

HOLBORN VISION

JANUARY 2025

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FOREWARD FROM CABINET MEMBER



Councillor Adam Harrison, Cabinet Member for Planning and a Sustainable Camden

The importance of Holborn to Camden cannot be overestimated. From its history, etched on the urban landscape, to its diverse and vibrant communities, it provides jobs and generates ideas and businesses. Holborn plays host to culture, arts, retail, entertainment, food and drink, education, and business – from startups and knowledge-driven sectors to some of the largest businesses in the country.

The ingenuity and innovation present in Holborn mean businesses are at the heart of responding to the climate emergency locally and contributing to a flexible and adaptable public realm. Holborn can show the way for a sustainable Central Activities Zone where people live, work, visit and invest.

The Holborn Vision is central to guiding development to ensure this important part of central London punches its weight. We want to secure Holborn's future as one of the capital's most attractive business locations. This will benefit the borough of Camden more broadly, through the creation of new jobs and services that contribute to its economy. There is huge local potential in people who live in the area who could participate and benefit more in sectors ranging from commerce and life sciences through to the jewellery industry and Leather Lane market.

Holborn is also a place many people call home. Our residents are vital to the history and culture of the area and what makes Holborn what it is today. By emphasising the needs of families, the Holborn Vision also aims to support existing residential communities by strengthening social and community infrastructure. It looks to ways of providing new homes, including at genuinely affordable rents, by prioritising housing delivery where it can be evidenced that an office is no longer suitable for its existing business use.

In a part of London where most people do not have their own outdoor amenity space, Holborn's parks, open spaces and public realm must work harder to deliver a quality of life that can connect, bring people together and attract new people to the area.

Holborn is connected by excellent public transport links. However, traffic dominance is an important issue, contributing to poor air quality and an unacceptably high number of casualties of people cycling. To respond to this and invest in the area, the Holborn Vision supports the Holborn Liveable Neighbourhood. This transformational programme aims to provide wide-ranging benefits through removing the old-fashioned and people-hostile gyratory, enabling and prioritising sustainable transport methods, cutting air pollution, increasing greening and planting new trees, and creating new high quality public realm.

The Holborn Vision highlights the amazing diversity in Holborn's communities, its space for commerce and innovation and its renowned heritage. The vision takes a character area approach to ensure the guidance responds in more detail to local context.

In an area of beautiful historic buildings, centres of excellence and global headquarters where people live and bring up their families, the vision sets out guidance for a Holborn where people want to live, work and play.

Introduction

Holborn is at the heart of central London and has an incredible history. High Holborn was originally a Roman Road from the City of London (Londinium) west to Dorchester and Gloucester (Watling Street/Akeman Street). By the middle ages ribbon development linked the City of London to Westminster and Holborn has grown between these historic cities. This is perhaps the reason why, despite its incredible history and wonderful historic buildings, Holborn lacks an obvious focal point and is more of a cluster of different character areas and neighbourhoods. The Holborn Vision area includes Centre Point, Tin Pan Alley, Gray’s Inn, Lincoln’s Inn, Hatton Garden, Great Queen Street, Kingsway and parts of Bloomsbury including the British Museum and Great Ormond Street Hospital.

The adopted Camden Local Plan (2017) identifies Tottenham Court Road and Holborn as Growth Areas (see plan opposite). Tottenham Court Road is expected to provide a minimum of 500 additional homes and 5,000 jobs and Holborn a minimum of 200 homes and 2,000 jobs between 2011 and 2031. The Growth Area designations were, in part, related to the anticipated increase in public transport accessibility that has now been delivered with the opening of the Elizabeth Line in 2022. In advance of the line opening significant new development around the Tottenham Court Road Station and investment in the surrounding public realm through Camden’s West End Project has transformed this area. Following the opening of the Elizabeth Line station at Farringdon there has been an increased pressure for development in the Hatton Garden area, particularly to the east and a number of office extension and refurbishment schemes are now being proposed. But in between these two new stations are areas where there is less appetite for investment but where substantial residential communities live alongside commercial uses.

The pandemic has shown us the importance of supporting residential communities in the heart major cities. The Holborn Vision includes guidance that responds to the needs of families and their members of all ages so that they want to stay. A key objective of this document is to ensure that existing residential communities have the access to everyday services they need but also that they can grow through new residential development and potentially the conversion of office accommodation where it can be evidenced that they are no longer suitable for business use.

Camden’s award-winning West End Project has transformed the public realm around Tottenham Court Road, creating space for people and increasing biodiversity, but moving east into Holborn the dominance of vehicles remains. Transport for London (TfL) and Camden are working together to bring forward the Holborn Liveable Neighbourhood project that will build on the success of the West End Project and create a greener and more attractive public realm for residents, workers and visitors. As this project moves forward with a clear vision for streets and spaces, further investment can be expected and new development will have a crucial role in funding the investment in the improvements to the public realm. The programme is underway with climate resilience a key driver to its delivery.

The Holborn Vision builds on the adopted Camden Local Plan and the changes that have taken place since 2017 to set a clear holistic place-based vision for the medium term that responds to the different characteristics, issues and pressures across this complex piece of city.

WE MAKE CAMDEN

We Make Camden has helped shape this document. This is Camden’s overarching vision to make Camden a better borough. Developed with Camden’s community, it aims to make Camden a place where everyone has a chance to succeed and where nobody gets left behind — a place that works for everyone. It includes six ambitions, four missions and six challenges.

We Make Camden ambitions are:

- Camden is a borough where every child has the best start in life;
- Camden’s local economy should be strong, sustainable, and inclusive - everyone should have a secure livelihood to support them to live a prosperous life;
- Camden actively tackles injustice and inequality, creating safe, strong and open communities where everyone can contribute;
- Camden communities support good health, wellbeing and connection for everyone so that they can start well, live well, and age well;
- Everyone in Camden should have a place they call home.
- Camden should be a green, clean, vibrant, accessible and sustainable place with everyone empowered to contribute to tackling the climate emergency.

CAMDEN DEVELOPMENT PLAN

Camden’s Development Plan is the name given to the group of documents that set out the Council’s planning policies. The Council’s decisions on planning applications must be in line with the development plan unless there are significant matters (material considerations) that indicate otherwise. The Local Plan is a key document in Camden’s Development Plan. Camden’s Local Plan was adopted in 2017. The Council is currently in the process of preparing a new Local Plan, which once adopted will replace the current Local Plan (2017). The Holborn Vision is intended to be a Supplementary Planning Document to the 2017 Camden Local Plan, whilst having regard to the policy direction set out in the draft new Local Plan.



We Make Camden ambitions

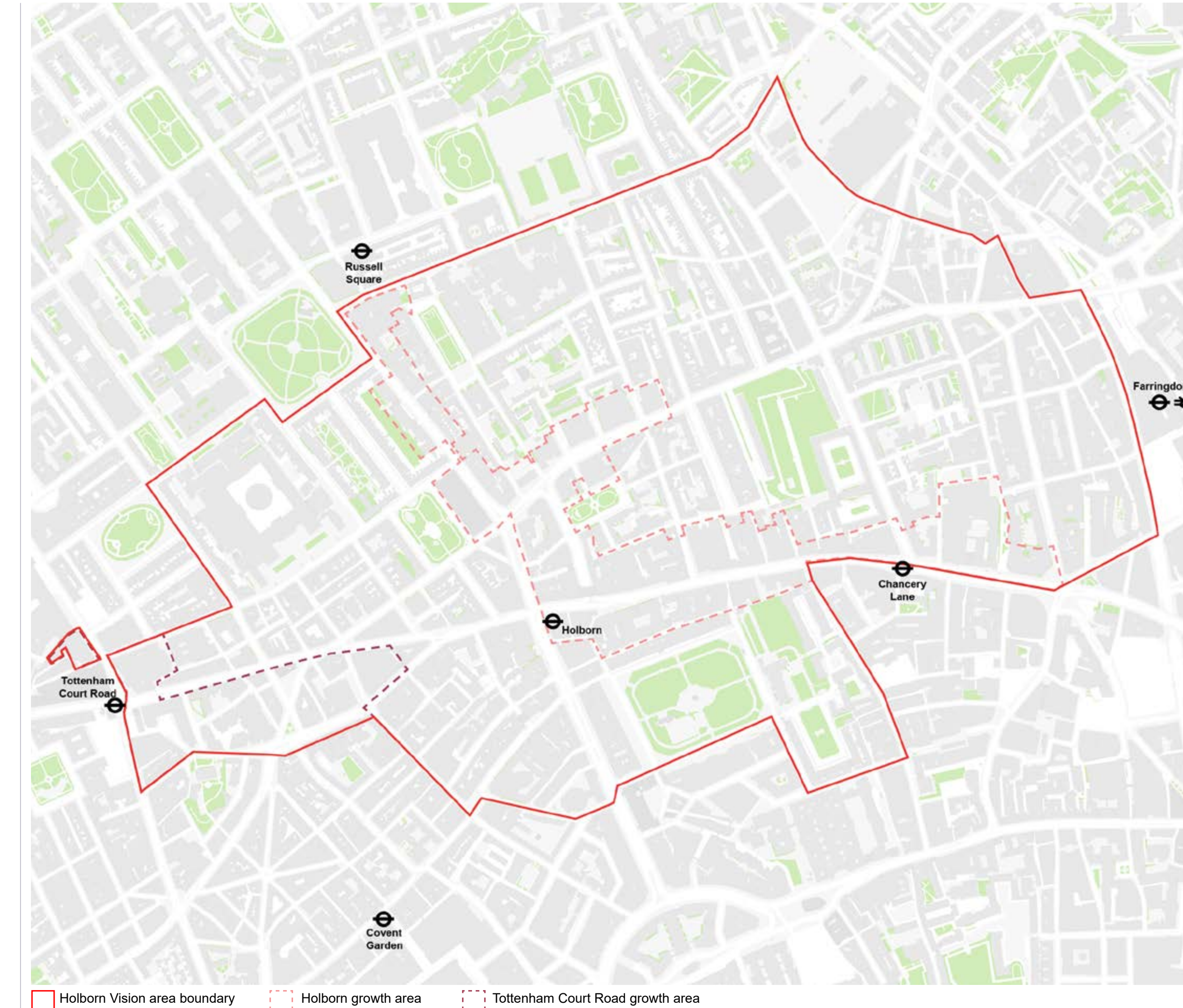
What is the role of the Holborn Vision Supplementary Planning Document (SPD)?

The Holborn Vision builds on the policies in the adopted Local Plan. By guiding development and investment in Holborn, the role of this SPD is to improve places and spaces and enhance the experience of living, working, visiting and moving about Holborn. A number of documents have been used as an evidence base and to inform the Holborn Vision. A list of these is included in appendix 1.

Based on an extensive consultation and engagement process we have shaped the SPD to reflect what was told to us – see how we did this on page 10. The first round of consultation was in 2019. This was followed by a five year pause due to the impact of the pandemic and uncertainty about TfL’s funding for the Holborn Liveable Neighbourhood programme. Work began again in 2023 and a revised Holborn Vision went out to a further round of consultation between February and April 2024.

As a result, the Holborn Vision has a purpose supported by six objectives. These objectives are applied to seven character areas so that the guidance responds to local context and ensures high quality design.

Each character area has a context, area guidance and priorities for delivery. These are shown on detailed character area maps.



 Holborn Vision area boundary
 Holborn growth area
 Tottenham Court Road growth area

About Holborn

HOLBORN CONTEXT

The Holborn Vision area covers 120 hectares of Camden at the southern end of the borough. It includes the Tottenham Court Road Opportunity Area, and the Holborn Growth area as designated in the current local plan. It has a wealth of nationally and internationally important buildings such as the British Museum and Great Ormond Street Hospital. The Vision area includes a wide range of commercial activity from global headquarters to jewellery makers.

The whole area is included in the Central Activities Zone, Camden's major business and employment centre. It is also in London's Ultra Low Emission Zone and designated as an Air Quality Focus Area by the Greater London Authority as a place where the problem of high levels of air pollution and human exposure is most acute. Many of the buildings are also covered by an Article 4 Direction introduced in 2023 which requires planning permission for a change of use from use Class E (offices and retail) to residential.

Today, most of Holborn is covered by Conservation Areas and associated appraisals. They protect individual buildings and trees which make a positive contribution to the character and appearance of the area and recognise the importance of the area as a whole.

The Holborn Vision area has 10,500 permanent residents. The key data from the census 2021 indicates that there are fewer families living in the area than in Camden more generally with less under 14's in Holborn (11%) than Camden (14.4%) and 45% single households in comparison to 39% in Camden. 74% of residents live in blocks of flats, 18% less than the Camden average. 28% live in socially rented homes, 5% more than the Camden average. 47% of residents are from



A number of recently completed public realm projects in the Holborn area, such as Princes Circus (photo credit: Mickey Lee/Central District Alliance BID)

Black, Asian and minority groups compared with 40% in Camden of which 13% are Bangladeshi whilst the figure for Camden is 6.7%. 78% of residents have no cars compared with a Camden average 64%. In relation to religion, there are 1.1% Jewish residents with a Camden average of 4.8%, and 19.8% Muslim residents in comparison to 16.1% in Camden as a whole. In Holborn and Covent Garden ward 5.8% of residents identify as gay or lesbian, compared to 2.2% borough-wide.

HOLBORN HISTORY

Holborn's fascinating history can be seen in the streetscape, land uses and communities of today. This has informed the approach to celebrating the unique character areas in Holborn which the vision seeks to enhance. The National Planning Policy Framework states that in decision-making

local authorities should give great weight to the conservation of designated heritage assets in a manner appropriate to their significance.

Holborn has been settled for millennia and forms part of the ancient history of what is now London. This is acknowledged through the designation of Tier 1- 1.2 Lundenwic (Anglo-Saxon) and tier 2- 2.11 London Suburbs (17th Century) Archaeological Priority Areas. These are mapped in the character areas.

From its Roman origins on the banks of the now culverted River Fleet through to the present day, Holborn's process of urbanisation resonates in the character areas in the Holborn Vision. This includes the establishment of the legal quarter in the 1400s to the estate granted to Sir Christopher Hatton in 1570 in the east of the

Vision area. To the south and west, the formal development of Lincoln's Inn Fields and Red Lion Square, the British Museum, and Queen Square took place in 17th and 18th centuries and Great Ormond Street hospital in the 19th century.

Migration has shaped the development of business and commerce in the area. Two waves of Italian immigration in the 19th century led to the area being called Little Italy. The first wave were skilled makers of mirrors and scientific instruments like barometers, but the second wave were poor, surviving on street trading. In 1851 a third of the population were street musicians while by 1900, some 900 ice cream makers and vendors were based in the area. At the same time, many Jewish refugees were escaping Europe and bringing their skills with them. What followed has made Hatton Garden internationally famous for jewellery making and gem selling.

