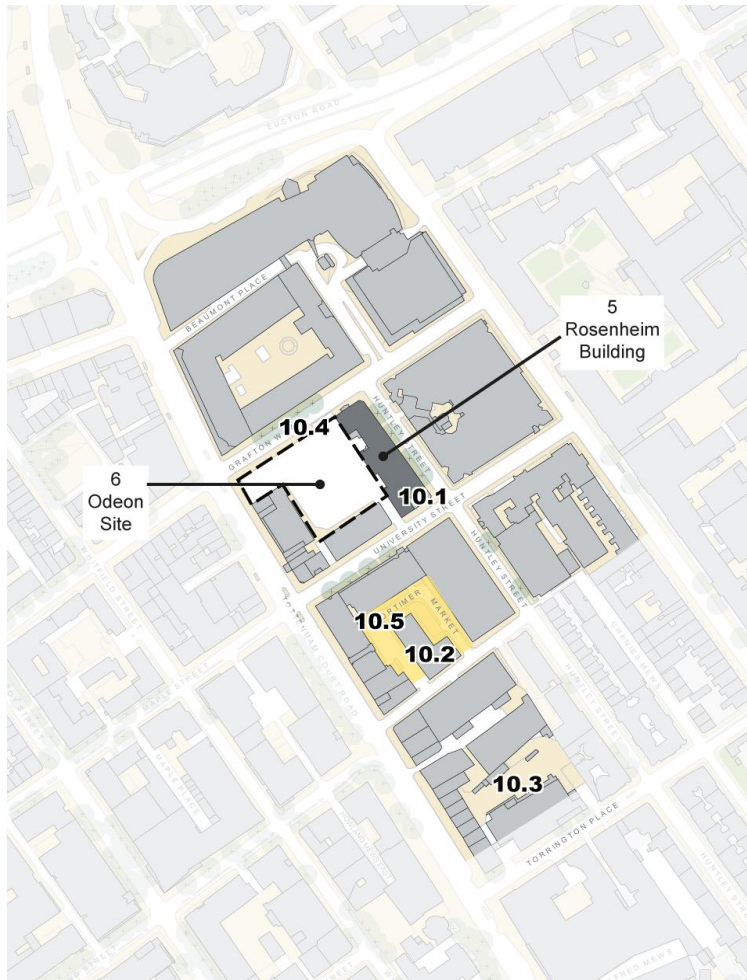


UCH and University Street Character Area



Character area principles

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

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

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

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

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

10.4 Development adjacent to Grafton Way and works to Grafton Way associated with the West End Project should seek to improve the relationship between the buildings and the street, ease pedestrian movements and improve the pedestrian environment. Wider footways, landscaping and tree planting should be considered where appropriate. See also further details of the West End Project on page 99 and Masterplanning principles for the Grafton Way sites on pages 121 to 122.

Public realm opportunities

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

10.5 Mortimer Market Highway

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

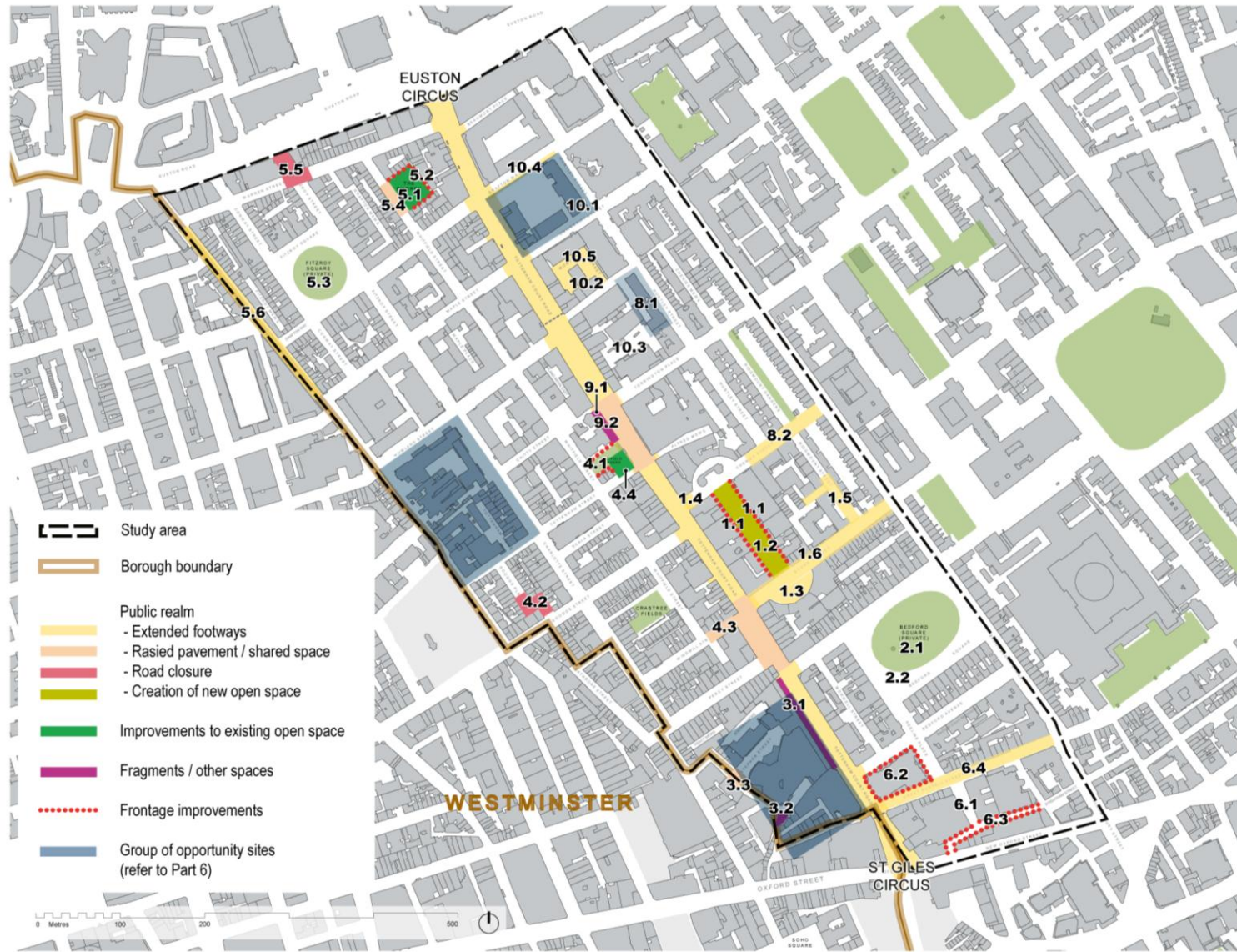
Below: Mortimer Market



Below: Huntley Street



Combined character area principles and public realm opportunities





PART 6: OPPORTUNITY SITES

Introducing the opportunity sites

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

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

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

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

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

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

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

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

The groupings are as follows:

‘Bedford Passage’ sites

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

‘Grafton Way’ sites

5. Rosenheim Building
6. Odeon Site

‘Huntley Street’ sites

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

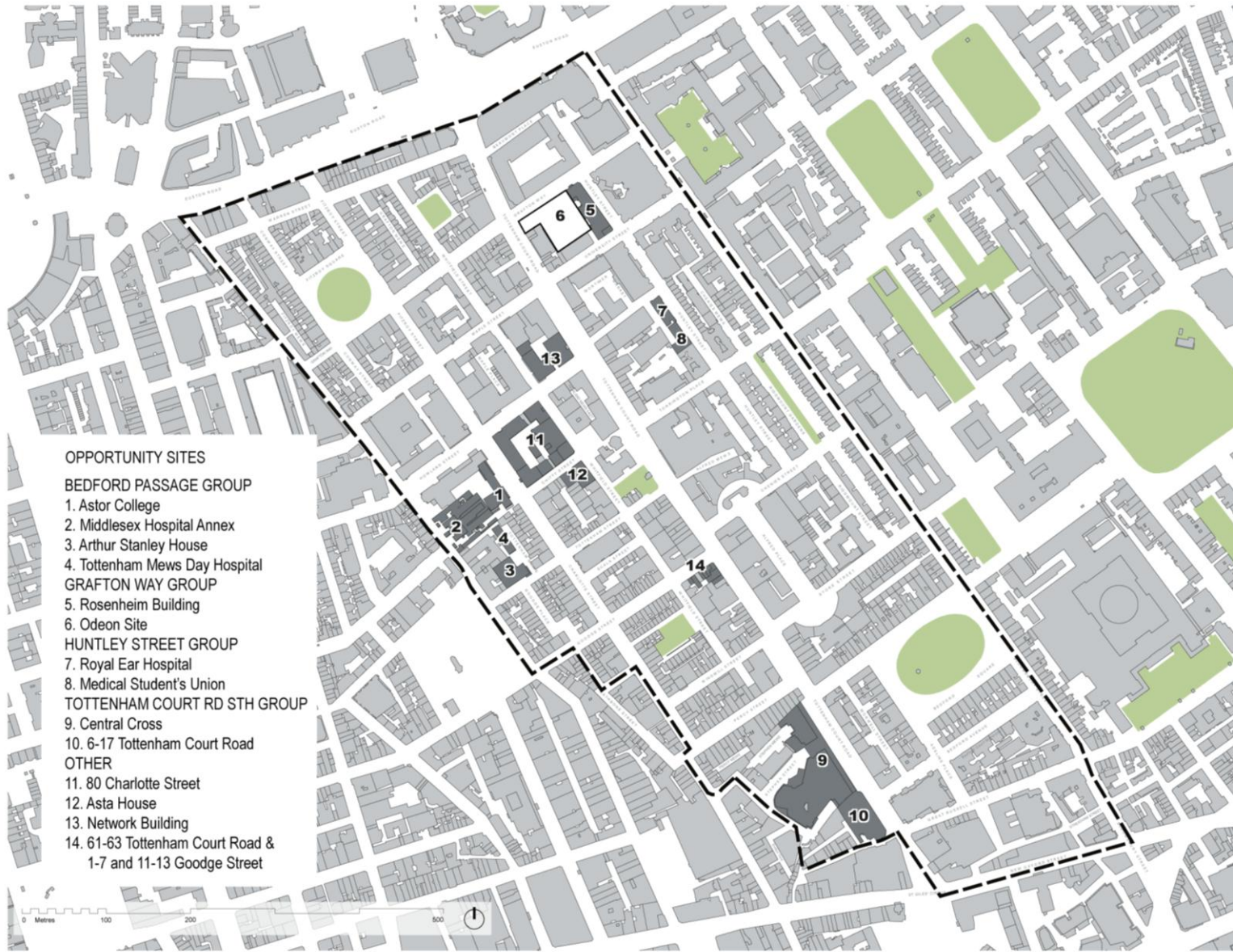
‘Tottenham Court Road south’ sites

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

Sites that have not been treated as group

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

Opportunity sites



Bedford Passage sites

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

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

Masterplanning principles

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

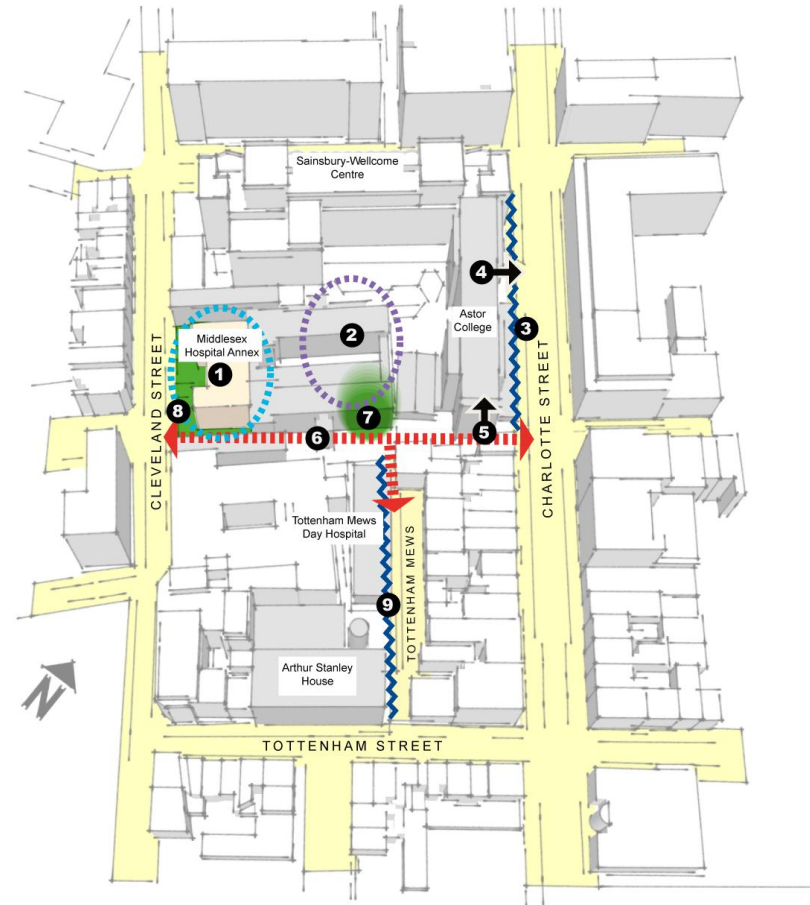
- Development or re-use of buildings around the listed Middlesex Hospital Annex / former Strand Union Workhouse should be sensitively designed and provide a complimentary setting to the listed building in terms of scale, height, form and architectural detailing (1). Buildings which contribute positively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

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

Bedford Passage existing

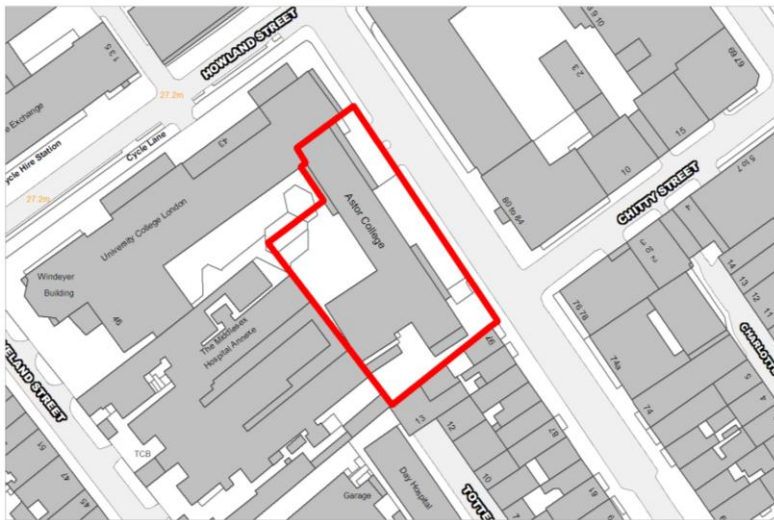


Bedford Passage illustration of principles



-  Potential locations for open space
-  New links to complete the grid
-  Improved frontage
-  Complimentary setting to the listed building
-  Larger scale development may be appropriate

1. Astor College, 99 Charlotte Street



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

Key development principles

Land use

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

Public open space

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

Design

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

Sustainability

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

Site context

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

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

Astor College is owned by UCL.

