

Camden Site Allocations

Local Development Framework

Proposed Submission Document

March 2012



Have your say:

We are seeking representations on this document which deals with the future development of land and buildings on some of the larger sites in Camden.

This document sits alongside the adopted Core Strategy and Development Policies and together form part of the Local Development Framework.

This is the final stage of preparation of this document and it allows you to have a further say on the Site Allocations Development Plan Document and whether you are satisfied with its “soundness”.¹

How:

Visit: www.camden.gov.uk/ldf and click “site allocations”

You can also make your representations in the following ways:

By post: Sites Development Team
Sixth Floor
London Borough of Camden
Town Hall Extension, Argyle Street
LONDON WC1H 8EQ

By email: planning.sites@camden.gov.uk

By web: www.camden.gov.uk/ldf

Please send your response by 1 May 2012

¹ This a term used in Government legislation and regulations and further details on what this means are included in consultation information and on our website

Camden Site Allocations: Proposed Submission

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1 Introduction

We have been preparing the next generation of Camden's planning policies. These are a group of documents setting out our planning strategy and policies and are called a **Local Development Framework (LDF)**.

Our Local Development Framework replaces the Camden Unitary Development Plan (UDP) which was adopted in June 2006 and this document sets out our planning approach for specific sites and will affect how we make decisions on planning applications.

What are Site Allocations?

The **Site Allocations Development Plan Document (DPD)** will set out the Council's proposals for land and buildings on significant sites which are likely to be subject to development proposals during the lifetime of the LDF (2010-2025). These allocations are intended to assist in delivering the priorities and objectives of the Council's Core Strategy and the London Plan.

Allocations will generally set out a preferred use or mix of uses for a specific site. They may also set out further detail of policy context and criteria and guidance for development of sites and to set out other objectives to meet local needs and wider area requirements.

These allocations will need to be consistent with the Council's Core Strategy and Development Policies and the sites and buildings.

The Proposed Submission Document

This is the fourth version in the preparation of our Site Allocations DPD. This document follows on from our **Issues and Options** and **Preferred Approach** consultations in 2008 and 2009 and **Additional Sites** consultations in 2010. This document is the proposed **Submission Version** of the Site Allocations DPD for final representations. This document has been prepared in the context and consideration of:

- Emerging Government Legislation and Policy
- Alterations to the London Plan
- The adopted Core Strategy and Development Policies
- Responses from earlier stages of consultation
- Development of the Sustainability Appraisal
- Engagement with developers and landowners
- Planning decisions
- Other evidence we have collected and commissioned
- Placeshaping and infrastructure plans
- Camden's Community Strategy and other plans and strategies

What does this document cover?

The proposed submission document:

- Sets out the policy context and where this document sits in relation to other LDF documents
- Explains the process for producing this DPD and how to respond
- Highlights the Core Strategy context which underpins the broad approach
- Identifies key Growth Areas and the Council's objectives for these
- Identifies a number of significant sites and sets out an approach for each of them

Relationships to other documents and strategies

Camden's Local Development Framework

This contains a number of other documents that will complement and contribute to the Site Allocations DPD. These are:

- **Core Strategy** - this DPD sets out the key elements of the Council's planning vision and spatial strategy for the borough. All of our other planning documents must be consistent with it. The Core Strategy was adopted in November 2010.
- **Proposals Map** - allocated sites will be included in this part of the LDF which will provide a graphic representation of the Council's spatial policies
- **Development Policies** - this DPD supports the Core Strategy by setting out additional planning policies the Council will use when making decisions on applications for planning permission. Development Policies were adopted in November 2010.
- **Area Action Plans** – these provide more detailed planning guidance for areas that are subject to more significant development pressures or change and can set out more specific objectives for those areas. An Area Action Plan is being prepared for the Fitzrovia area.
- **North London Waste Plan** - this DPD will set out policies relating to waste and identify sites for major recycling and other waste handling facilities in North London. It has been prepared jointly by Camden and the six other boroughs in the North London Waste Authority area. This was submitted in February 2012.
- **Supplementary Planning Documents (SPD)** - these will provide additional detailed guidance on how the Council's planning strategy and policies will be implemented for specific topics, areas or sites. In some cases more detailed explanation is needed to guide the development of sites and these might be in the form of planning briefs.

London Plan

The Mayor of London's revised London Plan 2011 provides the London-wide context for borough planning policies and the documents in our Local Development Framework must be in general conformity. The London Plan provides a social, economic and environmental framework for the future development of the capital. Alongside the documents in the Local Development Framework, the London Plan forms part of the statutory development plan for Camden; the starting point for decisions on planning applications in the borough.

The London Plan has significant implications for this document as it establishes the principles on which the Core Strategy and Development Policies have been based, which in turn affect what this Sites Allocations DPD includes. For example, it establishes the Opportunity Areas and Areas for Intensification where major new development is anticipated in London.

Other Camden Strategies

The Core Strategy explains in more detail how the LDF is intended to express the Council's overarching community strategy. Our Local Development Framework documents need to take these other plans and strategies into account and how they may influence the use of Camden's land and how these places may positively change.

They will seek to contribute to achieve the vision of Camden's Community Strategy and other relevant strategies. Camden Together, the Council's Community Strategy 2007 – 2012, sets out the shared vision and strategy for the borough of the Camden and its partners.

Camden has many other strategies that cover the broad range of the Council's work in Placemaking. Strategies relevant to the Local Development Framework include the Housing Strategy; Safer Camden Strategy; Camden's Biodiversity Action Plan; Air Quality Strategy;

Children and Young People's Plan; Community Investment Programme; Place Plans and the Local Implementation Plan (LIP), which sets out Camden's transport objectives, schemes and programmes.

Place Shaping

Place plans are being prepared for different areas. Placeshaping encourages an integrated approach to development by focusing on and creating better social, physical and economic environments.

By drawing together sites and proposals in specific areas, opportunities may be identified and arise to be able to meet local needs and priorities in improving access to jobs and homes, transport, the public realm and pedestrian routes, local community infrastructure and creating balanced communities.

This Site Allocations DPD, the Core Strategy and the Place Shaping agenda are strongly linked and have continued to contribute to each other as these have evolved.

Sustainability Appraisal and other assessments

We need to carry out a sustainability appraisal of Local Development Framework documents. Sustainability appraisal promotes sustainable strategies and policies through an assessment of their environmental, social and economic impacts. This allows us to identify and minimise any potential harmful impacts and maximise beneficial impacts. A sustainability appraisal has been prepared during the process and forms part of this consultation. The Site Allocations DPD provides a balanced package of allocations which will positively contribute to the sustainable growth of the Borough.

We have also carried out other assessments during preparation of this document this includes a Habitats Directive and an Equalities Impact assessment. Crime and safety is highlighted in our Community Strategy and Cores Strategy as key issues for the borough and these issues have also been considered in the context of the guidance provided for sites.

A range of other evidence has been used to support the approach of this document.

Monitoring and Implementation

There are many factors that will influence the implementation and delivery of the proposals set out in this document including land assembly and changes in ownership, funding and the economy.

To be effective it is essential that the Site Allocations DPD can be deliverable.

Camden has considered how sites will be delivered over the plan period and has mechanisms to implement, monitor and review the document. Monitoring the delivery of the Site Allocations DPD will be carried out primarily through an Annual Monitoring Report (AMR) which will in turn assist with the future review of the LDF and related documents. This includes reviewing the delivery of associated infrastructure such as improved transport and community facilities which forms part of our Core Strategy.

Allocations will be monitored on an annual basis to assess progress on implementation. This will run alongside the Council's housing trajectory and the need to have an identified and sufficient "pipeline" supply of housing to meet our targets.

What happens next?

In preparing the Site Allocations DPD we have to follow a statutory process. The next stages in this process are set out below:

- Seeking representations on the Council's "**proposed submission**", alongside the sustainability appraisal (March to May 2012). This is the current stage.
- Finalising a "**submission**" document and final sustainability appraisal report
- Submitting it to the Government (planned for June 2012)
- A **public examination** where the document is assessed by an independent inspector (Autumn 2012) ²
- Publication of the **Inspector's report**, which is binding on the Council (Winter 2012)
- **Adoption** of the Camden Site Allocations DPD by the Council (Early 2013)

² This and subsequent stages are dependent on a programme to be agreed with the Planning Inspectorate

Camden's Spatial Objectives

Managing Growth

Camden is growing. It has been estimated in the Core Strategy that its population could increase by up to 36,000 people by 2026³, while London may grow by over a million people over the same period. Future growth in Camden will be largely due to there being more births than deaths in the borough, although in-migration will also be a factor.

The forecast growth in population will be accompanied by an increase in the number of homes and demands of other land uses in the borough. The Mayor of London's London Plan contains a minimum ten year target of 6650 additional homes in Camden from 2011 to 2021. (or an annual monitoring target of 665 p.a.)

National planning policy also promotes increasing the supply of housing and the Government has sought an increase of deliverable sites within local authorities five year land supply emphasising the importance of new housing. As well as housing and social needs, economic growth needs to be supported and these allocations also aim to support mixed developments and appropriate provision and protection of employment generating uses. These are needed to maintain Camden's role in the wider London economy and offer employment prospects for its population, whether it be in new offices, shops or industrial units or in their construction.

The Sites Allocations DPD must be consistent with National Policy, the Core Strategy and in general conformity with the London Plan. Camden's character and inner London location mean we face specific challenges in dealing with this growth.

A sustainable Camden that adapts to a growing population is one of the four themes within the vision of *Camden Together*, Camden's Community Strategy. The Community Strategy says that we will find ways to adapt to Camden's growing population while protecting, promoting and enhancing our environment for us and for future generations.

The Core Strategy is one of the main mechanisms for achieving this aim, setting out the Council's overall strategy in relation to growth, where it happens and how it is managed. This will be done by:

- Promoting specific areas for development and growth
- Making the best use of limited land
- Making housing the priority land use of the LDF and securing affordable housing
- Managing the impacts of growth and development and protecting the amenity of residents, workers and visitors
- Supporting town centres and shops
- Promoting mixed use development in achieving sustainable economic growth
- Securing a strong economy including support for a diverse and beneficial range of economic uses
- Supporting the role of the Central London area as part of a vibrant city
- Ensuring the provision of facilities and services to meet identified needs
- Promoting access to facilities and opportunities
- Promoting sustainable transport
- Promoting higher development standards to tackle climate change

³ Figures supporting the revised London Plan now anticipate a growth of 19,400 people by 2026.

- Protecting and promoting our historic environment, high quality places and excellence in design
- Protecting and improving parks and open spaces
- Improve health and well-being
- Making Camden a safer place
- Making Camden a low waste borough
- Identifying infrastructure needs and helping to deliver programmes

The Sites Allocations DPD translates this strategy to the site level.

Growth Areas and Development Sites

As Camden is already highly built up and has many places that are highly valued by local people, we face specific challenges in how to adapt to our growing population while improving and protecting our environment and how to get the right kind of development in the right places.

The adopted Core Strategy seeks to manage growth and distribution through:

- Promoting a concentration of development in the growth areas of King's Cross, Euston, Tottenham Court Road, Holborn and West Hampstead (Policy CS2).
- Promoting appropriate 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 (Policy CS3).
- Promoting more limited change elsewhere (Policy CS4).

The London Plan also identifies our Growth Areas as being suitable for higher density redevelopment (called Opportunity Areas and Areas for Intensification) where it is expected that they can accommodate a significant amount of new jobs and homes. These are based largely around transport interchanges where high accessibility already exists or increased capacity is planned.

The Mayor's expectations for jobs and homes in these areas are set out in the table below⁴.

London Plan growth areas in Camden (Source: London Plan; 2011)

	Minimum homes* 2006-2031	Indicative jobs* 2006-2031
Opportunity Areas		
King's Cross	1,900	25,000
Euston	1,000	5,000
Tottenham Court Road (part in Westminster)	420	5,000
Areas for Intensification		
Holborn	200	2,000
West Hampstead Interchange	800	100
Farringdon/Smithfield (mainly in City of London / Islington)	850	2,500

**Note: respective targets have either been retained or changed in the 2011 London Plan*

The Council's overall strategy for managing future growth in Camden is to promote the provision of homes, jobs and other facilities in areas with significant redevelopment opportunities at, or

⁴ The London Plan notes at Annex 1 A1.3 that in some areas the transport system would not currently support this level of growth and developer contributions may be required to underpin enhancements.

near, transport hubs, and support appropriate development at other accessible locations, with more limited change elsewhere. This approach will:

- Focus growth on places that can support higher density development, reducing pressure for substantial development in other areas (although inevitably some forms of development will take place throughout the borough).
- Allow us to better “shape” places by promoting high quality design of buildings and places, securing necessary infrastructure, providing an appropriate mix of uses, including community facilities, and securing regeneration benefits.
- Through promoting larger schemes, increase our ability to provide more sustainable places, for example by maximising opportunities for local power and heating.

This document is organised into sections which reflect these growth areas and highly accessible locations.

Site Allocations

Identifying Sites

The potential for new development can occur when:

- Buildings and/or uses are no longer required and become surplus to requirements
- Needs or opportunities are identified for new uses
- There are opportunities for intensification involving demolition and rebuilding
- Buildings deteriorate and they come to the end of their useful life
- Land is assembled to create larger potential redevelopment sites
- Existing occupiers and activities need to expand
- “Windfalls” emerge as land ownership changes or businesses or other uses close down or relocate

Site Search

A variety of sources have been considered in drawing up this document including:

- Engagement with land owners and developers
- Consultations on Issues and Options and Preferred Approach stages
- Development monitoring and planning decisions
- Planning database and planning inquiries
- London Housing Capacity Study 2004 & 2009
- Existing UDP land use schedule
- Camden Core Strategy
- Annual Monitoring Report
- Public agency asset management and development strategies
- London Plan and Sub Regional Development frameworks
- Employment Land Review 2008
- Valuation Office vacancy records
- Analysis of previous windfall sources
- Council regeneration and disposal strategies and plans
- Research and site searches

Criteria for Site Selection

Many sites may have development potential, but this document cannot identify and allocate every one. Major sites considered for allocation and inclusion in the document will generally be above 0.1 hectare. Other sites may be important locally, but the document needs to focus on those most likely to make a significant contribution to the objectives of the Core Strategy, and development policies will be sufficient to guide future planning decisions on the vast majority of other sites.

In order to fulfil the objectives of the Core Strategy site allocations must also be available, realistic and with reasonable prospects of success. Some sites may already have planning permission, but may not have been started or completed.

In some cases, sites promoted for development by developers and land owners may not be included. Reasons for this can vary, but they could involve potential proposals which are contrary to the Core Strategy and involve policy restrictions or other constraints that indicate a level of detail and assessment is required at a planning application level.

Examples of such constraints might include: a particularly sensitive historic setting (e.g. the inclusion of listed buildings and other heritage assets); open space designations; existing important uses that need to be protected by policy; strategic viewing corridors; and a site capacity which indicates that generating significant additional floorspace or housing unit numbers may not be immediately evident without looking at detailed proposals.

However, because a site is not included in this document it does not imply that they are unimportant. The future availability and development of other sites will still be expected to meet the objectives and priorities of the LDF and its policies and requirements. In a very built up borough like Camden we rely on mainly smaller sites to deliver most of our new housing and many shops, workspaces and community facilities are delivered through re-use or refurbishment of existing buildings.

The allocation of specific sites for certain other needs and facilities may not be appropriate or warranted; the Core Strategy and Development Policies explicitly protect and support such facilities and appropriate provision can be secured through the operation of other policies and other planning documents. **Appendix 1 – Key Infrastructure Programmes and Projects of the Core Strategy** also sets out the key infrastructure requirements and their means of delivery across Camden.

Future monitoring and review will identify whether objectives for supporting infrastructure and identifying an adequate supply of land for housing, whilst supporting economic growth and other social objectives are being met. If not, other sites may need to be identified.

Development Policies and Standards

This guidance is intended to provide guidance for a range of different sites with different characteristics and in different areas; however development will still be expected to comply with other relevant generic policies and development standards to deliver high quality and sustainable development.

The guidance is intended to highlight more specific opportunities, objectives and requirements rather than repeating other policies and standards outlined elsewhere, and which will still apply to most forms of new development.

It will be expected that development proposals will be in accordance with the allocation guidance set out in this document, unless it can be demonstrated that changing circumstances or other new site specific considerations have arisen that indicate an alternative type of development, which still accords with other relevant policies, is more appropriate and meets other planning objectives.

The requirements identified are not exhaustive and proposals for sites will be required to show how they meet a range of standards and satisfy a range of planning objectives to comply with relevant policies, for example housing design standards, minimising impacts on existing residents, car free housing, and sustainable and energy efficient design.

This document must therefore be read in conjunction with the London Plan, adopted LDF Core Strategy and Development Policy DPDs and other supplementary guidance in order to prepare acceptable proposals.

Viability and Mixed Use Development

It is recognised that development decisions mean weighing up a number of factors in determining whether to develop sites or buildings. Being overly prescriptive in requirements may deter development which may otherwise be encouraged to take place. However, there are key

objectives and priorities that the Council is rightly keen to support, such as maximising housing and especially affordable housing, particularly in Central London, but also across the Borough.

The delivery of new public open spaces, community facilities and other local infrastructure (such as new energy networks) though come at a cost and these all need to be balanced against each other to support and deliver viable and sustainable development. The nature of funding and the needs of existing occupiers and activities that can benefit the Borough also need to be recognised when assessing proposals and this is reflected in Policy DP1 and where appropriate in this DPD.

Rather than repeating viability as a factor throughout the guidance it is highlighted here that viability of development will be taken into account when proposals come forward and depending on the nature of proposals some objectives may have higher priority in the circumstances at that particular time than others.

Funding for Crossrail, whether through the use of s106 agreements or the adopted Community Infrastructure Levy, is a key priority in the London Plan and will be another factor which needs to be taken into account.

Infrastructure

Thames Water has identified a potential need to improve water supply capability and waste water services infrastructure to support the development of a number of the sites identified in this document. These are listed in an appendix at the end of this document, along with additional site specific notes on waste water/ water supply issues where relevant. Any issues would need to be addressed as part of the planning application process, where such issues exist. **Key Infrastructure Programmes and Projects at Appendix 1 of the Core Strategy** also includes further infrastructure requirements and their means of delivery across Camden.

Gypsies and Travellers

In line with the Core Strategy the Council will be seeking to identify sufficient and appropriate provision for gypsies and travellers. The Core Strategy includes planning policy to protect existing sites and against which new site provision will be determined.

In line with the new approaches outlined through changing Government guidance and the London Plan, the Council has recognised and identified a specific local need for extra provision (as opposed to being a target driven response) and has obtained funding from the Homes and Communities Agency to support such provision.

No specific sites have been identified at this time and this will involve additional time and work in carrying out consultation and identifying potential sites or alternative solutions to meet identified local needs. Gypsy and Traveller site allocations are therefore not the subject of this current DPD. The Council intends to bring forward sites either through obtaining planning permission and funding schemes or through future review of relevant plans. Additional policy may need to be produced to support the intended provision that emerges in the future.

2 King's Cross and St. Pancras Area

King's Cross is the borough's largest development area providing the opportunity to create a vibrant and successful new quarter for London. It lies within Camden's Central London area and has the best public transport accessibility in London with five tube lines, suburban, national and international train services and numerous bus services.

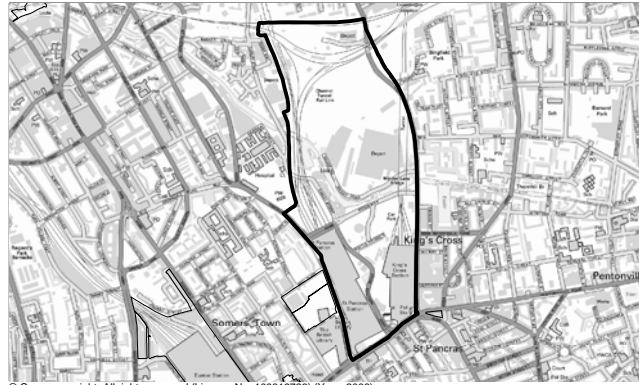
The King's Cross growth area is surrounded by the residential communities of Somers Town and Elm Village to the west, Maiden Lane to the north, King's Cross to the south and Thornhill (within Islington) to the east. Some of these communities are among the most deprived in the country. It is therefore vital that the growth area is redeveloped in a way that brings benefits to, and links to, its surrounding communities.

The Council's aspiration for King's Cross as set out in the Core Strategy is to secure a vibrant, attractive, safe destination with a mix of uses, in particular offices, homes, retail, leisure and community facilities, which:

- supports and increases the borough's contribution to London's role as a world business, commercial and cultural centre
- integrates with surrounding areas and communities, economically, socially and physically
- creates job and training opportunities for local people and contributes significantly to the regeneration of neighbouring communities
- helps to meet the full range of housing, education, social and healthcare needs in Camden and beyond
- maximises opportunities for walking, cycling and the use of public transport, to and through the area
- improves community safety and reduces opportunities for crime and anti-social behaviour
- enhances features of historic and conservation importance
- meets the highest feasible environmental standards.

The Council has identified a number of major development sites within this area. It is expected that these will contribute to meeting these objectives outlined above which are derived from the Core Strategy.

Site 1: King's Cross Growth Area



Site Details

Area:	537,000 sq m
Ownership:	Various including Network Rail and King's Cross Central General Partners Limited
Existing Use:	Stations and railway infrastructure, part vacant, part occupied mixed uses
Ward:	St Pancras and Somers Town

Planning Context

Planning Designations

Growth Area:	King's Cross Opportunity Area
Central London Area	
Transport Proposals:	Channel Tunnel Rail Link(HS1); Chelsea-Hackney Line; King's Cross-St Pancras Underground Station; Capital Connect (ex-Thameslink 2000).
Conservation Areas:	Regent's Canal (in part); Kings Cross/St Pancras
Listed Buildings:	There are 10 listed buildings located throughout this site including the Grade I listed King's Cross and St Pancras Stations.
Archaeological Priority Area:	St Pancras
Open Spaces:	<ul style="list-style-type: none"> - Public: Regent's Canal (Metropolitan Site of Nature Conservation Importance). - Private: Camley Street Natural Park (Local Nature Reserve and Metropolitan Site of Nature Conservation Importance).

Metropolitan Walk and Green Corridor cross the site.

Strategic Viewing Corridors: Parliament Hill and Kenwood to St Paul's Cathedral and lateral assessment areas - cross parts of the site

Other Information

Planning Brief adopted 14 January 2004.

National Grid's underground high voltage electricity transmission cables are in proximity to this site.

Public transport accessibility level: excellent (6b)

Relevant Planning Applications

There have been a range of applications and approvals under a variety of legislative processes for projects such as: Channel Tunnel Rail Link; Underground Station Improvements; Thameslink (First Capital Connect) upgrade; St Pancras Chambers and St Pancras International Station and King's Cross Station. The main opportunity site is for King's Cross Central, which is detailed below.

Outline planning permission (2004/2307/P), granted December 2006 (with associated legal agreement), for a high density mixed use development. The development includes:

- 1700 homes, of which 750 will be affordable, including 650 units of student housing
- commercial employment space, including offices, retail and hotels
- the creation of up to 25,000 jobs
- an energy centre/ combined heat and power district heating system
- educational facilities, including University of the Arts and a primary school
- a construction training centre and skills and recruitment centre
- leisure and community facilities, including a theatre, sports hall, swimming pool and fitness centre and a multi-use games area
- new streets, public spaces and parks

Reserved Matters and related applications have been submitted in the context of this outline permission, with details approved for a number of buildings, including:

- Eastern Goods Yard (University of the Arts) (2007/5228/P) - 55,190sqm of mixed uses including D1, B1 and A1-A5 uses; University of the Arts now open and occupied
- R2 (2008/5052/P) - 48,522 sqm of mixed uses including A1-A5, B1 and/ or D1 uses;
- T1 (2009/0415/P) - 32,195 sqm of residential led mixed uses including 102 residential units, A1-A5, D2, and energy plant centre and car park;
- T6 (2010/4468/P) - 22,252 sqm comprising student housing(657) and A1-A4 uses;
- R4 (2010/0389/P - 11,761 sqm of residential led mixed uses (117 units) comprising A1, A5, B1, D1 or D2 uses;
- R5 North (2011/0431/P) - 14,237 sqm of residential (143 units)led mixed uses including A1-A4, B1 and/ or D1 uses;
- B2 (2010/0864/P) - 7,098 sqm of mixed uses including B1, A1-A5 and a subway entrance to King's Cross St Pancras underground station;
- B4 (2010/0868/P) - 16,824 sqm of mixed uses including B1 and A1-A5 uses;
- B6 (2010/0870/P) - 20,853 sqm of mixed uses including B1 and A1-A5 uses;
- J ("Arthouse") – 143 units with commercial uses
- B3 (2011/4090/P) comprising 2,772sqm of leisure centre facilities, 2,066sqm of public library and access centre (Class D1/B1) and 15,182 sqm of offices
- B1 (2011/5341/P) – 42,035 sqm of mixed uses including B1 and A1-A5 uses

A number of these elements of the overall scheme are on site.

Kings Cross Triangle (part in Camden): (2004/2311/P) Permission granted on appeal for a mixed use development comprising residential, retail, food and drink and financial and professional services, a health and fitness centre, a medi-centre facility with the potential to incorporate a crèche and community facilities

Site allocation guidance

A comprehensive and phased mixed-use development of former railway lands.

Development will be expected to:

- Be carried out in accordance with the Council's Core Strategy approach to the King's Cross Growth Area

- Take account of key objectives set out in the adopted planning brief where they remain relevant
- Within the Kings Cross Central site, be carried out in accordance with the outline planning permission (reference: 2004/2307/P), section 106 agreement and associated permissions
- Support an appropriate balance of retail and food and drink uses within and around the stations for travellers and the local residents and working population

Site Context

The King's Cross Opportunity Area covers 54 hectares of land in total. In general, the area is bordered by Euston Road and the two main line stations of St Pancras and King's Cross to the south, the London Overground to the north, York Way to the east and the main lines from St Pancras to the west.

The Regent's Canal runs east-west through the middle of the area, and the redevelopment of the site in accordance with outline planning permission reference: 2004/2307/P offers the opportunity to improve access to the canal. The main Kings Cross Central site lies entirely within Camden; however, to the north east is a related development site known as the Kings Cross Triangle site. This site lies mainly within Islington, with the part in Camden also included in the Opportunity Area. The site has permission overall for 246 homes in addition to the homes provided at Kings Cross Central and is currently home to Camden's Construction Training Centre. It is identified in Islington's Site Allocations DPD.

The area contains many buildings of architectural or historic interest and other important assets like the Regents Canal and the Camley Street Natural Park.

To the north of the main Kings Cross Central site lie industrial uses including a safeguarded aggregates site

Main Policy Considerations

This site forms the King's Cross Growth Area (Policy CS2) where large scale redevelopment is planned and underway. Development will be expected to: maximise site opportunities; conserve historic assets (Policy CS14); provide appropriate links to, and benefits for, surrounding areas and communities; and be in accordance with the Council's aspirations and objectives for the area which are set out in the Core Strategy.

Further Information

The "King's Cross Central" site will be the major focus for new homes, offices and retail development in the borough, as described above. The development of the site is likely to take 10 to 15 years, depending on market conditions. However there is significant progress in the implementation of this strategic and comprehensive redevelopment and the complex mix of ingredients that will successfully contribute to delivering and supporting growth in Camden and London. Many elements of the area's infrastructure are completed or underway and a number of schemes are under construction or have received detailed consents.

A range of related proposals are also completed, underway and planned for the King's Cross Growth Area, including transport improvement measures and provision of public spaces. These include

- King's Cross mainline and underground station improvements
- First Capital Connect (Thameslink) improvements including improved services and new trains
- Increased capacity on many Underground lines serving Kings Cross and St Pancras station

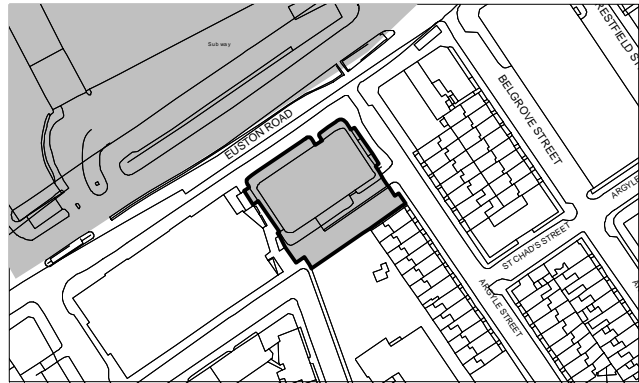
- Improvements to the bus network, in association with the Kings Cross Central redevelopment
- A major new public square at the front of King's Cross station
- New streets and improved walking routes and Legible London wayfinding signage

The Council will continue to work with its key partners, including Argent, Islington Council, NHS Camden, Transport for London, Network Rail, British Waterways and the Police to achieve a successful development that maximises its many opportunities for housing, jobs and the local community.

Site 2: Camden Town Hall Extension, Euston Road/Argyle Street



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Scale 1cm : 30m

Site Details

Area:	2,050 sq m
Ownership:	London Borough of Camden
Existing Use:	Council offices and ancillary facilities (Offices [B1a] or Sui Generis local government offices) and library (D1)
Ward:	King's Cross

Planning Context

Planning Designations

Conservation Area: Kings Cross and St Pancras (identified as a building making a negative contribution)

Central London Area

Transport Proposal: Chelsea-Hackney Line (Crossrail 2) safeguarding corridor

Other Information

Listed Buildings:

- Linked to Grade II listed Town Hall building
- Opposite Grade I listed St Pancras Station and close to Grade I listed Kings Cross Station
- Grade II listed buildings to the rear at Argyle Street

Opposite Kings Cross Opportunity Area.

Right of way between old town hall and extension

Public transport accessibility level: excellent (6b)

Relevant Planning Applications

Apr 1992	Grant Full or Outline Permission with Conditions (9240003) Change of use of part of ground floor from Council offices to public library including access works.
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Site allocation guidance

Refurbishment or redevelopment to incorporate Council facilities or new offices, residential, community and other appropriate Central London uses to facilitate relocation of existing uses

Development will be expected to:

- Be an architecturally exemplar building which makes the most of its unique location
- Fully appreciate and respond to the setting of the Grade I listed St Pancras and Kings Cross stations and Grade II listed Town Hall and nearby listed terraced housing
- Incorporate or facilitate the planned reprovision of Council offices, facilities and library accommodation
- Provide active frontages and positively enhance the townscape of Euston Road
- Maintain and enhance the pedestrian route through to Tonbridge Street
- Contribute towards an improved public realm and streetscape which responds to the other streetscape and public space improvements around Kings Cross
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.

Site Context

The Town Hall Extension site occupies a pivotal location in Central London. It has unrivalled public transport accessibility and is close to institutions of national and international importance. The site forms part of Kings Cross St Pancras conservation area, is viewed from a variety of locations in the context of Grade I listed Kings Cross and St Pancras stations, and is attached to the Grade II listed Town Hall.

Even though it is linked, the extension is not subservient to the town hall in form and appearance. The design, massing and appearance of the building in relation to its “senior partner” are unsympathetic. The King's Cross Conservation Area Statement identifies the town hall extension as having a negative contribution to the conservation area. In terms of performance and facilities the quality of the building is not sufficient to function well and requires significant intervention. Redevelopment of the site presents an obvious opportunity to enhance the townscape of this section of Euston Road and improve the setting of the town hall.

The building typology along Euston Road is varied in scale and style, with a mix of largely commercial, institutional and public uses. Building heights vary from 3 to 18 storeys. To the east from Argyle Street the urban grain and properties are more typically “high street” in appearance and scale, to the west that grain changes and the scale and appearance are more overtly “Central London”.

Main Policy Considerations

The site is located in the Central London Area and a highly accessible location (Policy CS3). This site will assist in achieving a successful Central London (Policy CS9 and DP1 – mixed use development) and provide opportunities for housing including affordable housing (Policy CS6) whilst in a location that sits amongst some very important built heritage assets such as St Pancras Station and the adjoining Town Hall (Policy CS14)

Further Information

As indicated under the Kings Cross Central section permission has been granted for new Council offices and a library at the site known as “B3”. As part of this accommodation strategy it has been agreed to dispose of this building to support the move to the new

facilities. Given its negative impact on the conservation area, it is unlikely that there would be any in principle objections to demolition of the existing building, subject to a replacement of significant architectural quality. In respect of any demolition, on the basis of case law it is considered that the extension is not part of the listed building and so listed building consent would not be required.

In view of the local context and the changes happening, and likely to happen in the area, there is an opportunity to deliver a significant piece of new architecture. The progress of implementation at Kings Cross Central means a new part of London is taking shape. Already a prominent site at a “gateway” into London, this site will gain greater prominence when works to the Great Northern Hotel, the new west concourse, Kings Cross station and a new square to the front are completed. The scale and grandeur of the restored St Pancras Chambers opposite is a focal point of the area.

New development will need to both be sensitive and respond positively to this changing context as well as the existing context which also contains listed terraces, residential streets and a school to the rear.

Subject to legal clarification through a certificate of lawful use it is possible that the current use is *sui generis* (local government offices). On this basis in terms of future uses, rationalising or relocating existing or related local government functions within the existing building complex is not likely to require planning permission. However in anticipation of a future move to new offices the Council has planned for the disposal of the site for redevelopment.

Redevelopment offers an opportunity to remove a poor quality and inefficient building and create a new high quality modern building for Central London. More efficient use of the site could be generated through additional floorspace which could allow the inclusion of different uses and the excellent public transport accessibility would also support a range of potential uses.

This would not have to include Council facilities or a library (D1) as they are planned to be relocated in another accessible location nearby. As an employment use (regardless of whether the authorised use is B1a or *sui generis* offices) policy generally supports retention or replacement, so new offices would be an appropriate component of any scheme. An element of D1 community use would be sought if no alternative provision were being made elsewhere. Where a change of use is proposed, the preferred use would be permanent housing (C3) in line with policy.

In addition, any relevant increase in gross floorspace over the existing level would generally require 50% of that increase to be in the form of housing, unless exceptional circumstances can be justified. If housing cannot practically be achieved then an off-site solution is still normally required.

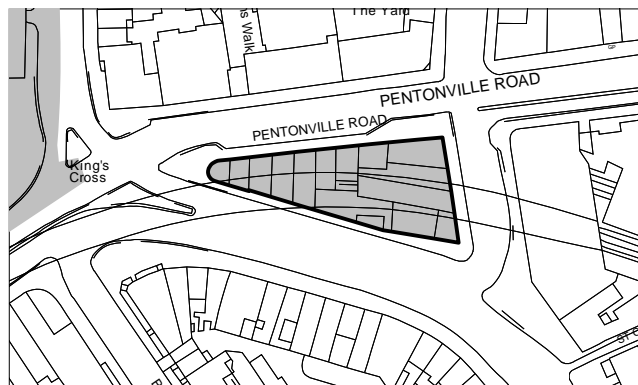
Other uses, such as retail, hotel or other tourism uses, could also prove acceptable on the site as long as they do not jeopardise the replacement or creation of higher priority uses.

The interaction of the building with Euston Road, the quality of the public realm around the site and route from Euston Road through to Tonbridge Street would benefit from greater clarity and enhancement.

Given the relatively constrained nature of the site it is unlikely that a significant open space could be feasibly provided on site at ground level. Redevelopment could offer an opportunity for an east-west link to the rear and a secure and overlooked small scale garden/sitting area to escape the busy nature of Euston Road might also be integrated. The opportunities for balconies or terraces should also be explored.

The potential to link the building into a local combined cooling, heating and power (CCHP) network must be fully explored.

Site 3: Pentonville Road, “Lighthouse” block



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Scale 1cm : 20m

Site Details

Area:	1,076 sq m
Ownership:	Private
Existing Use:	Partly vacant and partly occupied mixed uses including commercial/retail and residential uses
Ward:	King's Cross

Planning Context

Planning Designations

Central London Area

Designated retail frontage: Central London Frontage

Conservation Area: Kings Cross

Grade II Listed Buildings: Nos. 295, 297, 378 and 380 Pentonville Road

Transport proposal: Chelsea-Hackney(Crossrail 2) line-safeguarding

Strategic Viewing Corridor: Parliament Hill summit to St Paul's Cathedral

Archaeological Priority Area: Battle Bridge

Other Information

Public transport accessibility level: excellent (6b)

Relevant Planning Applications

December 2011	Application submitted for 'Revisions to planning permission ref 2008/5358/P and listed building consent ref: 2008/5366/L granted 8 April 2009 including relocation of the secondary escape stair and refuse/recycling store from Grays Inn Road to Pentonville Road; relocation of the entrance to retail unit 1 towards the apex of the building; alterations to roof finish, raised parapet to 283 Pentonville Road, installation of timber double glazed sash windows, and alterations to basement layout and cycle storage' (ref: 2011/5314/P).
Jan 2009	Granted permission subject to s106 (Ref: 2008/5358/P). Demolition of existing ground plus three storey building with retention and refurbishment of the facades and "lighthouse" structure at 285-297 Pentonville Road and 372-380 Gray's Inn Road; erection of a 5-storey building, partly

behind retained facades, to provide either retail or restaurant uses (Class A1 or A3) at ground floor level, supporting services located at basement level, and Class B1 offices on the 1st- 5th floors; creation of retail 'kiosk' units at ground floor of 283 Pentonville Road and 370 Gray's Inn Road; rebuilding and alterations to 283 Pentonville Road and 370 Grays Inn Road and the replacement of all shopfronts at ground floor level.

Site allocation guidance

Mixed uses comprising predominantly retail and town centre uses.

Development will be expected to:

- Retain and restore the listed building and lighthouse structure
- Provide appropriate Town Centre uses and frontages at ground floor level
- Support public realm and streetscape improvements to immediate surroundings
- Ensure that new uses and entrances will not impede pedestrian flows
- Create active frontages
- Seek joint approaches to development by respective owners

Site Context

This site is significant due to its prominent location at King's Cross. The site has remained mostly derelict since approximately 1990 and whilst it is a landmark building it creates an extremely poor impression as part of a "gateway" into London. The building is currently on the Heritage at Risk Register produced by English Heritage and is described as being in very poor condition. The Council has been keen to promote this site for refurbishment and restoration and see it brought back into use.

This site suffers from a range of issues, namely:

- Poor amenity due to its location in the centre of the Kings Cross gyratory and heavy traffic flows around the triangle site.
- High noise and air pollution levels.
- Underground lines that lie directly beneath the site which cause vibrations and limit the structural loads above, restricting development potential.

Main Policy Considerations

The site is located in the Central London Area and a highly accessible location (Policy CS3). The Council will also seek to promote this prominent centre location (Policy CS7) while conserving important built heritage assets (Policy CS14).

Further Information

A history of planning permissions have fully explored the issues of this site and the most suitable uses for it in this prominent location. The site allocation seeks to promote this site and ensure that it will still be appropriate in context of emerging policies within the Core Strategy and Development Policies Development Plan Documents.

Ownership of the site is split with the western two thirds being privately owned and the eastern third owned by London Underground Limited (LUL). Recent planning permission has been granted for the western portion of the site and completion of external restoration has a 42 month time limit (via a s106 agreement). The remainder of the site is likely to be developed separately, but any scheme should be complementary and integrate well with the existing permission. Due to the complexity of the site, its extremely exposed position in the busy road network and proximity above underground lines an exceptional case not to include housing in proposals can be justified (for further explanation see 2008/5358/P).