By the early 20th century, the new roads including Theobalds Road, Southampton Row and Kingsway start to sever the area. This was further exacerbated as some areas of Holborn were extensively damaged in the Second World War and extensive re-development continued to break up pedestrian connections and reduce permeability. This is acutely apparent in areas to the east of Gray's Inn Road, around Theobalds Road and at Red Lion Square and led to the creation of the Procter Street gyratory.

EQUALITY AND EQUITY

Holborn of today, how the built environment has evolved and how it is designed and managed directly impacts on how people live their lives. A part of Holborn's heritage is the impact of slavery and the slave trade on the streets and buildings of today. By acknowledging this, we can begin to respond to its legacy by celebrating the diversity of Camden in the public realm and in buildings, venues, and public art.

There are well over 140 languages and dialects spoken in Camden which demonstrates its rich and diverse cultural heritage and lived experiences, yet the public realm does not fully encompass or reflect the diversity of its residents and visitors.

Camden has a Strategy of Diversity in the Public Realm which sets out how to use the design of public realm and public spaces to increase equity, equality, diversity, and representation. Through this, it can empower underrepresented people to increase their use and enjoyment of the public realm. Camden has also signed up to the Women's Safety Charter which includes the design of public spaces and workplaces to make them safer for women at night.

The public realm improvements set out in the Holborn Vision are a real opportunity to tackle injustice and inequality, creating safe, strong, and open spaces and places where everyone can contribute.

SOCIAL AND COMMUNITY

Holborn has many diverse communities that are often concealed by the commercial uses. This has meant that there are fewer community uses and less focus on families than elsewhere in Camden.

Camden's grant programme to its voluntary and community sector (VCS) is based on the principles of prioritising prevention, empowering communities, supporting social action, and tackling inequalities and disproportionality. This is done through collaboration with well run and sustainable organisations to build safe strong and open communities where everyone can contribute.

In the Vision area there are two VCS partners that are strongly rooted in their community and have a clear understanding of their needs. These are Holborn Community Association and Covent Garden Dragon Hall Trust. These community

HOLBORN LIVEABLE NEIGHBOURHOOD



Map of Holborn Liveable Neighbourhoods (HLN)

partners are key in delivering the ambitions of We Make Camden but also to support Camden communities to tackle the challenges they face.

The Holborn Vision includes guidance to ensure that development respond to the needs of families and their members of all ages so that they want to stay in Holborn. There is a lack of community provision, particularly play. The Vision aims to recognise that a neighbourhood that supports its children, young people and families creates more inclusive and accessible places for everyone.



Bourne Estate (image credit: LDA report).

Liveable Neighbourhood Major Projects

As well as the list of projects below we also want to make changes across the area including:

- New cycle storage hangars
- New cycle and e-Scooter parking
- New electric vehicle parking and charging points
- Adding trees and plants
- Making junctions safer with changes to lines and parking
- Review of parking controls
- Reducing traffic through permanent and timed restrictions

Project	Description	Icons
1 Great Ormond Street	Exploring a 'Healthy Hospital Street' including changing the traffic to one-way southbound, with plants and seating, widened pavements and parking changes	[Icons]
2 Orde Hall Street	Exploring improvements for pedestrians plus two-way cycling and restricting the right turn into Great Ormond Street	[Icons]
3 Southampton Row	Exploring improvements to bus journeys, pedestrian crossings and the look and feel of the area	[Icons]
4 Bedford Place	Exploring improvements to the look and feel of the area, upgrading the materials on the road and pavement, adding plants and seating, and making it easier to cross the road which could be changed to one way	[Icons]
5 Theobalds Road	Exploring changing the stretch between Southampton Row and Procter Street to two-way traffic, and adding segregated cycle lanes in both directions up to Gray's Inn Road. Other ideas include adding pedestrian crossings, planting, seating and improving the look and feel of the area	[Icons]
6 Great Russell Street	Exploring restricting traffic in the section outside the British Museum to create a new public space with trees and planting open only to pedestrians and cycling (with access to side roads allowed for local traffic)	[Icons]
7 Bury Place	Exploring restricting traffic to loading, access and cycling only	[Icons]
8 Bloomsbury Way	Exploring changing the road to a bus and cycle only route	[Icons]
9 Southampton Place	Exploring restricting traffic to loading, access and cycling only and improving the look and feel of the area	[Icons]
10 New Oxford Street	Exploring restricting traffic to create a new public space with trees and planting open only to pedestrians and cycling	[Icons]
11 Museum Street	Exploring changing the road to one-way southbound with cycling in both directions	[Icons]
12 Fisher Street/Drake Street	Exploring restricting traffic to loading, access and cycling only	[Icons]
13 Procter Street/Drake Street	Exploring restricting traffic to loading, access, cycling and buses only	[Icons]
14 High Holborn	Exploring changing the stretch of road between Procter Street and Shaftesbury Avenue to two-way traffic, improving the look and feel of the area and making improvements for pedestrians at the junctions	[Icons]
15 Kingsway	Exploring improvements to bus journeys, cycling, pedestrian crossings and the look and feel of the area	[Icons]
16 Great Queen Street	Exploring a new public space opposite Freemasons Hall created by pedestrianising Great Queen Street between Gray Lane and White Street alongside improvements to the look and feel of the area, new pedestrian crossings, widened pavements, plants and seating and making it easier to cross the road which could be changed to one way	[Icons]

SUSTAINABILITY AND GREENING

Holborn is home to some of London's greatest squares and open spaces, however access to nature is not evenly distributed across the wider area. Holborn and Covent Garden ward has the lowest tree cover in the Borough. There isn't sufficient open space in the area to meet demand and what is present, is not spread equally across the area, with a very low access to nature for residents, particularly to the east. This has led to an inequality in access to open space which has led to generational lack of use in some areas. The public realm improvements are a real opportunity to tackle injustice and inequality of access, creating safe, strong and open spaces and places where everyone can contribute.

HOLBORN LIVEABLE NEIGHBOURHOOD

Holborn is a very accessible location with Holborn, Chancery Lane and Tottenham Court Road underground stations and new Elizabeth Line stations at Tottenham Court Road and Farringdon. But Holborn underground station is highly congested at peak times with an unwelcoming street environment impacting on the experience of people who use it. Traffic dominance is important issue in the area, contributing to poor air quality and a high number of cycle casualties.

The Holborn Vision supports the delivery of The Holborn Liveable Neighbourhood programme. This aims to provide wide-ranging benefits to the Holborn area through enabling and prioritisation of sustainable transport methods, improving air quality, increasing planting and the creation of new high quality public realm subject to consultation, equalities and decision making processes. It aims to be a transformational scheme that makes more safe space to walk and cycle, for children to get to and from school safely and healthily, for businesses to be able to flourish, to reduce carbon emissions from vehicles and to improve air quality.



Garden squares form the majority of green space in the area and are well-used by residents, workers and visitors (image credit: LDA report).

Consultation and Engagement

The comprehensive engagement and consultation has provided a breadth and depth of views that reflect the experiences of living, working and visiting Holborn. The findings have provided a valuable insight into what is important in Holborn and how the Vision should reflect these views.

What did the Holborn Vision look like in 2019?

The objectives were...

- A leading centre for living, business and cultural activity
- Celebrating Holborn's diverse identity and distinctiveness
- World class public realm, green space and a transport network that supports active travel
- A sustainable place that delivers for its communities

The focus areas were...

Holborn Gateway
Museum Quarter
Holborn to the City

Your priorities were...

- Clean air
- Sustainability
- Safe routes
- Housing
- Green spaces
- Social & community uses
- Improved public realm
- Focus on existing communities

How did we consult in 2024?

Consultation and engagement

Based on what you told us in 2019 and the changes that have taken place since, we consulted on a revised draft in 2024. Getting the views of people who live, work and visit Holborn has been essential. Urban Symbiotics, using a wide range of engagement methods, ran a public consultation on the draft Holborn Vision for a period of 6 weeks between 20 February and 1 April 2024. We also sought the views of organisations and bodies that operate in Camden. These have all informed the final vision.

Who we engaged with

The table below outlines the number of people engaged throughout the physical engagement process, including four street pop-ups, four exhibition event days, and 793 individuals reached. It also details the events held, such as four resident focus groups, two business focus groups, four specialist user focus groups, and two children's focus groups.

The engagement summary report can be viewed [here](#).

Physical engagement reach



Event & Attendance	Participants	Age	Ethnicity
Street pop ups: 520 Participants	Local residents, businesses, students, visitors, tourists, TFL staff, pedestrians, cyclists, drivers	Majority: 40s-60s, 20s-30s, 15s-20s	Majority: White, East Asian, South Asian, Black
Exhibition Days: 18 Participants	Local residents, stakeholder, pedestrians, cyclists, drivers, taxi drivers	Majority: 30s-40s, 50s-60+, Under 10s	Majority: White, East Asian, South Asian, Black
Business Focus Groups: 7 Participants	Businesses, land owners		Majority: White, South Asian
Specialist user focus groups: 25 Participants	Professional stakeholders, cyclists, women, disabled (RNIB)		Black, East Asian
Children's focus groups: 10 Participants	Local residents	8-13	South Asian / Bengali

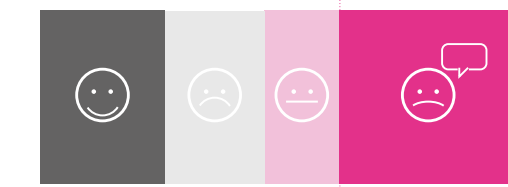
Physical engagement information



How has this shaped the Vision in 2024?

Key recommendations from the engagement

- Utilise and strengthen the character area approach
- Make the vision and language more accessible
- Strengthen the community focus
- Feedback on the engagement
- Amplify and strengthen community voices and their priorities: show a 'you said' - 'we did' explainer
- Consider the use of case studies to help communicate the Vision ambitions
- Maintain cross council partnerships and integrated engagement exercises
- Continue to offer in-person engagement opportunities alongside online



Visual display of the proportion of feedback received



Where does the guidance needs to be strengthened?

Community Engagement and Local Identity

- Support community engagement
- Promote local Identity
- Support small and local businesses and specialist areas

Design, Safety, and Connectivity

- Address safety and crime prevention
- Support wayfinding improvements
- Enhance connectivity and footfall

Sustainability and Green Spaces

- Support parking removal and promote green spaces to boost climate resilience and health
- Support green space improvements that encourage social activity
- Highlight the importance of waste management

Socio-Economic and Residential Concerns

- Provide support for homeless people
- Ensure and safeguard affordable shops and markets
- Support return to office to revitalise the area

Development and Public Realm Enhancements

- Mitigate development impacts
- Enhance public realm
- Include all areas in the guidance

How have we addressed the Visions objectives?

In addition to the findings on the left hand side, we have revised the objectives to respond to what you have told us and reordered to reflect the priorities from the engagement.

The objectives now include:

HV1 – Mixed use – guidance that facilitates vibrant, inclusive, and safe mixed-use neighbourhoods that balance commercial needs with community wellbeing.

HV2 – Residential communities – prioritises housing, addresses homelessness, strengthens social infrastructure and affordable shops and services.

HV3 – Heritage – strengthen the guidance on preserving, enhancing and celebrating Holborn's distinctive character through thoughtful development and historic preservation.

HV4 – Public realm – to enhance well maintained public spaces through increased greenery, better seating, pedestrian-friendly areas, effective wayfinding, and improved sustainable transport options.

HV5 – Business and commerce – for business growth to be balanced with community welfare, specialist businesses and areas such as Hatton Garden.

HV6 – Sustainability and greening – support for a climate resilient Holborn focussed on greening and wellbeing.

VISION

Holborn's varied and distinctive character will be enhanced through its thriving commerce, diverse and flourishing neighbourhoods and its unique culture. Its public realm will be transformed to create a better connected, safer, greener and more climate resilient environment for residents of all ages and those who work and visit Holborn.

OBJECTIVES



HV1 — A GENUINELY MIXED-USE NEIGHBOURHOOD THAT BRINGS TOGETHER WORKERS, RESIDENTS, AND VISITORS

- Support an appropriate mix of uses, including residential, commercial, cultural and community to promote sustainable communities and reflect Holborn's character areas (see HV3)
- Make efficient use of limited land available and tackle vacancy to deliver successful places with a range of uses which encourages active travel and meet local needs
- Support the thriving cultural sector and a vibrant and inclusive Evening and Nighttime Economy (ENTE), including the wide range of historic pubs, that balances the needs of and brings together visitors, businesses, and local people
- Support uses that activate buildings at ground floor level and corner sites to increase footfall and contribute to the feeling of safety
- Support a mix of uses including retail and affordable workspaces that activate Holborn's high streets, meet local needs and increase footfall.

HV2 — A PLACE WHERE THE EXISTING RESIDENTIAL COMMUNITIES ARE STRENGTHENED AND ENHANCED SO THAT RESIDENTS CAN STAY AND THRIVE

- Increase the provision of much needed housing including affordable housing, particularly where it contributes to the character of an area and support existing residential communities
- Strengthen social infrastructure that supports the residential communities and families by using existing assets to bring people together
- Ensure that development considers and maximises benefits for all children, young people, parents, and caregivers who study, work, play and live in Holborn
- Work with partners to address homelessness in the area to ensure that everyone has somewhere they can call home
- Support developments that provide shops and services to meet the needs of residents
- Encourage planning contributions that support measures to improve the climate resilience of homes, particularly those in areas of climate risk

OBJECTIVES



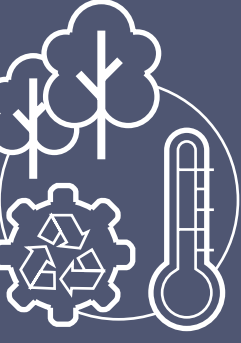
HV3 — A PLACE WHERE THE DISTINCTIVE CHARACTER AREAS OF HOLBORN ARE CELEBRATED AND ENRICHED

- Ensure new development builds on and enhances the distinctive characters within Holborn's Conservation Areas by promoting the highest quality architecture to complement Holborn's historic form, function, and context
- Ensure new development also enhances and improves the character of the areas outside of Conservation Areas
- Connect, improve, make public and, where possible, reinstate historic lanes, alleyways, and passages in and around Holborn
- Ensure that public realm is informed by local history, heritage and culture and reinforce Holborn's sense of place
- Improve wayfinding to local heritage to highlight Holborn's broader identity
- Consider changes of use to residential from office as set out in the guidance in each of the character areas and in accordance with emerging planning policy

