



Hatton Garden

-  Primary frontage
-  Borough boundaries



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Hatton Garden

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.

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.

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.

3.58 Hatton Garden's 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 buildings; 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.

Offices and light industrial uses

3.59 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.

3.60 Through Local Plan policy E2 Employment premises and sites we will retain land and buildings that are suitable for continued business use. In line with Policy E2, 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.

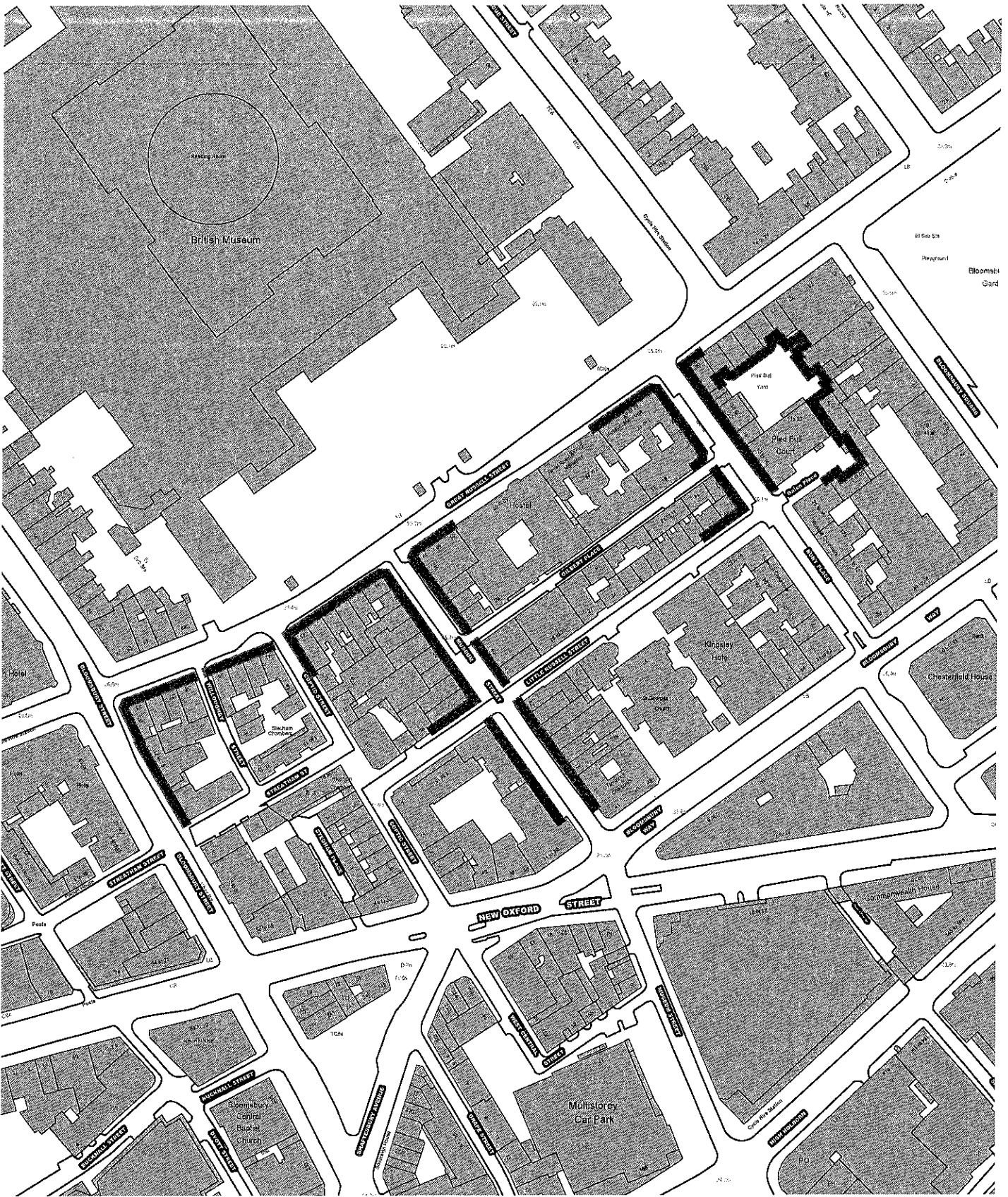
3.61 Through policy E2 the conversion of office premises in Hatton Garden to residential or community (D1) use will only be permitted where 50% of the floorspace is provided as affordable B1c light industrial space for use as jewellery sector workshops. In accordance with Local Plan policy G1 where proposals 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.



3.62 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 G1. 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.

3.63 Please also see the Camden Planning Guidance on Planning Obligations for further information.

Specialist retail uses

- 3.64 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. The Council 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 little current development pressure threatening the jewellery retailers, this guidance provides a safeguard should there be a change in the situation.
- 3.65 The Council will support the creation of further small-scale retail shop premises in the Hatton Garden area. This should preferably occur within designated frontages containing jewellery uses, but expansion outside of this area may also be appropriate.



-  Primary frontage
-  Borough boundaries

Museum Street



Museum Street

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 and form an important part of the Bloomsbury Conservation Area. The British Museum dominates the area and is one of London's main tourist attractions.

3.66 There are a mix of uses in the area:

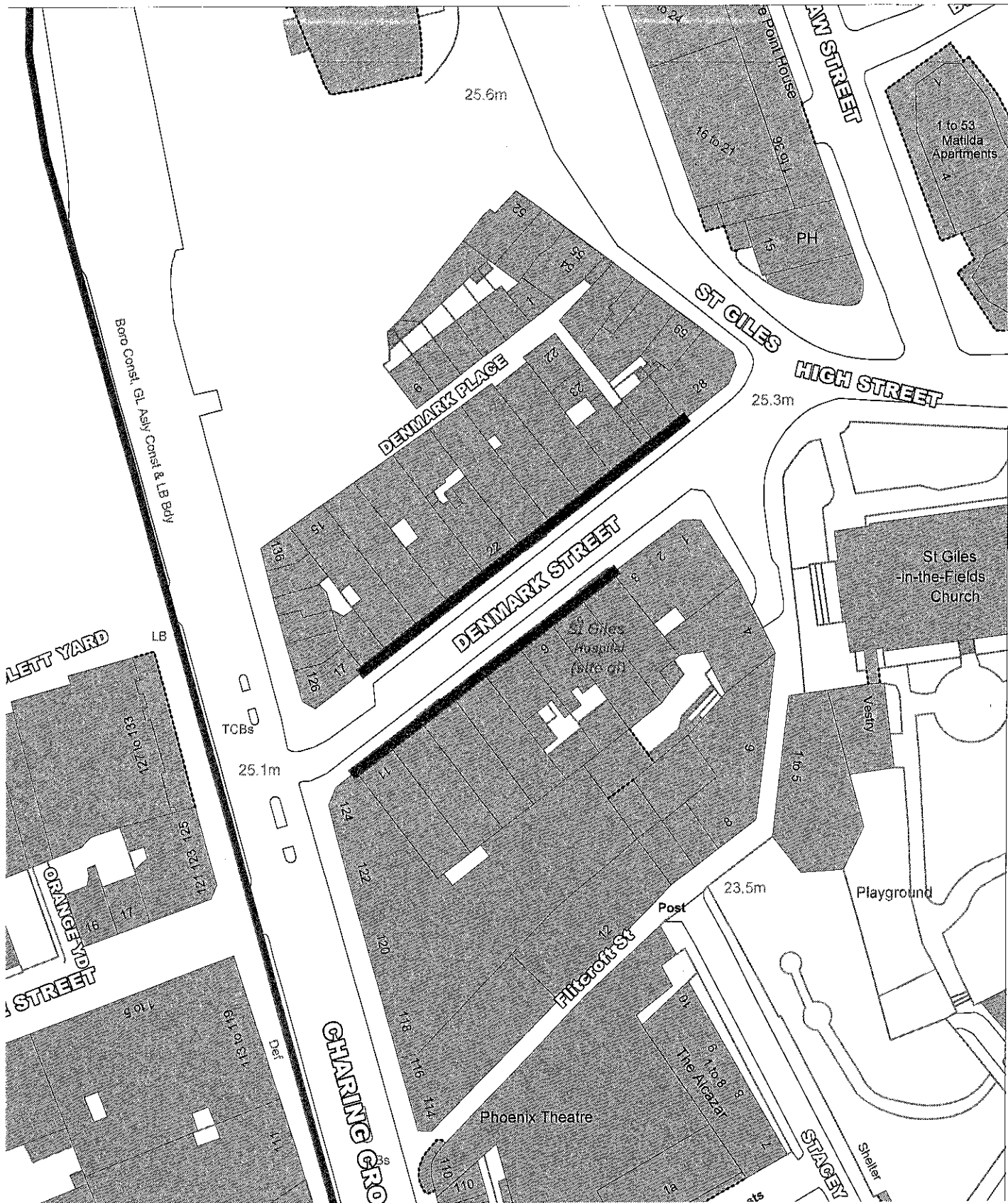
- The area west of the Museum is characterised by a high concentration of small hotels and several offices, as well as housing; and
- South of the Museum, particularly along Museum Street, Bloomsbury Street and Great Russell Street, is a concentration of specialist retail uses dealing in collectible 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.



