

**A REPORT FOR SYDNEY & LONDON PROPERTIES
INTO STAKEHOLDER ATTITUDES TOWARDS THE REDEVELOPMENT
OF EUSTON STATION AND THE EUSTON ESTATE**

First Published February 2006
Updated January 2008

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“After years of parsimony and dithering, the nation that invented railways has finally caught up with the fact that trains are enjoying a 21st century renaissance.”

The Times, 7th November 2007

1. INTRODUCTION

The Venue

Euston is a busy mainline railway station with a proud history and an exciting future. As well as being a strategically vital transport hub for Londoners in general, and commuters to London in particular, the Euston Estate is home to several thousand office workers and over thirty retail units.

Euston is the last major rail station in London with substantial redevelopment opportunities. The Euston Estate forms the main entrance to this development opportunity.

It is estimated that 55 million passengers currently pass through the overland rail interchange of Euston annually. This figure is predicted to rise to 75 million passengers by 2015. This figure will be comparable to the number of travellers passing through Heathrow Airport¹.

The Estate

In July 2005, Sydney & London Properties Ltd completed the purchase of the four office buildings fronting Euston Station: Grant Thornton House, 40 Melton Street, One Eversholt Street and The Podium.

The Podium is a three storey building on stilts connected at one end to the tower of One Eversholt Street and running the width of the station frontage as far as the tower of 40 Melton Street on the other side. Between the Podium and the station itself lies an outdoor public space known as The Piazza, containing food vans, benches, a statue of railway pioneer George Stephenson and some ground floor retail units.

To the front of the Podium to the south is situated the bus station, and to the front of that lies Euston Square, containing gardens protected by the London Squares Preservation Act of 1931. Euston Square borders Euston Road, a dual carriageway otherwise known as the A501 ring road and the edge of the Congestion Charging Zone. South of the Euston Road is an area inhabited principally by University College, University College Hospital and its many students and staff, loosely falling within the area known as Bloomsbury.

¹ *Delivering a Sustainable Railway*, Department for Transport, 24 July 2007

To the west of the Estate lies a residential and commercial area containing London's third largest ethnic Bangladeshi community². This area, wedged between Regent's Park and the Station, has come to be known as West Euston.

To the east of the Estate lies a residential area known as Somerstown. The residents of Somerstown are familiar with railway station building developments, given that on the other side of their neighbourhood lies Kings Cross St Pancras and the new Channel Tunnel rail link.

Beneath the Estate run three sets of London Underground tracks, covering five lines: the Circle, District and Hammersmith and City, and the Victoria and Northern lines. Between these lines and beneath Grant Thornton House, 40 Melton Street and the Piazza, sits an Underground Car Park for use by the general public. This underground area is shared with Euston Station's taxi rank.

The Station

On 10 October 2005, Network Rail announced its intention to launch an ambitious multi-billion pound, ten-year modernisation scheme for its stations³. The company signalled that it would go to market on proposals for Euston and Victoria by the end of 2005, and called Euston a "prime development site" with "a comparable area to Canary Wharf – and there is huge scope for development opportunities, whether retail, offices or even residential".

Euston Station was last refurbished between 1963 and 1968, when it was completely rebuilt in conjunction with the electrification of the West Coast Main Line. Its redevelopment has been mooted for the past two decades and outline plans were developed by the Railtrack Property Division. Suggestions back then included the removal of the ramps within the station, the raising of the track, the creation of more retail and office space inside and the erection of four high towers in the corners of the complex in a way which did not prevent the ancient line of sight protection from Primrose Hill to St Paul's Cathedral from being infringed.

On 6 December 2005, an OJEU notice⁴ was published, inviting registrations of interest for a Development Partner to develop the station in cooperation with Network Rail. The aim is "to improve the Station facilities for users of the Station, and to provide for property

² London Research Centre, "London's Ethnic Communities", Census 2001

³ Network Rail Press Release, 10 October 2005

⁴ Official Journal of the European Union Contract Notice Utilities

development linked with the Station site, whilst having regard to the Station's operational requirements and the interests of related parties". Interested parties had to complete a pre-qualification questionnaire before 16 January 2006.

On 3 March 2006, Network Rail announced a shortlist of seven potential developers giving them twelve weeks to draw up indicative proposals for the redevelopment of the station. The shortlist comprised: British Land; Chelsfield Partners; Development Securities; Grosvenor; Hines; More London; and Stanhope. The shortlist was drawn up under the OJEU tendering process and scored each company that expressed interest on its financial capacity; track record; and technical competence and capacity⁵.

