



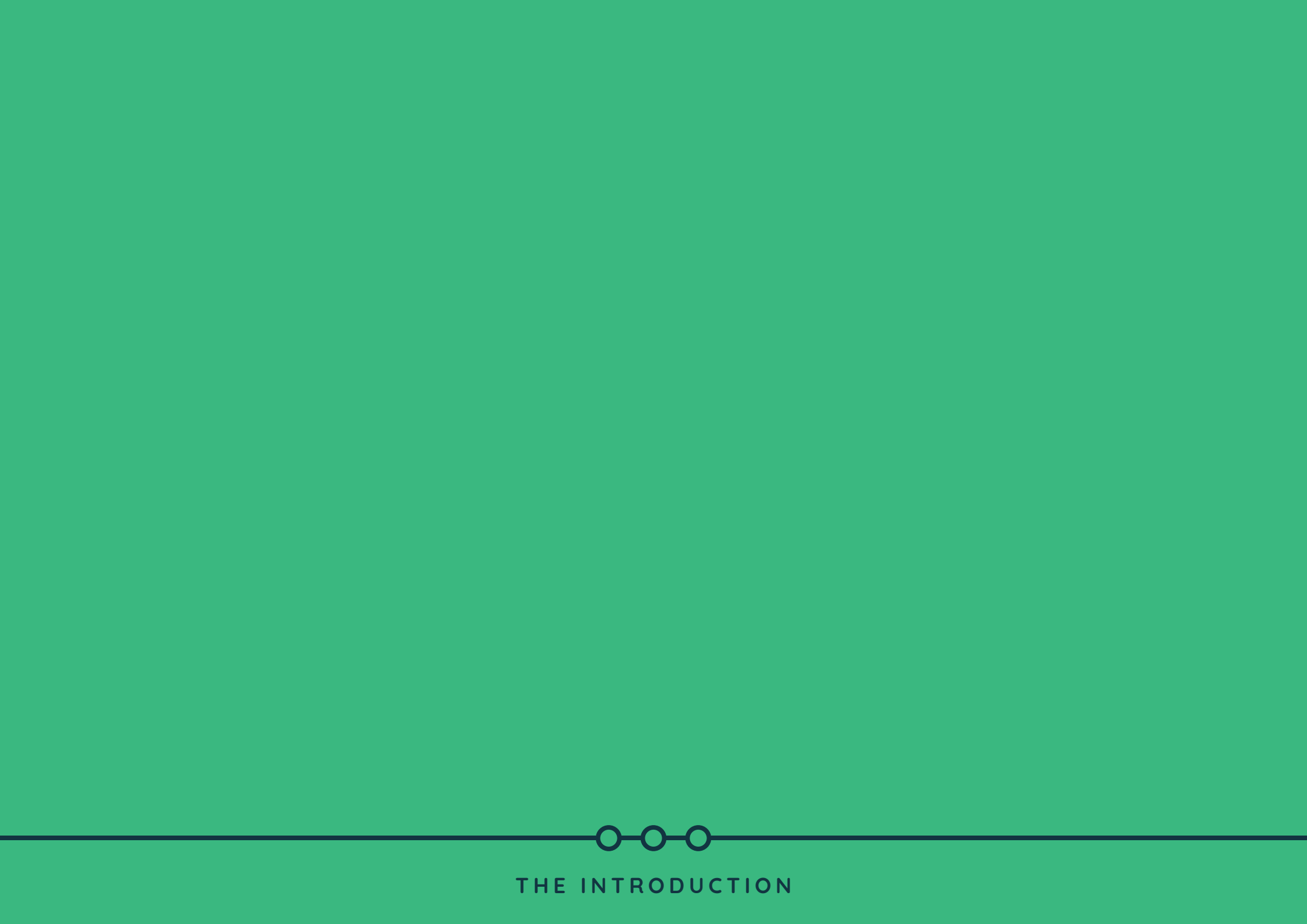
EUSTON GREEN LINK

# A creative, green walking route linking Euston Station and Regent's Park, ready to be explored.

As the landscape of Euston changes dramatically, this link seeks to celebrate the character and independent business community of the area. It aims to create an inclusive environment that invites all stakeholders to enjoy green space amongst the urban jungle. It recognises the high street as an important community asset that when designed correctly, can benefit mental and physical health and facilitate a thriving local economy.



