

Quantity and location of retail development

- 9.1 Camden's centres are a focus for activity and community life and provide character and identity to local areas and the borough as a whole. They are places of employment, shopping, leisure, and services.
- 9.2 Traditional high street style centres face challenges from changes in consumer behaviour, new retail models, the growth in online shopping and competition from out of centre retail development. However Camden's centres also have strengths in terms of their location, accessibility by public transport, walking and cycling, character and offer (including many independent and specialist shops).
- 9.3 In line with the National Planning Policy Framework, the Council will take a sequential approach when assessing proposals for new town centre uses ensuring that such development takes place in appropriate locations, having regard to the distribution of future retail growth and the hierarchy of centres established this policy.
- 9.4 The development of new shops or other town centre uses, particularly when they are large in scale, can have an impact on other centres. In line with government guidance in the National Planning Policy Framework, the Council will seek to protect the vibrancy and vitality of its centres by assessing the impact of proposed town centre uses in Camden's centres.
- 9.5 Further guidance on assessing the impact of retail development and Retail Impact Assessments is set out in the National Planning Policy Framework and the Planning Practice Guidance.

Camden Centres

Town Centres

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

Central London Frontages

- High Holborn / Kingsway;
- King's Cross;
- Tottenham Court Road / Charing Cross Road / New Oxford Street.

Neighbourhood Centres

Camden has 37 Neighbourhood Centres, which are identified in supplementary planning document Camden Planning Guidance on town centres, retail and employment.

Specialist Shopping Areas

- Covent Garden;
- Fitzrovia and south-west Bloomsbury;
- Hatton Garden;
- Museum Street; and
- Denmark Street.

Growth areas

- Euston;
- Holborn;
- Kentish Town;
- King's Cross / St Pancras;
- Tottenham Court Road; and
- West Hampstead Interchange.

The boundaries of the centres are set out on the Local Plan Policies Map.

The borough's growth areas and town centres are shown on "Map 7: Camden's centres" on page 254.

Policy TC1 Quantity and location of retail development

The Council will focus new shopping and related uses in Camden's designated growth areas and existing centres, having regard to the level of capacity available in these locations.

Distribution of retail across Camden

The Council will promote the following distribution of retail and other town centre uses across the borough:

Growth Areas:

- significant development in the King's Cross / St Pancras Growth Area, with approximately 30,000 sqm net additional retail (A1 to A5 use classes) floorspace anticipated;
- significant development in the Euston Growth Area, with approximately 16,450 sqm of net additional retail (A1 to A5 use classes) floorspace anticipated;
- additional provision as part of redevelopment schemes in the growth areas of Tottenham Court Road, Holborn and West Hampstead Interchange; and
- limited additional provision as part of redevelopment of the Kentish Town Growth Area.

Town Centres:

- significant additional provision in the Camden Town Town Centre; and
- additional provision in the other town centres.

Central London Frontages:

- significant provision in the Tottenham Court Road Central London Frontage; and
- additional provision in the other central London frontages.

Neighbourhood centres, specialist shopping areas, and small shops outside of centres:

- appropriate provision in Neighbourhood Centres;
- appropriate provision in Camden's Specialist Shopping Areas; and
- limited provision of small shops outside centres to meet local needs.

This retail floorspace is expected to be supported by a range of other town centre uses, including food, drink and entertainment uses.

Sequential Approach

The Council will apply a sequential approach to retail and other town centre uses outside of the areas listed above to support Camden's network of centres. Retail and other town centre uses should be located in designated centres. Only if suitable sites cannot be found within designated centres will the Council consider edge of centre locations or if no edge of centre locations are available, out of centre locations.

The Council will require a retail impact assessment for large retail development proposals (of 2,500 sqm or more) that are not in accordance with the above approach and:

- would be in an edge of centre or out of centre location; or
- would be in an existing centre and have the potential to have a harmful impact on other centres.