3.67 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.

Specialist retail uses

3.68 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.

3.69 The concentration of specialist retail activity south of the Museum is considered to be under particular threat from other uses. 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.



-  Primary frontage
-  Borough boundaries

Denmark Street



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Denmark Street

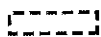
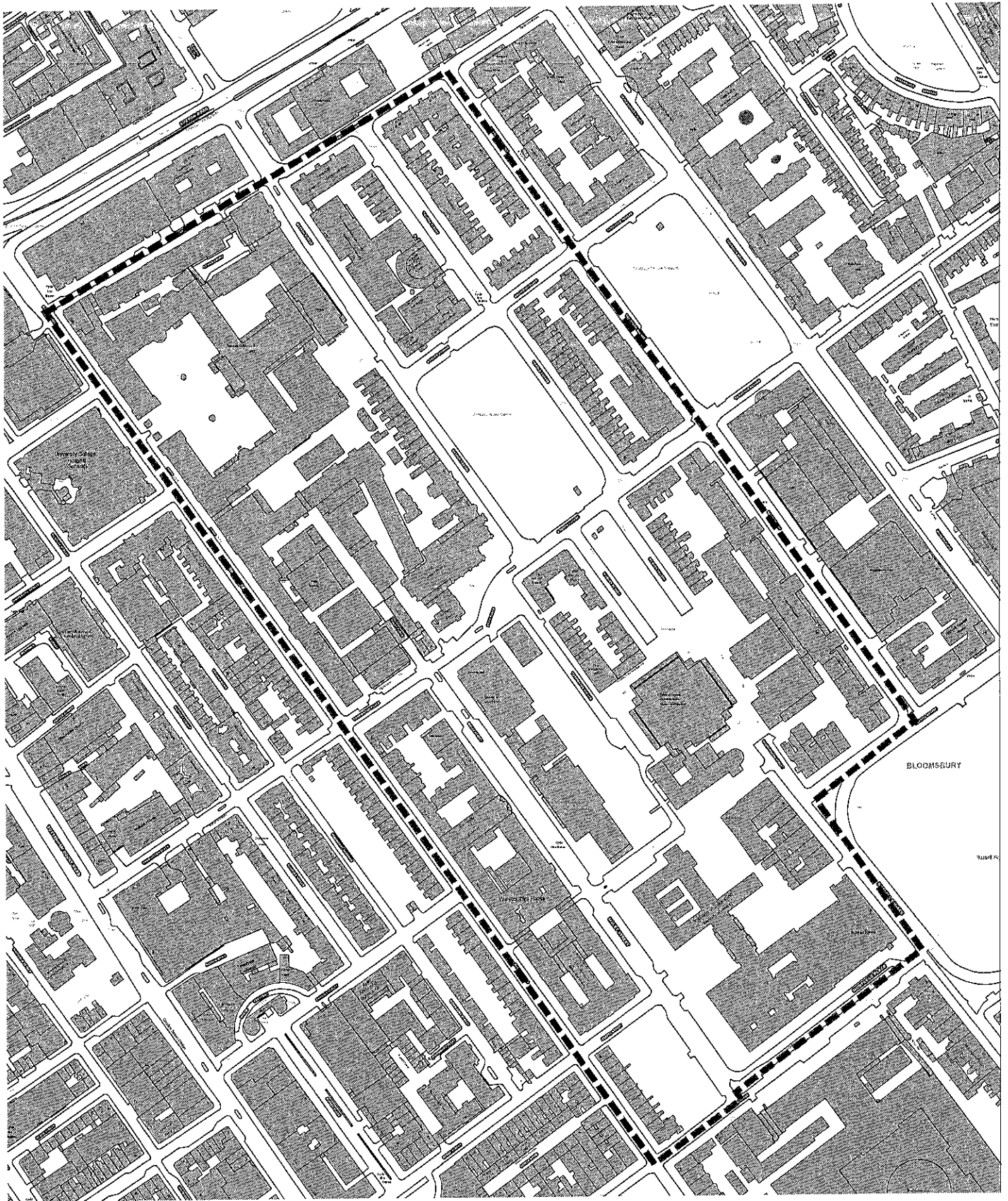
Denmark Street's famous Tin Pan Alley is an important place for the UK music industry. Many specialist retailers located on the ground floor (and sometimes other floors) are focussed on sale and repair of musical instruments. Other music industry activities, including recording studios, artist management offices, music publishing houses and agents, are located on upper floors. Music industry activities make a fundamental contribution to the special character of Denmark Street and support associated retail provision.

- 3.70 Since the character of Denmark Street would be harmed by any reduction in the stock of premises suitable for music industry purposes the Council will not grant planning permission for development involving the loss of A1 retail uses, either at ground floor or other levels, or of B1 office and light industrial uses in upper floors in the designated Frontages.
- 3.71 A large number of properties on this frontage are part of the St. Giles Circus redevelopment (the basement, ground and upper floors of 4, 6, 7, 9, 10, and 20-27 Denmark Street). To preserve the Tin Pan Alley uses on Denmark Street the Council has secured a Retail Area Plan through section 106 agreement with the developer. The retail area plan give the existing tenants the opportunity to take up a lease of a unit following the completion of the development before the units are offered to others.

Other Specialist Areas in central London

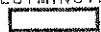
University Area

- 3.72 This area contains the main concentration of the University of London and associated institutions within the Central London Area.
- 3.73 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.
- 3.74 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.
- 3.75 In line with Local Plan Policy C2 on Community Facilities the Council supports 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 G1 flexibly, having regard to the compatibility of housing or other secondary uses with the educational establishment.



