

Delivery and location of growth

- 2.1 Camden, along with London as a whole, is experiencing significant change, with substantial population growth and increases in demand for housing and employment.
- 2.2 The Council's objective is to create the conditions for growth to provide the homes, jobs and other facilities needed to support it, while ensuring that growth delivers opportunities and benefits for our residents and businesses. This plan aims to deliver sustainable growth while continuing to preserve and enhance the features that make Camden such an attractive place to live, work and visit.

Policy G1 Delivery and location of growth

The Council will create the conditions for growth to deliver the homes, jobs, infrastructure and facilities to meet Camden's identified needs and harness the benefits for those who live and work in the borough.

Delivery of growth

The Council will deliver growth by securing high quality development and promoting the most efficient use of land and buildings in Camden by:

- a. supporting development that makes best use of its site, taking into account quality of design, its surroundings, sustainability, amenity, heritage, transport accessibility and any other considerations relevant to the site;
- b. resisting development that makes inefficient use of Camden's limited land;
- c. expecting the provision of a mix of uses where appropriate, in particular in the most accessible parts of the borough, including an element of self-contained housing where possible; and
- d. supporting a mix of uses either on site or across multiple sites as part of an agreed coordinated development approach, where it can be demonstrated that this contributes towards achieving the strategic objectives and delivers the greatest benefit to the key priorities of the Plan.

Growth in Camden will be expected to help contribute towards achieving the strategic objectives of the Local Plan and help deliver the Council's priorities set out in supporting text below.

This Plan seeks to meet Camden's objectively assessed needs to 2031 for:

- 16,800 additional homes (see "Policy H1 Maximising housing supply");
- 695,000sqm of office floorspace (see "Policy E1 Economic development"); and
- c30,000sqm of retail floorspace (see "Policy TC1 Quantity and location of retail development").

Location of growth

Development will take place throughout the borough with the most significant growth expected to be delivered through:

- e. a concentration of development in the growth areas of, King's Cross, Euston, Tottenham Court Road, Holborn, West Hampstead Interchange and Kentish Town Regis Road;
- f. development at other highly accessible locations, in particular Central London and the town centres of Camden Town, Finchley Road / Swiss Cottage, Kentish Town, Kilburn High Road and West Hampstead; and
- g. the Council's Community Investment Programme (CIP).

The Council identifies and provides guidance on the main development opportunity sites in the borough through our Camden Site Allocations and Area Action Plans.

The Council will require development in the growth areas, other highly accessible and CIP areas to be consistent with the area priorities and principles set out below.

Overall growth and approach to development

- 2.3 Camden is forecast to grow from 229,700 (in 2013) to 265,300 people by 2031¹. That is nearly 2,000 additional people per year. In the same period the forecasts indicate that the number of households will grow by 19,200 or nearly 1,100 per year. Population growth creates the needs for more services, more school places and more jobs. Currently the number of jobs in Camden is forecast to grow from 286,000 to 375,000 by 2031².
- 2.4 Camden is a suitable, attractive and sustainable place for growth with its high quality places and excellent transport connections giving it high levels of accessibility. We recognise, however, that there is limited land in Camden to accommodate this growth and so there is a need to use Camden's land more efficiently to ensure that it delivers the objectives of this plan and the priorities set out below.

Harnessing the benefits of growth

- 2.5 All development in Camden, large or small, wherever it is located should take place in accordance with all relevant policies of this Local Plan and other documents that form part of Camden's development plan, in order to deliver the Council's vision and objectives for the borough. The Council will seek to support and facilitate growth that delivers the development appropriate to its location and harnesses this growth to deliver clear benefits for Camden residents and businesses.
- 2.6 Key priorities for delivering growth and harnessing its benefits include but are not limited to:
- securing self-contained housing as the priority use of the Local Plan, including sufficient affordable housing to meet the needs of our residents and to ensure that Camden remains a place accessible for all people to

¹ GLA 2014 Round 'Camden Development' Capped Average Household Size (March 2015)

² Camden Employment Land Review 2014

live in. Please see paragraph 3.6 on page 41 for the definition of self-contained housing and policies H1 - H11 on housing for further detail on our approach;

- supporting businesses and job provision by providing or retaining suitable premises to support businesses staying or expanding within Camden. Alongside this we will seek to deliver training, apprenticeships or qualification opportunities for our residents to allow them to be able to benefit from these jobs. Please see the policies E1 and E2 for more detail;
- securing the infrastructure and services to meet the needs of our growing number of residents, workers and visitors. We have identified our infrastructure needs in the schedule in Appendix 1. This includes transport, utilities, education, health, open space, emergency services needs and digital infrastructure requirements. Please see “Policy DM1 Delivery and monitoring” for more detail on our approach to infrastructure provision; and
- ensuring that growth is delivered in a way that protects amenity. Camden’s high level of amenity (the features of a place that contributes to its attractiveness and enjoyment as a place to live) is a major part of successfully promoting and managing growth in Camden. We will require developments to avoid harmful effects on amenity of existing and future occupiers and nearby properties, or where possible, to take appropriate measures to minimise potential negative impacts. More detail and guidance on our approach to amenity is contained in “Policy A1 Managing the impact of development”.

