

EUSTON AREA PLAN

a new plan for the euston area

Consultation Draft July 2013

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Disclaimer

The draft EAP document has been prepared in partnership with the Greater London Authority and Transport for London in Camden's capacity as regulatory Local Planning Authority (LPA) for its area. In exercising this role as LPA Camden is constrained by statutory requirements relating to planning and the document has been prepared to give effect to those.

However whilst the EAP (if adopted) will be material to Camden exercising its role as LPA, it should not be taken as a complete statement of Camden's broader corporate position on the need to mitigate the impacts of HS2 for the benefit of the people of Camden in accordance with the objectives of the Camden Plan.

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1 Introduction

Although the London Borough of Camden (LBC) is opposed to the High Speed Two (HS2) project, it has, along with Greater London Authority (GLA) and Transport for London (TfL) worked jointly to develop a vision and objectives for the Euston area which form the basis of this Euston Area Plan (EAP). The EAP vision and objectives have been informed by the results of initial public consultation (EAP consultation in winter 2012), conversations with stakeholders, previous aspirations for the area, research and specialist technical reports commissioned to inform the production of this plan. In producing the plan Camden in no way accepts that the current HS2 proposition for Euston is acceptable and will continue to work to oppose it.

1.1 Plan context

The Government is planning a new High Speed Rail link, HS2 between London and Birmingham (Phase 1) and eventually to Manchester, Leeds and Scotland (Phase 2) with the London terminus at Euston. Camden Council remains opposed to the HS2 project due to the significant impacts in Camden. But in case it does happen Camden Council wants to secure the best deal for local communities. The Council continues to press for a redeveloped Euston station which minimises demolition of existing homes and business ses. And if HS2 does proceed the Council and its partners want a station design that allows for the maximum development of new homes, jobs, streets and open spaces at ground level above a sub surface or any new station design and continue to press for better station design options to be investigated.

The existing station is currently poorly designed and has a poor relationship with the surrounding streets and neighbourhoods, particularly as a result of the lack of shops/ uses along the sides of the station and the barrier to movement it creates. The aspiration to redevelop the station and area in front to accommodate new homes and jobs has been identified for some time by both the Mayor and Camden Council, reflected in the London Plan and Core Strategy policies. The design of any new station should reflect these aspirations for a new station of the highest quality and improve the image and connections with the wider area.

However, the Government recently published revised plans for Euston as part of the HS2 draft Environmental Statement consultation which retain the existing Euston Station and build a high speed terminus alongside. The consultation indicates that the Government is minded to progress the revised approach to Euston, which reduces the transformational potential of a station redevelopment and potential benefits to the area particularly in terms of quality of environment, amount of homes and jobs.

This draft EAP looks at how to make the most of the new station design, to try to ensure that if this scheme is progressed, the station design responds to EAP and community objectives as much as possible. The EAP does not wholly reflect the HS2 designs, and seeks to influence the HS2 design refinement process and ensure that the forthcoming HS2 Hybrid Bill takes the EAP aspirations into account.

The EAP seeks a comprehensive approach to the development of the station, which is not currently shown in the new HS2 station design. The plan encourages redevelopment/development above the existing Network Rail tracks and platforms in collaboration with any over station development above the HS2 station or which could be capable of delivery without HS2.

However this does not imply that any of the EAP partners accept the new HS2 proposal for Euston Station, and alongside the draft plan, the EAP partners are still working to try to secure a comprehensive redevelopment of the station through HS2 or other means to provide a greater number of homes and jobs here and make the best of the works to the station.

Therefore the draft EAP includes overall strategies and design principles that would largely also be applicable to any future station redevelopment should the HS2 plans not go ahead or if a more comprehensive HS2 station involving a largely sub surface station, platforms and tracks is reverted to. The previous more comprehensive HS2 scheme would better support the EAP objectives and therefore if reverted to would be supported by this document. In addition a more comprehensive approach to station redevelopment could support additional homes and jobs above the minimums set out in this document, and these would be supported if they meet wider policy objectives in the draft plan and wider planning policy framework including the London Plan and Camden policies.

1.2 Vision and objectives

The Vision for the Euston area in 2031

The Euston area will be rejuvenated as both a local hub of activity and a gateway to London through new high quality development above and around a world class transport interchange at Euston Station.

New homes, businesses, shops, community facilities, schools, new and improved public realm and open space will transform the area. The redeveloped station will help to reconnect the communities to the north, south, east and west. Existing business, such as those at Drummond Street, and surrounding residential communities at Regent's Park, Somers Town and Mornington Crescent will flourish with investment in re-provided and new homes, businesses, open space and facilities where necessary, and their important role in the future of Euston celebrated and enhanced.

Euston will be place for knowledge, innovation and creative industries to thrive, based around the cluster of world class education and research institutions in the area.

A network of clear and convenient streets will connect key attractions and green spaces in the area. Critical to this will be new and improved links through, above and around a redeveloped station and an improved greener environment along Euston Road. Euston Road will no longer be a barrier to pedestrian and cycle movement and onward journeys from the station.

Objectives

The ten objectives for the Euston Area Plan are set out below. These have been adapted since first published to reflect consultation feedback and the results of the sustainability appraisal process to date.

1. Prioritising local people's needs:

To ensure that new development meets local needs by ensuring homes, jobs, businesses, schools, community facilities and open space lost or affected by HS2, should it go ahead, are reprovided in the Euston area.

2. Securing excellent design:

To work to ensure that any new station or development is of excellent design, easy to access, complements the character and heritage of the area, and helps to improve the image and function of the Euston.

3. Making the best use of new space above the station and tracks and opportunities for regeneration in the wider area:

To make sure any new development above the station and regeneration in the wider plan area provides a mix of homes, shops, jobs, open space, services, education and leisure facilities that benefits existing and future residents, businesses and visitors.

4. New streets above the station and tracks:

To create new green streets above and around the station and railway tracks to make it easier for people to move between Somers Town and Regent's Park and from Euston Road to Mornington Crescent, which is currently made difficult by the existing Euston Station building.

5. Boosting the local economy by reinforcing existing economic assets and businesses:

To provide new spaces for existing and new businesses and shops, and encourage new and innovative business sectors in the Euston area, such as knowledge or creative industries, and secure significant new job and training opportunities for local people.

6. Creating sustainable development:

To plan for carbon free sustainable development and a local renewable energy network in Euston and enhance the quality and sustainability of the local environment.

7. Improving the environment along Euston Road:

To create new and improved crossing points across Euston Road and improve the pedestrian and cyclist experience through greening and measures to reduce air and noise pollution.

8. Promoting sustainable travel:

To promote walking and cycling in the area, through encouraging improvements to the streets and enhancing facilities for pedestrians and cyclists and those using the station, along with existing and new residents and workers in the area.

9. Enhancing existing public transport:

To encourage improvements to Underground services, station, bus and taxi facilities and particularly new entrances into the station to the north, east and west.

10. Planning for future public transport:

To ensure that if a new station is developed, adequate improvements to the Underground services and new transport links, such as Crossrail 2, are provided to prevent congestion and overcrowding of the Underground trains.

1.3 Purpose of this plan

The Euston Area Plan is being produced as a joint planning document by Camden Council, the GLA and TfL to guide development in the period to 2031 in the Euston area. The area has been identified as a location for significant numbers of new homes and jobs in both the London Plan and Camden Core Strategy for a number of years. The plan is being developed in response to the impact of the proposed High Speed Two (HS2) terminus at Euston. The project requires significant land take during and after construction around Euston Station and tracks and results in the loss of homes, businesses, open space and other facilities. The plan seeks to secure any potential benefits that a rejuvenated Euston Station and new high speed rail link could bring to the area for both local residents and businesses and for London as a whole, whilst helping to mitigate the local impacts of any Euston Station and track redevelopment through identifying locations for replacement homes, jobs, open space and uses permanently or temporarily displaced.

The plan has been developed to be flexible reflecting the uncertainty around the delivery of HS2, which will only be confirmed once a HS2 Hybrid Bill becomes law, currently

estimated as 2015. However, given central government support for the project, there is a reasonable probability that the project will go ahead. The EAP has been drafted with supporting technical information from HS2 on the basis of the new HS2 station design, as included in the HS2 Environmental Statement and Design Refinement Consultation Spring 2013. As mentioned previously, the new station design does not meet the EAP objectives as readily as previous HS2 comprehensive station designs, but if despite this, this station design is progressed, the EAP seeks to refine and shape the new design to better meet EAP objectives. If the previous comprehensive scheme is reverted to (which would be preferred) or if the HS2 project does not go ahead at all, the plan provides principles and objectives that should be applied to any form of station redevelopment at Euston.

Camden Council are opposing the HS2 project, due to the potentially significant negative impacts in the borough, but are producing this plan together with GLA and TfL in recognition of the need to plan ahead to get the best outcomes for local people should HS2 proceed.



Figure 1.1 Illustration of draft plan proposals for Euston

Sustainability Appraisal and strategic options for Euston

The Sustainability Appraisal process has considered the sustainability merits of a number of strategic options for the production of new planning policy for Euston in the form of the EAP. This process concludes that there are significant sustainability benefits in producing a local plan for Euston, which enables the allocation and proper planning of additional growth above that indicated in Camden's Core Strategy and the London Plan. The HS2 project has significant potential to enable higher levels of growth than previously anticipated in the Euston area, and currently reflected in the Local Development Framework, although the new station design reduces this potential. There are also significant benefits to facilitating growth not just related to the station, but in the wider area, particularly in terms of opportunities to achieve regeneration objectives in surrounding estates and wider environmental improvements.

The sustainability appraisal process highlights the wider benefits of a more comprehensive approach to station redevelopment, particularly the iterations of the previous HS2 proposals which allowed development and the creation of new streets above a largely sub surface station. However, as the cost and programme implications for HS2 currently indicate that progressing this approach is not possible, the EAP is based around trying to shape the new HS2 designs as these are more likely to be taken forward at this stage.

1.4 Material weight of the document

The Euston Area Plan will be adopted by Camden Council as part of the formal development plan, and will also be adopted by the GLA as supplementary planning guidance to the London Plan. It will supersede the previous Supplementary Planning Document produced by Camden Council in 2009.

The plan provides policies, guidance and an illustrative masterplan to show how these could be implemented. While a Hybrid Bill will grant permission to build a new railway and stations any detailed planning applications will be assessed against the Euston Area Plan.

The policies in this plan should be read in conjunction with the Mayor's London Plan, Mayor's Transport Strategy and Camden Council's adopted planning documents (such as the Core Strategy) and its future Local Plan.

Having full regard to national policy and advice, development in the Euston area will be positively considered and approved if in accordance with the strategy and policy in this plan and other relevant documents, unless other material considerations indicate otherwise. Proposals that do not meet the plan's aspirations will not be permitted.

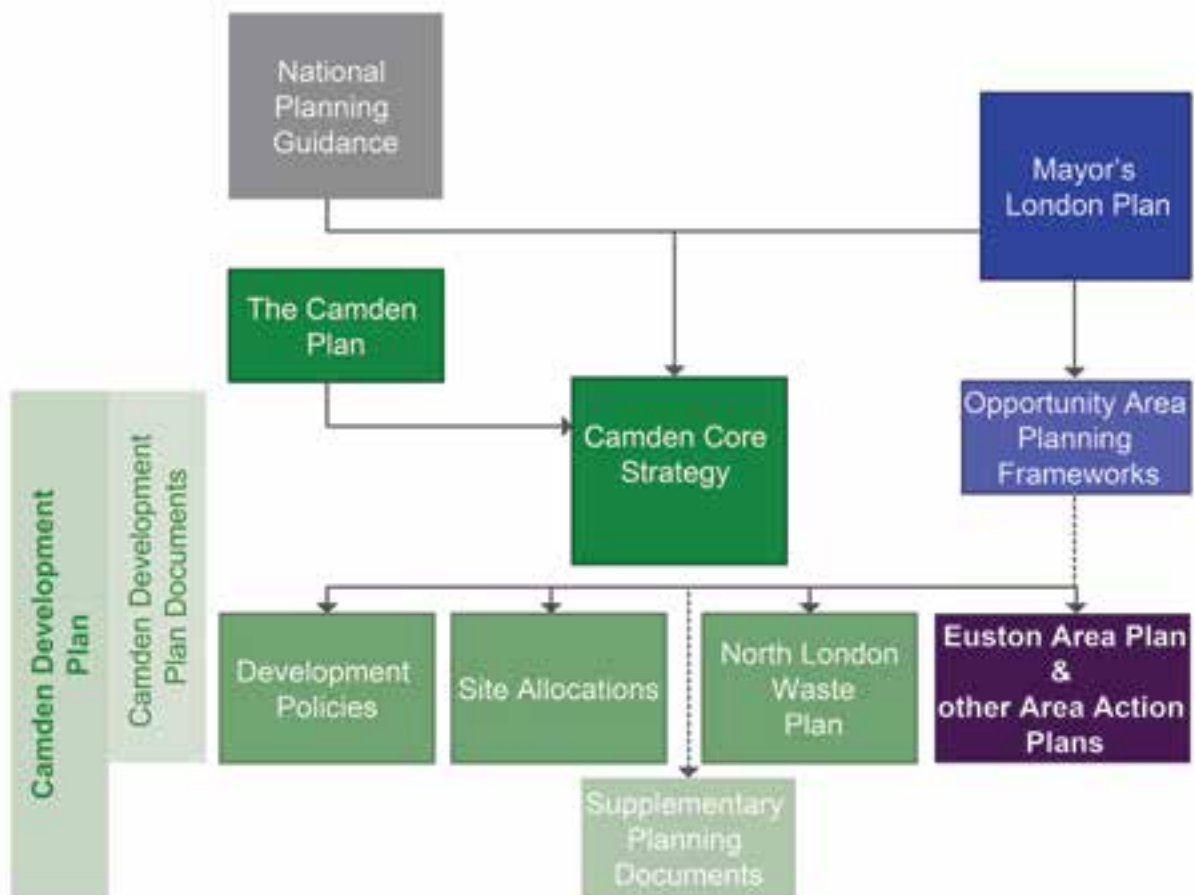


Figure 1.2 Euston Area Plan policy framework

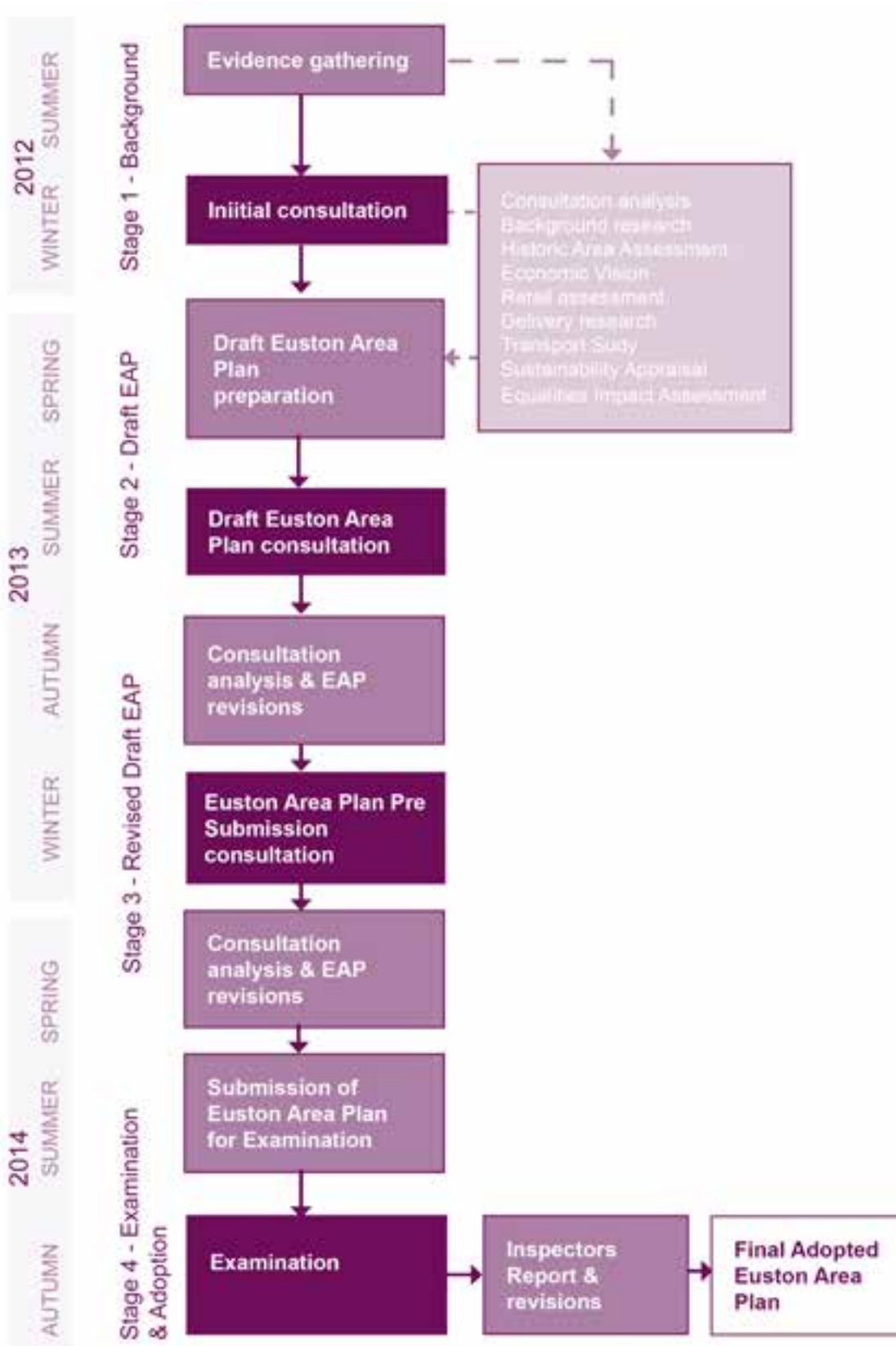


Figure 1.3 Plan production process

1.5 Accompanying reports: evidence base

The following reports have been prepared to inform and support the development of the Euston Area Plan and these should be consulted for more detailed information and act as the emerging evidence base upon which this plan is based.

- Draft Euston Area Plan Sustainability Appraisal, July 2013, EAP team
- Draft Background Report – summarises the findings of the specialist technical reports and background research undertaken, July 2013, EAP team
- EAP Stage 1 Consultation Report, February 2013, EAP team
- Draft Equalities Impact Assessment, July 2013, EAP team

Specialist reports

- Draft Transport Study - Summary, July 2013, prepared by TfL (Detailed report to follow)
- Euston Economic Vision, Retail Assessment and Delivery Report, July 2013, prepared by GVA Ltd.
- Euston Historic Area Assessment, June 2013, prepared by Allies and Morrison Urban Practitioners

1.6 Consultation

The draft of the Euston Area Plan is being published for public consultation for a ten week period, which exceeds the requirements of regulation 18 of the Town and Country Planning Regulations 2012, to allow the local community and businesses and neighbouring planning authorities to review the draft ideas and let us know their views.

You can comment in a number of ways:

Write in to:

Euston Area Plan Team
London Borough of Camden
6th Floor
Town Hall Extension
Argyle Street
London WC1H 8EQ

Email:

eustonareaplan@camden.gov.uk

Complete our questionnaire online at:

www.eustonareaplan.info

Comments should be received by 5pm on 7th October 2013.



HEALTH STORE

NEW ARTS
LICENSE

WINE & SPIRITS
GOLDEN GATE

Blue sign with a circular logo

Green sign with a circular logo

SHAN

Mosha PL

8

White van with license plate R427 FCH

Silver car with license plate YN08 BZN

White van with license plate YN08 BZN

Dark car with license plate PR0 JPA

Other cars parked on the street

2

Context

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- 2.1 London context
- 2.2 Local context
- 2.3 Character areas
- 2.4 Key issues

2 Context

It is important that the Euston Area Plan is based on an understanding of the characteristics of the area and the challenges and opportunities faced. Chapter 1 has highlighted some of the challenges created by the HS2 project in the Euston area at a high level. The plan area's location between Camden Town and the more settled residential areas to the north of the borough, and the mixed city uses that make up the Central London area to the south of Euston Road also results in both challenges and opportunities.

These issues and the context are set out in this chapter, in the following sections:

- The London-wide context for the Euston Area Plan;
- The local context;
- A brief assessment of Euston's various character areas; and
- The key issues that are faced in the Plan area, including location specific impacts of HS2 which will need to be addressed.

2.1 London context

A strategically important location and major development opportunity

Euston is located to the north of Euston Road, and forms part of the northern boundary of the Central Activities Zone, as identified in the London Plan (2011). The London Plan identifies 16 hectares of land at Euston as an Opportunity Area with an indicative capacity for 5,000 new jobs and 1,000 new homes because it is in a strategically important location for London. As well as providing a major transport interchange at Euston Station, Euston is close to King's Cross and St Pancras International mainline stations and accommodates a nationally significant cluster of higher education, medical and specialist medical research institutions around Euston Road and Bloomsbury. It is within walking distance of major central London destinations, including:

- Major employers and institutions in the Bloomsbury area such as University College London, one of the world's top ten universities;
- King's Cross and St Pancras with international rail links, hotels and the British Library;
- Tottenham Court Road, Oxford Circus, West End and mid town commerce hubs and other key West End attractions such as Regent's Park and zoo; and
- Camden Town, an international tourist destination and creative services hub.

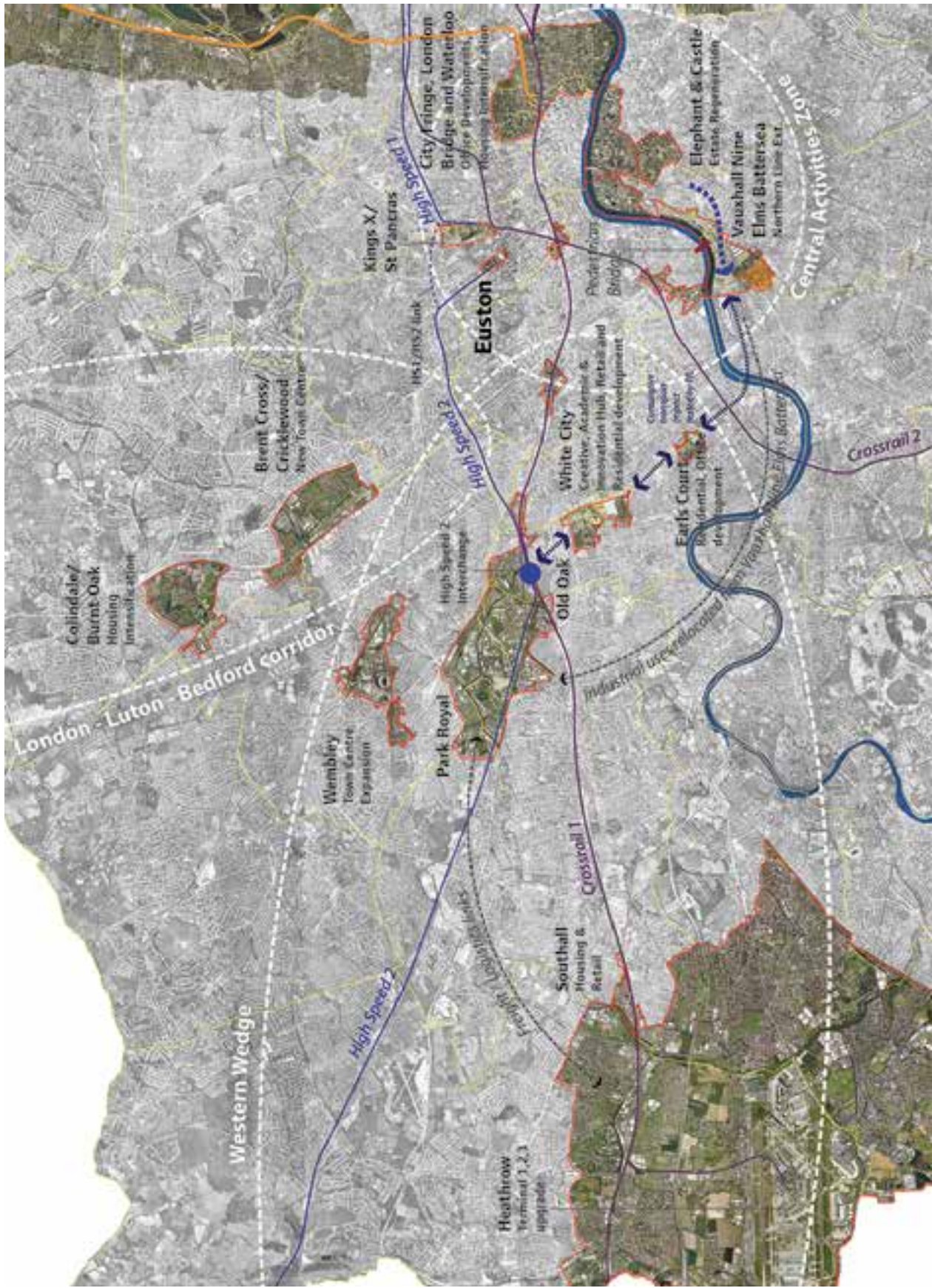


Figure 2.1 Strategic Context

The area has excellent public transport links, with National Rail, London Overground and Underground services from Euston Station, along with a number of bus services and additional Underground services from Warren Street, Mornington Crescent and Euston Square. Tottenham Court Road and the new Crossrail station are nearby.

