EAP Update
Proposed Submission Draft 2026

Site Selection and Allocation Topic Paper

October 2026

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1.0 Introduction

1.1 The Euston Area Plan (EAP) and subsequent update is an area action plan, a development plan document that focuses on the Euston area, providing a framework for managing development and ensuring that it aligns with broader planning policies and community needs. The adopted EAP is, and the update once adopted, will become part of, the Council's Development Plan.

1.2 The EAP is being updated to ensure that the evidence base for key parts of the plan are revised to reflect the most up to date information, constraints, opportunities and priorities, including ensuring that the EAP is consistent with the updated Local Plan and the latest Government position on the construction of HS2 at Euston. The updated EAP will cover the period to 2051. Following informal consultation and engagement, proposed updates to the EAP were published for consultation in January 2023. An additional consultation was held in Summer 2024. The Regulation 19 consultation was held January - March 2026.

1.3 The Council is also in the process of updating the Local Plan. The Council published the Camden Local Plan Proposed Submission Draft for comment in May - June 2025. The draft Plan sets out the Council's vision for future development in Camden over the next 15 years and includes the planning policies and site allocations to help achieve this. The Camden Local Plan Proposed Submission Draft was submitted to the Secretary of State for independent examination on Friday 3 October 2025, with examination hearings taking place in May and June 2026. The Inspector identified a number of Main Modifications to the Plan which are currently being consulted on (October 2026).

1.4 This paper summarises the Site Selection process and proposed site allocations and how the Plan has allocated sites. These allocations are informed by formal consultation responses made at Regulation 18 in 2023, the additional consultation carried out in 2024, and in limited cases modifications are proposed in response to Regulation 19 consultation in 2026.

1.5 The aim of this Topic Paper is to outline the reasoning behind the planning policies in the EAP (EAP) Update, with the overall aim to ensure that the plan is "sound". The Paper details how the process of selecting sites complies with policy, guidance and legislation, demonstrating that the approach is reasonable and proportionate and that the site allocation sections of the EAP Update are positively prepared, justified, consistent with national and London-wide policy, and therefore sound.

.0 Background

2.1 Camden's Development Plan is comprised of a series of documents in addition to the EAP, including the London Plan, Camden's adopted Local Plan 2017-2031 which will be replaced by the Draft Local Plan on its anticipated adoption in 2027 and the Site Allocations Plan 2013. Currently, site allocations/ guidance for the Euston area are found in a combination of the proposals for each of the seven-character areas termed 'Places' included in the EAP and the Borough's Site Allocations plan.

2.2 The Camden Site Allocations Plan was adopted in 2013, setting out the Council's approach to the development of key sites across the borough in line with the planning framework in place at that time. It allocated 43 sites, of which seven sites were in the Euston area. A decision was made to update the Site Allocations Plan to reflect the new Local Plan strategy, and a review of site allocations commenced in 2018. A draft Site Allocations Local Plan was consulted on in early 2020 and again between December 2021 and January 2022.

2.3 In 2022, the Council initiated a review of the Camden Local Plan (2017) and resolved to incorporate the proposed site allocations from the draft Site Allocations Local Plan into the new Local Plan save those in the EAP area boundary, enabling a more holistic and place-based approach. The draft new Local Plan was published for consultation in January 2024 and submitted to the Secretary of State in October 2025. Following the public hearings held in May and June 2026, the Inspector has identified a series of Main Modifications required to ensure the Plan is sound. The Council has published the Main Modifications for consultation (October 2026).

2.4 Once the Local Plan is adopted, it will replace the current Camden Local Plan (2017) and the site allocations in the Camden Site Allocations Plan (2013) that do not fall within the EAP boundary and the site allocations in the Fitzrovia Area Action Plan (2014). The EAP Update, once adopted, will replace the site allocation policies in the Camden Site Allocations Plan (2013) that fall within the EAP boundary and the current EAP (2015). The Camden Local Plan will cover the period from 2026-2041.

2.5 Section 9 of the EB01 – EAP Background Report details the process that informed the EAP Update Site Allocations. It provides an overview of the process that Officers used, to identify sites, assess development potential and ultimately suitability for inclusion in the EAP Update.

3.0 Policy background

National Policy and Guidance

3.1 The National Planning Practice Guidance – Housing and Economic Land Availability Assessment sets out that Land availability assessments should:

- identify sites and broad locations with potential for development;
- assess their development potential; and
- assess their suitability for development and the likelihood of development coming forward (availability and achievability).

3.2 As the EAP covers only a part of the Borough of Camden, it does not contain a housing requirement, instead it seeks to deliver the relevant housing targets which are set out in the Camden Local Plan. In the region of 2,000 homes are expected to be delivered in the Euston Area in the EAP period up to 2051.

3.3 The NPPG details a methodology with a flowchart containing the following steps:

- Stage 1 – Site /broad location identification
- Stage 2 – Site / broad location assessment
- Stage 3 – Windfall assessment
- Stage 4 – Assessment review
- Stage 5 – Final evidence base

3.4 The EAP Update site selection work has been carried out in accordance with the above methodology (following stages 1 – 3, with the outputs feeding into the Borough's overall land supply).

London Plan 2021

3.5 The London Plan 2021 emphasises the delivery of housing and employment through Opportunity Areas (OAs), optimising brownfield sites. The Euston Area is identified as an Opportunity Area with significant potential for intensification and the opportunity to "comprehensively transform Euston and the immediate area into a world-class transport interchange and new residential and business district" (para 2.1.70).

3.6 In the London Plan, the Euston Opportunity Area is identified as being able to deliver 2,800-3,800 homes. The capacity for homes is reduced in the EAP update when compared to the adopted EAP, due to the reduction in land that now is to be enabled for development (this partly relates to directions from Central Government to HS2 to reduce costs and complexity), with a significant reduction in decking over the Cuttings area where residential development is focused.

3.7 Policy D3 of the London Plan highlights the approach to site capacity optimisation through the design-led approach. Part A of policy D3 states *"All development must make the best use of land by following a design-led*

approach that optimises the capacity of sites, including site allocations." Optimising site capacity means ensuring that development is of the most appropriate form and land use for the site.

3.8 The design-led approach requires consideration of design options to determine the most appropriate form of development that responds to a site's context and capacity for growth, and existing and planned supporting infrastructure capacity (as set out in Policy D2 Infrastructure requirements for sustainable densities), and that best delivers the requirements set out in D3 part D. Part D sets out the principles for "form and layout", "experience" and "quality and character" for site allocations. The EAP Update site allocations optimise site capacity in accordance with the design led approach set out in the London Plan.

