

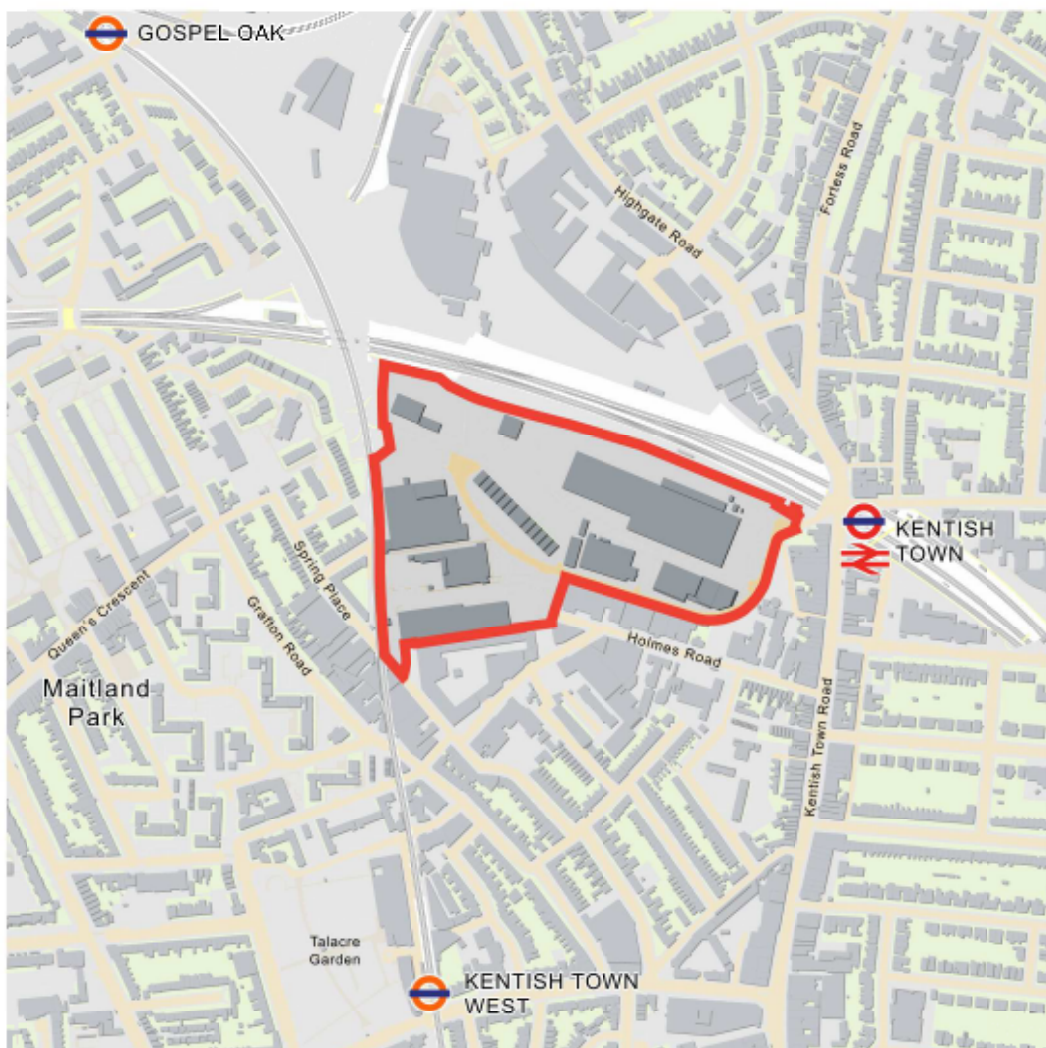
centres, taking opportunities to introduce ground floor town centre uses where the continuity of the frontage is currently broken;

- development of a decentralised energy network;
- improvements to the street environment, in particular the pedestrian environment to and around Holborn Underground station;
- improved linkages and connections with the City of London, the Tottenham Court Road area and other neighbouring areas;
- making walking and 'way-finding' easier;
- the provision of improved cycling facilities, particularly for visitors;
- working with partners including TfL to relieve congestion at Holborn Underground station, including the Holborn station capacity upgrade;
- appropriate contributions to open space, community facilities, regeneration initiatives and employment and training schemes;
- high quality, sustainable design that respects its surroundings and conserves and enhances the area's heritage assets and wider historic environment; and
- improving community safety, including opportunities for crime and anti social behaviour.

Kentish Town Regis Road

2.32

This growth area is focused around the industrial area at Regis Road and currently is home to a variety of low density industrial and warehousing uses. It offers a significant opportunity to deliver higher density industrial provision as part of a redevelopment scheme that will also deliver a substantial increase in homes and jobs, as well as improve movement around and through the area, reconnecting communities. Redevelopment will only be considered where this is employment-led and part of a comprehensive scheme. The Council will work in partnership with key landowners, the Kentish Town Neighbourhood Forum and other stakeholders to further investigate this opportunity. A planning framework to provide further detailed guidance on the development of the area, including phasing, should be prepared with stakeholder input prior to any planning application.