On 6 June 2006, Network Rail announced that four companies were through to the next stage as part of the ongoing competitive process: British Land; Chelsfield Partners; Development Securities; and Hines. At this stage, it was expected that a preferred partner would be selected by the end of the year⁶.

Network Rail announced that British Land were their preferred development partner for Euston Station on 5th April 2007. Noting that it was a "once-in-a generation" opportunity to transform this landmark station, Network Rail and British Land set about drawing up a masterplan for the station with a view to progressing them through the relevant planning processes⁷. The plan was expected to be released in autumn 2007 but was not completed by date of publication of this report.

The Consultation

Sydney & London Properties Ltd. has a clear interest in the nature of the development at the station because any such development will inevitably impact on the Euston Estate. The company shares with Network Rail the view that any future Development Partner will need - in the words of the OJEU notice - to have "regard to the Station's operational requirements and the interests of related parties".

On 17 October 2005, Sydney & London Properties therefore announced that it would be undertaking a public consultation exercise to find out the views of "related parties". The first phase of this would be

⁵ Network Rail Press Release, 3 March 2006

⁶ Network Rail Press Release, 6 June 2006

⁷ Network Rail Press Release, 5 April 2007

consultation with leading stakeholders and opinion formers in the Euston area.

“The consultation we have launched today will help us listen to the views of people who live and work near Euston and their elected representatives. Any redevelopment will have to take account of their essential interests,” said Richard Anning, Managing Director of Sydney & London Properties.

“We will be feeding our findings back to Network Rail ... so that we can deliver a scheme which is not only commercially viable but also acceptable to the local community.”⁸

The consultation exercise would consult others on how they think Euston should develop, on what facilities it should offer, and on 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 put their views without being influenced by others in a group. The meeting would be conducted by independent research facilitators and managed by The PR Office, a London public relations consultancy headquartered in Camden Town.

In the autumn of 2005, The PR Office, on behalf of Sydney & London Properties, approached numerous community groups and stakeholders with a view to ensuring that their views on the proposed redevelopment of Euston would be recorded in this report. The aim of recording their views would be to achieve the best possible outcome from a redevelopment of Euston Station for everyone who lives and works in the area.

Beginning 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.

Further details of those consulted and the nature of the consultation can be found in the Appendices to this report.

⁸ Sydney & London Properties Ltd, Press Release 17 October 2005

2. TRANSPORT MATTERS

Respondents viewed Euston as “primarily a transport interchange”⁹ – not as a shopping, leisure or community facility, even if some had aspirations for it to become all of these.

Disabled Access

The interviews that we conducted made clear that any redevelopment will have to take account of the need to improve access to transport for disabled people at Euston as there are currently insufficient lifts and ramps to the taxi rank, and bus and tube stations. Other respondents also raised the need for accessible rest areas for disabled people at the station.

Railways

One of the driving forces behind the redevelopment of Euston is the need to increase capacity at major stations.¹⁰ If railway companies are to keep up with passenger demand and alleviate the worst effects of train overcrowding at peak times, they will have to address the issue of capacity. The only alternative is “pricing people off the railway”, a concept which the Secretary of State for Transport has decisively rejected as “not the answer”¹¹.

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. It identifies three long-term agendas for Government and the rail industry working in partnership: increasing the capacity of the railway, delivering a quality service for passengers, and fulfilling rail's environmental potential¹².

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 reconfiguring the platform arrangements¹³. The

⁹ A point made forcefully by Michael Pearl, Street Facilities Manager, TfL, 1 November 2005

¹⁰ Network Rail Press Release, 10 October 2005

¹¹ Rt Hon Alistair Darling MP, Secretary of State for Transport, Speech, 21 June 2005

¹² *Delivering a Sustainable Railway*, Department for Transport, 24 July 2007

¹³ Edward Funnell, ATOC Communications Director, 21 October 2005

reconfiguration of platform arrangements could be delivered by a combination of increasing the number and the length of platforms.

Any increase in passenger numbers inevitably puts pressure on the other amenities provided at the station and on the other transport services interconnecting with mainline rail services.

Underground

In April 2007, Tube Lines, the company responsible for rebuilding the Northern Line, began revamping Euston underground station. A new public address system is being installed and floors and walls are being re-tiled. The number of CCTV cameras will also be increased from 50 to 110 and 27 new help points will be installed to help increase the safety of passengers¹⁴. However, this revamp addresses superficial appearance and any major redevelopment of Euston Station would be an opportunity for a redevelopment of the underground station.

Access to the tube at Euston was viewed as generally adequate by respondents, with the exception of disabled people. There is an opportunity at Euston to copy the good practice set by the modern underground stations on the new section of the Jubilee line. This means, for example, installing accessible lifts and ramps for wheelchairs.