Local Policy

Camden Local Plan 2017

3.9 The Camden Local Plan 2017 identifies a number of strategic objectives to help deliver the Council's priorities, one of which is to promote and support the successful development of the growth areas of King's Cross, Euston, Tottenham Court Road, Holborn, West Hampstead, Kentish Town Regis Road and Central London.

3.10 Policy G1 Delivery and location of growth sets out the Council's overarching growth strategy. This policy identifies the overall quantum of growth planned for, and the location of growth, including at Euston. The Local Plan states that:

"The planning policy approach for the Euston Growth Area is set out in the adopted EAP (EAP) January 2015. This was jointly prepared and agreed by Camden Council, the Greater London Authority and Transport for London and provides a framework for change in the Euston area over the next 20 years. The EAP seeks to ensure that whether or not the new high speed rail link (HS2) goes ahead we can get the best possible future for the residents, businesses and visitors to Euston. Please see the EAP for more detail on the joint aspirations for the area."

Site Allocations Plan 2013 and new Local Plan

3.11 The Site Allocations Plan 2013 identifies the development sites in Camden's main growth areas, and other locations across the borough, that are suitable for substantial development and sets out the Council's expectations for them.

3.12 The Site Allocations Plan identifies the following sites in the Euston Area:

- Site 9 – Euston Station, Euston Road;
- Site 10 – BHS Warehouse, 132 - 140 Hampstead Rd and 142 Hampstead Rd;

- Site 11 – Granby Terrace Depot;
- Site 12 – 110 - 122 Hampstead Road (Former National Temperance Hospital);
- Site 13 – 1-39 Drummond Crescent (Euston Traffic Garage);
- Site 14 – Westminster Kingsway College, Regent's Park Centre, Longford Street;
- Site 15 – Land at Goldsmith's House and adjoining land, Cumberland Market Estate, Park Village East / Augustus St.

3.13 The Council intends to 'save' the policies for sites 9, 10, 11, 12, 14 and 15 in the Site Allocations Plan 2013 which are proposed to be carried forward in the EAP Update. As site 13 (1-39 Drummond Crescent (Euston Traffic Garage) is complete this is not proposed be saved. A policy replacement schedule is set out in Appendix 1 of the Camden Local Plan Proposed Submission Draft.

3.14 The new Local Plan has an important role in shaping how Camden's places look and feel, promoting inclusion, reducing inequality, enhancing the environment, tackling climate change and securing sustainable neighbourhoods. Site allocations were developed in line with existing and emerging policy.

Euston Area Plan

3.14 The EAP adopted in 2015, includes an overarching Development Principle to guide proposals in each of the seven 'places', an illustrative masterplan reflecting development principles, 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.

3.15 The EAP Update Proposed Submission Draft retains and updates the guidance for the 'places' and adds specific site allocations in a similar format to the Local Plan. The new Local Plan will retain the site allocations in the Euston Area until such a time as they are replaced by the EAP update.

3.16 The housing capacity figure for the Euston Area of approximately 2000 new homes that is set out in the new Local Plan Policy S2 reflects capacity testing for site allocations in the draft EAP. This represents a reduced target compared with Table 2.1 of the London Plan (2021), reflecting the constraints on land availability arising from limitations on development over Euston station and rail tracks. The revised housing projection is informed by a design-led capacity study that considered additional site constraints, a reduction in enabled land, higher costs and viability considerations.

4.0 Consultation

4.1 In production of the EAP Update, the Council has complied with sections 19 to 20 of the Planning and Compulsory Purchase Act 2004 and Regulations 18 and 19 of the 2012 Regulations. The timeline and detail of consultation can be found in SD25 – EAP Regulation 22 Statement of Consultation.

5.0 EAP Update site assessment process

5.1 There are 13 site allocations in the EAP Update. Of the sites assessed, 17 sites were discounted. Sites considered and not taken forward as a site allocation and the reason why they were discounted are set out in Appendix 2. The remaining 13 sites were taken forward for suitability assessment in Section 10 of the Sustainability Appraisal.

5.2 The majority of the sites allocated will deliver new homes, as self-contained housing is the priority land use of the Local Plan. This section provides an overview of the process that officers used to identify sites, assess development potential and ultimately suitability for inclusion in the EAP Update. Detail can also be found in Section 9 of EB01 – EAP Background Report.

5.3 The process of identifying site allocation options for the EAP Update began in 2021 with site options identified from existing and emerging plans (including the Camden Site Allocations Plan 2013, EAP 2015 and Camden Local Plan 2017); the London Strategic Housing Land Availability Assessment 2017; planning applications; and a Call for Sites. The Council advertised a “Call for Sites” consultation for Euston in 2021. One site was identified through the Call for Sites exercise, 250 Euston Road, which was put forward by the landowner for knowledge quarter uses. There were no detailed site allocation policies in the Regulation 18 version of the EAP Update.

5.4 Following the initial Regulation 18 consultation in 2023 and in response to the housing crisis and the renewed emphasis on housing delivery in Euston, sites were reviewed again as part of the updates to the EAP. Additional sites that had potential to deliver housing were included in the Summer 2024 consultation, including EA4 - 250 Euston Road. Following this consultation, further work was carried out to establish capacities for these sites, and this informed the proposed submission draft.

5.5 Following the Call for Sites and Regulation 18 consultation held in 2023, 14 sites were published for consultation in the Supplementary Consultation on the EAP Update in September 2024. This included 250 Euston Road (listed in the consultation as site 5). Other sites were discounted for reasons as set out in EAP Update Sustainability Appraisal (summary table included in Appendix 2).

5.6 As part of the additional consultation that took place in September 2024, a further “Call for Sites” took place. This consultation included details of potential site allocations including 250 Euston Road (identified as site 5).

Following this consultation a further site was submitted by the landowner for Euston Square Hotel 152 – 156 North Gower Street.

5.7 Following this identification, the sites were assessed for suitability in line with PPG guidance. Where sites were identified as being potentially suitable for housing, the capacity of these sites was assessed using design-led capacity studies.

