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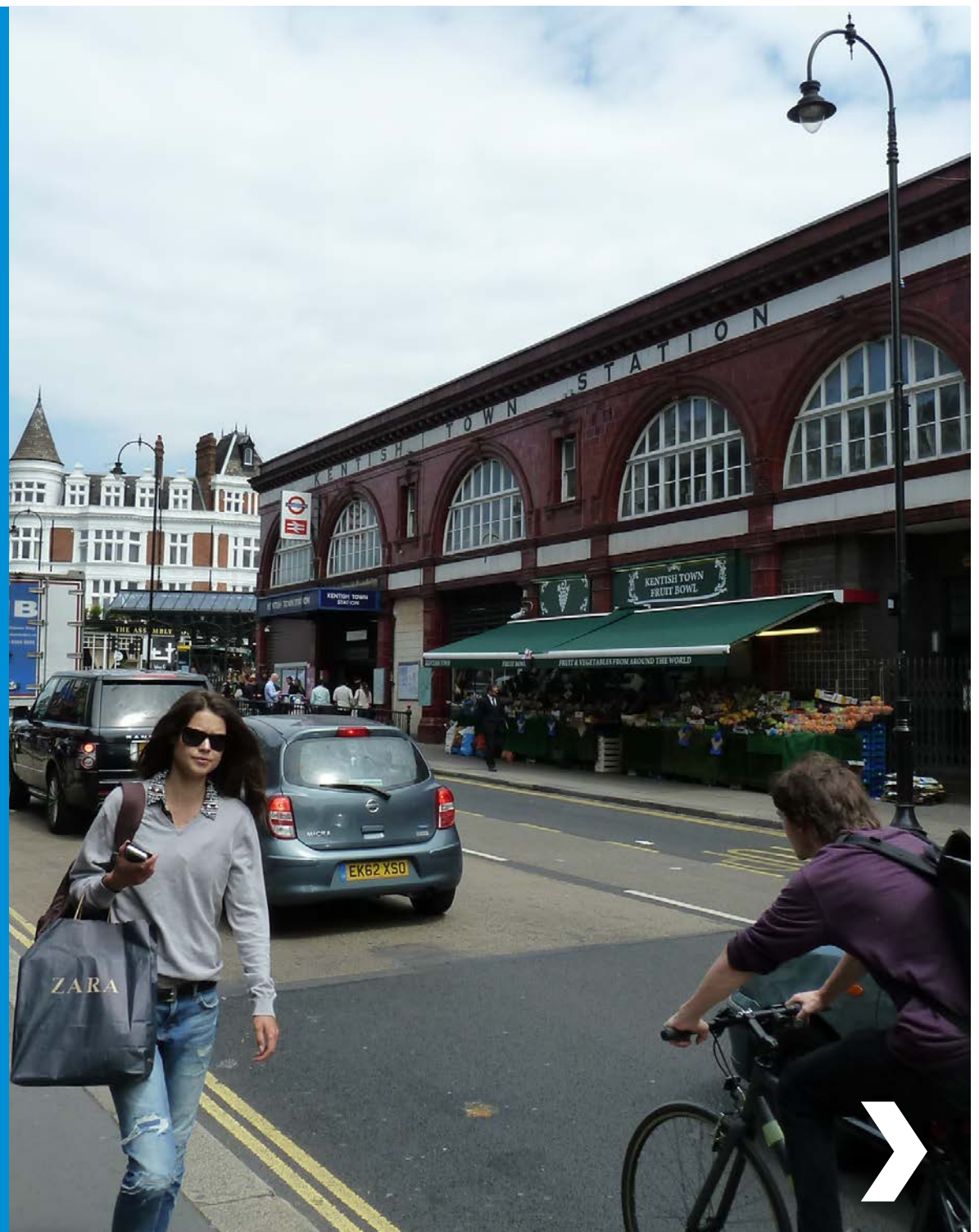
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01 Introduction



1.1 Aim of the study

This Character Study has been commissioned by the London Borough of Camden in order to identify the character of different parts of the Borough. Through desktop and site analysis character typologies that inform local distinctiveness have been identified and documented across the Borough.

The Character Study focuses on parts of the Borough for which the existing character is not currently documented. Conservation Areas, public open spaces and Growth Areas (as identified in the Core Strategy) are therefore excluded. In the main the study focuses on the area to the north of Euston Road. To the south the majority of the area is either designated as Conservation Area, identified as a Growth Area or already subject to a separate study (eg Fitzrovia Area Action Plan) or development proposal (eg Mount Pleasant Post Office site).

Having documented the character of the remaining parts of the Borough the Character Study then seeks to identify where there is opportunity for improvements that could improve the functioning of an area, address urban design or character weaknesses or offer potential for intensification and could therefore deliver much needed new homes to provide for Camden's expanding population.

This assessment takes a high level view and many of the areas that are identified as having potential for change are currently functioning either as employment or residential areas. Delivering change may require amendments to current planning policy or difficult decisions to be made regarding existing homes. It is not the purpose of this study to make detailed recommendations about the future of these areas but rather to identify areas where change could be positive for local neighbourhoods and where the existing character makes a negative contribution to its context.

The study forms an evidence base to support the review of Camden's 'local plan' and to inform future planning policies and any relevant supporting guidance.