A transport hub

The Government's proposals for Euston Station would provide enhanced links for Euston to the rest of the country, increasing its public transport connectivity and its prominence as a major National Rail terminus. A direct connection is proposed to interchange at Old Oak Common/ Willesden Junction Opportunity Area, a location of significant growth in residential and economic uses.

In further recognition of the important strategic transport role that Euston plays, proposals for a new regional or metropolitan rail route linking south west London to north east London and beyond, are being developed through the Crossrail 2 project. Current proposals envisage a Crossrail 2 station at Euston-St Pancras. This would further enhance the area's crucial transport hub role, but also necessitate careful consideration and planning to avoid potential disruption to the communities living and working here during construction if Crossrail 2 is progressed. The Mayor of London would currently require the provision of Crossrail 2 if HS2 goes ahead to deal with the projected additional Underground passenger demand from HS2 users.

2.2 Local Context

The changing role of Euston

The Euston area is home to a significant resident population, many of whom live within the three housing estates surrounding the station (Regent's Park, Somers Town and Amptill estates). It provides local shopping areas, specialist ethnic shops and restaurants around Drummond Street, as well as accommodating larger scale commercial uses and ground floor shops along the Euston Road Central London Frontage.

The wider area is already undergoing significant growth and change. King's Cross Central is being delivered over a ten year-build out period, and will help to transform derelict railway lands into a vibrant new urban quarter including 1,700 homes and up to 25,000 jobs as well as other mixed uses including community facilities and cultural uses. The bioscience cluster in the area also continues to develop, with the arrival of the Francis Crick Institute in 2015. These nearby changes will have a major impact on the image, feel and investment potential of the Euston area.

Any redevelopment at or around Euston Station would be likely to have significant impacts on local communities of the environment, unless properly managed and mitigated. The proposed westward expansion of Euston Station associated with HS2 would generate a number of substantial impacts the loss of homes, business premises, community facilities and open spaces. Further details are provided in Section 2.4 Key issues.

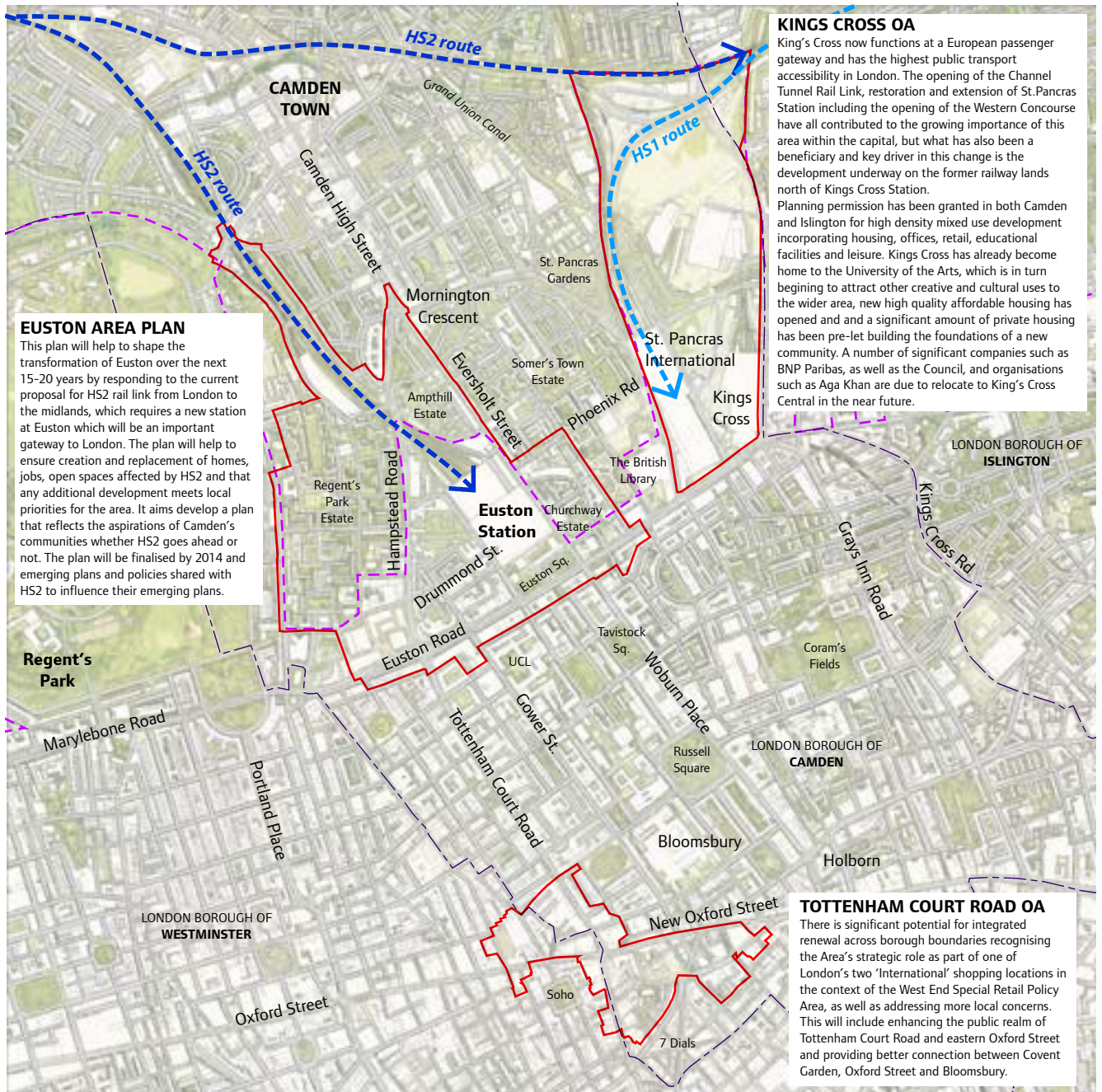


Figure 2.2 Local Context

Existing policy and guidance

Euston is designated as a growth area, providing for around 1,500 homes and 70,000 sqm of business space as well as in the range of 20-30,000 sq m additional retail at Euston and Camden Town, with the majority expected to be located at Euston. The Core Strategy highlights the mix of uses and priorities within Camden's Central London area, and sets out the following key aspirations for Euston growth area:

- High quality mixed use development
- Creating a high quality new station with increased passenger capacity
- Substantially improved walking links and connections through the area and to surrounding areas
- Improved safety and attractiveness of public spaces and the local environment (including open space provision)
- High quality design which preserves and enhances the area's heritage
- Improving community safety
- Ensuring that change brings benefits to local communities as well as visitors and wider London
- A comprehensive and integrated approach to development in the Euston area

Euston: A Framework for change (LB Camden Supplementary Planning Document (SPD); 2009) provides planning advice to guide future change in the Euston area and has been reviewed and encompassed into the Euston Area Plan, which when adopted, will supersede the SPD.

Any development proposals coming forward will be assessed by adopted borough wide policy and guidance such as:

- Core strategy
- Development Policies
- Site Allocations
- Camden Planning Guidance SPD

Other policy and strategy work in the area will also help to shape change in the wider area:

- To the south west, the Fitzrovia Area Action Plan is being produced by Camden Council as a shared vision for the area, coordinating development proposals across a number of significant sites. The boundaries for the EAP and the Fitzrovia Area Action Plan meet on the southern side of Euston Road at the junction with Tottenham Court Road;
- To the east, the Somers Town Community Investment Programme is being developed by Camden Council to address how growth and investment can be best coordinated to deliver maximum benefits for the communities in the Somers Town area. The Somers Town neighbourhood forum and plan area also cover this area.

2.3 Character Areas

The area covered by the Euston Area Plan is diverse in character. Seven character areas in the Euston area are described below, with specific policies and proposals for each area, which address the plan objectives, set out in

Chapter 4. These policies and proposals are informed by the key issues (see section 2.4) covering the whole area, and guided by the development strategy in Chapter 3.

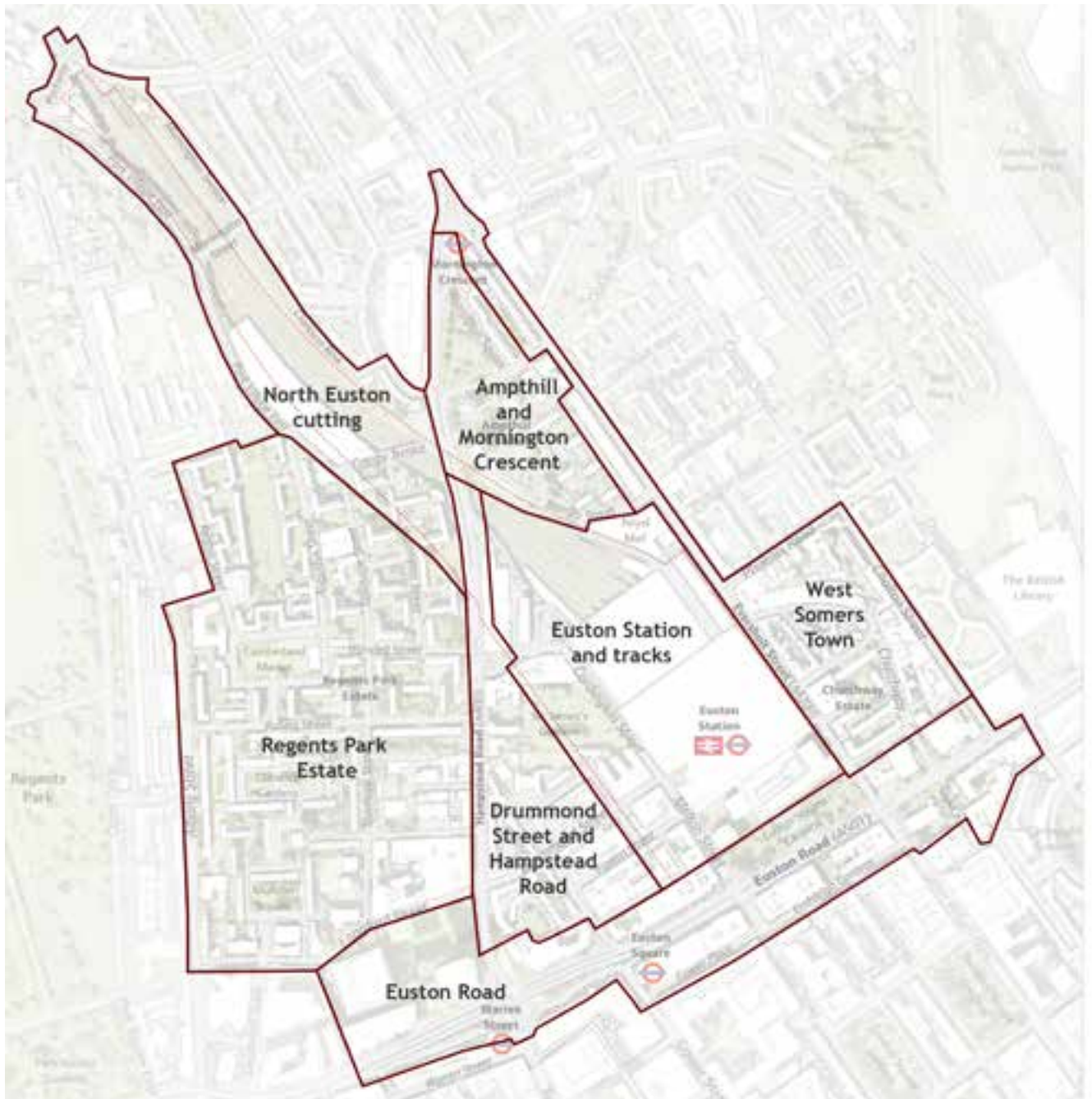


Figure 2.3 Euston's character areas



1. Euston Station and tracks

Euston Station is a major National Rail station, which is used by more than 45 million passengers a year. This figure is anticipated to at least double when HS2 is operational. Euston is a major London Underground station serving the Victoria and Northern lines and also a strategic bus interchange location. The current configuration of the station and associated infrastructure create a barrier to pedestrian and cycle movement and serve to separate the surrounding communities. The design of the buildings, bus facilities, community safety issues and associated public realm negatively impact on the local environment and contribute towards a poor perception of the image of Euston.



2. Euston Road

Euston Road forms part of the Transport for London Road Network, and provides a strategic east-west traffic connection (including a number of bus routes) as the inner ring road and is the boundary route of the Central London Congestion Charge Zone. It is also a key pedestrian and cycle route, although heavy traffic affects the convenience and experience of pedestrian movement. The Euston Road sub area also includes Euston Square Underground station and adjoins Warren Street Underground station. As well as a major travel artery, Euston Road is home to a number of important commercial and institutional buildings, such as University College London (UCL) and UCL Hospital, the Wellcome Trust and Friends House as well as hotels and other uses. Several of these institutional buildings are of grand scale and also listed buildings. Euston Square Gardens itself is a historic protected London Square that provides the setting for Euston Station.



3. North Euston Cutting

Park Village East and Mornington Terrace/ Clarkson Row bound this character area. These streets overlook the historic railway cutting, which includes walls of heritage value on both sides of the cutting and also the listed piers on Mornington Street Bridge (Grade II). Both streets are characterised by listed residential properties and are respectively within Regent's Park Conservation Area and Camden Town Conservation Area, and therefore provide a sensitive setting to railway lands. The character area also includes the part of Regent's Park Estate required to widen the rail tracks to build HS2.



4. Drummond Street and Hampstead Road

The Drummond Street area has a well preserved grid of historic regency terraces, containing a mix of residential and commercial uses within a tight-knit historic urban grain. It has a vibrant, distinctive character, and Drummond Street itself is recognised for its specialist ethnic shops and restaurants. To the north of the Drummond Street area, St James's Gardens is a historic open space that contains the Grade II listed structures that relate to its history as a burial ground and National Temperance Hospital which has local heritage value. Hampstead Road forms the western boundary to this sub-area, and provides an important north-south route between Euston Road and Mornington Crescent/ Camden Town and a strategic route between the north of the borough and central London.



5. Regent's Park Estate

As a large post-war council estate, the Regent's Park Estate is primarily residential in character, with supporting community facilities, pockets of green spaces and shops. The estate includes large residential slab blocks of up to eleven storeys, along with by a mix of maisonettes (four storeys) and point blocks. Robert Street provides a main east-west route through the estate, and includes a number of shops along with community facilities. The estate also includes three market squares: Clarence Gardens, Munster Square and Cumberland Market and the Cumberland Market Estate are included within the extended Regent's Park Conservation area in recognition of its historic value. The character area includes blocks within Regent's Park Estate which are at potentially negatively impacted by the construction of HS2.



6. Amptill & Mornington Crescent

Amptill is a Council estate developed in the 1960s, and includes a mix of slab blocks and towers as well as Amptill Square open space. To the north of Amptill there is a terrace of Grade II listed residential properties and Greater London House that overlook Harrington Square Gardens, an historic London Square. To the east of Harrington Square, terraced properties face onto the northern end of Eversholt Street. Mornington Crescent Underground station, a Grade II listed building forms the northern tip of the study area. It marks the beginning of Camden Town and falls within Camden Town Conservation area.



7. West Somers Town

The Euston Area Plan boundary includes a small section of the Somers Town area. This sub area includes early social housing blocks, as well as Chalton Street and Eversholt Street neighbourhood shopping centres. Independently of the Euston Area Plan, the London Borough of Camden is working with the local community to develop the Somers Town Community Investment Programme, which would set out proposals for targeted improvements to the Somers Town area.



2.4 Key issues

This section summarises some of the key issues for the area, including the key issues raised by respondents to the initial EAP consultation and a summary analysis of potential urban design opportunities. A more detailed assessment of the key issues for Euston is provided in the Background Report, which accompanies this draft Plan, and the

specialist technical reports (see list at section 1.4). These, along with the Stage 1 Consultation Analysis Report (February 2013) and the emerging draft Sustainability Appraisal (July 2013), provides the context for the development of the vision, objectives and policies in this Plan.

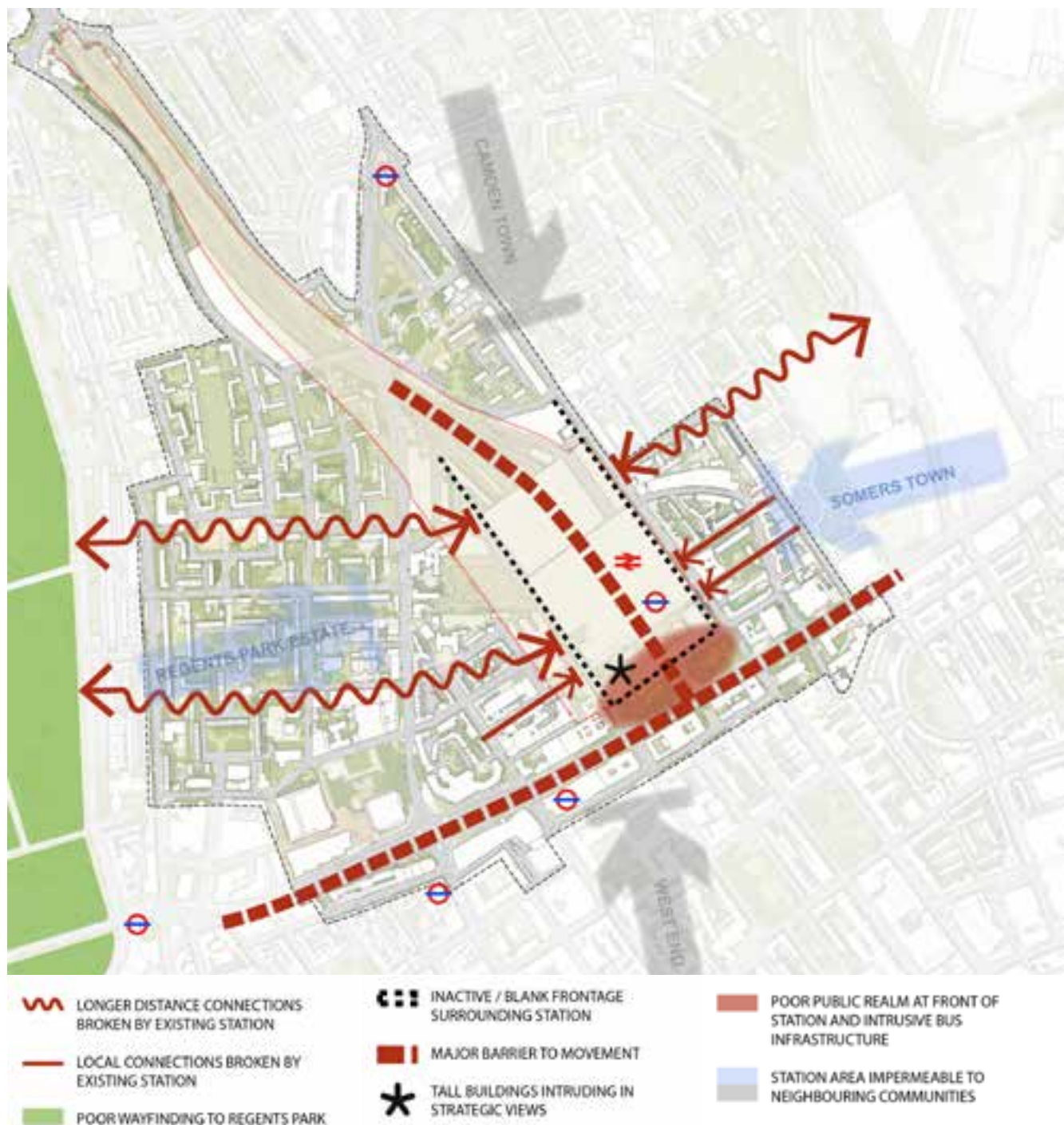


Figure 2.4 Key issues

Design

Urban Design

- The current station building and tracks form a barrier between Somers Town and King's Cross to the east and Regent's Park Estate and Park to the west;
- The design of the station and tracks also restrict north-south connectivity
- Euston Road forms a major barrier to north-south connectivity and effectively severs the area from the West End;
- The existing Euston Station and surrounding public realm is dated and in need of investment. Changes in the level of the piazza, existing bus station and lack of clear and convenient routes from the station to Euston Road restrict wayfinding and accessibility here, create a poor impression and experience;
- The quality and use of Euston Square Gardens is compromised by the current bus station arrangement, the layout of the gardens and the dominance of Euston Road traffic;
- There are blank frontages on either side of the station building at Eversholt Street and Cardington Street which contribute towards a poor pedestrian environment here;
- Wayfinding and accessibility around Regent's Park Estate is poor; and
- The area is covered by several protected views in the Mayor's London View Management Framework which limit the scale of new development and some of the current buildings in front of Euston Station intrude. A desire to keep development around Euston to a human scale was highlighted in initial consultation responses.

Heritage

- The study area includes parts of three conservation areas, over 50 listed buildings and features, and five designated London Squares.
- Other assets of historic significance include the fine grained areas around Drummond Street and Chalton Street, and St James's Gardens open space and National Temperance Hospital site, the inter war social housing estates of Somers Town and the Edwardian and inter-war institutional buildings which line Euston Road.
- Heritage assets in the Euston area make an important contribution to local character, sense of place and identity. The importance of conserving and enhancing heritage in the EAP area was highlighted in consultation in the initial consultation on objectives and priorities for the EAP.

Land use

Housing

- There is significant need for new housing in Camden, especially for affordable homes. Housing is therefore Camden's priority land use.
- The Euston area has a very high proportion of social housing (and a low proportion of private ownership) compared to the Camden average
- At least 216 (mainly affordable) homes would be lost as a result of HS2 due to the proposed westward expansion of Euston Station and tracks.
- The consultation on objectives and priorities for the EAP found that housing, particularly affordable housing was the most frequently prioritised for accommodation in the EAP area.

Economy and employment

- There are significant concentrations of knowledge economy uses around Euston, with a nationally significant cluster of medical and specialist medical research institutions.
- Bloomsbury is home to a number of Higher Education institutions, including the main campus for University College London.
- Consultation responses generally indicated a lack of support for chain shops and large corporations in favour of support for local businesses and training
- The likely economic impacts of HS2 on local businesses, the economy and community at Euston are significant, and include the loss of a large number of business premises, and ongoing impacts on remaining businesses and wider investment potential during the prolonged construction process. Camden is working to develop a comprehensive package of mitigation, compensation and local management needs to minimise these impacts.
- The redevelopment of Euston Station (either with or without HS2) offers the opportunity to introduce new uses and development to take advantage of the economic potential of Euston's well connected, Central London location
- A key challenge for new development is to ensure that local people are able to take advantage of any potential future employment opportunities at Euston.

Town centres and retail

- The Euston area includes part of the King's Cross/ Euston Road Central London Frontage as well as Drummond Street, Albany Street/ Robert Street, Chalton Street and Eversholt Street neighbourhood centres.
- The Camden Core Strategy distributes in the range of 20-30,000 square metres additional A1 retail at Euston and Camden Town, with the majority expected to take place at Euston. The Euston Area Plan retail assessment (GVA consultants, 2013) indicates that the area could accommodate a net increase of between 1,500 and 16,500 square metres of retail and food and drink uses (use classes A1-A5)
- Drummond Street and Eversholt Street neighbourhood centres are likely to be put at risk as a result of prolonged HS2 construction activity
- Vacancy rates in the King's Cross/ Euston Road Central London Frontage have remained relatively static over recent years at 25%. Vacancy rates in the neighbourhood centres vary, from 4% on Drummond Street to 13% on Chalton Street.
- Over the longer term, the redevelopment of Euston Station, the potential arrival of HS2 and housing and jobs growth could have significant impacts on the role and vitality of existing retail centres in the Euston area.

Social and community infrastructure

- Deprivation, unemployment, educational attainment and poor health are significant issues for communities to the north of Euston Road.
- The Euston area has a relatively young population and a comparatively high Bangladeshi population.
- There are a range of community facilities and services in and around the study area, including education and health facilities, community centres and libraries, and open spaces.
- Parts of the area experience community safety issues, such as rough sleepers and street drinking.
- The Maria Fidelis Lower School is very close to the proposed HS2 construction works. There are therefore aspirations to consolidate the school with the upper school on Phoenix Road in advance of the construction of HS2.

