

# FITZROVIA AREA ACTION PLAN

WORKING DRAFT FEBRUARY 2012



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# **PART 1: INTRODUCTION**

## Purpose and scope

Fitzrovia 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. This pressure is now being fuelled by the Tottenham Court Road Growth Area (in particular the development of the Crossrail station) and the Euston Growth Area (see the Context map).

The purpose of this Area Action Plan is to help to shape the future of the 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.

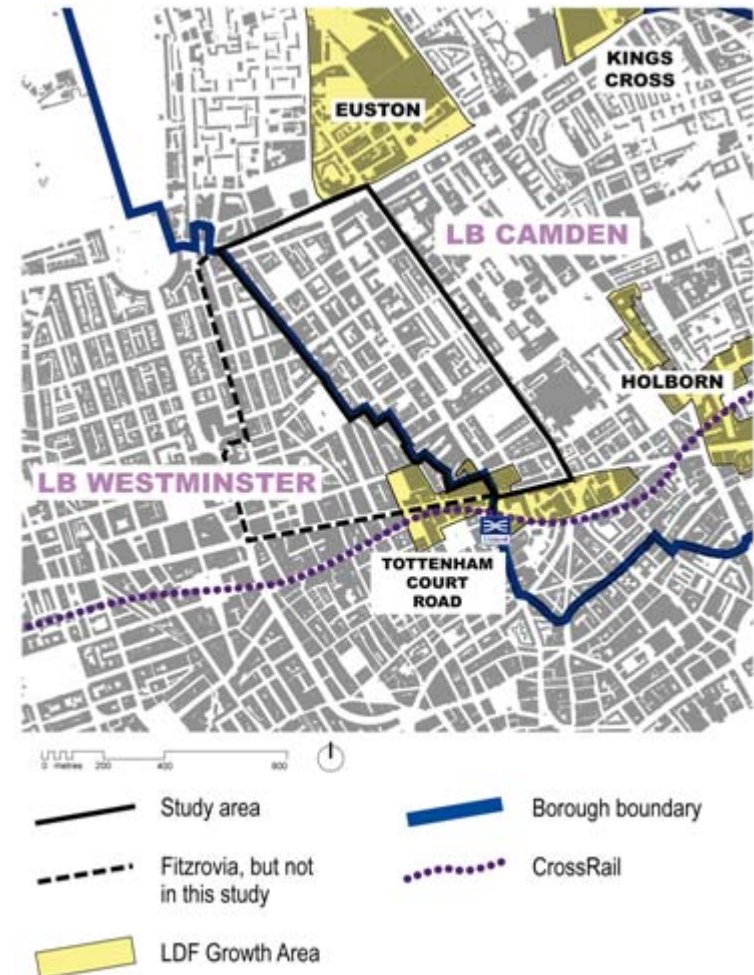
We aim to ensure that development proposals bring real benefits to the area, particularly in terms of open space and other public spaces, housing, affordable homes, community facilities and locally produced energy. For example, where a number of proposals come forward in the same block, there is potential for them to contribute to a single larger open space instead of several small ones.

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 area east of Tottenham Court Road merges with Bloomsbury, and is considered as part of Bloomsbury for many other purposes.

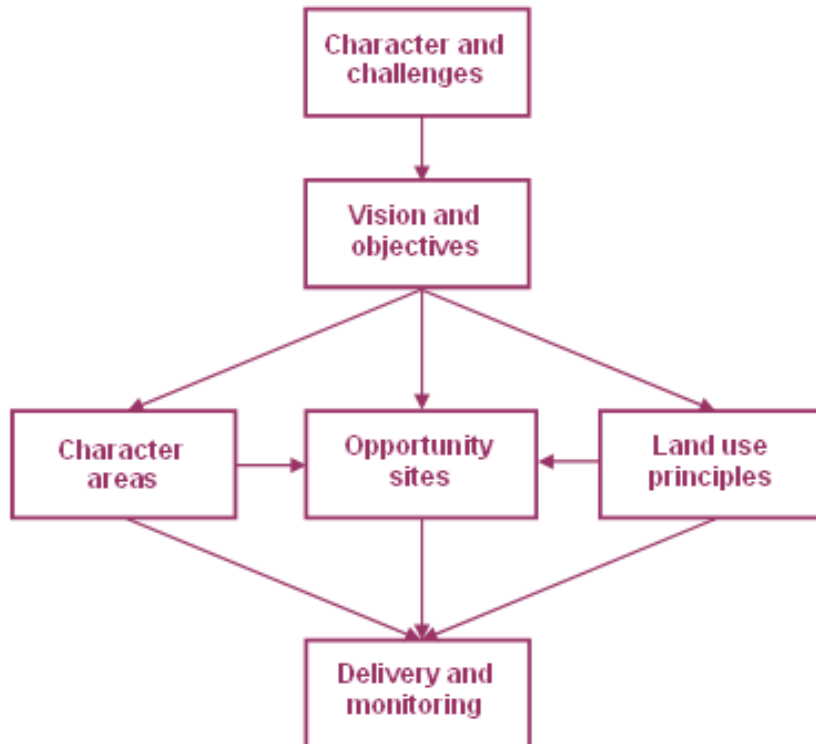
For consistency with Camden's Core Strategy, this Area Action Plan will run until 2025. The Plan sets out the Council's expectations for known development sites in Fitzrovia, and it is likely that most or all of these will be implemented in the earlier part of the plan period. However, it also sets out broader principles that will operate

throughout the plan period to guide all future development in the area.

### Fitzrovia in context



## Structure of the Area Action Plan



## Partners

This initial 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 GLA.

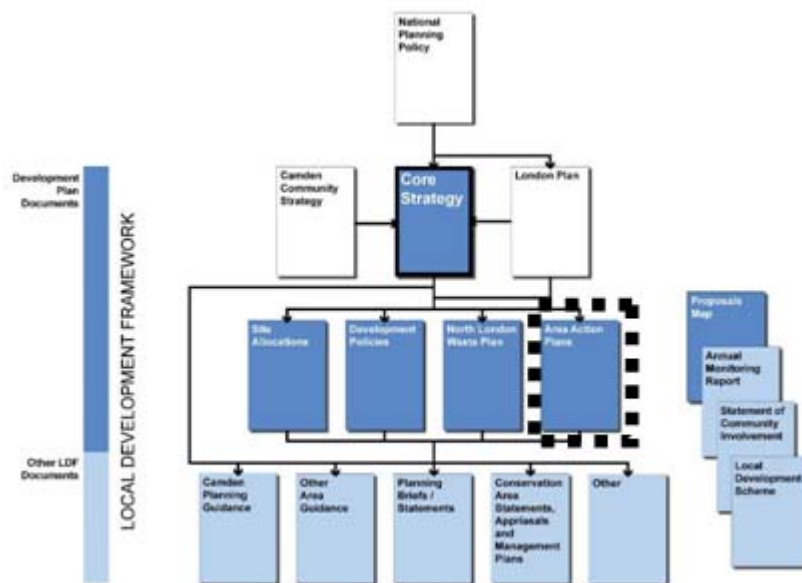


## Planning framework

The Fitzrovia Area Action Plan will form part of Camden's Local Development Framework (LDF), which is a set of documents that collectively form the strategy for the future growth and development of Camden. The diagram on this page shows the documents that are in the LDF and how they relate to each other. The Fitzrovia Area Action Plan is shown in the middle row of the diagram towards the right.

The Plan has to be in general conformity with:

- the emerging National Planning Policy Framework and other national policy statements.
- the London Plan July 2011.



The Plan also has to be consistent with the Camden Core Strategy 2010-2025 and should be in line with strategies such as Camden Housing Strategy 2011-2016. The Plan will help to deliver their strategic objectives, interpreting and building upon the objectives that relate to Fitzrovia.

The Area Action Plan should also be consistent with other LDF development plan documents, in particular:

- *Camden Development Policies 2011* – this document guides decisions on planning applications. This Area Action Plan elaborates on existing development policies where more specific guidance is needed for Fitzrovia.
- *Site Allocations* – this contains Camden's proposals for development of significant land and buildings outside Fitzrovia. Adoption is expected in winter 2012/13. This Area Action Plan allocates Opportunity Sites within Fitzrovia.

Other LDF documents do not have statutory development plan status, but are taken into account in making planning decisions. This plan has taken them into account where relevant, in particular:

- *Camden Planning Guidance 2011* - eight documents giving guidance on a wide range of issues including design, housing and sustainability. These give guidance for proposals for the whole borough including Fitzrovia.
- *Planning Guidance for Central London on Food, Drink and Entertainment and Specialist and Retail Uses* – a document including specific sections on Fitzrovia and individual shopping areas within it. The parts of the guidance relating specifically to Fitzrovia are updated by this Area Action Plan and will be superseded when this plan is adopted.
- *Conservation Area character appraisals, management strategies and management plans* for the Bloomsbury, Charlotte Street, Fitzroy Square and Hanway Street Conservation Areas – these documents have helped us prepare this plan, and will continue to guide proposals within Fitzrovia.

## Other documents related to the Plan

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



- *Fitzrovia Open Space and Public Realm Study* – this was commissioned to identify opportunities for the Plan to add to publicly accessible open spaces;
- *Evidence Base* – this presents information and statistics on the population, economy and activities in Fitzrovia;
- *Sustainability Assessment and Equalities Impact Assessment* – these assess the draft Plan to ensure that it will not have negative impacts on sustainability or equality.

All these documents will be available on the Fitzrovia Area Action Plan page of our website at our website at [www.camden.gov.uk/ldf](http://www.camden.gov.uk/ldf)

## Future stages

Before adoption, the plan has to go through a number of stages to satisfy legal requirements:

Informal consultation on the draft plan with community groups, businesses, residents, institutions, landowners and other groups	Early 2012
Area Action Plan approved by the Council for formal consultation	Late spring/ early summer 2012
Formal consultation for 6 weeks	Summer 2012
Submission of the Plan to the government for examination by a Planning Inspector	Late summer/ early autumn 2012
Examination hearing	Late winter/ early spring 2013
Inspector issues a report of the examination	Spring 2013
Plan is formally adopted by the Council	Late spring/ early summer 2013

You can keep up with the latest news about the Fitzrovia Area Action Plan on our website at [www.camden.gov.uk/ldf](http://www.camden.gov.uk/ldf)





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

## Introducing the character 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:

- compares key statistics for Fitzrovia with figures for the whole borough;
- describes the features that give Fitzrovia its unique character, and
- identifies the issues and challenges that we face in the future

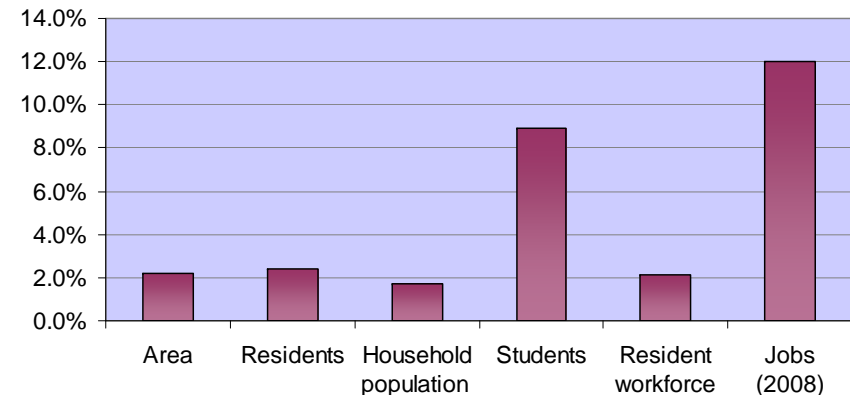
## Fitzrovia and Camden compared

The following graphs show evidence drawn primarily from the 2001 Census, which represents a snapshot of the position over 10 years ago. The graphs are based on data for three small geographical areas that approximate to the Plan area (please see the Evidence Base for details of the source data and the area covered). The data does not include the Westminster part of Fitzrovia.

Information from the 2011 Census has not been presented as it will be published in phases starting later in 2012. In the Evidence Base we have explored changes over time and more up-to-date statistics as far as possible, however the available statistics do not enable us to give an accurate picture of how Fitzrovia has transformed since 1991. The main difficulty is that most figures are not comparable from one period to the next because:

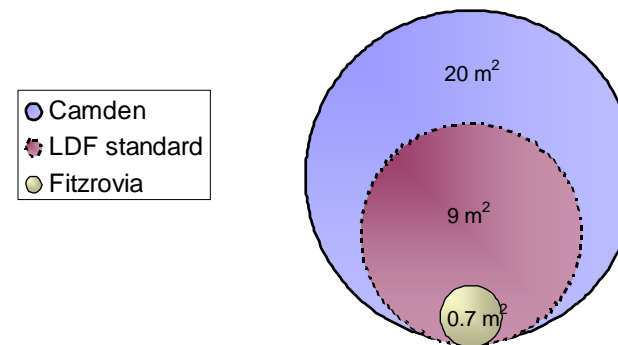
- the statistics are published for different geographical areas; and/ or
- the definition of a particular indicator (such as unemployment or overcrowding) changes over time.

Fitzrovia as a percentage of the Camden total (2001)



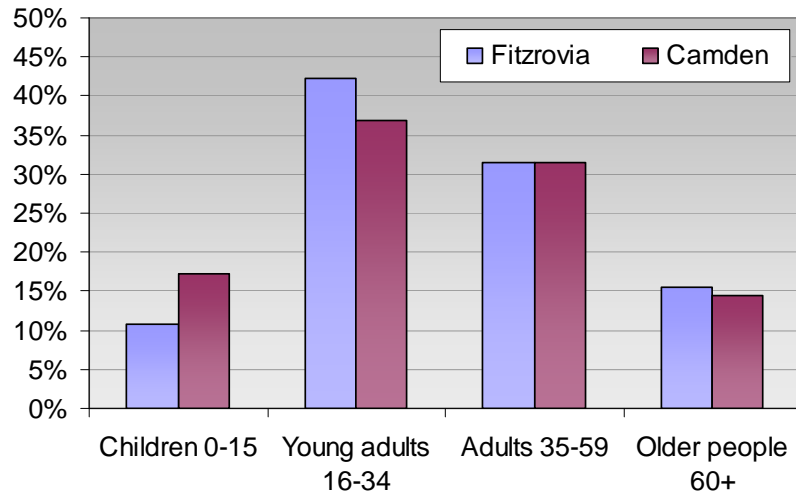
(Source: 2001 Census, 2008 Annual business inquiry)

Public open space per person (2001 population)

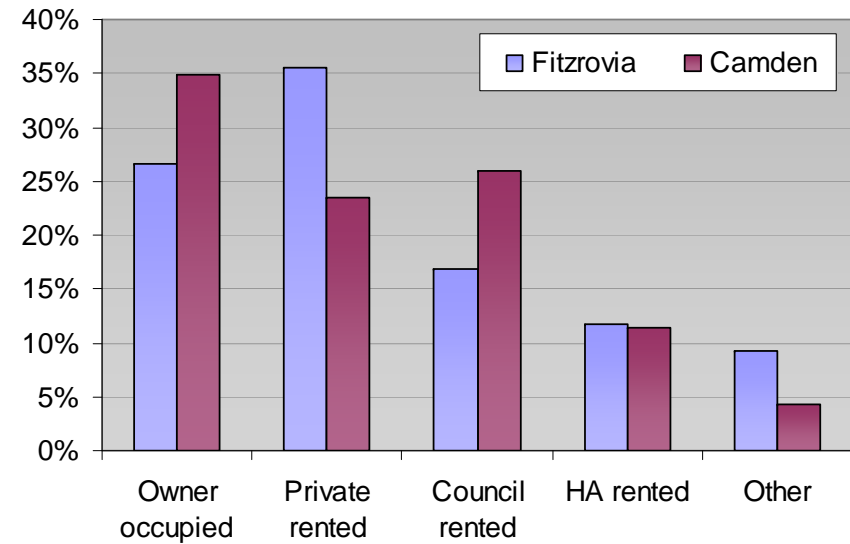


(Source: Camden Open Space, Sport and Recreation Study, 2008)

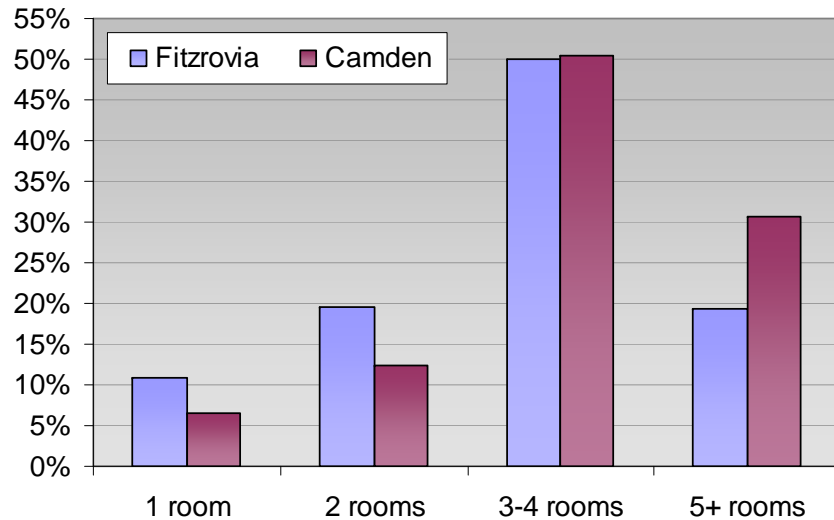
Age of household residents (2001 Census)



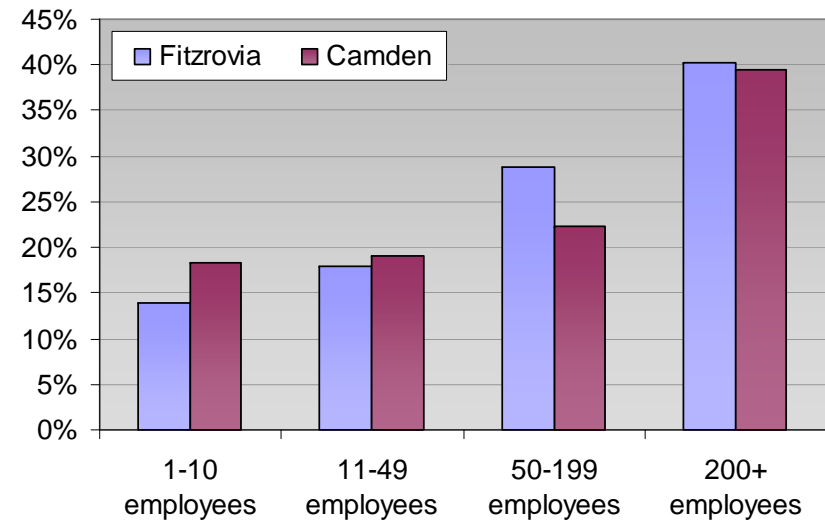
Tenure of homes (2001 Census)



Size of homes (2001 Census)



Share of jobs in small, medium and large homes (2008 Annual business inquiry)



## Fitzrovia's character

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 and quieter, more residential areas;
- a dense urban feel and limited open space relieved by some relatively broad tree-lined streets and long views;
- numerous heritage assets including Georgian terraces with a harmony of height, fenestration and materials contrasting with a great variety of modern scales and styles;
- formal squares and grid pattern streets intersected by mews passages and walkways;
- a fine-grain of small buildings interrupted by mansion blocks, institutional buildings, hotels, and office blocks.

Part 6 of this Plan identifies 11 individual 'character areas' within Fitzrovia.

More detail on specific aspects of Fitzrovia are set out below.

## Population and homes

- Fitzrovia accommodates a large influx of workers each day compared with the size of the total resident population. At the 2001 Census the area was home to approx 4,700 people and 28,600 jobs.
- Fitzrovia has large student population (over 1,500 students over 18 in 2001) giving a large part of the community a transient nature.
- Fitzrovia's household 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 much lower proportion of children than Camden generally.
- A large number of Fitzrovia residents are part of small households living in small homes, but there are also many residents living in student halls.
- Residential property prices in Fitzrovia (including the Westminster part) are approx 11% higher than the LB Camden average.

## Economy

- In Fitzrovia, as in Camden as a whole, around 60% of jobs are in small and medium enterprises. A high proportion of Fitzrovia's jobs (almost 30%) are in medium-sized firms with 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 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.

- UCLH (University College London Hospital) (in the north-east corner of the area) attracts many employees, patients and visitors to 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 a scattering of specialist shops and art galleries.
- Fitzrovia is also known for its fashion industry which is now mainly comprised of wholesalers and headquarters, although some tailors 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 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. There is only 0.7 sq m of public open space per resident compared with the Camden figure of 20 sq m, and the LDF standard for new provision of 9 sq m per resident.

### Community facilities

- A new Fitzrovia Community Centre is opening in John Astor House, Foley Street, Westminster, replacing the Neighbourhood Centre in Tottenham Street, Camden.
- There is one nursery in the Camden's part of Fitzrovia and another nearby in the Westminster part (in Whitfield Street and

Carburton Street respectively, both operated by the charity London Early Years Foundation).

- 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 accommodates the University College Hospital (UCLH) 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.
- Fitzrovia has a mental health resource centre in Tottenham Mews serving the southern part of Camden.

Fitzrovia is home to the Drill Hall local theatre and arts centre – this fulfils a range of community functions including Sure Start drop-in sessions and meeting rooms for hire.

### Fitzrovia's heritage assets

Fitzrovia 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 Fitzrovia:

- Bloomsbury Conservation Area,
- Charlotte Street Conservation Area,
- Fitzroy Square Conservation Area and
- Hanway Street Conservation Area.

Fitzrovia has a large number of 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 British Telecom Tower, the Rising Sun public house, the Heal's and Habitat stores, the Burton's headquarters and shop in Tottenham Court Road, the former University College Hospital General Block (the cruciform building).

