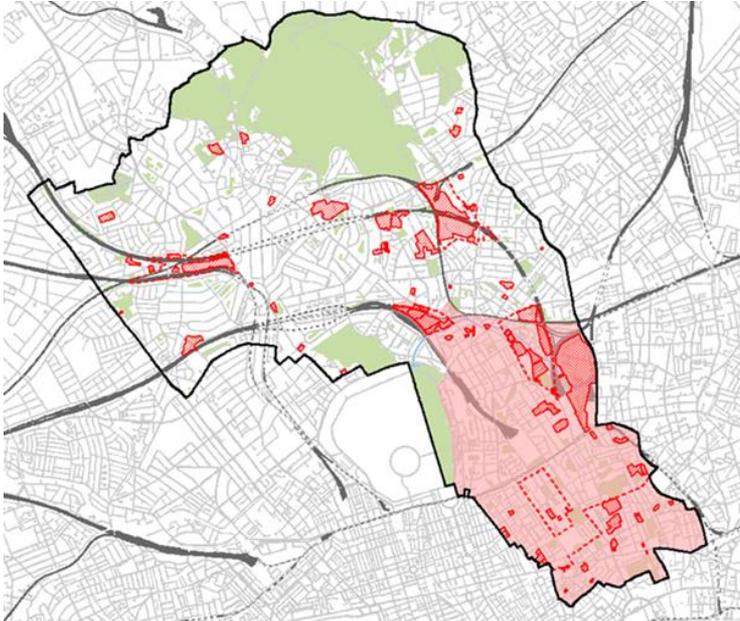


**What is the Plan about
and why is it so
important?**

Site Allocations Local Plan

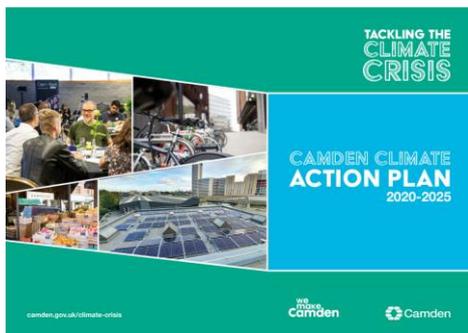


Sets out the Council's preferred approach to the development of key sites in the borough. When adopted it will become part of the Council's adopted **Development Plan**. The main aims of the Plan are to:

- Ensure that new developments meet the needs of local communities and businesses
- Demonstrate that we are able to deliver enough new homes and jobs to meet Camden's needs over the next 10-15 years
- Maximise the development potential for under utilised brownfield sites

Why do we need your views again?

What's changed?



- Camden published a new Climate Action Plan
- Changes to the Use Class Order and Permitted Development Rights
- New London Plan adopted
- Progress on Area Frameworks
- New Neighbourhood Plans
- Increased pressure to deliver more homes
- Global pandemic – need to consider impact this has had on council/personal priorities and the way people work, live, shop and use open spaces

Came into
force on
2 March
2021

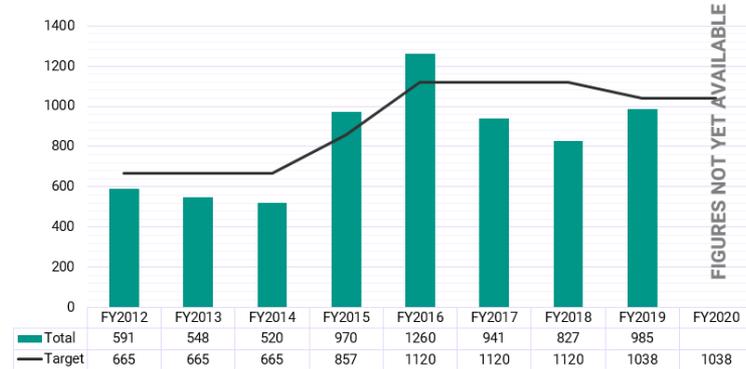
London Plan 2021

- The Plan identifies space for over **52,000** new homes per year in London – and has a target for 50% of all new homes to be genuinely affordable.

Camden homes
London Plan target:
10,380 between
2019 and 2029

- New buildings need to be constructed to 'zero-carbon' standards, and larger schemes should be developed in line with 'circular economy' principles.
- Locations suitable for tall buildings to be identified in Borough Development Plans
- Much more explicit support for residential as part of town centres
- The requirement for no net-loss of Industrial Land has been removed to provide more flexibility around the type of employment floorspace that can come forward on a site

Why do we need to 'build' more homes in Camden?



This graph shows the total number (net) of self-contained dwellings completed between 2012/13 and 2019/20.

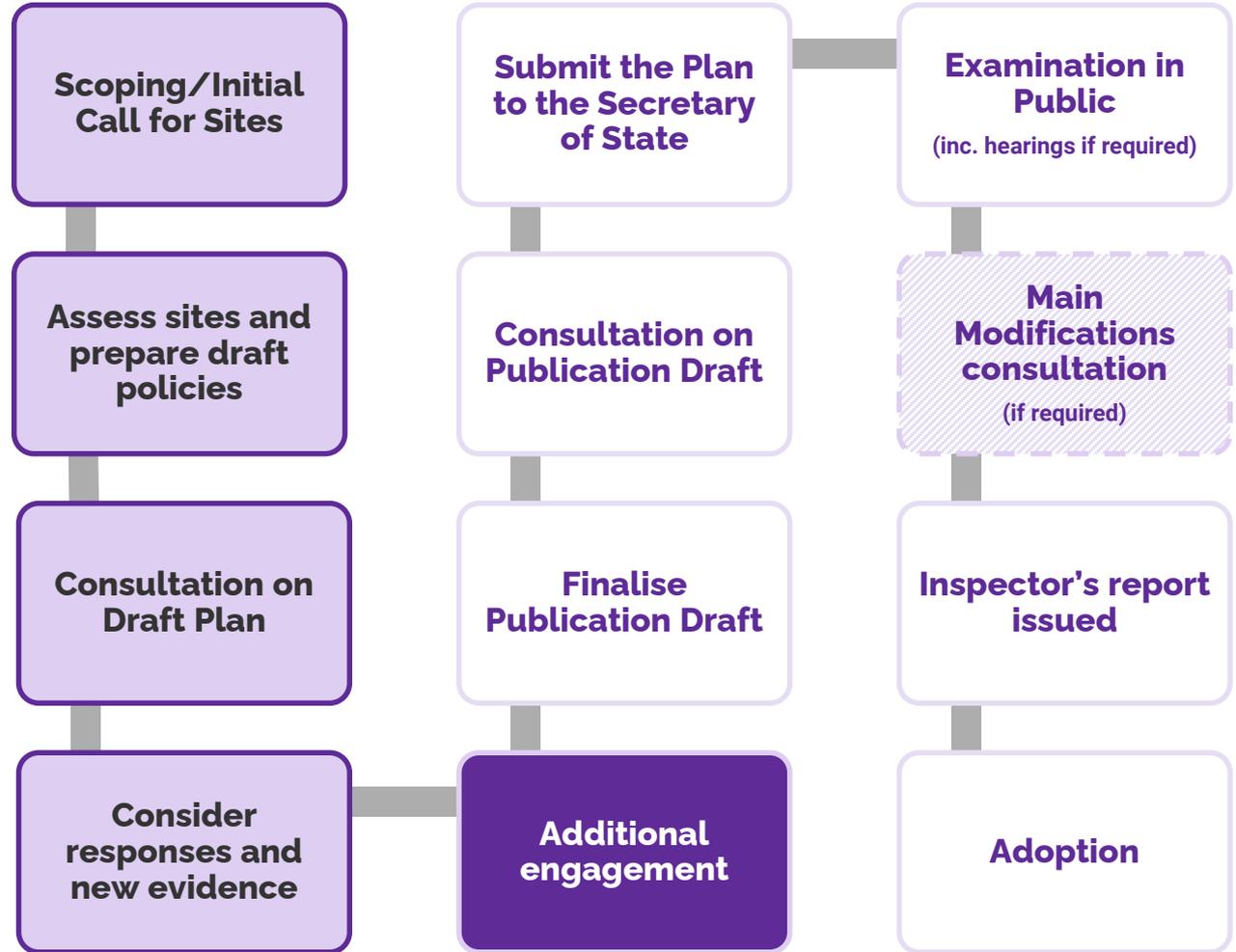
Figures for the 2020/21 were not available at the time that the action plan was published.

