

# Area Application

This is an application for definition of the boundary of the “Drummond Street Neighbourhood Forum Area”.

The organisation making this application is the proposed “Drummond Street Neighbourhood Forum” which is a relevant body for the purposes of section 61G of the 1990 Act.

The “Drummond Street Neighbourhood Forum” is capable of being a qualifying body for the purposes of the Localism Act 2011 and is proposing this area application alongside an application for it to be so recognised.

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## 2 BOUNDARY DEFINITION

The exact boundary of the area is defined by the high resolution map file included with our application. A low resolution copy of the map is shown in section 6 ‘Boundary Map’.

## 3 AREA DESCRIPTION

The area is triangle around the junction of North Gower and Drummond Street and bounded entirely by existing larger roads – to the south by Euston Road, to the west by Hampstead Road, and to the east by Melton Street and Cardington Street.

Drummond Street itself is well known for its curry houses and specialist shops.

It is an area of mixed use:

- Residential – St George's Mews and Starcross Street are almost entirely residential with a mix of owner occupied houses and apartments, private rented, social housing and sheltered accommodation. Starcross Street has a public house, the Exmouth Arms at the eastern end. Cobourg Street, North Gower Street are also primarily residential with some offices and retail, including Bengal Canteen, Piccolo Cafe and Speedy's Cafe, known for the filming of the Sherlock Holmes television series.

Tolmer's Square is primarily residential with some retail including the Square Tavern, Oakford Estates, Hair Studio David John and Euston Food and Wine.

- Mixed business and residential – Euston Street and Drummond Street are mainly business premises at ground level with small restaurants and shops, interspersed with houses and flats. The floors above the ground floor are mainly residential. There are mainly small businesses, particularly curry houses and specialist shops, including Ambala, Diwana, Ravi Shankar, the Indian Spice Shop, African Kitchen, Gupta Indian Sweets, Lavender & Rosemary Clinic, I-Optix, DMT Barber, Yamato, the Ashtanga Yoga Centre, Simply Chicken, Cafe Nora, Brizzi's caffè ristorante Italiano, Raavi Kebab, and the Crown and Anchor at the corner of North Gower Street and Drummond Street. West of North Gower Street are Masala Hut, Shah Tandoori, A Taste of India, Looking Good Hair Salon, Crescent Dry Cleaners, Amin Food Store, Costcutter, Falafel Cafe, Sizzling Bombay, Bio Organix Health Store, the Log Nail Spa and Chutneys restaurant.
- Business – Stephenson Way, Melton Street and Cardington Street are primarily business premises with a few halls of residence. They include the Magic Circle, the Royal College of General Practitioners and the Royal Asiatic Society, the Royal College of Ophthalmologists and GMB@work. On the corner of Hampstead Road and Euston Road sits UCLH.
- Institutions and places of social amenity – the Starcross Street Mosque and the UK Islamic Mission; Maria Fidelis School, scheduled to relocate in 2018 or 19. St James's Gardens are being lost for the new HS2 station but replacement open space is to be secured as stipulated in the High Speed Rail (London – West Midlands) Act (the 'HS2 Act') 2017. HS2 Ltd has committed to mitigate the effects of the HS2 scheme by re-providing open space lost as a result of the proposals. The way in which they proposed to do this at the time of the HS2 Act is shown in the Environmental Statement (ES) (HS2 Environmental Statement, CFA1, Euston Station and Approach, page 63) accompanying the HS2 Bill, and in the assurances provided to the Council. Subsequent meetings in 2018 of community representatives with representatives of HS2 Ltd, Arup and Grimshaws Architects, HS2 Ltd's current contractors for station design, have revealed that HS2 may be willing to amend those proposals to provide more appropriate replacement space than the original proposals, nearer to where that space was lost, although there is no guarantee of that at this time.

The area has various hotels including the Wesley Hotel and the Euston Square Hotel; some of the others are to be lost for the new HS2 station.