6.0 Design-led Capacity work

6.1 Capacity work was undertaken to inform the relevant site allocation policies as part of the preparation of the draft EAP Update. This followed a design-led approach, to optimise site capacity, in line with national policy, London Plan Policy D3:Optimising Site Capacity through the design-led approach, and associated guidance: Optimising Site Capacity: A design-led approach - London Planning Guidance. Chapter 6 of TP03 - Consideration of Heritage Assets sets out how the design-led approach optimises site capacity and the impact of development on the historic environment.

6.2 In addition, the approach taken to the capacity work was based on:

- New Local Plan policies, including Policy CC2 which seeks to prioritise the retention of existing buildings, Policy H2 which seeks to maximise housing supply and Policy H7 which aims to secure a range of homes of different sizes that will contribute to the creation of mixed, inclusive and sustainable communities homes;
- Camden Planning Guidance on housing mix and sizes; and
- Initial appraisal of daylight and sunlight amenity impact.

6.3 The capacity assessment involved an appraisal of the site and its context, applying a design-led approach, considering the opportunities and the policy requirements to determine an indicative development potential for the site. This capacity assessment included consideration of the following matters, where relevant:

- Site context – considering existing buildings on the site and surrounding buildings in terms of height, massing, orientation, setbacks etc.
- Policy considerations - such as strategic viewing corridors, designated open spaces
- Heritage considerations as set out in TP03 - Consideration of Heritage Assets
- Environmental considerations - such as flood risk, air quality issues, open space, Sites of Importance for Nature Conservation and trees.

6.4 Following this, based on the above assessment, a decision was taken whether to model one or more of the following development scenarios to determine the most appropriate form of development for the site:

- Full demolition and new build
- Partial demolition and new build
- Retention and extension of existing buildings
- A combination of the above.

6.5 The design-led capacity work undertaken to inform the EAP site allocations has ensured that the indicative housing capacities for relevant site allocation has been assessed in a consistent manner and designed to optimise housing delivery. The site allocations help to guide development for individual sites, seeking to maximise the benefits of regeneration and promote sustainable communities, with the detailed design, layout and massing to be decided through a planning application.

6.6 The exact quantum of housing that will be delivered on each allocated site will depend on further detailed site design work undertaken when schemes are taken forward for planning permission. Given this, a range of housing capacities could be delivered while still meeting the design, housing, and site allocation policies in the EAP. Policy EAP2: Design along with individual site allocations recognise that precise locations and heights for tall buildings will be the subject of a full and proper testing process through detailed masterplanning work and an assessment of impact in line with London Plan policy, site constraints and other factors including legibility, sunlight and daylight.

6.7 Policy CC2 of the Camden Local Plan Regulation 19 Proposed Submission Draft -Prioritising the retention of existing buildings, sets out a presumption in favour of the retention and improvement of existing buildings. The design-led capacity assessment was undertaken on the basis of retaining and extending existing buildings as the starting point, rather than assuming partial or full demolition, in accordance with Policy CC2.

6.8 In cases where site allocations have assumed full or part demolition, it was considered, this would achieve the best use of the site and ensure site capacity is optimised. (delivering a considerable uplift in housing or other public benefits). Appendix 3 provides further detail of the development scenarios and assumptions modelled for each site.

6.9 The Council has published for consultation (October 2026), a series of ‘Main Modifications’ to the Local Plan, identified by the Inspector, to ensure the Plan is ‘sound’ in accordance with the tests in the National Planning Policy Framework. The modifications include changes to policy CC2 which include adding wording that a development options appraisal is required *“where appropriate”* and additional wording which indicates situations where it may not be required: *“where the condition and feasibility assessment shows that there may be significant structural issues present, which mean the retention of the existing building is not feasible, a development options appraisal will not be required.”* The proposed modifications also clarify that where the indicative capacity of a site assumes full demolition, only Part E of Policy CC2: Prioritising the retention of existing buildings, will apply. Similar modifications

are proposed to the site allocations in the EAP Update where full demolition is proposed.

6.10 For the EAP Update, the sites where full demolition is assumed are as follows:

- Euston Station and Tracks (EA1)
- Royal Mail (EA2)
- Euston Square Hotel (EA5)
- Capital City College (EA11)
- Surma Centre (EA12) and
- Ampthill Estate (EA13).

6.11 A modification is proposed for each of the above site allocations to add the following text which aligns with the Proposed Main Modification for the Local Plan: **The indicative capacity of this site assumes full demolition. Given this, only Part E of Policy CC2 (Prioritising the retention of existing buildings) will apply to schemes on this site.**

7.0 Site Allocations – Consultation responses

7.1 The following section provides commentary on the site allocations which received comments at Regulation 19 consultation stage regarding their selection or allocation (250 Euston Road (EA4), Euston Square Hotel (EA5) and Regents Park North (EA10)). Proposed modifications to these site allocations can be found in appendix 1 and a detailed summary of consultation responses in SD25 – EAP Regulation 22 Statement of Consultation**.**

250 Euston Road (Site Allocation EA4)

7.2 250 Euston Road is a building in office use that is bounded by North Gower Street, Euston Road and Hampstead Road with a pedestrian route through Tolmers Square to the north. The site boundary includes 'The Square Tavern' public house which faces towards the public open space within Tolmers Square. The building is occupied by the NHS Foundation Trust and used for a range of office; research and development and healthcare purposes. The northern part of the open space is owned by the Council and the southern part belongs to 250 Euston Road. The whole of the open space in Tolmers Square is protected as a designated public open space. A number

7.3 Section 6 above has detailed the design-led capacity work that was undertaken on the site allocations in the EAP including the consideration of demolition. The capacity work for this site assumed the retention of a large majority of the building with an element of demolition closest to North Gower Street to allow for a slender residential tower. Future proposals including detailed designs would need to be progressed by a future developer of the

site, including any proposals for demolition and would be assessed against Local Plan policy.

7.4 Site Allocation EA4 provides an indicative housing capacity of 115 new homes. Affordable housing will be delivered in line with policies in the London and Local Plan, helping to meet some of the large unmet need in the Borough. Modifications have been proposed to the site allocation and are set out in section 9 below. These include reference to health uses, clearer expectations around retention of existing building and reduction in proposed height of a tall building.

7.5 Any future planning applications on the site would be assessed against all policies in the development plan. The Camden Local Plan submission draft outlines the Council's commitment to tackling the climate emergency and promoting sustainability. Policy CC2 (Retention of existing buildings) sets out that retention and retrofit schemes are prioritised over demolition and rebuild. The policy does however make clear that there will be circumstances where demolition is acceptable, but only where the criteria set out in the policy are met. A proposed modification for the site allocation for 250 Euston Road makes clear that the option of retaining and refurbishing the building will be strongly encouraged.

