

# **EUSTON AREA PLAN PROPOSED SUBMISSION DRAFT 2026**

## **BACKGROUND REPORT**

Providing context for the EAP Update, including key issues and existing policies and guidance which are relevant to the plan and its development.

# EAP Update Background Report

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# 1 Introduction

- 1.1 This Background Report provides the context for the Euston Area Plan Update, including key issues and existing policies and guidance which are relevant to the plan and its development. It summarises background information from a range of sources, including Census data and evidence base studies that have been prepared to inform the Euston Area Plan Update or Local Plan Regulation 19 Submission draft. This report has been prepared to provide a background and evidence base summary for the preparation of the Update to the Euston Area Plan, and to enable the plan itself to focus on the objectives, policies and proposals for the area.
- 1.2 The EAP was jointly developed by Camden Council, the Greater London Authority (GLA) and Transport for London (TfL). Camden Council adopted the EAP in January 2015 as part of the Local Plan. The Mayor of London adopted the EAP as supplementary planning guidance to the London Plan in January 2015. This Update has been prepared through active engagement with neighbouring local authorities and other bodies on an ongoing basis to ensure that the “duty to co-operate” introduced by the Localism Act 2011 is met. Two rounds of formal public consultation have taken place in 2023 as the Regulation 18 consultation and 2024 as a supplementary “direction of travel” consultation.
- 1.3 Since the adoption of the EAP in 2015, the context has changed, the High Speed Rail (London – West Midlands) Act 2017 (“the HS2 Act”) has authorised construction of the first phase of HS2, however despite construction commencing, in 2023 the Government paused this to allow a review of station designs due to escalating costs and have announced the intention to secure private finance to deliver HS2 at Euston. The wider context and Council priorities have also evolved, including the development of We Make Camden, the Council’s joint vision for the Borough, developed in partnership with the community, Camden’s Climate Action Plan following the declaration of a Climate emergency and the Euston Social Value Charter. The Council has also consulted on an updated Local Plan (Camden Local Plan Proposed Regulation 19 Submission Draft) in Summer 2025 and submitted the Plan to the Planning Inspectorate in October 2025 with the hearing likely to take place in Spring 2026.
- 1.4 The National Planning Policy Framework (NPPF), requires that policies in local plans and spatial development strategies are reviewed at least every five years and updated as needed. Given the changes since 2015, a decision to progress with an update to the EAP was agreed by the Cabinet Member for Investing in Communities and an Inclusive Economy in February 2020.
- 1.5 The EAP is being updated to ensure that the evidence base for key parts of the plan are revised to reflect the most up to date information, constraints, opportunities and priorities, including ensuring that the EAP is consistent with the updated Local Plan and the latest Government position on the construction of HS2 at Euston. The EAP was adopted over 10 years ago and designs have evolved, and in some cases constraints, funding, deliverability and requirements, have changed. Some parts of the EAP have been implemented and the EAP update will reflect these changes.
- 1.6 Proposals for development at Euston will be assessed against Camden’s existing Development Plan, which is comprised of a series of documents that include the London Plan, the Camden Local Plan, and the Euston Area Plan (EAP) adopted in 2015. As part of the Development Plan, the updated EAP will be a key document in implementing the objectives of the Camden Local Plan Proposed Submission

Draft and the Council's vision for the future of Camden in We Make Camden. This is particularly in terms of helping to meet the borough's housing targets and making sure development of key sites meets the Council's aspirations in terms of land uses, design and infrastructure provision, securing the benefits of growth for Camden and its residents.

- 1.7 The complex nature of the major infrastructure development at Euston means that designs and proposals are constantly evolving. Ensuring that the plan and its evidence base is up to date will be crucial in helping to deliver the objectives in the EAP and SA sustainability objectives, the We Make Camden vision and assessing the planning application for associated Development. A partial update is considered to be the most efficient and effective way to ensure that policies are in line with latest proposals and policies.
- 1.8 The EAP Update Proposed Submission Draft has been prepared taking into consideration the comments made during consultation and engagement on the proposed updates to the EAP, the evidence studies commissioned to support the Plan, national planning policy, the London Plan, and We Make Camden and other relevant Council plans and strategies.
- 1.9 As much of the development capacity is on land created by the redevelopment of the stations and tracks, we have also worked with delivery organisations and transport bodies to understand that latest proposals for Euston. Work is being coordinated by The Euston Partnership/ Department for Transport (DfT) to improve integration at Euston between the construction of the HS2 central London terminus and improved onward connections, Network Rail's redevelopment of the mainline station; the redevelopment of the London Underground station and the wider development of the urban environment managed by the Master Development Partner, Lendlease. This is being looked at through a holistic spatial planning process of all these elements to coordinate how each element could be delivered on the stations site.
- 1.10 At the time of writing, there are no confirmed Euston station designs. There is a commitment to joint working by the delivery organisations to try to achieve the best solution for Euston. While this approach is welcomed, it does mean that there is less certainty around station designs, costs and timescales which means that updates to the Plan must provide enough flexibility for future design development.

## Consultation

- 1.11 The council carried out a Regulation 18 consultation in January 2023. The proposed update to the EAP was published for consultation and engagement for 6 weeks to enable residents, businesses, community groups, landowners and other key stakeholders to share their views on the Plan's policies and approach. The Plan was available online and hard copies of the draft plan were also made available in local libraries. The engagement was widely advertised through emails, newspaper advertisements, the Council's website, social media, posters and articles in newsletters. A number of drop-in sessions were held (online and in person) and information was made available at existing community sessions. Figure 1.1 below shows a timeline of how the EAP Update has evolved since adoption in 2015.



# Timeline of EAP update

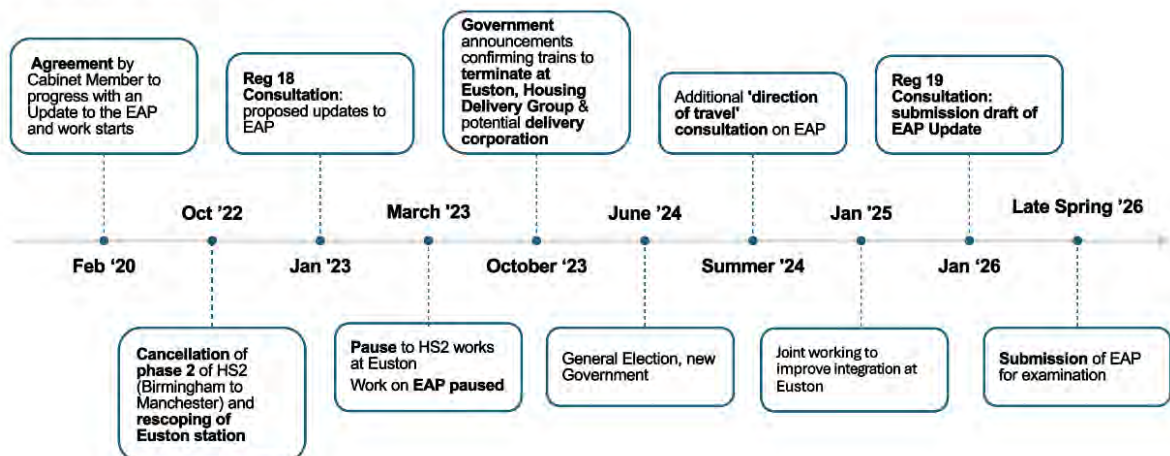


Figure 1.1 Timeline of work on the EAP

- 1.12 Following a pause to HS2 work at Euston, a further consultation was carried out in Summer 2024 on the “direction of travel” of the EAP Update in response to the changes and uncertainty following the Government’s announcements regarding HS2 and Euston. All comments received were considered alongside the 2023 consultation responses to inform the proposed submission draft of the EAP. A summary of all responses received in 2023 and 2024 is provided with the Submission draft [Euston Area Plan | Documents](#)
- 1.13 The majority of responses on the EAP update requested that amendments be made to the wording of the EAP Update but did not generally raise fundamental issues about the approach that the Plan takes or its ability to be found sound at public examination. Where more fundamental issues were raised, such as by the landowners, we have sought to address these through reference to Central Government Guidance and meetings to understand specific concerns.

## Euston Area boundary

- 1.14 Since 2015, the Euston Area Plan boundary has not changed and the character areas remain the same. During the course of updating the EAP, the matter of whether to extend the EAP boundary was considered. The potential to include a larger area of Somers Town to the East of the station and the British Library site were looked at. The extension of the boundary was discounted due to a number of factors which included limited scope for additional housing or open space, the Council’s Community Investment Programme secures 79 new affordable homes with community hall and improvements to Edith Neville primary school. The British Library extension was given planning permission in 2024 and work is expected on site in 2026 with a projected completion by 2032. Figure 1.2 below shows the EAP boundary unchanged from the adopted EAP 2015.



*Figure 1.2 EAP boundary with character areas*

### Objectives for the Euston area

1.15 As part of the update to the EAP the objectives of the plan were reviewed – the objectives in the proposed submission draft have been tweaked to reflect current circumstances and in some cases combined but overall they remain largely the same. The nine objectives for the Euston Area Plan Update are set out below. These have been adapted since first published to reflect consultation feedback and the results of the sustainability appraisal process.

1. Prioritising local people's needs
2. Securing excellent design
3. Making the best use of new space above the station and tracks and opportunities for regeneration in the wider area
4. New streets and enhanced routes
5. Boosting the local, wider London and national economy by reinforcing existing economic knowledge, cultural and community assets and businesses while also facilitating new growth and positive change that supports the Knowledge Quarter inclusive innovation district
6. Creating sustainable development
7. Improving the environment along Euston Road
8. Promoting sustainable and active travel
9. Enhancing public transport

### EAP Update Assessments

- 1.16 An Equality Impact Assessment (EqIA) of the EAP Update Regulation 19 Proposed Submission draft has been carried out. The assessment updated the draft assessment that was carried out on the proposed updates to the EAP which was published for consultation in January 2023. It considers the impact of the draft update to the EAP on groups that are protected in terms of age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation. It also considered the impact on the following: foster carers, looked after children / care leavers, low income households, refugees and asylum seekers, parents (of any gender, with children aged under 18), people who are homeless, private rental tenants in deprived areas, single parent households, and social housing tenants.
- 1.17 In assessing the proposed updates to the EAP, the EqIA concludes that as with the original EAP, there are no predicted negative impacts on protected groups envisaged as a result of the policy updates proposed and that on balance the proposed policies in the EAP Proposed Submission Draft could have a largely positive impact on the above groups. Proposed updates include the expectation that 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.
- 1.18 The assessment does note that that largescale construction works will impact on environmental conditions (noise, dust etc.) that could present negative health impacts for people of all ages. The age groups most vulnerable to air quality impacts are the young the elderly and those with existing health conditions<sup>1</sup>. However, given the mitigation to minimise air quality impacts that would be secured through various policies including Local Plan policies (examples being Construction Management Plans, Camden Clean Air Strategy 2019-2034 and Camden Clean Air Action Plan 2022-2026, Euston Road Air Quality Focus Area, Euston Healthy Streets and Submission Draft Local Plan 'Policy A3 – Air quality' which requires development to achieve air quality neutral and encourages the adoption an air quality positive approach) there would be an overall positive impact on air quality. This would be further enhanced by 'Strategic Principle EAP 5: Open space and green infrastructure' which seeks an enhanced green infrastructure network as well as the statutory requirement for biodiversity net gain.
- 1.19 A Sustainability Appraisal (SA) (including a Strategic Environmental Assessment) of the proposed updates to the EAP has been carried out to meet the legal requirement in Section 19 of the Planning and Compulsory Purchase Act 2004. The SA indicates that overall, the proposed updates to the EAP will promote sustainable development. It finds that the proposed amendments to the EAP should help to address identified economic inequalities, with positive effects through a strong focus on inclusive growth.
- 1.20 The SA identified the potential for some negative environmental and social impacts of major development which should be mitigated in accordance with adopted Development Plan policies, including EAP policies. Overall, the policies and updates provide a strong positive framework to guide future sustainable development.

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<sup>1</sup> 'Impacts of air pollution across the life course – evidence highlight note' – Imperial College London Environmental Research Group April 2023

## Euston Station Planning Brief

- 1.21 In 2017, the Council carried out a six-week consultation on the Euston Station Area Planning Brief Draft Principles, which were developed to underpin work on a Euston Station Planning Brief as well as inform conversations and inputs into the detailed station design work of HS2, Network Rail, Crossrail 2 and TfL. In 2018 the Council hosted the Euston Residents' Assembly with the goal of engaging a representative group of area residents who had not been involved in the process to date to help shape the future of Euston and inform the Euston Planning Brief. The Council published a draft Euston Station Planning Brief (as a Supplementary Planning Document) in January 2020 which provided further guidance to the policies in the EAP with the aim to help communities, businesses and developers understand how those policies might be implemented. Elements of the planning brief have been incorporated into the EAP Update.

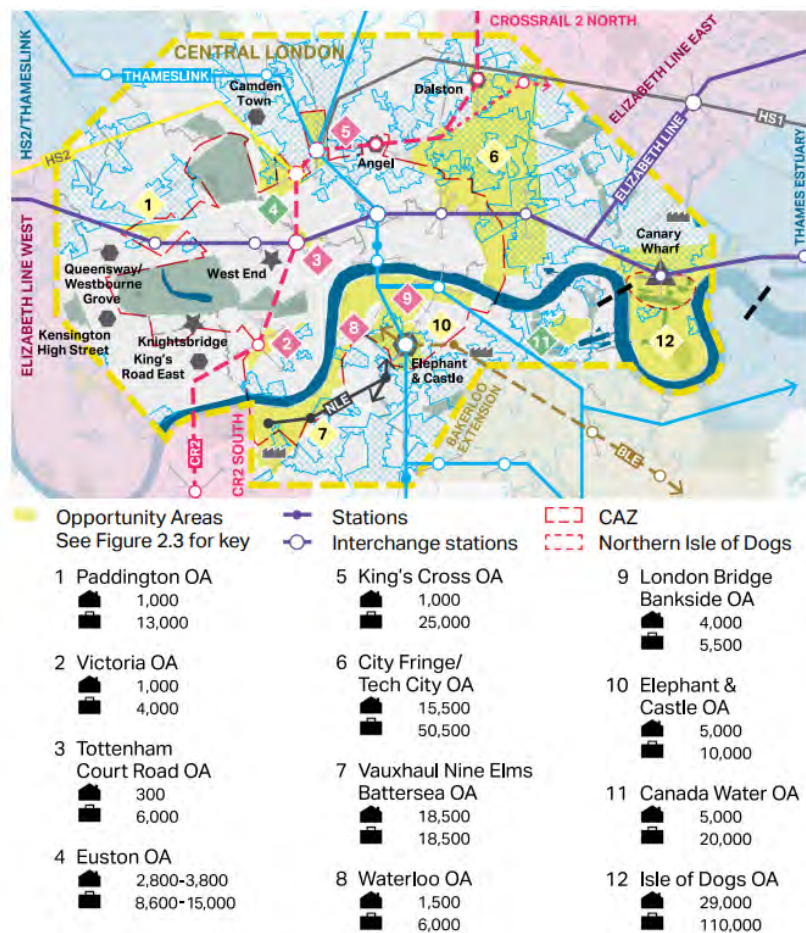
## 2 Strategic context

- 2.1 There is a range of planning policy and guidance documents that provide a context for development in Euston. These include specific proposals for a growth area centred around Euston station, as well as general national, London-wide and borough-wide policy and guidance. Policies that are specific to Euston are summarised in this section. General policies on thematic issues that apply across the borough are summarised as appropriate in sections 3-12 of the report.
- 2.2 Euston is identified in the Mayor's London Plan as an Opportunity Area (OA) with potential for large scale development, providing substantial new jobs and homes. The London Plan considers that Euston has the potential for 3,800 new homes and 15,000 new jobs by 2041 (based on the 2017 Strategic Housing Land Availability Assessment and 2017 London Employment Sites Database). The OA was designated in 2008. The 2011 London Plan identified an indicative capacity for 5,000 new jobs and 1,000 new homes.
- 2.3 The proposed Regulation 19 Submission draft of the EAP Update identifies capacity in the region of: 2,000 new homes with 10,000 to 17,500 new jobs and includes 20,000sqm of retail. It seeks to accommodate most of the growth above the station and tracks and takes into account the potential areas over the station and tracks where funded development is possible, reflecting building constraints and cost savings.
- 2.4 The revised EAP includes a reduction in the number of homes compared to the 2015 EAP (and to the capacity identified in the London Plan). This is due to a reduced amount of land enabled for development on the Station and Cuttings sites. The EAP Update shows an increase in density on land adjacent to the station and other site allocations and an increase in building height in some locations in order to optimise development.
- 2.5 The EAP Update notes that 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. Further detailed design work and engagement with local communities will be required.
- 2.6 The London Plan 2021 says: *"Euston is a major national and commuter rail terminal with good public transport links to the rest of the CAZ. The existing mainline station*



*is outdated, the local environment has areas of poor quality, and the over-station airspace and adjacent areas are underused. There is significant potential for intensification and an opportunity to comprehensively transform Euston and the immediate area into a world-class transport interchange and new residential and business district. Scope exists to reconfigure Euston Square Gardens and the bus station to enhance this space and improve transport facilities and to also complement the expanding knowledge quarter. This should support the area's strengths in the Life Sciences and Tech industries."*

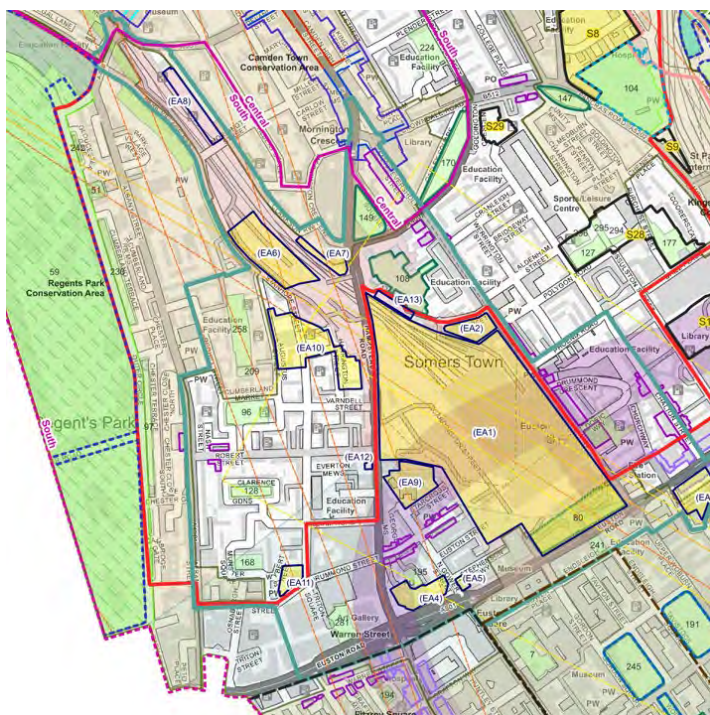
- 2.7 The Euston Opportunity Area (OA) is one of a number of opportunity areas and areas of growth that are designated in the London Plan to contribute to the Mayor's targets for delivery of homes and jobs in London. The nearest OAs to Euston are King's Cross and Tottenham Court Road. The plan below shows the Central London Opportunity Areas (taken from the London Plan Fig 2.11)



- 2.8 At a wider level, Old Oak Park Royal Opportunity Area in northwest London (also know as Old Oak Common), is an interchange station on the proposed HS2 line, and will therefore have a connection with Euston. It spans the Boroughs of Ealing, Brent and Hammersmith and Fulham. It is identified as an Opportunity Area in the London Plan with the capacity for 25,500 new homes and 65,000 new jobs.
- 2.9 The Mayor is currently revising the London Plan, and notes the potential for an area like Euston to be identified as one of the "key areas with high demand and concentrations of economic activity" where the Mayor could "further prioritise commercial development and CAZ functions"

## Camden Council Vision

- 2.10 We Make Camden is the Council's joint vision for the borough, developed in partnership with our community. The Update to the Euston Area Plan (EAP) is intended to reflect changing circumstances at Euston and to ensure that policies and evidence are robust, reflecting up to date information, constraints and opportunities. The updated EAP will be crucial in helping to deliver our 'We Make Camden ambitions'.
- 2.11 The EAP and the proposed updates include a number of strategic and cross-cutting policies which seek to create the conditions to deliver on a number of our We Make Camden ambitions, including contributing to a strong, sustainable, and inclusive local economy; creating safe, strong and open communities where everyone can contribute; good health, wellbeing and connection for everyone so that they can start well, live well, and age well; Everyone in Camden should have a place they call home and green, clean, vibrant, accessible, and sustainable place with everyone empowered to contribute to tackling the climate emergency.
- 2.12 The first of the EAP's nine objectives is Prioritising local people's needs, to ensure that development provides new housing (including affordable housing) and supporting community infrastructure, and policies set out the ambition to deliver more housing and affordable homes, which will help to deliver the 'We Make Camden' ambition that Everyone in Camden should have a place they call home.
- 2.13 Another of the EAP's objectives seeks to boost the local, wider London and national economy by reinforcing existing assets and facilitating positive change in the knowledge quarter inclusive innovation district, supporting new and existing businesses and securing significant new opportunities for local people, in order to help meet this objective, the EAP has policies promoting an inclusive economy, which will contribute towards the We Make Camden ambition that Camden's local economy should be strong, sustainable, and inclusive.
- 2.14 The EAP also includes policies on responding to the climate emergency, open space, biodiversity, and prioritising walking, wheeling and cycling; which will contribute towards the ambition that Camden should be a green, clean, vibrant, accessible, and sustainable place with everyone empowered to contribute to tackling the climate emergency.
- 2.15 Additionally, the EAP includes policies on achieving design excellence, improving health and well-being, access for all, and the provision and protection of community and cultural facilities, which will help to achieve the ambitions that Camden tackles injustice and inequality, creating safe, strong and open communities where everyone can contribute and that Camden communities support good health, wellbeing and connection for everyone. The EAP also supports the We Make Camden missions of young people, food, and estates and neighbourhoods with specific policies which provide more detailed policy requirements for the 'Places' around Euston.
- 2.16 Constraints and planning designations that affect the Euston Area are shown in the below Proposals map with parts of the EAP area being located in the Central Activities Zone (CAZ), Conservation areas, Neighbourhood Centres and the protected viewing corridors of Primrose Hill summit to St Paul's Cathedral (4A.1) and Greenwich Park Wolfe statue to St Paul's Cathedral (5A.2).



EAP reference	Site name
EA1	Euston Station
EA2	Royal Mail
EA3	The Place and Premier Inn
EA4	250 Euston Road
EA5	Euston Square Hotel
EA6	Cutting at Park Village East
EA7	Granby Terrace Bridge/Hampstead Road
EA8	Cutting at Mornington Terrace
EA9	Former Maria Fidelis School
EA10	Regents Park Estate North
EA11	Capital City College
EA12	Surma Centre
EA13	Amphill Estate Railway Edge

### Key to symbols

#### General

- Site Allocations
- Fitzrovia Area Action Plan
- Euston Area Plan
- Euston Area Plan Site Allocations
- Neighbourhood Plans Adopted
- Central London Area
- Bloomsbury Campus Area
- Central Camden
- North Camden
- West Camden
- South Camden

#### Built Environment

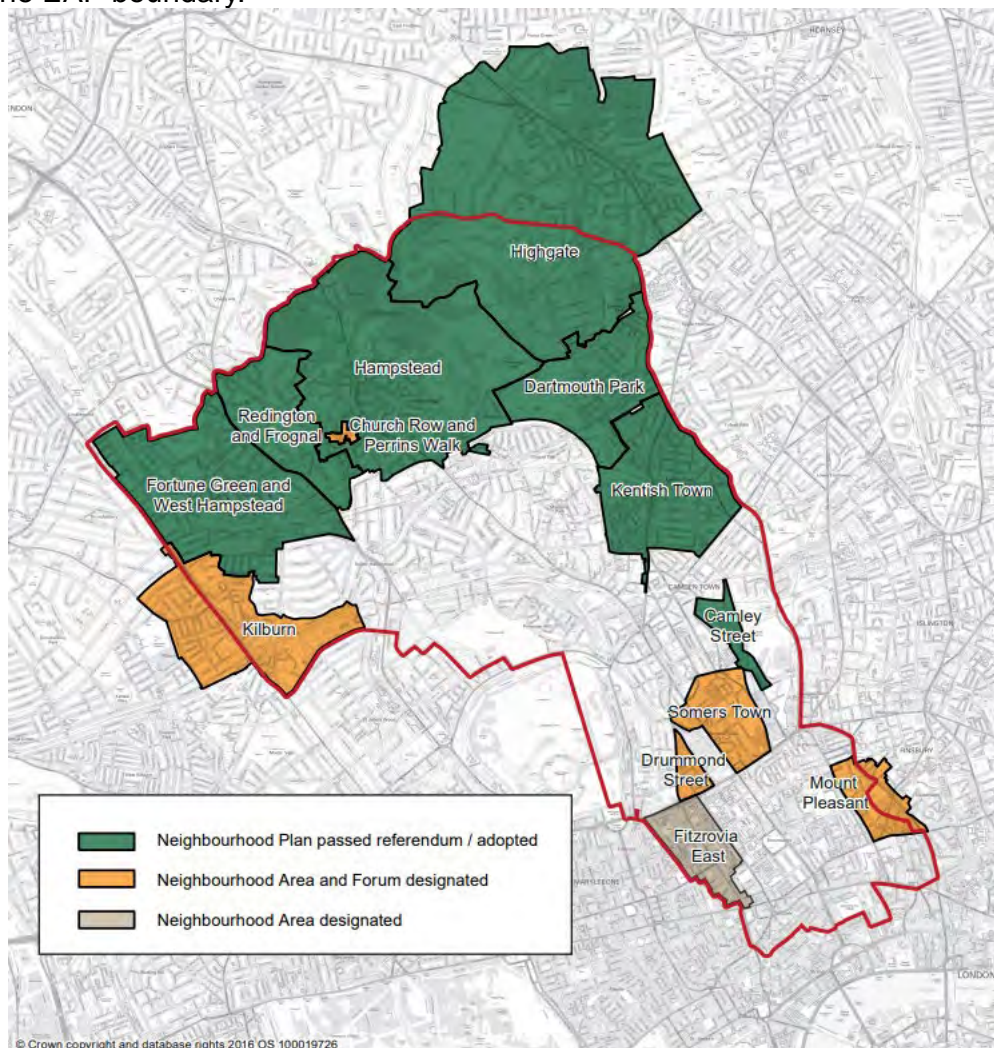
- Locations where tall buildings may be an appropriate form of development
- Area A = Buildings over 30 metres
- Area B = Buildings over 40 metres
- Conservation Area
- Ancient Monument
- Designated Views
  - Background Assessment Area
  - Lateral Assessment Area
  - Viewing Corridor

2.17 The above plan and list below includes the proposed site allocations proposed in the EAP Update. A number of Euston site allocations were included in the Camden Site Allocations 2013 and have now been encompassed into the EAP Update along with new site allocations. Further detail can be found in Chapter 9 of this report.



## Neighbourhood planning and placeshaping

- 2.18 There are a number of Neighbourhood Planning designations within and near to the EAP boundary.



- 2.19 Camden has also carried out wider place shaping work to enhance the areas around Euston and to make the most of opportunities from change and development:

**Somers Town** – this is a residential area located to the East of the EAP boundary, containing a large housing estate along with Chalton Street as the main street.

- Camden's Somers Town Community Investment Programme (CIP) covers the area to the east of the EAP area. A regeneration strategy has been progressed to use the land assets to address the priorities of local people to deliver new housing, the rebuilding of a school, community spaces and to deliver jobs and training and open space.
- The Somers Town Neighbourhood Planning Forum has had their Neighbourhood Area re-designated (as of 2025). Part of the EAP area boundary is within this Neighbourhood Area. The Forum seeks to promote sustainable development in the neighbourhoods of Somers Town by:
  - Promoting sustainable means of achieving social wellbeing, economic growth and regeneration.
  - Improving the opportunities for and abilities of local people to secure jobs in the local and London labour market.



- Promoting a distinctive, healthy, safe and sustainable environment where people feel valued, secure and committed.
  - Encouraging young people to realise their potential and play a full and active part in the local community.
  - Bringing people together and celebrating cultural diversity.
- In 2021, Somers Town received funding from the Mayor of London to become a more sustainable neighbourhood through the Future Neighbourhoods 2030 programme. It aims to help residents, local businesses and organisations understand how climate change is affecting us and introduce a number of projects to empower communities to continue on their journey to a more sustainable future. It has delivered a range of community-led projects that improve health, economic resilience, and social wellbeing, while also reducing environmental impact. These projects include solar panels, surplus food hubs, repair cafés and accredited climate training in order to support residents to embed sustainability into daily life

**Drummond Street** – located to the west of Euston Station, within the EAP boundary area.

- The area contains residential uses plus Drummond Street with many restaurants and commercial uses as well as the former Maria Fidelis School and part of the now HS2 construction area.
- The Drummond Street Neighbourhood Forum and Area was designated in 2019. It is a triangular area, bounded by Euston Road to the south, by Hampstead Road to the west, and formerly by Melton Street and Cardington Street to the east (now HS2 construction site), and falls entirely within the Regent's Park ward. The area has a mix of uses including residential, halls of residence, hotels, and businesses.

**Camden Town** – located north of the EAP boundary area, contains a residential area and a shopping area popular with tourists with the famous market and many live music venues.

- The Council have consulted on a draft Camden Town Vision as a framework that will guide investment to build on Camden Town's strengths, that retains its uniqueness and is vibrant, safe, welcoming and sustainable. It is anticipated that the final vision will be published in 2026.

**Fitzrovia** - A decision to allocate the neighbourhood area was made in April 2014.

- In order for a community group to prepare a neighbourhood plan, they must submit an application to the council defining their boundary and details of who is involved with the forum. No neighbourhood forum application has been submitted to date but the area remains allocated.

**Bloomsbury** – located to the south of the EAP boundary area and contains a number of universities, University College hospital, museums, residential properties and historic squares.

- The draft Bloomsbury Vision (a Public Realm Strategy) is currently being consulted on (December 2025). The aims of the Vision are to provide an area based strategy to deliver a green, sustainable, safe and inclusive public realm and provide a strategic framework to guide, inform and help develop and prioritise public realm projects in the area.

**Holborn** – located to the south of Bloomsbury and contains residential areas and shopping and entertainment areas as well as being a law district

- The Holborn Vision was adopted in 2025 as a Supplementary Planning Document to guide the future development of Holborn.

## High Speed Two

- 2.20 Since 2011, the Council has tried to mitigate the impacts of the High Speed Rail Two (HS2) line at Euston and to secure positive outcomes for residents and the community, with the focus on inclusive growth and new housing. Camden adopted the Euston Area Plan in 2015 to set out clear expectations from new development above and around the station, and lobbied for assurances as part of the HS2 parliamentary process. In 2017 the High Speed Rail (London – West Midlands) became an Act of Parliament which authorises the construction of Phase One of HS2, to provide a high speed railway between London and Birmingham.
- 2.21 The Act gives deemed planning permission for the railway and associated works (similar to an outline planning permission), therefore, matters of principle relating to the railway and the mitigation of the effects of construction and operation are determined by Parliament. The HS2 Act establishes a special planning regime for the approval of certain details including the design and external appearance of stations authority under Schedule 17 of the HS2 Act. Camden Council are the determining authority for these approvals (subject to appeal). The Euston Area Plan will be material to their determination insofar as it is material to the matter for approval and the grounds specified in the HS2 Act for the consideration of that matter.
- 2.22 HS2 works are subject to the High Speed Rail Phase One Environmental Minimum Requirements (EMRs). These set out the high-level environmental and sustainability commitments to be implemented during the planning and implementation of works along the Phase One line of route.
- 2.23 There are a number of Undertakings and Assurances in place which are the commitments made by the Secretary of State in relation to the High Speed Rail (London to West Midlands) Act 2017. They form part of the EMRs and include measures that will help to mitigate the impacts in Camden. Camden achieved almost 150 assurances during the Parliamentary process to mitigate the impact of HS2 in the Borough. Since the start of construction in 2018, the Council has worked hard to ensure that HS2 Ltd meets the commitments it has made and to reduce the impact on Camden communities.
- 2.24 Over 200 homes were earmarked for demolition as part of the construction of HS2 and the Council received funding from HS2 Ltd to building replacement homes in the area. Further detailed commentary on this is found in Section 4 (Housing). The Council has also ensured that HS2 Ltd has provided commitments with regard to noise insulation and ventilation and traffic and pollution as well as funding replacement trees and upgraded green spaces in the area.
- 2.25 In 2023 the Government paused work on HS2 construction in order to allow a review of station designs due to escalating costs. The Department for Transport is working with the key organisations in Euston to develop an affordable and integrated plan for the Euston Station Campus which will comprise of a new HS2 station, upgraded Network Rail station and enhancements to the London Underground station and local transport facilities as well as the wider development of the urban environment managed by the Master Development Partner, Lendlease.

- 2.26 Lendlease's future application for development over and around Euston Station will be considered by the Local Planning Authority under the usual planning regime and considered in accordance with the Town and Country Planning Act 1990 because it is outside the limits of deviation and so is outside the permission granted by the HS2 Act.

### Euston Delivery Company

- 2.27 The [Government's 10 Year Infrastructure Strategy](#) (2025) sets out plans to establish a Euston Delivery Company to oversee private finance and proposals for the station, and *"grow a commercial and life sciences core around the station; plus deliver affordable housing and regeneration in the surrounding area"*. The [London Growth Plan](#) is also a ten-year ambition, jointly developed by the Mayor and London's Boroughs, to deliver London's contribution to national growth. The Department for Transport are continuing to work on the proposed form for a Euston Delivery Company which would see partners involved across Euston working in a coordinated and collaborative way as a single directing mind for the Euston Campus focused on the delivery of the stations. HS2 Ltd will continue to complete the residual enabling works to prepare for construction of the HS2 station.

### Euston Housing Delivery Group

- 2.28 The Euston Housing Delivery Group, set up by MHCLG, will support the delivery of thousands of new homes, including affordable housing, across the wider Euston area. It will support the development of a thriving life sciences and broader innovation district and work closely with local communities, Camden Council, the Mayor of London and other stakeholders to ensure that regeneration benefits the existing community. The research commissioned and overseen by the group will help identify opportunities and priorities for any new Development Corporation established at Euston. An early priority for the EHDG was creation of a Housing Pact by the community, utilising research led by local voluntary and creative sector organisations. The Pact will set out community priorities for new housing in the area and how the community expect to be worked with going forward.

### Development Corporation

- 2.29 The Government's 10 Year Infrastructure Strategy also highlighted the potential for a Development Corporation at Euston to strengthen work by the Euston Housing Delivery Group (EHDG) with the aims to transform the stations and transport facilities at Euston to support wider regeneration. Development Corporations are statutory bodies set up to facilitate development in areas that need substantial co-ordination of investment and planning.
- 2.30 To respond to the Infrastructure Strategy, Camden has carried out work to look at the types of Development Corporations and what would create the greatest benefits for the Euston area and its local communities. This work has led Camden to develop a case to establish a Locally Led Development Corporation (LLDC), in partnership with the Mayor and Greater London Authority (GLA), with Camden as the oversight authority.
- 2.31 The potential to establish a LLDC at Euston has been considered by Camden's Cabinet Committee and the Council continues to build the case for this approach. New secondary needs to be made by central Government before a locally led

development corporation could be established, therefore the Council is working closely with the Ministry of Housing, Communities and Local Government.

### Development context at Euston

2.32 There is significant growth planned for the Euston area and reflecting its designation as a “Growth area” in the London Plan, there are a number of housing and other schemes that have received planning permission since the EAP was adopted in 2015. Some of these key schemes are summarised below:

Table 1.1 Recent largescale planning applications within the EAP boundary				
Site	Application no.	Proposed use	Height	Work completed
53-55 Chalton Street & 60 Churchway	2016/5266/P	46 room hotel	3-5 floors	In construction
Greater London House, Hampstead Road	2016/4208/P	Additional 3,897m <sup>2</sup> of office floorspace	3 floors	Completed
93-103 Drummond Street	2016/3599/P	Change of use to 1774sqm office	N/A	Completed
Car Park adjacent to Harrington Square	2023/3824/P	11 residential dwellings	5 floors	Work not started
Euston Tower, 286 Hampstead Road	2023/5240/P (permission granted subject to S106 sign)	Mixed-use building providing offices and research and development floorspace (Class E(g)) and office, retail, café and restaurant space (Class E) and Enterprise Space (Class E/F) at ground and first floors,	32 floors	Work not started
Stephenson House (75 Hampstead Road)	2023/5311/P 2017/3518/P	Office/healthcare, retail, café and 17 new residential units	7 floors	Work largely completed
Former Maria Fidelis School 34 Phoenix Road and 1-39 Drummond Crescent	2016/3476/P	5 form entry secondary school (1,050 pupils including 300 16+ students)	2-4 floors	Completed
17-37 William Road NW1 3ER	2020/5473/P (allowed on appeal)	206 student units	15 floors	Work not started

1 Triton Square St Annes Church Laxton Place NW1 3DX	2016/6069/P	22 residential dwellings, affordable workspace, flexible retail, and reprovision of gym	3-9 floors	Completed
Former Maria Fidelis School, Starcross Street	2021/3796/P	Temporary Construction Skills Centre and HS2 Site Accommodation	6 floors	Completed
8 sites, Regents Park Estate	2015/3076/P	116 residential units, community facility and retail and commercial space	3-11 floors	Completed
Land fronting Stephenson Way (to the rear of 222 Euston Road adjacent to 210 Euston Road)	2018/2316/P	78 bed student accommodation	7 floors	Completed
24-32 Stephenson Way	2017/6986/P	Over 1000sqm office floorspace	2 additional floors	Completed

2.33 A number of key major planning applications have also been approved or are in the pipeline in the wider Euston area beyond the EAP boundary. These are summarised below:

- British Library Extension, Midland Road – Planning permission (ref 2022/1041/P) was granted in 2024 to create around 9,290sqm of new library spaces (12 storeys and basement) plus a new foyer and public entrances and external public space. It also included 55,800sqm of commercial space for Knowledge Quarter uses and safeguarding of land and delivery of Crossrail 2 infrastructure.
- St Pancras Hospital, St Pancras Way – Planning permission (ref 2020/4825/P) was granted in 2022 for construction of a purpose-built eyecare, medical research and educational centre for Moorfields Eye Hospital, the UCL Institute of Ophthalmology and Moorfields Eye Charity (part seven, part ten storeys) as well as a new building for clinical, research and education purposes with an eye Accident & Emergency department, operating theatres and education space.
- Camley Street – plans were submitted in 2025 for 401 new homes, (50% of which will be genuinely affordable) alongside more than 350,000 sq ft of employment space, creating over 1,000 new jobs in the industrial, life sciences, technology, digital and creative industries (refs 2025/4341/P and 2025/4364/P)
- Central Somers Town, Polygon Road Open Space, Edith Neville Primary School 174 Ossulston Street and Purchase Street Open Space – Planning permission (ref 2015/2704/P) was granted in 2016 and amended in 2016, 2020, 2021 and 2022 to provide approximately 2,190sq.m replacement school, approximately 1,765sq.m of community facilities; approximately 207sq.m of flexible retail and community floorspace and 136 residential units over 7 buildings (ranging from 3 to 25 storeys in height).

- 2.34 Regent's Place is a mixed use development (owned by British Land) to the south west of the EAP area, which includes 47,000 sq m of office space as well as around 165 residential units (68 affordable) and supporting use class commercial uses including retail, financial services and café/ restaurant uses.
- 2.35 King's Cross Central is a mixed use development (owned by the King's Cross Central Limited Partnership) to the north east of the EAP boundary area. It consists of approximately 27ha of former railway lands to the north of King's Cross and St Pancras stations. It is nearly fully implemented and further regeneration proposals in nearby areas focus on land adjoining the Regent's Canal and Camley Street.

### Guidance on the preparation of local plans

- 2.36 The National Planning Policy Framework (NPPF) 2025 highlights the role of planning in contributing to the achievement of sustainable development. At the heart of planning is the presumption in favour of sustainable development.
- 2.37 The NPPF states that local plans should be aspirational but realistic. They should set out the opportunities for development and clear policies and what will or will not be permitted and where. Policies should set out the strategic priorities for the area in the Local Plan. This should address need for homes and jobs, retail, leisure and other commercial development, supporting infrastructure, community facilities and environmental issues. Local Plans should be based on a robust and up to date evidence base, which this report summarises for the Euston Area Plan.
- 2.38 In order to be 'sound', local plans should be positively prepared (meeting development and infrastructure requirements), justified (the most appropriate strategy, supported by evidence), effective (deliverable and based on affective joint working) and consistent with national policy. As mentioned in Section 1, key elements of the NPPF that are relevant to the preparation of the EAP are set out in each chapter of this report, where appropriate, and in Appendix 1.

### Euston Good Life Index

- 2.39 Working with Partners including UCL's Institute for Global Prosperity (IGP), Lendlease, The Euston Partnership, Camden Giving, and a team of 'citizen social scientists' – residents from Somers Town and Regent's Park Estate who have worked as social researchers in their local areas has developed the Euston Good Life Index (EGLI). Based on a survey of over 3,000 households in the area surrounding Euston Station including all but a small part of the EAP area (south of the Euston Road) and including King's Cross and Somers Town, it provides a detailed picture of who is thriving, who is struggling, and how places, as well as income, education, and community connections impact on opportunities for local people to live well.
- 2.40 The Good Life Euston Index is the latest phase of a long-term research initiative to understand what living a 'good life' means to the people and communities most affected by redevelopment in Euston, and to develop a new way of measuring the outcomes of regeneration that focuses on local priorities.
- 2.41 It identifies where there are shared strengths, issues that affect specific groups, and inequalities that are spatially concentrated. It is designed to inform current regeneration planning and to benchmark changes over time against priorities identified by residents. It also provides a useful comparison and update to the census data having been conducted in winter 2024/25 (although not directly comparable as the EGLI is based on households rather than population). More detail can be found in section 10 of this report.

### 3 People and population

#### Key issues

- The population of Euston area fell between 2011 Census and 2021
- The rate of population churn, meaning the change in population from year to year with people moving in and out of the borough, is one of the highest in London.
- Overcrowding remains a significant issue for communities in the Euston area.
- Euston has a relatively young population with a large share of residents aged fifteen to twenty-four, alongside high proportions of students
- The Euston area has a comparatively high Bangladeshi and African population
- St Pancras and Somers Town are ranked 1<sup>st</sup> and 2<sup>nd</sup> as most deprived wards for households in housing deprivation dimension

#### Current population

- 3.1 Between the last two Censuses<sup>2</sup> (2011 and 2021), the population of Camden fell by 4.6%, from 220,300 in 2011 to 210,100 in the 2021 Census<sup>3</sup>. All statistical outputs from the 2021 Census relate to the population defined as “usually resident” on Census Day (21<sup>st</sup> March 2021). That date was during a period of COVID-19 lockdown and/or restrictions which affected the number of people living in Camden and the Euston Area. At that time, many people were absent who would normally be present – including many students, younger workers, EU nationals and people with access to alternative or second addresses. Although people may have subsequently returned, they will not be seen in the 2021 Census data. As a result, some caution has been advised when using the 2021 Census data statistics. The latest official estimate of the “usual resident population of Camden in the 2021 Census-based series by the ONS is 218,000 usual residents at mid-2022.
- 3.2 Camden was one of only three local authority areas in London to see its population decline between Censuses. In 2021, Camden was home to around 68.8 people per football pitch-sized piece of land, compared with 72.2 in 2011 (noting Covid-19 lockdown/restrictions).
- 3.3 According to Census data, Camden has the 6<sup>th</sup> largest population churn in the UK, due to large migration in and outflows. In the year to mid-2020, ONS estimates total migration inflow to Camden of 41,100 people, a total outflow of 32,600, with the net effect of an additional 8,500 people. As set out in the Camden’s [State of the Borough report](#) 2025, a sizeable proportion of movement is the annual transfer of students to/from Camden, both internationally and within the UK. According to the Consumer Data Research Centre’s Residential Mobility Index, 35% of households in Camden changed from 2010 to 2020, and 59% in the decade before that. Some of the transient nature of Camden’s population is explained by the high share of students, but high housing costs are also a factor.

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<sup>2</sup> ONS Crown Copyright



- 3.4 Contrast this with a key finding of the GLEI report which highlights the exceptional residential stability in Euston - survey respondents have lived in their area for an average of 16 years, with half arriving before 2013, which stands in marked contrast to broader residential patterns within the London. For context, the official English Housing Survey 2023-24 data for England reveals significant differences in residential stability by tenure. While owner-occupiers live in their current home for an average of 17.2 years, those who own outright stay for even longer, averaging 23.8 years. Owner-occupiers buying with a mortgage average 9.3 years. In the social rented sector, tenants stay for an average of 12.0 years, with local authority tenants showing particular stability at 13.5 years. In sharp contrast, the private rented sector experiences much faster turnover, with private renters across England staying in one place for just 4.6 years on average. This highlights that Euston's 16-year average significantly exceeds the mobility seen in much of the London housing market, particularly within its large private rented sector.
- 3.5 The data for this chapter was largely drawn from the Council's open data website which provides topic summary tables derived from the 2021 Census statistical outputs. The census data provides statistics for different geographical output areas. The best fit for Euston was found to be the Middle layer Super Output Area 'E02000188' which includes Euston Station and the area to the west of the station including the Regent's Park Estate. For clarity this MSOA will be referred to as Euston in this report.

Euston MSOA 'E02000188'



- 3.6 Where it is appropriate to use ward data, this will be clearly stated as such. In reviewing ward data it is important to note that following a review by the Local Government Boundary Commission, all but one of the current council wards in Camden have changed. Although Regent's Park is the same as the previous ward area, St Pancras & Somers Town and Bloomsbury wards are substantially altered in the area they cover. These boundary changes mean that existing data based on statistical geographies do not precisely align to new wards. The EAP area boundary now crosses three wards: Regents Park, St Pancras and Somers Town and a small part of the Plan boundary is in Bloomsbury.
- 3.7 2021 Census there were 14,140 people estimated to be living in this MSOA. The number of residents represents approximately 6.7% of the population of the



borough of Camden, which has an estimated population of 210,136. Table 3.1 below shows the population profile of the Euston Area versus Camden as a whole.

Table 3.1 Population profile (Census 2021)		
	Euston Area	Camden
Population	14,140	210,136
Households	5117	92,758

## Age

- 3.8 The Euston area (MSOA E02000188) has a younger population than the rest of Camden and London, which is driven by almost a quarter of the population (24.3%) aged between 15 and 24 which is almost the double the percentage for Greater London and significantly above the proportion of this age group in Camden. The Euston area has a high student population with 20.4% of all usual residents aged 16 and over recorded as students in the 2021 Census. This compares to 12.4% of 16+ residents being students in the wider borough and 7.2% in London. The high student population may be a factor in the high proportion of those in the Euston area aged between 15 and 24.
- 3.9 This significant student population may relate to the concentration of further education institutions to the south of the Euston Road. Conversely, the Euston area has a lower proportion of those aged between 25 and 49 (34.4%) compared with Camden (41.8%) and London (40.8%). The proportion of residents who are aged 50 and over is similar to the proportion in the borough and London.

## Ethnicity

- 3.10 Euston has a higher share of residents who identified as 'Asian, Asian British or Asian Welsh' at the 2021 Census (32.1%) than in Camden (18.1%) and London (20.7%). Euston also has a higher share of residents (14.5%) who identified as 'Black, Black British, Black Welsh, Caribbean or African', than in Camden (9%). In Euston, most residents identified as African (11.4%) with only a very small number identifying as Caribbean (1.45). There is a lower share of people who identified as white (40.1%) in this area as compared to Camden (59.5%) and London (53.8%). The area has a particularly large proportion of residents who identify as Bangladeshi (18.9%), which is significantly higher than the Camden and London-wide rates of 6.8% and 3.7% respectively.

## Religion

- 3.11 In terms of religion, the 2021 Census found that 29.2% of all Euston residents identified themselves as Christian, slightly less than across the borough (31.4%). It is notable that there is a comparatively large proportion of Muslims in the Euston area (33.3%) compared to the borough average (16.1%). There was a relatively small proportion of Jewish residents in Euston (0.7% compared with the borough average of 4.8%). A further 3.1% of Euston's residents indicated that they had other religions such as Buddhist, Hindu and Sikh. There are fewer people of no religion in the Euston area (24.6%) compared with the borough average (34.6%).

## Projected population growth

- 3.12 Population projections are calculated by GLA demography by Borough and ward rather than MSOA. The projected population [by GLA demography](#) for Camden as a Borough in 2050 is 224,600 people (compared to 210,136 as of 2021 Census).

The latest ward population projections (GLA 2021-based) for Regent's Park ward in 2031 would be 13,580 people. The 2021 Census showed that the population for Regent's Park ward in 2021 was 11,927. That constitutes growth of -1601 persons (-8.4%) since 2011. That is in the context of -4% growth in Camden as a whole and +7% across London over the same period. Over the decade to 2031, the population of Regent's Park ward is projected to change by between 233 and 1,280 persons. By 2041 it is estimated that it will grow to c.18,000 persons.

- 3.13 The 2021 Census showed the population of St Pancras & Somers Town in 2021 was 12,462. That constitutes a decline of -215 persons (-1%) since the 2011 census when the population was 12,677. This is in the context of -4% growth in Camden as a whole and 7% across London over the same period. Over the decade to 2031, the population of St Pancras & Somers Town is projected to change by between -42 and 1,210 persons.
- 3.14 In terms of estimated age of the population for 2031, GLA 2021-based projection projections expect a decline in under 18's in three wards of the Euston Area Plan boundary. The Regents Park ward is estimated to have a 27% decline in 11 to 15 year olds and 21% decrease in 4 to 10 year olds and a 15% increase in 18 to 64 year olds and 21 % increase in 65 and over ages. This is in contrast to St Pancras and Somers Town ward where estimates are for only a 1.8% increase in 18 to 64 year olds and a large increase in those aged 65 and over (24.3%). For Bloomsbury ward it is estimated that there would be a 110% increase in 16 to 17 year olds and a decline in 4 to 10 year olds (-23.6%) and 11 to 15 year olds (-26.2%). It is estimated that there would be a rise in Bloomsbury ward of over 65 year olds by 14.3%.

### Educational attainment

- 3.15 According to the GLEI, there is a significant variation in educational attainment in Euston. Half of households (50.1%) have a resident who holds a university degree or higher qualifications, compared to 57% in the Borough as a whole. Nearly one in five Euston residents (19.6%) hold only GCSE-level qualifications, while a further 11.6% have either only primary education (5.9%) or no formal qualifications (5.7%). Taken together, nearly one-third of residents (31.2%) have GCSE-level qualifications or below. This is almost three times higher than the Camden average, where just 10.5% of residents have qualifications below Level 2 (including 6.4% with no formal qualifications<sup>4</sup>). Overall, half of Euston's population lack degree-level credentials, leaving many residents at a disadvantage in London's increasingly knowledge-driven economy.
- 3.16 Euston has a substantial student population, which complicates the picture of local qualifications. Students account for more than 30% of residents in the Camden 023F lower super output area (LSOA), reflecting both the proximity to universities and the concentration of student housing. In four other areas, they make up around 20% of the population: Camden 021C, 023E, Camden 023A, and 021B.

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<sup>4</sup> Level 2 qualifications include 5 or more GCSEs at grades A\*-C (or 9-4 in the new grading system), O levels (passes), CSEs (grade 1), or equivalent qualifications. Those "below Level 2" have fewer than 5 GCSEs at good grades, primary education only, or no formal qualifications. Source: Office for National Statistics (ONS), Annual Population Survey, Jan 2024-Dec 2024. Labour Market Profile for Camden.

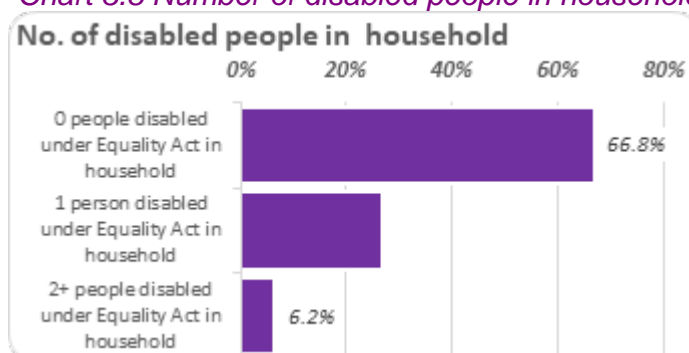
## Health

- 3.17 The 2021 Census asked about general health. Table 3.7 below shows just c.6% of people in the Euston Area considered themselves to have bad or very bad health. The table shows that the Euston area is similar to the rest of Camden.

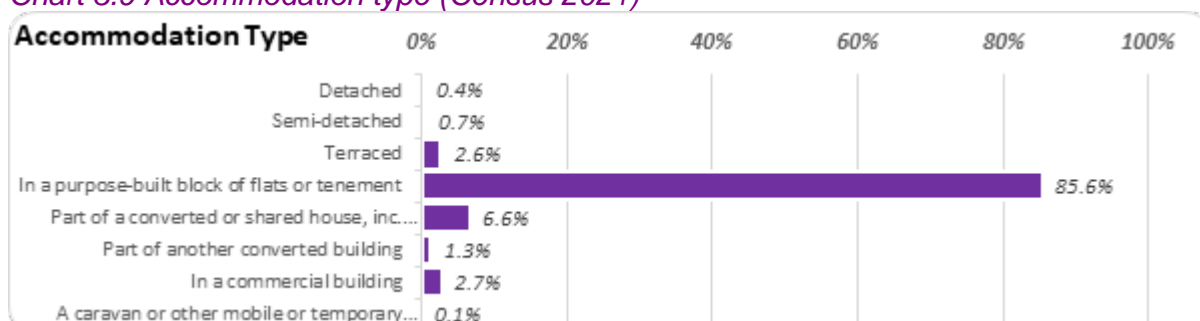
Table 3.7 General health (Census 2021)		
	Euston Area	Camden
Very good health	50%	55.5%
Good health	32.1%	29.3%
Fair health	11.8%	10.0%
Bad health	4.6%	3.8%
Very bad health	1.5%	1.3%

- 3.18 Chart 3.8 below shows the number of disabled people in a household in the Euston Area from the 2021 Census. 27% of households had 1 person disabled under the Equality Act in the household. This compares to 23% for the whole of Camden.

*Chart 3.8 Number of disabled people in household (Census 2021)*

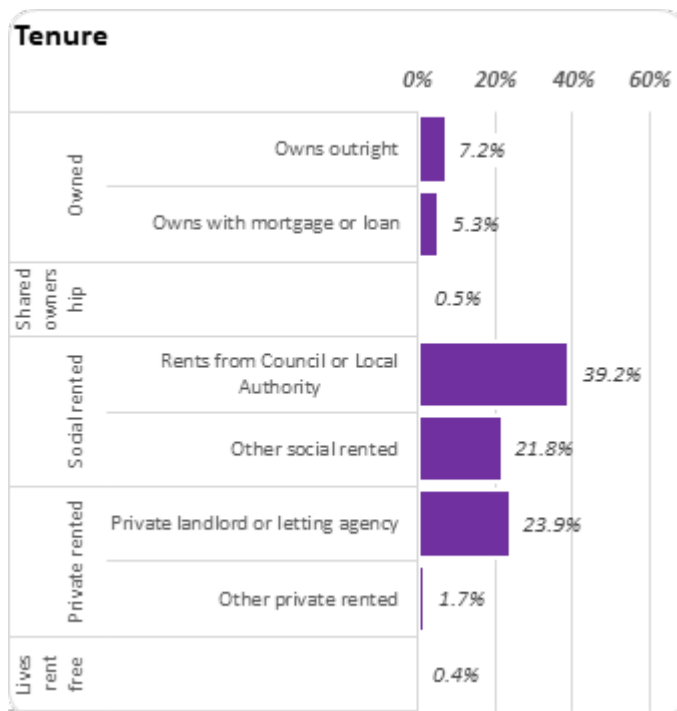


*Chart 3.9 Accommodation type (Census 2021)*



- 3.19 The Euston area has a very high proportion of social housing (and a low proportion of private ownership) compared to the Camden average. Chart 3.10 below indicates that 61% of households are socially rented with just 12.5% owning their own properties in the Euston area compared to 29.7% for Camden as a whole.

Chart 3.10 Tenure (Census 2021)



- 3.20 In terms of overcrowding and occupancy, 34.5% of households in Euston MSOA have 1 person per household, 25.3% have 2 people, 16.6% have 3 people and 23.7% have 4 or more people per household. According to the 2021 census and English Housing Survey, as set out in the [Camden Local Housing Needs Assessment 2025](#) there were 2,345 households living in overcrowded private rented housing and 5,442 households living in the overcrowded social rented housing. In the Euston area, almost 20% of households are classified as overcrowded compared to 9.5% of households in Camden and 11.1% of households in Greater London. The proportion of households in England and Wales which are overcrowded is substantially lower (4.3%).

## 4. Housing

### Key issues

- There is significant need for new housing in Camden, especially for affordable homes.
- Housing remains the priority land use in Camden's planning policies.
- There are various site constraints at Euston which are a barrier to providing housing, in particular family housing.
- The Euston area has a high proportion of social housing (and a low proportion of private ownership) compared to the Camden average.
- Overcrowding is an issue in the Euston Area
- Real house prices in Camden are consistently higher than London and England prices. The cost of housing in Camden is amongst the highest in the country.
- Euston has a very high proportion of socially rented households (around 65% in the EAP area)

### Policy context

- 4.1 The National Planning Policy Framework (NPPF) (last updated February 2025, with consultation on further updates published in December 2025) requires local planning authorities to, to demonstrate that sufficient housing will come forward through identified and windfall sites to meet projected need. The NPPF expects planning policies to identify a supply of specific deliverable housing sites for years one to five of the plan period. Local Authorities are required to identify a supply of specific developable sites or broad locations for growth for years 6-10 and, where possible, for years 11-15 of the Plan. The NPPF sets out a standard method to assessing housing need and requires strategic planning authorities to follow this approach in setting housing targets in Local Plans and Area Action Plans.
- 4.2 Planning Practice Guidance (PPG) sets out the Government's planning policies for England and how these are expected to be applied. Specific PPGs give advice to Local Authorities on assessing housing need, assessing land availability, establishing a housing requirement figure and how to prepare policies to address these such as site allocations.
- 4.3 The London Plan (adopted 2021) seeks to ensure that thousands of genuinely affordable homes are built to buy and rent. The London Plan's target for Camden is to deliver 10,380 new homes between 2018/19 and 2028/29, which averages to 1,038 homes per year. The London Plan seeks for schemes to maximise affordable housing and for 50% of new homes to be genuinely affordable. It identifies the need for c.43,500 affordable homes per year across London and sets out that the split of affordable housing tenure should be a minimum of 30% low cost rented homes as London Affordable Rent or Social Rent,

30% as intermediate products including London Living Rent and London Shared Ownership and the remaining 40% to be allocated as per the need.

- 4.4 The Regulation 19 Submission Draft Camden Local Plan includes a target to deliver a total of at least 11,550 additional homes across the Borough over the plan period 2026/27 to 2040/41. Further detail is provided in the [Housing Topic paper](#)
- 4.5 As the EAP covers a part of the borough it does not contain a housing requirement, instead it seeks to deliver the housing targets which are set out in the Camden Local Plan. Accounting for past under delivery against the housing target (the backlog) and a 20% buffer, Camden has a sufficient deliverable housing land supply to meet the proposed target for 2.8 years. This therefore shows that the Council cannot demonstrate a five year housing land supply through the Local Plan from the date of adoption. The draft Local Plan has however, taken all reasonable steps to identify as much land for housing as possible, as evidenced in the [Site Selection and Allocation Topic Paper](#). Camden is a highly built-up borough, with only previously developed sites and limited land available to deliver new development. All suitable and available sites have been identified and allocated in the Local Plan. This is supported by the fact that despite holding a number of calls for sites/consultations, only 65 sites have been put forward by site promoters since 2018 and, of these, only 27 were considered to be suitable for allocation. For Euston only two sites were suggested in the Call for Sites exercise, of which both sites (250 Euston Road and North Gower Street) have been considered appropriate suitable for allocation.
- 4.6 In the region of 2,000 homes are expected to be delivered in the Euston Area in the EAP period up to 2051. The capacity for homes is reduced in the EAP update when compared to the adopted EAP, and also the target of 1,500 to 2,500 additional homes in the draft update of the Euston Area Plan published for consultation in January 2023. The reduction is due to the reduction in land that it is assumed will be enabled for development (following directions from Central Government to cut costs and complexity), with a significant reduction in decking over the Cuttings area where residential development is focussed. The target set out in the Submission Draft Local Plan reflects the delay associated with HS2 and development at Euston and assumes that delivery within the Local Plan period of 875 homes from sites encompassed by the Euston Area Plan (in addition to delivery from existing permissions).

### Housing need

- 4.7 Camden faces increasing challenges with regard to housing. The 2016 Camden SHMA identified that providing for an estimated increase of 13,574 households yields a baseline housing need of 14,299 dwellings over the 15-year Plan period 2016-31, equivalent to an average of 953 dwellings per year. Since this time, national planning policies have been updated and the Council has had an update produced that considers the wider potential demand for Affordable Housing in Camden and the mix of dwelling sizes that may be required across different tenures.

- 4.8 For 2023/2024 there were 7,563 households on the Council's Housing Waiting List of which 67% are showing as living in overcrowded conditions. The number of households has increased by 18% since 2019/2020. In May 2024, 344 were registered for re-housing in the Euston area due to overcrowding, with an average wait time for larger properties of 8.5 years.
- 4.9 The cost of housing in Camden is amongst the highest in the country. The average (median) house price in Camden in 2023 was £880,889 – almost three times the average price for England & Wales and 1.6 times the average price for London – but down from peaking at £894,898 in July 2019. The average house price in the Regent's Park and St Pancras and Somers Town wards were £863,500 and £575,000 respectively.
- 4.10 Camden has a role as a key employment destination and is home to part of the Knowledge Quarter Innovation District. Almost a quarter (24%) of jobs in Camden are located in the central Camden Town/ Euston/Regent's Park/Somers Town areas. This means that there is a pressure for land within the Euston area to be used for employment land and the potential for further housing requirement for workers in the Knowledge Quarter.
- 4.11 The housing register is a list of households in Camden that have applied and are eligible to bid for a council or housing association home.
- As of 2025, there are currently over 8,028 households on the register looking for a home, an increase of 9% this year.
  - Less than 3% of homes become available for letting each year.
  - Two-thirds of homes that become available are studios or 1-beds.
  - Fewer than 60 3-beds and 25 4-beds became available in 2023. There are currently nearly 2,000 households looking for a 3-bed and 500 for a 4-bed.
  - This has increased from 6364 households in 2019/20. 808 households in the Borough were living in temporary accommodation in 2023/24 compared to 503 in 2019/20. Rough sleeping in Camden rose 26% to 903 people in 2023/24.
- 4.12 In the Euston area, 66.9% of all households rent from either the Council (45.8%) or another social rent landlord (21.1%). This is significantly higher than the Camden average (33.7%) and the London average (23.1%). The proportion of households who rent from the Council is also much higher than the Camden average (22.7%).
- 4.13 A significant proportion of the housing in the Euston area is comprised of housing blocks located on Council housing estates (including the Regents Park Estate, Amptill Square Estate, Churchway Estate and Tolmer Square Estate). However not all these properties will provide social housing as there will be a proportion of households who own their property, having purchased the property from the Council. And some of these properties will be privately rented by the leaseholder to other households. The type of accommodation in the Euston area is reflected in the high proportion of households (91.2%) who lived in a purpose-built block of flats or tenement at the time of the 2021 Census. This is significantly higher than the

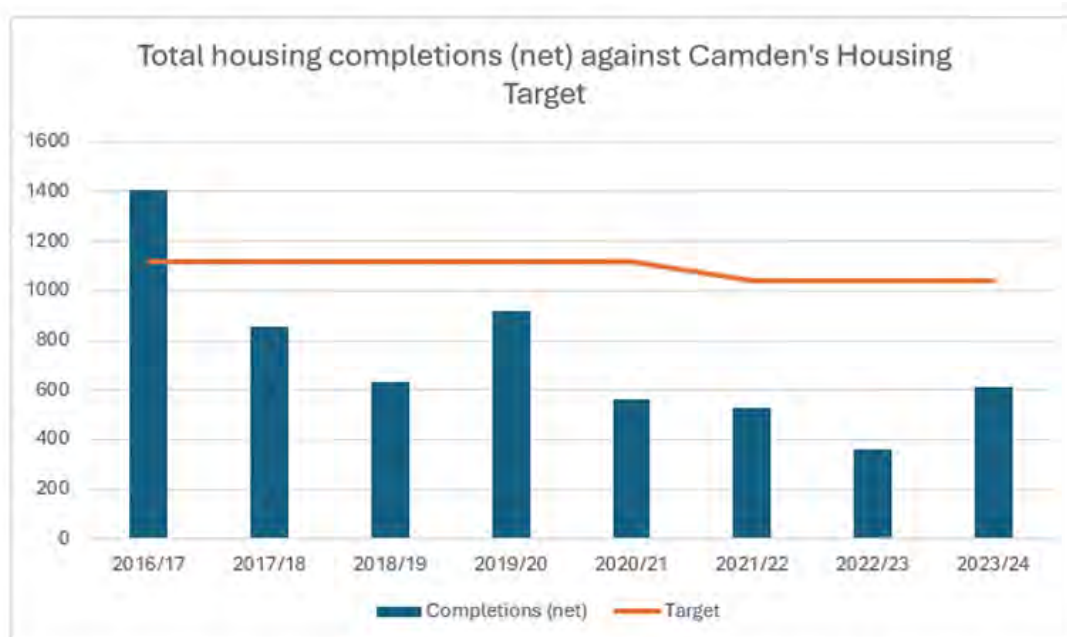


proportion of Camden households who lived in this type of accommodation (56.2%).

### Housing delivery

- 4.14 The [London Plan 2021](#) has set the Borough a target to deliver 10,380 additional homes by 2029. This is in addition to the targets for an additional 695,000sqm of office floor space and 30,000sqm of retail floorspace set out in the Camden Local Plan 2017. The London Plan seeks to optimise the potential for housing delivery on all suitable and available brownfield sites with the strategic target 50 per cent of all new homes delivered across London to be genuinely affordable and major schemes providing affordable housing through the threshold approach.
- 4.15 A strategic objective of the Camden Local Plan is to provide homes that meet the housing needs of existing and future residents in terms of number, affordability, quality, type of property and mix of dwelling sizes with self-contained housing is the priority use of the Local Plan. The Local Plan seeks to maximise housing supply and resist development that leads to a loss of housing provision. Mixed use development is promoted within the Local Plan encouraging the provision of a mix of uses in suitable locations. 50% of all additional floorspace should be self-contained housing where non-residential development is proposed.
- 4.16 Camden has housing challenges which include supply and demand, lack of affordability and prevalence of smaller residential units. Covid-19 intensified these pressures. As part of the Site Allocations Local plan assessment process the Council prepared a housing trajectory that looks at when existing commitments (approved planning applications) and sites allocated within the Plan and potential sites in the emerging Euston Area Plan are likely to be built out. This exercise led the Council to conclude that the 10 year housing target set out in the London Plan should be applied in Camden as a stepped target with a target of 720 homes per annum for the first 5 years and a target 1,356 in the next 5 years.
- 4.17 The latest information on overall housing delivery is taken from the [Housing Delivery Test Action Plan August 2024](#). The Housing Delivery Test is an annual measurement of housing delivery setting out the borough-wide data for total additional homes completed, broken down into market and affordable homes. Between 2018-19 and 2020-1 Camden had a target of 2,891 new homes to be built in the Borough. 1,981 new homes were delivered in the period. In 2021 the HDT measurement for Camden was 69% of homes delivered compared to its target. The graph below taken from the HDT Action Plan shows the total number (net) of self-contained dwellings completed between 2016/17 and 2023/4.
- 4.18 [Between 2015 and 2025](#), Camden has delivered on average 779 additional homes per year. There were 662 completed self-contained homes in 2023/4 which included 242 affordable homes.
- 4.19 It is noted that because the EAP covers a part of the borough it does not contain a housing requirement, instead it seeks to deliver the housing targets which are set out in the Camden Local Plan.





This graph shows the total number (net) dwellings completed between 2016/17 and 2023/24.

### Affordable housing

- 4.20 Camden Regulation 19 submission draft Local Plan seeks to negotiate the maximum reasonable amount of affordable housing with a mix of 60% social affordable rented housing and 40% intermediate housing. An affordable housing target of 50% applies to developments with 25 or more new homes. For larger schemes, the Council may seek affordable specialist housing. Both the London Plan and Local Plan require that affordable housing be provided on site, with off-site provision only in exceptional circumstances. This approach is followed in the EAP update with reference to policies in the London and Local Plans.
- 4.21 The development industry in London has faced growing pressure over the past five years. Costs have increased, driven by factors including inflation and building safety regulations. Meanwhile residential values have seen reductions driven by factors including a higher interest rate environment and changes in landlord taxation and regulation. A recent written ministerial statement by Steve Reed (23rd October 2025) acknowledged these pressures on residential development and announced a package of measures that aim to support housebuilding and the delivery of affordable homes in the short-term. While these are intended to boost housebuilding in the short-term, it is expected that over the period of the EAP pressures will level out and the temporary measures will be removed, reverting to the targets in the London and Local Plan.
- 4.22 The Government introduced First Homes in 2021 as a specific kind of discounted market sale housing to be considered with affordable homes sold to first time buyers at a discount of at least 30% below market value. Camden considers that First Homes will be accepted in the Borough where there is a maximum price of £420,000 which aligns with the high land values in the Borough and where First Homes are delivered they would be in place of Intermediate rent housing.
- 4.23 In 2023/4, Camden had a total of 662 gross conventional affordable housing completions. 37% of these were affordable as a % of total gross conventional

supply. In financial year of 2020-21, Camden had a total of 242 affordable housing completions.