Along the Hampstead Road can also be found the Hopscotch Asian Women's Centre, the Camden People's Theatre and the Green Light Pharmacy at Laurence Corner.

Drummond Street used to be much longer, extending through to Doric Way to the east of Eversholt Street. The eastern part was lost when Euston Station was rebuilt in 1961. Over the last 50 years, Drummond Street has developed as a unique area in Camden with a number of curry houses, shops and businesses, well-known across London and beyond.

The area includes the formal burial ground of St James's Gardens, the former site of the National Temperance Hospital and the former site of the BHS warehouse and UCL Bartlett

premises. The Euston Area Plan provides that replacement green space will be provided for St James's Gardens 'as close to its original location as possible in the Drummond Street/ Hampstead Road sub area.'

## **4 BOUNDARY DESCRIPTION**

Starting from Euston Circus, the crossroads at the junction of Hampstead Road and Euston Road:

- Proceed easterly along Euston Road towards the junction with Melton Street.
- At Melton Street turn northerly and continue along Melton Street and then Cardington Street.
- Where Cardington Street turns west at the corner of the Thistle Hotel, continue northerly along the wall between the railway tracks on the east and the yard on the west.
- Proceed northerly along that wall with the railway tracks on the east side to the junction with the Hampstead Road, and then turn southerly towards Euston Circus.
- Follow Hampstead Road southerly to rejoin the starting point at the junction with Euston Road.

## **5 BOUNDARY JUSTIFICATION**

The boundary is defined entirely by major or significant roads and by the western side of Euston Station and tracks. That means that the area has, for over a hundred years, always possessed a natural sense of perimeter and identity, and this is the boundary we have chosen to adopt. It is, in a sense, somewhat of an island.

The area boundary was discussed and agreed at two meetings of the Drummond Street Traders (DST) in 2017 and one meeting in 2018, two meetings of the Drummond Street Tenants and Residents Association (DSTRA) in 2017 and one in 2018, and two meetings with representatives of the Stevenson Way Group in 2017. Bilateral meetings were held with representatives of large businesses in the area including University College London Hospital in 2017 and Hodge Jones and Allen in 2018. The proposed neighbourhood area was also discussed at two public meetings on Wednesday 7<sup>th</sup> February 2018 and Monday 12<sup>th</sup> February 2018 in the Camden People's Theatre.

Outside the proposed area, we also consulted the Regents' Park Estate Tenants and Residents' Association, which indicated that it had no interest in forming part of our neighbourhood area. British Land, which manages the Regent's Place site, also indicated that it did not wish to be involved. To the south, the Fitzrovia East neighbourhood area already lies on the other side of the Euston Road west of Gower Street. We understand that another group is working to form a Bloomsbury neighbourhood area south of the Euston road and east of Gower Street. The Amptill Estate to the north already forms part of the Somers Town Neighbourhood Area to the east. We have consulted the Chair of the Camden Town DMC, Fran Heron, who said that she was unaware of any objections. We have consulted with the Somers Town Neighbourhood Forum which has indicated that it does not object. The proposed boundaries do not overlap with any other Neighbourhood Forums.

Resident involvement grew out from the Drummond Street Tenants and Residents Association (DSTRA) which has been continuously active since May 2012.

There are two highly active business associations, the Drummond Street Traders' Association, which represents over 28 businesses and the Stephenson Way Group which represents the Royal College of General Practitioners, the Magic Circle, the Royal College of Ophthalmologists, the Royal Asiatic Society and the Methodist Church. Both have done extensive work in dealing with the impact of HS2 on the area.

