



02

Development Strategy

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Chapter

Development Strategy

2.1 The Local Plan sets out the overarching development strategy for Camden over the period to 2041.



2.2 The development strategy aims to address the long-term needs of the borough and respond to the challenges it faces.

2.3 It maximises opportunities for providing new and affordable homes, jobs, and the infrastructure required to support this, whilst seeking to ensure that development is delivered in a way that is socially and economically inclusive, environmentally sustainable and brings benefits to the borough and its residents.

2.4 It provides the strategic framework and context within which the rest of the Plan has been developed.





The need for new homes and jobs

2.5 It is important that the Plan seeks to deliver a sufficient supply of new and affordable homes, and jobs in Camden to meet the needs of our communities both now and in the future.

New homes

2.6 The London Plan sets a housing target for Camden of 10,380 additional homes from 2018/19 to 2028/29, which equates to a need to deliver a minimum of 1,038 homes per year. This includes 3,280 homes from small sites.

2.7 The Local Plan is required by the National Planning Policy Framework to look forward over a 15 year period from the date of adoption. This Plan will therefore cover the period to 2041. As the Plan period extends beyond that for which housing targets are set in the London Plan, a housing requirement has been set for the whole Plan period having regard to the approach set out in the London Plan.

2.8 The Local Plan seeks to maximise housing supply in Camden based on the delivery of available sites and aims to deliver a minimum of 11,550 additional homes over the plan period to 2041. This factors in the London Plan housing target for Camden of 1,038 homes per year for the first three years of the Plan period (2026/27, 2027/28 and 2028/29), and also includes the cumulative backlog from under-delivery of completed homes from 2019/2020 (the first year of the London Plan period). It should however be noted that the imminent review of the London Plan will result in a new capacity-based housing target for Camden, which once adopted, will supersede the target that is in the new Local Plan. The GLA are aiming to adopt the new London Plan in 2027/28, so this may mean that Camden's new Local Plan housing target is only in place for a short period of time.

2.9 The housing target in the Local Plan is a capacity-based figure, based on expected delivery over the Plan period (from sites with planning permission and allocated sites), factoring in an allowance for unallocated small sites delivering under 10 additional homes (based on evidence of past delivery). It also reflects the uncertainty and delay in development at Euston. In calculating the housing requirement for the Plan period, we have taken into account the housing capacity figures for large sites as set out in the Greater London Authority's Strategic Housing Land Availability Assessment 2017, together with the small sites target of 328 new homes per year set by the London Plan. Further information on the Council's approach to setting the Local Plan housing target is set out in Policy H1 (Maximising Housing Supply).



Jobs

2.10 The Council supports the London Plan's strategic target for 50% of London's new homes to be genuinely affordable. The Council will aim to maximise the supply of affordable housing, to meet or exceed a borough wide delivery target of 3,000 additional affordable homes from 2026/27 - 2040/41, and achieve an appropriate mix of affordable housing types to meet the needs of households unable to access market housing. Further information on the Council's approach to affordable housing delivery is set out in Policy H4 (Maximising the Supply of Affordable Housing).

2.11 The Council proposes to meet its housing requirement through existing permissions for committed schemes, site allocations and windfall development (proposals that come forward on sites that have not been allocated for development). To this end, the Plan makes a number of site allocations to deliver the additional houses required over the Plan period and these are set out in the area chapters for South, Central, West and North Camden. Site allocations are also identified in the Euston Area Plan to deliver development at Euston and these sites will also contribute to the boroughwide housing target.

2.12 Further details of the Council's strategy for maximising housing supply to meet identified need and the rationale for this is set out in Policy H1 (Maximising Housing Supply).

2.13 The Council's Economic Needs Assessment 2023 forecasts a demand for an estimated 406,359 sqm of net additional office floorspace (use classes E(g)(i) and E(g)(ii)) to 2041. This takes account of future labour projections and has allowed for changes in working practices.

2.14 The Council proposes to meet this need from:

- **Existing planning permissions** - the Economic Needs Assessment has identified that existing approvals of major schemes total approximately 211,000 sqm (net internal area) of office floorspace, of which the vast majority of schemes are under construction or expected to be delivered in the first five years of the Plan period;
- **Site allocations** – suitable sites have been allocated for development to deliver new employment floorspace in the borough;
- **Windfall development** – this is expected to deliver increases in employment floorspace on sites that are not allocated or do not have planning permission, both in the Central Activities Zone and in other centres commensurate with their individual size and role.

