

Camden Core Strategy 2010-2025

Local Development Framework



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Section 1

Location and management of Camden's growth

- 1.1 Camden is growing and changing. It is estimated that our population will increase by around 36,000 people (about 18% of total population) between 2006 and 2026, while London will grow by over a million people over the same period (15%). Future growth in Camden will be largely due to there being more births than deaths in the borough, although in-migration will also be a factor. In addition, our population is growing older with increases in the proportion of working age people over 45 and those of pensionable age between 60/65 and 74. (GLA Round 2006 Demographic Projections).
- 1.2 The forecast growth in population will be accompanied by an increase in the number of homes, offices and other land uses. The Mayor of London's London Plan contains a target of 5,950 additional homes in Camden from 2007/8 to 2016/17, which we are expected to exceed (see paragraph 1.7). National planning policy also promotes increasing the supply of homes. The Core Strategy must be consistent with national policies and in general conformity with the London Plan.
- 1.3 *A sustainable Camden that adapts to a growing population* is one of the four themes within the vision of *Camden Together*, Camden's Community Strategy. The Community Strategy says that we will find ways to adapt to Camden's growing population while protecting, promoting and enhancing our environment for us and for future generations. The Core Strategy is one of the main mechanisms for achieving this aim.
- 1.4 This section sets out the Council's overall spatial strategy for the borough. It explains where Camden's future growth and development will be focussed, gives more detail on our approach to growth areas, other highly accessible areas and areas which will experience more limited change. It also sets out our overarching approach, further developed in sections 2 and 3, to managing growth in a way that provides necessary homes, jobs and facilities and protects and improves Camden's environment, heritage and quality of life.



CS1. Distribution of growth

- 1.5 Many parts of the country are facing the challenge of where and how to accommodate a growing and changing population and the facilities and infrastructure needed to support it. Camden's character – as an already highly built up, inner London area, with limited land available for development, many established residential areas, often mixed with other uses, and many places of heritage, environmental and community value – mean that we face particular challenges in adapting to our growing population while improving and protecting our environment and quality of life. Policy CS1 sets out our overarching approach to the location of future growth and development in the borough.

CS POLICY

CS1 – Distribution of growth

Overall approach to growth and development:

The Council will focus Camden's growth in the most suitable locations, and manage it to make sure that we deliver its opportunities and benefits and achieve sustainable development, while continuing to preserve and enhance the features that make Camden such an attractive place to live, work and visit.

We will promote:

- a) a concentration of development in the growth areas of King's Cross, Euston, Tottenham Court Road, Holborn and West Hampstead Interchange;
- b) appropriate development at other highly accessible locations, in particular Central London and the town centres of Camden Town, Finchley Road / Swiss Cottage, Kentish Town, Kilburn High Road and West Hampstead; and
- c) more limited change elsewhere.

Following this approach, the Council expects that in the order of 12,250 additional homes will be provided in Camden between 2010/11 and 2024/25. We will identify, and provide guidance on, the main development opportunity sites in the borough through our Camden Site Allocations Local Development Framework document.

Making the best use of Camden's limited land

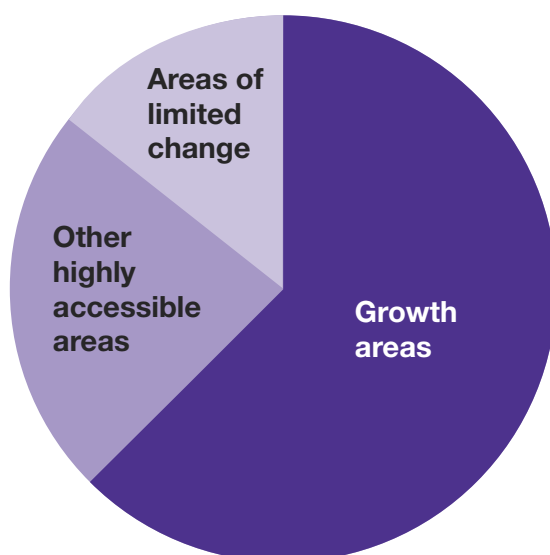
The Council will promote the most efficient use of land and buildings in Camden by:

- d) seeking development that makes full use of its site, taking into account quality of design, its surroundings, sustainability, amenity, heritage, transport accessibility and any other considerations relevant to the site;
- e) resisting development that makes inefficient use of Camden's limited land;
- f) expecting development that will significantly increase the demand of travel to be located in growth areas and other highly accessible parts of the borough;
- g) expecting high density development in Central London, town centres and other locations well served by public transport; and
- h) expecting the provision of a mix of uses in suitable schemes, in particular in the most accessible parts of the borough, including an element of housing where possible.

Overall approach to growth and development

- 1.6 The Council's overall strategy for managing future growth in Camden is to promote the provision of homes, jobs and other facilities in areas with significant redevelopment opportunities at, or near, transport hubs, and support appropriate development at other accessible locations, with more limited change elsewhere. This approach will:
- focus growth on places that can support higher density development, reducing pressure for substantial development in predominantly residential areas (although some development will take place throughout the borough);
 - allow us to better 'shape' places by promoting high quality design of buildings and places, securing necessary infrastructure, providing an appropriate mix of uses, including community facilities, and securing regeneration benefits; and
 - through promoting larger schemes increase our ability to provide more sustainable places, for example by maximising opportunities for local power and heating.
- 1.7 We expect our strategy to provide approximately 12,250 additional homes (including 9,850 new self-contained homes) between 2010/11 and 2024/25. This provision is expected to include around 7,250 homes from sites of 10 homes or more. The diagram below shows how these homes will be distributed around the borough. Just over 60% will be on sites in the growth areas, just over 20% will be in other highly accessible areas, and around 15% will be in areas of more limited change. In addition c2,600 homes will be provided from smaller sites and c2,400 from non-self contained dwellings and vacancies being returned into use. On the basis of past trends, we expect these homes to follow broadly the same distribution around the borough. This gives a total of around 815 homes per year between 2010/11-2024/25, which comfortably exceeds Camden's current London Plan target of 595 homes per year between 2007 and 2017. This means that we can meet our housing targets even if some identified sites do not come forward for development as envisaged.

Distribution of new homes by area 2010-2025 (based on identified sites for 10 or more homes)



- 1.8 Housing will be considered the priority land use of this Core Strategy and the Council's other Local Development Framework documents. Please see *policy CS6 – Providing quality homes* for our detailed approach to housing, and paragraphs 6.8 to 6.18 for more detailed information on our housing targets and the type of housing that will be provided.

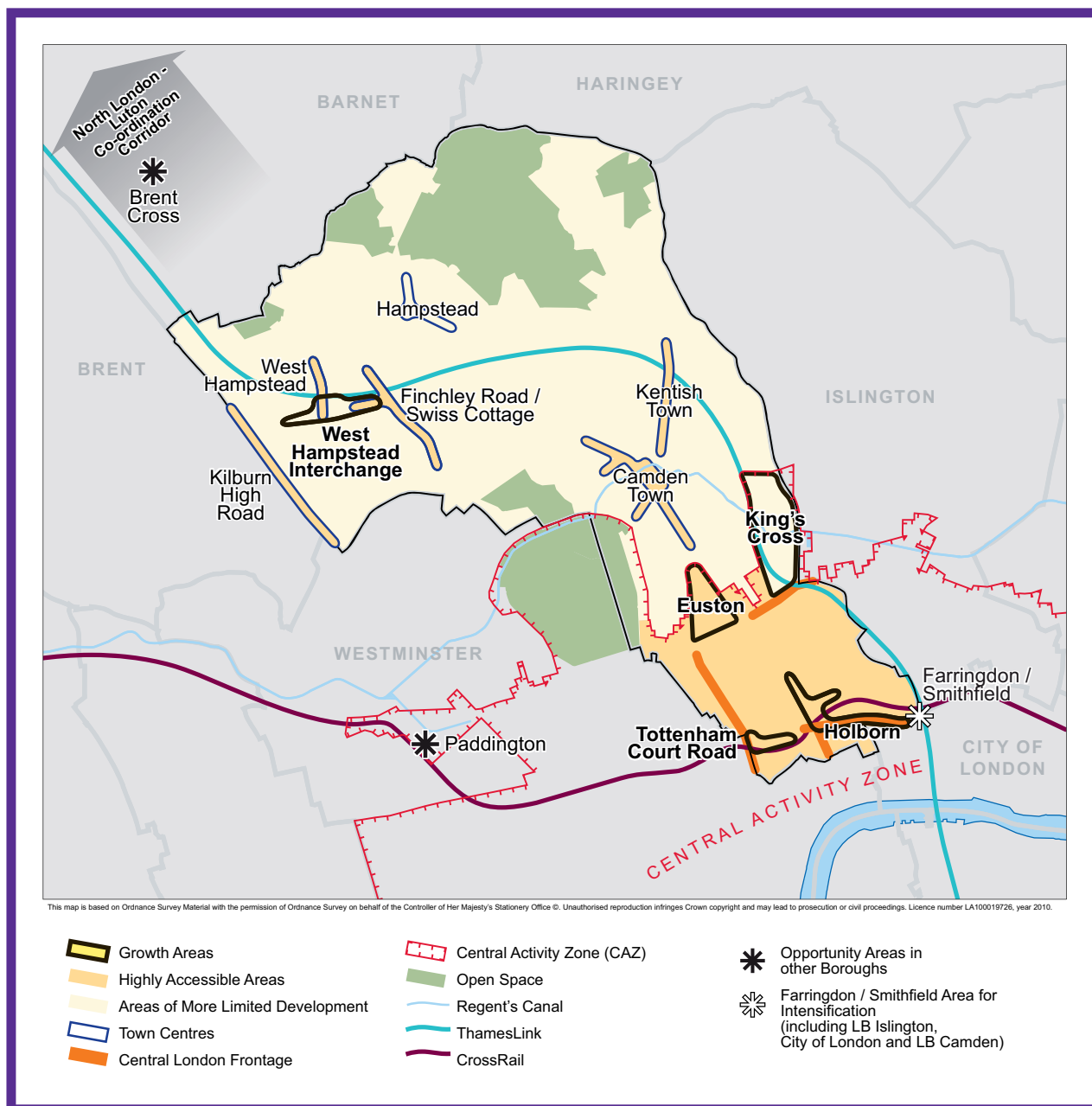


- 1.9 The Council’s overall spatial strategy is illustrated on Map 1 – Key Diagram. This shows the broad location of Camden’s growth areas, other highly accessible locations / town centres, major transport schemes and the borough’s main open spaces.
- 1.10 A key part of our strategy is to ensure that our growing population is supported by necessary infrastructure and services. The Camden Infrastructure Study 2009, commissioned by the Council, identified the borough’s infrastructure needs over the fifteen year period covered by this Core Strategy, taking into account expected growth. This forms the basis of Appendix 1 which sets out key infrastructure programmes and projects needed to deliver the Core Strategy. Section 4 sets out more detail on our approach to the provision of infrastructure. Developments will be expected to make appropriate contributions towards the infrastructure needs they generate.

Growth areas

- 1.11 King’s Cross, Euston, Tottenham Court Road, Holborn and West Hampstead Interchange will be the locations for the largest amount of Camden’s future growth. These areas are identified in the London Plan as suitable for large scale redevelopment or significant increases in jobs and homes, and are based around transport interchanges where increased capacity is planned. The majority of these areas are within Central London and therefore their redevelopment will contribute towards the continued success of Central London and to London’s national and international role, as well as providing opportunities to bring benefits to the borough and the local area. Please see policy CS9 – *Achieving a successful Central London* for our overall approach to Central London.
- 1.12 King’s Cross will be the focus of the most growth in Camden up to 2025, with large-scale redevelopment transforming the area and creating a new quarter for Camden and London. Redevelopment at Euston and around Tottenham Court Road will also provide substantial numbers of jobs and homes, as well as other uses and facilities. Development at West Hampstead Interchange is expected to be predominantly housing. Policy CS2 – *Growth areas* gives more detail on our approach to Camden’s main growth areas. The boundaries of the growth areas are shown on Maps 11-15 in Appendix 6.
- 1.13 King’s Cross, Euston and Tottenham Court Road (part in Westminster) are included in the London Plan as Opportunity Areas, that is, places able to accommodate substantial new jobs and homes, in association with public transport improvements. Holborn, West Hampstead Interchange and Farringdon/Smithfield (much of which lies in the City of London and Islington) are designated as Areas for Intensification, places with significant potential for redevelopment for housing, employment and other uses, although at a scale less than that for Opportunity Areas, again in association with public transport improvements.
- 1.14 Known development sites in the growth areas and at other locations throughout the borough, and the Council’s expectations for them, are identified in the *Camden Site Allocations* document, which also forms part of our Local Development Framework.

Map 1: Key Diagram



Other highly accessible locations

- 1.15 Beyond the growth areas there are a number of other parts of the borough which are considered suitable locations for significant development as they are highly accessible by a range of means of transport. These highly accessible areas are the Central London area outside of the growth areas, and the town centres of Camden Town, Finchley Road/Swiss Cottage, Kilburn High Road, Kentish Town and West Hampstead. These areas are considered to be particularly suitable locations for uses that are likely to lead to a significant increase in travel demand (for example, retail, offices, leisure and tourism), although the scale of development at these locations is expected to be less than that in the growth areas. Public transport accessibility to Hampstead is not considered to be sufficient for it to be a suitable location for uses that generate significant travel demand.
- 1.16 Policy CS3 gives more detail on our approach to Camden's other highly accessible locations. Policy CS9 sets out our overarching approach to Central London, with its unique character and challenges, where we seek to achieve a balance between its important contribution to London and the UK and local communities and facilities. Policy CS7 sets out our approach to Camden's town centres.

- 1.17 We will expect activities that are that are likely to lead to a significant increase in travel demand to be located in these parts of the borough or the growth areas. The Council will require applicants to demonstrate that all potential options for development in these areas have been thoroughly assessed before edge-of-centre and, finally, sites outside these areas are considered for development, taking into account their accessibility by a choice of means of transport; their likely effect on travel patterns and car use. This approach will help to reduce the need for car journeys, help promote walking, cycling and public transport and allow a single journey to serve more than one purpose. For more information on the level of development we consider creates significant travel demand please see Appendix 1 in Camden Development Policies.

Areas of more limited change

- 1.18 Other parts of the borough are generally expected to experience more limited development and change than will occur in the growth areas and other highly accessible locations. The scale of this will vary, from areas adjacent to growth areas, such as Somers Town, where the Council will seek to spread the redevelopment benefits of nearby schemes, to predominantly residential areas, where smaller scale and more incremental change is expected take place. Policy CS4 gives more detail on these areas and the Council's approach to them.

Managing growth

- 1.19 Central to the Council's overall approach to adapting to Camden's growing population is managing future growth to make sure that it is sustainable, that it provides opportunity and benefits to the borough and its local area, and that it protects and enhances our environment, heritage and quality of life.
- 1.20 Our overall approach to managing the impact of growth is set out in policy CS5, while more detail on aspects of our approach to managing growth is given in many other policies in this Core Strategy, particularly those in section 3 – *A sustainable and attractive Camden*, for example policy CS13 on tackling climate change and CS14 on promoting high quality places and conserving our heritage. Camden Development Policies contains detailed planning policies to support our strategy of managing growth, for example on high quality design (DP24), sustainable design and construction (DP22), and the impact of development on occupiers and neighbours (DP26).

Making the best use of Camden's limited land

- 1.21 If we are going to adapt successfully to Camden's growing population, we need to make the best use of the borough's limited land. The Council will promote the most efficient use of Camden's land and buildings while also seeking to improve the quality of our environment, protect the amenity of occupiers and neighbours and meet its other planning objectives.

Density

- 1.22 One way of making the most efficient use of our land and buildings is to encourage higher densities (that is, have more buildings or rooms in a given area). The Council wants to encourage developments with high densities in the most accessible parts of the borough (generally, Central London and the town centres of Camden Town, Finchley Road/Swiss Cottage, Kilburn High Road, Kentish Town and West Hampstead) and other appropriate locations. Such schemes should be of excellent design quality and sensitively consider the amenity of occupiers and neighbours and the character and built form of their surroundings, particularly in conservation areas. Good design can increase density while protecting and enhancing the character of an area. (Please see policy CS14 and Development Policies DP24 and D25 for more detail on our approach to design.)
- 1.23 The Council will expect the density of housing development to take account of the density matrix in the London Plan (Table 3A.2). As Camden is generally well served by public transport, the Council will expect densities towards the higher end of the appropriate density range in the matrix unless it can be demonstrated that the specific circumstances of a development mean this is not appropriate. Densities below the relevant range in the density matrix will not be permitted. In addition, development schemes with a density below that of the surrounding area will normally be resisted. Please also see paragraphs 2.9 to 2.10 in Camden Development Policies for more on our approach to density.

Mixed use developments

- 1.24 The provision of an appropriate mix of uses, both within areas and in individual buildings, can also contribute to successfully managing future growth in Camden and making efficient use of its limited land. A mix of uses can also:
- reduce commuting and the need for some other journeys, helping to cut congestion in the borough and improve air quality;
 - increase the provision of much-needed housing;
 - promote successful places that have a range of activities and are used throughout the day, increasing safety and security.
- 1.25 The Council will encourage the provision of a mix of uses in suitable locations and expect development proposals of an appropriate size in Central London and the town centres of Camden Town, Swiss Cottage and Kilburn High Road to contribute towards the supply of housing. This reflects the designation of housing as the priority land use of the Core Strategy (see policy CS6). Camden Development Policies policy DP1 contains further detail on the Council's approach to mixed use development. The Council's Site Allocations document will identify future development sites and provide guidance for their future development, including where mixed use development is appropriate.

Key evidence and references

- Camden Housing Needs Study Update 2008
- Camden Annual Monitoring Report 2007/08
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- Planning Policy Statement (PPS) 1: Delivering Sustainable Development; ODPM; 2005
- Planning Policy Statement 3: Housing; ODPM; 2006
- Camden Together – Camden's Sustainable Community Strategy; 2007-2012
- GLA Round 2006 Demographic Projections



CS3. Other highly accessible areas

- 3.1 Policy CS1 sets out the Council's strategy for the distribution of Camden's future growth, focussing the development of homes, jobs and facilities on five growth areas, with other highly accessible locations being considered suitable for significant development. Policy CS3 gives more detail on the Council's approach to these other highly accessible areas.

CS POLICY

CS3 – Other highly accessible areas

The Council will promote appropriate development in the highly accessible areas of:

- a) Central London (outside the growth areas of King's Cross, Euston, Tottenham Court Road and Holborn); and
- b) the town centres of Camden Town, Finchley Road / Swiss Cottage, Kentish Town, Kilburn High Road and West Hampstead, including appropriate edge of centre locations.

These areas are considered to be suitable locations for the provision of homes, shops,

food, drink and entertainment uses, offices, community facilities and are particularly suitable for uses that are likely to significantly increase the demand for travel.

The Council will ensure that development in these locations is of suitable scale and character for the area in which it is situated, contributes to other Council aspirations including providing appropriate community and environmental benefits, and takes into account amenity and community safety.

- 3.2 Camden's Central London area and the town centres of Camden Town, Finchley Road/Swiss Cottage, Kentish Town, Kilburn High Road and West Hampstead, and locations on the edge of these centres, are highly accessible by public transport. They are therefore considered to be generally suitable for a range of land uses, including those that will attract a large number of journeys, and for higher density development. These areas are considered to be the most suitable locations in the borough, outside of the growth areas identified in policies CS1 and CS2, for larger scale growth and development, although they are expected to experience development of a smaller scale of that expected in the growth areas.
- 3.3 The boundaries of the borough's town centres are drawn fairly tightly around their main retail areas and, with the exception of Camden Town, there are generally limited development opportunities within the designated centres themselves. Given this, it is possible that much future development at these locations will take place on edge of centre sites. Camden Town is expected to be the location of a significant amount of additional shop floorspace over the lifetime of the Core Strategy. Please see policy CS7 for the Council's strategy for Camden's town centres and shops, including the provision of additional retail floorspace. This describes the specific character and roles of each centre, setting the context for development and change within them.
- 3.4 The attractions of Camden's Central London area mean that development here is expected to take place both in the growth areas identified in policy CS1 and on other Central London sites outside them (see Map 1 – Key Diagram). The Council recognises that Central London experiences specific issues and challenges, in particular in balancing its economic, social and cultural role and the interests of the local community. Policy CS9 – *Achieving a successful Central London* sets out our approach to the specific issues faced in this part of the borough.