Central London Local Area

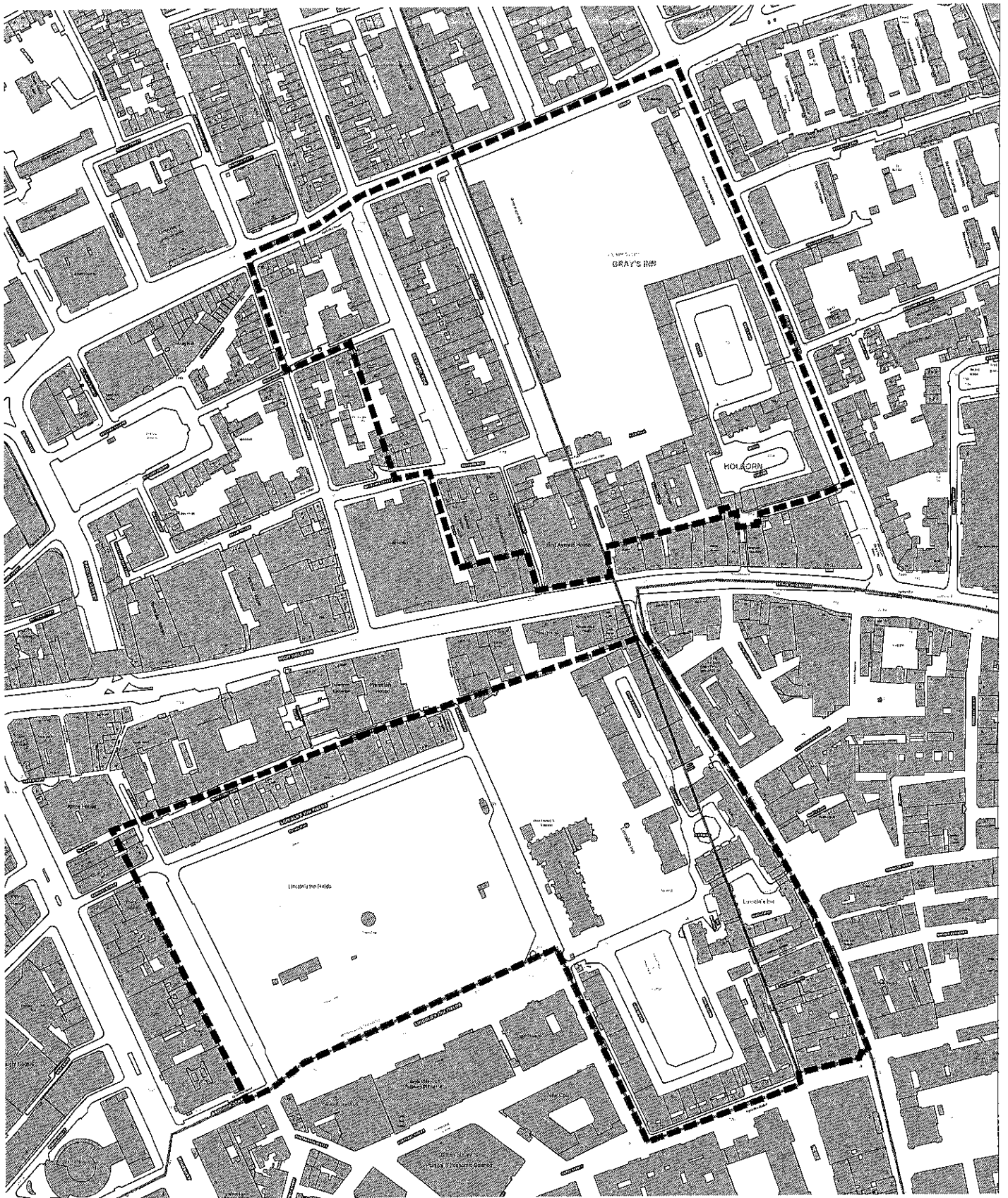
WESTMINSTER



Borough boundaries

University Area Central London Local Area





Central London Local Area
 Borough boundaries

Inns of Court Central London Local Area



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Inns of Court

- 3.76 The Inns of Court Areas are located in Holborn on the southern edge of the borough and consists of two separate but nearby areas centred on the historic legal Inns of Court, Gray's Inn and Lincoln's Inn.
- 3.77 The area has a very long established legal character and contains barristers' chambers, solicitors' offices, courts, government legal offices and law schools. Legal uses also occupy office buildings and former residential properties in some of the adjoining streets and the Council also seeks to retain legal uses in these locations.
- 3.78 The Inns of Court require flexibility in order to provide the size and type of floorspace required in order to remain competitive and attractive to tenants in the legal profession. It is therefore sometimes necessary to swap uses around within the buildings, particularly business and residential uses. In order to provide this flexibility, the Council will grant planning permission for a change of use, provided there is no net loss of residential floorspace or significant reduction in office floorspace in line with Local Plan policies H3 Protecting Existing Homes and E2 Employment Sites and Premises.
- 3.79 Given that most of these historic buildings are either Grade I, II* or II listed buildings and lie within the Bloomsbury Conservation Area, any changes of use and their associated alterations to fabric and character will have to be very carefully considered.

Neighbourhood Centres in Central London

- 3.80 Camden's Neighbourhood Centres provide for the day-to-day needs of people living, working or staying nearby. They generally consist of groupings of between five and fifty premises which focus on convenience shopping. Other uses that can make a positive contribution to the character, function, vitality and viability of these centres include:
- financial and professional services;
 - food and drink uses;
 - laundrettes;
 - doctors;
 - dentists; and
 - veterinary surgeries.
- 3.81 The Neighbourhood Centres in the Central London Area, as shown on the map on page 5, are:
- Brunswick Centre
 - Chalton Street
 - Cleveland Street
 - Drummond Street
 - Eversholt Street North
 - Goodge Street
 - Lambs Conduit Street
 - Leather Lane
 - Marchmont Street - Leigh Street
 - Store Street
- 3.82 To maintain an acceptable level of convenience shopping, and to ensure that centres have an overall mix of uses and in accordance with paragraph 9.23 of the Local Plan, we will resist schemes that result in:
- less than 50% of ground floor premises being in A1 retail use; or
 - more than 3 consecutive premises being in non retail use
- 3.83 The table below sets out the specific further guidance for centres to take into account their individual characters.
- 3.84 When we apply the guidelines above, we will take into account any history of vacancy in the centre and the viability of retail use at that location.
- 3.85 Large-scale retail development (over 1,000sqm) and late night licensed entertainment will generally be inappropriate in Neighbourhood Centres due to the impact of deliveries, noise, and customers on residential amenity. Neighbourhood Centres will be considered suitable locations for food and drink uses of a small scale (generally less than 100sqm) that serve a local catchment, provided they do not harm the surrounding area.

Neighbourhood Centres in Central London

Centre	A1 shops Minimum proportion of A1 shops in each individual frontage	A3 A4 A5 food, drink, and entertainment uses Maximum proportion of A3, A4, and A5 uses combined in each individual frontage	A3 A4 A5 food, drink, and entertainment uses and other non retail uses Other restrictions
Brunswick Centre	Min. 50%	Max. 25%	Max. 100sqm No more than 2 consecutive food, drink, or entertainment uses
Chalton Street	Min. 50%	Max. 25%	Max. 100sqm No more than 2 consecutive food, drink, or entertainment uses
Cleveland Street	Min. 50%	Max. 25%	
Drummond Street	Min. 50%		Additional food, drink, and entertainment uses acceptable subject to the assessment of impacts.
Eversholt Street (North)	Min. 50%		Additional food, drink, and entertainment uses acceptable subject to the assessment of impacts.
Goodge Street	Min. 50%	Max. 25%	
Lamb's Conduit Street	Min. 50%	Max. 25%	Max. 100sqm No more than 2 consecutive food, drink, or entertainment uses
Leather Lane	Min. 50%	Max. 25%	
Marchmont Street / Leigh Street / Tavistock Place	Min. 50%	Max. 25%	Max. 100sqm No more than 2 consecutive food, drink, or entertainment uses
Store Street	Min. 50%	Max. 25%	Max. 100sqm No more than 2 consecutive food, drink, or entertainment uses

Centres outside of Central London

Town Centres

Key messages

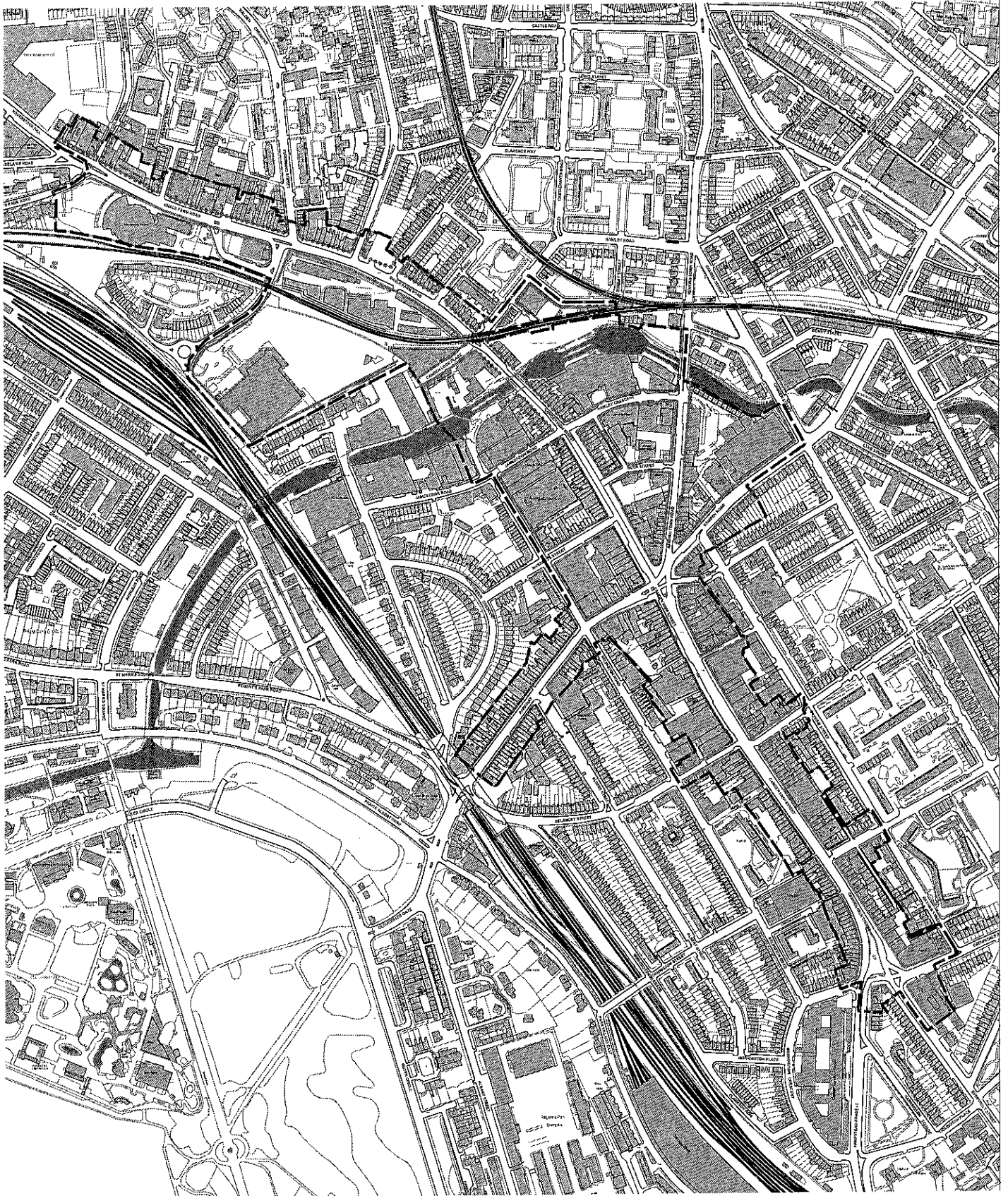
- Camden has six successful town centres, each with their own character.
- We will protect the shopping function of our town centres by ensuring there is a high proportion of premises in retail use.
- We will control food, drink and entertainment uses to ensure that our town centres are balanced and vibrant as well as ensuring that these uses do not harm the amenity of local residents and businesses.
- We will seek a mixture of suitable uses within our town centres as well as a variety of uses in each frontage.