### Size of housing units

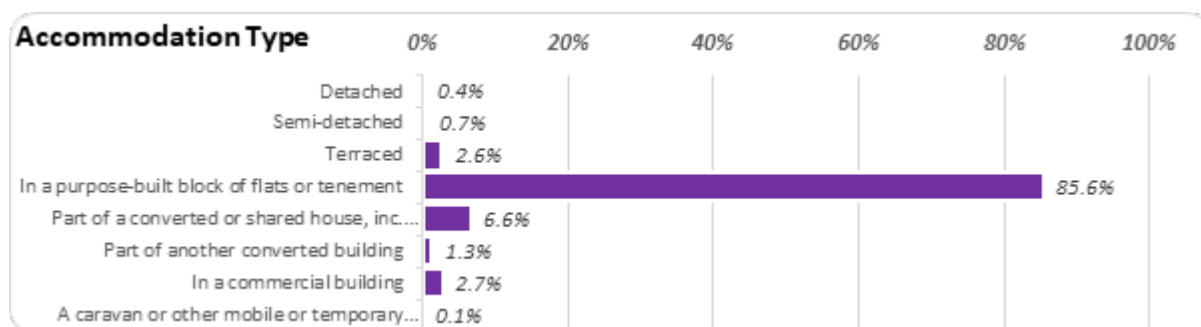
- 4.24 Camden aims to secure a range of homes of different sizes that will contribute to creation of mixed, inclusive and sustainable communities and reduce mismatches between housing needs and existing supply. Due to the high level of overcrowding in existing social housing, the Council aims for 50% of provision of social rent housing to be large family homes with 3 bedrooms or more.
- 4.25 28% of all self-contained homes completed in 2017/18 in Camden had one-bedroom, 44% had two bedrooms, 20% had three bedrooms and around 4% had four or more bedrooms. For social rented homes in 2017/18, 19% of completed social rented homes had one bedroom, 27% had two bedrooms, 45% had three bedrooms and 9% had four or more bedrooms.
- 4.26 In 2017/2018, an estimated 13,979 households in Camden were overcrowded and around 395 households (3.5 per 1,000 households) in Camden were living in temporary accommodation. This rate is lower than London (15 per 1,000).
- 4.27 Table 3 below shows that nearly 18% of households in the Euston Area are overcrowded. This is significantly higher than the Camden average. Then occupancy rating of -1 or less indicates that a household's accommodation has fewer bedrooms than required i.e. is overcrowded. When there is an occupancy rating of +1 there are more bedrooms than required

Table 4.1 Occupancy rating (bedrooms) (Census 2021)		
	Euston Area %	Camden %
Occupancy rating of +2	8.3%	14.4%
Occupancy rating of +1	20.1%	26.5%
Occupancy rating of 0	53.7%	49.6%
Occupancy rating of -1	13.9%	7.7%
Occupancy rating of -2	4%	1.8%

### Housing in the Euston area

- 4.28 The population density of St Pancras and Somers Town ward in 2022 is estimated to be 147.5 people per hectare which is higher than the Borough average at 119.8 people per hectare. Regents Park ward is similar to the borough average at 114.2 people per hectare.
- 4.29 The median price paid (newly built dwellings) for flats/maisonettes by local authority in September 2023 was £684,713. The equivalent median price was £105,000 in December 1995 (Source: Office for National Statistics, HM Land Registry)
- 4.30 In the 2021 Census the Euston area showed a high proportion of social housing (and a low proportion of private ownership) compared to the Camden average. 61% of households are socially rented with just 12.5% owning their own properties in the Euston area compared to 29.7% for Camden as a whole. Approximately 25% of households privately rent their properties.

- 4.31 The chart below taken from census data shows that the predominant accommodation type in the Euston Area is purpose-built block of flats.



- 4.32 In 2024, there were 109,741 dwellings in the London Borough of Camden. 22,808 of these are Local Authority dwellings, 74,958 are private dwellings and 11,975 private registered providers.

### Replacement housing as a result of HS2

- 4.33 Estimates in the 2015 EAP before the HS2 Act 2017, envisaged that 216 units were required to make way for the proposed expanded Euston Station and tracks. In 2015 HS2 Ltd Compulsorily purchased the three Council blocks Eskdale, Ainsdale and Silverdale and demolished them in order to provide expansion space for the station, on the north-eastern edge of the Regents Park Estate. This meant a loss of 168 homes (128 social rented and 40 leaseholder properties) plus an additional 14 homes loss on Cobourg Street and Melton Street (8 social rented and 6 leaseholders). These 182 units were demolished around 2017.
- 4.34 Planning permission was granted in 2015 for 116 replacement homes with new public realm and open space across eight sites on the Estate. These have been constructed and are occupied. An additional 70 replacement homes have been provided with HS2 funding at the nearby Netley development on William Road which included a new school with housing.

**Table 4.2 Residential buildings demolished (number of units)**

	Tenure			
Block name	Council owned	Social rented	Lease	Total dwellings
1-39 Ainsdale (cons)	Yes	22	17	39
1-67 Silverdale (cons)	Yes	57	23	69
1-60 Eskdale (cons)	Yes	49	11	60
14-15 Melton St (Flats A-C)	Yes	0	3	3
TOTAL		128	54	182

**Table 4.3 Replacement housing (number of units)**

Block name	Social rent	Inter-mediate	Private	Total dwellings
Kirkfell (formerly Robert Street car park)	9	4	0	13
Mardale	18	6	0	24

(formerly Rydal Water open space)				
Caudale (formerly Varndell Street corner)	8	0	0	8
Lindale (formerly Newlands Open space)	29	3	0	32
Kentmere (formerly Dick Collins TRA hall)	3	2	6	11
Ravenglass (formerly Albany Street police Hall/Cape of Good Hope)	4	11	0	15
Bowfell (formerly area next to St Bedes Hall)	3	0	0	3
Roswick (formerly The Victory Pub site)	3	3	4	10
<b>TOTAL</b>	<b>77</b>	<b>29</b>	<b>10</b>	<b>116</b>

- 4.35 In 2020 the Government gave HS2 Ltd. 'notice to proceed' to let the main construction works contract to build the tunnels and tracks next to Regent's Park Estate (RPE). Once construction started, the Council and residents' concerns were realised with significant ongoing disruption to the local population.
- 4.36 In 2023, a Settlement Agreement was reached between Camden and HS2 Ltd to deliver on commitments made to residents living in Cartmel, Coniston and Langdale blocks in Regent's Park Estate to enable them to move away from the noise, dust and construction impacts of HS2 works at Euston. The Council has offered residents (funded by HS2) the opportunity to move to suitable alternative accommodation on a voluntary basis, either transferring tenants or buying back leasehold property.
- 4.37 The Council (through the Council's Community Investment Programme) has undertaken an Options Appraisal exercise to determine the best long-term future for the blocks. At the same time, it was considered that Stanhope Parade (eight commercial units and five residential units) and the Children's Centre should form part of the Options Appraisal exercise to bring forward much needed housing. The Options Appraisal has now been concluded (Autumn 2025), with the recommendation to proceed with a full redevelopment option. The Council will be then seeking a delivery route that allows replacement council homes to come forward alongside additional homes, in a timely way, to minimize the cost of on-going voids and to give certainty as soon as possible to residents and neighbours.

## Student housing

- 4.38 In the year to mid-2019, ONS estimates total migration inflow to Camden of 40,700 people, a total outflow of 34,300, with the net effect of an additional 6,400 people. A sizeable proportion of movement is the annual transfer of students to/from Camden, both international and within the UK. As set out in the Camden Local Plan, Camden is home to approximately 25,000 resident full-time students (almost 6% of the London total). There are approximately 13,000 bedspaces available in purpose-built student accommodation in Camden, while the majority of the remaining resident students live in other forms of rented housing. Given the proximity of various educational facilities in and in close proximity to the Euston area plan boundary and the Central London location, there is a high demand for student

housing. Over 3,000 additional student rooms were delivered in Camden between 2011 and 2016, but only around 500 rooms were delivered from 2016 to 2024.

- 4.39 The London Plan 2021 para 4.1.9 indicates that student housing contributes to overall housing need at a reduced rate such that 2.5 bedrooms is equivalent to a single home. The London Plan 2021 indicates that 3,500 bedspaces in purpose-built student accommodation will be required across London each year and proposes that at least 35% of new student housing should be let at an affordable rent to nominees from one or more specified Higher Education institutions.
- 4.40 As set out in the Regulation 19 Submission Draft Local Plan, the calculation for the annual target for purpose-built student accommodation (in Policy H9), the Council has used the London Plan annual requirement and data for full-time resident students from the 2021 Census (March 2021, students aged 18 and over) and the Higher Education Statistics Agency (academic year 2021/22, students registered at London's publicly funded Higher Education Institutions). Camden's share has been calculated by taking the mid-point of the number of Camden resident students from the two sources, and dividing it by the mid-point of the number of London resident students, and concluded that Camden's resident students were 5.7% of the London total. Applying this to the London Plan 2021 annual requirement generates the Camden target of 200 additional student bedspaces a year adopted by Policy H9 as the minimum borough requirement.
- 4.41 The Camden Regulation 19 Submission draft Local Plan seeks to ensure that there is a supply of student housing available at costs to meet the needs of students from a variety of backgrounds in order to support the growth of higher education institutions in Camden and Camden's international academic reputation. The Local Plan has a target of 2,400 additional student rooms (Borough-wide) from 2016-2031, which is 160 per year.
- 4.42 The policy aims to meet or exceed Camden's target of 160 additional places in student housing per year and supports the development of student housing. Local Plan Regulation 19 Submission draft policy H9j seeks to ensure new student housing development "does not create a harmful concentration of such a use in the local area or cause harm to nearby residential amenity." Student Housing CPG – para 3.12 (page 22) states that where students are more than 25% of ward residents, or there will be more than 800 student beds in a 300 metre radius then it is considered that there may be an over-concentration of students in the local community.
- 4.43 Where planning permission has been granted for self-contained housing, self-contained housing has been assessed as a suitable and deliverable use. Given that permanent self-contained housing is this Plan's priority land-use, the Council will resist the development of student accommodation on a site allocated for self-contained homes, or a site that has an existing consent for self-contained housing, unless evidence is submitted to demonstrate that there is no reasonable prospect of a viable development for permanent self-contained housing coming forward within the Plan period.

### Specialist housing

- 4.44 Camden aims to support residents to live as independently as possible and be active members of their local community. Camden works with numerous partners

to deliver supported living, extra care and care home services for older adults, people with mental health difficulties and those with learning disabilities.

- 4.45 The London Plan 2021 seeks to ensure that Boroughs proactively plan to meet identified need for specialist housing. Across Camden there are 28 supported living services providing 100 units of accommodation for people with learning disabilities. Camden has a total of 199 units of supported housing for those living with mental health issues. For older persons care provision, there are currently 192 extra care flats across 5 services in Camden and approximately 1700 sheltered housing units across the Borough. 50% of these are provided by the Council and 50% are provided by Registered Providers.
- 4.46 In terms of longer term future needs, it is anticipated that 24 new units for persons with learning disabilities would be required by 2025 and a further 12 units by 2035. The target includes accommodation required to replace existing stock and meeting existing/emerging need. The scale of provision required involves a minimum of 4 and a maximum of 6 letting units with on-site support, accessible self-contained flats or with en-suite provision and communal facilities. For older persons care, demographic data suggests the need for further extra care and care home placements in the borough; there were 33,000 people over 65 in the borough in 2020, projected to be 57,000 by 2040. There are a large number of care home placements (>60%) made out of borough due to lack of capacity/unaffordable services in Borough.

#### Provision for travellers

- 4.47 There is an established community of travellers in Camden that has lived in the borough for over twenty years. The Council has a responsibility through national planning policy to assess and plan for the housing needs of all residents, including the gypsy and traveller community. The Council recognises that this community has longstanding connections with local social networks and services. The Council currently provides five travellers pitches in Camden (four at Carol Street and one at Castlehaven Road). There is also a private site providing a five plots for travelling show people (the North Fairground Site at the Vale of Health). The London Plan seeks to ensure that Boroughs plan to meet the identified need for permanent gypsy and traveller pitches.
- 4.48 Regulation 19 Submission draft Local Plan policy H11 aims to secure a sufficient supply of pitches/ plots to meet the existing and future needs of Camden's established traveller community. The Camden Gypsy and Traveller and Travelling Showpeople Accommodation Assessment 2014 (the Accommodation Assessment) indicated that 16 additional pitches will be required for Camden's established traveller community by 2031. No further additional sites have been permitted and no additional sites have been allocated since adoption of the Local Plan in 2017. No suitable sites were identified in the Euston area.

#### Euston Area Plan Update policy on housing

- 4.49 As part of Strategic Principle EAP1 (Landuse Strategy), the housing section of the policy identifies capacity for in the region of 2,000 additional homes of which at least 75% will be self-contained homes with a proportion of non-traditional housing types. The Council have carried out new design-led capacity studies informed by where land might be enabled for development. As there is less land being enabled over the station compared to the 2015 EAP, there are fewer sites available for



development, consequently the amount of homes that the EAP area can provide has decreased since the adopted EAP 2015 (previously between 2,800 and 3,800 homes). For the station masterplan area, all new homes are now counted as additional, as those lost to HS2 construction have been re-provided. Similarly, all new commercial floorspace and jobs are treated as additional, reflecting the long gap between the loss of space under the High Speed Rail Act 2017 and the expected delivery of the first new commercial building in 2034. This ensures consistency across housing and employment figures.

- 4.50 The EAP Update recognises challenge of delivering homes as part of a complex station redevelopment. The Plan supports optimising the potential of sites to deliver a greater number of homes, subject to compliance with other Local Plan policies. Strategic Principle EAP1 prioritises the provision of permanent homes to meet local needs. The policy retains (from the 2015 EAP) the 75% minimum amount of new housing to be permanent, self-contained homes in order to maximise permanent homes in the Euston area and help to meet the identified housing need. This is in line with housing being the priority land use in the Local Plan in addition responding to the ambitions set out in 'We Make Camden' which recognises the shortage of housing in the borough and the impact this has on communities
- 4.51 Strategic Principle EAP1 refers to Local Plan policy with regard to non-traditional housing types and states that a proportion of these types of housing (including but not limited to student housing and build-to-rent units) may be appropriate however permanent housing is the priority for the EAP.
- 4.52 With regard to affordable housing, the Council retains the wording in the Strategic Principle EAP1 about seeking the maximum reasonable amount of affordable housing but adds that this should be good quality and genuinely affordable in line with the Local Plan and London Plan policies. 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
- 4.53 The EAP Update has additional detail on the individual site allocations including indicative housing capacities. The potential amount of development has been tested using a design-led approach, considering the opportunities and the policy requirements that limit building heights in the area.
- 4.54 The amount of homes specified in the Euston Station and Tracks section 4.1 has reduced since the adopted 2015 EAP where Development Principle EAP1 stated that between 1,000 and approximately 1,900 new homes could be delivered in this sub-area. The Principle now states between 130 and 400 new homes including 0 to 250 homes at Euston Station and 140 new homes at the Royal Mail depot site (EA2). The Euston Station and Tracks site is part of the Euston station masterplan area and is linked to the delivery of sites in the Camden Cutting (site allocations EA6, EA7 and EA8). The large decrease in the amount of housing in this sub-area is due to the reduction in land that will be enabled at the station and constraints associated with railway infrastructure plus extraordinary costs to build above the station and tracks. It seeks an 'equalisation' approach to the delivery of land uses, recognising that concentrating higher value commercial uses closest to Euston Road will release the most value, allowing development here to support residential development in the Cuttings where viability is most challenging.
- 4.55 The delivery of housing at Euston would be considerably phased. The majority of housing to be delivered through the site allocations identified in the EAP Update

would be in the medium to long term i.e. from 2031-2041. The only site that would potentially be delivered in the short term would be housing at Regents Park North (Site Allocation EA10) which could deliver in the region of 450 homes before 2031.

- 4.56 Due to the focus from Central Government on delivering more housing in Euston, the EAP sets out that should further sites be identified for housing, the Council will work closely with partners and communities to explore various options for delivering longer term housing-led regeneration. This applies for the Regents Park Estate, in and around Ampthill Estate and Churchway Estate and these are highlighted as areas for 'potential future retrofit or development'. The EAP update also notes that given the Central Government focus on delivering more housing in Euston, should further sites be identified for housing, the Council will work closely with partners and communities to explore various options for delivering longer term housing-led regeneration .
- 4.57 In the EAP Update as well as the Regulation 19 Submission draft, the most suitable uses have been chosen for each allocated site.



## 5. Economy and employment

### Key issues

- Euston is located at the edge of the core London office market and Central Activities Zone and in the western part of the Knowledge Quarter, a prominent knowledge-based economic cluster which is home to major universities, research organisations and leading businesses in technology, AI medical research, life sciences and the creative industries.
- National and London-wide policy places a strong emphasis on economic and “good” growth, with a particular focus on the knowledge economy.
- A major barrier to the continued growth and success of the Knowledge Quarter is the lack of workspace, including start-up, move-on, and affordable workspace as well as wet labs.
- Euston has been identified as a natural extension of the Knowledge Quarter, able to provide much of the different kinds of workspace needed.
- What is required of offices and workspaces is changing in response to new and more flexible ways of working and the need to attract employees back to the office with high-quality spaces in attractive, well-connected locations. Increasingly organisations are also placing higher value on the environmental performance of their offices, with sustainable buildings attracting higher rental premium.
- Over recent decades tens of thousands of jobs have been created in the knowledge economy in Camden.
- The Euston area suffers from high levels of deprivation and inequality. Growth and job creation at Euston needs to be inclusive and enable local people to take advantage of future employment opportunities at Euston.

5.1 The amount of economically active people in Camden in 2024-5 was 75.7% as a share of the working-age population, lower than the London rate of 79.8%, and the England rate of 78.8%. While economic inactivity, the inverse of economic activity, is relatively high in Camden, a significant share of that is due to the large student population in the borough. Students constitute 45% of economically inactive people in the borough, while a little over 20% of economically inactive people are experiencing long-term sickness. The claimant count in Camden has increased substantially since the pandemic, following a similar pattern in London and England. As of December 2024, 5% of the working-age population were receiving unemployment benefits in Camden, slightly less than in London (5.8%) but more than England (4.2%).

5.2 In terms of income, in Camden, 20.9% of households have income less than £30k in 2024, compared 26% in 2023. It is also lower than the London average (26%) and UK average (34.7%) which have also followed a similar downward trend, reducing by 7% and 5% respectively. This decline can be most significantly attributed to a 4% drop in households in the £20 – 40k income bracket. The percentage of households has increased across all income brackets above £50k.

### Deprivation and Unemployment in Euston

5.3 Deprivation in the 2021 Census is assessed across four areas: education (no one with Level 2 qualifications and no sixteen- to eighteen-year-old full-time students), employment (a non-student unemployed or inactive due to sickness or disability),

health (someone in bad health or with a disability), and housing (overcrowded, shared, or lacking central heating).

- 5.4 Income deprivation and unemployment is an issue in communities in the Euston Area. Census estimates classify households in England and Wales by four dimensions of deprivation: Employment, education, health and disability, and household overcrowding. Table 3.5 below shows that 21% of households in the Euston area are deprived in terms of 2 dimensions. St Pancras and Somers Town are ranked 1<sup>st</sup> and 2<sup>nd</sup> as most deprived wards for households deprived in the housing deprivation dimension.

Deprivation (Census 2021)		
	Euston area % households	Camden % households
Not deprived in any dimension	32.8%	47.5%
Deprived in 1 dimension	36.0%	31.9%
Deprived in 2 dimensions	21.7%	14.6%
Deprived in 3 dimensions	8.6%	5.3%
Deprived in 4 dimensions	0.9%	0.7%

- 5.5 St Pancras and Somers Town and Regents Park are wards with the highest percentage of households with children in Camden that are living in a household on universal credit (41% and 40% respectively). This is in stark contrast to the concentration of Knowledge economy jobs, world-class institutions and expected growth in high-skilled employment in the local area.

- 5.6 In terms of unemployment, the rates calculated below are as a proportion of the economically active population who are unemployed. This differs from the unemployment rate calculated by the DWP "Claimant Count" which excludes 16-18 year olds and other sections of the population who may consider themselves to be unemployed but may not be able to or have not claimed welfare benefits covered by the Claimant Count. Table 3.6 shows the percentage of unemployed people in the Euston area to be 13.9% compared to just 8% in the whole of Camden.

Table 3.6 Unemployment (Census 2021)		
	Euston Area %	Camden %
Overall aged 16+ Economic Activity Rate %	51.9%	62.7%
Overall aged 16+ Unemployment Rate %	13.9%	8.1%

- 5.7 24% of households in St Pancras and Somers Town are considered deprived in the employment dimension with Regents Park ward 20% of households. Of people economically inactive in the Euston area 22% are students. Compared to Camden (12%), as a whole the Euston Area has a higher proportion of students.

- 5.8 Camden has one of the most dynamic economies in the UK and is home to many global businesses and academic/public institutions. Despite this, there are significant income and employment inequalities, with the proportion of economically active residents currently below rates in London and England. The cost of living, and particularly housing costs, is resulting in a situation where significant numbers of Camden households are living in poverty, with increasing numbers of those working reporting a lack of disposable income. Camden is one of the most expensive places to live in the country, but median levels of pay are now lower than the London average.
- 5.9 Based on the Inter-Departmental Business Register, 3,445 new businesses were started in Camden in 2024 and VAT and PAYE registration records show that 36,290 businesses were active employers in Camden in 2024, which is 4% higher than 2023. Camden's 'State of the Borough' report 2025 notes that whilst 3,445 new businesses have opened, 2,860 businesses have closed over the year. The business landscape in Camden is diverse, consisting primarily of micro-businesses – nearly 90% of businesses in the borough have fewer than 10 employees, which is consistent with London and national trends.
- 5.10 Camden also has the third highest number of businesses with more than 250 employees in London, demonstrating its role as a hub for both and major employers. Camden is home to a high number of businesses across the borough comparison group, with the second-highest number of businesses after Westminster. The distribution of businesses across industries is similar across Camden and Westminster, though Camden has a higher concentration in the professional, scientific and technical industry and information & communication sectors.
- 5.11 Camden has a strong knowledge economy, and many businesses are service oriented rather than production. In 2023, there were 183,200 people that constitute the working-age population of Camden (i.e. residents aged 16-64 years old). Of these, around 75% are economically active, meaning they are either employed or unemployed and looking for work. This is lower than both London and England, both at around 79%.
- 5.12 Due to the proximity to Kings Cross St Pancras, Euston Station and the Knowledge Quarter Innovation District and other key development sites such as the Euston Station site and Moorfields redevelopment, Euston's geographic position in central London, and the business environment developed, have enabled it to become one of the most important business locations in the country. Revised ONS estimates of Gross Value Added (GVA) show that Camden was the 4<sup>th</sup> largest contributor to GVA in London in 2021, contributing 7% of London's GVA and 1.7% of national (UK) GVA. The economic output in the Knowledge Quarter is growing fast, with economic output growing by 70% from 2011 – 2019 in the Knowledge Quarter compared to 49% in the City of London. Growth is set to continue as the area continues to develop and attract new major assets, including the new Moorfields Eye Hospital and a major expansion of the British Library in 2026 as well as Tribeca and Belgrove House.
- 5.13 Camden's role as a key employment destination and as home to the Knowledge Quarter Innovation District means that when larger development sites come forward there is pressure for those sites to be used for employment rather than housing. There is a growing trend in the Knowledge Quarter for buildings with hybrid

uses bringing together elements of laboratory space with more traditional office space. The demand for new / refurbished premises continues to be greatest in areas around Euston with a well-established office market, clusters of similar Knowledge economy uses and excellent connectivity across London and beyond.

- 5.14 Rents for commercial space in Camden are high and some of the most flexible space has been lost over the last 15 years due to the impact of permitted development rights. Class MA was inserted into Part 3 of Schedule 2 to the Town and Country Planning Act (General Permitted Development Order) 2015 which permits development consisting of a change of use of a building and any land within its curtilage from a use falling within Class E (commercial, business and service), Part A of Schedule 2 to the Town and Country Planning (Use Classes) Order 1987 to a use falling within Class C3 (dwellinghouses) of Schedule 1 of that Order, with the aim to increase the supply of housing. This has had an impact on rents and the cost of premises has become a significant barrier for small and medium enterprises and start-ups, and once businesses have become established it can be difficult finding suitable space to support their expansion. In response, Camden made a direction under Article 4 (1) of the General Permitted Development order to disapply Class MA for the whole of the Camden CAZ and parts of the Knowledge Quarter. The Article 4 direction was confirmed and came into effect in July 2022.
- 5.15 The viability assessment to support the EAP update highlights that the development industry in London has faced growing pressure over the past five years. Costs have increased, driven by factors including inflation and building safety regulations. Meanwhile residential values in many markets have seen reductions driven by factors including a higher interest rate environment and changes in landlord taxation and regulation. A recent written ministerial statement by Steve Reed (23rd October 2025) acknowledged these pressures on residential development and announced a package of measures that aim to support housebuilding and the delivery of affordable homes in the short-term. The commercial office market saw increased vacancies and higher yields post 2020, although more recently space in central London markets is starting to see greater uptake and a reduction in yields. Base rates have seen recent successive cuts, which should reduce both finance costs and borrowing costs to residential buyers.
- 5.16 It notes that, the office rental market in Euston & Kings Cross has grown at a compound annual growth rate of 2.65% over the last ten years, characterised by a decline in rents during the Covid-19 pandemic in 2020-2021 followed by a few years of high growth immediately afterwards. In 2025, rents have come out of the high-growth phase and stabilise, even revising slightly downward. The assessment highlights that current market conditions should be viewed in the context of the cyclical nature of property markets, as well as forecasts for factors including inflation, interest rates and market values.

### Policy Context

- 5.17 The NPPF 2024 seeks to ensure significant weight should be placed on the need to support economic growth through the planning system. Policies should seek to address barriers to investment, including a poor environment and any lack of infrastructure, services or housing. It promotes positive planning for the location, promotion and expansion of clusters or networks of knowledge driven, creative or high technology industries, of which there are already significant concentrations around the Euston area.

- 5.18 The UK's Modern Industrial Strategy, published in June 2025, emphasizes the "critical need to increase business investment" to attract more internationally mobile capital, encourage domestic businesses to scale up, and support small and medium-sized enterprises. It identifies eight key sectors ('the IS-8') that are, on average, 27% more productive than the UK average. Among these, four sectors—Digital and Technology, Creative Industries, Life Sciences, and Professional & Business Services—are strongly represented in Camden and play a significant role in the borough's growth potential. Additionally, Financial Services and Clean Energy are present in Camden, albeit to a lesser extent.
- 5.19 In 2022 the [GLA](#) made the following employment projections for Camden until 2051:
- 2021 :394,000
  - 2026: 430,000
  - 2031: 439,000
  - 2036: 452,000
  - 2041: 454,000
  - 2046: 454,000
  - 2051: 453,000
- 5.20 These projections would suggest an increase in the number of jobs of 15% from 2021 to 2051 with a potential slowing of towards 2050. The London Plan 2021 notes that comprehensive transformation of the transport infrastructure at Euston offers the opportunity for intensification and the creation of a new business district, complementing the expanding Knowledge Quarter and supporting the area's strengths in the life sciences and tech industries. The London Plan further suggests that between 8,600 and 15,000 jobs will be created in the Euston Opportunity Area by 2041.
- 5.21 The London Plan Policy SD4 sets out a number of strategic priorities for the Central Activities Zone (CAZ), including promoting the CAZ as 'centre of excellence and specialist clusters.' This policy highlights the CAZ's strategic functions, including its centres of excellence for higher and further education and research, its centres of medical excellence and associated specialist facilities and its uses connected with science, technology, media, communications and cultural sectors of regional, national and international importance.
- 5.22 The London Plan Policy E8 states that London's role as a location for research and development should be supported, that collaboration between businesses, higher education providers and other relevant research and innovation organisations should be encouraged, that specialist clusters should be promoted, and that London's global leadership in tech across all sectors should be maximised. Support should include the provision of suitable workspaces, including:
- a) start-up, incubation and accelerator space for micro, small and medium-sized enterprises
  - b) flexible workspace such as co-working space and serviced offices
  - c) conventional space for expanding businesses to grow or move on
  - d) laboratory space and theatre, television, and film studio capacity
  - e) affordable workspace in defined circumstances (see Policy E3 Affordable workspace).

- 5.23 The London Growth Plan 2025, recently published by the Mayor of London, serves as a guide for policymakers and decision-makers across London to foster economic growth and inclusion. Although not a formal planning document, the plan aligns with the objectives of Camden's draft Local Plan and the ambitions outlined in the Council's Corporate Strategy, *We Make Camden*. The plan aims to create a more equitable and prosperous economy for all Londoners and sets four key ambitions:
- Productivity: Increase productivity growth rates to an average of 2% annually from 2025 to 2035.
  - Inclusion: Boost the real household weekly income (after housing costs) of the lowest-earning 20% of Londoners by 20% by 2035.
  - Green Growth: Expedite progress toward achieving London's net zero emissions target by 2030.
  - A Global Capital: Expand London's services exports by an average of 6% annually.
- 5.24 The London Growth Plan emphasizes the development of sectors such as financial, professional, and business services, creative industries, the experience economy, and education, highlighting the transformative impact of technology and digital products on these areas. It also underscores the importance of London becoming a leader in breakthrough technologies and solutions, leveraging its strengths in research, life sciences, artificial intelligence, and green technology. Camden, with its strong representation in many of these sectors, is expected to play a significant role in driving economic growth during the plan period. Additionally, the plan includes an 'inclusive talent strategy' aimed at addressing challenges such as a shortage of skilled workers, low skills, and limited economic participation, which hinder growth. In addition the Mayor of London has also published a consultation on "Towards a new London Plan" which places an emphasis on prioritising commercial development and CAZ functions around key stations in London like Euston.
- 5.25 Camden's Regulation 19 Submission Draft Policy IE1 'support[s] the development of Camden's health and education sectors and promote[s] the development of the Knowledge Quarter around Euston and King's Cross'. Policy S1 supports the KQ to thrive as a hub of innovation and knowledge-intensive industries in line with the KQ2050 Strategy. It recognises that new employment opportunities (including laboratory or lab-enabled spaces) will be delivered in the South of the Borough including in the Euston area. Euston and King's Cross continue to be the main employment focus areas in the Borough, along with the Central Activities Zone. Growth and development in this area will be inclusive, sustainable, and community-focused. Major proposals for new employment, research, or learning floorspace will be expected to deliver tangible community benefits throughout planning, construction, and operation. This includes reducing inequalities, improving life chances for local residents, and supporting access to jobs, skills training, and educational opportunities.
- 5.26 In relation to office provision, London Plan policy E1 states that 'the unique agglomerations and dynamic clusters of world city businesses and other specialist functions of the central London office market, including the CAZ, NIOD (Northern Isle of Dogs) and other nationally-significant office locations (such as Tech City and Kensington & Chelsea), should be developed and promoted'. Existing employment sites in Camden are generally protected under Camden's Local Plan Policy E1 and Regulation 19 Submission draft policy IE1 where the loss of viable employment



spaces will be resisted. In 2023, Camden and Islington Councils published ‘A [Knowledge Quarter Unlocked](#) – A Strategy for an Inclusive Innovation District.’ The Strategy sets a vision for the future of the area which seeks to balance growth with securing solutions to the social and environmental impacts of development: “By 2050, we want the Knowledge Quarter to be and be known as the best place in Europe for collaboration, innovation, and research; a place that delivers inclusive opportunities for local residents, regardless of their means, to fulfil their social and economic potential within the KQ area.” Key ambitions are more diversity of leadership, local recruitment and participation in the STEAM programme.

- 5.27 [Knowledge Quarter 2050](#) was published in 2023 to help businesses, investors, developers and institutions understand how to work with Camden Council and partners to secure inclusive economic growth in the area within one mile of Kings Cross. This Strategy includes Somers Town and Bloomsbury and the vision is that by 2050 “we want the Knowledge Quarter to be and be known as the best place in Europe for collaboration, innovation, and research; a place that delivers inclusive opportunities for local residents, regardless of their means, to fulfil their social and economic potential within the KQ area.” The Knowledge Quarter 2050 sets out three principles and recognises the need to balance supporting economic growth and innovation with securing solutions to the social and environmental impacts of development. It is the framework for collaboration and action towards our shared vision and achieving that balance.
  
- 5.28 One of the six ambitions of ‘We Make Camden’, the Council’s vision for the future of the borough, is that “Camden’s economy should be strong, sustainable, and inclusive – everyone should have a secure livelihood to support them to live a prosperous life”.
  
- 5.29 The Council commissioned an Economic Impact Assessment (EIA) prepared by [Metro Dynamics in 2023](#) and updated in 2025 which evaluates the potential economic, social, and environmental impacts of redeveloping Euston Station and its surrounding area, which is seen as a significant opportunity for central London. The study aims to quantify and articulate the strategic impact and economic benefits of Euston’s redevelopment at local, London-wide, and national levels. It emphasizes the need for substantial private investment following government funding changes. In addition there will be placemaking and social and environmental benefits that will include improvements to housing quality, reduce overcrowding, enhance public spaces, and support inclusive growth in local communities. through sustainable design and green spaces.
  
- 5.30 The EIA recognised the uncertainties in delivering regeneration at Euston around station design, government funding changes, and planning constraints such as London View Management Framework (LVMF) regulations. The report explored alternative development scenarios, including wider development areas, taller buildings, accelerated timelines, and smaller development with a larger station footprint. These variations assess potential impacts on economic outputs, land value uplift, and fiscal benefits.

### Affordable Workspace

- 5.31 In 2023 Camden published an [Affordable Workspace Strategy](#) which set out ambitions to increase the supply of affordable workspace in Camden within the context of the current social and economic landscape and the changes we want to



see; and also set out both how we will deliver this mission and how success will be measured. The Affordable Workspace Strategy defines affordable workspace as: *“...commercial space for small businesses and entrepreneurs that creates access to locations and markets that otherwise would be inaccessible. Affordable Workspace is typically provided at rent maintained below the market rate for that space for a specific social, cultural and or employment development purpose. This space can be flexible, shared or dedicated lettable space and configured to the needs of a wide range of sectors.”*

- 5.32 Since 2011, Camden has negotiated and secured affordable workspace through s106 obligations in line with planning policy which, if built, would total over 17,400sqm of commercial floorspace. These obligations have been secured across the borough and in a variety of schemes and settings that support co-working, artists' studios and more recently lab space and cultural production. As of July 2025, 3,300sqm has been completed and occupied which includes a scheme in the EAP boundary area at 1 Triton Square which is operated by Impact Hub to provide 30 x 6-month free co-working memberships for local residents per year. Impact Hub are the operator in partnership with the Knowledge Quarter partnership.
- 5.33 The Regulation 19 Submission draft Local Plan features an updated policy covering affordable workspace provision through planning and development. Draft Policy IE4 (Affordable and Specialist Workspace) retains the same thresholds to trigger obligations, taking a flexible approach and including a working benchmark of 20% of new commercial floorspace to be provided at 50% of market rents for at least 15 years but notes that the Council will negotiate on a case by case basis, considering amongst other things viability and the overall size of the scheme. The policy provides clarity on the hierarchy of approaches to delivery; firstly, on-site provision of affordable workspace, secondly, if on-site is not suitable or justifiably un-viable off-site provision of affordable workspace on another site in the borough and finally, where it is mutually beneficial, consider a payment in lieu (PIL) of provision that can be invested by the Council, which is equivalent to the cost of on-site delivery.

### Key economic clusters

- 5.34 There are a number of existing economic clusters in the Euston area that are drivers for economic growth in the area, including:
- University College London (UCL) to the south of Euston Road, one of the top 20 universities in the world, with a mission to both grow and become a global leader in open enterprise and innovation;
  - High-profile medical and research institutions, including the Wellcome Trust, the Francis Crick Institute, University College London Hospital, and the Oriel eye hospital, as well as pharmaceutical companies such as AstraZeneca and a new life sciences Research Centre at Belgrove House (due to be completed in 2026), are located in the Euston Road corridor ;
  - A Knowledge Quarter economy cluster in Bloomsbury encompassing digital, media, advertising, publishing, engineering and architecture firms;
  - The King's Cross Central development to the east of Euston is leading the transformation of the King's Cross area, and has secured employment investment from companies as varied as BNP Paribas and Google for major office operations;
  - Camden Town to the north, an established hub for creative industries, distinctive shopping, an internationally known market and a night-time entertainment destination;

- 5.35 There are successful commercial office developments to the west, include the Regent's Place and in the Kings Cross development.

#### Knowledge economy

- 5.36 Euston sits in the western part of the Knowledge Quarter (KQ), broadly defined as the area within a one-mile radius of British Library, which has been described as hosting 'the most dense concentration of scientific and knowledge-based organisations in the world, creating an incubator for the UK'. As set out in the [Knowledge Quarter Science and Innovation Audit 2019](#), the Knowledge Quarter is referred to as an innovation district, an enclave that merges the innovation and employment potential of research-oriented anchor institutions, high-growth firms, and tech, and creative start-ups in well-designed, amenity-rich residential and commercial environments. The KQ is host to anchor institutions such as the University College London, University College Hospital, and the Francis Crick Institute and the Wellcome Trust, as well as high-growth firms in the life sciences and tech sectors. The key growth sectors are Health & Life Sciences, AI and technology, but there is also a significant cluster of cultural institutions.
- 5.37 Euston has been identified as an existing global knowledge economy hub and part of a major cluster of biotechnology and life sciences in London. Whilst other sectors have seen turbulence over the pandemic, the life science market had gone from strength to strength. Euston is also within close proximity to the King's Cross Central development which has emerged as a new cluster of knowledge intensive, tech, life sciences and creative activity.
- 5.38 The British Library Extension will comprise 75,000 square-metres of innovation space on a 2.8 acre site between the Library and the Francis Crick Institute, which will house the headquarters of the Alan Turing Institute as well as laboratory space for a cross-section of businesses that wish to locate within the heart of the KQ. Nearby at Belgrove House a new state-of-the-art Lab Space is currently in construction opposite Kings Cross station.
- 5.39 The Council commissioned a study by Avison Young in 2022 to guide LBC's understanding of the appropriate land use mix, and deliverability of the refreshed EAP. Which notes that in order to ensure that the Knowledge Quarter maintain its position as an internationally recognised tech and life sciences hub it must continue provide additional workspace and specialist and innovative R&D spaces across the area. It points to research by the Knowledge Quarter which found that there was a lack of innovation space, especially wet-laboratory space for small businesses and start-ups in life sciences, a lack of suitable move-on space but small companies wanting to expand and lack of business accelerators for start-ups and other small firms.
- 5.40 The [London Life Science Real Estate Demand Report by MedCity](#) 2021 found that London is a 'powerhouse' for life sciences research and R&D and the success in London will have a direct impact on the rest of the UK. It suggested that demand for space had increased fourfold equating for 500,000 sqft of demand in 2021 and that the demand was outstripping supply. It suggested that specifically there was a lack of provision for start-ups and small companies as well as the need for increasingly sophisticated types of real estate are becoming more popular e.g. extract to air capability in wet laboratory space.

5.41 [A Science and Innovation Audit Report](#) commissioned by the Department for Business, Energy & Industrial Strategy identified several gaps in the innovation ecosystem in the KQ, all of which relate to workspace:

- low availability and high cost of appropriate commercial sites and premises.
- a dearth of innovation space, especially wet-laboratory space for Life Sciences start-ups and small businesses.
- a lack of suitable move-on space in the KQ for companies wishing to expand their operations and/or take on additional staff.
- a lack of business accelerators for start-ups and other small firms.

#### Future economic growth in the Euston area

5.42 Avison Young was appointed by the London Borough of Camden to produce an evidence base for the Euston Area Plan (EAP) in March 2022. The suite of evidence papers produced brings together an assessment of the surrounding physical context, policy and economic drivers and the potential opportunities created by redevelopment of Euston to set out the opportunities for economic activities and growth at Euston.

5.43 Avison Young's report reaffirms the ambition for Euston: to create a new piece of City that can drive long term change and contribute to not only the local, but wider regional and national economy. The key question throughout Avison Young's work has been, what is Euston's role and how does this translate into a cohesive bit of new city? This was workshopped with key stakeholders, who detailed the need for Euston to be multi-faceted but additionally for it not to come forward in isolation. There is a strong desire to see Euston integrate into the wider Knowledge Quarter landscape and become a key location that can support some of the growth within the rich activity base present.

5.44 Avison Young's reports completed in December 2022 provide an assessment of the office and workspace market, the impact of the pandemic, the recovery period and the resulting new and more flexible ways of working, and what is expected of offices and workspaces to be successful in the future. Drawing on this assessment, it highlights key recommendations for what will make Euston a successful and attractive location for businesses and other organisations. The report argues that the pandemic has fundamentally impacted the offices and workspaces, how they are used and what is required of them. While flexible and remote working has become common place, the period following the pandemic has also highlighted the role of the workplace as a place for personal interactions and collaboration as well as for supporting employee wellbeing. Research carried out by Knight Frank found that 47% of businesses envisioned their real estate strategies to include greater amounts of flexible, serviced or coworking space. Avison Young notes that flexible office solutions are coming increasingly attractive, enabling organisations to adjust their requirements as their strategy evolves.

5.45 In addition, organisations increasingly recognise the critical role of their real estate in meeting sustainability ambitions and targets. In a report from 2022, CBRE found that sustainable buildings command an average six percent rental premium, driven by a reduction in negative environmental impact, lower operational and maintenance costs, greater appeal to tenants concerned with corporate reputation and sustainability targets and increased occupant comfort, well-being and productivity. Linked to this is the importance of good access to sustainable and active modes of transport.

- 5.46 The reports also highlight the importance of creating a sense of place, with a vibrant mix of uses and high-quality design in creating value and opportunities at Euston and notes that the most recent market experience suggests that the key to maximising the opportunity for commercial offices in Euston will be the creation of a unique identity and vibrancy for the development. Occupier priorities have changed significantly with large corporates seeking to locate in areas with their own character rather than within more 'standard' business park type environments.
- 5.47 The report concludes that in order to deliver workspaces that are attractive to the market at Euston they need to address all the above elements: sustainable and low-carbon, high-quality placemaking, and in close proximity to public transport. Euston is located at the edge of the core London office market. It notes that Euston's location, coupled with its unrivalled public transport connections, provides an environment that encourages new commercial workspace development, particularly as a natural extension of the successful and growing Knowledge Quarter.
- 5.48 The Council commissioned a study on the [Economic Impacts of Euston Regeneration in 2024](#), updated in 2025. This was completed by Metro Dynamics and provides a comprehensive estimate of the potential of Euston Regeneration according to the current projections of the scale and scope of development. The assessment is built upon core assumptions and acknowledges the existence of underlying uncertainties and political sensitivity of Government decisions as well as lack of coherent design for Euston station and a Masterplan. The Study highlights the significant opportunity that development in the Euston Area presents for Camden, London, and beyond. The scale of the program and its ambitions, addressing a site that has predominantly been a construction site for a decade, has the potential to bring about a transformative step change for the entire city, fostering place-making benefits and enhancing prosperity throughout.
- 5.49 Avison Young notes that linked to the success of the KQ, Camden performs well for business start ups, due to the high number of spin-outs from higher education and research institutions, the presence of venture capitalists and investment and good agglomeration benefits. It suggests that consideration should be given to the provision of space for particularly for SME with these sectors. To ensure Camden continues to be an attractive place to start and grow a business, flexible and affordable workspaces should be considered as part of the future use mix at Euston.

#### Local skills and employment

- 5.50 The [Science and Innovation Audit Report](#) notes that the success of the Knowledge Quarter has led to growth in certain specialisms - between 2003 and 2013 some 42,000 new employee jobs in science and technology were created in Camden and Islington. By 2015, one-third of the 352,000 employee jobs in Camden fell into this category, the highest concentration of any local authority area in the UK.
- 5.51 Avison Young's baseline report notes that are a high proportion of people living in the Euston area who work in the professional, science and technology sectors. In general, across Camden, there are a high proportion of professional, scientific and technical businesses and this has grown by nearly 50% in the last 10 years. However, alongside the large number of professional jobs in the scientists and technical sectors, the Science and Innovation Audit Report notes that many of the jobs generated in the KQ in recent years are low pay in character and warns that there is a risk of increasing polarisation in income.

- 5.52 Avison Young's report further notes that parts of the Euston area are significantly deprived, with much of the St Pancras and Somers Town ward classified as part of the 10-20% most deprived in the country. Around Euston Station, over 40% of the households live on less than £20,000 per annum.
- 5.53 The Audit recommends that to address the inequalities of the area, there needs to be genuinely inclusive growth for residents and a constructive role for industry, investors and institutions. To support inclusive growth, Avison Young's report highlights the importance of providing spaces that will help provide an interface for the different participants to interact with the community, and drive greater learning, innovation and opportunities for collaboration.
- 5.54 To help people start their own business, Avison Young argues that there should be provision of space for particularly for start-ups and SMEs in the KQ. Avison Young argue that to ensure Camden continues to be an attractive place to start and grow a business, flexible and affordable workspaces should be considered as part of the future use mix.

### Skills and Training

- 5.55 Euston Skills Centre, a community-based skills centre was opened in February 2024 by Camden Council, with United Colleges Group as a meanwhile building on the former Maria Fidelis campus on Starcross Street. The focus of the centre is deliver training, skills, qualifications and experience on construction for local residents as well as support for the community to get into good work. It formed part of the assurances from HS2 construction whereby Camden secured a commitment of £4.1m to support the construction and operation of the centre, along with further funding from the GLA to support the fitout and installation of Green Skills equipment with additional funding was secured through the Business Rates Retention Scheme.
- 5.56 Camden Council, in partnership with UCL's Institute for Global Prosperity, launched a citizen science pilot at Euston to provide Camden residents with training in social science research through the UCL Citizen Science Academy. This initiative empowered communities to influence policy and drive social change by equipping them with skills in methodologies such as ethnographic research, interviews, and surveys. Resident explored what prosperity means to them and how various factors shape opportunities to live well. The findings will inform neighbourhood profiles and identify community priorities during the major regeneration at Euston through in the Good Life Euston project (for further details see section 10).
- 5.57 Camden Council have a range of initiatives such as Good Work Camden, LIFT programme, Camden STEAM and Community Challenges that assist local people with training opportunities. Good Work Camden Job Hub helps local people access good jobs, apprenticeships, or training with a range of employment services. It is a free service run by the Council to help anyone who lives in Camden find a new or better-paid job or training opportunity. The Regents Park Job hub is co-located in the Euston Skills Centre. LIFT is a partnership between the boroughs of Camden, Hackney and Islington, working together to create opportunities for local people and support businesses in tech, creative and sciences. Camden STEAM brings opportunities in the digital, scientific and creative industries to life for Camden's young people.



- 5.58 From late 2024, Camden students have been accessing the London AI Campus, which has been established as a collaboration between Google, Camden Learning and Camden Council, through Camden's pioneering STEAM programme. The London AI Campus, aims to inspire, inform and educate students and teachers in the field of Artificial Intelligence (AI) and digital skills. It is located The Campus, in Somers Town, just outside the EAP boundary, and is home to a two-year education pilot aimed to help inspire, inform and educate sixth form students from across Camden in the field of AI. The pilot offers students access to cutting edge resources on AI and machine learning, as well as offering mentoring and industry expertise from Google DeepMind.

#### Key policy changes in EAP Update Regulations 19 Submission Draft

- 5.59 The Strategic Principle 1 in the EAP Update sets out the ambition to deliver between 215,000 and 370,000 sqm of floorspace with a mix of employment uses to support Knowledge Quarter priority uses. The policy acknowledges the location of Euston in the KQ Innovation District, the CAZ as well as the excellent transport connections which provides a unique change to attract significant high value, knowledge-based employment and activity. The EAP Update aims to ensure that between 10,000 and 17,400 new jobs are created within the Plan period. This is an increase on the 2015 adopted EAP which sought between 7,700 and 14,100 additional jobs.
- 5.60 Whilst there has been a decrease in the amount of land enabled at Euston station and tracks and lower number of homes proposed, the increase in the number of jobs is due to the amount of floorspace per job being revised since the EAP 2015, when the ratio used was 20 square metres (sqm) per job. The revised ratio of 21.5sqm per job reflects modern work practices and is line with GLA research. In addition, the provision of less residential floorspace over the stations due to the physical constraints of the site and viability challenges has led to an increase in the potential for employment floorspace.
- 5.61 In terms of the type of employment floorspace anticipated in development at Euston, the EAP Update sets out that the Council will support and prioritise the creation and retention of suitable floorspace for Knowledge use Quarter priority growth sectors. Uses in particular include life sciences; cultural, scientific and heritage collections, data sciences and frontier innovation as well as educational floorspace. The EAP Update considers that other employment uses will be supported where it is shown that these reflect current and emerging needs of the knowledge economy.
- 5.62 The EAP Update seeks to ensure that development supports the continuing success of the KQ and a mix of employment reflects the current and emerging commercial floorspace needs. This might include office, lab space, start-ups, business accelerators, incubators and move-on spaces. The Strategic Principle requires submission of an Employment, Learning and Training Strategy to detail the employment floorspace offer and how learning and training will be addressed. This will build upon the Euston Social Value Charter.
- 5.63 The requirement for affordable workspace will be in accordance with Local Plan and London Plan policies and should address specific needs of the Euston and Knowledge Economy. 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.

## 6. Town Centres and Retail

### Key issues

- The EAP area contains part of the King's Cross/ Euston Road Central London Frontage as well as Drummond Street, Albany Street/ Robert Street, Chalton Street and Eversholt Street South neighbourhood centres.
- The EAP Update seeks in the region of 20,000sqm of retail floorspace focused around the station as part of a mixed-use development.
- Drummond Street has been strongly affected by the construction of HS2
- Town centres and retail areas are undergoing significant change, driven by economic uncertainty and the lasting effects of COVID-19

### Policy Context

- 6.1 The NPPF sets out that planning policies and decisions should "... support the role that town centres play at the heart of local communities and should take a positive approach to their growth, management and adaptation". Planning policies should also define a network and hierarchy of town centres, "allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses... and reflects their distinctive characters". Policies should also define the extent of town centres and primary shopping areas, recognise that residential development often plays an important role in ensuring the vitality of centres, seek to retain and enhance markets and allocate suitable sites to "...meet the scale and type of development likely to be needed, looking at least ten years ahead" (paragraph 90).
- 6.2 Local planning authorities are also expected to apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. When planning applications for retail and leisure development comes forward outside town centres and is not in accordance with an up-to-date plan, then the LPA should request an impact assessment, with a default threshold of 2,500sqm of gross floorspace suggested (NPPF paragraphs 91 and 94).
- 6.3 The London Plan 2021 states that boroughs should identify future requirements and locations for new retail development having regard to local evidence and supply (including additional capacity for comparison and convenience shopping). There are restrictions on the provision of A5 hot food takeaways (which should not be permitted within 400 metres walking distance of a school). Boroughs should ensure that there is a sufficient supply and range of serviced accommodation (defined by the London Plan as including hotels, bed and breakfasts, guest houses, and hostels where services such as catering and cleaning are provided to guests). Within the Central Activities Zone (CAZ), "strategically important serviced accommodation" should be directed to Opportunity Areas, with smaller provision elsewhere except for wholly residential streets or predominantly residential neighbourhoods.

- 6.4 Camden Council commissioned [a Retail and Leisure Study \(by Lambert Smith Hampton\)](#) in early 2024 to look at shopping and leisure trends across the Borough. The study used card transaction data and GLA population forecasts to assess future needs and assumptions about changes in floorspace productivity. The Study found that there was limited need for new retail space over the next 10 years. Some individual centres may have capacity for more retail, but this can mostly be met by: reusing vacant shops, including retail in planned developments and repurposing existing commercial space. The study also looked at how Camden's shopping areas are performing. It considered the vacancy rates, mix of shops and services and footfall (how many people visit). Based on the findings, the Council is proposing updates to the network of designated centres to include the following (these are not located within the EAP boundary area):
- New centres: King's Boulevard and Coal Drops Yard (King's Cross Central), plus new neighbourhood centres at Haverstock Hill and King's Cross Road.
  - Boundary updates: Minor changes to existing centres to reflect recent developments and changes in use.
  - Designating Charlotte Street as a "specialist area" due to its long established role as a destination for food and drink uses including high quality restaurants and characterful pubs.
  - Warren Street is to become a Neighbourhood Centre
- 6.5 The Local Plan Regulation 19 Submission Draft sets out Camden's network of shopping and service centres including five CAZ Retail Clusters, six Town Centres, 39 Neighbourhood Centres and six Specialist areas. The Council regularly monitors the health of these centres observing that while online shopping has changed the mix of goods and services available, most centres in Camden remain strong, with low vacancy rates. Many have now recovered or even exceeded their pre-pandemic performance in terms of vacancy levels, spending, and footfall. Camden is also well known for its markets, which continue to play an important role in attracting visitors and supporting the vitality of the centres where they are located. The draft Local Plan makes clear that there are risks and challenges around retail provision, linked to changing consumer habitats and pressures on household expenditure, meaning that planning policies for centres need to be sufficiently flexible. As elsewhere in London and England, there has been a shift towards businesses providing food, drink or entertainment uses and local services as well as a growth in app-based food and drink delivery companies.
- 6.6 The draft Local Plan Regulation 19 Submission draft recognises that the majority of new retail development in the south of the borough is expected to be delivered through development at Euston, later on in the Plan period (up to 2041). Policy S1 seeks to support and protect the CAZ retail clusters, Specialist Shopping Areas and Neighbourhood Centres in the south of the borough, in accordance with Policy IE6 (Designated Centres and Essential Services), to ensure they remain successful and vibrant centres that meet the needs of residents, workers and visitors. As part of this, the Council will continue to manage the location and concentration of food, drink and entertainment uses in this area and their impact.
- 6.7 In the Local Plan Regulation 19 Submission Draft, policy IE6 (Supporting Designated Centres and Essential Services) gives priority to sustaining the existing role of neighbourhood centres and specialist areas (such as Drummond Street) and expects developments providing 2,500sqm or more of retail floorspace to include a proportion of smaller units, including floorspace available at a discount to market

rents.<https://www.camden.gov.uk/documents/d/guest/eb26-camden-retail-leisure-study-volume-c>

- 6.8 The Local Plan Regulation 19 Submission Draft sets out the importance of visitor economy in Camden and therefore protects hotels and visitor accommodation (policy IE5). The Council will guide additional provision of hotels and visitor accommodation to areas of the Central Activities Zone where there are already concentrations of these uses, and to sites within identified town centres, recognising that hotels and visitor accommodation can contribute to the vitality of centres. Evening and night time uses in the borough are focussed on commercial/mixed use areas of the Central Activities Zone and Camden Town town centre. As part of the Local Plan evidence, a report was commissioned looking at the vitality of retail and leisure areas in the Borough. This was carried out by [Lambert Smith Hampton in 2024](#).
- 6.9 The Council has an [Evening and Night Time Economy Strategy](#) (ETNE Strategy) that looks at ways of increasing the social and economic benefits arising from evening and night-time activity, particularly through the introduction of new business and cultural activities and extending the hours of existing cultural and community uses and visitor attractions beyond 6pm.

#### Retail and Town Centre Trends

- 6.10 Town centres and retail areas are undergoing significant change, driven by economic uncertainty and the lasting effects of COVID-19. The pandemic caused a sharp economic contraction, widespread furloughs, and reduced consumer spending, particularly in leisure and travel. In addition investment stalled, exports fell, and supply chains were disrupted. While GDP recovered to pre-pandemic levels by late 2021, growth remains fragile amid inflationary pressures and rising interest rates.
- 6.11 Since the adoption of the EAP in 2015 there have been two major changes in national legislation. First, in 2020, the government introduced a significant change to the Use Classes Order which revoked Parts A and D of the existing use classes order and added a new Class E which includes the former A1, A2, A3, B1a, B1b, B1c and part of the D2 use class (for gyms and indoor recreational facilities). Former A4 and A5 uses have now become *sui generis* uses, along with part of the former Class D2 uses comprising cinemas, concert halls, bingo halls and dance halls. The remaining former Class D2 uses (community halls, swimming pools, skating rinks and outdoor sport and recreation uses) are now part of Use Class F2.
- 6.12 The Council commissioned Avison Young to provide a Retail Planning Issues report for the Euston Area Plan update in 2022. The Report has carried out a review of recent / current retail, leisure and town centre trends. The Report indicates that 2022 Experian forecasts are showing a materially lower rate of growth in per capita convenience goods spending: +1.4% up to 2031, compared with +10.9% from the time of the 2013 EAP retail study. The Report comments on the continued increasing influence of comparison goods shopping via the internet with a “materially lower amount of available comparison goods expenditure to support in-centre and out-of-centre comparison goods floorspace”. The report concluded that the 20,000sqm floorspace allocation in Strategic Principle EAP1 does not need to be amended from the adopted 2015 EAP. Anything above this figure would require a Retail Impact Assessment in order to avoid over-supply and undermining existing centres. The 20,000sqm includes new and re-provided retail, food, beverage and leisure floorspace.

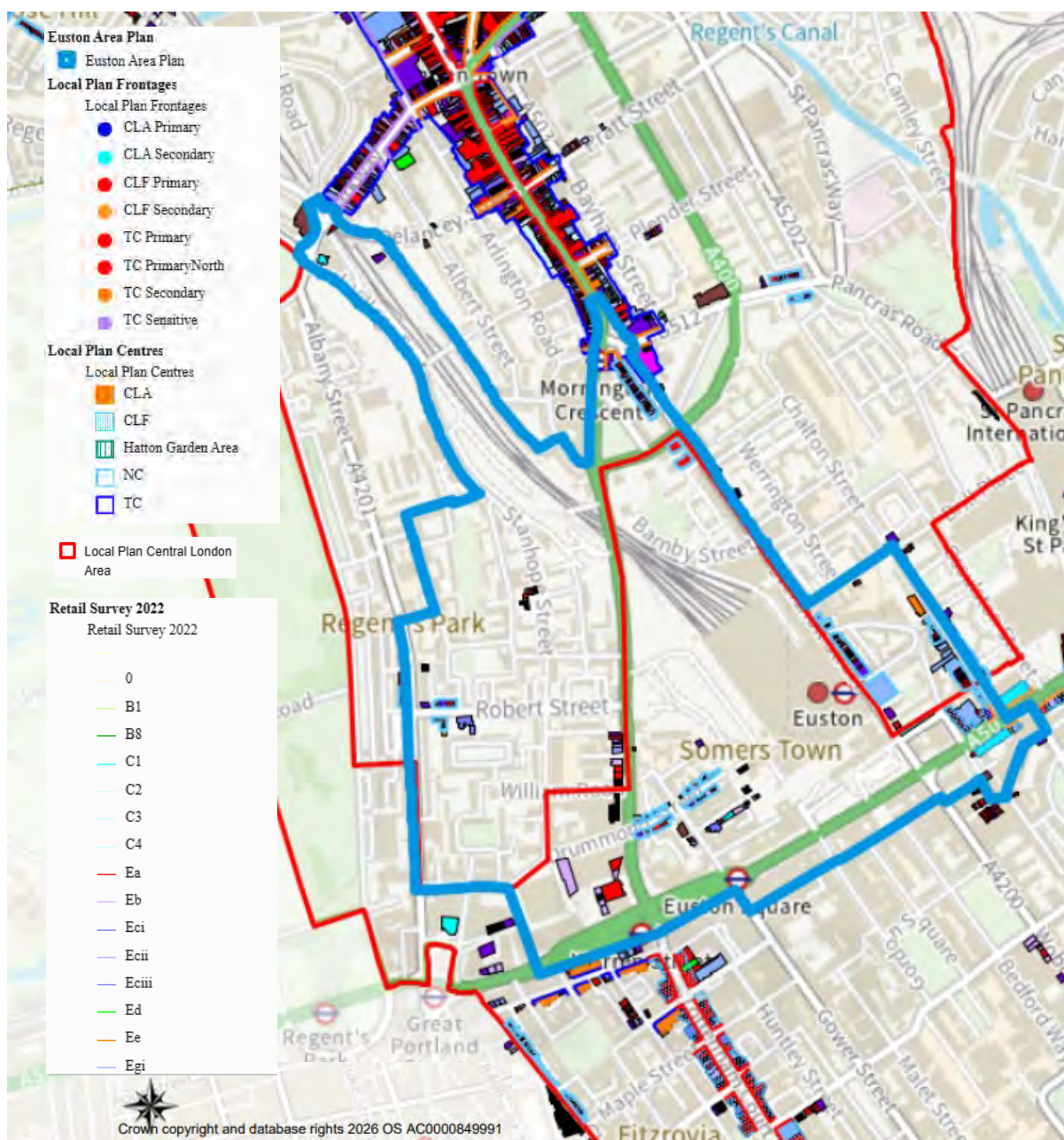


## Designated centres within the EAP study area

6.13 Camden's retail centres are designated in the London Plan and in the Camden Local Plan Regulation 19 Submission draft proposals map. The following designated centres are within the Euston Area Plan boundary and are shown in below:

- Central London Frontage (part) - King's Cross/ Euston Road
- Neighbourhood Centres - Eversholt Street; Chalton Street; Drummond Street; and Albany Street/ Robert Street neighbourhood centres.

6.14 Two significant retail centres are located close to the Plan area at Tottenham Court Road (Central London Frontage to the south west) and Camden Town (Major Centre to the north).



6.15 **Part of the Kings Cross Central London Frontage (CLF)** is within the EAP boundary, towards the West of the frontage, near to Chalton Street. This Central

London Frontage covers the main commercial area around King's Cross, including parts of Euston Road. The Lambert Smith Hampton Report 2024 studied the footfall and use of units within the CLF between 2018 and 2023. The Report noted that the CLF has a high proportion of food, drink, and entertainment uses and includes residential accommodation located above commercial facilities. There is significant footfall along Euston Road which dipped during the Covid-19 pandemic. The King's Cross CLF contains a large number of food and beverage uses (almost double the Camden average) which has a knock-on effect in terms of number of retail and "other" uses in the Frontage.

- 6.16 The Report notes that at the western/Euston end of the CLF, the negative impacts of HS2 construction works are currently (as of 2023/4) being felt and the delays/uncertainties regarding the longer term plans are considered by LSH to be affecting development and investment decisions. The Report concludes that whilst the Kings Cross area has seen significant investment over recent years with increasing worker and visitor footfall in the area, there has been limited investment in the existing CLF. Due to the future plans at Euston, in the longer term, investment will likely strengthen the Western part of the CLF. The Report notes weaknesses in the CLF that there is a mixed reputation of the area, with some parts of King's Cross being perceived as unsafe or unattractive contributes to the negative image of the area and a high concentration of fast-food and low end food and beverage offer in existing frontage areas.
- 6.17 **Drummond Street Neighbourhood Centre** extends along both the north and south sides of Drummond Street (consisting of 41 occupied units) and is dissected by North Gower Street. The nearest other centres are Neighbourhood Centres, namely Cleveland Street (less than 1km to the southwest) and Eversholt Street South (beyond Euston railway station to the east). Camden Town is the nearest Town Centre, approximately 2km to the north.
- 6.18 The [Lambert Smith Hampton report](#) looked at a section along Drummond Street to obtain information on how footfall levels have changed between September 2018 and August 2023. The sample found that footfall has been relatively stable outside of the worst COVID-19 periods. Pedestrian activity from October 2021 onwards has been strong, with August 2023 seeing the highest figure during this timeframe. The report found that 21% of the units in the Drummond Street Neighbourhood Centre were in retail use in 2022 with 39% as cafes, restaurants or pubs and 39% other uses. The report concluded that Drummond Street appeared to be a reasonably healthy Neighbourhood Centre and benefits from a well known and popular concentration of outlets specialising in South Asian food, meaning it has a distinctive function. However, the centre's vacancy rate was considered a concern as it went from 0% vacancy rate in 2019 to a 7.19% vacancy rate in 2023, notwithstanding that it still remains below average levels.
- 6.19 The Report recommended that the Centre is monitored to see if it is a temporary or more long term issue, potentially related to disruption caused by HS2 construction works. Despite this, the footfall data showed that pedestrian activity has been strong, with August 2023 seeing the highest figure over the period September 2018 – August 2023. The Euston Town BID has developed a vision and strategy for the centre setting out short, medium and longer term actions to support Drummond Street. The Business Improvement District (BIDs) undertakes area wide improvements and help promote their areas, funded through a mandatory levy on the businesses in the area.
- 6.20 **The Eversholt Street South Neighbourhood Centre** is outside of the Central Activities Zone and is a long centre with 34 occupied units extending along the east

side of Eversholt Street between Polygon Road and Lancing Street. The Lambeth Smith Hampton Report 2024 found that footfall along the southern end of Eversholt Street was severely hit in early 2020, likely as a consequence of its very close proximity to Euston station and the restrictions placed on travel and movement during the pandemic. Footfall levels have been improving since around September 2021, although it remains generally lower than in late 2018 and 2019.

- 6.21 Of the 34 occupied units within the Neighbourhood Centre, just over a quarter (26.5% or 9 units) are occupied by Class E(a) shops and about 20% (7 units) are dedicated to food and drink provision. These figures are below the Camden averages for such uses (41.1% and 26.3% respectively). Thus, more than half of the total units (52.9% or 18 units) accommodate 'other' uses including hot food takeaways, dry cleaners and other Sui Generis uses. Eversholt Street South also contains two units dedicated to the evening / night time economy offer. The LSH report found that vacancy rates in the Neighbourhood Centre have been increasing over the last decade and are now above average. This is likely to reflect the impact of construction works at Euston linked to HS2. The Report concluded that Eversholt Street South faces significant challenges, including rising vacancies and a lack of a defined focal point. Its elongated layout of the Neighbourhood Centre contributes to these issues. However, the close proximity to Euston Station positions the Centre to benefit from potential future HS2 footfall and improved connectivity with surrounding communities. Planned retail and commercial development on the west side, as outlined in the Euston Area Plan Update, will help strengthen the centre.
- 6.22 **The Albany Street/Robert Street Neighbourhood Centre** comprises three small clusters of shops and services (20 occupied units in total) that are focussed along Albany Street and Robert Street. Part of the Neighbourhood Centre is on the West side of Albany Street which is outside the EAP boundary. To test footfall in the Neighbourhood Centre, the Lambeth Smith Hampton report (2024) included a sample street section where Albany Street meets Robert Street to obtain information on how footfall levels have changed between September 2018 and August 2023.
- 6.23 The footfall was stable over this period, with a minimal impact from the pandemic when compared to some other centres. Pedestrian activity in 2023 was considered to have returned to 2019 levels. The report also found that 65% of the units were retail in 2022 and concluded that it appears to be a healthy centre with a limited range of uses and a low vacancy rate. Shops remain the dominant use class, while there is just one food and beverage unit and no evening / night time economy offer. As well as catering for the day-to-day shopping and service needs of its localised catchment, the Neighbourhood centre is well positioned to meet the basic needs of users of Regent's Park and other local attractions. The centre boundary was considered appropriate considering the distribution and composition of existing uses and the below average vacancy rate.
- 6.24 **Chalton Street Neighbourhood Centre** (as designated in the Camden Local Plan 2017) runs along both sides of Chalton Street with the southern end of Chalton Street, abutting Euston Road. Only the West side of Chalton Street is located within the Euston Area Plan boundary. The Lambeth Smith Hampton Report tested a section along Chalton Street to obtain information on how footfall levels have changed between September 2018 and August 2023. The tests found that footfall has improved since the start of the pandemic but has not reached the levels of late 2018, 2019 and early 2020.
- 6.25 The study looked at the types of uses in the Neighbourhood Centre and found that Chalton Street is under-represented by both Class E(a) shops and food and



beverage uses relative to the Camden averages. There are 8 shops and the Neighbourhood Centre has seen a gradual reduction in the number of shops since 2014. The Study does discuss the street market that operates from the centre three days a week which provides 42 trading pitches, with fruit and veg as well as affordable household goods and clothing all available. The Study concluded that “Chalton Street appears to be facing some issues and challenges to its overall health”. The centre appears to have a predominantly services-orientated function and little in the way of retail activity other than the market.

