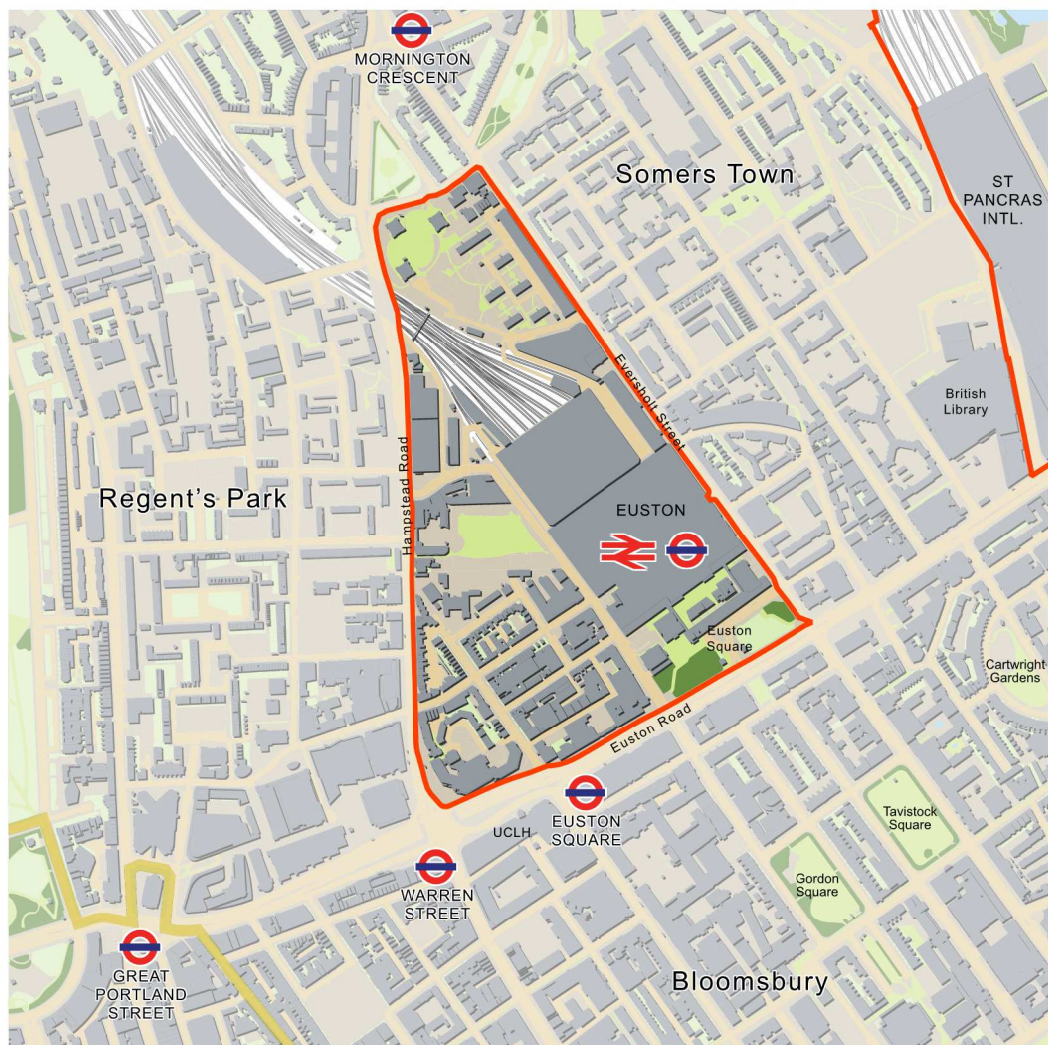


## 2.26

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