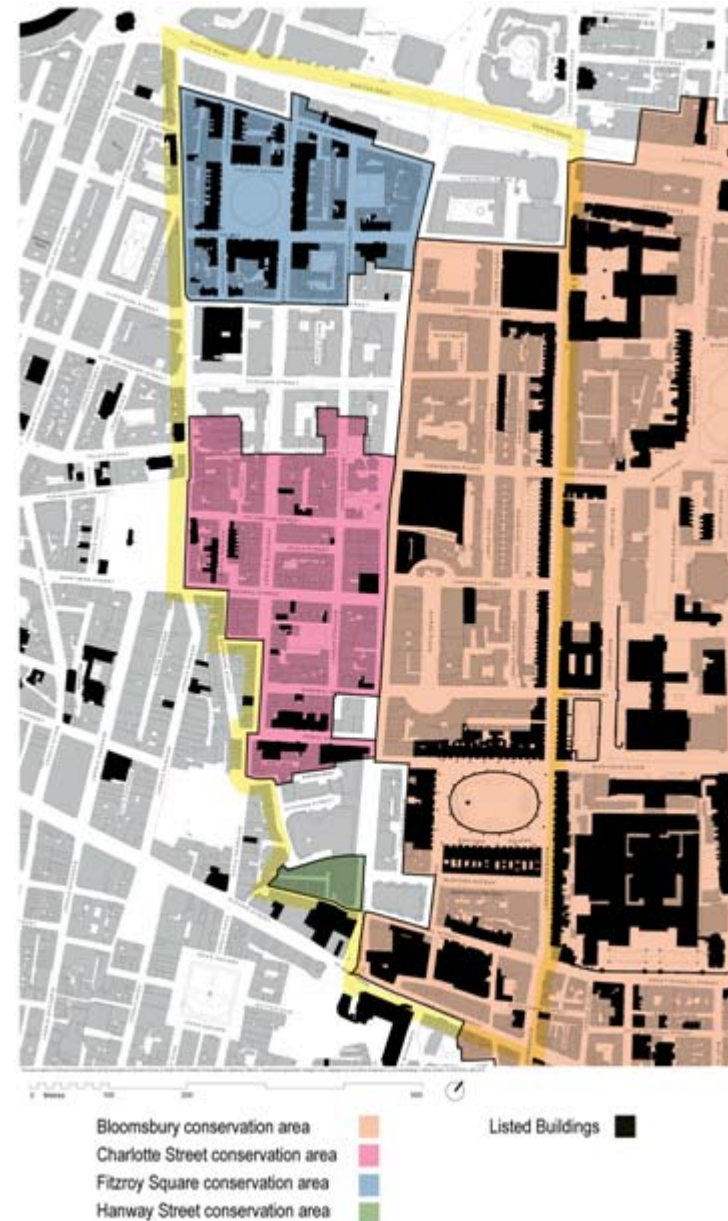


Bedford Square and Fitzroy Square are both designated as London Squares giving the gardens statutory protection against development, while Bedford Square Gardens is also included in the English Heritage Register of Parks and Gardens of Special Interest.

### Fitzrovia's history

- Fitzrovia was developed in the latter half of the 18th century as London expanded out from its historic core, with the townhouse as the prevailing form of development, with generally spacious streets to the front and mews service streets to the rear.
- Unlike the larger estates within Bloomsbury where standards of construction were enforced and development formally planned and laid out, development in Fitzrovia occurred in a more piecemeal fashion reflecting the various ownerships and individual landowners leasing plots to builders for development.
- By the turn of the 19th century, Fitzrovia had become less fashionable with many of the wealthy occupiers moving to the west and the 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.
- Fitzrovia became a notable artistic and bohemian centre and was home to the writers Virginia Woolf, George Bernard Shaw and Arthur Rimbaud.
- Shops began to be inserted into the ground floors of the formerly residential townhouses around Charlotte Street during the 19th century.
- 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 WWII leading to a pattern of larger scale development on some sites from the 1950's and 1960's.

### Conservation Areas and Listed Buildings





## Context and challenges

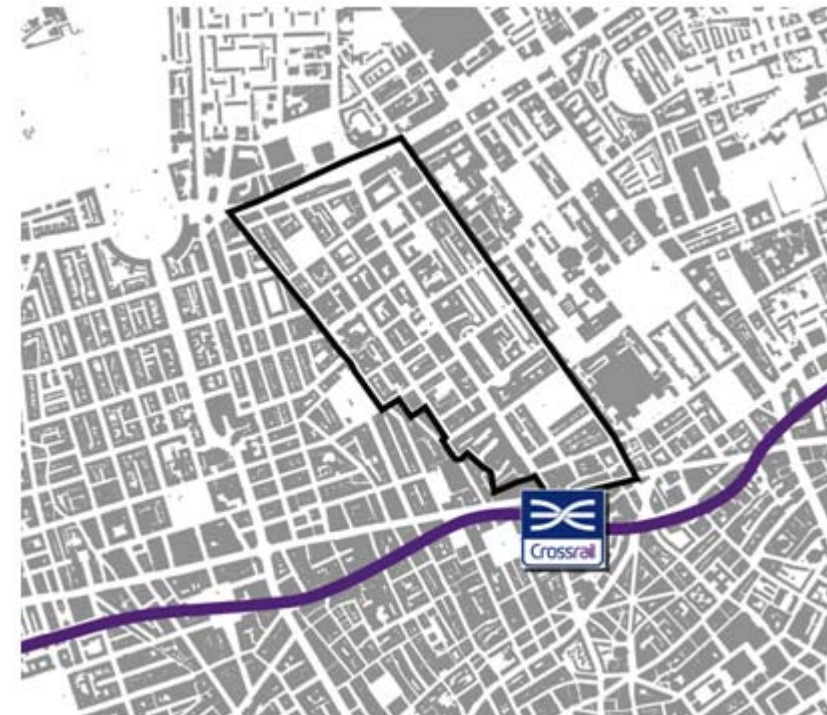
The Fitzrovia Area Action Plan is being prepared in the context of social, economic and physical changes. Some of the issues and challenges that we need to consider when planning for Fitzrovia's future are set out below.

### Balancing residential amenity with commercial activity

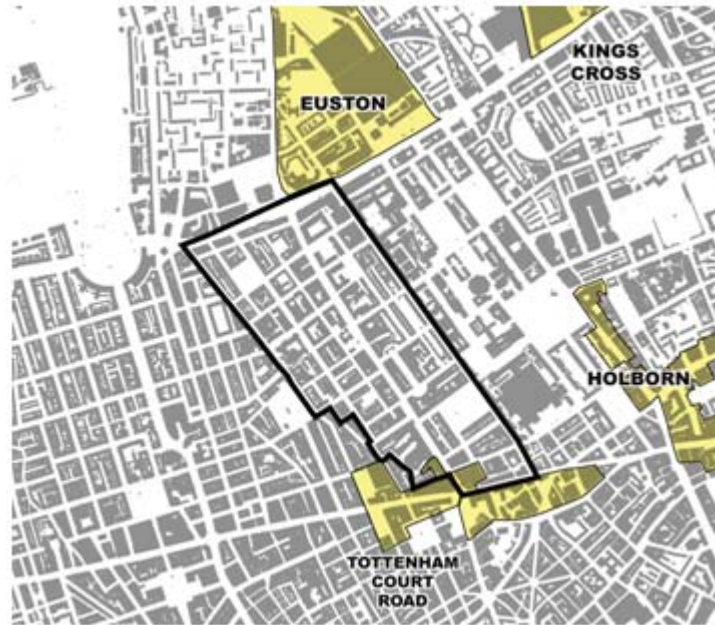
Fitzrovia is home to a significant residential population although the area also experiences a large influx of workers and visitors each day to its offices, academic institutions and shops, and in the evening to the bars, restaurants, cinema and other entertainment establishments. Workers and visitors are critical to the vitality and economic success of some parts of the area, however high levels of activity – particularly in the evening – can be damaging to residents' amenity and quality of life. This Plan aims to address the challenge of rebalancing residential and commercial activity and providing calmer streets and spaces along with active frontages and interesting streetscapes.

### Crossrail

The Crossrail railway link currently under construction and will connect the east and west of London via Liverpool Street and Paddington. It is expected to be operational around 2017. 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.



## 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 - the Euston Growth Area and the Tottenham Court Road Growth Area (known as Opportunity Areas in the London Plan). Growth in these areas is likely to place additional pressure on Fitzrovia by attracting additional visitors and businesses.

- *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.
- *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 is vital to the character of the area. However, various development pressures threaten components of this mix. 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. Over the last 10 years more than 150,000 square metres of non-residential floorspace have been affected by developments in Fitzrovia. This Plan seeks to respond to these development pressures by identifying uses that should be retained in Fitzrovia and seeking opportunities to provide better facilities for local residents.

## High house prices

Residential property prices in Fitzrovia are approx 11% higher than the LB Camden average and the average price of residential property in Fitzrovia is £741 per sq foot compared with £667 for the borough (2007/08 data). This Plan seeks to tackle the challenge of providing more affordable housing within future development schemes.

## Public open space

Fitzrovia has a severe shortage of public open space. As indicated in the previous section on Fitzrovia's character, there are only 3

publicly owned and accessible open spaces, which provide just 0.7 sq m of public open space per resident compared with the Camden figure of 20 sq m per resident. To meet this challenge we have commissioned the Fitzrovia Open Space and Public Realm Study to identify opportunities to create new public open space, and we have incorporated suggestions from the study into the Plan.

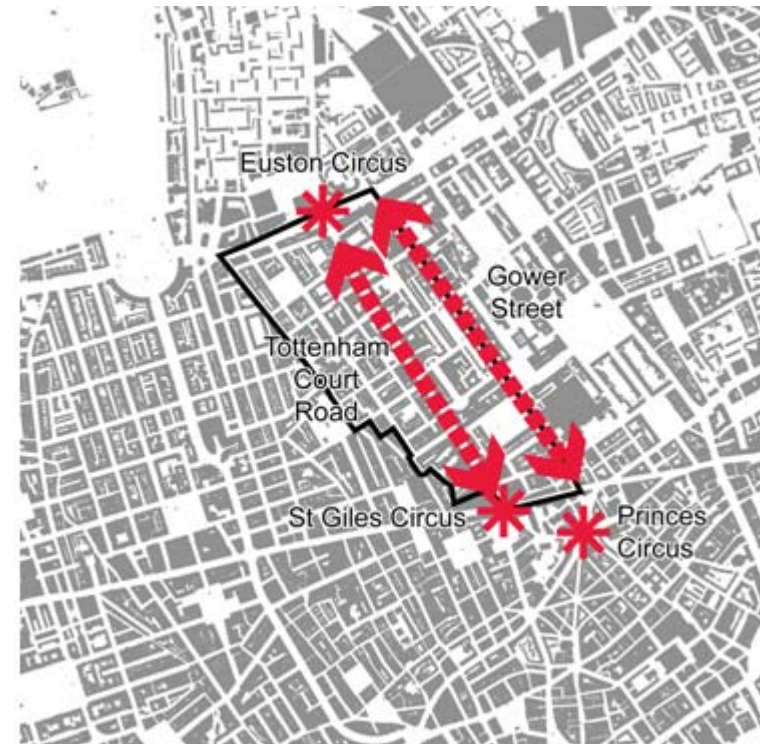
### The pedestrian environment

In contrast to the busy neighbouring thoroughfares of Oxford Street and Euston Road, Fitzrovia is regarded as being a desirable place for pedestrians to wander. However, there are some negative aspects of the pedestrian environment. Fitzrovia contains a number of 'traffic canyons', such as Howland Street, Tottenham Court Road and Maple Street, where high volumes of traffic detract from the quality of the surrounding environment. Late 20th Century development has led to the closure of some mews and alleyway routes to pedestrians. There has also been some antisocial use of open spaces impacting on the environment such as street-drinking and urination. The plan aims to address these challenges by maintaining and increasing the number of pedestrian routes through street blocks, managing traffic and increasing and enhancing space for pedestrians.

### 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 that would create simplified pedestrian crossings, additional paved open spaces and additional tree-planting. These changes would involve two-way working in Tottenham Court Road and Gower Street, 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 right across Fitzrovia and elsewhere in Camden and Westminster.

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.



### 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.



### Landmark viewing corridor

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 British Telecom 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.



### Relationship with Westminster's Core Strategy

Fitzrovia extends west of Cleveland Street and Charlotte Street into the City of Westminster. Westminster City Council (WCC) decided not to take part in the preparation of a joint Action Area Plan to cover the whole of Fitzrovia, although its officers have actively engaged with the Action Plan Steering Group and Camden's officers during preparation of the Plan. Westminster City Council's adopted Core Strategy contains a number of specific policies and designations for areas in or close to Fitzrovia. This Plan takes these designations

into account and seeks to ensure that consistent policies are being pursued for the Camden and Westminster parts of Fitzrovia. The most significant designations in the Westminster Core Strategy in terms of the Area Action Plan are as follows:

- a Core Central Activities Zone within Central London characterised by international business premises, hotels, retail, leisure, entertainment and other visitor attractions alongside residential communities – within Fitzrovia the northern boundary of this Zone is at Riding House Street;
- designated local shopping centres – those in the Westminster part of Fitzrovia are in Cleveland Street, New Cavendish Street and Great Titchfield Street;
- a designated Marylebone and Fitzrovia area north of Riding House Street, where commercial uses are directed to main roads (the nearest are Marylebone Road and Great Portland Street) and retail/ town centre uses are guided to Marylebone High Street and designated local shopping centres; and
- a West End Stress Area in Soho and Covent Garden where new entertainment uses are only allowed if Westminster City Council considers that they are small-scale, low-impact and do not increase the concentration of late-night uses. Within Fitzrovia, the northern boundary is at Eastcastle Street, and the Stress Area meets boundary of the Area Action Plan at Gresse Street and Hanway Street.

## **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 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:

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

To achieve the set vision, 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; and**
- **Ensuring an environmentally sustainable future.**



The vision and objectives highlight the main issues addressed by this Plan. The objectives are explained in more detail below.

### Addressing the impact of growth on residential amenity and the balance between residential, institutional and commercial uses

Part 2 identifies a need to address the challenge of rebalancing residential amenity with commercial activity and growth within the area. We will address this objective through:

- supporting residential communities by protecting amenity and improving quality of life;
- achieving more, well-designed affordable housing (including social rent) that supports a mixed, diverse local population;
- 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 while preserving residential amenity;
- enhancing the relationship with the area's major institutions and landowners.

In Part 5 of the Plan, Principles 2 to 9 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.

### Providing a range of facilities, services and places that sustain and support local resident needs

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:

- supporting and enhancing community facilities such as open spaces, play equipment and public toilets;
- 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.

In Part 5 of the Plan principles 10 and 11 seek to ensure that new development contributes to provision of open space and community facilities where it increases the need for them.



### Creating a high quality physical environment

Fitzrovia is characterised by its mix of land uses and 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;
- improving streets and public spaces and making it easier for pedestrians and cyclists to get around the area, including creating routes through new developments where appropriate;
- reducing the impact of traffic through improvements to key routes and junctions, while maintaining the quiet character of less busy streets;
- preserving and enhancing the area's many heritage assets and their settings (including assets that are not specifically protected by Listed Building and Conservation Area status).

Part 4 of the Plan summarises 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 6 identifies 11 specific 'character areas' in Fitzrovia and sets out principles to ensure that development reflects their particular characteristics and qualities. Design principles relating to identified development Opportunity Sites are given in Part 7.



### 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 in Fitzrovia by:

- ensuring all buildings are as environmentally friendly as possible;
- identifying opportunities for local energy generation;
- improving the environmental performance of existing buildings.

In Part 5 principle 11 seeks to promote sustainability by minimising carbon emissions, particular through promoting local energy networks.

As described above, the vision and the four key objectives have been used as the starting point for the development of the land use principles, character areas and opportunity sites in Parts 5, 6 and 7, which provide further detail on the measures we will take to achieve the aspirations set out in the vision and objectives.





**PART 4:  
FROM VISION TO REALITY**

## Introducing the Fitzrovia Area Action Plan principles

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. Policy F1 indicates how the principles will be applied to development proposals. We have expressed the additional statements in this Plan as principles to indicate that they supplement the existing policies rather than replacing or overriding them. However, once adopted the principles will form part of the development plan for Camden.

### Policy F1

The Council expects development within Fitzrovia to follow the land use, design and development principles set out in parts 5, 6 and 7 of this Plan.

The Council will resist proposals that are contrary to the land use, design and development principles unless they are in accordance with other policies in the Core Strategy and Development Policies and clearly justified by the specific circumstances of the site.

The principles have also been drafted with reference to other guidance that applies to some or all of the Plan area (such as the Charlotte Street Conservation Area Appraisal and the Camden Planning Guidance).

The Core Strategy and Development Policies continue to apply to development in Fitzrovia and should be read alongside this Plan. The principles deal with matters where the particular circumstances in Fitzrovia warrant an elaboration of the general approach set out in existing policy documents. Where no new principles are set out, the general approach in the Core Strategy and Development Policies is considered to give sufficient detail to guide proposals within Fitzrovia.

Key aspects of Camden's Core Strategy and Development Policies include achieving a successful Central London, managing the

impact of growth and promoting high quality places. These are particularly relevant to Fitzrovia, and are summarised in this Plan to provide context to the principles that follow.



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

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 a 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 are summarised below, but the policies should be referred to in full in relation to prospective developments.

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;
- seeking to ensure that development contributes towards strong and successful communities by protecting residential amenity and supporting community facilities.

### Promoting high quality places

Our Core Strategy and Development Policies documents seek to ensure 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 (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);
- 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).

### Land use, design and development principles

Part 5 of the Plan considers the issues presented by different activities across the whole area and sets out land-use principles where it is helpful to have a Fitzrovia-specific approach to applying our existing LDF policies. Part 6 divides Fitzrovia into eleven 'character areas' based on the physical form and pattern of buildings and the activities they house, providing distinctive design principles for each character area. Although land-use principles and design principles are presented separately, they are heavily inter-related, with fine-grained building patterns favouring independent retailers and/ or housing and larger plots favouring corporate offices and institutions.

Principles established in Parts 5 and 6 of the Plan create a master planning approach for the area which will contribute to achieving the vision set out in Part 3. Part 7 of the plan brings the land use and design principles together to provide development principles for fourteen 'opportunity sites' where we expect development to take place in the first 5 years of the Plan period (for two of these sites a decision has already been made to approve a planning application, but there remains a significant possibility that an alternative development will be proposed in the future). In accordance with Policy F1 the land-use and design principles will also guide planning decisions where development proposals come forward on other, unallocated sites within the Plan boundary.

The diagram on the next page shows how the Plan area has been divided into character areas and the relationship between the opportunity sites and the character areas.





*NB this document has not been considered by the Council and does not represent Council policy*



**PART 5:  
LAND USE PRINCIPLES**

## Housing and affordable housing

### Principle 1

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

- additional non-residential floorspace is matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), and
- the housing and affordable housing contributions required from development are provided on-site or elsewhere within the plan area.

When considering the types of affordable housing in a development the Council will take account of high house prices and market rents in Fitzrovia, the incomes of households in need of affordable housing, and the impact of benefit caps.

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.

There are limited opportunities to develop additional housing in Fitzrovia. Land values are high, commercial rents are high, and very few sites are vacant or underused. The best prospect of adding to the stock of housing (including affordable housing) is through applying the existing policy DP1 in Camden Development Policies to secure a mix of uses.

Where more than 200 sq m of additional floorspace is provided, Policy DP1 requires up to 50% of all additional floorspace in appropriate schemes to be provided as housing. To ensure that the balance of residential and commercial uses is maintained in Fitzrovia we aim to maximise the floorspace of the residential component so that it matches the non-residential component.





Given the limited availability of sites in Fitzrovia, the Council has a strong preference for developments to include housing and affordable housing on-site. Where an off-site solution is justified we will expect the housing to be provided within the plan area where it can support the residential community.

Part 2 of this Plan notes that there is a high proportion of students and private rented accommodation in the area, and consequently part of the community is transient. To counter this transience the Council therefore expects housing provided through Policy DP1 to be permanent self-contained housing in Use Class C3.

Where a higher education institution is developing additional non-residential floorspace, DP1 allows the institution to provide housing for its own students instead. In Fitzrovia, the Council will not require the provision of student housing on-site, but will guide it towards existing student housing sites (more details are given in the student housing section below). The Council may also accept provision of student housing outside the Plan area provided that it is accessible to the institutions it will serve.

The types of affordable homes provided in Fitzrovia will be carefully assessed to ensure that they are affordable to the households that need them. High local house prices mean that cost of shared ownership homes will usually exceed the affordability limit set by the London Plan. Market rents already exceed existing benefit caps in Fitzrovia, and in future it is likely limits on universal credit will mean many households are unable to afford as much as 50% of market rents. The Council will take these factors into account, and will seek the provision of social rented housing where possible, and otherwise encourage affordable housing costs to be set as close to social housing target rents as possible.

Part 2 of the plan shows the over 30% of Fitzrovia homes have only 1 or 2 rooms (excluding 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, and this principle will override the priority for 2-bedroom market homes set out in the Dwelling Size Priorities Table of the Camden Development Policies document.