- 3.5 The Council will generally expect larger developments in the highly accessible areas to include a mix of uses. However, it is important that all development in these locations is of a size and nature compatible with its site and the character of its surroundings and the wider area. Please see policy CS1 and policy DP1 in Camden Development Policies for more detail on our approach to mixed use development.
- 3.6 Camden's highly accessible areas often include, or are adjacent to, residential communities and conservation areas and other heritage assets. Development in these locations must therefore take into account the full range of relevant Council policies and objectives, in particular those on amenity, design and heritage, sustainability, community safety, open space and transport.
- 3.7 The main development opportunities within the highly accessible areas are identified in the Camden Site Allocations document which also sets out guidance on their future development.

Farringdon/Smithfield

- 3.8 The Farringdon/Smithfield area, which covers parts of Islington, the City of London and the south east of Camden's Central London area at Hatton Garden, is included in the London Plan as an Area for Intensification. The London Plan expects a minimum of 100 homes and 2,000 jobs at this location between 2001 and 2026. Its ability to take additional development capacity will depend on operational rail requirements, the degree of station renewal, the level of transport and interchange capacity increase and other relevant factors.
- 3.9. Camden will continue to work with the City and Islington to co-ordinate the future of Farringdon/Smithfield. As much of the area lies in the City and Islington, and as there are environmental constraints in Hatton Garden due to its unique character and conservation area status, the amount of development taking place in the Camden part of Farringdon / Smithfield is expected to be relatively limited. Therefore, this location has not been included as one of Camden's main growth areas.

Key evidence and references

- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- Camden Retail Study 2008; Roger Tym and Partners
- Camden Infrastructure Study 2009

CS5. Managing the impact of growth and development

- 5.1 The overall approach of the Core Strategy, as set out in policy CS1, is to manage Camden's growth to make sure that its opportunities and benefits are delivered and sustainable development is achieved, while continuing to conserve and enhance the features that make Camden such an attractive place to live, work and visit. This flows from the Camden Community Strategy theme of a sustainable Camden that adapts to a growing population. Policy CS5 provides more information on our approach to managing the impact of growth in the borough.

CS POLICY

CS5 – Managing the impact of growth and development

The Council will manage the impact of growth and development in Camden. We will ensure that development meets the full range of objectives of the Core Strategy and other Local Development Framework documents, with particular consideration given to:

- a) providing uses that meet the needs of Camden's population and contribute to the borough's London-wide role;
- b) providing the infrastructure and facilities needed to support Camden's population and those who work in and visit the borough;
- c) providing sustainable buildings and spaces of the highest quality; and
- d) protecting and enhancing our environment and heritage and the amenity and quality of life of local communities.

The Council will protect the amenity of Camden's residents and those working in and visiting the borough by:

- e) making sure that the impact of developments on their occupiers and neighbours is fully considered;
- f) seeking to ensure development contributes towards strong and successful communities by balancing the needs of development with the needs and characteristics of local areas and communities; and
- f) requiring mitigation measures where necessary.

Making sure development achieves the objectives of the Core Strategy

- 5.2 Central to managing Camden's future growth is the need to consider not just the scale and nature of that growth, but how it is provided and the effect on those who live in the area and the borough as a whole. All development in Camden, large or small, whether located in growth areas, highly accessible locations or in other parts of the borough, should take place in accordance with all relevant policies in the Core Strategy and the other documents that form part of Camden's Local Development Framework (see paragraph 4 in the Introduction) to ensure that the Council's vision for the borough is achieved. The Council will seek to ensure that the borough's growth brings benefits and opportunities to all.
- 5.3 The second section of this Core Strategy, *Meeting Camden's needs – Providing homes, jobs and facilities*, sets out our approach to providing the land uses, infrastructure and facilities that are needed to support Camden's communities, workers and visitors. This includes places to live, work and shop, community facilities and provision for walking, cycling and public transport. The section also sets out our approach to the unique issues faced in Central London, the home to many of the uses that contribute to London's role as a capital and major international city, as well as long-established residential communities.

- 5.4 One of the key elements of managing Camden’s growth is securing the infrastructure and services needed to support Camden’s growing numbers of residents, workers and visitors. To identify the infrastructure need in the borough in future years we commissioned the Camden Infrastructure Study 2009. This work formed the basis of the schedule in Appendix 1, which set out identified key infrastructure programmes and projects including transport, utilities, emergency services, education, health and other community facilities. It gives information on the nature of each infrastructure scheme, where it will be located, who will lead on its delivery and when it is expected to be provided. As the boundaries of the growth area are relatively tightly drawn, taking in the main development opportunities, the infrastructure to support a particular growth area may be provided outside its boundary. Please see section 19 – *Delivering and monitoring the Core Strategy* for more detail on our approach to infrastructure provision. In addition, the individual sections in the Core Strategy also contain details of infrastructure requirements and provision that are relevant to that section (for example, policy CS15 on open space and policy CS11 on transport.)
- 5.5 The third section of the Core Strategy, *A sustainable and attractive Camden – Tackling climate change and improving and protecting Camden’s environment and quality of life*, focuses on making sure that growth is sustainable and properly takes into account the character of Camden and the aspects of the borough that make it such an attractive place to live, work and visit. It sets out how we intend to make Camden a low carbon, low waste borough; deal with climate change; and protect, and where possible enhance, our built environment, heritage and open spaces. It also sets out our approach to improving the safety and health of the community.
- 5.6 Our Camden Development Policies Local Development Framework document will be one of the main mechanisms by which we will seek to deliver to vision and objectives in the Core Strategy. It sets out planning policies that provide more detail of our approach to many of the matters covered in this Core Strategy. We will use Camden Development Policies alongside the Core Strategy when we determine applications for planning permission.

Protecting amenity

- 5.7 Camden’s high level of amenity – the features of a place that contribute to its attractiveness and comfort – is a major factor in the quality of life of the borough’s residents, workers and visitors and fundamental to Camden’s attractiveness and success. However, Camden’s inner London location, the close proximity of various uses and the presence of major roads and railways can mean that privacy, noise and light can be particular issues in the borough.
- 5.8 Protecting amenity is, therefore, a key part of successfully managing growth in Camden. We will expect development to avoid harmful effects on the amenity of existing and future occupiers and nearby properties or, where this is not possible, to take appropriate measures to minimise potential negative impacts. More detail and guidance on our approach to amenity is contained in Camden Development Policies policy DP26 – and our Camden Planning Guidance supplementary document. Other policies in Camden Development Policies also contribute to protecting amenity in the borough by setting out our detailed approach to specific issues, such as the impact of food, drink and entertainment uses (policy DP12), noise and vibration (policy DP28) and air quality (policy DP32)

Promoting successful communities

- 5.9 A key element to our overall strategy of managing Camden’s future growth is to ensure that the opportunities and benefits of this growth are delivered in a way that meets the needs of Camden’s residents and promotes strong and successful communities. In assessing development proposals, the Council will take into account the needs and benefits of the development alongside the individual characteristics and needs of the local area and community, and will seek to strike a balance between them. Where relevant, we will take into account the cumulative impacts of developments, or particular types of development, on local areas and communities.

Key evidence and references

- Camden Together – Camden’s Sustainable Community Strategy; 2007-2012
- The London Plan (consolidated with alterations since 2004); Mayor of London; 2008



CS7. Promoting Camden's centres and shops

- 7.1 Camden benefits from a wide variety of town and neighbourhood centres with different characters and roles, from Camden Town and its famous markets to upmarket Hampstead, from the furniture and electronics shops of Tottenham Court Road to the ethnic restaurants on Drummond Street. Our centres are of great importance to the life of the borough and those that live in, work in and visit it. As well as providing shopping and services and places of work and leisure, they are a focus of activity and community life and provide character and identity to local areas and the borough as a whole.
- 7.2 This section provides a planning framework to ensure that the vibrancy and vitality of Camden's centres is protected and enhanced. It sets out how the Council will integrate land use measures with environmental improvements, infrastructure delivery, partnership working and investment to protect and enhance the character and function of Camden's centres.
- 7.3 Other policies in this Core Strategy are also relevant to the Council's approach to Camden's centres. Policy CS1 identifies most of the borough's town centres as highly accessible areas that are considered to be particularly suitable locations for uses that are likely to lead to a significant increase in travel demand. It also promotes higher densities in these locations and encourages mixed use development in the most accessible centres in the borough, helping to promote mixed, vibrant centres. Policy CS3 provides more detail on these areas. Policy CS11 supports the provision of the transport infrastructure needed to support the continued viability of our centres.
- 7.4 Significant new development for a range of commercial uses is already in the pipeline in the King's Cross/St Pancras area, with a total of 20,000 square metres of additional A1 retail floorspace committed or provided through the development of the King's Cross growth area (outline planning permission granted for approximately 15,500 square metres) and the redevelopment of St Pancras Station (approximately 4,500 square metres). The Camden Retail Study 2008 indicates a need for around 27-31,000 square metres of new retail floorspace in the borough by 2026, in addition to that to be provided at King's Cross and St Pancras.



CS7 – Promoting Camden’s centres and shops

Distribution of retail across Camden

The Council will promote the following distribution of retail growth across the borough:

- a) in the range of 20,000 square metres net retail floorspace at King’s Cross/St Pancras;
- b) in the range of 20-30,000 square metres additional retail at Euston and Camden Town, with the majority expected to take place at Euston;
- c) additional provision as part of redevelopment schemes in the growth areas of Tottenham Court Road, Holborn and West Hampstead Interchange; and
- d) some provision in other town centres and Central London Frontages where opportunities emerge.

We will apply a sequential approach to retail and other town centre uses outside of these areas to support the following network of centres:

Town centres: Camden Town; Kilburn High Road; Finchley Road/Swiss Cottage; Kentish Town; West Hampstead; and Hampstead;

Central London Frontages: Tottenham Court Road/ Charing Cross Road/ New Oxford Street; High Holborn/ Kingsway and the main commercial area around King’s Cross;

Neighbourhood centres: located across the borough;

We will also support:

- limited provision of small shops outside centres to meet local needs; and
- appropriate retail provision in Camden’s **Specialist Shopping Areas:** Covent Garden; Hatton Garden, Museum Street, Drummond Street and Denmark Street.

Protecting and enhancing Camden’s centres

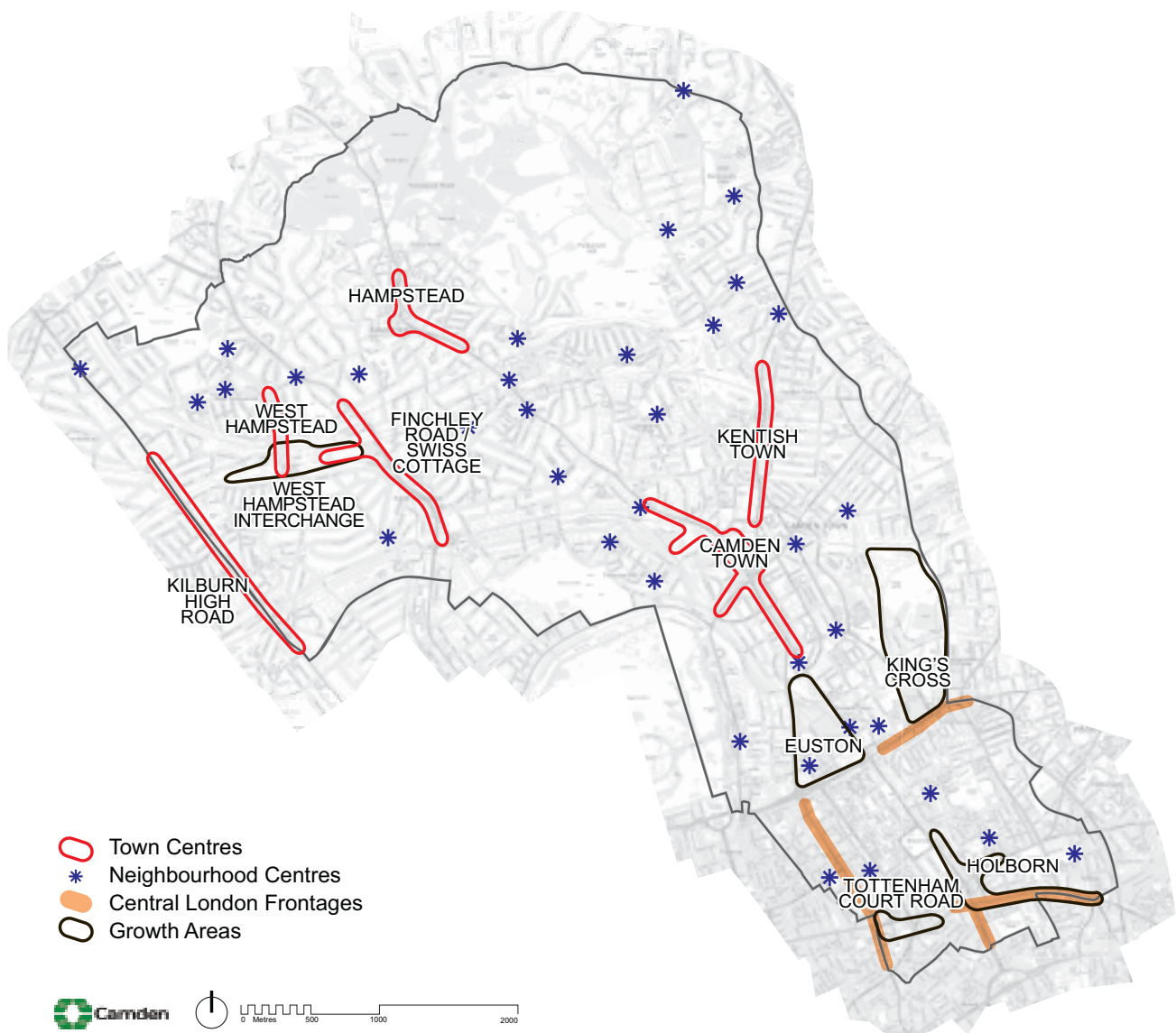
The Council will promote successful and vibrant centres throughout the borough to serve the needs of residents, workers and visitors by:

- e) seeking to protect and enhance the role and unique character of each of Camden’s centres, ensuring that new development is of an appropriate scale and character for the centre in which it is located;
- f) providing for, and maintaining, a range of shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice;
- g) protecting and promoting small and independent shops, and resisting the loss of shops where this would cause harm to the character and function of a centre;
- h) making sure that food, drink and entertainment uses do not have a harmful impact on residents and the local area, and focusing such uses in Camden’s Central London Frontages, Town Centres and the King’s Cross Opportunity Area;
- i) supporting and protecting Camden’s local shops, markets and areas of specialist shopping; and
- j) pursuing the individual planning objectives for each centre, as set out below, including through the delivery of environmental, design, transport and public safety measures.

Distribution of retail growth

- 7.5 We will focus new shopping (and related uses) in Camden’s designated growth areas and existing centres, having regard to the level of capacity available in these locations. The borough’s growth areas and town centres are shown on maps 1 – Key Diagram and 2 – Town Centres.
- 7.6 The growth area of King’s Cross will provide the major focus for new shop provision in Camden. The King’s Cross Central redevelopment will include shops, services and facilities of a scale similar to a town centre to meet the needs of the large numbers of people who will be living in, working in, or visiting the area. Planning permission has been granted for 45,000 sq m of retail, food and drink floorspace (in A use classes). This will be spread throughout the site and will open in phases. It is currently expected that 65% of the floorspace will be operating by 2016. In addition, substantial new retail has already been approved and built at nearby St Pancras Station (see paragraph 7.4 of this section).

Map 2: Town Centres



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- 7.7 The majority of retail growth above and beyond that at King's Cross and St Pancras will be delivered at Camden Town and Euston, which contain sites suitable for significant retail development. We consider that these locations have the capacity to accommodate in the order of 20-30,000 square metres of additional retail in total. However, the precise quantum and type of retail to be provided on these sites will be subject to detailed site specific assessments, and an assessment of any impacts on other centres. At Camden Town, Hawley Wharf provides an opportunity to deliver new retail floorspace, along with other mixed uses. There is also the opportunity to deliver a significant amount of additional retail floorspace as part of the redevelopment of Euston Station. This is expected to meet demand from people travelling through the station, as well as serving a local catchment, but should not cause harm to the vitality or viability of other nearby centres, including Drummond Street.
- 7.8 It is anticipated that much of the remaining retail requirement will be met through redevelopment in the growth areas of Tottenham Court Road, West Hampstead and Holborn. At Tottenham Court Road and Holborn the redevelopment of existing buildings will enable the provision of new retail, in particular at ground floor level. At West Hampstead, redevelopment should provide additional retail, which will be focused along West End Lane. Some new retail provision is also expected to be achieved in Camden's other town centres and Central London Frontages. Although the Camden Retail Study 2008 found that these other centres have limited opportunities for the provision of additional retail, redevelopment of existing buildings is likely to provide some increases in shop floorspace.
- 7.9 The Camden Site Allocations Local Development Framework document will identify sites that are expected to provide retail floorspace as part of redevelopment schemes.
- 7.10 In line with government Planning Policy Statement (PPS) 4, the Council will take a sequential approach when assessing proposals for new town centre uses (as defined in PPS4), ensuring that such development takes place in appropriate locations, having regard to the distribution of future retail growth established in Policy CS7 and the hierarchy of centres. Further guidance on the sequential approach is set out in Planning Policy Statement (PPS) 4 – *Planning for Sustainable Economic Growth*.

- 7.11 Policy CS7 establishes the hierarchy of centres within the borough. The role and function of Camden's centres varies greatly, reflecting the varied nature of the borough itself:
- Camden's Central London Frontages serve a similar function to town centres or have a London-wide or even national retail role, for example Tottenham Court Road;
 - Camden's town centres vary in terms of their size and role, the kind of shops and services they provide and in the distance people travel to them. While with some centres predominantly serve local needs (for example at Kilburn and Kentish Town), others also attract people from a much wider catchment (for example, Hampstead). Camden Town is a major tourist destination, including for international visitors. In addition to Camden's six town centres, Cricklewood neighbourhood centre forms part of a larger District Centre, with the majority of the centre located to the north of Camden within the boroughs of Barnet and Brent;
 - Camden's 36 neighbourhood centres provide for the day-to-day needs of people living, working and staying nearby (see Map 2 – Town Centres). Due to their relative size, Camden's neighbourhood centres are considered to be equivalent to local centres, as defined in PPS4 (Annex B);
 - Camden's individual, and groups of, specialist shops (for example, Museum Street and Covent Garden) contribute greatly to the variety and character of the borough. Whilst our Specialist Shopping Areas do not form part of our network of centres for the purposes of the sequential approach to new town centre development, we will support the provision of new retail in these centres;
 - A number of smaller shopping parades and individual shops also meet local needs for shopping, services and facilities.

Protecting and enhancing Camden's centres

Protecting and enhancing the character and role of Camden's centres

- 7.12 The development of new shops or other town centre uses, particularly when they are large in scale, can have an impact on other centres. In line with government guidance in Planning Policy Statement (PPS) 4 *Planning for Sustainable Economic Growth*, the Council will seek to protect the vibrancy and vitality of its centres by assessing the impact of proposed town centre uses (as defined in paragraph 7 of PPS4) on Camden's centres. The Council will require an impact assessment for large retail development proposals that are not in accordance with the approach in this Core Strategy and
- would be in an edge of centre or out of centre location, or
 - would be in an existing centre and have the potential to have a harmful impact on other centres.
- 7.13 Further guidance on assessing impact and information on relevant matters to be addressed in retail impact assessments is set out in PPS 4 and the accompanying *Practice guidance on need, impact and the sequential approach*.
- 7.14 The Council will ensure that development in its centres is appropriate to the character, size and role of the centre in which it is located (see below), and does not cause harm to neighbours, the local area or other centres. Shop and service uses (in use classes A1 and A2) and markets are considered suitable for all levels of centre.
- 7.15 The way centres look is an important factor in their character and the way they are perceived – Policy CS14 and policies DP24 and DP25 in Camden Development Policies set out our approach to seeking high design standards and preserving and enhancing Camden's heritage. A number of our centres lie wholly or partly within conservation areas (for example, Camden Town, Hampstead, West Hampstead and many neighbourhood centres), recognising their architectural and/or historical importance. Further information on these areas and guidelines on the Council's approach to protecting them and managing change is set out in individual conservation area statements, appraisals and management strategies. The design of shopfronts can contribute greatly to the character of centres and their distinctiveness. Our approach to shopfronts is set out in Camden Development Policies (policy DP30) and the Council's Camden Planning Guidance supplementary planning document.