Representatives of Transport for London, a local government body under the auspices of the Mayor of London with overall responsibility for London Underground Ltd, expressed the desire to keep all tube lines fully operational while the redevelopment of Euston was taking place¹⁵. They showed no willingness for tube lines to be re-routed.

Buses

Access to the railway station from the bus station involves walking underneath the Podium and into the uncovered area of the Piazza towards the main entrance to the station. Walks outdoors deters people from moving from one form of transport to another and can hinder the development of an integrated transport policy¹⁶. Moving the bus station to the very front of the station via an in/out lane for buses running across the current Colonnade from Melton Street to

¹⁴ Tube Lines Press Release, 29 May 2007

¹⁵ Sam Richards, Head of Land Use Planning and John McNulty, Transport Interchange Director, Transport for London, 24 November 2005 reiterated October 2007

¹⁶ Rt Hon Frank Dobson MP, 6 December 2005

Eversholt Street would be one way to get people straight off the bus and onto the tube or train (or vice versa).

Alternative suggestions included widening the Euston Road into Euston Square to provide a parking area for buses, allowing for the extension of the gardens back towards the front of the station¹⁷; and keeping the existing bus station but building a covered walkway between bus and train stations¹⁸. Many respondents felt that the Podium building presented a physical barrier between bus and train stations, which made the stations feel further apart than they actually are.

Car Parking

Being on the edge of the Congestion Charge Zone, Euston is prone to attract people wanting to drive into London who wish to avoid the Charge. One local resident wanted to see more spaces for the parking of residents' vehicles. If new shops are to appear at Euston, the demand from people living within a few miles of the station to drive and park there will increase.¹⁹

On the other hand, another consultee questioned the need for a public parking facility at all, arguing that it is also a security risk²⁰.

Network Rail could investigate the possibility of building an additional underground car park to the west of the station under St James' Gardens. This is said to belong to St Pancras Church in Piccadilly Circus²¹.

Taxis

Because they are underground, the air quality near the taxi rank is very poor. There is no marshal for taxis and no marshalling system because the marshal would have to wear breathing apparatus to conform to Health and Safety at Work regulations!²²

There is a conflict area in the "down" rank between taxis coming in and taxis trying to come out. Often they have to double up to let

¹⁷ Inspector Julian Dixon, British Transport Police, 15 November 2005

¹⁸ Rt Hon Frank Dobson MP, 6 December 2005

¹⁹ Mohammed Joynal Uddin, Chairman of the West Euston Partnership, 31 October 2005

²⁰ Richard Massett, Licensed Taxi Drivers' Association, 1 November 2005

²¹ Mohammed Joynal Uddin, Chairman of the West Euston Partnership, 31 October 2005

²² Jim Kelly, Transport and General Workers Union representative, 1 November 2005

people out or even treble park, which leads to a safety problem. If the taxi drivers stuck to the correct way to enter the station the tail back would be enormous.

As the taxis leave the station their route is blocked. Ninety per cent of journeys are south bound but these face a red light, which adds to the pollution (with taxis lined up, engines running). Perhaps the road and light planning 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 Road²³.

There are no lifts to the taxis for disabled people or those with baggage. Passengers with heavy baggage trying to get to the taxi rank often leave some bags at the top of the stairs while they carry others down. This means that some get stolen, or cause a security alert because the baggage is unattended.²⁴ In addition, the area, lighting and atmosphere around the taxi rank is regarded as dangerous for women and vulnerable people on their own,²⁵ particularly late at night.

At present there is capacity for about 35 taxis. To meet current demand, it needs to be nearer 60 to 70. The need for a more efficient taxi rank and an increase in capacity will be even more pressing if more offices are built on the site as redevelopment takes place²⁶.

The consensus view is that the taxi rank must be moved above ground, preferably to ground level. This would make access and egress better for everyone – and disabled people in particular.

One idea put to us is that there is surplus land belonging to Network Rail on the eastern edge of the station running along Eversholt Street. If access could be opened up from the station to this area, taxis could form an orderly queue there at ground level.²⁷

Cross River Tram

In 2002, the Mayor of London announced that he was asking Transport for London to develop plans for a new tram service to link Peckham, Brixton, Camden and King's Cross. The Cross River Partnership, which comprises representatives from four central London boroughs as well as

²³ Richard Massett, Licensed Taxi Drivers' Association, 1 November 2005

²⁴ Inspector Julian Dixon, British Transport Police, 15 November 2005

²⁵ Michael Pearl, Street Facilities Manager for the Public Carriage Office of Transport for London, 1 November 2005

²⁶ Richard Massett, Licensed Taxi Drivers' Association, 1 November 2005

²⁷ Rt Hon Frank Dobson MP, 6 December 2005

other public and private organisations was set up to take the plans forward. In early 2007, the Cross River Partnership conducted a public consultation on the proposed routes for the Cross River Tram.