- The cost of housing in Camden is amongst the highest in the country – the need for more affordable housing is often cited in Camden’s residents’ surveys
- On 1 June 2021 there were 6,363 households on the Council’s Housing Register - 66% are currently living in overcrowded conditions.
- Every year the Government undertakes an exercise called the Housing Delivery Test (HDT). In 2020, the measurement for Camden was **79%*** - the lower your delivery rate the tougher the sanctions imposed on you are.

*proportion of homes delivered compared to the target

**What work has
been undertaken
on the Plan so far?**

Preparing the Site Allocations Local Plan



220

Sites were originally identified

STAGE 1 –

Site eligibility

- ✓ Does the site meet the basic criteria for inclusion?
- ✓ Will it deliver at least 10 dwellings (net) or 1000 sqm of additional floorspace?
- ✓ Has it been developed or refurbished recently?
- ✓ Is it within Camden's planning area?

STAGE 2 –

Basic site suitability and high level availability check

- ✓ Are there any existing policies or designations that would prevent the site being redeveloped?
- ✓ Is there a reasonable chance that the site is/will become available for redevelopment?

STAGE 3 –

Detailed site suitability and sustainability check

- ✓ Is the site suitable for the type of development being proposed?
- ✓ What are the main issues and opportunities if the site is redeveloped?
- ✓ Is there a need for more guidance to ensure that the site is developed in a way that helps to address local needs and priorities?

STAGE 4 –

Achievability check

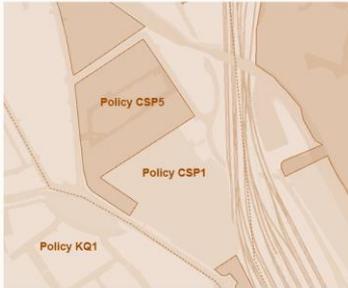
- ✓ Are developers interested in redeveloping the site?
- ✓ Can the proposed redevelopment be delivered in the next 15 years?
- ✓ Are the costs associated with new policies too high would they impact the delivery of key sites/the Plan?

Draft Site Allocations Plan

February 2020



Example 1



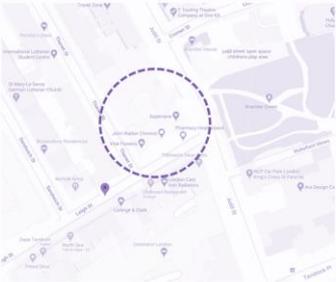
St Pancras Hospital

- Policies in the SALP can layer on top of one another – Policy KQ1, Policy CSP1 and Policy CSP5 all apply to this site.
- General policies in the adopted Development Plan still apply – New London Plan and Camden Local Plan
- If there is a policy conflict then the most recently adopted plan has the greatest weight
- There may also be other material considerations that would apply: Canalside to Camley Street SPD; Kings Cross and St Pancras Conservation Area Appraisal and Management Plan; and the emerging Knowledge Quarter Spatial Strategy

What different types of policies are there in the Plan?

- Area policies that apply to any major development proposal within that area
- Site policies which set out development principles for specific sites (inside and outside of growth areas)
- Other development site policies that only make a recommendation regarding the type of uses we would like to see on the site and how many homes it is likely to deliver

Example 2

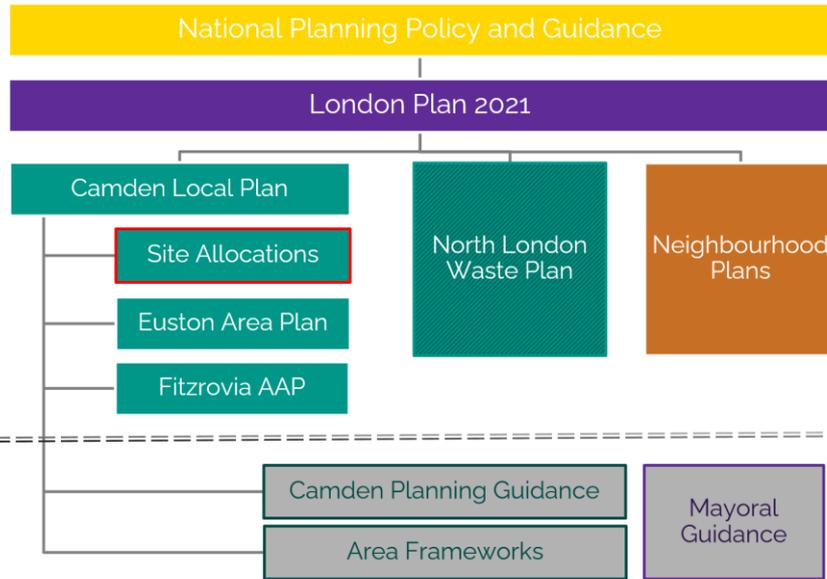


Medway Court (Leigh Street; Thanet Street and Judd Street)

- Site is not formally allocated in the SALP but still falls within the Knowledge Quarter Innovation District so Policy KQ1 still applies
- General policies in the adopted Development Plan still apply – New London Plan and Camden Local Plan
- If there is a policy conflict then the most recently adopted plan has the greatest weight
- There may also be other material considerations that would apply

Important things to note about the Plan, its role and its status

DEVELOPMENT PLAN



- Sites that are not individually allocated can still come forward to be developed and will need to take into consideration policies in the Local Plan as well as any relevant policies in the Site Allocations Plan.
- The Plan should **not be read in isolation** – policies in the rest of the Development Plan still apply (unless stated otherwise)
- The Plan gains weight as material consideration in decision making as it moves through the plan making process. **The existing Draft only has a limited amount of weight.**
- To become an adopted Council document the Plan will have to undergo an Examination in Public which will be undertaken by an Independent Planning Inspector



Home - London Plan Guidance - Good Quality Homes For All Londoners Guidance

Good Quality Homes for All Londoners Guidance



Consultation has concluded



This consultation is now closed.

Housing is the most common land use in London, yet there is not enough. Many believe the way to make the best use of available land and ensure homes are diverse. The design of housing can significantly affect the quality of our lives, as well as the design of housing can meet changing needs and help create great places!

The draft Good Quality Homes for All Londoners guidance is a suite of documents used in the best way to deliver the right quality of new housing, at the highest quality design at the centre of housing delivery.

A: Residential conversions and extensions		Residential types promoted to optimise site capacity of smaller, constrained sites (Module C).
B: House		Clusters could be appropriately used to infill vacant or underused street-facing and backland plots, and could optimise site capacity following demolition and residential redevelopment.
C: Cluster, including detached, semi-detached or stacked maisonettes		
D: Terrace		
E: Linear block		
F: Villa block		Residential types promoted to optimise the site capacity of larger sites in various combinations.
G: Tower		

Figure A.14: Residential types summary.

Indicative housing capacities

- Sense check figures set out in call for sites forms, the London SHLAA and approved planning applications
- Assess potential site capacity using a design-led approach – similar to the one set out in the draft GLA guidance on Good Quality Homes for all Londoners
- The indicative housing capacities are not fixed figures that must be adhered to exactly
- Figures coming forward in emerging/future planning applications are likely to be different as they will be based on more detailed design work

HAVE YOUR SAY...
on Camden's future development

Camden is growing, and it's essential we respond to that growth in a way that benefits our whole community. That's why Camden Council is developing a new Plan for key development sites and growth areas across the borough.

