

# FITZROVIA AREA ACTION PLAN

TRACK CHANGES VERSION SHOWING PROPOSED MODIFICATIONS

PROPOSED SUBMISSION DECEMBER 2012 SEPTEMBER 2013



## Consultation process

Camden Council has decided to consult on the Fitzrovia Area Action Plan – Proposed Submission. Following the consultation, we intend to submit the Plan to the Secretary of State for examination by a government-appointed planning inspector. In the light of representations we receive during the consultation we will also prepare a list of the Council's suggested amendments for consideration by the planning inspector as part of the examination. There will be public hearings as part of the examination, and we anticipate that these will take place in summer 2013.

After the public examination the planning inspector will produce a report into the Plan. The Council will consider the inspector's report and recommendations. If the inspector concludes that the plan is sound and has complied with the necessary legal and procedural requirements, we anticipate that the Council will adopt the Plan towards the end of 2013.

Under the terms of the Town and Country Planning (Local Planning) (England) Regulations 2012, the Fitzrovia Area Action Plan is known as a local plan. The subject matter of the Plan and the area it covers are set out on pages 6 and 7 of this document.

The Plan is intended to supersede Policy LU1 – Schedule of Land Use Proposals in the Camden Replacement Unitary Development Plan adopted June 2006 and the remaining site allocation policies within that Schedule, namely:

- Site no. 7 – Cleveland Street, Middlesex Hospital Annexe, W1
- Site no. 17 – Grafton Way, Odeon Cinema site, W1

- Site no. 39 – 45-50 Tottenham Street, Arthur Stanley House, W1

## How to respond

Representations about the local plan must be received on or before Thursday 31 January 2013. Representations may be made in writing or by email to the following addresses:

Strategic Planning and Implementation  
London Borough of Camden  
6<sup>th</sup> Floor  
Town Hall Extension  
Argyle Street  
London  
WC1H 8EQ

[ldf@camden.gov.uk](mailto:ldf@camden.gov.uk)

When you make your representation, you can also ask the Council to notify you at a specific address of any of the following:

- when we submit the Plan for public examination
- when we publish the report and recommendations of the inspector who carries out the public examination
- when we adopt the Plan.

You can find out more about how to respond on our website by going to [www.camden.gov.uk/ldf](http://www.camden.gov.uk/ldf) and following the link to the Fitzrovia Area Action Plan.

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**PART 1:  
PURPOSE AND SCOPE**

## Purpose and scope

Fitzrovia and the most westerly part of Bloomsbury form is an area where an established residential community lives alongside a rich mix of Central London activities including commercial, university and health uses. An Area Action Plan is needed to deal with the impact of continued development pressure ~~on~~ Fitzrovia, which is now being further fuelled by nearby growth areas. The growth areas are based around redevelopment of Euston mainline station (outside the Plan area to the north east) and Tottenham Court Road tube station (a new Crossrail interchange, outside the Plan area to the south west).

The purpose of this Area Action Plan is to help to shape the future of ~~the~~ Fitzrovia and the western part of Bloomsbury by:

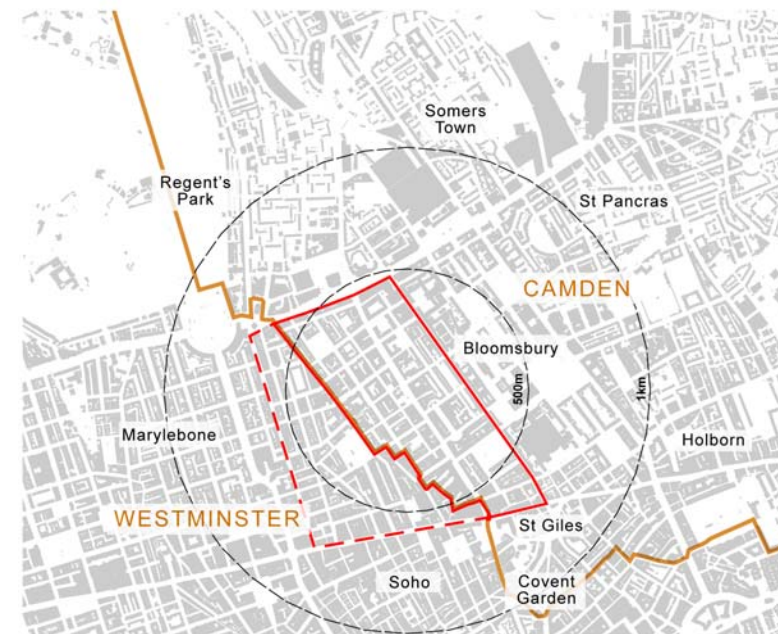
- developing a vision for the area shared by the Council, key community groups and key landowners;
- ensuring that growth takes place in a way that balances the need for residential, institutional and commercial uses and minimises harm to whilst supporting the residential community and its facilities and future needs and protecting and enhancing its amenity and quality of life;
- coordinating development proposals across a number of significant sites; and
- ensuring that growth delivers the maximum benefits to the area.




This Plan aims to ensure that development proposals bring real benefits to the Plan area Fitzrovia, particularly in terms of public open space and other public spaces, housing, affordable homes, community facilities and locally produced energy. It seeks to support sustainable growth of a realistic level and secure the most efficient and effective use of land, while maintaining what makes the area Fitzrovia attractive as a place to live, work and visit.

## Plan Area

Fitzrovia lies between Marylebone and Bloomsbury, straddling the border of the City of Westminster and the London Borough of Camden. This Action Area Plan covers the part of Fitzrovia that lies within Camden and the Plan area merges with Bloomsbury to the east. The area east of Tottenham Court Road is widely considered to form part of Bloomsbury. References to "Fitzrovia" in this document relate to the entire Plan area.

### Area covered by this Area Action Plan [map replaced]



-  Fitzrovia Area Action Plan boundary
-  Area known as Fitzrovia in Westminster
-  Borough boundaries

### Structure of this Area Action Plan

This Area Action Plan considers the *character* that gives Fitzrovia its unique identity and the *challenges* that it faces (Part 2) and uses these as a basis for developing a *Vision and Objectives* for the future of the area (Part 3).

Part 4 of the Plan sets out *Land use principles* which will help us manage the activities in the area to meet these objectives. Part 5 identifies *Character areas* within Fitzrovia and sets out *urban design principles* that will help us meet our objectives for the physical environment by maintaining and reinforcing the elements of the built character that are valued by residents, workers and visitors.

Principles established in Part 4 of the Plan *Land use principles* and Part 5 *Character areas and urban design principles* feed in to Part 6 *Opportunity Sites*. This will inform planning decisions relating to a number of identified sites where we expect development to take place during in the next 15 years, and in some cases in the next 5 years. Masterplanning principles are included to guide development of identified sites that are close together. Key development principles for each site indicate either the preferred use, the preferred range of uses or the possible alternative uses. The *land use and urban design principles* will also guide planning decisions where development proposals come forward on other sites within the Plan boundary that have not yet been identified.

The final section sets out our approach to the *delivery and monitoring* of the Plan, including a Delivery Plan (Part 7).

### Status of the Plan

The Fitzrovia Area Action Plan was adopted as a local plan on [date to be inserted].

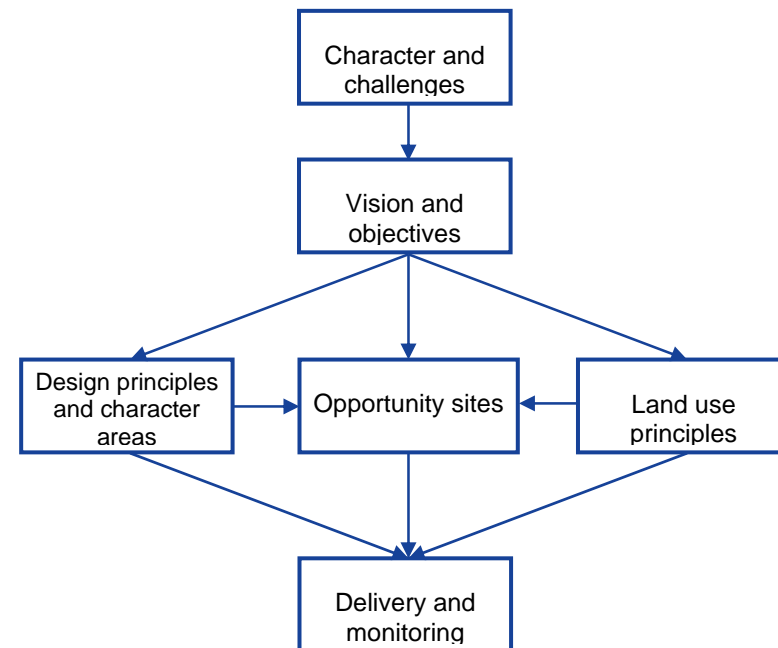
The Plan supersedes the remaining saved policy of Camden Replacement Unitary Development Plan adopted June 2006,

namely Policy LU1 – Schedule of Land Use Proposals, and all remaining site allocation proposals within that Schedule.

### Plan Period

For consistency with Camden’s Core Strategy, this Area Action Plan will run until 2025.

### Fitzrovia Area Action Plan Structure



## Camden's planning framework

The Fitzrovia Area Action Plan will form part of Camden's Local Development Framework (LDF), the set of documents that collectively form the strategy for the future growth and development of Camden and set out the policies we use when the Council makes decisions on planning applications.

The Plan has to:

- be consistent with the Camden Core Strategy 2010-2025;
- be in general conformity with the Mayor of London's London Plan 2011;
- be consistent with national policy in the National Planning Policy Framework (NPPF); and
- take into account Council strategies such as Camden Housing Strategy 2011-2016.

The Plan will help to deliver ~~the~~ ~~their~~ strategic objectives of the Core Strategy, interpreting and building upon the objectives that relate to Fitzrovia, and promote sustainable development in line with the NPPF.

A number of documents in the planning framework are formally designated as development plan documents, and together these form part of the statutory basis for planning decisions.

In addition to the London Plan 2011, the Camden Core Strategy 2010-2025, and the Fitzrovia Area Action Plan (when adopted), the development plan documents include:

- *Camden Development Policies 2010* - detailed planning policies to guide our decisions on planning applications – the Fitzrovia Area Action Plan elaborates on these policies where more specific guidance is needed having regard to local circumstances; and

- *Camden Site Allocations Plan 2013* (~~submission document~~) – Camden's proposals for development of significant sites and buildings outside Fitzrovia - this Area Action Plan allocates Opportunity Sites within Fitzrovia; ~~and~~ ~~Following independent examination, the Site Allocations Plan is expected to be adopted early in 2013.~~
- *Euston Area Plan (draft) - a plan for the area around Euston Station is being prepared by Camden with the Greater London Authority (GLA) and Transport for London (TfL). Camden Council is opposed to the high speed rail project (HS2) terminating at Euston, but whether or not HS2 proceeds the plan will help us maximise the delivery of new and replacement homes, businesses, shops, and associated education, leisure and open space and improved public realm in the area.*



## Planning decisions in Fitzrovia

The National Planning Policy Framework (NPPF) indicates that the Council's approach to plan-making and decision-taking should involve a presumption in favour of sustainable development. Proposed development that accords with relevant and up-to-date plans should be approved, and proposed development that conflicts should be refused unless material considerations indicate otherwise.

We have devised a number of principles for the use of land and the design and layout of buildings, places and spaces in Fitzrovia. These build on the existing policies in Camden's Core Strategy and Development Policies. We have expressed the additional statements in this Plan as principles to indicate that they supplement the existing policies rather than replacing them. However, once adopted the principles will form part of the development plan for Camden.

Proposals for development within the Plan area will always be assessed with regard to relevant principles in the Plan. Proposals which follow the relevant principles in the Fitzrovia Area Action Plan and comply with the relevant policies in Camden's Core Strategy and Development Policies are considered to constitute sustainable development.

Policy F1 sets out how the presumption in favour of sustainable development will operate in conjunction with the Fitzrovia Area Action Plan.

### Policy F1 – Planning decisions in Fitzrovia

When considering development proposals within the boundary of the Fitzrovia Area Action Plan the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. It will always, and will work proactively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with up-to-date land use, design and development principles in the Fitzrovia Area Action Plan (and with the up-to-date policies in the Camden Core Strategy, Camden Development Policies 2010 and, where relevant, any neighbourhood plans) will be approved without delay and applications that conflict will be refused, unless material considerations indicate otherwise.

Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:

- any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or
- specific policies in that Framework indicate that development should be restricted.



### Other documents in Camden's planning framework

Our other planning policy documents do not have statutory development plan status, but are taken into account in making planning decisions and have informed the production of this Plan. These include:

- *Camden Planning Guidance 2011* – this is a group of documents initially adopted in 2011 giving guidance for the whole borough on a range of issues including design, housing, town centres, retail and sustainability, and giving specific guidance on the individual shopping areas in Fitzrovia and Bloomsbury;
- ~~*Planning Guidance for Central London— this gives guidance on food, drink and entertainment and specialist and retail uses and includes specific sections on Fitzrovia and individual shopping areas within it;*~~ and
- *Conservation Area character appraisals, management strategies and management plans* for the Bloomsbury, Charlotte Street, Fitzroy Square and Hanway Street Conservation Areas – these have informed this Plan and will continue to be used to guide and assess development proposals within Fitzrovia and Bloomsbury.

### Viability

The NPPF indicates that attention to viability and costs is required during plan-making and decision-taking. Viability should be considered having regard to the cumulative impact of all existing and proposed policy documents and standards, including national requirements.

The plan-making process for Camden's Core Strategy and Development Policies was informed by viability assessment, and these development plan documents indicate clearly that the Council will take account of viability in decision-taking

(particularly around affordable housing, which is commonly the most costly planning obligation arising from development).

The Area Action Plan has been informed by a *Fitzrovia AAP Viability and Deliverability Study*. The study considers that development is deliverable across the Plan period, having regard to all constraints and requirements arising from the Plan and from the other local, regional and national policies of Camden's planning framework.

The Council considers viability to be a key factor in assessing planning proposals in Fitzrovia and across the borough. In the Plan area, the Council will continue to have full regard to viability as a material consideration in planning decisions, and will also apply the specific viability provisions in the NPPF, the London Plan, Camden Core Strategy 2010-2025 and Camden Development Policies 2010.





## Other background documents

Other studies and reports that have been produced to inform this Plan are:

- *Fitzrovia Open Space and Public Realm Study* – this was commissioned [to inform this plan by](#) identifying opportunities for publicly accessible open spaces and [public realm improvements](#) ~~public realm improvements in Fitzrovia to inform this Plan~~;
- *Evidence Base* – this presents background information and statistics on the population, economy and activities in Fitzrovia and has formed the basis for our understanding of issues facing the area; and
- *Sustainability Assessment and Equalities Impact Assessment* – these have assessed the Plan to ensure that it does not have negative impacts on sustainability or equality.

These documents have been kept under review as the Plan has progressed through each draft and consultation ~~and consultation~~ process, and amendments have been made to the background documents where appropriate. The latest versions of the background documents, including the *Fitzrovia AAP Viability and Deliverability Study*, are available on the Fitzrovia Area Action Plan page of our website at [www.camden.gov.uk/ldf](http://www.camden.gov.uk/ldf)

## Relationship with Westminster's Core Strategy

The planning policy framework for the parts of Fitzrovia in Westminster ~~is are~~ set by Westminster City Council's adopted Core Strategy. This contains a number of specific policies and designations for areas in, or close to, Fitzrovia. This Plan has taken these designations into account to ensure that compatible policies are being pursued for the Camden and ~~the~~ Westminster parts of Fitzrovia.

## Working with our partners

This draft of the Area Action Plan has been guided by a Steering Group involving community groups, landowners and local councillors. We have also had input from other community groups and individuals, as well as a range of officers from Camden Council, Westminster Council and the Greater London Authority (GLA).



## What will the Plan deliver?

The Plan identifies a range of principles, opportunities to provide open space and public realm improvements, and potential development sites (*opportunity sites*). These will help to deliver a range of benefits to Fitzrovia and meet a number of the objectives of Camden's Core Strategy, which are itemised in the Delivery Plan in Part 7 *Delivery and Monitoring*. The , and summarised in the following paragraphs indicate the potential contribution that could be made by the identified opportunity sites and measures, but do not attempt to quantify the total amount of development and facilities that could be delivered throughout the Plan area. The adopted development plan policies and the principles in this Plan will also be applied to other sites in the area to deliver additional housing, open space, community facilities and commercial space.

### Housing

The Plan aims to deliver additional self-contained homes including affordable housing, and a modest increase in student housing. Subject to complying with the principles in this Plan and the relevant development plan policies, development of the identified opportunity sites could potentially provide ~~Around 14,000 sq m of housing (over 100 200 additional~~ self-contained homes ~~while Astor College has potential to provide plus~~ around 100 ~~additional~~ student rooms) ~~could be provided across the opportunity sites~~. Sites expected to provide self contained housing include among others the Middlesex Hospital Annex (Cleveland Street), 80 Charlotte Street and Asta House (55-65 Whitfield Street). Development plan mixed-use policies will also be applied to other sites in the Plan area to require permanent self-contained housing.

### Open Space

Coordinated development of the opportunity sites could provide a number of new public open spaces, pedestrian links and widened footways for seating and planting. High priority projects for delivering new and improved public open space include:

- Bedford Passage – a new pedestrian link with public open space within the block between Howland Street, Charlotte Street, Tottenham Street and Cleveland Street;
- Alfred Place – creation of a new public space by reclaiming part of the carriageway space; and
- The Warren – redesign of the existing space to improve facilities.

### Offices

Subject to complying with the principles in this Plan and the relevant development plan policies, development of the identified opportunity sites could potentially provide around 10,000 sq m of new office floorspace ~~could be provided in Fitzrovia, particularly including additional floorspace~~ at the Network Building (95 Tottenham Court Road) and 80 Charlotte Street.

### Medical / healthcare

Various medical / healthcare facilities could be provided in Fitzrovia, along with refurbishment and consolidation of existing facilities, particularly at Tottenham Mews Day Hospital, the Rosenheim Building (Grafton Way) and the Odeon site (Grafton Way).

### Retail

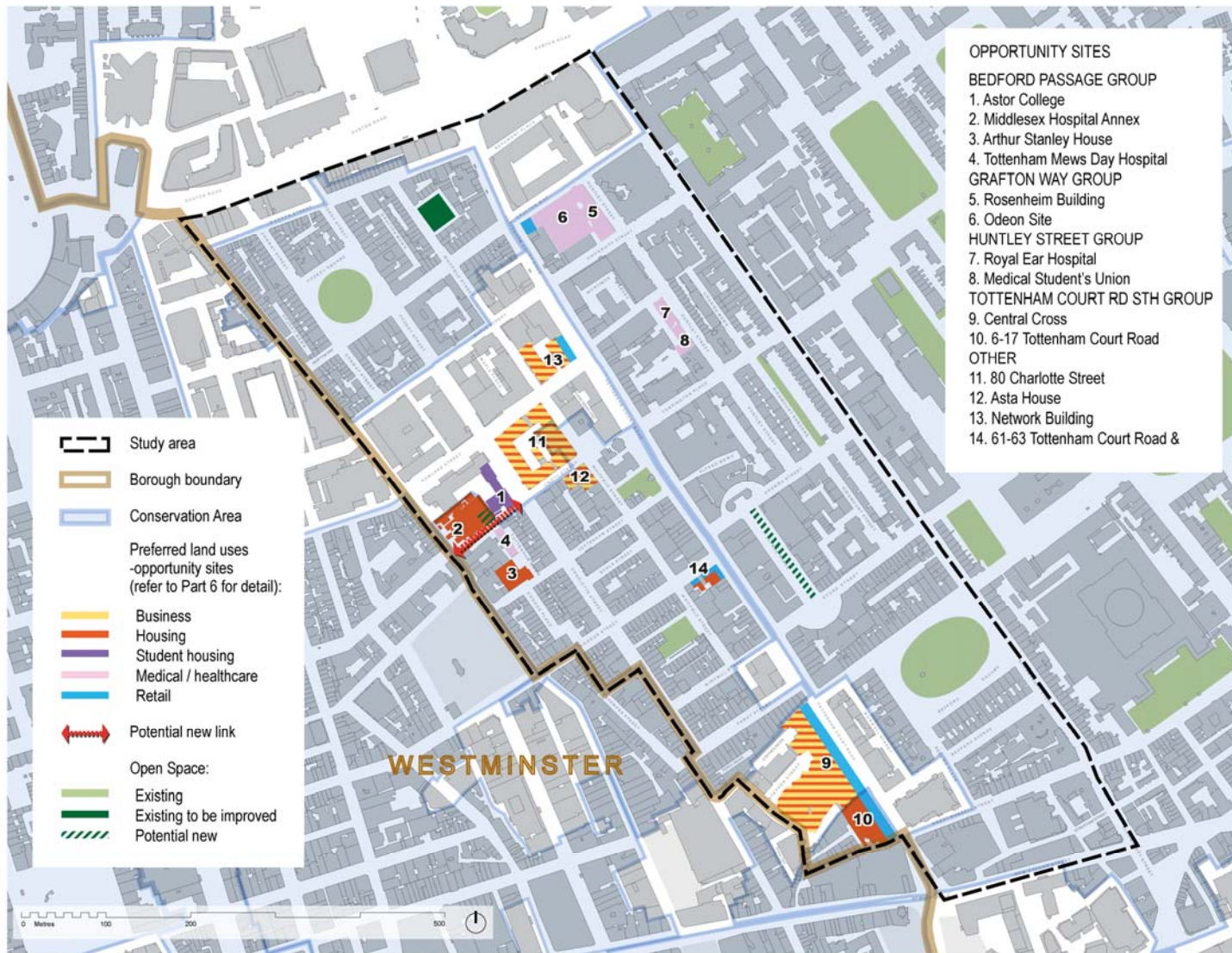
A number of sites could provide additional retail floorspace on the identified retail frontages, such as Central Cross (Tottenham Court Road) and 6-17 Tottenham Court Road.

### **Delivery Plan**

Our detailed Delivery Plan is set out on page 156 of the Area Action Plan.



Area Action Plan **Key Diagram** ~~Key Directions~~ [map replaced]



**PART 2**  
**CHARACTER AND CHALLENGES**

## Fitzrovia's **C**haracter and challenges

The Area Action Plan is based on a thorough understanding of the characteristics that make Fitzrovia what it is and an awareness of how it is likely to change. We have produced a separate Evidence Base document setting out the statistics that feed into this understanding. This section of the Plan:

- describes the features that give Fitzrovia its unique character and considers how Fitzrovia's characteristics differ from those of the whole borough, and
- identifies the issues and challenges that the area faces in the future.
- 



## Fitzrovia's **C**haracter

Key aspects of Fitzrovia's character include:

- a mix of residential, commercial and institutional uses; within the area as a whole, within streets and often within individual buildings;
- a significant residential community, a large number of jobs based in the area, a substantial student population and a lack of affordable homes;
- a contrast between busy commercial streets including Tottenham Court Road and quieter, more residential areas;
- a dense urban feel and limited public open space, relieved by some relatively broad tree-lined streets and long views;
- numerous heritage assets, including Georgian terraces with a harmony of height, windows and materials, contrasting with a variety of modern scales and styles;
- formal squares and grid pattern streets intersected by mews passages and walkways; and
- a fine-grain of small buildings interrupted by mansion blocks, institutional buildings, hotels, and office blocks.

[More detail on specific aspects of Fitzrovia are set out below.](#)

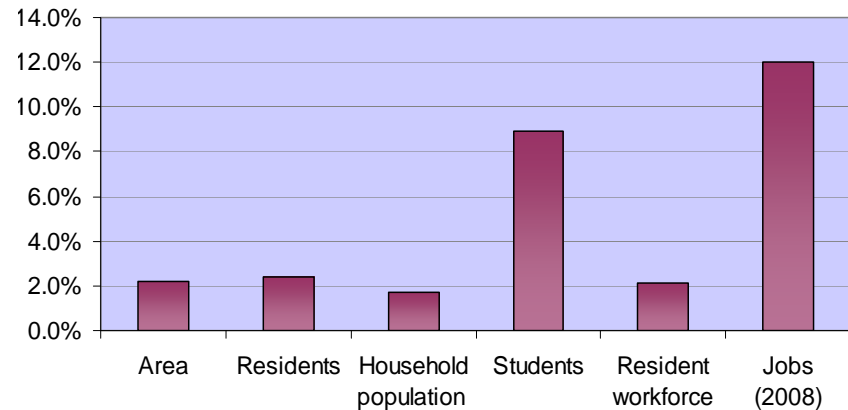
Part 5 of this Plan provides more detail on the built character of Fitzrovia and sets out design principles that take these into account. It also identifies 11 'character areas' within Fitzrovia, describing their individual characteristics and setting out open space, public realm and site-based opportunities to bring benefits to the area.



## Population and homes

- Fitzrovia accommodates a large influx of workers each day of a scale far greater than the size of the resident population. At the 2001 Census the area was home to approx 4,700 people and 28,600 jobs.
- More than a third of the residents in Fitzrovia live in privately rented accommodation, higher than the Camden average. A quarter of Fitzrovia residents are owner occupiers compared to more than a third of Camden residents who own their own home.
- Over a quarter of Camden residents live in council rented properties, while in Fitzrovia the figure is 17%.
- Fitzrovia has large student population (over 1,500 students over 18 in 2001) giving a large part of the community a transient nature. Close to 9% of all the higher education students living in Camden are Fitzrovia residents.
- Fitzrovia's population (excluding students in halls and hostels) is dominated by young adults, with those aged 16-34 making up over 42% in 2001. Fitzrovia's population also has a significantly lower proportion of children than Camden generally.
- There is a higher proportion of homes with only one or two rooms in Fitzrovia (excluding halls, bathrooms, toilets and storage).
- Residential property prices in Fitzrovia in 2007-08 (including the Westminster part) were approx 11% higher than the Camden average.

## Plan area Fitzrovia characteristics as a percentage of the Camden total (2001)



(Source: 2001 Census, 2008 Annual business inquiry)

## Economy

- Fitzrovia provides a considerable proportion of the jobs in Camden (12% in 2008).
- The profile of business sizes in Fitzrovia is broadly consistent with that of Camden as a whole, with around 60% of jobs in small and medium enterprises **with having** under 200 employees. Fitzrovia has a smaller proportion of jobs in businesses with 1 – 10 employees than Camden and a **high** greater proportion in firms of 50-199 employees.
- Fitzrovia was for many years the home of the British advertising industry and there are still several major advertising agencies in the area, including Saatchi & Saatchi and TBWA.
- The main campus of University College London (UCL) is situated on the eastern flank of Fitzrovia in Gower Street, but

the College also owns a number of sites within Fitzrovia, and attracts students, employees and visitors to the area.

- The Plan area contains numerous medical and institutional facilities including University College Hospital (known as UCH or UCLH), which is a major landowner and brings many employees, patients and visitors to Fitzrovia and Bloomsbury the area.
- Tottenham Court Road is a significant retail street contributing to the national and international role of the West End. It is recognised for its concentration of consumer electronics shops at the southern end and grouping of furniture shops further north.
- Other retail areas in Fitzrovia include a concentration of restaurants and bars in Charlotte Street serving local workers and West End visitors; three neighbourhood centres serving local and wider functions; and many specialist shops and art galleries.
- Fitzrovia is also known for its fashion industry which is now mainly comprised of wholesalers and headquarters, although some tailor's workshops still exist.

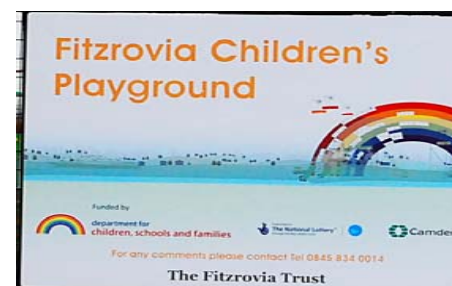
### Open spaces

- There are only three publicly owned and accessible open spaces in Camden's part of Fitzrovia: Crabtree Fields, Whitfield Gardens and the Warren.
- There are also three privately owned open spaces: Bedford Square Gardens, Fitzroy Square Gardens and Ridgmount Gardens.
- Fitzrovia is deficient in public open space and nature conservation sites, with only 0.7 sq m of public open space per resident. The LDF standard for new public open space provision is 9 sq m per resident, while Camden overall has 20 sq m per resident – but this includes the borough's parts

of Regents Park and Hampstead Heath. The need for open space in Fitzrovia is increased by the large numbers of visitors and non-resident workers in the area.

### Community facilities

- A new Fitzrovia Community Centre has opened in John Astor House, Foley Street, Westminster.
- Fitzrovia Neighbourhood Association, a charity giving housing and welfare advice and other services to residents intends to open a new Neighbourhood Centre, replacing their old premises in Tottenham Street, Camden.
- There is one nursery in Camden's part of Fitzrovia (in Whitfield Street) and another in the Westminster part (in Carburton Street).
- There are no primary schools in Camden's part of Fitzrovia, but All Souls Primary School (C of E) is immediately to the west of the area in Foley Street, Westminster.
- Fitzrovia is home to the University College Hospital (UCH) and a number of other specialist medical facilities operated by the UCLH NHS Foundation Trust.
- Camden's part of Fitzrovia has one NHS medical centre providing 7 GPs and a mental health resource centre in Tottenham Mews serving the south of Camden.



## Heritage assets

Fitzrovia and Bloomsbury have ~~has~~ a rich architectural heritage with many special places and buildings from throughout Camden's history. Four conservation areas recognised for their special architectural or historic interest fall wholly or partly within the Plan area Fitzrovia (Bloomsbury, Charlotte Street, Fitzroy Square and Hanway Street).

The Plan area encompasses many listed buildings spanning several centuries. They include the buildings fronting Fitzroy and Bedford Squares; the former Strand Union Workhouse in Cleveland Street (later incorporated into the Middlesex Hospital Annex); the BT Tower; the Rising Sun public house; the Heal's and Habitat stores; the Burton's headquarters and shop in Tottenham Court Road; and the former University College Hospital General Block (the cruciform building).

- Bedford Square and Fitzroy Square are both designated as London Squares giving the gardens statutory protection against development, while Bedford Square Gardens is also included in the English Heritage Register of Parks and Gardens of Special Interest.

## History

- The name Fitzrovia was adopted in the middle years of the 20th Century and is thought to have derived from the Fitzroy Tavern. Fitzroy Square, Fitzroy Street and the Fitzroy Tavern were named after the family that owned the area in the 18th Century.
- The area now known as Fitzrovia was developed in the latter half of the 18th Century as London expanded out from its historic core, with generally spacious streets to the front and mews service streets at the rear, and the townhouse as the prevailing form of development.
- Unlike the larger estates within Bloomsbury where standards of construction were enforced and development formally planned, development in Fitzrovia was more piecemeal, reflecting the various ownerships and individual landowners leasing plots to builders for development.
- By the turn of the 19th Century, Fitzrovia the area had become less fashionable and grand houses were subdivided and rented out. The large rooms made good studios and, as a result, the area became home to many artists, attracted by the low rents. Over time, Bloomsbury Fitzrovia became a notable artistic and bohemian centre ~~and was home to writers such as Virginia Woolf, George Bernard Shaw and Arthur Rimbaud.~~
- Early in the 19th Century, the young Charles Dickens lived in Cleveland Street and Fitzroy Street. Arthur Rimbaud was briefly a resident of Howland Street. Later, Fitzroy Square was home to George Bernard Shaw and then Virginia Woolf.
- Shops began to be inserted into the ground floors of the formerly residential townhouses around Charlotte Street during the 19th Century.
- Towards the end of the 19th century leases on the original Georgian terraces began to expire and many plots east of Tottenham Court Road were combined allowing development of characteristic red-brick mansion blocks and medical buildings.
- In the 20th Century Tottenham Court Road became a focus for the development of larger purpose-built shops for furniture and other goods being made in the local area.
- The area suffered from bomb damage during World War II ~~WWII~~ which led to larger scale development in some parts of the area.



Heritage Assets [\[map replaced\]](#)





## Context and challenges

The Fitzrovia Area Action Plan is being prepared in the context of social, economic and physical changes. Some of the issues and challenges that we need to consider when planning for Fitzrovia's future are set out below.

### **Balancing Securing residential facilities and amenity and the balance with commercial and institutional activity**

Fitzrovia is home to a considerable significant residential population, including a significant proportion of students. The area also attracts a large influx of workers, students and visitors each day to its offices, academic institutions and shops, and in the evening to the bars, restaurants, cinema and other entertainment establishments. Workers, students and visitors are critical to the vitality and economic success of parts of the area. However, these groups do not necessarily support the shops and services valued by longer term residents. Furthermore, high levels of activity, particularly in the evening, can be damaging to the amenity and quality of life of those living in Fitzrovia. This Plan aims to address the challenges of securing a balance between commercial/institutional activity and the amenity of local residents, and of providing calmer streets and spaces along with active frontages and interesting streetscapes.

### **Adjacent Growth Areas**

The London Plan and the Camden Core Strategy recognise potential for significant growth in jobs and homes in two locations at the edge of Fitzrovia – at Euston and Tottenham Court Road (these are known as Growth Areas in the Camden Core Strategy 2010-2025 and Opportunity Areas in the London Plan). Growth in these areas is likely to place additional pressure on Fitzrovia by attracting additional visitors and businesses.

### Growth areas **[map replaced]**



- *Euston*. This Growth Area is focussed on Euston Station, and adjoins the Action Plan Area at the junction of Euston Road and Tottenham Court Road. The Core Strategy indicates that development at Euston could provide around 1,500 homes, around 70,000 sq m of business space and a significant amount of retail floorspace. However, this pre-

dates the [high speed rail project \(HS2\) proposals](#) and if HS2 is constructed it is likely that a greater scale of development will occur. [A Euston Area Plan is currently being prepared and will include proposals for the Growth Area – see page 8 of this Plan for more details.](#)

- *Tottenham Court Road.* This Growth Area is focussed around the Tottenham Court Road Underground/ Crossrail Station and overlaps with Fitzrovia at the southern end of Tottenham Court Road. Parts of the Growth Area are in the City of Westminster, including the station sites and two sites adjacent to the Action Plan area (4-48 Oxford Street/ 1-5 Tottenham Court Road and 35-50 Rathbone Place). The London Plan anticipates at least 600 new homes and 5,000 new jobs will be provided in this Growth Area. We expect around 60% of the homes and more than half of the jobs to be provided within the Camden part of the area.

### **Responding to development pressures**

The coexistence of different uses is a highly valued aspect of Fitzrovia and central to the character of the area. Although growth can bring benefits to the area, some development pressures threaten components of this mix. For example, small retailers are under pressure from high rents and competition from larger stores in cheaper areas. There is also pressure to convert some commercial premises to housing, particularly lower cost premises that accommodate small and medium-sized businesses. Meanwhile, the expansion of a number of institutional sites in the northeast of Fitzrovia has led to the closure of others elsewhere. This Plan seeks to respond to these pressures by identifying uses that should be retained in Fitzrovia and identifying opportunities for growth to deliver better facilities for local residents.

### **Crossrail and High Speed 2**

The east – west Crossrail link is currently under construction and planned to be operational around 2018. The new station and

ticket halls in Tottenham Court Road and Oxford Street are a major driver of commercial development, will attract additional visitors, businesses and commercial development to Fitzrovia and alter pedestrian movements in the area.

In January 2012, the government announced its decision to proceed with the High Speed Two (HS2) rail link from London to Birmingham (and later to Manchester and Leeds and ultimately Scotland), with a rebuilt London terminus at Euston Station. Camden Council opposes, and has legally challenged, these proposals. Even if HS2 does not proceed, it is expected there will be an increase in passenger numbers to a redeveloped Euston Station which could attract more visitors, businesses and commercial development to Fitzrovia.

### **The pedestrian environment**

In contrast to the busy neighbouring Oxford Street and Euston Road, Fitzrovia is regarded as being a desirable place for pedestrians to wander. However, there are some negative aspects to Fitzrovia's pedestrian environment. For example, streets such as Tottenham Court Road, Howland Street and Maple Street are 'traffic canyons', where high volumes of traffic detract from the quality of the surrounding environment. Also, late 20th Century development has led to the closure of some mews and alleyway routes to pedestrians. This Plan aims to address these challenges by identifying opportunities for increased and enhanced space for pedestrians and for more pedestrian routes through street blocks.

### **Public open space**

Fitzrovia has a severe shortage of public open space. To tackle this challenge we commissioned the Fitzrovia Open Space and Public Realm Study. This Plan incorporates opportunities to create new public open space and improve streets and spaces identified in the Study.





### **Fitzrovia's unique historic character**

The mix of land uses, the small scale and fine grain of most development, the listed buildings, conservation areas and the history of Fitzrovia create a unique place which is highly prized by residents and visitors. This Plan identifies the things that give Fitzrovia its unique character and seeks to ensure that they are preserved.

