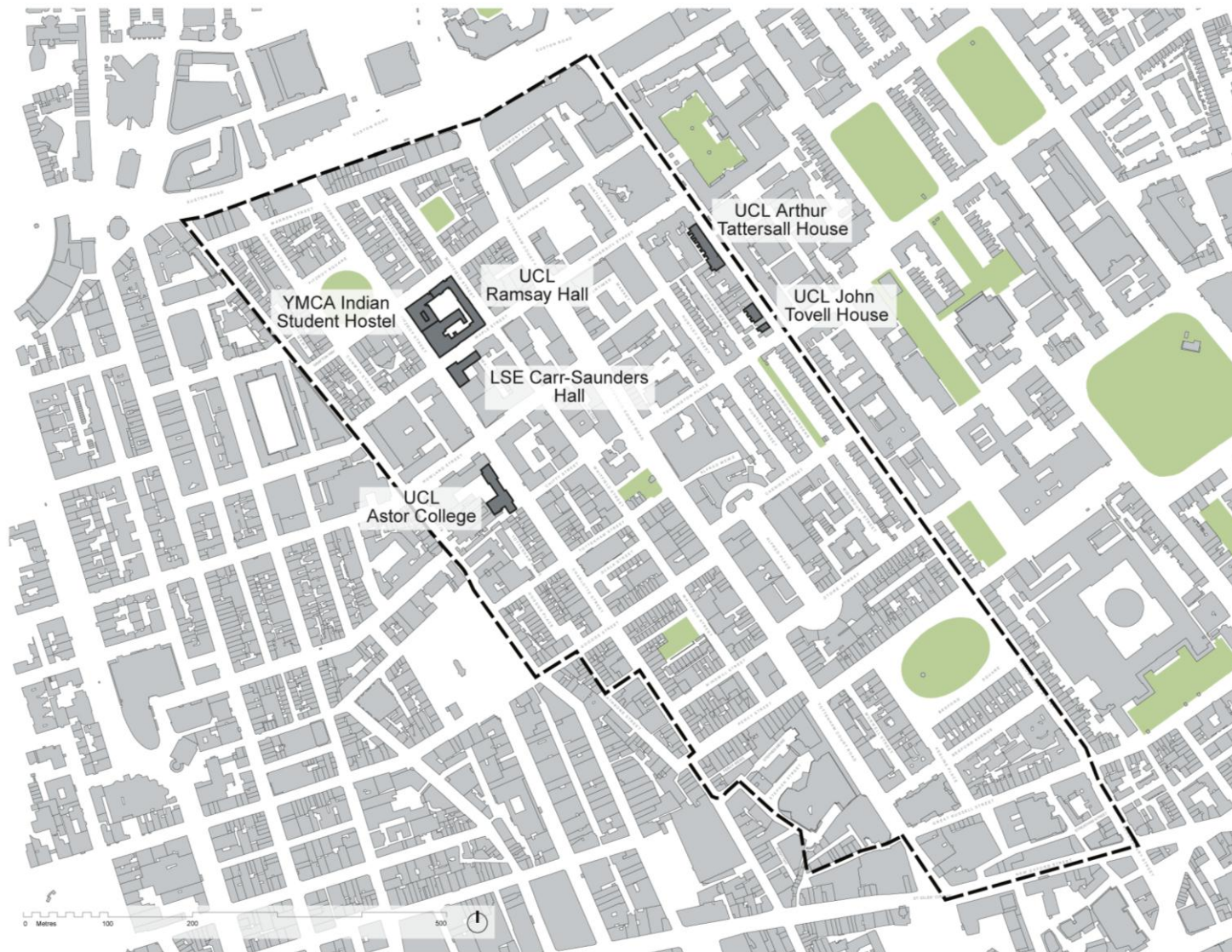


Student Halls



Relevant Area Action Plan objectives

Contributes to the key objective *ensuring growth takes place in a way that strikes an appropriate balance between residential, institutional and commercial uses* by guiding institutional uses to the most appropriate locations

Relevant parts of Camden's Core Strategy and Development Policies

Policy CS6 – Providing quality homes

Policy CS9 – Achieving a successful Central London

Policy CS10 – Supporting community facilities and services

Policy DP9 – Student housing, bedsits and other housing with shared facilities

Relevant parts of Westminster's Core Strategy

Policy CS15 – Meeting housing needs

Relevant parts of the London Plan

Policy 3.8 - Housing choice



Visitor accommodation



Principle 8

The Council will guide development of large scale visitor accommodation to the Tottenham Court Road and Euston Growth Areas and the Central London Frontage on Tottenham Court Road and New Oxford Street.

There are hotels and other visitor accommodation throughout Fitzrovia, including concentrations around the southern ends of Tottenham Court Road at Great Russell Street and Gower Street/ Bloomsbury Street. There are also concentrations of student accommodation which are often let to short-term visitors during summer holidays. As noted in the paragraphs supporting Principle 7, students make up around a third of the Fitzrovia population, combining with visitors to create a substantial proportion of residents who only stay in Fitzrovia short-term. These short-term residents are likely to benefit local businesses, but will not necessarily support the shops and services valued by longer-term residents.

Camden Core Strategy 2010-2025 and Camden Development Policies 2010 recognise the importance of the visitor economy in Camden, support proposals for additional visitor accommodation, and guide large scale visitor accommodation to Central London, particularly its Growth Areas. However, our policies also indicate that development in Central London should protect the characteristics of local areas and communities and contribute to strong and successful communities by protecting residential amenity and supporting community facilities. Camden Development Policies 2010 sets out particular requirements that visitor accommodation should provide appropriate access arrangements and should not involve the loss of services and land uses needed to support the community or have a harmful impact on the balance and mix of uses in the area. Any development of visitor accommodation in Fitzrovia will therefore

need to be located and designed so that it addresses these concerns. Access arrangements will be particularly important, and the Plan considers them in more detail at the end of this section.

This Plan's objectives include guiding commercial uses to the most appropriate locations. The Tottenham Court Road and Euston Growth Areas and the Central London Frontage on Tottenham Court Road and New Oxford Street represent the best opportunities to provide visitor accommodation without harm to residential communities or the balance of uses in the area. Tottenham Court Road and Euston Growth Areas will provide direct access to long-distance public transport services. All three areas also provide easy access to shops and services for visitors in the form of the West End's international shopping offer and cluster of night-time activities, Tottenham Court Road's specialist shops and High Street multiples, and the planned provision for retail growth at Euston.

For the purposes of Principle 8, large scale development will generally be considered to be development with floorspace of over 2,500 sq m.

Development of visitor accommodation may be acceptable in other parts of Fitzrovia, but any proposal should be at an appropriate scale and character for the area in which it is situated, and will be assessed having regard to the full range of its impacts and the concerns identified by Camden's Core Strategy and Development Policies, including impact on residential amenity (see Principle 9 below).

The residential density and fine grained character of many parts of Fitzrovia, including areas to the rear of the Central London Frontage, makes them vulnerable to harm from access arrangements, particularly access by taxis and coaches. Facilities for servicing and pick up should be sited and designed to minimise any adverse impacts. Given the high public transport

accessibility of the area and the severe limitations on providing on-site pick up and set down, the Council will expect visitor accommodation to be accessed primarily by public transport and will seek to use planning conditions and/ or legal agreements to secure transport management plans. The Council will expect transport management plans to control pick-up and set-down by taxis and coaches.

Relevant Area Action Plan objectives

Contributes to the key objective *ensuring growth takes place in a way that strikes an appropriate balance between residential, institutional and commercial uses* by supporting residential communities and guiding commercial uses to the most appropriate locations

Relevant parts of Camden's Core Strategy and Development Policies

Policy CS5 – Managing the impact of growth and development

Policy CS9 - Achieving a successful Central London

Policy DP14 – Tourism development and visitor accommodation

Relevant parts of Westminster's Core Strategy

Policy CS22 – Hotels and conference facilities

Relevant parts of the London Plan

Policy 4.5 – London's visitor infrastructure

Parking Addendum to Chapter 6 – paragraphs 6A.8 and 6A.9

Residential amenity

Principle 9

The Council will have regard to the particular impacts on residential amenity that arise from the dense mix of land uses in Fitzrovia, and will seek:

- a good standard of amenity for all existing and future occupants of land and buildings; and
- to prevent cumulative harm to residential amenity from noise, mechanical ventilation, light pollution, deliveries and waste collection.

