

3

Development Strategy

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3. Development strategy

Introduction

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

The context for the redevelopment of Euston Station is set out below. Following this, the remainder of the chapter sets out the Euston Area Plan development strategy in six 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, recognising the importance of Health and Well-being; Safety and Security and securing Inclusive Growth and delivering Social Value as cross-cutting themes.

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 Strategy

Principles to improve the environmental quality of the area and deliver sustainable development to help address the climate emergency.

3.6 Open Space Strategy

Principles to secure a network of open space and green infrastructure.

Euston Station Redevelopment Context

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.

As mentioned earlier in the plan, the redevelopment of Euston Station is a hugely significant regeneration and economic opportunity, which could contribute towards the local, London and national economy through integrating a new/refurbished station with high quality development above it.

Since the adoption of the HS2 Act, which makes provision for the new HS2 station, and does not include the redevelopment of the existing Network Rail station there have been moves to integrate proposals more carefully.

In 2018, Lendlease were appointed as the Government's Master Development Partner (MDP) to develop a masterplan for the area. In 2019 Government commissioned Oakervee review recognised the complexity of building at Euston and recommended that 'the government should: develop and set out a single plan for the overall Euston project' in order to best recognise social and economic value at Euston.

The Government announced a pause to HS2 works at Euston in March 2023, while strategic decisions were made about the future of Euston. The Network North paper was published in October 2023, where the Government confirmed that HS2 will come to Euston. In October 2024, the new Labour Government confirmed its primary focus is on the safe delivery of HS2 between Birmingham and London at the

lowest reasonable cost. A 'best for Euston' approach has been adopted to consider how plans for the stations and other transport infrastructure can be best integrated and inform future designs.

Network Rail is working on plans for the first phase of the redevelopment of the existing Euston Station. Further phases of development would help to enable the comprehensive approach to development that this Plan seeks to achieve. In considering a phased approach to development, it will be important to ensure that each phase delivers a comprehensive place, while providing the conditions for future phases.

At the time of writing, there was still uncertainty about the requirements for the HS2 station, and whether this would include provision for its future expansion. There are also various options for phasing of the Network Rail station redevelopment.

The policies in this plan seek to provide a flexible framework to progress with a phased development.

Comparison

The EAP Sustainability Appraisal which was been prepared alongside the EAP highlights the sustainability benefits of redeveloping the station to allow for the creation of new streets, open space and buildings above. The appraisal also highlights the benefits of a comprehensive approach to redeveloping the station area.

3.1 Overall Strategy

An overarching strategy for the Euston area is illustrated in figure 3.1. The diagram illustrates key spatial elements of the vision and objectives for the area as set out in chapter 1:

- Securing long term benefits from station redevelopment for existing neighbouring communities and helping to mitigate the shorter term impacts of HS2;
- Focus growth and development at:
 - Euston Station, where significant new mixed-use development will establish the Station site as a major destination in its own right, recognising the importance of delivering successful phasing and the importance of successful and thoughtful meanwhile uses and states.
 - The covered areas of tracks in the Camden Cutting where there will be new homes, open space and connections between Park Village East and Mornington Terrace/Clarkson Row.
 - Regent's Park Estate, with regeneration and infill delivering new\ housing, including affordable housing
 - Enhancing Euston's role and image in the central London and national economy through well designed station development and capitalising on the cluster of science and Knowledge Quarter institutions already in the area;
 - 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;
 - Enhancing links to the West End and reducing the barrier effect of Euston

Road;

- Creating a network of new and improved open spaces, with new open spaces provided as part of HS2's mitigation and significant new public open spaces provided to support the needs of new development;
- Seeking to ensure that growth and change can protect and enhance existing local centres, In particular Drummond Street and Eversholt Street;
- Taking opportunities to repair historic routes and frontages and to deliver improvements to the settings of heritage assets; and
- Prioritising walking and cycling, and promoting enhanced interchange and public transport provision in a new Euston Station.

In the delivery of the overall strategy, it will be important to ensure that investment delivers benefits where they are most needed, maximising social value at the planning, construction and end user phases, ensuring that all aspects of development promote health and wellbeing and address concerns around safety and security.

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 Local Plan, London Plan, 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.

3.1 OVERALL STRATEGY



Figure 3.1 Overall spatial concept

3.2 Land Use Strategy

Relevant objectives:

1. Prioritising local people's needs
3. Making the best use of new space
5. Providing jobs and boosting the local economy

Strategic Principle EAP 1

A: Overall Mix

- New development above and around Euston Station should optimise the potential to create a major new economic hub of new commercial, knowledge based, science and creative sector industries to reflect the Knowledge Quarter ambitions for the area. The wider plan area will provide a range of mixed uses including a significant amount of residential, particularly to the north of the station reflecting its transitional role between settled areas to the north of Camden and the mix of uses in Central London. Development above and adjacent to the station and tracks should seek to accommodate the majority of the development for the plan area and seek to explore opportunities for additional floorspace as designs for the stations develop and where it meets wider policies in this plan, the London Plan and Camden's Local Plan. The floorspace figures are based on the amount of land enabled for development. If these figures are to change then land uses would be considered proportionately, with priority given to housing.
- Should new areas for development be identified through design refinement of the stations and/ or the work to meet Central Government's ambition to deliver new homes in the wider Euston area, it may be possible to deliver in excess of the development identified in the EAP subject to it meeting the objectives in this Plan and assessment against relevant policies in the Development Plan. Further engagement with local communities will be required. Where necessary proposals will be expected to re-provide uses lost as a result of station redevelopment. The appropriate mix of uses will include:

3.2 LAND USE STRATEGY

B: Homes

- Developments in the Euston area are expected to deliver in the region of 2,000 additional homes and optimising the potential of sites to deliver a greater number of homes will be supported (subject to meeting the other policies in the Development Plan). In line with policies in the London Plan and draft Local Plan, additional homes along with the provision of appropriate replacement homes across the whole Euston plan area should be provided as a mix of unit sizes, whilst ensuring a high-quality and inclusive residential environment. With reference to Local Plan policy, a proportion of non-traditional housing types (including but not limited to student housing and build to rent units) may be appropriate over the station as part of this additional housing provision, where the site is constrained by railway infrastructure, but the priority will be to maximise the provision of these housing units as permanent homes to meet local housing needs, therefore at least 75% of new housing should be provided as permanent self-contained homes.
- The Council will negotiate to seek the maximum reasonable amount of good quality, genuinely affordable housing in accordance with Local Plan and London Plan policy.
- The Council will seek types of affordable housing and rents that are appropriate in the context of the high house prices and market rents in the Euston area, the incomes and size of households in need of affordable housing, particularly the need for affordable family housing and the demand for intermediate housing in the area.
- The range of housing capable of delivery (including affordable housing) is dependent upon the footprint and design of Euston stations, ability to overcome constraints associated with railway infrastructure, particularly the cost and viability of decking, and compatibility with wider plan objectives and policies. The highest number of homes could be delivered with a comprehensive station redevelopment with all phases progressed.
- In addition to this, opportunities will be taken to deliver improvements to existing housing estates through the provision of new, refurbished and replacement housing where appropriate, in consultation with residents.

C: Economy and employment

- Between 215,000sqm and approximately 370,000sqm of employment floorspace across the Euston area including replacement floorspace, providing between 10,000 and 17,300 additional jobs as well as around 39,000sqm of replacement floorspace are expected to be delivered at Euston.
- The range of employment/economic floorspace capable of delivery is dependent upon the footprint and design of Euston station, ability to overcome constraints associated with railway infrastructure, particularly the cost and viability of decking, and compatibility with wider plan objectives and policies.
- The Council will support and prioritise the creation and retention of suitable floorspace for Knowledge use priority growth sectors, including life sciences, cultural, scientific and heritage collections, data sciences and frontier innovation as well as educational floorspace. Other employment uses will be supported where it is shown that these reflect current and emerging needs of the knowledge economy.

- Major developments should demonstrate how the type of floorspace being provided contributes to and supports the continuing success of the knowledge sector district reflects current and emerging floorspace needs. Wherever possible schemes should be developed in collaboration with organisations that are currently based in the knowledge quarter, local communities and other key stakeholders. A mix of employment generating and economic uses should be accommodated in the EAP area.
- New employment floorspace should include a suitable mix of workspace types, including office, lab space, business accelerators, start-up, incubator, and move-on spaces, as well as an appropriate amount of affordable workspace in line with Camden's affordable workspace strategy and Local Plan policies.
- A strategic approach should be taken to the commercial offer at Euston. An Employment, Learning and Training Strategy will be required as part of any masterplan proposal, which should set out detail of the employment floorspace offer and how employment, learning and training requirements will be addressed and supported. The Strategy should reflect and build upon the Euston Partnership's Social Value Charter (See section on Inclusive Growth and Delivering Social Value) and will be secured through a S106 agreement.

D: Retail, Leisure and Culture

- Providing around 20,000 sqm of new and re-provided retail, food, beverage and leisure floorspace, to contribute to vibrant streets and reinforce the role of existing centres. To avoid over-supply and undermining of existing centres, the provision of additional retail and leisure floorspace above 20,000 sqm would be subject to a Retail Impact Assessment.
- New retail and leisure floorspace should be focused on the Euston station site, to serve the needs of passengers and support growth and development here, and on 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.
- As part of the overall retail floorspace, the provision of a supermarket to serve the local community should be explored.
- For the Euston station masterplan area, it will be important to understand the provision of retail, food, drink, service, leisure and cultural uses on a site-wide basis. As these uses will be delivered in stages across the site by different stakeholders, the Council will be seeking to understand how parties will be working together to ensure that their delivery is coordinated. An overarching Retail, Leisure and Culture Strategy should be produced jointly as early as possible in the development of any proposals. It should set out how the objectives of the relevant development plan policies will be met and will be agreed and secured through a S106 agreement.

E: Social infrastructure

- Education, health and other social and community infrastructure should be provided to support new development, reflecting local priorities and need in line with Local Plan policies. This should include opportunities for culture which provides opportunities that are rich, interactive, accessible and attractive to the whole community, complementing and building on the existing cultural heritage of the area.

3.2 LAND USE STRATEGY

- To inform the appropriate type and scale of facilities, an application for the Euston station masterplan area will be expected to submit a Community Strategy that sets out how appropriate Social Infrastructure will be conceived and allowed to develop over time. The strategy will be secured and agreed by the Council via a S106 agreement.

F: Meanwhile uses

- As different phases of Euston OSD will be constructed over coming years, a cohesive and thoughtful approach to meanwhile uses will be instrumental in energising spaces, creating social and economic value, and opening up opportunities to new ventures. An application for the Euston station masterplan area will be expected to deliver a Meanwhile Use Strategy, working with delivery and other local partners, it will be secured and agreed by the Council via a S.106 legal agreement.
- Flexibility will be applied on proposals for appropriate temporary alternative uses on buildings and sites if 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.

G: Health and Well-being

- In combination with the London Plan, the Local plan and other planning policy and guidance, the policies in this Plan aim to engender a positive approach to health and well-being. The creation of healthy environments for people of all ages across the Euston area will be a key consideration when the Council assesses planning applications. In line with policies in the Local Plan, applications for major development at Euston will be required to complete a Health Impact Assessment and appropriately incorporate its findings. The Council's Public Health Strategist should be consulted in its preparation.

H: Safety and Security

- New development should play an active role in developing, long-term strategies to ensure that in design and management, streets and spaces are safe and enjoyable to use, particularly around the station and in quiet back streets, in conversation with the community.

I: Inclusive Growth and delivering Social Value

- New development should contribute to reducing inequalities and increasing life chances in local residential communities, creating opportunities for all and ensuring that investment delivers benefits where they are most needed. It should maximise social value at the planning, construction and end user phases, including supporting increased access to jobs, skills training and educational opportunities.

Homes

1. New Homes

Camden has delivered a range of sites providing homes to replace those lost as a result of HS2 construction, in order to allow people to stay in the area. As part of any additional housing provision through infill and renewal sites in existing housing estates (see below), Camden Council will seek to work closely with local residents to meet existing needs.

The construction and eventual operation of HS2 from Euston Station has and will continue to create a different context for the surrounding area which may result in increased pressure for different types of uses in some places. Whilst it will be important to retain the special character of areas such as Drummond Street, there may be circumstances where properties become vacant or the uses are no longer suited to the changed context.

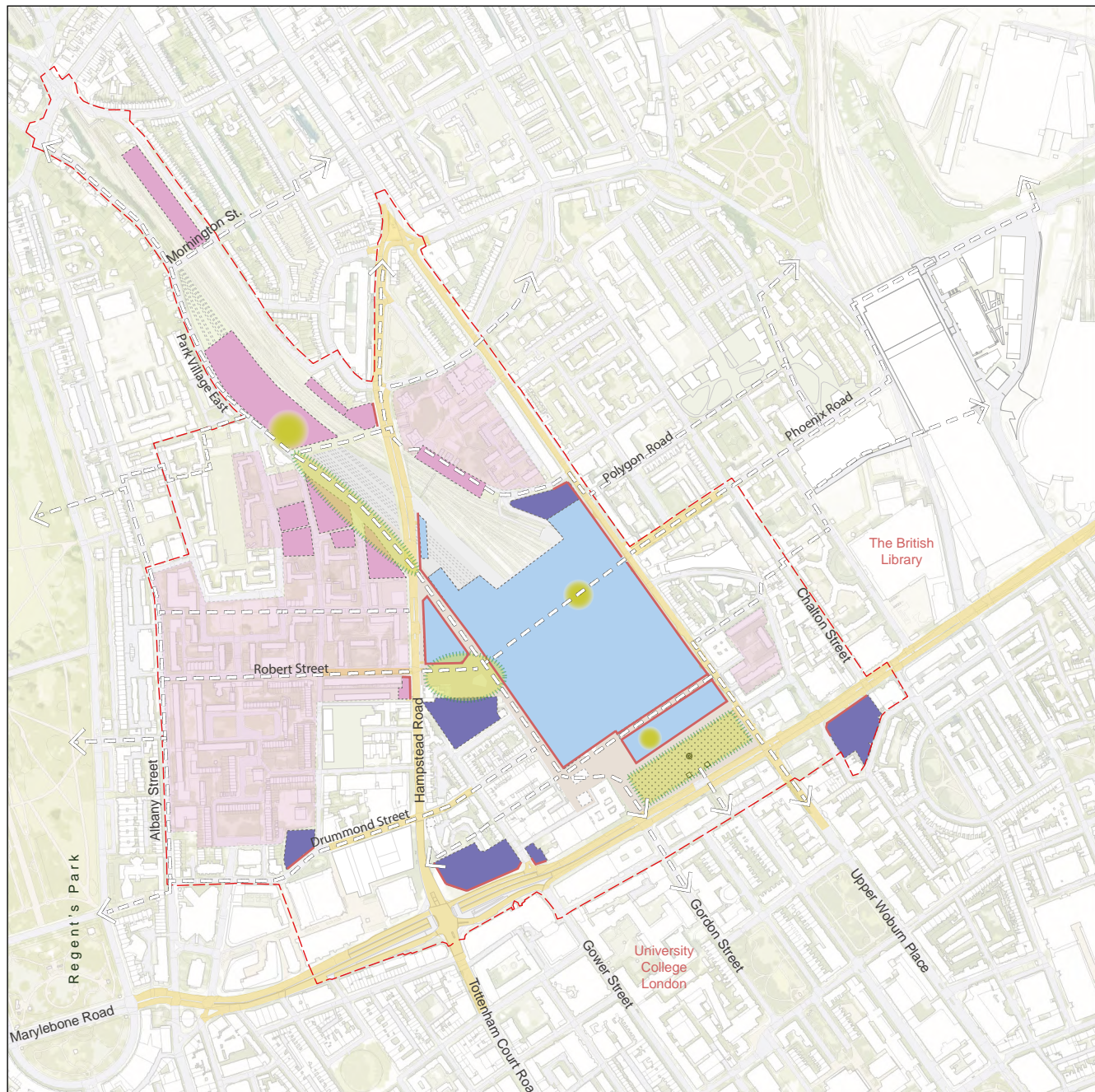
In these circumstances, where evidenced and justified, flexibility will be applied where appropriate where considering applications for meanwhile uses, particularly during the construction period of HS2. Consideration will be given to potential need for a permanent change of use once the impacts of the physical surrounding environment and operation of the station and tracks are known.