### **Main roads, junctions and spaces**

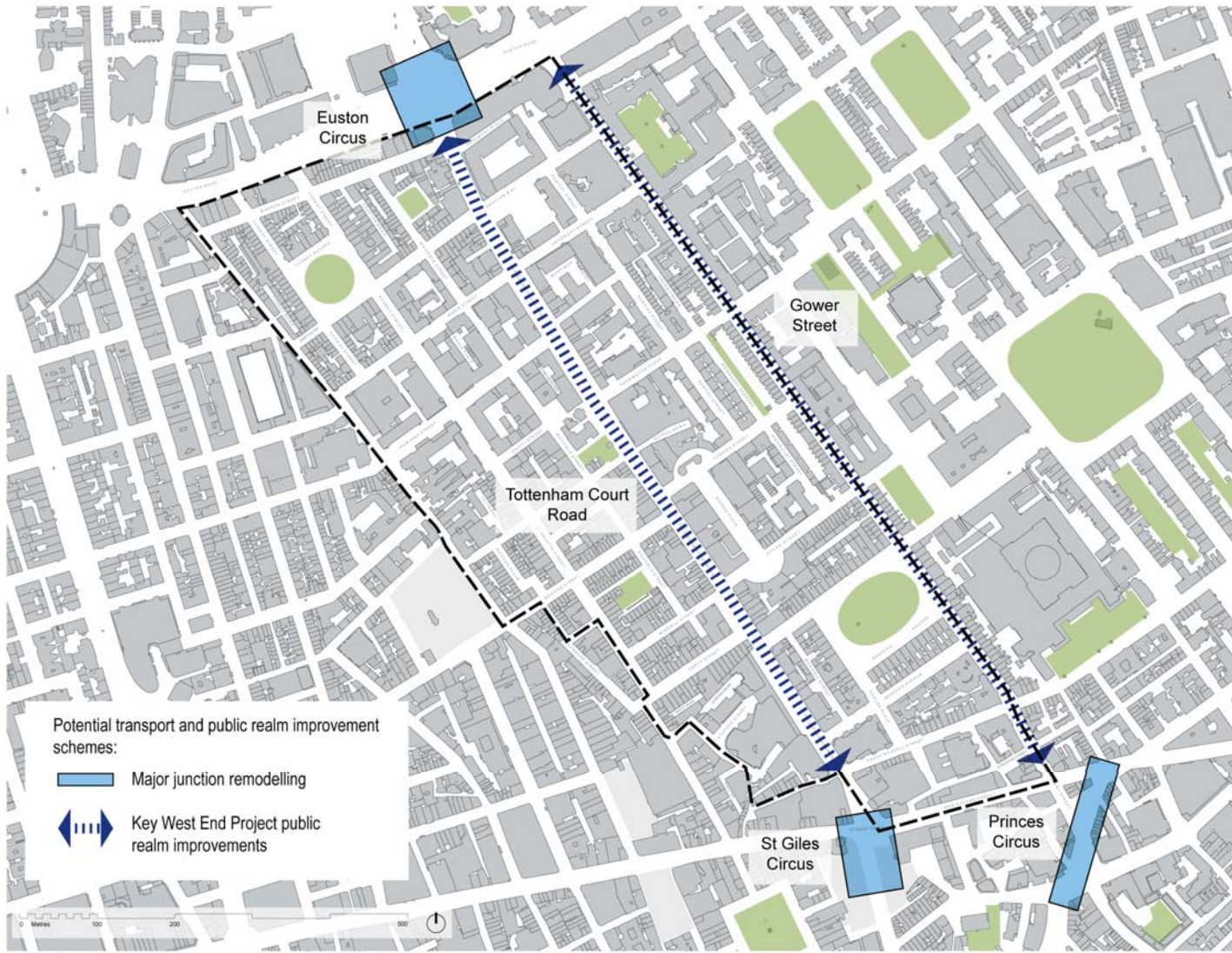
In conjunction with Transport for London and the City of Westminster, the Council is exploring changes to main roads and junctions between Euston and St Giles. This work is known as the West End Project and aims to create more civilised streets with less traffic, lower traffic speeds and better public spaces on the street. ~~that would create simplified pedestrian crossings, more paved public space and additional tree-planting.~~ These changes would involve ~~two-way working in~~ a more attractive Tottenham Court Road ~~and Gower Street~~ with wider footways, and remodelled junctions at Euston Circus (above Euston Underpass), St Giles Circus (the south end of Tottenham Court

Road), Cambridge Circus (Shaftesbury Avenue/ Charing Cross Road) and Princes Circus (Shaftesbury Avenue/ High Holborn). Alterations to traffic flows on these roads and junctions could have a significant influence on traffic and pedestrian movements across Fitzrovia, Bloomsbury and beyond. More information on the potential outcomes within the Plan area are set out in Part 5 Character Areas and Urban Design Principles (see pages 96 and 97).

Although funding has been secured for works to some junctions, the wider project ~~(including two-way working)~~ needs fuller exploration and public consultation before formal decisions can be taken. Remodelling of St Giles Circus ~~would be needed for two-way working and~~ cannot take place until the Crossrail construction has been completed and Charing Cross Road released from the construction site. The possible changes and their impacts are an important part of the context for the Area Action Plan, but the Plan cannot make direct provision for them at this stage.

The proposals for the West End Project are currently being refined through extensive consultation with community groups and other interests and are expected to be ready for wider public consultation in late 2013.

Main roads and junctions **[map replaced]**



**PART 3:  
VISION AND OBJECTIVES**



## Introducing the vision and objectives

Our overall vision and objectives for Fitzrovia are set out below. These address the issues and challenges that are identified in Part 2 and set our aspirations for future development in the area. The objectives are consistent with, and will contribute to the delivery of, the overarching objectives set out in the Camden Core Strategy. They also respond to Fitzrovia's context and identity, seeking to enhance positive characteristics, as well as taking into account the issues raised during consultation and engagement and the meetings of the steering group.

The vision for Fitzrovia is:

### To optimise the benefits of future growth to create a harmonious co-existence of uses and users

To achieve this vision, we have developed four objectives:

- ensuring growth takes place in a way that strikes an appropriate balance between residential, institutional and commercial uses and addresses the its impact of growth on residential amenity;
- supporting the residential community by providing a range of facilities, services and places ~~that sustain and support local to meet~~ resident's existing and future needs and protecting and enhancing residential amenity and quality of life;
- creating a high quality physical environment; and
- ensuring securing an environmentally sustainable future.

The objectives are explained in more detail below.

### Ensuring growth takes place in way that strikes an appropriate balance between residential, institutional and commercial uses and addresses the impact of growth on residential amenity

Part 2 above of this Plan identifies a need to ensure that growth and development in Fitzrovia addresses the challenge of balancing commercial activity and other uses with the amenity of those living in the area. We will address this objective through:

- supporting sustainable development to deliver the aims of Camden's Core Strategy and optimising the benefits for Fitzrovia;
- supporting residential communities by protecting amenity and improving quality of life;
- seeking to enhance the strategic economic role of the area;
- achieving more, well-designed affordable housing (including social rent) that supports a mixed, diverse local population, and delivering high quality market housing;
- promoting small and medium scale businesses and independent and specialist shops;
- managing the area's night time economy in a way that safeguards the amenity of local residents;
- guiding commercial and institutional uses to the most appropriate locations, taking into account the area's residential population;
- enhancing the relationship with between the area's residents, major institutions and landowners through their ongoing involvement in the AAP Plan's Steering Group.

Principles 1 and 4 to 9 in Part 4 of this Plan seek to address the impact of growth by promoting housing and affordable housing,

protecting residential amenity, supporting independent shops and small businesses and directing growth to appropriate areas.

Our Delivery Plan is set out in the table on page 156.

**Supporting the residential community by providing a range of facilities, services and places that sustain and support local to meet residents' existing and future needs and protecting and enhancing residential amenity and quality of life**

Part 2 of the Plan highlights the deficiency of public open space in Fitzrovia and identifies the importance of providing of community facilities in the area. We will address these issues by:

- identifying opportunities to create new publicly accessible open and green spaces, including spaces within streets and public areas, within development sites and on roof-tops; and
- supporting and enhancing community facilities such as play equipment and public toilets.

Principles 2 and 3 in Part 4 of this Plan seek to ensure that new development contributes to provision of open space and community facilities where it increases the need for them.

Our Delivery Plan is set out in the table on page 156.



### **Creating a high quality physical environment**

Fitzrovia is characterised by its mix of land uses and its architectural quality. As identified in Part 2, much of the area is recognised for its special architectural or historic interest and its character and appearance. We will address this objective through:

- protecting and enhancing the valued character of Fitzrovia, including maintaining the quiet residential streets which sit alongside busy commercial thoroughfares;
- promoting high quality design that responds to its surroundings and local character;
- enhancing the interaction between streets and the ground floors of buildings by removing visual clutter and encouraging high quality design;

- improving streets and public spaces and making it easier for pedestrians and cyclists to get around the area; including creating routes through developments where appropriate;
- reducing the impact of traffic through improvements to key routes and junctions, while maintaining the quiet character of less busy streets;
- promoting the safety and security of those who live in, work in and visit Fitzrovia;
- preserving and enhancing the area's many heritage assets and their settings (including assets that are not specifically protected by listed building or conservation area status).

Part 5 of this Plan summarises the elements of our adopted Core Strategy and Development Policies documents that seek to achieve high quality environment, for example by expecting development to respect local character and the setting and scale of existing buildings. Part 5 identifies 11 'character areas' in Fitzrovia and sets out principles to ensure that development reflects their characteristics and qualities. Design principles for identified Opportunity Sites are given in Part 6.

Our Delivery Plan is set out in the table on page 156.

### Ensuring an environmentally sustainable future

A sustainable Camden that adapts to a growing population is one of the four themes with the overall vision of Camden's LDF Core Strategy. We will seek to achieve this aim within Fitzrovia by:

- ensuring all buildings are as environmentally friendly as possible;
- identifying opportunities for local energy generation;
- expecting developments, new and existing, to minimise, mitigate and adapt to the impacts of climate change;

- expecting development to be car-free or car-capped in order to minimise the environmental impact of car use and release land for improvements to streets and public spaces.

Principle 10 in Part 4 seeks to promote sustainability by minimising carbon emissions, particularly through promoting local energy networks.

The vision and objectives set out above have been used as the starting point for the development of the land use principles, character areas and opportunity sites in Parts 4, 5 and 6, which provide further detail on the measures we will take to achieve the aspirations set out in the vision and objectives.

Our Delivery Plan is set out in the table on page 156.





**PART 4**  
**LAND USE PRINCIPLES**

## Existing land use policies

Part 4 sets out *Land use principles* which will help us manage the activities in the area to achieve our *Vision and Objectives* for Fitzrovia set out in Part 3 of the Plan. Objectives that are particularly relevant to land use principles are:

- ensuring balancing growth takes place in a way that strikes an appropriate balance between residential, institutional and commercial uses and addressing its addresses the impact of growth on residential amenity;
- supporting the residential community by providing a range of facilities, services and places; and
- ensuring an environmentally sustainable future.

These *Land use principles* do not seek to guide every activity that takes place in Fitzrovia, but are directed towards those land-uses where a Fitzrovia-specific approach to applying our LDF policies is needed to achieve the Plan's objectives.

Consequently, this section needs to be read alongside the full range of policies in Camden's Core Strategy 2010-2025 and Development Policies 2010.

Camden's Core Strategy policies CS5 and CS9 seek to support strong residential communities and address the balance between development that supports Central London's role as the focus of capital city functions and development that meets the needs of local communities. These aims have particularly informed the land-use principles for Fitzrovia. The issues raised by policies CS5 and CS9 and by related parts of Camden's Development Policies 2010 are summarised in the text box here, but the policies should be referred to in full in relation to prospective developments.

### Achieving a successful Central London and managing the impact of growth

Development in Fitzrovia should help to minimise the impact of growth and development (policy CS5) and achieve a successful Central London (policy CS9) by:

- balancing the needs of development that supports Central London's economic, social and cultural role with the needs and characteristics of the local area and community;
- supporting Central London as a focus for homes, offices, hotels, shops, and medical, educational, cultural and research institutions (see also policies CS1, CS5, CS6, CS7, CS8, DP1, DP10, DP12, DP13, DP14);
- seeking to ensure that development contributes towards strong and successful communities by protecting residential amenity and supporting community facilities (see also policies CS10, DP15, DP26).

Although *Land use principles* are presented separately from the *Character areas and urban design principles* in Part 5 of the Plan, they are heavily inter-related, with fine-grained building patterns favouring independent retailers and/ or housing and larger plots favouring corporate offices and institutions. Considerations of future land use should not be considered against Part 4 of the Plan in isolation. For a summary of policies that relate more closely to urban design, please see page 66.

## Housing and affordable housing

### Principle 1

#### The Council regards housing as the priority land use of the Local Development Framework.

The Council will promote the development in Fitzrovia of permanent self-contained housing (in Use Class C3) unless there are strong economic reasons why such development would be inappropriate.

In applying mixed-use and affordable housing policies the Council will aim to ensure that:

- additional non-residential floorspace is matched wherever possible by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development, and
- where housing and affordable housing contributions in Use Class C3 are required, they are provided on the development site or elsewhere in reasonable proximity to the development site, and within the Plan area wherever possible.

Where student housing is proposed in association with the development of additional non-residential floorspace for an educational institution, the Council will positively consider off-site provision, including provision outside the Plan area.

The Council will negotiate to seek the maximum reasonable amount of affordable housing, and to seek types of affordable housing that are appropriate in the context of the high house prices and market rents in Fitzrovia and the incomes of households in need of affordable housing.

When considering the mix of homes of different sizes in development, including the conversion of existing homes, the Council will seek to ensure a supply of large homes available to:

- households who currently suffer from overcrowding, and
- growing families who would otherwise need to seek larger housing elsewhere.

The Council will not attach the highest market dwelling size priority to 2-bedroom homes in Fitzrovia.

The Plan's objectives include supporting residential communities and achieving more housing and affordable housing. These objectives are consistent with the Camden Core Strategy 2010-2025, which states that the Council regards housing as the priority land-use of Camden's Local Development Framework. Camden's Core Strategy also indicates that the Council will seek a variety of housing types suitable for different groups. In pursuing the Area Action Plan's housing objectives, the Council will seek types of housing suitable for the groups identified in the Core Strategy, including families, people with mobility difficulties and older people.

Thirteen ~~Eleven~~ of the Plan's Opportunity Sites are potentially able to contribute to the development of additional self-contained homes. However, given the mixed-use character of the area, these sites are not allocated exclusively for housing. Furthermore, ~~the preferred use of up to~~ up to five of these sites is may be developed primarily for medical or healthcare uses, ~~which may prevent inclusion of new homes~~. To meet the Plan's objectives the Council will therefore seek to maximise the delivery of housing from unallocated sites within Fitzrovia, including development of underused and vacant properties for housing (taking into account any other uses needed), and

inclusion of housing alongside non-residential uses as part of mixed use development.

The National Planning Policy Framework (NPPF) indicates that in areas of housing need, councils should generally approve conversion of commercial buildings (in the B use classes) to housing, unless strong economic reasons would make this inappropriate. Principle 1 is consistent with the national policy. Many of the office premises in the Plan area were originally designed as homes, and residential conversion of some of these properties may be appropriate. In particular, many of the Listed townhouses surrounding Bedford Square are currently in business use. Some residential conversion in Bedford Square could have heritage and community safety benefits by securing the restoration of original features and increasing levels of activity and natural surveillance outside office hours. When considering proposals for conversion from business to residential use, the Council will have regard to relevant development plan policy criteria for retention of business use and Principle 4 of this Plan supporting small and medium enterprises.

Existing Policy DP1 in Camden's Development Policies indicates that where more than 200 sq m of additional floorspace is provided, up to 50% of all additional floorspace in appropriate schemes should be provided as permanent self-contained housing. The housing should be provided on-site wherever practical. Principle 1 sets out the Council's particular approach for Fitzrovia, where we will aim to maximise the floorspace of the residential component so that it matches the non-residential component (ie achieves the full 50%).

The NPPF indicates that policies should seek development that creates an appropriate mix of uses. The NPPF also indicates that policies should seek mixed and balanced communities and secure any necessary affordable housing on the development site unless an off-site contribution can be robustly justified. The policies of the Camden Core Strategy 2010-2025 and Camden

Development Policies 2010 comply with the NPPF by seeking mixed-use development and creation of mixed and inclusive communities, and expecting on-site affordable housing contributions unless they cannot practically be achieved. To support the existing mixed-use character and mixed residential communities of Fitzrovia, Principle 1, and will seeks to ensure that permanent self-contained housing and any affordable housing required is delivered on-site or nearby (ideally within 500 metres) within the Plan area. Where no alternative site is available within the Plan area, the development is at the edge of the Plan area, or the developer's land-holdings are predominantly outside the Plan area, the Council may accept provision outside the Plan area provided it is still close to the development site (ideally within 500 metres).

Camden's Development Policies 2010 indicate that housing provided through Policy DP1 should generally be permanent self-contained housing in Use Class C3. However, where additional non-residential floorspace is being provided for a higher educational institution, student housing may be an acceptable alternative.

Part 2 of this Plan *Character and challenges* notes that Fitzrovia has a high proportion of students and private rented accommodation, and consequently a large part of the community is made up of short-term residents. To support retention of a community of longer-term residents, Principle 1 provides greater flexibility in Fitzrovia for off-site provision of any student housing sought through Policy DP1. We will guide proposals for student housing towards existing student housing sites (more details are given in *Principle 7 Student housing* below) or to locations outside the Plan area that are accessible to the institutions it will serve.

The types of affordable homes provided in Fitzrovia will be carefully assessed to ensure that they are genuinely affordable to the households that need them. High local house prices mean



~~that cost of intermediate housing including shared ownership homes will usually exceed the affordability limit should be affordable to households whose annual income is in the range set by out in the London Plan 2011 and subsequent London Plan Annual Monitoring Reports. Market rents are beyond the reach of many families in housing need, already exceed existing housing benefit caps in Fitzrovia, and from April 2013 it is likely that overall limits on benefits will mean many households are unable to afford as much as 50% of market rents. The Council will take these factors into account~~ When seeking the maximum reasonable proportion of affordable housing, ~~and the Council will support encourage~~ the provision of ~~social rented housing and genuinely~~ affordable ~~rented~~ housing ~~that costs no more than 80% of local market rent (including service charges where applicable) and give priority to family homes at or around the level of guideline target rents as resources and development viability permit.~~ Camden Planning Guidance CPG2 *Housing* provides more details about ~~how the Council will implement development plan policies for the types of~~ affordable housing ~~that the Council expects.~~

Over 30% of Fitzrovia homes have only 1 or 2 rooms (Census 2001, definition excludes halls, bathrooms, toilets and storage). Overcrowding is the most common element of housing need across the borough, and is also prevalent in Fitzrovia. However, compared with the borough, children are significantly under-represented in the area's households. The lack of large housing, both in the affordable sector and at the cheaper end of the market sector, limits opportunities for overcrowded households and young families to remain in the area. In Fitzrovia the Council will operate its policies on home sizes and conversions to increase the availability of housing for growing and overcrowded families. We will expect all residential development to include large homes, as required by Policy DP5 of Camden Development Policies 2010. The accompanying Dwelling Size Priorities Table will not apply to ~~2-bedroom~~ market homes in

Fitzrovia, and the Council will ~~not~~ attach ~~a high dwelling size priority to market homes with 3-bedrooms or more, a medium priority to those with 2-bedrooms and a lower priority to those with 1-bedroom~~ ~~the highest priority to 2-bedroom homes or aim for them to form 40% of new market home provision.~~

#### Relevant Area Action Plan objectives

Contributes to the key objective *ensuring growth takes place in a way that strikes an appropriate balance between residential, institutional and commercial uses* ~~addressing the impact of growth~~ by supporting residential communities and achieving more, well designed affordable housing

#### Relevant parts of Camden's Core Strategy and Development Policies

Policy CS1 – ~~Distribution of growth~~ ~~Mixed use development~~

Policy CS6 – Providing quality homes

Policy CS9 – Achieving a successful Central London

Policy DP1 – Managing the impact of development on occupiers and neighbours

Policy DP2 – Making full-use of Camden's capacity for housing

Policy DP3 – Contributions to the supply of affordable housing

Policy DP5 – Homes of different sizes

#### Relevant parts of Westminster's Core Strategy

Policy CS1 – Mixed use in the Central Activities Zone

Policy CS15 – Meeting housing needs

Policy CS16 – Affordable housing

### Relevant parts of the London Plan

Policy 2.11 – CAZ strategic functions

Policy 3.3 - Increasing housing supply

Policy 3.8 - Housing choice

Policy 3.10 - Definition of affordable housing

Policy 3.12 - Negotiating affordable housing on individual private residential and mixed use schemes

Policy 4.3 – Mixed use development and offices

## Public open space

### Principle 2

The Council will expect development in Fitzrovia that increases the use of open space ~~also to provide or support the provision of publicly accessible new on-site public~~ open space. Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity. Provision should be made on site wherever possible.

The Council will implement a range of proposals set out in this Plan to increase and enhance the availability of public open space in Fitzrovia, with particular priority given to green spaces and recreation space for older children.

Public open space has a wide range of functions, including providing for sport, informal play, exercise, less formal recreation, experience of the natural environment, support of biodiversity, sustainable urban drainage, improving

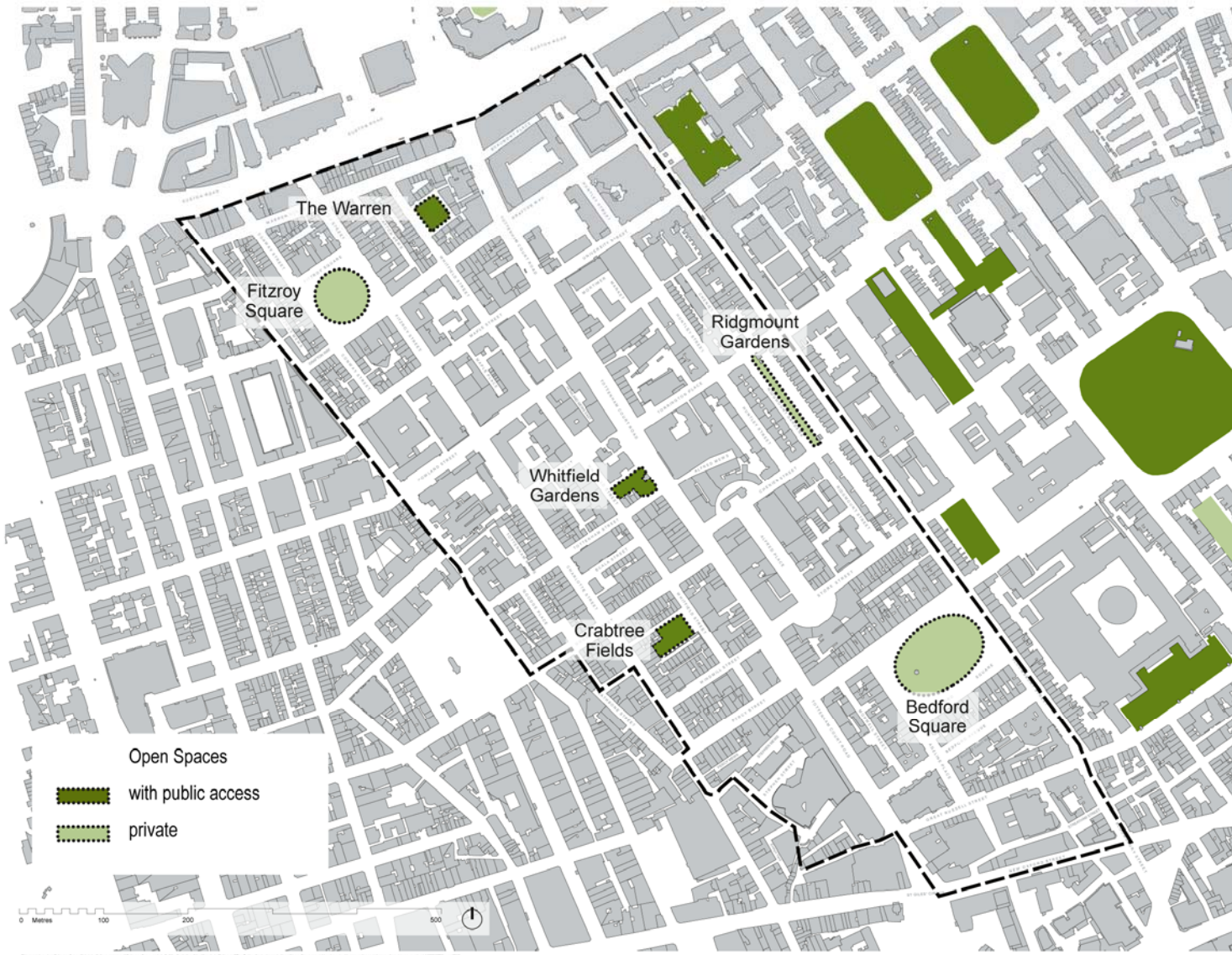
microclimates in urban areas, giving focus and structure to the surrounding area and contributing to the heritage value of the area.

There are 3 publicly owned and accessible areas of off-street public open space in Fitzrovia, each covering approximately 1,000 sq m, amounting to less than 0.7 sq m per resident. There are no designated sites of nature conservation interest within the Plan area. More substantial public open spaces are available at Russell Square and at Regent's Park (which is also a site of nature conservation interest), but these are more than 500 metres from most of Fitzrovia. There are impressive formal squares in the area at Fitzroy Square and Bedford Square. The streets around these squares provide significant paved areas for relaxation, but the central gardens are privately owned and are not generally open to the public.

Fitzrovia is considered to be severely lacking in public open space and access to nature conservation interest. There has been a steady growth in the number of residents and employees in Fitzrovia in the last 20 years. However, no addition to green public open space has been provided in the area since Crabtree Fields was laid out in 1985.

The Plan's objectives include identifying opportunities to create new publicly accessible open and green spaces. The Plan's Steering Group commissioned a Fitzrovia Open Space and Public Realm Study to identify opportunities to add to publicly accessible open spaces. Many of the study's suggestions have been incorporated into the Plan and details of the proposals appear primarily in Part 5 Character areas and urban design principles. Part 7 Delivery and Monitoring includes a Delivery Plan, which brings together the proposed measures relating to open space together with indicative information about the priorities attached to them.

Public open spaces [\[map replaced\]](#)





Suggestions incorporated in the Plan will be used to inform how we negotiate with developers to seek open space in association with development, negotiate with landowners for public access to private land, how we negotiate with other bodies such as the GLA for funding to support provision, and how the Council spends financial contributions from development.

Fitzrovia currently has only one public grassed area (Crabtree Fields) and one games court available for older children (The Warren). Green spaces and recreation space for older children will be particular priorities where an opportunity to provide additional open space arises. We will also seek opportunities throughout the area to provide green features and add to biodiversity and sustainable urban drainage through measures such as tree planting, soft landscaping, roof gardens and green and brown roofs.

### Providing for occupiers of new development

Camden Development Policies 2010 indicates that developments that increase the resident, worker and visitor populations of the borough will add to demand for public open space, specifically schemes for 5-or-more additional dwellings, student accommodation for 10-or-more occupiers, or other developments of 500 sq m or more. The public open space needs of new occupiers are assessed as 9 sq m per resident and 0.74 sq m per worker in Central London. Camden Planning Guidance *CPG6 – Amenity* indicates how requirements will be calculated for individual developments to take account of dwelling size, workplace occupancy and occupancy of student halls. [CPG6 also sets out the distance threshold for different types of public open space. These distance thresholds should be used to guide the location of any off-site public open space provision.](#)

Noting the severe local shortage of public open space and access to natural features, the Council will use every possible opportunity to seek direct provision of public open space on or

close to the site that generates the demand. To achieve larger public open spaces we will strongly encourage developers to pool their open space contributions in a single location where they are generated by adjacent or nearby sites. For example, Part 6 of the Plan *Opportunity Sites* identifies the potential for a pooled space between Site 1 *Astor College*, Site 2 *Middlesex Hospital Annex*.

Where a development is unable meet the public open space needs of its occupiers by direct provision on or near the site, the Council will consider the use of financial contributions from development to improve existing open spaces in ways that increase their capacity where practical. If there are no opportunities to improve existing open space in a location reasonably related to the development, we will consider the use of financial contributions to create usable spaces within the street environment through works to highway space and private forecourts.

[The scale of financial contributions included in Camden Planning Guidance CPG6 Amenity \(adopted 2011\) can make financial contributions a more attractive option for developers than making direct provision on or near the site. The Council is currently progressing towards introduction of a Camden Community Infrastructure Levy \(CIL\) and is also commencing a review of the Camden Core Strategy 2010-2025 and Camden Development Policies 2010. As part of this work we will review the appropriateness of the range and scale of infrastructure contributions secured through s106 planning obligations, including contributions to public open space.](#)

To encourage direct provision and pooling of open space in a single location, the Council will consider formally acknowledging *public open space credits* where a developer directly provides public open space in Fitzrovia in advance of any policy requirement arising from a development. The Council will then have the discretion to agree the use of 'banked' credits to offset



policy requirements when development comes forward elsewhere in Fitzrovia. This arrangement will apply wholly within the Plan area, the scale of the credits must be formally agreed by the Council at the time they are created, and they will only be considered to offset requirements at a site elsewhere in the area where the needs of that development cannot be better served by on-site provision. Public open space credits will be specific to an applicant, developer or landowner, and will only be transferable where all parties formally agree the transfer.

### **Opportunities to increase and enhance the availability of public open space**

On the basis of the Fitzrovia Open Space and Public Realm Study, we have identified three broad groups of opportunities to add to the supply of space, the availability of space and the usefulness of space. These are:

- new open spaces – spaces that are provided separately from the street environment, such as parks, gardens, play areas and sports courts;
- existing open spaces – similar spaces that could be made more useful through actions such as improving the layout, adding to facilities, or seeking greater public access; and
- highway space and private forecourts – spaces within the street environment that can make a contribution to informal recreation through new layouts, pedestrianisation, additional trees and planting, seating etc.

Specific types of open space and the treatment of the space will be selected taking into account their impact on nature conservation, biodiversity and heritage (including designated and undesignated heritage assets, and including the treatment of open spaces that are themselves heritage assets). In some cases, paved spaces rather than green spaces will be appropriate as the setting to a heritage asset. In some cases

limited or partial public access is better able to foster biodiversity than full public access (eg green roofs).

The following sections give more detail about these opportunities.

### **New open space**

Given the densely built up nature of Fitzrovia, in negotiations concerning development proposals, the Council will seek direct provision of wholly new open space by developer, within the development site where possible or on a site nearby.

Opportunities we will consider include:

- creation of public open space at street-level within a development – ideally located where each one complements or adds to public open space created by other developments;
- creation of roof-top open spaces, gardens or amenity areas – where practical these should be accessible to the general public, but we will also consider whether additional pressures on public open space can be reduced by spaces dedicated to the occupiers of the development. We will also consider the biodiversity and sustainability benefits of roof features that limit roof access, such as solar panels and green or brown roofs designed to promote biodiversity or slow down water run-off;
- purchase of private property for the creation of public open space – this could be considered for **unused** parking spaces, forecourts and private gardens where there is potential for direct access from the street; and
- temporary use of cleared sites for public open space – sites awaiting development can make short term contributions at low costs using materials that can be put in place and removed quickly, for example grow-bag allotments – landowners will need to be satisfied that the use will cease

when development is scheduled to start, and may wish to restrict access to certain times and groups.

Part 6 *Opportunity Sites* gives details of sites we have identified with development potential, and indicates where they also have potential to provide public open space. A high priority of the Plan is to seek a new public open space in the block between Howland Street, Charlotte Street, Tottenham Street and Cleveland Street, associated with Site 1 *Astor College*, Site 2 *Middlesex Hospital Annex*, and Site 4 *Tottenham Mews Day Hospital*.

### Existing open spaces

The Open Space and Public Realm Study considered potential and priorities for spending on existing open space in Fitzrovia. As suggested by the study, the Plan gives priority to redesign of The Warren to improve facilities and create a park/ garden character. The Council will also negotiate with landowners to increase public access to private open spaces such as Bedford Square Gardens and Fitzroy Square Gardens.

The study's individual proposals for existing open spaces are considered in more detail in Part 5 *Character areas and urban design principles* and the Delivery Plan in Part 7 *Delivery and Monitoring*.

### Highway space and private forecourts

The Council will seek to make more effective use of highway space to augment public open space in the area through:

- widening and extending footways;
- use of shared surfaces where appropriate;
- designing streets for use by pedestrians and cyclists;

- enhancing amenity through provision of street trees, planters and seating; and
- reducing other street clutter.



The Council will encourage measures on privately owned land such as forecourts and other underused fragments of land that can add to the amenity value of the public realm, such as the introduction of planters and seats.

The Open Space and Public Realm study made a wide range of suggestions for more effective use of open space within the street environment. High priority schemes supported by this Plan include creation of a public open space in Alfred Place by reclaiming part of the carriageway space and moving car parking. Details of all the study suggestions that the Council will take forward for further investigation are identified in Part 5 *Character areas and urban design principles* and the Delivery Plan in Part 7 *Delivery and Monitoring*.

The study did not include detailed examination of the feasibility of these schemes. Before specific schemes can be agreed for implementation, their feasibility will have to be considered in depth, [consultation with key stakeholders and wider](#) public consultation will be needed on potential designs, a source of funding will need to be identified and the priority of these schemes will need to be weighed against other priorities in Fitzrovia and further afield. Where works to the public realm are involved, feasibility will include their impact on traffic movements, parking and services. Where possible the Council will seek funding from Transport for London to examine the feasibility of the schemes, and implement those schemes which are feasible, supported by the public, and prioritised by the Council.

#### Relevant Area Action Plan objectives

Contributes to the key objective [supporting the residential community by providing a range of facilities, services and places by through](#) supporting and enhancing community facilities and identifying opportunities to create new [publicly accessible](#) open spaces and green spaces

#### Relevant parts of Camden’s Core Strategy and Development Policies

Policy CS15 – Protecting and improving our parks and open spaces and encouraging biodiversity

Policy DP31 – Provision of and improvements to open space and outdoor sport and recreation

Policy DP31 Thresholds - developments should contribute to public open space provision where they add 5 or more homes, 10 or more student bedspaces, or 500 sq m floorspace or more

#### Relevant parts of Westminster’s Core Strategy

Policy CS34 – Open space

#### Relevant parts of the London Plan

Policy 2.18 – Green infrastructure: The network of open and green spaces

Policy 3.6 - Children and young people’s play and informal recreation facilities

Policy 3.19 – Sports facilities

Policy 7.5 – Public realm

Policy 7.18 – Protecting local open space and addressing local deficiency

Policy 7.19 – Biodiversity and access to nature





## Providing community facilities

### Principle 3

The Council will support the development of community facilities throughout Fitzrovia provided the proposal is at an appropriate scale and character for the area in which it is situated.

The Council will expect development to meet any additional need it creates for community facilities by providing new facilities or providing support for existing facilities to serve more users. New facilities should be provided on-site wherever possible.

Camden Development Policies 2010 defines community facilities to include a wide range of activities such as childcare, education and training, healthcare, meeting spaces, places of worship and public conveniences. They will generally be facilities that provide services directly to local residents. As detailed in Part 2 *Character and challenges*, Fitzrovia includes a variety of provision within Camden and Westminster including a community centre, hospitals, GP surgeries, nurseries and a primary school.

The Plan's objectives include providing a range of facilities that support local resident needs. Seven of the Plan's opportunity sites are identified for possible medical and healthcare development, including:

- the Tottenham Mews Day Hospital, which the Camden and Islington NHS Foundation Trust intends to develop for a Community Mental Health Resource Centre;

- several in the area close to University College Hospital that are likely to be developed for further hospital uses.

More details are provided in Principle 6 and Part 6 *Opportunity Sites*.

There are limited opportunities to develop further community facilities in Fitzrovia due to the high value of land and the limited funding available to service providers. Given the mixed-use character of Fitzrovia and the shortage of available sites, the Council will encourage inclusion of space for community facilities in all large-scale developments. Where a development generates a need for an additional community facility, the best prospect of delivery is within the development site. However, Camden Development Policies 2010 also seeks retention of existing community facilities, and the Council will consider the potential for new development to support existing facilities so they can serve more users.





All new development should be at an appropriate scale and character for the area in which it is situated. Many parts of Fitzrovia have a dense urban grain and human scale which will not always be compatible with larger community facilities. Given these constraints, medical and research institutions should also be guided by Principle 6 below, particularly where they are large in scale (generally over 2,500 sq m).