Ensuring a range of shops and other town centre uses

- 7.16 The success of a centre is strongly influenced by the variety and choice of shops, services and other uses within it. Policy DP12 in Camden Development Policies sets out more detail on our approach to protecting the character, function, vitality and viability of our centres through managing the mix of uses in them and ensuring that development does not cause harm to a centre, to its neighbours or to the local area. Camden has used a range of information sources, including the Camden Retail Study 2008 and comments from local residents and businesses to establish what our approach should be for each centre. The centre specific planning objectives set out below provide objectives for each of Camden’s centres, and address the mix of retail and non-retail uses sought. Tourist uses such as hotels and employment generating uses such as offices can make an important contribution to the economic success of town centres – our approach to these uses is set out in policy CS8 and policies DP13 and DP14 of Camden Development Policies. Community and cultural uses add to the vitality and vibrancy of Camden’s centres by adding to the diversity of uses in an area, and the variety of activities that take place at different times of the day. Camden’s approach to these uses is set out in Core Strategy policy CS10 and Development Policy DP15.
- 7.17 Small and independent shops contribute to the character and diversity of Camden’s centres by adding to the choice and variety of shopping facilities available, and avoiding centres being dominated by national multiple retailers. The contribution of small and independent shops to the character and attractiveness of many of Camden’s centres is highlighted in the Camden Retail Study. The Council will seek to promote the provision of small units where appropriate and independent shops where possible. We will also seek to protect shops, including those on small shopping parades, where their loss would cause harm to a centre or local area. Our detailed approach to protecting shops and promoting small and independent businesses is set out in Camden Development Policies (policy DP10).

Minimising the impact of food, drink and entertainment uses

- 7.18 Food, drink and entertainment uses add to the diversity and vibrancy of Camden’s centres and bring activity to them outside normal shopping hours. This includes the borough’s rich culture of live music, dance and theatre, as well as restaurants and bars. These uses are important to the borough socially, culturally and economically, and contribute to Camden’s image as a vibrant and attractive place. However, local residents can be affected by disturbance and anti-social behaviour associated with some of the people visiting such premises, particularly premises serving alcohol. The dense, mixed-use nature of much of the borough, means that it is particularly important that town centre uses such as food, drink and entertainment uses are managed so that they do not cause harm to surrounding communities and the local environment. The Council wants to see the borough continue to be a successful location for food, drink and entertainment uses while making sure that the quality of life of local people, workers and visitors is not harmed. Policy DP12 in Camden Development Policies sets out more detailed information regarding the Council’s approach to managing the impact of food, drink, entertainment and other town centre uses.



- 7.19 Food, drink and entertainment uses, such as restaurants, pubs and bars, music venues, cafés and hot food take-aways, are most appropriately located in commercial areas to minimise their impact on the amenity of local residents. Town centres and Central London Frontages are considered the most suitable locations for such uses. Some food, drink and entertainment premises will also be provided in Camden's growth areas, in particular at King's Cross. The Council wishes to see a range of such uses for all age groups within its centres, not just those that primarily involve drinking.
- 7.20 The Council recognises that individual small-scale food and drink uses outside larger centres can be important local facilities, reducing the need to travel and providing community meeting places. It therefore considers that neighbourhood centres are suitable for small-scale food and drink uses (generally less than 100 square metres) which serve a local catchment, provided they do not cause harm to the surrounding area or residents.
- 7.21 The Council's responsibilities as a licensing authority, separate to its planning functions, gives it additional influence on premises that sell alcohol and/or provide regulated entertainment or late-night refreshment. The Council's approach to licensing is set out in Camden's Statement of Licensing Policy. See also Policy CS17 – *Making Camden a safer place*.
- 7.22 The Council has also produced a series of area planning documents (for Camden Town, Central London, West Hampstead and Finchley Road/Swiss Cottage) which give more detailed guidance on how the Council will treat planning applications for shops, food, drink and entertainment uses in particular centres, taking into account their specific circumstances.

Camden's markets and areas of specialist shopping

- 7.23 Camden is well served by markets, ranging from street markets such as Inverness Street, Chalton Street, Leather Lane and Queens Crescent to the world famous Camden Town markets (e.g. the Stables and Camden Lock markets). Markets add greatly to the variety, interest and attraction of shopping in the borough and are a source of local employment, often providing more flexible and casual work opportunities. Street markets can be an important source of fresh food, often grown more locally than food from supermarkets. They can also help to meet the specialist food needs of ethnic communities; black and minority ethnic groups tend to make significantly more use of local markets than the general population.
- 7.24 It is important that markets are carefully managed to prevent any potential negative impacts such as congestion and litter. The Camden Development Policies document sets out detail on the Council's approach to planning applications involving markets (see policy DP11).
- 7.25 Camden has a number of areas which provide specialist shopping, drawing people from beyond Camden and often from beyond London. These include the area around Museum Street for antiquarian books, prints and coins; Hatton Garden for jewellery; Denmark Street for music; Charing Cross Road for books; Tottenham Court Road for furniture and electronics; Drummond Street for ethnic Asian shops and restaurants; and parts of Covent Garden and Camden Town for fashion. Like markets, these specialist shopping areas help to provide variety and individuality that is in contrast to the more standard range of shops found in many centres.
- 7.26 The Council aims to support and protect these areas, which make a great contribution towards the attractiveness and diversity of the borough. Camden's specialist shopping areas fall within Central London and Camden Town, for which we have produced specific area guidance. These recognise the role of our specialist shopping areas and, although councils have limited powers to protect specific retail uses, use the influence available to support and encourage them; for example, by restricting changes from shops (in use class A1) to other uses to maintain a stock of suitable premises.

Centre-specific planning objectives

- 7.27 Each of Camden's centres has its own character and role. These are described below, alongside the Council's objectives for each centre. The Council will expect development in our centres to reflect the character and role of the centre in which it is located, and meet our stated objectives for that centre.

- 7.28 The Council and its partners undertake a range of work to improve and support our centres. This includes improvements to the street environment and transport provision and measures to improve public safety and prevent crime and anti-social behaviour. Policy CS11 – *Promoting sustainable and efficient travel* and Appendix 1 – *Key infrastructure programmes and projects* (items 39-50, 55 and 56) give details of the delivery of the transport infrastructure improvements and public space enhancements that will benefit and support our town centres and Central London. These improvements will play a crucial role in helping to deliver our centre-specific objectives.
- 7.29 The way that town centres are managed can have an important impact on the success of a centre. The Council is currently in the process of reviewing its Town Centre Management Strategy, and is setting up appropriate management structures in order to pursue continued improvements to its centres. Town centre management will play an important role in taking forward the Council's objectives for each of its centres.



Centre specific planning objectives

Camden Town

Camden Town is a vibrant centre, internationally famous for its unique markets, independent fashion and its music and entertainment venues such as the Roundhouse and Koko. It is also home to many residents and to numerous businesses, small and large, notably media, cultural and creative industries, attracted by the area's unique atmosphere. Camden Town is the borough's biggest centre with the largest range of shops and services, and is designated as a Major Centre in the London Plan. The centre does not have a single character but broadly contains three parts – the commercial heart in the markets and around Camden Town tube station; the southern section which provides more traditional 'high street' shopping and serves a more local role; and Chalk Farm Road to the north with its mixed street frontage of restaurants, bars and specialist shops. A cluster of creative industries in the areas around Camden High Street also adds to the centre's vibrancy. The Camden Retail Study 2008 found that there is demand for the expansion of shop chains into the market area, which could drive up rents and threaten the traders in smaller shop units that provide much of Camden Town's attraction as a shopping destination.

Although Camden Town is a successful centre, it faces challenges in terms of crime and anti-social behaviour. The centre is recognised as a priority for the Council and its partners in Camden's Community Strategy. The challenge is to make Camden Town a successful and safe place with something for local people and visitors of all ages, without losing important aspects of its unique character.

The Council's approach to supporting and promoting the success of Camden Town will include:

- **improving the street environment and pedestrian movement, and reducing negative traffic impacts generated along Camden High Street.** The Council has a programme of works to improve streets and spaces in Camden Town. Camden Town Unlimited have produced *Camden Town First – Streets, Spaces and Places – A Vision for Change* which sets out the business community's aims for improving Camden Town's environment. We will also continue to seek improvements to Regent's Canal, which contributes to the unique character and setting of the centre;
- **making Camden Town feel safer through community safety measures.** We will continue to work with the police and other agencies to reduce the overall crime rate in Camden Town. Camden's Community Safety Partnership Strategy, Camden Safe, sets out specific targets and actions to reduce crime and anti-social behaviour in the area. All development should include appropriate design measures to prevent crime and anti-social behaviour;
- **seeking to protect the special character and attractiveness of Camden Town by pursuing the continued provision of small shop units.** Development schemes in the upper part of Camden High Street/markets area (north of Inverness Street and south of the railway bridge) will be expected to provide small shop units consistent with this part of the centre, which is characterised by small ground floor premises. Larger units in this location would be harmful to the character and diversity of Camden Town, and to the viability of small, independent traders. As a guide, units larger than 100 sq m will not be permitted in this part of the centre. Larger shop units will be supported in the southern part of Camden High Street;
- **supporting and promoting the creative industries sector in Camden Town.** Camden Town has significant opportunities to develop its creative industries, given the large number of existing media, cultural and other creative businesses that are clustered around Camden High Street, and opportunities resulting from the nearby redevelopment and transport improvements at King's Cross. We will seek to enable the growth of this sector by: supporting the provision of new, high quality offices, studios, workshops and other premises, and working in partnership with Camden Town Unlimited, to actively support, promote and attract creative industries to the area;



- **managing the balance of retail and leisure uses.** The Council will continue to ensure that the majority of uses on the southern part of Camden Town (south of the Jamestown Road) are in retail use, whilst allowing for more equal balance between retail and non-retail uses to the north, as set out in our Revised Planning Guidance for Camden Town supplementary document. The Council will welcome uses that add to the centre's choice of facilities and attractions for people of different ages;
- **ensuring that Camden has a well-managed night time economy.** Our planning guidance for Camden Town aims to manage the location and concentration of food, drink and entertainment uses, particularly those which operate late into the evening, so they enhance the area through their contribution to its attraction and vibrancy and do not cause harm to the quality of life of local people or the character of the area and its other uses and activities. The Council's Statement of Licensing Policy contains special policies on the cumulative impact of these uses in Camden Town that restrict new premises licences and new club premises certificates;
- **retaining the special built character of Camden Town by promoting high quality design** of buildings, shopfronts, signage etc that reflects the scale and character of Camden Town centre. The Council has produced Conservation Area Appraisals and Management Strategies for the Camden Town conservation area and the Regent's Canal conservation area, which includes part of Chalk Farm Road. We will take these into account when assessing planning applications for sites in the area. We will seek to retain the distinctive and varied character of the area's heritage assets such as conservation areas and will expect new development to contribute positively to them;
- **promoting and protecting Camden Town's markets.** Camden's markets (Camden Lock, Stables, Canal, Inverness Street and Camden (Buck Street) markets) are a fundamental element in the success and vitality of Camden town centre as well as being an important tourist attraction. Please see above and the Camden Development Policies (policy DP11) for further information on our approach to markets;
- **supporting transport improvements,** in particular improvements to Camden Town Underground Station, and changes to traffic circulation; and
- **identifying development opportunities.** Camden Site Allocations will set out the Council's approach to major development sites in the borough to help deliver the objectives of the Core Strategy and will include sites within Camden Town.

Kilburn High Road

Kilburn High Road straddles the border of Camden and Brent, and is the second largest centre in the borough. It has a large number of small, independent shops and relatively few national chain stores. Although it is designated as a major centre in the London Plan, the centre mostly serves the day-to-day needs of the local population. The Camden Retail Study 2008 found that the economic performance of Kilburn has improved. It also found that the area's evening economy is strong, in particular to the northern end of the High Road, which contains a range of cultural and leisure uses. This is a continuation of Kilburn's historical role as a meeting place and destination for music and other cultural purposes. The southern end of Kilburn High Road has benefited from a number of mixed developments in recent years.

The Council considers that Kilburn will continue its current role serving a predominantly local catchment, while seeking to enable the High Road to take better advantage of its relatively affluent local population, and improving the overall balance and quality of retail available. The Council will continue to work with its partners, in particular the London Borough of Brent and the police, to make the town centre cleaner, safer and more successful.

As there are limited development opportunities on the Camden side of Kilburn High Road, the Council will focus on improving what already exists. A number of ways in which improvements can be achieved go beyond the scope of town planning and relate to management and partnership working; for example, more high quality shop frontages to increase the quality and attractiveness of the centre. The Council work with its partners to investigate providing funding and advice to shop owners to pursue these improvements.

The Council will:

- enhance the street and public spaces through the delivery of further improvement projects in order to make Kilburn High Road a more attractive centre. Where possible, the area's history and heritage should be used to inform the design of schemes to reinforce Kilburn's identity;
- seek to make the High Road a diverse and vibrant centre that takes advantage of its strengths. We will place an emphasis on three 'zones': a shopping core to the centre; a mixed use, cultural zone to the north; and a mixed use zone to the south of Kilburn High Road station. We will focus shopping provision in the core of the centre and allow a wider range of other uses elsewhere – see our Camden Planning Guidance supplementary planning document for more detail on our approach;
- seek the provision of larger units as part of development proposals in the core of the centre, in order to attract a wider range of retailers to the area;
- enhance the character and quality of the 'cultural zone' to the north of the High Road, consolidating and building on the success and attractiveness of existing uses, such as the Tricycle Theatre, music and comedy venues and the range of diverse shops, restaurants, cafes and pubs; and
- improve safety and the perception of safety in Kilburn High Road by requiring development to include appropriate design measures to prevent crime and anti-social behaviour.





Finchley Road/Swiss Cottage

The main shopping area of Finchley Road/Swiss Cottage runs from the O2 Centre, with its concentration of food, drink and entertainment uses, to Swiss Cottage Underground Station, while the refurbished Swiss Cottage Leisure Centre and the listed Swiss Cottage Library provide a focus to the south. The centre runs either side of the busy A41 Finchley Road (managed by Transport for London), which creates a barrier between the two sides of the centre, restricting pedestrian movement and creating a poor environment for visitors. Finchley Road/ Swiss Cottage town centre generally serves the local population, a role which is expected to continue. We have expanded the town centre boundary to include Swiss Cottage Library and Leisure Centre and the Hampstead Theatre (see Map 16), which provide a focus for the south of the centre.

The Council will:

- support the core shopping area and manage the location, concentration and impact of food, drink and entertainment uses in line with the Council's Planning Guidance for Finchley Road/Swiss Cottage in order to protect the character of the centre and the amenity of neighbouring residents;
- work with TfL to improve pedestrian links across Finchley Road, and to assess long term opportunities to reduce traffic impacts along the road, including the possible removal of the one way traffic gyratory;
- promote enhancements to the local environment. We will work with TfL to assess how further pedestrian improvements could be delivered for the centre, including works to improve the public area around Swiss Cottage station; and
- improve 'gateways' into the Centre from key side streets to the west and east of Finchley Road, as proposed in the Camden Local Implementation Plan 2005/06-2010/11.



West Hampstead

West Hampstead centre provides for local people's day-to-day needs for convenience and comparison shopping. It is highly accessible by public transport, with three stations (Thameslink, London Underground and London Overground). West Hampstead Interchange is identified as a growth area in this Core Strategy and the London Plan (see policy CS1 above – Distribution of growth). The extent of the growth area differs from that of the town centre, although the two intersect along West End Lane, between Broadhurst Gardens and the Thameslink station.

The northern end of the centre lies within the West End Green/Parsifal Road Conservation Area and has a high quality environment with a 'village' character. The southern end of the centre around the stations is less attractive and has a poor quality pedestrian environment, although the southernmost part of the centre is in the Swiss Cottage Conservation Area. West Hampstead has relatively high proportions of convenience (food), retail and A3 (restaurants and cafes) uses, many of which are independent.

The Council will seek to ensure that West Hampstead continues to provide a mix of uses to serve the local area, but will avoid further loss of ground floor retail uses. We will:

- work with Transport for London and other partners to improve interchange between rail, underground and bus services and improve the ease of pedestrian movement in the area (see CS11 – *Promoting sustainable and efficient travel*);
- seek to improve the street environment south of West End Green, in particular, to enhance the street scene around the transport interchange area between Broadhurst Gardens and the Thameslink station;
- ensure that development around the interchange provides an appropriate mix of uses and contributes towards improved interchange facilities and a high quality street environment (see CS1 – *Distribution of growth*);
- seek to control the location and concentration of food, drink and entertainment uses in West Hampstead town centre to ensure that they do not cause harm to residents or the character and retail function of the centre by applying the guidance set out in the Council's Supplementary Planning Document for West Hampstead; and
- make sure that development conserves or enhances the special character and appearance of West Hampstead by applying the guidance in the conservation area statements for the area.

Kentish Town

Kentish Town centre provides shopping and service uses for the local area. The Camden Retail Study 2008 found that Kentish Town has a good range of shops and services for a centre of its size, with many independent traders, and a significant amount of food and drink uses.

Although the centre has recently been subject to improvements to the street environment and pedestrian movement, it remains congested for much of the day, bringing noise and pollution impacts for users of the centre.

The Council will:

- support the character and retail role of Kentish Town by managing the proportions of non-retail premises, in line with the approach set out in the Council's Camden Planning Guidance supplementary planning document;
- deliver further street and public space improvements to enhance conditions for pedestrians and reduce the impact of traffic on the centre, including changes to traffic signals, further pedestrian crossing improvements and new local squares; and
- improve the canopy area next to Kentish Town train station, and investigate the possibility of access via a bridge from the canopy area to Kentish Town Overground Station.

Around £500,000 has been secured from TfL to complete the proposals set out above, which form part of the five-year £4 million *Improving Kentish Town* project which is currently being delivered by the Council.



Hampstead

Although one of the smallest of Camden's centres, Hampstead draws more people from outside the borough than any town centre after Camden Town. Visitors are attracted to the area by its high quality environment, 'village' feel and upmarket shops, cafes and bars. The whole centre is within the Hampstead conservation area and includes many listed buildings, recognising its special character and architectural and historic importance. Opportunities to expand Hampstead centre are limited by environmental constraints and a lack of potential development sites.

The Council will focus on protecting Hampstead's current special character, attractiveness and success as a centre, enabling the centre to continue its role as a retail and leisure destination serving a wide catchment area, as well as the needs of the local population. In order to pursue these aims, the Council will:

- expect development in Hampstead to be of the highest quality design and be sensitive to the area's unique character and heritage assets. Development should be consistent with the Council's Hampstead conservation area statement;
- expect proposals for new or altered shopfronts to preserve or enhance the character and appearance of the centre and respect the original frontages;
- deliver small scale street and public space improvements to enhance conditions for pedestrians, where needed; and
- focus shopping provision in the core of the centre by managing the proportions of non-retail uses – see the Council's Camden Planning Guidance supplementary planning document for more detail on our approach.

Central London Frontages

Central London contains a number of shopping and service areas as part of its diverse mix of uses. These range from larger areas predominantly serving workers and visitors to neighbourhood centres serving local residents to areas of specialist shopping. The main shopping streets in Camden's Central London area have been designated as Central London Frontages. The Council's approach to these areas is set out below.