2. Additional housing

Quantum and distribution

Developments in the Euston area are expected to deliver in the region of 2,000 additional homes along with appropriate housing re-provision for those lost due to rail construction or redevelopment. The priority is for the provision of new homes as new permanent homes to meet housing needs in the area to be delivered in line with Local Plan policies, with a target of at least 75% of units as permanent self-contained homes. In this context, self-contained housing refers to individual residential units that include all necessary facilities (bedroom, kitchen, bathroom and living area) with their own separate and lockable space and independent access. The amount of housing appropriate will be dependent upon the footprint and design of Euston Station, ability to overcome constraints associated with railway infrastructure, particularly the cost and viability of decking, and compatibility with wider plan objectives and policies. A comprehensive scheme which optimises the amount of land enabled for development is likely to be capable of supporting the higher level of housing provision. This housing projection indicates less delivery than that identified in the London Plan, reflecting masterplanning work which takes into account additional site constraints, less enabled land and higher costs and viability issues.

3.2 LAND USE STRATEGY



- | | |
|---|---|
| Euston Area Plan boundary | Improved existing open spaces |
| Mixed-use (Knowledge economy priority uses) | Re-provided lost public open space (HS2) |
| Mixed-use (residential and commercial) | New public open space (above station/tracks) |
| Predominantly residential use | Main active frontages |
| Other sites identified for further testing for housing retrofit/ densification | |

Figure 3.2 Overall land use strategy for Euston which should be applied to phases of development

New and replacement housing would be focused at:

1. The Euston Station and Tracks and the Camden Cutting sub areas, subject largely to the feasibility of decking opportunities;
2. Mixed Use sites on the Euston Road; and
3. Sites in existing housing estates, delivered through Camden Council's Community Investment Programme.

Affordable housing and housing mix

Affordable housing will be sought in line with policies in the Camden Local Plan and the London Plan. Development will be required to provide the maximum reasonable level of affordable housing on individual sites. Market rents are beyond the reach of many families in housing need therefore the council will encourage the provision of genuinely affordable housing in line with the preferred affordable housing tenures identified in the Local Plan and London Plan and the tenure mix identified in the Local Plan. Camden Council's guidance on housing provides more details on how Local Plan policies are implemented for affordable housing.

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.

Local businesses and other organisations have highlighted difficulties faced by staff

in accessing residential accommodation in Camden. The provision of intermediate housing as part of the affordable housing mix can help to address such issues by providing housing at less than the market rate that is available to a wider range of local residents and employees than social-affordable rented housing. Intermediate housing provision should be consistent with Camden Planning Guidance on Housing, and affordable to households whose annual income is no more than the maximum set out in the London Plan and subsequent Annual Monitoring Reports. A range of unit sizes will be sought, reflecting the priorities set out in the Camden Local Plan and associated guidance.

Ensuring a high-quality environment for residents:

Quality of life for residents must be at the heart of the design of new homes and the environment around those and existing 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 landscaping and planting.

Housing development will be expected to meet the residential design standards set out in the Local Plan and the London Plan and have regard to the Supplementary Planning Guidance issued by the Mayor and the Council. The design of new homes must follow London Plan guidance. In particular, the design of the homes should favour diversity of housing types, enable the delivery of mixed tenure, maximise the provision of dual aspect homes, ensure thermal comfort and good indoor air quality and noise, be energy efficient, have good access to views and daylight, and provide good access to shared public open spaces.

Delivery information and indicative phasing for new and replacement housing referred to in this section is set out in detail in chapter 4, Places and summarised on a site by site/project basis in appendix 2, Delivery Plans – Summary table.

Economy and Employment

In light of its location in the Knowledge Quarter innovation district, the Euston area has great potential to capitalise on the burgeoning cluster of science, knowledge and creative industries and to meet the strong demand for new floorspace by these sectors through the redevelopment of the station. Recent years have seen successful high-profile developments in the area, and there is a significant pipeline of forthcoming developments, including the British Library extension and the relocation of the Moorfields Eye Hospital to the St Pancras Hospital site. The significant development potential at Euston is a once in a generation opportunity to secure transformational regeneration and fully realise the economic potential of the area and maximise the benefits from new development and new jobs for the local community. This section focuses on the creation of suitable floorspace for knowledge economy 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. The majority of employment uses will be focused within the Euston Station and tracks area, therefore for commentary on the delivery of these elements please view section 4.1 of this plan, and appendix 2 to view the delivery plan summary table.

1. Amount and distribution of new employment floorspace

Given its location in the Knowledge Quarter innovation district, the Central Activities Zone (CAZ), excellent transport connections and neighbouring activities Euston provides a major opportunity to attract high value, knowledge-based employment and activity in the science, innovation, technology, educational and creative sectors. The area has the potential to accommodate in the range of between 215,000sqm and 370,000 sqm of employment floorspace including replacement floorspace, supporting between 10,000 and approximately 17,300 jobs. The amount of floorspace appropriate will be dependent upon the footprint and design of Euston Station, ability to overcome constraints associated with railway infrastructure, particularly the cost and viability of decking, and compatibility with the plan objectives and policies. A comprehensive scheme is likely to be capable of supporting a higher level of employment/economic floorspace and create a suitable environment capable of securing higher value employment and realising the full potential of the knowledge economy at Euston.

New employment uses will be focused on 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.

The total employment floorspace would provide higher delivery than that identified in the London Plan and the Camden Local Plan, reflecting additional capacity identified over the stations, a change in job density calculations and the provision of less residential floorspace over the stations to reflect constraints and viability challenges. The higher level of floorspace may be possible if a scheme which redevelops the Network Rail station and maximises other opportunities through enabling land for delivery is progressed.

2. Types of new economic and employment floorspace

Euston lies at the heart of the Knowledge Quarter innovation district, a unique cluster of academic, cultural, research and scientific organisations, which have been attracted to the area by the excellent transportation links, highly skilled workforce, high-quality office and lab spaces, concentration of knowledge economy organisations, and outstanding retail, art and leisure offer. The cluster is now home to world-class scientific and knowledge-based institutions and companies that specialise in areas like life sciences, data and technology, and the creative industries. The Council will continue to support the Knowledge Quarter innovation district and prioritise employment floorspace for the knowledge economy and ensure its success benefits the local community.

Multiple studies have highlighted the vital role that the Knowledge Quarter innovation district plays in the UK economy, leading internationally in fields such as life sciences, cultural, scientific and heritage collections, AI and machine learning.

3.2 LAND USE STRATEGY

Key to the continued success of the Knowledge Quarter is the availability of suitable floorspace where knowledge economy organisations can relocate and grow, and where spin-offs and start-ups can establish themselves, close to other knowledge economy organisations:

- Knowledge economy organisations thrive when they are able to cluster and thereby benefit from agglomeration effects, such as a strong talent pool, knowledge sharing and opportunities for collaboration.
- Currently knowledge economy organisations compete for limited floorspace with other businesses and organisations in the wider economy as well as other land uses.

The Council will therefore support and prioritise the creation of suitable floorspace for knowledge economy uses in the Euston area. Other employment uses will be supported where they complement the knowledge economy. New developments should show how they meet the needs of the knowledge economy and how they contribute towards the continued growth and strength of the Knowledge Quarter. This should be set out in an Employment, Learning and Training Strategy (see below for details).

The Council will seek to ensure that development designed for Knowledge Quarter use remains in Knowledge Quarter use when there is a change in occupier. The Council will put in place appropriate measures to prioritise Knowledge Quarter use, such as the requirement for vacant space to be advertised for alternative Knowledge Quarter use before any other uses are considered.

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; and
- Education floorspace, to provide space for associated teaching facilities.
- The provision of smaller spaces will form an important part of the innovation ecosystem, supporting the growth of research and development and creative industry startups. 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.

Smaller business spaces could be provided where opportunities emerge in neighbourhood centres, for example in the upper floors of currently under-used spaces. 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.

Priority will also be given to the provision of smaller business spaces to replace existing businesses lost due to the construction of HS2, provided at initially discounted rates in new development where appropriate and feasible.

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.

Economic visioning work produced in support of the Euston Area Plan (GVA, 2013 and Metro Dynamics, 2024) 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 a particularly strong opportunity to pursue this aim. HS2 Ltd has given a commitment to using the HS2 project to maximise the creation of new apprenticeships, as well as affording opportunities to existing apprentices employed in the supply chain.

Camden Council will seek to agree measures to enable local people to access employment opportunities and suitable education and training to enable them to fill future good quality positions generated by the development in line with Local Plan policies.

Employment, Learning and Training Strategy

An Employment, Learning and Training Strategy should be produced as early as possible in the development of any proposal for the development associated with the transport infrastructure at Euston and should be submitted as part of the Euston station area masterplan. This should demonstrate how partners are working together to consider employment space across the whole site and throughout all the development stages and which sets out the high-level impact of employment space provision scenarios across the station and cutting site.

Development proposals above and around Euston Station and its environs should include measures to enable local people to access employment opportunities, during the operational and construction stages, following best practice at the King's Cross Central development and elsewhere, including provision for:

- *Construction training for local residents:* given the scale of development potential at Euston, the Council secured funding from HS2 to transfer the Kings Cross Construction Training Centre to the new Euston Skills Centre at Starcross Yard as a temporary use. Skills mapping and forecasting related to construction and other sectors should be continually reviewed to maximise opportunities that this facility creates.
- *Skills training for local residents:* This should help local residents to access end user jobs created by development at Euston. A key priority will be providing apprenticeship opportunities for young people and employer and employment focused training
- *Provision of apprenticeships and locally targeted recruitment:* including opportunities in the creative, digital and scientific sectors for young people from underrepresented backgrounds
- *Job brokerage:* a dedicated, demand-led skills and recruitment centre to help local people access the range of end user jobs to be provided in the new development. This could include funding for suitable space from which the service would operate and ongoing recruitment activity on behalf of local employers, the Development Partner and the Council. The service would also provide appropriate training and career progression support. A strategy for the service's continued sustainability should be agreed with officers.
- *Delivering education, skills and training programmes for local schools and the local community to increase the knowledge of and interest in science and support careers in these fields;*
- *Engaging and building links with local stakeholders and communities* in advance of and throughout the period of occupation, including any change in occupier;
- *Providing incubator space and support for local start-ups and SMEs and*
- *Coordinating and collaborating with other businesses and organisations in the Knowledge Quarter to explore synergies and maximise the impact of the above activities.*

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.

In order to promote inclusive growth during construction and operational stages, additional measures will be considered for incorporation in the Employment and Training Strategy, including commitment to payment of the London Living Wage, work experience for people of all ages, support of local Business Improvement Districts, scholarships for Camden residents and pathways to employment for those with Special Educational Needs and Disability (SEND) and long-term health conditions.

Affordable Workspace

Affordable workspace should be provided in line with the London and Local Plan policy and guidance which allows for a flexible approach and the impact of scheme viability. At Euston, it should address the specific needs of Euston and the Knowledge Economy as required, which could include addressing the lack of business accelerators, move on space and sector specific facilities such as wet labs. Light industrial production and maker spaces may also be appropriate. Developers should consult the Camden Planning Guidance on Employment Sites and Business Premises for further guidance on delivering affordable workspace.

As outlined in the Local Plan, the Council will consider alternative suggestions and models for providing affordable workspaces, provided that local needs as assessed by the Council, are met.

Where onsite provision is not feasible due to proven site or operational constraints, the Council will expect collaborative approaches between Knowledge Quarter businesses, such as the joint provision of off-site affordable workspace or start-up hubs.

Retail, Leisure and Culture

Retail and leisure uses referred to in this section include shops, cafes restaurants and drinking establishments, and financial and professional services to the public, assembly and leisure uses and hotels.

1. Distribution of retail and leisure uses

There is the potential for additional retail to be provided as part of mixed-use development at Euston, serving the needs of station passengers, local occupiers and residents, as well as contributing to the vibrancy of the area, without undermining neighbouring centres in Camden.

It is anticipated that in the region of 20,000 sqm retail could be provided at Euston largely focused around and within the station, based on updated retail analysis, further work in relation to the development potential of Euston Station, the creation of a mixed and vibrant place and apparent built constraints affecting the station site.

This figure would deliver net growth of up to 16,450 sqm of retail, food and beverage uses, as well as the re-provision of around 3,550 sqm of existing retail at Euston Station and would help to meet latent demand for additional retail provision at the station based on the current passenger numbers. Although this indicative figure does not necessarily represent a fixed limit on potential retail growth at Euston, the provision of further additional retail would require very careful consideration taking into account impacts on surrounding centres as well as the contribution made to wider objectives and policies in this plan.

The updating of this section has been informed by the Retail Planning Issues report prepared by Avison Young for the London

Borough of Camden in 2022 and takes into account changes to government legislation, the revised number of new jobs and homes to be provided at Euston and forecasts in convenience and comparison goods expenditure. The delivery of retail provision should therefore be phased appropriately. If there is a significant change to any of these factors, it may be necessary to consider retail provision proportionality.

New retail, leisure and cultural floorspace should be focused around the Euston Station site, and the Euston Road Central London Frontage and neighbourhood centres, where opportunities emerge, along with limited retail uses along other key routes. This reflects the distribution established in the Camden Local Plan, the role of retail in generating activity along key routes and spaces, and the limited capacity for retail growth in existing designated centres compared to the scale of growth envisaged at Euston Station. Priority locations for the provision of retail uses and active frontages are indicated in figure 3.2.

It is anticipated that a significant proportion of the overall retail provision (at least 5,000 sqm) could serve Euston Station passengers only, based on current passenger numbers, and would 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 Retail Impact Assessment would therefore be required to assess potential impacts on other centres both within and outside the Euston Area Plan boundary, taking into account additional retail demand created by additional passenger numbers. Please see section 4 for further details.

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 inside the station is likely to focus on serving the demands of commuter passengers, although it should consider a more diverse shopping audience too; retail above the station and on its outward facing boundaries should provide wider diversity, tailored to the needs of the local community as well as visitors. It should contribute 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 and after the construction of HS2;
- 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 retail and food/beverage 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.