There is not currently any public toilet provision in Fitzrovia, and this contributes to anti-social behaviour, particularly late at night when bars and restaurants close. The need for public toilets is particularly acute towards the southern end of Tottenham Court Road, which is a busy waiting and bus-boarding area for visitors to Fitzrovia and the West End (including night-time visitors to Covent Garden and Soho).

The community is also concerned that local primary school places may not be sufficient to meet future pupil needs. Camden's Central London primaries have spare capacity at present, but the Council will continue to monitor this situation, having regard to population change, fertility rates and new development coming forward.

In supporting community facilities in Camden, the Council will prioritise:

- provision of public toilets (possibly through agreed access to private facilities or temporary urinals);
- ensuring that the community centre and the groups operating there are able to accommodate the demands created by additional development; and
- ensuring that adequate places are available in local primary schools and nurseries.
- 
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### Relevant Area Action Plan objectives

Contributes to the key objective *supporting the residential community by providing a range of facilities, services and places by through* supporting and enhancing community facilities.

### Relevant parts of Camden's Core Strategy and Development Policies

Policy CS1 – Distribution of growth

Policy CS10 – Supporting community facilities and services

Policy DP1 - Mixed-use development

Policy DP15 – Community and leisure uses

### Relevant parts of Westminster's Core Strategy

Policy CS33 – Social and community infrastructure

### Relevant parts of the London Plan

Policy 3.16 – Protection and enhancement of social infrastructure

Policy 3.17 – Health and social care facilities

Policy 3.18 – Education facilities

## Small and medium enterprises

### Principle 4

The Council will support small and medium enterprises (SMEs) by seeking to ensure that where appropriate:

- existing business premises suitable for SME use are retained;
- new business development is designed flexibly to allow parts of the property to be occupied SMEs.

The Plan's objectives include promoting small and medium scale businesses. Small and medium enterprises (SMEs) are commonly regarded as firms that employ fewer than 250 employees. The multitude of small and medium enterprises are a valued part of the character of Fitzrovia. Firms with fewer than 200 employees provide jobs for around 60% of the people who work in the area, while around three quarters of Fitzrovia-based businesses have 10 or fewer employees (Annual Business Inquiry 2003 - 2008). For such businesses to establish themselves and flourish, the area needs to retain and add to the range of small and medium-sized premises. The Council will particularly seek to maintain a supply of premises that can provide lettings of less than 100 sq m.

Across Bloomsbury in the last five years, schemes involving redevelopment or conversion of business premises for housing have produced significant floorspace losses, and the pipeline of schemes awaiting the start or completion of work indicates that this activity will continue. Conversion of business space for housing has been particularly marked in Fitzrovia. Relatively un-modernised premises are often the most attractive to small business due to their character, low cost and ease of subdivision, but are often the most vulnerable to residential development.

Increases in housing stock in Fitzrovia are welcome, and the Council will be flexible in its consideration of residential proposals, particularly in the case of vacant premises originally designed as housing. However, we will seek to ensure that stock of business premises is not reduced in a way that would harm business growth in general, and particularly the birth and growth of SMEs.



### Relevant Area Action Plan objectives

Contributes to the key objective ensuring growth takes place in a way that strikes an appropriate balance between residential, institutional and commercial uses ~~addressing the impact of growth~~ by promoting small and medium scale businesses

### Relevant parts of Camden's Core Strategy and Development Policies

Policy CS1 – Distribution of growth

Policy CS8 – Promoting a successful and inclusive Camden economy

Policy CS9 - Achieving a successful Central London

Policy DP1 - Mixed-use development

Policy DP13 – Employment premises and sites

### Relevant parts of Westminster's Core Strategy

Policy CS19 – Offices and other B1 floorspace

### Relevant parts of the London Plan

Policy 4.1 – Developing London's economy

Policy 4.2 – Offices



## Retail provision in Fitzrovia

Fitzrovia contains a wide range of shops, cafes and other retail premises. Some are concentrated on shopping streets or parades, but there are also small retail groups and individual shops scattered across the area. Camden's *Planning Guidance for Central London* describes the retail character and function of shopping provision in Fitzrovia and nearby parts of the borough, and gives specific guidance on how we will consider proposals that involve food, drink and entertainment and specialist and retail uses. The Council expects to publish an updated version of the guidance in 2013.

The following paragraphs of this Plan provide a brief overview of the shopping areas and streets in Fitzrovia. Camden's Core Strategy and Development Policies 2010 guide the distribution of new retail floorspace and seek to promote and protect independent shops at a borough-wide level. Broad principles are included here to indicate how these policies will be interpreted within Fitzrovia. Planning Guidance for Central London gives more detailed guidance for individual frontages to help maintain their shopping character and minimise the negative impact of food, drink and entertainment uses.

Designated shopping areas and streets in the Plan's area are set out below:

### Tottenham Court Road/ Charing Cross Road Central London Frontage

- Tottenham Court Road operates as an extension to the West End and is well-known for its concentration of furniture and electrical goods. The frontage is designated in Camden's Core Strategy, which also describes its character and function and the Council's specific planning objectives for it. Within Fitzrovia the frontage includes almost all of Tottenham Court Road and part of the north side of New Oxford Street.







### Store Street, Goodge Street and Cleveland Street Neighbourhood Centres

Camden's Core Strategy designates neighbourhood centres and generally characterises them as catering for the day-to-day shopping needs of the local population, however neighbourhood centres in the Plan area have a more distinctive role. Store Street provides primarily specialist uses geared to West End shoppers and Bloomsbury visitors, while Goodge Street has a supermarket, food and drink uses, and specialist and independent shops. The east side of Cleveland Street provides a focus is characterised by a number of small independent restaurants. The west side of Cleveland Street is designated as a local shopping centre in Westminster's Core Strategy.

### Other parades, groups and individual shops

Camden's *Planning Guidance for Central London* identifies two other types of shopping provision that are characteristic of Fitzrovia. Specialist shops such as art dealers and bookshops can be found throughout the Plan area, but are focussed particularly on Percy Street, Warren Street and Windmill Street (as well as in the neighbourhood centres). In the southern part of Charlotte Street there is a focus concentration of food and drink uses aimed at West End visitors and the Central London workforce, although food and drink uses are present throughout Fitzrovia (including particularly Cleveland Street Neighbourhood Centre).



### Principle 5

The Council will guide development of large A1 shops to the Central London Frontage on Tottenham Court Road and New Oxford Street.

The Council will seek to support independent and specialist shops as an element of Fitzrovia's character and function, and will resist the loss of A1 shops and floorspace that would harm the area's mixed-use character and vitality.

The Council will guide development of food, drink and entertainment uses to the Central London Frontage on Tottenham Court Road and New Oxford Street, except those the Council considers to be small scale and low impact.

Camden's Core Strategy indicates that we will protect and enhance the role and unique character of Camden's shopping areas and ensure new development is at an appropriate scale and character for the area in which it is situated. Existing provision for larger and medium-sized retailers in Fitzrovia is in the Central London Frontage on Tottenham Court Road and New Oxford Street, and development of larger shops (generally over 100 sq m) can most appropriately be located in the Central London Frontage. In the remainder of Fitzrovia (including the Neighbourhood Centres) most retail units are small in scale (typically not more than 100 sq m).

The Plan's objectives include providing a range of services that support local resident needs and guiding commercial uses to the most appropriate locations. Five of the Plan's opportunity sites include part of the Central London Frontage on Tottenham Court Road and have potential to provide for A1 shops.

### Independent and specialist shops

The Plan's objectives also include promoting independent and specialist shops. Specialist and independent retailers are a valued part of Fitzrovia's character which complements and enhances the West End's retail function. The loss of these traders from Fitzrovia would diminish the area's character and vitality.



Specialist and independent traders commonly rely on the availability of premises away from the main shopping streets (particularly shops that are on their own or in small groups) where rents are relatively low. These premises are in danger of being displaced by higher value retail and non-retail uses. The high value of housing in Fitzrovia has prompted the conversion of many commercial premises for housing, and the more isolated shops are particularly vulnerable.



The Council will therefore seek to retain existing retail units and maintain the overall stock of retail premises (whether or not they are occupied by a specialist shop). The Council will also promote the provision of new premises suitable for specialist and independent shops in appropriate locations. In accordance with policy DP10 of Camden's Development Policies 2010, the Council will expect the provision of small shop units as part of large retail developments.

### Food, drink and entertainment uses

Food, drink and entertainment uses refer to cafes, restaurants, bars, pubs, clubs and performance venues. In appropriate locations these uses contribute to the mixed use character of Fitzrovia, to the vitality and viability of the area's retailing, and to street activity in the evenings and at weekends.

One of the Plan's objectives is to manage the area's night time economy in a way that safeguards the amenity of local residents. Fitzrovia faces particular risks from the expansion of food, drink and entertainment uses (particularly in areas of concentration such as the southern end of Charlotte Street and the Cleveland Street Neighbourhood Centre) through:

- individual and cumulative harm to residential amenity (also see Principle 9), particularly in the context of the fine urban grain and intricate mix of uses in the area; and
- displacement of independent and specialist shops and retailers serving long-term local residents.

There is considerable pressure in Fitzrovia for the creation of new food, drink and entertainment uses and extension of existing premises, associated with:

- the emergence of Charlotte Street and the surrounding area as a destination for food, drink and entertainment with a London-wide reputation;



- growth in the reputation of Fitzrovia as an attractive location for visits to coffee shops and sandwich bars;
- the growth of chains of coffee shops and sandwich bars, many of which have opened branches in Tottenham Court Road;
- the anticipated increase in visitor numbers associated with developments at Tottenham Court Road and Euston stations; and
- the impact of restrictive licensing policies for adjacent areas in Soho and Covent Garden (through Westminster City Council's designation of a West End Stress Area and Camden Council's designation of a Seven Dials Special Policy Area).

Proposals for food, drink and entertainment development anywhere in Fitzrovia will need to be considered under the full range of criteria in the Council's Development Policies, including cumulative impact on residential amenity (see Principle 9). Given the existing concentrations of food, drink and entertainment uses and the high residential density the potential for further development of this type in the Plan area is relatively limited. However, the The Central London Frontage on Tottenham Court

Road and New Oxford Street is considered to offer the best opportunity some potential for new food, drink and entertainment uses, subject to compliance with all relevant development plan policy criteria and Principle 9 of this Plan in the Plan area. This frontage has direct access to the tube, bus and night bus networks and many parts remain predominantly in A1 shop use. Although there are concentrations of housing above the frontage, particularly at the northern end of Tottenham Court Road, large parts of the frontage are occupied by commercial premises with non-residential uses above.

In many cases new premises will also require a licence under the Licensing Act 2003 (e.g. for sale of alcohol, for sale of hot food and drink after 23.00 hours and for provision of many entertainments). In August 2012, there were 159 licensed premises in Camden's part of Fitzrovia, over 40% of which were restaurants. Less than 20% of all licensed premises in Camden's part of Fitzrovia are licensed for the sale of alcohol after midnight.

Licensing decisions are guided by public safety, the protection of children and the prevention of public nuisance, crime and disorder. Licensing cannot be guided by planning policy, but planning policy and decisions can reflect the consequences of licensing decisions and the evidence that informs them.

Camden and Westminster both operate restrictive licensing policies that severely limit the creation of additional licensed premises in areas immediately adjoining the Plan area. The boundary of Camden's Seven Dials Special Policy Area runs along the Plan boundary at New Oxford Street and Bloomsbury Street. The boundary of Westminster's West End Stress Area runs along the Plan boundary at Tottenham Court Road, Hanway Place and Gresse Street. In the Stress Area, Westminster's Core Strategy limits new food, drink and entertainment uses to those considered to be small scale and low impact. Camden Council will continue to monitor the impact of these policies, and consider

whether there is a need for a more restrictive approach to licensing or planning within the Plan area.





~~Proposals for food, drink and entertainment development anywhere in Fitzrovia will need to be considered under the full range of criteria in the Council's Development Policies, including cumulative impact on residential amenity (see Principle 9). Detailed guidance is provided Camden's Planning Guidance for Central London.~~ When making planning decisions, the Council will have regard to all relevant development plan policy criteria, Principle 9 of this Plan, and the detailed guidance provided by Camden Planning Guidance CPG5 Town Centres, Retail and Employment. ~~Camden We~~ will also take account of the impact of the Seven Dials Special Policy Area and the West End Stress Area, particularly in connection with proposals for locations close to their boundaries, such as New Oxford Street and Charlotte Street.

#### Relevant Area Action Plan objectives

Contributes to the key objective s ensuring growth takes place in a way that strikes an appropriate balance between residential, institutional and commercial uses and supporting the residential community by providing a range of facilities, services and places through addressing the impact of growth by guiding commercial uses to the most appropriate locations, and promoting independent and specialist shops ~~and supporting residential communities.~~

#### Relevant parts of Camden's Core Strategy and Development Policies

Policy CS1 – Distribution of growth  
 Policy CS5 – Managing the impact of growth and development  
 Policy CS7 – Promoting Camden's town centres and shops  
 Policy CS9 - Achieving a successful Central London  
 Policy CS17 - Making Camden a safer place

Policy DP1 - Mixed-use development

Policy DP10 – Helping and promoting small and independent shops

Policy DP12 – Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses

#### Relevant parts of Westminster's Core Strategy

Policy CS5 – Tottenham Court Road Opportunity Area

Policy CS6 – Core Central Activities Zone

Policy CS7 – West End Special Retail Policy Area

Policy CS20 – Retail

Policy CS23 – Entertainment uses

#### Relevant parts of the London Plan

Policy 2.10 – CAZ strategic priorities

Policy 2.11 – CAZ strategic functions

#### Other relevant policies

Camden's Statement of Licensing Policy 2011

Westminster's Statement of Licensing Policy 2011

## Educational, medical and research institutions

### Principle 6

Large scale institutional uses should be located and designed to contribute to meeting the Plan's objectives and comply with relevant development plan policies. In particular they should maintain the mixed-use character of the area, support the residential community and its facilities and protect and enhance residential amenity and quality of life.

Subject to relevant development plan policies, the Council will guide development of large scale institutions as follows:

- medical and healthcare uses to the vicinity of the University College Hospital building in Euston Road and to Opportunity Sites identified for medical or healthcare use;
- ~~The Council will guide development of large scale~~ education and research uses to the area east of Tottenham Court Road and to the Howland Street Character Area.

Fitzrovia and Bloomsbury have a history of medical and educational uses stretching back 200 years. The University of London and University College London (UCL) are based in Bloomsbury just to the east of Fitzrovia. The main University College Hospital building (part of the UCLH NHS Foundation Trust) is in the north-east of Fitzrovia on Euston Road. Together, these form part of a campus of educational, medical and research facilities which is partly in the Plan area. The London Plan recognises the whole area east of Tottenham Court Road (and across the Plan boundary to Woburn Place) as a mixed use area with a strong academic character.

However, institutional properties are not confined to the north-east of Fitzrovia. UCL and the NHS Trust also have properties in

other parts of the area including the Sainsbury Wellcome Centre for Neural Circuits and Behaviour being developed at the corner of Cleveland Street and Howland Street, existing student accommodation in Maple Street and Charlotte Street (see Principle 7 Student Housing) and the vacant Middlesex Hospital Annex in Cleveland Street (formerly the Strand Union Workhouse). Other educational and medical institutions with facilities within or close to the area include the London School of Economics and Political Science (LSE), the University of Westminster and the Camden and Islington NHS Foundation Trust.

Camden's Core Strategy supports the concentration of medical, educational and research institutions within Central London, recognises the services they provide to residents and visitors and acknowledges their contribution to London's national and international role. However, the Core Strategy also indicates that development in Central London should contribute to strong and successful communities and support their facilities and future needs while ~~protecting their amenity and~~ the characteristics of local areas ~~and communities and contribute to strong and successful communities by protecting residential amenity and supporting community facilities~~. The Council notes that where institutions already have an extensive presence their expansion can involve the loss of services and land uses needed to support the community and have a harmful impact on the balance and mix of uses in the area. Any development of new and expanded institutions in Fitzrovia will therefore need to be located and designed so that it is sensitive to its surroundings and addresses the concerns set out in the Core Strategy.

This Plan's objectives include providing a range of facilities that support local resident needs and guiding institutional uses to the most appropriate locations. The Plan identifies ~~seven~~ five vacant and underused properties as Opportunity Sites for possible medical and healthcare development. Four of the sites are close to the main University College Hospital building (within the UCH

and University Street Character Area identified in Part 5 of the Plan), including the Rosenheim Building and Royal Ear Hospital, both in Huntley Street. The UCLH NHS Trust owns these sites, and aspires to further focus its activities in this part of Fitzrovia.

Taking into account the large grain and scale in the vicinity of the University College Hospital, and the London Plan's recognition of a broader area with a strong academic character east of Tottenham Court Road, these areas are considered the most appropriate locations for medical/ healthcare uses and educational/ research uses respectively.

The area in the north east of the Plan area provides significant capacity for development of medical and academic facilities, however it is likely that the University College Hospital and the institutions related to University of London will continue to look for opportunities elsewhere in Central London, including Fitzrovia. These highly regarded institutions are also likely to generate opportunities for academic and medical collaboration and attract other medical and research related development.

There ~~are three~~ is one Opportunity Sites to the west of Tottenham Court Road that ~~are is~~ identified for possible medical and healthcare development, and which could also provide for a relatively large scale institutions. There are also two nearby sites with an established medical/ healthcare use. Taken together with the four Opportunity Sites close to University College Hospital, these are considered to provide sufficient capacity within the Plan area for large scale medical/ healthcare uses.

The Plan's Part 5 *Character areas and urban design principles* designates the area around these western Opportunity Sites as the Howland Street Character Area. Most properties in this area have been developed since the Second World War to a larger scale and grain than other parts of Fitzrovia. The Character Area also includes the Sainsbury Wellcome Centre. Given the nature of the area and the clustering of existing and proposed

institutions, the Howland Street Character Area is considered to be the most appropriate area west of Tottenham Court Road for any additional education and research uses.





For the purposes of Principle 6, large scale development will generally be considered to be development with floorspace of over 2,500 sq m.

Institutional development may be acceptable in other parts of Fitzrovia, but any proposal should be at an appropriate scale and character for the area in which it is situated, and will be assessed having regard to the full range of its impacts and the concerns identified by Camden's Core Strategy, including impact on residential amenity (see Principle 9 below).

#### Relevant Area Action Plan objectives

Contributes to the key objective ensuring growth takes place in a way that strikes an appropriate balance between residential, institutional and commercial uses addressing the impact of growth by supporting residential communities, guiding institutional uses to the most appropriate locations and enhancing the relationship with the area's major institutions

#### Relevant parts of Camden's Core Strategy and Development Policies

Policy CS5 – Managing the impact of growth and development

Policy CS9 - Achieving a successful Central London

Policy CS10 – Supporting community facilities and services

#### Relevant parts of Westminster's Core Strategy

Policy CS33 – Social and community infrastructure

#### Relevant parts of the London Plan

Policy 3.17 – Health and social care facilities

Policy 3.18 – Education facilities

Policy 4.10 – New and emerging economic sectors





## Student housing

### Principle 7

The Council will guide development of student housing in Fitzrovia to existing student housing sites.

The University of London is based in Bloomsbury just to the east of Fitzrovia, together with 8 of its constituent schools and colleges. There are also a number of higher education institutions nearby in Westminster. The proximity to teaching facilities makes Fitzrovia an attractive location for students to live.

Due to the high cost of local housing in the open market, the vast majority of students living in Fitzrovia occupy dedicated housing designed and built for occupation by students. Dedicated student accommodation is provided in Fitzrovia by UCL, LSE and the Indian YMCA, with its main focus in Maple Street between Fitzroy Street and Whitfield Street. These existing sites have operated for some years without evidence of serious disruption to longer-term residents. Existing sites are shown on the map of Student halls in Fitzrovia.

The Plan's objectives include supporting residential communities and achieving more housing and affordable housing. One of the Plan's Opportunity Sites (Astor College) is an existing student hall of residence which has potential for development to provide improved accommodation and expansion of approximately 1,600 sq m (or around 100 rooms). The Council's preferred use of this site is student housing. There is also potential for modest expansion to other student halls in Fitzrovia.

Camden Development Policies 2010 indicates that student housing schemes creating 10 or more units/ rooms or occupiers are considered to increase the demand for public open space. The Council will seek contributions to public open space from

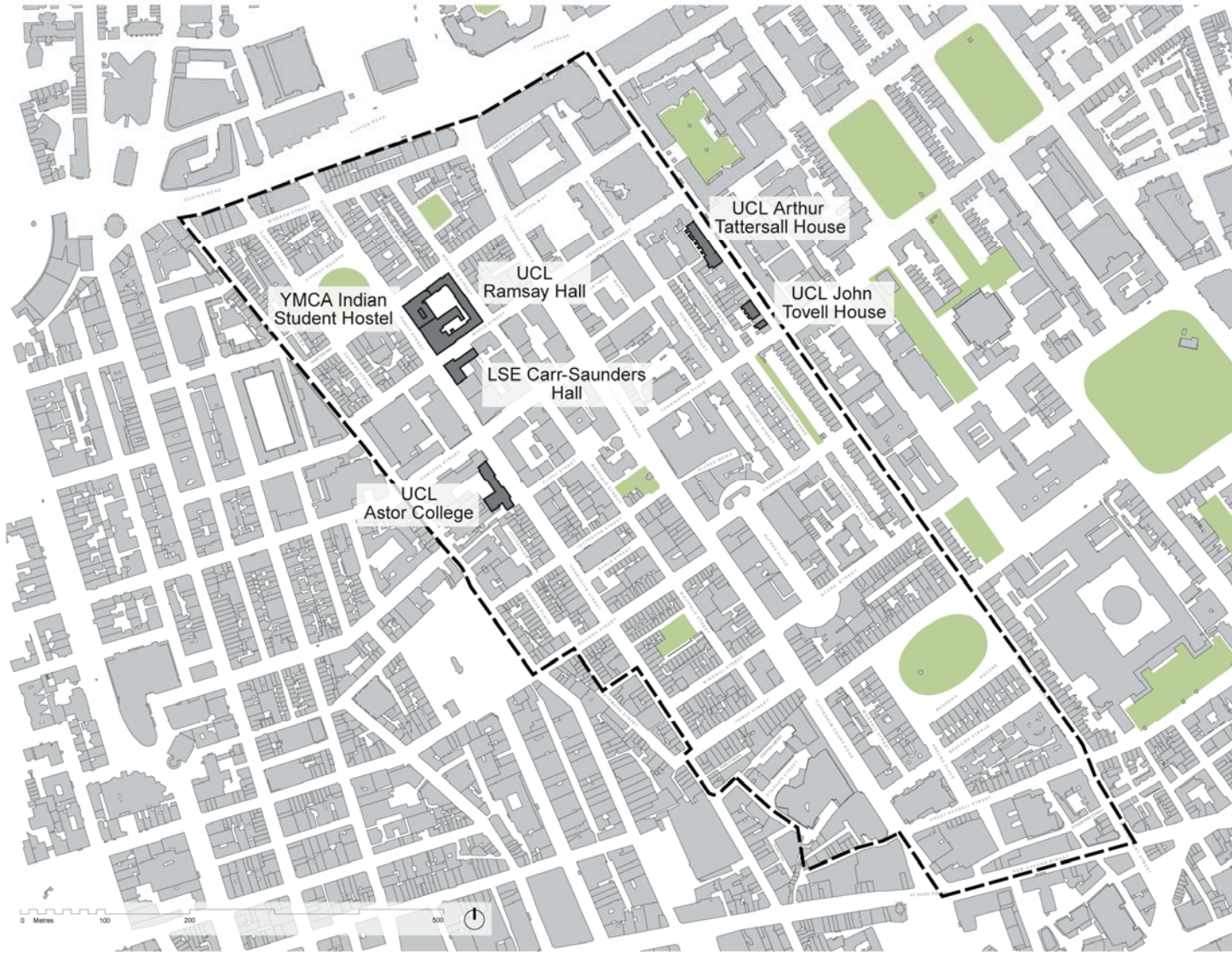
such developments in Fitzrovia, taking into account local public open space deficiencies, the pressure on existing spaces and any alternative facilities available to students.

Individual students are generally residents in the area for a single academic year and their accommodation is generally also let to short-term visitors during summer holidays. These short-term residents are likely to benefit local businesses, but will not necessarily support the shops and services valued by longer-term residents.

In 2001, almost a third of Fitzrovia's population were students. Across the whole Bloomsbury ward, of which Fitzrovia is part, students aged 19 or over made up a quarter of the population, compared with 14.9% across Bloomsbury and 8% across the whole borough. The Council considers that significant growth in the proportion of students in Fitzrovia (beyond the expansion of existing student halls) would be harmful to the mix, balance and inclusiveness of the community.



Student Halls **[replacement map]**



### Relevant Area Action Plan objectives

Contributes to the key objective ensuring growth takes place in a way that strikes an appropriate balance between residential, institutional and commercial uses addressing the impact of growth by guiding institutional uses to the most appropriate locations

### Relevant parts of Camden's Core Strategy and Development Policies

Policy CS6 – Providing quality homes

Policy CS9 – Achieving a successful Central London

Policy CS10 – Supporting community facilities and services

Policy DP9 – Student housing, bedsits and other housing with shared facilities

### Relevant parts of Westminster's Core Strategy

Policy CS15 – Meeting housing needs

### Relevant parts of the London Plan

Policy 3.8 - Housing choice



## Visitor accommodation



### Principle 8

The Council will guide development of large scale visitor accommodation to the Tottenham Court Road and Euston Growth Areas and the Central London Frontage on Tottenham Court Road and New Oxford Street.

There are hotels and other visitor accommodation throughout Fitzrovia, including concentrations around the southern ends of Tottenham Court Road at Great Russell Street and Gower Street/ Bloomsbury Street. There are also concentrations of student accommodation which are often let to short-term visitors during summer holidays. As noted in the paragraphs supporting Principle 7, students make up around a third of the Fitzrovia population, combining with visitors to create a substantial proportion of residents who only stay in Fitzrovia short-term. These short-term residents are likely to benefit local businesses, but will not necessarily support the shops and services valued by longer-term residents.

Camden Core Strategy 2010-2025 and Camden Development Policies 2010 recognise the importance of the visitor economy in Camden, support proposals for additional visitor accommodation, and guide large scale visitor accommodation to Central London, particularly its Growth Areas. However, our policies also indicate that development in Central London should protect the characteristics of local areas and communities and contribute to strong and successful communities by protecting residential amenity and supporting community facilities. Camden Development Policies 2010 sets out particular requirements that visitor accommodation should provide appropriate access arrangements and should not involve the loss of services and land uses needed to support the community or have a harmful impact on the balance and mix of uses in the area. Any development of visitor accommodation in Fitzrovia will therefore



need to be located and designed so that it addresses these concerns. Access arrangements will be particularly important, and the Plan considers them in more detail at the end of this section.

This Plan's objectives include guiding commercial uses to the most appropriate locations. The Tottenham Court Road and Euston Growth Areas and the Central London Frontage on Tottenham Court Road and New Oxford Street represent the best opportunities to provide visitor accommodation without harm to residential communities or the balance of uses in the area. Tottenham Court Road and Euston Growth Areas will provide direct access to long-distance public transport services. All three areas also provide easy access to shops and services for visitors in the form of the West End's international shopping offer and cluster of night-time activities, Tottenham Court Road's specialist shops and High Street multiples, and the planned provision for retail growth at Euston.

For the purposes of Principle 8, large scale development will generally be considered to be development with floorspace of over 2,500 sq m.

Development of visitor accommodation may be acceptable in other parts of Fitzrovia, but any proposal should be at an appropriate scale and character for the area in which it is situated, and will be assessed having regard to the full range of its impacts and the concerns identified by Camden's Core Strategy and Development Policies, including impact on residential amenity (see Principle 9 below).

The residential density and fine grained character of many parts of Fitzrovia, including areas to the rear of the Central London Frontage, makes them particularly vulnerable to harm from access arrangements, particularly access by taxis and coaches. Facilities for servicing and pick up should be sited and designed to minimise any adverse impacts. Given the high public transport

accessibility of the area and the severe limitations on providing on-site pick up and set down, the Council will expect visitor accommodation to be accessed primarily by public transport and will seek to use planning conditions and/ or legal agreements to secure transport management plans. [The Council will expect transport management plans to control pick-up and set-down by taxis and coaches.](#)

#### Relevant Area Action Plan objectives

Contributes to the key objective [ensuring growth takes place in a way that strikes an appropriate balance between residential, institutional and commercial uses addressing the impact of growth](#) by supporting residential communities and guiding commercial uses to the most appropriate locations

#### Relevant parts of Camden's Core Strategy and Development Policies

Policy CS5 – Managing the impact of growth and development

Policy CS9 - Achieving a successful Central London

Policy DP14 – Tourism development and visitor accommodation

#### Relevant parts of Westminster's Core Strategy

Policy CS22 – Hotels and conference facilities

#### Relevant parts of the London Plan

Policy 4.5 – London's visitor infrastructure

[Parking Addendum to Chapter 6 – paragraphs 6A.8 and 6A.9](#)

## Residential amenity

### Principle 9

The Council will have regard to the particular impacts on residential amenity that arise from the dense mix of land uses in Fitzrovia, and will seek:

- a good standard of amenity for all existing and future occupants of land and buildings; and
- to prevent cumulative harm to residential amenity from noise, mechanical ventilation, light pollution, deliveries and waste collection.

The Plan's objectives include supporting residential communities by protecting residential amenity. Homes are scattered throughout Fitzrovia in the form of houses fronting the street, flats and above shops and other commercial premises, apartment blocks and mansion blocks. The Council seeks to protect the amenity of those living in all types of homes and in mixed use areas as well as in predominantly residential areas.

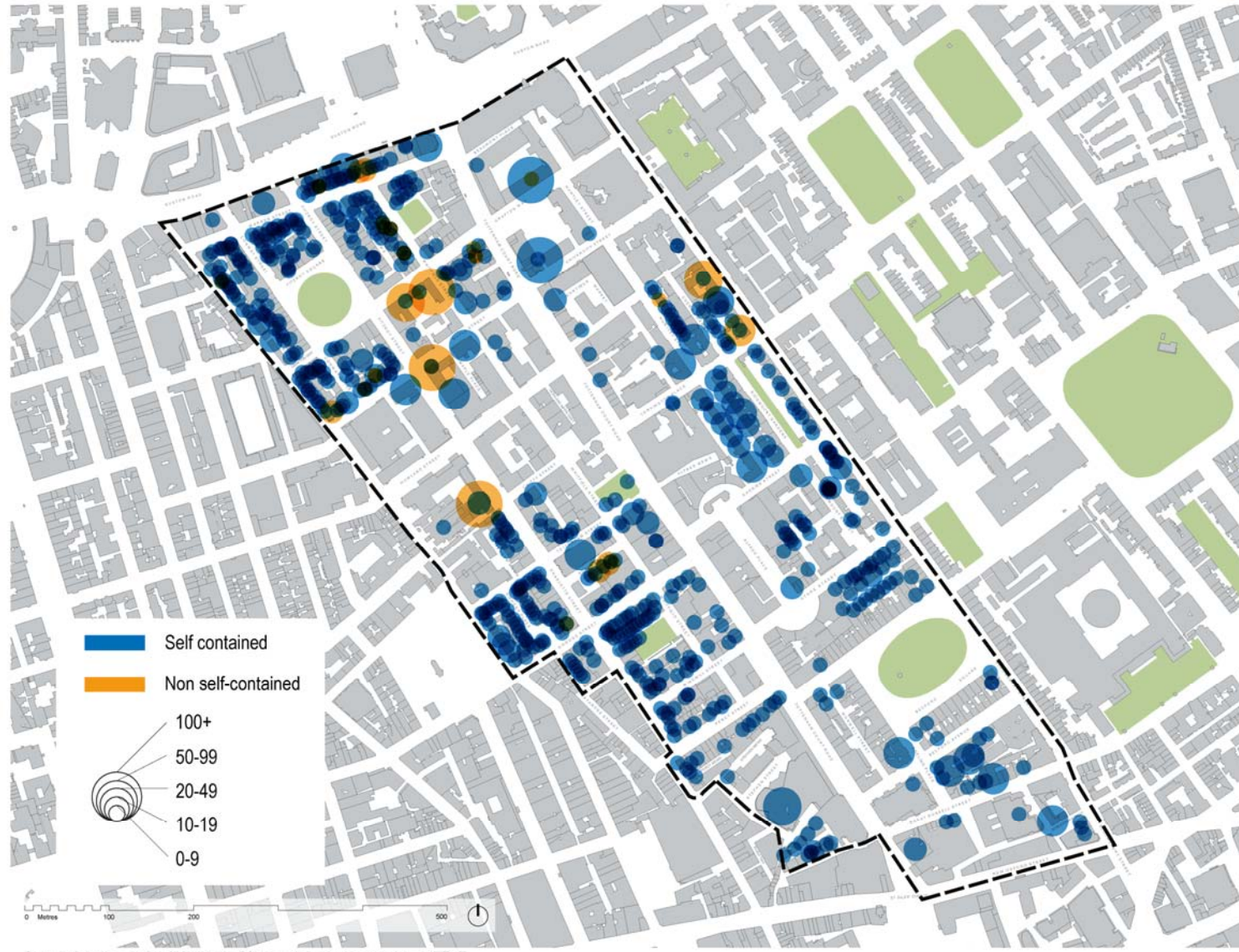
There are food, drink and entertainment uses located beneath and adjacent to homes in a number of Fitzrovia streets, notably Charlotte Street, Cleveland Street and Goodge Street. These uses can cause harm to residential amenity by generating noise, anti-social behaviour, litter and cooking odours.

There are a number of interfaces in Fitzrovia between residential concentrations and large institutions and office blocks, for example in Huntley Street, Grafton Way, Fitzroy Street and Maple Street. Offices and educational, medical and research institutions can cause disturbance to residents through servicing, mechanical ventilation and lighting, particularly where these activities take place 24 hours a day or when ambient noise levels are low.

If a development involves installation of plant, ventilation or air conditioning/ extraction equipment, or will otherwise create significant noise, we will expect submission of a detailed acoustic and noise/ vibration report, as set out in Camden Planning Guidance CPG6 Amenity. We will not grant permission for plant, ventilation equipment or other activities that exceed the noise and vibration thresholds set out in Camden's development plan policies.



Residential addresses and flats per address [\[map replaced\]](#)





### Relevant Area Action Plan objectives

Contributes to the key objectives ensuring growth takes place in a way that strikes an appropriate balance between residential, institutional and commercial uses and supporting the residential community by providing a range of facilities, services and places and protecting and enhancing residential amenity and addressing the impact of growth through supporting residential communities by protecting amenity and improving quality of life

### Relevant parts of Camden's Core Strategy and Development Policies

Policy CS5 – Managing the impact of growth and development

Policy DP26 – Managing the impact of development on occupiers and neighbours

Policy DP28 – Noise and vibration

### Relevant parts of Westminster's Core Strategy

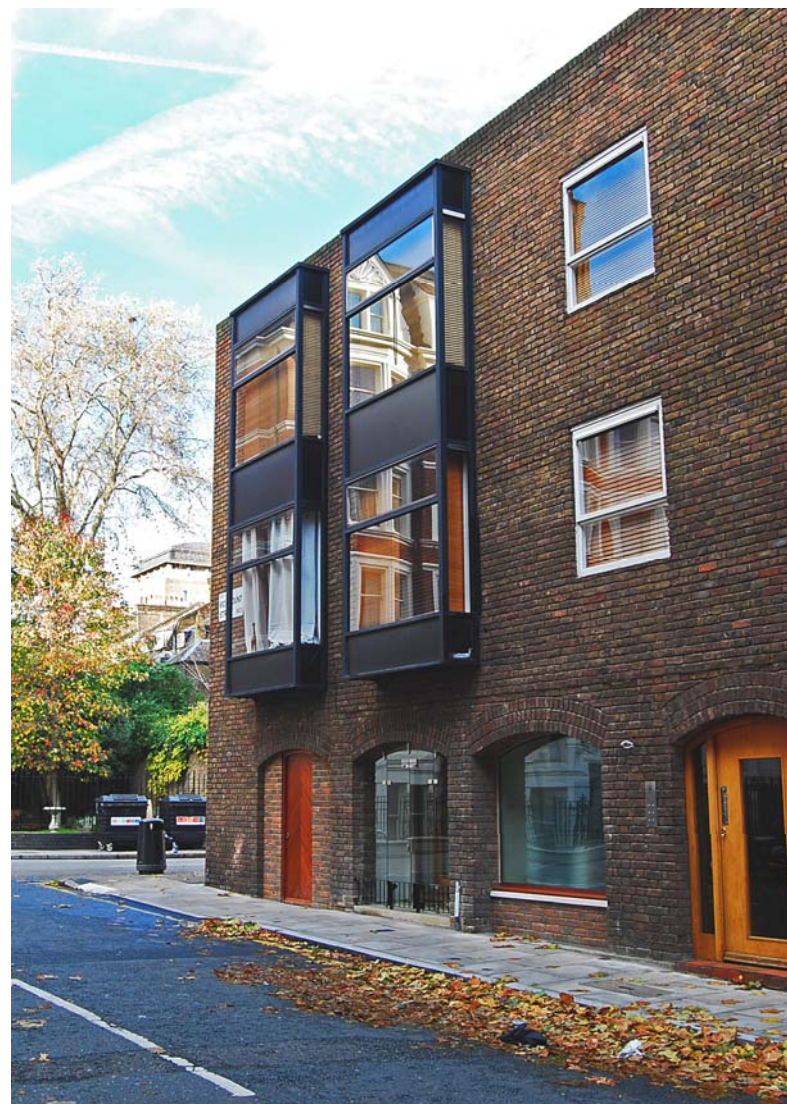
Policy CS18 – Health, safety and well-being

### Relevant parts of the London Plan

Policy 2.12 – Central activities zone – predominantly local activities

Policy 3.2 – Improving health and addressing health inequalities

Policy 7.1 – Building London's neighbourhoods and communities





## Sustainability and local energy networks

### Principle 10

The Council will expect all development in Fitzrovia to incorporate appropriate measures to make the area more sustainable and tackle climate change, and will promote local energy generation and networks in the area.