2.33

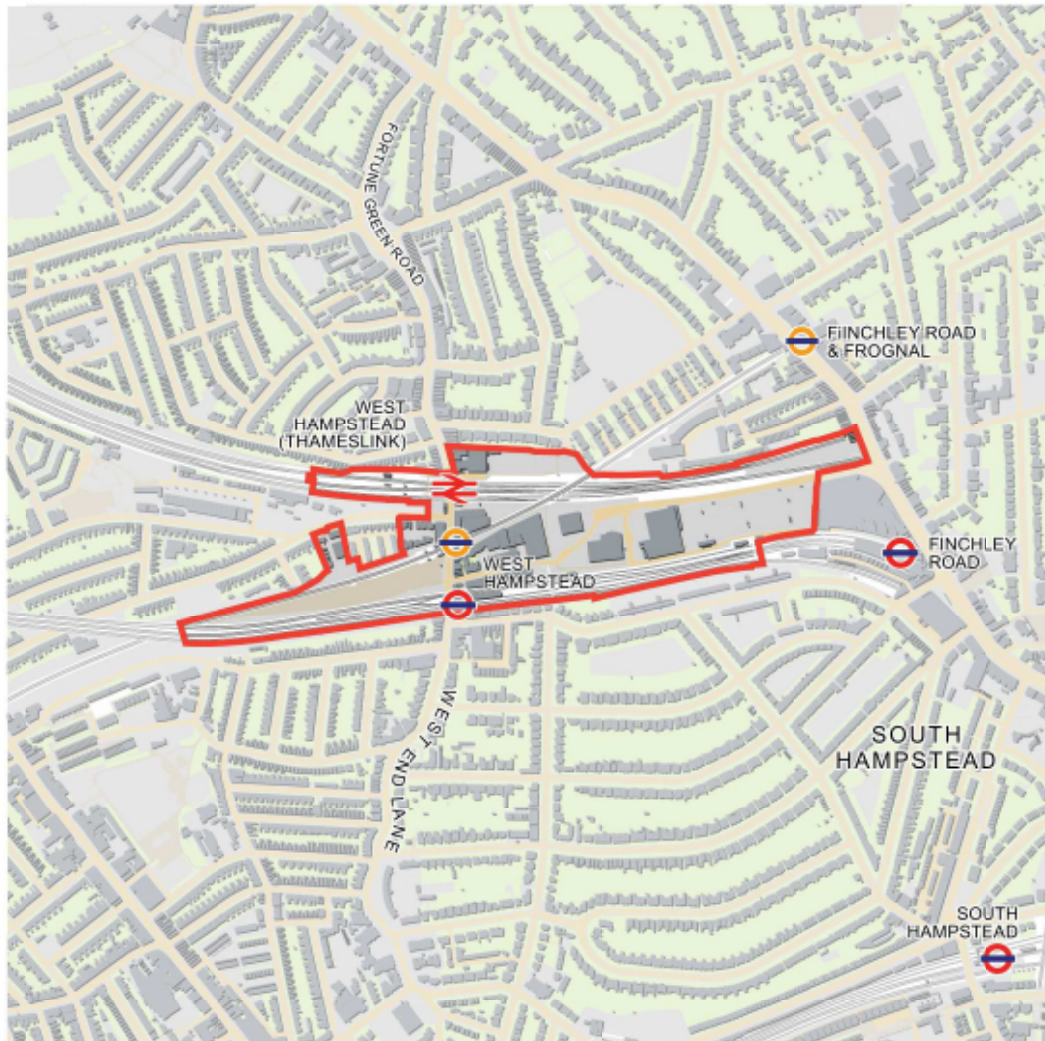
The Council expects a comprehensive employment-led development at Kentish Town Regis Road that provides a mix of uses, including industry, logistics and other employment uses, housing, community facilities and open space in accordance with "Policy E2 Employment premises and sites". The redevelopment must retain existing businesses on the site as far as possible, and in particular industrial and warehouse/logistic uses that support the functioning of the Central Activity Zone (CAZ) or the local economy. The

introduction of non-employment uses should not compromise the operation of businesses on the site. The loss from the area of a business supporting the CAZ or the local economy as part of a redevelopment scheme will only be permitted if it is demonstrated to the Council's satisfaction that relocation would not cause harm to CAZ functions or Camden's local economy.

- 2.34 Other priorities for redevelopment include:
- a significant increase in the number of jobs provided in the area;
 - provision of appropriate employment space for identified growth sectors and small to medium enterprises and start-ups;
 - contributions towards training and apprenticeship opportunities;
 - a significant number of new homes including affordable homes and a mix of types, sizes and tenures; and
 - retaining or re-providing the Council's Regis Road recycling centre in accordance with "Policy CC5 Waste".
- 2.35 The overall design of the area must:
- create and reinstate pedestrian and cycling route connections within the site, to the High Street, the transport hubs, other parts of Kentish Town, and between the adjacent communities, in particular Gospel Oak;
 - provide substantial new open space;
 - secure public realm improvements, including at key entrances to the site;
 - provide a car-free development, with parking only provided for disabled people and operational / servicing needs of businesses;
 - protect important local views of Parliament Hill from the railway bridge; and
 - contribute to the development of a decentralised energy network.
- 2.36 Development should be designed to facilitate, and allow links to, any future development of adjacent sites; and opportunities for comprehensive wider development should be fully explored.