The Draft Site Allocations Local Plan identifies land for over 10,000 new homes and a range of other uses like offices, cultural and community facilities, retail space and hotels. The Plan sets out policies for six key areas and 88 development sites including a site or sites nearby. We hope you'll share your thoughts and feedback on the Plan so we can ensure it reflects the needs of our community.

How can I submit my views?
The easiest way to see what sites have been identified and have your say is by visiting the Draft Site Allocations Local Plan Commonplace site below:
<https://camdensiteallocations.commonplace.is/>

You can also have your say by emailing planningpolicy@camden.gov.uk or come along to one of the Site Allocations drop-in events. More details on these events can be found at www.camden.gov.uk/siteallocations

You can comment from 13 February to **27 March 2020**



- Videos
- Photos
- About
- Community
- YouTube
- Twitter
- Events
- Groups

com/pg/LBCamden/posts/?ref=page_internal

Like Share Suggest Edits ...

Like Comment Share

Camden Council
6 March

Our new development plan identifies land for over 10,000 new homes along with community & commercial facilities. We want your feedback on the plans. Give your views here <https://camdensiteallocations.commonplace.is/>

Or come along to one of our drop-in sessions
<https://camdensiteallocations.commonplace.is/about>



Raising awareness

- Newspaper adverts
- Social media adverts (Facebook, Twitter and Next Door app)
- Email to members of our consultee database
- Site notices/posters placed near to every site allocated in the Plan
- Community drop in events (Two events were unfortunately cancelled due to the pandemic)

Feedback summary

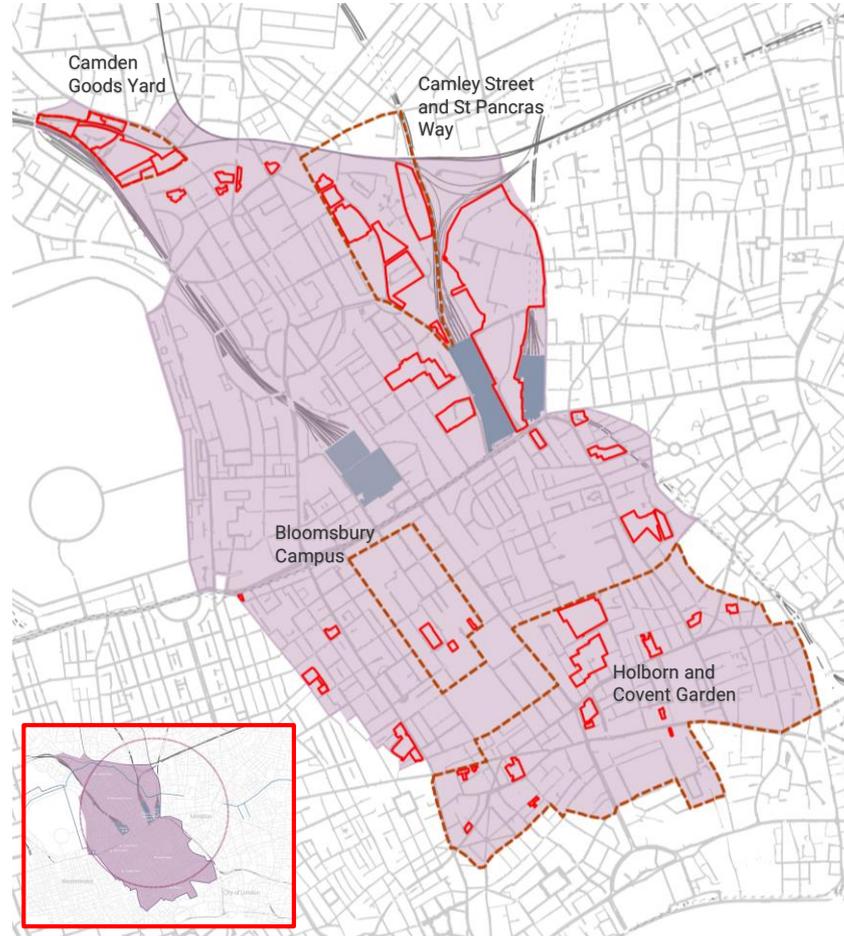
- Concerns regarding level of detail and supporting imagery - (developers want more flexibility, communities wanting more detail)
- Cross referencing existing policies and emerging policies in the New London Plan
- Residential capacities – too high, too low, need to balance with over uses
 - Need to focus more on sustainability and environmental improvements
 - Concern about loss of employment floorspace – esp. for industrial uses and logistics

Sites/Areas with the most comments

- ❑ KQ1 - Knowledge Quarter Innovation District
- ❑ CSP1 – Camley Street and St Pancras Way Area (and CSP2 and 3 – Council Sites)
- ❑ WH11 – West Hampstead Interchange Area (and WH12, 3 and 4)
- ❑ Individual Sites
- ❑ IDS10 - Gondar Garden Reservoir
- ❑ IDS13 – West Kentish Town Estate
- ❑ IDS14 – Royal Free

Area Policies

Knowledge Quarter
Bloomsbury Campus
Camden Goods Yard
Camley Street and St Pancras Way
Holborn and Covent Garden
Kentish Town
West Hampstead
Interchange Area



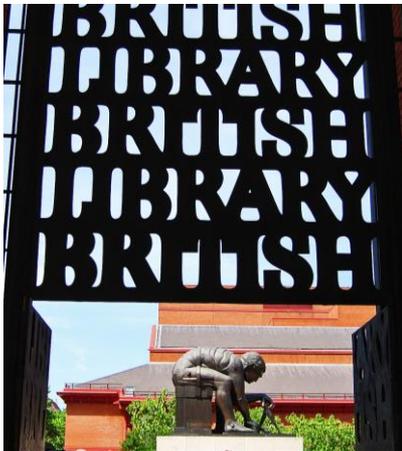
The Knowledge Quarter is a term used to describe the innovation district centred around King's Cross, Euston Road and Bloomsbury. The area is home to a network of knowledge-producing organisations such as teaching hospitals, universities, research bodies, cultural institutions and knowledge-intensive businesses.

Land in Camden is limited and we want to make sure that the proposals coming forward in the KQ benefit not just the organisations that call it home but the people who live there too.



Key points from the Knowledge Quarter area policy

- Demonstrate that they have been developed in a collaborative way with other key stakeholders in the wider innovation district
- Seek to prioritise the creation of suitable floorspace for priority growth sectors within the district such as life sciences, digital collections and machine learning
- Ensure that at least 20% of additional employment floorspace is affordable workspace
- Promote the use of social value frameworks secure planning obligations/commitments to ensure that nobody gets left behind
- Contribute towards the provision of new physical and social infrastructure to support the Knowledge Quarter Innovation District, such as new homes, public realm enhancements and transportation improvements



Overview of comments received so far

20% affordable workspace target is not an existing target within the 2017 Local Plan and as such this target must be properly justified and viability tested



We would like to see new homes that ease overcrowding and homelessness in existing communities as well as supporting the KQID

Suggest that the area boundary is too large and should be made smaller so that it is more meaningful. The area to the north of Mornington Crescent and Camden Town Centre should not be included within the boundary

