

Growth areas

- 2.19 A significant proportion of Camden's growth up to 2031 is expected to be delivered in the six identified growth areas of King's Cross, Euston, Tottenham Court Road, Holborn, West Hampstead Interchange, and Kentish Town Regis Road. The first five of these areas are identified in the London Plan as Opportunity Areas or Areas for Intensification.
- 2.20 These areas are identified as being suitable for large-scale redevelopment or significant increases in jobs and homes, and are based around transport interchanges. The majority of these areas are within Central London and therefore their redevelopment will contribute towards the continued success of Central London and to London's national and international role, as well as providing opportunities to bring benefits across the borough and the local area.
- 2.21 The London Plan targets for Camden's growth areas are set out in the table below. The boundaries of the areas are as shown on the Local Plan Policies Map.

London Plan targets for Camden's growth areas

	Minimum homes 2011-2031	Indicative jobs 2011- 2031
Opportunity Areas		
King's Cross	1,900	25,000
Euston	2,800 - 3,800	7,700 - 14,100
Tottenham Court Road (part in Westminster)	500	5,000
Areas for Intensification		
Holborn	200	2,000
West Hampstead Interchange	800	100

Source: London Plan 2015

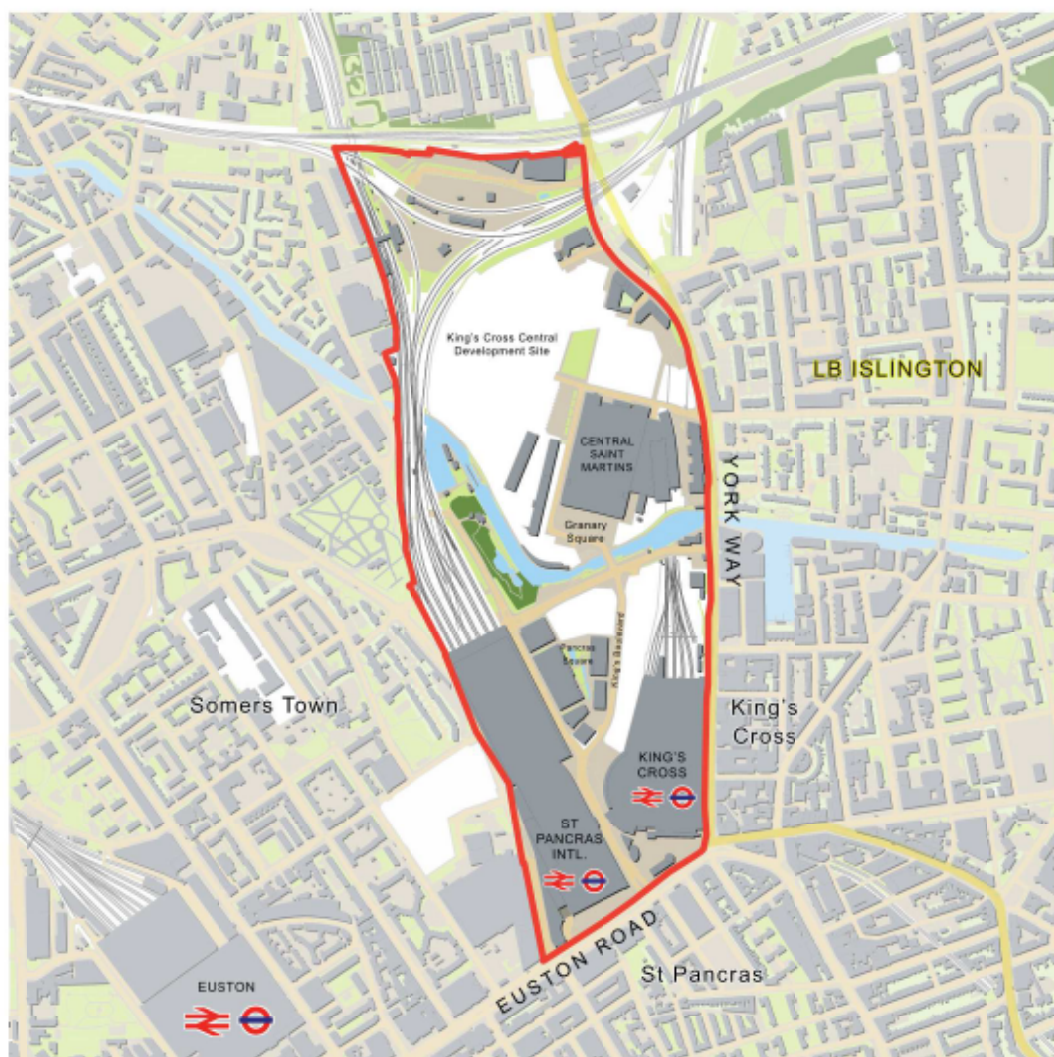
Priorities for growth areas

- 2.22 The Council will expect development in the growth areas to meet the objectives of this plan and the identified priorities below. It should maximise site opportunities and the opportunities and benefits for the borough and the local area, in particular in terms of jobs, homes and facilities for the community, within the context of the full range of Camden's planning policies as set out in this plan and the Council's other planning documents.
- 2.23 Our Camden Site Allocations document and Euston Area Plan also identify significant development opportunities within the growth areas. The identified sites are expected to deliver a significant proportion of the increase in homes and jobs in the growth areas. These documents also set out Council's aspirations for the individual sites in more detail.

- 2.24 It is important to note that the growth areas are next to, and sometimes include, existing residential communities and heritage assets such as conservation areas. Development must therefore take account of its sensitive context. Further details on the specific growth areas and priorities are set out in more detail below.

King's Cross

- 2.25 King's Cross is the borough's largest development area and is rapidly taking shape as the high density mixed use redevelopment continues to bring life back to the area. Large parts of the site have already been developed, with more new housing and commercial premises becoming occupied all the time. Community facilities including Camden Council offices, leisure centre and library, a new primary school, together with high quality new public squares, play spaces and improved routes through the area all add to the vibrancy of the area. Central St Martin arts college, small business space and the forthcoming Google headquarters add to the creativity of the area. Camden continues to work with the surrounding residential communities to harness the benefits of this major redevelopment and work in partnership with landowners.

