

Public realm opportunities

The Council is planning to conduct an experimental road closure of Warren Street from Grafton Mews to Fitzroy Street.

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.

5.4 Whitfield Street near the Warren

Improve the public realm (particularly for the safety of pedestrians) around the Warren by moving car parking from adjacent to the open space to improve lines of sight, installing a raised pavement to reduce traffic speeds, and installing crossing points for pedestrians.

5.5 Fitzroy Street and Warren Street

Consider closing Fitzroy Street from Warren Street to Euston Road after conducting the experimental closure of Warren Street from Grafton Mews to Fitzroy Street.

5.6 Cleveland Street

Create a widened footway along parts of Cleveland Street to support high levels of pedestrian activity and possibly tree-planting by reclaiming carriageway and parking spaces. The west side of Cleveland Street belongs to Westminster and any changes will require their permission.

Below: Fitzroy Square



6. Great Russell Street Character Area

Great Russell Street is a relatively busy east-west route which changes in character along its length. There are a number of hotels in this area, as well as shops.

The building stock is mixed including Edwardian four-storey terraces, larger later 19th Century mansion blocks, the 1930s neo-Georgian Queen Mary Hall/ YWCA and the modernist Congress House trades union building. A number of Victorian timber shopfronts are retained on Great Russell Street. Building heights generally do not rise above 6 storeys, with the exception of the 13-storey St Giles Hotel. The St Giles Hotel presents a retail frontage to Tottenham Court Road, less active frontages to Great Russell Street and Bedford Avenue and a blank frontage to Adeline Place.

Bainbridge Street is fronted by the flank and rear walls of buildings creating a streetscape dominated by building services equipment, rubbish bins, roller shutter doors and garages. This street is a convenient cut through but feels unsafe in the evenings.

Although Great Russell Street and Bainbridge Street are included within the Fitzrovia AAP boundary, this character area is regarded as part of Bloomsbury.

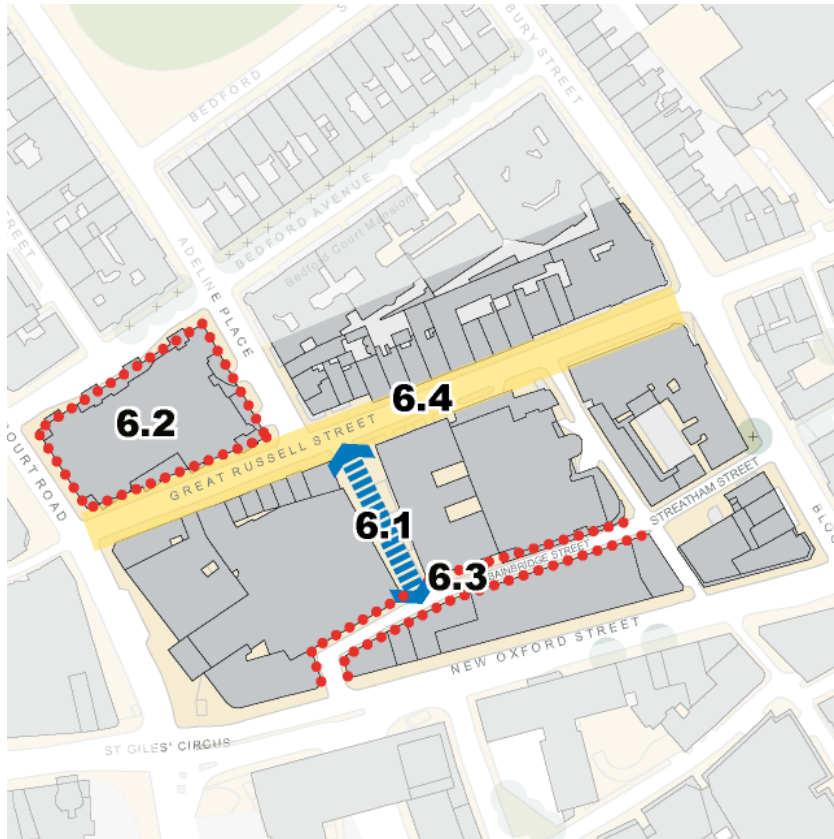
Below: Shops on Great Russell Street



Below: Congress House, Great Russell Street



Great Russell Street Character Area



Character area principles

6.1 Any development adjacent to the pedestrian route on private land between Adeline Place and Bainbridge Street adjacent to Queen Mary Hall/ YWCA Central Club should improve this route.

6.2 Any redevelopment of the St Giles Hotel should improve the street frontage, with the ground floor addressing the street and including active frontages along Tottenham Court Road and Great Russell Street. Blank frontages and large servicing areas should be avoided.

6.3 Developments on Bainbridge Street should be designed to provide an improved frontage to the street with minimal impact of building services and rubbish and recycling storage. Active frontages fronting Bainbridge Street will be supported to improve appearance, activity and safety of the street.

Public realm opportunities

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

6.4 Great Russell Street

Create a widened footway along Great Russell Street by reclaiming carriageway space.

7. Howland Street Character Area

The area around Howland Street suffered extensive damage during the Second World War and as a result the area is predominantly developed with post-war steel and concrete buildings. The scale and grain is significantly larger than the rest of Fitzrovia, and building heights around 5-7 storeys.

Most properties in the area are in office use with business occupiers currently including Arup and Saatchi & Saatchi. The landmark BT Tower is located in this area.

Opportunity Sites

Bedford Passage Sites

1. Astor College
2. Middlesex Hospital Annex
3. Arthur Stanley House
4. Tottenham Mews Day Hospital

Other

11. 80 Charlotte Street
12. Network Building

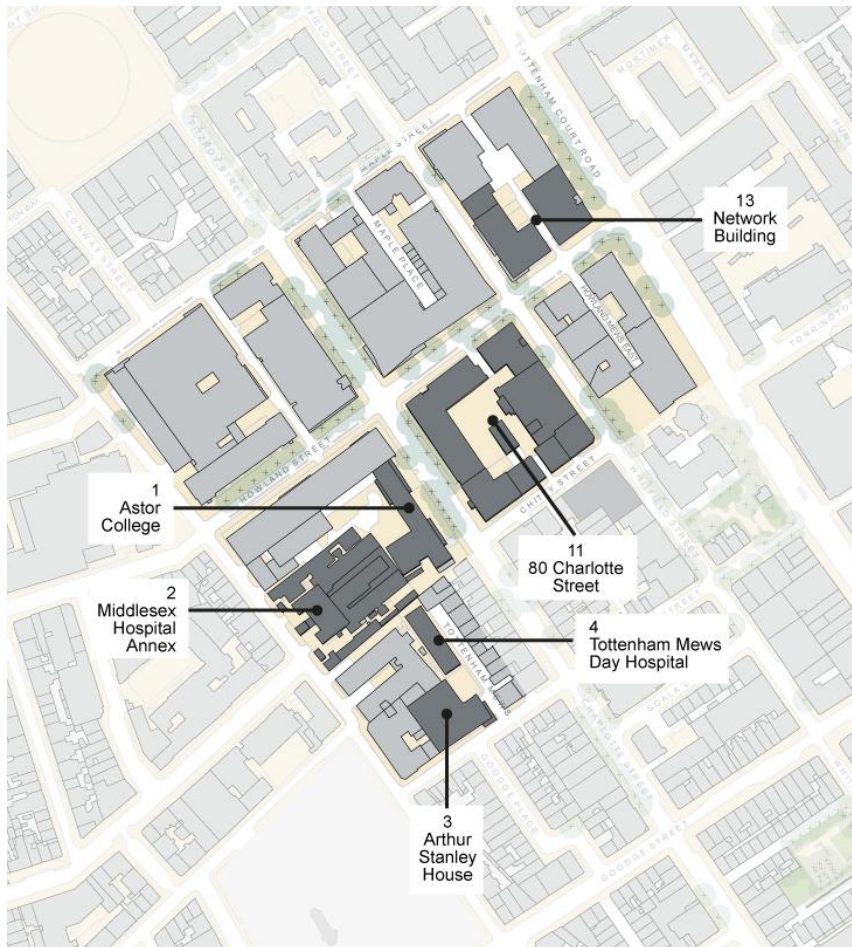
Below: Chitty Street



Below: Qube building 90 Whitfield Street



Howland Street Character Area



Character area principles

Refer to the masterplanning principles on page 110.

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, but opportunity for a new public open space has been identified as part of the masterplanning principles on page 110.

Below: BT Tower



8. Ridgmount Gardens Character Area

The Ridgmount Gardens Character Area is defined by the long parallel blocks and terraces. The area is predominantly residential, but includes a number of student residences and hotels on Gower Street and a number of University College facilities on Chenies Mews. The buildings include Georgian terraced housing, Victorian/ Edwardian mansion blocks, and 20th century mews development.

Buildings heights vary from smaller scale (2-3 storeys) on the mews and in locations of surviving Georgian terraces (3-4 storeys), with greater height in the Victorian mansion blocks (6-7 storeys).

The Ridgmount Gardens open space is in private ownership and access is for keyholders only.

Opportunity Sites

7 Royal Ear Hospital

8 Medical Students' Union

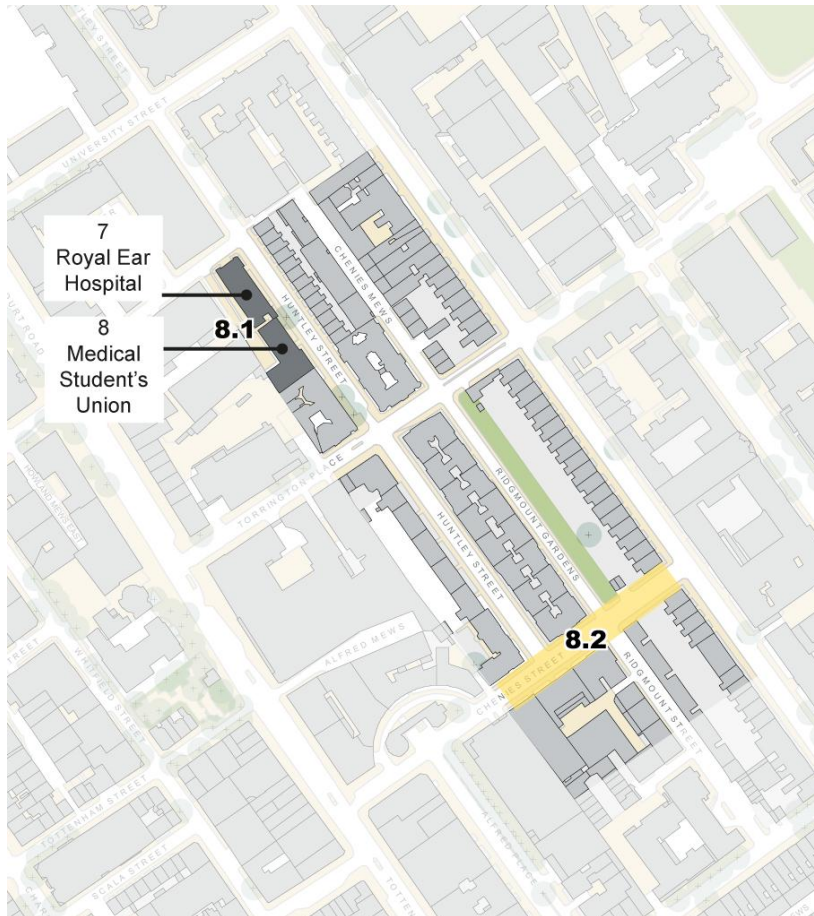
Below: Huntley Street



Below: Ridgmount Gardens



Ridgmount Gardens Character Area



Character area principles

8.1 Redevelopment on the block bounded by Tottenham Court Road, Torrington Place, Huntley Street and Capper Street should consider retention and extension the network of pedestrian laneways.