7.6 Following the comments received during the Regulation 19 consultation, officers have reviewed this site allocation and while it is considered that further work is needed to fully establish the appropriate height, additional testing suggests that a reduction in height of the tall building allocation is appropriate in this location. Proposed modifications to the site allocation are set out in appendix 1 and further detail can be found in TP03 - Consideration of Heritage Assets.

Euston Square Hotel, 152-156 North Gower Street (Site Allocation EA5)

7.7 Site Allocation EA5 provides an indicative housing capacity of 20 new homes. The Council expects a contribution to affordable housing from all developments that provide one or more additional homes. Enhanced workspace provision and an increase in hotel floorspace would support more jobs in the Euston area and the redevelopment of the site has the potential to create step free access to the Euston Square Underground station. It is noted that detailed viability testing will be needed at the time of the application to determine the package of public benefits.

7.8 *Regents Park Estate North (Site Allocation EA10)*

The EAP Update includes a Site Allocation EA10 - Regents Park Estate North. Part of the site (the residential blocks Langdale, Coniston and Cartmel) were included in the adopted EAP. Following further work, the additional part of the site was added to the site allocation, to allow for a more comprehensive approach to development.

7.9 The Site Allocation for Regent's Park North (EA10) highlights the potential for *"approximately 450 homes to be provided or retrofitted along with a reprovided Children's Centre on the north of the Estate in place of predominantly vacated Cartmel, Coniston and Langdale blocks and Stanhope Parade and Children's Centre site."* Within the supporting text for EA10, there is mention of the reprovision of the Children's Centre, local shops and public open space.

7.10 Within the site allocation boundary, 1 Stanhope Street is currently in use as self-storage (Use Class B8). The site comprises a two storey building (basement and ground floor in storage use) with a Children's Centre (first and roof top play area) above. A Certificate of lawful development was granted on 15/09/2022 (ref 2022/1441/P) for Class B8 use of the basement and ground floor, which determined that on the balance of probabilities, the application premises have been used for storage for the relevant period (i.e. ten years).

7.11 The site allocation does not propose reprovision of the storage facility. There is a critical need for housing in Camden, across London and nationally. This is reflected with self-contained housing being the priority land use of the Local Plan. Policies in Camden's Local Plan seek to protect employment space, however as 1 Stanhope Street is not located within a key employment cluster or area and the level of employment is limited due to the nature of the use, the site is not considered suitable for intensification of industrial land as suggested in response to the Regulation 19 consultation and it is considered that the provision of additional homes should be optimised as part of a comprehensive masterplan redevelopment of this site and this is reflected in the site allocation, with explicit reference proposed in a modification

7.12 The Local Plan ensures that allocated sites such as at Murphys Yard, Camley Street and St Pancras Way intensify the amount of employment floorspace including the appropriate reprovision of industrial, storage or distribution floorspace that supports the functioning of the CAZ and local economy. Policy S1 of the Local Plan Submission Draft is a policy for South Camden which ensures development in the south of Camden *"contributes to the area's continued success and London-wide role, while delivering social, economic and environmental benefits for Camden's residents, making the area a more liveable, climate resilient and inclusive place."*

7.13 Policy S1(P) references the alternative sites for relocated storage floorspace at Camley Street and St Pancras Way. These are considered suitable alternative sites for the storage floorspace. With this in mind, the re-provision of storage use (Class B8) is not expected on the site, as the provision of housing and community facilities are prioritised here. The site allocations in the Local Plan and the EAP Update identify the main opportunities to provide new and intensify existing employment sites to provide a better range of workspaces, including the re-provision of industrial uses.

7.14 Proposed modifications to the site allocation can be found in appendix 1 which add specific reference to the storage use and highlight that this would

not need to be re-provided due to the prioritisation of housing and community facilities.