Site 4: 277a Gray's Inn Road



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Scale 1cm : 30m

Site Details

Area: 3,080 sq m
Ownership: Private
Existing Use: Vacant
Ward: King's Cross

Planning Context

Planning Designations

Conservation Area: Kings Cross

Central London Area

Strategic Viewing Corridor (part): Between Parliament Hill and St Paul's Cathedral (mainly within lateral assessment area)

Other Information

Public transport accessibility level: excellent (6b)

Adjacent to Grade II Listed Buildings: Nos. 13 and 14 St Chad's Street

Relevant Planning Applications

None

Site allocation guidance

Mixed use including flexible employment floorspace and permanent (C3) residential.

Development will be expected to:

- Retain or reprovide employment floor space
- As part of a mixed use redevelopment provide permanent class C3 housing, including affordable housing and/or community use
- Safeguard the setting of the Grade II listed 13 and 14 St Chad's Street
- Consider the feasibility of introducing a new pedestrian route through the site
- Contribute to new open space by exploring opportunities to enhance or extend the adjacent housing block's open space
- Preserve or enhance the character and appearance of the Kings Cross Conservation Area.

- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.

Site Context

The site comprises a single storey industrial type building last used as a workshop for car repairs and servicing which is accessed via 12 St Chad's Street and 277a Grays Inn Road. The site is bordered by residential flats set in amenity space on Birkenhead Street; four to five storey buildings at 275-305 Gray's Inn Road; four storey terraces at 11, 13 and 14 St Chad's Street and a four storey building at 55 Argyle Street.

277-295 Grays Inn Road and 11 St Chad Street are identified as buildings which make a positive contribution to the conservation area. The site (other than its interface with Grays Inn Road) is considered to make a neutral contribution to the conservation area.

Main Policy Considerations

The site is located in the Central London Area and a highly accessible location (Policy CS3). The site should retain employment floorspace (Policy DP13), provide new housing (Policy CS6) and potentially accommodate other Central London uses (Policy DP14), whilst conserving important built heritage assets (Policy CS14).

Further Information

The site has the potential to accommodate a range of employment and residential uses to intensify the use of a Central London location.

The site is now vacant; its most recent use was for car servicing and repairs. The planning permission permitting use of the site as a car servicing and parts workshop was personal to the previous occupiers and on their vacation of the site the authorised use has reverted to warehousing (B8). Policy supports the retention of sites which are suitable for business use. If it can be satisfactorily demonstrated that the site is no longer suitable for its current permitted use, redevelopment of the site for a mixed use development including permanent residential and other flexible employment uses would be sought. Other uses such as exhibition and cultural activities may be appropriate to take advantage of the existing form of building and location. If it is demonstrated that the site is not suitable for any business uses other than offices a change to permanent residential or community uses would be sought (Policy DP13)

Redevelopment could take the opportunity to intensify and diversify uses on site, providing replacement employment floorspace, alongside other complementary new uses. The site is large enough to provide for multiple uses through a sub-division of the site; business workshops/ studios suitable for small offices or creative business activity may be appropriate types of business space. Careful consideration would need to be given to the access arrangements for the different uses. Where possible, replacement employment floorspace should be flexible and suitable for a variety of business uses. If a mixed use scheme is proposed permanent housing, including affordable housing should be delivered. Affordable housing will be sought in line with adopted policies.

Given the site's excellent public transport accessibility and Central London location, tourism uses and visitor accommodation may form part of a range of other uses in a redevelopment scheme if they do not compromise the achievement of other higher priority uses.

King's Cross conservation area statement identifies the present building as having 'no architectural or historic merit' (4.2.112). Development of the site should preserve or enhance the character of the conservation area. The most sensitive elements of the site are where it meets the public realm at 12 St Chad's Street and 277a Gray's Inn Road.

Any new development facing St Chads Street should respond to the building lines established by the neighbouring properties and respect the height, scale and massing

established by these properties in order to help repair the fragmented streetscape of the southern part of the street. Care should be taken in the design of any development fronting St Chads Street to ensure that the setting of the Grade II listed buildings nos. 13 and 14 is not harmed. 277 Grays Inn Road makes a positive contribution to the conservation area; redevelopment proposals should retain this property and be designed in a manner so as not to detract from its appearance.

New development could generate a need for open space and the existing pattern of gardens adjacent to the site should form a guide to the location of this amenity space. Redevelopment of the site offers a possible opportunity for the site to establish a new “street” within a scheme allowing pedestrians a chance to divert off Grays Inn Road and the feasibility of this should be considered as part of the design approach.

The potential for this site to facilitate a decentralised energy network connecting the potential development to the west of 45 Sidmouth Street and the Council Housing properties identified on Core Strategy map 4: Combined Heat and Power Network should be explored.

Site 5: Midland Road Site - Land to rear of British Library



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Scale 1cm : 60m

Site Details

Area: 16,470 sq m
 Ownership: British Library
 Existing Use: British Library and ancillary uses including conservation centre, car parking, loading bay, service access and underground facilities
 Ward: St Pancras and Somers Town

Planning Context

Planning Designations

Central London Area

Transport proposals: First Capital Connect (ex-Thameslink 2000) station “box” sits underneath front most part of the site)

Strategic Viewing Corridor: The Blackheath to St Pauls Cathedral Background Assessment Area shaves the extreme south-west corner

Other Information

Planning Brief adopted for the larger site to the rear of the British Library in 2003.

Opposite:

- Listed building: St Pancras Station (Grade I), Levita House and Chamberlain House(Grade II)
- Conservation area: Kings Cross/St Pancras

Public transport accessibility level: excellent (6b)

Relevant Planning Applications

Oct 2010 (2010/4153/P).

Relocation of the British Library vehicular access to replace an existing temporary access point on Midland Road.

Site allocation guidance

Development that meets the future operational needs of the British Library and/or a mix of uses including other complementary Central London, housing and community

use

Development will be expected to:

- Realise the full potential of the site reflecting its location in Central London with excellent public transport accessibility and proximity to national and international rail routes and the King's Cross Central development
- Take a comprehensive approach to ensure that development is integrated and compatible with the vision for the whole site and the adjoining Francis Crick Institute site.
- Achieve high architectural, urban and environmental design standards appropriate to the site's context and particularly in its relationship with St Pancras station, residential properties and existing open space
- Fully appreciate and respond to the setting of the Grade I listed St Pancras station and Grade II listed Levita House and Chamberlain House
- Design access and servicing requirements to minimise the impacts on local residents and in a manner which does not compromise the quality of public routes and spaces
- Be well integrated with the surrounding area with the provision of logical pedestrian routes that improve links through the site and connect with surrounding neighbourhoods, transport interchanges and destinations
- Actively engage with adjoining streets (particularly along Midland Road) with active ground floor uses and transparent façades at street level for visual interest
- Create and support enhanced walking routes around the site between transport interchanges and other destinations in all directions
- Include new community facilities and/or support community access to existing and new facilities
- Provide on site open space and facilitate improvements to nearby open spaces and routes
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.
- Where relevant take account of key objectives set out in the adopted planning brief

Site Context

This site is nestled in between St Pancras Station to the east, the main British Library building to the south and the Somers Town community to the west. The Brill Place site to the north is the location for The Francis Crick Institute under construction to create a new medical research centre. This site forms part of the site which was set aside for the development of the British Library in the 1970s. The British Library have indicated that they intend to occupy all of the site in the long term. The site benefits from excellent public transport links and is adjacent to the national and international rail gateways at Kings Cross and St Pancras, as well as the Kings Cross Central development site.

Main Policy Considerations

The site is located in the Central London Area and a highly accessible location where a range of uses likely to significantly increase the demand for travel are appropriate and where larger developments are expected to provide a mix of uses (Policy CS3). The Council will also seek to secure additional housing and affordable homes in mixed use developments in Central London, while also recognising and protecting important institutional uses (Policy CS9). The council will seek contributions towards community facilities where demand for these is increased (Policy CS10) while conserving important built heritage assets (Policy CS14). The precise type and mix of uses considered acceptable on the site will have regard to the factors listed in policy DP1.

Further Information

This is a significant development site located within the Central London Area, and is adjacent to a major public transport hub and the British Library, which is an institution with links and importance beyond the local area. The site has significant potential, alongside development of the Francis Crick Institute, to complement this pattern of development of international importance and the ongoing development of the adjacent Kings Cross growth area.

The Core Strategy and Development Policies seek to concentrate new high density mixed use development in areas of high transport accessibility and secure mixed-use development.

Appropriate uses on this site may include a range of uses integrating the cultural and educational role of the British Library with a range of other educational/research, cultural, commercial, tourism, leisure, community and residential uses. An exception to the mixed use policy and the requirement to include housing will only be made if it is justified that the site is needed for the specific purpose of enhancing facilities and expansion of the British Library and/or in line with policy DP1, for example if development is being publicly funded.

If housing is included the site would be expected to make a contribution to the supply of affordable housing. Notwithstanding this, Midland Road should be fronted by active uses at ground floor level, appropriate to its increased status as a route from the north and as a main road serving access to the Eurostar terminus (and other rail services). Such uses may include retail floorspace, cultural uses or community facilities.

The area suffers from poor east-west links due in part to the pattern of large sites along Euston Road such as the library site itself and St Pancras station which present barriers to movement. The 2003 planning brief supported an integrated and comprehensive approach to the design of this site and land to the north including east-west permeability.

Plans for the British Library should be compatible with the Francis Crick Institute scheme emerging immediately to the north and due to be completed in 2015. This has been designed to include a new east-west pedestrian route adjacent to this site and presents an opportunity to significantly improve the pattern of pedestrian movement throughout the wider area from Euston to the west and Kings Cross to the east and therefore permeability and coherent routes through the site will be a priority.

Routes and accessibility however will need to take account of the security and operational constraints of the British Library and such routes should also be integrated where possible with the provision of new spaces as a result of the redevelopment of this site and the neighbouring site to the north. The ground floors along such routes and public spaces created off them would also benefit from active public uses such as small scale retail to draw pedestrians into and through the site and contribute to activity and safety.

The site is close to some of London's best known buildings including the Grade I listed St Pancras Station and the British Library and the Grade II listed Levita House is opposite the site on Ossulston Street. An exceptional standard of design will be expected within this context to ensure that proposals respond to, and complement, the surrounding townscape.

The density of surrounding development is generally quite high, with taller buildings along Euston Road to the south and a generally lower scale in the residential areas to the west and north which are characterised by flats of 4-5 storeys. A transition in building heights will be appropriate across the site and the appropriate scale of buildings will be subject to rigorous assessment of their design quality and impact on the townscape of the area, including streets and the public realm, and particularly on the amenity of neighbouring residential properties.

The Francis Crick Institute will include new community space located on the Ossulston Street frontage where it is more accessible to surrounding residential communities and depending on the nature of development here, measures to promote, open-up and encourage community access and use of existing and new public facilities will be sought including

measures which help local people to access new job opportunities, whether in construction or new uses.

Site 6: 4 St Pancras Way (St Pancras Hospital)



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Scale 1cm : 60m

Site Details

Area: 21,750 sq m

Ownership: Camden and Islington NHS Foundation Trust

Existing Use: Mixed health related services,, health authority administrative offices and facilities and residential institutional use (former Hospital for Tropical Diseases)

Ward: St Pancras and Somers Town

Planning Context

Planning Designations

Conservation Area: Kings Cross/St Pancras (the site includes buildings making both positive and negative contributions)

Strategic Viewing Corridor: The Parliament Hill and St Paul's Cathedral lateral assessment area shaves the eastern side of the site

Other Information

Public transport accessibility level: Good (4-5)

Adjacent to St Pancras Gardens Open Space (SNCI and Registered as a Garden of Special Historic Interest)

National Grid's underground high voltage electricity transmission cable is in proximity to this site.

Relevant Planning Applications: None

Site allocation guidance

Mixed use comprising health and medical related uses and/or permanent (C3) housing and affordable housing and other complementary uses.

Development will be expected to:

- Ensure adequate reprovion or relocation of health and medical facilities
- Retain and/or reprovide any existing residential and affordable residential floorspace
- Maximise the potential of the site to provide new housing (including affordable housing)
- Provide a permeable site for pedestrian and through access and help establish better

routes between Kings Cross and Camden Town

- Ensure an appropriate relationship to St Pancras Gardens, including use and creation of pedestrian links
- Seek to retain and restore buildings making a positive contribution
- Create street frontages that contribute to activity and to street character and aid surveillance
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.

Site Context

This site adjoins the Kings Cross industrial area which is wedged between the residential communities of St Pancras and Somers Town and the King's Cross railway lands area.

The St Pancras Hospital has occupied the site since 1998 and different health and medical related activities (including PCT offices) have operated out of different buildings and parts of the site. The site was previously occupied by the North London Hospital for Tropical Diseases from 1951 and prior to this was formerly the St Pancras Workhouse which dates back to circa 1777.

The site is a largely regularly shaped area of land with the Regents Canal to the north-east and St Pancras Church and Gardens to the south where there is a block of ex-nurses housing fronting Pancras Road. Opposite the main gates are largely residential properties. To the north is a former mail sorting office used for warehousing/distribution. It is in an area which has traditionally been dominated by warehouses and industrial uses, but which is undergoing change which is likely to continue as a knock-on effect from the significant King Cross Central development which is the heart of the Kings Cross Opportunity area.

The site is bounded by long expanses of high walls with access to the Pancras Way frontage and rear on Granary Street which links onto Camley Street and the existing bridge across the canal.

Main Policy Considerations

The site is located in an area of more limited change (Policy CS4). The Council will ensure that development change respects the character of its surroundings, conserves heritage and other important features and provides environmental improvements and other local benefits where appropriate. The Council will also seek new housing (Policy CS6) and to secure additional housing and affordable homes in mixed use developments in while conserving important built heritage assets (Policy CS14). The reprovision or loss of health facilities is covered by DP15, which identifies housing and affordable housing as preferred uses in the case of the latter.

Further Information

The Camden and Islington NHS Foundation Trust own the site have had longstanding plans for the site and have considered a range of options to redevelop and renew the facilities at St Pancras Hospital. The retention of health and related services will be supported and new services could be incorporated in a new development. Remaining land and/or surplus buildings could be developed for other uses to raise funds to help finance redevelopment plans.

In line with policy, permanent (C3) housing and affordable housing will be the preferred uses for any buildings or land surplus to health related uses.

Redevelopment will be expected to assist in integrating the site and new uses with the immediate area in a more positive way, including more active street frontages and increased permeability and informal surveillance. A new route through the centre of this large site would

assist in making the site and new uses more accessible and assist movement across the wider area. Development should look to open up links and accessibility into the adjacent church gardens.

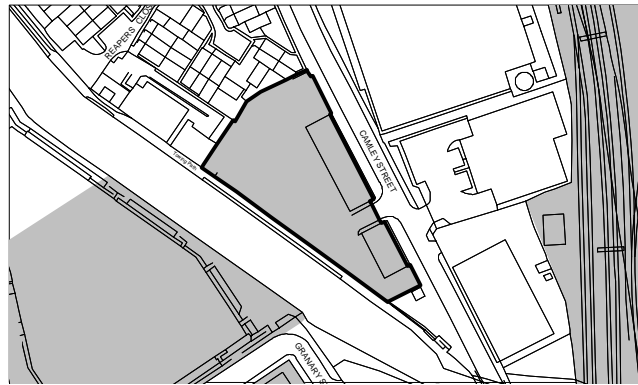
As part of an enclave of sites that will see change over the coming years, including redevelopment (e.g. 103 Camley St) and new occupiers(e.g. Jubilee Waterside Centre), opportunities to enhance access to and over the canal and secure public realm benefits to create a distinctive new place should be maximised.

In particular the feasibility of a new pedestrian/cycle bridge over the canal from Granary Street should be investigated in conjunction with other new development in this area to enhance and create improved east-west routes between Kings Cross and Camden Town. A contribution towards the implementation of a new bridge may be required depending on the scale of development and outcome of feasibility studies. The use of the canal for the transportation of construction materials and waste is encouraged.

Site 7: 103 Camley Street



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Scale 1cm : 30m



Site Details

Area: 3,435 sq m

Ownership: Council freehold, private leasehold

Existing Use: Vacant former depot and storage yard with associated offices

Ward: St Pancras and Somers Town

Planning Context

Planning Designations

Strategic Viewing Corridor: Between Parliament Hill and St Paul's Cathedral

Regents Canal: Metropolitan walk along towpath, green corridor, open space and SNCI

Other Information

Conservation Area: Regents Canal CA adjoins site to west and north

Adjacent to the former Jubilee Waterside Centre, which is a building making a positive contribution

Public transport accessibility level: 3(moderate)[NB this is based on the strict application of PTAL methodology, which takes into account the distance to station platforms. A methodology using distance from a station entrance indicates that the PTAL of the site could be argued to be as high as 6a (excellent)]

Relevant Planning Applications

- Nov 2011 Application submitted for demolition of existing industrial buildings and the erection of a building ranging from 4-12 storeys to create a mixed use development comprising 307 x student units (Class Sui-Generis); 14 x 2-bed, 15 x 3-bed and 11 x 4-bed flats (Class C3); incubator business units comprising 1,653sqm floorspace (Class B1); 2 retail units of 406sqm (Class A1/A3) and associated works and improvements to public realm including canal footpath (ref: 2011/5695/P).
- Jun 2004 Planning Application (2004/1888/P) approved by Council
- The temporary change of use from depot (B8) to storage/light industrial (B8/B1c) for works associated with Channel Tunnel Rail Link, including gantry crane and noise barrier.
- Apr 2001 Appeal dismissed. Application (PEX0000571) refused by Council Jan 2001. The development of a part five storey, part ten storey, building to provide offices and 96 residential units, with basement car park and recreation area.

Jul 1988 Planning Application (8701520) refused by Council.

Redevelopment of part of the site to provide 59 flats in 3 blocks with basement car-parking. Office building fronting Camley Street retained.

Site allocation guidance

Mixed uses including permanent residential and flexible employment floorspace alongside other complementary uses.

Development will be expected to:

- To provide high quality design of buildings and spaces in what will become a prominent position in the townscape which will set the standard for the wider enhancement and regeneration of the area
- Maximise the potential of the site to provide new housing (including affordable housing)
- Ensure appropriate interface to the adjoining canal towpath and the green corridor along the canal and contribute towards enhanced accessibility and public realm, including use of pedestrian and cycle links
- Positively exploit and enhance the setting and character of the adjoining Regents Canal
- Provide for active engagement with Camley Street and assist passive surveillance of this street and the canal towpath
- Improve and contribute to the accessibility of the site including a potential foot/cycle bridge over Regent's Canal and improved pedestrian routes and access to the canal towpath
- Provide on-site open space
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.

Site Context

The site is a triangular parcel of land between the Regents Canal to the south-west and Camley Street to the east, with the former Jubilee Waterside centre to the north (temporarily occupied by the Frank Barnes School for the Deaf). Elm Village residential estate lies further to the north-west. It is in an area which has traditionally been dominated by warehouse and industrial uses, but which is undergoing change which is likely to continue as a flow-on effect from the significant King Cross railway lands development which is part of the Kings Cross Opportunity area.

The south-western side of the site is bounded by a high retaining wall to the canal towpath. Whilst the wall is noted as making a positive contribution it also helps reinforce a sense of isolation to this part of the Conservation Area, which is the longest stretch of the canal without an access point. The opposite side of the canal is similarly enclosed by the continuous blank elevation of the former royal mail sorting office, now in use as a warehouse.

Main Policy Considerations

The site has historically been used for warehousing and storage activities, which are identified in the Camden Employment Land Review 2008 as generally being in short supply within the borough.

The site has been vacant and underutilised for some time and, subject to it being satisfactorily demonstrated that it is no longer suitable for its existing use, redevelopment of the site for a mixed use redevelopment of residential and flexible employment uses would appear to be appropriate. If it is shown that the site is not suitable for any business uses other than offices a change to permanent residential and/or community uses may be

acceptable (Policy DP13) while conserving the setting of nearby important built heritage assets (Policy CS14).

Housing including affordable housing is the priority land use of the LDF (Policy CS6) and also for unused or underused land (Policy DP2). Significant new housing will also generate affordable housing (Policy CS6). Other uses such as alternative business or community uses are also supported.

Further Information

The surrounding area contains industrial and warehouse in large premises to the east of Camley Street and residential development to the north around Crofters Way. Development on this site should be designed to ensure that adverse effects on these existing uses are minimised and also to avoid on-site conflicts between different uses in any mixed use scheme.

Viable and flexible employment space will be supported alongside new housing. Other complementary uses such as small scale retail or community space would be similarly appropriate uses to generate new activity around this area

The proximity of Kings Cross Central will offer new occupiers a range of new facilities and the development of the northern Ticket Hall at Kings Cross-St Pancras has improved the public transport accessibility of the site. Therefore there is potential for the site to be developed more intensely than at present, but the quality of the pedestrian access to the site is relatively poor with the most direct routes to Kings Cross- St Pancras either being through the St Pancras Gardens /graveyard or beneath the Camley Street railway bridge.

In order to integrate the site into the wider area better the quality of the pedestrian access to the site needs to be improved, and in particular the feasibility of a new pedestrian/cycle bridge over the canal should be investigated in conjunction with other new development in this area to create a more direct link to Granary Street and enhance and create better east-west routes between Kings Cross and Camden Town.

A contribution towards the implementation of a new bridge or other access and pedestrian improvements is likely to be required depending on the nature of development and outcome of feasibility studies. Development should support informal surveillance and contribute towards making the canal, adjacent streets and area feel safer.

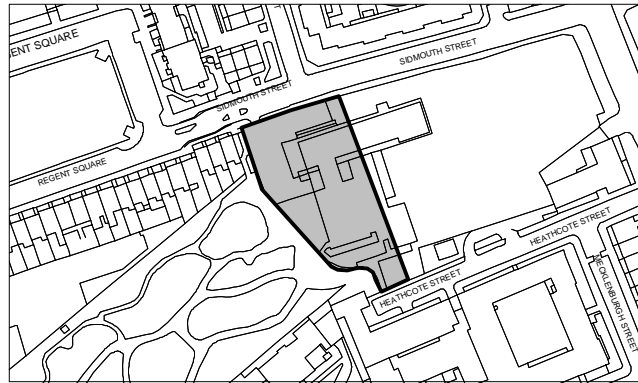
Buildings in the immediate area are relatively low scale and while larger built forms may be possible on this site any redevelopment should be designed to ensure that there are no significant effects on the character of the Regents Canal Conservation Area or on nearby residential properties. The relationship with the canal corridor as well as the adjoining former boating centre to the north will need to be sensitively handled. As part of an enclave of sites that will see change over the coming years, including redevelopment (e.g. St Pancras Hospital) and new occupiers(e.g. Jubilee Waterside Centre), opportunities to enhance the canal environs and secure public realm benefits to improve access and create a distinctive new place should be maximised.

The use of the canal for the transportation of construction materials and waste is encouraged.

Site 8: Land west of Westminster Kingsway College, 45 Sidmouth Street



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Scale 1cm : 30m



Site Details

Area: 2,575 sq m
 Ownership: Private
 Existing Use: Vacant
 Ward: King's Cross

Planning Context

Planning Designations

Central London Area

Conservation Area: Bloomsbury

Other Information

Planning Brief (adopted May 2000)

Public transport accessibility level: excellent (6a)

Adjacent to St George's Gardens public open space (grade II* designated Garden of Special Historic Interest, also containing grade II listed wall, gates and other structures, plus a local Site of Nature Conservation Importance). Within the setting of listed buildings on Regent's Square (grade II).

Relevant Planning Applications

- Feb 2012 Permission granted for amendment to planning permission granted 28/04/2011 (ref: 2011/0503/P) [for erection of two new buildings comprising one part 5-storey, part 4-storey building with basement and one 4-storey building with basement, totalling 52 self contained dwellings including 8 units of social rented affordable housing] to add a new condition to ensure the development shall be carried out in accordance with the approved plans (ref: 2012/0808/P).
- April 2011 2011/0503/P Permission granted subject to s106
 Erection of two new buildings comprising one part 5-storey, part 4-storey building with basement and one 4-storey building with basement, totaling 52 self contained dwellings (to include 8 units of social rented affordable housing).
- Apr 2006 2006/0427/P Permission granted subject to s106
 Redevelopment to provide new part 4, part 5 storey college building (D1) and

two four storey residential buildings comprising 25 private and 12 affordable flats, 18 basement car parking, provision of new roadway, associated access and landscaping.

Site allocation guidance

Permanent Housing (Class C3), including affordable housing

Development will be expected to:

- Maximise the potential of the site to provide new housing (including affordable housing)
- Be of a scale and density that is appropriate to its surroundings. In particular its relationship to St George's Gardens, Bloomsbury Conservation Area, nearby listed buildings and structures
- Provide an appropriate setting to the adjoining historic public open space, St George's Gardens with particular regard to building design, new landscaping and existing vegetation
- Provide active frontages to the streets
- Contribute to the enhancement of open space provision
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.

Site Context

This site is located in between the recently constructed Westminster Kingsway College and St George's Gardens. The surrounding area is predominately inner city residential in nature with a number of medical and educational institutions nearby.

The site is cleared and forms the unimplemented residential section of planning permission 2006/0427/P.

Main Policy Considerations

The site is located in the Central London Area and is in a highly accessible location where uses likely to significantly increase the demand for travel such as new homes are appropriate (Policy CS3). The Council will also seek to maximise the supply of new housing (particularly self contained housing) including affordable homes in the context of Camden's housing needs in developments in Central London (Policies CS6, CS9, DP2 and DP3), while conserving important built heritage assets (Policies CS14 and DP25).

Further Information

The original planning permission granted for this site in 2006 (ref 2006/0427/P) provided a site-wide part residential, part education scheme that explored the issues and the most suitable uses in context of policy for a comprehensive development across the whole site. The planning permission granted in 2011 (2011/0503/P) provided revised detailed proposals for the residential element of this wider scheme. The site allocation seeks to ensure that the site is still developed in a holistic manner with an appropriate balance of uses the Council considers that this site should be retained for permanent residential purposes in accordance with the permission.

This site has the potential to support a decentralised energy network connecting the potential development at Gray's Inn Road and its nearby Council Housing properties identified on Core Strategy Map 4.

3 Euston Area

Euston is one of London's major transport hubs, served by rail, the Underground and many bus routes, and is also a significant area of housing and employment. The boundaries of the wider Euston area can be broadly defined by Hampstead Road to the west, Euston Road to the south, Chalton Street to the east and Amptill Estate/Harrington Square to the north. The area contains the headquarters of a number of major companies and public bodies (mainly along Euston Road) and is home to established residential communities, for example Somers Town to the east and Drummond Street and Regents Park Estate to the west, and a significant Bengali community. Many of the communities in the area are relatively deprived. Euston Station and Euston Road provide the location's dominant characteristics, but they create substantial barriers to movement through the area.

As the London Plan states, Euston is a major national and commuter rail terminal possessing good bus and underground links to the rest of the Central Activities Zone. The station airspace and adjacent areas are underused and have potential for intensification.

The London Plan expects a minimum of 1,000 new homes and an indicative target of 5,000 new jobs to be created in the area between 2006 and 2031 and Euston is identified as a growth area in policy CS2. The Council envisages that redevelopment at Euston and the immediately surrounding area could have the potential to include around 1,500 homes and in the region of 70,000 square metres of business floorspace, with the development now highly likely to take place towards the end of the Core Strategy period. Camden Core Strategy policy CS7 indicates that in the region of 20,000- 30,000 square metres of retail could be provided at Camden Town and Euston, with a significant amount expected to take place at Euston, although the Core Strategy also indicates that the precise quantum and type of retail to be provided would be subject to detailed assessments, primarily of the impacts on other centres.

The catalyst for much of the future development in this area has been a recognised need to improve the station and potential for redevelopment of Euston station itself, but there are a number of other potential development sites and areas likely to experience change in the vicinity. There are also a number of other important elements such as open spaces, schools, shopping streets and routes through the area that may be affected or can be enhanced. These ingredients play their part both now and in the future of effective and sustainable improvement in the wider area.

To reflect the long held desire to see Euston Station improved the Council adopted supplementary guidance in 2009 for the Euston area: *Euston: A Framework for Change - Planning Guidance for the Euston Area and Key Sites* which provides more detailed information on the area and the Council's approach to its development.

High Speed 2 (HS2)

Since then the Government has carried out consultation on proposals to build a High Speed Rail line (HS2) from London to Birmingham as the first stage of a high speed north-south rail line linking London to the north of England and Scotland.

The formal public consultation on HS2 took place between February and July 2011 and a formal decision to proceed was announced in January 2012.

Depending on the outcome of further consultations and Parliamentary processes, main construction around Euston would not be able to start until about 2017 at the earliest. Redevelopment and completion of the line to Birmingham would take about 8 years with new services operating by about 2025/2026.

Euston Station is currently proposed as the London terminus for the new line, and the current proposals would include an expanded footprint to the west and south (see aerial photo below). Whilst the exact extent and detailed design of an enlarged station and tracks has to be determined, the proposals would have a significant impact on the area, including the potential demolition of a number of homes and business premises and the loss of open space, and would affect other potential development sites.

Whichever scenario comes forward for future development at Euston Station, the Council and its partners will seek to make sure that change in the Euston area brings significant improvements to the opportunities and quality of life for local people, as well as improving the area's wider contribution to London.

The Council's aspirations for the area as set out in the Core Strategy include:

- securing a high quality, sustainable mixed use development with a significant amount of offices and homes, including affordable housing, retail, and facilities that meet local community needs
- creating a new station of the highest possible quality with increased passenger capacity, as a fundamental element of a phased, integrated public transport interchange that improves connection between travel modes and provides easy and convenient movement for users of rail, underground (Euston and Euston Square), buses and taxis
- substantially improving walking links and connections through the area and to neighbouring areas where operationally and physically possible, in particular to Somers Town and King's Cross in the east, to west Euston and across Euston Road
- improving the safety and attractiveness of public spaces and the local environment, including the provision of open space where practicable, and providing high quality design which preserves and enhances the area's heritage
- improving community safety, including reducing opportunities for crime and anti-social behaviour
- making sure that change in the area brings benefits to local communities as well as London as a whole, and to those travelling to and through Euston
- supporting a comprehensive and integrated approach to development in the Euston Station area

In addition to the Core Strategy's approach to the area, Euston is one of the Council's Place Shaping areas. In view of the significance of the HS2 proposals and impacts the Council has agreed to work with the Mayor of London to prepare an Opportunity Area Planning Framework (OAPF), which will provide much more detailed guidance for the local area and establish parameters for development and regeneration.

Involving consultation with local residents, and other groups and parties, the themes, key issues and actions are likely to reflect many of those outlined above and previously identified in consultation on the adopted framework.

Other important places in the Euston area include Maria Fidelis School. One of the school sites is in Phoenix Road to the east and the other is in Starcross Street to the west. Proposals have looked at options for the two school sites to be consolidated onto one site but HS2 affects the options. The Ampthill estate to the north is home to a large number of local residents and has undergone improvement works and sits next to and overlooking the station and deep cutting, and St James's Gardens and Euston Square Gardens are important local open spaces. To the west is the Regents Park Estate and to the east is Somers Town which both contain significant amounts of social housing.

These places and spaces would be significantly affected by HS2, should the proposals go ahead. However the Council's aspirations for positive change for local communities in the area will remain .

The following sections of this document contain guidance on a number of distinct sites in the Euston area. The following sites fall within the potential safeguarding area for HS2 and an expanded Euston Station:

- Site 9: Euston Station
- Site 10:132-140 and 142 Hampstead Road(p.47);
- Site 11: Granby Terrace Depot(p.50)

The broad planning objectives and guidance would still be expected to be taken into account as part of wider and more comprehensive redevelopment proposals as objectives are common to a “with or without HS2” future.

This is necessary in order to ensure that the Council's aspirations for the area can still be delivered, and to ensure the delivery of new homes and jobs for the Euston area, as set out in the London Plan.

These sites and guidance will be supplemented in more detail by the intended preparation of the Euston Opportunity Area Planning Framework.

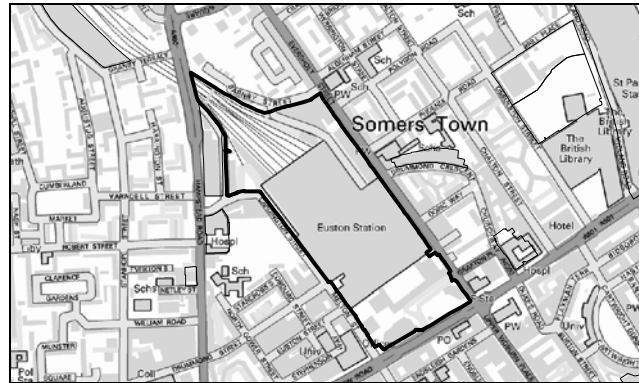
Potential site area for High Speed 2 proposal



Site 9: Euston Station, Euston Road



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Scale 1cm : 150m



Site Details

Area:	116,600 sq m
Ownership:	Various including: Network Rail, Sydney and London and Royal Mail (Euston Square Gardens are managed by London Borough of Camden)
Existing Use:	Station/ transport interchange, with associated retail and food outlets, offices (B1) and distribution depots (B8), open space.
Ward:	Regent's Park

Policy Context

Planning Designations

Growth Area (Euston Opportunity Area)

Central London Area

Public Open Space: Euston Square (No. 37)

Conservation Area: Bloomsbury CA (in part)

Strategic Viewing Corridor: Primrose Hill and St Pauls Cathedral(part lateral assessment).
Background assessment area of St Pauls Cathedral from Greenwich and Blackheath.

Other Information

The Euston Area Planning Framework adopted by the Council in April 2009

Euston Station is the proposed terminus under Government proposals for HS2 and within the potential area to be safeguarded

Euston Square is protected by the London Square Preservation Act 1931. The Bloomsbury Conservation Area runs along the southern edge of the station forecourt.

Listed Structures (Grade II):

- The two lodges and the war memorial located in Euston Square gardens;
- the statue of Robert Stephenson in Euston Station forecourt; and
- the railings along Euston Square and 163-203 Eversholt Street.

Public transport accessibility level: excellent (6a-6b)

Relevant Planning History

No planning applications have been submitted in the recent past which relate to major development proposals in or around the station. Relocation of retail and food outlets to the external forecourt to free up internal space has occurred under permitted development rights.

British Land and Network Rail announced a partnership for significant redevelopment of the station in April 2007. In response to consultation carried out in conjunction with the Euston Planning Framework, Transport for London have carried out studies concerning public transport interchange capacity and potential improvements.

However, with the announcement of the HS2 the development of the station may not be carried out along the lines previously envisaged, with the possibility of a redeveloped station on an even larger footprint including land to the west of the existing station site. Camden would still expect future redevelopment of the station site to address the issues set out below.

Site allocation guidance

Development of the station site will be expected to:

- Create an exemplar rail and public transport interchange
- Be planned and delivered in a comprehensive manner
- See the active involvement of delivery agencies and partners with local communities to minimise the range of impacts and derive positive benefits
- Replace any existing housing, business and community uses and open space which may be lost as part of any proposals
- Provide additional mixed use development above and around the station site, taking account of the need to improve the capacity of the station and underground services, including:
 - a significant contribution to the supply of new permanent self-contained (Class C3) housing (including affordable housing)
 - employment and retail uses appropriate to a Central London location.
 - new open spaces to meet additional needs generated by over station development
 - provision of (or contributions to) community services and facilities such as schools, health, leisure and recreation facilities commensurate to the needs generated by new development and the regeneration of the wider area
- Maximise any opportunities to deck over the railway tracks to mitigate visual and noise impacts and create new open space and other appropriate and feasible uses
- Significantly enhance accessibility and permeability across the station site, and connections with surrounding areas where rail operational constraints allow
- Secure the significant improvement of the highway network, local streets and public realm surrounding the station
- Provide infrastructure for supporting local energy generation on site and connections to existing or future networks where feasible.
- Take account of the key objectives of the Euston planning framework as far as they remain relevant

Main policy considerations

The site is in an identified growth area (Policy CS1) and an Opportunity Area as defined in the London Plan where the council expects mixed use development to maximise site opportunities in line with the identified objectives for the Euston Area (Policy CS2) and in

particular the targets for homes and jobs. Development here should provide quality homes (Policy CS6), should be compatible with promoting Camden's centres and shops (Policy CS7), promote a successful and inclusive Camden economy (Policy CS8), help to achieve a successful Central London (Policy CS9), provide community facilities and services (Policy CS10), promote sustainable and efficient travel and support redevelopment of Euston Station (Policy CS11) while preserving the setting of nearby built heritage assets (Policy CS14).

London Plan Policy 2.13 Opportunity Area and Intensification Areas. The London plan indicates that Euston has capacity to provide 5000 jobs and a minimum of 1000 new homes and states Euston is a major national and commuter rail terminal possessing good bus and underground links to the rest of the Central Activities Zone. The station airspace and adjacent areas are underused and have potential for intensification. There is scope to re-configure Euston Square Gardens and the bus station to enhance this space and the transport interchange and also to develop the relationship with the adjacent university quarter.

Further Information

A pressing requirement for change at Euston station has derived from increases in passenger numbers. Over 71 million visitors pass through the station every year compared to 51m in 2004, with a fair proportion of these being long distance main-line travellers. There are approximately 600 train movements each day and this number has been expected to increase over the next few years.

The planning framework adopted in 2009 sets out more detailed aspirations and objectives for development of this site and although adopted to expand on and support the policies of the UDP, it underwent significant public consultation and will have some weight as a material consideration alongside this allocation and other policies of the LDF. This would however be superseded by a new Opportunity Area Framework, which will set out more up-to-date and further guidance for the area.

The housing, employment and retail figures indicated above could only be achieved if there is extensive development above or around Euston station to accommodate the anticipated quantity of uses. Over station development at Euston would either take the form of redevelopment on the existing station footprint or, potentially, redevelopment on an expanded station footprint and decked over tracks.

Network Rail has held long term plans to modernise and remodel Euston Station to tackle overcrowding, to meet future growth in passenger numbers and improve its poor quality environment. The scope of development would depend on future transport plans; operational rail requirements; funding; the degree of station renewal; transport capacity; strategic viewing corridors; and many other considerations. However since 2007 there have been clear intentions to redevelop a significant area of land above a rebuilt station to achieve these objectives.

Whether the redevelopment of Euston Station eventually takes place as part of Network Rail plans or as a result of HS2, there are a number of objectives and issues that would be expected to be addressed, which are set out above and in the adopted framework.

These include significant improvements to the way in which the station relates to the surrounding area, to the need to improve connections to and through the site, and the need to improve interchange and onward movement from the station. The provision of a mix of uses above a station development would be supported, in order to make the most of its key Central London location and to deliver the new homes and jobs in the Euston area, as set out in the London Plan.

The redevelopment of Euston Station should involve a comprehensive approach that leads to the phased delivery of a new exemplar station to meet operational requirements for forecast passenger growth and future demands for improved facilities and associated above station development with improved transport interchange, streets and public spaces, including Euston Square Gardens.

