### Consultation responses to the OSD Vision

This section of the report sets out responses to the emerging OSD vision:

To create benefits for communities in and around Euston by creating a meeting place of culture, creativity and science.

The following topic areas were explored in relation to the vision:

- Sentiment towards the emerging vision
- Sentiment towards the four emerging place principles
- Sentiment towards local heritage
- Sentiment towards cultural activities and types of activities that would provide short term benefits

In response to the OSD Vision, 82 people selected whether they are very supportive, supportive, neutral, concerned or very concerned. 38 people included qualitative feedback which is grouped into key themes on the next page.

62% of people who responded were either very supportive (26%) or supportive (36%) of the emerging vision, largely due to the clear community benefits and the opportunities for publicly accessible green open space.

21% of responses were either concerned or very concerned about the emerging vision. The main area of concern is the impact of construction including noise, health, and wellbeing which existing communities have already experienced previously due to HS2, indicating a lack of trust amongst communities.

There is also a concern about the pressure on resources such as GP clinics and schools due to the influx of new residents. Although some respondents feel the community has been listened to, some feel the vision is too ambitious, emphasising the need to build trust amongst communities.

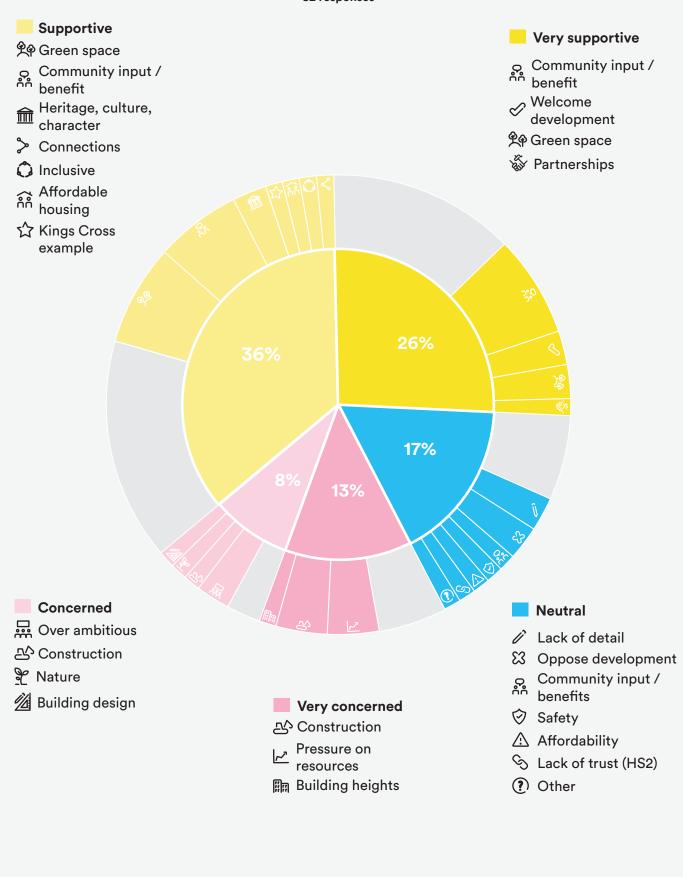
"It looks like you have really listened, and provision has been made to link the west side of the railway tracks with Mornington Crescent, and link Euston Square tube with Euston tube."

"This looks amazing, it looks like our points were listened to during the RAG session, it is great you listened to the residents. There are many places I cans see myself using to relax and take in the nature around me."

"The communities around Euston are experiencing decades of construction. I'm not certain that "a meeting place of culture, creativity and science" is going to balance out that impact on health, wellbeing and life chances for local people."

Our emerging vision is to create benefits for communities in and around Euston by creating a meeting place of culture, creativity and science. What is your view on this initial ambition?

#### 82 responses



The four guiding principles which will shape Euston are informed by key priorities and themes identified as part of early engagement with communities.

# Guiding principles that will help to shape Euston:

- Creating city nature
- A transport hub for the future
- A place to connect and collaborate
- A destination for all

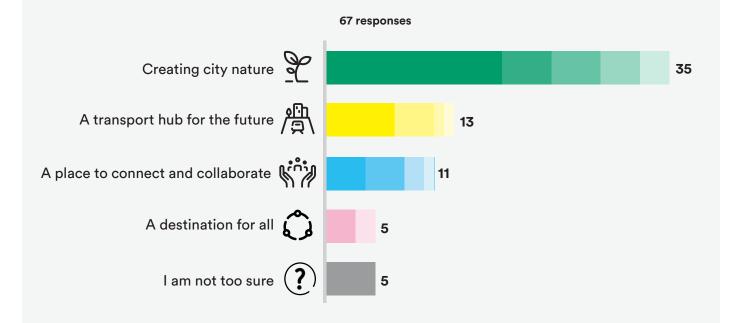
As part of the consultation of the OSD Vision, 67 people voted for the most important place principle to them. Of the 67 respondents, 32 explained why this place principle is important to them. This information is grouped into broad categories on the following pages.

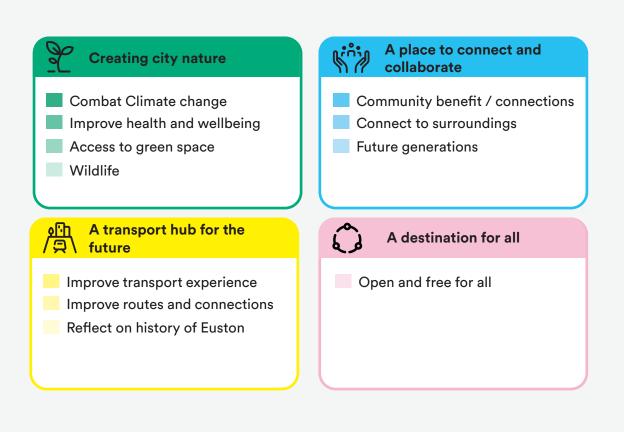
Creating city nature recieved the highest number of votes and is the most important place principle for many respondents. Further analysis of key comments for each guiding principle can be found over the following pages.



Public exhibition event at Basil Jellicoe Hall

# Which of our four guiding principles that will shape Euston is most important to you?





Some respondents may have voted for more than one option



#### **Creating city nature**

Most people said Creating New City Nature (51%) is the most important guiding place principle.

Many explained this is due to the threat of climate change and the opportunity to improve health and wellbeing. There is also a strong desire for improved access to public green spaces to encourage connection to nature.

Creating city nature is also a important to people as it will encourage a biodiverse environment for wildlife.

- Combat Climate change
- Improve health and wellbeing
- Access to green space
- Wildlife

"More green space is desperately needed to help fight climate change, & supervised allotments, regular sized & mini starter ones-(think Culpeper gardens) would really benefit the community." "Connection with nature,
encourage young people
and children to respect their
environment and develop interest
in nature and wildlife."

"...All research shows that when people have access to nature they feel better, and make more connections, and are inspired.

Creativity and ease and connection all flourish when nature is at the heart of our environment..."

"...Cities have to take a lead in encouraging as much biodiversity as possible and your project has a chance to take a lead on this and help make a difference."