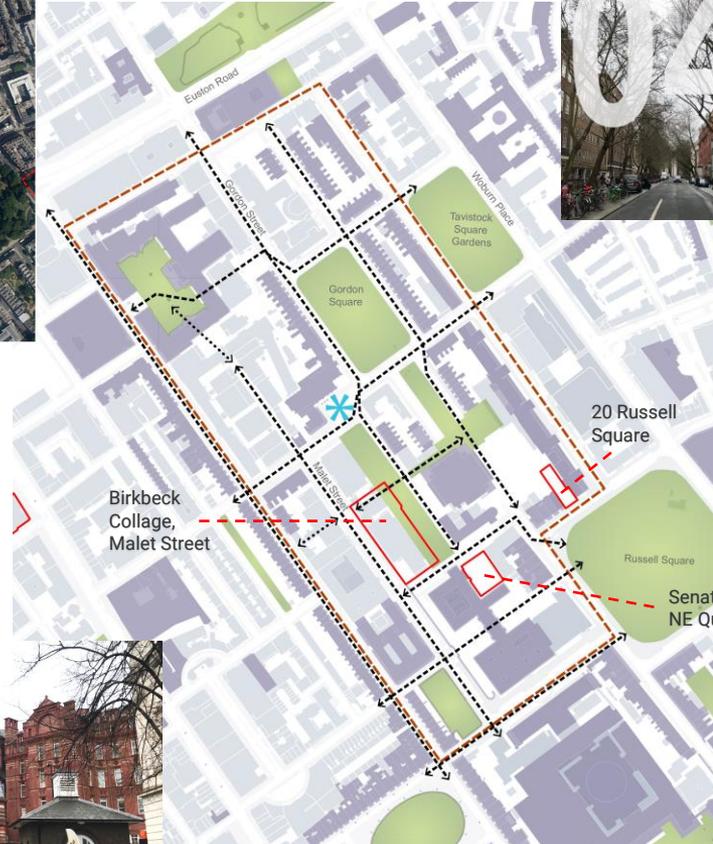
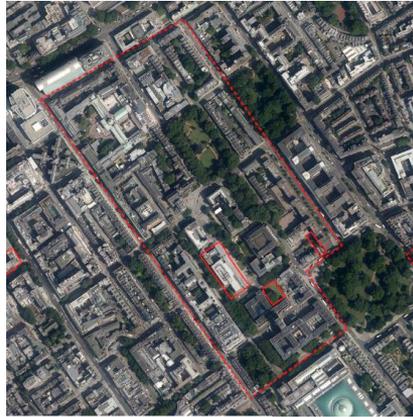
Support noted for Camden's aspiration to prioritise the creation of suitable floorspace for priority growth sectors within the district such as life sciences, digital collections and machine learning



General support noted for the policy and the intension to support/better coordinate knowledge economy growth in the innovation district

Area Policies

- Knowledge Quarter
- Bloomsbury Campus
- Camden Goods Yard
- Camley Street and St Pancras Way
- Holborn and Covent Garden
- Kentish Town
- West Hampstead Interchange Area



Bloomsbury Campus Area



Key points from the Bloomsbury Campus area policy

- Maintaining and expanding its role as the heart of higher education in Camden
- Delivering sustainable growth through collaboration across institutions to mitigate and adapt to climate change
- Making it easier to walk and cycle across the area
- Enhancing the area's rich historic and architectural character
- Encouraging the provision of multi-purpose facilities that are shared with other organisations and the community



Supports the ambition to encourage growth in the area, the objectives and priorities of in Policy BC1 align with UCL's vision for the campus and connecting to the wider area

The area is very walkable and has a great feel with lots of open space but would benefit from more independent cafes and affordable food

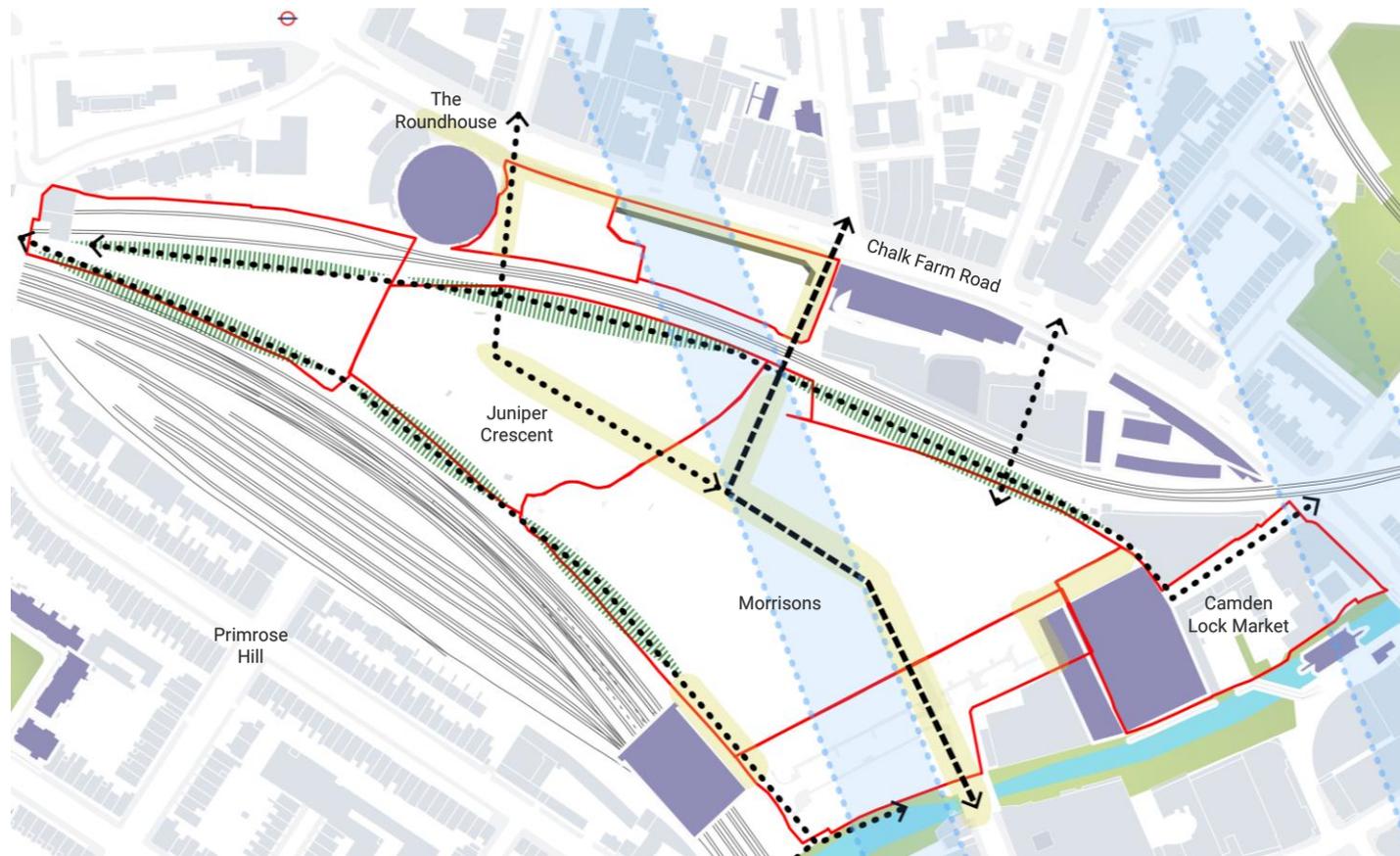


Suggest that a target should be to reduce motor traffic, this should apply throughout the area and not just in the part covered by the West End Project

**Overview of comments
received so far**

Area Policies

Knowledge
Quarter
Bloomsbury
Campus
Camden Goods
Yard
Camley Street
and St Pancras
Way
Holborn and
Covent Garden
Kentish Town
West Hampstead
Interchange Area





Key points from the Camden Goods Yard area policy

- Demonstrate how they have been prepared in an integrated way to optimise the use of land and coordinate development proposals
- Provide employment floorspace that builds on the innovative and creative spirit of Camden Town
- Draw upon and celebrate the area's industrial, canal and transport heritage in the design of new development
- Protect the view designated by the London View Management Framework
- Be designed in a way that responds to appropriately to the scale and height of the surrounding townscape and preserve or enhance local heritage assets and their settings

1,200

new homes approx.