When considering proposals for developments with high heating demands or a mix of energy demands throughout the day, the Council will expect proposals to include an assessment of the potential to connect to a local energy network, and to provide for a connection wherever feasible and viable.

Where a connection cannot be made at the time of development, the Council will expect provision to be made for a future connection, and will seek a contribution towards the development of future local energy networks.

Securing an environmentally sustainable future is a key objective of this Plan. Sustainably managing growth is also a key objective of Camden's Core Strategy. The Core Strategy sets out how the Council tackles climate change through promoting higher environmental standards. It encourages all developments to meet the highest feasible environmental standards that are financially viable and requires all developments to take measures to minimise the effects of, and adapt to, climate change (policy CS13) including managing surface water run-off within all developments. It also promotes sustainable travel (policy CS11), flood prevention measures (policy CS13) and reducing air pollution (policy CS16). All developments in Fitzrovia will be assessed against the sustainability policies and guidance in the Core Strategy, Camden Development Policies 2010 and Camden Planning Guidance 3: Sustainability.

### Surface Water Flooding

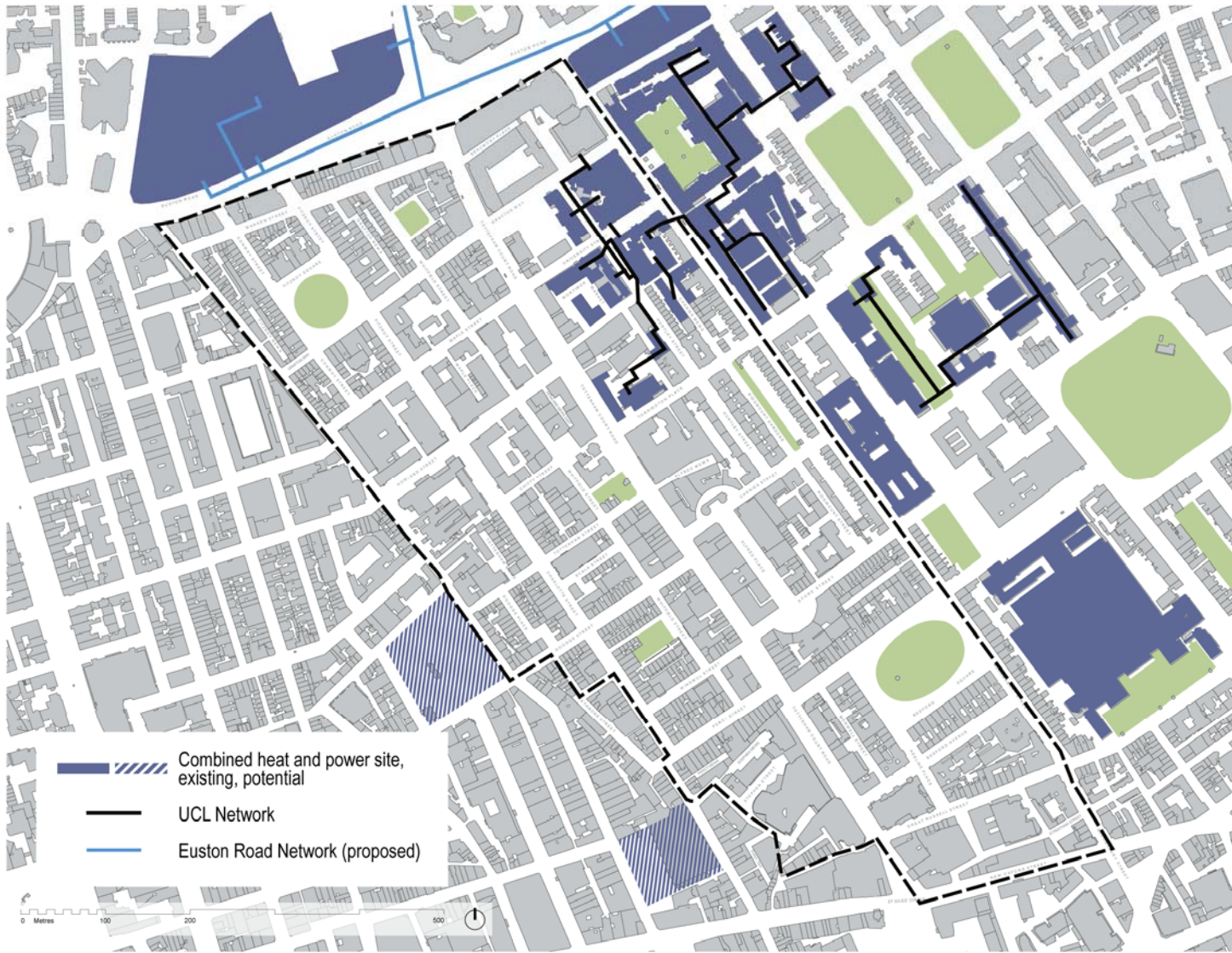
The key flood risk to Camden is from surface water flooding. Camden has produced detailed modelling of the surface water flood risk in the borough. In extreme rainfall events (1 in 75+) there is some ponding in Fitzrovia but less than in other parts of the borough. The Surface Water Management Plan identified the area as being part of a Critical Drainage Area Group (ref 3\_005) where flood risk could arise, but neither the Surface Water Management Plan nor the Camden Flood Risk Management Strategy consider it an area of significant risk. The City of Westminster have also not identified the neighbouring area among its hotspots for further investigation. Nevertheless, it is vital that new developments are safe from flood risk and do not increase flood risk elsewhere. Developments should aim to decrease the amount of impervious surfacing on site and manage surface water run-off through the incorporation of sustainable urban drainage systems (SUDS) across the site.

### The energy hierarchy

A key aspect of sustainability is the reduction of carbon emissions. The energy hierarchy is a tool for reducing carbon emissions by prioritising firstly a reduction in energy use, secondly efficient forms of energy supply, and thirdly the use of renewable energy.



Local energy networks [\[map replaced\]](#)



## Reducing energy use

Across Camden, developments are expected to be designed to minimise energy needs and use during construction and occupation. New buildings should take advantage of natural opportunities for daylight, warmth, ventilation and cooling, to use layouts, materials and insulation that minimise energy loss, and to use efficient mechanical systems (e.g. for heating and air conditioning). We consider the energy performance of developments using sustainability assessments (Code for Sustainable Homes and BREEAM). The Council will seek to ensure that new buildings in Fitzrovia are designed to maximise the energy credits achieved in sustainability assessments and comply with Camden Planning Guidance 3: Sustainability.

Almost 80% of Camden's carbon emissions derive from existing buildings. To reduce emissions from existing buildings the Council promotes the retrofitting of energy efficiency measures (e.g. draft-proofing, thermally efficient windows and insulation). Retrofitting represents the best opportunity to reduce carbon emissions in Fitzrovia given that a high proportion of Fitzrovia's buildings are over 100 years old and are valued heritage assets. However, retrofitting will also be a challenge for the many Fitzrovia buildings protected by Listed Building or conservation area status.

The Council will expect development in Fitzrovia involving existing buildings (such as changes of use and extensions) to include measures to reduce emissions, and will seek to secure appropriate retrofitting measures wherever refurbishment is proposed. Camden Planning Guidance sets out circumstances where sustainability assessments are expected for conversions, and provides a checklist of retrofitting measures and advice on dealing with Listed Buildings and other historic properties.

## Efficient energy supply

Local energy systems, where heat and power are generated near to the place they are used, have been found to be the most cost effective way for Camden to reduce carbon use. There are particular opportunities in Fitzrovia for developments to supply energy efficiently by using a local ('decentralised') energy system. Local energy networks (or decentralised energy systems) commonly take the form of a CHP (combined heat and power) system driven by a local boiler and generator. Developments are generally suitable for decentralised energy and CHP systems if they have high heating demands or have a mix of energy demands throughout the day (heat and electricity).

There is one existing CHP system in the Fitzrovia area, focused on Gower Street and operated by UCL. Where development is proposed east of Tottenham Court Road and has energy demands that make it suitable for connection to a local energy network, the Council will expect developers to seek connection to the Gower Street network.

The Council is actively promoting a decentralised energy network along Euston Road. Work on the network is expected to start from Somers Town, but has potential to continue to the Euston Growth Area and Euston Tower/ Regent's Place in the longer term. In conjunction with Westminster Council, Camden is also exploring the potential for development of a decentralised energy network focused on the Tottenham Court Road Growth Area.

Where development suitable for connection to a local energy network is proposed west of Tottenham Court Road the Council will expect developers to investigate the status of these proposed networks and ensure that there is potential for a connection in future.

The Council has specific requirements for controlling air pollution associated with CHP. These are summarised below under the heading *Air quality*.



### Renewable energy

Development should be designed with a target of 20% for the reduction of carbon emissions by using on-site renewable energy. Renewable technologies that may be appropriate in Fitzrovia include solar hot water panels, photovoltaic cells, ground source heat pumps and air source heat pumps. Detailed advice is available in Camden Planning Guidance.

### Air quality

Protecting local air quality has a vital role to play in safeguarding public health and the environment, as well as enhancing quality of life. The Council is committed to improving air quality in the borough as outlined in Camden's Air Quality Action Plan 2012 – 2015. Since 2000, the whole of the borough has been designated an Air Quality Management Area (AQMA) for failing to achieve the Government's Air Quality limit values for nitrogen dioxide (NO<sub>2</sub>).

Air quality impacts are influenced by the size and location of developments. The Council will require air quality assessments where development could potentially cause significant harm to air quality. Please refer to Camden Development Policies 2010 (policy DP32) and section 2 in Camden Planning Guidance 6: Amenity for further details. All developers will also be expected to follow the Mayor of London's Best Practice Guidance on the control of dust and emissions from construction and demolition.

The Council has specific requirements for controlling air pollution associated with biomass boilers and CHP. If a development is due to include a biomass boiler or CHP plant, guidance should be sought from the Council's Air Quality Officer. Given that biomass releases higher levels of some pollutants than gas-fired systems and the existing poor air quality in the borough, the use of biomass is the Council's least preferred option for the provision of renewable energy.

The Mayor of London is developing a definition and guidance for air quality neutral development. Due to the concentrations of air pollution in the Fitzrovia area, it is likely that air quality neutral developments will be favoured in future.

### Relevant Area Action Plan objectives

Contributes to the key objective *ensuring an environmentally sustainable future*

### Relevant parts of Camden's Core Strategy and Development Policies

Policy CS13 – Tackling climate change

[Policy DP22 – Promoting sustainable design and construction](#)

[Policy DP23 – Water](#)

[Policy DP27 – Basements and lightwells](#)

Policy DP32 – Air quality and Camden's clear zone

### Relevant parts of Westminster's Core Strategy

Policy CS38 – Decentralised energy networks

### Relevant parts of the London Plan

Policy 5.1 – Climate change mitigation

Policy 5.2 – Minimising carbon dioxide emissions

Policy 5.5 – Decentralised energy networks

Policy 5.6 – Decentralised energy in development proposals

Policy 7.14 – Improving air quality

**PART 5**  
**CHARACTER AREAS AND**  
**URBAN DESIGN PRINCIPLES**

## Introducing the Character Areas and urban design principles

Fitzrovia has a unique character that derives largely from its mix of uses, grid pattern of streets, dense development, fine grain and sense of enclosure. This section sets out:

- the existing design policies that apply in Fitzrovia,
- urban design character and principles for Fitzrovia as a whole, and
- Character Areas with distinctive urban design principles, area specific principles, and public realm opportunities.

## Existing design policies

Our Core Strategy and Development Policies documents seek to secure places and buildings that are attractive, safe and easy to use. This aim has particularly informed the urban design principles for Fitzrovia. Creating attractive, safe and easily-used places involves a wide range of design considerations spread across a number of policies including promoting high quality places and conserving our heritage (policy CS14), tackling climate change (policy CS13), and making Camden a safer place (policy CS17). Key design issues raised in the Core Strategy and Development Policies are summarised here, but prospective developers should refer to the full text of the documents.

The Council expects development in Fitzrovia to be designed to contribute to a high quality place, and to address all aspects of design identified by Camden's Core Strategy and Development Policies as appropriate, including:

- respecting local character, setting and context and the form and scale of neighbouring buildings (policies CS14, DP24);

- respecting the character and proportions of any existing buildings to be retained on site (DP24);
- using high quality materials (DP24);
- providing visually interesting frontages at street level that are well-related to the upper floors, the street and any forecourt or lightwell (DP24, DP30);
- preserving and enhancing heritage assets and their settings (CS14, DP25);
- protecting important views (CS14);
- creating inclusive and accessible buildings and spaces (CS14);
- incorporating appropriate security and community safety measures (CS17);
- protecting the quality of life of occupiers and neighbours, including attention to the standard of accommodation, visual privacy, outlook, natural light, noise, vibration and pollution (CS5, DP26, DP28, DP31);
- providing amenity space (DP24, DP26);
- meeting increased demand for public open space (CS15, DP31);
- respecting existing natural features including topography and trees (CS15, DP24);
- providing high quality hard and soft landscaping, new trees and vegetation (CS14, CS15);
- providing new or enhanced habitat and opportunities to experience nature (CS15);
- incorporating sustainable design and construction measures (CS13, DP22);



- minimising carbon emissions and the impact of climate change (CS13);
- protecting water quality and the water environment and minimising the risk of surface water flooding (CS13, DP23, DP27);
- providing for movements to, from and within the site including provision for pedestrians, cyclists and public transport (CS11);
- limiting on-site car parking to spaces designated for disabled people, operational or servicing needs and car-club spaces (CS11, DP18);
- incorporating facilities for the storage and collection of waste and recycling (CS18).

See also Camden Planning Guidance, particularly Camden Planning Guidance 1: Design.

### Conservation Area Management Plans

Development should also be designed in accordance with the principles set out in the relevant Conservation Area Management Plans (available to download at [www.camden.gov.uk](http://www.camden.gov.uk)). The Conservation Areas in Fitzrovia are: Bloomsbury, Charlotte Street, Fitzroy Square and Hanway Street. Further to this guidance, the section below identifies the characteristics that contribute to Fitzrovia's built environment and sets out urban design principles specific to Fitzrovia, which take into account these characteristics. These should be considered with preparing development schemes in Fitzrovia and will be taken into account when the Council assesses planning applications.



## Urban design principles

This section describes the distinctive characteristics that make Fitzrovia unique and sets urban design principles for new developments.

### Built form and grain

Most of Fitzrovia is densely developed with a fine grain and a grid pattern reinforced and defined by buildings built to the street. Buildings are predominantly between 4 and 7 storeys in height, and with the notable exceptions of the BT Tower, Central Cross, and UCH there are few very tall buildings in the area. The built form creates a sense of enclosure and human scale that contributes greatly to Fitzrovia's character and attractiveness. The Plan's urban design principles aim to preserve and enhance Fitzrovia's existing built form.

A great number of the area's Georgian terraced townhouses survive as do the Georgian squares of Fitzroy Square and Bedford Square which are exceptionally well preserved. More than half of Fitzrovia is covered by conservation area designations and there are a many listed buildings. The historic environment sets a context for development in most streets in Fitzrovia.

#### Principles

- New development should respond positively to the prevailing form of nearby buildings and frontages in terms of scale and grain, particularly listed buildings, and buildings, spaces, and other features identified as making a positive contribution to the conservation areas.
- New built form should reflect the area's human scale, its sense of enclosure and be built to define the traditional street block.

- Buildings should be designed to avoid harm to views from Bedford Square and Fitzroy Square.

See also Part 4 of the Plan, *Land use principles*.

### Strategic landmark viewing corridors

The London Plan designates the view from Parliament Hill to the Palace of Westminster as a London Panorama. Two Landmark Viewing Corridors forming part of this panorama pass through Fitzrovia. In accordance with the London Plan and Camden Core Strategy policy CS14, the Council resists proposals that would harm this view. Euston Tower and the BT Tower are prominent within this panorama, but the height of these buildings is exceptional in the Fitzrovia context. Development which respects the predominant building heights in Fitzrovia would not be likely to detract from the panorama.

### Tall Buildings

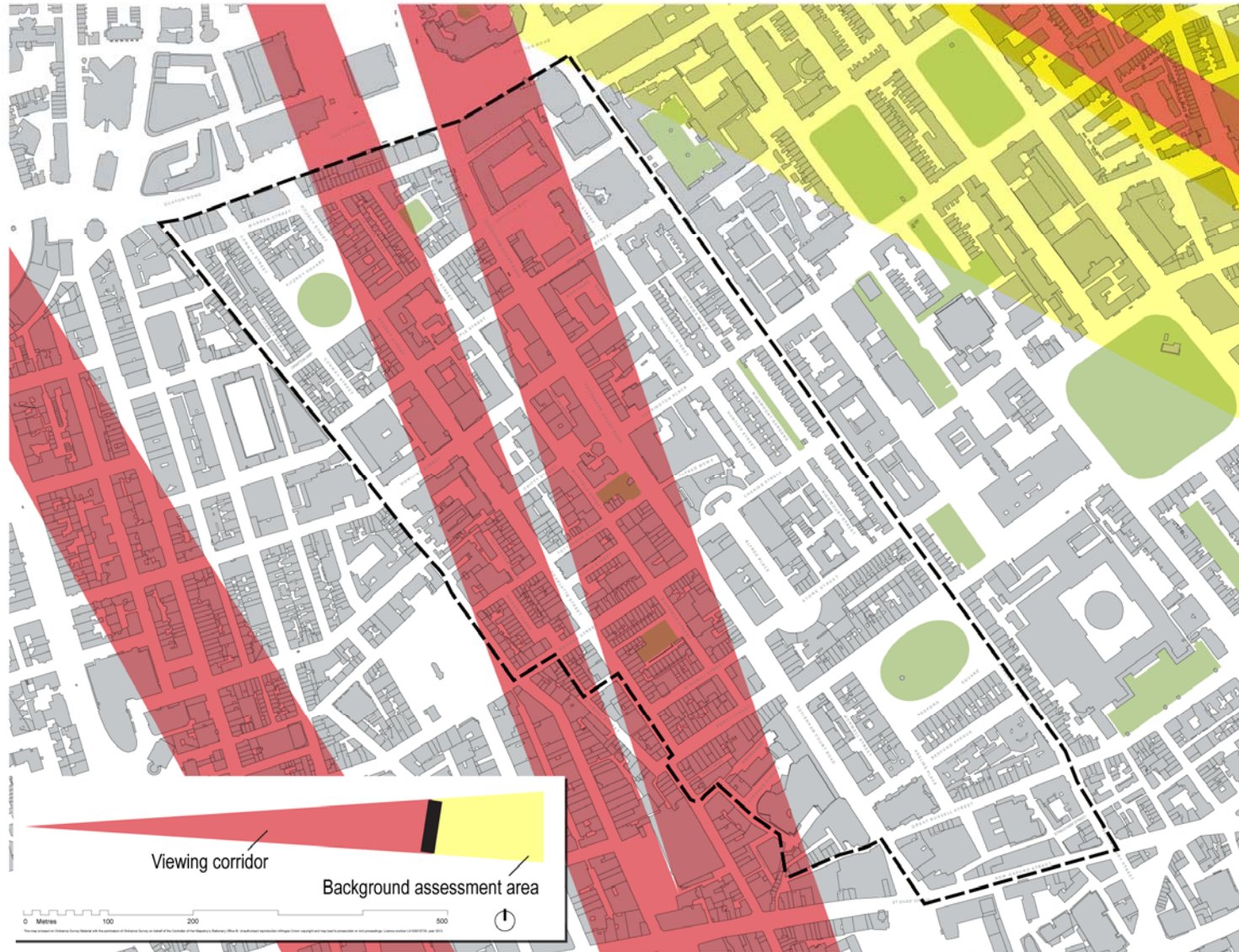
Paragraph 24.10 of Camden Development Policies 2010 indicates that given Camden's strategic environmental characteristics, the entire borough is considered as being within the 'sensitive' category, as defined by the English Heritage/ CABE Guidance on Tall Buildings (2007). Tall building proposals anywhere in Camden will therefore merit detailed design assessments. Further guidance on assessing tall buildings is given in Camden Planning Guidance 1: Design (page 10).

There are a number of particular constraints on the development of tall buildings in the Plan area:

- Conservation Areas have been designated across most of the Plan area;
- two landmark viewing corridors cover a large proportion of the Plan area;



Strategic viewing corridors [\[map replaced\]](#)





- few tall buildings currently exist in the Plan area (the most notable tall building is the BT Tower); and
- the Plan's urban design principles require development to respond positively to the prevailing form of nearby buildings in terms of scale.

Given these constraints, the Council considers that the potential for further tall buildings in the Plan area is very limited.

### **Local views**

Local views are a significant aspect of the area's character. The prevailing grid layout creates long views along streets which are enhanced in the Conservation Areas by the repeated elements of the terraced buildings. The layout and built form provide contrasting views of the formal frontages and the plainer backs of terraces. The squares provide the experience of transition from enclosure to open spaces. There are clear views of the BT Tower (36 storeys / 189m) throughout the area. However, the pattern of streets and spaces is not planned to create formal vistas to architectural set-piece buildings, and the topography is generally flat so there are no views gained from changes in level. The Conservation Area Management Plans set out detail on key views and vistas which should be considered in design proposals.

## **Street pattern / links**

Fitzrovia is built on a grid of relatively generously spaced streets constructed around the mid to late 18<sup>th</sup> century. The pattern comprises long streets running north-west to south-east, parallel to Tottenham Court Road, with shorter cross streets. There is an underlying secondary system of mews streets, many of which are dead ends.

These features can make the area attractive for travelling by foot, but can also make navigation difficult for visitors. In parts of the area Transport for London's "Legible London" project has provided on-street wayfinding specifically designed to assist pedestrians.

### **Principles**

- Development should allow good legibility and permeability. It should reinforce the area's grid pattern and traditional street blocks. ~~where present,~~ Very large blocks should be broken down and reconnected into the grid to create a permeable, comprehensible and easily navigable urban fabric.
- The public realm should be designed to prioritise walking and cycling.
- The public realm should include on-street wayfinding where appropriate in the form of clear map-based information designed to enhance its setting, such as the 'Legible London' system.

## Uses and frontages

The area has a blend of uses including homes, offices, shops, hospital, university, and entertainment uses, including restaurants, cafes and pubs. This mix creates a diverse, vital and interesting area, with lively and active streets.

### Principles

- To maintain the mixed use character of the area development should create or maintain a mix of uses within each street block.
- Ground floor uses should create safe, attractive streets by fronting active uses or windows and entrances to the street. Frontages dominated by blank facades, external roller shutters or building services should be avoided.
- Vehicular servicing infrastructure should be minimised. Servicing entrances fronting the main street grid should be avoided. Footpaths should be continuous across building frontages and servicing crossovers should be designed to give priority to pedestrians.

## Open Space

There are relatively few areas of public open space in Fitzrovia yet there is significant demand from residents, workers and tourists. There is a particular lack of green open space.

### Principles

- Development that increases the use of open space should provide new on site public open space where possible. Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.

See also Part 4 *Land Use Principles* – Principle 2 *Public open space*.

## Character areas, principles and public realm opportunities

Within Fitzrovia there are sub-areas with their own distinctive character, from the busy retail street of Tottenham Court Road to the quiet, stately Georgian Squares.

This section describes Character Areas with distinctive urban design features and sets out specific principles and public realm opportunities within each one. The Character Areas are presented in alphabetical order. Maps of the principles and opportunities are presented for each area, and are combined in a single map on page 103. Principles and opportunities are given reference numbers in the text that correspond with the numbers shown on the maps.

The margins of character areas do not have sharp boundaries. Inevitably, boundaries shown on a plan separate the opposite sides of a street, or separate buildings that are closely related to one another. Where proposals are close to a boundary or straddle the boundary, attention should be paid to character areas on each side of the boundary. This is particularly critical for Tottenham Court Road where pressure for growth can have profound impact on adjacent streets in sensitive character areas such as Bedford Square and Fitzroy Square.

The public realm opportunities are derived from the Fitzrovia Open Space and Public Realm Study. The study did not include detailed examination of the feasibility of these schemes. Therefore, before specific schemes can be agreed for implementation, their feasibility will have to be considered in depth, public consultation will be needed on potential designs, a source of funding will need to be identified and the priority of these schemes will need to be weighed against other priorities in Fitzrovia and further afield. Where works to the public realm are involved, feasibility will include their impact on traffic movements, parking and services. Where possible the Council will seek

funding from Transport for London to examine the feasibility of the schemes, and implement those schemes which are feasible, supported by the public, and prioritised by the Council (see also Part 4 *Land Use Principles – Principle 2 Public open space*).





Character Areas [\[map replaced\]](#)



## 1. Alfred Place Character Area

### Alfred Place

Alfred Place is a formally laid out boulevard with cobbled crescents to the north and south. The ground floors are mostly in retail and office use. There is a mix of architectural styles but a predominance of late 19th and early 20th century retail and warehouse development. Buildings fronting the space differ in height (4-7 storeys) and detailing but are unified by enclosure of the space. The rows of mature trees on Alfred Place and South Crescent make a positive contribution to the area.

North Crescent is occupied by the Eisenhower Centre which is the entrance to a second world war deep-level air raid shelter linked to the underground network. The structure is in commercial use for secure document storage. A memorial to the 12th County of London Regiment (The Rangers) is located in front of the Eisenhower Centre.

The Eisenhower Centre has been identified as a positive contributor to the character of the Conservation Area due to its social and historic interest. However, the entrance structure blocks views of buildings in North Crescent (including listed buildings), creates a poor setting for the Rangers' memorial (also listed), and interrupts the symmetrical layout of Alfred Place and the North and South Crescents.

### Store Street

Store Street is notable for its attractive 19<sup>th</sup> century four-storey terrace characterised by a series of shopfronts of identical design and a variety of small independent retail and café uses with residential accommodation above. Street trees give a leafy feel and provide a sense of enclosure. The later 20th century College of Law building is situated on the north side.

### Torrington Place

There is significant pedestrian footfall and cycle traffic along Torrington Place and the south side of the road is fronted by shops and cafes, some of which have seating on the street. The north side is fronted by 1-19 Torrington Place (also known as Mullard House) which has a less successful frontage to the street with two vehicle ramps and obscured windows.

Below: Alfred Place

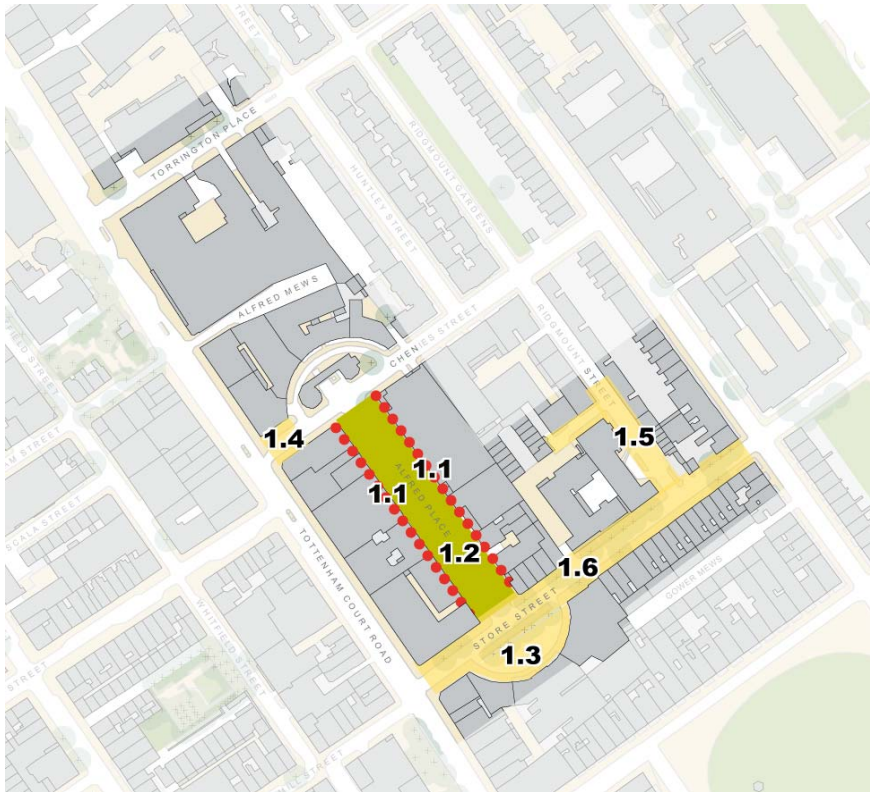


Below: Store Street.





## Alfred Place Character Area



### Character area principles

1.1 New development fronting on Alfred Place should avoid or minimise vehicular servicing improve the frontage and pedestrian environment by minimising vehicle entrances and crossovers whilst maintaining adequate servicing arrangements to support the viable use of properties on the street to Alfred Place. ~~This will facilitate creation of an open space and provide an area uninterrupted by crossovers or traffic.~~

### Public realm opportunities

In this character area we will take forward the following public realm opportunities identified by the Fitzrovia Open Space and Public Realm Study. These potential schemes will require further investigation including prioritisation against other proposals, identification of funding, transport assessment, consultation with key stakeholders and wider public consultation.

#### 1.2 Alfred Place

Create public open space by reclaiming carriageway space and moving car parking while maintaining adequate servicing arrangements to support the viable use of properties on Alfred Place. The priority is to remove minimise traffic and provide seating and planting to allow the space to be used create a better open environment without compromising the operational use of nearby buildings.

Should further funding be secured a more considered design of the space should be undertaken which could include more costly interventions such as creation of a grassed area and relocating the cycle hire station.

The Council encourages a scheme which will improve the setting of the Rangers' memorial and improve the relationship between the Eisenhower Centre and the surrounding townscape.



### 1.3 South Crescent

Create a public open space in South Crescent by closing the road and reclaiming carriageway and by relocating all car parking spaces to nearby streets.

### 1.4 Chenies Street West

Create a widened footway at the eastern end of Chenies Street by reclaiming carriageway space. We will explore opportunities to improve the setting of the Rangers' Memorial at South Crescent/ Chenies Street.

### 1.5 Ridgmount Street

Create a single surface around the College of Law - Bloomsbury Centre by raising the carriageway and providing street furniture to narrow the road, calm traffic and manage parking.

### 1.6 Store Street

Create a widened footway along Store Street by reclaiming carriageway space.

Below: Ridgmount Street



## 2. Bedford Square Character Area

Bedford Square is a virtually intact Georgian square fronted by terraced townhouses forming a single formal composition. The central circular garden is in private ownership. Access is available to local residents and businesses subject to payment of an annual fee. The garden is also hired out for events.

Buildings fronting the square are neo-classical terraced townhouses with a strong uniformity of proportions and scale. All buildings fronting the squares are listed. They are predominantly in office or educational use with occupiers including publishers, colleges and legal firms.

Although Bedford Square is included within the Fitzrovia Area Action Plan boundary, this character area is regarded as part of Bloomsbury.

### Bedford Avenue

The red-brick Bedford Court Mansions (6 storeys) line the entire length of Bedford Avenue. There is a noticeable difference in scale between these mansion blocks and the 2 storey Edwardian mews on the north side of Bedford Avenue.

### Morwell Street

Morwell Street is a relatively narrow, quiet street fronted mostly by two- to four-storey development of variable quality and age. [Many A number of buildings on the western side](#) have garages and servicing. The eastern side is within the Conservation Area and has many buildings which contribute positively.

### Gower Mews

Gower Mews retains much of its essential mews character, being a narrow, single surface fronted by small scale 2-3 storey mews buildings with garages.

Below: Bedford Square

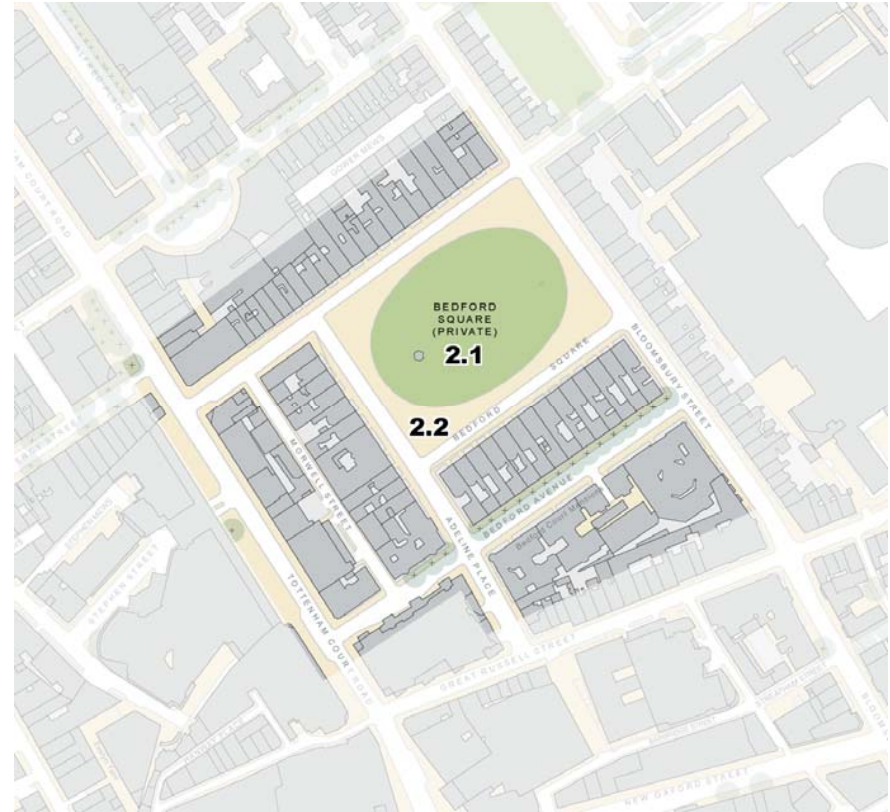




Below right: Bedford Court Mansions, Bedford Avenue



Bedford Square Character Area **[map replaced]**



Below: Gower Mews,





### Character area principles

2.1 The Council will negotiate with owner The Bedford Estate to seek increased public access to Bedford Square Gardens.

2.2 The Council will resist introduction of a cluttering of street furniture in the public area surrounding Bedford Square Gardens, but will explore opportunities for the installation of additional seating provided it will not harm the Square's heritage assets and their settings. The addition of seating will require further investigation including prioritisation against other proposals, identification of funding, consultation with key stakeholders and wider public consultation.

### Public realm opportunities

In this character area we do not propose to take forward any public realm opportunities identified by the Fitzrovia Open Space and Public Realm Study.

Below: Bedford Square



### 3. Central Cross and Hanway Street Character Area

#### Central Cross

Central Cross is a large 1970s modernist complex ranging from 5 to 14 storeys. The building has a variety of uses including office, retail, a cinema and housing. 6-17 Tottenham Court Road is a four storey 1990s development in retail and office use. Both buildings have a large footprint for the area. The site has the potential to provide a significantly improved frontage to Tottenham Court Road and possibly to create a new connection to Hanway Place.

#### Hanway Street and Hanway Place

The narrow, curving streets, tight grain and the intimate quiet feel of this area contrasts to the open planned grid to the north, and to the large Central Cross complex. Small shops, offices and restaurants are on located on the ground floor of Hanway Street with residential above. The cul-de-sac of Hanway Place is very quiet. Buildings are terraced properties of mixed age and style and are predominantly 3-4 storeys.

