

EUSTON AREA PLAN

a new plan for the euston area

Adopted January 2015

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Far more people than it is possible to thank individually have contributed to the production of this framework. They include major landowners and their planning, transport and design teams; local residents and businesses; officers at the Greater London Authority, Transport for London, Camden Council without whom, neither the framework nor the progress that has been made so far would have been possible.

Disclaimer

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

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

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Foreword



Councillor Sarah Hayward **Leader of Camden Council**

Euston as an area has so much going for it, and great competitive advantages in the knowledge-rich modern economy. However, HS2 represents a clear threat to that opportunity.

Camden Council's position on HS2 is clear and unchanged: we are opposed to the HS2 proposals as they currently stand.

If HS2 does go ahead, we want to see local jobs, local apprenticeships and local procurement, and the best station scheme to support wider regeneration. To do anything less would be a huge wasted opportunity.

We've long recognised that after 50 years, Euston Station is past its shelf-life. Its design makes it fit poorly into the community, and its closed character has served as a barrier to effective regeneration of the immediate surrounding area.

This was recognised in proposals developed in 2009, and it's still true today that Euston is ripe for regeneration, particularly the station itself.

Although the HS2 proposals have thrown the future options for Euston up in the air, the potential must not be lost, nor blighted by

the uncertainty associated with the prospects of the rail development.

This Euston Area Plan, developed with partners, has as a result been specifically designed to be flexible, and should therefore support regeneration whether HS2 goes ahead or not.

HS2 Ltd's current proposal for Euston Station – known as Option 8 – is in our opinion the worst of the possibilities. We are developing a detailed alternative option that would open up the area much better to regeneration opportunities, based on an alternative previously advanced by HS2 Ltd, but since abandoned – known as Option 1. We also welcome an initiative that has come from the local community itself to develop another alternative, known as 'Double Deck Down'.

I commend the Euston Area Plan in this document to you as imaginative and appropriate to help drive forward much needed jobs and investment in Euston whether or not HS2 goes ahead.

A handwritten signature in black ink, appearing to read 'Sarah Hayward'.



Boris Johnson
Mayor of London

I am delighted to introduce the Euston Area Plan which has been the product of some excellent joint work between the GLA, TfL and Camden Council.

The London Plan identifies Euston as an Opportunity Area with the potential for 5,000 jobs and 1000 homes. My 2020 Vision also flags up the potential of Euston-King's Cross-St. Pancras as the UK's largest mega rail hub. This area has the potential to contribute significantly to London's growth.

Whilst I am committed to HS2, we are still in discussions with Government over the best solution for Euston. We must take this unique and fantastic opportunity to ensure

that the rebuilding of Euston is carried out as effectively as possible with the maximum regeneration benefits. A solution now must avoid further rebuilding in the future.

It's with this in mind that the Euston Area Plan has been produced - we are working with HS2 on their current plans but do not want to preclude a much wider rebuilding of Euston.

Finally, I'm delighted that plans show a rebuilt Euston Arch. It would be fantastic to have the best of the old and new in a wonderful new quarter for London.

A handwritten signature in black ink, which appears to read 'Boris Johnson'. The signature is fluid and cursive, with a long horizontal line extending to the right.

Executive summary

Introduction

The Euston Area Plan (EAP) is being prepared as a long term planning framework to guide transformational change in the area, focused around the redevelopment of Euston Station and seeks to spread regeneration potential to benefit the local community and London as whole. The plan is being prepared jointly between Camden Council, the Greater London Authority (GLA) and Transport for London (TfL) to guide development up until 2031. Preparing a plan jointly helps to ensure the strategic and local issues for the Euston area are planned in a coordinated way and balanced with community aspirations. The EAP needs to be compatible with wider planning guidance, the National Planning Policy Framework and the London Plan.

There are currently proposals to terminate the Government's High Speed Two (HS2) line at Euston, which Camden Council opposes due to the significant land take required to build the line and the project impacts in the borough, particularly at Euston. The current station design included in the HS2 Environmental Statement (published November 2013) does not fully realise the potential transformational benefits of station redevelopment at Euston. However, following the HS2 Plus report by David Higgins in March 2014 and instruction from the Secretary of State for Transport it is understood that an alternative station design, based on a level deck scheme could replace the existing station designs through an additional provision to the HS2 Bill which would better meet the EAP objectives. The plan has been developed to be flexible to allow for different station designs

at Euston to come forward, but could also be updated where necessary to reflect significant changes in circumstances, particularly any significant changes to the HS2 project.

Even aside from the controversy over HS2, Camden Council together with the GLA continue to press for the best station design solution to ensure the once in a generation opportunity to transform Euston Station is maximised. Whether the HS2 project goes ahead or not, the need to redevelop and improve Euston Station has been recognised for some time and is noted in the London Plan and Camden's wider planning framework documents. This area plan is therefore vital regardless of the outcome of the HS2 proposals.

Plan content

The contents of the EAP have been shaped by findings of background research, consultation results, stakeholder liaison and guided by the findings of the sustainability appraisal process, which was designed to check that the policies in the plan meet with wider sustainability objectives of Camden Council and best practice in general. The content and proposals in the EAP need to be capable of being delivered by a developer or through government funding. Therefore the plan proposals have been developed to respond to costs, physical constraints (where information is available) and bearing in mind technical requirements of key stakeholders and landowners.

Vision

The Vision for the Euston area in 2031: The Euston area will be rejuvenated as both a local hub of activity and a gateway to London through new high quality comprehensive and transformational development above and around a world class transport interchange at Euston Station.

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

Euston's role as a medical research, knowledge, innovation and creative industry base will be enhanced and thrive around the cluster of world class education and research institutions in the area, helping to achieve Camden Council's Knowledge Quarter aspiration for the area which could include medical uses as promoted in the Mayor's "Med City" vision for the Euston Road corridor.

A network of clear and convenient streets will connect key attractions and green spaces in the area. Critical to this will be new and improved links through, above and around a redeveloped station and an improved greener environment along Euston Road. Euston Road will no longer be a barrier to pedestrian and cycle movement and onward journeys from the station. Euston has long been too polluted - the proposals in this plan will help to make it less so.

Development Strategy

The overall amount of new homes and jobs which could be delivered in the plan area will be dependent upon the design of Euston Station. The three main options for station design at Euston are:

1. *Sub surface comprehensive station redevelopment* – platforms and tracks sub surface to allow for ground level development above the station (HS2 original design/emerging HS2/Network Rail level deck design)
2. *New high speed terminus alongside existing station* – retention of existing station and addition of new station on the western side (HS2 option shown in the original 2013 HS2 Hybrid Bill)
3. *Redevelopment on existing station footprint* – redevelopment of the station on its existing footprint (either without HS2 or an alternative station design such as a double deck design)

A comprehensive approach to station design based around option 1 above, which lowers the platforms and tracks maximises the potential for new homes and jobs in a high quality environment above the station and therefore best meets the EAP vision for Euston.

The changes in this area plan should deliver overall:

Housing:

Between 2,800 and approximately 3,800 additional homes along with appropriate replacement homes maximising the provision of affordable housing and family housing

Employment:

Between 180,000 sqm and approximately 280,000 sqm of new employment/economic floorspace, providing between 7,700 and approximately 14,100 jobs encouraging knowledge based, research and creative uses to strengthen Euston's existing role as a knowledge and research hub

Retail:

In the region of 20,000sqm of retail floorspace focused around the station

Social infrastructure:

Education, health and other community facilities to support new development will be required.

Meanwhile uses:

Flexibility for proposals for appropriate temporary alternative uses if current uses are no longer viable as a result of HS2 and construction works.

Design:

Development should create an integrated, well connected and vibrant place of the highest urban design quality which builds on existing character and provides an attractive and legible environment.

Transport:

Creation of a world class transport interchange at Euston Station with sustainable and appropriate onward travel options which meet increased passenger demands (including those from HS2) and general development in the area.

Environment:

Growth will be supported by a decentralised energy network, new, replaced and improved open spaces (mitigating lost open space as a result of HS2 where appropriate) and the creation of an Ultra Low Emissions Zone (ULEZ) to address local air quality issues.

Key principles for the character areas in the plan are:

Euston Station and tracks:

A comprehensive station redevelopment to transform Euston's image and potential for between 1,000 and approximately 1,900 new homes and between 7,200 and approximately 13,600 additional jobs depending on station design and footprint, railway constraints and cost of decking. A comprehensive approach to station design based around lowered tracks and platforms is more likely to allow for greater development and a transformational high quality development here. A redevelopment within the existing station footprint would reduce the required demolitions and associated mitigation requirements that would result from proposals on an expanded station footprint.

Euston Road:

Creation of a more pleasant and accessible street environment, seeking enhancements to Euston Square Gardens and improved road crossings.

Camden Cutting:

At least 1,400 new homes, open space, community facilities and improved pedestrian and cycle links above the existing railway tracks to the north of Hampstead Road.

Drummond Street and Hampstead Road:

Protecting existing businesses and enhancing the area's unique specialist role as a centre for ethnic shops and restaurants, along with its built character and heritage. Open space lost at St James Gardens due to the HS2 project will be reprovided in this area.

Regents Park Estate:

Opportunities to accommodate new and replacement housing in the estate will be sought, with a priority for replacement housing for homes required by HS2.

Amphill and Mornington Crescent Station:

Potential for some new infill housing development and enhancements to the public realm and open spaces in the area.

West Somers Town:

Encouraging improvements to routes in the area, supporting the redevelopment of Drummond Crescent for school and/or employment and housing uses and minimising potential impacts from the construction of Crossrail 2 in the area.



1

Introduction

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1 Introduction

Although the London Borough of Camden (LBC) is opposed to the High Speed Two (HS2) project as currently proposed, it has, along with Greater London Authority (GLA) and Transport for London (TfL) worked jointly to develop a vision and objectives for the Euston area which form the basis of this Euston Area Plan (EAP). The EAP vision and objectives have been informed by the results of public consultation (initial consultation in winter 2012 and draft EAP in summer 2013), conversations with stakeholders, previous aspirations for the area, research and specialist technical reports commissioned to inform the production of this plan. The vision and objectives underlying this plan are in section 1.2 below. In producing the plan Camden Council in no way accepts that the current HS2 proposition (HS2 Hybrid Bill submitted 2013) for Euston is acceptable and will continue to work to oppose it.

1.1 Plan context

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

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

The Government's current scheme for Euston Station included in the HS2 Environmental Statement (November 2013) retains the existing Euston Station whilst building a high speed terminus alongside. This will reduce the transformational potential of a station redevelopment and potential benefits to the area particularly in terms of connectivity, quality of environment, amount of homes and jobs.

The initial draft EAP looked at how to make the most of this HS2 station design, to try to ensure that if this scheme is progressed, the station design responds to EAP and community objectives as much as possible. This plan also referenced the potential of other station redevelopment scenarios. The draft EAP sought to influence the HS2 design refinement process and ensure that the original HS2 Hybrid Bill took the EAP aspirations into account. Consultation on the draft EAP revealed a strong community desire to ensure that the EAP clearly illustrates a range of options for station design at Euston, as the parameters of its design could feasibly change through the HS2 Hybrid Bill process or if HS2 does not progress.

Since the original HS2 Bill was submitted to Parliament in November 2013, HS2 and Network Rail have been instructed to look at more comprehensive proposals for Euston Station by the Secretary of State for Transport. This followed the Sir David Higgins report “HS2 Plus” (March 2014) which suggested a level deck station design would better connect the station to the local area and create the potential for considerable over site development and called for an alternative station design to be developed.

This EAP therefore sets out key principles for the station area which will be expected to be met by any redevelopment of the station. It seeks a comprehensive approach to encourage redevelopment/development above the existing Network Rail tracks and platforms (whether at ground level or above a station building) in collaboration with any over station development above the HS2 station or which could be capable of delivery without HS2.

This does not imply that any of the EAP partners accept the HS2 Bill proposal for Euston Station (November 2013). The EAP partners are working to try to secure a comprehensive redevelopment of the Station through HS2 or other means to provide a greater number of homes and jobs here and make the best of the works to the station.

1.2 Vision and objectives

The Vision for the Euston area in 2031

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

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

Euston’s role as a medical research, knowledge, innovation and creative industry base will be enhanced and thrive around the cluster of world class education and research institutions in the area, helping to achieve Camden Council’s Knowledge Quarter aspiration for the area which could include medical uses as promoted in the Mayor’s “Med City” vision for the Euston Road corridor.

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

has long been too polluted - the proposals in this plan will help to make it less so.

The redevelopment of Euston Station is central to the vision and objectives of this plan. A comprehensive redevelopment of Euston Station will best help to achieve this vision and the plan objectives set out below.

Objectives

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

1. Prioritising local people's needs:

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

2. Securing excellent design:

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

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

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

4. New streets above the station and tracks:

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

5. Boosting the local, wider London and national economy by reinforcing existing economic assets and businesses:

To provide new spaces for existing and new businesses and shops, and encourage new and innovative business sectors in the Euston area, such as knowledge and medical, to help achieve Camden Council's Knowledge Quarter aspiration for the area and could contribute to the Mayor's emerging "Med City" vision along with creative industries, securing significant new job and training opportunities for local people.

6. Creating sustainable development:

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

7. Improving the environment along Euston Road:

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

8. Promoting sustainable travel:

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

9. Enhancing existing public transport:

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

10. Planning for future public transport:

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

11. Deliver a new world class Euston station and integrated development

To ensure that the redevelopment of Euston Station helps to transform the image of Euston as a nationally important high quality transport interchange with integrated and well designed development which contributes fully to the local, regional and national economy, particularly capitalising on the potential to create a knowledge hub (which could include medical uses) of international significance, maximising regeneration potential, whilst also raising the quality of the local environment and townscape.

1.3 Purpose of this plan

The Euston Area Plan is being produced as a joint planning document by Camden Council, the GLA and TfL to promote a high quality redevelopment of Euston Station and to shape change in this transitional area maximising regeneration potential in the period to 2031. The area has been identified as a location for significant numbers of new homes and jobs in both the London Plan and Camden Core Strategy for a number of years. The plan responds to the impact of the proposed High Speed Two (HS2) terminus at Euston and updates previous plans and aspirations for the area if HS2 does not proceed.

The HS2 project requires significant land take during and after construction around Euston Station and tracks and results in the loss of homes, businesses, open space and other facilities. The plan seeks to secure any potential benefits that a rejuvenated Euston Station and new high speed rail link could bring to the area for both local residents and businesses and for London as a whole, whilst helping to mitigate the local impacts of any Euston Station and track redevelopment. This will be through identifying locations for replacement homes, jobs, open space and other uses permanently or temporarily displaced.

Camden Council is opposing the HS2 project as currently proposed, due to the potentially significant negative impacts in the borough. The Council is producing this plan together with GLA and TfL in recognition of the need to plan ahead to get the best outcomes for local people should HS2 proceed, particularly to secure the best possible design for Euston Station.

The plan has been developed to be flexible reflecting the uncertainty around the delivery of HS2, which will only be confirmed once a HS2 Hybrid Bill becomes law, currently estimated as 2015. However, given central government support for the project, there is a reasonable probability that the project will go ahead. The EAP has been prepared with supporting technical information from HS2 on the emerging HS2 station design, as included in the HS2 Hybrid Bill and Environmental Statement (November 2013) and the previous HS2 station design (baseline, January 2013) and similar emerging level deck scheme which redesign both the existing and new HS2 stations as one large new station with lowered tracks and platforms. As mentioned previously, the HS2 station design in the 2013 HS2 Hybrid Bill does not meet the EAP objectives as readily as a comprehensive level deck station design. The EAP seeks to refine and shape any station design to better meet EAP objectives.