3.2 LAND USE STRATEGY

Where appropriate, the loss of retail 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. Reflecting the character of existing centres in the area and Camden's planning policies, small and independent retail will be sought as part of retail growth at Euston.

It is important that the new and replacement retail offer meets the needs of local residents. Some residents have cited a need for local convenience provision, including a supermarket in an accessible location with a wide-ranging offer, this should be explored.

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. Whilst there is the potential for significant food and drink provision on the station site given its role in meeting the needs of passengers, careful consideration will be given to the above factors to ensure that potential impacts are managed.

Camden's Licensing Policy also sets out the borough's approach to managing licensing applications for food, drink and entertainment uses.

Culture

Culture is a connecting force that should be rooted in all aspects of Euston's growth. It should be open to evolution and change and draw from all of Euston's communities and functions. Euston will not be defined by a single culture, but an array of identities that should all have an opportunity to express themselves on their own terms. The support of existing and creation of new cultural, leisure, learning and play facilities will be an integral part of development, and the experience of living and working in, and visiting Euston.

Cultural facilities should be appropriately located with priority for location in commercially focused areas to add dynamism and people to these areas.

Such uses would contribute to the creation of a democratic place that is openly accessible and welcoming to all. It will be important that these uses are delivered from the first phase of development to help create a sense of place. For example, assembly and conferencing space is also needed to support information sharing and engagement among Knowledge Economy organisations. Any assembly/conferencing space should be part of a strategically conceived cultural proposal and have a dynamic, public-facing, all-day and all-week function serving multiple audiences, including Euston area residents.

Retail, Leisure and Cultural Strategy

This should demonstrate how partners are working together to consider retail and leisure, and cultural provision across the whole site and throughout all the development stages and which sets out the high-level impact of all potential retail, cultural and leisure provision scenarios across the station and cutting site.

A Retail Leisure and Cultural Strategy should set out how the proposed provision of retail and leisure uses in the Euston station area will meet the following objectives:

- Make adequate provision over all phases of Euston's development which is consistent with relevant planning policy, including the Local Plan and EAP;
- Ensure a diverse mix of establishments, ranging in size and type, including more affordable options, independent businesses, services, cultural facilities and food and drink venues;
- Include local establishments that serve and are located near existing residents as well as new homes. Residents have cited a need for local convenience provision including a supermarket in an accessible location with a wide-ranging offer; the need for a supermarket should be further assessed;
- Support the objectives of Camden's Evening and Night Time Strategy;
- Set out how the cultural offer at Euston will be conceived and allowed to develop over time. It is expected that the Strategy will be informed by Camden's Cultural Framework and that the applicant will work with Camden officers to determine what would be an acceptable Strategy;
- Complementing the scale and character of the Euston Growth Area and should not cause harm to nearby centres. Particular consideration should be given to the protection and enhancement of Euston's neighbourhood centres and the unique characteristics of Drummond Street;
- Support the provision of affordable retail space and other commercial units. Further discussion with the Council about how this is best provided will be needed; and
- Support delivery consolidation and ensuring retail is convenient for people who want to walk, cycle and take public transport.
- Create dynamic and engaging street environments by:
 - Being of a scale and character that is appropriate to the local context;
 - Ensuring the use of attractive and varying treatments;
 - Including uses that promote interest and animation visible from the street;
 - Having a scale and fine-grained rhythm of shopfronts that create diversity and make the streets desirable places to visit.

Requirements for a Retail Impact Assessment

Proposals for retail in Euston that exceed the amount of floorspace set out in the EAP should be supported by a Retail Impact Assessment to ensure that the proposed provision will not cause harm to existing centres. At a minimum, the Retail Impact Assessment must include:

- All retail and leisure uses (including pubs, bars take-aways and commercial leisure uses);
- Utilisation and analysis of up-to-date population and per capita retail and leisure expenditure data, taking into account the latest economic forecasts for future change in expenditure levels and the rate of population growth / house-building in the local area.
- The quantity, location and type of uses to be provided during each phase of Euston's development;
- An assessment of the retail market to demonstrate retail trends and viability in the Euston area, and how the retail that is being proposed is supported by the findings of the assessment, including impacts on existing retail centres;
- How the proposal is consistent with relevant planning policy, including the Camden Local Plan and EAP; and
- How the proposal appropriately meets the needs of all of local residents, station users, visitors and the local working population.

Social Infrastructure

1. Mitigating the impacts of HS2

Appropriate provision includes:

- Through the assurances given during the passage of the HS2 hybrid Bill, the Secretary of State committed to providing permanent replacement open space and play space as part of the HS2 scheme. Funding was also provided to LBC by the Secretary of State to mitigate the loss of open space during the construction of HS2; this funding has been used to enhance existing open spaces in the local area and make other improvements.

2. Provision of new and replacement facilities to meet needs generated by development

There are a variety of community facilities in the Euston area, which provide a range of services to the local community. Development 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 reflecting London Plan and Camden planning policies. Any community facilities affected by development proposals should be reprovided in the locality.

Based on current population trends and existing and potential future capacity in local schools, it is expected the level of growth outlined in this plan can be accommodated in existing facilities to be funded through CIL contributions.

New development in the Euston area would need to be supported by appropriate provision of healthcare facilities in line with policies in the Local Plan. The Euston Area Plan team will continue to work with the NHS to consider the implications of anticipated housing and employment growth for the provision of health infrastructure. This includes requiring developer contributions on major housing developments to help fund the demand on health infrastructure. The integrated hub model is deemed to be the most efficient way to deliver additional activities and roles.

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).

Community Strategy

In the delivery of community facilities and in support of communities, it is expected that an application for the Euston Station Masterplan area will develop a long term Strategy, for the lifetime of the development, which includes engagement with local communities pre- and during construction and in occupation, helping to build capacity for new sustainable communities. This Strategy should include:

- Identifying local priorities for community facilities, and should be developed in conjunction with the local community and Council Officers;
- Where appropriate provision for new facilities that are purposely designed and configured to optimally meet their community function. Spaces should be flexible and managed to promote shared ownership and rotated use among a diversity of local groups;
- Measures which promote activities and opportunities for social involvement which can support social cohesion, encourage healthy lifestyles, provide access to nature and ecology, education, volunteering, access to services, use of play and community facilities and other relevant opportunities provided by the development
- Opportunities for commercial tenants to engage in volunteering and community-based activities;
- Support to local community organisations to promote financial self-sufficiency and training to include a social enterprise element of their programmes to generate income; and

- Where appropriate, set up or contribute to a bespoke community fund with appropriate management to meet the above aims and ensure sustained provision of community facilities and services. A community fund structure that has been successful is Regent's Place.

Delivery

Delivery information for social infrastructure referred to in this section is set out in detail in chapter 4, Places and also summarised on a site by site/project basis in appendix 2 in the delivery plans summary table.

Meanwhile Uses

The redevelopment of the stations at Euston and the associated development will create a different context for the surrounding area which may result in increased pressure for different types of uses in some places. Whilst it will be important to retain the special character of areas such as Drummond Street, there may be circumstances where properties become vacant or the uses are no longer suited to the changed context.

In these circumstances, where evidenced and justified, flexibility will be applied where appropriate where considering applications for meanwhile uses particularly during the construction period of the Euston Station masterplan. Consideration will be given to potential need for a permanent change of use 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 use 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.

Meanwhile Use Strategy

Given the long timescales involved in the Euston station area masterplan, it must embrace opportunities to deliver meanwhile uses across the site, and support and empower local communities/businesses to co-create these. Meanwhile uses should offer the opportunity to test out creative concepts and uses utilising local skills and knowledge which could inform the final development.

The meanwhile use strategy should address the priorities that matter most to local people, working with local communities and delivering meanwhile-use projects that illustrate, and will help deliver, Euston's potential. It should consider how meanwhile uses can be used to support and integrate phasing where necessary.

The tightly constrained site at Euston means that the widest definition of meanwhile uses will be applied to include proposals for supporting the local community and businesses through the construction. Uses which are varied in nature and duration will be considered, including shorter-term one-off events (e.g. fairs, festivals), regular events in the form of on-going training programmes or activities or longer term, more stable uses, occupying spaces or buildings (e.g. co-working, urban gardens etc.).

Where appropriate, meanwhile uses should help to set a precedent for broader aspirations for development, such as expectations around sustainability, greening and social benefits. Different uses and events may have specific project objectives, but more broadly speaking, the strategy should seek to deliver a portfolio of projects which work to support the following objectives:

- Delivering community priorities;
- Delivering social value (as defined by the Social Value Charter)
- Mitigating the impacts of construction work;
- Ensuring a positive experience of Euston for residents, businesses and passengers;
- Ensuring that Euston as a place is celebrated positively;
- Realising early benefits of the legacy aims of the scheme;
- Embracing the scope to test uses,
- Testing creative approaches to place creation and future uses for Euston Masterplan Development;
- Embracing the opportunity of transition to test new ways of doing things and share this learning widely, for example changes to the highway network necessitated by construction should be used to test longer-term opportunities; and
- Build confidence in the delivery partners to deliver and to work with communities

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.

As part of the construction phase mitigation for the loss of open space, sports and play facilities associated with HS2, support will be given for temporary open space uses on suitable vacant land. Section 4.4 of this Plan shows the preferred location for a proposed permanent open space – see Figure 4.4, Drummond Street and Hampstead Road illustrative masterplan.

3.2 LAND USE STRATEGY

Health and Well-being

It will be important that applicants demonstrate how they have considered this important cross-cutting theme from an early stage, providing for a healthy environment, active travel, open space, fitness opportunities, safety and security, animated street life, connectivity and accessibility across Euston, the delivery of integrated community facilities and programmes, access to affordable food provision including supermarkets, cultural opportunities and social spaces for all of Euston's communities.

The successful delivery of all of these elements is essential to making Euston a thriving place for all community members from childhood to old age, and should be planned for in all construction stages and operation.

Providing for all ages

Designs should be developed with people of all ages in mind - including how they will travel, play, socialise, and interact to support a positive communal environment as well as physical and mental health.

In order to help address lower-than-average educational attainment in Euston and concerns about youth safety, Euston development must establish links with children and young people as a core part of community facility and service delivery.

Employers who establish in Euston will be expected to take guidance from the recommendations of the report of the Camden STEAM (Science, Technology, Engineering, Arts and Maths) Commission to provide meaningful skills development and work opportunities for young people.

- They should have regard to and input into other Euston specific skills and

education strategies to build and develop skills which seek to meet the needs of future occupiers and support the local population to access job opportunities and training. Development should deliver a coordinated programme of creative, digital and scientific learning specifically drawing on the organisations in Euston and the needs of the area's children and youth;

- Proposals should take guidance from the recommendations of the Youth Safety Task Force to develop youth facilities and programmes that reach young people during and outside of school hours; and
- Development should provide space that meets the needs of children and young people of all ages – play areas for younger children and safe, functional social spaces for young men and women. Development should deliver space for young people that they know is their own and engenders a sense of belonging. In order to achieve this, proposals should set out a plan for co-designing spaces with local young people.

Older members of the Euston community face challenges of social isolation and physical barriers. In order to address this, development must:

- Create an environment with convenient and legible connections with accessible routes to shops, open spaces, schools, social spaces, support services and other community facilities. Connections through and across the station are essential to achieving this. Based on the availability of funding for community programming and a further assessment of need, support existing organisations serving older adults in Camden and consider promoting intergenerational programming. On the success of existing initiatives in Camden, the Council is seeking opportunities to connect children to older community members.

Development should consider the provision of areas for families, children, young people, and older people to socialise, play, and gather, especially outdoors.

Safety and Security

Engagement with local communities has highlighted longstanding concerns, about crime and anti-social behaviour. Feeling unsafe actively works against a sense of community and particular concerns have been reported by women and girls.

In line with Local Plan policy, all development will need to incorporate measures which support Euston as a place that is safe, secure and inclusive. This includes a robust approach to both design of development to minimise future potential for anti-social behaviour (including potential displacement from the masterplan area), and in terms of the construction method, ensuring overlooking, rights of way, adequate lighting and ease of wayfinding are considered. Opportunities to work with the more vulnerable members of the community to encourage more inclusive and safe designs of public spaces should be fully explored.

Development must demonstrate:

- The highest quality design and delivery of buildings, open space and public realm;
- Active frontages and good street lighting;
- Clear sightlines and unobscured routes and buildings access;
- Maximisation of natural surveillance;
- Pedestrian-centred street network and public realm;
- Security measures for HS2 and TfL assets should be minimised within the public realm and integrated into building design as a first preference; and

- Security measures that are obtrusive or overwhelm the public realm will not be accepted. Any security structures or monitoring must not detract from the public's ability to access or enjoy the space.
- A site-wide approach to community safety, security and maintenance of the
- Public realm which should be managed in line with the Mayor's Public London Charter.

Inclusive Growth and Delivering Social Value

Significant parts of the Euston Area are included in the 10-20% most deprived LSOAs in England with below average earnings and lower educational attainment when compared to the Borough as a whole. Development at Euston should help to address these disparities.

In order to ensure that investment at Euston delivers benefits where they are most needed, the Euston Social Value Charter has been developed by The Euston Partnership to ensure there is a commitment amongst member organisations and existing and future contractors and occupiers to support social, economic and environmental improvements in the wider Euston area, benefiting local communities and residents.

It is intended that the Charter will be in place throughout the lifetime of the project, during construction and when the development is built out. All major developments in the area will be expected to sign up to the Charter and commit to deliver on its objectives and commit to providing regular monitoring information.

3.3 Design Strategy

Relevant objectives:

2. Securing excellent design
3. Making the best use of new space
4. New streets and enhanced routes
8. Promoting sustainable and active travel

Strategic Principle EAP 2: Design

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

B: Any proposals should fully address the following key urban design principles:

- Improving connectivity by enhancing existing and providing new east-west and north-south links, reinstating some of the historic Euston area street pattern and improving wayfinding;
- Transforming the public realm through improvements to streets and the buildings that front them;
- Creating an integrated piece of city that sets a world-leading standard for low carbon design and sustainable living;
- Providing uses that create interest and activity along key streets to enliven streetscapes and make them attractive and safe routes;
- Creating a coherent green network of new and improved routes, open spaces and squares which connects with London's wider network of open spaces;
- Ensuring that development is of the highest architectural quality;
- Ensuring that all buildings and places are inclusively designed and useable by all to promote equality of opportunity;
- Responding to the scale and character of existing buildings, context and local views;
- Ensuring that development proposals take account of LVMF policy in relation to the designated Protected Vistas that cross the EAP area.
- Preserving or enhancing heritage assets and their settings that are sensitive to change;
- Ensuring high quality station design and a comprehensive and co-ordinated approach to above-station development across both stations;

3.3 DESIGN STRATEGY

C: Commercial buildings should be designed:

- In a way that fosters an environment of inclusivity and collaboration between different Knowledge Quarter users and their local communities
- Flexibly to support future reconfiguration for different activities and uses (e.g. offices to laboratories) and where possible include flexible floorplates, plant room and mechanical and electrical systems that would futureproof the change of uses.

