

NEIGHBOURHOOD VISION  
MAY 2019

# drummond street

EUSTON  
TOWN

JK

Jan Kattein  
Architects  
277 New North Road  
London, N1 7AA  
020 7704 0604  
www.jankattein.com



# EXECUTIVE SUMMARY

The purpose of this document is to set out a vision for inclusive transformation of the **Drummond Street** neighbourhood, a unique place situated within the Euston Growth Area.

The neighbourhood is facing significant challenges, mostly as a consequence of HS2 construction works around Euston Station. Disruption is detrimentally affecting the environmental quality of the area and severing key strategic connections with the wider urban context. Residents and businesses report an increase of crime and anti-social behaviour since the start of the works.

The Socio-Economic Audit and Impact Study (Sept 2018) by Regeneris details the impact that the works have on business- and residential communities in the Drummond Street neighbourhood and makes the case for remedial intervention to safeguard an area with unique historic, cultural and economic significance.

Despite recent challenges, the cultural context of the area remains alive; the local community is close knit and supportive. Camden Council's Maria Fidelis project is also poised to bring new jobs and learning opportunities to the area and Tolmer's Square is earmarked for public space improvements. Long term, the re-built Euston Station will provide significant opportunities for businesses with a compatible business plan.

This document is the result of four months of investigation and dialogue with local residents, business owners, visitors and representatives of various organisations, including Camden Council, The Camden People's Theatre, The Royal College of General Practitioners, The Magic Circle, The Drummond Street TRA, Ground Works (in relation to Tolmers Square) and Euston Town BID. The project was initiated by Euston Town BID and delivered by Jan Kattein Architects. Refining the vision into a series of concrete proposals during the next project stage will require further stakeholder dialogue. Camden Council are progressing an internal consultation with the aim to garner specific feedback from various Council departments.

The document has 4 chapters. Chapter 1 sets out the physical and socio-economic context defining the site. Chapter 2 describes the stakeholder consultation process and draws out key themes that have informed the design brief. Chapter 3 sets out a plan of complementary design actions that seek to:

- **make an entrance** into the neighbourhood;
- **connect the dots** within and
- **knit together** the edges of the neighbourhood into the wider urban context.

The individual actions are drawn together into a set of phased deliverables at the end of chapter 3, intended to deliver a co-ordinated and staged programme of improvements.

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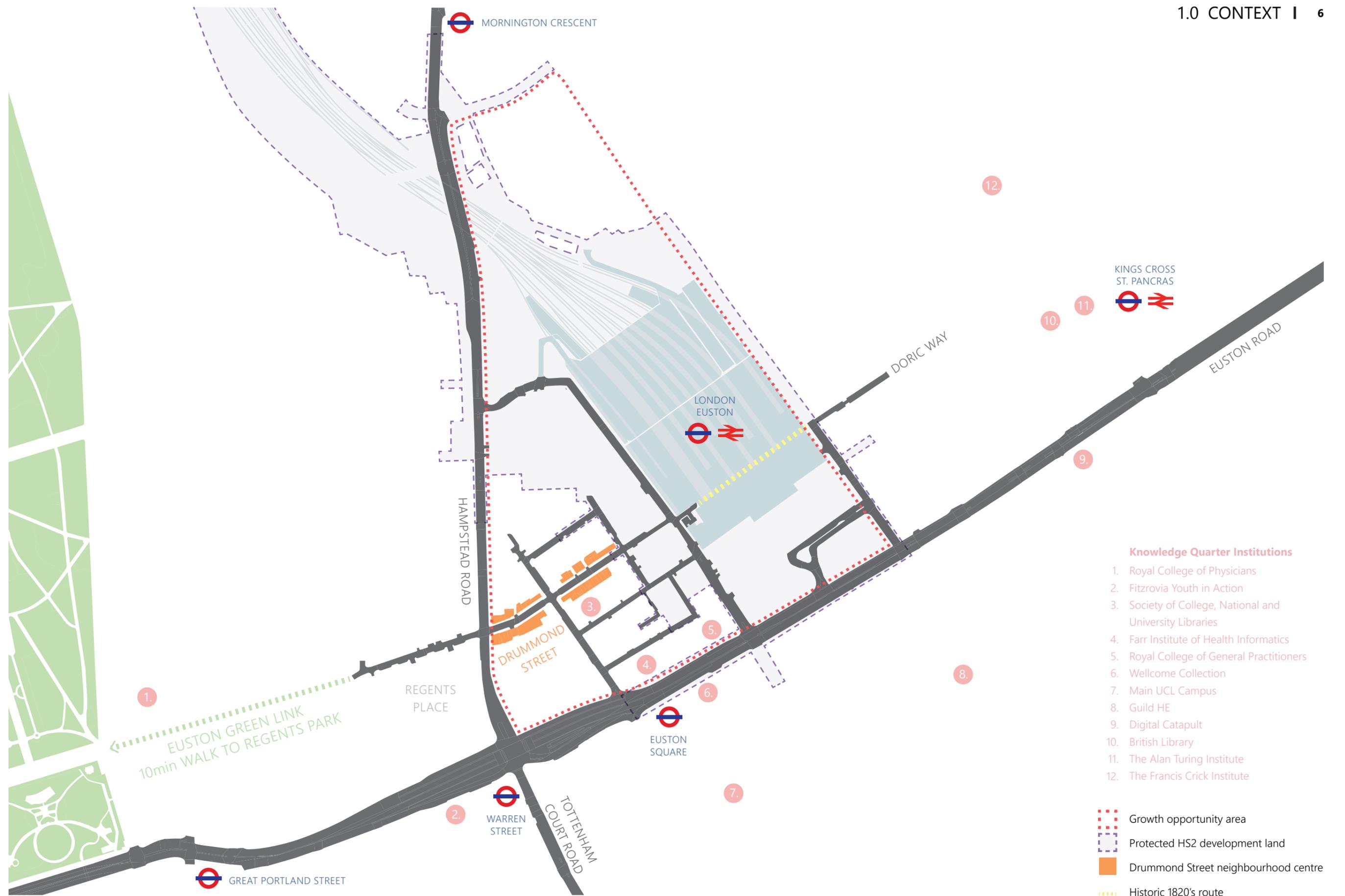
The Finest Asian Confectioner



FINE DINING  
&  
TAKE AWAY

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**Knowledge Quarter Institutions**

1. Royal College of Physicians
2. Fitzrovia Youth in Action
3. Society of College, National and University Libraries
4. Farr Institute of Health Informatics
5. Royal College of General Practitioners
6. Wellcome Collection
7. Main UCL Campus
8. Guild HE
9. Digital Catapult
10. British Library
11. The Alan Turing Institute
12. The Francis Crick Institute

- Growth opportunity area
- Protected HS2 development land
- Drummond Street neighbourhood centre
- Historic 1820's route

# DRUMMOND STREET NEIGHBOURHOOD

Drummond Street contributes to London's identity as a global multicultural city. It is home to a series of long-established businesses, a diverse community and located on the doorstep of a major rail gateway into the capital.

Large-scale demolition and the preceding re-location of three of the neighbourhoods largest employers is already having an impact on the local community. Without remedial action, many of the shops and restaurants on Drummond Street today are unlikely to still be there by the time the works are complete.

A co-ordinated approach at this stage with an inclusive vision and incremental implementation plan can support the transformation of the area into a thriving and safe neighbourhood with a high level of amenity, ready to embrace its' new strategic significance once the new Euston station opens.

The area covered by this study is bounded by Hampstead Road to the west, Euston Road to the south and the periphery defined by current Euston Station works to the north and east, around the former St. James' Gardens, Coburg Street, Euston Street and Melton Street.

Situated within the Growth Area of Euston, Drummond Street is recognised by Camden Council (Local Plan 2017, Euston Area Plan 2015) and the Mayor of London (Draft New London Plan 2017) as an important neighbourhood centre in need of protection.

As outlined in the Euston Area Plan a cohesive vision for the regeneration of Drummond Street and the redevelopment of Euston can have wide-reaching benefits for all, connecting people to unique local neighbourhoods, the city's best cultural assets and influential institutions with a global reputation.

The historic high street is best known for its unique offer of South Indian and Bangladeshi vegetarian restaurants, which claim to be among the first to bring Asian street food to England. Today, the neighbourhood provides a broad range of shops, including a pharmacy, dry-cleaner, convenience store, optician, Italian deli and three local pubs.

The high street is embedded in a mixed neighbourhood comprising of Georgian terraced

housing, office buildings and 1970s council housing, including Tolmers Square. Around 19,000 people live in the Euston Town area (based on 2011 census information, Euston Area Plan Background Report 2015).

Significant organisations locally include creative industries, medical and research institutions, such as the Camden People's Theatre, the Magic Circle, the Royal College of General Practitioners, the Wellcome Collection, University College London Hospital and a number of other institutions that have united to form the Knowledge Quarter.

Built in the 1820's, Drummond Street once used to be part of the main entrance into Euston Station and supported many small-scale manufacturing businesses, until the station's extension in 1961.

The northern terrace along Drummond Street conceals George Mews - accessed through an arch at no. 136, Charles Place - accessed through no. 116 Drummond Street and Exmouth Mews - accessed through no. 108.

The eastern section of the neighbourhood has retained much of its original street pattern. Tolmer's Square and the residential blocks forming the Hampstead Road terrace were built by Camden Council during the 1970s following the acquisition of the site from a private developer whose plans for high rise office development had been vigorously opposed by the local community.

The northern end of the site is dominated by an imposing Victorian school building in red brick, formerly Maria Fidelis Convent School.

North Gower Street is lined with elegant 4-story Regency terraces from stock brick, interspersed with two classic mid-century buildings at nos 195-200 and 231. More recent additions include the glazed facade at no. 182 and an insignificant brick building at nos. 174 - 178.

Euston Street is dominated by a large 1930s office building now occupied by the Wesley Euston, a

hotel and conference centre. The northern terrace is dominated by insignificant 1980s development.

Listed buildings include the home of the Royal College of GP's, built in 1906 in the Greek Revival style, the Crown & Anchor pub, built in the 1820's, and several Regency terrace properties. A number of other heritage properties and public spaces have been locally listed in recognition of their historical significance, including St. James' Garden and the original 1907 Euston Station entrance.

The neighbourhood's intimate character is recognised in both the Euston Area Plan (2015) and supporting Historic Area Assessment report (2013), which highlights the neighbourhood as a heritage area to be considered for conservation area status.

**(Following page)**

The Crown & Anchor - a grade II listed pub - defines a street corner, connecting a residential street to the local high street.

“ We are now serving the third generation - from father to son to grandson.

Salique @ Diwana Bhel Poori House

“ The interesting story is how little has changed in the last 25 years rather than how much.

Brian @ Camden People's Theatre

## INTERESTING FACTS:

1. The street was built in the 1820s and originally known as Charles Street East after Charles Fitzroy, 1st Baron Southampton.
2. It was renamed in 1865 after Lady Caroline Drummond, a great-granddaughter of well-known politician the 2nd Duke of Grafton.
3. The Beatles found their Sergeant Pepper Jackets at army surplus store **Laurence Corner**, which occupied what is now Green Light Pharmacy.
4. On the opposite corner stood the Lord Palmerston pub, which became the **Camden Peoples Theatre** in 1994.
5. **Tolmers Square** was once a reservoir serving the West End, and later baths and wash-houses. In 1863 the whole lot was demolished and laid out for housing. A church was also built in the square, which became a cinema in 1924 (bomb damage led to its eventual closure). Tolmers Square as it stands now was built in the late 1970s and includes a pub, the Square Tavern.
6. The striking ox-blood-red ghost station at the eastern end used to be **Euston station**, from 1907 to 1914.
7. The wrought-iron gateway leading to **George Mews** was once the entry to a timber yard, and later a printing works.
8. **Diwana** is allegedly the first South Indian vegetarian restaurant in Britain, having opened in 1971.
9. The **Crown & Anchor** is a dominant Grade II-listed 1820's building.
10. **St James's Gardens** is the former site of a late 18th and 19th century burial ground, used by the parish of St James's Piccadilly.
11. Tourists flock to **Speedy's Sandwich Bar & Cafe** to see the home of Dr. Watson and Mr. Holmes, which featured in the updated BBC series Sherlock as 221B Baker Street.
12. As a schoolboy, author Charles Dickens and his mates pretended to be beggars on **Drummond Street**, asking old ladies for charity and then running away.

Source: Euston Towner blog, [www.eustontowner.london](http://www.eustontowner.london)



NEW ROAD LAYOUT AHEAD



Free Clinics & Tides Advice

Crown & Anchor

Crown & Anchor

DRUMMOND STREET NORTH GOWER ST

ONE WAY



entrance to George Mews, a former timber yard and printing works (2)



modern refurbishments on Stephenson Way



grade II listed (Georgian) Regency terrace



interior of Royal College of GP's - Grade II\* listed (10)



former Lord Palmerston pub, now occupied by Camden People's Theatre (4)

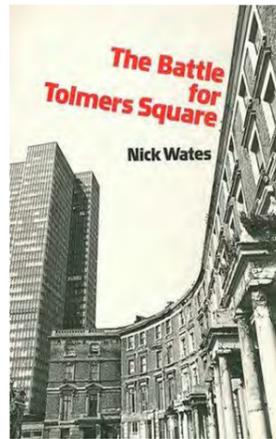


Drummond Street in 1970's (source: www.spitalfieldslife.com)

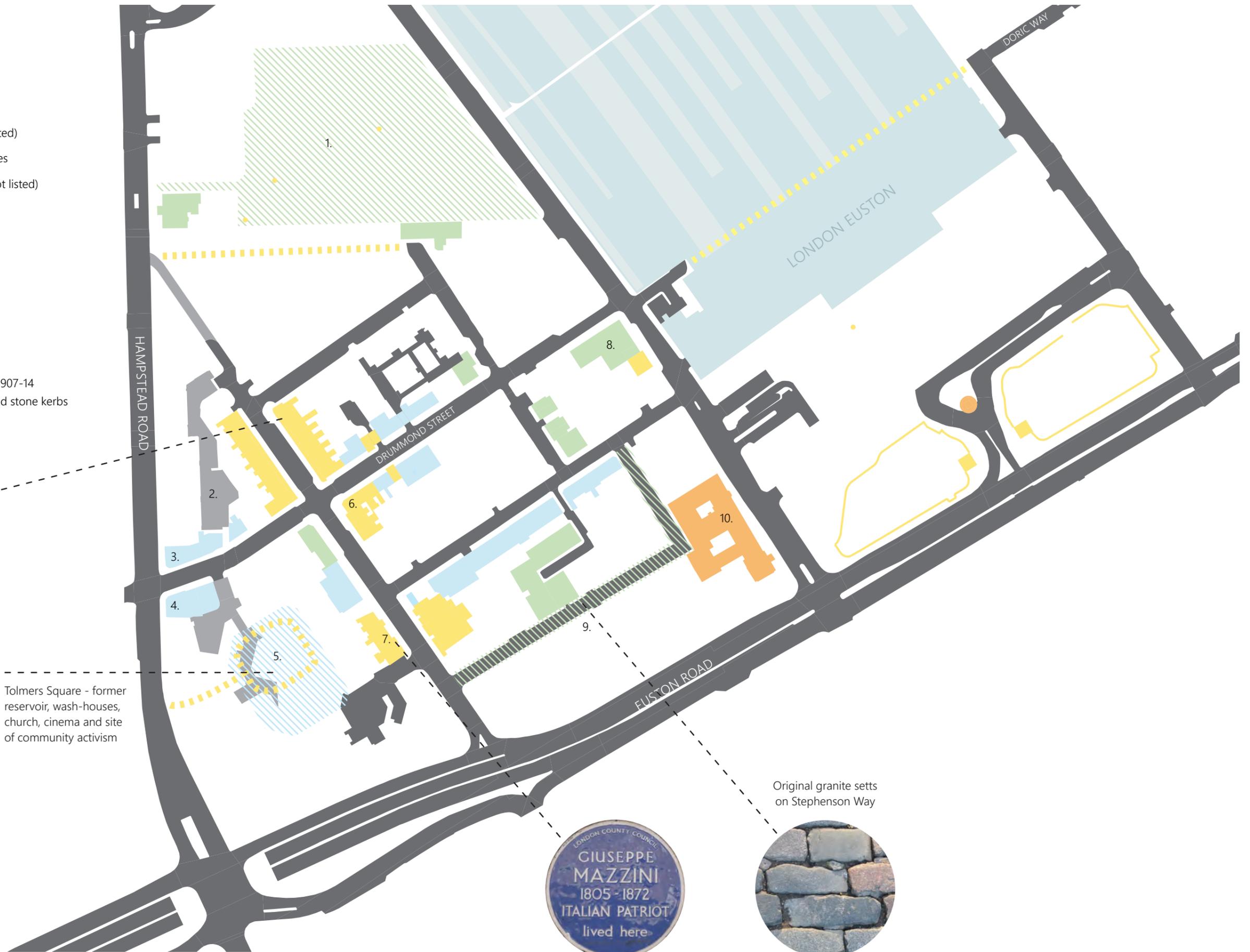
# 11 | CHARACTER

- Grade II\* listed
- Grade II listed
- Locally listed
- Historic buildings (not listed)
- Locally listed public spaces
- Historic public spaces (not listed)
- Historic 1820's route

1. St. James' Garden
2. George Mews
3. Laurence Corner
4. Lord Palmerston Pub
5. Tolmers Square
6. Crown & Anchor pub
7. Speedy's Cafe
8. Euston Station Entrance 1907-14
9. Surviving granite setts and stone kerbs
10. Royal College of GP's



Tolmers Square - former reservoir, wash-houses, church, cinema and site of community activism



Original granite setts on Stephenson Way

# DRUMMOND STREET TODAY

Daily life in Drummond Street revolves mostly around the high street, which forms the background to everyday interactions between diverse community groups.