4.1 The Council recognises that Camden's centres have different characters and experience differing development pressures. The following section provides area-based guidance on how the policies in the Local Plan will be interpreted and implemented in relation to applications for retail, food, drink and entertainment uses in the following locations:





- Camden Town;
- West Hampstead;
- Finchley Road / Swiss Cottage;
- Kilburn;
- Kentish Town; and
- Hampstead.

London Plan

4.2 In line with London Plan Policy 2.15 town centres are the main foci of activity beyond the Central Activities Zone for commercial development intensification, including residential development. Town centres provide a competitive choice of goods and services accessible to all Londoners, particularly by public transport, walking and cycling. Together with neighbourhood centres Town Centres provide a sense of place and identity within the capital.



Camden Town Town Centre

- 
Primary Frontage (north), Primary Frontage (south)
- 
Secondary Frontage, Sensitive Frontage
- 
Town Centre Boundary
- 
Borough boundary

WESTMINSTER



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Camden Town

Camden Town is a vibrant centre, internationally renowned as a tourist destination, famous for its extensive range of markets, its wealth of independent retailers and creative industries, as well as legendary music and entertainment venues including the Roundhouse and Koko. It is also home to many residents and to numerous businesses, small and large, notably media, cultural and creative industries, attracted by the area's unique atmosphere.

Camden Town is the borough's biggest centre with the largest range of shops and services, and is designated as a Major Centre in the London Plan. Parts of Camden Town have historic importance and have been designated as the Camden Town Conservation Area. Further guidance can be found in the Camden Town Conservation Area Appraisal.

- 4.3 Camden Town has a good diversity of uses, including food, non-food, and services uses. It has a low level of vacancy and strong demand for retail space. Camden Town has an important leisure offer, with eating, drinking, and cultural activities all attracting people to the centre. Camden Town underground station is scheduled to be upgraded in terms of capacity and to provide step free access which will enhance the centre's accessibility. It has a good range of chain stores, independent retailers, and the markets. A key strength of the centre is that over three quarters of the units are operated by independent retailers. Camden Town serves as both a retail and leisure destination for local residents and also as a visitor and tourist destination. A cluster of creative industries and network of entrepreneurs and learners such as 'The Collective' are based in the areas around Camden High Street also adds to the centre's vibrancy.
- 4.4 The centre does not have a single character but broadly contains three parts:
- The commercial heart in the markets and around Camden Town tube station,
 - The southern section which provides more traditional 'high street' shopping and serves a more local role, and
 - Chalk Farm Road to the north with its mixed street frontage of restaurants, bars and specialist shops.
- 4.5 The Council wants to build on Camden Town's success and strong identity in order to develop a unique, vibrant, safe, and diverse centre, which offers something for everyone throughout the day and evening, whilst also creating an environment which provides a high standard of amenity for residents. Camden Town will also grow as a centre of employment, particularly for the cultural and creative industries.
- 4.6 The large number of food, drink, and entertainment uses such as pubs, clubs, bars and restaurants and the activity these uses bring are an asset to Camden Town however they can also have impacts including noise, crime and anti-social behaviour, litter, and traffic congestion. The Council will control the location, number, and management of these uses to avoid these negative impacts.

What uses are acceptable in Camden Town?

- 4.7 To plan for uses in Camden Town we have defined four street frontages types where particular considerations apply. These are:
- Primary shopping frontages (north and south);
 - Secondary frontages; and
 - Sensitive frontages.
- 4.8 Guidance on these frontages are set out below. In addition to the thresholds described below the Council will seek a range of other town centre uses within the centre as a whole, and in individual frontages.

Primary shopping frontages

- 4.9 The primary shopping frontages cover the main shopping streets within Camden Town, which includes Camden High Street and Chalk Farm Road. This area is the retail heart of Camden Town and the Council's main objective in this location is to preserve and enhance the character, function, vitality and viability of the centre, particularly its shopping function.
- 4.10 The Council will protect a stock of premises suitable for retail use in the Town Centre to maintain the retail function and character of the centre. The primary frontages are divided into two parts in Camden Town to reflect their different roles and levels of retail development.
- 4.11 In the primary shopping frontages south (south of the junction of Jamestown Road, Hawley Crescent and Camden High Street) the Council will not grant planning permission for development which results in the number of ground floor premises in retail use falling below 75%.
- 4.12 In the primary shopping frontages north (north of the junction of Jamestown Road, Hawley Crescent and Camden High Street) the Council will not grant planning permission for development which results in the number of ground floor premises in retail falling below 50% within these frontages
- 4.13 Where the number of retail premises in these frontages is already less than the minimum requirement of 75% or 50%, no further loss of retail will be permitted.

Food, drink, and entertainment and the night time economy

- 4.14 Camden Town is a highly accessible location and is considered suitable for evening activities which will provide a diversity of jobs and keep the centre vibrant and attractive. A careful balance needs to be struck that allows for food, drink and entertainment uses in central locations but does not cause harm to the shopping function.
- 4.15 New food, drink and entertainment uses may be acceptable up to a maximum of 20% of each street frontage. This allows for some expansion of food, drink, and entertainment uses. However, for frontages which already have more food, drink and entertainment than the threshold level, no further increase in these uses will be permitted.
- 4.16 To avoid excessive fragmentation of the centre, no more than two consecutive non-retail uses (including restaurants) will be permitted.
- 4.17 Most of Camden Town Town Centre is covered by a cumulative impact policy area in Camden's Statement of Licensing Policy 2017-2022. This means that there is a presumption that the Council will normally refuse an application for a new premises licence or a variation of an existing licence which is likely to add to the cumulative impact of licenced venues in the area.

Secondary frontages and areas

- 4.18 The secondary frontages and areas have a varied character and a range of uses. They include the side streets of the town centre, the employment and market areas adjacent to the Regent's Canal and the Roundhouse. These areas have a relatively limited number of residential properties and are generally well-served by public transport facilities.
- 4.19 The Council will generally resist proposals that will result in less than 50% of the premises in Secondary Frontages being in retail use.
- 4.20 It is important to note that there are some residential uses in or near these locations and that food, drink and entertainment uses could cause harm to the amenity of people living nearby. The Council will take particular care to ensure that proposals do not harm residential amenity and will not grant consent for proposals that it considers would do so.

Sensitive frontages

4.21 The sensitive frontages are:

- streets on the edge of the town centre with commercial activities on the ground floor and homes above; and
- town centre frontages that are opposite frontages that contain of significant amounts of housing.

4.22 It is in these streets that there is likely to be the greatest conflict between late-night activities and the amenity of local residents.

4.23 Some of the sensitive frontages already have significant numbers of food, drink and entertainment uses. The Council will aim to maintain a balance of uses in these frontages, allowing some flexibility for change in the future while protecting retail and other facilities.

4.24 A maximum of 30% of premises in each of these frontage may be food, drink and entertainment uses.

4.25 New and expanded food, drink and entertainment uses must be small in scale with a maximum gross floor area (GFA) of 100m² to ensure residential amenity is protected. Exceptions will only be made where it can be demonstrated that larger uses will not create harmful impacts or undermine the character of the area.

4.26 Opening hours granted through planning consents for food, drink and entertainment uses in this area are likely to be more restricted than those for similar activities within the primary and secondary shopping frontages because of the proximity of residential properties.