If a comprehensive level deck type scheme is reverted to (which would be preferred) or if the HS2 project does not go ahead at all, the plan provides principles and objectives that should be applied to any form of station redevelopment at Euston.

The EAP will be monitored and reviewed for its effectiveness and can be reviewed and updated in whole or part if necessary due to significant changes to the station design which haven't been considered here, see section 5 of this document for details.

Sustainability Appraisal and strategic options for Euston

The Sustainability Appraisal process has considered the sustainability merits of a number of strategic options for the production of new planning policy for Euston. This process concludes that there are significant sustainability benefits in producing a local plan for Euston, which enables the allocation and proper planning of additional growth above that indicated in Camden's Core Strategy and the London Plan as well as seeking to mitigate HS2 potential impacts. The HS2 project has significant potential to enable higher levels of growth than previously anticipated in the Euston area, and currently reflected in the Local Development Framework. However the 2013 HS2 Hybrid Bill station design reduces this potential. There are also significant benefits to facilitating growth not just related to the station, but in the wider area, particularly in terms of opportunities to achieve regeneration objectives in surrounding estates and wider environmental improvements.

The sustainability appraisal process highlights the wider benefits of a more comprehensive approach to station redevelopment, particularly the iterations of HS2 proposals which allow development and the creation of new streets above a largely sub surface station. Until the HS2 scheme receives Royal Assent the station concept is not confirmed, therefore the EAP retains flexibility for other station design scenarios.

1.4 Material weight of the document

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

The plan provides policies, guidance and illustrative masterplans to show how these could be implemented.

The powers to build and operate High Speed Two are being sought through the High Speed Rail (London – West Midlands) Bill. This Bill seeks deemed planning permission for the railway and associated works and hence the planning authority for HS2 is Parliament. Therefore matters of the principle relating to the railway and the mitigation of the effects of construction and operation will be determined by Parliament. Camden Council, the Mayor and communities can seek to influence the mitigation measures proposed by petitioning the HS2 Bill to ensure appropriate mitigation.

The HS2 Bill will establish a special planning regime for the approval of certain details including the design and external appearance of stations. Camden Council will be the determining authority for these approvals (subject to appeal) and for any over site development above and around the station and tracks and 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 Bill for the consideration of that matter.

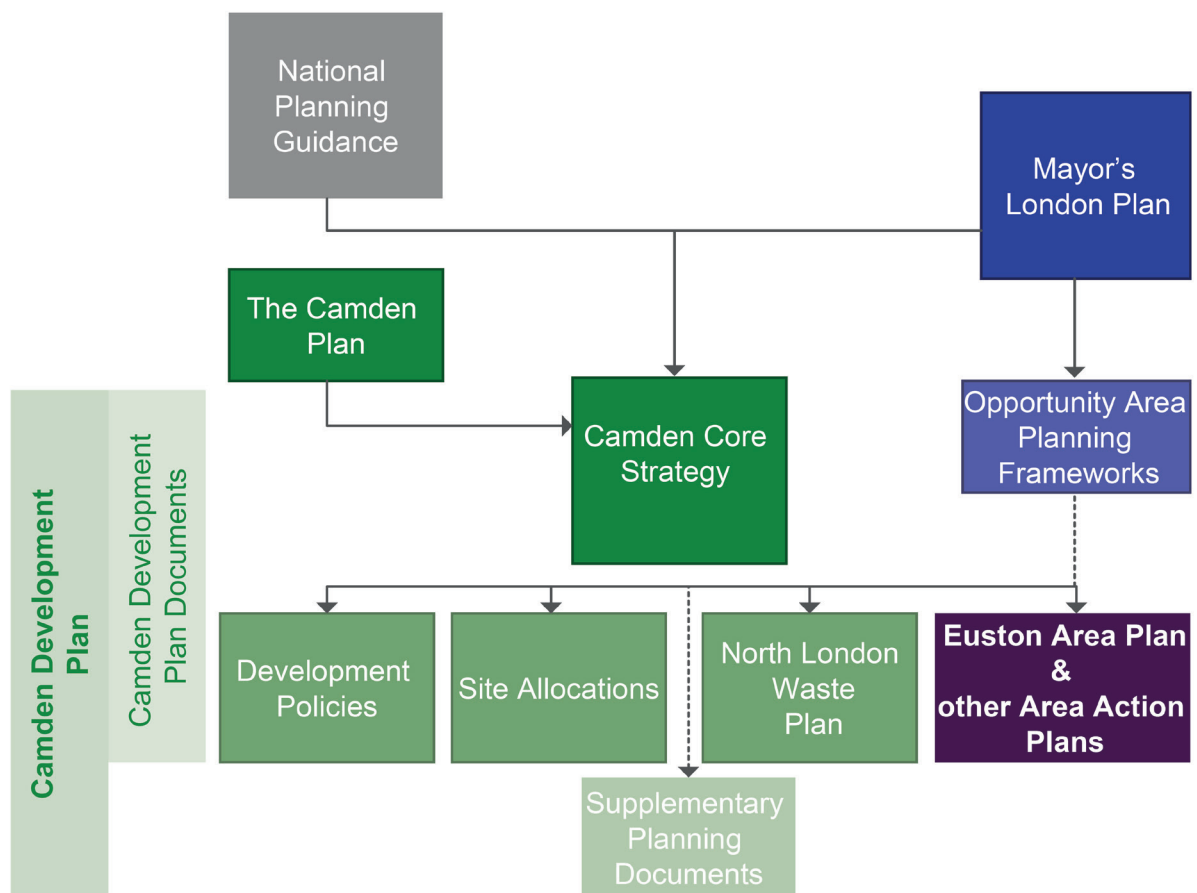


Figure 1.1 Euston Area Plan policy framework

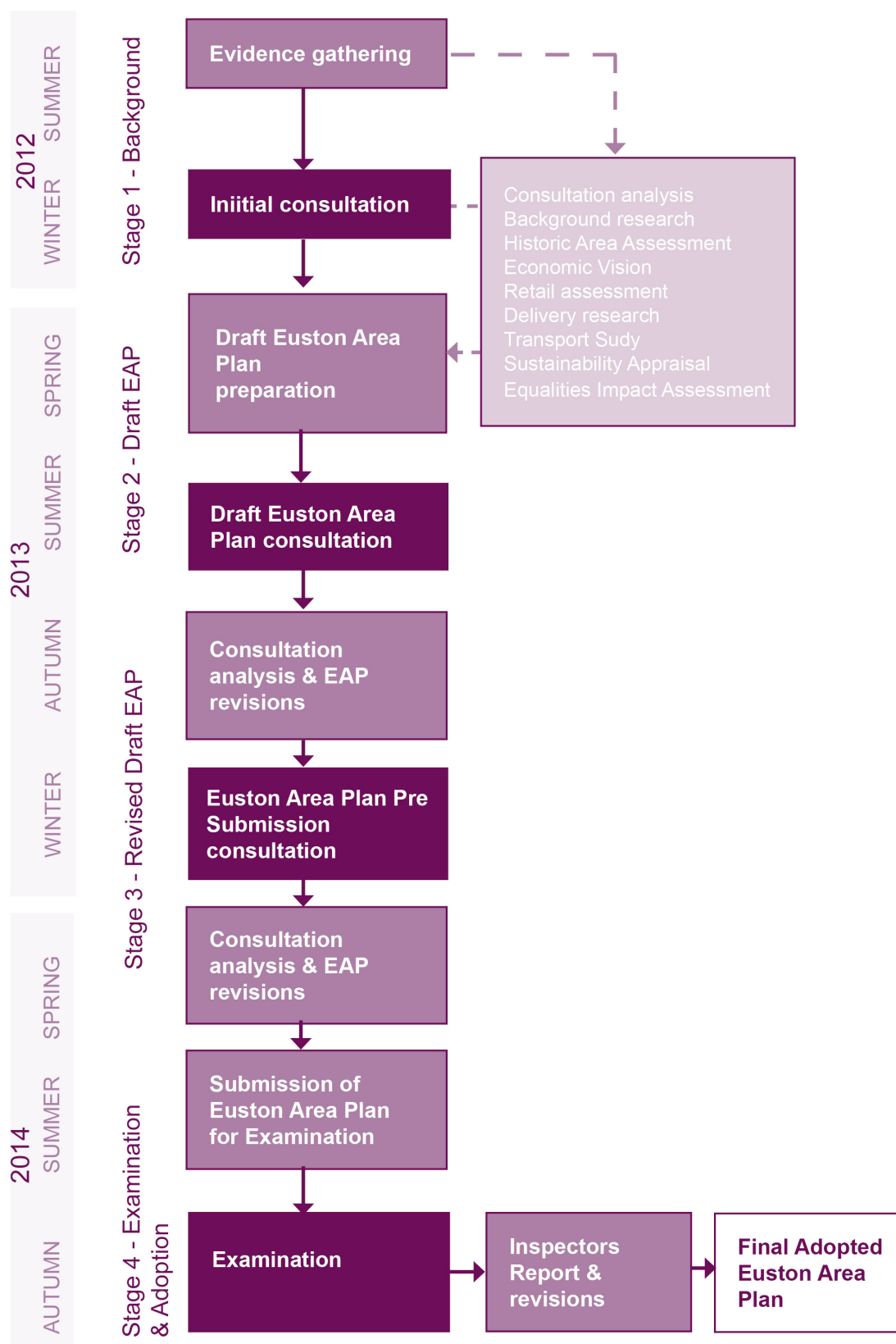


Figure 1.2 Plan production process

In a number of instances the Plan indicates requirements in relation to the HS2 works and mitigation. Where these relate to matters that will require approval under the special planning regime the Plan will be material to the consideration (where it is relevant to that approval) but where matters are determined by Parliament through the HS2 Bill this will take precedence over the Plan. The petitioning process for the Bill provides the opportunity for people to try to influence the mitigation measures and works proposed by HS2.

Any non-operational development over, under or adjoining the HS2 works will be approved under the normal planning process.

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

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

1.5 Accompanying reports: evidence base

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

- Euston Area Plan Sustainability Appraisal
- Background Report – summarises the findings of the specialist technical reports and background research undertaken,
- EAP Stage 1 Consultation Report, February

2013, EAP team

- EAP Stage 2 Consultation Report, December 2013, EAP team
- Equalities Impact Assessment

Specialist reports

- Transport Study prepared by TfL
- Euston Economic Vision, Retail Assessment and Delivery Report, prepared by GVA Ltd.
- Euston Historic Area Assessment, prepared by Allies and Morrison Urban Practitioners
- Energy Masterplan, prepared by Arup for the GLA,

These documents have been kept under review as the Plan has progressed through each draft and consultation, and amendments made where appropriate. The latest versions of these are available at: www.camden.gov.uk/ldf or www.eustonareaplan.info

1.6 Consultation

Extensive consultation has been carried out during the preparation of the EAP, and the inputs of key stakeholders in the area sought, along with neighbouring authorities and those along the HS2 proposed route. Accompanying consultation reports summarise the results and resulting changes to the EAP as it progressed.



2

Context

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2 Context

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

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

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

2.1 London context

A strategically important location and major development opportunity

Euston is located to the north of Euston Road, and forms part of the northern boundary of the Central Activities Zone, as identified in the London Plan (2011). The London Plan identifies 16 hectares of land at Euston as an Opportunity Area with an indicative capacity for 5,000 new jobs and 1,000 new homes because it is in a strategically important location for London. As well as providing a major transport interchange at Euston Station, Euston is close to King's Cross and St Pancras International mainline stations. Euston is in the heart of a nationally significant cluster of higher education, medical and specialist medical research institutions around Euston Road and Bloomsbury. There are plans to further enhance this specialist role and attract new medical industries here, known as "Medical City". This further demonstrates the nationally important role and significant future economic potential of this area. Euston is close to major central London destinations, including:

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

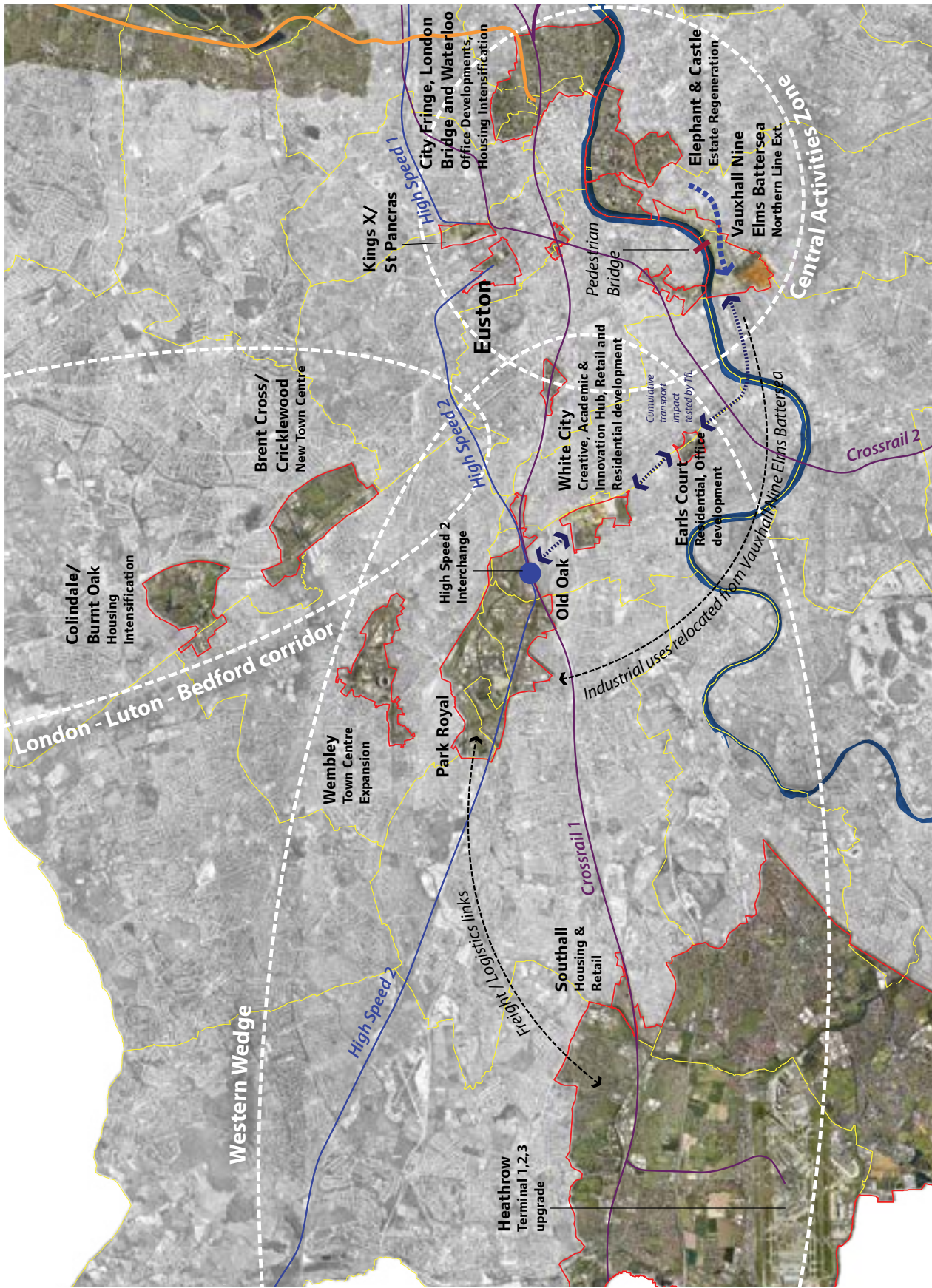


Figure 2.1 Strategic Context

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

A transport hub

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

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

2.2 Local Context

The changing role of Euston

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

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

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

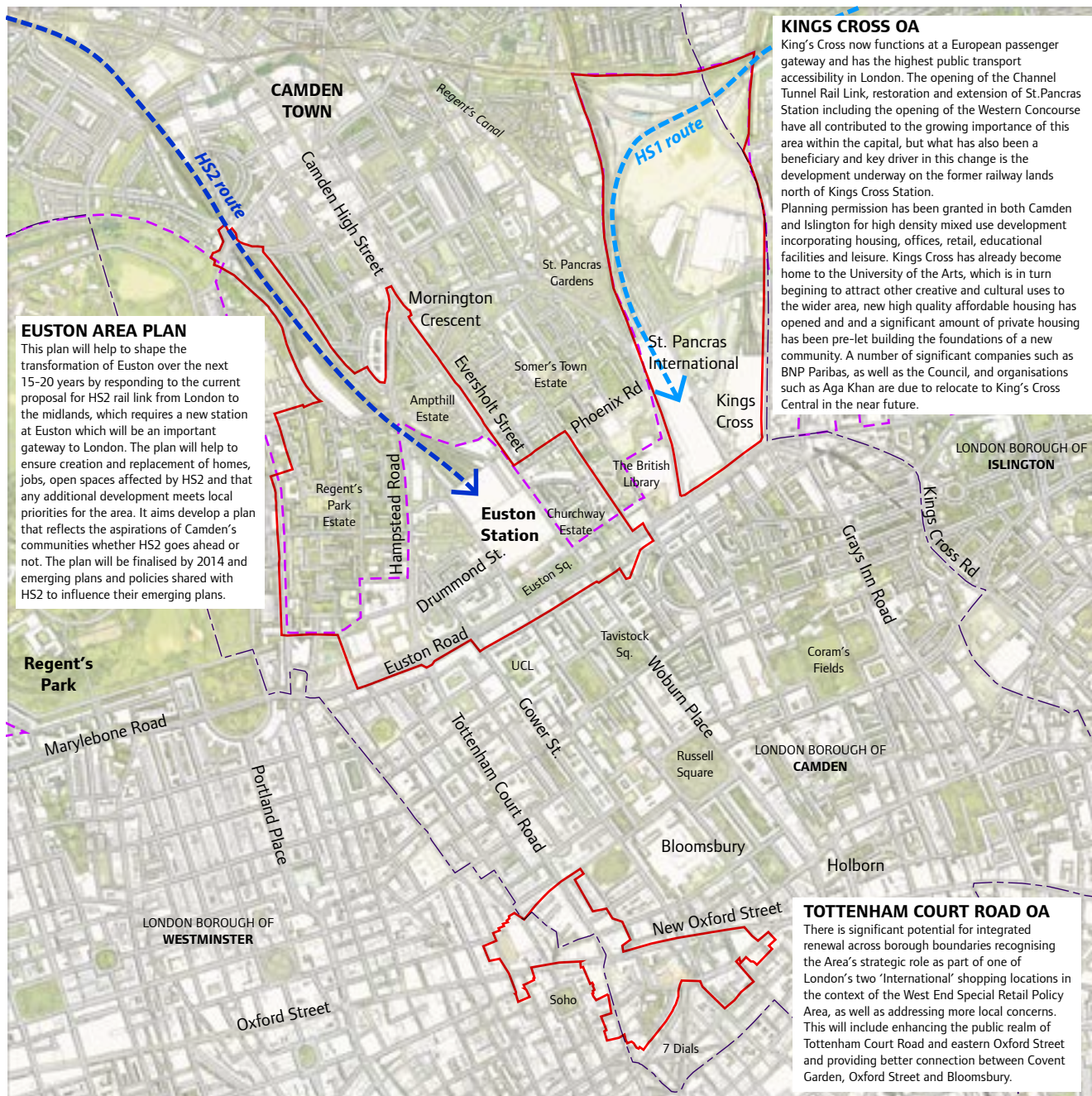


Figure 2.2 Local Context

Existing policy and guidance

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

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

Euston: A Framework for change (LB Camden Supplementary Planning Document (SPD); 2009) provides planning advice to guide future

change in the Euston area and has been reviewed and encompassed into the Euston Area Plan, which when adopted, will supersede the SPD. Any development proposals coming forward will be assessed by policy and guidance such as:

- Camden Core strategy/ Local Plan
- Camden Development Policies
- Camden Site Allocations
- Camden Planning Guidance SPD
- The London Plan and appropriate Supplementary Planning Guidance
- Other policy and strategy work in the locality will also help to shape change in the wider area:
- To the south west, the Fitzrovia Area Action Plan has been adopted by Camden Council as a shared vision for the area, coordinating development proposals across a number of significant sites. The boundaries for the EAP and the Fitzrovia Area Action Plan meet on the southern side of Euston Road at the junction with Tottenham Court Road;
- To the east, the Somers Town Community Investment Programme is being developed by Camden Council to address how growth and investment can be best coordinated to deliver maximum benefits for the communities in the Somers Town area. The Somers Town neighbourhood forum and plan area also cover this area.

2.3 Character Areas

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

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

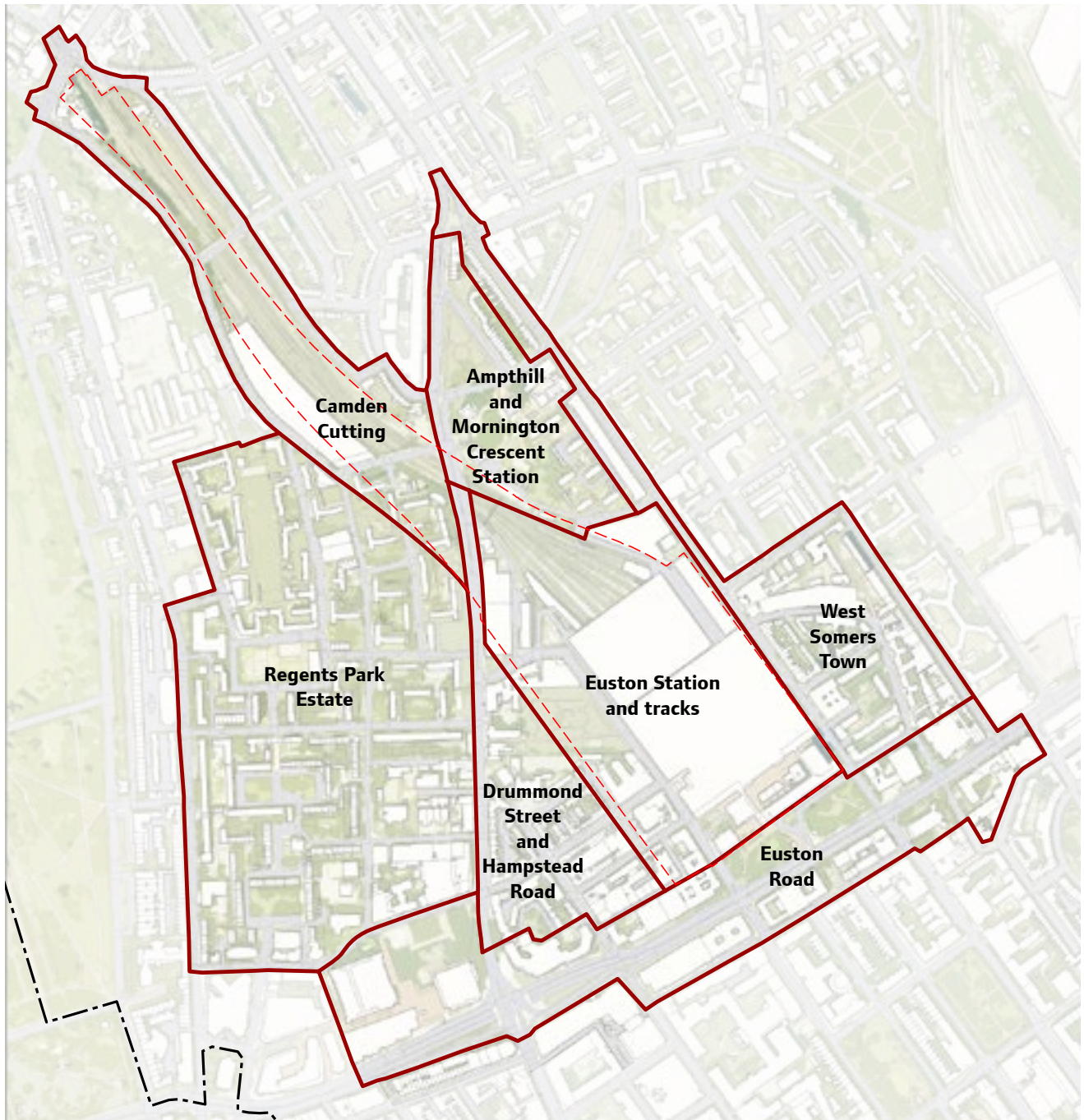


Figure 2.3 Euston's character areas



1. Euston Station and tracks

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



2. Euston Road

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



3. Camden Cutting

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



4. Drummond Street and Hampstead Road

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



5. Regent's Park Estate

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



6. Amptill & Mornington Crescent Station

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



7. West Somers Town

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



2.4 Key issues

This section summarises some of the key issues for the plan area, and a summary analysis of potential urban design opportunities. A more detailed assessment of the key issues for Euston is provided in the Background Report, which accompanies this Plan, and the

specialist technical reports (see list at section 1.4). These, along with the Consultation Reports and the Sustainability Appraisal process provide the context for the development of the vision, objectives and policies in this Plan.

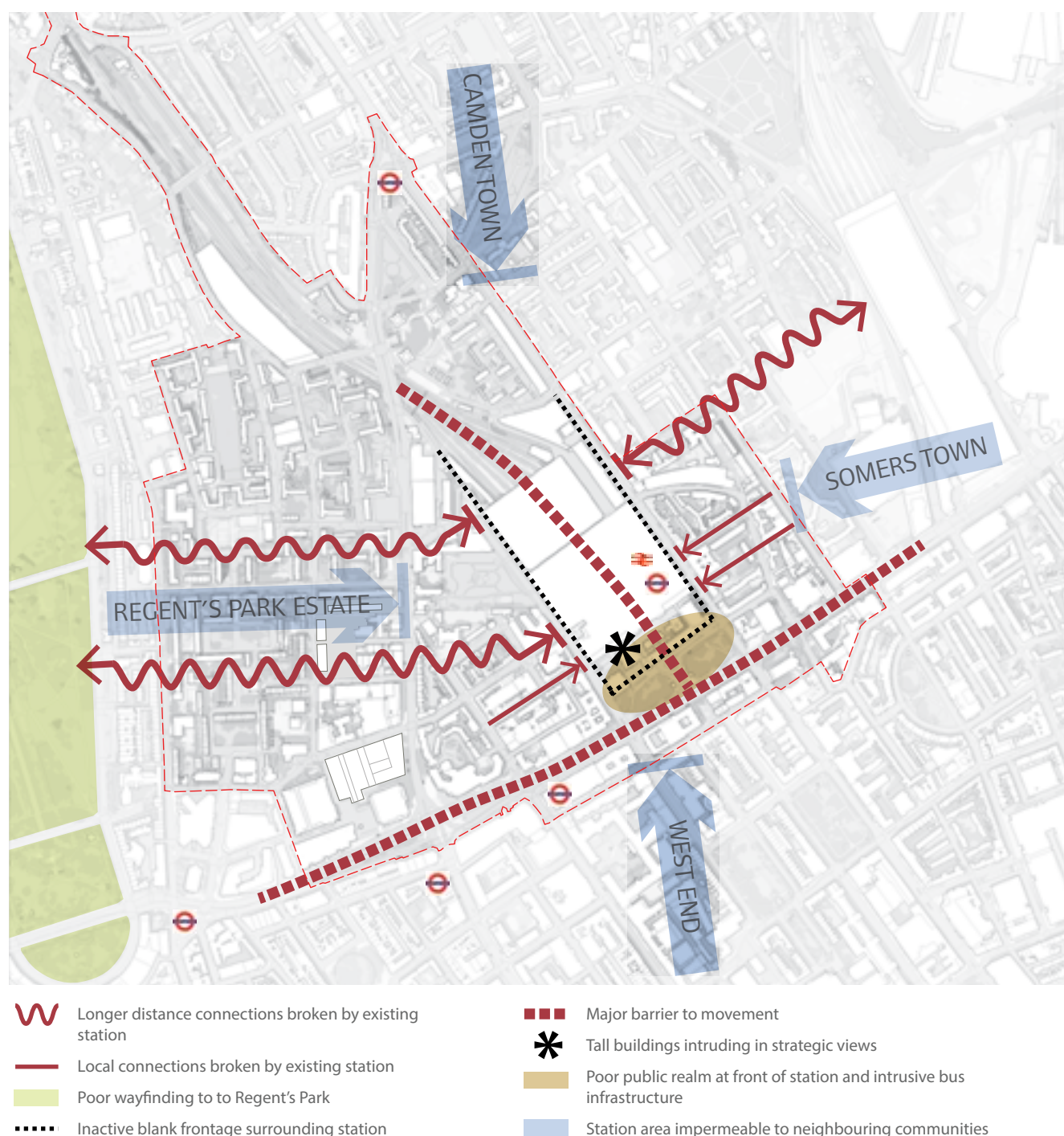


Figure 2.4 Key issues

Design

Urban Design

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

Heritage

- The study area includes parts of three conservation areas, over 50 listed buildings and features, and five designated London Squares.
- At the southern end of the Euston Area Plan area is the Bloomsbury Conservation Area, which includes a cluster of listed buildings around Euston Road, including the Grade I Listed Church of St Pancras, the Grade II* Listed Euston fire station and 1-9 Melton Street as well as a number of Grade II Listed buildings including Friends House and the Wellcome Building. Euston Square Gardens is a designated London Square, and contains a number of listed structures.
- In addition to Euston Square Gardens, the Euston Area Plan area includes Amptill Square, Harrington Square, Clarence Gardens and Munster Square all also London Squares.
- Elsewhere in the Euston Area Plan boundary are parts of the Camden Town Conservation Area (to the north and east) and the Regent's Park Conservation Area (to the west). At the meeting point of these conservation areas, a number of important heritage assets surround the northern part of 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, which includes a short section of listed retaining wall to the very north of the cutting.
- Other assets of historic significance in the Euston area include the fine grained areas around Drummond Street and Chalton Street, St James's Gardens open space, the National Temperance Hospital site, and the inter war social housing estates of Somers Town.

- A number of important heritage assets outside Camden are also noteworthy, in particular Regent's Park, designated Historic Park and Garden, and nationally important Grade I Listed buildings that surround the park. Development would need to consider potential impacts on the setting of these heritage assets.
- Heritage assets in the Euston area make an important contribution to local character, sense of place and identity. The importance of conserving and enhancing heritage in the EAP area was highlighted in community feedback received.

Land use

Housing

- There is significant need for new housing in Camden, especially for affordable homes. Housing is therefore Camden's priority land use.
- The Euston area has a very high proportion of social housing (and a low proportion of private ownership) compared to the Camden average
- 215 (mainly affordable) homes would be lost as a result of HS2 due to the proposed westward expansion of Euston Station and tracks.
- Consultation responses showed that housing, particularly affordable housing was the most frequently prioritised for accommodation in the EAP area by local communities and organisations such as the Francis Crick Institute and Wellcome Trust.

