

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

ensure adequate infrastructure, including transport, utilities and digital, is in place to support this growth;

- support the concentration of medical, educational, cultural and research institutions within Central London that form an integral part of the Knowledge Quarter;
- support the strategic Central Activity Zone functions;
- work together with partners to deliver the West End Project, which will transform the area around Tottenham Court Road, boosting business and create new public spaces for the community and visitors to enjoy;
- seek to ensure that development contributes to London's economic, social and cultural role while meeting the needs of local residents and respecting their quality of life;
- support residential communities within Central London by protecting amenity, promoting improved community safety and supporting community facilities;
- preserve and enhance the area's historic environment;
- promote and protect areas of specialist activity, such as the Museum Street area and Hatton Garden and take into account the specific identity of the areas within Central London when taking decisions on planning applications and in relevant initiatives and works;
- continue to designate Central London as a Clear Zone Region
- seek to improve the quality of the area's streets and places, the connections and linkages between them and the ease of movement into, around and through, the area;
- manage the location and concentration of food, drink and entertainment uses and their impact;
- recognise the importance of appropriate active frontages in attracting footfall through spaces and increasing the sense of safety; and
- support development in accordance with the guidance contained in the Site Allocations document and Fitzrovia Area Action Plan.

Town Centres

- 2.53 The borough's town centres are considered to be suitable locations for the provision of homes, shops, food, drink and entertainment uses, offices, community facilities and are particularly suitable for uses that are likely to significantly increase the demand for travel. They are considered to be suitable for higher density developments provided that they are of high quality, contribute to the character of the area taking into account conservation areas and other heritage assets and the full range of relevant Council policies and objectives.
- 2.54 Camden Town is identified for a significant amount of additional shopping floorspace over the lifetime of this Plan, in the Camden Retail and Town Centre Study (2013). Hampstead town centre is not considered to be highly accessible by public transport and therefore significant growth is not expected in this area. Please see "Policy TC1 Quantity and location of retail development" for the Council's strategy for Camden's town centres and shops, including the provision of additional retail floorspace.

Community Investment Programme

- 2.55 A significant element of Camden's expected growth will take place outside of the identified growth areas and highly accessible areas through the Council's

Community Investment Programme (CIP). The programme is Camden's response to the extensive cuts of government capital funding that continue to affect the borough. This is at a time when significant investment is required to improve Camden's schools, children's centres, community facilities and the Council's housing stock. The CIP is ensuring that the Council makes the best use of its property assets through regenerating sites and through selling sites that are now surplus to requirements because they are no longer suitable, underused or expensive to maintain. The CIP is generating funds that would not otherwise be available to reinvest into homes, schools and community facilities for our residents and is making a significant contribution to the Camden Plan.

- 2.56 The CIP is delivering in locations across Camden. It is a good example of where a mixed use and multi site approach is delivering growth and where the benefits of the growth are being harnessed for the good of Camden's residents. The CIP is a long-term programme projected to deliver 3,050 new homes, including both new council housing for rent (450) and replacement council rented accommodation (650), intermediate housing (300) and new and replacement private homes (1,650). The CIP will assist the Council in meeting identified housing need and London Plan targets.
- 2.57 The CIP is a key component of how we are investing in our communities and improving facilities for residents. CIP is investing £117m by 2016/17 in 53 schools and children's centres, improving educational facilities across the borough and creating 420 much needed school places in the north-west of the borough. The CIP is also committed to deliver 9000 sqm of improved community facilities and spaces, provide accommodation for new adult social care services and ensure the homes built are sustainable and energy efficient. The CIP is involving local people in changes to their area, providing opportunities for residents to influence proposals and the designs of developments.
- 2.58 The programme is also creating local employment opportunities by promoting construction contracts to local small businesses and securing apprenticeships and work experience placements, ensuring local people are equipped with the skills needed to move forward into employment.
- 2.59 Schemes are worked up in consultation with the residents and stakeholders. A specific example of this is the 1-30 Camden Street and 67-72 Plender Street Council CIP scheme. This scheme has planning permission for the redevelopment of a former community centre, sports pitch, changing rooms, single storey shops and garages to provide an improved community centre and changing rooms, new open space, 31 market homes and 14 affordable homes, together with replacement shops.
- 2.60 Three of the spatial areas of focus of the CIP are estate and area regeneration work in Gospel Oak, Somers Town and Camley Street. Priorities for these areas are set out below.

Gospel Oak

- 2.61 Gospel Oak, is a predominately residential area comprised of six core estates in the north of the borough. It has been identified as a priority area due to high levels of relative deprivation and significant housing challenges. Poor quality design, overcrowding and the age of buildings means that much of the

housing stock is in need of significant investment in order to meet the Decent Homes Standard.