#### A transport hub for the future

The main reason people feel a transport hub for the future (19%) is the most important place principle is because there is a desire to improve travellers experiences at Euston. Ensuring the station is equipped for large numbers of travellers by improving routes and connections is also a priority.

Some also see the Euston OSD as an opportunity to reflect upon Euston's history as a key transport hub for London and improve the operations of the train station.

- Improve transport experience
- Improve routes and connections
- Reflect on history of Euston

"It is the 21st century. It is about time for a main station, in one of the world's most prominent cities, to be easily usable by all travellers."

"Connection with nature, encourage young people and children to respect their environment and develop interest in nature and wildlife."

"Obviously it's main purpose is the movement of large numbers of people. The local people are only a small number of these. But also obviously want to create a great local environment."



# A place to connect and collaborate

A place to connect and collaborate is a priority for people (16%), as responses show this could ensure communities' benefit from more community and social spaces, as well as connections to surrounding areas and places; something people feel is a particularly important learning post-Covid.

Community benefit / connections

Connect to surroundings

Future generations

"The people will need to connect to adjust themselves to the new Euston, communities, culture and heritage."

> "Connection and collaboration binds us as human beings, COVID proved this."

"I found a back route to the British **Library from Euston to Somers** town and I love it. So many places are SO close together like Mornington Crescent and Euston. I didn't know this until I explored the area. So maybe more colourful crosswalks that connect the areas and streets."

"As a legacy for future generations."



# A destination for all

A destination for all is an important guiding principle to 7% of respondents. Explanations relate to providing open and accessible spaces for all communities. Design suggestions include careful landscaping, with softer materials and open spaces with no access restrictions.

Open and free for all

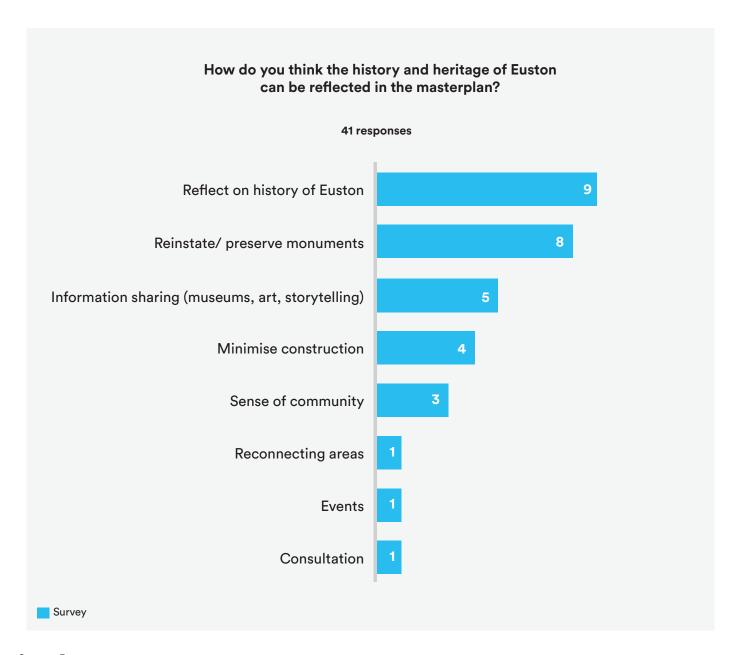
"As vast sums of taxpayers' money is funding this development it should be a pleasant place for all who visit, work in, travel through the area. Landscaping and not just brick and concrete!"

> "A space free from restrictions would help to bring about social solidarity and aid the community."

#### Communities, culture, and heritage

A section of the feedback form asked respondents how communities, culture, and heritage can be reflected in the masterplan. Responses have been categorised into key themes in the bar chart below. Many respondents expressed a desire to see the history of Euston reflected in the OSD. Many wished to see monuments around preserved or reinstated as part of the plans.

Many felt the OSD should take inspiration from the original 1837 Euston Station design and that consideration should be given to local heritage assets and the scale of surrounding neighbourhoods.



#### Reflect on the history of Euston

"Use architecture to create strong visual identity for the three stations within the transport hub, i.e.. Euston station (let 1837 station be a contemporary inspiration - grand, lofty), HS2 station (think "Louvre Pyramid" - glass and metal), and Underground station (incorporate or reuse red-tile elements)."

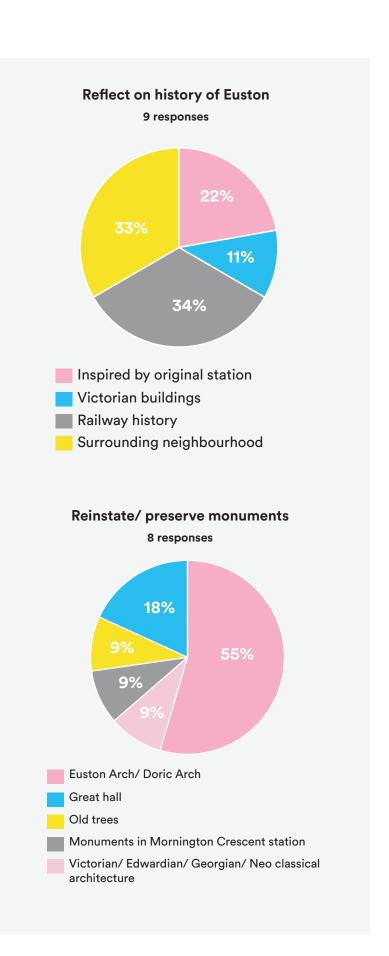
"The history of the engineering expertise which built the railways initially. George Stephenson and his father Robert... The history of the underground tube line. The Euston Arch rebuilt somewhere."

"The masterplan needs to look at the existing built heritage and have regard to it in terms of materials, design, building heights, etc. The historic links between station and communities need to be remade."

#### Reinstate / preserve monuments

"Rebuild as much of the station as possible prior to the 1962 development, particularly the Euston Arch and the Great Hall. Use traditional architecture in housing and other developments."

"Reinstate some of the old station, and reuse the old place and road names. Create a local heritage centre with photos of the history of the area."



#### **Cultural activities**

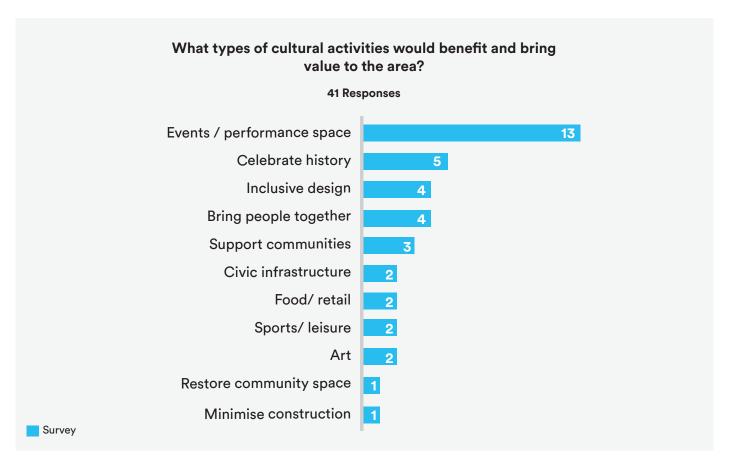
Respondents would like to see a wide variety of cultural activities provided as part of the masterplan including, food, retail, art, sports, leisure, community spaces and civic infrastructure.