Students, tourists, office workers and commuters from London and beyond, are attracted to this area by its restaurants, specialist shops, award-winning pubs and unique cultural institutions, offering diverse daytime and evening experiences.

Most of the educational and cultural institutions in the area, including UCLH, the Royal College of GP's and the Magic Circle, are clustered together to the south along Stephenson Way. These have formed their own representative body, the Stephenson Way Group, to coordinate activities and voice their needs and aspirations, alongside and in support of local trader initiatives. There are 4,250 students living in locally, in close proximity to the Bloomsbury University Campus, accounting for 21% of the population covered by the Euston Area Plan Background Report 2015.

Most of the traders on the high street share a common cultural background. Half of the businesses have been operating for over 20 years. Many are still family-run and some were established by immigrant families who settled in the area when they first arrived in England.

The 2011 census shows that the area is considerably more diverse than the rest of the borough, with 46.5% of residents from Black and Minority Ethnic Groups (including 12.5% Bangladeshi) (Euston Area Plan Background Report 2015).

There is an above average proportion of Muslims living in the Euston Area (21.1% of the population), compared with the rest of Camden (12.1%). Specific cultural institutions like the Euston Mosque, the Hopscotch Asian Women's Centre and the Surma Centre have been providing services to the community.

The neighbourhood has a relatively young population, with 51% aged under 29. 40.5% of homes in the area are single occupancy. Several houses have been converted into temporary visitor and student accommodation. Despite this, many families continue to live locally - 20.1% of households are occupied by multiple people. The needs and aspirations of local residents are being represented through an active Tenants and Residents Association.

Issues around unemployment, deprivation and poor health are significantly affecting communities to the north of Euston Road. 7% of the population in St Pancras and Somers Town wards claim job seekers allowance compared with 4.5% in Camden overall. 18.2% of the population have no formal qualifications compared with 12.7% in Camden as a whole.

**“ A lot of people don't think that this kind of community still exists in central London.**

Brian @ Camden People's Theatre

## Opening hours

	Mon	Tues	Weds	Thurs	Fri	Sat	Sun
Morning	53%	53%	53%	53%	53%	40%	33%
Afternoon	93%	100%	100%	100%	100%	87%	73%
Evening	80%	80%	80%	80%	80%	80%	73%

## Busiest times

	Mon	Tues	Weds	Thurs	Fri	Sat	Sun
Morning	27%	33%	27%	27%	27%	13%	20%
Afternoon	47%	73%	73%	73%	73%	47%	40%
Evening	47%	60%	60%	67%	67%	27%	33%

Source: Drummond Street Business Survey 2018

The Drummond Street Socio-economic Audit and Impact Study by Hatch Regeneris (2018) found that the high street provides approx. 150 FTE jobs and £4 million in annual economic output (GVA), generated by day trade and a healthy night-time economy.

### (Following page)

The high street is often very congested, with many groups of users and parked cars.



AN CUISINE  
रवाँदे चौक

Tandoori Curry & Balti House 020 7388 2699

AMBALA

Award Winner  
Indian Restaurant  
London Awarded

CHICKEN

RAVI shankar  
Bhat Pure House  
Buffe  
£7.95



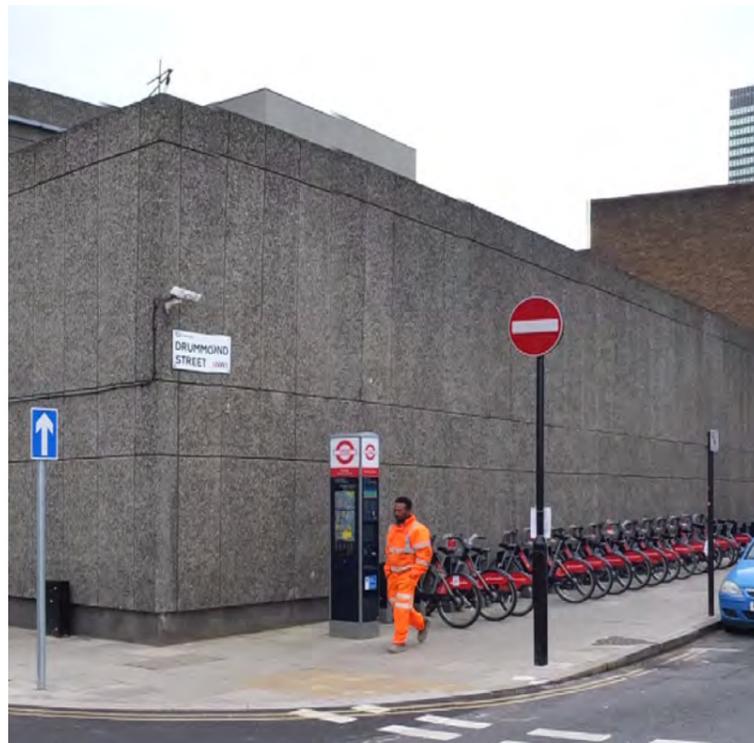
outdoor dining outside the Crown and Anchor



specialist restaurants like Diwana have been trading for over 40 years



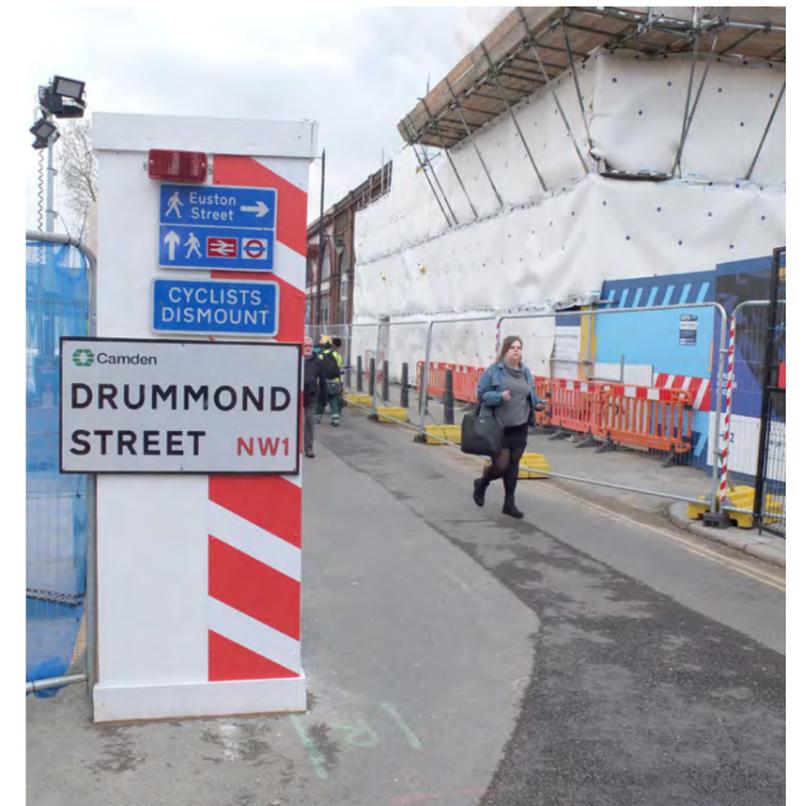
specialist shops



inactive frontages on street corner



entrance from Hampstead Road



eastern gateway

15 | DRUMMOND STREET TODAY

- Retail
- Restaurant
- Cafe
- Fast food
- Nail bar
- Hair stylist
- Massage
- Dry Cleaners
- Estate agent
- Health clinic
- Gym
- Pub
- Performance space
- Community space
- Office

- Protected HS2 development land
- Buildings closed down, scheduled for demolition
- Public spaces closed down, under construction
- Former school grounds (vacant)

**Lost High Street Businesses**

1. Calumet Photography
2. Bree Louise pub



Drummond Street is home to a tight-knit community. In the face of current and upcoming challenges, this community presents a united front and commitment to bring positive changes to the neighbourhood.

In line with many secondary high streets in London, the environmental quality in the Drummond Street neighbourhood is implicated by an imbalance between vehicular and pedestrian traffic, poor quality public realm, tired-looking amenity spaces, inadequate waste management and a lack of investment in upkeep and maintenance of buildings, facades and shop frontages and forecourts.

HS2 construction works are the main cause of concern for local people, promising several years of continuous disruption in the area, in the form of noise and air pollution, severely reduced access, inactive hoarding frontages, ground works to install utility services and increased traffic on inner roads, including construction traffic and diverted vehicles. Several historic buildings and cultural assets, including the original Euston Station entrance, St. James's gardens and the Bree Louise pub, have been closed down and scheduled for demolition. The impact of these works has already been felt by those who live, work or regularly visit this area.

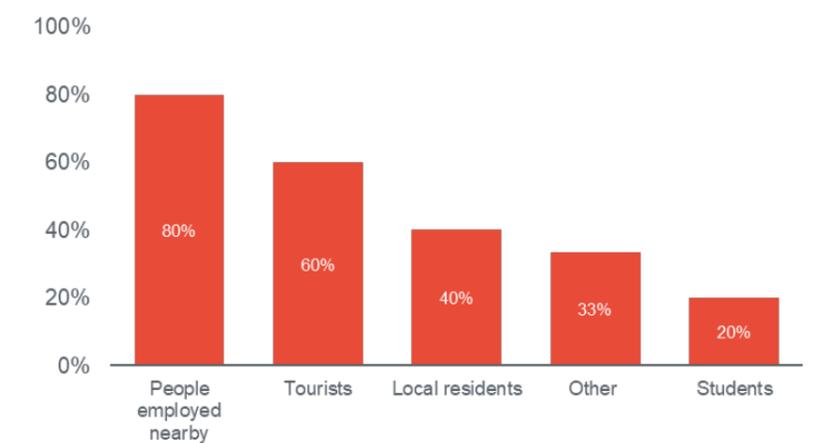
Small high street businesses, already under pressure from rising rents and business rates, changing

consumer behaviour and expectations, and a lack of protection from wider economic pressures (challenges faced by all of London's high streets), are perhaps experiencing the worst of these accumulated effects. 87% of local businesses report a decline in footfall during the past year. Lunchtime trade has experienced the greatest decline through the loss of a considerable proportion of the local customer base, including office workers and tourists using buildings now either decanted or demolished.

The Drummond Street Socio-economic Audit and Impact Study (Hatch Regeneris) states that business have reached a tipping point. With some of the local shops already lost, there is a risk of a trend becoming established that will result in the loss of the areas unique identity.

Crime and fear of crime as well as drug related crime and an increase in anti-social behaviour is reported by a significant number of people locally. Recent incidents have reinforced the community's view that criminal activity has been dislocated from Euston Station and the HS2 construction site to their neighbourhood.

Proportion of businesses visited by customer types



Source: Drummond Street Business Survey 2018

The Drummond Street Socio-economic Audit and Impact Study by Hatch Regeneris (2018) found that 87% of high street businesses reported a decline in footfall. 27,000m<sup>2</sup> of office space and 800 hotel beds have been lost to HS2 construction sites, the equivalent of approx. £400,000 of revenue generated by visitors per year (21% of estimated gross turnover for Drummond Street businesses).

**“ New customers - I haven't seen in the last six months... It's very very very distressing.**

**Bak @ Bio Organix**

## 17 | CHALLENGES

- Office
- Educational institutions
- Student accommodation
- Hotel
- Housing

- Protected HS2 development land
- Buildings closed down, scheduled for demolition
- Public spaces closed down, under construction
- Former school grounds (vacant)

### Lost Commercial Activates

1. Bartlett School of Architecture (UCL)  
22,105 m<sup>2</sup> educational space
2. Thistle Euston Hotel  
362 rooms
3. Jestico Building  
424m<sup>2</sup> office space
4. Ibis Hotel Euston  
380 beds
5. Calumet Photography  
1,592 m<sup>2</sup> retail space
6. The Cottage Hotel  
40 beds
7. Wolfson House (UCL)  
5,050m<sup>2</sup> educational space
8. Grant Thornton House  
11,918m<sup>2</sup> office space
9. One Euston Square  
11,900m<sup>2</sup> office space
10. Royal Mail Delivery Office  
15,519m<sup>2</sup> office space



Improving the condition of existing streetscape and open spaces is a key priority in densely build-up areas in London.

With the loss of St James' Gardens, a significant greenspace locally has been lost. Despite the relatively high proportion of family dwellings in the Drummond Street neighbourhood, the nearest playground is a significant distance away and across a major road. Remaining green spaces include Tolmers Square, George Mews and Exmouth Mews. Access to and through these spaces is compromised by poor wayfinding, poor lighting and strategically incoherent routes often through alleyways. George Mews and Tolmers Square suffer from a lack of general activity and consequently contribute to security concerns for local residents. Possible gating of George Mews is being discussed by the local authority.

Improving quality and maximising accessibility to existing green spaces and greening of the streetscape are a key priority for local residents.

The southern pavement on Drummond Street was widened in the recent past. Works to the northern pavement were abandoned following concern over impact on vehicular traffic.

The Drummond Street neighbourhood has a Public Transport Accessibility Level of 6b - the highest level available on the Transport for London assessment system. Yet the proportion of the streetscape given over to vehicular traffic and car parking versus the proportion reserved for pedestrians is heavily skewed towards vehicles. Re-balancing the public realm and increasing pavement widths, introducing shared surfaces and increasing tree planting in particular along Drummond Street and North Gower Street will significantly improve the environmental quality of the area and better accommodate a vibrant street scene with outdoor seating in front of cafes and restaurants and periodic events and street parties.

Tolmers Square is earmarked for improvements and the northern end of North Gower Street will benefit from proposed greening and open spaces that form part of Camden Council's Maria Fidelis construction skills centre development. These pending improvements are insufficient to meet the greenspace deficiency locally and are unlikely to provide the transformative change needed to off-set impact from HS2 construction work

(Following page)

Green areas and paved open spaces in Tolmers Square (2)

“ **It needs sprucing up: artwork, greenery, colour, seating.**

Andy @ Royal College of General Practitioners

“ **Is there any point in having cars going through here at all?**

Street conversations on 24th of April

“ **Make space more open and interesting.**

Street conversations on 13th of March

“ **Have a hub for the neighbourhood, with a play area.**

Street conversations on 13th of March

“ **Community tables. A place where people can come together to eat.**

Interactive model comments

“ **Bins are a nightmare.**

Street conversations on 24th of April



THE SQUARE TAVERN

The SQUARE TAVERN  
FUNCTION ROOM  
Available  
for all occasions

The SQUARE TAVERN  
Function Room  
Available for all occasions

Welcome  
to  
THE SQUARE TAVERN  
Eat, Drink &  
Be Merry  
FUNCTION ROOM  
Available for all occasions

The SQUARE TAVERN  
Opening Times  
11-11  
Food Served  
12.3-5.9  
Pub & Licensed Bar

RAMPUBCO



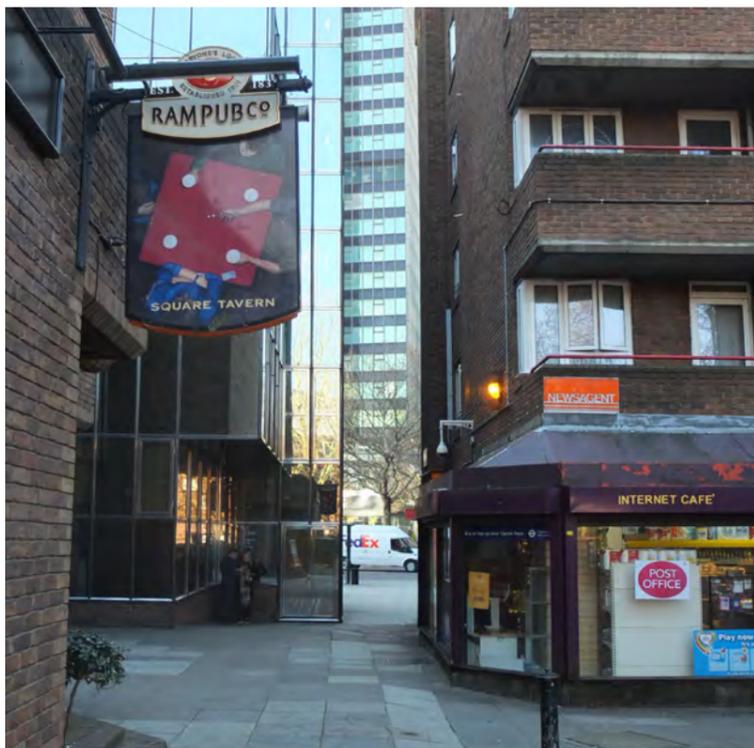
underpass leading from the high street to Tolmers Square



