

Other sites

11. 80 Charlotte Street ('Saatchi block')



The priority for 80 Charlotte Street is for a mixed-use development with housing, business uses and open space.

In September 2011 the Mayor of London resolved to approve a major redevelopment of the site (see below). The development principles below will relate to any future application for the site, where the existing permission would form the baseline for negotiations.

Key development principles

Land use

- The Council's preferred land uses for this site are housing and business uses.
- 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. The public open space contribution should be sufficient to meet the demands created by the development, therefore a larger space is expected than that contained within the approved scheme.
- On-site provision of public open space is considered to be practical given the scale of the site and footprint of the buildings.
- 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 within the central courtyard and at roof level.

Design

- Development should optimise the height and density in the Central London area whilst respecting the surrounding context.
- Development should preserve and enhance the character of the Charlotte Street conservation area, and preserve in particular those elements which make a positive contribution to the area, including the strong sense of enclosure, continuous frontages, and variety of materials, including red/yellow brick and render.
- 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

80 Charlotte Street is a 0.54 ha site occupying the whole of the city block defined by Charlotte Street, Howland Street, Whitfield Street and Chitty Street. The block is all in B1 office use and is occupied by a single tenant: the Saatchi and Saatchi advertising agency. The site is situated within the Howland Street Character Area.

There are two vehicular accesses to the site, an entrance on Howland Street and an exit on Chitty Street. The site's courtyard currently provides the office's servicing area and space for approximately 80 vehicles to park.

80 Charlotte Street is owned by Derwent London

Planning designations

Partly within the Charlotte Street Conservation Area (southeastern section of the site, fronting onto Whitfield Street)

Partly within Wider Strategic viewing corridor

Relevant LDF policies

CS1, CS3, CS8, CS9, CS14, CS15

DP1, DP24, DP25, DP31

Relevant planning history

In September 2011 the Mayor of London resolved to approve a planning application (2010/6873/P) (following an initial in principle refusal by the Council) for a major redevelopment scheme to provide 8,411sq m of B1 office floorspace in addition to the existing 27,156 sq m of B1 office space, 4,487 sq m of A1/B1 flexible floorspace, 55 residential flats including 15 affordable homes and a new area of public open space (231 sq m). The additional floorspace would principally be created through the infilling of the existing courtyard of the 80 Charlotte Street block, following the demolition or partial demolition of some of the existing buildings, and the construction of two additional storeys across the whole site.

Existing use

Offices

12. Asta House, 55-65 Whitfield Street



The priority for 55-65 Whitfield Street is for a mixed-use scheme with housing and business uses.

This site forms part of the planning application for 80 Charlotte Street (Site 11) which was granted permission in September 2011 for a major redevelopment of the site. The development principles below will relate to any future application for the site, where the existing permission would form the baseline for negotiations.

Key development principles

Land use

- The Council's preferred land uses for this site are housing and business uses.
- 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. The public open space contribution should be sufficient to meet the demands created by the development.
- Where on-site public open space provision is not practical, public open space should be provided in association with 80 Charlotte Street (Site 11), or on an identified site in the vicinity.

Design

- Development should preserve and enhance the character of the Charlotte Street conservation area, and preserve in particular those elements which make a positive contribution

to the area, including the strong sense of enclosure, continuous frontages, and variety of materials, including red/yellow brick and render.

- 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 0.08 ha site contains a four storey plus basement 1950s office building, in B1 office use although only the ground floor is currently occupied. This part of the site also includes 14 Charlotte Mews, a much altered three-storey Victorian building.

55-65 Whitfield Street is owned by Derwent London and is situated within the Charlotte Street Character Area.