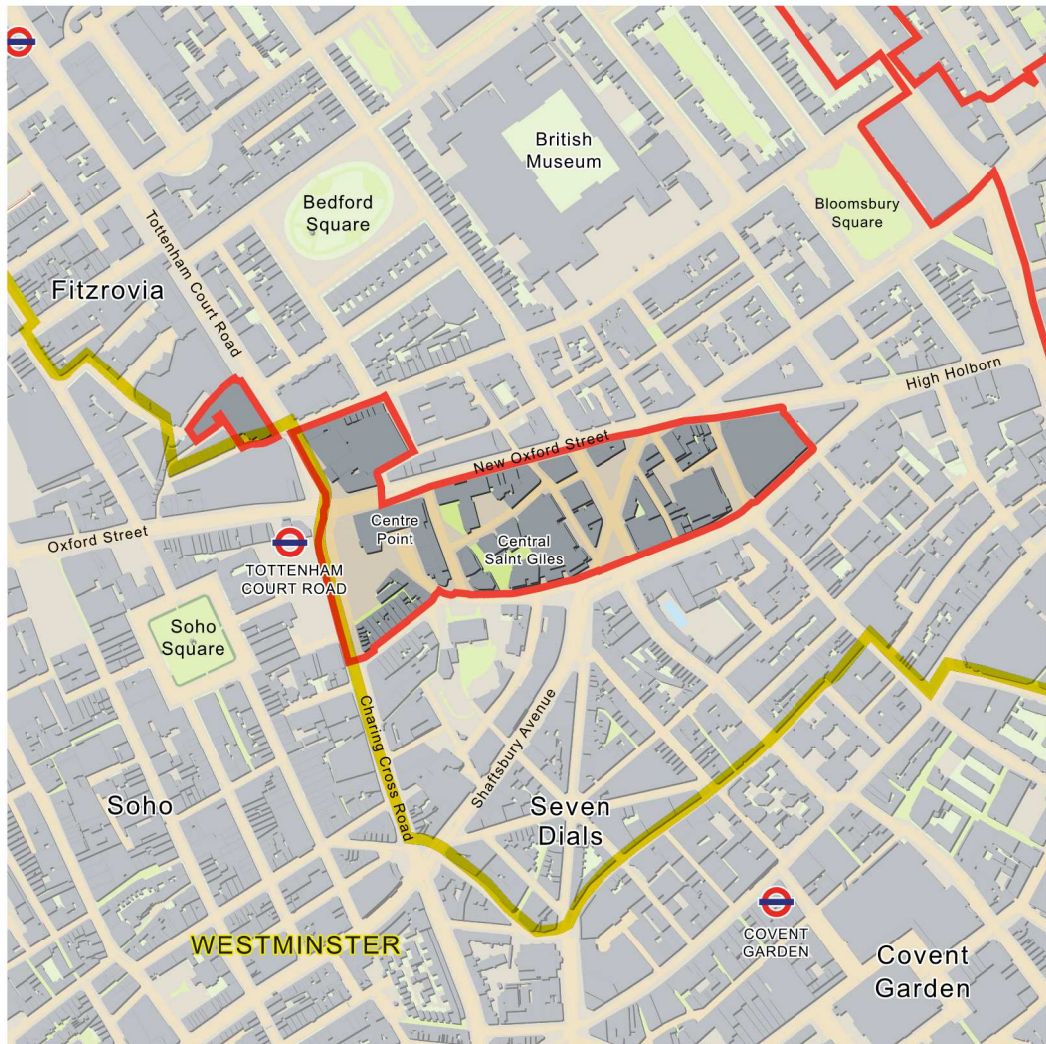




2.27

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.