EUSTON GREEN LINK



THE INTRODUCTION

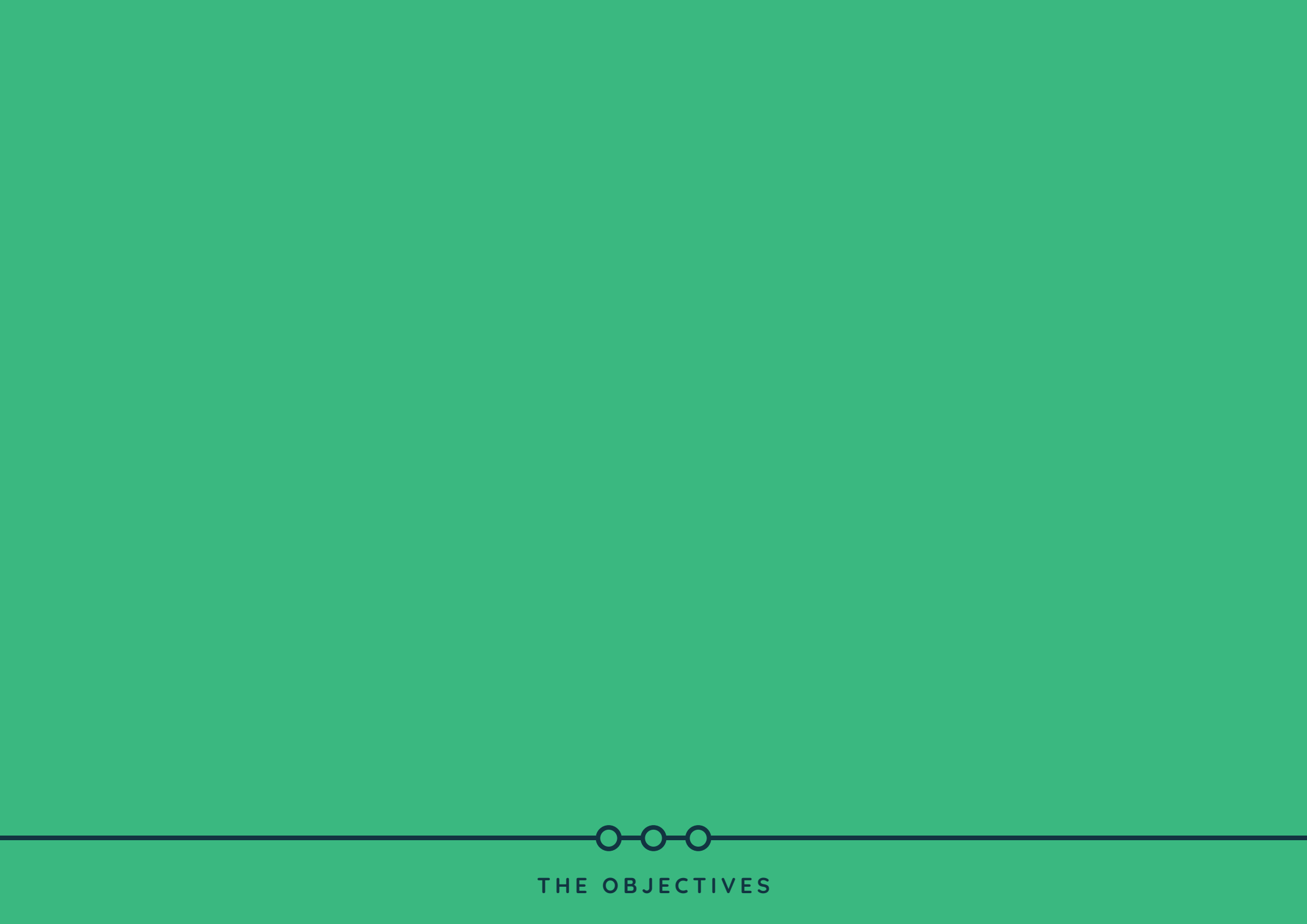
# Introduction

Euston Town exists to represent the interests of businesses in Euston as the area faces enormous changes. Our organisation has three main areas of focus: uncovering and protecting Euston's identity, reacting to the local air quality emergency, and lobbying for the best possible outcome from the HS2 project.

The HS2 transportation project can, we believe, present a once-in-a-generation opportunity for positive development - if it's done right. But there are many elements that are beyond the control of the local communities and unfortunately, the construction project will at times have a negative impact on the surrounding area.

As a business improvement district, we prioritise the impact on businesses and allow that to shape our activities. We strive to mitigate the project's effects wherever possible.





THE OBJECTIVES

# The Objectives:

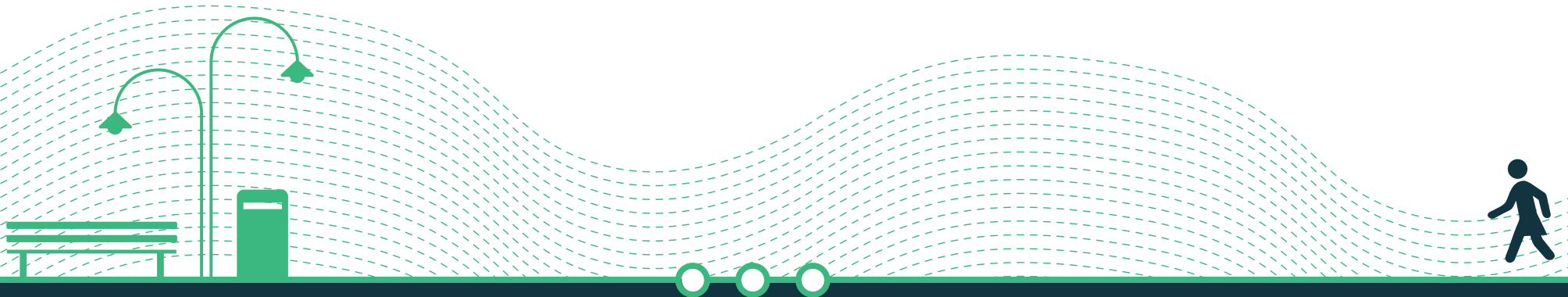
- 01 HEALTHY HIGH STREETS
- 02 DRUMMOND STREET
- 03 HEALTH + WELLBEING
- 04 PROMOTE THE VALUE OF SMALL BUSINESSES
- 05 INSPIRE CONVERSATIONS
- 06 INTRODUCING REGENT'S PARK
- 07 INNOVATION



# 01

## HEALTHY HIGH STREETS

To transform the route in to a public realm that improves the health and wellbeing of the local community, and becomes a true asset to the area in line with the values of the Government's 'healthy high streets' strategy.



EUSTON GREEN LINK

# 02

## DRUMMOND STREET

For the independent businesses not just to survive in a hostile construction, but to enjoy the benefits of a public realm project that allows them to thrive and strengthen as an independent high street.



DRUMMOND STREET

EUSTON GREEN LINK



# 03

## HEALTH + WELLBEING

To help mitigate the effects of living by the infamously polluted Euston Road, and conditions that are expected to worsen as HS2 construction begins. Providing green space, community-consulted arts projects and an improved public realm draw footfall to a lower-exposure walking route and encourage the use of clean, natural space in Regents Park. wellbeing of stakeholders.



EUSTON GREEN LINK

# 04

## PROMOTE THE VALUE OF SMALL BUSINESSES

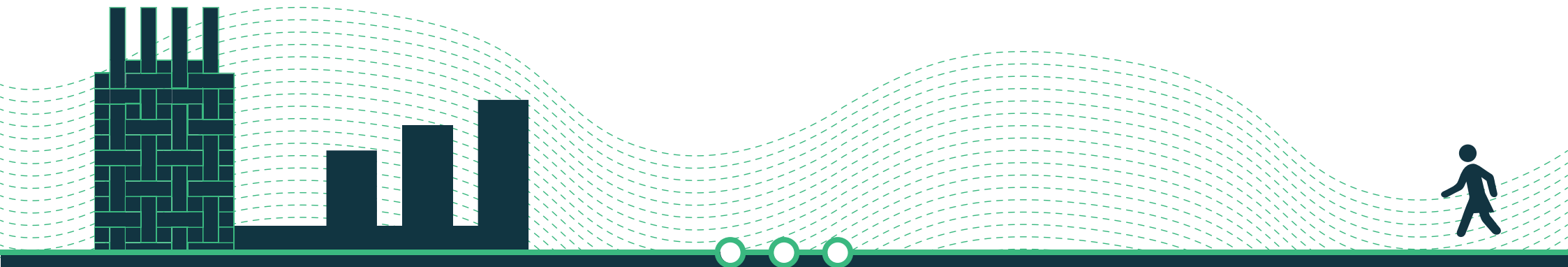
To prove that independent business communities complement the values of green infrastructure projects, and should be considered vital to the overall health of a community.



