

Euston Regeneration Team
5 Pancras Square
London
N1C 4AG

By email only: eustonareaplan@camden.gov.uk

3 March 2026

Dear Sir/Madam,

London Property Alliance representation to the Euston Area Plan Proposed Submission Draft

I am writing on behalf of the London Property Alliance (“LPA”) to respond to the consultation on the proposed draft of the Euston Area Plan (“the Plan”).

The LPA is a not-for-profit membership body and advocacy group representing over 300 leading real estate owners, investors, professional advisors and developers operating across central London. Our members are significant investors in commercial development, including in Camden, London’s third-largest office market.

The full list of our members from across our sister membership organisations which comprise the LPA can be found [here](#) and [here](#).

We strongly support the ambition of the Euston Area Plan to deliver a coordinated, high-quality regeneration of Euston as a major transport, commercial and employment hub of national importance. Our members are committed to taking a central role in delivering new commercial space – particularly high-quality offices, infrastructure and public realm, and consider the regeneration of Euston and the delivery of this space essential to unlocking London’s full growth potential.

Offices are the engine room of London’s economy. Our latest research with Knight Frank, *Space for Change: Office space dynamics in central London*, shows that **office-based sectors support around 2.8 million jobs** across Greater London **and generate £290bn in GVA** annually – nearly half of the capital’s economic output. Every 100 office jobs support roughly 40 supply chain jobs and 18 high street jobs.¹

The transformational change envisaged by the Plan cannot be achieved without a strong pipeline of high-quality office and laboratory floorspace capable of accommodating the next generation of talent, boosting productivity, fostering innovation and supporting Camden’s key growth sectors, particularly within its Central Activities Zone (CAZ) and the Knowledge Quarter.

¹ [Space for Change: Office space dynamics in central London](#), London Property Alliance/Knight Frank, 2025.

Development at Euston is central to this ambition and represents a nationally significant opportunity to enhance the UK's global competitiveness in research and innovation.

Major infrastructure investment at Euston can also act as a catalyst for wider economic growth. LPA research into the impact of the Elizabeth line demonstrates how improved transport infrastructure can stimulate substantial investment and job creation. The line has supported almost 200,000 new office jobs, 171 hotels, 2,666 food and beverage outlets and 12 museums across London². The regeneration of Euston has the potential to unlock similar long-term benefits.

Despite the essential role high quality office space plays in accommodating and supporting London's growth sectors and driving innovation, **between 2018 and 2023 London's CAZ lost 14 million sq ft of office space**, while **Camden saw a 51% decline in major office planning applications determined between 2013 and 2023**. The Euston Area Plan therefore represents a critical opportunity to reverse this trend and restore the delivery of new commercial floorspace in Camden.

Indeed, given the national importance of the Euston area, the Plan should align with the Government's and the Mayor's growth agendas and embed sufficient policy flexibility to enable high-density, well-connected development. This is essential to support the Knowledge Quarter, the wider borough of Camden and the UK economy.

Whilst we support the overarching vision for the area, it is essential aspects of the draft Plan do not undermine development viability and investor confidence as further policy details progress. We would urge consideration to be given to the levels of planning obligations and would encourage a **flexible policy framework that is commercially realistic and supportive of investment**. Additional feedback is set out in the Appendix.

Our dedicated **LPA Camden Working Group**, which regularly engages directly with Camden Council on policy and planning matters, has led on our response and looks forward to continuing to engage with officers and members as your Draft Plan progresses.

Yours faithfully,



Charles Begley

Chief Executive, London Property Alliance

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² [The Crossrail effect: How the Elizabeth line is transforming the capital](#), London Property Alliance/Knight Frank, 2023

Appendix: London Property Alliance representation to the Euston Area Plan Proposed Submission Draft

Deliverability and viability

The regeneration of the Euston Area presents a significant opportunity to support a diverse mix of employment, retail, leisure, cultural and educational uses, helping to reinforce Euston's role as a major centre of activity within central London. Moreover, commercial development plays a critical role in funding infrastructure, public realm, and wider regeneration outcomes.

However, with commercial-led and mixed-use development already facing challenging macro-economic conditions and increasing regulatory complexity, and given the scale and complexity of the Euston Area – particularly in light of HS2 construction, land assembly challenges and infrastructure dependencies – a pragmatic and flexible policy framework is key to ensuring successful delivery.

We ask that the **Plan explicitly acknowledges the need for site-specific viability assessment at the planning application stage**. The Plan should **confirm that policy requirements may be applied flexibly where necessary to ensure deliverable development**. As demonstrated by the Euston Area Plan Viability Assessment (January 2026), **rigid policy targets risk hindering development** at the plan-making stage.

Role of commercial development

The success of the Euston Area as a globally competitive destination depends on the delivery of high-quality, flexible commercial floorspace capable of meeting modern occupier requirements. Whilst the Plan recognises the importance of employment uses, we consider that it should go further in supporting flexible office, life sciences and innovation-led development to contribute to the UK competitiveness on a global scale.

Euston is uniquely placed to accommodate this growth. Its location within the CAZ, proximity to the Knowledge Quarter, and role as a major transport hub mean it should be one of the capital's most productive innovation and employment clusters. The Plan should **place a greater emphasis on prioritising national objectives such as economic growth**, whilst maintaining flexibility in policy application.

The Plan should **clearly position commercial development as a key driver of regeneration**, rather than a residual land use. As our *Good Growth in Central London* research shows, a balanced approach to growth with flexible planning policy in Camden could **unlock 45,100 jobs, 6,300 new homes** and an additional **4.4m sq ft of office floorspace by 2045** – boosting the borough's economy by £11.2bn (GVA) in addition to generating £268m in borough

Community Infrastructure Levy (CIL) and Section 106 (s106) contributions.³ This is in addition to the £37.7bn (GVA) already generated by Camden’s service economy.⁴

Phasing, infrastructure, and HS2 uncertainty

The Plan is currently heavily dependent on the timing and delivery of HS2 and associated infrastructure. Given ongoing uncertainty regarding phasing, funding and delivery mechanisms, we are concerned that rigid policy linkages could stall development. We recommend that the Plan **adopts a flexible phasing strategy that allows development to come forward independently of HS2** where appropriate. This flexibility will be essential to maintaining momentum and confidence during a prolonged construction and transition period.

Design, height, and density

We support high-quality design and contextual placemaking. However, given Euston’s role as a major transport interchange and growth location in central London, the Plan **should fully embrace appropriate density and building heights as a means of delivering the quantum of high-quality office space and new homes needed to support economic growth** and regeneration objectives.

We are concerned **that height guidance is overly restrictive** or insufficiently responsive to site context. Given the Euston Area’s location and function as a major transport hub, we consider it reasonable for height thresholds to be defined by the masterplan boundary rather than the CAZ boundary. We **recommend that the Plan clearly supports tall and high-density development in suitable locations**, to ensure that it can properly capitalise on the investment made in its regeneration and its improved connectivity.

³ [Good Growth in Central London](#), London Property Alliance/Arup, 2024.

⁴ [Regional gross value added \(balanced\) by industry: local authorities by ITL1 region \(current prices, pounds millions\)](#), ONS, April 2025.