Planning designations

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

Wider Strategic Viewing Corridor

Relevant LDF policies

CS3, CS9, CS14, CS15

DP9, DP25, DP31

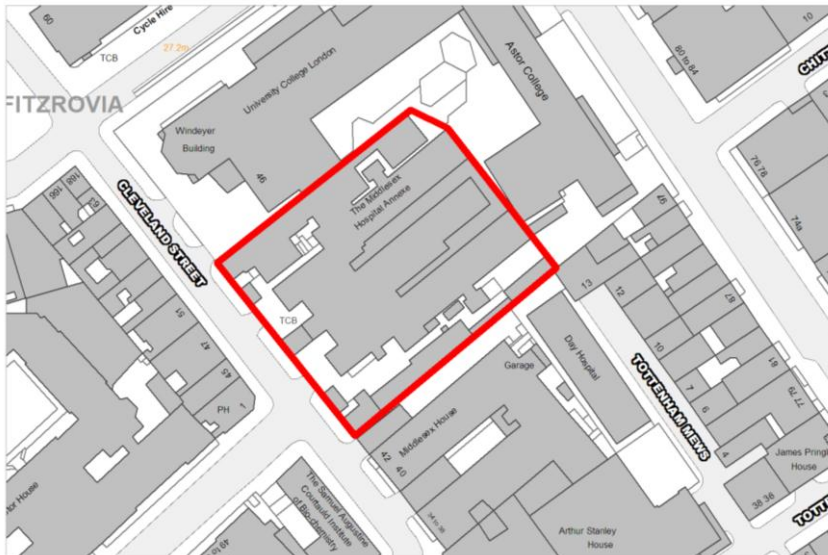
Relevant planning history

None

Existing use

Student halls of residence

2. Middlesex Hospital Annex



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

Key development principles

Land use

- The Council expects this site to be used predominantly for permanent self-contained housing, particularly affordable housing. Small scale commercial uses to reflect the character of the area may be suitable at ground floor level.
- Development will be subject to the obligations set out in the UCH s106 agreement of July 2004 (parent permission no. PS9604299). To meet an obligation of the agreement, this site has been nominated to deliver at least 30 social rented homes and potentially a further 1425 sq m of affordable housing. The agreement also contains a number of obligations that are not related to this site, including provision of a centre for independent living and a mental health resource centre.
- The established use of the site is medical / healthcare use and this use could continue subject to the s106 housing obligations referred to above being met.

Public open space

- Development that increases the use of open space should provide new on-site public open space. Where on-site

provision is not practical, public open space should be provided on an identified site in the vicinity.

- Development should be considered as a comprehensive 'city block' with each opportunity site providing a share of a significant area of public open space, as set out within the masterplanning principles above.
- Development should allow for public access through Bedford Passage, to the south of the site, in order to provide a link to Tottenham Mews, and through to Cleveland Street.

Design

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

Sustainability

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

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

Site context

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

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

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

Planning designations

Charlotte Street Conservation Area

Grade II listed building (former Workhouse building)

Wider Strategic Viewing Corridor

Relevant LDF policies

CS1, CS3, CS9, CS14, CS15

DP1, DP25, DP31

Relevant planning history

A planning application (2010/2205/P) was submitted in 2010 for the demolition of the former hospital building and redevelopment of the site to provide 142 homes and 397sq m of commercial floor space capable of being occupied by retail, financial and professional services or offices within a part 5, 6 and 10 storey

building. This application was not determined and was withdrawn following the listing of part of the site.

Existing use

Vacant hospital (outpatients) with ancillary offices

3. Arthur Stanley House



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

Key development principles

Land use

- If the established medical / healthcare uses are not required, the Council will expect permanent self-contained homes to be provided, including an appropriate contribution to affordable housing. Commercial uses to reflect the character of the area may be suitable at ground floor level, with windows and entrances facing onto Tottenham Street.

Public open space

- Development that increases the use of open space should provide new on-site public open space.
- Where on-site public open space provision is not practical, public open space should be provided in association with the Middlesex Hospital Annex/ Bedford Passage, or on an identified site in the vicinity.

Design

- Development of this site is required to preserve and enhance the Charlotte Street Conservation Area and should contribute significantly more to the character of the area than the existing structure. Arthur Stanley House is currently identified as a detractor in the conservation area appraisal as a result of its scale and bulk.
- Development should respond to the character of the mews with appropriate rhythm, scale and massing.

- Upper floors should be set-back to protect the character of Tottenham Street and the mews.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

Sustainability

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

Site context

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

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

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

Planning designations

Charlotte Street Conservation Area

Wider Strategic Viewing Corridor

Relevant LDF policies

CS1, CS3, CS9, CS14, CS15

DP1, DP25, DP31

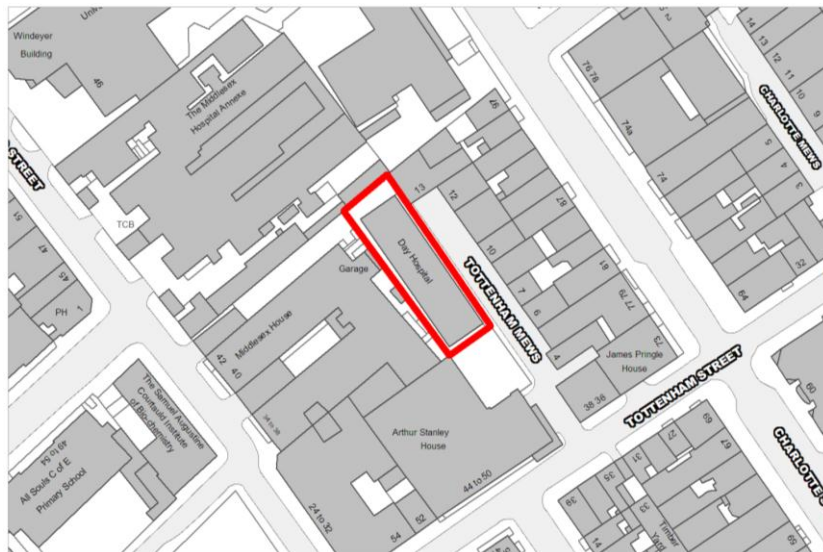
Relevant planning history

None

Existing use

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

4. Tottenham Mews Day Hospital



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

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

Key development principles

Land use

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

Public open space

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

Design

- Development of this site is required to preserve and enhance the character of the mews as well as the character of the wider Charlotte Street Conservation Area.

- Development should respond to the character of the mews with appropriate rhythm, scale and massing.
- Development should ensure suitable access to the facility and provide good levels of amenity for neighbouring properties.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

Sustainability

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

Site context

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

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

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

Planning designations

Charlotte Street Conservation Area

Wider Strategic Viewing Corridor

Relevant LDF policies

CS1, CS3, CS9, CS10, CS14, CS15, CS16

DP1, DP25, DP31

Relevant planning history

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

Existing use

Mental health resource centre

Grafton Way sites

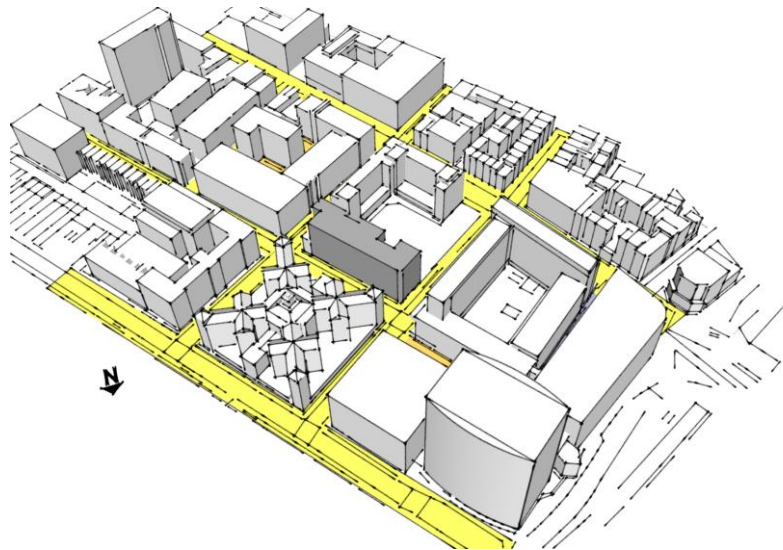
The two sites in this group are the Rosenheim Building (site 5 - on the corner of Grafton Way and Huntley Street) and the former Odeon cinema site (site 6 - on the corner of Grafton Way and Tottenham Court Road, next to the 1930s Paramount Court apartment block). They directly adjoin each other on Grafton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