Public realm opportunities

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

8.2 Chenies Street East

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

9. Tottenham Court Road Character Area

Tottenham Court Road is a busy central London high street that operates as an extension to West End retailing.

Shops and other retail uses predominate at ground level with offices, institutions, three hotels and some flats above. The retail mix has a focus on consumer electronics to the south and furnishings further north. Cafes and sandwich shops catering to the lunchtime office workers are common at the northern end.

The building stock predominantly consists of large 20th century buildings, a notable example being the Heal's store. Groups of older, finer grain 19th and early 20th century buildings, such as on the western side between Windmill Street and Whitfield Gardens, reflect the earlier development of the street.

Significant growth and regeneration is expected along Tottenham Court Road and it is the preferred location for large shops and food, drink and entertainment uses (see Principle 5 in part 4 of the Plan *Land use principles*).

Below: Tottenham Court Road, northern end



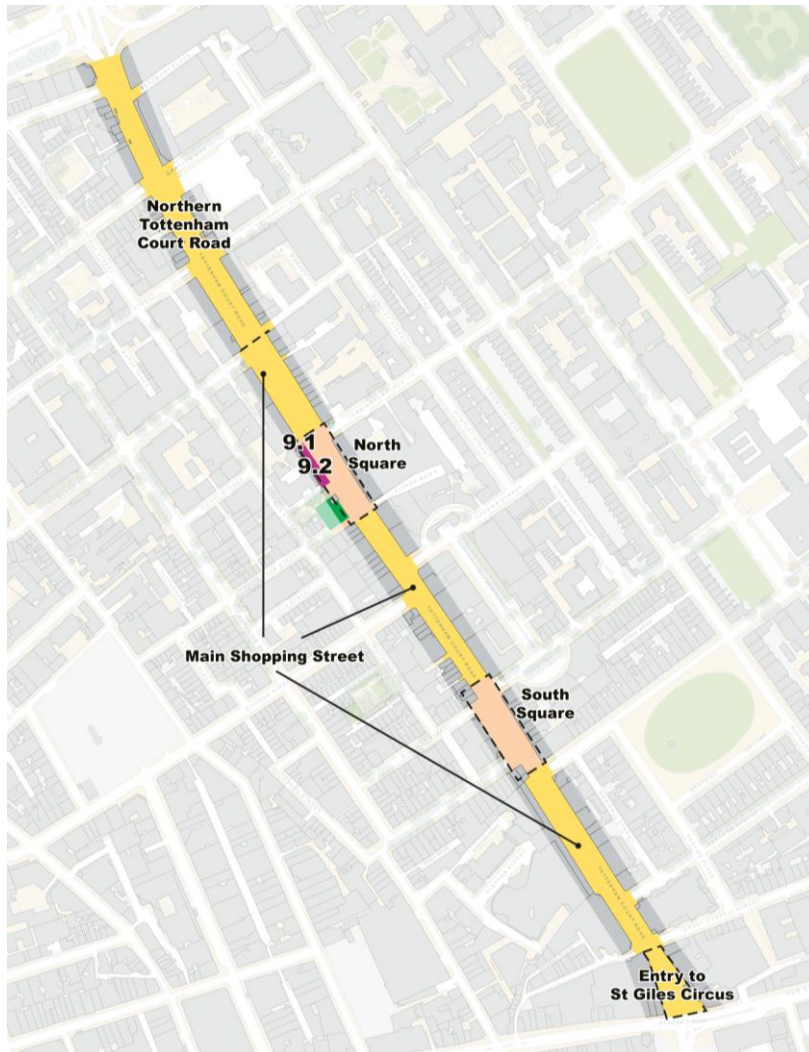
Below: Tottenham Court Road south, view north, Central Cross on left.



Below: Heal's furniture store



Tottenham Court Road Character Area



Site Specific Principles

Development fronting Tottenham Court Road should support its role as a Central London Frontage and as a major retail destination. New development should provide high specification shop units to the Tottenham Court Road frontage with generous ceiling heights and attractive shopfronts.

9.1 We will consider serving a discontinuance notice to seek removal of the advertising hoarding in front of the deep shelter entrance on Tottenham Court Road (located south of 80-85 Tottenham Court Road) Any redevelopment of the area between the American Church and 80-85 Tottenham Court Road should remove the advertising hoarding.

Public realm opportunities

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

9.2 Space in front of the American Church

Create an improved public space in front of the American Church by adding seating and planting.

West End Project

The West End Project is being developed by Camden in partnership with Transport for London to deliver major public realm and transport improvements in Camden's part of the West End. The project aims to create more civilised streets with less traffic, lower traffic speeds and better public spaces on the street.

The West End Project may include:

- a more attractive Tottenham Court Road with wider footways and improved road safety for pedestrians;
- introduction of two-way traffic on both Tottenham Court Road and Gower Street;
- improved bus journey times, with buses arriving from and departing to the same destination using the same street;
- a new strategic north/ south route for cyclists; and
- new and improved public spaces including spaces at Euston Circus, Whitfield Gardens and Alfred Place.

During March 2014 the Council will carry out pre-engagement on proposals for the West End Project with community groups, landowners, businesses and other stakeholders. Wider public consultation will follow in June and July 2014. The West End Project will incorporate and build on the principles of the Tottenham Court Public Realm Strategy (as set out here) and advance them to a more detailed stage of design.

Tottenham Court Road Public Realm Strategy

The following strategy was developed as an input to the West End Project to provide an overall strategy for improving the Tottenham Court Road public realm. Should the West End Project not proceed this strategy may be drawn upon for any future public realm improvements along the road.

The public realm on Tottenham Court Road should provide:

- continuous pavement on both sides of the road with generous width providing space for pedestrians,
- raised pedestrian crossovers across side streets, and
- a de-cluttered environment.

Northern Tottenham Court Road

Lunch time trade in the area is growing and moving about can be made more pleasant.

The pavement should be widened on the eastern side to provide sunlit café spaces and opportunities for additional street trees.

The main shopping streets

These areas contain large shopping units of a flagship or anchor size. There is a strong desire to move across the street to access these shops.

The pavement should be widened and clutter removed to make crossing the heart of Fitzrovia easier.

The North Square

This space is fronted by the Habitat and Heals buildings on the east side, architecturally the most significant buildings on the street. On the west side is the American Church and Whitfield Gardens.

Opportunities for imaginative public use can be accommodated within newly defined spaces. Additional seating and planting would add amenity value to the squares. The whole space should be treated as a single aesthetic element. To prioritise pedestrian use, the square should be raised.

The South Square

A larger space is created in this location by the setback of the Met Building, which is then framed by projecting historic buildings to the north and south.

The whole space should be treated as a single aesthetic element. To prioritise pedestrian use, the square should be raised, however the scheme should maintain adequate servicing

arrangements to support the viable use of properties on Tottenham Court Road.

Entry to St Giles Circus

The south of Tottenham Court Road funnels visitors and is a gateway opportunity for design connecting into to redevelopment at St Giles Circus.



10. UCH and University Street Character Area

This area is defined by being home to the University College Hospital (UCH), alongside related facilities including the Elizabeth Garrett Anderson Maternity Wing, UCH Macmillan Cancer Centre, and various University College teaching and research facilities concerned with health, medicine and biosciences.

These institutional buildings are generally large in scale, have a large grain, and offer blank frontages to the street in many locations. They have greater servicing requirements than offices.

Opportunity Sites

Grafton Way Group:

- 5. Rosenheim Building
- 6. Odeon Site

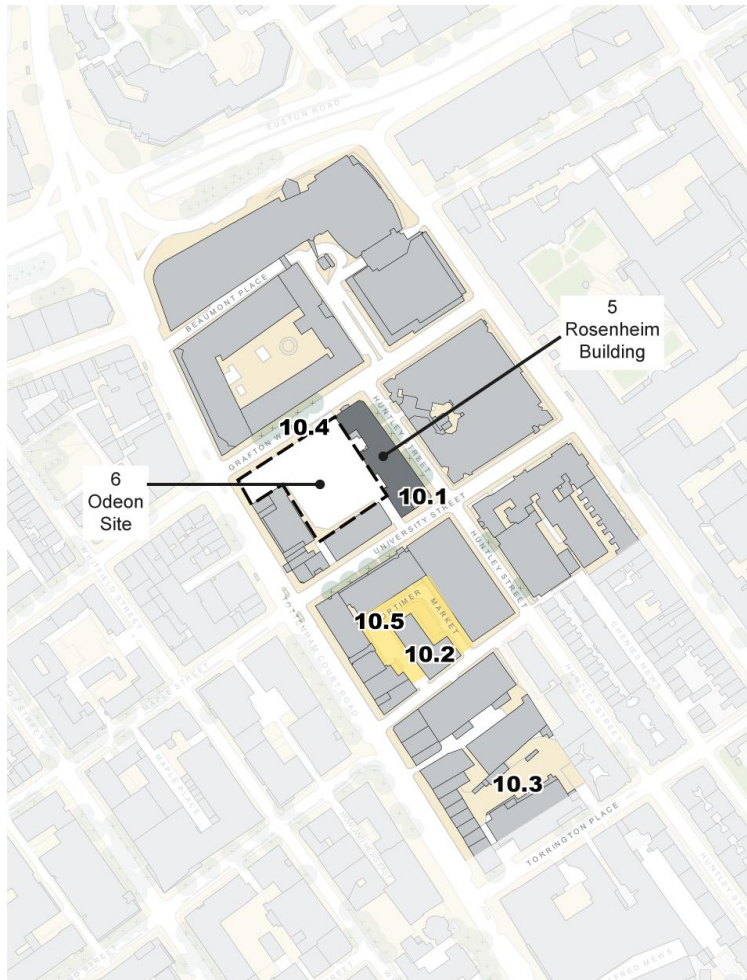
Below: Cruciform Building, UCL



Below: Shropshire House, Capper Street,



UCH and University Street Character Area



Character area principles

10.1 The Jeremy Bentham Pub on the corner of University Street and Huntley Street is one of the only active street frontages in the area and adds life to the street. The active frontage should be retained or re-provided.

10.2 Development adjacent to Mortimer Market should be designed to address the space, for example with windows and entrances rather than blank facades and building services.

Redevelopment of the Mortimer Market Centre should explore reorienting the building to create a perimeter block with a courtyard or pocket park space in the centre of the city block alongside Mortimer Market.

It is acknowledged that windows addressing a public courtyard or park may not be appropriate for certain medical/ healthcare uses providing treatment facilities.

10.3 Redevelopment on the block bounded by Tottenham Court Road, Torrington Place, Huntley Street and Capper Street should consider retention and extension the network of pedestrian laneways.

10.4 Development adjacent to Grafton Way and works to Grafton Way associated with the West End Project should seek to improve the relationship between the buildings and the street, ease pedestrian movements and improve the pedestrian environment. Wider footways, landscaping and tree planting should be considered where appropriate. See also further details of the West End Project on page 99 and Masterplanning principles for the Grafton Way sites on pages 121 to 122.