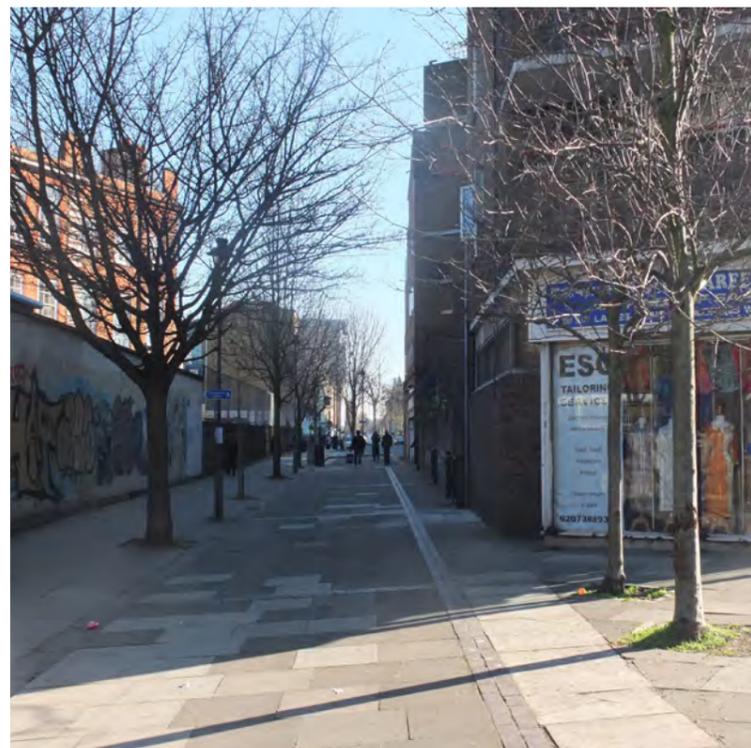
restaurant assumes ownership of public space around back entrance, making small improvements with outdoor tables and planting (3)



inactive paved surfaces in George Mews (1)



footpaths between buildings and back entrances leading to Tolmers Square



entrance from Hampstead Road onto North Gower Street (7)



smaller courtyard becomes an extension of internal workspace (4)

## 21 | PUBLIC SPACES

1. George Mews
2. Tolmers Square
3. Foundry Mews
4. Charles Place
5. Exmouth Mews
6. Coburg Street Gardens
7. Entrances along North Gower Street
8. Proposed public space, part of Construction Skills Centre development
9. Proposed public space, part of HS2 development

-  Potential new external public space
-  High street frontages and back access



Residents, businesses and visitors have contributed to the proposals in this document and are optimistic about the future of their neighbourhood.

Euston Town Business Improvement District has a well-established voice in the Euston Neighbourhood, representing local businesses. In 2018/19 Euston Town completed the following improvement works:

- install planters along the northern end of North Gower Street;
- commission a unique branding identity for the Drummond Street neighbourhood which was reproduced on banners advertising the area;
- applied to TfL to install tree lighting in the trees along Euston Road to be installed in 2019;
- undertook a feasibility study for a green wall facing Drummond Street to be installed in 2019;
- facilitate the dialogue between a range of local stakeholders including the residents association, businesses, Camden Council and community organisations around a vision for improving the neighbourhood (this document);
- launched Make Space with an art exhibition and a series of symposia about high streets and public realm;
- pledged £200k for improvements to streetscape

and shopfronts in the neighbourhood;

- submitted a stage 1 application to the HS2 Business and Local Economy Fund for streetscape, public space and shopfront improvements.

Working in partnership with local residents, businesses, Camden Council and community organisations, Euston Town have the ambition to implement a series of transformational short-, medium- and long-term improvements to complement Camden Council's Maria Fidelis construction training centre project, planned improvements by Groundwork in Tolmers Square, building improvements planned by the Camden People's Theatre and in the long term the benefits brought by the new entrance to Euston station.

**“ The impression is that it’s just a station and it’s not - it’s far far more than that, and that’s only understood when you’re here.**

**Andy @ Royal College of General Practitioners**

**“ This street has a good future, if they redevelop Euston and there is access to the station, but we have to prepare.**

**Bak @ Bio Organix**

Protected HS2 development land  
Buildings closed down, scheduled for demolition  
Public spaces closed down, under construction  
Other potential developments

Retail  
Restaurant  
Cafe  
Fast food  
Nail bar  
Hair stylist  
Massage  
Dry Cleaners  
Estate agent  
Health clinic  
Gym  
Pub  
Performance space  
Community space

Office  
Educational institutions  
Student accommodation  
Hotel

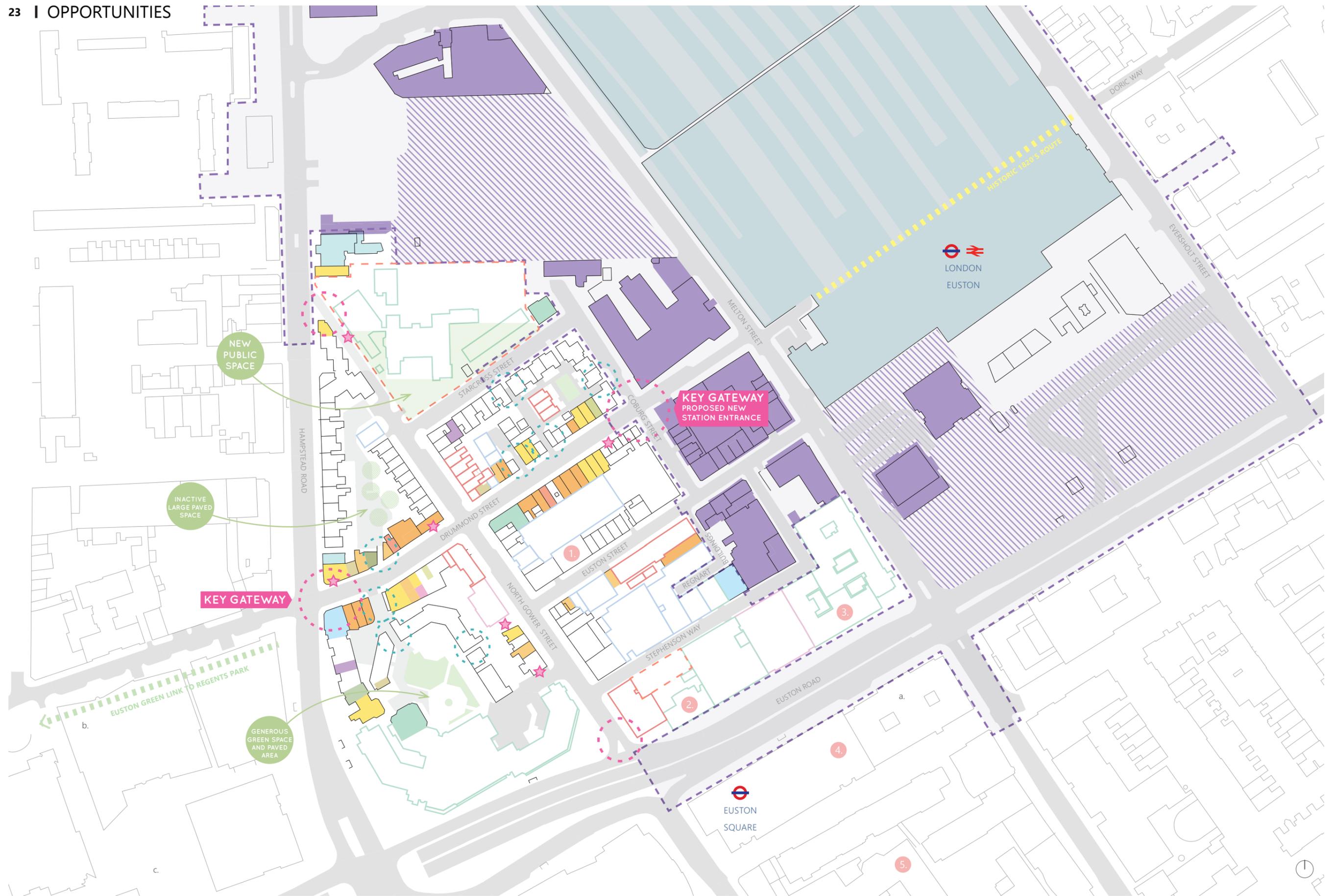
Key gateway into neighbourhood  
Underpass leading to hidden public spaces  
Opportunities for wall installations

**Knowledge Quarter Institutions**

1. Society of College, National and University Libraries
2. Farr Institute of Health Informatics
3. Royal College of General Practitioners
4. Wellcome Collection
5. Main UCL Campus

**Other Key Institutions**

- a. University College Hospital
- b. Old Diorama Arts Centre
- c. Triton Square



**DRUMMOND STREET NEIGHBOURHOOD**

what the future of your neighbourhood will look like?

**what the future of your neighbourhood will look like?**

**WHY WE ARE HERE**

Drummond Street neighbourhood is home to many unique businesses and diverse communities. The area is undergoing some big changes – we want to work with you to develop a shared vision, to ensure the neighbourhood benefits from this transformation and continues to prosper in the future.

...ment, outlining short-term and long-term...  
...neighbourhood that would benefit people...  
...work here.

...support the BLEF application of Stage...  
...May 2019.

...of funding to support projects that...  
...neighbourhood, such as the Good Growth Fund.

**the future of your neighbourhood will look like?**



Design proposals for the Drummond Street neighbourhood have been developed in response to a series of conversations with business owners, residents, key organisations, visitors and local councillors, which took place in February and March 2019.

The first consultation phase consisted of four activities, aimed at engaging a broad range of stakeholders in conversations about public spaces in the neighbourhood:

- EXERCISE no. 1: 1-TO-1'S WITH LOCAL TRADERS AND INSTITUTIONS
- EXERCISE no. 2: BUSINESS LUNCH WITH LOCAL TRADERS AND INSTITUTIONS
- EXERCISE no. 3: STREET CONSULTATION WITH RESIDENTS AND VISITORS
- EXERCISE no. 4: INTERACTIVE EXHIBITION

The exercises helped to identify the needs and aspirations of local people and priorities for

improvements. They revealed a series of key themes and priorities to be considered in the design brief, including the need for a clear visible identity of the high street, activities that animate and make better use of existing public spaces and improved gateways into the area.

Euston Town BID has been actively exchanging information and developing collaborations with key decision makers and potential local partners and Camden Council throughout the consultation process, in order to extend the scope of what can be achieved at different stages of implementation.

Stakeholders had the opportunity to review emerging designs in the second phase of consultation, in April 2019. Following this, proposals were compiled into this report to provide a short-, medium- and long term vision for the area.

# 1-TO-1 INTERVIEWS LOCAL INSTITUTIONS

## EXERCISE no. 1: 1-TO-1's WITH LOCAL TRADERS AND INSTITUTIONS

On the 25th of February, JKA conducted a series of one-to-one interviews with local business owners and members of institutions located within the Drummond Street neighbourhood.

The ambition was to better understand the history of local institutions, their perception of the area, the perceived impact of the HS2 works, future aspirations and appetite for change.

Involving stakeholders as early as possible ensured that they were able to have a meaningful and demonstrable input. Interview conversations helped to shape questions and set the context for subsequent consultation events with a broader group of participants.

### (Following page)

The entrance area into the Royal College of GP's building, which is Grade II\* listed. Visitors are greeted by decorative heritage features dating back to 1906, installed by the building's original occupants, the London, Edinburgh and Glasgow insurance company.

## ROYAL COLLEGE OF GENERAL PRACTITIONERS

AD. 30 EUSTON SQUARE

HEAD OF PROGRAMMES AND PROJECTS . **ANDY**

ESTABLISHED. 1952



The move from their original base in Hyde Park in 2012 was an opportunity for the Royal College of GP's to finally bring together its dispersed offices and staff under one roof. The location was attractive, neighbouring several other health institutions such as the Wellcome Trust, the Royal College of Ophthalmologists, the Royal College of Physicians, the BMA and UCLH. With an abundance of restored heritage features inside and out following two years of refurbishment, the Grade II\* listed building certainly feels very collegiate.

The building is well suited to hosting large events for external clients (who often hire its commercial spaces), with hotel rooms, meeting rooms, an auditorium, a public cafe and exhibition space, a new purpose-built exam centre and staff offices.

A week after moving in, the HS2 proposal was published, earmarking part of the building for demolition. This decision was later revoked for technical reasons, but its neighbours were not so lucky. Since moving here, the RCGP has developed close ties with neighbouring businesses and institutions, in particular the Stephenson Way Group. The danger is that without additional support, Drummond Street will become very isolated and a whole part of the identity of this area that's been here for many many years will be gone.

“ **The impression is that it's just a station and it's not - it's far far more than that, and that's only understood when you're here.** ”

**Andy @ Royal College of General Practitioners**

Development around the new station will make the existing street look run-down in comparison, unless it is spruced up with artwork, greenery, colour and seating. New public spaces, such as the one proposed at the back of the RCGP building, can offer opportunities for surrounding institutions to become better connected to the station, to Regents Park and to each other.



**Anyone can walk in off the street to have a cup of tea or coffee, see the exhibition. Jeremy Corbyn used to be in here all the time.**

**Andy @ Royal College of General Practitioners**





**We would be highly invested in making this area become a lively night spot.**

**Brian @ Camden People's Theatre**

# 1-TO-1 INTERVIEWS LOCAL INSTITUTIONS

## CAMDEN PEOPLE'S THEATRE

AD. 58-60 HAMPSTEAD ROAD

EXECUTIVE / ARTISTIC DIRECTORS . **KAYA AND BRIAN**

ESTABLISHED. 1994



Camden People's Theatre occupies the former Lord Palmerston pub and two floors of a housing block. Across the road was the Laurence Corner army surplus store, where The Beatles bought their iconic Sergeant Pepper jackets. Part of the building collapsed in 1974 (and was later rebuilt), after being bought up by property developers and left to rot for years, along with other houses in Tolmers Square.

Set up in 1994 as splinter group of the radical Unity Theatre, CPT has been making theatre with some of the most exciting, innovative left-field artists in Britain and local communities for 25 years. Their in-house productions often engage local people as performers and tell stories that are hugely important to the area, with a socio-political focus.

“ **When they set up the company, as indeed still is the case today, it was with a real desire to make theatre with the community.**

**Brian @ Camden People's Theatre**

People are often surprised to find this homely little independent theatre in the middle of a looming, corporate citadel. Yes, it's a little rough around the edges but it has its own unique vibe, and feels very much connected to the area in essence in the same way that Drummond Street restaurants do.

“ **A lot of people don't think that this kind of community still exists in central London.**

**Brian @ Camden People's Theatre**

CPT's location and connections to other cultural institutions is very important to the type of productions it supports, giving emerging artists a performance space within central London. In relation to Drummond Street, its corner location has the potential to create a gateway bringing people into

the high street, with window displays and small improvements to the building's exterior, potentially some new artwork or planting on blank walls.

“ **We struggle from not being very visible - people can't find us, walk past us.**

**Kaya @ Camden People's Theatre**

Despite its rich history and cultural identity, the high street comes across as a bit tired and flat. CPT would be highly invested in making the area become a lively night spot. There is no reason why it couldn't become a popular destination, in the same way that Brick Lane is renowned for its curries. Drummond Street does it just as well and they were doing it first.

“ **They should pedestrianise the whole thing. There is so much potential. The culture of it is great already, the appearance leaves a lot to be desired.**

**Brian @ Camden People's Theatre**

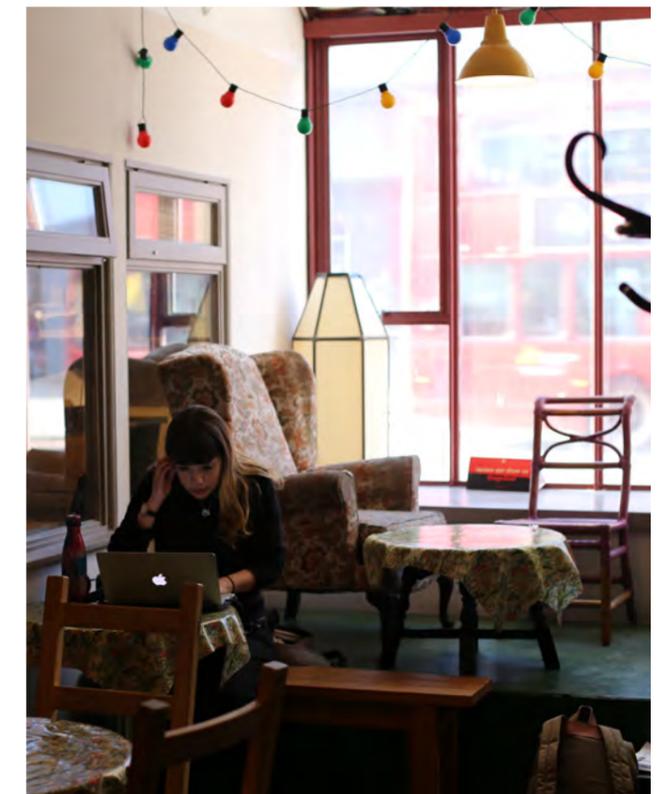
Kaya and Brian help to run the Drummond Street Festival and are currently developing a new show with residents living in Regents Park Estate. To celebrate CPT's 25th anniversary, they are organising three weeks of stories by and about Camden for Camden Roar in May. The festival will be headlined by Brian's latest production, which promises to wake up ghosts of Euston past from the recently-excavated St. James' Gardens.