#### Relevant Area Action Plan objectives

Contributes to the key objective *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 – 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

## Residential amenity

### Principle 2

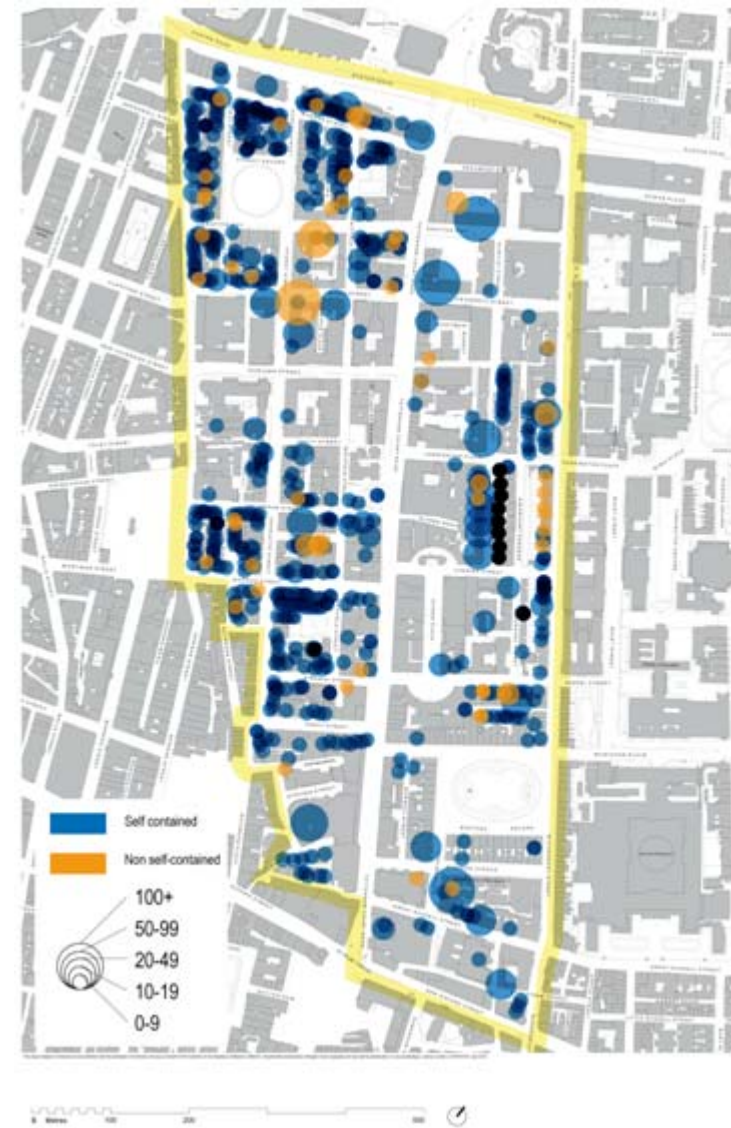
The Council will give particular attention to protection of residential amenity in Fitzrovia, and will seek to prevent harm to residential amenity from food, drink and entertainment uses, education, medical and research institutions and large-scale offices, particularly with respect to noise, mechanical ventilation, light pollution, deliveries and waste collection.

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.

There are food, drink and entertainment uses located beneath and adjacent to homes in a number of Fitzrovia streets, notably Goudge Street and Charlotte 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. Educational, medical and research institutions and large-scale offices (particularly those over 2,500 sq m) 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.

Residential addresses and flats per address



### Relevant Area Action Plan objectives

Contributes to the key objective *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

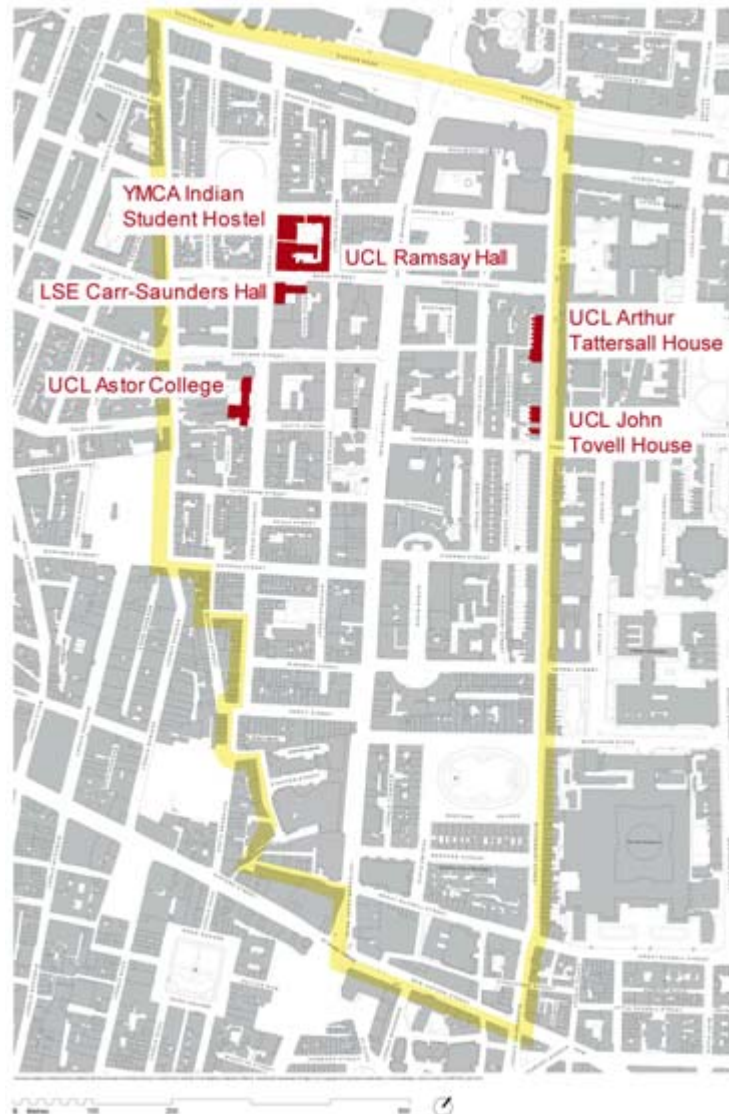
Policy DP26 – Managing the impact of development on occupiers and neighbours

Policy DP28 – Noise and vibration





## Student housing



### Principle 3

The Council will seek to ensure that any additional student housing takes the form of redevelopment and extension of accommodation within 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. These create demand for student accommodation in and around Fitzrovia.

Due to the high cost of local housing in the open market, the vast majority to 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. This is shown on the map of Student Halls in Fitzrovia.

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 less than 8% across the whole borough. A significant expansion of student accommodation beyond its existing sites would damage the mix and inclusiveness of the community in Fitzrovia.

Individual students are generally residents in the area for a single academic year, adding a transient nature to the population. Student accommodation is often also let to short-term visitors during summer holidays. These transient occupiers attract different shops and services from those used by longer-term residents, often displacing more traditional services.

### Relevant Area Action Plan objectives

Contributes to the key objective *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





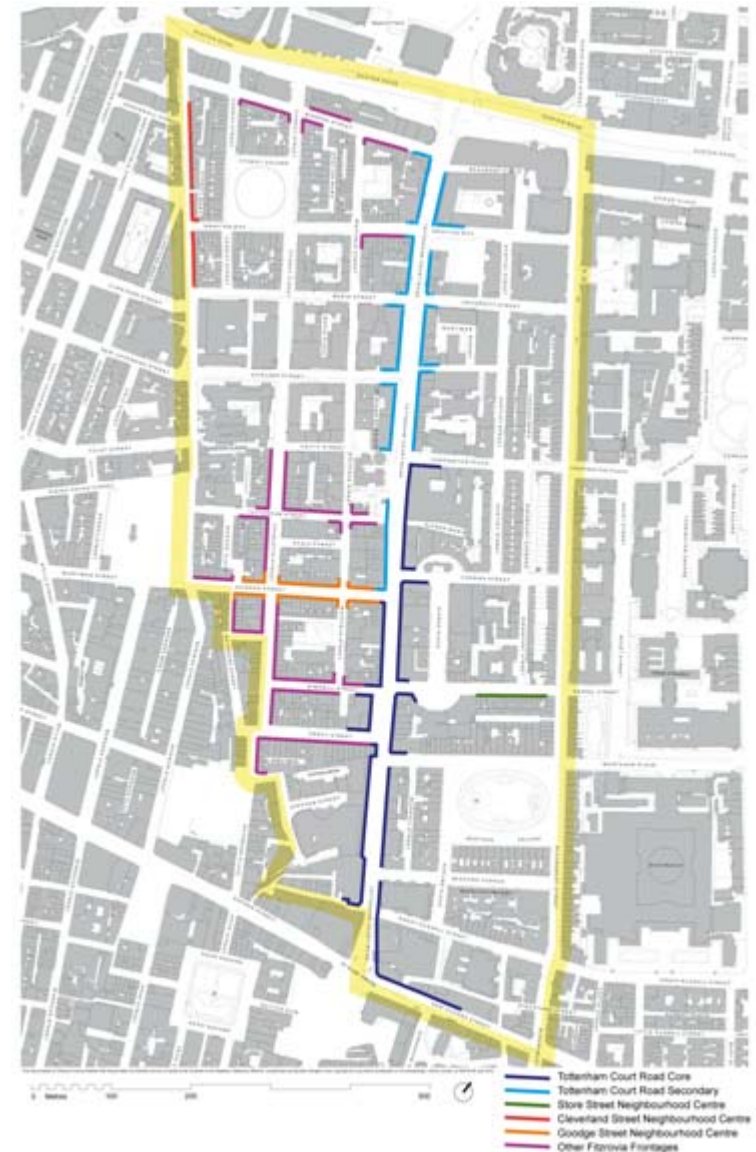
## Retail provision in Fitzrovia

Fitzrovia contains a wide range of shops, cafes and other retail premises. Some are concentrated on streets with a clear shopping function but others are scattered across the area. Camden's Core Strategy identifies Tottenham Court Road as part of a designated Central London Frontage and designates three Neighbourhood Centres in Fitzrovia. We have also designated a number of other *Fitzrovia frontages* in this Plan where there are concentrations of retail and commercial uses with active street level frontages.

The retail provision in Fitzrovia is described in the following paragraphs and shown on Retail Frontages in Fitzrovia map. Subsequent paragraphs set out principles guiding development of new shops, development affecting existing shops and proposals for new restaurants, bars and clubs. When this Plan is adopted, these principles will supersede the Fitzrovia-related parts of Camden's *Planning Guidance for Central London on Food, Drink and Entertainment and Specialist and Retail Uses*.



Retail frontages in Fitzrovia





### Tottenham Court Road Central London Frontage

- contributes to the national and international role of the West End
- predominant retail types
  - furniture/ home furnishing
  - electrical goods, computing, cameras and music systems
  - banks and convenience goods multiples
- part of the longer Tottenham Court Road/ Charing Cross Road Central London Frontage (continues east along New Oxford Street and southwards out of Fitzrovia)

### Store Street Neighbourhood Centre

- 100 metres east of Tottenham Court Road
- predominant retail types
  - specialist shops and services geared towards attracting custom from Tottenham Court Road
- there are homes above entire frontage





### Cleveland Street Neighbourhood Centre

- on the north-western boundary of the Area Action Plan
- west side of the street is within the City of Westminster and designated as a Local Shopping Centre
- predominant retail types
  - small independent restaurants
  - limited shop (A1) provision
- there are homes above entire frontage and within the frontage at ground floor level.



### Goodge Street Neighbourhood Centre

- in the western part of Fitzrovia adjoining Tottenham Court Road
- predominant retail types
  - convenience shops for local residents and workers
  - food and drink uses
- there are homes above many of the retail units, particularly on the south of the street between Charlotte and Whitfield Streets.



### Fitzrovia frontages and scattered retail units

- Charlotte Street (southern part)
  - food, drink and entertainment providing for local workers and West End visitors
- Percy Street, Warren Street, Windmill Street and scattered units west of Tottenham Court Road
  - specialist shops including art dealers and bookshops
  - some shops and food and drink for local residents and workers



## Proposals for new shops

### Principle 4

The Council will guide proposals for larger A1 shops (over 100 sq m) sequentially to the Tottenham Court Road Central London Frontage and then the Goodge Street Neighbourhood Centre.

The Council will support the development of small A1 shops (generally under 100 sq m) in Fitzrovia provided that they contribute to the character, function or vitality of the area and do not harm the amenity of neighbours.

Where appropriate the Council will seek inclusion of uses that activate street frontages within non-residential development, including small affordable A1 shop units (generally under 100 sq m).

Existing provision for larger and medium-sized retailers in Fitzrovia is in Tottenham Court Road (including Heal's, PC World and two substantial Sainsbury's supermarkets) and at Goodge Street Neighbourhood Centre (including a Tesco Metro supermarket). In the remainder of Fitzrovia (including Cleveland Street and Store Street Neighbourhood Centres) most retail units are small in scale and charge low rents compared with main road frontages in the West End, enabling specialist shops and independent food and drink uses to flourish.

Specialist and independent retailers are a valued part of Fitzrovia's character which can be reinforced by provision of additional small shop units. In some instances non-residential development provides very limited interaction between the street and the activity in the building. In appropriate locations the Council will seek inclusion of uses that add to street frontage activity, visual interest and natural surveillance, such as small affordable A1 shop units. The Council may also seek other uses with comparable benefits such as business premises suitable for small and medium enterprises (see Principle 7) and community facilities (see Principle 11).

### Relevant Area Action Plan objectives

Contributes to the key objective *addressing the impact of growth* by guiding commercial uses to the most appropriate locations and promoting independent and specialist shops

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

Policy CS1 – Distribution of growth

Policy CS7 – Promoting Camden's town centres and shops

Policy CS9 - Achieving a successful Central London

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



## Protecting existing shops

### Principle 5

In the Tottenham Court Road Central London Frontage, the Council will seek to ensure that the proportion of A1 shop uses does not fall below:

- 75% of the units in any individual Core Frontage, or
- 50% of the units in any individual Secondary Frontage.

In Goodge Street and Store Street Neighbourhood Centres, the Council will seek to ensure that the proportion of A1 shop uses does not fall below 50% of all the units in the individual centre.

In other parts of Fitzrovia, particularly in Cleveland Street Neighbourhood Centre and other designated Fitzrovia frontages, the Council will resist development involving net loss of A1 shop uses.

Retail units in Fitzrovia are coming under increasing pressure for conversion to food and drink uses. This pressure is fuelled by:

- increases in the number of people working in the area;
- the emergence of sandwich shops and coffee shops in Tottenham Court Road catering for local workers and West End shoppers;
- the emergence of Charlotte Street as a food, drink and entertainment destination with a London-wide reputation with few A1 shops remaining;
- relatively low retail rents in Fitzrovia's side-streets compared with main roads in the West End;
- anticipated increases in visitor numbers associated with developments at Tottenham Court Road and Euston stations.

In the face of these pressures, protection of A1 shop units is necessary to:

- preserve the retail focus of Tottenham Court Road, Goodge Street and Store Street;

- prevent the loss of remaining shops from Cleveland Street and Charlotte Street;
- prevent further erosion of services for local residents;
- retain the diversity and character of specialist shops in Fitzrovia.

NB each individual frontage is shown by an unbroken line in a single colour on the Retail frontages in Fitzrovia map.





### Relevant Area Action Plan objectives

Contributes to the key objective *addressing the impact of growth* by supporting residential communities and promoting independent and specialist shops

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

Policy CS7 – Promoting Camden's town centres and shops

Policy CS9 - Achieving a successful Central London

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



## Food, drink and entertainment uses



### Principle 6

The Council will guide proposals for food, drink and entertainment uses to the Tottenham Court Road Central London Frontage, particularly larger proposals (over 100 sq m) and those involving late night operation (after 11.30 pm). In the Tottenham Court Road Central London Frontage the Council will seek to ensure that the proportion of food, drink and entertainment uses does not exceed 25% of the units in any individual frontage.

The Council will also guide proposals for food and drink uses which are under 100 sq m and do not seek late operation to the Store Street Neighbourhood Centre and to undesignated frontages where appropriate. In the Store Street Neighbourhood Centre the Council will seek to ensure that the proportion of food and drink uses does not exceed 25% of the units in the Centre.

In the Cleveland Street and Goodge Street Neighbourhood Centres and other designated Fitzrovia frontages the Council will resist development involving additional food, drink or entertainment uses.

Food and drink uses include cafes, restaurants, bars and pubs. Entertainment uses include performance venues and night clubs. Many of these uses are essential to the mixed use character of Fitzrovia. They contribute to the vitality and viability of the area and provide natural surveillance during the evening and at weekends. However, the often intricate mix of uses in the area and the fine urban grain means that it is particularly sensitive to the impacts of food, drink, and entertainment uses. If such uses are allowed to dominate, this could result in a reduction in the number and range of shops (particularly local convenience shopping and specialist uses that add to the character of the area), and skew service provision away from residents. Growth of these uses can also harm local residential amenity through impacts such as noise from departing customers and from servicing activity, anti-social behaviour, litter and cooking odours (see Principle 2).



Each proposal for a for food, drink and entertainment development will need to be considered under the full range of criteria in the Council's Development Policies, including the cumulative impact of such uses in the immediate vicinity and the wider area. 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). Licensing decisions cannot be guided by planning policy, but in considering planning applications for food, drink and entertainment, the Council will take into account any evidence of individual or cumulative harm that emerges from licensing decisions.

Food, drink and entertainment uses occupy a relatively low proportion of units in the Tottenham Court Road Central London Frontage (approx 15% in 2011). There are several food and drink uses in the Store Street Neighbourhood Centre, but they do not yet dominate the character (approx 20% units in Dec 2011). In contrast, food and drink uses occupy more than a quarter of the units in the Goodge Street Neighbourhood Centre, around a third of the units in the Cleveland Street Neighbourhood Centre and the vast majority of units in the ground floor frontages on the southern part of Charlotte Street (south of Tottenham Street).

The Central London Frontage provides a range of large and small retail units that remain predominantly in A1 shop use, has direct access to tube, bus and night bus networks, and has relatively few homes above. In contrast, many other Fitzrovia frontages are below or close to flats and houses, and in some cases food and drink uses have displaced A1 shops from the street almost entirely. The Central London Frontage is the only part of Fitzrovia that is likely to be appropriate for additional venues or night clubs, and offers the best prospect for accommodating additional food and drink uses without harm to residential amenity. Provision for additional premises in Tottenham Court Road has potential to reduce the pressure for food, drink and entertainment in other parts of Fitzrovia.



The Store Street Neighbourhood Centre may be able to accommodate an additional food and drink use without harm to its character, but significant additions are unlikely to be appropriate. Some opportunities may also exist on streets that have limited street frontage activity at present, where the frontages are not designated and there are relatively few homes nearby. There is potential for these streets to benefit from a variety of uses including food and drink (small scale and without late opening). Other uses that could provide comparable benefits include small affordable A1 shop units (see Principle 4), business premises suitable for small and medium enterprises (see Principle 7) and community facilities (see Principle 11).

A concentration of food, drink and entertainment uses may be harmful in locations where an individual use of this type would be acceptable. A concentration of these uses can alter the character of a frontage or a whole centre, and can cause cumulative harm to residential amenity. In assessing whether a proposal might create or add to a harmful concentration, the Council will take into account food, drink and entertainment uses in adjacent, opposite and other nearby frontages, and valid planning permissions that have not yet been implemented. To prevent localised concentrations the Council will resist development that would result in more than two food, drink and entertainment uses being located consecutively in a single frontage.

The Council considers that residential amenity and community safety can best be maintained by securing a diversity of food, drink and entertainment uses and preventing the domination of the night-time economy by alcohol consumption. The Council will particularly resist concentrations of alcohol-based uses (pubs and night clubs).

NB each individual frontage is shown by an unbroken line in a single colour on the Retail frontages in Fitzrovia map.

### Relevant Area Action Plan objectives

Contributes to the key objective *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

CS5 – Managing the impact of growth and development

CS7 - Promoting Camden's town centres and shops

CS9 - Achieving a successful Central London

CS17 - Making Camden a safer place

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

## Small and medium enterprises

### Principle 7

The Council will protect existing business premises that are suitable for continued use by small and medium enterprises (SMEs).

The Council will resist development that involves the loss of business premises with potential for use by SMEs except for residential conversion of properties originally designed as homes.

Where appropriate the Council will seek inclusion of uses that activate street frontages within non-residential development, including business premises suitable for SMEs.

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, and they provide jobs for around two-thirds of the people who work in the area. For such businesses to establish themselves and flourish in Fitzrovia, the area needs to retain and add to the range of small and medium-sized premises, providing floorspace between 100 and 2,500 sq m and capable of sub-division between multiple businesses.

In some instances non-residential development provides very limited interaction between the street and the activity in the building. In appropriate locations the Council will seek inclusion of uses that add to street frontage activity, visual interest and natural surveillance, such as business premises suitable for small and medium enterprises. The Council may also seek other uses with comparable benefits such as small affordable A1 shop units (see Principle 4) and community facilities (see Principle 11).

### Relevant Area Action Plan objectives

Contributes to the key objective *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





## Visitor accommodation



### Principle 8

The Council will guide any additional visitor accommodation to the Tottenham Court Road and Euston Growth Areas and the Tottenham Court Road Central London Frontage. The Council will seek to ensure that additional visitor accommodation is accessed primarily by public transport, and that any rear access for servicing and taxis is restricted to locations where it can be accommodated without harm to local character or amenity.

There are hotels and other visitor accommodation throughout Fitzrovia, including concentrations around the southern ends of Tottenham Court Road 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 3, students make up around a third of residents, creating a substantial transient population that is further increased by visitors. This transient population attracts shops and services that can displace those which meet the needs of the long-term population and specialist uses that are characteristic of the area.

The Tottenham Court Road and Euston Growth Areas and the Tottenham Court Road Central London Frontage represent the best opportunities to provide additional 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.

Given the high public transport accessibility of the Central London Frontage and the severe limitations on providing for coach pickup or set down in the area, 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 prevent arrival and departure by coach.

#### Relevant Area Action Plan objectives

Contributes to the key objective *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





## Educational, medical and research institutions

### Principle 9

When considering proposals for educational, medical and research institutions the Council will give particular attention balancing Central London's role and the need for growth with the needs and characteristics of local areas and residential communities.

The Council will guide proposals for additional medical institutions and hospital uses to the vicinity of the University College Hospital building in Euston Road and the UCH Macmillan Cancer Centre in Huntley Street.

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 Fitzrovia.

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 student accommodation in Maple Street and Charlotte Street (see Principle 3 Student Housing) and the vacant Middlesex Hospital Annexe in Cleveland Street (formerly the Strand Union Workhouse). Other educational and medical institutions with facilities within or close to the area include the LSE, the University of Westminster and the Camden and Islington NHS Foundation Trust.



There is pressure for expansion of educational, medical and research institutions in Central London. The growth of these institutions can provide invaluable medical services for Central London's long-term residents and also support London's national and international role. However, insensitive expansion of these facilities can damage residential amenity and lead to a shift in the balance of shops and services from the needs of long-term residents to those of workers and visitors.