Delivering growth

Making the most of our limited land

- 2.7 We will promote the most efficient use of Camden’s land and buildings while also seeking to improve the quality of our environment, protect the amenity of occupiers and neighbours and meet its other planning objectives. It is important that development delivers not only homes, but also employment space together with the services and facilities that are needed to maintain and create healthy and sustainable communities where nobody gets left behind and everyone has a chance to succeed.

Density

- 2.8 The Council wants to encourage high quality developments with high densities (i.e. the most homes or rooms that can appropriately be delivered in a given site area) to make the most efficient use of Camden’s land and buildings, particularly in the most accessible parts of the borough (generally, the growth areas, Central London and town centres of Camden Town, Finchley Road / Swiss Cottage, Kilburn High Road, and West Hampstead).
- 2.9 The Council will expect the density of housing development to take account of the density ranges set out in the London Plan’s Sustainability Residential Quality density matrix (Table 3.2) and will refer primarily to dwelling densities measured in units per hectare. As Camden is generally well served by public transport, the Council will generally expect densities towards the higher end of the appropriate density range in the matrix, subject to taking into account all aspects of local character including heritage assets, protected views and open spaces and

having regard to the boroughs acute housing needs. Further detail on our approach to density is set out in “Policy H1 Maximising housing supply”.

- 2.10 Tall buildings are one form of high density development that can be appropriate for some uses and in some locations, subject to excellent design, protection of strategic views, good public transport accessibility and consideration of the impact on the surrounding area. Further detail on our approach to tall buildings is set out in “Policy D1 Design”.
- 2.11 Good design can increase density while protecting and enhancing the character of an area (Please see “Policy D1 Design” and “Policy D2 Heritage” for more detail on our approach to design and heritage). All development should be of excellent design quality and should sensitively consider the amenity of occupiers and neighbours and, particularly in conservation areas, the character, heritage and built form of its surroundings.

Mixed use developments

- 2.12 The provision of an appropriate mix of uses, both within areas and in individual buildings, can also contribute to successfully promoting future growth in Camden and making efficient use of its limited land. A mix of uses can:
- increase the provision of much-needed housing;
 - promote successful places that have a range of activities and are used throughout the day, increasing safety and security;
 - reduce the need to travel by locating a range of uses together and so reduce the need for some journeys, helping to cut congestion in the borough and improve air quality.
- 2.13 The Council will encourage the provision of a mix of uses in suitable locations and expect development proposals of an appropriate size in growth areas, Central London and the town centres of Camden Town, Finchley Road / Swiss Cottage and Kilburn High Road to contribute towards meeting Camden’s pressing need for self-contained housing (see “Policy H2 Maximising the supply of self-contained housing from mixed-use schemes” for further guidance on mixed use). This reflects the designation of self-contained housing as the priority land use of the Plan (see “Policy H1 Maximising housing supply” for maximising the supply of self-contained housing). The Council’s Site Allocations document and Area Action Plans identify development sites and provide guidance for their future development, including where mixed use development is appropriate.