**(Below)**

During the day, CPT offers rehearsal spaces and a shared internal workspace to resident artists.

**(Following page)**

Located at a key gateway into Drummond Street, Camden People's Theatre attracts a regular crowd with two performances a night, but suffers from poor visibility.



# 1-TO-1 INTERVIEWS BUSINESS OWNERS

## DIWANA BHEL POORI HOUSE

AD. 121-123 DRUMMOND STREET

OWNER . **SALIQUE**

ESTABLISHED. 1971



Diwana is one of the oldest South Indian vegetarian restaurants in Britain. It opened its doors in 1971, with a simple mission: to introduce hungry students to inexpensive vegetarian Asian street food!

Salique grew up in the Drummond Street neighbourhood and considers it his home. He has fond memories of helping his friend, Mr. Diwana's son, in the kitchens for pocket money. After working with the family for many years, the business was eventually taken over by Salique.

Diwana is a big part of the local Bangladeshi and Asian community. Among its regular customers of students, office workers, commuters and tourists, it continues to be a popular meeting place for families that grew up in the neighbourhood.

**“ We are now serving the third generation - from father to son to grandson.**

**Salique @ Diwana Bhel Poori House**

Visitors from all over the world come to Diwana for a meal, Ambala across the road to buy sweets and the spice shop next door for Indian groceries. Sometimes people eat here before theatre shows.

**“ In the evening, there are not a lot of people on the street but the restaurants are packed.**

**Salique @ Diwana Bhel Poori House**

As office blocks and hotels closed down in the area to prepare for HS2, Diwana has lost approx. 20-30% of its lunchtime customers. Like many of his neighbours, Salique has had to reduce staff hours and is worried about upcoming years, as construction works continue to restrict street access.

People need to know that Drummond Street is here and open-for-business. The area must change to remain competitive: cleaned and brightened up with lights, a colourful pavement, artwork and more festivals.

## BIO ORGANIX

AD. 141 DRUMMOND STREET

OWNER . **BAK**

ESTABLISHED. 2010



Bak has been coming to Drummond Street since his student days in the 90's, to buy Asian sweets, spices and enjoy an Indian meal. Interested in starting up a health food family business, he saw a lot of potential in this central London location, close to Euston, Warren Street and Tottenham Court Road.

Bio Organix opened its doors in 2010, above a new boxing gym. It received a steady amount of business for the first 8 years, selling health food products and consultation services. The shop specialises in

digestive health and organic Indian Spices. It is very convenient for people passing through Euston to source and collect products from here. The store used to get a few new customers every day, but today is only visited by its regulars, those who live and work nearby. Since the hotel closed down and access from Euston has become difficult, people don't pass through this area as much as they used to.

**“ New customers - I haven't seen in the last six months... It's very very very distressing.**

**Bak @ Bio Organix**

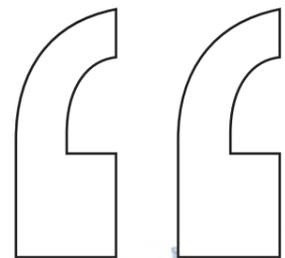
In 2017, Bak's business rates increased by almost 40%. Even small changes in rates or rent create problems. As footfall continues to decrease, many businesses on the street are struggling - some, like Masala Hut, have had to close down.

The problem with attracting new customers is that Drummond Street looks similar to any other street. Something needs to change, to better represent its identity and catch people's eye, particularly at the entrance. Having fewer cars on the road could help.

**“ Most of the shopfronts are quite old, they need to be refreshed.**

**Bak @ Bio Organix**

This street has a good future, if there is access to the new station, but we have to prepare.



Drummond Street is an establishment - it brings a lot of people into Camden.

Salique @ Diwana Bhel Puri House



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RAVI SHANKAR

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BHEL POORI  
HOUSE

## EXERCISE no. 2: BUSINESS LUNCH WITH LOCAL TRADERS AND INSTITUTIONS

On Monday 11th of March, Euston Town and JKA hosted a business lunch at local restaurant Diwana, to update stakeholders on the status of the BLEF funding application and start a conversation about the wider community benefits that can be brought by this potential investment. The meeting was attended by 20 people representing diverse local groups, including Drummond Street traders, Camden People's Theatre, members of the Stephenson Way Group, the chair of the local neighbourhood forum and Camden Council officers.

Jan Kattein and Corina Tuna presented participants with analysis maps and photographs of the local area, alongside precedent images that suggested ideas for improvements to existing public spaces. Ensuing group conversations helped to identify key challenges faced by the high street and other public spaces, as well as opportunities for transformation.

Among these, participants were particularly concerned with the **identity** of the high street and

how it presents itself to the public. The high street is deeply embedded in the cultural history of the local area, with strong connections to the Asian food restaurants and specialist shops that have been trading on Drummond Street since the 1960's and 1970's. However, this identity is not very clearly defined or visible to those not unfamiliar with the neighbourhood. Emerging proposals should find ways to make the high street appear more vibrant.

The high street was also discussed in terms of how well it functions as a **pedestrian space**. Participants recognised that having a lot of cars parked on the high street is a problem, and welcomed the idea of occasionally pedestrianising this public space to invite more footfall and host more street activities.

Other public places in the area face similar challenges, in the way they **connect** to the high street and other surrounding neighbourhoods. Greater consideration must be given to how public places work together, to identify opportunities for strengthening wider community connections and better define key entrances and transition spaces.

The following record categorises comments into the three described themes, **1. Identity, 2. Pedestrian Access, 3. Neighbourhood Connections.**

## IDENTITY

- " *There is no Drummond Street identity at present.*
- " *Drummond Street needs some sort of identity.*
- " *Consider street entertainment - music, dance. Maybe that's something that could work here?*
- " *What's the food offer here?*
- " *The whole area needs a facelift - put some flowers up, lights, colour.*
- " *Banner to divert people.*
- " **People need to see how vibrant a place is.**
- " *This was the first sweet shop, opened in 1965. The first vegetarian restaurants, opened in 1971. It is more original, more authentic (than Brick Lane).*
- " **Can we find a unique identity - street food of Asia.**
- " *I don't mind serving street food on the street.*
- " *People like traditions.*
- " *We need to aim for more up-market customers.*
- " **It (the high street) looks dismal.**
- " **Three things matter to me: to make the street cleaner, vibrancy - more colour - and greenery.**

## PEDESTRIAN ACCESS

- " *Cars are a problem.*
- " *There are very few children in Drummond Street - why?*
- " **Pedestrianising could work, it changes the whole atmosphere of a space. Perhaps on Saturdays and Sundays, like in Brighton.**
- " *Personally, I like the idea of a pedestrianised street. For some it would be fantastic, for others it wouldn't work, those who get a lot of deliveries.*
- " **We should try it (pedestrianising a street) - summer is coming up.**
- " *Over the last 10 years, the pub and restaurant trade have really benefitted from moving out onto the pavement. Drummond Street hasn't done that yet.*
- " *Pocket parks in car parking spaces.*
- " *We are most busy in the evenings, 5:30pm to 10pm.*
- " *There are not many people on the street in the evening, but the restaurants are packed.*
- " **More security in public squares. Having more people can make them feel more secure.**

### NEIGHBOURHOOD CONNECTIONS

- " ***We have a lot of entrances and they are all pretty cold.***
- " *It needs signposting - people need to know where places are.*
- " *I think we all need to join together. All of us could become one big circle.*
- " ***Businesses could direct people to each other better.***
- " *Regnart Street needs to be opened up to attract people.*
- " *There is no real identity on Triton Square, which is very busy.*
- " *We could have market stalls in Triton Square.*
- " *People come here from all over - students, people who travel through Euston, who work nearby.*
- " ***People come to Drummond Street, have a meal in one of the restaurants and leave on a train in the evening.***
- " *There will be 15m of space between the Magic Circle building and the new vent shaft. At the moment the drawings show some trees and planting.*



# STREET CONSULTATION

## EXERCISE no. 3: STREET CONVERSATIONS WITH RESIDENTS AND VISITORS

Jan Kattein Architects and Euston Town set up a public consultation event directly onto the high street on a windy afternoon on the 13th of March, outside the Crown & Anchor pub. Despite challenging weather conditions, approximately 40-50 people participated in the event, including many residents, TRA representatives, traders, local office workers, UCL students and visitors passing through the area.

Conversations were instigated by similar consultation materials to the ones presented at the business lunch, more specifically by developed analysis maps, photographs of the local area and precedent images displayed onto A1 boards. Corina Tuna and Jan Kattein of JKA prompted passers-by to informally share their memories, experiences, observations and ideas for improving the neighbourhood, over a cup of tea and biscuits. The event was supported by UCL masters student Robert Newcombe, who offered participants the opportunity to record their stories and thoughts directly onto a physical interactive model of Drummond Street.

Emerging comments can be categorised into three distinct themes. Many people reflected upon the **unique identity and appearance** of the high

street in relation to their past and current everyday experiences. Most felt there is a lot of room for **improving the high street**, to generally address its tired appearance and support more outdoor activities. Wider pavements, active forecourts, improved shop frontages, street furniture, hidden bin storage, green areas, defined entrances, artwork and lighting were all welcome suggestions.

In relation to **other existing public places** and community facilities, such as Tolmers Square and George Mews, local residents want to explore ways to make enclosed spaces more open and active, with a greater variety of green areas, children's play spaces and new meeting places for local people. At the same time, many also expressed concerns regarding the security of such open spaces, which may encourage antisocial behaviour.

The following record categorises comments into the three described themes, **1. Appearance and Identity, 2. High Street Improvements, 3. Other Public Spaces.**



## APPEARANCE AND IDENTITY

- " I think (the high street) is a bit tatty.
- " I've lived here for 15 years, it's a very nice area.
- " I know all these people on the street.
- " HS2 works are putting people off from walking through the street.
- " (Current entrance from Euston Station) causes a great deal of confusion. It is a major issue.
- " I come here for this small shop, the spice shop. It is good value for money.
- " Diwana is my favourite restaurant.
- " **There are too many cars.**
- " **The high street is down and out, crying out for a facelift.**
- " Its identity is the community environment.
- " It doesn't feel like Central London.
- " Chicken shop attracts a lot of young people.
- " There used to be a mural on Laurence Corner, it was painted over.
- " I remember coming to the Antiques shop, where the solicitors are now.
- " **Security is a concern.**
- " Costcutter is open 24h. It's a business area, very busy.
- " I quite like the neighbourhood. I come here for the samosas and spices.
- " Indian restaurants give it an identity.

- " In the evenings it's pretty busy. Very quiet at the weekends.
- " Some businesses could try a bit harder.
- " There is free parking here at the weekend, used by everybody else around, not the residents.
- " Can parking can be provided at the new station?
- " **So congested all the time.**
- " There used to be artwork on the corner wall (N. Gower Street and Drummond Street intersection).
- " The streets are a lot darker with the hoarding up, there are fewer windows on the street.
- " **It's hidden, you either know it's here or you stumble upon it.**
- " My father used to run a travel shop here in 1979. I travel through here three times a day from UCH to go to the mosque, and sometimes eat at the restaurants.
- " **Identity is special to here.**
- " Ravi's was set up in one person's living room. The third generation is now eating here.
- " Restaurants have been successfully running for more than 30 years, every effort should be made to keep them going.

Crown & Anchor



Safeway  
Best quality

The Crown & Anchor  
Every Wednesday  
Brewery Day

# STREET CONSULTATION

## HIGH STREET IMPROVEMENTS

- " The entrance could be more vital.
- " A pedestrian street would be nice.
- " **Trees in the road, trees everywhere.**
- " More street furniture.

- " Festival showing off the cultural vibrancy for people who live locally. Lots of families.
- " **Have restaurants opening up onto the street.**
- " We could have trees planted on one side of the street.



- " **Pavement definitely needs a revamp. (Widening it) makes it look nicer, we should have done both sides of the street when we had the chance. Maybe that was a big mistake.**
- " 2h parking, not all the time.
- " **Shop frontages - I was thinking of doing mine in December, but I don't know where I am going to be in the future.**
- " Artwork on the walls, to attract the younger people.
- " My way is make progress without disturbing.
- " I used to live in Swiss Cottage where they had this amazing street party. We should do that on Drummond Street.
- " **Pedestrianise Drummond Street.**
- " Fewer cars.
- " I like the idea of light artwork.
- " **Fly-tipping hot spots on corners. Could easily design some neat bin storage.**
- " Aesthetically, it needs an uplift.
- " We need more diverse businesses.
- " The identity is going to change.
- " **It needs a real perk up, get more of an identity.**
- " The outside of that restaurant looks terrible - put some tables out there.
- " It needs to be a bit more attractive and friendly.
- " **A key gateway is important.**
- " Bigger mosque - it has outgrown the building, there is no space for women.
- " Cycle paths and a pedestrian street.
- " Something like 'Store Street', with a consistent look, where every shop has the same sign.
- " A pedestrianised, cobbled street.
- " **Colour is a good idea. Also more greenery and lights.**
- " More greening can improve its appearance, more flowers and colourful nature.
- " There should be a big street party, with all the restaurants involved. Having the road closed can turn the entire street into a great venue on a warm May or June day.
- " Preserve local identity and individual character.
- " King's Cross is a good example, but might not work here in the same way.
- " **A gateway is a great way to communicate the identity of the street as a whole and celebrate cultural identity.**
- " Choose colours that are distinctly 'Indian'.



“

Trees in the road,  
trees everywhere.

# STREET CONSULTATION



## OTHER PUBLIC SPACES

- " ***(Tolmers Square) needs a bit of love. It would be nice if there are wildflowers and planters, not just grass.***
- " *An independent coffee shop, seating and flowers (for Tolmers Square).*
- " *Children play in Regents Park.*
- " *Where the school is now, there will be a space for allotments and a Gardening Club. Residents really want this.*
- " *There is a strip of green at the back of the houses on George Mews, maybe that can be used for more allotments.*
- " ***My children used to play in St. James's Park. When my grandchild comes to visit, I don't know where to take her.***
- " *Gating to make it more secure.*
- " *Have a hub for the neighbourhood, with a play area.*
- " *A gated children's play area, there are not enough.*
- " *More open public spaces are good, but areas need to be gated and visited by wardens. People take drugs.*
- " ***A coffee shop or office on George Mews, to bring the community together.***
- " *We have spoken about gating George Mews, but I can also see how opening up public spaces could help with security. Gates don't stop people.*
- " ***Make space more open and interesting.***

(Left)

Photographs by UCL student Robert Newcombe.







Places are changing points (compare as visibility in the past)

Summer Street Conversation Piece  
Part 1 of the model

NORTH GOVERN STREET

Question?



Frames  
of  
the  
model



# INTERACTIVE EXHIBITION

## EXERCISE no. 4: EXHIBITION OF INTERACTIVE MODEL

Following the street conversations, the consultation boards and physical model of Drummond Street were put on display at a nearby exhibition space in Triton Square (Regents Place), between the 14th and 26th of March, part of Euston Town's MakeSpace arts programme. People who missed the opportunity to participate in prior events were invited to drop by and add their comments to the model.

Participants were able to interact with the model during the gallery's opening hours and evening events. Jan Kattein was invited to join one such event to talk specifically about the future of the Drummond Street neighbourhood, at a panel discussion concerning the future of the city.

The collected comments touched upon a range of topics, describing both existing problems and improvements to the high street. The comments have been categorised into three themes: **1. Streetscape, 2. Gateways and Wayfinding, 3. Community Spaces.**

## GATEWAYS AND WAYFINDING

- " *This wall needs art. A celebratory entrance (outside TFL substation).*
- " *Light shows onto building would attract footfall & celebrate architecture. Also – archway at entrance (from Hampstead Road).*
- " *Sign posts / paths (green) from Euston Station to Drummond Street, lined with plants.*
- " ***This wall (above the pharmacy) REALLY NEEDS community art on it. Give it colour.***

## STREETScape

- " *Fewer cars. More trees.*
- " ***What if it was made completely pedestrianised?***
- " *Traffic plugs. No through cars.*
- " ***Restrict traffic along here. Parking only on one side. Restrict weekend parking hours.***
- " *Electric car charging points. (Improve 'air' quality in area)*
- " *Hygiene – bin collection street cleaning – must be addressed.*

## COMMUNITY SPACES

- " *A playground at each end.*
- " ***Community tables. A place where people can come together to eat.***
- " *Containers to grow food.*
- " *Sparkling water fountain.*

- " ***It would be lovely to see more flowers and colourful plants on the front of buildings.***
- " *Smells are good indicators of lively urban spaces!*
- " *Security vital.*



(Right)

Photograph by Euston Town.