D: Tall buildings at Euston should be designed to respond to London Plan and Local Plan policies, being of both exceptional architectural quality and exemplary in terms of sustainable and low-carbon design in order to minimise their visual and environmental impact, demonstrating this through independent design review.

E: The designated strategic viewing corridors will limit development heights in the Euston area. In accordance with the Camden Local Plan Submission Draft, tall buildings are defined as buildings which are over 40 metres in height in the Central Activities Zone and over 30 metres elsewhere. Locations appropriate for buildings above these thresholds are indicated in Figure 3.4, subject to design, heritage, policy and local view considerations.

F: This policy sets out the strategic design principles for the EAP area and should be used to develop detailed Design Codes and planning proposals for the following sub-areas within the EAP: Camden Cutting; and Euston Station and Tracks. Design Codes and planning proposals for these areas should be developed by the Master Development Partner (MDP) in partnership with the Council and local communities and should build on the design principles set out here and in the more detailed Places chapter.

Figure 3.3 Design Strategy – Key interventions illustrated showing the potential for new streets or routes*



*Ground level routes across the station would be preferable although where this is not possible, routes at upper levels above the station could be explored.

3.3 DESIGN STRATEGY

Comprehensive station design and integrated development around and above the stations

Euston Station is a major London transport hub and a national gateway to the capital for passengers from the north. Euston's role as a transport hub will increase with the arrival of HS2, which presents an opportunity for Euston to become a destination in its own right, as has happened at St Pancras and King's Cross. The station also plays a major role in the local area both because of its function and status. However, its bulk and scale create 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 and around it should be of the highest urban design and architectural quality. The design of the redeveloped Euston station should contribute towards improving the station's relationship with surrounding communities, through sensitive design and uses which also meet local needs.

Space around Euston station, and in Camden generally, comes at a premium. The roof of Euston Station provides an opportunity to create both new development and accessible public open space. A priority of the HS2 and Network Rail station designs and the over site development masterplan should be to enable development and capitalise on the opportunities the roof space would create.

Any new development above or around the stations should be designed to be well-integrated into the urban realm and provide publicly accessible new places for the new communities as well as existing wider communities to use. Should space on the roof be required to support the operation of the stations, such as for plant, servicing, other infrastructure, or glazing, these elements should be considered as part of the overall design and masterplan and not have a detrimental impact on the usability or quality of space on the roof.

A mix of new and existing retail, employment, leisure, cultural and educational 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 and the vast array of institutions and knowledge uses. This will help to ensure that a clear identity and sense of place at Euston is created and benefits the surrounding context.

Further policy and guidance on design issues for the station site is provided in Section 4.1 of this document.

Improved connectivity and transforming the public realm

Euston Station is a barrier to east-west and north-south movement across Euston. Creating new east-west and north-south routes through the station area is therefore 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. Better connections to and across the station will help to connect local communities to new job opportunities and provide healthier and more sustainable travel options.

While ground-level streets across the station site would best meet the objective of improved permeability, some desired routes would need to be provided at upper levels above the station or through the station concourse if the Network Rail station is retained at its current level and footprint. The new routes should form a continuation of the existing street network and should be designed to appear and feel like streets, including being open to the sky, being of the highest urban design quality, and being open to the public 24 hours a day throughout the year. All relevant stakeholders should coordinate the creation of new routes to ensure their earliest possible opening, working around development plots and construction phasing, and finding interim solutions where necessary.

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

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.

Figure 3.3 shows a number of key new and improved connections that should be created through a masterplanned approach to new development in the area and which will be sought to improve connectivity and provide a more pleasant and greener street environment.

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 replace the open space lost to the construction of HS2 and to meet the demands of additional visitors, residents, and workers. These should be linked to each other as well as with the existing open spaces around the area with convenient and attractive pedestrian connections to create an integrated network of public open spaces and squares.

3.3 DESIGN STRATEGY

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 and routes

A number of areas (including neighbourhood centres and Euston Road Central London Frontage) already provide active frontages. Active ground floor uses should be maintained and enhanced in these locations. Active frontages can be provided in a range of ways, including shopfronts, doors and windows onto the street, as long as the main purpose of creating interest, activity and overlooking is achieved. Excessively large office or residential lobbies that lead to an appearance of inactive spaces and the fragmentation of retail frontages should be avoided.

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, overlooking of the street and increased safety. The provision of more active uses around the perimeter of Euston Station is a particular priority and along new routes, whether at ground or upper levels. Other priorities for the creation of active frontages and uses are highlighted for each sub area in Section 4.

Building heights, massing and scale

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 optimising development opportunities and increasing density, including well-designed taller buildings in specific locations.

In accordance with the Camden Local Plan Submission Draft, tall buildings are defined as buildings which are over 40 metres in height in the Central Activities Zone and over 30 metres elsewhere. Proposals for tall buildings will be assessed against the London Plan and Camden Local Plan tall buildings policies.

The EAP site is constrained by Protected Vistas identified in the London View Management Framework (LVMF), comprising Landmark Viewing Corridors of London Panoramas: 2A.1 (Parliament Hill summit to St Paul's Cathedral), 2B.1 (Parliament Hill east of the summit to Palace of Westminster), and 4A.1 (Primrose Hill to St. Paul's Cathedral); and Wider Setting Consultation Areas (background) of London Panoramas 5A.2 (Greenwich Park to St Paul's Cathedral) and 6A.1 (Blackheath Point to St Paul's Cathedral).

General heights that may be appropriate for new development are illustrated in figure 3.4. and are based on an analysis of the surrounding built context and modelling. The general heights shown would allow development that does not encroach into Protected Vistas (Landmark Viewing Corridor and Wider Setting Consultation Areas) identified in the London View Management Framework SPG. However, there may be impacts on local heritage assets, local views and context which would need to be addressed (please see Appendix 3 of the EAP Background Report for further detail).

Figure 3.4 and the following paragraphs provide guidance on locations that may be suitable for tall buildings, based on initial testing to date. Precise locations and heights for tall buildings will be the subject of a full and proper testing process through detailed masterplanning work and an assessment of impact in line with London Plan policy, site constraints and other factors including legibility, sunlight and daylight. It is noted that careful siting, massing and detailed design informed by site specific analysis may demonstrate that different heights in some locations could achieve compliance with London Plan and LVMF policy. The Viewing Corridors and associated Wider Setting Consultation Areas of View 5A.2 and 6A.1 identified in the March 2012 LVMF indicate a height threshold of approximately up to 30 metres high from ground level. This equates to between 53 metres and 54.2 metres AOD, depending on the ground level which varies across the plan area.

Following assessment and testing of views, it has been established that building heights may go up to approximately 38m without extending over the existing built skyline or

natural horizon ridge, preserving a viewer's ability to recognise and appreciate the strategically important landmarks.

Within the Wider Setting Consultation Areas (background) of 5A.2 and 6A.1 there are potential locations for taller buildings in areas that are screened in the relevant view by the dome of St Paul's Cathedral and in some circumstances by other buildings. In these locations, initial testing indicates that buildings heights could range between approximately 45-60m (circa 14-18 residential storeys) which equates to between 66 metres AOD and 84 metres AOD. Any building which encroaches on the LVMF will be subject to consultation with the GLA.

There could also be development potential for a tall building at the south-west corner of the station (indicative appropriate height 55 metres above ground level / 79m AOD) on the site of the now demolished One Euston Square. Development in this location could also provide further opportunities for locations for tall buildings in the shadow of St Paul's as identified in Figure 3.4. Proposals for tall buildings should meet the requirements of London Plan and LVMF policies.

Outside the Central Activities Zone, development potential for taller buildings over 30m in height is shown in Fig 3.4.

3.3 DESIGN STRATEGY

The general height that may be appropriate for new development in the south-west part of the Cuttings and to the north of the Regent's Park Estate is 20-33 metres (6-10 storeys). Development at the upper end of the indicative height range (33 metres/10 residential storeys which equates to between 57m and 80m AOD) would qualify as a tall building and would need to demonstrate compliance with Tall Building policy.

To the east of Park Village East and adjacent to the railway, there is potential for tall buildings up to approximately 38 metres high (12 storeys), which equates to between 51 meters and 84 metres AOD. The design of such development should take account of the setting of nearby heritage assets and seek to make a positive contribution to local views.

The indicative heights shown in Figure 3.4 are measured from existing ground level based on Ordnance Survey Data, and assume a general residential storey height of 3.3 and commercial storey height of 4.3 metres; therefore where development is above station buildings or infrastructure this will need to be taken into consideration. Within the Wider Setting Consultation Areas (background) building proposals taller than 30 metres above ground level (up to between 53 metres AOD and 54.2 metres AOD) should be thoroughly tested against the LVMF.

A detailed view assessment should be conducted using Accurate Visual Representation (AVR) that shows location of the proposed development and also illustrates the degree to which the development will be visible, its detailed form and the proposed use of materials. It should demonstrate that the proposal does not unacceptably impact, and seeks to make

a positive contribution to, strategic and local views (including views from adjoining boroughs, such as those from Regent's Park and views identified in the EAP Background Report), the character of the surrounding area including the settings of heritage assets (see Guidance on the Setting of Heritage Assets, 2017), and that it contributes positively to the London skyline. A taller building to the north-east of the station (as shown in figure 3.4) would need to be less than 60 metres tall from approximate ground level (which equates to between 82 metres AOD and 84 metres AOD) to not affect the setting of, and views within and of, nationally important heritage assets including Regent's Park and Chester Terrace. Likewise, tall buildings in other areas identified in figure 3.4 (such as Regent's Park Estate and Maria Fidelis) would need to consider potential impacts on the setting of these heritage assets.

Proposals for development which rise above the generally acceptable height indicated for that location but below the relevant definition of tall buildings will need to demonstrate that they would not have harmful impacts on the LVMF or local views, using the methodology set out above. All proposals which rise above the relevant threshold will also need to demonstrate wider compliance with Tall Building policy.

Where buildings currently detract from existing strategic views, the consideration of the potential for redevelopment to contribute to the enhancement of these views will be encouraged.

In addition to being of the appropriate height and in the right location, tall buildings must be of the highest architectural quality. Tall buildings have a significant impact not only on the skyline, but also at street level. Establishing a clear base, middle and top of the building will help each part respond to the function of the building and context of the surroundings. Servicing plant should be integrated in the building massing and design, so as not to be visible from street level of other key views. The base should have a direct relationship with the street. The scale and detail should be of a human scale, responding to context and considering how people will interact with it. The design of tall buildings should take particular consideration of the relationship with its lower neighbouring context.

Tall buildings tend to have significant impact at street level in light of their access and servicing requirements as well as their overshadowing, wind effect and microclimate, and should be arranged not to negatively impact on the building's relationship with the street, the public realm and the provision of active frontage. In particular the location, height and massing of tall buildings must have a positive relationship with the character and use of adjacent and surrounding open space.

Tall buildings tend to use more energy and emit more carbon per square meter than lower-rise equivalents. To minimise their environmental impact, tall buildings at Euston therefore need to be exemplary in terms of sustainable design and minimising whole life-cycle carbon emissions.

Where a tall building is proposed near other existing or proposed tall buildings, the relationship between these buildings should

be carefully considered. Any clustering of tall buildings should be carefully managed, coordinated and defined through the design process and in design codes. Negative cumulative impacts of tall buildings, including on views, public realm, microclimate and amenity of neighbouring properties, should be minimised.

3.3 DESIGN STRATEGY

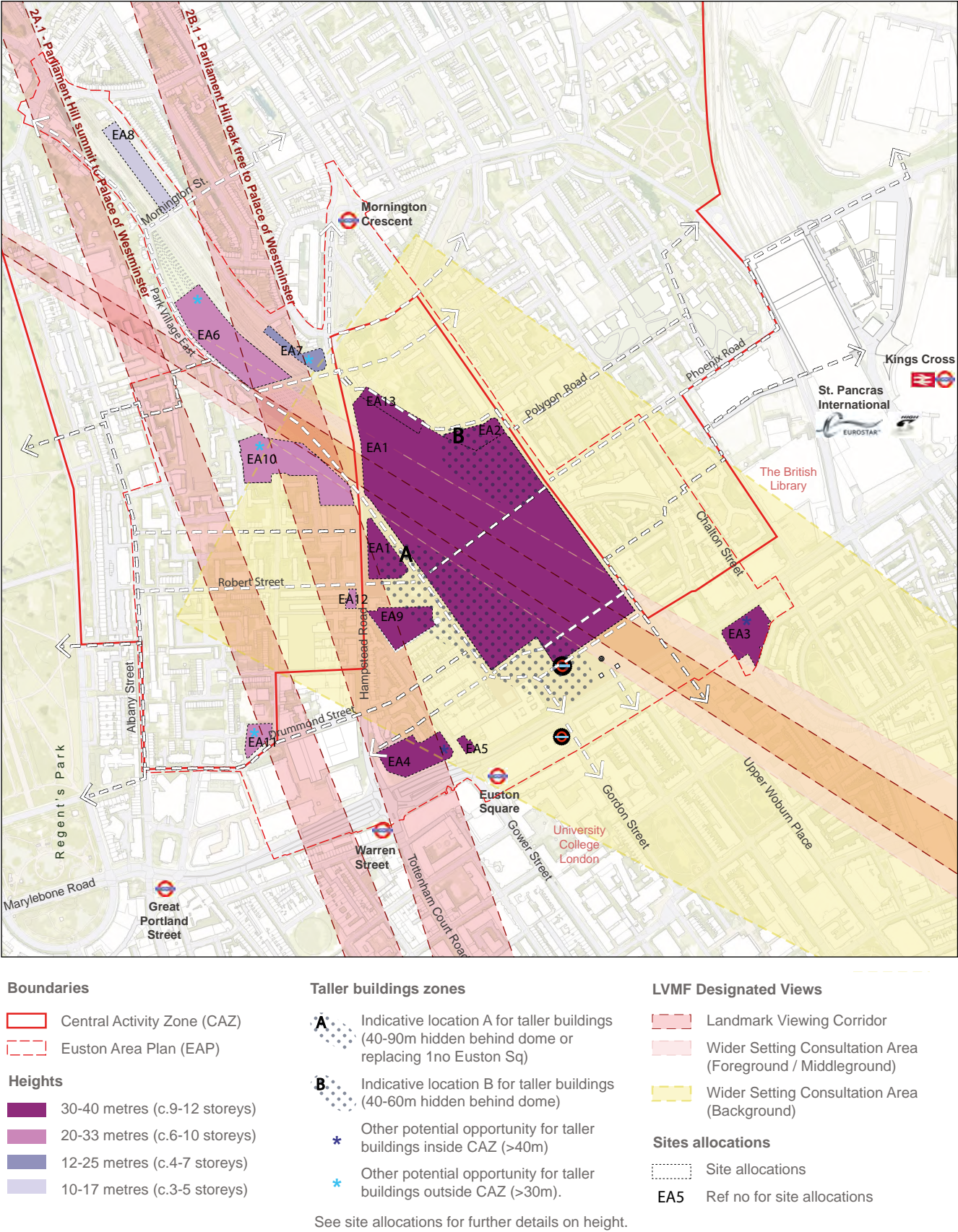


Figure 3.4 Illustrative masterplan to show potential general building heights and Protected Vistas; these are indicative only, and are assuming storey heights from an average ground level

Protecting the amenity of residents

The amenity of existing and future residents will form another important consideration in assessing the layout and scale of development. As required under the Camden Local Plan, development should not harm the amenity of occupiers and neighbours, including in relation to noise, air quality, sunlight and daylight, overshadowing and outlook, and visual privacy and overlooking.