Schemes should facilitate improved interchange between different modes of transport, including public transport and walking and cycling, and should provide a long term solution for the effective movement of buses through the Euston area in a manner which does not prejudice the movement of pedestrians and cyclists and contributes to wider environmental improvement.

Camden will seek to ensure that the redevelopment of Euston Station includes looking at the maximum possible decking over the railway tracks behind the station. This would allow extension of mixed use development and open spaces above the station site, could facilitate significant enhancements to accessibility in the area, and would help to reduce the impacts of rail movements on the amenity of existing local communities and new residents.

The redevelopment of Euston Station provides the potential to significantly enhance connections to and through the site, and to provide improved connectivity with the surrounding areas including Somers Town and West Euston and to Kings Cross and St Pancras stations. Camden will therefore seek to maximise opportunities to deliver accessibility improvements where operational railway constraints allow, including new east-west pedestrian and cycle routes,. As part of redevelopment proposals, any future scheme should achieve greater legibility between the station and neighbouring buildings and spaces

The new station and any above station development should be of high quality design that brings the station to its rightful place in the townscape of the area, with its purpose clear from Euston Road. The redevelopment of the station also provides the potential to significantly improve the public realm and public spaces around the station area. Measures should include fully exploring the opportunities for and viability of (re)integrating the Euston Arch.

The Council has been working with the London Development Agency to deliver a decentralised energy network along Euston Road. The strategic nature of this site and the potential scale of redevelopment will provide the opportunity to establish and/or expand local decentralised energy networks and infrastructure.

Site 10: 132-140 and 142 Hampstead Road



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Site Details

Area: 6,100 sq m
 Ownership: Derwent London
 Existing Use: Warehouse and offices; and petrol filling station
 Ward: Regent's Park

Policy Context

Planning Designations

Growth Area: Euston Opportunity Area

Central London Area

Strategic Viewing Corridor: Partially within Primrose Hill to St Pauls viewing corridor and background assessment area of views from Blackheath and Greenwich to St Pauls.

Other Information

Site within the potential safeguarding area for the proposed High Speed 2 rail link

Adjacent to Public Open Space: BHS Garden

Site included in Euston Station Planning Framework

Public transport accessibility level: excellent (6a-6b)

Relevant Planning Applications

November 2011	Certificate of Lawful use granted for 'Use of the ground to fifth floors as B1(b) Use Class following the lawful implementation of approved scheme 2010/4683/P (Granted 04/02/2011)' (ref: 2011/5395/P).
Feb 2011	Planning permission (2010/4683/P) for change of use of 132-140 Hampstead Road, with partial demolition and addition of roof top extensions, from existing mixed use of warehouse and offices to a mixed use of offices (B1a) and flexible storage/light industrial use (B8/B1c). Demolition of petrol filling station and construction of a new 12-storey building (C3) containing 30 private and 8 affordable flats plus a retail unit (A1) at ground floor level
July 2009	Outline planning permission (2009/2827/P) for the redevelopment of the site to provide 23,863sq.m. of B1 floorspace; 2,125sq.m. of B8 warehousing; 6,560sq.m. of C3 residential and 1,935sq.m. of ancillary space for parking servicing and storage, in two separate buildings of 5 to 7 storeys.

Site allocation guidance

Mixed use development comprising permanent (Class C3) residential and employment uses. Hotel, student accommodation or medical use may also be appropriate as secondary components of a mix of uses

Development will be expected to:

- Provide a contribution to the supply of new permanent self-contained(Class C3) housing (including affordable housing)
- Provide flexible employment spaces
- Provide active frontages including better informal surveillance to Hampstead Road.
- Enhance existing open space and provide additional publicly accessible on-site open space
- Incorporate new pedestrian and cycling links across the site
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.
- Take account of the key objectives of the adopted Euston planning framework as far as they remain relevant

Site Context

The site is 0.61 ha in size and is located on the east side of Hampstead Road to the north west of Euston station and directly north of Cardington Street and directly adjacent to the railway tracks. It is occupied by warehouses (part used by UCLH NHS Trust for pharmaceutical storage and distribution), offices and a vacant petrol filling station. There is a small garden area at the south end of the site which is a designated open space. Opposite are 6-7 storey blocks of flats set back from the road.

Main Policy Considerations

The site is in an identified growth area (Policy CS1) where the council expects mixed use development to maximise site opportunities in line with the identified objectives for the Euston Area (Policy CS2) and in particular the targets for homes and jobs.

Policy DP13 indicates that planning permission will be granted for mixed uses on employment sites where it can be demonstrated that the site is no longer suitable for its current business use and there is evidence that the possibility of reusing or redeveloping the site for similar or alternative business use has been fully explored over an appropriate period

of time. Housing is Camden's priority land use (policy CS6), and Camden would seek the provision of new homes as part of any mixed use development (DP1).

Further Information

The principle of mixed use development including residential has been established through previous appeal decisions and more recent permissions.

There is scope for providing new residential accommodation on the upper floors in a mixed use building(s) which reflects the scale of the housing opposite. Any proposal which involves the provision of residential accommodation on this site would need to be subject to a PPG24 noise assessment to ensure that a satisfactory residential environment could be created this close to the railway.

Given the Central London location of the site there is some potential for hotel or student accommodation as part of a mix of uses on site; however retention of viable employment space and provision of permanent residential accommodation including affordable housing are higher priorities for the Council. Proposals should include open space provision on site, and the provision of community facilities would be welcomed as part of a mixed use scheme.

The Council will seek to secure new pedestrian and cycling links across this site in order to improve accessibility between Hampstead Road and new development at Euston station.. However, the operational constraints imposed by the railway will need to be taken into account in deciding how this may best be achieved. The provision of open space on this site could also be co-ordinated either with improvements to St James Gardens or with other new open space(s) that may emerge as part of future proposals around Euston Station.

The Council has been working to establish a decentralised energy network to the south of this site connecting Regents Place/North East Quarter and Council housing estates identified on map 4 (p.117) of the Core Strategy. Subject to the nature and scale of development of this site, development would be expected to contribute to this infrastructure.

As this site is potentially within the safeguarding area of the proposed HS2 scheme and most or all of the site is planned be needed for operational rail purposes, Camden would still expect its planning objectives for the site, including indicative land uses, to be delivered as part of wider redevelopment proposals for the over station redevelopment of Euston Station.

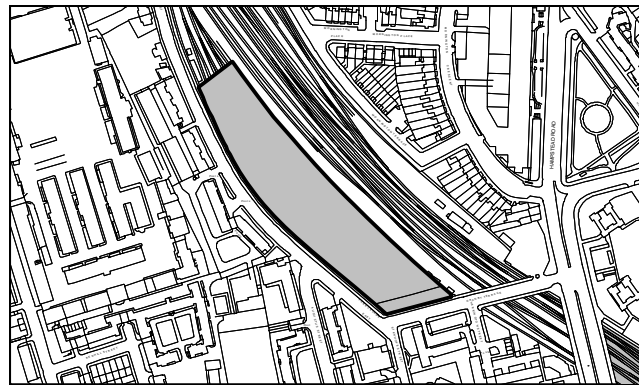
Opportunities should be maximised to deck over the operational rail line area in order to mitigate the physical, visual and acoustic impacts of expanded approaches and tracks and, subject to its nature and viability, could also facilitate other opportunities beyond the existing station footprint. Decking would provide opportunities to create significant areas of new open space and create/enhance links to and through the area building on the intended east-west networks to emerge from an improved Euston.

These aspirations will be elaborated on in more detail through the proposed Euston OAPF

Site 11: Granby Terrace



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Scale 1cm : 60m

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Site Details

Area:	11,400 sq m
Ownership:	EWS Network Rail
Existing Use:	Vacant. Previous use understood to have been a Royal Mail train servicing depot which has relocated
Ward:	Regent's Park

Planning Context

Planning Designations

Strategic viewing corridor: Partially covered by Parliament Hill to Westminster(2B.1) and lateral assessment area from Primrose Hill to St Pauls(4A.1)

Other Information

Site within the potential safeguarding area for the proposed High Speed 2 rail link

Site included in Euston Planning Framework

Camden Town and Regents Park Conservation areas are to either side of the site

Public transport accessibility level: good to very good (4-5)

Relevant Planning Applications

Outline planning permission (Ref: 9003374) was refused on call-in (LRP219/X5210/09) in 1990 for a building providing 45,000m² of office space as permission could not be reasonably granted in the absence of an appropriate occupancy condition.

Site allocation guidance

A residential-led mixed use development which includes uses such as flexible employment floorspace and community uses.

Development will be expected to:

- Include permanent self-contained(C3) housing including affordable housing
- Ensure that business uses are compatible with nearby residential premises and do not harm traffic and parking conditions on Park Village East
- Respect the setting of the listed Nash villas opposite to the west across Park Village East in terms of built form, layout, scale and proportions.

- Be of a scale which is sensitive to the views and setting of the Regents Park Conservation Area to the west and the Camden Town conservation area, located to the east of the railway tracks particularly the area around Mornington Crescent.
- Have a design which allows for the provision of an acceptable standard of accommodation having regard to the site's location alongside a main railway.
- Provide open space on the site to meet the needs of the future occupiers.
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible..
- Take account of the key objectives of the adopted Euston planning framework as far as they remain relevant

Site Context

This linear site is 1.32 hectares and lies 0.5km to the north of Euston railway station. It is located on the north side of Granby Terrace and runs north-west in a cutting adjacent to Park Village East for approximately 230 metres. It comprises a disused train maintenance shed with eight railway tracks entering it. A brick wall runs along the west elevation on Park Village East. The east side of the site is bounded by the Euston railway lines. To the north is the Mornington Street railway bridge.

Main Policy Considerations

Policy DP13 indicates that planning permission will be granted for mixed uses on employment sites where it can be demonstrated that the site is no longer suitable for alternative business uses. Housing is Camden's priority land use (policy CS6), and Camden would seek the provision of new self-contained homes as part of any mixed use development (DP1). The site is adjacent to an identified growth area (Policy CS1) with identified objectives for the Euston Area (Policy CS2) and in particular the targets for homes and jobs.

Further Information

The site is opposite the Regents Park Conservation Area, listed Nash buildings to the west and the Camden Town Conservation area lies to the east of the Euston railway lines. A pair of stone piers with lamp standards at the western end of Mornington Street Railway Bridge are Grade II listed.

The site falls within the strategic viewing corridor from Primrose Hill to St Pauls which means that development will not be acceptable if the proposed height exceeds the development plane between Primrose Hill and the base of the lower drum of St Pauls Cathedral.

The existing building is a depot and it could be reused for similar rail related depot and storage activities. Alternative development proposals would need to demonstrate that the redevelopment would not prejudice other public transport objectives through the loss of transport infrastructure in line with policy DP20.

Other employment uses would be supported in keeping with policy DP13 subject to this not having an unacceptable impact on the amenities of the occupants of nearby houses and traffic and parking conditions on Park Village East. As part of a mixed use scheme housing would be encouraged to meet Camden's housing priorities.

Any proposal which involves the provision of new residential accommodation above a depot/operational railway land or other employment use would need to show that a satisfactory residential environment can be created and this will need to be subject to a noise assessment to ensure that a satisfactory residential environment could be created this close to the railway. New housing will be expected to include affordable housing.

As part of a redevelopment new open space would be expected on site which could include different forms of space: natural and semi-natural greenspace; children's playspace: and/or allotments. Community facilities may be required depending on the scale of development.

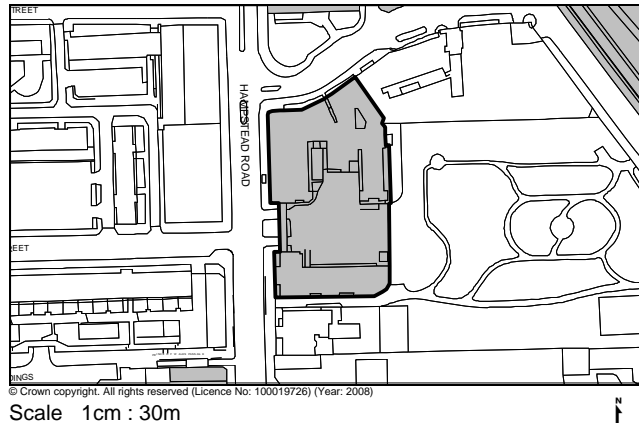
The Council has been working to establish a decentralised energy network to the south of this site around Euston Road connecting Regents Place/ North East Quarter and Council housing estates(identified on map 4 (p.117) of the Core Strategy. Subject to the nature and scale of development of this site, development would be expected to contribute to this infrastructure.

As this site is potentially within the safeguarding area of the proposed HS2 scheme and most or all of the site could be needed for operational rail purposes Camden would still expect its planning objectives for the site, including indicative land uses, to be delivered as part of wider redevelopment proposals for the over station redevelopment of Euston Station.

Opportunities should be maximised to deck over the operational rail line area in order to mitigate the physical, visual and acoustic impacts of expanded approaches and tracks and, subject to its nature and viability, could also facilitate other opportunities beyond the existing station footprint. Decking would also provide opportunities to create significant areas of new open space and create/enhance links to and through the area building on the intended east-west networks to emerge from an improved Euston.

The site may be included in the wider area covered by proposed Euston OAPF and these aspirations will be elaborated on in more detail.

Site 12: 110-122 Hampstead Road (Former National Temperance Hospital)



Site Details

Area:	3,500 sq m
Ownership:	Medical Research Council
Existing Use:	Vacant. Former hospital (National Temperance Hospital)
Ward:	Regent's Park

Planning Context

Planning Designations

Growth Area: Euston

Central Activities Zone

Strategic Viewing Corridor: Parliament Hill to Westminster (south western half) and background assessment area of views from Greenwich to St Pauls(all).

Other Information

Site included in Euston Station Framework

Adjacent to potential safeguarding area for the proposed High Speed 2 rail link

Adjacent to St James' Garden Public Open Space.

The Hospital closed in the 1980's. Most recent uses have included various health and hospital related support and administrative services, and archives and record storage (mixed Class B1/D1/sui generis).

The Department of Culture Media and Sport (advised by English Heritage) declined to list the buildings on the site in April 2009.

Public transport accessibility level: excellent (6b)

Relevant Planning History

There is no recent planning history relating to this site. The range of uses listed above would either fall within use classes B1(a) offices, B1(b) research, Class C2 hospital or class D1 (non residential institution including health care) or a combination of these uses. The site is now largely vacant, although it has been used for storage and other purposes by University College London Hospital and the Medical Research Council.

Site allocation guidance

Subject to the site no longer being required for healthcare or associated uses, a primarily permanent (Class C3) residential development (preferably affordable housing).

Development will be expected to:

- Ensure an acceptable standard of amenity for occupiers of the development
- Provide a high standard of design that provides an appropriate setting to St James' Gardens.
- Address community safety issues
- Enhance or contribute to the supply of publicly accessible open space
- Include an active frontage and use(s) to Hampstead Road at ground floor such as small scale convenience retail or community facilities
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible
- Take account of the key objectives of the adopted Euston planning framework as far as they remain relevant

Site Context

This site is approximately 0.35 hectares in area. It lies on the east side of Hampstead Road and immediately adjoins St James' Gardens, further to the east. There are two distinct clusters of building blocks on the site. The northern half of the site is occupied by mainly four to five storey Victorian buildings of an institutional character arranged in a number of wings with ridged roofs and turret features. The southern half of the site is more open in nature.

The site is immediately adjacent to the indicative safeguarding area for the Euston HS2 proposals

Main Policy Considerations

The LDF seeks to promote a mix of uses including a contribution to the supply of housing. The London Plan and LDF policies recognise the importance of health care and medical facilities and both protect and promote these uses.

The site lies within the Central Activities Zone as identified in the London Plan where activities which deliver London world's city activities are promoted. The site is in an identified growth area (Policy CS1) where the council expects mixed use development to maximize site opportunities in line with the identified objectives for the Euston Area (Policy CS2) and in particular the targets for homes and jobs.

If it is demonstrated that site is no longer required for use or reuse (including redevelopment) to accommodate health related activities consistent with those already established on the site, the preferred use will be housing and affordable housing (DP15). Housing is the priority land use in the LDF (policy CS6) and, in order to encourage housing provision, the Council will seek the fullest potential residential use of vacant and unused land and buildings and require certain sites to be redeveloped primarily for residential use.

Further Information

The site is not in a conservation area and whilst it was considered by English Heritage for Listing in December 2008, English Heritage and the Secretary of State considered that the buildings did not warrant being listed for their special architectural or historic interest. The buildings do not adjoin any other listed buildings although some of the statues and tombs

within St James' Gardens are listed. The south western corner of the site is located within the London View Management Framework strategic viewing corridor from Parliament Hill to the Palace of Westminster and in the background assessment area for the Greenwich to St Paul's Cathedral viewing corridor.

Whilst English Heritage have indicated that the architecture of the hospital is not particularly special, in the interests of sustainable development the potential for retention and reuse of some elements of the site as part of a conservation-led regeneration scheme should be considered in the evaluation of redevelopment options. In the event of redevelopment, opportunities for salvaging and reusing smaller scale architectural features and artefacts as reminders of the site's past use should be explored and exploited if feasible.

The design and appearance of any proposals for the site will need to ensure that the setting or quality of St James' Gardens is not harmed (albeit it is threatened by the HS2 proposals). The scale of development and its impacts would be an important consideration in this assessment. Development on this site would be likely to lead to an increased use of public open space and a contribution will be sought to the supply of open space in order to ensure that public open space deficiency is not created or exacerbated.

Subject to a case being made for a change of use from healthcare uses, the site would offer an opportunity to be developed for housing and this is the preferred use or also be suitable for a mixed use, residential led development which includes other uses such as community facilities (including nursery or health) or small scale retail uses. There are ongoing community safety issues in and around St James' Gardens. Re-use/ redevelopment of the National Temperance hospital site provides an opportunity to improve the gardens, enhance historic assets and improve community safety in the immediate area through informal surveillance and use.

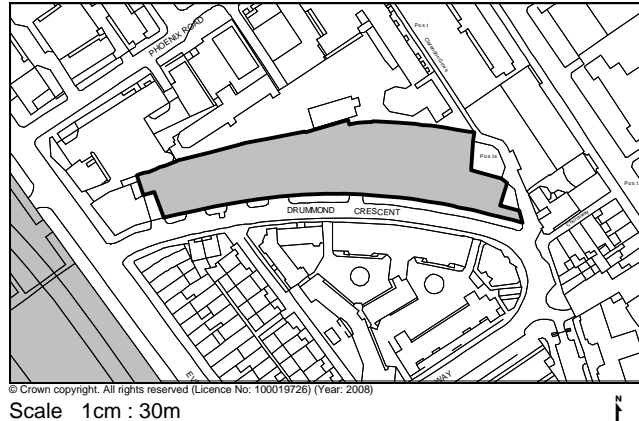
The site is located adjacent to the busy Hampstead Road (to the west) and is located next to the potential safeguarding area for High Speed 2 (to the east).

The impacts of these proposals need to be considered very carefully in evolving schemes in view of potential proximity and impact issues. The future extent of the station and tracks would raise noise and amenity issues and if developed for housing it must be ensured that the amenity of future occupiers of the development can be secured. The development should therefore include the provision of adequate mitigation measures (such as acoustic insulation and associated air ventilation) as necessary, in order to ensure that occupiers of the development experience an acceptable level of amenity.

The Council has investigated the potential for a decentralised energy network to the south of this site to include connections to the site known as the North East Quarter and some Council Housing Estates identified on map 4 of the Core Strategy. Depending on the scale of development of this site, a scheme could contribute to this network.

These aspirations will be elaborated on in more detail through the proposed Euston OAPF

Site 13: 1-39 Drummond Crescent (Euston Traffic Garage)



Site Details

Area: 3,500 sq m

Ownership: Metropolitan Police Authority

Existing Use: Police vehicle depot

Ward: St Pancras and Somers Town

Planning Context

Planning Designations

Central Activities Zone

Euston Growth Area

Central London Area

Strategic Viewing Corridor: Background assessment area of views from Blackheath to St Pauls.

Other Information

Site included in Euston Station Framework

Public transport accessibility level: excellent (6b)

The London Plan Density Matrix estimates that if 75% of the site is developed for housing use then the potential capacity could provide an additional 80 dwellings.

Relevant Planning Applications

Site allocation guidance

A mixed use development including flexible employment floorspace, permanent residential (including affordable housing), and/or community uses including school use

Development will be expected to:

- Minimize overshadowing and overlooking of the school playground to the rear
- Achieve a design which minimises the potential for noise disturbance to any new residential accommodation from the school to the rear
- Be of a scale compatible with the flats on the opposite site of Drummond Crescent

- Contribute towards improving east-west routes between Kings Cross and Euston
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible
- Take account of the key objectives of the adopted planning framework as far as they remain relevant

Site Context

The site is on the north side of Drummond Crescent a short distance to the east of Euston station. It is completely covered by a tall single storey building which is used as a vehicle depot/garage with ancillary offices by the Metropolitan Police Euston Traffic unit. Opposite the site across Drummond Crescent there are five storey flats to the east end and two and three storey houses to the western end of the street. To the rear of the site are the playgrounds to two schools. To the north east are five storey blocks of 1960's flats. These surrounding uses give the area a predominantly residential character

Main Policy Considerations

The site is in an identified growth area (Policy CS1) where the council expects mixed use development to maximize site opportunities in line with the identified objectives for the Euston Area (Policy CS2) particularly with regard to employment and jobs.

Policy DP13 indicates that planning permission will be granted for mixed uses on employment sites where it can be demonstrated that the site is no longer suitable for its current business use and there is evidence that the possibility of reusing or redeveloping the site for similar or alternative business use has been fully explored over an appropriate period of time. Where the loss of employment space is justified new schemes should provide a substantial residential component given the approach of policies DP2 and DP3 to make full use of Camden's capacity to provide housing and particularly affordable housing.

Further Information

The site has been used by the Metropolitan police as a vehicle maintenance depot by the police for a number of years. The Metropolitan Police Authority has advised that the property may become available for redevelopment in the medium term in conjunction with the potential restructuring of service delivery and property. This is subject to identifying alternative accommodation.

However, to address the issue of loss of employment use, other business and community uses (e.g. education) may be appropriate as part of a mix of uses on the site. There appears to be some scope to extend the building beyond its current envelope, but any proposal would need to demonstrate that it is acceptable having regard to the amenities of surrounding occupiers and the surrounding townscape, including the school behind.

The Maria Fidelis school to the north of the police garage is developing plans to relocate school accommodation from another site it occupies in North Gower Street. This was originally formulated under the Building Schools for the Future programme, but the requirement to relocate accommodation from North Gower Street has become more acute in the light of the emerging proposals for HS2 which could make a school unviable in this location because of noise disturbance and station construction impacts. Potential school expansion onto this site would be supported.

The Council has been working with the London Development Agency to deliver a decentralised energy network along Euston Road. The size of this site provides the potential to house an energy centre to contribute to the viability of a decentralised energy network. The site may be included in the wider area covered by the proposed Euston OAPF and these aspirations will be elaborated on in more detail.

Site 14: Westminster Kingsway College, Regents Park Centre, Longford Street



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Scale 1cm : 20m



Site Details

Area: 2,380 sq m
 Ownership: Westminster Kingsway College
 Existing Use: Further Education College (D1)
 Ward: Regent's Park

Planning Context

Planning Designations

Strategic viewing corridor: Parliament Hill to Westminster (eastern part of site)

Other Information

Public transport accessibility level: 6b

Relevant Planning Applications: None

Site allocation guidance

Continued education/ D1 use, or subject to the satisfactory relocation of existing uses redevelopment to include permanent (C3) residential use, including affordable housing

Development will be expected to:

- Make full and efficient use of this highly accessible central London location to deliver additional floorspace at a density which reflects the sites accessibility
- Contribute to the supply of housing and affordable housing if educational use does not continue on site along with other appropriate uses as part of a mixed use scheme
- Improve the public realm and landscaping; integrating with improvements at and around Regents Place with residential areas to the north of Longford Street
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible

Site Context

Regent's Park Centre is owned by Westminster Kingsway College. It is largely unoccupied and the college is currently implementing a property strategy including the consolidation of

services at the King's Cross Centre on Grays Inn Road. This raises the possibility that this site will no longer be needed for continued further education use.

The centre marks a transition between the large scale commercial development of Regents Place to the south and the residential areas north of Longford Street, including the Regent's Park Estate. The site is located outside Regent's Park conservation area. St Mary Magdalene Church is Grade II* listed, 8 & 9 Laxton Place and 26 Longford Street are Grade II listed. These buildings are in close proximity to the site. The site is occupied by a four storey college building set back from the road, with a number of mature trees and a sculpture in the gardens to the front.

Main Policy Considerations

Both draft replacement London Plan (policy 3.19) and LDF policies (CS10) seek to protect education facilities. The LDF also supports the provision of housing, especially affordable housing (CS6). In the event that further education use ceases or is satisfactorily relocated, affordable housing is a preferred alternative use (DP15). Other uses and higher density development could be accommodated on site (CS3) taking into account the scale and character of the area and the site's central London location (CS9). Housing should form part of a mix of uses on site, and affordable housing should be provided in line with DP3 and DP15.

Further Information

If further education uses cease to operate from this site (due to facilities being reprovided at the King's Cross centre) the current building is of no particular merit, so redevelopment opportunities could arise. Alternative education and other community uses would be welcomed.

If redevelopment is proposed, intensification of development on site could bring opportunities for the provision of new housing, including affordable housing, which is the preferred use. However the application of this policy will be carefully considered, having regard to other planning objectives and the College's aim of reinvesting and enhancing education provision within the Borough. A new built form would support active frontages to both Longford and Stanhope Street supporting alternative compatible uses particularly at street level, so other uses including offices (B1) or other community uses may be appropriate as part of a mixed use scheme.

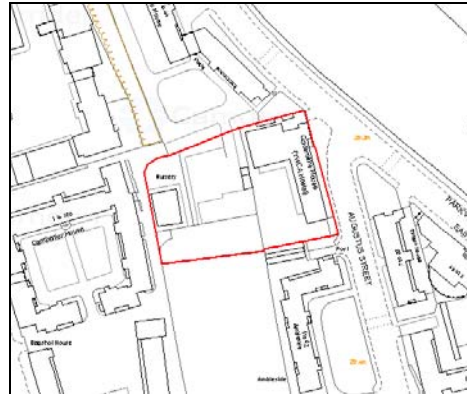
The college forms part of a comprehensive redevelopment scheme dating from the 1960s. In recent years the Regents Place development (2004/1700/P and 2007/0823/P) has altered the context of the site and redevelopment should exploit opportunities to improve the public realm, linking the site with the recent and emerging new urban context.

The site lies north of Triton Square, and redevelopment of the site should exploit its relationship to the routes emerging from new development to the south and provide a legible entrance to any proposed scheme. Development will also be expected to integrate with the emerging public realm works around Longford Street and Drummond Street. Public realm improvements should be coordinated with enhancements on the south side of Longford Street to provide an integrated high quality public space. Development will be expected to facilitate north south linkages and crossings between the residential areas north of Longford Street and the Regents Place development to the south.

The siting of any proposed new buildings present opportunities to improve the relationship of buildings to Longford Street; however, landscaping should seek to incorporate existing mature trees wherever possible.

Improvements to the public realm should create better quality public space and explore the potential re-provision of a street market at Longford Street.

Site 15: Land at Goldsmith's House and adjoining land, Cumberland Market Estate, Park Village East/Augustus St



Site Details

Area: 3,110 sq m

Ownership: Peabody Trust

Existing Use: Women's hostel, community hall, parking area and land partly used for storage of materials in connection with maintenance for open areas of the wider residential estate

Ward: Regent's Park

Planning Context

Planning Designations

Strategic viewing corridor: Primrose Hill to St Pauls (partially within viewing corridor and lateral assessment area)

Conservation Area: Regents Park

Other Information

Site close to the potential safeguarding area to the east for the proposed High Speed 2 rail link

Public transport accessibility level: 3 – 4.

Industrial uses have previously existed in the area, prior to the filling in of the canal basin that once existed on part of the site. Land on parts of the site therefore has the potential to be contaminated, particularly on the western areas of the site.

Two trees on the boundary of the site have Tree Preservation Orders

Relevant Planning Applications: None

Site allocation guidance

Provision of permanent (Class C3) residential development, including affordable housing, if it can be demonstrated that it is no longer appropriate to provide a hostel on the site; re-provision and expansion of community hall and publicly accessible open space.

Development will be expected to:

- Improve or replace the existing hostel or, if the loss of the existing hostel accommodation can be justified, provide either an equivalent amount of accommodation for other vulnerable groups with a recognised social need or permanent (Class C3) residential development (including affordable housing),.
- Provide Class C3 housing, including affordable housing in addition to any provided to replace a loss of the existing hostel.
- Improve or reprovide community facilities
- Provide enhanced open space to serve the development and existing residents and enhance biodiversity.
- Make optimal use of this accessible urban location, within the constraints of the site.
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible

Site Context

The women's hostel, open land and parking area are all understood to be underutilised at present. The hostel is understood to require major investment in order to bring it up to modern standards.

Most of the open storage land has no strong apparent ecological value, nor does it have public access, as it is fenced off and has been used for incidental storage related to maintenance of open areas of the estate. As a consequence, the LDF Inspector responsible for examining the Council's Core Strategy and Development Policies LDF documents made a specific binding decision to delete the Council's previous open space designation on this particular area of land from the Local Development Framework's proposals map and schedule of open spaces.

There are substantial areas of affordable housing in the immediate vicinity of the site in the form of large blocks, a number of which are also owned by the Peabody Trust. The land to the south is used as allotments and, like the site itself, occupies backfilled land from the former Cumberland canal basin. The allotments to the south remain designated as open space.

The community hall serves the recreational needs of estate residents.

There is an area of soft landscaping in the north-west corner of the estate and abutting the northern boundary, where two trees with Tree Preservation Orders also stand. To the north of this is the landscaped courtyard of Richmond House. The line of the former canal basin is still evident in the location of the allotments and arrangement of development in the area.

Main Policy Considerations

In accordance with Policies DP4 and DP8, the Council will resist the loss of accommodation for homeless or vulnerable people unless it can be satisfied that adequate replacement accommodation is provided on the site or elsewhere, or that the accommodation is incapable of meeting modern standards. If such a loss can be justified, the Council will expect equivalent residential floorspace to be provided for other vulnerable people or for permanent Class C3, including an appropriate amount of affordable housing.

Any additional development on the site will be expected to provide quality homes in line with policy CS6. Affordable housing should be provided in line with policy DP3.

The Council will expect community facilities to be improved or replaced and, as necessary, expanded to take account of community needs of existing residents as well as the additional demand of any proposed development, in accordance with Policy CS10 (and DP1 of the Core Strategy).

Appropriate replacement of any publicly accessible open space will be required, plus provision in light of additional demand from occupiers of any new development, in line with Policies CS15 and DP31.

Further Information

As a result of the decision to remove the open space designation this site has potential for redevelopment. This includes reprovion of existing uses. If it is demonstrated that it is no longer appropriate to provide a hostel on the site, the Council will seek equivalent replacement floorspace for other vulnerable people with a recognised social housing need or permanent (Class C3) housing including affordable housing. Such reprovion will be expected before the Council's normal affordable housing policies are applied to any additional residential development. Although the site is suited to the provision of affordable housing, consideration will be given to the appropriate mix of rented and other intermediate accommodation to encourage a mixed and balanced community.

An improved community facility should be located in an accessible location for use by all residents for a range of purposes.

New development should not to cause loss of amenity to residents of nearby blocks through overlooking or loss of light. Nor should any development cause serious overshadowing of the landscaped courtyard to Richmond House to the north, nor affect the health of the protected trees on the boundary. New development should be suitably set back from the southern boundary to prevent any potential conflict with the use of the neighbouring allotments. An opportunity exists for good quality replacement and expanded open space for the benefit of estate residents and new occupiers of development. This could possibly take the form of an extension of the existing allotments or facilitating a complementary food growing/"grow your own" project, of which there are examples elsewhere in the borough. Measures to protect and enhance the biodiversity of the site and adjacent open space and trees should be incorporated.

The design of any new development should also explore a layout which references the sites history and location on top of the former Cumberland basin.

Development should be provided in accordance with the Mayor's energy hierarchy. Opportunities should be explored to link with any local energy networks that are established in the area. There would appear to be potential to provide Combined Heat and Power on the site as part of any development and the potential to export energy to the surrounding area, particularly surrounding housing blocks, should be investigated and established if viable and feasible.

4 Central London

The southern part of Camden plays an important part in providing the vibrancy, diversity and identity that makes Camden such a popular place to visit, work and live in. It forms part of Central London whose unique role, character and mix of uses provides much of the capital's distinctiveness.

Camden's Central London area:

- is a key part of the nation's capital and a major international city
- is part of London's Central Activities Zone (CAZ)
- is a major business and employment centre
- has a significant residential population adding to its life, diversity and supporting economic and other functions
- has a concentration of local and nationally important medical, research and higher education institutions
- is a significant retail centre, with Central London Frontages, neighbourhood centres and specialist shopping areas
- contains many other uses including legal, health and professional services; food, drink and entertainment and cultural and tourism uses
- contains many areas with their own characters and identities - e.g. Covent Garden, Fitzrovia, Museum Street area, Hatton Garden
- has many areas with a high quality and / or historic environment - for example conservation areas, listed buildings and London squares
- is highly accessible by public transport

As set out in the Core Strategy, the Council will support and promote the Central London area of Camden as a successful and vibrant part of the capital to live in, work in and visit. We will:

- recognise its unique role, character and challenges
- support Central London as a focus for Camden's future growth in homes, offices, shops and other uses
- seek to ensure that development in Central London 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 and supporting community facilities
- seek to secure additional housing and affordable homes, including as part of appropriate mixed use developments
- take into account the specific identity of the areas within Central London when taking decisions on planning applications and in relevant initiatives and works
- promote and protect areas of specialist activity, such as the Museum Street area and Hatton Garden
- support the concentration of medical, educational, cultural and research institutions within central London
- preserve and enhance the area's historic environment
- seek to improve the quality of the area's streets and places, the connections between them and the ease of movement into, and through, the area
- continue to designate Central London as a Clear Zone Region to reduce congestion, promote walking and cycling and improve air quality

- promote improved community safety
- manage the location and concentration of food, drink and entertainment uses and their impact

Central London experiences the most intense major development pressures in the borough. The Council will seek to promote a successful Central London area whilst balancing its sometimes conflicting uses and roles and the needs of established residential communities. Central London as a whole is the location of most of Camden's growth areas (King's Cross, Euston, Tottenham Court Road, and Holborn). Development in these areas should contribute to the success of Central London:

- Economically; through providing new jobs and space for a diverse range of businesses and facilitating and contributing towards infrastructure ,such as Crossrail;
- Environmentally; by being of the highest quality design in both local and historic contexts and contributing to improving open spaces; and
- Socially; by providing new homes and supporting community facilities.

In addition to the preceding sections a large number of other development sites are within the Central London area. It is expected that these will contribute to meeting the objectives outlined above.

Tottenham Court Road Area

This area is centred on Tottenham Court Road Underground station and includes parts of Camden and Westminster. It is well served by public transport and contains a mix of office, housing and retail uses, with a significant residential population in and around the area. Much of the location is designated as conservation area and it contains a number of listed buildings. Tottenham Court Road and part of New Oxford Street are within the West End Special Retail Policy Area designated in the London Plan.

Although the area is already well developed, it contains a number of development sites which give an opportunity to improve and enhance the local environment, the mix of uses and links to neighbouring areas to create an attractive, safe and vibrant place. The 2011 London Plan expects a minimum of 420 new homes and an indicative capacity for 5,000 new jobs to be provided in the area between 2006 and 2031, with elements of this provision taking place in both boroughs. Based on development since 2001 and identified opportunity sites, the Council expects around 60% of the homes and more than half of the jobs in the London Plan to be provided in Camden's part of the Tottenham Court Road area, with provision spread across the period of the Core Strategy. In order to achieve these targets priority should be given to new housing.

Growth at Tottenham Court Road will be supported by transport enhancements as part of the development of Crossrail. Planned improvements include a new Crossrail station linked to major improvements at Tottenham Court Road underground station. Upgrades to increase capacity on Northern Line tube services using the station are due to be completed by 2014. .

All development within the 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 , Covent Garden, Bloomsbury and Oxford Street) and reduces the dominance of traffic in the area
- maximising densities compatible with local context, sustainable design principles and public transport capacity
- development of the highest quality and sustainable design as befits a historic area in the heart of London, which preserves local amenity and seeks to enhance and preserve the character and appearance of conservation areas
- remedying the lack of open space in the area through on-site provision or contributions to assist in the provision of new spaces

The Council has an adopted framework for the Tottenham Court Road and St Giles High Street area and planning briefs for three major development sites within it. The Tottenham Court Road Station and St Giles High Street Area Planning Framework (2004) encourages mixed-use developments to contribute to the provision of a significant number of new homes and jobs, and new vitality through new retail and leisure activities.

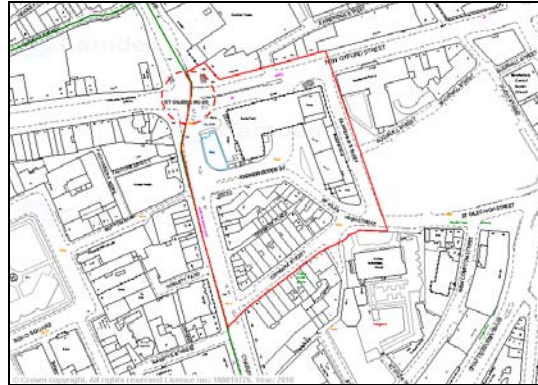
The City of Westminster has also produced planning briefs for sites within that part of the area. We will work with Westminster and other partners to achieve our vision and objectives for this area which include seeking significant improvements to the public realm.

There are a number of major development sites within this area. It is expected that these will contribute to meeting objectives outlined above in line with the Core Strategy.

Site 16: St Giles Circus



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Scale 1cm : 50m

Site Details

Area:	18,800sq m
Ownership:	Various Private and Local Highway Authority
Existing Use:	Various: Including cleared Crossrail construction site and mixed uses including offices, residential, retail and public highway
Ward:	Holborn and Covent Garden

Planning Context

Planning designations

Cross Rail: Area of Surface Interest and Safeguarding Limits

Central London Frontage (part located within)

Central London Area

Conservation Area: Denmark Street

Archaeological Priority Area: London Suburbs

Tottenham Court Road Opportunity Area

Other Information

Listed Buildings (Grade II):

- Centre Point and Centre Point House
- 20 Denmark Place
- 26, 27 Denmark Street
- 59 St Giles Street

Buildings making a positive contribution:

- Denmark Street : 4, 8, 11, 19, 21, 22 23, 24, 25, 28
- Charing Cross Road: Shaldon Mansions (126 – 136), 114-116, 122 -124
- St Giles High Street: York (57) and Clifton (54) Mansions, 61-62, 63, 64
- Denmark Place: 1 – 6, 22

Other listed buildings lie to the north on Tottenham Court Road and New Oxford Street and on the southern side of Denmark Street (Nos. 5, 6-7 and 9-10). To the south east is the Grade I listed St Giles-in-the-Fields Church (1734).