#### Key policy changes in EAP Update

- 6.26 Since the adoption of the EAP in 2015 town centres and retail centres are undergoing significant change due to evolving trends and the impact of COVID-19. These shifts have altered land use patterns and the types of activities that make town centres attractive and relevant to local communities. This evolution will influence future planning policy and the strategic approach for the Euston Area Plan.
- 6.27 There have been some changes to the approach to retail planning since the EAP was adopted in 2015 with policy approach to ‘town centres’ removing the requirement to define primary and secondary frontages and the focus being on defining town centre and primary shopping centre boundaries. The changes to the Use Classes Order which has amalgamated parts of the use class A into a new Class E as well as classifying some food and beverage and leisure activities as sui generis use.
- 6.28 Strategic Principle EAP1 retains the guide of providing 20,000sqm of retail, service and food and beverage floorspace. The 20,000sqm would deliver net growth of up to 16,450 sqm of retail, food and beverage uses (A1-A5 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. It also seeks to ensure that the majority of new and replacement retail, service and food/beverage provision is placed in and adjacent to the redeveloped Euston station complex. Key to delivery at Euston will be ensuring that phasing is appropriate to other development being delivered. The new retail provision inside the station is likely to focus on the commuter customers and the EAP Update also emphasises that retail above the station should provide a wider diversity in order to cater for the local community as well as visitors for local convenience provision such as a supermarket. The policy retains the importance of protecting and enhancing existing retail such as on Drummond Street and Eversholt Street.
- 6.29 The EAP Update requires submission of a Retail, Leisure and Cultural Strategy to show how partners are working together to deliver provision across the whole site. The Strategy should ensure that a diverse mix and size of establishments should be delivered, and include cultural facilities, supporting the objectives of Camden’s Evening and Night-time Strategy.

## 7. Heritage

### Key issues

- The EAP area contains a number of heritage assets. This is through the Local List, Statutory listing and designation through Conservation areas.
- Parts of the EAP boundary area are within three Conservation Area
- There are over 50 listed buildings and features in the study area as well as five designated London Squares.
- There are also undesignated assets that have historic significance, in particular the Drummond Street area, Chalton Street area, and St James's Gardens which has now been demolished as a result of HS2 construction.
- Other open spaces of historic significance are St James's Gardens and Cumberland Market
- A number of areas in the study are of high historic sensitivity where a greater degree of protection is needed, whilst other areas have low sensitivity. The Euston area is affected by a number of Viewing Corridors as demarked in the London Viewing Management Framework.
- HS2 will impact on existing heritage assets in the Euston area, and these impacts should be minimised and mitigated where possible.

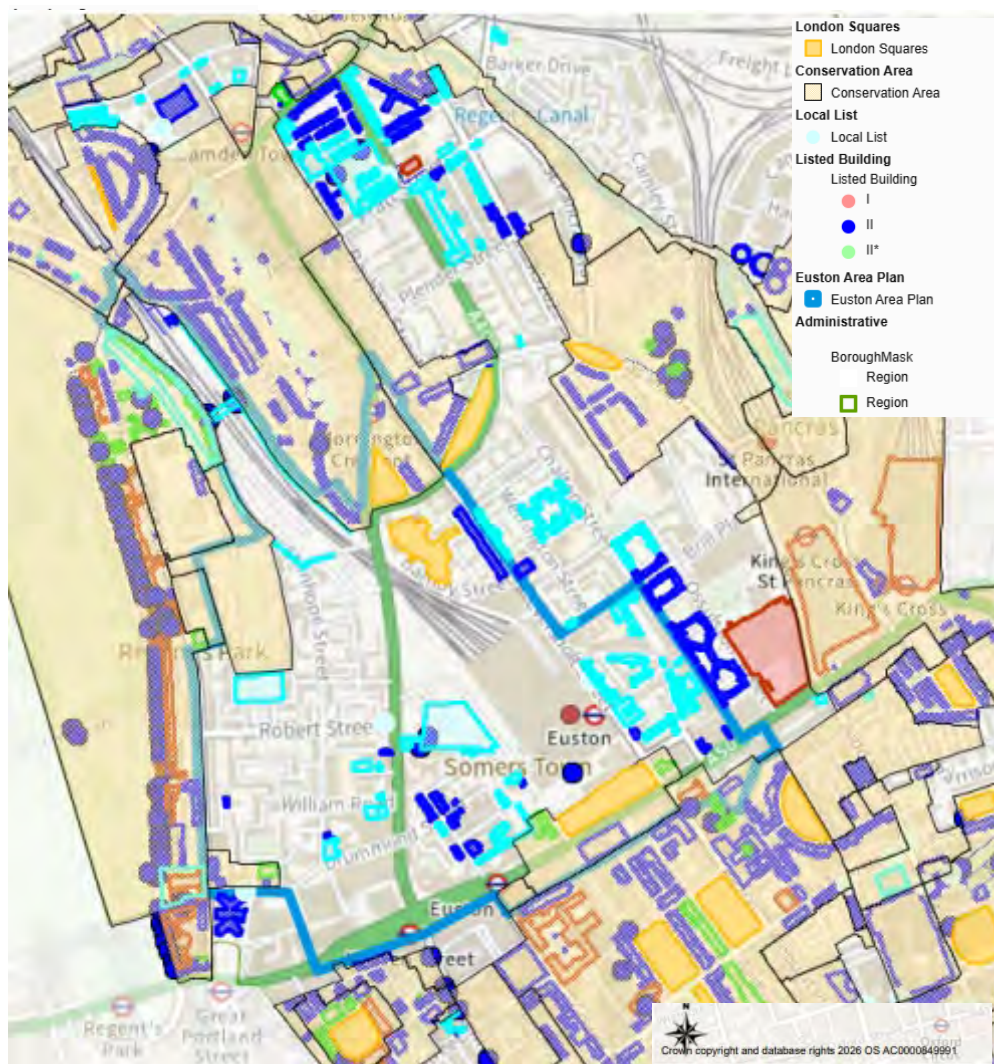
### Policy context

- 7.1 The NPPF (section 16) seeks to conserve and enhance the historic environment with Plans setting out that Local plans should set out a clear strategy for protecting and enhancing heritage assets, recognising their cultural, social, and economic value, and ensuring new development contributes positively to local character. Paragraph 199 states that "when considering the impact of a Proposed Development on the significance of a designated heritage asset, great weight should be given to the asset's conservation." Paragraphs 200 and 201 of the NPPF provide a definition of and the approach to, harm of development on heritage assets which notes that "any harm to, or loss of, the significance of a designated heritage asset...should require clear and convincing justification." Paragraph 202 states that "where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use."
- 7.2 London Plan Policy HC1 (Heritage conservation and growth) seeks to ensure that development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the significance of the asset and appreciation of surroundings. Policy HC3 discusses strategic and local views and outlines that development proposals must be assessed for their impact on a designated view if they fall within the foreground, middle ground or background of that view. The London Plan advises Boroughs to use the principles of Policy HC4 (London View Management Framework) for the designation and management of local views to ensure that development proposals do not harm and seek to make a positive contribution to the characteristics and composition of Strategic Views and landmark elements.. Where a local view crosses borough boundaries, the relevant boroughs should work collaboratively to designate and manage the view.

- 7.3 The London Plan protects important views across the London, from parks and other public spaces that take in important buildings, to urban landscapes that help define London. The [London View Management Framework \(LVMF\)](#) 2012 provides the basis for more detailed guidance on each view. London Plan Policy D9 (Tall buildings) states that tall buildings should consider the visual impacts, specifically on long range, mid-range and immediate views from surrounding streets. Proposals should take account of, and avoid harm to, the significance of London's heritage assets and their settings. Policy D9 states that proposals resulting in harm will require clear and convincing justification, demonstrating that alternatives have been explored and that there are clear public benefits that outweigh that harm. Further discussion on tall buildings can be found in Section 8 of this report below. In addition, the Mayor's London View Management Framework guidance and Historic England's guidance on the Setting of Heritage Assets 2017 V2) give further advice on the impact of development on heritage assets.
- 7.4 The Regulation 19 Submission draft of the Local Plan Policy D5 (Historic Environment) seeks to ensure that the Council "will conserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments, historic parks and gardens, and locally listed buildings and structures." The Council will not permit development where it will cause total loss of significance, or substantial harm to a designated heritage asset, unless it can be demonstrated that the harm or loss is necessary to provide substantial public benefits that will outweigh the harm or loss caused.

#### Site Context

- 7.5 The adopted EAP 2015 included a Euston Historic Area Assessment (2014) which largely continues to be of relevance today, an addendum, noting updates is provided in appendix 2 and an updated context in this chapter. The Euston Area Heritage Assessment was used to inform the Camden Local List 2015. Since the EAP was adopted, the Conservation Area boundaries remain unchanged. There have been four listed structures that have now been relocated and two listed buildings located within the HS2 area have now been demolished. The following new listings within locality have taken place Bentham House, 4-8 Endsleigh Gardens (Grade II), 3-7 Mornington Place (Grade II). As a result of the above, the newly listed buildings, recent developments and demolitions to make way for HS2 construction have altered the way in which the area is experienced from a heritage perspective. Heritage assets are shown below.



- 7.6 This Report should be read in conjunction with Camden's [Local List](#), London View Management Framework and the relevant Conservation Area Appraisals.
- 7.7 The Historic Area Assessment includes a management framework, including area-wide opportunities, a framework of recommendations for each character area, a historic sensitivity overview of the study area for the Euston area, an issues and opportunities associated with HS2. The majority of these are still relevant as listed below or have been updated where demolitions or changes have already taken place.
- 7.8 The Historic Area Assessment also identified the following main contributors to the character, appearance and function of the Euston area, while there have been some demolitions, the relevant key recommendations for each character area are set out below:
- 1) Euston Road & Regents Place Plaza: reclaim parts of the highway for pedestrians and enhance boundary treatments, landscape, planting and signs;
  - 2) Euston Station and Railway Buildings: enhance east-west connections, improve the setting to Euston Gardens, and introduce positive frontages to the station
  - 3) Drummond Street: consider designating as a conservation area, manage building heights and scale in the Drummond Street area to maintain its fine scale and grain, and improve building frontages where possible.



- 4) Hampstead Road: whilst the former National Temperance Hospital has been demolished new buildings that relate better to Hampstead Road should be provided. There is the potential to reconfigure Hampstead Road, improving the environment for pedestrians and cyclists
- 5) George Mews & Tolmers Square: negative frontage created along Hampstead Road.
- 6) St James's Gardens: This has now been demolished for HS2 works., and a careful redesign would be needed to acknowledge and preserve its historic associations and amenity value (including positioning and setting of the Garden's listed features);
- 7) William Road: the redevelopment of Netley School has created a positive edge to Stanhope Street; and the two storey block opposite at 35-37 William Road, on the corner of William Road and Stanhope Street, has planning permission for a new student housing block.
- 8) Lower Regent's Park Estate: any redevelopment should try to reinstate the historic relationship between Clarence Gardens and Munster Square (and Cumberland Market) and with Cumberland Basin to the north
- 9) Upper Regent's Park Estate: consider re-planning Cumberland Market Square, addressing the negative impact of the medical centre building and sports court on its historic character and appearance
- 10) Cumberland Basin: the allotments, roads and parking in the central area could more strongly communicate the character and appearance of the former canal basin
- 11) Harrington Square: The historic setting of the gardens is eroded by redevelopment around its edges and heavy fast moving traffic. Suggests traffic calming (including potential removal of one way system) and, in the long term, if Ampthill Estate is considered for renovation or remodelling, this offers the prospect of providing a better frontage to the square on the south side
- 12) Ampthill Square: opportunity to create a more coherent and safer public realm in the Ampthill Square Estate, overlooked by buildings with a range of uses
- 13) Somers Town- Churchway: Redevelopment of Euston Station offers the opportunity to strengthen the historic character of Eversholt Street. The area could be designated a conservation area. 1-39 Drummond Crescent has now been redeveloped as the consolidated Maria Fidelis School.
- 14) Somers Town- Ossulton Estate: the main opportunity is for the enhancement of the streets and internal courtyards. Consider incorporation into a larger conservation area for Somers Town taking in Chalton Street and Eversholt Street.

7.9 In 2019, members of the local community submitted to the Council a [Community-led Heritage Assessment](#) for Euston. This was an assessment of the heritage of the area for the draft Euston Planning Brief and its immediate surroundings. The document provides a history of the area through eight periods as well as a series of character assessments.

7.10 There are parts of three conservation areas in the study area: Camden Town, Regents Park, and Bloomsbury. Camden has Conservation Area Appraisals and management strategies for the Conservation Areas. These include information regarding buildings that make a positive contribution to, and those that detract from, these conservation areas.

7.11 Key aspects from the Conservation Area Appraisal and Management Strategies highlight the following:

- The open space of Regent's Park

- The areas enclosed by classical elevations (terraces to the east side of Regent's Park)
- Albany Street
- the secluded canal basin at the north of the conservation area with its footbridge and the spire of St Mark's, seen above its wooded slopes
- the horticultural allotment site within Cumberland Basin, surrounded by high quality neo-Georgian pre-war housing blocks of the Cumberland Market Estate, and the barracks site to its north.
- The Wellcome Institute on the south side
- Nos.194-200 Euston Road and Nos.1-9 Melton Street (Listed Grade II) form a group of classically-styled Portland stone buildings
- The Greek Revival church of St Pancras (listed grade I) is an important landmark at the junction of Euston Road and Upper Woburn Place
- Euston Square was part of the planned development of the Bloomsbury area. Originally it comprised a large square which was bisected by Euston Road. The remaining northern half of the square lacks a sense of enclosure and identity. The listed Portland stone lodges are the only surviving 19th century buildings in the square, and act as a reminder of the original station. The listed war memorial (dating from 1921) provides a focal element in front of the station.
- Friends' House (grade II listed). The small, formal garden to the east of Friends' House provides an attractive, comparatively peaceful space
- Harrington Square has been much altered. It was originally laid out as a planned mid 19th century composition, comprising two terraces overlooking a triangular open space. Part of the east side remains
- 15-24 (cons) Harrington Square (& attached railings) are Grade II listed.
- Crowndale Centre, and 235-277 Eversholt Street are also noted as making a positive contribution to the conservation area

7.12 A number of listed buildings, structures and spaces are within or close to the station area, including the Royal College of General Practitioners (Grade II\*), the Robert Stephenson Statue and the protected London Square of Euston Square Gardens and its heritage assets. The Euston Arch was formerly part of the historic Euston Station façade on the line of Drummond Street. Also, a number of important heritage assets surround the northern part of the EAP boundary adjacent to the Camden Cutting. These include Grade II\* listed villas along Park Village East, Grade II listed terraces along Mornington Street, and the Grade II listed Parkway Tunnel and Cutting. In addition, a number of buildings in the EAP boundary study area make a positive contribution to the conservation area.

7.13 There are listed buildings within the EAP boundary on the 2025 Historic England Heritage at Risk Register which include the Church of St Pancras on Upper Woburn Place and the Church of St Mary Magdelene on Munster Square. Buildings just outside the EAP boundary also on the Historic England At Risk Register include St George's Cathedral on Albany Street and St Mary the Virgin church on Eversholt Street, which are identified as being at risk due to their deteriorating conditions.

7.14 The London Squares Preservation Act 1931 provides statutory protection for specified squares within London. The following Squares within the EAP boundary area are protected under the Act:

- Amptill Square
- Harrington Square
- Euston Square Gardens
- Clarence Gardens



- Munster Square
- 7.15 St James's Gardens (which opened in 1788) was located between Hampstead Road and Cardington Street and has been demolished as part of the HS2 development site. The Gardens served as a burial ground until it was closed in 2017. A significant amount of archaeology was excavated from the Gardens including more than 50,000 human remains of which the majority have been re-interred in a Cemetery in Surrey. The three listed structures within the gardens have been relocated or placed in storage. This includes the Grade II listed drinking fountain which can now be found in the Churchyard of St Pancras Church.
- 7.16 In addition, a number of other buildings within the HS2 boundary have been demolished. These include:
- Grant Thornton House and One Euston Square
  - All buildings to the east of Cobourg Street including the Grade II listed buildings at 14 and 15 Melton Street and attached railings have been demolished.
  - The Locally Listed former Euston Underground Station is currently retained (as of 2025) but is expected to be demolished.
  - Buildings to the north of the Margarete Health Centre (formerly St Pancras Charity School), Hampstead Road including the Former National Temperance Hospital.
  - The former stables for the London and North West railway building located to the south of St James's Gardens and former printing works to the north.
- 7.17 The following buildings that have been demolished were previously on the Local List.
- 16/17 Melton Street,
  - 1 to 3, 59 to 67 Cobourg Street and 69 Cobourg Street (Bree Louise pub)
  - 108 Hampstead Road
- 7.18 The majority of Euston Station area is located within London's strategic viewing corridors (see section 8 below for further analysis). The view of St Paul's Cathedral from Primrose Hill is protected, and the potential impacts of any new development on this view would be assessed using criteria set out in 'The London Plan' and the ['London View Management Framework, GLA, March 2012'](#). 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).

#### Key policy changes in EAP Update Regulations 19 Submission Draft

- 7.19 The EAP Update revised Strategic Principle 2 (Design) seeks to ensure that development proposals preserve or enhance heritage assets and their settings that are sensitive to change and to take account of LVMF policy in relation to the protected vistas that go across the Euston area plan boundary. The revised policy refers to responding to the scale and character of existing buildings, context as well as local views.
- 7.20 The Design policy gives a definition of tall buildings as those that are over 40 metres in height in the CAZ and 30 metres in height elsewhere in the EAP area. The area

has been identified as a potential location for taller buildings. The acceptability of particular tall building proposals, and their location within the site, will be assessed against relevant development plan policies.

- 7.21 Strategic Principle EAP2 (Euston Road) seeks to ensure that parts of the historic design of Euston Square Gardens and its heritage assets will be restored, including moving the Stephenson Statue close to its original location. This will involve improving their setting through the provision of a redesigned bus facility and new development to front onto them and creating a more welcoming, usable and attractive green space.
- 7.22 The new site allocation at Somerton House, 1 and 17 Duke's Road, 16 Flaxman Terrace, WC1H (EA3) includes proposals to retain the Grade II listed 17 Duke's Road, ensuring that its fabric and setting are protected and, where appropriate, enhanced to better reveal its heritage significance, and establish an appropriate and viable use to ensure the building's long-term future.
- 7.23 Throughout the EAP Update, specific wording seeks to ensure that the design of development should take account of the setting of nearby heritage assets and seek to make a positive contribution to local views. Specifically, tall buildings in areas such as Euston station, Regent's Park Estate and Maria Fidelis will need to be responsive to the specific heritage of the area in terms of affecting the setting of and key views from important heritage assets including Regent's Park and Chester Terrace.

## 8. Urban Design

### Policy context

- 8.1 The NPPF 2024 places great emphasis on the planning process delivering the creation of high quality, beautiful and sustainable buildings and places and states that plans should set out a clear design vision and expectations. To provide maximum clarity about design expectations at an early stage, all local planning authorities should prepare design guides or codes consistent with the principles set out in the National Design Guide and National Model Design Code, and which reflect local character and design preferences. Landowners and developers may choose to prepare design codes in support of a planning application for sites they wish to develop. All guides and codes should be based on effective community engagement and reflect local aspirations for the development of their area. Relevant design considerations include sense of place, mix of development (including green and other public space), local character and history, community safety, health and well-being and visual attractiveness. Trees are also highlighted as making an important contribution to the character and quality of urban environments.
- 8.2 The London Plan sets out how development plans should approach planning for growth with an understanding of an area's character and qualities (Policy D1) and boroughs are expected to follow a design-led approach (set out in Policy D3 Optimising site capacity through the design-led approach) to establish optimised site capacities for site allocations. Boroughs are encouraged to set out acceptable building heights, scale, massing and indicative layouts for allocated sites, and, where appropriate, the amount of floorspace that should be provided for different land uses. Tall buildings can form part of a plan-led approach to facilitating regeneration opportunities and making optimal use of the capacity of sites which are well-connected by public transport and have good access to services and amenities. Based on local context, boroughs should define what is considered a tall building for specific localities and should determine if there are locations where tall buildings may be an appropriate form of development (London Plan Policy D9 Tall buildings).
- 8.3 The London Plan includes other design policies of relevance including:
- Policy D4 Delivering good design
  - Policy D5 Inclusive design
  - Policy D6 Housing quality and standards
  - Policy D7 Accessible housing
  - Policy D8 Public realm

The above list is not exhaustive and it is acknowledged that a wide range of London Plan policies contribute to well-designed places including those policies that address heritage and culture, green infrastructure and natural environment, sustainable infrastructure, and transport.

- 8.4 Camden requires development to be of the highest standard that respects local context and character, and promotes high quality landscaping works to streets and public spaces. In achieving this, developments are expected to consider the

character, setting, context and the form and scale of surrounding buildings, as well as quality of materials; provision of active street-level frontages; landscaping and natural features; and accessibility. The Local Plan also seeks to preserve and enhance Camden's heritage assets and their settings, including conservation areas, listed buildings, archaeological remains and other heritage assets, including London Squares.

- 8.5 Impact on the amenity of neighbouring uses and future occupiers of development is also an important consideration in considering the design and layout of development. Camden's Local Plan sets out Camden's approach to managing the impact of development on occupiers and neighbours, including in relation to visual privacy and overlooking, sunlight and daylight and provision of adequate standards of accommodation, storage and amenity space.
- 8.6 The Council has prepared a draft new Camden Local Plan which includes site allocation policies. The 'Camden Local Plan Proposed Submission Draft' was submitted for independent examination in October 2025. The timetable for adoption is expected to be several months ahead of the EAP Update. The submission draft Local Plan includes a policy for the Euston Area (Policy S2), which provides an overarching policy context to support the Euston Area Plan. The submission draft Local Plan (Policy D2) defines what a 'tall building' is for specific localities and identifies locations where tall buildings may be an appropriate form of development in Camden. Tall buildings are defined as buildings that are over 40 metres in height in the Central Activities Zone and over 30 metres elsewhere in the borough, when measured from the lowest point on the ground to the uppermost part of any rooftop structures. The tall building definition has been informed by the Camden Building Heights Study. Draft Policy D2 'Tall Buildings' also provides design criteria for tall buildings.
- 8.7 The submission draft Local Plan (Policy D1) requires all development in Camden to achieve excellence in the architecture and design of buildings and places, responding to the climate emergency, improving the health and well-being of our communities, and celebrating Camden's diversity of people and place.

### National Design Guide and Design Code

- 8.8 Since the 2015 EAP, the NPPF has introduced the objective of local planning authorities preparing area based design code, consistent with the National Design Guide. The National Design Guide outlines and illustrates the Government's priorities for well-designed places in the form of ten characteristics.
- **Context** – enhances the surroundings.
  - **Identity** – attractive and distinctive.
  - **Built form** – a coherent pattern of development.
  - **Movement** – accessible and easy to move around.
  - **Nature** – enhanced and optimised.
  - **Public spaces** – safe, social and inclusive.
  - **Uses** – mixed and integrated.
  - **Homes and buildings** – functional, healthy and sustainable.
  - **Resources** – efficient and resilient.
  - **Lifespan** – made to last.

- 8.9 The 2015 EAP is consistent with the principles set out in the National Design Guide and the ten characteristics for well-designed places. The National Design Guide clarifies that “*specific, detailed and measurable criteria for good design are most appropriately set out at the local level. They may take the form of local design policies, design guides or design codes, prepared either by local authorities, or applicants to accompany planning applications.*”
- 8.10 The Development Plan for Camden includes a number of specific design policies in the London Plan and the Camden Local Plan (see policy context above). These local design policies are supported by both London Plan and Local Plan SPD's. For example, Camden Planning Guidance 'Design' supports various policies in the Camden Local Plan. The EAP area includes parts of three conservation areas: Bloomsbury, Camden Town and Regents Park Conservation Areas. The 'conservation area appraisal and management strategies' for each of these conservation areas includes design guidance as part of the management strategy.
- 8.11 The National Model Design Code (NMDC) sets out seven steps for preparing area specific design codes. These steps are set out below. Steps 1A, 1B and 2A have already been undertaken as part of the preparation of the 2015 EAP.

**Coding process: scoping (step 1A)**

- 8.12 The first stage, 'analysis', is made up of two steps: scoping and baseline. Scoping involves deciding on the geographic scope of the code. The Euston Area Plan was prepared for the area around Euston station to help shape change in the area. The geographic extent of the plan reflects HS2 and the redevelopment of Euston station and also recognizes the Euston growth area and the Euston Opportunity Area.

**Coding process: baseline (step 1B)**

- 8.13 Design codes need to be based on an analysis of the area covered. The purpose of the analysis is to understand the area and inform a vision that will, in turn, form the basis for the code. An analysis of the Euston area is set out in the EAP as well as in the evidence base documents which can be found at [www.eustonareaplan.info](http://www.eustonareaplan.info)

**Coding process: design vision (step 2A)**

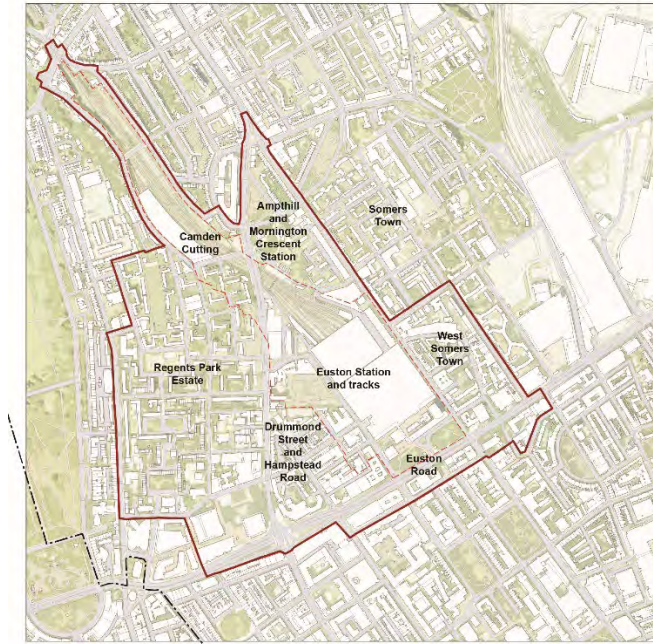
- 8.14 The second stage of the coding process highlights the importance of a design vision. The 2015 EAP provides a vision for the Euston area in 2031. This vision remains virtually unchanged in the proposed submission version of the EAP although the time period has been extended to 2051. The vision is linked to 11 objectives which have been rationalised to 9. The draft Euston Planning Brief (EPB) was prepared to provide further guidance for development above and around Euston station and the tracks. It was the subject of consultation in early 2020. The EPB is underpinned by 7 principles (set out below). The key principles build on and develop the eleven objectives set out in the EAP.
- Best use of space
  - An outward looking station
  - Respecting the history of Euston
  - Designing for the future - place and use
  - Boosting the economy
  - Quality open space and public realm - new and



reprovision

- Creating a network of new healthy streets to link into surrounding area

- 8.15 While the EAP is not by itself a design guide or code, it includes the first steps in the coding process. In addition to the overarching vision, the EAP identifies 7 character areas and provides a vision for each of these areas with specific policies and proposals for each area.



*Figure 8.1 Character areas*

- 8.16 Providing a design vision for each area accords with the 'coding process' set out in the National Model Design Code. For each character area, the existing context is summarised and then an overarching Development Principle to guide proposals in the area is set out. An illustrative masterplan reflecting these principles is provided, along with text explaining in more detail what is expected of proposals in order to meet the requirements of the Development Principle in terms of land uses, design, transport and public realm and the environment. The Site Allocations for each of the character areas also sets out design principles. The EAP has been updated to incorporate the detailed design principles from the draft EPB to better guide future development in each character area.

#### **Coding process: coding plan (step 2B)**

- 8.17 The character areas plan is not intended to be a coding plan as not all character areas have development sites which require masterplanning. Most of the major development sites fall within the areas 'Euston Station and Tracks' and 'The Cutting' and as these places are likely to see the greatest amount of development and transformation a masterplan and design code will be required for these areas. The triangular development site to the north of Maria Fidelis identified in the 'Drummond Street and Hampstead Road' area is part of the HS2 construction zone and the masterplan and design Code developed for Euston Station will guide development there. West Somers Town includes the Churchway estate where opportunities for renewal and intensification will be explored with residents and the local community. This future work will determine whether a masterplan / design code will be needed. The development sites in the Euston Road area are



smaller sites and so preparation of design code for these sites is not essential. Camden's existing design guidance will continue to guide development proposals in these places and in other character areas without specific design code. The 'Drummond Street and Hampstead Road' character area contains the former Maria Fidelis school development site. A masterplan and design code may be brought forward for this development site. Likewise, the Regent's Park Estate character area also contains potential development opportunities to accommodate new and replacement homes and it is envisaged that larger sites will benefit from masterplanning and design code.

#### Coding process: masterplanning (step 2C)

- 8.18 Development site proposals will be progressed through more detailed masterplanning and feasibility work. Lendlease were appointed 'Master Development Partner' (MDP) of the Euston development by the Secretary of State for Transport and Network Rail in 2018. The MDP should work closely with Network Rail, HS2, Camden Council, the GLA and TFL to develop a masterplan for development sites in the 'Euston Station and Tracks' and 'The Cutting' areas and will provide design code and parameter plans as part of that process. This is in accordance with Paragraph 129 of the NPPF which confirms that "*Landowners and developers [...] may also choose to prepare design codes in support of a planning application for sites they wish to develop.*" The masterplan boundary is expected to be largely conterminous with the central character areas within the EAP, 'Euston Station and Tracks' and 'Camden Cutting'.
- 8.19 The masterplanning and design coding exercise must involve community engagement at the earliest stages and throughout the process. The production of the masterplan and design code would be expected to be undertaken in accordance with the NDG and the NMDC.

#### Coding process: guidance for masterplan area (step 3A and 3B)

- 8.20 The design codes are expected to cover the NDG's ten characteristics which make well designed places: context, movement, nature, built form, identity, public space, use, homes and buildings, resources and lifespan. The Design and Access Statement required to support any future planning application would be expected to address all ten characteristics. The design codes should build on the design vision and principles set out in the relevant sub-areas of the updated EAP. The Design and Access Statement and design codes should be forward thinking to take account of continuing change as a consequence of climate change, changing home ownership models and technological changes.
- 8.21 The design codes should be detailed and specific and should be visual and numerical where possible rather than relying on detailed policy wording. The masterplan and design codes will be subject to Design Review. The provision of design code and guidance would be expected for defined areas within the masterplan as well as code which would apply across the whole area of the masterplan.
- 8.22 The remaining parts of this section set out some of the considerations that will need to be taken into account when considering urban design issues in the Euston area. Section 7 of this report also sets out the EAP Historic Area Assessment (AMUP, 2013) recommendations that are relevant to urban design, including area wide opportunities (including for improvements to the built fabric), the character framework (including specific urban design related measures).

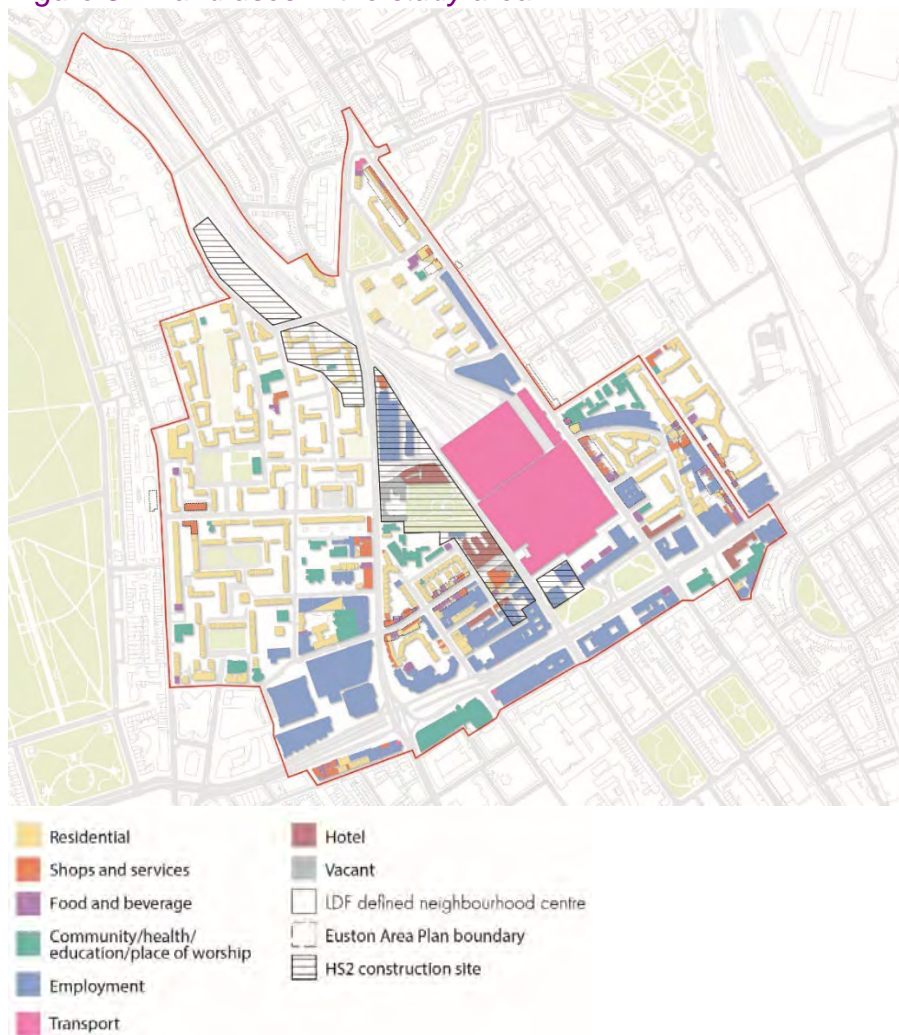
### Character of the area

- 8.23 As indicated in Section 7 above, the Euston area has a varied character, which has evolved from the historic development of the area. The Historic Area Assessment has played an important role in informing the urban design considerations for the Euston area, highlighting key features and areas of historic importance, as well as highlighting where there may be the potential to improve the setting of heritage assets and provide improvements to the public realm and built fabric. The Historic Area Assessment also identified the following main contributors to the character, appearance and function of the Euston area, those that are still relevant following demolitions as a result of HS2 as set out in para 7.8.

### Land uses

- 8.24 There is a wide mix of activities and land uses in the study area. The area around Euston Road and Euston Station accommodates commercial and institutional uses as well as several hotels<sup>5</sup>. Some commercial uses stretch up the main roads of Hampstead Road and Eversholt Street, and there is also a concentration on Chalton Street. There are also large areas of housing, supported by schools, health centres, local shops, restaurants and pubs.

*Figure 8.2 Land uses in the study area*



<sup>5</sup> A number of hotels (Ibis Hotel Euston, Thistle Hotel Euston and The Cottage Hotel) were demolished as a result of HS2 construction.

## Street pattern, permeability and public realm

- 8.25 The street pattern of the Euston area has been generated by development associated with the creation of Euston Road/ Marylebone Road in the 1750s, followed by the northwards spread of the Bedford Estate and the creation of Regents Park. Euston station was superimposed on this layout and has been widened and lengthened several times. The historic street pattern was also redeveloped for early public housing and the development of Amptill and Regent's Park housing estates after World War II.
- 8.26 North-south and east-west movement is compromised by transport infrastructure. Euston Road accommodates heavy traffic flows, and acts as a significant barrier to north-south movement, as well as creating a poor environment for pedestrians. Euston Station also acts as a major barrier to east-west movement, and the bus interchange area, along with guard rail, and existing buildings creates a poor pedestrian environment with limited access to the station. The established street pattern has been further compromised by both the duration and scale of HS2 construction works which serve to undermine the pedestrian experience and legibility of the area.
- 8.27 The Regent's Park Estate is highly permeable (there are many routes through the estate), although the permeability of the north-eastern part of the estate has been negatively impacted by the presence of the HS2 construction site which cuts through existing routes. In addition, the erosion of the traditional street pattern has significantly reduced the legibility of the estate, and main east-west and north south routes through the estate have either been lost completely or have been rendered unclear by the creation of a disjointed street pattern.

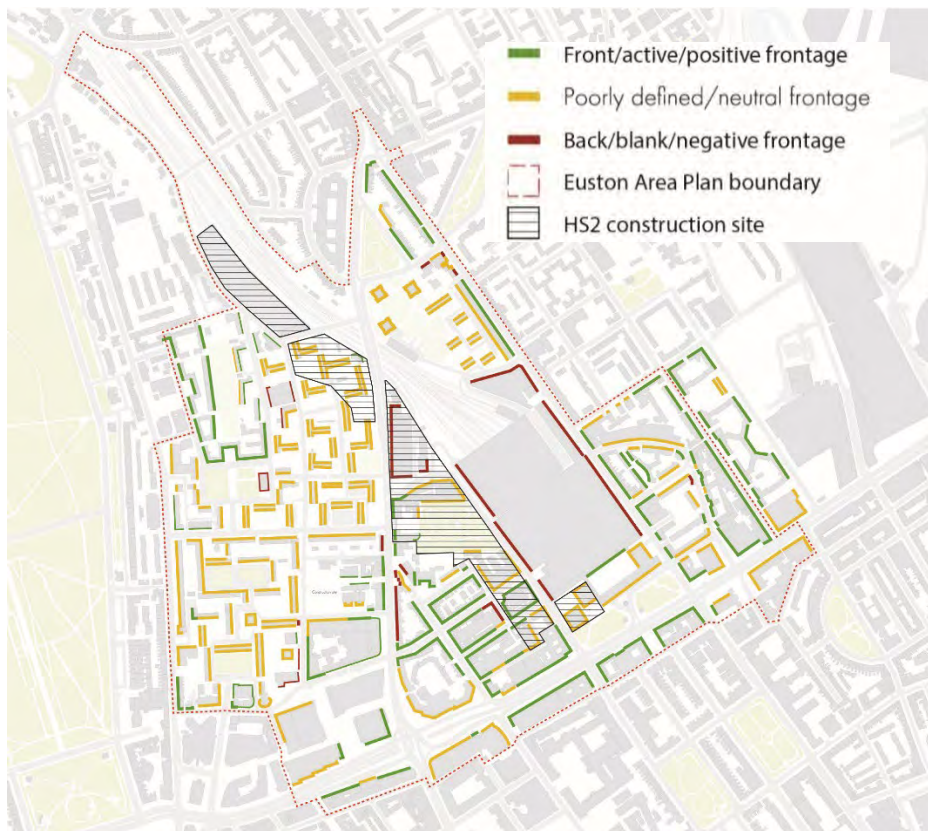
*Figure 8.3 Accessibility issues in the Euston area*





### Street frontages

- 8.28 There are a number of blank, inactive street frontages in the Euston area that detract from its character and appearance, as well as creating an unattractive and, in places, hostile environment for pedestrians. These are shown in figure 8.3 below.
- 8.29 Euston Station presents blank frontages on three of its four sides, which creates a negative environment that detracts significantly from the surrounding streetscape. The post-war Regents Park and Ampthill estates locate residential blocks away from the street, and there is little interaction with passersby. By contrast, the most active frontages tend to be provided by the older buildings or the better preserved historic streets, for example the Chalton Street and Drummond Street areas.



*Figure 8.4 Quality of frontages in the Euston area*

*Source: Euston Area Plan Historic Area Assessment (AMUP 2013) with updates to show construction zones*

### Building scale and heights

- 8.30 Building scales and heights vary considerably across the study area. Most of the surviving historic terraces are three to four storeys, often with a fine urban grain as is evidence in the Drummond Street and Somers Town areas. Interwar housing blocks in the Somers town area are taller at up to six storeys, whilst the Regent's Park estate includes large slabs of up to eleven storeys, along with a mix of maisonettes (four storeys) and point blocks. The Ampthill Estate includes three residential tower blocks. The commercial office buildings on Euston Road range from 5 to 11+ storeys in height.



Figure 8.5 Existing building heights in the Euston area

Source: Building Heights Study 2024

### Protected strategic views

- 8.31 A significant part of the Euston Station area is within London's strategic viewing corridors (see figure 8.5 below). The view of St Paul's Cathedral from Primrose Hill is protected, and the potential impacts of any new development on this view would be assessed using criteria set out in 'The London Plan' and the 'London View Management Framework, GLA, March 2012'.
- 8.32 The Euston Historic Area Assessment 2013 (p42) makes the following assessment of existing buildings in the area within this viewing corridor:

*“Many of the tallest buildings in the study area come above the treeline and are silhouetted against the skyline. The tallest of these and its signature landmark is the 124m Euston Tower but three towers of the Ampthill Estate also stand out. The Seifert towers in front of Euston Station piazza come uncomfortably close to the dome of St Pauls but do not obscure it. The HS2 project would be likely to intensify development pressure at and around Euston Station. Replacement of the office towers*



*in front of the station with lower rise development could potentially enhance the view of St Paul's from Primrose Hill."*

**Figure 8.6 Protected views**



**Source: Local Plan Policies Map**

- 8.33 Appendix 3 to this Background Report provides a more detailed analysis of the impacts of the London View Management Framework on building heights in the Euston area.

#### **Local views**

- 8.34 In addition to protected strategic views, local views and vistas should also be considered in assessing the impact of development. Appendix 3 to this Background Report presents an assessment of the impact of potential tall buildings on local views.

#### **Building style and materials**

- 8.35 As indicated above, the area has a varied character, with buildings from a variety of eras from the 18th Century onwards, from Georgian terraces through to inter-war and postwar housing estates, modern commercial buildings along Euston Road and more functionalist station architecture. The Euston Historic Area Assessment found that "The stylistic language has been [similarly] broad, with every architectural movement, theory and fashion represented from the Regency period to the present day".
- 8.36 A vast range of building materials have been used in the study area, although the Euston Historic Area Assessment notes that a common palette often prevails in each of the character areas. Key materials that are characteristic of distinct parts of the study area include:
- Widespread use of London stock brick
  - Use of stucco for houses on Euston Square and John Nash buildings that surround Regent's Park.

- Sandstone was used in the construction of the original Euston station, including the Euston Arch.
- Use of red brick with Bath or Portland limestone dressings, for example in the LCC fire station on Euston Road.
- A variety of materials used in the twentieth century including Portland stone, brown brick, concrete, steel, glass and cladding panel.

### Urban design opportunities

- 8.37 The Euston Area Plan offers the opportunity to address many of the urban design issues addressed above. Key opportunities include:
- Improvements to east-west connectivity as part of any redevelopment of the Euston Station site;
  - Improvements to north-south connectivity and to the pedestrian environment across Euston Road;
  - Improvements to the legibility of Regent's Park Estate;
  - Introduction of more active frontages and uses, including new streets with ground floor uses as part of any redevelopment of the Euston Station site, where opportunities emerge in the Regent's Park Estate, and along Hampstead Road;
  - Ensuring that new development respects the viewing corridors that cover the area, and responds appropriately to the scale and height of existing buildings;
  - Improvements to the design of Euston Square Gardens, its surroundings and to the quality of pedestrian routes through it;
  - Reduction of negative impacts of bus infrastructure on the quality of the public realm;
  - Opportunity to introduce new public squares where station entrances meet local streets;
  - Support and enhance the historic neighbourhoods close to the station as destinations and as part of restored long distance east west routes.
- 8.38 Since the EAP 2015, the High Speed Rail Act 2017 has authorised construction of phase 1 of HS2 including the construction of a terminus station at Euston to be built alongside the existing Network Rail station. Network Rail is also working on plans for the first phase of the redevelopment of the existing Euston Station with current options retaining the tracks at their current ground level, with an enlarged concourse lowered to the same level. Embracing level changes will be key to addressing the urban design opportunity of improving connectivity and new routes would need to be delivered both at ground level and above the station to improve east-west permeability, connect Somers Town and the Regents Park Estate, Bloomsbury and Camden Town and to help reintegrate Euston as a permeable piece of the city.
- 8.39 The provision of new streets and buildings on the station site would require the ability to build a deck over the station and tracks that would be capable of supporting the relevant loads. The Euston Area Plan team understands that this is achievable technically. Where future over station development coincides with station footprints the station design will need to take account of the engineering

considerations in order to future proof development above. These enabling considerations will inform the viability of the over station development.

- 8.40 The Euston Historic Area Assessment also identifies area wide opportunities that emerge from their analysis of heritage issues in the area. Many of these can be achieved through urban design measures. However the removal of the Euston Underpass, referenced overleaf, has not been assessed as part of the EAP Transport Study, as TFL have no plans to change or remove it.

*Figure 8. Area wide opportunities identified in the Euston Historic Area Assessment*

The plan on the facing page sets out some of the key opportunities arising from the Historic Area Assessment on an area wide basis. These opportunities are described alongside a key to the drawing below:

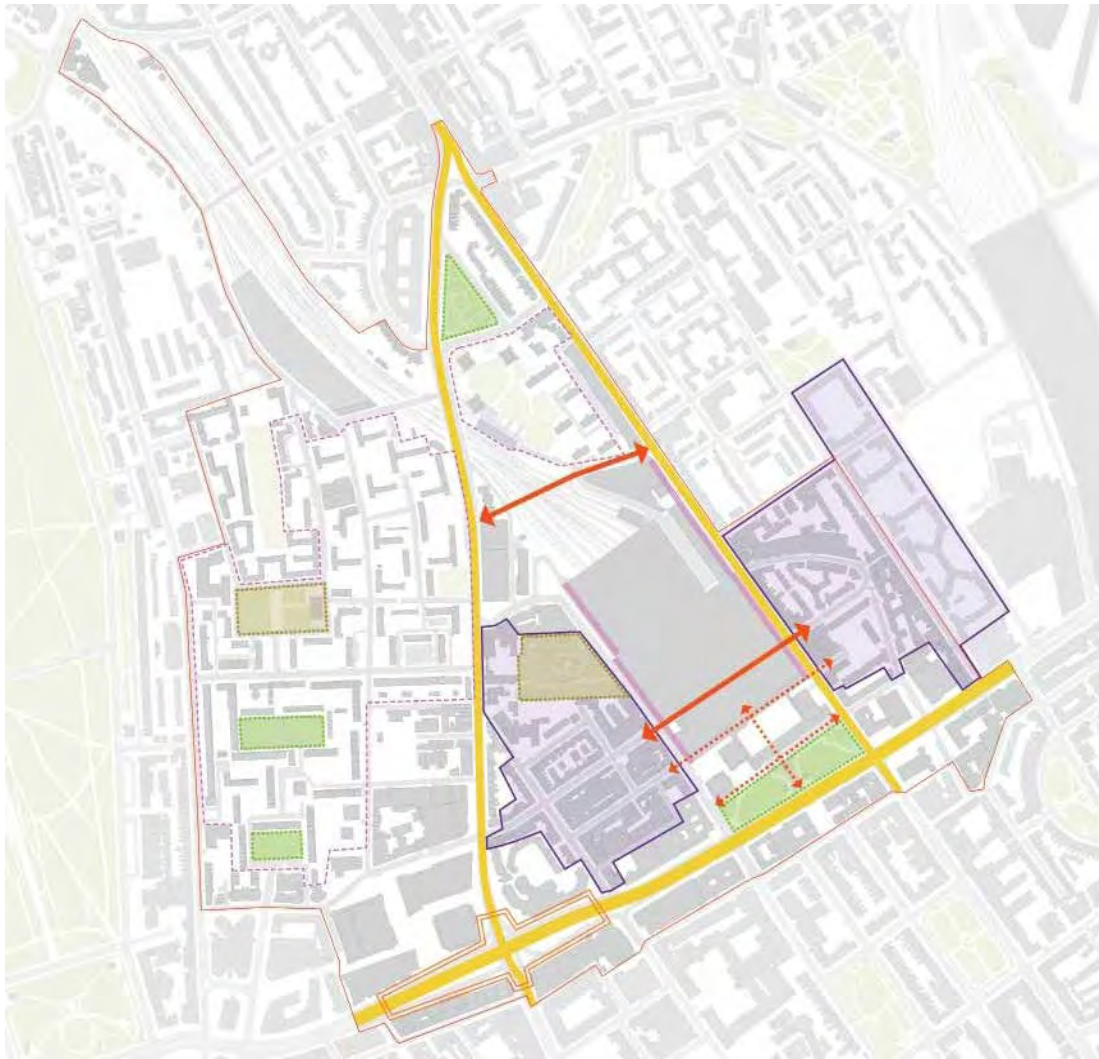
- ↔ **Re-establish historic routes** - recreating these connections would contribute significantly towards reducing the east-west severance caused by Euston station and the railway lines.
- ↔ **Increased legibility to historic routes** - historic routes to the north of Euston Square were compromised when the station expanded southwards, with their legibility reduced and the north-south axial relationship diminished. The historic grain should inform future change in this area.
- **Connecting spines not barriers** - the treatment of the principal road network has favoured vehicular traffic creating barriers to pedestrian movement. Increased priority should be given to pedestrians where possible with major roads easier to cross and more pleasant places to be.
- **Euston station flanks** - these long blank frontages are a highly negative feature of Eversholt and Cardington Streets. Any future redevelopment of the station should seek to create more active frontages which are sympathetic to the neighbouring character areas.
- **Areas for increased heritage protection** - two areas are deemed to have sufficient built heritage qualities to be considered for Conservation Area status, these are:
  - Drummond Street and St James's Gardens - including the tight-knit historic urban grain and consistent building heights of the Drummond Street character area, St James's Gardens and positive non-listed buildings on Hampstead Road.
  - Somers Town southern section - including the Ossulston Estate and part of Chalton Street

and Eversholt Street. Beyond the study area, there may be scope for including the northern (LCC) Somers Town Estate and the Sydney Street estate.

- **London Squares** - these should be protected and enhanced. In particular, access and the quality of the surrounding public realm to Harrington Square and Euston Square could be improved, recognising the high profile these spaces have within the existing movement patterns.
- **Other important public open space** - Cumberland Market is a historic open space and should be protected where possible.
- **Wayfinding and longer term opportunity area** - The Regents Park and Amptill Estates suffer from poor wayfinding due to the abandonment of traditional street patterns and replacement by freestanding slabs and towers. The estates, in general, are well maintained with wayfinding clues, such as the use of colour, evident. However, it may be possible for further interventions to improve the legibility of the estates including targeted redevelopment of a limited number of buildings which would provide the most significant benefits. In the longer term, the re-establishment of traditional street patterns should be a priority of any redevelopment, alongside the retention of the squares within the Regent's Estate.
- **Euston underpass area** - The Euston underpass causes significant severance and contributes to a vehicular dominated environment. An at grade junction could be reestablished with significant potential benefits to the public realm.

There may also be opportunity to reinforce the architectural distinctiveness of individual character areas by making appropriate references to the architectural languages, scale, rhythm or materials of neighbouring buildings.





Source: Euston Area Plan Historic Area Assessment, AMUP 2013 – showing original street layout prior to HS2 construction

### Development capacity analysis

- 8.41 The Background Report (published January 2015) for the Euston Area Plan (EAP) included a description of the work that informed development capacity studies for homes, jobs and open space. These studies were based on assumptions about station design which were used to inform the layout of indicative block masterplans. None of the station development scenarios that the EAP examined have been taken forward in the manner anticipated at that time. The EAP Review provides an opportunity for an updated development capacity study which revisits previous assumptions and which is based on a more up to date understanding of what land could be enabled for development, how land uses could be distributed within this and the metrics used to calculate this.

### Capacity studies for EAP 2015

- 8.42 The EAP 2015 jobs and homes capacity estimates provide a starting point for the development of an updated capacity analysis. The EAP 2015 allocates a capacity range of between 2,800 and 3,800 additional homes and between 7,700 and 14,100 jobs for the overall EAP area. The capacity for homes and jobs was mostly concentrated in the sub-areas of the Euston Station and Tracks and the Camden

Cutting.

- 8.43 The 2015 Background Report presents two capacity studies which underpin the range (minimum and maximum) in the number of homes and jobs in the EAP 2015. The range relates to two possible station designs and the different indicative block masterplans which result.

	Development Capacity Study	
	Summer 2013	Autumn 2013
<b>Number of homes (net total)</b>	2,750	3,817
<b>Number of jobs (net total)</b>	7,660	14,113
<b>Open space</b>		
Required	58,379 sqm	83,617 sqm
Provided	86,595 sqm	114,227 sqm

- 8.44 The Summer 2013 development capacity study was based on an indicative block master plan reflecting a station design with lowered HS2 tracks and platforms (the level of the National Rail tracks was assumed to remain unchanged). The homes and jobs capacities formed the basis for the lower range of development in the EAP 2015. The Autumn 2013 development capacity study was based on an indicative block masterplan reflecting potential development above a comprehensive station redevelopment with lowered tracks and platforms. This capacity study formed the basis for the upper range of development in the EAP 2015.
- 8.45 A general level of 30m above street level was considered to be London View Management Framework (LVMF) compliant and this equated to 10 residential storeys based on the metrics used at the time.

### Homes and jobs baseline

- 8.46 The EAP 2015 capacity estimates for the number of homes and jobs that could be delivered were expressed in terms of net uplift taking account of the estimated 216 homes and 1,414 job lost as a result of HS2 construction. Given that the homes lost from HS2 have been re-provided, the updated capacity analysis assumes a clean slate and all homes that can be delivered are assumed to be additional.
- 8.47 The EAP 2015 envisaged that commercial floorspace would be delivered from 2024 onwards. The length of time between the loss of commercial floorspace, which resulted from the enactment of the High Speed Rail Act 2017, and the envisaged start of the reprovision of commercial floorspace in 2024 was a timespan which still allowed a clear connection between the two events. The updated EAP does not expect the first commercial building to be delivered before 2034. This results in a significant timespan between the loss of commercial floorspace and its reprovision. In this context, the updated capacity analysis assumes a clean slate with all commercial floorspace and jobs assumed to be additional. This provides consistency with the approach taken to housing numbers.

### Development Capacity Study (2025)

- 8.48 Since 2015, the London Plan 2021 and Camden Local Plan 2017 have been adopted and a Draft Planning Brief for Euston Station and Tracks was published in 2020. In October 2025, the 'Camden Local Plan Proposed Submission Draft' was



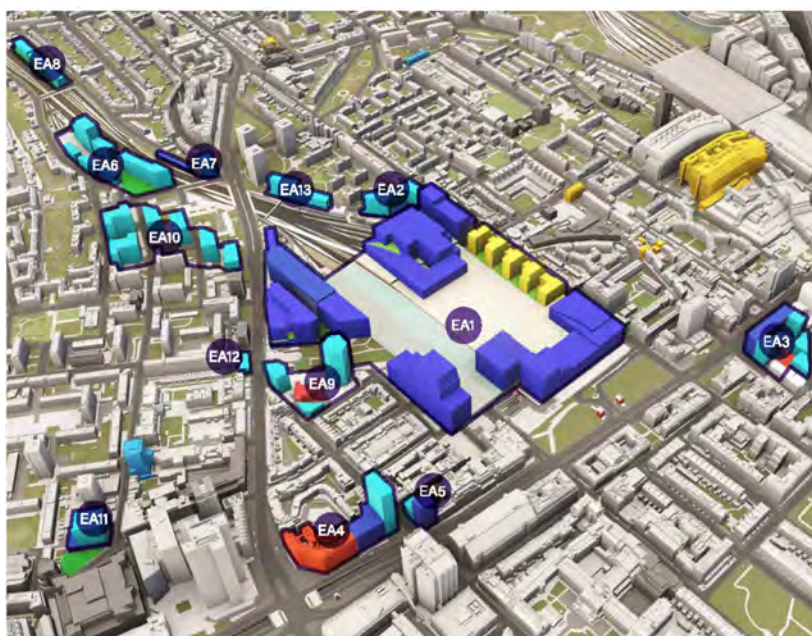
submitted for independent examination (for further details on the changes in the policy context please refer to paragraph 8.1).

8.49 Following a pause in 2023, HS2 are progressing a station design with a reduced size (6 platforms rather than 10) and an overall objective of reducing costs. Concurrently, 'The Euston Partnership' (TEP) has been considering an integrated spatial arrangement for the 'Euston station campus' area. The objective of this work is to integrate the layout of the individual infrastructure and development projects, comprised of the HS2 terminus, the redeveloped NR station and the wider masterplan for development (managed by the Master Development Partner, Lendlease), while also considering the integration of bus, taxi and cycle facilities. This work also considers options for futureproofing to allow for additional platforms in future should funding / a delivery route be found. TEP integration work is aligned with the HS2 station design work. This integration and design work is high level and still evolving but emerging principles have helped to inform the capacity work. Where possible, stations have been separated from development plots and other areas of decking have been removed to reduce costs and complexity. This has resulted in less land that would be enabled for development especially in the Cuttings area and subsequently a reduction in the number of homes that can be delivered. The upper end of the jobs range has increased from 2015, mainly due to the possibility for extra height in some locations and a change in the metrics for calculating jobs. The updated capacity exercise has been informed by this new context and a number of principles and requirements stemming from this context have provided the starting point for the capacity work.

- A design-led approach to establish optimised site capacities, in accordance with London Plan Policy D1 and D3.
- Additional sites for development identified through a call for sites. These consist of 'The Place and Premier Inn' (EA3), '250 Euston Road' (EA4) and 'Euston Square Hotel' (EA5).
- The HS2 / NR station baseline assumptions have been established as accurately as possible (in terms of heights and footprint) to help identify the quantum of deliverable floorspace in the 'Euston station and tracks' area.
- While the HS2 station is assumed to have 6 platforms, a potential expansion for up to 10 platforms has been considered in space terms.
- In relation to the HS2 station, adjacent station development (ASD) has been prioritised with over-station development (OSD) excluded from the minimum capacity options. In the maximum capacity option, a very small amount of OSD towards the south of the station has been assumed. This has been included for placemaking as well as for viability reasons. In general, OSD has been minimised over the HS2 and NR concourse for simpler construction (in terms of access, daylight and ventilation) and with OSD principally to the eastern side of the NR station to activate Eversholt Street. In the maximum capacity option, development above the parcel deck has been assumed.
- Whilst EAP2015 heights baseline was used as a starting point, heights were more thoroughly examined through the use of VuCity which provided a more practical assessment of potential capacity and allowed a detailed exploration of the opportunities presented by the presence of existing tall buildings in the views.
- Emphasis on delivery of housing floorspace to reflect housing being the priority land use in the Local Plan and in response to the ambitions set out in 'We Make Camden' which recognises the shortage of housing in the borough and the impact this has on communities.

- Recognise that the provision of a significant amount of housing above and around the station is challenging due to viability constraints which arise from the complexity and costs of developing over the station and that a concentration of higher value uses closer to the Euston Road and at the centre of the Knowledge Quarter can realise more value to help deliver housing elsewhere in the Euston station masterplan area where viability is challenging.
- Recognise the Mayor's increased emphasis on prioritising commercial development and CAZ functions around key stations like Euston as set out in 'Towards a new London Plan' (a 2025 consultation document which provides the direction of travel for London's new spatial plan).
- Maximise opportunities to create new public open spaces and which considers the relationship between development plots and open and green spaces and routes.
- Considered suitability of plots for land uses, prioritising high quality residential amenity in layouts that enabled the maximisation of dual aspect flats.

8.50 The capacity studies for the 2015 EAP were based on two indicative layouts which provided the basis for the upper and lower range of homes and jobs. Our understanding of the emerging principles of station design and the land enabled for development provided a foundation on which to test various options with the aim of developing a single indicative block masterplan which could be used to generate the updated capacity for homes, jobs and open space in the EAP area. These studies represent massing envelopes not building designs, and have been drawn to test the impact of the envelopes in order to understand potential capacity. Further detailed design and testing will be required.

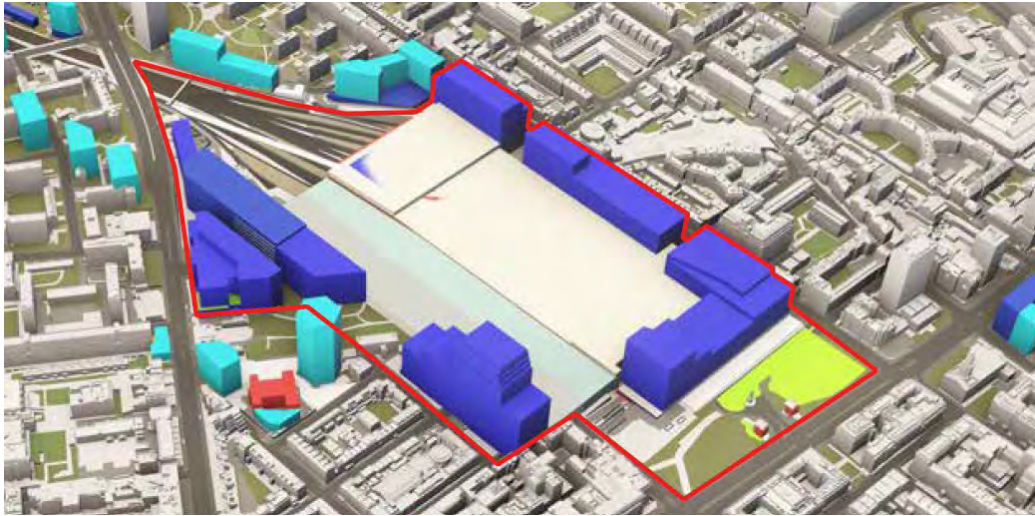


*Figure 8.7 Massing envelope testing*

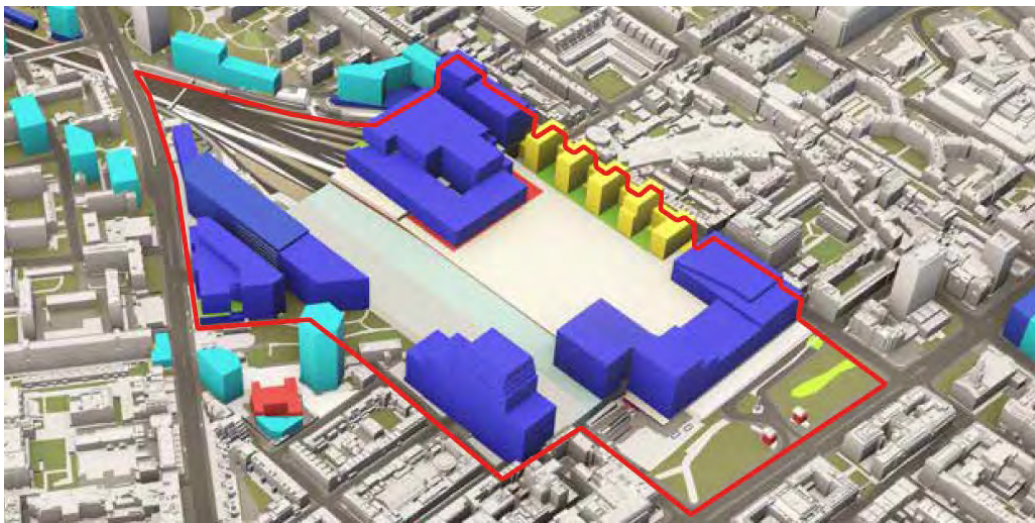
8.51 Significantly less land would be enabled for development as compared to that envisaged by the EAP 2015. While most of the land no longer enabled for development is to the north of Hampstead Road in the Cutting, there is also land to the south of Hampstead Road which would no longer be enabled due to station requirements and the focus on separating stations from development plots.

## Euston Station and Tracks

*Figure 8.8 Euston Station and tracks illustrative capacity option (minimum for testing)*



*Figure 8.8 Euston Station and tracks illustrative capacity option (maximum for testing)*



- 8.52 The majority of development to the south of Hampstead Road and West of the stations has been assumed to be at ground level, whilst development to the East, by Eversholt street has been assumed to be above the stations. In the maximum capacity option, housing has been introduced into the middle of the above station area (to the south of Robert Street / Phoenix Road) to better create a mixed use character, bringing community into the centre of this part of the indicative masterplan (this would be subject to viability testing).
- 8.53 Assumptions for the base of the OSD (above NR) have been based on the existing NR station heights and requirements. The existing NR parcel deck provides an essential servicing function which would need to be re-provided in any future NR station. Therefore, the height of the base for development parcels above the NR service deck has been assumed to be approximately 36m AOD, 14m above the ground level of Eversholt Street. Development parcels on Eversholt Street are



assumed to start on the ground for 50% of the area and above the NR station for the remaining 50%. This assumes the realignment of NR Station platforms 1 and 2. The percentage of development parcels extending to ground level is based on discussions with Network Rail to establish what might be possible in this area.



- 8.54 The Viewing Corridors and associated Wider Setting Consultation Areas of View 5A.2 and 6A.1 set out in the March 2012 LVMF indicate a height threshold of approximately 30 metres 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.
- 8.55 The assumed 3 metre general storey height used in the EAP 2015 and background capacity studies has been updated to better reflect average residential and non-residential floor to floor heights. In line with the draft Local Plan capacity work, floor-to-floor heights of 3.3m for residential elements and 4.3m for other uses have been assumed.
- 8.56 The process for testing the indicative height of development is set out in more detail below.

### Camden Cutting

- 8.57 The eastern side of the cutting presents a greater challenge as decking above the existing railway track would be above a working railway. NR have confirmed that the area above their working railway (north of Hampstead Road) would not be enabled (this would require span distances not deemed viable). This reduces developable land, but also requires reconsideration of the connections, open space and urban configuration. This has a significant impact on the number of homes that can be delivered in the Camden Cutting. The capacity estimates for the EAP 2015 were for approximately 1,427 homes in the Camden cutting. Whereas the capacity estimate for the proposed submission draft of the EAP 2025 provides a range of between 490 homes and 562 homes in the Camden Cutting. The range relates to the complexity of delivering above the HS2 Portal Headhouse and high quality design to be achieved to mitigate impact of height on the Conservation Area and Regent's Park.
- 8.58 In testing capacity, plots in the Cutting were arranged to ensure open space was not entirely enclosed by new residential development although detailed designs, heights and layouts would need to be tested and confirmed through the planning process.
- 8.59 HS2's Environmental Statement proposed the creation of a new public open space at the northern end of the Regent's Park Estate, between the railway and Langdale, as mitigation for the open space lost to HS2. This was described as 'proposed open space north of Langdale' in the Environmental statement. Given this, the capacity calculations assume that this area will be delivered as public open space. This space would also provide a green pedestrian and cycling link between Hampstead Road and Park Village East.

- 8.60 The EAP 2015 encouraged the provision of open space on the northern part of the cutting (to the north of Mornington Place). While this remains a long term aspiration, a deck in this location is currently unfunded. Moreover, the delivery of this large open space would be extremely challenging given the engineering constraints and funding issues. Since the 2015 EAP, further work has re-examined the potential of this northern part of the cutting for other land uses and, as a result, the railway siding adjacent to Mornington Terrace has been identified as having housing capacity (as first identified in the draft Euston Station Planning Brief).
- 8.61 Each development block in the indicative masterplan resulting from the capacity testing work was allocated a reference number and capacities allocated to each block.

### **Range of homes and jobs**

- 8.62 The lower scenario assumes:
- no development comes forward over the Network Rail parcel deck.
  - In the Camden Cuttings, the HS2 Portal Headhouse would not have development above it.

The lower number of homes delivered also assumes:

- commercial rather than residential floorspace above the eastern side of NR and
- a reduction in housing delivered by the Maria Fidelis and the Royal Mail development site. The upper end of the range for homes and jobs assumes all development sites deliver their maximum capacity.

### **Indicative height of development**

- 8.63 The indicative height of the proposed development (number of storeys) was initially based on the indicative heights in the EAP 2015. Additional height was modelled and tested against the threshold for height set by the viewing corridor restrictions protected through the Mayor's London View Management Framework (LVMF) and assessed in relation to the impact on local views and street views. VuCity provides a highly accurate model of London into which capacity models could be viewed allowing more accurate visualization and optimisation of height than was possible for the EAP 2015. This process demonstrated that the nominal LVMF height threshold of 30m could be fine-tuned giving a potential range of between 30 and 38 metres high from ground level without impact on protected viewing corridors. The impact of this additional height on local views and context was considered and adjustments made accordingly, in many cases highlighting sensitive relationships which will need to be considered when it comes to detailed design and planning applications.
- 8.64 This process also allowed additional height to be added to plots in the capacity model which were not visible in the viewing corridor due to the presence of existing buildings in the foreground. Additional height was also added to plots, within the Wider Setting Consultation Areas (background), which were in the shadow of St Paul's Cathedral. The site of the now demolished One Euston Square<sup>6</sup> was also identified as having potential for height provided that this development does not exceed the height of the demolished building and improves the view.

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<sup>6</sup> The height of One Euston Square is approximately 82.85m AOD and 59.35m above ground level (as measured in VuCity).