Masterplanning principles

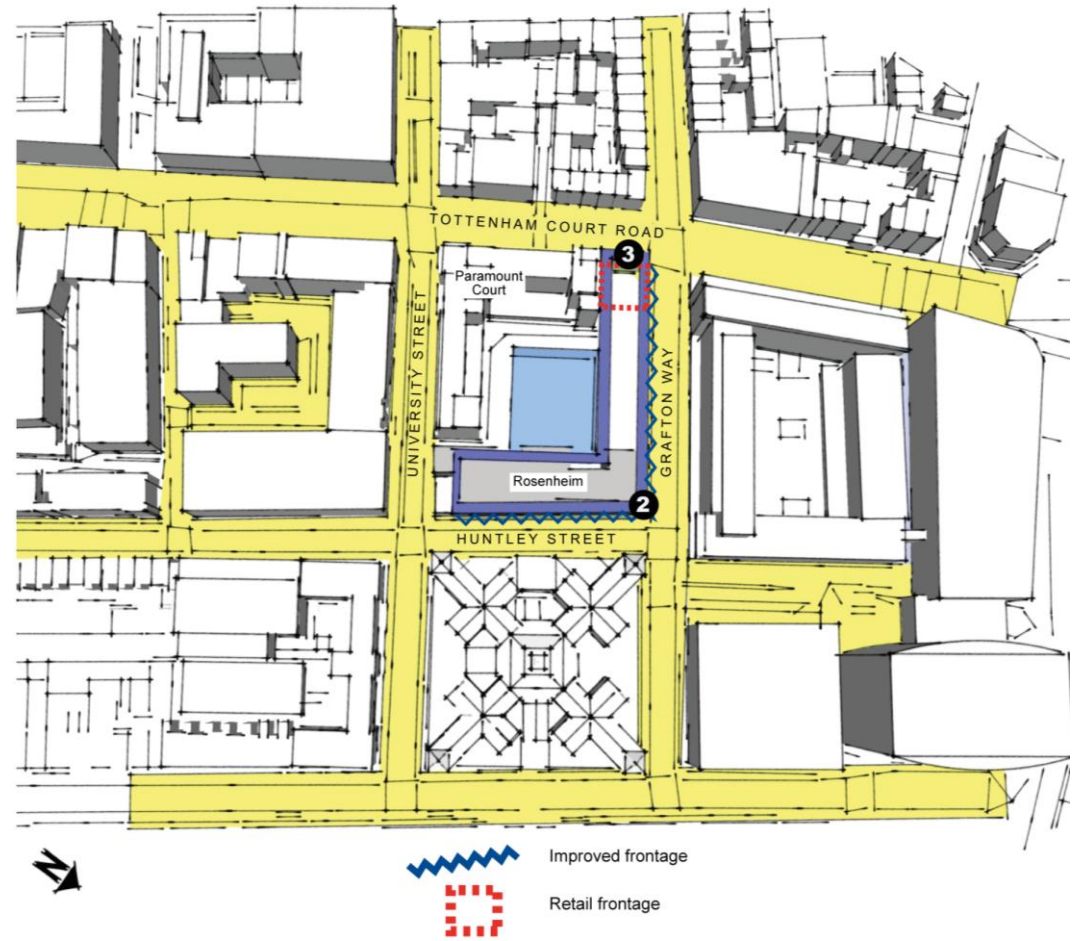
The illustrations on the following page show the existing site condition and the principles for future development. The number after each principle refers to those illustrations.

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

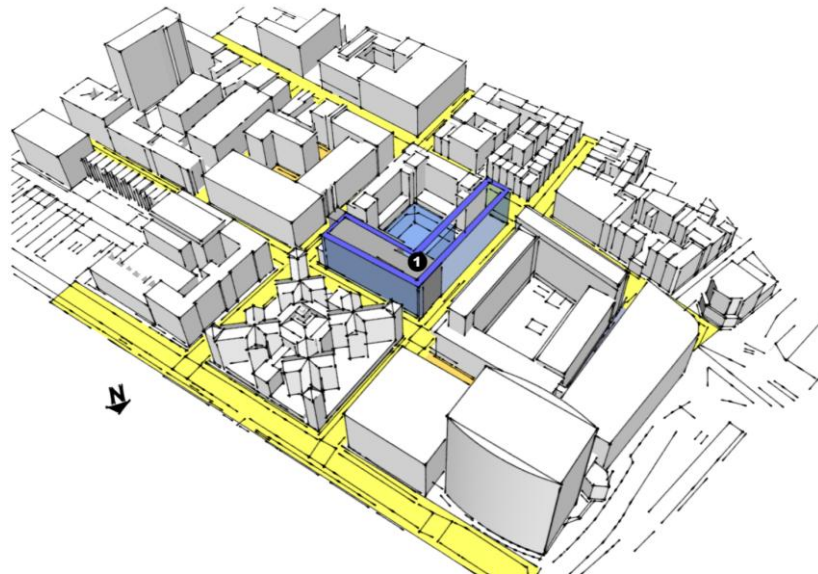
Grafton Way existing



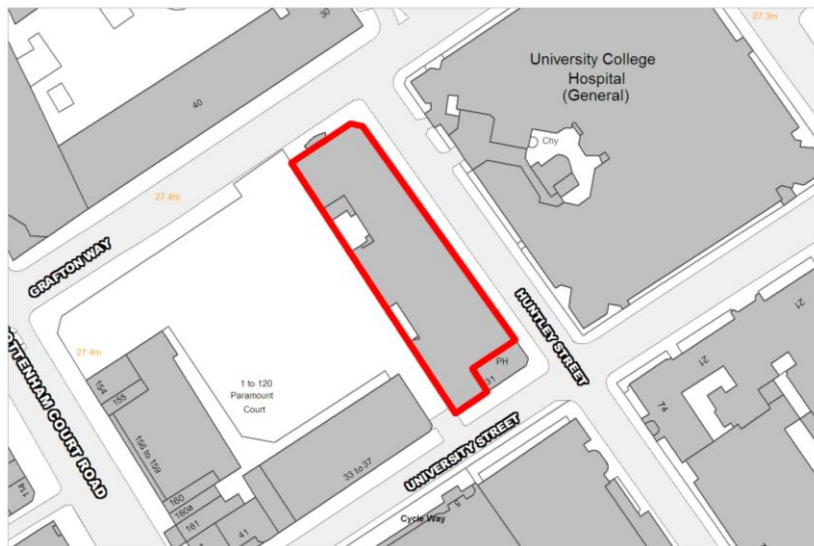
Grafton Way illustration of principles



Grafton Way illustration of principles



5. Rosenheim Building



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

Key development principles

Land use

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

Public open space

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

Design

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

Sustainability

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

Site context

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

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

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

Planning designations

Bloomsbury Conservation Area

Wider Strategic Viewing Corridor

Relevant LDF policies

CS1, CS3, CS9, CS10, CS14, CS15, CS16

DP1, DP25, DP31

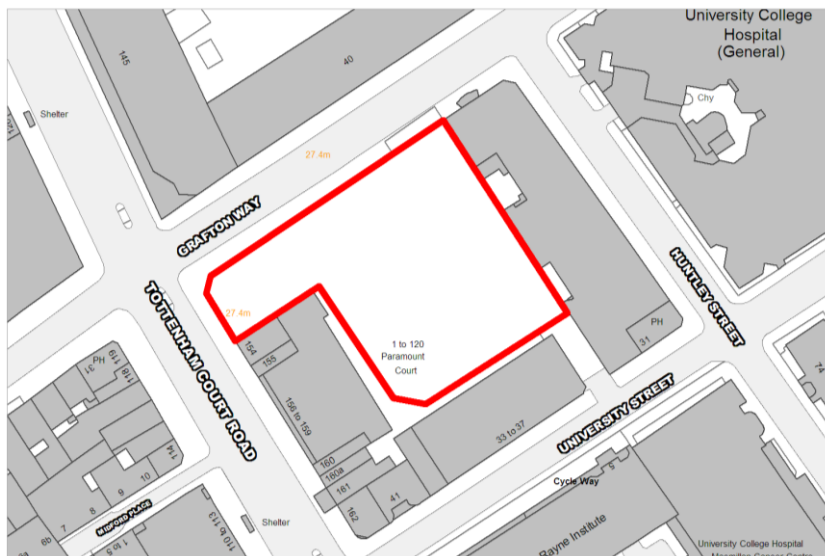
Relevant planning history

None

Existing use

Hospital outpatient and day-care services

6. Odeon site – Grafton Way



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

Key development principles

Land use

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

Public open space

- Development that increases the use of open space should provide new on-site public open space. Where on-site

provision is not practical, public open space should be provided on an identified site in the vicinity.

