

Euston Area Plan Examination

Matters, issues and questions for the Hearing sessions

Matter 2 The vision for the Euston Area – EAP Team Responses

Question 2.1: How does the Plan translate the designation of the Euston Opportunity Area in the London Plan into effective and deliverable proposals for new homes, new business and retail floorspace and public transport improvements?

2.1.1 Euston is identified as an Opportunity Area in the adopted London Plan (2011) and in the emerging Further Alterations version of the plan (January 2014). The vision for the area as described in the London Plan is as follows:

“Euston is a major national and commuter rail terminal possessing good bus and underground links to the rest of the Central Activities Zone. The station airspace and adjacent areas are underused and have potential for intensification. There is scope to re-configure Euston Square Gardens and the bus station to enhance this space and the transport interchange and also to develop the relationship with the adjacent university quarter.”

2.1.2 The London Plan in 2011 originally estimated 1,000 as the minimum number of new homes capable of being delivered and capacity for 5,000 jobs. The Further Alterations draft, published in January 2014 has subsequently increased the capacity to reflect the draft Euston Area Plan minimum capacities of 2,800 homes and 7,700 jobs. This version of the plan was not available to inform the proposed submission version of the EAP, and therefore the previous iteration, published in October 2013 (London Plan, Early Minor Alterations), was submitted (document GOV9). Further to this Camden Council have made representations to the plan to request that the final version of the plan reflects the latest capacities identified in the Proposed Submission version of the Euston Area Plan.

2.1.3 The EAP includes a wider land area than that designated in the original London Plan opportunity area, but it is anticipated that the opportunity area would be revised to reflect the EAP area in the final version of the London Plan.

2.1.4 The EAP has been developed from the outset to consider how to intensify development above and around the station, how to plan for enhanced bus and interchange facilities and how to develop the relationship with the adjacent university quarter as aspired to in the London Plan. In fact, the EAP has helped to inform the revised version of the London Plan, and particularly pertinent is the relationship to the Mayor’s 2020 Vision which identifies a growing cluster of academic health science expertise – a “Med City” that stretches along the Euston Road corridor. Document EAP1, Euston Area Plan, Proposed Submission version, promotes this cluster of knowledge, science/research and creative uses and seeks to secure at least 30% of new commercial floorspace in the EAP area for these uses. Document EED3, the Updated Euston Economic Vision report, noted this potential in the evidence gathering stage of plan preparation, therefore this policy aspiration was built into the

EAP vision and objectives and eventually into the strategic and development principles.

- 2.1.5 The vision for Euston, as set out in the proposed submission version EAP (document EAP1), expands upon the aspirations of the London Plan. The EAP is built around 10 key objectives which were developed at the early stage of plan preparation to reflect policy aspirations, initial background research and stakeholder views. The 10 key objectives have informed the drafting of both the strategic principles and the development principles for each area. All of the EAP principles are drafted to meet the vision and objectives for Euston, and therefore the plan fully implements the targets and policy aspirations of the emerging London Plan.

Question 2.2: Can the Plan's vision for the Euston Area in 2031 deliver the rejuvenation of the area as both a local hub of activity and a gateway to London in partnership between L.B. Camden, the GLA, TfL and other key stakeholders?

- 2.2.1 The Plan's vision for the Euston Area in 2031 can deliver the rejuvenation of the area, both as a local hub of activity and a gateway to London. The EAP has been prepared jointly between Camden Council, the Greater London Authority (GLA) and Transport for London (TfL) and the preparation process has been guided by two Boards, a monthly joint Management Board and a quarterly joint Strategic Board. HS2 Ltd, Network Rail and the Department for Transport (DfT) attend these boards as appropriate. As these bodies are likely to be heavily involved in the redevelopment of the station and the process of facilitating development above and around the station it has been critical to ensure that the plan's proposals for regeneration at Euston are considered to be deliverable by all of these organisations and informed by technical information which they hold as far as possible. The EAP governance process has allowed LB Camden, the GLA, TfL and also Network Rail and HS2 Ltd to shape the plan to ensure it is deliverable.
- 2.2.2 Whilst HS2 Ltd and Network Rail have made comments on drafts of the plan, HS2 Ltd note in their representations that they support the plan statement that *"The Euston area will be rejuvenated as both a local hub of activity and a gateway to London"* and note that HS2 Ltd believes that the Plan *"sets a realistic, yet ambitious, framework for the consideration of planning applications for the commercial and residential development that will result from the HS2 station at Euston"*. Whilst Network Rail did not submit any formal representations to the Plan, they also noted their support for the approach taken in the plan at the EAP Strategic Board meeting on 20 November 2013 (meeting notes available on the EAP website).
- 2.2.3 The plan has been developed to reflect local aspirations and designed to try to address issues identified in the Background report (document EAP 7). Evidence from the Updated Euston Economic Vision report (document EED3) has also stressed the important role and potentially greater future role of the station as a gateway to London. All of the elements of the plan have been developed to try to facilitate the