Morrisons Supermarket

Morrisons Petrol Filling Station

100 Chalk Farm Road

Juniper Crescent

Network Rail land at Juniper Crescent

Gilbey's Yard

Camden Lock Market and the Interchange



Overview of comments received so far

Overall, welcome the broadly positive and strategic nature of the policies. It is important that the development plan supports the optimum regeneration potential of the sites in the Camden Goods Yard area



The policy should be clearer that taller buildings are appropriate subject to exemplary design and impact assessment

Consider that the approach to estimating housing capacity is broadly sound. Figures for CGY sites are shown as being indicative and it is important these figures are not used prescriptively.



Would object to any proposal seeking relocation/removal of bus stands without a suitable alternative location being agreed

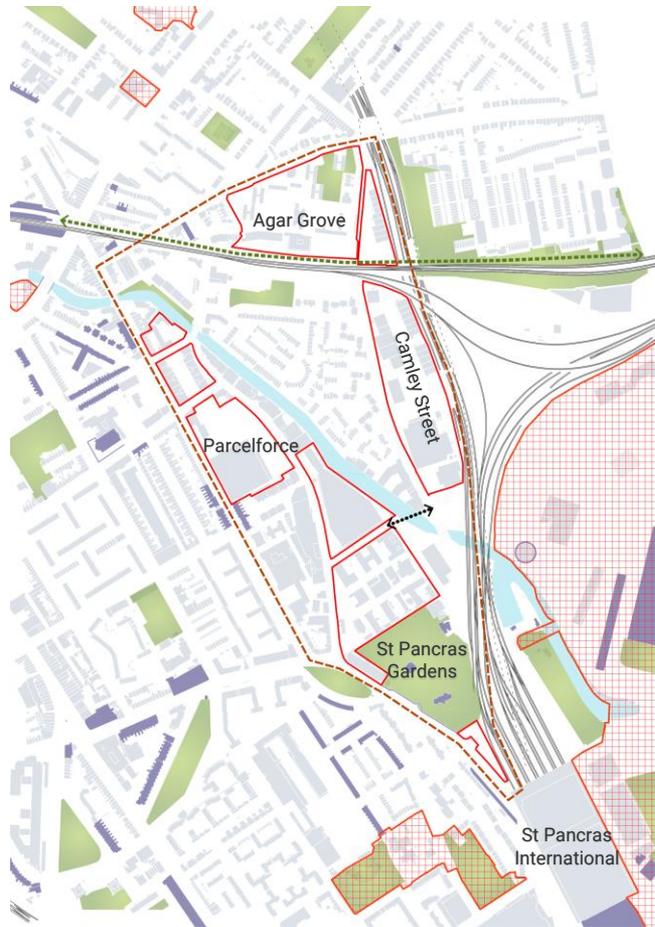


Support regeneration of Winding Vaults. Reopening of these should ensure preservation of historic fabric and the integrity of the historic Canalside structures

Archaeological issues need to be considered more. Camden Goods Yard is in a Tier 2 APA. There is moderate potential for canal and rail infrastructure including the former stables

Area Policies

Knowledge Quarter
Bloomsbury Campus
Camden Goods Yard
Camley Street and St Pancras Way
Holborn and Covent Garden
Kentish Town
West Hampstead Interchange Area



1,750

new homes approx.

120-136 Camley Street

104-114 Camley Street inc. Cedar Way Industrial Estate

Parcelforce and ATS Tyres

St Pancras Hospital

Shorebase Access site

4 List Sites (inc. Bangor Wharf and St Pancras Commercial Centre)



Camley Street &
St Pancras Way
Area



Key points from the Camley Street and St Pancras Way area policy

- Demonstrate how they have been prepared in an integrated way to optimise the use of land and coordinate development proposals
- Maximise on-site opportunities for urban greening and co-ordinate the delivery of an area wide network of publicly accessible green routes and spaces
- Supporting the development of the Camden High Line
- Ensure that at least 50 percent of additional floorspace on each individual site is provided as self contained homes (This policy point is likely to be moved to the KQ policy to help us better meet housing needs in the KQ and the borough as a whole)
- Minimise the impacts of operational vehicles, parking and servicing on existing streets by coordinating and incorporating shared access points and off-street servicing arrangements with compatible neighbouring uses

Overview of comments received so far



Suggest that the potential quantum of office space should be specified

Support the provision of housing in this area however Camden must first demonstrate that the existing industrial capacity can be reprovided especially storage, servicing and logistics and functions that serve the Central Activities Zone.

Support the opening up of the St Pancras Hospital site through new routes north, south, east and west. We would like to see green routes through the area

The Trust has concerns around a new canal crossing in this area, given that we do not support the proposal for a new pedestrian bridge between 103 and 101 Camley Street



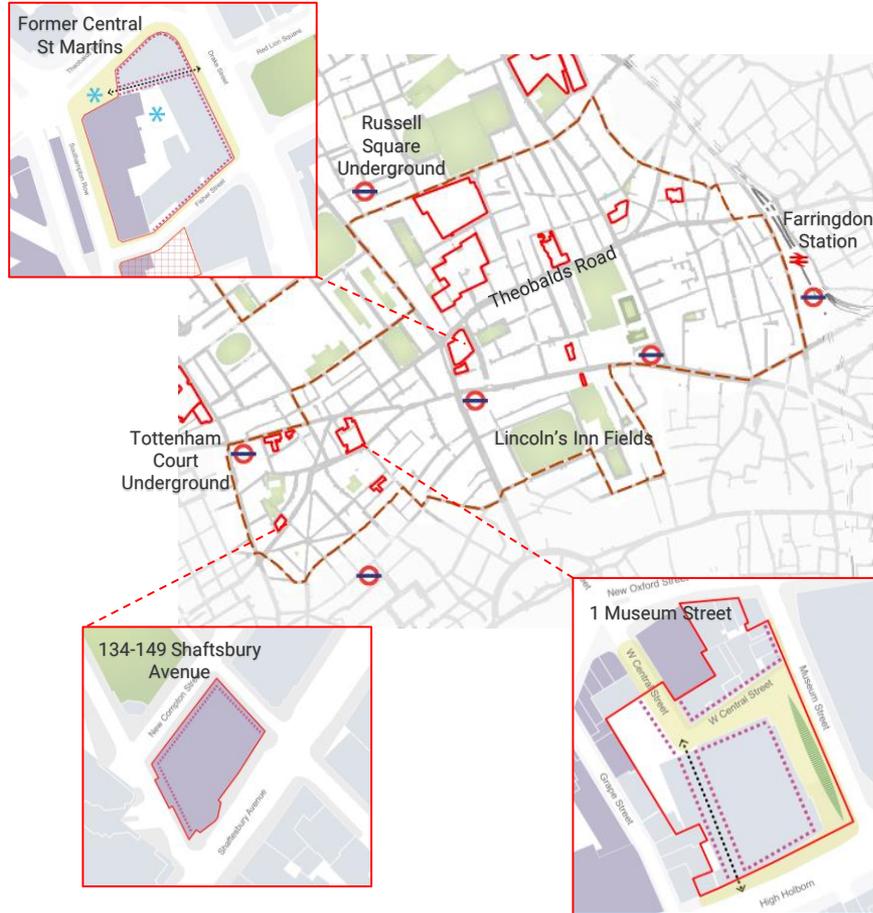
Welcome the proposal that 120-136 Camley Street (inc. Cedar Way Industrial estate) that 'a mixed-use development comprising employment floorspace, self-contained homes and retail floorspace' is envisaged

Unsure as to how the Council have arrived at the indicative housing number of 750 residential units stated in Policy CSP3



Area Policies

Knowledge Quarter
Bloomsbury Campus
Camden Goods Yard
Camley Street and St Pancras Way
Holborn and Covent Garden
Kentish Town
West Hampstead Interchange Area



Former Central St Martins
1 Museum Street
134-149 Shaftsbury Avenue
10 list sites (inc. Holborn Library and Cockpit Yard and Tybalds Estate (infil))

400
new homes approx.