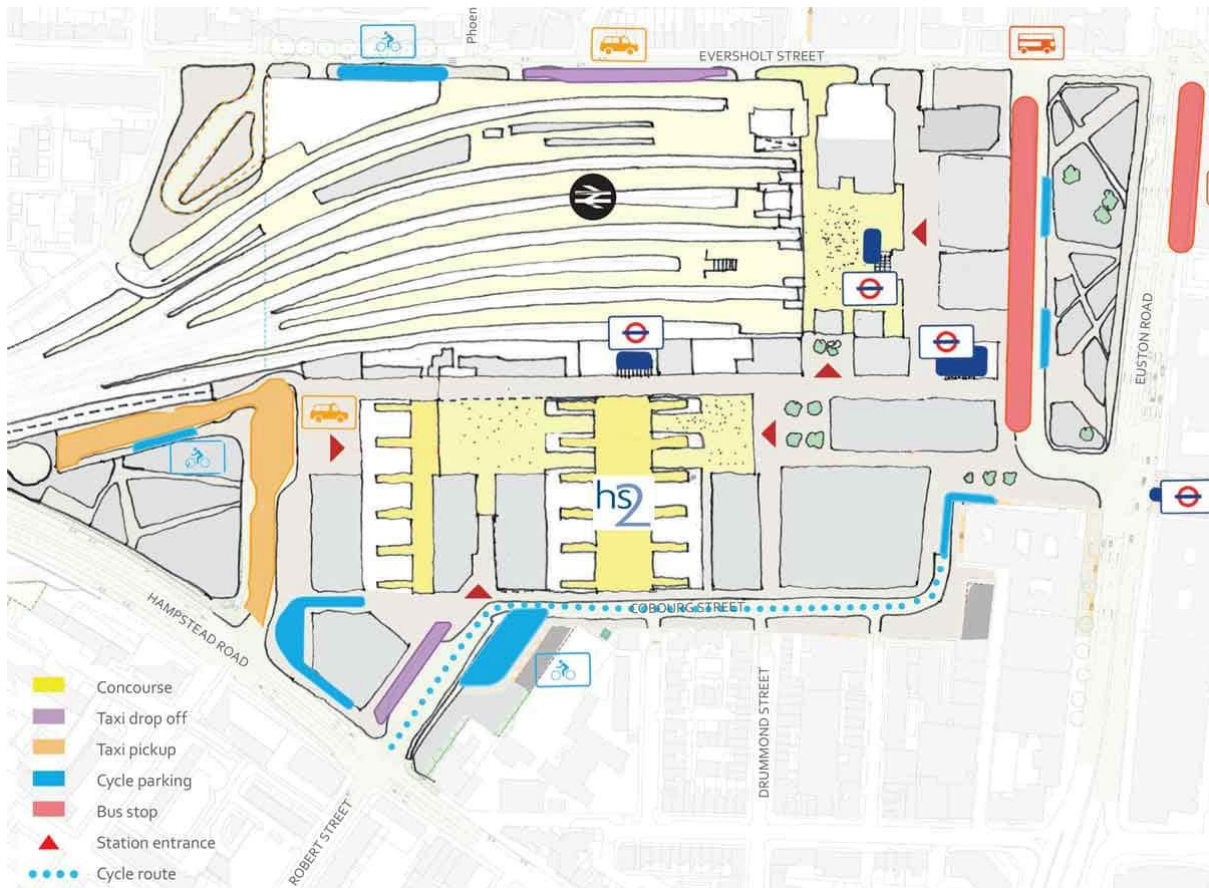
Business involvement began in 2017 and was formally inaugurated in a joint meeting of resident representatives and businesses on the 2<sup>nd</sup> August 2017.

Resident agreement to the proposed boundary was confirmed at the DSTRA AGM on 30<sup>th</sup> January 2018 and at a meeting of the Drummond Street Residents' Association (a smaller association of freeholders who are not eligible to join DSTRA) on 26<sup>th</sup> February 2018. The boundaries of both Associations are not precisely defined although they are both bounded by the Hampstead Road, the Euston Road and by the current west side of Euston Station, which corresponds approximately with the proposed boundary of the Neighbourhood Forum Area.