delivery of the EAP's vision, but a few parts are particularly relevant which are listed below.

- 2.2.4 In terms of local activity, a key part of ensuring that Euston remains as a hub of local activity will be the retention of, and reprovision (where necessary) of local retail and businesses. A retail assessment was undertaken to support the EAP and this indicated that up to 20,000sqm gross retail floorspace could be accommodated in the Euston area. This was considered to be the “tipping point” in retail provision at Euston, provision above this level could begin to “significantly change the current role and function of the area, and potentially lead to a more significant impact on existing centres.” Whilst the report notes that this does not preclude proposals coming forward for a greater level of retail floorspace, it does highlight the need for careful and thorough testing of the impact of such provision.
- 2.2.5 The balance of maintaining existing retail at a local level with the need to secure new high quality retail to support new development will be challenging. However it is important to ensure that the existing surrounding local centres remain as they offer variety and local services to local communities. Therefore the land use Strategic Principle for the EAP (EAP1) reflects the need to carefully test the impact of retail provision here, particularly if proposals seek to exceed 20,000sqm gross retail floorspace. As well as new retail to serve passengers and to support growth and development at the station site, the principle also encourages smaller scale retail to meet the needs of local communities in neighbourhood centres and along key streets. More widely, the EAP includes a range of measures to support existing commercial centres, including protecting and promoting the role and unique character of Drummond Street (see Section 4.4), and seeking to ensure that a redeveloped Euston Station is design to enhance its relationship with, and connections to, Eversholt Street and Drummond Street.
- 2.2.6 Strategic Principle EAP1 notes that new economic uses should support the local economy and include local people in the opportunities created by development (see point C). The supporting text on page 41 notes that it is essential that *“new development considers its impact on the local economy and that new economic uses should seek to complement the role and character of the existing businesses in the Euston area.”* Further guidance designed to ensure that training and job brokerage is secured from any new development is provided at this point. This will help to ensure that the economic benefits and activities arising from new development are of benefit at a local level.
- 2.2.7 The EAP notes the importance of meanwhile uses in the plan area, and Strategic Principle EAP1 notes at (F) that flexibility will be applied on proposals for appropriate temporary alternatives on buildings and sites if the current use is no longer viable as a result of HS2 and associated construction works. The supporting text for this policy is proposed to be clarified to reflect HS2 Ltd.’s representation and to reflect that the changing context of the station site may give rise to increased pressure for different types of uses in some places.
- 2.2.8 Strategic Principle EAP1 also seeks a mix of uses across the plan area and within the station site (Development Principle EAP1) to help to ensure activity in the area

throughout the day and evening and in line with Camden Council's policy requiring a mix of uses.

- 2.2.9 In terms of creating a gateway to London, the EAP principles seek to achieve this through influencing the design of new station facilities and associated over site development and in particular through the type and quality of buildings and uses secured. The Euston Economic Vision also notes the significant potential to create a knowledge based cluster of uses in the area which is reflected in Strategic Principle and Development Principle EAP1. The vision also notes the importance of securing transformational comprehensive development.
- 2.2.10 Whilst it is noted that some community groups and Euston Estates (Sydney and London), owners of long leaseholds of the buildings in front of Euston Station ("Euston Estates"), do not agree with the level of development proposed, HS2 Ltd who are likely to be involved in development of, or facilitation of, any proposals for over site development above the station and tracks note that the level of development envisaged in the plan "is feasible in the context of the proposed railway". The representation (13-1) also notes that HS2 Ltd welcome the Plan's recognition of difficulties inherent in building over the station and tracks. The EAP team's response to Matter 3 – Development Strategy discusses the rationale for the development capacity included in the EAP in more detail.