- 2.62 In conjunction with the community, the Council is developing a strategic framework for the area, which will set out the overarching principles for the regeneration of Gospel Oak and guide investment into the area over the short, medium and long-term.
- 2.63 Through community engagement with local residents, businesses and community groups, the following priorities for Gospel Oak have been identified:
- new and improved housing;
 - improved community safety through better street design;
 - greater opportunities for jobs and training;
 - support for local businesses and new enterprises;
 - regeneration of Queen's Crescent through improvements to the street environment and a better mix of market/retail offer;
 - greater legibility throughout the area;
 - better community facilities, that are coordinated and tailored to community needs;
 - new and improved quality open spaces; and
 - primary school expansion to meet the needs of a growing population if required.
- 2.64 The regeneration will focus primarily on improving the quality of housing stock but also offers the potential to create an improved physical environment and enhanced connectivity as well as address a number of social and economic issues. Numerous opportunities have been identified to improve conditions and local facilities. The redevelopment of Bacton Low Rise Estate has already commenced and a range of options are currently being explored with the local community for other estates and areas.

Somers Town

- 2.65 Located between the two major growth areas of King's Cross and Euston, Somers Town is surrounded by change and there is a need to ensure that the benefits of growth are harnessed for the local area and community. The area is one of the most deprived wards in the country and has a high proportion of socially rented tenants in accommodation in need of investment, above average overcrowded housing and community facilities in need of investment, such as Edith Neville School. The Somers Town Neighbourhood Forum is established for the area and are developing a Neighbourhood Plan. Alongside this, given Camden's substantial land ownership the Somers Town Community Investment Programme has been drawn up to establish whether greater benefit to the community and the Council could be derived from looking beyond the individual site boundaries and at the area as a whole.
- 2.66 Through community engagement with local residents, businesses and community groups, Camden has been working with the community and agreed reinvestment priorities for the area. All current and future projects should be

designed to deliver against these agreed priorities:

- Housing
- Getting about
- Education and community facilities
- Open space
- Community safety
- Jobs and training
- Health

- 2.67 By looking at the area strategically, the programme explores opportunities to:
- provide resources to improve the environment for tenants and leaseholders of the Council's housing estates;
 - consider tenure and housing mix strategically across the area;
 - consider the spaces between the buildings and how they work together to create a cohesive, attractive and functional place;
 - cross subsidise development from one site to another ensuring reinvestment across the area to meet the agreed priorities; and
 - engage in a strategic dialogue with the community in relation to issues that affect the wider area.

Camley Street

- 2.68 The east side of Camley Street, between and Agar Grove and Regent's Canal accommodates mainly industrial, storage and distribution uses, within predominantly single storey premises. Camden owns the freehold of this land, including sites that could be brought forward in the short term, and is currently considering options for its landholdings to facilitate future redevelopment as part of the CIP.
- 2.69 The area around Camley Street is undergoing significant change. Central London is extending northwards with the King's Cross Central development and the emergence of the Knowledge Quarter based around King's Cross/Euston and Camden Town is growing as a creative industries hub. In this changing context, the current employment premises at Camley Street fail to make the most efficient use of land. However, the area is also isolated and relatively inaccessible given its location, and this would need to be addressed alongside change in the area.
- 2.70 The Camley Street Neighbourhood Forum is a partnership between local residents and businesses, and covers the employment uses to the east of Camley Street, along with Elm Village, a residential area to the west. Its vision is "to make our neighbourhood the nicest possible place it can be – to make it an area that's economically vibrant, socially connected, and generally the nicest, greenest, safest place to live and work it can possibly be". The Council will continue to liaise closely with the Forum in order to take forward proposals for Camley Street .
- 2.71 The Council will produce a Vision/ Planning framework, to ensure that growth and change takes place in an integrated and sustainable way, addresses public realm and connectivity issues, and is underpinned by a clear vision and employment strategy. It will also consider how this change could fit in with the wider area, including the relationship with site allocations to the south at 4 St Pancras Way (St Pancras Hospital – Site Allocation no. 6), Bangor Wharf (Site

Allocation no. 35), Pratt Street/ Georgiana Street/ Royal College Street (Site Allocation no. 36) and 24 - 58 Royal College Street (Site Allocation no. 37).

2.72

Key emerging priorities for the area include:

- creating a more vibrant, attractive area that builds on its location adjacent to King's Cross Central and close to Camden Town;
- enhanced connectivity and public realm, with more active overlooking of the street at different times of the day;
- creating new public spaces and greening of the street environment; and
- making more efficient and intensive use of land, taking opportunities to provide a mix of uses, including new housing and employment floor space.

3. Meeting Housing Needs