

THE EUSTON MASTERPLAN

JULY 2026

WELCOME TO EUSTON

The transformation of Euston will bring together a transport gateway with a 60-acre development of new homes, workspace, shops and public space.

Built around the railway, the Euston Masterplan comprises City Streets, a Central Square and Community Living, that will connect with surrounding communities, generate economic growth and improve the everyday.

Strengthening its position as part of the globally recognised Knowledge Quarter, it will create around 5 million sq. ft. of business and innovation workspace, generating up to 30,000 new jobs.

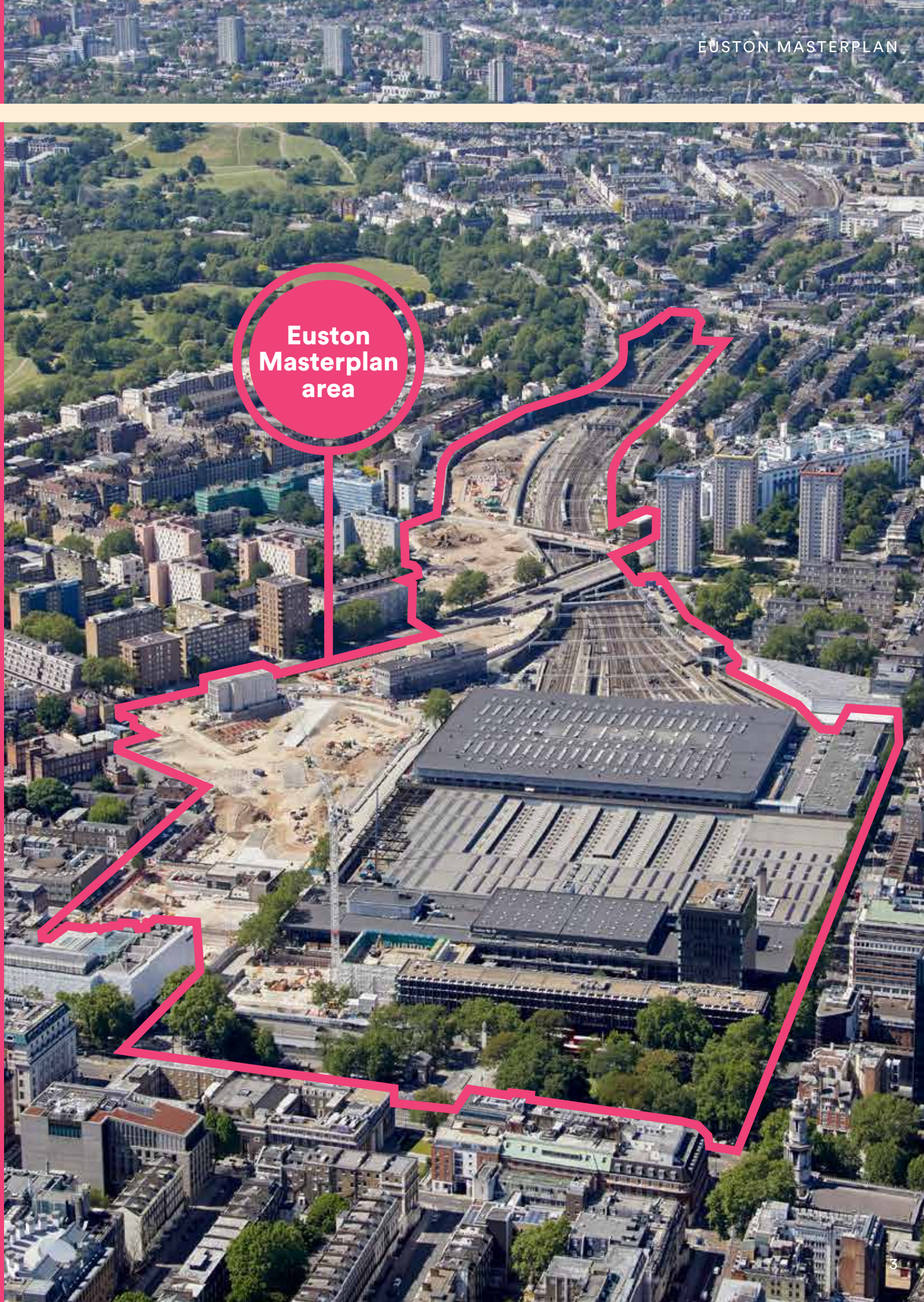
It will provide places for people to meet and connect, with around 7 acres of public space, including a renewed Euston Square Gardens.

We look forward to hearing your feedback.

With up to 1,500 new homes, including affordable housing, the Masterplan will extend existing neighbourhoods and provide the shops, restaurants, cafés and workspaces to support communities.

Lendlease, as the government's Master Development Partner, is leading the Euston Masterplan and working in partnership to deliver this once-in-a-generation opportunity.

Sharing the Masterplan is our first step towards submitting a planning application in 2027 with a target to start on site with the first buildings in 2028.

An aerial photograph of the Euston area in London. A red outline highlights the 'Euston Masterplan area', which includes a large railway station, several large industrial or commercial buildings, and surrounding residential areas. A red circle with a line pointing to the outline contains the text 'Euston Masterplan area'.

Euston
Masterplan
area

STATION CONTEXT

Euston is at the centre of one of the UK's largest infrastructure programmes, bringing together a:



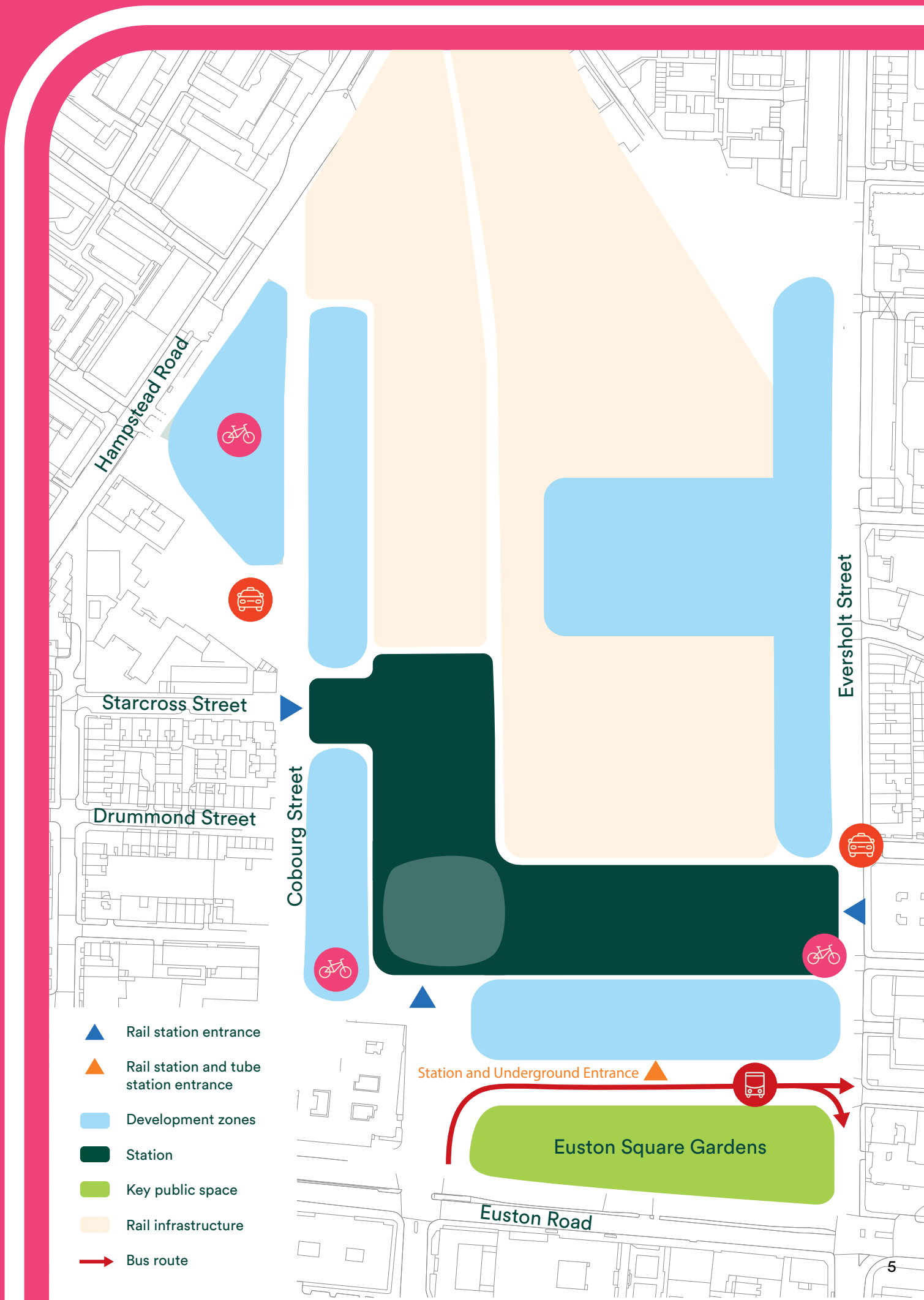
Significant progress in developing affordable, integrated plans has been made, and project partners have formed an overall spatial plan for the area around the stations.

This technical framework sets the layout for the Masterplan, including station entrances, pedestrian routes, cycle facilities, taxi and bus services, public spaces and an improved street environment.

It provides the foundation for the Masterplan and determines how much space for development there is around the stations.

The recently established Euston Delivery Company (EDC) will be the guardian of the plan and lead the design of the transport infrastructure at Euston. EDC brings together responsibility for design, cost and schedule into a single organisation, creating clearer accountability and stronger grip on delivery. The aim is to create a station and neighbourhood that works better for passengers, while also delivering new jobs, public spaces and opportunities for the local community.