The Council's Planning Guidance for Central London supplementary document provides detailed information on our approach to food, drink, entertainment, specialist and retail uses in Central London. We will take this into account when assessing relevant planning applications in the area. Core Strategy Policy CS11 (Promoting sustainable and efficient travel) sets out in brief how the Council will improve public spaces across Central London. The Council will deliver improved pedestrian environment and signage along key routes, enhancing links between Camden's Central London area with the rest of the West End, and with key transport hubs, including King's Cross, St Pancras and Euston stations.





Tottenham Court Road/Charing Cross Road

This Central London Frontage operates as an extension to the West End and therefore attracts people from throughout London as well as visitors to the capital. It covers Tottenham Court Road, part of New Oxford Street, and the eastern side of Charing Cross Road as far as Cambridge Circus (the western side of Charing Cross Road falls within the City of Westminster). Tottenham Court Road and part of New Oxford Street lie within the West End Retail Special Policy Area designated in the London Plan.

Tottenham Court Road is well-known for its concentration of furniture and electrical goods stores and the Camden Retail Study 2008 found that it was performing well. The area around Tottenham Court Road Station is identified as a growth area in this Core Strategy and the London Plan. Policies CS1 – *Distribution of growth* and CS2 – *Growth areas* set out the Council's approach to development in the area.

Charing Cross Road also has a specialist retail role, with many book and music shops. The Camden Retail Study highlights the need to improve the pedestrian environment at Charing Cross, particularly towards its northern end.

The Council considers that Tottenham Court Road and Charing Cross Road are both likely to continue in their existing specialist retail roles, but considers that significant improvements to the pedestrian environment will be required to address current accessibility issues and to support increased pedestrian flow as a result of growth and the arrival of Crossrail. This will be particularly important at St Giles Circus, given its key location at the junction of Oxford Street and Tottenham Court Road, and its proximity to Tottenham Court Road station.

The Council will:

- promote and preserve the specialist retail character of Tottenham Court Road and Charing Cross Road by managing the level of shop and food, drink and entertainment uses in these areas, in line with the approach set out in our Planning Guidance for Central London supplementary planning document;
- support the expansion of the Central London Frontage and new retail uses along New Oxford Street, where this would not cause harm to residential amenity. Additional retail growth along the Central London Frontage will be achieved through redevelopment and refurbishment of existing premises;
- pursue significant improvements to the local pedestrian environment, including at St Giles Circus;
- work with Transport for London to investigate opportunities to turn Tottenham Court Road into a two-way road; and
- expect development to include appropriate measures to prevent crime and anti-social behaviour.



Holborn

This comprises the shopping streets of High Holborn/Holborn (from the junction of New Oxford Street to Holborn Circus), and most of Kingsway south of High Holborn. It primarily operates as a town centre for local workers and businesses, with a mix of comparison and convenience stores, banks and building societies, sandwich shops and other food and drink uses. The Holborn area is largely characterised by offices, and large office entrances often break up the frontage. Holborn is identified as a growth area in this Core Strategy and the London Plan. Details of the Council’s approach to development in the area are set out in policies CS1 – *Distribution of growth* and CS2 – *Growth areas*.

The Council will seek to increase the availability of ground floor retail uses at Holborn in order to create more active public spaces and a more cohesive local shopping and service area. The Council will:

- promote the shopping and service character of Holborn Central London Frontage by managing the level of shop and food, drink and entertainment premises in the area, in line with the approach set out in our Planning Guidance for Central London supplementary document;
- manage the night time economy using the Council’s Planning Guidance for Central London supplementary document. In addition, the Council’s Statement of Licensing Policy contains special policies on the cumulative impact of these uses in Holborn, which restrict new premises licences and new club premises certificates;
- expect the provision at ground floor level of new shop premises, or other appropriate uses, as part of the redevelopment of properties that do not currently contribute to the shopping and service character of the Frontage;
- improve pedestrian linkages with the West End through street enhancements;
- work with Transport for London to investigate opportunities to improve or change the gyratory system; and
- expect development to include appropriate measures to prevent crime and anti-social behaviour.

King's Cross/Euston Road

This Central London Frontage is the main commercial area around King's Cross, including parts of Euston Road, King's Cross Road and Grays Inn Road. Active ground floor uses along these roads are not continuous, but are broken up by large uses such as King's Cross and St Pancras stations, the British Library and Camden Town Hall. The eastern and western parts of this Central London Frontage have different characteristics. The eastern part is characterised by small or medium scale buildings with a mix of commercial uses on the ground floor serving local residents, workers and travellers, with residential, hotel and office accommodation above. Pressure for additional food and drink uses here has generally been resisted in order to preserve the character and function of this area, and to prevent unacceptable cumulative impacts. The western part mainly consists of large office and hotel buildings. The ground floors of many of these buildings contain shops or food and drink uses which serve the local worker and hotel populations.

King's Cross and Euston are identified as growth areas in this Core Strategy (see Policy CS1 – *Distribution of growth*) and the London Plan. However, the growth areas are geographically separate to the King's Cross/ Euston Road Central London Frontage (see Map 2). The Council will work with its partners to ensure that growth contributes to improving the quality of the shopping environment along the frontage, particularly at the eastern end, reflecting its position as a gateway to London and a key new business area.

The Council will:

- resist proposals for further loss of retail uses or for additional food, drink and entertainment uses in the eastern part of this Central London Frontage in order to protect the retail role of the frontage and to prevent unacceptable cumulative impacts. The exception to this is the block bounded by Pentonville Road, King's Cross Bridge and St Chad's Place, where there is currently no housing and redevelopment may provide opportunities for food, drink and entertainment activities, as well as retail space;
- encourage the introduction of active ground floor uses, such as shops and other appropriate uses, as part of the redevelopment of existing buildings that currently do not have an active ground floor use;
- permit additional food, drink and entertainment uses in the western part of the Frontage provided that they do not undermine the area's retail function and the mix of uses in the area, in line with the approach set out in Camden's Planning Guidance for Central London supplementary document;
- expect development to include appropriate design measures to prevent crime and anti-social behaviour, in order to make King's Cross and Euston feel safer; and
- seek to improve the street scene along the frontage, particularly at the eastern end, including working with TfL to identify opportunities to enhance the pedestrian environment and crossing opportunities along Euston Road and Pentonville Road.





Neighbourhood Centres

Camden has over 30 neighbourhood centres which cater for the day-to-day shopping and service needs of their local populations. They contain a range of uses including shops, food and drinks uses, doctor's and dentist's surgeries and financial and professional services, and often have housing on upper floors. Housing is the Council's preferred use above ground floor level in neighbourhood centres and we will promote the residential use of vacant or underused floors. Commercial and community uses are considered acceptable uses of upper floors providing they do not cause harm to the amenity of existing residents or introduce activity that would prejudice future residential use on other levels or in neighbouring properties.

The Council will seek to retain a strong element of convenience shopping for local residents in Camden's neighbourhood centres and ensure that any development in them does not harm the function, character or success of that centre. We will take into account the individual character of the centre when assessing development proposals but, as a guide, we will resist schemes that would result in less than half of ground floor premises in a neighbourhood centre from being in retail use or in more than three consecutive premises being in non-retail use. We will also take into account any history of vacancy in shop units and the prospect of achieving an alternative occupier for vacant premises.

Applications for food, drink and entertainment uses will be carefully assessed to minimise the impact on local residents and the local area (see above). The Camden Development Policies document contains the Council's detailed policies to manage the impact of food, drink and entertainment uses (see policy DP12).

Key evidence and references

- Camden Retail Study 2008; Roger Tym and Partners
- Planning Guidance for Central London/Camden Town/Finchley Road/Swiss Cottage/West Hampstead; London Borough of Camden (various dates)
- Camden Statement of Licensing Policy 2008)
- Camden Local Implementation Plan (LIP) 2005/06 – 2010/11
- Independent Review of Camden Town Centres Final Report; Tribal; April 2009
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- Planning Policy Statement (PPS) 4 - Planning for Sustainable Economic Growth; CLG; 2009
- Planning for Town Centres: Practice guidance on need, impact and sequential approach; CLG; December 2009
- Central London Retail 2009: West End; CBRE

CS8. Promoting a successful and inclusive Camden economy

- 8.1 Camden has a strong and diverse economy that makes an important contribution to the economy of London and the whole UK. It is the third largest employment centre in London after the City and Westminster, and eighth largest in the UK (Annual Business Inquiry 2007). The success of our economy relies on the wide variety of employment sectors that are present in the borough including, professional and business services, the growing 'knowledge economy', for example higher education and research and creative industries such as design, fashion and publishing. Camden also has a large number of jobs in the health sector, hotels and restaurants, legal services and transport and distribution. The majority of jobs in the borough are located south of Euston Road (61%), with the highest concentration in the Holborn and Covent Garden area. There are also concentrations of employment at Euston, Camden Town and the town centres in the north of the borough. Camden also attracts mid- and small-scale creative organisations. These often cluster together in tailored buildings, for example Cockpit Arts and Kingsgate Workshops, or in certain parts of the borough, such as the wider King's Cross area, which contains over 300 small cultural and creative industries, and Camden Town, with its concentration of design and media firms. Camden's shops also have a significant role as local employers as well as being valuable community facilities.
- 8.2 Thousands of people travel into the borough every day to work to take advantages of these opportunities. However, 80% of jobs in Camden are taken by non-residents. Many local residents do not have the skills or qualifications sought by the borough's employers, particularly in 'knowledge-based' business. *Creating a strong Camden economy that includes everyone* is one of the four aims of our Community Strategy, whose overarching vision is that Camden will be a borough of opportunity. To help achieve this aim, the Council's Economic Development Framework will promote the borough as an even better location for business, support local business activity and enable more Camden residents to get involved in employment, education and training.
- 8.3 Policy CS8 will be a key element in achieving the vision and objectives of the Community Strategy and this Core Strategy by providing for the jobs and training opportunities needed to support Camden's growing population and by securing land and premises for the borough's businesses.



CS8 – Promoting a successful and inclusive Camden economy

The Council will secure a strong economy in Camden and seeks to ensure that no one is excluded from its success. We will:

- a) promote the provision of 444,000 sq m of permitted office floorspace at King's Cross as well as in the range of 70,000 sq m of office provision at Euston with further provision in the other growth areas and Central London to meet the forecast demand of 615,000 sq m to 2026;
- b) support Camden's industries by:
 - safeguarding existing employment sites and premises in the borough that meet the needs of modern industry and other employers;
 - safeguarding the borough's main Industry Area; and
 - promoting and protecting the jewellery industry in Hatton Garden;
- c) expect a mix of employment facilities and types, including the provision of facilities suitable for small and medium sized enterprises, such as managed, affordable workspace;
- d) support local enterprise development, employment and training schemes for Camden residents;
- e) recognise and encourage the concentrations of creative and cultural businesses in the borough as well as supporting the development of Camden's tourism sector whilst ensuring that any new facilities meet the other strategic objectives of the Core Strategy; and
- f) recognise the importance of other employment generating uses, including retail, markets, leisure, education, tourism and health.

Offices

- 8.4 The high concentration of property, banking and service activities and large number of publishing and media businesses in the borough mean that over 40% of Camden's jobs are in offices (Annual Business Inquiry 2007). The majority of our office stock is in Central London, particularly in the area between the City and the West End, which is characterised by a high number of small to medium sized, multi-let buildings, with a smaller number of large, single occupier buildings.
- 8.5 The Camden Employment Land Review 2008 forecasts that the demand for offices will increase by 615,000 sq m between 2006 and 2026. To meet this demand, the Council will direct new business development to the growth areas of King's Cross, Euston, Holborn and Tottenham Court Road, elsewhere in Central London, the town centres (except Hampstead) and other accessible established office locations (see policy CS3).
- 8.6 The majority of demand will be met at King's Cross, where 444,000 sq m of new office space has been granted planning permission. There will be further large scale office development in Euston, where the Council envisages in the region of 70,000 square metres of business floorspace being provided in the second half the Core Strategy period. Therefore, King's Cross and Euston are expected to provide over 80% of the projected 615,000 sq m of demand for office space. We expect the remaining demand to be met by significant but smaller levels of office development are also expected in the growth areas of Holborn and Tottenham Court Road as well as the other locations listed above in paragraph 8.5.
- 8.7 Smaller scale office development will also occur at other sites across Central London, with some provision in Camden Town. This will ensure that the remainder of the projected demand for offices is met. There is capacity for the forecast level of provision to be exceeded, subject to market conditions over the plan period. The Council's expectations for major development sites in the borough, many of which will provide office premises, are set out in our Site Allocations document.

- 8.8 The provision outlined above means that the future supply of offices in the borough can meet projected demand. Consequently, the Council will consider proposals for other uses of older office premises if they involve the provision of permanent housing (in particular, affordable housing) and community uses. Please refer to policy DP13 in Camden Development Policies for more detail on our approach.
- 8.9 The Camden Employment Land Review 2008 identifies the town centres of Swiss Cottage, Kilburn and Kentish Town as having an important role for businesses that provide local services. Although these areas are not expected to experience an increase in demand for office space, we will protect existing offices in these locations subject to the criteria set out in policy DP13 in Camden Development Policies. Please see below for further information on measures to support local businesses.

Industrial and light-industrial premises

- 8.10 Camden has one of the lowest stocks of industrial and warehousing space among London boroughs. Our stock includes a few modern, purpose-built premises, a large number of older purpose-built units, railway arches, mews and converted residential spaces. These are spread across the borough with a number of concentrations in areas such as Kentish Town, West Hampstead, Kilburn and Gospel Oak. The Camden Employment Land Review 2008 found that the cost of industrial locations in Camden is high, indicating that supply does not meet demand. However, there has been pressure to redevelop the borough's stock of land used for employment purposes, particularly manufacturing and industry, for higher value uses, principally housing. Once employment land in the borough has been developed for an alternative use it is very unlikely it will ever be returned to industrial use. There has been virtually no new provision of such premises in the borough for many years.
- 8.11 Camden has strong trading links with London's Central Activities Zone (CAZ) and the borough's industrial and warehousing businesses provide it with a range of vital goods and support services. To make sure Camden's new and existing businesses support, and benefit from, the Central London economy, we need to ensure that sites and premises of adequate quality are provided. If suitable premises are not available in Camden these types of services will increasingly be located further away from Central London, with increases in travel and congestion and a potentially negative economic affect on important Central London functions.
- 8.12 Premises suitable for industrial, manufacturing and warehousing businesses provide jobs for people who would otherwise be at high risk of being unemployed or workless. The Camden Employment Land Review 2008, using data from the National Employer Survey 2003 and the Annual Business Inquiry 2006, found that the skills required for these sectors are fundamentally different from other sectors with similar qualification level requirements, such as retail, leisure and hospitality. Therefore, it is unlikely that the retail or hospitality sectors will provide straightforward alternative job opportunities for people losing industrial/warehousing jobs in the borough.
- 8.13 In response to the factors outlined above, the Council will continue to protect industrial and warehousing sites and premises that are suitable and viable for continued use. This will help to provide premises for new and expanding businesses, support the Central London economy and secure job opportunities for local people who may find difficulties finding alternative work. In addition, we will promote development that includes space for industrial uses to serve the Central London business market. Please refer to our Camden Development Policies document for our detailed approach to the protection of industrial premises and sites.
- 8.14 The Council's approach to industrial land is consistent with the Mayor of London's Industrial Capacity Supplementary Planning Guidance 2008, which recognises the limited amount of industrial land relative to demand in Camden and so includes the borough in the "Restricted Transfer" category where boroughs are encouraged to adopt a more restrictive approach to the change of industrial sites to other uses.

C 22. A new creative space for Camden.



Industry area

- 8.15 There are few concentrations of industrial and warehousing uses left within Camden. The area between Kentish Town and Gospel Oak is the only area of land in the borough to have a mix of such uses and no housing, making it particularly suited for continued employment use (see Proposals Map). The Council will retain this Industry Area for industrial and warehousing uses by resisting any proposals that would lead to the loss of sites in Use Classes B1(b), B1(c), B2 and B8 and sui generis uses of a similar nature. Development should not prejudice the nature of the Industry Area by introducing inappropriate or conflicting uses.

Creative industries

- 8.16 Camden is home to a large proportion of creative and cultural businesses,²³ particularly in the visual and performing arts, music, and video, film and photography sectors. The Creative and Cultural Industries Research Report and Action Plan 2009 found that these types of businesses create around 40,000 jobs and have an annual gross turnover of about £1 billion in Camden. The report also identifies concentrations of creative and cultural businesses across the borough, with the largest in Camden Town and smaller concentrations in and around King's Cross, Euston, Gospel Oak and Hatton Garden.
- 8.17 Camden Town has one of the largest concentrations of creative businesses in inner London with over 500 creative workplaces and around 5,000 employees.²⁴ Creative businesses are attracted to the area because of its value for money – rents are lower than in other creative locations such as Soho and Shoreditch, and also because of Camden Town's unique character, which attracts a young and creative workforce. However, the Economic Impact Assessment 2009 for Camden Town identified a number of barriers which have had a negative impact on the growth of this sector and could potentially undermine efforts to develop and support this important creative cluster. The key finding was a lack of depth and quality of the business offer, and the report recommended a number of interventions including:
- address shortage in supply of quality premises, suitable for creative industries, under 1000sqft;
 - improve the quality of the streetscape environment;
 - re-energise the retail/leisure sector to diversify offer; and
 - address place identity and resolve conflict between visitor/business identity.

REFERENCES

²³ 17.5% of all VAT registered businesses in Camden (2009)

²⁴ Source: Camden Town Unlimited – Economic Impact Assessment 2009 (Hunt Dobson Stringer)

- 8.18 The Council recognises the importance of creative industries, especially the contribution they make to the individual character and vitality of the borough. We have a number of initiatives to develop and support the creative economy in Camden, including funding for a wide range of agencies which help to promote the sector, for example, CreateKX which supports the creative businesses in the King's Cross area. We will continue to encourage and support the growth of this sector through implementation of the action plan contained in the Creative and Cultural Industries Research Report 2009, the recommendations outlined by the Camden Town Economic Impact Assessment and also by ensuring the provision of a range of premises, particularly for businesses that require more flexible workspaces (see para 8.20).

Hatton Garden area

- 8.19 Hatton Garden has been an established centre for the jewellery industry since the 19th Century and today the area is home to nearly 500 businesses and over 50 shops related to the industry. The 2009 Study *Supporting Hatton Garden; Priorities for Investment* examined the progress in strengthening the jewellery sector in the area. The study found that Hatton Garden received increased investment between 2005 and 2009 but that further investment was still needed to give the area a stronger identity and increase the number of visitors to the area. In order to promote Hatton Garden as a location for jewellery-related uses, the Council will seek to secure and retain premises suitable for use as jewellery workshops and related uses, e.g. the planned jewellery visitor centre. The Council's approach to the conversion of premises in Hatton Garden is set out in Camden Development Policies (DP13 – *Employment sites and premises*).

Providing a range of employment premises

- 8.20 Camden has a large proportion of small businesses, three quarters employing less than five people. However, there is a lack of high quality premises suitable for small businesses, particularly those less than 100 sq m. Therefore, we will continue to protect premises that are suitable for small businesses, particularly those under 100sqm, and ensure that new proposals do not result in a net loss of premises suitable for small businesses. Small businesses are often seeking premises that have flexible terms like shorter leases, layouts that can adapt as the business grows or changes, networking space to interact with other small business or meet with clients. Therefore, as well as safeguarding existing employment sites, we will seek the provision of innovative new employment floorspace in developments that will provide a range of facilities including: flexible occupancy terms, flexible layouts, studios, workshops, networking, socialising and meeting space that will meet the needs of a range of business types and sizes.
- 8.21 We will also encourage the provision of managed workspace or premises where this can be incorporated into developments with an employment component. This will help small and growing businesses and social enterprises in Camden to find suitable and affordable premises in buildings which are managed by a third party. Some workspace providers also supply administration and business services as well as a café/bar or other social space. Developers will be expected to liaise with the Council and managed workspace providers to ensure that appropriate accommodation is provided. Please see our Camden Planning Guidance Supplementary Document for more information on the provision of flexible and affordable workspace.