### **Tall building definition**

- 8.65 London Plan Policy D9 introduces the requirement for Development Plans to define tall buildings. Following the approach taken in the draft new Camden Local Plan, tall buildings are defined as buildings that are over 40 metres in height in the Central Activities Zone (CAZ) and over 30 metres elsewhere in the borough, when measured from the lowest point on the ground to the uppermost part of any rooftop structures. This definition was informed by the Camden Building Heights Study.
- 8.66 The 40m height definition allows for a continuation of the approach to heights from the 2015 EAP which is guided by the LVMF with areas for height in the shadow of St Pauls. The potential locations for tall buildings remain in the same locations as previously but with the addition of further potential locations in the shadow of the former One Euston Square and along Euston Rd (the acceptability of particular tall building proposals would be assessed against the London Plan LVMF policy and Tall Building policy).
- 8.67 The 30m threshold for the definition of tall buildings outside the CAZ results in development plots to the west of Hampstead Road where the upper end of the indicative building height range (33m or 10 storeys) would qualify as a tall building. It is noted that the EAP 2015 also included development plots with a building height range of up to 10 storeys, although the floor to floor height was previously assumed to be 3m. As set out above, the floor to floor height is now assumed to be 3.3m to more accurately reflect as built schemes. If the 3.3m floor to floor height was applied to the EAP 2015, the upper end of the indicative building height range for plots to the west of Hampstead would likewise qualify as tall buildings.
- 8.68 To the east of Park Village East and adjacent to the railway, there is an identified location for tall buildings up to approximately 40m high (around 12 storeys). In this location, tall buildings could be set back from Park Village East, adjacent to the less sensitive context of the railway, and there would be opportunities for the heights of surrounding plots to step down towards the lower heights of Park Village East. The impact of a taller building in this location (16 storeys) has been tested in local views (see appendix 3). However, the acceptability of a taller building in particular, would need to be tested through further modelling and detailed design which would be assessed through a more detailed planning application.
- 8.69 There is a further location identified for a tall building up to circa 40m (66m AOD) at the junction of Granby Terrace and Hampstead Road. Hampstead Road is a main artery and a tall building in this location would act as a marker of Granby Terrace as a key east west link. It would also mediate the height of the towers of the Ampthill Estate on the eastern side of Hampstead Road. This location has a sensitive heritage context consisting of the Grade II listed terrace (Morningson Crescent) and adjacent Grade II listed '261-263 Hampstead Road' to the northwest. Part of this development site (Granby Terrace Bridge / Hampstead Road site allocation EA7) is also in the Camden Town Conservation which continues to the north.
- 8.70 Appendix 3 to this Background Report presents an assessment of the impact of potential tall buildings on local views.

### **Gross development floor space**

- 8.71 For each block, an assumption was made for the number of residential and non-residential storeys depending on its location and land use. The built footprint of each block was calculated and was then multiplied by the number of floors to calculate the

gross residential and non-residential floor space provided by that block.

### Net development floor space

- 8.72 To exclude external walls, 10% was deducted from the gross residential and non-residential floorspace. To calculate net non-residential floor space, a circulation space of 25% was deducted from the gross area (taking account of the reduction for external walls). To calculate net residential floor space, a circulation space of 27.5% was deducted from the gross area for buildings below 18m and 35% for buildings above 18m (in both cases taking account of the reduction for external walls). The net to gross ratio has been updated since the EAP 2015 when circulation space for residential floorspace was assumed to be 15%. The revised net to gross ratio is in line with the most up to date GLA guidance<sup>7</sup>.

### Number of homes

- 8.73 An average residential unit size of 66.7 square metres NIA was assumed in line with the capacity calculations for the Camden Local Plan Proposed Submission Draft<sup>8</sup>. The number of residential units was calculated by dividing the net residential floor space provided in the block by the average residential unit size. A sum of residential units in all blocks provides the total number of units.

### Number of jobs

- 8.74 A ratio of 14.95 square metres per job was assumed to calculate number of jobs<sup>9</sup>. The number of jobs provided was calculated by dividing the net non-residential floor space by 14.95. The amount of floorspace per job has been updated since the EAP 2015, when the ratio used was 20 square metres per job. The revised ratio reflects modern work practices and is in line with GLA research<sup>10</sup> and HCA Employment density matrix.

### Comparison of metrics

- 8.75 The preceding paragraphs highlight a significant number of changes in the metrics used to estimate the number of homes, jobs and open space for the capacity studies for the EAP 2015 in comparison to the capacity study undertaken for the EAP 2023 update. A summary of the changes is set out in the table below.

Comparison of metrics for capacity studies		
	EAP 2015	EAP 2025
Average residential unit size	70sqm	66.7sqm
Residential floor to floor height	3m	3.3m
Commercial floor to floor height	3m	4.3m
Net residential floor space (buildings below 18m)	15% of GEA	27.5% of GEA
Net residential floor space (buildings above 18m)	15% of GEA	35% of GEA
Net commercial floor space	25% of GEA	25% of GEA

<sup>7</sup> Optimising site capacity – a design-led approach / Indicative site capacity toolkit

<sup>8</sup> The average residential unit size for the EAP 2015 was 70 square metres NIA.

<sup>9</sup> The employment density of 21.5sqm per worker is an average which assumes a mix of 10% lab space (40sqm/w), 10% retail (17.5sqm/w) and 80% general office (11.5sqm/w).

<sup>10</sup> GLA London Employment Sites Database 2021 (CAG consultants)

Floorspace per job	20sqm	14.95sqm
Open space	19.17 sqm/home	20.97 sqm/home

### Capacity estimate for homes and jobs

- 8.76 The resulting capacity estimates are shown in the table below, and were used to form the basis of the Euston Area Plan Update 2025.

EAP Update 2025		
	Lower	Upper
<b>Number of homes</b>	1,735	2,109
<b>Number of jobs</b>	10,020	17,309

### Capacity study options testing

- 8.77 Various options were tested including examining housing in different locations above the station; different ratios of commercial to residential floorspace; additional height and its impact on local and strategic views; and the impact on capacity of enabling more plots. In addition, the density of development in relation to the proportion of open space was also explored. These options were explored both for their capacity to deliver homes, jobs and open space and for their contribution to place making.
- 8.78 In relation to specific development parcels, various options have been explored for the site of the former Maria Fidelis School: including options in which the former school was largely retained and an option with the site cleared. Part of this site is located in the shadow of St Paul's and could potentially accommodate a tall building. A tall building in this location would have the benefit of allowing routes through the site and retaining large areas of open space in comparison to a lower density option. Both options (retrofit and tall building and alternative low density option) were tested for their impact on strategic and local views. 'A lower rise options would have the benefit of mitigating impact onto views from Regents Park'
- 8.79 Capacity options were also explored for Regents Park Estate by producing an indicative layout, including retrofit where feasible and with various options for increased height tested. Development options were explored to the northern part of Regents Park Estate, to understand how best to deliver comprehensive development in this location with the optimum amount of housing and open space. Different massing options were explored to identify those with reduced impacts on heritage assets. In particular, alternative massing arrangements were tested in this area to mitigate impact on views from Regent's Park and impact on the listed St Katharine Danish Church noting the potential impacts of some of the taller buildings on views from Regent's Park, options which considered alternative massing arrangements, including lower rise options, were tested for the Royal Mail site as well as the NR Northern Eversholt Street site to mitigate impact on the views from Chester road in Regent's Park (see lower range options).
- 8.80 The testing of potential massing on local and strategic views provides an indication of the potential impacts to inform the Council's capacity study, however, the acceptability and the detailed design of particular buildings (including their height and impact on heritage assets) would need to be tested through a more detailed planning application.

## Key policy changes for Regulation 19 Submission Draft Euston Area Plan Update

- 8.81 Continued emphasis on connectivity across both stations and creating routes as a continuation of the street network, highlighting the importance of giving them feel and appearance of streets, and coordination and phasing of development to ensure earliest possible delivery of new routes.
- 8.82 Building heights updated to reflect a design led capacity study including further testing of views and to satisfy the London Plan tall buildings policy. The EAP 2015 highlighted a height threshold of up to 30 metres from ground level to avoid impact on the LVMF and identified potential locations for tall buildings in the shadow of St Paul's Cathedral where building could be up to 60m high from ground level. The London Plan requires Local Planning Authorities to define tall building heights and show them on a map. The EAP proposed submission draft:
- Updates the definition of a tall building so that it is in line with the Local Plan (40 metres in the CAZ and 30 metres elsewhere\*)
  - Policy requires further testing of local views/ \*all buildings up to this height are NOT automatically acceptable.
  - Height threshold for development which avoids impact on the LVMF increased to 38 metres (rather than 30m) following further detailed testing.
- 8.83 Additional areas for tall buildings are identified as follows (opportunities subject to detailed impact assessment on LVMF and local views and impacts):
- *Station*
    - on the site of the demolished 1 Euston Square
    - Over station
    - Royal mail site
  - *Cutting*
    - Adjacent to the NR railway tracks on HS2 site
    - Development to the north side of Granby Terrace bridge
    - at the corner of Hampstead Road and Granby Terrace Bridge.
  - *Euston Road*
    - Euston Circus Building
    - Euston Square Hotel
  - *Maria Fidelis*
    - Potential for tall building adjacent to HS2 station
  - *Regent's park Estate*
    - Potential for tall building on Children's centre site (to be relocated if developed)
- 8.84 Specific reference to design of buildings including:
- Reference to developments being designed to promote access and inclusion and improved health and well-being, in line with policies in the Local Plan.
  - More detail on key design considerations (street level, servicing, energy and carbon, clustering, local views).
  - New commercial buildings to maximise openness and permeability, enabling wider public access to lobby spaces and roof gardens wherever possible, avoiding closed campus-style developments.
  - Ensure that commercial buildings are designed flexibly to support future reconfiguration for different activities and uses (e.g. offices to laboratories)

## 9 Site Allocations

- 9.1 This chapter summarises the work undertaken to date to inform the Euston Area Plan (EAP) Update Site allocations. It provides an overview of the process that Officers used to identify sites, assess their development potential and suitability for inclusion in the EAP Update.
- 9.2 The adopted EAP 2015 included the following development sites in table 9.1 below along with a commentary on whether the site is being taken forward and included in the EAP Update.

**Table 9.1 2015 EAP Site allocations**

Area name	Site name from 2015	Status for EAP Update
	Euston station and tracks	This is carried forward as part of the EAP Update and split into two site allocations EA1 and EA2 (Royal Mail site)
	Sites on new deck over railway	The site area has been reduced to less land enabled due to development costs. Part of the site has been split into three site allocations (EA6 – Cutting at Park Village East, EA7 – Granby Terrace Bridge/Hampstead Road and EA8 – Cutting at Morningson Terrace)
	Lost Regent Park Estate blocks (Silverdale, Eskdale and Ainsdale) as well as Coburg and Euston Street blocks (total 9454sqm) and new deck	This land will not be enabled for development and is not carried forward to the EAP Update.
	Maria Fidelis School/former National Temperance Hospital/St James's Gardens	This is carried forward as part of the EAP Update and site allocation EA9 – Maria Fidelis and part of the site encompassed by site allocation EA1 - the Euston Station and Tracks
Regents Park Estate	A1 Robert Street car park	This development has been completed (now Kirkfell block) and is not carried forward to the EAP Update
	A2 Rydal Water open space	This has been completed (now Mardale block) and is not carried forward to the EAP Update
	A3 Varndell Street	This has been completed (now Caudale block) and is not carried forward to the EAP Update



	A4 Newlands Open Space	This has been completed (now Lindale block) and is not carried forward to the EAP Update
	A5 Dick Collins TRA Hall	This has been completed (now Kentmere block) and is not carried forward to the EAP Update
	A6 Albany Street Police Hall	This has been completed (now Ravenglass block) and is not carried forward to the EAP Update
	A7 Staveley/ Newby overbuilds	This is carried forward to the EAP Update as shown as part of the Regents Park Estate
	A8 Camden People's Theatre	This has been completed and is not carried forward to the EAP Update.
	A9 Troutbeck overbuilds/ Cape of Good Hope	This is carried forward to the EAP Update and shown as part of the Regents Park Estate
	A10 Space next to St Bede's Hall	This has been completed (now Bowfell block) and is not carried forward to the EAP Update
	A11 The Victory Pub	This has been completed (now Roswick block) and is not carried forward to the EAP Update
	Westminster Kingsway College	This is now called Capital City College and is carried forward as part of the EAP Update and site allocation EA11 (see section 4.5 of the EAP Update)
	Goldsmith College	This has been removed from the EAP Update as it is unlikely to come forward within the time period.
	Surma Centre	This is carried forward as part of the EAP Update and site allocation EA12 (see section 4.5 of the EAP Update)
	Langdale	This is carried forward as part of the EAP Update and site allocation EA10 (Regents Park Estate North – see section 4.5 of the EAP Update)
	Coniston and Cartmel	This is carried forward as part of the EAP Update and site allocation EA10 (Regents Park Estate North – see section 4.5)
1-39 Drummond Crescent	Mixed use development for education (relocated Maria Fidelis Lower School) and residential	This has been completed and does not form part of the EAP Update.

- 9.3 All site allocations have sought to make the most efficient use of land and buildings available in accordance with established policy. The process of identifying site options for the EAP Update began in 2021 with site options identified from existing and emerging plans (including the Camden Site Allocations Plan 2013, EAP 2015 and Camden Local Plan 2017); the London Strategic Housing Land Availability Assessment 2017; planning applications; and a Call for Sites.
- 9.4 The Call for Sites 2021 was advertised on the Euston Commonplace site with an email notification sent to everyone on the Planning policy database (please see consultation statement for further details). One site was identified through the Call for Sites exercise (250 Euston Road).
- 9.5 The sites identified from this first round were then subject to a staged sifting process. This involved:
- Stage 1 – Site eligibility check. Key considerations here included: will the site deliver 10 or more homes or additional 1,000 sqm floorspace? is construction advanced? is the site within the plan area?
  - Stage 2 - Basic site suitability and high level availability check. Key considerations here included: will the site be available for development within the plan period? are there any policies or designations that would prevent the site from being developed?
  - Stage 3 - Detailed site suitability and sustainability check. Key considerations here included: is the site suitable for the development proposed? what are the main issues and opportunities? is there a need for guidance to ensure the site helps to address local needs and priorities?
  - Stage 4 - Achievability check. Key considerations included: are developers interested in developing the site within the plan period?
- 9.6 All potential sites that passed Stage 3 of the assessment process detailed above were considered to be suitable for redevelopment and taken forward to Stage 4. Where sites were identified as being potentially suitable for housing, the capacity of these sites was then assessed. As detailed in the Urban Design chapter, housing capacities were identified based on design-led site capacity work, which has been undertaken in line with Local Plan, London Plan guidance and tested policy compliant mixes.
- 9.7 The starting point for this design-led capacity work has been to model a scheme that is based on the retention and extension of the existing building, rather than to assume that the existing building will be demolished (either in part or in full), in accordance with Policy CC2 (the Retention of Existing Buildings) of the Camden Local Plan Regulation 19 Submission Draft. However, where a demolition scheme would clearly constitute the best use of a site and would significantly increase capacity then a pragmatic approach has been taken and a scheme involving demolition has been modelled to ensure site capacity is optimised.
- 9.8 This process led to 14 sites being published for consultation in the Supplementary Consultation on the Euston Area Plan in September 2024. Other sites were discounted for clear reasons as set out in Appendix D of the Sustainability Appraisal report.

**Table 9.2 2024 Site allocations published in the “Direction of travel” consultation**

<b>EAP ref</b>	<b>Site name</b>	<b>Identification of site</b>	<b>Future pathway</b>
1	Euston Station and tracks	Part of the Euston Station and Tracks site in 2015 adopted EAP.	Forms part of the EAP Update (site allocation EA1)
2	Royal Mail Site, 1 Barnby Street	Part of the Euston station and Tracks site in 2015 adopted EAP.	The owners are now marketing the site for sale therefore it is a separate allocation in the EAP Update (site allocation EA2)
3	The Place, 17 Duke’s Road	The owners of The Place approached the Council looking for a new home for their Dance School.	This site forms part of the EAP Update (site allocation EA3) linked with a new site Premier Inn on Euston Road.
4	Euston Tower, 286 Euston Road	This was identified by Officers through pre-application	The site has been given a recent Planning Permission (subject to S106) and doesn’t bring forward any residential floorspace.
5	250 Euston Road	This was identified through the Call for Sites exercise	This site forms part of the EAP Update (site allocation EA4).
6	HS2 Railway Cuttings at Park Village East	These 3 sites formed part of the “sites on new deck over Railway” in the EAP 2015	This has now been split into three distinct site allocations - EA6 (Cutting at Park Village East, EA7 (Granby Terrace Brige/Hampstead Road) and EA8 (Cutting at Mornington Terrace) that have their own unique site constraints.
7	Former Maria Fidelis School	Part of a development site in the 2015 adopted EAP and is site allocation EA9 in the EAP Update	This is now site allocation EA9 in the EAP Update

8	Regents Park Estate	Various development sites on the Estate have been completed.	This site allocation forms part of the EAP Update (site allocation EA10)
9	Westminster Kingsway College/Capital City College	A development site in 2015 adopted EAP	This site in the EAP Update as site allocation EA11.
10	17-37 William Road	This site has been discounted due to it having a recent planning permission and being brought forward.	It does not form part of the EAP Update.
11	8-11 William Road	There has been no discussions with site owners and no indication that this site would come forward within the EAP period	This site has been discounted and does not form part of the EAP Update site allocations..
12	Surma Centre	A development site in 2015 adopted EAP and	This site forms part of the EAP Update and is site allocation EA12.
13	Ampthill Estate	This did not form part of the adopted 2015 EAP.	This Estate has been discounted and does not form part of the EAP Update site allocations. Further work would need to be done to consult with residents on any development on this estate
14	Churchway Estate	This did not form part of the adopted 2015 EAP.	This site has been discounted and does not form part of the EAP Update site allocations. Further work would need to be done to consult with residents on any development on this estate.

9.9 As part of the Supplementary consultation in September 2024 a further call for sites took place. One site was submitted from the 2024 consultation and is considered appropriate to take forward through all stages to stage 4 (Euston Square Hotel 152 – 156 North Gower Street).

- 9.10 The two sites (250 Euston Road and Euston Square Hotel) are considered appropriate to take forward as part of the preparation of the draft Euston Area Plan Update.
- 9.11 The below table highlights the sites that will be taken forward as part of the Euston Area Plan Update Regulation 19 Submission Draft along with how the sites were identified.

Table 9.3 Final site allocations in the EAP Update		
EAP reference	Site name	Site identification source/s
EA1	Euston Station	Allocated in EAP 2015 and draft EAP Update 2023
EA2	Royal Mail, 1 Barnby Street	Allocated in draft EAP Update 2023
EA3	The Place and Premier Inn, Euston Road	Response to Call for Sites. The Place dance school contacted the Council as they are looking for a new home in the Camden Area.  Part draft allocated in draft EAP Update 2023  Adjoining landowners (including Premier Inn) interested in joining The Place for a comprehensive redevelopment.
EA4	250 Euston Road	Call for Sites 2021 and publicised in 2024 Supplementary consultation
EA5	Euston Square Hotel, North Gower Street	Call for Sites 2024
EA6	Cutting at Park Village East	Part of site previously allocated in EAP 2015 and draft EAP Update 2023 and supplementary consultation 2024
EA7	Granby Terrace Bridge/Hampstead Road	Previously allocated in EAP 2015 and draft EAP Update 2023 and supplementary consultation 2024
EA8	Cutting at Mornington Terrace	Previously allocated in EAP 2015 and draft EAP Update 2023 and supplementary consultation 2024
EA9	Former Maria Fidelis School	Previously allocated in EAP 2015 and draft EAP Update 2023 and supplementary consultation 2024 previously allocated in EAP 2015 and draft EAP Update 2023 and supplementary consultation 2024
EA10	Regents Park Estate North	Part allocated in EAP 2015 and draft EAP Update 2023 (Cartmel, Coniston and Langdale) and



		publicised Supplementary consultation 2024
EA11	Capital City College, Longford Street	Previously allocated in EAP 2015 and draft EAP Update 2023 and publicised Supplementary consultation 2024
EA12	Surma Centre, Robert Street	Previously allocated in EAP 2015 and draft EAP Update 2023 and publicised in Supplementary consultation 2024
EA13	Amphill Estate Railway Edge	Previously allocated in EAP 2015 and draft EAP Update 2023 . Further capacity and discussions with landowners identified this site as an opportunity.

- 9.12 There are 13 sites are suggested in the EAP Update to be allocated. The majority of the sites which are allocated would deliver new homes, as self-contained housing is the priority land-use in the Local Plan. Additional uses proposed include Capital City College (EA11) which may be redeveloped to reprovide educational use or provide a mixed use of residential and educational use, Amphill Estate Railway Edge (EA13) and the Surma Centre (EA12) which may be redeveloped to reprovide community centres with housing and Euston Square Hotel (EA5) which has the potential to extend the hotel with some additional housing.
- 9.13 250 Euston Road (EA4) may be redeveloped to provide new homes as well as to enhance workspace provision. There is potential for some new homes as part of a mixed use and transport infrastructure redevelopment at Euston station (EA1). The Royal Mail site (EA2) would provide some new housing as part of a mixed use development and reprovided commercial floorspace. Regents Park North (EA10) would reprovide housing, new housing and a replacement Childrens Centre.
- 9.14 The redevelopment of 'The Place'/ Premier Inn site allocation (EA3) will only be possible should The Place (an existing cultural use) be able to relocate. The existing social homes on the Premier Inn site would need to be reprovided and a mixed use development will be expected to be delivered to optimise the provision of additional homes.
- 9.15 The Cuttings sites at Park Village East (EA6), Granby Terrace bridge/Hampstead Road (EA7), Mornington Terrace (EA8), and the former Maria Fidelis site (EA9) would all be housing led developments.
- 9.16 All site allocations seek to maximise the benefits of regeneration and promote sustainable communities. Some of the sites such as Euston Station and the sites on Euston Road will form part of a mixed-use redevelopment.
- 9.17 There are a large number of site allocations which include requirements to enhance, and in some cases increase, open space, including in the Euston area where there is a known local need. Key site allocations that will contribute to the delivery of open space, include the former Maria Fidelis site, Railway Cutting at Park Village East and Euston station.

- 9.18 A number of the site allocation policies promote active travel and support the delivery of social and community infrastructure, which is likely to have a positive effect on health. Examples include the Euston Station site which is providing a significant infrastructure project with new routes through the site as well as other sites such as Ampthill Estate railway edge and Regents Park North which would reprovide Community facilities.
- 9.19 The Euston Area Plan Update includes the 13 Site Allocations and sets out the policy approach to guide the delivery of these sites.

## 10. Community and Social Infrastructure, Social Value and Culture

### Key issues

- There are a range of existing community facilities and services within and surrounding the study area, including education and health facilities, community centres, cultural venues and libraries, and open spaces.
- Regent's Park and St Pancras and Somers Town are two wards that are considered to be the most deprived in the 2019 Indices of Deprivation. Both wards have high levels of economic inactivity and overcrowded accommodation.
- Key community and social action organisations operate in the area. Some of these organisations include the Third Age Project, Life After Hummus, Old Diorama Arts Centre, Bengali Workers Association and the Surma Centre.
- Culture is a connecting force that should be rooted in all aspects of Euston's growth.
- Meanwhile uses will be an important part of the Euston station OSD in energising spaces and creating social and economic value.

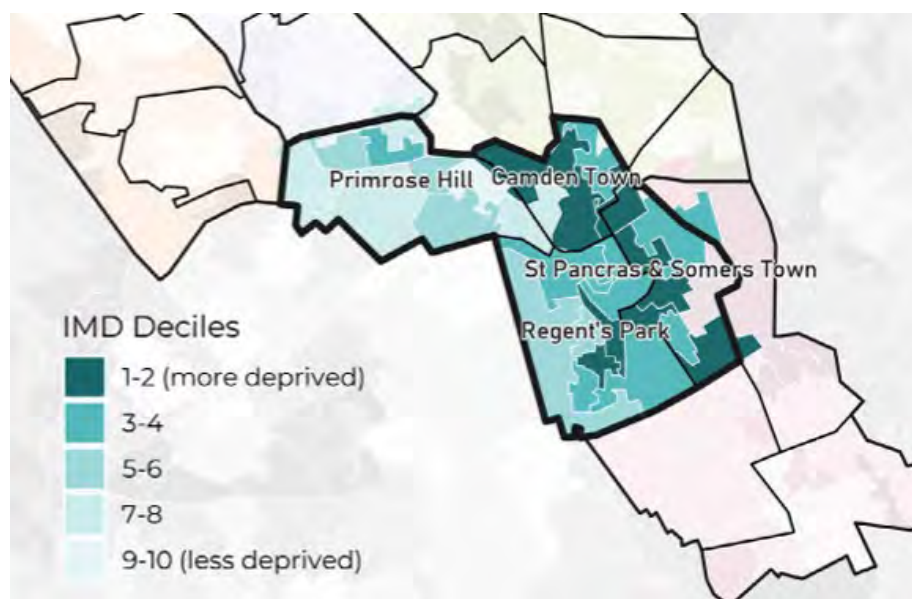
### Site Context

- 10.1 There are a large amount of existing community facilities and services within and surrounding the Euston area, including education and health facilities, community centres and libraries. As set out in the [State of the Borough report](#), Camden has 11 higher education institutions, 12 public libraries, 26km of segregated cycle lanes, 27 swimming pools, 35 sports halls, 76 parks and 300 green spaces. The Council, in collaboration with the Euston Housing Delivery Group, has commissioned Architecture 00 to carry out a Community and Social Infrastructure Study to thoroughly evaluate the current capacity of available community and social infrastructure - education, leisure, health, social, cultural, and open space – against the emerging need and future demand anticipated through the regeneration of the wider Euston Area. The Study aims to offer key insights into trends and needs so the Council can be clear about what extra community and social infrastructure is required in alignment with additional scales of growth. The full study will be published in due course once completed.

### Health

- 10.2 A significant proportion of Camden's population experiences economic hardship and health-related challenges which has been exacerbated by the rising cost of living. Average life expectancy in the Borough is 82.8 years for men and 87.4 years for women, higher than national averages. There are significant health inequalities in life expectancy across the Borough with a 13.5 year gap for men and nearly 10 years for women between the most and least deprived areas. In recent years there has seen an increase in mental health issues and health-related economic inactivity. According to the [Annual Public Health Report 2024/5](#), long term health conditions are prevalent in the Borough particularly in older populations in deprived areas. The Annual Health Report shows that Regent's Park and St Pancras and Somers Town wards have high proportions of people who are economically inactive (43% and 47% respectively). Overcrowding is also a key issue for the Euston area with 28% and 29% people living in overcrowded homes in Regent's Park and St Pancras and Somers Town. The

following map taken from Camden's Annual Public Health Report shows the high levels of deprivation across the wards in the Euston area when compared to lower levels of deprivation in areas such as Primrose Hill. Both wards are considered to be rank 5 (most deprived) in the Indices of Deprivation 2019.



- 10.3 Population projections indicate that by 2035, demand for health care and support will rise, particularly among residents aged 65 and over. According to the 2021 Census, 15% of Camden residents (approximately 32,000 individuals) identified as disabled. Disabled residents face marked inequalities in both economic and health outcomes, including significantly higher rates of economic inactivity and poor health compared to non-disabled individuals. These challenges underscore the importance of embedding the needs of disabled people within local strategies and service design. Additionally, there is a growing number of young adults requiring support through Special Educational Needs and Disabilities services.
- 10.4 The 2021 Census states that there were 24,825 people living in Camden over the age of 65 (this is approximately 11.8% of the borough's population). The number of people aged over 75 is expected to increase by around 40% by 2041. There is increasing demand for older people's accommodation in the Borough that is able to meet complex residential/ nursing needs (due to older people typically entering residential care later in life). Age UK have identified the need for elderly people to receive timely adaptations to their homes, the importance of community transport (enabling people to attend appointments and live a social life) and the value of one-to-one support where people cannot leave their home and befriending services/ local activities.
- 10.5 There are over 1,000 Camden residents who are registered with their GP and have a Learning Disability. Around 440 individuals with a learning disability have a funded package of support from Camden, with 500 living with family carers and around 120 living within supported living in Camden and about 130 individuals are placed out of Borough, the majority living in neighbouring boroughs. The numbers of older persons with moderate or severe learning disability are expected to rise significantly, the borough is also seeing increasing numbers of young people with complex needs.
- 10.6 Figure 10.1 shows that there are GP practices and dentist surgeries that are relatively evenly distributed across the Euston area within a 20 minute walk. There is an Accident and Emergency Hospital just outside the EAP boundary along with other various specialist healthcare services. In terms of social care services, these are also well-distributed geographically as well as pharmacies that serve the community.

- 10.7 The Community Champions Project, a public health funded, resident-led social action programme was launched in 2020 to deliver resident-led approaches to health and wellbeing, managed by Fitzrovia Youth in Action. In Camden, the focus was on three housing estates which included a Project on the Regent's Park Estate. The Community Champions programme has supported improved health and wellbeing outcomes for participants, especially in mental health and community connection, but also in food access, physical activity, and community safety.
- 10.8 The NHS Healthy Urban Development Unit (HUDU) responded to the Supplementary consultation on the EAP Update noting the proposed site allocations for housing which are of a significant scale and would result in significant population uplift in the area. They note that additional capacity of healthcare facilities to respond to this population growth and that as detailed proposals come forward they will be in a better position to comment on the scale and form of health infrastructure required to support the new population.
- 10.9 The North Central London Integrated Care System is currently developing its Estate Strategy, and requirements for greater capacity and providing infrastructure to meet future growth are subject to ongoing discussion with the Council as part of its infrastructure planning. GP surgeries require significant investment to accommodate new patients as well as the additional clinical roles being incorporated within primary care. The favoured approach across North Central London (NCL) Integrated Care Board (ICB) is to invest in quality 'core' premises which incorporate digital technologies to provide the highest quality of care to patients in the future. The Integrated hub model is deemed to be the most efficient way to deliver additional activities and roles. Primary care capacity is required to cater for the significant population growth in the Euston area, with the ambition to providing a Central Camden Hub. Developer contributions will be sought on major housing developments in the Euston Area to help to fund the demand on health infrastructure as a result of population growth.
- 10.10 Camden is a centre for world-class health research and teaching centred on Bloomsbury and a key driver for the 'Knowledge Quarter' focussed on King's Cross and Euston area. Major institutions near the Euston area include University College Hospital/ UCLH Foundation Trust, University of London, University College London, Great Ormond Street Hospital (GOSH) and the Francis Crick Institute. The Francis Crick Institute opened in 2016 on a site in Brill Place, next to St Pancras station, to help better understand why disease develops and find ways of treating, diagnosing and preventing illnesses such as cancer, heart disease, stroke and neurogenerative diseases.



[illegible]

Primary Care: GP

- 1 NHS GP at Hand, Euston Clinic
- 2 Somers Town Medical Centre
- 3 Camden Health Improvement Practice, & Medicus Select Care
- 6 Bupa Health Centre London Euston
- 22 Ampthill & Regents Park Practice
- 25 Regents Park Practice
- 37 Fitzrovia Medical Centre

12 Camden High Street Dental Practice  
13 Confident Smile Dental Practice  
14 Fitzrovia Hospital  
15 Arrow Dental Practice  
16 Dental Smiles London  
17 The Dental Centre London  
18 Gum Doctor Limited  
19 Parkway Dental Care  
20 Ukaligners Dental Studio

- 21 MB Dental  
27 Flora Orthodontics Ltd  
58 Ivy House Dental Practice Camden

7 Brook Euston (under 25s) Sexual Health  
9 QRT Healthcare Clinic  
11 The Helios Centre  
41 Eastman Dental Hospital (part of UCLH)

40 A&E University College London Hospital

4 University College Hospital (UCH)  
5 University College Hospital (UCH)  
8 MEDii Health  
10 Avenues Fertility Clinic  
33 The Royal College of Ophthalmologists  
34 UCH Education Centre  
36 The Jerwood Medical Education Centre  
39 University College Hospital

38 MSI Reproductive Choices (London Head Office)  
41 Eastman Dental Hospital (part of UCLH)

#### Social Care

23 Crowndale Centre  
31 Hopscotch Women's Centre  
28 Guts UK Charity  
29 Faculty of Public Health  
30 British Association for Heart Failure

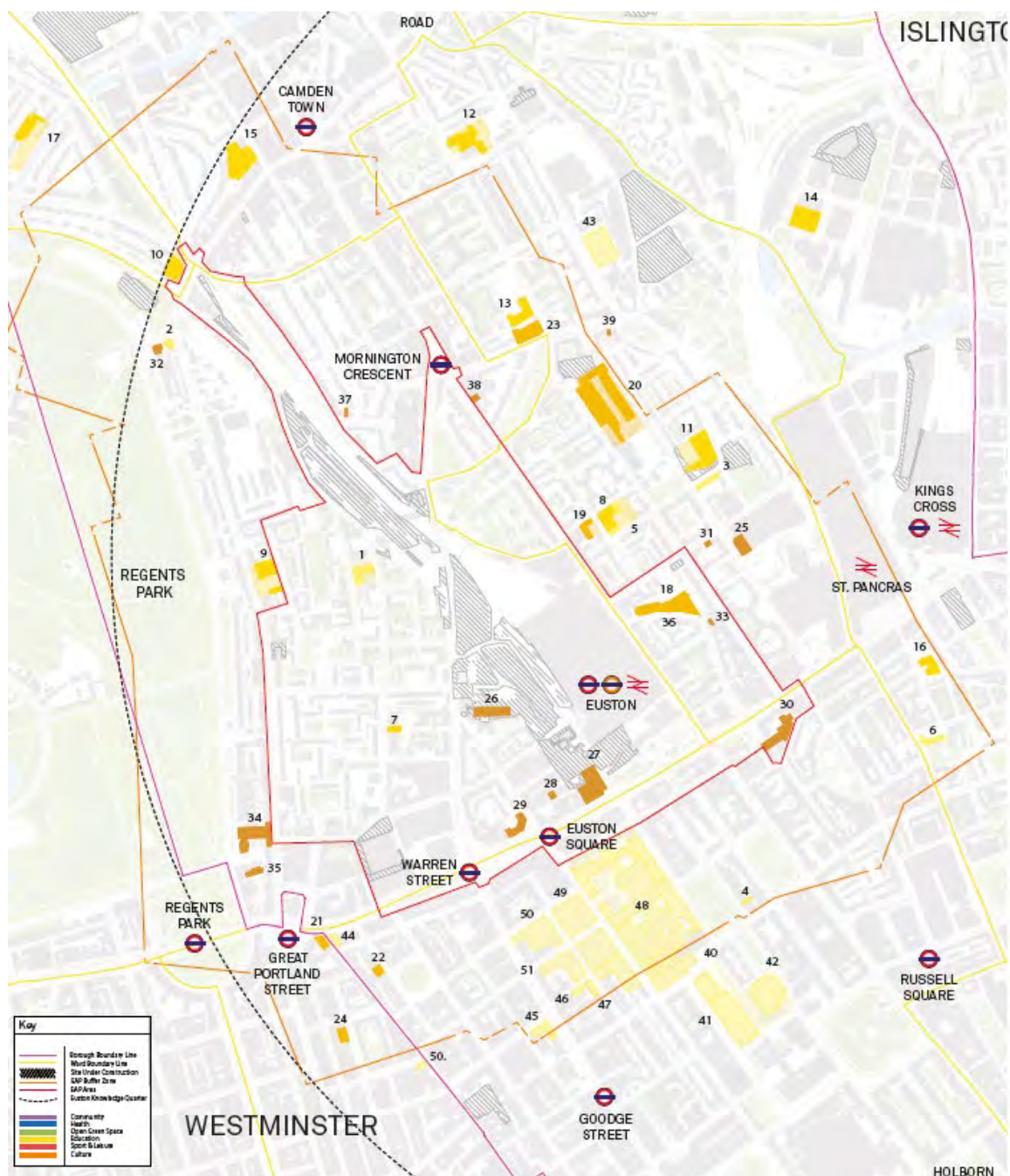
#### Pharmacies

42 Kings Pharmacy  
43 Green Light Pharmacy - Euston  
44 Evergreen Pharmacy

45 Baban Pharmacy  
46 Pharm Giant Uk  
47 Green Light Pharmacy - Mornington Crescent  
48 Camden Pharmacy High Street  
49 JP Pharmacy  
50 Boots Pharmacy - Camden High Street  
51 Boots Pharmacy - St. Pancras  
52 Boots Pharmacy - Kings Cross  
53 Boots Pharmacy - Tottenham Court Road  
54 Well Pharmacy (WHSmith)  
55 John Walker Chemist  
56 Camden Biotech Pharmacy  
57 Morrisons Pharmacy

## Education

- 10.11 There are 37 primary schools in Camden (20 of which are faith schools with 1 academy and 2 free schools). There are ten secondary schools (including 1 academy) in the Borough. There are large numbers of independent/private sector education providers in Camden with over 30 schools, estimations by the Council that almost a third of Camden's resident population is educated in the independent sector. A significant proportion of children and young people with special educational needs and disabilities (SEND) also attend private schools. The largest provider in Camden of sixth form education is Capital City College (formerly operated as Westminster Kingsway) with centres at King's Cross and Regent's Park (located in the EAP boundary area) providing a range of academic and vocational courses for 16-18 year olds and adult learners, with the specialist Alexandra Centre in Swiss Cottage providing specialist facilities for those aged 16-25 who have profound and multiple learning disabilities or autism and associated behavioural difficulties.
- 10.12 Within the Euston Area boundary there is the Regent's Park Children's Centre and Family Hub, Netley Primary School and Autism Centre, Christ Church Primary School, Euston Skills Centre, Maria Fidelis Secondary School and various higher education and adult learning facilities as shown on Figure 10.2. St Aloysius RC Infant School on Phoenix Road closed in 2019 due to a falling number of pupils which meant that the school was no longer attracting enough funding to maintain current staffing levels as well as the school's buildings needing significant investment to bring them up to modern standards.
- 10.13 Camden, and in particular Bloomsbury, is also home to numerous education institutions of national and international significance, notably 9 publicly funded Universities. As set out in the draft Local Plan, Camden is also home to approximately 25,000 resident full-time students (almost 6% of the London total). There are approximately 13,000 bedspaces available in purpose-built student accommodation in Camden, while the majority of the remaining resident students live in other forms of rented housing. University College London (UCL) on North Gower Street has recently expanded to east London with a new campus on Queen Elizabeth Olympic Park, adding 40% to the Bloomsbury site as well as improving the main campus. Other higher education facilities in Bloomsbury include University of London, Birkbeck College, and the School of African and Oriental Studies, as well as the Royal Academy of Dramatic Art (RADA).



## References to Healthcare Facilities

### Childcare, Nursery, Creche

- 1 Regent's Park Children's Centre & Family Hub
- 2 Bright Horizons Regent's Park Day Nursery and Preschool
- 3 Hampden Childrens Centre (Hampden Nursery)
- 4 UCL Day Nursery
- 5 Euston Childrens Centre
- 6 WonderHedge - Semiramis Limited

### School: Primary

- 7 Netley Primary School and Centre for Autism
- 8 St Mary & St Pancras School
- 9 Christ Church Primary School
- 10 Alleyn's Regent's Park
- 11 Edith Neville Primary School
- 12 Our Lady's R C
- 13 Richard Cobden Primary School

- 14 Kings Cross Academy, Frank Barnes School for Deaf Children
- 15 Cavendish
- 16 Argyle Primary School
- 17 Primrose Hill Primary School

### School: Secondary & Sixth Form

- 18 Maria Fidelis School
- 19 Blossom House School Euston
- 20 Regent High School
- 21 Southbank International School Cleveland Street
- 22 Southbank International School Conway Street
- 23 WM College
- 24 Regent College London - Central London

### Adult Learning & Training & Supporting infrastructure

- 25 St Pancras & Somers Town Living Centre



26 Euston Skills Centre  
 27 30 Euston Square  
 28 The Royal College of Ophthalmologists  
 29 UCH Education Centre  
 30 The Place Creative Teaching & Learning  
 31 Training Link  
 32 SKOLA Gloucester Gate, BADA  
 33 The EFT Training Centre  
 34 Royal College of Physicians  
 35 The Jerwood Medical Education Centre  
 36 CORE Tutors  
 37 TEFL Institute  
 38 Crescendo Music School  
 39 Focus Tuition

Universities  
 40 University of London  
 41 Birkbeck University  
 42 SOAS University of London  
 43 Royal Veterinary College - Camden Campus  
 44 College Nursing Papers  
 45 UCL business, connected environments, innovation  
 & Enterprise  
 46 UCL Science, Technology, Engineering and Public  
 Policy  
 47 Bartlett school of Architecture  
 48 UCL  
 49 UCL Cruciform Building  
 50 University College Hospital  
 51 Macmillan Cancer Centre

*Figure 10.2 Education facilities in the Euston area*

10.14 The Council carries out school place planning to look at past, current and future trends for education needs in the Borough. The forecasts are based on GLA population projections, birth rates, school rolls and where future housing/regeneration projects are proposed. The [2025 School Place Planning Report](#) for Camden highlighted the decline birth rates and pupil enrolment in Camden, and the oversupply of primary and secondary school places. Forecasts suggest a surplus of 20% in primary and 15% in secondary school places by 2028. The surplus of school places in the central and southern parts of the Borough has resulted in closure of St Aloysius Roman Catholic Primary School, the merger of Carlton Primary School and Rhyl Primary School in Gospel Oak and the closure of St Michaels CofE Primary School and closure of St Dominic's Catholic Primary School. Forecasts of pupil demand have been created in times of unprecedented change and challenge for families in Camden. Specifically, the effects following the COVID-19 pandemic have fundamentally altered people's lives and changed patterns of migration within central London and Camden Borough specifically. The impacts of these have reduced the anticipated level of demand for school places across the Borough. There has been an "increase in the both number and the acuity of need for pupils with SEND, putting significant pressure on our High Needs Funding Block and seeing an increase in pupils educated outside Camden in non-maintained independent provision."

10.15 The [Camden Infrastructure Delivery Plan \(IDP\) 2025](#) identifies that there is the ability to adapt the new Edith Neville School on Ossulston Street, Somers Town to 2FE if it is required. This Euston area and southern part of the Borough has experienced surpluses over recent years and there has been significant expansion due to the opening of the King's Cross Academy (2FE) and the Abacus free school (1FE) which has been operating from a temporary site at King's Cross. The IDP concludes that is currently considered to be sufficient provision of school places in the Borough to address needs arising over the next ten years, including from housing development. School place planning and monitoring will continue to identify where and when additional capacity is required.

### Community facilities

- 10.16 Camden has a diverse voluntary and community sector which provide essential services and there are more than 2,400 voluntary and community groups (VCS) across the Borough. The sector plays an important role in mobilising community action, tackling the causes and effects of poverty, inequality, and social and economic exclusion. Many Camden-based organisations have deep roots in their communities, fostering strong trust and engagement with local residents. Their services are tailored to community needs, with many specialising in areas such as safety, advisory support, environmental improvement, and assistance for groups with protected characteristics under the Equality Act 2010.
- 10.17 In recent years, the sector has played a critical role in responding to both the pandemic and the cost-of-living crisis. In the Euston area, facilities such as The Third Age Project in Cumberland Market (a local organisation that address loneliness in older adults (aged 60 and up)) and “Life After Hummus” on Phoenix Road (organisation that provides food aid by operating a social supermarket and re-use centre) provide vital support for local residents. The Old Diorama Arts Centre (ODAC) on Longford Street provides a space for live arts and creative industries, as well as, a centre to bring people together to support the community, and create local participatory projects such as the recent Regents Park Estate Story Trail. The Surma Centre provides services for local Bengali population through the Bengali Worker’s Association (BWA). The site is allocated in the Updated EAP to be replaced with replacement community facilities with housing above. Figure 10.3 illustrates the number of community facilities in the Euston area and local area beyond.



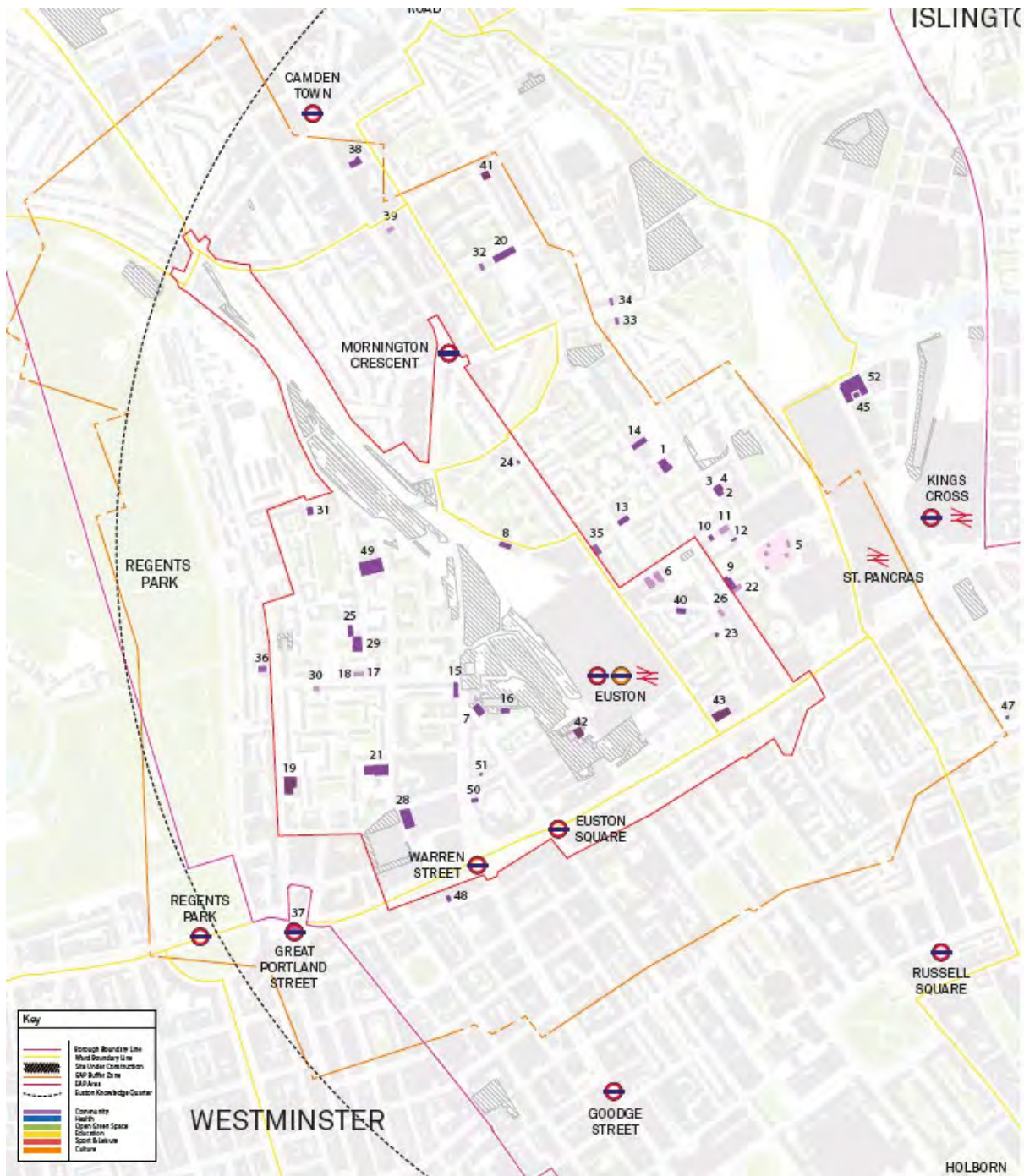


Figure 10.3 Community spaces

#### Key

#### Community Halls, Youth Spaces & Meeting places for the community

- 1 Plot 10 Community Play Project
- 2 Somers Town Community Association
- 3 Somers Town Big Local
- 7 The Euston Community Hub
- 8 Amptill Square Community Hall
- 9 New Horizon Youth Centre
- 10 People's Museum Somers Town
- 12 Santé Project Asylum seeker charity
- 13 Euston Childrens Centre
- 14 Somers Town Community Centre, Youth Centre
- 15 Surma Community Centre

- 16 The Makeshop
- 18 Regent's Park Tenants Association
- 20 Saint Pancras Community Association
- 21 Samuel Lithgow Youth Centre (SLYC)
- 23 Avalon Project
- 24 Camden People First
- 25 HPOD
- 28 Old Diorama Arts Centre
- 29 Third Age Project
- 31 Steve Smith Hall - Peabody
- 38 The Upper Room
- 40 Jellicoe Hall
- 45 Life after Hummus
- 46 Castlehaven Community Hub

47 Chadswell Healthy Living Centre  
 48 Fitzrovia Youth in Action Work  
 49 Regents Park Children's Centre  
 50 Hopscotch Women's Centre  
 52 Camden Council Headquarters

Other (specific) Civic Uses

5 Global Generation  
 6 Euston Foodbank  
 11 Lifeafterhummus Community Benefit Society  
 17 Dick Collins Hall Social Club - (Regents Park Tenants Association Social Club)  
 22 Islamic Cultural & Education Centre (Masjid)  
 26 Somers Town Islamic C & E Centre  
 30 Citizens advice camden  
 22 Islamic Cultural & Education Centre (Masjid)  
 26 Somers Town Islamic C & E Centre  
 30 Citizens advice camden

39 Camden Foodbank (The Trussell Trust)

Emergency Services (police / fire station)

4 Camden Safer Neighbourhood Board  
 19 Albany Street Police Station  
 41 British Transport Police Authority  
 42 British Transport Police Euston Police Station  
 43 Euston Fire Station

Launderette

32 Panda Laundry  
 33 That Nice Launderette  
 34 Cleaners & Coffee  
 35 City Centre Dry Cleaners  
 36 Posh Wash Launderette & Dry Cleaners  
 37 Oscar Fitzroy Luxury Cleaners / Oscar William Shoemakers  
 51 Crescent Dry Cleaners

Cultural venues including places of worship, libraries, cinemas

10.18 Camden is one of London's highest employers in arts and creative industries with 18.1% of people employed in creative and cultural sectors in Camden. Camden is a key cultural hub within London, with facilities concentrated in two primary clusters: the West End and Camden Town. The West End includes part of London's renowned *Theatreland*, offering cinemas, theatres, and night-time venues that contribute significantly to the capital's cultural economy. Camden Town has a long-standing reputation for its vibrant evening and night-time economy, particularly in live music. Iconic venues such as The Roundhouse, Koko, and The Jazz Café play a pivotal role in sustaining Camden's identity as a destination for performance and entertainment. Beyond these central clusters, Camden hosts a range of significant cultural venues including Kingsgate Workspace, Camden Arts Centre, JW3, Hampstead Theatre, The Forum, and Scala. These spaces support diverse artistic practices and community engagement. Smaller, independent venues such as The Horse Hospital in Bloomsbury, Camden People's Theatre, and Akademi provide platforms for experimental and alternative programming. These spaces are essential for fostering innovation and ensuring representation of diverse voices and narratives.

10.19 Of the 31 Places of worship identified in fig 10.4 in the Euston area, only 8 appear to be owned or used by minority faiths in the borough (i.e. not used by Christians, which formed the largest religious group at the time of both the 2011 and 2021 census, although in the 2021 census, a greater number of residents stated they had 'No religion' and a significant proportion did not answer). Islam and Judaism are the second and third largest faith communities in Camden.

10.20 The Council facilitates the 'Interfaith Network' which brings together residents, faith organisations and community organisations to share knowledge, insights and resources, and to highlight the issues impacting on them. Throughout the year, a range of events, such as coffee mornings, history walks and community iftars are held to build connections between people of faith and celebrate diversity. As set out in the Camden Infrastructure Delivery Plan "Mosques in Camden have greater demand than they can currently accommodate, with many offering multiple services on a Friday and for evening prayers during Ramadan. A key impact of the lack of capacity is on access for women to prayer space as very few Mosques provide spaces for women." From conversations between the council and Euston Mosque on Starcross Street, it is

evident that the Mosque currently cannot accommodate all those wanting to attend Friday Prayers.

- 10.21 There are eight libraries in Camden that are directly managed by the Borough. Libraries in the locality of Euston area include those at Pancras Square and Camden Town. The British Library is also based in the borough at King's Cross. Libraries serve as essential neighbourhood infrastructure, delivering targeted interventions that address local needs and promote equity. They play a strategic role in advancing literacy and lifelong learning—including digital and information literacy—supporting ESOL provision, fostering cultural engagement and creativity, and improving health and wellbeing outcomes. The Regents Park library on Robert Street closed in 2013 following a review of library services and costs.
- 10.22 The Euston area and wider locality has a number of pubs, cinemas and cultural venues as illustrated in Figure 10.4. Local Plan Regulation 19 Submission draft states that “Public houses (pubs) play an important community and cultural role. As places where members of the community meet and gather, they support social well-being and strengthen community cohesion.” They can provide important community meeting spaces and events and contribute to the vitality of town centres. The construction of HS2 has meant the loss of the Bree Louise pub on Cobourg Street.





71 Interchurch families  
 72 Christ Church London Central London  
 73 Euston Church  
 74 Quiet Contemplation Room Multi-faith Prayer Area  
 75 Serving a Multiplying and Resilient Church  
 76 Commonwealth Church  
 77 All Souls Clubhouse  
 78 The Vine Church  
 79 The Greater World  
 80 Antiochian Orthodox Youth Ministry  
 81 UK Islamic Mission  
 82 Al Rahman Mosque and Community Centre  
 84 Institute for Jewish Policy Research  
 85 The Montagu Centre  
 86 UCLH Muslim Prayer Room for Staff & Visitors  
 87 The Religious Society of Friends  
 88 The Huguenot Society of Great Britain & Ireland  
 89 St Pancras New Church  
 116 Holy Cross Church, Cromer Street

#### Libraries

3 Wellcome Collection  
 4 Camden Town Library  
 11 The British Library  
 12 Royal Asiatic Society  
 93 Bartlett Library  
 95 Main Library  
 96 Royal College of Physicians  
 97 RIBA Library (British Architectural Library)  
 98 Birkbeck Library  
 99 SOAS Library  
 100 The Wiener Holocaust Library  
 103 IOE Library  
 105 Institute of Education Archives and Special Collections  
 115 Vaughan Williams Memorial Library  
 119 ZSL Library & Archives  
 126 Pancras Square library

#### Public Houses

7 Prince Arthur  
 16 The Edinboro Castle  
 23 York & Albany Hotel  
 24 The Sheephaven Bay  
 25 Spread Eagle  
 26 Earl of Camden  
 27 The Dublin Castle  
 29 The Worlds End  
 30 The Camden Eye  
 31 The Blues Kitchen Camden  
 33 Belushis Camden  
 34 The Lyttelton Arms  
 35 Zodiac pub  
 36 The Crown & Anchor  
 37 Square Tavern  
 38 Greene Man  
 39 The Albany  
 40 Smugglers Tavern  
 41 The Prince of Wales Feathers  
 42 Euston Tap  
 43 The Rocket

44 Euston Flyer  
 45 Mabel's Tavern  
 46 Marlborough Arms  
 47 The Fitzrovia Belle  
 48 The Court  
 49 Northumberland Arm's  
 50 The Grafton Arms Pub & Rooms  
 51 The George & Dragon Fitzrovia  
 54 Carpenters Arms  
 102 Institute Bar  
 117 The Boot  
 122 The Oxford Arms  
 123 The Elephants Head  
 125 Exmouth Arms

#### Cinema

90 ODEON Camden  
 94 Everyman on the corner  
 118 Birkbeck Cinema  
 120 Curzon Bloomsbury / Bertha DocHouse

#### Performance venues & Rehearsal space (theatres, concerts, dance, etc.)

19 Old Diorama Arts Centre  
 20 Camden People's Theatre  
 27 The Dublin Castle  
 28 Green Note  
 32 Camden Head & Comedy Club  
 83 Scene and Heard  
 91 Jazz Café  
 92 KOKO  
 104 BMA House  
 106 The Black Heart  
 107 The Forge  
 108 The Young Magicians Club  
 109 Bloomsbury Theatre and Studio  
 110 Academy Mews Rehearsal  
 111 Goods Way  
 112 Shaw Theatre  
 113 The Place Dance Company  
 114 Theatro Technis @ 26 Crowndale  
 115 English Folk Dance and Song Society  
 121 Etcetera Theatre

#### Art Galleries, Exhibition Space, Museums & Historic venues

1 The Crick Café & Exhibition Space - The Francis Crick Institute  
 3 Wellcome Collection  
 13 NAMING RIGHTS  
 14 Season 4 Episode 6  
 21 The Makeshop  
 53 Bow Arts artist studios: Camden Project Space: The Lounge  
 101 SOAS Gallery  
 115 Vaughan Williams Memorial Library

#### Temporary Infrastructure: Markets, arts trails; installations; events

124 Frieze London



- 10.23 Figure 10.5 below illustrates the number of outdoor sports, gyms and leisure facilities. There are many children's playgrounds in the Euston Area boundary, the majority of which have been upgraded through HS2 funding. There are two Council owned leisure centres just outside the EAP area, in Somers Town and Pancras Square. There are several large facilities (Sports halls and pitches) in the less dense northern parts of the Euston area and multiple gyms and Studios serving the CAZ in the South. The Euston area is particularly poorly served. There is a range of indoor sports facilities in the Borough. They are well used and the [Camden Open Space, Sport and Leisure Study 2014](#) demonstrated that there are no areas of surplus provision. There is pressure on existing facilities in much of the borough, exacerbated by Camden's very high student population and the increasing popularity of after-work sport and fitness. Many facilities have to cater for a diverse range of users which can include school children, students, professional athletes and people needing to improve their fitness in response to health problems.
- 10.24 A report, produced by [Knight Kavanagh & Page in 2022](#) undertook a supply and demand needs assessment of sports facilities in the borough of Camden considered the current and future demographic of Euston and the HS2 development area. The Euston Area sports facilities Needs Assessment suggests that there is an unmet demand for accessible sports halls with adequate indoor pitches (4-court); high quality outdoor sports provision; and more localised gym and studio provision. This study also suggests that facilities across the Regents Park Estate and Somers Town are of a lower quality. As described in the People and Population (section 3) of this report, there are high proportions of students as result of close proximity to higher education institutions. University College London (UCL) has 50,000 students and 10,000 staff and is attracting more students every year. It reports 6,500 students involved in its competitive sports programme with over 75 sports teams across 40 sports.

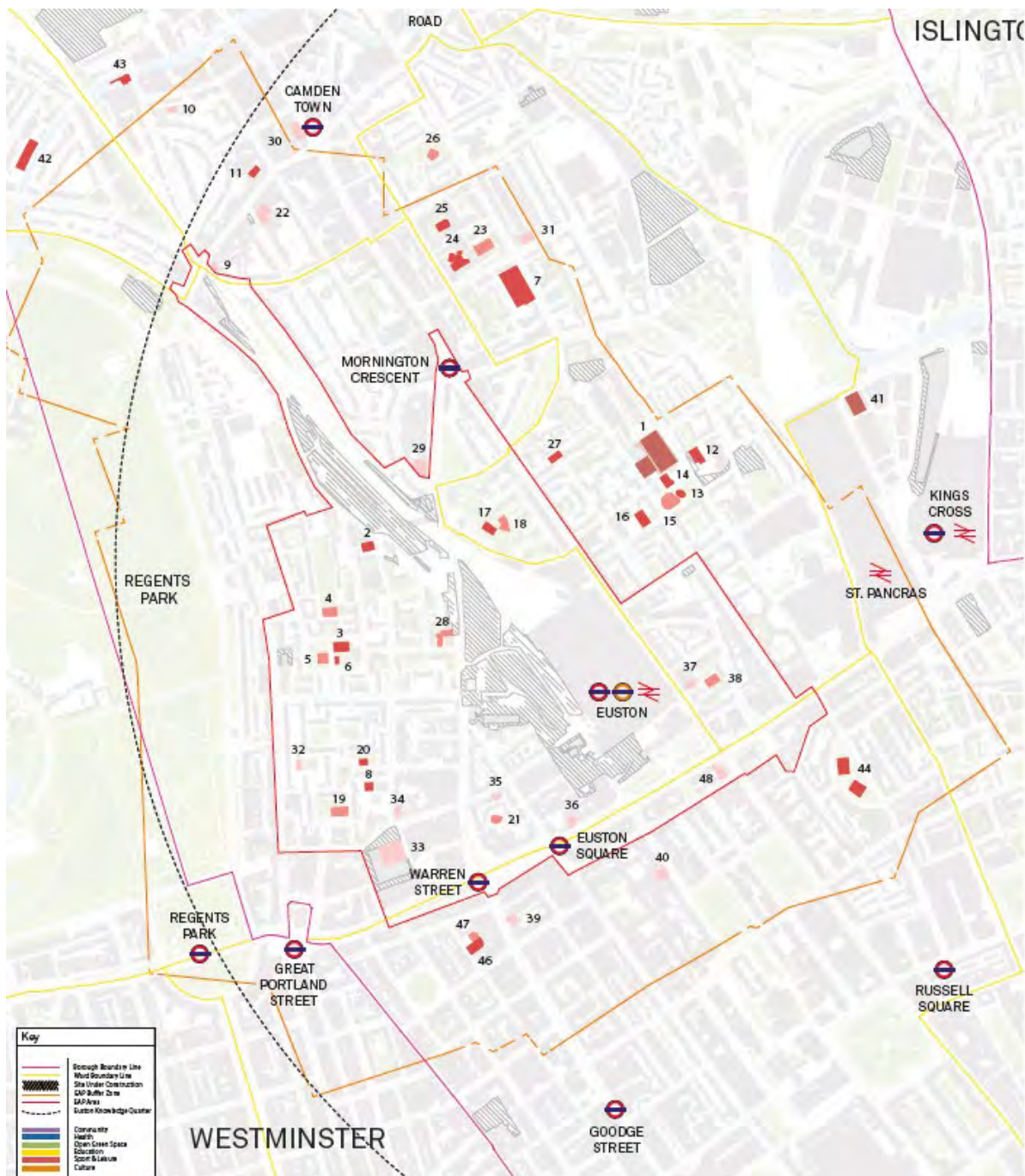


Figure 10.5 Outdoor sports, Gyms and Leisure facilities

### Key

#### Outdoor Sports (mugas, outdoor gym, courts)

- 2 Augustus House MUGA
- 3 Cumberland Market Basketball court
- 6 Outdoor Gym
- 7 Cumberland Netball Club
- 8 Stanhope MUGA
- 11 Cavendish School Astro
- 12 Edith Neville Sports pitch
- 13 Polygon Road Outdoor Gym
- 14 Plot 10 Community youth MUGA
- 16 St Mary & St Pancras School astroturf
- 17 Amptill Squae estate cage
- 20 Front Pitch - Cage
- 24 Plender Street Estate Sports
- 25 Pratt Street Sports
- 27 Cranleigh Street Basketball Court

- 42 Sports Grounds

- 43 The Pirate's castle

- 44 Tennis Courts Cartwright Gardens

- 45 Playfiveaside

- 46 Warren Sports Pitch

#### Outdoor Playground

- 4 Children's Playground
- 5 Plender Street Estate Play
- 15 Playground Polygon Road
- 18 Amptill Squae playground
- 19 Munster Square playground
- 21 Tolmers Square Play area
- 23 Cumberland Market Childrens Playground
- 26 St Martins Gardens Play
- 28 Varndell Street Playground - TBC
- 38 Churchway playspace

47 The Warren Playground

#### Gyms

9 Rumble Gym

10 TriYoga

22 The Basement Gym + Studio Camden

29 Metabolic London

30 PureGym - Camden

31 F45 Training Camden

32 Engine Room

33 The Gym Group

34 Steel Warriors

35 Ringtone Boxing Gym

36 Anytime Fitness Euston

37 1Rebel Euston

39 PureGym London Tottenham Court Road

40 Bloomsbury Fitness

48 Barry's Bootcamp

#### Indoor Sports Centres

1 Somers Town Community Sports Centre

41 Pancras Square Leisure Centre

## Policy Context

10.25 Social and community infrastructure includes the physical assets, services and facilities needed to support and sustain Camden's communities. The term infrastructure covers a range of different facilities and services. It ranges from community infrastructure, such as schools, libraries, and GP surgeries to more worship spaces, open spaces and leisure facilities. In order for Camden to grow sustainably, and accommodate further housing, economic development and population growth, it is necessary to ensure that the right infrastructure is provided at the right time, to benefit both existing communities and new residents.

10.26 Paragraph 96 of the NPPF seeks to ensure that planning policies aim to achieve healthy, inclusive and safe places that promote social interaction, are safe and accessible and enable and support healthy lives. The London Plan 2021 states that Boroughs should ensure that social infrastructure needs of the diverse communities of London are met through needs assessments. The London Plan highlights the important role that social infrastructure plays in developing strong and inclusive communities by providing opportunities to bring different groups of people together, contributing to social integration and the desirability of a place.

10.27 The Regulation 19 Submission draft Local Plan includes an [Infrastructure Delivery Plan](#) (IDP) which assesses the current level of infrastructure provision in Camden and identifies existing projects and future needs in order to support the delivery of the policies in the Local Plan. In addition the IDP supports the Council's broader aspirations detailed in We Make Camden along with the Council's other plans and strategies.

10.28 Policy SC2 in the Regulation 19 Submission draft Local Plan sets out the Council's approach to the protection and provision of social and community infrastructure in Camden and provides a list of social and community infrastructure projects to be delivered through the Infrastructure Schedule in Appendix 1 of the Local Plan. The draft new Local Plan defines "social and community infrastructure" as referring to a wide range of infrastructure (listed below) that provides a service to the community:

- childcare
- education
- adult learning and training
- healthcare
- emergency services including police stations
- civic uses
- youth provision
- laundrettes
- community halls and meeting places for the principal use of the local community
- libraries

- places of worship
- play spaces
- public toilets
- indoor and outdoor sports and recreation facilities
- public houses
- cemeteries, crematoria and burial spaces

10.29 Policy S1 of the Local Plan Regulation 19 Submission Draft seeks to ensure that the delivery of development in the area will be supported by the delivery of infrastructure in order to provide the facilities needed for communities. The policy recognises that the proposed new High Speed 2 station and existing station improvements at Euston are important catalysts for wider regeneration along with the transformation of Euston Road. Policy SC3 states that social and community infrastructure should be developed and modernised to meet the changing needs of Camden's communities and new development must include contributions towards new and improved social and community facilities and services to mitigate the impact of new development.

### Health

10.30 One of the strategic objectives of the [Camden Local Plan Regulation 19 Submission draft](#) is to "promote health and well-being and reduce physical and mental health inequalities through good design and place making; improving access to nature; enabling affordable healthy food choices; supporting people to lead healthy and active lifestyles; and improving access to healthcare and sports facilities."

10.31 The Camden Local Plan Regulation 19 Submission draft recognises the important role that the successful delivery of the policies in the Plan have in influencing determinants of health and wellbeing.. Policy SC2 is an 'Access for All' policy which was informed by engagement with local disability groups and sets out how the planning process will help to secure accessible and adaptable living accommodation, as well as types of specialised housing. More widely, there are a range of policies to improve inclusion and environmental quality.

10.32 The [Camden Health and Wellbeing Strategy 2022-30](#) sets out the shared principles, long-term ambitions and short-term priorities of the Camden Health and Wellbeing Board for improving health and wellbeing and reducing health inequalities. It presents the Council's health approach and identifies how we will respond to the disproportionate impacts of Covid-19, working closely with our residents and communities. It is a high-level strategy that identifies how we work together and with our communities to achieve better health and wellbeing for all.

10.33 The EAP recognises that 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. The Land Use Strategy includes health as an important cross-cutting theme and states that 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.

10.34 The Health Impact Assessment (HIA) with the Euston Area Plan Update assessed the potential health impacts of the Plan and found that overall, the updated Euston Area Plan has a positive impact on improving health and reducing inequalities, particularly the inclusion of Health and Wellbeing as a key strategic principle. On the recommendation of the HIA, the EAP (Principle EAP1G) was updated to more

explicitly reference the health risks from construction, loss of open space, and air quality impacts during the construction phase.

### Education

- 10.35 Paragraph 100 of the NPPF states that a “sufficient choice of early years, school and post-16 places are available to meet the needs of existing and new communities. Local planning authorities should take a proactive, positive and collaborative approach to meeting this requirement, and to development that will widen choice in education.”
- 10.36 The London Plan 2021 (policy S3) sets out to ensure that “there is a sufficient supply of good quality education and childcare facilities to meet demand and offer educational choice” and that Boroughs should prepare Development Plans that are informed by a needs assessment of education and childcare facility needs including an audit of existing facilities.
- 10.37 The Council has a statutory responsibility under the Education Act 1996 to ensure that the right number of school places is provided, thereby enabling a sustainable and efficient education system with financially stable schools. This includes ensuring there is fair access and that provision is made for children with special educational needs and disabilities (SEND).
- 10.38 Policy IE1 (Growing a Successful and Inclusive Economy) of the Camden Local Plan Regulation 19 Submission draft seeks to improve and create better access to education, training and employment. The Council has an Education Strategy called ‘Building Back Stronger’ which promotes 3 main principles of academic excellence and equity. 1) ‘A Fair Start’ which covers conception until Reception 2) ‘An Excellent School Experience’ – covering primary and secondary education and, 3) ‘Flourishing Lives’ which covers post-16 education and pathways to further education and careers.
- 10.39 The Council's flagship scheme for helping residents into work, training and education and to start a business is known as ‘Good Work Camden’. In addition, the STEAM (Science, Technology, Engineering, Arts and Maths) programme has been established to support young people to access opportunities into the knowledge economy through an innovative approach linking schools and employers.
- 10.40 The Euston Skills Centre is a state of the art community-based skills centre designed to help residents enhance skills needed in the construction industry, completed in 2023. Delivered in partnership with the United Colleges Group, the Euston Skills Centre is Camden's newest community-based skills centre which provides a functional space to equip local residents with training, skills and qualifications as well as supporting over 150 construction apprenticeships each year.
- 10.41 The centre was one of among 100 assurances from the Government secured by Camden to help protect the lives and livelihoods of residents and businesses affected by HS2 construction in the Euston area and a Skills Strategy is currently being developed with Delivery Partner to ensure that it is able to offer the appropriate training to meet future needs.
- 10.42 The EAP Update (Strategic Principle EAP1) seeks to ensure that new development includes any new education infrastructure required and an increased access to educational opportunities.