A large majority of respondents said they would like to see an events and performance space provided as part of the masterplan. Suggestions include an open-air theatre, amphitheatre or dance space which brings people together and gives local artists an opportunity to display their talents. Some responses emphasise the importance of bringing people together by offering free cultural activities that are accessible to and cater for all communities in Euston.

"Events and initiatives that bring people together at no cost."

"There should be an outdoor mini arena modelled on an Amphitheatre, a very mini version, simple stone steps, where musicians can audition to provide concerts for people. It would be amazing to come out of Euston and be able to sit and listen to music before launching into the city. It should provide shade and shelter from rain Trees do this job remarkably well. There should be display areas for artists. And, as before, proper faculties made available for local start ups and new restaurants and take-aways. There should also be a resident writer appointed every year."

"Hybrid areas with sport facilities and cultural activities e.g. music spaces, exhibitions etc. where people can be around experiences they haven't been around for the first time."

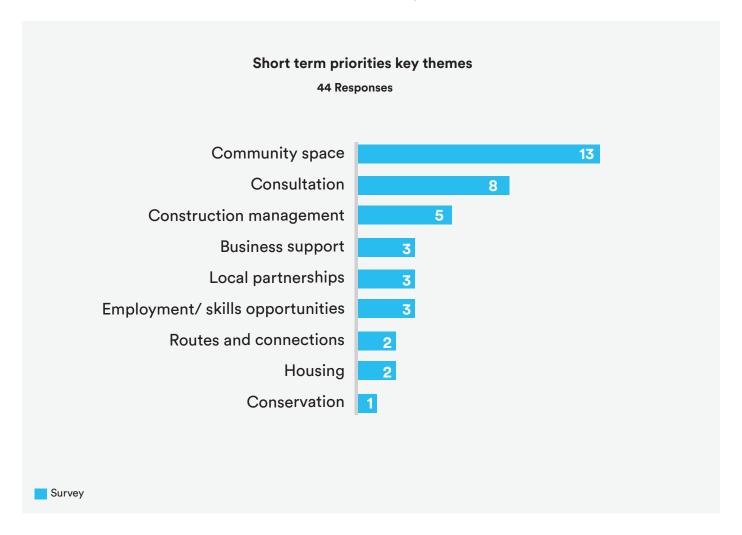


#### **Short term priorities**

The survey asked about short term priorities for the Euston OSD. The responses have been grouped into several key themes as shown in the bar chart below. Communities would like to see more community spaces created in the short term. This could include community allotments, games areas for chess or cards, food banks or libraries. Importantly, community spaces should be free for people to use and cater for Euston's multi-cultural communities. Keeping local communities up to date with the project and offering opportunities for community groups to have a say throughout the development via consultation is a key priority.

"Temporary supervised allotments enables learning HOW to feed the community"

"Look at example of European towns where a cultural space will have chairs and tables for people to sit without having to pay money. Set up spaces with games example chess boards or card games, or games that are played in Somalian, Irish, Portuguese, Greek whatever community is most present."



#### **Emerging masterplan framework**

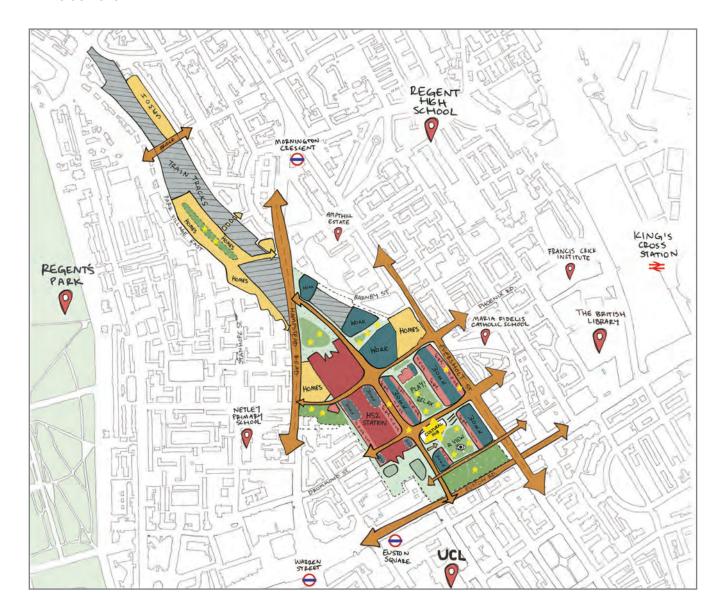
This section of the report sets out responses to the emerging masterplan framework, which was illustrated.

The following topic areas were explored in relation to the masterplan framework:

- Sentiment towards the masterplan framework principles
- Local priorities for the framework masterplan to achieve

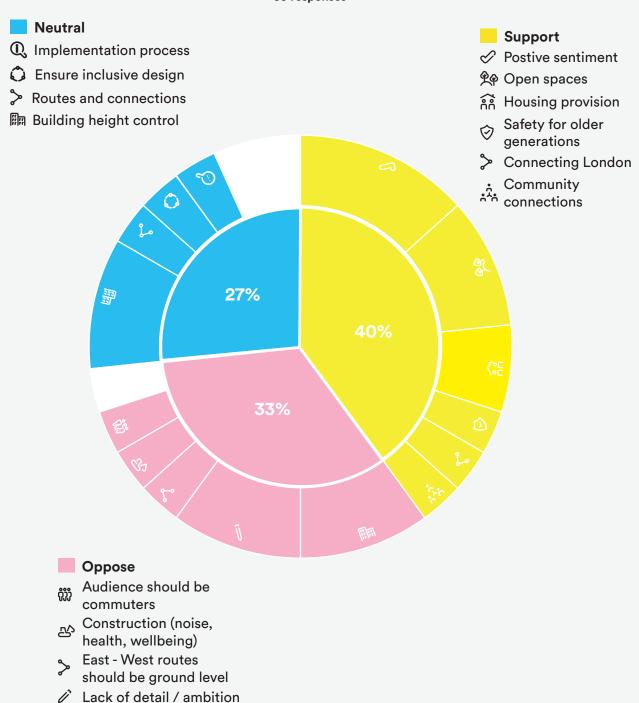
Respondents' views on the principles set out in the emerging masterplan framework, gave an indication of their sentiment (Oppose, Neutral, Recommendation and Support) towards the framework. Of the 30 respondents, 16 provided more detailed qualitative explanations which have been grouped into key themes. Overall the response to the emerging masterplan

framework is mixed.



# What is your view on the principles set out in the emerging masterplan framework including proposed routes and connections, possible areas for height, mix of ground floor uses, and network of open spaces?





Responses gave an indication but did not qualify if respondent was supportive or not.

Building heights

#### Support

40% of respondents indicated support for the masterplan framework, expressing positive sentiment towards improvements to the public realm, the provision of new green spaces and housing and improvements to local routes and connections.

The more housing there is in a range of price-points the better. This creates community."

