

FITZROVIA AREA ACTION PLAN

WORKING DRAFT FEBRUARY 2012



Camden Council is preparing an Area Action Plan (AAP) for Fitzrovia in response to continued significant pressure for development in the area. We are now seeking your views on a working draft of the Plan.

The Area Action Plan will help to shape the future of Fitzrovia by:

- addressing the impact of growth on residential amenity and the balance between residential, institutional and commercial uses;
- developing a shared direction for the area; and
- coordinating development proposals across a number of significant sites.

We aim to ensure that development proposals bring real benefits to the area, particularly in terms of open space and other public spaces, housing, affordable homes, community facilities and locally produced energy.

Fitzrovia lies between Marylebone and Bloomsbury, straddling the border of the City of Westminster and the London Borough of Camden. The Action Area Plan covers the part of Fitzrovia that lies within the Camden. The eastern part of the area merges with Bloomsbury.

Fitzrovia is an area where an established residential community lives alongside a rich mix of activities including commercial, university and health uses. Our overall vision and objectives for the area address the issues and challenges Fitzrovia faces, respond to its character and context and set our aspirations for future development.

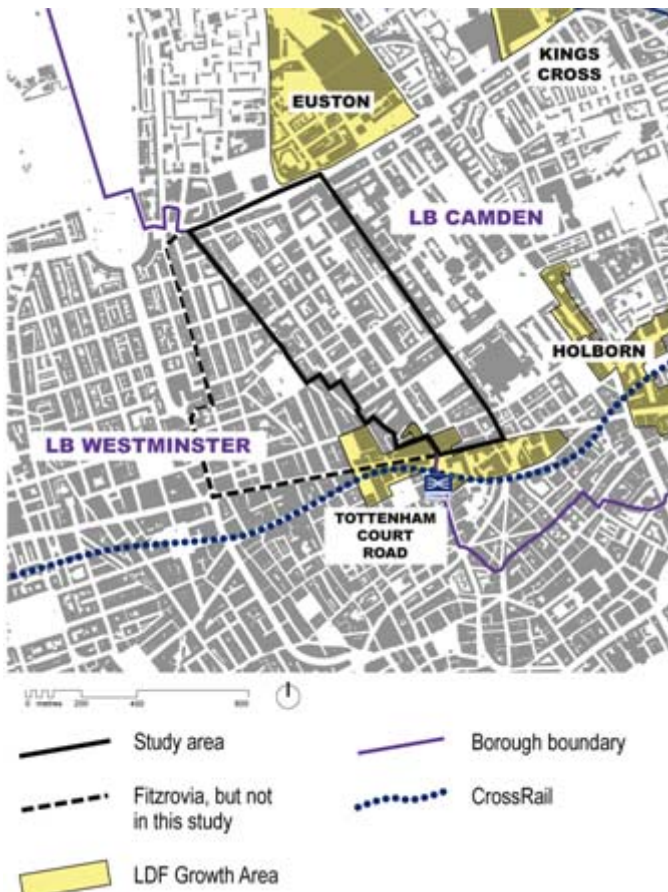
The vision for Fitzrovia is:

**A harmonious co-existence
of uses and users**

To achieve this, we have developed four key objectives:

- addressing the impact of growth on residential amenity and the balance between residential, institutional and commercial uses;
- providing a range of facilities, services and places that sustain and support local resident needs;
- creating a high quality physical environment;
- ensuring an environmentally sustainable future.

In preparing the Fitzrovia Action Plan we have been working closely with a Steering Group made up of representatives of four local community groups, four major landowners in the area and local ward councillors.



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Following on from the vision and objectives the working draft of the Area Action Plan:

- sets out 'land-use principles' to provide a Fitzrovia-specific approach to applying our existing LDF policies where this is helpful, e.g. on student housing, shops, food and drink, tourist accommodation and institutions;
- identifies distinct 'character areas' within Fitzrovia with urban design principles to guide development in the light of its specific character, context and setting;
- designates fourteen opportunity sites where development is expected. The land-use and urban design principles are brought together to form a 'mini planning brief' for groupings of adjacent sites.

These detail our approach to achieving the aspirations set out in the vision and objectives.