It is essential that the Cross River Tram links into any potential redevelopment of Euston Station. One respondent felt that by routing the link through Euston Station rather than the residential area of Somerstown, public opposition to the entire Tram could be minimised²⁸.

Bicycles

Any overhaul of existing bicycle facilities should include sufficient bicycle racks alongside provision for car parking. Cycle lanes should also be planned into any redevelopment of the entire site.²⁹

Pedestrians

Access to the station for pedestrians, particularly for those coming from the north, is poor, with several respondents noting the need to “provide more entry points for people on foot”³⁰. The outdoor areas are badly lit, the number of entrances is too few and there are few covered (or heated) walkways.

²⁸ Dan Carrier, Camden New Journal, September 2007

²⁹ Sarah Elie, Manager, Somerstown Community Association, 28 October 2005

³⁰ Lina Pozzuto, Pasta Plus on Eversholt Street

3. ECONOMIC REGENERATION

London's Forgotten Road

The Euston Road is one of the forgotten roads of London. It has become a drive-through rather than a destination. Part of the reason for this is that people cannot see the station from the road because it is obscured by the office blocks (The Podium in particular) and the trees of Euston Square.³¹

The London Borough of Camden produces 2% of the nation's GDP, but you would not know this when you arrive in the borough at Euston Station. New landmark buildings running from Kings Cross to Euston could produce a strip that looks fantastic – and would enable the economic activity to flourish along the road.

On 20th April 2007, Network Rail announced that it had received planning permission for a £400m redevelopment of King's Cross station to be completed in time for the 2012 Olympic Games in London³². A bigger concourse, an additional platform and new shops and restaurants are to be added to the station.

Together with the redevelopment of Kings Cross-St Pancras, the redevelopment of Euston Station and the Euston Estate could genuinely transform the area and the prospects of the workforce living in communities nearby.³³ In fact, the development of Euston Station is essential to those residents of Regent's Park Estate and the Drummond Street area, and so should be a priority regardless of any future development of King's Cross³⁴.

Station Amenities

The station itself was variously described by elected representatives as "squalid", "overcrowded", "grimy" and "poor".

There is a need for clean public toilets nearby, and better signage to toilets³⁵.

Seating areas were almost universally regarded as inadequate. Some felt that there should be a mix of covered and uncovered seating

³¹ Cllr Theo Blackwell, 24 October 2005

³² *Historic station to be revamped*, BBC News Online, 20 April 2007

³³ Cllr Theo Blackwell, 24 October 2005

³⁴ Dan Carrier, Camden New Journal, September 2007

³⁵ Richard Massett, Licensed Taxi Drivers' Association, 1 November 2005

areas³⁶; others felt that Euston Square garden was adequate for people who wanted to sit outside and that the Piazza area between the offices to the station should be enclosed and covered with a transparent roof, bringing the benefits of natural light without any of the drawbacks of bad weather³⁷.

One local resident felt that the quality of the bars and cafes in the station was poor compared to other mainline train stations, pointing to the need for a larger space to the front of the platforms for retail and leisure amenities³⁸. The new station should include hotspots for Internet access as well as public computers with internet access to enable passengers and public to check their mail or access travel information more quickly than waiting in a queue, for example. The standard of station amenities of cafes, bars, refreshment kiosks and bookshops was also mentioned.

A redevelopment of the station could remove the wind tunnel that runs along the Colonnade at the front of the station and instead provide an exit to the west onto Drummond Street, which is home to some fine ethnic Bangladeshi cuisine. The high brick wall which runs to the east of the station could be pulled down and replaced by a clear glass wall with exit onto Eversholt Street, affording better views of and access to the station to people arriving on foot from Camden and Somerstown.³⁹

Retail Options

People living in the Euston area do not have easy pedestrian access to one of the big four supermarkets⁴⁰ to do their everyday shopping. They have to go as far afield as Camden Town or the Brunswick Centre to find one.

Local residents feel they would benefit from access to a local supermarket which sold produce at supermarket prices, rather than the inflated prices that some service stations and transport interchanges charge⁴¹.