Supporting local employment training schemes and enterprise development

- 8.22 As noted above, there is often a mismatch in the skills needed by the borough's employers and the skills of many members of the community. Improving access to training will increase employment opportunities for Camden residents by reducing this mismatch, giving them the skills needed to fill jobs both locally and further afield. Therefore, the Council provides and supports a range of schemes and initiatives that help to find local jobs for residents, for example Camden Working, a job brokerage service that provides a 'one stop shop' employment support and advice centre for anyone in Camden looking for a job or training, particularly those who have been unemployed for a long period or may be at risk of becoming long-term unemployed. The Council will encourage employers and/or developers to use this service to ensure they employ a proportion of local people.

- 8.23 To ensure that local residents benefit from the employment opportunities created during the construction of large developments in the borough, specific opportunities have been identified close to Camden's growth areas. For example, a construction training and recruitment centre has been established at King's Cross, which is close to, and will bring benefits to, a number of Camden's most deprived wards and therefore the Areas for Regeneration identified in the London Plan. This provides training in construction and runs a job brokerage service to match trainees to jobs in the construction industry local to King's Cross. The centre has recently achieved National Skills Academy status and receives support and funding from the Learning and Skills Council. We will expect suitable developments to provide training opportunities on-site or make use of the King's Cross construction training centre, for example by using the centre's ready made provision for apprenticeships and other training schemes.
- 8.24 The Council has also established a local supply initiative to help local companies benefit from the economic opportunities arising from the major developments taking place in the borough. This aims to appoint suitable local subcontractors and suppliers from a database of pre-screened local companies from Camden and Islington. The Council will work closely with developers, contractors and sub-contractors to find opportunities within their procurement schedules for local companies and organise events to bring buyers and suppliers together.
- 8.25 Large schemes which have significant job creation potential will be expected to produce an Employment and Training Strategy to cover how the matters covered in paragraphs 8.20-8.22 will be addressed and supported. This will be agreed by the Council and secured via a S106 agreement. More information on our approach to Employment and Training Strategies will be in our Camden Planning Guidance supplementary document.
- 8.26 The Council and its partners have formed the Camden Business Partnership to help support local business and promote enterprise. This provides opportunities to access business related information and advice, enabling businesses to sustain growth. In addition, advice, training and information to help local people to set up their own business or expand their existing small business is available from various organisations that work in partnership with the Council, for example Centa Business Services – Camden's enterprise agency.
- 8.27 In addition, the Council recognises the importance of targeted private sector partnerships, including:
- InHolborn (Business Improvement District);
 - Camden Town Unlimited (Business Improvement District);
 - Mid Town Business Club;
 - King's Cross Business Forum;
 - Kilburn Business Partnership.

The Council will work with local business groups and partnerships, such as those listed above, and recognise their role in supporting Camden's growth.



Tourism

- 8.28 Camden also has an exciting and wide variety of tourist and cultural attractions, from major institutions, such as the British Museum and British Library; to open spaces like Hampstead Heath and Primrose Hill; shopping destinations like Camden Town's markets and Covent Garden; music venues such as the Roundhouse, Camden Palace (Koko) and the Forum; Regent's Canal; and historic places, such as Hampstead and Bloomsbury. These attract 10 million visitors a year from throughout London, the UK and beyond and contribute greatly to the vibrancy, image and economy of Camden and London as a whole. The visitor economy contributes £566 million per annum and provides around 16,500 jobs in Camden, which is 10% of all tourism related employment in inner London. However, relatively few (1,500) of these jobs are filled by local residents (Study of the Visitor Economy in Camden 2009).
- 8.29 The Council recognises the importance of the visitor economy in Camden and will support the continued growth of the sector by implementing the Action Plan set out in the 2009 Study of Camden's Visitor Economy. The action plan recommends activities such as encouraging Camden residents into tourism related jobs, marketing campaigns to improve residents engagement and perception of the value of this economy and increasing the awareness of attractions in and around the borough through schemes such as 'Legible London', which aims to make it easier for pedestrians to find their way around Central London (see policy CS11). See Camden Development Policies for more guidance on the Council's approach to tourist attractions, hotels and other visitor accommodation.

Key evidence and references

- Camden Together – Camden's Sustainable Community Strategy 2007 – 2012; London Borough of Camden; London Borough of Camden
- Camden Economic and Labour Market Profile 2009; London Borough of Camden
- Camden Economic Development Framework 2009; London Borough of Camden
- Annual Business Inquiry 1998-2007 – Analysis for Camden; London Borough of Camden
- Camden Employment Land Review 2008; Roger Tym and Partners
- Camden Town Unlimited – Economic Impact Assessment 2009 (Hunt Dobson Stringer)
- Supporting Hatton Garden – Priorities for Investment Review, January 2009; MCA Regeneration
- Study of the Visitor Economy in Camden 2009; Acorn consultants
- Creative and Cultural Industries in Camden – A research report and action plan 2009; URS
- The London Plan (consolidated with Alterations since 2004) 2008; Mayor of London
- Sustaining Success – the Mayor's Economic Development Strategy 2005; Mayor of London
- The demand for premises of London's SMEs, July 2006; London Development Agency
- Local Area Tourism Impact Model – Camden borough report May 2008; London Development Agency
- Industrial Capacity (London Plan consolidated with alterations 2004) Supplementary Planning Guidance (March 2008) The Greater London Authority
- Consultation Paper on a new Planning Policy Statement (PPS) 4 – Planning for Prosperous Economies; Communities and Local Government

CS11. Promoting sustainable and efficient travel

- 11.1 Camden benefits from excellent transport provision, including a direct link to continental Europe through St Pancras International; national rail services at King's Cross, St Pancras and Euston; 23 tube stations within the borough or on its boundary, 55 bus routes and 27 night bus routes. These provide excellent accessibility within Camden, to the rest of London and beyond. However, the borough also faces considerable challenges in relation to transport. Its road and public transport networks are subject to significant congestion, and air quality is a serious issue.
- 11.2 The Council needs to address these challenges and ensure that transport provision contributes towards our approach to managing the significant growth in the borough, as set out in Section 1. Policy CS11 promotes a range of sustainable transport measures and the delivery of additional infrastructure to support growth and relieve existing pressures on the transport system. It builds on, and helps to deliver, the sustainable transport priorities established in the Council's Green Transport Strategy. This aims to encourage more walking and cycling and reduce traffic in the borough by 15% from 2001 levels.



CS11 – Promoting sustainable and efficient travel

The Council will promote the delivery of transport infrastructure and the availability of sustainable transport choices in order to support Camden's growth, reduce the environmental impact of travel, and relieve pressure on the borough's transport network.

Improving strategic transport infrastructure to support growth

The Council will promote key transport infrastructure proposals to support Camden's growth, in particular:

- a) King's Cross station improvements;
- b) the redevelopment of Euston Station and the provision of an improved public transport interchange;
- c) Crossrail services and associated station improvements at Tottenham Court Road;
- d) improved interchange at West Hampstead;
- e) improvements to facilities at Camden's London Underground and Overground stations, including at Camden Town and Holborn; and
- f) improvements to encourage walking and cycling as part of transport infrastructure works.

The Council will protect existing and proposed transport infrastructure (including routes for walking, cycling and public transport, interchange points, depots and storage facilities) against removal or severance.

Promoting sustainable travel

In order to support Camden's growth and to promote walking, cycling and public transport, the Council will:

- g) improve public spaces and pedestrian links across the borough, including by focusing public realm investment in Camden's town centres and the Central London area, and extending the 'Legible London' scheme;

- h) continue to improve facilities for cyclists, including increasing the availability of cycle parking, helping to deliver the London Cycle Hire Scheme, and enhancing cycle links; and
- i) work with Transport for London to improve the bus network and deliver related infrastructure, and support proposals to improve services and capacity on the tube, London Overground and Thameslink.

Making private transport more sustainable

As part of its approach to minimising congestion and addressing the environmental impacts of travel, the Council will:

- j) expand the availability of car clubs and pool cars as an alternative to the private car;
- k) minimise provision for private parking in new developments, in particular through:
 - car free developments in the borough's most accessible locations and
 - car capped developments;
- l) restrict new public parking and promote the re-use of existing car parks, where appropriate;
- m) promote the use of low emission vehicles, including through the provision of electric charging points; and
- n) ensure that growth and development has regard to Camden's road hierarchy and does not cause harm to the management of the road network.

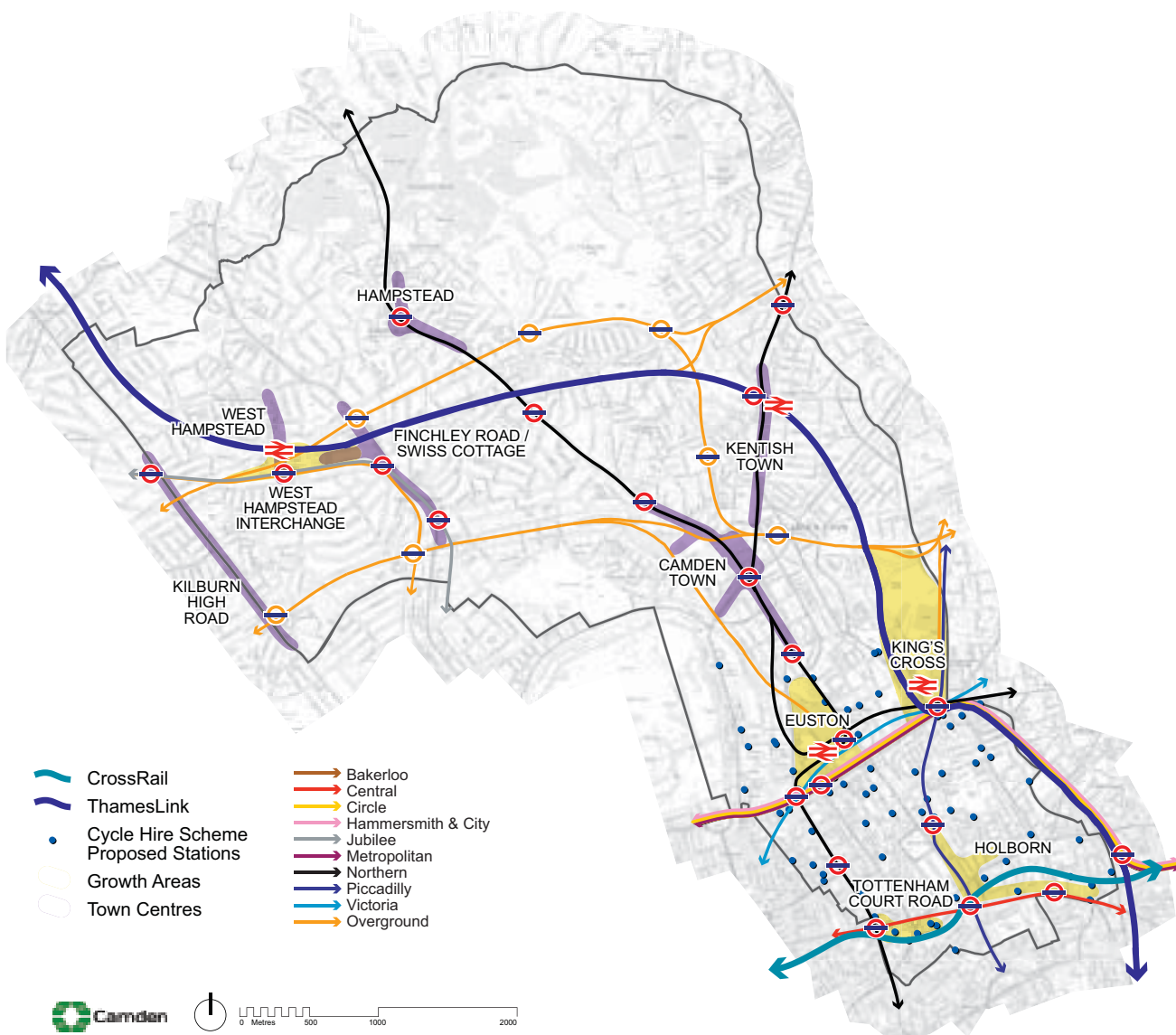
Promoting the sustainable movement of freight

The Council will seek to reduce freight movement by road; encourage the movement of goods by canal, rail and bicycle; and minimise the impact of freight movement on local amenity, traffic and the environment.

Improving strategic transport infrastructure to support growth

11.3 The strategic transport infrastructure projects identified in policy CS11 will play a central role in supporting future growth in the borough, with the development concentrated in locations that are, or will be, subject to significant improvements to transport facilities, services and capacity. The key infrastructure programmes and projects identified in Appendix 1 set out further details regarding these schemes, including delivery timescales and responsibilities, and sources of funding (items 39-50). Map 3 shows Camden's key existing and proposed transport infrastructure.

Map 3: Transport



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11.4 All of Camden’s growth areas (see policies CS1 and CS2) will be subject to significant improvements in strategic transport infrastructure:

- King’s Cross will benefit from improved station facilities, significant tube capacity increases and improved service capacity and frequency on the Thameslink line;
- Euston will also benefit from an improved station and associated facilities and significant tube capacity increases. The Council will seek to deliver enhanced walking and cycling links to surrounding areas from both Euston and King’s Cross;
- Tottenham Court Road Station is due to be served by Crossrail by 2018 and there will be a new Crossrail station linked to Tottenham Court Road underground station. The Underground station will also benefit from substantial improvements and from additional tube capacity through planned Northern Line upgrades. The Council will work with its partners to ensure that walking links are improved around the station in order to accommodate the expected increase in pedestrian activity in the area;
- Holborn will benefit from increased tube capacity through the Piccadilly Line upgrade and, over the longer term, the Council will pursue opportunities to deliver substantial improvements to Holborn Underground station, although funding for such works has not yet been identified. The provision of a Crossrail interchange at Farringdon, located adjacent to the borough boundary in Islington, will provide additional capacity to the south east of the borough. This and measures at Tottenham Court Road may help to alleviate current pressure on Holborn station. Improvements to pedestrian signage through the ‘Legible London’ scheme should also make it easier for pedestrians to find their way around the area; and
- West Hampstead will benefit from improved service capacity at its Jubilee Line and London Overground stations, as well as increased service frequency and capacity at its Thameslink station. In addition, the Council and Transport for London are currently investigating a range of measures to improve pedestrian linkages in the interchange area between West Hampstead’s three stations, including addressing the need to widen pavements, and remodelling station entrances.

11.5 All of Camden’s town centres are served by at least one tube or Overground station, each of which will benefit from planned improvements to service capacity and, in some cases, increased service frequency (see Appendix 1 – items 43 and 44). Planned Northern Line capacity improvements have the potential to help to relieve current peak time congestion at Camden Town station. Neighbouring tube stations at Chalk Farm and Mornington Crescent will also benefit from Northern Line capacity improvements, which should also help to relieve pressure at Camden Town station. Although funding is not currently identified for the planned redevelopment of Camden Town Underground station, the Council has published a planning brief for the site and will pursue opportunities to deliver a better functioning, more accessible station that relieves congestion issues. Camden Road overground station will also benefit from planned capacity and service improvements on the North London Line.

11.6 The Council considers that the scale of transport improvements focussed on Camden’s main growth areas means that, in the event that any individual scheme is postponed or cancelled, sufficient transport infrastructure will be provided and other measures secured to support the levels of growth envisaged. For example, the range of planned tube, London Overground and rail

capacity improvements means that, if any single scheme did not occur, there will still be increased capacity on other lines. Also, walking, cycling and bus links will continue to be improved, and where appropriate, enhanced to meet reductions in planned capacity elsewhere.

- 11.7 Given the constraints on transport capacity in a densely developed area like Camden, almost every part of the existing transport infrastructure is a valuable asset. The Council will therefore seek to protect all existing and proposed facilities and links (including for Crossrail 2, also known as the Chelsea – Hackney Line), and safeguard the potential for improvements to the transport network. The Mayor of London's *Land for Transport Functions* supplementary guidance sets out further information on protecting land for transport.

Promoting sustainable travel options

- 11.8 The Council will complement the provision of strategic transport infrastructure by working to improve local level sustainable transport measures. Camden's Local Implementation Plan (LIP) sets out how we intend to deliver more sustainable transport, and is a key mechanism for the implementation of the transport objectives set out in this Core Strategy, including applying for the necessary project funding from Transport for London.

Walking

- 11.9 Walking is a 'zero carbon' form of travel that relieves pressure on infrastructure, both in terms of public transport infrastructure and Camden's roads. As such, the promotion of walking is an essential element of our approach to managing Camden's growth. It also provides significant wider social benefits in terms of promoting more active, healthy lifestyles (see policy CS16 *Improving Camden's health and well-being*), and helping to create more active vibrant streets and public spaces. Camden's Community Strategy seeks to improve conditions for pedestrians, and Camden's Walking Plan seeks to promote walking in the borough and to improve the street environment.
- 11.10 Policy CS14 – *Promoting high quality places and preserving our heritage* sets out the Council's approach providing attractive streets and spaces. Camden's Local Implementation Plan sets out key planned projects that will enhance our streets and spaces and provides a particular focus on the delivery of improvements in Camden's town centres and Central London. This reflects the higher level of activity in these areas, and the need to relieve current pressure on the public transport system by enhancing links between visitor generators and transport hubs. It also supports Camden's approach to future development by focusing improvements on locations that include the borough's growth areas. The Council will work with British Waterways, Natural England, other land owners/developers and users to improve the Regent's Canal and its towpath, which forms a main east-west pedestrian and cycle route through the borough (see Map 1 and policy CS15).
- 11.11 Improved pedestrian signage to help people find their way is also an important factor in encouraging more people to walk for shorter journeys, rather than using the car, tube or bus. Camden's Local Implementation Plan sets out how the Council will make it easier for people to find their way around through the 'Legible London' scheme, which provides new, simple signage for pedestrians. The Council is currently working with Transport for London and other partners, including neighbouring boroughs, to expand the initiative across the Central London Area. We will seek to extend the scheme throughout the borough – prioritising key destinations and localised centres where there is a concentration of amenities and a high level of pedestrian activity, including our town centres. New signage in these areas will be expected to reflect Legible London standards.
- 11.12 Public realm improvements will primarily be delivered by the Council using funds from Transport for London, to be sought through Camden's Local Implementation Plan. The Council's own funding and, where appropriate, developer contributions and will also be used to finance projects to promote walking. The Council will continue to work with Transport for London and neighbouring London boroughs to deliver improved pedestrian accessibility across borough boundaries. Camden is a member of the cross-borough Clear Zone Partnership, a key mechanism for delivering improvements to walking routes across Central London, linking King's Cross and Euston with Bloomsbury and Holborn, through to the River Thames and the West End (see policy DP32 in Camden Development Policies).

Cycling

- 11.13 As with walking, cycling is a sustainable means of travel that provides the opportunity to relieve congestion as well as promoting healthy, active lifestyles. Camden's Cycling Plan (Fourth Review 2008) seeks to promote increased cycling in the borough by improving cycling facilities and routes. We will:
- ensure that all opportunities are taken to maximise the availability of new cycle parking across the borough both in new developments and more widely in any areas where there is need for increased provision, such as at town and local centres. This will principally be delivered through Camden's Parking Standards for new developments (see policy DP18 in Camden Development Policies) and as part of town centre improvement projects;
 - provide 'cycle stations' in appropriate locations across the borough. These are cycle parking facilities available to the public, usually in a secure area with restricted access. Appropriate locations would include town centres, Central London and major transport interchanges. Such stations have already been secured as part of approved schemes at King's Cross (1,000 bicycle spaces) and Regent's Place/Euston Tower (around 70 spaces).
 - improve cycle links across the borough to encourage more cycling. We will seek to ensure that developments contribute to and, where appropriate, provide appropriate links with strategic cycle routes, including the London Cycle Network (a network of radial and orbital routes for cyclists throughout London); and
 - work with Transport for London and other partners, including neighbouring boroughs, to implement the London Cycle Hire Scheme. The scheme was introduced by the Transport for London Business Plan 2009/10-2017/18, and aims to provide places, firstly in Central London, then across the capital, where people can pick up and drop off bicycles. We will seek to ensure that the scheme is extended to key destinations across the borough, including our town centres.