Planning designations

Charlotte Street Conservation Area

Partly within Wider strategic viewing corridor

Relevant LDF policies

CS1, CS3, CS8, CS9, CS14, CS15

DP1, DP24, DP25, DP31

Relevant planning history

The site forms part of planning application 2010/6873/P which the Mayor of London resolved to approve in September 2011. Within that application 65 Whitfield Street would be converted to residential use apart from the ground and basement floors, which would be retained in B1 office use. Two additional storeys would be added, which would match the volume and massing of the extant permission granted on 28/10/2009 (ref: 2009/2964/P). 36 residential flats would be created, including 10 social rented and 4 (as revised) 'intermediate' homes. The 10 social rented homes would be accessed via a separate core.

Existing use

Offices

13. Network Building, 95 Tottenham Court Road



The priority for the Network Building is to retain business uses and to provide public open space, whilst retaining the Cypress Place mews which runs through the centre of the site. Redevelopment could potentially provide around 5,500sqm of additional floorspace, subject to complying with the following development principles.

Key development principles

Land use

- The Council's preferred land use for the Network Building is the retention of business uses.
- 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

- Development that increases the use of open space should provide new on-site public open space.
- On-site provision of public open space is considered to be practical given the scale of this site and footprint of the buildings.
- Where on-site provision is not practical, public open space should be provided on an identified site in the vicinity.
- Development should retain Cypress Place, the mews running north-south through the centre of the site.

- Applicants should identify opportunities to significantly improve the local pedestrian environment along Howland Street.

Design

- Development should make the maximum reasonable contribution to additional business space and housing whilst respecting the surrounding context and will be required to maintain active shopfronts along Tottenham Court Road.
- Development should 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 a local energy network, and should provide for a connection wherever feasible and viable. Connections to the Gower Street Network, or Euston Road, may be possible.
- 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 0.19 ha site contains a 1950's steel and concrete 'C' shaped structure of part 4/6 storeys plus basement that faces onto Tottenham Court Road, Howland Street and Whitfield Street. The building is 6 storeys tall along Tottenham Court Road and

Howland Street, and reduces to 4/5 storeys along Whitfield Street and Howland Street with setbacks.

The site is bisected by Cypress Place which is a public road which leads off Howland Street via a single storey underpass down to a central servicing courtyard at basement level and continues upwards underneath the neighbouring block 101-107 Tottenham Court Road (known as the 'Qube') to connect to Maple Street to the north.

The Network Building is owned by Derwent London and is situated within both the Howland Street and Tottenham Court Road Character Areas.

Planning designations

Partly within Central London Frontage

Partly within Strategic Viewing Corridor

Relevant LDF policies

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

DP1, DP31

Relevant planning history

None

Existing use

Offices and retail

14. 61-63 Tottenham Court Road & 1-7 and 11-13 Goodge Street



The priorities for these sites is to provide retail uses along the Tottenham Court Road and Goodge Street frontages, with residential uses on upper floors. Redevelopment could potentially provide around 1,000sqm of additional floorspace, subject to complying with the following development principles.

Key development principles

Land use

- The Council's preferred land use for this site is retail with housing on upper floors, including an appropriate contribution to affordable housing.
- Development should protect and enhance the retail functions of Tottenham Court Road and Goodge Street by providing appropriate shops and services.
- Additions to retail space through the redevelopment and refurbishment of existing premises will be supported within the Tottenham Court Road and Goodge Street frontage.
- Development should retain existing housing.
- Within the Neighbourhood Centre, housing is the Council's preferred use above ground floor level and will be the expected future use of any vacant or underused areas.

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, public open space should be provided on an identified site in the vicinity.

Design

- Development should be of a height which does not harm the viewing corridor from Parliament Hill to the Palace of Westminster.
- Development should preserve and enhance the character and appearance of the Charlotte Street conservation area.
- 1-3 and 11-13 Goodge Street are identified as 'Positive Contributors' to the conservation area and so there will be a presumption in favour of retaining the buildings.