HV4 — A PLACE CONNECTED BY EXCELLENT PUBLIC REALM WHERE EVERYONE FEELS SAFE AND ENCOURAGES WALKING, CYCLING AND RELAXING

- Facilitate the delivery of the Holborn Liveable Neighbourhood subject to consultation, equalities, and decision-making processes
- Improve accessibility and navigation across the area, increasing permeability making wayfinding easier and more comfortable for all
- Deliver high quality public realm with a clear hierarchy, role, and identity to bring Holborn's streets and places together, reinforce a sense of place and connect its residents, visitors, and workers
- Ensure that public realm design responds to the diverse and often hidden history of the area and by doing so, encourage greater equity in the use of Holborn's streets, places and spaces.
- Design open, accessible, green, biodiverse, well maintained and safe public realm that contributes to the health and wellbeing of those that use it
- Support transport schemes that will contribute to cleaner air, encouraging active travel and improving the health and wellbeing for people who live work and visit Holborn.
- Make a public realm that encourages people of all ages to walk and cycle, sit, and socialise throughout the year including opportunities for play

OBJECTIVES



HV5 — A PLACE OF INNOVATION THAT CONTINUES TO FOSTER A DIVERSITY OF BUSINESS AND COMMERCE WHERE BUSINESSES OF ALL SIZES WANT TO LOCATE, STAY, AND GROW

- Encourage commercial uses that support a sustainable Central Activities Zone that is a world leading destination for collaboration and innovation
- Build on Holborn's success as a place for entrepreneurship where start-ups and SME's can thrive providing local people access to jobs and training
- Maximize the positive impacts of the Elizabeth line stations to the west and east of Holborn to provide high quality commercial development
- Ensure that offices are designed to be public facing, make a positive contribution and are human scale at ground floor level encouraging interaction with the street
- Support and protect the specialist areas of business including Hatton Garden and the legal quarters of Gray's Inn and Lincoln's Inn
- Engender collaboration between Camden Council, landowners, landlords, Business Improvement Districts and local business to bring forward proposals that contribute to the objectives set out in the Holborn Vision
- Manage the supply of offices in the Holborn area, with the aim of prioritising housing delivery where it can be evidenced that an office is no longer suitable for its existing business use

HV6 — A CLIMATE RESILIENT PLACE THAT IS ABLE TO ADAPT AND THRIVE, AND READY TO FACE THE FUTURE

- Seek to ensure that all new development is net zero and flexible to adapt to changing circumstances
- All major developments in Holborn to calculate whole life carbon emissions to include all operational and embodied carbon
- Support the retrofit and maximise reuse of existing buildings to make better use of resources and more energy efficient buildings
- Encourage refurbishment, restoration, and environmental improvements to support the retention of existing buildings
- Promote a climate-resilient public realm through overheating mitigation including shade measures, particularly through green infrastructure
- Celebrate and enhance Holborn's public parks and squares
- Support development that protects and promotes biodiversity, particularly through enhancing ecological connectivity
- Maximise the opportunity for heat networks which contribute to the decarbonisation of heating
- Promote the implementation of flood mitigation measures to help reduce surface water run-off and flood risk in Holborn and related areas

CHARACTER AREAS



HOLBORN'S CHARACTER AREAS

Responding to local context is a fundamental principle of good design. Holborn is a mix of diverse neighbourhoods and by looking at these in more detail we can guide development that responds to local character and ensure high quality buildings and spaces to make Holborn a better place for people to live, work and visit.

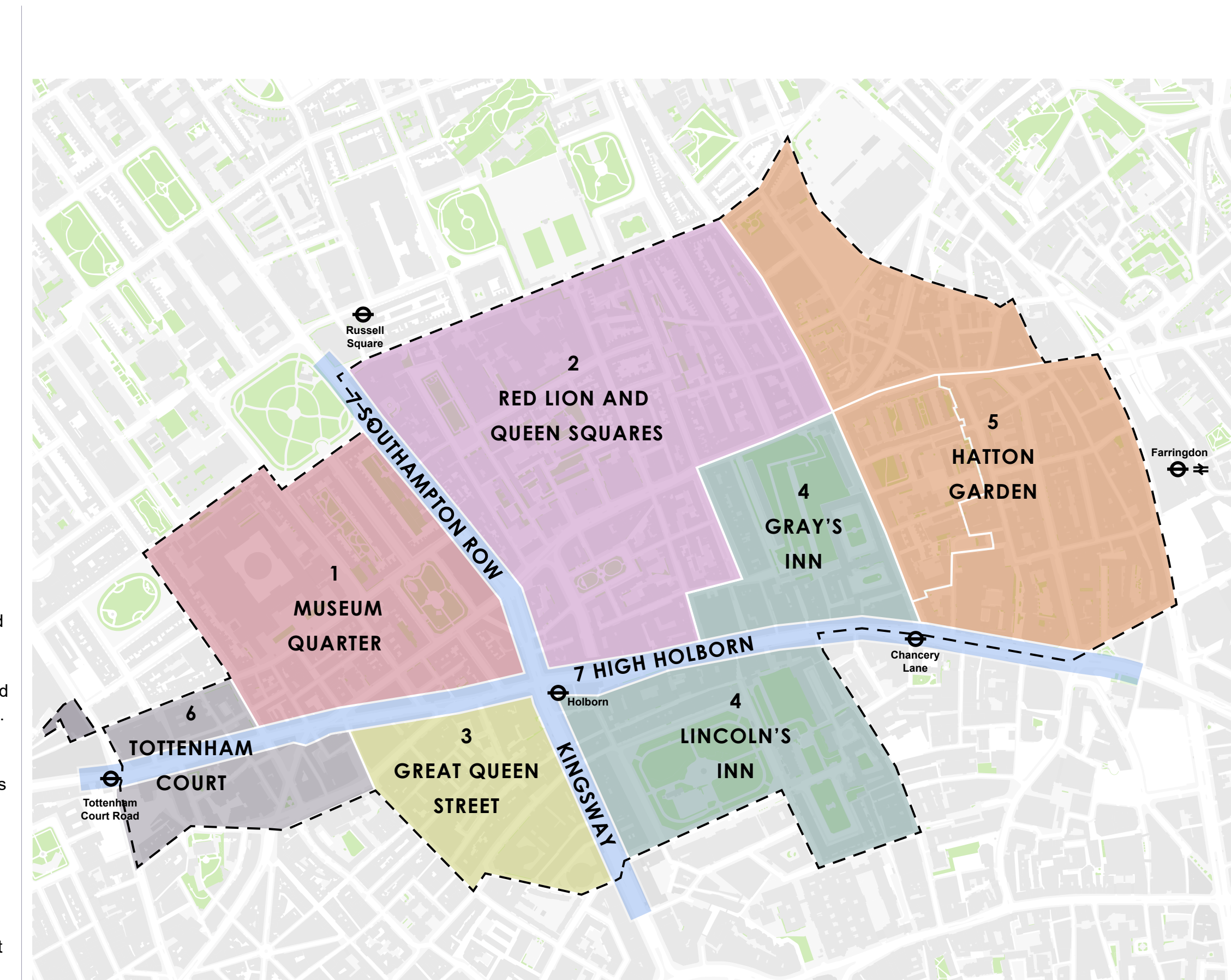
High quality design approaches to the reuse and retrofitting of buildings and where appropriate the development of buildings can not only help to preserve the existing character of an area, but also contribute to achieving higher environmental standards.

The Conservation Area Appraisals have underpinned the character areas to ensure a consistent approach to conservation across the Bision area. Parts of Holborn that are not covered by conservation areas are highlighted but with a view to enhance character here too.

By taking a character area approach, there is an opportunity to balance the needs of residents, businesses, workers, and visitors whilst ensuring the vitality of the Vision area. The consultation sought views on the character area approach and responses demonstrated clear support for this.

In each character area, we set out the context and contributing factors that makes the area what it is. This is followed by detailed area-based guidance to guide development. Character area maps are included with indicative images of the key projects and if taken forward will be developed through further engagement on the individual projects.

Each character area has local delivery priorities which will support the overall objectives of the Vision. Holborn case studies are also included to demonstrate the type of high-quality development we want to see and can be delivered.



MUSEUM QUARTER

Context to the character area

The Museum Quarter is an area of independent shops, cafés, offices, homes, hotels, and educational uses, with the British Museum the focal point. Today, it is a designated specialist shopping area and has retained its arts and literary uses, antiquarian book shops, galleries and offices, mainly aimed at the tourist trade with a number of publishers and language schools too. It also has a strong and well-established residential community to the south of the British Museum and is all within the Bloomsbury Conservation Area.

The layout to the south of the British Museum is a grid of historic streets, enclosed mainly by three to four-storey buildings. In accordance with the Bloomsbury tradition, these streets open out onto more formal landscaped spaces, as depicted at Bloomsbury Square Gardens. The area includes some courtyards, and alleyways, providing intimate spaces with a particular charm and sense of history.

Over six million people visited the British Museum in 2022/23 including many families with children travelling on public transport. Despite this and although footfall has bounced back well, there remains some vacancy in the area. Poor pedestrian and cycle connectivity in the area contributes to pedestrian congestion to and from the British Museum from Holborn and Tottenham Court Road Stations and the Covent Garden area. Major roads and large busy junctions, such as Kingsway, Bloomsbury Way, New Oxford Street and High Holborn dominate the street scene.

What we want to achieve

As the British Museum is the most visited visitor attraction in the UK, the transformation of the public realm to make it green, attractive, safe and easy to navigate for walking, wheeling and cycling is a fundamental objective. This character area has incredible heritage and a mix of uses including retail, residential, education and offices, the balance of which should be maintained.

Area guidance

HV1– Mixed-use

- Support a range of uses to ensure successful and vibrant retail frontages that meet the needs of residents, workers and visitors.
- Whilst managing the needs of residents, support those Evening and Nighttime Economy uses that complement the existing character and encourage people to spend more time in the area.
- Support improvements to Sicilian Avenue that contribute to the vitality of the area.

HV2 – Residential communities

- Protect the amenity of existing residents, and support the change of use to residential where offices are redundant in accordance with emerging policy.
- Explore opportunities to improve public access to Montague Gardens for local residents.

HV3 – Heritage

- Celebrate the existing heritage of the area through sensitive development and public realm improvements.
- Support development that enhances the character of the area and encourages people

to enjoy and understand its history and culture.

HV4 – Public realm

- Improve wayfinding to, from and around the area including the British Museum and public open spaces.
- Prioritise the pedestrianisation of key streets to provide a more pedestrian friendly and green environment that encourages people to stay in the character area longer. These include Great Russell Street, Southampton Place and Bedford Place.
- Improve the experience of visitors to the British Museum so that people can stay longer, do more and enjoy walking and cycling away from the main busy transport routes to Theatreland, the west end and beyond.
- Provide facilities so that families can enjoy what the museum quarter has to offer.

HV5 - Business and commerce

- Support the continued delivery of grade A office space to the south of the character area close to the Elizabeth Line station at Tottenham Court Road.
- Ensure high quality office development with active uses on the ground floors that have public access to maintain and enhance the vibrancy of the area.
- Support the provision of affordable workspace locally particularly where it will grow business ventures that support the vitality of the local area and benefit Camden's local community.

HV6 – Sustainability and greening

- Support climate mitigation measures including flood risk and shade that are also designed to support and enhance the active use of the street. This is particularly relevant for Great Russell Street and the British Museum Courtyard

- Encourage access to and use of public and private open spaces including Bloomsbury Square and surrounds for enjoyment throughout the year.
- Consider opportunities for more tree planting and greening particularly where it will improve the pedestrian experience.
- Support improvements to Bloomsbury Square Gardens including more opportunities for play.

Priorities for delivery

- Pedestrianisation and improvements to key streets
- Wayfinding improvements and greening for pedestrians and greening for Bedford Place, to improve the connection between Bloomsbury Square Gardens and Russell Square
- Working in partnership with the British Museum on the forecourt enhancements to improve the experience of visitors
- Improvements to Bloomsbury Square Gardens particularly more opportunities for play



Ideas for Great Russell Street

Great Russell Street could be closed to through traffic, providing a once in a lifetime opportunity to create a befitting setting to the British Museum and a new public space for London. A simple, elegant and uncluttered new square could accommodate large numbers of people visiting the museum and create a lively and sociable place. Proposals could include: natural stone paving, new seating and removal of clutter such as unnecessary signage, the introduction of planting at the boundary wall and would welcome the opportunity to explore how the museum forecourt could better integrate with the surrounding public realm, allowing it to feel inclusive to all.

Ideas for Bedford Place (image credit: Bedford Estates/LDA Design)

Opportunity to reassign space from highway and parking to create a greener and welcoming place, improving the connection between Bloomsbury Square Gardens and Russell Square and providing a generous walking route from Holborn Station northwards to Russell Square. Interventions could include: reducing car parking, wider pavements, planting, seating, improved crossings and materials responding to the historic context.



Existing



Existing

Ideas for Southampton Place

Opportunity to create a high-quality street that infers pedestrian and cycle priority and creates a beautiful setting to the Georgian buildings and with improved connectivity to Bloomsbury Square Gardens. Proposals could include: reducing parking numbers, new rain gardens, new street tree planting and surface treatment to the carriageway.



Ideas & opportunities



Ideas & Opportunities



- KEY**
- Recently completed redevelopment
 - Development with planning permission
 - Potential future development opportunity
 - New public realm or enhancement of existing public realm
 - Potential street closure with public realm improvements
 - New/enhanced pedestrian routes
 - Improved pedestrian crossing/junction
 - Play space
 - Area not in conservation area
 - Listed building
 - Camden housing estates
 - Museum Street specialist shopping area
 - Local centre / retail frontage
 - Primary frontage
 - Character area boundary
- 1** Great Russell Street
2 Southampton Place
3 Bedford Place
4 British Museum

RED LION AND QUEEN SQUARE

Context to the character area

Lying to the west of Gray's Inn, the character area is enclosed by High Holborn, Southampton Row and Guilford Street. Whilst the area is architecturally diverse with some larger scale 20th century development, there are several unifying elements. The historic building form consists of terraces of townhouses opening out into squares.

The area is connected by the north south routes of Red Lion Street and Lamb's Conduit Street which act as a high street and place for people to socialise. Although the character of each street is different, both contribute significantly and provide important services to the area.

This area has a large residential community with council, housing association and private properties but there are limited opportunities for play and access to open space, even with the opening of the Alf Barrett playground. These contribute to the area and the community as being ranked as high risk of the impacts of climate change.

The majority of this character area is covered by the Bloomsbury Conservation Area with the exception of the western end of Theobalds Road and Tybalds Estate and the concentration of hospital uses at Great Ormond Street Hospital (GOSH) to the north. This hospital was founded in 1852 and is now one of the most famous children's hospitals in the world.

Fewer buildings are covered by the Article 4 Directions Land Use Classes in this character area than the others. Here the impact of the bombing in the second world war has left a lasting effect, with infill developments of inconsistent quality affecting the sense of place. Although providing an important east west link, Theobalds Road acts as a barrier to north-south pedestrian

movement. It has poor air quality and a very poor safety record, yet it is within the top 20% of roads in London for current and potential cycle demand.

The area is characterised by Queen Square in the north and Red Lion Square in the south which provide well used public open space and a vital and well-loved amenity particularly to those who live and work in the area. Away from the busy main roads, the surrounding streets are relatively narrow and have a strong sense of enclosure, emphasising the scale of the built environment.