PROJECT PARTNERS

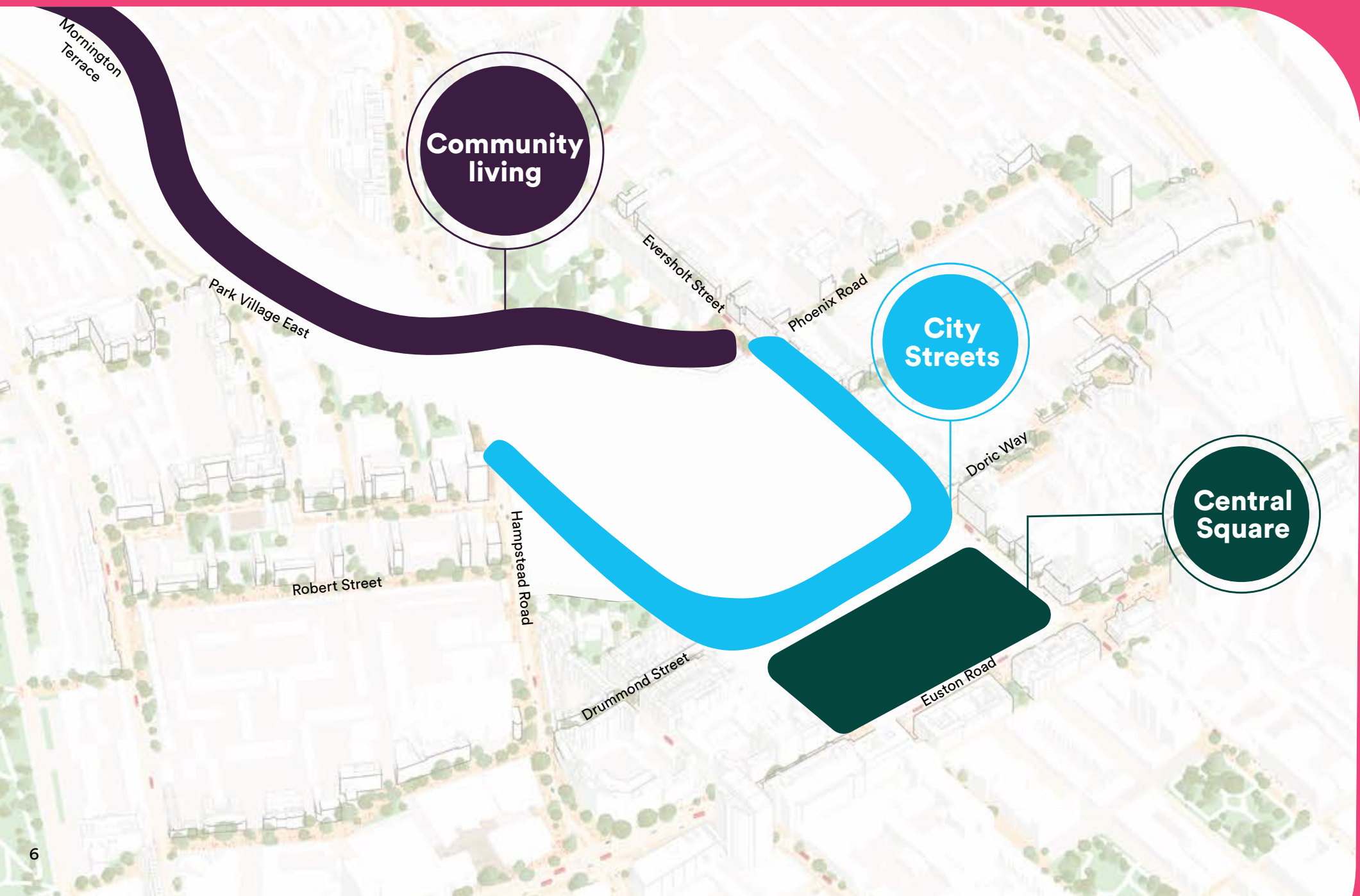


THE MASTERPLAN

The Euston Masterplan has three key components:

- 01 Central Square
- 02 City Streets
- 03 Community Living

Together, these will create a greener, better connected and healthier neighbourhood – bringing new homes, jobs, public spaces and opportunities to Euston, while strengthening the area’s role as a place where culture, science and innovation meet.



Central Square

Renewed Euston Square Gardens as a public green space alongside a new arrival square that welcomes passengers to Euston.

City Streets

Around 5 million sq. ft. of business and innovation workspace across Cobourg Street, Eversholt Street and a new connecting route, with streets where culture, science and innovation meet, with new shops, restaurants and cafés.

Community Living

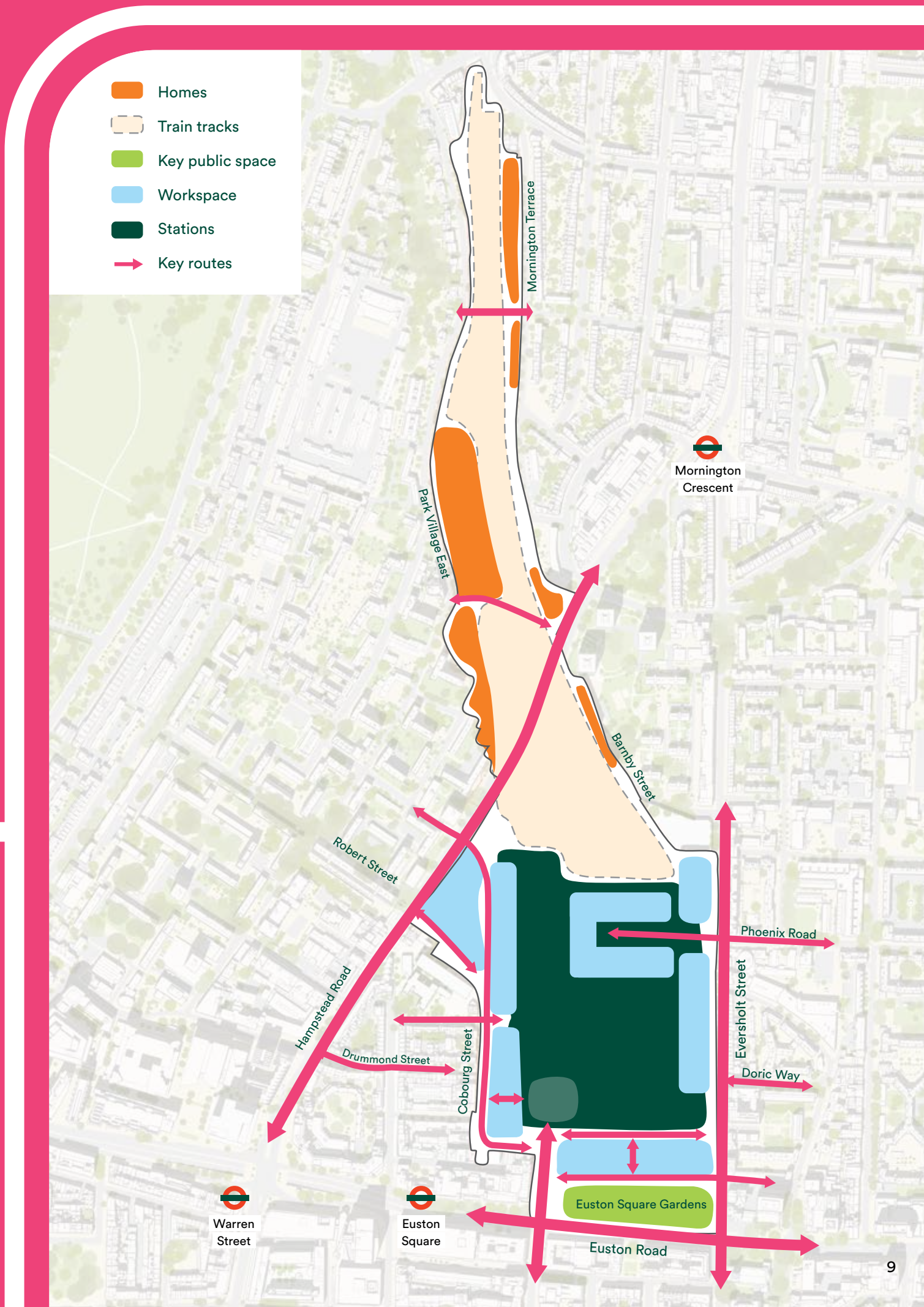
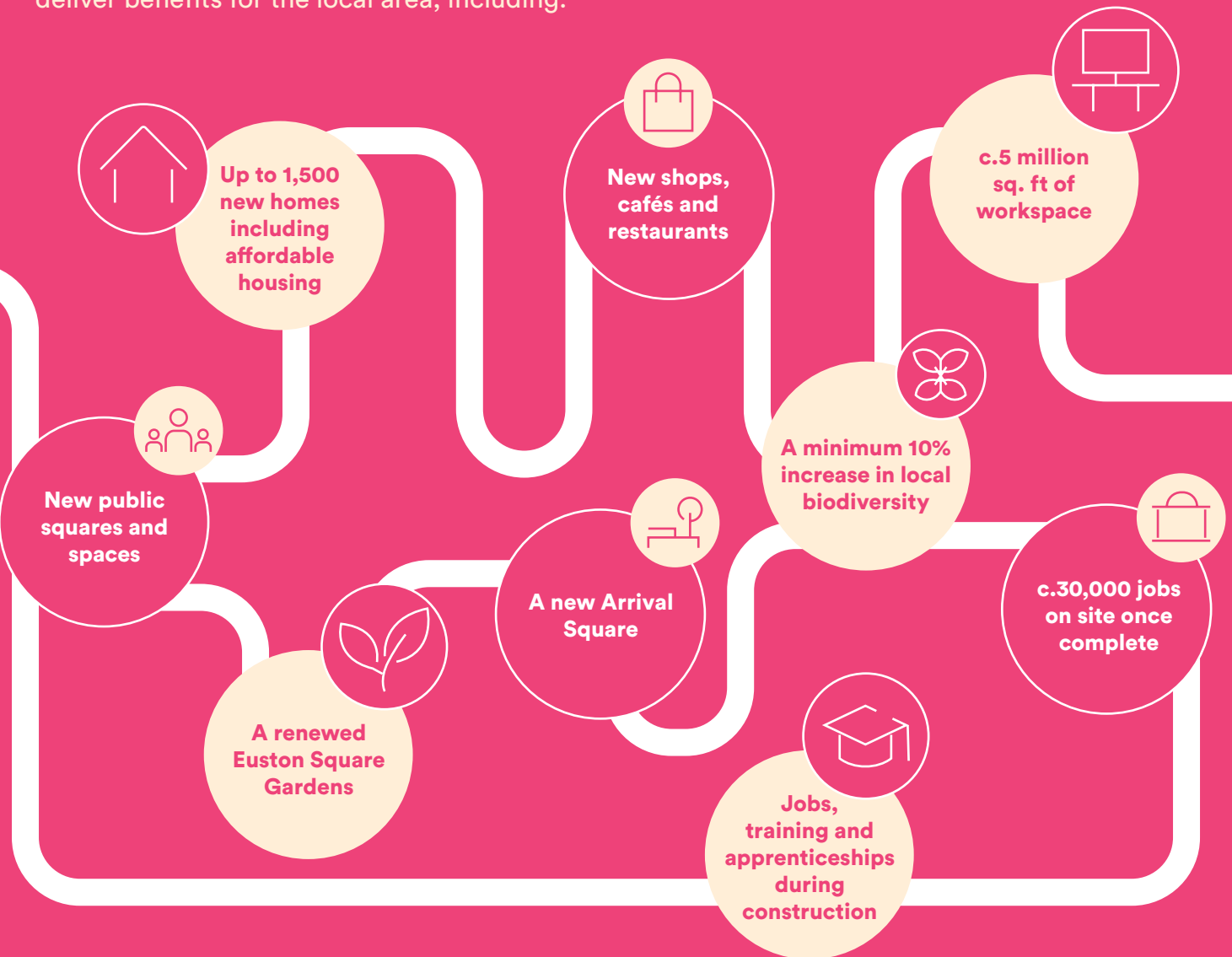
Delivering up to 1,500 new homes, including affordable housing alongside neighbourhood greens, new public spaces and the reopening of Granby Terrace Bridge as a green link across Euston.

BUILT FOR THE FUTURE

The Masterplan is being designed to be flexible, resilient and connected so that it improves everyday life, provides a healthier environment, and supports the area’s growth for generations to come.

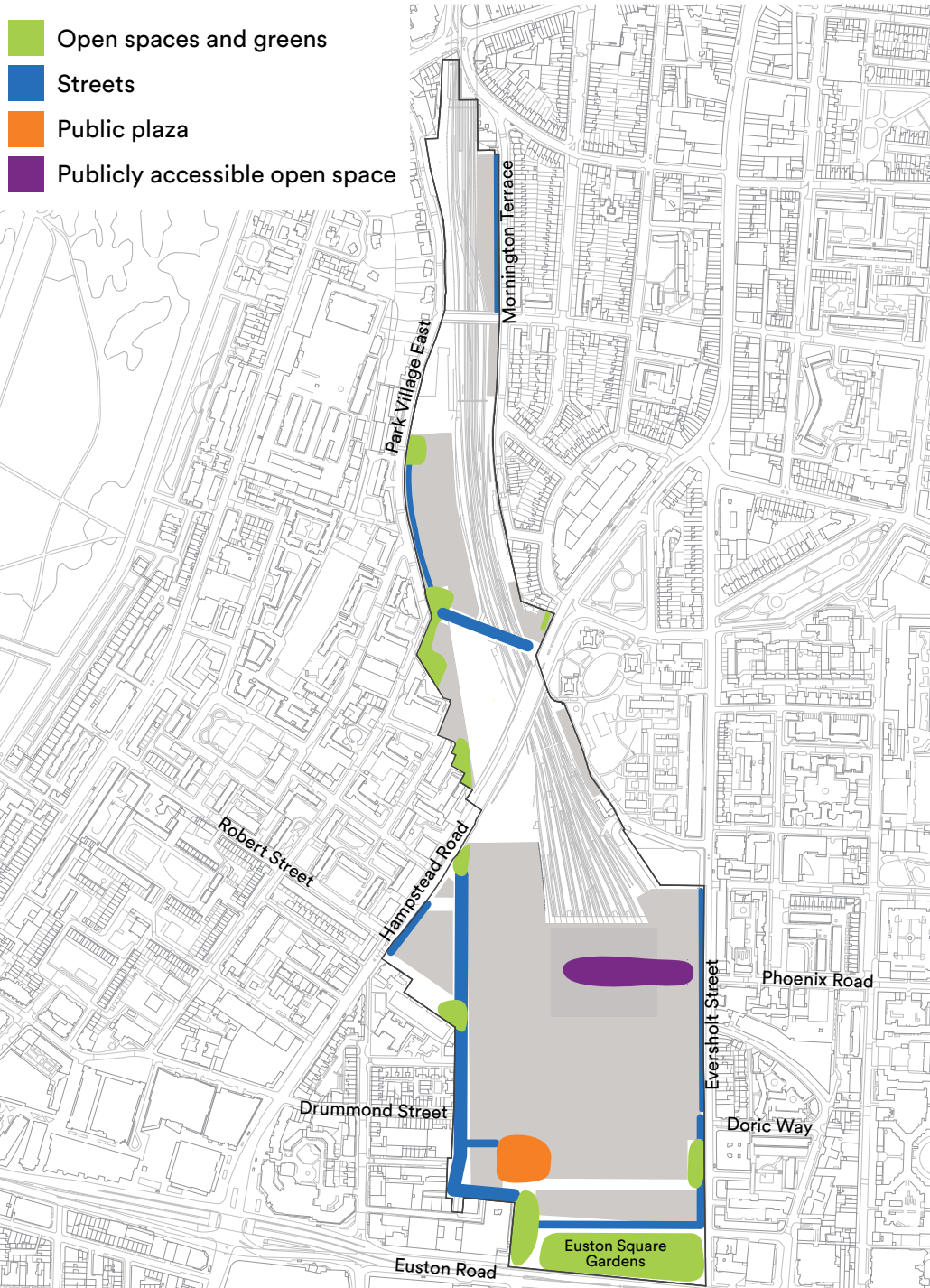
It includes homes, workspace, shops, streets, greens, and public spaces, designed to meet exceptional design, sustainability and accessibility standards.