Design

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

Sustainability

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

Parking

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

Site context

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

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

Planning designations

Bloomsbury Conservation Area

Wider Strategic Viewing Corridor

Relevant LDF policies

CS1, CS3, CS9, CS10, CS15, CS16

DP1, DP31

Relevant planning history

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

The s106 agreement relating to the previous hospital-related planning permissions on this site and the main University College Hospital site required the provision of affordable housing on

other sites in the area. The vacant Middlesex Hospital Annex on Cleveland Street has been nominated to accommodate this.

Existing use

Vacant. Cleared site.

Huntley Street sites

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

Masterplanning principles

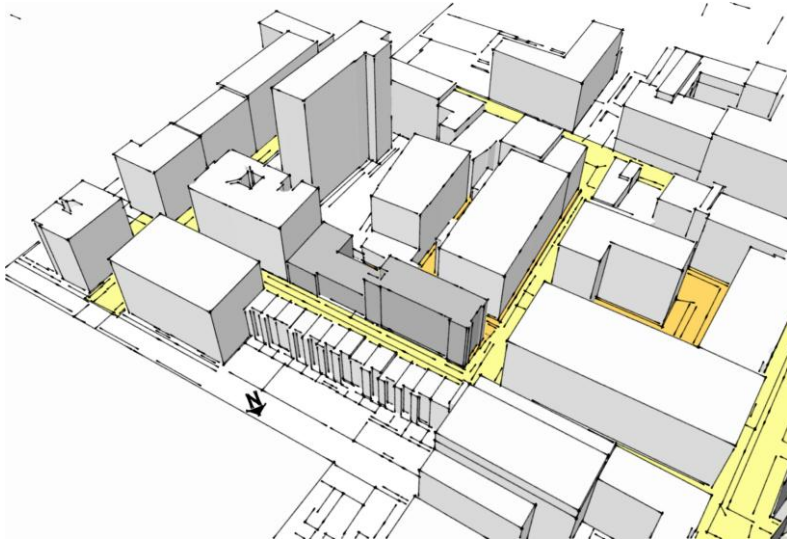
The illustrations on the following page show the existing site condition and the principles for future development. The number after each principle refers to those illustrations.

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

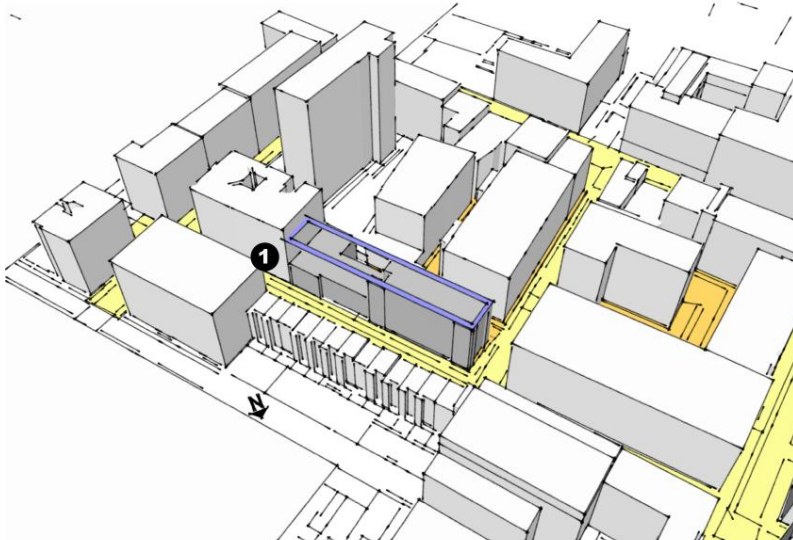
continue directly through to Huntley Street (3).

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

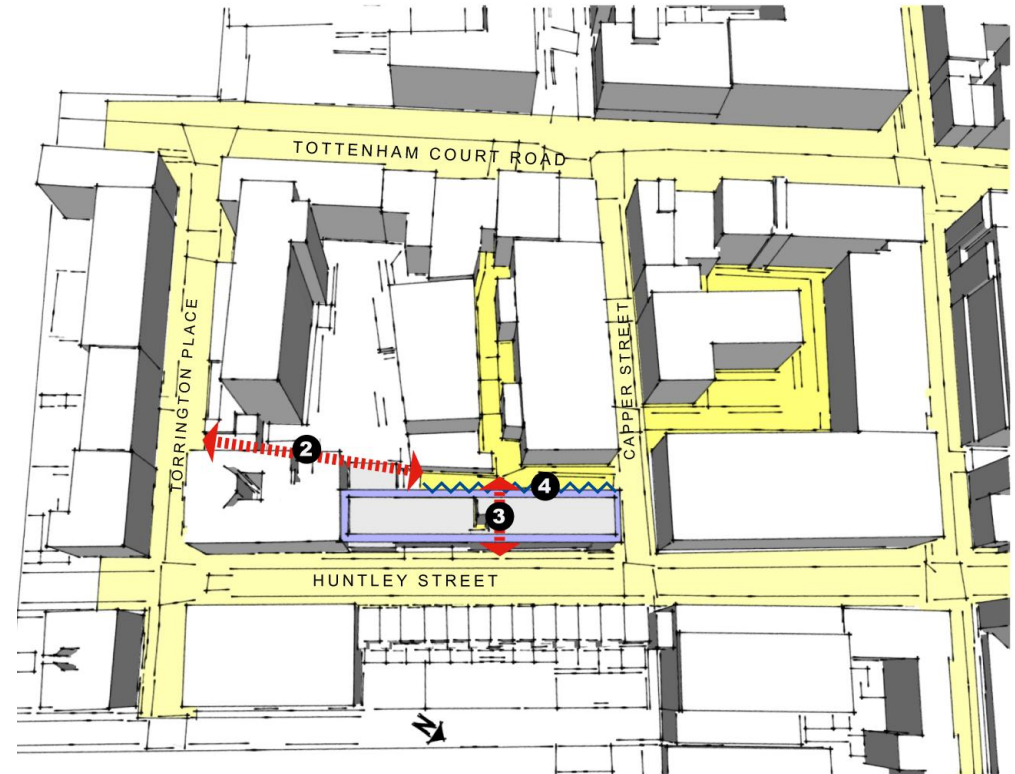
Huntley Street existing



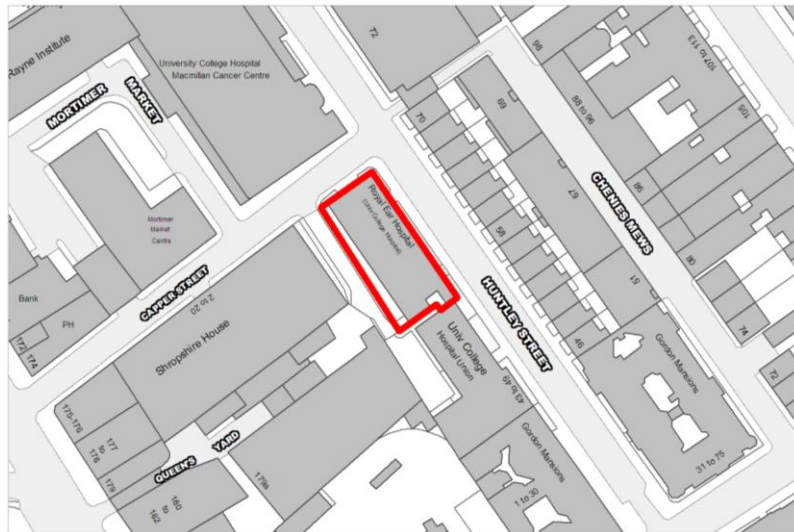
Huntley Street illustration of principles