West Hampstead Interchange

- 2.37 The growth area includes sites around the West Hampstead public transport interchange of three stations (served by London Underground, London Overground and Thameslink) and incorporates the land towards the Finchley Road / Swiss Cottage town centre including the O2 car park land. Improving the public transport provision and movement around the area is a key objective for the area and of the Fortune Green and West Hampstead Neighbourhood Plan (2015).



- 2.38 The Council will continue to work with partners in the area including the Fortune Green and West Hampstead Neighbourhood Forum to investigate a range of solutions and ensure that development is coordinated to provide the best outcomes and takes account of the Neighbourhood Plan.
- 2.39 The Council expects developments in the area to contribute to:
- a mix of uses, including substantial new housing (including affordable housing), town centre, employment and community uses, and green / open space (with any substantial new town centre uses located within the

designated Finchley Road / Swiss Cottage town centre part of the growth area);

- improved transport interchange accessibility and capacity and improved pedestrian and bicycle movement and routes;
- a substantially improved street environment around transport facilities, including improved crossing and wider pavements; and
- sustainable and safe design of the highest quality that respects the character and heritage value of West Hampstead; and
- prioritise the use of decentralised energy networks.

Farringdon / Smithfield

2.40 The Farringdon/Smithfield area, which covers parts of Islington, the City of London and the south east of Camden's Central London area at Hatton Garden and the Mount Pleasant site, is included in the London Plan as an Area for Intensification. The London Plan expects a minimum of 850 homes and 2500 jobs at this location between 2011 and 2031. The GLA, the City of London and Islington continue to work together to secure the best outcomes from the expected development, maximise the opportunities arising from the opening of Crossrail and securing improvement for the existing communities in the area.

2.41 Camden will continue to work with these partners, but as there are environmental constraints in Hatton Garden due to its unique character and conservation area status, the amount of development taking place in this part of Farringdon / Smithfield is expected to be limited. Therefore, this location has not been included as one of Camden's main growth areas.

Other highly accessible areas

2.42 Significant elements of Camden's growth will be delivered in highly accessible locations outside the growth areas identified above. Therefore the Council will promote appropriate development in the areas of:

- the rest of Central London; and
- the town centres of Camden Town, Finchley Road / Swiss Cottage, Kentish Town, Kilburn High Road and West Hampstead, including appropriate edge of centre locations.

2.43 These areas are considered to be generally suitable for a range of land uses, including those that attract a large number of journeys and for high density development that will help deliver growth in Camden.

2.44 The Council will generally expect larger developments in the highly accessible areas to include a mix of uses. However, it is important that all development in these locations is of a size and nature compatible with its site and the character of its surroundings and the wider area. Please see "Policy H2 Maximising the supply of self-contained housing from mixed-use schemes" for more detail on our approach to mixed use development.

2.45 Camden's highly accessible areas often include, or are adjacent to, residential communities and conservation areas and other heritage assets. Development in these locations must therefore take into account the full range of relevant Plan policies and objectives, in particular those on amenity, design and heritage, sustainability, community safety, open space and transport.

2.46 The main development opportunities within the highly accessible areas are identified in the Camden Site Allocations and Fitzrovia Area Action Plan documents which also set out guidance on their future development.

2.47 The Council's priorities for Central London and town centres are set out below.

Central London

2.48 Central London's unique role, character and mix of uses plays an important part in providing the vibrancy, diversity and identity that makes the borough such a popular place. It contains strong residential communities that not only add character, life and diversity to the area but also support its economy and other functions. The residential areas sit alongside and within the major commercial elements. A large part of London's Central Activities Zone (CAZ) falls within Camden and is a major business and employment centre and the main focus of Camden's economy. It contains a significant proportion of the borough's office floorspace, a variety of shopping areas, from neighbourhood centres to specialist retail locations like Covent Garden, and is home to many other uses, including legal, health and professional services, food, drink and entertainment and cultural and tourism uses. It has excellent public transport links, which will be enhanced through the opening of Crossrail in 2018.

2.49 The Knowledge Quarter, a cluster of academic, cultural, research, scientific and media organisations large and small, all within a one mile radius of King's Cross, falls partly in Central London.

2.50 The attractions of Camden's Central London area mean that development here is expected to take place both in the identified growth areas and at other sites outside them.

2.51 We will continue to work with Westminster, and City of London to achieve our objectives and vision for this area and as part of the West End Partnership to help deliver the overall vision for the West End.

2.52 The Council recognises the unique role, character and challenges of Central London in particular in balancing its economic, social and cultural role and will support and promote the area as a successful and vibrant part of the capital to live in, work in and visit. We will:

- support Central London as a focus for Camden's future growth in homes (including affordable housing), offices, shops, hotels and other uses and