Designed by our internationally acclaimed design team, led by architects Allies and Morrison with landscape architects Field Operations, and first phase architects KPF, the Masterplan will deliver benefits for the local area, including:

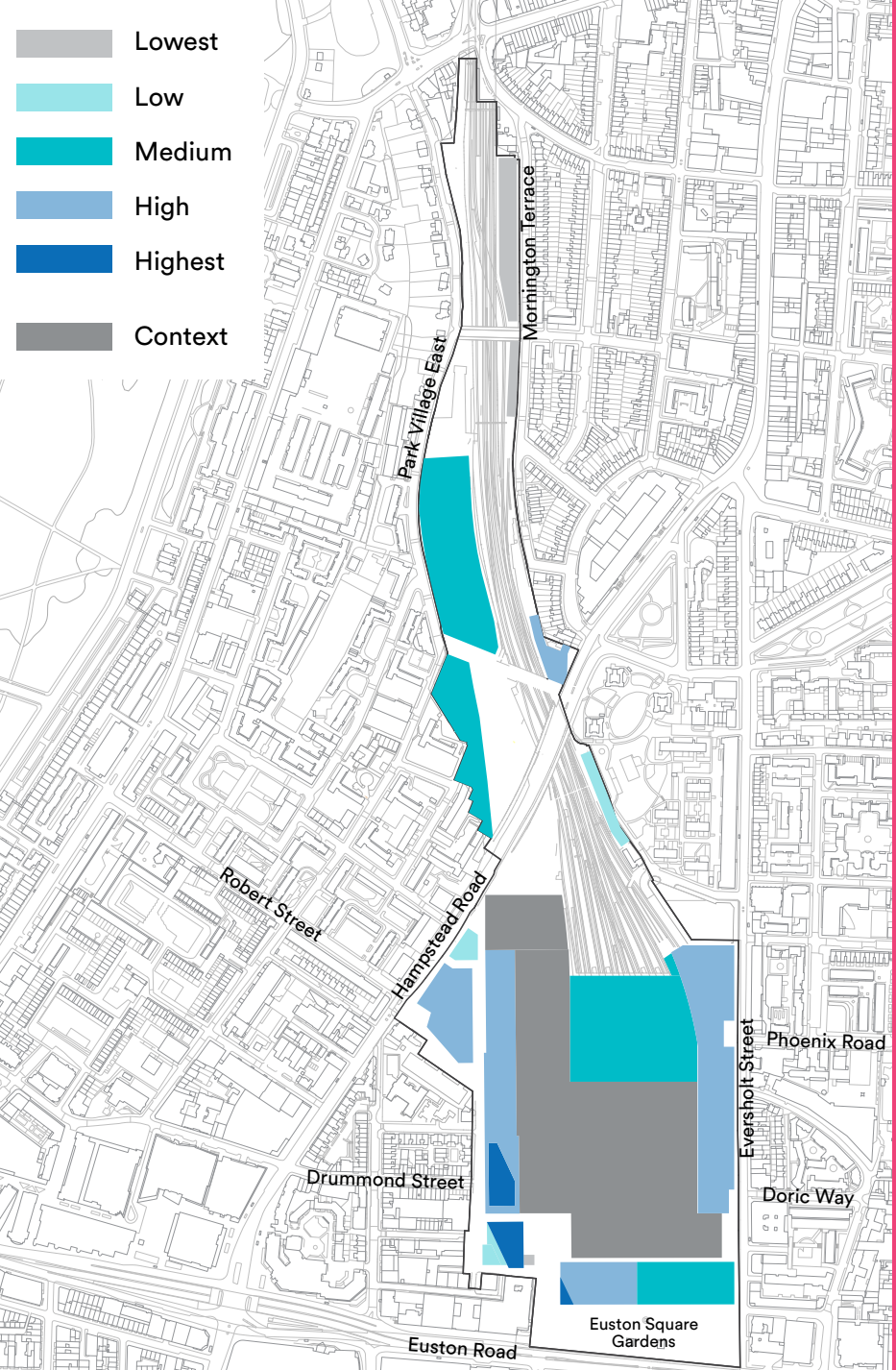


MASTERPLAN FRAMEWORK

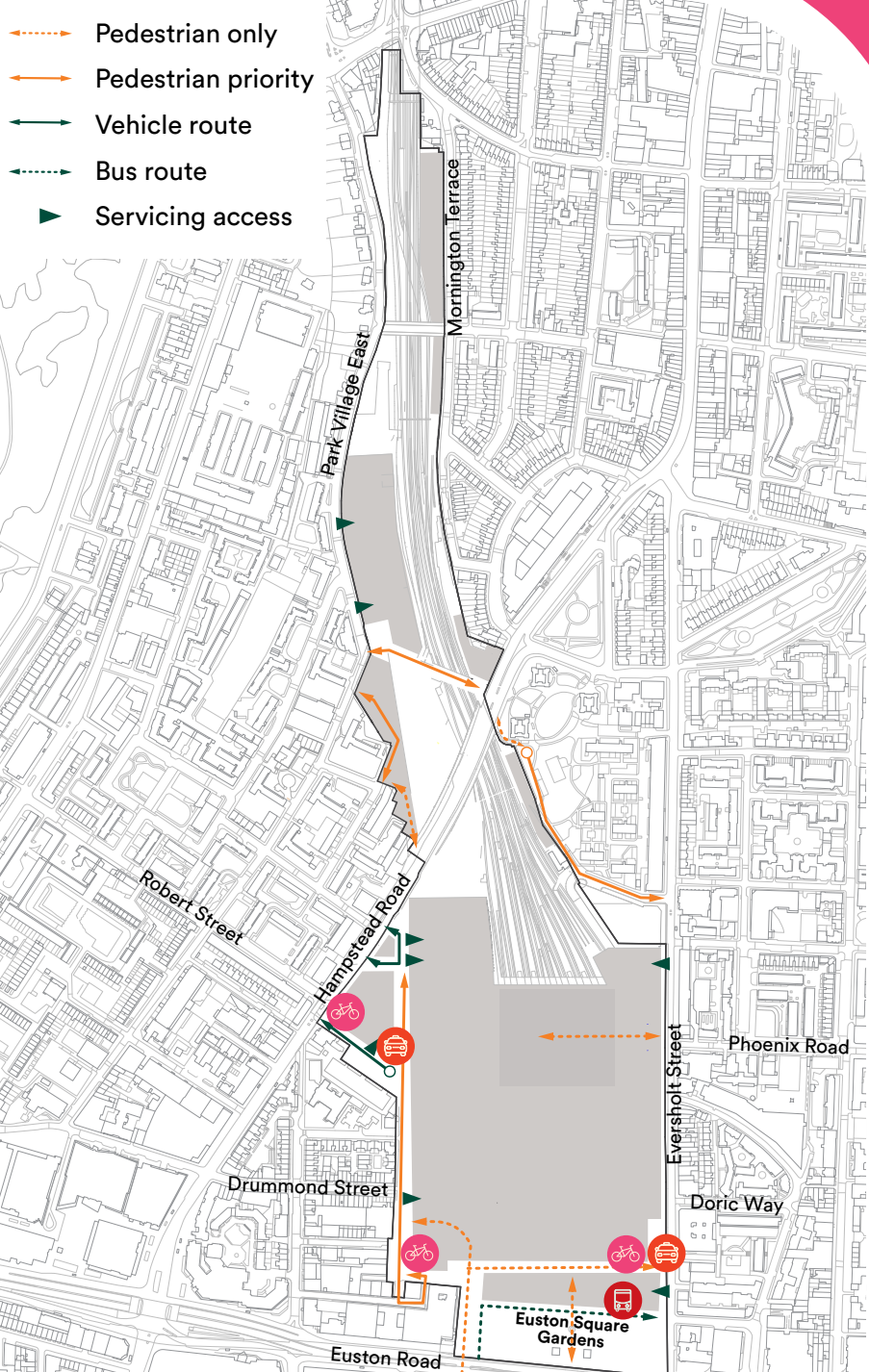
Public space



Height



Movement



CENTRAL SQUARE

The Central Square will sensitively renew Euston Square Gardens as a green space at the heart of the Masterplan, respecting its historic character while creating an open, usable and welcoming public space.

The plans will retain and celebrate the key historic features whilst improving the landscaping and biodiversity of Euston Square Gardens.

Linked directly to the new Arrival Square for the high-speed station, the space will become a greener and more accessible gateway to Euston.

This area will include:



01

A renewed Euston Square Gardens at the heart of the Masterplan



02

Retained and enhanced historic landscape features, including the London and North Western Railway War Memorial and the Euston Square Garden Lodges