"It looks amazing, and we will hopefully induce cross London development and friendship."

"I think the proposals for the public realm look excellent. High spec finish. BRILLIANT. Assume that the London underground old tube station building red tiled exterior is being retained in situ... or is it being re-sited somewhere."

"Generally agree, but would need more detail to comment constructively."

#### **Opposition**

33% of respondents indicated opposition to the masterplan framework, reflecting concerns about a lack of detail and ambition in the framework. Concerns were also expressed about the negative constructions impacts.

"There is no ambition at all. HS2 haven't considered residents who are affected by the noise produced at night. HS2 haven't fully considered noise insulation beforehand. I am disappointed."

"It's terrible. Burying the concourse under a load of commercial uses shows a depressing lack of ambition. This is a major train station, not a shopping centre or office park that happens to have a transport link attached. Look at what has been achieved at London Bridge or St Pancras (even Kings Cross, for all its faults), rather than the desperate non-places of Stratford or Victoria."

"The principles do not specify the use of traditional architectural styles, which is the preference of the local community"

#### Neutral

27% of respondents also provided neutral comments, mainly related to a need for greater detail to comment constructively. However, many of also included recommendations for what the masterplan should include. These include...

"Respect the scale and uses of the existing neighbourhood. New buildings on Mornington Terrace and Park Village East should not exceed the height of the existing buildings. There is already a neighbourhood on these streets and any development should be sympathetic in scale and use."

"Less numbers of walkways with a greater focus on one more prominent walkways. One really nice area is better than many."

"Avoid high rise a dense building. Prioritise homes over offices and make them family size home - 3-4 bedrooms - and built at medium rise and density."

"The design of Euston needs to ensure that women's safety and well-being is central to the plans. There is plenty of good academic research on design and gender, health, and well-being, if you care to look."



Public exhibition event at Basil Jellicoe Hall



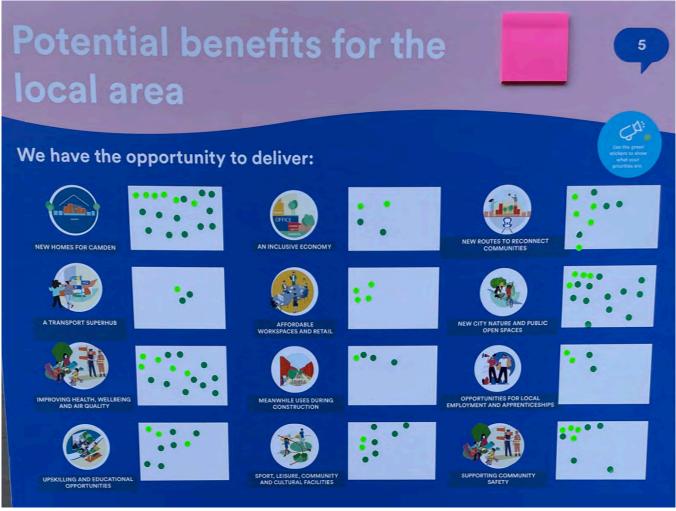
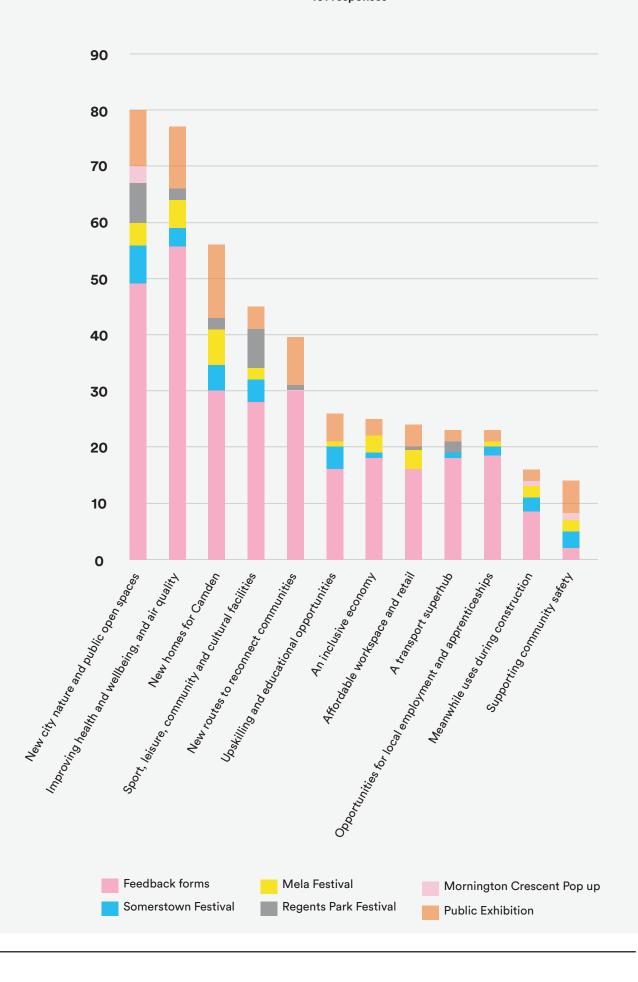


Image of interactive potential benefits board

### Local priorities for overall scheme

#### 451 responses



# **Northern Approaches**

#### **Emerging themes**



A good area for new affordable homes but needs to be sensitive to the local context



Desire to see community green open spaces for people and community uses (such as allotments)



Safer routes and connections



Concern around building height of new homes and that proposals deviate from the EAP

#### New affordable homes

With the Northern Approaches identified as the masterplan area where new residential neighbourhoods will be created, respondents indicated that providing affordable homes here is a top priority.

"New homes for Camden! Sooner rather than later"

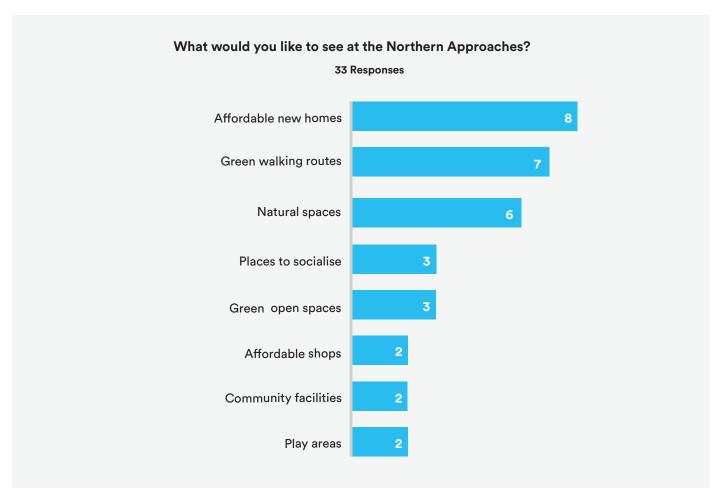
"Build accessible housing a mix of sale and social housing. Each home should have a mini garden/balcony or some sort of outdoor space to sit 4 people and or grow herbs and vegetables"