Improvements to offices along Theobalds Road are welcomed to ensure their environmental sustainability and an improved relationship with the street, including the provision of active uses at ground floor level.



Tybalds regeneration programme: The Camden CIP Development team have been working with residents and the Tybalds Close Residents Association to deliver the Tybalds regeneration programme. It plans to provide 56 new homes including 28 social rent or affordable homes, significant landscaping improvements and a new community centre.

What we want to achieve

Foster the strong sense of community through the provision of community facilities, investment in open spaces and the provision of new residential development including affordable homes. Improve Theobalds Road to make it greener, safer and easier to cross as well as for cycling and public transport and encourage more active ground floor uses particularly at its western end.

Area Guidance

HV1 – Mixed-use

- Support the provision of affordable workspace locally particularly where it will grow business ventures that benefit Camden's communities.
- Support the vibrancy of Lamb's Conduit Street through food & beverage uses that extend opening hours into the evening whilst balancing the needs of residents and businesses.
- Support approaches to the Holborn Library site that provide mixed uses, including employment, housing and library.

HV2 – Residential communities

- Support developments that provide more homes, particularly affordable homes in the area which strengthen the existing residential communities, as are currently being delivered at Tybalds Estate.
- Manage the supply of offices in this location, with the aim of prioritising housing delivery where it can be evidenced that an office is no longer suitable for its existing business use.
- Improve routes through, to and from the residential estates to the services provided on the main streets.

HV3 – Heritage

- The character of parts of this area have been negatively impacted by post war redevelopment - any new development needs to respond to historic character
- Assess the impact of additional building heights surrounding properties on the functioning and character of Red Lion Square
- Celebrate buildings that define local heritage such as Conway Hall, St George the Martyr, Charles Dickens House and The October Gallery

- Enhance and preserve the character of the existing squares through design and better maintenance of them.

HV4 – Public Realm

- Support improvements to turn Theobalds Road into an attractive and more climate resilient environment with more greening, prioritising public transport, walking and cycling whilst creating good north-south pedestrian and cycle connections.
- Lamb's Conduit Street and Red Lion Street form historic high streets that have been severed by Theobalds Road. Build on the opportunity to repair this through public realm enhancements to improve the pedestrian connection between the two streets.
- Maximise the use of space of the closed section of Red Lion Street to enhance the community character of the street.
- Create a new pedestrian route along the historic alignment that led diagonally north-westwards from Red Lion Square to Red Lion Street.
- Improve wayfinding to Red Lion Square to contribute to the health and wellbeing of those that use it.
- Promote safer, healthier and greener connected streets particularly around key walking and cycling routes such as to Great Ormond Street Hospital (GOSH) and between Southampton Row and Red Lion Square.
- Work in partnership with GOSH to support the functioning of the hospital and enhancing community and social connections through its public realm designs

HV5 – Business and Commerce

- In offices, where additional floorspace is proposed as part of a non-residential development, a contribution to the delivery of housing will be expected having regard to Policy H2 in Camden's adopted plan

(Maximising the supply of self-contained housing from mixed use schemes). Affordable workspace will also be sought in line with the Council's Affordable Workspace Strategy.

- Where appropriate, encourage an improved active ground floor on offices on Theobalds Road, with more high street uses and smaller office lobbies, alongside affordable workspace and housing

HV6 – Sustainability and Greening

- Investigate flood mitigation measures around Millman Street and towards the junction of Roger Street and Gray's Inn Road and around Red Lion Street.
- Explore opportunities for greening along Red Lion Street by providing new trees and planting.
- Introduce flood mitigation measures in the public realm at Great James Street which will improve the space particularly for local residents and users of Millman Street Community Centre
- Consider opportunities for more tree planting and greening.



Lamb's Conduit Street

Priorities for delivery

- Continue to support community infrastructure through the allocation of Local Community Infrastructure Levy
- More play provision in existing open spaces on estates, in parks and on street
- Work with landowners to investigate change of use on Theobalds Road to revitalise the street
- Pedestrianisation of GOSH with public realm improvements linked to spaces at Millman Street (to support local community connections)



Existing



Ideas & Opportunities

Ideas for Great Ormond Street (image credit: Great Ormond Street Hospital Trust/LDA Design) Opportunity for a pedestrian friendly, green, playful and social space for all the local community to use. Features could include: new mature trees to the northern edge of the street, rain gardens along the edge of the carriageway, social spaces for relaxation, contemplation, or informal play to provide mini breaks along the street, accessible routes with new lighting features, space for spill out from adjacent retail, and coffee shops along the southern edge.



Existing



Existing



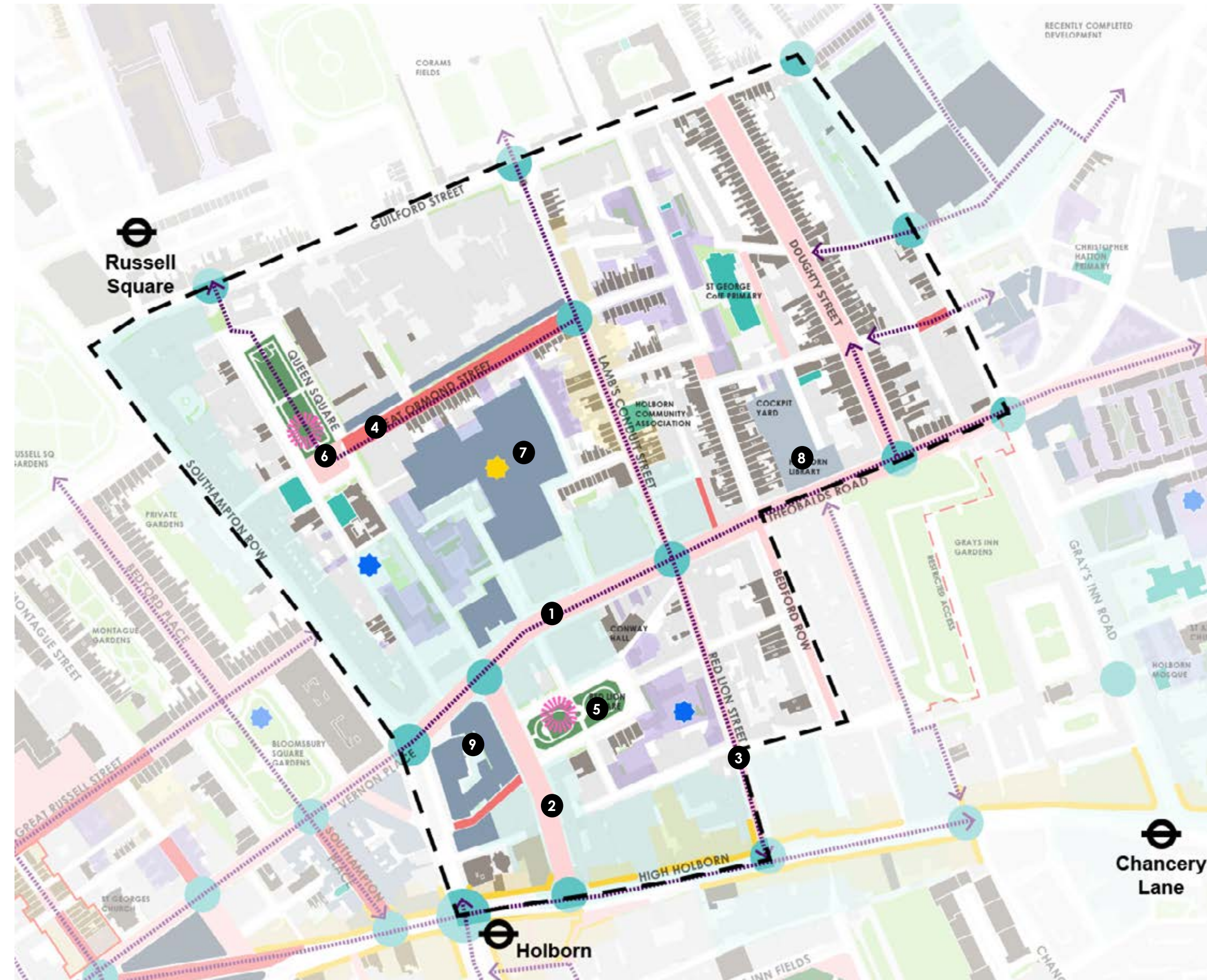
Ideas & Opportunities

Ideas for Theobalds Road Opportunity for a new identity, reducing vehicular lanes, with segregated cycle lanes, floating bus stops. In the high streets areas, the public realm can support local uses, introducing spill-out space, incidental seating and planting, as appropriate. North-south pedestrian connections across the street can be reinforced, through measures such as raised tables, wayfinding, de-cluttering, art and material changes.



Ideas & Opportunities

Ideas for Red Lion Street (image credit: Central District Alliance/BDP) Opportunities for a greener and more comfortable Red Lion Street. Potential opportunities could include: more trees and plants, seats, and livelier spaces to meet or play. Blank gables ends to buildings could incorporate street murals, as part of a contextual driven arts programme. Trees and rain gardens would also help the street adapt to a changing climate and stay comfortable for everyone.



KEY

- Recently completed redevelopment
- Development with planning permission
- Potential future development opportunity
- New public realm or enhancement of existing public realm
- Potential street closure with public realm improvements
- New/enhanced pedestrian routes
- Improved pedestrian crossing/junction
- Play space
- Proposed play space
- Enhancement of existing green space
- Area not in conservation area
- Camden housing estates
- Community Assets
- Listed building
- Local centre / retail frontage
- Primary frontage
- Character area boundary

KEY PROJECTS

- 1 Theobalds Road
- 2 Procter Street
- 3 Red Lion Street
- 4 Great Ormond Street (GOSH)
- 5 Red Lion Square
- 6 Queen Square
- 7 Tybalds Estate
- 8 Holborn Library
- 9 Lethaby Building (CSM)

GREAT QUEEN STREET

Context to the character area

The Great Queen Street character area lies to the south of High Holborn between Kingsway and Drury Lane and provides a key gateway to Covent Garden. As well as Great Queen Street itself, the area comprises the area to the south of High Holborn and the network of typically narrow streets, pedestrianised laneways and courtyards to the south, including Stukeley, Macklin, Parker and Newman Streets. It is mainly within the Seven Dials Conservation Area.

The area around High Holborn is characterised by large-scale, late 19th and early 20th century blocks fronting a busy three lane thoroughfare. The predominant use is commercial, with a range of shops, banks, offices, theatres and hotels. Piecemeal poor quality modern development has eroded the area's character. Despite this, there are some remaining listed buildings including the Grade II* Princess Louise Public House and the former Holborn Town Hall, with its Belle Époque flourishes.

The smaller streets to the south of High Holborn are often framed by buildings of good townscape quality. Several streets are closed off or dominated by parked vehicles, inhibiting pedestrian movement and compromising legibility. There is also a notable lack of street trees and greening.

Great Queen Street itself was laid out around the time of construction of Covent Garden and Lincoln's Inn Fields. It has great importance in the development of street design and provided a discipline for London's streets which was accepted for more than two hundred years.

Today, the street comprises a mix of offices, pubs, shops and restaurants. The character of the street is greatly influenced by the imposing Grade II Freemasons Hall, which is recognised

as one of the finest Art Deco buildings in England. The building contrasts heavily with the domestic scale of the 17th century listed terraced buildings on the north side.

Running north to south is Drury Lane, one of the oldest streets in Covent Garden. Once a rowdy thoroughfare and the focus of Hogarth's 'The Harlot's Progress'. It also comprised notorious slum housing before being cleared in the early 20th century.

Drury Lane provides an important walking route, connecting the British Museum southwards to Strand/Aldwych and the river Thames. On the street, pedestrians are typically confined to narrow pavements, adjacent to parked cars, and alfresco uses are often perched beside the road.

The area feels transitory, a place to move through rather than having a recognised identity and pedestrian movement is often compromised by poor street design and dominance of parked cars. However, it is home to one of the oldest established residential communities within the Holborn Vision area with the large Wild Street Peabody estate just over the borough boundary in Westminster.

The small square, the only one in the character area, at Great Queen Street and Drury Lane has the potential to be a place to stop and relax.



Space House development

What we want to achieve

Great Queen Street is the heart of this character area and the transformation of the public realm will allow existing and new businesses to flourish in a greener, safer and more attractive environment. Improvements to Drury Lane for walkers, wheelers and cyclists will allow better connection to the Elizabeth Line at Tottenham Court Road and Oxford Street beyond.

Area Guidance

HV1 – Mixed-use

- Support a range of uses to ensure successful and vibrant retail frontages that meet the needs of residents, workers and visitors
- Whilst managing the needs of residents, support those evening nighttime uses that complement the existing character and encourage people to spend more time in the area.

HV2 – Residential communities

- Acknowledge and support the needs of the existing residential community particularly in relation to access and servicing of nearby homes
- Support organisations such as Dragon Hall, Covent Garden Community Association, City Lit and St Joseph's primary school to use existing assets to strengthen social infrastructure and bring people together

HV3 – Heritage

- Development outside of the Conservation Area should contribute to repairing the character of the area through active frontage, mixed use, high-quality contemporary architecture that responds to surrounding historic context.

- Enhance the setting of the landmark Freemason's Hall including the square and the route to it.

HV4 – Public Realm

- Work closely with Westminster to improve Great Queen Street Square as a greener space that encourages people to sit, relax and socialise and to provide a clear identity and character to the area.
- Improve the area's quieter streets as alternative walking routes to move through the area.
- Encourage safe, accessible and green routes to connect with Strand/Aldwych including Wild Court and Keely Street
- Explore opportunities to enhance the experience for pedestrians in the area particularly along Drury Lane.
- Improving crossing points to Remnant Street and Sardinia Street (in Westminster) and access to Lincoln's Inn Fields
- Ensure that improvements enhance the feeling of safety and consider the impact on reducing street crime.

HV5 – Business and Commerce

- Work in partnership with landowners to activate the area and support the local economy
- Support uses that contribute to a mix of uses that respond to the character of the Square

HV6 – Sustainability and Greening

- Introduce flood mitigation measures in Parker Street, Wild Street and Keeley Street that are also designed to make them more attractive, cleaner alternative routes to Great Queen Street and Theatreland to the south and Lincoln's Inn to the east.
- Consider opportunities for more tree planting and greening particularly on predominately residential streets.

