

premises away from the main shopping streets (particularly shops that are on their own or in small groups) where rents are lower. These premises are in danger of being displaced by higher value retail and non-retail uses. The high value of housing in Fitzrovia has prompted the conversion of many commercial premises for housing, and the more isolated shops are particularly vulnerable. The Council will therefore seek to retain existing retail units and maintain the overall stock of retail premises whether or not they are occupied by a specialist shop.

Fitzrovia Area Planning Guidance



Policy Direction	Policy approach
<p>Protect the retail role of Fitzrovia and the specialist retail uses, Maintain the mixed use character of the area and balance the needs of people who live in the area with those who visit the area, and Avoid clusters of food drink and entertainment uses that cause harm to the amenity of the area and to the residential population.</p>	<p>Primary Frontages</p> <p>For each Primary Frontage, planning permission will generally not be granted for development that results in:</p> <ul style="list-style-type: none"> • Less than 80% of the total number of units in that frontage being A1 retail use, (The proportion of A1 retail use in all primary frontages in the area is currently below 80% and therefore further loss of A1 use will be resisted unless circumstances change.) • More than 25% of the total number of units in that frontage being in food, drink and entertainment uses, • More than two food, drink and entertainment uses consecutively, or • Food, drink and entertainment uses greater than 100sq m. <p>The Council will also take into account the number and mix of uses in adjacent and opposite premises in assessing applications.</p> <p>Secondary frontages</p> <p>For each Secondary Frontage, planning permission will generally not be granted for development that results in:</p> <ul style="list-style-type: none"> • Loss of retail units (Use Class A1) which contribute positively to the character, function, vitality, viability and amenity of the area. • More than 25% of the total number of units in that frontage being in food, drink and entertainment uses, • More than two food, drink and entertainment uses consecutively, or • Food, drink and entertainment uses greater than 100sq m. <p>The Council will also take into account the number and mix of uses in adjacent and opposite premises in assessing applications.</p> <p>All other properties in the area</p> <p>For all other properties in Fitzrovia, planning permission will generally not be granted for development that results in loss of retail units which contribute positively to the character, function, vitality, viability and amenity of the area.</p> <p>New food, drink or entertainment uses outside of the primary and secondary frontages are likely to cause harm to the residential amenity and generally will not be granted.</p>

Hatton Garden

4.55 Hatton Garden is located in the Holborn area, on the south-eastern edge of the Borough. It is bounded by Leather Lane, Holborn, Farringdon Road and Clerkenwell Road.

Map 13. Hatton Garden Central London Area



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

Hatton Garden Central London Area



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- 4.56 The area is London and the UK's largest jewellery district and has been established as a centre for the jewellery and diamond trade since the 19th century. Today the area is home to nearly 500 businesses and over 50 shops related to the industry. Other jewellery-related uses include wholesalers, precious metal traders, precision instruments manufacturers, and the offices of jewellery firms. There is a high degree of interdependency between the different jewellery-related uses that is of benefit to the operation of their activities.
- 4.57 The area also contains other light industrial uses particularly associated with the media, graphics and printing along with a significant amount of the Borough's manufacturing employment.
- 4.58 Hatton Garden is not homogenous in character and can be divided into three parts:
- The main jewellery retail area, which is focused around Hatton Garden (the street) and its immediate cross streets;
 - An area to the east which is characterised by larger-scale office building; and
 - Leather Lane, a designated Neighbourhood Centre on the western fringe of Hatton Garden, which is characterised by general shopping uses and upper floor jewellery workshops, but virtually no specialist jewellery retailing.

Offices and Light Industrial Uses

- 4.59 The jewellery-related and other light industrial uses in the Hatton Garden jewellery area are important to the overall amount and diversity of employment in the Borough. The potential threat to these uses from higher value uses means that the Council seeks to protect both offices and light industrial development in Hatton Garden.
- 4.60 Through policy DP13 – *Employment premises and sites* in Camden Development Policies we will retain land and buildings that are suitable for continued business use. In line with DP13, exceptions to this will only be made where it can be demonstrated that a site or building is no longer suitable for its existing business and where supporting evidence is provided.
- 4.61 Through policy DP13 the conversion of office premises in Hatton Garden to residential or community (D1) use will only be permitted where 50% of the floorspace is provided as affordable B1c light industrial space for use as jewellery sector workshops. In accordance with policy DP1 – *Mixed use development* in Camden Development Policies, where proposals involve an increase in office (B1a) or residential floorspace then 50% of the increase must be provided as jewellery sector B1c space. Where jewellery sector workshop space is provided, we will require the space to be marketed at rents comparable to average rents paid by existing jewellery manufacturers for comparable premises in Hatton Garden.