Markets

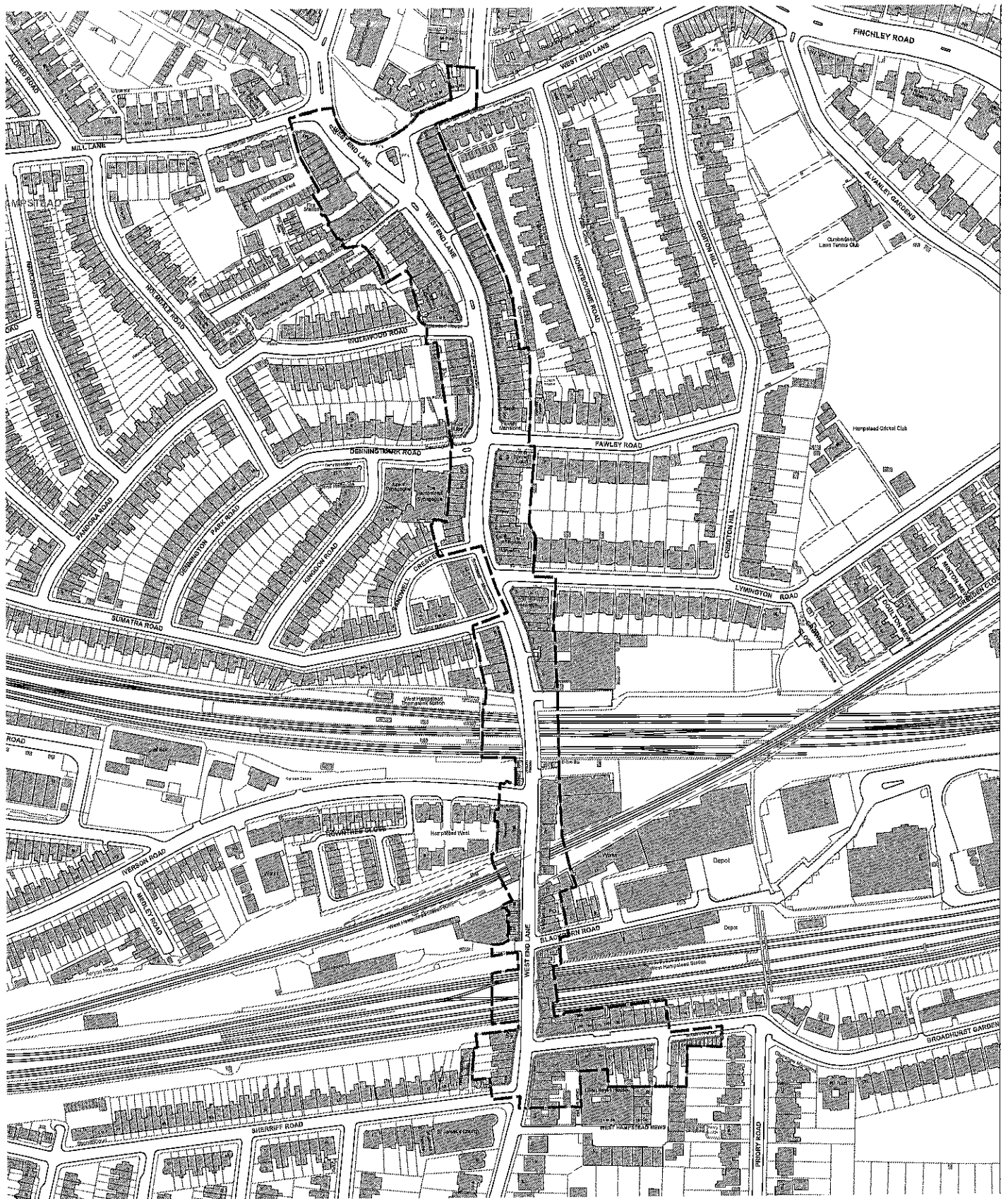
4.27 Camden Town is home to five markets: Camden Lock, Stables, Canal, Inverness Street and Camden (Buck Street) markets. These markets are an important attraction bringing people to the area, a tourist attraction, and are significant to the success and vitality of Camden Town. In accordance with Local Plan Policy TC6 the Council will promote and protecting these markets.



Summary of controls

Frontage type Displayed on the Policies Map	A1 shops Minimum proportion of A1 shops in each individual frontage	A3 A4 A5 food, drink, and entertainment uses Maximum proportion of A3, A4, and A5 uses combined in each individual frontage	A3 A4 A5 food, drink, and entertainment uses and other non retail uses Other restrictions
Primary (north)	Min 50%	Max 20%	No more than 2 consecutive non retail uses
Primary (south)	Min 75%	Max 20%	No more than 2 consecutive non retail uses
Secondary	Min 50%	-	-
Sensitive	-	Max 30%	Max 100sqm for food, drink and entertainment uses

4.28

The Council will also take into account the number and mix of uses in adjacent and opposite premises in assessing applications.



-  Primary Frontage, Secondary Frontage
-  Town Centre Boundary

West Hampstead Town Centre



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West Hampstead

West Hampstead Town Centre extends along West End Lane. The centre is highly accessible by public transport with three stations (Thameslink, London Underground and London Overground). West Hampstead Interchange has a different but overlapping boundary to the Town Centre and is identified as a growth area in the London Plan and Camden's Local Plan (see Policy G1 distribution of growth). It is designated as a district centre in the London Plan.

- 4.29 The strength of West Hampstead's offer is in service provision and in particular the leisure sector. The convenience role is smaller and is serviced by three smaller foodstores. It is a priority to secure more convenience retail in the centre to encourage more local and sustainable shopping trips. The centre has a high proportion of independent retailers.
- 4.30 The northern end of the centre lies within the West End Green / Parsifal Road Conservation Area and has a high quality environment with a village character. With regard to the street environment the Council will particularly seek to improve the southern end of the centre around the stations, which is less attractive and has a congested and poor quality pedestrian environment.
- 4.31 In line with Local Plan Policy G1 the Council supports improved transport interchange accessibility and capacity and improved pedestrian and bicycle movement and routes in West Hampstead.

Retail uses

- 4.32 Retail uses are important for ensuring West Hampstead retains a viable shopping function to meet the needs of the local area and therefore we have designated the following shopping frontages:
- Primary frontages; and
 - Secondary frontages.
- 4.33 The Council seeks to protect the retail function and character of West Hampstead. The Council will not grant planning permission for development which results in the proportion of ground floor premises falling below:
- 75% in a primary frontage; and
 - 50% in a secondary frontage.
- 4.34 Where the number of retail premises in a frontages is already less than the minimum requirement of 75% or 50%, no further loss of retail will be permitted.

Food, drink and entertainment uses

- 4.35 The Council recognises that food and drink uses make a positive contribution to the overall mix of uses and the vitality of West Hampstead town centre. Many of the existing food and drink uses located in the north of the centre have taken advantage of the wide pavements that exist and have outside seating areas, adding to vitality on the street. For all proposals for new or expanded food, drink and entertainment uses in West Hampstead we will consider the impact of these uses, whether cumulatively or individually, on:
- the retail character and function of the centre;
 - the overall mix of uses in the centre; and
 - local amenity.

- 4.36 To protect the character of the town centre, permission for development of food, drink and entertainment uses may be granted to a maximum of 25% of total premises in each individual frontage. Where the number of these uses already exceeds 25% of premises within a frontage no further food, drink and entertainment uses will be permitted.
- 4.37 To avoid the creation of concentrations of food, drink and entertainment uses that could result a harmful impact to the amenity of local residents and businesses, we will not permit development which result in more than two of these uses being located consecutively in a frontage.
- 4.38 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment, we will seek a range of other suitable uses within the town centre as a whole, and in individual frontages.

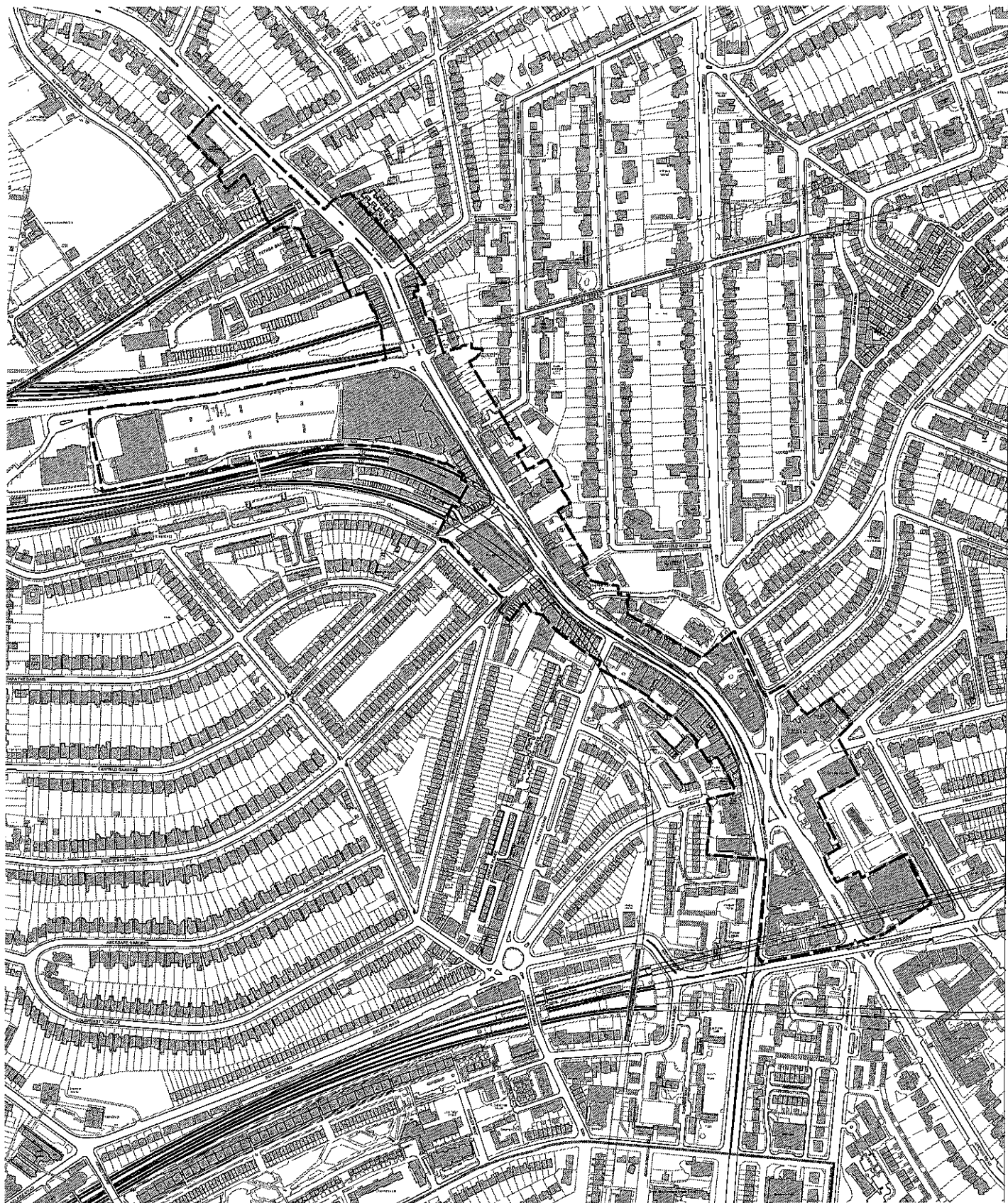
Summary of controls

Frontage type Displayed on the Policies Map	A1 shops Minimum proportion of A1 shops in each individual frontage	A3 A4 A5 food, drink, and entertainment uses Maximum proportion of A3, A4, and A5 uses combined in each individual frontage	A3 A4 A5 food, drink, and entertainment uses and other non retail uses Other restrictions
Primary	Min 75%	Max 25%	No more than 2 consecutively in a frontage
Secondary	Min 50%	Max 25%	No more than 2 consecutively in a frontage