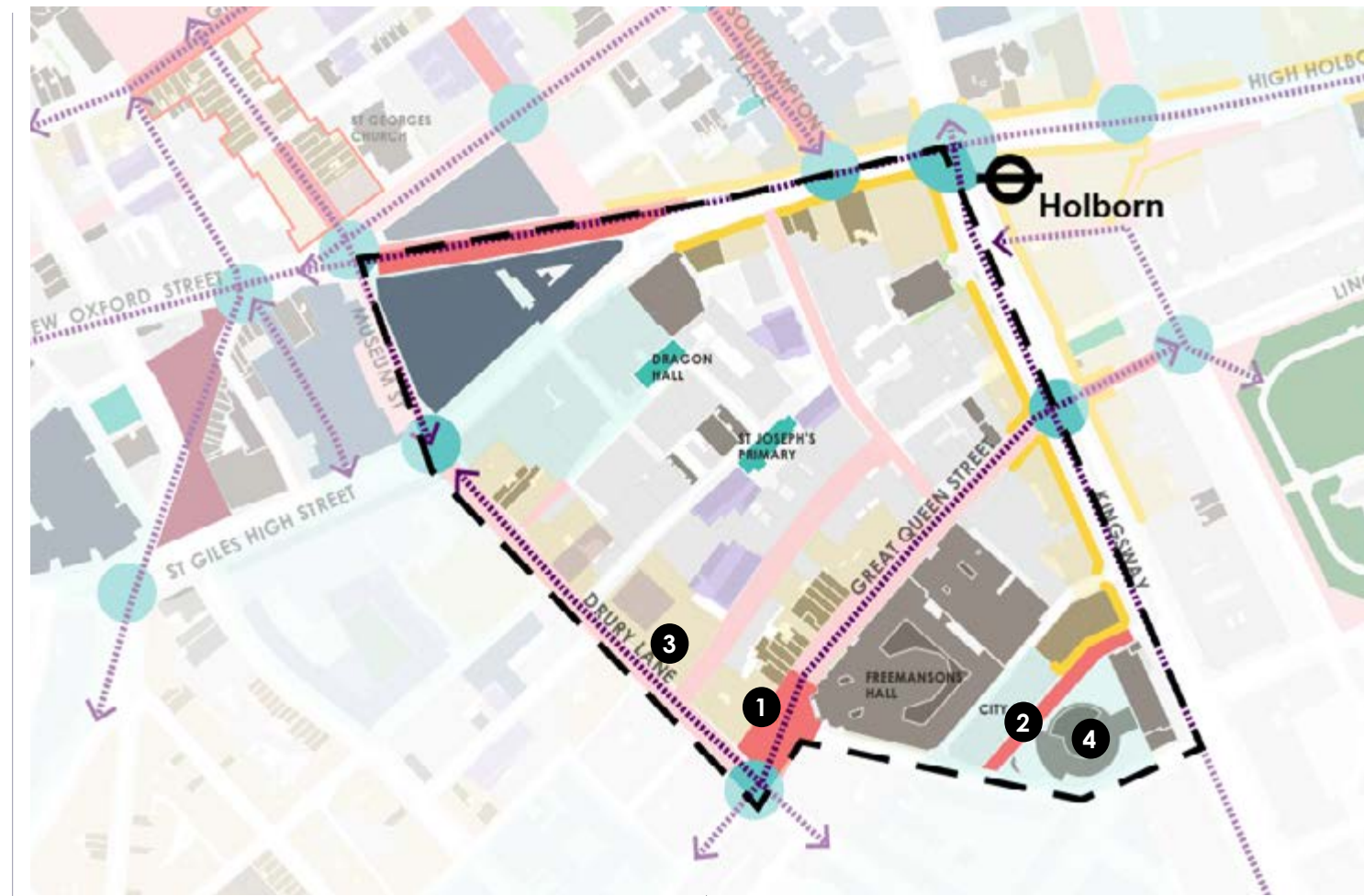
Priorities for delivery

- Work with Westminster to deliver the public realm improvements to Great Queen Street
- Recognise and support organisations that provide social infrastructure for local people of all ages including Covent Garden Community Association, Dragon Hall, City Lit and St Joseph's primary school
- Support schemes that provide opportunities for play



Existing

Great Queen Street (image credit: Great Queen Street Properties and the Masonic Charitable Foundation/LDA Design) Opportunity to transform the street into a beautiful, green and sociable street, creating a fitting setting, celebrating the history of the area. The reassignment of highway space would create a one-way route, and the potential removal of a short section of road between Wild Street and Drury Lane. Features could include: widened and uncluttered pavements, high quality outdoor dining, trees and biodiverse planting, pockets of seating, flexibility for events and celebrations.



KEY

- Recently completed redevelopment
- New public realm or enhancement of existing public realm
- Potential street closure with public realm improvements
- New/enhanced pedestrian routes
- Improved pedestrian crossing/junction
- Camden housing estates
- Community Assets
- Area not in conservation area
- Listed building
- Local centre / retail frontage
- Primary frontage
- Character area boundary

KEY PROJECTS

- Great Queen Street
- Keeley Street
- Drury Lane
- Space House



Ideas & Opportunities

LINCOLN'S INN / GRAY'S INN

Context to the character area

Gray's Inn and Lincoln's Inn form a character area that straddles High Holborn to the north and south. Established in the 14th century within medieval manor houses, the Inns of Court of Lincoln's Inn and Gray's Inn have a unique character in the context of the Bloomsbury Conservation Area. This is highlighted by having nine Grade 1 listed buildings.

They have been major centres for the legal profession for over five hundred years. Their unique character is derived from the marked contrast and transition in scale and sense of enclosure experienced by lawyer's chambers buildings arranged in terraced or courtyard forms. The 5.8-acre garden or 'The Walks' was first laid out in 1608 and today has mature trees, planting and large areas of lawn which play a significant role in the character of the areas.

Two larger open spaces at Lincoln's Inn Field and Gray's Inn Gardens are complimented by a network of smaller courtyards and gardens - New Square, South Square, Gray's Inn Square, The Walks and Old Buildings. Glimpsed views along narrow passageways and to adjacent courtyards and gardens add to the character. Despite the sometimes quite imposing terraces and limited interaction at ground floor, the Georgian buildings typically provide good passive surveillance, and the collegiate feel provides a secluded and peaceful ambience. This is in complete contrast to the adjacent busy streets at High Holborn and Gray's Inn Road.

Lincoln's Inn open space is the largest open space in the Vision area and was made a public square in 1894. It is a hugely valuable and valued resource. Although it provides facilities for sport and recreation is also a place to relax. However, wayfinding to it is not clear.

To the south of the character area in Westminster is the main London School of Economics Campus which supports over 10,000 students, many of whom make use of Lincoln's Inn to relax and socialise.

What we want to achieve

Celebrate and enhance the historic and unique character of legal quarter. Improve wayfinding and access to the beautiful green spaces particularly for those who live in the area and introduce greening through the removal of parking spaces.



Lincoln's Inn Fields (from LDA report)



Parking areas around Lincoln's Inn

Area guidance

HV3 – Heritage

- Protect and enhance the historic buildings and improve their settings
- Celebrate the unique heritage and history of the area through public realm improvements
- Encourage greater footfall and way finding through the area that highlights the unique history of the Legal Quarter.

HV4 – Public Realm

- Improve wayfinding to and from Lincoln's Inns Fields, as the largest area of public open space.
- Encourage increased permeability south and connect to Strand/Aldwych
- Investigate crossing points on Gray's Inn Road to increase accessibility from the east of this character area.
- Improve the historic alleyways including the public realm at New Turnstile and Gate Street as an attractive and alternative route to Lincoln's Inn.
- Work with landowners to encourage access to the green spaces particularly for residents who live to the east, including residents of the Bourne Estate.

HV5 – Business and Commerce

- Protect the legal quarter uses to support the functioning of the legal cluster. We will continue to work with the legal chambers to understand the impact of changing work patterns on the use of the buildings and the functioning of the quarter.
- Work with the Inns of Court to provide opportunities for local people to contribute to and benefit from the cluster of legal services
- Encourage the activation of ground floors, particularly on New Turnstile to improve footfall and the feeling of safety

HV6 – Sustainability and Greening

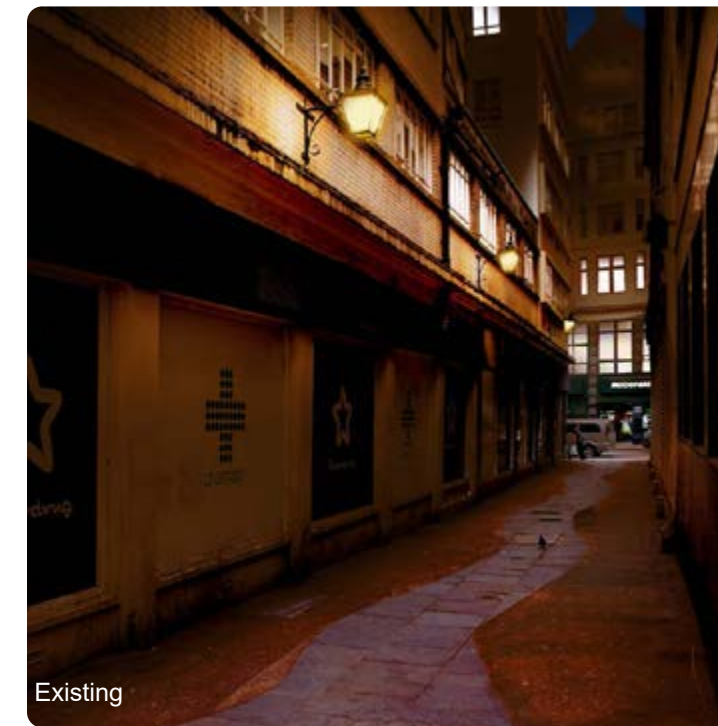
- Consider the removal of car parking and replace with green infrastructure.
- Work with landowners to improve access to private open spaces including Gray's Inn Fields, Lincoln's Inn Gardens, Gray's Inn, New Square gardens, Old Buildings and Old Square
- Support measures that address the flood risk from surface water at the southern end of Gray's Inn Road.
- Improve the offer for families and explore the potential for new play spaces in all open spaces in the area.
- Work with landowners to reduce private car parking through greening and active transport measures.

Priorities for delivery

- Access to and investment into Lincoln's Inn Fields
- Work with London School of Economics to understand how students use the area
- Work with legal chambers to sustain the sector into the future



Bedford Row greening



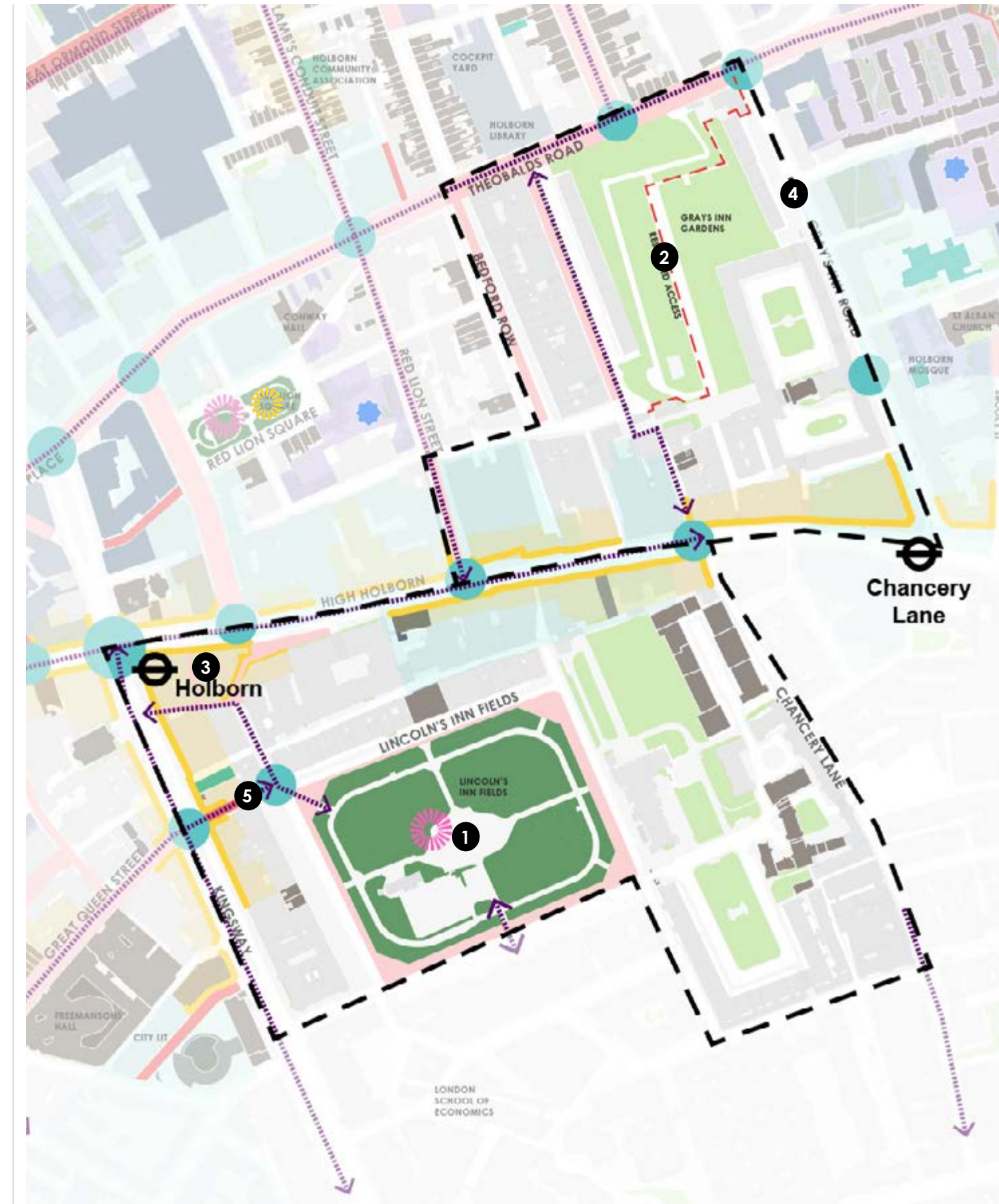
Existing



Ideas & opportunities

New Turnstile

Opportunity to enhance the public realm to create a safe and attractive walking route. New paving, catenary lighting and active frontage could provide a welcome alternative for pedestrians on High Holborn.



KEY

- New public realm or enhancement of existing public realm
- ⋯ New/enhanced pedestrian routes
- Improved pedestrian crossing/junction
- ★ Enhancement of existing green space
- ★ Play space
- Area not in conservation area
- Camden housing estates
- Community Assets
- Grade I listed building
- Local centre / retail frontage
- Primary frontage
- Character area boundary

KEY PROJECTS

- 1 Lincoln's Inn Fields
- 2 Gray's Inn
- 3 New Turnstile
- 4 Gray's Inn Road
- 5 Remnant Street

HATTON GARDEN

Context to the character area

This character area includes the area to the north of High Holborn, west of Farringdon Road, east of Gray's Inn Road and south-west of Warner Street. Much of the area is covered by the Hatton Garden Conservation Area. Hatton Garden itself is also designated a specialist shopping area founded on the jewellery industry and is of national significance. The area also benefits from the new Elizabeth Line station at Farringdon with high demand for grade A office to the east of the area.