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

These three small sites amount to 0.05 ha and occupy key locations in Fitzrovia, forming part of the shopping frontage of Tottenham Court Road and the Goodge Street neighbourhood centre. With the exception of 5-7 Goodge Street, a bomb damage site, all the other buildings are identified as positive contributors to the Charlotte Street conservation area and numbers 1-3 Goodge Street is the oldest remaining building in that street.

The sites are owned by Dukelease and are situated within the Charlotte Street and Tottenham Court Road Character Areas.

Planning designations

Charlotte Street Conservation Area

Central London Frontage (61-63 Tottenham Court Road)

Neighbourhood Centre (1-7 and 11-13 Goodge Street)

Wider Strategic Viewing Corridor

Relevant LDF policies

CS1, CS3, CS7, CS9, CS14, CS15

DP1, DP31

Relevant planning history

An application (ref: 2007/1832/P) was refused for redevelopment of 61-63 Tottenham Court Road, 1-7 Goodge Street to create a new five storey building and extensions to provide 14 self-contained homes and retail uses on lower floors. This refusal was upheld on appeal.

An application (ref: 2007/2452/P) was refused for redevelopment of 11-13 Goodge Street to create a building comprising 5-storeys plus basement to provide 6 self-contained flats on the upper floors and a retail shop at basement and ground floor level.

An application (2011/1821/P) was allowed at appeal on 6 December 2012 (following an initial refusal by the Council) for the erection of a five storey building plus basement at 5-7 Goodge Street and rebuilding to five storeys plus basement at 62-63 Tottenham Court Road and 1-3 Goodge Street (including mansard roof), following part/complete demolition of existing buildings. The application provides retail space at ground floor

level and 8 additional residential units (9 in total) to upper floors (Classes A1/C3).

Applications (2012/2213/P and 2012/2220/P) submitted in April 2012 were withdrawn by the Council in February 2013.

Existing use

The buildings contain a variety of uses including offices, retail and housing



**PART 7
DELIVERY AND
MONITORING**

Delivery and Monitoring

This section explains our approach to the delivery and monitoring of the Area Action Plan's vision and objectives, as well as the phasing of the development and the way that important infrastructure will be provided, and includes a Delivery Plan.

A key mechanism for delivering the Fitzrovia Area Action Plan will be the Council's decisions on planning applications. The policies in this Plan, Camden Core Strategy and Camden Development Policies will provide the framework for these decisions in Fitzrovia. We will also take account of the Council's supplementary planning documents (in particular, Camden Planning Guidance and conservation area statements, appraisals and management strategies) when determining planning applications.

The Opportunity Sites in Part 6 seek to achieve coordinated implementation of sites expected to come forward for development. This will ensure that the benefits of growth to the area and its community are optimised, even though sites will be developed at different times. The land use and urban design principles will make sure that development of other sites will also contribute to achieving the delivery of the vision and objectives of this Plan and the Camden Core Strategy.

A Delivery Plan is provided at the end of this section and sets out measurable steps towards delivery of the Plan, along with responsibilities and timeframes. The timeframes reflect the current priorities of the various delivery partners and may be subject to change in the future. Many of the projects will require further investigation including prioritisation against other proposals, identification of funding, transport assessment and public consultation.

The key to the successful delivery of this Plan will be through ongoing engagement with local people, voluntary sector

organisations, developers, businesses, councillors and various council services. The Plan will be monitored on a regular basis.

This Area Action Plan will run until 2025. For phasing purposes this has been split into the following three periods, which are referred to throughout this section:

- Short term: 2013 – 2015
- Medium term: 2016 – 2020
- Long term: 2021 - 2025

Working with our partners

Central to the delivery of the Fitzrovia Area Action Plan will be working with our partners in the area. During the preparation of this Plan the Council worked closely with a dedicated Steering Group. This brought together community representatives, local councillors, key landowners and Camden officers, as well involving as officers from the Greater London Authority and Westminster Council. We have also worked with other key delivery partners, such as Transport for London, to reflect their plans and programmes.