Key points from the Holborn and Covent Garden area policy

- Make the most efficient use of land while delivering the highest quality architecture that complements the area's rich character, heritage assets and historic form
- Maximise the delivery of on-site open space and urban greening including pocket parks, green roofs and walls
- Support the Council's Liveable Neighbourhoods programme which will deliver significant investment in the public realm throughout the area (on-site and contributions towards off-site contributions)
- Maximise opportunities for community access to facilities/spaces intended to serve the development such as lobby spaces, roof gardens, cafes and gyms



Overview of comments received so far

Need to ensure that not too much development takes place at the same time and that the health and well-being of residents is prioritised.

Alleys, walking routes and small open spaces are vital to the success of the Former Central St Martins site.



Light industrial / maker space should be re-provided on the Library site



Additional homes should be for people working in the area

There should be as much greenery as possible in this area – trees/planting especially on the roof areas to attract bees.



New towers should be resisted except where replacing those mentioned such as 1 Museum Street.



Area Policies

Knowledge
Quarter
Bloomsbury
Campus
Camden Goods
Yard
Camley Street
and St Pancras
Way
Holborn and
Covent Garden
Kentish Town
West Hampstead
Interchange Area



2000

new homes approx.

Regis Road Growth
Area

Murphy Site

Kentish Town
Police Station

369-377 Kentish
Town Road

Kentish Town Fire
Station

Highgate Centre



Key points from the Kentish Town area policy

- Ensure that new employment floorspace makes more efficient use of the land available (higher density)
- Retain existing businesses as far as possible particularly warehousing/logistical uses that support the functioning of the local economy and the CAZ
- Create attractive and safe pedestrian and cycling routes through, and into, the area
- Ensure the successful co-location of uses through innovative design approaches and ensure that non-employment uses do not compromise the operation of businesses
- Take account of designated and local views, including the view of Hampstead Heath/Parliament Hill from Kentish Town railway bridge



Overview of comments received so far

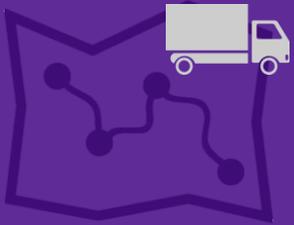


Welcome the provision of housing in this area but Camden needs to demonstrate that the industrial capacity can be re-provided, especially logistics services



Encourage the Council to consider supporting passive design measures in order to limit the energy demand for new dwellings

Consider that the Murphy site is suitable for a range uses, including office, food and beverage, and other commercial uses to complement the existing and new industrial uses and new housing provision sought.



Minimising vehicle movement and parking is supported but can this be achieved if there is intensification of industrial uses?

We believe the amount of homes sought is impossible to achieve in a way which complies with both the Camden Local Plan design policies and the GLA's expectation of retaining industrial land.

Area Policies

- Knowledge Quarter
- Bloomsbury Campus
- Camden Goods Yard
- Camley Street and St Pancras Way
- Holborn and Covent Garden
- Kentish Town
- West Hampstead Interchange Area**





Key points from the West Hampstead Interchange area policy

- Provide a substantial number of new homes including affordable homes and a significant proportion of homes for families
- Improve the street and public realm between and around the 3 West Hampstead stations and along West End Lane and Blackburn Road
- Where in close proximity to Billy Fury Way set back buildings and create opportunities for natural surveillance
- Deliver welcoming and clear entrances at West End Lane and Finchley Road along Blackburn Road
- Contribute towards the provision and/or improvement of community facilities

The O2 Site Policy talks about seeking to make provision for a new health and well-being hub)

1150

new homes approx.

O2 centre carpark and car showroom site

13 Blackburn Road

188-190 Iverson Road

2 list sites (inc. Land at Midland Crescent



Overview of comments received so far



Must ensure that there will be affordable housing

Need to improve "Granny dripping steps" including land an other side of the steps as they feel dangerous to use and are full of rubbish.

Agrees with need for policy and uses, but feel that it is essential to retain some parking (perhaps ground level/below ground) as allows for access to O2 centre.

If this area is to become prominently residential, greater emphasis needs to be made to provide amenities such as a school, doctors surgery, lots of attention to quality greenspace, careful planning of routes through the place with regard to safety.

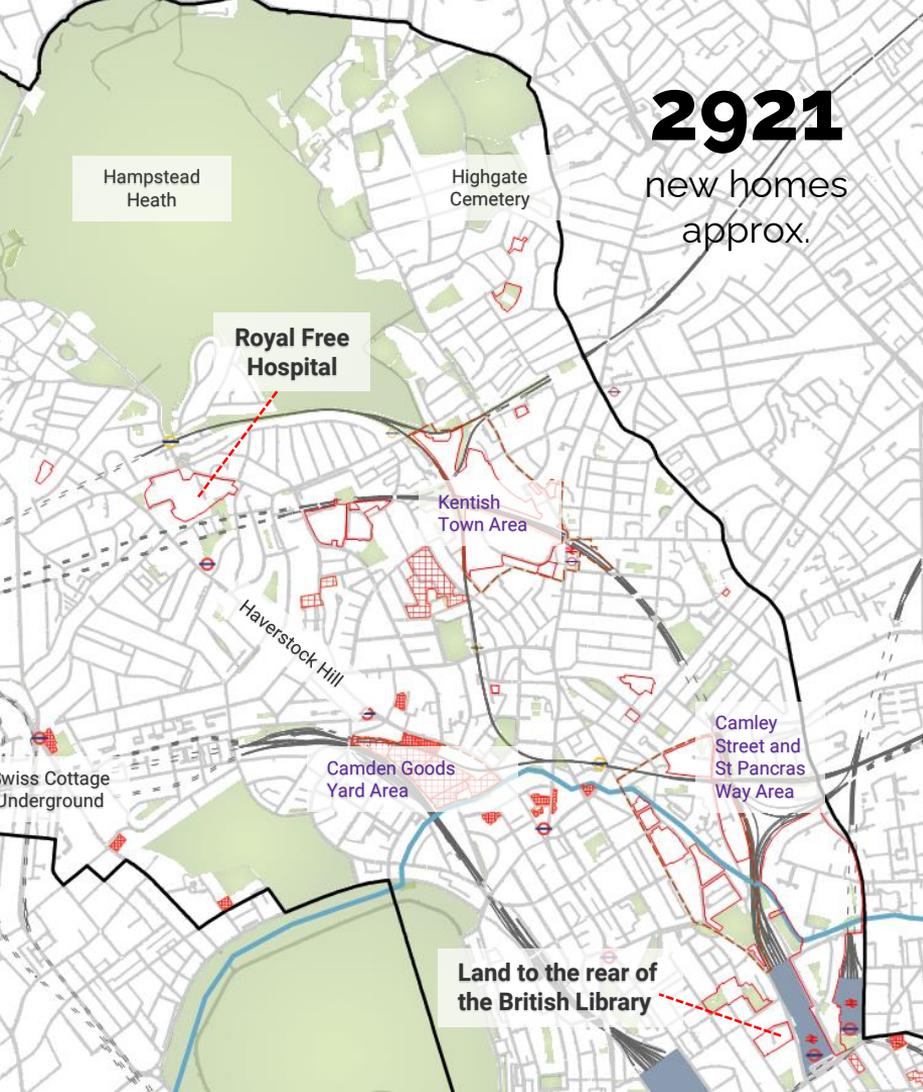
Consideration should be given to facilitating an underground passage linking the 3 stations



Any proposals must incorporate green spaces, green buildings, renewable energy generation and enhancement of the trackside land surrounding much of the site.