Conserving and enhancing heritage assets

The London Borough of Camden 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.

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. Opportunities should be taken to enhance the historic character of the area through sensitive refurbishment of historic assets and new development and to bring forward 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.

Designing inclusive spaces that promote collaboration and interaction

Key to the continued attractiveness and success of Euston is the quality, vibrancy, and distinctiveness of the place, one that it is open, accessible, and inclusive to all. Developments should be designed to promote access and inclusion and improved health and well-being, in line with policies in the Local Plan. The quality of place is also important to help support interaction, collaboration and innovation not just in offices and academic spaces, but in public spaces, parks, leisure facilities, and cafes.

Commercial buildings should encourage collaboration and connectedness by maximising the openness and permeability of new buildings and by avoiding closed campus-style developments. They should ensure that opportunities to enable wider public access to facilities intended to serve the development, like lobby spaces, roof gardens, cafes, and gyms, are maximised;

Developers should prioritise active ground floor uses and facilities that provide a clear visual and physical connection between the development and the surrounding streets, as well as permeability between buildings.

Delivering flexible workspaces

Workplace practices have evolved rapidly in the past decade to respond to greater use of technology, competition for talent, changes in working styles and pressure for increased productivity and cost efficiencies. More recently the Covid-19 pandemic has highlighted how unforeseeable challenges can change work patterns and how workplaces must adapt accordingly.

3.3 DESIGN STRATEGY

To be able to meet future changes and challenges, including sustainability targets and reducing carbon footprints, flexibility needs to be designed into the fabric of buildings themselves to avoid future demolitions and provide for effective reuse. Commercial buildings in Euston should be designed to be flexible and adaptable to support a range of knowledge economy users or future reconfiguration for different activities and users. One way to achieve this level of flexibility is through the use of a flexible floor plate, which requires careful consideration of the location of fixed building components such as lifts, service risers, plant and bathrooms.

Design Codes

A comprehensive Design Code should be prepared for the Camden Cutting and Euston Station and Tracks character areas with reference to and inclusion of additional character areas where appropriate. These areas should be considered holistically to ensure that the delivery of development is in line with the vision and objectives for Euston.

The process of developing the Design Codes should be led by the developer in conjunction with the Council and stakeholders. It should be based on effective engagement with local communities about its content to provide greater certainty for the local community about the design of the development and to ensure meaningful engagement throughout the design and planning process. The Codes should be prepared and submitted as part of any outline planning application and should reflect and relate to the wider suite of control documents submitted for approval. The Design Code will form part of the control mechanisms and conditions for future planning applications within the development area and should include a

compliance checklist or other mechanism for the purposes of assessing Reserved Matters Applications.

Design Codes are part of the planning toolset available to the local planning authority, local communities and developers to ensure that the masterplan vision defines and delivers design quality. They are expected to go through independent design review process undertaken by a panel appointed by the Local Planning Authority.

The primary purpose of the Design Code is to:

- Illustrate design requirements in a simple, concise, visual and numerical manner, in order to set out detailed design parameters for the masterplan;
- Demonstrate that design quality has been defined as part of a transparent, collaborative and iterative community engagement process;
- Ensure high-quality design for the built form and the public realm in the Camden Cutting and Euston Station and Tracks sub-areas. This should include detailed considerations of Climate, Community and Urban Character;
- Deliver a coordinated character of the physical environment that detailed proposals will build over time;
- Provide design rules to form the brief for architects, landscape architects and design teams of the future phases of the proposed development;
- Act as an assessment aid for client, local authority, community and stakeholder during design reviews, during the pre-application and planning application process.

3.4 Transport Strategy

Relevant objectives:

4. New and enhanced walking and cycling routes through and around the station and tracks
7. Improving the environment along Euston Road
8. Promoting sustainable and active travel
9. Enhancing public transport

Strategic Principle EAP 3: Transport

A: The Euston Station redevelopment will provide a new station and transport interchange. Transport for London and the London Borough of Camden will work with the Euston partners to mitigate the impacts of increased passenger numbers (including those resulting from HS2) and general activity (including increased motor vehicle activity from taxis/ Private Hire Vehicles (PHVs) and freight). They will also improve infrastructure in and around Euston, and support growth and development generally in the Euston area. These aims will be achieved by:

- Providing for the effective and sustainable movement of people, with the vast majority of onward journeys to and from Euston made by walking, cycling and public transport
- Delivering an inclusive transport system and streets that are accessible for all
- Adopting a Healthy Streets approach to the design of streets
- Transforming streets and places to enable an increase in walking and cycling
- Providing the new facilities needed to accommodate increased travel demand within the station site to mitigate impacts on the public highway. These facilities should be designed with regard to Camden's Road User Hierarchy and evidence of optioneering for on-site options should be given where it is proposed that facilities would be provided offsite.
- Reducing and mitigating the impact of general motor traffic and transport-based emissions and noise, to create a safer and more pleasant environment and to make essential motor vehicle journeys, such as those made by public buses, more efficient in Euston
- Providing new east-west links across the station and tracks for pedestrians and cyclists.
- Creating a plan for buses that integrates with other key modes, with regard to protecting bus journey times and Camden's Road User Hierarchy
- Creating interchange facilities for buses and taxis that are both efficient, accessible and integrate seamlessly with the development, that have regard to Camden's Road User Hierarchy and enhance the public realm

3.4 TRANSPORT STRATEGY

- Leveraging opportunities for new and emerging mobility to contribute to achieving healthy streets objectives

B: Key measures to address existing transport issues, support increased travel demand and growth from HS2 and the development, including development led by Network Rail, TfL and property development partners;

- Measures to promote walking and cycling, reduce the dominance of motor vehicles and encourage more sustainable motor vehicle use where essential, including:
 - New and enhanced routes for pedestrians and cyclists over and around the station and tracks (that overcome existing severance challenges and connect with the borough-wide network set out in the Camden Transport Strategy, subject to feasibility on the final station design and TfL's Strategic Cycling Analysis)
 - Pedestrian infrastructure improvements
 - Cycle infrastructure improvements
 - Shared mobility services
 - Enhanced signage and wayfinding
 - Public realm improvements, including street greening and seating
 - Measures to reduce through traffic, especially to protect residential streets, (subject to impacts on the TLRN being assessed)
- Measures to make it easier and safer to walk and cycle in and around Euston, improving road safety and decreasing the number of people killed and seriously injured in the Euston Area, including:
 - New and improved crossings
 - Junction safety improvements, including for pedestrians and cyclists, especially at those identified to have higher rates of activity as result of development and those outlined in Camden's Road Safety Action Plan
- Upgrading Euston Road, Hampstead Road and Eversholt Street. This includes creating safer pedestrian routes, more accessible bus connections and improved cycle connectivity, with consideration for physical segregation where possible. These improvements may also include measures to reduce through traffic on Eversholt Street (subject to the impacts on the TLRN being assessed). Most of these changes will be delivered through the joint TfL and Camden Euston Healthy Streets project.

- Introducing transport and public realm improvements and building on existing healthy streets measures that reduce through traffic on residential (non-TLRN or SRN) streets surrounding the station, to enable them to cope with additional flows in pedestrians and cyclists, and minimise additional private vehicle pressure on these streets.
- Enhancements to public transport infrastructure, including:
 - Improvements and new connections to London Underground (LU)'s entrances and ticket halls including to the existing ticket hall and LU services, with sufficient space/ public realm provided at entry points to accommodate large volumes of LU passengers and other pedestrians
 - Safeguarding the delivery of Crossrail 2 to ensure that it can be implemented at a later date
 - Improvements to bus facilities that meet TfL's operational and passenger requirements, while improving the environment for pedestrians and cyclists and enhancing the public realm and Euston Square Gardens.
 - Taxi provision to meet the needs of station users, including passengers with reduced mobility, within the station site, without over providing for this mode.
 - Management of private hire vehicle (PHV) movements through an exclusion zone and / or a limited 'drop-off facility, ideally within the station site, designed in alignment with Camden's Road User Hierarchy
 - Management strategies for both taxis and PHVs which considers cumulative impacts and how they interact.
- Sustainable freight modes and methods to be prioritised across the Euston to minimise the impacts of freight through consolidation, reduction, remodelling and retiming of deliveries.

C: Where appropriate, developments will be required to contribute towards the measures set out above, in addition to those provided by HS2. In line with draft Local Plan policies, development will also be expected to be car-free although it may still generate some demand from private vehicles, including from visitors and freight.

An illustration of the measures that are needed to deliver the strategic vision for transport in Euston are set out in the illustrative transport strategy masterplan, shown in Figure 3.5 . More detail on the proposed measures are provided below and in the Places Chapter for the station and tracks in Section 4. Future development proposals should consider what road network changes might need to be implemented to improve conditions for pedestrians, cyclists and bus journey times and will be expected to contribute towards these.

3.4 TRANSPORT STRATEGY



Figure 3.5 Transport Strategy illustrative masterplan

Delivering Camden and London's Transport Policy, Vision and Objectives

All transport and public realm measures proposed within the Euston Area will need to be developed in accordance with the wider policy vision and enable delivery of the objectives of:

- The Mayor's Transport Strategy
- Camden's Transport Strategy and supporting action plans (which include Camden's Road User Hierarchy)
- TfL's Healthy Streets Approach
- Camden's Climate Action Plan
- TfL's Bus Action Plan
- TfL's Interchange Best Practice
- TfL's Streets Toolkit Guidance Documents
- Camden's Freight and Servicing Action Plan

All proposals on Camden's roads and across the EAP area (including the HS2 station) will need to align with Camden's Road User Hierarchy, which prioritises the most efficient, sustainable, and healthy modes of travel - walking, cycling and public transport above private vehicle use, as follows:

- Pedestrians
- Cyclists
- Public transport / vehicles for disabled people
- Freight (including loading and unloading)
- Taxis
- Powered two-wheelers (motorcycles) and private cars.

Camden's Road User Hierarchy should be used to help make design decisions where there are competing priorities.

Both the Mayor and Camden's Transport Strategies emphasise the vital role of transport and public space in reducing health inequalities. The Mayor has established a people-centred Healthy Streets framework for assessing the quality of the street environment based on 10 indicators, which focus on public health outcomes and the human experience. This framework should underpin and inform all transport and place making proposals developed on streets and the public realm in and around Euston to ensure streets in Euston are delivering positive, public health outcomes, such as cleaner air and encouraging more people to travel by active and sustainable modes, in line with the Euston Healthy Streets vision.

All new highways proposals should have regard to the above policy. Euston has a poor road safety record with high rates of collisions resulting in people being killed or seriously injured. New measures should have regard to actions previously set out in Camden's Road Safety Action Plan in particular, to drive down the number of collisions and mitigate against increased risk from more people, especially pedestrians, using the area.

Promoting Walking and Cycling

Additional rail passenger numbers from HS2 and growth in passengers generally will generate significant additional trips to and from Euston. Camden and TfL want to encourage and enable more passengers to travel to and from Euston by walking and cycling. As such, it is essential to ensure high-quality walking and cycling infrastructure is provided through and around the Euston Station Masterplan area to make these journeys easier and safer. This includes reallocating kerb-side space away from general traffic to prioritise and provide for more sustainable and active modes of travel. Where there are competing modes of transport the Council will have regard to its Road User Hierarchy as set out above.

Promoting walking and cycling for local trips in the wider area that are not related to the redevelopment of Euston and shorter trips to and from Euston is essential for reducing pressure on existing and new public transport infrastructure. It will also reduce journeys and emissions made by general traffic, improve health and well-being and allow sustainable onward movement of both rail and bus passengers and people who live, work, visit and/ or travel through Euston.

Related public realm improvement projects also offer a unique opportunity to address long standing accessibility and public realm issues in the Euston area. They could also significantly enhance connections to key surrounding destinations and attractors.

Overall, walking and cycling measures should encourage sustainable travel, improve connectivity and overcome existing severance challenges within the Euston area (such as across Euston Road and the station site). Connectivity to the wider area should also be improved, including north

towards Camden Town and south towards Bloomsbury and the River Thames.

Walking and cycling mode-share targets

It is anticipated that the majority of journeys to and from the Euston Station Masterplan area and within the wider EAP area will be made on foot, by bicycle and using public transport. For journeys up to 2km, it is expected that over 90% of these would be made by sustainable modes, including over 50% of all journeys in this category being made by walking and cycling. There is potential to further increase this share through active travel infrastructure and wayfinding improvements. For journeys between 2 and 10km, it is anticipated that around 80% of these journeys would be made by public transport and around 15% would be made by bicycle. For journeys over 10km, it is expected that over 95% of these journeys will be made by public transport.

Clear, accessible and connected walking routes

Existing key walking routes should be enhanced and new routes enabled through:

- Improved and new pedestrian crossing facilities, including raised crossing points, shorter crossings, single signal stage crossings and pedestrian countdown facilities, to build on existing crossing upgrade initiatives by Camden and TfL
- Consistent wayfinding, including Legible London wayfinding and wayfinding suitable for visually impaired people
- De-cluttering of footways, including removal of surplus street furniture and guard-rail fencing as appropriate

- Widened pavements and continuous footways over junctions with unsignalised side roads
- Urban greening, in particular tree planting where underlying utilities and infrastructure allow
- Improved safety and legibility for all users, particularly in locations where a high number of collisions have been identified.
- Traffic restrictions on some minor and residential streets to enable a low-traffic walking and cycling-friendly environment, including in some cases pedestrianisation, subject to impacts on the TLRN being assessed
- Improve existing and provide new pedestrian crossings, and de-clutter and widen footways across and along Euston Road, Eversholt Street and Hampstead Road. The locations of the most pressing pedestrian improvements on Euston Road are shown in Figure 3.5, in order to significantly enhance pedestrian movement and safety. Key locations that are expected to see the highest increases in pedestrian footfall are to the south and east of the stations (including Euston Square Gardens and Upper Woburn Place), the southern end of Eversholt Street between Doric Way and Grafton Place, and the northern end of Gordon Street.

