



Dear planning dept,

Euston Town is applying for planning permission for signage to be retained in its current place, providing wayfinding for a low-exposure walking route between Euston Station and Regents Park.

In the year the signage has been installed along the route, we have made significant progress in establishing invaluable new green infrastructure that enhances the public realm and helps to replace some of the green space that has been lost. This includes a large planter installation, a pocket park which is now in full bloom and provides a new home to a diverse ecology, a green wall and a second set of planters at Euston Square station. Complementary activities have included a climate change summit in collaboration with Invisible Dust and a series of sustainable cookery classes with the community.

In the year 2020, Euston Town is looking to formalize a partnership with the local charity Global Generation. This will enable Global Generation to use the various green installations of the route in their educational workshops and gardening clubs, enhancing the connection between these installations and the local communities. Euston Town is also looking to partner with a new communications agency to help us to promote each of the project elements and position it as an example of sustainable public realm design.

The signage continues to be a vital asset and element of the project; more so in the projects second year, as the green infrastructure has been established and we have important community engagement activities planned.

Best wishes

Georgie Street
Head of Projects
Euston Town BID