Other Considerations

In addition to the adopted framework there is supplementary planning guidance in the form of the Denmark Place Planning Brief (2004) and Denmark Street Conservation Area Appraisal and Management Strategy (2010). A St Giles Circus Strategic Framework Study (2008) was produced by Farrells for Design for London, but this has no statutory status. Further studies into the public realm have been undertaken involving key agencies and landowners (further details outlined below).

Delivery of development in this area will be affected by the Crossrail and Tottenham Court Road Station infrastructure projects. Under the Crossrail Act permission was granted to demolish 138-148 Charing Cross Road and to extend the station. Part of the site at Andrew Borde Street is currently cleared to facilitate Crossrail works and the land will be returned to the owner on completion opening up development opportunities in close proximity to the remodelled plaza in front of Centre Point containing new station entrances.

In July 2009 Westminster City Council also adopted a planning brief for the Tottenham Court Road area. These cover the sites affected by Crossrail and over station development around the junction of Oxford Street and Charing Cross Road to the west and includes associated plans for environmental improvements to Sutton Row opposite.

In July 2009 English Heritage published a study (prepared by Urban Practitioners) on Conservation-led Regeneration Options for Eastern Oxford Street (Hanway Street) to the west. The study's focus is on encouraging conservation –led regeneration and public realm and access improvements particularly in the context of Hanway Street. This study has no formal status, though it does provide a useful source of guidance, ideas and options for the wider area and illustrates the way sites can be developed to improve routes and small scale interventions to benefit the area.

In addition to the Core Strategy's approach, this area is one of the Council's Place Shaping areas where we have been consulting with residents and other parties to produce a Place Plan. The themes, key issues and actions reflect many of those outlined above and below. These are particularly around the impacts and opportunities arising from Crossrail and balancing Central London activities with established residential communities and the wider local environment, including public open spaces.

Site allocation guidance

In conjunction with the wider area objectives and for development of specific sites identified in the Tottenham Court Road and Holborn areas, the guidance for the St Giles Circus and Denmark Place area is to support high quality development appropriate to this Central London gateway and the creation of new world class public spaces

Development will be expected to:

- Contribute towards creating new and enhanced public spaces for Central London
- Appropriately restore, convert and redevelop buildings and sites to include a mix of uses appropriate to a Central London location including retail, residential (including affordable housing), offices and leisure
- Use the opportunities of investment and new development to enhance listed buildings and other heritage assets
- Respect and enhance the settings, appreciation and views of designated heritage assets; in particular Centre Point and St Giles Church
- Retain and provide active ground floor frontages to existing and proposed public space(s) and streets

- Enhance permeability and the ability of pedestrians to move through the area in a convenient and direct manner and , where possible, phase and integrate enhancements with developments in the wider area as they come forward.
- Contribute to a safer and more legible pedestrian and cycling environment
- Improve the public realm and pedestrian movement around road junctions and the new Tottenham Court Road station and complement other public realm and transport improvements planned for the area
- Reconsider bus movements and stands and, where appropriate and feasible, remove traffic through road closures and associated works to create better pedestrian space and a more people friendly environment
- Seek to retain and restore those buildings which make a positive contribution to the Denmark Street Conservation area
- Ensure that new buildings are of a density, scale and character that are appropriate to the location and local context of sites
- Maximise the potential of sites to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses
- Respect the amenity of existing residents and locate and design new housing so that residential quality and amenity is not compromised by potential noise and disturbance from other uses and activities
- Retain, safeguard and support uses consolidating and celebrating the area's music specialisms.
- Provide or support improved community facilities in the area
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.
- Take account of the key objectives of adopted planning frameworks and briefs, where they remain relevant

Site Context

This area is within the Tottenham Court Road Opportunity Area where, with improved public transport accessibility and capacity, residential and non-residential densities should be optimised to produce new homes and jobs.

The area is undergoing considerable change with ongoing works to deliver new Underground and Crossrail stations with subsequent opportunities this will create for new development and public realm improvements. The coordination of a number of separate public and private sector projects is essential to the creation of a successful place at this major London gateway, hence this area based allocation to help establish some key objectives.

The area is dominated by the Grade II Centre Point forming a distinct block and, until the public transport works began, a heavily congested traffic island.. The quality of the pedestrian environment of the area was poor. Planned highway improvements of the 1960s were abandoned leaving the area unfinished and unresolved, and particularly hostile for pedestrians. Until recently the blank flank walls of 144 and 148 Charing Cross Road provided an unattractive face onto Andrew Borde Street, but these buildings have now been demolished as part of the Crossrail and related underground enabling works. The works have significantly affected the wider area in terms of the extent and impacts of construction activity and related traffic changes and knock-on effects to nearby streets, but offers the opportunity to reconsider the way the area can work better as other projects take shape.

St Giles Circus is also a 24-hour hub for buses with 17 day time bus routes serving the area and four routes terminating at St Giles with bus stands located on Earnshaw Street and St Giles High Street (at the northern and southern end of the street). Seven of the 17 routes are 24 hour service and 19 night bus routes pass through the area. Bus services and passengers

contribute to congestion in the area particularly along New Oxford Street where buses often queue to Bloomsbury Street.

Both the previous and existing layout around St Giles Circus creates a significant barrier for pedestrians trying to move through the area. Crossings do not match up with desire lines and there is constrained space for the large numbers of people accessing the area. The area also has a high accident rate.

The historic focus for the immediate area is the grade I St Giles Church. The area includes a number of other listed buildings, including Centre Point, currently mainly occupied by offices (with housing and retail uses in Centre Point House), and properties on Denmark Street, locally known as 'Tin Pan Alley' due to the role it has played in the music industry. Over the years it has attracted specialist retailers in music publishing and in the sale and repair of musical instruments. Away from the street frontages there are also recording studios and small clubs. There are also residential properties on Denmark St and St Giles High Street in Clifton and York Mansions.

There are distinct contrasts between the medieval street pattern and grain of places like Denmark Place and Denmark Street with the mid-20th century Centre Point and successfully responding to these contrasts is one of the key challenges in redevelopment options around St. Giles. A more detailed assessment of the character is available in the Conservation Area Character Appraisal and Management Strategy (2010).

Main Policy Considerations

St Giles Circus is one of the Mayor's Great Spaces and falls within the Tottenham Court Road Growth Area in Camden's emerging Core Strategy. The objectives of the Growth Area are to provide a balanced mix of uses, an excellent public realm, and development of the highest quality and to remedy the lack of open space.

Camden's Core strategy seeks to focus growth in the most appropriate locations and particularly in designated growth areas such as Tottenham Court Road (Policy CS1) where a balanced mix of Central London uses including housing and affordable housing and provision of offices, retail and other employment opportunities, will be sought (Policy CS9). The Council will ensure that development in this location is of suitable scale and character for the area in which it is situated, contributes to other Council aspirations including providing appropriate community and environmental benefits, and takes into account amenity and community safety (Policy CS5). The Council will seek to protect the retail function in Central London Frontages (Policy CS7) while maximising the supply of new homes as part of mixed use developments (Policy DP1/CS6).

Change is anticipated in this area in conjunction with the rebuilding of the station for Crossrail and the Core Strategy identifies the area as requiring improved public realm, with improved routes for pedestrians and cyclists and links to neighbouring areas (Policy CS11). The site is in a Central London location where densities should be maximised in a manner compatible with local context, sustainable design principles and public transport capacity and enhance and preserve the character and appearance of the conservation area (Policy CS14). Listed buildings should be preserved and enhanced in accordance with policy DP25.

Further Information

The Council's vision for the area is a series of high quality pedestrian priority streets and spaces framed by refurbished historic buildings and exemplary new development that animates and enlivens these spaces. A key objective is that the area becomes a distinctive place, with outstandingly well-designed public realm at its heart, with the music industry retaining a presence, but also a place to enjoy living and being in as well as passing through.

All development within the 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 making efficient use of land at suitable densities in the local historic context, and remedying lack of open space.

Key priorities are to enhance the setting of existing historic and valued places and buildings, to change the balance of use of public space by giving greater priority to use by pedestrians and cyclists rather than motor vehicles, and to improve the street environment. This would be for the benefit both of those living and working in the area, by offering more attractive places to spend time, and for those travelling through to nearby destinations, by making the area more legible, safer and visually attractive. New development should contribute both to a vibrant part of London with enhanced spaces where quieter contemplation is also possible.

The key to the success of St Giles Circus and its immediate surrounding area will be the delivery of new public realm and the quality and cohesion of the buildings that surround it. The new public realm adjacent to New Oxford Street, Charing Cross Road and as far west as St Giles High Street will be implemented by London Underground as part of their ongoing works which will also include the new station entrances. The wider objectives will be heavily dependent on developer contributions through planning obligations and working with other agencies to help directly deliver these improvements.

Camden, together with Steering Group partners, intends to coordinate the production of a delivery plan to provide clarity over the roles and responsibilities of the public and private sectors to achieve its aspiration for St Giles.

Public Realm Proposals

The new Crossrail station is due to be operational by 2018. The majority of approvals for this programme were secured through the Crossrail Act.

The formation of new entrances to the Crossrail and Underground stations to the front of Centre Point, and associated redevelopment in this area, present opportunities for the creation and enhancement of pedestrian links between areas, having regard to the remaining historic street pattern. Proposals need to be of the highest quality and respond to the diverse character of the area whilst addressing the need to manage the larger numbers of people using the new stations.

Due to the anticipated rise in pedestrian numbers once the new stations are open (from 30m per year in 2009 to 56m in 2018), Camden officers have worked with a range of partners to consider the wider area and particularly the opportunities for major public realm interventions. In order to ensure the surrounding streets and spaces are able to cope with these pressures, the St Giles/Tottenham Court Road Urban Realm Steering Group was set up in 2009. The Group includes representatives from Crossrail, LUL, Camden, City of Westminster, London Buses, Transport for London and Design for London and it commissioned Gillespies and Halcrow to produce public realm and highways proposals for the area. Further consultation and involvement of neighbouring landowners has followed to attract support for key principles and design approaches.

Additional feasibility work has been undertaken to consider changes to traffic and bus movement including reversion to two way working on Tottenham Court Road and management of bus movements and termination points.

The full scope of St Giles Circus proposals is dependent on implementing a wider Tottenham Court Road (TCR) 2-way project and has broad support of all partners. Funding has been secured from TfL for further analysis supporting the recognition that it would be extremely beneficial for the immediate area and beyond. The TCR 2-way project would help to unlock the full public realm potential at St Giles Circus through the closure of the northern end of St Giles High Street to vehicular traffic and support the creation of larger pedestrian spaces.

The broad proposals for St Giles Circus include:

- Creation of new high quality public space focussed around Centre Point
- Creation of new diagonal pedestrian crossing at the Tottenham Court Road/Oxford St junction(similar to those at Oxford Circus)
- Closure of Andrew Borde Street
- Removal of traffic signals at New Oxford Street and St Giles High Street
- A pedestrian priority space in front of St Giles church
- Improvements to Denmark St
- Changes to bus routes and bus stands/stops

Design and materials will be used to reflect shifts in character and delineate the historic alignment of St Giles High Street (and to align with new station entrances in front of Centre Point). The sub-spaces away from main pedestrian desire lines could include trees and seating to help activate spaces, provide character and complement other proposals.

How bus movements and termination points are managed is extremely important in supporting the envisaged objectives to improve and create spaces, streets and buildings that people can enjoy. Options to relocate bus stands and for managing servicing to existing and new buildings need to be fully explored to realise the full potential of improvements to the area.

New development and proposed related spaces and links and the way they are designed will need to be cognisant of these proposals and must be robust and be able to respond to them accordingly.

Development Opportunities

The major development opportunity is the site to the north of Denmark Place opposite Centre Point. The area between Denmark Street and Andrew Borde Street was the subject of redevelopment proposals in 1989, which was followed by an appeal in 1991. The appeal was dismissed primarily because of the need to safeguard the Cross Rail route. The buildings on part of the site have now been demolished to facilitate the construction of Crossrail. The redevelopment of this site, once the Crossrail project is complete in 2018, will be crucial to the success of the wider area; in the creation of edges to streets and spaces and the quality of the design solution in response to the character and appearance of the area as a whole.

The position of the development site is particularly complex as it addresses a diverse range of conditions – its southern side backs directly onto Denmark Place and the rears of historic buildings on Denmark Street. It must also respond to the new station entrances and newly formed spaces planned to the north, to the setting of Centre Point and the scale and building line of the historic St Giles High Street, as well as the busier, more commercial, frontage of Charing Cross Road. It will form an important component of the ring of buildings, including 118-132 New Oxford St, Centre Point House and the developments to emerge across Charing Cross Road in Westminster, that frame Centre Point and the spaces around it,

Development in this sub area will have an impact on the character and appearance of the Denmark Street CA, and the sensitivities and complexities of the site must be considered carefully. Development here could encourage more people to visit, use and pass through the area, whilst respecting and preserving the differences and varieties of scale, appearance, character and ambience which contribute to the area. The re-establishment of Denmark Place is important to retain the character of the area and redevelopment will need to create an appropriate northern edge to this historic street of a scale and character responding to retained historic buildings to the south on Denmark Street. An overall objective would be to provide active frontages and better surveillance to create a safer route and remove the previous need to have night time security gates. A new link via Denmark Place to the station and new public space around Centre Point would assist pedestrian movement.

Objectives for development in the area envisage a mix of uses and active ground floor frontages involving part redevelopment and part sympathetic restoration/refurbishment and adaptation, retaining and contributing housing, employment floorspace, and vitality through new retail and leisure activities in the right places. The contribution of development to other planning objectives such as enhanced public space and consolidating the best of the existing character of the area will also need to be taken into account. Views of St Giles church should be maintained and enhanced and the vehicle dominated junction of St Giles High St and Denmark St in front of the church provides an excellent opportunity to create new public space to improve its setting.

Properties fronting Denmark Street should be refurbished where necessary to preserve and enhance their historic character and the specialist music related activities. It is also important that residential floorspace is not reduced. Vacant residential properties and heritage assets, such as York and Clifton Mansions, should be refurbished to bring them back into use and also to bring about positive enhancement to the character of the conservation area. New retail and food/drink uses should be focussed around the Charing Cross Road and Andrew Borde Street frontages, where they could benefit from and contribute to the new public space envisaged as part of the area's improvements.

Development of this site and other sites in the immediate area will be expected to contribute in various ways through good design; active frontages; and improved streets, spaces and routes in ensuring a more successful and attractive place; and presents many opportunities to improve the quality of the public realm and pedestrian routes.

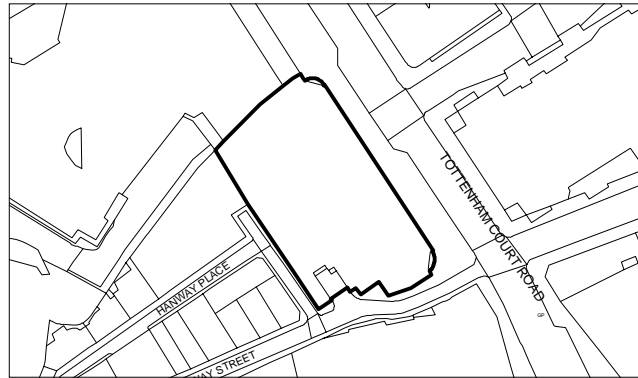
Opportunities for appropriate refurbishment and remodelling of the Grade II listed Centre Point, focussed specifically at lower levels, should be explored to create an improved relationship with the new station entrances and new spaces; particularly under the bridge link which is dark and unwelcoming and would create a poor quality entrance and edge to planned enhancements.

The introduction of more active lower level frontages to Earnshaw Street could help to enliven that street (involving changes to the ramped vehicular access and servicing) with potentially a new link to tie in Bucknall Street and the Central St. Giles scheme into these other improvements. Improvements on other streets such as Denmark Street and Flitcroft Street should enhance the setting of St Giles Church and improve pedestrian routes between areas such as Bloomsbury and Soho.

Site 17: 6-17 Tottenham Court Road



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Scale 1cm : 50m



Site Details

Area: 1925 sq m
 Ownership: Private
 Existing Use: Retail, other Class A uses, offices.
 Ward: Bloomsbury

Planning Context

Planning Designations

Tottenham Court Road Opportunity Area
 Central London Frontage
 Central London Area
 Conservation Area: Bloomsbury and Hanway Street

Other Information

Located within the emerging proposed Fitzrovia Area Action Plan DPD boundary (see p.84 for further information)

Public transport accessibility level: excellent (6b)

14-16 Oxford Street: Grade II listed

5-6 Hanway Place: Building making a positive contribution in the Conservation Area

Relevant Planning Applications

2010/5956/P: Related highways works on Hanway Street associated with development at 14-28 Oxford Street

Site allocation guidance

Specific guidance will be set out in the proposed Fitzrovia Area Action Plan (see explanation on p. 92)

Site Context

The site is occupied by a relatively modern part 3/part 4 storey commercial building which incorporates retail premises fronting Tottenham Court Road with office uses to the rear. A

basement restaurant is accessed via Hanway Place and it adjoins residential properties at 5 and 6 Hanway Place (created as part of the original development, but distinct and not included in this site). It is surrounded by a mix of commercial and residential uses and a range of building types and scales typical of this part of Central London. Compared to its neighbours and other buildings in the area it is of relatively modest scale. There is an obvious transition in character around the site between the central London frontage and the more domestic scale of the Hanway Street/Hanway Place enclave to the rear.

Main Policy Considerations

These will be set out in detail in the emerging Fitzrovia Area Action Plan

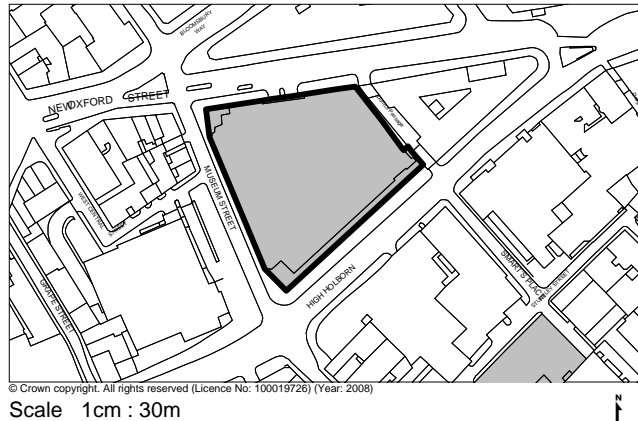
Further Information

The site is adjacent to the boundary with Westminster. It is also close to Tottenham Court Road underground station which is undergoing significant work to accommodate Crossrail and a number of other improvements are being developed around this busy area. It is anticipated that development should complement and contribute towards the significant change and investment that is taking place around Tottenham Court Road.

English Heritage has published a study on the Conservation-led Regeneration Options for Eastern Oxford Street (Hanway Street). Whilst this document has no formal status, it does provide a useful source of guidance, ideas and options for this area focussing on public realm and pedestrian access improvements in conjunction with potential redevelopment options; from the incremental to more extensive. This site lies central to their study and suggests a range of potential public realm improvements.

Detailed guidance and requirements will be developed through preparation of the Fitzrovia Area Action Plan however servicing to any new development will need to consider how safe pedestrian access and movement in the narrow streets to the rear can be protected and the operation of two-way working on Tottenham Court Road should it be introduced in the future.

Site 18: 21-31 New Oxford Street, Royal Mail Sorting Office



Site Details

Area: 3,964 sqm
 Ownership: Private
 Existing Use: Vacant. Former postal sorting office (sui generis use)
 Ward: Holborn and Covent Garden

Planning Context

Planning Designations

Archaeological Priority Area: London Suburbs
 Central London Area
 Tottenham Court Road Opportunity Area

Other Information

Public transport accessibility level: excellent (6b)

Relevant Planning Applications

- May 2005 Full Permission granted May 2005 (PL/9500266/R1) – renewal of earlier permission.
- Change of use from post office sorting office to a museum support centre within basement and floors 1-3 and mezzanine floors; Retail (A1, A2, A3) on 2,000 sq m of the ground floor fronting Museum Street; and offices (B1) on floors 4-6.
- Apr 1999 Full Planning Permission (PS9704327R3) granted subject to s106.
- Change of use and conversion from post office sorting depot and offices to a mixed use development comprising a Museum Study Centre with storage and ancillary uses (D1), uses within Classes (A1, A2 and A3), offices (B1) fitness club (D2) and hotel accommodation (C1).

Site allocation guidance

Mixed use development which includes a mix of uses including retail, offices, hotel, other commercial uses and residential accommodation at upper levels

Development will be expected to:

- Maximise the potential of the site to provide new housing (including affordable housing)
- Contain active street frontages
- Make a contribution to improving and enlarging the public realm and providing more pedestrian space in the vicinity of the site, improved crossing facilities across New Oxford Street and better north-south links
- To be of a scale and appearance which does not harm but enhances the character and appearance of the Bloomsbury Conservation Area and the setting of neighbouring listed buildings including the British Museum
- Provision of or contributions to public open space
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.
- Complement and contribute to the range of planned improvements and investment to streets and public spaces in the Tottenham Court Road area.
- Take account of the key objectives of the adopted planning framework and planning brief

Site Context

The site was formerly used by Royal Mail as a postal sorting office and has significant potential for re-use or redevelopment, particularly given its frontages to New Oxford Street to the north and High Holborn to the south. It also has frontage to Museum Street to the west and is surrounded by a variety of office and institutional uses, many with retail at ground floor level and a mix of building forms and scales. The quality of the public realm in the area is currently poor and in need of improvement. The Royal Mail has indicated that they retain ownership and require periodic access to the underground mail rail tunnel.

Main Policy Considerations

The site is located in the Central London Area which is a highly accessible area identified in the Core Strategy as suitable locations for the provision of homes, shops, food, drink and entertainment uses, offices, community facilities and uses that are likely to significantly increase the demand for travel (Policy CS3). The Council will ensure that development in these locations is of suitable scale and character for the area in which it is situated, contributes to other Council aspirations including providing appropriate community and environmental benefits, and takes into account amenity and community safety (Policy CS5). A contribution to the supply of new housing would be required as part of a mixed use development (Policy CS6) and development will be required to preserve or enhance the character of the neighbouring Bloomsbury Conservation Area (Policy CS14).

Further Information

This is a large and strategically important site within Camden's Central London area which has significant potential for mixed-use development including the provision of new housing (and affordable housing). An Area Framework and Planning Brief drafted by the Council in 2004 envisage a mixed-use development on the site that contributes to the provision of a significant number of new homes and jobs, and improves the pedestrian environment in the

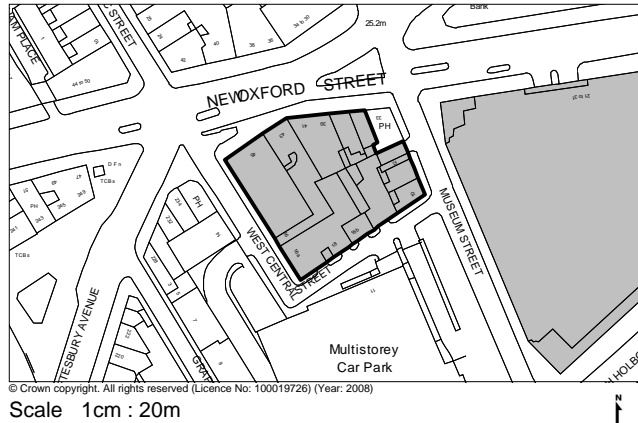
area.

The Council has aspirations to improve the public realm around this site and at Princes Circus in particular. There is a need to reconfigure the existing arrangement of roads and pavements to provide a safer and more pleasant pedestrian environment and better east west and north south routes (particularly to and from the British Museum). Some of these improvements can take place within the existing public realm but the incorporation of some area of land from adjoining development sites provides an opportunity to improve the street environment further and development of this site could contribute towards those objectives.

A key objective of the adopted framework is that the area become a distinctive place, with outstandingly well-designed public realm at its heart, a place to enjoy being in as well as passing through and to connect better to the places that surround it. Redevelopment offers the opportunity to remove a large and undistinguished monolithic building and introduce permeability through new development.

The framework's priorities are to enhance the setting of existing historic and valued places and buildings, to change the balance of space from motor vehicles to pedestrians and cyclists, and to improve the street environment, both for those living and working in the area, by offering more attractive places to spend time, and for those travelling through, by making the area more legible, safer and visually attractive.

Development of this site and others in the immediate area will be expected to contribute in various ways through good design; active frontages; and improved streets, spaces and routes to ensuring a more successful and attractive place.



Site allocation guidance

Mixed use development provided by conversion, extension or partial redevelopment including retail, offices and permanent self-contained (Class C3) residential accommodation at upper levels

Development will be expected to:

- Maximise the potential of the site to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses
- Retain and preserve the architectural and historic character of the listed buildings on the site.
- Protect and enhance the character and appearance of the Bloomsbury Conservation Area and the setting of listed buildings including the British Museum
- Maintain an active frontage to New Oxford Street.
- Make a contribution to improving the public realm providing more pedestrian space in the vicinity of the site, improved crossing facilities across New Oxford Street and better north-south links.
- Provide or contribute to the provision of new open space.
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.
- Take account of the key objectives of the adopted planning framework where they remain relevant

Site Context

The site is effectively an 'island' surrounded by New Oxford Street to the north, West Central Street to the south and west and Museum Street to the east. It is currently occupied by a range of buildings of between two and five storeys, including the Grade II listed buildings at 43 and 45 New Oxford Street and is surrounded by a range of building styles and scales. These include the Grade II listed buildings at the junction with Shaftsbury Avenue to the west, as well as the much larger hotel and multi-storey car park to the south and the former postal sorting office to the west across Museum Street. The public realm surrounding the site is currently poor and in need of some improvement.

Main Policy Considerations

The site is located in the Central London Area which is a highly accessible area identified in the Core Strategy as suitable locations for the provision of homes, shops, food, drink and entertainment uses, offices, community facilities and uses that are likely to significantly increase the demand for travel (Policy CS3). The site lies within the Tottenham Court Road growth area, identified in the Core Strategy as an area for the focus of growth, where the most efficient use of land will be expected (Policy CS1) whilst protecting heritage assets. The Council will ensure that development in these locations is of suitable scale and character for the area in which it is situated, contributes to other Council aspirations including providing appropriate community and environmental benefits, and takes into account amenity and community safety (Policy CS5). A contribution to the supply of new housing would be encouraged as part of a mixed use development (Policy CS6, DP1) and development will be required to preserve the listed buildings on the site and the setting or nearby listed buildings to the west (Policy CS14).

Further Information

There is potentially some opportunity for expansion at the rear of site and opportunities to

restore and refurbish the more important components that make up the site in a sensitive manner.

There is a need to rationalise and improve the road and pavement space directly in front of the site to provide a safer and more pleasant pedestrian environment.

Development of this site and others in the immediate area will be expected to contribute in various ways through good design, active frontages, and improved streets, spaces and routes to ensuring a more successful and attractive place. Major development on this site would be expected to contribute to achieving improvements to this area (the northern part of Princes Circus).

High Holborn Area

Holborn is a predominately commercial area, with a small residential community, focussed around Holborn underground station. High Holborn, from New Oxford Street to Holborn Circus, and most of Kingsway are together designated as a Central London Frontage, recognising their role as a shopping and service centre for workers and residents. Some of the area and much of its immediate surroundings form part of designated conservation areas. The area lies close to the growth area at Tottenham Court Road.

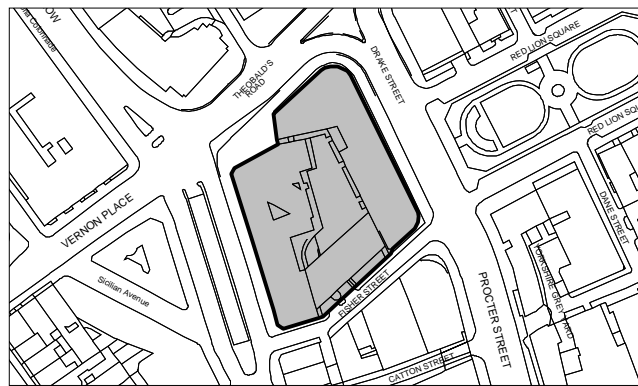
The London Plan expects a minimum of 2,000 new jobs and 200 new homes to be provided in the High Holborn area between 2006 and 2031. The Council expects that the London Plan targets will be met through relatively small scale schemes, reflecting that the area's potential for intensification is largely from the redevelopment of existing properties, such as offices, for alternative uses and at higher densities. However the capacity of Holborn station to cope with increased usage and resolving existing overcrowding and congestion around the station are important issues for Camden in considering the impacts of major new development.

The Council's aspirations for the area as set out in the Core Strategy include:

- provision of a mix of land uses, with offices and housing as the predominant uses
- provision of appropriate retail and service uses in the area's Central London Frontage and taking opportunities to introduce ground floor retail uses where the continuity of the frontage is currently broken
- improvements to the street environment, in particular pedestrian environment to and around Holborn Underground station
- improved connections with the City of London, the Tottenham Court Road area and other neighbouring areas, in particular, making walking and 'way-finding' easier
- appropriate contributions to open space, community facilities, regeneration initiatives and employment and training schemes
- high quality, sustainable design that respects its surroundings and preserves and enhances the area's historic environment
- improving community safety, including reducing opportunities for crime and anti-social behaviour

Developments in this area will be expected to contribute to the objectives above and seek to respond to the objectives and priorities of the emerging Place Plan for Holborn.

Site 20: 12-42 Southampton Row & 1-4 Red Lion Square



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Scale 1cm : 30m



Site Details

Area: 4,500 sq m

Ownership: Private

Existing Use: Higher education with ancillary theatre use. Previously occupied by Central St Martins College (University of the Arts) and Westminster University

Ward: Holborn and Covent Garden

Planning Context

Planning Designations

Central London Area

Holborn Growth Area

Archaeological Priority Area

Conservation Areas: Partially located within Kingsway (western part of the site) and close to Red Lion Square

Listed building: Building fronting Southampton Row (Nos. 12-48) is Listed Grade II*

Crossrail: Part of the site is located within the safeguarding limits

Other Information

The University of the Arts relocated to the new campus at Kings Cross in 2011.

Public transport accessibility level: excellent (6b)

Relevant Planning Applications

None

Site Allocation guidance

Mixed used development suitable to a Central London location including offices, hotel or other commercial uses and a contribution to the supply of self-contained (C3) housing including affordable housing and community uses.

Development will be expected to:

- Maximise the potential of the site to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses

- Retain or satisfactorily reprovide a theatre elsewhere in the borough, which may be incorporated as part of the University's relocation programme.
- Retain the Listed Building and ensure that its fabric and setting are protected and enhanced
- Ensure that the character and appearance of the Kingsway Conservation Area and the nearby Red Lion Square Conservation Area are preserved and enhanced
- Ensure any new buildings are designed to respond to the site's varied context and range of interfaces, including listed buildings and the London Square to the East
- Provide active frontages to surrounding streets where possible
- Contribute towards improvements to road conditions and pedestrian and cyclist safety around the site
- Improve the public realm in the vicinity of the site and pedestrian permeability and links to Red Lion Square
- Provide or contribute towards the provision of new or expanded open space
- Ensure that any redevelopment will not impact on the construction of Crossrail
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.

Site Context

The site is effectively an island surrounded by Southampton Row to the west, Drake Street/Red Lion Square to the east, Theobald's Road to the north and Fisher Street to the south. The site has been in higher education use for many years, with Central St Martins College occupying the Listed Building on Southampton Row and Westminster University occupying more recent buildings which cover much of the remainder of the site, which also includes the Jeanette Cochrane theatre. The road network is characterised by the one way system which acts to isolate this block, particularly from Red Lion Square.

Main Policy Considerations

A mix of uses should be provided on the site given its Central London location (Policy CS9). This should include the provision of a significant proportion of new permanent housing (Policy CS6) along with retail, commercial or office floorspace (Policy DP1). Development will be required to preserve the setting of important nearby built heritage assets (Policy CS14)

Education uses (D2) and the theatre (ancillary/sui generis) uses are protected by policy DP15 – Community and Leisure Uses but as the existing educational occupiers are vacating the site to occupy new facilities within the Kings Cross Central development, and on the basis that it can be demonstrated these facilities will be offering better quality provision than alternative uses will be acceptable with priority given to new housing, particularly affordable housing and other community uses. The loss of the theatre will only be accepted if an alternative and accessible replacement facility is provided on site or elsewhere in the area as part of the University's relocation programme.

Further Information

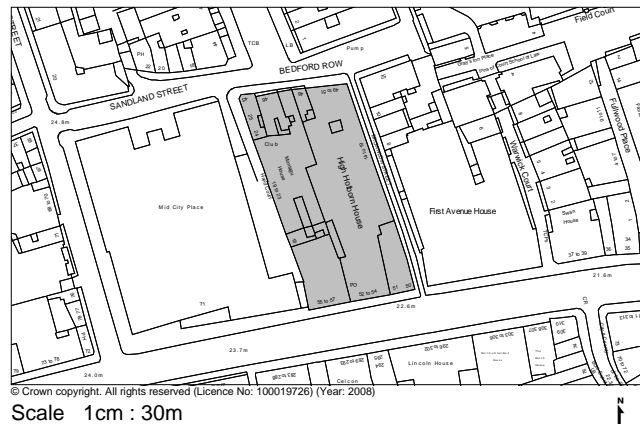
If the site is converted to alternative uses or redeveloped, the Listed Building on Southampton Row will need to be retained and sensitively put to alternative D1 community or alternative appropriate uses, and any development of the remainder of the site should ensure that its fabric and setting are not harmed. The existing buildings on the remainder of the site (i.e. the University of Westminster buildings) are of limited merit and could be replaced provided the new buildings are of an appropriate standard of architecture and design.

The existing tower towards the east of the site at around eleven storeys is one of the tallest buildings in the area and it is unlikely that a building that exceeded this height could successfully integrate with the surrounding townscape. If any new buildings are to have a

taller element these should be concentrated towards the Drake Street side of the site. Any new mixed use development should incorporate active frontages where possible to the main streets (i.e. Theobald's Road and Drake Street) and avoid blank walls at ground floor level. Opportunities to improve the public realm and surrounding streets, as well as local way-finding and pedestrian connectivity (including Red Lion Square) and permeability through the site should be maximised. The one way gyratory system creates a distinct barrier to movement and development should contribute towards an improved and safer environment for pedestrians and cyclists.

Any redevelopment must be designed to take account of the proximity of Crossrail which is under construction and will run south of and below this site. Specific aspects of Crossrail which will need to be considered are the intended worksite at the Kingsway Tram Tunnel, the construction of a ventilation shaft and headhouse immediately to the south of the across Fisher Street and the construction of a mixed use development over and around the shaft. Construction and servicing activities in connection with Crossrail may continue in this area until 2018 and the construction and servicing of this site will need to be coordinated with those activities.

Site 21: Land Bounded by 50-57 High Holborn, 18-25 Hand Court, 45-51 Bedford Row & Brownlow Street



Site Details

Area:	3,700 sqm
Ownership:	Private
Existing Use:	Offices, Shops (A1), Financial and Professional Services (A2), Restaurants and Cafes (A3), Drinking Establishment (A4), and six Flats.
Ward:	Holborn and Covent Garden

Planning Context

Planning Designations

Central London Area

Holborn Growth Area

Listed buildings: 46-48 Bedford Row, Grade II Listed

Conservation Area: Bloomsbury (includes buildings that make a positive contribution to the conservation area)

Central London Frontage (southern part of site)

Archaeological Priority Area: London Suburbs

Other Information

Public transport accessibility level: excellent (6b)

Relevant Planning Applications

Nov 2011 Application submitted for 'Renewal of planning permission granted on 07/07/2009 (ref: 2009/0675/P) for the mixed use redevelopment of the site involving the demolition of Caroline House, 18-22 Hand Court and parts of High Holborn House including the erection of a new eight storey (plus two level basement and roof plant floor) building to accommodate A1 (Retail) and flexible A3/A4 (Restaurant/Drinking Establishment) at ground floor level together with new B1 (Office) space. Conversion of 46-48 Bedford Row to create 3x single family dwellings, change of use and extension of existing B1 (office) space to form 15x residential units within, 45 Bedford Row and 49-51 Bedford Row; conversion and extension of Brownlow House to provide 10x residential units (affordable housing); Redevelopment of 23 Hand Court to provide 22 student

- units in place of 6x existing residential units; new servicing access from Brownlow Street, and various public realm works to Brownlow Street, Bedford Row and Hand Court' (ref: 2011/6030/P).
- Nov 2010 Revisions to planning permission 2009/0675/P, dated 07/07/2009, (for mixed use redevelopment of the site involving the part demolition, part retention and part erection of new eight storey (plus two level basement and roof plant floor) building to accommodate A1, flexible A3/A4, B1, residential and student units), relating to variations in building envelope, office and retail space, including an overall reduction of office (Class B1) accommodation by 337sqm and overall increase of retail (Class A1) by 426sqm (2010/5725/P).
- Feb 2009 Permission granted subject to a s106 Legal Agreement (2009/0675/P)
- Mixed use redevelopment of the site, including: retail, restaurant, offices, 22 additional residential dwellings, student accommodation, and public realm improvements.

Site allocation guidance

Conversion and partial redevelopment to provide a mixed use scheme suitable to a Central London location including offices, other commercial uses and a contribution to the supply of self-contained (class C3) housing (including affordable housing) and community uses.

Development will be expected to:

- Secure an appropriate mix of uses, including housing and affordable housing.
- Concentrate residential uses towards the north of the site
- Look to provide a range of flexible business floorspace for a range of business activities including small businesses
- Provide active commercial uses (particularly retail) at ground floor level along High Holborn, reflecting its location within a Central London Frontage
- Protect and enhance the fabric and setting of the existing Listed Buildings
- Retain the existing buildings which make a positive contribution to the Conservation Area, unless their demolition can be justified and there would be no harm to the character of the Conservation Area
- Ensure that any new buildings or additions are compatible with the scale, grain and character of the site and surrounding area and do not detract from the appearance of the Conservation Area
- Improve the public realm around the site and ensure any new buildings are designed to positively address adjoining streets including Hand Court and Brownlow Street through the provision of active frontages, particularly at ground floor level
- Improve permeability of the area for pedestrians and cyclists.

Site Context

The site comprises a range of buildings from different eras with a variety of built forms and uses. It offers potential for a combination of conversion and redevelopment works to make more efficient and coherent use of the land whilst retaining those elements that contribute positively to the character and appearance of the Bloomsbury Conservation Area.

Main Policy Considerations

A mix of uses should be provided on the site (DP1), in particular given its Central London location (Policy CS9) and Holborn Opportunity area (Policy CS2). This should include the provision of a significant proportion of new permanent housing (Policies CS6) along with other mixed uses including retail, commercial or office floorspace (DP12). The site is located in the Central London Area which is a highly accessible area identified in the Core Strategy

as suitable locations for the provision of homes, shops, food, drink and entertainment uses, offices, community facilities and uses that are likely to significantly increase the demand for travel (Policy CS3).

Camden will seek to manage the mix of uses at ground floor level (and promote retail uses) along High Holborn in order to promote the shopping and service character of the Holborn Central London Frontage (Centre specific planning objectives, Policy CS7). Camden would also seek the provision of a range of flexible business workspace on the site (policy CS8).

