

FITZROVIA AREA ACTION PLAN

ADOPTED MARCH 2014





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PART 1: PURPOSE AND SCOPE

Purpose and scope

Fitzrovia and the most westerly part of Bloomsbury form 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, which is now being further fuelled by nearby growth areas. The growth areas are based around redevelopment of Euston mainline station (outside the Plan area to the north east) and Tottenham Court Road tube station (a new Crossrail interchange, outside the Plan area to the south west).

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

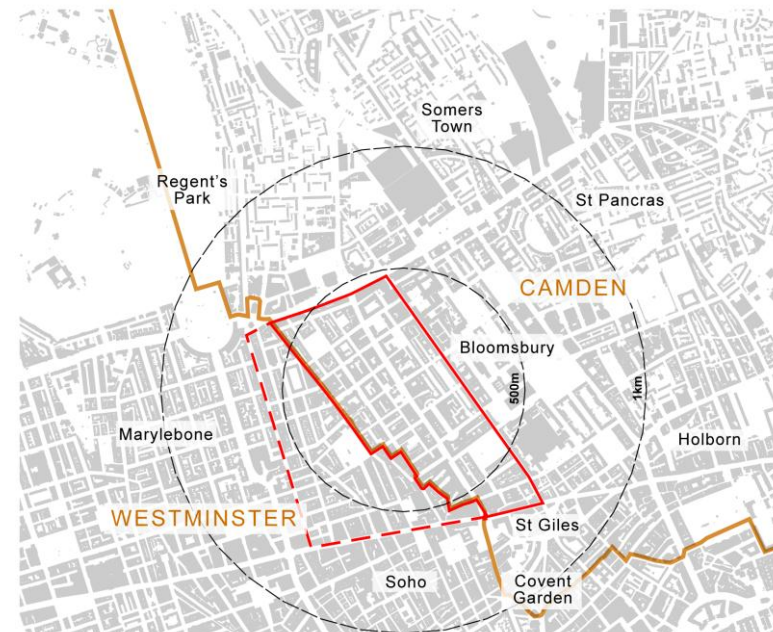
- developing a vision for the area shared by the Council, key community groups and key landowners;
- ensuring that growth takes place in a way that balances the need for residential, institutional and commercial uses whilst supporting the residential community and its facilities and future needs and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




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

Plan Area

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

Area covered by this Area Action Plan



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

Structure of this Area Action Plan

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

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

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

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

Status of the Plan

The Fitzrovia Area Action Plan was adopted as a local plan on 3 March 2014.

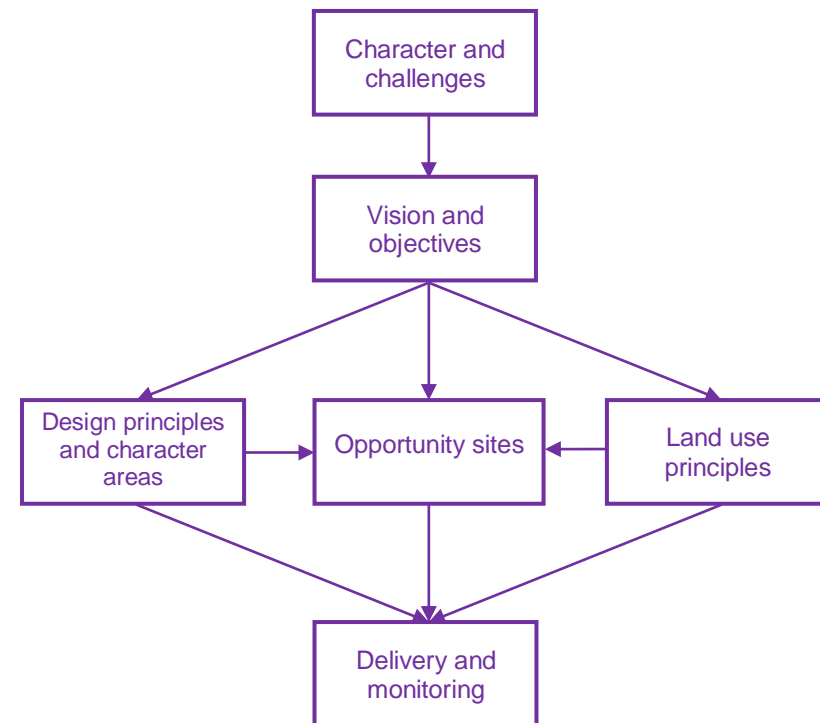
The Plan supersedes the remaining saved policy of Camden Replacement Unitary Development Plan adopted June 2006,

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

Plan Period

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

Fitzrovia Area Action Plan Structure



Camden's planning framework

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

The Plan has to:

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

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

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

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

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

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



Planning decisions in Fitzrovia

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

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

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

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

Policy F1 – Planning decisions in Fitzrovia

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

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

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

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

Other documents in Camden's planning framework

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

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

Viability

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

The plan-making process for Camden's Core Strategy and Development Policies was informed by viability assessment, and these development plan documents indicate clearly that the Council will take account of viability in decision-taking (particularly around affordable housing, which is commonly the most costly planning obligation arising from development).