Opportunities to improve walking routes are indicated in Figure 3.5 and include:

- New links across the Euston Station Masterplan area connecting Drummond Street and Doric Way, Robert Street and Phoenix Road, Varndell Street and Polygon Road, Granby Terrace to Barnby Street, and Euston Street to Lancing Street. There may be design limitations in Euston Station which result in fewer over station routes being delivered. However, delivery of these routes remains an EAP aspiration and it is expected that alternative connections would be sought that are as direct as possible. The connection between Robert Street and Phoenix Road is considered a priority for routes above the station. This should be delivered alongside the long-term development opportunity of the Network Rail parcel deck. Where feasible, facilities for cycling should be enhanced on these links.
- Through traffic restrictions at the northern end of Gordon Street (between the junctions with Euston Road and Endsleigh Gardens), and at the southern end of Eversholt Street, Cobourg Street and Granby Terrace Bridge (traffic modelling would be required)
- Improvements to footways around the new underground entrance on Gordon Street (if it is delivered), to accommodate increases in pedestrian numbers
- Proposed new underground link between Euston Station and Euston Square London Underground stations

3.4 TRANSPORT STRATEGY

- Significantly enhanced surface crossing facilities on Euston Road; if the underground link is not delivered, these would offer an alternative crossing and would likely need to accommodate greater demand. The areas that are expected to see the greatest increase in pedestrian pressure and would therefore require the most significant upgrades include the Gordon Street / Melton Street / Euston Road and the Upper Woburn Place / Euston Square / Euston Road junctions. These crossings should also accommodate cycle crossing movements if these are not catered to within redesigned junctions.
- Enhanced north-south and east-west pedestrian and cycle connections in the Camden Cutting area, particularly that between Barnby Street and Granby Terrace Bridge
- Enhanced east-west connectivity across the wider area, including between Euston and St Pancras International stations in the southern part of the Euston Station Masterplan area.

The detail of proposed improvements to road crossings are being identified through the Euston Healthy Streets workstream and some improvements are already being delivered. These may include changes such as: converting staggered crossings to direct crossings, widening of existing crossings, shortening of crossing distances, providing more crossing time at signalised crossings, 'pedestrian countdown' facilities or introducing 'green man' traffic light phases or new zebra crossings where they do not exist currently.

Traffic restrictions on Gordon Street will allow space for significant improvements to the urban realm and this is also a proposed site for a new Underground Station entrance. If this entrance is to be delivered (Government's Network North paper suggests this will no longer be delivered), it should be as small as possible, minimising its impact on the public realm and pedestrian and cycle movement, while ensuring a fully accessible entrance to the underground and Euston Station.

Improved pedestrian links will connect to public realm improvements being delivered separately by Camden and TfL outside the Plan area, for example through the West End Project, Greening Phoenix Road, Somers Town Healthy School Streets and Regent's Park Area Safe & Healthy Streets projects, which will enhance connectivity, road safety and the public realm to the south, east and west of Euston.

The delivery of the new Moorfields Eye Hospital site near King's Cross may see more visually impaired patients using Euston. Designs for the new stations and new development and wayfinding should be accessibility audited with input from disabled people including visually impaired people.

Cycle routes and facilities

TfL and the London Borough of Camden seek to strongly promote and enable an increase in cycling (in line with the mode share targets set out above and in Camden's Cycling Action Plan). This would be enabled by providing the infrastructure and supporting measures required to make cycling safer, easier and more accessible to more people living in, working in, travelling through and visiting Euston.

These new cycle routes will facilitate the development and implementation of the primary and secondary cycle networks in the Euston Area, that are shown in the proposed cycle network map in Camden's Cycling Action Plan. These will connect to the borough-wide cycle network and link Euston Station and new developments in Euston with the surrounding area.

TfL and the London Borough of Camden will seek to provide cycling improvements, including on the strategic and TfL road network (Euston Road, Hampstead Road and Eversholt Street). Improvements will include:

- Upgrading Euston Road, Hampstead Road and Eversholt Street (through the Euston Healthy Streets scheme), to better support cycling, alongside walking and buses, improving road safety and reducing the dominance of general traffic.
- High quality cycle infrastructure appropriate for the context of the road and designed in line with the London Cycling Design Standards (LCDS). This should include consideration of physically separated cycle lanes or tracks on the strategic routes that join up with and extend the strategic cycle network in Bloomsbury, King's Cross and Camden Town, as well as lighter touch delineation using kerbs, planting or other materials in pedestrianised or low traffic areas.
- Dedicated signals and safety improvements such as dedicated crossings and advanced stop lines for cyclists to allow for safe connections into the wider cycle network at key signalised junctions
- Safer facilities for cyclists at bus stops, including bus stop bypasses, designed in line with latest standards
- Creating a safer environment for cycling by reducing traffic volumes, especially on Eversholt Street, subject to impacts on the TLRN being assessed.
- Improving east-west cycle connectivity and safety through Euston, with consideration for physically segregated infrastructure and dedicated signals where appropriate, and improved cycle permeability through and around the Euston Station Masterplan area where feasible, including to the south of the site.
- An improved north-south route via Gordon Street, Cobourg Street and a new north-south street, including an improved crossing point for cyclists over Euston Road, at the junction with Gordon Street
- An improved north-south cycle route on Albany Street
- Measures to reduce traffic and improve cycling in the residential areas to the east and west of Euston Station, to compliment Camden's existing network of traffic filters and timed healthy school streets. This would require an assessment of impacts on the TLRN.

3.4 TRANSPORT STRATEGY

Below are example images of some of the infrastructure measures for making cycling safer and easier:



Figure 3.6 Physically separated cycle lanes (this can be done using stepped tracks – as shown in the image, kerbs or wands)



Figure 3.8 Measures to reduce motor vehicle numbers can also be used to provide more greening



Figure 3.7 Cycle bypass for cyclists at a bus stop



Figure 3.9 Separate cycle signals at junctions



Figure 3.10 Advanced stop line for cyclists

Cycle Parking & Shared Mobility

The demand for cycle parking will increase substantially with HS2 in place and therefore significantly improved, dedicated and secure off street cycle facilities and parking should be included as part of the station design. Design of cycle parking facilities should follow the London Cycling Design Standards (including for cycle parking at stations) and comply with the London Plan's cycle parking requirements. Step-free access for non-standard cycles should also be provided, this includes adaptive bikes and cargo bikes. The design of these facilities should contribute to a high quality public realm and allow pedestrian movement. Any new developments should provide cycle parking in accordance with the levels set out in the London Plan, thus ensuring that new residents and occupants of the commercial units have access to facilities separate to those at Euston Station. Any improvements to the existing National Rail station would also require an appropriate number of cycle parking spaces to be provided as part of their proposals.

The potential closure of roads to motor traffic and the creation of new traffic-free links offers the opportunity for the provision of new cycle parking stands (such as Sheffield stands), and additional docked and dockless cycle and scooter hire facilities, further enhancing cycling and scooting capacity for the area.

3.4 TRANSPORT STRATEGY

Shared facilities, such as Santander bikes, and dockless e-scooters and bikes could be integrated alongside shared cargo bikes and car clubs to create mobility hubs which would build on the existing network of mobility hubs in the Euston Area. This would improve the area's Shared Transport Accessibility Levels. These currently range between 4 and 6A (the second highest after the target score of 6B) in the south of the area, but can be as low as 0-2 in northern parts of the Regent's Park area and northern parts of Somers Town. These facilities should be located in the areas with the highest demand, using the latest technology to manage parking overspill. Private operators would need to be coordinated to service the busiest locations.

In addition, where considered necessary, and in line with Camden's Transport Strategy, car parking space may be removed and this space reallocated to infrastructure for sustainable modes, including walking and cycling as well as biodiversity and climate resilience measures. Disabled parking bays will continue to be added following requests.

The Council will continue to provide short stay cycle parking and bike hangars on residential streets within the Euston area. Cycle parking provision, both at Euston Station and on surrounding residential streets, should include provision for larger bikes, such as adapted bicycles and cargo bikes.

It is expected that new development at Euston, which is likely to further increase demand for this type of shared mobility in the area, would contribute to increasing parking capacity for these services within the Euston Station Masterplan area to enhance the area's Shared Transport Accessibility Levels, with regard to Camden's Road User

hierarchy in the design process.

The Council will continue to support residents within the Euston area to take up the various activities and training sessions on offer through Camden's Community Cycling Programme.

Public Transport Infrastructure

Given the significant growth expected in Euston, improved public transport coupled with improved walking and cycling infrastructure will be required to ensure that Euston provides sufficient capacity to meet demand from increased passenger numbers (including those associated with HS2 and new development). Relevant infrastructure will need to be in place and functioning at the time required to meet demand. Public transport will also need to be easy to access and legible for communities living around Euston Station and provide a high-quality interchange for those using the station. Key public transport measures are set out below.

Enhanced Network Rail & HS2 station facilities

The redevelopment and expansion of rail services at Euston demand new and improved station infrastructure and passenger facilities as part of a comprehensive approach to the development of both the new HS2 Station and the existing Network Rail Station.

The key transport aspirations for the redeveloped stations are as follows:

- To reconnect communities to the east and west of Euston Station by providing walking routes that travel east / west over, through and at the front of the development (priority routes are shown in Figure 3.5), acknowledging that this is subject to feasibility within the final station design.
- To enable the majority of onward journeys to be made by walking, cycling and public transport, through providing high quality facilities within the Euston Station Masterplan area that link into the wider walking, cycling and public transport network.
- To provide a new one-way linear bus facility in front of the Network Rail and HS2 stations, which creates a high-quality interchange facility that meets both TfL's operational and passenger requirements (including those with accessibility needs) and improves the environment for pedestrians and cyclists. This includes delivering public realm and quality of place at Euston which is commensurate with the importance of the new station interchange and the development. As such, Euston Square Gardens and its character should be retained along with access for all users.
- The delivery of a new integrated LU station entrance that is sufficiently sized to meet passenger demand, and is operationally independent from the Network Rail and HS2 stations.
- To provide suitable taxi facilities that do not impact negatively on the surrounding road networks and communities and that do not over-provide ranking, pick up and drop off space. The design of the facilities should have regard for Camden's Road User Hierarchy and should not undermine the prioritisation of walking and cycling.
- Measures to limit the impact of private hire vehicles (PHVs) on the surrounding highway network, especially on people walking, cycling and using public transport, in line with Camden's Road User Hierarchy should be implemented.

3.4 TRANSPORT STRATEGY

- As highlighted elsewhere in this plan, a redeveloped Euston Station should integrate with its surrounding area. This includes delivering appropriate entrances / exits to allow connections with the wider area, enhancements to the surrounding public realm and significant improvements to connectivity through the area.
- Improving the legibility and accessibility of the new stations, including for visually impaired passengers, to respond to the introduction of the new Moorfields Eye Hospital site.

Crossrail 2

In recognition of the important strategic transport role that Euston plays, proposals for a new regional or metropolitan rail route linking southwest London to northeast London and beyond, are safeguarded through the Crossrail 2 project.

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. At present, it is uncertain whether this will be delivered. The impacts of not delivering the link would need to be modelled to justify this and to determine what mitigation measures are required. Other works include:

- New connections to the London Underground (LU)'s existing Euston station

- New connections and entrances to and from Euston Square LU station.
- New connections from LU infrastructure to new HS2 Infrastructure.
- New connections from LU infrastructure to Network Rail.
- Connection between Euston and Euston Square stations to create one complex
- New ticket hall at Euston
- New passenger tunnels, lifts, escalators, and other assets required to support operations of a larger, enhanced station.
- Removal of existing LU substation and ventilation building and the provision of a new facility

Bus facilities

The redevelopment of Euston Station provides an opportunity to review and upgrade the existing bus facilities at Euston. It provides an opportunity to establish a bus facility that meets both operational needs and the needs of bus passengers, while also creating a high quality interchange that improves the public realm, facilities for pedestrians and cyclists and the setting of Euston Square Gardens.



Figure 3.11 Public Transport routes and connections

3.4 TRANSPORT STRATEGY

Key requirements of the bus facilities include:

- Providing sufficient stop and stand space to accommodate an agreed level of bus operational requirements, including driver welfare facilities. Any bus standing facilities will need to be demonstrated as being operationally essential (given the existing space constraints on the delivery of this major multi-modal transport hub), and locations within the station site should be prioritised. It is acknowledged that some bus stops may need to be located on Euston Road.
- Consider the need to accommodate increased bus passenger numbers and to provide resilience for the future bus network
- An intuitive and accessible layout off the highway that meets the needs of bus passengers, as well as the needs of pedestrians and cyclists, and allows for easy interchange between bus routes and with other modes of transport. The design should acknowledge that disabled people and those within some protected characteristic subgroups, such as older people, are more likely to travel by bus.
- It should enhance legibility for all pedestrians and enable ease of movement through this part of the Euston Station Masterplan area and to other parts of the development and the surrounding road network.
- Enable and contribute towards the delivery of Euston Healthy Streets objectives. This will be achieved by providing both high quality, accessible bus facilities and safety and amenity improvements for pedestrians and cyclists.
- The overall design of bus facilities should demonstrate alignment with Camden's Road User Hierarchy and should minimise impact on the wider transport network and Camden's transport objectives for the area
- Bus facilities should not adversely impact residential areas
- Bus facilities should not adversely impact local character and heritage, such as the setting of Euston Square Gardens
- To help create a high-quality urban realm which complements the design of the transport hub (including the rail station, the bus facility, the LU station and the surrounding area), helps to transform the image of the area and contributes to the creation of a new station and development around and above the stations.
- Improve accessibility for disabled users and those with other relevant protected characteristics, by providing convenient, close, step-free access between trains and buses.
- Improve general passenger experience by upgrading shelters, including with countdown provision, better bus passenger information and through healthy streets measures that better connect passengers to and from other public and shared transport services.

A feasible bus facility proposal will need to fulfil the requirements set out above. Camden and TfL will work with HS2, Network Rail and Lendlease to achieve this. It is expected that the new bus station would have a linear format and that it would be located off highway at the front of the station along the northern edge of Euston Square Gardens. Camden's aspiration is for this facility to be one-way but the exact layout will be determined in future design stages.

Bus Priority Measures

In addition to providing an improved bus facility, the redevelopment of Euston Station and associated impacts on the surrounding road network provides an opportunity to introduce a series of measures to improve bus journey times through the area. Potential bus priority measures should be explored through the Euston Healthy Streets workstream, and be introduced where feasible, in both the construction and operational phase of development in the Euston Station Masterplan area. Measures should be designed with regard to Camden's Road User Hierarchy and other transport strategy objectives. Camden officers will work with TfL to design and implement such measures. Bus priority measures could include:

- Introducing new bus lanes along bus routes
- Improvements for buses at signalised junctions
- Lengthening bus stops

Managing taxi and private hire vehicle (PHV) demand and impacts on the public realm

The redevelopment of Euston Station is an opportunity to provide safe, accessible, efficient, and well-designed taxi and private hire facilities that meet the needs of station users, especially passengers with reduced mobility. This should be achieved without over providing for these modes, adding vehicle pressure to surrounding residential streets or compromising improvements for pedestrians, cyclists and public transport users. The design of new facilities and management strategies for these modes should be informed by studies being conducted by TfL, which are ongoing at the time of writing in 2025, and any new evidence that may emerge thereafter. The number of pick-up and drop-off spaces to be provided will be agreed with TfL.