- 4.62 Where it has been agreed by the Council that the provision of jewellery workshop space is not possible in a redevelopment scheme, we will still require the provision of residential floorspace in line with Policy DP1. In addition we will require a financial contribution towards the support of the jewellery industry. The level of contribution will be related to the area of workspace that would otherwise have been expected.
- 4.63 Please also see section 7 of this guidance and CPG 8 – *Planning Obligations* for further information.

Specialist retail uses in Hatton Garden

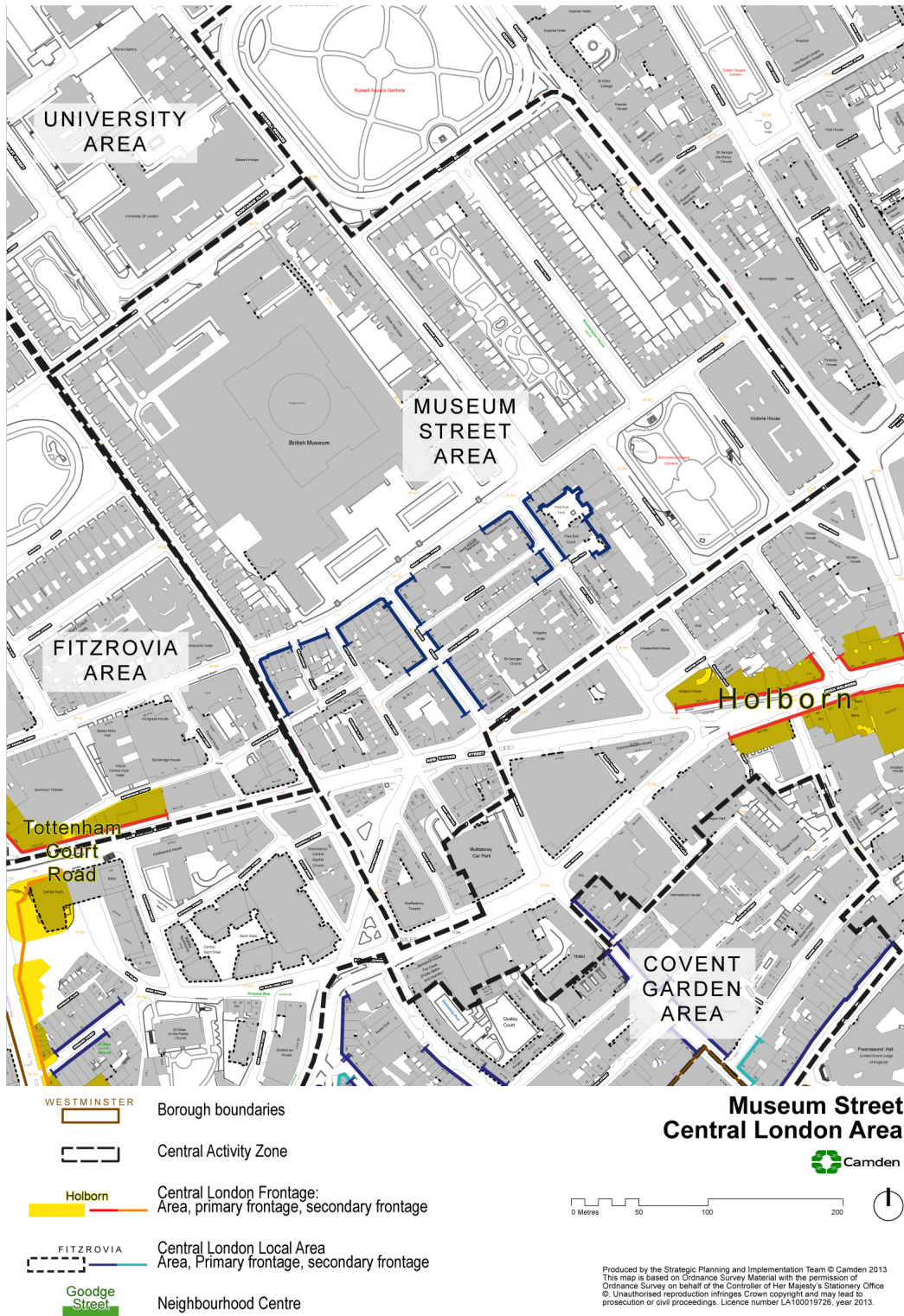
- 4.64 In contrast to office and light industrial uses, there appear to be no significant development pressures threatening specialist retail activity in Hatton Garden. These specialist uses appear to benefit from nearby shopping areas at Leather Lane and Holborn / High Holborn which provide a good stock of shop premises in the general area, relieving potential pressure on the Hatton Garden shops.
- 4.65 The specialist retail jewellery uses are an important aspect of the character and function of Hatton Garden. The number and concentration of these uses creates a critical mass that attracts customers to this area. We will therefore not grant planning permission for development involving the loss of retail uses (Use Class A1) in designated frontages. While there appear to be no current development pressures threatening the jewellery retailers, this guidance provides a safeguard should there be a change in the situation.
- 4.66 The creation of further small-scale retail shop premises in the Hatton Garden area will generally be encouraged. This should preferably occur within designated frontages containing jewellery uses, but expansion outside of this area may also be appropriate.