There are very active local communities in Fitzrovia and Bloomsbury and so their support is critical to the success of this Plan. Groups including the Charlotte Street Association, the Fitzrovia Neighbourhood Association, the Bloomsbury Association and the Fitzrovia Trust, as well as many local residents, have made a huge contribution to the preparation of the Plan. We will continue to engage with the community to ensure that local people continue to be actively involved in the development of their area.

The sites identified in this Plan are in a range of ownerships and it was necessary to hold detailed discussions with the land owners and developers of each site during the preparation of this Plan. As a result, principles relating to the opportunity sites in

Part 7 are considered to be realistic and achievable. We will continue to work closely with the key landowners in the area to ensure that the vision and objectives of the Plan are delivered.



Planning benefits for Fitzrovia

In light of the current financial situation, the delivery of the main principles and objectives included within the Plan will require both public sector and private sector support. The delivery of the main objectives will heavily rely upon s106 planning obligations and Community Infrastructure Levy (CIL) contributions from development schemes in the area. Collecting S106 planning contributions to deliver this Plan is consistent with Camden's Planning Guidance 8 - Planning Obligations. Flexibility of implementation, adapting to economic and market circumstances, will be vital in the delivery of this Plan.

Planning obligations

The Council will use s106 planning obligations to influence the nature of development in Fitzrovia or mitigate or compensate for its potential effects. Where existing and planned provision of infrastructure, facilities and services are not adequate to meet the needs generated by a proposal, the Council will negotiate planning obligations to secure measures to meet those needs.

The main matters that the Council considers are likely to be addressed through legal agreements in Camden are identified within Core Strategy policy CS19 - Delivering and Monitoring. This sets out the range of items that may be sought. Within Fitzrovia, our priorities fall into the following broad categories:

- affordable housing;
- open space;
- community facilities and services;
- transport and other infrastructure;
- tackling climate change and environmental impacts;
- works to streets and public spaces; and

- community safety.

This list is not exhaustive and schemes can introduce a range of impacts that may justify the need for a planning obligation.

Community Infrastructure Levy

With the introduction of the Community Infrastructure Levy (CIL), the scope for collecting s106 planning obligations under the existing system (legal agreements which are tailored to the specific impacts of each development) will be significantly reduced from April 2014.

Councils that adopt the levy set a standard charge on developments which varies according to their size and type. Councils can then spend the money on the infrastructure needed to support development (it cannot be used to meet existing needs). Infrastructure is currently defined as roads and other transport facilities, flood defences, schools and other educational facilities, medical facilities, sporting and recreational facilities and open spaces.

This Area Action Plan will help to guide decisions on infrastructure spending in Fitzrovia.

Mayor of London Community Infrastructure Levy (CIL)

The Mayor of London introduced a Community Infrastructure Levy to help pay for Crossrail on 1 April 2012. All development which meets the criteria will be required to pay the set charge. It is collected by the boroughs on behalf of the Mayor.

The charge in Camden is £50 per m² on all uses except affordable housing, education and healthcare. The Council will be sending out liability notices setting out how much CIL will need to be paid if an affected planning application is implemented and who will be liable.

There is a legal requirement to advise Camden when planning permissions are implemented and we will issue a CIL demand notice setting out what monies need to be paid, when and how to pay.

Camden's Community Infrastructure Levy (CIL)

The Council is currently reviewing what infrastructure is needed to support housing growth in Camden until 2025. We have also commissioned research into what level of CIL could be charged in Camden without deterring new development from coming forward.

The Council has produced a draft charging schedule setting out the rates of CIL in Camden. Following public consultation and a public examination, it is expected that the CIL will apply across Camden from late 2013.



Flexibility

The current economic situation creates a particular need for sensitive and flexible implementation. However, while our vision and objections must be suitably flexible, it is vital that the level of flexibility does not create uncertainty or harm the overall delivery of the Area Action Plan. Despite recent economic circumstances, development has been, and is still, coming forward within the Fitzrovia area and, therefore, this AAP has been prepared to be flexible enough to cope with a changing world, while ensuring our vision and objectives for the area are delivered.