# 05

## INSPIRE CONVERSATION

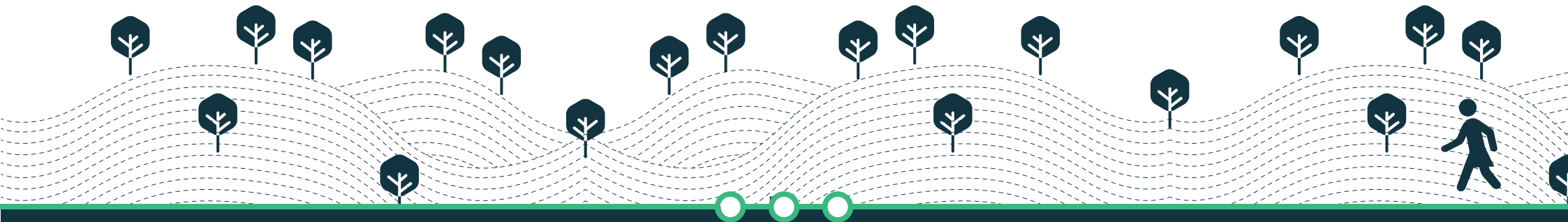
To encourage thought and spark conversation about climate change and the effects of pollution. This project is motivated by the chronic air quality issue Euston faces, and green infrastructure interventions and public art installations will reflect this.



# 06

## INTRODUCING REGENT'S PARK

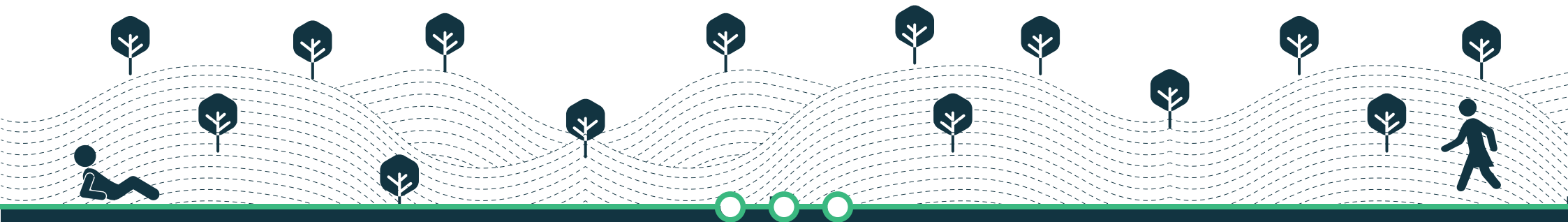
To introduce Regents Park as an open park for all as we lose green space and trees. Signage and destinations will help to define the route and encourage exploration, forging a sense of ownership amongst stakeholders and unlocking the potential of an amazing local asset.

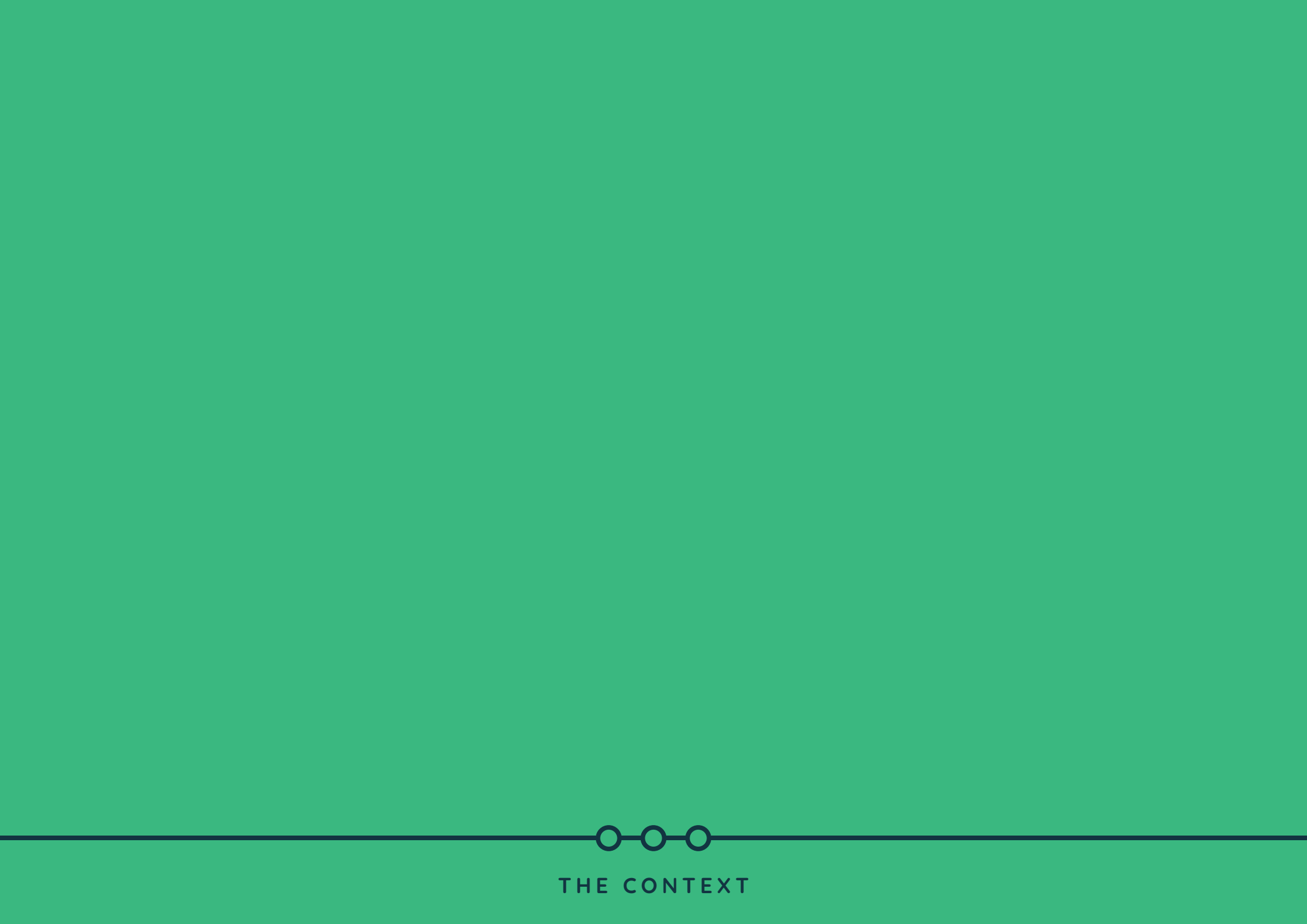


# 07

## INNOVATION

To help influence future permanent uses of green space and implementation of green infrastructure. To contribute to the discussion on sustainability and reflect our commitment through our partnerships, material selections and messaging.