03

Improving landscaping and biodiversity with new planting and trees



04

Business and innovation workspace



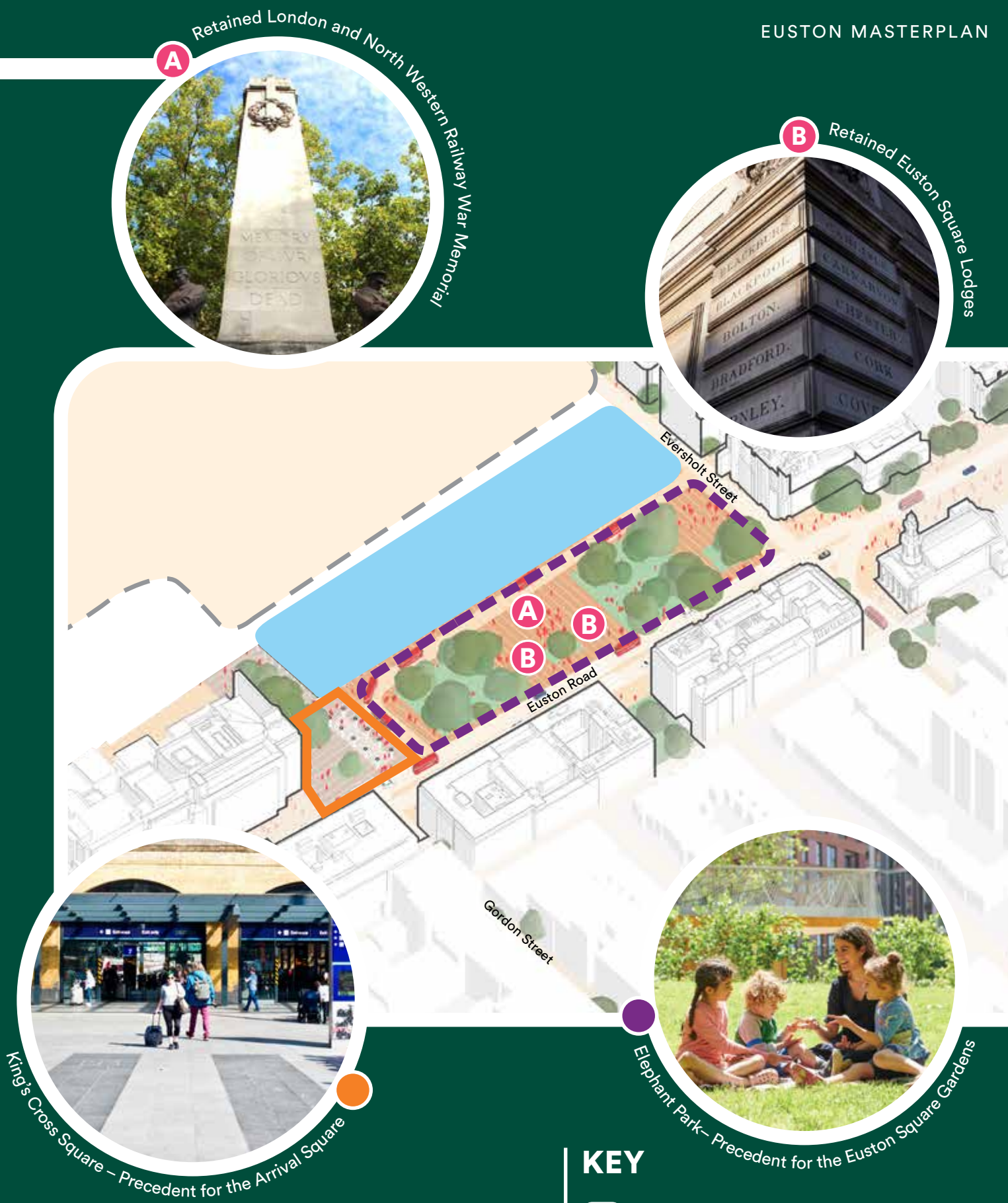
05

A new Arrival Square welcoming communities and passengers to Euston



06

Greener, safer and more accessible routes through the area



Tell us about your priorities for Euston Square Gardens

KEY

- Stations
- Retained historic landscape features
- Euston Square Gardens
- Business and innovation workspace
- Arrival Square

CITY STREETS

WHERE CULTURE, SCIENCE AND INNOVATION MEET

Our plans include new workspace for business, science and innovation at the heart of the Knowledge Quarter.

At street level, this network of City Streets will bring together workspace, culture and community life, creating more welcoming places with shops, cafés, restaurants and community spaces that reflect and amplify the diversity, culture and character of Euston.

This area will include:



01

Around 5 million sq. ft. of new workspace including a range of workplaces to support start-ups, small businesses, and emerging talent



02

A new east west route to improve pedestrian movement and connect Cobourg Street and Eversholt Street



03

Shops, cafés, and restaurants that bring activity onto the street



04

Greener streets, wider pavements and new planting



05

Pocket parks and public spaces



06

New places for communities, workers and visitors to meet and spend time



Elephant Park streets – Precedent for street improvements

Stratford Cross – Precedent for new workspace

COMMUNITY LIVING

The Masterplan will deliver up to 1,500 new homes, including affordable housing, alongside new neighbourhood greens, public spaces and street improvements.

Located towards the north of the Masterplan, these new homes will sit alongside existing residential neighbourhoods, helping to make Euston a healthier and more sustainable place for the community.

With energy-efficient homes, access to green space, places to play and meet, and safer walking and cycling connections, the plans will support healthier everyday lives for existing and new communities.

This area will include:



01

Up to 1,500 new homes, including affordable housing that integrate with Regent's Park Estate, Ampthill Square Estate and Mornington communities



02

Homes that are energy efficient, with access to private outdoor space



03

New neighbourhood greens



04

The reopening of Granby Terrace Bridge as a green link across Euston



05

Safer and improved walking and cycling routes

Photographs of Elephant Park, London



Precedent for new homes



Precedent for neighbourhood greens for everyone to enjoy



Precedent for improved walking routes



Tell us about your priorities for the new neighbourhood greens

KEY

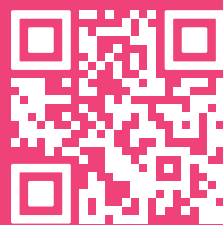
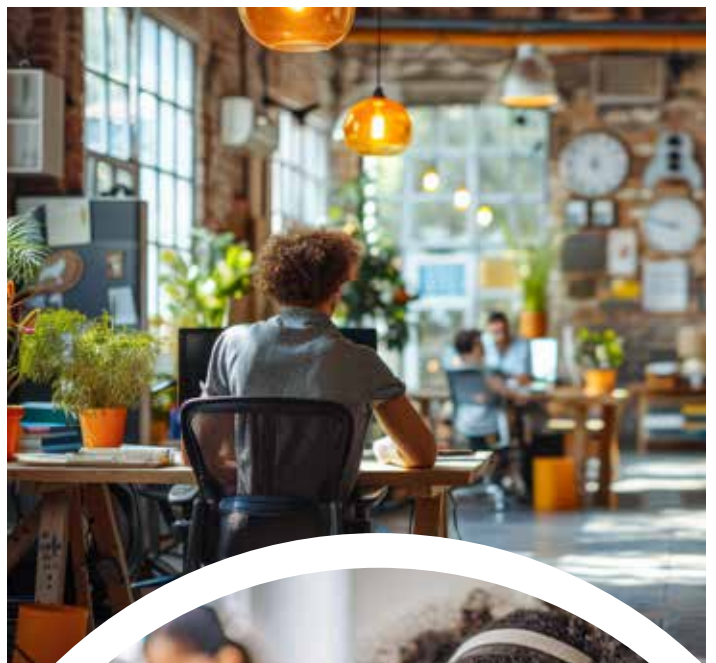
- Train tracks
- Homes
- Neighbourhood greens
- Granby Terrace Bridge
- Improved walking routes
- Improved cycle route

PHASE 1

The first buildings will provide over 500,000 sq. ft. of business and innovation workspace, alongside new public spaces at ground floor.