### Community spaces



- 10.43 The NPPF (paragraph 98) seeks to ensure that social, recreational and cultural facilities and services the community needs are provided. “Planning policies and decisions should: a) plan positively for the provision and use of shared spaces, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments”.
- 10.44 The London Plan 2021 (policy GG1) sets out to ensure that in order to help deliver strong and inclusive communities and increase active participation and social integration, planning must provide access to good quality community spaces, services, amenities and infrastructure.
- 10.45 Policy SC3 of the Regulation 19 Submission Draft Local Plan, supports provision of new, improved and extended social and community infrastructure where proposals promote community integration and inclusion. Spaces can provide facilities to reduce social isolation, improve health and wellbeing and enhance quality of life.
- 10.46 Both the Local Plan and Euston Area Plan Update site allocations set out requirements for new or replacement community facilities on certain sites (Amphill Estate Railway Edge and Surma Centre).

#### Cultural spaces

- 10.47 The Regulation 19 Submission Draft Local Plan sets out that Camden’s cultural offer is integral to its social and economic vitality. It supports creative industries, attracts visitors, and contributes to London’s global cultural profile. Strategic planning should continue to protect and enhance this infrastructure, ensuring accessibility, sustainability, and inclusivity across all cultural sectors. Policy SC6 seeks to protect existing cultural facilities and manage the impact on existing adjoining uses by applying the Agent of Change principle. The policy also supports new and expanded cultural facilities and highlights that large-scale facilities should be located in the Central Activities Zone or Camden Town. Strategic Principle EAP1 of the EAP Update requires submission of an overarching Retail, Leisure and Culture Strategy for Euston station to ensure that cultural facilities are appropriately located with priority for location in commercially-focused areas to add dynamism and people to these areas. The support of existing and creation of new cultural, leisure, learning and play facilities should be an integral part of development at Euston.
- 10.48 Camden has produced a draft Cultural Strategy 2026-31 which was published in 2025. It aims to embed culture at the heart of placemaking, wellbeing and inclusive opportunity in Camden. The supporting text of EAP Update Strategic Principle EAP1 recognises that “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.”

#### Meanwhile uses

- 10.49 Due to the significant length of construction and in recent years delays with HS2 at Euston, there have been opportunities to activate parts of the HS2 construction site to provide meaningful and active uses to mitigate for the disturbance and negative impacts, and maximise benefits for the community.

- 10.50 Part of the taxi rank in Euston Square Gardens as well as the Public Square have been decommissioned and being used for HS2 construction works. As a result, HS2 have constructed a temporary public garden with new planting and seating areas.
- 10.51 A temporary public garden was installed by HS2 on land previously occupied by the National Temperance Hospital for nine months. In addition, a temporary public garden has been created outside the former Maria Fidelis school as well as a new temporary growing area for the community adjacent to North Gower Street.
- 10.52 The former Maria Fidelis School Annexe building is currently being used as a Neighbourhood Makeshop for community and artistic making, run by local community organisation Old Diorama Arts Centre with Camden People's Theatre, supported by Community Champions Regent's Park and Hopscotch. As discussed in the Economy and Employment section above, a temporary two-storey building to house the Euston Skills Centre has been constructed. Also a Community Hub was opened in early 2025 in the former School gymnasium and ground floor hall. These all have planning permission for 10 years from 2021.
- 10.53 There are a number of other currently unused vacant sites across Euston however issues due to access, safety or significant costs have meant that they have not been brought forward for meanwhile uses. The Council continues to work with delivery partners to identify and deliver opportunities and the EAP Update highlights the importance of meanwhile uses across a multi-phase project such as at Euston.

#### Euston Social Value Charter

- 10.54 Underpinning the work being undertaken within the Euston Station red Line boundary - involving HS2, Network Rail, Transport for London (TfL) and Lendlease – a [Social Value Charter](#) has been developed by The Euston Partnership. This Charter has been developed 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.
- 10.55 It is intended that the Charter will be in place throughout the lifetime of the regeneration project at Euston, during construction and when the development is built out.
- 10.56 The Charter has 11 key objectives (see fig 10.6 below), which set out a number of outcomes that demonstrate a commitment to support Social Value improvements for Euston. They have been informed through conversations with the local community and stakeholders and bring together commitments made by Partnership Organisations into one place.
- 10.57 The Euston Partnership and member organisations have signed up to the Charter in order to:
- Seek to deliver economic, social and environmental benefit and the outcomes identified in this Charter in Euston by embedding Social Value into planning, construction and operational activities.
  - Engage with Euston residents, businesses and community representatives to establish the best ways to deliver Social Value, through co-design.
  - Ensure that relevant, fair and proportionate Social Value requirements are incorporated into member organisation procurement processes and

contracts, and in the joint requirements it sets for membership organisations.

- Work with internal staff across all Partnership organisations to improve understanding of Social Value and provide information, training and support.
- Through monitoring and measurement of Social Value outcomes, ensure that Social Value is delivered through the work of The Euston Partnership.

10.58 A Place and Social Value Panel was set up to facilitate joint working and collaboration to work to deliver the aspirations of the EAP and promote regeneration, growth as well as ensuring the delivery of social value for the area.

Figure 10.6: Social Value Charter



## Good Life Euston

10.59 The [Good Life Euston](#) index is connected to the Social Value Charter and can be used in part, to evidence and demonstrate the impact and performance of those signed up to the Social Value charter.

10.60 This piece of work aims to research what makes a good life for local communities and the lived experiences of regeneration in Euston. To achieve this twenty-two residents from Somers Town and Regent's Park Estate were employed and trained as 'citizen social scientists' by UCL's Citizen Science Academy to work as social

researchers. Following training the Euston Voices team has been collecting data about what supports and what prevents people from living a good life and how regeneration is impacting the local community.

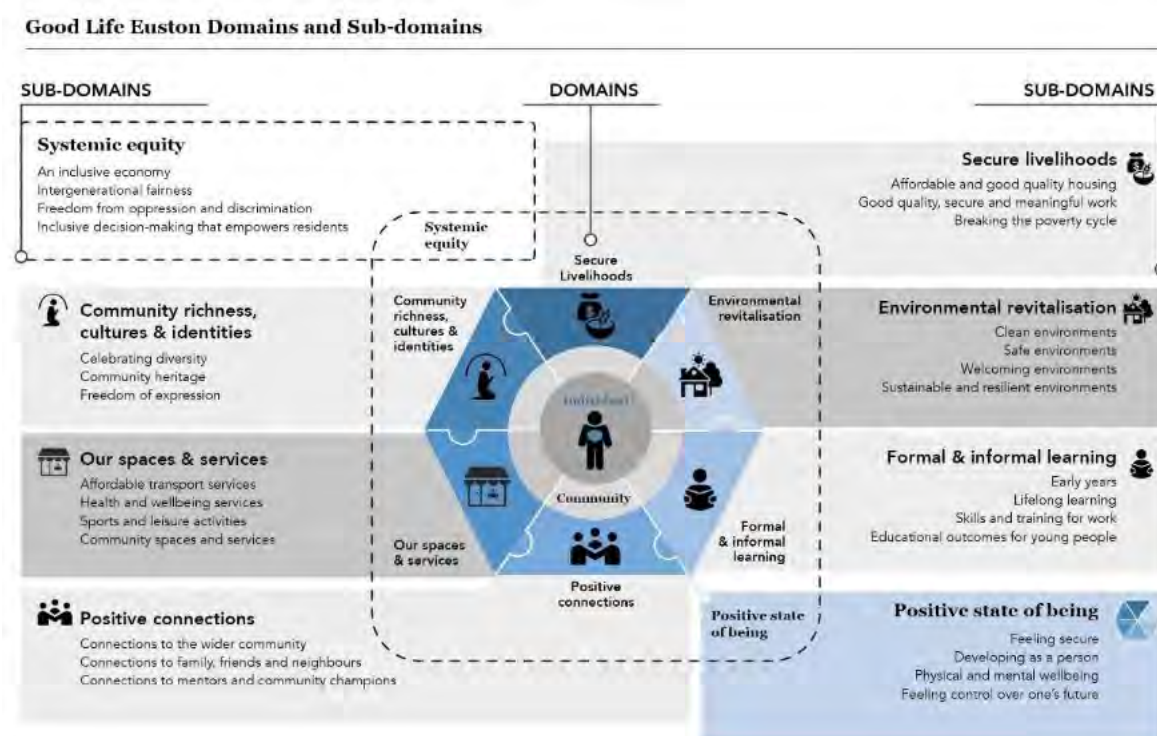


Figure 10.7. Diagram sharing the extent of lived experience being gathered through survey.

10.61 The project has completed its two phases of delivery; this included training residents to collect survey data from 3,000 households in Somers Town and Regent's Park Estate. The survey results will be used to measure the impact of regeneration on local communities. UCL's Institute for Global Prosperity will use survey results to build a 'Good Life Euston' Index showing how Euston's different population groups and areas are experiencing change.

### Key policy changes for Regulation 19 Submission Draft Euston Area Plan Update

10.62 As part of Strategic Principle EAP1E in the EAP Update, Social Infrastructure includes education, health and other social and community infrastructure and discusses the requirement to support development in line with Local Plan policies. EAP1 also highlights the need for new development to 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.

10.63 The section of the Strategic Principle has been revised to include opportunities for culture which provides opportunities that are rich, interactive, accessible to the whole community and build on existing cultural heritage. The Strategic Principle also adds the requirement for the Station Masterplan area application to include a Community Strategy that makes clear how appropriate Social Infrastructure will be delivered.

10.64 Since the EAP was adopted in 2015, various policy changes and shifts in focus have meant that additional sections are required to add to Strategic Principle EAP1. A number of proposed additions to the Land Use Strategy highlight more explicitly the need to ensure that the new development contributes 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, maximising social value and addressing concerns around safety and security. This recognises what we have been told through consultation about the perceived lack of local benefits associated with recent major developments in the area and the ongoing impact of HS2 works on local communities. The additions include:

- E: Social infrastructure - updated to include reference to opportunities for Culture which provides opportunities that are rich, interactive and accessible and attractive to the whole community, complementing and building on the existing cultural heritage of the area.
- F: Meanwhile uses - updated to reference different phases of Euston OSD and the need to ensure a cohesive and thoughtful approach to meanwhile uses to energise spaces, creating social and economic value, and opening up opportunities to new ventures.
- G: Health and Well-being - highlights the need for all aspects of development to promote health and wellbeing and that developments create healthy environments for people of all ages. Developments should consider the provision of areas for families, children, young people, and older people to socialise, play, and gather, especially outdoors.
- H: Safety and Security - Engagement with local communities has highlighted longstanding concerns, about crime and anti-social behaviour and particular concerns have been reported by women and girls. As a result, EAP1(H) includes reference to safety and security, ensuring that new development plays an active role in developing long-term strategies so that design, management, streets and spaces are safe and enjoyable to use. The EAP Update encourages opportunities to work with the more vulnerable members of the community to encourage more inclusive and safe designs of public spaces.
- I: Inclusive Growth and delivering Social Value - As referenced in Section 3, significant parts of the Euston Area are included in the 10-20% most deprived areas 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. A section has been included in Strategic Principle EAP1 on Inclusive Growth and Delivering Social value (EAP1 (I)). This aims to ensure that new development contributes to reducing inequalities and increasing life chances in local residential communities, maximising social value including supporting increased access to jobs and educational and training opportunities.



## 11 Open Space

### Key Issues

- HS2 construction has resulted in the loss of Open Space including St James's Gardens open space as well as half of Hampstead Road open space and part of Euston Square Gardens during construction.
- Re-provision of open space to mitigate for the loss will be important.
- Improvements to the quality of and accessibility to existing open spaces may form an important part of future open space strategy in the Euston area.
- Camden applies a standard of 9 sqm per occupier when assessing the appropriate contributions to open space from residential developments

### Site Context

- 11.1 Open spaces support biodiversity, help to tackle the climate emergency as well as providing a variety of areas in which to relax, socialise, connect, play, enjoy sport and take part in physical exercise. This benefits health and well-being, and reduces feelings of social isolation. The term "public open space" in the Local Plan refers to open space that can be used and enjoyed by all the community, which distinguishes it from privately accessible open space such as private or communal gardens or balconies that do not provide access for everyone. The council has over 76 parks and 300 green spaces.
- 11.2 Land Use Consultants (LUC) were commissioned by the Council in 2021 to undertake an [Open Space Study](#) to support the update of the EAP. The Study found quantity shortfalls located within the east and southern areas, with the western area being above the current quantity standard. The quantity of open space and play space (per resident) is significantly higher in the western area of the EAP boundary area largely as a result of Regent's Park. However, a notable amount of this area also experiences deficiencies in 'small local' and 'pocket' access to open space.
- 11.3 The assessment of the quantity of the current open space in the EAP area indicates the study area as a whole is below the existing quantity standard that would be required by new development (of 9m<sup>2</sup> per person) by 1.89m<sup>2</sup> per person (it should be noted that this is a comparison against the quantity standard within Camden's open space planning policy for new development and there is no local standard for existing open space).
- 11.4 It points to ONS data which indicates that around 73% of dwellings around Regents Park Estate, and around 79% of dwellings in Somers Town do not have access to private gardens. This is compared to 39% of Camden households with no access to private outdoor space and a London average of 21%. This is perhaps unsurprising in a Central London location where there majority of properties are not individual dwelling houses.
- 11.5 Figure 11.1 below shows all green spaces within the EAP boundary and local area. Open space in Euston is important in an area where space is limited and has been lost due to HS2 construction and open space has to meet a wide range of often competing demands. The importance of open space to the health and wellbeing of local communities is well recognised. Open space mitigation projects have been completed around Euston where open spaces were lost due to HS2 construction work.

In response to the pause to HS2 construction, the Council have been identifying opportunities for additional meanwhile space using unused construction areas. This is addressed in Section 10 (meanwhile uses in Community and Social infrastructure).

- 11.6 Regents Park is in close proximity to the west of the Euston Area and provides access to multiple facilities. However, as concluded in the Knight, Kavanagh and Page Needs Assessment “given its strategic significance and attraction for multiple communities and visitors it can struggle to connect with its local community. As such, residents can have a limited sense of ownership of what is a regionally significant facility, and it is a challenge for the Council to strike a balance in the level of provision”. This was also brought out during engagement with local communities about barriers to access Regents Park.
- 11.7 Figure 11.2 shows Open Spaces in the Euston area by typology. Within the area a notable amount of open space has some form of restricted access and is not freely accessible to all residents and visitors within the study area. These sites include allotments and social housing sites with secure resident (key fob) access. This reflects that there are several formal communal gardens and squares that are only accessible to some residents. Access to these sites is generally associated with house ownership, tenancy, or membership. This includes Park Square, Chester Terrace and Fitzroy Square Garden.
- 11.8 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 station scheme. Several open spaces have been lost as a result of works undertaken by HS2. These were located predominantly to the west and south of the Euston station site. Several of these were areas of grassland integrated within built up areas such as those adjacent to Stanhope Street, Granby Terrace and Harrington Street. Other open spaces that have been lost include:
- Hampstead Road Open Space.
  - St James Gardens.
  - Euston Square Gardens (east and west) - these are only temporarily lost during construction. The site is due to be re-provided in the same location following completion however as the station design has yet to be finalised, the exact approach to the re-provision of the Square is not finalised (as of 2025)
  - BHS Garden – note that this was not owned by Camden, it was designated in Camden’s Local Plan as Public Open Space.
- 11.9 Funding was also provided to Camden 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. Figure 11.3 shows the green spaces that have been improved as a result of HS2 funding.



### Key

#### Open Space

- 22 Amptill Square
- 23 King's Cross Square
- 24 Purchase Street Open Space "Brill Place park and garden"
- 25 Regents Place Plaza
- 26 Starcross Yard Temporary Open Space
- Play Space (for all ages)
- 27 Bramber Green (Judd Street Open Space)
- 28 Churchway Playspace

- 29 Clarence Square Gardens
- 30 Cumberland Market Gardens
- 31 Gloucester Gate Playground
- 32 Munster Square (Playspace & Gardens)
- 33 Polygon Park (Playspace & Park)
- 34 St. Martin's Gardens Playground
- 35 The Warren
- Productive green space / growing space
- 36 Clarence Allotment Gardens
- 37 Kendall House Allotment Gardens
- 38 Story Garden - Global Generation

Figure 11.1 Illustration showing all green spaces within the EAP boundary and local area



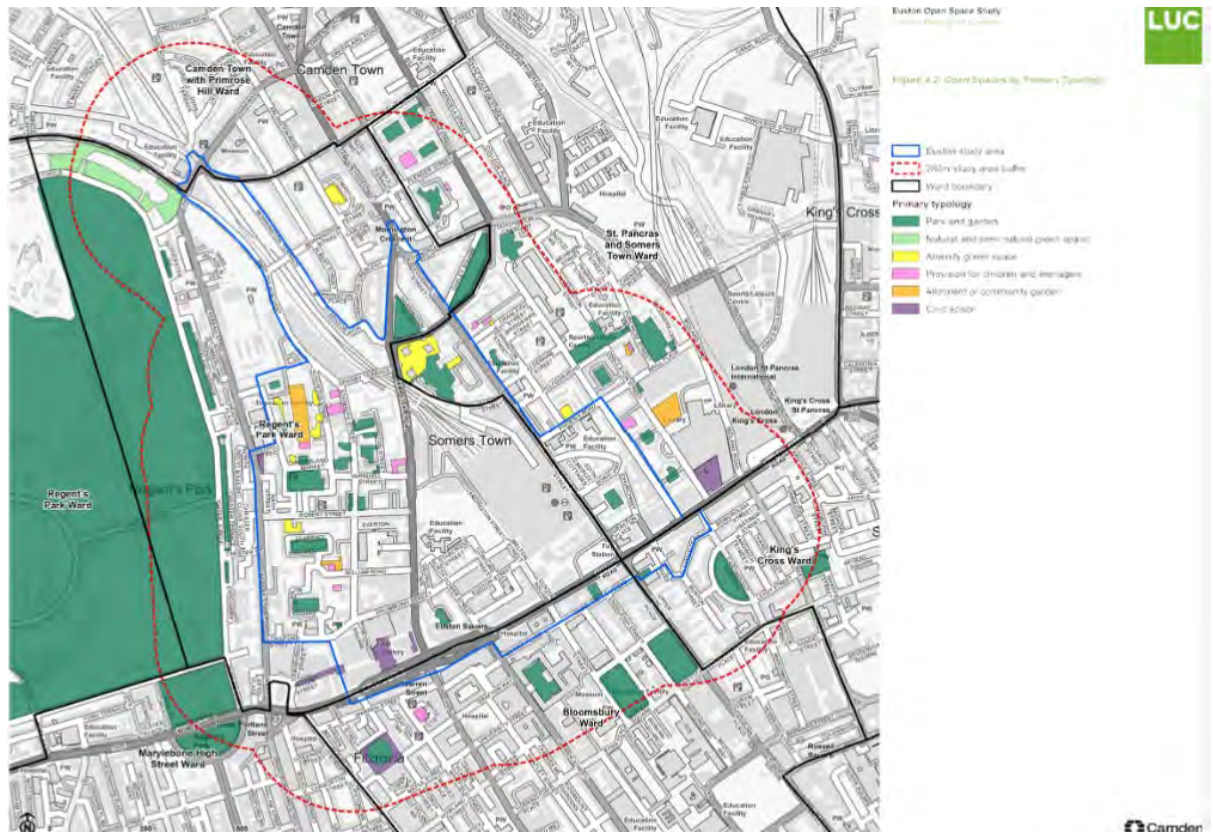


Figure 11.2 Open Spaces in the Euston area by typology

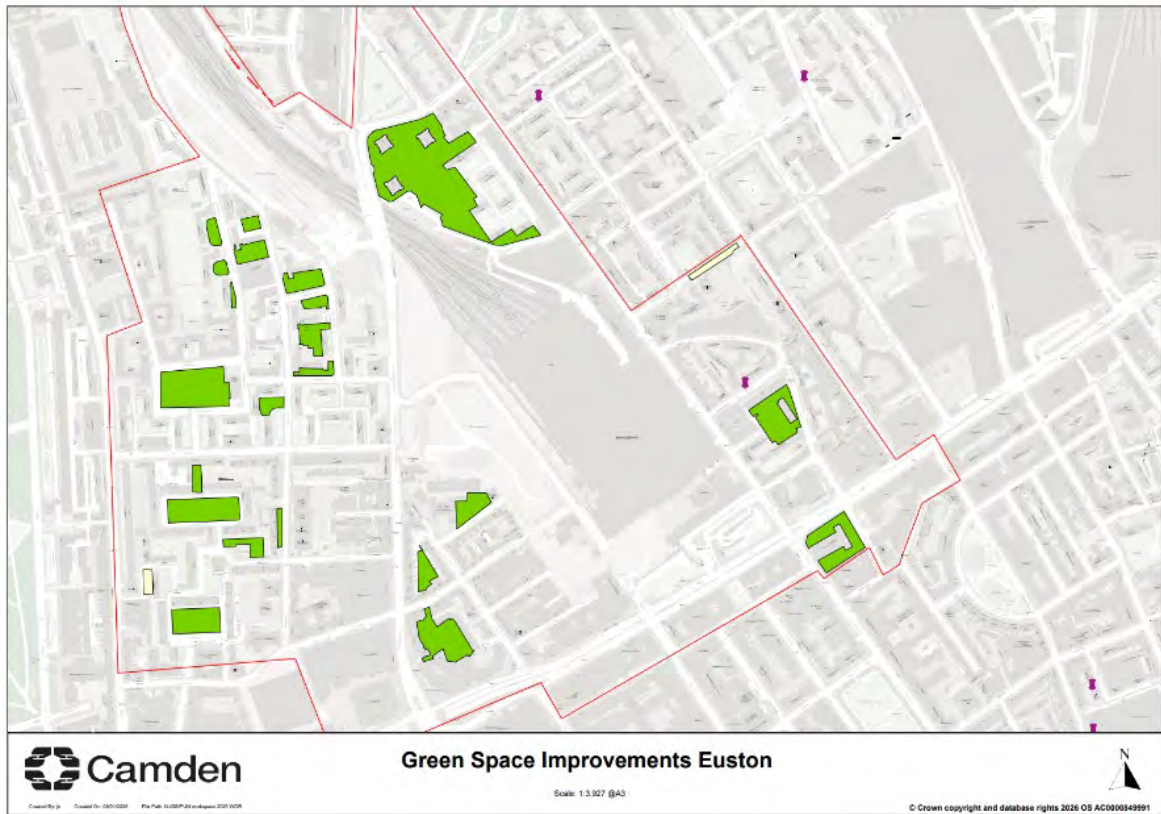


Figure 11.3 green spaces that have been improved as a result of HS2 funding

- 11.10 Following station revisions and the need for HS2 to find a more affordable station design, open space that was originally proposed in the area to the north of the station is now no longer a feasible part of the development. Whilst it is recognised that less land is enabled, and less is therefore available for development along with the Central Government changes to the funding approach at Euston, the EAP emphasises that an alternative location for re-provided open space will need to be found.

### Policy context

- 11.11 The NPPF (paragraph 103) recognises that “Access to a network of high quality open spaces and opportunities for sport and physical activity is important for the health and well-being of communities, and can deliver wider benefits for nature and support efforts to address climate change”. Government guidance Planning Policy Guidance 17: Planning for Open Space, Sport and Recreation (PPG17) sets out the need for high quality, attractive open spaces that are well managed and maintained and focuses on the specific need for local authorities to undertake assessments and audits of provision to understand local need, ensuring they are compliant with the policy requirements.
- 11.12 The London Plan features parks and green spaces feature heavily in policy with Policy G4 seeking for development plans to undertake needs assessments of open space and identifying where deficiencies are located. Emphasis is put on new areas of open space being publically accessible. The Mayor of London has committed to making 50% of London green as part of an overarching initiative to create a ‘National Park City’. Policy G1 (Green Infrastructure) of the London Plan states that area-based strategies should identify Green Infrastructure assets, their function and potential function and identify opportunities for addressing environmental and social challenges through strategic Green Infrastructure interventions. Policy G6 (Biodiversity) sets out that development plans should seek to address deficiencies in access to nature whereby deficiency areas are defined as areas that are not within 1km walking distance from accessible Metropolitan or Borough grade Sites of Importance for Nature Conservation (SINCs). Policy G5 (Urban Greening) sets out the London Plan’s requirements for significant development to deliver urban greening through London’s Urban Greening Factor (UGF).
- 11.13 Local Plan Regulation 19 Submission draft policies seek to protect existing open space and secure the provision of new and enhanced open space, play and sports facilities (Policies SC3 (Social and Community infrastructure) and SC4 (Open Space). Camden benefits from a wide range of public open spaces which perform an important environmental and social role for residents and visitors to the Borough. Open space requirement has been calculated by using Camden’s requirements of 9 square metres per resident and 0.74 square metres per job. The total population estimate is calculated at 2.33 persons per residential unit. This is the average household size in the Regent’s Park Ward as set out in [Camden Planning Guidance](#) (Public Open Space) 2021.
- 11.14 Camden (with the London Borough of Islington) have developed a new shared vision for parks and green spaces in the 21st century titled: [Our Parks for Health Strategy](#). This is central to meeting Camden’s commitments to reduce health inequalities as well as improve health and wellbeing overall. It is an important feature of our post-Covid-19 recovery and renewal plans and supports the London Recovery Programme’s aims to narrow inequalities and accelerate delivery of a cleaner, greener London.
- 11.15 The [Euston Area Plan Open Space study](#) in 2023 by LUC updates the evidence base for open space and play space to inform an updated EAP as well as audits and



assesses the quantity, quality, value and accessibility of open space across the EAP area. The study undertakes an assessment of projected future open space requirements, taking into account future growth and sets out the current and future 'need' for open space and provides recommendations on priorities for future open space requirements. A green infrastructure study for Camden is being produced as well as results from a Green spaces satisfaction survey which we will make available once completed.

- 11.16 Camden's Green Space Investment Programme 2026 – 2030 (GSIP) has been developed to ensure that future capital investment in our parks and green spaces best meets the We Make Camden objectives, Camden Missions and delivers investment within available funding. All of Camden's new green space projects will follow accessible design standards, addressing physical and non-physical barriers to the use of Camden green space and masterplanning and site wide improvement projects will be delivered with a specific focus on safety, particularly where the use of the site after dark is permitted. The location of seating, the provision lighting, the type of facilities on offer and the detailed design of green space all have a significant part to play in ensuring that all Camden residents feel that green space is a resource that they can use. The [Make Space for Girls](#) report has been instrumental in identifying the shortcomings of public space and parks for women and girls. The Camden Climate Action Plan focuses on the necessity for green spaces to help ameliorate the environmental impacts of flooding and urban heat, particularly through increasing canopy cover.

#### Key policy changes for Regulation 19 Submission Draft Euston Area Plan Update

- 11.17 Strategic Principle EAP5 (Open Space and Green infrastructure) supports the provision of new open spaces and enhancements to existing ones and considers that green infrastructure and ecology should be central to Euston's development. The Strategic Principle seeks to secure enhanced green infrastructure in line with Camden Local plan policies. Ambitions are set to ensure that public open space is planned as a key part of the masterplan for the area above and around Euston Station and requires the submission of a Public Open Space and Green Infrastructure Strategy and Management Plan.
- 11.18 Green Infrastructure and ecology are significant to development at Euston. Due to the increase in population density as a result of significant development at Euston within the EAP plan period, open space will need to contribute to health and wellbeing as well as providing amenity value for residents, visitors and workers, secure a net enhancement of biodiversity and help to mitigate for the noise and air quality issues of the area. The Strategic Principle seeks to ensure that an enhanced green infrastructure network will contribute towards a cooling effect to reduce overheating as well as contributing to urban drainage to mitigate for surface water flooding issues that occur in the area.
- 11.19 Mitigation for the open spaces lost as a result of HS2 construction is considered to be a key strategic priority in planning for future open space provision in the Euston area. The EAP Update sets out that open space should be calculated separately and in addition to any requirements for open space and biodiversity provision generated by new development and replacement housing which should be delivered in line with Local 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.

## 12 Transport and movement

### Key issues

- Euston is extremely well connected, with excellent National Rail, London Underground, and bus routes, and proximity to key destinations such as Central London, Bloomsbury, West End, Camden Town.
- The 2017 HS2 Act granted the government permission to build Phase 1 of the High Speed 2 between Birmingham and London Euston, including additional infrastructure upgrades to the wider public transport network to mitigate its impacts.
- There is a strong policy emphasis at the national, London and local level on promoting sustainable transport modes (public transport, walking and cycling).
- The Mayor of London and Camden Council seek to promote walking and cycling by improving infrastructure and the public realm. Key initiatives include the Legible London wayfinding scheme, the TfL Cycle Hire scheme, increasing provision for dockless bike and scooter hire, as well as infrastructural healthy street schemes such as wider pavements, public space improvements, better crossings and safer cycling facilities.
- There has been a notable increase in sustainable transport modes in the borough of Camden in recent years, whilst car use has reduced. The walking mode share among Camden resident trips has increased from a baseline of 42% in 2017 to 52% in 2024. Cycle trips have increased by 43% between 2019 and 2024 and the 3-year average cycle mode share for 2022-2024 is 5% of resident trips. Screenline counts show that motor traffic flows have decreased by 20% from 2017 to 2024 and the number of households that own a car has decreased by 21% in the 7 years to 2025.
- In line with London Plan standards, Camden expects developments in the Euston Opportunity Area to be car free.
- Euston Road and Euston Station present barriers to north-south and east-west pedestrian movement and create a poor local environment, which detracts from the potential benefits of the area in terms of proximity to nearby destinations.
- While rail travel has not fully recovered to pre-pandemic levels at Euston pressures remain high and London Underground travel is now higher than pre-pandemic. These pre-existing transport pressures and recent growth in London Underground passengers, in association with HS2 will create a need for significant infrastructure enhancements to enable the onward movement of additional passengers.
- HS2 could have significant implications for transport provision in the Euston area. The onward movement of passengers is a key issue, with additional passenger numbers creating a need for additional transport capacity to meet increased demand. Meanwhile, reductions in the project scope and budget mean that HS2 is now less likely to deliver the range of improvements previously planned (such as over station walking and cycling routes), meaning that infrastructure enhancements to cater to increased demand will need to be targeted in the areas where they matter most.
- In the longer-term, the Mayor's Transport Strategy promotes the delivery of Crossrail 2. Although this project was paused in 2020, space for it is safeguarded in the Euston Area, and should it come forward it would provide significant new rail capacity and help to mitigate the transport impacts of HS2.

## Policy Context

- 12.1 Transport policies at national, London and local levels all seek to promote a shift towards more sustainable transport modes. The revised 2024 NPPF states that development proposals and plan-making should adopt a 'Vision-led' approach to identify transport solutions to deliver well designed, sustainable and popular places as part of development proposals and plan making. Developments should be located and designed to give priority first to pedestrian and cycle movements, and access to high quality public transport facilities. The London Plan and Draft (at time of writing, November 2025) Camden Local Plan take a strategic approach to transport that requires new development to contribute towards fulfilling the objectives of the Mayor's Transport Strategy. The 2017 Camden Local Plan takes a similar approach, although it was adopted prior to the 2018 Mayor's Transport Strategy.
- 12.2 The 2018 Mayor's Transport Strategy (MTS) sets out a wide range proposals to make travel in London more sustainable and accessible as well as safer through the Vision Zero Action Plan. The MTS sets out mode share targets for sustainable travel (walking, cycling and public transport) to make up 80% of journeys in London by 2041. The share is higher for journeys within and to and from Central London (90-99% - see study for more details). The MTS also applies the Healthy Streets Approach, which is an evidence-based framework for which to assess streets against indicators related to human health, wellbeing, sustainable travel and climate resilience.
- 12.3 Policies T1 to T6 in the Regulation 19 Submission Draft Camden Local Plan set out Camden's approach to promoting safe, healthy and sustainable transport, outlining the key infrastructure needed. The draft plan includes policies on prioritising walking, wheeling and cycling promoting increased and improved public transport provision, parking and car-free development and sustainable freight and servicing. Unlike the 2017 Local Plan, the draft plan places increased emphasis by allocating a whole new policy (T4) on promoting shared transport, which has grown significantly in recent years. The Regulation 19 Submission Draft Camden Local Plan sets out where developers will be expected to contribute to both physical infrastructure, as well as Council resources to mitigate the impacts of new development (for example, to conduct Controlled Parking Zone reviews). It also sets out expectations around Transport Assessments, Travel Plans, Delivery and Servicing Plans and Construction Management Plans, for which more guidance is provided in the Council's [Planning Guidance Document for Transport](#). Both the Regulation 19 Submission draft Local Plan and [Planning Guidance](#) build on the Camden Transport Strategy 2019-2041, which sets out the Council's vision and objectives for transport in the borough up to the end of the MTS period, which will overlap with much of the regeneration taking place in Euston.

## Euston Transport Study

- 12.4 Transport for London and Camden have prepared a Transport Study for Euston, which sets out in more detailed the transport context for the Euston Area and the ways in which the Euston Area Plan would help to address this context and support growth and development in the area.
- 12.5 Travel choice in the Euston area and in Camden reflects high local transport accessibility. Data from the 2018 Rail Termini Study showed that 96% of onward journeys from rail travellers into Euston are made by sustainable modes (68%

public transport (of which 49% London Underground), 24% walking and 4% cycling). The rate of walking has increased over time with more passengers in 2018 making their onward journeys by walking than in 2010, while fewer take the tube.<sup>11</sup> This pattern aligns with a wider increase in walking mode share amongst Camden residents, which has increased from 42% of all trips (2017 baseline) to 52% (2024), already in excess of the Camden Transport Strategy's 50% target by 2041. Cycling made up 5% of resident trips on average in the three-year 2022-2024 period and public transport made up 30%.<sup>12</sup>

### Public transport in the Euston area

- 12.6 Almost all of the Euston Area Plan area has an excellent public transport accessibility level (PTAL of 6a/6b) due to proximity to public transport links to national rail, Underground and bus services, apart from a limited area to the west around Regent's Park Barracks, which has moderate accessibility (PTAL of 3)
- 12.7 Euston, Mornington Crescent, Euston Square and Warren Street stations are all within the study area, and King's Cross and St Pancras stations are within close proximity to the east. Five London Underground lines serve the area: the Northern and Victoria lines at Euston and the Metropolitan, Circle and Hammersmith and City lines at Euston Square. The area is also well served by bus routes. Section 3 of the Transport Study Appendix shows the location of key public transport infrastructure in the study area.

### Shared transport accessibility

- 12.8 The Council has begun monitoring shared public transport accessibility levels in recent years, through a 'STAL' scoring system that works similarly to TfL's PTAL rating, with a view to monitoring and promoting the expansion of shared transport across the borough. The areas around Mornington Crescent, Euston Station and all along Euston Road have a high score of 4 to mostly 5 and 6A. However, areas of Regent's Park north of Drummond Street have lower scores of 1A-3. A target STAL of 6A has been set for the whole of the Euston Area.

### Euston Station

- 12.9 Euston Station provides access to mainline and commuter, London underground, overground and National Rail services (see Section 3 of the Transport Study Appendix for a map of existing rail and tube services).
- 12.10 Euston Station is one of the busiest London rail termini, which leads to significant crowding on London underground services at peak times. Access to Euston underground services is currently within the National Rail station footprint, and is the only station on the network without a dedicated Underground access. Passenger counts from government's rail passenger survey and from TfL's Network Demand Dashboard are also included in Section 3 of the Transport Study Appendix, along with existing rail crowding in the AM peak. By 2041 severe crowding is expected on the Northern Line travelling northbound and southbound through Euston in the AM peak, with the Victoria and District line also being forecast to experience significant crowding in an Upper EAP scenario (even if it is

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<sup>11</sup> Transport for London, 2018. Central London Rail Termini Final Results

<sup>12</sup> Camden, 2025. [Camden Transport Strategy Annual Update 2025](#)

unlikely this would wholly be driven by the EAP development (for more details see the Appendix).

- 12.11 The 2021 London Plan's Strategic Policy T1 on Strategic Approach to Transport notes the important role of high-quality interchanges in helping rebalance the transport system to more sustainable modes. The plan notes Euston's importance as a major national and commuter rail terminal and the opportunity to intensify the area and transform Euston into a world class transport interchange. To complement this, TfL has produced Interchange [Best Practice Guidelines](#) in 2021.
- 12.12 The Draft Camden Plan notes the importance of building new infrastructure in Euston including improvements to the mainline station with the arrival of HS2.
- 12.13 A number of studies have historically been carried out by TfL regarding Euston Station and interchange issues, including Euston Interchange: Option Development Summary Report (October 2008); Euston Interchange Report (2010); and Euston Station PERS Report (2008) Transport for London/ TRL. Key issues highlighted in these reports remain relevant and include:
- A poor taxi environment
  - A need to improve/ reconfigure the existing bus station and increase capacity
  - A need to improve the station entrance/ bus station to reduce conflicts between pedestrians, buses and general traffic
  - A need to improve the environment for pedestrians including permeability, legibility and crossing capacity across Euston Road and Euston Square Gardens.
  - Personal Security is compromised at the public spaces near the station, where lighting and surveillance levels are poor.

Further feasibility work is ongoing to establish how best to integrate all transport components in the future Euston Masterplan Development.

#### Proposals for improvements to Underground and rail links

- 12.14 As part of the Four Lines Modernisation programme, TfL is upgrading the Circle, District, Hammersmith and City and Metropolitan lines. This programme includes introducing new trains, new tracks and drainage, and new signals, which will bring improvements in terms of capacity and journey reliability and speed. These improvements are in progress, and some have been completed. An upgrade to the Victoria Line was also completed in 2015. While there were plans to upgrade the Northern Line at the time of the previous EAP's adoption, these are no longer committed.
- 12.15 The Mayor's Transport Strategy promotes the delivery of Crossrail 2, a new line which would provide significant new rail capacity on a corridor running from northeast to southwest London. The Crossrail 2 project has been paused since 2020 but space is being safeguarded in the Euston Area should it restart.
- 12.16 In the October 2024 budget, the [government committed to funding](#) tunnelling between Old Oak Common and Euston to ensure that Euston is the terminus for the HS2 rail link, following announcements by the previous government in the



[Network North Paper](#) that this piece of infrastructure would be descoped. The additional passenger numbers associated with HS2 would place significant additional pressure on existing public transport infrastructure at Euston.

### Bus connections

- 12.17 Euston Road is well served by buses with a comprehensive, high frequency network serviced by intermittent bus lanes in each direction on Euston Road. Fifteen bus services currently serve Euston Station, of which 8 directly serve the bus station within the site. They include routes that serve Euston station include east-west connections towards Baker Street/ Paddington and King's Cross/ Angel and the City, and north-south links connecting with Camden Town and the West End and Bloomsbury. There are currently 12 bus stops within the bus station zone, six of which are within the footprint of the bus station. Recent data from TfL shows that the main bus station currently services c. 14,700 passengers on weekdays, equating to 4.8 million passengers annually. (More details about bus services and existing stops are shown in Section 3 of the Transport Study Appendix).
- 12.18 Feasibility work is underway to understand what the best configuration of bus station could be in the future Euston end-state that both meets operational requirements and enhances accessibility for pedestrians and cyclists. Outcomes of this work will inform the final design of the Euston Masterplan Development. It is likely that this will have a linear layout at the southern end of the Euston Masterplan Development, along the northern edge of Euston Square Gardens. Camden's preference is for a one-way bus station as this will reduce the impact of the bus facility on the public realm and pedestrian permeability.

### The Road Network

- 12.19 Camden's Transport Strategy primarily influences the road network controlled by Camden and seeks to increase the sustainable transport mode share from 85% in 2017 to 93% by 2041 (this is both higher and lower than some of the MTS targets that apply to the Euston Area (depending on the type of trip – see above). The strategy includes policies to encourage walking and cycling, reduce car ownership and use, improve accessibility and inclusion, reduce road casualties in line with Vision Zero, reduce and mitigate the impact of transport-based emissions and noise, deliver an efficient and well-maintained highway network and ensure transport in Camden supports economic growth.
- 12.20 The Euston Area is well connected to the Transport for London and the Borough Principal Road Networks with the A400 (Hampstead Road), A501 (Euston Road) and A4200 (Eversholt Street) encircling the Opportunity Area. Euston Road is located on the boundary of the Congestion Charging zone and provides an important east west traffic connection. As of 2021 the Mayor's Ultra Low Emission Zone (ULEZ) covers all of Camden. The section of Euston Road that is within the Euston Area Plan boundary caters to 37,000-45,000 vehicles per day and is part of the London Inner Ring Road.
- 12.21 Section 3 of the Transport Study Appendix shows the Road Network surrounding Euston Station. The Camden Transport Strategy highlights the severance impacts of Euston Road, due to being hard to cross and traffic dominated. This severance not only affects commuters but some of the most deprived communities of St

Pancras and Somers Town and the Regent's Park Area, who are disconnected from services and amenities in the south of the borough. As indicated in Section 3 of the Transport Study Appendix, Euston Road also suffers from significant air quality issues associated with traffic emissions.

- 12.22 TfL collision data has been analysed for the 5 years to the end of September 2024 for the Euston Area. During this period a total of 279 collisions were reported within the approximate boundary of the EAP. This includes two fatalities in 2020 and 44 serious injuries. Fatal collisions occurred at the Melton Street / Euston Road / Gordon Street junction (TLRN) and on Eversholt Street near the junction with Lancing Street (a Camden road). The collision at the Gordon Street / Melton Street junction involved a cyclist and TfL have taken measures to make this junction safer by introducing footway buildouts and banned turns. The Eversholt Street collision involved a passenger inside a bus or coach.

### Reducing car use

- 12.23 The Camden Transport Strategy sets a goal to reduce traffic flows by 20-25% between the baseline year of 2017 and 2041. Between 2017 and 2024, screenline counts already show a 20% reduction in total motor traffic flows.<sup>13 14</sup>
- 12.24 Car ownership in the wards that cover Euston is low. In St Pancras and Somers Town Ward (to the east) only 27.2% of households have access to a car or van and in Regent's Park Ward (to the west), it is only 29.5%. In both cases this is lower than the Camden average of 36.4%, which itself is lower than the London average. In the wards to the south of Euston Road, access to a car or van is even lower – 22.7% in King's Cross Ward and 18.3% in Bloomsbury Ward. The Camden Transport Strategy target is for only 17% of households to own a car by 2041 (i.e. for 83% of households to be car-free). Overall, car ownership in Camden has reduced by 21% in the 7 years to 2025.
- 12.25 Camden's Regulation 19 Submission Draft Local Plan sets policies for car-free development mean that new developments do not have car parking provision except for disabled people where necessary or for essential operational or servicing needs and that the Council will not issue on-street or on-site parking permits to future tenants. The Local Plan's policies also include requirements for developments to provide electric vehicle charge points and expectations that developments will not include boundary treatments that introduce vehicle crossovers onto the footway. The Draft Local Plan also includes provisions for developments to contribute to Council Resources for Controlled Parking Zone reviews, which may be necessary to mitigate the impact of development.

### Walking links and public realm

- 12.26 The Opportunity Area is close to many trip attractors and is accessible from UCL and Somers Town within a 5 minute walk, the British Library, Regents Park, King's Cross and St Pancras within ten minutes, the British Museum within 15 minutes, and Oxford Circus within a 20 minute walk.
- 12.27 Euston Road currently forms a barrier between central London and the Euston Station area, in combination with the existing bus station and Euston Square Gardens (See Section 3 of the Transport Study Appendix on urban design for

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<sup>13</sup> Camden, 2019. Camden Transport Strategy

<sup>14</sup> Camden, 2025. [Camden Transport Strategy Annual Update 2025](#)

further analysis of permeability issues in the Euston area). Euston Station also acts as a barrier to east-west movement, cutting off the communities of Somers Town and Regent's Park estate.

12.28 A number of road safety, pedestrian accessibility and public realm improvements have been delivered and are proposed in and around the Euston area. These are included in the Camden Transport Strategy Delivery Plan for 2025-2028 and also form part of the Euston Healthy Streets Vision, which is held jointly by TfL and Camden as part of the Euston Healthy Streets Project.<sup>1516</sup> Projects still to come forward are listed below (see Sections 4 and 5 of the Transport Study Appendix for more details)

12.29 Schemes delivered as part of the joint Camden and TfL Euston Healthy Streets Project:

- Euston Road Short Term Upgrades – pedestrian and road safety improvements to key junctions on Euston Road, with a further set of long-term measures to come to compliment the end state of Euston
- Small Change Big Impact improvements along Euston Road (buildouts, greening and accessibility)
- Long-term schemes on major routes – including for Hampstead Road and Eversholt Street, to be delivered after the most significant HS1 construction, to leave a legacy of improved road safety, greater pedestrian and cycle amenity and priority for busesHealthy streets schemes delivered by Camden in the neighbourhoods surrounding Euston Station (Somers Town, Regent's Park, Bloomsbury, Fitzrovia), including road safety, accessibility, traffic reduction, cycle segregation, shared mobility and public realm schemes. This includes, importantly, an alternative walking route south of Euston Road.

12.30 The Mayor's Transport strategy aims to improve the quality and provision of information and resources for walking, especially at stations, interchanges and in town centres, including though extensions to the Legible London wayfinding scheme. Legible London signage has been rolled out across a variety of locations in Camden, including Euston.

### Cycling links

12.31 The promotion of cycling forms an important part of the transport strategies both for the Mayor of London and Camden. The Euston area is well served by the TfL Cycle Hire Scheme, with the Belgrove Street hire station near King's Cross having the highest total usage of 197,888 hires annually prior to the pandemic. HS2 also have commitments to expand the TfL cycle hire docking station network. As noted above, Shared Transport Accessibility Levels are good in the southern half of the Euston Opportunity Area, with 14 dockless bike and scooter bays distributed across the area, but even so, these bays are often overflowing due to high demand and more need to be added, along with other shared mobility options, to the northern area.

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<sup>15</sup> Camden, 2024. [Camden Transport Strategy Delivery Plan 2025-28 and Local Implementation Plan](#)

<sup>16</sup> Camden & TfL, 2021. [Our Vision for Euston Healthy Streets](#)

- 12.32 The Euston area is accessible to the British Library, Regents Park, Kings Cross and St Pancras within a 5 minute cycle, Camden Town, Oxford Circus within ten minutes, Westminster within 15 minutes and Victoria Station and Waterloo within a 20 minute cycle.
- 12.33 Euston Station is located close to London Cycle Route 6, which runs from Kentish Town to Elephant and Castle. Some streets to the south of Euston Road form part of the Central London Grid, which is a mix of Quietways and Superhighways in the City and West End. There is a dense network of existing cycle routes south of Euston Road, such as C52, which runs south from the Wellcome Collection to the Thames, C41 / C6 which connects northern Camden to Bloomsbury, crossing Euston Road at Midland Road / Judd St, and the newly enhanced C27, which runs east-west through Bloomsbury, connecting King's Cross to Paddington. The C41 is a further cycle route north of Euston Road, which runs along Phoenix Road between Midland Road and Eversholt Street.
- 12.34 The recent introduction of segregated cycle tracks on Crowndale Road has improved east-west provision to the northeast of the EAP area but overall east-west provision for cyclists north of Euston Road is intermittent. There is currently no dedicated cycle infrastructure on Euston Road or Eversholt Street. While there is temporary cycle infrastructure on Hampstead Road, this is often partially suspended due to HS2 works. TfL is bringing forward a long-term scheme for Hampstead Road including permanent segregated cycle infrastructure following the main HS2 construction. The Council is also working on a range of other cycling improvement schemes including on Eversholt Street and Albany Street.
- 12.35 In addition to the Cycle Hire Scheme, the London Plan, and Draft Camden Local Plan policies seek to increase the availability of cycle parking as part of new development, and to enhance cycle links. Cycle Parking standards are set out in Table 10.1 of the London Plan 2021, with local standards set out in the Council's Planning Guidance for Transport.
- 12.36 In addition to the general growth in cycling trips noted above, trips made using dockless micromobility services have grown significantly in recent years from over 300,000 trips in September 2023 to over 600,000 in September 2025.

## Taxis

- 12.37 The taxi drop off and pick up facilities at Euston Station currently operate out of an interim taxi rank on the eastern side of Euston Square Gardens, where they are expected to stay until the completion of the regeneration and arrival of HS2. Some facilities for passengers with reduced mobility are located on the western side of the gardens.
- 12.38 Feasibility work is underway to determine the optimal layout for a future taxi rank and potential PHV drop off and pick up facilities. These (separate) facilities will need to be accessible but not overprovide for these modes and will need to avoid making them more attractive than more sustainable options. This work will inform the final design of the Euston Masterplan Development. Separate management systems will also be needed to manage ranking and pick up and drop off for both modes.

## Freight movement

- 12.39 In general across London, and in Euston, freight traffic is expected to increase in the coming decades and Euston Road is expected to retain a strategic function in relation to freight movement in the coming decades. Currently, LGVs make up 15-20% of road traffic counts at monitoring sites on Euston Road and Hampstead Road, while HGVs make up 2-4%. Off-street delivery facilities currently exist under the station concourse and on the parcel deck above station.
- 12.40 The High Speed 2 – Identifying opportunities for freight at Euston and Old Oak Common, University of Westminster, 2013 report identified that Euston Station generates approximately 650 delivery, collection and servicing trips per week and the average dwell time of goods vehicles is approximately 20 minutes.
- 12.41 New development at Euston will generate some freight and servicing trips, the impacts of which will need to be managed and mitigated. It is expected that 11% of trips to and from the EAP area in the 2041 Upper EAP development scenario will be made by LGVs, while a further 5% will be made by HGVs (these figures do not include through trips). The need to better manage the impacts of freight and servicing is acknowledged in the Mayor's Freight and Servicing Action Plan as well as Camden's draft Freight & Servicing Action Plan (FSAP), with key measures including the reduction, re-moding and re-timing of deliveries (including through consolidation initiatives).

#### Sustainable freight trials

- 12.42 For the reasons outlined above, the Council is in the early stages of investigating the feasibility of different sustainable freight measures for the area to mitigate the impacts of freight in the long term. This includes introducing a micro-consolidation centre. The Council is researching the feasibility of piloting this ahead of the full redevelopment of Euston and local as well as Euston Masterplan Development stakeholders will be engaged in this process.
- 12.43 Other on-going Council initiatives to promote sustainable freight include the Borough's own consolidation centre which reduces the impact of last-mile deliveries to public service destinations across Camden and Islington by shifting these onto cargo bikes or low / zero emissions vehicles. The Council is also rolling out electric charge points and cargo bike trials, including shared cargo bike trials accessible to the general public for pay-as-you-go hire through the Ourbike scheme, and a 'try before you bike' scheme which offers businesses and residents cargo bikes on loan.
- 12.44 The Council is a member of the CLOCS and FORS schemes as well as of the London Lorry Control Scheme, which controls HGV movements at night and on weekends on specific roads in London. In the early 2010s, a sustainable freight trial took place in Euston Station as part of a Cross River Partnership led a Last Mile Logistics (LaMiLo) project, funded by the [European Union's Interreg IVb programme](#). This investigated initiatives to reduce the impact of 'last mile deliveries' by combining larger rail freight deliveries into Euston station with last mile distribution using small goods vehicles. The project did not continue, but it is expected that some enabling works will take place during 2026 to allow some freight by rail as part of the HS2 construction process



## Key policy changes for Regulation 19 Submission Draft Euston Area Plan Update

- 12.45 There is closer alignment with Camden Transport Strategy, 2019 - 2041 (and supporting action plans) and to ensure alignment with and delivery of the Mayor's Healthy Streets Approach.
- 12.46 Reference is made providing the new facilities needed to accommodate increased travel demand within the station site to mitigate impacts on the public highway.
- 12.47 There is more text on measures to reduce the dominance of motor traffic and support the majority of journeys within the EAP area are made by walking, cycling and public transport. Introduces the Euston Healthy Streets scheme as being central to delivering this vision on Euston Road, Hampstead Road and Eversholt Street.
- 12.48 There is increased focus on enhancing all above-ground walking routes, especially in a scenario where no underground link is provided.
- 12.49 Creating interchange facilities for buses and taxis that are both efficient, accessible and integrate seamlessly with the Euston Masterplan Development, that have regard to Camden's Road User Hierarchy and enhance the public realm.
- 12.50 Seeks to provide new bus facilities and improved facilities for and safety of pedestrians and cyclists. Highlights the need to ensure bus facilities do not encroach upon Euston Square Gardens, wording introduced which supports a one-way linear arrangement.
- 12.51 Leveraging opportunities for new and emerging mobility to contribute to achieving healthy streets objectives.
- 12.52 More focus put on improving road safety and substantially reducing all road casualties in Euston and progressing towards zero killed and seriously injured (KSI) casualties.
- 12.53 The need to provide cycle infrastructure improvements appropriate to the street context, including physically segregated tracks or lighter touch delineation in low traffic areas, junction safety measures such as separate signals and advanced stop lines, cycle parking.
- 12.54 Seeks to ensure that provision for taxis and PHVs does not compromise the level of improvements that can be provided for walking, cycling and public transport.
- 12.55 Highlights the importance of provision (including drop-off/pick-up and ranking) within the station site, with most of the provision (except for passengers with reduced mobility) to be provided on the western side of the station.
- 12.56 Requires strategy for managing taxis and PHVs at Euston Station to be developed, implemented and managed by the Euston Partners.
- 12.57 Seeks to provide access to/from the station by micro/shared mobility, such as e-scooters, dockless and docked bike hire and includes reference to future proofing new mobility (incl. Micromobility & Autonomous Vehicles).
- 12.58 Indicative freight consolidation (focused on edges & north)

- 12.59 The policy seeks to ensure that measures are introduced that enable a reduction of and mitigation of the impact of transport-based emissions and noise in and around Euston.
- 12.60 There is an emphasis on delivering a sustainable transport system and streets that are accessible and inclusive for all.

## 13. Environment

### Key Issues

- In 2019, Camden declared a “Climate Emergency”. As a result, Camden held the UK’s first Citizen’s Assembly on the Climate Crisis.
- The Citizen’s Assembly proposals informed a new Climate Action Plan for Camden which was published in June 2020 and sets a vision for a net zero Carbon Camden by 2030.
- The EAP Update highlights that development at Euston should be delivered in line with Regulation 19 Submission Draft Local Plan policies.
- Exposure to air pollution causes and exacerbates various health conditions including cardiovascular, respiratory and neurological illnesses
- Lower-income households are more affected by the health, learning and financial implications resulting from air pollution (amongst other determinants of health)
- An Air Quality Management Area (AQMA) has been established across Camden in response to the air quality in the Borough failing to meet the Government’s objectives of nitrogen dioxide (NO<sub>2</sub>) and fine particles (PM<sub>10</sub>).
- The Council has produced a Camden Clean Air Strategy 2019-2034 that sets out strategic objectives for realising the vision for a borough in which no person experiences poor health as a result of the air they breathe and the Camden Clean Air Action Plan 2023-2026 which describes the actions that we will take.
- Normal, everyday activities can be sources of air pollution. Health risks associated with indoor air pollution can be mitigated through simple behaviour modifications and/or technological improvements, and can be avoided through better design and adherence to building standard
- Surface water flooding is an issue in the area and potential mitigation measures such as SUDS and other rainfall harvesting processes are required in new developments.

### Site context

- 13.1 In the UK, greenhouse gas emissions have been declining since 2005. Camden saw a decline from 1,926 in 2005 to 995 in 2022, a 48% decline, and the latest annual change of -4.5%. Since 2005, borough-wide territorial carbon dioxide emissions have reduced 48% in Camden. As set out in the [Camden Climate Action, Adaptation and Resilience Annual Review 2023-4](#), across the Council’s own estate and operations, CO<sub>2</sub> emissions have reduced 63% since 2010.

### Carbon Emissions

- 13.2 Camden has the ambition to decarbonise its estate and operations in line with Camden’s net zero 2030 goal. The Council has continued to reduce its emissions from its estate and operations in 2023/24, [Camden’s Carbon Footprint report](#) for 2023/24 state that carbon emissions now stand at 11,873 t/CO<sub>2</sub>e. This represents a 64.5% reduction in emissions since 2009/10 and a 3.9% reduction when compared to carbon

emissions in the previous reporting year of 2022/23. The Council's carbon footprint covers operational energy use from its own estate and operations emissions from energy used in schools, council corporate buildings, leisure centres, hostels, fleet and street lighting. In 2021 the Council carried out a detailed review of our housing portfolio, which estimated the total annual carbon footprint to be 75,000 tCO<sub>2</sub>e annually based on [Standard Assessment Procedure](#) figures for council housing. This aligns with [estimated territorial emissions](#) for the Borough as a whole. It suggests that Camden's Council housing account for approximately 32% of household emissions in the borough. Whilst the Council does not report emissions from council owned housing as part of our corporate emissions. Nevertheless, the Council continues to invest in improving the energy efficiency of Council homes as part of the Climate Action Plan.

- 13.3 Decentralised energy (DE) or district heating is a method of providing heating and hot water in a more cost-effective and sustainable manner, reducing fuel poverty and environmental impact, as well as improving energy security. The Council is committed to promoting decentralised energy directly through its own heat networks and also by encouraging its expansion through the planning system. A Decentralised Energy Network (DEN) is now operational in Somers Town (just outside the EAP boundary), supplying heating and hot water to over 600 homes, a school and communities facilities in the Somers Town Area. The network supplies six housing estates: Monica Shaw Court, Oakshott Court, Clyde Court, Goldington Estate, Mayford Estate and Tessa Jowell Court. A Combined Heat and Power (CHP) unit has been installed which produces low carbon electricity supplying the Francis Crick Institute, who has also helped fund the scheme. In addition, DEN are also located on Gower Street, operated by UCL serving the main UCL Bloomsbury campus as well as some UCL Hospital buildings. There is also a Decentralised Energy Network in King's Cross as part of the Argent site-wide regeneration works. The energy centre for the site has been operating since 2012 and currently contains two CHP units with a third planned for future installation.

#### Air Quality

- 13.4 In Camden, an estimated 7% of deaths are attributable to particulate air pollution as stated in the [Camden Clean Air Action Plan 2023-2026](#). Air pollution is a major health concern and is linked to heart disease, stroke, respiratory issues, and cancer. In the UK, it has been associated with 28,000 to 36,000 deaths annually. Exposure to higher levels of air pollution, such as in dense urban areas, presents greater risks, exacerbating health inequalities. The annual average metric, accounting for population exposure, focuses on fine particulate air pollution (PM<sub>2.5</sub>), although other pollutants and indoor air quality are crucial considerations.
- 13.5 A safe level of exposure to particulate matter (PM) air pollution has not been found, i.e. there is still a risk, albeit a lower risk, of damage to health at low concentrations of PM, and risk of damage to health is believed to be more or less linear. It is therefore worthwhile from a health protection perspective to seek to reduce concentrations of PM and other pollutants to as low as possible to reduce health risks.
- 13.6 There is evidence that lower-income households are exposed to higher concentrations of air pollution indoors at home (e.g. Metcalfe and Roth 2025). Data from the Office for National Statistics (ONS) suggests that populations with a higher proportion of Black, Asian and minority ethnic (BAME) individuals are exposed to higher long-term average concentrations of nitrogen dioxide (NO<sub>2</sub>) air pollution.

[Ferguson et al 2021](#) highlighted five important factors for why people in lower-SES groups are typically exposed to higher levels of indoor air pollution: outdoor air pollution being higher in more deprived areas; inadequate housing increases indoor exposure (i.e.

inadequate ventilation, small home size); differential behaviours in lower-SES households (longer cooking times, higher prevalence of smoking); more time spent at home; increased prevalence of underlying health issues.

- 13.7 The whole of Camden has been declared an Air Quality Management Area by DEFRA. Euston Road is one of the Camden Air Quality Focus Areas. The construction of HS2 has considerably contributed to pollution in recent years in the Euston area. The area is identified as having high levels of pollution and human exposure.
- 13.8 In 2022 the main types of air pollutants of concern in Camden are nitrogen oxides (NO<sub>x</sub>), Particulate Matter (PM), Ozone, Volatile organic compounds and to a lesser degree, Sulphur Dioxide. In December 2022 there were over 250 diffusion tubes and six automatic monitoring sites throughout the Borough. These are mapped in [Appendix C of Camden Air Quality Annual Status Report for 2024](#). The Report also sets out that commercial buildings are the largest source of NO<sub>x</sub> (which refers to the combination of NO<sub>2</sub> and nitrogen oxide, NO) emissions in Camden, followed by road transport. Collectively, commercial buildings (48%) and road transport (31%) produce more than 75% of total NO<sub>x</sub> emissions. Construction is the largest source of PM<sub>10</sub> emissions in Camden (at 45%), closely followed commercial buildings (22%) and road transport (16%). 9% of PM emissions are 'Other' emissions that is mostly dust which had settled on road surfaces but which is disturbed (and becomes airborne) by the movement of passing vehicles. Commercial buildings are by far the largest source of PM<sub>2.5</sub> emissions in Camden, contributing half of all PM<sub>2.5</sub> from activities occurring inside the borough. The majority of this is from commercial cooking.
- 13.9 Air quality has improved steadily since 2010 in Camden due to the actions which have been taken to reduce air pollution, as well as improvements to vehicle engine standards, better regulation of emissions from home wood- and coal-burning, and from large-scale interventions such as the London Ultra Low Emissions Zone (ULEZ). However, everywhere in Camden currently exceeds the World Health Organization's guideline limits for air pollution, and this poses a risk for our health.
- 13.10 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 out to the North Circular Road. This has brought all the EAP area within the ULEZ zone and means that non-compliant vehicles have to pay a charge, for entering the zone. This delivers benefits in air quality and supports the delivery and use of low emission vehicles. [TfL](#) estimate that ULEZ has helped to reduce harmful roadside nitrogen dioxide (NO<sub>2</sub>) concentrations by:
- 27% across London
  - 24% in outer London
  - 54% in central London
  - 29% in inner London
- 13.11 It is important to note that indoor environments often contain air pollution too. An LSE study ([Metcalf and Roth 2025](#)) – an experiment involving 258 households in Camden found that indoor particulate matter (PM<sub>2.5</sub>) levels were typically higher indoors than outdoors, especially during evening occupancy time (when people are at home during evenings). Indoor concentrations were much higher for the lowest banding of household income.
- 13.12 Cooking food is the dominant source – not only from cooking on gas hobs (nitrogen dioxide (NO<sub>2</sub>), PM and carbon monoxide (CO)), but largely from the heating of oils and fats in food (and burning/charring foods), so grilling, frying, toasting etc. (with electric appliances) can all produce very high levels of indoor pollution (PM and VOC).



## Waste

- 13.13 In 2022/23, 93,390 tonnes of waste were collected in Camden, and households on average produced 355 kg of waste annually, with 28% of that recycled, reused or composted. The waste produced by households was 355kg in 2022/23, which is a reduction from the previous year's 405kg per household. Overall, there was a decline from 2015/16 which has stabilised around 350-400kg over the past few years. The most notable decrease occurred between 2015/16 and 2018/19, while the lowest waste production was recorded in 2020/21. Compared to London (509kg) and England (499kg), household waste in Camden was lower in 2022/23, and also when compared to other London boroughs – it was almost half of Newham's household waste (695kg). The share of household waste that was sent for reuse, recycling or composting in Camden was 27.7% in 2022/23, with 2023/24 projected to be 29%. This rate was lower than London (32.7%) and England (41.7%), but comparable to the inner London average (26%).

## Biodiversity

- 13.14 Due to HS2 construction, St James's Gardens on Cardington Street was closed in June 2017 and the Public Park and former burial ground has been lost permanently to make way for HS2 terminus station. The park was a former churchyard and contained mature trees, mostly London plane with weeping ash, holly and yew trees with extensive shrubberies providing nesting sites for birds. St James's Gardens was designated as a Site of Importance for Nature Conservation (SINC). In the 2015 EAP background report it was stated "that there are numerous (400+) species records for the area, including a number of protected and priority species (including bats, stag beetle, house sparrow, common toad, common frog, a number of bird species and cornflower)." Two open spaces included within the EAP area are designated Sites of Importance for Nature Conservation (SINC); Regent's Park (Metropolitan Grade SINC). St James's Garden which has been lost as a result of HS2 construction work was a Local Grade SINC. SINC sites just outside the EAP area boundary include St Martin's Square (Local), St Pancras Gardens (Borough Grade II) and Regent's Canal (Metropolitan). The majority of the study area is included within Bug life's B-Lines network. B-Lines are areas that have been identified as priority areas to restore wildflower rich pollinator habitat.
- 13.15 There are a number of trees within open spaces, estates and the streetscene and the role of trees that have been lost that contributed to biodiversity as well as providing an amenity for local people as a result of construction of HS2. In addition to St James's Gardens, Euston Square Gardens has also largely been lost due to the HS2 construction. HS2 have committed to providing quality replacement space. The loss of these spaces will have had significant adverse effect on biodiversity for the Euston area.
- 13.16 Between 2020 and 2023/4 a total of 2336 trees were planted by Camden Council as set out in the [Climate Adaptation and Resilience Plan Annual Review 2023-4](#). In 2024, Camden rehomed a Chelsea Flower Show Garden on Regents Park Estate, between Robert Street and Clarence Gardens. The garden includes drought-tolerant plants, grasses and native wildflowers planted in crushed concrete and sand salvaged from demolished buildings.

## Flood risk

- 13.17 In July 2021, Camden experienced surface water and sewer surcharge flooding affecting streets and properties. Reported incidents received by the London Borough of Camden and Thames Water indicated that 103 properties flooded in the Borough on the 12<sup>th</sup> July, of which 32 properties experienced internal flooding. These were predominantly located in the more northern parts of the Borough in Hampstead, Swiss Cottage, Kentish Town and Dartmouth park areas. Only 3 properties are reported to have flooded on the 25<sup>th</sup> July 2021 and there are no reports of internal flooding. The extent of the flooding triggered a requirement for the Council to complete statutory [Flood Investigation Report](#) which was produced for the Borough by AECOM in July 2022. The report investigates the causes of the flooding and make recommendations to improve flood risk management. The main risk of flooding in Camden is from surface water runoff and surcharge flooding from combined sewers which have exceeded their capacity due to heavy rainfall. The findings of the report was incorporated in to a new Level 1 Strategic Flood Risk Assessment (SFRA) for Camden in 2024. This Level 1 SFRA is used by Camden, as the Local Planning Authority, to enable application of the NPPF Sequential Test to steer development towards areas of lowest flood risk prior to consideration of areas of greater risk. An assessment of each of the site allocations has been completed.
- 13.18 The majority of the Euston Area has a low flood risk of surface water flooding with a few higher risk areas around Hampstead Road with the main risk of flooding from surface water after significant rainfall events, and incapacity in the combined sewer to remove rain water. Groundwater flooding is also a growing issue in Camden. Camden is not at risk of flooding from the Thames or any other open rivers or reservoirs.
- 13.19 There have been two other significant surface area flooding events in Camden in the past 50 years. The first occurred on 14<sup>th</sup> August 1975 and the second on 7<sup>th</sup> August 2002. Both events were caused by sudden extreme downpours. There is flood risk in the Euston Area in severe rainfall events. As a result, surface water management is an important design consideration in new development in the Euston area.

#### Noise

- 13.20 Camden is a busy Borough where homes, schools, workplaces, and entertainment venues sit close together. This mix means noise and vibration can affect daily life. The main sources of noise are road traffic and railways, construction sites, industrial activity and machinery (e.g., air conditioning units), food, drink, and entertainment venues and cultural events. The issues most often reported to the Council are with regard to music, construction noise, gatherings, parties, fixed machinery, and alarms. Over time, even small sources like air conditioning units can add up and cause harm to amenity.
- 13.21 The Euston area has experienced significant increases in noise levels since the start of HS2 construction. HS2 is required to undertake noise (and vibration) monitoring as necessary to comply with the requirements of the High Speed Rail (London-West Midlands) Environmental Minimum Requirements, including specifically Annex 1: Code of Construction Practice, in addition to any monitoring requirements arising from conditions imposed through consents under Section 61 of the Control of Pollution Act, 1974 or through Undertakings & Assurances given to third parties. The monitoring may be undertaken to monitor the impact of construction works, investigate complaints, incidents and exceedance of trigger levels or monitoring the effectiveness of noise and vibration control measures. The HS2 threshold levels for significant noise impacts, (defined in [Information Paper E23](#)) were exceeded due to HS2 works nine times during June 2025.