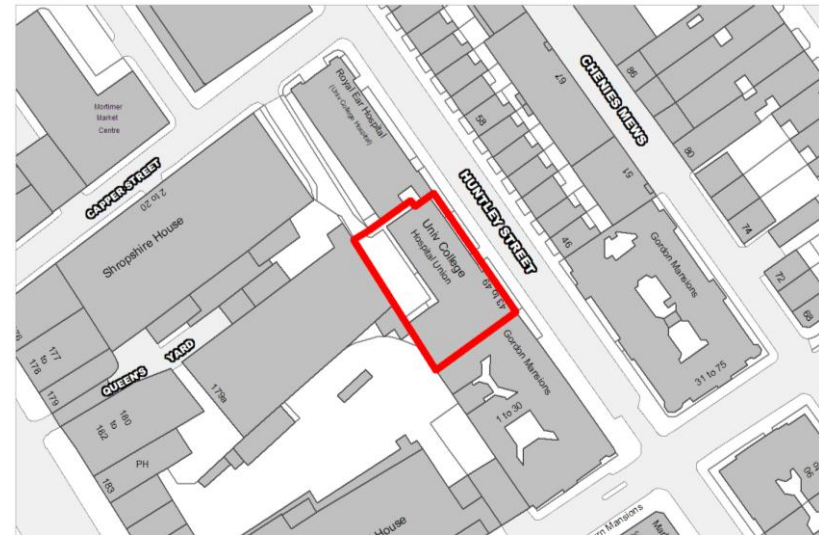
Huntley Street illustration of principles



7. Royal Ear Hospital, Huntley Street



8. Medical Students' Union



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

Key development principles

Land use

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

Public open space

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

Design

- The Royal Ear Hospital is identified as a 'Positive Contributor' to the conservation area and so there will be a presumption in favour of retaining the building.

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

Sustainability

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

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

Site contexts

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

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

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

The Medical Students' Union is owned by UCLH NHS Trust.

Planning designations

Bloomsbury Conservation Area

Relevant LDF policies

CS1, CS3, CS9, CS10, CS14, CS15, CS16

DP1, DP25, DP31

Relevant planning history

None

Existing use

Royal Ear Hospital - Vacant hospital with ancillary accommodation.

Medical Students' Union - Vacant student social and leisure facility



Tottenham Court Road south sites

This group comprises two adjacent sites on the west side of Tottenham Court Road – Central Cross (site 9) and 6-17 Tottenham Court Road (site 10). They are located one block north of Oxford Street in an area which will experience significant increases in activity related to the completion of Crossrail and Tottenham Court Road Station, which will have entrances at Oxford Street/ Dean Street and St Giles Circus/ Centrepoint. Many development-related proposals are emerging in the immediate area, including new buildings above the Crossrail ticket halls, a mixed-use scheme between St Giles High Street and Denmark Place, redevelopment of the Royal Mail depot on Rathbone Place, and possible redesign of Tottenham Court Road in association with the West End Project's aims to create more civilised streets with less traffic, lower traffic speeds and better public spaces. For further details of the West End Project see page 99 of the Plan.

Masterplanning principles

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

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

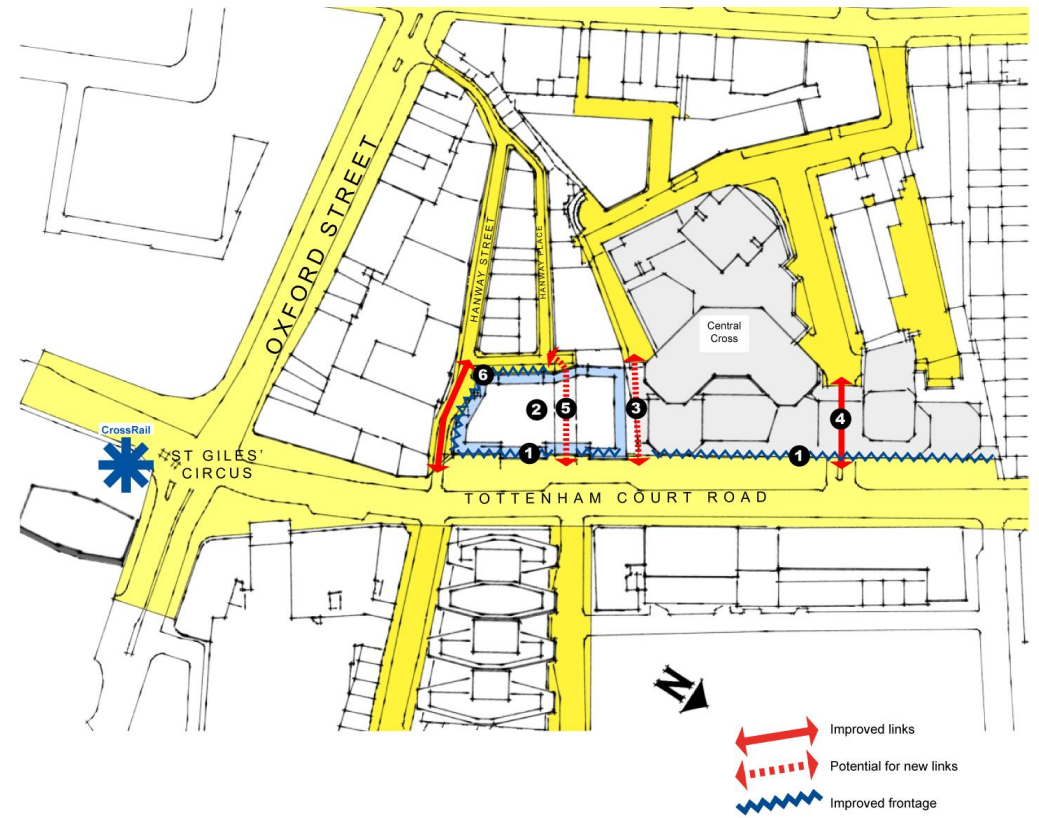
Redevelopment should break down the large building footprints and coarse grain and create a finer and more permeable street pattern that links in to the existing street network. Possible measures include:

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

Tottenham Court Road South existing



Tottenham Court Road South illustration of principles



Tottenham Court Road South illustration of principles



9. Central Cross, Tottenham Court Road



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

Key development principles

Land use

- The Council's preferred approach is to retain business, housing and retail uses and to seek to improve the retail premises.
- Any additional non-residential floorspace should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development.
- 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 that increases the use of open space should provide new on-site public open space. Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.
- Applicants should seek opportunities to provide publicly accessible open space at roof level.
- Development should contribute to an excellent public realm along Tottenham Court Road.

Design

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

Sustainability

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

Site context

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

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

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

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

Planning designations

Central London Frontage (Tottenham Court Road)

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

Wider Strategic Viewing Corridor

Relevant LDF policies

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

DP1, DP25, DP31

Relevant planning history

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

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

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

The proposal also involves internal alterations at ground floor level. As a whole, it would result in the creation of an additional 149m² of additional Class B1 commercial floorspace.

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

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

Existing use

Office, housing and retail

10. 6-17 Tottenham Court Road



The priorities for 6-17 Tottenham Court road are to provide a mix of uses, whilst preserving and enhancing the character and appearance of the Hanway Street Conservation Area.

Opportunities to improve permeability through the area will also be welcomed. Redevelopment could potentially provide around 3,000 sq m of additional floorspace, subject to complying with the following development principles.