The Area Action Plan has been informed by a *Fitzrovia AAP Viability and Deliverability Study*. The study considers that development is deliverable across the Plan period, having

regard to all constraints and requirements arising from the Plan and from the other local, regional and national policies of Camden's planning framework.

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



Other background documents

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

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

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

Relationship with Westminster's Core Strategy

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

Working with our partners

This draft of the Area Action Plan has been guided by a Steering Group involving community groups, landowners and local councillors. We have also had input from other community groups and individuals, as well as a range of officers from

Camden Council, Westminster Council and the Greater London Authority (GLA).



What will the Plan deliver?

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

Housing

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

Open Space

Coordinated development of the opportunity sites could provide a number of new public open spaces, pedestrian links and

widened footways for seating and planting. High priority projects for delivering new and improved public open space include:

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

Offices

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

Medical / healthcare

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

Retail

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

Delivery Plan

Our detailed Delivery Plan is set out on page 154 of the Area Action Plan.

Area Action Plan Key Diagram





PART 2
CHARACTER AND CHALLENGES

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:

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



Character

Key aspects of Fitzrovia's character include:

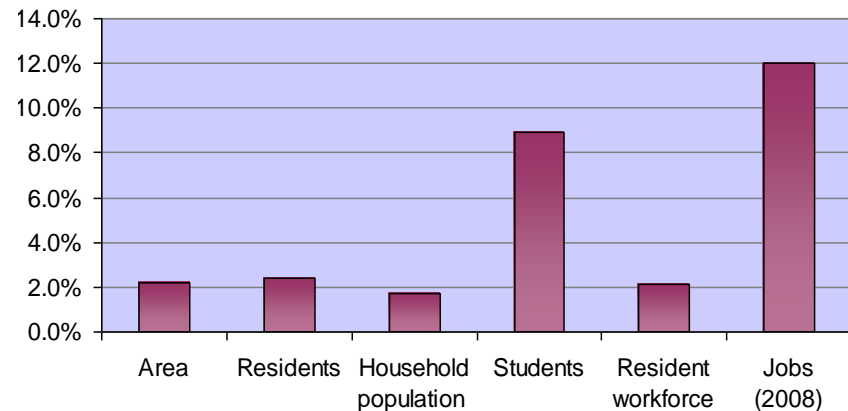
- a mix of residential, commercial and institutional uses; within the area as a whole, within streets and often within individual buildings;
- a significant residential community, a large number of jobs based in the area, a substantial student population and a lack of affordable homes;
- a contrast between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

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

Population and homes

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

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



(Source: 2001 Census, 2008 Annual business inquiry)

Economy

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

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

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

Open spaces

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

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

Community facilities

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



Heritage assets

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

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

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

History

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

Heritage Assets



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.

Securing residential facilities and amenity and the balance with commercial and institutional activity

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

Adjacent Growth Areas

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

Growth areas



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

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

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

Responding to development pressures

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

Crossrail and High Speed 2

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

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

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

The pedestrian environment

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

Public open space

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



Historic character

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

Main roads, junctions and spaces

In conjunction with Transport for London and the City of Westminster, the Council is exploring changes to main roads and junctions between Euston and St Giles. This work is known as the West End Project and aims to create more civilised streets with less traffic, lower traffic speeds and better public spaces on the street. These changes would involve a more attractive Tottenham Court Road with wider footways, and remodelled junctions at Euston Circus (above Euston Underpass), St Giles Circus (the south end of Tottenham Court Road), Cambridge Circus (Shaftesbury Avenue/ Charing Cross Road) and Princes