## Policy Context

- 13.22 In 2019 Camden declared a Climate Emergency and set up a Citizens Assembly. The Citizens' Assembly proposals informed a new Climate Action Plan 2020-2025 for Camden which was published in June 2020. The Climate Action Plan proposes a five-year programme of projects and activities around the themes of People, Places, Buildings and Organisations that deliver on the 17 Citizens' Assembly recommendations and bring to life the vision of a zero carbon Camden. As the Climate Action Plan 2020-25 concludes, carbon dioxide emissions have reduced across the Council's own estate and operations by 64.5% since 2010 (excluding Housing) with the support of our corporate retrofit programme, and borough wide emissions have reduced by 52%.
- 13.23 The [Climate Action Plan](#) 2026-30 proposes a refreshed framework for how the Council, communities and local organisations should work together over the next five years to help tackle and prepare for the climate crisis. It also proposes to create the enabling conditions for growth that protects those most vulnerable to a changing climate. Camden must not only further reduce greenhouse gas emissions but also help to build the borough's resilience to the impacts of a changing climate in a way that improves the lives of residents, strengthens community resilience, and reduces social, economic and health inequalities.
- 13.24 The NPPF 2024 seeks to achieve sustainable development with a environmental objective to protect and enhance our natural environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution and mitigating and adapting to climate change including moving to a low carbon economy.
- 13.25 The London Plan 2021 requires major developments to achieve zero carbon (with at least 35 per cent reduction achieved through on-site measures). New development is expected to get as close as possible to zero-carbon on-site, rather than relying on offset fund payments to make up any shortfall in emissions. The target requires a minimum on-site carbon reduction to be achieved and allows for any carbon shortfall to be paid as a cash-in-lieu contribution into the relevant local authority's carbon offset fund. The London Plan requires all major development proposals to submit a detailed energy assessment to demonstrate how the zero-carbon target will be met within the framework of the energy hierarchy, and the Mayor monitors progress against this.
- 13.26 The Environment Act gained Royal Assent in 2021 and many provisions are now beginning to be implemented with more coming into force this September. The Act introduced significant new planning obligations relating to biodiversity, environmental impact assessments and conservation covenants
- 13.27 The Camden Local Plan Regulation 19 Submission draft expects development to prioritise the provision of measures to mitigate and adapt to climate change. Development should meet the highest feasible environmental standards during construction and occupation and respond to the climate emergency (policy CC1 – responding to the Climate Emergency). Policy CC4 (Adapting to climate change) seeks to minimise carbon emissions over the lifespan of buildings and actively reduce embodied carbon. Policy CC6 (Energy use and the generation of renewable energy) expects all new buildings (and extensions of over 500sqm additional floorspace) to be fossil fuel free, be ultra low energy, use low carbon heat and maximise the generation of renewable energy.

- 13.28 Camden defines our zero carbon target as attempting to reduce all of the carbon dioxide emissions associated with fuel consumption within the boundary of the borough to zero, by 2030. This focuses on the emissions associated with gas, electricity and transport fuels. This target does not address the emissions resulting from our consumer choices and supply chain activities outside Camden. However, reducing these emissions is just as important as reducing emissions within the borough boundary.
- 13.29 Camden's [Climate Action Plan](#) (CAP) 2026-30 sets out how the Council would enable zero-carbon by creating the foundations necessary for others to take action alongside the Council, for example through our planning policies, heat network improvements, lobbying, and local energy planning. At the same time, the Council will continue to lead by example through our own decarbonisation programme, retaining a 2030 target across our own estate and operations. The CAP focuses on the Council creating the enabling environment for low-carbon investment and inclusive growth that supports the local economy without adding to the climate crisis and its social impacts as well as responding to increasing levels of flood and heat risk by proposing action that builds climate resilience, with a focus on those most vulnerable to, and those most affected by, the impacts. In November 2023, Camden published a [Climate Adaptation and Resilience Plan](#). The two year plan describes how Camden will help build a climate resilient Borough and is designed to build understanding of how climate hazards, such as flooding, and heat risk will affect Camden, while devising a set of activities to improve the borough's resilience to them.
- 13.30 The Council requires all schemes to consider sustainable development principles from the start of the design process. BREEAM - Building Research Establishment Environmental Assessment Method) is a tool that enables us to assess the environmental sustainability of a development. Development can be awarded the following ratings of pass, good, very good, excellent, and outstanding.
- 13.31 Policy CC2 of the Local Plan Regulation 19 Submission draft seeks to prioritise the retention of existing buildings over demolition, recognising the benefits of re-using materials in order to limit the carbon emissions associated with the extraction of raw materials, reduce the impact associated with demolition and construction on the local community, together with speeding up the delivery of new homes and jobs, through reduced construction times. This is particularly prevalent for Euston where there has already been approximately over 8 years of construction disturbance and pollution.

#### Air quality

- 13.32 The NPPF sets out that opportunities to improve air quality or mitigate impacts should be identified, as set out in paragraph 186 such as through traffic and travel management, and green infrastructure provision and enhancement.
- 13.33 The London Plan 2021 policy S11 states that developments should not create unacceptable risk of high levels of exposure to poor air quality and proposals should use design solutions to prevent or minimise increased exposure to existing air pollution and make provision to address local problems of air quality in preference to post-design or retro-fitted mitigation measures. London Plan Guidance Air Quality Positive provides further information on measures and approaches towards delivering air quality positive and what is required in an Air Quality Positive statement.

- 13.34 The Local Plan Regulation 19 Submission draft policy A3 seeks to ensure that the impact of development on air quality is mitigated and ensure that exposure to poor air quality is reduced in the Borough. The policy requires all development to be at least air quality neutral.
- 13.35 The [Camden Clean Air Strategy 2019-2034 and Clean Air Action Plan \(2023-2026\)](#) (CAAP) set out Camden's approach for improving air quality and protecting health from exposure to air pollution in Camden. They describe how the Borough will work with communities to tackle local sources of air pollution, whilst leading by example and encouraging action on pollution sources outside of our direct control. The CAAP contains 36 'Clean Air Outcomes' that Camden Council and our partners will achieve to improve air quality and protect health in Camden. The Camden Clean Air Strategy 2019-2034 sets out a pathway to achieve stricter air quality objectives, sooner than we are required to meet the UK National Air Quality Objectives and Standards, which are less ambitious.
- 13.36 [Camden's Health and Wellbeing Strategy 2022-30](#) sets out the principles, long-term ambitions and short-term priorities of the Camden Health and Wellbeing Board for improving health and reducing health inequalities in Camden. Living well, in 'connected, prosperous and sustainable communities' is a long-term strategic ambition of the Health and Wellbeing Strategy, and this includes the entitlement to a healthy life through access to clean air. The need to address childhood asthma is a short-term priority for action in the Health and Wellbeing Strategy, including through measures to tackle air pollution as a wider determinant of respiratory illness.
- 13.37 In the Clear Air Action Plan, Camden strives to do everything to achieve the WHO's updated air quality guidelines throughout the Borough by 2034 at the latest:
- NO<sub>2</sub>: 10µg/m<sup>3</sup> by 2034
  - PM<sub>10</sub>: 15µg/m<sup>3</sup> by 2030
  - PM<sub>2.5</sub>: 5µg/m<sup>3</sup> by 2034

#### Water and Flooding

- 13.38 Under the NPPF and associated Planning Practice Guidance, plans should take a proactive approach to mitigating and adapting to climate change, taking into account long term implications for flood risk. The NPPF highlights the active role Local Planning Authorities (LPAs) should take to ensure that flood risk is understood and managed effectively and sustainably throughout all stages of the planning process. The NPPF outlines that Local Plans should be supported by a Strategic Flood Risk Assessment (SFRA) and LPAs should use the findings to inform strategic land use planning.
- 13.39 The London Plan includes policies on Flood Risk Management (SI 12) and Sustainable Drainage (SI 13) which set out the preference for managing surface water run off as close to the source as possible and using green/blue roofs or raingardens to store water before releasing slowly into the sewers.
- 13.40 The Local Plan also includes a policy about water and flooding (policy CC3 Water and flooding) to ensure that development does not increase flood risk and reduces the risk of flooding where possible. Developments should include adequate on-site drainage and green infrastructure to mitigate against the impacts of increased rainfall and soil erosion.



- 13.41 Under the Flood and Water Management Act, 2010 Camden Council was made the Lead Local Flood Authority (LLFA) for Camden. The Act placed new duties on the Council including requirements to develop a Flood Risk Management Strategy for the area and to complete Section 19 Flood Investigation reports when flooding events meet certain thresholds defined in the Flood Risk Management Strategy. Further information about Camden's flood risk management duties and work programme can be found at [www.camden.gov.uk/flooding](http://www.camden.gov.uk/flooding).
- 13.42 Camden has Planning guidance (adopted 2021) on Water and Flooding gives information on key energy and resource issues within the borough. Camden Flood Risk Management Strategy (FRMS) sets out how Camden Council, in its role as Lead Local Flood Authority for Camden, and partner authorities will work together to manage flood risk. The previous FRMS was published in 2013. This report has been updated and the draft FRMS 2022 is currently out for consultation with the following objectives:
- Improving our understanding of the flood sources and flood impacts in Camden
  - Identifying and securing funding to help deliver mitigation projects for flood risk
  - Increase awareness and understanding of the flood risk in Camden communities
  - Improve partnerships with stakeholders, ensuring all flood event flood events are accurately and independent reviewed
- 13.43 All new development and new open spaces created around Euston (for example on any available OSD sites) should look into the potential to provide rainwater harvesting, and buildings should include green roofing where possible to mitigate against flood risk and the urban heat island effect. Across Camden we are continuing to do what we can to green up our streets and introduce Sustainable Drainage Systems (SuDS) to help mitigate periods of heavy rainfall.

### Biodiversity

- 13.44 In 2019 Camden declared a Climate and Ecological Ecology. As part of that declaration, the council committed to "...produce a new ecological plan for Camden to sustain and improve biodiversity in Camden..." and to encourage "...all citizens, businesses, and organisations or groups in the borough of Camden to join with the Council to...protect and improve biodiversity, in order to avert impending catastrophe." The Council adopted a new biodiversity [strategy](#), 'Creating space for nature in Camden' in January 2022 which sits alongside the Council's Climate Action Plan. This sets out Camden's ambitions to defend and extend biodiversity and protecting nature in the Borough and aims to ensure that Camden is a place where nature and wildlife can thrive and where residents, visitors and workers have the opportunity to access and enjoy nature. The Strategy will be supported by the establishment of a Local Nature Recovery Network and the development of a Green Infrastructure Strategy. From 2013 to 2018 Camden's biodiversity strategy was the Biodiversity Action Plan (BAP) and the new strategy continues many of the actions from the BAP.
- 13.45 Camden's Climate Action Plan sets out that planning policy should require all major developments to improve the biodiversity value of their sites. Funding has been received from HS2 to improve existing green spaces and create new spaces in the impacted areas during the construction period. These are listed in the Open Spaces section below.
- 13.46 The Environment Act 2021 introduced a requirement for developments to deliver a minimum 10% biodiversity net gain above the ecological baseline for an application

site. At Euston there is the potential for roof gardens, green and blue roofs and SUDS systems to deliver net gains in biodiversity on site, while offering additional benefits for residents such as cooling and flood risk reduction.

- 13.47 The Council's emerging Nature Recovery Network (a network of designated and non-designated wildlife sites and corridors for wildlife) and Neighbourhood Plans map the opportunities where routes for wildlife can be improved, or buffers provided, for designated sites through extending biodiverse planting and landscaping. Camden is progressing the development of a green corridor across Camden in partnership with businesses and major institutions
- 13.48 Policy NE2 (Biodiversity) of the Camden Local Plan Regulation 19 Submission Draft ensures that developments protect and enhance nature conservation and biodiversity in the Borough. All major schemes need to prepare a baseline ecological assessment and include how adverse impacts and loss of biodiversity can be avoided or mitigated and how biodiversity enhancements will be maximised.

#### Waste management and circular economy

- 13.49 The environmental objective of the NPPF seeks to minimise waste and pollution. Policy SI7 of the London Plan 2021 seeks to reduce waste and support the circular economy. The policy aims for resource conservation, waste reduction, increases in material re-use and recycling and reductions for waste going for disposal. The London Plan adopted guidance in March 2022 on Circular Economy. This seeks to emphasise refurbishment over new build development.
- 13.50 The Council prioritises repurposing, retrofitting and re-use of building over demolition in order to minimise waste and adapt to climate change. Policy CC3 (Circular Economy and reduction of waste) seeks to ensure that developments minimise waste, have an efficient use of resources. Proposals involving substantial demolition will be required to submit a pre-demolition audit in accordance with Policy CC2 (Retention of Existing Buildings) and demonstrate that circular economy principles have been applied in accordance with Policy CC3.
- 13.51 The North London Waste Plan has been prepared jointly by the seven North London Boroughs of Barnet, Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest. The NLWP was found sound by an Inspector in October 2021 and has been adopted by all of the North London Boroughs. It sets out the planning framework for waste management in North London until 2036. It identifies existing waste sites and capacity, Priority Areas for new waste management facilities and sets out policies for determining waste planning applications.

#### Noise

- 13.52 The NPPF (paragraph 198) seeks to ensure that planning policies can appropriately mitigate and reduce to a minimum potential adverse impacts resulting from noise from new development – and avoid noise giving rise to significant adverse impacts on health and the quality of life
- 13.53 The GLA has set out a long term plan ([Sunder City](#)) for dealing with noise from transport (including road and rail traffic) and fixed industrial sources. Policy D14 of the London Plan 2021 seeks to reduce, manage, and mitigate noise to improve health and quality of life. Policy D14 of the London Plan 2021 seeks to reduce, manage and mitigate noise to improve health and quality of life. To do this, development proposals need to mitigate and minimise the existing and potential adverse impacts of noise

from, within, and a result of new development without placing unreasonable restrictions. The policy seeks to separate new noise sensitive development from major noise sources such as road and rail use through the use of distance, screening, layout, orientation, uses and materials and good acoustic design principles.

- 13.54 Camden seeks to ensure that noise and vibration is effectively controlled and managed, both in relation to new development that is likely to generate noise, and to new development that is likely to be noise sensitive. Noise and vibration significantly impact environmental quality and public health. Prolonged exposure can cause sleep disruption, cardiovascular issues, and mental health problems. Camden's high-density, mixed-use character makes managing these impacts particularly important. Policy A4 of the Camden Local Plan Regulation 19 Submission Draft ensures noise and vibration are addressed during design, protects sensitive uses from harm, and prevents undue restrictions on existing activities such as music venues, theatres, and certain employment uses. Policy A1 seeks to protect the quality of life of occupiers and neighbours. It seeks to ensure that noise from construction activities are minimised. Levels of noise and vibration could harm amenity of residents and mitigation measures will be required where necessary.

#### Key policy changes for Regulation 19 Submission Draft Euston Area Plan Update

- 13.55 Within the Strategic Principle EAP4 (Environment) various changes have been made to the policy since the 2015 adopted EAP. The policy originally included Open Space however this has now been separated into its own Strategic Principle (EAP5) due to the strategic importance of sufficient open space being reprovided following HS2 construction.
- 13.56 The Plan includes wording on responding to the climate emergency, open space, biodiversity; which will contribute towards the ambition that Camden should be a green, clean, vibrant, accessible, and sustainable place with everyone empowered to contribute to tackling the climate emergency.
- 13.57 References to "decentralised energy network" (DEN) have been removed from policy EAP4. When the EAP was first adopted in 2015, the focus was on decentralised energy networks using gas powered Combined Heat and Power (CHP) as the lowest carbon option and a site wide network for development was considered a priority. However technologies are changing fast and the decarbonisation of the grid and development of heat pump technology has meant that DEN is no longer the lowest carbon option. In addition, gas powered CHP have adverse impacts in terms of air quality. In its place, the policy wording refers to "low carbon and zero emission heating and renewable technology to deliver a net zero carbon development. The whole life cycle of the development should be low carbon with minimisation of unregulated and embodied emissions". There is now potential for energy networks to utilise renewable (waste heat / heat pump) technology. Within the London Plan, "Be Clean" is a priority and this refers to 'exploiting local energy resources (such as secondary heat) and supply energy efficiently and cleanly'.
- 13.58 Due to site constraints at Euston there may need to be multiple solutions to providing energy with some connections to an existing network, waste heat recovery and a multi building heat pump solution to form part of a wider new heat network.
- 13.59 Changes to policy EAP4 B are in regard to surface water flood risk requiring risk to be minimised and aim to achieve greenfield runoff rates. This is in line with policy SI 13

(Sustainable drainage) in the London Plan 2021. In addition water consumption should be minimised and greywater/rainwater recycling maximised. This is also in accordance with London Plan policy SI 13. The provision of green infrastructure plays a key role in mitigating surface water flood risk by providing sustainable urban drainage, and will play an important role in mitigating flood risk, helping to reduce run off and store storm water. The Open Space chapter gives further details on the requirements for green infrastructure and the Urban Greening Factor.

- 13.60 In addition, changes have been made to the air quality section of the Strategic Principle as Euston Road is now identified as an Air Quality Focus Area (as per policy SI 1 of the London Plan 2021) and this is referenced in EAP4 D.

## 14 Planning Obligations and CIL

- 14.1 A range of policy issues have been addressed in preceding chapters in relation to the various themes covered in this report. A remaining issue that is relevant to the production of the Euston Area Plan is monitoring, viability and the use of planning obligations and the Community Infrastructure Levy to support development.

### Monitoring

- 14.2 This Plan has been developed in close consultation with the local community, neighbouring planning authorities and infrastructure providers. An important part of the successful delivery of this Plan will be through ongoing engagement with local people, voluntary sector organisations, developers, businesses, councillors and various council services. The Social Value Charter is a key way to measure and monitor development at Euston.
- 14.3 The Euston Social Value Charter was developed by The Euston Partnership to ensure that there is a commitment amongst Partner organisations and existing and future contractors and occupiers to support social, economic and environmental improvements in the wider Euston area, in order to ensure that local communities and residents are benefitting. The Charter will be in place throughout the lifetime of the project, during construction and when the development is built out.
- 14.4 The Council monitors the effectiveness of its Local Plan in delivering its objectives by regularly assessing its performance against a series of indicators. This is reported annually in the Council's Authority Monitoring Report.

### Community Infrastructure Levy (CIL)

- 14.5 Camden started charging a Community Infrastructure Levy (CIL) on the 1<sup>st</sup> April 2015 and adopted its most recent CIL Charging Schedule on 30<sup>th</sup> October 2020. Developer contributions have historically been collected through S106 (Planning Obligations). S106 planning obligations continue to play a key role in relation to affordable housing, site specific requirements such as highways works, parks and open spaces, business and employment skills and the non-financial requirements of development such as construction management and travel plans.
- 14.6 The Community Infrastructure Levy is a charge collected from new developments to pay for infrastructure. Following the deduction of a 5% administration fee, 70% of Camden CIL contributes towards the provision of strategic infrastructure projects ('strategic CIL'), with the remaining 25% spent in the local area ('local CIL') through a ward-based, Member-led system.
- 14.7 Approximately £10.2million in Camden CIL funds were collected across the Borough in 2023-24 as detailed in the [Council's Infrastructure Funding Statement 2025](#). This was collected from 34 sites including nearby sites bringing in £857,078 from Belgrove House, Belgrove Street and £1,133,927 from The Ugly Brown Building at 2 Pancras Way. £4M of Camden Strategic CIL (SCIL) was spent on highways works and improvements, £880K on transport strategy and projects, and £676K on area regeneration. £1M was also allocated for an Arts and Culture programme in future years. 25% of Camden CIL is spent locally with funds being allocated through a ward-based, Member-led system. £2.4M of local CIL funds were spent on 85 community



projects. In addition, £7.7M of Mayoral CIL was collected with the substantial majority of which passed to Transport for London.

- 14.8 The London Plan (Policy T9) sets out the Mayor's approach to the community Infrastructure Levy, and sets out details of the charge to secure funding towards transport infrastructure of strategic importance such as Crossrail 2, and potentially other strategic transport infrastructure. Camden has been collecting Mayoral CIL (MCIL) since 2012 on behalf of the Mayor of London. It is reviewed every two years and Camden is responsible for calculating the MCIL charge and collecting MCIL payments on behalf of the Mayor. The charge is calculated once a planning application is submitted to the local planning authority. The MCIL funds are transferred to Transport for London on a quarterly basis to help fund the Elizabeth Line. When funding is no longer needed to contribute towards the Elizabeth Line the Mayor of London intends to continue to charge a London-wide CIL in order to help fund other strategic transport projects.
- 14.9 As Euston is a larger site, the development will come forward in phases and the CIL would be charged by phase, and with instalments if appropriate, which would provide further flexibility. It is also possible that Camden may relax this approach further in some cases but an explanation would be needed of why such additional flexibility is needed and how this would facilitate the provision of infrastructure to address the impact of such a development.
- 14.10 The Council is aware of the special circumstances which affect development at Euston and is supportive of the major redevelopment proposals. It is considered that an Infrastructure Payment could be collected in lieu of collecting CIL. This is only where it allows for strategic infrastructure to be delivered at Euston which is identified in the formally adopted planning framework. Any proposals to accept any payment along these lines will be assessed in accordance with the procedure set out in CIL Regulation 73A and would need to consider how local benefits and mitigations would be provided as part of this.

### Planning Obligations

- 14.11 The NPPF states that planning obligations should be necessary to make a development acceptable in planning terms, directly related to a development, and fairly and reasonably related in scale and kind to the development.
- 14.12 The London Plan sets out that planning obligations (S106 legal agreements) are sought to mitigate impacts from development and sets out a range of issues that should be addressed using planning obligations, including issues such as transport and affordable housing.
- 14.13 The Council use planning obligations, in appropriate circumstances to mitigate or compensate for the potential effects of new development. Planning obligations are only sought where it is not possible to deal with the matter through the imposition of a condition on a planning permission. It is not possible to use planning obligations for items that are to be funded by the Community Infrastructure Levy (CIL).
- 14.14 The Infrastructure Funding Statement 2025 highlights that there were 108 S106 agreements signed between developers and the Council with a combined value of

£34.8M in 2023-2024. £23M was received in Section 106 financial contributions, including £9.4M for affordable housing, £3.2M projects to offset carbon generated from new development, £2.4M for environmental and public realm improvements, and £1.4M for highways works. £5.1M s106 was spent during 2023/24 including £1.3M on economic development and employment initiatives and £1.1M on affordable housing. A further £1.8M has been allocated to deliver affordable housing and £1.4M to Camden's Green Spaces Investment Programme.

14.15 The Camden Planning Guidance supplementary planning document sets out advice regarding the use of planning obligations in Camden for a range of items including affordable housing, community facilities, transport, employment and business support and provision of public open space.

14.16 The main matters that the Council considers are likely to be addressed for Euston through such agreements are on-site provision of:

- infrastructure to mitigate the direct impacts of development, such as landscaping, servicing and direct access (these may also be addressed through S278 agreements), (where not CIL funded);
- affordable housing;
- open space and its maintenance
- tackling climate change and environmental impacts;
- training, skills and regeneration, securing an inclusive economy;
- phasing of development; and
- other obligations necessary to making a development acceptable

14.17 This list is not exhaustive and development at Euston will cumulatively introduce a range of issues, requirements and impacts that may justify the use of planning obligations alongside the Camden Community Infrastructure Levy. Planning obligations that reduce some negative impacts of a development or otherwise contribute to the Local Plan objectives will not in themselves justify accepting development that conflicts with planning policy.

## 15 Viability

### Policy context

- 15.1 The NPPF requires all plans to be deliverable and sets out that plans should set out the contributions expected from development including setting out the levels and types of affordable housing provision required, along with other infrastructure (e.g. that needed for education, health, transport, flood and water management, green and digital infrastructure). The NPPF states that all viability assessments, including any undertaken at the plan-making stage, should reflect the recommended approach in national planning guidance, including standardised inputs, and should be made publicly available and planning policies should identify a sufficient supply and mix of sites, taking into account their availability, suitability and likely economic viability.
- 15.2 Supporting text of policy H5 of the London Plan makes clear that the aim of viability assessments is to establish whether the proposed level of affordable housing and other contributions are the maximum that can be reasonably supported or whether further obligations or a greater level of policy compliance could be achieved.
- 15.3 The Camden Local Plan sets out that in negotiating the appropriate mix of uses within developments, the Council will consider all aspects of financial viability including particular costs associated with the development and the distinctive viability characteristics of particular development sectors (such as build-to-let housing). In the Central London Area, where provision of self-contained housing is required but financial viability constraints prevent a development from meeting the 50% housing target and there is a prospect of viability improving prior to completion, the Council will seek a deferred contingent contribution.
- 15.4 It is important that the EAP sets out the guiding objectives and policies for the area, setting out the conditions for success in terms of integrated, sustainable and high quality place which any application for development should respond to. The EAP does not exist in isolation and needs to respond to a hierarchy of policy requirements including national, regional and local planning policy and under 2 section 24 (1)(b) of the Planning and Compulsory Purchase Act 2004 be in general conformity with the London Plan. There is not enough accurate information available at this stage to question strategic policy requirements and it is important that the Plan remains aspirational to try to meet the Plans objectives.
- 15.5 Viability assessments depend heavily on the nature and quality of assumptions made and ordinarily, development costs can be assessed reasonably in 'normal' circumstances. Information provided by the landowners suggests that there are extraordinary enabling costs associated with station and tracks at Euston (and elsewhere). Such costs can be very difficult to fully reconcile until further design work is carried out and contracts are let. It is expected that detailed costs will become known incrementally over the various stages of development. The long- term nature of the plan means that an assessment carried out at this early stage will be limited in informing plan policies that will be set for the long-term.
- 15.6 A high level viability assessment was commissioned by the Council to support EAP Update. The report was produced by 31-ten to provide an understanding of the ability of sites to accommodate the cumulative requirements of the EAP alongside other regional and national policy requirements. The report highlights that sites facing the most significant challenges in terms of current day viability are those over the station and tracks, planned for delivery in the medium to long term. These sites will be most

affected by the extraordinary enabling costs and the report highlights that there is significant uncertainty over the level of the costs. The assessment of the plan therefore concentrates on the ability to be developed in line with the NPPF guidance whilst also noting the unique challenges involved in developing over a live railway and stations. As such, whilst understanding the current challenge is important, focus needs to be on how viability could be achieved in the future and how this can be reconciled as part of a phased development.

- 15.7 The assessment uses a residual land value appraisal approach where total costs of development are deducted from the total value that the completed development would generate. The residual land value is then compared with the benchmark land value to establish whether the proposals are viable. The report notes that there are challenges with viability, especially as there are currently no confirmed design or costs for the National Rail, HS2 or London Underground stations, however it is expected that the costs for Over Site Development (OSD) at Euston will become known incrementally over the various stages of development.
- 15.8 It focuses on the strategic sites that form part of the Euston Masterplan area, as these will be most affected by the extraordinary enabling costs and other sites can rely on the viability assessment carried out for the Local Plan. Given the unique nature of these sites there is significant uncertainty over the level of enabling costs that would be incurred. It is expected that equalisation approaches will be important to bringing the sites forward for development, which is referenced in Development Principle EAP 1 & 3 which reference the need for new development above and around the station and tracks to the south of Hampstead Road being linked to and supporting residential development in the Camden Cutting.
- 15.9 Uncertainty in enabling costs and this potential for equalisation have influenced the assessment approach, which considers the viability of masterplan sites on an overall basis as a starting point. The total residual value from the sites is combined, then compared against the total enabling costs and an assumption on benchmark land value. This output aims to provide an overall understanding of the ability of development to be viable and deliverable, assuming a masterplan approach to development where enabling costs can be equalised across the sites.
- 15.10 Example individual sites are also separately tested to provide an understanding of how deliverability and cashflow could be impacted if more or less enabling costs fall on a development phase. Sites expected to fall outside a masterplan or equalisation approach are also considered separately.
- 15.11 The results of the assessment, based on the current assumptions which carry uncertainty, identify that all three development options would be unable to viably deliver 50% affordable housing alongside 20% affordable commercial. This position is also true of the individually tested sites. Further results then consider the use of flexibility in policy, with lower levels of affordable housing and affordable office tested. The results demonstrate the effectiveness of flexible application of policy in ensuring deliverability of two of the development options, with reductions in affordable housing and affordable office allowing the tested options to arrive at a viable position.
- 15.12 *"Specifically in relation to the Euston station masterplan sites, the viability assessment notes the difficulty in accurately establishing enabling costs until further design work is carried out and contracts are let and that there is the opportunity for additional funding streams to come online over the timescales envisaged."*

- 15.13 The assessment notes that under current day assumptions, the lower density scenario, would require placemaking value, additional funding or grant to be viable. The role of density in aiding viability is therefore shown as important, as it allows the 'fixed cost' of enabling works to be shared by a greater amount of floorspace. Policy flexibility in this area could be used to offset flexibility applied in policy areas such as affordable housing. Section 5.6 of EAP Update notes that the *"development capacity range is considered to be appropriate representing the capacity capable of being supported in the Euston area – able to meet both wider planning requirements and the Plan policies and objectives. Should new opportunities for development be identified through design refinement it may be possible to deliver in excess of the ranges identified. It is recognised that with the unusual costs involved in development connected to redeveloping the station and above tracks, development viability will be a considerable challenge. In considering proposals for redeveloping the station and tracks area in particular, the priority will be to secure a development of high quality and excellently designed masterplan alongside any new station. If additional development or taller buildings are necessary to facilitate this, some flexibility towards other requirements in this plan may be considered with reference to London and Local Plan policy, in order to ensure that public benefits are maximised."*
- 15.14 Together the analysis shows the flexible application of policy supported by the EAP would ensure deliverability in a range of circumstances. Given the unique and strategic nature of the scheme, significant uncertainty in assumptions is however likely to perpetuate to application stage. The report notes that early engagement to agree a bespoke approach may be beneficial to outcomes for both landowners and Camden and this is reflected in the EAP with reference to the need for information to be shared in an open and transparent manner throughout the pre-app and application process to allow for an approach which accounts for the complexity of the project.

## Phasing

- 15.15 This Area Plan is intended to guide development to 2051, split into three periods or delivery strategies:
- Short term 2026-2028
  - Medium term 2028-2038
  - Long term 2038+
- 15.16 The timeframes reflect the current priorities of the various delivery partners and may be subject to change in the future. Many of the projects will require further investigation including prioritisation against other proposals, detailed feasibility work, identification of funding, transport assessment and public consultation. Coordination across all stakeholders will be key in the implementation and delivery of the Euston OSD in order to minimise disruption for local communities.
- 15.17 Given the long term nature and phasing of the scheme at Euston, it will be important that the planning application process is allowed to consider the relevant inputs at the appropriate point in the process. It will be necessary at the time of determination to consider what material facts affect what can reasonably be delivered as part of the masterplan and that there is the opportunity to reassess as different phases of the scheme are brought forward.



- 15.18 It is expected that viability, and therefore affordable housing delivery and other contributions towards public benefits, will be reviewed at key milestones / as each phase of the OSD masterplan is progressed given the long term nature and phasing of the scheme over the railway/ stations. The review mechanisms will be secured through a S106 agreement and should accompany the various phases of development, in line with London Plan policy, they will be expected as a minimum at an early, mid and late stage in the development process to ensure that public benefits are maximised as a result of any future improvement in viability.

## 16 Main policy alternatives assessment

- 16.1 This section of the Background Report summarises the main policy alternatives considered in the Sustainability Appraisal (SA), including their likely positive and negative outcomes. As part of the SA there is a legal requirement to examine reasonable alternatives (or options) taking into account the objectives and geographical scope of the Plan. Given this, this SA focuses on reasonable alternatives in the form of alternative approaches to the supply of land, including by allocating sites, in order to provide for development needs and support the achievement of wider plan objectives. The SA assessed the following alternatives:
- Strategic Objectives
  - Strategic Options
  - Strategic Principles and Development Principles
  - Site allocation options
  - Cumulative impacts
- 16.2 Overall, the SA process indicated that the strategic objectives of the EAP Update are generally successful in seeking to achieve sustainable development, providing positive impacts against social, environmental and economic objectives. Positive impacts include the role of the proposed EAP objectives in mitigating the impacts of HS2, providing new uses and meanwhile uses and development that meet sustainability goals and measures to improve accessibility and the local environment.
- 16.3 In light of the updated EAP objectives, the changing wider context and updated strategies and policies, the following reasonable alternatives (RAs) have been explored in respect of:
- *Issue 1. Approach to level of growth*
  - *Issue 2. Approach to land use taking into account reduction in land available for development in the Euston Stations Masterplan area*
  - *Issue 3. Approach to building heights*
  - *Issue 4: HS2 Station Design, futureproofing and station expansion*
- 16.4 The revised SA in 2025 provides an evaluation of policy options to ensure that negative impacts on sustainability are minimised and benefits maximised. The SA findings are not the only factors taken into account when determining a preferred option to take forward in a plan. There will often be an equal number of positive or negative effects identified by the SA for each option, such that it is not possible to rank them based on sustainability performance in order to select a preferred option. Factors

such as consultation responses, deliverability and conformity with the NPPF will also be taken into account by plan-makers when selecting preferred options for their plan. For this SA, a number of strategic options have been evaluated and the Sustainability Appraisal has produced the following recommendations regarding the strategic options:

- |                 |  |
|-----------------|--|
| <b>Issue 1:</b> | <b>Approach to level of growth</b>   |
| Option 1b)      | Reduce indicative capacity shown in the EAP to reflect site constraints and emerging station designs/ principles                   |
| <b>Issue 2:</b> | <b>Approach to land use taking into account reduction in land available for development in the Euston Stations Masterplan area</b> |
| Option 2b)      | Proportionally distribute land uses across the station masterplan area.  |
| <b>Issue 3:</b> | <b>Approach to building heights</b>  |
| Option 3b)      | Increase indicative height on sites in line with the London Viewing Management Framework (LVMF)                                    |
| <b>Issue 4:</b> | <b>HS2 Station Design, futureproofing and station expansion</b>  |
| Option 4a)      | HS2 6 platform station with futureproofing to provide future station expansion with development above futureproofed area           |

- 16.5 While housing remains a priority for the Council, viability challenges and site constraints—especially over the station—limit what can be delivered. London Plan policies prioritize commercial uses in the Central Activities Zone, leveraging Euston’s location within the Knowledge Quarter. Early viability assessments suggest that maximizing commercial development above the station could help fund residential development in more constrained areas like the Cutting. The sites that are not affected by station infrastructure will be prioritized for housing. Therefore, the plan retains the 2015 EAP approach with priority for commercial uses over the station.
- 16.6 The SA considers the approach to building heights in the EAP. The case for taller buildings at Euston is primarily linked to viability and the potential to deliver more residential floorspace, including affordable housing and employment space. It recognises the potential impact on heritage assets and notes that allowing tall buildings in strategic locations could be acceptable if proposals demonstrate clear environmental and social benefits—such as creating additional open space at ground level. The SA considers that taller buildings also help address viability challenges of building over transport infrastructure and recognises the policies in the Development Plan which should help to mitigate the impacts.
- 16.7 The SEA Regulations require that the alternative site allocations considered for inclusion in a plan that must be subject to SA are ‘reasonable’, therefore alternatives that are not reasonable do not need to be subject to appraisal. The 13 sites that are taken forward in the EAP Update for allocation have been assessed against the sustainability objectives.
- 16.8 The SA indicates that overall, the proposed updates to the EAP will promote sustainable development. It found that the proposed amendments to the EAP will help to address identified economic inequalities, with positive effects through a strong focus on inclusive growth. The appraisal identified the potential for some negative environmental and social impacts of major development which should be mitigated in accordance with adopted EAP policies. Overall, the policies and updates provide a

strong positive framework to guide future sustainable development. All site allocations have sought to make the most efficient use of land and buildings available in accordance with established policy.

## Appendix 1. Document Review

Please note that this document review is not exhaustive, but summarises a number of the key policy, guidance and evidence base documents that have helped to inform the production of the Euston Area Plan Update. Further commentary on key documents can be found in [Appendix E of the EAP Update Sustainability Appraisal Submission draft](#).

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
<i>National</i>			
<a href="#">National Planning Policy Framework 2025</a> (and associated National Planning Practice Guidance)	Published 27 March 2012 Last updated 7 February 2025	<p>The NPPF (2025) reiterates the presumption in favour of sustainable development. The UK has agreed to pursue the 17 Global Goals for Sustainable Development in the period 2030.</p> <p>The government's planning policy approach for delivering sustainable development sets out the following key policy themes:</p> <ol style="list-style-type: none"> <li>1. Achieving sustainable development</li> <li>2. Plan-making</li> <li>3. Decision-making</li> <li>4. Delivering a sufficient supply of homes</li> <li>5. Building a strong, competitive economy</li> <li>6. Ensuring the vitality of town centres</li> <li>7. Promoting healthy and safe communities.</li> <li>8. Promoting sustainable transport</li> <li>9. Supporting high quality communications</li> <li>10. Making effective use of land</li> <li>11. Achieving well-designed places</li> <li>12. Protecting Green Belt land</li> <li>13. Meeting the challenge of climate change, flooding and coastal change</li> <li>14. Conserving and enhancing the natural environment</li> <li>15. Conserving and enhancing the historic environment</li> <li>16. Facilitating the sustainable use of minerals</li> </ol>	The EAP Update reflects the objectives of the NPPF and sets out principles ensuring environmental, economic and social objectives are considered in accordance with the NPPF. Public participation and consultation form a key part of drawing up the document. There are some areas of potential conflict, e.g. supporting economic growth and more efficient use of land (e.g. through higher density) against design and conservation related considerations and objectives.

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
<a href="#">Environment Act 2021</a>	Royal Assent 9 November 2021	The UK's Environment Act 2021 establishes the UK's framework for environmental protection, setting longterm targets for improving air quality, biodiversity, water, and waste reduction in England. It creates an independent Office for Environmental Protection (OEP) to hold the government to account, embeds post-Brexit environmental principles, and includes measures for local government waste reform, nature recovery through local nature recovery strategies, and biodiversity net gain for new	The EAP Update should support the approach and areas of action where appropriate.
<a href="#">The Historic Environment in Local Plans: 1 (2015)</a>		This note provides information on good practice when implementing historic environment policy in the National Planning Policy Framework (NPPF) and the related guidance given in the National Planning Practice Guide (PPG). It emphasises that all information requirements and assessment work in support of planmaking and heritage protection needs to be proportionate to the significance of the heritage assets affected and the impact on the significance of those heritage assets and helps LPAs make well informed and effective local plans. The guidance note sets out the need to consider inter-relationship of the objectives for the historic environment with the following relevance for the Euston Area: • Building a strong, competitive economy • Ensuring the vitality of town centres • Promoting sustainable transport • Delivering a wide choice of high quality homes • Requiring good design • Meeting the challenge of climate change	The EAP Update should ensure that the good practice is followed with regard to the historic environment.
<a href="#">Managing Significance in Decision Taking in the Historic Environment: Good Practice Advice Note 2 (2015)</a>	First published by English Heritage March 2015	This guidance note provides information on good practice with regard to assessing the significance of heritage assets. The advice in the document, in accordance with the NPPF, emphasises that the information required in support of applications for planning permission and listed building consent should be no more than is necessary to reach an informed decision, and that activities to conserve or investigate the asset	The EAP should seek to ensure that development proposals are designed with the knowledge and understanding of the significance of the heritage assets they may affect.



Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
		needs to be proportionate to the significance of the heritage assets affected and the impact on that significance.	
<a href="#">Conservation Area Appraisal, Designation and Management Historic England Advice Note 1 (Second Edition)</a>	Second edition published 2019	This note provides information on conservation area appraisal, designation and management. It emphasises that evidence is required to inform decisions affecting a conservation area.	Conservation principles should form a part of the EAP Update.
<a href="#">The Setting of Heritage Assets: Historic Environment Good Practice Advice in Planning: 3 (2nd Edition)</a>	Published 22 December 2017	This document sets out guidance, against the background of the National Planning Policy Framework (NPPF) and the related guidance given in the Planning Practice Guide (PPG), on managing change within the settings of heritage assets, including archaeological remains and historic buildings, sites, areas, and landscapes. It gives general advice on understanding setting, and how it may contribute to the significance of heritage assets and allow that significance to be appreciated, as well as advice on how views contribute to setting. The suggested staged approach to taking decisions on setting can also be used to assess the contribution of views to the significance of heritage assets. The guidance has been written for local planning authorities and those proposing change to heritage assets.	The EAP should take into account the need to consider impact of development on the setting of historic assets
<a href="#">Tall Buildings. Historic England Advice Note 4</a>	Published 4 March 2022	This Historic England Advice Note updates previous guidance by produced in 2015. It seeks to guide people involved in planning for and designing tall buildings so that they may be delivered in a sustainable and successful way through the development plan and development management process.	The EAP Update will need to look at where areas for tall buildings are potentially appropriate, understanding how the impacts of tall buildings on the historic environment.
<a href="#">The Community Infrastructure Levy</a>	Published 2010 and amendments made 2019	The Community Infrastructure Levy (the levy) is a tool for local authorities in England and Wales to help deliver infrastructure to support the development of the area. Changes were made to the Community Infrastructure Levy Regulations through the	In drafting, the EAP Update should take these regulations into account with regard to CIL requirements.

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
<a href="#">Regulations 2010</a>		Community Infrastructure Levy (Amendment) (England) (No. 2) Regulations 2019 which came into force on 1 September 2019. Regulation 5 (and Schedule 1) of the 2019 Amendment Regulations (No. 2) make a number of changes to regulation 9, regulation 40 and regulation 50 of the CIL regulations in relation to a chargeable development; the chargeable amount and the calculation of social housing relief.	
<a href="#">Carbon budget and growth delivery plan</a>	Policy paper published 29 October 2025	The Carbon Budget and Growth Delivery Plan sets out how the government meets its statutory carbon budgets and secure the benefits of this transition for people and businesses. It sets out how the UK will continue to reduce emissions in a way that lowers bills and secures good jobs, in line with the 2008 Climate Change Act. This plan sets out how the government would meet the emissions reductions for carbon budgets four to six (2023 to 2037).	The EAP Update will consider how development at Euston will meet net zero and reduce emissions.
<i>London wide</i>			
<a href="#">London Plan 2021</a>	Published March 2021	In the London Plan, a key element which underpins the new policies is the guiding principle of 'Good Growth', which is achieving growth that is economically and socially inclusive and environmentally sustainable. There are six cross cutting policy objectives around making the best use of land, strong and inclusive communities, creating a healthy city, delivering homes, London's economy and efficiency and resilience. It is worth noting that this Plan is more comprehensive and in-depth than its predecessor and contains a variety of	One of the key statutory requirements is for local development documents to be in general conformity with the London Plan. The EAP Update will address policy to reflect policies in the London Plan.
<a href="#">Mayor's Transport Strategy</a>	Published 2018	This sets out the Mayor's policies and proposals for reshaping transport over the next two decades. Policy approaches include: <ul style="list-style-type: none"> <li>• Reducing dependency on cars in favour of active, efficient and sustainable modes of travel, with the aim of 80% of all trips in London being made on foot, by cycle or public transport by 2041.</li> <li>• Working towards the elimination of road traffic deaths and serious injuries by reducing the dominance of motor vehicles.</li> </ul>	The Strategy's objectives and policies are integrated in the London Plan and should be reflected in the EAP Update.

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
		<ul style="list-style-type: none"> <li>• Prioritising space-efficient modes of transport to tackle congestion and improve the efficiency of streets for the movement of people and goods.</li> <li>• Taking action to reduce emissions – in particular diesel emissions from vehicles – to improve air quality and support compliance with UK and EU legal limits as soon as possible.</li> <li>• Making London's transport network zero emission by 2050, contributing towards the creation of a zero carbon city, including achieving a healthbased target of 10µg/m<sup>3</sup> for PM2.5 by 2030.</li> <li>• Use of the 'Healthy Streets' approach to provide an attractive 'whole journey experience' that will facilitate mode shift away from the car.</li> <li>• Making the public transport network easier and more pleasant to use, enabling customers to enjoy comfortable, confident, safe and secure, informed and stress-free travel.</li> <li>• Enabling disabled and older people to more easily travel spontaneously and independently and reducing the additional journey time that disabled and older users can experience.</li> </ul>	
<a href="#">London Growth Plan</a>	Published February 2025	<p>This plan is London's 10- year ambition for growth, and the actions we will take to make it happen. It includes the sectors and places that London will grow. The London Growth Plan sets out how the GLA will support the UK government's national industrial strategy and growth ambitions through a range of pro-growth interventions, including delivering more affordable housing, major investments in our transport network and vital skills training for Londoners. The plan also identifies huge opportunities for London to unleash growth in the industries of the future, such as artificial intelligence (AI), life sciences, robotics, cleantech, the creative industries and quantum computing. This growth plan sets out four bold ambitions: 1. Productivity: Raise productivity growth rates to 2% average per year over 2025 to 2035. 2. Inclusion: Raise the real household weekly income (after housing costs) of the</p>	The EAP Update should ensure that economic growth benefits all and ensure that development fully benefits the Knowledge Quarter.

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
		lowest earning 20% of Londoners by 20% by 2035. This would mean that at least a million London households would have on average an extra £50 to spend each week after paying for housing costs. 3. Green growth: Accelerate progress towards achieving London's net zero target for 2030. 4. A global capital: Grow London's services exports by an average of 6% per year.	
<a href="#">London Housing Strategy 2018</a>	Strategy published 2018	<p>This Strategy sets out the Mayor's vision for housing, and his policies and proposals to make that happen. The five priorities are:</p> <ul style="list-style-type: none"> <li>• Building homes for Londoners;</li> <li>• Delivering genuinely affordable homes;</li> <li>• High quality homes and inclusive neighbourhoods;</li> <li>• A fairer deal for private renters and leaseholders; and</li> <li>• Tackling homelessness and helping rough sleepers.</li> </ul> <p>The Mayor aims to bring forward more land for housing, making more intensive use of available land and seeking greater intervention in the land market. Development is to be prioritised on brownfield sites, in and around town centres, and on smaller sites in areas that have traditionally hosted fewer new homes. Investment will be targeted towards infrastructure projects that can help to unlock significant housing delivery. The Mayor also wishes to see a wider range of housing providers, with councils playing a bigger role and new players entering the industry. The Mayor's long-term strategic target is for half of new homes to be genuinely affordable, with developments to be 'fast-tracked' through the planning system where they meet a minimum threshold. Where comprehensive redevelopment of housing estates is proposed, the Mayor will only provide funding where there has been a successful ballot of existing residents.</p>	The EAP Update should take into account the need for homes that are affordable, high quality and provide inclusive neighbourhoods.
<a href="#">Housing Design Standards LPG 2023</a>	London Plan Guidance	The Housing Design Standards guidance brings together, and helps to interpret, the housing-related design guidance and policies in the London Plan. Given the inevitable tensions and	The EAP Update should ensure that high quality housing is delivered.

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
	Published 8 June 2023	<p>compromises that arise between different design elements during the design process, the LPG has consolidated the different considerations into tables within the document with links back to the source policy. This aims to help optimise design quality and help balance different aspects throughout the design process. The guidance is grouped into three broad headings to align with the design process, considering the wider context of a site first, through to shared spaces and then to the design of the home and private outside space:</p> <ul style="list-style-type: none"> <li>• Placemaking and the public realm – the area around the site</li> <li>• Shared spaces and ancillary spaces – communal spaces within the site</li> <li>• Homes and private outside space – private homes and spaces within the site.</li> </ul>	
<a href="#">Homes for Londoners: Affordable Housing and Viability SPG 2017</a>	Supplementary Planning Guidance published August 2017	This SPG sets out a strategic target that half of new homes should be affordable and introduced the Threshold Approach to affordable housing. Under the Threshold Approach, development proposals that provide 35 per cent affordable housing and 50 per cent on public land.	The EAP Update should make sure that the approach and viability guidance are taken into account.
<a href="#">London Environment Strategy</a>	London Strategy published May 2018	<p>This sets out a strategy for improving the quality of London's environment, with an overarching aim of ensuring London is greener, cleaner and ready for the future. It sets out a range of actions for the following areas:</p> <p>Air quality:</p> <ul style="list-style-type: none"> <li>• Cleaning up the transport system, making the whole bus fleet zero emission by 2037 and introducing the Ultra-Low Emission Zone by 2019;</li> <li>• Using a new Air Quality Positive standard so new building developments contribute to cleaning London's air;</li> <li>• Provide more information for Londoners on when air pollution is bad.</li> </ul>	The EAP Update should take into account the key areas of this Environment strategy as translated into policy for Euston.



Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
		<p>Greening:</p> <ul style="list-style-type: none"> <li>• Making London the first National Park City, including providing a Greener City Fund to support additional planting;</li> <li>• Improving greening in areas with the least amount of greenspace;</li> <li>• Use of new Urban Greening Factors in development (through the London Plan)</li> </ul> <p>Climate change:</p> <ul style="list-style-type: none"> <li>• Improving the energy efficiency of homes and public buildings, and supporting roll out of smart meters;</li> <li>• Ensuring private landlords improve the energy efficiency of their properties;</li> <li>• Zero carbon developments by 2019 and increasing clean energy generation with 1GW of installed solar capacity by 2030.</li> </ul> <p>Waste:</p> <ul style="list-style-type: none"> <li>• Help cut food and associated packaging waste by 50% by 2030;</li> <li>• Provision of community water refill schemes and water fountains to reduce the use of single use plastic bottles;</li> <li>• Ensuring there are sufficient sites to manage waste in London.</li> </ul> <p>Adaptation:</p> <ul style="list-style-type: none"> <li>• Improving readiness of infrastructure for extreme weather events;</li> <li>• Making developments more water efficient • Improving water security.</li> </ul> <p>Noise:</p>	

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
		<ul style="list-style-type: none"> <li>• Provide respite from noise through more green and tranquil spaces; Cut noise from rail and underground trains on the Transport for London network through technology and maintenance programmes.</li> </ul>	
<a href="#">London View Management Framework 2012</a>	Supplementary Planning Guidance published March 2012	The London View Management Framework SPG provides guidance on the policies in the London Plan for the protection of strategically important views in London. The SPG explains how the views designated by the Mayor and listed in the London Plan are to be managed, and replaces the previous 2007 SPG.	The EAP policies should reflect the established strategically important view corridors.
<a href="#">London Infrastructure Plan 2050</a>	Plan published 2015	This document examines the broad magnitude of London's infrastructure needs (in transport, utilities and green infrastructure), the costs involved, how the infrastructure might be funded, where it is likely to be needed and how it can be delivered. The Plan projects that a 70% increase in tube and rail capacity will be needed. This will be achieved through projects including Crossrail 2, increasing frequency on tube lines (to make the most of the existing network) and extending existing lines. For energy, the Plan refers to higher investment in zero-carbon electricity, developing further local energy projects and continuing to retrofit existing property to improve efficiency and reduce demand. To ensure better use of water, the Plan seeks the roll out of water meters combined with more sophisticated tariffs, water efficiency measures and in the longer term, encouraging waste water reuse. To keep pace with the projected population increase, the Plan estimates that an additional 9,000ha of accessible green space will be needed in London to meet existing standards. Existing parks and green spaces should also be better designed, planned and managed to deliver additional benefits, including mitigating flooding, improving air quality, cooling the urban environment and enhancing biodiversity and ecological resilience. The Plan also focuses on the need to improve understanding of the economic	The EAP Update should seek developer contributions to mitigate the impacts of development on this key infrastructure project for London

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
		benefits of improved green infrastructure, e.g. from lowering demand on healthcare systems and preventing serious flooding incidents. The Plan identifies the need to raise digital connectivity in London to world class levels. The Plan states the Mayor's commitments to working with the telecoms industry to develop property connectivity ratings, using technology to address need in areas without fibre broadband and investigating the use of more effective methods of installing connectivity infrastructure, such as micro trenching for cables.	
<a href="#">London Surface Water Strategy 2025-2030</a>	Strategy published on 14 May 2025.	The 2025–30 London Surface Water Strategy is a city-wide plan developed by the GLA to address surface water flooding (SWF) risks, prioritizing nature-based solutions like Sustainable Drainage Systems (SuDS) and fostering catchment-based partnerships across borough boundaries. Following the 2021 flooding, the focus must be on increasing resilience and adaptation, reducing flood risk to minimise its impact when it does occur, and making recovery quicker and easier.	The EAP Update should promote the importance of effective design measures for managing surface water.
<i>Local</i>			
<a href="#">We Make Camden</a>	Camden's vision for the future of Camden, published in March 2022.	<p>"Camden 2025" refers to a communitydriven vision for the borough of Camden developed by Camden Council and local residents and organizations to achieve a safe, fair, creative, and active community. It encompasses several interconnected strategies and plans created in partnership with the community to guide the borough's development and address challenges like housing, inclusive growth, community safety, and health and wellbeing.</p> <p>The 4 Missions in Camden to achieve over the coming years are:</p>	There are already strong links between the EAP, Local Plan and Camden 2025. The EAP Update should reflect and help to implement the objectives and Missions of We Make Camden.

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
		<p>Diversity: By 2030, those holding positions of power in Camden are as diverse as our community – and the next generation is ready to follow</p> <p>Young people: By 2025, every young person has access to economic opportunity that enables them to be safe and secure</p> <p>Food: By 2030, everyone eats well every day with nutritious, affordable, sustainable food</p> <p>Estates and neighbourhoods: By 2030, Camden's estates and their neighbourhoods are healthy, sustainable and unlock creativity</p>	
<a href="#">Regulation 19 Submission Draft Local Plan 2025</a>	Local Plan submitted to PINS for examination Spring 2026	<p>The new Camden Local Plan sets out the Council's vision for future development in Camden over the next 15 years and includes the planning policies and site allocations to help achieve this. Camden aims to deliver 11,550 additional homes (770 homes per year) from 2026/27 to 2040/41, prioritizing permanent self-contained housing to address affordability and overcrowding issues. The Council targets 3,000 additional affordable homes during the Plan period, with a mix of 60% low-cost rented housing and 40% intermediate housing. Key challenges and issues to be addressed through the Local Plan include:</p> <p>Meeting the need for housing in the borough;</p> <ul style="list-style-type: none"> <li>• Responding to the climate and ecological emergency;</li> <li>• Adapting to demographic change and supporting families to remain in Camden;</li> <li>• Creating a sustainable and inclusive economy and supporting the Central Activities Zone and Knowledge Quarter;</li> </ul>	The EAP is being updated in response and in accordance with the policies of the Local Plan.

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
		<ul style="list-style-type: none"> <li>Supporting Camden's town and neighbourhood centres and enabling them to thrive;</li> <li>Tackling inequalities to ensure that everyone has the chance to succeed and no one gets left behind;</li> <li>Promoting health and well-being and addressing health inequalities;</li> <li>Ensuring that travel becomes healthier, safer, more inclusive, more affordable and more sustainable;</li> <li>Making the Borough a safer place for all Camden's communities; and</li> <li>Ensuring that new buildings and public spaces are designed to be safe, accessible, and inclusive, while respecting local context and responding to the distinctiveness of Camden's valued and special places.</li> </ul> <p>Estate regeneration under Camden's Community Investment Programme focuses on improving housing quality, retaining existing affordable housing, and adding new affordable homes.</p> <p>Camden supports purpose-built student accommodation with a target of 200 additional bedspaces per year, requiring affordable student housing or contributions to affordable housing.</p> <p>Development must prioritize climate change mitigation and adaptation, including energy efficiency, renewable energy, sustainable transport, and biodiversity enhancement</p>	
<a href="#">Camden Planning Guidance</a>	Planning Guidance adopted from 2018 onwards	<p>Camden Planning Guidance provides advice and information on how the LBC applies its planning policies. Adopted CPG documents:</p> <ul style="list-style-type: none"> <li><a href="#">Access for All CPG - March 2019</a></li> </ul>	The EAP Update should include reference to supplementary guidance where appropriate.



Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
		<ul style="list-style-type: none"> <li>• <a href="#">Adverts CPG - March 2018</a></li> <li>• <a href="#">Air Quality</a> - January 2021</li> <li>• <a href="#">Amenity</a> - January 2021</li> <li>• <a href="#">Artworks, statues and memorials CPG - March 2019</a></li> <li>• <a href="#">Basements</a> - January 2021</li> <li>• <a href="#">Biodiversity CPG - March 2018</a></li> <li>• <a href="#">Community uses, leisure and pubs</a> - January 2021</li> <li>• <a href="#">Design</a> - January 2021</li> <li>• <a href="#">Developer Contribution CPG - March 2019</a></li> <li>• <a href="#">Digital Infrastructure - March 2018</a></li> <li>• <a href="#">Employment sites and business premises</a> - January 2021</li> <li>• <a href="#">Energy efficiency and adaptation</a> - January 2021</li> <li>• <a href="#">Home improvements</a> - January 2021</li> <li>• <a href="#">Housing</a> - January 2021</li> <li>• <a href="#">Planning for health and wellbeing</a> - January 2021</li> <li>• <a href="#">Public open space</a> - January 2021</li> <li>• <a href="#">Student housing CPG - March 2019</a></li> <li>• <a href="#">Town centres and retail</a> - January 2021</li> <li>• <a href="#">Transport</a> - January 2021</li> <li>• <a href="#">Trees CPG - March 2019</a></li> <li>• <a href="#">Water and flooding CPG - March 2019</a></li> </ul>	
<a href="#">North London Joint Waste Strategy 2025 – 2040</a>	Adopted by seven boroughs of London in 2025	The plan provides a set of agreed priorities for delivering sustainable waste management in North London. NLWA is the statutory joint waste disposal authority for north London. NLWA is responsible for the recycling, composting and disposal of waste collected by its seven constituent boroughs and covers around 2,000,000 people in some 850,000 households.	The EAP Update should be consistent with the aims of the Plan.
<a href="#">Camden Infrastructure</a>	Plan published 2025	The purpose of the Infrastructure Delivery Plan (IDP) is to assess the current level of infrastructure provision in Camden, and identify known projects and future needs, to support the	The EAP Update should use this to support the delivery of the EAP.

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
<a href="#">Delivery Plan April 2025</a>		<p>delivery of the Local Plan. The IDP also supports the delivery of the Councils broader ambitions and priorities set out in We Make Camden, and other relevant Council plans and strategies, including those relating to climate change, health and wellbeing, diversity, affordable workspace, the evening and night-time economy, culture, libraries, community facilities, education, adult social care, families and children, open space, biodiversity and transport.</p> <p>The document aims to:</p> <ul style="list-style-type: none"> <li>• Establish the current level of infrastructure provision across Camden;</li> <li>• Identify known infrastructure projects, as set out in existing plans and strategies, or coming forward as part of approved schemes;</li> <li>• Assess future infrastructure needs to support housing and economic development; and</li> <li>• Inform infrastructure funding decisions, including Section 106 (S106) negotiations, Capital Programme allocations (including Strategic CIL), and Neighbourhood CIL application decisions.</li> </ul> <p>The Infrastructure Delivery Plan is intended to be a live document, reflecting the Council's and external partners current priorities</p>	
<a href="#">Conservation area appraisal and management strategies</a>	Various dates of adoption	<p>The conservation area appraisals and management strategies define the special character of a conservation area and set out the approach for its preservation and enhancement.</p> <p>Conservation Areas of note for the Euston area are <a href="#">Regents Park (2011)</a>, <a href="#">Kings Cross/St Pancras (2003)</a> and <a href="#">Camden Town Conservation Area (2007)</a>.</p>	The EAP Update should be consistent with the findings and recommendations of these documents
<a href="#">Local Housing Needs</a>	Published April 2025	The Assessment looks at housing needs in Camden for the period 2026- 2041 to support the period of the Local Plan Regulation 19 Submission Draft. The document provides a	The EAP Update should reflect the evidence and necessary

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
<a href="#">Assessment 2025</a>		<p>comprehensive analysis of housing needs, affordability challenges, and potential solutions to guide Camden's housing and planning policies.</p> <p>The main themes include:</p> <ul style="list-style-type: none"> <li>• Housing Targets and Policy Context: Camden's proposed housing target of 11,550 dwellings over 15 years and alignment with the NPPF and the London Plan as well as changes in government policy, including updates to the NPPF and Planning Practice Guidance (PPG).</li> <li>• Demographic Projections: Population and household growth trends, including age- specific projections with shifts in household types, with a significant increase in older households.</li> <li>• Local Housing Market: Trends in housing tenure, including the decline in affordable rented housing and growth in private renting and analysis of housing costs, (including private rent, social rent, and homeownership affordability). Income thresholds required to access different housing options.</li> <li>• Affordable Housing Needs: Current unmet needs, including homelessness, overcrowding, and concealed households. Future affordable housing needs, driven by new household formation and migration. Needs of households aspiring to homeownership but unable to afford market housing.</li> <li>• Housing Products and Affordability: Evaluation of affordable housing options, including Social Rent, Camden Intermediate Rent, Shared Ownership, and First Homes. Challenges in delivering affordable homeownership products due to high housing costs in Camden.</li> <li>• Specialized Housing Options: Potential roles of Build to Rent and co-living schemes in addressing housing needs.</li> </ul> <p>Consideration of housing for specific groups, such as students and older persons.</p>	<p>updates conducted for the Local Plan.</p>

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
		<ul style="list-style-type: none"> <li>• Viability and Policy Implications: Balancing housing needs with development viability and prioritizing different housing needs within the constraints of Camden's housing delivery targets.</li> <li>• Evidence-Based Planning: Use of demographic, economic, and housing market data to inform housing policies and the integration of findings into a broader evidence base for Camden's Local Plan.</li> </ul>	
<a href="#">Camden Retail and Leisure Study 2024</a>	Published January 2024	The study takes account of current and predicted market trends, and the recent impact of the pandemic on town centres and high streets as places to shop, live, work, study and visit for a wide range of uses and activities. The UK has experienced major economic and social events (e.g. COVID-19, energy and cost of living crisis, inflation and a rise in interest rates) that have impacted on how we shop, work and use our town centres. As such, the assessment provides town centre evidence to ensure that the policies within the emerging Local Plan continue to be appropriate and capable of providing the policy guidance required to achieve the Council's development objectives.	The EAP Update should provide a consistent approach to encouraging vitality and viability and protecting and enhancing retail floorspace
<a href="#">Camden Clean Air Action Plan 2023-2026</a>	Policy published 2022	The Camden Clean Air Strategy 2019- 2034 sets out strategic objectives for realising the vision for a borough in which no person experiences poor health as a result of the air they breathe. The Camden Clean Air Action Plan 2023-2026 describes the actions that we will take over the next four years (2023-2026). This follows on from the previous Camden Clean Air Action Plan 2019-2022. This document goes beyond the legal requirements by committing to more ambitious air quality standards and including pollution sources not usually addressed by local authorities.	The EAP Update Environment Strategic Principle should contain wording which reflects the findings of the Plan and seek to improve air quality in the Euston area.
<a href="#">Strategic Flood Risk Assessment</a>	Published 2024	The SFRA provides a strategic overview of flood risk to enable effective risk-based strategic planning for the future and supports development of the Camden Local Plan. Flooding	The EAP Update should take a risk-based approach and consider flood risk in

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		from surface water and sewer sources pose the greatest risk to the London Borough of Camden. The risk is interconnected, due to the prevalence of the combined sewer system which serves the Borough. Historic flood events, such as that of 1975, 2002 and 2021, suggest high volumes of surface water are conveyed overland due to the extent of impermeable surfaces and lack of infiltration. Multiple reports of internal and external property flooding have been linked to surface water sources. The large volume of water conveyed over land enters the Thames Water Utilities Limited combined sewer system. Flood incidents have been linked to surcharge of the sewer network at several locations (i.e., where the entrance and exits of assets such as manholes and pipes are submerged) as a result of blockages and hydraulic overload.	accordance with guidance and consider ways to promote sustainable drainage systems alongside the more sustainable use of water.
<a href="#">London Borough of Camden Local Plan Review Viability Study – Regulation 19 Update</a>	Published April 2025	This report tests the ability of developments in the London Borough of Camden to accommodate the policies in the draft New Camden Local Plan alongside prevailing rates of Community Infrastructure Levy ('CIL'). It seeks to provide information on the viability impacts of the draft plan policies and adopted CIL rates on different types of development across the Borough and in relation to specific sites.	The EAP Update viability should be consistent with this Study
<a href="#">Euston Area Plan Historic Area Assessment</a>	Published October 2014	This assessment identifies and describes character areas, assesses their relative architectural and historic importance and provides an evidence base for retaining areas of distinctive character. It examines the components of the historic environment and the relationships between them.	The EAP Update seeks to ensure that development complements the character and heritage of the area
Euston Planning Brief – Community-led heritage assessment – October 2019	Published October 2019	This document presents an assessment of the heritage of the area which was done for the Euston Planning Brief and its immediate surroundings. Much of this heritage is formally recognized, through statutory listing, local listing, and designation within a conservation area. The assessment also assesses what local communities identify and value. The	The EAP Update seeks to ensure that development complements the character and heritage of the area



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		assessment highlights that heritage is a critical context for the successful redevelopment of Euston Station.	
<a href="#">Euston Area Needs Assessment</a> - Review of the supply and demand needs assessment of sports facilities in the borough of Camden considering the current and future demographic of Euston and the HS2 development area.	Draft report January 2022	<p>This report by Knight Kavanagh &amp; Page delivers an up-to-date review of the supply and demand needs assessment of sports facilities in the borough of Camden considering the current and future demographic of Euston and the HS2 development area. The report provides a robust and objective justification for the future provision of accessible, high quality and financially sustainable facilities for sport and physical activity in and around this area.</p> <p>The key deliverables are:</p> <ul style="list-style-type: none"> <li>• Opportunity to shape the new sport and physical activity spaces to increase access to sport and physical activity, especially inactive residents and barriered groups.</li> <li>• Creatively designed spaces that maximise utility value, commercially viable and offer something different and exciting.</li> <li>• Could consist of built mainstream provision, e.g., gym fitness, group exercise studios, swimming, and sports hall, subject to meeting known latent demand and/or unmet need.</li> <li>• Meet the needs of the daytime population/non-residents, primarily for commercial income generation/sustainability for cross-subsidy for targeted interventions.</li> <li>• Meet needs of residents - both the fitness market/active demographic groups and inactive and disproportionately affected by Covid Open access, safe recreational spaces, free to use and appealing to young people, but blended with other uses and users, e.g., older people, families</li> <li>• The report will identify a prioritised list of recommendations comprising a facility mix of options, justifications.</li> <li>• Consider current and future facility requirements in and around the area in question, considering current provision and</li> </ul>	The EAP Update will use the findings of this Report with regard to provision of sports facilities.

Document	Status	Summary of key policies/overall strategy	Key implications for Area Plan
		future population and housing growth and demand, considering current financial climate considering the Covid pandemic and subsequent recovery process.	
<a href="#">Euston Area Plan Transport Study</a>	Published 2025	Transport for London and Camden have prepared a Transport Study for Euston, which sets out in more detailed the transport context for the Euston Area and the ways in which the Euston Area Plan would help to address this context and support growth and development in the area. Strategic modelling was undertaken to assess the transport impacts of these revised growth scenarios, with an uplift of 3,072 homes and 32,888 jobs being adopted as a maximum development scenario for 2041. This study presents the findings of this modelling, and an analysis of existing transport provision and travel patterns	The EAP Update should take into account the findings of the strategic modelling and trends and reflect this in Euston-specific transport policy.
Retail Planning Issues report 2022	2022	<p>This report on Retail Planning Issues was prepared by Avison Young ('AY') for the London Borough of Camden in relation to the Euston Action Plan Update. It is part of two inter-related pieces of work: a Land Use Mix Report and a Deliverability and Viability Assessment.</p> <p>The document provides:</p> <ul style="list-style-type: none"> <li>• a review of the robustness of the existing evidence base informing the adopted Euston Area Plan;</li> <li>• a partially updated evidence base (including a review of land use provision in defined 'town centres' in the surrounding area);</li> <li>• updated retail and leisure floorspace need forecasts (including an impact assessment of the proposed retail and food/beverage floorspace); and</li> <li>• advice on planning policy associated with retail, leisure and town centre issues.</li> </ul>	The findings of this report will influence policies in the EAP Update in relation to retail provision.
<a href="#">Euston Economic Impact Assessment</a>	Issued February 2024	The Study assesses the transformational economic and place-making opportunities linked to the Euston station broader area redevelopment, which has the potential to contribute 34,000 jobs, 2,500 homes, and £41bn to the economy by 2053. The	The EAP Update is mindful of the numerous benefits that the transformation of Euston can bring.

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		Economic Impact Assessment is based on a development scenario for Euston that development partners have prepared in response to the Government's objectives for the development. As part of the economic model, Metro Dynamics also tested a range of scenarios for development, to demonstrate how the benefits could vary for larger, taller, and smaller developable areas, and faster development.	
<a href="#">Euston Open Space Study</a>	Published January 2023	The study has the following aims: - updates the evidence base for open space and play space to inform an updated EAP, - audits and assesses the quantity, quality, value and accessibility of open space across the EAP area - undertake an assessment of projected future open space requirements, taking into account future growth. - sets out the current and future 'need' for open space. The SA objectives will take into account the findings of this study. The Euston Area Plan should be consistent with the recommendations of the study. 200 Ref No. Policies, Plans or Programme of Potential Relevance Key Objectives: Issues, Guidance, Indicators or Targets relevant to the Area Plan Implications and Considerations for Sustainability Appraisal (SA) Implications and Considerations for the Euston Area Plan update - provides recommendations on priorities for future open space requirements.	The Euston Area Plan Update recognises the importance of providing open space and should be consistent with the recommendations of the study

## Appendix 2

### Euston Area Action Plan: Historic Area Assessment: 2025 Update

Many of the areas identified and discussed within the 2014 Historic Area Assessment continue to be of relevance today. The following sections aim to update the document and reflect newly listed buildings, recent developments and demolitions which have altered the way in which the area is experienced. These updates should be read in conjunction with Camden's Local List, the Euston Community-led Heritage Assessment, the London View Management Framework and the relevant Conservation Area Appraisals.