Economy and employment

- There are significant concentrations of knowledge economy uses around Euston, with a nationally significant cluster of medical and specialist medical research institutions.
- Bloomsbury is home to a number of Higher Education institutions, including the main campus for University College London.
- Consultation responses generally indicated a lack of support for chain shops and large corporations in favour of support for local businesses and training.
- HS2 could bring a range of impacts on local businesses in the Euston area, including the loss of business premises, and potential ongoing impacts on remaining businesses and wider investment potential during the prolonged construction process. The HS2 Environmental Statement identifies

the significant effects on the economy in the area. HS2 Ltd is working with Camden Council to develop a comprehensive package of mitigation, compensation and local management measures to prevent or minimise these impacts.

- The redevelopment of Euston Station (either with or without HS2) offers the opportunity to introduce new uses and development to take advantage of the economic potential of Euston's well connected, Central London location.
- A key challenge for new development is to ensure that local people are able to take advantage of any potential future employment opportunities at Euston.

Town centres and retail

- The Euston area includes part of the King's Cross/ Euston Road Central London Frontage as well as Drummond Street, Albany Street/ Robert Street, Chalton Street and Eversholt Street neighbourhood centres.
- The Camden Core Strategy distributes in the range of 20-30,000 square metres additional A1 retail at Euston and Camden Town, with the majority expected to take place at Euston. The Euston Area Plan retail assessment (GVA consultants, 2013) indicates that the area could accommodate a net increase up to 16,500 square metres of retail and food and drink uses (use classes A1-A5) taking into account potential impacts on surrounding centres, wider capacity and economic visioning work.
- Drummond Street and Eversholt Street neighbourhood centres may be put at risk as a result of prolonged HS2 construction activity.
- Vacancy rates in the King's Cross/ Euston Road Central London Frontage have

remained relatively static over recent years at 25% (this figure includes vacant units within a block which is subject to redevelopment proposals). Vacancy rates in the neighbourhood centres vary, from 4% on Drummond Street to 13% on Chalton Street.

- Over the longer term, the redevelopment of Euston Station, with housing and jobs growth could have significant impacts on the role and vitality of existing retail centres in the Euston area.

Social and community infrastructure

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

Transport and public realm

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



Environment and open space

Environment

- The Euston Road corridor is identified as having strong potential to deliver a new decentralised energy network to help Camden achieve its challenging borough-wide CO2 reduction targets to 2050.
- Surface water flooding is an issue in the area, with particular risks around Euston Station.
- Euston Road experiences significant problems with air quality and noise as a result of traffic emissions and vehicle noise. The Mayor's Air Quality Strategy identifies Euston Road as an air quality focus area in central London, and it is also identified as a first priority location for noise management under the Environmental Noise (England) Regulations 2006 due to noise levels from traffic sources.
- St James' Gardens is a local Site of Importance for Nature Conservation and along with Euston Square Gardens contributes towards the delivery of Camden's Biodiversity Action Plan.
- Consultation results revealed air pollution and the impact of buses and taxis are an important concern for local people in relation to Euston Road particularly.
- A significant number of mature trees in open spaces and street trees are likely to be lost as a result of HS2.

Open space

- HS2 would result in the permanent loss of two thirds of St James's Gardens open space as well as all of Hampstead Road open space.
- The whole of St James Gardens, Hampstead Road open space and Euston Square Gardens will be temporarily lost as they are likely to be required to construct HS2 and therefore will not be useable for 11 years during the HS2 construction period.
- The EAP is therefore an important framework to plan for the medium and long term open space reprovision requirements resulting from HS2 construction.
- Consultation results throughout plan preparation revealed open space and parks were highly valued, particularly to the north of the plan area.

Key issues, consultation and implications for plan objectives

The key issues here have been developed as an iterative process during plan preparation and many informed the drafting of the initial objectives consulted on in 2012. The results of both stages of the consultation process revealed consistent support for the EAP objectives and minor amendments were made to reflect comments and suggestions received.



3

Development Strategy

Contents

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

3 Development strategy

Introduction

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

The context for the redevelopment of Euston Station is set out below. Following this, the remainder of the chapter sets out the Euston Area Plan development strategy in five sections as follows:

3.1 Overall strategy –

overarching spatial concept and presumption in favour of sustainable development

3.2 Land use strategy –

policy and guidance for key land uses across the area: homes, economy and employment, retail and leisure, social infrastructure and meanwhile uses

3.3 Design strategy -

overarching urban design, heritage and public realm principles, policy and illustrative masterplan

3.4 Transport strategy –

key transport priorities and overarching transport policy

3.5 Environment & open space strategy –

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

Euston station redevelopment context

The existing station building and tracks at Euston separate surrounding communities as they are a physical barrier to movement, and the large expanses of blank walls around the edge of the station create a poor local street environment.

As mentioned earlier in the plan, the redevelopment of Euston Station is a hugely significant regeneration and economic opportunity, which could contribute towards the local, London and national economy through integrating a new/refurbished station with high quality development above it. There are a number of potential options for station redevelopment at Euston which could be progressed as part of the HS2 project, jointly with Network Rail or through a separate Network Rail redevelopment of the station. These are summarised below and the policies in this plan seek to provide a flexible framework to progress any of the station design scenarios set out below.

1: Sub surface comprehensive station redevelopment

The original baseline concept for the HS2 terminus at Euston involved the demolition of the existing station and redevelopment of a new expanded station with sub surface tracks and platforms. This concept, the “baseline” scheme, formed the basis for the development of the EAP up until March 2013. The Government then indicated it was minded to progress a revised option for Euston Station (see Option 2 - adjacent) on the grounds of programme and cost constraints. Subsequently, prompted by the findings of the HS2 Plus Report, the Secretary of State for Transport has asked (17th March 2014) HS2 Ltd and Network Rail to develop plans for a “level deck” station

design (similar to the original HS2 baseline). The baseline, level deck or similar design would better meet the objectives of this Plan and make the best of the regeneration opportunities here.

2: New high speed terminus alongside existing station

This option allows for the retention of part of the existing station building and tracks, adding a new high speed rail station at the western side and is included in the original November 2013 HS2 Environmental Statement for the HS2 Hybrid Bill. The ability to achieve key objectives of the EAP is severely constrained by this option. East-west ground level streets above the new station are not possible if tracks and platforms are not lowered to sub surface level.

3: Redevelopment on existing station footprint

The redevelopment of Euston could be progressed within the existing station footprint, in the event that the HS2 project is not progressed, or with alternative design solutions such as the community led Double Deck Down station design, with High Speed Two platforms and tracks at a lower level and Network Rail tracks at ground level. These options would reduce the required demolition of homes, business premises and open spaces and mitigation requirements associated with proposals on an expanded station footprint. Therefore illustrations of how the principles for station design could be applied to the existing station footprint are also provided.

Comparison

The EAP Sustainability Appraisal which has been prepared alongside the EAP highlights the sustainability benefits of lowering the track and platforms and redeveloping the station to allow for the creation of new streets, open space and buildings above. The appraisal also

highlights the benefits of a comprehensive approach to redeveloping the station area, even where the existing basic station infrastructure is fundamentally retained, but clearly shows the most benefits for the area can be secured through a scheme similar to the baseline station design which lowers platforms and tracks. Options to redevelop Euston Station on the existing station footprint would bring benefits in terms of avoiding demolitions and associated mitigation requirements, although such approaches would reduce the ability to provide new at-grade streets, open spaces and building entrances.

3.1 Overall strategy

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

- Securing long term benefits from station redevelopment for existing neighbouring communities and helping to mitigate the shorter term impacts of HS2;
- Focus growth and development at:
 - Euston Station, where significant new mixed use development will establish the Station and Tracks site as a major destination in its own right
 - Regent's Park Estate, with regeneration and infill delivering new housing, including affordable housing
- Enhancing Euston's role and image in the central London and national economy through world class station development and capitalising on the cluster of science and knowledge institutions already in the area;
- Improving connectivity, particularly east-west pedestrian links to draw neighbourhoods together and improve access between Regent's Park, Euston, St Pancras and King's Cross stations;
- Enhancing links to the West End and reducing the barrier effect of Euston Road;
- Creating a network of new and improved open spaces, with a large new open space west of Euston Station;
- Seeking to ensure that growth and change can protect and enhance existing local centres, In particular Drummond Street and Eversholt Street;
- Taking opportunities to repair historic routes and frontages and to deliver improvements to the settings of heritage assets; and.

- Prioritising walking and cycling, and promoting enhanced interchange and public transport provision in a world class new Euston Station.

Presumption in favour of sustainable development

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

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

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

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



Figure 3.1 : Overall spatial concept illustration

3.2 Land use strategy

Relevant objectives:

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

Strategic Principle EAP 1

A: Overall Mix

New development above and around Euston Station should maximise the potential to create a major new economic hub of new commercial, knowledge based, science and creative sector industries to reflect the Knowledge Quarter ambitions for the area and which could include uses to complement the Mayor's emerging "Med City" vision for the Euston Road Corridor. The wider plan area will provide a range of mixed uses including a significant amount of residential, particularly to the north of the station reflecting its transitional role between settled areas to the north of Camden and the mix of uses in Central London. Development above the station and tracks should seek to accommodate the majority of the development for the plan area and seek to exceed the targets set below provided it meets wider policies in this plan, the London Plan and Camden's Local Development Framework Plans. Where necessary proposals will be expected to re-provide uses lost as a result of station redevelopment.

The appropriate mix of uses will include:

B: Homes

- Between 2,800 and approximately 3,800 additional homes along with the provision of appropriate replacement homes across the whole Euston plan area should be provided as a mix of unit sizes, whilst ensuring a high quality residential environment. A proportion of student housing may be appropriate as part of this additional housing provision but the priority will be to maximise the provision of these units as permanent homes to meet local housing needs, therefore at least 75% of new housing should be provided as permanent self contained homes (use class C3).
- The Council will negotiate to seek the maximum reasonable amount of affordable housing and seek types of affordable housing and rents that are appropriate in the context of the high house prices and market rents in the Euston area, the incomes and size of households in need of affordable housing, particularly the need for affordable family housing and the demand for intermediate housing in the area.
- The range of housing capable of delivery is dependent upon the footprint and design of Euston station, ability to overcome constraints associated with railway infrastructure, particularly the cost and viability of decking, and compatibility with wider plan objectives and policies. The highest number of homes could be delivered with a comprehensive station redevelopment.
- In addition to this, opportunities will be taken to deliver the regeneration of existing housing estates through the provision of new and replacement housing as largely infill development where appropriate, in consultation with residents.

C: Economy and employment

- Between 180,000 and approximately 280,000 sqm of employment/economic floorspace across the Euston area including replacement floorspace, providing between 7,700 and approximately 14,100 additional jobs as well as around 1,400 replacement jobs. New economic uses should support the local economy and include local people in the opportunities created by development as well as contributing to the wider London and national economy, particularly strengthening the role of the area's cluster of science and education institutions.
- The range of employment/economic floorspace capable of delivery is dependent upon the footprint and design of Euston station, ability to overcome constraints associated with railway infrastructure, particularly the cost and viability of decking, and compatibility with wider plan objectives and policies.
- A cluster of knowledge based, research and creative uses, will be encouraged, particularly uses which will help to realise Camden Council's Knowledge Quarter aspirations which could include medical uses to complement the Mayor's emerging "Med City" proposals, with a significant proportion of employment floorspace supporting related uses. To assist with this we will seek at least 30% of new commercial floorspace to be provided as knowledge based/science/research and creative sector uses including supporting educational facilities where required.
- A mix of employment generating and economic uses should be accommodated in the EAP area, focused around the Euston Station site, including:
 - Mainstream office uses - (B1a use class) to provide a mix for institutions, corporate occupiers and small businesses
 - Research and development space – (B1b use class) capable of meeting specific requirements of research intensive activities particularly life sciences, human health, creative and digital sectors. A proportion of this employment floorspace could be provided as education space (D1 use class) where it is demonstrated to be necessary to complement the core B1b research and development space and helps to achieve the overall aspiration to create a knowledge based cluster of uses here

D: Retail and leisure

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

E: Social infrastructure

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

F: Meanwhile uses

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

Homes

1. Replacing housing lost as a result of HS2

Camden is working to identify a range of sites that could be used to provide homes to replace those lost as a result of HS2, in order to allow people to stay in the area. While the timing of demolitions associated with HS2 is to be established by parliament, Camden Council requires that the delivery of replacement homes is timed so that tenants who will lose their homes only move once. Where reasonably practical, therefore, replacement homes should be completed before the demolition of existing homes commences and so priority will be given to reprovion sites. As part of the additional housing provision through infill and renewal sites in existing housing estates (see below), Camden Council will seek to make additional intermediate and private housing delivered in the Euston area available for potential purchase by leaseholders who will lose their homes as a result of HS2.

The construction and eventual operation of HS2 from Euston Station will create a different context for the surrounding area which may result in increased pressure for different types of uses in some places. Whilst it will be important to retain the special character of areas such as Drummond Street, there may be circumstances where properties become vacant or the uses are no longer suited to the changed context. In these circumstances, where evidenced and justified, flexibility will be applied where appropriate where considering applications for meanwhile uses, particularly during the construction period of HS2. Consideration will be given to potential need for a permanent change of use once the impacts of the physical surrounding environment and operation of the station and tracks are known.

2. Additional housing

Quantum and distribution

Between 2,800 and approximately 3,800 additional homes along with appropriate housing reprovion for those lost due to rail construction or redevelopment will be delivered in the Euston area by 2031. The priority is for the provision of these as new permanent homes to meet housing needs in the area; therefore at least 75% of units should be permanent self contained homes (use class C3). The amount of housing appropriate will be dependent upon the footprint and design of Euston Station, ability to overcome constraints associated with railway infrastructure, particularly the cost and viability of decking, and compatibility with wider plan objectives and policies. A comprehensive scheme which lowers platforms and tracks is likely to be capable of supporting the higher level of housing provision. This housing projection indicates higher delivery than that identified in the London Plan and the Camden Core Strategy, reflecting additional capacity identified through masterplanning work.

New and replacement housing would be focused at:

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

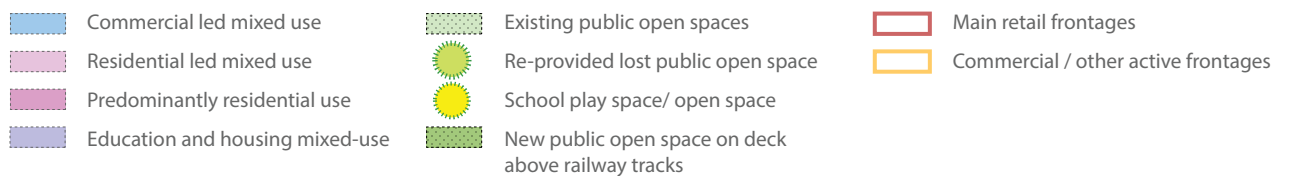


Figure 3.2 Overall land use strategy for Euston which should be applied to any form of station redevelopment

Affordable housing and housing mix

Affordable housing will be sought in line with policies CS6 of the Camden Core Strategy and DP3 of the Camden Development Policies document. Development will be required to provide the maximum reasonable level of housing and affordable housing on individual sites. The types of affordable housing that are provided in the area will be carefully assessed to ensure that they are affordable to the households that need them. Market rents are beyond the reach of many families in housing need therefore the council will encourage the provision of affordable housing that costs no more than 80% of local rent (including service charges where applicable) and give priority to family homes at or around the level of guideline target rents as resources and development viability permit. Camden Council's guidance, CPG2, Housing provides more details on how local development plan policies are implemented for affordable housing.

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

Local businesses and other organisations have highlighted difficulties faced by staff in accessing residential accommodation in Camden. The provision of intermediate housing as part of the affordable housing mix can help to address such issues by providing housing at less than the market rate. Intermediate housing should be affordable to households whose annual income is in the range set out in the London Plan and subsequent Annual Monitoring Reports.

