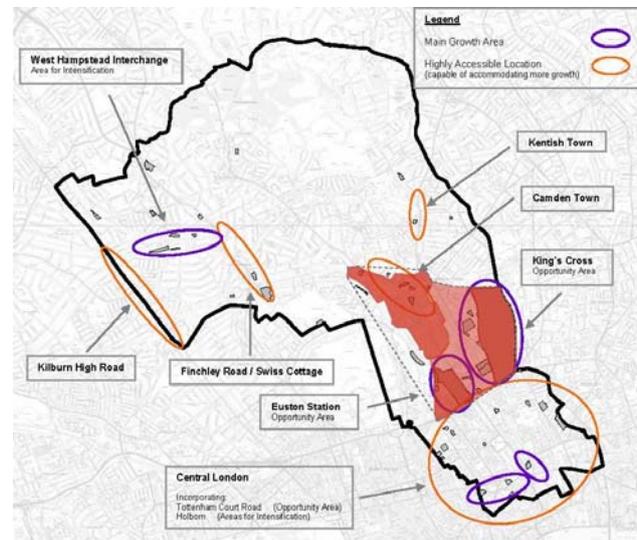


TOWARDS A CREATIVE QUARTER KINGS CROSS, EUSTON AND CAMDEN TOWN

This document sets out the aspirations for the economic and social development of the district covering King's Cross, Euston and Camden Town. They have been developed through informal discussions between key public and private stakeholders, and are presented to stimulate thought on how partners can maximise the opportunities presented by Kings Cross central and Euston. With Kings Place just opened, King's Cross Central able to make progress in spite of the recession and the Medical Research Centre also able to make progress in spite of the downturn, every effort should be made to leverage off such opportunities that will prove rare for Camden and London generally, in the prevailing economic climate.



The Creative Quarter



The Creative Quarter in context of LB Camden

Objectives

- To provide physical and economic links between these areas
- To provide direction and context for the multiplicity of development sites coming forward locally
- To identify opportunities to deliver public sector planning and economic development objectives in this district
- To extend the investment into Kings Cross/Euston into surrounding areas
- To support and enhance the quality of the development at Kings Cross Central, Euston and Camden Town
- To support and enhance the vibrant local community

Delivering public/private aspirations

Relieving pressure on transport infrastructure

This area is one of the best-connected centres in London, with access to local, national and international public transport hubs within 10 minutes walk. King's Cross, St.Pancras International and Euston are the termini for a huge number of rail journeys to the capital, including a significant proportion of commuter journeys. Improving walking and cycling routes and seeking methods to increase employment space and new housing around these hubs reduces the need for private/public transport journeys.

Delivering new employment, particularly in the creative/cultural industries

This area is increasingly the market-led choice for new accommodation in the cultural industries in London, driven by:

- Access to markets via world class national and international transport connections
- Highly accessible for employees, ensuring a wide catchment of high quality staff
- Top quality, fit for purpose new space coming online at Kings Cross Central
- Thriving existing business hub, particularly in the creative design and media sector
- Eclectic and vibrant independent leisure offer, particularly in the north of the area
- Comparatively low cost space and broad range of business space options

The Creative Quarter can deliver market led sustainable business development aims for the GLA and LB Camden. In particular, it is anticipated that a significant proportion of the anticipated 100,000 new jobs created in the Creative Industries 2008 – 2016 (The London Plan) could be accommodated in this area. This includes encouraging creative business start ups and light industrial live work units.

Strengthening Communities and Delivering New Housing

- There is an opportunity to provide significant new housing on and off site at Kings Cross. The surrounding development grain is dense and urban in scale. However, there are pockets of low density estates and derelict industrial land that could provide additional housing stock without compromising the historic character of the area.
- LB Camden has a real opportunity to lead the development process in this area. The large local authority property portfolio in Somers Town and Elm Village East means there are resources to deliver major changes on favourable terms with a local authority development vision leading the way and an ability to catalyse further activity.
- Consideration should be made of not only current residents but also to prospective residents.. An aspiration should include providing the type of housing that would attract some of the 80% of non resident employees to live in the area.

Integrating Kings Cross/Euston into surrounding areas

Given the constraints on the location of the development sites at Kings Cross and Euston (bordered by major railways) it is important that methods are identified to unlock these barriers and stitch the development physically, economically and socially into the surrounding area. This includes measures such as

- Improve connections and permeability along key routes into surrounding centres
- A wider strategy to support complimentary commercial activity, particularly small business, in sites in the hinterland

Supporting Kings Cross Central and Euston

In the face of current global economic conditions, it is essential that activity at Kings Cross Central remains supported in order to deliver the highest possible quality scheme. This could include measures such as

- Investment into the local area to increase value-uplift of on site property
- Ensure the planning agreements can be managed to ensure the site remains commercially viable
- Ensuring that surrounding business districts remain to support on site activity