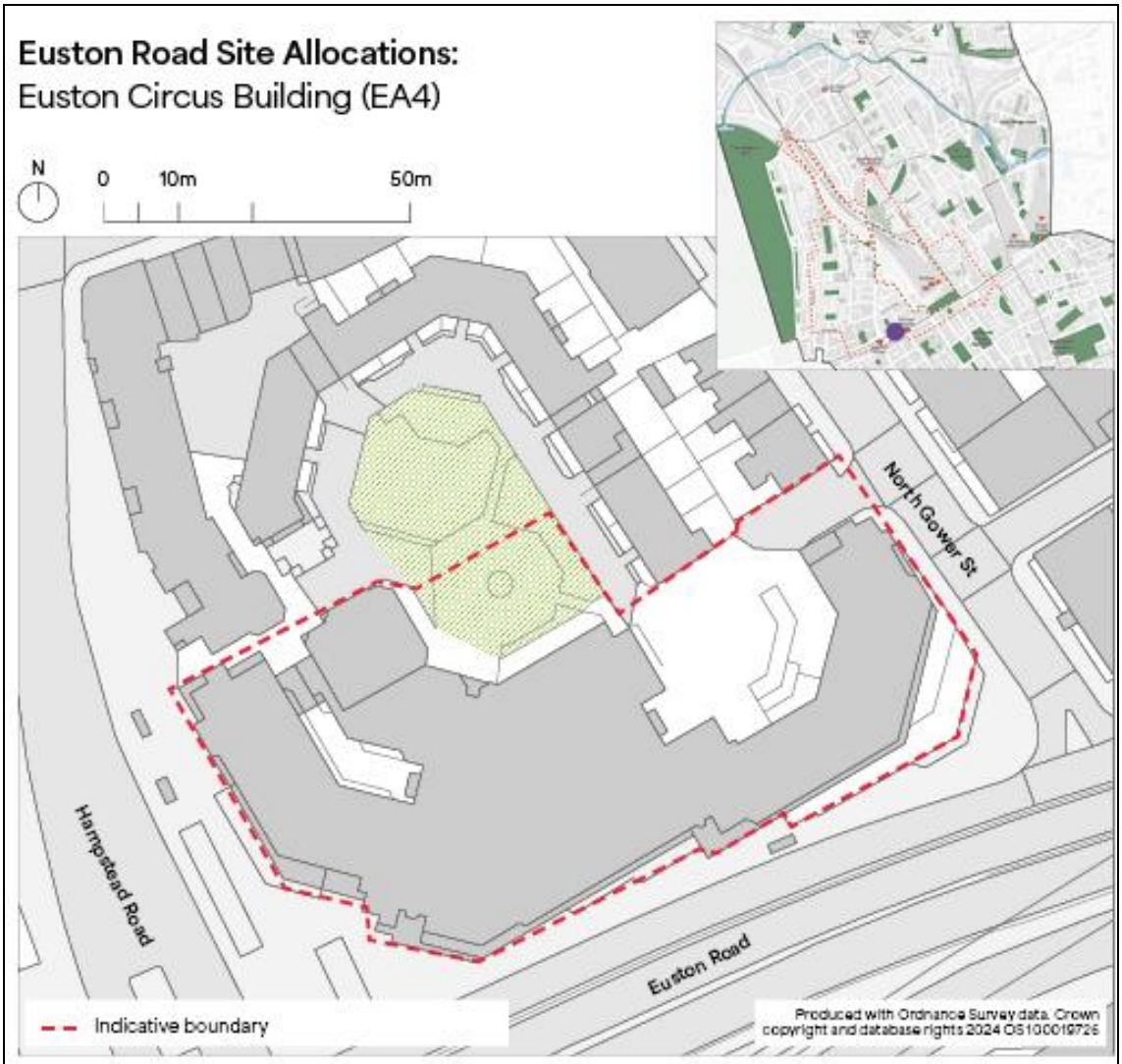
8.0 Conclusion

8.1 This Topic Paper has provided an overview of the site allocation selection process for the EAP and demonstrates that the relevant legislation and policy and guidance has been followed. The Paper has added detail about three site allocations and suggested modifications to the EAP submission draft.

8.2 The design-led capacity assessment for the EAP has been set out, highlighting the requirement for detailed proposals to comply with Local Plan policies with respect to demolition.

8.3 As such, the approach taken for the EAP Update is considered to be positively prepared, justified, effective, and consistent with national and regional policy.

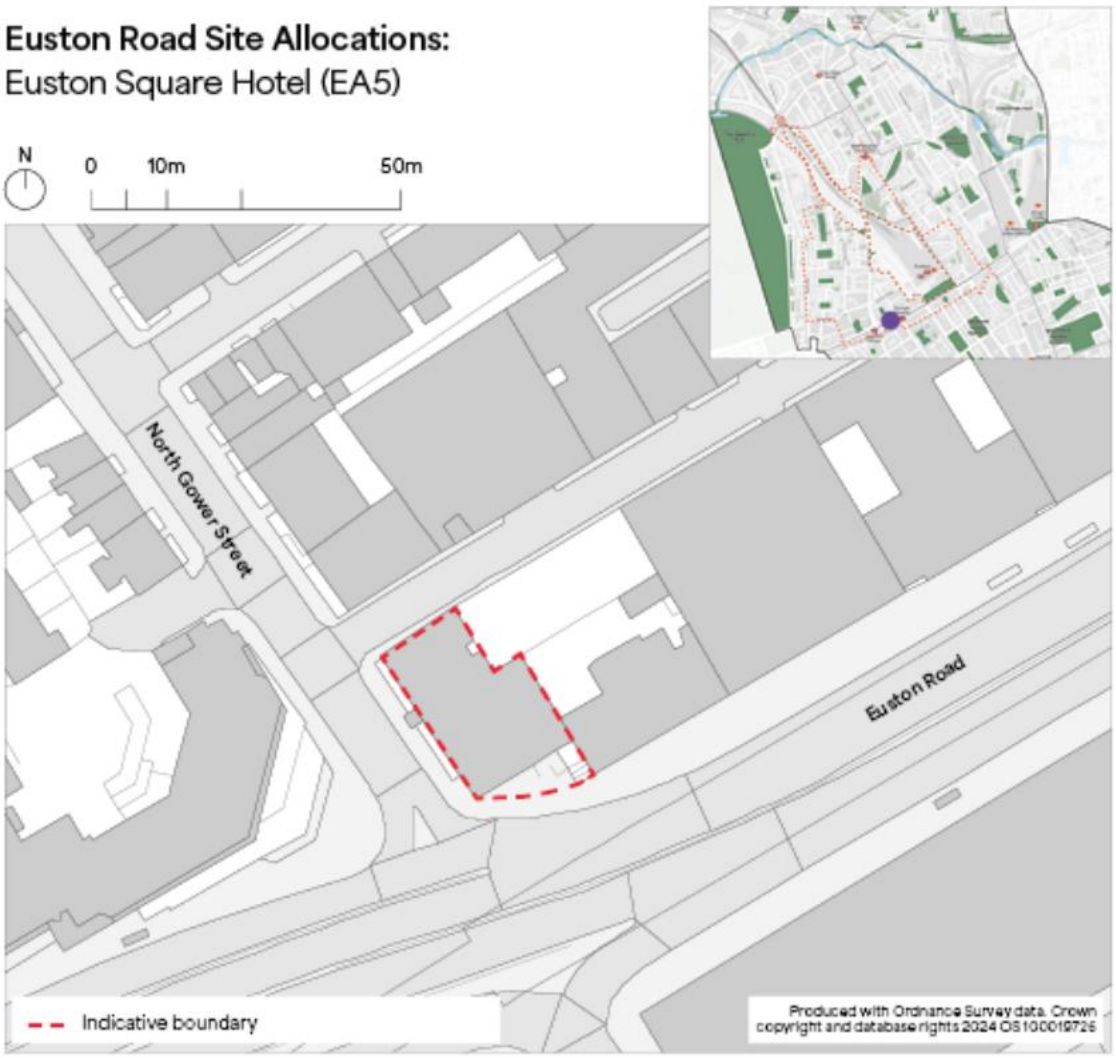
Appendix 1: Proposed Modifications to Site allocations



Address	250 Euston Road, NW1 2PG	Area	6500m2 / 0.65 hectares
Allocated Use	Mixed use (residential and commercial): Permanent self-contained homes; employment **including office / research and development; healthcare** retail	Indicative Housing Capacity	~~115~~ **80** new homes
Description of Existing Site	Existing ~~office~~ - building **currently occupied by UCLH NHS Foundation Trust and used for a range of office; research and development and healthcare purposes**. **The site** front~~sing~~ North Gower Street, Euston Road and Hampstead		