Hatton Garden itself developed on the estate of Ely Palace which existed on the site from the 13th to 18th centuries. It became a focus for the jewellery trade in the late 19th century with the arrival of many Jewish refugees escaping persecution in Europe and bringing their skills with them. This influence remains today. The neighbourhood comprises around 70 shops and a further 300 allied trades and jewellery related businesses. Over recent years, it has also become home to a growing range of creative and media industries. Streets are of human scale, however typically compromised by degraded public realm, parked cars and motorbikes. Larger footprint commercial buildings are prevalent to the east at Farringdon Road which is traffic dominated with a notable lack of trees.

In the specialist area, footfall has struggled to recover since the pandemic. It retains a traditional pattern of very high footfall during the day with little at night. However, vacancy levels are at their lowest since 2013 – just four vacant units. Demand from other commercial sectors, rising rental costs and the loss of jewellery workspace has represented significant threats to sector.

The character area includes Leather Lane market. Historically, it was a bric-a-brac market and is now

a successful food market that caters for a thriving lunchtime trade. Brookes Market is one of the few urban squares in the area, yet the quality of the public realm is poor, particularly in Leather Lane and on Hatton Garden itself. This can make it feel unwelcoming and disconnected particularly when the market and shops are closed.

The area to the west of Leather Lane is largely residential, including the Arts & Crafts Bourne Estate and Holborn Mosque and St Alban the Martyr church. This also ranked in the top 10% of most deprived wards in England and most at risk to the impacts of climate change. Between the housing, an informal east-west route provides an important connection through back alleyways towards Gray's Inn.

To the north-east, the character changes, denoted by the redevelopment of the area around the Royal Mail sorting office at Mount Pleasant. This major mixed-use development with buildings from six to fifteen storeys comprises around 650 new



28 Greville Street Office refurbishment in Hatton Garden

homes which includes 53% affordable homes and over 20,000sq.ft of commercial and retail space.

Given the varied nature of the Hatton Garden character area, the area guidance responds to the local context in more detail by looking at three sub areas: Hatton Garden East, Hatton Garden West and Hatton Garden North.

What we want to achieve

The opening of the Elizabeth Line station at Farringdon has increased demand for new and refurbished offices in Hatton Garden which is welcome but needs to be balanced with an increase in residential development including affordable homes, particularly in the north of the area. The world-famous jewellery cluster should be enhanced as a destination through public realm improvements, support for land-uses that will complement the retail offer as well as the protection of jewellery workshops.



Hatton Garden (credit: LDA report)

Area guidance

Hatton Garden East

HV4 – Public Realm

- Support the safe and healthy street improvements along Clerkenwell Road at the junctions of Farringdon Road, Leather Lane and Hatton Garden.
- Improve Hatton Garden public realm to reflect and sustain the functioning of the Jewellery Quarter and attract greater footfall.
- Ensure that the improvements contribute to the safety and security of the workers in the area.
- Enhance Leather Lane and the market through improvements to the public realm including improving servicing and cleanliness.
- Improve wayfinding through Waterhouse Square to provide pleasant and safe north south routes.
- Ensure that Hatton Garden specialist shopping area benefits from the opening of the new Museum of London by improved wayfinding to the east.

- Expand the public realm, improve pedestrian experience and support active ground floor use at the junction of Farringdon Road and Charterhouse Street by collaborating with Transport for London (TfL), Islington, City of London and landowners to support the arrival of the Museum of London
- Support the healthy and safe street improvements that improve crossing points and wayfinding to Phoenix Place

HV5 – Business and Commerce

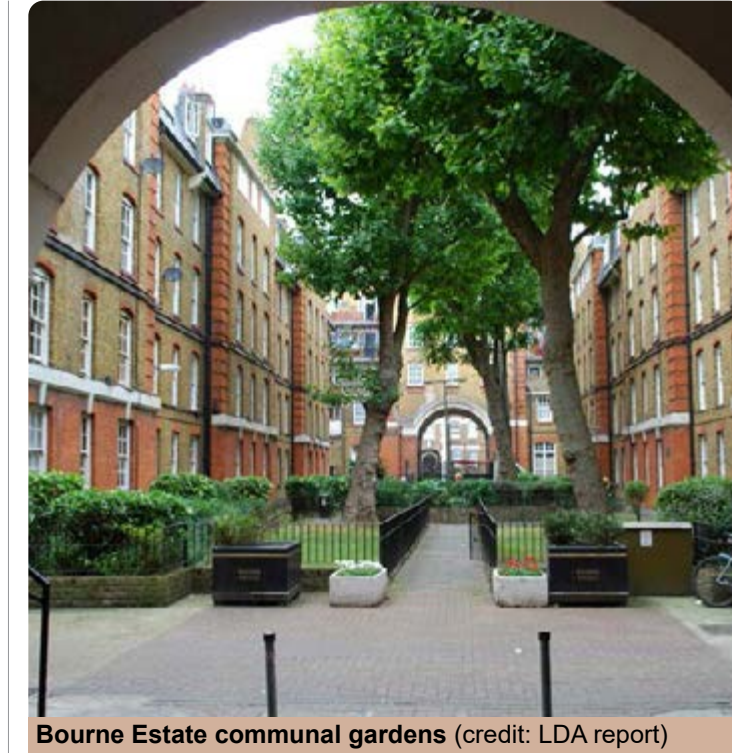
- Protect and support jewellery quarter uses as set out in the Local Plan, particularly affordable workspaces.
- Support measures which encourage skills and training for local people in the jewellery quarter uses.
- Extend the offer on Leather Lane market to provide a wider range of goods and services including those that meet the needs of local people.
- Support measures that improve the functioning of the Leather Lane including storage and food preparation areas.
- Investigate ways to improve the affordable workspace offer on Leather Lane market particularly where it provides employment for local residents.
- Support programmes that encourage local people to become more involved in the market.
- Support new high quality office space close to the Elizabeth Line station at Farringdon.

HV6 – Sustainability and Greening

- Support measures that address the flood risk from surface water, particularly along Hatton Garden and towards Farringdon.
- Consider opportunities for more tree planting and greening to improve the attractiveness of the area for customers and encourage footfall.



Bourne Estate The Bourne estate is in the Hatton Garden area of Holborn. Most of the estate was built between 1901 and 1903 and is Grade II listed. The infill scheme has provided 75 new homes, including replacing 20 flats in the demolished Mawson House. There is also a new tenants' hall, and improved public realm and open spaces.



Bourne Estate communal gardens (credit: LDA report)

Hatton Garden West

HV2 – Residential Communities

- Support developments that provide more homes, particularly affordable homes in the area which strengthen the existing residential communities.
- Work with Holborn Mosque to support its functioning in the local community.
- Through Camden's Estates and Neighbourhood Mission, support organisations including local schools to use existing assets to strengthen social infrastructure and bring people together.
- Support development which improves opportunities for formal and informal play.

HV3 – Heritage

- Ensure greater recognition of local history such as Little Italy and Hatton Garden through design that highlights the varied history of Hatton Garden
- Support office refurbishment, retrofit and extensions that respond to the historic character of the area where they are in accordance with the Heritage policy in the adopted Local Plan and Conservation Area appraisals.

HV4 – Public Realm

- Support the safe and healthy street improvements along Clerkenwell Road at the junctions of Farringdon Road, Leather Lane and Hatton Garden and support public realm improvements to the Clerkenwell Road gateway to Leather Lane.
- Improve routes through, to and from the residential estates to the services provided on the main streets.
- Although outside the conservation area ensure that development enhances the Rosebery/Clerkenwell character.
- Promote wayfinding and access for residents to Gray's Inn open spaces.
- Support west-east access for Bourne Estate and Cavendish Mansions residents to improve the experience of walking to where they want to go.
- Consider the impact of extensions to existing buildings on the functioning of Brookes market open space.
- In consultation with local residents develop improvements to Brookes Market to create an area of calm for local people to relax.

HV5 – Business and Commerce

- Support the provision of affordable workspace along Gray's Inn Road and Chancery Lane particularly to benefit from the success of creative industries here and to support local businesses.
- Manage the supply of offices in this location, with the aim of prioritising housing delivery where it can be evidenced that an office is no longer suitable for its existing business use.

HV6 – Sustainability and Greening

- Work with Camden's Estates and Neighbourhood Mission to improve the climate resilience of its tenants.
- Support the delivery of energy efficiency improvements to Camden's housing stock, including at Brookes Court.
- Support projects that work with local residents to investigate the opportunities to green estates to improve the health and welfare of those that live there.

Hatton Garden North

HV4 – Public realm

- Improve wayfinding to and from Phoenix, Place to benefit from what it has to offer including the new open space and facilities.

Priorities for delivery in the Hatton Garden Character Area

- Public Realm improvements to Hatton Garden
- Support for the jewellery quarter
- Improvements to Leather Lane Market
- Public realm improvements to Brookes Market
- Improvements to Clerkenwell Road and Roseberry Avenue triangle as the eastern gateway to the character area



Fleet valley pocket park Completed in 2023 (credit: LDA report)



Existing



Ideas & Opportunities

Junction Leather Lane/Clerkenwell Road

Potential for a new public square at this key gateway. The design removes the existing clutter and provides a high-quality setting to surrounding buildings of architectural quality. Features could include: reference to the Italian heritage of area through specific design features, high quality natural stone paving surface, raised table for easier crossing and accommodate multiple desire lines and seating.



Existing



Ideas & Opportunities

Hatton Garden

Potential for a new 'Diamond Route' – beautiful and unified streets that provide a collective identity and reflect the area's association with jewellery and craftsmanship. The re-designed streets would help to create a destination shopping experience to support visitors meandering from shop to shop looking for that special jewellery purchase.



Existing



Existing



Ideas & Opportunities

Brookes Market

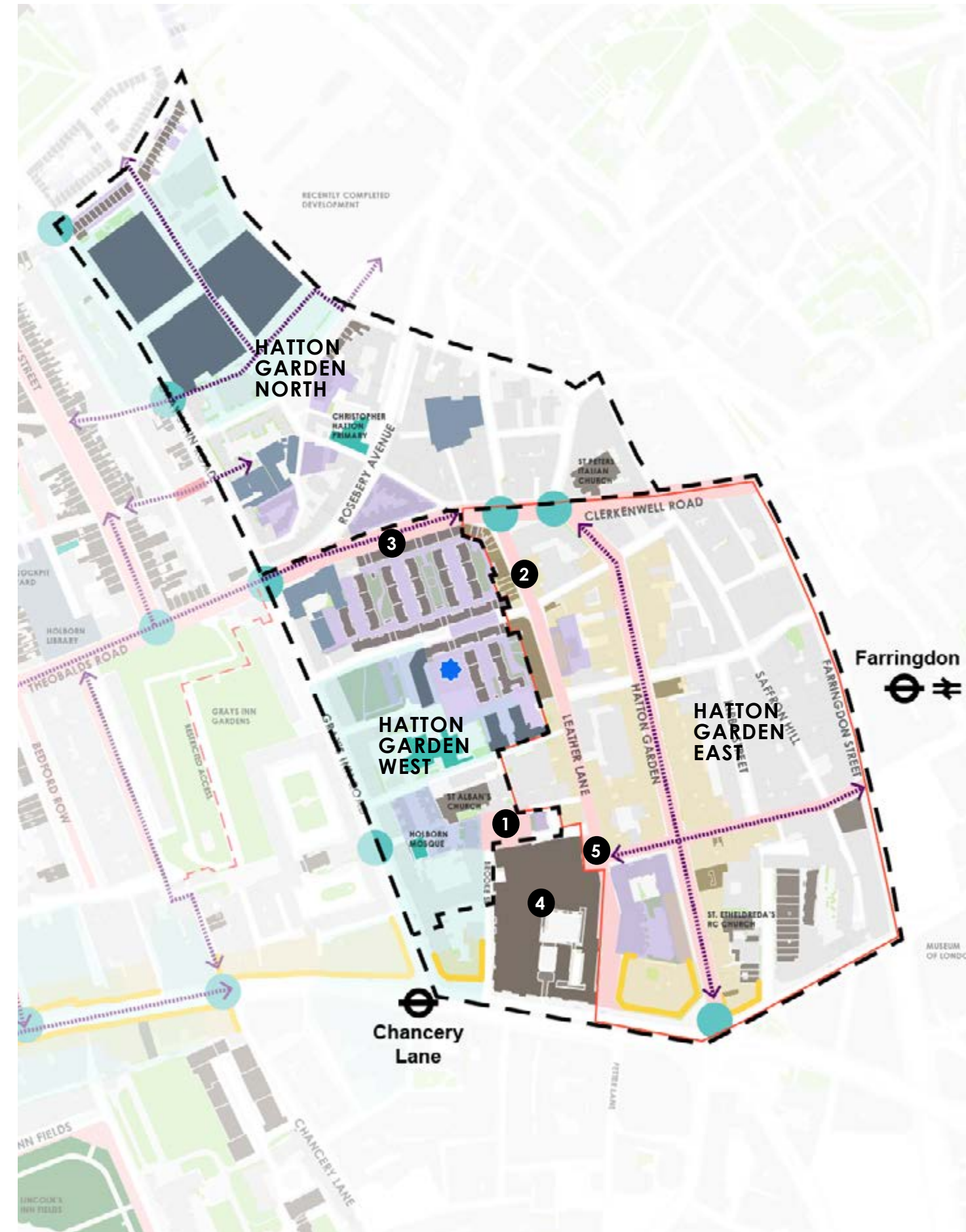
The vision is to create an oasis of calm in contrast to the hubbub of Leather Lane, Gray's Inn Road and Holborn. The design could exploit the existing qualities of the space such as the mature plane trees and surrounding architecture. Features could include: biodiverse rain gardens and low level planting, tree pruning to allow more light to penetrate into the square, festoon lighting, rationalised bin storage, and pedestrian priority surrounding streets.



Ideas & Opportunities

Leather Lane South (image credit: Central District Alliance/BDP)

Potential to provide a greener and more comfortable street, catering for all. Features could include: retention of existing trees, 'local marker' identifying Leather Lane, cycle and E-scooter parking, biodiverse planting, and opportunities for space to meet, sit and rest, retention of spill out space, tables and chairs to the north for market visitors, decluttering to improve circulation.



KEY

- Recently completed redevelopment
- Development with planning permission
- Potential future development opportunity
- New public realm or enhancement of existing public realm
- New/enhanced pedestrian routes
- Improved pedestrian crossing/junction
- Play space
- Camden housing estates
- Community Assets
- Area not in conservation area
- Listed building
- Local centre / retail frontage
- Hatton Garden specialist shopping area
- Primary frontage
- Character area boundary

KEY PROJECTS

- 1 Brookes Market
- 2 Leather Lane
- 3 Clerkenwell Road corridor
- 4 Waterhouse Square
- 5 Leather Lane South

TOTTENHAM COURT ROAD

Context to the character area

The Tottenham Court Road area has seen considerable change over the past decade with Central St Giles in the early 2000s followed by Centre Point, The Post Building, The Outernet and The Earnshaw along with new development across the borough boundary in Westminster. The Elizabeth Line opened in 2022 and has seen a significant increase in station users who have benefited from the improved public realm and new public square at St Giles which was delivered as part of Camden's West End Project. While most of the development is office, there are music and entertainment uses around Denmark Street. With two new live music venues and the Outernet, now London's most popular visitor attraction with six million visitors a year, this area continues to be the heart of the central London music scene.