Monitoring

The Council will monitor the effectiveness of this Plan in delivering its objectives. We currently monitor our LDF Core Strategy and Development Policies by regularly assessing their performance against a series of indicators and publishing the results annually. We will assess planning outcomes in Fitzrovia and the implementation of this Plan against these indicators where they are relevant and publish the results alongside the findings of borough-wide monitoring.

We will also monitor government and London wide policy and changes in legislation to make sure that the Area Action Plan continues to be consistent with relevant national, regional and local planning policies, and to identify any the need to review or reassess the approach taken in this Plan.

Delivery Plan

The Delivery Plan on the following pages sets out the key projects which have been identified for Fitzrovia over the period of the Area Action Plan. The Delivery Plan addresses each key land use in turn. Open space projects are grouped by Character

Area. The Council will use the Delivery Plan to implement the Area Action Plan and will monitor progress on the identified projects on a regular basis. The Council will also continue to work with delivery partners and stakeholders to deliver the vision of objectives of this Plan.



Delivery Plan

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
Housing (Core Strategy policy CS6)	Astor College (opportunity site 1)	Housing is the landowner's alternative option as student housing is the Council's preferred land use for this site.	UCL	Landowner funded	Long term	Redevelopment could potentially provide around 1,600sqm of additional floorspace, an element of which could include housing.
	Middlesex Hospital Annex (opportunity site 2)	Housing is expected to be the predominant use on this site.	UCLH NHS Foundation Trust	Landowner funded	Short / medium term	A s106 obligation – related to the main UCH site – was agreed to deliver at least 30 socially rented homes on this site and potentially a further 1425 sq m of affordable housing.
	Arthur Stanley House (opportunity site 3)	Housing is expected on this site as no long term requirement for the established medical / healthcare uses has been identified.	UCLH NHS Foundation Trust	Landowner funded	Medium / long term	This site may be needed for short / medium-term medical / healthcare use in association with the reorganisation of other UCH landholdings and facilities.
	Rosenheim Building (opportunity site 5)	Housing is the landowner's alternative option as medical/ healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Long term (if for housing)	This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a Proton Beam Therapy Centre.

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
	Odeon Site, Grafton Way (opportunity site 6)	Housing is the landowner's alternative option, as part of a mixed-use scheme, as medical/ healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Long term (if for housing)	This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a Proton Beam Therapy Centre.
	Royal Ear Hospital (opportunity site 7)	Housing is the landowner's alternative option as medical/ healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Long term (if for housing)	This site is likely to come forward for medical / healthcare uses in the medium term.
	Medical Students' Union (opportunity site 8)	Housing is the landowner's alternative option as medical/ healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Long term (if for housing)	This site is likely to come forward for medical / healthcare uses in the medium term.
	Central Cross (opportunity site 9)	Where non-residential floorspace is proposed the Council will seek a matching amount of permanent self-contained housing.	Derwent London	Landowner funded	Long term	Low intervention proposals are possible in the short term, but wider redevelopment will only take place in the longer term.

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
	6-17 Tottenham Court Road (opportunity site 10)	Housing is expected as part of a mixed-use scheme, including retail use.	Land Securities / Frogmore Properties	Landowner funded	Medium / long term	<p>Redevelopment could provide around 3,000sqm of additional floorspace, an element of which could include housing.</p> <p>Given landowner intentions it is likely that the site will only be developed in the long term.</p>
	80 Charlotte Street / Asta House (opportunity sites 11 & 12)	Housing is expected as part of a mixed-use scheme, including business uses.	Derwent London	Landowner funded	Short / medium term	<p>The approved scheme is due to provide 5,780sqm of housing (55 homes, of which 15 are affordable).</p> <p>The approved scheme is anticipated to be delivered by 2016.</p>
	Network Building (opportunity site 13)	Where non-residential floorspace is proposed the Council will seek a matching amount of permanent self-contained housing.	Derwent London	Landowner funded	Medium / long term	<p>Redevelopment could potentially provide approximately 5,500sqm of additional floorspace, an element of which could include housing.</p> <p>Delivery is likely to be medium / long term since Derwent London will seek to complete 80 Charlotte Street before commencing another major development.</p>