Summary of policy approach for Hatton Garden	
Offices and light industrial uses	<ul style="list-style-type: none"> • We will retain land and buildings that are suitable for continued business use and will resist a change to non-business use. • We will require any conversion of office space to be replaced by a mixed use development that includes light industrial premises suitable for the jewellery industry. • Where proposals provide more than 200sqm increased floorspace, we will seek up to 50% of the additional space as affordable premises for the jewellery sector and housing.
Retail uses	<ul style="list-style-type: none"> • We will not permit the loss of retail (Use Class A1) uses in designated Frontages. • We will encourage the creation of additional small-scale shops within designated Frontages.

Museum Street

4.67 The Museum Street area is within Bloomsbury, and comprises of the British Museum and the areas immediately south and east. It is characterised by well-preserved Georgian squares and residences, many of which are now in commercial use. The British Museum dominates the area and is one of London’s main tourist attractions.

Map 14. Museum Street Central London Area



- 4.68 There are a mix of uses in the area:
- The area west of the Museum is characterised by a high concentration of small hotels and several offices, as well as housing; and
 - South of the Museum, particularly along Museum Street, Bloomsbury Street and Great Russell Street, is a concentration of specialist retail uses dealing in collectible items such as antiquarian books, prints, coins and vintage cameras, which contribute significantly to the character of the Museum Street Area. There are also a number of cafés and restaurants located throughout this part of the area.
- 4.69 There is also a significant residential population in the area, with housing being a key component of the mix of land uses, particularly on upper floors and within the mansion blocks along Bury Place.

Summary of policy approach for Museum Street	
Retail uses	<ul style="list-style-type: none"> • We will not permit the loss of A1 retail uses in designated Frontages.

Specialist Retail Uses

- 4.70 The Museum Street area receives a substantial number of visitors due to the presence of the British Museum. As a result of this a number of uses in the area have developed as supporting facilities and services, for example, specialist bookshops. Given the contribution these specialist uses make to the character of the area we will encourage their retention through Core Strategy policy CS7.
- 4.71 The concentration of specialist retail activity south of the Museum is considered to be under particular threat from other uses. In recent years, several planning applications have been made for changes of use of retail to non-retail uses, mainly for food and drink uses. These applications have generally been refused in line with longstanding policies to protect such uses.
- 4.72 We will continue to protect the specialist uses that make an important contribution to the character of this area. We will therefore not grant planning permission for development involving the loss of retail uses (Use Class A1) or number of retail premises in the designated frontages.

University Area

4.73 This area contains the main concentration of the University of London and associated institutions within the Central London Area.

Map 15. University Area Central London Area



- 4.74 The university is of London-wide, national and international importance. Activities associated with University College London (UCL) and other educational institutions under the umbrella of the University of London add to London's reputation as a centre for learning. They also contribute significantly to employment in the borough, providing a diversity of job opportunities.
- 4.75 Although the area is dominated by university related uses it also has a significant resident population and also includes open space and limited commercial development. The Council will ensure that housing, residential amenity and open space are protected when considering planning applications for academic uses.
- 4.76 In line with policy CS10 we support the higher education sector in Camden and seek to balance its requirements with those of other sectors and the local community. We recognise the importance of the higher education sector within the borough and Central London and will therefore apply our mixed use policy DP1 flexibly, having regard to the compatibility of housing or other secondary uses with the educational establishment.