Residents would like to see a shopping centre built on the Euston site, which incorporates a large supermarket as well as other retail units

³⁶ Sarah Elie, Manager, Somerstown Community Association, 28 October 2005

³⁷ S.B. Faruk, Bangladesh/British Chamber of Commerce, 7 November 2005

³⁸ Suleiman Osman, Regents Park Somalian Welfare Association, 13 November 2005

³⁹ Cllr Nasim Ali, 22 December 2005

⁴⁰ Tesco, Asda, J Sainsbury, WM Morrison

⁴¹ Suleiman Osman, West Euston Community Association and Regents Park Somalian Welfare Association, 13 November 2005

found on high streets across the country.⁴² The centre should be easily accessible to commuters as well as local residents and other Londoners living north of the congestion zone who do not want to drive into it to do their shopping. One idea was to build the shops above the railway platforms and build a new car park underneath St James Gardens to serve them⁴³.

It was summed up by one respondent who stated “Euston and the surrounding areas currently provide retail for travellers – we want to see retail outlets serving the local community⁴⁴”.

Accommodating Business

The local Chamber felt that the area needed a quality hotel for business people.⁴⁵ One local resident felt that if the hotel had a great gym and public area, it could become a focal point to meet friends.

Many stakeholders were ambivalent about the idea of building office accommodation on the site. While future rentals could generate an income stream that would finance the redevelopment of the station, it was felt that priority ought to be given to retail over office accommodation⁴⁶. The ability of the station to take more commuters who came to work on site at Euston was questioned⁴⁷.

The Podium was almost universally derided as an obstruction of the view of the station.

⁴² Suleiman Osman, West Euston Community Association and Regents Park Somalian Welfare Association, 13 November 2005

⁴³ Mohammed Joynal Uddin, Chairman of the West Euston Partnership, 31 October 2005

⁴⁴ A local resident who wished to remain anonymous, 20 November 2007

⁴⁵ S.B. Faruk, Bangladesh/British Chamber of Commerce, 7 November 2005

⁴⁶ Mohammed Joynal Uddin, Chairman of the West Euston Partnership, 31 October 2005

⁴⁷ Richard Massett, Licensed Taxi Drivers' Association, 1 November 2005

4. SOCIAL AND ENVIRONMENTAL REQUIREMENTS

Designing Out Crime

Being home to Euston and Kings Cross stations, the London Borough of Camden contains more runaways than any other. Many arrive on the Euston Road and are lured into a life of prostitution, petty crime and drugs. Consequently, Camden has one of the highest suicide rates in the country⁴⁸.

The design of Euston Station and the Estate is such that there are alleyways and dark corners in which people can congregate unnoticed, either to do a drug deal or to bed down for the night or to wait for passers-by to mug. These areas could be removed by any future redevelopment. If they are not, they should be better lit, have better aspects and be watched by CCTV. Euston Station has about 330 CCTV cameras but with the redevelopment, revision would need to be undertaken with additional cameras strategically placed with a view to increasing public and passenger confidence and reducing crime.⁴⁹

More cameras and a higher police presence might also deter people from urinating in the passages and doorways. Drunks also congregate in the Euston Square gardens, alongside prostitutes and junkies.

Many drug pushers and prostitutes were 'moved on' when the channel tunnel rail link was being built at King's Cross. Moving on does not just shift a problem to another area; some people change their lifestyle altogether. A 'moving on' exercise is recommended by the police for Euston when the redevelopment begins and the site is boarded up.

The British Transport Police offer their own architectural liaison officers to help developers design out crime when drawing up their redevelopment plans. This service is free⁵⁰.

In addition to enforcement and engineering, the third pillar of the police's approach to crime reduction at Euston is education. One respondent felt that there ought to be a discreet advice centre at Euston for homeless people to go to for help⁵¹. Another felt that there ought to be a refuge at the station which people could go to before they even set foot out into the capital. There is already a New Horizons

⁴⁸ Reverend Rob Whickham, St. Mary's Church, 17 October 2005

⁴⁹ Inspector Julian Dixon, British Transport Police, 15 November 2005

⁵⁰ Inspector Julian Dixon, British Transport Police, 15 November 2005

⁵¹ Rt. Hon Frank Dobson MP, 6 December 2005

near Euston station and one community leader felt that there should be more outreach to ensure homeless people knew of the service it provided for them.⁵²

One community leader who has witnessed past gang fights between different races feels that an entire redevelopment of Euston Station and the Euston Estate could help garner a sense of pride around which all sections of the community could unite⁵³.

Housing

Accommodation built above railway platforms has limited appeal for people wanting to live there for the long term. However, it could be attractive to students who would live there for the academic term – and perhaps spend just a year in digs above the station.⁵⁴

There is a shortage of social housing in Camden, and some more could be built on Network Rail land on the north west side of the station site on the Hampstead Road side. This would change the look of the Hampstead Road which is currently industrial in appearance⁵⁵. According to one respondent, the redevelopment of Euston Station could result in a major housing project, meeting Camden Council's responsibility to provide sufficient social housing⁵⁶.