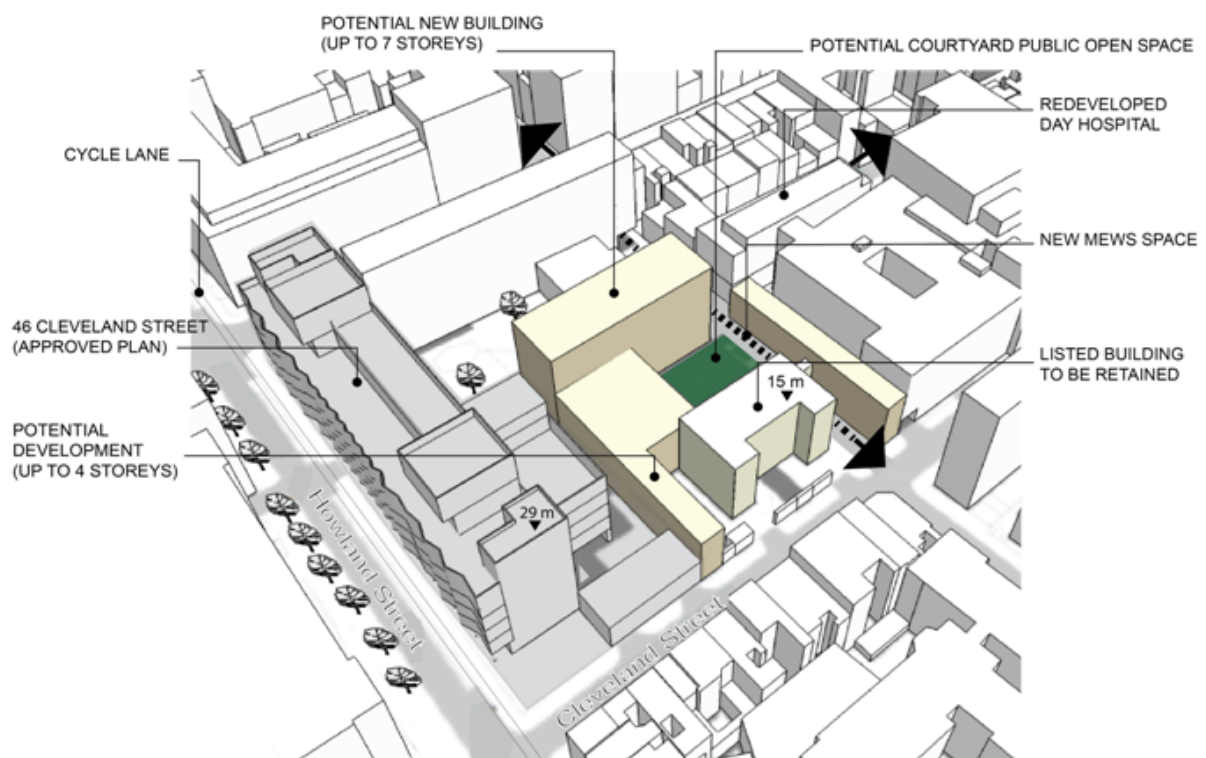


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A number of sites that provide development opportunities in Fitzrovia are located adjacent to one another and so can best be considered together with the potential to achieve more comprehensive development schemes. This approach can optimise benefits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

The working draft of the Area Action Plan includes masterplanning urban design work for the 'Bedford Passage' group of opportunity sites (Astor College, Middlesex Hospital Annex, Arthur Stanley House and Tottenham Mews Day Hospital) as an example of the approach we intend to take throughout the Plan, subject to the results of consultation and engagement on the working draft.



This indicative site layout shows how the design principles we have identified for this group of sites may be incorporated into a scheme. They develop a strategy for how the links, open space and massing of the buildings relate or may be related to each other. The final version of this will form a preferred strategy for the Council and act as a starting point for negotiation, but will not preclude alternative arrangements for this location that embody the broad principles set out in the Plan.

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Fitzrovia is severely lacking in public open space, with only three publicly owned and accessible open spaces in the area. As part of the preparation work for the Plan, we commissioned an open space and public realm study to identify opportunities to increase publicly accessible open space. The results of the study have been fed in to the working draft of the Area Action Plan. Opportunities identified include:

- provision of public open space within development sites;
- improvements to existing open spaces;
- more effective use of highway space including the creation of a new public open space in Alfred Place by reducing road space.



What happens next?

The Council, working with the Steering Group, will consider the responses received during consultation and engagement on the working draft and amendments will be made to the Plan as required. Once the revised Plan is approved by the Council it will be made available for further comments later this year and then submitted to the government for public examination by a Planning Inspector. When approved by the Inspector and adopted by the Council we will use it when we made decisions on planning applications in Fitzrovia.

How can I have my say?

We would like to hear your views on the working draft of the Fitzrovia Area Action Plan. You can let us know what you think by filling in our response form or emailing your views to ldf@camden.gov.uk by 13 April 2012.

The Plan and supporting material area, including the open space study, are available to view on our website www.camden.gov.uk/ldf

We will be holding an exhibition on the Area Action Plan at the Building Centre on Store Street during the consultation period as well as a display at the new Fitzrovia Community Centre on Foley Street. Please see our website for details of when Council officers will be at the venues to discuss the Plan.

If you would like any more information on the Fitzrovia Area Action Plan, please contact the Strategic Planning and Information Team at ldf@camden.gov.uk.



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1. Vision and Objectives

We have identified a vision for Fitzrovia and a series of objectives following on from it (Part 3). Do you support the vision and objectives? Are there other things you think they should cover?

2. Land use principles

We have set out principles for key land uses where it is helpful to have a Fitzrovia-specific approach to applying our existing LDF policies. (Part 5) Do you support the principles we have set out? If not, what amendments would you like to see?

3. Character areas

We have identified 11 character areas for Fitzrovia. (Part 6) Do you agree with the areas we have chosen? Do the design principles we have set out for each of them cover the right things?

4. Opportunity sites

The Plan provides detailed guidance for 14 sites where we expect development to take place. (Part 7) Do you support the development principles we have included for each of these opportunity sites?

5. Opportunity sites

We have considered adjacent sites as groupings which have the potential to achieve more comprehensive development schemes. We have included a masterplanning approach for the Bedford Passage grouping as an example of what we are intending to include for the other site groupings (p96). Do you support this approach?

6. Other comments

Please add any other comments you have on the working draft of the Plan.

Please use additional sheets if required.

Thank you for your comments.

Name.....
Organisation.....
Address.....
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Email address.....

Personal information provided as part of a representation cannot be treated as confidential as the Council is obliged to make representations available for public inspection. However, in compliance with the Data Protection Act 1998 the personal information you provide will only be used by the Council for the purposes associated with the LDF consultations