2.15 Further details of the Council's strategy for delivering a sustainable and inclusive economy is set out in Chapter 9 Delivering an Inclusive Economy.

Spatial strategy

2.16 The Council's overarching spatial strategy is illustrated on the Key Diagram on page 31. This shows key areas of development and Council-led regeneration schemes, together with town centres, the Central Activities Zone (CAZ) boundary, CAZ retail clusters, the borough's industry area, key stations and main open spaces.

2.17 Development is planned to take place across Camden, with the key areas of growth expected to be around:

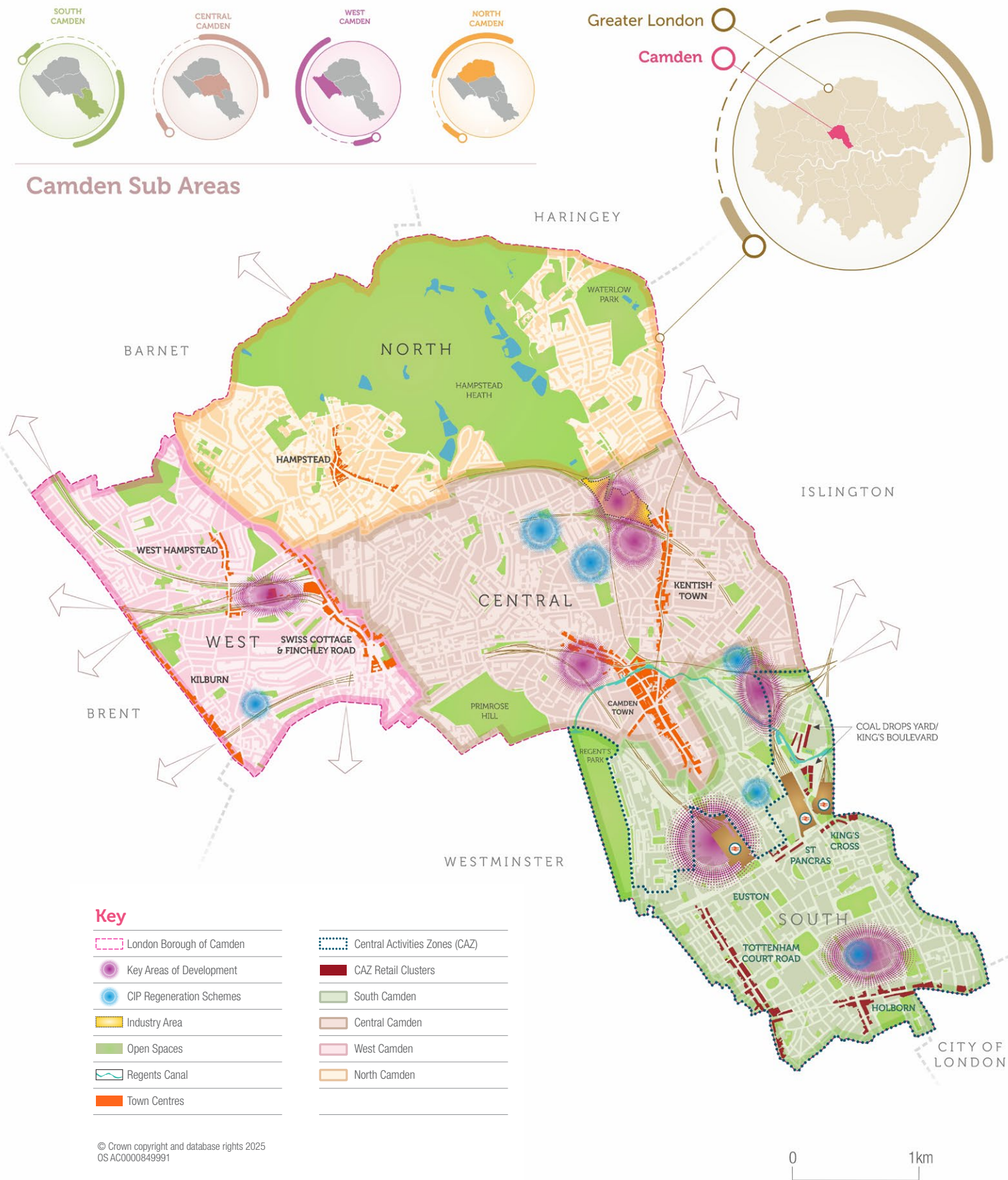
- Euston;
- Camley Street and St Pancras Way;
- Holborn;
- Regis Road and the Murphy site in Kentish Town;
- Camden Goods Yard in Camden Town;
- The O2 site in West Hampstead.