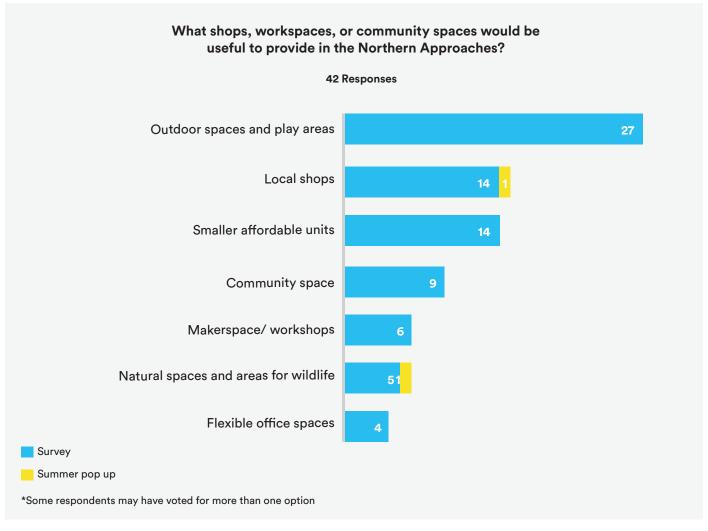
#### **Building heights**

Some expressed concern about the potential height of the new homes and the impact this may have on existing neighbourhoods. Respondents expressed the view that any new development should respect the surroundings visual character.

In response to proposals for the Northern Approaches, some respondents said the ideas on display are not consistent with the Euston Area Plan (EAP) and expressed concern that the ideas from previous discussions have not been taken onboard by the design team. There is a need to emphasise how proposals relate to the EAP and communities' feedback.

"If any buildings are above tracks, build no higher than existing terraced houses on Mornington terrace. High quality building, using local materials and with proportions harmonious to nearby period buildings."





#### Community green open spaces

Most respondents who voted for the types of shops, workspaces, or community spaces said they would like to see outdoor spaces and play areas. Responses show a preference for open space to benefit people rather than to benefit wildlife.

Respondents' main priorities for the Northern Approaches, has been grouped into several key themes as shown in the bar chart.

Green open space and walking routes are also important for the residential neighbourhood, particularly to replace what has been lost. There is a desire for community allotments which could help bring people together. It is also important streets feel safe at the Northern Approaches, particularly as the surrounding area currently lacks safe road crossings and there are high levels of crime.

"Community allotments would be great. Living in a flat, we do not have a garden, this would provide us with somewhere to grow our own vegetables to help with the cost of living going up and as well as being eco it also provides healthy exercising too!"

"More community focus, allotments, chances to connect with other people in Camden and build community and self-sustaining, environmentally friendly solutions"

#### Safer routes and connections

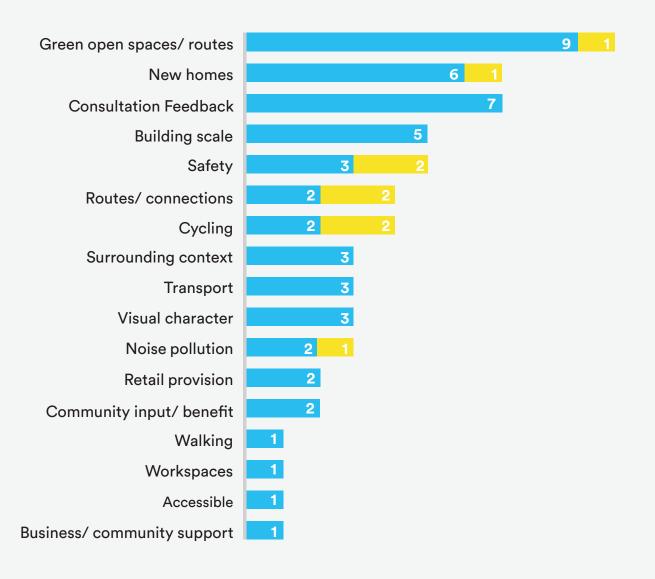
Many responses relate to modes of transport, road safety and routes and connections. There is a clear demand for transport improvements which will reduce reliance on cars and create safer more enjoyable walking, cycling and bus routes and connections that are safe and accessible for all.

"There must be safe cycling routes east<>west across the Northern Approaches, forming part of continuing east<>west routes through the area."

"Ease of travel for buses, cyclists and pedestrians."

# Northern Approach main priorities

**62 Responses** 





<sup>\*</sup>Some respondents may have voted for more than one option

### **Eversholt Street**

#### **Emerging themes**



Agreement that this could become a diverse retail environment (with a mix of independent, affordable and large retailers)



Agreement on the need to improve the streetscape to make it more attractive, green and safe environment



A desire to see green streets that deliver biodiversity and environmental benefits



Concerns about potential changes to existing public transport connections and a desire for more information on the future of existing bus routes

#### A diverse retail experiences

To improve Eversholt Street, Euston's communities would like to see a diverse retail mix, including large supermarkets such as M&S, as well as affordable and independent shops such as clothing or book shops, cafés and restaurants. Interestingly, this was more of a priority for people who provided feedback at the Somers Town Festival than those who completed the feedback forms online or in-person.

"Shops selling things local people can afford"

"More shops, bars, restaurants. More pleasant walking"

Improving the streetscape and creating green streets

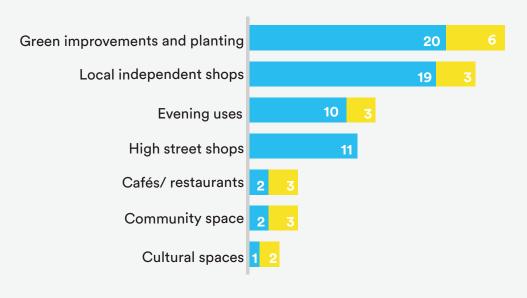
Greening the street by providing natural space and greener walking routes to improve the streets air quality, street attractiveness and provide habitats for wildlife is also a key priority. What people would like to see on the western side of the street is consistent with the main priorities for the overall street. People would like to see green improvements and planting, and local independent shops. Although less of a priority, people would also like to see more evening uses along the street.

"Needs to be greener. Trees, green walls, SUDs. Air quality currently breaches EU limits and needs to radically improve."

"Take into consideration animal habitat like birds and squirrels."

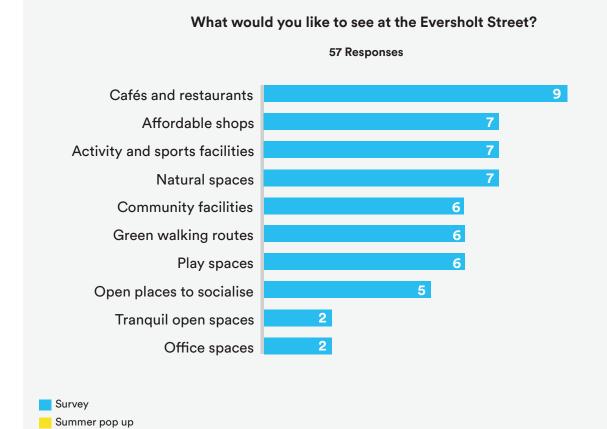
# What types of uses would you like provided on the western side of the street?