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
	61-63 Tottenham Court Road & 1-7 and 11-13 Goodge Street (opportunity site 14)	Housing is expected on upper Dukelease floors, with retail at ground floor.		Landowner funded	Short / medium term	Development of these sites will be relatively modest in scale.
Student housing (Core Strategy policy CS6)	Astor College (opportunity site 1)	Student housing is the Council's preferred land use for this site.	UCL	Landowner funded	Long term	Redevelopment could potentially provide around 1,600sqm of additional floorspace.
Open space (Core Strategy policy CS15)	Alfred Place 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.	<ul style="list-style-type: none"> ○ Council Highways and Transport service ○ Council Parks and Open Spaces service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium term	High priority. Project may only happen if funding becomes available in the future.

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
		<p>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.</p> <p>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 relocation of the cycle hire station.</p>				
	1.3 South Crescent	Relocate car parking.	<ul style="list-style-type: none"> ○ Council Highways and Transport service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium term	<p>High priority.</p> <p>Project may only happen if funding becomes available in the future.</p>
	1.4 Chenies Street West	Reduce carriageway space to create a widened footway.	<ul style="list-style-type: none"> ○ Council Highways and Transport service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium / long term	<p>Medium priority.</p> <p>Project may only happen if funding becomes available in the future.</p>
	Alfred Place					

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes	
	1.5 Ridgmount Street	Raise the carriageway to create a single surface around the College of Law – Bloomsbury Centre.	<ul style="list-style-type: none"> ○ Council Highways and Transport service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Long term.	<p>Low priority.</p> <p>Project may only happen if funding becomes available in the future.</p>	
	1.6 Store Street	Reduce carriageway space to create a widened footway.	<ul style="list-style-type: none"> ○ Council Highways and Transport service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium / long term	<p>Low priority.</p> <p>Project may only happen if funding becomes available in the future.</p>	
	Central Cross and Hanway Street	3.1 Tottenham Court Promenade	Remove clutter, add seating at the base of the street trees.	<ul style="list-style-type: none"> ○ Council Highways and Transport service ○ Council Parks and Open Spaces service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium term	<p>High priority.</p> <p>Project may only happen if funding becomes available in the future.</p>
		3.2 Gresse Street cycle stand plaza	Potential to add seating and planting.	<ul style="list-style-type: none"> ○ Council Highways and Transport service ○ Council Parks and Open Spaces service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium / long term	<p>Medium priority.</p> <p>Project may only happen if funding becomes available in the future.</p> <p>Part of this space is private land and/or within the City of Westminster.</p>

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
	3.3 Gresse Street / Stephen Street	Raise the carriageway at the junction of Gresse Street and Stephen Street.	<ul style="list-style-type: none"> ○ Council Highways and Transport service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Long term	<p>Low priority.</p> <p>Project may only happen if funding becomes available in the future.</p> <p>Part of this space is within the City of Westminster.</p>
	4.2 Goodge Place	Investigate the feasibility of closing the middle of Goodge Place to vehicles to possibly create a small public space.	<ul style="list-style-type: none"> ○ Council Highways and Transport service ○ Council Parks and Open Spaces service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium term	<p>High priority.</p> <p>Project may only happen if funding becomes available in the future.</p> <p>There is concern that a turning head would still be required within the space.</p>
	4.3 Windmill Street East	Create a single surface adjacent to Tottenham Court Road.	<ul style="list-style-type: none"> ○ Council Highways and Transport service ○ Council Parks and Open Spaces service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium term	<p>Low priority.</p> <p>Project may only happen if funding becomes available in the future.</p>
	4.4 Whitfield Gardens	Potential to add seating and planting.	<ul style="list-style-type: none"> ○ Council Highways and Transport service ○ Council Parks and Open 	<ul style="list-style-type: none"> ○ Planning obligations 	Medium / long term	<p>Low priority.</p> <p>Project may only happen if funding becomes available in the future</p>