# DESIGN FEEDBACK

## EXERCISE no. 5: LUNCHTIME PRESENTATION TO LOCAL TRADERS AND INSTITUTIONS

## EXERCISE no. 6: DESIGN CONVERSATIONS ON THE STREET WITH RESIDENTS AND VISITORS

Jan Kattein Architects and Euston Town set up a second round of consultation events on the 24th of April, to share developed designs with local people and invite them to discuss the ambitions

of each proposed project. The events, consisting of a lunchtime presentation and public conversations on the high street (following the format of phase one events), were attended by approximately 40-50 stakeholders, including local business owners, members of the Stephenson Way Group, Camden People's Theatre, local residents, the chair of the Neighbourhood Forum, local office

workers and visitors passing through the area.

Participants were presented with proposal drawings, illustrating a strategy for improving specific areas within the Drummond Street Neighbourhood through the implementation of design actions, as described in the following chapter of this report. These were accompanied by photographs of the areas in question, precedent images and information describing the aims of the exercise.

Overall, proposals were generally very well received by all participants. One recurring comment was that "these are all good ideas", suggesting that the consultation exercises and resulting designs were successful in capturing and addressing local needs and aspirations. Proposed **improvements to the high street and key gateways** were particularly popular. In addition to this, individuals highlighted design elements that were priorities for them, ones addressing specific **public spaces** that they regularly use or pass through.

The following record categorises comments into distinct themes, as described above: **1. High Street Improvements, 2. Gateways and Wayfinding, 3. Other Public Spaces, 4. General Comments.**



(Left)  
Photograph by Euston Town.

### HIGH STREET IMPROVEMENTS

- " Good ideas, the high street needs improving.
- " The street is not very pleasant at the moment.
- " I have to go through that (construction area) every day at both ends of my journey.
- " **Make businesses more visible.**
- " Improving shopfronts is important to all the businesses.
- " **Tables and benches, away from the fumes and noise of the road. Trees and planters can act as a buffer.**
- " These are all good ideas, make the street more inviting.
- " I like this idea of pedestrianising the street.
- " **Is there any point in having cars going through here at all?**
- " Make extra pavement - that's always going to be a good thing.
- " **This looks much better than what we have at the moment.**
- " Rubbish is a real problem. In Florence they have bins underground.
- " **Bins are a nightmare.**
- " There is a lot of rubbish on the pavement, it attracts rats - have them more out of sight, where rats can't get to them.
- " Rubbish is collected every day at 7am, there are always bags on the street.

- " More street festivals. You could do crafts and food stalls.
- " **Make the street more active.**
- " Good ideas.
- " We want some lighting.

### GATEWAYS AND WAYFINDING

- " **The theatre and pharmacy corner is indeed a key gateway.**
- " **The corner from Euston is also really important.**
- " Do something about greening the wall outside the TFL substation.
- " The gateways should have signage to guide people through the neighbourhood, help with wayfinding.
- " Take some inspiration from the way the gate into Tolmers Square marks an entrance to introduce signage in other places.



# DESIGN FEEDBACK

## OTHER PUBLIC SPACES

- " **Creating a playground for kids is very important.**
- " *Have some physical exercise equipment, an outdoor gym.*
- " **A community cafe would be nice.**
- " **Workspaces for start-ups - we need more of those!**
- " *The triangle at the back of Tolmers Square is a problem - do something to make it more vibrant.*
- " *A shared garden is a really good idea.*
- " *Remove all the walls in Tolmers Square to open it up.*
- " *Cleaning up Tolmers Square will make a big difference.*
- " *Gate Exmouth Mews - there are too many entrances.*
- " *There are a lot of security problems in these spaces.*
- " *Too many dog ends on Melton Street.*
- " **We need to integrate Stephenson Way into the Drummond Street neighbourhood a lot more.**

## GENERAL COMMENTS

- " *Ideas are excellent.*
- " **Colours and lights need to be inspired by the identity of Drummond Street. It is difficult to pin down what that is when there is so much going on.**
- " *More artwork and lights - these ideas are fine.*
- " **Have a consistent and interesting lighting strategy.**







# NEIGHBOURHOOD VISION AND COMMONPLAN

The following pages suggest a series of design actions that feed into a commonplan for the Drummond Street neighbourhood.

The commonplan intends to:

- represent the needs and aspirations of local people and organisations, to improve existing public spaces and re-establish key gateways connecting the neighbourhood to its surroundings;
- recognise and fit with ongoing developments in the area, to develop a cohesive strategy for neighbourhood regeneration and promote collaboration around common goals;
- respond to opportunities presented by the existing urban fabric, to activate underused spaces and introduce new uses into the public realm;
- consider achievable short, medium and long term goals, to enable the neighbourhood to evolve incrementally within the wider regeneration strategy for Euston Town.

This 'commonplan' is not a closed design exercise, but is capturing the ongoing conversations that have informed its development. The proposals seek to balance Camden policy, HS2 development goals and our voice as designers and urbanists, with those of local residents, traders, institutions and other stakeholders.

# COMMONPLAN DESIGN ACTIONS

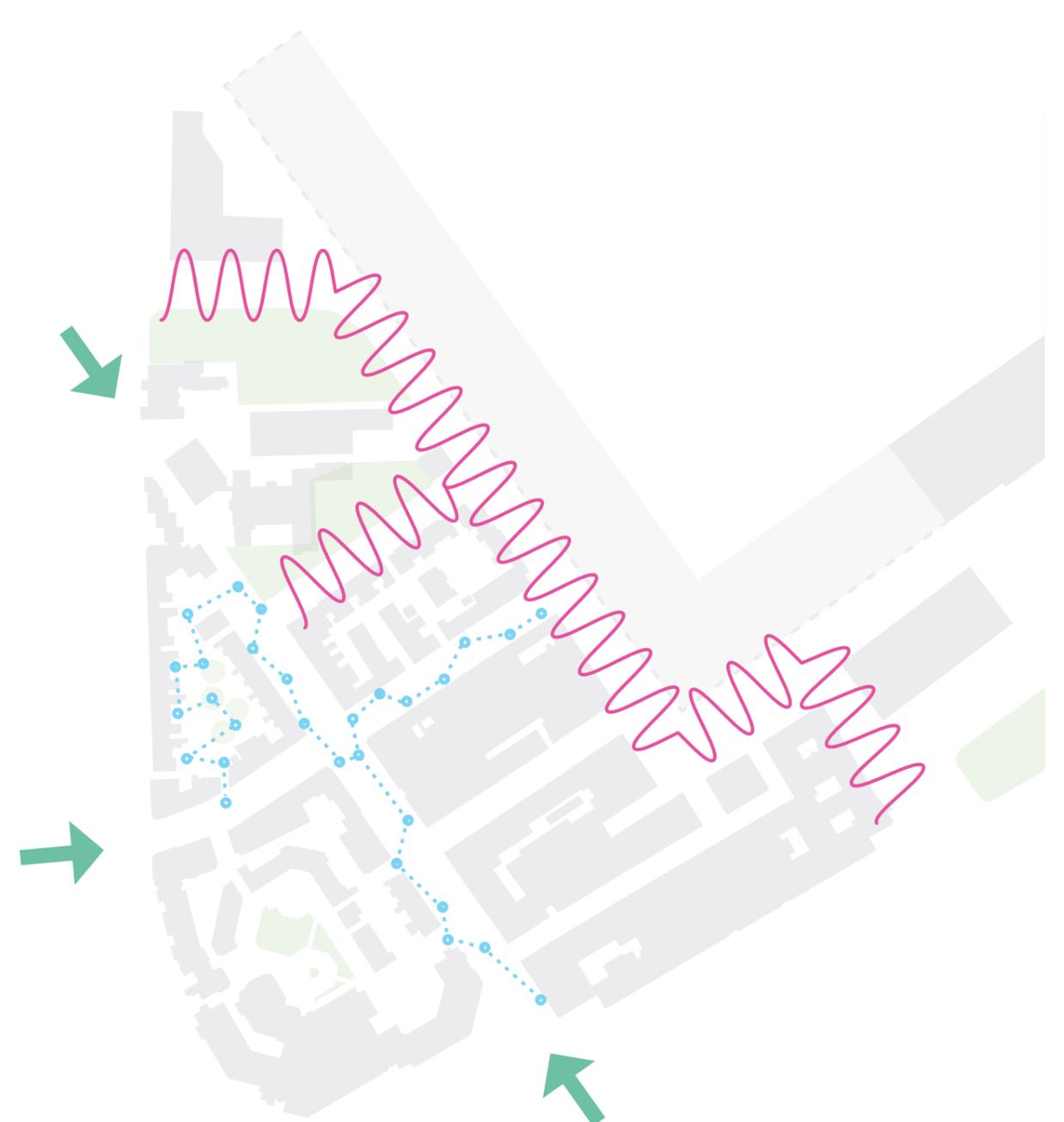
The commonplan describes a series of projects within a phased regeneration strategy.

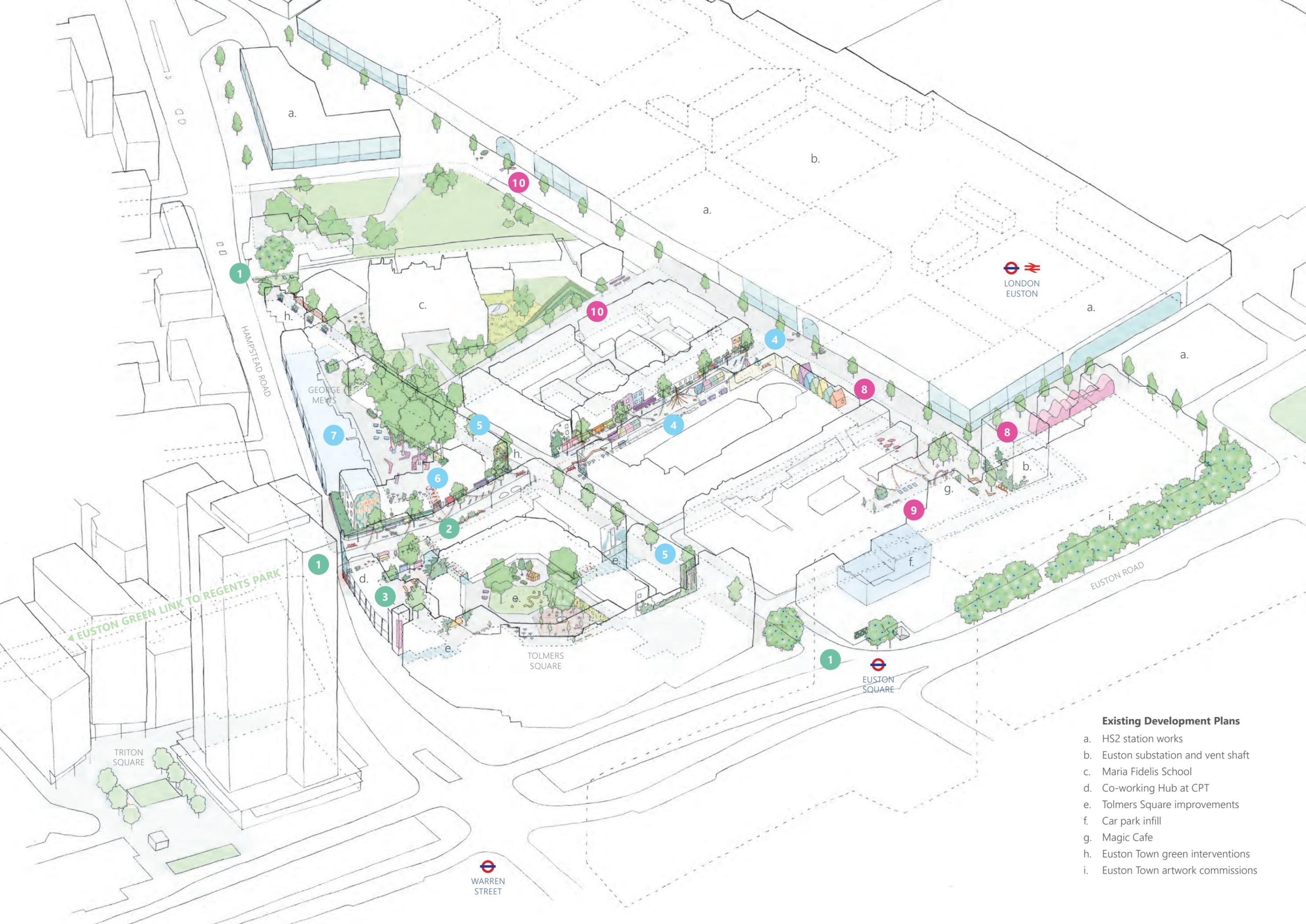
Short term interventions support existing communities and high street businesses by **making entrances** into the neighbourhood more visible and activating pathways and spaces to become platforms for everyday activities and community events.

Medium term projects consider how **connections** through the neighbourhood can be enhanced by improving the streetscape. The commonplan also identifies opportunities to introduce more community facilities and workspaces in underused spaces.

Long term aspirations address opportunities for integrating the new with the old, by **knitting together** new station frontages and public spaces with the edges of the existing neighbourhood. The aim is to re-establish relationships and encourage movement between Euston station, the local high street and new open spaces, as well as provide affordable workspaces for start-ups.

- make an entrance:  
(short term)**
  - 1 neighbourhood gateways
  - 2 people's high street (phase 1)
  - 3 shared back garden
  
- connect the dots:  
(medium term)**
  - 4 Euston gateway + people's high street (phase 2)
  - 5 green connections
  - 6 play and leisure
  - 7 enterprise hub
  
- knit together:  
(long term)**
  - 8 meanwhile high street
  - 9 shared courtyard
  - 10 parks and open spaces





**Existing Development Plans**

- a. HS2 station works
- b. Euston substation and vent shaft
- c. Maria Fidelis School
- d. Co-working Hub at CPT
- e. Tolmers Square improvements
- f. Car park infill
- g. Magic Cafe
- h. Euston Town green interventions
- i. Euston Town artwork commissions

WARREN STREET

EUSTON SQUARE

LONDON EUSTON

EUSTON ROAD

HAMPSTEAD ROAD

GEORGE MEWS

TOLMERS SQUARE

TRITON SQUARE

EUSTON GREEN LINK TO REGENTS PARK

# MAKE AN ENTRANCE

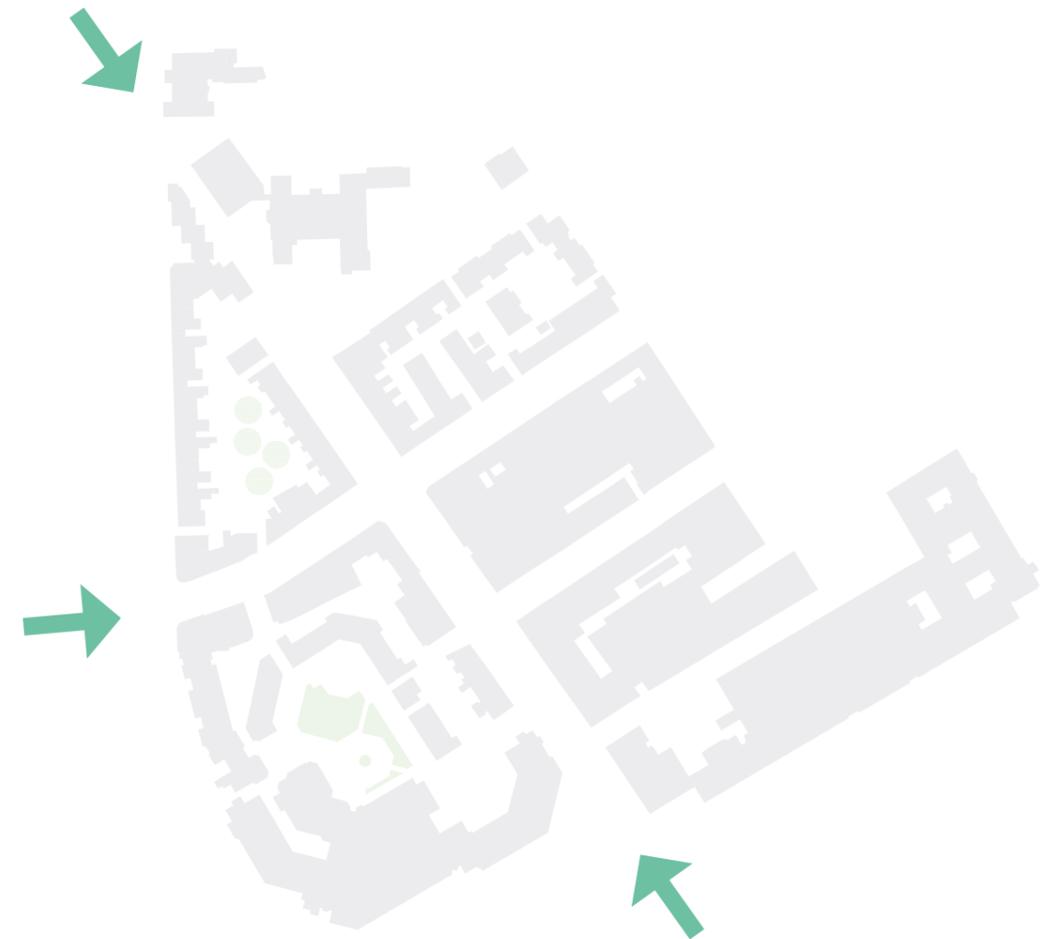
Focusing investment on improvements to the gateways in the short term will re-orientate the neighbourhood to the west, attracting new customers and helping to shift the perception of the high street in the view of neighbouring communities.