	Road with ~~the~~ **a** pedestrian route through Tolmers Square to the north. The site includes 'The Square Tavern' public house which faces towards the public open space within Tolmers Square**, which is surrounded by residential properties**.
Context	The site is located in the CAZ and within the Landmark Viewing corridors (and Wider Setting Consultation Area) as set out in the London View Management Framework SPG. To the north of the site there are two terraces of listed buildings on North Gower Street: Nos.168 and 170 and Nos.185-191. **The northern part of the open space is owned by the Council and the southern part belongs to 250 Euston Road. The whole of the open space in Tolmers Square is protected as a designated public open space.**
Development and Design Principles	• The site should be redeveloped to provide new homes as well as to enhance workspace provision. **The reprovision of healthcare uses would be supported and the development should seek to retain existing healthcare facilities that wish to stay on the site where possible.** LVMF constraints may allow for a tall building which is relatively slim in this location. Given the constrained floorplate of a tall building **and the identified need for housing in Camden**, residential use ~~w~~**sh**ould be ~~supported~~ **prioritised where additional floorspace is provided.** • **The developer should work with the existing healthcare tenant to understand their requirements, ambitions and the potential for reprovision or relocation. A business retention / relocation strategy must be provided as part of the planning application for the site.** • The development should provide active frontage and improve public realm on Euston Road and Hampstead Road, retain and improve the pedestrian East-West link to the north and retain or re-provide the existing public house. • Development must be designed to respect the nearby listed buildings. • A retrofit first approach should be assessed. **The proportion of the building being demolished should be reduced as far as possible and the option of refurbishment and extension is strongly encouraged.** • Impact on neighbouring amenities **and Tolmers Square public open space** should be mitigated. • Development of this site will need to consider the development potential of the Euston Square hotel site (EA5) to provide a design led solution which optimises development potential. • **Development should interact positively with Tolmers Square public open space, supporting enhancements or upgrades if required, in consultation with local residents.**

	• Designs to ensure that the residential elements have a good public and private space distinction and active ground floors.
Potential location of taller buildings	• ~~A potential taller building may be appropriate of up to approx. 75m (from ground level / 101m AOD) on the corner of Euston Road and North Gower Street subject to detailed design and testing.~~ **A tall building may be appropriate on the corner of Euston Road and North Gower Street subject to detailed design and testing. The final appropriate height will be the product of detailed design within the development management process but initial testing suggests that a residential building of approx. 53m (79m AOD) may be appropriate.** • The height and massing should be tested so as to mitigate impact on residential amenities to the north **and to assess its townscape impact. An application for a tall building should demonstrate how the proposal would make a positive contribution to the area and enhance its townscape characteristics.** • The acceptability of particular tall building proposals, and their location within the site, will be assessed against relevant Development Plan policies including Tall Building policy. Any building which encroaches on the LVMF will be subject to consultation with the GLA.
Infrastructure Requirements	• Development must contribute to public realm and active travel improvements on Euston Road, including those to be delivered through the Euston Healthy Streets project (see key projects identified in this section (Section 4.2)). • **Contributions to open space should be made in accordance with open space policy in the Local Plan, with reference to the Open Space study which supports this Plan (noting identified shortfalls) and the illustrative masterplan in figure 3.12**
Other Considerations	• If a scheme proposes substantial or full demolition of existing buildings on these sites, this would need to comply with Local Plan policies on demolition including a condition and feasibility study, and options appraisal. Please refer to the Local Plan and Camden Planning Guidance. • The site is within an area identified by the Council as being at risk of flooding. A Flood Risk Assessment will therefore be required in accordance with Local Plan policy. • Proposals involving substantial demolition will be required to submit a pre-demolition audit in accordance with Local Plan and demonstrate that circular economy principles have been applied.



Address	Euston Square Hotel, 152-156 North Gower Street, NW1 2LU	Area	6000m2 / 0.6 hectares
Allocated Use	Mixed use (residential and commercial): Permanent self-contained homes; hotel	Indicative Housing Capacity	20 new homes
Description of Existing Site	Existing hotel located at the corner of North Gower St and Euston Rd and existing Euston Square station		
Context	The site is located in the CAZ and within the Landmark Viewing corridors (Wider Setting Consultation Area) as set out in the London View Management Framework SPG.		
Development and Design Principles	• This site could be redeveloped to provide a new mixed-use development with the provision of additional hotel floorspace and new homes. • Mixed use development would be expected to optimise the provision of additional homes, having regard to		

	relevant Local Plan policies ~~(including policies aimed at maximising the supply of self-contained housing from mixed-use schemes), and the scale of all additional floor area proposed.~~ • The development should provide active frontage and improve the public realm, in particular on Euston Road. • Preserve the look and character of the listed granite setting carriageway on Stephenson way. • Impact on neighbouring residential amenities should be assessed and mitigated. • Development of this site will need to consider the development potential of the Euston Circus site (EA4) to provide a design led solution which optimises development potential. • Subject to detailed design and testing, height of up to 40m (66m AOD) may be appropriate on this site situated at the corner of Euston Rd and North Gower St. The indicative height reflects the size of the site and the surrounding context. • The height and massing should be tested so as to mitigate impact on residential amenities to the north.
Infrastructure Requirements	• Improvement to Euston Square Station providing a new accessible entrance. This should be fully integrated into the building where feasible. • Development must contribute to public realm and active travel improvements on Euston Road, including those to be delivered through the Euston Healthy Streets project (see key projects identified in this section (Section 4.2)). • **Contributions to open space should be made in accordance with open space policy in the Local Plan, with reference to the Open Space study which supports this Plan (noting identified shortfalls) and the illustrative masterplan in Figure 3.12.**
Other Considerations	~~• If a scheme proposes substantial or full demolition of existing buildings on these sites, this would need to comply with Local Plan policies on demolition including a condition and feasibility study, and options appraisal. Please refer to the Local Plan and Camden Planning Guidance.~~ • **The indicative capacity of this site assumes full demolition. Given this, only Part E of Policy CC2 (Prioritising the retention of existing buildings) of the**

	Camden Local Plan will apply to schemes on this site. • Proposals involving substantial demolition will be required to submit a pre-demolition audit in accordance with Local Plan and demonstrate that circular economy principles have been applied. • Underground development constraints: subterranean groundwater flow, slope stability and TFL Underground Zone of Influence. The site is within the 'secondary A' aquifer. Should foundation works extend 20m or more below the ground surface, there is a risk they will extend through the London Clay and affect sensitive aquifers. Therefore, a Foundation Works Risk Assessment (FWRA) will be required to ensure that the risks to groundwater are minimised. For basement proposals, applicants would need to provide a Basement Impact Assessment. Applicants should also consult TFL on development proposals. • The site is within an area identified by the Council as being at risk of flooding. A Flood Risk Assessment will therefore be required in accordance with Local Plan policy.