Public realm opportunities

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

10.5 Mortimer Market Highway

Create public space with seating and planting by reclaiming carriageway and car parking space.

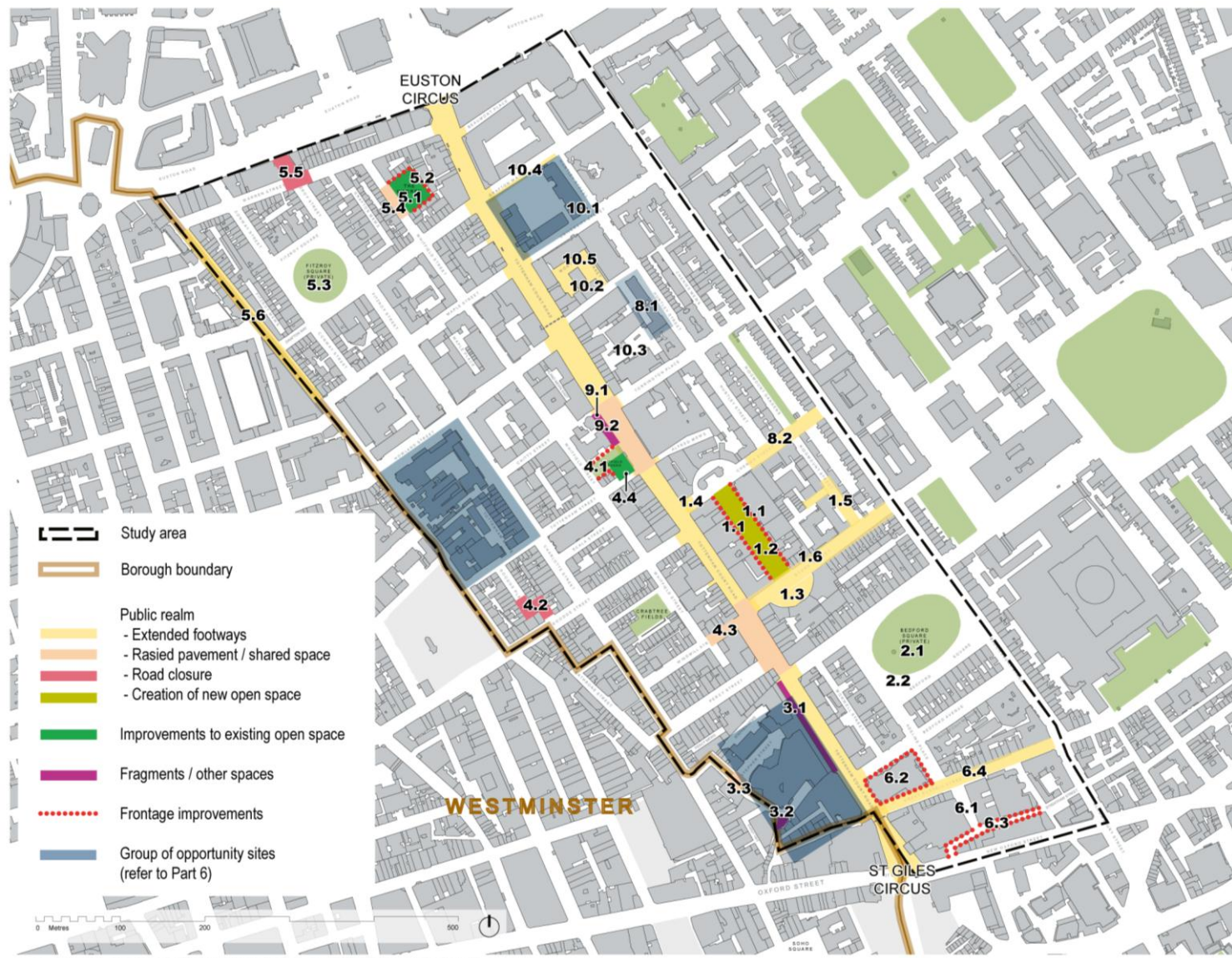
Below: Mortimer Market



Below: Huntley Street



Combined character area principles and public realm opportunities





PART 6: OPPORTUNITY SITES

Introducing the opportunity sites

The fourteen 'opportunity sites' we have identified in Fitzrovia are locations where we expect development to take place in the period up to 2025, and in some cases in the next 5 years. These have emerged from discussions with developers and community groups.

For each site, we have set out key principles to guide future development, its planning background and site context. The key principles have been generated by applying the land use and urban design principles set out in the previous parts of this Plan to the specific sites so that we can secure growth in Fitzrovia that takes the form of sustainable development and maximises benefits for the area.

Other sites may come forward during the life of this Plan, but we have focused on the sites most likely to make a significant contribution to the objectives of the Area Action Plan, in terms of housing, employment, retail and health / infrastructure requirements.

In order to fulfil the objectives of the Area Action Plan, the identified opportunity sites must also be available, realistic and with reasonable prospects of success.

In a small number of cases a decision has already been made to approve a planning application, but there remains a reasonable possibility that an alternative development will be proposed in the future.

Planning decisions on other sites coming forward will be guided by the remainder of this Plan, particularly Part 4 *Land use principles* and Part 5 on *Character areas and urban design principles*. As set out in Part 1 and Policy F1 of the Plan, all developments will need to satisfy the Plan's land use and design

principles unless a different approach is clearly justified by the circumstances of the site.

A number of the opportunity sites in Fitzrovia are located adjacent to one another and so can best be considered as a grouping with the potential to achieve more comprehensive development schemes. This approach can optimise benefits for the area, such as more significant public open spaces and better pedestrian accessibility.

The groupings are as follows:

'Bedford Passage' sites

1. Astor College
2. Middlesex Hospital Annex
3. Arthur Stanley House
4. Tottenham Mews Day Hospital

'Grafton Way' sites

5. Rosenheim Building
6. Odeon Site

'Huntley Street' sites

7. Royal Ear Hospital
8. Medical Student's Union

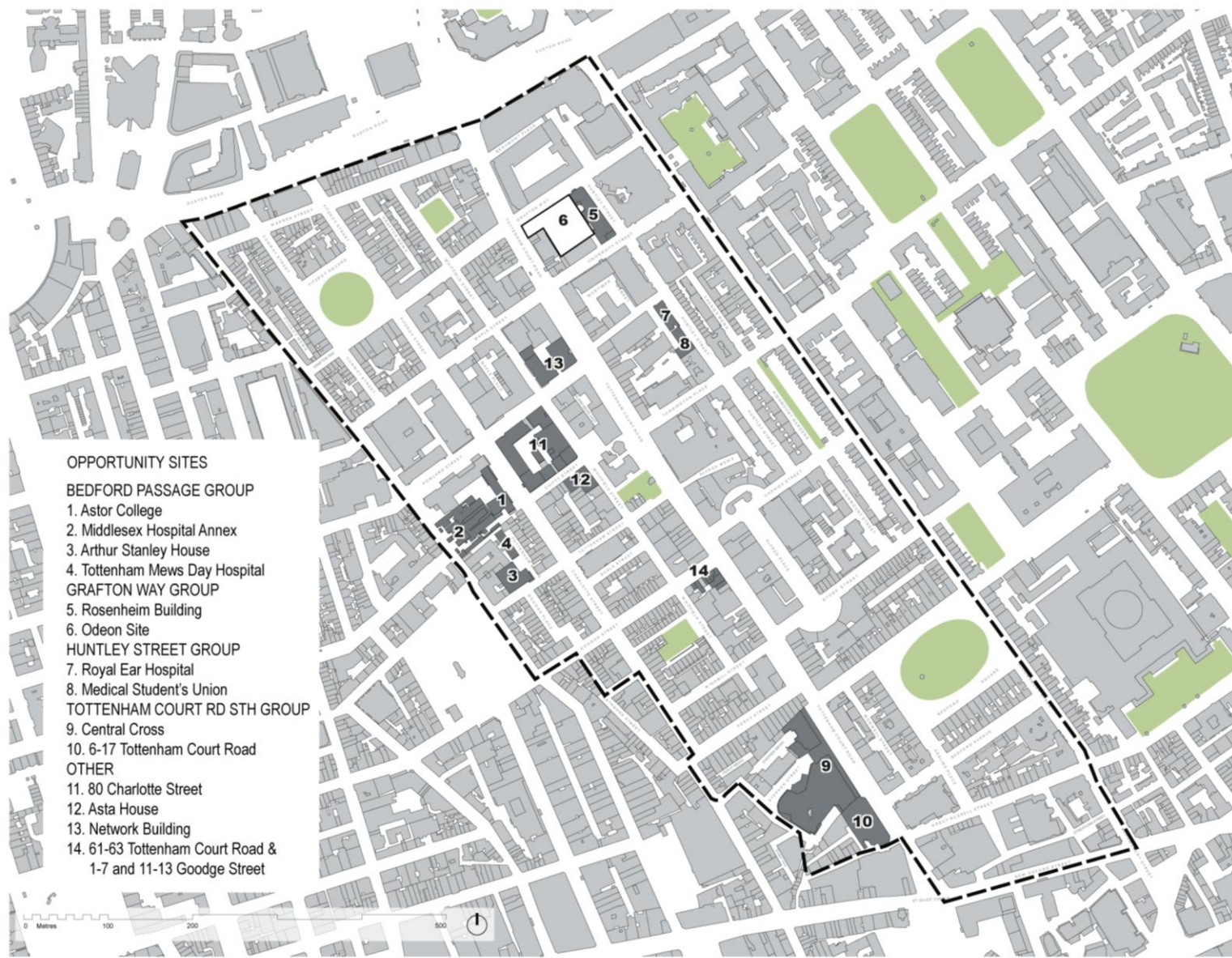
'Tottenham Court Road south' sites

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

Sites that have not been treated as group

11. 80 Charlotte Street
12. Asta House
13. Network Building
14. 61-63 Tottenham Court Road & 1-7 and 11-13 Goodge St.

Opportunity sites



Bedford Passage sites

Four of the key sites in Fitzrovia - Astor College (site 1), Middlesex Hospital Annex (site 2), Arthur Stanley House (site 3) and Tottenham Mews Day Hospital (site 4) – are located almost adjacent to each other in the western part of the plan area.

Directly to the south of Astor College is a private access which is close to the former route of Bedford Passage. This historically connected Charlotte Street to a rear entrance of the Middlesex Hospital Annex. Directly to the north is the site of the former Windeyer Institute which is being developed in collaboration with University College London (UCL) to provide the Sainsbury Wellcome Centre, a new neuroscience research facility.

Masterplanning principles

The illustrations on the following page show the existing site condition and the principles for future development. The number after each principle refers to those illustrations.