We have identified three key gateways into the Drummond Street neighbourhood, namely North Gower Street North, North Gower Street South and Drummond Street West. A co-ordinated package of improvement works are proposed comprising of planting and facade greening, shopfront improvements, public space improvements, wayfinding and feature lighting, including facade lighting and catenary lighting.



make an entrance:  
(short term)

- 1 neighbourhood gateways
- 2 people's high street (phase 1)
- 3 shared back garden



“ Drummond Street is an establishment - it brings a lot of people into Camden.

Salique @ Diwana Bhel Poori House

“ We struggle from not being very visible - people can't find us, walk past us.

Kaya @ Camden People's Theatre

“ We would be highly invested in making this area become a lively night spot.

Brian @ Camden People's Theatre



# MAKE AN ENTRANCE

“ A gateway is a great way to communicate the identity of the street as a whole and celebrate cultural identity.

Street conversations on 13th of March

Artwork, illuminations and greening will animate blank walls and create attractive **gateways into the neighbourhood** from Euston Road and Hampstead Road, ones that embody the unique identity and vibrant character of Drummond Street. Improving lighting and signage to shopfronts and underpasses near the Hampstead Road entrance will complement works to this key gateway, inviting people onto a lively high street.

Tree lighting and signage at the two North Gower Street gateways can extend the impact of Euston Town's initiative to add feature lighting to existing trees along Euston Road. These works will also complement other green interventions in these areas, many of which can be integrated into existing plans for public space improvements.

“ We have a lot of entrances and they are all pretty cold.

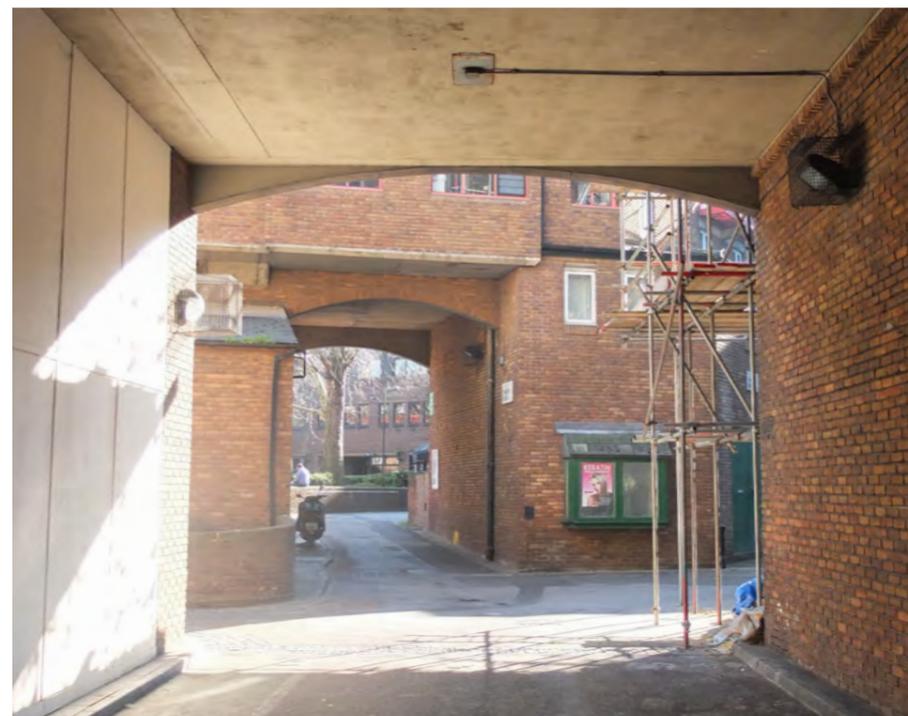
Local trader on 11th of March

“ I like the idea of light artwork.

Street conversations on 13th of March

“ Tables and benches, away from the fumes and noise of the road. Trees and planters can act as a buffer. .

Street conversations on 24th of April



#### (Precedent examples)

(1) Sabotaje Al Montaje, Santa Cruz de Tenerife; (2) Rick Berkelman, Lisbon; (3) Oxo Tower facade lights, London; (4) Patrick Blanc, Paris; (5) Earthscape, Tokyo; (6) Jan Kattein Architects, Sutton, London; (7) Paris Deco Off, Paris; (8) Jeppe Hein, Southbank, London; (9) Jan Kattein Architects, Leyton, London.

#### DESIGN ACTIONS

- 1 add illuminated signage to street corner
- 2 add artwork and illuminations to facade
- 3 plant green roof on street corner
- 4 plant wall climbers
- 5 install feature lighting to 4 trees
- 6 add wayfinding artwork to pavement
- 7 improve 3 underpass entrances
- 8 building facade painting, uplift + illumination to 18 gateway shopfronts
- 9 install pavement planters (Euston Town initiative)
- 10 open up pocket park (Maria Fidelis development)
- 11 add artwork and cafe entrance to facade (Maria Fidelis development)
- 12 tree lighting along Euston Road (Euston Town Initiative)
- 13 additional shopfront works



1. Entrance artwork



2. Facade artwork



3. Facade lighting



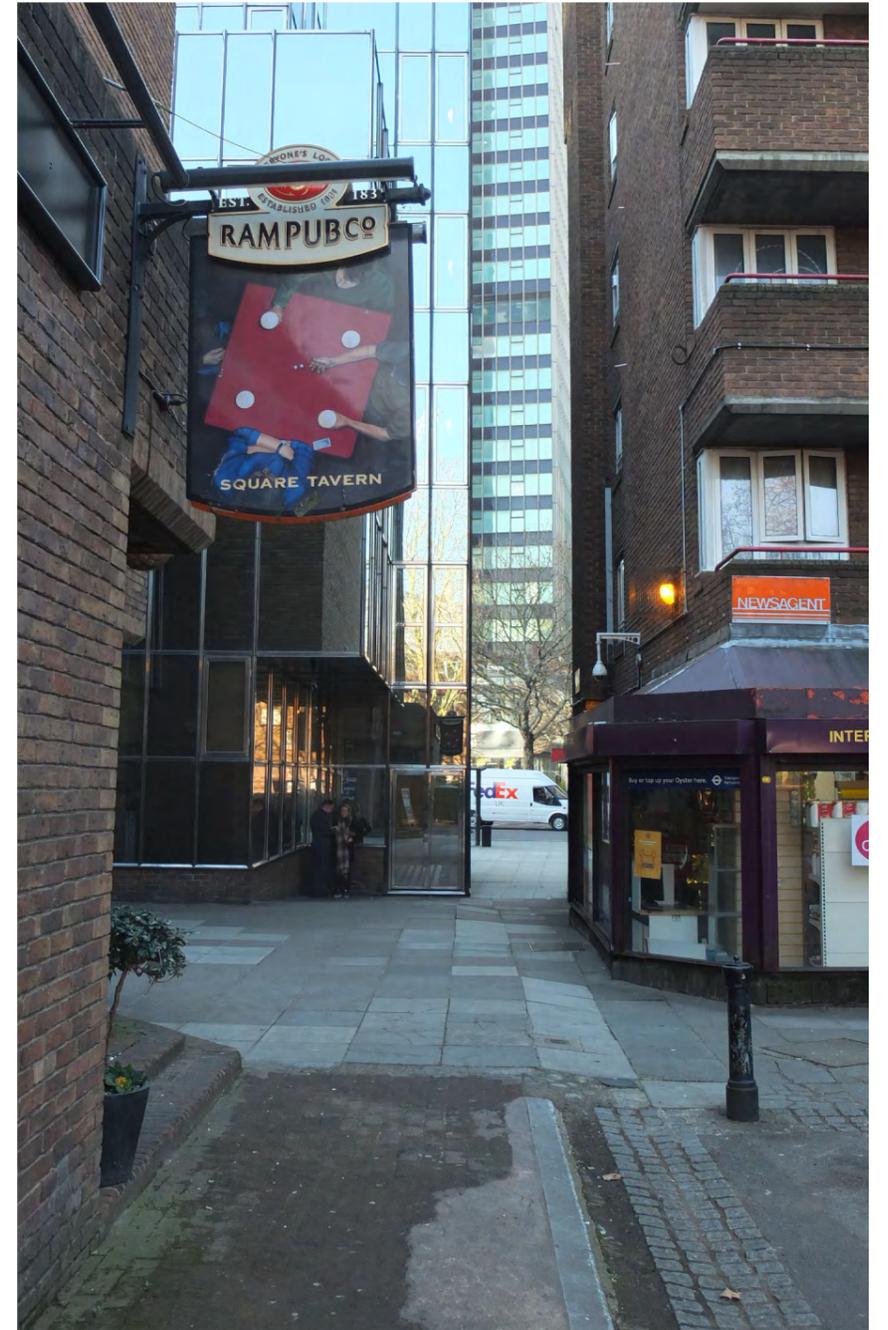
4. Green interventions



5. Wayfinding



6. Shopfront improvements



# MAKE AN ENTRANCE



7. Lighting



8. Street furniture



9. Events

## People's High Street

There is an aspiration to elevate Drummond Street into a **people's high street**, to create a platform for everyday street activities and regular community festivals by installing street furniture and extending the lighting strategy from the Hampstead Road gateway along the full length of the street. A series of workshops on business identity and branding creates more resilient businesses that can better harness the changing trade environment. Community events and street parties help to shift the perception of the neighbourhood in the eyes of local people whilst also attracting new visitors from further afield. A programme of workshops open to all businesses, residents and community groups interested in taking part in the food festival, exploring practical issues as well as inspiring ideas about hosting stalls or providing entertainment.

## Shared back garden

There is an opportunity in Foundry Mews, the space backing businesses on Hampstead Road next to Tolmers Square, to better connect this important public space to the Hampstead Road gateway and the local high street, by improving visibility along two underpass entrances (7) and transforming a poorly-used space into a **shared back garden** (spaces not currently addressed in existing plans for improvements). Improved security, planting, street furniture and lighting in Foundry Mews will completely change the way this space is used by neighbouring residents, community groups and high street businesses, offering them a quiet oasis

in which to relax and meet their neighbours. A community key-holding scheme with fixed day-time opening hours and a planting maintenance rota ensures that the space benefits the local community as a whole whilst providing security at night.



**There should be a big street party, with all the restaurants involved. Having the road closed can turn the entire street into a great venue on a warm May or June day.**

Street conversations on 13th of March

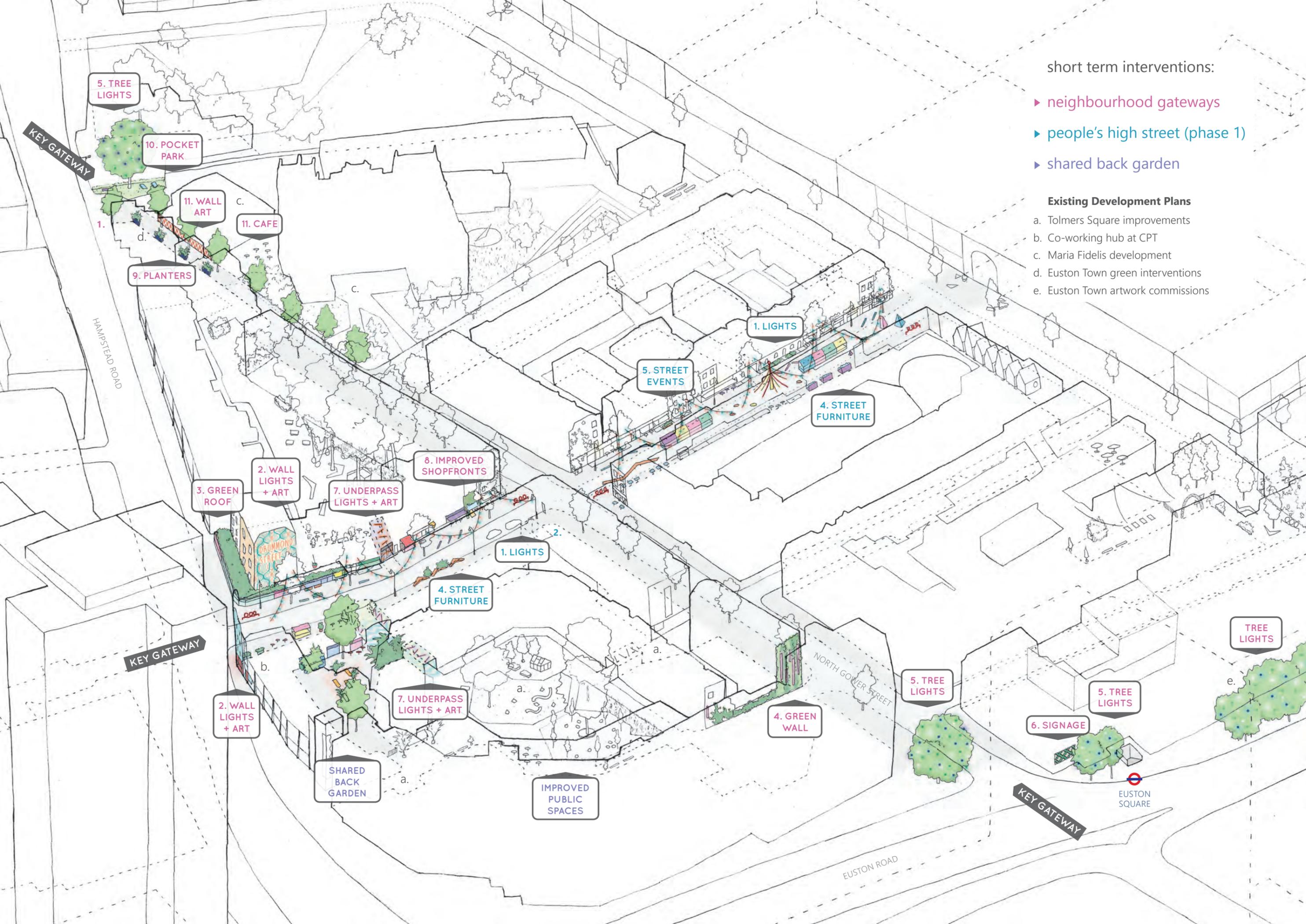


## DESIGN ACTIONS:

- 1 illuminate street with overhead lights
- 2 add feature lighting to corner facade
- 3 de-clutter pavement from obstructions
- 4 feature seating and cycle repair station
- 5 organise 2 street festivals
- 6 street festival workshops
- 7 business resilience workshops

## DESIGN ACTIONS

- 1 add 2 security gates
- 2 improve lighting
- 3 install green bin store
- 4 install street furniture
- 5 add planting and irrigation
- 6 define areas with coloured paving
- 7 secure and improve 6 back entrances



short term interventions:

- ▶ neighbourhood gateways
- ▶ people's high street (phase 1)
- ▶ shared back garden

**Existing Development Plans**

- a. Tolmers Square improvements
- b. Co-working hub at CPT
- c. Maria Fidelis development
- d. Euston Town green interventions
- e. Euston Town artwork commissions

# CONNECT THE DOTS

Medium term proposals seek to improve connections through the neighbourhood, rebalance the equilibrium between pedestrians and cars, and raise the quality of streetscape and open spaces.

Connect the dots will see improvements to public spaces including the mews, streetscape, waste management and lighting. A shared surface and traffic management will create a platform for seasonal events and festivities like street food festivals or markets in the eastern section of Drummond Street.



connect the dots:  
(medium term)

- 4 Euston gateway + people's high street (phase 2)
- 5 green connections
- 6 play and leisure
- 7 enterprise hub



“ Trees in the road, trees everywhere.  
Street conversations on 13th of March

“ It needs a real perk up, get more of an identity.  
Street conversations on 13th of March

“ People need to see how vibrant a place is.  
Local trader on 11th of March

“ Is there any point in having cars going through here at all?  
Street conversations on 24th of April



# CONNECT THE DOTS

“ Colour is a good idea. Also more greenery and lights.