Address	Regent's Park Estate North	Area	17000m2 / 1.7 hectares
Allocated Use	Predominantly residential use: permanent self-contained homes; reprovision of community facilities; retail	Indicative Housing Capacity	450 homes
Description of Existing Site	Housing blocks (Cartmel, Coniston and Langdale): most of the flats have been temporarily converted to workspaces (Class E) to provide a meanwhile use, although a small number remain in residential use and are currently occupied as such. The site also includes Regent's Park Children's Centre, storage units and homes and shops located on Stanhope Parade.		
Context	The site is located within the Landmark Viewing corridors (and Wider Setting Consultation Area) as set out in the London View Management Framework SPG.		
Development and Design Principles	• Follow a design-led approach to delivering the optimum amount of development on the site.		

	• Provide new and replacement homes to meet a range of housing needs in accordance with the Local Plan, including the maximum reasonable amount of affordable housing. The inclusion of private homes is supported to help fund the provision of high quality replacement homes and to maximise delivery of additional affordable housing. • Development should ensure there is no net loss of affordable housing floorspace on site and that all existing households receive suitable replacement accommodation. This should be evidenced with a planning application. • Development should improve public realm, connectivity, greening and accessibility and provide green public open space with play facilities and tranquil areas. • Development proposals should take account of proposals for Langdale open space, to the north, to ensure high quality placemaking. • Development proposals should re-provide the children's centre. • Development should be undertaken in phases to ensure disruption to both residents and users of the children's centre is minimised. This should be set out in a phasing plan submitted with any planning application for the site. Where possible, estate residents should only be asked to move home once. • Development should ensure that complementary uses, such as community uses are designed and located to reinforce the character of principal routes through the site to help create lively and well overlooked streets and spaces. • Development should rationalise parking on-site in line with Local Plan policy. Where existing residents' parking is reprovided, this should be designed to allow for repurposing when no longer required. • Further details of development and design principles for this site allocation are provided in the preceding section (Section 4.5). • **The re-provision of storage use (Class B8) is not expected on the site, as the provision of housing and community facilities are prioritised here. The site allocations in the Local Plan and the EAP identify the main opportunities to provide new and**

	intensify existing employment sites to provide a better range of workspaces.
Potential location of taller buildings	• Height of the proposed development should respond to the surrounding context with a potential general height of up to approx. 10 storeys. A taller building up to approximately 15 storeys may be appropriate subject to testing of impacts on strategic views in the London View Management Framework and relevant local views. **Particular attention should be given to any impacts on the setting of the grade II* St Katharine's Church in views from Regent's Park, with the design, height and massing of development proposals such that any adverse effects on significance are avoided and/or mitigated.** • **Development in the wider setting consultation area of Protected Vista 4A.1 'Primrose Hill: the summit – looking toward St Paul's Cathedral' (and in the wider panorama), should be carefully designed to avoid creating a canyoning effect and to not detract from the panorama as a whole.** • **In accordance with national, London Plan and Local Plan policies, proposals resulting in harm will require clear and convincing justification, demonstrating that alternatives have been explored and that there are clear public benefits that outweigh that harm.** • The form and scale of a taller building should respect the amenity of neighbouring residents. • The acceptability of particular tall building proposals, and their location within the site, will be assessed against relevant development plan policies. Any building which encroaches on the LVMF will be subject to consultation with the GLA. • Further guidance on heights for this site allocation is provided in the preceding section (Section 4.5)
Infrastructure Requirements	• Social Infrastructure to support homes including reprovision of Children Centre, local shops and public open space. • Improvements to public realm. • Further guidance on infrastructure requirements for this site allocation is provided in the preceding section (Section 4.5).

	• **Contributions to open space should be made in accordance with open space policy in the Local Plan, with reference to the Open Space study which supports this Plan (noting identified shortfalls) and the illustrative masterplan in Figure 3.12.**
Other Considerations	• The scale of development/s in this catchment is likely to require upgrades of the water supply network infrastructure. It is recommended that the Developer and the Local Planning Authority liaise with Thames Water at the earliest opportunity to agree a housing phasing plan. • The site is within an area identified by the Council as being at risk of flooding. A Flood Risk Assessment will therefore be required in accordance with Local Plan policy.

APPENDIX 2 (appendix D of Sustainability Appraisal) – Sites considered but not allocated

Sites considered as part of the preparation of the draft EAP 2023 (Regulation 18 version) but not included as allocations are listed below.

Site name	Site identification source	Reason why the site was not included in the Proposed Submission Local Plan
Drummond Crescent	Planning permission	Developed
Stephenson House, 75 Hampstead Road	Planning permission	Developed
53-55 Chalton Street & 70 Churchway	Planning permission	Under construction and below threshold

Additional sites considered as part of the preparation of the Proposed Submission EAP Update 2025 (Regulation 19 version) but not included as allocations are listed below.

Site name	Site identification source	Reason why the site was not included in the Proposed Submission Local Plan
17-37 William Road	Planning Application	Under construction stage at the time of consideration

8-14 William Road	Internal review	No prospect of being developed in plan period
Euston Tower 286 Euston Road, NW1 3DP	Planning Application	Under construction stage at the time of consideration
Evergreen House 160 Euston Road London, NW1 2DX	Internal review	No prospect of being developed in plan period
Land at Goldsmith's House and adjoining land, Cumberland Market Estate, Park Village East/Augustus St	Site allocation Local Plan 2013 and EAP 2015	No prospect of being developed in plan period
Margarete Centre 108 Hampstead Road NW1 2LS	Internal review	No prospect of being developed in plan period
Travelodge Eversholt Street 1-11 Grafton Place NW1 1DJ	Officers	No prospect of being developed in plan period
Regent's Park Barracks Albany St, London NW1 4AN	Call for Sites	Outside EAP boundary
75 Hampstead Road (Stephenson House/ the Lantern)	Planning permission	Recently developed
London Zoo Car Park	Call for Sites	Outside EAP boundary
42 Phoenix Road	Planning permission	Limited development potential
Churchway Estate	Allocated in draft EAP Update 2023	Further work to be done with communities to identify sites
Ampthill Estate	Allocated in draft EAP Update 2023	Further work to be done with communities to identify sites
Regents Park Estate	Some sites allocated in EAP 2015.	Some sites delivered. Further work to be done with communities to identify sites

	Allocated in draft EAP Update 2023	

APPENDIX 3

This Appendix provides further detail of the development scenarios modelled for each site considered.