Key development principles

Land use

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

Public open space and public realm

- Development that increases the use of open space should provide new on-site public open space. Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.
- Development should contribute to an excellent public realm both along Tottenham Court Road and Hanway Street / Hanway Place to the rear of the building.
- Proposals for redevelopment of 6-17 Tottenham Court Road should include investigation of a link from Hanway Place through to Tottenham Court Road subject to the considerations set out in the masterplanning principles.

Design

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

Sustainability

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

Site context

The 0.19 ha site is occupied by a relatively modern part 3- / part 5-storey commercial building which incorporates retail premises fronting Tottenham Court Road with office uses to the rear. A basement restaurant is accessed via Hanway Place. Residential

properties adjoin the site at 5 and 6 Hanway Place (created as part of the original development, but in a distinct building and not included as part of the opportunity site).

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

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

Planning designations

Hanway Street Conservation Area

Tottenham Court Road Growth Area

Central London Frontage (Tottenham Court Road)

Relevant LDF policies

CS1, CS2, CS7, CS14, CS15

DP1, DP25, DP31

Relevant planning history

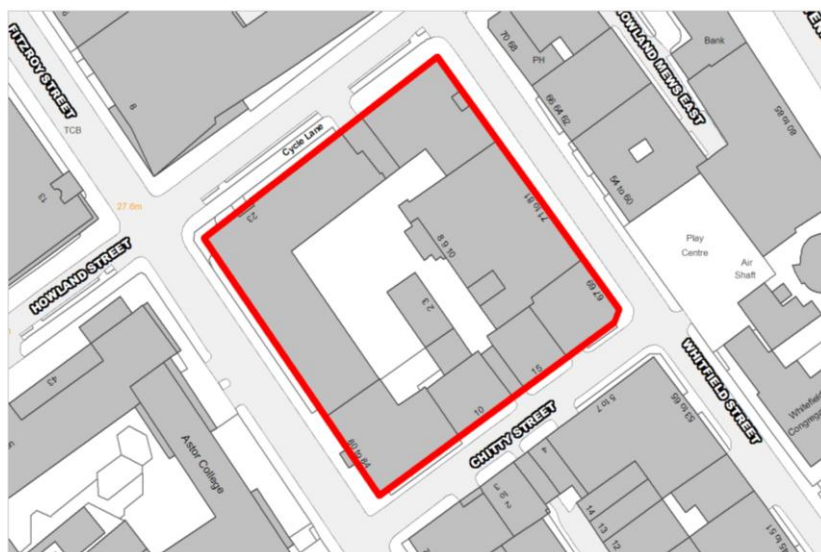
None

Existing uses

Retail, offices

Other sites

11. 80 Charlotte Street ('Saatchi block')



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

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

Key development principles

Land use

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

Public open space

- Development that increases the use of open space should provide new on-site public open space. The public open space contribution should be sufficient to meet the demands created by the development, therefore a larger space is expected than that contained within the approved scheme.
- On-site provision of public open space is considered to be practical given the scale of the site and footprint of the buildings.
- Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.
- Applicants should seek opportunities to provide publicly accessible open space within the central courtyard and at roof level.

Design

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

Sustainability

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

Site context

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

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

80 Charlotte Street is owned by Derwent London

Planning designations

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

Partly within Wider Strategic viewing corridor

Relevant LDF policies

CS1, CS3, CS8, CS9, CS14, CS15

DP1, DP24, DP25, DP31

Relevant planning history

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



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

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

Key development principles

Land use

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

Public open space

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

Design

- Development should preserve and enhance the character of the Charlotte Street conservation area, and preserve in particular those elements which make a positive contribution

to the area, including the strong sense of enclosure, continuous frontages, and variety of materials, including red/yellow brick and render.

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

Sustainability

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

Site context

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

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

Planning designations

Charlotte Street Conservation Area

Partly within Wider strategic viewing corridor

Relevant LDF policies

CS1, CS3, CS8, CS9, CS14, CS15

DP1, DP24, DP25, DP31

Relevant planning history

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

Existing use

Offices

13. Network Building, 95 Tottenham Court Road



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

Key development principles

Land use

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

Public open space

- Development that increases the use of open space should provide new on-site public open space.
- On-site provision of public open space is considered to be practical given the scale of this site and footprint of the buildings.
- Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.
- Development should retain Cypress Place, the mews running north-south through the centre of the site.

- Applicants should identify opportunities to significantly improve the local pedestrian environment along Howland Street.

Design

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

Sustainability

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

Site context

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

Howland Street, and reduces to 4/5 storeys along Whitfield Street and Howland Street with setbacks.

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

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

Planning designations

Partly within Central London Frontage

Partly within Strategic Viewing Corridor

Relevant LDF policies

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

DP1, DP31

Relevant planning history

None

Existing use

Offices and retail

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



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

Key development principles

Land use

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

Public open space

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

Design

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

Sustainability

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

Site context

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

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

Planning designations

Charlotte Street Conservation Area

Central London Frontage (61-63 Tottenham Court Road)

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

Wider Strategic Viewing Corridor

Relevant LDF policies

CS1, CS3, CS7, CS9, CS14, CS15

DP1, DP31

Relevant planning history

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

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

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

level and 8 additional residential units (9 in total) to upper floors (Classes A1/C3).

Applications (2012/2213/P and 2012/2220/P) submitted in April 2012 were withdrawn by the Council in February 2013.

Existing use

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



**PART 7
DELIVERY AND
MONITORING**

Delivery and Monitoring

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

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

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

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

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

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

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

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

Working with our partners

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

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

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

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



Planning benefits for Fitzrovia

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

Planning obligations

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

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

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

- community safety.

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

Community Infrastructure Levy

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

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

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

Mayor of London Community Infrastructure Levy (CIL)

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

The charge in Camden is £50 per m² on all uses except affordable housing, education and healthcare. The Council will be sending out liability notices setting out how much CIL will need to be paid if an affected planning application is implemented and who will be liable.

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

Camden's Community Infrastructure Levy (CIL)

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

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



Flexibility

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

Monitoring

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

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

Delivery Plan

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

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



Delivery Plan

| Land use | Project | Details | Likely delivery lead | Possible funding sources | Timescale | Notes |
|--|---|---|---------------------------|--------------------------|----------------------------|--|
| Housing (Core Strategy policy CS6) | Astor College (opportunity site 1) | Housing is the landowner's alternative option as student housing is the Council's preferred land use for this site. | UCL | Landowner funded | Long term | Redevelopment could potentially provide around 1,600sqm of additional floorspace, an element of which could include housing. |
| | Middlesex Hospital Annex (opportunity site 2) | Housing is expected to be the predominant use on this site. | UCLH NHS Foundation Trust | Landowner funded | Short / medium term | A s106 obligation – related to the main UCH site – was agreed to deliver at least 30 socially rented homes on this site and potentially a further 1425 sq m of affordable housing. |
| | Arthur Stanley House (opportunity site 3) | Housing is expected on this site as no long term requirement for the established medical / healthcare uses has been identified. | UCLH NHS Foundation Trust | Landowner funded | Medium / long term | This site may be needed for short / medium-term medical / healthcare use in association with the reorganisation of other UCH landholdings and facilities. |
| | Rosenheim Building (opportunity site 5) | Housing is the landowner's alternative option as medical/ healthcare uses are the Council's preferred land use for this site. | UCLH NHS Foundation Trust | Landowner funded | Long term (if for housing) | This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a Proton Beam Therapy Centre. |