#### Opportunity Sites

- 9. Central Cross
- 10. 6-17 Tottenham Court Road

Central Cross and Hanway Street Character Area



Below: 6-17 Tottenham Court Road



Below: 6-17 Tottenham Court Road looking south



### Character area principles

Refer to the master planning principles on page 132.

### Public realm opportunities

In this character area we will take forward the following public realm opportunities identified by the Fitzrovia Open Space and Public Realm Study. These potential schemes will require further investigation including prioritisation against other proposals, identification of funding, transport assessment, [consultation with key stakeholders](#) and [wider](#) public consultation.

#### 3.1 Tottenham Court Road Promenade

Remove clutter and add seating at the base of the street trees along Tottenham Court Road in front of Central Cross.

#### 3.2 Gresse Street cycle stand plaza

The small space with a cycle stand on Gresse Street is on private land and lies just within the City of Westminster. Investigate the opportunity to add seating and planting to the space on Gresse Street near the cycle shelter.

#### 3.3 Gresse Street / Stephen Street

Raise the carriageway at the junction of Gresse Street and Stephen Street to slow traffic and provide a safer environment for pedestrians.



## 4. Charlotte Street Character Area

Charlotte Street and the surrounding area is a focus of activity for shops, cafés and restaurants in Fitzrovia. It has a large residential population and there is much activity on the street.

It has a fine grain of development with predominantly Georgian terraced townhouses dating from 1750 to 1790. Many have attractive shopfronts added more recently. Building heights are generally 4-5 storeys.

Pubs are located at many of the street corners and the area is home to the two most used open spaces in Fitzrovia, Whitfield Gardens and Crabtree Fields.

The junction of Charlotte Street and Rathbone Street is a focus of activity where a number of routes converge. It is the main gateway between Fitzrovia, Soho and Oxford Street. Many cafés, restaurants and pubs and shops cluster around this busy route.

### Opportunity Sites

- 12. Asta House
- 14. 61-63 Tottenham Court Road and 11-13 Goadge Street

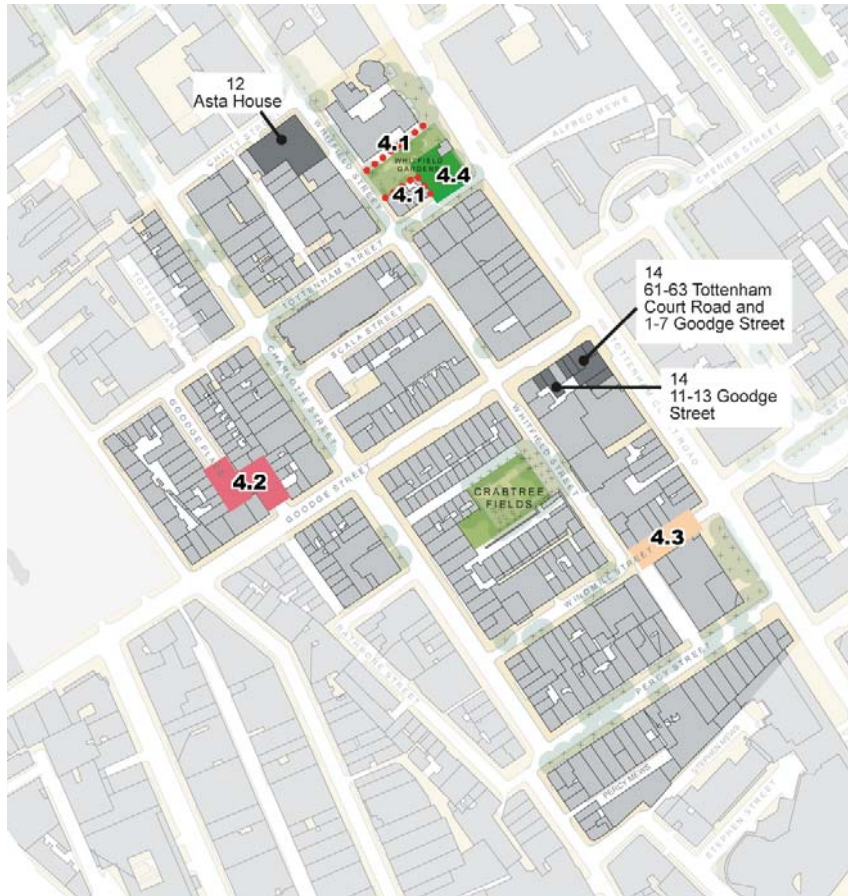
Below: Charlotte Street



Below: Goadge Street



Charlotte Street Character Area [\[map replaced\]](#)



Character area principles

4.1 Redevelopment of sites fronting Whitfield Gardens should provide active frontages to the space to create interaction between the space and ground floor uses and to provide passive surveillance.

Below : Whitfield Gardens





## Public realm opportunities

In this character area we will take forward the following public realm opportunities identified by the Fitzrovia Open Space and Public Realm Study. These potential schemes will require further investigation including prioritisation against other proposals, identification of funding, transport assessment, [consultation with key stakeholders](#) and [wider](#) public consultation.

### 4.2 Goodge Place

Investigate the feasibility of closing the middle of Goodge Place to motor vehicles and create a public space. There is concern that a turning head would be required within this space.

### 4.3 Windmill Street East

Create a single surface adjacent to Tottenham Court Road by raising the carriageway and providing street furniture.

### 4.4 Whitfield Gardens

Improve Whitfield Gardens with new seating and planting, particularly at the corner of Tottenham Court Road and Tottenham Street.

Below: Goodge Place





## 5. Euston Road Character Area

The six lane Euston Road carries very heavy traffic which results in an unappealing environment for pedestrians. The road is a major barrier to movement between Fitzrovia and the north as there is only one pedestrian crossing between Tottenham Court Road and Great Portland Street Station.

The building stock on the south side is mixed and includes large 20<sup>th</sup> century office towers such as Fitzroy House at 355 Euston Road (7 storeys) and the University College Hospital (approx 20 storeys) contrasted with 19<sup>th</sup> century townhouses with retail on the ground floor (predominantly 3-4 storeys).

The Council and TfL are pursuing proposals separately from this Plan for the redesign of the intersection of Euston Road and Tottenham Court Road (Euston Circus).

Below right: 19C terraces (No. 327-337 odd)



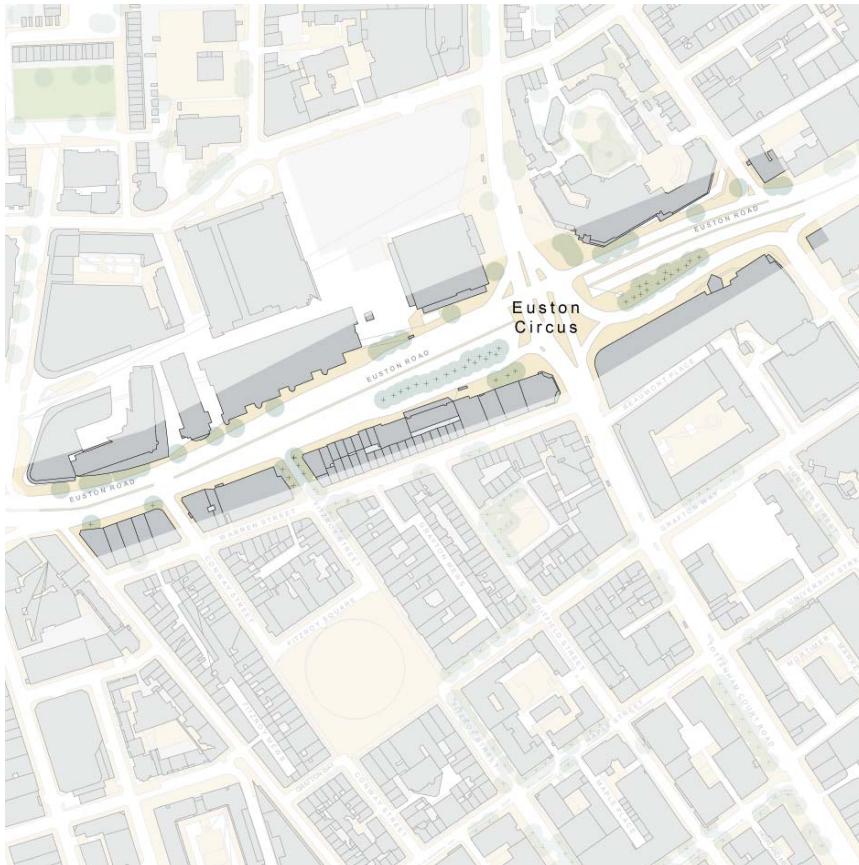
Below: Euston Road looking east



Below left: University College Hospital.



### ~~Euston Road Character Area [map to be deleted]~~



### ~~Public realm opportunities~~

~~In this character area we do not propose to take forward any public realm opportunities identified by the Fitzrovia Open Space and Public Realm Study, other than those associated with the intersection of Euston Road and Tottenham Court Road (Euston Circus) and possible changes to Fitzroy Street identified in the Fitzroy Square Character Area.~~

### ~~Euston Circus~~

~~Transport for London in partnership with LB Camden have consulted on a new layout for Euston Circus. The design proposes more direct crossings, wider pavements, routes for cyclists and additional tree planting. Construction work is expected to start in spring 2013 and continue for a year. The project is independent of proposals to introduce two-way traffic in Tottenham Court Road and Gower Street, but has been designed so that two-way traffic on these roads could be accommodated.~~



## 5. 6. Fitzroy Square Character Area

Broadly similar in character to Bedford Square, Fitzroy Square is a virtually intact Georgian square fronted by terraced townhouses forming a single formal composition. The central circular private garden has limited public access during summer.

The four storey townhouses fronting the square are designed in accordance with classical principles and create the appearance of a single Palladian villa. All terraced townhouses fronting the square are Grade I listed. The buildings are predominantly office use with a range of other uses including residential.

### Around Fitzroy Square

Conway Street, Fitzroy Street and Grafton Way lead off Fitzroy Square. They are relatively narrow streets, enclosed by largely four-storey terraces in predominantly residential use with some offices. They retain much of their original character and have significant consistency in terms of the architectural treatment of the terraces. Where there are later 19th and 20th century insertions, their scale complements the original terraces.

### Grafton Mews, Fitzroy Mews

The mews drop down in scale and contain a variety of small scale commercial uses, some rear garaging, warehousing and conversions to residential use.

### Euston Road

Euston Road terminates Conway Street and Fitzroy Street. The southern side of Euston Road backs onto properties on Warren Street, including a number of Listed Buildings. The building stock on the southern side of Euston Road is mixed and includes the 20th century office block Fitzroy House at 355 Euston Road

(7 storeys) contrasted with 19th century townhouses with retail on the ground floor (predominantly 3-4 storeys).

Below: Fitzroy Square

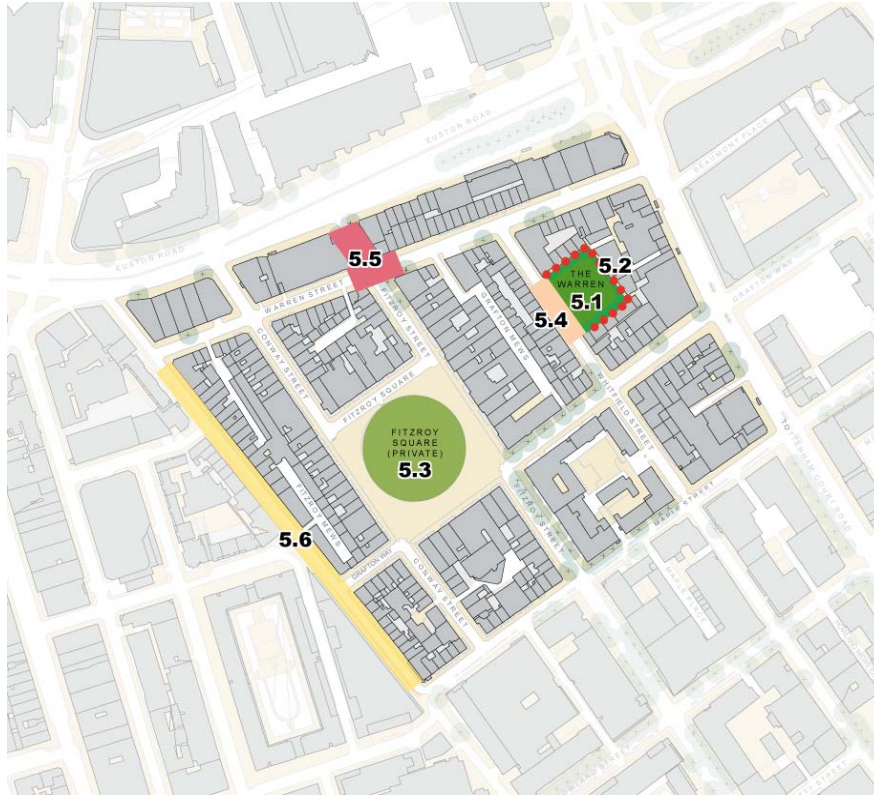


Below left: Grafton Way: Below right: Fitzroy Mews





### Fitzroy Square Character Area [\[map replaced\]](#)



### Character area principles

**5.1 6.4** The Warren is a priority site for general improvements including to the multi use games area, the play space, paving, seating and planting. Some improvements are proposed in the Parks Improvement Plan.

**5.2 6.2** Development adjacent to the Warren should front entrances and windows to the space to provide natural surveillance and create interaction between the space and the ground floor uses. Designs which incorporate encroachment space in their frontage to the Warren are encouraged (such as doorways and small gardens that allow potential for seating and planters to spill into the public space).

**5.3 6.3** The Council will negotiate with landowners to seek increased public access to Fitzroy Square Gardens.

Below: The Warren



## Public realm opportunities

The Council is planning to conduct an experimental road closure of Warren Street from Grafton Mews to Fitzroy Street.

In this character area we will take forward the following public realm opportunities identified by the Fitzrovia Open Space and Public Realm Study. These potential schemes will require further investigation including prioritisation against other proposals, identification of funding, transport assessment, [consultation with key stakeholders](#) and [wider](#) public consultation.

### [5.4](#) [6.4](#) Whitfield Street near the Warren

Improve the public realm (particularly for the safety of pedestrians) around the Warren by moving car parking from adjacent to the open space to improve lines of sight, installing a raised pavement to reduce traffic speeds, and installing crossing points for pedestrians.

### [5.5](#) [6.5](#) Fitzroy Street and Warren Street

Consider closing Fitzroy Street from Warren Street to Euston Road after conducting the experimental closure of Warren Street from Grafton Mews to Fitzroy Street.

### [5.6](#) [6.6](#) Cleveland Street

Create a widened footway along parts of Cleveland Street to support high levels of pedestrian activity and possibly tree-planting by reclaiming carriageway and parking spaces. The west side of Cleveland Street belongs to Westminster and any changes will require their permission.

Below: Fitzroy Square





## 6.7. Great Russell Street Character Area

Great Russell Street is a relatively busy east-west route which changes in character along its length. There are a number of hotels in this area, as well as shops.

The building stock is mixed including Edwardian four-storey terraces, larger later 19th Century mansion blocks, the 1930s neo-Georgian Queen Mary Hall/ YWCA and the modernist Congress House trades union building. A number of Victorian timber shopfronts are retained on Great Russell Street. Building heights generally do not rise above 6 storeys, with the exception of the 13-storey St Giles Hotel. The St Giles Hotel presents a retail frontage to Tottenham Court Road, less active frontages to Great Russell Street and Bedford Avenue and a blank frontage to Adeline Place.

Bainbridge Street is fronted by the flank and rear walls of buildings creating a streetscape dominated by building services equipment, rubbish bins, roller shutter doors and garages. This street is a convenient cut through but feels unsafe in the evenings.

Although Great Russell Street and Bainbridge Street are included within the Fitzrovia AAP boundary, this character area is regarded as part of Bloomsbury.

Below: Shops on Great Russell Street

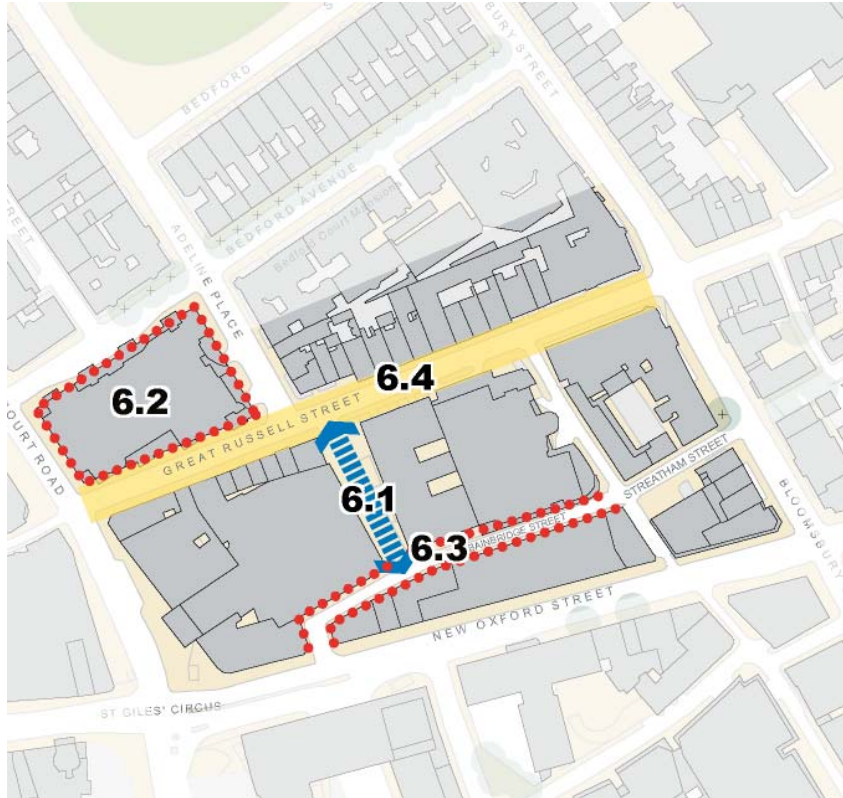


Below: Congress House, Great Russell Street





### Great Russell Street and ~~Bainbridge Street~~ Character Area [map replaced]



### Character area principles

**6.1 7.4** Any development adjacent to the pedestrian route on private land between Adeline Place and Bainbridge Street adjacent to Queen Mary Hall/ YWCA Central Club should improve this route.

**6.2 7.2** Any redevelopment of the St Giles Hotel should improve the street frontage, with the ground floor addressing the street and including active frontages along Tottenham Court Road and Great Russell Street. Blank frontages and large servicing areas should be avoided.

**6.3 7.3** Developments on Bainbridge Street should be designed to provide an improved frontage to the street with minimal impact of building services and rubbish and recycling storage. Active frontages fronting Bainbridge Street will be supported to improve appearance, activity and safety of the street.

### Public realm opportunities

In this character area we will take forward the following public realm opportunity identified by the Fitzrovia Open Space and Public Realm Study. This potential scheme will require further investigation including prioritisation against other proposals, identification of funding, transport assessment, [consultation with key stakeholders](#) and [wider](#) public consultation.

### **6.4 7.4** Great Russell Street

Create a widened footway along Great Russell Street by reclaiming carriageway space.

## 7.8. Howland Street Character Area

The area around Howland Street suffered extensive damage during the Second World War and as a result the area is predominantly developed with post-war steel and concrete buildings. The scale and grain is significantly larger than the rest of Fitzrovia, and building heights around 5-7 storeys.

Most properties in the area are in office use with business occupiers currently including Arup and Saatchi & Saatchi. The landmark BT Tower is located in this area.

### Opportunity Sites

Bedford Passage Sites

1. Astor College
2. Middlesex Hospital Annex
3. Arthur Stanley House
4. Tottenham Mews Day Hospital

Other

11. 80 Charlotte Street
12. Asta House
13. Network Building

Below: Chitty Street

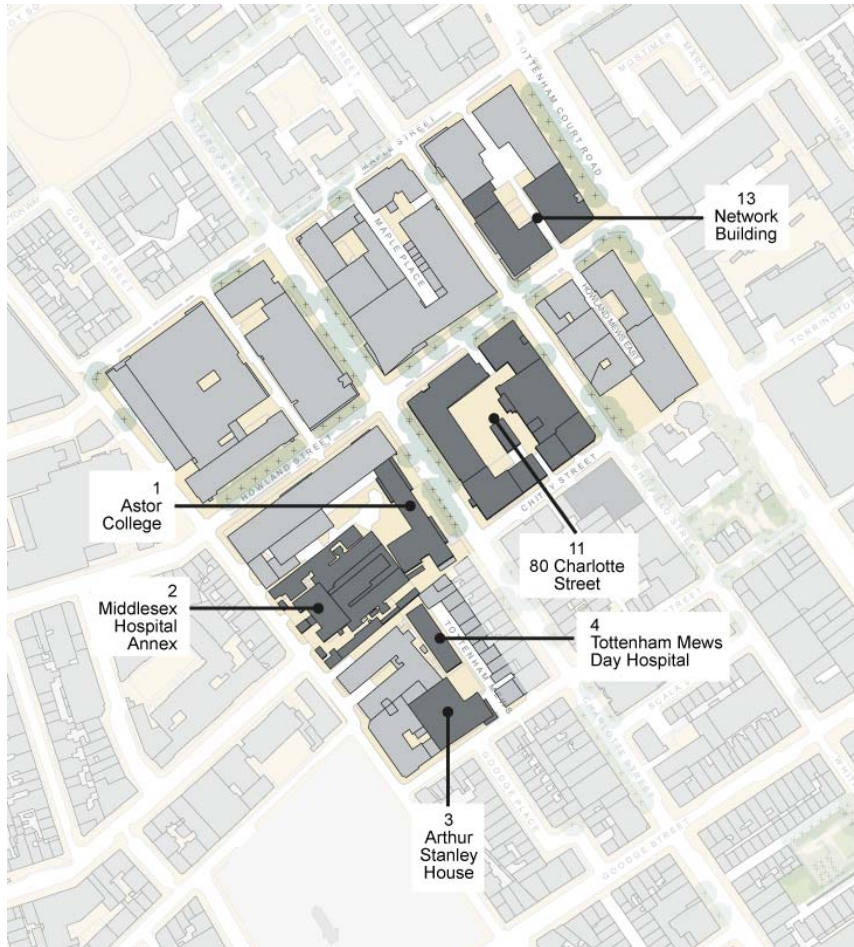


Below: Qube building 90 Whitfield Street





**Howland Street Character Area [\[map replaced\]](#)**



**Character area principles**

Refer to the masterplanning principles on page 108.

**Public realm opportunities**

In this character area we do not propose to take forward any public realm opportunities identified by the Fitzrovia Open Space and Public Realm Study, but opportunity for a new public open space has been identified as part of the masterplanning principles on page 108.

Below: BT Tower





## **8.9. Ridgmount Gardens Character Area**

The Ridgmount Gardens **Character Area** is defined by the long parallel blocks and terraces. The area is predominantly residential, but includes a number of student residences and hotels on Gower Street and a number of University College facilities on Chenies Mews. The buildings include Georgian terraced housing, Victorian/ Edwardian mansion blocks, and 20th century mews development.

Buildings heights vary from smaller scale (2-3 storeys) on the mews and in locations of surviving Georgian terraces (3-4 storeys), with greater height in the Victorian mansion blocks (6-7 storeys).

The Ridgmount Gardens **open space is are** in private ownership and access is for keyholders only.

### **Opportunity Sites**

**7 Royal Ear Hospital**

**8 Medical Students' Union**

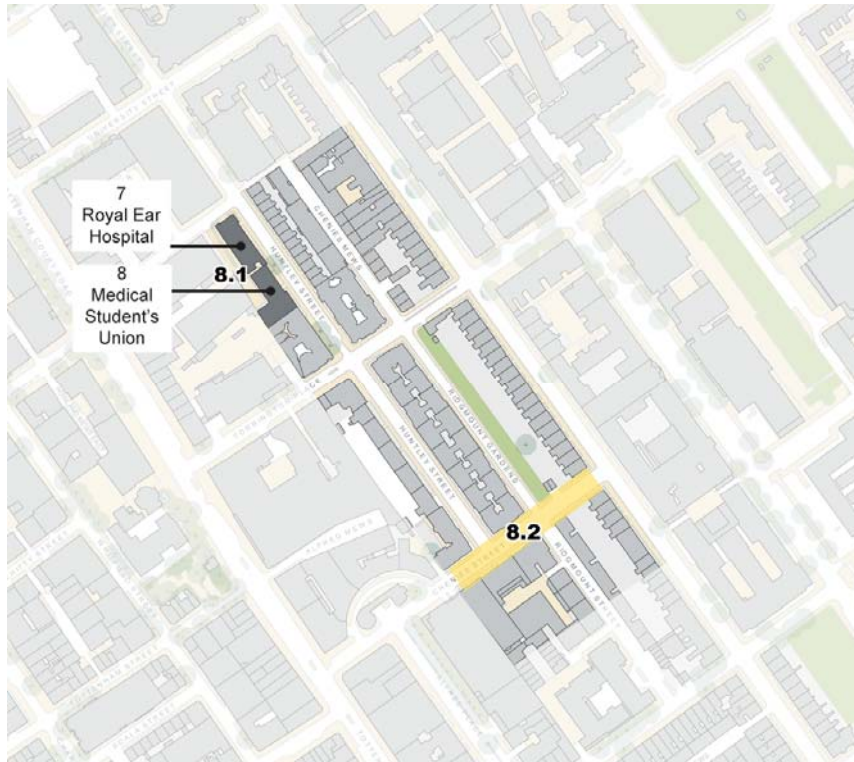
Below: Huntley Street



Below right: Ridgmount Gardens



Ridgmount Gardens Character Area [\[map replaced\]](#)



**Character area principles**

~~No character area principles have been identified for this area.~~

8.1 Redevelopment on the block bounded by Tottenham Court Road, Torrington Place, Huntley Street and Capper Street should consider retention and extension the network of pedestrian laneways.

**Public realm opportunities**

In this character area we will take forward the following public realm opportunity identified by the Fitzrovia Open Space and Public Realm Study. This potential scheme will require further investigation including prioritisation against other proposals, identification of funding, transport assessment, consultation with key stakeholders and wider public consultation.

**8.2 ~~9.4~~ Cheries Street East**

Create a widened footway along Cheries Street by reclaiming carriageway space.



### 9. 10. Tottenham Court Road Character Area

Tottenham Court Road is a busy central London high street that operates as an extension to West End retailing.

Shops and other retail uses predominate at ground level with offices, institutions, three hotels and some flats above. The retail mix has a focus on consumer electronics to the south and furnishings further north. Cafes and sandwich shops catering to the lunchtime office workers are common at the northern end.

The building stock predominantly consists of large 20th century buildings, a notable example being the Heal's store. Groups of older, finer grain 19th and early 20th century buildings, such as on the western side between Windmill Street and Whitfield Gardens, reflect the earlier development of the street.

Significant growth and regeneration is expected along Tottenham Court Road and it is the preferred location for large shops and food, drink and entertainment uses (see Principle 5 in part 4 of the Plan *Land use principles*).

Below left: Tottenham Court Road, northern end



Below: Tottenham Court Road south, view north, Central Cross on left.

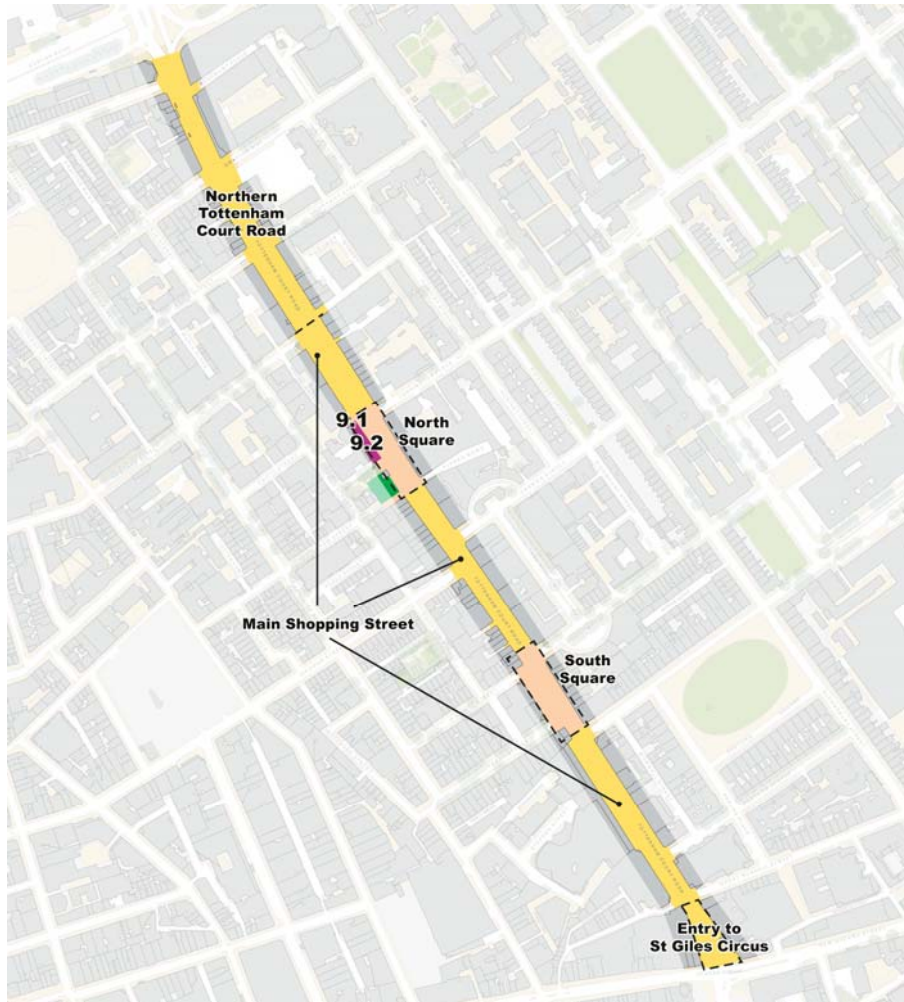


Below right: Heal's furniture store





## Tottenham Court Road Character Area [\[map replaced\]](#)



### Site Specific Principles

Development fronting Tottenham Court Road should support its role as a Central London Frontage and as a major retail destination. New development should provide high specification shop units to the Tottenham Court Road frontage with generous ceiling heights and attractive shopfronts.

9.1 10.4 Any redevelopment We will consider serving a discontinuance notice to seek removal of the advertising hoarding in front of the deep shelter entrance on Tottenham Court Road (located south of 80-85 Tottenham Court Road) Any redevelopment of the area between the American Church and 80-85 Tottenham Court Road should remove the advertising hoarding.

### Public realm opportunities

In this character area we will take forward the following public realm opportunity identified by the Fitzrovia Open Space and Public Realm Study. This potential scheme will require further investigation including prioritisation against other proposals, identification of funding, transport assessment, consultation with key stakeholders and wider public consultation.

### 9.2 10.2 Space in front of the American Church

Create an improved public space in front of the American Church by adding seating and planting.

### Tottenham Court Road Two-Way

LB Camden is planning to consult on a proposal for public realm transformation and introduction of two-way traffic for Tottenham Court Road and Gower Street. Should the project go ahead it would deliver significant benefits for all users but in particular would provide a safer and more pleasant environment for pedestrians and cyclists.

### **West End Project**

The West End Project is being developed by Camden in partnership with Transport for London to deliver major public realm and transport improvements in Camden's part of the West End. The project aims to create more civilised streets with less traffic, lower traffic speeds and better public spaces on the street.

The West End Project may include:

- a more attractive Tottenham Court Road with wider footways and improved road safety for pedestrians;
- introduction of two-way traffic on both Tottenham Court Road and Gower Street;
- improved bus journey times, with buses arriving from and departing to the same destination using the same street;
- a new strategic north/ south route for cyclists; and
- new and improved public spaces including spaces at Euston Circus, Whitfield Gardens and Alfred Place.

The proposals for the West End Project are currently being refined through extensive consultation with community groups and other interests and are expected to be ready for wider public consultation in late 2013. The West End Project will incorporate and build on the principles of the Tottenham Court Public Realm Strategy (as set out here) and advance them to a more detailed stage of design.

### **Tottenham Court Road Public Realm Strategy**

The following strategy was developed as an input to the [West End Project Tottenham Court Road two-way scheme](#) to provide an overall strategy for improving the [Tottenham Court Road](#) public realm. Should the [West End Project Tottenham Court Road two-way scheme](#) not proceed this strategy may be drawn upon for any future public realm improvements along the road.

The public realm on Tottenham Court Road should provide:

- continuous pavement on both sides of the road with generous width providing space for pedestrians,
- raised pedestrian crossovers across side streets, and
- a de-cluttered environment.

### **Northern Tottenham Court Road**

Lunch time trade in the area is growing and moving about can be made more pleasant.

The pavement should be widened on the eastern side to provide sunlit café spaces and opportunities for additional street trees.

### **The main shopping streets**

These areas contain large shopping units of a flagship or anchor size. There is a strong desire to move across the street to access these shops.

The pavement should be widened and clutter removed to make crossing the heart of Fitzrovia easier.

### **The North Square**

This space is fronted by the Habitat and Heals buildings on the east side, architecturally the most significant buildings on the street. On the west side is the American Church and Whitfield Gardens.

Opportunities for imaginative public use can be accommodated within newly defined spaces. Additional seating and planting would add amenity value to the squares. The whole space should be treated as a single aesthetic element. To prioritise pedestrian use, the square should be raised.

### The South Square

A larger space is created in this location by the setback of the Met Building, which is then framed by projecting historic buildings to the north and south.

The whole space should be treated as a single aesthetic element. To prioritise pedestrian use, the square should be raised, however the scheme should maintain adequate servicing arrangements to support the viable use of properties on Tottenham Court Road.

### Entry to St Giles Circus

The south of Tottenham Court Road funnels visitors and is a gateway opportunity for design connecting into to redevelopment at St Giles Circus.



## **10. 41. UCH and University Street Character Area**

This area is defined by being home to the University College Hospital (UCH), alongside related facilities including the Elizabeth Garrett Anderson Maternity Wing, UCH Macmillan Cancer Centre, and various University College teaching and research facilities concerned with health, medicine and biosciences.

These institutional buildings are generally large in scale, have a large grain, and offer blank frontages to the street in many locations. They have greater servicing requirements than offices.

### **Opportunity Sites**

Grafton Way Group:

5. Rosenheim Building

6. Odeon Site

~~7. Royal Ear Hospital~~

~~8. Medical Student's Union~~

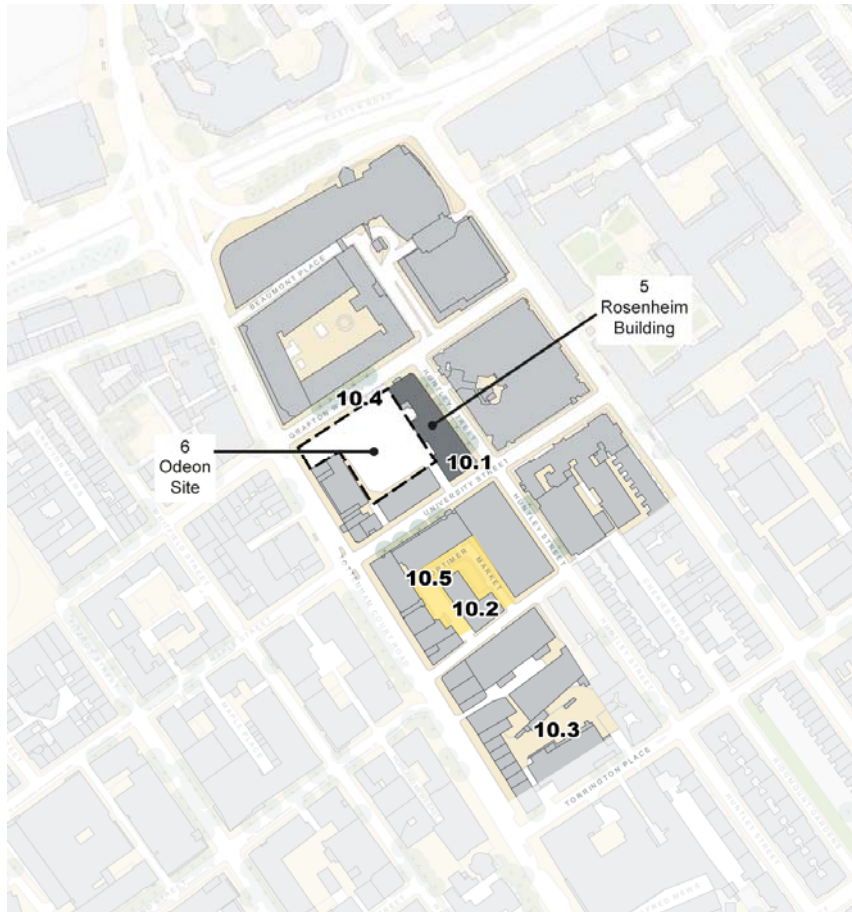
Below: Cruciform Building, UCL



Below: Shropshire House, Capper Street,



## UCH and University Street Character Area [\[map replaced\]](#)



### Character area principles

**10.1 44.4** The Jeremy Bentham Pub on the corner of University Street and Huntley Street is one of the only active street frontages in the area and adds life to the street. The active frontage should be retained or re-provided.