Street conversations on 13th of March

“ Have restaurants opening up onto the street.

Street conversations on 13th of March

“ Most of the shopfronts are quite old, they need to be refreshed.

Bak @ Bio Organix

“ We could have trees planted on one side of the street.

Street conversations on 13th of March

**(Precedent examples)**

- (1) Rick Berkelman, Lisbon; (2) Oxo Tower facade lights, London;
- (3) Patrick Blanc, Paris; (4) Las Ramblas, Barcelona; (5) Jan Kattein Architects, Finsbury Park, London;
- (6) Jan Kattein Architects, Sutton, London; (7) Jeppe Hein, Southbank, London; (8) Wayward, Union Street, London; (9) Ottograph, Amsterdam; (10) Brixton, London.

Inactive street corner frontages surrounding a TFL substation offer opportunities for illumination and artwork to define another key **gateway** onto the high street from the new Euston Station entrance. Supporting aspirations for a thriving **people's high street**, it is recommended that obstructions such as the large number of parked vehicles on this street is to be reduced, in favour of extending pavement space for more active uses and tree-planting.

Facade improvements to the rest of the street can build upon existing efforts to uplift and animate sections of the high street and maximise the impact of proposed works.



An example of recent improvements to a small number of shopfronts, residential entrances and street corners on Drummond Street.



**DESIGN ACTIONS:**

- ① raise road surface
- ② widen pavement on one side of Drummond Street
- ③ plant 14 trees
- ④ improve access to 28 entrances
- ⑤ paint 16 doors and surrounds
- ⑥ refurbish and paint 30 upper facades
- ⑦ add illuminated artwork to street corner
- ⑧ refurbish and add signage + lighting to 21 shopfronts
- ⑨ install 2 new food-serving shopfronts

North Gower Street presents further opportunities for **green interventions** at the crossroads, to find a green solution to bins storage and integrate these within existing plans to install a vertical garden on a blank wall (Euston Town initiative). Tree planting can be extended along this route to **connect** the existing line of mature trees on Euston Road, currently ending at the southern end of North Gower Street, to existing trees marking the northern entrance. These actions would not only improve the condition of the local streetscape, but would also make a big difference in overall air quality and help to lead people walking from Euston Station toward Regents Park along the Euston Town Green Link corridor.



**DESIGN ACTIONS:**

- ① widen pavement on one side of North Gower Street
- ② plant 15 trees
- ③ install 2 green bin stores at crossroads
- ④ install vertical garden at crossroads



1. Facade artwork



2. Facade lighting



3. Green interventions



4. Shared surface



5. Shopfront refurbishment



6. Shopfront lighting



# CONNECT THE DOTS



7. Street furniture



8. Community garden

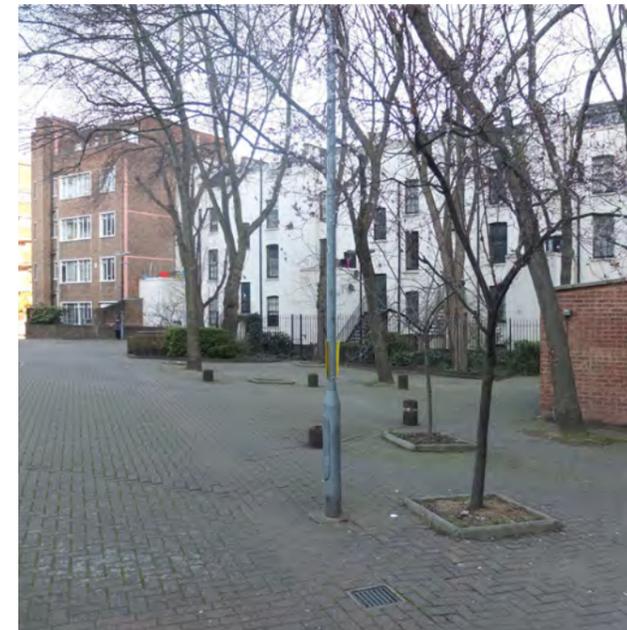
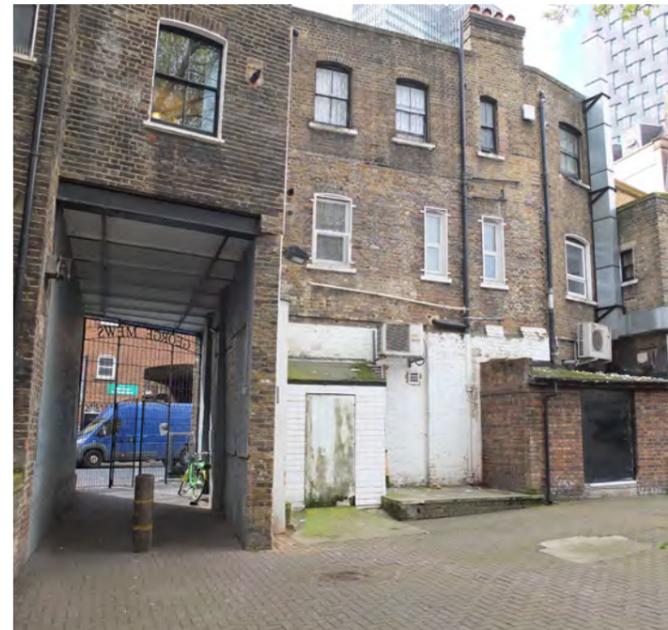


9. Coloured Paving



10. Tree-lined street

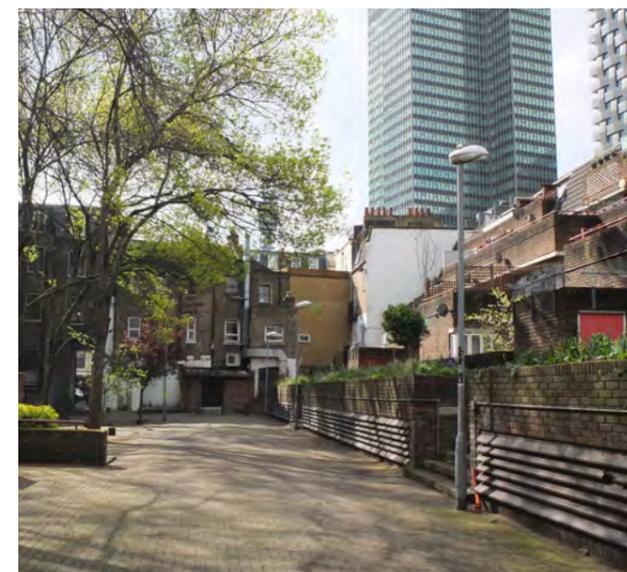
Existing public spaces like George Mews can be better used by local communities as **places to gather, relax, play and grow things**. Overlooked from the back of houses and residential blocks, this generous open space suffers from antisocial behaviour and a lack of physical infrastructure. Adding street furniture, allotments and play structures can introduce new diverse uses into this space, contributing to a perception of safety. Activities can be further encouraged by improving the entrances into this space with artwork and creative lighting (as proposed in the first phase of gateway proposals) and encouraging adjacent high street businesses to open up back entrances to shops and cafes, and thus have a secondary frontage facing into the courtyard. The entrance to George Mews may be gated by Camden Council to address antisocial behaviour issues in this space.



## DESIGN ACTIONS:

- ① define areas with coloured paving
- ② re-plant 3 trees and flower beds
- ③ build allotment beds
- ④ install feature seating and picnic tables
- ⑤ add play structures
- ⑥ install green bin store
- ⑦ open back entrances to 2 shops

The basement underneath the George Mews residential block, currently occupied by a large parking garage, presents an opportunity to introduce more community facilities and workspaces into this area by converting available space into an **enterprise hub**. Such a project would help to replace some of the commercial floorspace lost to HS2 construction sites, as well as activate frontages at ground floor level within George Mews and on Hampstead Road with glazing and openings, to replace existing ventilation grilles. A more in-depth study is necessary to explore the feasibility of this proposal.

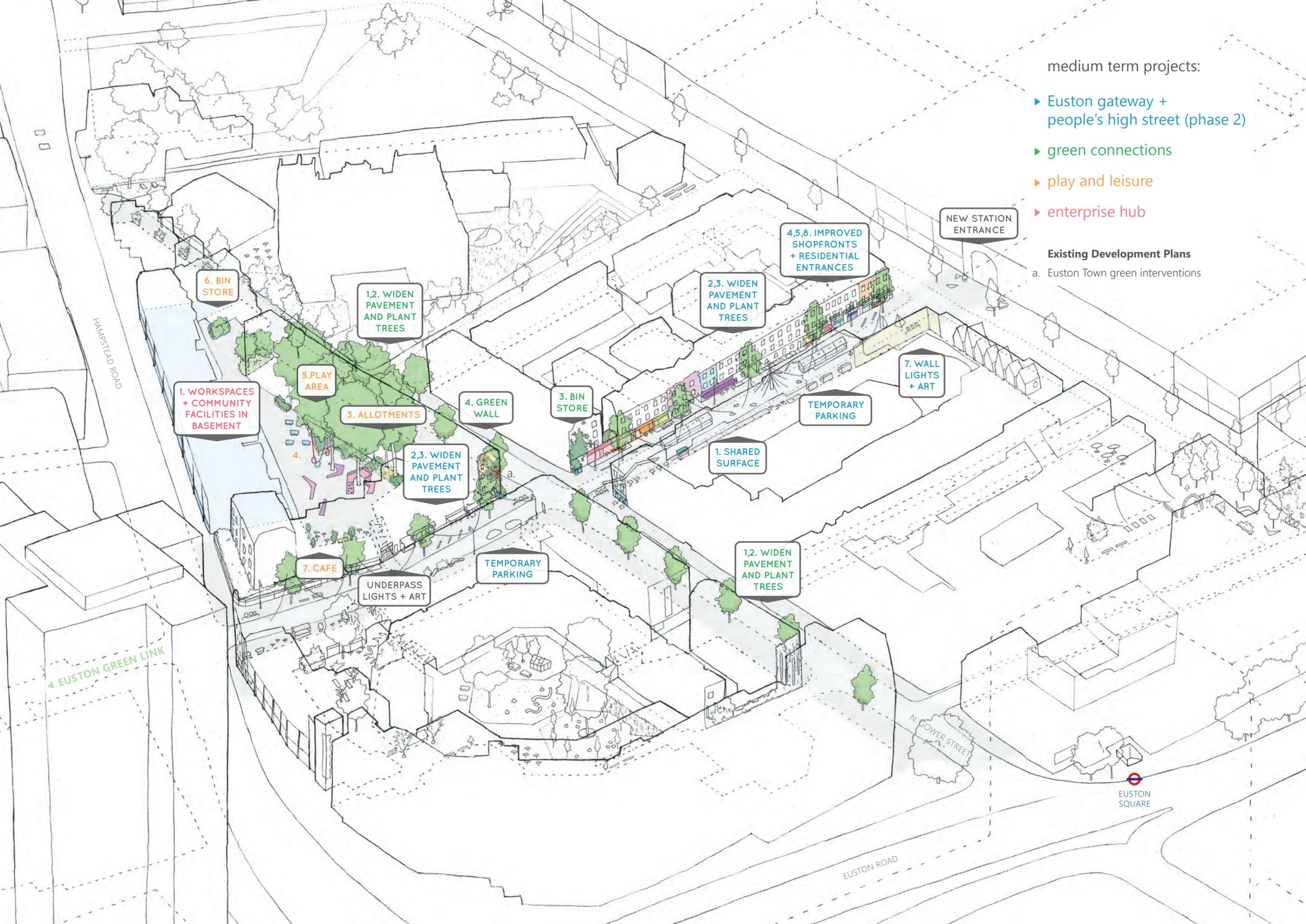


## DESIGN ACTIONS:

- ① commission a study and measured survey to explore the feasibility of transforming the existing basement car park into workspace and community spaces

**“ A coffee shop or office on George Mews, to bring the community together. ”**

Street conversations on 13th of March



medium term projects:

- ▶ Euston gateway + people's high street (phase 2)
- ▶ green connections
- ▶ play and leisure
- ▶ enterprise hub

**Existing Development Plans**

a. Euston Town green interventions

6. BIN STORE

1,2. WIDEN PAVEMENT AND PLANT TREES

4,5,8. IMPROVED SHOPFRONTS + RESIDENTIAL ENTRANCES

NEW STATION ENTRANCE

2,3. WIDEN PAVEMENT AND PLANT TREES

1. WORKSPACES + COMMUNITY FACILITIES IN BASEMENT

5. PLAY AREA

3. ALLOTMENTS

4. GREEN WALL

3. BIN STORE

7. WALL LIGHTS + ART

TEMPORARY PARKING

1. SHARED SURFACE

2,3. WIDEN PAVEMENT AND PLANT TREES

7. CAFE

UNDERPASS LIGHTS + ART

TEMPORARY PARKING

1,2. WIDEN PAVEMENT AND PLANT TREES

◀ EUSTON GREEN LINK

HAMPSTEAD ROAD

N. GOWER STREET

EUSTON ROAD

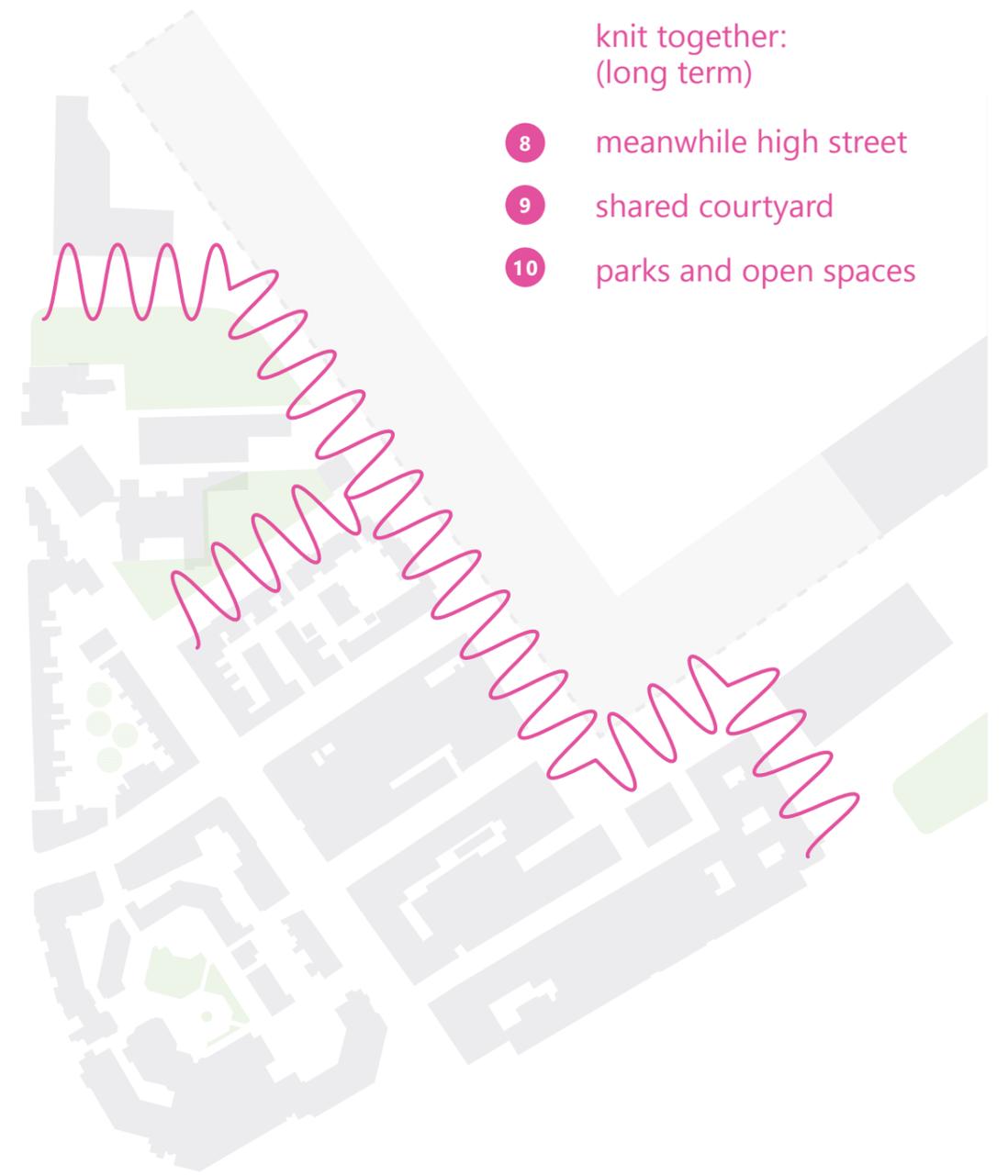
EUSTON SQUARE

# KNIT TOGETHER

Long term improvements will knit the Drummond Street neighbourhood together with the new station and adjacent developments to create a coherent urban realm and more connected, active and vibrant streetscapes.