2.18 Further development is also planned as part of the Council's Community Investment Programme, with regeneration schemes being taken forward on the following housing estates:

- West Kentish Town;
- Wendling and St Stephens Close;
- Tybalds;
- Central Sommers Town;
- Agar Grove;
- Abbey Road Community Housing Site.



Figure 03:
Key Diagram



2.19 Development will also take place outside of these identified areas, although not at the same scale.

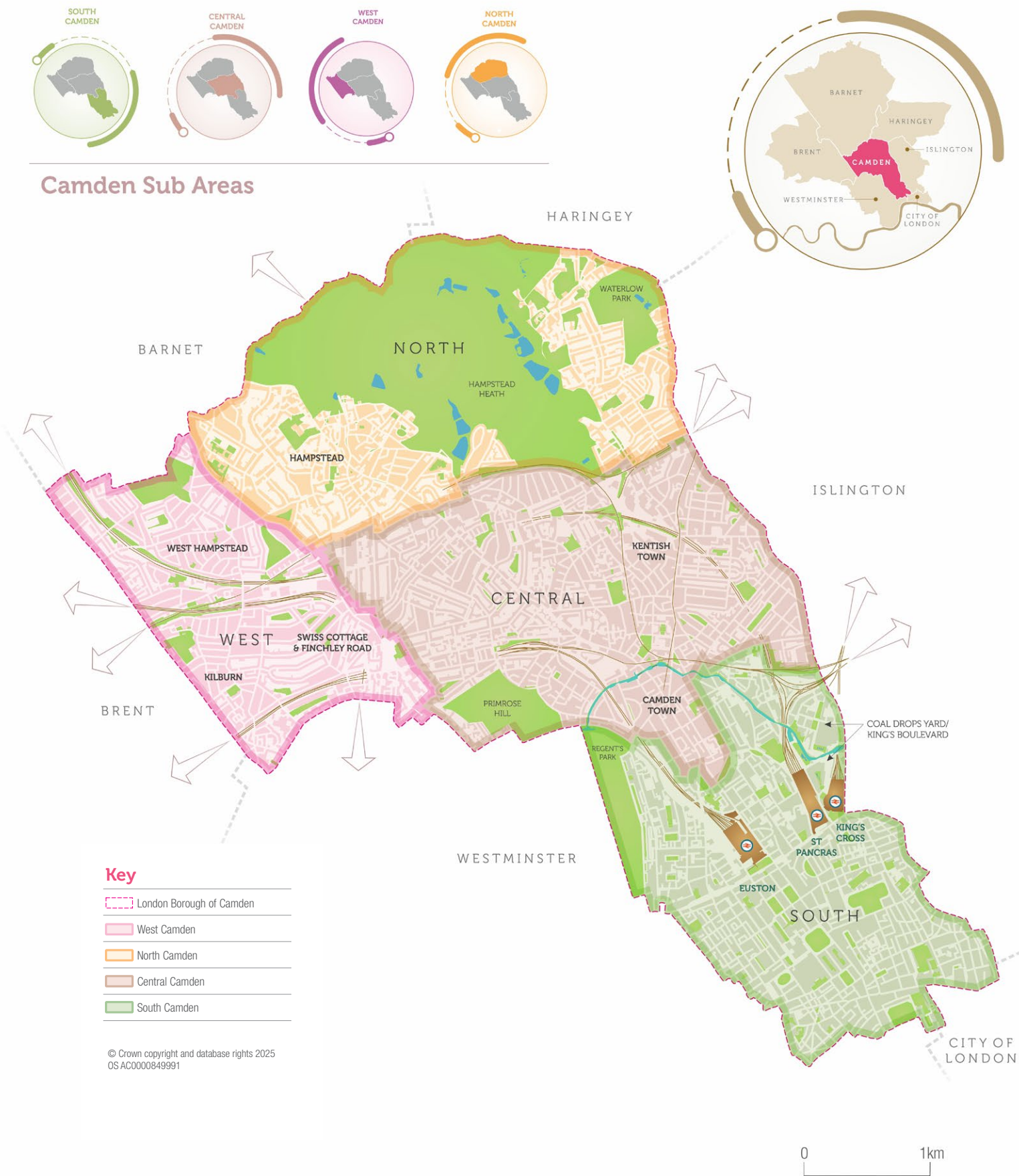
2.20 This Plan takes an area-based approach to support and guide the delivery of new development in the borough, focussing on the sub-areas of South Camden, Central Camden, West Camden and North Camden, as shown on the map below and on the Key Diagram on page 31.