**10.2 44.2** Development adjacent to Mortimer Market should be designed to address the space, for example with windows and entrance rather than blank facades and building services.

Redevelopment of the Mortimer Market Centre should explore reorienting the building to create a perimeter block with a courtyard or pocket park space in the centre of the city block alongside Mortimer Market.

It is acknowledged that windows addressing a public courtyard or park may not be appropriate for certain medical/ healthcare uses providing treatment facilities.

**10.3 44.3** Redevelopment on the block bounded by Tottenham Court Road, Torrington Place, Huntley Street and Capper Street should consider retention and extension the network of pedestrian laneways.

10.4 Development adjacent to Grafton Way and works to Grafton Way associated with the West End Project should seek to improve the relationship between the buildings and the street, ease pedestrian movements and improve the pedestrian environment. Wider footways, landscaping and tree planting should be considered where appropriate. See also further details of the West End Project on page 96 and Masterplanning principles for the Grafton Way sites on pages 117 to 118.

### Public realm opportunities

In this character area we will take forward the following public realm opportunity identified by the Fitzrovia Open Space and Public Realm Study. This potential scheme will require further investigation including prioritisation against other proposals, identification of funding, transport assessment, [consultation with key stakeholders](#) and [wider](#) public consultation.

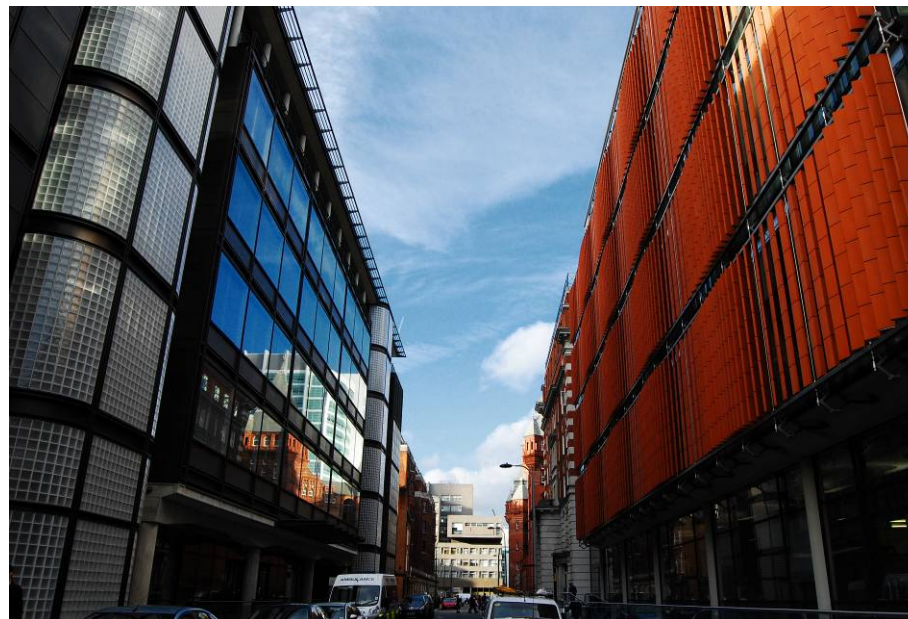
#### [10.5](#) [41.4](#) Mortimer Market Highway

Create public space with seating and planting by reclaiming carriageway and car parking space.

Below: Mortimer Market

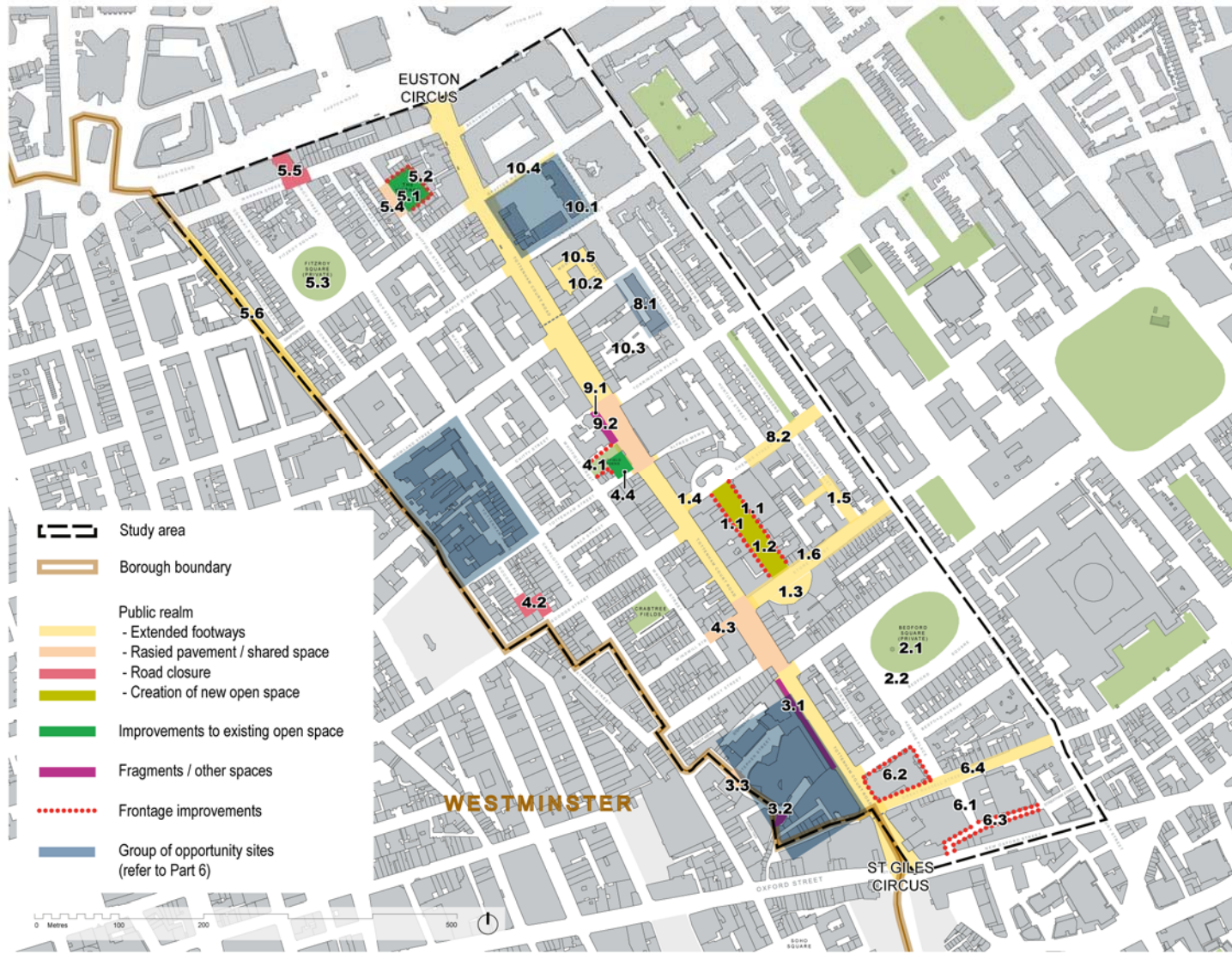


Below: Huntley Street





Combined character area principles and public realm opportunities [\[map replaced\]](#)





**PART 6:  
OPPORTUNITY SITES**



## Introducing the opportunity sites

The fourteen ‘opportunity sites’ we have identified in Fitzrovia are locations where we expect development to take place in the period up to 2025, and in some cases in the next 5 years. These have emerged from discussions with developers and community groups.

For each site, we have set out key principles to guide future development, its planning background and site context. The key principles have been generated by applying the land use and urban design principles set out in the previous parts of this Plan to the specific sites so that we can secure growth in Fitzrovia that takes the form of sustainable development and maximises benefits for the area.

Other sites may come forward during the life of this Plan, but we have focused on the sites most likely to make a significant contribution to the objectives of the Area Action Plan, in terms of housing, employment, retail and health / infrastructure requirements.

In order to fulfil the objectives of the Area Action Plan, the identified opportunity sites must also be available, realistic and with reasonable prospects of success.

In a small number of cases a decision has already been made to approve a planning application, but there remains a reasonable possibility that an alternative development will be proposed in the future.

Planning decisions on other sites coming forward will be guided by the remainder of this Plan, particularly Part 4 *Land use principles* and Part 5 on *Character areas and urban design principles*. As set out in Part 1 and Policy F1 of the Plan, all developments will need to satisfy the Plan’s land use and design

principles unless a different approach is clearly justified by the circumstances of the site.

A number of the opportunity sites in Fitzrovia are located adjacent to one another and so can best be considered as a grouping with the potential to achieve more comprehensive development schemes. This approach can optimise benefits for the area, such as more significant public open spaces and better pedestrian accessibility.

The groupings are as follows:

### ‘Bedford Passage’ sites

1. Astor College
2. Middlesex Hospital Annex
3. Arthur Stanley House
4. Tottenham Mews Day Hospital

### ‘Grafton Way’ sites

5. Rosenheim Building
6. Odeon Site

### ‘Huntley Street’ sites

7. Royal Ear Hospital
8. Medical Student’s Union

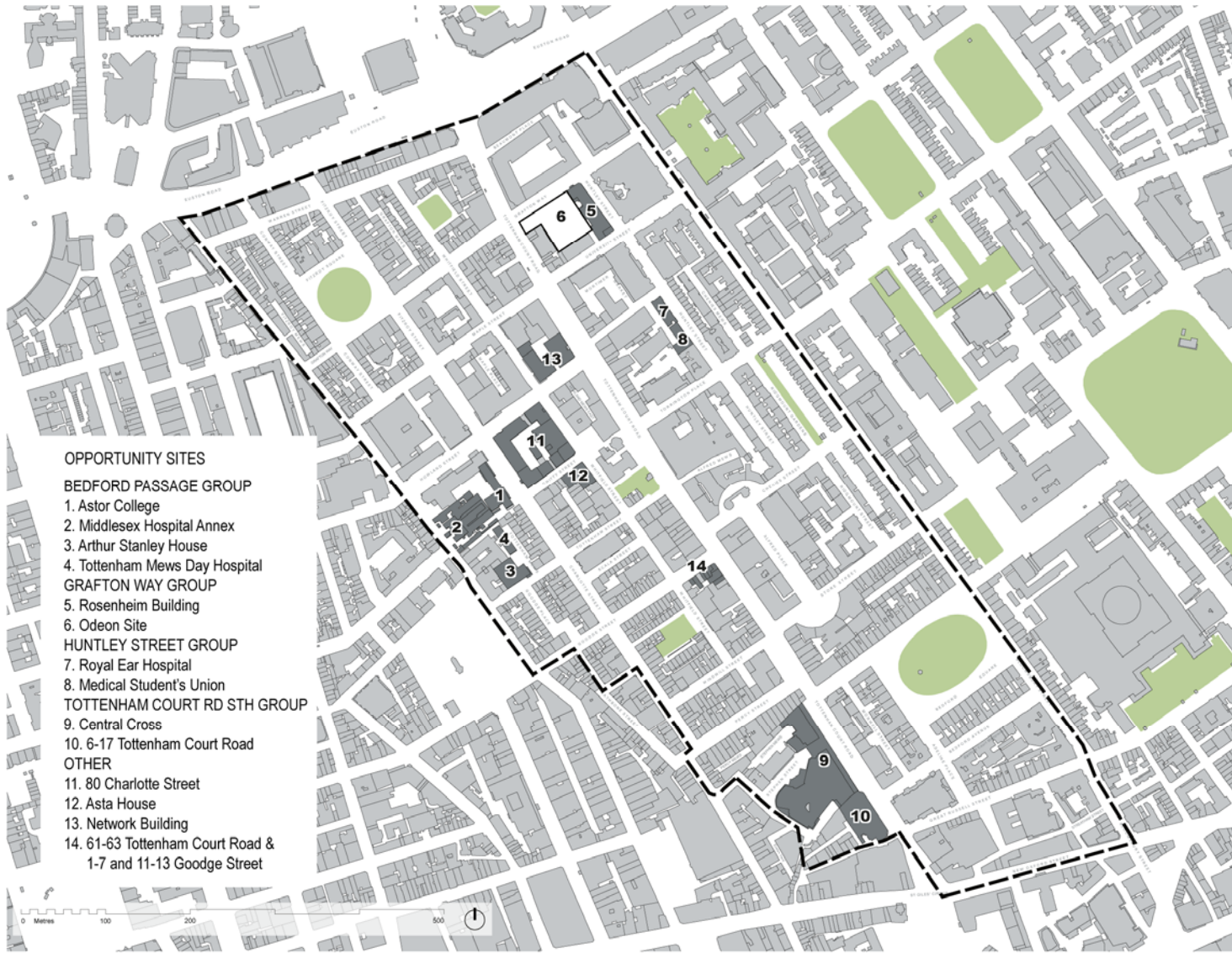
### ‘Tottenham Court Road south’ sites

9. Central Cross
10. 6-17 Tottenham Court Road

### Sites that have not been treated as group

11. 80 Charlotte Street
12. Asta House
13. Network Building
14. 61-63 Tottenham Court Road & 1-7 and 11-13 Goodge St.

Opportunity sites **[map replaced]**



## Bedford Passage sites

Four of the key sites in Fitzrovia - Astor College (site 1), Middlesex Hospital Annex (site 2), Arthur Stanley House (site 3) and Tottenham Mews Day Hospital (site 4) – are located almost adjacent to each other in the western part of the plan area.

Directly to the south of Astor College is a private access which is close to the former route of Bedford Passage. This historically connected Charlotte Street to a rear entrance of the Middlesex Hospital Annex. Directly to the north is the site of the former Windeyer Institute which is being developed in collaboration with University College London (UCL) to provide the Sainsbury Wellcome Centre, a new neuroscience research facility.

### Masterplanning principles

The illustrations on the following page show the existing site condition and the principles for future development. The [following numbers after each principle](#) refer to those illustrations.:-

- Development [or re-use of buildings](#) around the listed Middlesex Hospital Annex / former Strand Union Workhouse should be sensitively designed and provide a complimentary setting to the listed building [in terms of scale, height, form and architectural detailing](#) (1). [Buildings which contribute positively to the setting of the listed building should be considered for retention.](#)
- Astor College and the Sainsbury-Wellcome Centre (currently being built on the site of the former Windeyer Institute) set the context for development at the east and north of the site and therefore larger scale buildings are likely to be appropriate here. Astor College is likely to be upgraded and extended in the near future and a coordinated approach is encouraged (2).
- The most likely development scenario for Astor College is a renovation and extension of the existing building. Any development should improve the frontage to Charlotte Street which at present is a brick wall (3). A frontage with windows and, potentially, active uses is preferred. Depending on the extent of redevelopment, the built form could be brought forward fronting Charlotte Street to define the block (4), and set back on the southern edge, widening the space for a new east-west pedestrian link (5).
- Routes across and between sites should reflect the grid pattern of streets in Fitzrovia. A new link east-west across the block linking Foley Street to Chitty Street should be created, and a further link connecting south through to Tottenham Mews. These should cater primarily for pedestrians and cyclists. The east-west link would form one section of a potential longer east-west route from Foley Street to Torrington Place. Buildings should be designed to address the route where possible with windows and entrances (6).
- New public open space should be provided on site. The site provides a number of opportunities for provision of useful public open space. Open space that is connected to the street network or the new route across the block is preferred. Public open space could be located mid-block, south facing, with a frontage to the east-west link. This location would likely receive good light year round and draw activity along the link (7). Public open space with a frontage to Cleveland Street could also be provided in front of and to the sides of the listed former Strand Union Workhouse (8).
- Development at Arthur Stanley House and the Tottenham Mews Day Hospital should improve the frontage to Tottenham Mews. Buildings here should address the mews and positively contribute to the streetscape and the environment of the office and residential uses opposite. The

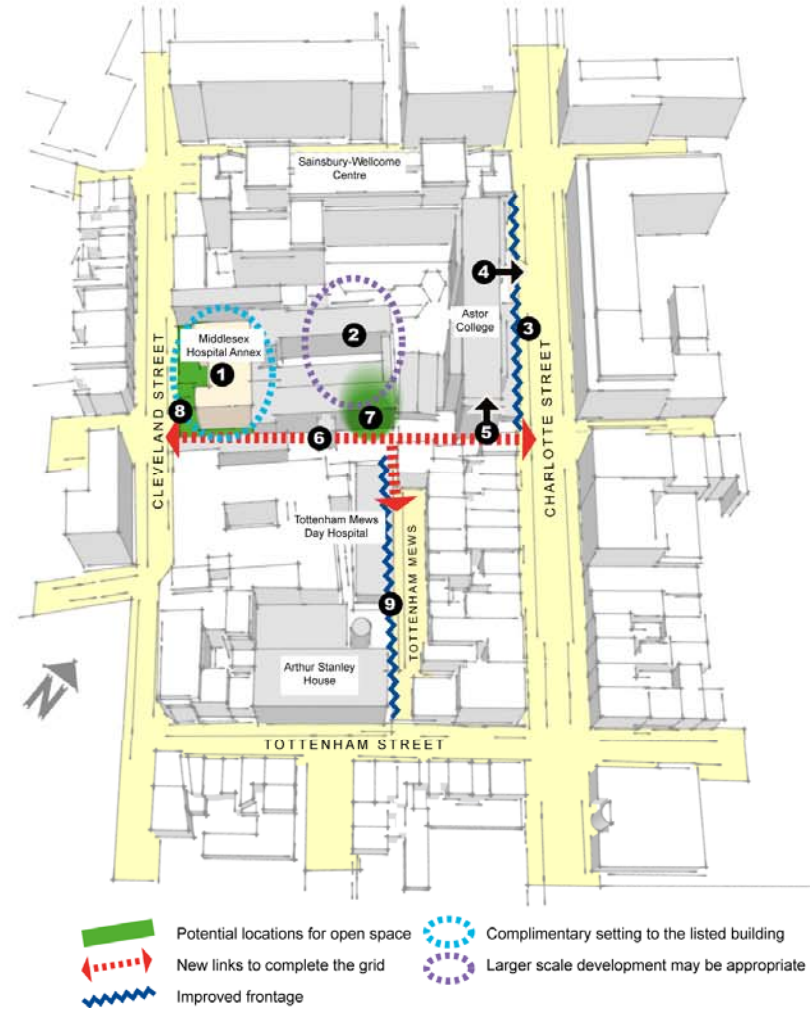


impact of servicing and building services should be minimised (9).

Bedford Passage existing



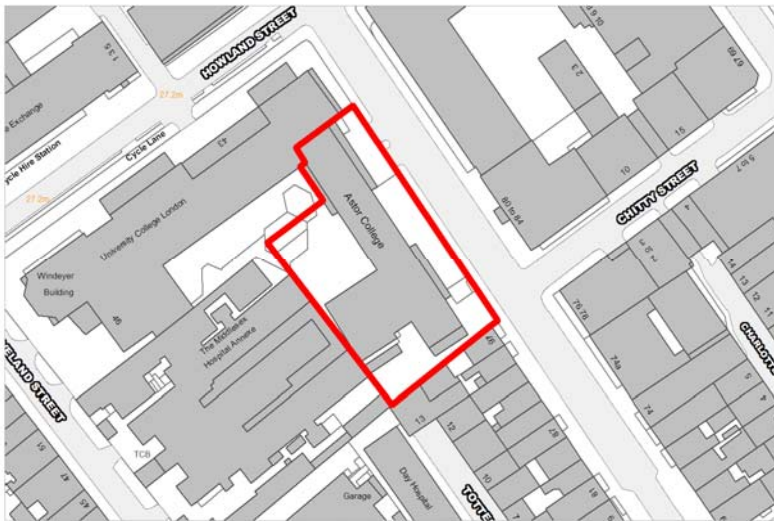
Bedford Passage illustration of principles [\[map replaced\]](#)



## 1. Astor College, 99 Charlotte Street



[map replaced]



Astor College forms a key element of the Bedford Passage group of sites and applicants should explore opportunities for a comprehensive 'city block' redevelopment with adjacent sites, subject to land ownership and phasing. The priorities for this site are to retain student housing and to recreate Bedford Passage, as shown within the masterplanning principles. Redevelopment could potentially provide around 1,600 sq m of additional student housing, subject to complying with the following development principles.

### Key development principles

#### Land use

- The Council's preferred land use for this site is student housing.
- If student housing is no longer needed on this site the Council will expect provision of an equivalent amount of permanent self-contained housing, including an appropriate contribution to affordable housing.

#### Public open space

- Development that increases the use of open space should provide new on-site public open space. Where on-site provision is not practical, public open space should be provided in association with the Middlesex Hospital Annex/ Bedford Passage or on an identified site in the vicinity.
- Development should be considered as a comprehensive 'city block' with each opportunity site providing a share of potential to provide a significant area of public open space, as set out within the masterplanning principles above.
- Development should allow for public access through Bedford Passage, to the south of the site, in order to provide a link to Tottenham Mews, and through to Cleveland Street.

### Design

- Development should respect the scale and grain of the Charlotte Street conservation area, the listed Middlesex Hospital Annex building to the west, and the Charlotte Street frontage to the south.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

### Sustainability

- Development should include an assessment of the potential to connect to a local energy network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

### Site context

This is a 0.18 ha site containing an 8-storey building, situated at the north end of Charlotte Street. The site is currently occupied by student halls of residence and contains an area of open space to the rear of the halls of residence, which is not currently accessible to the public.

The site is situated adjacent to the Middlesex Hospital Annex and the site of the former Windeyer Institute which is being developed to provide a new neuroscience research facility.

Astor College is owned by UCL.



**Planning designations**

Adjacent to (but outside of) Charlotte Street Conservation Area.

Wider Strategic Viewing Corridor

**Relevant LDF policies**

CS3, CS9, CS14, [CS15](#)

DP9, DP25, [DP31](#)

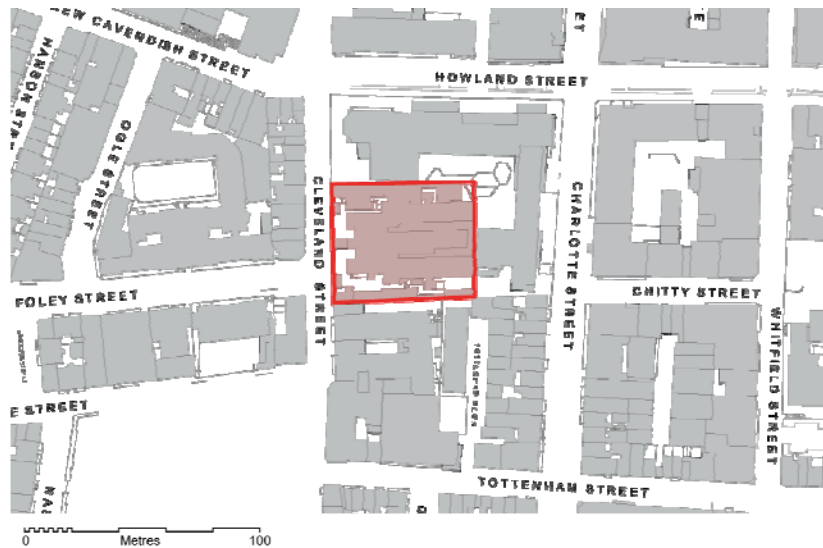
**Relevant planning history**

None

**Existing use**

Student halls of residence

## 2. Middlesex Hospital Annex



The Middlesex Hospital Annex forms a key element of the Bedford Passage group of sites and applicants should explore opportunities for a comprehensive ‘city block’ redevelopment with adjacent landowners. The priority for this site is to deliver a mixed-use scheme with medical / healthcare facilities and housing including affordable housing. This site should also provide public open space and preserve the listed building, in accordance with the masterplanning principles. Buildings which contribute positively to the setting of the listed building should be considered for retention.

### Key development principles

#### Land use

- The Council expects a mixed-use scheme on this site, to be used predominantly including medical / healthcare facilities and for permanent self-contained housing, particularly affordable housing. Small scale commercial uses to reflect the character of the area may be suitable at ground floor level.
- ~~If medical / healthcare uses are not required, the council will expect the predominant use to be housing.~~
- Development will be subject to the obligations set out in the UCH s106 agreement of July 2004 (parent permission no. PS9604299). To meet an obligation of the agreement, this site has been nominated to deliver at least 30 social rented homes and potentially a further 1425 sq m of affordable housing (in addition to any policy requirements that may arise from other development proposed on the site). The agreement also contains a number of obligations that are not related to this site, including provision of a centre for independent living and a mental health resource centre.

- The established use of the site is medical / healthcare use and this use could continue subject to the s106 housing obligations referred to above being met.

### Public open space

- Development that increases the use of open space should provide new on-site public open space. Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.
- Development should be considered as a comprehensive 'city block' with each opportunity site providing a share of potential to provide a significant area of public open space, as set out within the masterplanning principles above.
- Development should allow for public access through Bedford Passage, to the south of the site, in order to provide a link to Tottenham Mews, and through to Cleveland Street.

### Design

- Development should respect the listed element of the site, in terms of appropriate building heights and maintaining separation between the listed building and new blocks.
- Development should preserve the significance of those elements which make a positive contribution to the Charlotte Street conservation area and enhance the character of the area. Buildings which contribute positively to the setting of the listed building should be considered for retention.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

### Sustainability

- Development should include an assessment of the potential to connect to a local energy network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

### Site context

This 0.31 ha site was formerly part of the Middlesex Hospital and contains a complex of substantial four-storey brick buildings erected in the late 18th and 19th centuries.

The former Strand Union Workhouse building to the front of the site is listed at Grade II. The building was listed in 2011 for its historic importance. A Certificate of Immunity from listing of the buildings to north, south and rear of frontage block (former infirmary blocks) was issued in June 2011.

Middlesex Hospital Annex is owned by UCLH NHS Trust and is situated within the Howland Street Character Area.

### Planning designations

Charlotte Street Conservation Area

Grade II listed building (former Workhouse building)

Wider Strategic Viewing Corridor

### Relevant LDF policies

CS1, CS3, CS9, CS14, CS15



[DP1](#), DP25, [DP31](#)

### **Relevant planning history**

A planning application (2010/2205/P) was submitted in 2010 for the demolition of the former hospital building and redevelopment of the site to provide 142 homes and 397sq m of commercial floor space capable of being occupied by retail, financial and professional services or offices within a part 5, 6 and 10 storey building. This application was not determined and was withdrawn following the listing of part of the site.

### **Existing use**

Vacant hospital (outpatients) with ancillary offices

### 3. Arthur Stanley House



The priorities for Arthur Stanley House are to maintain medical / healthcare uses if required and provide housing including affordable housing medical / healthcare uses, and for development to make a contribution towards the creation of public open space in association with the Middlesex Hospital Annex / Bedford Passage.

#### Key development principles

##### Land uses

- ~~The Council's preferred land use for this site is medical / healthcare use.~~
- If the established medical / healthcare uses are not required, the ~~c~~Council will expect permanent self-contained homes to be provided, including an appropriate contribution to affordable housing. Commercial uses to reflect the character of the area may be suitable at ground floor level, with active uses ~~or~~ windows and entrances facing onto Tottenham Street.

##### Public open space

- Development ~~should contribute to~~ that increases the use of open space should provide new on-site public open space provision in the area.
- Where on-site public open space provision is not practical, public open space should be provided in association with the Middlesex Hospital Annex/ Bedford Passage, or on an identified site in the vicinity.
- ~~The site should contribute towards the creation of public open space in association with the Middlesex Hospital Annex / Bedford Passage.~~
- ~~Development should be set back from Tottenham Mews to provide better sightlines from Tottenham Street into the~~

~~mews and to improve personal safety and create public space.~~

### Design

- Development of this site is required to preserve and enhance the Charlotte Street Conservation Area and should contribute significantly more to the character of the area than the existing structure. Arthur Stanley House is currently identified as a detractor in the conservation area appraisal as a result of its scale and bulk.
- Development should respond to the character of the mews with appropriate rhythm, scale and massing.
- Upper floors should be set-back to protect the character of Tottenham Street and the mews.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

### Sustainability

- Development should include an assessment of the potential to connect to a local energy network, and should provide for a connection wherever feasible and viable, potentially cross borough.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

### Site context

This is a 0.1 ha site containing an eight storey brick-faced post-war block of limited architectural merit which has significant potential for redevelopment.

Arthur Stanley House is situated within the Howland Street Character Area. The surrounding area contains a range of built forms and scales, with more traditional four storey terraced buildings to the south and more modern institutional block of a similar scale to the subject building directly to the north.

Arthur Stanley House is owned partly by UCLH NHS Trust and partly by Marchday Holdings.

### Planning designations

Charlotte Street Conservation Area

Wider Strategic Viewing Corridor

### Relevant LDF policies

CS1, CS3, CS9, CS14, CS15

DP1, DP25, DP31

### Relevant planning history

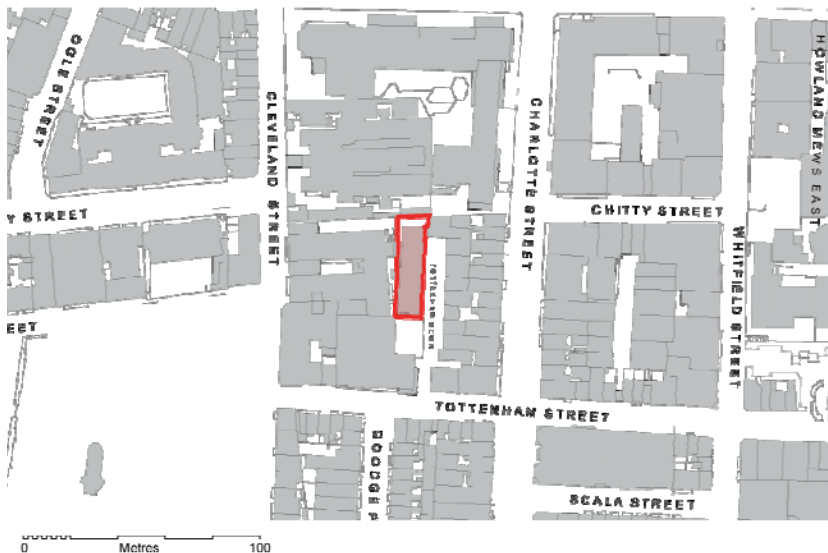
None

### Existing use

Vacant hospital (outpatients) with ancillary offices and educational use.



## 4. Tottenham Mews Day Hospital



The priorities for the Tottenham Mews Day Hospital are to provide medical/ healthcare facilities and to create a pedestrian link between Tottenham Mews and Bedford Passage.

Redevelopment could potentially provide around 1,400 sq m of additional medical/ healthcare floorspace, subject to complying with the following development principles.

### Key development principles

#### Land use

- The Council's preferred land use for this site is medical/ healthcare use.
- Any additional non-residential floorspace should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development.

#### Public open space

- Development should contribute to that increases the use of open space should provide new on-site public open space provision in the area.
- On-site public open space is not likely to be practical given the constraints of the site.
- Where on-site public open space provision is not practical, development should provide improved permeability and contribute towards the creation of public open space between Tottenham Mews and the Middlesex Hospital Annex / Bedford Passage / Cleveland Street, or an identified site in the vicinity.

## Design

- Development of this site is required to preserve and enhance the character of the mews as well as the character of the wider Charlotte Street Conservation Area.
- Development should respond to the character of the mews with appropriate rhythm, scale and massing.
- Development should ensure suitable access to the facility and provide good levels of amenity for neighbouring properties.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

## Sustainability

- Development should include an assessment of the potential to connect to a local energy network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

## Site context

This 0.05 ha site contains an unattractive 2-storey building which forms the western frontage of Tottenham Mews. The site is situated within the Howland Street Character Area.

The surrounding area contains a range of built forms and scales with a 5-storey office building to the west and more traditional four storey mews properties to the east.

Tottenham Mews Day Hospital is owned by Camden and Islington NHS Foundation Trust.

## Planning designations

Charlotte Street Conservation Area

Wider Strategic Viewing Corridor

## Relevant LDF policies

[CS1](#), CS3, CS9, CS10, CS14, [CS15](#), CS16

[DP1](#), DP25, [DP31](#)

## Relevant planning history

~~Applications for a new Community Mental Health Resource Centre on this site have been submitted in 2012. The proposals seeks to replace the existing two storey building with a 5-storey building which would include a pedestrian route through to the north of Tottenham Mews.~~

In December 2012 planning permission was granted, subject to a s106 agreement, for the erection of a 5 storey building to provide a Mental Health Resource Centre (MHRC) including recovery centre, consultation and activity rooms (Class D1) and 6 x 1 bed short-stay bedrooms (Class C2), following demolition of the existing two storey MHRC building (Class D1). The approved scheme is splayed back to provide a route which will connect Tottenham Mews to the future 'Bedford Passage' east-west route. This would allow access to the health facility from the north.

## Existing use

Mental health resource centre

## Grafton Way sites

The two sites in this group are the Rosenheim Building (site 5 - on the corner of Grafton Way and Huntley Street) and the former Odeon cinema site (site 6 - on the corner of Grafton Way and Tottenham Court Road, next to the 1930s Paramount Court apartment block). They directly adjoin each other on Grafton Way and are owned by UCLH NHS Trust. The Rosenheim Building is currently in medical use, but the Odeon site has been left vacant and cleared since the closure of the former cinema in 1960.

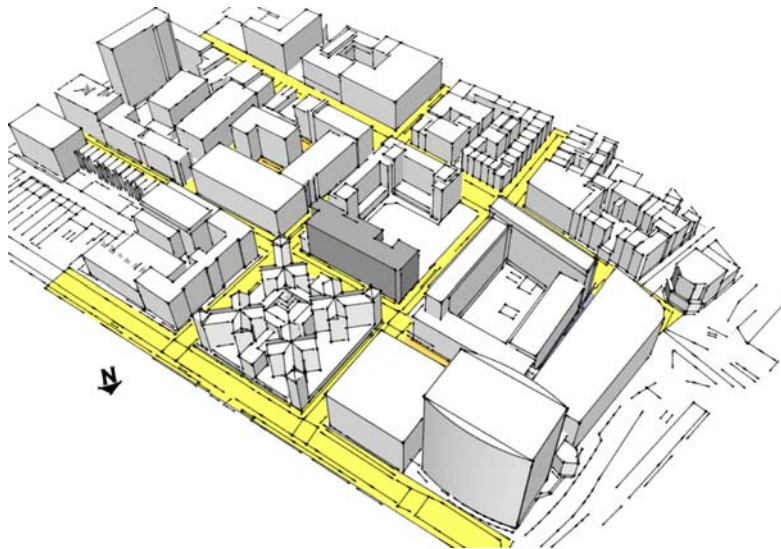
### Masterplanning principles

The illustrations on the following page show the existing site condition and the principles for future development. The following numbers after each principle refer to those illustrations:

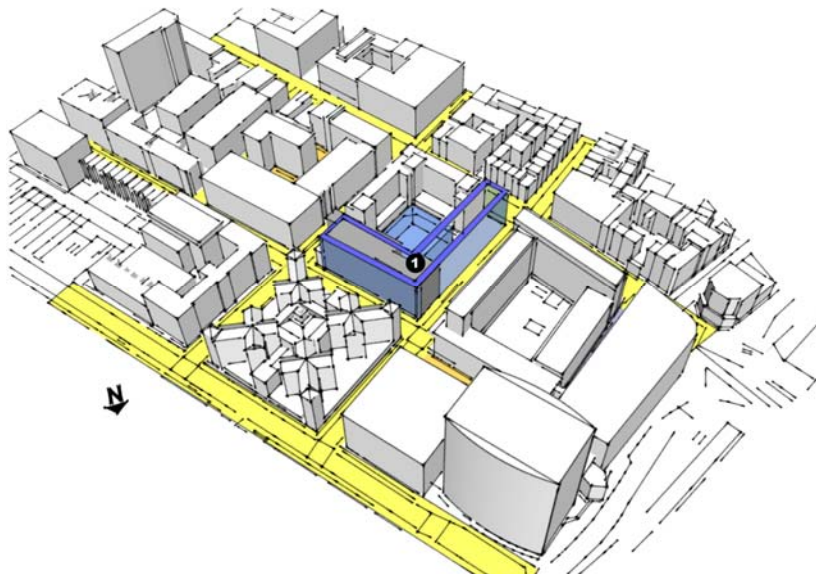
- The Rosenheim Building and Paramount Court form three sides of a perimeter block and are of a similar height (8 and 9 storeys respectively) and a comparable scale to surrounding blocks in this part of Fitzrovia.
- The general arrangement of new buildings should complete this perimeter block and be of a comparable height **(1)**.
- The ground floors should be designed to address the street with windows; large blank frontages should be avoided **(2)**.
- Provision of retail premises fronting Tottenham Court Road is preferred **(3)**.
- Development should be designed to preserve and enhance the setting of the surrounding heritage assets in particular the Grade II listed Cruciform building.