The UCLH NHS Trust owns a number of vacant and underused properties close to the main University College Hospital building (within the University Street character area), and aspires to focus its activities in this part of Fitzrovia. Part 7 of the Plan identifies a number of these properties as opportunity sites for development, such as the Rosenheim Building and Royal Ear Hospital, both in Huntley Street. This focus offers the best potential for Fitzrovia to accommodate the growth of additional medical institutions and hospital uses without harm to residential facilities or the balance of uses in the wider area.

There is limited capacity for other educational and research institutions associated with the University of London to accommodate growth within the area of the Bloomsbury campus. Inevitably, the University will be among the institutions seeking development opportunities elsewhere in Central London. Some further institutional development within Fitzrovia may be possible, but any proposals beyond the general area and opportunity sites identified in this Plan will need to be assessed having regard to their full range of impacts, having particular regard to residential amenity (see Principle 2 above).

#### Relevant Area Action Plan objectives

Contributes to the key objective *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

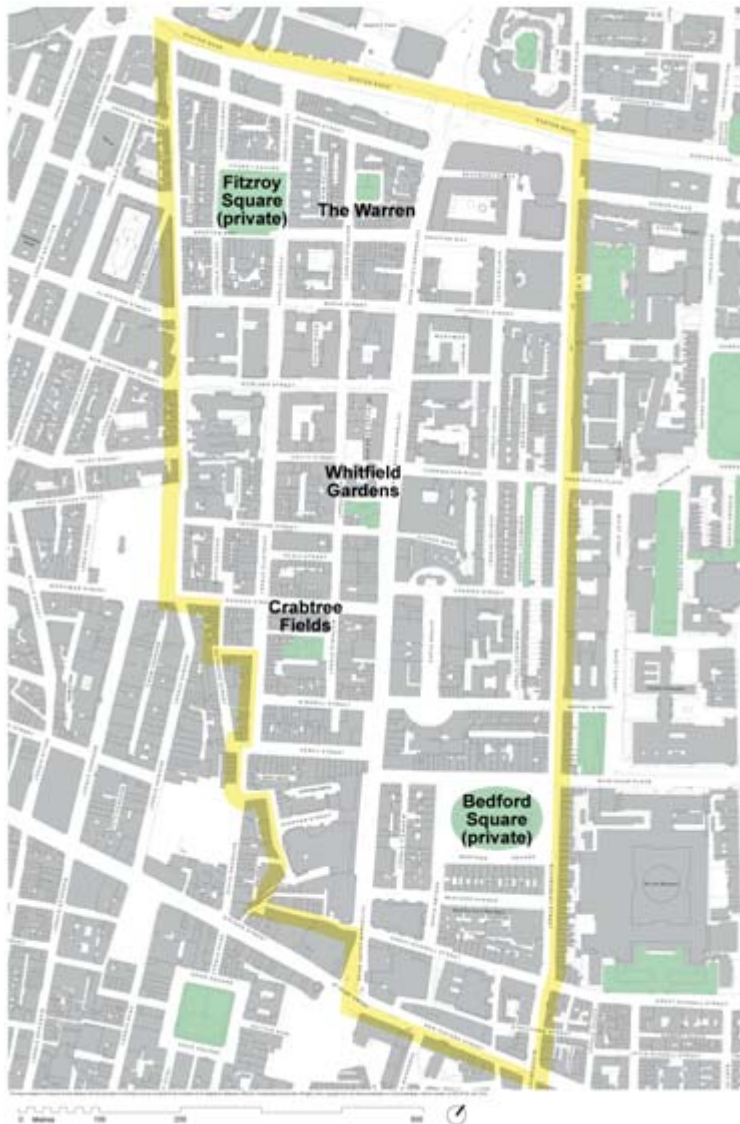
#### Relevant parts of Camden's Core Strategy and Development Policies

Policy CS5 – Managing the impact of growth and development

Policy CS9 - Achieving a successful Central London



## Public open space



### Principle 10

The Council will expect development in Fitzrovia that increases the use of open space also to provide or support the provision of publicly accessible open space.

The Council will expect development to include public open space on-site wherever feasible, particularly where the total site area is 1,000 sq m or more.

We will seek to implement suggestions of the Fitzrovia Open Space and Public Realm Study.

There are only 3 publicly owned and accessible areas of public open space in Fitzrovia, each covering approximately 1,000 sq m. The nearest publicly accessible substantial open spaces and sites of nature conservation interest are at Regent's Park and Russell Square, which are more than 500 metres from most of Fitzrovia. Therefore, Fitzrovia is severely lacking in public open space and natural interest. It has less than 0.7 sq m of open space per resident compared with 20 sq m for the whole borough.

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.

Fitzrovia currently has only one public grassed area (Crabtree Field), one games court available for older children (The Warren) and no public open space available to grow food. These uses will be particular priorities where an opportunity to provide additional open space arises.

The Plan Steering Group have commissioned a Fitzrovia Open Space and Public Realm Study to identify opportunities to add to publicly accessible open spaces. A number of the study's suggestions have been incorporated into this section of the Plan and also incorporated into proposals for the character areas (Part 6) and the opportunity sites (Part 7).



### Development sites

Our Development Policies document 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. Given the acute local shortage of open space and access to natural features, the Council will use every possible opportunity to seek open space from development sites in the area, including:

- creation of public open space at street-level within development sites
- creation of roof-top open spaces, gardens or amenity areas within development sites and elsewhere, particularly where roof areas exceed 500 sq m
- temporary use of cleared sites for public open space
- considering the use of financial contributions from development to purchase private property for the creation of public open space

Our Development Policies document indicates commercial developments in Central London should provide 0.74 sq m of open space for each additional worker, and that office floorspace in Central London is occupied at a rate exceeding 50 workers per 1,000 sq m. Considering these ratios in the light of local open space shortages we will seek an area of open space for new commercial development equivalent to 5% of additional floorspace.

The grid pattern of streets in Fitzrovia creates a number of larger blocks of 5,000 to 7,000 sq m. Development sites of 1,000 sq m represent a significant proportion of a block. Where one of these blocks is developed progressively there is potential to combine modest open space contributions from each development to create a significant open space across the block. Consequently, we will particularly expect provision of open space on-site where the area of a development site is 1,000 sq m or more.

### Existing open spaces

Where on-site provision of open space cannot be achieved, or where on-site provision is not sufficient to meet the needs of a proposed development, the Council will consider the use of financial contributions from development to improve existing open spaces.

The Open Space and Public Realm study suggested possible improvements to existing open spaces including creation of usable open space on highway land. These suggestions will be used to inform how the Council spends financial contributions from development. The study suggests that priority for spending on existing open space in Fitzrovia should be given to redesign of The Warren to improve facilities and create a park/garden character. The study's individual proposals are considered in more detail in Part 6 of this Plan (character areas).



### Highway space, forecourts and forgotten fragments

The Council will also 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, seating and drinking fountains
- 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.



### Relevant Area Action Plan objectives

Contributes to the key objective *providing a range of facilities, services and places* by supporting and enhancing community facilities and identifying opportunities to create new public 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



## Providing community facilities

### Principle 11

The Council will seek expect development that increases the daytime or evening population of the area also to provide or supports the provision of community facilities.

Where appropriate the Council will seek inclusion of uses that activate street frontages within non-residential development, including new community facilities that serve Fitzrovia.

As detailed in Part 2, Fitzrovia has a range of community facilities within Camden and Westminster including community halls, health facilities, nurseries and a primary school. 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 community is also concerned that local primary school places may not be sufficient to meet future pupil needs, although Camden's Central London primaries have spare capacity at present.

In seeking support for community facilities in Camden, the Council will prioritise:

- provision of 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
- ensuring that adequate places are available in local primary schools and nurseries

In some instances non-residential development provides very limited interaction between the street and the activity in the building. In appropriate locations the Council will seek inclusion of uses that add to street frontage activity, visual interest and natural surveillance, such as community facilities. The Council may also seek other uses with comparable benefits such as small affordable A1 shop units (see Principle 4) and business premises suitable for small and medium enterprises (see Principle 7).





#### Relevant Area Action Plan objectives

Contributes to the key objective *providing a range of facilities, services and places* by 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



## Sustainability and local energy networks



### Principle 12

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.

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.

### 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

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 suitable for connection to a local energy network is proposed east of Tottenham Court Road with suitable energy demands, 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.

### 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.

### 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





## **PART 6: CHARACTER AREAS**

## Introducing the character areas

This part of the Plan divides Fitzrovia into eleven ‘character areas’ (shown on the map on the next page). The areas are based primarily on the physical form and pattern of buildings, but they also relate quite closely to local activities, with fine-grained building patterns favouring independent retailers and/ or housing and larger plots favouring corporate offices and institutions. Distinctive design principles and open space opportunities are presented for each character area.

### Design principles

The design principles are based on the local implications of principles set out in the Core Strategy and Development Principles, particularly those highlighted in Part 4 this Plan under the heading *promoting high quality places*. These borough-wide principles continue to apply in Fitzrovia, and the specific design principles are only included here where circumstances in the character area merit a distinctive approach.

### Open space opportunities

The open space opportunities have been identified by the Fitzrovia Open Space and Public Realm Study, commissioned to inform this Plan, and completed by Urban Initiatives in January 2012. The study explores opportunities to create new public open space, enhance existing spaces and add to usable space within the public realm (e.g. road closures, wider pavements or paved streets shared by pedestrians and vehicles). The study did not include detailed examination of the feasibility of these schemes. Before they can be carried out, 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.

### Character area boundaries

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 particular critical for Tottenham Court Road and Euston Road, where pressure for growth on the main roads can have profound impact on adjacent streets in sensitive character areas such as Bedford Square and Fitzroy Square.

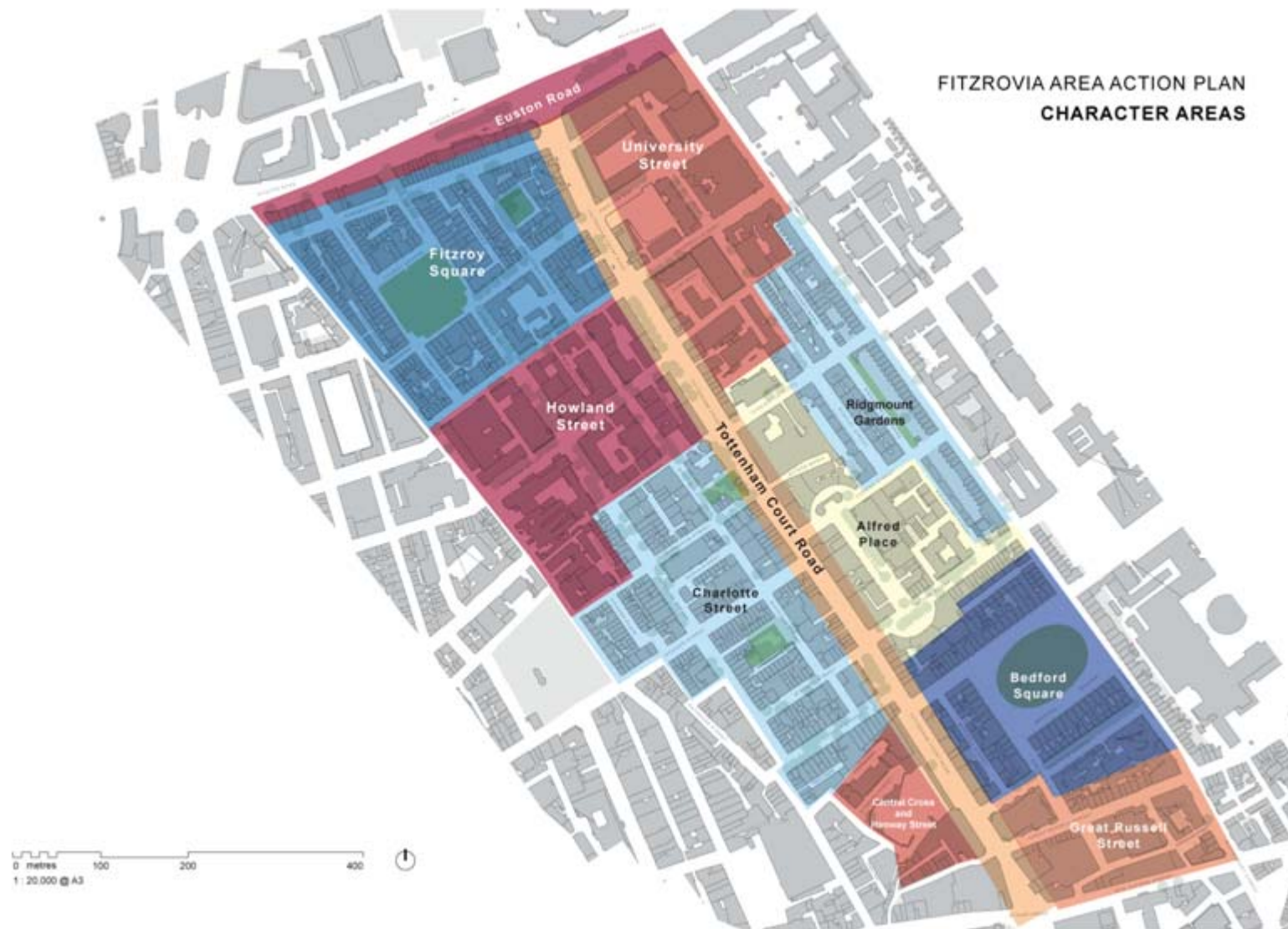
### Character area key diagrams

The Howland Street character area has a key diagram illustrating the design principles and open space opportunities within the area. Following public informal consultation (and depending on the views received) we intend to provide a similar key diagram for each character area.

### Opportunity sites

Each character area includes a list of opportunity sites within (or partly within) its boundary where development is likely to come forward. Reference should be made to Part 7 of the plan for principles relating to these sites.

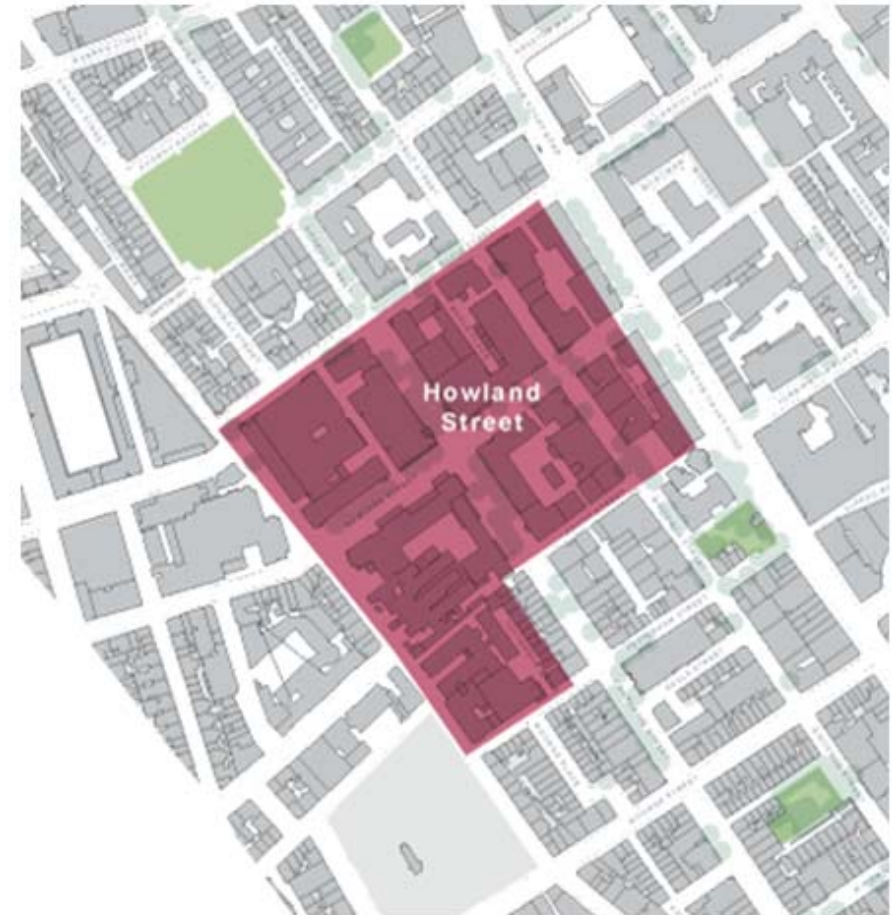
In Part 7 of the Plan, a masterplan concept has been developed for the group of opportunity sites around Bedford Passage. This includes an indicative layouts showing one potential development option. Following public informal consultation (and depending on the views received) we intend to provide a masterplan concept for each group of opportunity sites.





## Howland Street

- Most building stock in the Howland Street area is post-war, with many steel and concrete constructions dating from the 1950s to the present day. The scale and grain is significantly larger than in the areas to the north and south.
- The area is dominated by offices and institutions reflecting the larger scale of the buildings. Large-scale office users currently include Arup and Saatchi & Saatchi.
- The Howland Street area contains relatively limited amounts of housing focused on apartment and student accommodation blocks in Maple Street, Fitzroy Street and Charlotte Street. There are dense concentrations of homes immediately to the north and south of this character area that are affected by development within it.
- The area contains two notable listed buildings - the landmark BT Tower and the former Strand Union Workhouse (last in use as part of the Middlesex Hospital Annex).
- Some southernmost parts of the area are within the Charlotte Street Conservation Area.
- The building heights are generally between 5-7 storeys.
- There are no designated shopping frontages in the area other than at Tottenham Court Road. There are a number of blank ground floor frontages that provide no physical or visual interaction with the street such as the BT Tower building in Cleveland Street.
- There is no public open space in the area, although the Council owns a play area in Whitfield Street associated with the adjacent nursery which has limited public access.





### Design principles

Development should:

- respect existing building heights in the area and adjacent character areas and be designed to reflect the historic fine grain of the area
- when located within the Charlotte Street conservation area, follow the principles set out by the Charlotte Street Conservation Area Management Plan;
- avoid harm to views from Fitzroy Square;
- create or maintain a mix of uses on street blocks;
- include active uses at ground level on the main street grid;
- create visual interaction between streets and ground floor uses wherever this is consistent with the character of the area;
- create public open space whenever opportunities arise;

- include a link for pedestrians and cyclists from Chitty Street to Tottenham Court Road/ Torrington Place in any development involving the area between 79 and 80 Tottenham Court Road.

### Open space opportunities

The Fitzrovia open space study suggested that:

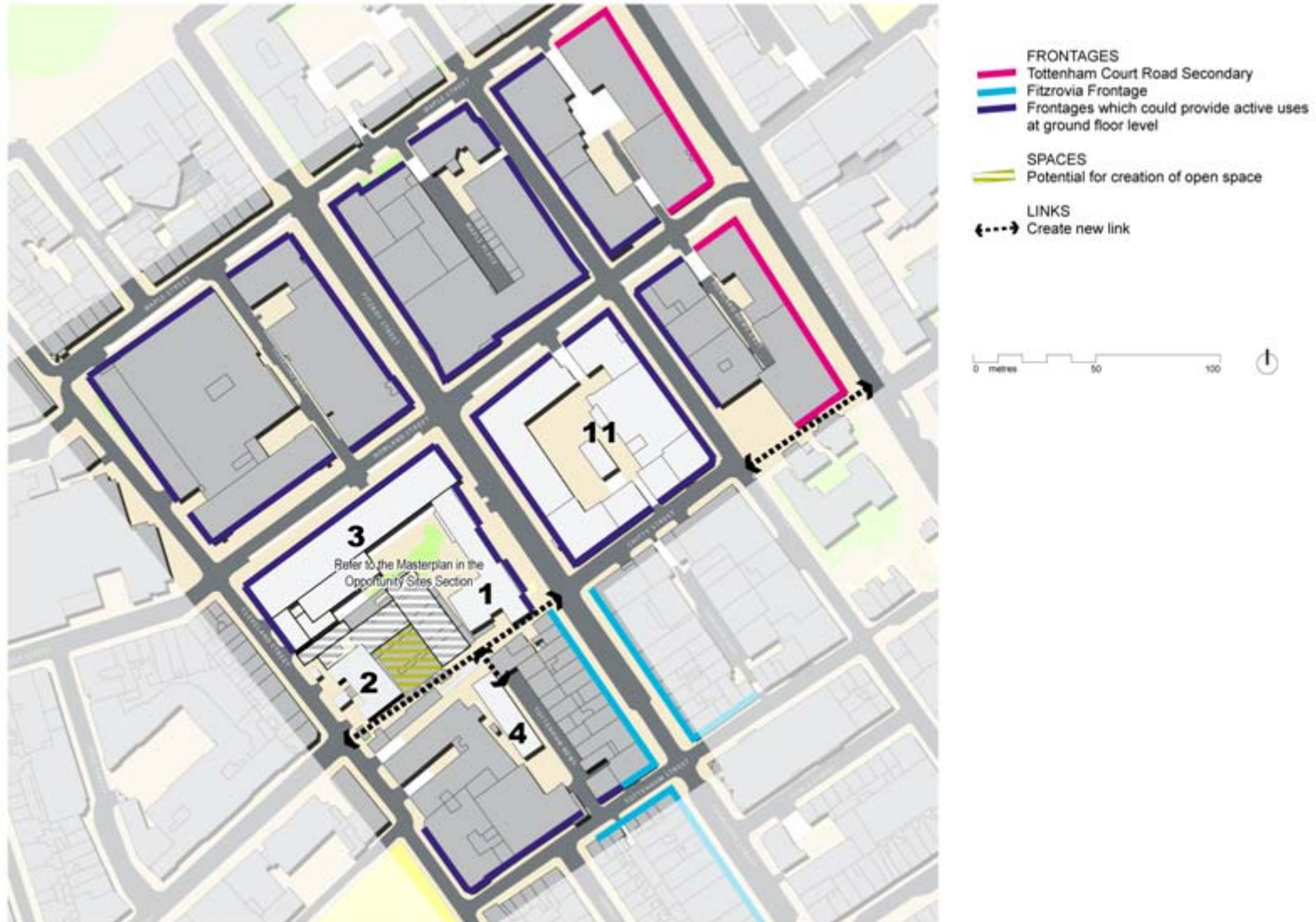
- co-ordination of development between Howland Street, Charlotte Street, Tottenham Street and Cleveland Street could deliver a significant public open space north of Tottenham Mews;
- there is opportunity for a linear route from Foley Street to Chitty Street and onwards to Tottenham Court Road / Torrington Place connecting to new public open space north of Tottenham Mews.