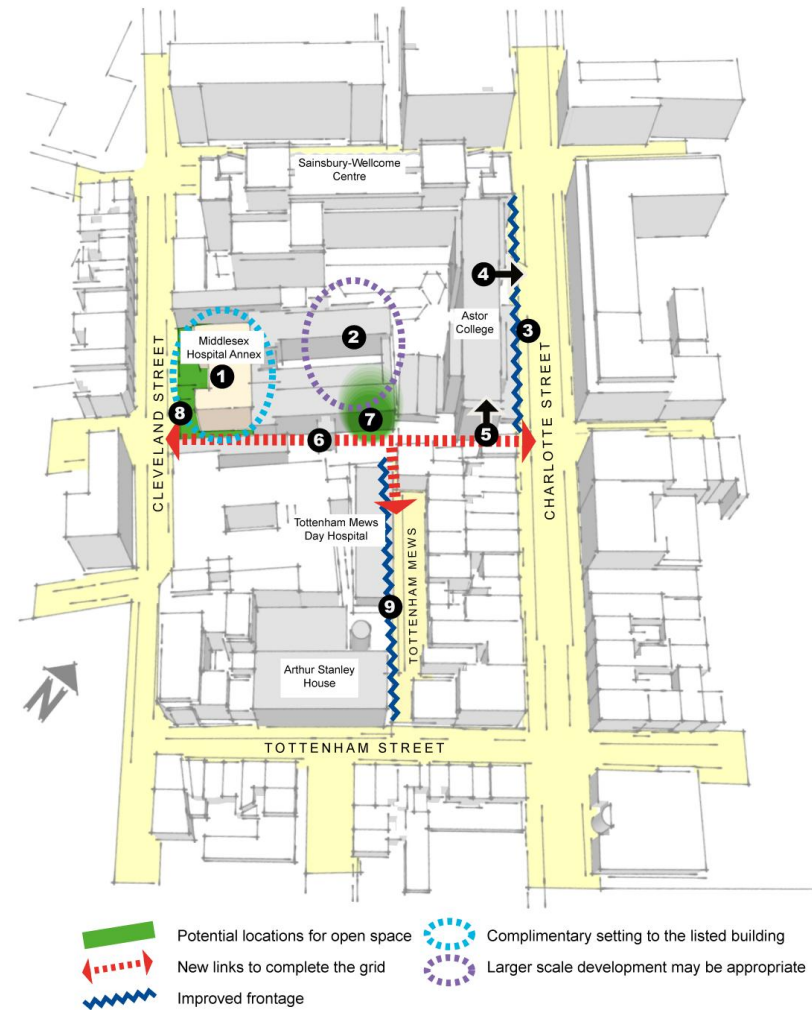
- Development or re-use of buildings around the listed Middlesex Hospital Annex / former Strand Union Workhouse should be sensitively designed and provide a complimentary setting to the listed building in terms of scale, height, form and architectural detailing (1). Buildings which contribute positively to the setting of the listed building should be considered for retention.
- Astor College and the Sainsbury-Wellcome Centre (currently being built on the site of the former Windeyer Institute) set the context for development at the east and north of the site and therefore larger scale buildings are likely to be appropriate here. Astor College is likely to be upgraded and extended in the near future and a coordinated approach is encouraged (2).
- The most likely development scenario for Astor College is a renovation and extension of the existing building. Any development should improve the frontage to Charlotte Street which at present is a brick wall (3). A frontage with windows and, potentially, active uses is preferred. Depending on the extent of redevelopment, the built form could be brought forward fronting Charlotte Street to define the block (4), and set back on the southern edge, widening the space for a new east-west pedestrian link (5).
- Routes across and between sites should reflect the grid pattern of streets in Fitzrovia. A new link east-west across the block linking Foley Street to Chitty Street should be created, and a further link connecting south through to Tottenham Mews. These should cater primarily for pedestrians and cyclists. The east-west link would form one section of a potential longer east-west route from Foley Street to Torrington Place. Buildings should be designed to address the route where possible with windows and entrances (6).
- New public open space should be provided on site. The site provides a number of opportunities for provision of useful public open space. Open space that is connected to the street network or the new route across the block is preferred. Public open space could be located mid-block, south facing, with a frontage to the east-west link. This location would likely receive good light year round and draw activity along the link (7). Public open space with a frontage to Cleveland Street could also be provided in front of and to the sides of the listed former Strand Union Workhouse (8).
- Development at Arthur Stanley House and the Tottenham Mews Day Hospital should improve the frontage to Tottenham Mews. Buildings here should address the mews and positively contribute to the streetscape and the environment of the office and residential uses opposite. The

impact of servicing and building services should be minimised (9).

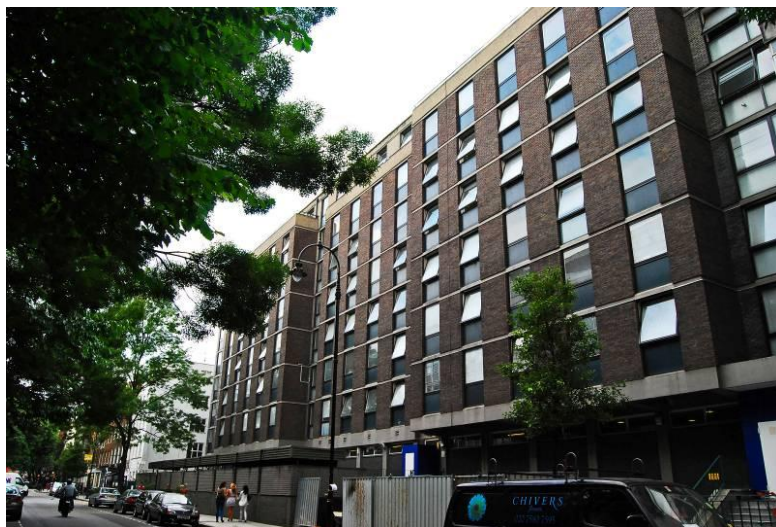
Bedford Passage existing



Bedford Passage illustration of principles



1. Astor College, 99 Charlotte Street



Astor College forms a key element of the Bedford Passage group of sites and applicants should explore opportunities for a comprehensive 'city block' redevelopment with adjacent sites, subject to land ownership and phasing. The priorities for this site are to retain student housing and to recreate Bedford Passage, as shown within the masterplanning principles. Redevelopment could potentially provide around 1,600 sq m of additional student housing, subject to complying with the following development principles.

Key development principles

Land use

- The Council's preferred land use for this site is student housing.
- If student housing is no longer needed on this site the Council will expect provision of an equivalent amount of permanent self-contained housing, including an appropriate contribution to affordable housing.

Public open space

- 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 in association with the Middlesex Hospital Annex/ Bedford Passage or on an identified site in the vicinity.
- Development should be considered as a comprehensive 'city block' with each opportunity site providing a share of a significant area of public open space, as set out within the masterplanning principles above.
- Development should allow for public access through Bedford Passage, to the south of the site, in order to provide a link to Tottenham Mews, and through to Cleveland Street.

Design

- Development should respect the scale and grain of the Charlotte Street conservation area, the listed Middlesex Hospital Annex building to the west, and the Charlotte Street frontage to the south.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

Sustainability

- Development should include an assessment of the potential to connect to a local energy network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

Site context

This is a 0.18 ha site containing an 8-storey building, situated at the north end of Charlotte Street. The site is currently occupied by student halls of residence and contains an area of open space to the rear of the halls of residence, which is not currently accessible to the public.

The site is situated adjacent to the Middlesex Hospital Annex and the site of the former Windeyer Institute which is being developed to provide a new neuroscience research facility.

Astor College is owned by UCL.

Planning designations

Adjacent to (but outside of) Charlotte Street Conservation Area.

Wider Strategic Viewing Corridor

Relevant LDF policies

CS3, CS9, CS14, CS15

DP9, DP25, DP31

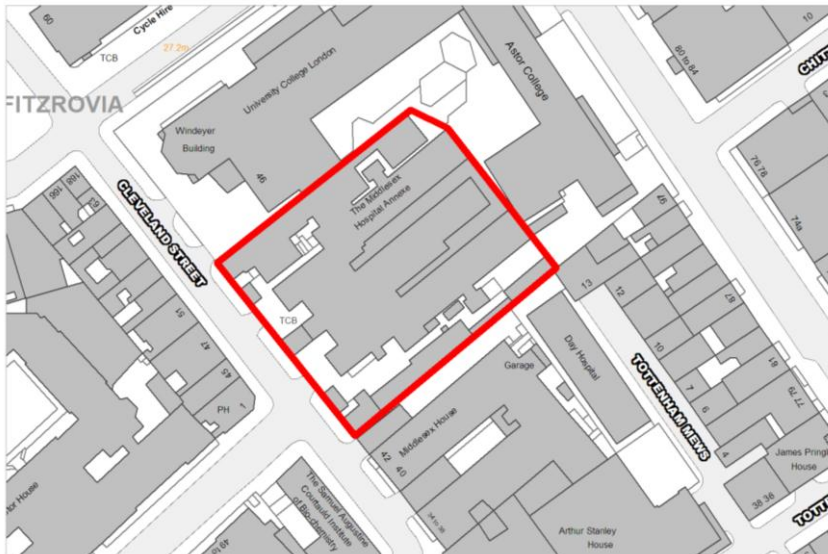
Relevant planning history

None

Existing use

Student halls of residence

2. Middlesex Hospital Annex



The Middlesex Hospital Annex forms a key element of the Bedford Passage group of sites and applicants should explore opportunities for a comprehensive 'city block' redevelopment with adjacent landowners. The priority for this site is to deliver housing including affordable housing. This site should also provide public open space and preserve the listed building, in accordance with the masterplanning principles. Buildings which contribute positively to the setting of the listed building should be considered for retention.

Key development principles

Land use

- The Council expects this site to be used predominantly for permanent self-contained housing, particularly affordable housing. Small scale commercial uses to reflect the character of the area may be suitable at ground floor level.
- Development will be subject to the obligations set out in the UCH s106 agreement of July 2004 (parent permission no. PS9604299). To meet an obligation of the agreement, this site has been nominated to deliver at least 30 social rented homes and potentially a further 1425 sq m of affordable housing. The agreement also contains a number of obligations that are not related to this site, including provision of a centre for independent living and a mental health resource centre.
- The established use of the site is medical / healthcare use and this use could continue subject to the s106 housing obligations referred to above being met.

Public open space

- 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.

- Development should be considered as a comprehensive 'city block' with each opportunity site providing a share of a significant area of public open space, as set out within the masterplanning principles above.
- Development should allow for public access through Bedford Passage, to the south of the site, in order to provide a link to Tottenham Mews, and through to Cleveland Street.

Design

- Development should respect the listed element of the site, in terms of appropriate building heights and maintaining separation between the listed building and new blocks.
- Development should preserve the significance of those elements which make a positive contribution to the Charlotte Street conservation area and enhance the character of the area. Buildings which contribute positively to the setting of the listed building should be considered for retention.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

Sustainability

- Development should include an assessment of the potential to connect to a local energy network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to

ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

Site context

This 0.31 ha site was formerly part of the Middlesex Hospital and contains a complex of substantial four-storey brick buildings erected in the late 18th and 19th centuries.

The former Strand Union Workhouse building to the front of the site is listed at Grade II. The building was listed in 2011 for its historic importance. A Certificate of Immunity from listing of the buildings to north, south and rear of frontage block (former infirmary blocks) was issued in June 2011.

Middlesex Hospital Annex is owned by UCLH NHS Trust and is situated within the Howland Street Character Area.

Planning designations

Charlotte Street Conservation Area

Grade II listed building (former Workhouse building)

Wider Strategic Viewing Corridor

Relevant LDF policies

CS1, CS3, CS9, CS14, CS15

DP1, DP25, DP31

Relevant planning history

A planning application (2010/2205/P) was submitted in 2010 for the demolition of the former hospital building and redevelopment of the site to provide 142 homes and 397sq m of commercial floor space capable of being occupied by retail, financial and professional services or offices within a part 5, 6 and 10 storey

building. This application was not determined and was withdrawn following the listing of part of the site.