#### 79 Responses



<sup>\*</sup>Some respondents may have voted for more than one option

\*Some respondents may have voted for more than one option



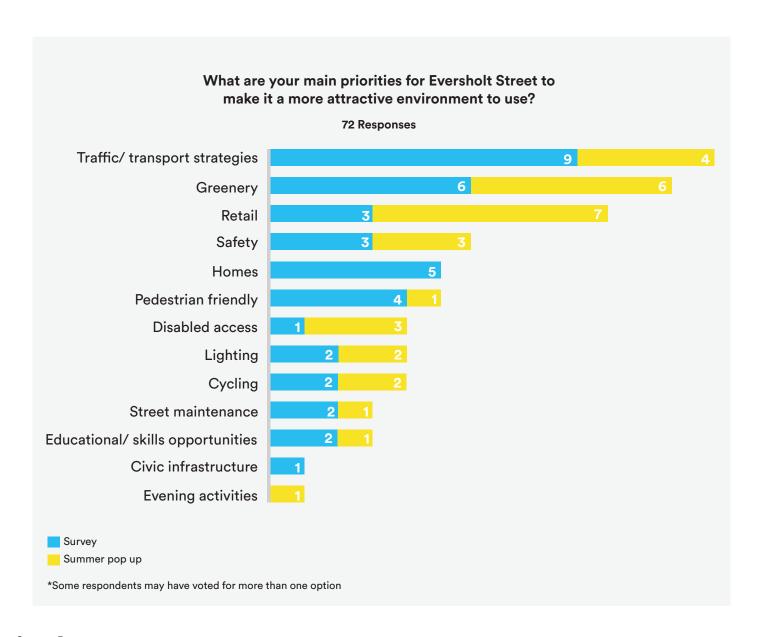
#### **Existing public transport**

The main priority for respondents is to see traffic strategies implemented to reduce the high volume of motor vehicles and improve safety for pedestrians, particularly children, crossing Evershold Street.

Respondents highlighted concerns about the current drop off and pick up taxi zones, however concerns were also raised about potential

changes to existing public transport options. This was felt to be particularly important for people with mobility impairments and many wished to see the existing bus routes retained unchanged.

"Reduce the dominance of vehicles--no parking, wider footways and places to stop and sit down. More trees and plants, parklets and urban drainage. Safe cycling and crossings with pedestrian priority over other traffic."





### Southern Gateway

#### **Emerging themes**



Community members would like to understand more about how this will become a pedestrian friendly environment



Would like to see an inclusive public realm with natural features, particularly as this is a key entrance point



Desire for cultural spaces which bring communities together

#### Pedestrian friendly environment

At the entrance to the two new stations and the Southern access point to the new north-south connection, open spaces for nature and for play are the priority. Euston's communities agreed that the new north-south connection will be useful to residents, workers and visitors and could offer a safer walking route between neighbourhoods, particularly at night, however raised some concerns about how long the route will take to become a reality.

"Do something about pedestrian access.
From the south side of Euston Road providing continuity of pedestrian access from Tavistock Square and beyond this should café giving pedestrians longer to cross Euston Road and generally improving on priorities at that crossing. Changing priorities so that pedestrians are not forced to negotiate the dangers of the bus station and/or are not expected to take a circuitous route around the bus area. There should be a prioritised route or routes from the street into the station from the south area."

#### Inclusive public realm with natural features

The main priorities for the Southern Gateway relate to public realm improvements including natural space and seating areas with some responses expressing a need for quiet, safer, pedestrian friendly spaces away from the busy road.

"Make it an attractive space. There should be well maintained planting and a public cafe including colourful mosaics, fountains and seating."

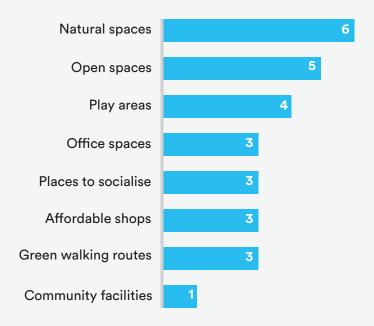
"Better seating, safer seating, cleaner seating, cleaner toilets"

"A high-quality public space, with lots of greenery and a buzz. Seating to wait outside / eat / relax. Also, to link seamlessly into the surrounding area so it isn't like an island. I'd like Euston Square to be restored without the road in the middle, with its classical Bloomsbury look"

"Please ensure that there are trees and shade. There should be plenty of room for people to move and to meet and interact like the large space in front of King's Cross."

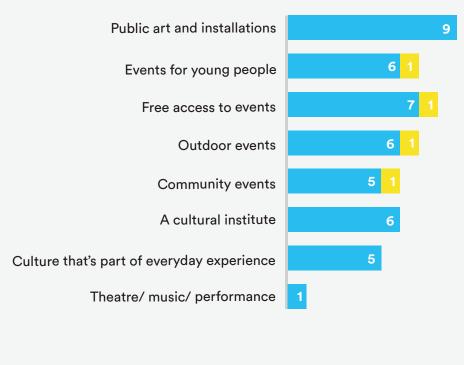
### What would you like to see at the Southern Gateway?

#### 24 Responses



# What shops, workspaces or community spaces would be useful to provide in the Southern Gateway?

#### 33 Responses



Survey
Summer pop-up

<sup>\*</sup>Some respondents may have voted for more than one option

#### Cultural spaces bringing communities together

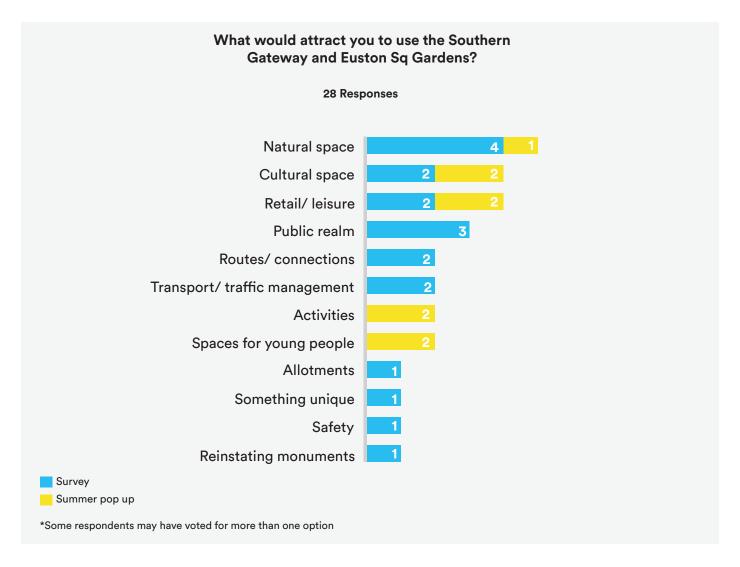
Although most people said natural space would encourage them to use the Southern Gateway and Euston Square gardens, cultural spaces and free activities which bring people together would also encourage people to use the space, for example retail / leisure and outdoor activities.

Different user groups including families, children, young adults, and people of diverse cultures, were frequently mentioned in responses about the Southern Gateway. The Southern Gateway could offer facilities which bring communities together.

"More cultural spaces that celebrate different cultures. Bringing people together to celebrate."