Please see the Howland Street character area key diagram on the next page for an illustration of the design principles and open space opportunities.





Howland Street character area key diagram





### Opportunity sites

- Astor College
- Middlesex Hospital Annex
- Arthur Stanley House
- Tottenham Mews Day Hospital
- 80 Charlotte Street
- Network Building (overlaps with Tottenham Court Road Character Area)

Please also refer to the Bedford Passage sites masterplan concept in Part 7 for the first four of these sites.



## Charlotte Street

- Buildings in the Charlotte Street area are predominantly Georgian terraced townhouses dating from 1750 to 1790. Many have attractive shopfronts added more recently. The area is characterised by a historic fine grain and a dense mix of uses.
- There are public open spaces in the area at Whitfield Gardens and Crabtree Fields.
- Many ground floors in this area are occupied by shops, offices, cafes, restaurants and bars, with pubs providing local landmarks at many street corners.
- Part 5 of this Plan acknowledges the importance of retail activities in Fitzrovia. Within the Charlotte Street area, there is a neighbourhood shopping centre in Goodge Street and specialist Fitzrovia frontages on many other streets, notably Charlotte Street, Windmill Street and Percy Street. Charlotte Street itself is renowned for cafes, restaurants and bars, eating and drinking on the street and a lively and bohemian feel.
- There are dense concentrations of homes throughout the area, some in town houses and many on the upper floors over shops and other businesses, particularly in Goodge Street and Charlotte Street.
- The area falls almost entirely within the Charlotte Street conservation area (the Met Building at 39-45 Tottenham Court Road is omitted). There are many listed buildings scattered through the area, with clusters in the terraces of Goodge Place and Percy Street.
- Building heights are 3-4 storeys. There is a consistency of roof lines and heights and consistent parapet lines. The townhouses generally have basement lightwells with attractive cast iron railings.





### Design principles

Development should:

- follow the principles set out by the Charlotte Street Conservation Area Management Plan;
- preserve and enhance buildings, spaces, and their inter-relationships in terms of scale and hierarchy;
- respect the scale and massing of existing buildings, particularly listed buildings and buildings identified as making a positive contribution to the Charlotte Street conservation area;
- avoid harm to views from Bedford Square;
- include a link for pedestrians and cyclists from Chitty Street to Tottenham Court Road/ Torrington Place in any development involving the area between 79 and 80 Tottenham Court Road;
- when adjacent to Whitfield Gardens, include entrances and windows fronting the open space to provide natural surveillance and create interaction between the space and the ground floor uses.

### Open space opportunities

The Fitzrovia open space study suggested:

- assessing Goodge Place, Tottenham Street (east of Whitfield Street), Windmill Street and the southern end of Charlotte Street for their ability to contribute to public open space through changes to street design (e.g. road closures, wider pavements or paved streets shared by pedestrians and vehicles);
- exploring the potential to increase usable space at Crabtree Fields within the scope of the original design;
- exploring the potential to improve Whitfield Gardens, such as extending the space into Tottenham Street and enhancing street furniture, landscaping and enclosure.





### Opportunity sites

- Asta House
- 61-63 Tottenham Court Road & 1-7 and 11-13 Goodge Street (overlaps with the Tottenham Court Road Character Area)

In the final version of this Area Action Plan we intend to include a key diagram illustrating the design principles and open space opportunities for each of the character areas, similar to the one included for the Howland Street character area above.



## Central Cross and Hanway Street

- This area is characterised by the contrast between large commercial blocks fronting Tottenham Court Road (6-17 Tottenham Court Road and 18-30 Tottenham Court Road – known as Central Cross), and more intimate buildings to the rear.
- 6-17 Tottenham Court Road is a long 1990s block with a glass-dominated front facade. Central Cross is a large scale 1960s modernist complex. Gresse Street has a medium grain development pattern formed of elegant 20<sup>th</sup> century warehouse buildings, while Hanway Street and Hanway Place are characterised by a fine grain, narrow lanes and 19<sup>th</sup> century commercial buildings.
- The area currently provides a variety of commercial and institutional uses, including a cinema within Central Cross, the British Film Institute and the Fashion Retail Academy. As well as the retail frontage on Tottenham Court Road the area has a handful of retail premises in Hanway Street. The area also has one of Fitzrovia's largest housing blocks at 25 Gresse Street (part of Central Cross) and a cluster of flats amongst commercial premises in Hanway Place and Hanway Street.
- Buildings across the area are generally 4-5 storeys high, although the highest parts of Central Cross exceed 10 storeys. Buildings fronting Hanway Street and Hanway Place are generally 3 storeys.
- The Hanway Street conservation area includes all buildings on Hanway Street and Hanway Place (within Camden's boundary) and also includes 6-17 Tottenham Court Road.







### Design principles

Development should:

- follow the principles set out by the Hanway Street Conservation Area Management Strategy;
- retain the finer grain and lower height of buildings Hanway Street and Hanway Place;
- avoid harm to views from Bedford Square;
- create or maintain a mix of uses on street blocks;

- create visual interaction between streets and ground floor uses wherever this is consistent with the character of the area;
- seek beneficial modification or use of the Central Cross colonnade on Tottenham Court Road to enhance the area's retail offer and improve community safety without causing harm to the appearance of the building or pedestrian movements (having regard to any changes to pavements proposed in connection with two-way working on Tottenham Court Road);
- avoid any servicing arrangements for Tottenham Court Road properties that would harm the character of Hanway Street and Hanway Place.





### Open space opportunities

The Fitzrovia open space study suggested:

- assessing Gresse Street and Stephen Street for their ability to contribute to public open space through changes to street design (e.g. wider pavements or paved streets shared by pedestrians and vehicles);
- more beneficial use of the wide Tottenham Court Road pavement in front of Central Cross and space at the southern end of Gresse Street (e.g. for seating).

### Opportunity sites

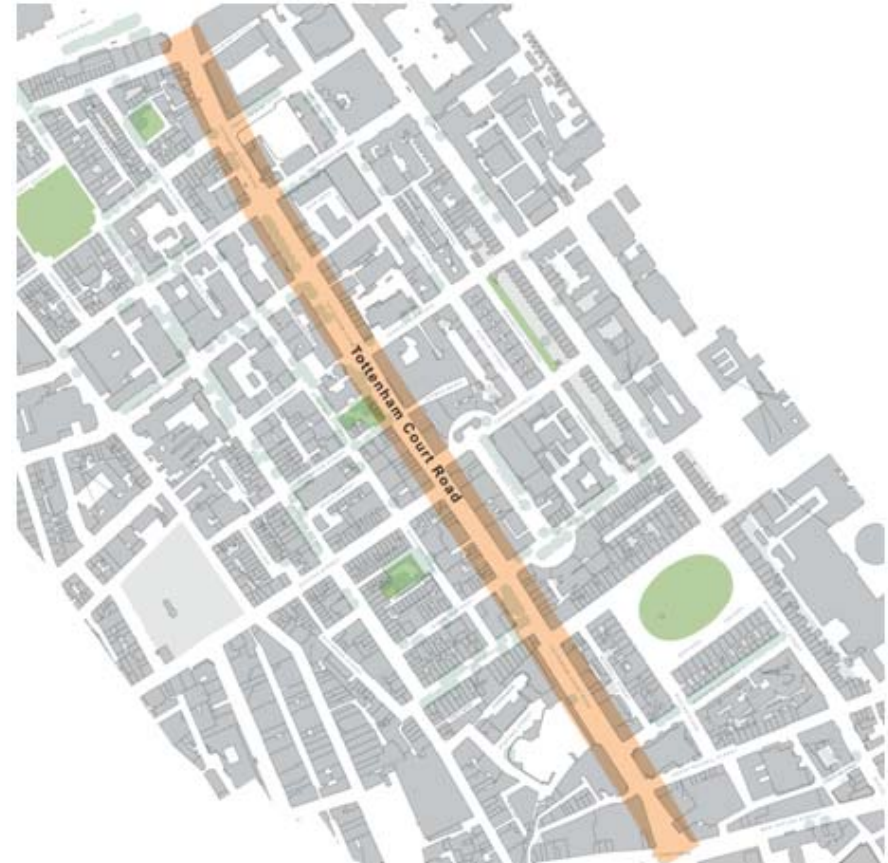
- Central Cross (overlaps with Tottenham Court Road Character Area)
- 6-17 Tottenham Court Road (overlaps with Tottenham Court Road Character Area)

In the final version of this Area Action Plan we intend to include a key diagram illustrating the design principles and open space opportunities for each of the character areas, similar to the one included for the Howland Street character area above.



## Tottenham Court Road

- 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 a relatively small number of flats above. The retail mix has a focus on consumer electronics to the south and furnishings further north. The mix also includes a significant number of banks, sandwich shops, cafes and restaurants especially toward the north.
- The building stock predominantly consists of large 20th century buildings, a notable example being the Heal's store. Groups of earlier, finer grain 19th and early 20th century buildings remain, such as on the western side between Windmill Street and Whitfield Gardens.
- Most frontages on Tottenham Court Road fall within a conservation area. The western side has a short section within Hanway Street conservation area close to Oxford Street, a long stretch within Charlotte Street conservation area centred on the Goodge Street junction, and a section in Fitzroy Square conservation area from Midford Place to Warren Street. The eastern side is almost entirely within Bloomsbury conservation area.
- Listed buildings along Tottenham Court Road include the Burton's headquarters and shop, the Dominion Theatre, the Rising Sun public house, the former Catesby's Store and the Heal's and Habitat Stores.
- Building heights are generally 3-5 storeys, with some higher buildings clustered at the northern and southern ends (primarily outside the conservation areas).



- Some shop premises (particularly close to the southern end) are unsuitable for modern West End retailers due to their small sizes, low ceilings and unattractive shopfronts.
- Tottenham Court Road is part of Transport for London's main road network. The street is dominated by road space, and carries high volumes of traffic one-way northbound. Pedestrians and cyclists find the road hard to cross at some points and vehicle speeds can be high.
- The pavement width varies along the length of the road, with more generous pavements on the west side at the southern end and on both sides at the northern end.
- The Council and TfL are pursuing proposals separately from this Plan for the conversion of Tottenham Court Road to a two-way system, which aim to improve conditions for walking and cycling.



### Design principles

Development should:

- follow the principles set out by the relevant conservation area management plans and strategies;
- avoid harm to views from Bedford Square;
- respond to the prevailing form of nearby buildings and frontages in terms of scale and grain, particularly listed buildings and buildings identified as making a positive contribution to the conservation areas;
- provide high specification shop units to the Tottenham Court Road frontage with generous ceiling heights and attractive shopfronts;
- avoid any servicing arrangements for Tottenham Court Road properties that would harm the adjacent character areas;
- include a link for pedestrians and cyclists from Chitty Street to Tottenham Court Road/ Torrington Place in any development involving the area between 79 and 80 Tottenham Court Road.

Any development of the deep shelter or adjoining sites between 79 and 80 Tottenham Court Road should also secure removal of the advertising hoarding.



### Open space opportunities

The Fitzrovia open space study suggested:

- more beneficial use of the Tottenham Court Road pavements and forecourts in front of Central Cross (18-30), the Met Building (39-45) and the American Church (between 79 and 80) (e.g. for public seating).

### Opportunity sites

- Central Cross (Tottenham Court Road frontage)
- 6-17 Tottenham Court Road (Tottenham Court Road frontage)
- 61-63 Tottenham Court Road & 1-7 and 11-13 Goodge Street (Tottenham Court Road frontage)
- Network Building (Tottenham Court Road frontage)
- Odeon Site (Tottenham Court Road frontage)

In the final version of this Area Action Plan we intend to include a key diagram illustrating the design principles and open space opportunities for each of the character areas, similar to the one included for the Howland Street character area above.



## University Street

- The University Street area is characterised by large scale institutional buildings, blank facades and little street activity.
- The major land uses in the area is the University College Hospital (UCH), and related facilities including the Elizabeth Garrett Anderson Maternity Wing and UCH Macmillan Cancer Centre, and various University College teaching and research facilities concerned with health, medicine and biosciences.
- The area is the home to the largest residential blocks in Fitzrovia at 30-40 Grafton Way and Paramount Court (corner of Tottenham Court Road and University Street).
- There are no shopping frontages in the area other than at Tottenham Court Road. The only other frontage in the area providing visual interaction and retail activity is the Jeremy Bentham public house at 31 University Street.
- There is no public open space in the area.
- All of the area south of Grafton Way is within the Bloomsbury conservation area. The Cruciform Building (formerly the UCH General Block) and the University College Medical School are listed buildings.
- Buildings in the area date from the beginning of the 20<sup>th</sup> century into the 21<sup>st</sup>. The grain of the built form is very coarse with some buildings occupying most of the street block.
- Building heights in the area are generally 6-8 storeys, but the University College Hospital tower fronting Euston Road is approx 20 storeys high.





### Design principles

Development should:

- follow the principles set out by the Bloomsbury Conservation Area Management Strategy;
- respect the height of existing buildings, particularly listed buildings and buildings identified as making a positive contribution to the Bloomsbury conservation area;
- retain or re-provide the active frontage at 31 University Street;
- create visual interaction between streets and ground floor uses;
- where adjacent to Mortimer Market, include entrances and windows fronting the open area to provide natural surveillance and create interaction between the open area and the ground floor uses;
- create public open space whenever opportunities arise.

### Open space opportunities

The Fitzrovia open space study suggested:

- negotiating temporary open space uses of the vacant Odeon site as a high priority;
- assessing street, parking and servicing space in Mortimer Market for their ability to contribute to public open space through changes in design and layout;
- use of the eastern forecourt of the hospital's Elizabeth Garrett Anderson Maternity Wing (adjacent to Gower Street) to reduce the recreational use of Beaumont Place South by hospital patients, visitors and staff.





### Opportunity sites

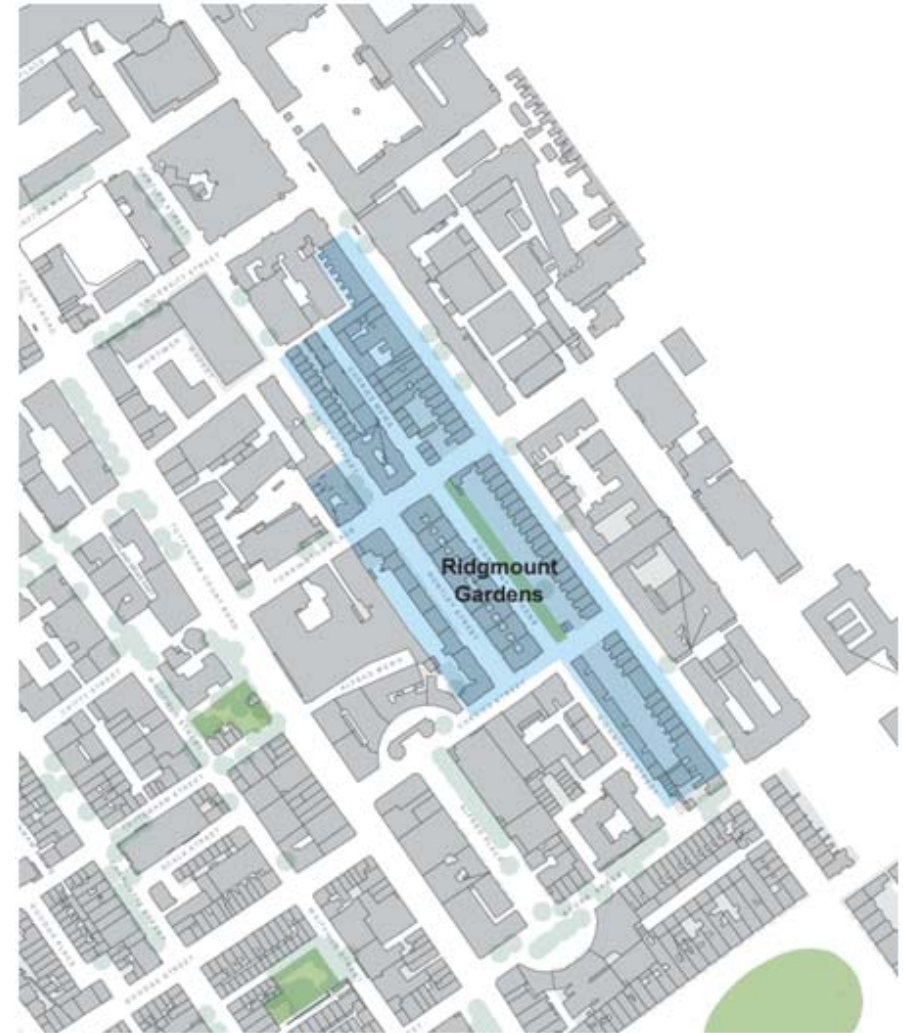
- Rosenheim Building
- Odeon Site (overlaps with Tottenham Court Road Character Area)
- Royal Ear Hospital
- Medical Student's Union

In the final version of this Area Action Plan we intend to include a key diagram illustrating the design principles and open space opportunities for each of the character areas, similar to the one included for the Howland Street character area above.



## Ridgmount Gardens

- The Ridgmount Gardens area takes in long parallel blocks of terraces, mews streets and mansion blocks from Gower Street through to the west side of Huntley Street.
- 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.
- There are no designated shopping frontages in the area, but there is retail activity westwards along Torrington Place from the Marlborough Arms public house at the corner of Huntley Street.
- There is no public open space in the area, but there is an attractive private garden opposite the Ridgmount Gardens mansion blocks. Although no public access is available, the garden contributes to the street's amenity and sense of openness.
- The form and scale of buildings includes Georgian terraced housing, Victorian/ Edwardian mansion blocks, and 20<sup>th</sup> century mews development at domestic and commercial scales.
- The area is entirely covered by the Bloomsbury conservation area. All of the buildings fronting Gower Street are listed, as is the residential terrace at 46-68 Huntley Street.
- 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).





In the final version of this Area Action Plan we intend to include a key diagram illustrating the design principles and open space opportunities for each of the character areas, similar to the one included for the Howland Street character area above.

### Design principles

Development should:

- follow the principles set out by the Bloomsbury Conservation Area Management Strategy;
- respect the historic pattern and hierarchy of development, including the height and fenestration of the existing buildings;
- create natural surveillance and visual interaction between the buildings and the street wherever this is consistent with the character of the area.

### Open space opportunities

The Fitzrovia open space study suggested:

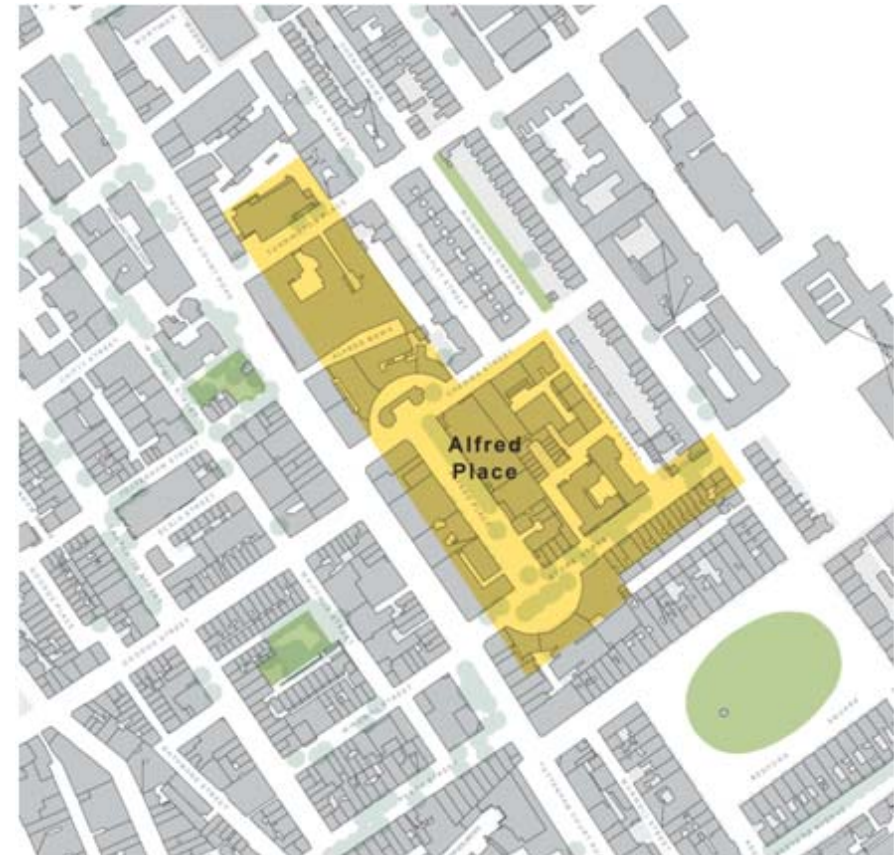
- assessing Chenies Street for its ability to contribute to public open space through changes to street design (e.g. wider pavements).





## Alfred Place

- This character area includes Store Street, Alfred Place, and the western parts of Chenies Street and Torrington Place. Alfred Place is a formally laid out boulevard running for one long block to the rear of Tottenham Court Road. The boulevard is terminated by crescents where it joins Chenies Street and Store Street. Torrington Place runs parallel to Chenies Street one block northwards along Tottenham Court Road.
- The area includes retail, commercial and institutional uses. Most homes in the area are above the retail uses in Store Street, but there are mansion blocks on some corners and dense concentrations of homes in the adjacent character area at Huntley Street.
- Retail uses front Tottenham Court Road, including the Heal's and Habitat Stores, and some shops extend through to the western side of Alfred Place. Shops at the eastern end of Store Street are designated as a neighbourhood centre. There is also an undesignated retail frontage on the south side of Torrington Place.
- There is a diversity of architectural styles, including red brick 19th century warehouses and 20<sup>th</sup> century concrete office blocks.
- The area is entirely within the Bloomsbury conservation area. The Heal's and Habitat Stores, the adjacent Glen House (191-208 Tottenham Court Road), the Drill Hall Arts Centre at 16 Chenies Street, Minerva House and the Rangers' War Memorial in North Crescent, and all buildings fronting Gower Street are listed.