THE CONTEXT

# The Context

This is not a route randomly chosen as the location for new public realm and promotion. We have three clearly defined zones that each have a real purpose and offering to the area. This project is about unlocking that potential.

## DRUMMOND STREET

Drummond Street has a distinct position within Euston. It has enjoyed success and a strong reputation built on the enthusiastic reviews of people who are lucky enough to work and live in the area, exploring its delights and getting to know its characters. It's lauded as 'the capital's most diverse range of South Asian food', where you can also find 'a dream of a meal' at Brizzi's Italian and immerse yourself in the 'warmth, character, honesty, intrigue and adventure' of African Kitchen & Gallery. Whilst

Euston sadly lost the iconic ale-specialist pub the Bree Louise, the Exmouth Arms and Crown & Anchor remain and are the route's excellent watering holes. It is bursting with character from business owners like Sandra of Looking Hot hair salon, who at 7 foot in her enormous heels will be spotted a mile off. It's a tight knit community with a real sense of unity. It's a place for human interaction, an authentic culinary experience, and has entirely avoided becoming a tourist trap.



# The Context

## REGENTS PLACE

Interrupted by a crossing over Hampstead Road, Drummond Street continues on to Longford Street and runs along the back of Regents Place, a British Land development which intends to involve the community amongst its high-rise offices and state of the art public realm. An arts programme throughout the buildings boasts sculptures and installations from world-famous artists and provides a genuine reason to explore the development. However, it has some way to go to achieve real interaction and engagement with the local community. It is currently inward-facing and doesn't seem to invite curious pedestrians in to have a wonder around. The Euston Green Link aims to partner with British Land to open the development to the use and leisure of passers-by who want to admire installations, enjoy a drink on the plaza, visit the winter market or relax in the sun on a deck chair.

## ALBANY STREET

Finally we reach Albany Street where we are taken back to glorious 19th century architecture. Grand buildings and leafy streets are the last leg of the journey to the Chester Gate entrance of Regents Park.





# The Context

## HS2

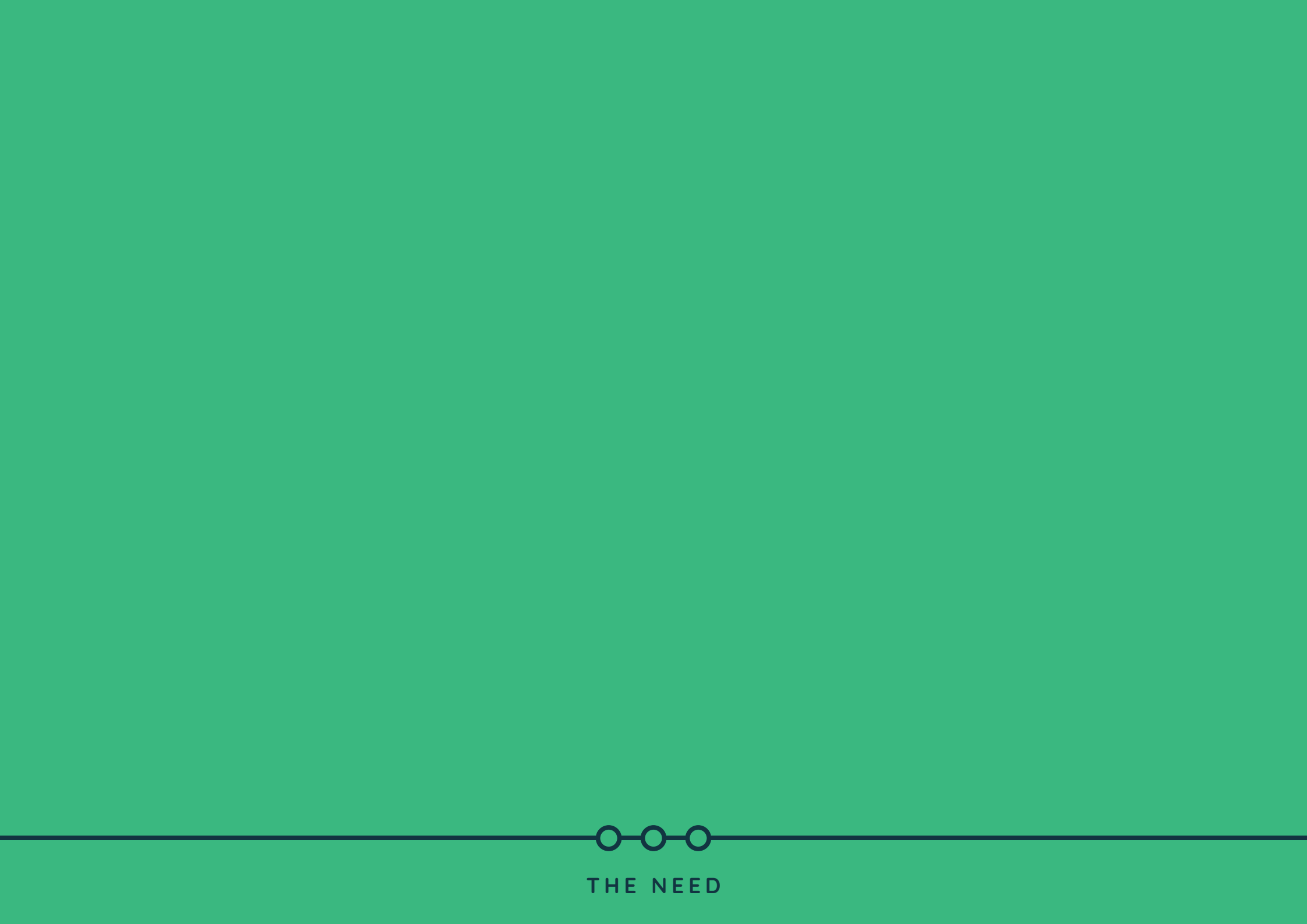
The effects of HS2 are already being felt in Euston. Around Drummond Street several buildings now lie vacant including Jestico + Whiles architecture practice, Grant Thornton, Thistle Hotel and Ibis Hotel. More will be emptied as construction progresses. The independent traders of Drummond Street have felt the loss of a natural source of footfall and business, particularly the hotel guests who used to fill the restaurants every evening.