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
			Spaces service			
	Fitzroy Square	5.1 The Warren	Improve the park including the multi use games area, the play space, planting and seating.	<ul style="list-style-type: none"> ○ Council Highways and Transport service ○ Council Parks and Open Spaces service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium term High priority. Project may only happen if funding becomes available in the future.
		5.4 Whitfield Street near the Warren	Move car parking from adjacent to the Warren to improve lines of sight. Install a raised pavement to reduce traffic speeds. Install crossing points for pedestrians.	<ul style="list-style-type: none"> ○ Council Highways and Transport service ○ Council Parks and Open Spaces service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium term High priority. Project may only happen if funding becomes available in the future.
	Fitzroy Square	5.5 Fitzroy Street & Warren Street	Close Fitzroy Street between Euston Road and Warren Street to traffic to create public space.	<ul style="list-style-type: none"> ○ Council Highways and Transport service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium / long term Medium priority. Project may only happen if funding becomes available in the future, and will be reliant on the outcome of an experimental closure of Warren Street.
		5.6 Cleveland Street	Raise parking bays to create a widened footway.	<ul style="list-style-type: none"> ○ Council Highways and Transport service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium / long term Low priority. Project may only happen if funding becomes available in the future. The western side of the street

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
						is within the City of Westminster.
Great Russell St.	6.4 Great Russell Street	Reduce carriageway space to create a widened footway.	<ul style="list-style-type: none"> ○ Council Highways and Transport service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium / long term	<p>Low priority.</p> <p>Project may only happen if funding becomes available in the future.</p>
Ridgmount Gdns.	8.2 Chenies Street East	Reduce carriageway space to create a widened footway.	<ul style="list-style-type: none"> ○ Council Highways and Transport service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium / long term	<p>Medium priority.</p> <p>Project may only happen if funding becomes available in the future.</p>
Tottenham Ct. Rd.	9.2 Space in front of the American Church	Potential to add seating and planting.	<ul style="list-style-type: none"> ○ Council Highways and Transport service ○ Council Parks and Open Spaces service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium term	<p>High priority.</p> <p>Project may only happen if funding becomes available in the future.</p>

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
	UCH & University St. 10.5 Mortimer Market	Reclaim car parking to create a small public space with seating.	<ul style="list-style-type: none"> ○ Council Highways and Transport service ○ Council Parks and Open Spaces service 	<ul style="list-style-type: none"> ○ Planning obligations ○ Transport for London 	Medium / long term	High priority. Project may only happen if funding becomes available in the future.
Retail (Core Strategy policy CS7)	Odeon Site, Grafton Way (opportunity site 6)	Retail uses on the Tottenham Court Road frontage will be encouraged.	UCLH NHS Foundation Trust	Landowner funded.	Medium term	This site is likely to come forward primarily for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a Proton Beam Therapy Centre.
	Central Cross (opportunity site 9)	Additions to retail space on the Tottenham Court Road frontage will be supported.	Derwent London	Landowner funded.	Short / long term	Low intervention proposals are possible in the short term, but wider redevelopment will only take place in the longer term.
	6-17 Tottenham Court Road (opportunity site 10)	The retention of retail uses on the Tottenham Court Road frontage is the Council's preferred approach.	Land Securities / Frogmore Properties	Landowner funded.	Medium / long term	Redevelopment could potentially provide around 3,000sqm of additional floorspace, of which an element could be retail. Given landowner intentions it is likely that the site will only be developed in the long term.

