

Euston Road: A famous London thoroughfare made safer, greener, cleaner

The Mayor's new Transport Strategy sets out plans to transform London's streets, improve public transport, and create opportunities for new homes and jobs. Encouraging more people to walk, cycle and use public transport will help to achieve these goals.

Within this context, the London Borough of Camden appointed LDA Design to develop a vision for a busy section of the Euston Road, next to King's Cross Station, and the surrounding streets. The brief was to transform the experience for pedestrians and cyclists and to complement a new public square.

LDA Design's over-arching concept for this key central London area establishes a world-class gateway and grand boulevard, as well as pocket plazas, green streets and 'happy streets'. It also sets out how key development projects could feed into this vision.

We devised a range of strategies to unearth what was special here and carried out extensive analysis to support easier, more fluid movement in this heavily trafficked part of the capital. We integrated this with a wider appreciation of city identity and biodiversity action plans.



Client
Camden London Borough Council

Location
King's Cross, London

Partners
Project Centre

Services Used
Landscape Architecture

Area
1 ha

Schedule
2015

- ¹ Entrance to King's Cross Station
- ² Masterplan
- ³ Euston Road Pocket Park



1 Argyle Square