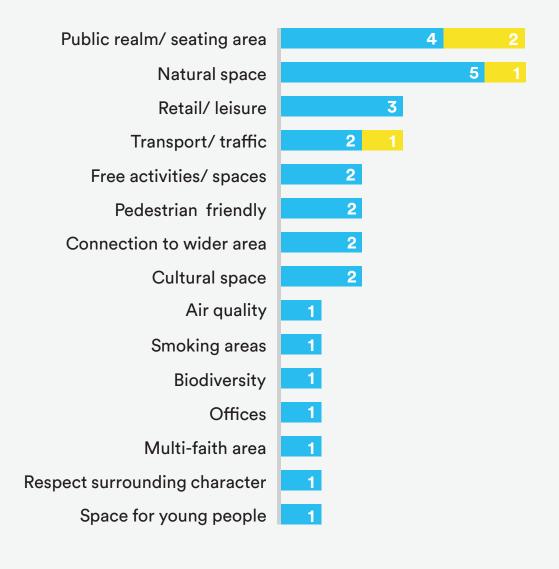
"More outdoor spaces for families. Stuff for young people"

"Prayer (multi-faith area)"



# What are your main priorities for the Southern Gateway and the area above the Network Rail concourse?

#### 33 Responses



Survey
Summer pop up

<sup>\*</sup>Some respondents may have voted for more than one option

### Western OSD

#### **Emerging themes**



A desire to see provision for small local businesses



A desire to see more public, open green space for bring people together and benefit biodiversity



A desire for safe social spaces, particularly for young people

It is also important to note that whilst this did not emerge as a key theme from survey responses, the need for new affordable homes, particularly council homes, was a key issue raised at the Regents Park Festival summer pop up.

#### Provision for small local businesses

Within the Western area of the OSD which is predominately occupied by the new HS2 station, feedback from the public exhibitions show a demand for small local businesses, whilst protecting the existing, green walking routes and outdoor gathering spaces.

Similarly, communities would like to see a diverse mix of shops and amenities provided along the new north-south pedestrian route, but the provision of social spaces, and cafés / restaurants are particularly desired. Other suggestions included suggestions for games and activities spaces such as Legoland, or a model village.

#### Public, open green space

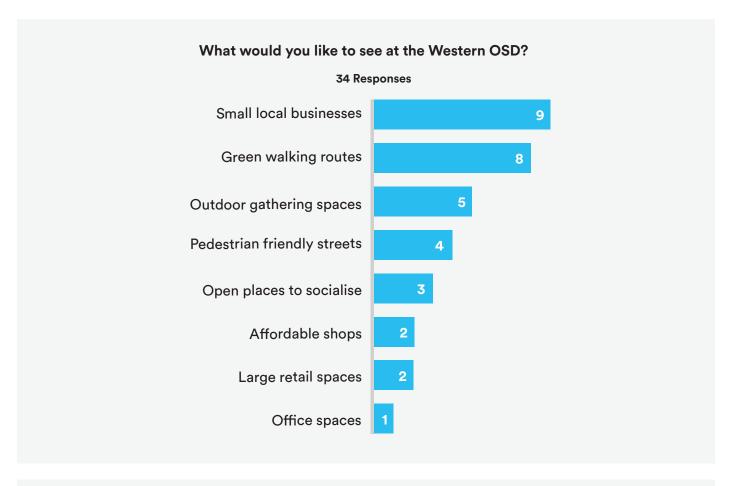
A majority of responses touched on the need for new green spaces, highlighting the need for tranquil places where people can gather, relax and socialise without having to spend money. Respondents said they would like to see community allotments, quiet spaces, seating, and integrated spaces for biodiversity as part of the green spaces provided.

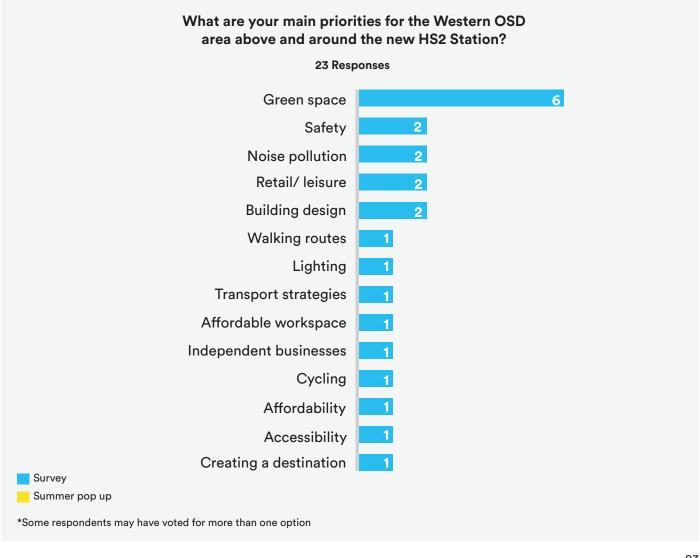
"Gardens and places to sit without spending money. Community garden projects. Thinking High line New York with a social feel"

"More green spaces, preferably allotments for locals to grow their own food."

"Some nature and quiet spaces. Greenery and trees."

"Integrated spaces for biodiversity, e.g. swift bricks, bat boxes & bee bricks. Western OSD board states Fieldfare (a winter visitor to rural & suburban areas) and pictures a Starling, which is a more realistic target species that will use swift bricks."