## LOSS OF GREEN SPACE

Euston Square Gardens and St James' Gardens have both been lost to construction, as well as many mature trees. This has had an enormous impact on the morale of local people. People show strong emotional ties to the natural space around them, which is rarer and even more precious in inner city

areas. The loss is intensified by an apparent lack of green alternatives. A city can be a claustrophobic environment when there is no escaping the chaos, noise and pollution.





THE NEED

# The Need

Small businesses give something unique to the area in which they are based. Euston Town shares its management team with Camden Town Unlimited and Camden Collective; all three organisations have long been leading voices protecting the small business community and emphasizing the value they bring to London's economy. If the business environment becomes hostile – rent and rates increasing, footfall decreasing, construction driving away business – Euston could lose a jewel in its crown.

We've seen many high streets in the UK wilt as they fail to adapt to a changing economic, social and environmental landscape. They must meet new demands in terms of their offer and public realm design if they are to remain a relevant community feature. Interventions must promote social cohesion and interaction, facilitate a sense of community, make a visitor feel safe and provide interesting things to do and see.



# The Need

West Euston a buzz. On the other side of the station Chalton Street brings the same excitement and uniqueness. What is it that makes them stand out? It's their independence. Drummond Street has personality, a human face, imperfect but characterful aesthetics, cluttered but and bustling pavements. Their restaurants serve up recipes that have been passed down through the generations of a family, their businesses have stories behind them; people are intrigued by their history and want to believe they have a bright future. To uncover the identity of Euston and ensure it survives the surrounding development plans, we need to bring people to this street. To bring people to this street, we need to give them a reason to explore.

The revival of this route to Regents Park can have a direct and indirect effect on the local economy, the standard of living, mental and physical wellbeing and a notion of civic

pride and community trust. These essential factors are in jeopardy under the disruption of HS2, and the design of the Euston Green Link must react to that.





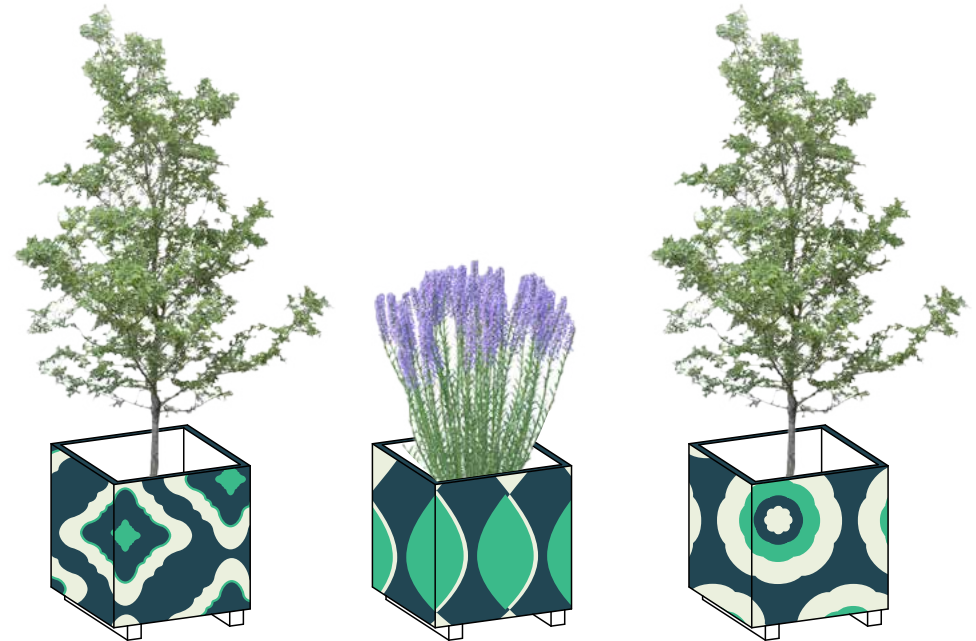
# The Need

With the loss of green space and trees, Euston also lost greenery that filters an area that filters pollutants and dust in the air, provides shade and lower temperatures in the summer, and facilitates a biodiversity that can survive in the city environment. Therefore, the literal and scientific benefits of green space are clear. There are also less tangible effects, however; the benefits to of mental wellbeing, a break from city chaos, a place to enjoy peace and quiet. The choice of separating yourself from pollution yourself from pollution, noise and congestion when a break in the countryside isn't an option. Without green space, the hectic city surroundings can feel claustrophobic and stifling. The use of Regents Park isn't an obvious choice, either; Camden Council's local stakeholder engagement suggested local residents sometimes felt the park was a formal attraction, more for visitors than residents and employees.



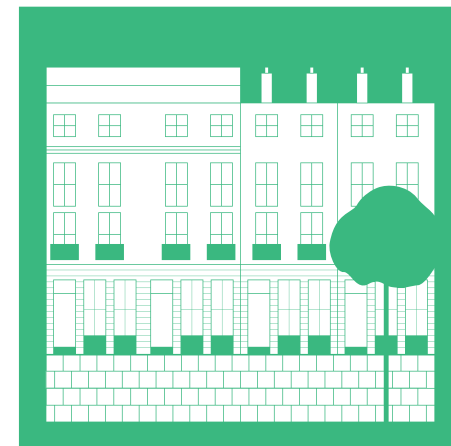
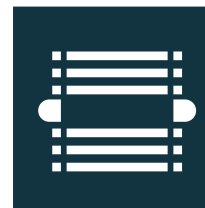
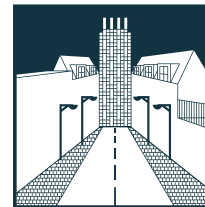
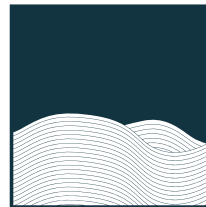
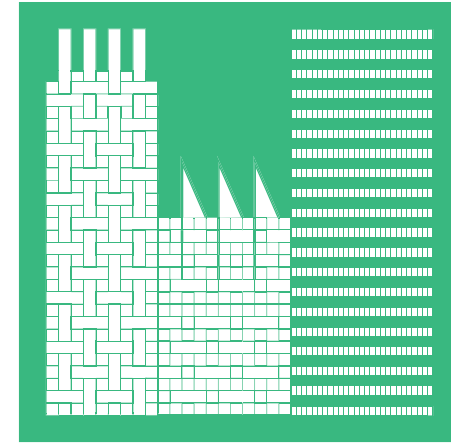
# The Need