Public transport

- 11.14 Camden will benefit from planned improvements to London Underground, London Overground and Thameslink service capacity, as well as the delivery of Crossrail. Between 2009 and 2020, Transport for London plans to significantly improve capacity on the Jubilee; Victoria; Northern; Piccadilly; and District, Hammersmith and City lines, as well as the London Overground North London Line, all of which pass through the borough. Also, the Thameslink train line serving St Pancras International is planned to benefit from significantly improved capacity and service frequency by 2015. Crossrail will provide a major new east-west train link through London, and help to support growth in the capital by tackling congestion and the lack of capacity on the existing rail network. The Mayor has introduced a policy in the London Plan and prepared Supplementary Planning Guidance - Use of planning obligations in the funding of Crossrail, to seek financial contributions from new developments towards the delivery of Crossrail, which is due to be completed by 2017. Please see Appendix 1 for further details on planned public transport infrastructure improvements (items 39-44).
- 11.15 In partnership with Transport for London, which manages the bus network across London, the Council will seek to ensure that Camden's growth is matched by improvements in bus services, where required. This will include provision of new bus facilities (for example, bus stops) where appropriate. Policies DP16 and DP17 in our Camden Development Policies Local Development Framework document set out the Council's expectations for new development in relation to transport capacity and public transport contributions.

Travel Awareness

- 11.16 The Council also works to encourage more sustainable travel in schools, businesses and communities through its travel awareness programme. We also work with schools and businesses to produce Travel Plans, which provide a package of measures to encourage safe, healthy and sustainable travel options, including through reducing the need to travel and unnecessary car journeys, and promoting active means of transport such as walking and cycling. Camden is part of the North Central Travel Plan Network, a group of north and central London boroughs (supported by Transport for London) that offers advice to businesses to help them to develop travel plans.

Making private transport more sustainable

- 11.17 The Council will continue to limit the amount of parking available for private cars. This represents a key part of our approach to addressing congestion, promoting sustainable transport choices, and facilitating the delivery of pedestrian and cycle improvements by maximising the amount of public space available to provide new walking and cycling facilities. Our approach to car parking will seek car-free development in the most accessible parts of the borough (Central London, town centres (except Hampstead) and other areas that are well-served by public transport). We will also seek car-capped developments where the provision of additional on-street parking would be harmful to parking conditions. Please see policies DP18 and DP19 in Camden’s Development Policies for more on our approach.
- 11.18 For journeys where more sustainable travel options are not practical, car clubs and car pools offer an alternative to privately owned cars. Car clubs are hire schemes that allow households to avoid the costs of car ownership, deter them from using cars for a trip which is convenient without one, and reduce the amount of car parking space needed. For business journeys, car pools have many similar advantages, and can remove the need for business-users to commute by car. The Council will seek to expand the availability of car clubs and car pools by encouraging provision for them as part of proposals involving additional parking (see policy DP18 in Camden Development Policies), as well as working with operators to secure more car club spaces on Camden’s roads where demand is identified.
- 11.19 Another part of the Council’s strategy to promote more sustainable travel options is to allow the loss of existing public car parks, where appropriate. This helps to promote the use of sustainable transport by limiting the availability of parking spaces, and also promotes more efficient use of land in the borough. For further details, please see policy DP19 in Camden Development Policies.
- 11.20 We will also encourage low emission vehicles by increasing the availability of electric charging points across the borough. Although still contributing to congestion, these vehicles do not have the air quality impacts of ordinary cars. Where provision for the use of private cars in new developments is unavoidable, the Council will therefore seek provisions such as electric charging points (see policy DP18 in Camden Development Policies).
- 11.21 The demand for movement, deliveries and car parking on Camden’s roads already exceeds the space available, meaning that effective management of Camden’s road network is essential. The Council will seek to ensure that new development does not cause harm to Camden’s road hierarchy, or to the ability of Council (and for strategic roads, Transport for London) to manage the road network. Policy DP21 in Camden Development Policies sets out our requirements regarding connections to the road network from developments.



- 11.22 A number of Camden's centres, in particular Camden Town and Swiss Cottage, suffer from a poor pedestrian environment due to gyratory systems that hinder movement and create a poor quality public realm. This has a negative impact on local amenity and the quality of life in these centres. While the Council acknowledges that these roads are important to maintaining smooth traffic flow through London, it will work with Transport for London to investigate long-term opportunities to remove or significantly alter these gyratories for the benefit of these centres and the people that use them.

Promoting the sustainable movement of goods

- 11.23 The movement of goods can have a significant impact on the environment, in terms of noise and disturbance, and air pollution. These impacts are particularly severe in an urban, densely populated borough, such as Camden. The Council will therefore seek to minimise the movement of goods and materials by road by:
- promoting alternative forms of freight movement that have lower environmental impacts, such as the use of Regent's Canal, rail freight and the use of cycle-freight as an extension to cycle courier services; and
 - seeking to deliver more efficient goods movement. We will work with our partners to explore the potential for a freight consolidation facility to serve Camden's Central London Area. These facilities are transfer and distribution centres that consolidate loads from a number of vehicles into single loads for delivery to a specific destination or area.
- 11.24 We will work with our partners, including Transport for London, developers, freight operators and businesses to assess how these aims could be achieved, including for the servicing of new developments both during construction and when in use. Camden is part of the Freight Quality Partnership for Central London, which brings together retailers, freight operators, Central London boroughs, and Transport for London to consider ways to achieve more efficient and sustainable movement of freight.
- 11.25 The Council will also seek to ensure that the impact of construction traffic and the servicing of future developments are kept to a minimum. Policy DP20 in Camden Development Policies sets out how we will seek to minimise the impact of freight movement from development. We are working with Transport for London to investigate opportunities to provide charging points for low emission goods vehicles, which can have a lower impact than normal vehicles in terms of both air pollution and noise.

Key evidence and references

- Camden Local Implementation Plan (LIP) 2005/06-2010/11
- Camden Green Transport Strategy 2008-2012
- Camden Walking Plan Second Edition 2006
- Camden Cycling Plan: fourth annual review 2008
- Camden Interim Parking and Enforcement Plan 2005/11
- Camden Road Network Management Plan (2006)
- Camden Streetscape Design Manual 2005
- Camden Sustainability Task Force Report on Transport
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- Transport for London Business Plan 2009/10-2017/18
- Land for Transport Functions Supplementary Planning Guidance; Mayor of London; 2007
- Planning Policy Guidance (PPG) 13: Transport; ODPM; 2001
- Camden Together – Camden's Sustainable Community Strategy 2007-2012

Camden Development Policies 2010-2025

Local Development Framework



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Providing jobs and facilities

DP10. Helping and promoting small and independent shops

- 10.1 Small shops, often run by independent traders and providing specialist shopping, help to sustain the diversity, vibrancy and character of our centres and smaller shopping areas and provide suitable premises for local businesses. However, they are threatened by the continuing trend towards fewer, larger shops. Many residents have expressed support for measures to encourage small shops and initiatives to encourage and promote retail diversity and entrepreneurialism in the borough.
- 10.2 The Council's strategy for promoting town centres and shops, set out in Camden Core Strategy Policy CS7 – *Promoting Camden's centres and shops*, includes resisting the loss of shops where this would cause harm to the character or function of a centre, and seeking to protect small and independent shops. Policy DP10 sets out our detailed approach on small and independent shops.

DP POLICY

DP10 – Helping and promoting small and independent shops

The Council will encourage the provision of small shop premises suitable for small and independent businesses by:

- a) expecting large retail developments to include a proportion of smaller units;
- b) attaching conditions to planning permissions for retail developments to remove their ability to combine units into larger premises, where appropriate;
- c) encouraging the occupation of shops by independent businesses and the provision of affordable premises.

The Council will seek to protect shops outside centres by only granting planning permission for development that involves a net loss of shop floorspace outside designated centres provided that:

- d) alternative provision is available within 5-10 minutes' walking distance;
- e) there is clear evidence that the current use is not viable; and
- f) within the Central London Area, the development positively contributes to local character, function, viability and amenity.

- 10.3 The Council's powers to help protect and promote small and independent shops are limited. For example, in most cases planning permission is not required to prevent adjacent shops being combined into larger premises. We resist the loss of shop premises in our centres where we consider that this would harm the character, function, viability and vibrancy of the area, but we cannot influence the occupier of individual premises or the type of goods and services they provide. Policy DP10 sets out some measures we can pursue in order to promote the provision of small and independent shops in new developments, and to protect shops outside centres. These are discussed below.



Provision of small shops as part of new developments

- 10.4 The Council will expect the provision of small shop units as part of large retail developments, provided that this is considered appropriate to the centre. The character of our centres and the Council's general approach to them is set out in policy CS7 of Camden's Core Strategy. Whilst the need for the provision of small units will vary on a case by case basis, we will consider the need for the provision of small units for schemes involving over 1,000 square metres of retail, and generally expect such provision for schemes of 5,000 square metres of retail or more. As a guide, small units are considered to be those that are less than 100 square metres gross floorspace, although we will take into account the character and size of shops in the local area when assessing the appropriate scale of new premises. Where appropriate, we will also use conditions on planning permissions to remove the ability of shop units in new developments to combine into larger units in the future without the need to apply for planning permission. The centre-specific profiles that support Core Strategy policy CS7 set out locations where the Council will expect the provision of small units where this is relevant to the character and function of particular centres (for example to the north of Camden High Street), and also where the provision of larger units will be supported (for example at Kilburn High Road and to the south of Camden High Street).
- 10.5 In addition to the above, we will encourage developers and owners to seek independent occupiers for small units, where possible, and provide premises at affordable rents to encourage small businesses. This will be achieved through the use of planning obligations, in line with the guidance set out in Circular 05/2005. We will work with developers to assess how such provisions can be taken forward as part of new developments. 'Independent occupiers' will be broadly considered to be businesses with no more than five stores. Affordable rents are considered to be those significantly lower than the market rate, and would normally be applied to accommodation for smaller, independent businesses. The Council will provide further details on its approach to affordable rents in an updated Camden Planning Guidance Supplementary Document.

Protecting shops outside centres

- 10.6 Camden has many individual shops, traditional pubs, cafés and small shopping and service parades, complementing the role of larger town and neighbourhood centres. These provide for the day-to-day needs of the local population, workers and visitors and help provide locally accessible facilities for people with mobility difficulties. They also play an important social role in the surrounding community, as well as contributing to the character and identity of the local area.
- 10.7 The Council wishes to retain local shops outside centres where possible, including those on small shopping parades. Therefore, we will resist the loss of shops (Use Class A1) unless there is alternative provision within 5-10 minutes walk (approximately 400-800 metres), depending on the scale of provision. We will also take into account the viability of the premises for the existing use, in particular any history of vacancy in a shop unit and the prospect of achieving an alternative occupier. However, we recognise that, as the number of people shopping locally has declined, it is unlikely that all shops outside centres will continue to find an occupier.
- 10.8 Within Camden's Central London area, there is significant competition between competing land uses. This means that additional protection is needed to prevent the widespread loss of A1 retail uses outside centres, in order to ensure that local shops are available for local residents, workers and visitors. Therefore, the Council will only grant permission for the loss of shops outside centres in Central London where it considers that the replacement use will also contribute positively to the local area. Appropriate alternative uses are considered to be housing and uses providing essential services for residents, businesses, workers and visitors such as professional and financial services, community facilities and launderettes. When assessing such applications we will also consider guidance in our supplementary planning documents, particularly Planning Guidance for Central London and Camden Planning Guidance.

Key evidence and references

- Camden Together – Camden's Sustainable Community Strategy, 2007 – 2012
- Planning Guidance for Central London/Camden Town/Finchley Road/Swiss Cottage/West Hampstead; London Borough of Camden; various dates
- Planning Policy Statement (PPS) 4 – Planning for Sustainable Economic Growth; CLG; 2009.



DP12. Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses

- 12.1 Camden Core Strategy policy CS7 – *Promoting Camden’s centres and shops* sets out the Council’s overall strategy for our centres and associated uses. It seeks to promote successful and vibrant centres, for example by:
- designating a hierarchy of town centres, Central London Frontages and neighbourhood centres;
 - promoting new retail development at King’s Cross, Euston and Camden Town, with additional retail in the growth areas at Tottenham Court Road, Holborn and West Hampstead and in existing centres;
 - seeking to protect the character and role of each of Camden’s centres; and
 - resisting the loss of shops where this would cause harm to the character and function of a centre or shopping provision in the local area.
- 12.2 Core Strategy policy CS7 also seeks to make sure that the impact of food, drink, entertainment and other town centre uses on residents and their local area is minimised. This is particularly important in Camden given the borough’s wide range of bars, restaurants and entertainment venues, which are concentrated in our centres and central London, areas with significant residential communities.
- 12.3 Policy DP12 below builds on Core Strategy policy CS7 and the advice contained in national Planning Policy Statement (PPS) 6 – *Planning for town centres* (and any subsequent guidance) by setting out our detailed approach to managing the impact of food, drink and entertainment uses and other uses suitable for centres. It is therefore important to refer to Core Strategy policy CS7 and PPS6 alongside policy DP12.



DP POLICY

DP12 – Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses

The Council will ensure that the development of shopping, services, food, drink, entertainment and other town centre uses does not cause harm to the character, function, vitality and viability of a centre, the local area or the amenity of neighbours. We will consider:

- a) the effect of non-retail development on shopping provision and the character of the centre in which it is located;
 - b) the cumulative impact of food, drink and entertainment uses taking into account the number and distribution of existing uses and non-implemented planning permissions, and any record of harm caused by such uses;
 - c) the impact of the development on nearby residential uses and amenity, and any prejudice to future residential development;
 - d) parking, stopping and servicing and the effect of the development on ease of movement on the footpath;
 - e) noise and vibration generated either inside or outside of the site;
 - f) fumes likely to be generated and the potential for effective and unobtrusive ventilation;
 - g) the potential for crime and anti-social behaviour, including littering;
- h) hours of operation;
 - i) noise/vibration, fumes and the siting of plant and machinery;
 - j) the storage and disposal of refuse and customer litter;
 - k) tables and chairs outside of premises;
 - l) community safety;
 - m) the expansion of the customer area into ancillary areas such as basements;
 - n) the ability to change the use of premises from one food and drink use or one entertainment use to another (within Use Classes A3, A4, A5 and D2);
 - o) the use of local management agreements to ensure that the vicinity of premises are managed responsibly to minimise impact on the surrounding area.

Contributions to schemes to manage the off-site effects of a development, including for town centre management, will be sought in appropriate cases.

- 12.4 Town centre uses include shops and markets (Use Class A1), financial and professional services (A2), cafes and restaurants (A3), drinking establishments (A4), hot food takeaways (A5), offices (B1a), hotels (C1), community uses (D1), including neighbourhood police facilities, and leisure uses (D2), and a number of other uses not in any use class (see *Other town centre uses* below). Policy DP12 will be applied to proposals for these uses, whether located inside or outside of a centre.
- 12.5 New shops, services, food, drink and entertainment uses can add to the vitality and vibrancy of Camden's centres and local areas. However, they can also have other impacts such as diverting trade and displacing existing town centre functions. As a result, the Council will seek to guide such uses to locations where their impact can be minimised. When assessing proposals for these uses the Council will seek to protect the character and function of our centres and prevent any reduction in their vitality and viability by requiring sequential assessments and impact assessments where appropriate (in accordance with Planning Policy Statement 4 *Planning for Sustainable Economic Growth*), and through implementing this policy.

- 12.6 The Council will not grant planning permission for development that it considers would cause harm to the character, amenity, function, vitality and viability of a centre or local area. We consider that harm is caused when an impact is at an unacceptable level, in terms of trade/turnover; vitality and viability; the character, quality and attractiveness of a centre; levels of vacancy; crime and anti-social behaviour, the range of services provided; and a centre's character and role in the social and economic life of the local community. We will consider the cumulative impact of additional shopping floorspace (whether in a centre or not) on the viability of other centres, and the cumulative impact of non-shopping uses on the character of the area.
- 12.7 The Council's area planning documents (for Camden Town, Central London, West Hampstead and Finchley Road/Swiss Cottage) and Camden Planning Guidance supplementary planning document give more detailed guidance on how we will treat planning applications for shops, food, drink and entertainment uses in particular centres, taking into account their specific circumstances. They also provide guidance on when we consider that concentrations of food, drink and entertainment uses, and reductions in the proportion of premises in retail use, would be likely to cause harm to the character, function, vitality and viability of a centre. We will take these, and any other relevant supplementary guidance into account when we assess applications in these locations. We will also take into account any history of vacancy in shop units and the prospect of achieving an alternative occupier for vacant premises when considering proposals that involve the loss of retail premises.

Food drink and entertainment uses

- 12.8 Core Strategy Policy CS7 states that the Council will make sure that food, drink and entertainment uses do not have a harmful impact on residents and the local area, and indicates that such uses are most appropriately located in Camden's Central London Frontages, Town Centres and the King's Cross Opportunity Area. It recognises both the positive and negative impacts of food, drink and entertainment uses. Whilst these uses contribute to the vibrancy and attractiveness of the borough, they can also cause harm to areas in which they are located, including potential impacts on residential amenity. Camden's image as a dynamic and attractive place is in part due to the number and quality of restaurants, bars and entertainment venues in the borough, with Camden Town and Covent Garden having particular concentrations of such premises. These play an important part in the night time economy of Camden and of London, socially, economically and in terms of job provision. However, night-time activity can also lead to problems such as anti-social behaviour, fear of crime, noise, congestion and disturbance. Please see Core Strategy policy CS9 for more on our approach to food, drink, entertainment uses in Central London.
- 12.9 Conflicts can arise as, due to the borough's densely developed, mixed use nature, much night-time activity occurs close to places where people live. In addition, large numbers of such uses can change the character of the area in which they are located and reduce its range of shops or the quality of the shopping environment. Conflicts can be made worse where a particular location becomes a focus for late night activity. The Council's area planning documents (for Camden Town, Central London, West Hampstead and Finchley Road/Swiss Cottage) and our Camden Planning Guidance supplementary document give more detailed guidance on how we will treat planning applications for shops, food, drink and entertainment uses in particular centres, taking into account their specific circumstances. They also provide guidance on when we consider that concentrations of food, drink and entertainment uses, and reductions in the proportion of premises in retail use, would be likely to cause harm to the character, function, vitality and viability of a centre. We will take these, and any other relevant supplementary guidance, into account when we assess applications in these locations..
- 12.10 Within each of Camden's centres, the Council will seek to prevent concentrations of uses that would harm an area's attractiveness to shoppers or its residential amenity. The Council wishes to see a wide range of entertainment uses within its centres, not just those that primarily involve drinking, and will encourage suitable uses that contribute towards this.



- 12.11 Where food, drink and entertainment uses are permitted, they will need to be managed to protect the amenity of residents and the potential for additional housing in the area. To ensure such uses do not harm amenity or the character of an area, either individually or cumulatively, we will consider applying controls on:
- hours of operation;
 - refuse and litter;
 - noise/vibration;
 - fumes;
 - customer area;
 - local management issues; and
 - changes of use.
- 12.12 Where appropriate, we will use planning conditions or obligations to ensure that any remaining impact is controlled. Policy DP26 *Managing the impact of development on occupiers and neighbours* sets out further measures to manage the impact of development on amenity.
- 12.13 The Council will seek to ensure that community safety issues associated with proposals are fully addressed. As well as appropriate design measures, the Council will seek financial contributions towards management arrangements, including street wardens, CCTV, town centre management and other community safety schemes through the use of planning conditions and obligations, where appropriate. Camden's Statement of Licensing Policy sets out the Council's approach to licensing and the expectations that the Council and the Metropolitan Police have for those involved in licensed activities.
- 12.14 The Council's Camden Planning Guidance supplementary document gives further borough-wide advice on the impact of food, drink and entertainment uses. Detailed guidance on how we will consider applications for such uses in particular centres is set out in our area planning documents (for Camden Town, Central London, West Hampstead and Finchley Road/Swiss Cottage).

Other town centre uses

- 12.15 A number of uses commonly found in centres (and smaller shopping parades) are not included in the A1, A2, A3, A4, A5, B1a, D1 or D2 Use Classes. These include amusement arcades, launderettes, saunas and massage parlours, car showrooms and minicab offices. While centres are generally the most appropriate location for these uses, the Council will carefully consider their potential impact when assessing planning applications to make sure that they do not harm the centre or the amenity of neighbours.