- The area generally has a coarse grained building pattern with many plot sizes over 500 sq m. However, a much finer grain remains on the south side of Store Street.
- Building heights are 4-6 storeys, with the exception of the 11 storey block at 1-19 Torrington Place. The area is characterised by a general uniformity of height and massing.
- Large canopied street trees are a prominent part of the street scene in the northern part of Alfred Place and Store Street/ South Crescent.
- There is no existing public open space in the area.



### Design principles

Development should:

- follow the principles set out by the Bloomsbury Conservation Area Management Strategy;
- reflect the existing pattern of height and massing;
- where fronting Alfred Place, respect existing fenestration and parapet lines;
- create or maintain a mix of uses on street blocks;
- create visual interaction between streets and ground floor uses;
- avoid harm to views from Bedford Square.

### Open space opportunities

The Fitzrovia open space study proposed the creation of a new public open space of around 600 sq m in Alfred Place by reducing road space on the east side. This space could potentially provide a grassed area (Crabtree Fields is currently the only public lawn in Fitzrovia) and extend the existing tree planting south towards Store Street. The scheme could potentially be augmented by removal of parking to create a plaza in South Crescent. The study suggested that the Alfred Place proposal should be a top priority open space scheme in terms of potential benefits, funding sources and speed of implementation.

To make best use of the potential open space in Alfred Place, it may be necessary to rearrange or relocate some of the cycle hire scheme docking stations along the southern end of the street.

The open space study also suggested:

- assessing Chenies Street, Store Street (western part) and the Ridgmount Street/ Ridgmount Place junction for their ability to contribute to public open space through changes to design of the street and parking spaces (e.g. road closures, wider pavements or paved streets shared by pedestrians and vehicles).

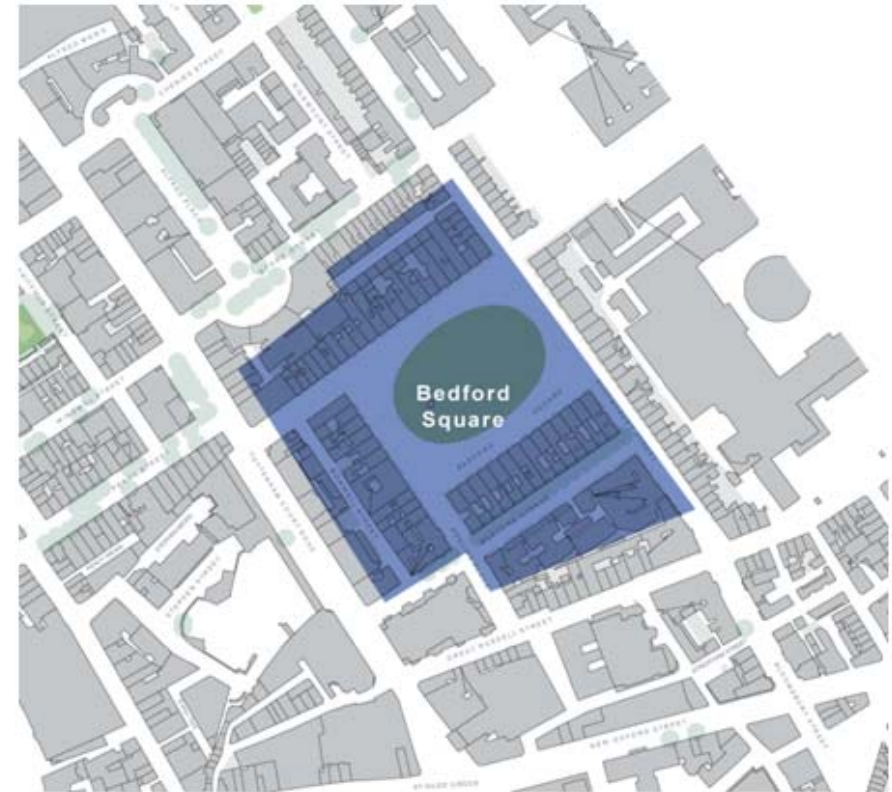
In the final version of this Area Action Plan we intend to include a key diagram illustrating the design principles and open space opportunities for each of the character areas, similar to the one included for the Howland Street character area above.





## Bedford Square

- Bedford Square is virtually intact Georgian square and terraced townhouses forming a single formal composition.
- The townhouses around the square are predominantly in office or educational use with occupiers including publishers, universities and legal firms. There are also offices in the area at Morwell Street and Bloomsbury Street. However, this character area also includes many homes, particularly in Bedford Court Mansions and Gower Mews.
- The building stock around the square is comprised of neo-classical terraced townhouses with a strong uniformity of proportions and scale.
- Building heights in Bedford Square are 3-4 storeys raised on basements with mansard attic storeys.
- The terraces have continuous parapet lines and continuous banding at the first floor level.
- To the north of the square, Gower Mews is a uniform lane of 2-3 storey mews homes with garages at ground floor level. To the west of the square, Morwell Street provides rear access to many properties in the square and in Tottenham Court Road. Morwell Street retains a mews character, with buildings of 3-4 storeys being the most common form. The west side has some higher buildings given the relationship with Tottenham Court Road.



- Bedford Avenue runs behind buildings on the south of the square, and the north side is occupied by a 2-storey mews connected to the Bedford Square townhouses. On the south side, and on the north-west of the junction with Adeline Place, the red-brick Bedford Court Mansions rise between 5 and 7 storeys.
- This area falls within the Bloomsbury conservation area with the exception of a block west of the square between Morwell Street and Tottenham Court Road.
- All of the properties surrounding Bedford Square are listed buildings, as are the adjacent terraces in Gower Street and Bayley Street.
- Bedford Square Gardens is the largest public open space in the vicinity of Fitzrovia, but is privately owned and access is only available through an annual key hire scheme. Refurbishment of the square in 2006 created extended pavements around the gardens. The use of this space is limited by the minimal seating provision, the continued presence of roadways on all sides of the square, and the heavy traffic on the Gower Street/ Bloomsbury Street side.
- Bedford Square is protected under the London Squares Preservation Act. The private gardens in the centre of the square are included in the English Heritage Register of Parks and Gardens of Special Interest.



### Design principles

Development should:

- follow the principles set out by the Bloomsbury Conservation Area Management Strategy;
- preserve and enhance the buildings, spaces, and their inter-relationships in terms of scale and hierarchy;
- respect the scale and massing of existing buildings, particularly listed buildings and buildings identified as making a positive contribution to the Bloomsbury Conservation Area;
- avoid harm to views from Bedford Square.



### Open space opportunities

The Fitzrovia open space study suggested:

- support for residents to hire keys for access to Bedford Square Gardens;
- assessing Adeline Place, Bedford Avenue (east of Adeline Place) and the west side of Bedford Square for their ability to contribute to public open space through changes to design of the street and parking spaces (e.g. road closures, wider pavements or paved streets shared by pedestrians and vehicles).

In the final version of this Area Action Plan we intend to include a key diagram illustrating the design principles and open space opportunities for each of the character areas, similar to the one included for the Howland Street character area above.





## Great Russell Street

- Great Russell Street is at the centre of a mixed-use area immediately north of New Oxford Street including institutions, offices, hotels, homes and shops. The majority of homes are in Parnell House at the junction of Dyott Street and Streatham Street.
- Tottenham Court Road and the western end of New Oxford Street provide retailing as part of a Central London Frontage. There are also around 10 retail units towards the western end of Great Russell Street, which are not designated in this Plan.
- 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.
- This area is within the Bloomsbury conservation area except for the St Giles Hotel fronting Tottenham Court Road and Bedford Avenue.
- Listed buildings in the area include most of the terrace on the north side of Great Russell Street plus Queen Mary Hall and Congress House on the south side.
- Building heights generally do not rise above 6 storeys, with the exception of the 13-storey St Giles Hotel.
- At ground floor the St Giles Hotel offers a blank wall to Adeline Place broken only by a car park entrance.
- Bainbridge Street contains only 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.

- There is no public open space in the area. However, there is small privately owned area of paving with a London plane tree on Streatham Street (rear of 74 New Oxford Street), which provides a little openness and amenity at the eastern end of Bainbridge Street.





### Design principles

Development should:

- follow the principles set out by the Bloomsbury Conservation Area Management Strategy;
- respect the existing height and grain of development, particularly the listed buildings and buildings identified as making a positive contribution to the Bloomsbury Conservation Area;
- avoid harm to views from Bedford Square;
- provide buildings up to the edge of the property boundary to define the street space and create a consistent building alignment;
- create visual interaction between streets and ground floor uses, particularly in any redevelopment of the St Giles Hotel or adjacent to Bainbridge Street;
- include active uses at ground floor level on Great Russell Street wherever this is consistent with the character of the area;
- reduce the impact of building services and rubbish storage on the streetscape;
- retain or re-provide an area of open space around the plane tree at the south-east corner of Streatam Street and Dyott Street;

- retain and enhance the pedestrian route from Adeline Place to Bainbridge Street adjacent to Queen Mary Hall/ YWCA Central Club.

### Open space opportunities

The Fitzrovia open space study suggested:

- assessing Adeline Place and Great Russell Street for their ability to contribute to public open space through changes to design of the street and parking spaces (e.g. road closures, wider pavements or paved streets shared by pedestrians and vehicles).

In the final version of this Area Action Plan we intend to include a key diagram illustrating the design principles and open space opportunities for each of the character areas, similar to the one included for the Howland Street character area above.



## Euston Road

- Euston Road area is an urban dual carriageway with three lanes in each direction and continuous central guard rails running from Albany Street to Tottenham Court Road and Tottenham Court Road to Gordon Street. The roadway forms the Euston Underpass below street level between Fitzroy Street and Gower Street.
- The building stock on the south side is mixed and includes 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 (predominantly 3-4 storeys).
- The north side of Euston Road, which falls outside the area covered by this Plan, is lined by large corporate office towers with heights of 7 storeys to over 30 storeys.
- There is a mix of uses on the south side including the University College Hospital, office blocks, residential apartments and clusters of retail units to the east of Fitzroy Street and west of Conway Street, mostly with flats above.
- One property in Euston Road is included in the Fitzroy Square Conservation Area (no 341, adjacent to Fitzroy Street). There are no listed buildings in the Euston Road area, but the area abuts listed buildings on the north side of Warren Street.
- Euston Road is one of the busiest roads in Camden and is part of the TfL road network.

- 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). These proposals are being designed to create more direct crossings, paved areas and tree planting and significantly improve conditions for pedestrians and cyclists. The designs will also be compatible with future two-way working in Tottenham Court Road and Gower Street.







### Design principles

Development should:

- create a more consistent scale and rhythm of built form with heights of 4 or more storeys where these are consistent with preserving the character of the Fitzroy Square conservation area and the setting of the listed buildings on Warren Street;
- avoid harm to views from within Fitzroy Square;
- create visual interaction between the street and ground floor uses, and include active ground floor uses wherever possible;
- avoid any servicing arrangements for Euston Road properties that would harm the adjacent character areas.

### Open space opportunities

The Fitzrovia open space study suggested:

- assessing Conway Street (northern of Warren Street) and the Fitzroy Street/ Warren Street junction area for their ability to contribute to public open space through changes to design of the street and parking spaces (e.g. road closures, wider pavements or paved streets shared by pedestrians and vehicles)
- more beneficial use of the paved grove of London plane trees in Euston Road, such as provision of seating (on the south side of Euston Underpass opposite University College Hospital).

In the final version of this Area Action Plan we intend to include a key diagram illustrating the design principles and open space opportunities for each of the character areas, similar to the one included for the Howland Street character area above.



## Fitzroy Square

- This area is characterised by late 18th and early 19th century development, with the high quality formal architectural set piece of Fitzroy Square.
- The area has a mix of uses including concentrations of homes alongside offices and retail. Fitzrovia's largest concentration of student accommodation occupies the block south-east of Fitzroy Square. Offices and small businesses occupy some townhouses in the area as well as former warehouses in Warren Street and other 20<sup>th</sup> century buildings. Cleveland Street (designated as a neighbourhood shopping centre) provides independent restaurants and cafes, while retail frontages in Warren Street provide some specialist shops and some services for local residents and workers. The retail frontages typically have homes above them, and many of the frontages also include some homes at ground floor level.
- The centrepiece of the area is the circular private garden in the centre of the square, enclosed by Georgian terraced townhouses of consistent scale and proportion with neo-classical architectural elements. The grandest buildings are finished in Portland stone and stucco.
- Building heights are generally 3-4 storeys raised on basements with mansard attic storeys. Some 20<sup>th</sup> century building heights in the area are 5-storeys high, particularly the block south-east of Fitzroy Square.
- Surrounding streets have a general uniformity of character, with three and four storey heights, yellow London stock brick built, and repeated patterns of vertically proportioned door and window openings two or three bays wide.







- On the mews streets only few of the original buildings remain having been replaced by three storey warehouses and workshops during the 19th and 20th century.
- Almost every property fronting Fitzroy Square is a listed building including the 20<sup>th</sup> century YMCA Indian Student Hostel. There are also listed buildings on all other grid streets in the area, predominantly on the approaches to the square, but also including a run of Georgian houses on the north side of Warren Street.
- Almost all of the character area falls within the Fitzroy Square conservation area. Properties at the eastern end of Maple Street are omitted, as are many properties on the north side of Warren Street.
- Fitzroy Square Gardens is the second largest public open space in Fitzrovia, but is privately owned and public access is limited. Refurbishment of the square in 2008 created a public plaza with seating on three sides of the gardens which is well used by workers and visitors in summer.
- The Warren in Whitfield Street is the area's only designated public open space. The Warren provides Fitzrovia's only games

area for teenagers and young adults, alongside a children's play area and an unattractive seating area.

- Fitzroy Square is protected under the London Squares Preservation Act.





## Design principles

Development should:

- follow the principles set out by the Fitzroy Square Conservation Area management strategy;
- preserve and enhance the buildings, spaces, and their inter-relationships in terms of scale and hierarchy;
- respect the scale and massing of the listed buildings and buildings identified as making a positive contribution to the Fitzroy Square Conservation Area;
- where adjacent to the Warren, include entrances and windows fronting the open space to provide natural surveillance and create interaction between the space and the ground floor uses.



## Open space opportunities

The Warren is due to be upgraded as part of the Council's Park Improvement Programme. The upgrade could potentially provide more usable space, introduce a park or garden character, and extend this character west into Whitfield Street. The Fitzrovia open space study proposed that improvement of the Warren should be a top priority open space scheme of this Plan in terms of potential benefits, costs and speed of implementation.

The open space study also suggested:

- negotiation of a key hire scheme for access to Fitzroy Square Gardens similar to the existing scheme for Bedford Square Gardens;
- assessing Cleveland Street (Maple Street to Grafton Way), Conway Street (north of Warren Street), Fitzroy Street/ Warren Street junction area and Whitfield Street (north of Grafton Way) for their ability to contribute to public open space through changes to design of the street and parking spaces (e.g. road closures, wider pavements or paved streets shared by pedestrians and vehicles).

In the final version of this Area Action Plan we intend to include a key diagram illustrating the design principles and open space opportunities for each of the character areas, similar to the one included for the Howland Street character area above.

**PART 7:  
OPPORTUNITY SITES**

## Introducing the opportunity sites

The fourteen 'opportunity sites' we have identified in Fitzrovia are sites where we expect development to take place in the first five years of the Plan period. For each site, we have set out the principles to guide future development, the planning background and the site context.

In most cases the opportunity sites have emerged from discussions with developers or community groups prior to decisions on a planning application. In a small number of cases a decision has already been made to approve a planning application, but there remains a significant possibility that an alternative development will be proposed in the future.

Many other sites are likely to come forward for development during the lifetime of the Plan. Planning decisions on such proposals will be guided by the remainder of the Plan, particularly Part 5 land use principles and Part 6 design principles. As set out in Part 4 and Policy 1 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 Bedford Passage grouping includes a proposed masterplanning concept that reflects the overall principles for the grouping.

It is our intention to include a masterplanning concept for each of the site groupings in the final version of this Plan.

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

### Additional sites

The remaining opportunity sites in Fitzrovia do not fall into groups with other sites, but also provide significant opportunities to contribute to the overall objectives of the area. These are:

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





## Bedford Passage sites

Four of the key sites – Astor College, Middlesex Hospital Annex, Arthur Stanley House and Tottenham Mews Day Hospital – are located almost adjacent to each other in the western part of the Plan area. These sites fall either side of Bedford Passage, a former east-west connection between Cleveland Street and Charlotte Street which, over the years, has been lost as a public right of way and incorporated within private land ownership.

### Masterplan concept

The close proximity of these sites presents the opportunity for future development to be considered in a more coordinated way. This should provide a number of benefits, including:

- the creation of a larger or connected series of open space by grouping space from different developments around a central core;
- the reinstatement of the east-west route between Cleveland Street and Charlotte Street; and
- a link north from Tottenham Mews through to Bedford Passage.

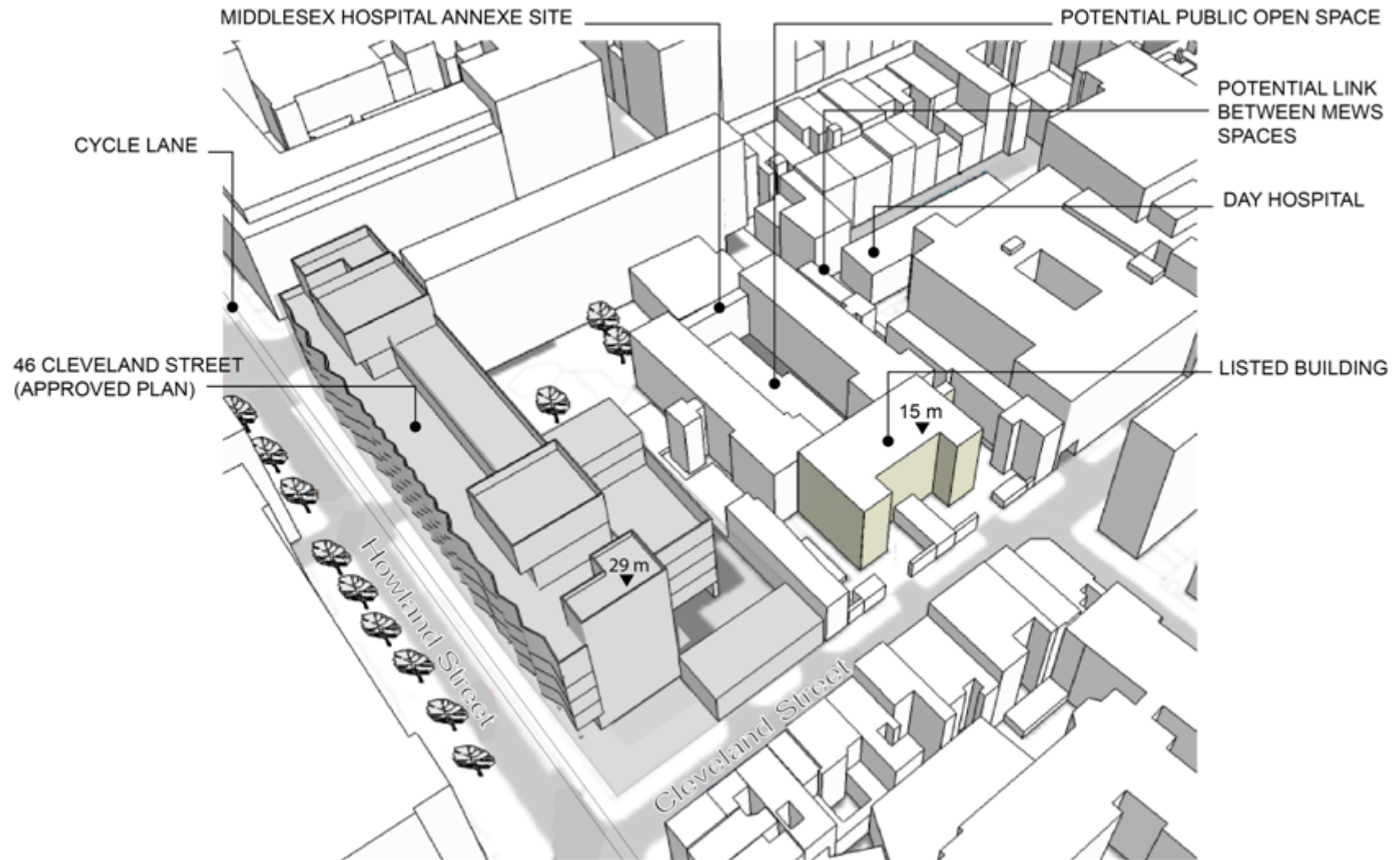
The indicative site layout below shows how these principles may be incorporated into a scheme. It develops a strategy for how the links, open space and massing of the buildings relate or may be related to each other.

This is a preferred strategy for the Council, and forms a starting point for negotiation, but does not preclude alternative arrangements which embody the broad principles.

The detailed development principles for each of the sites within this group is set out below the indicative site layouts.