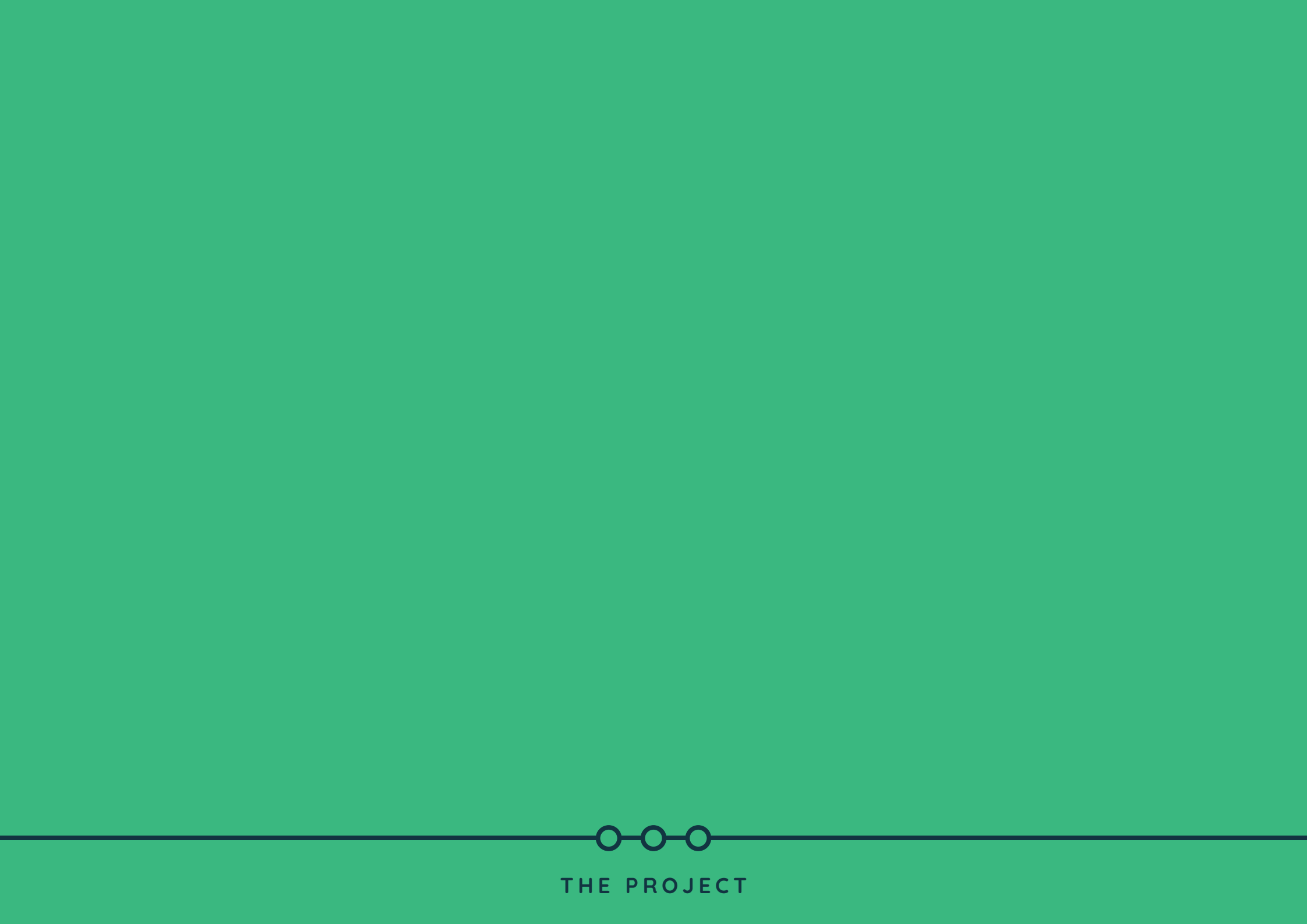
Whilst Euston faces many years under construction with hoardings, building sites and vehicles cluttering the streets, we need to search for ways to create beautiful public space that benefits local businesses, residents and employees. Implementing green and creative projects – from pocket parks with seating areas to colourful planting schemes – will create within Euston a labyrinth of miniature destinations, points of interest and reasons to explore. These destinations should slot in to a wider strategy and push for improved streetscape that considers the loss felt by residents and businesses, prioritises pedestrians over motorists and creates a calm and pleasant ambience throughout the route in spite of the construction taking place.



# The Need

According to the Government's Healthy High Streets recommendations and guidance, poor and deprived communities are more likely to live by poorly built environments. On average they will have five times less quality green space than other urban areas and have higher exposure to pollution. The direct effects include heart disease, high blood pressure, cancer and asthma, amongst other health issues. The indirect effects can be poor mental health, a lack of social cohesion and an unhealthy lifestyle. The Euston Green Link hopes to address this inequality (which is generally projected to increase as the HS2 project progresses) by replacing lost space, enhancing current assets and involving the community in ambitious art projects. This revival of Drummond Street and the entire route will create a feeling of belonging to an inclusive environment, facilitating a healthy lifestyle and natural social interactions.





THE PROJECT



# The Project

We decided that creating a 'Green Link' between Regents Park and Euston Station was a way to address all three of our areas of focus. The project will uncover and celebrate Euston's character, helping businesses not just to survive but to thrive amongst HS2, whilst encouraging the use of a lower-exposure walking route and sparking conversation about climate change. This is a greening project with a difference.