Leisure Facilities

The wish list of leisure facilities which stakeholders would like to see at a redeveloped Euston is lengthy. It includes a bowling alley, running track, swimming pool, gym, indoor or outdoor floodlit football pitch and children's play area.

The most popular of all these is the desire for a swimming pool. In 2005 it was expected that Kentish Town public baths would close, and many people who felt priced out of expensive private gyms were hoping for another facility to be built in Camden soon. It was pointed out that there used to be public baths in Euston in the 1980s but they were never replaced when they closed. In 2006, The Liberal Democrat-Conservative coalition agreement for Camden Council included a

⁵² Cllr Nasim Ali, 22 December 2005

⁵³ Mohammed Joynal Uddin, Chairman of the West Euston Partnership, 31 October 2005

⁵⁴ Rt Hon Frank Dobson MP, 6 December 2005

⁵⁵ Mohammed Joynal Uddin, Chairman of the West Euston Partnership, 31 October 2005

⁵⁶ Dan Carrier, Camden New Journal, September 2007

provision to refurbish Kentish Town Baths. However, demand for leisure facilities in Euston itself was still high in 2007.

One constructive suggestion was that indoor sports facilities could be sited close to the outdoor football pitch at St James' Gardens which is managed by Camden Council. A shell provided by any redevelopment of the station might be sufficient capital investment to enable the Council and other government bodies to provide revenue funding for a sports facility thereafter.⁵⁷

Other Community Priorities

There is nowhere in Euston to accommodate large wedding parties of the kind that the community like to celebrate. Many respondents from the local community speculated as to whether there may be space on a redeveloped station site for such a facility.

This could be a multi-purpose Islamic community centre, incorporating prayer room or Mosque as well as rooms for other community, cultural and leisure activities.

Some respondents thought that a Job Centre could be sited at Euston, given the relatively high levels of unemployment in the local community.

One respondent felt that the station needed an increase in the visible presence of staff in order to reassure the public that Euston was a well run transport interchange. The communities living around Euston seem to be underrepresented in the workforce at the station and there is a need for a greater cultural mix amongst staff there.⁵⁸

Public Art

Temporary displays of public art should be rotated and take into account the cultures of the many ethnic communities living in the area⁵⁹. Art should also reflect the history of the station. A miniature replica of the original Euston Arch, the great Doric structure that sat at the entrance to Euston Station before the last major redevelopment in 1968, was suggested.

⁵⁷ Cllr Nasim Ali, 22 December 2005

⁵⁸ Sarah Elie, Manager, Somerstown Community Association, 28 October 2005

⁵⁹ Sarah Elie, Manager, Somerstown Community Association, 28 October 2005

5. PLANNING CONSIDERATIONS

A Complete Redevelopment

More than nine out of ten respondents felt that Euston needs more than a refurbishment of existing facilities. The Mayor's Senior Adviser on Planning⁶⁰ indicated his preference for a joined up development, as did the Strategic Planning Officer of the GLA.⁶¹

The Mayor's Senior Adviser on Regeneration indicated that he might favour large towers at Euston as long as they did not infringe ancient protected lines of sight.⁶² This "viewing channel" was, however, narrowed from 300m to 250m in July 2007 which may make large towers at Euston Station a more likely possibility⁶³.

Transport for London highlighted that it had three clear objectives for meeting the Mayor's policy for London⁶⁴:

- A world class terminus
- Maximum development so as to meet commercial and social objectives
- Improved public realm

Transport for London also made it clear that the larger the redevelopment, the more money would be available for public works.

Network Rail are obliged under Condition 7 of their network licence (network stewardship) to operate, maintain, renew, replace, improve, enhance and develop the network having regard to all relevant circumstances including matters of finance in accordance with best practice and in a timely, efficient and economical manner. As such, any redevelopment of Euston Station is likely to be scrutinised by the Office of Rail Regulation, who are charged with regulating Network Rail, to ensure it maximises development value⁶⁵.

⁶⁰ Alex Bax, Mayor's Senior Adviser on Planning, 24 November 2005

⁶¹ Colin Wilson, Strategic Planning Officer, Greater London Authority, 24 November 2005

⁶² Neale Coleman, Mayor's Senior Adviser on Regeneration, 19 October 2005

⁶³ London's historic views 'under threat', BBC News Online, 4 June 2007

⁶⁴ Meeting with John McNulty and Peter Harrison, Transport for London, 10 October 2007

⁶⁵ Website of the Office of Rail Regulation,
<http://www.railreg.gov.uk/server/show/nav.133>, 10 December 2007

The local community's priorities for the redevelopment were summed up by one respondent as being a shopping arcade with supermarket, a swimming pool and a mosque⁶⁶.