Site Allocation	Allocated Site Capacity	Justification for approach
EA1 – Euston station	0-250 self-contained homes	• Scheme involving commercial and residential uses modelled. • Allocated capacity based on demolition of existing buildings at the front of the station and buildings fronting Eversholt Street and which is informed by discussions with delivery partners and transport providers. • The redevelopment of part of the site will be undertaken under the HS2 Act which means that consent is not required for some of the demolition and therefore not controlled by Camden with the principle established by the HS2 Act. • It is considered that a scheme involving demolition has the potential to provide benefits substantially greater than those that could be realised through the retention of all existing buildings.
EA2 – Royal Mail site	140 self-contained homes	• Scheme involving commercial and residential uses modelled. • Allocated capacity based on the demolition of all existing buildings. • The existing structures are low-medium level, industrial, shed-like structures which are unlikely to be suitable for extension. Given this, a retention and extension scenario has not been assessed. There is scope for retention of the basement. • It is considered that a scheme involving demolition has the potential to provide benefits substantially greater than those that could be realised through the retention of the existing buildings.
EA3 – The Place and Premier Inn	125 self-contained homes	• Scheme involving commercial and residential uses modelled. • A scenario involving full demolition not tested due to on-site heritage constraints however substantial demolition was examined. • Further work is needed to establish whether the existing Euston Road building could be extended to provide additional hotel accomodation or if demolition would be required to accommodate the additional height. This would be considered as part of planning application with consideration against policy CC2.

Site Allocation	Allocated Site Capacity	Justification for approach
		• With the exception of the listed building, modelling included the demolition of the buildings on Flaxman Terrace and Dukes Road as extensions were not considered appropriate on such a constrained site. • It is considered that a scheme involving partial demolition has the potential to provide benefits substantially greater than those that could be realised through the retention of the existing buildings.
EA4 – 250 Euston Road	115 self-contained homes	• Scheme involving commercial and residential uses modelled. • Recognising the potential for the eastern side of building to accommodate a substantially taller element, partial demolition was tested, alongside refurbishment of the rest of the building. It was not considered possible for the existing building to accommodate the additional height with an extension. Partial demolition will enable a greater capacity in order to optimise development floorspace on the site and incorporate an element of residential on the site, without the loss of commercial floorspace which would not be possible with full retention of the existing building • It is considered that a scheme involving partial demolition has the potential to provide benefits substantially greater than those that could be realised through the retention of the existing buildings.
EA5 – Euston Square Hotel	20 self-contained homes	• Scheme involving commercial and residential uses modelled. • Allocated capacity based on the demolition of existing buildings. • Extension to existing building not tested due to the site's potential to accommodate additional height and a new accessible station entrance to Euston Square Station which an extension would not be able to accommodate. • It is considered that a scheme involving full demolition of the buildings on this site has the potential to provide benefits substantially greater than those that could be realised through the retention of the existing buildings.
EA6 – Cutting at Park Village East	350 self-contained homes	• Scheme involving commercial and residential uses modelled • No demolition - railway land no buildings present
EA7 – Granby Terrace Bridge/Hampstead Road	30 self-contained homes	• Scheme involving commercial and residential uses modelled. • No demolition - railway land, no buildings present

Site Allocation	Allocated Site Capacity	Justification for approach
EA8 – Cutting at Mornington Terrace	130 self-contained homes	• Scheme involving commercial and residential uses modelled. • No demolition -railway land, no buildings present
EA9 – Former Maria Fidelis School	175-250 self-contained homes	• Scheme involving commercial and residential uses modelled. • Multiple options tested to retain and extend building plus full demolition, determining a range of capacity. • Range of homes included in allocation which would be dependent on site layout, height of tall building and provision of public open space and other public benefits. • The detailed design, layout and massing to be decided through a planning application. • Demolition should not be assumed in this case and an application would need to accord with policy CC2 of the new Local Plan.
EA10 – Regents Park Estate North	450 self-contained homes	• Scheme involving commercial, community and residential uses modelled. • Allocated capacity based on the substantial demolition of 3 existing buildings. This site has been the subject of a voluntary decant as the Council received compensation from HS2 as the homes were deemed to be virtually uninhabitable due to the impact of the works. Substantial demolition allows for a scheme addressing the impact of the HS2 scheme to be addressed and also enables a greater capacity of development, delivering more homes. Options which retrofit one block also considered with similar residential provision. • The GLA granted an exemption in March 2026 to the Resident Ballot Requirement for demolition of social homes which is required to address concerns about the safety of residents • It is considered that a scheme involving substantial demolition of the buildings has the potential to provide benefits substantially greater than those that could be realised through the retention of the existing buildings.
EA11 – Capital City College	70 self-contained homes	• Scheme involving educational (if required) and residential uses modelled. • Allocated capacity based on the demolition of existing buildings. Extending the building was not considered appropriate, given the relatively low-rise nature of the

Site Allocation	Allocated Site Capacity	Justification for approach
		existing building and the potential of the site to accommodate a taller building which could not be enabled by extending the existing building. Full demolition was modelled in order to optimise the development capacity of the site. • It is considered that a scheme involving demolition on this site has the potential to provide benefits substantially greater than those that could be realised through the retention of the existing buildings.
EA12 – Surma Centre	15 self-contained homes	• Scheme involving community and residential uses modelled. • Full demolition was modelled given the tight constraints of the site boundary and the poor condition of the building which is low rise and low quality. Demolition would optimise development capacity on the site. • It is considered that a scheme involving full demolition on this site has the potential to provide benefits substantially greater than those that could be realised through the retention of the existing buildings.
EA13 – Ampthill Estate Railway Edge	120 self-contained homes	• Scheme involving community use and residential uses was modelled. • Existing car park plus low rise community facility exists on site • Allocated capacity based on demolition of existing building. The existing building is a low level, low grade, temporary building which is nearing the end of its useful life and would be unable to support an extension. By demolishing the building, the optimum amount of development on the site can be achieved. • It is considered that a scheme involving demolition on this site has the potential to provide benefits substantially greater than those that could be realised through the retention of the existing buildings.