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
	80 Charlotte Street / Asta House (opportunity sites 11 & 12)	Flexible A1/A3/B1 space is expected as part of a mixed-use scheme, including housing and business uses.	Derwent London	Landowner funded	Short / medium term	The approved scheme is due to provide 4,487sqm of flexible A1/A3/B1 uses. The approved scheme is anticipated to be delivered by 2016.
	Network Building (opportunity site 13)	Additions to retail space on the Tottenham Court Road frontage will be supported.	Derwent London	Landowner funded	Medium / long term	Redevelopment could potentially provide approximately 5,500sqm of additional floorspace, an element of which could be retail. Delivery is likely to be medium / long term since Derwent London will seek to complete 80 Charlotte Street before commencing another major development.
	61-63 Tottenham Court Road & 1-7 and 11-13 Goodge Street (opportunity site 14)	Additions to retail space on the Tottenham Court Road and Goodge Street frontages will be supported.	Dukelease	Landowner funded	Short / medium term	Development of these sites will be relatively modest in scale.

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
Offices (Core Strategy policy CS8)	Odeon Site, Grafton Way (opportunity site 6)	Offices could form part of the landowner's alternative option (a mixed-use scheme with housing), as medical/healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Long term (if for a scheme including offices)	This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a Proton Beam Therapy Centre.
	80 Charlotte Street / Asta House (opportunity sites 11 & 12)	Office space is expected as part of a mixed-use scheme, including housing and flexible retail uses.	Derwent London	Landowner funded	Short / medium term	The approved scheme is due to provide 8,411sqm of B1 (office) uses. The approved scheme is anticipated to be delivered by 2016.
	Network Building (opportunity site 13)	Office use is the Council's preferred land use for this site.	Derwent London	Landowner funded	Medium / long term	Redevelopment could potentially provide approximately 5,500sqm of additional floorspace, an element of which could be in office use. Delivery is likely to be medium / long term since Derwent London will seek to complete 80 Charlotte Street before commencing another major development.

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
Medical / healthcare (Core Strategy policy CS16)	Arthur Stanley House (opportunity site 3)	Medical / healthcare uses are the established use on this site but are not expected to be required in the long term.	UCLH NHS Foundation Trust	Landowner funded	Short / medium/ term (if for medical / healthcare uses)	No long term requirement for the established medical / healthcare use has been identified. However, this use may be needed in the short / medium term in association with the reorganisation of other UCH landholdings and facilities.
	Tottenham Mews Day Hospital (opportunity site 4)	Medical/ healthcare uses are the Council's preferred land use for this site.	Camden and Islington NHS Foundation Trust	Landowner funded	Short / medium term	Redevelopment could potentially provide approximately 1,400sqm of additional medical / healthcare floorspace.
	Rosenheim Building (opportunity site 5)	Medical/ healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Medium term	This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a Proton Beam Therapy Centre.
	Odeon Site, Grafton Way (opportunity site 6)	Medical/ healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Medium term	This site is likely to come forward for medical uses in the medium term as UCH are planning to redevelop the site in association with the establishment of a Proton Beam Therapy Centre.

Land use	Project	Details	Likely delivery lead	Possible funding sources	Timescale	Notes
	Royal Ear Hospital (opportunity site 7)	Medical/ healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Medium term	This site is likely to come forward for medical uses in the medium term.
	Medical Student's Union (opportunity site 8)	Medical/ healthcare uses are the Council's preferred land use for this site.	UCLH NHS Foundation Trust	Landowner funded	Medium term	This site is likely to come forward for medical uses in the medium term. Redevelopment could potentially provide approximately 2,600sqm of additional floorspace.



Strategic Planning and Implementation
London Borough of Camden March 2014