Existing site condition



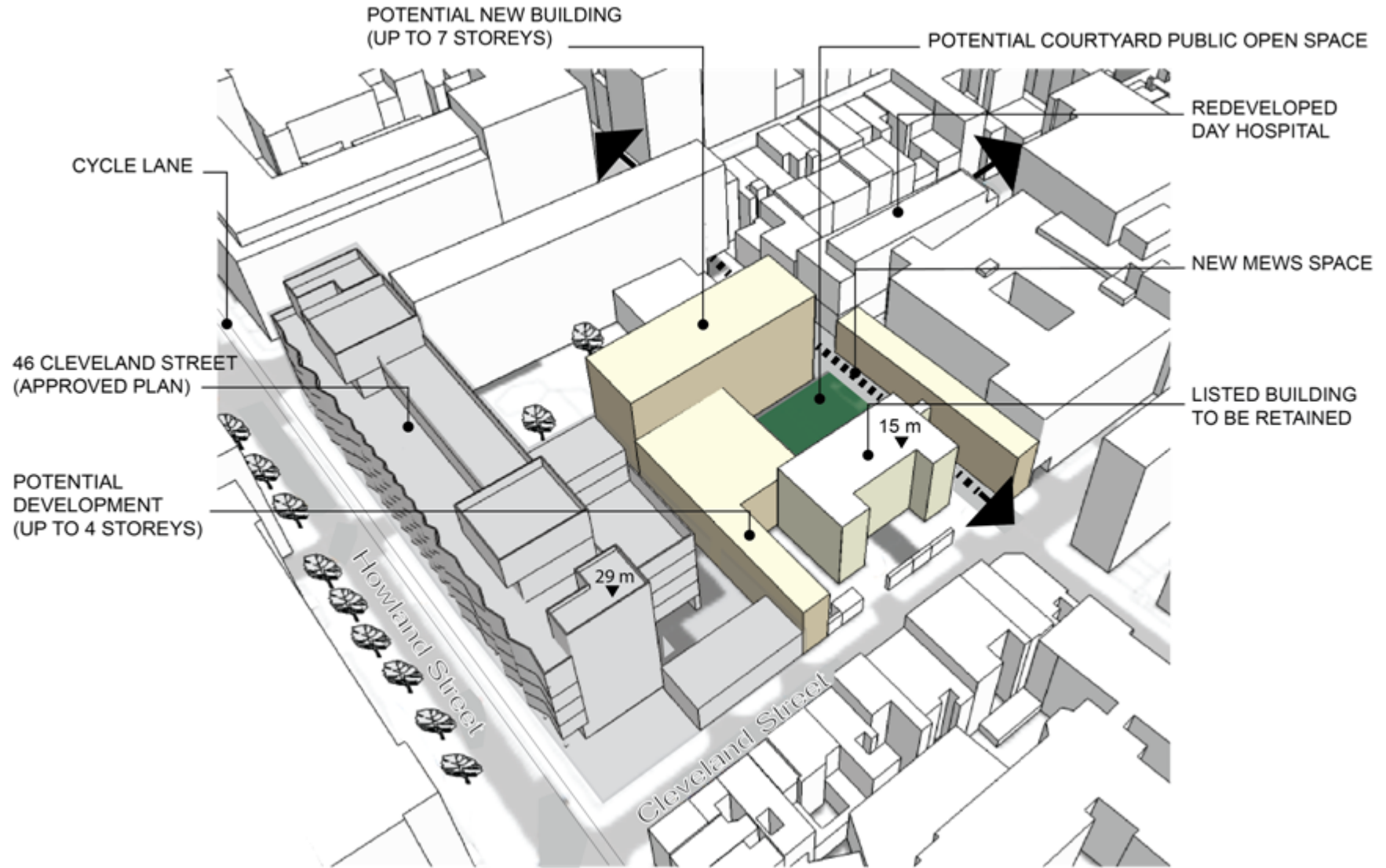


## Principles

- Building massing is to be 4 storey blocks around the listed building with a 7 storey block in the centre of the site grouping, allowing at least a 21 metre gap to the listed building.
- Retain the listed parts of the Middlesex Hospital Annex. Reassess the significance of the unlisted parts of this site.
- Provision of a new open space fronted by buildings to the rear of the listed building. A shadow study shows good access to light throughout the year.
- Create a new pedestrian link (minimum 3m width) east–west across the block linking Foley Street to Chitty Street. The 4 storey block fronting this link and Cleveland Street is to have an active use at ground floor to draw people through the link.
- Create a pedestrian link from Tottenham Mews to the new east–west link.



Indicative site layout - axonometric

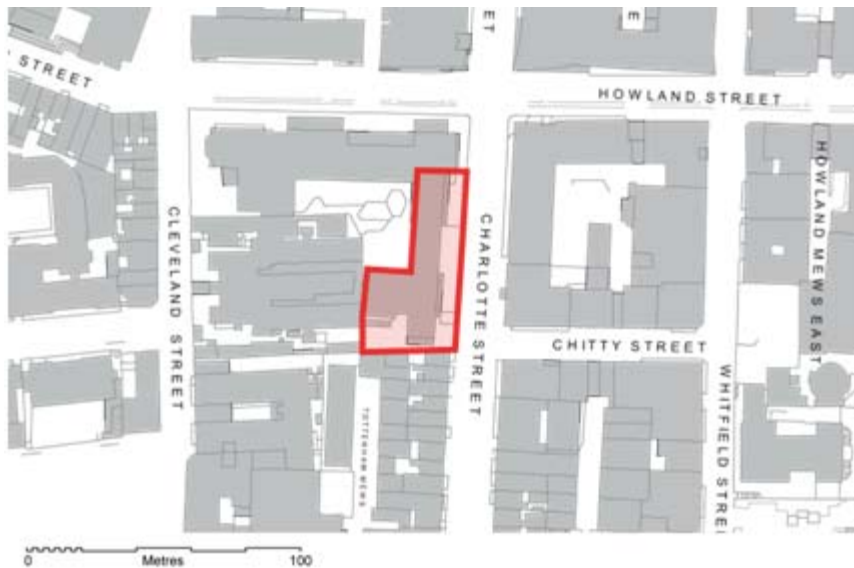


Indicative site layout - sketch plan





## 1. Astor College, 99 Charlotte Street



### Key development principles

#### Land use

- Due to the demand for student housing, the pressure that students place on the wider housing stock and accessibility of this site to UCL and other higher education institutions, the loss of student housing on this site will be resisted.
- Should retention of the student accommodation no longer be needed the provision of an equivalent amount of permanent and self-contained housing, including an appropriate contribution to affordable housing, will be expected.
- Any proposal for intensification of student uses on this site should serve nearby institutions, protect the amenity of nearby residents and address potential issues such as noise disturbance and the loss of shops and services that meet the needs of longer-term residents in the area.

#### Design

- Development should respect the scale and grain of Charlotte Street frontage to the south.

#### Public open space

- Applicants will be required to explore opportunities for an integrated 'city block' redevelopment with adjacent landowners in order to provide a significant area of public open space, as set out within the masterplan concept above.
- Opportunities to open up public access through Bedford Passage to the south of the site, and provide a link to Tottenham Mews, should be identified.

#### Local energy generation

- Development will be required to be designed in such a way which enables a connection to a decentralised energy network in the future.

**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, within the Howland Street Character Area. Directly to the north is the former Windeyer Building site which is being developed in collaboration with University College London (UCL) to provide the Sainsbury Wellcome Centre (SWC) for Neural Circuits and Behaviour, a new neuroscience research facility.

Astor College is owned by UCL.

**Planning designations**

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

**Relevant LDF policies**

CS3, CS9, CS14

DP9, DP25

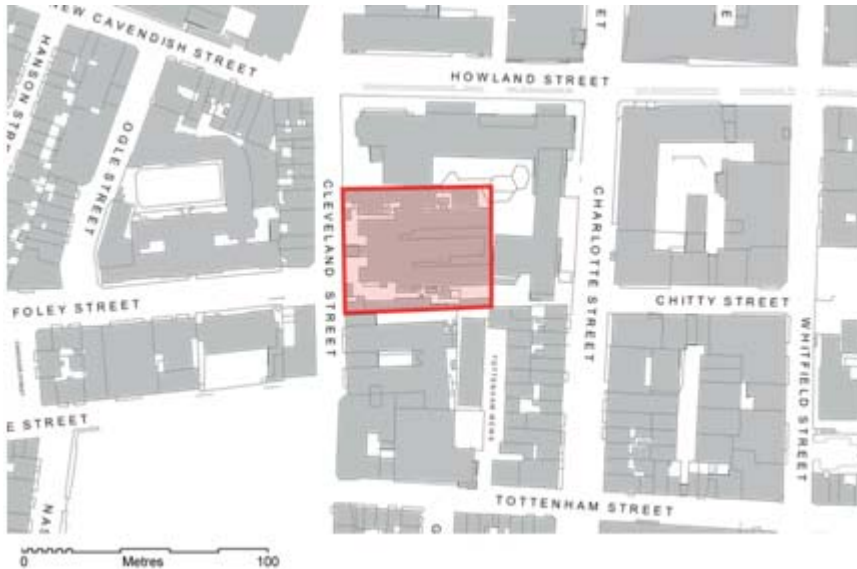
**Relevant planning history**

None

**Existing use**

Student halls of residence

## 2. Middlesex Hospital Annex



### Key development principles

#### Land use

- This site provides an opportunity to contribute to Fitzrovia's requirements for permanent self-contained housing, particularly affordable housing.
- Development will be required to comply with the obligations set out in the UCLH s106 agreement of July 2004 (parent permission no. PS9604299). This site is subject to a specific obligation to provide 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 tied to this site, including provision of a centre for independent living and a mental health resource centre.

#### Public open space

- Applicants will be required to explore opportunities for an integrated 'city block' redevelopment with adjacent landowners in order to provide a significant area of public open space, as set out within the masterplan concept above.
- Opportunities to open up public access through Bedford Passage to the south of the site, and provide a link to Tottenham Mews, should be identified.

#### Design

- Development will be expected to preserve the significance of those elements which make a positive contribution to the Charlotte Street conservation area and enhance the character of the area.



### Local energy generation

- Development will be required to be designed in such a way which enables a connection to a decentralised energy network in the future.

### 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. 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.

Directly to the north is the former Windeyer Building site which is being developed in collaboration with University College London (UCL) to provide the Sainsbury Wellcome Centre (SWC) for Neural Circuits and Behaviour, a new neuroscience research facility.

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)

### Relevant LDF policies

CS3, CS9, CS14

DP25

### 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



#### Key development principles

##### Land uses

- This site provides an opportunity to provide excellent medical facilities and so the site should be re-used for institutional / medical uses unless adequate sites are available elsewhere.
- In the event that institutional / medical uses are not required on this site the Council will expect permanent self-contained homes to be provided, including affordable housing, with non-residential uses at ground floor level.

##### Public open space

- Development should provide on-site green space in the form of a healing roof garden or contribute to new or improved public open space in the area.
- Applicants will be required to explore opportunities with adjacent landowners to create improved permeability between Tottenham Mews, Bedford Passage and Cleveland Street.

##### Design

- Development will be required to enhance the character of the Charlotte Street Conservation Area.
- This site offers the potential for a building which contributes significantly more to the conservation area than the existing structure.

##### Local energy generation

- Development will be required to be designed in such a way which enables a connection to a decentralised energy network in the future.

**Site context**

This is a 0.1 ha site containing an eight storey brick-faced post war block of limited architectural merit which, if not longer required for medical or healthcare purposes, has significant potential for redevelopment.

Arthur Stanley house is situated within the Howland Street Character Area, and 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 private freehold.

**Planning designations**

Charlotte Street Conservation Area

**Relevant LDF policies**

CS3, CS9, CS14

DP25

**Relevant planning history**

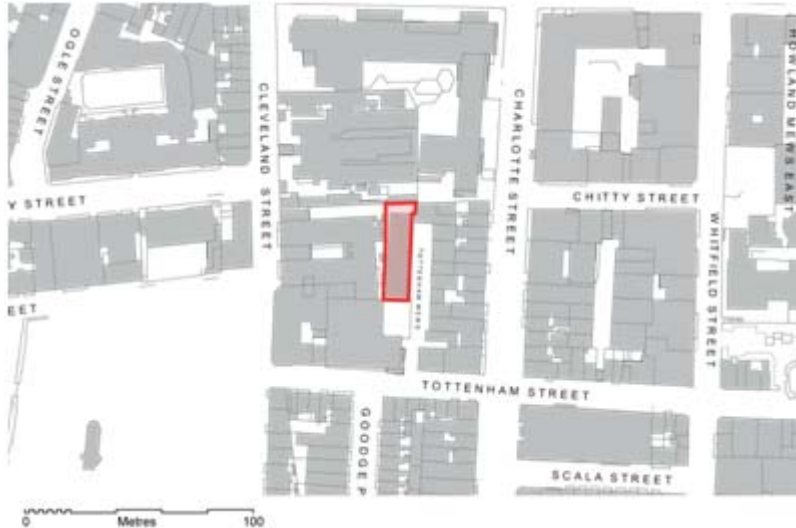
None

**Existing use**

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



## 4. Tottenham Mews Day Hospital



### Key development principles

#### Land use

- This site provides an opportunity to provide excellent medical facilities and so this use is expected to be reprovided in this location.

#### Design

- Development will be required to preserve and enhance the character of the mews as well as the character of the wider Charlotte Street Conservation Area.
- Development should ensure suitable access to the facility and provide good levels of amenity for neighbouring properties.

#### Public open space

- Applicants will be required to explore opportunities with adjacent landowners to create improved permeability and public open space between Tottenham Mews and Bedford Passage / Cleveland Street.

#### Local energy generation

- Development will be required to be designed in such a way which enables a connection to a decentralised energy network in the future.

#### 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

**Relevant LDF policies**

CS3, CS9, CS10, CS14, CS16

DP25

**Relevant planning history**

None

**Existing use**

Mental health resource centre

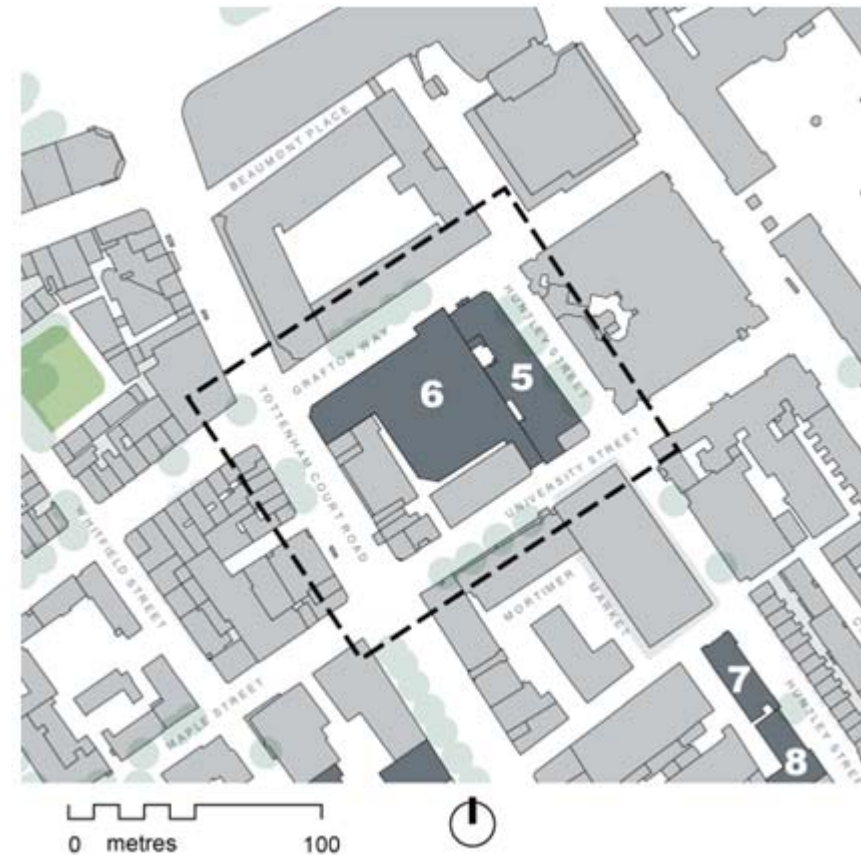
## Grafton Way sites

The two sites which comprise the Grafton Way group – the Rosenheim Building and the Odeon site – are owned by UCLH NHS Trust and are located adjacent to each other.

The close relationship of these sites presents the opportunity for future development to be considered in a more coordinated way which could optimise development opportunities and benefits, including the provision of a more significant area of public open space.

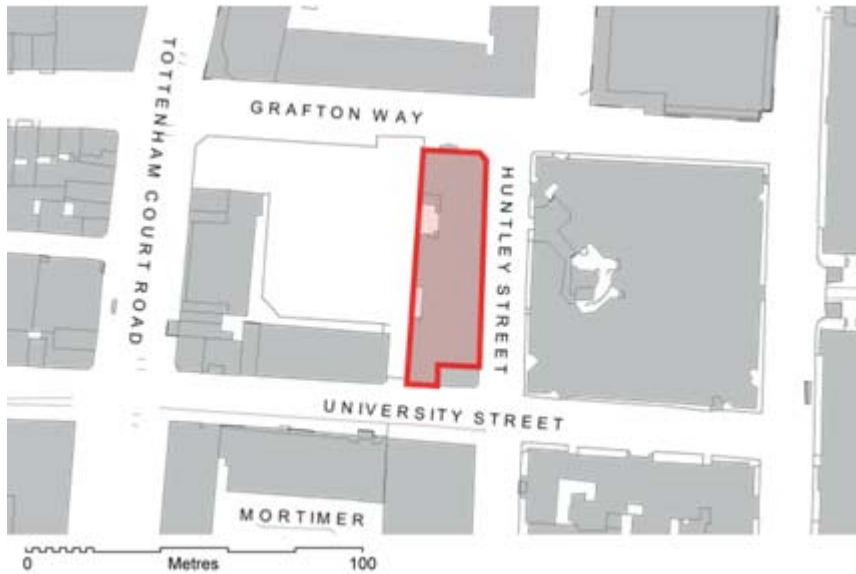
In the final version of this Area Action Plan we intend to include a masterplan concept with indicative site layout for all of site groupings, similar to that included for the Bedford Passage sites above.

The planning considerations for each of the Grafton Way sites is set out below.





## 5. Rosenheim Building



### Key development principles

#### Land use

- Institutional/medical use would be expected to be retained unless adequately reprovided elsewhere.
- In the event that institutional / medical 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 much needed affordable housing, with non-residential uses at ground floor, to provide more active frontages.
- Applicants will be required to explore opportunities for an integrated redevelopment with the adjacent Odeon site in order to optimise development opportunities and benefits and to provide a significant area of public open space.

#### Design

- Development will be required to seek opportunities to enhance the Bloomsbury conservation area, and development which causes harm to the character and appearance of the conservation area will not be permitted.
- Development is expected to be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

#### Local energy generation

- Development will be required to investigate the potential for connecting into the Gower Street Local Energy Network (see Core Strategy policy CS13 – *Tackling climate change through promoting higher environmental standards*).

**Site context**

This is a 0.14 ha site containing a 7 storey building forming the eastern part of the former Odeon Cinema block. The building has frontages facing onto Grafton Way, Huntley Street and University Street, although the southeastern 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**

Adjacent to Bloomsbury conservation area

Wider Strategic Viewing Corridor

**Relevant LDF policies**

CS3, CS9, CS10, CS14, CS16

DP25

**Relevant planning history**

None

**Existing use**

Hospital outpatient and day-care services

## 6. Odeon site – Grafton Way



### Key development principles

#### Land use

- The site provides an opportunity to provide excellent medical facilities and to help consolidate these within the northeast of Fitzrovia.
- Should the site not be required for institutional / medical uses the Council will require a mixed-use development on this site including a significant contribution to the supply of permanent self-contained housing, including affordable housing.
- Applicants will be required to explore opportunities for an integrated redevelopment with the adjacent Rosenheim Building in order to optimise development opportunities and benefits and to provide a significant area of public open space.
- The Council will welcome opportunities for short-term temporary use of the site for public open space / community facilities, while it lies vacant and unused. Potential uses include food growing / allotments, ball courts, adventure play grounds, wild life gardens and swimming pools (as shown on the indicative image below).

#### Design

- Development is expected to be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

#### Public open space

- Development will be required to contribute to new or improved open space in the area. The council would expect this to be provided on site, although where the proposed medical / institutional uses do not allow for this, contributions will be sought for local public open space provision.





Indicative image of temporary uses within the Odeon site

### Parking

- Development will be expected to contribute to the reduction of hospital-related parking issues in the area, particularly relating to ambulances.

### Local energy generation

- Development will be required to investigate the potential for connecting into the Gower Street Local Energy Network (see Core Strategy policy CS13 – *Tackling climate change through promoting higher environmental standards*).

### 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

Wider Strategic Viewing Corridor

### Relevant LDF policies

CS3, CS9, CS10, CS16

### 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. This scheme was not implemented and new health priorities and service delivery mean that it will not be implemented in the future. However, new proposals may emerge for new health and medical related facilities.

The section 106 agreement relating to the previous hospital-related planning permission on this site required the provision of affordable housing on other sites in the area. The vacant annexe on Cleveland Street has been identified to accommodate this. This was a specific requirement related to the comprehensive redevelopment of the main hospital.

### Existing use

Vacant. Cleared site.

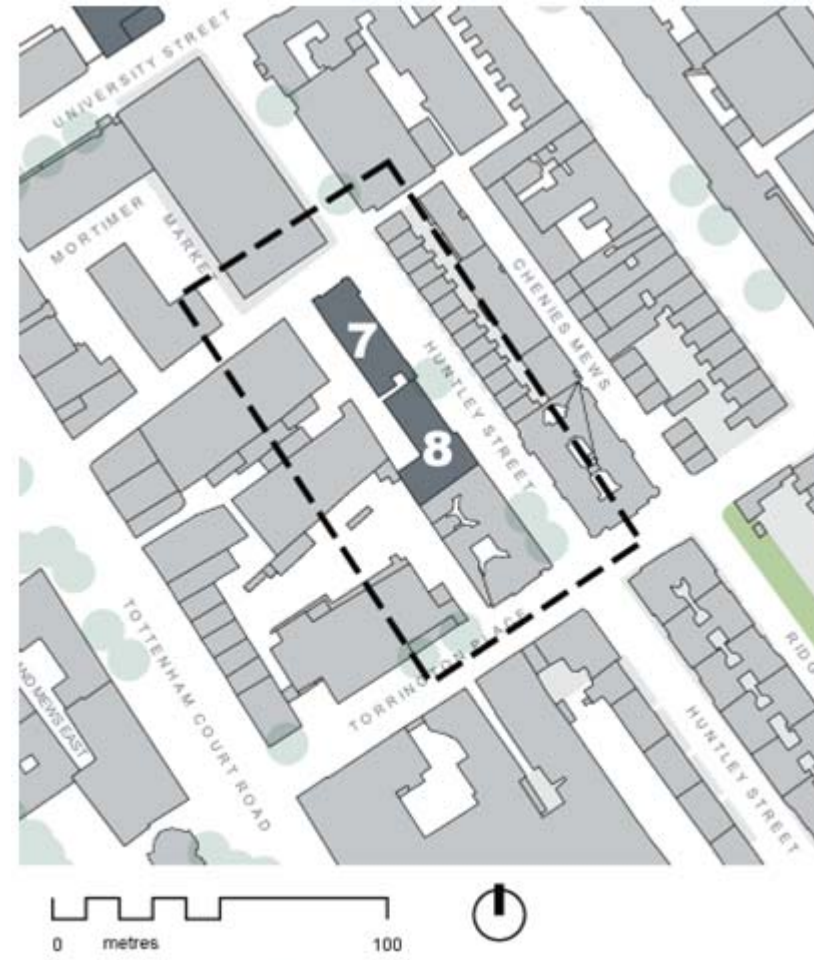
## Huntley Street sites

The Huntley Street group is comprised of two sites – the Royal Ear Hospital and the Medical Student’s Union. These sites are both owned by UCLH and are located adjacent to each other on Huntley Street.