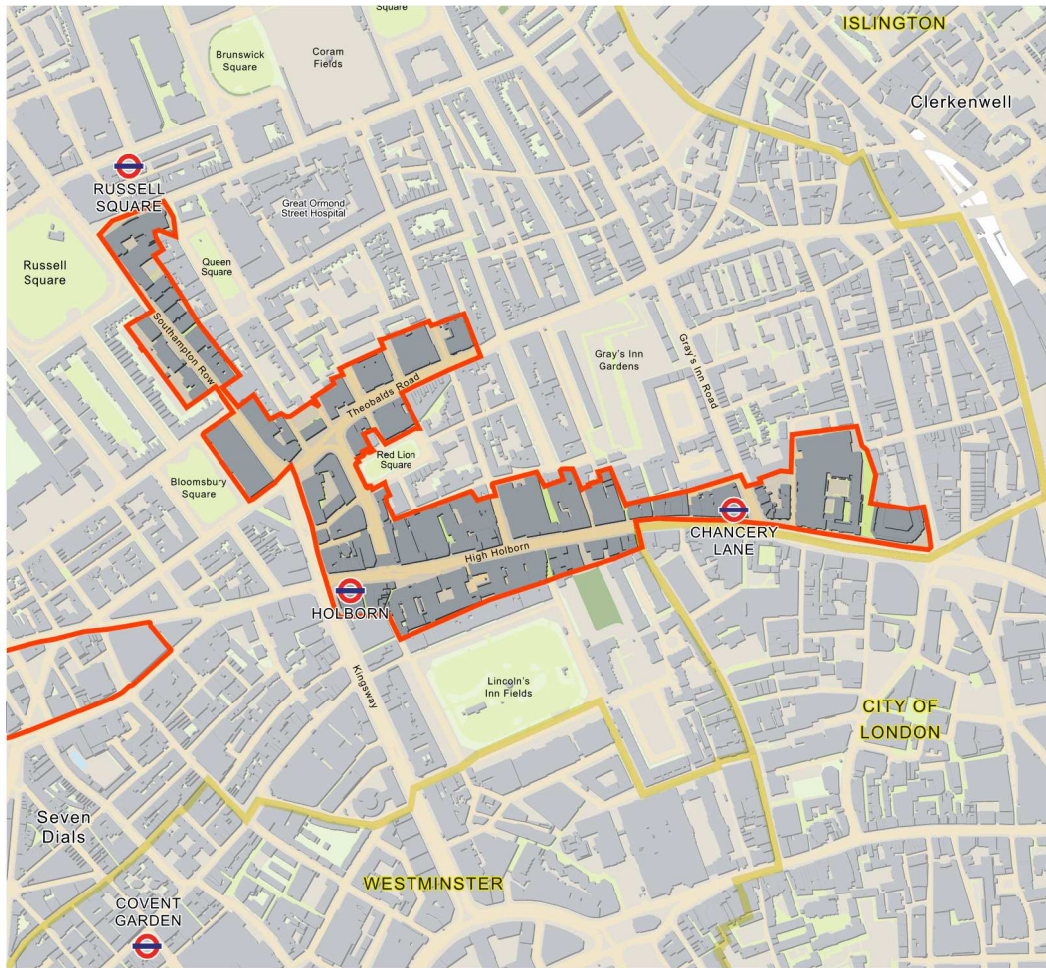
2.29

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



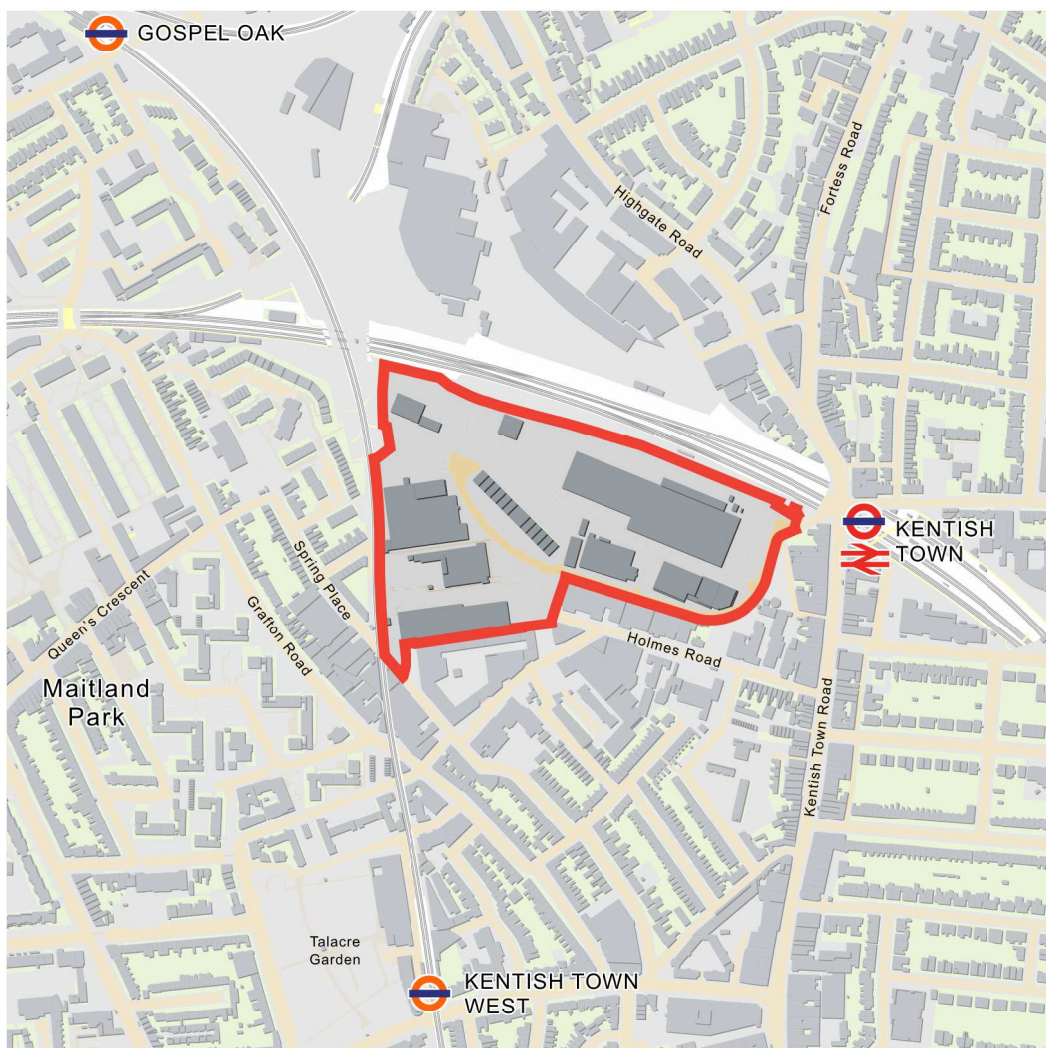
centres, taking opportunities to introduce ground floor town centre uses where the continuity of the frontage is currently broken;