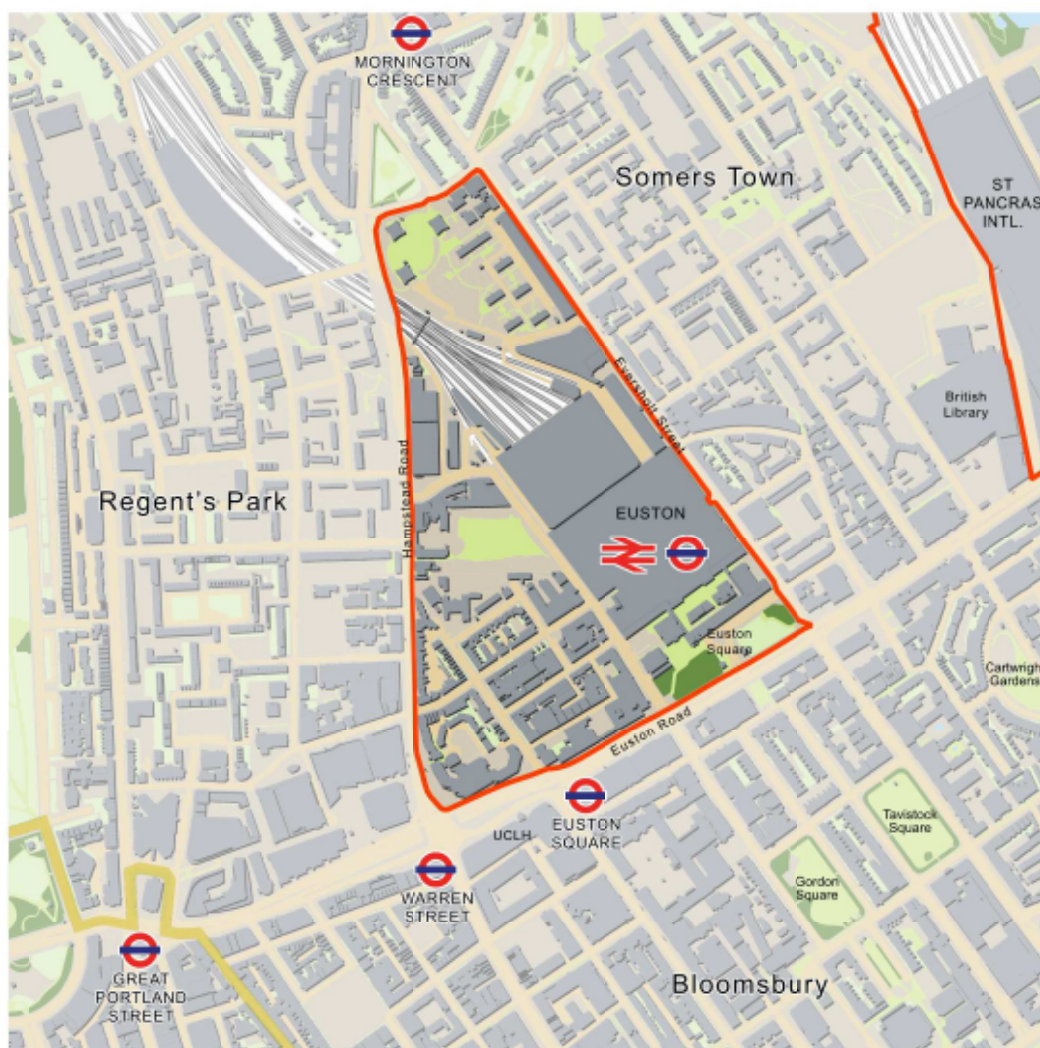


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The Council's aspiration for King's Cross is to continue to secure the development of a high quality, successful, attractive, vibrant and safe places with a mix of uses, in particular offices, homes, retail, leisure and community facilities which:

- support and increases the borough's contribution to London's role as a world business, commercial and cultural centre;
- integrate with surrounding areas and communities, economically, socially and physically;
- create significant job and training opportunities for local people and contributes significantly to the regeneration of neighbouring communities;
- help to meet the range of housing, education, social and healthcare needs in Camden and beyond;
- maximise opportunities for walking, cycling and the use of public transport, to and through the area;
- improve community safety and reduce opportunities for crime and antisocial behaviour;
- protect and enhance features and assets of historic and conservation importance; and
- meet the highest feasible environmental standards.

Euston



2.27 The planning policy approach for the Euston Growth Area is set out in the adopted Euston Area Plan (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 Euston Area Plan for more detail on the joint aspirations for the area.

Tottenham Court Road



2.28 The Tottenham Court Road growth area includes parts of both Camden and Westminster and is centred around Tottenham Court Road station. Growth here is being supported by the transport enhancements as part of Crossrail due to open in 2018, in addition to upgrades to the Northern Line and ticket hall area. These works will see a significant increase in the number of passengers using this area and improvement of the public realm is a high priority. The London Plan expects a minimum of 500 new homes and 5000 new jobs to be delivered in the growth area. Based on the identified opportunity sites in the Sites Allocations document, the Council expects around 60% of homes and more than half of the jobs to be provided in Camden's part of the growth area, with the remainder in Westminster. We will continue to work with Westminster, the West