Supports the need for a policy but not the indicative residential capacity. The proposal is too dense with housing and the infrastructure is already struggling to cope





Individual Sites (East)

85 Camden Road

Wendling Estate

Former Mansfield

Bowling Club

West Kentish Town
Estate

Royal Free Hospital

Land to the rear of
the British Library

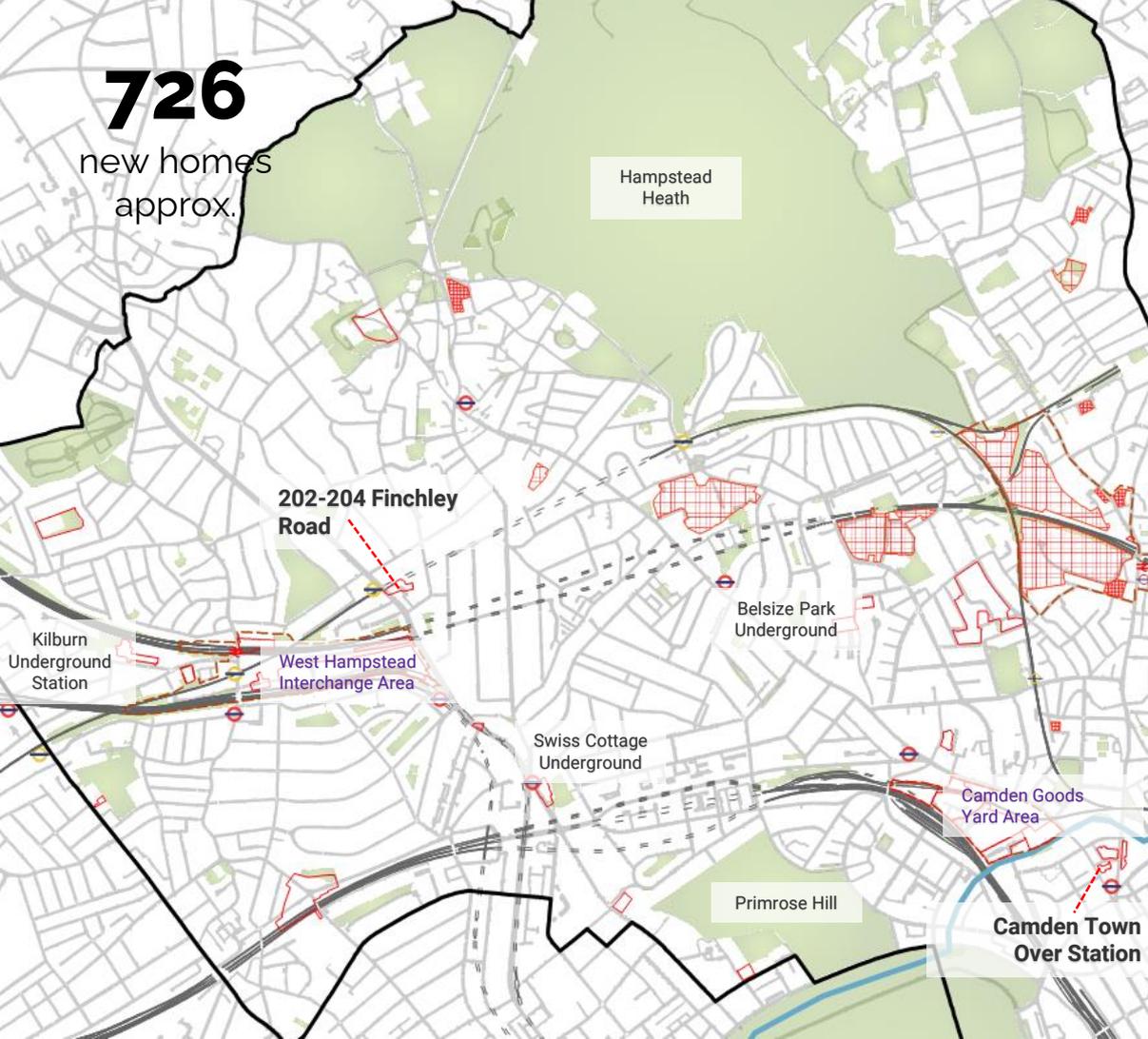
11 list sites in the
east area

Land to the rear of the British Library

- Allocated for mixed-use development
- Supports the future expansion plans and future service needs of the British Library
- Will include flexible community space
- Uses related to the knowledge and innovation economy

726

new homes
approx.



Individual Sites (West)

Shirley House 25-27 Camden Road

Camden Town over station development

Buck Street Market

Grand Union House, 18-20 Kentish Town Road

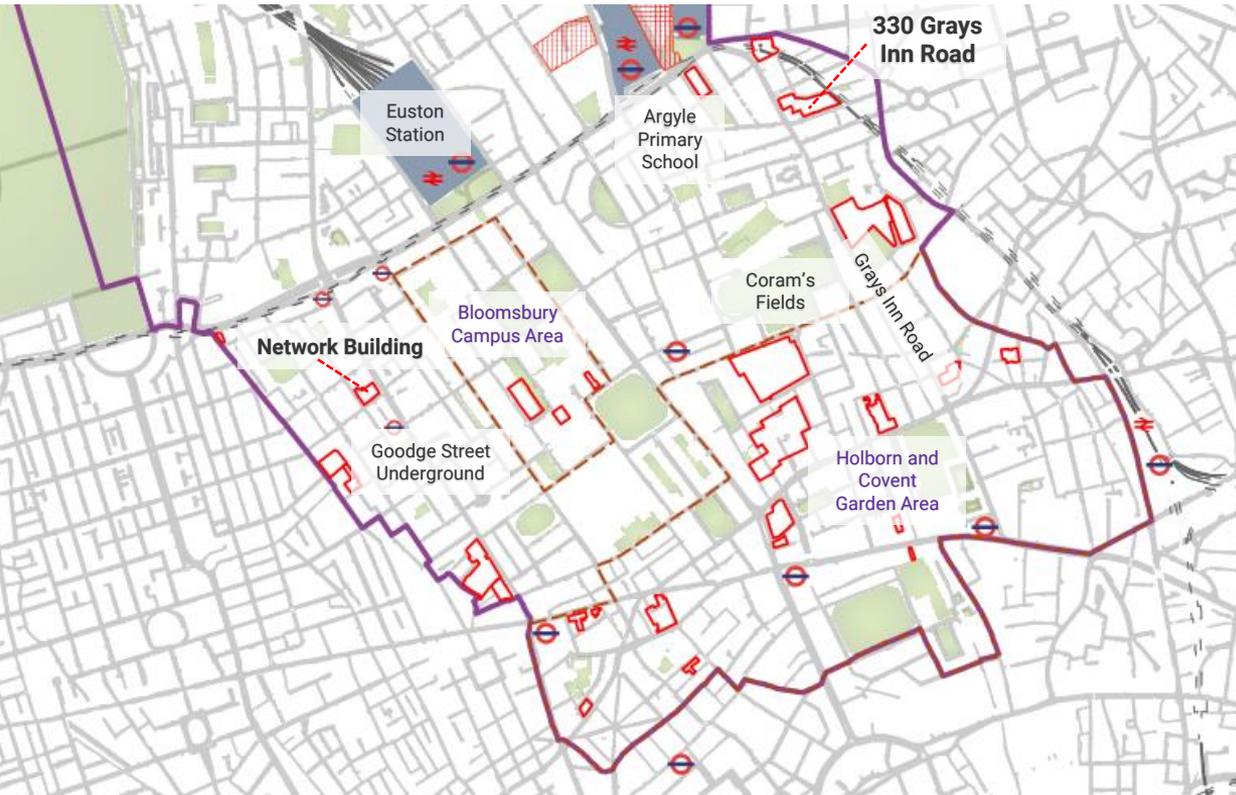
202 - 204 Finchley Road

Gondar Gardens Reservoir

10 list sites in the west area

350
new homes
approx.