- 4.39 The Council will also take into account the number and mix of uses in adjacent and opposite premises in assessing applications.

Fortune Green and West Hampstead Neighbourhood Plan

- 4.40 This guidance should be read in conjunction with the Fortune Green and West Hampstead Neighbourhood Plan. The plan can be downloaded from the Council [webpage](http://www.camden.gov.uk/neighbourhoodplanning) - www.camden.gov.uk/neighbourhoodplanning.



Finchley Road / Swiss Cottage Town Centre

-  Primary Frontage, Secondary Frontage
-  Town Centre Boundary
-  Borough boundary



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Finchley Road / Swiss Cottage

Finchley Road / Swiss Cottage is the third largest town centre in the Borough after Camden Town and Kilburn High Road. It is designated as a district centre in the London Plan.

The main shopping area of Finchley Road/ Swiss Cottage runs from the O2 Centre, with its concentration of food, drink and entertainment uses, to Swiss Cottage Underground Station. The Swiss Cottage Leisure Centre and the listed Swiss Cottage Library are located in the south of the centre.

Finchley Road/Swiss Cottage provides a significant convenience goods role in the Borough, serving local needs and those from a wider catchment; however, the centre has a more limited comparison role. The main retail offer in this centre is provided in the O2 Centre. Finchley Road/ Swiss Cottage town centre generally serves the local population, a role which is expected to continue.

The centre runs either side of the busy A41 Finchley Road (managed by Transport for London), which creates a barrier between the two sides of the centre, restricting pedestrian movement and creating a poor environment for visitors.

Retail uses

- 4.41 Retail uses are important for ensuring Finchley Road / Swiss Cottage retains a viable shopping function to meet the needs of the local area and therefore we have designated the following shopping frontages:
- Primary frontages; and
 - Secondary frontages.
- 4.42 The Council seeks to protect the retail function and character of Finchley Road / Swiss Cottage. The Council will not grant planning permission for development which results in the proportion of ground floor premises falling below:
- 75% in a primary frontage; and
 - 50% in a secondary frontage.
- 4.43 Where the number of retail premises in a frontages is already less than the minimum requirement of 75% or 50%, no further loss of retail will be permitted.

Food, drink, and entertainment uses

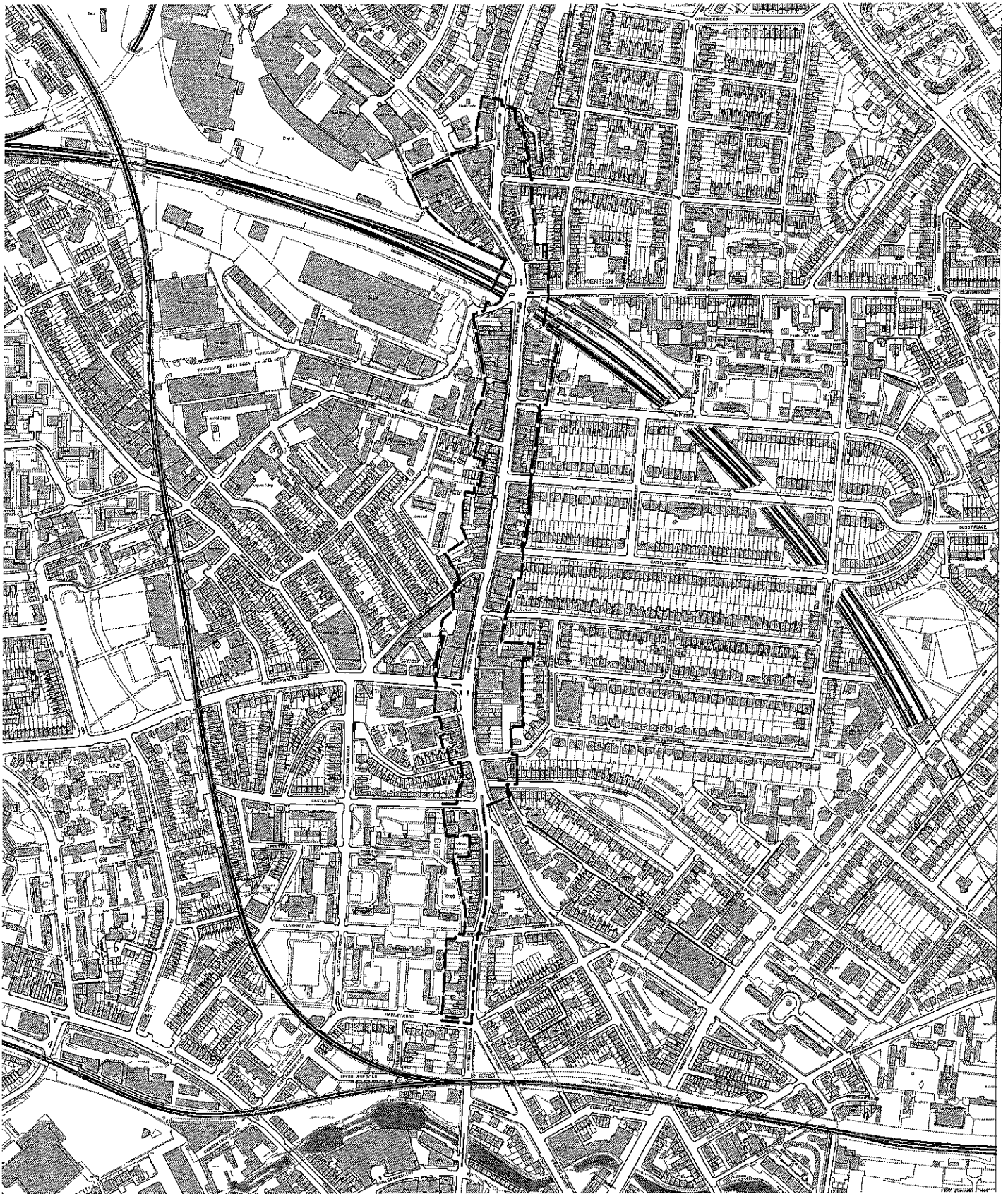
- 4.44 In order to protect shopping facilities, maintain the character of Finchley Road/Swiss Cottage and avoid cumulative impacts on the amenity of residents, we will allow a maximum of 20% of the total premises within the primary frontages to be in food, drink, or entertainment use.
- 4.45 In primary frontages where over 20% of premises are already in food, drink and entertainment use, we will not permit further food, drink and entertainment uses.
- 4.46 To prevent harmful impacts on the large residential population within this centre, new or expanded food, drink and entertainment uses should be small in scale. Small in scale is generally considered to be 100sq m. Larger premises may be considered acceptable for restaurants, which generally have less impact than other food, drink and entertainment uses. The Council will consider the nature of the proposed use and its location, taking into account the level and proximity of housing, when assessing the acceptability of a proposal in terms of its size.
- 4.47 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment, we will seek a range of other suitable uses within the town centre as a whole, and in individual frontages.

Summary of controls




Frontage type Displayed on the Policies Map	A1 shops Minimum proportion of A1 shops in each individual frontage	A3 A4 A5 food, drink, and entertainment uses Maximum proportion of A3, A4, and A5 uses combined in each individual frontage	A3 A4 A5 food, drink, and entertainment uses and other non retail uses Other restrictions
Primary	Min 75%	Max 20%	-
Secondary	Min 50%	-	-

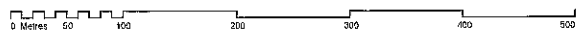
4.48

The Council will also take into account the number and mix of uses in adjacent and opposite premises in assessing applications.



Kentish Town Town Centre

-  Primary Frontage, Secondary Frontage
-  Town Centre Boundary
-  Borough boundary



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Kentish Town

Kentish Town Town Centre is located just to the north of Camden Town and is the borough's third smallest centre. It provides for the day to day shopping and service uses for the local area. It is designated as district centre in the London Plan.