Page and Header	Proposed Alterations
Page 5: Introduction and Strategic: Approach	<p>Delete: <i>"Camden Council is drawing up a Borough-wide list of buildings of local interest, using agreed selection criteria. This report does not pre-empt the Council's work, but it identifies buildings and features that contribute positively to the character or appearance of the Euston area. It is hoped, therefore, that the findings of this report will help inform the forthcoming local list."</i></p> <p>Add: The Euston Area Heritage Assessment was used to inform the Camden Local List. Many of the buildings, but not all, identified as contributing positively to the character or appearance of Euston.</p>
Page 6: Strategic Context	<p>Update: <i>"The London Plan (July 2011) identifies Euston as a growth area and expects that a minimum of 1,000 new homes and 5,000 jobs should be provided in the area between 2001 and 2026. The Camden Core Strategy (October 2010) envisages that redevelopment at Euston could include 1,500 new homes and in the region of 70,000 sq m of additional business floorspace, as well as significant retail floorspace."</i></p> <p>An updated strategic context is provided in the EAP Update and in the background report.</p>
Page 6: Strategic Context	<p>Delete: <i>"The Plan will be finalised by late 2014 and the emerging plans and policies will be shared with HS2 to influence their emerging plans."</i></p> <p>An updated strategic context is provided in the EAP Update and in the background report.</p>
Page 8: High Speed 2 Context and Impacts	<p>Delete: <i>"HS2 teams are currently undertaking design and environmental work for phase one in order to present a hybrid bill to Parliament by the end of 2013, with a view to receiving Royal Assent in 2015 for the powers to build and operate the route between London and Birmingham. The current timetable anticipates construction after 2017 with the Phase 1 line opening in 2026. The promoters are HS2 Ltd, a company set up in 2009 and wholly owned by the Department of Transport."</i></p> <p>An updated context is provided in the EAP Update and in the background report.</p>
Page 14: End of Historical Summary	Summary of more recent changes is provided in section 7 of this background report.
Page 23: Built Form Plan Map	Update provided in chapter 7 of this background report.
Page 25 Evolving street pattern Map	Update provided in chapter 7 of this background report.
Page 27: Heritage Designations Map	<p>Note: The strategic views and the conservation area boundaries remain unchanged. Four listed structures have now been relocated and two listed buildings located within the HS2 area have now been demolished. The following new listings within locality have taken place</p> <p>Bentham House, 4-8 Endsleigh Gardens (Grade II), 3-7 Mornington Place (Grade II)</p>

Page 30: Movement and Street Pattern	New: The demolition of areas within the HS2 boundary to the east of Euston Station have resulted in a reduction in east-west routes.
Page 32: Land Use	New: Buildings within the HS2 area have now been demolished with no approved replacements.
Page 34: Open Spaces	New: St James's Gardens now forms part of the HS2 development site.
Page 36: Building Frontage	New: Buildings within the HS2 area have now been demolished with no approved replacements.
Page 38: Development Context (Fig 1)	New table needs to be completed- what majors have we approved in the last decade?
Page 42: Tall Buildings	New: The view from Primrose Hill continues to be of strategic importance but since 2014 has continued to see an increase in the number of tall buildings in this view.
Page 50: Key Features and Legibility: Drummond Street	New: Areas to the east of Drummond Street have been demolished to make way for HS2. However, the original pattern can still be seen on the remaining streets.
Page 50: Key Features and Legibility: Open Spaces	Delete references to "St James's Gardens"
Page 52: Character Area Introductions	Areas of demolition have undertaken which have impacted the Drummond Street, St James's Gardens and Upper Regent's Park Estate Character Areas.
Page 52: Character Areas	New: St James's Gardens has now been demolished. New: The 2014 assessment was created without reference to Camden's adopted Local List which was approved during the drafting of it. This assessment should not be read in conjunction with Camden's adopted Local List.
Page 57: 01 Euston Road and Regents Place	New: The Grade II listed statue of Robert Stephenson in Euston State forecourt has been temporarily relocated during the duration of works.
Page 62: 02 Euston Station and Railway Buildings, Section A, Land Use and Heights	Grant Thornton House and One Euston Square was demolished has been demolished with the site currently vacant awaiting future development.
Page 67: Drumond Street Character Area: Overall Description- additional paragraph	New: The buildings within the HS2 boundary have been demolished. This includes all buildings to the east of Cobourg Street including the Grade II listed buildings at 14 and 15 Melton Street and attached railings. The Locally Listed former Euston Tube Station is currently retained but earmarked for demolition.
Page 73: Overall Description: Hampstead Road	Buildings to the north of the Magaret Health Centre (formerly St Pancras Charity School), Hampstead Road have now been demolished to make way for HS2. This includes the Former National Temperance Hospital.
Page 85: St James Gardens	Delete <i>"The large brick building to the south is the back of the former stables for the London and North West railway building. They are now in office use."</i>  <i>"The former printing works on the north side – now containing hotel bedrooms – is a better neighbour. The former National Temperance Hospital awaits a new use."</i>  New: The former stables for the London and North West railway building were located to the south of St James's Gardens and former printing works to the north. Both are no demolished.  As part of the HS2 works the more than 14,000 human remains that were archaeologically excavated from St James's Gardens and reinterred at Brookwood Cemetery in Surrey following an agreement with the Archbishops' Council of the Church of England.



	The three listed structures within the gardens have been relocated or placed in storage. This includes the Grade II listed drinking fountain which can now be found in the Churchyard of St Pancras Church.
Page 91 The William Road	The Lantern, 75 Hampstead Rd, London NW1 2PL- new development Stanhope Apartments and Netley Campus: New development
Page 97 Lower Regent Park Estate: Overall Description	New para: Since 2014 various residential infill developments have been constructed throughout the estate to provide replacement homes for those lost as a result of HS2. These are largely contextual in terms of massing and materiality and complement the existing buildings.
Page 103 Upper Regents Park Estate: Overall Description	New sentence: Buildings within the HS2 zones have subsequently been demolished.
Page 117: 11 Harrington Square: Historic Assessment	Note: 3-7 Mornington Place is now Grade II listed.
Page 129: Somers Town Churnway	New: Redevelopment of 42 Phoenix Road was approved in 2015 with the existing building being demolished. Maria Fidelis School now occupies the north side of Drummond Street.
Page 128: Management Framework- Areas for Increased Heritage Protection	Delete: <i>"St James's Gardens and positive non-listed buildings on Hampstead Road."</i>  St James's Gardens buildings on the east of Cobourg Street have now been demolished to make way for HS2.
Page 143: 04 Hampstead Road	Delete: <i>"The National Temperance Hospital should be considered, in part or in whole, as a candidate for Camden's forthcoming local list of buildings of interest."</i> This building has now been demolished.  Add: Areas within the HS2 Boundary have now been demolished.
Page 144: St James's Gardens	Delete: <i>"The survival of the former 1791 burial ground is severely threatened by HS2, which could result in the loss of more than half the Gardens. The space that remained would have to be carefully redesigned if its historic associations and amenity value are to be acknowledged and preserved. There are however opportunities to enhance the setting of the gardens, especially by the repair and re-use of the former National Temperance Hospital on Hampstead Road. This could include improving access to the Gardens (and, potentially, the redeveloped Euston station) from Hampstead Road underneath the existing first level walkway that connects the former hospital buildings.</i>  <i>The positioning and setting of the Garden's listed features, the drinking fountain, obelisk and monument (see appendix for listing details), will need to be carefully considered by any design proposals and provide the opportunity to retain a connection to history of the Gardens.</i>  <i>Any ground disturbance would call for full archaeological investigation and appropriate mitigation measures put in place."</i>  Add: St James's Gardens has now been demolished. As part of the HS2 works the more than 14,000 human remains that were archaeologically excavated from St James's Gardens and reinterred at Brookwood Cemetery in Surrey following an agreement with the Archbishops' Council of the Church of England.  The three listed structures within the gardens have been relocated or placed in storage. This includes the Grade II listed drinking fountain which can now be found in the Churchyard of St Pancras Church.

Page 146: 07 William Road	The Netley School redevelopment work is now complete.
Page 148: 09 Upper Regent's Park Estate	Add: Buildings within the HS2 area are now demolished.
Page 152: Somers Town: Churchway	<p>Delete: <i>Numbers 1-39 Drummond Crescent is an allocated site in Camden's Local Development Framework. The site is given extra prominence due to the curve of the Crescent, and, if redeveloped, reference should be made during the design process to other Crescents in the local area (Mornington Crescent, Cartwright Gardens, Park Crescent, etc.), and the historic role of Crescents within Georgian town planning. The potential to retain the two storey and symmetrical central section of the existing building should also be investigated within any development proposals.</i></p> <p>Add: Numbers 1-39 Drummond Crescent have been redeveloped and now occupied by Maria Fidelis School.</p>
Page 156: High Speed 2 Urban Historic Issues and Opportunities: St James's Gardens Conservation Area	Delete references to "St James's Gardens potential conservation area" as the character of this area has largely been eroded.
Page 163: Listed Structures	<p>Delete: <i>14 and 15 Melton Street and attached railings Grade II</i></p> <p>Add: Statue of Robert Stephenson is temporarily relocated during the HS2 works.</p> <p>Add: Drinking Fountain, St James Gardens: This is now located within St Pancras Church Yard.</p> <p>Add: Monument to the Christie Family is temporarily stored pending suitable relocation.</p> <p>Add: Obelisk to Baron Southampton is temporarily stored pending suitable relocation.</p>

## **Appendix 3**

### **Impact of tall buildings on strategic and local views**

## Appendix 3. Testing the impacts of tall buildings on strategic and local views

### Introduction

This appendix provides an initial, high level assessment of potential impacts of taller building proposals in the Euston area on strategic and local views. Any development proposals would need to be subject to more detailed assessment where planning applications include proposals for taller buildings, when the exact location, scale and design of such buildings is known. Following the approach taken in the draft new Camden Local Plan, tall buildings are defined as buildings that are over 40 metres in height in the Central Activities Zone (CAZ) and over 30 metres elsewhere in the borough, when measured from the lowest point on the ground to the uppermost part of any rooftop structures. This definition was informed by the Camden Building Heights Study.

The location of Euston at a major Central London transport interchange and in a designated growth area, combined with the potentially significant costs associated with redevelopment, and a need for new homes and economic growth in Camden and London as a whole, together, are likely to create significant pressure for the provision of taller buildings to maximise development potential. However, Euston is also located in a sensitive location: the area and its surroundings are historically sensitive, being home to a high concentration of heritage assets including listed buildings, conservation areas, and registered parks and gardens (see Section 7 of this Background Report). Careful consideration would need to be given to the impact of taller buildings on the settings of these assets.

A range of factors would be relevant in considering the acceptability of taller buildings, including:

- Impact on the designated views, including protected vistas: a large part of the Euston area is located within designated strategic viewing corridors, which will limit the potential for taller buildings in some areas;
- Impact on the London Panoramas, particularly in terms of other landmarks and materials used;
- Impact on local views, the setting of listed buildings and the character and appearance of conservation areas;
- Impact on local amenity, in particular sunlight and daylight, and outlook from neighbouring residential properties;
- The character, setting, context and the form and scale of neighbouring buildings; and
- Compliance with Tall Building policy in the London Plan (Policy D9) and Local Plan.

A range of policy and guidance is relevant to the consideration of the impacts of taller buildings, including:

- A range of Historic England guidance, including Tall Buildings (Historic England 2022) and The Setting of Heritage Assets (2017).
- London Plan policy D9 (Tall buildings), which sets out a range of principles for planning decisions on tall buildings: including
  - Tall buildings should only be developed in locations that are identified as suitable in Development Plans;
  - Development proposals should address visual, functional, environmental and cumulative impacts.
  - Architectural quality and materials should be of an exemplary standard. The higher the building the greater the level of scrutiny that is required of its design.
  - Proposals should take account of, and avoid harm to, the significance of London's heritage assets and their settings.
- London Plan policy D9 states that tall buildings should not adversely affect local or strategic

views, and wind, daylight, sunlight penetration and temperature conditions around the building(s) and neighbourhood must be carefully considered and not compromise comfort and the enjoyment of open spaces around the building.

- Camden Local Plan policy D1 addresses tall buildings and sets out general design criteria against which proposals will be assessed as well as setting out specific matters which are of particular importance. Draft Local Plan policy D2 'Tall Buildings' provides a definition of tall buildings, locations where tall buildings may be an appropriate form of development and sets out important matters which will be considered in an assessment.

This appendix sets out the assessments carried out regarding the potential impacts of taller buildings as follows:

- Part A: Tall Buildings and London View Management Framework Views;
- Part B: Tall buildings and local views

Detailed impacts on local views, and the setting of listed buildings and other heritage assets, would need to be robustly tested at the planning application stage.

### **Methodology**

1. The views testing has been carried out using Vu.City which provides a detailed 3D model of London (a digital twin) including development granted planning permission (but not commenced) and approved development under construction.
2. The Vu-City model was used to create the LVMF views and local views shown in this appendix.
3. For the capacity study, indicative block massing envelopes have been tested in the Vu.City model. Two massing envelopes were tested to understand the impact of a lower and upper range of homes and jobs on strategic and local views.
4. A 'jelly mould' digital model, provided by the GLA, shows the massing envelope for all combined strategic LVMF views. Development that exceeds the height of the jelly mould would be visible in strategic views. The jelly mould has been used to inform the LVMF constraints on tested heights and massing in the Euston stations and tracks area. In the wider EAP area, the impact of heights and massing on views were tested using the steps outlined above.



## **Part A. Tall Buildings and London View Management Framework Views**

The London View Management Framework (LVMF) is one of a number of considerations when assessing the appropriateness of tall buildings. Further detailed assessment would be required for any tall building proposals at the locations identified in this report and any other locations within the Euston Area Plan to address the full range of potential impacts. The Plan also seeks to explore opportunities to 'open up' strategic views where they are currently obstructed by existing tall buildings.

The EAP area lies in the foreground of strategic views from Primrose Hill to St. Paul's Cathedral and from Parliament Hill to Palace of Westminster. It also lies in the background assessment area of views from Greenwich Hill and Blackheath Point to St. Paul's Cathedral.

Key Strategic viewing corridors and London Panoramas (See Figure 1):

- 2A.1 Parliament Hill: the summit – looking toward the St. Paul's Cathedral
- 2A.2 Parliament Hill: the summit - looking toward the Palace of Westminster
- 2B.1 Parliament Hill: East of the summit at the prominent Oak Tree - looking toward Palace of Westminster
- 4A.1 Primrose Hill: the summit - looking toward St Paul's Cathedral
- 4A.2 Primrose Hill: the summit - looking toward the Palace of Westminster
- 5A.2 Greenwich Park: the General Wolfe Statue – looking toward St. Paul's Cathedral
- 6A.1 Blackheath Point: near the orientation board - looking toward St. Paul's Cathedral

These strategic views are all London panoramas, which under London Plan policy HC4 D should be managed so that development fits within the prevailing pattern of buildings and spaces, and does not detract from the panorama as a whole.

### **Key findings:**

The 2015 LVMF Strategic views assessment identified that tall buildings could be provided in the two indicative locations 'A' and 'B' (see Figure 1), with limited impact on strategic viewing corridors.

In these locations, tall buildings would be 'hidden' behind St. Paul's Cathedral in views 5A.2 and 6A.1. Since the 2015 EAP, 1 Euston Square has been demolished and location A has been expanded to take account of the opportunity for a replacement of the demolished 1 Euston Square. Such a replacement building could improve strategic views which were previously impacted by this building's height and massing.

In location A, the assessment demonstrates that the height for taller buildings would depend on the site:

- Site allocation EA1 (Euston Station and Tracks): height up to 60m so as to be hidden behind St Paul's Cathedral and up to 55m to replace the now demolished 1 Euston Square;
- Site allocation EA9: height up to 90m so as to be hidden behind St Paul's Cathedral.

In location B, the LVMF assessment demonstrates that tall buildings could be up to 60m to be hidden behind St Paul's Cathedral.

The LVMF Strategic and local views assessment has identified further locations for tall buildings: EA3 (The Place and Premier Inn), building height up to 40m has been tested; EA4 (250 Euston Road), building height up to 75m has been tested; and EA10 (Regent's Park Estate North), building height up to 50m has been tested.

In EA6 (Cutting at Park Village East), height up to 42m has been tested. Additional height in this location has also been tested (53m). The details of a tall building would need to be tested through the more detailed design work expected for a planning application. In EA7 (Granby Terrace/Hampstead Road), height up to 40m has been tested.

Lower massing envelopes fall within the envelope provided by the GLA's 'jelly mould'. The tested upper massing envelopes include the impact of potential height replacing the now demolished 1 Euston Square. While this goes above the jelly mould, it would represent an improvement on the pre-existing situation.

Tall buildings would appear in the wider panoramas, and would require further consultation in terms of their detailed design and material, and their setting in relation to other landmarks within the panorama. Detailed testing will be required to test the impact of any planning application proposals on protected views in line with the requirements of the LVMF methodology.

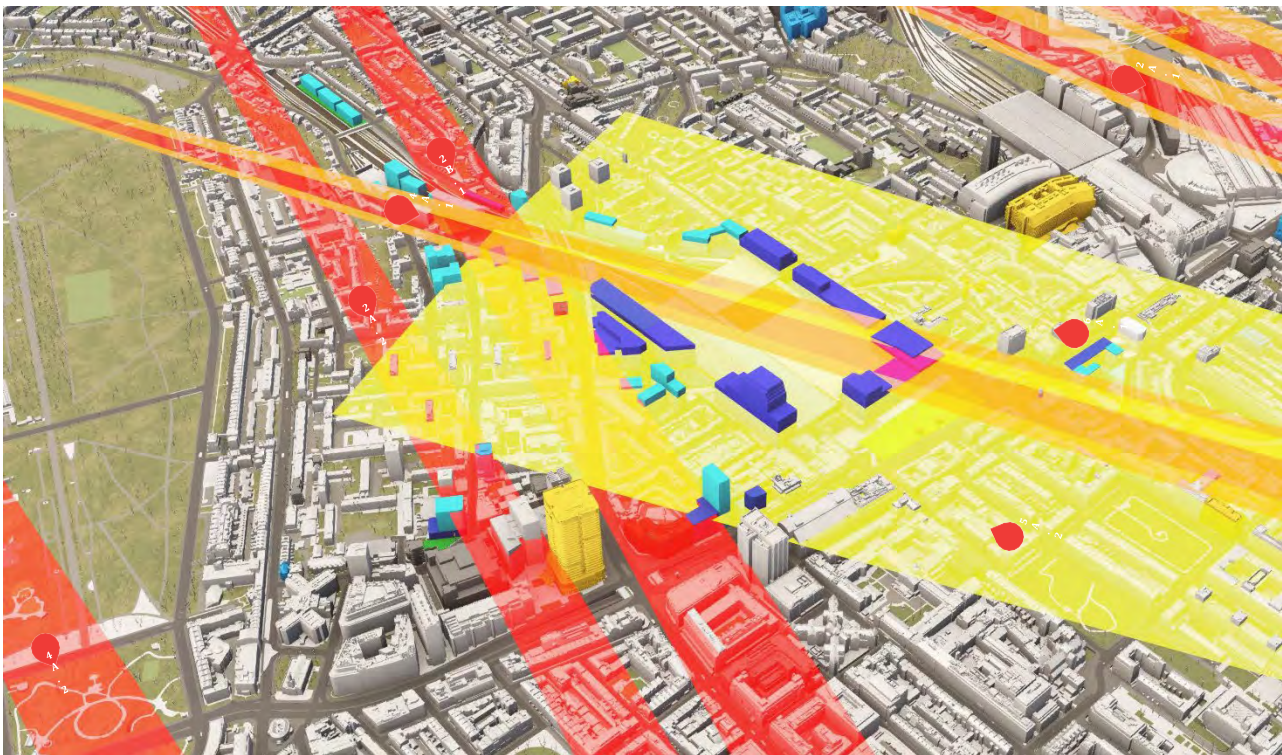
The acceptability of particular tall building proposals, and their location within the sites, will be assessed against relevant Development Plan policies including Tall Building policy. Any building which encroaches on the LVMF will be subject to consultation with the GLA.






Figure 1: Strategic Viewing Corridors, potential building heights and indicative tall building locations (please note that building heights shown are measured from an average ground level)



LVMF Protected Vistas  
(TESTED MASSING ENVELOPES: lower)

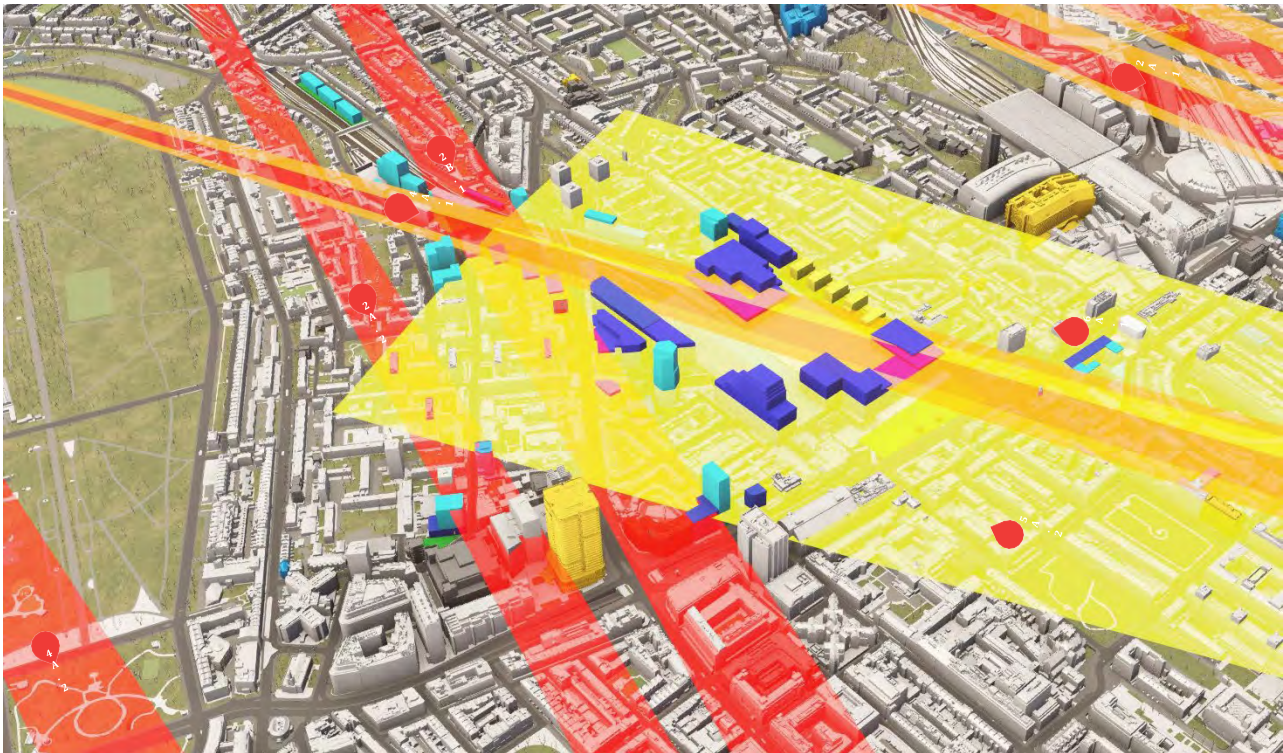
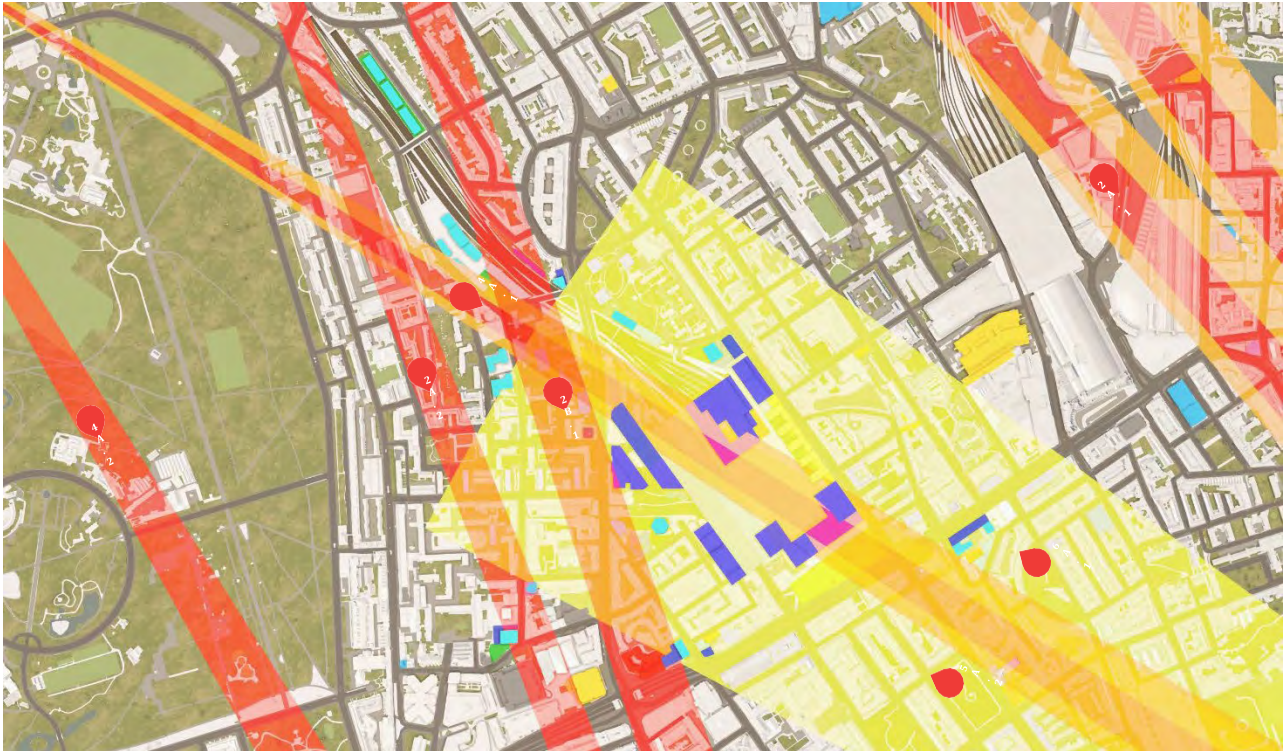


Development capacity: testing of indicative heights and massing




<b>Key</b>		4A.1	Primrose Hill - The Summit
2A1.	Parliament Hill - The Summit	4A.2	Primrose Hill - The Summit
2A.2	Parliament Hill - The Summit	5A.2	Greenwich Park - The General Wolfe Statue
2B.1	Parliament Hill - East of the Summit	6A.1	Blackheath park - The Point
<b>LVMF:</b>			
	Landmark Viewing Corridor		Wider Setting Consultation Area (foreground / middleground)
			Wider Setting Consultation Area (background)



LVMF Protected Vistas  
(TESTED MASSING ENVELOPES: upper)



Development capacity: testing of indicative heights and massing

<b>Key</b>		4A.1	Primrose Hill - The Summit
2A1.	Parliament Hill - The Summit	4A.2	Primrose Hill - The Summit
2A.2	Parliament Hill - The Summit	5A.2	Greenwich Park - The General Wolfe Statue
2B.1	Parliament Hill - East of the Summit	6A.1	Blackheath park - The Point
<b>LVMF:</b>			
	Landmark Viewing Corridor		Wider Setting Consultation Area (foreground / middleground)
			Wider Setting Consultation Area (background)



**Tested Massing** - These studies represent massing envelopes not building designs, and have been drawn to test the impact of the envelopes in order to understand potential capacity. Further detailed design and testing will be required to determine the acceptability of individual proposals..



Development capacity: lower range of homes and jobs (above)



Development capacity: upper range of homes and jobs

Key

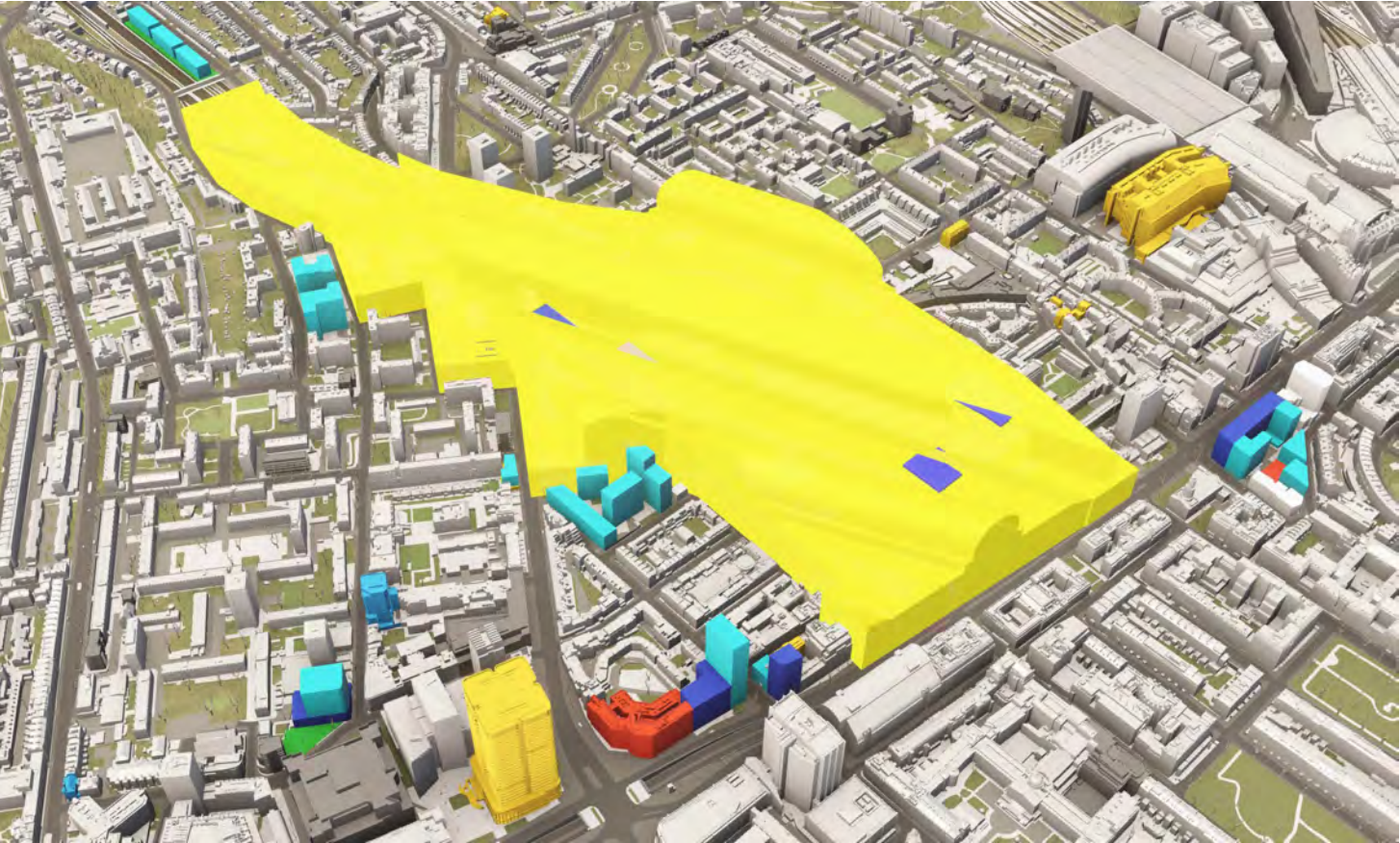
- Residential use
- Non-residential use
- EAP residential use

VU city model:

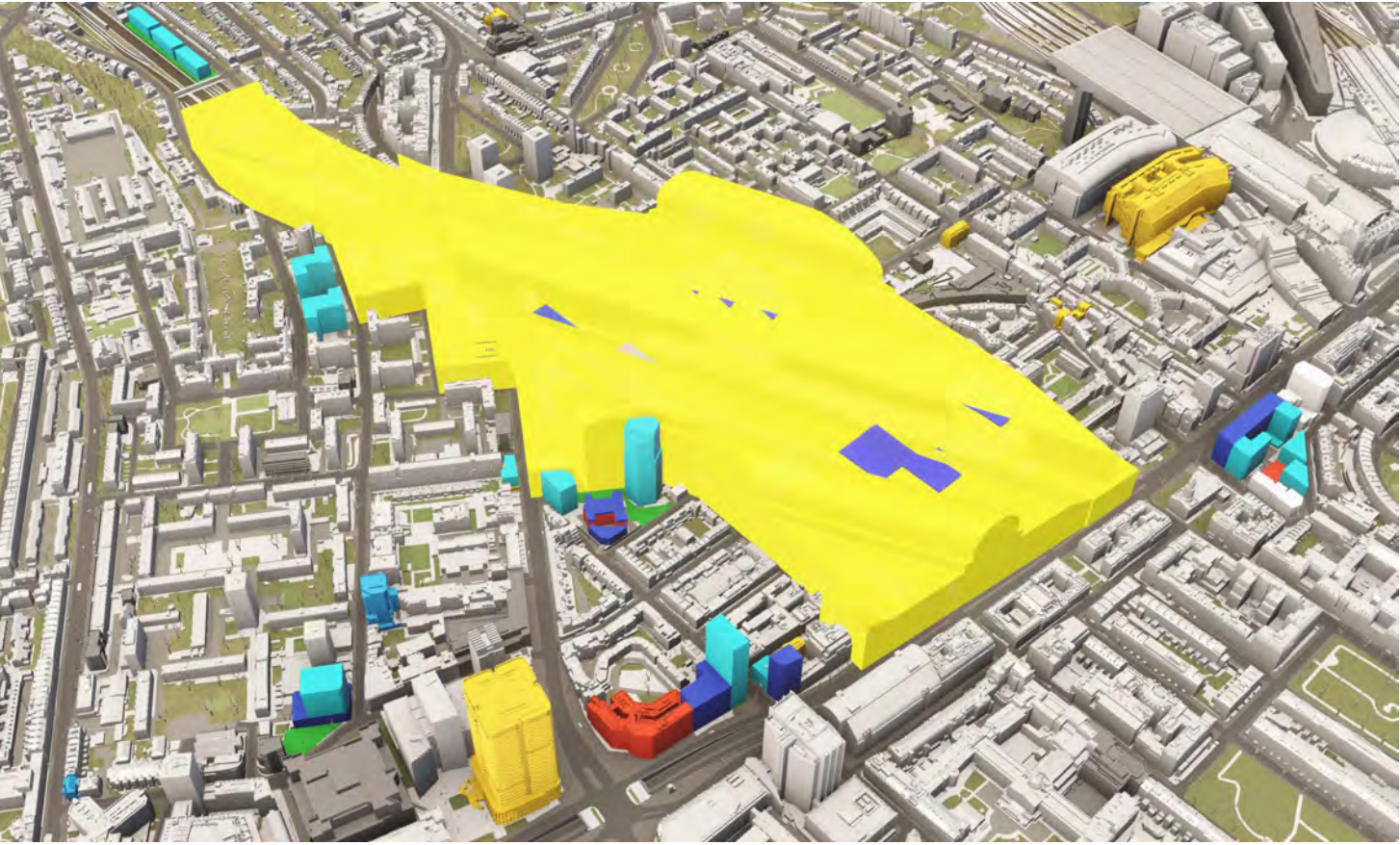
- Approved or consented schemes
- Currently under construction



LVMF Protected Vistas ‘Jelly Mould’



Tested development capacity: lower range of homes and jobs (above)



Tested development capacity: upper range of homes and jobs (above)

**Key**

LVMF Jelly mould from GLA  
(which includes shadow of St Paul's)

Residential use

Non-residential use

**VU city model:**

Approved or consented schemes

Currently under construction



## EXISTING

### Panorama from Assessment Point 2A.1 Parliament Hill: the summit – looking toward St. Paul's Cathedral

#### Existing 2015 View



In the photograph, the red outline indicates the protected landmark viewing corridor and the pink outlines show its wider setting area.



#### Existing VU.City model



**TESTED MASSING ENVELOPES (LOWER)**  
**Panorama from Assessment Point 2A.1 Parliament Hill: the summit – looking toward St. Paul’s Cathedral**

**Existing VU.City model with tested Euston capacity model**

The tested massing envelopes lies outside the Landmark Viewing Corridor to the right of the panorama and does not impact the protected view.



**Cumulative VU.City model with tested Euston capacity model**



**Key**

Residential use

Non-residential use

**VU city model:**

Approved or consented schemes

Currently under construction

**LVMF:**

Protected Landmark Viewing Corridor

Wider Setting Area



**TESTED MASSING ENVELOPES (LOWER) - ZOOM IN**  
**Panorama from Assessment Point 2A.1 Parliament Hill: the summit – looking toward St. Paul’s Cathedral**

**Existing VU.City model with tested Euston capacity model**

The tested massing envelopes lies outside the Landmark Viewing Corridor and does not impact the protected view.





**Cumulative VU.City model with tested Euston capacity model**



The building in blue to the left of St. Paul’s Cathedral is the ‘Colechurch House’ development near London Bridge.





**Key**

	Residential use
	Non-residential use

**VU city model:**

	Approved or consented schemes
	Currently under construction

**LVMF:**

	Protected Landmark Viewing Corridor
	Wider Setting Area



**TESTED MASSING ENVELOPES (UPPER)**  
**Panorama from Assessment Point 2A.1 Parliament Hill: the summit – looking toward St. Paul’s Cathedral**



Existing VU.City model with tested Euston capacity model



The tested massing envelopes lies outside the Landmark Viewing Corridor and does not impact the protected view.





Cumulative VU.City model with tested Euston capacity model



**Key**  
 Residential use  
 Non-residential use

**VU city model:**  
 Approved or consented schemes  
 Currently under construction

**LVMF:**  
 Protected Landmark Viewing Corridor  
 Wider Setting Area

**TESTED MASSING ENVELOPES (UPPER) - ZOOM IN**  
**Panorama from Assessment Point 2A.1 Parliament Hill: the summit – looking toward St. Paul’s Cathedral**

**Existing VU.City model with tested Euston capacity model**

The tested massing envelopes lies outside the Landmark Viewing Corridor and does not impact the protected view.



**Cumulative VU.City model with tested Euston capacity model**

The building in blue to the left of St. Paul’s Cathedral is the ‘Colechurch House’ development near London Bridge.



**Key**

Residential use

Non-residential use

**VU city model:**

Approved or consented schemes

Currently under construction

**LVMF:**

Protected Landmark Viewing Corridor

Wider Setting Area



## EXISTING

### Panorama from Assessment Point 2A.2 Parliament Hill: the summit - looking toward the Palace of Westminster

Existing 2015 View



In the photograph, the red outline indicates the Landmark Viewing Corridor.



Existing VU.City model



**TESTED MASSING ENVELOPES OPTION (LOWER)**  
**Panorama from Assessment Point 2A.2 Parliament Hill: the summit - looking toward the Palace of Westminster**

**Existing VU.City model with tested Euston capacity model**



Most of the tested massing envelopes lies outside the Landmark Viewing Corridor and does not impact the protected view. The building that sits fractionally within the Landmark Viewing Corridor is site allocation EA11 (Capital City College). Due to the taller buildings located behind EA11, the tested massing has minimal impact.





**Cumulative VU.City model with tested Euston capacity model**





**Key**

	Residential use
	Non-residential use

**VU city model:**

	Approved or consented schemes
	Currently under construction

**LVMF:**

	Protected Landmark Viewing Corridor
	Wider Setting Area



**TESTED MASSING ENVELOPES OPTION (LOWER) - ZOOM IN**  
**Panorama from Assessment Point 2A.2 Parliament Hill: the summit - looking toward the Palace of Westminster**

**Existing VU.City model with tested Euston capacity model**

Most of the tested massing envelopes lies outside the Landmark Viewing Corridor and does not impact the protected view. The building that sits within the Landmark Viewing Corridor is site allocation EA11 (Capital City College), which is in part obscured by Bucklebury House.





**Cumulative VU.City model with tested Euston capacity model**



The VU city model building in yellow to the left of the protected view corridor is the Euston Tower redevelopment.





**Key**

	Residential use
	Non-residential use

**VU city model:**

	Approved or consented schemes
	Currently under construction

**LVMF:**

	Protected Landmark Viewing Corridor
	Wider Setting Area



**TESTED MASSING ENVELOPES (UPPER)**  
**Panorama from Assessment Point 2A.2 Parliament Hill: the summit - looking toward the Palace of Westminster**

**Existing VU.City model with tested Euston capacity model**

Most of the tested massing envelopes lies outside the Landmark Viewing Corridor and does not impact the protected view. The building that sits within the Landmark Viewing Corridor is site allocation EA11 (Capital City College).



**Cumulative VU.City model with tested Euston capacity model**



**Key**

Residential use

Non-residential use

**VU city model:**

Approved or consented schemes

Currently under construction

**LVMF:**

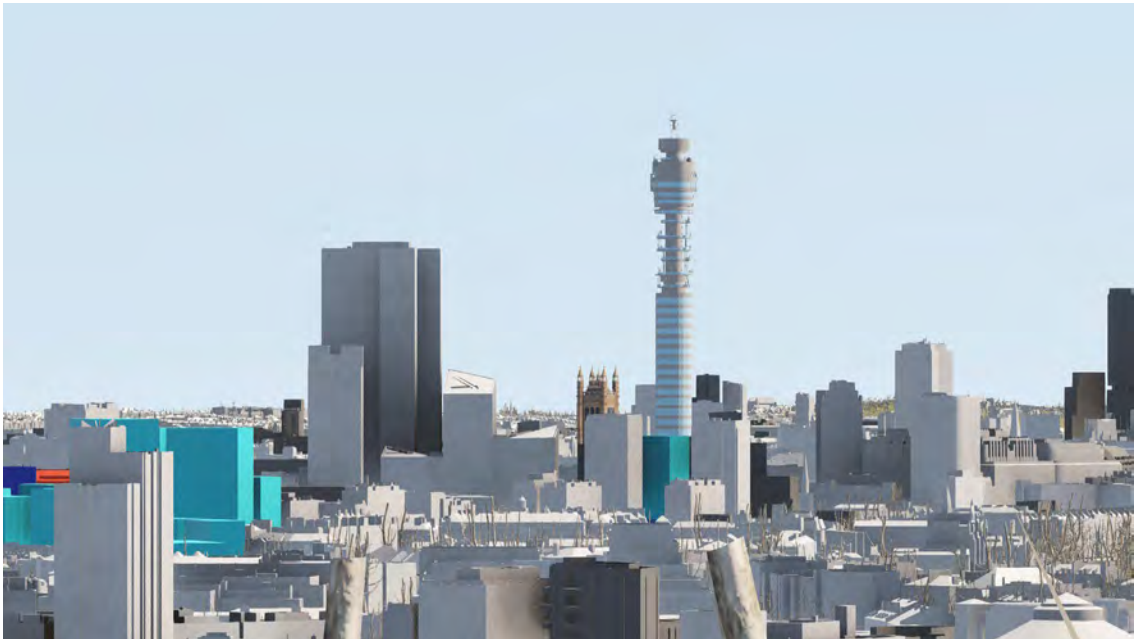
Protected Landmark Viewing Corridor

Wider Setting Area

**TESTED MASSING ENVELOPES (UPPER) - ZOOM IN**  
**Panorama from Assessment Point 2A.2 Parliament Hill: the summit - looking toward the Palace of Westminster**

**Existing VU.City model with tested Euston capacity model**







Most of the tested massing envelopes lies outside the Landmark Viewing Corridor and does not impact the protected view. The building that sits within the Landmark Viewing Corridor is site allocation EA11 (Capital City College), which is in part obscured by Bucklebury House.



**Cumulative VU.City model with tested Euston capacity model**

The VU city model building in yellow to the left of the protected view corridor is the Euston Tower redevelopment.



Key		VU city model:		LVMF:	
	Residential use		Approved or consented schemes		Protected Landmark Viewing Corridor
	Non-residential use		Currently under construction		Wider Setting Area



## EXISTING

Panorama from Assessment Point: 2B.1 Parliament Hill: east of the summit – at the prominent Oak Tree to Palace of Westminster

Existing 2015 View



Existing VU.City  
model



**TESTED MASSING ENVELOPES (LOWER)**  
**Panorama from Assessment Point: 2B.1 Parliament Hill: east of the summit – at the prominent Oak Tree to Palace of Westminster**

Existing VU.City model with tested Euston capacity model



Cumulative VU.City model with tested Euston capacity model

The taller massing envelopes lies outside the Landmark Viewing Corridor. Lower massing would be set below the Landmark Viewing Corridor threshold so as not to harm the view to the Palace of Westminster.



**Key**  
Residential use  
Non-residential use

**VU city model:**  
Approved or consented schemes  
Currently under construction

**LVMF:**  
Protected Landmark Viewing Corridor  
Wider Setting Area



**TESTED MASSING ENVELOPES (LOWER) - ZOOM IN**  
**Panorama from Assessment Point: 2B.1 Parliament Hill: east of the summit – at the prominent Oak Tree to Palace of Westminster**

**Existing VU.City  
model with tested  
Euston capacity  
model**



**Cumulative VU.City  
model with tested  
Euston capacity  
model**

The taller massing envelopes lies outside the Landmark Viewing Corridor. The tall building to the left of the Landmark Viewing Corridor is the EA4 site allocation (250 Euston Road) which sits in front of the University College Hospital tower. Lower buildings would be set below the Landmark Viewing Corridor threshold so as not to harm the view to the Palace of Westminster.



Key	
<span style="color: cyan;">■</span>	Residential use
<span style="color: blue;">■</span>	Non-residential use

VU city model:	
<span style="color: blue;">■</span>	Approved or consented schemes
<span style="color: yellow;">■</span>	Currently under construction

LVMF:	
<span style="color: red;">■</span>	Protected Landmark Viewing Corridor
<span style="color: orange;">■</span>	Wider Setting Area



**TESTED MASSING ENVELOPES (UPPER)**  
**Panorama from Assessment Point: 2B.1 Parliament Hill: east of the summit – at the prominent Oak Tree to Palace of Westminster**



**Existing VU.City  
model with tested  
Euston capacity  
model**







**Cumulative VU.City  
model with tested  
Euston capacity  
model**

The taller massing envelopes lies outside the Landmark Viewing Corridor. Lower massing would be set below the Landmark Viewing Corridor threshold so as not to harm the view to the Palace of Westminster.



**Key**  
 Residential use  
 Non-residential use

**VU city model:**  
 Approved or consented schemes  
 Currently under construction

**LVMF:**  
 Protected Landmark Viewing Corridor  
 Wider Setting Area

**TESTED MASSING ENVELOPES (UPPER) - ZOOM IN**  
**Panorama from Assessment Point: 2B.1 Parliament Hill: east of the summit – at the prominent Oak Tree to Palace of Westminster**

**Existing VU.City model with tested Euston capacity model**



**Cumulative VU.City model with tested Euston capacity model**

The taller massing envelopes lies outside the Landmark Viewing Corridor. The tall building to the left of the Landmark Viewing Corridor is EA4 site allocation (250 Euston Road) which sits in front of the University College Hospital tower. Lower buildings would be set below the Landmark Viewing Corridor threshold so as not to harm the view to the Palace of Westminster.



Key	
<span style="color: cyan;">■</span>	Residential use
<span style="color: blue;">■</span>	Non-residential use

VU city model:	
<span style="color: lightblue;">■</span>	Approved or consented schemes
<span style="color: gold;">■</span>	Currently under construction

LVMF:	
<span style="color: red;">■</span>	Protected Landmark Viewing Corridor
<span style="color: orange;">■</span>	Wider Setting Area



## EXISTING

### Panorama from Assessment Point 4A.1: Primrose Hill: the summit – looking toward St. Paul's Cathedral

Existing 2015 View



Existing VU.City model



**TESTED MASSING ENVELOPES (LOWER)**  
**Panorama from Assessment Point 4A.1: Primrose Hill: the summit – looking toward St. Paul’s Cathedral**

**Existing VU.City model with tested Euston capacity model**

The taller massing envelopes lies outside the Landmark Viewing Corridor and the Wider Setting Consultation Area. The taller masterplan buildings would appear to the right of St. Paul’s Cathedral near the Shard.



**Cumulative VU.City model with tested Euston capacity model**



Key

Residential use

Non-residential use

VU city model:

Approved or consented schemes

Currently under construction

LVMF:

Protected Landmark Viewing Corridor

Wider Setting Area



**TESTED MASSING ENVELOPES (LOWER) - ZOOM IN**  
**Panorama from Assessment Point 4A.1: Primrose Hill: the summit – looking toward St. Paul’s Cathedral**

Existing VU.City model with tested Euston capacity model





Cumulative VU.City model with tested Euston capacity model



The taller massing envelopes lies outside the Landmark Viewing Corridor and the Wider Setting Consultation Area. The taller cluster of buildings (in blue) to the left of St Paul’s are part of the Canada Water Development in Southwark.





**Key**

	Residential use
	Non-residential use

**VU city model:**

	Approved or consented schemes
	Currently under construction

**LVMF:**

	Protected Landmark Viewing Corridor
	Wider Setting Area



**TESTED MASSING ENVELOPES (UPPER)**  
**Panorama from Assessment Point 4A.1: Primrose Hill: the summit – looking toward St. Paul’s Cathedral**

**Existing VU.City model with tested Euston capacity model**

The taller massing envelopes lies outside the Landmark Viewing Corridor and the Wider Setting Consultation Area. The taller masterplan buildings would appear to the right of St. Paul’s Cathedral near the Shard.



**Cumulative VU.City model with tested Euston capacity model**



**Key**

Residential use

Non-residential use

**VU city model:**

Approved or consented schemes

Currently under construction

**LVMF:**

Protected Landmark Viewing Corridor

Wider Setting Area

**TESTED MASSING ENVELOPES (UPPER) - ZOOM IN**  
**Panorama from Assessment Point 4A.1: Primrose Hill: the summit – looking toward St. Paul’s Cathedral**

**Existing VU.City model with tested Euston capacity model**



**Cumulative VU.City model with tested Euston capacity model**

The taller massing envelopes lies outside the Landmark Viewing Corridor. While there is some taller massing within the Wider Setting Consultation Area, this represents an improvement of the pre-existing situation where 1 Euston Square (now demolished) reduced the viewer’s appreciation of the dome and drum (see existing 2015 photograph above). The taller cluster of buildings in blue to the left of St Paul’s are part of Canada Water Development in Southwark.



**Key**

<span style="color: cyan;">■</span>	Residential use
<span style="color: blue;">■</span>	Non-residential use

**VU city model:**

<span style="color: blue;">■</span>	Approved or consented schemes
<span style="color: yellow;">■</span>	Currently under construction

**LVMF:**

<span style="color: red;">■</span>	Protected Landmark Viewing Corridor
<span style="color: orange;">■</span>	Wider Setting Area



## EXISTING

Panorama from Assessment Point 4A.2: Primrose Hill: the summit - looking toward the Palace of Westminster

Existing 2015 View



Existing VU.City model



TESTED MASSING ENVELOPES (LOWER)

Panorama from Assessment Point 4A.2: Primrose Hill: the summit - looking toward the Palace of Westminster

Existing VU.City model with tested Euston capacity model



Cumulative VU.City model with tested Euston capacity model

The tested massing envelopes lies outside the Landmark Viewing Corridor to the right of the panorama and does not impact the protected view.



Key

Residential use

Non-residential use

VU city model:

Approved or consented schemes

Currently under construction

LVMF:

Protected Landmark Viewing Corridor

Wider Setting Area



**TESTED MASSING ENVELOPES (LOWER) - ZOOM IN**  
**Panorama from Assessment Point 4A.2: Primrose Hill: the summit - looking toward the Palace of Westminster**

Existing VU.City model with tested Euston capacity model

The taller massing envelopes lies outside the Landmark Viewing Corridor and does not impact the protected view.



Cumulative VU.City model with tested Euston capacity model



**Key**  
Residential use  
Non-residential use

**VU city model:**  
Approved or consented schemes  
Currently under construction

**LVMF:**  
Protected Landmark Viewing Corridor  
Wider Setting Area

TESTED MASSING ENVELOPES (UPPER)

Panorama from Assessment Point 4A.2: Primrose Hill: the summit - looking toward the Palace of Westminster

Existing VU.City model with tested Euston capacity model



Cumulative VU.City model with tested Euston capacity model

The tested massing envelopes lies outside the Landmark Viewing Corridor to the right of the panorama and does not impact the protected view.



Key

Residential use

Non-residential use

VU city model:

Approved or consented schemes

Currently under construction

LVMF:

Protected Landmark Viewing Corridor

Wider Setting Area

**TESTED MASSING ENVELOPES (UPPER) - ZOOM IN**  
**Panorama from Assessment Point 4A.2: Primrose Hill: the summit - looking toward the Palace of Westminster**

**Existing VU.City model with tested Euston capacity model**


The tested massing envelopes lies outside the Landmark Viewing Corridor and does not impact the protected view.




**Cumulative VU.City model with tested Euston capacity model**





**Key**

 Residential use


 Non-residential use


**VU city model:**

 Approved or consented schemes

 Currently under construction

**LVMF:**

 Protected Landmark Viewing Corridor

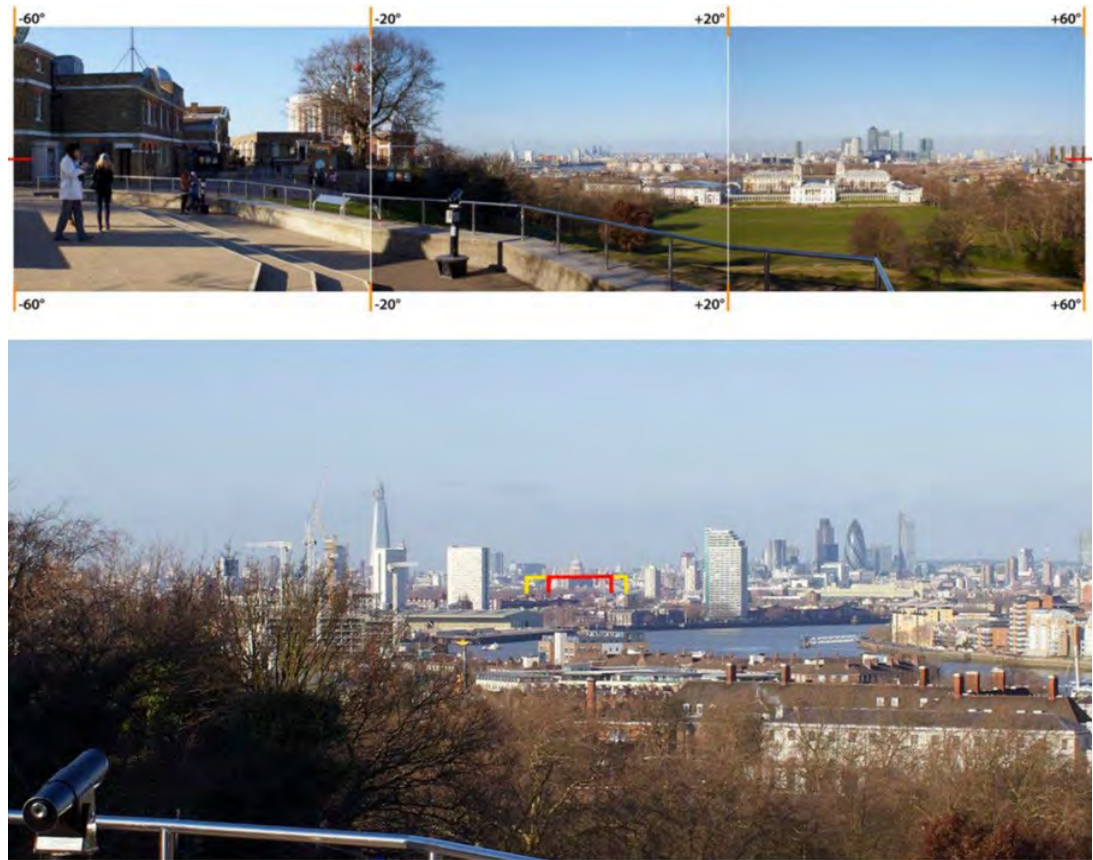
 Wider Setting Area



## EXISTING

Panorama from Assessment Point 5A.2 Greenwich Park: the General Wolfe Statue - looking toward St. Paul's Cathedral

Existing 2015 View



Existing VU.City model





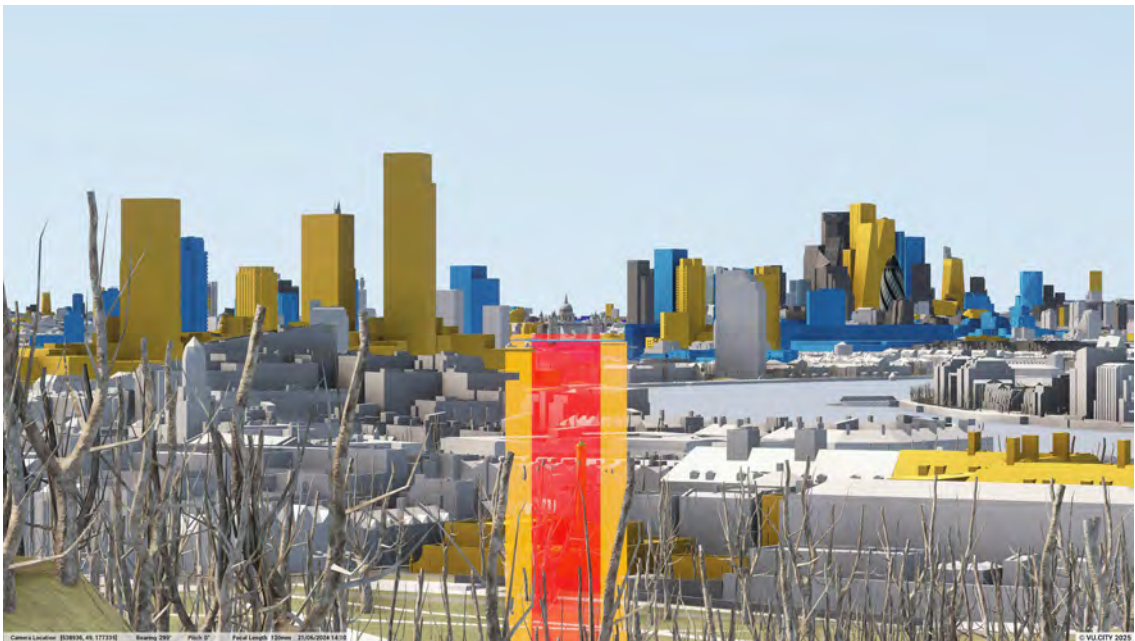
**TESTED MASSING ENVELOPES (LOWER)**  
**Panorama from Assessment Point 5A.2 Greenwich Park: the General Wolfe Statue -**  
**looking toward St. Paul’s Cathedral**

Existing VU.City  
model with tested  
Euston capacity  
model





Cumulative VU.City  
model with tested  
Euston capacity  
model



The tested massing envelopes is situated to the right of St Paul's Cathedral, within the Landmark Viewing Corridor and Wider Setting Consultation Area but below the dome of St. Paul's.





Key

	Residential use
	Non-residential use

VU city model:

	Approved or consented schemes
	Currently under construction

LVMF:

	Protected Landmark Viewing Corridor
	Wider Setting Area

**TESTED MASSING ENVELOPES (LOWER) - ZOOM IN**  
**Panorama from Assessment Point 5A.2 Greenwich Park: the General Wolfe Statue -**  
**looking toward St. Paul’s Cathedral**

**Existing VU.City  
model with tested  
Euston capacity  
model**

The tested massing envelopes sits to the right of the St Paul's dome within the Landmark Viewing Corridor, however the massing is lower and further away from the dome than the previous 1 Euston Square building (now demolished). The tested massing would preserve the definition of the dome and the upper parts of the wester towers against their background.





**Cumulative VU.City  
model with tested  
Euston capacity  
model**



The building to the right of St Paul’s dome (identified in yellow) is the 100 Avenue Road development which sits outside the Landmark Viewing Corridor.





**Key**

	Residential use
	Non-residential use

**VU city model:**

	Approved or consented schemes
	Currently under construction

**LVMF:**

	Protected Landmark Viewing Corridor
	Wider Setting Area



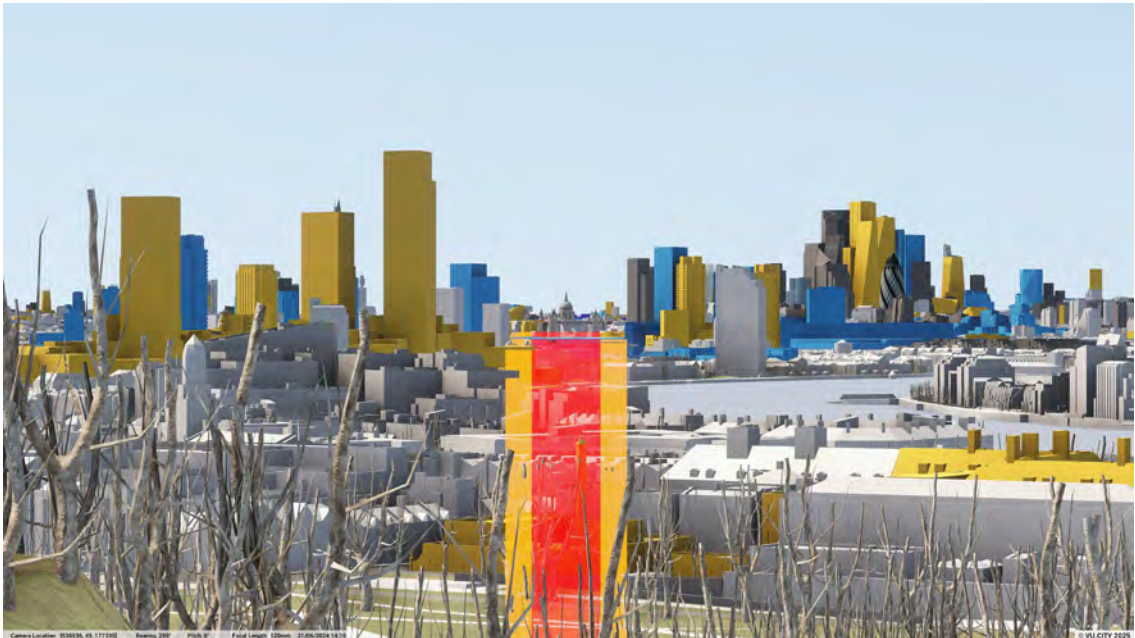
**TESTED MASSING ENVELOPES (UPPER)**  
**Panorama from Assessment Point 5A.2 Greenwich Park: the General Wolfe Statue -**  
**looking toward St. Paul’s Cathedral**

Existing VU.City  
model with tested  
Euston capacity  
model





**Cumulative VU.City  
model with tested  
Euston capacity  
model**



The tested massing envelopes is situated to the right of St Paul's, within the Landmark Viewing Corridor and the Wider Setting Consultation Area but below the dome of St. Paul's.





**Key**

	Residential use
	Non-residential use

**VU city model:**

	Approved or consented schemes
	Currently under construction

**LVMF:**

	Protected Landmark Viewing Corridor
	Wider Setting Area

**TESTED MASSING ENVELOPES (UPPER) - ZOOM IN**  
**Panorama from Assessment Point 5A.2 Greenwich Park: the General Wolfe Statue -**  
**looking toward St. Paul’s Cathedral**

**Existing VU.City**  
**model with tested**  
**Euston capacity**  
**model**

The tested massing envelopes sits to the right of the St Paul's dome within the Landmark Viewing Corridor, however the massing is lower and further away from the dome than the previous 1 Euston Square building (now demolished). The tested massing would preserve the definition of the dome and the upper parts of the wester towers against their background.



**Cumulative VU.City**  
**model with tested**  
**Euston capacity**  
**model**

The building to the right of St Paul’s dome (identified in yellow) is the 100 Avenue Road development which sits outside the Landmark Viewing Corridor.



**Key**

Residential use

Non-residential use

**VU city model:**

Approved or consented schemes

Currently under construction

**LVMF:**

Protected Landmark Viewing Corridor

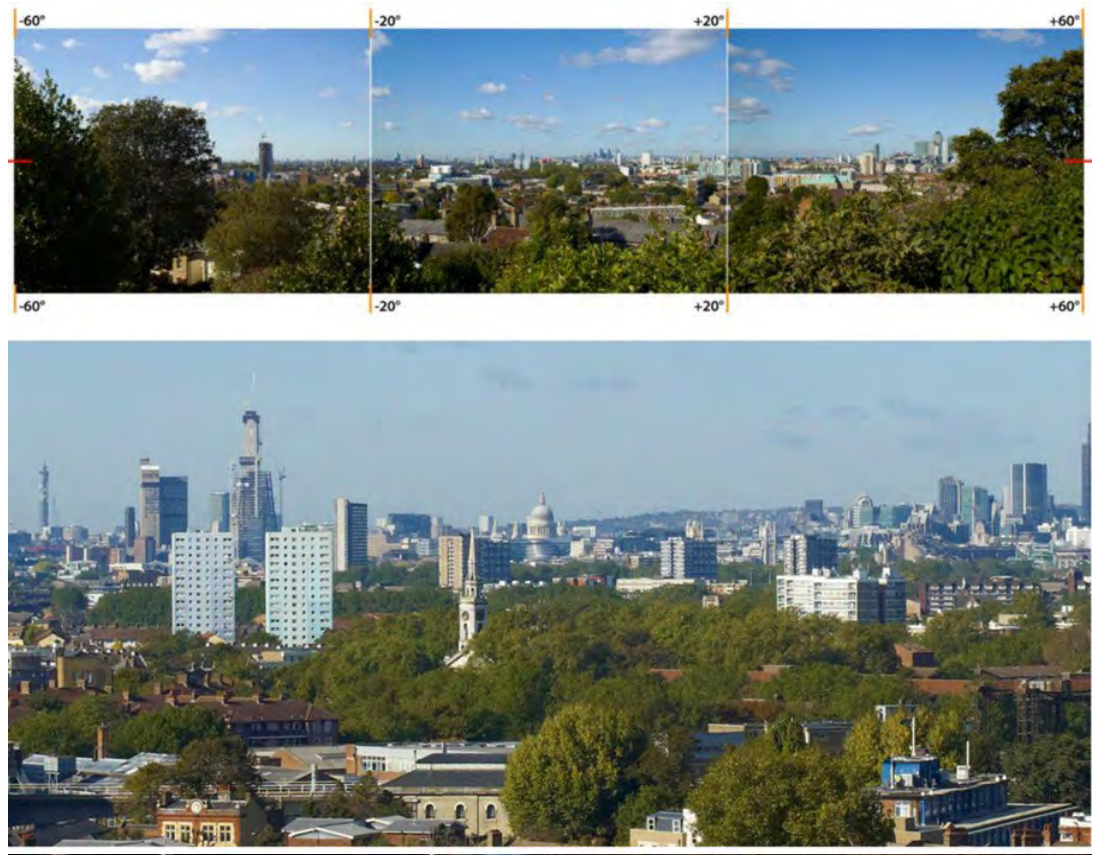
Wider Setting Area



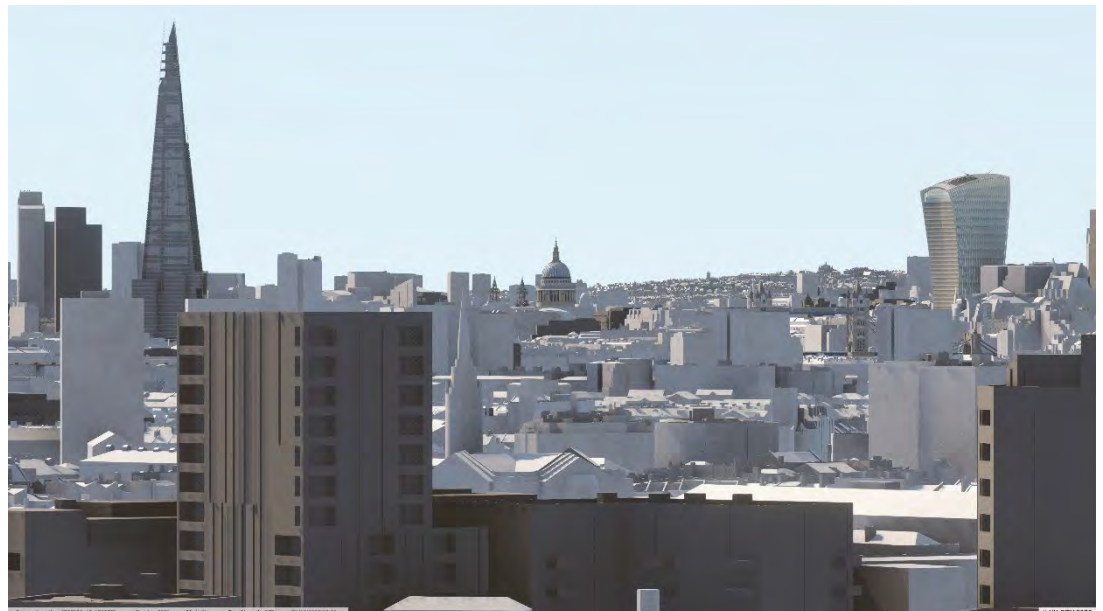
## EXISTING

Panorama from Assessment Point 6A.1: Blackheath Point near the orientation board  
- looking toward St. Paul's Cathedral

Existing 2015 View



Existing VU.City  
model



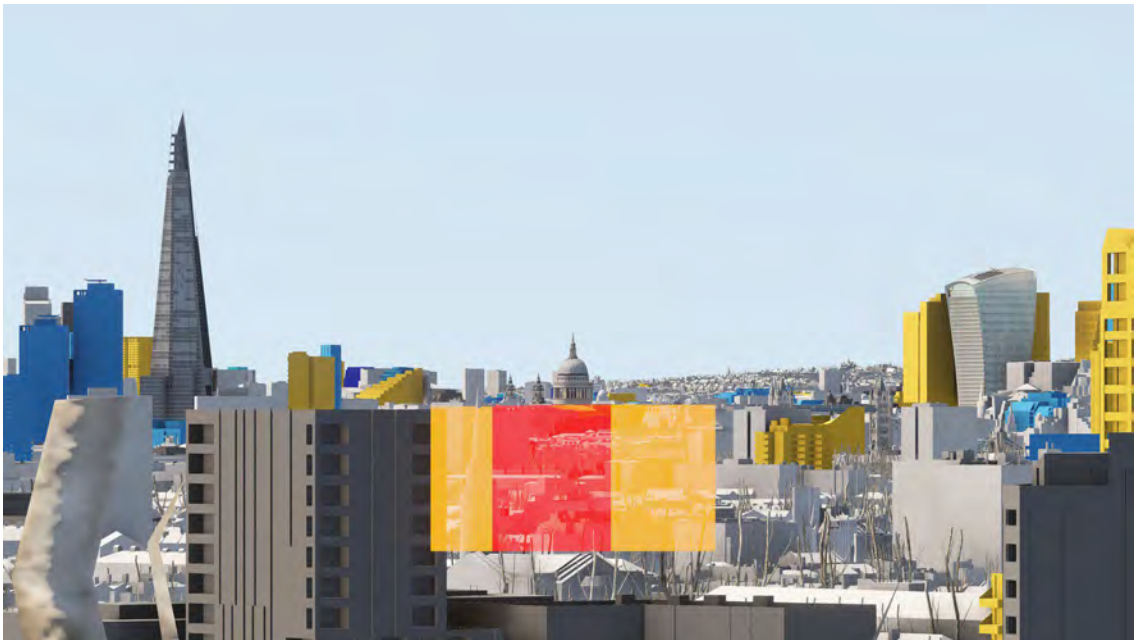
**TESTED MASSING ENVELOPES (LOWER)**  
**Panorama from Assessment Point 6A.1: Blackheath Point near the orientation board**  
**- looking toward St. Paul's Cathedral**

**Existing VU.City model with tested Euston capacity model**

The tested massing envelopes is situated to the left of St Paul's Cathedral, within the Landmark Viewing Corridor and Wider Setting Consultation Area but below the dome. There is also taller tested massing envelopes, further to the left of the dome, that lies outside the Designated View.