Business agreement to the proposed boundary was confirmed at a meeting of the Drummond Street Traders' Association committee on 21<sup>st</sup> November 2017 and by the Stephenson Way Group in December 2017.

The Euston Town Business Improvement District ('BID') was first consulted in July 2017, has commented upon the proposals, and has been kept informed by email and orally at meetings of the Drummond Street Traders' Association committee. The BID's representatives do not feel they currently have time to participate in the Forum but they stated that the BID does not object to this application. The most recent comment from the BID's representative stated: 'I hope it goes well and would like to be kept in the loop.'

The proposed forum area includes land designated for use by HS2, some temporarily during construction. The map below shows the state of HS2's intended design as of July 2017, as shown on HS2's website.

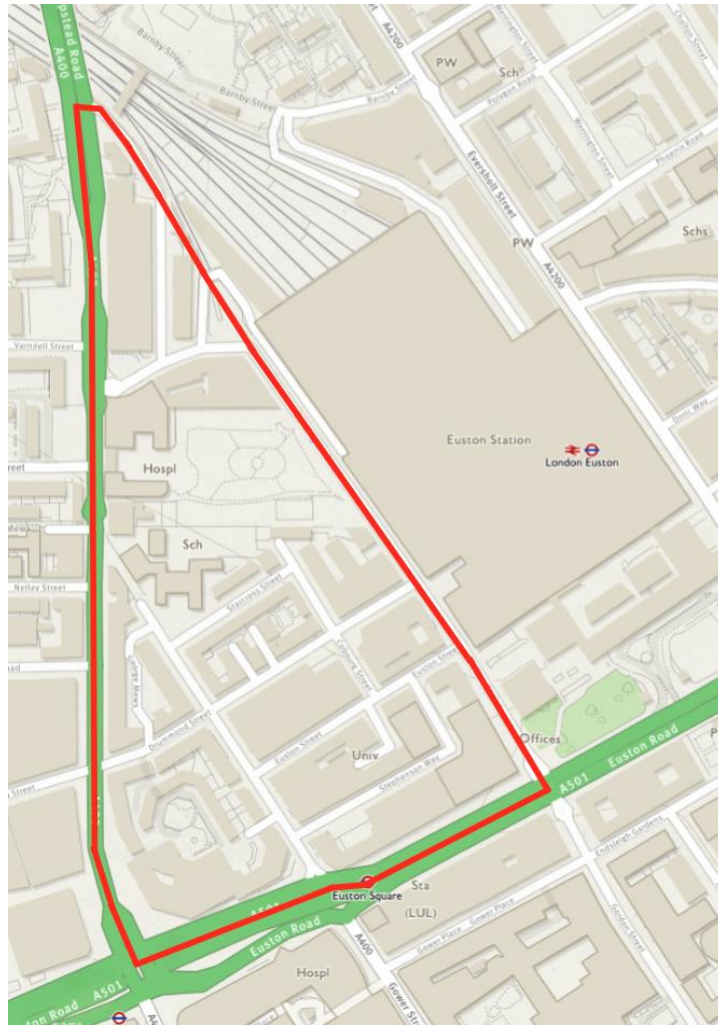


It was suggested to expand the neighbourhood boundary to Eversholt Street so that the entire of Euston Station could be included. We wrote to every business in the existing Station, including Network Rail. We only received one response, from Network Rail, which objected in the strongest of terms to that expansion, although it did not object to neighbourhood planning in areas surrounding its station.

Although HS2 is part of the national transport strategy and therefore outwith the remit of Neighbourhood Planning, the land between Cobourg Street and Euston Station has always been a part of our area and the oversite development above that land will play a profound role in the character of the area. We therefore believe it appropriate to include it.

## 6 BOUNDARY MAP

The figure below is a low resolution copy of the detailed map file attached with this application.



The map below shows the proposed neighbourhood boundary and the boundaries of the Euston Area Plan and the HS2 safeguarding area:



