

4 Central London Area food, drink and entertainment, specialist and retail uses

KEY MESSAGES

- We seek to maintain the mixed use character of the Central London area, protect the retail function of shopping streets and maintain specialist uses.
- We seek to prevent concentrations of food drink and entertainment uses that cause harm to the character of the area and the amenity of local residents.
- Guidance is given for individual frontages, taking into account their specific circumstances.

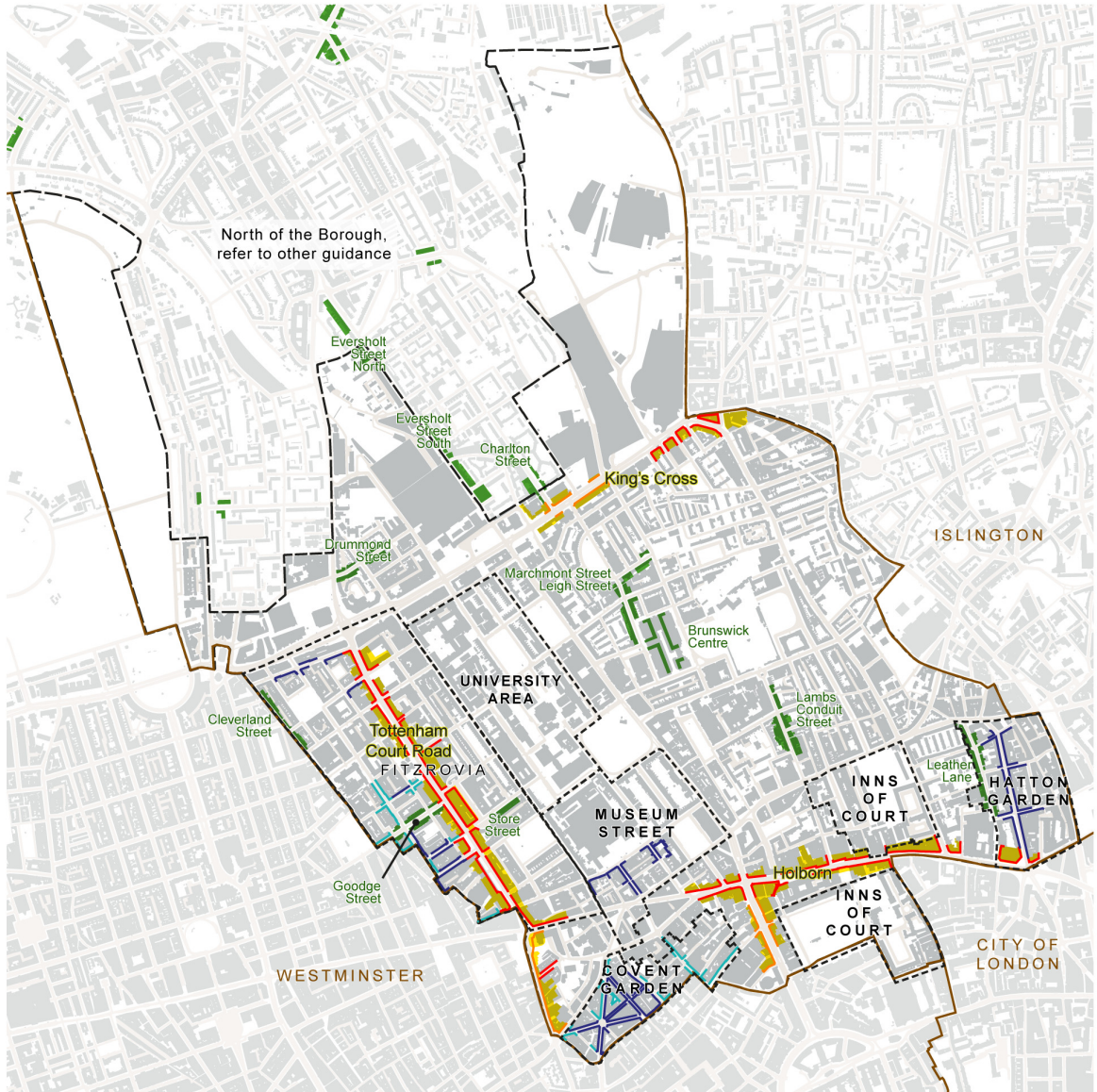
4.1 Camden's Central London Area plays an important part in providing the vibrancy, diversity and identity that makes the borough such a popular place to visit and live in. It also forms a key part of London's Central Activities Zone whose unique role, character and mix of uses provides much of the capital's distinctiveness.






4.2 The Central London Area includes:

- a number of local areas with their own identifiable character;
- three Central London Frontages; and
- a number of neighbourhood centres.

This section provides guidance on the Council's approach to planning applications for food, drink and entertainment, specialist and retail uses in these areas.

Map 7. Central London Designations



-  Borough boundaries
-  Central Activity Zone
-  **Holborn**
Central London Frontage:
Area, primary frontage, secondary frontage
-  **FITZROVIA**
Central London Local Area
Area, Primary frontage, secondary frontage
-  **Goodge Street**
Neighbourhood Centre

Central London Frontages

- 4.3 Central London Frontages are major shopping areas within the Central London Area. They generally either have an international, national or London-wide role in the shopping services that they provide, including a range of comparison or convenience goods and services for the local resident, worker and visitor populations.
- 4.4 Camden has three Central London Frontages:
- Tottenham Court Road / Charing Cross Road
 - Holborn (High Holborn / Holborn and Kingsway)
 - King's Cross / Euston Road
- 4.5 These areas are shown on Map 7. General guidance for these Frontages is set out below, followed by specific guidance for each Frontage.

General Guidance

Retail and specialist uses

- 4.6 Central London Frontages have an important retail function and planning permission will not be granted for the net loss of retail (Use Class A1) floorspace where it will damage the character and function of a Central London Frontage in line with Policy DP12 in Camden Development Policies.

Consolidating and strengthening the role of the Central London Frontages

- 4.7 LDF Policy DP12 and policy CS7 in Camden Development Policies guide uses that are major generators of travel demand to areas well served by public transport, including the Central London Area. In the Central London Frontages, where there are ground floor offices or other uses that do not contribute to their character and function, planning permission will be granted for the creation of new shop premises or other appropriate uses. New development will be expected to contain appropriate ground floor uses in line with the Council's mixed-use requirements in LDF Policies DP1 and DP12 of Camden Development Policies. This approach will also be applied to the small 'gaps' that exist between parts of the Central London Frontages to create more cohesive shopping areas.
- 4.8 In some locations there are scattered commercial premises that are considered potentially suitable for the expansion of a Central London Frontage on New Oxford Street, the south of Kingsway and west of Euston Road. Planning permission will be granted for some expansion of an appropriate mix of commercial facilities, although the Council will ensure that development does not cause harm to residential amenity. It

may be appropriate to provide breaks in commercial activities in specific locations adjacent to concentrations of residential development.

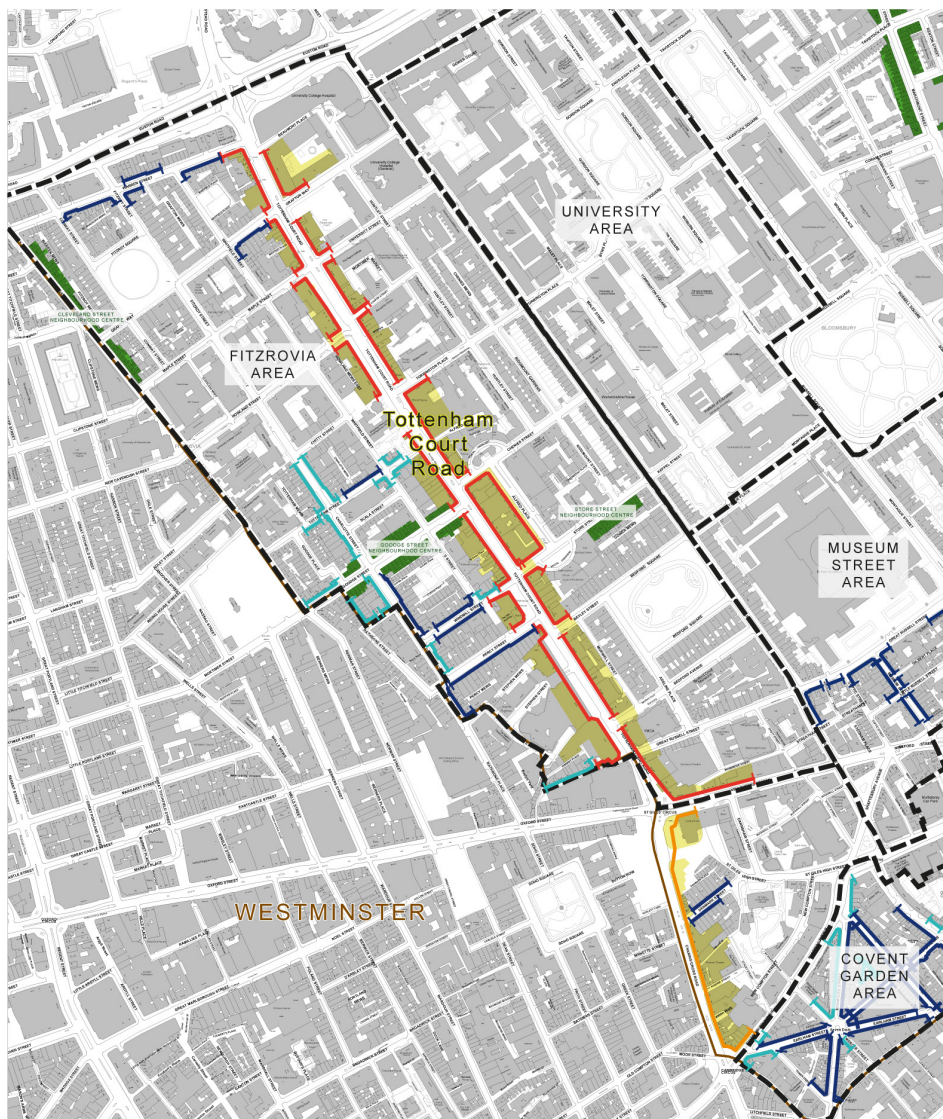
Food, drink and entertainment uses






- 4.9 Central London Frontages are considered generally appropriate locations for new food, drink and entertainment uses, as they have good public transport provision (including late-night services) and are busy, commercial streets with limited residential development. This, however, needs to be balanced against the need to protect their retail functions and protect the amenity of those who live in the area, and this is reflected in the detailed guidance set out below. Central London Frontages are subject to the general guidance on food, drink, and entertainment uses outlined in Section 6. For all planning applications, the Council will not grant consent for proposals that it considers would cause harm to the vitality and viability of the area.

Tottenham Court Road / Charing Cross Road Central London Frontage

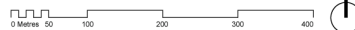
4.10 This Central London Frontage takes in virtually the whole length of Tottenham Court Road from Euston Road to St Giles Circus (Map 8). It also takes in the immediately adjoining area of New Oxford Street, and the eastern side of Charing Cross Road as far as Cambridge Circus. (The western side of Charing Cross Road falls within the City of Westminster.) Guidance on these areas is set out below. More information on this area can be found within Section 6 of this document as well as the Fitzrovia Area Action Plan.

Map 8. Tottenham Court Road and Charing Cross Road



-  Borough boundaries
-  Central Activity Zone
-  Holborn Central London Frontage: Area, primary frontage, secondary frontage
-  Fitzrovia Central London Local Area, Primary frontage, secondary frontage
-  Goode Street Neighbourhood Centre

Tottenham Court Road Central London Frontage



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Tottenham Court Road

- 4.11 The Tottenham Court Road and the immediately adjoining area of New Oxford Street shopping area comprises over 180 ground floor commercial premises. It is characterised by larger-scale developments and large retail premises and contains about 90% of the overall premises in this Central London Frontage. Concentrations of furniture/home furnishings and electrical goods shops of London-wide significance are located here. These uses are intermingled with High Street multiples providing a range of convenience goods and services.
- 4.12 Food, drink and entertainment uses tend to be interspersed among other uses. Within this part of the Central London Frontage is a theatre, casino, cinema, a nightclub as well as several restaurants, cafés, takeaways and public houses/bars.
- 4.13 There has been a rise in the number of sandwich bars and cafes in Tottenham Court Road operating out of shop premises (Use Class A1), many occupied by High Street chains. A large majority of cafes along Tottenham Court Road operate within the A1 shop use class. The law does not say at what point a change of use happens between Class A1 and Class A3; therefore, the Council has to consider each application on a case by case basis.
- 4.14 The creation of large numbers of cafe uses is a concern as it could disrupt the shopping character of the street. Due to the importance of its retail role, which the Council does not wish to see diminished, planning permission will generally not be granted for changes of use from Use Class A1 to other uses at ground floor level in the designated frontages on Tottenham Court Road if the proposal takes the proportion of A1 use in the frontage below 80%.

Summary of Planning Guidance

Area	Policy Direction	Policy approach
Tottenham Court Road	Protect retail uses	The Council will generally resist proposals that would result in: <ul style="list-style-type: none"> • Less than 80% A1 retail use in each individual frontage

Charing Cross Road

- 4.15 Two thirds of the premises in Charing Cross Road, part of the Central London Frontage are in retail use, with book shops and music shops accounting for about half the total number of premises in shop use.
- 4.16 The retail function of this part of the Central London Frontage is not as significant in terms of size or number of uses as the Tottenham Court Road / New Oxford Street area, but the uses do support other

concentrations of specialist book and music shop uses in Charing Cross Road and Denmark Street. It is considered that this part of the Central London Frontage has the potential to accommodate some additional non-retail uses provided that the overall level of shop use (Use Class A1) does not fall below two thirds (66%) of uses on the frontage shown on Map 8 (see Appendix 3 for calculation of the percentages for frontages).

- 4.17 This area is dominated by offices, with little residential development and therefore a higher level of food, drink and entertainment uses is considered acceptable. Planning permission for food, drink and entertainment uses may be granted in this area, provided development does not result in a harmful concentration or cause harm to amenity, and does not result in a reduction of A1 retail uses to less than two thirds (66%) of uses on the frontage shown on Map 8. This allows some flexibility for limited growth of these uses.

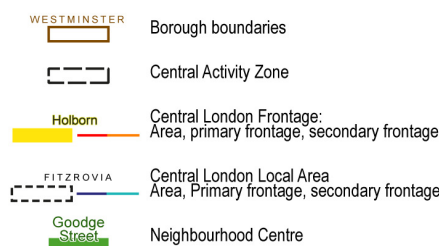
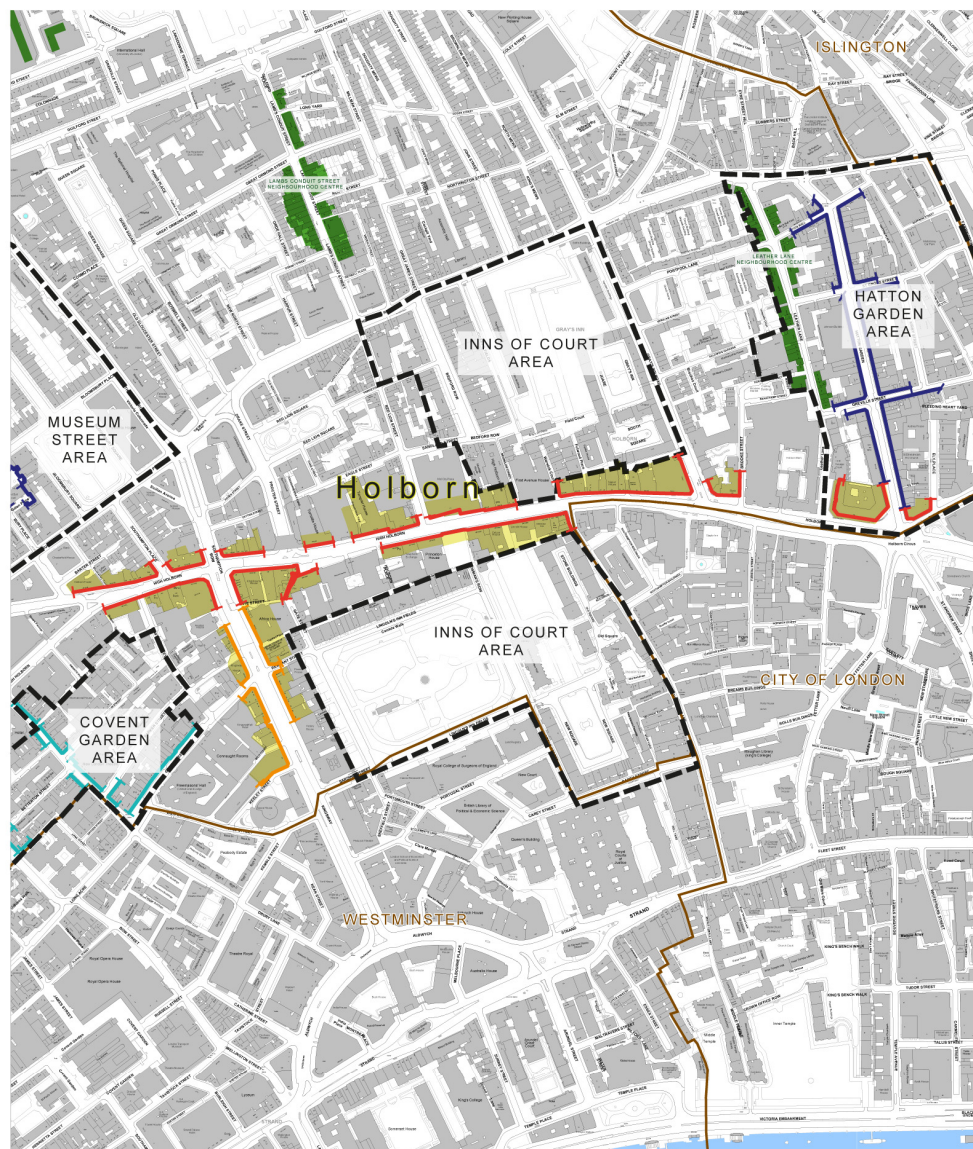
Summary of Planning Guidance

Area	Policy Direction	Policy approach
Charing Cross Road	Protect the retail function of the area	<ul style="list-style-type: none"> Planning permission for food, drink and entertainment uses may be granted in this area, as long as it does not result in a reduction in A1 retail uses to less than two thirds (66%) of uses on the frontage shown on Map 8

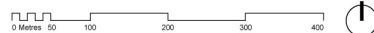
Holborn Central London Frontage

4.18 Holborn Central London Frontage covers High Holborn / Holborn, from the junction of New Oxford Street to Holborn Circus, and most of Kingsway south of High Holborn. (The southern side of High Holborn / Holborn east of Chancery Lane is within the City of London.) The Frontage is located in an area dominated by office development, and large office entrances often break up the continuity of shop premises. Therefore this Central London Frontage is not continuous as there are small gaps where offices and hotels without a shopping component have been excluded.

Map 9. Holborn Central London Frontage



High Holborn and Kingsway Central London Frontage



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- 4.19 Holborn Central London Frontage contains approximately 150 ground floor commercial premises and largely operates as a town centre for workers and the Holborn area's residential community.
- 4.20 Retail uses are characterised by High Street multiple outlets and convenience stores. Slightly less than half of all premises are in retail use and financial and professional services are well represented. Food, drink and entertainment uses are interspersed amongst these other uses, and are also characterised by High Street chains. Slightly less than a quarter of all premises are occupied by food, drink and entertainment uses.
- 4.21 A grouping of food, drink, and entertainment uses has developed on Kingsway south of Gate Street on the fringe of the Central London Area and includes a mixture of High Street multiples and independent outlets.
- 4.22 General guidance for food, drink and entertainment uses is set out in Section 6. For all applications, the Council will not grant consent for proposals that it considers would cause harm to the character of the area or amenity.
- 4.23 The Council seeks to protect the retail function of this Central London Frontage in line with LDF policy DP12 in Camden Development Policies. Planning permission will not be granted for development involving the loss of A1 retail uses which results in A1 retail uses falling below 50% of the total premises in each individual frontage as shown on Map 9 (see Appendix C for calculation of the percentage of uses in frontages).
- 4.24 Holborn Central London Frontage is considered an appropriate location for food, drink and entertainment uses. However, to protect the main area of retail use and allow for other service uses (particularly within Use Class A2 such as banks), planning permission will not be granted for development that results in more than 25% of premises in each individual frontage shown on Map 9 being in food, drink or entertainment use. This allows some flexibility for limited growth of food, drink and entertainment uses.
- 4.25 An exception will apply to a small section on the fringe of this Central London Frontage in Kingsway south of Gate Street, which is considered particularly suitable for providing a greater amount of food, drink and entertainment uses. This area is dominated by offices, with little residential development and therefore a higher level of food, drink and entertainment uses is considered acceptable. There is already a high percentage of food, drink, and entertainment uses and up to 40% food, drink and entertainment uses may be permitted in each individual frontage indicated on Map 9. This allows some flexibility for limited growth of food, drink and entertainment uses.

Planning Guidance

Area	Policy Direction	Policy approach
High Holborn	Protect retail uses and the retail function of the area	<ul style="list-style-type: none"> • The Council will generally resist proposals that would result in less than 50% of the total premises in each individual frontage being in A1 retail use. • Planning permission for food, drink and entertainment uses will be granted in this area, as long as it does not exceed the maximum of 25% of premises being in that use within each frontage.
Kingsway south of Gate Street	Protect and encourage the mix of uses in the area.	<ul style="list-style-type: none"> • Planning permission for food, drink and entertainment uses will be granted in this area, as long as it does not exceed the maximum of 40% of premises being in that use within each frontage.