The Council will ensure that development in these locations is of suitable scale and character for the area in which it is situated (DP24 and DP25), and takes into account amenity and community safety (Policy CS5). Any development will be required to preserve the listed buildings on the site and the setting or nearby listed buildings to the west (policies CS14 and DP25).

Further Information

In addition to the listed buildings on Bedford Row, some of the existing buildings on the site have been identified as making a positive contribution to the Conservation Area, and there will be a presumption in favour of retaining those elements that make such a contribution. However, there is scope for internal works and the insertion of new development behind some of the existing facades to provide more modern accommodation and to increase the density of development and the efficiency of land use on the site. Such development will only be acceptable if the character of the Conservation Area is appropriately preserved and enhanced and the fabric and setting of the Listed Buildings is not harmed.

There is also scope for development to extend beyond the envelope of the existing buildings in some areas. However, the varied building forms, scales and eras are part of the site's interest and this character should be respected in any redevelopment. A uniform design approach and/or unrelieved monolithic new buildings or additions should be avoided.

The site is in a high density urban area and consideration should be given to any potential impacts on the amenity of neighbouring premises.

Any significant increase in office or other commercial floorspace would be expected to be accompanied by an increase in housing provision on the site, including affordable housing. Residential accommodation is likely to be best located towards the northern end of the site, away from the busy commercial spine of High Holborn and closer to the quieter environment around Bedford Row where buildings have a more domestic scale.

Active frontages are encouraged along the Central London Frontage along High Holborn, and the long frontages to Brownlow Street and Hand Court would benefit from activity and interest at ground floor level, particularly along Brownlow Street which is currently characterised by a largely blank interface with the street. The relationship between commercial and residential uses both on the site and in the surrounding area will need to be sensitively handled.

A comprehensive redevelopment of the site will offer opportunities to improve the public realm and surrounding streets, as well as local way-finding and pedestrian connectivity, which should be maximised.

Fitzrovia and Bloomsbury

Camden is characterised by a great richness and variety in its built and natural environment, with a valuable heritage of local, national and international significance.

The southern part of the borough is where much of Camden's future growth will take place. It forms part of Central London and has a richly varied and dense character. The planned Georgian streets and squares (e.g. Bedford, Russell, Fitzroy) of Bloomsbury and Fitzrovia are evidence of the early expansion of London in a form that was architecturally groundbreaking at the time and which continues to be emulated to the present day. Modest mews developments to the rear of the terraces contrast in scale and are a particularly characteristic type here and elsewhere in the borough.

Fitzrovia

The area of Central London known as Fitzrovia within Camden, is broadly bounded by Cleveland Street to the west, Euston Road in the north, Gower Street in the east and Oxford Street to the south although Fitzrovia itself extends further westwards to Great Portland Street within the City of Westminster.

Fitzrovia is characterised by a mix of both residential and commercial uses, the majority of which are small in scale, however, the area itself is far from uniform in character, both in physical terms and its mix of uses. Fitzrovia can be broadly divided into three distinctive areas.

The northern part of Fitzrovia which extends south from Euston Road to Maple Street has a significant residential population interspersed with a mix of small scale commercial uses in streets such as Warren Street and Warren Mews. It also contains the eighteenth century set piece of Fitzroy Square, which has recently been designated as a distinct conservation area, where office uses predominate, but some residential conversion has occurred. A few larger scale buildings are located here, however the majority of these lie further south and outside the Bloomsbury Conservation Area. The Cleveland Street shopping Neighbourhood Centre is located within this part of Fitzrovia.

The central area of Fitzrovia, between Maple Street and Tottenham Street contains a number of large scale buildings including part of the University College London medical school, the listed BT tower and a number of lower rise office blocks. The main uses here tend to be offices, medical/university uses and other commercial uses with a fairly limited amount of residential land use. To the east of Gower Street lie a number of residential mansion blocks.

South of Tottenham Street, the area is characterised by mixed uses including several shops both specialist and convenience, pubs and restaurants particularly concentrated around Goodge Street (which is itself a Neighbourhood Centre) and Charlotte Street, office uses associated with media businesses and residential uses which are prevalent on the upper floors. The buildings within this part of Fitzrovia are of a smaller scale with the traditional street form largely retained. The uses here tend to be on a small scale. This area broadly equates to the Charlotte Street Conservation Area.

There is a resident population of over 4,500 people found mainly within the northern and the southern parts of the area. There is also a significant student population of about 1500 living largely within student halls.

There are a range of development pressures in Fitzrovia. Development will need to be considerate of the mixed use nature located in this area and seek to minimise impacts on surrounding uses in particular the residential community and services.

Fitzrovia Area Action Plan

In view of this complex mix of uses and competing development pressures, since the preferred options stage of this DPD the Council has started preparing a Fitzrovia Area Action Plan that will include guidance for development sites that fall within its boundary and will in turn form part of the Local Development Framework.

The purpose of the Area Action Plan (AAP) is to provide even more locally distinctive guidance and approaches to shape the future of the Fitzrovia by developing a shared direction for the area and coordinating development proposals across a number of sites. The aim is that development proposals can bring a range of benefits to the area, particularly in terms of open space and other public spaces, affordable housing, community facilities and locally generated energy.

The AAP will seek to balance the needs of the residential community with those of businesses and institutions, drawing out in more detail the visions and objectives that relate to Fitzrovia in Camden's Core Strategy. Once adopted, the AAP will form part of the Local Development Framework and will guide development of the sites within it.

This Site Allocations Document however identifies and acknowledges four sites in the area that will be included in the AAP as part of the borough's overall development land supply and will be expected to contribute towards new housing, new jobs and social infrastructure, but does not propose to set out nor duplicate the more detailed guidance that will emerge and be established through the Area Action Plan (nor proposes to include other sites in the area that can be covered by this emerging DPD).

The sites are:

- Site 17: 6-17 Tottenham Court Road (see Tottenham Court Road section)
- Site 22: Middlesex Hospital Annexe, Cleveland Street
- Site 23: Arthur Stanley House, 44-50 Tottenham Street
- Site 24: Grafton Way, Odeon Cinema Site

Site 22: Middlesex Hospital Annexe, Cleveland Street



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Scale 1cm : 30m



Site Details

Area:	3,000 sqm
Ownership:	UCLH NHS Trust
Existing Use:	Vacant hospital (outpatients) with ancillary offices.
Ward:	Bloomsbury

Planning Context

Planning Designations

Conservation Area: Charlotte Street

Strategic Viewing Corridor: Parliament Hill to Westminster

Central London Area

Other Information

Public transport accessibility level: excellent (6b)

This is a surplus NHS Trust site identified as an associated affordable housing site as part of the s106 agreement (dated 1 July 2004) related to the main UCLH redevelopment scheme (permission refs: PS9604299 and PSX0005046).

This included a requirement to provide 25% affordable housing across a number of named potential sites (including this one) if they were developed but that it should be a minimum of 30 affordable (social rented) housing units. The agreement also contains separate requirements amongst others to provide a centre for independent living and a mental health resource centre on the Odeon site, which has not been implemented(see below), and alternative off-site solutions are proposed.

The former Strand Union Workhouse building to the front of the site is listed at Grade II. A Certificate of Immunity from listing of the buildings to north, south and rear of frontage block (former infirmary blocks) was issued in June 2011.

Relevant Planning Applications

2010/2205/P: Demolition of former hospital building and redevelopment of the site to provide 142 residential units and 397sqm of commercial floor space capable of being occupied by retail, financial and professional services or offices within a part 5,6 and 10 storey building. Not determined and treated as withdrawn following listing of part of site.

The adjacent site to the north (Windeyer Building) has received permission for medical/health

related uses

Site allocation guidance

Specific guidance will be set out in the proposed Fitzrovia Area Action Plan

Site Context

The site was formerly part of the Middlesex Hospital and contains a complex of substantial four-storey brick buildings erected in the late 18th and 19th centuries. It adjoins higher education and student housing uses to the north and east and Middlesex House (offices) and a day hospital to the south. The area is characterised by high density development, generally of 4-8 storeys, with the BT Tower to the north forming an especially prominent landmark. Directly to the north is the former Windeyer Building site which is being developed to create the Sainsbury Wellcome Centre for University College London, a leading centre for Neuroscience in the UK.

Main Policy Considerations

These will be set out in detail in the emerging Fitzrovia Area Action Plan

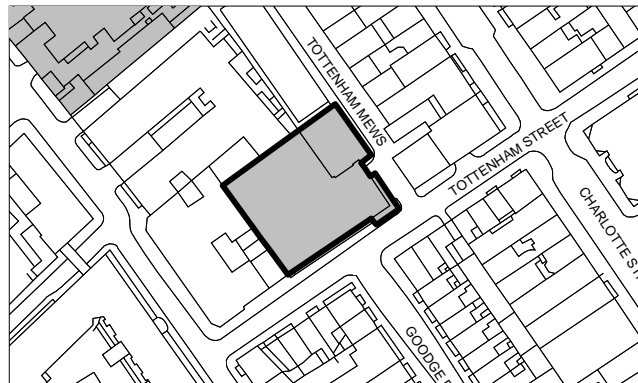
Further Information

A related s106 agreement establishes important principles in relation to delivery of affordable housing. The listing of the frontage building means a particularly sensitively designed reuse and/or redevelopment proposal is envisaged.

Tottenham Mews mental health resource centre lies adjacent to this building to the south-east and may be subject to future development proposals alongside other sites on Cleveland St, Tottenham Street and Charlotte Street and redevelopment should look at options with other landowners for a comprehensive approach, including looking at improving existing health facilities and opportunities for helping to create new public space and routes.

Detailed guidance and requirements will be developed through preparation of the Fitzrovia Area Action Plan

Site 23: Arthur Stanley House, 44-50 Tottenham Street



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Scale 1cm : 20m



Site Details

Area:	1,060 sq m
Ownership:	Part UCLH NHS Trust, part private freehold.
Existing Use:	Vacant hospital (outpatients) with ancillary offices and educational use.
Ward:	Bloomsbury

Planning Context

Planning Designations

Conservation Area: Charlotte Street CA

Central London Area

Strategic Viewing Corridor: Parliament Hill to Westminster

Other Information

Public transport accessibility level: excellent (6b)

Relevant Planning Applications

None

Site allocation guidance

Specific guidance will be set out in the proposed Fitzrovia Area Action Plan

Site Context

The existing building is an eight storey brick-faced post war block of limited architectural merit which, if not longer required for medical or healthcare purposes, has potential for refurbishment or redevelopment. The surrounding area contains a range of built forms and scales with more traditional four storey terraced buildings to the south and more modern institutional block of a similar scale to the subject building directly to the north.

Main Policy Considerations

These will be set out in detail in the emerging Fitzrovia Area Action Plan

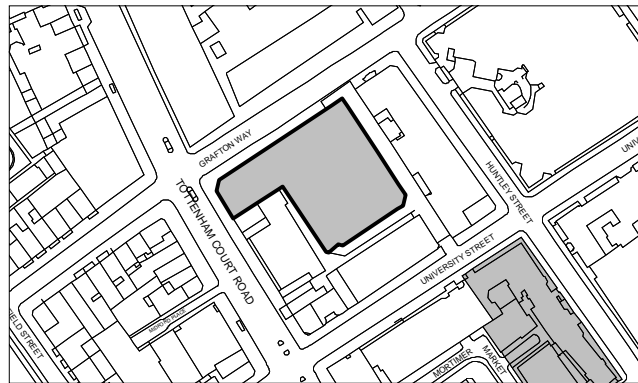
Further Information

Re-use for health (D1) and related ancillary office uses would not require permission

As identified on the previous site, Tottenham Mews mental health resource centre may be subject to future development proposals and lies adjacent to this building to the north. Alongside other sites on Cleveland St and Charlotte Street, redevelopment should look at options with other landowners for a comprehensive approach, including looking at improving existing health facilities and opportunities for helping to create new public space and routes.

Detailed guidance and requirements will be developed through preparation of the Fitzrovia Area Action Plan

Site 24: Grafton Way, Odeon Cinema Site



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Scale 1cm : 30m



Site Details

Area:	2,240 sq m
Ownership:	UCLH NHS Trust
Existing Use:	Cleared site (former cinema)
Ward:	Bloomsbury

Planning Context

Planning Designations

Central London Area

Strategic viewing corridor: Parliament Hill to Westminster

Other Information

Public transport accessibility level: excellent (6b)

Relevant Planning Applications

Aug 2004 Permission granted subject to s106 (PSX0005046)

Erection of a building for hospital use (C2) comprising 3 basement levels for car parking, ground floor for community health facilities, and 1st to 5th floors as hospital, and related support accommodation

The s106 agreement (dated 1 July 2004) related to the main UCLH redevelopment scheme and previous proposals for this site (permission refs: PS9604299 and PSX0005046). UCLH has confirmed there is no intention to build out the 2004 planning permission and a new health care facility for the site is currently under consideration and is likely to come forward for development.

The agreement contained a number of requirements amongst others to provide hospital related car parking as part of development on the Odeon site. This has been provided through the leasing and interim use of other car parking spaces elsewhere in the area.

Site allocation guidance

Specific guidance will be set out in the proposed Fitzrovia Area Action Plan

Site Context

The site is currently vacant, the previous buildings having been demolished over 50 years ago. It forms the north-western part of the block bounded by Tottenham Court Road, Grafton Way, Huntley Street and University Street and has section of frontage to Tottenham Court Road which includes primarily retail uses at ground floor level. Hospital and medical related uses lie to the east and opposite on Grafton Way where the main hospital campus is located. Residential properties occupy the upper floors of blocks to the south of the site. The remainder of the block and land to the north is characterised by substantial buildings of around eight storeys

Main Policy Considerations

These will be set out in detail in the emerging Fitzrovia Area Action Plan.

Further Information

Changes in health priorities, funding and service delivery mean that the previous planning permission will not be implemented, but new proposals are likely to emerge in the near future for new health and medical related facilities, which could extend to the adjacent site (Rosenheim Building). The UCLH NHS Trust estate strategy highlights that further phases of medical related development are planned for this site and the hospital has been selected as one of the preferred delivery sites to offer the first Proton Beam Therapy (PBT) service in the UK.

Detailed guidance and requirements will be developed through preparation of the Fitzrovia Area Action Plan

Bloomsbury

Bloomsbury is an area characterised by Georgian squares and residences, many of which are now in commercial use. This area as a whole is regarded as one of the finest examples of Georgian town planning in the country, with the area around the British Museum considered to be particularly well-preserved. The British Museum dominates the area and is one of London's top tourist attractions.

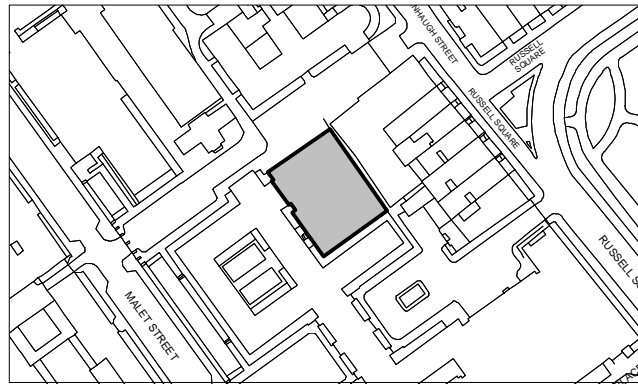
In line with the Core Strategy aspirations for Central London we will seek:

- 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, Covent Garden, Bloomsbury and Oxford Street) and reduces the dominance of traffic in the area
- maximising densities compatible with local context, sustainable design principles and public transport capacity
- development of the highest quality, sustainable design, as befits a historic area in the heart of London, which preserves local amenity and seeks to enhance and preserve the character and appearance of conservation areas
- remedying the lack of open space in the area through on-site provision or contributions to assist in the provision of new spaces

Site 25: Senate House (north block) Malet Street



Copyright GeoPerspective



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Scale 1cm : 30m



Site Details

Area: 1,220 sq m
 Ownership: University of London
 Existing Use: Vacant. Grassed area
 Ward: Bloomsbury

Planning Context

Planning Designations

Central London Area

Conservation Area: Bloomsbury CA

Other Information

Public transport accessibility level: excellent (6b)

Adjacent to Listed Buildings: Senate House (Grade II*), SOAS (Grade II) and 25-30 Russell Square (Grade II)

Thames Water has concerns regarding Waste Water Services in relation to this site.

Relevant Planning Applications

None

Site allocation guidance

Development for university , education, cultural and/or community and related ancillary uses

Development will be expected to:

- Preserve the architectural and historic character of the Senate House and its setting, as well as the setting of other nearby listed buildings
- Be of a scale and form which preserves or enhances the character and appearance of the Bloomsbury Conservation area
- Seek to make provision for new or extended publically accessible open space
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.

- Seek an imaginative design approach that could enclose the prominent tree in this space or contribute towards significant new tree planting in the area if its loss is inevitable.

Site Context

The site is an open grassed area directly to the north and east of the University Of London's Senate House. It is in a location surrounded by institutional uses, particularly university buildings, many of which are listed.

Main Policy Considerations

London Plan policy 2.11(g) supports the development of clusters of strategically important specialised CAZ uses, including academic uses; 3.11(f) underlines the need for boroughs to support and maintain London's international reputation as a centre of excellence in higher education. The site is located in the Central London Area which is a highly accessible area identified in the Core Strategy as suitable locations for a range of uses that are likely to significantly increase the demand for travel (Policy CS3).

The Core Strategy recognises the importance of institutional uses in Central London and, given that the predominant uses in this location are associated with higher education, uses closely related to the university such as education or community uses are likely to be appropriate. DP1 and CS1 support an appropriate mix of uses. Given the integral relationship with the Grade II* listed Senate House, any development would have to be sensitively designed to protect its setting and complementary to it in terms of use. (Policy CS14)

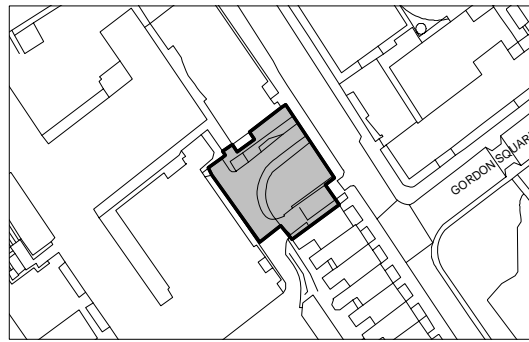
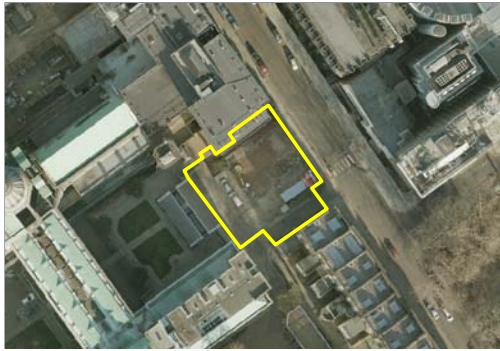
Further Information

The site is in a sensitive location adjacent to the grade II* listed building and close to other listed buildings within the Bloomsbury Conservation area. The site makes up an uncompleted section of the existing building that was originally planned but never constructed and UCL have indicated an intention to develop here within the next five years. An extremely carefully thought out high quality design will be required here if development is to be acceptable. Given the site's open nature and the surrounding open space; any development should include active uses on the ground floor which complement the adjacent open spaces.

There is a concentration of university/educational uses in this location and the development of a building connected to these uses would be acceptable and supported by the Core Strategy which seeks to protect the concentration of educational institutions within central London (CS9). A mixed use development could include educational facilities and student housing. Any exception to the mixed use policy which would normally seek a contribution to the supply of housing will need to be justified in line with DP1..

Any development should connect if feasible with the existing UCL system in this area to meet its energy requirements.

Site 26: 27 Gordon Square and 15 Gordon Street



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Scale 1cm : 20m

Site Details

Area: 1026 sq m
Ownership: UCL
Existing Use: Vacant/access route
Ward: Bloomsbury

Planning Context

Planning Designations

Strategic Viewing Corridor: Background Assessment Area (Greenwich - St Pauls)
Central London Area
Conservation Area: Bloomsbury
Crossrail 2(Chelsea-Hackney): Part of the site is located within the safeguarding limits

Other Information

Public transport accessibility level: 6b

Relevant Planning Applications

Mar 2008 Permission granted (Ref: 2006/2435/P)
Revision of planning permission 2004/4090/P (six storey infill building with three basement levels between 26 Gordon Square and 15 Gordon Street to provide a museum gallery, lecture theatres and associated facilities for the University College London) by way of design changes to the approved external envelope, additional bulk at roof level and the inclusion of a chimney.

Dec 2004 Granted subject to a S106 agreement. (Ref: 2004/4090/P)
The erection of a six storey infill building with three basement levels between 26 Gordon Square and 15 Gordon Street to provide a museum gallery, lecture theatres and associated facilities for the University College London.

Site allocation guidance

Development for university , education, cultural and/or community and related ancillary uses

Development will be expected to:

- Integrate development with associated development and improvements within and adjoining the UCL campus and assist providing a more legible entrance to UCL
- Create an improved pedestrian entrance into the university campus
- Support opportunities for activities and spaces encouraging public access
- Safeguard the setting of nearby listed buildings
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.
- Safeguard the future construction of the Chelsea-Hackney line

Site Context

The site is vacant, having been cleared by bomb damage during the Second World War, and lies adjacent to a listed Georgian terrace. An access route from Gordon Street to a number of UCL buildings runs through the site. The south eastern portion of the site lies within the Chelsea-Hackney line safeguarding area.

Main Policy Considerations

London Plan policy 2.11(g) supports the development of clusters of strategically important specialised CAZ uses, including academic uses; 3.11(f) underlines the need for boroughs to support and maintain London's international reputation as a centre of excellence in higher education. Core Strategy policy CS10 supports the higher education sector, whilst balancing its requirements with those of the local community, and the enhancement of cultural facilities and CS9 supports the concentration of educational and research institutions in Central London..DP1 and CS1 support an appropriate mix of uses.

Further Information

University College London have produced a masterplan(Lifschutz Davidson Sandilands 2011) to guide UCL in shaping its future academic, social and urban environment and improve its established campus in Bloomsbury and its reputation for academic excellence. Key objectives are the deliverable improvement of academic facilities, that its role and status is better reflected in its public interfaces and that the public realm is improved.

The development of this cleared site offers the opportunity to repair the townscape of Gordon Square/ Gordon Street. The site currently offers a circuitous access route to a range of UCL buildings and facilities; redevelopment could improve this route, allowing access at ground floor level through the site and encouraging the public to venture further and explore publically accessible facilities.

As the UCL masterplan recognises, this point presents a poor public face for the university and should be enhanced to create a new “front door” to the main campus from Gordon Square and help establish part of the intended network of clearer routes and entrances between different parts of the campus. New development could also offer opportunities for more public engagement through spaces and routes being more publicly accessible, for example cafes and exhibitions/events.

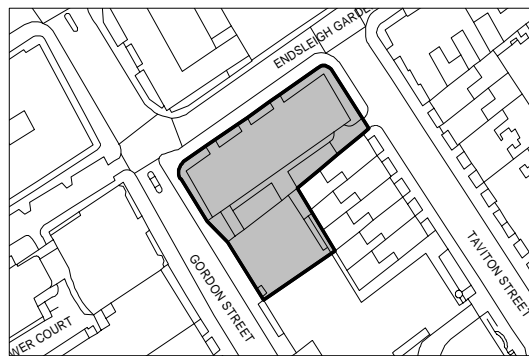
Development should present an active front to the street, providing passive surveillance to the public realm and contribute to a sense of street vitality. The site is located between the historic Georgian townscape of Gordon Square and the larger scale institutional buildings to the north; redevelopment should mark the transition between the character of these building typologies and respond to the changes in scale of the neighbouring buildings. The site therefore offers potential to continue the architectural evolution of Bloomsbury by drawing on the best elements of the immediate historic environment.

If new academic and learning facilities or more accessible exhibition/event space is proposed then secondary uses might not be feasible, given the site size and specific requirements of

the university on this site (in line with paragraph 1.23 of the Development Policies DPD). However, the potential to incorporate suitable secondary uses would also be supported as part of the well established mixed use character of Bloomsbury

The southern part of the site lies within the safeguarding corridor of the Chelsea-Hackney line. It is anticipated that works will generally take place at a depth in excess of 9 metres below ground level. The council is required to consult with Crossrail on proposals for the site as they may conflict with the proposed route. Development should not jeopardise the future construction of the line.

Site 27: 20-22 Gordon Street/Wates House



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Scale 1cm : 20m



Site Details

Area: 1,985 sq m
 Ownership: UCL
 Existing Use: University
 Ward: Bloomsbury

Planning Context

Planning Designations

Strategic Viewing Corridor: Background Assessment Area (Greenwich - St Pauls)
 Central London Area
 Conservation Area: Bloomsbury

Other Information

Tree protection order
 Public transport accessibility level: 6b

Relevant Planning Applications

Oct 2006 Permission refused (Ref: 2006/3748/P)
 The refurbishment of the building together with the erection of an extension at fifth floor level and new roof extension at sixth and seventh floor levels to the existing building, the erection of a new 8 storey building with 2 basement levels in place of the existing Christopher Ingold Auditorium building together with a full height atrium link to the existing building, to provide accommodation for educational purposes.

Site allocation guidance

Development for university , education, cultural and/or community and related ancillary uses

Development will be expected to:

- Integrate development with associated development and improvements within and adjoining the UCL campus
- Provide an improved frontage to Gordon Street, Endsleigh Gardens and Taverton Street

- Support opportunities for activities ,links and spaces encouraging public access
- Safeguard the character and appearance of Bloomsbury conservation area and nearby listed buildings, particularly in terms of scale, bulk and massing
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.

Site Context

The site is currently occupied by a six storey building which accommodates the faculty of the built environment and a two storey element occupied by the department of chemistry.

Main Policy Considerations

Draft replacement London Plan policy 2.11(g) supports the development of clusters of strategically important specialised CAZ uses, including academic uses; 3.11(f) underlines the need for boroughs to support and maintain London's international reputation as a centre of excellence in higher education. Core Strategy policy CS10 supports the higher education sector, whilst balancing its requirements with those of the local community and CS9 supports the concentration of educational and research institutions in Central London. DP1 and CS1 seek an appropriate mix of uses

Further Information

Redevelopment of the site would allow outdated educational facilities to be upgraded, enhancing the academic offer of the university. The level of floorspace in educational use should be retained and ideally increased to facilitate the growth of the university.

As the UCL masterplan recognises there are needs, but limited opportunities to redevelop large sections of the campus. The more incremental improvement and extension of some existing buildings could help improve the facilities and learning experience for students, creating a more cohesive identity and network of links and streets between different parts of the campus. New development should also offer opportunities for more public engagement through some spaces and routes being more publicly accessible. Active ground floor uses could contribute towards an objective to create more animation to frontages to Gordon Street and Endsleigh Gardens.

If new facilities for learning are proposed then secondary uses might not be feasible, given the existing uses and specific requirements of the university on this site (in line with paragraph 1.23 of the Development Policies DPD). However, the potential to incorporate suitable secondary uses would also be supported as part of the well established mixed use character of Bloomsbury

Wates House is an undistinguished building which offers a poor interface with the public realm. Redevelopment offers the opportunity to enhance the street scene through the incorporation of active frontages to add a sense of vitality and visual interest to the public realm. The previous scheme was refused on design grounds; it is paramount therefore that the bulk and massing of any proposed scheme fits within the historic character of the area so as to avoid a negative impact on the conservation area and nearby listed buildings.

Farringdon

This area contains a mixture of commercial and residential uses and runs along the eastern edge of the borough boundary between the southern end of Kings Cross and Holborn Circus to the south and Farringdon station to the south east in Islington. The northern part of the area contains some industrial buildings, hotels and educational institutions such as the Eastman Dental Hospital together with pockets of housing around Calthorpe Street some of which are listed buildings.

Towards the south is a large Royal Mail postal sorting office (Mount Pleasant) which is partly within Camden and more modern office buildings fronting Grays Inn Road. Further south the area becomes more built up with a number of housing estates which gives way to more office dominated uses. Within this southern area is the Leather Lane Neighbourhood Shopping Centre and street market and the Hatton Garden area which contains a cluster of jewellery manufacturers and shops. Much of this southern area is in the Hatton Garden Conservation area.

To the south east and outside of Camden are further parts of the Farringdon area, which contains offices, retail and entertainment uses, some housing and the historic Smithfield meat market which has been subject to recent development proposals. Farringdon/Smithfield is identified in the London Plan as an Area for Intensification with targets of providing 2500 jobs and 850 homes by 2031.

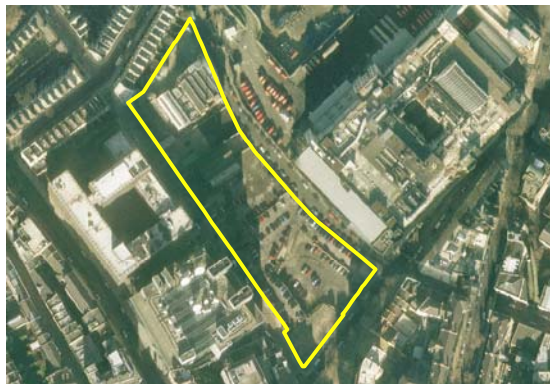
The majority of this Area of Intensification is in the City of London and Islington. The section which lies within Camden is the recently extended boundary taking in the Mount Pleasant sorting office site where there are significant development opportunities and mainly office buildings which are to the west of Farringdon Road in the Hatton Garden conservation area where significant opportunities may be more limited. The development sites identified in the following parts of the document are considered to provide the main development opportunities within this part of Camden.

The Council's aspirations for the area include:

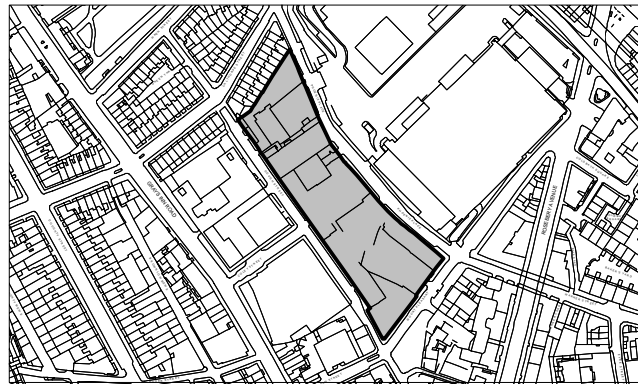
- provision of a mix of land uses with housing, new community facilities and space for creative industries and the jewellery quarter as priority uses
- improvements to the street environment, in particular pedestrian environment to and around Hatton Garden
- improved connections with the Farringdon/ Smithfield Area the City of London, Clerkenwell and other neighbouring areas, in particular, making walking and 'way-finding' easier
- appropriate contributions to open space, community facilities, regeneration initiatives and employment and training schemes
- high quality, sustainable design that respects its surroundings and preserves and enhances the area's historic environment
- improving community safety, including reducing opportunities for crime and anti-social behaviour

Development in this area will be expected to contribute to the above objectives

Site 28: Phoenix Place



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Scale 1cm : 60m



Site Details

Area: 11,730 sq m
 Ownership: Royal Mail
 Existing Use: Car park and post office/industrial use.
 Ward: Holborn and Covent Garden

Planning Context

Planning Designations

Archaeological Priority Area: London Suburbs (partly located in)

Strategic viewing corridor: Parliament Hill to St Pauls (eastern part) and assessment area(western part)

Central London Area

Other Information

Public transport accessibility level: excellent (6a)

This site is adjacent to the Bloomsbury and Hatton Garden Conservation Areas and two terraces of listed buildings are located to the north on Calthope Street and on the Mount Pleasant.

Planning Brief (No. 34) approved 9 April 2002. A new supplementary planning document has been adopted jointly with LB Islington in 2012 to supersede this. The planning framework was adopted as SPD in February 2012.

Relevant Planning Applications

None relevant

Site allocation guidance

A mixed use development, primarily residential, which could include other uses such as business , community and retail uses, which makes efficient use of this highly accessible Central London location and also helps to meets the operational needs of Royal Mail.

Development will be expected to:

- Be approached in a comprehensive manner alongside proposals on the Islington

section of the site

- Maximise the potential of the site to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses
- Help fulfil the operational requirements of the Royal Mail and access to employment opportunities for local residents
- Accommodate other appropriate uses such as employment, cultural and/or community uses to meet the needs of residents and businesses and to support any deficiencies in existing community facilities which may be exacerbated
- Provide a range of new open spaces on and across the comprehensive development of the Royal Mail site
- Improve and provide pedestrian and cycle linkages to create a more permeable and legible site and area
- Respect the setting of Bloomsbury and Hatton Garden conservation areas and neighbouring listed buildings
- Be considered in the context of proposals for the refurbishment and improvement of Mount Pleasant sorting office and planning documents adopted by the London Borough of Islington
- Successfully manage associated servicing and traffic movements so that the impact on local residents can be minimised
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.
- Meet the more detailed key objectives set out in the adopted supplementary planning document

Site Context

The site is part of a much larger Royal Mail operational holding formed with the adjacent Mount Pleasant mail centre that is located in the London Borough of Islington. The site is currently underused and unsightly though, due to its size and location, it has the potential to accommodate a large-scale residential-led mixed use development which also satisfies the operational needs of Royal Mail.

Main Policy Considerations

The site is located in the Central London Area which is a highly accessible area identified in the Core Strategy as suitable locations for a range of uses that are likely to significantly increase the demand for travel (Policy CS3). The Council will ensure that development in these locations provides for a mix of uses and is of suitable scale and character for the area in which it is situated, contributes to other Council aspirations including providing appropriate community and environmental benefits while preserving the setting of nearby built heritage assets (Policy CS14). A contribution to the supply of new housing would be encouraged as part of a mixed use development (Policy CS6 and DP1) while at the same time facilitating the operational requirements of the Royal Mail, which is an important institutional and employment use.

Further Information

The Royal Mail has previously considered its operational needs opportunities for comprehensive redevelopment of its land across the Borough boundaries between Camden and Islington. Consolidation and improvements to the Royal mail facility may create surplus land suitable for redevelopment to invest in new facilities and services.

Residential uses are a priority land use in the borough and this site is considered particularly suitable for a primarily housing lead development. A range of units should be provided on site with family units concentrated at lower levels with good access to open space and play facilities. Affordable housing units will be sought on site, with a 60% social and 40%

intermediate split in tenure. Given the public transport accessibility of the site, residential units will be expected to be largely car-free, though cycle parking facilities will be required in line with adopted policies. A noise assessment should be submitted with proposals to demonstrate that residential occupiers could be satisfactorily accommodated in close proximity to the Mount Pleasant mail centre and its attendant comings and goings. Any appropriate noise attenuation measures should be included in the design of residential units.

Any new community uses should be sited so that they are easily accessible for residents of the development and established residents in the surrounding area. The specific community uses provided should be based upon an analysis of the existing provision of community facilities in the area and the likely impact of new residents upon the capacity of these facilities. Support for these existing facilities may be more appropriate than new provision.

Camden's Employment Land Review (2008) identifies a shortfall of supply against demand of modern premises. The provision of small B1 studios or workshops would be supported on site or as part of a wider development; these units should be flexibly designed to meet the needs of a range of occupiers and could particularly suit the type of creative and jewellery businesses located in the area. They could also create active frontages to streets at ground floor levels.

Development will be expected to contribute towards the supply of open space in the area. The biodiversity value of development could be enhanced through the provision of gardens, green and brown roofs, as well as the provision of communal open spaces.

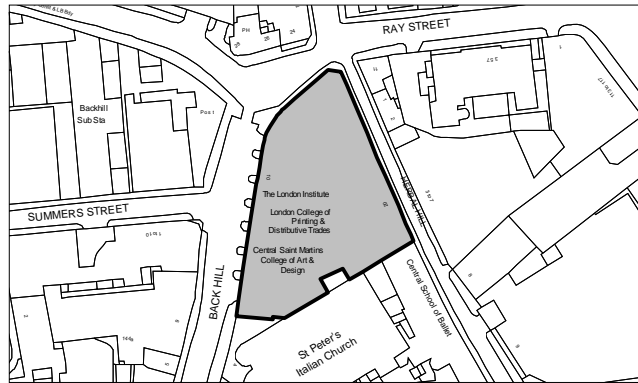
The site does not form part of a conservation area, though is located between Bloomsbury and Hatton Garden conservation areas. The urban grain of the surrounding area varies from three storey terraces to the north of the site (such as the Grade II listed Calthorpe Terrace) to large scale commercial uses on Grays Inn Road/Gough Street and a dense mix of uses in small perimeter blocks to the south of the site. Development should mark the transition from the domestic scale of buildings to the north of the site to a more intensified scale of development towards the centre and south of the site. Development should preserve and enhance the setting of adjacent conservation areas and listed buildings, and the design of development should consider views into and out of the site. A Strategic View passes over the site which places a constraint the height of buildings.

More detailed guidance is set out in the jointly adopted Mount Pleasant Supplementary Planning Document (February 2012).

Site 29: Herbal House, 10 Back Hill



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Scale 1cm : 20m



Site Details

Area: 1,820 sq m

Ownership: University of the Arts / Central St Martins College of Art

Existing Use: Higher education(D1).

Ward: Holborn and Covent Garden

Planning Context

Planning Designations

Conservation Area: Hatton Garden

Archaeological Priority Area: London Suburbs

Strategic viewing corridors: Parliament Hill to St Paul's and Kenwood to St Paul's

Central London Area

Other Information

Adjoins Listed Building to the south – Roman Catholic Italian Church of St Peter.

Current occupiers will be vacating the site in 2011 when they relocate to the University of the Arts campus at Kings Cross.

Public transport accessibility level: excellent (6b)

Relevant Planning Applications

None

Site allocation guidance

If no longer retained for education/community use, then conversion of the existing building for a mix of uses including self-contained (C3) residential, studios, hotel, offices or other uses appropriate to a Central London context.

Development will be expected to:

- Maximise the potential of the site to provide new housing (including affordable housing)
- Be designed in a manner to ensure that the proposals preserve or enhance the character or the appearance of the Hatton Garden Conservation Area

- Have regard to preserving the setting of the neighbouring listed Roman Catholic Italian Church of St Peter.
- Positively address the adjoining streets and avoid blank frontages at ground floor level.
- If redeveloped provide publically accessible on-site open space.
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible.

Site Context

The existing building is a large former industrial/warehouse structure that has been occupied by a higher educational college for a number of years. However, the college is relocating and if the site is no longer required for educational use there is considered to be scope either for the conversion and alteration of the existing building to accommodate a mix of uses, or if justified for more comprehensive mixed use redevelopment.

Main Policy Considerations

The site is located in the Central London Area (Policy CS9) which is a highly accessible area identified in the Core Strategy as suitable locations for a range of uses that are likely to significantly increase the demand for travel (Policy CS3). The Council will ensure that development in these locations provides for a mix of uses and a contribution to the supply of new housing would be encouraged as part of a mixed use development in line with Policies CS1, CS6 and DP1. The Council will ensure that any development will preserve the setting of nearby built heritage assets (Policy CS14)

Subject to justification that the site is no longer needed for educational purposes (to accord with Policy DP15), residential-led mixed use redevelopment would be preferred. Any development involving a relevant increase in floorspace, should include a proportion of new housing consistent with the mixed use policy (Policy DP1).