The Plan's objectives include supporting residential communities by protecting residential amenity. Homes are scattered throughout Fitzrovia in the form of houses fronting the street, flats and above shops and other commercial premises, apartment blocks and mansion blocks. The Council seeks to protect the amenity of those living in all types of homes and in mixed use areas as well as in predominantly residential areas.

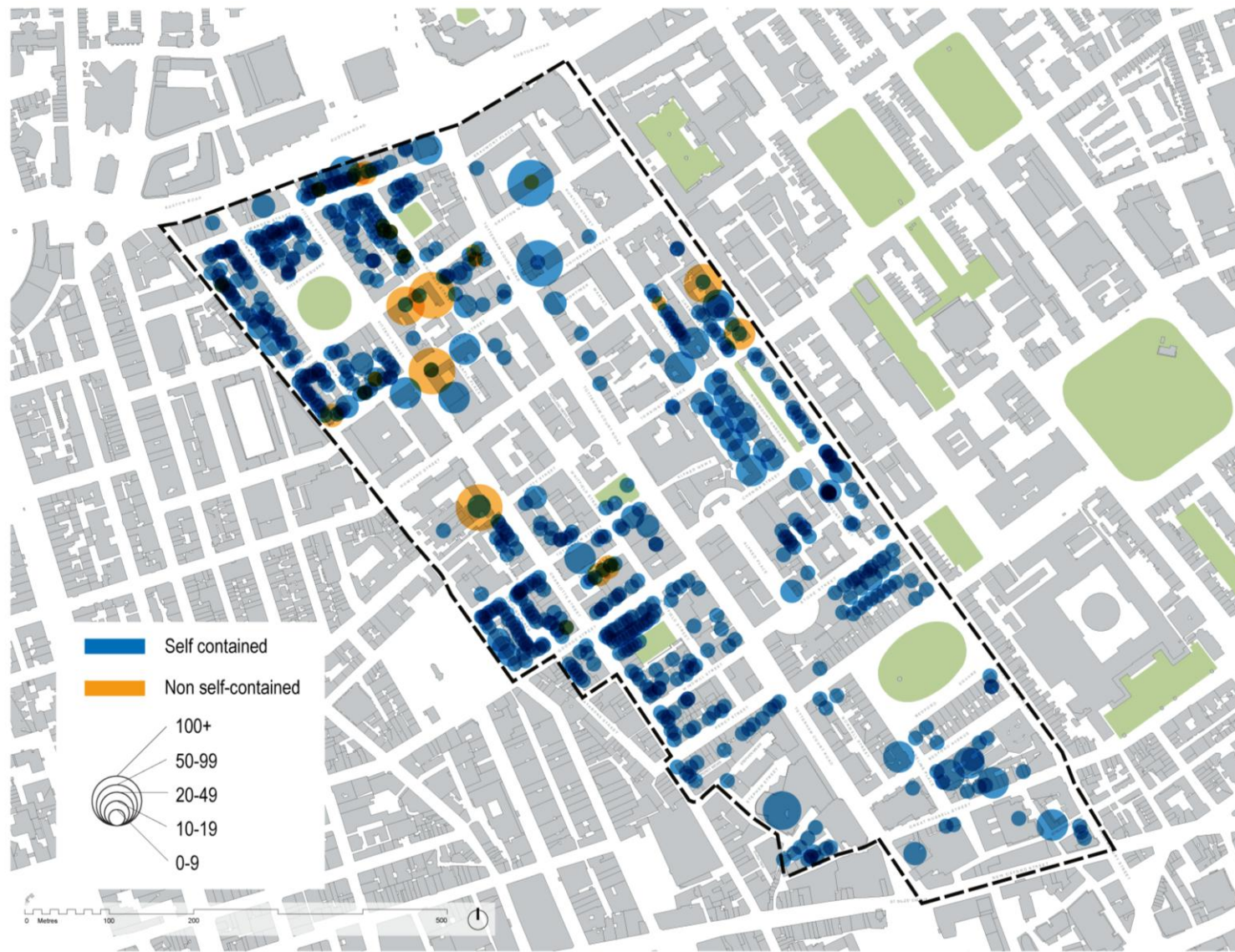
There are food, drink and entertainment uses located beneath and adjacent to homes in a number of Fitzrovia streets, notably Charlotte Street, Cleveland Street and Goodge Street. These uses can cause harm to residential amenity by generating noise, anti-social behaviour, litter and cooking odours.

There are a number of interfaces in Fitzrovia between residential concentrations and large institutions and office blocks, for example in Huntley Street, Grafton Way, Fitzroy Street and Maple Street. Offices and educational, medical and research institutions can cause disturbance to residents through servicing, mechanical ventilation and lighting, particularly where these activities take place 24 hours a day or when ambient noise levels are low.

If a development involves installation of plant, ventilation or air conditioning/ extraction equipment, or will otherwise create significant noise, we will expect submission of a detailed acoustic and noise/ vibration report, as set out in Camden Planning Guidance CPG6 *Amenity*. We will not grant permission for plant, ventilation equipment or other activities that exceed the noise and vibration thresholds set out in Camden's development plan policies.



Residential addresses and flats per address



Relevant Area Action Plan objectives

Contributes to the key objectives *ensuring growth takes place in a way that strikes an appropriate balance between residential, institutional and commercial uses and supporting the residential community by providing a range of facilities, services and places and protecting and enhancing residential amenity and quality of life*

Relevant parts of Camden's Core Strategy and Development Policies

Policy CS5 – Managing the impact of growth and development

Policy DP26 – Managing the impact of development on occupiers and neighbours

Policy DP28 – Noise and vibration

Relevant parts of Westminster's Core Strategy

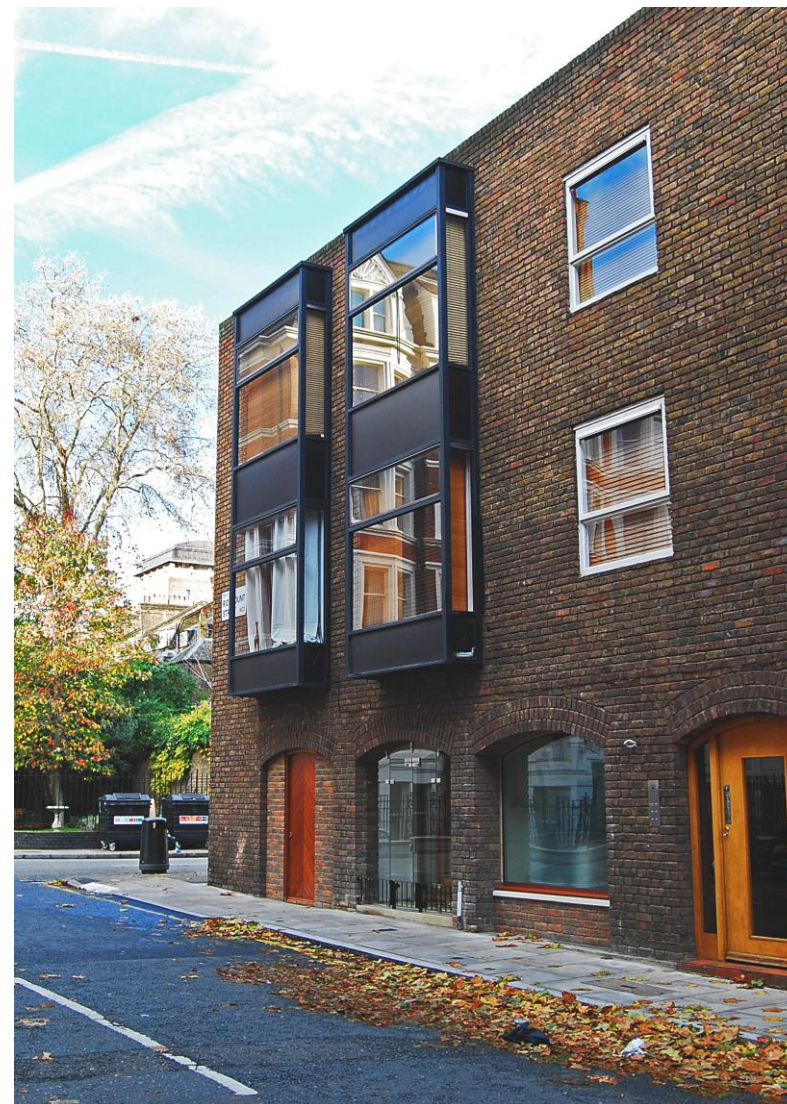
Policy CS18 – Health, safety and well-being

Relevant parts of the London Plan

Policy 2.12 – Central activities zone – predominantly local activities

Policy 3.2 – Improving health and addressing health inequalities

Policy 7.1 – Building London's neighbourhoods and communities



Sustainability and local energy networks

Principle 10

The Council will expect all development in Fitzrovia to incorporate appropriate measures to make the area more sustainable and tackle climate change, and will promote local energy generation and networks in the area.

When considering proposals for developments with high heating demands or a mix of energy demands throughout the day, the Council will expect proposals to include an assessment of the potential to connect to a local energy network, and to provide for a connection wherever feasible and viable.

Where a connection cannot be made at the time of development, the Council will expect provision to be made for a future connection, and will seek a contribution towards the development of future local energy networks.

Securing an environmentally sustainable future is a key objective of this Plan. Sustainably managing growth is also a key objective of Camden's Core Strategy. The Core Strategy sets out how the Council tackles climate change through promoting higher environmental standards. It encourages all developments to meet the highest feasible environmental standards that are financially viable and requires all developments to take measures to minimise the effects of, and adapt to, climate change (policy CS13) including managing surface water run-off within all developments. It also promotes sustainable travel (policy CS11), flood prevention measures (policy CS13) and reducing air pollution (policy CS16). All developments in Fitzrovia will be assessed against the sustainability policies and guidance in the Core Strategy, Camden Development Policies 2010 and Camden Planning Guidance 3: Sustainability.

Surface Water Flooding

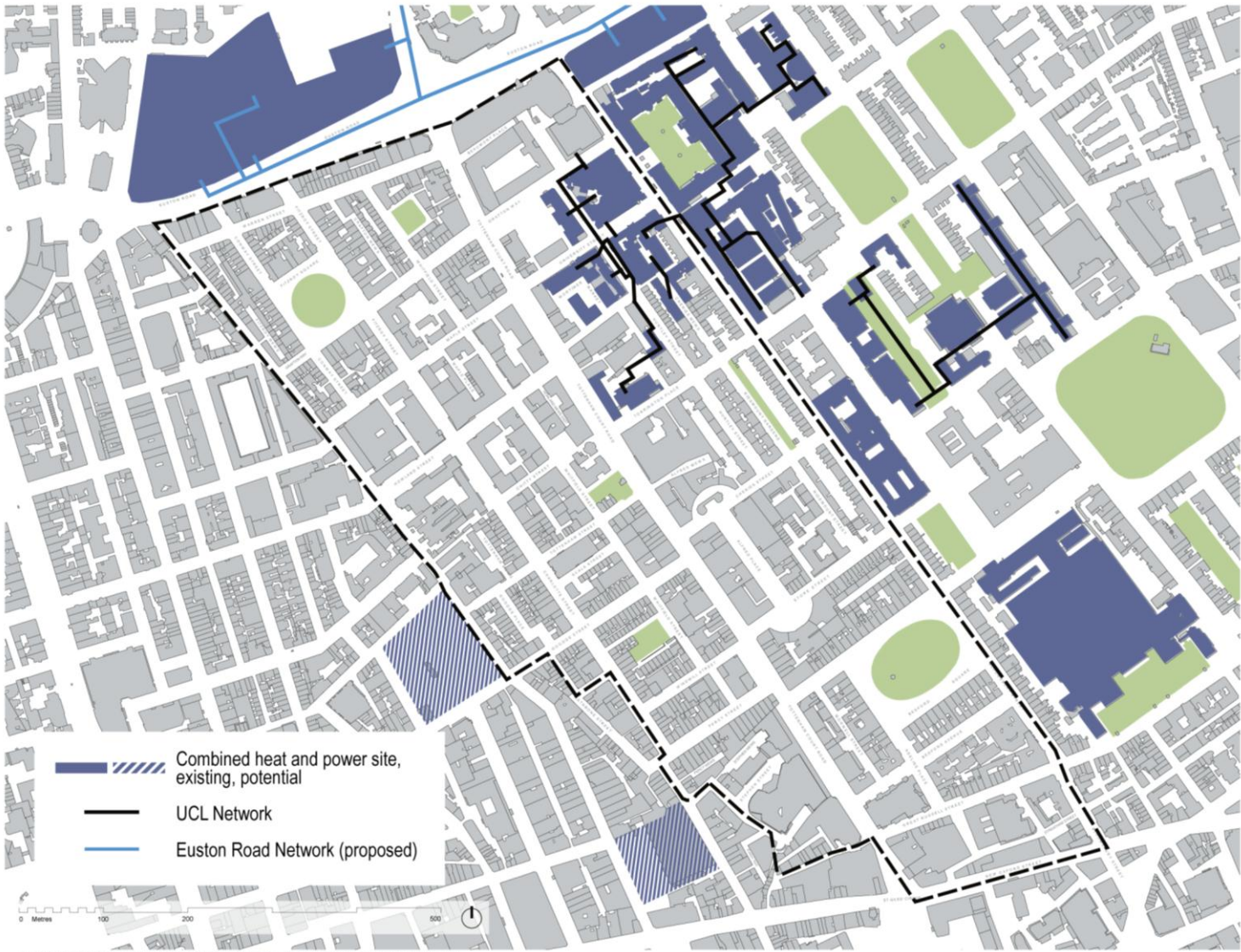
The key flood risk to Camden is from surface water flooding. Camden has produced detailed modelling of the surface water flood risk in the borough. In extreme rainfall events (1 in 75+) there is some ponding in Fitzrovia but less than in other parts of the borough. The Surface Water Management Plan identified the area as being part of a Critical Drainage Area Group (ref 3_005) where flood risk could arise, but neither the Surface Water Management Plan nor the Camden Flood Risk Management Strategy consider it an area of significant risk. The City of Westminster have also not identified the neighbouring area among its hotspots for further investigation. Nevertheless, it is vital that new developments are safe from flood risk and do not increase flood risk elsewhere. Developments should aim to decrease the amount of impervious surfacing on site and manage surface water run-off through the incorporation of sustainable urban drainage systems (SUDS) across the site.

The energy hierarchy

A key aspect of sustainability is the reduction of carbon emissions. The energy hierarchy is a tool for reducing carbon emissions by prioritising firstly a reduction in energy use, secondly efficient forms of energy supply, and thirdly the use of renewable energy.



Local energy networks



Reducing energy use

Across Camden, developments are expected to be designed to minimise energy needs and use during construction and occupation. New buildings should take advantage of natural opportunities for daylight, warmth, ventilation and cooling, to use layouts, materials and insulation that minimise energy loss, and to use efficient mechanical systems (e.g. for heating and air conditioning). We consider the energy performance of developments using sustainability assessments (Code for Sustainable Homes and BREEAM). The Council will seek to ensure that new buildings in Fitzrovia are designed to maximise the energy credits achieved in sustainability assessments and comply with Camden Planning Guidance 3: Sustainability.

Almost 80% of Camden's carbon emissions derive from existing buildings. To reduce emissions from existing buildings the Council promotes the retrofitting of energy efficiency measures (e.g. draft-proofing, thermally efficient windows and insulation). Retrofitting represents the best opportunity to reduce carbon emissions in Fitzrovia given that a high proportion of Fitzrovia's buildings are over 100 years old and are valued heritage assets. However, retrofitting will also be a challenge for the many Fitzrovia buildings protected by Listed Building or conservation area status.

The Council will expect development in Fitzrovia involving existing buildings (such as changes of use and extensions) to include measures to reduce emissions, and will seek to secure appropriate retrofitting measures wherever refurbishment is proposed. Camden Planning Guidance sets out circumstances where sustainability assessments are expected for conversions, and provides a checklist of retrofitting measures and advice on dealing with Listed Buildings and other historic properties.

Efficient energy supply

Local energy systems, where heat and power are generated near to the place they are used, have been found to be the most cost effective way for Camden to reduce carbon use. There are particular opportunities in Fitzrovia for developments to supply energy efficiently by using a local ('decentralised') energy system. Local energy networks (or decentralised energy systems) commonly take the form of a CHP (combined heat and power) system driven by a local boiler and generator. Developments are generally suitable for decentralised energy and CHP systems if they have high heating demands or have a mix of energy demands throughout the day (heat and electricity).

There is one existing CHP system in the Fitzrovia area, focused on Gower Street and operated by UCL. Where development is proposed east of Tottenham Court Road and has energy demands that make it suitable for connection to a local energy network, the Council will expect developers to seek connection to the Gower Street network.

The Council is actively promoting a decentralised energy network along Euston Road. Work on the network is expected to start from Somers Town, but has potential to continue to the Euston Growth Area and Euston Tower/ Regent's Place in the longer term. In conjunction with Westminster Council, Camden is also exploring the potential for development of a decentralised energy network focused on the Tottenham Court Road Growth Area.

Where development suitable for connection to a local energy network is proposed west of Tottenham Court Road the Council will expect developers to investigate the status of these proposed networks and ensure that there is potential for a connection in future.

The Council has specific requirements for controlling air pollution associated with CHP. These are summarised below under the heading *Air quality*.

Renewable energy

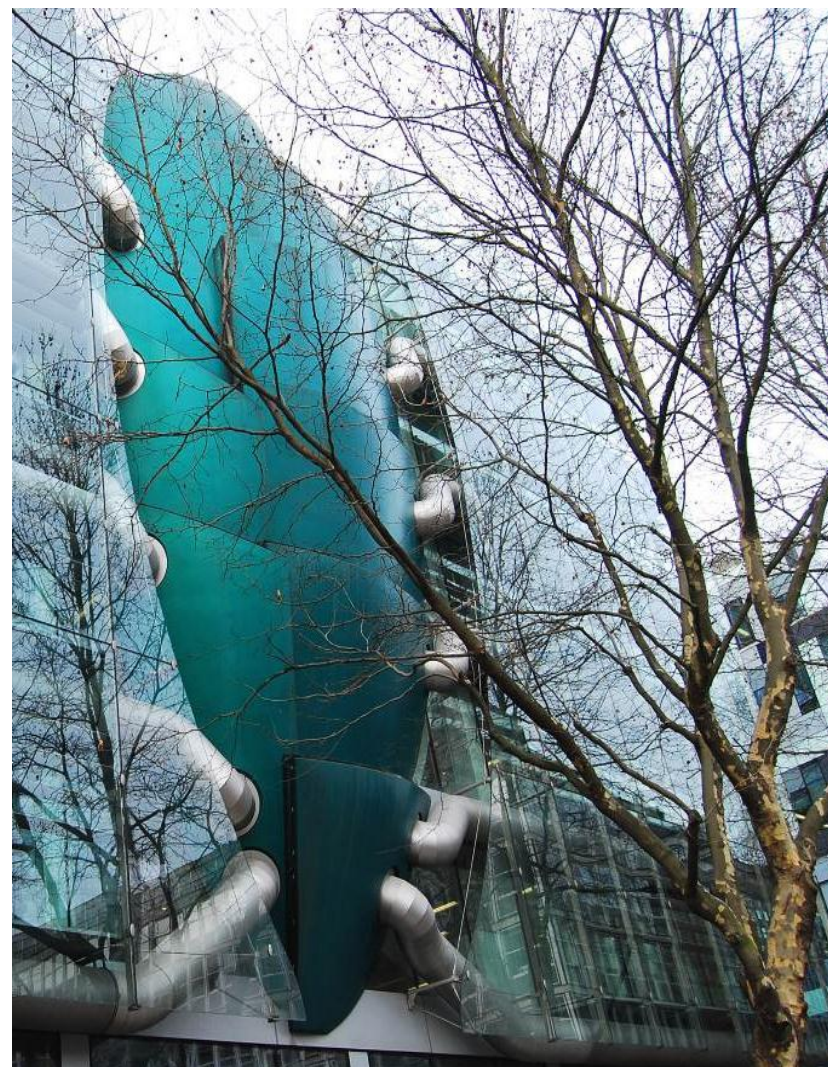
Development should be designed with a target of 20% for the reduction of carbon emissions by using on-site renewable energy. Renewable technologies that may be appropriate in Fitzrovia include solar hot water panels, photovoltaic cells, ground source heat pumps and air source heat pumps. Detailed advice is available in Camden Planning Guidance.

Air quality

Protecting local air quality has a vital role to play in safeguarding public health and the environment, as well as enhancing quality of life. The Council is committed to improving air quality in the borough as outlined in Camden's Air Quality Action Plan 2012 – 2015. Since 2000, the whole of the borough has been designated an Air Quality Management Area (AQMA) for failing to achieve the Government's Air Quality limit values for nitrogen dioxide (NO₂).

Air quality impacts are influenced by the size and location of developments. The Council will require air quality assessments where development could potentially cause significant harm to air quality. Please refer to Camden Development Policies 2010 (policy DP32) and section 2 in Camden Planning Guidance 6: Amenity for further details. All developers will also be expected to follow the Mayor of London's Best Practice Guidance on the control of dust and emissions from construction and demolition.

The Council has specific requirements for controlling air pollution associated with biomass boilers and CHP. If a development is due to include a biomass boiler or CHP plant, guidance should be sought from the Council's Air Quality Officer. Given that biomass releases higher levels of some pollutants than gas-fired systems and the existing poor air quality in the borough, the use of biomass is the Council's least preferred option for the provision of renewable energy.



The Mayor of London is developing a definition and guidance for air quality neutral development. Due to the concentrations of air pollution in the Fitzrovia area, it is likely that air quality neutral developments will be favoured in future.

Relevant Area Action Plan objectives

Contributes to the key objective *ensuring an environmentally sustainable future*

Relevant parts of Camden's Core Strategy and Development Policies

Policy CS13 – Tackling climate change

Policy DP22 – Promoting sustainable design and construction

Policy DP23 – Water

Policy DP27 – Basements and lightwells

Policy DP32 – Air quality and Camden's clear zone

Relevant parts of Westminster's Core Strategy

Policy CS38 – Decentralised energy networks

Relevant parts of the London Plan

Policy 5.1 – Climate change mitigation

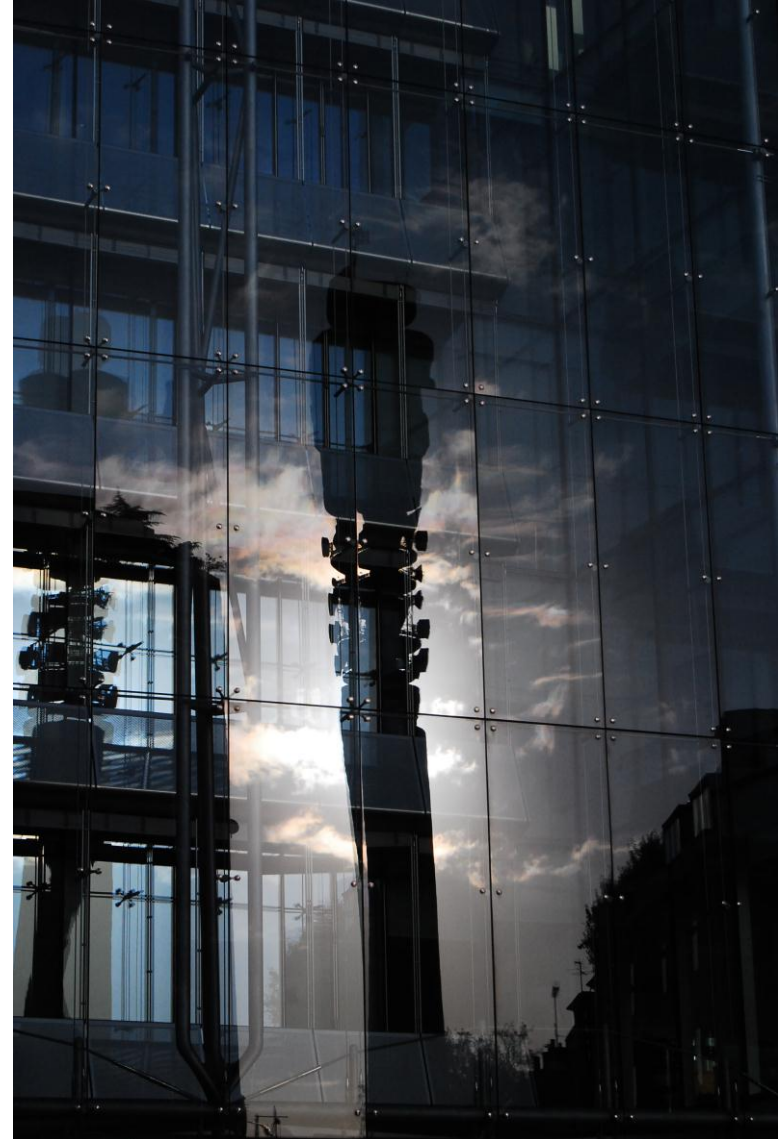
Policy 5.2 – Minimising carbon dioxide emissions

Policy 5.5 – Decentralised energy networks

Policy 5.6 – Decentralised energy in development proposals

Policy 7.14 – Improving air quality





PART 5

CHARACTER AREAS AND URBAN DESIGN PRINCIPLES

Introducing the Character Areas and urban design principles

Fitzrovia has a unique character that derives largely from its mix of uses, grid pattern of streets, dense development, fine grain and sense of enclosure. This section sets out:

- the existing design policies that apply in Fitzrovia,
- urban design character and principles for Fitzrovia as a whole, and
- Character Areas with distinctive urban design principles, area specific principles, and public realm opportunities.

Existing design policies

Our Core Strategy and Development Policies documents seek to secure places and buildings that are attractive, safe and easy to use. This aim has particularly informed the urban design principles for Fitzrovia. Creating attractive, safe and easily-used places involves a wide range of design considerations spread across a number of policies including promoting high quality places and conserving our heritage (policy CS14), tackling climate change (policy CS13), and making Camden a safer place (policy CS17). Key design issues raised in the Core Strategy and Development Policies are summarised here, but prospective developers should refer to the full text of the documents.

The Council expects development in Fitzrovia to be designed to contribute to a high quality place, and to address all aspects of design identified by Camden's Core Strategy and Development Policies as appropriate, including:

- respecting local character, setting and context and the form and scale of neighbouring buildings (policies CS14, DP24);

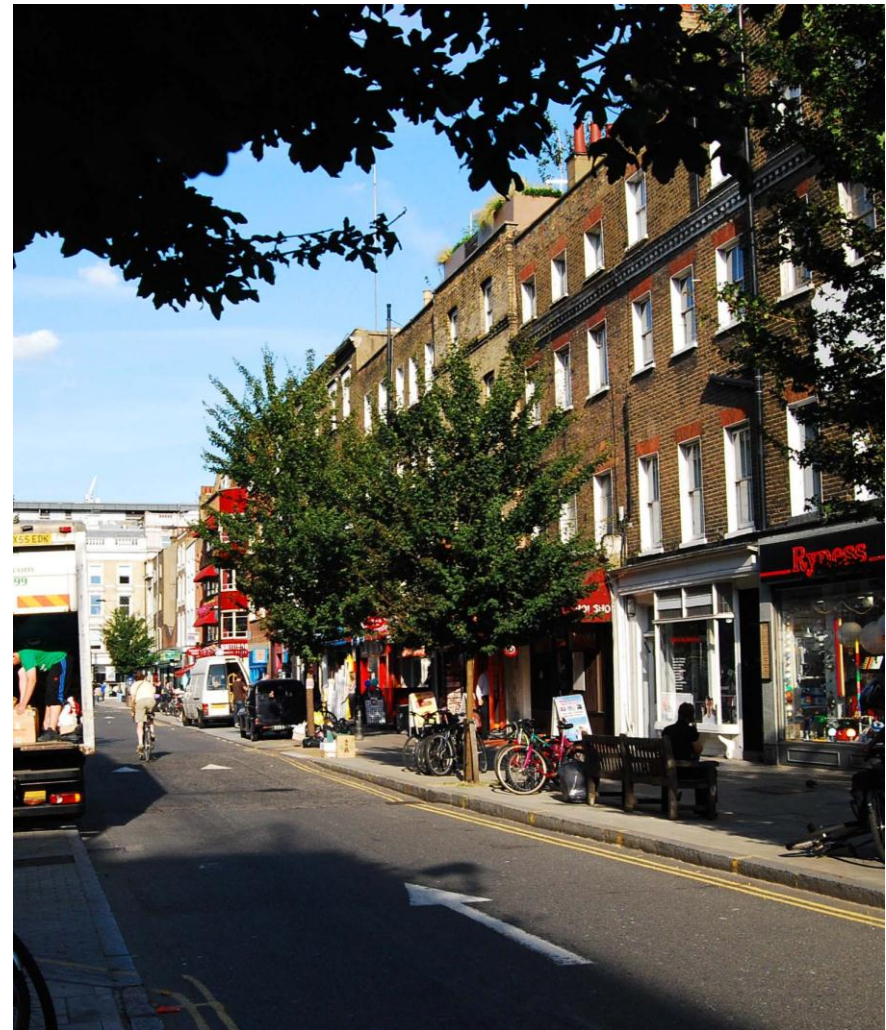
- respecting the character and proportions of any existing buildings to be retained on site (DP24);
- using high quality materials (DP24);
- providing visually interesting frontages at street level that are well-related to the upper floors, the street and any forecourt or lightwell (DP24, DP30);
- preserving and enhancing heritage assets and their settings (CS14, DP25);
- protecting important views (CS14);
- creating inclusive and accessible buildings and spaces (CS14);
- incorporating appropriate security and community safety measures (CS17);
- protecting the quality of life of occupiers and neighbours, including attention to the standard of accommodation, visual privacy, outlook, natural light, noise, vibration and pollution (CS5, DP26, DP28, DP31);
- providing amenity space (DP24, DP26);
- meeting increased demand for public open space (CS15, DP31);
- respecting existing natural features including topography and trees (CS15, DP24);
- providing high quality hard and soft landscaping, new trees and vegetation (CS14, CS15);
- providing new or enhanced habitat and opportunities to experience nature (CS15);
- incorporating sustainable design and construction measures (CS13, DP22);

- minimising carbon emissions and the impact of climate change (CS13);
- protecting water quality and the water environment and minimising the risk of surface water flooding (CS13, DP23, DP27);
- providing for movements to, from and within the site including provision for pedestrians, cyclists and public transport (CS11);
- limiting on-site car parking to spaces designated for disabled people, operational or servicing needs and car-club spaces (CS11, DP18);
- incorporating facilities for the storage and collection of waste and recycling (CS18).

See also Camden Planning Guidance, particularly Camden Planning Guidance 1: Design.

Conservation Area Management Plans

Development should also be designed in accordance with the principles set out in the relevant Conservation Area Management Plans (available to download at www.camden.gov.uk). The Conservation Areas in Fitzrovia are: Bloomsbury, Charlotte Street, Fitzroy Square and Hanway Street. Further to this guidance, the section below identifies the characteristics that contribute to Fitzrovia's built environment and sets out urban design principles specific to Fitzrovia, which take into account these characteristics. These should be considered with preparing development schemes in Fitzrovia and will be taken into account when the Council assesses planning applications.



Urban design principles

This section describes the distinctive characteristics that make Fitzrovia unique and sets urban design principles for new developments.

Built form and grain

Most of Fitzrovia is densely developed with a fine grain and a grid pattern reinforced and defined by buildings built to the street. Buildings are predominantly between 4 and 7 storeys in height, and with the notable exceptions of the BT Tower, Central Cross, and UCH there are few very tall buildings in the area. The built form creates a sense of enclosure and human scale that contributes greatly to Fitzrovia's character and attractiveness. The Plan's urban design principles aim to preserve and enhance Fitzrovia's existing built form.

A great number of the area's Georgian terraced townhouses survive as do the Georgian squares of Fitzroy Square and Bedford Square which are exceptionally well preserved. More than half of Fitzrovia is covered by conservation area designations and there are a many listed buildings. The historic environment sets a context for development in most streets in Fitzrovia.

Principles

- New development should respond positively to the prevailing form of nearby buildings and frontages in terms of scale and grain, particularly listed buildings, and buildings, spaces, and other features identified as making a positive contribution to the conservation areas.
- New built form should reflect the area's human scale, its sense of enclosure and be built to define the traditional street block.

- Buildings should be designed to avoid harm to views from Bedford Square and Fitzroy Square.

See also Part 4 of the Plan, *Land use principles*.

Strategic landmark viewing corridors

The London Plan designates the view from Parliament Hill to the Palace of Westminster as a London Panorama. Two Landmark Viewing Corridors forming part of this panorama pass through Fitzrovia. In accordance with the London Plan and Camden Core Strategy policy CS14, the Council resists proposals that would harm this view. Euston Tower and the BT Tower are prominent within this panorama, but the height of these buildings is exceptional in the Fitzrovia context. Development which respects the predominant building heights in Fitzrovia would not be likely to detract from the panorama.

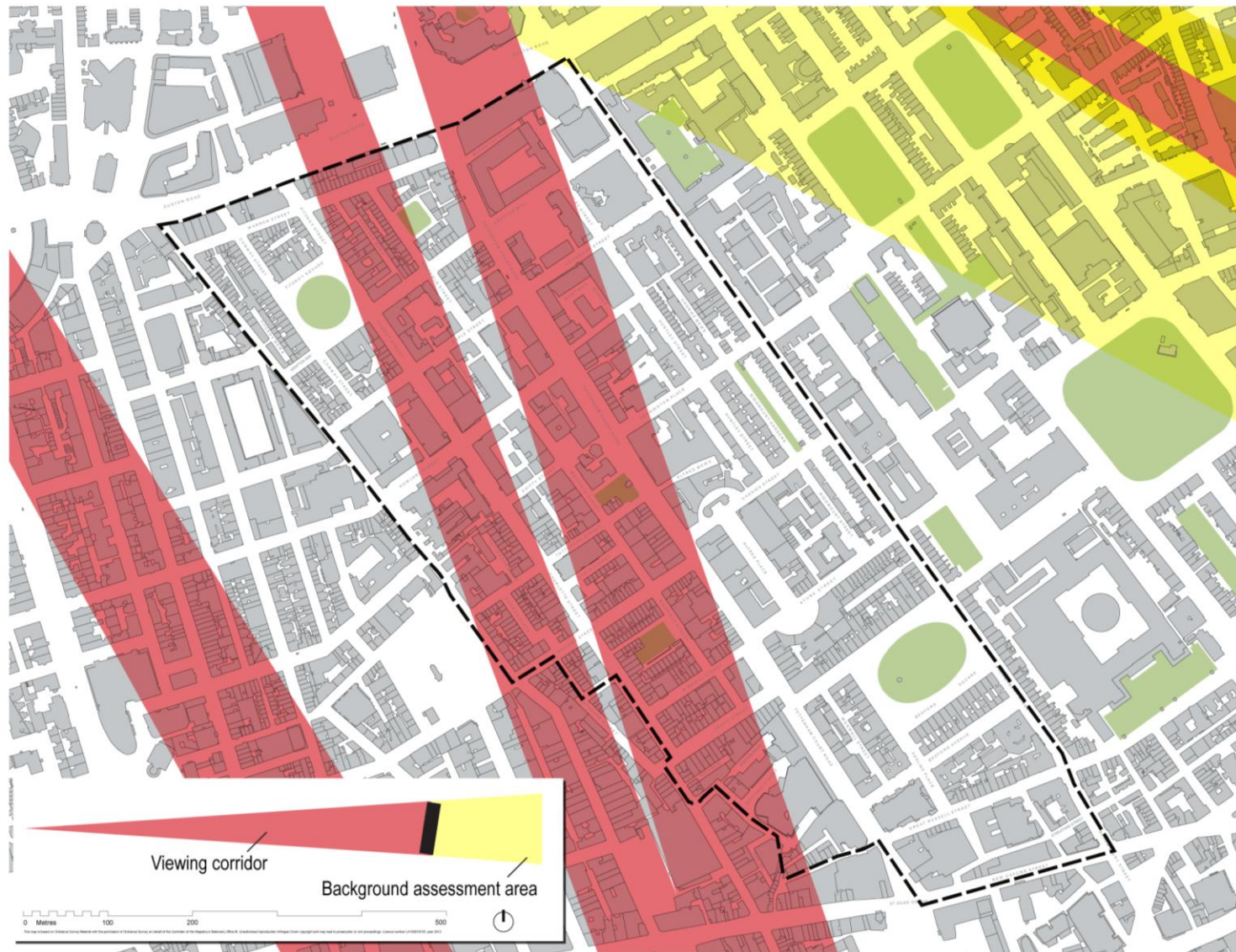
Tall Buildings

Paragraph 24.10 of Camden Development Policies 2010 indicates that given Camden's strategic environmental characteristics, the entire borough is considered as being within the 'sensitive' category, as defined by the English Heritage/ CABI Guidance on Tall Buildings (2007). Tall building proposals anywhere in Camden will therefore merit detailed design assessments. Further guidance on assessing tall buildings is given in Camden Planning Guidance 1: Design (page 12).

There are a number of particular constraints on the development of tall buildings in the Plan area:

- Conservation Areas have been designated across most of the Plan area;
- two landmark viewing corridors cover a large proportion of the Plan area;

Strategic viewing corridors



- few tall buildings currently exist in the Plan area (the most notable tall building is the BT Tower); and
- the Plan's urban design principles require development to respond positively to the prevailing form of nearby buildings in terms of scale.

Given these constraints, the Council considers that the potential for further tall buildings in the Plan area is very limited.

Local views

Local views are a significant aspect of the area's character. The prevailing grid layout creates long views along streets which are enhanced in the Conservation Areas by the repeated elements of the terraced buildings. The layout and built form provide contrasting views of the formal frontages and the plainer backs of terraces. The squares provide the experience of transition from enclosure to open spaces. There are clear views of the BT Tower (36 storeys / 189m) throughout the area. However, the pattern of streets and spaces is not planned to create formal vistas to architectural set-piece buildings, and the topography is generally flat so there are no views gained from changes in level. The Conservation Area Management Plans set out detail on key views and vistas which should be considered in design proposals.

Street pattern / links

Fitzrovia is built on a grid of relatively generously spaced streets constructed around the mid to late 18th century. The pattern comprises long streets running north-west to south-east, parallel to Tottenham Court Road, with shorter cross streets. There is an underlying secondary system of mews streets, many of which are dead ends.

These features can make the area attractive for travelling by foot, but can also make navigation difficult for visitors. In parts of the area Transport for London's "Legible London" project has provided on-street wayfinding specifically designed to assist pedestrians.

Principles

- Development should allow good legibility and permeability. It should reinforce the area's grid pattern and traditional street blocks. Very large blocks should be broken down and reconnected into the grid to create a permeable, comprehensible and easily navigable urban fabric.
- The public realm should be designed to prioritise walking and cycling.
- The public realm should include on-street wayfinding where appropriate in the form of clear map-based information designed to enhance its setting, such as the 'Legible London' system.

Uses and frontages

The area has a blend of uses including homes, offices, shops, hospital, university, and entertainment uses, including restaurants, cafes and pubs. This mix creates a diverse, vital and interesting area, with lively and active streets.

Principles

- To maintain the mixed use character of the area development should create or maintain a mix of uses within each street block.
- Ground floor uses should create safe, attractive streets by fronting active uses or windows and entrances to the street. Frontages dominated by blank facades, external roller shutters or building services should be avoided.
- Vehicular servicing infrastructure should be minimised. Servicing entrances fronting the main street grid should be avoided. Footpaths should be continuous across building frontages and servicing crossovers should be designed to give priority to pedestrians.

Open Space

There are relatively few areas of public open space in Fitzrovia yet there is significant demand from residents, workers and tourists. There is a particular lack of green open space.

Principles

- 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.

See also Part 4 *Land Use Principles* – Principle 2 *Public open space*.

Character areas, principles and public realm opportunities

Within Fitzrovia there are sub-areas with their own distinctive character, from the busy retail street of Tottenham Court Road to the quiet, stately Georgian Squares.

This section describes Character Areas with distinctive urban design features and sets out specific principles and public realm opportunities within each one. The Character Areas are presented in alphabetical order. Maps of the principles and opportunities are presented for each area, and are combined in a single map on page 105. Principles and opportunities are given reference numbers in the text that correspond with the numbers shown on the maps.

The margins of character areas do not have sharp boundaries. Inevitably, boundaries shown on a plan separate the opposite sides of a street, or separate buildings that are closely related to one another. Where proposals are close to a boundary or straddle the boundary, attention should be paid to character areas on each side of the boundary. This is particularly critical for Tottenham Court Road where pressure for growth can have profound impact on adjacent streets in sensitive character areas such as Bedford Square and Fitzroy Square.

The public realm opportunities are derived from the Fitzrovia Open Space and Public Realm Study. The study did not include detailed examination of the feasibility of these schemes. Therefore, before specific schemes can be agreed for implementation, their feasibility will have to be considered in depth, public consultation will be needed on potential designs, a source of funding will need to be identified and the priority of these schemes will need to be weighed against other priorities in Fitzrovia and further afield. Where works to the public realm are involved, feasibility will include their impact on traffic movements, parking and services. Where possible the Council will seek

funding from Transport for London to examine the feasibility of the schemes, and implement those schemes which are feasible, supported by the public, and prioritised by the Council (see also Part 4 *Land Use Principles* – Principle 2 *Public open space*).



Character Areas



1. Alfred Place Character Area

Alfred Place

Alfred Place is a formally laid out boulevard with cobbled crescents to the north and south. The ground floors are mostly in retail and office use. There is a mix of architectural styles but a predominance of late 19th and early 20th century retail and warehouse development. Buildings fronting the space differ in height (4-7 storeys) and detailing but are unified by enclosure of the space. The rows of mature trees on Alfred Place and South Crescent make a positive contribution to the area.

North Crescent is occupied by the Eisenhower Centre which is the entrance to a second world war deep-level air raid shelter linked to the underground network. The structure is in commercial use for secure document storage. A memorial to the 12th County of London Regiment (The Rangers) is located in front of the Eisenhower Centre.

The Eisenhower Centre has been identified as a positive contributor to the character of the Conservation Area due to its social and historic interest. However, the entrance structure blocks views of buildings in North Crescent (including listed buildings), creates a poor setting for the Rangers' memorial (also listed), and interrupts the symmetrical layout of Alfred Place and the North and South Crescents.

Store Street

Store Street is notable for its attractive 19th century four-storey terrace characterised by a series of shopfronts of identical design and a variety of small independent retail and café uses with residential accommodation above. Street trees give a leafy feel and provide a sense of enclosure. The later 20th century College of Law building is situated on the north side.

Torrington Place

There is significant pedestrian footfall and cycle traffic along Torrington Place and the south side of the road is fronted by shops and cafes, some of which have seating on the street. The north side is fronted by 1-19 Torrington Place (also known as Mullard House) which has a less successful frontage to the street with two vehicle ramps and obscured windows.

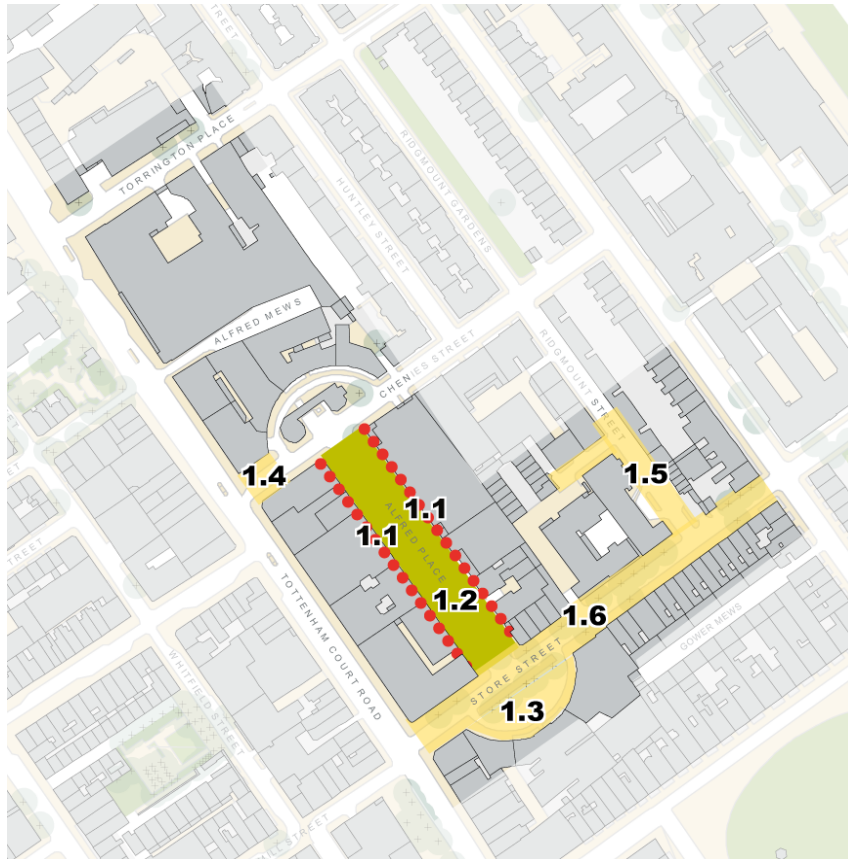
Below: Alfred Place



Below: Store Street.



Alfred Place Character Area



Character area principles

1.1 New development on Alfred Place should improve the frontage and pedestrian environment by minimising vehicle entrances and crossovers whilst maintaining adequate servicing arrangements to support the viable use of properties on the street.

Public realm opportunities

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

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. 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.

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 relocating the cycle hire station.

The Council encourages a scheme which will improve the setting of the Rangers' memorial and improve the relationship between the Eisenhower Centre and the surrounding townscape.

1.3 South Crescent

Create a public open space in South Crescent by closing the road and reclaiming carriageway and by relocating all car parking spaces to nearby streets.

1.4 Chenies Street West

Create a widened footway at the eastern end of Chenies Street by reclaiming carriageway space. We will explore opportunities to improve the setting of the Rangers' Memorial at South Crescent/ Chenies Street.

1.5 Ridgmount Street

Create a single surface around the College of Law - Bloomsbury Centre by raising the carriageway and providing street furniture to narrow the road, calm traffic and manage parking.

1.6 Store Street

Create a widened footway along Store Street by reclaiming carriageway space.

Below: Ridgmount Street



2. Bedford Square Character Area

Bedford Square is a virtually intact Georgian square fronted by terraced townhouses forming a single formal composition. The central circular garden is in private ownership. Access is available to local residents and businesses subject to payment of an annual fee. The garden is also hired out for events.

Buildings fronting the square are neo-classical terraced townhouses with a strong uniformity of proportions and scale. All buildings fronting the squares are listed. They are predominantly in office or educational use with occupiers including publishers, colleges and legal firms.

Although Bedford Square is included within the Fitzrovia Area Action Plan boundary, this character area is regarded as part of Bloomsbury.

Bedford Avenue

The red-brick Bedford Court Mansions (6 storeys) line the entire length of Bedford Avenue. There is a noticeable difference in scale between these mansion blocks and the 2 storey Edwardian mews on the north side of Bedford Avenue.

Morwell Street

Morwell Street is a relatively narrow, quiet street fronted mostly by two- to four-storey development of variable quality and age. A number of buildings on the western side have garages and servicing. The eastern side is within the Conservation Area and has many buildings which contribute positively.

Gower Mews

Gower Mews retains much of its essential mews character, being a narrow, single surface fronted by small scale 2-3 storey mews buildings with garages.

Below: Bedford Square



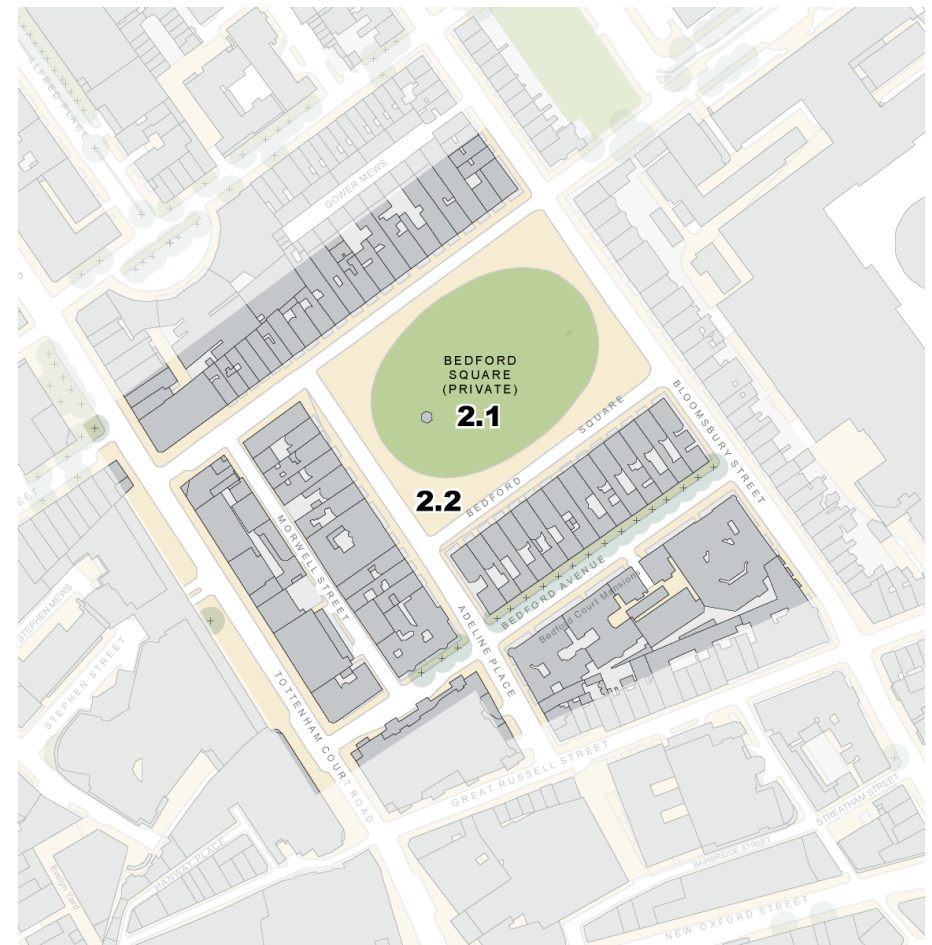
Below right: Bedford Court Mansions, Bedford Avenue



Below: Gower Mews,



Bedford Square Character Area



Character area principles

2.1 The Council will negotiate with owner The Bedford Estate to seek increased public access to Bedford Square Gardens.

2.2 The Council will resist introduction of a cluttering of street furniture in the public area surrounding Bedford Square Gardens, but will explore opportunities for the installation of additional seating provided it will not harm the Square's heritage assets and their settings. The addition of seating will require further investigation including prioritisation against other proposals, identification of funding, consultation with key stakeholders and wider public consultation.

Public realm opportunities

In this character area we do not propose to take forward any public realm opportunities identified by the Fitzrovia Open Space and Public Realm Study.

Below: Bedford Square



3. Central Cross and Hanway Street Character Area

Central Cross

Central Cross is a large 1970s modernist complex ranging from 5 to 14 storeys. The building has a variety of uses including office, retail, a cinema and housing. 6-17 Tottenham Court Road is a four storey 1990s development in retail and office use. Both buildings have a large footprint for the area. The site has the potential to provide a significantly improved frontage to Tottenham Court Road and possibly to create a new connection to Hanway Place.

Hanway Street and Hanway Place

The narrow, curving streets, tight grain and the intimate quiet feel of this area contrasts to the open planned grid to the north, and to the large Central Cross complex. Small shops, offices and restaurants are on located on the ground floor of Hanway Street with residential above. The cul-de-sac of Hanway Place is very quiet. Buildings are terraced properties of mixed age and style and are predominantly 3-4 storeys.

Opportunity Sites

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

Central Cross and Hanway Street Character Area



Below: 6-17 Tottenham Court Road looking south



Character area principles

Refer to the master planning principles on page 133.

Public realm opportunities

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

3.1 Tottenham Court Road Promenade

Remove clutter and add seating at the base of the street trees along Tottenham Court Road in front of Central Cross.

3.2 Gresse Street cycle stand plaza

The small space with a cycle stand on Gresse Street is on private land and lies just within the City of Westminster. Investigate the opportunity to add seating and planting to the space on Gresse Street near the cycle shelter.

3.3 Gresse Street / Stephen Street

Raise the carriageway at the junction of Gresse Street and Stephen Street to slow traffic and provide a safer environment for pedestrians.

4. Charlotte Street Character Area

Charlotte Street and the surrounding area is a focus of activity for shops, cafés and restaurants in Fitzrovia. It has a large residential population and there is much activity on the street.

It has a fine grain of development with predominantly Georgian terraced townhouses dating from 1750 to 1790. Many have attractive shopfronts added more recently. Building heights are generally 4-5 storeys.

Pubs are located at many of the street corners and the area is home to the two most used open spaces in Fitzrovia, Whitfield Gardens and Crabtree Fields.

The junction of Charlotte Street and Rathbone Street is a focus of activity where a number of routes converge. It is the main gateway between Fitzrovia, Soho and Oxford Street. Many cafés, restaurants and pubs and shops cluster around this busy route.

Opportunity Sites

12. Asta House

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

Below: Charlotte Street



Below: Goodge Street



Charlotte Street Character Area



Character area principles

4.1 Redevelopment of sites fronting Whitfield Gardens should provide active frontages to the space to create interaction between the space and ground floor uses and to provide passive surveillance.

Below : Whitfield Gardens



Public realm opportunities

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

4.2 Goodge Place

Investigate the feasibility of closing the middle of Goodge Place to motor vehicles and create a public space. There is concern that a turning head would be required within this space.

4.3 Windmill Street East

Create a single surface adjacent to Tottenham Court Road by raising the carriageway and providing street furniture.

4.4 Whitfield Gardens

Improve Whitfield Gardens with new seating and planting, particularly at the corner of Tottenham Court Road and Tottenham Street.

Below: Goodge Place



5. Fitzroy Square Character Area

Broadly similar in character to Bedford Square, Fitzroy Square is a virtually intact Georgian square fronted by terraced townhouses forming a single formal composition. The central circular private garden has limited public access during summer.

The four storey townhouses fronting the square are designed in accordance with classical principles and create the appearance of a single Palladian villa. All terraced townhouses fronting the square are Grade I listed. The buildings are predominantly office use with a range of other uses including residential.

Around Fitzroy Square

Conway Street, Fitzroy Street and Grafton Way lead off Fitzroy Square. They are relatively narrow streets, enclosed by largely four-storey terraces in predominantly residential use with some offices. They retain much of their original character and have significant consistency in terms of the architectural treatment of the terraces. Where there are later 19th and 20th century insertions, their scale complements the original terraces.

Grafton Mews, Fitzroy Mews

The mews drop down in scale and contain a variety of small scale commercial uses, some rear garaging, warehousing and conversions to residential use.

Euston Road

Euston Road terminates Conway Street and Fitzroy Street. The southern side of Euston Road backs onto properties on Warren Street, including a number of Listed Buildings. The building stock on the southern side of Euston Road is mixed and includes the 20th century office block Fitzroy House at 355 Euston Road

(7 storeys) contrasted with 19th century townhouses with retail on the ground floor (predominantly 3-4 storeys).

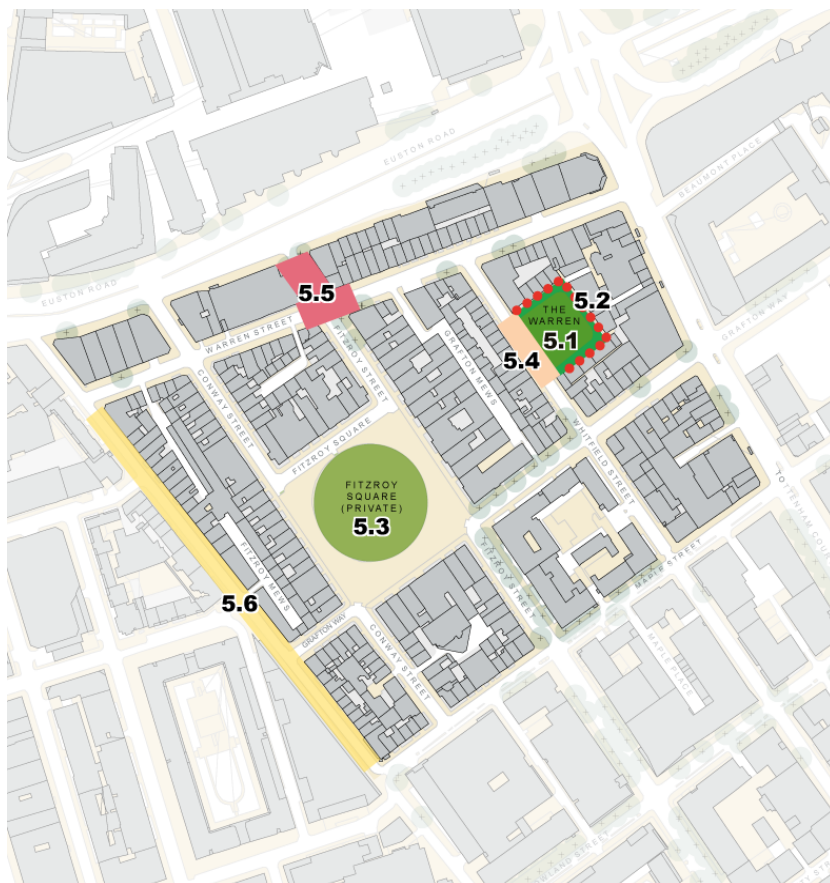
Below: Fitzroy Square



Below left: Grafton Way: Below right: Fitzroy Mews



Fitzroy Square Character Area



Character area principles

5.1 The Warren is a priority site for general improvements including to the multi use games area, the play space, paving, seating and planting. Some improvements are proposed in the Parks Improvement Plan.

5.2 Development adjacent to the Warren should front entrances and windows to the space to provide natural surveillance and create interaction between the space and the ground floor uses. Designs which incorporate encroachment space in their frontage to the Warren are encouraged (such as doorways and small gardens that allow potential for seating and planters to spill into the public space).

5.3 The Council will negotiate with landowners to seek increased public access to Fitzroy Square Gardens.

Below: The Warren