| Land use | Project | Details | Likely delivery lead | Possible funding sources | Timescale | Notes |
|----------|--|---|---------------------------|--------------------------|-------------------------------|--|
| | Odeon Site, Grafton Way (opportunity site 6) | Housing is the landowner's alternative option, as part of a mixed-use scheme, as medical/ healthcare uses are the Council's preferred land use for this site. | UCLH NHS Foundation Trust | Landowner funded | Long term (if for housing) | This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a Proton Beam Therapy Centre. |
| | Royal Ear Hospital (opportunity site 7) | Housing is the landowner's alternative option as medical/ healthcare uses are the Council's preferred land use for this site. | UCLH NHS Foundation Trust | Landowner funded | Long term (if for housing) | This site is likely to come forward for medical / healthcare uses in the medium term. |
| | Medical Students' Union (opportunity site 8) | Housing is the landowner's alternative option as medical/ healthcare uses are the Council's preferred land use for this site. | UCLH NHS Foundation Trust | Landowner funded | Long term (if for housing) | This site is likely to come forward for medical / healthcare uses in the medium term. |
| | Central Cross (opportunity site 9) | Where non-residential floorspace is proposed the Council will seek a matching amount of permanent self-contained housing. | Derwent London | Landowner funded | Long term | Low intervention proposals are possible in the short term, but wider redevelopment will only take place in the longer term. |

| Land use | Project | Details | Likely delivery lead | Possible funding sources | Timescale | Notes |
|----------|--|---|---------------------------------------|--------------------------|---------------------|---|
| | 6-17 Tottenham Court Road (opportunity site 10) | Housing is expected as part of a mixed-use scheme, including retail use. | Land Securities / Frogmore Properties | Landowner funded | Medium / long term | <p>Redevelopment could provide around 3,000sqm of additional floorspace, an element of which could include housing.</p> <p>Given landowner intentions it is likely that the site will only be developed in the long term.</p> |
| | 80 Charlotte Street / Asta House (opportunity sites 11 & 12) | Housing is expected as part of a mixed-use scheme, including business uses. | Derwent London | Landowner funded | Short / medium term | <p>The approved scheme is due to provide 5,780sqm of housing (55 homes, of which 15 are affordable).</p> <p>The approved scheme is anticipated to be delivered by 2016.</p> |
| | Network Building (opportunity site 13) | Where non-residential floorspace is proposed the Council will seek a matching amount of permanent self-contained housing. | Derwent London | Landowner funded | Medium / long term | <p>Redevelopment could potentially provide approximately 5,500sqm of additional floorspace, an element of which could include housing.</p> <p>Delivery is likely to be medium / long term since Derwent London will seek to complete 80 Charlotte Street before commencing another major development.</p> |

| Land use | Project | Details | Likely delivery lead | Possible funding sources | Timescale | Notes |
|---|---|--|---|--|---------------------|---|
| | 61-63 Tottenham Court Road & 1-7 and 11-13 Goodge Street (opportunity site 14) | Housing is expected on upper Dukelease floors, with retail at ground floor. | | Landowner funded | Short / medium term | Development of these sites will be relatively modest in scale. |
| Student housing (Core Strategy policy CS6) | Astor College (opportunity site 1) | Student housing is the Council's preferred land use for this site. | UCL | Landowner funded | Long term | Redevelopment could potentially provide around 1,600sqm of additional floorspace. |
| Open space (Core Strategy policy CS15) | Alfred Place 1.2 Alfred Place | Create public open space by reclaiming carriageway space and moving car parking while maintaining adequate servicing arrangements to support the viable use of properties on Alfred Place. | <ul style="list-style-type: none"> ○ Council Highways and Transport service ○ Council Parks and Open Spaces service | <ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London | Medium term | High priority. Project may only happen if funding becomes available in the future. |

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

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

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

| Land use | Project | Details | Likely delivery lead | Possible funding sources | Timescale | Notes | |
|----------|----------------|---|--|---|--|--------------------|---|
| | | | Spaces service | | | | |
| | Fitzroy Square | 5.1 The Warren | Improve the park including the multi use games area, the play space, planting and seating. | <ul style="list-style-type: none"> ○ Council Highways and Transport service ○ Council Parks and Open Spaces service | <ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London | Medium term | High priority. Project may only happen if funding becomes available in the future. |
| | | 5.4 Whitfield Street near the Warren | Move car parking from adjacent to the Warren to improve lines of sight. Install a raised pavement to reduce traffic speeds. Install crossing points for pedestrians. | <ul style="list-style-type: none"> ○ Council Highways and Transport service ○ Council Parks and Open Spaces service | <ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London | Medium term | High priority. Project may only happen if funding becomes available in the future. |
| | Fitzroy Square | 5.5 Fitzroy Street & Warren Street | Close Fitzroy Street between Euston Road and Warren Street to traffic to create public space. | <ul style="list-style-type: none"> ○ Council Highways and Transport service | <ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London | Medium / long term | Medium priority. Project may only happen if funding becomes available in the future, and will be reliant on the outcome of an experimental closure of Warren Street. |
| | | 5.6 Cleveland Street | Raise parking bays to create a widened footway. | <ul style="list-style-type: none"> ○ Council Highways and Transport service | <ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London | Medium / long term | Low priority. Project may only happen if funding becomes available in the future. The western side of the street |

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

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

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

| Land use | Project | Details | Likely delivery lead | Possible funding sources | Timescale | Notes |
|---------------------------------------|--|---|---------------------------|--------------------------|--|---|
| Offices (Core Strategy policy CS8) | Odeon Site, Grafton Way (opportunity site 6) | Offices could form part of the landowner's alternative option (a mixed-use scheme with housing), as medical/healthcare uses are the Council's preferred land use for this site. | UCLH NHS Foundation Trust | Landowner funded | Long term (if for a scheme including offices) | This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a Proton Beam Therapy Centre. |
| | 80 Charlotte Street / Asta House (opportunity sites 11 & 12) | Office space is expected as part of a mixed-use scheme, including housing and flexible retail uses. | Derwent London | Landowner funded | Short / medium term | The approved scheme is due to provide 8,411sqm of B1 (office) uses. The approved scheme is anticipated to be delivered by 2016. |
| | Network Building (opportunity site 13) | Office use is the Council's preferred land use for this site. | Derwent London | Landowner funded | Medium / long term | Redevelopment could potentially provide approximately 5,500sqm of additional floorspace, an element of which could be in office use. Delivery is likely to be medium / long term since Derwent London will seek to complete 80 Charlotte Street before commencing another major development. |

| Land use | Project | Details | Likely delivery lead | Possible funding sources | Timescale | Notes |
|---|---|--|---|--------------------------|---|--|
| Medical / healthcare (Core Strategy policy CS16) | Arthur Stanley House (opportunity site 3) | Medical / healthcare uses are the established use on this site but are not expected to be required in the long term. | UCLH NHS Foundation Trust | Landowner funded | Short / medium/ term (if for medical / healthcare uses) | No long term requirement for the established medical / healthcare use has been identified. However, this use may be needed in the short / medium term in association with the reorganisation of other UCH landholdings and facilities. |
| | Tottenham Mews Day Hospital (opportunity site 4) | Medical/ healthcare uses are the Council's preferred land use for this site. | Camden and Islington NHS Foundation Trust | Landowner funded | Short / medium term | Redevelopment could potentially provide approximately 1,400sqm of additional medical / healthcare floorspace. |
| | Rosenheim Building (opportunity site 5) | Medical/ healthcare uses are the Council's preferred land use for this site. | UCLH NHS Foundation Trust | Landowner funded | Medium term | This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a Proton Beam Therapy Centre. |
| | Odeon Site, Grafton Way (opportunity site 6) | Medical/ healthcare uses are the Council's preferred land use for this site. | UCLH NHS Foundation Trust | Landowner funded | Medium term | This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a Proton Beam Therapy Centre. |

| Land use | Project | Details | Likely delivery lead | Possible funding sources | Timescale | Notes |
|----------|---|--|---------------------------|--------------------------|-------------|--|
| | Royal Ear Hospital (opportunity site 7) | Medical/ healthcare uses are the Council's preferred land use for this site. | UCLH NHS Foundation Trust | Landowner funded | Medium term | This site is likely to come forward for medical uses in the medium term. |
| | Medical Student's Union (opportunity site 8) | Medical/ healthcare uses are the Council's preferred land use for this site. | UCLH NHS Foundation Trust | Landowner funded | Medium term | This site is likely to come forward for medical uses in the medium term. Redevelopment could potentially provide approximately 2,600sqm of additional floorspace. |



Strategic Planning and Implementation
London Borough of Camden March 2014