12.16 Particular issues that may arise include emissions and noise (e.g. from launderettes), highway and traffic problems (e.g. from minicab offices and car showrooms) and community safety and the fear of crime (e.g. from amusement arcades, betting shops, massage parlours and saunas, particularly where there are concentrations of such uses). Amusement arcades, massage parlours and saunas are unlikely to be considered acceptable in the busiest parts of centres or near to housing, schools, places of worship, hospitals or hotels.

Key evidence and references

- Camden Retail Study 2008; Roger Tym and Partners
- Planning Guidance for Central London/Camden Town/Finchley Road/Swiss Cottage/West Hampstead; London Borough of Camden (various dates)
- Camden Statement of Licensing Policy 2008
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- Planning Policy Statement (PPS) 4 - Planning for Sustainable Economic Growth; CLG; 2009



Promoting sustainable and efficient transport

16.1 Camden faces significant challenges relating to transport and travel, in particular air pollution and the congestion experienced on its road and public transport networks, as well as the need to address the wider issue of carbon dioxide emissions associated with travel. These issues have significant implications on the health and well being of the community. Camden's Core Strategy aims to promote sustainable and efficient travel (see policy CS11) by supporting strategic infrastructure projects in support of growth, promoting sustainable forms of transport, and making private transport more sustainable. This will support social cohesion and help to address health inequalities by providing better access for all to employment, education, facilities and encouraging more physical activity. In order to meet the challenges we face and to deliver Core Strategy aims, Camden Development Policies includes six policies on transport, covering:

- the transport implications of development (DP16);
- walking, cycling and public transport (DP17);
- parking standards and limiting the availability of car parking (DP18);
- managing the impact of parking (DP19);
- the movement of goods (DP20);
- development connecting to the highway network (DP21).

16.2 Almost every development that affects the transport network will have impacts in more than one of these areas. Therefore there is a need to refer to all relevant policies.



DP16. The transport implications of development

- 16.3 It is essential that new development is supported by adequate transport infrastructure. Camden Core Strategy policy CS11 states that the Council will pursue the delivery of additional transport infrastructure and promote sustainable transport in order to support growth in the borough, and will manage the impact of growth on the road network. Policy DP16 seeks to help deliver the Core Strategy by ensuring that the transport implications of development are managed, and additional transport infrastructure is delivered where needed, in order to ensure that growth in the borough is integrated with existing places and transport networks, and does not generate excessive demands on transport infrastructure. It should be read in conjunction with Core Strategy Policy CS11 as well as policies DP17 to DP21 below.
- 16.4 Transport considerations should be integral to a development. Developments should be planned taking into consideration the movement of people and goods, both within the development site and outside it.

DP POLICY

DP16 – The transport implications of development

The Council will seek to ensure that development is properly integrated with the transport network and is supported by adequate walking, cycling and public transport links. We will resist development that fails to assess and address any need for:

- a) movements to, from and within the site, including links to existing transport networks. We will expect proposals to make appropriate connections to highways and street spaces, in accordance with Camden's road hierarchy, and to public transport networks;
- b) additional transport capacity off-site (such as improved infrastructure and services) where existing or committed capacity cannot meet the additional need generated by the development. Where appropriate, the Council will expect proposals to provide information to indicate the likely impacts of the development and the steps that will be taken to mitigate those impacts, for example using transport assessments and travel plans;
- c) safe pick-up, drop-off and waiting areas for taxis, private cars and coaches, where this activity is likely to be associated with the development.

Movements to, from and within a site

- 16.5 Developments should link in well with their surroundings by allowing for movement to and through development sites, in order to contribute to improved accessibility across the borough. Some developments may need to be designed to accommodate public routes across a site, for example because they straddle an existing road or footpath. Designs for large sites should be permeable so that linkages and public through routes are created and the development is integrated into the wider street pattern. Developments should generally be designed to accommodate movements into and across the site rather than as closed blocks with a single entrance/ exit point. The Council expects design of new developments to be safe and accessible to all (see Core Strategy Policy CS17 – *Making Camden a safer place*), and will resist new development designed as a 'gated community' (see also our Camden Planning Guidance supplementary document).

- 16.6 Creating motor vehicle access from the road network is not sufficient to integrate a development with walking, cycling and public transport networks. To ensure integration into wider networks, development is expected to contribute to off-site measures where existing connections are not appropriate to serve a development. The networks that are relevant, including the Camden road hierarchy, and the measures that may be needed are considered further in policy DP21 – *Development connecting to the highway network* and our Camden Planning Guidance document).

Transport capacity

- 16.7 It is essential that there is sufficient transport capacity available to allow for travel demands generated by new development, including cumulative demand. Where necessary, proposals should include on-site measures as well as off-site contributions to increase capacity, including contributions towards the delivery of strategic transport infrastructure (see Core Strategy Policy CS11) in accordance with the London Plan. The enhancement of off-site capacity will usually only arise from developments that generate significant travel demand, and for these a formal Transport Assessment and Travel Plan will be required to indicate the measures needed in association with development (see paragraphs 16.9 to 16.19 below). In addition, the Mayor has introduced a policy in the London Plan, and prepared Supplementary Planning Guidance – *Use of planning obligations in the funding of Crossrail*, to seek financial contributions from new development towards the delivery of Crossrail. Crossrail will help to support growth in London by tackling congestion and the lack of capacity on the existing rail network.
- 16.8 Development proposals will need to be accompanied by an indication of their implications for the transport network unless they involve minimal trip generation. It will often be possible to address basic issues (movement on and around the site and linkages to transport networks) through the Design and Access Statement, which is a nationally required submission with most planning applications.

Transport assessments

- 16.9 Where the transport implications of proposals are significant, the Council will require a Transport Assessment to examine the impact on transport movements arising from the development. An indicative threshold for developments that will require a Transport Assessment is set out in Appendix 1.
- 16.10 The purposes of an assessment are to ensure that a proposal will not cause harm to the transport network or to highway safety, to show that the development will be properly integrated into the network, and indicate the extent to which there is additional capacity available to accommodate new travel patterns.
- 16.11 Transport assessments should:
- consider all types of movement associated with a proposal, both during construction and after completion, including an analysis of existing and proposed trips generated by the existing site and the proposed development for all transport modes and the impact these trips will have on the transport network;
 - identify specific routes over which existing and proposed trips are taking place;
 - address the movement of goods and materials, including the removal of spoil and demolition waste, delivery of construction equipment and materials, and servicing the completed development with refuse and goods vehicles;
 - consider the cumulative impact of the proposal with any others that will affect the same infrastructure, and whether the existing or committed capacity will be able to accommodate all of them; and
 - indicate the steps that a developer will need to take to ensure that a proposal will be connected to existing transport infrastructure and will not have a negative impact on the capacity of existing infrastructure. These steps should include the provision of both on- and off-site measures, as necessary. The enhancements involved are considered further in connection with policy DP17 – *Walking, cycling and public transport*.

- 16.12 An assessment should only take account of planned transport provision where this has fully secured funding and has a firm start date (see policy CS11 and Appendix 1 in the Camden Core Strategy for further information regarding key planned transport infrastructure projects in the borough). Where existing and proposed public transport provision will not have sufficient capacity to serve the development, the Council will expect to secure funding towards the enhancement of public transport capacity.
- 16.13 The depth of analysis for a transport assessment will reflect the scale and kind of a development and the nature and capacity of the transport network in the area. Further information about transport assessments is given in our Camden Planning Guidance supplementary document. Transport for London's *Transport Assessment Best Practice Guidance* (May 2006) also provides guidance on the submission of transport assessments: all applications that are referred to the Mayor should comply with this guidance.
- 16.14 Applicants for developments that are close to London Underground assets should also contact Transport for London's London Underground Infrastructure Protection team at an early stage before the commencement of design work to ensure that any constraints are addressed.
- 16.15 The concentration of schools in some parts of Camden, including the Hampstead and Belsize Park areas, has led to traffic congestion, road safety and parking problems related to the 'school run'. As part of transport assessments, applications for new schools and for the expansion of existing schools will be expected to provide details of the projected growth in student numbers, how students are likely to travel, their impact on the transport system and any measures to offset transport problems. In areas with an existing problem with the school run, it is unlikely that the Council will grant planning permission for educational facilities that are likely to exacerbate the problem.
- 16.16 For larger developments that would have implications for transport, but fall below the threshold for transport assessments, the following information will be required from applicants:
- an indication of the scale, mode, type and frequency of all trips associated with the development on a daily basis;
 - a description of how this transport demand can be accommodated by walking, cycling, public transport, and any other sustainable alternative modes of travel, as set out in policy DP17 below;
 - an overview of how potential highway impacts associated with the construction of the proposed development will be remedied or mitigated, and how local amenity will be preserved during the construction period; and
 - an overview of the servicing requirements of the development after occupation and of the servicing provision made to accommodate this.



- 16.17 The indicative scale of development schemes where this information will be required is set out in Appendix 1.

Travel Plans

- 16.18 Wherever a Transport Assessment is needed, submission of a travel plan is also expected as one way of mitigating the transport impact of the development. However, travel plans may also be sought from smaller developments if the impacts on transport are considered significant.
- 16.19 The Transport for London *Guidance for Workplace Travel Planning for Development* (2008) states that a simplified travel plan (an Enterprise Scale Travel Plan) should be provided for businesses and establishments below the Travel Plan thresholds where 20 or more staff will be employed. Transport for London also provides guidance on the production and use of travel plans for residential development in its *Guidance for Residential Travel Planning in London* (2008). Further information is also provided within our Camden Planning Guidance supplementary document, and in *Making residential travel plans work: guidelines for new development* (Department of Transport, 2005).

Other management plans

- 16.20 Where appropriate, Delivery and Servicing Management Plans, Visitor Management Plans and Construction Management Plans may be required to be submitted alongside planning applications. If these are not required in assessing a planning application but are still considered necessary to mitigate associated impacts, their submission will be secured through legal agreements. Please see policy DP20 for further details regarding the Council's approach to the movement of goods and materials, including the use of Delivery and Servicing Management Plans and Construction Management Plans.

Safe pick-up, drop-off and waiting areas

- 16.21 Developers will be expected to assess fully the impact of vehicle movements associated with pick-up, drop-off and waiting. Development that is likely to attract significant numbers of taxis, minicabs and coaches should be designed with appropriate passenger pick-up and drop-off points, each providing appropriate spaces and management arrangements to prevent harm to highway safety, pedestrian movements or amenity. Facilities should allow people with disabilities to get safely in and out of taxis and minicabs. Where possible, developments should include the pick-up and drop-off facilities they need on-site, but off-site arrangements will sometimes be necessary. Where it is not possible to provide for a suitable set down point for coaches, the Council may negotiate planning obligations with developers to prevent coach access to these sites.
- 16.22 Visitor attractions and accommodation can generate significant vehicle movements, particularly by taxi and coach. Further information on the Council's approach to proposals for tourism development and visitor accommodation is set out in policy DP14.

Key evidence and references

- Camden Local Implementation Plan (LIP) 2005/06 – 2010/11
- Draft Camden Green Transport Strategy 2008 – 2012
- Camden Walking Plan Second Edition 2006
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- Planning Policy Guidance (PPG) 13: Transport; ODPM; 2001
- Transport Assessment Best Practice Guidance; Transport for London; May 2006
- Guidance for Workplace Travel Planning for Development; Transport for London; March 2008
- Guidance for Residential Travel Planning in London; Transport for London; March 2008
- Making residential travel plans work: guidelines for new development; Department of Transport; 2005.

DP19. Managing the impact of parking

- 19.1 Policy DP18 above sets out our approach to parking standards. Developments that add to the supply of car parking, or relocate car parking, can have an impact on parking conditions in the borough. They can also affect the environment, for example through loss of landscape features and increased surface run-off through additional hard surfacing.
- 19.2 Policy DP19 builds on the approach set out in Policy DP18 above by addressing the potential impacts of parking associated with development in terms of on-street parking conditions and wider environmental considerations. It should be read in conjunction with Core Strategy Policy CS11 and policies DP16 – DP18 and DP20 – DP21 in this document.

DP POLICY

DP19 – Managing the impact of parking

The Council will seek to ensure that the creation of additional car parking spaces will not have negative impacts on parking, highways or the environment, and will encourage the removal of surplus car parking spaces. We will resist development that would:

- a) harm highway safety or hinder pedestrian movement;
- b) provide inadequate sightlines for vehicles leaving the site;
- c) add to on-street parking demand where on-street parking spaces cannot meet existing demand, or otherwise harm existing on-street parking conditions;
- d) require detrimental amendment to existing or proposed Controlled Parking Zones;
- e) create a shortfall of parking provision in terms of the Council's Parking Standards for bicycles, people with disabilities, service vehicles, coaches and taxis;
- f) create a shortfall of public car parking, operational business parking or residents' parking;
- g) create, or add to, an area of car parking that has a harmful visual impact.

The Council will require off-street parking to:

- h) preserve a building's setting and the character of the surrounding area;
- i) preserve any means of enclosure, trees or other features of a forecourt or garden that make a significant contribution to the visual appearance of the area; and
- j) provide adequate soft landscaping, permeable surfaces, boundary treatment and other treatments to offset adverse visual impacts and increases in surface run-off.

The Council will only permit public off-street parking where it is supported by a transport assessment and is shown to meet a need that cannot be met by public transport. The Council will expect new public off-street parking to be subject to a legal agreement to control the layout of the parking spaces, the nature of the users and the pricing structure. We will also seek a legal agreement to secure removal of parking spaces in response to any improvement to public transport capacity in the area.

Where parking is created or reallocated, Camden will encourage the allocation of spaces for low emission vehicles, car clubs, pool cars, cycle hire and parking, and electric vehicle charging equipment.



On-street car parking

- 19.3 On-street car parking spaces are a limited resource, and demand exceeds supply in much of the borough. They cater for residents who do not have off-street spaces at home as well as for people visiting businesses and services. The Council manages on-street parking on the basis of designated Controlled Parking Zones, in which regulations control how parking may be used on different sections of the street and at different times. There is a particularly high demand for on-street parking by residents in areas with a low availability of drives or garages.
- 19.4 Development that will reduce the amount of on-street parking or add to on-street parking demand will be resisted where it would cause unacceptable parking pressure, particularly in areas of identified parking stress. Policy DP18 states that, where the need for parking is accepted, developments in areas of high on-street parking stress should be 'car capped'. Our Camden Planning Guidance supplementary document gives details of areas where there is parking stress in the borough.
- 19.5 The following paragraphs set out the Council's approach to development where the creation of off-street private parking would reduce the number of on-street parking spaces.

Creating private off-street car parking

- 19.6 On-street spaces can be used by many different people with different trip purposes throughout the day. On the other hand, private spaces will generally only be used for one purpose, often by a specific vehicle, and will remain unused at other times. For example, a resident's private parking space will often be unused for most of the daytime if the car is used for the journey to work.
- 19.7 Creating private off-street parking frequently involves the loss of on-street spaces, for example where kerbside parking is removed to enable vehicles to cross over the pavement to a garden or forecourt. This can cause or worsen problems where there is already significant on-street parking demand. Providing off-street parking necessarily involves creating a link to the highway network or intensifying the use of an existing link, which can have implications for highway safety, ease of pedestrian movement and the adequacy of sightlines.
- 19.8 Off-street parking can cause environmental damage in a number of ways. Trees, hedgerows, boundary walls and fences are often the traditional form of enclosure in Camden's streets, especially in its conservation areas. This form can be broken by the removal of garden features and the imposition of extensive areas of paving and parked cars to the front of buildings, damaging the setting of individual buildings and the character of the wider area. Large areas of paving can also increase the volume and speed of water run-off (especially when formerly porous surfaces such as front garden planting areas are paved), which adds to the pressure on the drainage system and increases the risk of flooding from surface water. Policy DP23 sets out in further detail how the Council will address surface water issues associated with development.
- 19.9 Development of off-street parking will be resisted where it would cause unacceptable parking pressure, particularly in identified areas of parking stress. Off-street parking may also be resisted to protect the environment, highway safety and pedestrian movement. Our Camden Planning Guidance supplementary document gives details of areas of parking stress, the necessary dimensions for off-street parking spaces, visibility requirements at access points, and environmental concerns that arise from garden and forecourt parking.



Public off-street car parking

- 19.10 Camden does not support the creation of additional public off-street car-parking in the borough. Camden contains a large amount of private off-street car parking and a significant amount of public off-street car parking that was developed before car parking restraint was introduced and is beyond the Council's control. Established public off-street car parks in Camden are generally commercially operated and offer contract spaces to commuters. The Council is therefore unable to control their charges to effectively deter unnecessary car use.
- 19.11 Any proposal for additional public car-parking would need to be supported by a Transport Assessment, and by a submission detailing hours of operation, proposed means of entry control, access arrangements and layout of spaces. The submissions would need to show that the proposal would not be harmful in terms highway safety and on-street parking conditions, in accordance with criteria set out in Policy DP19. It would also need to show that the proposal would meet a need generated by a particular land-use or user group, for example hospitals, which could not be met by public transport. The Council would strongly resist creation of speculative public-car parking targeted at general demand.
- 19.12 The Council will seek a legal agreement to ensure that an appropriate pricing structure applies to any additional public car-parking. The pricing structure should:
- preclude free parking, as this would encourage unnecessary car journeys;
 - favour short stay parking (up to two hours), which is appropriate for collecting bulky goods or picking-up travellers with heavy luggage;
 - levy a punitive charge on long stay parking (over four hours) to deter commuting by car.
- 19.13 Where the Council accepts the case for a proposal for additional public car parking because it meets a travel need that cannot be met by public transport, we will seek a legal agreement to provide for the removal of that car parking if, in the future, improvements to public transport are made that would undermine the original case for the proposal. The agreement should arrange for removed spaces to be designated for people with disabilities or for more sustainable types of travel. Examples are car-clubs, electric vehicle charging points, and cycle hire and cycle parking (see paragraph 19.17 below and DP18 – *Parking standards and limiting the availability of car parking*).

Removing off-street car parking

- 19.14 In order to promote more sustainable modes of travel, the Council generally welcomes proposals to reduce the amount of off-street parking in the borough, provided that the removal of spaces would not:
- lead to a shortfall against minimum parking standards relating to bicycles, people with disabilities, service vehicles, coaches and taxis (see Appendix 2);
 - cause difficulties for existing users, particularly if the spaces are used by shoppers, by nearby residents, or for the operational needs of a business; or
 - displace parking to controlled parking zones, particularly in identified areas of parking stress.

- 19.15 The Council particularly welcomes proposals which include conversion of general car parking spaces to provide:
- designated spaces for people with disabilities, cycle parking, and any needs for off-street servicing, coach and taxis in accordance with the Parking Standards in Appendix 2; or
 - designated spaces for more sustainable forms of transport, such as car-clubs, cycle hire schemes and low emission vehicles.
- 19.16 Where car parking spaces are currently well-used or are associated with a significant generator of travel demand, the Council will expect submission of a transport assessment to show that the removal of spaces can be accommodated without harmful impact (see paragraphs 16.9 to 16.15 above). A travel plan may also be sought to help existing users switch to sustainable ways of travelling.

Low emission vehicles, pool cars, car-clubs, and cycle hire schemes

- 19.17 The Core Strategy promotes the use of walking, cycling, low emission vehicles, car clubs and pool cars as alternatives to the use of private cars. In dealing with proposals involving provision of additional parking or finding new uses for parking spaces, the Council will promote facilities for sustainable transport, including provision for cycle parking and cycle hire, low emission vehicles, pool cars and car clubs, as an alternative to creating general car parking spaces.