Further Information

The existing building is a distinctive former newspaper building covering the whole site, built in an industrial vernacular in brick with large multi-pane windows. The building has a relatively deep floorplate and three elevations so separate and discrete frontages for alternative uses and access/service cores do not appear to be a particularly constraining factor. The industrial vernacular in this Clerkenwell location with high ceilings, opportunities for servicing and apparently robust structure suggest potential for flexible employment elements particularly at lower floors onto Back Hill. It has many features that make it particularly well suited to business uses; the ground floor has high floor to ceiling heights (5.8 m) with loading bays and roller shutter doors, and all floors have heights of at least 3 metres.

It may therefore be suitable for adaption and conversion to a range of uses.

The much narrower and quieter Herbal Hill interface, with residential use in close proximity will influence the nature of other acceptable uses.

A mixed use development should include residential, but could also include offices, hotel and studio type workspaces, all of which would be compatible with the mix in the surrounding area. Care should be taken to ensure that the mix of uses within the building are compatible. The building is relatively large and prominent within the adjoining streets, but is lower than some buildings in the wider context. There may be opportunities for extension above the existing roof level, although such additions would need to take account of their visibility in short and long views and respect the original form of the building.

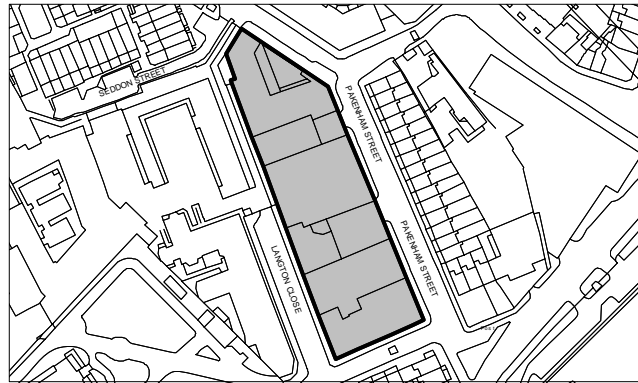
Whilst the existing building was not identified as making a positive contribution to the Hatton

Garden Conservation Area in the Conservation Area Statement published in 1999, English Heritage have provided comments stating that this building is now considered to make such a contribution. As a building specifically identified as making a positive contribution there are extremely strong presumptions against redevelopment involving substantial demolition and this would need to be justified in accordance with PPS5.

Site 30: Land bounded by Wren Street, Pakenham Street, Cubitt Street, Langton Walk



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Scale 1cm : 30m



Site Details

Area: 4,600 sq m
 Ownership: LB Camden
 Existing Use: Light Industrial uses
 Ward: King's Cross

Planning Context

Planning Designations

Central London Area

Strategic viewing corridors: Parliament Hill to St Paul's

Other Information

Adjacent and properties opposite on Wren Street are Grade II listed

Bloomsbury Conservation Area is immediately to the south and east of the site.

Public transport accessibility level: excellent (6a)

Relevant Planning Applications

1980 Planning permission was granted for the conversion of 21 Wren Street and 24 Pakenham Street for conversion to 22 light industrial units (ref 30619)

Site allocation guidance

New secondary school or mixed use including self-contained residential(C3) and employment uses alongside a range of other complementary uses

Development will be expected to:

- Either provide a new secondary school to meet 21st Century educational requirements and support other community uses and access, subject to the identification of need for additional school places and feasibility study
- or
- Provide replacement light industrial / employment floor space as part of a mixed-use

scheme, including :

- A significant contribution to the supply of housing including affordable housing
- Flexible work space suitable for a range of businesses including start-up units
- Incorporate new open space and east-west permeability
- Both options, where feasible, should provide infrastructure for supporting local energy generation on site and/or connecting to existing or future local energy networks.
- Improve the pedestrian and cycling environment on adjacent streets for future occupiers of the site

Site Context

The site is an island site with frontages to Wren Street, Packerham Street, Cubitt Street and Langton Close. The site is occupied by a range of occupiers, predominantly for light industrial purposes, including printing, graphic design, video graphics, light manufacturing and offices. Some of the units are vacant.

The existing buildings fronting Wren Street and Langton Court consist of a 3 storey industrial vernacular brick building set behind a solid brick wall. There are a number of higher buildings in the surrounding area, including Langton Court, the Frances Gardner Building and the Holiday Inn which are in the region of 6-8 storeys. The single storey structures on the northern part of the site are also lower than the surrounding buildings which are generally 2 / 3 storeys.

Main Policy Considerations

The site offers a variety of spaces for light industrial purposes and represents a relatively large employment site in Central London. Core Strategy Policy CS8 and Development Plan policy DP13 seek to safeguard existing employment sites of adequate quality to continue to provide a range of goods and services to the Central Activities Zone.

However the Core Strategy also identifies the need to plan for potential further secondary school provision beyond 2016/2017. This is subject to review of the impacts of the remaining Building Schools for Future (BSF) programme and subsequent school place planning in the light of projected population changes and needs in the central London area beyond 2016.

Further Information

As part of the BSF programme the Council secured funding for a new secondary school in Swiss Cottage and an extension to South Camden Community School to provide sufficient spaces for the projected pupil demand until 2017. These proposals are well advanced.

The Council has been working closely with a local campaign group, Department of Education, Partnership for Schools (PfS) and other local authorities regarding the issue of need for a potential new secondary school south of Euston Road, in addition to the new school places already proposed in the BSF programme.

In order to safeguard the possible need for secondary school provision this site has been identified by the Council as a potential location if future reviews confirm that there is a clear need for additional school places south of Euston Road. This would be subject to relevant Government funding approvals and a feasibility study into the suitability of the site for a secondary school.

Whilst policies generally seek to protect a range of employment uses, policy CS10 provides strong support for community uses in appropriate locations and the infrastructure plan supports the need to plan for future education provision. Central London is a heavily built up area of London where potentially available and deliverable sites will be in extremely short

supply. In the absence of realistic alternatives and supported by robust evidence regarding overriding need, then in this case this is likely to be considered sufficient to outweigh other policies to facilitate the delivery of essential infrastructure.

A further detailed feasibility study will need to be undertaken to demonstrate that a new school is needed and can be satisfactorily accommodated on the site to meet required educational standards and create a high quality learning environment. A new school would also be expected to provide appropriate facilities for shared community access to both internal and external spaces and recreational facilities. Due to the nature of funding and specific land demands of such facilities it may not be feasible to incorporate housing within a proposal on this site but, in line with policy, opportunities for including housing must be fully explored.

Any proposals would be expected to alleviate potential impacts on adjacent properties and occupiers but careful planning will be required to address and manage noise, safety and security and transport implications.

If future review and feasibility indicates that a school proposal on this site is not justified or viable then as a highly accessible site in Central London it is considered to have scope for a higher density mixed use redevelopment, providing replacement flexible employment floor space including for light industrial purposes and associated services alongside new housing consistent with Core Strategy priorities and mixed use policy (Policy DP1). Opportunities exist to improve pedestrian and cycle routes and the public realm around the site and redevelopment should be used to break down the large size of this block to introduce some east-west permeability.

Any development should be designed in a manner that positively addresses surrounding streets and is compatible with the varied surrounding townscape and ensure that there are no adverse effects on the character and appearance of the Bloomsbury Conservation Area and adjacent listed buildings.

5 West Hampstead and Swiss Cottage Area

West Hampstead

West Hampstead town centre provides for local people's day-to-day needs for convenience and comparison shopping. The northern end of the town centre lies within the West End Green Conservation Area and has a high quality environment with a "village" character. The southern part of the centre around the stations is less attractive and has a poorer quality pedestrian environment, although the southernmost part of the centre is in the South Hampstead Conservation Area. West Hampstead has a relatively high proportions of convenience (food), retail and A3 (restaurants and cafes) uses, many of which are independent.

West Hampstead is highly accessible by public transport and is a significant interchange with three stations (served by London Underground, Thameslink and London Overground) and a number of bus routes. The Metropolitan Line and Chiltern Rail also pass through but do not stop at any of the stations. The separate development of these transport corridors has had a major influence on the way West Hampstead and West End Lane in particular has evolved and is shaped.

Links between the stations are poor due to problems of pedestrian and traffic congestion and the problems with the interchange are compounded by poor levels of accessibility within the stations. These access arrangements require co-ordinated improvement.

The poor interchange environment, the availability of underdeveloped land in different ownerships in the area, some alongside railway lines and the longstanding, but yet to be realised proposals for a more radical and comprehensive interchange solution have all contributed to a complex planning situation.

The 2004 London Plan identified West Hampstead Interchange as an Area for Intensification and expected a minimum of 2,000 new homes and 500 new jobs to be provided in the area between 2001 and 2026. The extent of this growth area differs from that of the town centre, although the two intersect along West End Lane, between Broadhurst Gardens and the Thameslink station.

The Council recognises that it now appears unlikely that a large scale transport interchange development will take place. More incremental development and interchange improvements appear a more realistic and deliverable prospect and the Council has been working with partners to investigate a range of solutions. Individual development schemes in the growth area will be expected to contribute to interchange improvements.

In line with the revised London Plan the Council anticipates that the scale of growth at West Hampstead Interchange is more likely to be in the region of 800 homes and 100 jobs. with a majority of the development coming forward towards the middle and latter period of the Core Strategy.

Transport for London and Network Rail along with other train service operators have looked at options for improving transport interchange facilities in West Hampstead along with supporting infrastructure and associated public realm improvements. A number of service and infrastructure improvements to the Thameslink and Overground services, have and will enhance public transport provision, but also affect passenger levels and therefore place additional pressures on the interchange and the immediate area.

These include increased capacity and frequency of trains on both the London Overground and the Thameslink service. Both stations have had some improvement works, but access to

the London Overground station remains difficult due to the size of the building, and opportunities to create a fully DDA compliant facility are constrained in the current station building.

Improvements to the Thameslink station, including longer platforms, a new foot bridge to improve access to all platforms and the new ticket office on Iverson Road all aim to improve capacity, ease movement and congestion.

The Council and its partners have been investigating and carrying out works on a range of options and proposals to make pedestrian movement safer, more convenient and more attractive. Specifically these include identifying opportunities to increase pavement widths, improve crossings and remove street clutter which obstructs movement. Works have already taken place around the Iverson Road junction alongside the new station building. New development offers an opportunity to extend and complement these improvements.

In line with the Core Strategy, the Council expects improvements in the wider West Hampstead growth area and supporting infrastructure to include:

- A mix of uses, particularly substantial new housing, town centre, employment and community uses and open space
- Improved transport interchange accessibility and capacity and improved pedestrian and bicycle movement and routes; The Council has been working with Transport for London, developers, landowners and other partners to improve interchange between rail, underground and bus services and improve the ease of pedestrian movement in the area in a comprehensive manner
- A substantially improved street environment around transport facilities, including improved crossing and wider pavements; including maximising opportunities for setting back building lines to widen footpaths to allow for improved on street interchange
- Sustainable and safe design of the highest quality that respects the character and heritage value of West Hampstead

Specifically in respect of the town centre:

- Seek to control the location and concentration of food, drink and entertainment uses to ensure that they do not cause harm to residents or the character and retail function of the centre by applying the guidance set out in the Council's Supplementary Planning Document for West Hampstead

Other objectives to support transport accessibility and pedestrian movement and safety will be to improve bicycle movement routes and cycle parking provision and the attractiveness, safety and quality of the alleyways that run alongside the rail lines and link West Hampstead to Finchley Road.

Development of under utilised sites, particularly alongside the railway lines offer an opportunity to help meet the objectives but it is important to note that the railway embankments also form important ecological corridors across the area, which need to be protected and enhanced as the adjacent sites are developed.

The West Hampstead area has also historically suffered from surface water flooding in the past due to its topography and some water infrastructure improvements have had to take place to resolve the local problem. However development in this area will need to take these historic problems and infrastructure capacity into account. Specific measures such as sustainable urban drainage systems on-site to alleviate the risk of surface water run-off may be required following assessments of impacts.

In addition to the Core Strategy's approach to the area, West Hampstead is one of the Council's Place Shaping areas where we have consulted with residents groups and other parties to produce a Place Plan specifically for their local area. The themes, key issues and actions reflect many of those outlined above; particularly around local shops and achieving a

more balanced local economy, the quality of West End Lane and the wider local environment, including open space. It will set out in more detail how activities and funding in the area may best be directed so that growth is properly managed, helps deliver identified improvements and contributes to many common objectives.

Finchley Rd / Swiss Cottage

The Swiss Cottage / Finchley Road area is a highly accessible location and can also expect to experience some future development alongside the main growth areas.

The main shopping area of Finchley Road/ Swiss Cottage Town Centre runs from the O2 Centre, with its concentration of food, drink and entertainment uses serving a wider area, down to Swiss Cottage Underground Station, while the refurbished Swiss Cottage Leisure Centre and the listed Swiss Cottage Library provide a focus to the south. Finchley Road/ Swiss Cottage town centre generally serves the local population, a role which is expected to continue. The centre has an important role for businesses that provide local services.

The centre runs either side of the busy A41 Finchley Road (managed by Transport for London), which creates a significant barrier between the two sides of the centre. Swiss Cottage suffers from a poor pedestrian environment. The main road and its gyratory system hinder movement around the area and contribute strongly to a poor street environment. This has a negative impact on local amenity and the quality of this centre. While the Council acknowledges that this road plays a role in London's highway network, it will work with Transport for London to investigate long-term opportunities to remove or significantly alter the gyratory for the benefit of the centre and the people that use them.

In line with the Core Strategy, the Council will pursue the following objectives for the centre:

- Support the core shopping area and manage the location, concentration and impact of food, drink and entertainment uses in line with the Council's Planning Guidance for Finchley Road / Swiss Cottage in order to protect the character of the centre and the amenity of neighbouring residents
- Work with TfL to improve pedestrian links across Finchley Road and to assess long term opportunities to reduce the traffic impacts along the road, including the possible removal of the one way traffic gyratory
- Promote enhancements to the local environment. Work with TfL to assess how further pedestrian improvements could be delivered for the centre, including works to improve the spaces around Swiss Cottage station. Works have been carried out and are programmed alongside the development of the new Swiss Cottage school
- Improve 'gateways' into the centre from key side streets to the west or east of Finchley Road, as proposed in the Camden Local Implementation Plan 2005 /06 – 2010 /11

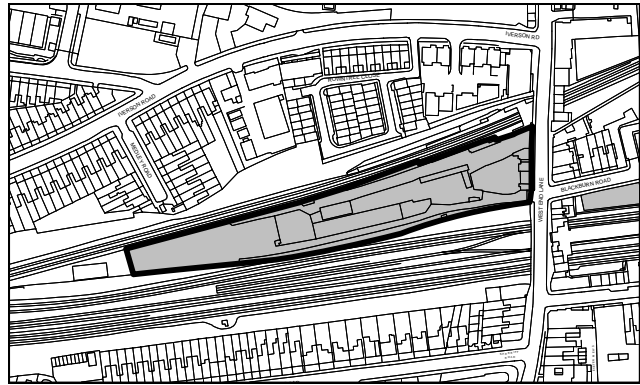
Swiss Cottage is one of the Council's Place Shaping areas where: we will consult with local residents, groups and interested parties to look at how activities and funding in the area can be used to their best advantage in maximising improvements for the area and contribute to the objectives above.

The Council has identified a number of major development sites within these areas. It is expected that redevelopment within these areas will contribute in differing ways to meeting these objectives

Site 31: 187-199 West End Lane



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Scale 1cm : 50m



Site Details

Area: 9,420 sq m
 Ownership: Private
 Existing Use: B2, retail
 Ward: West Hampstead

Policy Context

Planning Designations

Town Centre: West Hampstead (partly located within).

West Hampstead Growth Area

Other Information

The London Plan identifies the site as within the West Hampstead Area for Intensification
 Planning Guidance for West Hampstead town centre (Camden Planning Guidance: CPG5)

Adjacent to open spaces:

- SNCI west of West End Lane (Site of Nature Conservation Importance – Borough I)
- SNCI between tracks of West End Lane (Site of Nature Conservation Importance – Borough I)

To north of adjacent railway:

- Railway Embankment, Medley Road (Site of Nature Conservation Importance – Borough I)

Adjacent to Green Corridor

Public transport accessibility level: excellent (6a)

Historical street flooding recorded in the area of this site though infrastructure works have taken place

Relevant Planning Applications

March 2012 Committee resolution to grant permission subject to s106 and referral to Mayor of London: Redevelopment of site to create seven new buildings between five and twelve storeys in height to provide 198 residential units (Class C3), retail, financial and professional services and food and drink floorspace (Class A1, A2, A3 and A4), flexible employment/healthcare floorspace (Class B1/D1) along with

associated energy centre, storage, parking, landscaping and new public open space (existing buildings to be demolished) (ref: 2011/6129/P).

Site allocation guidance

A mixed use development of residential with retail, employment and community uses alongside other appropriate transport improvements.

Development will be expected to:

- Provide appropriate town centre uses and active frontages along West End Lane
- Provide residential uses including affordable housing
- Provide other appropriate uses including employment, such as small scale starter units and units for small to medium businesses
- Be set back to ensure a minimum 5 metre wide pavement to improve pedestrian movement, create opportunities for new public spaces and assist improved interchange between stations
- Provision of on-site publicly accessible open space
- Incorporate and/or facilitate a new step free entrance and enhanced accessibility to assist capacity and access improvements of the Overground station adjacent to the site, which should not be prejudiced by development
- Incorporate secure cycle parking to improve the transport interchange where feasible
- Protect and enhance the existing open space at the western apex for ecology and nature conservation interest and ensure an appropriate relationship to adjoining open spaces and ecological corridors.
- Positively contribute to and integrate with streetscape and interchange improvements along West End Lane
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible

Site Context

The site is a long tapering area between two railway lines, with a frontage to West End Lane and a designated but inaccessible and poorly maintained open space at the other western end. There are single storey shop units fronting West End Lane (within the Town Centre designation) and low scale industrial buildings and open yard/parking areas to the rear of the site.

Main Policy Considerations

The site is within an identified growth area (CS1) where council expects mixed use development to maximise site opportunities in line with the identified objectives for West Hampstead Interchange (CS2), whilst encouraging a mix of employment facilities (CS8) retail (CS7) and protecting and enhancing the adjacent open spaces (CS15). Housing is the priority land use and will be sought as part of more efficient use the site (CS6 and DP2)

Camden seeks to protect employment uses, unless their loss can be justified (DP13). Where employment uses are being lost then self contained housing within Class C3 (including affordable housing) and/or community uses will be sought.

Further Information

The site is underutilised and more efficient use offers the potential to provide new and improved high quality development to support the town centre. It is considered to be appropriate for a retail / residential led scheme, retaining elements of employment uses. This

is supported by the Camden Employment Land Review (June 08) which identifies that the constraints of the site place restrictions on large commercial vehicular use, but this narrow containment of the western section of the site by railway lines indicates non-residential uses would be likely to be more appropriate towards the western apex.

Retention of town centre and employment uses is important to the overall vitality of the Town Centre and Camden economy and there is a demand for appropriate small scale starter units and units for small to medium businesses.

Supplementary guidance for West Hampstead dictates that the number of ground floor retail units in this frontage should not fall below 50%, in addition there are controls over additional food or drink units. The potential scale of development means retail uses should include an appropriate level of smaller and more affordable units to support and complement the prevailing character of the centre.

Other uses may be acceptable which do not prejudice the contribution to London Plan housing targets and provision of affordable housing or compromise other site objectives such as high quality landscaping and open space.

Development should be set back from the street frontage to achieve improved on-street interchange objectives, improved access to any new development and opportunities for creating new public spaces and improvements to the adjacent station. Five metres is considered to be an appropriate minimum total width of pavement to ensure adequate space for pedestrians. New retail and larger public spaces could be designed to offer opportunities for alternative uses such as indoor and outdoor markets.

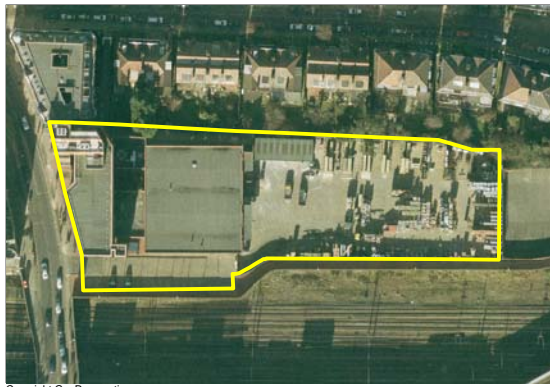
The bridge over the railway tracks presents a particularly narrow point on the western side of West End Lane and consideration must be given to development in conjunction with improved access arrangements to the Overground station.

Transport for London and Network Rail along with other train service operators have plans for improving transport interchange facilities in West Hampstead along with supporting infrastructure and associated public realm improvements.

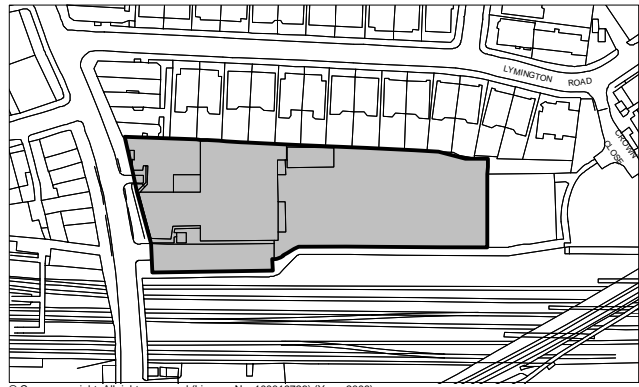
Full accessibility to the neighbouring Overground station is part of the key objectives for improving the interchange and an integrated development of this site and the station would contribute significantly to achieving these objectives. Whilst this involves an operational facility and land in different ownership a partnership approach is strongly encouraged. Proposals should contribute to, and should not prejudice, the options for improved access and station improvements.

No built development will be allowed on the designated open space at the western end of the site and any development should relate appropriately to this space and not be detrimental to its ecological or biodiversity value and protect and enhance its value and support the objectives of Camden Biodiversity Action Plan. Additional and appropriate open space provision for occupiers is expected and its location could relate more closely to the town centre to assist with meeting identified public open space deficiencies in the local area.

Site 32: 156 West End Lane



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Scale 1cm : 30m



Site Details

Area: 6,000 sq m
 Ownership: Public: London Borough Camden
 Existing Use: Builders merchant, offices, showroom, storage yard.
 Ward: West Hampstead

Planning Designations

Town Centre: West Hampstead (front part)
 West Hampstead Growth Area

Other Information

The London Plan identifies the site as within the West Hampstead Area for Intensification
 Planning Guidance for West Hampstead town centre (Camden Planning Guidance: CPG5)
 Adjacent to Crown Close designated open space
 West End Green Conservation Area is to the north of the site
 Public transport accessibility level: excellent (6a)
 Adjacent to West End Archaeological priority area

Relevant Planning Applications

None

Site allocation guidance

A mixed use development to include residential alongside other appropriate town centre uses such as retail, community (including education) and employment uses.

Development will be expected to:

- Provide appropriate town centre uses along the frontage with residential including affordable housing above and to the rear of site
- Maintain or enhance the existing building line to retain adequate pavement widths to assist pedestrian movement and interchange between stations
- Provide an improved design relationship to adjoining Canterbury Mansions and West End Green Conservation Area to protect and enhance the character and appearance of this area
- Provide a legible and improved pedestrian / cycle link from West End Lane towards

Crown Close through new landscaping and good design

- Incorporate new publicly accessible open space (potentially suitable for temporary market use) and enhance the function of the adjacent open space
- Ensure an acceptable relationship to the adjacent residential properties on Lymington Road
- Incorporate public realm improvements that positively contribute to and integrate with streetscape and interchange improvements along West End Lane
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible

Site Context

The site is occupied by a 5 storey building currently houses a bathroom showroom with council offices above and a builder merchants/large yard area to the rear, which abuts designated public open space to the east. There are commercial / residential properties to the north of the site. There is car parking area to the south of the building (built out overhanging the railway) and a narrow public footpath runs along the southern boundary adjacent to the railway.

Main Policy Considerations

The site is within an identified growth area (CS1) where council expects mixed use development to maximise site opportunities in line with the identified objectives for West Hampstead Interchange (CS2), whilst encouraging a mix of employment facilities (CS8) retail (CS7) and protecting and enhancing adjacent open spaces (CS15). Housing is the priority land use and will be sought as part of more efficient use the site (CS6 and DP2) .The Council will ensure that new development will preserve or enhance nearby built heritage assets (Policy CS14 and DP25).

Further Information

The architectural quality and impact of this property is very poor for what is a site prominently located in the town centre. The site is considered to be appropriate for a residential led scheme, but also including other appropriate town centre, employment and community uses. This is supported by the Camden Employment Land Review (June 08) which identifies this as an accessible and well configured site suitable for light industrial uses within a residential led development.

Employment uses are important to the overall vitality of the Town Centre and Camden economy and there is an overall demand for small scale starter units for small to medium business. Similarly the inclusion of community facilities including education use will be supported. Retail space should be flexibly designed to be able to accommodate smaller and more affordable units to support and complement the prevailing character of the centre.

This site is prominent within the town centre frontage and development should reflect this aspect. The Supplementary Planning Document for West Hampstead states that the number of ground floor retail units in this frontage should not fall below 75%. In addition there are controls over the number of food or drink units.

The site offers greatest potential for higher scaled development to the site frontage (West End Lane) and to the south towards the railway lines, with a transition in scale towards the more sensitive residential interface to the north (Lymington Road) and east.

Development should respect the existing building line to maintain acceptable pavement widths and on-street interchange objectives and higher quality public realm.

If redeveloped the existing relationship of new development immediately adjoining Canterbury Mansions to the north should be considerably more sympathetic in terms of

scale, height and design with an appropriate transition in massing towards the south and east of the site.

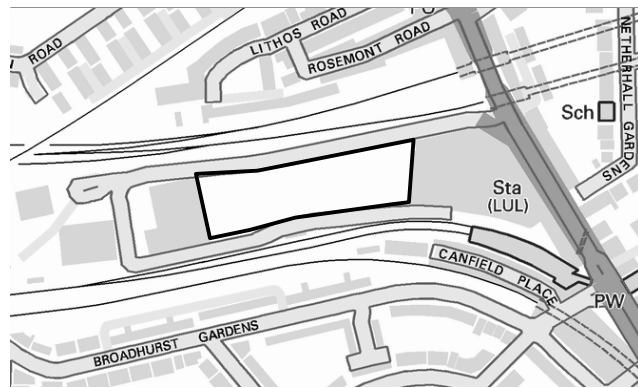
The legibility and community safety of the existing footpath to the south could be significantly improved and should be enhanced to both improve the links towards Finchley Road and also improve pedestrian permeability from the adjacent residential areas to the town centre and public transport interchanges. The space adjacent to the railway used for parking should be incorporated into complementary proposals to create more attractive routes and public space. New spaces could be designed to offer opportunities for temporary uses such as market use.

Built development will not normally be allowed on designated open space and any scheme should look to fully integrate the public use of the adjacent space for the benefit of existing and new residents of the site and neighbouring uses. This may open up opportunities to enhance provision and create more attractive open space as part of proposals. Development should relate appropriately to open spaces and not be detrimental to its function or ecological value. Proposals for expansion will also be supported.

Site 33: O2 Centre Car park



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Scale 1cm : 30m



Site Details

Area: 13,500 sq m
 Ownership: Private
 Existing Use: Car park
 Ward: West Hampstead

Policy Context

Planning Designations

Town Centre: Finchley Road / Swiss Cottage
 West Hampstead Growth Area

Other Information

The London Plan identifies the site as within the West Hampstead Area for Intensification
 Planning Guidance for Finchley Road/ Swiss Cottage town centre (CPG5)
 Public transport accessibility level: good to very good (4-5)

Relevant Planning Applications

The O2 Centre was developed in the late 1990s on what was largely railway and depot land.

Site Allocation guidance

An appropriate town centre mixed use development including housing, retail , community uses and open space

Development will be expected to:

- Maximise the potential of the site to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses
- Ensure retail provision is appropriate in scale and would enhance Finchley Road Town Centre and not detrimentally affect West Hampstead Town Centre
- Provide appropriate community facilities or services to meet residents needs
- Provide open spaces on site appropriate to the scale and nature of development proposed
- Positively contribute to and integrate with streetscape and interchange improvements

along West End Lane

- Improve existing pedestrian conditions and provide legible and improved pedestrian / cycle links (including provision of cycle parking) between West End Lane and Finchley Road through new landscaping and good design, and introduce north-south pedestrian links
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible

Site Context

The overall centre accommodates approximately 300,000 sq ft of floorspace (c.20 units), including a supermarket and other retail units, a leisure component with a cinema (8 screens), private gym and various bars/restaurants fronting onto Finchley Road and a small community space. The centre includes a stand alone Homebase unit (43,000 sq ft) at the far west end of the large surface level car park (c.550 spaces)

The site is bounded by an access road and railway lines to the north and south. The site is accessed from Finchley Road to the north of the O2 Centre and there is a road running around the car park, which provides access to the O2 servicing area to the south of the main centre, the Homebase and a car dealership to the west of the site. There is a pedestrian route from West End Lane to Finchley Road which crosses over the site.

Main Policy Considerations

Council welcomes the appropriate reuse of existing car parks in order to promote sustainable and efficient transport (CS11). The site is within an identified growth area (CS1) and town centre where council expects appropriate mixed use development to maximise site opportunities in line with the identified objectives for West Hampstead Interchange (CS2), particularly housing including affordable housing (CS6) and town centre objectives (CS7). Retail provision should seek to protect and enhance the character of this centre and not detract from the adjacent town centres particularly West Hampstead (CS7). Council will encourage a mix of appropriate community facilities and services (CS10) and enhancing of open spaces provision on site (CS15).

Further Information

This site is considered to be appropriate for a mixed use development of appropriate town centre uses and has the potential to exploit the opportunity to include high density residential development which would contribute to meeting the Growth Area targets for housing. Retail provision will be supported subject to relevant assessments in accordance with PPS4 and Core Strategy objectives to protect and enhance Camden's centres. A key objective for this centre is to support the core shopping area and retail uses, and manage the location and concentration of food, drink and entertainment uses in line with Councils Supplementary Planning Guidance.

Other appropriate town centre uses could include leisure uses, small scale hotels or other employment uses subject to ensuring that they are appropriate elements of a mix of uses and would not prejudice the provision of a priority land uses such as housing.

The core strategy objectives also identify an expectation for new community facilities and open space in the West Hampstead growth area and large scale development would offer a significant opportunity to deliver these objectives.

The site is within an identified area of public open space deficiency and so major development would be expected to provide appropriate on-site public open space to meet the local needs generated by development.

Any new community uses should be sited so that they are easily accessible for residents of the development. Specific community uses provided should be based upon an analysis of the existing facilities in the wider area and the likely impact of new residents upon the capacity of these facilities. Support for existing facilities may be the most appropriate way of meeting local needs

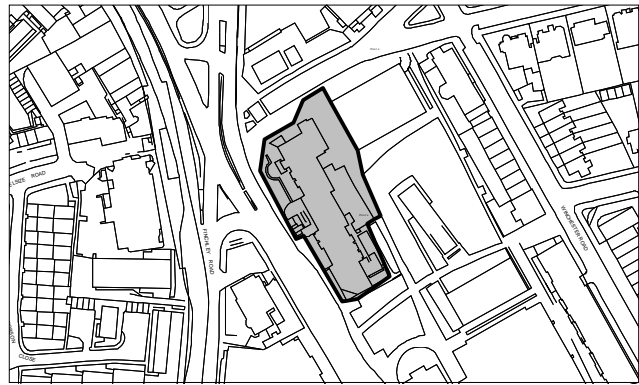
Any development of this site should be planned in a comprehensive manner, making a more efficient use of the land compatible with its context and should seek to integrate this site more effectively into the wider context and neighbourhoods and town centres to east and west.

The Council strongly support more sustainable modes of transport and welcome the reuse of existing off street car parks provided that it does not result in a detrimental impact on the surrounding area and the functioning of the Town Centre. A transport assessment would need to be submitted as part of any development proposal to assess the level of car parking, cycle and disabled parking required to be retained and to support new uses. This assessment should take the opportunity to look at a comprehensive review of the wider servicing, access and pedestrian route arrangements for existing users to ensure they are not detrimentally affected. These should look at improvements to the way these arrangements interact to support high quality urban design and development in the wider site.

Development offers a significant opportunity to improve the legibility and quality of pedestrian and cycling links between Finchley Road and West Hampstead Town Centres whilst ensuring their individual identities remain.

Improvements to the legibility, community safety and attractiveness of existing links between West End Lane and Finchley Road would be a key objective in resolving some of the urban design failings of the current development. A footpath currently runs along Blackburn Road and the railway line to the south and crosses the car park area. Development offers an excellent opportunity to improve this and introduce other more legible routes to make it a more pleasant route for pedestrians and cyclists integrated with new development and wider area. The viability, servicing requirements and needs of existing retailers also need to be carefully considered in designing proposals.

Site 35: 100 Avenue Road, Swiss Cottage



Scale 1cm : 40m

Site Details

Area: 4,100 sq m
 Ownership: Private
 Existing Uses: Offices and retail/ café
 Ward: Swiss Cottage

Planning Context

Planning Designations

Town Centre: Finchley Road / Swiss Cottage

Other Information

Adjacent to:

- Swiss Cottage open space
- Swiss Cottage library (grade II listed building)

Public transport accessibility level: excellent (6a-6b)

Relevant Planning Applications

None

Site allocation guidance

A mixed use redevelopment including permanent (Class C3) residential, employment and town centre uses

Development will be expected to:

- Retain/re-provide appropriate employment floor space
- Maximise the potential of the site to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses
- Provide small scale retail use or food and drink use or other appropriate other town centre uses at ground floor level
- Respect the setting of Swiss Cottage public open space
- Provide or contribute to public realm improvements with particular regard to pedestrian safety and junction improvements

- Contribute towards local town centre improvements
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible

Site Context

The site is currently occupied by a three to six story building dating from the 1980s and it is understood that the existing floor space is apportioned as 5,000m² offices and 500m² of retail and restaurant space.

Main Policy Considerations

CS1 and CS3 promote growth in highly accessible areas. CS8 promotes a successful and inclusive economy and seeks to support existing employment sites. CS7 seeks to protect and enhance to Town Centres whilst CS6 promotes quality homes.

Further Information

The site has been included in the revised Swiss Cottage Town Centre boundary designation, and if development comes forward it is considered appropriate to accommodate a mixed use development including residential use.

The Council's Employment Land Review (2008) states "There is no evidence of a shortage of space around Finchley Road/Swiss Cottage and the stock of purpose-built, multi-let office buildings in the south of the area provides a healthy reservoir of space to accommodate fluctuating demand."

The Camden Employment Land Review and Core Strategy identify areas including Swiss Cottage town centre as having an important role for businesses that provide local services. Although these areas are not expected to experience an increase in demand for office space, we may seek to protect existing offices in these locations subject to the criteria set out in policy DP13 in Camden Development Policies.

Redevelopment should therefore retain appropriate employment floor space as part of a mixed use scheme. Any reduction in B1 office space must demonstrate that it would not unduly impair the general provisions of office space in the area and may be considered acceptable if it would provide new flexible employment space attractive to a range of office/studio occupiers. Employment uses are important to the overall vitality of the Town Centre and Camden economy and there is an overall demand for small scale starter units for small to medium business.

Self contained housing within Class C3 use (including affordable housing) will be the preferred use where a change of use from offices is considered appropriate in accordance with policies DP1 and DP13. An increase in floorspace will generate a commensurate need to include housing in mixed proposals.

Other uses such as hotel or an aparthotel could be considered in this location, but should not be at the expense of permanent residential accommodation which is considered to be a higher priority for this site and Borough. Appropriate town centre uses at ground floor level should be provided in order to help activate the street frontages and to reinforce the town centre location of the site.

Swiss Cottage open space lies immediately to the south and east of the site. Redevelopment of the site should not detrimentally impact on this open space around which is framed by a range of community and cultural facilities. In terms of acceptable scale and massing, there may be potential for an increase in height especially at the northern end of the site, which doesn't abut directly on to the open space. While there is some potential for taller buildings, the acceptability will ultimately depend on the quality of design and the relationship with

existing buildings in the area and the open space. Any increase in height above the existing building level would need to address the context of the nearby Belsize Conservation Area, townscape issues and assess the full impacts and effects of sunlight, daylight and microclimate.

The elevation fronting the open space, in contrast, should be more sensitive, in keeping with the scale of the buildings which provide the open space with its sense of enclosure and more intimate character.

Site 36: Belsize Road Car Park



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Scale 1cm : 30m



Site Details

Area:	4,490 sq m
Ownership:	Public: London Borough Camden
Existing Use:	Various including vehicle servicing, car rental, car wash, picture framing and commercial car parking
Ward:	Kilburn

Planning Context

Planning Designations

Conservation Areas: adjoins Priory Conservation Area to the west and Alexandra Road Conservation Area to the south-east.

Other Information

The site forms part of the wider “Abbey Area” in which the Council’s Housing and Adult Social Care department has been consulting widely with residents on potential estate regeneration options. Redevelopment options have been drawn for the wider area, but the car park site can be developed as a stand-alone site.

Public Transport Accessibility Level: very good to excellent (5-6)

Relevant Planning Applications

Planning permission was granted for the car park in the 1960s as part of the wider estate development of the surrounding areas. Various planning permissions have been granted since the late 1970s for changes of use to allow car repairs and spray painting, the use of the ground floor for the sale of car radios and phones, the first floor for servicing and as a car and chauffeur hire office and the roof for car servicing. There have also been a number of associated signage applications.

January 2012	Application submitted for Outline application for phased redevelopment of site to provide up to 299 residential units (including up to 133 affordable units), up to 1,300 sqm of commercial floor space (Class A1-A5), up to 1,000sqm of business floorspace, up to 2,250sqm community and health floorspace (Class D1) in five buildings including Block A ; [this site] (up to 6 to 12 storeys of residential and commercial uses); provision of open space and landscaping; alterations to existing highway layout and creation of new vehicular and pedestrian access routes (ref: 2012/0096/P).
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Site allocation guidance

A predominantly residential development along with associated retail, community and/or employment uses

Development will be expected to:

- Maximise the potential of the site to provide new housing (including affordable housing)
- Replace the existing unsightly car park structure with well designed building(s)
- Make better use of the prominent corner site and ensure that buildings engage better with adjoining streets and ensure an improved relationship with residential properties to the west on Belsize Road
- Facilitate and integrate with other proposals and wider improvements which may emerge as part of the Council's estate regeneration programme
- Incorporate alternative employment generating uses such as shops, workspace and/or new community uses
- Provide new or extended open space

Site Context

This site is on the south west corner of the busy Abbey Road/Belsize Road junction. The immediate area is largely residential. On two sides of the junction are high density blocks of estate housing with some ancillary shops and community facilities. To the west the scale of development decreases. It is occupied by a large multi storey car park which is no longer used for its original purpose. The existing structure has raised footbridge links (now closed) to the Abbey Road estate to the south across the railway lines and to the Hinstock and Emminster blocks to the north across Belsize Road which are subject of development proposals).