A range of unit sizes will be sought, reflecting the priorities set out under policy DP5 of the Camden Development Policies.

Ensuring a high quality environment for residents:

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

Delivery information and indicative phasing for new and replacement housing referred to in this section is set out in detail in chapter 4, Places and summarised on a site by site/project basis in appendix 1, Delivery Plans – Summary table.

Economy and employment

The Euston area has great potential to capitalise on the burgeoning science, knowledge and creative industries at its heart through the redevelopment of the station. The significant development potential is a once in a generation opportunity to secure transformational regeneration and fully realise the economic potential of the area. This section focuses on employment generating uses such as offices (B1a) and workshops (B1b) along with uses that make a significant contribution to the knowledge economy, including larger scale medical and research-based uses, including D1 uses. Whilst other uses such as shops and leisure uses also contribute to the economy and employment, these are addressed separately in the retail and leisure section below. The majority of employment uses will be focused within the Euston Station and tracks area, therefore for commentary on the delivery of these elements please view section 4.1 of this plan, and appendix 1 to view the delivery plan summary table.

1. Amount and distribution of new employment floorspace

Given its location, connections and neighbouring activities Euston provides a major opportunity to attract high value, knowledge based employment and activity with a range of innovative, corporate, science and creative industries. The area has the potential to accommodate in the range of between 180,000 and approximately 280,000 sqm of employment/economic floorspace including replacement floorspace, providing between 7,700 and approximately 14,100 additional jobs and around 1,400 replacement jobs to replace those in parts proposed for redevelopment. The amount of floorspace appropriate will be dependent upon the footprint and design of Euston Station, ability to overcome constraints associated with railway infrastructure, particularly the cost and viability of decking, and compatibility with the plan objectives

and policies. A comprehensive scheme which lowers platforms and tracks is likely to be capable of supporting a higher level of employment/economic floorspace, and create a suitable environment capable of securing higher value employment and realising the full potential of the knowledge economy at Euston.

New employment uses will be focused at the Euston Station site, with further uses on the Euston Road Central London Frontage where opportunities emerge, and smaller scale uses in neighbourhood centres where appropriate. The mix of floorspace should include both B1a office floorspace and B1b research and development floorspace this should be focused around the station area. In recognition of the need for teaching facilities associated with the B1b research space, a proportion of this floorspace could be provided as education space (D1 use class). It should be demonstrated that the D1 uses are necessary to complement the core B1b research and development space, and help to achieve the overall aspiration to create a knowledge based cluster of research and creative uses here.

The total employment floorspace would provide higher delivery than that identified in the London Plan and the Camden Core Strategy, reflecting additional capacity identified as a result of the expanded Euston Station footprint and decking opportunities resulting from station redevelopment, with the higher level of floorspace possible if a scheme which lowers platforms and tracks is progressed.

2. Types of new economic and employment floorspace

Euston has significant potential as a hub of economic activity, building on its current assets. It offers the opportunity to combine corporate office, scientific research and development, creative industries and technology sector activity to consolidate the unique innovation, science and knowledge cluster for London emerging in the area. The potential is driven by the proximity to core West End office markets, the presence of internationally and nationally important medical, bioscience, digital and creative cultural institutions and businesses and unrivalled accessibility.

Economic visioning work carried out in support of the Euston Area Plan (GVA, 2013) recommends that in order to develop a critical mass of knowledge based science/ research and creative uses in the Euston area, opportunities for at least 50,-70,000 sqm of knowledge sector space should be incorporated in future planning. In seeking to encourage a cluster of such uses, Camden and the GLA will therefore seek the provision of approximately 30% of the potential new commercial floorspace at Euston as knowledge based, science/ research and creative sector uses, including supporting educational facilities where required.

A combination of floorspace is likely to be required including:

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

grain neighbourhoods away from the Euston Station site; and

- *Supporting education floorspace*, to provide space for associated teaching facilities.

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

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

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

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

3. Local businesses and employment opportunities

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

The level of growth identified for the Euston area provides an opportunity to address existing issues in terms of deprivation, education and unemployment around Euston. It is important to ensure that local people are able to take advantage of potential future economic and employment opportunities at Euston. On the Euston Station site, long lead in times for development provide a particularly strong opportunity to pursue this aim. HS2 Ltd has given a commitment to using the HS2 project to maximise the creation of new apprenticeships, as well as affording opportunities to existing apprentices employed in the supply chain. Camden Council also considers that development proposals for HS2 works at Euston Station and its environs could include measures to enable local people to access employment opportunities and will work with HS2 Ltd on this issue. In addition, development proposals above and around Euston Station and its environs should include measures to enable local people to access employment opportunities, following best practice at the King's Cross Central development, including provision for:

- *Construction training for local residents:* given the scale of development potential at Euston, there is potential to consider how the Construction Training Centre at King's Cross could be consolidated or moved to meet the opportunity at Euston. Skills mapping and forecasting will need to be undertaken related to construction and other sectors.
- *Skills training for local residents:* This should help local residents to access end user jobs created by development at Euston. A key priority will be providing apprenticeship

opportunities for young people and employer and employment focused training

- *Job brokerage:* a dedicated, demand-led skills and recruitment centre to help local people access the range of end user jobs to be provided in the new development.

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

Retail and leisure

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

1. Distribution of retail and leisure uses

There is the potential for significant additional retail to be provided as part of mixed use development at Euston, serving the needs of station passengers, local occupiers and residents, as well as contributing to the vibrancy of the area.

The Core Strategy allows for in the range of 20 – 30,000 sqm of additional A1 retail at Euston and Camden Town, with the majority expected to take place at Euston. It is anticipated that in the region of 20,000 sqm (use class A1-A5) retail could be provided at Euston largely focused around and within the station, based on updated retail analysis, further work in relation to the development potential of Euston Station, the creation of a mixed and vibrant place and apparent built constraints affecting the station site. This figure would deliver net growth of up to 16,450 sqm of retail (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. Although this indicative figure does not necessarily represent a fixed limit on potential retail growth at Euston, the provision of further additional retail would require very careful consideration taking into account impacts on surrounding centres as well as the contribution made to wider objectives and policies in this plan.

In order to ensure an appropriate balance of shopping and leisure uses, and reflecting existing Camden policy and guidance for retail centres, around 50% of additional retail floorspace on each frontage (outside Euston Station concourse) should be A1 shops.

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

It is anticipated that a significant proportion of the overall retail provision (at least 5,000 sqm) could serve Euston Station passengers only, based on current passenger numbers, and would be predominantly food and drink led with ancillary convenience and comparison retail. This level of provision would maintain the current role and function of Euston Station retail, and would have a limited impact on neighbouring centres. Retail provision over and above this level could change the role of the Station area, and a Retail Impact Assessment would therefore be required to assess potential impacts on other centres both within and outside the Euston Area Plan boundary, taking into account additional retail demand created by additional passenger numbers.

2. Type and form of new retail and leisure provision

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

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

- Euston Station site: new retail predominantly to meet the needs of passengers and the local community, as well as contributing to the creation of vibrant streets and public realm;
- Euston Road Central London Frontage: additional ground floor retail where opportunities emerge;
- Drummond Street: Protect and enhance its specialist character and role as a centre for ethnic shops and restaurants particularly through measures to support the continued operation of these businesses during and after the construction of HS2;
- Eversholt Street (south and north) and Chalton Street: Improve the character, vibrancy and vitality of these centres by building on opportunities created by change, growth and development in the area;
- Southern Eversholt Street: reinforce the neighbourhood centre by introducing A1 retail and other 'A' class uses along the west side of the street (Euston Station side); and
- Robert Street: Encourage active ground floor uses and potential additional trade resulting from growth and development at Euston Station.

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

Where appropriate, the loss of A1 shops and floorspace will be resisted where it would harm the character and vibrancy of existing centres. Where possible and appropriate, smaller shopping units will be protected in order to maintain the character of local centres. Reflecting the character of existing centres in the area and Camden's planning policies, small and independent retail will be sought as part of retail growth at Euston.

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

Camden's existing planning policies and supplementary guidance set out how the potential impacts of food, drink and entertainment uses will be managed. Key considerations include the amenity of nearby residents, local character, community safety, and the need to avoid over concentrations of such uses. Whilst there is the potential for significant food and drink provision on the station site given its role in meeting the needs of passengers, careful consideration will be given to the above factors to ensure that potential impacts are managed.

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

Social infrastructure

1. Mitigating the impacts of HS2

Appropriate provision includes:

- Mitigating the loss of Silverdale tenants' hall through HS2 working with Camden Council to re-provide it in an appropriate location. This intention is identified in the HS2 Environmental Statement for the HS2 Hybrid Bill and Camden Council will seek to ensure provision is appropriate.
- Replacement of all open space and any other sports, play or community facilities affected by the construction of HS2, in advance of the commencement works close to their original location. See also Strategic Principle EAP 4: Environment & Open Space for requirements in relation to the mitigation of impacts on open space as a result of HS2 including the re-provision of St James Gardens.
- In addition there is a long term aspiration to relocate the North Gower Street site of Maria Fidelis school to a consolidated site at Phoenix Road/Drummond Crescent, which HS2 are assisting with as the site is immediately adjacent to the main HS2 construction compound. Its relocation by the appropriate education body prior to the commencement of the construction of HS2 is being sought.

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

There are a variety of community facilities in the Euston area, which provide a range of services to the local community. Developments will be expected to make appropriate contributions towards the improvement, maintenance and (where appropriate) expansion of existing community facilities and services in order to address additional needs reflecting London Plan and Camden planning policies. Any community facilities affected by development proposals should be reprovided in the locality.

In relation to children's services, the level of growth envisaged for the Euston area would be likely to create a need for in the region of 4 – 5 additional forms of entry (based on up to around 3,800 homes being delivered). This would include a need for additional primary school provision, which would need to be delivered through the provision of new schools (possibly as part of mixed use development) and/or the expansion of existing schools in the locality where feasible. In addition, there may also be a need for additional secondary school and further education provision, and financial contributions could therefore be required from new development towards enhancements to secondary school and other related provision within or close/related to the Euston area.

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

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

Delivery

Delivery information for social infrastructure referred to in this section is set out in detail in chapter 4, Places and also summarised on a site by site/project basis in appendix 1 in the delivery plans summary table.

Meanwhile uses

The construction and eventual operation of HS2 from Euston Station will create a different context for the surrounding area which may result in increased pressure for different types of uses in some places. Whilst it will be important to retain the special character of areas such as Drummond Street, there may be circumstances where properties become vacant or the uses are no longer suited to the changed context. In these circumstances, where evidenced and justified, flexibility will be applied where appropriate where considering applications for meanwhile uses particularly during the construction period of HS2. Consideration will be given to potential need for a permanent change of use once the impacts of the physical surrounding environment and operation of the station and tracks are known.

Alternative 'meanwhile' uses should contribute towards the vibrancy and attractiveness of the Euston area, and could include creative and educational uses linked to, and building upon, existing clusters of creative and innovation/research based uses in the area.

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

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

As part of the construction phase mitigation for the loss of open space, sports and play facilities associated with HS2, support will be given for temporary open space uses on suitable vacant land. Section 4.4 of this Plan shows the preferred location for a proposed permanent open space – see Figure 4.5, Drummond Street and Hampstead Road illustrative masterplan.

3.3 Design Strategy

Relevant objectives:

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

Strategic Principle EAP 2: Design

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

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

- Improving connectivity by enhancing existing and providing new east-west and north-south links, reinstating the historic Euston area street pattern and improving wayfinding;
- Transforming the public realm through improvements to streets and the buildings that front them;
- Providing active frontages along key streets to enliven streetscapes and make them attractive and safe routes;
- Creating a network of new and improved open spaces and squares;
- Ensuring that development is of the highest architectural quality and designed to be accessible to all;
- Responds to the viewing corridors, scale and character of existing buildings, and context;
- Protecting and enhancing heritage assets and their settings that are sensitive to change; and
- Ensuring world class station design and a comprehensive approach to above station development.

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



Figure 3.3 : Design Strategy - Key interventions illustrated showing the potential for new streets or routes, ground level routes across the station would be preferable

Improved connectivity and transforming the public realm

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

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

Figure 3.3 shows a number key new and improved connections that can be created through a masterplanned approach to new development in the area and these will be sought to improve connectivity and provide a more pleasant and greener street environment. Some routes in the station area would need to be provided at upper levels above the station or through the station concourse if the existing station is retained at its current level and footprint. . However ground level streets across the station site would better meet the objectives of the EAP.

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

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

New open spaces and public squares should be provided at appropriate locations to replace the open space lost to the construction of HS2 and meet the demands of additional homes and jobs. These should be linked to each other as well as with the existing open spaces around the area with convenient and attractive pedestrian connections to create an integrated network of public open spaces and squares. There should be clear definition between public open space and private areas, with good overlooking of spaces and routes by other uses in order to create safer streets and public spaces.

Active frontages along key streets and routes

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

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

Building heights, massing and scale

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

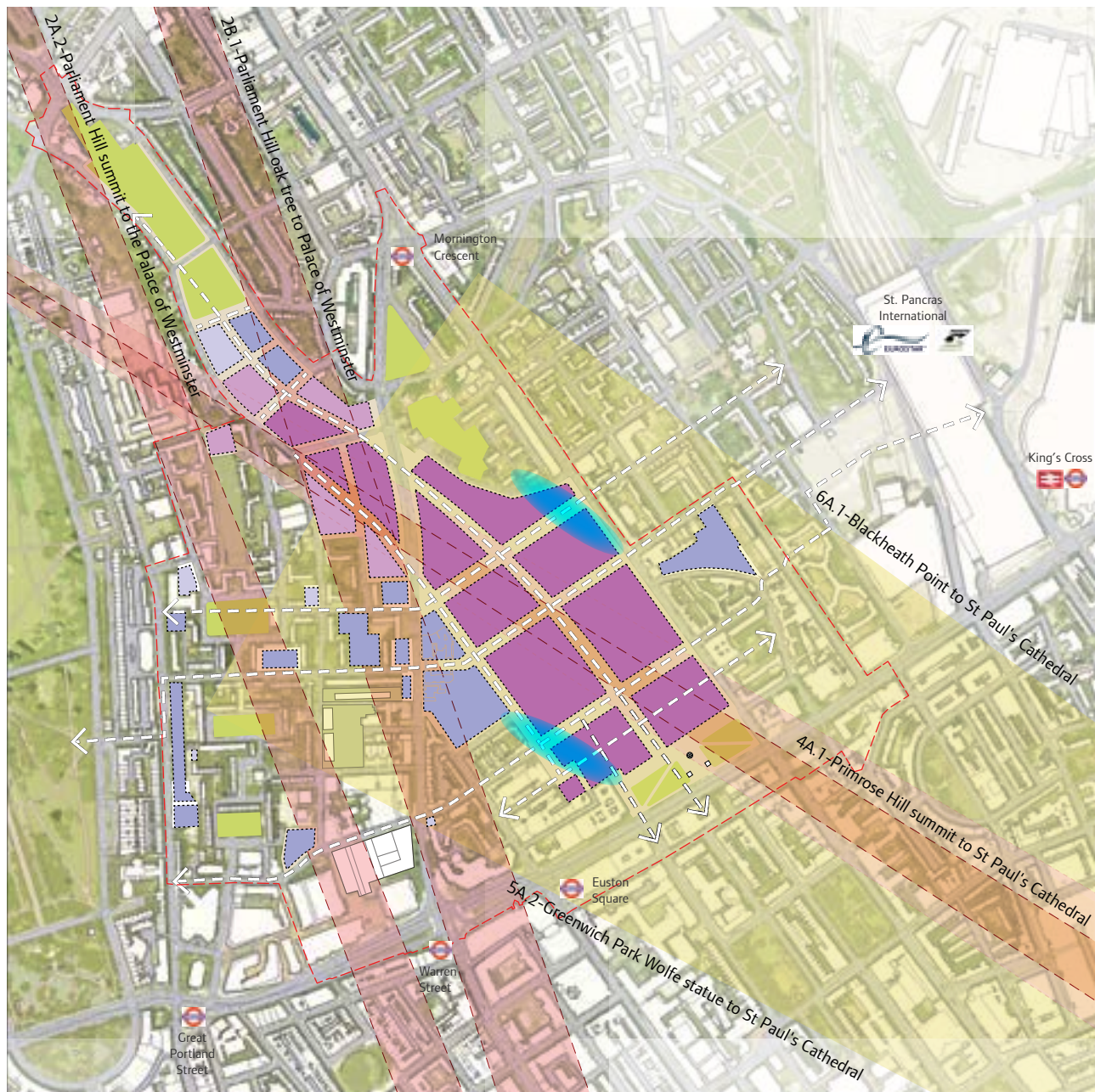
General heights that may be appropriate for new development are illustrated in figure 3.4, and are based on an analysis of the surrounding built context and modelling of potential impacts on strategic views. The general heights shown would allow development that does not encroach into Protected Vistas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

The Wider Setting Consultation Areas (background) of View 5A.2 and 6A.1 identified in the March 2012 LVMF indicate a height threshold of up to 30 metres high from approximate ground level. This equates to between 53 metres and 54.2 metres AOD, depending on the ground level which varies across the plan area. Within the Wider Setting Consultation Areas (background) there are potential locations for tall buildings in the shadow of St Paul's Cathedral. In these locations buildings could be up to 60 metres high from approximate ground level which equates to between 82 metres AOD and 84 metres AOD. However, a full justification and demonstration of impacts in terms of the requirements of the LVMF and local views would need to accompany proposals for tall buildings in these locations.