Transport and public realm

- Euston is extremely well connected, with excellent National Rail, London Underground, and bus routes, as well as proximity to key destinations such as Central London, Bloomsbury, the West End and Camden Town
- Travel choice within the Opportunity Area reflects the areas high accessibility to public transport, with two thirds of the trips from or to the area in the AM peak are currently being undertaken by bus (17 per cent), the Underground (30 per cent) or by National Rail (19 per cent) Walking mode share is 22 per cent, vehicles 10 per cent and with cycling at 3 per cent (LTDS, 2005/6 – 2010/11, TfL)
- Euston Road, Euston Station and tracks are barriers to north-south and east-west pedestrian movement and create a poor local environment
- Collisions occur along the entire length of Euston Road with concentrations at junctions and pedestrian crossings. The collision rate is above average compared to other parts of the TLRN. This is related to the busy nature of the road with high levels of traffic, pedestrians and cyclists
- While Euston Station provides an important interchange for rail, Tube and bus modes, there is currently a poor environment for users and pedestrians
- The existing bus station arrangement provides important interchange facilities but is poorly designed in terms of the wider public realm and movement, creating an unattractive pedestrian and cycle environment.
- The Euston Underground service access is within the National Rail station footprint and is the only Underground station on the network without a dedicated access
- From Euston Station there is a high level of crowding on the southbound Victoria line and both branches of the southbound Northern line
- There are high volumes of taxis from Euston Station which currently stop in a poor quality basement taxi standing area
- HS2 would exacerbate a need for significant infrastructure enhancements to enable the onward movement of additional passengers



Environment and open space

Environment

- The Euston Road corridor is identified as having strong potential to deliver a new decentralised energy network to help Camden achieve its challenging borough-wide CO2 reductions targets to 2050.
- Surface water flooding is an important issue in the area, with particular risks around Euston Station.
- Euston Road experiences significant problems with air quality and noise as a result of traffic emissions and vehicle noise. The Mayor's Air Quality Strategy identifies Euston Road as an air quality focus area in central London.
- St James' Gardens is a local Site of Importance for Nature Conservation and along with Euston Square Gardens contributes towards the delivery of Camden's Biodiversity Action Plan.
- Initial consultation results revealed that air pollution is an important concern for local people in relation to Euston Road generally but also the impact of buses and taxis

Open space

- HS2 would result in the permanent loss of two thirds of St James's Gardens open space as well as half of Hampstead Road open space.
- The whole of St James Gardens, Hampstead Road open space and Euston Square Gardens will be temporarily lost as they are likely to be required to construct HS2 and therefore will not be useable for 10 years during the HS2 construction period.
- The results of the stage 1 consultation revealed open space and parks were highly valued, particularly to the north of the plan area.

Key issues, consultation and implications for plan objectives

The key issues here have been developed as an iterative process over the past year and many informed the drafting of the initial objectives consulted on last year. The results of consultation revealed consistent support for the draft objectives, and no comments suggested that they shouldn't be taken forward. Minor amendments were made to objectives to reflect the importance of heritage in the area, raised in the stage 1 consultation and the potential for regeneration opportunities in the wider area. The sustainability objective was also strengthened reflecting the findings of the draft SA process.



3

Development Strategy

Contents

- 3.1 Overall strategy
- 3.2 Land use strategy
- 3.3 Design strategy
- 3.4 Transport strategy
- 3.5 Environment and open space strategy

3 Development strategy

Introduction

This chapter sets out a draft overarching planning framework and policy direction for the Euston area reflecting the plan vision and objectives and informed by the key issues identified to date as summarised in chapter 2. The process of considering policy and development strategy options is detailed in the draft Sustainability Appraisal.

The introduction section of the chapter summarises the options and alternatives considered. Following this, the remainder of the chapter sets out the Euston Area Plan development strategy in five sections as follows:

3.1 Overall strategy – overarching spatial concept and presumption in favour of sustainable development

3.2 Land use strategy – policy and guidance for key land uses across the area: Homes, economy and employment, retail and leisure, social infrastructure and meanwhile uses

3.3 Design strategy - overarching urban design, heritage and public realm principles, policy and illustrative masterplan

3.4 Transport strategy – key transport priorities and overarching transport policy

3.5 Environment & open space strategy – an overarching energy masterplan, green infrastructure plan including open space and principles to improve the environmental quality of the area

Development Strategy options

EAP baseline option

The existing station building and tracks at Euston separate surrounding communities as they are a physical barrier to movement, and the large expanses of blank walls around the edge of the station create a poor local street environment. The original baseline concept for the HS2 terminus at Euston involved the demolition of the existing station and redevelopment of a new expanded station with sub surface tracks and platforms. This concept, the “baseline” scheme, formed the basis for the development of the EAP up until March 2013, when the government then indicated it was minded to progress a revised option for Euston Station which allows the retention of part of the existing station building and tracks and adds the new HS2 station at the western side in the draft HS2 Environmental Statement on the grounds of programme and cost constraints.

The EAP draft Sustainability Appraisal which has been prepared alongside the EAP highlights the sustainability benefits of lowering the track and platforms and redeveloping the station to allow for the creation of new streets, open space and buildings above as the EAP baseline option strategy based on the previous HS2 scheme shows. This was considered alongside initial viability estimations and design constraints indicated that additional public subsidy would be required to deliver the fully decked scheme shown in Figure 3.1 in full.

Initial consultation provided the opportunity for respondents to illustrate what uses they would like to see above the station and tracks, and the EAP baseline option as at March 2013 also largely responded to the results of this consultation.

However given the constraints to delivery and notwithstanding the benefits, an alternative option to take the revised HS2 designs and viability issues into account was prepared. This is to ensure that if the new HS2 designs are progressed, a planning strategy is available to guide the development and make the most of the design. If the HS2 baseline scheme is reverted to or any other station redevelopment designs come forward, the overall strategy and principles for each area can be applied to these.

Current EAP option

This option seeks to deliver the EAP vision and objectives as far as possible, within the constraints of the new scheme being promoted by government. The ability to achieve east-west ground level streets above the new station will be limited by not lowering the existing station tracks and platforms. It is still likely to be possible to develop above any new station, however to achieve a transformational

scheme and many of the EAP objectives, a comprehensive approach to providing new development above both any new station to the west and above a retained and remodelled existing Euston station is necessary. The extent to which over-site development can be achieved within the engineering and cost constraints of the stations is being investigated by HS2 and Network Rail. A comprehensive approach is supported by the sustainability appraisal which highlights the improved compatibility with plan objectives.

Therefore this option is shown as the basis of the Development Strategy in this draft Plan, as the government is minded to include the revised scheme in the design to support the Hybrid Bill. If the results of the HS2 Design Refinement and Environmental Statement consultation lead the government to revert to the original baseline scheme or appropriate public subsidy secured, the EAP baseline approach would be developed further as the preferred option at the next stage for the plan process.



Figure 3.1 Emerging EAP baseline option as at March 2013 based on late 2012 HS2 baseline scheme

3.1 Overall strategy

An overarching strategy for the Euston area is illustrated in figure 3.2. The diagram illustrates key spatial elements of the vision and objectives for the area as set out in chapter 1:

1. Securing long term benefits from station redevelopment for existing neighbouring communities and helping to mitigate the shorter term impacts of HS2
2. Focus growth and development at:
 - a. Euston Station, where significant new mixed use development will establish the Station and Tracks site as a major destination in its own right
 - b. Regent's Park Estate, with regeneration and infill delivering new housing, including affordable housing
3. Enhancing Euston's role and image in the central London economy through world class station development and capitalising on the cluster of science and knowledge institutions already in the area
4. Improving connectivity, particularly east-west pedestrian links to draw neighbourhoods together and improve access between Regent's Park, Euston, St Pancras and King's Cross stations
5. Enhancing links to the west end and reducing the barrier effect of Euston Road
6. Creating a network of new and improved open spaces, with a large new open space west of Euston Station
7. Seeking to ensure that growth and change can protect and enhance existing local centres, In particular Drummond Street and Eversholt Street
8. Prioritising walking and cycling, and promoting enhanced interchange and public transport provision in a world class new Euston Station

Presumption in favour of sustainable development

As part of the overarching strategy approach to the Euston Area Plan, a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework will be taken when considering development proposals within the area. The planning authorities will work proactively with applicants to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with up-to-date land use, design and development principles in the Euston Area Plan (and with the up-to-date policies in the Camden Core Strategy, London Plan, Camden Development Policies 2010 and, where relevant, any neighbourhood plans) will be approved without delay and applications that conflict will be refused, unless material considerations indicate otherwise.

Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:

- any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or
- specific policies in that Framework indicate that development should be restricted.

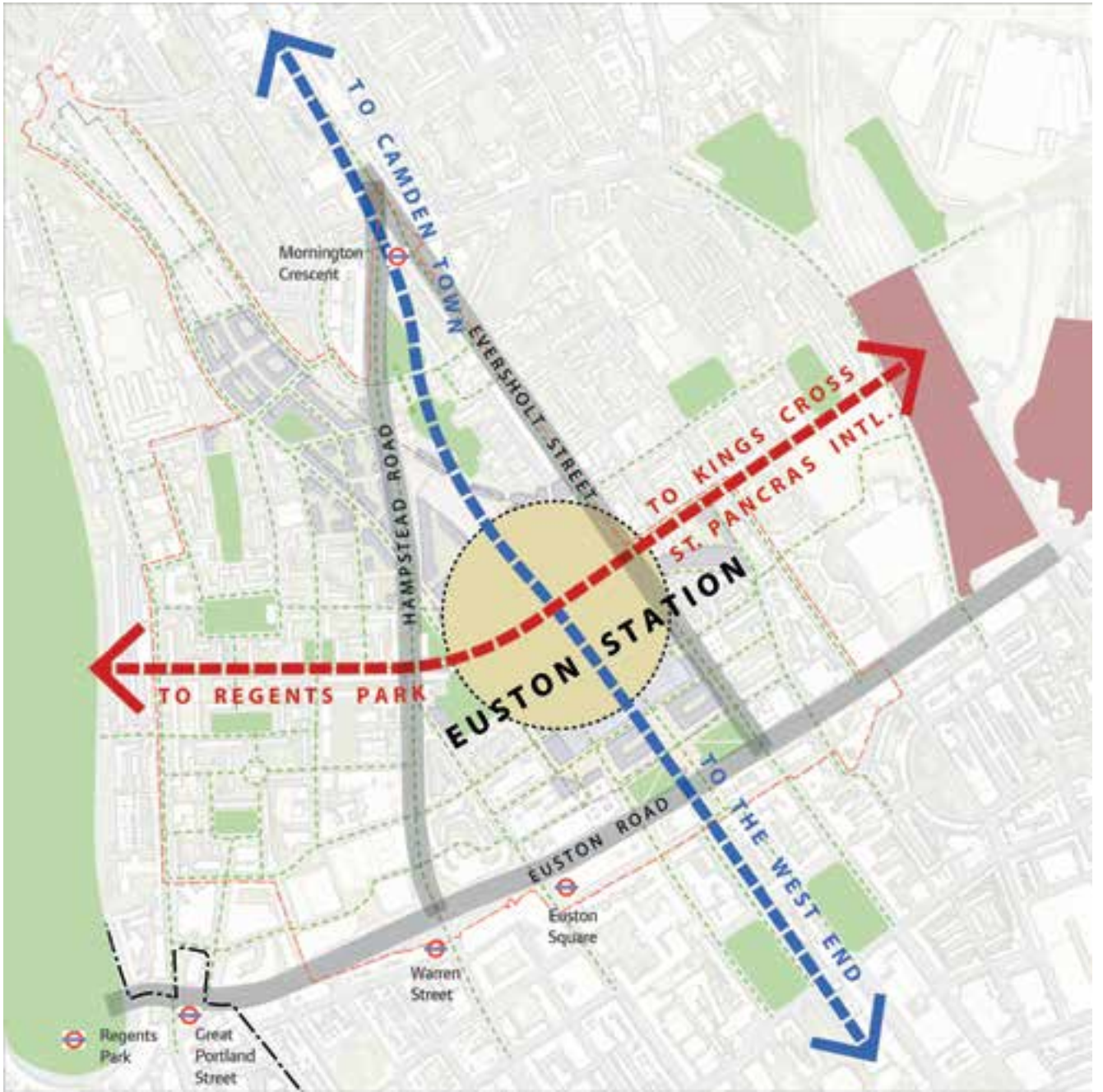


Figure 3.2 Overall spatial strategy

3.2 Land use strategy

Relevant objectives:

1. prioritising local people's needs
2. making the best use of new space
5. providing jobs and boosting the local economy

Strategic Principle EAP 1

A: Overall Mix

Euston provides a major economic opportunity for new commercial, knowledge based, science and creative sector industries. The area will provide a range of mixed uses reflecting its transitional role between settled areas to the north of Camden and the mix of uses in Central London. Development above the station and tracks should seek to accommodate the majority of the development for the plan area and seek to exceed the targets set below provided it meets wider policies in this plan, the London Plan and Camden's Development Plans. Where necessary proposals will be expected to re-provide uses lost as a result of station redevelopment.

The appropriate mix of uses will include:

B: Homes

- At least 2,800 additional homes across the whole Euston plan area, maximising the delivery of permanent self contained housing and affordable housing (use class C3) whilst ensuring a high quality residential environment.
- In addition to this, opportunities will be taken to deliver the regeneration of existing housing estates through the provision of new and replacement housing as largely infill development where appropriate, in consultation with residents.

C: Economy and employment

At least 180,000 sqm of employment floorspace across the Euston area including replacement floorspace, providing over 7,700 additional jobs. New economic uses should support the local economy and include local people in the opportunities created by development.

Support a cluster of knowledge of knowledge based, research and creative uses, with a significant proportion of employment floorspace supporting related uses

A mix of employment generating and economic uses should be accommodated in the EAP area, focused around the Euston Station site, including

- Mainstream office uses - (B1a use class) to provide a mix for institutions, corporate occupiers and small businesses
- Research and development space – (B1b use class) capable of meeting specific requirements of research intensive activities particularly life sciences, human health and digital sectors

D: Retail and leisure

- Up to 20,000 sqm of new retail (use classes A1-A5) of which around 50% should be A1 shops to meet demand from Euston station, contribute to vibrant streets and reinforce the role of existing centres.
- New retail and leisure uses should be focused towards the Euston station site, to serve the needs of passengers and support growth and development here, and towards the Euston Road Central London Frontage where opportunities emerge. Smaller scale retail to meet the needs of local communities in neighbourhood centres and along key streets will also be supported.

E: Social infrastructure

- Education, health and other community facilities should be provided to support new development and reflect local priorities and needs.

F: Meanwhile uses

- Flexibility will be applied on proposals for appropriate temporary alternative uses on buildings and sites where the current use is no longer viable as a result of HS2 and associated construction works. Support will be given to temporary uses that enhance the vibrancy and vitality of the area, promote existing local businesses, and support the development of a knowledge based cluster in the Euston area.

Homes

1. Replacing housing lost as a result of HS2

Camden is working to identify a range of sites that could be used to provide homes, including intermediate housing for leaseholders in the Euston area to replace those lost as a result of HS2, in order to allow people to stay in the area. Replacement homes should be completed before the demolition of existing homes commences and so priority will be given to re-provision sites.

There is the potential that some residential properties surrounding Euston Station and tracks may become vacant due to the disruption associated with HS2 construction works. Where this is the case, planning permission will be given to the provision of appropriate alternative temporary uses during the construction process, and consideration will be given to the appropriateness of such properties for residential use in the longer term once the nature of the surrounding environment is clearer.

2. Additional housing Quantum and distribution

At least 2,800 additional homes will be delivered in the Euston area by 2031, with the potential for more if the former HS2 baseline station design scheme is reverted to or a similar redevelopment approach (lowering the tracks and platforms below ground) is taken and if infill opportunities within the surrounding estates are utilised. This housing projection indicates higher delivery than that identified in the London Plan and the Camden Core Strategy, reflecting additional capacity identified through masterplanning work.

For example new housing would be appropriate on:

- the Euston Station and Tracks sub area, subject to the feasibility of decking opportunities; and
- infill and renewal sites in existing housing estates, delivered through Camden Council's Community Investment Programme.

Affordable housing requirements:

Development will be required to provide the maximum reasonable level of housing and affordable housing on individual sites, although it is anticipated that the level of affordable housing that will be deliverable on some development sites in the Euston area will be affected by site specific viability issues. At Euston Station, decking costs, engineering constraints and environmental issues are likely to present viability issues. In estate regeneration schemes, any costs associated with the re-provision of existing homes will be taken into account, as well as the creation of mixed and inclusive communities.

Ensuring a high quality environment for residents:

Particular regard should be given to the need to avoid and mitigate the potential impacts of noise and vibration from transport infrastructure and services on the amenity of existing and future residents including new landscape planting.



- HOMES
- COMMERCIAL LED MIXED-USE DEVELOPMENT
- RESIDENTIAL LED MIXED-USE DEVELOPMENT
- EDUCATION AND HOUSING MIXED-USE DEVELOPMENT
- PUBLIC OPEN SPACE - GREEN/SQUARE

Figure 3.3 Overall land use strategy for Euston, based on HS2 new station design proposal – largely the same land use mix would apply to any station redevelopment here

Economy and employment

This section focuses on employment generating uses such as offices (B1a) and workshops (B1c) along with uses that make a significant contribution to the knowledge economy, including larger scale medical and research-based uses, including D1 uses. Whilst other uses such as shops and leisure uses also contribute to the economy and employment, these are addressed separately in the retail and leisure section below.

1. Amount and distribution of new employment floorspace

Given its location, connections and neighbouring activities Euston provides a major opportunity to attract high value, knowledge based employment and activity with a range of innovative, corporate, science and creative industries. The area has the potential to accommodate at least 180,000sqm of B class employment floorspace including replacement floorspace, providing over 7,700 additional jobs with additional potential if a more comprehensive approach to redeveloping the station is taken (similar to the previous HS2 baseline proposals). The mix of floorspace should include both B1a office floorspace and B1b research and development floorspace this should be focused around the station area.

The total employment floorspace would provide higher delivery than that identified in the London Plan and the Camden Core Strategy, reflecting additional capacity identified as a result of the expanded Euston Station footprint and decking opportunities resulting from HS2, with more potential floorspace possible if the previous HS2 baseline scheme is reverted to.

New employment uses will be focused at the Euston Station site, with further uses on the Euston Road Central London Frontage where opportunities emerge, and smaller scale uses in neighbourhood centres where appropriate.

2. Types of new economic and employment floorspace

Euston has significant potential as a hub of economic activity. It offers the opportunity to combine corporate office, research and development, creative industries and technology sector activity to consolidate the unique innovation and knowledge cluster for London emerging in the area. The potential is driven by proximity to core West End office markets, the presence of internationally and nationally important medical, bioscience, digital and creative cultural institutions and businesses and unrivalled accessibility. It is envisaged that at least 30% of the potential new commercial floorspace, should be for knowledge based, science and creative sector uses

A combination of floorspace is likely to be required including:

- **Large office floorplate provision** to meet larger corporate office requirements;
- **Large floorplate research and development space**, likely to require bespoke property types capable of accommodating laboratory, clinical and studio space;
- **Business hub uses** including flexible workspace, conferencing facilities and networking space
- **Space for small and medium sized businesses**, with particular opportunities to provide for creative uses in existing fine grain neighbourhoods away from the Euston Station site.

The provision of smaller spaces will form an important part of the innovation ecosystem, supporting the growth of research and development and creative industry start ups. Provision for knowledge-based, innovative and creative uses could take a variety of forms, including managed affordable or incubator

workspace and specialised spaces where required by specific occupiers.

As part of the approach to promoting knowledge based, science and creative industries, this Plan seeks to promote improvements to physical connections and the quality of public realm linking Euston with key knowledge based industries in Bloomsbury, elsewhere along Euston Road, King's Cross and Camden Town.

Smaller business spaces could be provided where opportunities emerge in neighbourhood centres, for example in the upper floors of currently under-used spaces. Smaller business spaces to replace existing businesses lost due to the construction of HS2 should also be provided at preferential rates where possible. This will help to build upon and reinforce local character and vibrancy, and encourage the location of creative industries who often operate from smaller spaces and mixed use buildings and neighbourhoods.

Economic visioning work produced in support of the Euston Area Plan (GVA, 2013) highlights the importance of creating a unique character, identity and vibrancy in order to generate the most economic value and opportunities for Euston. The overall development strategy for Euston Area seeks to ensure a high quality public realm and buildings, and a mix of uses, in order to maximise opportunities at Euston.

3. Local businesses and employment opportunities

It is essential that new development considers its impact on the local economy, and new economic uses should seek to complement the role and character of existing businesses in the Euston area.

The level of growth identified for the Euston area provides an opportunity to address existing issues in terms of deprivation, education and unemployment around Euston. It is important to ensure that local people are able to take advantage of potential future economic and employment opportunities at Euston. On the Euston Station site, long lead in times for development provide an opportunity to secure:

- Construction training: given the scale of development potential at Euston, there is potential to consider how the Construction Training Centre at King's Cross could be consolidated or moved to meet the opportunity at Euston.
- Apprenticeships: providing employer and employment focused training
- Job brokerage: investigating the potential for a dedicated, demand-led skills and recruitment centre to seek to recruit local people into the range of jobs to be provided in development.

Education will play a crucial role in enabling local people to take advantage of long term opportunities at Euston. Major stakeholders should continue to work through schools to establish the core skills and levels of aspiration needed to enable an increasing number of local residents to access knowledge economy jobs, and to work with FE colleges to deliver the types of courses required to support knowledge economy and other apprenticeships.

Retail and leisure

Retail and leisure uses include A1 shops, other 'A' class uses including financial and professional services, cafes restaurants and drinking establishments, D2 uses (assembly and leisure) and hotels.

1. Distribution of retail and leisure uses

It is anticipated that up to 20,000 sq m (use class A1-A5) retail could be provided at Euston largely focused around and within the station, based on updated retail analysis as well as further work in relation to the development potential of Euston Station. This figure would deliver net growth of up to 16,450 sq m of retail (A1-A5 uses), as well as the re-provision of around 3,550 sq m of existing retail at Euston Station). In order to ensure an appropriate balance of shopping and leisure uses, around 50% of additional retail floorspace on each frontage (outside Euston Station concourse) should be A1 shops.

New retail and leisure uses will be focused around the Euston Station site, and the Euston Road Central London Frontage and neighbourhood centres, where opportunities emerge. This reflects the distribution established in the Camden Core Strategy, and the limited capacity for retail growth in existing designated centres compared to the scale of growth envisaged at Euston Station.

It is anticipated that a significant proportion of the overall retail provision (at least 5,000 sq m) could serve Euston Station passengers only, and be predominantly food and drink led with ancillary convenience and comparison retail. This level of provision would maintain the current role and function of Euston Station retail, and would have a limited impact on neighbouring centres. Retail provision over and above this level could change the role of the Station area, and a careful assessment would therefore be given to potential impacts on other centres both within and outside the Euston Area Plan boundary.



2. Type and form of new retail and leisure provision

New retail and leisure provision should be outward facing and contribute towards creating active streets and a vibrant public realm. Retail and leisure use will play an important role in supporting the vibrancy, character and identity of Euston, and therefore its attractiveness as a location for employment and investment.

New growth and development should ensure that new uses, including retail, serve to complement and reinforce existing centres. Key elements of the approach to retail provision are:

- Euston Station site: new retail predominantly to meet the needs of passengers and the local community, as well as contributing to the creation of vibrant streets and public realm;
- Euston Road Central London Frontage: additional ground floor retail where opportunities emerge
- Drummond Street: Protect and enhance its specialist character and role as a centre for ethnic shops and restaurants particularly through measures to support the continued operation of these businesses during the construction of HS2 (if they are not directly required by HS2 to construct the new HS2 station)
- Eversholt Street (south and north) and Chalton Street: Improve the character, vibrancy and vitality of these centres by building on opportunities created by change, growth and development in the area

- Southern Eversholt Street: reinforce the neighbourhood centre by introducing A1 retail and other 'A' class uses along the west side of the street (Euston Station side)
- Robert Street: Encourage active ground floor uses and potential additional trade resulting from growth and development at Euston Station.

Where appropriate, Camden and TfL will seek to link funding for public realm enhancements with improvements to the vibrancy and attractiveness of centres.

Where appropriate, the loss of A1 shops and floorspace will be resisted where it would harm the character and vibrancy of existing centres. Where possible and appropriate, smaller shopping units will be protected in order to maintain the character of local centres.

3. Managing the impact of food, drink and entertainment uses

Camden's existing planning policies and supplementary guidance set out how the potential impacts of food, drink and entertainment uses will be managed. Key considerations include the amenity of nearby residents, local character, community safety, and the need to avoid over concentrations of such uses. Camden's Licensing Policy also sets out the borough's approach to managing licensing applications for food, drink and entertainment uses.

Social infrastructure

1. Mitigating the impacts of HS2

Appropriate provision includes:

- The relocation of Maria Fidelis on a consolidated site at Phoenix Road and surrounds due to the likely impacts of HS2 on the future viability of the North Gower Street site for educational use.
- The re-provision or mitigation of the loss of Silverdale and Ampthill tenants' halls if required by HS2 these should be funded through HS2.
- Temporary replacement of open space and any other sports, play or community facilities affected by HS2 during construction close to their original location – see also Strategic Principle 4: Environment & Open Space for requirements in relation to the mitigation of impacts on open space as a result of HS2 including the re-provision of St James Park

2. Provision of new facilities to meet needs generated

Contributions are set out in the London Plan and the Camden Core Strategy and Development Policies.

In relation to children's services, the level of growth envisaged for the Euston area would be likely to create a need for in the region of 4 additional forms of entry (based on an

estimated 3000 homes being delivered). This would include a need for additional primary school provision, which could be delivered through the delivery of new schools (possibly delivered as part of mixed use development) and/or the expansion of existing schools where feasible. In addition, there may also be a need for additional secondary school provision and financial contributions could therefore be required from new development towards enhancements to secondary school provision within or outside of the Euston area.

New development in the Euston area would need to be supported by appropriate provision of healthcare facilities. The Euston Area Plan team is currently working with NHS North Central London to consider the implications of anticipated housing and employment growth for the provision of health infrastructure.

There are a variety of community facilities in the Euston area, which provide a range of services to the local community. Developments will be expected to make appropriate contributions towards the improvement, maintenance and (where appropriate) expansion of existing community facilities and services in order to address additional needs.