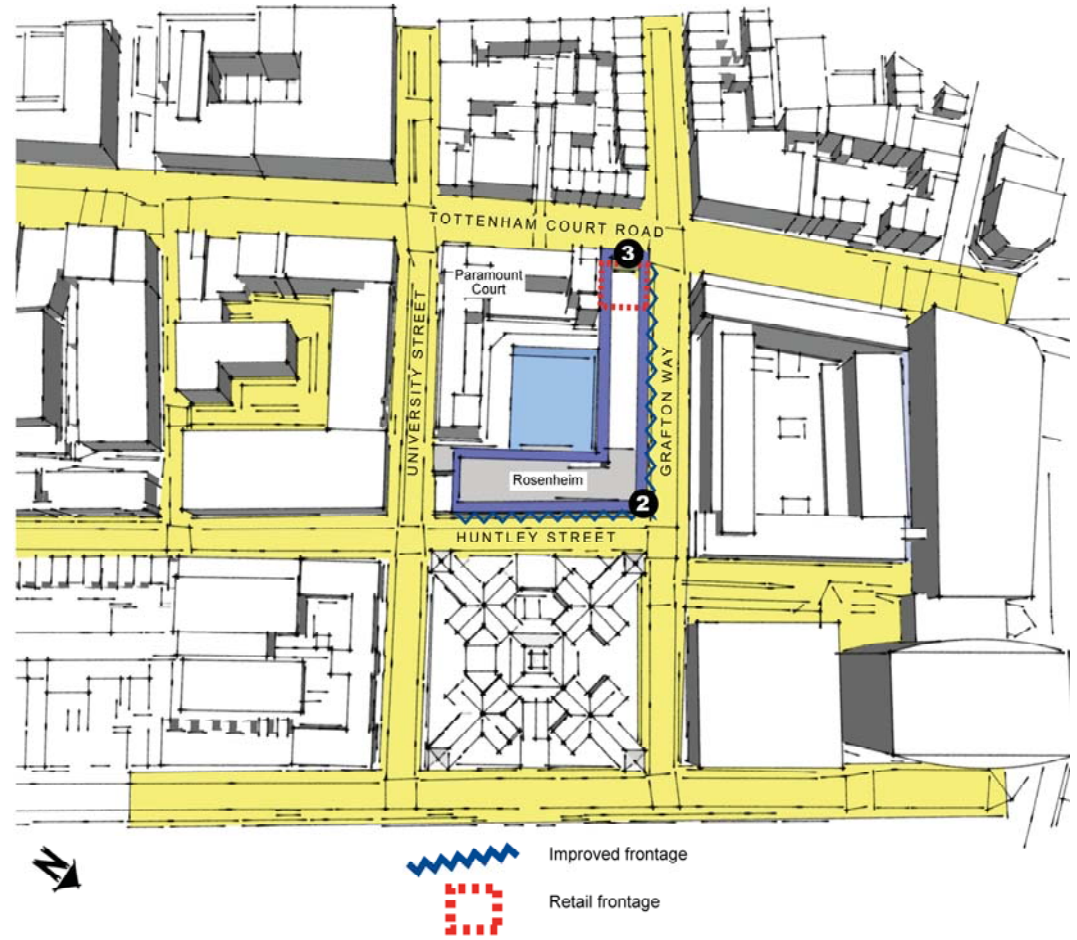
- Grafton Way existing



Grafton Way illustration of principles



Grafton Way illustration of principles



## 5. Rosenheim Building



The priorities for the Rosenheim Building are to consider development of the site as a comprehensive redevelopment with the adjacent Odeon site, and to provide medical / healthcare uses.

### Key development principles

#### Land use

- The Council's preferred land use for this site is medical / healthcare use, to help consolidate these within the northeast of Fitzrovia.
- If medical / healthcare uses are not required on this site the Council will expect residential uses to be provided – to provide permanent self-contained homes to meet housing demand in the area and Camden as a whole, including an appropriate contribution to affordable housing. Active uses or windows and entrances facing onto the street should be provided at ground floor.
- Development should be considered as a comprehensive redevelopment with the adjacent Odeon site in order to optimise development opportunities and benefits and create potential for a significant area of public open space.
- Any additional non-residential floorspace should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development.

#### Public open space

- Development should contribute to public open space provision. Development that increases the use of open space should provide new on-site public open space. Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.

## Design

- The Rosenheim Building is a good example of a 1920's institutional building and so applicants should consider retaining any positive architectural features wherever possible.
- Development of this site is required to preserve and enhance the character and appearance of the Bloomsbury conservation area, and development which causes harm to the character and appearance of the conservation area will not be permitted.
- Development should not cause harm to the setting of neighbouring listed buildings.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

## Sustainability

- Development should include an assessment of the potential to connect to the Gower Street Local Energy Network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.
- Site context

This is a 0.14 ha site containing a 7 storey building forming the eastern part of the Grafton Way group of sites. The building has frontages facing onto Grafton Way, Huntley Street and University

Street, although the south-eastern corner of the block is formed by a three-storey structure which is occupied by the Jeremy Bentham pub.

The Rosenheim Building is owned by UCLH NHS Trust and is situated within the University Street Character Area.

## Planning designations

Bloomsbury Conservation Area

Wider Strategic Viewing Corridor

## Relevant LDF policies

[CS1](#), CS3, CS9, CS10, CS14, [CS15](#), CS16

[DP1](#), DP25, [DP31](#)

## Relevant planning history

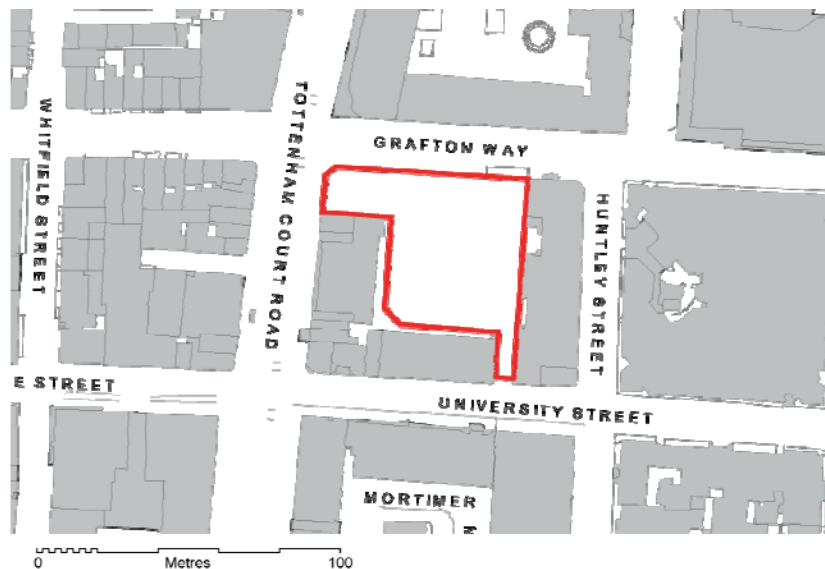
None

## Existing use

Hospital outpatient and day-care services



## 6. Odeon site – Grafton Way



The priorities for the Odeon site are to consider development of the site as a comprehensive redevelopment with the adjacent Rosenheim Building, and to provide medical / healthcare uses.

### Key development principles

#### Land use

- The Council's preferred land use for this site is medical / healthcare use, to help consolidate these within the northeast of Fitzrovia.
- Should the site not be required for medical / healthcare uses the Council will require a mixed-use development on this site including permanent self-contained housing, with an appropriate contribution to affordable housing.
- The Council will encourage the provision of retail uses on the Tottenham Court Road frontage.
- Development should be considered as a comprehensive redevelopment with the adjacent Rosenheim Building in order to optimise development opportunities and benefits and create potential for a significant area of public open space.
- Any additional non-residential floorspace should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development.
- If the site does not come forward for development in the short-term, the Council will seek opportunities for temporary use of the site for public open space/ community facilities.

#### Public open space

- Development should contribute to public open space provision in the area. The council would expect this to be

~~provided on site, although where the proposed medical/healthcare uses are not compatible with on-site provision, contributions will be sought for public open space provision nearby.~~ Development that increases the use of open space should provide new on-site public open space. Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.

### Design

- Development should preserve and enhance the character and appearance of the Bloomsbury conservation area, and development which causes harm to the character and appearance of the conservation area will not be permitted.
- The height of any proposed development should correspond to the adjacent Paramount Court and Rosenheim Buildings.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

### Sustainability

- Development should include an assessment of the potential to connect to the Gower Street Local Energy Network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

### Parking

- Development should contribute to the reduction of hospital-related parking issues in the area, particularly those relating to ambulances.

### Site context

This 0.29 ha site is currently vacant, the previous buildings having been demolished. It forms the northern side of the block bounded by Tottenham Court Road, Grafton Way, Huntley Street and Museum Street. The remainder of the block and land to the north is characterised by substantial buildings of around eight storeys and a similar scale of development may be appropriate here.

The Odeon Site is owned by UCLH NHS Trust and is situated within the University Street Character Area.

### Planning designations

Bloomsbury Conservation Area

Wider Strategic Viewing Corridor

### Relevant LDF policies

CS1, CS3, CS9, CS10, CS15, CS16

DP1, DP31

### Relevant planning history

In Aug 2004, planning permission was granted, subject to a s106 agreement, for the erection of a building for hospital use (C2) comprising 2 basement levels for car parking, ground floor for community health facilities, and 1st to 5th floors as hospital, and related support accommodation. New priorities for health and service delivery mean that this scheme will not now be

developed. New proposals are coming forward for a Proton Beam Therapy Unit for this site.

The [section 106](#) agreement relating to the previous hospital-related planning permissions on this site and the main University College Hospital site required the provision of affordable housing on other sites in the area. The vacant Middlesex Hospital Annex on Cleveland Street has been nominated to accommodate this.

**Existing use**

Vacant. Cleared site.



## Huntley Street sites

This group is formed of two adjacent sites on Huntley Street to the south of Capper Street - the Royal Ear Hospital (site 7) and the Medical Student's Union (site 8). Both are owned by UCLH NHS Trust and are used on a temporary basis to provide support services to nearby medical uses. The ownership of the Medical Student's Union was transferred from UCL following its closure as a student facility in 2011.

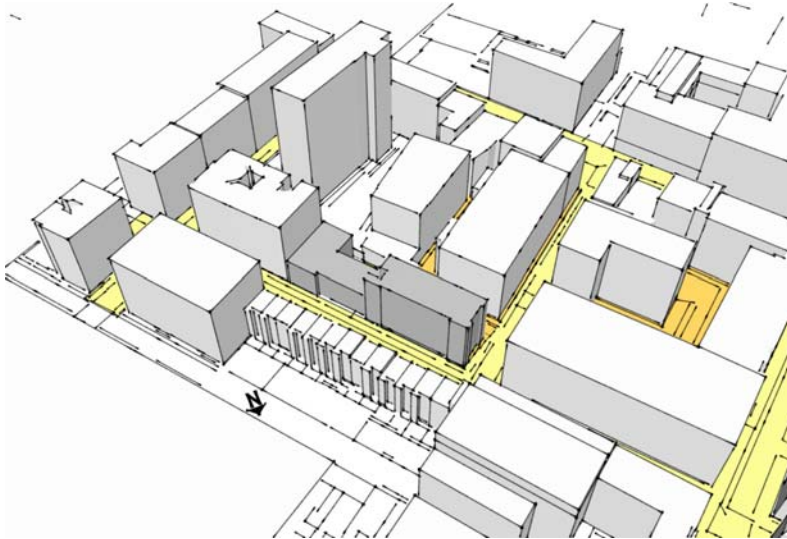
### Masterplanning principles

The illustrations on the following page show the existing site condition and the principles for future development. The following numbers [after each principle](#) refer to those illustrations:-

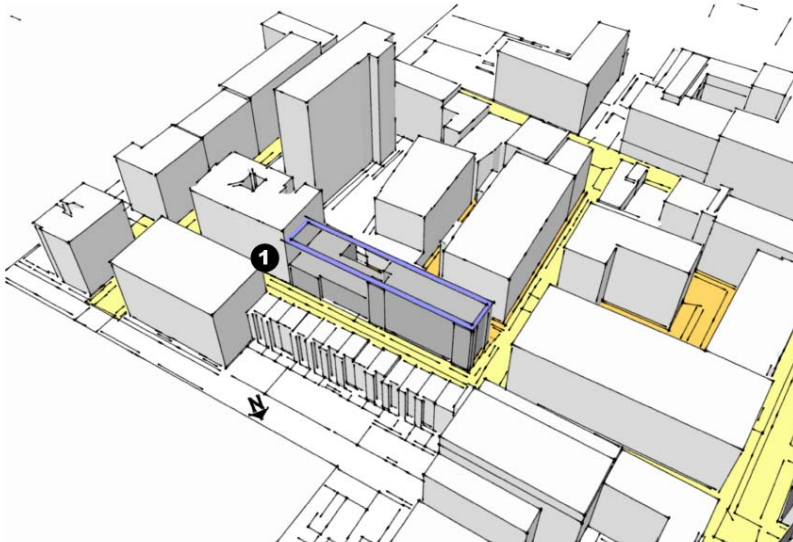
- At equivalent to 3 storeys in height, the Medical Students Union building is one of the lowest in the area. In townscape terms a higher building is appropriate here, similar in height to the existing adjacent Royal Ear Hospital, however this is dependent on rights to light of the terraced houses on the opposite side of Huntley Street (1). Development should be designed to preserve and enhance the setting of the surrounding heritage assets in particular the listed Georgian terraces opposite.
- Behind the two sites run Queens Place and Shropshire Place, which form a quiet and pleasant route through to Tottenham Court Road and provide access to a gym and offices. Quiet enclosed pedestrian laneways and spaces provide a contrast to the noise and traffic of Tottenham Court Road and the introduction of further quiet pedestrian spaces into schemes is encouraged.
- Options include extending Shropshire Place south to Torrington Place (2), although this would be dependent on development at 1-19 Torrington Place. Queens Yard could

continue directly through to Huntley Street (3). Redevelopment of both the Royal Ear Hospital and the Medical Students Union could address any new pedestrian routes with windows, entrances and, potentially, active frontages (4). The provision of new mid-block links may not be appropriate for some schemes and design solutions. Such elements should not be provided where they could prejudice the viability and functionality of these sites for their preferred uses.

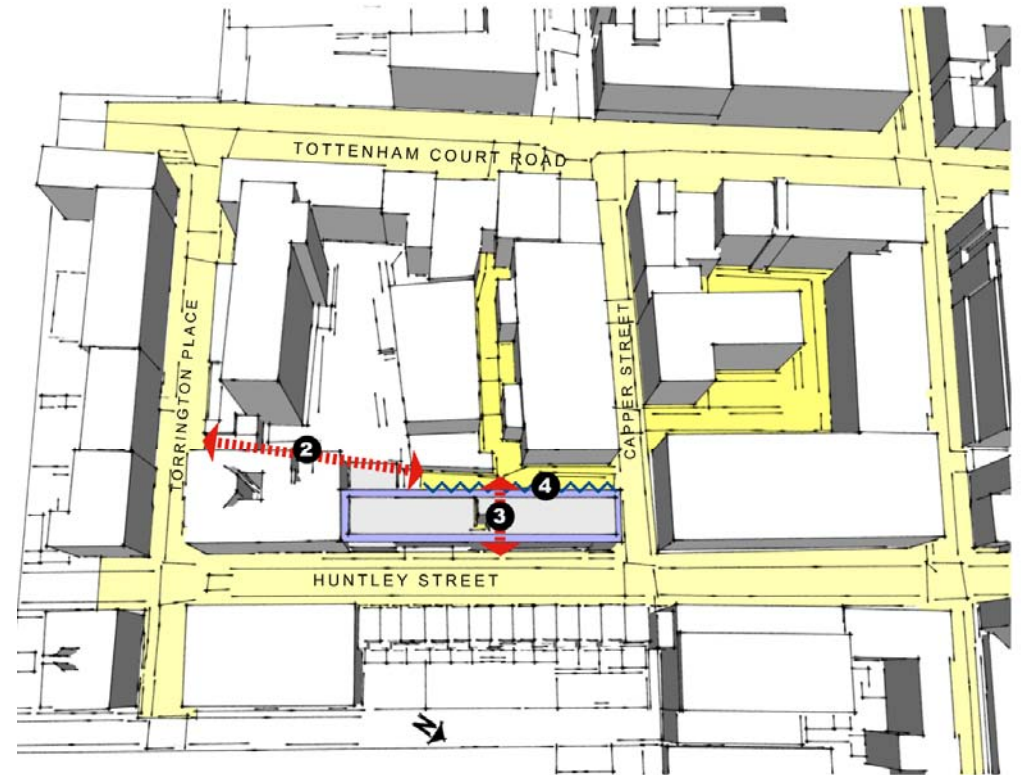
Huntley Street existing



Huntley Street illustration of principles

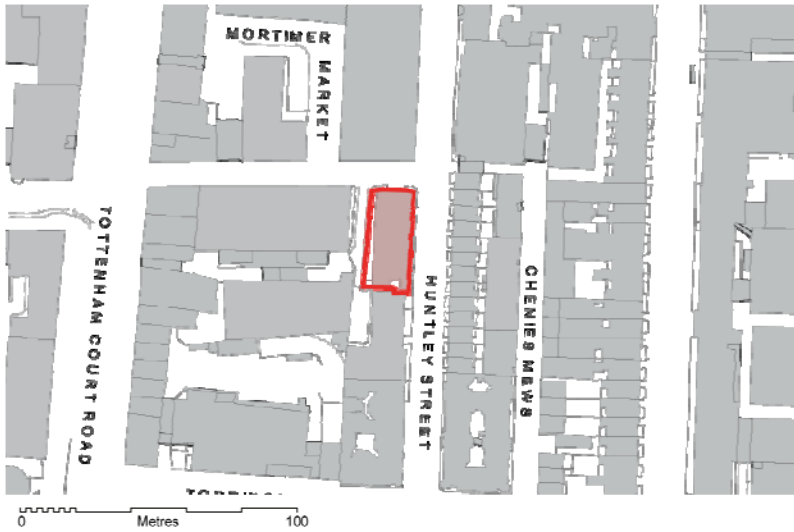


Huntley Street illustration of principles

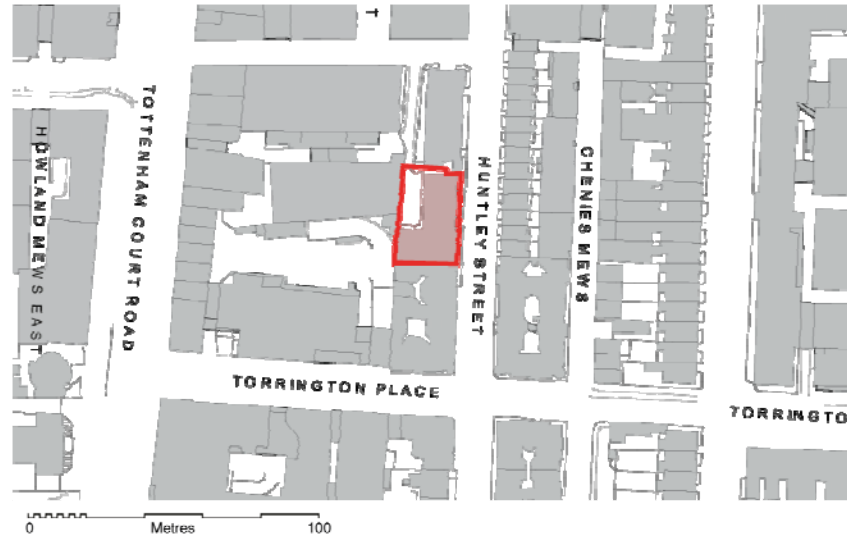


-  Potential new links
-  Improved frontage

### 7. Royal Ear Hospital, Huntley Street



### 8. Medical Students' Union





The priorities for the Royal Ear Hospital and the Medical ~~Students~~ Students' Unions are to consider development of the two sites together, and to provide medical / healthcare uses. Redevelopment of the Medical ~~Student's~~ Students' Union site could potentially provide around 2,600 sq m of additional floorspace, subject to complying with the following development principles.

### Key development principles

#### Land use

- The Council's preferred land use for these sites is medical / healthcare use, to help consolidate these within the northeast of Fitzrovia.
- If medical / healthcare uses are not required, the ~~e~~Council will require mixed-use development on these sites with permanent self-contained housing, including an appropriate contribution to affordable housing.
- Any additional non-residential floorspace should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development.

#### Public open space

- ~~Development should contribute to public open space provision in the area, and this should be on-site where possible.~~ Development that increases the use of open space should provide new on-site public open space. Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.

### Design

- The Royal Ear Hospital is identified as a 'Positive Contributor' to the conservation area and so there will be a presumption in favour of retaining the building.
- Development of the Medical ~~Student's~~ Students' Union building should add additional ~~stories~~ storeys in order to match the scale and massing of adjacent sites.
- Development should preserve and enhance the character and appearance of the Bloomsbury conservation area, and development which causes harm to the character and appearance of the conservation area will not be permitted.
- Development should not cause harm to the setting of the listed terrace opposite the site on Huntley Street.
- Development should not cause harm to the residential amenity of the occupiers of nearby buildings (see also Principle 9 Residential Amenity). In addition, appropriate measures should also be taken to minimise impact on the amenity of the residential block adjoining Site 8 with regard to structure-borne noise and vibration.
- Development should minimise loss of natural light and maintain adequate daylight and sunlight to properties on the east side of Huntley Street.
- Development should use materials which are sensitive to the nearby listed buildings in terms of tone, colour, texture and finishes.

### Sustainability

- Development should include an assessment of the potential to connect to the Gower Street Local Energy Network, and should provide for a connection wherever feasible and viable.

- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

### Site contexts

The former Royal Ear Hospital is situated within a 0.06 ha site at the junction of Huntley Street and Capper Street, within the [University Street](#) [Ridgmount Gardens](#) Character Area. This four storey red-brick building appears to require some degree of repair although contains a number of attractive features, particularly around the northern entrance on Capper Street. The hospital is not in clinical use and is currently used as a site office for the adjacent Cancer Centre redevelopment.

The former Royal Ear Hospital is owned by UCLH NHS Trust.

The Medical [Student's](#) [Students'](#) Union occupies a low-rise building of three storeys (with one basement level) within a 0.07 ha site on the western side of Huntley Street, within the University Street Character Area. The building sits between two very much taller buildings and includes an area of private open space at the rear.

The Medical [Student's](#) [Students'](#) Union is owned by UCLH NHS Trust.

### Planning designations

Bloomsbury Conservation Area

### Relevant LDF policies

[CS1](#), CS3, CS9, CS10, CS14, [CS15](#), CS16

[DP1](#), DP25, [DP31](#)

### Relevant planning history

None

### Existing use

Royal Ear Hospital - Vacant hospital with ancillary accommodation.

Medical Student's Union - Vacant student social and leisure facility



## Tottenham Court Road south sites

This group comprises two adjacent sites on the west side of Tottenham Court Road – Central Cross (site 9) and 6-17 Tottenham Court Road (site 10). They are located one block north of Oxford Street in an area which will experience significant increases in activity related to the completion of Crossrail and Tottenham Court Road Station, which will have entrances at Oxford Street/ Dean Street and St Giles Circus/ Centrepont. Many development-related proposals are emerging in the immediate area, including new buildings above the Crossrail ticket halls, a mixed-use scheme between St Giles High Street and Denmark Place, redevelopment of the Royal Mail depot on Rathbone Place, and possible redesign of Tottenham Court Road [to allow two-way traffic in association with the West End Project's aims to create more civilised streets with less traffic, lower traffic speeds and better public spaces. For further details of the West End Project see page 96 of the Plan.](#)

### Masterplanning principles

The illustrations on the following page show the existing site condition and the principles for future development. The [following numbers after each principle](#) refer to those illustrations.:

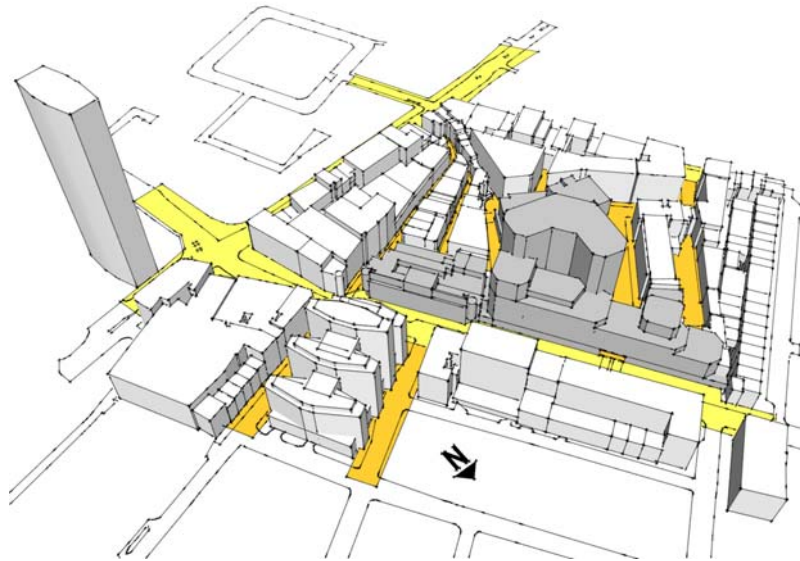
- The Tottenham Court Road frontage should provide high quality retail premises with generous ceiling heights **(1)**.
- There is potential for additional height at 6-17 Tottenham Court Road. Development should be designed to keep in context with the surrounding buildings and create a sensitive interface with the Hanway Street Conservation Area immediately to the west. Development should be designed to preserve light to and views from surrounding buildings in particular residential buildings **(2)**.

Redevelopment should break down the large building footprints and coarse grain and create a finer and more permeable street pattern that links in to the existing street network. Possible measures include:

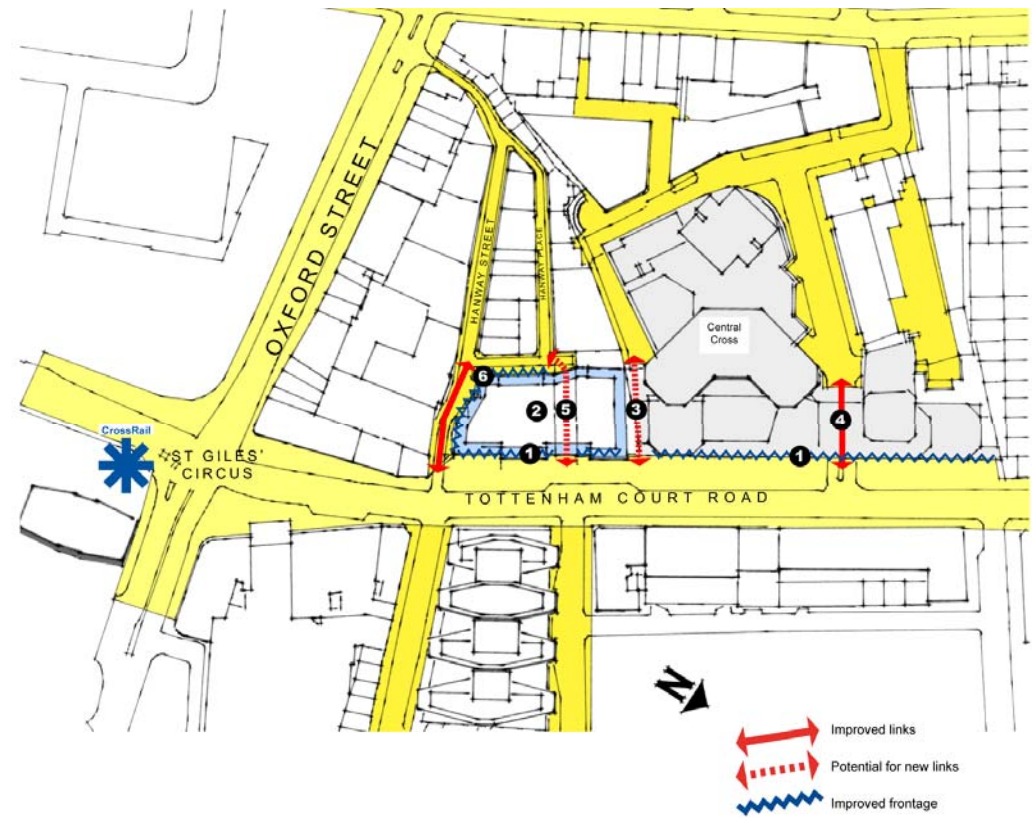
- A new link from Gresse Street to Tottenham Court Road could be investigated **(3)** and the existing link along Stephen Street could be reinforced to take the form of a traditional street rather than being built over at upper levels **(4)**.
- A mid block east-west pedestrian link from Tottenham Court Road to Hanway Place could be investigated **(5)**. Any new route that links to Hanway Place, and the uses that front on to the route, must preserve and enhance the character of Hanway Place as a quiet residential street with a heritage character.
- Blank frontages and blind corners currently face Hanway Street and should be avoided in development proposals. Active uses, or uses with windows fronting the street are preferred **(6)**.



- **Tottenham Court Road South existing**



**Tottenham Court Road South illustration of principles**



**Tottenham Court Road South illustration of principles**



## 9. Central Cross, Tottenham Court Road



Permission was granted in 2011 for alterations to the building entrance on Stephen Street, and in 2012 for an extension of the retail units on Tottenham Court Road, which includes infilling the colonnade. However, a more comprehensive redevelopment of the site may be proposed in the longer term, which would be expected to adhere to the development principles contained within this plan.

### Key development principles

#### Land use

- The Council's preferred approach is to retain business, housing and retail uses and to seek to improve the retail premises.
- Any Where additional non-residential floorspace is proposed, the Council will seek a matching amount of should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development, including an appropriate contribution to affordable housing.
- Additions to retail space through the redevelopment and refurbishment of existing premises will be supported within the Tottenham Court Road frontage.

#### Public open space and public realm

- Development should contribute to public open space provision in the area, and this should be on-site where possible. Development that increases the use of open space should provide new on-site public open space. Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.

- Applicants should seek opportunities to provide publicly accessible open space at roof level.
- Development should contribute to an excellent public realm along Tottenham Court Road.

### Design

- Development should be of an appropriate height and density for this Central London location, whilst respecting the surrounding context and will be required to maintain active shop frontages along Tottenham Court Road.
- Development which causes harm to the character and appearance of the [Bloomsbury](#), Charlotte Street or Hanway Street conservation areas, [or other nearby conservation areas in the City of Westminster](#), will not be permitted.
- Development should have regard to the setting of adjacent listed buildings, including those on Percy Street to the north.
- Development should [reduce the impact of this site on views from Bedford Square and nearby conservation areas in Camden and the City of Westminster and](#) be of a height which does not harm the viewing corridor from Parliament Hill to the Palace of Westminster.

### Sustainability

- Development should include an assessment of the potential to connect to any future Local Energy Network within the Tottenham Court Road Growth Area, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to

ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

### Site context

This 0.79 ha site contains mixed use buildings and is comprised of three distinct components. The main building, facing Tottenham Court Road, was originally built in the 1970s and comprises shops fronting onto Tottenham Court Road and office uses on the upper floors. The building spans a roadway, Stephen Street, which connects to Tottenham Court Road via a short passage under the building.

The office space is accessed from the lower block to the rear defined by Stephen Street, Gresse Street and the building's service yard. This block comprises the office entrance along with a mix of offices and studio space. The third element of the building is the residential apartment building above the Stephen Street/Gresse Street block, which is accessed independently from Gresse Street.

The retail frontage onto Tottenham Court Road is set back behind a colonnade area, which creates a dark and relatively uninviting environment for pedestrians.

Central Cross is owned by Derwent London and is situated within both the Central Cross & Hanway Street Character Area and the Tottenham Court Road Character Area.

### Planning designations

Central London Frontage (Tottenham Court Road)

Adjacent to the Hanway Street Conservation Area (which lies to the south) and the Charlotte Street Conservation Area (adjacent to the north)

Wider Strategic Viewing Corridor



**Relevant LDF policies**

[CS1](#), CS3, CS7, CS8, CS9, CS14, [CS15](#)

DP1, DP25, [DP31](#)

**Relevant planning history**

Planning permission for alterations to the shopfronts along Tottenham Court Road (2009/0258/P) was refused in April 2009.

Permission granted (2011/1069/P) in September 2011 for:

- extension to entrance lobby on Stephen Street to remove vehicle drop-off facility and provide new glazed lobby;
- new canopy overhang at ground floor to Stephen Street and Gresse St;
- alterations to Gresse Street residential entrance;
- recladding of Stephen Street tunnel (including lighting);
- installation of green roof over reception;
- reconfiguration of loading/delivery yard to rear.

The proposal also involves internal alterations at ground floor level. As a whole, it would result in the creation of an additional 149m<sup>2</sup> of additional Class B1 commercial floorspace.

Permission granted (2012/2232/P) in August 2012 for:

- Refurbishment the existing retail units facing Tottenham Court Road;
- Infilling the two storey colonnade and using the enclosed floorspace for retail purposes; and
- Re-landscaping the pedestrian forecourt to the building.

**Existing use**

Office, housing and retail

## 10. 6-17 Tottenham Court Road



The priorities for 6-17 Tottenham Court road are to provide a mix of uses, whilst preserving and enhancing the character and appearance of the Hanway Street Conservation Area. Opportunities to improve permeability through the area will also be welcomed. Redevelopment could potentially provide around 3,000 sq m of additional floorspace, subject to complying with the following development principles.

### Key development principles

#### Land use

- The Council's preferred approach is a mix of uses with a retention of retail uses frontage on the Tottenham Court Road frontage and provision of permanent self-contained housing, including an appropriate contribution to affordable housing.
- Any additional non-residential floorspace should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development. Offices and community facilities will also be welcome on this site.

#### Public open space and public realm

- Development should contribute to public open space provision in the area, and this should be on-site where possible. Development that increases the use of open space should provide new on-site public open space. Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.
- Development should contribute to an excellent public realm both along Tottenham Court Road and Hanway Street / Hanway Place to the rear of the building.

- Proposals for redevelopment of 6-17 Tottenham Court Road should include investigation of a link from Hanway Place through to Tottenham Court Road subject to the considerations set out in the masterplanning principles.

### Design

- Whilst there is potential for additional capacity on this site, the scale, height and design of development should avoid harm to the view from Bedford Square, seek to preserve and enhance the character and appearance of the Bloomsbury, Charlotte Street and Hanway Street conservation areas and nearby conservation areas in the City of Westminster and protect local amenity.
- The site offers potential for a building which contributes more to the conservation area than the existing structure.
- Servicing arrangements should respect the conservation area and the amenity of local residents to the rear of the building, and should be carried out from Tottenham Court Road where possible.

### Sustainability

- Development should include an assessment of the potential to connect to any future Local Energy Network within the Tottenham Court Road Growth Area, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

### Site context

The 0.19 ha site is occupied by a relatively modern part 3- / part 5-storey commercial building which incorporates retail premises fronting Tottenham Court Road with office uses to the rear. A basement restaurant is accessed via Hanway Place. Residential properties adjoin the site at 5 and 6 Hanway Place (created as part of the original development, but in a distinct building and not included as part of the opportunity site).

The site is surrounded by a mix of commercial and residential uses and a range of building types and scales typical of this part of Central London. Compared to its neighbours and other buildings in the area, 6-17 Tottenham Court Road is relatively modest in scale. There is an obvious transition in character around the site between the Central London Frontage and the more domestic scale of the Hanway Street/ Hanway Place enclave to the rear.

6–17 Tottenham Court Road is owned by Land Securities (freeholder) and Frogmore Properties and is situated within both the Central Cross & Hanway Street and the Tottenham Court Road Character Areas.