The indicative heights shown in Figure 3.4 are measured from existing ground level based on Ordnance Survey Data, and assume a

general storey height of three metres; therefore where development is above station buildings or infrastructure this will need to be taken into consideration. Within the Wider Setting Consultation Areas (background) building proposals taller than 30 metres above ground level (up to between 53 metres AOD and 54.2 metres AOD) should be thoroughly tested against the LVMF. A detailed view assessment should be conducted through the use of Accurate Visual Representation (AVR) that shows location of the proposed development and also illustrates the degree to which the development will be visible, its detailed form and the proposed use of materials. It should demonstrate that the proposal does not unacceptably impact on strategic and local views (including views from adjoining boroughs, such as those from Regent's Park and views identified in the EAP Background Report), the character of the surrounding area including the settings of heritage assets (see English Heritage Guidance on the Setting of Heritage Assets, 2011), and that it contributes positively to the London skyline. A taller building to the north east of the station (as shown in blue in figure 3.4) would need to be less than 60 metres tall from approximate ground level (which equates to between 82 metres AOD and 84 metres AOD) to not affect the setting of, and views within and of, nationally important heritage assets including Regent's Park and Chester Terrace.

Where buildings currently detract from existing strategic views, the consideration of the potential for redevelopment to contribute to the enhancement of these views will be encouraged. Tall buildings should be designed to have a minimum impact on neighbouring properties and have a clearly defined relationship with the streets, buildings and uses around it.



Heights

- 9 - 10 storeys (27 - 30 metres)
- 7 - 8 storeys (21 - 24 metres)
- 5 - 6 storeys (15 - 18 metres)
- up to 4 storeys (upto 12 metres)

LVMF Designated Views

- Landmark Viewing Corridor
- Wider Setting Consultation Area (Foreground / Middleground)
- Wider Setting Consultation Area (Background)

Taller buildings

- Indicative locations for taller buildings in the shadow of St. Paul's Cathedral in the Wider Setting Consultation Areas (Background) of Protected Vistas from Blackheath Point and Greenwich Park

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

Protecting the amenity of residents

The amenity of existing and future residents will form another important consideration in assessing the layout and scale of development. As required under policy DP26 of the Camden Development Policies, development should not harm the amenity of occupiers and neighbours, including in relation to noise, air quality, sunlight and daylight, overshadowing and outlook, and visual privacy and overlooking.

Conserving and enhancing heritage assets

The London Borough of Camden and the Mayor of London will seek to ensure that new development in the Euston area is of excellent design quality and complements local character and scale whilst making the best possible use of land.

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

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

World Class station design and integrated above station development

Euston Station is a major London transport hub and a national gateway for the capital for passengers from the north. This role will increase with the arrival of HS2 with the potential for the station to become a destination in itself, as is happening at St Pancras/King's Cross. It also plays a major role in the local area both because of its function and status but its bulk and scale creates a barrier to movement through the wider area.

The redevelopment of the station site forms the key driver in the regeneration of the wider Euston area and it is essential that the new station and development above should be of the highest urban design and architectural quality. A quality mix of new and existing retail and leisure uses will play a key role in helping to transform the station area, capitalising on the existing assets in the area such as Drummond Street. This will help to ensure that a clear identity and sense of place at Euston is not at the expense of its integration with the surrounding context. The design of any redeveloped station should contribute towards improving the station's relationship with surrounding communities, through sensitive design and uses which also meet local needs. Further policy and guidance on design issues for the station site is provided in Section 4.1 of this document.

The overarching design strategy (figure 3.2) highlights key routes, which any future station redevelopment should be designed to endeavour to deliver within the constraints of the track/platform levels and extent of landtake. A station scheme that comprehensively redevelops the existing station together with any new station facilities and lowers the platform and tracks would more readily meet the EAP objectives, particularly through enabling ground level east-west and north-south street connections over a largely sub surface station and better integration with the surrounding townscape.

3.4 Transport strategy

Relevant objectives:

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

Strategic Principle EAP 3: Transport

A: The Euston Station redevelopment will provide a world class station and transport interchange. Transport for London and the London Borough of Camden will work with partners to mitigate the impacts of increased passenger numbers (including those resulting from HS2) and general activity in and around Euston, and support growth and development generally in the Euston area by:

- providing for the effective onward distribution of passengers;
- promoting sustainable travel;
- improving accessibility and the local environment; and
- providing new east-west links across the station and tracks site.

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

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

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

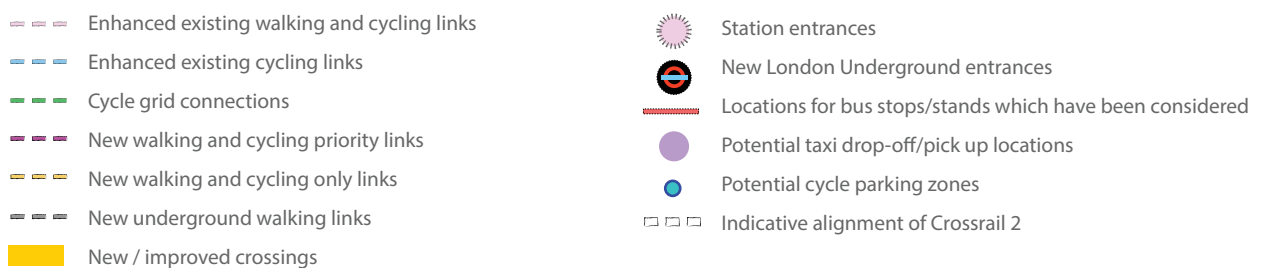
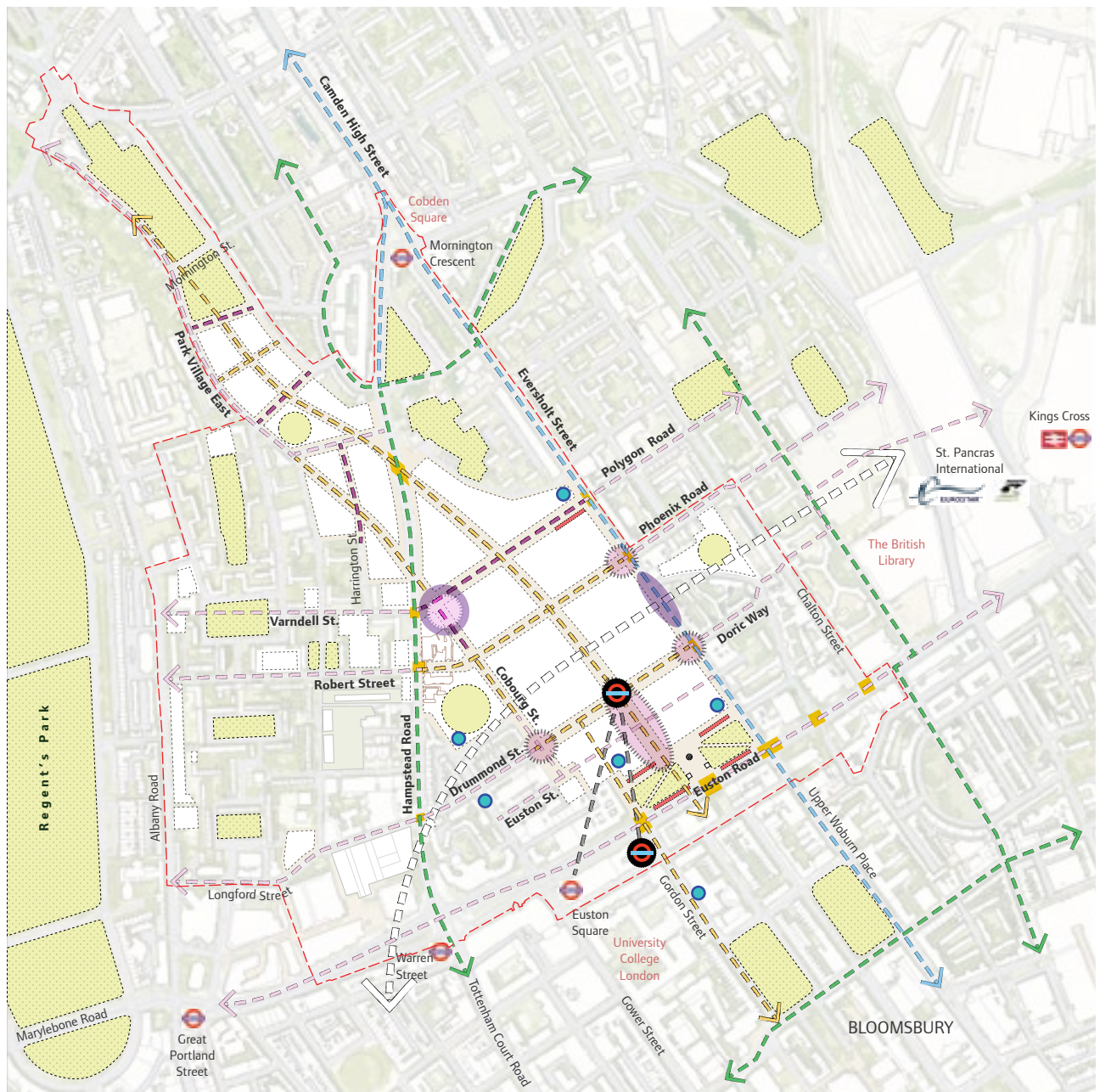


Figure 3.5 : Transport Strategy illustrative masterplan

Promoting walking and cycling

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

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

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

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

Connected and understandable walking routes

Existing key walking routes should be enhanced through:

- Improved pedestrian crossing facilities
- Consistent Legible London wayfinding
- De-cluttering, including removal of guard-rail fencing as appropriate
- Widened pavements
- Urban greening, in particular tree planting where possible
- Considering safety and legibility for all users

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

- New links across the Euston Station site connecting Drummond Street and Doric Way, Robert Street and Phoenix Road, Varndell Street and Polygon Road, and Euston Street to Lancing Street;
- Improvements to existing, or the provision of new, pedestrian crossings and de-cluttered footways across and along Euston Road at the locations shown in figure 3.5, in order to significantly enhance pedestrian movement;
- Through traffic restriction on Gordon Street, a new entrance to Euston Station south of Euston Road and a significantly enhanced surface crossing point north from Gordon Street across Euston Road;
- A new underground link between Euston Station and Euston Square London Underground stations;
- Enhanced north-south and east-west pedestrian connections in the Camden Cutting area; and
- Enhanced east-west connectivity across the wider area, including between Euston and St Pancras International stations.

The detail of proposed improvements to road crossings are still to be determined, but may include changes such as converting staggered crossings to direct crossings, widening of existing crossings or introducing 'green man' traffic light phases where they do not exist currently.

Through traffic restrictions will allow space for significant improvements to the urban realm on Gordon Street, which is also the proposed site for a new entrance to Euston Station which would lead into a pedestrian subway underneath Euston Road.

Improved pedestrian links will connect to public realm improvements being delivered separately by Camden and TfL outside the Plan area, for example the West End project, which will enhance connectivity through Bloomsbury to the West End.

Cycle routes and facilities

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

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



The demand for cycle parking will increase substantially with HS2 in place and therefore significantly improved and enhanced dedicated secure off street cycle facilities and parking should be included as part of the station design. The design of these facilities should contribute to a high quality public realm and allow pedestrian movement. Any new developments in the Euston area should provide cycle parking in accordance with the levels set out in the London Plan, thus ensuring that new residents and occupants have access to facilities separate to those at Euston Station.

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

Public transport infrastructure

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

Enhanced rail station facilities

The redevelopment and expansion of rail services at Euston would necessitate the provision of new and improved station infrastructure and passenger facilities as part of a comprehensive approach to Euston Station development. Network Rail has set out the following key challenges for new station facilities:

- a requirement to maximise station capacity, with respect to the train service quantum and the number of passengers;
- a requirement for a 'world class station', with appropriate passenger and staff facilities;

- provision of sufficient passenger circulation areas for ticket barriers, holding areas, arrivals and meeting areas and general requirements;
- improvement in platform capacity for longer and more frequent trains;
- appropriate provision for wayfinding, full accessibility and emergency services;
- appropriate provision for train and station servicing;
- increase in retail provision;
- provision of an integrated transport solution at the station of the highest quality;
- consideration for the maintenance of continuity of service at the station through stages of the plan;
- consideration of potential uses by rail freight; and
- integration with plans for Crossrail 2.

As highlighted elsewhere in this plan, a redeveloped Euston Station should integrate with its surrounding area, including appropriate entrances / exits to allow connections with the wider area, enhancements to the surrounding public realm and significant improvements to connectivity through the area.

Crossrail 2

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

London Underground facilities

Transport for London and HS2 Ltd are working to deliver new and enhanced

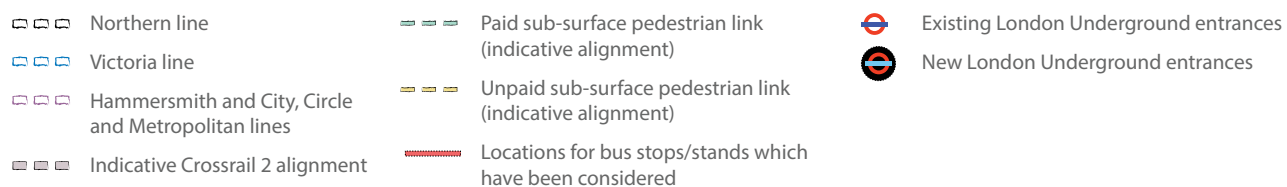
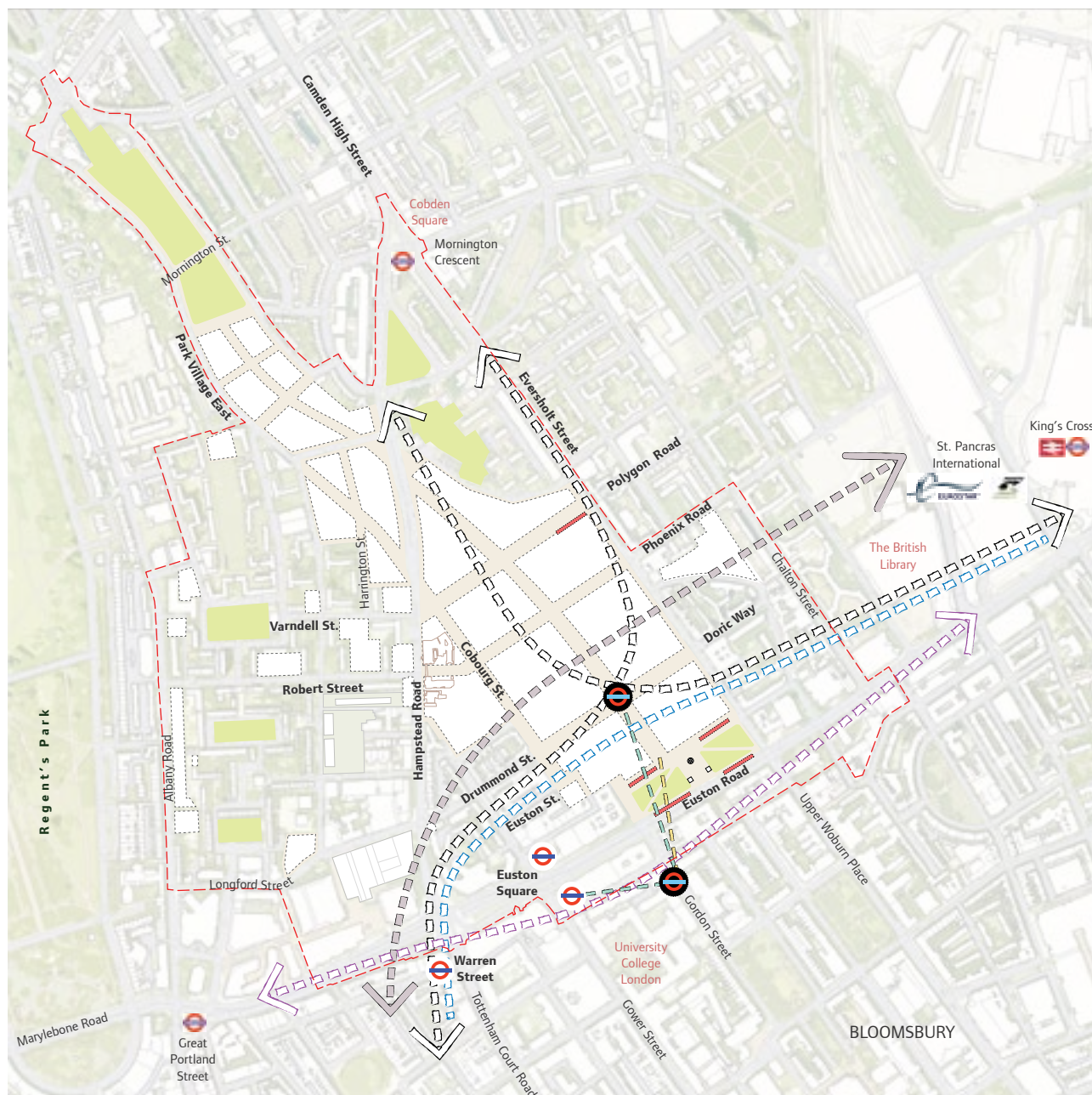


Figure 3.6 Public transport routes and connections

London Underground station facilities. The redevelopment of Euston Station would require a new sub-surface link to Euston Square station, to further enhance onward dispersal on the London Underground network from Euston Station.

Bus facilities

The redevelopment of Euston Station offers the opportunity to improve on the current bus station layout by providing a facility which is easy to use by passengers and contributes positively to the public realm, and to the setting of Euston Square Gardens and new development on the Euston Station site.

Euston Bus Station is strategically important transport infrastructure and hence protected for industry and transport purposes. The new facility should meet the growing demand generated by new development, HS2 and London's background growth.

Whilst the increase in passenger demand at Euston will require new bus facilities, it is also important that the provision of bus interchange facilities takes every opportunity to enhance movement for pedestrians and cyclists around the station and more widely through the Euston area.

The redevelopment of Euston Station offers the opportunity to consider high quality alternatives to the current bus station facility which improve the setting of Euston Square Gardens and station frontage in general while enhancing bus passengers' experience.

The key requirements for bus facilities at Euston are as follows:

- Legibility of bus services – making it easy for passengers to find their stop
- Intuitive layout – providing common stops for buses going in the same direction
- Allowing full permeability for pedestrians moving through the area, with provision of direct crossings on desire lines that accommodate anticipated footfall
- To help create a high quality urban realm which complements the design of the station and the surrounding area, helps to transform the image of the area and contributes to the creation of a world class station and above station development
- To enhance the setting of Euston Square Gardens and minimise the dominance of buses
- Accessibility for mobility impaired users – providing clear and step free access between trains and buses
- To meet bus operational requirements, for example the ability of terminating routes to turn around and stand

A number of options for bus provision at Euston have been considered (shown in Figures 3.5 and 3.6 and discussed at section 4.1 and 4.2), with the proposed option of a new linear bus street now to be developed further.

Car free development

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

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

The redevelopment of Euston Station offers the opportunity to provide safe, accessible, efficient, and well designed taxi and private hire facilities. Taxi and private hire provision and impacts will be managed, considering the need to enhance provision to accommodate the enlarged station, whilst providing an improved passenger waiting environment, managing holding and queuing, increasing taxi occupancy rates and encouraging uptake of more sustainable alternatives. From 2018 all taxis will need to be zero emission capable.

Taxis should be appropriately scaled and the impacts of taxis and private hire vehicles on the public realm and quality of the environment should be minimised by:

- providing for taxi ranking and pick-up on new streets wherever possible, away from residential uses to reduce impacts on the existing and future surrounding residential communities;
- providing ranks which reduce the risks of conflicts with other road users;
- developing a taxi share system with dedicated marshalling, with an aim to increase the average taxi occupancy rates at Euston Station from 1.7 to 2.2 by 2031 and establishing secure funding and management for this;
- intuitive wayfinding to the ranks;
- Making sustainable modes of transport at Euston as attractive as possible;
- Avoiding excessive taxi movement in more sensitive areas, for example the Drummond Street/ Euston Street area and on residential streets and other roads off the TLRN; and
- Ensuring charging technology suitable for taxi operations and other sustainable infrastructure: the introduction of an ultra low emissions zone at Euston would mean that any taxis or private hire vehicles entering the station area would need to be ultra low emission vehicles. The requirement for ultra low emissions taxis in Euston will be implemented in conjunction with wider work to deliver suitable vehicles and infrastructure to support an ultra low emissions zone across Central London by 2020.

Sustainable freight movement

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

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

It is anticipated that any freight and servicing infrastructure would be within the confines of the station and could predominantly serve

the station and development within the immediate area. Any wider freight and servicing infrastructure would require consideration of impacts on the local area and other planning priorities for the use of potential development land, including promoting economic growth and priority placed on housing.

Promoting sustainable urban mobility

Consideration of the most sustainable options to make a journey can help residents and businesses have a better environment in which to live and work. Sustainable business travel should be influenced through the provision of integrated travel solutions and real time information delivered through mobile applications.

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

Delivery

Delivery information for transport infrastructure referred to in this section is set out in detail in chapter 4, Places where relevant and also summarised on a site by site basis in appendix 1 in the delivery plans summary table.

3.5 Environment and open space strategy

Relevant objectives:

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

Strategic Principle EAP 4: Environment and open space

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

B: Surface water flood risk will be reduced in the Euston area through a range of measures including on-site measures on development sites and wider sustainable urban drainage provision. Water consumption should be minimised, and any increase in demand for off-site water and sewerage infrastructure will need to be met, either through existing capacity or timely provision of additional capacity.

C: Development proposals should support the provision of new open spaces and enhancements to existing spaces that make them safer and more accessible, meeting demand from new development and improving the character of the area. An enhanced green infrastructure network, including new and improved open spaces, retention of existing trees where possible, green streets with extensive tree planting and other public realm, green roofs and walls will be developed to:

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

D: The concept of an Ultra Low Emissions Zone (ULEZ) for Euston will be developed, in order to address air quality issues and promote low and zero emissions technology.

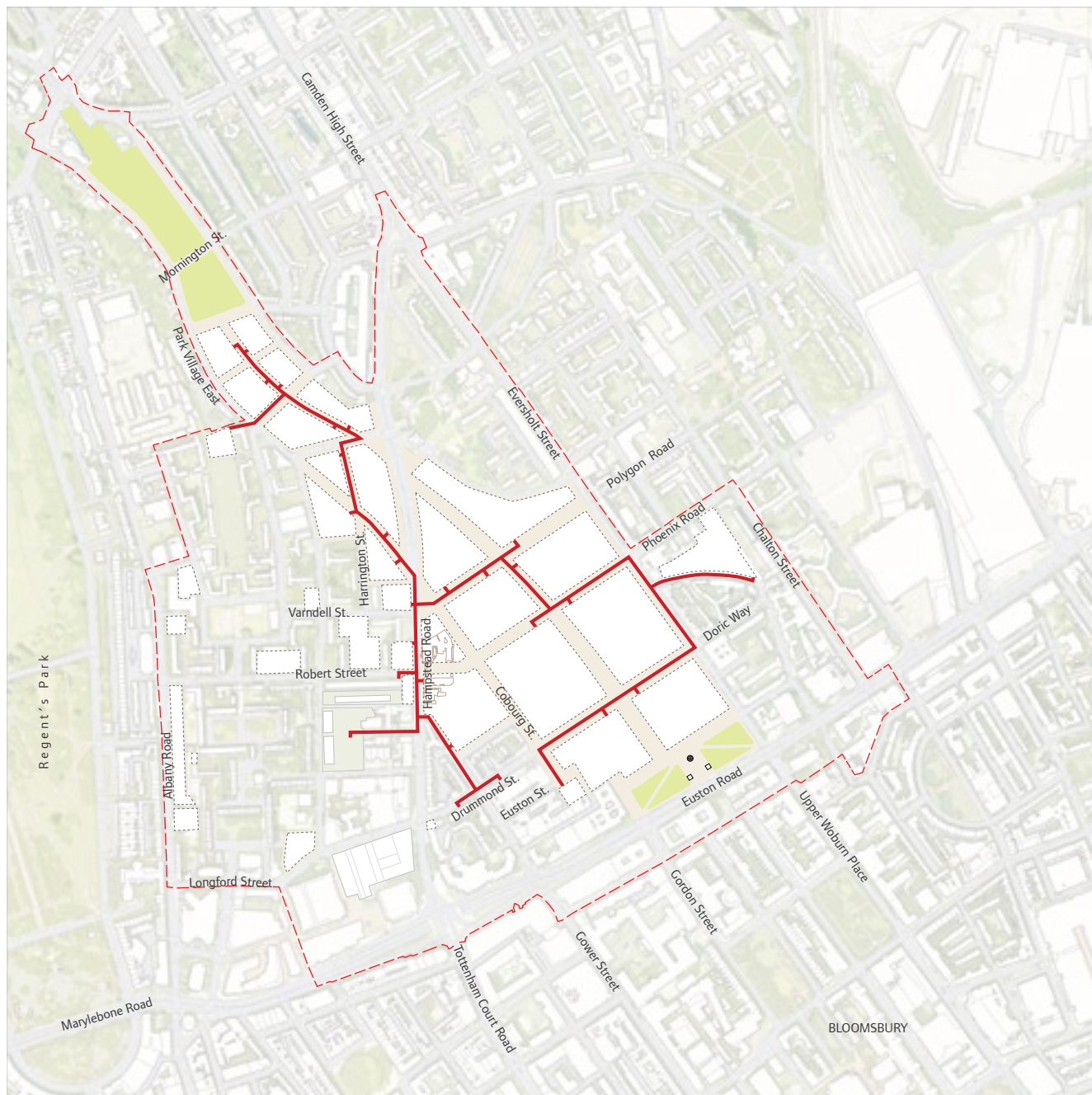


Figure 3.7 : An initial Energy masterplan illustration to show how new development could be incorporated into a local energy network

Decentralised energy network

Euston presents a significant opportunity to develop a decentralised energy network due to the balance of heat and electricity demand created by existing and proposed developments. This has been demonstrated by an initial energy masterplanning exercise for the Euston Area Plan which has been undertaken conservatively, based on the delivery of the lower end of the home and employment floorspace provision in the plan. If a higher amount of development is progressed the case for decentralised energy would be strengthened.

The study has also explored the opportunity for the provision of energy centres initially on a small scale within the Regent's Park Estate to link into the potential for a larger centre at or in the vicinity of Euston Station in the longer term, which could serve a network covering the Euston area by utilising future development opportunities. A conservative scenario of demand modelled for the Regent's Park area initially concludes that there is the potential to support an interim local energy network.

New developments should explore the potential to support a local energy network fuelled by primary or secondary energy sources through either the provision of, or contributions towards, an energy centre (dependent on the scale of development and further detailed feasibility work); or make contributions towards the construction of the network, and/ or connecting the development to a nearby network (or making it capable of connecting in the future). An indication of a potential network for the area is shown in figure 3.7. This will be used to guide future activity in developing the network.

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

Given existing air quality issues in the Euston Area, careful consideration would need to be given to the type, location, form and design of any energy centre and associated plant to ensure that it does not create any local environmental issues, in particular in relation to air quality.

Flood risk, water and wastewater infrastructure

Camden's Flood Risk Management Strategy (2013) identified that there is some surface water flood risk in the area around Euston Station, therefore surface water management should be a design consideration in new development. Camden and the GLA will seek to ensure that surface water flooding risk is reduced in the Euston Area through on-site measures and wider provision across the area. Camden's requirements in relation to sustainable drainage systems (SuDS) is set out in policy DP23 (Water) of the Camden Development Policies. Regard will also be given to the recommendations in Camden's Flood Risk Management Strategy and any future national or local SuDS standards in assessing future development proposals. By the time any major planning application takes place in the Euston area, Camden is also likely to be a SuDS approval body with responsibility for ensuring that drainage meets national standards.

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.

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

Open space and green infrastructure

Green infrastructure, including the London Squares of Munster Square, Clarence Gardens, Euston Square Gardens, Harrington Square and part of Amptill Square, Regent's Park (designated Grade I Historic Park and Garden) and other open spaces such as St James Gardens and Cumberland Market provide valuable green and open space in this central London location. These spaces also play a vital role in promoting biodiversity; meeting the health and well being needs of the local community, reducing air pollution and noise; reducing the heat island effect; and in providing urban drainage. Green infrastructure includes open spaces, landscaping, urban green spaces and public realm; street trees; and green and brown walls and roofs. The EAP provides a framework for the medium and long term provision of new and replacement open space, where it is lost as a result of the construction of HS2. Open space is a hugely valued community amenity here.

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

The re-provision of open space, biodiversity, habitat provision, sports, play and recreation facilities, monuments/statues and other features lost as a result of HS2 at St James's Gardens (a Site of Importance for Nature Conservation), Euston Square Gardens and Hampstead Road open space will be required as part of development in and around Euston Station. This will be a key strategic priority in planning for future open space provision in the area, and should be provided separately and in addition to any requirements for open space and biodiversity provision generated by new development and replacement housing.