Existing use

Vacant hospital (outpatients) with ancillary offices

3. Arthur Stanley House



The priorities for Arthur Stanley House are to maintain medical / healthcare uses if required, provide housing including affordable housing and for development to make a contribution towards the creation of public open space in association with the Middlesex Hospital Annex / Bedford Passage.

Key development principles

Land use

- If the established medical / healthcare uses are not required, the Council will expect permanent self-contained homes to be provided, including an appropriate contribution to affordable housing. Commercial uses to reflect the character of the area may be suitable at ground floor level, with windows and entrances facing onto Tottenham Street.

Public open space

- Development that increases the use of open space should provide new on-site public open space.
- Where on-site public open space provision is not practical, public open space should be provided in association with the Middlesex Hospital Annex/ Bedford Passage, or on an identified site in the vicinity.

Design

- Development of this site is required to preserve and enhance the Charlotte Street Conservation Area and should contribute significantly more to the character of the area than the existing structure. Arthur Stanley House is currently identified as a detractor in the conservation area appraisal as a result of its scale and bulk.
- Development should respond to the character of the mews with appropriate rhythm, scale and massing.

- Upper floors should be set-back to protect the character of Tottenham Street and the mews.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

Sustainability

- Development should include an assessment of the potential to connect to a local energy network, and should provide for a connection wherever feasible and viable, potentially cross borough.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

Site context

This is a 0.1 ha site containing an eight storey brick-faced post-war block of limited architectural merit which has significant potential for redevelopment.

Arthur Stanley House is situated within the Howland Street Character Area. The surrounding area contains a range of built forms and scales, with more traditional four storey terraced buildings to the south and more modern institutional block of a similar scale to the subject building directly to the north.

Arthur Stanley House is owned partly by UCLH NHS Trust and partly by Marchday Holdings.

Planning designations

Charlotte Street Conservation Area

Wider Strategic Viewing Corridor

Relevant LDF policies

CS1, CS3, CS9, CS14, CS15

DP1, DP25, DP31

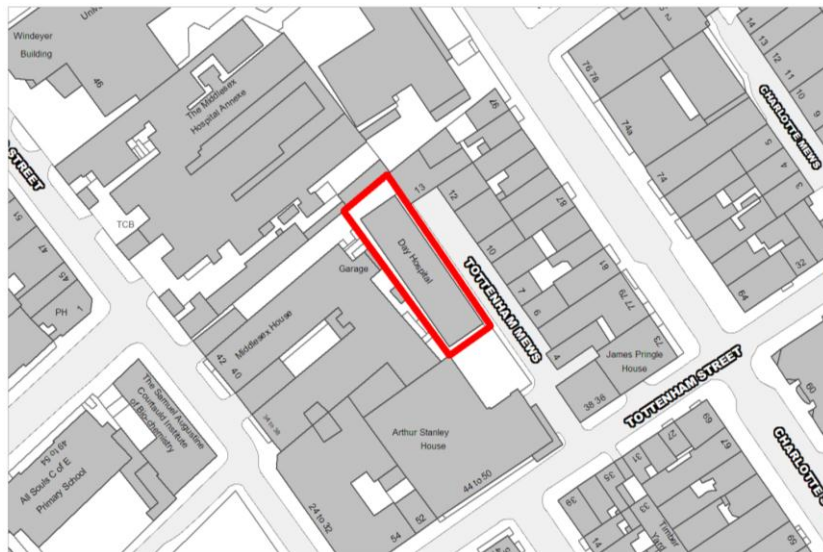
Relevant planning history

None

Existing use

Vacant hospital (outpatients) with ancillary offices and educational use.

4. Tottenham Mews Day Hospital



The priorities for the Tottenham Mews Day Hospital are to provide medical/ healthcare facilities and to create a pedestrian link between Tottenham Mews and Bedford Passage.

Redevelopment could potentially provide around 1,400 sq m of additional medical/ healthcare floorspace, subject to complying with the following development principles.

Key development principles

Land use

- The Council's preferred land use for this site is medical/ healthcare use.
- Any additional non-residential floorspace should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development.

Public open space

- Development that increases the use of open space should provide new on-site public open space.
- On-site public open space is not likely to be practical given the constraints of the site.
- Where on-site public open space provision is not practical, development should provide improved permeability and contribute towards the creation of public open space between Tottenham Mews and the Middlesex Hospital Annex / Bedford Passage, or an identified site in the vicinity.

Design

- Development of this site is required to preserve and enhance the character of the mews as well as the character of the wider Charlotte Street Conservation Area.

- Development should respond to the character of the mews with appropriate rhythm, scale and massing.
- Development should ensure suitable access to the facility and provide good levels of amenity for neighbouring properties.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

Sustainability

- Development should include an assessment of the potential to connect to a local energy network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

Site context

This 0.05 ha site contains an unattractive 2-storey building which forms the western frontage of Tottenham Mews. The site is situated within the Howland Street Character Area.

The surrounding area contains a range of built forms and scales with a 5-storey office building to the west and more traditional four storey mews properties to the east.

Tottenham Mews Day Hospital is owned by Camden and Islington NHS Foundation Trust.

Planning designations

Charlotte Street Conservation Area

Wider Strategic Viewing Corridor

Relevant LDF policies

CS1, CS3, CS9, CS10, CS14, CS15, CS16

DP1, DP25, DP31

Relevant planning history

In December 2012 planning permission was granted, subject to a s106 agreement, for the erection of a 5 storey building to provide a Mental Health Resource Centre (MHRC) including recovery centre, consultation and activity rooms (Class D1) and 6 x 1 bed short-stay bedrooms (Class C2), following demolition of the existing two storey MHRC building (Class D1). The approved scheme is splayed back to provide a route which will connect Tottenham Mews to the future 'Bedford Passage' east-west route. This would allow access to the health facility from the north.

Existing use

Mental health resource centre

Grafton Way sites

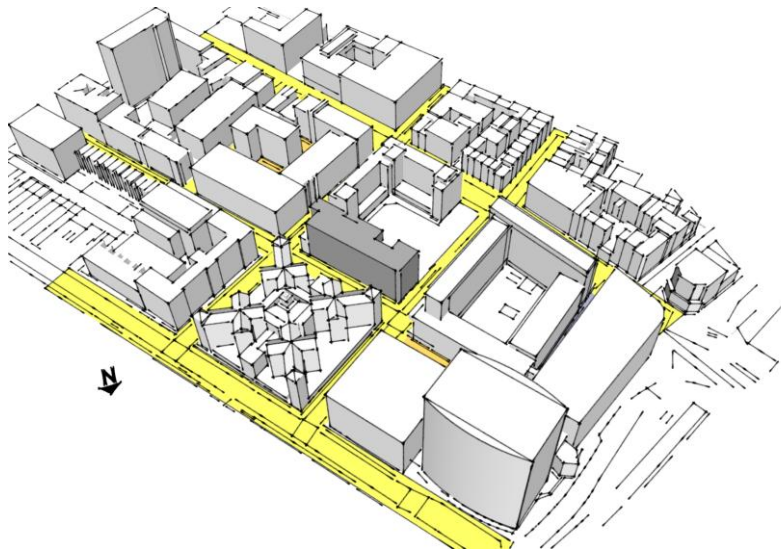
The two sites in this group are the Rosenheim Building (site 5 - on the corner of Grafton Way and Huntley Street) and the former Odeon cinema site (site 6 - on the corner of Grafton Way and Tottenham Court Road, next to the 1930s Paramount Court apartment block). They directly adjoin each other on Grafton Way and are owned by UCLH NHS Trust. The Rosenheim Building is currently in medical use, but the Odeon site has been left vacant and cleared since the closure of the former cinema in 1960.

Masterplanning principles

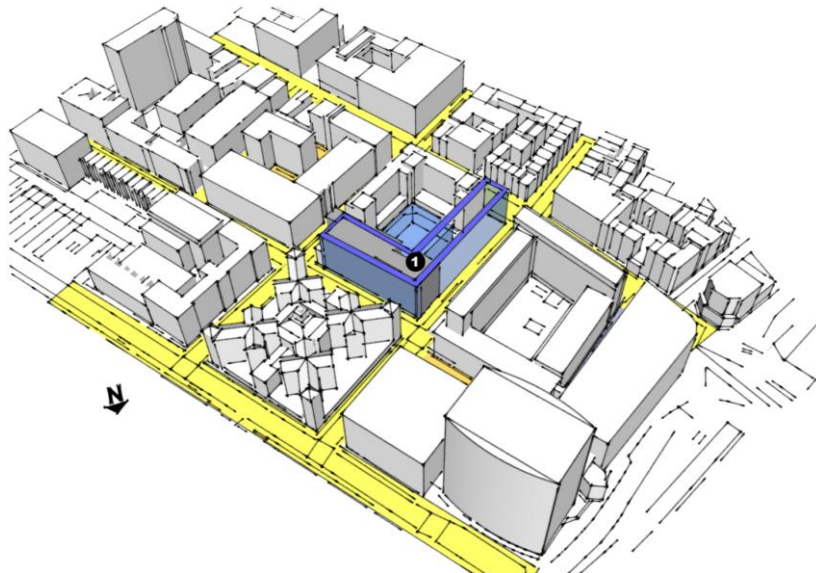
The illustrations on the following page show the existing site condition and the principles for future development. The number after each principle refers to those illustrations.

- The Rosenheim Building and Paramount Court form three sides of a perimeter block and are of a similar height (8 and 9 storeys respectively) and a comparable scale to surrounding blocks in this part of Fitzrovia.
- The general arrangement of new buildings should complete this perimeter block and be of a comparable height **(1)**.
- The ground floors should be designed to address the street with windows; large blank frontages should be avoided **(2)**.
- Provision of retail premises fronting Tottenham Court Road is preferred **(3)**.
- Development should be designed to preserve and enhance the setting of the surrounding heritage assets in particular the Grade II listed Cruciform building.

