment property and management

Lambert Smith Hampton

intelligent space

Delva Patman Associates

For further information please contact:

ATKINS

Paul Reynolds

Atkins
286 Euston Road
London
NW1 3AT

T: 0207 121 2353
F: 0207 121 2806
E: paul.reynolds@atkinsglobal.com

www.atkinsglobal.com

Sydney &
London Properties
Investment property and management

Richard Anning

Sydney & London Properties
Park House, Greyfriars Road
Cardiff
CF10 3AF

T: 02920 387364
F: 02920 387380
E: richard@sydneyandlondon.com

www.sydneyandlondon.com