- 4.49 The Camden Retail Study states that Kentish Town has a good convenience offer with four foodstores which are performing strongly. The centre is accessible and functioning reasonably well but could be improved in some key areas. The comparison retail offer in Kentish Town is more limited and could be improved. Some of the retail units are in need of improvement.
- 4.50 In order to protect the retail function of the centre, we have designated primary and secondary frontages. This guidance will be applied having regard to the existing character of Kentish Town and individual frontages.
- 4.51 The Council seeks to protect the retail function and character of Kentish Town. The Council will not grant planning permission for development which results in the proportion of ground floor premises falling below:
- 75% in a primary frontage; and
 - 50% in a secondary frontage.
- 4.52 Where the number of retail premises in a frontages is already less than the minimum requirement of 75% or 50%, no further loss of retail will be permitted.
- 4.53 In accordance with Local Plan Policy TC2 and TC4 the Council will seek to prevent concentrations of uses that would harm the centre's attractiveness to shoppers or its residential amenity. The Council will therefore generally resist proposals that would result in:
- more than 2 consecutive premises within the primary frontages being in non-retail use; and
 - more than 3 consecutive premises with the secondary frontages being in non-retail use.
- 4.54 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment, we will seek a range of other suitable uses within the town centre as a whole, and in individual frontages.
- 4.55 The Council supports the growth of retail in Kentish Town and where appropriate will support the provision of larger floorplate retail units in the centre to attract anchor retailers (particularly comparison retail) to improve the retail offer of the centre, and its vitality and viability.

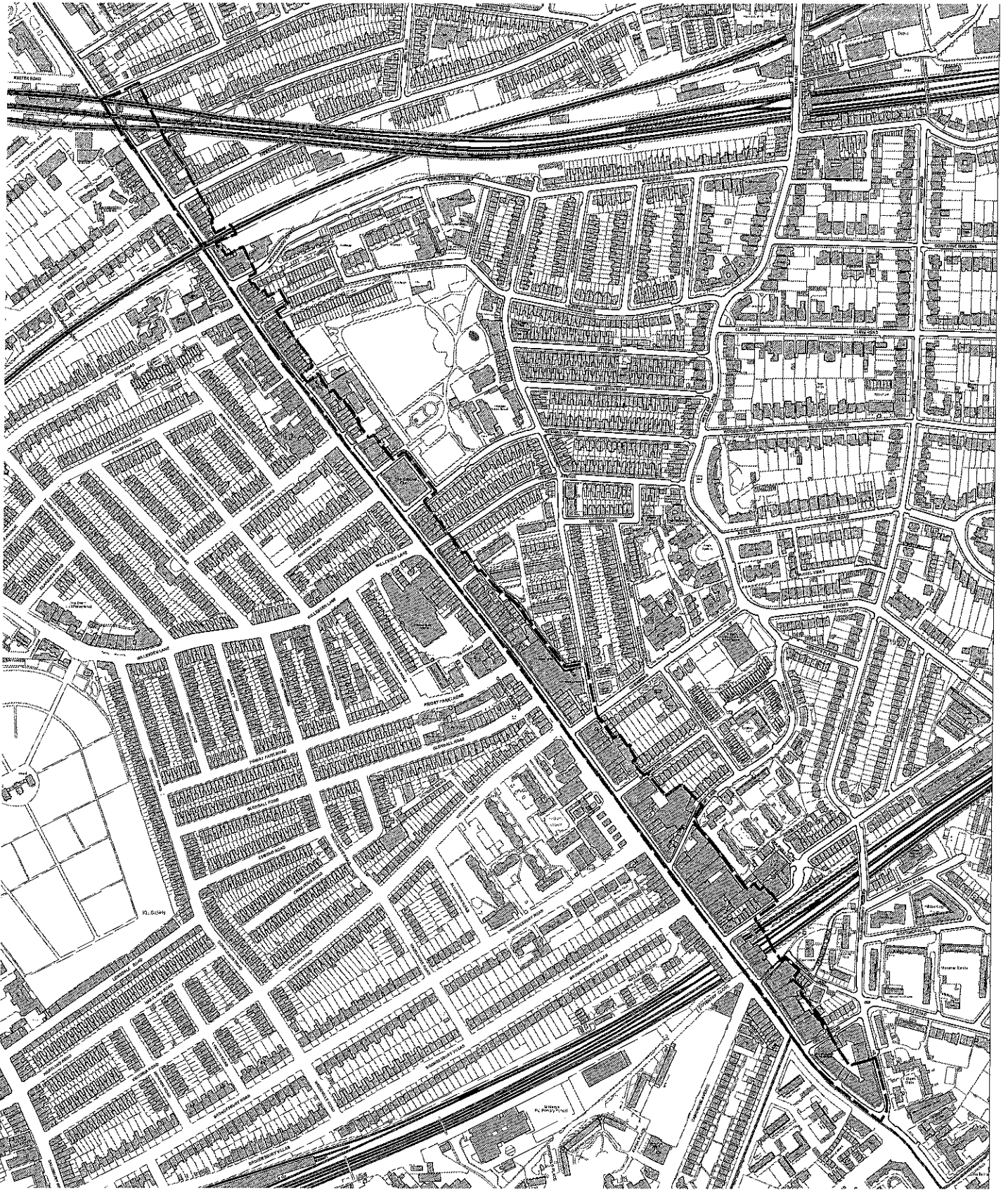
Summary of controls

Frontage type Displayed on the Policies Map	A1 shops Minimum proportion of A1 shops in each individual frontage	A3 A4 A5 food, drink, and entertainment uses Maximum proportion of A3, A4, and A5 uses combined in each individual frontage	A3 A4 A5 food, drink, and entertainment uses and other non retail uses Other restrictions
Primary	Min 75%	-	No more than 2 consecutive non retail uses
Secondary	Min 50%	-	No more than 3 consecutive non retail uses

4.56 The Council will also take into account the number and mix of uses in adjacent and opposite premises in assessing applications.

Kentish Town Neighbourhood Plan

4.57 This guidance should be read in conjunction with the Kentish Town Neighbourhood Plan which contains a locally specific approach to the level of uses within the frontages in parts of Kentish Town. Where these differ from the figures in the Local Plan, the Council will apply the figures in the Neighbourhood Plan (even though the Local Plan is a more recently adopted document) The Neighbourhood Plan also contains a specific policy relating to specific shops outside of designated centres. The plan can be downloaded from the Council's [webpage](http://www.camden.gov.uk/neighbourhoodplanning) -www.camden.gov.uk/neighbourhoodplanning.



———— Primary Frontage, Secondary Frontage

▭ Town Centre Boundary

WESTMINSTER
▭ Borough boundary

Kilburn High Road Town Centre



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Kilburn

Kilburn High Road is Camden's second largest Town Centre. It is divided by the busy A5 (Edgware Road) which forms the borough boundary between Camden and Brent. The east side of the town centre is in Camden and the west side in Brent. Kilburn is designed as a major centre in the London Plan.

- 4.58 The centre performs a mainly functional role to the needs of local residents. It is home to three foodstores and has a high proportion of retail, financial, and leisure services. The leisure offer is particularly important to Kilburn, and includes the Tricycle Theatre, pubs, restaurants, and a nightclub. The Camden Retail Study states that there is scope to improve the role of comparison retail in Kilburn, which is a weak element of its current offer.

Shopping frontages

- 4.59 The primary frontages are located in the centre of the high road with secondary frontages located on the northern and southern extents. In general, the Council will resist proposals for change of use that would result in:

- A primary frontage containing less than 75% retail use, and
- A secondary frontage containing less than 50% retail use.

- 4.60 The Council will support development of larger retail units and spaces in the primary frontages in order to attract a wider range of retailers to the area, including anchor stores.

Provision of non-retail uses

- 4.61 In accordance with Local Plan policy TC2 and TC4 and Appendix 4, the Council will resist the concentration of uses that would harm Kilburn's attractiveness to shoppers or have a negative impact to residential amenity.

- 4.62 The council will generally resist proposals that will result in:

- More than 2 consecutive premises of similar non-retail uses within the Primary frontage; and
- More than 3 consecutive similar non-retail uses within the Secondary frontage.

- 4.63 The secondary frontages to the north have a cultural focus and contains the Tricycle Theatre and music and comedy venues, as well as a number of shops, restaurants, cafes, and pubs. The Council will seek to enhance the cultural and music character of this area.

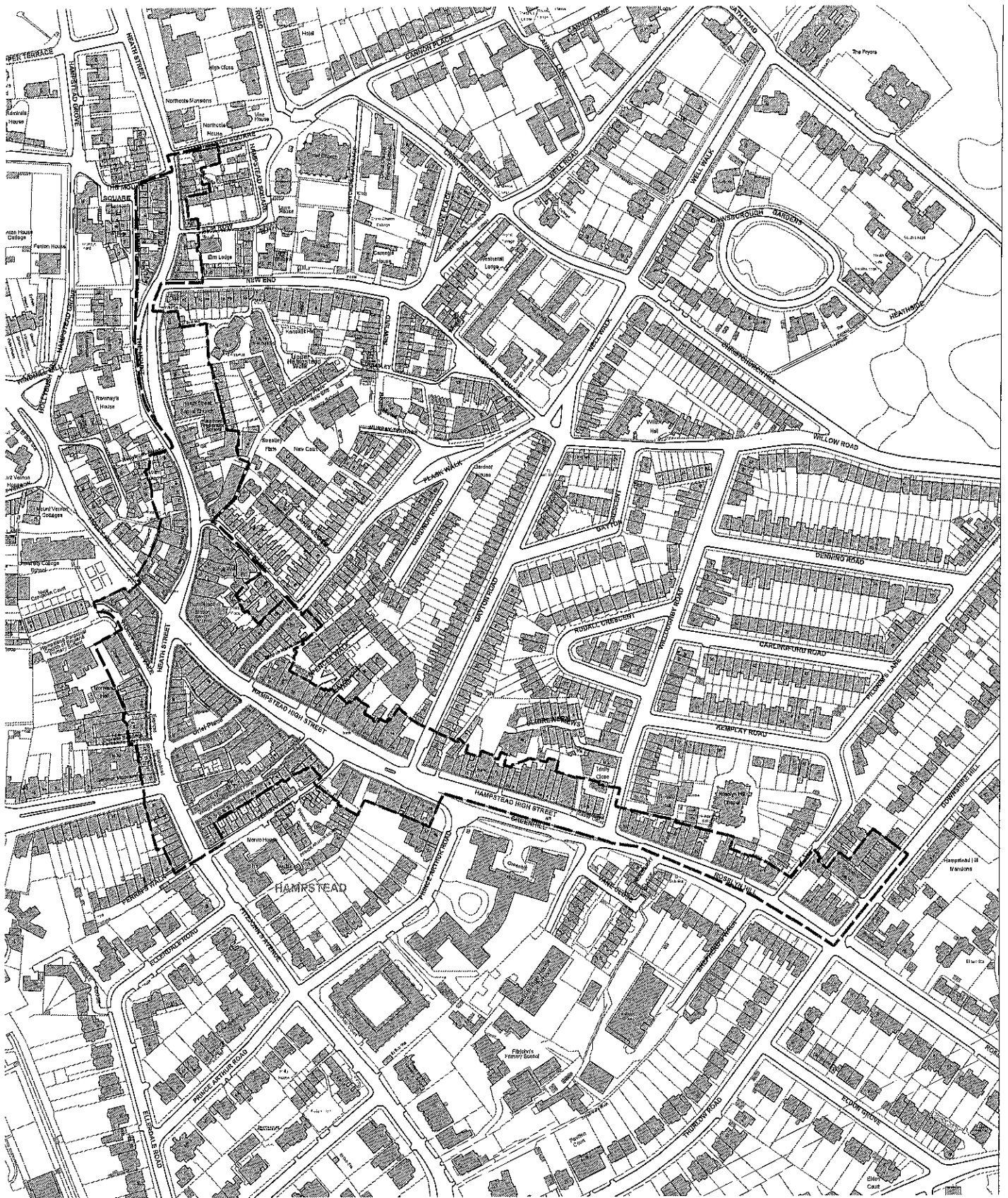
- 4.64 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment and in accordance with Local Plan policy TC5 the Council will seek a range of other suitable uses within individual frontages and Town Centre as a whole.

Summary of controls

Frontage type	A1 shops	A3 A4 A5 food, drink, and entertainment uses	A3 A4 A5 food, drink, and entertainment uses and other non retail uses
Displayed on the Policies Map	Minimum proportion of A1 shops in each individual frontage	Maximum proportion of A3, A4, and A5 uses combined in each individual frontage	Other restrictions
Primary	Min 75%	-	No more than 2 consecutive non retail uses

Secondary	Min 50%	-	No more than 3 consecutive non retail uses
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- 4.65 The Council will also take into account the number and mix of uses in adjacent and opposite premises in assessing applications.



Primary Frontage, Secondary Frontage



Town Centre Boundary

Hampstead Town Centre



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Hampstead

This is one of Camden's smallest centres, but draws many people from outside of the borough, attracted by the high quality environment and up-market shops, cafés and bars. The whole centre is within a Conservation Area and has many listed buildings, contributing to the special character of the area.

The Council will focus on protecting Hampstead's current special character, attractiveness and success as a centre, enabling the centre to continue its role as a retail and leisure destination serving a wide catchment area, as well as the needs of the local population.

Retail uses

- 4.66 In order to protect the retail function of the centre, we have designated primary and secondary frontages. The Council will generally resist proposals that would result in:
- less than 75% of the premises in primary frontages being in retail use; or
 - less than 50% of the premises in secondary frontages being in retail use.
- 4.67 This guidance will be applied having regard to the existing character of the centre and the individual frontages.

Non-retail uses

- 4.68 In accordance with Local Plan Policy TC2 the Council will seek to prevent concentrations of uses that would harm a centre's attractiveness to shoppers or its residential amenity. The Council will therefore generally resist proposals that would result in:
- more than 2 consecutive premises within the primary frontages being in non-retail use, and
 - more than 3 consecutive premises with the secondary frontages being in non-retail use.

Summary of controls

Frontage type Displayed on the Policies Map	A1 shops Minimum proportion of A1 shops in each individual frontage	A3 A4 A5 food, drink, and entertainment uses Maximum proportion of A3, A4, and A5 uses combined in each individual frontage	A3 A4 A5 food, drink, and entertainment uses and other non retail uses Other restrictions
Primary	Min 75%	-	No more than 2 consecutive non retail uses
Secondary	Min 50%	-	No more than 3 consecutive non retail uses

4.69 The Council will also take into account the number and mix of uses in adjacent and opposite premises in assessing applications.

Hampstead Neighbourhood Plan

4.70 This guidance should be read in conjunction with the Hampstead Neighbourhood Plan, which contains a locally specific approach to the level of uses within frontages in Hampstead. Where these differ from the figures in the Local Plan, the Council will apply the figures in the Neighbourhood Plan. The plan can be downloaded from the Council [webpage](http://www.camden.gov.uk/neighbourhoodplanning/) - www.camden.gov.uk/neighbourhoodplanning/

Neighbourhood Centres outside of central London

- 4.71 Camden's Neighbourhood Centres provide for the day-to-day needs of people living, working or staying nearby. They generally consist of groupings of between five and fifty premises which focus on convenience shopping. Other uses that can make a positive contribution to the character, function, vitality and viability of these centres include:
- financial and professional services;
 - food and drink uses;
 - launderettes;
 - doctors;
 - dentists; and
 - veterinary surgeries.
- 4.72 As a guide the Council will resist schemes that result in:
- less than 50% of ground floor premises being in retail use; or
 - more than 3 consecutive premises being in non-retail use.
- 4.73 We will take into account any history of vacancy in the centre and the viability of retail use at that location.
- 4.74 Large-scale retail development (over 1,000sqm) and late night licensed entertainment will generally be inappropriate in Neighbourhood Centres due to the impact of deliveries, noise and customers on residential amenity. Neighbourhood Centres will be considered suitable locations for food and drink uses of a small scale (generally less than 100sqm) that serve a local catchment, provided they do not harm the surrounding area.
- 4.75 The following is a list of the Neighbourhood Centres in Camden outside of Central London. The boundaries for the centres can be found on Camden's Policies Map.
- Albany Street
 - Belsize Park - Haverstock Hill
 - Belsize Village
 - Brecknock Road York Way
 - Brunswick Centre
 - Chalcot Road
 - Chalk Farm
 - Chester Road
 - Cricklewood Broadway
 - Crowndale Road
 - Englands Lane
 - Eversholt Street South
 - Fairfax Road
 - Finchley Road - West End Lane
 - Fortess Road
 - Fortis Green Road
 - Highgate High Street (see below)
 - Highgate Road
 - Lismore Circus
 - Mansfield Road
 - Mill Lane
 - Murray Street
 - Queens Crescent
 - Regent's Park Road
 - Royal College Street - Camden Road
 - South End Green
 - Swain's Lane
 - York Rise Chetwynd Road

Highgate Neighbourhood Plan

- 4.76 The Highgate Neighbourhood Plan covers the Highgate High Street Neighbourhood Centre. The guidance in this document for Highgate High Street should be read in conjunction with the Highgate Neighbourhood Plan. Where these differ from the figures in the Local Plan, the Council will apply the figures in the Neighbourhood Plan. The plan can be downloaded from the Council [webpage - www.camden.gov.uk/neighbourhoodplanning/](http://www.camden.gov.uk/neighbourhoodplanning/)
- 4.77 Highgate High Street Neighbourhood Centre is divided between the London Borough of Camden and the London Borough of Haringey. In decision making for the Highgate Neighbourhood Centre, in line with the Highgate Neighbourhood Plan the Council will take into consideration the Haringey side of the centre.