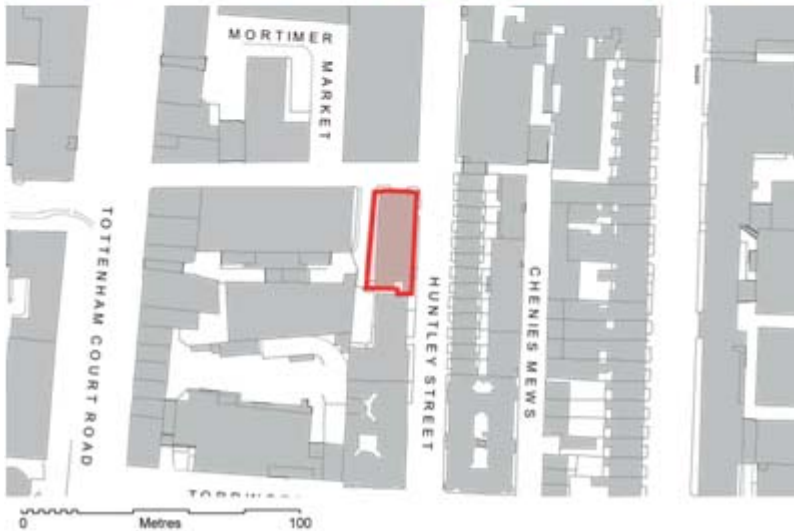
The close relationship of these sites presents the opportunity for future development to be considered in a more coordinated way which could enable the provision of a more significant area of public open space.

In the final version of this Area Action Plan we intend to include a masterplan concept with indicative site layout for all of site groupings, similar to that included for the Bedford Passage sites above.

The planning considerations for each of the Huntley Street sites is set out below.



## 7. Royal Ear Hospital, Huntley Street



### Key development principles

#### Land use

- The site is expected to be required for Institutional/medical uses but, if not, the council will require a mixed-use development on this site including a contribution to the supply of permanent self-contained housing, including affordable housing.

#### Design

- Applicants will be required to explore opportunities to combine development with the adjacent Medical Student's Union to create a higher quality development and to optimise development opportunities and benefits.
- Development will be required to seek opportunities to enhance the Bloomsbury conservation area, and development which causes harm to the character and appearance of the conservation area will not be permitted.

#### Public open space

- Development will be required to contribute to new or improved open space in the area.

#### Local energy generation

- Development will be required to investigate the potential for connecting into the Gower Street Local Energy Network, and to safeguard for future connections.

#### Site context

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 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 Skanska for the adjacent Cancer Centre redevelopment.

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

### **Planning designations**

Adjacent to the Bloomsbury conservation area

### **Relevant LDF policies**

CS3, CS9, CS10, CS14, CS16

DP25

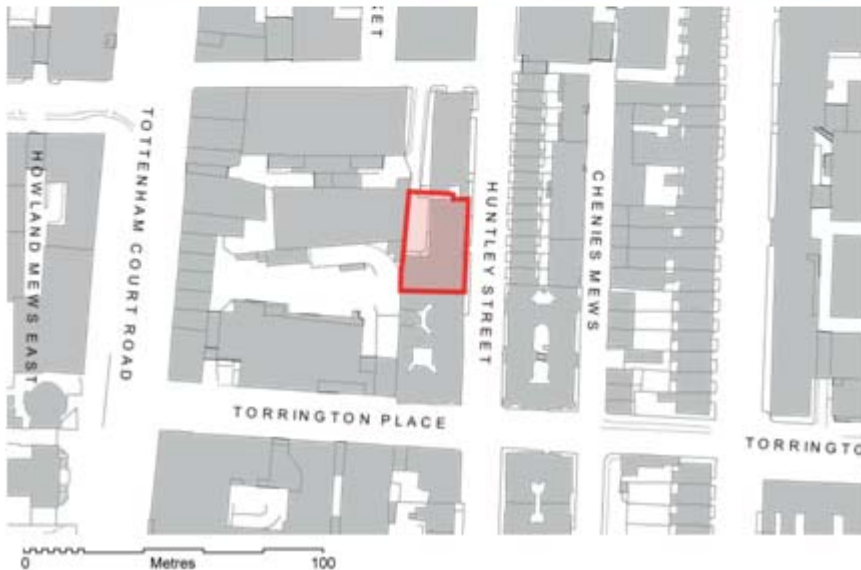
### **Relevant planning history**

None

### **Existing use**

Vacant hospital with ancillary accommodation

## 8. Medical Student's Union



### Key development principles

#### Land use

- The site is expected to be required for Institutional/medical uses but, if not, the council will require a mixed-use development on this site including a contribution to the supply of permanent self-contained housing, including affordable housing.

#### Design

- Development will be expected to add additional stories in order to match the scale and massing of adjacent sites.
- Development which causes harm to the character and appearance of the Bloomsbury conservation area will not be permitted.

#### Public open space

- Applicants will be required to explore opportunities to combine development with the adjacent Royal Ear Hospital site and to make a contribution to public open space provision.

#### Local energy generation

- Development will be required to investigate the potential for connecting into the Gower Street Local Energy Network.

#### Site context

The Medical Student's 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 Union is currently vacant and is owned by UCLH.

**Planning designations**

Adjacent to the Bloomsbury conservation area

**Relevant LDF policies**

CS3, CS9, CS10, CS14, CS16

DP25

**Relevant planning history**

None

**Existing use**

Vacant student social and leisure facility



## Tottenham Court Road south sites

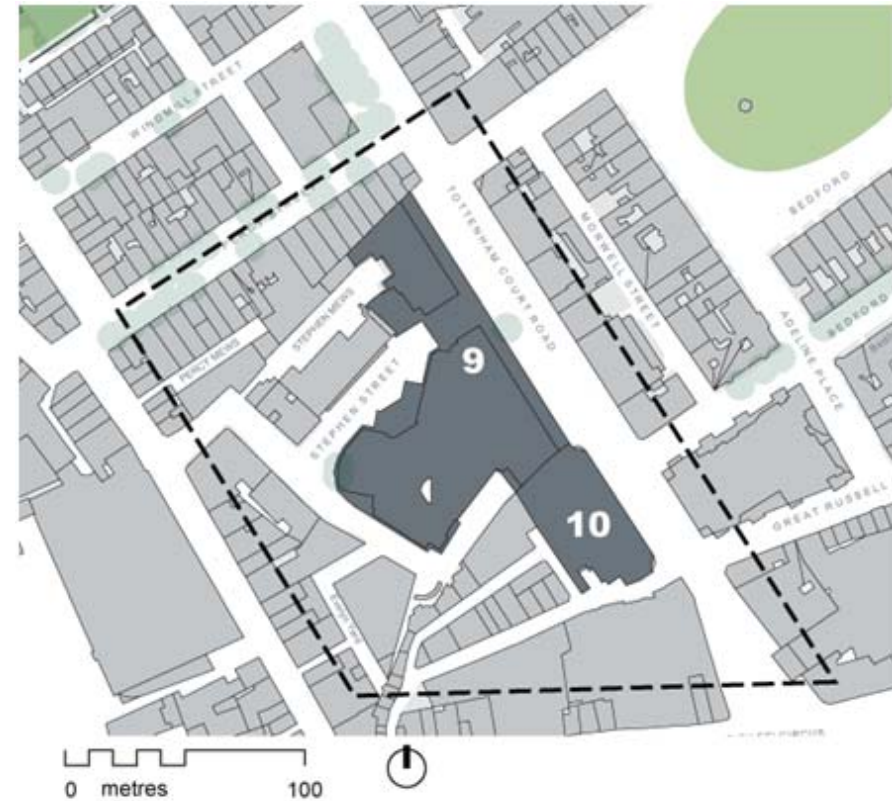
The 'Tottenham Court Road south' group is comprised of two adjacent sites - Central Cross and 6-17 Tottenham Court Road.

The close proximity of these sites presents the opportunity for future development to be considered in a more coordinated way which could enable the provision of an enhanced public realm and better permeability of the area for pedestrians.

The western side of Tottenham Court Road, adjacent to these sites, has wide footways with buildings being set back from the original building line. These building set backs were originally planted with London Plane trees but over the years have become filled with other paraphernalia including vending kiosks and general street clutter. Development of this group of sites should contribute to the clearing of this clutter from these wide footways in order to create useable new public space. The existing trees could act as a focus for circular seats, for example.

In the final version of this Area Action Plan we intend to include a masterplan concept with indicative site layout for all of site groupings, similar to that included for the Bedford Passage sites above.

The planning considerations for each of the Tottenham Court Road south sites is set out below.



## 9. Central Cross, Tottenham Court Road



### Key development principles

#### Land use

- Development is expected to retain existing business, housing and retail uses and seek to improve the retail units. Where additional non-residential floorspace is proposed, the Council will seek a matching amount of permanent self-contained housing, including affordable housing.
- Additions to retail space through the redevelopment and refurbishment of existing premises will be supported within the Tottenham Court Road frontage.

#### Design

- Development should optimise the height and density in the Central London area whilst respecting the surrounding context and will be required to maintain active shop frontages along Tottenham Court Road.
- Applicants should consider opportunities to improve the frontage onto Tottenham Court Road under the existing colonnade. The colonnade could potentially:
  - a) be retained and enhanced to improve levels of safety and security;
  - b) contribute to a better street environment for pedestrians;
  - c) provide space for cafes;
  - d) provide better quality space for retailers
- Development which causes harm to the character and appearance of the Charlotte Street or Hanway Street conservation areas will not be permitted.
- Development will be required to avoid impinging upon the viewing corridor from Parliament Hill to the Palace of Westminster.

### Public open space and public realm

- Development will be required to provide public open space, either on-site or contributing to the provision of new space.
- Applicants should seek opportunities to provide open space in the form of publicly accessible roof spaces.
- Development will be expected to contribute to an excellent public realm along Tottenham Court Road.

### Local Energy Generation

- Development will be required to explore the feasibility of connecting to any future Local Energy Network within the Tottenham Court Road Growth Area. Where this is not possible development should be designed in such a way which enables a connection to any other future decentralised energy network.

### Site context

This 0.79 ha site contained 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

CS3, CS7, CS8, CS9, CS14

DP1, DP25

### 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.

Whilst this permission has been granted, it is acknowledged that a more comprehensive redevelopment of the site may be proposed in the longer term, which would be required to adhere to the development principles contained within this plan.



**Existing use**

Office, housing and retail

## 10. 6-17 Tottenham Court Road



### Key development principles

#### Land use

- Development is expected to provide a balanced mix of uses, including retail uses on the Tottenham Court Road frontage together with permanent self-contained housing, offices, and community facilities.
- 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 will be required to provide public open space, either on-site or contributing to the provision of new space.
- Development will be expected to contribute to an excellent public realm both along Tottenham Court Road and Hanway Street / Hanway Place to the rear of the building.

#### Design

- Development should seek to preserve and enhance the character and appearance of the Hanway Street conservation area 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 amenity of local residents, particularly at the rear of the building.

#### Local Energy Generation

- Development will be required to explore the feasibility of connecting to any future Local Energy Network within the Tottenham Court Road Growth Area. Where this is not possible development should be designed in such a way which enables a connection to a decentralised energy network in future.

### Site context

The 0.19 ha site is occupied by a relatively modern part 3/part 4 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 and it adjoins residential properties at 5 and 6 Hanway Place (created as part of the original development, but distinct and not included in this 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 of relatively modest 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 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

CS2, CS7, CS14  
DP25

### Relevant planning history

None

### Existing uses

Retail, offices



## Additional sites

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



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

- Development is expected to retain business uses and intensify and improve commercial floorspace, where appropriate. Where additional non-residential floorspace is proposed, the Council will seek a matching amount of permanent self-contained housing on-site, including affordable housing.

##### Design

- Development should optimise the height and density in the Central London area whilst respecting the surrounding context.
- Development will be expected to preserve those elements which make a positive contribution to the Charlotte Street conservation area and preserve or enhance the character of the area.

##### Public open space

- Development will be required to make an appropriate contribution to meeting the demand for public open space. This contribution should be provided on-site and should seek to provide a larger space than that contained within the approved scheme. Applicants should consider providing public access to the central courtyard space.

##### Local energy generation

- Development will be required to be designed in such a way which enables a connection to a decentralised energy network in the future

### 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 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. Within the site's courtyard is the office's servicing area as well as 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

CS3, CS8, CS9, CS14

DP1, DP24, DP25

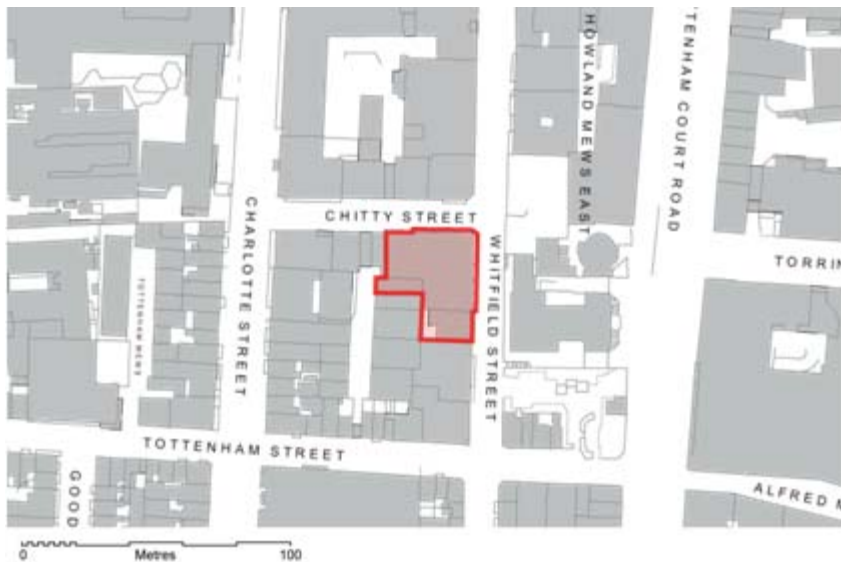
### Relevant planning history

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 27,156sq m of B1 office space, 4,487sq m of A1/B1 flexible floorspace, 55 residential flats including 15 affordable homes and a new area of public open space. The additional floorspace would principally be created through 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



This site forms part of the planning application for 80 Charlotte Street (above) 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

- Development will be expected to retain business uses and intensify and improve commercial floorspace, where appropriate. Where additional non-residential floorspace is proposed, the Council will seek a matching amount of permanent self-contained housing on-site, including affordable housing.

#### Design

- Development will be required to preserve those elements which make a positive contribution to the Charlotte Street conservation area and preserve or enhance the character of the area.

#### Public open space

- Development will be required to make an appropriate contribution to meeting the demand for public open space.

#### Local energy generation

- Development will be required to be designed in such a way which enables a connection to a decentralised energy network in the future.

### 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

CS3, CS8, CS9, CS14

DP1, DP24, DP25

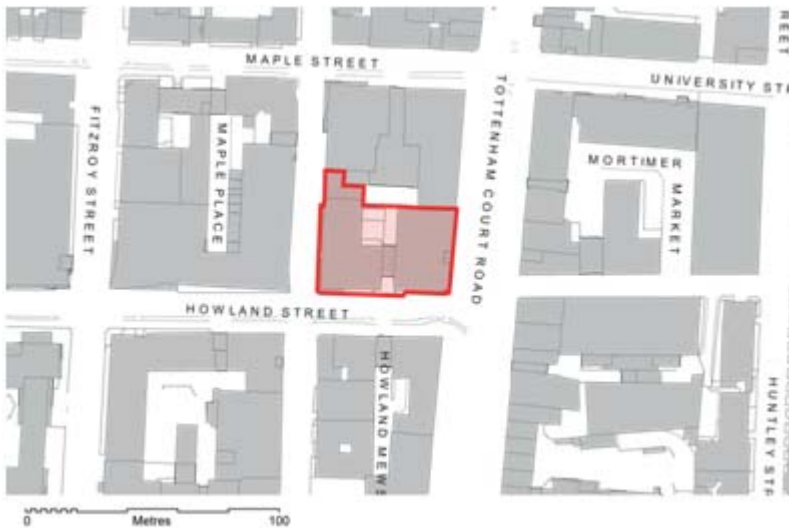
### Relevant planning history

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



#### Key development principles

##### Land use

- Development will be expected to retain business uses and intensify and improve commercial floorspace, where appropriate. Where additional non-residential floorspace is proposed, the Council will seek a matching amount of permanent self-contained housing on-site, including affordable housing.
- Additions to retail space through the redevelopment and refurbishment of existing premises will be supported within the Tottenham Court Road frontage.

##### Design

- Development should optimise the height and density in the Central London area whilst respecting the surrounding context and will be required to maintain active shopfronts along Tottenham Court Road.
- Development will be required to avoid impinging upon the viewing corridor from Parliament Hill to the Palace of Westminster.

##### Public open space

- Development should provide public open space that will be available to pedestrians along Tottenham Court Road and Howland Street.
- 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.

### Local energy generation

- Development will be required to be designed in such a way which enables a connection to a decentralised energy network in the future.

### 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

(see LDF Proposals Map for details of planning designations)

### Relevant LDF policies

CS3, CS7, CS8, CS9, CS14

DP1

### Relevant planning history

None

### Existing use

Offices and retail



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



### Key development principles

#### Land use

- Development will be expected to 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 is expected to retain existing housing.
- Within the Neighbourhood Centre, permanent self-contained housing is the Council's preferred use above ground floor level and will be the expected future use of any vacant or underused areas.

#### Design

- Development will be required to avoid impinging upon the viewing corridor from Parliament Hill to the Palace of Westminster.
- Development will be required to preserve and enhance the character and appearance of the Charlotte Street conservation area.

#### Public open space

- Development will be expected to contribute to an excellent public realm.

#### Local energy generation

- Development will be required to be designed in such a way which enables a connection to a decentralised energy network in the future.

### Site context

These three small sites amount to 0.05 ha and occupy key locations in Fitzrovia, forming part of the metropolitan 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

CS3, CS7, CS9, CS14

DP1

### Relevant planning history

An application (ref: 2007/1832/P) was refused for redevelopment of the site 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 (2011/1821/P) was refused on 24 November 2011 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 8:  
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.

A key mechanism for delivering the Fitzrovia Area Action Plan will be the Council's decisions on planning applications. The policies in this AAP, the LDF Core Strategy and Development Policies documents 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 part of Section 4 seeks to achieve coordinated implementation of sites expected to come forward for development, albeit at different times. This will ensure that benefits 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.

## Working with our partners

Central to the delivery of the Fitzrovia Area Action Plan will be working with our partners in the area. We have worked with other key delivery partners, such as the Great London Authority and Transport for London, to reflect their plans and programmes. During the preparation of Fitzrovia AAP the Council also worked closely with the Fitzrovia 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.

There is a very active local community in Fitzrovia and its support is critical to the success of the AAP. 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 AAP. 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 the AAP. As a result, the opportunity sites in Section 4 are considered to be more 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 AAP 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 CIL contributions from development schemes in the area. Collecting S106 planning contributions to deliver this Plan is in accordance 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 the Core Strategy. 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

The Government is proceeding with the Community Infrastructure Levy (CIL), which changes the way developers will make contributions to infrastructure. Councils do not have to adopt a levy, but 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 with the size and type of developments. The Council can then spend the money on 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.

Camden has yet to make a formal decision on whether or not to set up and operate a Community Infrastructure Levy. However, if a Camden CIL is adopted, the Area Action Plan will help to guide decisions on infrastructure spending in Fitzrovia.



### Crossrail Community Infrastructure Levy

In 2010, the Mayor adopted alterations to the London Plan that allowed him to negotiate a contribution to the funding of Crossrail from office, retail and hotel developments, primarily in Central London. Crossrail contributions can have a significant impact on the scale of other planning benefits that can be negotiated in areas affected, which include Fitzrovia.

The Mayor has produced a Community Infrastructure Levy Draft Charging Schedule specifically to provide funding for Crossrail and reduce reliance on negotiated planning benefits. Once adopted, the Mayor's levy will affect a greater range of developments than the London Plan arrangements introduced in 2010, further impacting on the scale of other planning benefits that can be negotiated in areas such as Fitzrovia.

The Mayor intends to charge the CIL in Camden £50 per sqm on most new development which consists of:

- buildings that are usually used by people;
- has 100 square metres or more of gross internal floorspace or involves creating one dwelling even where this is below 100 sq m (although any net charge of less than £50 will not be collected).

Charges will be based on the net additional increase in floorspace of a development. A CIL charge would not be applicable on properties used by charities for charitable purpose nor affordable housing.

### 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 circumstance, 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.

As noted above, as development sites within the area will come forward at different times it is important that this Plan sets out a strategic framework of objectives and principles for groups of adjacent sites and across the area as a whole. This will secure developments all contribute to achieving the vision and objectives for Fitzrovia set out in this Plan.



## Monitoring

The Council will monitor the effectiveness of the Area Action 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 annually 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.