Its footfall has recovered well and is nearly back to pre-pandemic levels with a greater reliance on workers. Vacancy rates remain low on Tottenham Court Road but with a high turnover reflecting the dynamism of the area. Denmark Street, a specialist shopping area associated with the music industry, has seen lower footfall due to impacts of construction in the area. However, the impact of the Outernet mixed-use development is expected increase footfall and vibrancy.

Tottenham Court Road has long been associated with the Evening and Nighttime Economy (ENTE) which has been enhanced through the delivery of St Giles. There is an opportunity to promote and grow this area further as a destination for culture, particularly by working with cultural organisations such as theatres and music venues including The Dominion and Gillian Lynne theatres.

The area to the north of New Oxford Street bounded by Bainbridge Street sits within the Fitzrovia Action Plan. This forms part of Camden's development plan.

What we want to achieve

Building on the success of recent investment, new development and the arrival of the Elizabeth Line, this area has maintained and enhanced its reputation for music and the vibrant but safe evening and night-time economy that supports it. The few remaining development opportunities will be office-led but will need to ensure the inclusion of residential, including affordable homes, and active retail frontage to continue the transformation of this area.



Centre Point and St Giles Square, recently completed



The Outernet in St Giles

Area guidance

HV1 – Mixed-use

- Promote and grow the cultural offer in the area that builds on recent development at St Giles Square and Denmark Street
- Support a broader mix of evening and nighttime uses that widens participation and increases the social and economic benefits to those who use it.
- Mixed use development at Selkirk House should provide activation of the ground floor uses including retail uses at Museum Street, New Oxford Street and West Central Street and new housing including affordable homes.

HV3 – Heritage

- Protect and enhance the historic fabric and character of the area particularly on Denmark Street and the uses in Tin Pan Alley
- Development outside of the Conservation Area should contribute to repairing the character of the area through active frontage, mixed use, high-quality contemporary architecture that responds to surrounding historic context.

HV4 – Public Realm

- Ensure approaches that encourage inclusivity and diversity of the public realm particularly in Central St Giles.
- Explore opportunities for public realm improvements at Bainbridge Street.
- Work with partners to enhance safety for all users, particularly in streets on the boundaries of Central St Giles.
- Improve wayfinding to ensure people use safe routes to navigate and leave the area

- Collaborate with Westminster City Council, Transport for London (TfL) and the Greater London Authority (GLA) to ensure their plans enable, compliment and accelerate the delivery of the public realm priorities for Holborn.

HV5 - Business and commerce

- Support the delivery of high-grade office that continues to contribute to and support the functioning of the Central Activities Zone (CAZ).

HV6 – Sustainability and greening

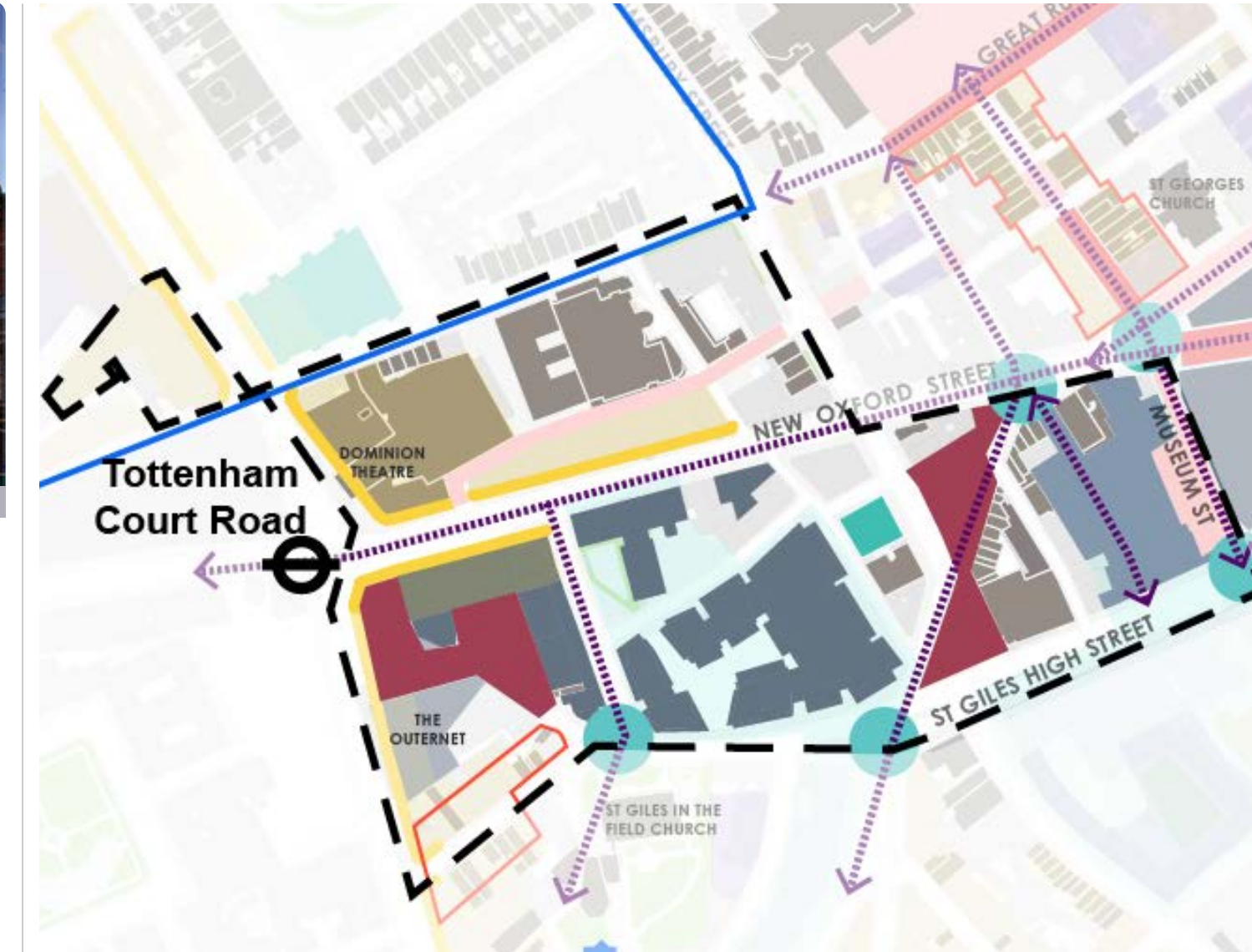
- Consider opportunities for more tree planting and greening to contribute to and compliment the landscaping at Central St Giles.

Priorities for delivery

- Support Grade A office (in line with growth area designation)
- Promote cultural offers and supporting uses through partnership working
- Support for music industry, including live music venues
- Greening the public realm by ensuring that public realm interventions work together to improve the pedestrian experience of walking and relaxing
- Work with police to tackle thefts taking place in the public realm



Selkirk House, future development, DSDHA



KEY

- Recently completed redevelopment
- Development with planning permission
- Potential future development opportunity
- New public realm or enhancement of existing public realm
- Recently completed public realm
- New/enhanced pedestrian routes
- Improved pedestrian crossing/junction
- Camden housing estates
- Community Assets
- Area not in conservation area
- Listed building
- Local centre / retail frontage
- Denmark street specialist shopping area
- Fitzrovia Action Plan
- Primary frontage
- Character area boundary

HIGH HOLBORN, SOUTHAMPTON ROW AND KINGSWAY

Context to the character area

Southampton Row and Kingsway (A4200) form a strategic north/south connection between Russell Square and Strand/Aldwych. Kingsway was built as part of major highway changes in the 1900s, triggered by a desire to remedy overcrowding, poverty, ill-health, and crime associated with the slums at that time. The street which extends into Southampton Row has a grandiose feel, comprising prestigious commercial buildings in neo-classical style, generally uniform in materials, scale and massing and following a consistent building line. It provides a complete example of large-scale Edwardian architecture with an avenue of mature London plane trees contributing to the boulevard character. Kingsway is 30m wide reducing slightly to 24m in Southampton Row which is characterised by the entrance to the redundant Kingsway Tram Tunnel at the junction with Theobalds Road.

The High Holborn Corridor comprises New Oxford Street in the west at the junction with Shaftesbury Avenue and runs past Kingsway and Southampton Row, becoming Holborn at its eastern junction with Gray's Inn Road, as it runs towards Farringdon Road.

On High Holborn, the buildings are typically of a greater architectural and historic quality. There is a diversity of materials - red brick and stone, together with yellow stock brick and stucco characterise older buildings, whereas buildings from the 1960s insertions tend to be concrete or glass. Notwithstanding this, the dominance of vehicles, narrow pavements and clutter at the junction, compromises the overall pedestrian experience.

Due to the high volumes of traffic these roads feel noisy, cluttered, unclean and have very



Holborn tube station from the junction (from LDA report)

high air pollution. The exit from Holborn tube station can feel disconcerting and unwelcoming due to the impacts of street clutter and the sighting of the kiosks. Although the Holborn Liveable Neighbourhood remain the priority for Holborn Vision, improvements to Holborn Underground station, increasing capacity and step-free access to the station are needed. The character area has a mix of retail frontages along its streets including Central London frontage centred around Holborn Station.

Retail uses are characterised by high street multiple outlets and convenience stores with food, drink office and entertainment uses interspersed. There is a concentration of food & beverage uses close to Holborn Station, with restaurants dominating the southern part of the secondary frontages on Kingsway.

High Holborn / Kingsway is designated as a Central Activities Zone(CAZ) Retail Cluster in the London Plan 2021 with high potential for commercial growth and potential for incremental residential growth.

Footfall levels dropped drastically at the beginning of the pandemic period, mainly due to office workers working from home. From late 2021 onwards, footfall seems to have stabilised, but it

is considerably lower than pre-pandemic levels.

Trade from Camden residents only represents about 15% of total sales. The reliance on the working population means the area experiences significantly reduced footfall at weekends. It should be noted that vacancy in the area has dramatically increased since 2017 to reach 15.73% in 2022. This suggests a decline of the area as a retail destination and a lack of demand from potential occupiers.

What we want to achieve

As the key routes for vehicle movement, we want to see streets activated at ground floor level to encourage street level interest with more opportunities for pedestrians to cross these routes. A celebration of the streets through clean, green and decluttered footways to highlight the grandeur of the buildings and encourage people to walk and enjoy. New Oxford Street pedestrianisation and improved public realm will provide a balance to the vehicle dominated streets.

Area guidance

HV1 – Mixed-use

- Protect retail frontages from change of use to residential in accordance with the Article 4 direction.
- Support a broader mix of uses outside the retail frontages to meet a broader customer base and widen the Evening Nighttime Economy whilst having regard to the impacts on local residents.
- Ensure active ground-floor uses that contribute to the diversity of the offer and encourage footfall.

HV4 – Public Realm

- Tackle the predominance of traffic by improving the pedestrian and wayfinding experience to make the area more attractive to visit



Holborn Tunnels proposes to turn London's Kingsway Exchange Tunnels into a subterranean tourist attraction has been granted planning permission (subject to a s106). It is predicted to draw in up to 2 million visitors a year. (Image credit: DBox)



Princes Circus The completion of Princes Circus public realm scheme has demonstrated the potential to provide high quality public realm that reinforces a sense of place and connects people.

- Improve crossing points across Kingsway to connect Great Queen Street and Lincoln's Inn
- Remove street clutter along key pedestrian routes and in areas particularly busy during rush hour such as around Holborn tube station.
- Enhance the arrival and departure experience at Holborn Underground station, with the removal of street clutter to improve sightlines to and from the station.
- Celebrate the identity and character of the area, by improving the public realm around the station entrance including the existing market stalls.
- For streets with retail frontage, ensure any changes to the public realm enhance space for pedestrians.
- By enhancing the experience of Kingsway through decluttering, connect and create a green and attractive walking route through to Strand/Aldwych and to the river Thames.
- Support the pedestrianisation of the eastern section of New Oxford Street and introduce public realm interventions such as greening, new places to meet and spend time, and opportunities for street activity.

HV5 – Business and Commerce

- Support retail functioning of the area in the protected retail frontages area
- Work with local businesses to enhance the public realm to improve the experience of working, visiting and shopping in the area.
- Support the Kingsway Exchange Tunnels as a tourist attraction.

HV6 – Sustainability and Greening

- Explore opportunities to introduce climate mitigation measures such as Sustainable urban Drainage Systems and greening.

Priorities for delivery

- Support the delivery of New Oxford Street pedestrianisation
- Work with TfL to explore opportunities to provide increased capacity and step-free access at Holborn Underground Station
- Support improvements to Holborn Gateway including arrival and departure from Holborn underground station
- Tackle vacancy in Kingsway – encourage footfall and extend offer
- Improve the pedestrian experience and build on the benefits of Strand/Aldwych
- Support Holborn Liveable Neighbourhood to improve pedestrian and cyclist safety



Existing



Ideas & Opportunities

New Oxford Street

Potential street closure to create a new safe pedestrian and cycle connection. The vision is to create a street with a unique sense of place within Holborn, whilst providing opportunity for activation throughout the day and at night. Features might include: vertical gardens, biodiverse rainwater planting and signature trees, incidental play and seating, as well as new kiosks with alfresco seating.