A railway lies adjacent to the southern boundary

Main policy considerations

Mixed use redevelopment of the site will be expected to provide some replacement employment floorspace (Policy CS8) and new residential uses (Policy CS6) designed to safeguard the amenities of residents (Policy DP26) and improve the public realm and relationship of the site with the surrounding area (Policy DP24). The Council will also ensure the development preserves the setting of nearby built heritage assets (Policy CS14).

Further Information

Redevelopment offers the potential to remove the unsightly concrete multi-storey car park, improve the contribution of the site to the area and, importantly, provide new housing including affordable housing.

The site accommodates some employment uses and policies would generally seek to retain these uses. However, the existing building was not purpose-built for the uses for which it is now put and these have been incremental and ad hoc in nature. Previous estimates indicate that the employment uses occupy less than 50% of the building's floorspace.

The LDF supports maximising the use of underutilised land and buildings for housing and there are wider estate regeneration proposals which have been consulted on and form part of a wider outline planning application. Development of this site could assist in wider area investment in housing and community facilities, and as part of phased development could offer decant opportunities. Given that housing is the priority land use a reduction in the amount of employment floorspace on the site is likely to be acceptable, if it is replaced by self-contained housing, which also supports other planning objectives, such as investment in improved social housing. Similarly, policies which seek to restrain parking provision would support the removal of a surplus car park.

Some employment use could be retained on site as part of any redevelopment, but not necessarily in the same form and different business uses could potentially provide more jobs. A mixture of community use, B1/studio floorspace and/or small scale retail (particularly at ground floor level to address and enliven the frontage around the road junction), along with housing would represent an appropriate mix on the site.

This is a particularly prominent site and any new building should significantly improve on the existing structure's appearance and relationship with its surroundings. Any new building(s) should be designed to respond more effectively to the site's varied interfaces. The built form should avoid repeating the stark unrelieved appearance of the existing building. Variation in building heights could assist the articulation of the built form, with the potential for buildings to step up in height towards the eastern end of the site.

While there is potential for a taller element at this end, the acceptability of a taller building will ultimately depend on the quality of design and the relationship with existing buildings in the area, as well as amenity considerations such as overshadowing and impacts on daylight. The amenity of new residents near to a railway needs to be considered and dealt with properly in design.

Opportunities should be taken to improve and expand the public realm around the site, particularly along the Belsize Road frontage and carry out improvements to the pedestrian environment.

Given the limited depth of the site, there are constraints on the size and form of any open space for residents, but on-site provision of amenity space for a site of this size will be important.

6 Camden Town Area

Camden Town is a vibrant centre set among a historical backdrop of the Regent's Canal and its associated locks, towpath and stables. It is also located within the wider setting of Hampstead Heath and maintains important views to and from this strategic open space

Camden Town is also internationally famous for its unique markets, independent fashion and its music and entertainment venues such as the Roundhouse and Koko. It is also home to many residents and as a priority more housing is needed. It is also home to numerous businesses, small and large, notably media, cultural and creative industries, attracted by the area's unique character. Camden Town includes the borough's biggest town centre with the largest range of shops and services, and is designated as a Major Centre in the London Plan. There is demand for the expansion of shop chains into the market area, which could drive up rents and threaten the traders in smaller shop units that provide much of Camden Town's attraction as a shopping destination.

Camden Core Strategy policy CS7 indicates that in the region of 20,000- 30,000 square metres of retail space could be provided at Camden Town and Euston (with the majority expected to take place at Euston), although the Core Strategy also indicates that the precise quantum and type retail to be provided would be subject to detailed assessments, including any impact on other centres.

The Regents canal has a significant role as an open space, and provides an important pedestrian and cycle link between Camden Town and Kings Cross. However, these roles need to be balanced with its status as an SNCC of Metropolitan Importance and its role as a transport route.

Although Camden Town is a successful centre, it faces challenges in terms of crime and anti-social behaviour. The centre is recognised as a priority for the Council and its partners in Camden's Community Strategy. The challenge is to make Camden Town a successful and safe place with something for local people and visitors of all ages, without losing important aspects of its unique character. This includes delivering new housing where the quality of living conditions are not compromised by other town centre activities and supporting businesses where they contribute to the local economy and a safer local environment, rather than detract from it (for example, through unreasonable opening hours or inappropriate design, such as solid shutters).

In addition to seeking new housing, Policy CS7 sets out the Council's approach to supporting and promoting the success of Camden Town as a town centre.

In line with the Cores Strategy, a summary of the key objectives include:

- improving the street environment and pedestrian movement, and reducing negative traffic impacts generated along Camden High Street.
- making Camden Town feel safer through community safety measures. We will continue to work with the police and other agencies to reduce the overall crime rate in Camden Town. All development should include appropriate design measures to prevent crime and anti-social behaviour. This embraces all aspects of design; from lighting through to shopfronts and badly designed shutters.
- seeking to protect the special character and attractiveness of Camden Town by pursuing the continued provision of small shop units. Development schemes in the upper part of Camden High Street / markets area (north of Inverness Street and south of the railway bridge) will be expected to provide small shop units consistent with this part of the centre, which is characterised by small ground floor premises. We will also support this by seeking more flexible and affordable letting approaches

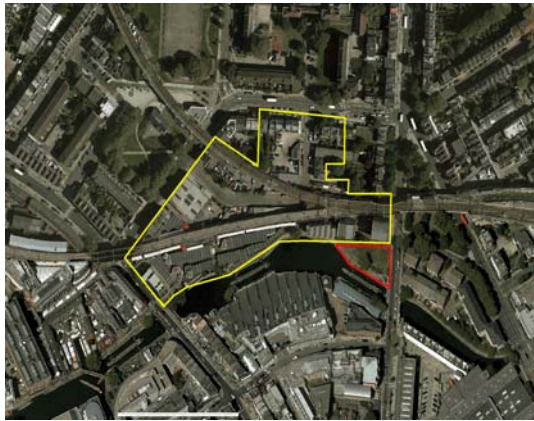
to encourage more diverse and independent retailing; including shops that can serve the wider community, not just tourist visitors.

- supporting and promoting the creative industries sector in Camden Town. We will seek to enable the growth of this sector by: supporting the provision of new, high quality offices, studios, workshops and other premises, and working in partnership with Camden Town Unlimited, to actively support, promote and attract creative industries to the area. We will seek and particularly support the provision of more flexible and affordable small scale units for new businesses;
- managing the balance of retail and leisure uses. The Council will continue to ensure that the majority of uses on the southern part of Camden Town (south of the Jamestown Road) are in retail use, whilst allowing for more equal balance between retail and non-retail uses to the north, as set out in our Revised Planning Guidance for Camden Town supplementary document. The Council will welcome uses that add to the centre's choice of facilities and attractions for people of different ages.
- ensuring that Camden has a well-managed night time economy. Our planning guidance for Camden Town aims to manage the location and concentration of food, drink and entertainment uses so they enhance the area and do not cause harm to the quality of life of local people or the character of the area and its other uses and activities. The Council's Statement of Licensing Policy contains special policies on the cumulative impact of these uses in Camden Town that restrict new premises licences and new club premises certificates.
- retaining the special built character of Camden Town by promoting high quality design of buildings, shopfronts, signage etc that reflects the context, scale and character of Camden Town centre. The Council has produced Conservation Area Appraisals and Management Strategies for the Camden Town conservation area and the Regent's Canal conservation area, which includes part of Chalk Farm Road. We will seek to retain the distinctive and varied character of the conservation areas and will expect new development to contribute positively to them.
- promoting and protecting Camden Town's markets. Camden's markets (Camden Lock, Stables, Canal, Inverness Street and Camden (Buck Street) markets) are a fundamental element in the success and vitality of Camden town centre as well as being an important tourist attraction. Camden Development Policy DP11) sets out our approach to markets.
- supporting transport improvements, in particular improvements to Camden Town Underground Station, and changes to traffic circulation, improvements to bus services and only allowing development that will not place an unacceptable strain on the public transport infrastructure.

In addition to the Core Strategy's approach to Camden Town , it is one of the Council's Place Shaping areas where we have consulted with residents groups and other parties to produce a "Camden Town Place Plan" (April 2010) specifically for their local area. The themes, key issues and actions reflect many of those outlined above; particularly around crime and safety, achieving a more balanced local economy and the quality of the environment. It sets out in more detail how activities and funding in the area can be directed so that growth is properly managed, helps deliver identified improvements and contributes to many common objectives.

The Council has identified a number of major development sites within this area. It is expected that redevelopment within this area will contribute in differing ways to meeting these objectives

Site 36: Hawley Wharf, Water Lane and 39-45 Kentish Town Road



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Site Details

Area:	22,000 sqm
Ownership:	Mainly Private
Existing Use:	Various including: B1/B2 (offices and workshops and railway arches), retail including market (which was temporarily closed until May 2009 as result of fire) and residential. 39-45 Kentish Town (site B above) is a cleared site.
Ward:	Camden Town with Primrose Hill

Planning Context

Planning Designations

Town Centre: Camden Town (south-western and south-eastern parts of the site)

Conservation Area: Regent's Canal (southern part of the site along the canal)

Listed Building: 1 Hawley Road (Grade II listed)

Listed buildings adjacent to site: 57-63 Kentish Town Road (Grade II Listed)

Archaeological Priority Area: Canalside Industry (southern part of site)

Open Space: Regents Canal

Metropolitan Walk along the canal towpath

Strategic Viewing Corridor: Parliament Hill to Westminster

Other Information

Hawley Wharf Area Planning Framework adopted February 2009

Public transport accessibility level: excellent (6a)

National Grid's underground high voltage electricity transmission cable is in proximity to this site.

The railway forms part of the proposals for potential HS1 (Channel Tunnel Rail Link) and High Speed 2 integration.

Relevant Planning Applications

Sep 2011	Application submitted for redevelopment of the Hawley Wharf site to create a mixed use development comprising eight new buildings between three and nine
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storeys in height to provide, employment, housing, retail, cinema, weekend and bank holiday farmers/produce market together with associated engineering works to create basements, plant and ancillary works, highways, public realm improvements, car and cycle parking and landscaping, and associated works, following the demolition of all buildings across the site including single storey shopfront extensions at 1-6 Chalk Farm Road (excluding 1 Hawley Road and remaining structures at 1-6 Chalk Farm Road) (This application is accompanied by an Environmental Statement) (ref: 2011/4932/P).

June 2011 Application for further renewal refused of a planning permission granted on appeal for the redevelopment of 39-45 Kentish Town Road involving demolition of existing buildings, erection of a new four storey building to provide a new public house with ancillary residential accommodation and office space (Class B1). (2005/0530/P)

A number of permissions have also been granted for the retention and continued use of the canalside area as a market, the most recent of which was granted in 1997 (PE9700208R1). A number of other permissions have been submitted to regularise unauthorised development and changes of use around the market and railway arches.

Various other permissions relate to individual properties within the site, but are of more limited relevance to future development proposals.

Site allocation guidance

Mixed use development across the site which includes residential, retail (including market use) and other appropriate town centre uses alongside new or retained/improved employment floorspace, community uses and public spaces.

Development will be expected to:

- Improve the integration of the site with the town centre as well as residential areas to the north and east in a comprehensive planned environment
- Provide a mix of uses across the site, with retail and other town centre uses concentrated within the town centre boundaries and in particular in the south-west corner of the site fronting the canal and Chalk Farm Road
- Maximise the potential of sites to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses
- Include flexible B1 accommodation and workshops, including units suitable for small firms and business start-ups as well as more conventional workshop accommodation
- Include , as appropriate, new and/or support for existing community facilities
- Provide market uses and a range of additional retail premises with a mix of shops and market units to include small scale speciality retail to reflect the character of the area
- Improve pedestrian and cycle routes and connections into and through the site, including access from Chalk Farm Road and Kentish Town to the canal and north-south links with the surrounding area
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible
- Positively contribute to and integrate with Camden town centre, and surrounding streetscape improvements and initiatives
- Orientate active uses towards the canal and improve the appearance and safety of the towpath, enliven the canal corridor and exploit the potential of the canal in a sustainable manner

- Seek to enhance biodiversity along the canal corridor
- Provide a network of well defined routes and new public spaces which are designed to be attractive and safe and which minimise opportunities for crime and antisocial behaviour
- Preserve and enhance the character and appearance of the conservation area, respect local views and the setting of nearby listed buildings
- Ensure that the public transport network and local infrastructure in general has the capacity to serve the activity and travel demand generated by development
- Refurbish retained terraced buildings along the Chalk Farm Road frontage to provide active ground floor frontages. and repair and refurbish the Grade II listed 1 Hawley Road
- Consider the setting of Hampstead Heath and associated views

Please refer to the adopted Hawley Wharf Planning Framework SPD for other detailed guidance on land uses, activities, design and planning obligations.

Site Context

Parts of the site are currently underutilised and in poor condition and offer significant potential for mixed use development to make a positive contribution to the centre of Camden Town as well as integrate better with surrounding communities. The site comprises two main parts. The “Hawley Wharf” site which extends to B1 units at Water Lane and various properties and sites on Castlehaven and Hawley Roads, Torbay Street and Leybourne St A on plan above) and the cleared site at 39-45 Kentish town Road (B on the plan above) which is in separate ownership. Development should make most efficient use of these development opportunities and make an effective contribution to Camden Town.

The wider site occupies a strategically important position with a long frontage to the Regents Canal as well as frontages to both Chalk Farm Road and Kentish Town Road. Its physical context is also influenced by the two railway viaducts which cross the site and it is characterised by a range of different uses. Before its temporary closure in 2008, the canalside market at Hawley Wharf contributed to the retail offer within Camden Town (although the nature of uses was rather ad hoc and not particularly attractive in view of its prominent canalside location) and the current operation has been subject to various regularising and enforcement issues.

Main Policy Considerations

Core Strategy Policy CS7 highlights the potential for additional retail to be provided at Camden Town. Paragraph 7.7 of the Core strategy notes that Hawley Wharf provides an opportunity to deliver new retail floorspace, along with other mixed uses.

Comprehensive redevelopment of the site should meet the Council's aspirations for Camden Town Centre (Policy CS7), maximise opportunities to provide new housing (Policy CS6) and provide a range of flexible employment facilities, including facilities suitable for small and medium sized enterprises, and retain existing levels of employment in the area (Policy CS8), provide replacement market retailing (Policy DP11) as well as enhance the retail offer of the area (Policy CS7).

The site should include a significant proportion of small shop and market units, in order to reflect the character of the area and maintain the special identity of this part of Camden Town (policies CS7 and DP10). The site should also contribute to the range of other specific planning objectives for Camden Town, as set out under Core Strategy policy CS7. These objectives include improving the street environment and pedestrian movement, community

safety measures, supporting the creative industries sector, balancing retail and leisure uses and managing the night time economy.

The balance of retail and non-retail uses will be managed to protect the character, function, vitality and viability, as set out in policy DP12, and using the guidance set out in supplementary planning guidance for Camden Town town centre (CPG5) where appropriate.

Any proposed scheme should improve the public realm and preserve and enhance the historic character of the area (Policy CS14/DP25).

Further Information

Retail and other town centre uses should be focused within the town centre boundaries, particularly in the south-western corner of the site adjoining Chalk Farm Road and the canal. A limited amount of food and drink uses may be suitable in this area, subject to there being no adverse amenity impacts, particularly along the canal frontage. Commercial uses in this part of the site could include residential in the upper floors above, provided that the residential use can comfortably co-exist with town centre activities. The retail element of any proposals should include a significant market component which will be important in integrating proposals with surrounding activities and maintaining and improving the eclectic character of this part of Camden Town.

Given that the northern part of the Camden Town centre is characterised by the markets, small independent retailers and speciality shops, any new retail development around Hawley Wharf will be expected to integrate with these activities and reflect the character and identity of this part of the centre. The Council will expect replacement market retailing to be provided to enhance the market retail function of this part of Camden Town. This should include an appropriate mix and size of units and stalls. Small-scale and speciality shops should also be a key component of any permanent shop units. Shops should be located so that they consolidate and successfully contribute to the specific retail offer of this part of the town centre.

There are a range of employment uses across the site. This range of employment floorspace should be retained or replaced in new development with a range of unit sizes. Such uses are likely to be best located in the central part of the site around the railway viaducts. Camden would seek a range of flexible B1 accommodation and workshops, in accordance with policy CS8, to reflect the character of the area and the emphasis placed on the creative industries in the Camden Town area.

The northern and north-eastern parts of the site are more appropriate for residential or community related development (including education), given their proximity to existing residential communities and distance from the town centre. Housing in this area could be combined with some suitably sited local “convenience” retail and community facilities. Camden will assess the direct impact of new development on local community facilities and services and where appropriate will seek the provision of community facilities on the site as part of the overall mix of uses and/or require support for existing facilities affected by new development. The northern most part of the site has been identified as the potential location of a new primary school (a relocated and expanded Hawley School at Buck Street).

The part of the site on the Kentish Town Road frontage ; 39-45 Kentish Town Road is within the designated town centre and previously had planning permission for a licensed Public House with ancillary residential accommodation and office space (Ref. 2005/0530/P). This site is suitable for a mix of uses which complement the wider site development and the town centre. However, this site is close to residential properties and any new proposals for food and drink or other non-residential uses will need to ensure that there will be no adverse effects on the amenity of neighbouring properties.

Areas such as the canalside, the Chalk Farm Road frontage and listed buildings around the north-east part of the site need to be protected and enhanced. There are valued views of the canal in the area and it is important that development does not unduly intrude or dominate these views, while taking advantage of the opportunity that the canal presents for development to enhance the public realm on the south facing frontage of the site.

The listed building at 1 Hawley Road is on the Buildings at Risk Register. The repair and refurbishment of this building to bring it back into productive use is a priority. Likewise the buildings on the Chalk Farm Road frontage which survived the fire, which make a positive contribution to the Conservation Area, should be retained and refurbished.

The site is highly accessible by public transport. However, there are transport capacity issues in the area, particularly at the weekend at Camden Town tube station and for pedestrians on Chalk Farm Road. Proposals will need to demonstrate that sufficient capacity exists in the area to address pedestrian congestion and meet the transport demands of the proposed new development (in line with Policy DP16) and provide funding for, and changes to, the local transport infrastructure. Development should integrate with the Council's planned improvements in the town centre set out in the Camden Town Place Plan.

Facilities for cyclists and access into the site for both pedestrians and cyclists from Chalk Farm Road and Kentish Town Road, as well as from the north towards the canal, should be improved as a key part of any development proposals.

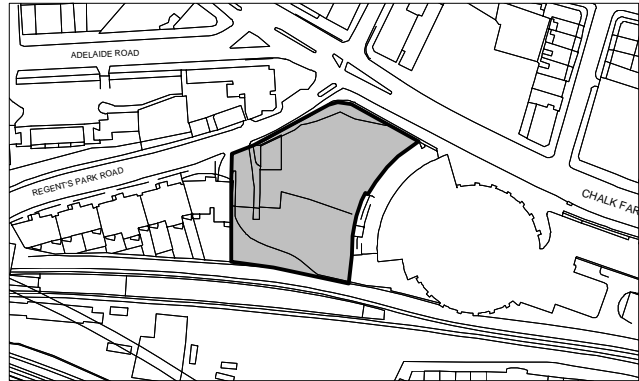
Development should also be designed to maximise the site's permeability and connectivity in a manner that promotes public safety and reduces opportunities for crime and anti-social behaviour. Vehicle access points should be limited and located to minimise impacts on the local highway network and access and servicing should be carefully designed so it does not conflict with new routes and spaces and the enhanced pedestrian permeability envisaged. The use of the canal for the transportation of building materials and waste is encouraged, both during construction and during occupation. This reflects the emphasis of policy DP20, which seeks to encourage the movement of goods and materials by water.

Opportunities should be taken to improve the public realm and public spaces, including improved linkages with the Castlehaven Open Space and Camden Gardens. Improvements to the canal to create a more accessible and enjoyable public space and route will also be required.

Site 37: 202-212 Regents Park Road, (Roundhouse Car Park)



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Scale 1cm : 30m

Site Details

Area: 3,280 sq m
 Ownership: Private
 Existing Use: Car Park and ancillary storage
 Ward: Camden Town with Primrose Hill

Planning Context

Planning Designations

Town Centre: Camden Town Centre
 Wider Strategic Viewing Corridor

Other Information

Adjacent to Regent's Canal conservation area; the eastern corner of the site forms part of Regent's Canal conservation area.

Adjacent to the Roundhouse, Listed Building Grade II*

Planning Brief adopted June 1999 (though significantly out of date)

Public transport accessibility level: good to very good (4-5)

Relevant Planning Applications

A number of temporary planning consents have been granted in the past for the portacabins on site and the erection of advertisement hoardings.

Site allocation guidance

A mixed use development to provide a range of arts, entertainment and cultural uses alongside studios, workshop space and housing(permanent C3)

Development will be expected to:

- Preserve and enhance the setting of the Grade II* listed Roundhouse and improve views from Regents Canal conservation area and the surrounding area
- Maximise the potential of the site to provide new housing (including affordable

housing) while minimising potential conflicts between residential and other uses

- Ensure that any proposed residential units are designed to minimise potential noise and vibration disturbance from the adjacent railway lines.
- Exhibit a particularly high standard of design in terms of scale, buildings, public spaces and accessibility to complement the high quality refurbishment of the Roundhouse and its distinct form and character
- Positively contribute to and integrate with town centre and streetscape improvements and initiatives
- Maintain effective access and servicing to the adjacent Roundhouse
- Positively and creatively manage the impacts of activities and events on the local neighbourhood
- Ensure that the public transport network and local infrastructure in general has the capacity to serve the activities, events and travel demand generated by development

Site Context

The site lies south of the junction of Chalk Farm Road and Regents Park Road. It is bounded by the Grade II* listed Roundhouse, railway lines and residential flats (PEX0101056). The site has varying ground levels in relation to the surrounding area. The ground level along the Chalk Farm Road frontage, behind the original goods yard retaining wall, is approximately 3m to 4m above road level. This topography will have major effect on the appropriate form and scale of development.

Main Policy Considerations

The site is within Camden Town Centre (Policy CS7) where the Council will expect a mix of uses to support the vibrant character of the centre including residential (Policy CS6), employment floorspace suitable for occupation by small firms (Policy CS8), retail and food and drink uses (Policy CS7 and DP12). The design of any redevelopment scheme should respect local character, safeguard views into and out of Regents Canal conservation area, and enhance the setting of the Grade II* listed Roundhouse (Policy CS14).

Further Information

The site occupies a Town Centre location with good public transport accessibility and does not currently realise its development potential and is underutilised.

The Roundhouse is an important arts and cultural centre and the development of complementary arts and cultural uses will be supported. Creative and cultural industries also make a vital contribution to the economy and character of Camden Town (CS8). The inclusion of B1 workshop or studio space (with flexibility for light industrial uses), particularly small units of around 50-120 square metres, would be supported as part of a mix of uses on site.

Retail, food, drink and entertainment uses on site could support the vitality and viability of this part of the Town Centre. Care should be taken in the location of any proposed food, drink and entertainment uses to ensure that they are sited to minimise disturbance to residential occupiers. The current role of the Roundhouse as a regional cultural venue attracts audiences beyond the local area and the potential impacts of increased activities and visitors will need to be carefully managed so impacts on local residents can be minimised. This includes promoting a range of methods to encourage use of public transport and discouraging car use.

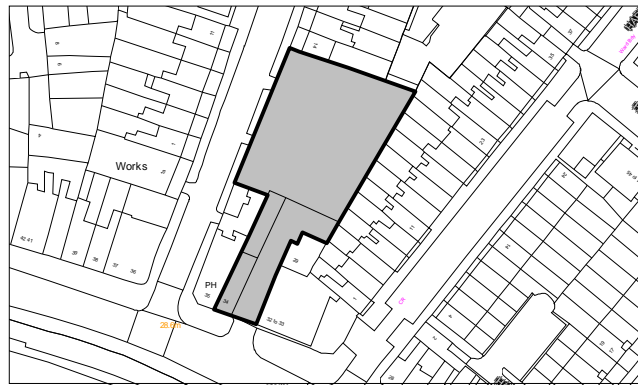
Residential uses are identified as a priority in the borough and should form part of a mix of uses on site in accordance with policy (DP1) unless exceptional circumstances prevail such

as whether development is essential for the needs of an existing user or the extent to which a project would be purely publicly funded. If housing is included it is paramount that a satisfactory residential environment is created for residential occupiers; a full noise assessment (in line with PPG24) would be required, given proximity of the site to railway lines (including the West Coast mainline).

The Regents Canal conservation area appraisal indicates that the Roundhouse is 'a major point of focus in architectural and townscape terms'. This Victorian building has a distinct form and aesthetic reflecting its former railway industry use. The building forms a key focus for views both within and outside the conservation area. The topography of the area means that the site is elevated above the level of Chalk Farm Road and the Roundhouse. This means there is a serious risk of new development appearing particularly conspicuous and causing unacceptable harm to the setting of this listed building, even if it has a similar number of stories to nearby buildings. All new buildings should therefore be subservient to the Roundhouse.

The original goods yard retaining wall along Chalk Farm Road is a distinctive part of the conservation area and is a reminder of the site's industrial past. The wall forms part of the curtilage of the listed Roundhouse, and as such listed building consent would be required for alterations. Any proposals to alter the wall, for example to form active frontages to Chalk Farm Road or create additional access points, would need to be fully justified and it will be necessary to demonstrate how proposals would affect the character and appearance of the Roundhouse and why the proposals are desirable or necessary.

Site 38: 2-12 Harmood St / rear of 34 Chalk Farm Road



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Scale 1cm : 30m



Site Details

Area:	1,200 sq m
Ownership:	Private
Existing Use:	Vacant & clear site. Former industrial/ depot site.
Ward:	Camden Town with Primrose Hill

Planning Context

Planning Designations

Strategic viewing corridor

Kentish Town Area - Light Industrial

Other Information

Adjacent to Harmood Street Conservation Area.

Adjacent to Camden Town Centre.

Public transport accessibility level: very good (5)

Relevant Planning Applications

Sep 2008	Planning permission granted subject to a S106 (Ref: 2008/2981/P) Erection of a part 2, part 4-storey building with two basement levels to provide student accommodation comprising 194 self-contained study rooms and ancillary facilities (Sui Generis).
Aug 2003	Planning permissions granted: Jun 1998 (PE9700537); Aug 2003 amendment (PEX0100700) Redevelopment of the site by the erection of a building on basement, ground and 2 storeys for light industrial use (B1c), warehousing (B8) and offices (B1a) together with associated servicing arrangements comprising the formation of an additional basement level for office (B1a).
2000 to 2007	Other relevant applications: 2007/6339/P (refusal), 2004/4353/P (refusal) (appeal withdrawn), 2004/4352/P (refusal) (appeal withdrawn), 2004/3652/P (refusal) (appeal withdrawn), PEX0200879 (appeal dismissed)

Site allocation guidance

Mixed use redevelopment to include residential use to make the most of this derelict site

Development will be expected to:

- Maximise the potential of the site to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses
- Create open space on-site and/or contribute to nearby open space improvements
- Create an active frontage and assist informal surveillance along the site frontage
- Make a positive contribution towards its Harmond Street frontage and preserve or enhance the setting of Harmond Street conservation area
- Consider the setting of Hampstead Heath and associated views

Site Context

The site is bounded by Harmond Street to the west and the rear of residential properties at Hartland Road to the east. It is situated behind a petrol filling station fronting Chalk Farm Road and there is a right of way providing access to the plot across the forecourt of this garage. It is understood that the site was cleared in around 2001 and was used for industrial (B1c) and storage (B8) uses.

Main Policy Considerations

Mixed use redevelopment of the site will be expected to incorporate replacement employment uses (Policy CS8) or new residential uses (Policy CS6). Proposals should be designed to enhance the setting of the conservation area (Policy CS14).

Further Information

The site was previously in industrial and depot use (B1c and B8) and normally policy would seek to protect this site for employment uses. The Camden Employment Land Review (2008) indicates that “there is a good case for protecting this site for small-scale industrial or distribution uses” and concludes that the site is “isolated but should be protected in view of the shortage of industrial/warehousing land in Camden”. However, an Inspector’s comments on a previous application (PEX0200879) concluded that options other than employment use could be explored for the site, namely residential and mixed use. Non-employment uses are therefore considered, in principle, acceptable for this site, but a mix of uses including business floorspace would be acceptable.

Redevelopment of the site to include residential uses would be particularly encouraged as residential uses are characteristic of this accessible edge of town centre location and housing is the priority use for vacant sites. Proposals for student accommodation have been approved for this site (see planning application 2008/2981/P for further details). This required the provision of affordable housing provision off-site through planning obligations. Alternative forms of housing would similarly generate an affordable housing requirement which would be expected on site unless exceptional circumstances dictate an alternative form of provision could be acceptable.

The site does not form part of a conservation area, though it lies immediately south and east of Harmond Street conservation area. The Harmond Street elevation of the site would be appreciated in the context of the conservation area, and this particularly sensitive elevation would need to address the bulk, height and design of the adjacent early Victorian terraces.

Site 39: Bangor Wharf, Georgiana Street



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Scale 1cm : 20m



Site Details

Area: 1,810 sq m
 Ownership: Canal Securities
 Existing Use: Depot for storage of materials with ancillary workshop and offices (Class B8)
 Ward: St Pancras and Somers Town

Planning Context

Planning Designations

Conservation Area: Regents Canal

Other Information

The Regents Canal runs adjacent to the site.

Public transport accessibility level: 6a

Relevant Planning Applications

Sept 1999 Certificate of Lawful Use refused for existing use for builders workshop, office and open yard area (PEX990072)
 August 2000 Certificate of Lawful Use granted for an existing use as a depot for storage of materials with ancillary workshops and offices (Class B8) (PEX0000739)

Site allocation guidance

Redevelopment of the site to provide replacement employment floorspace and new permanent (Class C3) residential accommodation

Development will be expected to:

- Maximise the potential of the site to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses
- Provide flexible employment space
- Contain an active frontage to Georgiana Street.

- Be of a form and scale which is appropriate to the Regents Canal Conservation Area and responds to the open character of this part of the canal and to surrounding listed buildings
- Take opportunities to utilise the canal for the transportation of goods and materials, both during construction and in the operation of the development
- Ensure that the design and layout of the development responds positively to its canal setting, and contributes to the biodiversity and green nature of the canal
- Provides active frontage to the canal and to Georgiana Street, in order to improve the relationship between the site and the public realm and to enhance the appearance and safety of the surrounding street scene
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible

Site Context

The site contains the offices, storage buildings, yard and vehicle parking for a small building construction company. It has good access to the strategic road network and unrestricted access for deliveries. Therefore it is considered to be a suitable site for continued employment use. However, the buildings on site are generally of lower density than those in the surrounding townscape so there does seem to be some potential for a more intensive development of the site involving other uses in addition to employment.

The site is within the Regents Canal conservation area. The current use, with its associated buildings and boundary treatment, detract from the character of the conservation area. It is identified in the Conservation Area Appraisal (2008, page 20) as a site with opportunities for enhancement. The yard area retains extensive areas of granite setts which should be exploited in any development. The canal dock which formerly served these wharfs is partially filled, and could be enhanced. The frontage onto Georgiana Street could be improved and should be addressed by any development.

The character of this section of the Regents Canal is fairly open so any development should avoid excessive bulk and massing along the canal and ensure that views of the canal are improved. There does seem to be some potential for opening up views of the canal on the south east corner of the site close to the Gray's Inn Bridge.

Main Policy Considerations

The site is close to the Kings Cross development area and so will be influenced by development here (Areas of more limited change CS4). Development will be expected retain employment uses on the site unless it can be demonstrated that the site is no longer suitable for the existing business use, and that alternative business uses have been fully explored over a period of time (DP13). The provision of new flexible workspace on the site would be encouraged as part of the provision of any new employment floorspace (policy CS8).

Any additional development on the site would be expected to include new homes in line with policies CS6 and DP1, and to make the most of the site's capacity for housing (policy DP2),. Development will also be expected to make use of energy from efficient sources, including decentralised energy networks (CS13). Development should be of a scale and form which respects the character and appearance of the Regents Canal (Policy DP25).

Further Information

The main properties which would be affected by the redevelopment of this site are a row of terraced houses running from 116-132 Royal College Street to the west of the site. The majority of these properties have two to three storeys of residential accommodation with rear

facing windows and back gardens which are about 10m deep although 128-134 appear to have complete site coverage

The site currently fails to respond to its canal setting, and fails to provide an active frontage to Georgiana Street. Any future development should make the most of opportunities to address this by providing more active frontages to both the canal and to Georgiana Street.

The current site includes a two storey office building which is located along the western boundary of the site close to the above properties. Any new development in the western portion of the site should consider these properties and not significantly worsen the relationship with these habitable room windows. This is likely to limit the height of development on this part of the site. When considering the scale, design and layout of the scheme, regard should also be given to the impact of any development on the setting of the Grade II listed three storey terraced houses to the west of the site at 16-31 and 32-53 Georgiana Street.

The existing use of the site as a storage depot and workshop means that there would be a need to investigate the site for contaminated land (via a preliminary assessment) prior to the submission of any planning application for redevelopment of the site.

This site and sites 40 and 41 below could contribute to a decentralised energy system. The sites are in close proximity to the community heating for social housing bounded by Plender Street and Camden Street, and we would expect the energy strategy for each development to test the feasibility of establishing a heat network to link with nearby Camden housing estates. Generally it would be expected that the largest site (Site 41- 24-58 Royal College Street) would house the plant with the other sites contributing to provision of the infrastructure.

Site 40: 57 - 71 Pratt Street, 10 - 15 Georgiana Street And Royal College Street



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Scale 1cm : 30m

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Site Details

Area: 4,125 sq m
Ownership: EDF Energy PLC
Existing Use: Electricity sub station and vacant former training centre
Ward: Camden Town with Primrose Hill

Planning Context

Planning Designations

None

Other Information

Adjacent to Grade II listed buildings at 16-31 and 32-53 Georgiana Street
Public transport accessibility level: 6a

Relevant Planning Applications

- August 1976 The continued use of the building fronting Georgiana Street, NW1 (at the rear of 57 Pratt Street) as a training centre for electricians in conjunction with the premises at 57 Pratt Street (ref 23272)
- August 2009 Planning permission for erection of a headhouse building within St Pancras electrical substation, including removal and replacement of wall & gates on eastern elevation (2009/3869/P)

Site allocation guidance

Mixed use development of the site to provide a new electricity sub station (if required), employment and/or community floor space and new permanent (class C3) residential accommodation

Development will be expected to:

- Maximise the potential of the site to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses
- Contain active street frontages and improve the relationship between the site and

surrounding area.

- Contribute towards the upgrade of existing public open spaces in the area and subject to the scale of residential development proposed provide a new green space and children's play space.
- Be of a scale form and appearance which respects the character and setting of the listed buildings in Georgiana Street and listed All Saints Greek Orthodox church in Pratt Street
- Enhance the routes between Kings Cross and Camden Town and through to the canal
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible

Site Context

The site is on the north side of Pratt Street directly to the west of Royal College Street near to Camden Town centre and contains a tall three storey flat roofed commercial building with a two storey building behind and a yard. The main building has been used as a training centre and the rear building and the adjacent yard appear to be vacant. The main building does not appear to be very intensively used.

There is an electricity transformer station to the rear (north) of the site and to the rear of this is a further three storey building fronting Georgina Street which is also understood to have been used as a training centre. It appears vacant and the entrance to the street is blocked off with a concrete girder. All of the other buildings in this section of Georgiana Street are grade II listed buildings

To the west is the playground of an adjacent primary school. Opposite across Pratt Street are two storey residential properties and opposite across Royal College Street are warehouses/industrial units. None of the immediately surrounding buildings are in a conservation area, but there is a block of grade II listed houses diagonally opposite the site in Pratt Street.

Main Policy Considerations

The site is close to the Kings Cross development area and so will be influenced by development there (Areas of more limited change CS4). Development will be expected to provide quality homes, which are the council's priority land use in the Core Strategy (policy CS6), and to promote a successful and inclusive Camden economy through provision of replacement employment/training space in line with policy CS8 and Policy DP13.

If the site is no longer suitable for employment related uses the site has housing on two sides and has the potential to contribute towards future housing supply (Policy DP2/DP13) but any development needs to be designed to take account of its historic context (Policy DP25). Noise and vibration issues associated with the electricity sub station would also need to be considered in the context of policies DP26 and DP28. Camden will seek the use of energy from efficient sources, including decentralised energy networks (CS13).

Further Information

Approximately a quarter of the site is occupied by an electricity sub station which occupies a large area of land (relative to its size) and results in a poor, inactive frontage to Royal College Street. The owners of the site have indicated that a substation will need to remain on the site for the foreseeable future.

Any redevelopment options for this site should look at reconfiguring the substation so that more space could be provided for other uses such as replacement employment/training use and/or housing and that any noise or vibration generated by the substation complies with Camden's noise thresholds (see policy DP28) and takes any opportunities available to reduce the impact of the sub-station on the amenity of adjoining uses. Other business uses

may be compatible as part of the mix of uses.

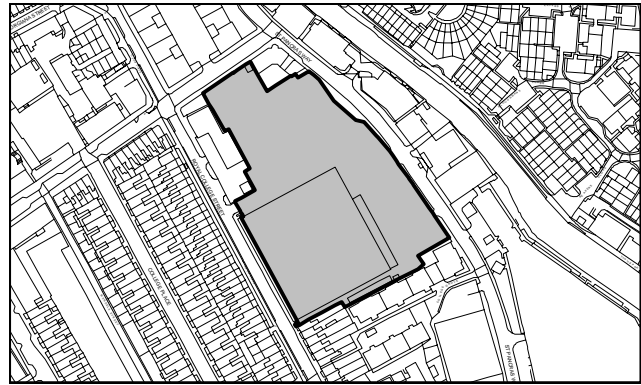
When considering the scale, design and layout of the scheme, regard should also be given to the impact of any development on the setting of the Grade II listed three storey terraced houses to the west of the site at 16-31 and 32-53 Georgiana Street. Any built development along the frontage to Royal College Street should respond to the scale and building lines of existing buildings that line this street.

Any development of the site should make the most of opportunities to enhance the relationship with the surrounding area, including the provision of more active street frontages that enhances the street environment and contributes to the safety and vibrancy of the public realm.

This site and sites 39 (above) and 41 (below) could contribute to a decentralised energy system. The sites are in close proximity to the community heating for social housing bounded by Plender Street and Camden Street, and we would expect the energy strategy for each development to test the feasibility of establishing heat network to link with nearby Camden housing estates. Generally it would be expected that the largest site (Site 41 - 24-58 Royal College Street) would house the plant with the other sites contributing to provision of the infrastructure.

The Council intends to produce a place plan for Kings Cross which will further inform the issues which need to be addressed in the development of this and other nearby sites. This plan will aim to coordinate development on key sites in the area with Camden and other public sector service provision and initiatives.

Site 41: 24 - 58 Royal College Street



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Scale 1cm : 50m

Site Details

Area:	14,960 sq m
Ownership:	Royal Mail Group Ltd
Existing Use:	Distribution/Parcel Depot
Ward:	St Pancras and Somers Town

Planning Context

Planning Designations

None

Adjacent Grade II listed terraced houses at 14-22 Royal College Street and opposite Grade II listed terraced houses at 75-85 Royal College Street; at 85C, 87 and 89 Royal College Street; and at 91-99 Royal College Street.