The final phase identifies opportunities to integrate the new with the old within a cohesive strategy, improve wayfinding and enable new types of public spaces to emerge. The aspiration is to encourage a natural movement of people between the station and public places within Drummond Street, offering a range of unique experiences to diverse groups of locals and visitors.

These long-term plans require greater coordination between decision-makers and local communities. Specific actions will need to be periodically reviewed and adjusted, to ensure they remain relevant and encompass the needs and aspirations of all partners.





1. Street furniture



2. Shared surface



3. Retail + studio sheds

**(Precedent examples)**

(1) Jeppe Hein, Southbank, London; (2) Las Ramblas, Barcelona; (3) Jan Kattein Architects, Wood Green, London; (4) Ottograph, Amsterdam; (5) Neal's Yard, London; (6) Brixton, London.



Works around the new Euston Station will open up existing streets, widen pavements and create new public spaces. A more generous public realm has the capacity to support a greater range of uses, including the activation of new forecourts and street frontages for existing nearby businesses, such as The Savannah restaurant, the Magic Circle and the Royal College of General Practitioners.

Inactive walls can become the backdrop to new temporary buildings. Small retail and studio units would work well in this prominent location, to support new start-up businesses, create a **meanwhile high street** and help to guide visitors between station entrances and the Drummond Street neighbourhood.

**DESIGN ACTIONS:**

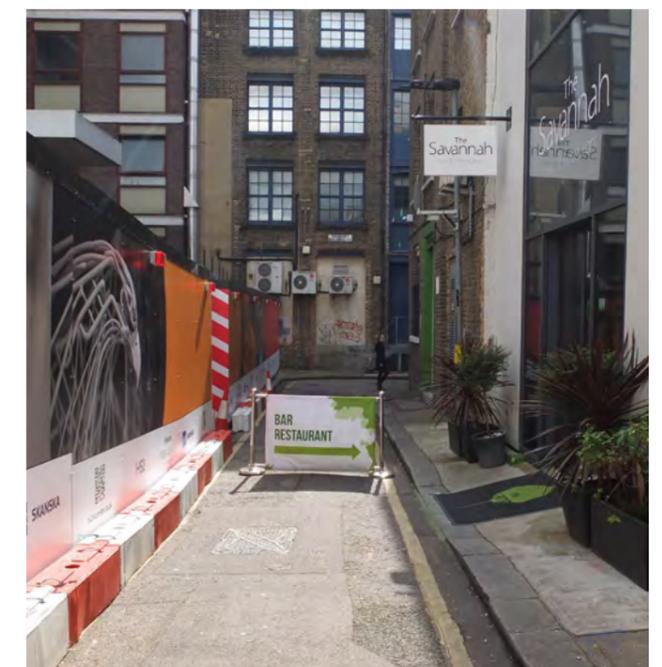
- ① raise road surface
- ② widen pavement
- ③ plant trees
- ④ install feature seating
- ⑤ add street planters
- ⑥ open corner Magic Cafe
- ⑦ build meanwhile retail + studio start-up 'sheds' in front of inactive facades

**“ Workspaces for start-ups - we need more of those!**

Street conversations on 24th of April

**“ We need to integrate Stephenson Way into the Drummond Street neighbourhood a lot more.**

Street conversations on 24th of April



# KNIT TOGETHER



4. Coloured Paving



5. Seating and planting



6. Tree-lined street

“ Tables and benches, away from the fumes and noise of the road. Trees and planters can act as a buffer.

Street conversations on 24th of April

The changes in street layouts near the new station development will open up one end of the Regnart Buildings, exposing back entrances and services access to the public. With improved security and the addition of planting, street furniture and lighting, this space could be better used by neighbouring businesses as a **shared courtyard**, a place for office workers to relax, away from the crowds surrounding the main station entrance. Such a space can offer a different experience to the public square being proposed outside the new TFL vent shaft (see image on bottom right), located around the corner.



### DESIGN ACTIONS:

- ① add 1 security gate
- ② improve lighting
- ③ install green bin store
- ④ install street furniture
- ⑤ add planting and irrigation
- ⑥ define areas with coloured paving

Extending the proposed shared road surface and tree planting from Coburg Street onto Starcross Street will help to establish green walking and cycling routes between new **public parks and open spaces**, and direct potential customers to nearby businesses, such as the award-winning Exmouth Arms pub and potential new retail units to the north of the Euston Station site.

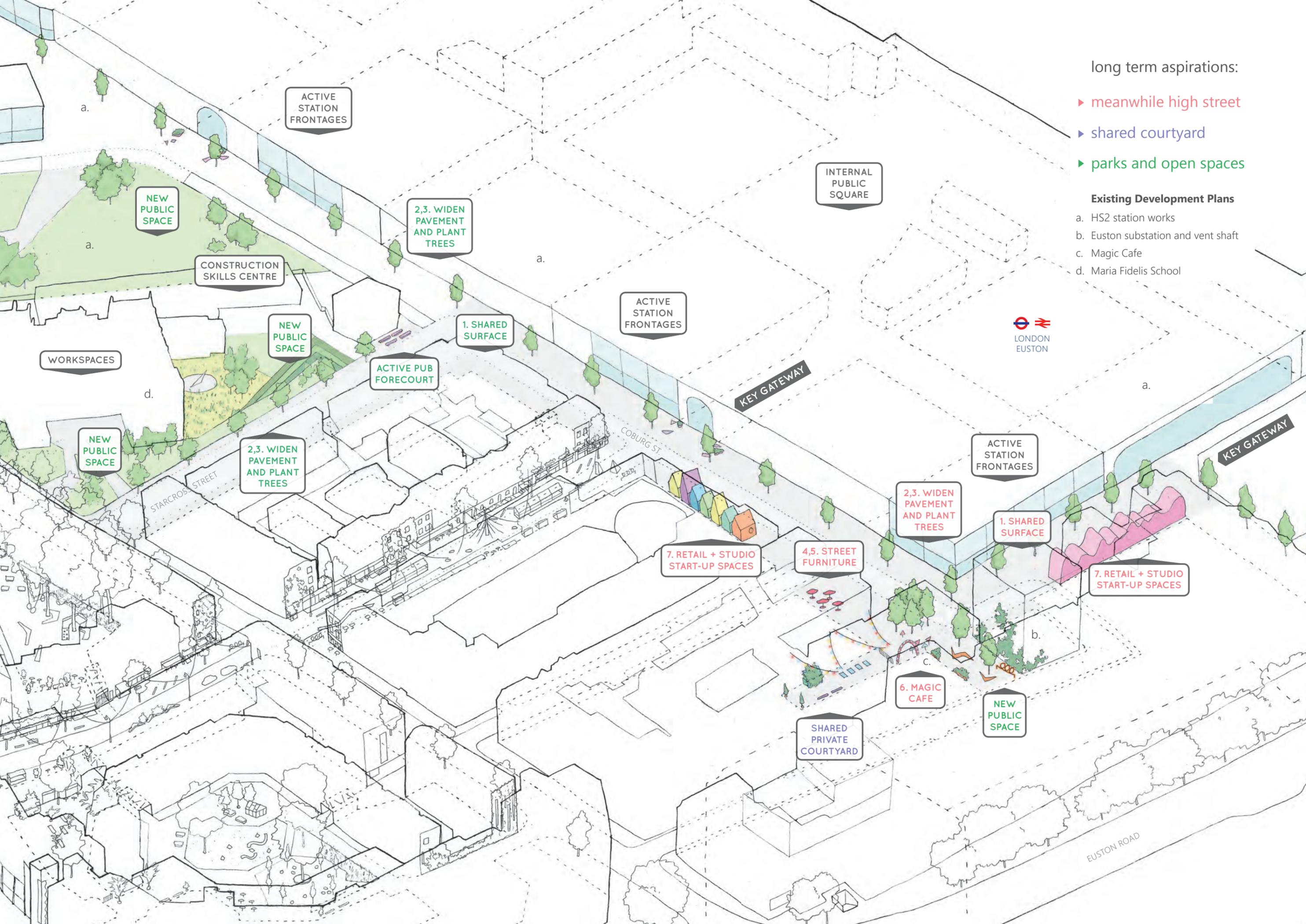


### DESIGN ACTIONS:

- ① raise road surface
- ② widen pavement
- ③ plant trees
- ④ connect cycle routes

(Left)

Visualisation of public space outside the new TFL vent shaft, by Weston Williamson + Partners



long term aspirations:

- ▶ meanwhile high street
- ▶ shared courtyard
- ▶ parks and open spaces

**Existing Development Plans**

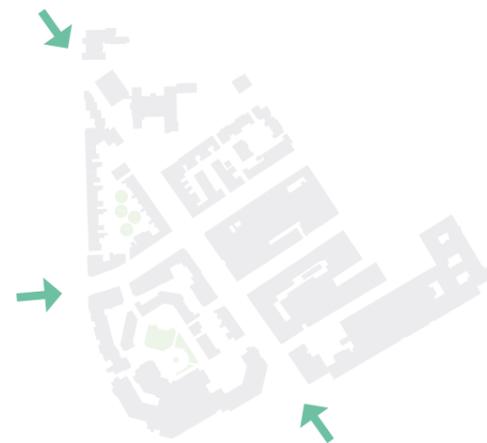
- a. HS2 station works
- b. Euston substation and vent shaft
- c. Magic Cafe
- d. Maria Fidelis School



EUSTON ROAD

# COMMON PLAN DELIVERABLES

The transformation of Euston is not just about upgrading a station. It's about a greater ambition to transform a key gateway into London and improve connections between people and places. Supporting local communities to become more resilient in the process needs to be an integral part of the station re-development.

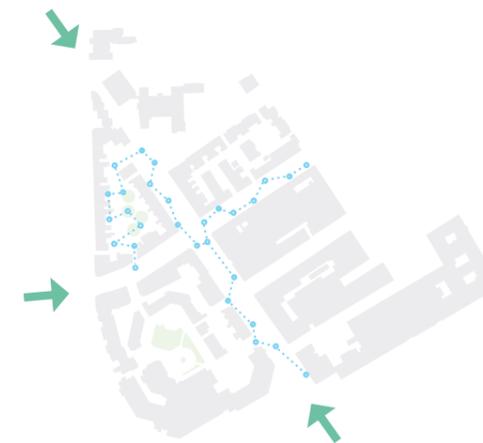


make an entrance:  
(short term)

- 1 neighbourhood gateways
- 2 people's high street (phase 1)
- 3 shared back garden

Potential partners + funding bodies:

HS2 (BLEF)

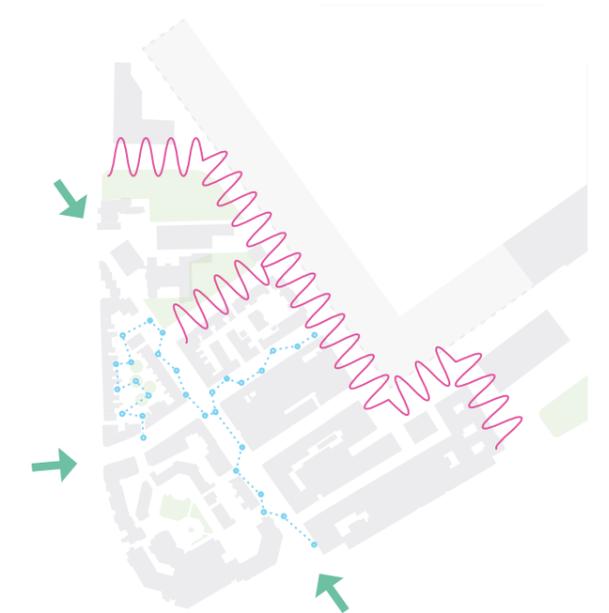


connect the dots:  
(medium term)

- 4 Euston gateway + people's high street (phase 2)
- 5 green connections
- 6 play and leisure
- 7 enterprise hub

Potential partners + funding bodies:

Good Growth Fund (GLA)  
Camden Council  
Camden People's Theatre  
Ostro Fayre Share Foundation  
(C-Hub)  
LCR (Maria Fidelis)

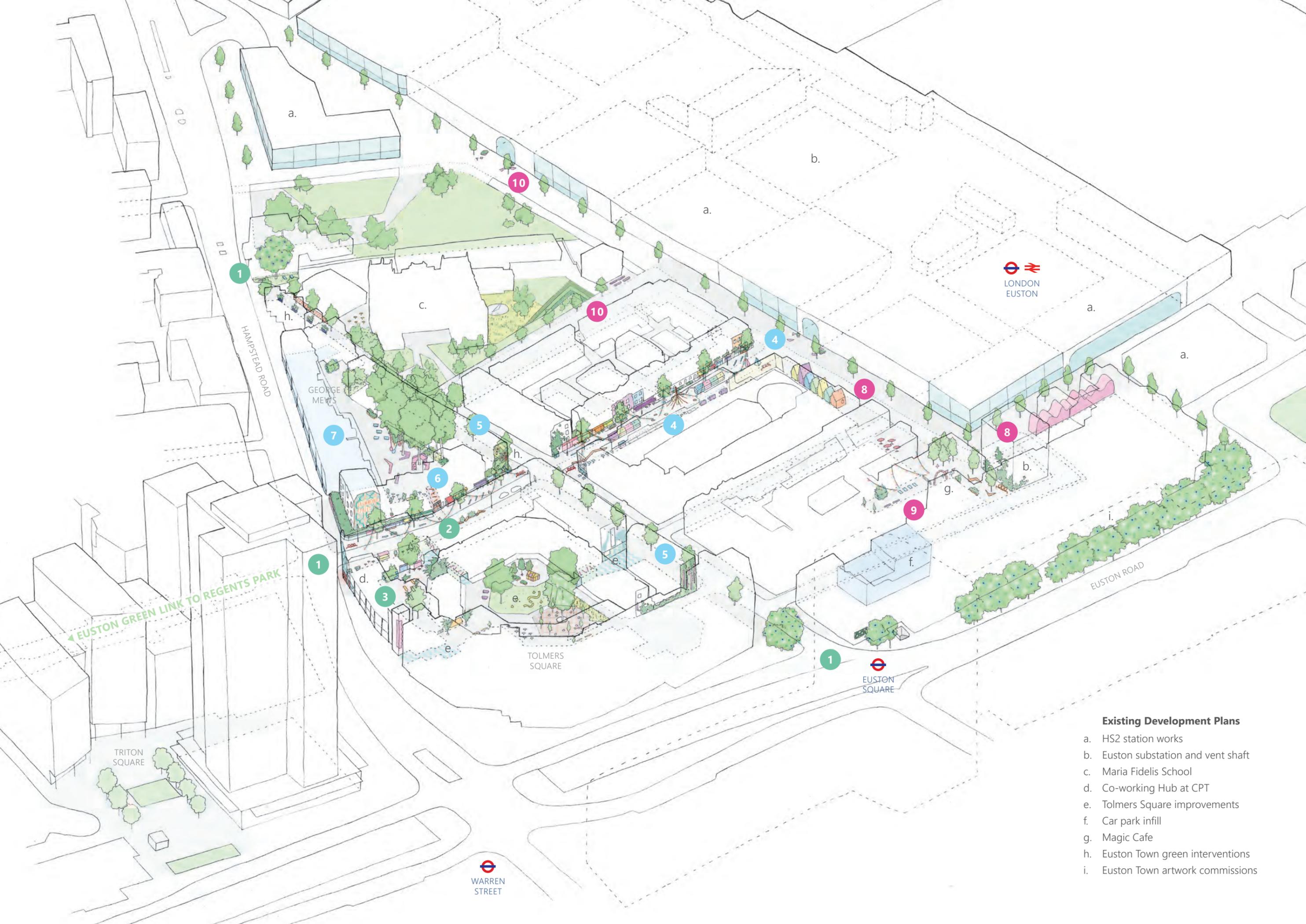


knit together:  
(long term)

- 8 meanwhile high street
- 9 shared courtyard
- 10 parks and open spaces

Potential partners + funding bodies:

HS2  
Camden Council  
Magic Circle  
Royal College of GP's  
LCR (Maria Fidelis)



**Existing Development Plans**

- a. HS2 station works
- b. Euston substation and vent shaft
- c. Maria Fidelis School
- d. Co-working Hub at CPT
- e. Tolmers Square improvements
- f. Car park infill
- g. Magic Cafe
- h. Euston Town green interventions
- i. Euston Town artwork commissions

WARREN STREET

EUSTON SQUARE

LONDON EUSTON

EUSTON ROAD

HAMPSTEAD ROAD

GEORGE MEWS

TOLMERS SQUARE

TRITON SQUARE

EUSTON GREEN LINK TO REGENTS PARK

DRUMMOND STREET NW1

# Crown & Anchor

*researched, designed and written by:*

**Jan Kattein Architects**  
Corina Tuna  
& Jan Kattein

**with**  
Georgie Street, Euston Town BID

*all drawings and photographs by Jan Kattein Architects ©  
unless otherwise stated.*