Multi-site proposals

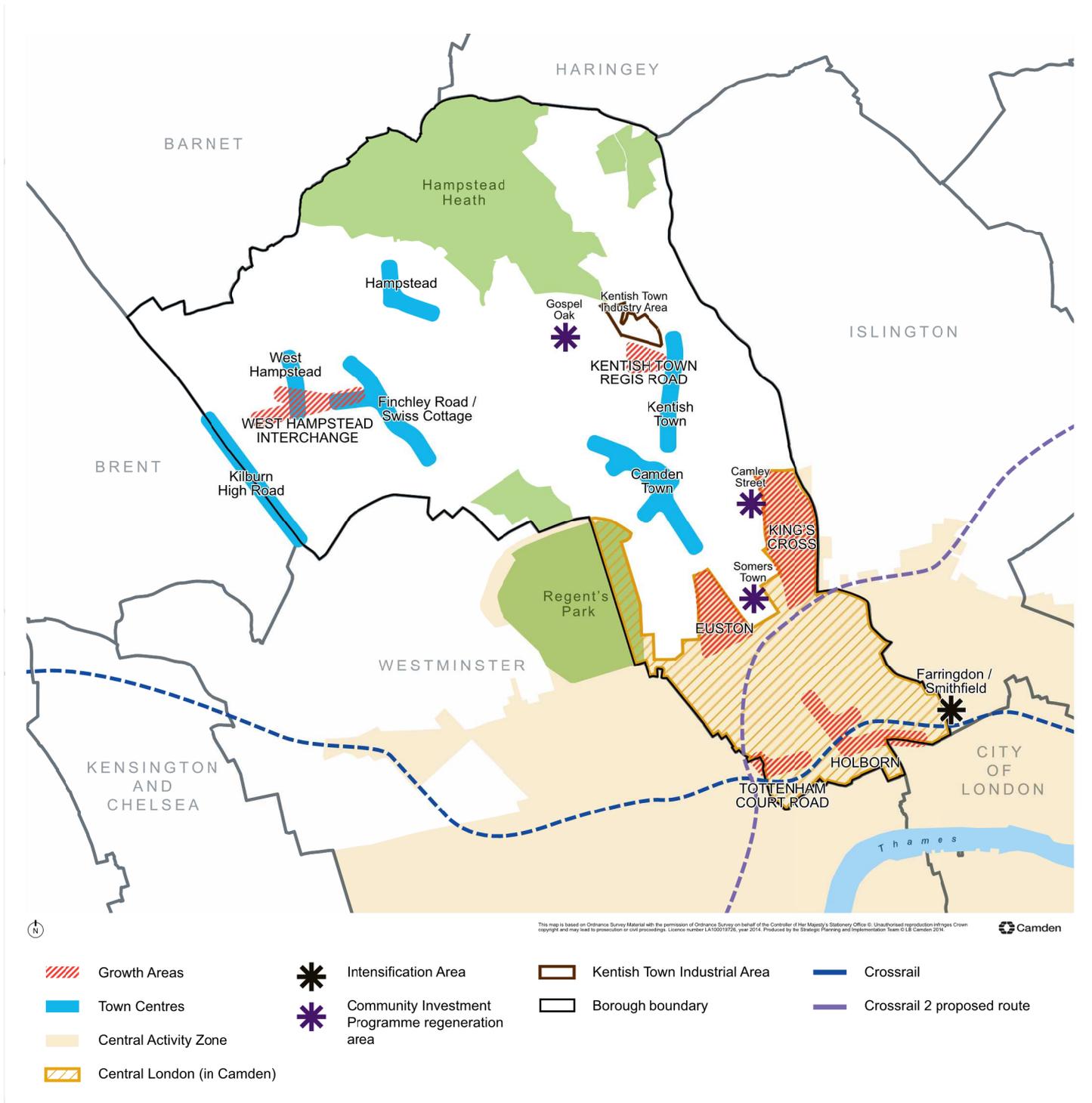
- 2.14 In certain circumstances there may be demonstrable reasons why greater benefit could be achieved to the overall objectives of this plan through considering development proposals across a number of sites, rather than as individual schemes. For example, it may be that more affordable homes, open space or community facilities could be delivered or more affordable employment space or training and apprenticeships could be secured through such an approach.
- 2.15 Therefore, where appropriate to secure public benefits, the Council will consider assessing compliance with the policies in this plan across a number of linked sites. Multi-site proposals should be planned in a coordinated manner and demonstrate that there is a clear public benefit to this approach. They should

have an agreed timeframe and means of delivery for the benefits, secured through a legal agreement.

Location of growth

- 2.16 The Council's overall spatial strategy is illustrated on "Map 1: Key Diagram" on page 21. This shows the broad locations of Camden's growth areas, town centres, main Community Investment Programme (CIP) areas (where we expect a concentration of development to be located) together with major transport schemes and main open spaces.
- 2.17 Development will also take place across Camden outside of these identified areas, although not at the same scale. Many parts of Camden, particularly in the northern part of the borough are predominantly residential in character. Substantial parts of these are designated as conservation areas, where the Council will seek to preserve and, where possible, enhance their valued character and heritage assets. It is expected that areas outside of those identified in "Policy G1 Delivery and location of growth" will experience smaller scale development and more incremental change.
- 2.18 The section below provides further detail on the parts of the borough where the most significant growth is expected to take place. As set out in policy G1, the Council will require development in the growth areas, other highly accessible locations and CIP areas to be consistent with the principles and priorities for these areas set out below.

Map 1: Key Diagram



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.