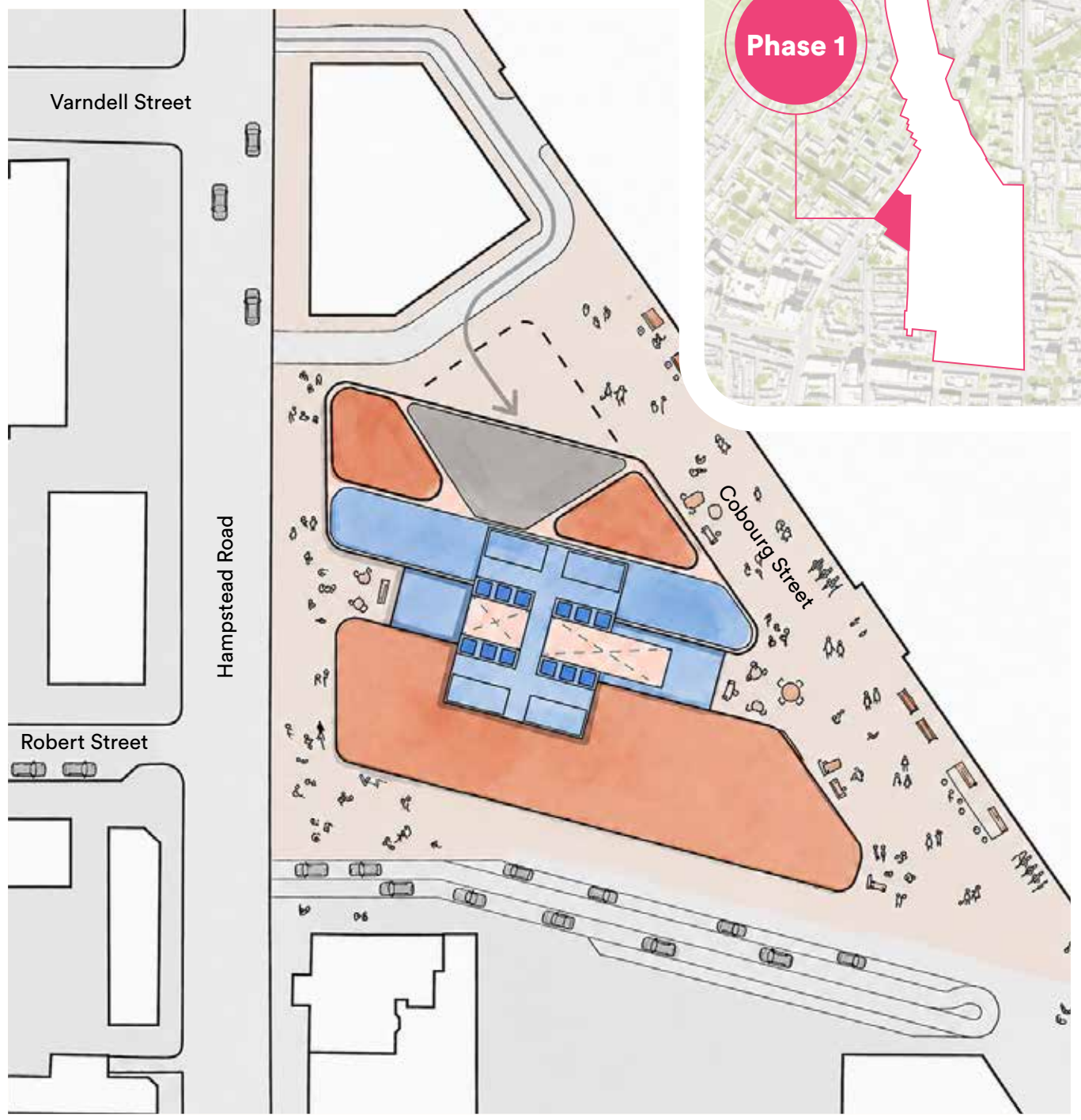
Located on land that will soon be no longer required for the wider transport infrastructure, the first phase, that will be designed in detail, will bring local benefit early, with a targeted start on site in 2028.

We want to hear what people would like to see in the new ground floor spaces. Some initial ideas include places to eat and drink, space for events or meetings, and a maker space.



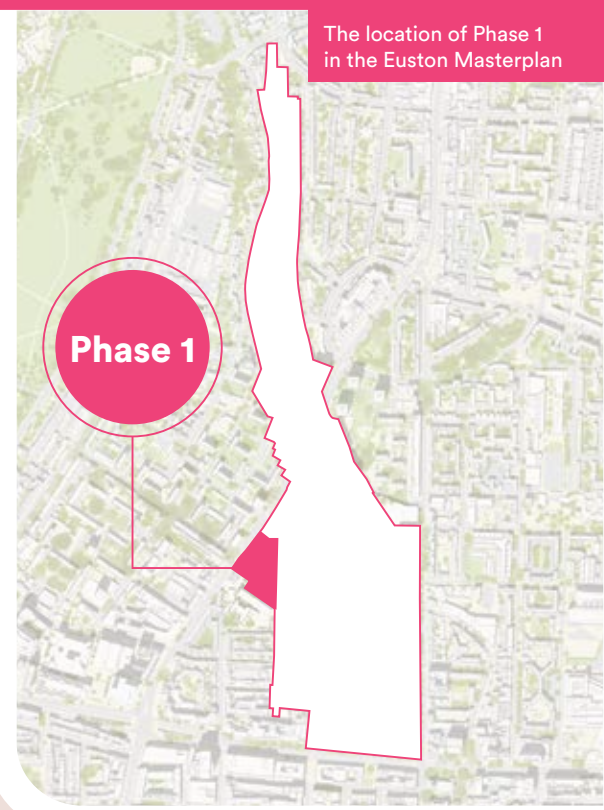
Tell us what new community uses you would like to see

Ground floor plan



KEY

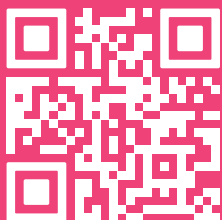
- Servicing
- Main entrance
- Amenity space



The location of Phase 1 in the Euston Masterplan

NEXT STEPS

Your feedback is important in helping to shape the Masterplan. Please complete our online survey before 9 August by scanning the QR code or visiting eustonlondon.co.uk/consultation



If you require materials in alternative formats, please get in touch with the team via our website. You can also view further background information at eustonlondon.co.uk/consultation

TIMELINE

 **WE ARE HERE**



July 2026

Early engagement on Euston Masterplan



Autumn 2026

Further engagement on Euston Masterplan



2027

Target submission of hybrid planning application to Camden Council



2028

Target start on site

GET IN TOUCH

 eustonlondon.co.uk/consultation

 **0800 048 5574**