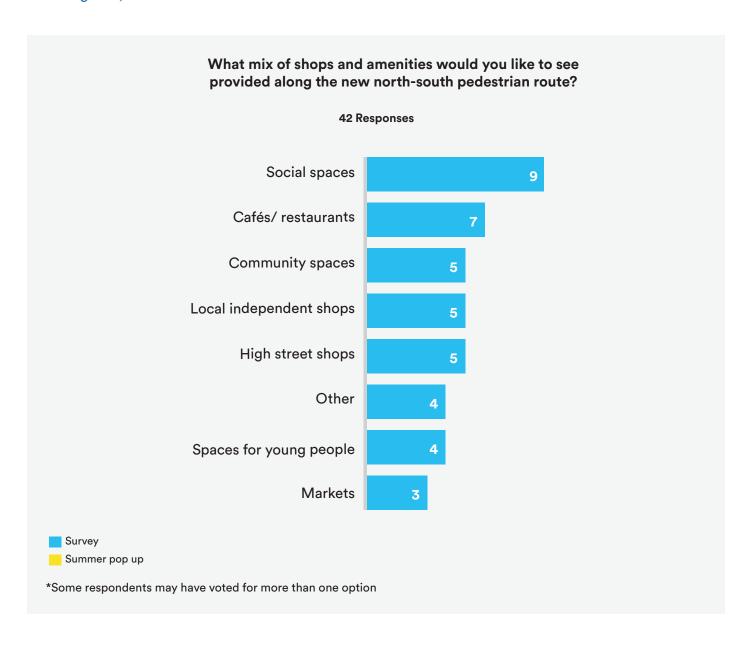


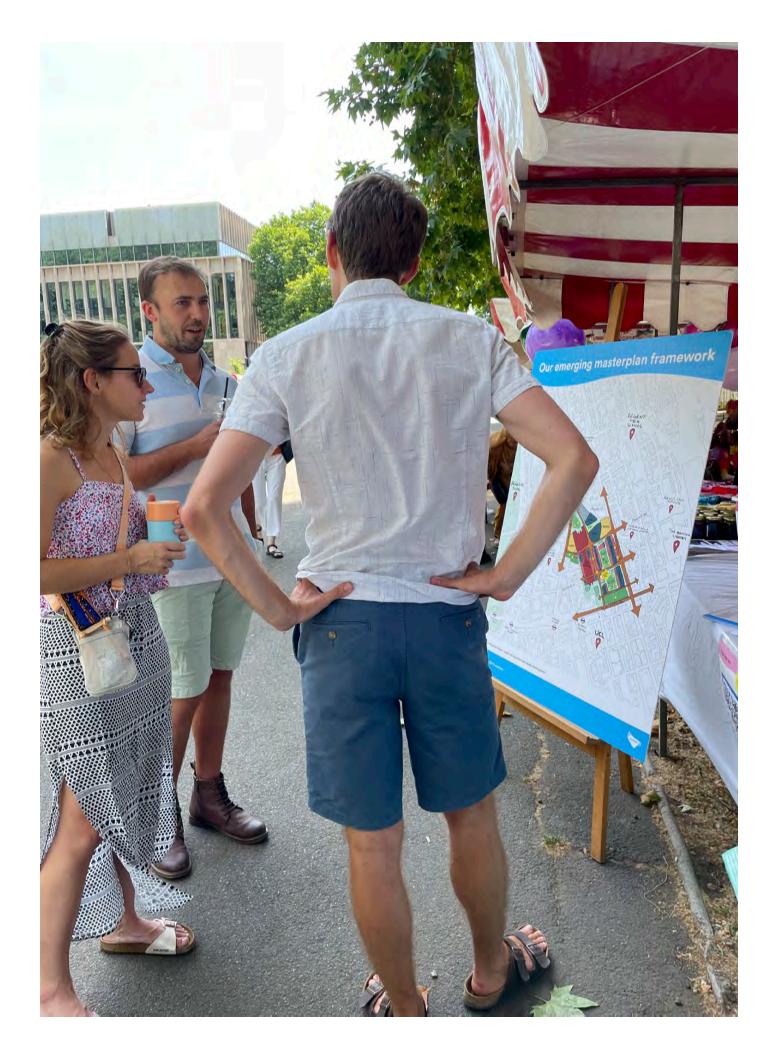
# Safe social spaces, particularly for young people

Safety is an emerging theme for the Western OSD. Feedback highlights the importance of creating a safe, clean environment, particularly for young people to socialise. Lighting and transport improvements could help create a safe, pedestrian friendly environment.

"Safe for kids to play in the street"

"Being safe, and clean environment."





### **Central OSD**

#### **Emerging themes**



A desire to see affordable, accessible and diverse spaces and facilities which cater for all communities and all access needs



Community members would like to see more public, open green space for recreation and wildlife



A desire for more activities and spaces for young people

Public, open and green spaces and spaces for young people

Respondents recognised that the Central OSD provides an opportunity to create a place for people to come together, and most respondents expressed the view that creating new public open spaces should be the main priority for the Central OSD. Attendees at the public exhibition said they would like to see open spaces to socialise with many referencing the public areas at Granary Square, Kings Cross as a good example. There was also an emphasis on the need for these spaces to provide activities and play areas for children. Children and teenagers were the most discussed user group for this masterplan area.

"Greenery, and ideally water features that can be used by wildlife all year round, i.e. shallow and not full of chemicals, e.g. as per the proposed Grosvenor Square development which is a great example of doing this well."

"Parkland and maybe a unique recreational space - use some of the space for a facility that the local area is lacking. What about an open air

swimming pool? London has such a shortage of these. Or tennis courts / outdoor climbing walls (serious ones, not just for toddlers). Would be great to have sports represented here"

#### Affordable, accessible, and diverse spaces

It was also felt that ensuring a mix of retail and leisure facilities that is accessible to and caters for all Euston's diverse communities was also an important priority for the Central OSD. Many expressed the view that the roof must be fully accessible to all users including older generations and disabled people and offer affordable cafés, restaurants, and shops for all communities to enjoy.

"I... propose a wellbeing hub, where workshops and organic Juice bars, exchange of ideas etc can be introduced. There will be many Camden sixth form centres and community groups (like mine) that would benefit from a platform to create entrepreneurial opportunities, whilst giving back to our community... Let this Travel Wellness hub have a dedicated booth for local people/young adults engage for apprenticeships and F/T jobs for HS2/ Lendlease etc"

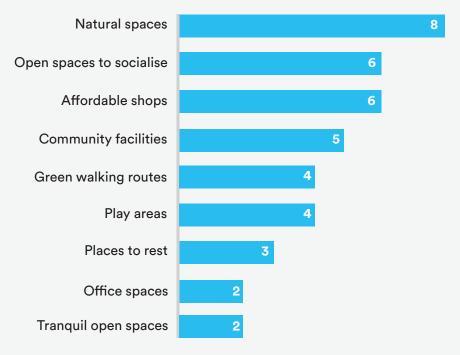
"Covered playgrounds so weather protective like Spain"

"Local families, train maps of England, large model. Walk through a model of train museum"

"A water feature for children to play in. The recent new development behind Liverpool Street station is excellent. Very shallow water, lovely stepped white stone. Great planting in the beds. Tranquil for parents with children in buggies."

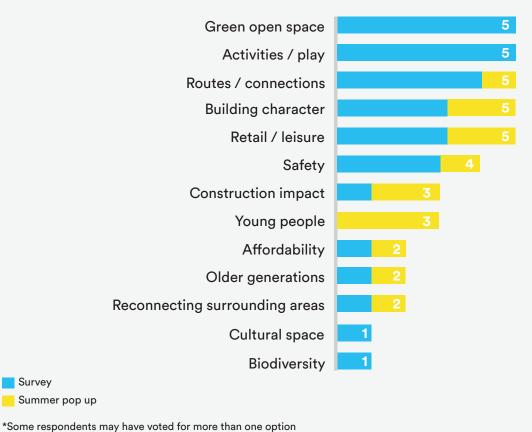








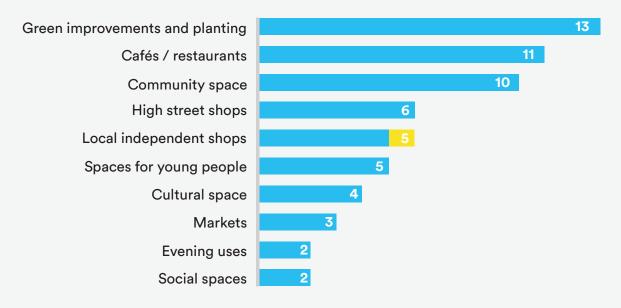
#### 51 Responses



Survey

# What would your ideal balance be to make this area beneficial to the community and somewhere everyone can enjoy?





Survey
Summer pop up

<sup>\*</sup>Some respondents may have voted for more than one option







Stage 1 Consultation Report eustonosd.commonplace.is