Taxi facility design

The taxi facility should be appropriately scaled and designed in line with Camden's Road User Hierarchy. Minimising the impacts of taxis and private hire vehicles on the public realm, pedestrians, cyclists, buses and quality of the environment should be a priority, given the objective of maximising the share of trips made to and from the station by sustainable modes as set out in this plan, the Camden Transport Strategy and Mayor's Transport Strategy. This will be achieved by:

- Providing for consolidated taxi ranking pick-up and drop-off on the western side of the Euston Station Masterplan area, away from residential uses, to reduce impacts on the existing and future surrounding residential communities. This should be integrated into building footprints to make the best use of land

3.4 TRANSPORT STRATEGY

- Taxi facilities should be provided within the station site as far as possible, but if this is demonstrated to not be feasible, some limited formal taxi pick-up and drop-off bays on the public highway for passengers with reduced mobility may be permitted to meet demand from Network Rail passengers, with the preferred location being on Eversholt Street south of Doric Way
- Providing ranks which reduce the risks of conflicts with other road users and should use mitigation measures to avoid over-ranking onto the public highway
- Avoiding excessive taxi movement in more sensitive areas, for example the Drummond Street/ Euston Street area and on residential streets (both to the east and west of the station) and other roads off the TLRN
- Ensuring charging technology suitable for taxi operations and other sustainable infrastructure is provided (ideally within the rank)

Management of taxis and private hire vehicles

Taxi and private hire provision will each require a separate management strategy to mitigate their impacts. These must consider the need to accommodate increased travel demand, provide an improved passenger waiting environment, manage holding and queuing, and the need to increase taxi occupancy rates. The new station design also creates an opportunity to reduce the current negative impact of informal private hire vehicle drop off and pick up on streets surrounding the station. Provision for both taxis and private hire vehicles should be

designed to support those who rely on these modes (including disabled people) and avoid detracting from design features that would encourage uptake of more sustainable alternatives. This will be achieved by:

- Developing a taxi share system with dedicated marshalling (where feasible), with an aim to increase the average taxi occupancy rates at Euston Station from 1.7 to 2.2 by 2041 and establishing secure funding and management for this
- Intuitive wayfinding to the taxi ranks or PHV pick-up or drop-off point without making these options more attractive for people who could otherwise walk, cycle or take public transport
- Making sustainable modes of transport at Euston as attractive as possible, including through provision of legible, safe and direct walking and cycling routes, as well as cycle parking and hire facilities at key gateways to the Euston Station Masterplan area
- Developing a taxi ranking, pick-up and drop-off layout that does not compromise the level of improvements that can be provided for walking, cycling and public transport
- Identifying acceptable drop-off and pick-up locations for PHVs. This may include some limited designated bays and / or an exclusion zone.
- Introducing movement restrictions, such as U-turn bans and enforcing these with cameras, to reduce hazardous PHV movements during pick-up and drop-off

- A strategy for managing taxis and private hire vehicles and their supporting facilities should be developed. This would be implemented and managed by Euston Partners, to ensure taxis and private hire vehicles are not being over provided for, are not over-ranking on the public highway (applies to taxis only, as PHVs are not permitted to rank) or picking up and dropping off on streets around the station in ways that result in congestion or road safety hazards. The strategy will be secured by a legal agreement as part of applications for station or associated development. The strategies should also consider the potential impact and management implications of new types of private hire vehicle services that are likely to emerge in the coming years, including autonomous taxis, which will be trialled in London from 2026. These changes may bring new opportunities and challenges for managing and enforcing PHV movements. Strategies may need to be updated regularly to respond to such changes to ensure healthy streets outcomes are safeguarded.
- Taxi management systems may include the use of early warning signage on approach routes to the station rank, and using information technology to communicate with drivers to manage queuing.

Sustainable freight movement

The London Borough of Camden and TfL seek to ensure that the impacts of freight movements resulting from development at Euston are minimised, and that the site becomes a leading example of sustainable freight and servicing. Reducing the number of freight and servicing trips needed will

reduce the burden of these on the strategic and TfL Road Network, including Euston Road, Eversholt Street and Hampstead Road, freeing up capacity to make healthy streets changes. The construction of the new station and development at Euston offers an opportunity to plan for best practice sustainable freight and servicing, due to its Central London location within the Ultra Low Emission Zone (ULEZ), the potential availability of rail-based freight and servicing, and the vast majority of occupiers on the site being new. Measures to deliver sustainable freight and servicing should be in line with Camden's Freight and Servicing Action Plan and should include:

- Combined Freight Delivery and Servicing Plans (DSP) for the Euston Station Masterplan area, (including both rail stations and the new development). These plans should encourage off-peak freight deliveries, and freight movement efficiencies to reduce the number of freight and servicing trips needed to and from the site (including consolidation, shared deliveries, use of rail and use of cargo bikes). The DSP should be developed, implemented and managed by the Euston Partnership (or a future organisation that takes on this role) and secured by a legal agreement as part of applications for station and associated development.
- Establishing a micro-consolidation centre to reduce the number of motorized freight trips made locally to support combined freight and servicing delivery plans. This could serve the Euston Station Masterplan area and beyond.

3.4 TRANSPORT STRATEGY

- Safeguarding existing rail freight facilities and designing in further potential use of rail connections for freight movement as part of the construction phase and station design
- Promoting low emission vehicles which go beyond ULEZ standards, such as electric vehicles for delivering freight to an on-site micro-consolidation centre, and electric cargo bikes and e-carts, which have lower space requirements and a lower carbon footprint, for on-foot deliveries to fulfil the last mile deliveries.
- Construction and logistics plans (CLP) for new development that meet TfL's Construction Logistics and Community Safety standards.
- All vehicles supplying the construction phase should meet TfL's standards for work related road safety, including the FORS (Fleet Operator Recognition Scheme) Gold accreditation or equivalent TFL approved scheme.
- It is anticipated that any freight and servicing infrastructure would be within the confines of future development in the Euston Station Masterplan area and would predominantly serve the station and development within the immediate area. Ideally, this infrastructure would include a micro-consolidation centre. 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

Promoting sustainable travel options for both existing and new residents and businesses will help fulfil Camden's Transport Strategy objectives, reduce the transport impacts of new development (including potential demand for visitor parking), while reducing transport related greenhouse gas emissions and creating a better environment in which to live and work. Sustainable travel should be influenced through the planning and design of new development. In Euston, new development would be expected to comply with measures set in the Development Plan and supporting guidance. Development would also be expected to contribute to providing new walking and cycling infrastructure, throughout the EAP area, that connects into the wider street network, and to provide infrastructure for shared mobility services such as dockless bike, scooter hire and car club bays in the locations with the greatest demand.

Reducing the impact of private motor-vehicles

Despite being car-free, the new masterplan development area could still attract some private motor-vehicle trips by visitors, including PHVs and taxis. In line with Local Plan policies, provision should be made to manage the impacts on local parking infrastructure, including:

- Contributing to a limited number of electric vehicle charge points (fast chargers), ideally within the Euston Station Masterplan area.
- A review of controlled parking zones in the area.

Sustainable travel infrastructure and shared mobility

Sustainable travel will be further encouraged by the Council and TfL through investment in infrastructure that enables more active travel (walking and cycling), and measures to reduce through traffic on the public highway, especially on residential roads. These measures may need to be modelled and assessed for their impact on the TLRN, and be accompanied by a review of how traffic moves in the area, including consideration of changes to banned turns on the strategic road network and TLRN. Overall, changes on Camden's and TfL's highways will complement new walking and cycling infrastructure within the EAP area, as well as Camden's existing network of cycle infrastructure, traffic filters and healthy school streets. Changes on the TLRN that affect signalised junctions on Camden's highway network are likely to require modelling.

Where necessary, existing permit and paid for parking bays may be removed to provide disabled parking or car club bays.

New mobility

It is acknowledged that new forms of mobility have and will continue to emerge and evolve in the coming decades. Some examples include micromobility in the form of dockless bikes and scooters, connected and autonomous vehicles, and the use of drones and droids. Such technologies may create opportunities, such as further encouraging sustainable travel, more efficient logistics trips and reduced dependency on larger vehicles for last mile trips or private car ownership. However, they can also bring risks if not regulated and managed properly,

such as increased congestion, new safety hazards, a reduction in sustainable and active travel and negative implications for accessibility.

Applications for new development in Euston will be expected to demonstrate consideration for emerging mobility trends where relevant, and how design as well as transport management tools can be leveraged to ensure transport innovation contributes towards, rather than hindering, the objectives of Camden's Transport Strategy and TfL's Healthy Streets Framework. Management tools may include Construction Management Plans, Travel Plans, Delivery and Servicing Plans, and taxi and private hire vehicle management strategies. Securing policy-aligned transport outcomes through emerging mobility is likely to require ongoing commitments to the monitoring of management strategies, travel planning, and delivery and servicing plans in particular, with regard to how these are being shaped by emerging mobilities.

Delivery

Delivery information for transport infrastructure referred to in this section is set out in detail in chapter 4, Places where relevant and also summarised on a site by site basis in appendix 2 in the delivery plans summary table.

3.5 Environment Strategy

Relevant objectives:

4. New streets and enhanced routes
6. Creating sustainable development
7. Improving the environment along Euston Road
8. Promoting sustainable and active travel

Strategic Principle EAP 4: Environment

A: Development at Euston should be delivered in line with Development Plan policies including the requirement to be low energy and incorporate low-carbon heat, be fossil fuel free, and maximise the opportunity for renewable energy generation. Where the Local Plan expects developments to deliver an energy balance of net zero carbon in operation and where it can be demonstrated that this cannot be fully achieved on-site, opportunities for off-site solutions should be explored across the wider Euston area. If off-site solutions cannot be delivered, a payment in lieu will be sought. The payment in lieu should be related to the scale of the shortfall, subject to viability to deliver carbon reductions in the Euston area, or other projects identified in the Councils Climate Action Plan.

B: Innovative heat network opportunities must be explored for utilising low cost, low carbon heat including utilising waste heat sources.

C: Development proposals must maximise resource efficiency, and ensure that circular economy principles are adopted. Opportunities to move materials by rail should be fully explored.

D: All development should reduce surface water run-off to greenfield run-off rates, through the use of Sustainable Drainage Systems (SuDS). Where it is demonstrated to the Council's satisfaction this is not feasible on site, developers should look at contributing to support off-site SuDS measures. Water consumption should be minimised, greywater/rainwater recycling maximised and any increase in demand for off-site water and sewerage infrastructure will need to be met, either through existing capacity or timely provision of additional capacity.

E: Euston Road is identified as an Air Quality Focus Area and all development must be at least air quality neutral with an air quality positive approach fully explored.

The Council declared a Climate and Ecological Emergency in 2019 and has set out the ambition to do everything it can to make Camden net zero carbon by 2030. The draft Local Plan includes a suite of policies which seek to ensure that new development is designed to mitigate and adapt to climate change to respond to the climate emergency. Development at Euston should be delivered in line with these policies.

Energy efficiency and renewable energy

Development at Euston presents a significant opportunity to deliver net zero carbon sustainable development through a balance of minimising energy demand through design and energy efficiency measures, low carbon and fossil fuel free technology and renewable energy generation. Net zero carbon should be achieved by balancing energy use of the building with renewable energy generation.

Achieving net zero development

It is acknowledged that due to the constraints of development associated with railway infrastructure, delivering net zero carbon onsite could be challenging. Where it is not possible to achieve an energy balance of net zero carbon in operation, opportunities for renewable energy generation or retrofit should be explored across the wider Euston area. The full cost of the measures should be funded by the applicant to be able to count the carbon saving as offset for the development. There is significant potential for energy efficiency improvements and renewable energy systems across the Regents Park Estate as an example.

Heating and cooling

Developments should be designed to minimise the adverse impacts of overheating and promote natural cooling and passive ventilation. The design of buildings at Euston and the spaces between buildings need to be designed to not overheat and to naturally “cool”. New developments should consider the feasibility of providing new and support existing local energy networks, or make contributions towards the construction of the network(s), and/ or connecting the development to a nearby network (or making it capable of connecting in the future).

The energy balance (seasonal heating and cooling demands) of the new development in relation to the local area should be explored and innovative energy network opportunities considered for utilising low carbon or excess waste heat sources. Opportunities for utilising surplus waste heat from the London Underground and Euston station should be explored as a source of renewable energy for new developments.

Developers should work with the Heat Network Zone Coordinator to consider how developments can develop or connect to district heat networks.

Minimising Carbon emissions - Whole Life Cycle Carbon

In line with Development Plan policies, the Council will seek to ensure that development proposals minimise carbon emissions over the lifespan of buildings and actively reduce embodied carbon. New major developments should submit a Whole Life Carbon assessment (including operational and embodied emissions) and seek to minimise lifetime emissions.

3.5 ENVIRONMENT STRATEGY

All developments must consider the carbon impact from the whole life cycle of the development by assessing all carbon impacts resulting from the construction and use of buildings over their entire life.

Operational carbon emissions from both regulated emissions and unregulated emissions should be included as well as embodied carbon emissions (those associated with raw material extraction, manufacture and transport of building materials and construction). Emissions associated with maintenance, repair and replacement as well as dismantling, demolition and eventual material disposal should also be considered as part of a whole life cycle approach. All developments should be designed to achieve benchmarks in line with guidance from the GLA on Whole Life Carbon.

Options to minimise embodied carbon must be considered early in the formulation of development proposals. Decisions made to reduce embodied carbon, and the level achieved, should be clearly set out and demonstrated within a Whole Life Carbon Assessment to be submitted to the Local Planning Authority as part of a planning application.

Retrofit and circular economy principles

Circular economy principles and resource efficiency should be considered from the start of the design process with buildings designed for adaptability, flexibility and longevity in line with Local Plan policies.

Development proposals should demonstrate how building material waste has been minimised and circular economy principles have been applied, including exploring

opportunities for on-site temporary material banks and community-led Circular Economy initiatives. Due to the extent of development at Euston, temporary material banks will help enable the reduction in embodied carbon and increase reclamation. Opportunities for developments to move materials by Rail should be fully explored.

The retrofit of existing buildings is strongly supported by the Council. Developers must demonstrate that they have thoroughly explored options for retaining and retrofitting existing buildings in line with Development Plan policies and with reference to the GLA's Guidance on Circular Economy.

Flood risk, water and wastewater infrastructure

Camden will seek to ensure that surface water flooding risk is minimised and will aim to achieve greenfield runoff rates in the Euston Area through on-site measures and wider provision across the area. The drainage hierarchy in the London Plan and national standards for SuDS should be followed including consideration of rainwater harvesting, water quality, biodiversity and amenity. Where it can be demonstrated to the Council's satisfaction that greenfield runoff rates cannot be achieved, a contribution to Local SuDS measures should be made.

Camden's requirements in relation to sustainable drainage systems (SuDS) is set out in the Camden Local Plan taking into account water quality, biodiversity and amenity opportunities for SuDS. Regard will also be given to the recommendations in Camden's Flood Risk Management Strategy and Strategic Flood Risk Assessment and any future national or local SuDS standards in assessing future development proposals. Development should not place vulnerable uses in flood risk areas and should protect all buildings against flood risk without increasing flood risk elsewhere.

The provision of green infrastructure plays a key role in mitigating surface water flood risk, by playing an important role in helping to reduce run off and store storm water. The Open Space chapter gives further details on the requirements for green infrastructure and the Urban Greening Factor.