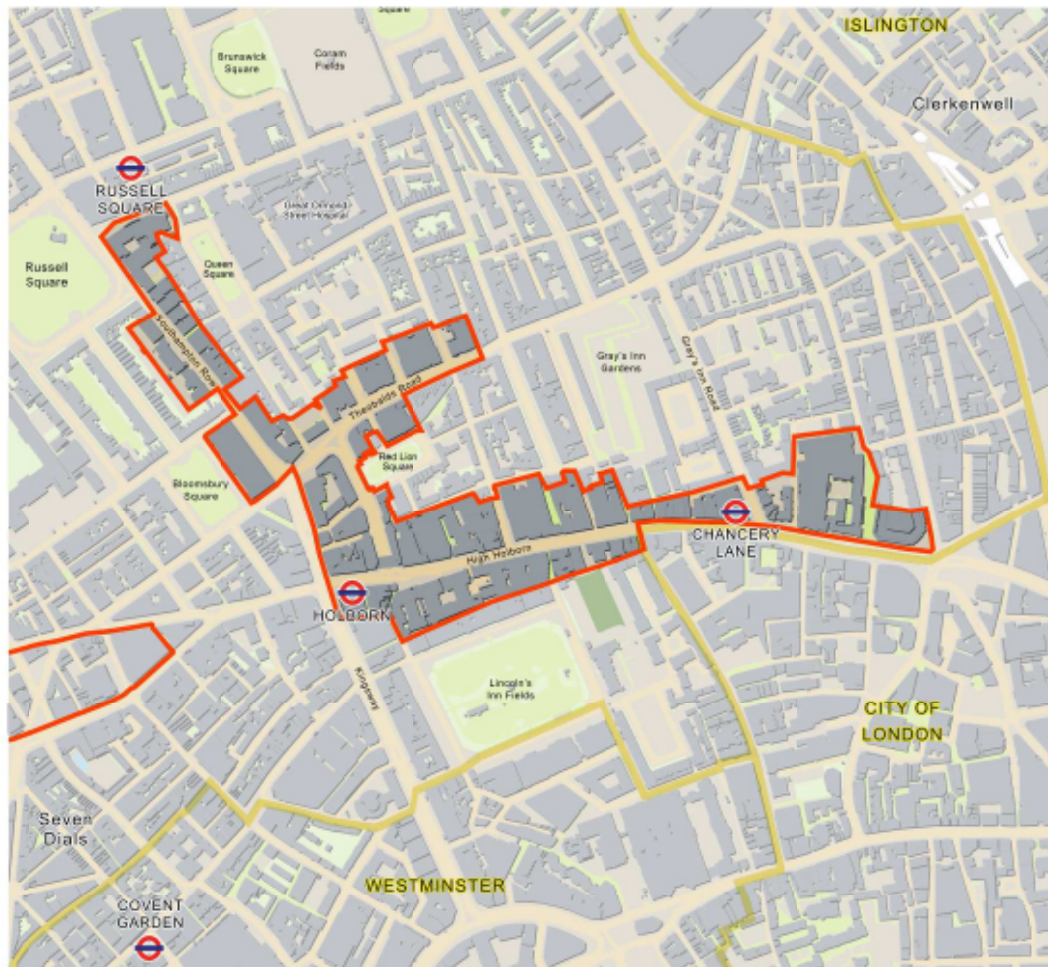
End Partnership, and the Road Task Force to achieve our objectives and vision for this area.

2.29

Development within the Tottenham Court Road growth area should contribute to the Council's wider vision and objectives for this part of the borough. Our aspirations include:

- a balanced mix of uses, including housing and affordable housing, significant provision of offices and other employment opportunities, community facilities, and retail to support the Central London Frontages of Charing Cross Road, Tottenham Court Road and the western end of New Oxford Street;
- an excellent public realm, with an improved network of safe and attractive places and routes for pedestrians and cyclists, that successfully links to neighbouring areas (particularly the growth area at Holborn (see below), Covent Garden, Bloomsbury and Oxford Street) and reduces the dominance of traffic in the area, complementing the West End Project transport scheme;
- maximising densities compatible with local context, sustainable design principles and public transport capacity;
- development of the highest quality, as befits this historic area in the heart of London, which preserves local amenity and seeks to enhance and conserve the significance of heritage assets such as the character and appearance of conservation areas; and
- remedying the lack of open space in the area through on-site provision or contributions to assist in the provision of new spaces.

Holborn



- 2.30 The area is predominantly commercial, with a small residential community focused around Holborn underground station. High Holborn, from New Oxford Street to Holborn Circus, and most of Kingsway are designated as Central London Frontages, recognising their role as a shopping and service centre for workers and residents. Some of the area and much of its immediate surroundings are designated as conservation area. The area lies close to the growth area at Tottenham Court Road (see above).
- 2.31 The Council's aspirations for the Holborn area include:
- provision of a mix of land uses, with offices and housing as the predominate uses; and
 - provision of appropriate retail, food, drink and entertainment and service uses in the area's Central London Frontage in accordance with the supplementary planning document Camden Planning Guidance on town