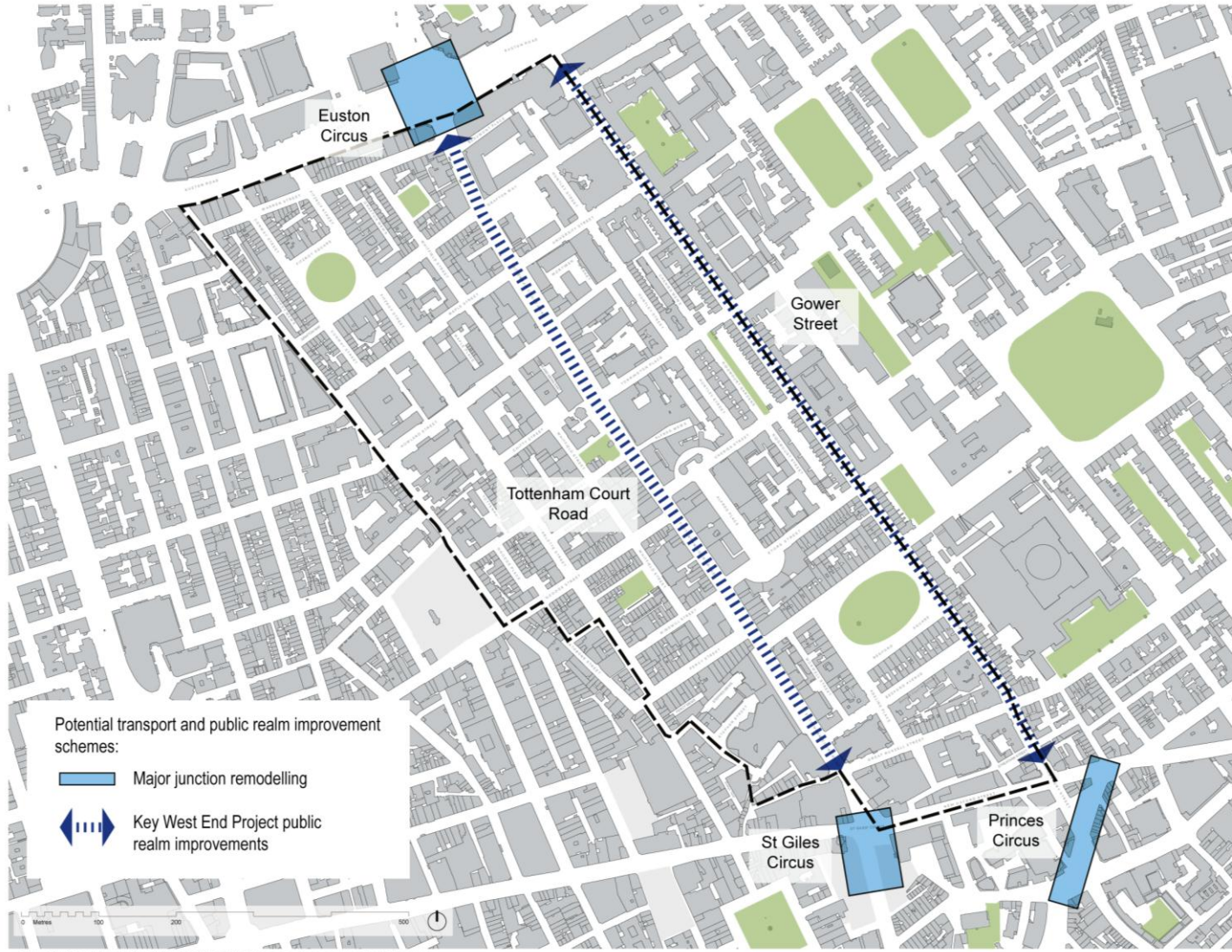
Circus (Shaftesbury Avenue/ High Holborn). Alterations to traffic flows on these roads and junctions could have a significant influence on traffic and pedestrian movements across Fitzrovia, Bloomsbury and beyond. More information on the potential outcomes within the Plan area are set out in Part 5 Character Areas and Urban Design Principles (see pages 99 and 100).

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.

During March 2014 the Council will carry out pre-engagement on proposals for the West End Project with community groups, landowners, businesses and other stakeholders. Wider public consultation will follow in June and July 2014.



Main roads and junctions



PART 3: VISION AND OBJECTIVES

Introducing the vision and objectives

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

The vision for Fitzrovia is:

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

To achieve this vision, we have developed four objectives:

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

The objectives are explained in more detail below.

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

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

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

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

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

Our Delivery Plan is set out in the table on page 154.

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

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

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

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

Our Delivery Plan is set out in the table on page 154.



Creating a high quality physical environment

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

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

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

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

Our Delivery Plan is set out in the table on page 154.

Ensuring an environmentally sustainable future

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

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

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

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

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

Our Delivery Plan is set out in the table on page 154.