Existing



Existing



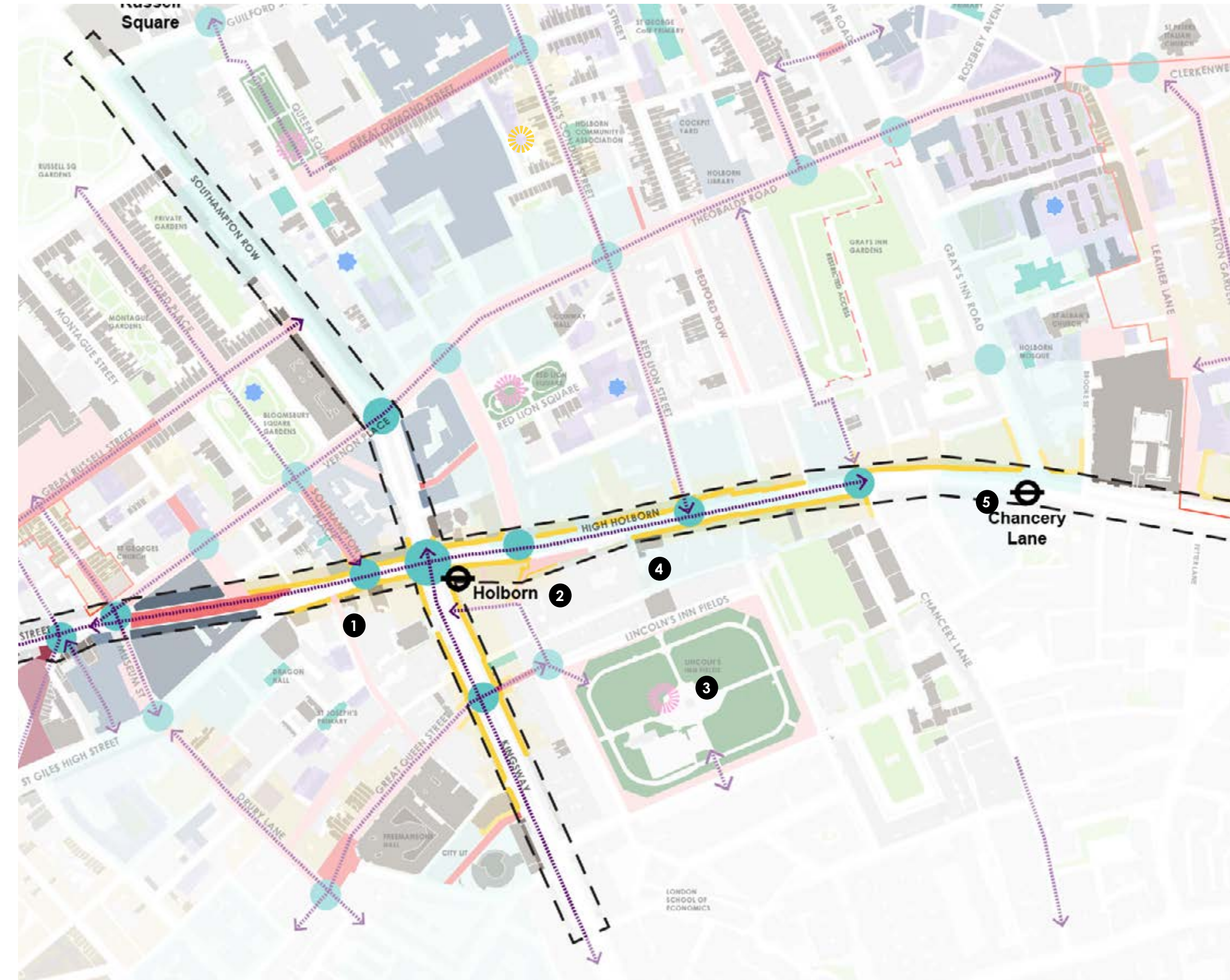
Ideas & Opportunities

High Holborn Junction
 The vision for the area is to create a new welcoming and uncluttered arrival space. This will relocate the existing kiosks and remove any unnecessary street clutter. It will improve paving and introduce new wayfinding to key destinations, such as The British Museum.



Ideas & Opportunities

New Oxford Street/High Holborn
 Potential street closure to create a new safe pedestrian and cycle connection, providing an opportunity to create a new type of public space for London. Potential for improvements to the gateway coming from the east (Holborn Station) and to the setting of the Holborn Town Hall building.



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 - Community Assets
 - Area not in conservation area
 - Listed building
 - Local centre / retail frontage
 - Denmark street specialist shopping area
 - Fitzrovia Action Plan
 - Primary frontage

- KEY PROJECTS**
- 1 New Oxford Street
 - 2 High Holborn
 - 3 Kingsway
 - 4 High Holborn/Kingsway junction
 - 5 Kingsway Exchange Tunnels

PRIORITIES FOR DELIVERY



Approach to Delivery

Holborn is in a unique position to be able to deliver the objectives of the Vision. By developing partnerships that manage investment and deliver responsive and relevant interventions, to make Holborn a better place to live, work and visit.

By setting out a framework which encourages business to thrive ensures that by investing back into Holborn in terms of exceptional mixed uses and diverse places through high quality public realm, the benefits can be shared.

Achieving net zero by 2030 has cost implications but the investment by the private sector in Holborn particularly, is a great opportunity to meet that target.

All developments and investments, large and small will be expected to play their part in delivery. In combination these have the potential to be transformational. Through the Vision, the Council will foster partnerships with developers, landowners, CDA, Fitzrovia, and Hatton Garden BIDs, as well as Holborn communities to coordinate regeneration and investment towards the shared goals.

Holborn Liveable Neighbourhood

The Holborn Vision has been produced alongside work on the TfL sponsored Holborn Liveable Neighbourhood (HLN) Project and engagement on HLN took place in parallel with consultation on the Holborn Vision. HLN is an extremely ambitious project that seeks to transform the public realm across the Holborn area and is a high priority for TfL and Business LDN as well as being Camden's largest and highest priority public realm scheme. The project is likely to be delivered over a number of years and in different phases as funding becomes available. It is also likely to be delivered through a number of different funding sources including TfL, Camden Capital Programme, Business Improvement Districts, Section 106, Community Infrastructure Levy, direct contributions from landowners and funding

bids to the Mayor and central government. As a supplementary planning document, the Vision is clear that HLN is the highest priority infrastructure project within the boundary of the Vision and that all development proposals will be expected to contribute funding to this project via Section 106. HLN is also a priority investment project in the Camden Transport Strategy (CTS), being defined as an 'Investment Priority Area' (IP1b in CTS).

Development Sites

There are a number of potential development sites in the Holborn Vision area and included in Camden's site allocations. All development sites, large and small will be expected to play a proportional role in delivering on the vision and objectives. This will be through direct delivery on-site and through financial contributions (where appropriate).

Community Infrastructure Levy (CIL) and Section 106 Contributions

Community Infrastructure Levy (CIL) and Section 106 Contributions will be sought from qualifying developments in accordance with the adopted Local Plan and the National Planning Policy Framework. These will be utilised to deliver on the priorities outlined in the Vision and to reflect the approaches set out in the character areas.

We will also explore the use of section 278 agreements to maximise the delivery of public realm improvements on the highway. These agreements are between the developer and council to allow the developer to pay for and make alterations to the public highway

Local CIL is a potential source of funds, and we will work with ward members and local communities to establish priorities to make the best use of the contributions. There is expected to be a particular focus on delivering climate resilience and public realm infrastructure and supporting the provision of affordable workspace.

Working with the Business Community

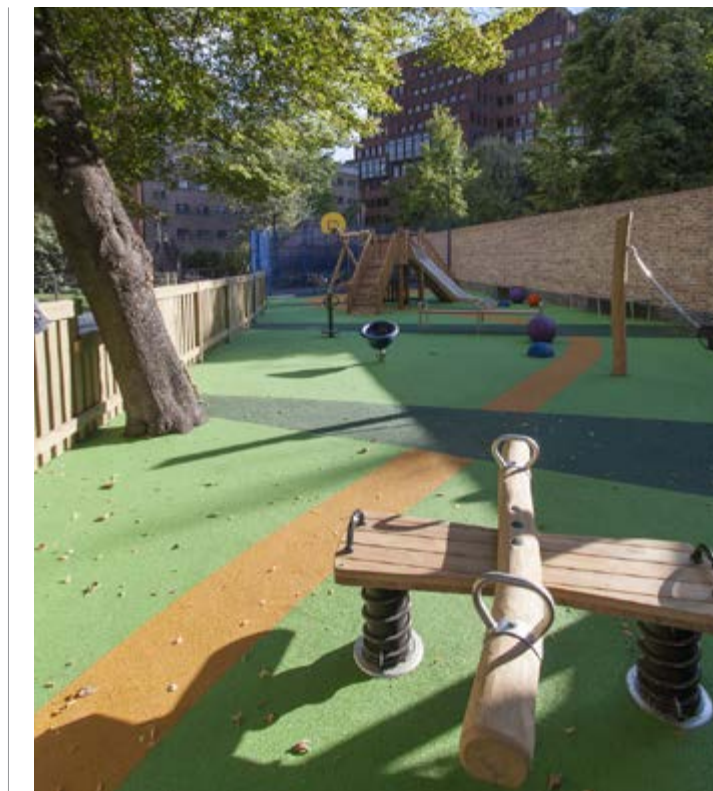
The diverse business community of Holborn and Hatton Garden are represented by three Business Improvement Districts (BIDs); CDA, Fitzrovia and the Hatton Garden BID. The BIDs and the business community are key partners in delivering this vision. We will work with them to investigate ways in which we can maximise the benefit of their contributions to the Holborn area.

Consultation and Engagement

Continued engagement with local residents and community groups will be essential to the delivery of the Vision. We will work towards strengthening partnerships and collaboration to deliver projects. Consultation will involve the community in shaping projects and will be subject to consultation, equalities and decision-making processes. We will use the Good Life Camden framework to support better outcomes for Camden's residents.

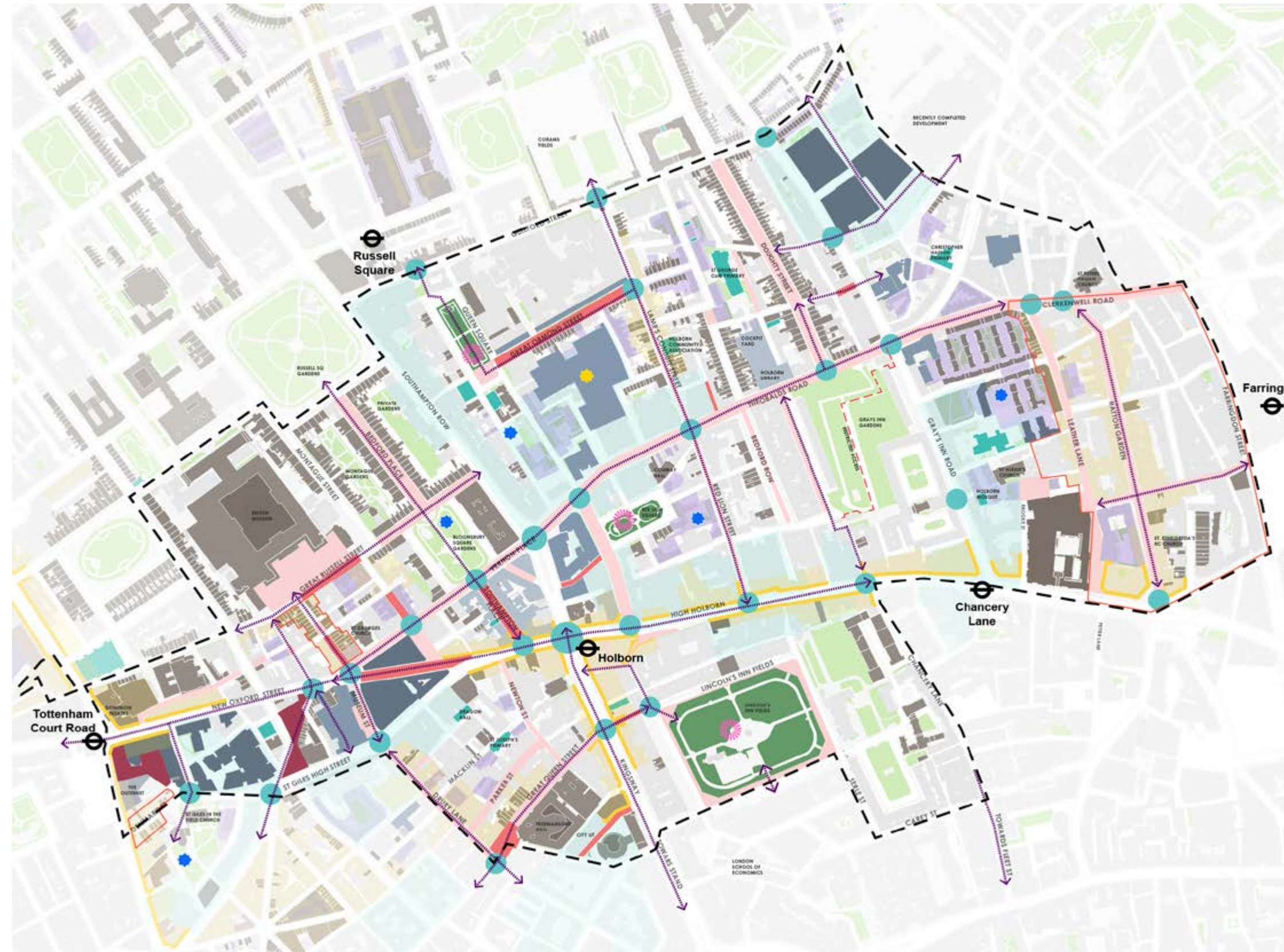
Construction Management

Construction management is a key issue for Holborn. The Vision area is within the Central London Impact Area and the Air Quality Management Area which seeks to manage construction activities and their potential impacts. With a high level of development activity at multiple sites and construction traffic sometimes in proximity to residential areas, all development sites are required to submit a Construction Management Plan (CMP) or Demolition Management Plan (DMP). These need to take account of cumulative impacts generated by other nearby construction sites. More information can be found on the CMP page on the Council's website.



St-Giles-in-the-Fields Churchyard Renovation Project
(Photo credit: Wynne-Williams Associates Ltd)

The churchyard is maintained as a public park by Camden Council. Section 106 monies and the Mayor of London's Pocket Parks Fund funded the renovation in 2014.



KEY

- Recently completed redevelopment
- New public realm or enhancement of existing public realm
- Potential street closure with public realm improvements
- Recently completed public realm
- Improved pedestrian crossing / junction
- Enhancement of existing green space
- Play space
- Proposed play space
- New/enhanced pedestrian routes
- Camden housing estates
- Community Assets
- Area not in conservation area
- Listed building
- Local centre / retail frontage
- Specialist shopping areas
- Primary frontage
- Character area boundary

APPENDIX 1-SUPPORTING DOCUMENTS

PLANS, POLICIES AND GUIDANCE

National

National Planning Policy and Guidance
National Planning Policy Framework
Planning practice guidance

London

London Plan (2021)
London Plan Guidance and Supplementary Planning Guidance

Camden

We Make Camden We-Make-Camden-Vision.pdf
Camden Local Plan (2015) and draft new Local Plan (2024)
Camden Planning Guidance
Conservation area appraisals
Affordable workspace strategy
Camden Climate Action Plan Camden Climate Action Plan
Diversity in the Public Realm Strategy 2023
Parks for Health Strategy 2022-2030
Camden Transport Strategy 2019-2041
Camden Flood Risk Management Strategy 2022-2027
Camden Clean Air Strategy 2019-2034 Camden Clean Air Strategy
Camden Clean Air Action Plan 2023-2026
Camden's Biodiversity Strategy
Green Space Investment Programme
Camden Business Charter

OTHER SUPPORTING DOCUMENTS

London Borough of Camden Economic Needs assessment (2023)
The Economic Future of the Central Activities Zone Phase 1 and 2 reports (GLA 2021)
Securing the Future of London's Theatres (Publica 2022)