We enlisted design agency startup Bolter Design and MTArt (both members of our coworking space, Camden Collective) to take a holistic view at the entire route and create a set of proposals for what we then labeled a 'wellbeing walk'. The document is a set of high level proposals used to introduce people to our thoughts, motivation and objectives. The Bolter team conducted an analysis of the area's cultural and historical identity. It allowed us to dig deeper in to what

has helped to shape each area of this route today; the victorious protests resulting in the building of social housing, the arrival of a new Bengali community, the Tolmer's Square 'Fleapit' Cinema, Cumberland Market in the 19th century, the home of Punch & Judy founder Henry Mayhew and the iconic (and highly divisive) Euston Arch. MTArt proposed pieces of art to spark some imagination of how we could best use this space, communicate our message and reflect our communities. There is a wealth of history and culture steeped in this place and it is in danger of being forgotten or ignored.



This project will look to  
the future, be inspired  
by the present and  
appreciate the past.

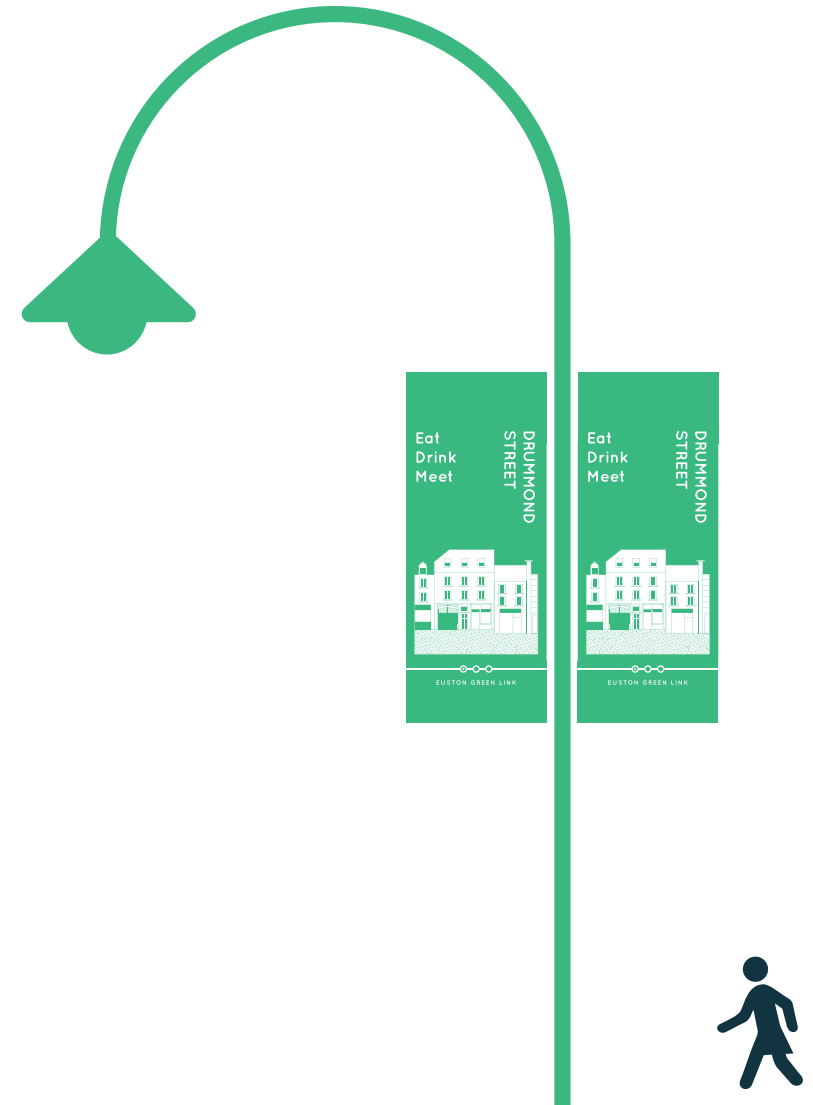


EUSTON GREEN LINK

# The Project

Bolter's report gave us something to present and talk about. It had ideas of painting pavements, modular seating, public installations and wayfinding. It was inspiring and allowed us to show our commitment when applying to the Mayor's Low Emission Neighbourhood Fund. We were one of five successful applicants in London and were awarded £105,000 (match funded by £150,000).

At this point we partnered with CityscapeUK, an organisation who design creative and innovative green solutions to the urban environment and work with multiple agencies such as local authorities, communities, businesses and artists to create a customised project; they fit the bill perfectly.





PROJECT ELEMENTS

# Project Elements

01 PLANTING SCHEMES

02 WAYFINDING

03 ART INSTALLATIONS

04 GREEN SPACE

05 LIVING WALLS



# 01



## PLANTING SCHEMES

Where space is rare, planting schemes can be used to inject a sense of the natural environment. They can be positioned at all levels – to enliven a pavement, break up a blank wall or encourage a walker to look up and enjoy the full height of their urban surroundings. They provide shelter and shade, reducing the risk of heat island effects. They can also help to promote biodiversity, mitigate the effects of climate change and uplift the aesthetics of a street and its economic performance.

Planting schemes will be purposefully durable and low-maintenance, designed to suit their specific environment. They will reflect the vibrant local culture and the prominent cuisine of Drummond Street, evoking visions of South India, spices and colourful fabrics. Careful planning will ensure that schemes are relevant to the street and contribute to a wider sense of place.



# 02



## WAYFINDING

We are working with Bolter Design on developing a full signage proposal throughout the entire route. They are working with Cityscapes and conducting stakeholder engagement to formulate ideas that work for both residents and traders along the route.

The signage will be consistent with reflecting the local culture and distinguishing histories of each zone. A blue and green scheme reflects the environmentally-focused nature of the project, whilst Middle Eastern-inspired patterns help give a sense of identity and brand, placing Drummond Street at the centre of the initiative.

Wayfinding helps to create a sense of place and inclusivity. This is not a route for a specific audience – it aims to attract visitors, residents and employees to explore the new destinations along the way to Regents Park. Branding associations will differentiate between the types of spaces.

To accompany this signage we are developing a map which we will use to signpost not just the Euston Green Link interventions, but other pockets of green and projects such as the Regents Place arts programme.



# 03



## ART INSTALLATIONS

Euston Town is collaborating with art consultant Marine Tanguy to develop an Art Strategy which outlines the BID's approach to commissioning art. It sets guidance on stakeholder engagement and underpins our values in reflecting the passions and challenges of the local community in artistic interventions and changes to the public realm. The selection of an artist will be subject to set procedures. More information on these can be found in our arts strategy.

Artists will consider their surroundings, the location of the proposed installation, how it benefits the local community and uplifts businesses.





