

FITZROVIA AREA ACTION PLAN

ADOPTED MARCH 2014



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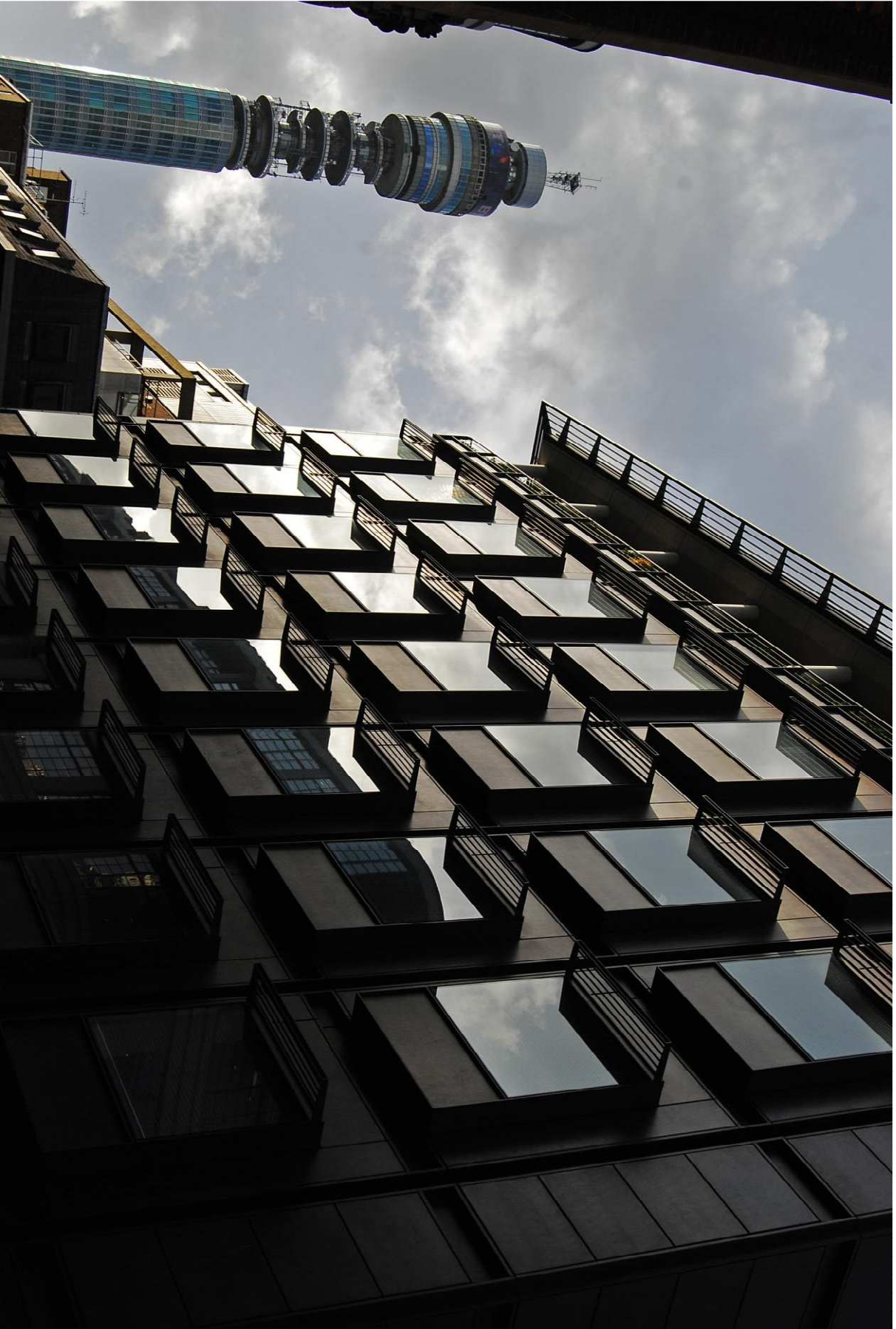
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**PART 3:
VISION AND OBJECTIVES**

Introducing the vision and objectives

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

The vision for Fitzrovia is:

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

To achieve this vision, we have developed four objectives:

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

The objectives are explained in more detail below.

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

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

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

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

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

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

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

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

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

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

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



Creating a high quality physical environment

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

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

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

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

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

Ensuring an environmentally sustainable future

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

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

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

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

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

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