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

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

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

2. New and improved open spaces and green infrastructure

New open spaces should be provided as part of new development, in accordance with Camden and London Plan policy. The first priority will be the provision of the maximum reasonable on-site public open space and appropriate green infrastructure. Section 4 of this Plan sets out priorities and locations for proposed new open spaces in each sub area, including new open spaces above the railway cutting to mitigate potential levels of growth on Euston Station and Tracks and Camden Cutting. A range of new open spaces will be sought appropriate to the needs of potential users, location and local character, and will include larger public open spaces, civic spaces and public realm, play space and local green spaces. In addition to public open space, the on-site provision of green and brown roofs will also be sought where appropriate.



- | | | | |
|--|---|--|---|
| | Existing open spaces / gardens | | New green link network |
| | Enhanced existing open spaces | | Existing links greened / improved |
| | Re-provided lost public open space | | Long term aspiration for better green links |
| | School play space/ open space | | Greened roads |
| | New green / amenity spaces within development parcels | | New / improved crossings |
| | New public open space on deck above railway tracks | | |

Figure 3.8 Open space network illustration

It may be challenging for some constrained urban sites to meet the full open space needs generated by new development, in particular those that are affected by transport infrastructure requirements or estate regeneration constraints. Therefore a joined up, innovative approach will be required that maximises overall provision, for example through creating open spaces from lesser used roads and walkways, and decking areas of railway track to provide new open space. Where the full open space needs cannot be met on-site, developments will be expected to contribute towards any remaining open space requirement through:

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

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

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

Euston Station Ultra Low Emission Zone

An Ultra Low Emission Zone (ULEZ) should be investigated for Euston Station. The aim would be to improve air quality by removing the most polluting vehicles. This would require all vehicles driving to or from Euston Station to be zero or low emission. This would deliver benefits in air quality and support the delivery and use of low emission vehicles.

By 2020 all of TfL's bus services that run through central London will either be single decker buses capable of running in zero emission mode or diesel hybrid double deckers similar to those already in operation. All new taxis from 2018 will be zero emission capable and there will be low emission options for freight and more electric cars also available.

In February 2013 the Mayor announced his vision for an ULEZ in central London by 2020. An update to the London Assembly in February 2014 explained the context for the development of the central London ULEZ scheme is that central London is forecast to have the highest NO₂ concentrations in the Capital. The scope of the central London scheme is being developed and the Euston ULEZ would need to be consistent with the central London scheme.



4

Places

Contents

Introduction

- 4.1 Euston station and tracks
- 4.2 Euston Road
- 4.3 Camden Cutting
- 4.4 Drummond Street and Hampstead Road
- 4.5 Regents Park Estate
- 4.6 Ampthill and Mornington Crescent Station
- 4.7 West Somers Town

Introduction

This chapter sets out the proposals for each of the seven character areas, 'Places', in the plan area in detail. Figure 4.1 below shows how the proposals for each area relate to the existing context, including the current extent of the railway cutting and the existing streets adjacent to Euston Station which will be lost if the station is expanded to add a high speed rail station.

For each area (see figure 4.2 for a key plan) 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. Finally a delivery strategy provides detailed commentary on delivery issues including viability and funding, delivery partners and mechanisms and phasing for development. This delivery information is supplemented with further delivery commentary which applies to the whole plan area in chapter 5, together with a Delivery Plan Summary Table (Appendix 1) summarising key delivery information on a site by site/project basis.

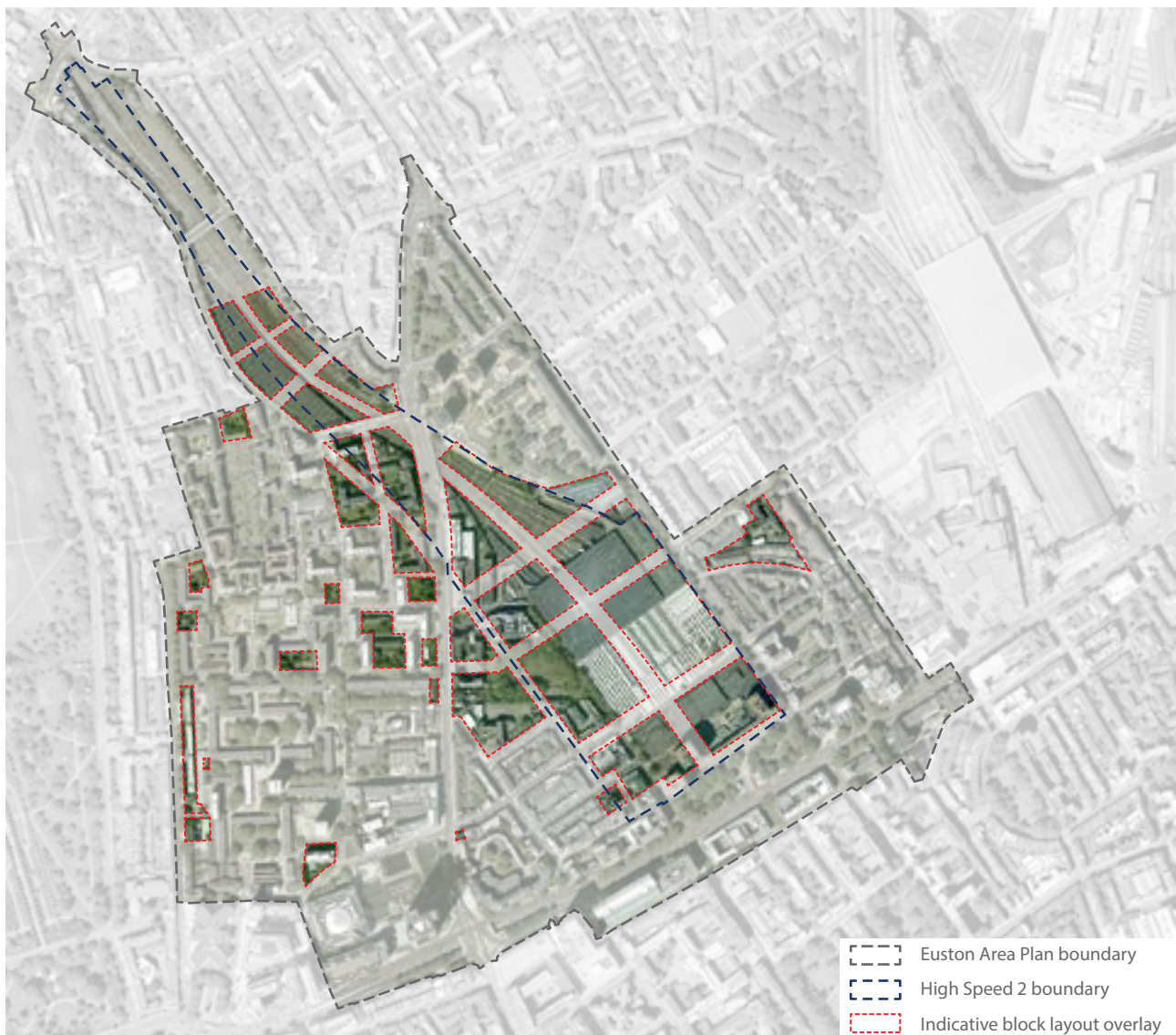


Figure 4.1 Key plan to show proposals for each place overlaid above an aerial photo of the existing street layout – for clarity and to aid navigation of the illustrative masterplans in this section.

The seven Places are discussed in the following sections:

4.1 Euston Station and tracks

4.2 Euston Road

4.3 Camden Cutting

4.4 Drummond Street and Hampstead Road

4.5 Regents Park Estate

4.6 Amptill and Mornington Crescent Station

4.7 West Somers Town



Figure 4.2 Key plan to show sub areas, “Places” and relevant plan sections

4 Places

4.1 Euston station and tracks

Context

- An important central London transport hub but its current design severs communities and movement opportunities and, together with the heavily trafficked Euston Road, creates a poor image for the area
- The design and layout of the buildings and piazza in front of the station do not currently make a positive impression to users and visitors to the area
- Proposed as a terminus for the new HS2 rail link and likely to see double the number of users in the future due to HS2 and increased general rail demand
- Key landowners/leaseholders are Network Rail, Euston Estates and Camden Council
- Contains Site 9 Euston Station, Euston Road and Site 10 132-140 and 142 Hampstead Road of the Camden Site Allocations
- A number of listed buildings, structures and spaces are within or close to the station area, including the Royal College of General Practitioners (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.
- The blank façades of the existing station building to the east, west and north of the station are a poor use of space and reduce the attractiveness, safety and security of the streets they front
- The existing bus station arrangement at the front of the station is dated, impermeable and whilst functional as an interchange it provides a poor setting for the station and gardens in design terms
- The design of a new station and any redevelopment or modification of the existing station will be critical to achieving the development principles, and therefore requires ongoing collaboration between the EAP promoters (Camden Council, GLA and TfL) and Network Rail and HS2 to enable delivery. There are three main options for redeveloping the station which are discussed in this section. The original HS2 baseline scheme / emerging 2014 level deck scheme or an alternative scheme which lowers the platforms and tracks to enable development and new streets at ground level above would better support the EAP objectives.

Development principles

Development Principle EAP 1: Euston Station and tracks

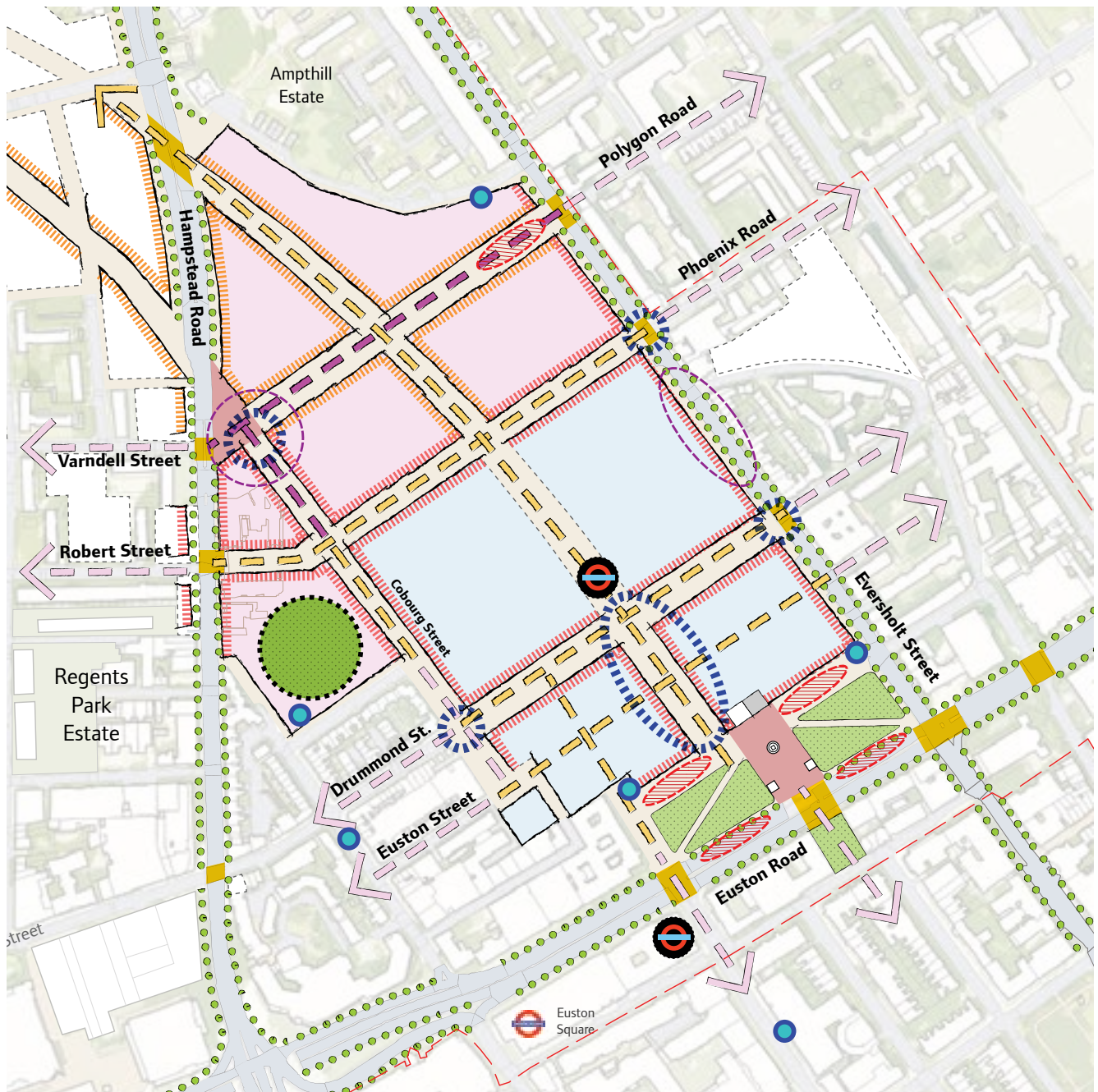
A comprehensive approach to development at Euston Station and the front piazza will be required to help transform the image of Euston, through facilitating new and improved links, the creation of high quality public spaces and new development. Camden Council and the Mayor will seek to ensure that a new or refurbished Euston station is of the highest architectural quality to create a world class station, public transport interchange and integrated public realm and above station development which facilitates new (where practicable at ground level) east-west and north-south routes through the site and will seek lowered tracks and platforms as part of redevelopment as a preference. There is potential for between 1,000 and approximately 1,900 new homes and between 7,200 and approximately 13,600 additional jobs, along with 1,400 replacement jobs to be provided here depending on the station design and redevelopment footprint, constraints associated with railway infrastructure, particularly the cost and viability of decking, and compatibility with the plan objectives and policies. A significant proportion, at least 30% (see Strategic Principle EAP 1), of any new office and/or research and development space should accommodate knowledge based, science based, innovative and creative industries to capitalise on the potential to create a knowledge and medical hub around Euston.

Land Uses

Overall mix:

The overarching approach to new development in this area should be for comprehensive commercial led mixed use development above and around the new and existing stations. As part of this there is potential for between 1,000 and approximately 1,900 homes mainly located above the northern half of the station and on a new deck above the tracks up to Hampstead Road which should provide the maximum reasonable amount of affordable housing (in line with Camden LDF policies DP3 and CS6), and between 7,200 and approximately 13,600 additional jobs, along with around 1,400 replacement jobs, focused above the station buildings. The range in the number of

homes and jobs capable of delivery reflects the options for station design and extent of over track development, with more homes and jobs likely to be appropriate if a largely sub surface station design which lowers the platforms and tracks is progressed. Achieving the higher densities of homes and jobs will require a careful approach to design, scale and adequate provision of infrastructure. The maximum level of open space should be provided to support development, and the use of decking space above the railway tracks fully utilised for this purpose.



- | | | | |
|--|---|--|---|
| | Area for commercial led mixed-use development | | New walking and cycling only links |
| | Area for residential led mixed-use development | | New walking and cycling priority links |
| | Main retail frontages | | Enhanced existing walking and cycling links |
| | Other commercial / active frontages | | Existing roads greened / road environment improvements |
| | Enhanced existing open spaces | | Station entrances and new public realm |
| | Potential replacement open space for losses resulting from the expansion of Euston Station for HS2 (including St James's Gardens) | | New London Underground entrances |
| | New public squares | | Locations for bus stops/stands which have been considered |
| | New / improved crossings | | Potential taxi drop-off/pick up locations |
| | Potential location for restoring the Euston Arch | | Potential cycle parking zones |

Figure 4.3 Illustrative masterplan to show overall development principles to be applied to any station redevelopment . This area is within the Euston Special Policy area on Camden's proposals map.