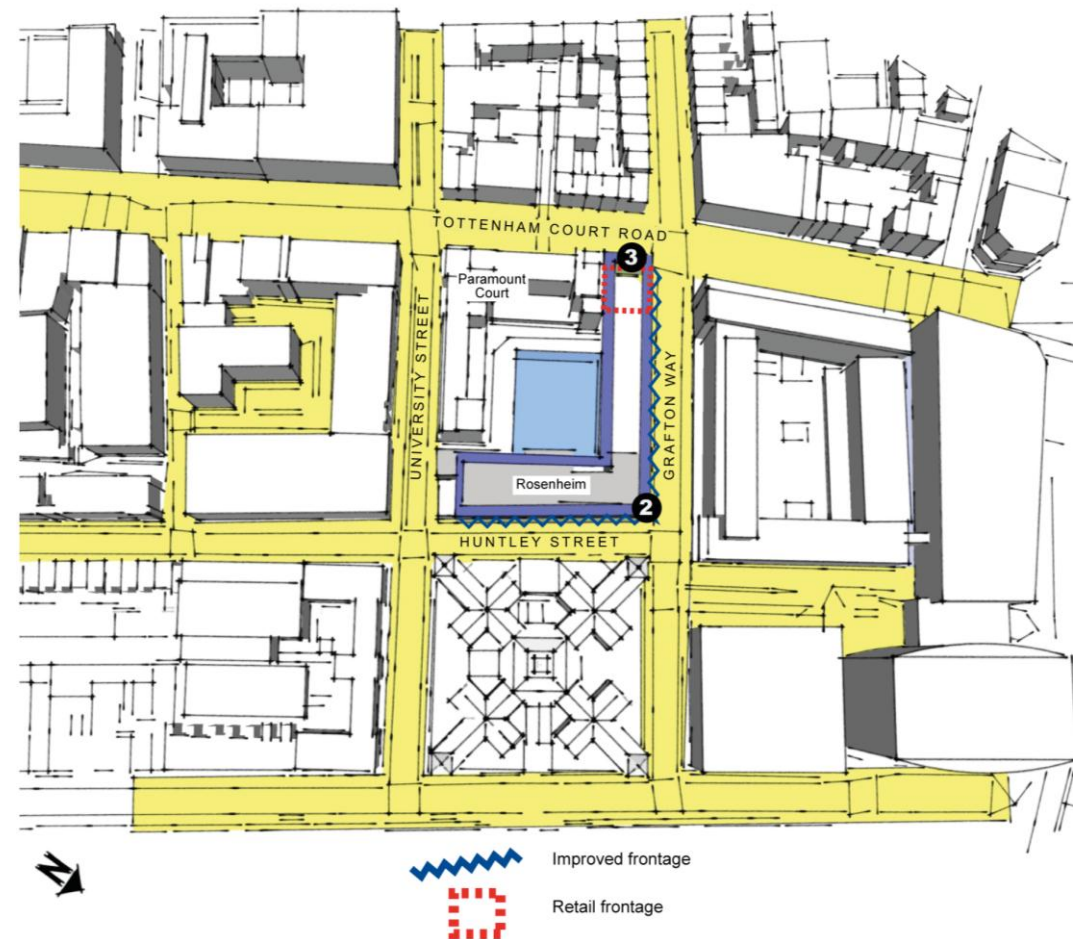
Grafton Way existing



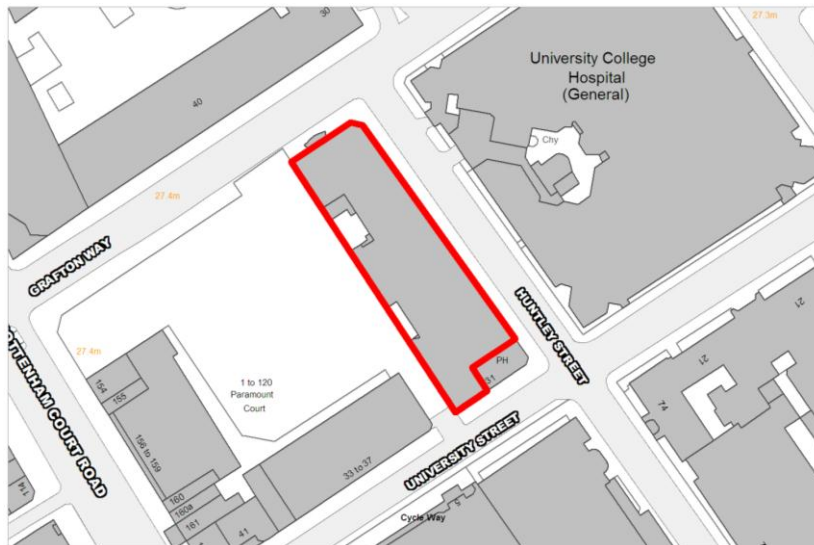
Grafton Way illustration of principles



Grafton Way illustration of principles



5. Rosenheim Building



The priorities for the Rosenheim Building are to consider development of the site as a comprehensive redevelopment with the adjacent Odeon site, and to provide medical / healthcare uses.

Key development principles

Land use

- The Council's preferred land use for this site is medical / healthcare use, to help consolidate these within the northeast of Fitzrovia.
- If medical / healthcare uses are not required on this site the Council will expect residential uses to be provided – to provide permanent self-contained homes to meet housing demand in the area and Camden as a whole, including an appropriate contribution to affordable housing. Active uses or windows and entrances facing onto the street should be provided at ground floor.
- Development should be considered as a comprehensive redevelopment with the adjacent Odeon site in order to optimise development opportunities and benefits and create potential for a significant area of public open space.
- Any additional non-residential floorspace should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development.

Public open space

- 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.

Design

- The Rosenheim Building is a good example of a 1920's institutional building and so applicants should consider retaining any positive architectural features wherever possible.
- Development of this site is required to preserve and enhance the character and appearance of the Bloomsbury conservation area, and development which causes harm to the character and appearance of the conservation area will not be permitted.
- Development should not cause harm to the setting of neighbouring listed buildings.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

Sustainability

- Development should include an assessment of the potential to connect to the Gower Street Local Energy Network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

Site context

This is a 0.14 ha site containing a 7 storey building forming the eastern part of the Grafton Way group of sites. The building has frontages facing onto Grafton Way, Huntley Street and University

Street, although the south-eastern corner of the block is formed by a three-storey structure which is occupied by the Jeremy Bentham pub.

The Rosenheim Building is owned by UCLH NHS Trust and is situated within the University Street Character Area.

Planning designations

Bloomsbury Conservation Area

Wider Strategic Viewing Corridor

Relevant LDF policies

CS1, CS3, CS9, CS10, CS14, CS15, CS16

DP1, DP25, DP31

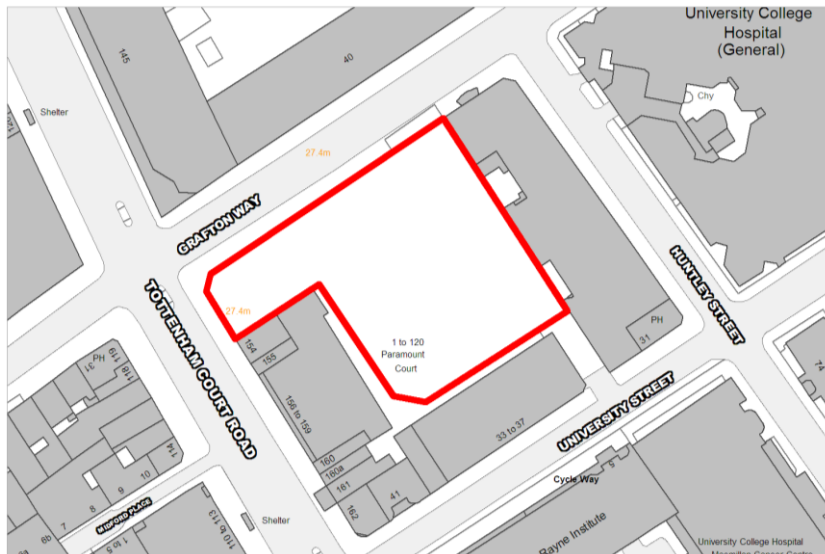
Relevant planning history

None

Existing use

Hospital outpatient and day-care services

6. Odeon site – Grafton Way



The priorities for the Odeon site are to consider development of the site as a comprehensive redevelopment with the adjacent Rosenheim Building, and to provide medical / healthcare uses.

Key development principles

Land use

- The Council's preferred land use for this site is medical / healthcare use, to help consolidate these within the northeast of Fitzrovia.
- Should the site not be required for medical / healthcare uses the Council will require a mixed-use development on this site including permanent self-contained housing, with an appropriate contribution to affordable housing.
- The Council will encourage the provision of retail uses on the Tottenham Court Road frontage.
- Development should be considered as a comprehensive redevelopment with the adjacent Rosenheim Building in order to optimise development opportunities and benefits and create potential for a significant area of public open space.
- Any additional non-residential floorspace should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development.
- If the site does not come forward for development in the short-term, the Council will seek opportunities for temporary use of the site for public open space/ community facilities.

Public open space

- 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.

Design

- Development should preserve and enhance the character and appearance of the Bloomsbury conservation area, and development which causes harm to the character and appearance of the conservation area will not be permitted.
- The height of any proposed development should correspond to the adjacent Paramount Court and Rosenheim Buildings.
- Development should be of a height which does not harm the strategic viewing corridor from Parliament Hill to the Palace of Westminster.

Sustainability

- Development should include an assessment of the potential to connect to the Gower Street Local Energy Network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

Parking

- Development should contribute to the reduction of hospital-related parking issues in the area, particularly those relating to ambulances.

Site context

This 0.29 ha site is currently vacant, the previous buildings having been demolished. It forms the northern side of the block bounded by Tottenham Court Road, Grafton Way, Huntley Street and Museum Street. The remainder of the block and land to the north is characterised by substantial buildings of around eight storeys and a similar scale of development may be appropriate here.

The Odeon Site is owned by UCLH NHS Trust and is situated within the University Street Character Area.

Planning designations

Bloomsbury Conservation Area

Wider Strategic Viewing Corridor

Relevant LDF policies

CS1, CS3, CS9, CS10, CS15, CS16

DP1, DP31

Relevant planning history

In Aug 2004, planning permission was granted, subject to a s106 agreement, for the erection of a building for hospital use (C2) comprising 2 basement levels for car parking, ground floor for community health facilities, and 1st to 5th floors as hospital, and related support accommodation. New priorities for health and service delivery mean that this scheme will not now be developed. New proposals are coming forward for a Proton Beam Therapy Unit for this site.

The s106 agreement relating to the previous hospital-related planning permissions on this site and the main University College Hospital site required the provision of affordable housing on

other sites in the area. The vacant Middlesex Hospital Annex on Cleveland Street has been nominated to accommodate this.

Existing use

Vacant. Cleared site.

Huntley Street sites

This group is formed of two adjacent sites on Huntley Street to the south of Capper Street - the Royal Ear Hospital (site 7) and the Medical Student's Union (site 8). Both are owned by UCLH NHS Trust and are used on a temporary basis to provide support services to nearby medical uses. The ownership of the Medical Student's Union was transferred from UCL following its closure as a student facility in 2011.

Masterplanning principles

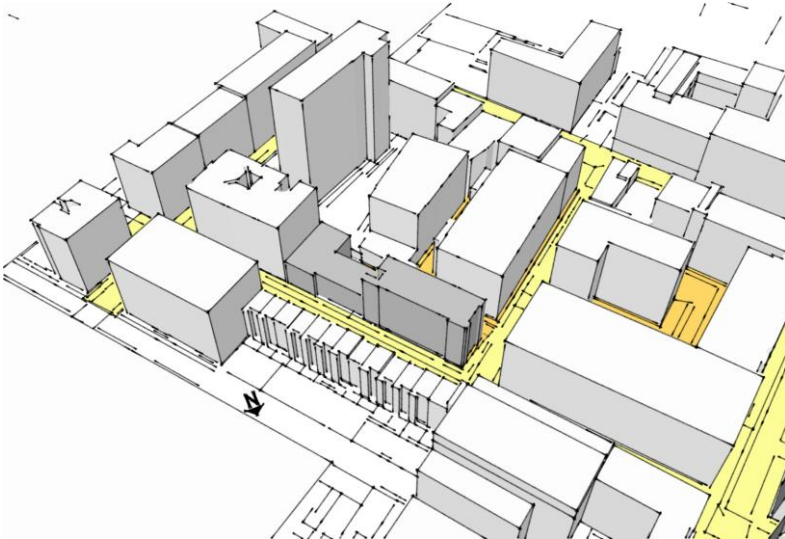
The illustrations on the following page show the existing site condition and the principles for future development. The number after each principle refers to those illustrations.