In theory, an area the size of Canary Wharf could deliver all these things and more. That is the challenge for the Development Partner working together with Network Rail.

The Appearance of the Station

The current Euston Station was built between 1963 and 1968 and its appearance fulfils the stereotypes of sixties architecture. "Euston is one of the nastiest concrete boxes in London: devoid of any decorative merit; seemingly concocted to induce maximum angst among passengers; and a blight on surrounding streets."⁶⁷

No consensus emerged on the aesthetic style of any redevelopment. One commentator flirted with the idea of the return of the Euston Arch that sat at the entrance to Euston Station before 1968⁶⁸. Some wanted a traditional façade built in the style, for example, of St Pancras⁶⁹ or of the British Museum or Smithfield Meat Market. Others wanted something light and airy like Canary Wharf⁷⁰.

The majority of respondents wanted the interchange and its transport components to be visible from the Euston Road. To achieve this, the Podium could be removed and a glass roofed atrium could be built over the entrance to the station⁷¹. The local MP summed up the public attitude towards the Podium by describing it as "neither use nor ornament"⁷².

⁶⁶ Suleiman Osman, West Euston Community Association and Regents Park Somalian Welfare Association, 13 November 2005

⁶⁷ The Times, *Euston: we have an architectural problem*, 10 April 2007

⁶⁸ Dan Carrier, Camden New Journal, 17 October 2005 reiterated September 2007

⁶⁹ Sarah Elie, Manager, Somerstown Community Association, 28 October 2005

⁷⁰ S.B. Faruk, Bangladesh/British Chamber of Commerce, 7 November 2005

⁷¹ Dan Carrier, Camden New Journal, 17 October 2005 reiterated September 2007

⁷² Rt Hon Frank Dobson MP, 6 December 2005

6. POLITICAL CHANGE

Following the Local Council Election on May 4th 2006, no single party emerged with a majority of seats. The Liberal Democrat and Conservative parties entered into a Partnership Administration with a solid majority of council seats⁷³.

The Partnership Administration is comprised of an Executive of six Liberal Democrat Councillors and four Conservative Councillors. The Liberal Democrat group nominates the Leader and the Executive members for Resources, Housing, Culture, Children, and Community Safety. The Conservative group nominates the Deputy Leader and the Executive members for Environment, Regeneration and Equalities, Schools, and Adult Social Services and Health.

The Partnership Agreement does not make any mention of potential development of Euston Station. However, many consultees commented on the Council's commitment to social and key-worker housing and suggested that a major redevelopment of the Euston area would be an opportunity to build such accommodation.

⁷³ Agreement between the Liberal Democrat and Conservative Groups, www.camdenlibdems.org.uk/pages/agreement.html, 24 May 2007

7. CONCLUSION

In 2006, more than nine out of ten respondents felt that Euston needed more than a refurbishment of existing facilities. In 2007, the overwhelming majority of respondents still agreed, many adding that it was vitally important that Euston and the surrounding residential areas are not left behind in the redevelopment of neighbouring Kings Cross.

One local resident said, "The recent development of St. Pancras International Station marks a landmark for this area but it is essential that those of us living less than a mile down the road are not forgotten about and that the problems of Kings Cross do not simply transfer to our doorsteps. We need a major redevelopment of Euston Station to regenerate our area – but it must take into account the needs and wishes of local residents"⁷⁴.

A large majority of respondents chose not to offer any additional information to the refreshed consultation in 2007, adding that their views were unchanged from 2005/6.

This research into stakeholder opinion was carried out by The PR Office between 17 October 2005 and 23 December 2005 and again between 1st August and 10th December 2007.

⁷⁴ Richard Smith, local resident, interviewed on Eversholt Street, 3 December 2007

APPENDIX 1

This report results from engagement with representatives of the following stakeholder groups. Some of the organisations and individuals below were invited to comment but chose not to do so.