**Cumulative VU.City model with tested Euston capacity model**



**Key**

Residential use

Non-residential use

**VU city model:**

Approved or consented schemes

Currently under construction

**LVMF:**

Protected Landmark Viewing Corridor

Wider Setting Area

**TESTED MASSING ENVELOPES (LOWER) - ZOOM IN**  
**Panorama from Assessment Point 6A.1: Blackheath Point near the orientation board**  
**- looking toward St. Paul’s Cathedral**

**Existing VU.City model with tested Euston capacity model**

The tested massing envelopes is situated to the left of St Paul’s Cathedral, within the Landmark Viewing Corridor and Wider Setting Consultation Area but below the dome.



**Cumulative VU.City model with tested Euston capacity model**



Key

Residential use

Non-residential use

VU city model:

Approved or consented schemes

Currently under construction

LVMF:

Protected Landmark Viewing Corridor

Wider Setting Area



**TESTED MASSING ENVELOPES (UPPER)**  
**Panorama from Assessment Point 6A.1: Blackheath Point near the orientation board**  
**- looking toward St. Paul's Cathedral**

**Existing VU.City model with tested Euston capacity model**

The tested massing envelopes is situated to the left of St Paul's Cathedral, within the Landmark Viewing Corridor and Wider Setting Consultation Area but below the dome. There is also taller tested massing envelopes, further to the left of the dome, that lies outside the Designated View.



**Cumulative VU.City model with tested Euston capacity model**



**Key**

Residential use

Non-residential use

**VU city model:**

Approved or consented schemes

Currently under construction

**LVMF:**

Protected Landmark Viewing Corridor

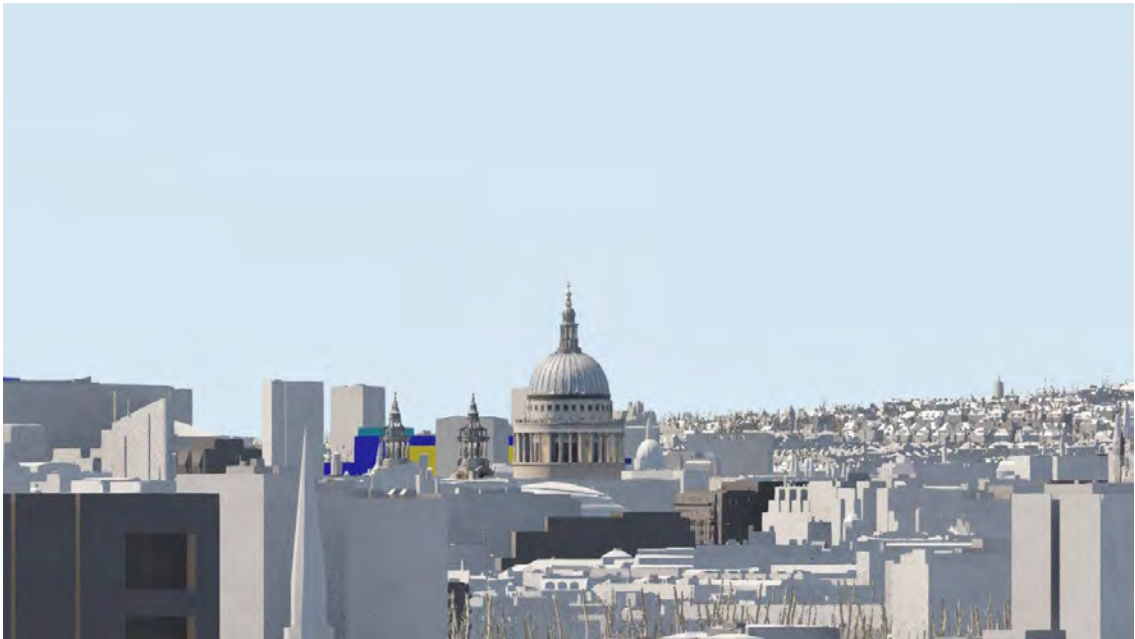
Wider Setting Area



**TESTED MASSING ENVELOPES (UPPER) – ZOOM IN**  
**Panorama from Assessment Point 6A.1: Blackheath Point near the orientation board**  
**- looking toward St. Paul’s Cathedral**

**Existing VU.City model with tested Euston capacity model**

The tested massing envelopes is situated to the left of St Paul’s Cathedral, within the Landmark Viewing Corridor and Wider Setting Consultation Area but below the dome.



**Cumulative VU.City model with tested Euston capacity model**



**Key**

Residential use

Non-residential use

**VU city model:**

Approved or consented schemes

Currently under construction

**LVMF:**

Protected Landmark Viewing Corridor

Wider Setting Area

## Part B Tall buildings and local views

Part A of this appendix has established locations where taller buildings may not harm strategic views (see figure 3). An assessment is provided below of the potential impacts of taller buildings in these locations on local views. Whilst the views assessed in this section are termed 'local views', it should be noted that such views can have wider importance, for example views from adjacent boroughs (i.e. views from Regent's Park which are within the boundary of the City of Westminster), or views that include nationally important listed buildings (such as the Grade I listed terraces facing onto Regent's Park), and impacts on how a historic designed landscape is experienced.

### Methodology

The local views tested were identified through an assessment of the views identified in the conservation area statements and management strategies for Camden Town, Regent's Park, Bloomsbury and Fitzroy Square as well as the key access routes to the Euston Station site, which would provide unobstructed views to the site from main thoroughfares that would be subject to key viewpoints from the surrounding area. The local views tested are as follows:

- Views from a range of key access routes to the Euston Station site
- From Regent's Park towards Euston to the east
- Views north along Upper Woburn Place towards St Pancras Church and Eversholt Street
- Views from Bedford Square to the north up Gower Street
- Views from Fitzroy Square to the north-east
- Views from the north end of Mornington Street and Park Village East towards the south
- Views from Oakley Square, Mornington Crescent and Hampstead Road towards site allocation EA7 at the junction of Granby Terrace and Hampstead Road.

Please see Figure 2 for the location of local viewpoints in this assessment (key heritage designations are also identified).

For each view, summer and winter images are provided which show the tested massing envelopes in the Vu.City model. The winter view shows how the massing would appear without summer foliage. A photograph of the existing view is provided to help inform assessment. Please note that these images and accompanying photographs are indicative only, and any planning applications proposing taller buildings would be required to provide Accurate Visual Representations (AVRs) to establish in detail the potential impacts: please see Appendix C of the London View Management Framework SPG (GLA, March 2012) for further guidance on the production of AVRs. In addition, applicants will also be expected to undertake an assessment of the impact of tall buildings on the setting of affected heritage assets.

The assessment refers to the role of existing foliage in screening views of taller buildings from some viewpoints. Consideration should be given to seasonal change as impacts could change during the winter months.

Please note that the views that are tested in this assessment do not represent a finite list of views which may need to be tested as part of any planning applications in the future, where consideration should be given to impacts on any potential local viewpoints taking into account the location, scale and nature of any proposals. Applications are subject to guidance set out in the wider planning policy framework, and applicants should discuss the extent of views testing and information required with Camden, GLA and Historic England on a site by site basis.

## Key findings

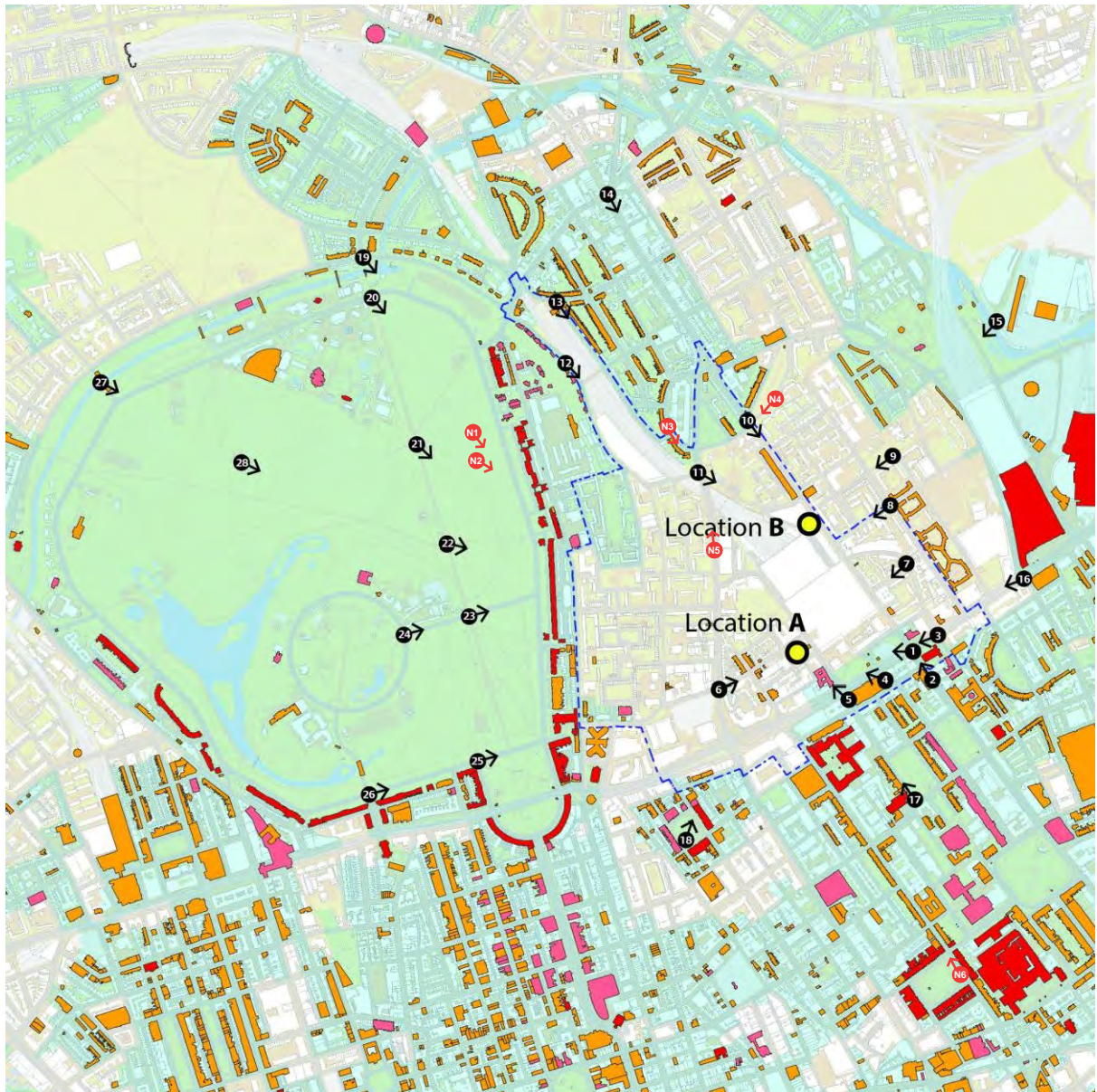
The key findings from the assessment of impacts on local views are:







- In some of the identified viewpoints, taller buildings would not be visible as they would be blocked by existing buildings and foliage.
- Taller buildings would be largely visible from streets in their immediate vicinity. From some viewpoints, taller buildings would be read in the context of other taller buildings in the area. Viewpoints where there may be the potential to impact on the setting of heritage assets are identified as appropriate in the assessment.
- Taller buildings in the identified locations would largely be hidden in local views from Regent's Park, particularly in views from the area east of The Broadwalk. However, they are likely to be visible from parts of the western areas of Regent's Park where the view is not blocked by trees, in particular the junction of Inner Circle and Chester Road (View 24), where a 60m tall building to the north of the station (location B) would have an impact on the setting of Regent's Park and the Grade I listed Chester Terrace. The Regent's Park Conservation Area Appraisal notes that a key element of the view from Regent's Park to Chester Terrace is being able to see a clear roofline (without buildings in the background). A taller building in location B would therefore 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. Potential impacts would need to be thoroughly assessed in detail as part of any future planning application.
- A taller building on site allocation EA6 (Cutting at Park Village East) would terminate the view south from Park Village East (see View 12) and there is potential to impact the setting of the Grade II\* listed villas on Park Village East and the Regent's Park conservation area. Development proposals would need to consider potential impacts on the setting of these heritage assets, and excellent design and careful modelling will be required.
- Taller buildings on site allocation EA10 (Regent's Park Estate) would impact on the view looking south east from the Broadwalk of Regent's Park, which includes the spires of St. Katharine's Danish Church, a Grade II\* listed building (see View 20). The impact would be greater in the upper range where a building with a larger footprint was tested. Development proposals would need to consider potential impacts on these heritage assets and excellent design and careful modelling will be required.
- A taller building (12 storeys) on site allocation EA7 (Granby Terrace/Hampstead Road) would impact the setting of the Grade II listed terrace (1-12 Mornington Crescent) and the Grade II listed 261-263 Hampstead Road (see New View 3 and 5) in the Camden Town conservation area. Development proposals would need to consider potential impacts on the setting of these heritage assets and excellent design and careful modelling would be required.
- A taller building in location A would be visible from Gordon Street (see View 5), and consideration should therefore be given to potential impacts on views of the Grade II\* Listed 1-9 Melton Street.
- Taller buildings would also be visible from other local viewpoints, including from conservation areas, and locations with views of listed buildings and non-designated heritage assets. Consideration would need to be given to potential harmful impacts as part of any planning application taking into account the location, scale, form and detailed design of any taller buildings.

Views east and west along Euston Road to St Pancras Church were tested, and it was found that taller buildings would not impact on these views as they would be blocked by existing buildings.

Detailed impacts on local views and on heritage assets would need to be robustly tested at the planning application stage once the precise location, form and scale of any taller buildings are known.





- |   |  |   |                  |
|---|--|---|------------------|
|  | Euston Area Plan boundary  |  | Grade I listed   |
|  | Conservation areas   |  | Grade II* listed |
|  | Indicative locations for taller buildings in the shadow of St. Paul's Cathedral in the Background Assessment Areas of Strategic Views from Blackheath Point and Greenwich Park |  | Grade II listed  |

**Figure 2: Viewpoints used in local views assessment**



VIEW 1 (upper range tested): St. Pancras Church to Euston Square

Existing View



Tested Summer View

This viewpoint is on the southern side of Euston Road facing towards Euston Square Gardens (a designated London Square) in the Bloomsbury Conservation area. Tested massing envelopes including a taller building in location A would be visible from this viewpoint (although partial screening would be provided by existing foliage). Development proposals will need to give consideration to any potential impacts on the setting of Euston Square Gardens, 1-9 Melton Street (Grade II\* listed) and the Bloomsbury Conservation Area.



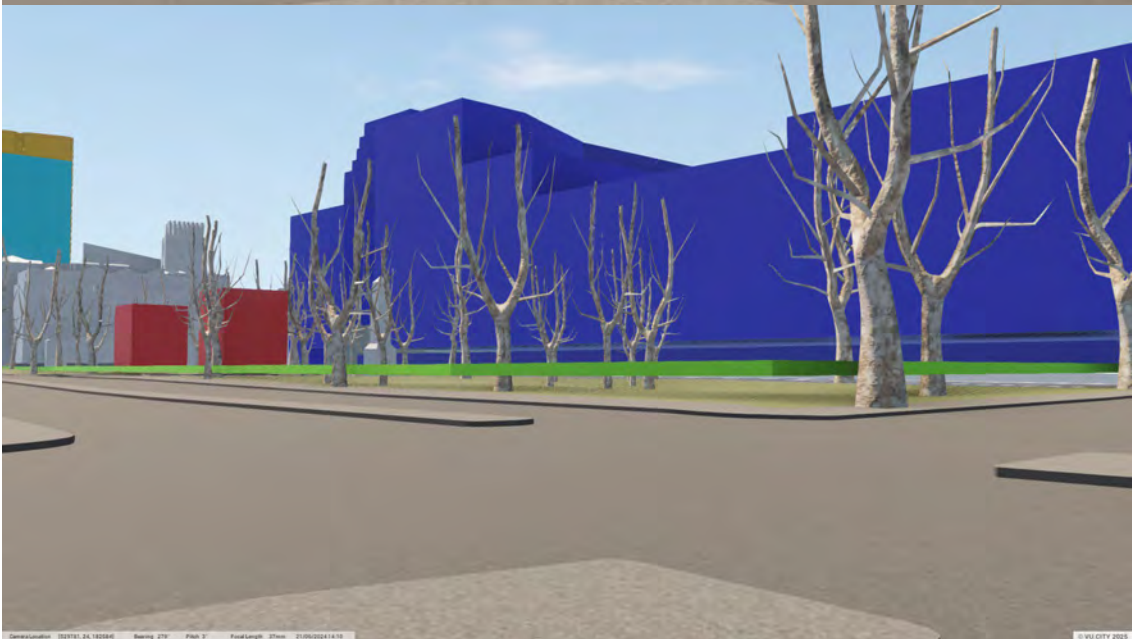
Tested Winter View

- Key
- Residential use
  - Non-residential use
  - Existing Euston Square

Garden pavilions

VU city model:

- Currently under construction





VIEW 2 (upper range tested): Upper Woburn Place to Eversholt

Existing View



Tested Summer View

This viewpoint is adjacent to the Grade I listed Church of St Pancras in the Bloomsbury conservation area. Tested massing envelopes (including plots S/NR2 and E/ NR1) would be visible in this view. Set-backs would help to mitigate the impact of development massing on Eversholt Street.



Tested Winter View

- Key
- Residential use
  - Non-residential use
  - EAP residential use





VIEW 3 (upper range tested): Euston Road / Duke's Road junction to Euston Square

Existing View



Tested Summer View

This viewpoint is in the Bloomsbury conservation area. Tested massing envelopes, including a taller building in location A and a taller building on the Euston Circus site (EA4), would be visible from this location (although partial screening would be provided in summer by existing foliage). Consideration should be given to any potential impacts on the setting of Euston Square Gardens, 1-9 Melton Street (Grade II\* listed) and the Bloomsbury Conservation Area. The consented redevelopment of the Euston Tower (shown in yellow) is visible behind EA4.

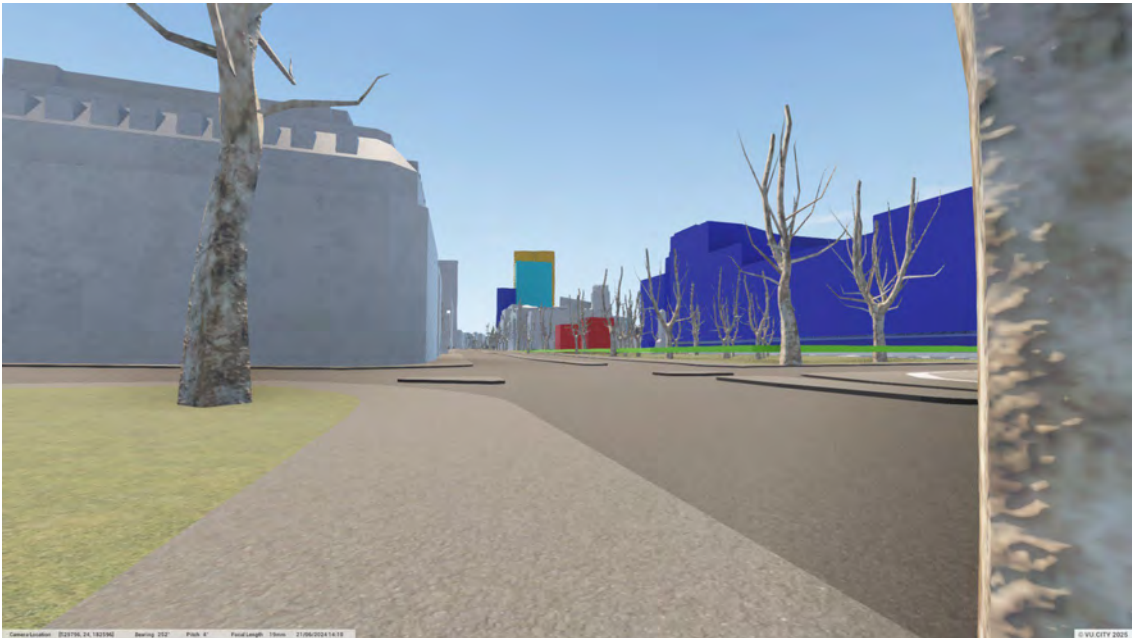


Tested Winter View

- Key
- Residential use
  - Non-residential use
  - Existing Euston Square Garden pavilions

VU city model:

- Currently under construction





VIEW 4 (upper range tested): Endsleigh Gardens to Euston Square Gardens:

Existing View



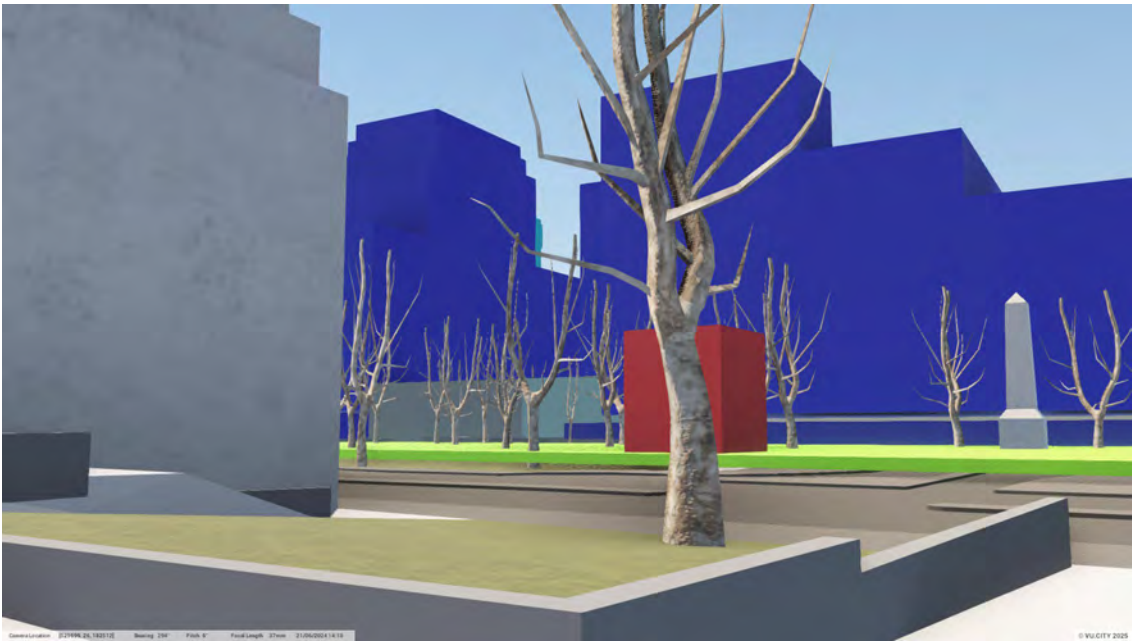
Tested Summer View

This viewpoint is located in the garden of Friends House (the Grade II listed building in the left of the foreground) in the Bloomsbury conservation area. One of the Grade II listed pavilions in Euston Square Gardens and the Grade II\* listed war memorial are also seen. Taller buildings (location A) are visible in this tested view replacing the now demolished 1 Euston Square. Consideration should be given to any potential impacts on the setting of these heritage assets and Euston Square Gardens. Careful consideration should be given to these potential impacts. Partial screening would be provided by existing foliage in summer.



Tested Winter View

- Key
- Residential use
  - Non-residential use
  - Existing Euston Square Garden pavilions





**VIEW 5 (lower range tested): Gordon Street / Euston Road junction to Euston**

**Existing View**

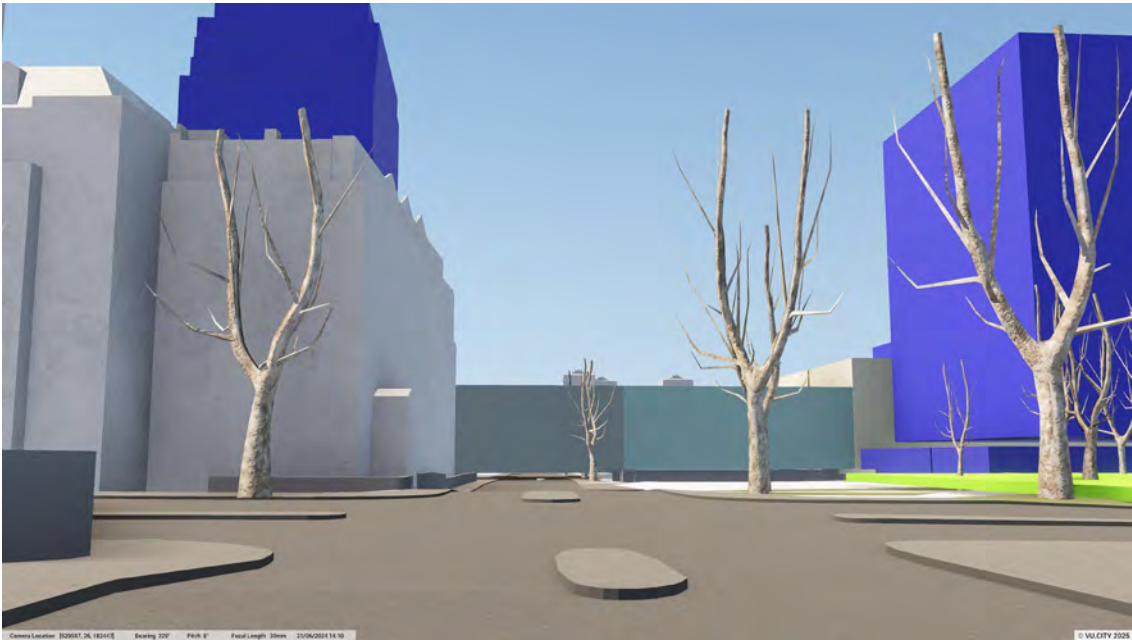



**Tested Summer View**

This view includes the Grade II\* listed 1-9 Melton Street (to the left) in the Bloomsbury Conservation Area. Tested massing envelopes includes development adjacent to Euston station concourse (S/OSD1) and development to the west of the HS2 concourse (W/ASD1). When seen from this viewpoint, a taller building in location A would be located behind the Grade II\* listed 1-9 Melton Street, although some screening would be provided by existing foliage in summer. Careful consideration should be given to potential impacts on the setting of this listed building.



**Tested Winter View**



Key  
 Non-residential use



**VIEW 5 (upper range tested): Gordon Street / Euston Road junction to Euston**

**Existing View**

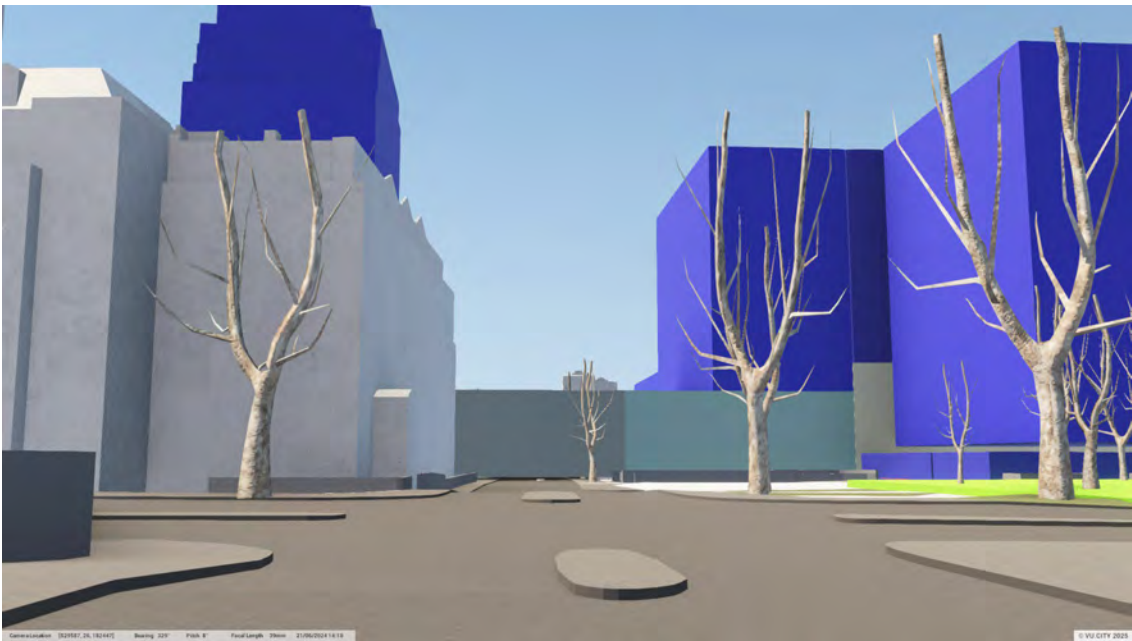


**Tested Summer View**

This view includes the Grade II\* listed 1-9 Melton Street (to the left) in the Bloomsbury Conservation Area. Tested massing envelopes includes development adjacent to Euston station concourse and above the stations (S/OSD1) and development to the west of the HS2 concourse (W/ASD1). When seen from this viewpoint, a taller building in location A would be located behind the Grade II\* listed 1-9 Melton Street, although some screening would be provided by existing foliage in summer. Careful consideration should be given to potential impacts on the setting of this listed building.



**Tested Winter View**



Key  
■ Non-residential use



**VIEW 6 (upper range tested): Hampstead Road / Drummond Street junction to Euston**

**Existing View**




**Tested Summer View**

This viewpoint shows the view east along Drummond Street towards Euston Station. A taller building in location A would be visible from this view. Moving east along Drummond Street from the junction with Hampstead Road, taller buildings could potentially affect views of, and therefore the setting of, the Grade II Listed 131 Drummond Street, 137 Drummond Street (Crown and Anchor public house) which have frontages on the southern side of Drummond Street and 184 to 188 North Gower Street. Careful consideration would need to be given to this with any development proposals.



**Tested Winter View**

Key  
 Non-residential use





VIEW 7 (upper range tested): Doric Way to Euston

Existing View



Tested Summer View

Tested view includes massing envelopes along Eversholt Street (S/NR2 and E/NR1). A taller building at location A would be partially visible from this location. Whilst this viewpoint is not within a conservation area and no listed buildings are in this view, there may be potential for development on Eversholt Street to affect the setting of locally listed buildings in this view: 24 Eversholt Street and 34 Eversholt Street, which forms part of a terrace of locally listed buildings at 34-70 Eversholt Street. Consideration should be given to any potential impacts.

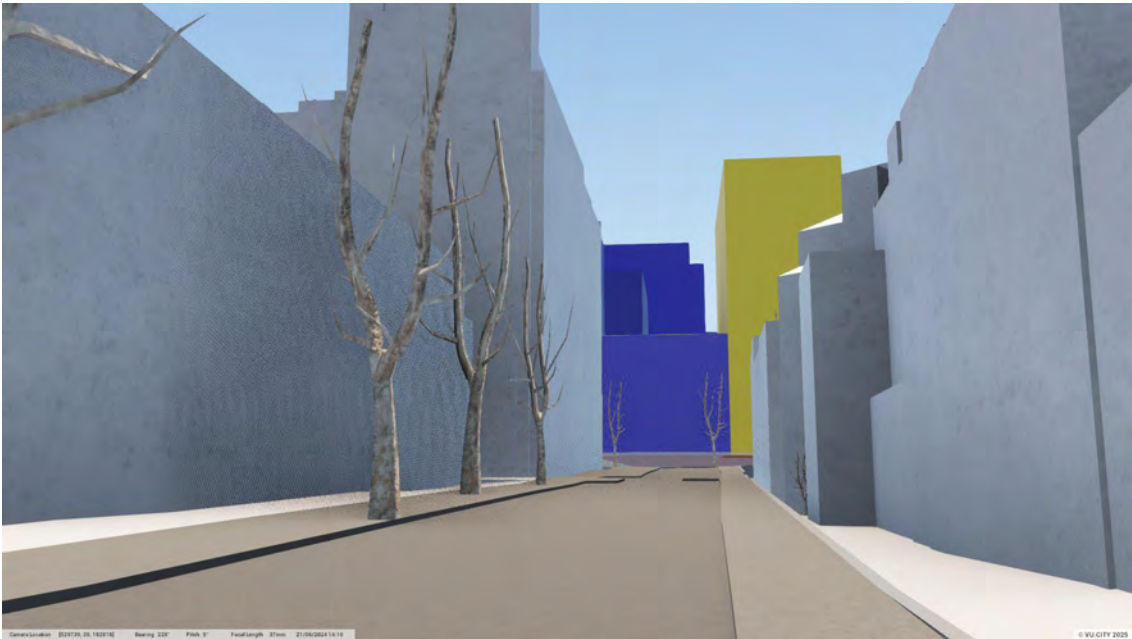


Tested Winter View

Key

Non-residential use

EAP residential use





VIEW 8 (lower range tested): Phoenix Road to Euston

Existing View



Tested Summer View

Tested view includes massing envelopes along Eversholt Street (E/NR1 and E/NR2) and taller buildings in location B. This viewpoint is not within a conservation area and no listed buildings are in this view, although there may be potential for a taller building in location B to affect the setting of locally listed St Joan's House on the northern side of Phoenix Road. Consideration should be given to any potential impacts. The building in the foreground (shown in yellow) is an approved development which is under construction.



Tested Winter View

Key  
Non-residential use





VIEW 8 (upper range tested): Phoenix Road to Euston

Existing View



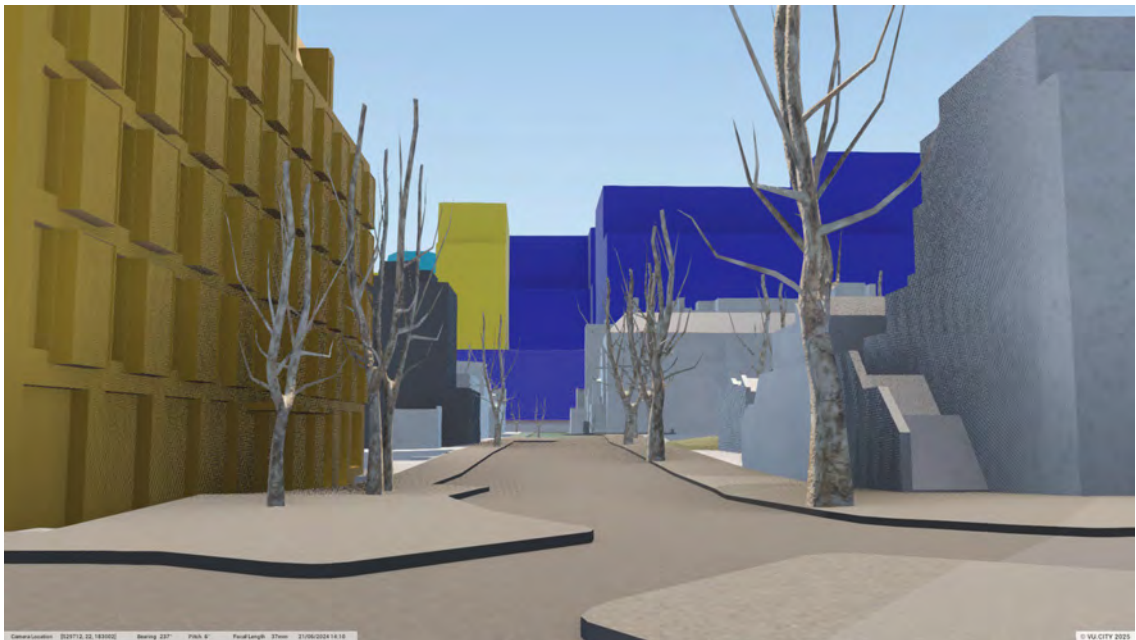
Tested Summer View

Tested view includes massing envelopes along Eversholt Street (E/NR1 and E/NR2) over-station development (M/NR2) and taller building, in location B. This viewpoint is not within a conservation area and no listed buildings are in this view, although there may be potential for a taller building in location B to affect the setting of locally listed St Joan's House on the northern side of Phoenix Road. Consideration should be given to any potential impacts. The building in the foreground (shown in yellow) is an approved development which is under construction.



Tested Winter View

- Key
- Residential use
  - Non-residential use
  - EAP residential use





VIEW 9 (lower range tested): Polygon Road to Euston

Existing View



Tested Summer View

Taller buildings in location B are visible in this tested view, including massing envelopes along Eversholt Street (E/NR2 and the Royal Mail site EA2). Screening would be provided by existing trees. This viewpoint is not within a conservation area and no listed buildings are in this view. Locally listed Walker House is on the south side of Polygon Road.



Tested Winter View



- Key
- Residential use
  - Non-residential use



VIEW 9 (upper range tested): Polygon Road to Euston

Existing View



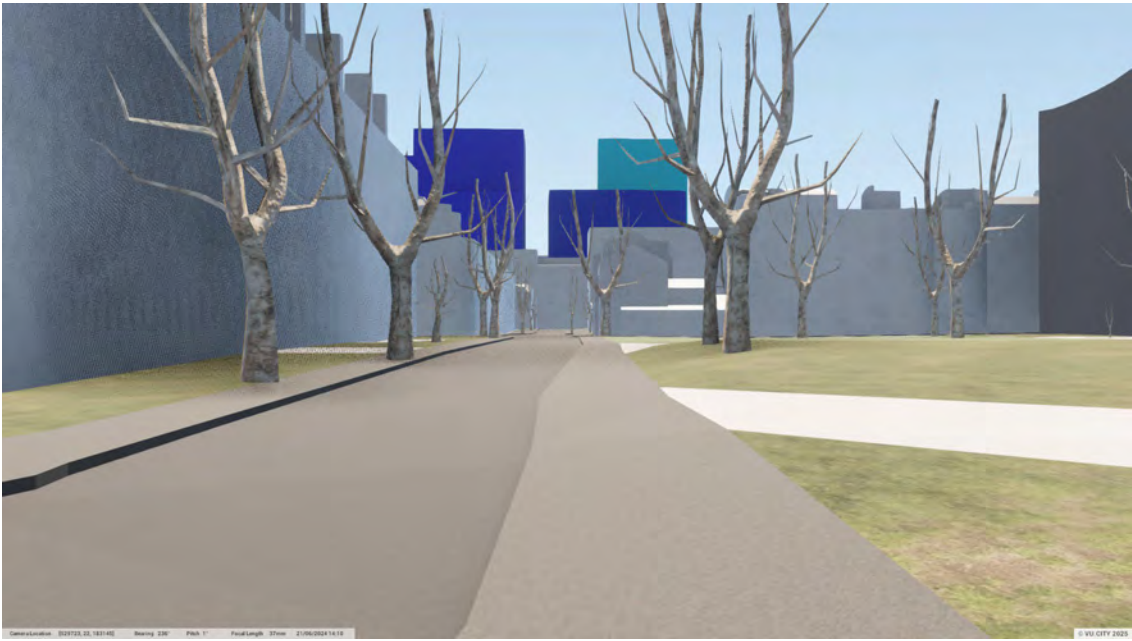
Tested Summer View

Taller buildings in location B are visible in this tested view, which tests additional height to optimise the number of homes and jobs (on E/NR2 and the Royal Mail site EA2). Screening would be provided by existing trees. This viewpoint is not within a conservation area and no listed buildings are in this view. Locally listed Walker House is on the south side of Polygon Road. Setbacks from Eversholt Street would help to mitigate impact on the streetscape of Eversholt Street.



Tested Winter View

- Key
- Residential use
  - Non-residential use





**VIEW 10 (upper range tested): Eversholt Street / Oakley Square to Euston**

**Existing View**



**Tested Summer View**

Taller buildings in Location B would be visible from this viewpoint, and would be viewed immediately behind the Grade II Listed 163-203 Eversholt Street (on the western side of Eversholt Street). Consideration should therefore be given to potential impacts on the setting of this listed building, as well as on the Grade II Listed Church of St Mary, which is located on the opposite (eastern) side of Eversholt Street.



**Tested Winter View**



Key

Non-residential use



VIEW 11 (lower range tested): Hampstead Road Bridge towards Euston

Existing View



Tested Summer View

Tested massing envelopes includes adjacent station development (W/ASD2 and W/ASD1) as well as the site allocation on Ampthill Estate railway edge (EA13), which is shown in light blue. There are no heritage assets visible from this viewpoint towards Euston Station.



Tested Winter View



Key

Residential use

Non-residential use

VIEW 11 (upper range tested): Hampstead Road Bridge towards Euston

Existing View

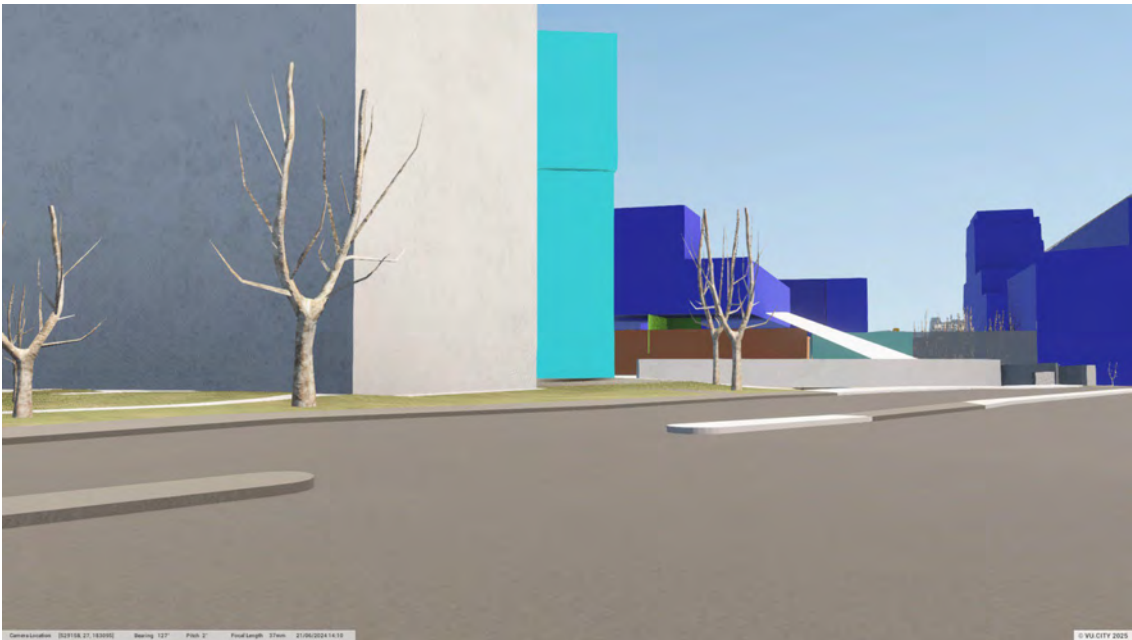


Tested Summer View

Tested massing envelopes includes adjacent station development (W/ASD2 and W/ASD1), over-station development (M/NR2) as well as the site allocation on Ampthill Estate railway edge (EA13), which is shown in light blue. There are no heritage assets visible from this viewpoint towards Euston Station.



Tested Winter View



Key

Residential use

Non-residential use



VIEW 12 (lower range tested): Park Village East to Euston

Existing View



Tested Summer View

This viewpoint is just to the north of Mornington Street bridge in the Regent's Park conservation area. Tested massing envelopes in the cutting (site allocation EA6) includes a 12 storey residential building. This could have the potential to affect the setting of Grade II\* listed villas on Park Village East and the Regent's Park conservation area. Development proposals would need to consider potential impacts on the setting of these heritage assets and excellent design and careful modelling will be required.



Tested Winter View



Key

Residential use

Non-residential use



**VIEW 12 (upper range tested): Park Village East to Euston**

**Existing View**





**Tested Summer View**

This viewpoint is just to the north of Mornington Street bridge in the Regent's Park conservation area. Tested massing envelopes in the cutting (site allocation EA6) includes a 16 storey residential building. This could have the potential to affect the setting of Grade II\* listed villas on Park Village East and the Regent's Park conservation area. Development proposals would need to consider potential impacts on the setting of these heritage assets and further testing of such development will be required.



**Tested Winter View**

Key

	Residential use
	Non-residential use





**VIEW 13 (upper range tested): Mornington Terrace / Delancey Street junction to Euston**

**Existing View**



**Tested Summer View**

Tested massing envelopes includes development in the cutting at Mornington Terrace (site allocation EA8) and a 12 storey development at the junction of Granby Terrace and Hampstead Road (site allocation EA7). Mornington Terrace is in the Camden Town conservation area. The Grade II listed terraces at 26-56 Mornington Terrace (inclusive), on the eastern side of the terrace are visible in this view, and the Grade II listed Edinboro Castle public house and No. 58 are on the western side of Mornington Terrace. Development proposals would need to consider potential impacts on the setting of these heritage assets.



**Tested Winter View**



Key

Residential use

Non-residential use

**VIEW 14 (lower range tested): Camden High Street / Camden Town Underground Station to Euston Station**

**Existing View**



**Tested Summer View**

This viewpoint is facing north along Camden High Street which falls within the Camden Town conservation area. Tested massing envelopes including development over and adjacent to the NR station (E/NR2 and Royal Mail site EA2).



**Tested Winter View**



Key

Residential use

Non-residential use



**VIEW 14 (upper range tested): Camden High Street / Camden Town Underground Station to Euston Station**

**Existing View**



**Tested Summer View**

This viewpoint is facing north along Camden High Street which falls within the Camden Town conservation area. Tested massing envelopes including development over and adjacent to the NR station with further height over E/NR2 and site allocation EA2. A taller building in location B would be visible from this viewpoint. Development proposals would need to consider potential impacts on the setting of the conservation area.



**Tested Winter View**

- Key
- Residential use
  - Non-residential use





VIEW 15 (lower range tested): Bagley Walk (Kings Cross) to Euston

Existing View



Tested Summer View

This viewpoint is in the Regent's Canal conservation area and the view is toward the Kings Cross conservation area and beyond to Euston. Tested massing envelopes includes tall buildings at location A and B (the Euston Tower redevelopment is shown in yellow). However, views to the west would be screened by the density of tree cover from Camley Street Natural Park and this is likely to be the case even in winter.



Tested Winter View

- Key
- Residential use
  - Non-residential use

VU city model:

- Currently under construction





VIEW 15 (upper range tested): Bagley Walk (Kings Cross) to Euston

Existing View



Tested Summer View

This viewpoint is in the Regent's Canal conservation area and the view is toward the Kings Cross conservation area and beyond to Euston. Tested massing envelopes includes tall buildings at location A and B, and additional height to optimise the number of homes and jobs (the Euston Tower redevelopment is shown in yellow). However, views to the west would be screened by the density of tree cover from Camley Street Natural Park and this is likely to be the case even in winter.



Tested Winter View

- Key
- Residential use
  - Non-residential use
  - EAP residential use

VU city model:

- Currently under construction





**VIEW 16 (upper range tested): Euston Road / Judd Street junction to Euston**

**Existing View**



**Tested Summer View**

This view is from within the Kings Cross St Pancras conservation area with the Grade I listed British Library in the foreground. Tested massing envelopes would not have a significant impact from this viewpoint and screening would be provided in summer by existing foliage.



**Tested Winter View**



- Key
- Residential use
  - Non-residential use



**VIEW 17 (upper range tested): Gordon Street / Gordon Square to Euston**

**Existing View**



**Tested Summer View**

This view is from the Bloomsbury conservation area with listed buildings on the west side of Gordon Square including Nos.14-26. Tested massing envelopes is visible but is considered to have minimal impact. Development proposals would need to consider potential impacts on the setting of these heritage assets.



**Tested Winter View**

- Key
- Residential use
  - Non-residential use





VIEW 18 (upper range tested): Fitzroy Square to Euston

Existing View



Tested Summer View

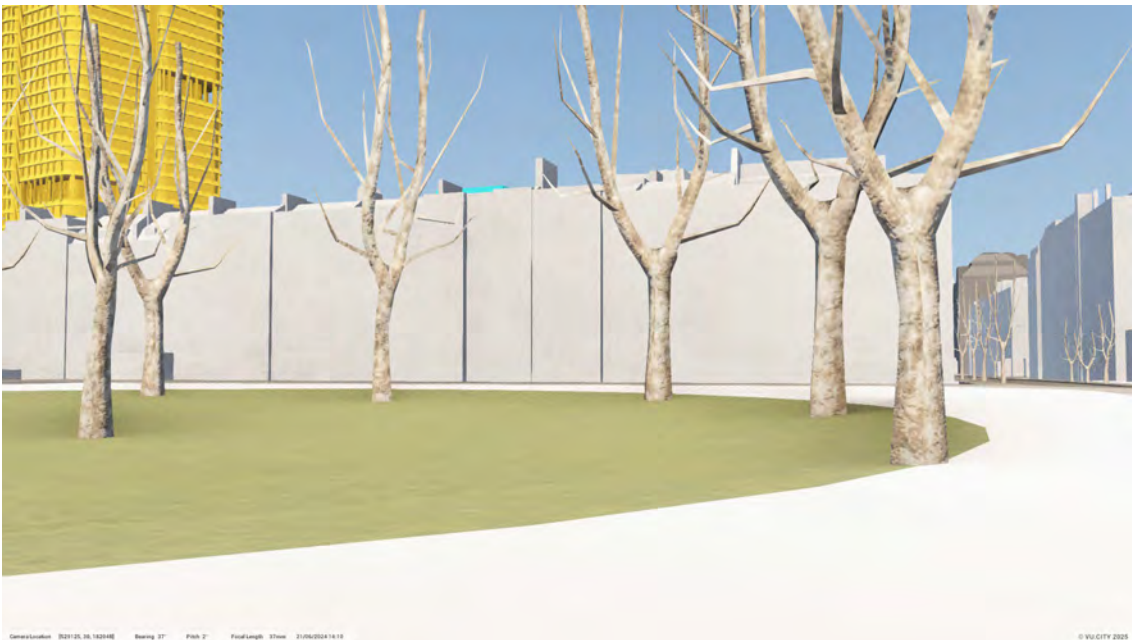
This view is from the Fitzroy Square conservation area with the Grade I listed terrace, 1-8 Fitzroy Square, in the foreground. Tested massing envelopes is only just visible and screening would be provided in summer by existing foliage. Development proposals would need to consider potential impacts on the setting of these heritage assets. The Euston Tower redevelopment (identified in yellow) is visible to the north of the listed terrace.



Tested Winter View

Key  
Residential use

VU city model:  
Currently under construction





VIEW 19 (lower range tested): St. Mark's Church looking south-east towards Euston

Existing View



Tested Summer View

This view is from the Regent's Park Conservation with Regent's canal in the foreground and Regent's Park (a Grade I Registered Park) in the middle-ground. Tested massing envelopes would not have a significant impact from this location and screening would be provided in summer by existing foliage. The Euston Tower redevelopment (identified in yellow) is more readily visible in the Winter view. Development proposals would need to consider potential impacts on the setting of these heritage assets.



Tested Winter View

Key  
Residential use

VU city model:  
Currently under construction





**VIEW 19 (upper range tested): St. Mark's Church looking south east towards Euston**

**Existing View**



**Tested Summer View**

This view is from the Regent's Park conservation area with Regent's canal in the foreground and Regent's Park (a Grade I Registered Park) in the middle-ground. Tested massing envelopes includes additional height to optimise the number of homes and jobs. Screening would be provided in summer by existing foliage. The Euston Tower redevelopment (identified in yellow) is more readily visible in the Winter view. Development proposals would need to consider potential impacts on the setting of these heritage assets.



**Tested Winter View**

Key  
Residential use

VU city model:  
Currently under construction





**VIEW 20 (lower range tested): Regents Park – The Broadwalk (north) looking south east towards Euston Station**

**Existing View**



**Tested Summer View**

This view is of Regent's Park (a Grade I Registered Park) which is part of the Regent's Park conservation area and the spires of St. Katharine's Danish Church, a Grade II\* listed building, are an important part of this view. The tested massing envelopes includes a tall building (15 storeys) on Regents Park Estate (EA10) visible to the right (south) of St Katharine's Danish Church. Development proposals would need to consider potential impacts on the setting of these heritage assets.



**Tested Winter View**

- Key
- Residential use
  - Non-residential use

VU city model:

- Currently under construction





**VIEW 20 (upper range tested): Regents Park – The Broadwalk (north) looking south east towards Euston Station**

**Existing View**



**Tested Summer View**

This view is of Regent's Park (a Grade I Registered Park) which is part of the Regent's Park conservation area. The listed terraces and the Danish Church are an important part of this view. Tested massing envelopes includes a tall building with a larger footprint (15 storey) on Regents Park Estate (EA10) which is visible behind the Danish Church, a taller residential tower on the Maria Fidelis site (EA9) and a taller 16 storey building on EA6 visible behind the Grade I listed terrace, 2-11 Gloucester Gate. Development proposals would need to consider potential impacts on the setting of these heritage assets.



**Tested Winter View**

- Key
- Residential use
  - Non-residential use

VU city model:

- Currently under construction





**VIEW 21 (lower range tested): Regents Park – The Broadwalk (fountain) looking south east towards Euston Station**

**Existing View**



**Tested Summer View**

This view is of Regent's Park (a Grade I Registered Park) which is part of the Regent's Park conservation area. Beyond the trees are the Grade I listed terraces which encircle this part of the park. Tested massing envelopes includes taller buildings: 12 storeys on Park Village East (EA6), 15 storeys on Regents Park Estate (EA10) and development adjacent to the station (W/ASD1). Tree cover impedes views of the tested massing even in Winter. In developing detailed proposals for any taller buildings, consideration should also be given to potential impacts on views from other points along the Broadwalk taking into account the extent of tree cover provided.



**Tested Winter View**

- Key
- Residential use
  - Non-residential use

- VU city model:
- Currently under construction





**VIEW 21 (upper range tested): Regents Park – The Broadwalk (fountain) looking south east towards Euston Station**

**Existing View**



**Tested Summer View**

This view is of Regent's Park (a Grade I Registered Park) which is part of the Regent's Park conservation area. Beyond the trees are the Grade I listed terraces facing towards the park. Tested massing envelopes includes taller buildings: 16 storeys on Park Village East (EA6), a wider 15 storey building on Regents Park Estate (EA10) and 30 storeys on Maria Fidelis (EA9) in the foreground of development adjacent to the station (W/ASD1). Tree cover impedes views of the tested massing even in Winter. In developing detailed proposals for any taller buildings, consideration should also be given to potential impacts on views from other points along the Broadwalk taking into account the extent of tree cover provided.



**Tested Winter View**

- Key
- Residential use
  - Non-residential use

- VU city model:
- Currently under construction





**VIEW 22 (lower range tested): Regents Park – The Broadwalk (picnic area) looking south east towards Euston Station**

**Existing View**



**Tested Summer View**

This view is of Regent's Park (a Grade I Registered Park) which is part of the Regent's Park conservation area. Beyond the trees are the Grade I listed terraces facing towards the park. Tested massing envelopes includes taller buildings of 15 storey on Regents Park Estate (EA10) and development adjacent to the station (W/ ASD1). Tree cover impedes views of the tested massing even in Winter. In developing detailed proposals for any taller buildings, consideration should also be given to potential impacts on views from other points along the Broadwalk taking into account the extent of tree cover provided.



**Tested Winter View**



Key

Residential use

Non-residential use



**VIEW 22 (upper range tested): Regents Park – The Broadwalk (picnic area) looking south east towards Euston Station**

**Existing View**



**Tested Summer View**

This view is of Regent's Park (a Grade I Registered Park) which is part of the Regent's Park conservation area. Beyond the trees are the Grade I listed terraces facing towards the park. Tested massing envelopes includes taller buildings: a wider 15 storey building on Regents Park Estate (EA10) and 30 storeys on Maria Fidelis (EA9) in the foreground of adjacent station development (W/ ASD1). Tree cover impedes views of the tested massing in summer. In developing detailed proposals for any taller buildings, consideration should also be given to potential impacts on views from other points along the Broadwalk taking into account the extent of tree cover provided.



**Tested Winter View**

Key

Residential use

Non-residential use





**VIEW 23 (lower range tested): Chester Road / The Broadwalk junction looking east towards Euston Station**

**Existing View**



**Tested Summer View**

This view from Chester Road is of the Grade I listed Chester Terrace in Regent's Park (a Grade I Registered Park) which is part of the Regent's Park conservation area. Tested massing envelopes includes development of 15 storeys in Regents Park Estate (EA10) to the north (left) and adjacent station development (W/ASD1) to the south (right). Screening would be provided by existing foliage in summer. The tree cover is likely to limit views of this massing in winter.



**Tested Winter View**

Key

Residential use

Non-residential use





**VIEW 23 (upper range tested): Chester Road / The Broadwalk junction looking east towards Euston Station**

**Existing View**



**Tested Summer View**

This view from Chester Road is of the Grade I listed Chester Terrace in Regent's Park (a Grade I Registered Park) which is part of the Regent's Park conservation area. Tested massing envelopes includes development of 15 storeys in Regents Park Estate (EA10) to the north (left) and adjacent station development (W/ASD1) to the south (right) as well as 30 storeys on the Maria Fidelis site (EA9). Screening would be provided by existing foliage in summer. The tree cover is likely to limit views of this massing in winter.



**Tested Winter View**

- Key
- Residential use
  - Non-residential use





**VIEW 24 (lower range tested): Chester Road / Inner Circle junction looking east towards Euston Station**

**Existing View**



**Tested Summer View**

This view from Chester Road is of the Grade I listed Chester Terrace in Regent's Park (a Grade I Registered Park) which is part of the Regent's Park conservation area. Taller buildings in location B (Eversholt street, E/NR2) are visible in the tested summer view. In the winter view, visible massing includes Regents Park Estate (EA10) and adjacent station development (W/ASD1). The existing Brill Place tower is visible in grey in the background centre. A taller building in location B would need to be less than 60 metres tall to not affect the setting of, and views within and of, nationally important heritage assets including Regent's Park and Chester Terrace.



**Tested Winter View**



Key

Residential use

Non-residential use



**VIEW 24 (upper range tested): Chester Road / Inner Circle junction looking east towards Euston Station**

**Existing View**



**Tested Summer View**

This view from Chester Road is of the Grade I listed Chester Terrace in Regent's Park (a Grade I Registered Park). Taller buildings in location B (E/NR2 and Royal Mail site EA2) are visible in the tested summer view. In the winter view, visible massing includes Regents Park Estate (EA10) and adjacent station development (W/ASD1) as well as 30 storeys on the Maria Fidelis site (EA9). Taller buildings in location B would need to be less than 60 metres tall to not affect the setting of, and views within and of, nationally important heritage assets including Regent's Park and Chester Terrace.



**Tested Winter View**

- Key
- Residential use
  - Non-residential use





**VIEW 25 (lower range tested): Outer Circle / Park Square junction looking east towards Euston Station**

**Existing View**



**Tested Summer View**

This view from the outer circle is towards Grade I listed buildings at St Andrews Place in Regent's Park (Grade I Registered Park) in the Regent's Park conservation area. Tested massing envelopes includes Capital City College (EA11) with development adjacent to the station (W/ ASD1) in the background. Partial screening would be provided by existing foliage in summer. Development proposals would need to consider potential impacts on the setting of these heritage assets.



**Tested Winter View**

- Key
- Residential use
  - Non-residential use

- VU city model:
- Approved or consented schemes
  - Currently under construction





**VIEW 25 (upper range tested): Outer Circle / Park Square junction looking east towards Euston Station**

**Existing View**



**Tested Summer View**

This view from the outer circle is towards Grade I listed buildings at St Andrews Place in Regent's Park (Grade I Registered Park) in the Regent's Park conservation area. Tested massing envelopes includes Capital City College (EA11) with development adjacent to the station (W/ ASD1) in the background. The upper range of development includes higher development on the Maria Fidelis site (EA9) which would be screened by trees and foliage. Development proposals would need to consider potential impacts on the setting of these heritage assets.



**Tested Winter View**

- Key
- Residential use
  - Non-residential use

- VU city model:
- Approved or consented schemes
  - Currently under construction





**VIEW 26 (upper range tested): Outer Circle / York Bridge junction looking east towards Euston Station**

**Existing View**



**Tested Summer View**

This view is from the outer circle is towards Grade I listed buildings at St Andrews Place in Regent's Park (Grade I Registered Park) in the Regent's Park conservation area. Tested massing envelopes includes Capital City College (EA11) with development adjacent to the station (W/ ASD1) in the background and 30 storeys on the Maria Fidelis site (EA9). Partial screening would be provided by existing foliage in summer. Development proposals would need to consider potential impacts on the setting of these heritage assets.



**Tested Winter View**

- Key
- Residential use
  - Non-residential use

VU city model:

- Currently under construction





**VIEW 27 (upper range tested): Macclesfield Bridge (Grand Union Canal) looking south east towards Euston Station**

**Existing View**



**Tested Summer View**

This view is from Macclesfield Bridge on the north west edge of Regent's Park (a Grade I Registered Park) in the Regent's Park conservation area. Tree cover and foliage screen views of the tested massing envelopes even in winter.



**Tested Winter View**

- Key
- Residential use
  - Non-residential use

VU city model:

- Currently under construction





VIEW 28 (lower range tested): Regent’s Park Hub looking south east towards Euston

Existing View



Tested Summer View

The viewpoint from Regent's Park Hub provides a panoramic view of Regent's Park (a Grade I Registered Park) in the Regent's Park conservation area. In summer, taller buildings visible from this view would be read in the context of existing tall buildings. The taller massing would come above the parapet of Grade I Listed buildings lining the eastern boundary of Regent's Park (namely 1-59 Cumberland Terrace and 1-4 Chester Terrace). Careful consideration should be given to potential impacts on the setting of these heritage assets.



Tested Winter View

- Key
- Residential use
  - Non-residential use

- VU city model:
- Approved or consented schemes
  - Currently under construction



VIEW 28 (upper range tested): Regent's Park Hub looking south east towards Euston

Existing View



Tested Summer View

The viewpoint from Regent's Park Hub provides a panoramic view of Regent's Park (a Grade I Registered Park) in the Regent's Park conservation area. In summer, taller buildings visible from this view would be read in the context of existing tall buildings. The taller massing would come above the parapet of Grade I Listed buildings lining the eastern boundary of Regent's Park (namely 1-59 Cumberland Terrace and 1-4 Chester Terrace). Careful consideration should be given to potential impacts on the setting of these heritage assets.



Tested Winter View

Key

Residential use

Non-residential use

VU city model:

Approved or consented schemes

Currently under construction





**NEW VIEW 1 (upper range tested): Regents Park (east of The Broadwalk) looking**

**Existing View**



**Tested Summer View**

This viewpoint is to the east of The Broadwalk in Regent's Park (a Grade I Registered Park) in the Regent's Park conservation area. The view is towards the Grade I listed Cumberland Terrace. Tested massing envelopes would not be visible from this viewpoint.



**Tested Winter View**



Key

Residential use



**NEW VIEW 2 (upper range tested): Regents Park (east of The Broadwalk) looking East towards Euston Station**

**Existing View**



**Tested Summer View**

This viewpoint is to the east of The Broadwalk in Regent's Park (a Grade I Registered Park) in the Regent's Park conservation area. The view is towards the Grade I listed Cumberland Terrace. In this view, tested massing envelopes includes 15 storeys on the Regents Park Estate (EA10). The tested height remains below the parapet of the listed terrace. Careful consideration should be given to potential impacts on the setting of these heritage assets.



**Tested Winter View**



Key

Residential use



**NEW VIEW 3 (upper range tested): Mornington Crescent looking**

### Existing View



## Tested Summer View

This view is towards the Grade II listed terrace (1-12 Mornington Crescent) in the Camden Town conservation area. Tested massing envelopes includes a taller building (12 storeys) at the junction of Granby Terrace and Hampstead Road (EA7). Development proposals would need to consider potential impacts on the setting of these heritage assets and excellent design and careful modelling would be required.



## Tested Winter View



### Key

Residential use



**NEW VIEW 4 (upper range tested): Oakley Square looking**

**Existing View**



**Tested Summer View**

This viewpoint is from Oakley Square which is adjacent to the locally listed Oakley Square Gardens. Tested massing envelopes is visible but is mostly screened by the existing Dalehead tower on the Ampthill Estate.



**Tested Winter View**



Key

Residential use



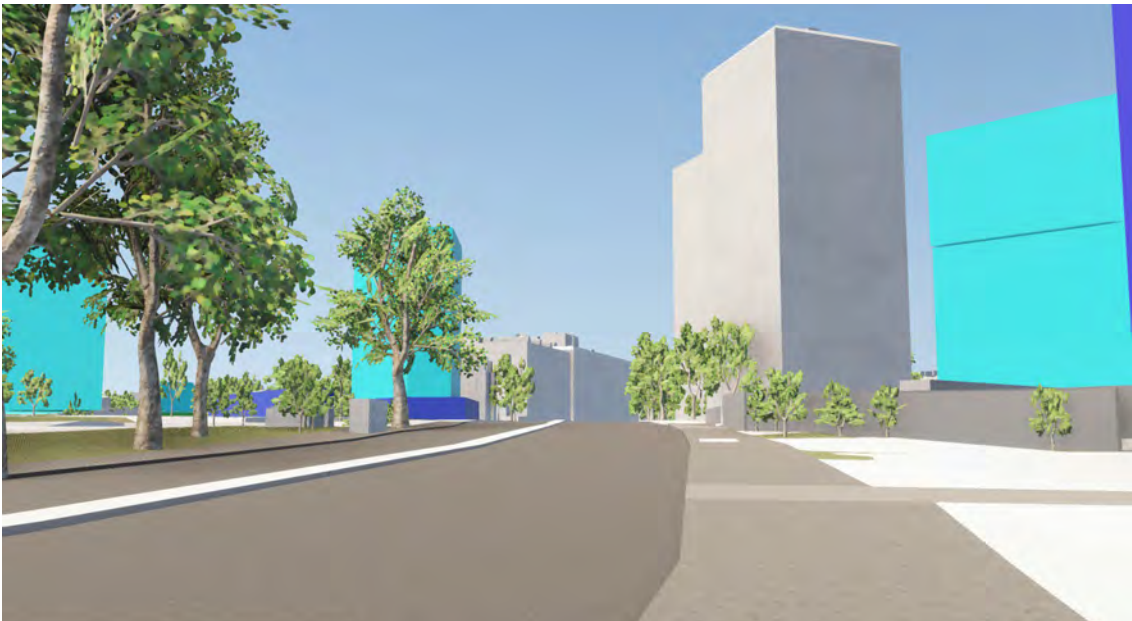
NEW VIEW 5 (upper range tested): Hampstead Road looking

Existing View



Tested Summer View

This viewpoint is towards the towers of the Ampthill Estate with Greater London House and the Grade II listed 261-263 Hampstead Road (both in Camden Town conservation area) on the western side of Hampstead Road. Tested massing envelopes includes a taller building (12 storeys) at the junction of Granby Terrace and Hampstead Road (EA7) and development on Ampthill Estate railway edge (EA13). Development proposals would need to consider potential impacts on the setting of these heritage assets, and excellent design and careful modelling would be required.



Tested Winter View



- Key
- Residential use
  - Non-residential use

**NEW VIEW 6 (upper range tested): Bedford Square looking north towards Euston Station**

**Existing View**



**Tested Summer View**

This viewpoint is from Bedford Square, a grade II\* registered garden, with Grade I listed townhouses fronting the square. Beyond Bedford Square, the terraces on Gower Street are Grade II listed. Tested massing envelopes is just visible behind existing buildings in the background.



**Tested Winter View**



Key

Residential use

Non-residential use