# 04



## GREEN SPACE

We are working with Westminster Kingsway College to reimagine their green space. It is currently accessible to the public but closed off. We want to use our funding to make vital improvements to the aesthetics and functionality of this space and open it up to all stakeholders.

Not only does this provide a much-needed park space, it will help to bridge the gap between various sectors of the local community. There is a disconnect between

the business and resident communities, and a sense that residents rarely benefit from the bigger developments in the area. Projects like creating an inclusive park area help to align people along similar values, transcending other social disparities.



# 05



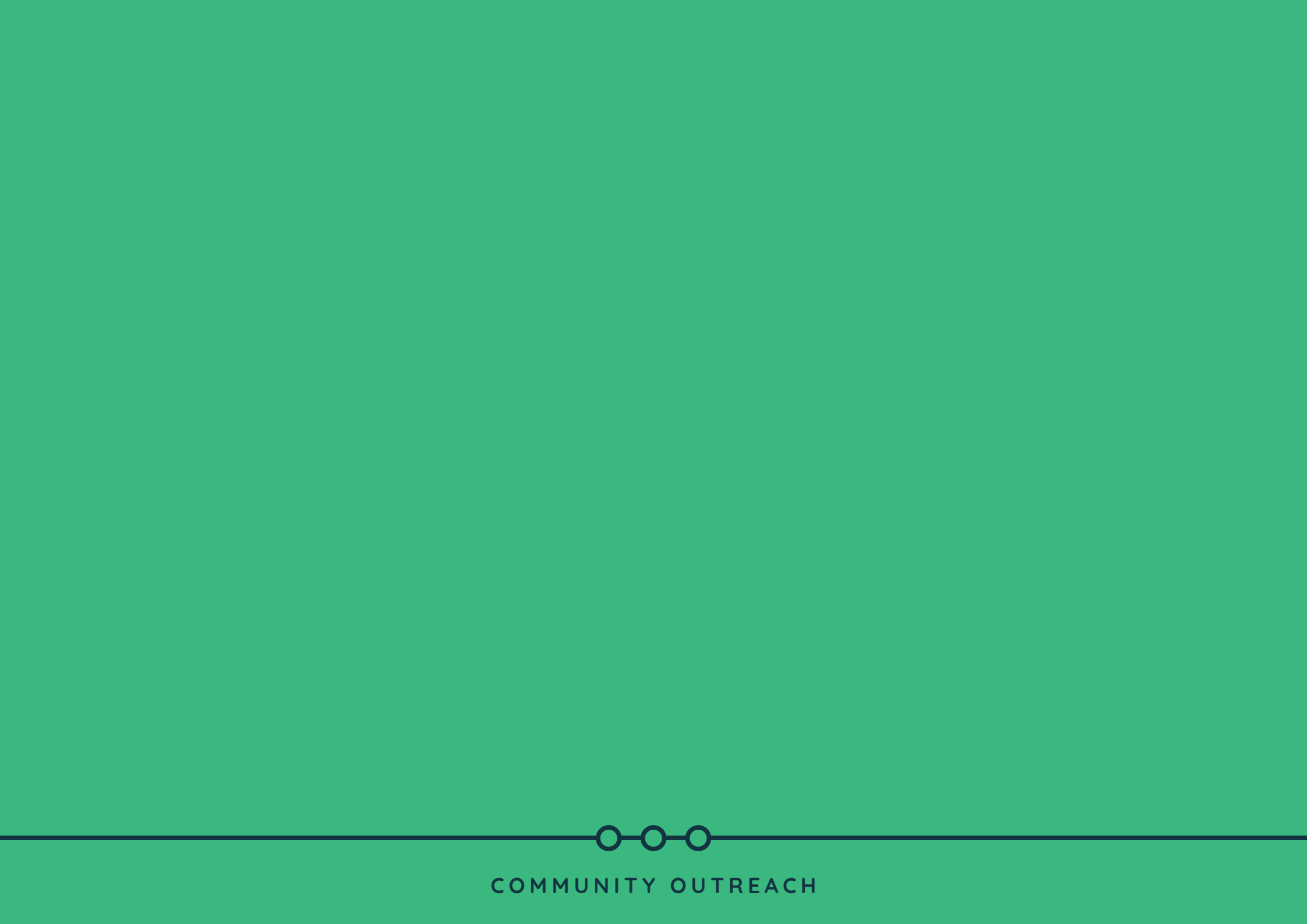
## LIVING WALLS

The route has various opportunities for green and living walls. The opportunities we have identified tend to be more appropriate for a wire system growing wall (as opposed to installing a living wall system).

Green walls help to filter harmful pollutants in the air and can have a beautiful natural influence on the look of a street. They encourage the walker to look up, enjoy their surroundings and consider the space as being cared for and monitored. As with other green

interventions, a green wall should evoke thoughts about balancing green with urban and help to highlight the pollution and climate change issues we face.





COMMUNITY OUTREACH

# Community Outreach

Communicating the objectives and motives for this project to all stakeholders is vital for community involvement and buy-in. Keeping that conversation alive and the context relevant is just as important for the longevity and effectiveness of a project such as this.

Whilst the BID provides updates on its projects to the business community on a regular basis, creating that line of communication with residents is more complex. And yet their input to the public realm is just as important.

Events and workshops with face-to-face engagement is an effective way to reach all of our stakeholders and help to

spread the word. They will also provide a bridge between the various attendees, who find common ground in their mutual interest in the local area.

We have partnered up with Hubbub, a charity that creates imaginative, playful and passionate environmental campaigns. We will host workshops with them around sustainable living, food waste and clothes recycling that are underpinned by a climate change and air quality agenda. In those sessions we will be able to have free conversations about the context of the project, get feedback from local people and answer their questions.

We will also engage local volunteer groups in the planting



# Community Outreach

and maintenance of various destinations along the route and encourage other organisations such as HS2 to do the same. This will increase the chance of these planting schemes' survival, will contribute to a greater level of community integration and instil a sense of civic pride. For people to understand why the planting schemes or designs have been created, to be involved in the implementation and to personally take pride in their maintenance, we will not only be creating a green walking route in Euston – we will be helping to foster greater community cohesion and working relationships amongst businesses and residents.



The Euston Green Link, with contributions from stakeholders and alongside the vital work of neighbouring organisations, has the potential to help prepare business and residential communities for the upcoming transportation projects, and set the tone for future initiatives.