- 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:

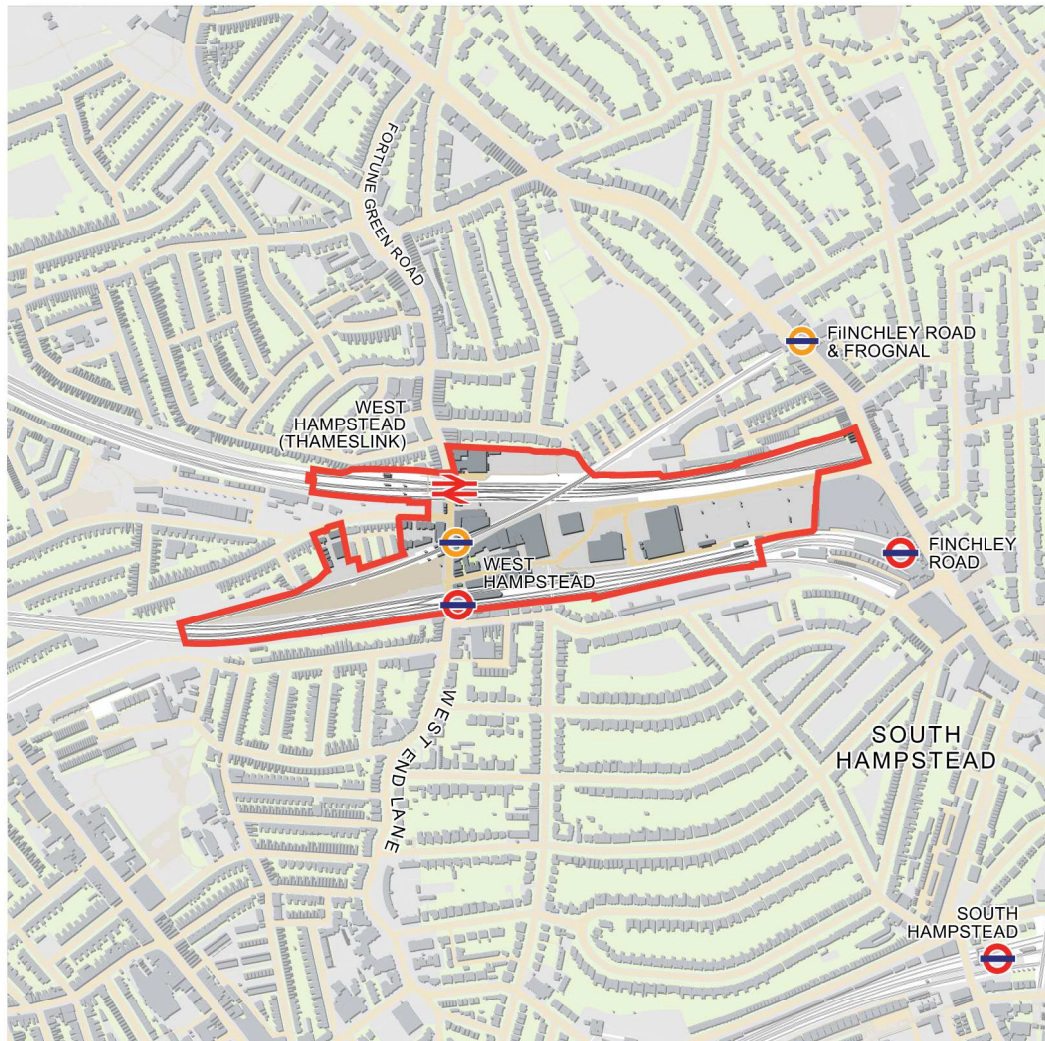
- create and reinstate pedestrian and cycling route connections within the site, to the High Street, the transport hubs, other parts of Kentish Town, and between the adjacent communities, in particular Gospel Oak;
- provide substantial new open space;
- secure public realm improvements, including at 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