- At equivalent to 3 storeys in height, the Medical Students' Union building is one of the lowest in the area. In townscape terms a higher building is appropriate here, similar in height to the existing adjacent Royal Ear Hospital, however this is dependent on rights to light of the terraced houses on the opposite side of Huntley Street (1). Development should be designed to preserve and enhance the setting of the surrounding heritage assets in particular the listed Georgian terraces opposite.
- Behind the two sites run Queens Place and Shropshire Place, which form a quiet and pleasant route through to Tottenham Court Road and provide access to a gym and offices. Quiet enclosed pedestrian laneways and spaces provide a contrast to the noise and traffic of Tottenham Court Road and the introduction of further quiet pedestrian spaces into schemes is encouraged.
- Options include extending Shropshire Place south to Torrington Place (2), although this would be dependent on development at 1-19 Torrington Place. Queens Yard could

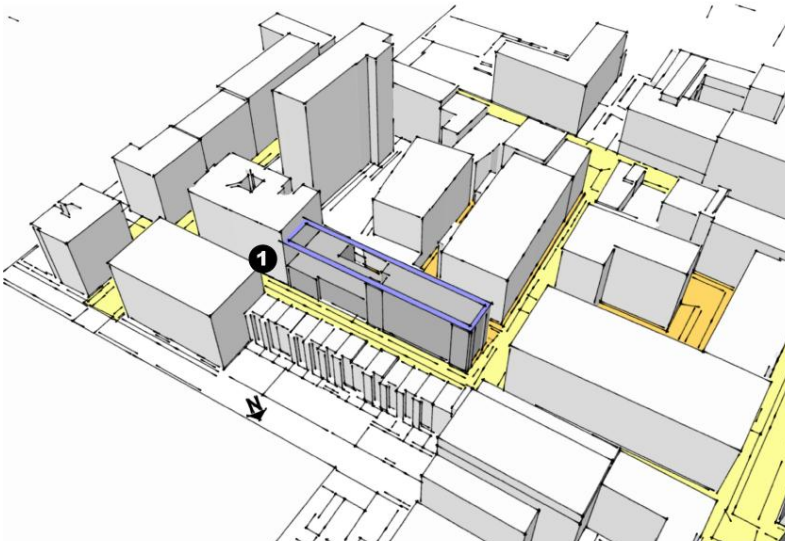
continue directly through to Huntley Street (3).

Redevelopment of both the Royal Ear Hospital and the Medical Students' Union could address any new pedestrian routes with windows, entrances and, potentially, active frontages (4). The provision of new mid-block links may not be appropriate for some schemes and design solutions. Such elements should not be provided where they could prejudice the viability and functionality of these sites for their preferred uses.

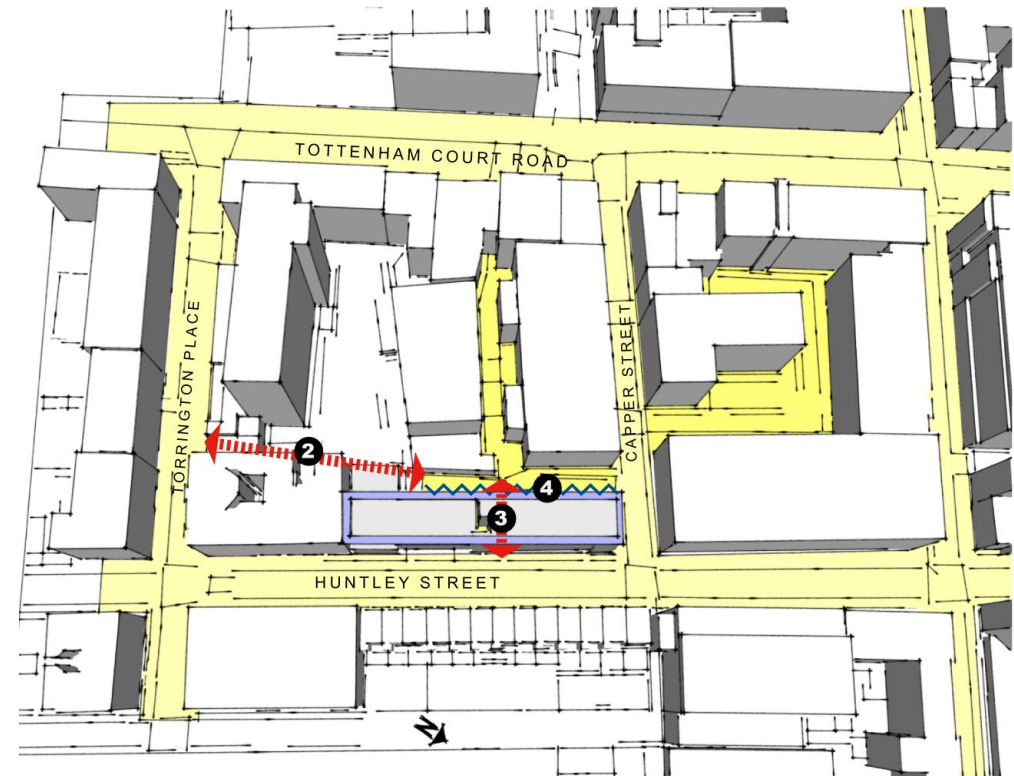
Huntley Street existing



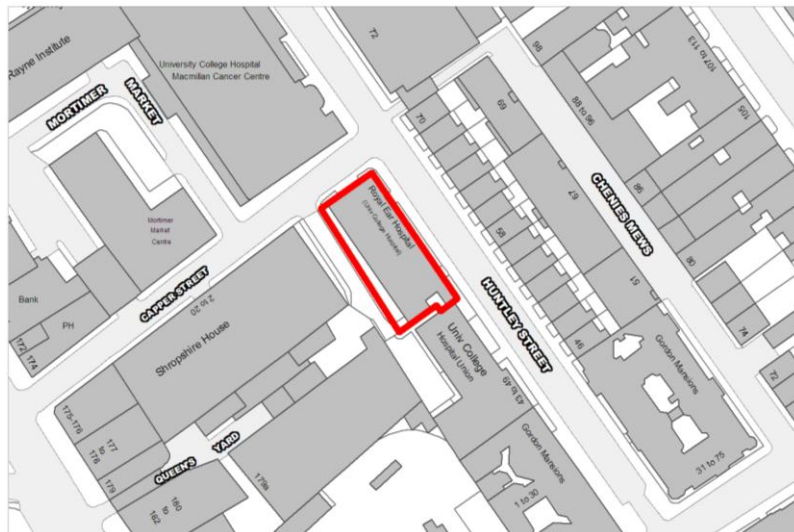
Huntley Street illustration of principles



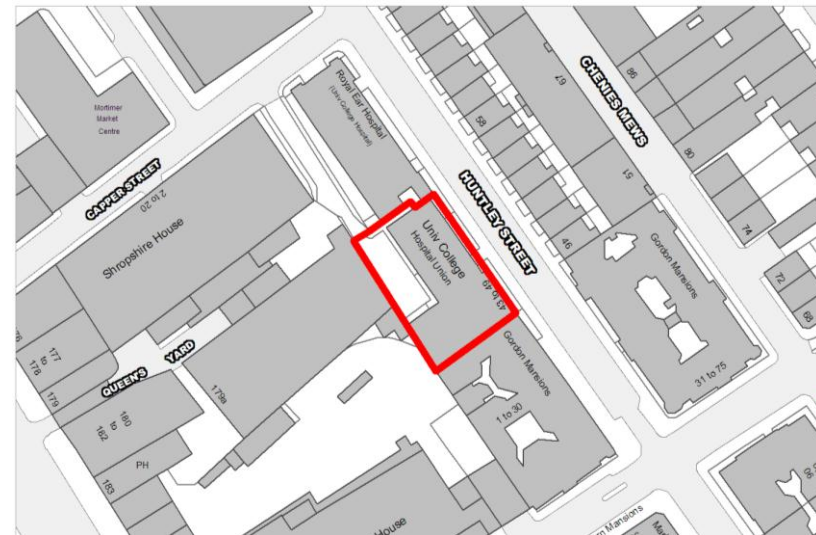
Huntley Street illustration of principles



7. Royal Ear Hospital, Huntley Street



8. Medical Students' Union



The priorities for the Royal Ear Hospital and the Medical Students' Union are to consider development of the two sites together, and to provide medical / healthcare uses. Redevelopment of the Medical Students' Union site could potentially provide around 2,600 sq m of additional floorspace subject to complying with the following development principles.

Key development principles

Land use

- The Council's preferred land use for these sites is medical / healthcare use, to help consolidate these within the northeast of Fitzrovia.
- If medical / healthcare uses are not required, the Council will require mixed-use development on these sites with permanent self-contained housing, including an appropriate contribution to affordable housing.
- Any additional non-residential floorspace should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development.

Public open space

- 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.

Design

- The Royal Ear Hospital is identified as a 'Positive Contributor' to the conservation area and so there will be a presumption in favour of retaining the building.

- Development of the Medical Students' Union building should add additional storeys in order to match the scale and massing of adjacent sites.
- Development should preserve and enhance the character and appearance of the Bloomsbury conservation area, and development which causes harm to the character and appearance of the conservation area will not be permitted.
- Development should not cause harm to the setting of the listed terrace opposite the site on Huntley Street.
- Development should not cause harm to the residential amenity of the occupiers of nearby buildings (see also Principle 9 Residential Amenity). In addition, appropriate measures should also be taken to minimise impact on the amenity of the residential block adjoining Site 8 with regard to structure-borne noise and vibration.
- Development should minimise loss of natural light and maintain adequate daylight and sunlight to properties on the east side of Huntley Street.
- Development should use materials which are sensitive to the nearby listed buildings in terms of tone, colour, texture and finishes.

Sustainability

- Development should include an assessment of the potential to connect to the Gower Street Local Energy Network, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to

ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

Site contexts

The former Royal Ear Hospital is situated within a 0.06 ha site at the junction of Huntley Street and Capper Street, within the Ridgmount Gardens Character Area. This four storey red-brick building appears to require some degree of repair although contains a number of attractive features, particularly around the northern entrance on Capper Street. The hospital is not in clinical use and is currently used as a site office for the adjacent Cancer Centre redevelopment.

The former Royal Ear Hospital is owned by UCLH NHS Trust.

The Medical Students' Union occupies a low-rise building of three storeys (with one basement level) within a 0.07 ha site on the western side of Huntley Street, within the Ridgmount Gardens Character Area. The building sits between two very much taller buildings and includes an area of private open space at the rear.

The Medical Students' Union is owned by UCLH NHS Trust.

Planning designations

Bloomsbury Conservation Area

Relevant LDF policies

CS1, CS3, CS9, CS10, CS14, CS15, CS16

DP1, DP25, DP31

Relevant planning history

None

Existing use

Royal Ear Hospital - Vacant hospital with ancillary accommodation.