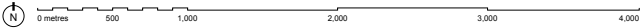
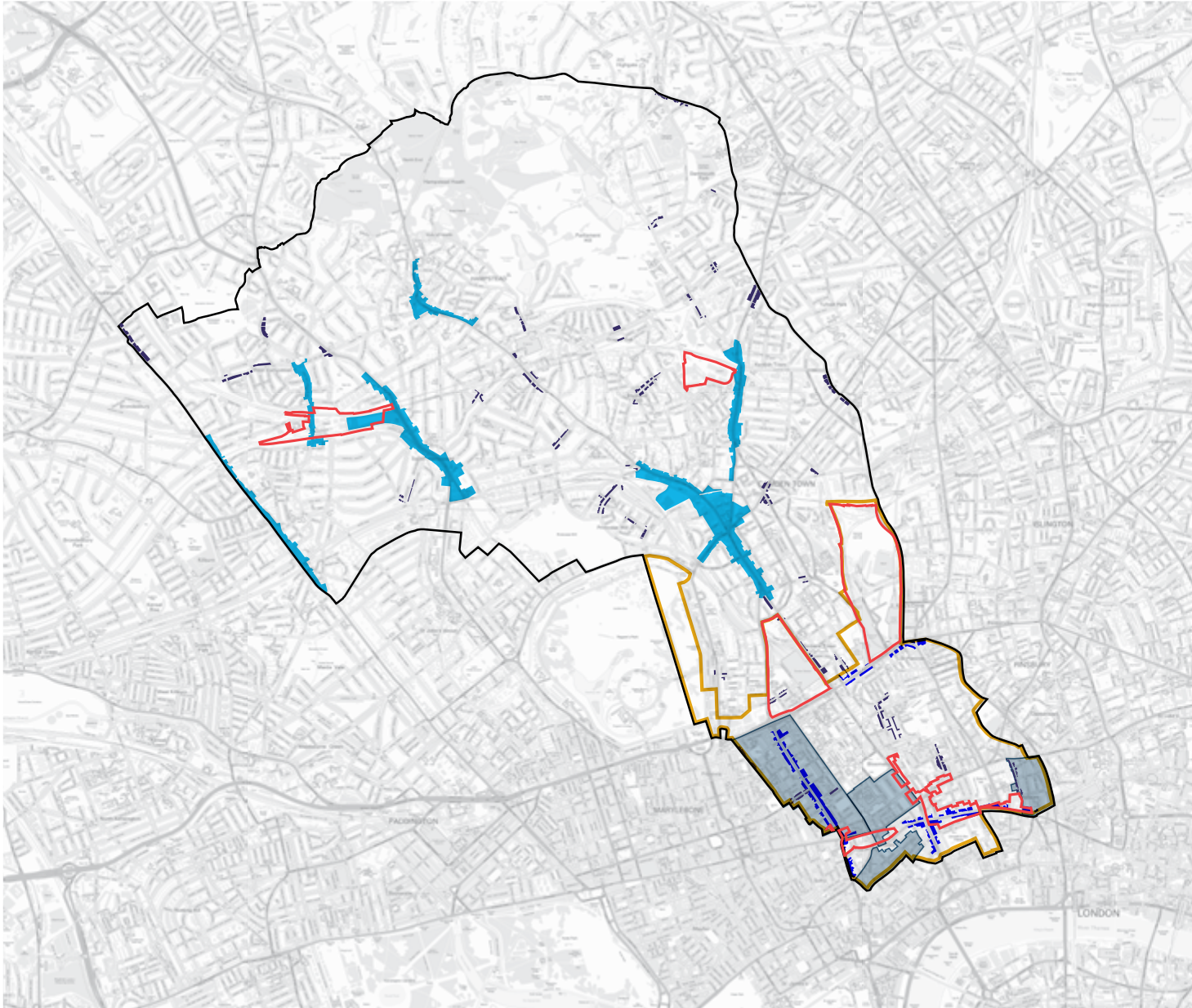
New retail provision

- 9.6 The growth area of King's Cross will provide the major focus for new shop provision in Camden. The King's Cross Central redevelopment will include shops, services and facilities of a scale similar to a town centre to meet the needs of the large numbers of people who will be living, working, or visiting the area. Planning permission has been granted for 45,000 sqm of retail, food and drink floorspace (in A use classes). This will be spread throughout the site and will open in phases. Approximately 30,000 sqm of this is yet to be built.
- 9.7 The Camden Retail and Town Centre Study 2013 indicates a need for around 30,000 sqm of new retail floorspace in the borough by 2031, in addition to that to be provided at King's Cross and St Pancras.
- 9.8 There is opportunity to deliver a significant amount of additional retail floorspace as part of the redevelopment of Euston Station. The Euston Area Plan anticipates that around 20,000 sqm of class A1 to A5 uses could be provided at Euston both around and within the station. This figure comprises 16,450 sqm of net growth and reprovision of around 3,550 sqm of retail to meet demand from current passenger numbers. Approximately 8,000 sqm of this could be in A1 retail use.
- 9.9 The precise quantum and type of retail to be provided will be subject to detailed site specific assessments and an assessment of any impacts on other centres.

Sequential approach







- 9.10 The sequential approach applies to sites outside of designated centres. The Local Plan does not require that retail development seeks sites within the designated centres in any hierarchical order, provided the development meets the policy objectives for each centre as described in the policy. For example, there is no need for retail development to be directed to Growth Areas before Town Centres, or to Town Centres before Central London Frontages.
- 9.11 For the Central London Specialist Shopping Areas of Covent Garden, Fitzrovia and south-west Bloomsbury, Hatton Garden, and Museum Street, sites should be sought within the designated frontages, not the wider boundary. Proposals for new retail development within these areas that are not within the designated frontage will be considered to be in an out of centre location.

Map 7: Camden's centres



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|--|-------------------------|---|------------------------|---|------------------|
|  | Growth Area |  | Neighbourhood Centre |  | Borough Boundary |
|  | Town Centre |  | Specialist Retail Area | | |
|  | Central London Frontage |  | Central Activity Zone | | |