### Planning designations

Hanway Street Conservation Area

Tottenham Court Road Growth Area

Central London Frontage (Tottenham Court Road)

### Relevant LDF policies

CS1, CS2, CS7, CS14, CS15

DP1, DP25, DP31



**Relevant planning history**

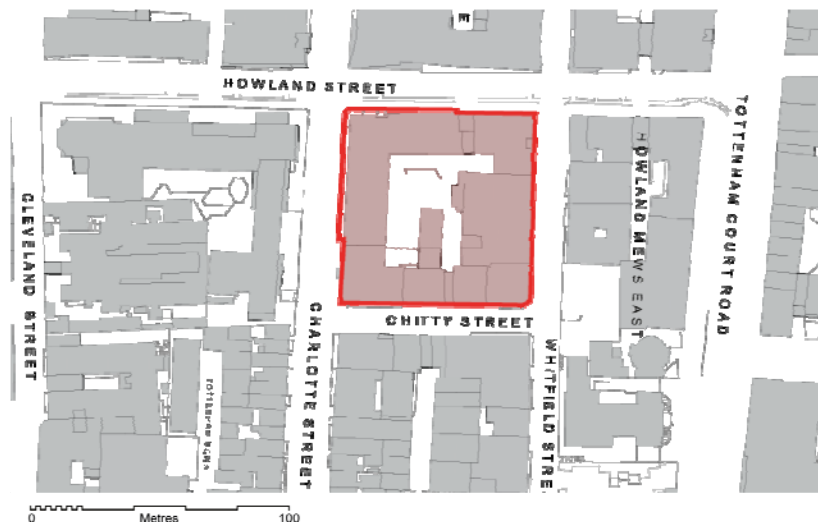
None

**Existing uses**

Retail, offices

## Other sites

### 11. 80 Charlotte Street ('Saatchi block')



The priority for 80 Charlotte Street is for a mixed-use development with housing, business uses and open space.

In September 2011 the Mayor of London resolved to approve a major redevelopment of the site (see below). The development principles below will relate to any future application for the site, where the existing permission would form the baseline for negotiations.

#### Key development principles

##### Land use

- The Council's preferred land uses for this site are housing and business uses.
- Any Where additional non-residential floorspace is proposed, the Council will seek a matching amount of should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development on-site, including an appropriate contribution to affordable housing.

##### Public open space

- Development should contribute to public open space provision on-site. Development that increases the use of open space should provide new on-site public open space. The public open space contribution should be sufficient to meet the demands created by the development, therefore a larger space is expected than that contained within the approved scheme.
- On-site provision of public open space is considered to be practical given the scale of the site and footprint of the buildings.

- Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.
- Applicants should seek opportunities to provide publicly accessible open space within the central courtyard and at roof level.

### Design

- Development should optimise the height and density in the Central London area whilst respecting the surrounding context.
- Development should preserve and enhance the character of the Charlotte Street conservation area, and preserve in particular those elements which make a positive contribution to the area, including the strong sense of enclosure, continuous frontages, and variety of materials, including red/yellow brick and render.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

### Sustainability

- Development should include an assessment of the potential to connect to a local energy network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

### Site context

80 Charlotte Street is a 0.54 ha site occupying the whole of the city block defined by Charlotte Street, Howland Street, Whitfield Street and Chitty Street. The block is all in B1 office use and is occupied by a single tenant: the Saatchi and Saatchi advertising agency. The site is situated within the Howland Street Character Area.

There are two vehicular accesses to the site, an entrance on Howland Street and an exit on Chitty Street. The site's courtyard currently provides the office's servicing area and space for approximately 80 vehicles to park.

80 Charlotte Street is owned by Derwent London

### Planning designations

Partly within the Charlotte Street Conservation Area (southeastern section of the site, fronting onto Whitfield Street)

Partly within Wider Strategic viewing corridor

### Relevant LDF policies

CS1, CS3, CS8, CS9, CS14, CS15

DP1, DP24, DP25, DP31

### Relevant planning history

In September 2011 the Mayor of London resolved to approve a planning application (2010/6873/P) (following an initial in principle refusal by the Council) for a major redevelopment scheme to provide 8,411sq m of B1 office floorspace in addition to the existing 27,156 sq m of B1 office space, 4,487 sq m of A1/B1 flexible floorspace, 55 residential flats including 15 affordable homes and a new area of public open space (231 sqm). The additional floorspace would principally be created



though the infilling of the existing courtyard of the 80 Charlotte Street block, following the demolition or partial demolition of some of the existing buildings, and the construction of two additional storeys across the whole site.

**Existing use**

Offices

## 12. Asta house, 55-65 Whitfield Street



The priority for 55-65 Whitfield Street is for a mixed-use scheme with housing and business uses.

This site forms part of the planning application for 80 Charlotte Street ([above Site 11](#)) which was granted permission in September 2011 for a major redevelopment of the site. The development principles below will relate to any future application for the site, where the existing permission would form the baseline for negotiations.

### Key development principles

#### Land use

- The Council's preferred land uses for this site are housing and business uses.
- Any Where additional non-residential floorspace is proposed, the Council will seek a matching amount of should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development on-site, including an appropriate contribution to affordable housing.

#### Public open space

- Development should contribute to public open space provision in the area. Development that increases the use of open space should provide new on-site public open space. The public open space contribution should be sufficient to meet the demands created by the development.
- Where on-site public open space provision is not practical, public open space should be provided in association with 80 Charlotte Street (Site 11), or on an identified site in the vicinity.

### Design

- Development should preserve and enhance the character of the Charlotte Street conservation area, and preserve in particular those elements which make a positive contribution to the area, including the strong sense of enclosure, continuous frontages, and variety of materials, including red/yellow brick and render.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

### Sustainability

- Development should include an assessment of the potential to connect to a local energy network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

### Site context

This 0.08 ha site contains a four storey plus basement 1950s office building, in B1 office use although only the ground floor is currently occupied. This part of the site also includes 14 Charlotte Mews, a much altered three-storey Victorian building.

55-65 Whitfield Street is owned by Derwent London and is situated within the Charlotte Street Character Area.

### Planning designations

Charlotte Street Conservation Area

Partly within Wider strategic viewing corridor

### Relevant LDF policies

[CS1](#), CS3, CS8, CS9, CS14, [CS15](#)

DP1, DP24, DP25, [DP31](#)

### Relevant planning history

The site forms part of planning application 2010/6873/P which the Mayor of London resolved to approve in September 2011. Within that application 65 Whitfield Street would be converted to residential use apart from the ground and basement floors, which would be retained in B1 office use. Two additional storeys would be added, which would match the volume and massing of the extant permission granted on 28/10/2009 (ref: 2009/2964/P). 36 residential flats would be created, including 10 social rented and 4 (as revised) 'intermediate' homes. The 10 social rented homes would be accessed via a separate core.

### Existing use

Offices



### 13. Network Building, 95 Tottenham Court Road



The priority for the Network Building is to retain business uses and to provide public open space, whilst retaining the Cypress Place mews which runs through the centre of the site. Redevelopment could potentially provide around 5,500sqm of additional floorspace, subject to complying with the following development principles.

#### Key development principles

##### Land use

- The Council's preferred land use for the Network Building is the retention of business uses.
- Any Where additional non-residential floorspace is proposed, the Council will seek a matching amount of should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development on-site, including an appropriate contribution to affordable housing.
- Additions to retail space through the redevelopment and refurbishment of existing premises will be supported within the Tottenham Court Road frontage.

##### Public open space

- Development should provide public open space that will be available to pedestrians along Tottenham Court Road and Howland Street, potentially provided by setbacks. Development that increases the use of open space should provide new on-site public open space.
- On-site provision of public open space is considered to be practical given the scale of this site and footprint of the buildings.

- Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.
- Development should retain Cypress Place, the mews running north-south through the centre of the site.
- Applicants should identify opportunities to significantly improve the local pedestrian environment along Howland Street.

### Design

- Development should optimise the height and density in the Central London area make the maximum reasonable contribution to additional business space and housing whilst respecting the surrounding context and will be required to maintain active shopfronts along Tottenham Court Road.
- Development should be of a height which does not harm the viewing corridor from Parliament Hill to the Palace of Westminster.

### Sustainability

- Development should include an assessment of the potential to connect to a local energy network, and should provide for a connection wherever feasible and viable. Connections to the Gower Street Network, or Euston Road, may be possible.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

### Site context

This 0.19 ha site contains a 1950's steel and concrete 'C' shaped structure of part 4/6 storeys plus basement that faces onto Tottenham Court Road, Howland Street and Whitfield Street. The building is 6 storeys tall along Tottenham Court Road and Howland Street, and reduces to 4/5 storeys along Whitfield Street and Howland Street with setbacks.

The site is bisected by Cypress Place which is a public road which leads off Howland Street via a single storey underpass down to a central servicing courtyard at basement level and continues upwards underneath the neighbouring block 101-107 Tottenham Court Road (known as the 'Qube') to connect to Maple Street to the north.

The Network Building is owned by Derwent London and is situated within both the Howland Street and Tottenham Court Road Character Areas.

### Planning designations

Partly within Central London Frontage

Partly within Strategic Viewing Corridor

### Relevant LDF policies

CS1, CS3, CS7, CS8, CS9, CS14, CS15

DP1, DP31

### Relevant planning history

None

### Existing use

Offices and retail

## 14. 61-63 Tottenham Court Road & 1-7 and 11-13 Goodge Street



[map replaced]



The priorities for these sites is to provide retail uses along the Tottenham Court Road and Goodge Street frontages, with residential uses on upper floors. Redevelopment could potentially provide around 1,000sqm of additional floorspace, subject to complying with the following development principles.

### Key development principles

#### Land use

- The Council's preferred land use for this site is retail with housing on upper floors, including an appropriate contribution to affordable housing.
- Development should protect and enhance the retail functions of Tottenham Court Road and Goodge Street by providing appropriate shops and services.
- Additions to retail space through the redevelopment and refurbishment of existing premises will be supported within the Tottenham Court Road and Goodge Street frontage.
- Development should retain existing housing.
- Within the Neighbourhood Centre, housing is the Council's preferred use above ground floor level and will be the expected future use of any vacant or underused areas.

#### Public open space

- Development that increases the use of open space should provide new on-site public open space ~~should contribute to an excellent public realm.~~
- On-site public open space is not likely to be practical given the constraints of the site. Where on-site public open space provision is not practical, public open space should be provided on an identified site in the vicinity.



### Design

- Development should be of a height which does not harm the viewing corridor from Parliament Hill to the Palace of Westminster.
- Development should preserve and enhance the character and appearance of the Charlotte Street conservation area.
- 1-3 and 11-13 Goodge Street are identified as 'Positive Contributors' to the conservation area and so there will be a presumption in favour of retaining the buildings.

### Sustainability

- Development should include an assessment of the potential to connect to a local energy network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

### Site context

These three small sites amount to 0.05 ha and occupy key locations in Fitzrovia, forming part of the shopping frontage of Tottenham Court Road and the Goodge Street neighbourhood centre. With the exception of 5-7 Goodge Street, a bomb damage site, all the other buildings are identified as positive contributors to the Charlotte Street conservation area and numbers 1-3 Goodge Street is the oldest remaining building in that street.

The sites are owned by Dukelease and are situated within the Charlotte Street and Tottenham Court Road Character Areas.

### Planning designations

Charlotte Street Conservation Area

Central London Frontage (61-63 Tottenham Court Road)

Neighbourhood Centre (1-7 and 11-13 Goodge Street)

Wider Strategic Viewing Corridor

### Relevant LDF policies

CS1, CS3, CS7, CS9, CS14, CS15

DP1, DP31

### Relevant planning history

An application (ref: 2007/1832/P) was refused for redevelopment of the site 61-63 Tottenham Court Road, 1-7 Goodge Street to create a new five storey building and extensions to provide 14 self-contained homes and retail uses on lower floors. This refusal was upheld on appeal.

An application (ref: 2007/2452/P) was refused for redevelopment of 11-13 Goodge Street to create a building comprising 5-storeys plus basement to provide 6 self-contained flats on the upper floors and a retail shop at basement and ground floor level.

An application (2011/1821/P) was allowed at appeal on 6 December 2012 (following an initial refusal by the Council) refused on 24 November 2014 for the erection of a five storey building plus basement at 5-7 Goodge Street and rebuilding to five storeys plus basement at 62-63 Tottenham Court Road and 1-3 Goodge Street (including mansard roof), following part/complete demolition of existing buildings. The application

~~provides retail space at ground floor level and 8 additional residential units (9 in total) to upper floors (Classes A1/C3). proposed 9 flats and was refused on design grounds, as it was considered it would harm the character and appearance of the conservation area.~~

~~Applications (2012/2213/P and 2012/2220/P) submitted in April 2012 were withdrawn by the Council in February 2013. have not been determined due to a submission to English Heritage seeking designation of 1-3 Goodge Street as a listed building. The applications were for the erection of a five storey building plus basement at 5-7 Goodge Street and rebuilding to five storeys plus basement at 62-63 Tottenham Court Road and 1-3 Goodge Street (including mansard roof), following part/complete demolition of existing buildings.~~

### **Existing use**

The buildings contain a variety of uses including offices, retail and housing





**PART 7**  
**DELIVERY AND MONITORING**

## Delivery and Monitoring

This section explains our approach to the delivery and monitoring of the Area Action Plan's vision and objectives, as well as the phasing of the development and the way that important infrastructure will be provided, and includes a Delivery Plan.

A key mechanism for delivering the Fitzrovia Area Action Plan will be the Council's decisions on planning applications. The policies in this Plan, Camden Core Strategy and Camden Development Policies will provide the framework for these decisions in Fitzrovia. We will also take account of the Council's supplementary planning documents (in particular, Camden Planning Guidance and conservation area statements, appraisals and management strategies) when determining planning applications.

The Opportunity Sites in Part 6 seek to achieve coordinated implementation of sites expected to come forward for development. This will ensure that the benefits of growth to the area and its community are optimised, even though sites will be developed at different times. The land use and urban design principles will make sure that development of other sites will also contribute to achieving the delivery of the vision and objectives of this Plan and the Camden Core Strategy.

A Delivery Plan is provided at the end of this section and sets out measurable steps towards delivery of the Plan, along with responsibilities and timeframes. The timeframes reflect the current priorities of the various delivery partners and may be subject to change in the future. Many of the projects will require further investigation including prioritisation against other proposals, identification of funding, transport assessment and public consultation.

The key to the successful delivery of this Plan will be through on-going engagement with local people, voluntary sector

organisations, developers, businesses, councillors and various council services. The Plan will be monitored on a regular basis.

This Area Action Plan will run until 2025. For phasing purposes this has been split into the following three periods, which are referred to throughout this section:

- Short term: 2013 – 2015
- Medium term: 2016 – 2020
- Long term: 2021 - 2025

## Working with our partners

Central to the delivery of the Fitzrovia Area Action Plan will be working with our partners in the area. During the preparation of this Plan the Council worked closely with a dedicated Steering Group. This brought together community representatives, local councillors, key landowners and Camden officers, as well involving as officers from the Greater London Authority and Westminster Council. We have also worked with other key delivery partners, such as Transport for London, to reflect their plans and programmes.

There are very active local communities in Fitzrovia and Bloomsbury [and](#) so their support is critical to the success of this Plan. Groups including the Charlotte Street Association, the Fitzrovia Neighbourhood Association, the Bloomsbury Association and the Fitzrovia Trust, as well as many local residents, have made a huge contribution to the preparation of the Plan. We will continue to engage with the community to ensure that local people continue to be actively involved in the development of their area.

The sites identified in this Plan are in a range of ownerships and it was necessary to hold detailed discussions with the land owners and developers of each site during the preparation of this Plan. As a result, principles relating to the opportunity sites in

Part 7 are considered to be realistic and achievable. We will continue to work closely with the key landowners in the area to ensure that the vision and objectives of the Plan are delivered.



## Planning benefits for Fitzrovia

In light of the current financial situation, the delivery of the main principles and objectives included within the Plan will require both public sector and private sector support. The delivery of the main objectives will heavily rely upon s106 planning obligations and eCommunity iInfrastructure lLevy (CIL) contributions from development schemes in the area. Collecting S106 planning contributions to deliver this Plan is consistent with Camden's Planning Guidance 8 - Planning Obligations. Flexibility of implementation, adapting to economic and market circumstances, will be vital in the delivery of this Plan.

### Planning obligations

The Council will use s106 planning obligations to influence the nature of development in Fitzrovia or mitigate or compensate for its potential effects. Where existing and planned provision of infrastructure, facilities and services are not adequate to meet the needs generated by a proposal, the Council will negotiate planning obligations to secure measures to meet those needs.

The main matters that the Council considers are likely to be addressed through legal agreements in Camden are identified within Core Strategy policy CS19 - Delivering and Monitoring. This sets out the range of items that may be sought. Within Fitzrovia, our priorities fall into the following broad categories:

- affordable housing;
- open space;
- community facilities and services;
- transport and other infrastructure;
- tackling climate change and environmental impacts;
- works to streets and public spaces; and



- community safety.

This list is not exhaustive and schemes can introduce a range of impacts that may justify the need for a planning obligation.

### **Community Infrastructure Levy**

With the introduction of the Community Infrastructure Levy (CIL), the scope for collecting s106 planning obligations under the existing system (legal agreements which are tailored to the specific impacts of each development) will be significantly reduced from April 2014.

Councils that adopt the levy set a standard charge on developments which varies according to their size and type. Councils can then spend the money on the infrastructure needed to support development (it cannot be used to meet existing needs). Infrastructure is currently defined as roads and other transport facilities, flood defences, schools and other educational facilities, medical facilities, sporting and recreational facilities and open spaces.

This Area Action Plan will help to guide decisions on infrastructure spending in Fitzrovia.

### **Mayor of London Community Infrastructure Levy (CIL)**

The Mayor of London introduced a Community Infrastructure Levy to help pay for Crossrail on 1 April 2012. All development which meets the criteria will be required to pay the set charge. It is collected by the boroughs on behalf of the Mayor.

The charge in Camden is £50 per m<sup>2</sup> on all uses except affordable housing, education and healthcare. The Council will be sending out liability notices setting out how much CIL will need to be paid if an affected planning application is implemented and who will be liable.

There is a legal requirement to advise Camden when planning permissions are implemented and we will issue a CIL demand notice setting out what monies need to be paid, when and how to pay.

### **Camden's Community Infrastructure Levy (CIL)**

The Council is currently reviewing what infrastructure is needed to support housing growth in Camden until 2025. We have also commissioned research into what level of CIL could be charged in Camden without deterring new development from coming forward.

The Council has produced a draft charging schedule setting out the rates of CIL in Camden. Following public consultation and a public examination, it is expected that the CIL will apply across Camden from late 2013.



## Flexibility

The current economic situation creates a particular need for sensitive and flexible implementation. However, while our vision and objections must be suitably flexible, it is vital that the level of flexibility does not create uncertainty or harm the overall delivery of the Area Action Plan. Despite recent economic circumstances, development has been, and is still, coming forward within the Fitzrovia area and, therefore, this AAP has been prepared to be flexible enough to cope with a changing world, while ensuring our vision and objectives for the area are delivered.

## Monitoring

The Council will monitor the effectiveness of this Plan in delivering its objectives. We currently monitor our LDF Core Strategy and Development Policies by regularly assessing their performance against a series of indicators and publishing the results annually. We will assess planning outcomes in Fitzrovia and the implementation of this Plan against these indicators where they are relevant and publish the results alongside the findings of borough-wide monitoring.

We will also monitor government and London wide policy and changes in legislation to make sure that the Area Action Plan continues to be consistent with relevant national, regional and local planning policies, and to identify any the need to review or reassess the approach taken in this Plan.

## Delivery Plan

The Delivery Plan on the following pages sets out the key projects which have been identified for Fitzrovia over the period of the Area Action Plan. The Delivery Plan addresses each key land use in turn. Open space projects are grouped by Character

Area. The Council will use the Delivery Plan to implement the Area Action Plan and will monitor progress on the identified projects on a regular basis. The Council will also continue to work with delivery partners and stakeholders to deliver the vision of objectives of this Plan.



## Delivery Plan

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
Housing (Core Strategy policy CS6)	<b>Astor College</b> (opportunity site 1)	Housing is the landowner's alternative option as student housing is the Council's preferred land use for this site.	UCL	Landowner funded	Long term	Redevelopment could <u>potentially</u> provide around 1,600sqm of additional floorspace, an element of which could include housing.
	<b>Middlesex Hospital Annex</b> (opportunity site 2)	<del>Housing is expected as part of a mixed-use scheme, including medical/ healthcare facilities. Housing is expected to be the predominant use on this site.</del>	UCLH NHS Foundation Trust	Landowner funded	Short / medium term	A s106 obligation – related to the main UCH site – was agreed to deliver at least 30 socially rented homes on this site and potentially a further 1425 sq m of affordable housing.  <del>Deliverability subject to UCH's operational requirements and the level of affordable housing required.</del>
	<b>Arthur Stanley House</b> (opportunity site 3)	<del>Housing is the landowner's alternative option as medical/ healthcare uses are the Council's preferred land use for this site. Housing is expected on this site as no long term requirement for the established medical / healthcare uses has been identified.</del>	UCLH NHS Foundation Trust	Landowner funded	Medium / long term	<del>Redevelopment is likely to be a longer-term project unless the scheme is identified in UCH capital investment plan, or the building is deemed to be surplus to operational requirements. This site may be needed for short / medium-term medical / healthcare use in association with the reorganisation of other UCH</del>



Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
						<u>landholdings and facilities.</u>
	<b>Rosenheim Building</b> (opportunity site 5)	Housing is the landowner’s alternative option as medical/ healthcare uses are the Council’s preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	<u>Medium Long term (if for housing)</u>	This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a <u>Photon Proton</u> Beam Therapy Centre.
	<b>Odeon Site, Grafton Way</b> (opportunity site 6)	Housing is the landowner’s alternative option, as part of a mixed-use scheme, as medical/ healthcare uses are the Council’s preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	<u>Medium Long term (if for housing)</u>	This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a <u>Photon Proton</u> Beam Therapy Centre.
	<b>Royal Ear Hospital</b> (opportunity site 7)	Housing is the landowner’s alternative option as medical/ healthcare uses are the Council’s preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	<u>Medium/ Long term (if for housing)</u>	<del>Timing of the development is dependent on the plans and programmes of UCH.</del> <u>This site is likely to come forward for medical / healthcare uses in the medium term.</u>
	<b>Medical Students' Union</b> (opportunity site 8)	Housing is the landowner’s alternative option as medical/ healthcare uses are the Council’s preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	<u>Medium/ Long term (if for housing)</u>	<del>Timing of the development is dependent on the plans and programmes of UCH.</del> Redevelopment of the site could provide approximately 2,600sqm of additional floorspace, an element of

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
						<del>which could include housing.</del> <u>This site is likely to come forward for medical / healthcare uses in the medium term.</u>
	<b>Central Cross</b> (opportunity site 9)	Where non-residential floorspace is proposed the Council will seek a matching amount of permanent self-contained housing.	Derwent London	Landowner funded	Long term	Low intervention proposals are possible in the short term, but wider redevelopment will only take place in the longer term.
	<b>6-17 Tottenham Court Road</b> (opportunity site 10)	Housing is expected as part of a mixed-use scheme, including retail use.	Land Securities / Frogmore Properties	Landowner funded	Medium / long term	Redevelopment could provide around 3,000sqm of additional floorspace, an element of which could include housing.  Given landowner intentions it is likely that the site will only be developed in the long term.
	<b>80 Charlotte Street / Asta House</b> (opportunity sites 11 & 12)	Housing is expected as part of a mixed-use scheme, including business uses.	Derwent London	Landowner funded	Short / medium term	The approved scheme is due to provide 5,780sqm of housing (55 homes, of which 15 are affordable).  The approved scheme is anticipated to be delivered by 2016.
	<b>Network Building</b> (opportunity site 13)	Where non-residential floorspace is proposed the Council will seek a matching amount of permanent self-	Derwent London	Landowner funded	Medium / long term	Redevelopment could <u>potentially</u> provide approximately 5,500sqm of additional floorspace, an

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
		contained housing.				<p>element of which could include housing.</p> <p>Delivery is likely to be medium / long term since Derwent London will seek to complete 80 Charlotte Street before commencing another major development.</p>
	<b>61-63 Tottenham Court Road &amp; 1-7 and 11-13 Goodge Street</b> (opportunity site 14)	Housing is expected on upper floors, with retail at ground floor.	Dukelease	Landowner funded	Short / medium term	Development of these sites will be relatively modest in scale.
<b>Student housing</b> (Core Strategy policy CS15)	<b>Astor College</b> (opportunity site 1)	Student housing is the Council's preferred land use for this site.	UCL	Landowner funded	Long term	Redevelopment could <b>potentially</b> provide around 1,600sqm of additional floorspace.
<b>Open space</b> (Core Strategy policy CS15)	<b>1.2 Alfred Place</b> <i>Alfred Place, Store Street and Torrington Place</i>	<u>Reduce</u> <u>Create public open space by reclaiming</u> carriageway space and <u>move moving</u> car parking <u>to create public open space while maintaining adequate servicing arrangements to support the viable use of properties on Alfred Place.</u>	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> <li>○ Council Parks and Open Spaces service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium term	<p>High priority.</p> <p>Project may only happen if funding becomes available in the future.</p>



Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
Alfred Place, Store Street and Torrington Place		<p>The priority is to <b>remove</b> <b>minimise</b> traffic and provide seating and planting to <b>allow</b> <del>the space to be used</del> <b>create a better open environment without compromising the operational use of nearby buildings.</b></p> <p>Should further funding be secured a more considered design of the space should be undertaken which could include more costly interventions such as creation of a grassed area and relocation of the cycle hire station.</p>				
	<b>1.3 South Crescent</b>	Relocate car parking.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium term	<p>High priority.</p> <p>Project may only happen if funding becomes available in the future.</p>
	<b>1.4 Chenies Street West</b>	Reduce carriageway space to create a widened footway.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium / long term	<p>Medium priority.</p> <p>Project may only happen if funding becomes available in the future.</p>

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes	
	<b>1.5 Ridgmount Street</b>	Raise the carriageway to create a single surface around the College of Law – Bloomsbury Centre.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Long term.	<p>Low priority.</p> <p>Project may only happen if funding becomes available in the future.</p>	
	<b>1.6 Store Street</b>	Reduce carriageway space to create a widened footway.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium / long term	<p>Low priority.</p> <p>Project may only happen if funding becomes available in the future.</p>	
	<b>Central Cross and Hanway Street</b>	<b>3.1 Tottenham Court Promenade</b>	Remove clutter, add seating at the base of the street trees.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> <li>○ Council Parks and Open Spaces service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium term	<p>High priority.</p> <p>Project may only happen if funding becomes available in the future.</p>
		<b>3.2 Gresse Street cycle stand plaza</b>	Potential to add seating and planting.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> <li>○ Council Parks and Open Spaces service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium / long term	<p>Medium priority.</p> <p>Project may only happen if funding becomes available in the future.</p> <p>Part of this space is private land and/or within the City of Westminster.</p>

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
	<b>3.3 Gresse Street / Stephen Street</b>	Raise the carriageway at the junction of Gresse Street and Stephen Street.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Long term	<p>Low priority.</p> <p>Project may only happen if funding becomes available in the future.</p> <p>Part of this space is within the City of Westminster.</p>
	<b>4.2 Goodge Place</b>	Investigate the feasibility of closing the middle of Goodge Place to vehicles to possibly create a small public space.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> <li>○ Council Parks and Open Spaces service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium term	<p>High priority.</p> <p>Project may only happen if funding becomes available in the future.</p> <p>There is concern that a turning head would still be required within the space.</p>
Charlotte St	<b>4.3 Windmill Street East</b>	Create a single surface adjacent to Tottenham Court Road.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> <li>○ Council Parks and Open Spaces service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium term	<p>Low priority.</p> <p>Project may only happen if funding becomes available in the future.</p>
	<b>4.4 Whitfield Gardens</b>	Potential to add seating and planting.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> <li>○ Council Parks and Open</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> </ul>	Medium / long term	<p>Low priority.</p> <p>Project may only happen if funding becomes available in the future</p>



Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
			Spaces service			
Fitzroy Square	<b>6.4 5.1 The Warren</b>	Improve the park including the multi use games area, the play space, planting and seating.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> <li>○ Council Parks and Open Spaces service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium term	High priority. Project may only happen if funding becomes available in the future.
	<b>6.4 5.4 Whitfield Street near the Warren</b>	Move car parking from adjacent to the Warren to improve lines of sight. Install a raised pavement to reduce traffic speeds. Install crossing points for pedestrians.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> <li>○ Council Parks and Open Spaces service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium term	High priority. Project may only happen if funding becomes available in the future.
	<b>6.5 5.5 Fitzroy Street &amp; Warren Street</b>	Close Fitzroy Street between Euston Road and Warren Street to traffic to create public space.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium / long term	Medium priority. Project may only happen if funding becomes available in the future, and will be reliant on the outcome of an experimental closure of Warren Street.

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
	Fitzroy Square	<b>6.6 5.6 Cleveland Street</b>	Raise parking bays to create a widened footway.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium / long term  Low priority.  Project may only happen if funding becomes available in the future.  The western side of the street is within the City of Westminster.
	Great Russell St.	<b>7.4 6.4 Great Russell Street</b>	Reduce carriageway space to create a widened footway.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium / long term  Low priority.  Project may only happen if funding becomes available in the future.
	Ridgmount Gdns.	<b>9.1 8.2 Chenies Street East</b>	Reduce carriageway space to create a widened footway.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium / long term  Medium priority.  Project may only happen if funding becomes available in the future.
	Tottenham Ct. Rd.	<b>10.2 9.2 Space in front of the American Church</b>	Potential to add seating and planting.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> <li>○ Council Parks and Open Spaces service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium term  High priority.  Project may only happen if funding becomes available in the future.

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
	UCH & University St. <b>11.4 10.5 Mortimer Market</b>	Reclaim car parking to create a small public space with seating.	<ul style="list-style-type: none"> <li>○ Council Highways and Transport service</li> <li>○ Council Parks and Open Spaces service</li> </ul>	<ul style="list-style-type: none"> <li>○ Planning obligations</li> <li>○ Transport for London</li> </ul>	Medium / long term	High priority.  Project may only happen if funding becomes available in the future.
<b>Retail</b> (Core Strategy policy CS7)	<b>Odeon Site, Grafton Way</b> (opportunity site 6)	Retail uses on the Tottenham Court Road frontage will be encouraged.	UCLH NHS Foundation Trust	Landowner funded.	Medium term	This site is likely to come forward primarily for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a <a href="#">Photon Proton</a> Beam Therapy Centre.
	<b>Central Cross</b> (opportunity site 9)	Additions to retail space on the Tottenham Court Road frontage will be supported.	Derwent London	Landowner funded.	Short / long term	Low intervention proposals are possible in the short term, but wider redevelopment will only take place in the longer term.
	<b>6-17 Tottenham Court Road</b> (opportunity site 10)	The retention of retail uses on the Tottenham Court Road frontage is the Council's preferred approach.	Land Securities / Frogmore Properties	Landowner funded.	Medium / long term	Redevelopment could <a href="#">potentially</a> provide around 3,000sqm of additional floorspace, of which an element could be retail.  Given landowner intentions it is likely that the site will only be developed in the long term.



Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
	<b>80 Charlotte Street / Asta House</b> (opportunity sites 11 & 12)	Flexible A1/A3/B1 space is expected as part of a mixed-use scheme, including housing and business uses.	Derwent London	Landowner funded	Short / medium term	The approved scheme is due to provide 4,487sqm of flexible A1/A3/B1 uses.  The approved scheme is anticipated to be delivered by 2016.
	<b>Network Building</b> (opportunity site 13)	Additions to retail space on the Tottenham Court Road frontage will be supported.	Derwent London	Landowner funded	Medium / long term	Redevelopment could <b>potentially</b> provide approximately 5,500sqm of additional floorspace, an element of which could be retail.  Delivery is likely to be medium / long term since Derwent London will seek to complete 80 Charlotte Street before commencing another major development.
	<b>61-63 Tottenham Court Road &amp; 1-7 and 11-13 Goodge Street</b> (opportunity site 14)	Additions to retail space on the Tottenham Court Road and Goodge Street frontages will be supported.	Dukelease	Landowner funded	Short / medium term	Development of these sites will be relatively modest in scale.

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
Offices (Core Strategy policy CS8)	<b>Odeon Site, Grafton Way</b> (opportunity site 6)	Offices could form part of the landowner’s alternative option (a mixed-use scheme with housing), as medical/healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Medium Long term <i>(if for a scheme including offices)</i>	This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a <b>Photon Proton</b> Beam Therapy Centre.
	<del>6-17 Tottenham Court Road</del> <del>(opportunity site 10)</del>	<del>Offices would be welcome as part of a mixed-use scheme that includes housing and retail uses.</del>	<del>Land Securities / Frogmore Properties</del>	<del>Landowner funded</del>	<del>Medium / long term</del>	<del>Redevelopment could provide around 3,000sqm of additional floorspace, of which an element could be offices.</del>  <del>Given landowner intentions it is likely that the site will only be developed in the long term.</del>
	<b>80 Charlotte Street / Asta House</b> (opportunity sites 11 & 12)	Office space is expected as part of a mixed-use scheme, including housing and flexible retail uses.	Derwent London	Landowner funded	Short / medium term	The approved scheme is due to provide 8,411sqm of B1 (office) uses.  The approved scheme is anticipated to be delivered by 2016.
	<b>Network Building</b> (opportunity site 13)	Office use is the Council’s preferred land use for this site.	Derwent London	Landowner funded	Medium / long term	Redevelopment could <b>potentially</b> provide approximately 5,500sqm of additional floorspace, an element of which could be in office use.  Delivery is likely to be medium / long term since Derwent

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
						London will seek to complete 80 Charlotte Street before commencing another major development.
<b>Medical / healthcare</b> (Core Strategy policy CS16)	<del>Middlesex Hospital Annex (opportunity site 2)</del>	<del>Medical/ healthcare facilities are expected as part of a mixed-use scheme, including housing.</del>	<del>UCLH NHS Foundation Trust</del>	<del>Landowner funded</del>	<del>Short / medium term</del>	<del>A s106 obligation — related to the main UCH site — was agreed to deliver at least 30 socially rented homes on this site and potentially a further 1425 sq m of affordable housing.</del>  <del>Deliverability subject to UCH's operational requirements and the level of affordable housing required.</del>
	<b>Arthur Stanley House</b> (opportunity site 3)	<del>Medical/ healthcare uses are the Council's preferred land use for this site <u>Medical / healthcare uses are the established use on this site but are not expected to be required in the long term.</u></del>	<del>UCLH NHS Foundation Trust</del>	<del>Landowner funded</del>	<del>Short / <u>Medium / long term (if for medical / healthcare uses)</u></del>	<del>Redevelopment is likely to be a longer-term project unless the scheme is identified in UCLH capital investment plan <u>No long term requirement for the established medical / healthcare use has been identified. However, this use may be needed in the short / medium term in association with the reorganisation of other UCH landholdings and facilities.</u></del>
	<b>Tottenham Mews</b>	Medical/ healthcare uses are	Camden and Islington	Landowner	Short /	Redevelopment could



Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
	<b>Day Hospital</b> (opportunity site 4)	the Council's preferred land use for this site.	NHS Foundation Trust	funded	medium term	<u>potentially</u> provide approximately 1,400sqm of additional medical / <u>healthcare</u> floorspace.
	<b>Rosenheim Building</b> (opportunity site 5)	Medical/ healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Medium term	This site is likely to come forward <u>for medical uses</u> in the medium term as <u>UCLH are developing plans for redevelopment of the site for medical uses</u> <u>UCH are planning to redevelop the site in association with the establishment of a Proton Beam Therapy Centre.</u>
	<b>Odeon Site, Grafton Way</b> (opportunity site 6)	Medical/ healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Medium term	<del>Redevelopment of the site relies on the current plans for the Photon Beam Therapy Centre to come forward</del> <u>This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a Proton Beam Therapy Centre.</u>
	<b>Royal Ear Hospital</b> (opportunity site 7)	Medical/ healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Medium / long term	<del>Timing of the development is dependent on the plans and programmes of UCLH</del> <u>This site is likely to come forward for medical uses in the medium</u>

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
	<b>Medical Student's Union</b> (opportunity site 8)	Medical/ healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Medium / long term	<p><u>term.</u></p> <p><del>Timing of the development is dependent on the plans and programmes of UCLH</del> <u>This site is likely to come forward for medical uses in the medium term.</u></p> <p>Redevelopment <del>of the site</del> could <u>potentially</u> provide approximately 2,600sqm of additional floorspace.</p>







Strategic Planning and Implementation

London Borough of Camden [2012](#) [September 2013](#)