Medical Students' Union - Vacant student social and leisure facility



Tottenham Court Road south sites

This group comprises two adjacent sites on the west side of Tottenham Court Road – Central Cross (site 9) and 6-17 Tottenham Court Road (site 10). They are located one block north of Oxford Street in an area which will experience significant increases in activity related to the completion of Crossrail and Tottenham Court Road Station, which will have entrances at Oxford Street/ Dean Street and St Giles Circus/ Centrepont. Many development-related proposals are emerging in the immediate area, including new buildings above the Crossrail ticket halls, a mixed-use scheme between St Giles High Street and Denmark Place, redevelopment of the Royal Mail depot on Rathbone Place, and possible redesign of Tottenham Court Road in association with the West End Project's aims to create more civilised streets with less traffic, lower traffic speeds and better public spaces. For further details of the West End Project see page 99 of the Plan.

Masterplanning principles

The illustrations on the following page show the existing site condition and the principles for future development. The number after each principle refers to those illustrations.

- The Tottenham Court Road frontage should provide high quality retail premises with generous ceiling heights **(1)**.
- There is potential for additional height at 6-17 Tottenham Court Road. Development should be designed to keep in context with the surrounding buildings and create a sensitive interface with the Hanway Street Conservation Area immediately to the west. Development should be designed to preserve light to and views from surrounding buildings in particular residential buildings **(2)**.

Redevelopment should break down the large building footprints and coarse grain and create a finer and more permeable street pattern that links in to the existing street network. Possible measures include:

- A new link from Gresse Street to Tottenham Court Road could be investigated **(3)** and the existing link along Stephen Street could be reinforced to take the form of a traditional street rather than being built over at upper levels **(4)**.
- A mid block east-west pedestrian link from Tottenham Court Road to Hanway Place could be investigated **(5)**. Any new route that links to Hanway Place, and the uses that front on to the route, must preserve and enhance the character of Hanway Place as a quiet residential street with a heritage character.
- Blank frontages and blind corners currently face Hanway Street and should be avoided in development proposals. Active uses, or uses with windows fronting the street are preferred **(6)**.

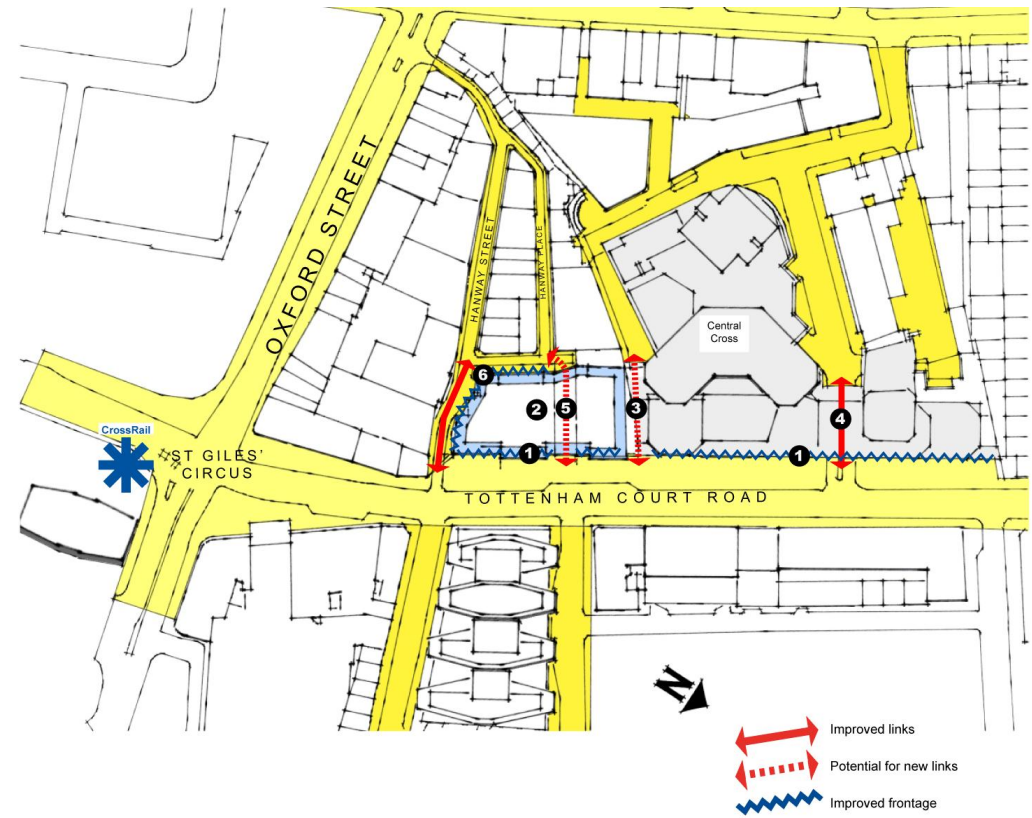
Tottenham Court Road South existing



Tottenham Court Road South illustration of principles



Tottenham Court Road South illustration of principles



9. Central Cross, Tottenham Court Road



Permission was granted in 2011 for alterations to the building entrance on Stephen Street, and in 2012 for an extension of the retail units on Tottenham Court Road, which includes infilling the colonnade. However, a more comprehensive redevelopment of the site may be proposed in the longer term, which would be expected to adhere to the development principles contained within this plan.

Key development principles

Land use

- The Council's preferred approach is to retain business, housing and retail uses and to seek to improve the retail premises.
- Any additional non-residential floorspace should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development.
- Additions to retail space through the redevelopment and refurbishment of existing premises will be supported within the Tottenham Court Road frontage.

Public open space and public realm

- 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.
- Applicants should seek opportunities to provide publicly accessible open space at roof level.
- Development should contribute to an excellent public realm along Tottenham Court Road.

Design

- Development should be of an appropriate height and density for this Central London location, whilst respecting the surrounding context and will be required to maintain active shop frontages along Tottenham Court Road.
- Development which causes harm to the character and appearance of the Bloomsbury, Charlotte Street or Hanway Street conservation areas, or other nearby conservation areas in the City of Westminster, will not be permitted.
- Development should have regard to the setting of adjacent listed buildings, including those on Percy Street to the north.
- Development should reduce the impact of this site on views from Bedford Square and nearby conservation areas in Camden and the City of Westminster and be of a height which does not harm the viewing corridor from Parliament Hill to the Palace of Westminster.

Sustainability

- Development should include an assessment of the potential to connect to any future Local Energy Network within the Tottenham Court Road Growth Area, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

Site context

This 0.79 ha site contains mixed use buildings and is comprised of three distinct components. The main building, facing Tottenham Court Road, was originally built in the 1970s and comprises shops fronting onto Tottenham Court Road and office uses on the upper floors. The building spans a roadway, Stephen Street, which connects to Tottenham Court Road via a short passage under the building.

The office space is accessed from the lower block to the rear defined by Stephen Street, Gresse Street and the building's service yard. This block comprises the office entrance along with a mix of offices and studio space. The third element of the building is the residential apartment building above the Stephen Street/Gresse Street block, which is accessed independently from Gresse Street.

The retail frontage onto Tottenham Court Road is set back behind a colonnade area, which creates a dark and relatively uninviting environment for pedestrians.

Central Cross is owned by Derwent London and is situated within both the Central Cross & Hanway Street Character Area and the Tottenham Court Road Character Area.

Planning designations

Central London Frontage (Tottenham Court Road)

Adjacent to the Hanway Street Conservation Area (which lies to the south) and the Charlotte Street Conservation Area (adjacent to the north)

Wider Strategic Viewing Corridor

Relevant LDF policies

CS1, CS3, CS7, CS8, CS9, CS14, CS15

DP1, DP25, DP31

Relevant planning history

Planning permission for alterations to the shopfronts along Tottenham Court Road (2009/0258/P) was refused in April 2009.

Permission granted (2011/1069/P) in September 2011 for:

- extension to entrance lobby on Stephen Street to remove vehicle drop-off facility and provide new glazed lobby;
- new canopy overhang at ground floor to Stephen Street and Gresse St;
- alterations to Gresse Street residential entrance;
- recladding of Stephen Street tunnel (including lighting);
- installation of green roof over reception;
- reconfiguration of loading/delivery yard to rear.

The proposal also involves internal alterations at ground floor level. As a whole, it would result in the creation of an additional 149m² of additional Class B1 commercial floorspace.

Permission granted (2012/2232/P) in August 2012 for:

- Refurbishment the existing retail units facing Tottenham Court Road;
- Infilling the two storey colonnade and using the enclosed floorspace for retail purposes; and
- Re-landscaping the pedestrian forecourt to the building.

Existing use

Office, housing and retail

10. 6-17 Tottenham Court Road



The priorities for 6-17 Tottenham Court road are to provide a mix of uses, whilst preserving and enhancing the character and appearance of the Hanway Street Conservation Area. Opportunities to improve permeability through the area will also be welcomed. Redevelopment could potentially provide around 3,000 sq m of additional floorspace, subject to complying with the following development principles.

Key development principles

Land use

- The Council's preferred approach is a mix of uses with a retail frontage on Tottenham Court Road and provision of permanent self-contained housing, including an appropriate contribution to affordable housing.
- Any additional non-residential floorspace should be matched by an equal addition to floorspace for permanent self-contained housing (in Use Class C3), subject to relevant development plan policy criteria for mixed-use development.

Public open space and public realm

- 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.
- Development should contribute to an excellent public realm both along Tottenham Court Road and Hanway Street / Hanway Place to the rear of the building.
- Proposals for redevelopment of 6-17 Tottenham Court Road should include investigation of a link from Hanway Place through to Tottenham Court Road subject to the considerations set out in the masterplanning principles.

Design

- Whilst there is potential for additional capacity on this site, the scale, height and design of development should avoid harm to the view from Bedford Square, seek to preserve and enhance the character and appearance of the Bloomsbury, Charlotte Street and Hanway Street conservation areas and nearby conservation areas in the City of Westminster and protect local amenity.
- The site offers potential for a building which contributes more to the conservation area than the existing structure.
- Servicing arrangements should respect the conservation area and the amenity of local residents to the rear of the building, and should be carried out from Tottenham Court Road where possible.

Sustainability

- Development should include an assessment of the potential to connect to any future Local Energy Network within the Tottenham Court Road Growth Area, and should provide for a connection wherever feasible and viable.
- Developers will be required to demonstrate that there is adequate waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

Site context

The 0.19 ha site is occupied by a relatively modern part 3- / part 5-storey commercial building which incorporates retail premises fronting Tottenham Court Road with office uses to the rear. A basement restaurant is accessed via Hanway Place. Residential

properties adjoin the site at 5 and 6 Hanway Place (created as part of the original development, but in a distinct building and not included as part of the opportunity site).

The site is surrounded by a mix of commercial and residential uses and a range of building types and scales typical of this part of Central London. Compared to its neighbours and other buildings in the area, 6-17 Tottenham Court Road is relatively modest in scale. There is an obvious transition in character around the site between the Central London Frontage and the more domestic scale of the Hanway Street/ Hanway Place enclave to the rear.

6–17 Tottenham Court Road is owned by Land Securities (freeholder) and Frogmore Properties and is situated within both the Central Cross & Hanway Street and the Tottenham Court Road Character Areas.

Planning designations

Hanway Street Conservation Area

Tottenham Court Road Growth Area

Central London Frontage (Tottenham Court Road)

Relevant LDF policies

CS1, CS2, CS7, CS14, CS15

DP1, DP25, DP31

Relevant planning history

None

Existing uses

Retail, offices