Provision of higher education, medical, research and other institutional space will also be supported as part of a mix of uses on the Euston Station site (see Economy and employment above).

Meanwhile uses

There is the potential that some residential sites and buildings surrounding Euston Station and tracks may be rendered unviable or become vacant due to the disruption caused by HS2 and associated construction works. Where this is the case, planning permission will be given to the provision of appropriate alternative temporary 'meanwhile' uses during the construction process, and consideration will be given to potential need for a permanent change of use on affected sites and buildings once the impacts of the physical surrounding environment and operation of the station and tracks are known.

Alternative 'meanwhile' uses should contribute towards the vibrancy and attractiveness of the Euston area, and could include creative and

educational uses linked to and building upon existing clusters of creative and innovation/ research based uses in the area.

Opportunities to utilise underused vacant spaces for re-provided open space should be utilised. Pop up shops or markets on vacant sites could also help to support the character and vibrancy of the area and would also be supported where appropriate taking into account impacts on the local area, including the viability of local centres.

Flexibility will also be applied during the construction period of HS2 where appropriate for advertisements for businesses whose passing trade is affected by construction related activity. Land use strategy

3.3 Design Strategy

Relevant objectives:

2. Securing excellent design
3. Making the best use of new space
4. New streets above the station and tracks
8. Promoting sustainable travel

Strategic Principle EAP 2: Design

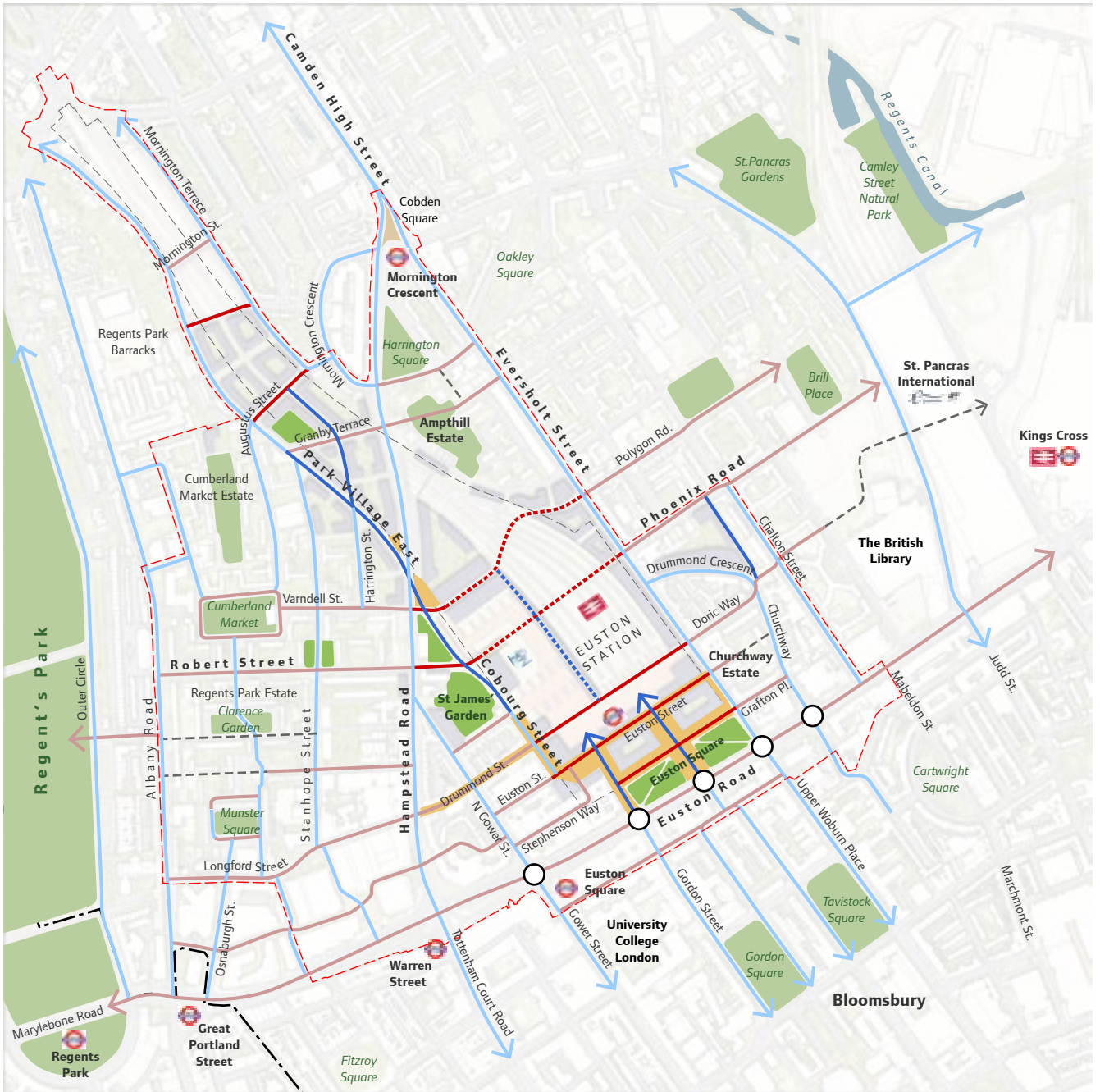
A: Development and change will create an integrated, well connected and vibrant place of the highest urban design quality, which builds on existing character and provides an attractive and legible environment for local people, workers and visitors.

B: Any proposals should meet the following key urban design principles:

- Improving connectivity by improving existing and providing new east-west and north-south links, reinstating the historic Euston area street pattern and improving wayfinding;
- Transforming the public realm through improvements to streets and the buildings that front them;
- Providing active frontages along key streets to enliven streetscapes and make them attractive and safe routes;

- Creating a network of new and improved open spaces and squares;
- Ensuring that development is of the highest architectural quality;
- Responds to the viewing corridors and scale and character of existing buildings and context;
- Protecting and enhancing heritage assets that are sensitive to change; and
- Ensuring world class station design and a comprehensive approach to above station development.

C: While the strategic viewing corridors will limit development heights in the Euston area there may be some opportunities for taller buildings subject to design, heritage and policy considerations.



- | | | | |
|-----------------------|-------------------------|--|----------------------------|
| East-West connections | North-South connections | ----- Potential future connections to improve permeability | Open Spaces |
| — Existing | — Existing | | ■ New/improved |
| — New at-grade | — New at-grade | | ■ New public squares/realm |
| — New over-station | — New over-station | | ○ New/improved crossings |

Figure 3.4 : Key interventions illustrated showing potential with new HS2 design, ground level new routes across the station would be preferable if deliverable

Improved connectivity and transforming the public realm

Creating new east-west and north-south routes through the station area is a key aspiration of the Euston Area Plan. This will bring together communities to the east and west and position the redeveloped station at the heart of Euston. It will also allow people to move north much more easily to Camden Town and beyond.

Similarly, opportunities should be explored to open up the housing estates to create legible street patterns and establish a hierarchy of streets. New and enhanced routes could connect key roads, open spaces and community facilities. The historic street pattern can provide useful indication of simple, legible routes that could be recreated in order to enhance pedestrian and cycle movement.

Figures 3.4 - 3.8 show a number key new and improved connections that can be created through a masterplanned approach to new development in the area and these will be sought to improve connectivity and provide a more pleasant and greener street environment. These illustrations show how routes could still be provided if the new HS2 station design is progressed, although the east-west link from Phoenix Road to Robert Street would need to be on upper floors above the station building(s) and the Drummond Street to Doric Way would have to be through the station concourse.

Ground level streets outside/above a station would better meet the objectives of the EAP. There is greater potential for new ground level streets with a station design which is based on lowering the tracks and platforms and redeveloping Euston Station, therefore a station design which achieves this would be supported by the EAP.

Public realm improvements to existing streets and spaces can also make a significant contribution to improving the local environment and movement for pedestrians and cyclists. Priority areas for public realm improvements are highlighted where appropriate for each sub area in Section 4.

An integrated network of existing and new public open spaces and squares

New open spaces and public squares should be provided at appropriate locations to meet the demands of additional homes and jobs. These should be linked to each other as well as with open spaces around the area with convenient and attractive pedestrian connections to create an integrated network of public open spaces and squares. There should be clear definition between public open space and private areas, with good overlooking of spaces and routes by other uses in order to create safer streets and public spaces.

Active frontages along key streets

A number of areas (including neighbourhood centres and Euston Road Central London Frontage) already provide active frontages and active ground floor uses should be maintained and enhanced in these locations.

Opportunities should also be taken to provide more active frontages where sites and buildings currently fail to address the street, both in terms of improved building design and, where appropriate, more active land uses that generate additional activity and overlooking of the street. The provision of more active uses around the perimeter of Euston Station is a particular priority. Other priorities for the creation of active frontages and uses are highlighted for each sub area in Section 4.

Building heights, massing and scale

The London Borough of Camden and the Mayor of London will seek to ensure that new development in the Euston area is of excellent design quality and complements local character and scale whilst making the best possible use of land. Areas that are sensitive in terms of existing character and scale are highlighted for each sub area in Section 4 of this document.

Euston's potential role as a major economic driver within the Central Activities Zone (CAZ) and its function as a major transport hub make it a suitable location for maximising development opportunities. However, development must be of the highest architectural quality.

General heights that may be appropriate for new development are illustrated in figure 3.9. Any taller building proposed should demonstrate that it has no adverse impact on strategic and local views, the character of the surrounding area and that it contributes positively to the London skyline. Tall buildings should be designed to have a minimum impact on neighbouring properties and have a clearly defined relationship with the streets, buildings and uses around it.

Locally important and sensitive views should be identified to ensure that any future tall buildings do not adversely affect these views particularly from the conservation areas around the area. A 3D modelling exercise will be undertaken to test the effect of taller buildings at identified locations on the strategic and locally important views.

Conserving and enhancing heritage assets

The Euston area contains a wide variety of heritage assets including designated assets such as conservation areas and listed buildings as well as non-designated assets like the fine-grained historic terraces around Drummond Street and west Somers Town. These heritage assets play an important role in creating sense of place and development must preserve or enhance these assets through appropriate layout, scale and detailed design. Where possible, opportunities should be taken to enhance the historic character of the area through sensitive refurbishment of historic assets and new development and public realm works that enhance their setting.

Key heritage assets and issues, including areas of sensitivity and opportunities to enhance historic character, are identified for each sub area in Section 4 of this document.

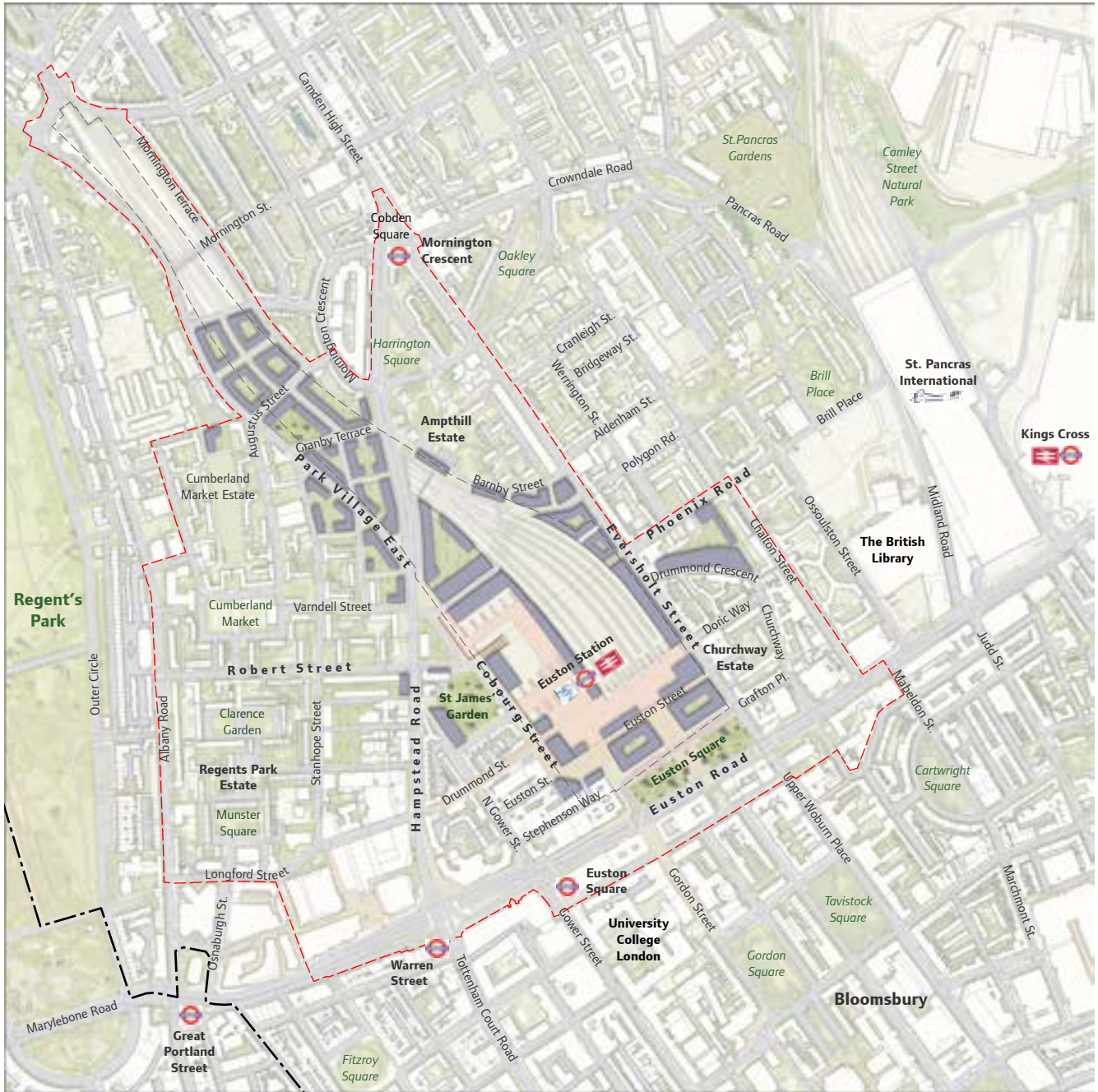


Figure 3.5 : Illustrative masterplan to show potential development at ground floor level with the new HS2 scheme – a more comprehensive approach to development of the station would be preferred



Figure 3.6 : 3D illustration to show potential development at ground floor level with the new HS2 scheme – a more comprehensive approach to development of the station would be preferred

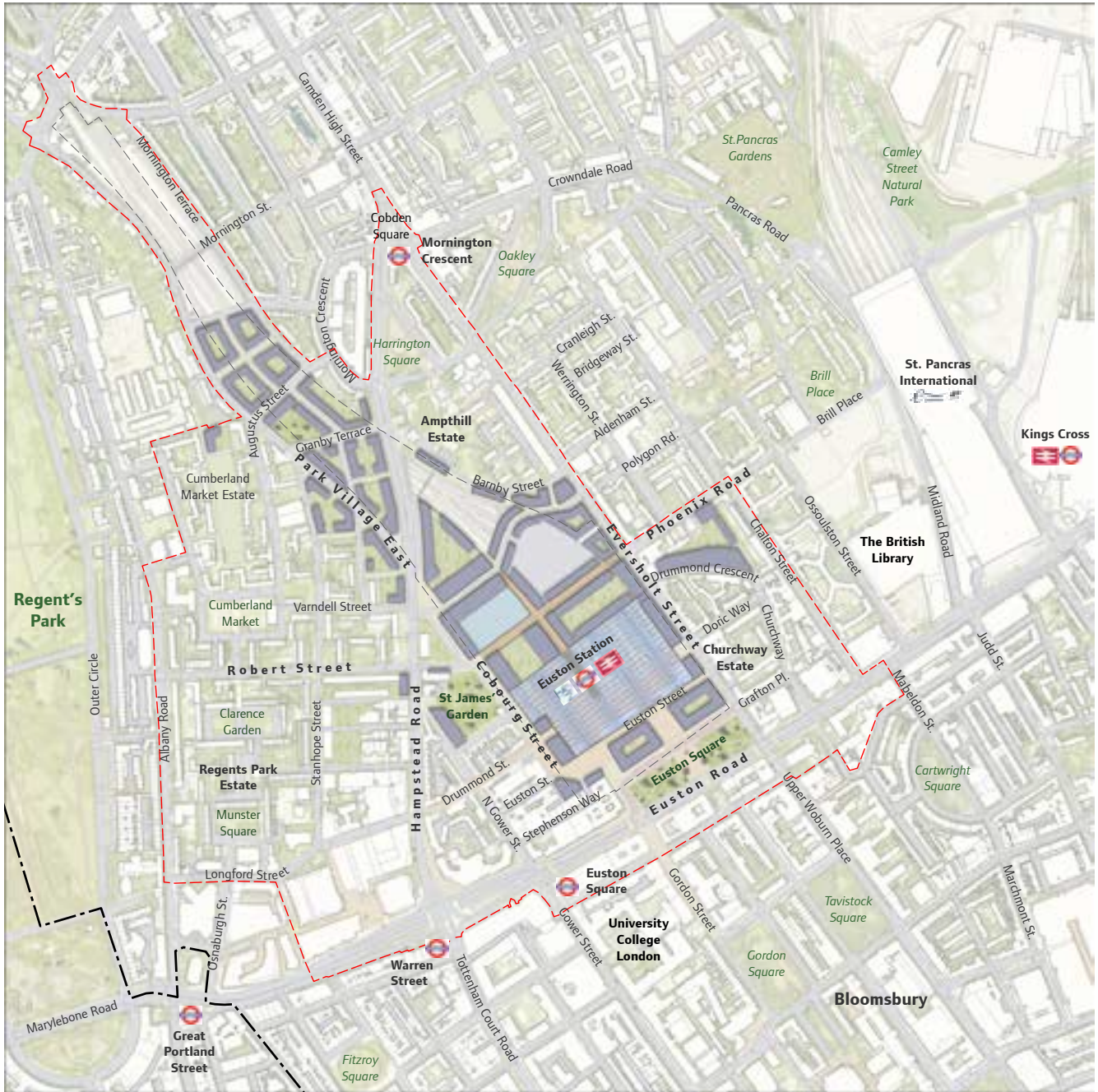


Figure 3.7 : Illustrative masterplan to show potential development at upper floors above the new HS2 station design – ground level routes through the station would be preferred

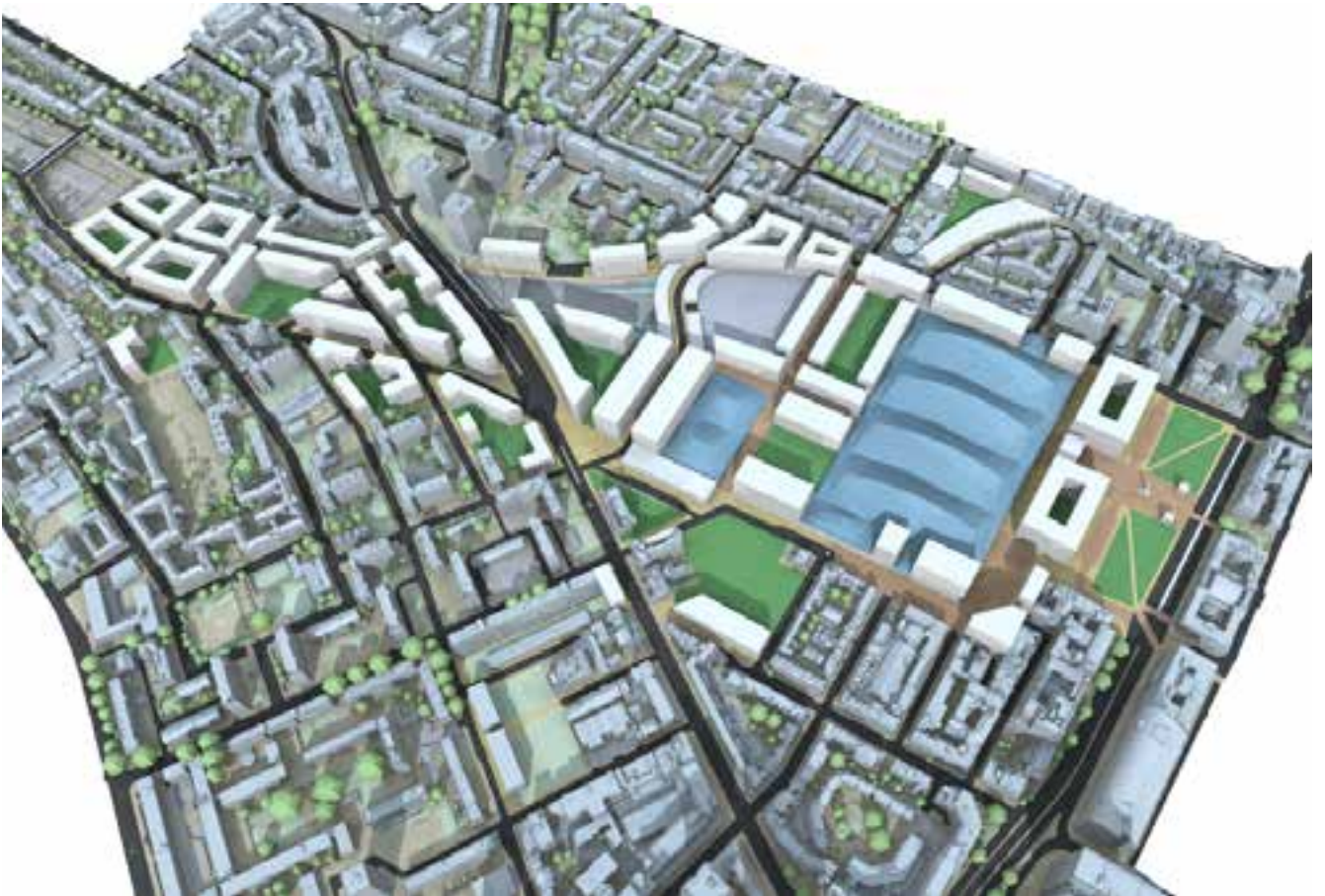


Figure 3.8 : 3D illustration to show potential development at upper floors above the new HS2 station design – ground level routes through the station would be preferred

World Class station design and above station development

Euston Station is a major London transport hub and a national gateway for the capital for passengers from the north. This role will increase with the arrival of HS2 with the potential for the station to become a destination in itself, as is happening at St Pancras/King's Cross. It also plays a major role in the local area both because of its function and status but its bulk and scale creates a barrier to movement through the wider area. The redevelopment of the station site forms the key driver in the regeneration of the wider Euston area and it is essential that the new station and development above should be of the highest urban design and architectural quality. A quality mix of new and existing retail and leisure uses will play a key role in helping to transform the station area,

capitalising on the existing assets in the area such as Drummond Street. This will help to ensure that a clear identity and sense of place of Euston but should not be at the expense of its integration with the surrounding context. Further policy and guidance on design issues for the station site is provided in Section 4 of this document. The illustrative masterplan shown below shows how the new HS2 scheme can be adapted to achieve more of the key urban design principles set out in the EAP. The former HS2 baseline scheme, or an alternative that lowers the platform and tracks would more readily meet the EAP objectives, particularly through enabling ground level east-west and north-south street connections over a largely sub surface station.



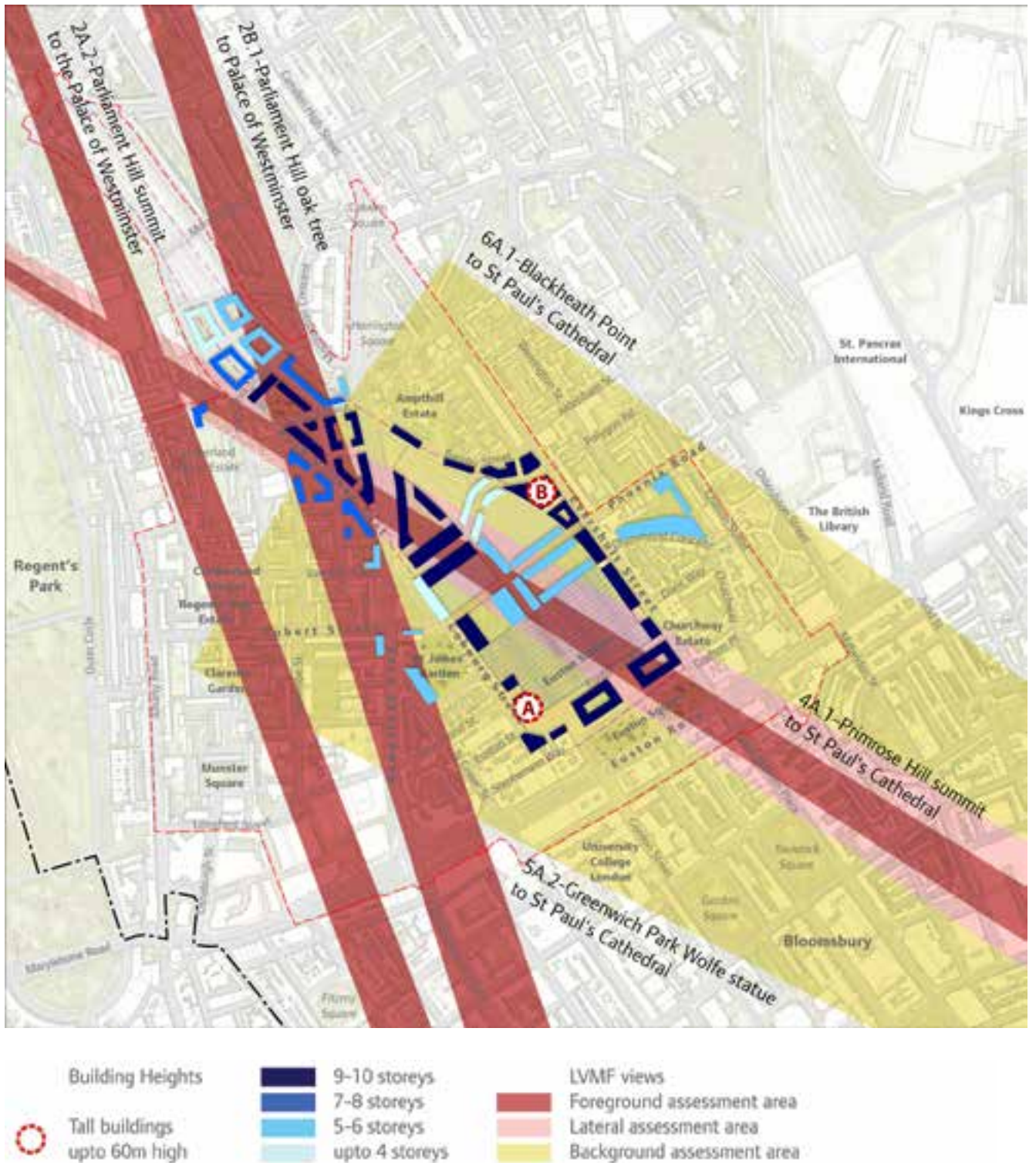


Figure 3.9 : Illustrative masterplan to show potential building heights and viewing corridors above the new HS2 station option

3.4 Transport strategy

Relevant objectives:

4. New streets above the station and tracks
7. Improving the environment along Euston Road
8. Promoting sustainable travel
9. Enhancing existing public transport
10. Planning for future public transport

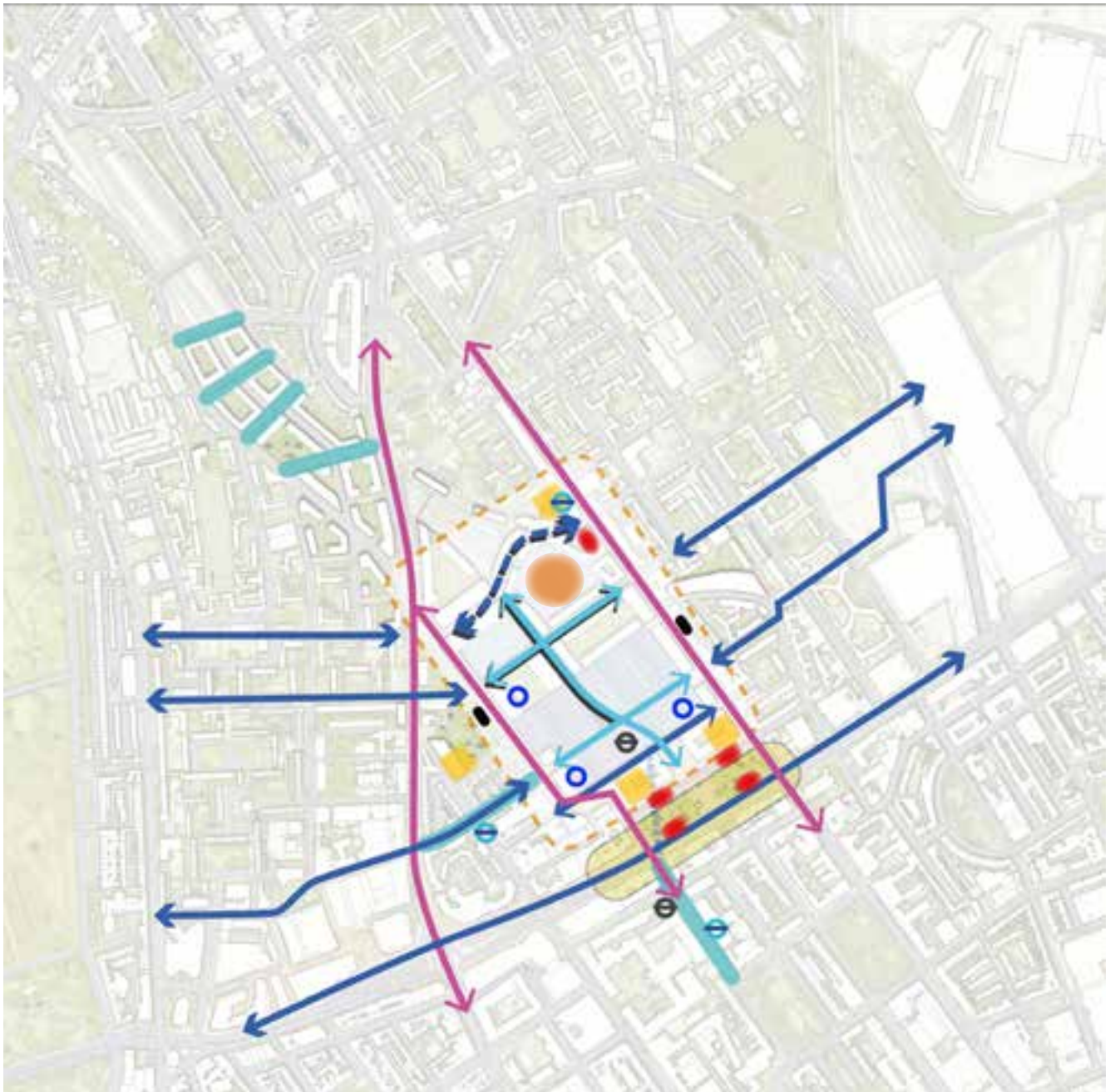
Strategic Principle EAP 3: Transport

A: The Euston Station redevelopment will provide a world class station and transport interchange. Transport for London and the London Borough of Camden will work with partners to mitigate the impacts of HS2 and support growth and development generally in the Euston area by providing for the effective onward distribution of passengers; promoting sustainable travel; and improving accessibility and the local environment.

B: Key transport measures to mitigate HS2 and support growth and development generally in the area will include:

- Measures to promote walking and cycling, including new routes and facilities, enhanced signage and significant public realm improvements, in order to reduce pressure on the public transport network
- Enhancements to public transport infrastructure, including:
 - The delivery of Crossrail 2
 - Significant enhancements to ticket hall and platform access for London Underground services
 - Improvements to bus facilities
- Car free development
- Appropriate taxi and private hire provision to meet the needs of station users
- Sustainable freight modes and minimising the impacts of freight
- Measures to support the introduction of an ultra low emissions zone at Euston (see Strategic Principle EAP 4)
-

C: Where appropriate, developments will be required to contribute towards the measures set out above, in addition to that provided by HS2.



- | | | |
|--|--|---|
|  NEW WALKING LINKS |  PEDESTRIAN/CYCLE ONLY LINK |  NEW UNDERGROUND ENTRANCES |
|  NEW WALKING AND CYCLING LINKS |  POTENTIAL CYCLE PARKING ZONES |  NEW STATION ENTRANCES |
|  ENHANCE EXISTING WALKING AND CYCLING LINKS |  IMPROVED PERMEABILITY ACROSS EUSTON ROAD |  NEW BARCLAYS CYCLE HIRE DOCKING STATION |
|  ENHANCE EXISTING CYCLING LINKS |  POTENTIAL OPTIONS FOR BUS STOPS / STANDS LOCATIONS |  TAXI DROP OFF / PICK UP |
|  NEW UNDERGROUND WALKING LINK |  STATION FREIGHT SERVICING FACILITY ZONE |  ULEZ EUSTON STATION |

Figure 3.10 : Transport strategy

Promoting walking and cycling

Additional passenger numbers from HS2 will generate significant additional walking and cycling trips to and from Euston. Furthermore, the promotion of walking and cycling for local trips forms an essential part of the approach to reducing pressure on existing and new public transport infrastructure, and allowing sustainable onward movement of passengers.

Transport for London and the London Borough of Camden will work towards achieving the following aspirations for walking and cycling from Euston Station:

- Increase walking mode share from 20% to at least 22% for all trips to and from Euston Station
- Increase walking mode share from 22% to at least 24% as per the Camden Transport Strategy for all non station based trips
- Increase cycling mode share from 3% to at least 7% for all Euston station and non-Euston station based trips within the EAP boundary by 2031.

Related public realm improvement projects also offer a unique opportunity to address long standing accessibility and public realm issues in the Euston area, and provide the opportunity to significantly enhance connections to key surrounding destinations and attractors, such as Bloomsbury, the West End, King's Cross, Regent's Park and Camden Town.

Connected and understandable walking routes

Existing key walking routes should be enhanced through:

- Improved pedestrian crossing facilities
- Consistent Legible London wayfinding
- De-cluttering, including removal of guard-rail fencing as appropriate
- Widened pavements
- Urban greening, in particular tree planting

Cycle routes and facilities

TfL and the London Borough of Camden seek to strongly promote cycling, a growing form of sustainable transport. A connected cycle network will be provided throughout the Euston area, linking Euston Station and new developments with surrounding areas:

- North-south cycle lanes or tracks are proposed along Hampstead Road and Eversholt Street with connections into the wider cycle network.
- Improvements to east-west cycling routes including through improvements to Euston Road and new connections across the Euston Station site

The demand for cycle parking will increase substantially with HS2 in place and therefore significantly improved and enhanced cycle facilities and parking should be included as part of the station design. Any new developments in the Euston area should provide cycle parking in accordance with the levels set out in the London Plan, thus ensuring that new residents and occupants have access to facilities separate to those at Euston Station.

The potential closure of roads to traffic and the creation of new traffic-free links offers the opportunity for the provision of new cycle parking and additional Barclays Cycle Hire stands, further enhancing cycling capacity for the area.



Public transport infrastructure

Improved public transport infrastructure will be required to ensure that Euston provides sufficient capacity to meet demand from increased passenger numbers associated with HS2, with the relevant infrastructure in place and functioning at the time required to meet demand. Key public transport measures are set out below.

Crossrail 2

Support from the Mayor of London for the redevelopment of Euston Station as currently envisaged as a high speed terminus is conditional on a new Euston-St Pancras station on a proposed Crossrail 2 route to accommodate predicted additional passenger demand for onward travel using the London Underground. The Mayor of London has recently consulted on two alternative potential schemes (London and regional route options).

London Underground facilities

Transport for London and HS2 Ltd are working to deliver new and enhanced London Underground station facilities. The redevelopment of Euston Station would require a new sub-surface link to Euston Square station, to further enhance onward dispersal on the London Underground network from Euston Station.

Bus facilities

Additional bus provision with appropriate interchange between bus and rail will be required to meet the demand from HS2 and new developments. Bus use for slightly longer trips will also help to reduce crowding on the Underground.

Euston Bus Station is strategically important transport infrastructure and hence protected under the Mayor's Land for industry and transport SPG and therefore bus facilities will need to be provided in the vicinity of Euston Station. Whilst the increase in passenger demand at Euston will require new bus facilities, it is also important that the provision of bus interchange facilities does not restrict pedestrian movement around the station and contributes positively to the public realm and townscape. The redevelopment of Euston Station offers the opportunity to consider alternatives to the current bus station facility, including the location of bus stops and stands. Potential options which are being considered for bus provision at Euston are shown in Figures 3.10 and 3.11 and discussed at section 4.1 and 4.2.

Car free development

As set out in Camden's Core Strategy and Development Policies, new development in the Euston area will be expected to be car free, due to the excellent public transport links available in the area.

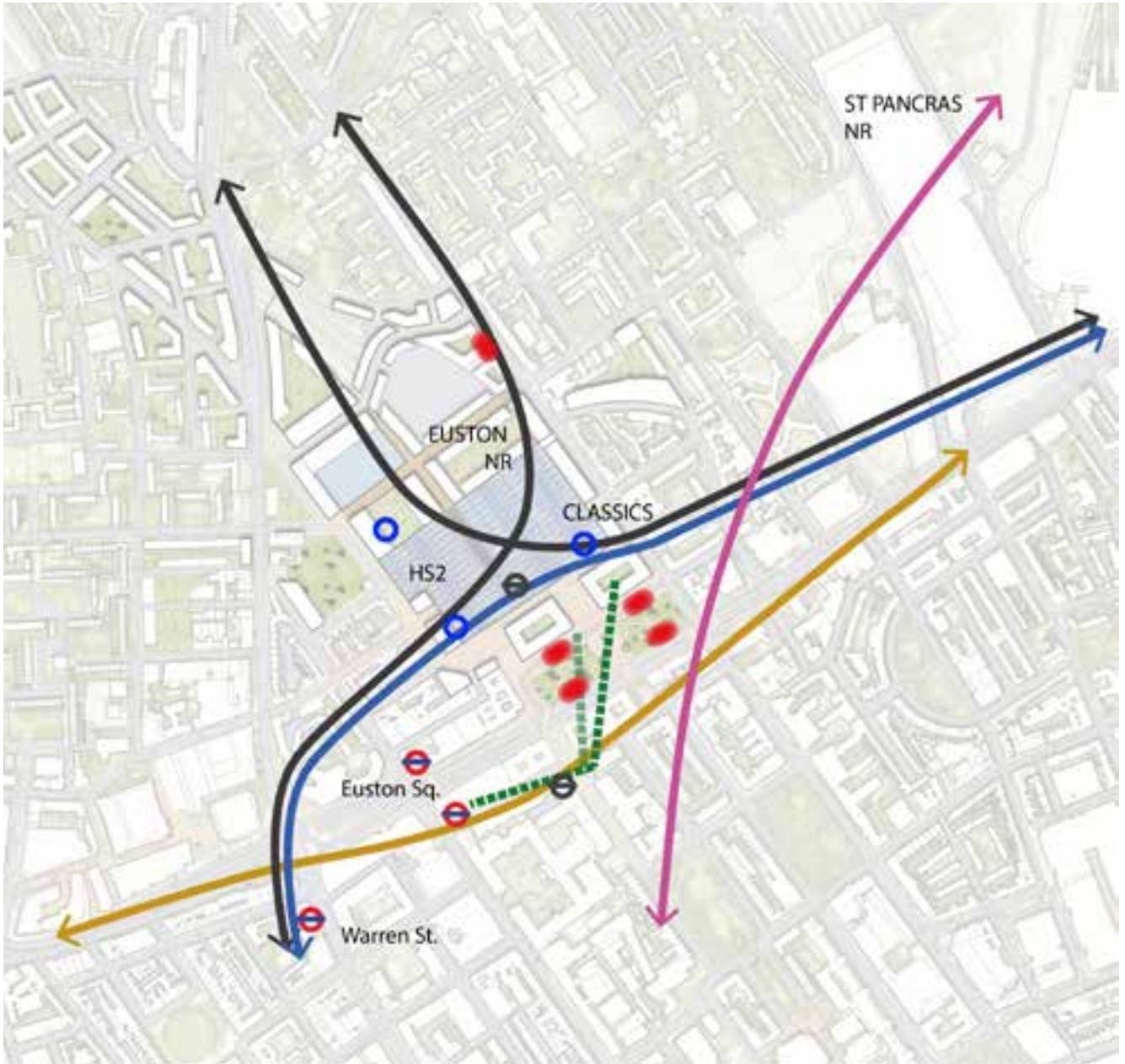


Figure 3.11 Public transport routes and connections

Managing taxi and private hire demand and impacts on the public realm

The redevelopment of Euston Station offers the opportunity to provide safe, accessible, efficient, and well designed taxi and private hire facilities. Taxi and private hire provision and impacts will be managed, considering the need to maintain or enhance the existing levels of service, provide an improved passenger waiting environment, managing holding and queuing, increasing taxi occupancy rates and encouraging uptake of more sustainable alternatives.

Measures to ensure any facilities are appropriately scaled and minimise the impacts of taxis and private hire vehicles on the public realm and quality of environment include:

- providing ranks which reduce the risks of conflicts with other road users,
- the use of a taxi share system with dedicated marshalling, with an aim to increase the average taxi occupancy rates at Euston Station from 1.7 to 2.2 by 2031 seeking to secure appropriate funding and management for this
- intuitive wayfinding to the ranks.
- Avoiding excessive taxi movement in more sensitive areas, for example the Drummond Street/ Euston Street area
- charging technology suitable for taxi operations and other sustainable infrastructure: the introduction of an ultra low emissions zone at Euston would mean that any taxis or private hire vehicles entering the station area would need to be ultra low emission vehicles.

Sustainable freight movement

The London Borough of Camden and TfL will seek to ensure that the impacts of freight movement are minimised, whilst seeking to make the site a leading example of sustainable freight and servicing. Euston Station offers a unique opportunity to be planned for highly sustainable freight and servicing, due to its designation as an ultra low emissions zone, its Central London location and the potential availability of railway infrastructure. Measures to deliver sustainable freight and servicing should include:

- Freight Delivery and Servicing Plans (DSP) for the station site, to specifically encourage out of peak travel freight deliveries, and freight movement efficiencies
- Minimising the need for freight vehicles to serve the station or surrounding development
- Safeguarding existing rail freight facilities and designing in further potential use of rail connections for freight movement as part of station design
- Promoting and encouraging cycle freight and walking deliveries
- Designing in the potential use of rail connections for freight movement as part of station design
- Promoting low emission vehicles which go beyond ULEZ standards
- Ensure the provision of suitable infrastructure in order to support the introduction of an ultra low emissions zone at Euston. E.g. electric vehicle charging points
- Construction and logistics plans (CLP) for new development

- All vehicles supplying the construction phase should meet TfL's standards for work related road safety.

It is anticipated that any freight and servicing infrastructure would be within the confines of the station and could predominantly serve the station and development within the immediate area. Any wider freight and servicing infrastructure would require consideration of impacts on the local area and other planning priorities for the use of potential development land, including promoting economic growth and priority placed on housing.

Promoting sustainable urban mobility

Consideration of the most sustainable options to make a journey can help residents and businesses have a better environment in which to live and work. Sustainable business travel should be influenced through the provision of integrated travel solutions and real time information delivered through mobile applications, in line with the organisation's Corporate Social Responsibility and fiscal policies.

Sustainable residential travel will be encouraged through the promotion of car free development, flexible working and active travel (walking and cycling). The use of car clubs can also reduce dependency on private vehicle ownership. The viability of these services is dependent upon achieving high levels of vehicle utilisation by residential and commercial users, and therefore any development in the Euston area should make consideration for the promotion and provision of car club services, particularly those that provide low emission vehicles.



3.5 Environment and open space strategy

Relevant objectives:

4. New streets above the station and tracks
6. Creating sustainable development
7. Improving the environment along Euston Road
8. Promoting sustainable travel

Strategic Principles EAP 4: Environment and open space

A: Growth at Euston will be supported by decentralised local energy network connected to key development areas and existing buildings where opportunities emerge, with new developments contributing and connecting to the wider network as appropriate.

B: Surface water flood risk will be reduced in the Euston area through a range of measures including on-site measures on development sites and wider sustainable urban drainage provision.

C: Development proposals should support the provision of new open spaces and enhancements to existing spaces that make them safer and more accessible, meeting demand from new development and improving the character, of the area. An enhanced green infrastructure network, including open spaces, green streets, roofs and walls will be developed to:

- Provide amenity value for residents, visitors and workers;
- Secure a net enhancement of biodiversity;
- Address noise and air quality issues;
- Contribute towards urban drainage; and
- Address the heat island effect.

D: The creation of an Ultra Low Emissions Zones for Euston will be considered, in order to address air quality issues and promote low and zero emissions technology.



- Potential heat network
- Potential connected buildings

Figure 3.12 An initial Energy masterplan illustration to show how new development could be incorporated into a local energy network

Decentralised energy network

Euston presents a significant opportunity to develop decentralised energy networks due to the balance of energy or heat/ electricity demand created by existing and proposed developments. An initial energy masterplanning exercise for the Euston Area Plan is under way to explore the opportunity for the provision of energy centres initially on a small scale at Regent's Park Estate to link into the potential for a larger centre at Euston Station in the longer term, which could serve a network covering the Euston area through utilising future development opportunities.

New developments should explore the potential to support a local energy network through either the provision of, or contributions towards, an energy centre (dependent on the scale of development and further detailed feasibility work); or make contributions towards the construction of the network, and/ or connecting the development to a nearby network (or making it capable of connecting in the future). An indication of a potential network for the area is shown in figure 3.12. This will be used to guide future activity in developing the network.

Camden council and the GLA will work with developers to consider how a network can be development in the most effective and cost effective way.

Surface water flooding

The area around Euston Station is an area of surface water flood risk, therefore surface water management is an important design consideration in new development. Camden and the GLA will seek to ensure that surface water flooding risk is reduced in the Euston Area through on-site measures and wider provision across the area. Camden's requirements in relation to sustainable urban drainage is set out in policy DP23 (Water) of the Camden Development Policies.

The provision of green infrastructure plays a key role in mitigating surface water flood risk by providing sustainable urban drainage, and will play an important role in mitigating flood risk, helping to reduce run off and store storm water.

Open space and green infrastructure

Green infrastructure plays a key role in promoting biodiversity; meeting the health and well being needs of the local community, reducing air pollution and noise; reducing the heat island effect; and in providing urban drainage. Green infrastructure includes open spaces, landscaping, urban green spaces and public realm; street trees; and green and brown walls and roofs.

1. Re-provision of open space and biodiversity value lost as a result of HS2

The re-provision of open space, biodiversity, habitat provision, sports, play and recreation facilities, monuments statues and other features lost as a result of HS2 at St James's Gardens (a Site of Importance for Nature Conservation) and Hampstead Road open space will be required as part of development in and around Euston Station. This will be a key priority for development on the Euston Station site and surrounding areas, before considering requirements for additional open space and biodiversity provision from new development.

Replacement open space must be at least equivalent to the open spaces to be lost in terms of quantity, quality and location:

- Should be on or around Euston Station site;
- At least equivalent floor area
- At-grade, accessible, with appropriate landscaping.

During the construction of HS2, support will be given to the positive use of any vacant spaces for appropriate active temporary uses, such as food growing/ allotments and play space.

2. New and improved open spaces and green infrastructure

New open spaces should be provided as part of new development, in accordance with Camden and London Plan policy. The first priority will be the provision of the maximum reasonable on-site public open space and appropriate green infrastructure. A range of new open spaces will be sought appropriate to the needs of potential users, location and local character, and will include civic spaces and public realm, play space and local green spaces. In addition to public open space, the on-site provision of green and brown roofs will also be sought where appropriate.

It is likely to be challenging for some constrained urban sites to meet the full open space needs generated by new development, in particular those that are affected by transport infrastructure requirements or estate regeneration constraints. Where this can be demonstrated to be the case, developments will be expected to contribute towards open space provision through:

- The provision of on-site private amenity space including balconies and green roof spaces can help to address demand for and additional pressure on open spaces; and/ or
- Contributions towards the creation of an improved, more accessible and legible network of high quality open spaces as part of an Area Plan-wide approach to supporting growth and addressing open space needs and priorities. Relevant priorities are set out where appropriate in Section 4 for each character area.

Euston Station Ultra Low Emission Zone

Camden and the GLA will seek to deliver wider green infrastructure improvements in the Euston area, including

- Tree planting and other landscaping measures such as planters in existing streets and public realm areas;
- Improvements to the biodiversity value of existing open spaces; and
- The provision of new publicly accessible local green and public realm spaces where opportunities emerge, including in Camden's housing estates.

An Ultra Low Emission Zone should be investigated for Euston Station. This would involve all vehicles driving to or from Euston Station during peak travel and working hours would be zero or low emission. This would deliver benefits in air quality and support the delivery and use of low emission technology. By 2020 all buses in central London will be hybrid, with zero emission taxis, low emission options for freight and more electric cars also available.



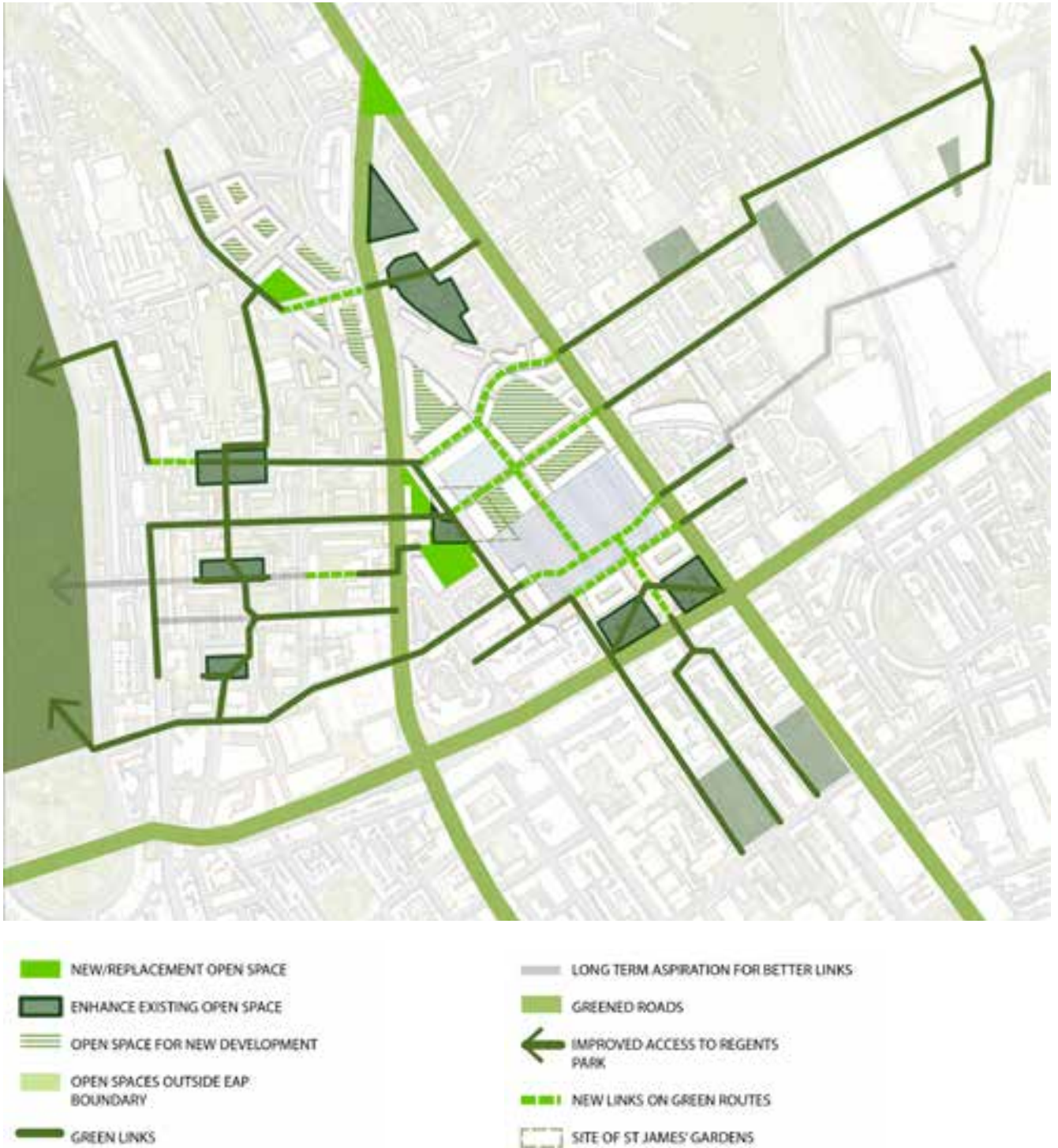


Figure 3.13 Open space network illustration



4

Places

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- 4.1 Euston station and tracks
- 4.2 Euston Road
- 4.3 North Euston cutting
- 4.4 Drummond Street and Hampstead Road
- 4.5 Regents Park Estate
- 4.6 Amptill and Mornington Crescent
- 4.7 West Somers Town

4 Places

4.1 Euston station and tracks

Key Facts

- An important central London transport hub but its current design severs communities and movement opportunities and, together with the heavily trafficked Euston Road, create a poor image for the area
- The design and layout of the buildings and piazza in front of the station do not currently make a positive impression to users and visitors to the area
- Proposed as terminus for the new HS2 rail link when the number of passengers using the station is predicted to double
- Key landowners/leaseholders are Network Rail, Euston Estates and Camden Council
- Contains Site 9 Euston Station, Euston Road and Site 10 132-140 and 142 Hampstead Road of the Camden Site Allocations
- A number of listed buildings, structures and spaces are within or close to the station area, including the Royal College of General Practitioners, the Robert Stephenson Statue and the protected London Square of Euston Square Gardens. The Euston Arch was formerly part of the historic Euston Station façade on the line of Drummond Street.
- The blank facades of the existing station building to the east, west and north of the station are a poor use of space and reduce the attractiveness, safety and security of the streets they front
- The existing bus station arrangement at the front of the station is dated, impermeable and whilst functional as an interchange it provides a poor setting for the station and gardens in design terms
- The design of a new station and any redevelopment or modification of the existing station will be critical to achieving the development principles, and therefore require ongoing collaboration between the EAP promoters (Camden Council, GLA and TfL) and Network Rail and HS2 to enable delivery. The new HS2 designs are shown here to illustrate how the design can be adapted to try to better meet the EAP objectives. The previous HS2 baseline scheme or an alternative scheme which lowers the platforms and tracks to enable development and new streets at ground level above would better support the EAP objectives.



Figure 4.1 Illustrative masterplan to show key principles for Euston Station and tracks applied to the new HS2 option. Ground level routes and a largely sub surface station would be preferable to better meet EAP objectives

Development principles

Development Principle EAP 1: Euston Station and tracks

A comprehensive approach to development at Euston Station and the front piazza will be required to help to transform the image of Euston, through facilitating new and improved links, the creation of high quality public spaces and new development. Camden Council and the Mayor will seek to ensure that a new or refurbished Euston station is of the highest architectural quality to create a world class station which facilitates new (preferably ground level) east-west and north-south routes through the site. There is potential for over 1,000 new homes and 7,200 jobs to be provided here. A significant proportion of any new office and/or research and development space should accommodate knowledge based, innovative and creative industries to capitalise on the potential to create a knowledge hub around Euston and King's Cross.

Land Uses

Overall mix:

The overarching approach to new development in this area should be for comprehensive commercial led mixed use development above and around the new and existing stations. As part of this there is potential for at least 1,000 homes mainly located above the northern half of the station and on a new deck above the tracks up to Hampstead Road which should provide the maximum reasonable amount of affordable housing (in line with Camden LDF policies DP3 and CS6), and 7,200 additional jobs focused above the station buildings. More homes and jobs may be possible and appropriate particularly if the former HS2 baseline scheme is reverted to or a similar largely sub surface station design which lowers the platforms and tracks is put forward in the future.



Knowledge economy priority:

There is potential for at least 170,000sqm of employment floorspace, which includes the re-provision of existing commercial floorspace, above the new HS2 and redeveloped/refurbished existing station. At least 30% will be encouraged to be provided as either office or research space for knowledge based, innovative or creative industries to support the creation of a knowledge cluster in the Euston Road/King's Cross corridor.

A mix of flexible office & research floorspace:

New grade A office space (B1a) should be provided with clear flexible floorplates to allow use by large corporates, academic institutions and innovative small businesses. Research and development floorspace (B1b) should be provided to support and attract existing expanding and new knowledge based, innovative and creative industries here

Enhanced retail offer:

The majority of the potential total EAP retail floorspace (20,000sqm) is likely to be focused in this area. There may be scope

for some comparison and convenience retailing. Careful consideration should be given to the relationship between additional retail and the role, character, vitality and viability of neighbouring centres. The exact amount and mix of retail proposed as part of development here should be supported by robust retail assessments in accordance with the requirements of the National Planning Policy Framework, which demonstrate that the proposed retail mixes do not negatively impact upon nearby centres and meets the needs of rail users and local people.

Social infrastructure:

Contributions from new housing development here will be required to assist the funding of a new 2FE primary school at North Euston Cutting and potentially additional school facilities in the Regent's Park Estate area (if additional housing is accommodated here) to meet the combined needs of the potential new population in this area. Appropriate contributions towards the provision of community facilities will also be expected.



Design

World class station design:

A new or refurbished station should be of the highest architectural quality.

Comprehensive development:

A comprehensive approach to over station development above any new station and existing station will be sought.

A joint masterplanning and development process will help to ensure delivery of high quality overall development.

Delivery of key routes:

Development above and around the new and existing stations should facilitate the delivery of the following key routes which are key parts of the overall urban design and transport strategies for the area. The preference would be for these routes to be provided as ground level streets with development either side, if a different station design which accommodates the station largely at a sub surface level is capable of delivery.

Drummond Street – Doric Way:

A new east-west route through the station concourse to connect Drummond Street and Doric Way should be provided as a clear and convenient through route, accessible throughout the day and night.

Euston Street:

The station building and entrances should be designed to front onto a re-established Euston Street which manages the transition between the differing street levels of Cobourg Street and

Eversholt Street to create an accessible level public route. This new route, public realm and space in front of the station should be designed to integrate and connect with Euston Square Gardens through attractive routes, public realm and new squares.

Robert Street – Phoenix Road:

A new east-west route connecting Robert Street with Phoenix Road designed with active frontages, well managed level changes to ensure accessibility and excellent quality public realm. Working with the new HS2 station design this would require either the relocation or reduction of the size of the service deck above the existing station and work to manage the level changes across the top of the stations to ensure this is an attractive and usable route.

Varndell Street – Polygon Road:

A new east-west link should be provided as part of the redevelopment of the station which links Varndell Street to Polygon Road. This route should be designed as a street for all users as a safe and overlooked space with generous dedicated provision for walking and cycling and connecting seamlessly to adjacent routes at each end.

A new north-south link:

A new north-south route within a redeveloped station should be provided to improve connections between Euston Road, new development to the north of the station and onwards to Camden Town.

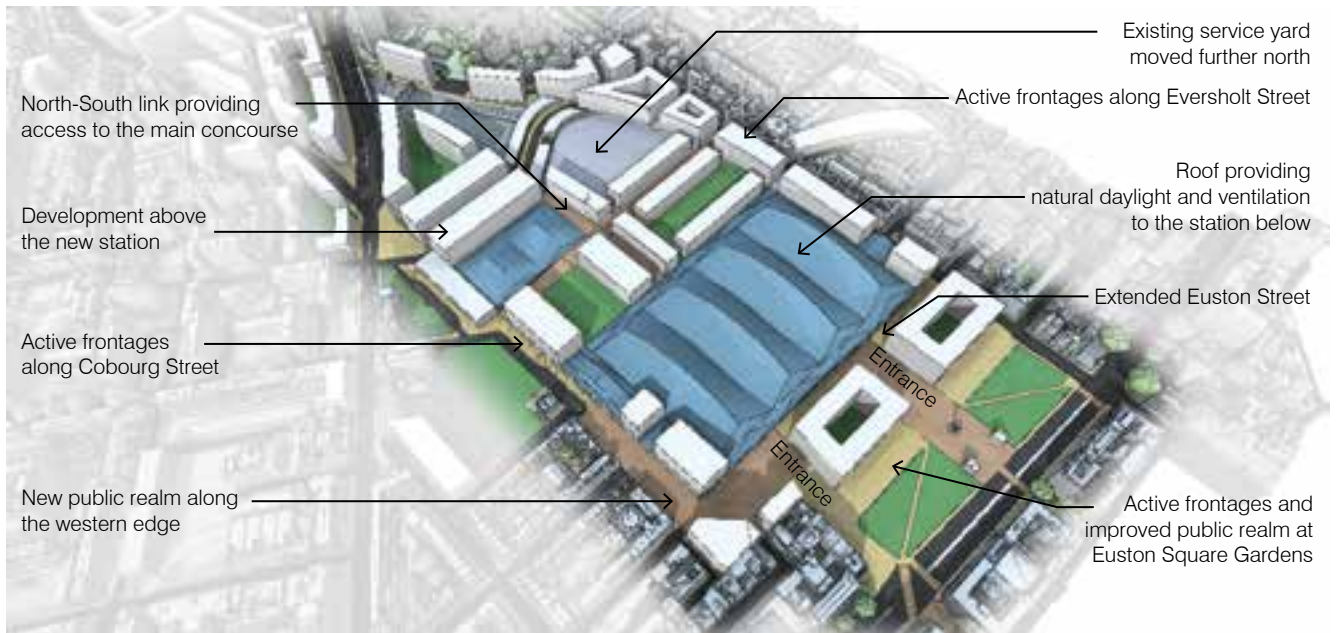


Figure 4.2 Illustrative 3D model of the proposed station with over-station development

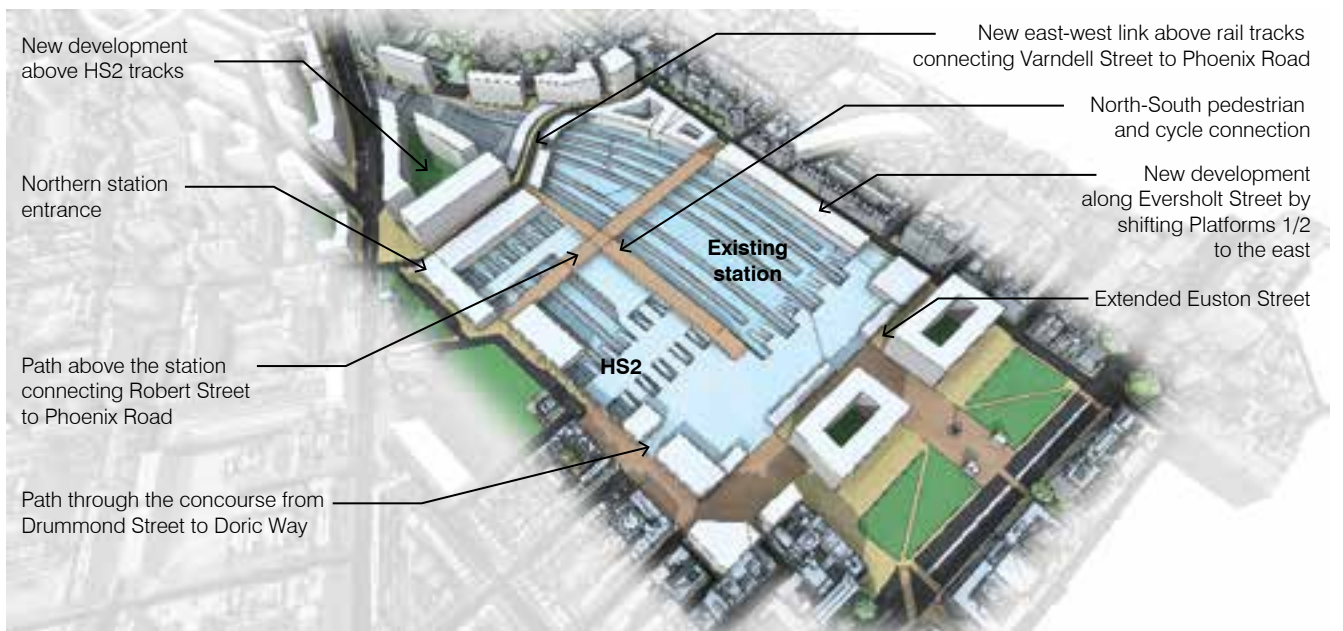


Figure 4.3 Illustrative 3D model of the proposed station showing internal station layout

Active frontages around the station:

Active frontages should be provided at ground floor around the edge of the station building(s).

Active frontages along Hampstead Road:

Active frontages and uses at ground floor level should be provided to reinforce the connection between Euston and Camden Town

New public space and buildings at the front of the station:

A comprehensive approach to the redevelopment of the area in front of the station is essential. This would require the redevelopment of the station piazza, 1 Euston Square, 1 Eversholt Street, Grant Thornton House and the Podium to create new high quality buildings and two new public squares in front of the station entrances. This also creates the opportunity to open up the historic route from the Euston Square Garden lodges on Euston Road to the new station entrance and to create a better relationship with gardens.

Euston Arch:

Subject to development viability considerations or securing separate funding, the Euston Arch could be rebuilt in the vicinity of its original location on the historic axis of Drummond Street if possible. The arch originally formed part of the façade of the original station building and therefore its reinstatement should be considered in this context.

Enhanced setting for Euston Gardens:

New development to the north of the gardens needs to be carefully composed to enhance, enclose and engage with the space.

Protecting and enhancing strategic views:

Development should largely be limited to 10 storeys to protect and enhance the Mayor's strategic view corridors. There may be potential for taller development in the south west and north eastern corners of the area, as shown in the overarching urban design strategy for heights (section 3.3) subject to detailed impact modelling in line with the Mayor's London View Management Framework guidance and heritage and design context.

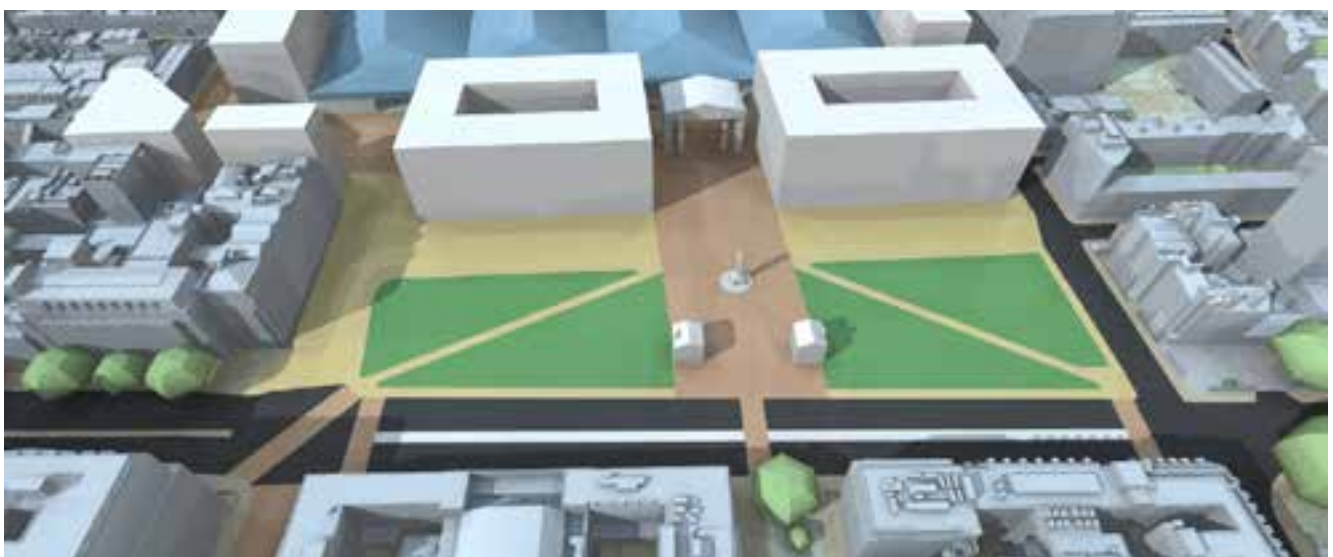


Figure 4.4 Illustration showing potential location of the reinstated Euston Arch close to its historical site

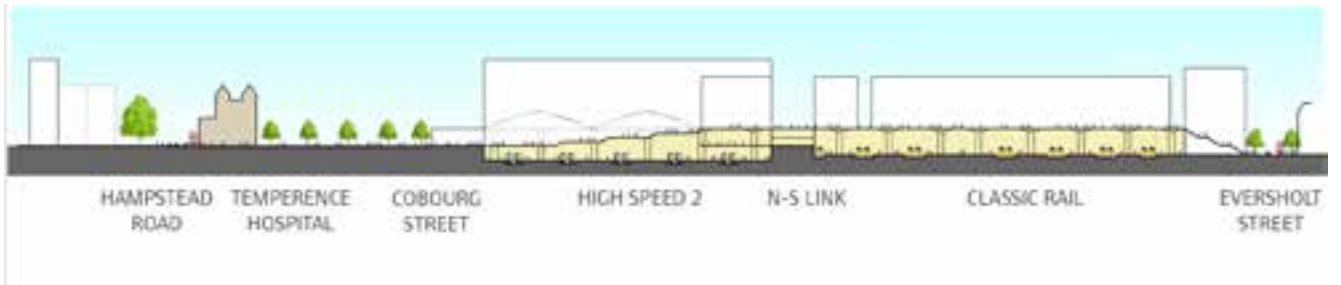


Figure 4.5 Indicative section A-A through the east-west pedestrian link above the station



Figure 4.6 Indicative section B-B through the station and over-station development

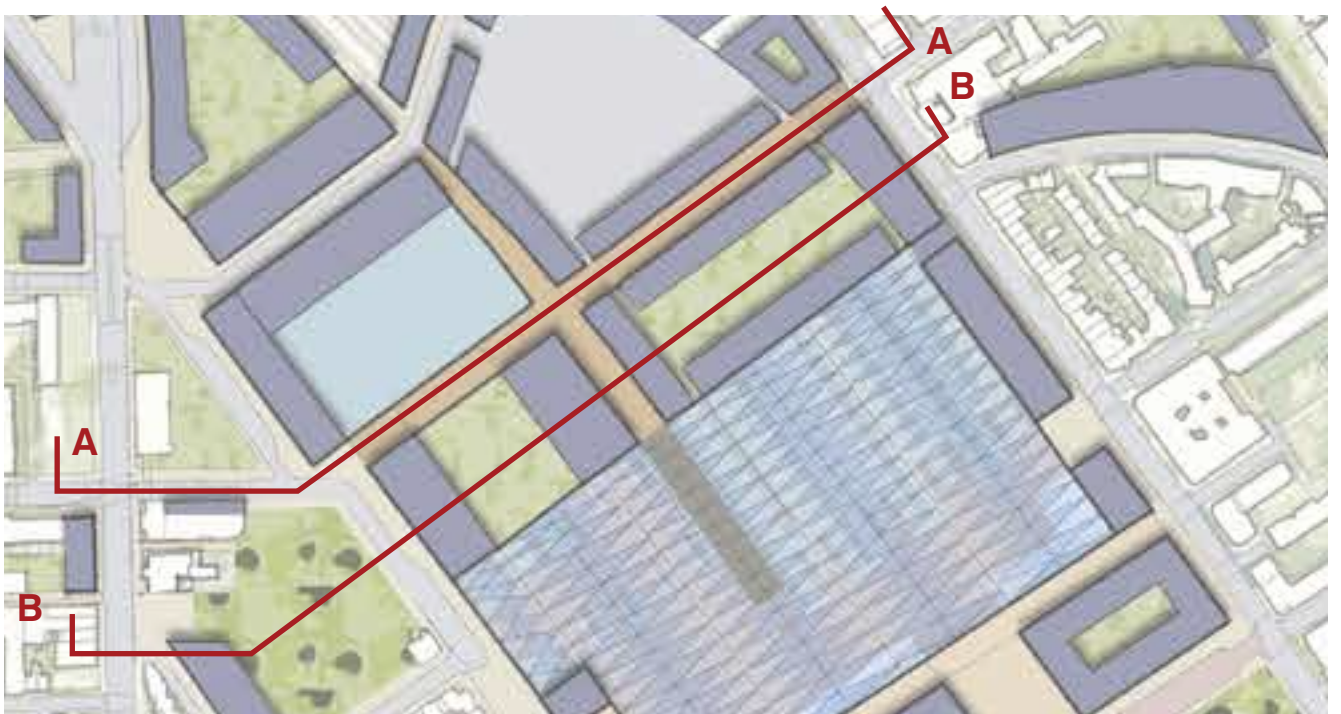


Figure 4.7 Indicative sections through the station

Transport and public realm

Improved station accessibility:

New station entrances east, west, south and north to facilitate walking and cycling to nearby destinations. Entrances at the north of the station would particularly help to encourage people to walk to Mornington Crescent and Camden Town.

Bus facilities:

In order to improve the setting of Euston Square Gardens a number of options for provision of enhanced bus facilities are being considered, including relocating the stops and stands to the existing street network or maintaining stops and stands in front of the station. Whichever option is progressed will need to be sensitively designed to create attractive public realm and facilitate safe pedestrian and cycle movement. The provision of bus facilities including high quality passenger waiting facilities and standing and turning for terminating services will be required to meet increased future demand and operational requirements.

High quality public realm at Cobourg Street:

Cobourg Street is proposed as a pedestrian and cycle priority area, where a careful approach to the design of the public realm will be required to also provide limited space for taxi standing, drop and pick up.

Managing demand and provision for taxis and private hire vehicles:

Whilst ensuring a high level of service for taxi users we want to try and reduce the impact which the vehicles have on the local area through:

- the use of taxi sharing and by promoting alternatives modes such as walk and cycling
- by encouraging the use of cleaner vehicles through the introduction of an ULEZ and ensuring that ranking and pick up / drop off are carefully managed

Provision of new routes:

New pedestrian and cycle routes should be facilitated by new development, as set out in detail in the design section above.

Provision of cycle facilities to meet new demand:

Cycle parking zones are proposed for key locations close to cycle routes, to help encourage cycling as a convenient way to travel to and from the station. The station site should provide significantly enhanced provision for cyclists in order to support an increase in the mode share of cycling from Euston Station.

Environment

A renewable energy centre location:

Development proposed in and around the station area should accommodate or contribute towards a renewable energy centre being delivered in this location to link into and serve the wider decentralised energy network.

Coordination with wider local energy network:

Development above and around the station should link into the wider decentralised energy network.

New open spaces and amenity space:

while with the maximum possible on-site publicly accessible open space should be provided, transport infrastructure constraints mean that it may be challenging to re-provide

the open space lost at St James's Gardens or meet all additional public open space demands on-site. Alternative provision will therefore be sought through the creation of a large new open space in the Drummond Street/ Hampstead sub area (see Section 4.4 below), along with contributions towards other off-site open space enhancements and on-site private open space provision.

Reducing flood risk through:

- The incorporation of Sustainable Urban Drainage Systems (SUDS) into the public realm design will be required to mitigate the risk of surface water flooding.
- Provision of green roofs and landscaped public realm



Delivery strategy

A comprehensive approach

A comprehensive approach to station and forecourt development is required, to secure well designed over station development across both the new HS2 station and a redeveloped Euston Station and facilitate the redevelopment of the station forecourt area. A joint planning approach is required from Network Rail and HS2 to ensure the design of the new HS2 station facilitates over-site development and forecourt area which meets the above development principles. Over-site development relies on the layout of HS2 tracks and station facilities to allow for the location of structural columns to support a deck for over-site development above the new and existing station. This is particularly important if the new HS2 station design is progressed with, but will still be important if the previous HS2 baseline or alternative largely sub surface station design are progressed, which would more readily meet the aspirations of this plan.

The delivery of development here should be closely linked to ambitions for new employment development. This will respond to the demand for central London commercial office space, the well evidenced growth and demand of the knowledge sector in and around Euston as well as the potential expansion requirements of health and, or, higher education institutions. The delivery of development here should be linked to and support the development of new housing, school and open space at North Euston Cutting, see section 4.3. This will help to ensure the best use of space above the

station and tracks is made and ensure that the opportunities for new housing in association with station development are maximised. If North Euston Cutting does not come forward, the land use mix on the Station and Tracks site may need to be reconsidered in the context of Camden's mixed use policy (policy DP1 of the Camden Development Policies).

Viability and funding

There is well established demand for commercial, institutional, retail and residential development in the Euston Area. Transaction and purchase values are high, and announcements of major development and occupier commitments across North of Oxford Street, Holborn, Fitzrovia, the Euston Road Corridor and King's Cross indicate the level of demand. The number of permitted and completed schemes is an indicator of fundamental viability in this location under a variety of circumstances.

Development above new and existing station facilities will challenges that are distinct from more typical at grade sites. The cost of providing a deck to support development above the HS2 station and tracks has been considered as part of high level viability testing for this plan. This is the most significant individual cost in developing in these areas, notwithstanding those expected to be covered by the construction of HS2 and over-site development itself. Estimated costs for the construction of decks to support either development or public realm have been provided by HS2. The high level testing of development scenarios has indicated that the

EAP illustrative masterplan is sufficiently close to viability to progress, although the delivery of affordable housing and open space will be more challenging in a location with such unusual costs. Densities have been tested at levels which are similar to those associated with over-site development at other locations in central London, as at Liverpool Street station.

Further refinement on detailed design will help to address viability, however additional funding from the Government through extra funding for the HS2 station at Euston or other mechanism may be required to help deliver all the EAP principles and objectives here. Further funding would be required for HS2 if the more comprehensive HS2 baseline scheme is reverted to, but this could deliver additional homes and jobs over and above the minimums set out here.

Delivery partners and mechanisms

The Department for Transport, HS2 and Network Rail will be critical in progressing any proposals for this area as well as Camden Council in their landowner (for some roads/areas and planning authority roles. HS2 is responsible for delivering the new rail route and associated infrastructure, whilst Network Rail and DfT will have an important role in progressing the over-site development potential above both the station and tracks. It is anticipated that a combination of these organisations will need to progress any development proposals through more detailed masterplanning and feasibility work and potentially seek to secure development partners and/or additional Government funding.

Phasing

It is anticipated that works to enable over-site development at Euston Station would largely happen within the HS2 delivery programme. Opening of the HS2 station is anticipated for 2026, which will include a year of testing prior to opening. The phasing set out below assumes that any over-site development occurs at the same time as providing a deck.

Medium term (2019 – 2024)

- Euston Station footprint constructed
- HS2 station footprint constructed
- Redevelopment of Euston Station forecourt and existing office blocks

Long term (2024+)

- HS2 station – open in 2026

CONSULTATION QUESTION:

Do you think the draft development principle for Euston Station and tracks addresses the EAP objectives?

Do you have any comments?

4.2 Euston Road

Key facts:

- Euston Road sub area has a wide variety of land owners and accommodates a range of commercial businesses and organisations
- It is a busy east-west transport route for vehicles (part of the TLRN and forms the boundary of the congestion charge zone) and pedestrians and connects the King's Cross regeneration area (to the east), residential communities to the north, Bloomsbury (to the south), Regent's Park (to the west) and Fitzrovia and the West End (to the south west).
- It contains a number of designated heritage assets including the Grade I Listed Church of St Pancras and the Grade II* Listed Euston Fire Station and is partly covered by Bloomsbury Conservation Area
- Euston Square Gardens is an underused protected London Square fronting onto Euston Road and providing the setting to the Euston Station complex once HS2 works are finished.
- The existing bus station arrangement to the north of the gardens is dated, impermeable and whilst very functional as an interchange it provides a poor setting for the station and gardens in design terms
- Euston Road is also a street with a number of commercial and institutional uses including UCLH, Wellcome Trust, Friends House and the British Library

Development principles:

Development Principle EAP 2: Euston Road

A: Euston Road will be transformed to provide a more pleasant and accessible street environment befitting its role as a national and international gateway to London. Elements of the historic design of Euston Square Gardens will be restored and opportunities to improve their setting through bus facility relocation or redesign and the design of new development to front onto them will be encouraged to create a more welcoming, usable and attractive green space.

B: Camden and TfL will work with developers and HS2 to improve / introduce new road crossings and the overall quality of the public realm. Development and proposals should lead to improved building frontages and active uses where opportunities emerge to create a more attractive and vibrant street.



Land Use

New developments should take opportunities to create a more vibrant and successful place along Euston Road, where opportunities emerge.

- Knowledge economy priority: Knowledge based uses will be supported, as part of a mix of uses, to reinforce the emerging knowledge corridor along Euston Road.
- Enhanced retail offer: Consideration of the extension of Central London Frontage to buildings to the west of Friends House to activate the street and support the retail role of the area.

Design

New developments should take opportunities to deliver improved building frontages for the Euston Road sub area where opportunities emerge.

- Active frontages: Redevelop or improve negative building frontages identified in figure 4.2, in particular through introducing well designed active frontages at ground floor level.
- Enhancing heritage assets: Improve the setting of and views to heritage assets, including the Church of St Pancras (Grade I Listed) and Euston Fire Station (Grade II* Listed).



Figure 4.8 Illustrative masterplan to show key principles for Euston Road

Transport and public realm

Improved pedestrian environment:

- Enhanced and enlarged pavement space to create an easier and more pleasant pedestrian environment where alterations to building line or the road allow
- Improved pedestrian crossings along Euston Road to ease north-south and east-west movement including at key junctions and at Friends House
- A new sub surface crossing linking Euston Station with Euston Square Station directly should be provided to help meet additional passenger demand and enhance road crossing options for pedestrians in general.

Improved cycle routes:

Improvements to existing east-west routes through the introduction of Advanced Stop Lines where they are not currently provided and improved cycle safety through cycle lanes and enforcement where alterations to building line or road allow. Improvements to cycle facilities will also be encouraged.

Improved wider connectivity:

Support wider connectivity and improve legibility of links to Bloomsbury, Fitzrovia, King's Cross and St Pancras, and residential communities to the north through road crossing and wayfinding improvements

Improved bus facilities:

Consideration of the reconfiguration to existing bus facilities, as set out in section 4.1 above, in order to enhance the local environment whilst maintaining an effective bus interchange

Sustainable future of Euston Road:

Camden will work with TfL to consider the future role and relationship with sustainable transport modes on Euston Road as part of the Euston Road Task Force work

Euston Road:

Euston Road's important role as a bus and cycle corridor should be maintained throughout the construction period of HS2.

Environment

Improving Euston Square Gardens:

- Euston Square Gardens could be improved to provide an enhanced entrance to Euston Station, and reinforce its role as an important green space and its status as a historic London Square. Key potential interventions include:
- Significantly improved landscaping, creating a more attractive place for users and mitigating noise from Euston Road through effective planting based on the historic layout
- Enhanced connectivity through the gardens
- Improving legibility to nearby destinations, including through effective wayfinding
- Enhancing its setting thorough redevelopment (or reconfiguration) of buildings to the northern edge of the square to provide an improved, more animated frontage (see Euston Station key design principles at section 4.1)
- Encouraging the use of the square for events and performance

Greened roads:

Deliver a greener environment with tree planting, landscaping and planters wherever opportunities emerge to mitigate noise and air quality issues along Euston Road in particular.

Delivery strategy

A comprehensive approach

This is a high visibility signature location in central London. This location will directly respond to the demand for central London commercial office space, the well evidenced growth and demand of the knowledge sector in and around Euston as well as the potential expansion requirements of health and, or, higher education institutions. It is also expected that renewed retail, dining and entertainment provision can be part of the offer here.

Viability, delivery partners and mechanisms

There is well established demand for commercial, institutional, retail and residential development in the Euston Area. Transaction and purchase values are high, and announcements of major development and occupier commitments across North of Oxford Street, Holborn, Fitzrovia, the Euston Road Corridor and King's Cross indicate the level of demand. The number of permitted and completed schemes is an indicator of fundamental viability in this location under a variety of circumstances. Camden Council, TfL, Network Rail and HS2 will all play a critical role in delivering improvements to the Euston Road area. HS2 should provide adequate temporary and long term measures to mitigate construction impacts in the area.

TfL is considering the long term role of Euston Road through its Road's Task Force project and an additional Euston Road specific report which considers short, medium and long term potential projects to deliver stakeholder aspirations for the road. Short term potential for temporary improvements to road crossings, bus facilities and cycle facilities, will be progressed by Camden Council, TfL, and HS2 and should be funded through the HS2 mitigation process where appropriate.

Phasing

Improvements to crossings, junctions and cycle routes can be delivered as part of a phased approach. However the construction of HS2 will make many of the suggested improvements difficult to deliver until the completing of these works. Therefore there may be short term temporary improvement opportunities, but many of the projects, such as the improvements to Euston Square Gardens would be implemented in the long term.

Medium term (2019 – 2024)

Greening of Euston Road, Enhanced bus facilities, Improved cycle facilities

Long term (2024+)

Euston Square Garden improvements

CONSULTATION QUESTION:

Do you think the draft development principle policy for Euston Road addresses the EAP objectives?

Do you have any comments?

4.3 North Euston Cutting

Key facts:

- Historic railway cutting largely owned by Network Rail
- Camden Town and Regent's Park Conservation Areas bound the cutting
- Numerous listed buildings, structures and undesignated heritage assets including the walls along Mornington Terrace, Clarkson Way and Park Village East have been identified as undesignated heritage assets through Camden Council's Local List process. Mornington Street Bridge itself is also an undesignated heritage asset, but the three brick piers at either end are Grade II Listed Structures.
- Contains Site 11 Granby Terrace of the Camden Site Allocations document (this site would be lost as a result of HS2)
- Significant HS2 construction impacts resulting in the loss of housing blocks within Regent's Park Estate (Eskdale, Silverdale and Ainsdale) and other properties including Stalbridge House and the Granby Terrace Depot
- As part of initial EAP consultation, the potential for new homes and open space above the tracks was supported by a number of respondents. However a number of respondents also considered that the space should be left open, or as open space only

Development principles

Development Principle EAP 3: North Euston Cutting

At least 1,400 new homes, open space, community facilities and improved pedestrian and cycle links could be provided above the southern part of the railway cutting to help make the most of this underutilised space and reconnect communities. Development proposals should be sensitive to the historic context and seek to preserve the setting of heritage assets through sensitive design and scale.





Figure 4.9 Illustrative masterplan to show key principles for North Euston Cutting

Land Use

New homes:

There is potential for at least 1,400 new homes to be developed above the tracks and on the HS2 worksites. Provision should include the maximum reasonable amount of affordable housing provision in line with Camden's LDF policies CS6 and DP3

New jobs:

New commercial uses should be provided at ground floor and potentially upper levels fronting onto Hampstead Road, to reinforce the role and function of this street. This space could provide approximately 230 new jobs.

Social infrastructure:

A new 2FE primary school should be provided as a minimum to support new housing here and above and around the station. Potentially a further 1-2 FE of school provision will be required to meet estimated school place demands in the area. Therefore contributions from development here combined with contributions from development around Euston Station, could contribute towards the funding of additional school facilities in the Regent's Park Estate if required to support further housing here. This is to ensure the combined needs of the potential new population are met within or close to the plan area. Contributions towards the provision of community facilities will also be expected

Design

Historic character and scale:

New development should be scaled to reflect the cutting's Conservation Area setting. Building heights should be in the region of 4-6 storeys to the north of the development parcel rising up to around 10 storeys to the south close to Hampstead Road.

Active frontages along Hampstead Road:

Active frontages and uses at ground floor level should be provided to reinforce the connection between Euston and Camden Town.

Character:

The design of new development and materials used should reflect and enhance the character of the surrounding historic townscape. Where possible, remaining sections of the railway cutting walls should be retained and incorporated into the design of new development.

Transport and public realm

New east-west links:

The design of new development should facilitate the creation of new east-west pedestrian and cycle links between Park Village East and Clarkson Row/Mornington Terrace to improve the permeability of the area.

Hampstead Road:

Hampstead Road's important role as a bus and cycle corridor should be maintained throughout the construction period of HS2.

Environment

New open spaces and amenity space:

There is potential to provide a publicly accessible open space of over 2,000sqm in this area. If additional funding could be secured, the additional railway area to the north of North Euston Cutting could provide a larger amount of open space (subject to engineering constraints).

Delivery strategy

A comprehensive approach

New development above and around the station and tracks to the south of Hamsstead Road (as described at section 4.1) should be linked to and support the development of new housing, school and open space here. This will help to ensure the best use of space above the station and tracks is made and ensure that the opportunities for new housing in association with station development are maximised.

Viability and funding

There is ongoing and well established market demand and need for housing in London, the London Borough of Camden and the Euston and Camden Town Areas. The resultant values have been used to underpin market led residential developments as well as mixed tenure approaches to estate renewal in across Camden. Affordable Housing and CIL Viability Studies at the London wide and Borough level have evidenced the viability of residential development under policy requirements.

The cost of providing a deck to support residential led development above the tracks has been considered as part of high level viability testing for this plan. This is the most significant individual cost in developing in

these areas, notwithstanding those expected to be covered by the construction of HS2 and over-site development itself. Estimated costs for the construction of decks to support either development or public realm have been provided by HS2. If additional funding could be secured a greater amount of open space could be provided here.

Delivery partners and mechanisms

The Department for Transport, HS2 and Network Rail will be critical in progressing any proposals for this area. HS2 is responsible for delivering the new rail route and associated infrastructure, whilst Network Rail and DfT will have an important role in progressing the over-site development potential above both the station and tracks. It is anticipated that a combination of these organisations will need to progress any development proposals through more detailed masterplanning and feasibility work and potentially seek to secure development partners and/or additional Government funding.

Phasing

It is anticipated that works to enable over-site development here would largely happen within the HS2 delivery programme. The opening of the HS2 station is anticipated for 2026, which will include a year of testing prior to opening. Resolving the layout of the tracks could be an earlier component of HS2's work, but given the amount of change and need to retain construction compounds in this area it is not anticipated that this area would be delivered until the longer term (2024+).

CONSULTATION QUESTION:

Do you think the draft development principle for North Euston Cutting addresses the EAP objectives?

Do you have any comments?

4.4 Drummond Street and Hampstead Road

Key facts:

- The Drummond Street/ Hampstead Road sub area contains a mix of uses including shops, restaurants, homes, St James Gardens open space and Maria Fidelis Lower School. Many of these will be heavily impacted by any station expansion westwards.
- Land ownership in the area is similarly diverse, and includes public and private ownership of buildings and land
- The Former National Temperance Hospital (Camden Site Allocation no. 12) building on Hampstead Road is of local heritage value and is likely to be affected by the construction of HS2
- Drummond Street is a designated neighbourhood centre and contains a diverse mix of uses including specialist ethnic restaurants and shops. This unique and special character is under threat.
- There are areas of historic and townscape character, but also areas that detract from the street scene which require action.
- Hampstead Road is part of the Transport for London Road Network, and provides an important north-south road connection between Euston Road and Mornington Crescent, but traffic dominance reduces the attractiveness of the local environment
- The sub area contains a number private and social rented homes

Development principles

Development Principle EAP 4: Drummond Street & Hampstead Road

Development proposals in Drummond Street/ Hampstead Road will protect and build upon the existing character of the area and heritage assets, and take opportunities to enhance connections, the public realm and building frontages where appropriate. Key priorities include the provision of a new public open space in the area and the protection and enhancement of Drummond Street as a vibrant neighbourhood centre through the construction of HS2 and after its opening.





- | | | | |
|--|---|--|---|
| | ENHANCED EXISTING LINK | | EXISTING BLOCK BUILDING LINE |
| | DEVELOPMENT ENABLED ENHANCED LINK | | NEW COMMERCIAL FRONTAGE |
| | NEW UPPER LEVEL ROUTE ABOVE STATION BUILDINGS | | POTENTIAL NEW RESIDENTIAL LED MIXED-USE DEVELOPMENT |
| | TAXI STANDING / ROUTE | | DRUMMOND STREET SPECIALIST RETAIL |
| | EXISTING OPEN SPACE TO ENHANCE | | GREENED ROAD |
| | NEW OPEN SPACE | | STATION ENTRANCE |

Figure 4.10 Illustrative masterplan to show key principles for Drummond Street & Hampstead Road – illustration based on new HS2 station design – ground level east-west links across the station would be preferred if deliverable as part of any future station design

Land Use

A balanced mix of new uses:

New floorspace provided in the development opportunity sites identified in figure 4.4 are likely to be predominantly residential, along with other mixed uses including employment. The historic and vibrant character of the area indicates that this area would be suitable for creative uses as part of conversions and mixed development which will be supported, particularly as meanwhile uses in any vacant properties potentially impacted by the construction of HS2.

Protecting Drummond Street's role:

Supporting the vibrancy and specialist role of Drummond Street neighbourhood centre during and after the construction of HS2 or any station redevelopment:

- No further loss of ground floor retail uses in Drummond Street will be allowed, as retail units already provide under 50% of overall units along the street.
- Potential for additional food, drink and entertainment uses to a higher amount than usually sought in Camden's neighbourhood centres, subject to an assessment of impacts on the local area.
- The amalgamation of smaller ground floor units on Drummond Street into larger premises should be avoided wherever possible. Where opportunities emerge for new development in the Drummond Street/ Euston Street area, no ground floor premises should be larger than 100 sqm.

Supporting meanwhile uses:

Properties immediately west of the HS2 Euston Station footprint are likely to be significantly affected by construction works and, in the longer term, may be affected by proximity to the station building. Flexibility will therefore be applied in considering proposals for 'meanwhile' uses for developments where the current use is not viable as a result of construction work associated with HS2. In exceptional circumstances, a permanent change of use would be considered where it can be demonstrated that the use would no longer be viable due to the station building or use.



Design

Protecting and enhancing existing built character in the area by:

- Protecting buildings and groups of buildings of historic character, and which make a positive contribution to the streetscape
- Maintaining and respecting prevailing building heights and scale. Where new infill opportunities emerge around Drummond Street/ Euston Street, the fine grain nature and limited scale of the area (three to four storeys) should be respected
- Supporting refurbishment works to reverse inappropriate alterations to some historic buildings and terraces
- Encouraging shopfront enhancements along Drummond Street, to improve the street scene and better reflect the historic character of buildings on the street
- Supporting infill or redevelopment of sites or buildings that currently detract from the street scene
- Retention of remaining listed structures in St James's Gardens and relocation of listed structures that fall within the expanded Euston Station footprint.

Design of new development:

Ensuring development sites improve the urban fabric and street scene and integrates with its surrounding context:

- The National Temperance Hospital site: The opportunity exists to enhance the relationship with St James's Gardens and Hampstead Road. This site is allocated in the Camden Site Allocations document. The existing buildings on the site may be demolished as part of works to enable the construction of HS2 but the potential to retain and reuse the buildings in whole or in part will be encouraged
- Cobourg Street: Over the longer term, the frontage on the west side of Cobourg Street, located between (and incorporating parts of) Drummond Street and Euston Street could be redeveloped to provide a more attractive frontage that responds better to its new context, adjacent to the expanded Euston Station.
- Active ground floor uses will be sought on frontages facing onto Hampstead Road and the new public open space.

Transport and public realm

Drummond Street pedestrianisation:

Pedestrianisation/ local traffic only in the Drummond Street/ Euston Street area;

Enhanced Hampstead Road public realm:

An enhanced public realm along Hampstead Road, including improved pedestrian crossings and cycle facilities

New Euston Station north west entrance:

A new entrance at the north western corner of the station should be set within high quality public space with active frontages and uses around it wherever possible to provide a vibrant new access point to the station.

Hampstead Road:

Hampstead Road's important role as a bus and cycle corridor should be maintained throughout the construction period of HS2.

Encouraging cycling:

Provision of additional bicycle parking and bicycle hire stands on streets, where opportunities emerge and sufficient space can be maintained for pedestrians

Minimising taxi impacts:

Managing impacts of taxis on the public realm along Hampstead Road. Taxi movements to and from Euston Station will need to be carefully managed in order to avoid negative impacts on the local area. This issue is dealt with in the Euston Station policy text above.

Environment

New open space:

The new open space in the sub area provides the opportunity to re-provision of open space and biodiversity value lost as a result of the loss of part of St James's Gardens, as well as deliver additional open space to meet needs generated by growth and development in the Euston area. Opportunities should be maximised to use the open space to deliver the priorities established in Section 3.5 (Environment and open space strategy).

Greening of Hampstead Road:

Tree planting will be implemented where possible on Hampstead Road, in order to provide a more pleasant environment and contribute to the mitigation of noise and air pollution from vehicles using the road.



Delivery strategy

Impact of HS2

There is the potential for the vitality and viability of Drummond Street as a neighbourhood centre to be significantly negatively affected by disruption from HS2 construction. LB Camden is working with HS2 to identify appropriate measures to mitigate these impacts in order to secure the long term commercial viability of the street.

Viability, delivery partners and mechanisms

- Enhancements to historic buildings and shop fronts – mainly in private hands, therefore mainly a facilitation role. Likely that value of buildings will rise with nearby regeneration, meaning it is likely that there will be opportunities will emerge during the plan period, with activity likely to increase towards end of plan period.
- New open space: to be secured as part of HS2 Bill, funded through HS2. Delivery towards end of plan period following HS2 construction.
- Drummond Street/Cobourg Street pedestrianisation: Pedestrianisation/ local traffic only in the Drummond Street/ Euston Street area: implemented by LB Camden, funded by Camden/ HS2. Delivery towards end of plan period following HS2 construction.
- Public realm/ transport works to Hampstead Road: Likely to be funded through TfL and Camden transport budgets? Delivery would be towards end of the plan period following HS2 construction.

Phasing

- Other sites along Hampstead Road: as opportunities emerge during plan period.
- A new development block fronting onto St James's Gardens: towards end of plan period following construction of HS2

Medium term (2019 – 2024)

- Hampstead Road sites
- Development block fronting St James Gardens

Long term (2024+)

- National Temperance Hospital
- Frontage on the west side of Cobourg Street, located between Drummond Street and Euston Street: towards end of plan period, following construction of HS2.

CONSULTATION QUESTION:

Do you think the draft development principle for Drummond Street and Hampstead Road addresses the EAP objectives?

Do you have any comments?

4.5 Regent's Park Estate

Key facts:

- Camden Council housing estate built in 1950s, with a Peabody estate to the north which is included within Regent's Park Conservation Area
- Mix of building and unit types, set in landscaped space which creates lack of clear definition between private space as well as fronts and backs which creates community safety issues
- Cumberland Market open space, plus two London Squares of Clarence Square and Munster Square
- Contains Camden Site Allocations: Site 14 Westminster Kingsway College, Regent's Park Centre, Longford Street and Site 15 Land at Goldsmith's House and adjoining land, Cumberland Market Estate, Park Village East/ Augustus Street
- Regent's Park a 10 minute walk for most residents but there is a lack of clear routes
- Significant HS2 construction impacts resulting in the loss housing blocks within Regent's Park Estate (Eskdale, Silverdale and Ainsdale) and other properties including Stalbridge House. At least 191 homes will be lost on the estate with a further 153 close to construction. This combined with construction impacts has significant impacts on the community here.
- Uplift to the Euston environment should generate investment opportunity in the local area and opportunities to raise the quality of building stock and significant benefits to the local community and economy could be realised including better homes
- Includes Goldsmith House proposed for redevelopment as part of Camden's emerging Site Allocations DPD

Development principles

Development Principle EAP 5: Regent's Park Estate

Opportunities to accommodate new and replacement homes within Regent's Park Estate will be sought. Proposals should:

- enhance the design and layout of the estate to make it easier to move around;
- provide overlooking and active frontages onto the streets to enhance community safety
- improve access and use of existing open space at the estate and the estate in general
- contribute towards improved wayfinding and access to Regent's Park
- create clear definition between public and private spaces









- | | |
|---|---|
|  ENHANCED EXISTING LINK |  REPLACEMENT HOUSING POTENTIALLY AFFECTED BY HS2 |
|  LONG TERM ASPIRATION FOR BETTER LINKS |  POTENTIAL REDEVELOPMENT OPPORTUNITY |
|  EXISTING OPEN SPACE TO ENHANCE |  INFILL AND RENEWAL OPPORTUNITY AREA |
|  NEW OPEN SPACE |  ENHANCED COMMUNITY FACILITIES AREA |
|  NEW BUILDING FRONTAGE |  GREENED ROAD |
|  NEW COMMERCIAL FRONTAGE | |
|  IMPROVED COMMERCIAL GROUND FLOORS | |

Figure 4.11 Illustrative masterplan to show key development principles for Regent's Park Estate

Uses

New homes:

Potential for at least 300 homes as replacement housing (see point below) shown in lilac in figure 4.11 together with additional opportunities for infill and renewal in the wider estate. Existing additional housing opportunities are also shown at the Goldsmith's House and adjoining land site (Site Allocation 15) and as part of a mixed use development re-providing the existing community facilities at the Surma Centre site on Hampstead Road. Camden Council will work with the local community to look at detailed options for housing renewal and re-provision in the wider estate based around the key principles set out below.