2.21 The Council's strategy for the sub-areas of South Camden, Central Camden, West Camden and North Camden are set out in Chapters 3, 4, 5 and 6 of the Plan.

2.22 The strategies for the sub-areas set out the Council's approach to the delivery and location of new homes, jobs, retail, leisure uses and infrastructure in each of these areas, in line with the Plan's vision and objectives. Within each area, site allocations have also been identified, in accordance with the Council's development strategy, to deliver new homes, jobs, open space, health and community facilities, leisure, retail and recreation opportunities, together with necessary infrastructure. Sites have been selected for allocation in line with the guidance set out in the National Planning Policy Framework and associated National Planning Policy Guidance.



Figure 04:
Local Plan Areas



Delivering healthy and sustainable development

2.23 A key priority of the development strategy is to ensure that development in Camden makes a positive contribution to the borough to deliver the vision and objectives of the Local Plan; the ambitions, missions and challenges of We Make Camden; and the Good Life Camden framework – a tool that has been developed to help the Council understand what matters to people in Camden and assist us in measuring our impact on this.

2.24 Policy DS1 seeks to ensure that all development in the borough contributes to 'Good Growth', which is socially and economically inclusive and environmentally sustainable, in order to maximise community benefit, respond to the climate and ecological emergency, create stronger communities and deliver healthy places, both for existing communities and future generations.



Policy DS1

Delivering Healthy and Sustainable Development

- A.** The Council will expect development to support the creation of healthy and sustainable places in Camden by:
1. ensuring that new buildings and public spaces are of the highest design quality; respect and respond to local context; are inspired by the character of Camden's neighbourhoods and communities; and are inclusive, accessible, safe and welcoming, to meet the needs of Camden's diverse population;
 2. delivering buildings that achieve net zero carbon emissions, optimise resource efficiency and are designed to be resilient to climate change;
 3. ensuring that developments optimise the use of land and make best use of a site. The Council will resist development that makes inefficient use of Camden's limited land;
 4. meeting the needs for new homes and jobs;
 5. providing a mix of uses, services, facilities and amenities that meet the needs of the local community and are easily accessible on foot, by bike and via public transport;
 6. ensuring that the necessary infrastructure is provided in a timely way to support Camden's communities;
 7. protecting amenity, improving air quality and incorporating measures to reduce flood risk;
 8. providing new open space, and opportunities for play, recreation and sports;
 9. maximising opportunities for enhancing biodiversity, improving access to nature, tree provision, urban hedgerows and community food growing;
 10. improving strategic and local transport connections and increasing active travel; and
 11. ensuring that a comprehensive approach is taken to site design and layout, including adjacent sites, where these are suitable for re-development, and that a co-ordinated approach is taken to the delivery of development. The Council will resist schemes that prejudice future development potential and/or design quality across the whole site and wider area; and where the timing of delivery would be unsupported by infrastructure.
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- B.** To monitor the impact of development on Camden's communities the Council will seek contributions from major developments towards the Council's Citizen Scientist community research programme. Contributions will be secured using Section 106 agreements.
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Creating healthy and sustainable places

2.25 Where we live has a profound impact on our health and well-being, it is therefore important that new development prioritises improving the built, natural and social environment in Camden, to create places that promote good health and well-being; are safe, welcoming, accessible and inclusive; encourage social interaction and promote a sense of belonging; and support healthy and active lifestyles, to meet the needs of Camden's communities. Linked to this is the need to ensure that development responds to the climate and ecological emergency, to ensure we are creating sustainable places that achieve net zero carbon emissions, optimise resource efficiency and are designed to be climate resilient, to safeguard our environment for future generations.