Adjacent to the Regents Canal conservation area (to the east)

Other Information

Public transport accessibility level: 5/6

Relevant planning applications

No relevant applications on the site.

To the south at 11-13 St Pancras Way (April 2011): Planning permission approved for the erection of part 6, 7, 8 and 10 storey building comprising 3,877 sqm builders merchant (Class Sui Generis) at ground and part mezzanine level and 564 student bedspaces (Class Sui Generis) with ancillary student facilities to the upper floors (2011/1586/P).

Site allocation guidance

Redevelopment of the site to provide mixed uses with employment floorspace and new permanent (C3) residential

Development will be expected to:

- Maximise the potential of the site to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses
- Contain active street frontages.
- Enhance the routes between Kings Cross and Camden Town and to the canal

including a new east-west link between St Pancras Way and Royal College Street

- Respect the setting of the adjacent listed houses to the south west and opposite the site on Royal College Street.
- Provide open space accessible to members of the public and children's playspace for new housing
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible

Site Context

The site is located in an area between Kings Cross and Camden Town containing a mix of employment and medical / educational uses and housing. It sits between Royal College Street and St Pancras Way which are both busy north to south vehicular routes through the area. The site is approximately 400m to the north west of the main Kings Cross Central site and access to this site will be improved in the future through the creation of new links via Camley Street.

The site is occupied by a large two storey building and a substantial yard and car park. It has been used for many years as a parcel sorting office and depot. Across St Pancras Way to the east are a number of employment and residential buildings of four to six storeys, many which have recently been developed. To the south of the site is a 4 to 7 storey block of housing with some employment space and to the southwest is a terrace of Grade II listed four storey houses at 14-22 Royal College Street. Opposite the site on the other side of Royal College Street the buildings are predominantly three storeys, including the Grade II listed terrace of houses at 75-85 Royal College Street, at 85C, 87 and 89 Royal College Street, and at 91-99 Royal College Street.

Main Policy Considerations

The site is an area that is close to the Kings Cross Central area, where the Council will seek improvements to walking routes and other links as well as contributions to wards regeneration and training, and open space (CS4). Development will be expected to provide quality homes in line with (CS6), and to promote a successful and inclusive Camden economy (CS8).

The site contains a large employment use. If can shown that the site is no longer suitable for the current distribution and depot use then an alternative business use should be considered before other uses are proposed (Policy DP13). The site is large, and therefore provides scope to provide housing in addition to employment uses, thereby making full use of the site's capacity for housing (Policy DP2). This approach would also be consistent with policy DP1 (Mixed use Development).

The proposed development will need to be of a form and scale which is compatible with the listed houses to the south west of the site and the Regents Canal Conservation area to the east (Policy DP25). Given the size of the site and its location near to the main Kings Cross development new routes should be provided across the site (Policy DP 16) and new public open space should be provided within future development (DP31). Camden would seek use of energy from efficient sources, including decentralised energy networks (CS13).

Further Information

The site lies in an area to the north-west of the main Kings Cross Central development site. Although it is a well established area containing pockets of residential and employment uses, it is a location which, whilst close to the King's Cross development site and Camden Town, is poorly integrated with them. However, it is also an area with significant potential for beneficial change in the longer term, as the neighbouring development of the Kings Cross railway lands proceeds and brings it closer to a significant new mixed use quarter with residential, community and commercial space.

The development of Kings Cross Central and other sites in the area is likely to lead to an increase in the number of people moving through this area to and from Camden Town. Given the size of this site and the potential to respond to the finer grain of nearby streets and terraces, its redevelopment would provide the opportunity to “break down” the site and create a new “street” . Such a link would be important in improving accessibility through the area, and enhancing integration with Camden Town, Kings Cross Central and Regents canal. This would also help to create an enhanced sense of place for the area.

The capacity of the site and potential scale of development is such that new open spaces should be provided; such as children’s play space, green space and public open space. New spaces would further enhance a sense of place for the area.

The design, layout and scale of any development on the site should respond to the character of existing buildings adjacent to the site, in particular the existing building frontages onto Royal College Street, which include a number of terraced listed buildings adjacent to and opposite the site.

This site and sites 39 and 40 above could contribute to a decentralised energy system. The sites are in close proximity to the community heating for social housing bounded by Plender Street and Camden Street, and we would expect the energy strategy for each development to test the feasibility of establishing heat network to link with nearby Camden housing estates. Generally it would be expected that, as the largest site of the three sites, this site could house the plant with the other sites contributing to provision of the infrastructure.

The Council intends to produce a place plan for Kings Cross which will further inform the issues which need to be addressed in the development of this and other nearby sites. This plan will aim to coordinate development on key sites in the area with Camden and other service provision and initiatives.

7 Other Areas

Our Core Strategy (Policy CS4) sets out an approach for *Areas of more limited change*, which applies to sites within this section.

Parts of the borough outside of the growth areas and other highly accessible areas set out in policy CS1 will experience more limited development and change, although some development is expected to take place in most parts of Camden over the timescale of the Core Strategy.

The Council will ensure that development in the areas of more limited change respects the character of its surroundings, conserves heritage and other important features and provides environmental improvements and other local benefits where appropriate.

The Council will expect major developments taking place adjacent or near to areas of more limited change to bring benefits to these areas of an appropriate nature and scale. In particular, we will seek:

- improvements to walking routes and other links,
- contributions towards regeneration and training in deprived areas, and
- the provision of open space and other community facilities where there are local deficiencies.

Whilst it is anticipated that the significant majority of major developments will take place in the specific areas identified in this document, it is inevitable that other sites are available or have the potential to become available for development elsewhere in the Borough.

Whilst these other largely residential areas will experience development, they will tend to be smaller in scale. However the Council supports making 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.

The provision of an appropriate mix of uses, both across areas and within individual developments, can also contribute to successfully managing future growth in Camden and making efficient use of the limited land in our borough.

There are some potential major development sites identified by the Council in other locations. These will still be expected to contribute to meeting objectives of the Core Strategy. These can be broadly assigned to the following areas:

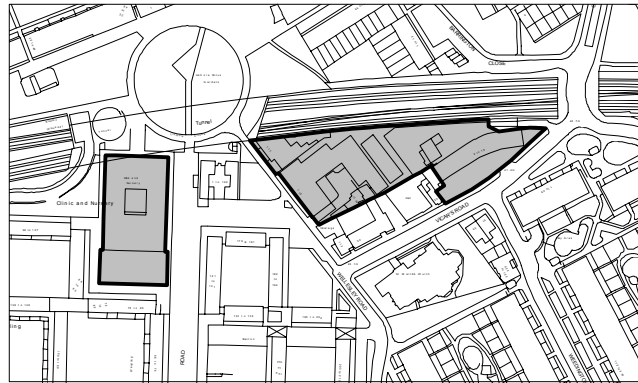
- Kentish Town and Gospel Oak
- Hampstead
- Primrose Hill

Even where sites are not allocated through this document, development proposals will still be expected to meet the objectives and priorities of the Core Strategy, Development Policies and relevant standards.

Site 42: 115-117 Wellesley Road (including 2-16 Vicars Road) and Lismore Circus Health Centre & Nursery



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Scale 1cm : 30m



Site Details

Area:	115-117 Wellesley Rd & 2-16 Vicars Rd: 4,880 sqm Lismore Circus Health Centre & Nursery: 2,685 sqm Total Area: 7,565 sqm
Ownership:	Public
Existing Use:	115-117 Wellesley Rd & 2-16 Vicars Rd: District Housing Office, Tenants Hall (D1), light industrial units (B1), storage. Lismore Circus Health Centre & Nursery: Health clinic (D1) and children's nursery (D1)
Ward:	Gospel Oak

Planning Context

Planning Designations

Lismore Circus is designated public open space and London Square

Metropolitan Walk along Wellesley Road

Strategic Viewing Corridor: Parliament Hill to Westminster

Other Information

Adjacent to: Former St Martin's Church Hall, 22 Vicars Road (Grade II listed)

Opposite: St Martins Church (Grade I listed)

Public transport accessibility level: moderate (3)

Historical street flooding recorded in proximity of this site.

Part of Health Centre site within new viewing corridor (Parliament Hill to Westminster Cathedral) in Mayor's view management document. Remainder of site would be in 'lateral assessment area'.

Relevant Planning Applications

None

Site allocation guidance

Development of sites to provide a mix of uses including renewed community facilities

along with new community facilities, housing (including affordable housing) and other complementary uses, such as employment.

Development will be expected to:

- Support and complement wider area regeneration objectives and be responsive to identified community needs
- Enhance existing community facilities and explore opportunities for additional community facilities to contribute towards improved provision in the area.
- Make more efficient use of the sites to assist investment in existing housing and enable the provision of new housing and affordable housing
- Seek to retain an element of flexible employment floorspace on site or suitable replacement floorspace on alternative sites
- Contribute to an improved environment and wider regeneration aims within the area
- Contribute to improved public realm, pedestrian environment and accessibility to and around any new development
- Contribute positively towards community safety
- Offer job and training opportunities for local residents, particularly through apprenticeships and training in construction
- Safeguard the setting of nearby listed buildings
- Fully explore the potential to link into the Royal Free Hospital heating network
- Consider the setting of Hampstead Heath and associated views

Site Context

The Gospel Oak placeshaping area is an extensive area with a core area centred on the estates to the north of Queens Crescent in the area between Mansfield Road to the north, Malden Road to the West and Grafton Road to the east.

The area is dominated by residential property, much of which is social rented, although there are some pockets of retail and employment floor space, as well as a range of community and service facilities throughout the area, including a District Housing Office.

Further Information

The Councils Community Investment Programme and Housing service's regeneration work has shown that there are a wide range of issues and possible solutions across the wider area and individual estates ranging from repair and refurbishment, remodelling and infill development, through to wider redevelopment proposals. Consultations have taken place with local residents and other stakeholders on the establishment of a community partnership and a possible range of options

Housing issues highlighted by residents including overcrowding, the condition of homes and concerns over the quality of repairs. The quality of facilities (particularly youth provision) and the local environment and community safety are also being identified as major concerns to address.

These sites sit at the core of the area and currently accommodate a mix of uses including community uses which provide important services to the local community. However, the existing facilities could benefit from improvement. As part of the wider regeneration of the area and investment in estates there is potential for the coordinated redevelopment of some sites to make better use of land and enable the provision of additional uses, including housing, alongside space with enhanced community facilities to meet needs across all age groups.

Given that these sites are not currently developed for residential use, developing them could not only provide new housing and decant capacity for a wider Gospel Oak programme, but also deliver new community facilities for residents ahead of other housing renewal work. There are longer term aspirations for wider regeneration and investment in a number of estates in the Gospel Oak area and the development of these key sites should act as a catalyst for further improvements in the area. Any proposals here should be responsive to identified community needs and therefore be compatible with and not prejudice wider plans that may emerge for the area.

Community facilities could be located on either the Wellesley Road or Lismore Circus sites or elsewhere in the area, depending on more detailed feasibility and the needs of users and service providers in terms of space, accessibility and the nature of facilities. The consideration of both sites in tandem offers the opportunity for a more beneficial outcome in terms of service delivery and the opportunity to release land for badly needed new housing and affordable housing to support investment in housing across Gospel Oak.

Consideration should be given to the retention/replacement of flexible B1 floorspace on the site. If it is demonstrated that provision for existing or alternative employers on-site is not viable or feasible then alternative provision on another site could be appropriate. Any proposed space should be designed to be flexible and meet the needs of a range of small-scale business occupiers. Investigations should be carried out into the degree to which the existing units provide local employment and measures considered to ensure that there is an opportunity for local people to benefit from any new space that is created, whether on these sites or in another location. New development also offers employment opportunities in construction, and training and apprenticeship schemes should ideally form an integral element of regeneration proposals.

Both sites contain buildings of variable quality which fail to maximise the potential of their location adjacent to the main routes through this part of Gospel Oak and Lismore Circus. The opportunity exists here to produce buildings on both sites which make a more positive contribution to the area and engage better with adjoining streets and pedestrian routes, nearby listed buildings and Lismore Circus. Uses and design should also be used to improve surveillance, deter crime and improve safety. The interface with the circus presents an opportunity for well designed buildings to have a positive impact on this key open space in the area and the height and massing of any redevelopment scheme will require careful consideration in this context.

Both sites could sustain higher building forms than at present subject to minimising the impact on neighbouring residential properties, listed buildings and the public realm. Care should be taken in the design of any redevelopment scheme so as not to detract from the setting of the listed former church hall and St Martins Church and also the amenity of other residents.

Opportunities to provide open space on these sites will be encouraged and the use of private balconies and green roofs would contribute to providing good residential amenity space and support local biodiversity. Developments should be designed to minimise opportunities for conflicts between uses in mixed use proposals and to protect residential properties from the noise along the railway line and achieve a good level of internal amenity for occupiers.

Site 43: 19-37 Highgate Road, Former Lensham House (A&A Storage) and 25– 37 Greenwood Place



Site Details

Area: 5100 sqm

Ownership: Council and Private

Existing Use: 25 and 37 Greenwood Place: D1 training centre and support services; 19-37 Highgate Road: D1 day centre; A&A Storage Centre: B8/sui generis

Ward: Kentish Town

Planning Context

Planning Designations

Kentish Town industry area (Greenwood Centre and A & A Storage Building only)

Kentish Town archaeological priority area (19-37 Highgate Road and A & A Storage Building only)

Strategic Viewing Corridor: Kenwood to St Pauls

Other Information

Adjacent to Christ Apostolic Church, 23 Highgate Road (Grade II listed)

The site lies just outside Kentish Town designated Town Centre and is a short distance away from the Grade II listed Kentish Town Forum.

Public transport accessibility level: good to very good (4/5)

Historical street flooding recorded in proximity of this site.

Relevant Planning Applications

Jun 2003 Greenwood Centre, Greenwood Place

Permission granted (Ref: PEX0300014). Renewal of limited period permission to continue use as a hostel for homeless persons. (Incorporating internal alterations to provide additional kitchen, offices and other communal spaces.)

A condition required the building to revert to its former use as a training centre before 1st June 2007.

Site allocation guidance

Redevelopment of the site to include mixed uses to include replacement D1 community facilities and new flexible employment floor space and housing on appropriate parts of the site. Other uses, such as B1 or community use, may be acceptable on the ground floor frontage to Highgate Road

Development will be expected to:

- Contribute flexible floorspace for employment purposes
- Seek to minimise the loss of community uses
- Support enhanced and more accessible replacement community facilities
- Contribute to improvements to the public realm and the pedestrian environment within and around the site
- Support the successful function of the Borough's designated Industrial Area
- Improve servicing and access arrangements to support new and existing occupiers
- Improve landscape quality and incorporate suitable amenity space for occupiers and users
- Enhance the setting of the nearby listed church
- Consider the setting of Hampstead Heath and associated views
- Include residential accommodation towards the Highgate Road frontage, including affordable housing
- Connect to an existing local energy network where feasible

Site Context

The Greenwood Centre on Greenwood Place is a single storey former industrial building of about 2,000m² which is in poor condition. It is part vacant and part occupied by the Camden Society. It is adjacent to Deane House and other larger neighbouring buildings which are occupied by a variety of office/studios and light industrial uses. To the rear are depot facilities. The Highgate Day Centre fronting onto Highgate Road provides social service and health related activities. The building in between (previously known as Lensham House) is occupied by a self-storage company providing secure storage for domestic and business purposes. Both Greenwood Centre and Lensham House are located in the Kentish Town Industry area.

Main Policy Considerations

Development of the site would be expected to protect community uses (Policy DP15), maintain or increase employment floorspace and safeguard the Industry Area (Policy DP13 and CS8) and secure residential accommodation (Policy CS6) whilst safeguarding the setting of nearby listed buildings (Policy DP25).

Further Information

The Council's Community Investment Programme includes the consideration of options for this site including opportunities for redevelopment to provide enhanced accommodation supported by new development. The site currently accommodates D1 community uses, which could be re-provided in improved facilities, alongside the warehousing use (B8/sui generis).

One current occupier delivers commissioned services for clients with learning disabilities including employment and vocational training. The current access and relationship with other uses means the current building on Greenwood Place to the rear is not particularly legible or attractive to potential users.

Subject to further consultation and option analysis the current building offers the potential to exploit the site more effectively and the site has significant redevelopment potential. New development could provide complementary facilities from which a range of employment opportunities and services could be delivered. The incorporation of adjacent sites would allow for an even more comprehensive approach to improve the design and relationship of uses and buildings.

Redevelopment and reconfiguration of buildings and uses could open up new routes, improved access, external spaces, and landscaping (as well as offering the opportunity to create an enhanced townscape and setting of the adjacent listed church).

As the Greenwood Centre lies within the Kentish Town industry area, replacement D1 and/or employment uses would be sought at this location. This new floorspace may also offer opportunities to provide replacement floorspace displaced from other sites that may emerge for redevelopment through the Community Investment Programme. The need to support Camden's diverse employment base and considerations of amenity mean that residential uses would not be considered appropriate in this part of the site.

Consolidated facilities could be delivered, which could release the Highgate Day Centre site for residential and secondary uses. New employment floorspace should form part of the mix of uses elsewhere within the site. Other office based facilities and social enterprises that provide employment opportunities, advice and training would be supported.

However there is potential to redevelop parts of the site for housing concentrated towards the Highgate Road frontage. Proximity to the road may indicate that residential use at ground floor level may not be appropriate unless it is set back sufficiently, so alternative uses such as, business or community facilities could be included to create an active frontage.

New development should be designed and located so it does not prejudice the nature of the Industry Area by introducing inappropriate or conflicting uses, nor jeopardise the operation of existing and new businesses in the designated area. Redevelopment should not lead to the loss of any floorspace in use class B1-B8 and could be used to consolidate and improve the business environment, such as new modern floorspace and enhanced servicing. Adequate drop-off and parking facilities for disabled people should also be provided for community facilities.

The sites adjoin a Grade II listed Church, while the Forum further to the south is also Grade II listed. Care should be taken in the design of any redevelopment scheme so as not to detract from the setting of these buildings. Opportunities to improve the setting of the church and the relationship of this site in the wider context of Highgate Road should guide the appropriate scale of design and architectural approach.

Site 44: Kentish Town Police Station, 10A, 12A, 14 Holmes Road



reserved (Licence No. 100019726) (Year: 2008)



Scale 1cm : 30m

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Site Details

Area: 2,340 sqm
 Ownership: Metropolitan Police Authority (freeholder)
 Existing Use: Police Station
 Ward: Kentish Town

Planning Context

Planning Designations

Adjacent to designated Industrial Area (to north)
 Strategic Viewing Corridor (partly within)
 Archaeological Priority Area: Kentish Town
 Listed Building: No 12A Police Station (Grade II)

Other Information

Adjoins Town Centre: Kentish Town
 Public transport accessibility level: 5

Relevant Planning Applications

There is a history of 15 planning applications relating to minor development in relation to the police station and its grounds.

Site allocation guidance

Police facilities or new mixed use development including police facilities, permanent(C3) residential (including affordable housing), and/or other community uses.

Development will be expected to:

- Preserve the listed police station building on the site and not harm the setting of this building
- Maximise the potential of the site to provide new housing (including affordable

housing)

- Provide new green space and children's play space
- Be designed to limit the potential for noise disturbance from the industrial uses to the rear to any new residential accommodation on the site.

Site context

The site contains a three storey listed Victorian police station with a more modern building attached to it which front onto Holmes Road. It also contains a large 7 storey section house which runs north to south along the eastern boundary of the site. The rest of the site is given over to a yard and vehicle parking with some small stage buildings. To the rear (north west) of the site are industrial buildings which are in the designated Industry Area.

Main policy considerations

The Core Strategy supports the Metropolitan Police and their plans to create more neighbourhood facilities and a new custody centre and patrol base (Policy CS10). The Core Strategy infrastructure schedule (Appendix 1) identifies a borough-wide need for modernisation and consolidation of police assets/facilities. The Kentish Town area is identified in the Core Strategy (CS15) as deficient in open space so it is important that adequate open space is provided on this site.

In order to provide a satisfactory living environment for any future residents at the site and to avoid prejudicing the future of nearby employment uses development needs to be designed to limit the potential for noise disturbance from the industrial uses to the rear (policies CS5, DP26 and DP28).

Further Information

The Metropolitan Police Authority(MPA) have prepared an Asset Management Plan which sets out how they will improve their operational estate which will comprise a move towards more local "front counter" facilities and neighbourhood policing facilities across the borough to provide enhanced accessibility. This will be supported by the centralisation of custody cells, patrol bases and associated operational facilities.

The Council will work with the Police to help deliver their planned improvements once they have been agreed. MPA are looking to rationalise their estate and to relocate from properties which are out of date and unfit for current purposes. The designation of this site for redevelopment could allow the MPA to flexibly manage their estate so that they can effectively deliver police services in the near future. Subject to adequate reprovion of important facilities to maintain satisfactory policing services for the Borough, the site could be redeveloped with replacement police services and/or housing.

The current section house is taller than many other buildings in the locality so a conversion of this building together with some new residential development on other parts of the site may be the best approach. The site provides employment so some reprovion of alternative employment use as part of a mixed use scheme could also be appropriate.

Site 45: Fire Station, 20 Highgate Road



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Scale 1cm : 20m

12

Site Details

Area: 1,980 sqm
 Ownership: London Fire Brigade
 Existing Use: Fire Station
 Ward: Kentish Town

Planning Context

Planning Designations

Strategic viewing corridor
 Archaeological priority area

Other Information

Public transport accessibility level: 5

Relevant Planning Applications

None

Site allocation guidance

Redevelopment of the site to provide a mix of uses, including replacement fire station (unless satisfactorily relocated elsewhere) with residential

Development will be expected to:

- Safeguard the provision of local fire station facilities or its satisfactory relocation unless evidence is provided which demonstrates that the fire station is no longer required
- Maximise the potential of the site to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses
- Provide an acceptable standard of residential accommodation for any new homes proposed for the site.
- Ensure that the amenity of nearby residential occupiers is maintained
- Provide an appropriate level of affordable housing, in line with adopted council policies
- Explore the potential to link up with existing and emerging developments to form a decentralised energy network
- Retain existing trees and take opportunities to incorporate soft landscaping.

Site Context

The site located on a busy road and lies just outside Kentish Town Centre. The site does not lie within a conservation area, though there is a listed former church opposite the site and other listed buildings in the vicinity. The site is currently occupied by an operational fire station.

Main Policy Considerations

Policy CS10 and DP15 indicate that the development of this site should not entail the loss of the operational fire station, whilst Core Strategy paragraph 10.17 and Infrastructure Schedule address fire station provision. The facility should be retained on site or be satisfactorily relocated elsewhere. Housing is the priority land use of the Local Development Framework, therefore the provision of housing, and in particular affordable housing, is supported under CS6, DP2 and DP3, whilst the provision of some student housing on site may prove acceptable, subject to the requirements of policy DP9.

Further Information

The development of this site for a mix of uses brings the opportunity to provide new residential accommodation in this highly accessible location, as well as improve the relationship of the site with the public realm at Highgate Road, Fortress Road and Fortress Walk.

The site is at a good location on the main road network for a fire station to serve the northern part of the Borough and the preference would be for such a facility to remain. Relocation or reprovision would need to be strongly justified. If the fire station is to be retained on site, it is paramount that the noise generated by warning sirens and training activities does not compromise the quality of life of the occupiers of any proposed residential accommodation, in line with policy DP28. A noise assessment and proposed mitigation measures should be submitted at planning application stage. It is noted that consent has been granted for mixed use development involving an operational fire station and residential accommodated elsewhere in London (i.e. Westferry Road E14).

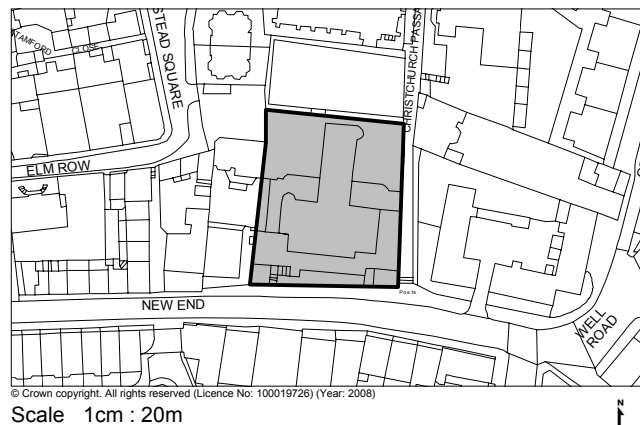
If relocation of the fire station is proposed the fire station should be reprovided at a suitable site to safeguard the appropriate level of fire fighting services and coverage for the area and borough as a whole. When considering redevelopment of this site for alternative uses, housing, and in particular affordable housing would be the preferred use in line with policies CS6, DP2 and DP3.

On the assumption that fire services remain, due to the nature of use student accommodation may be an appropriate form of housing as part of a mix of uses on site.

Any proposed development should be designed so that the amenities of nearby existing residential occupiers are not adversely affected through, for example, noise generation or loss of daylight/ sunlight and overlooking, in line with policies CS5, DP26 and DP28.

The potential to link the site into a local combined cooling, heating and power (CCHP) network must be fully explored.

Site 46: Former Nurses Hostel, 29 New End



Site Details

Area: 1,665 sqm
 Ownership: Private
 Existing Use: Vacant, former nurses' hostel
 Ward: Hampstead Town

Planning Context

Planning Designations

Archaeological Priority Area: Hampstead
 Conservation Area: Hampstead

Other Information

Adjacent to Private Open Space: Christchurch Passage Open Space
 Within the setting of listed buildings: Christ Church (grade II) and Lawn House (grade II).
 Public transport accessibility level: moderate (3)

Relevant Planning Applications

- Nov 2011 Withdrawn applications (2011/4317/P & 2011/4322/C) for demolition and erection of a 7 storey block of 15 self contained residential units (Class C3), with associated roof terraces, plus new vehicular access and basement parking for 15 cars
- Jan 2008 Withdrawn Application (2008/0011/P)
- Demolition of existing hostel and redevelopment to provide a basement plus 8 storey building containing 27 residential units (14 private and 13 affordable) (Class C3), including 20 car parking spaces, ancillary leisure space, associated landscaping.
- A separate appeal decision on potential extensions to the building highlighted the sensitivities of the location

Site allocation guidance

Redevelopment of the site for self-contained (C3) housing use, including affordable housing.

Development will be expected to:

- Maximise the potential of the site to provide new housing (including affordable housing)
- Ensure that the character of this part of the Hampstead Conservation area is protected or enhanced
- Ensure there are no adverse impacts on the setting of the Grade II Listed Christ Church to the north and Lawn House to the west
- Protect the Christchurch Passage Open Space which lies to the north of the site.
- Retain and protect existing trees on the site and on adjoining land
- Reprovide the former nurses hostel floorspace as an alternative form of affordable housing unless hostel accommodation has been satisfactorily provided elsewhere

Site Context

The existing building was formerly used as nurses' accommodation for the Royal Free Hospital (now understood to have been relocated) and is now vacant. The existing building is a large and prominent presence in the conservation area, and is identified as neutral to the character of the conservation area. Redevelopment of the site provides the opportunity to re-use the site for housing use, as well as to enhance the appearance of the site to improve its relationship with the surrounding area.

Main policy considerations

Redevelopment of the site will be expected to provide new housing including affordable housing (Policy DP9) that is designed to relate well to its historic context (Policy CS14 & DP25). The designated open space (Policy CS15) which forms part of the site should be protected and not be detrimentally affected.

Further Information

As the site is no longer used for nurses' accommodation and understood to have been relocated the existing floorspace should be replaced with self contained housing within Class C3, (including an appropriate amount of affordable housing if triggered by policy).

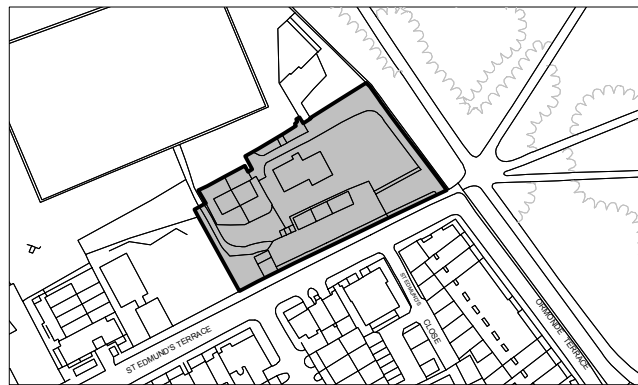
The existing building is not considered to make a positive contribution to the Conservation Area, but it has some positive attributes, not least its relationship with neighbouring buildings and the high quality of construction. Refurbishment or redevelopment are appropriate options. Its replacement will be supported if the new building demonstrates an appreciably high standard of design and architecture that enhances and is sensitive to the area's character and surrounding buildings.

Any new buildings should also be designed so that the scale and massing is sensitive to neighbours, the adjacent open space, prevailing character and topography of the area and not cause harm to the setting of the listed Christ Church to the north and Lawn House to the west. No inappropriate development should take place on the designated open space which sits to the north of the site, nor intrude or detrimentally affect the open space and opportunities to enhance the qualities of this space should be addressed. Unless otherwise justified and supported by a rigorous assessment existing trees should be retained and protected as part of any scheme (with compensatory replacement as appropriate)

Site 47: 40-49 St Edmunds Terrace, former car park and adjacent land to south of Barrow Hill Reservoir



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Scale 1cm : 30m



Site Details

Area: 4,000 sqm
 Ownership: Private
 Existing Use: Residential, Workshops (vacant) and car parks.
 Ward: Swiss Cottage

Planning Context

Planning Designations

None

Other Information

Adjacent to:

- Primrose Hill (Grade II Registered Historic Park and Garden, Metropolitan Open Land and Public Open Space)
- Barrow Hill Reservoir (a covered reservoir) (MOL and Private Open Space)

The 2006 UDP Inspector's recommendation for the site specifically stated the site could provide for a high quality residential environment, well related to the adjoining Metropolitan Open Land and would require the provision of on-site open space.

Public transport accessibility level: very poor (1b)

National Grid's underground high voltage electricity transmission cables are in proximity to this site.

Relevant Planning Applications

- Oct 2011 Permission granted subject to s106 for erection of three blocks of flats (two 6-storey blocks and one 5-storey block) with basement to provide 40 (32 private and 8 affordable) residential units (Use Class C3) and erection of 2 storey dwelling with basement (Use Class C3), following demolition of existing 8 flats and 2 houses' (ref: 2011/0919/P).
- Apr 2009 Refused (Ref: 2009/0113/P)
- Redevelopment of the site to provide 22 residential within two linked blocks; associated basement facilities: fitness and leisure; car parking (24 spaces), cycle storage/parking (88 spaces); servicing; refuse stores and plant & machinery.

Site allocation guidance

Residential-led redevelopment to make the most of this unique site whilst safeguarding the setting of and views from Primrose Hill

Development will be expected to:

- Maximise the potential of the site to provide new housing (including affordable housing)
- Be of an appropriate scale, bulk and mass so as not to appear overly dominant in the St Edmund's Terrace street scene or when viewed from surrounding parkland
- Contribute towards the verdant streetscape of St Edmund's Terrace and address community safety through design
- Safeguard important views from Primrose Hill
- Provide on site open space and enhance the quality of adjacent spaces

Site Context

The site currently accommodates a block of low rise flats and a pair of semi-detached dwellings, along with a disused workshop and ancillary car parking immediately south of Barrow Hill covered reservoir. The site occupies a key exposed location adjacent to Primrose Hill and is visible from the park.

Main policy considerations

Residential-led (Policy CS6) development should be designed to relate well to the surrounding area (Policy DP24), safeguard views from Primrose Hill (Policy CS14) and address community safety needs (Policy CS17).

Further Information

The 2006 UDP Inspector's recommendation for the site stated the site could provide for a high quality residential environment, well related to the adjoining Metropolitan Open Land including the provision of on-site open space.

The previous UDP has established the principle that residential uses are acceptable on site. However, it is paramount that any proposed development sits well into its site and the landscape and contributes rather than detracts from the street scene of St Edmund's Terrace. Planning permission has been granted for new housing. The inclusion of well designed and landscaped open space would help proposed development fit with the adjoining parklands of Primrose Hill and the verdant street scene of St Edmund's Terrace. A high level of site coverage by proposed buildings would be out of character with the area, and contribute to a potentially dominating appearance of proposed buildings, and would be resisted.

It is imperative that development does not detract from views from the summit to the west London skyline. The scale, height and massing of proposed development should therefore be very carefully designed to safeguard and not overtly intrude into the views available from the adjacent Primrose Hill parklands.

As the site does not benefit from natural surveillance it is important that the design of any proposed development addresses community safety considerations.

Appendix 1: UDP proposal sites (saved in 2009) to be replaced by the Site Allocations DPD

Policy LU1 - Schedule of Land Use Proposals

Site number*	Site address
1	Athlone House, Hampstead Lane, N6
2	14 Blackburn Road, NW6
7	Cleveland Street, Middlesex Hospital Annexe, W1
8	College Lane, former BR Staff Club, NW5
9	Denmark Place Site - Denmark Street/St Giles High Street, WC2
10	24-25 Drury Lane, former Shepherds Supermarket, WC2
11	124-154 Euston Rd, (former Elizabeth Garrett Anderson Hospital, NW1
12	Euston Station, Euston Road, NW1
15	Rear of 52-88 Gloucester Avenue
16	Rear of 90-108 Gloucester Avenue and 1 Dumption Place
17	Grafton Way, Odeon Cinema site, W1
20	132-140 and 142 Hampstead Rd (BHS Warehouse), NW1
22	2-12 Harmood St / rear of 34 Chalk Farm Road, NW1
24	Hawley Wharf, off Haven Street, NW1
25	Huntley Street, Elizabeth Garrett Anderson and Obstetrics Hospital, WC1
26	Kings Cross Railway Lands
27	Westminster Kingsway College, Grays Inn Rd, Sidmouth St, WC1
28	Lithos Road, sub-station site, NW6
29	154 Loudoun Road / adj. 18 Alexandra Road, NW6
30 (A) & (B)	Midland Road Site
30 (A)	Midland Road Site - land to rear of British Library
30 (B)	Midland Road Site - land to north of site 30(A) bounded by Brill Place, Ossulton St and Midland Road
32	21-31 New Oxford Street, Royal Mail Sorting Office, WC1
33	Pentonville Rd, Lighthouse block, N1
34	Phoenix Place, WC1
35	60-72 Shorts Gardens, 17-20 Drury Lane, 2-16 Betterton Street, WC2
36	St Edmunds Terrace, former car park and adjacent land to south of Barrow Hill Reservoir, NW8
39	44-50 Tottenham Street, Arthur Stanley House, W1
40	32- 46 Theobalds Road and Cockpit Yard, including depot and workshop studios at Cockpit Yard, WC1
41	187-199 West End Lane, NW6
42	156 West End Lane, NW6

*Note: A number of sites in the 2006 UDP were not saved in 2009

Appendix 2: Water supply capacity and Waste Water services on identified sites

	Site Name	Water Supply	Waste Water Services
1	King's Cross Growth Area	X	X
2	Camden Town Hall Extension	X	X
3	Lighthouse block, Pentonville Rd	√	X
4	277a Gray's Inn Road	X	X
5	Midland Road Site - land rear of British library	X	X
7	103 Camley Street	X	X
8	Land west of Westminster Kingsway College, 45 Sidmouth Street	X	X
9	Euston Station	X	X
10	BHS Warehouse 132-140 and 142 Hampstead Rd, NW1	X	X
11	Granby Terrace	X	X
12	110-122 (former National Temperance Hospital) Hampstead Road	√	X
13	1-39 Drummond Crescent London	√	X
14	Westminster Kingsway College, Regent's Park Centre Longford Street	√	√
15	Land at Goldsmith's House and adjoining land, Cumberland Market Estate, Augustus Street	√	√
16	St Giles Circus	√	X
17	6-17 Tottenham Court Road	√	X
18	21-31 New Oxford Street, Royal Mail Sorting Office, WC1	√	X
19	Land bounded by New Oxford Street, Museum Street & West Central Street	√	X
20	12-42 Southampton Row & 1-4 Red Lion Square	√	X
21	Land bounded by 50-57 High Holborn, 18-25 Hand Court 45-51 Bedford Row & Brownlow Street	X	√
22	Middlesex Hospital Annex, Cleveland Street, WC1	√	X
23	Arthur Stanley House, 44-50 Tottenham Street, W1	X	X
24	Grafton Way, Odeon Cinema Site	√	XX
25	Senate House (north block) Malet Street	√	X
26	26 Gordon Square & 15 Gordon Street	√	√
27	20 - 22 Gordon Street /Wates House	X	X
28	Phoenix Place	X	X
29	Herbal House, 10 Back Hill	X	X
30	Land bounded by Wren Street, Pakenham Street, Cubitt Street, Langton Walk	X	X
31	187-199 West End Lane, NW6	X	X
32	156 West End Lane, NW6	√	X
33	O2 Centre Car Park	X	√
34	100 Avenue Road Swiss Cottage	√	X
35	Belsize Road Car Park	√	√
36	Hawley Wharf and 39-45 Kentish Town Road	X	√
37	202-212 Regents Park Road (Roundhouse car park)	√	√
38	2-12 Harmond St/rear of 34 Chalk Farm Road	X	X
39	Bangor Wharf, Georgiana Street	√	√
40	57 - 71 Pratt Street, 10 - 15 Georgiana Street & Royal College Street	√	√
41	24 - 58 Royal College Street	X	√
42	115-117 Wellesley Rd (incl 2-16 Vicars Rd) and Lismore Circus Health Centre & Nursery	X	X
43	19-37 Highgate Road, Day Centre & 25 & 37 Greenwood Place	√	X
44	Kentish Town Police Station, 10A, 12A, 14 Holmes Road	√	√
45	20 Highgate Road	√	√
46	Former Nurses Hostel 29 New End	√	√
47	40-49 St Edmunds Terrace former car park & adj land to south of Barrow Hill Reservoir	√	√

Key:

X: Concerns exist regarding Water Supply Capability/ Waste Water Services in relation to this site. The existing network in the area is unlikely to be able to support demand anticipated from development. Developers will be required to demonstrate that there is adequate capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing infrastructure.

XX: Serious concerns expressed

√: On the information available to date we do not envisage infrastructure concerns regarding Water Supply capability/ Waste Water capability in relation to this site.

On all sites, impact will depend upon proposed points of connection. Overall flows to combined sewers should not exceed historic flows and this may often be achievable by agreed surface water retention.

On the following sites (close to Kings Cross growth area), cumulative effects may require modelling to ensure existing water supply and waste water infrastructure has capacity:

- 103 Camley Street;
- Camden Town Hall Extension;
- Midland Road Site - land rear of British library.
- 110-122 (former National Temperance Hospital) Hampstead Road;

Also:

- Kings Cross Growth Area: TWA identify that an impact study should be considered by developers to ascertain which sewers have capacity and how best to phase in development.
- Lighthouse block: If the net foul water increase to the existing infrastructure exceeds Thames Water thresholds an impact study will need to be funded by the developer to ascertain which sewers have capacity and how best to phase in development.