LOCAL COMMUNITY**Bangladeshi Groups**

Bangladesh Welfare Association UK Ltd
 British Bangladesh Welfare Association
 British-Bangladesh Chamber of Commerce
 Consortium of Bangladeshi Associations
 Bengali Workers' Association

Community Action Groups

West Euston Partnership
 Somerstown Community Association
 West Euston Community Association
 Camden Society
 Bloomsbury Conservation Area Advisory Committee
 Kings Cross-Brunswick Neighbourhood Association

Homeless Shelters/Organisations

Homeless Families Campaign
 St. Mungo's
 New Horizons Youth Centre
 Camden Homeless Persons Unit
 Alone in London

Community Centres

BWA Youth Clubs (Surma Youth Project)
 St. Pancras Community Centre
 St. Martin's Community Centre

Local Business Associations

Federation of Small Businesses
 London Chamber of Commerce and Industry

Residents' Associations

Camden Central Community Umbrella
 Camden Federation of Tenants and Residents Association
 Kings Cross Bengali Residents Association
 Amptill Square Tenants Association
 Drummond Street Residents Association
 Regents Park Tenants Association

Children's play services/organisations

Camden Square Play Centre

Schools and colleges

Netley Primary School
 Christ Church School
 Northbridge House School
 Richard Cobden Primary School
 St Michael's Primary School
 South Camden Community School

Mosques

UK Islamic Mission
 Mohammed Aszal

Churches

St Mary's Church
 Quakers Religious Society of Friends

Synagogues

West Central Liberal Synagogue
 Central Synagogue

Miscellaneous

Euston Police
 Licensed Taxi Drivers' Association
 Transport and General Workers' Union

LOCAL, REGIONAL AND NATIONAL GOVERNMENT

Chairman of Economic Regeneration, London Borough of Camden -
 Cllr Theo Blackwell (2005)
 London Borough of Camden Leader - Cllr Raj Chada (2005)
 London Borough of Camden Leader - Cllr Keith Moffitt (2007)
 Executive Member for Equalities and Community Development,
 London Borough of Camden – Cllr Andrew Marshall (2007)
 Cllr Fazlul Chowdury
 Cllr Nasim Ali
 Greater London Authority
 London Development Agency
 Transport for London
 Mayor of London's office
 Rt Hon Frank Dobson MP
 Brian Coleman AM

Department for Transport
Confederation of British Industry
Network Rail
Office of Rail Regulation
Design for London

MEDIA

Camden New Journal
Ham and High
Evening Standard

APPENDIX 2

The following script was used as a prompt for detailed conversations with stakeholders about the future development of Euston Station and the Estate. Where detailed conversations were not held, the script was used as a questionnaire sent out to people who returned the forms containing their written views to the PR Office.

EUSTON STATION REDEVELOPMENT**SYDNEY & LONDON PROPERTIES' COMMUNITY CONSULTATION**

As you may know, Network Rail has announced that they are going to redevelop Euston Station. Sydney & London Properties, which owns the four office buildings at the entrance to Euston Station, is undertaking a community consultation to find out your views as to the nature of the redevelopment that you would like to see.

Please spare just a few minutes to consider the questions below. [Please mark your preference(s) where marked with an X, otherwise please write in your response].

1. Would you like to see an entire redevelopment, or a refurbishment of existing facilities?

	X
Redevelopment	
Refurbishment	

2. In addition to the railway station, what other amenities would you like to see?

AMENITY	X
Supermarkets	
Cinema	
Library	
Ice Rink	
Restaurants	
Resting area	
Children's play area	
Hotel	

Would you like to see other amenities not listed above?
Please specify...

3. Which of the following methods of access to and from Euston could be improved, and how?

ACCESS	Improvement?
Car	
Taxi	
Bus	
Tube	
Bicycle	
On foot	

4. What design features would you like to see incorporated in the development?

DESIGN FEATURES	X
Everything under cover	
Some outdoor green spaces	
Traditional façade	
Modern façade	
High open spaces	
Natural light	
Indoor feel	
Outdoor lighting	
Public access to more than one floor	

Are there other design features not specified above that you would like to see?

5. How could the development take account of the needs and culture of the local resident community and workforce?

CULTURE/NEED	X
Permanent displays of public art	
Temporary displays of public art	
A space set aside for community meetings	
A doctors' surgery on site	
Local authority offices on site	

Are there any other developments you would like to see that would take account of the needs and culture of the local resident community and workforce that you would like to see?

6. What style of building would you most like Euston Station to be modelled on?

STYLE OF BUILDING	X
Stay roughly as it is	
The 'Gherkin'	
The Scottish Parliament	
Liverpool Street/Broadgate	
Canary Wharf	
St Pancras	

Are there any other building styles not listed above that you would favour?

Finally, please provide your contact details.

NAME	ORGANISATION	ADDRESS	TEL/FAX/EMAIL

In 2007, the following additional question was asked:

Would you object to the ancient line of sight protection from Primrose Hill and St. Paul's Cathedral being infringed by any potential redevelopment of Euston Station?

	X
Yes	
No	