2.26 Development proposals coming forward in Camden should therefore be designed in accordance with Policy DS1 (Delivering Healthy and Sustainable Places), having regard to other policies in the Plan.

Design

2.27 Good design takes account of its surroundings and preserves what is distinctive and valued about the local area. Careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development which respects and responds to its surroundings.

2.28 Character is about people and communities as well as the physical components. How places have evolved historically and the functions they support are key to understanding character. It is important to understand how places are perceived, experienced and valued by all sections of the community. People may value places for different reasons, often reflecting the services or benefits they provide for them. In addition, memory and association are also a component of how people understand a place. All of these values and experiences are part of understanding the character of a place.

2.29 The Council is committed to ensuring that Camden can be enjoyed by all and will promote inclusive design and seek remove the barriers that prevent people from accessing facilities and opportunities when determining planning applications for new developments.

Mixed use developments

2.30 Planning applications will be expected to include a Design and Access Statement which assesses how the development has been informed by and responds to local context and character. This should also show how the developer has thought carefully about how everyone, in particular d/Deaf, disabled and neurodiverse people, older people, women and gender diverse people, and children, will be able to use the spaces and places created. Further information on Design and Access Statements is set out in the supporting text to Policy D1 (Achieving Design Excellence).

2.31 When designing developments, applicants should have regard to the other policies in this Plan, which provide further detailed guidance on a number of different topics including sustainability, housing, design, access, the natural environment, communities and transport.

2.32 Developments will be expected to use land efficiently and make the best use of a site. The provision of an appropriate mix of uses, both within areas and in individual buildings, can contribute to successfully promoting future growth in Camden and making efficient use of its limited land. A mix of uses can:

- increase the provision of much-needed housing;
- promote successful places that have a range of activities and are used throughout the day, increasing safety and security;
- reduce the need to travel by locating a range of uses together and so reduce the need for some journeys, helping to cut congestion in the borough and improve air quality; and
- ensure that communities are supported by a range of infrastructure to meet their daily needs.



Comprehensive and co-ordinated development

2.33 The Council will expect developers to take a comprehensive approach to site design and layout, to optimise development potential across the whole site and wider area, and deliver the Council's wider place making ambitions. This could be achieved through the use of masterplans and/or design codes for a site/wider area.

2.34 Where development sites adjoin each other, or are in multiple ownership, the Council will expect developers to work together to bring forward coherent and integrated development proposals for the whole area. This could be achieved by the preparation of a joint masterplan. As part of this, the Council will expect developers to look at the relationship between adjacent sites, in terms of design, layout, land use and infrastructure requirements, and explore where connections can be made to facilitate movement between different areas.

2.35 The Council will also expect developers to work together and take a co-ordinated approach to the delivery of development, to ensure that new homes, jobs and services, along with the infrastructure required to support them, are delivered in a timely way. Piecemeal and uncoordinated development, where sites are taken forward in a fragmented or disjointed way, without a comprehensive plan, will be resisted.

Citizen Scientists

2.36 Camden Council and UCL's Institute for Global Prosperity have worked together to develop a citizen science pilot which will deliver community-based, practice-led research training in social science methodologies at UCL Citizen Science Academy for Camden residents. This will empower communities to lead change through social action and shape policies that impact their lives. The research will include a variety of data collection methodologies, from ethnographic research to interviews and quantitative surveys. This training will provide local residents with the skills to conduct research on what prosperity means to them, and how opportunities to prosper and live well are influenced by different factors. This will help in the development of neighbourhood profiles and identification of community needs and priorities which will inform and guide the Council's work across the borough, especially place-based work such as planning and regeneration, the State of Borough Report and Good Life Camden reporting.

2.37 The Council will seek to secure contributions from major developments, via Section 106 agreements, to help fund the Citizen Scientist's programme in Camden. The Citizen Scientist's research will be used to inform a variety of strategies and projects that will help ensure that the right infrastructure is provided to support growth and development in the borough. For example, their research will inform the preparation of masterplans and frameworks, development proposals and the work of the Area Regeneration Team. This is already being demonstrated in Euston, where the Euston Voices researchers have been paid and trained as Citizen Social Scientists to identify what the local priorities are for their community to prosper whilst major regeneration is underway.