Priority for replacement homes:

The priority will be to provide replacement homes lost due to the construction of HS2 utilising short term opportunities for infill development in the estate. Potentially 191 homes are directly affected on Regent's Park Estate (required to widen the railway cutting) and a further 153 are at risk as they are immediately adjacent to the construction zone. Further work is needed by HS2 to consider the implications of construction on these blocks. If these blocks are adversely impacted by HS2 figure 4.11 illustrates the potential layout of re-provided housing. There are limited opportunities for infill within the estate, therefore opportunities for infill in the wider area will also be investigated.

Social infrastructure:

The continued use of the Westminster Kingsway College (Site Allocation 14) for education uses is supported, and only if satisfactory relocation of these uses can be found will residential redevelopment be considered. New or expanded primary school space may be required in the locality in addition to that provided at North Euston Cutting through additional contributions towards providing new school spaces to meet the combined needs of new residents in the area to the west of Hampstead Road. Appropriate contributions towards the provision of community facilities and replacement facilities will also be expected. In the long term, the Hpod and community facilities on Cumberland Market could be relocated within any surrounding new development.



Design

Restoring the historic street pattern:

Any new development should be designed to help to re-establish the historic street pattern and define public and private space. This will help to engender ownership, community cohesion and enhance accessibility and wayfinding.

New links:

Any opportunities for new development or renewal should help to open up additional links to Albany Street and Hampstead Road (as illustrated in figure 4.11) and on the central axis of the estate between the squares, to help improve accessibility and wayfinding around the estate and to Regent's Park.

Building design:

Buildings should have doors and windows overlooking the street or active frontages such as shop or community uses at ground level to enhance natural surveillance, perception of safety and encourage walking and cycling.

Active ground floor uses:

Encourage active ground floor uses including commercial/retail and community uses along Robert Street and Hampstead Road to consolidate the existing local shops here.

Shop front improvements:

Shop front improvements to the existing units along Hampstead Road will be supported to create a more vibrant image for the street.

Transport and public realm

New and improved links:

Enhancing walking and cycling links between Albany Street and Hampstead Road through improving existing links and establishing new links where made possible by long term development opportunities to improve accessibility to the station and create long distance east-west routes linking to St Pancras and King's Cross and to Regent's Park.

Environment

Improving and protecting the squares:

Development should contribute towards improving and protecting the three linked Squares on Regent's Park Estate (Clarence Gardens, Munster Square, Cumberland Market) and enhancement the links between them to contribute towards a well connected network of green spaces.



Enhancing the use of existing green spaces:

Enhancing existing green spaces on estate land through turning them into publicly accessible spaces or supporting strategies for community use such as gardening/allotments, where this does not conflict with the potential for short term replacement housing.

Improving the use of Regent's Park:

Opportunities for estate residents and Camden Council to work with Royal Parks to enhance local community access and use of Regent's Park, potentially through events and programmes should be investigated, and could be supported through the HS2 open space mitigation workstreams.

A temporary renewable energy centre location:

Regent's Park Estate could accommodate a small temporary renewable energy centre designed to kick start the implementation of a wider decentralised energy network for the area to the north of Euston Road prior to the delivery of a permanent centre at Euston Station. In the long term development will be expected to contribute towards delivering a wider energy network in line with the EAP energy masterplan.

Delivery strategy

Replacement housing and long term planning

There is a shorter term need to accommodate housing to replace that lost due to the construction of HS2. This process will also necessitate the consideration of longer term aspirations and requirements for Regent's Park Estate and its function as a whole. Camden Council will work with local residents and businesses to test the fit of this approach with their aspirations and also options for the amount, type and range of housing possible at Regent's Park Estate following on from the aspirations for new and improved routes and opportunities identified at figure 4.11. The Council is working to ensure that homes should be reprovided in the local area as a key priority.



Viability and funding

There is ongoing and well established market demand and need for housing in London, the London Borough of Camden and the Euston and Camden Town Areas. The resultant values have been used to underpin market led residential developments as well as mixed tenure approaches to estate renewal in across Camden. Affordable Housing and CIL Viability Studies at the London wide and Borough level have evidenced the viability of residential development under policy requirements.

Further work to test viability and funding of any additional housing proposed at later stages will be required following more detailed feasibility testing and consultation with residents.

Delivery partners and mechanisms

- Regent's Park Estate: Camden Council will be the key delivery agent and their Community Investment Programme will be the key delivery mechanism working with HS2 where appropriate to mitigate housing lost. Further feasibility work and community involvement will be required to test the potential for infill homes.
- Shop front improvements: Opportunities to secure funding from Lottery Funding, as mitigation from HS2 or support through the Regent's Park CIP work.

Phasing

In order to provide replacement housing at Regent's Park Estate shorter term investigation of shorter term infill development will be undertaken by the Council with estate residents. The replacement of homes if any are directly affected by HS2 will be developed after the completion of the HS2 works.

Short term (2013 – 2018)

Regent's Park Estate development opportunities and potential infill sites identified through further work

Medium term (2019 – 2024) - Long term (2024+)

Other infill opportunities at Regent's Park Estate (if identified)

CONSULTATION QUESTION:

Do you think the draft development principle for Regent's Park Estate addresses the EAP objectives?

Do you have any comments?

4.6 Ampthill & Mornington Crescent

Key facts:

- Ampthill Square Estate is owned by Camden Council
- Built in the 1960s in an open plan layout with low community buildings interspersed with three tower blocks and includes a tenants and residents hall along its southern boundary.
- Potential to provide additional homes and jobs here, with improved east-west movement routes which are currently gated
- Harrington Square and a small green space in the centre of Ampthill estate are protected under the London Squares Act and are public open space
- There are a number of listed buildings surrounding Harrington Square including terraced housing and Greater London House
- Contains Camden Site Allocation 13 1-39 Drummond Crescent (Euston Traffic Garage)
- The area is partly covered by Camden Town Conservation Area
- Somers Town Neighbourhood Forum and plan area cover the Ampthill Estate

Development principles

Development Principle EAP 6: Ampthill & Mornington Crescent

Opportunities to enhance the public realm and accommodate new and replacement homes within Ampthill Estate will be sought. Proposals should:

- enhance the design and layout of the estate to make it easier to move around
- provide overlooking and active frontages onto the streets to enhance community safety.
- reprovide enhanced community facilities as part of any development.





- | | | | |
|--|--------------------------------------|--|---------------------------------------|
| | ENHANCED EXISTING LINK | | EXISTING BLOCK BUILDING LINE |
| | DEVELOPMENT LED ENHANCED LINK | | NEW FRONTAGE TO COMPLETE BLOCK |
| | LONG TERM ASPIRATION FOR BETTER LINK | | ENHANCED EXISTING RETAIL FRONTAGE |
| | EXISTING OPEN SPACE TO ENHANCE | | POTENTIAL NEW RESIDENTIAL DEVELOPMENT |
| | NEW OPEN SPACE | | ENHANCE COMMUNITY FACILITIES AREA |

Figure 4.12 Illustrative masterplan to show key principles for Ampthill & Mornington Crescent

Uses

New homes:

Potential for at least 140 additional homes provided as largely infill development along the edge of the railway cutting and potentially further infill opportunities on the estate can be explored. This should include the maximum reasonable amount of affordable housing provision in line with Camden LDF policies DP3 and CS6.

Priority for replacement homes:

Of these homes, the priority will be to provide replacement homes lost due to the construction of HS2 at Regent's Park Estate, if the timing of their delivery allows, to complement any opportunities for infill development in Regent's Park Estate.

Social infrastructure:

Development should reprovide the existing community facilities here, the Amptill Community Hall, and contribute towards additional or enhanced community facilities where appropriate.

Design

Reinstating the historic street patterns:

New development should help to reinstate the historic street pattern to improve enhance, protect and improve the accessibility, legibility and way finding of Amptill and Harrington Squares.

Building frontage design:

Should address the relationship between the buildings and the street to encourage walking and cycling particularly through the London Square to new housing to the east and north Somers Town to the west.

Active frontages:

Creating new and or enhancing active ground floor commercial/retail uses particularly in the central section of the estate along the Eversholt Street frontage.

Transport and public realm

Enhanced pedestrian and cycle links:

Enhanced pedestrian links between Mornington Crescent and Euston Stations. This can be achieved through a variety of measures including public realm improvements, road crossing improvements, improved signage and lighting, traffic management at Harrington Square and introducing new shops and activity at ground floor along the length of Eversholt Street and Hampstead Road.

Eversholt Street:

Eversholt Street's important role as a bus and cycle corridor should be maintained throughout the construction period of HS2.

Bus facilities option:

The area to the north eastern corner of the station at Eversholt Street could accommodate limited bus facilities to allow for the wider reconfiguration of the facilities around the station. If facilities are necessary then they need to be designed to minimise impacts on the pedestrian and cycle environment, still allow for development and active frontages at this corner of the station site area and are set within a high quality public realm.

Environment

Enhancements to open spaces:

New development in this area should contribute towards improvements to existing open spaces in the area, Amptill Square and Harrington Square.

Delivery strategy

Replacement housing and long term planning

The illustrative masterplan shown has been developed in response to the shorter term need to accommodate housing to replace that lost due to the construction of HS2 at Regent's Park Estate. Due to the pressing need to find locations where development can be quickly progressed in the local area, sites at Amptill may need to be utilised to help with this. Camden Council will work with local residents and businesses to test options for the amount, type and range of housing possible at Amptill Estate following on from the opportunities identified at figure 4.6.

Viability and funding

There is ongoing and well established market demand and need for housing in London, the London Borough of Camden and the Euston and Camden Town Areas. The resultant values have been used to underpin market led residential developments as well as mixed tenure approaches to estate renewal in across Camden. Affordable Housing and CIL Viability Studies at the London wide and Borough level have evidenced the viability of residential development under policy requirements.

Further work to test viability and funding will be required following more detailed feasibility testing and consultation with residents.

Delivery partners and mechanisms

Camden Council will be the key delivery agent and their Community Investment Programme will be the key delivery mechanism. Further feasibility work and community involvement will be required to test the potential in more detail.

Phasing

In order to help replace Camden's housing potentially lost due to HS2 construction at Regent's Park Estate, sites within Amptill capable of delivery in the shorter term may be prioritised for this purpose. The remainder of the potential opportunities would be expected to be a longer term project.

Short to long term (2013 – 2026+)

- Amptill new residential opportunity sites

CONSULTATION QUESTION:

Do you think the draft development principle for Amptill & Mornington Crescent addresses the EAP objectives?

Do you have any comments?

4.7 West Somers Town

Key facts:

- Churchway Estate, Drummond Crescent and Maria Fidelis School are key to delivering aspirations for the area
- Eversholt Street is a key vehicular route from Euston Road to Camden Town.
- Eversholt Street and Charlton Street provide most of the shops, and market, for the area
- Eversholt Street suffers from poor pedestrian and environmental quality opposite the blank side wall of Euston Station.
- Drummond Crescent Garage is a Site Allocation (Site 13) in LBC's Site Allocations DPD
- Post war housing development and the expansion of Euston station has in reduced connectivity particularly between Euston station and St Pancras/King's Cross to the east.
- Is adjacent to Edwardian and inter war social housing blocks of historic importance.
- Somers Town Neighbourhood Forum and plan area cover this area
- Somers Town Community Investment Programme being progressed by Camden Council covers this area

Development principles

Development Principle EAP 7: West Somers Town

New and improved routes between Euston Station, St Pancras and King's Cross will help to enhance the connectivity of the wider area. Eversholt Street will be a greened and vibrant route with shops and ground floor active frontages on both sides of the street. The redevelopment of Drummond Crescent to provide new school facilities and opportunities for the renewal/ intensification of Churchway Estate will be investigated working with the local community.

Uses

New homes and school provision at the following sites:

- Churchway: opportunities for renewal and intensification of the Churchway Estate will be explored with residents and the local community.
- Drummond Crescent & Maria Fidelis School: Mixed use development: education and housing. The key priority for this site is the consolidation of the two sites of Maria Fidelis School utilising the combined site of Drummond Crescent and the existing school site on Phoenix Road.

Social infrastructure

New housing development should contribute towards school places provision potentially through the expansion of nearby Edith Neville by 1FE if sufficient need exists for additional primary school places in the area arise.



- | | | | |
|--|---|--|---------------------------------------|
| | ENHANCED EXISTING LINK | | ENHANCED COMMERCIAL FRONTAGE |
| | DEVELOPMENT LED ENHANCED LINK | | NEW COMMERCIAL FRONTAGE |
| | LONG TERM ASPIRATION FOR BETTER LINKS | | POTENTIAL NEW RESIDENTIAL DEVELOPMENT |
| | EXISTING OPEN SPACE TO ENHANCE | | COMMUNITY FACILITIES |
| | NEW OPEN SPACE | | EDUCATION AND HOUSING MIXED USE |
| | EXISTING BLOCK BUILDING LINE | | GREENED ROAD |
| | NEW BUILDING FRONTAGE TO COMPLETE BLOCK | | |

Figure 4.13 Illustrative masterplan to show key principles for West Somers Town, the routes across the station are based on the new HS2 station design option, ground level routes would be preferable if deliverable.

New and improved retail:

New and improved retail and other commercial uses that meet the needs of local people. The provision of active frontages along the eastern flank of a redeveloped Euston Station would enable the provision of active uses on both sides of Eversholt Street and create a more vibrant and viable neighbourhood centre.

Design

Reinstate historic street patterns:

Reinstate historic street pattern particularly at Churchway and Lancing Street to achieve improved cycling and walking create active streets and routes

Shop front improvements:

Shop front improvements to the existing units along Eversholt Street and Phoenix Road will be supported to create a more vibrant image for the street.

Drummond Crescent design:

At Drummond Crescent: a school led mixed use development that preserves the historic curve of Drummond Crescent and improved and safe pedestrian routes through the site which may require housing or other appropriate uses to fund it.

Transport and public realm

New and enhanced routes:

New development should facilitate improved east-west connections along key routes to link Euston and St Pancras stations as illustrated in figure 4.7.

Pedestrian and cycle improvements on Eversholt Street:

Enhanced pedestrian crossings and cycle facilities on Eversholt Street particularly through improving crossing points and careful design of junctions to better facilitate pedestrian and cycle movement.

Minimising the impact of the construction of Crossrail 2:

Recognising that the delivery of Crossrail 2 at Euston St Pancras is necessary to deal with increased Underground demand associated with HS2. Measures to minimise the impact of its construction on the West Somers Town community will be required, particularly through minimising works required and managing construction impacts.

Environment

Greening of Eversholt Street:

Implement a green road strategy on Eversholt Street to improve the environmental quality of the street. This could include additional tree planting, landscaping, public realm improvements and securing pockets of new open space along the road in conjunction with development opportunities at Euston Station.

Open space:

New open space should be provided to support new housing development at Churchway and as part of the Drummond Crescent development. The open space should contribute towards the achievement of the green infrastructure strategy (see section 3.5).

Delivery strategy

A planned approach

This area is included in Camden Council's Somers Town Community Investment programme. A regeneration strategy developed to use the land assets to address the priorities of local people including new housing, community safety access to jobs and training and open space has been approved by Camden Council. At the same time the Somers Town Neighbourhood Planning Forum are working towards developing a plan for Somers Town and Ampt Hill. The Forum seeks to promote sustainable development in the neighbourhoods of Somers Town and it is hoped that the key principles contained in this document will aid the delivery of the objectives of the forum. Camden Council will continue to liaise with residents of Churchway to discuss future options for the estate.

Viability, delivery partners and mechanisms

Churchway:

Camden Council will work with residents and the community to test the potential for the renewal/intensification of the estate and if opportunities are supported through this work the Council will work to identify potential sources of funding or delivery partners.

Drummond Crescent:

The site is currently owned and used by the Metropolitan Police Authority. The Department for Education through the Education Funding Agency (EFA) are working with Camden Council and HS2 to discuss the delivery of the relocation of Maria Fidelis School to this site. Funding for building the school has been committed by the EFA and discussions to fund site acquisition are ongoing.

Crossrail 2:

TfL and DfT are progressing this scheme and it is expected would secure appropriate funding mainly through Government sources.

Shop front improvements:

Opportunities to secure funding from Lottery Funding, or as mitigation from HS2 if impacts on the existing shops are identified or support through the Somers Town CIP work.

Phasing

The delivery of a combined Maria Fidelis School at the Phoenix Road/ Drummond Crescent site is required in the short term to allow for consolidation to occur prior to the commencement of the construction of HS2, which is a critical driver in this move.

Short term (2013 – 2018)

- Drummond Crescent site

Medium term (2019 – 2024) -

- Redevelopment of Churchway Estate

Long term (2024+)

- Crossrail 2

CONSULTATION QUESTION :

Do you think the draft development principle for West Somers Town addresses the EAP objectives?

Do you have any comments??



5

Monitoring and next steps

5 Monitoring and next steps

The London Borough of Camden will monitor the effectiveness of this Plan in delivering its objectives. The Council currently monitors its LDF Core Strategy and Development Policies by regularly assessing their performance against a series of indicators and publishing the results annually. The Council will assess planning outcomes in the Euston Area Plan and the implementation of this Plan against these indicators where they are relevant and publish the results alongside the findings of borough-wide monitoring.

Key potential triggers for a review of the whole or part of the plan/strategic principles or development principles include:

- Cancellation of HS2;
- Fundamental change to the proposed design of Euston Station;
- Changes to growth figures set out in the London Plan or Camden Core Strategy;
- Significant above-ground implications for Euston from the proposed Crossrail II station at Euston-St Pancras; and
- Significant economic change that would affect development viability or the economic role of Euston.

The GLA will monitor the delivery of homes and employment growth in the Euston area, in order to assess performance against London Plan targets, in particular Opportunity Area targets.

Camden and the GLA will also monitor government and London wide policy and changes in legislation to make sure that the Plan continues to be consistent with relevant national, regional and local planning policies, and to identify any the need to review or reassess the approach taken in this Plan.



Glossary
Objectives checklist

Glossary

Affordable housing

housing that is available below the market rate, including social rented housing, affordable rent and intermediate housing.

Area Action Plan

An Area Action Plan is a local plan document produced by local authorities, such as Camden Council, which set out planning guidelines for areas where significant change is envisaged. It forms part of a council's collection of planning policy documents, in a Local Development Framework. It is required to be Examined by a Planning Inspector and should be prepared in consultation with local communities.

At-grade

street level

Camden Planning Guidance

a set of guidance covering a range of themes which provides supplementary advice regarding how Camden's planning policies are implemented.

Core Strategy

Camden's Core Strategy sets out the key elements of the Council's planning vision and strategy for the borough.

Creative industries

industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property (DCMS 2001)

Crossrail 2

a proposed new high-frequency, high-capacity rail line running between south west and north east London. Preliminary work has identified two possible routes: a Metro option offering a high-frequency, underground service across central London and a Regional option connecting central London with areas to the north east and south west.

Decentralised energy network

the local generation of electricity and where appropriate, the recovery of the surplus heat (combined heat and power – CHP) for purposes such as building space heating and domestic hot water production. Networks can serve a variety of buildings and uses across a neighbourhood area.

Development Policies

the Camden Development Policies sets out detailed planning criteria that we use to determine applications for planning permission in the borough.

Euston Area Plan

A document which sets out objectives and planning policies to guide new development, improvements and change in the Euston Area. It is being produced over the next two years and there will be opportunities to comment on the plan as it being produced. It is being produced jointly by the Greater London Authority (GLA), Camden Council and Transport for London (TfL). The Plan will be adopted as part of Camden's Local Development Framework and also adopted by the GLA as a Supplementary Planning Guidance to the London Plan.

Greater London Authority (GLA)

The GLA was created by the GLA Act of 1999 and formally established on 3 July 2000. The GLA Act of 2007 introduced additional and enhanced powers for the Mayor of London and the London Assembly in several areas including housing, planning, climate change, waste, health and culture.

Green infrastructure

green spaces and features, including includes open spaces, landscaping, urban green spaces and public realm; street trees; and green and brown walls and roofs.

Green and brown roofs

roofs that are specially designed and constructed to be waterproof and covered with material to encourage wildlife and to help plants grow.

HS2 and HS2 Ltd

HS2 is a High Speed rail link proposal which HS2 Limited, a company owned by the Department for Transport (DfT), are progressing with the engineering, design and environmental work at the moment. The high speed rail link is proposed to terminate on the site of the existing Euston Station, connecting London to the West Midlands initially and then extending the line to Leeds and Manchester, and potentially in the longer term to Scotland.

King's Cross/ Euston Road Central London Frontage:

Commercial shopping frontages which serves a similar role to a town centre, providing for local workers, residents and visitors.

Legible London:

a new system of pedestrian signage that is being rolled out across Central London. It presents information in a range of ways, including on maps and signs, to help people find their way around the capital.

Local Development Framework:

Camden's Local Development Framework is a collection of planning documents that, in conjunction with national planning policy and the Mayor's London Plan, sets out Camden's strategy for managing growth and development in the borough, including where new homes, jobs and infrastructure will be located.

The London Plan:

The London Plan is the overall strategic plan for London, and it sets out a fully integrated economic, environmental, transport and social framework for the development of the capital to 2031. It forms part of the development plan for Greater London. London boroughs' local plans need to be in general conformity with the London Plan, and its policies guide decisions on planning applications by councils and the Mayor.

National Planning Policy Framework (NPPF)

sets out the Government's planning policies for England and how these are expected to be applied.

Neighbourhood centre

designated local shopping area which provide for the day-to-day needs of people living, working or staying nearby. They are generally groupings of between five and fifty shops and service premises.

Opportunity Area Planning Framework:

Opportunity Area Planning Frameworks are produced by the Mayor of London for areas identified as having significant potential to deliver new homes and jobs. Euston is identified as an Opportunity Area in the London Plan, therefore the document is being produced as an Opportunity Area Planning Framework which will be adopted by the Greater London Authority (GLA).

Permeability:

the ability to easily move through an area, usually by foot/ bicycle.

Public realm:

this term relates to outdoor areas that are accessible to the public, including streets, pathways, right of ways, parks, squares, and open spaces.

Site allocations:

Camden's site Allocations document set out the Council's proposals for land and buildings on significant sites (including sites in the Euston area) which are likely to be subject to development proposals during the lifetime of the LDF (2010-2025). These allocations are intended to assist in delivering the priorities and objectives of the Council's Core Strategy and the London Plan.

Social infrastructure:

covers a range of public facilities that are used by local communities, including schools, health facilities, and tenants' halls.

Taxi rank

dedicated queuing area for taxis.

Transport for London (TfL):

TfL is responsible for planning and running London's public transport services. It also maintains and controls all of London's traffic lights, runs the congestion charge, maintains key roads and regulates London taxis and the private hire trade.

ULEZ

Ultra Low Emissions Zone

Viability

whether a development could realistically be brought forward for development, taking into account site capacity, constraints, and developer profit.

Way-finding

visual markers or information points facilitating pedestrian and cyclist navigation

Camden and London Plan policy and objectives checklist

EAP vision and objectives and relevant London Plan policy chapters

London Plan chapter	Euston Area Plan objective
London's places	EAP objectives 3, 4, 5 and 7
London's people	EAP objectives 1, 3 and 5
London's economy	EAP objectives 1, 3 and 5
London's response to climate change	EAP objectives 6 and 7
London's transport	EAP objectives 3, 4, 6, 8, 9 and 10
London's living places and spaces	EAP objectives 1, 2, 3, 4, 6 and 7

EAP vision and objectives and relevant Core Strategy policies

Core Strategy Policy	Euston Area Plan objective
CS1. Distribution of growth	EAP objective 3
CS2. Growth areas	EAP objective 3
CS3. Other highly accessible areas	EAP objectives 5 and 7
CS4. Areas of more limited change	EAP objective 1
CS5. Managing the impact of growth and development	EAP objectives 1, 2, 6 and 8
CS6. Providing quality homes	EAP objectives 1 and 3
CS7. Promoting Camden's centres and shops	EAP objectives 1, 3, 4, 5 and 7
CS8. Promoting a successful and inclusive Camden economy	EAP objectives 1, 2, 3, 4, 5 and 7
CS9. Achieving a successful Central London	EAP objectives 1, 2, 3, 4, 5, 7 and 8
CS10. Supporting community facilities and services	EAP objectives 1 and 3
CS11. Promoting sustainable and efficient travel	EAP objectives 4, 6, 7, 8, 9 and 10.
CS12. Sites for gypsies and travellers	(not provided in the EAP area)
CS13. Tackling climate change through promoting higher environmental standards	EAP objective 6
CS14. Promoting high quality places and conserving our heritage	EAP objectives 2, 3, 4 and 7
CS15. Protecting and improving our parks and open spaces & encouraging biodiversity	EAP objectives 1, 3, 6 and 7
CS16. Improving Camden's health and wellbeing	EAP objectives 1, 3, 6 and 7
CS17. Making Camden a safer place	EAP objectives 2, 3, 4, 7 and 8
CS18. Dealing with our waste and encouraging recycling	(see Camden Core Strategy and Development Policies)
CS19. Delivering and monitoring the Core Strategy	(separate monitoring and delivery measures set out in EAP)