Camden Council will seek to ensure that there is adequate water and wastewater infrastructure to serve all new developments. Developers will be required to demonstrate that there is adequate infrastructure capacity both on and off the site to serve the development and that it would not lead to amenity impacts for existing users and surrounding areas. In some circumstances this may make it necessary for developers to carry out appropriate appraisals and reports to ascertain whether the proposed development will lead to overloading of existing water and wastewater infrastructure. Where there is an infrastructure capacity constraint and no improvements are programmed by the water or wastewater company, the developer will be required to provide for the appropriate improvements which must be completed prior to occupation

of the development. Water consumption should be minimised, greywater/rainwater recycling maximised and development should use water efficient fittings throughout.

Air Quality

In addition to the National Air Quality Objectives, Camden has committed to achieving the more ambitious revised World Health Organization air quality standards by 2034, in recognition of the serious health effects of exposure to air pollution. Euston Road is an Air Quality Focus Area, identified by the GLA and is within the Camden wide Air Quality Management Area (AQMA) which covers the whole borough. The Euston area is identified as having high levels of pollution and human exposure to air pollution is most acute.

The Ultra Low Emission Zone (ULEZ) was introduced for areas south of the Euston Road in April 2019. As of October 2021, the Ultra Low Emission Extension (ULEX) extended north to the North Circular Road and now the whole of the Euston area is within the ULEZ zone. This means that non-compliant vehicles are required to pay a charge. This should deliver benefits in air quality and support the delivery and use of low emission vehicles.

All developments should include sustainably designed fossil fuel free new buildings, on site renewable energy, a substantial number of new trees, new open spaces, car free housing, freight consolidation and new walking and cycling routes. Development proposals should address and mitigate air quality issues during both construction and operation periods.

3.5 ENVIRONMENT STRATEGY

Given existing air quality issues in the Euston area, any proposed plant, commercial cooking or energy systems must not create any local environmental issues, in particular in relation to air quality. New development must not expose residents to health risks associated with air pollution and will only be acceptable if it is designed to mitigate any impact.

It is expected that sustainable servicing, including freight consolidation facilities to reduce vehicle trips and freight delivery distances will be implemented. Proposals should, where possible, integrate rail freight to minimise air quality impacts on the local community.

A cumulative impact area for construction should be introduced which requires coordination of construction activity to reduce the impact on the area.

3.6 Open Space Strategy

Relevant objectives:

1. Prioritising local people's needs
4. New streets and enhanced routes
7. Creating sustainable development
8. Improving the environment along Euston Road

Strategic Principle EAP 5: Open Space and Green Infrastructure

A: 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 new and improved open spaces, retention of existing trees where possible, green streets with extensive tree planting and other public realm, green roofs and walls will be developed to:

- Contribute to health and wellbeing and 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
- Contribute towards cooling effect to reduce overheating

B: In order to ensure that public open space is planned as a fundamental basis of the masterplan for the area above and around the station, an application for development must include a Public Open Space and Green Infrastructure Strategy and Management Plan, which will be agreed and secured through a S106 agreement.

3.6 OPEN SPACE STRATEGY

Green Infrastructure

Green infrastructure, including the London Squares of Munster Square, Clarence Gardens, Euston Square Gardens, Harrington Square and part of Amptill Square, Regent's Park (designated Grade I Historic Park and Garden) and other open spaces such as St James Gardens (now part of the HS2 work site) and Cumberland Market provide (or have provided) valuable green and open space in this central London location. These spaces also play a vital 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. The EAP provides a framework for the medium and long-term provision of new and replacement open space, where it has been lost as a result of the construction of HS2. Open space is a hugely valued community amenity here.

Green infrastructure and ecology should be central to Euston's development. Euston is envisioned to be a distinctly green place with abundant planting, access to nature, generous open spaces, green routes and rich biodiversity, all supported by a cohesive green infrastructure network that links into adjacent neighbourhoods. Development proposals must demonstrate a robust and integrated approach to greening and sustained urban ecology in the construction and completion phases:

- New development, retrofits, open space provision and public realm improvements must all adopt greening measures

- Biodiversity and access to nature should be fully incorporated into the design, construction and operation stages of development at Euston.

Proposals should adhere to the green infrastructure and urban greening policies of the London Plan and supporting guidance. Reference should be made to the Urban Greening Factor in the London Plan.



Figure 3.12 Open Space network illustration

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), Euston Square Gardens and Hampstead Road open space is covered by the HS2 Phase One Environmental Minimum Requirements (EMRs). Through their EMRs, the Secretary of State has committed to mitigate the effects of the HS2 scheme including the re-provision of open space. Through the EMRs, the Secretary of State stated his intent that the effects of the scheme will not exceed those reported in the Environmental Statement that accompanied the Bill and gave a range of commitments including ones related to the mitigation of impacts on open space and community facilities.

The Council considers that the levels of open space re-provision shown in the Environmental Statement (ES) accompanying the HS2 Act (and subsequent updates) should be the minimum quantum of open space that can be provided by HS2 as mitigation. As part of the assurances provided to the Council, HS2 Ltd states that its aims are to ensure that replacement and enhanced open space is at least equivalent to the open spaces to be lost in terms of quantity and quality, and is in a suitable location. At the time of the schedule 17 submission for the station, it will be important to understand how HS2 propose to mitigate, in perpetuity, the open space lost to the scheme. Replacement open space should be provided as close to the original location as possible.

The ES showed the bulk of the replacement open space being provided in an area to the north of the station, on newly created "land" above the railway tracks. These northern gardens, along with additional open space on the edge of railway land at Regents Park Estate and a pocket of open space close to the site of the Former National Temperance Hospital, combine to largely make up for the amount of open space lost at St James' Gardens. The ES also outlined the re-instatement of Euston Square Gardens following its use as a construction compound.

Following subsequent design development and the need to find a more affordable HS2 station design, it is understood that the open space proposed in the area to the north of the station, on newly created land above the railway tracks is no longer part of HS2's proposals. An alternative location for re-provided open space will need to be found, notwithstanding the reduction in available space and the Government's change in approach to funding the station at Euston. The site wide open space strategy should look to accommodate as much open space as is feasible in the context of the spaces lost, the commitments made by the Secretary of State, and site constraints, after which alternative locations will need to be explored. Indicative locations for open spaces are shown on Figure 3.12. Open Space network illustration and further detail is provided in Chapter 4, Places.

Mitigation for the open spaces lost is considered to be a key strategic priority in planning for future open space provision in the area, and should be calculated separately to any requirements for open space and biodiversity provision generated by new development and replacement housing which should be delivered in line with Development Plan policies. Any requirements for open space and biodiversity provision generated by new development should be considered holistically alongside any HS2 mitigation requirements to provide open space to contribute toward the objectives of the EAP.

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

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

To help mitigate the temporary loss of open space associated with the construction of HS2, support will be given to the positive use of any vacant spaces for temporary open space uses, such as food growing/ allotments, play space and temporary public open space.

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. Section 4 of this Plan sets out priorities and locations for proposed new open spaces in each sub area, including new open spaces above the railway cutting to mitigate potential levels of growth on Euston Station and Tracks and Camden Cutting.

A range of new open spaces will be sought appropriate to the needs of potential users, location and local character, and will include larger public open spaces, civic spaces and public realm, play space and local green spaces. In addition to public open space, and the retention of existing trees and extensive tree planting, proposals are encouraged to apply the most effective greening measures using, for example:

- Semi-natural vegetation;
- Wetland or open water;
- Green roofs and green walls (to be designed with appropriate mitigation strategies in line with latest best practice guidance for fire performance);
- Flower-rich perennial planting;
- Vegetated sustainable drainage elements and groundcover planting; and
- Permeable paving.

3.6 OPEN SPACE STRATEGY

It may 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. Therefore a joined up, innovative approach will be required that maximises overall provision, for example through creating open spaces from lesser used roads and walkways, and decking areas of railway track to provide new open space.

Where the full open space needs cannot be met on-site, developments will be expected to contribute towards any remaining open space requirement in line with Local Plan policies and through:

- The provision of on-site private amenity space including balconies and green roof spaces, helping to address demand for and additional pressure on open spaces; and/ or
- Creating public access to private spaces
- 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 are expected. Relevant priorities are set out, where appropriate, in Section 4 for each character area. The case for off-site provision and improvements would need to consider deficiencies, be supported by a Public Open Space and Green Infrastructure Strategy and Management Plan and demonstrate that the spaces form an integral part of the green infrastructure network.

Camden Council 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 retention of existing trees wherever possible; and
- The provision of new publicly accessible local green and public realm spaces where opportunities emerge, including in Camden's housing estates.

Principles for Open Spaces

Open spaces should be designed and delivered in line with the following principles for open space.

Cohesive network of spaces:

Public spaces will have the task of binding the district together and linking it to surrounding neighbourhoods and the city beyond. Open space should be integral to the infrastructure that makes this new part of city healthy, safe and convivial. It is expected that open spaces at Euston will comprise varying functions and characters, but will individually contribute to a cohesive network that links through Euston and into the wider cityscape.

Serve different users:

Open space will have to serve residents, businesses, visitors and station users – the character, design, size and function of spaces must be tailored to support the appropriate groups. The provision, design, and location of open space should be led by the needs of the various groups that make up Euston. Especially where spaces are proposed to mitigate the loss of open space, they should be co-designed with the local community. Community engagement must be integrated into the design, use and management of open spaces.

Range of functions:

Open spaces should have different functions, including offering elements of tranquillity, space to meet others, improve health, access nature, support biodiversity and promote play. The location should support the function, ensuring the space is well connected to routes, linking existing and new communities. In meeting the needs

of residents, particular regard should be given to provision of play space, spaces for young people and creating opportunities for exercise, socialising and fostering health and wellbeing.

High-quality design:

Open space design should be high quality. Considered and creative approaches should be taken to maximising limited space. Where public and private spaces or functions meet, the separation can be visually demarcated, but there should be a consistent quality of design and materials. Priority should be given to creating new spaces that are of a generous size, green, planted, providing areas of quiet and shelter, as well as areas for play and recreation suitable for families and residents of all ages. They should allow communities to interact, socialise, and to hold events and celebrations.

Designed and managed to be welcoming and accessible:

In all locations and contexts, spaces should be designed, delivered and managed to be as welcoming, inclusive, and as accessible as possible and clearly available for use by all members of the public. Good sightlines, easily navigable routes, intuitive wayfinding and accurate signage should be provided to an equitable standard for all buildings and areas that might use the space irrespective of ownership or management. Station and transport infrastructure or ancillary uses should not be located in public open space. Open spaces should be easily visible from, and well connected to, key pedestrian routes so as to feel public and welcoming to all.

3.6 OPEN SPACE STRATEGY

Greening of Civic Spaces:

Civic spaces will form an essential component of open space provision at Euston. It is expected that civic spaces will be landscaped with greenery and planting (which should be maximized) to create high quality spaces. Creative forms of greening should be used where surface planting is impracticable.

Mature Trees for the future:

The design of the landscape should ensure that the majority of the trees can become large and mature in the long term. Design of tree pits, should include the capacity to enable large trees species to thrive in this location.

Programming of spaces:

While events and activities can contribute positively, the nature, frequency and timing of programming should be appropriate to the space and needs of its users, and full public accessibility should be maintained.

Opportunities for active user involvement in the management and programming of spaces should be offered and consideration should be given to opportunities for volunteering or food growing.

Priority should be given to providing free “accessible to all” sports pitches. A few bookable play spaces (such as payable sports courts) can be placed within open spaces so long as their placement, purpose and impact do not detract from the space’s primary purpose. The overall provision will need to be considered as part of the wider Open Space Provision as part of the Public Open Space and Green Infrastructure Strategy and Management Plan.

Positive relationship to buildings:

Open spaces can be bordered by development (if enclosure along sides enhances the space or mitigates poor boundary conditions), but development should not impair the quality of the space, deter users of the space, overwhelm the space physically or with inappropriate overlooking, create an unpleasant microclimate or make it feel private. New buildings should be sited to maximise opportunities for public open space and be designed to ensure such space is truly inclusive and accessible to the public.

Adjacent uses:

Adjacent uses should be compatible with the intended audience of the open space. Resident and family-oriented spaces, particularly green and playable landscape spaces, should be located adjacent to residential and/ or community uses. Open spaces should not be dominated by station infrastructure or movement corridors, which chiefly serve the essential functioning of highways and access to transport facilities and do not count towards the open space standard.

Active uses and retail around and within open spaces, can in some cases, be beneficial to animating areas and drawing in people, although they do not contribute towards open space standards. In all open spaces, any bordering commercial uses, such as ground floor shops and restaurants, should be appropriate to the character and quality of the open space and ensure open spaces are unrestricted and freely welcoming to all. Ground floor uses spill-out (such as café seating) should not overlap with open space.

Open Space and Green Infrastructure Strategy and Management Plan

In order to ensure that public open space is planned as a fundamental part of the masterplan for the area above and around the station, an application for development must include a Public Open Space and Green Infrastructure Strategy. The Strategy must show, in plan, existing and proposed public open spaces and demonstrate that, together, they meet the principles for open space set out above, form an integrated and cohesive network and demonstrate a robust and integrated approach to greening and sustained urban ecology in the construction and completion phases.

The Strategy should detail the size, typology, character and function of the spaces, access routes, links between spaces and justify the appropriateness of relationship between public open spaces and adjacent built conditions and uses. It should demonstrate how the open space proposal has identified user groups, and how the quantity, location and character of spaces meet the open space objectives detailed in this chapter. It will also need to have regard to:

- Any existing deficiency in the area;
- Any public open space additions or improvements that come forward during the HS2 construction period;
- Any further impacts to open space as a result of HS2 works;
- The phasing and delivery of different elements of the masterplan; and
- The scale, land uses and numbers of future occupants of the proposal.

A draft Public Open Space Management Plan should be made part of and be developed in tandem with the Public Open Space and Green Infrastructure Strategy. The management plan should be developed in line with Development Plan policies and guidance and should address issues of management and maintenance. Particular consideration should be given to events and programming, which can be beneficial in drawing visitors and serving multiple populations, but should be managed in a way that maintains the public nature of the spaces and does not impact its amenity.

The management plan should address measures to ensure that spaces feel and function as public open space irrespective of their ownership or management responsibility and the public realm should be managed in line with the Mayor's Public London Charter. Where development is phased, the Council will work with the applicant to establish thresholds of development that will trigger provision of certain obligations, including open space.

The Open Space and Green Infrastructure Strategy and Management plan will be secured as part of a S106 legal agreement associated with the granting of a planning permission for the Euston Station masterplan area.

3.6 OPEN SPACE STRATEGY

The Council is seeking the appropriate amount and location of resident-oriented public open space to meet resident needs. St. James' Garden, permanently lost as a result of HS2 work, provided a generous green space for quiet and respite, with mature trees and was designated a local Site of Importance for Nature Conservation. It is expected that these qualities will be reprovided as part of the open space provision at Euston.

Open spaces should help to achieve the links set out in the EAP, encouraging permeability, legibility, allowing biodiversity and creating attractive places of visual interest and welcoming areas along routes. Level changes and publicly accessible areas above the stations should be an integral part of the open space network. Routes leading up to the area above the station should integrate green infrastructure and be planted.