Individual Sites (South)



Network Building & 88
Whitfield Street

Former Tottenham Mews
Day Hospital

Central Cross

330 Grays Inn Road

Belgrove House

Former Thameslink Station

Land bounded by Pakenham
Street and Wren Street

5 list sites in the South area
including Middlesex Hospital
Annex

**What additional
engagement are we
doing the Plan?**

Giving communities and other stakeholders the chance to have another say on the Plan before we consult on the Publication Draft

- Comment using our site allocations commonplace <https://camdensiteallocations.commonplace.is/> or
- Email planningpolicy@camden.gov.uk

Consultation period starts Friday 26 November 2021 and ends on Monday 24 January 2022

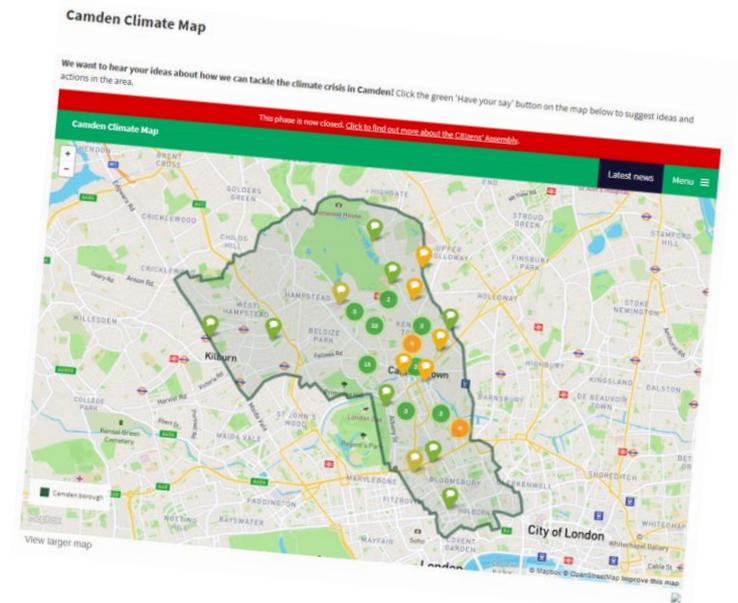
Targeted engagement with groups that were under represented



- Use community researchers to survey specific groups of people (younger people, black and other ethnic minorities) who live and/or work in growth areas
- Online event with 16-24 year olds to better understand their needs and thoughts

Consideration of what more the Plan could do to help tackle climate change

- Existing policies and guidance in the Local Plan and the Camden Planning Guidance are still sound but should/could we be doing more?
- Asking if there is anything more that could be done on individual sites to tackle the climate crisis in Camden



Climate mitigation

- All major development to meet London Plan targets for carbon dioxide reduction
- All new residential development to demonstrate a 19% reduction in carbon dioxide
- Developments of 5 or more dwellings, or 500sqm of any floorspace to achieve 20% reduction in carbon emissions through renewable technologies

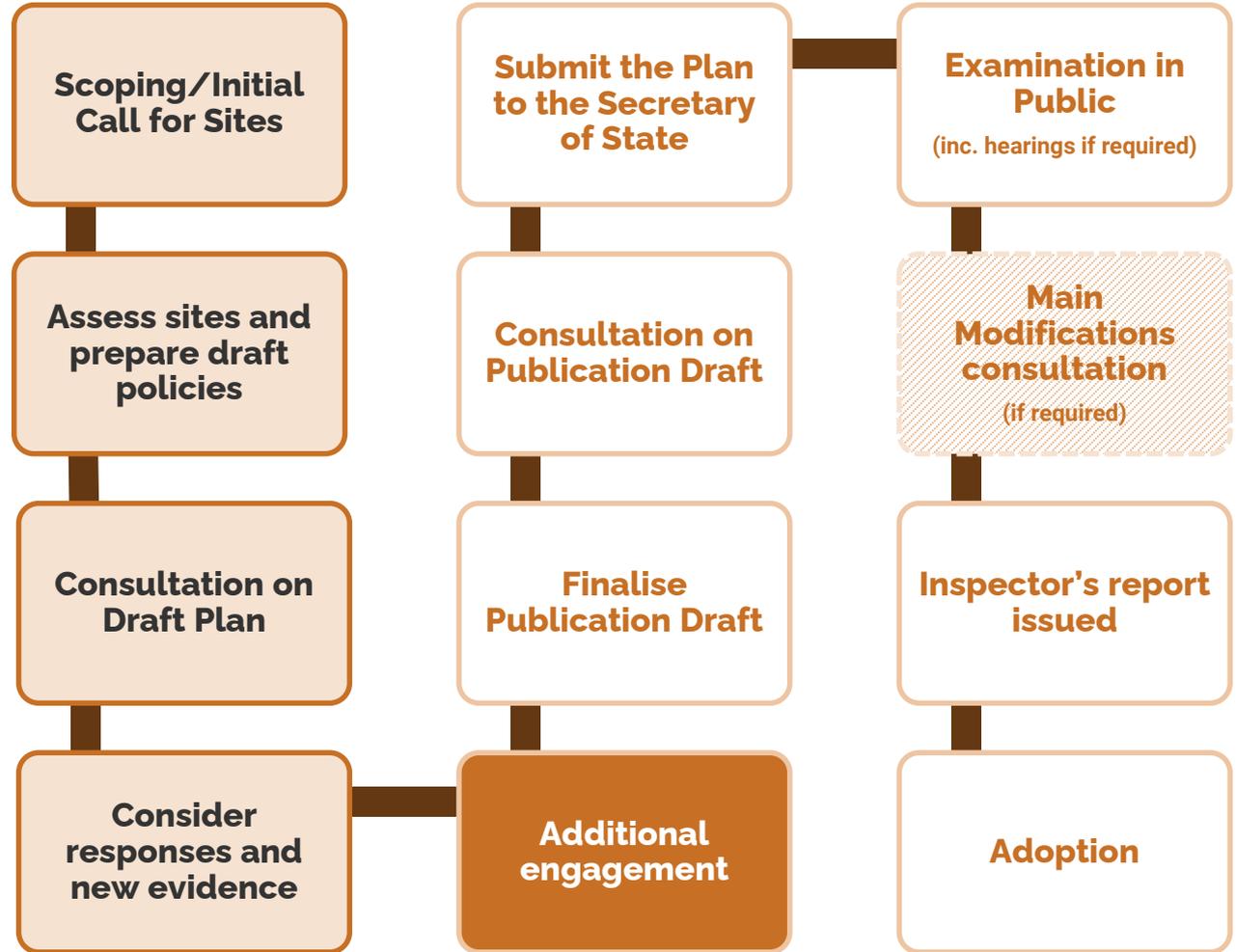
Climate adaptation

- Protecting existing green spaces and promoting new appropriate green infrastructure
- Not increasing and where possible reducing surface water run off
- Incorporate biodiverse roofs, green and blue roofs, and green walls where appropriate
- Include measures to reduce urban and dwelling overheating

Resource use

- Require all proposals that involve substantial demolition to demonstrate its not possible to retain and improve
- Expect all developments to optimise resource efficiency

Next steps in the process



Making a comment on the Publication Draft

Local plans and spatial development strategies are examined to assess whether they have been **prepared in accordance with legal and procedural requirements**, and whether they are **sound**

What makes it sound?

Positively prepared

Providing a strategy which, as a minimum, seeks to meet the area's objectively assessed needs; and is informed by agreements with other authorities, so that unmet need from neighbouring areas is accommodated where it is practical to do so and is consistent with achieving sustainable development

Justified

An appropriate strategy, taking into account the reasonable alternatives, and based on proportionate evidence

Effective

Deliverable over the plan period, and based on effective joint working on cross-boundary strategic matters that have been dealt with rather than deferred, as evidenced by the statement of common ground

Consistent with national policy

Enabling the delivery of sustainable development in accordance with the policies in this Framework and other statements of national planning policy, where relevant.

Questions?