Key evidence and references

- Draft Camden Green Transport Strategy 2008 – 2012
- Camden Local Implementation Plan (LIP) 2005/06 – 2010/11
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- Planning Policy Guidance (PPG) 13: Transport; ODPM; 2001



DP21. Development connecting to the highway network

- 21.1 Core Strategy policy CS11 states that the Council will ensure that growth and development has regard to Camden's road hierarchy and does not cause harm to the management of the road network. Policy DP21 sets out the Council's expectations for development linking directly to the highway network, and also to the Council's own highway management works. The term highway includes all footpaths and cycleways in the borough (including those not alongside roads) that are managed by the Council or Transport for London as Highway Authority. Policy DP21 should be read in conjunction with policies DP16, DP17 and DP19 and Core Strategy policy CS11.
- 21.2 The Council has a duty to provide for the efficient movement of vehicles and pedestrians on the road network. We do this by enabling and promoting walking, cycling and public transport, which have potential to limit the pressure on existing network capacity and allow the best use to be made of existing road space. The balance struck between different users on each link in the network will depend on the link's character and its role in the road network. To enable the network to operate efficiently and safely, connections from new developments need to reflect the nature of the link that they connect to.

DP POLICY

DP21 – Development connecting to the highway network

The Council will expect developments connecting to the highway network to:

- a) ensure the use of the most appropriate roads by each form of transport and purpose of journey, in accordance with Camden's road hierarchy;
 - b) avoid direct vehicular access to the Transport for London Road Network (TLRN) and other Major Roads; and
 - c) avoid the use of local roads by through traffic.
- The Council will expect works affecting highways to:
- d) avoid disruption to the highway network and its function, particularly use of appropriate routes by emergency vehicles;
 - e) avoid harm to on-street parking conditions or require detrimental amendment to Controlled Parking Zones;
 - f) ensure adequate sightlines for vehicles leaving the site;
 - g) address the needs of wheelchair users and other people with mobility difficulties, people with sight impairments, children, elderly people and other vulnerable users;
 - h) avoid causing harm to highway safety or hinder pedestrian movement and avoid unnecessary street clutter;
 - i) contribute to the creation of high quality streets and public spaces; and
 - j) repair any construction damage to transport infrastructure or landscaping and reinstate all affected transport network links and road and footway surfaces following development.

Where development will be connected to the highway network, the Council will require all new public highways to be constructed to a standard it considers to be appropriate for adoption, and expect the routes to be adopted, owned and managed by the relevant Highway Authority.

- 21.3 The Council has prepared a Road Network Management Plan, which sets out how it will manage the use of streets and street spaces and the considerations it will apply when designing and laying out street spaces and controlling traffic flows. This helps the Council to fulfil its network management duty, under which we aim to provide for efficient movement of vehicles and pedestrians and to reduce disruption and congestion.

- 21.4 The main routes in Camden’s road hierarchy are shown on Map 1, and discussed briefly in paragraph 21.6 below. In managing future development, the Council uses the hierarchy to pursue the following aims:
- to limit the number of routes available to through traffic;
 - to remove goods vehicles from unsuitable routes;
 - to improve conditions for pedestrians and cyclists;
 - to reduce the risk of long delays to bus services;
 - to reduce accidents; and
 - to reduce the adverse environmental impact of traffic.
- 21.5 The Road Network Management Plan commits the Council to making the best use of the limited network capacity available. Within the road hierarchy, it is the upper tier designations that impose the greatest constraints on developments. The long-distance and London-wide traffic role of the Transport for London Road Network and major roads in the Strategic Road Network should take precedence over access requirements for individual development sites and premises.
- 21.6 The Council will have regard to the following hierarchy of roads when assessing proposals for developments connecting to the highway network:
- Transport for London Road Network (TLRN): creating new accesses from these key arterial routes will not usually be acceptable. Use for on-street servicing will also generally not be acceptable. Transport for London is the Highway Authority for these roads;
 - Strategic Road Network: proposals that would be likely to lead to delays to road traffic are unlikely to be acceptable. Although Camden is the Highway Authority for the roads on this network, Transport for London has powers of veto over any proposals that would lead to delays in the movement of traffic;
 - Other major roads: traffic flow, including for buses and emergency services, is also very important along these roads. Use of these roads for on-street servicing will be limited. Camden is the Highway Authority for these, and all other lower order roads;
 - District Roads: although locally important distributor roads, these roads should not be used by heavy goods vehicles except for essential deliveries. District roads provide direct access to many properties, and on-street servicing may be acceptable subject to its impact on safety and the environment.
 - Local roads: providing direct access to properties, these roads are not appropriate for bus or emergency routes. On-street servicing may be acceptable subject to impact on safety and the environment. The Council will prioritise pedestrians in treatment of local roads, and may use measures such as road closures and lorry bans to prevent use by vehicular through-traffic.
- 21.7 Further information on Camden’s approach to managing roads on its network is set out in the Camden Planning Guidance Supplementary Document and the Camden Road Network Management Plan.



Map 1: Road Hierarchy



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Works affecting highways

- 21.8 In assessing proposed works affecting highways, the Council takes into account a variety of issues, including the function of the highway network (see above), on-street parking conditions, safety, the needs of different road users, and the need for proper integration with the wider road network.
- 21.9 Given the high level of parking stress experienced in much of Camden, the creation of new links to access development should not involve overall loss of one or more on-street parking spaces, particularly in areas of parking stress. The Council will consider relocating kerbside parking spaces to allow access to development, but only provided that any necessary amendment to the road layout and the Controlled Parking Zone will be funded by the development and can be achieved without harming other road users or highway safety.
- 21.10 In order to protect the safety of pedestrians, cyclists and motor vehicles, connections to the highway network should be designed with appropriate sightlines, visibility splays and queuing distances to reflect the character of the development, local highway conditions, traffic speeds and pedestrian activity. Guidance is included in the Department for Transport's Manual for Streets, the Camden Streetscape Design Manual and our Camden Planning Guidance supplementary document.

- 21.11 The Council will promote transport facilities, services and street space arrangements that accommodate the needs of all users, including vulnerable users such as disabled people. We will expect balanced use of street space that provides for all transport users and accommodates sustainable transport measures, including facilities for pedestrians, cyclists and buses. The Camden Local Implementation Plan sets out the Council's hierarchy of road users. The priority given to different users will vary from one road to another depending on its role, however, the Council places pedestrians at the top of the hierarchy of road users over the network as a whole.
- 21.12 We are particularly concerned to ensure that new routes are designed and constructed to be safe for all users, in accordance with the criteria for works affecting highways. Any history of traffic-related accidents in the vicinity of proposals will be taken into account when assessing proposals. As part of our approach to promoting road safety, the Council will use formal safety audits at the planning, design and implementation stages of highway works, to independently review the implications of proposed works. It is also important that development does not hinder pedestrian movement, and the Council will not support proposals that involve the provision of additional street furniture that is not of benefit to highway users.
- 21.13 Core Strategy policy CS14 *Promoting high quality places and conserving our heritage* underlines the need for high quality landscaping and works to streets and public spaces. To achieve integration into the network and the public realm, design and construction should also reflect the style and materials used in local public spaces and their surrounding buildings. Considerations include planting, landscaping, paving materials and street furniture, and avoiding a confusing variety of signs, surfaces and materials. The quality of design, landscaping, materials and construction should reflect Camden's Streetscape Design Manual. Transport for London's Streetscape Guidance will also be relevant to any public realm improvements on the Transport for London Route Network. Materials should be durable, and the Highway Authority should not incur disproportionate maintenance costs in the future. The Council will expect any damage to public or private land (such as grass verges and any landscaped areas) caused by works to highways to be repaired.

Adoption of highways

- 21.14 It is important that the best use is made of new links to the highway network (whether roads, footpaths, cycle routes). The Council will therefore seek to ensure that access routes are available to the public as rights of way, maximising levels of activity and permeability and contributing to natural surveillance. The Council considers that this can best be achieved where the relevant Highway Authority adopts access routes as part of the public realm. In most cases, the new links will be managed by the Council as the Highway Authority, but Transport for London is the Highway Authority for the Transport for London Road Network.
- 21.15 This can only be achieved if new links are built to an appropriate standard for the role that they will fulfil in the network, and are subsequently managed as part of the highway network. The Council will expect any links built by a developer to provide the same quality of design, materials and construction as works commissioned by the relevant Highway Authority.

Key evidence and references

- Camden Local Implementation Plan (LIP) 2005/06 – 2010/11
- Camden Green Transport Strategy 2008 – 2012
- Camden Streetscape Design Manual March 2005
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- Planning Policy Guidance (PPG) 13: Transport; ODPM; 2001

DP26. Managing the impact of development on occupiers and neighbours

- 26.1 Camden's Core Strategy seeks to sustainably manage growth so that it takes place in the most appropriate locations and meets our needs while continuing to conserve and enhance the features that make Camden such an attractive place to live, work and visit (see policy CS1). Promoting and protecting high standards of amenity is a key element in this and will be a major consideration when the Council assesses development proposals. Core Strategy policies CS5 – *Managing the impact of growth and development* and CS14 – *Promoting high quality places and conserving our heritage* set out our overall approach to protecting the amenity of Camden's residents, workers and visitors, a major factor in people's quality of life. Policy DP26 contributes to the implementation of the Core Strategy by making sure that the impact of a development on occupiers and neighbours is fully considered.

DP POLICY

DP26 – Managing the impact of development on occupiers and neighbours

The Council will protect the quality of life of occupiers and neighbours by only granting permission for development that does not cause harm to amenity. The factors we will consider include:

- a) visual privacy and overlooking;
- b) overshadowing and outlook;
- c) sunlight, daylight and artificial light levels;
- d) noise and vibration levels;
- e) odour, fumes and dust;
- f) microclimate;
- g) the inclusion of appropriate attenuation measures.

We will also require developments to provide:

- h) an acceptable standard of accommodation in terms of internal arrangements, dwelling and room sizes and amenity space;
- i) facilities for the storage, recycling and disposal of waste;
- j) facilities for bicycle storage; and
- k) outdoor space for private or communal amenity space, wherever practical.

- 26.2 Development should avoid harmful effects on the amenity of existing and future occupiers and to nearby properties. When assessing proposals the Council will take account the considerations set out in policy DP26. The Council's Camden Planning Guidance supplementary document contains detailed guidance on the elements of amenity.

Visual privacy, overlooking, overshadowing, outlook, sunlight and daylight

- 26.3 A development's impact on visual privacy, overlooking, overshadowing, outlook, access to daylight and sunlight and disturbance from artificial light can be influenced by its design and layout, the distance between properties, the vertical levels of onlookers or occupiers and the angle of views. These issues will also affect the amenity of the new occupiers. We will expect that these elements are considered at the design stage of a scheme to prevent potential negative impacts of the development on occupiers and neighbours. To assess whether acceptable levels of daylight and sunlight are available to habitable spaces, the Council will take into account the standards recommended in the British Research Establishment's *Site Layout Planning for Daylight and Sunlight – A Guide to Good Practice (1991)*.

Artificial lighting levels

- 26.4 Lighting creates a sense of safety and can enable activities in the evenings and at night. It can be used to highlight landmark buildings and add vitality to our streets. Lighting can increase the potential for natural surveillance and, where used correctly, can reduce the opportunity for criminal activity and increase the likelihood of it being challenged and/or reported. However, poorly designed internal and external lighting or lighting that operates for an excessive period of time is a form of pollution that can harm the quality of life for those living nearby, affect wildlife and waste energy. Camden's dense character means that light pollution can be a bigger problem in the borough than in lower density areas where uses are not so close together. For example, lighting from conservatories can affect neighbours living above, as well as to the sides and rear, and the lighting of advertisements can affect people living nearby. Glare and light spillage from poorly designed lighting can make it less easy to see things at night and effect wildlife as well as people. Lighting should only illuminate the intended area and not affect or impact on its surroundings. Schemes involving floodlighting and developments in sensitive areas, such as adjacent to sites of nature conservation importance, should employ a specialist lighting engineer accredited by the Institute of Lighting Engineers to ensure that artificial lighting causes minimal disturbance to occupiers and wildlife. For further details on lighting and occupiers and biodiversity please see our Camden Planning Guidance supplementary document.

Noise and vibration

- 26.5 Noise/vibration pollution has a major effect on amenity and health and can be a particularly significant issue in Camden given the borough's dense urban nature. More detail on how to prevent disturbance from noise and vibration, including the requirement for mitigation measures can be found in policy DP28.

Odours, fumes and dust

- 26.6 Camden suffers from extremely poor air quality which has a harmful impact on health and the environment. More detail on how the Council is tackling poor air quality can be found in policy DP32. Camden Planning Guidance provides information on how developments should be designed to prevent occupants from being exposed to air pollution, including mitigation measures.





26.7 Odours, fumes and dust can be generated from commercial cooking, industrial process and construction and demolition. We will require all development likely to generate odours to prevent them from being a nuisance by installing appropriate extraction equipment and other mitigation measures. Further details on mitigation measures and where extraction equipment should be located can be found in Camden Planning Guidance. Further details on limiting noise from extraction equipment can be found in DP28. The Council will limit the disturbance from dust due to construction and demolition by expecting developers and their contractors to follow the London Councils' Best Practise Guidance *The control of dust and emissions from construction and demolition*. We will also expect developers to sign up to the Considerate Constructors Scheme. Details of how these will be implemented should be provided in a Construction Management Plan. Please see below for further details on Construction Management Plans.

Microclimate

26.8 Developments, especially when large, can alter the local climate. For example, a light coloured building that reflects heat will stay cool on the inside and the outside, whereas a dark building will absorb heat during the day to raise internal temperatures and slowly release this heat as the temperature cools, keeping the local air temperature warmer. Buildings can also affect the flow of air and cause wind tunnels. All developments should consider local topography and the local microclimate in their design. Developments large enough to alter the local climate will be required to submit a statement demonstrating how the design has considered local conditions. Detail of what is expected in such a statement can be found in the Camden Planning Guidance.

Attenuation measures and Construction Management Plans

26.9 Most potential negative effects of a development can be designed out or prevented through mitigation measures. For example, appropriately located and insulated extraction equipment can prevent nuisance caused by strong odours and fumes. An air tight building with mechanical ventilation and good insulation can make living adjacent to railways and busy roads acceptable with regards to noise, vibration and internal air quality. We will require any attenuation measures to be identified prior to planning permission being granted and secured for the lifetime of the development.

26.10 Disturbance from development can also occur during the construction phase. Measures required to reduce the impact of demolition, excavation and construction works must be outlined in a Construction Management Plan. We will require Construction Management Plans to identify the potential impacts of the construction phase of the development and state how any potential negative impacts will be mitigated. Construction Management Plans may be sought for:

- major developments;
- basement developments;
- developments involving listed buildings or adjacent to listed buildings;
- developments that could affect wildlife;
- developments on sites with poor or limited access; and
- developments that could cause significant disturbance due to their location or the anticipated length of the, demolition, excavation or construction period.

For further details on construction management plans please refer to our Camden Planning Guidance supplementary. Please see policy DP27 for more on our approach to basements.

Standards of accommodation

26.11 The size of a dwelling and its rooms, as well as its layout, will have an impact on the amenity of its occupiers. Residential standards and guidance are contained in our Camden Planning Guidance supplementary document. Policy DP6 outlines our approach to Lifetime Homes and further detail can be found in Camden Planning Guidance. Details on our approach to providing facilities for waste and for bicycle storage can also be found in Camden Planning Guidance. Details on our requirements for the provision of cycle parking can be found in DP18 – *Parking standards and limiting the availability of car parking*.

26.12 Outdoor amenity space provides an important resource for residents, which is particularly important in Camden given the borough's dense urban environment. It can include private provision such as gardens, courtyards and balconies, as well as communal gardens and roof terraces. The Council will expect the provision of gardens in appropriate developments, and particularly in schemes providing larger homes suitable for families. However, we recognise that in many parts of the borough this will not be realistic or appropriate. In these locations, the provision of alternative outdoor amenity space, for example, balconies, roof gardens or communal space will be expected. These amenity spaces should be designed to limit noise and disturbance of other occupiers and so not to unacceptably reduce the privacy of other occupiers and neighbours.

Key evidence and references

- Air Quality Action Plan 2009-13
- Camden's Noise Strategy, 2002
- Planning Policy Guidance (PPG) 24: Planning and Noise
- The London Plan (consolidated with alterations since 2004); Mayor of London; 2008
- Cleaning London's Air: The Mayor's Air Quality Strategy (2002)
- Sounder City – The Mayor's Ambient Noise Strategy; Mayor of London; 2004
- Institution of Lighting Engineers web-site, <http://www.ile.org.uk>

DP30. Shopfronts

- 30.1 Camden Core Strategy Policy CS7 – *Promoting Camden’s centres* and shops seeks to promote successful and vibrant centres throughout the borough. The approach includes seeking to improve Camden’s centres through environmental and design measures. It recognises that shopfronts can contribute greatly to the character of centres and their distinctiveness. Most of Camden’s town and neighbourhood centres date back to the 19th Century and earlier, having developed from commercial activities that first took place within dwellings, although there are some significant 20th Century shopping parades. Policy DP30 provides more detail on our approach to shopfronts.
- 30.2 This policy should be read in conjunction with Policy DP24 – *Securing high quality design* and, where appropriate, policy DP25 – *Conserving Camden’s heritage*. It should also be read in conjunction with the centre specific planning objectives under Core Strategy policy CS7, which set out the Council’s approach to managing the proportion of units in retail use in each of Camden’s centres.

DP POLICY

DP30 – Shopfronts

The Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features. When considering proposals for shopfront development we will consider:

- a) the design of the shopfront or feature;
- b) the existing character, architectural and historic merit and design of the building and its shopfront;
- c) the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;
- d) the general characteristics of shopfronts in the area; and

- e) community safety and the contribution made by shopfronts to natural surveillance

We will resist the removal of shop windows without a suitable replacement and will ensure that in appropriate cases where shop, service, food, drink and entertainment uses are lost, a shop window and visual display is maintained.

Where an original shopfront of architectural or historic value survives, in whole or in substantial part, there will be a presumption in favour of its retention. Where a new shopfront forms part of a group where original shopfronts survive, its design should complement their quality and character.

Protecting existing shopfronts

- 30.3 Shopfronts form an essential part of the character and attractiveness of many areas in Camden, in particular its centres, and contribute to the creation of vibrant streets and public spaces. We will seek to protect existing shopfronts that make a highly significant contribution to the appearance and feel of an area, for example through their architectural and historic merit. We will consider the need to keep the appearance of the shopfront, taking into account the quality of its design, its historic importance and its location. Good examples of shopfronts should be retained wherever possible.
- 30.4 A number of Camden’s centres lie within conservation areas. The Council has prepared conservation area statements, appraisals and management plans for these which set out detailed information on the area and its character, and the Council’s approach to their preservation and enhancement including, where relevant, shopfronts.

Design of new shopfronts

- 30.5 The quality of shopfronts and the way in which they relate to their surroundings make an important contribution to the character and attractiveness of an area. The Council will therefore seek to ensure that new shopfronts are of a high quality and are sensitive to the area in which they are located. Transparent shopfronts will be sought for units containing shops and other town centre uses, due to the contribution that they make to the vitality and attraction of centres.
- 30.6 The Council considers that the attractiveness of shopfronts can usually best be maintained by taking inspiration from the architecture of the building and neighbouring units and reflecting the general scale and pattern of shopfront widths in the area. New shopfronts should contribute towards the maintenance of a cohesive streetscape appearance, retain a consistent building line and contribute to the character and attractiveness of the centre it is located in. As shopfronts are seen at close quarters the detailing, quality of materials, execution and finishes are very important. Contemporary shopfront designs will be supported in appropriate locations. All new and altered shopfronts should be designed to be fully accessible for all.
- 30.7 If a shopfront is replaced or altered, the design should respect the characteristics of the building and, where appropriate, shopfront windows and framework features, such as pilasters, fascias and console brackets, should be retained or restored. Careful consideration will be given to proposals for excavating or re-opening lightwells in front of shopfronts, particularly those in a group, as they can affect the cohesiveness of a frontage.
- 30.8 Folding/opening shopfronts will not generally be acceptable, as they can create a void at ground level that can harm the appearance of a building, and can also have a negative impact on local amenity, for example in terms of noise and disturbance.





Shop windows

- 30.9 Shop windows provide views into and from premises and can help bring activity and enhance feelings of security by providing natural surveillance. Displays in shop windows can add to the attractiveness of a premises and the vitality and attraction of the centre. Security features associated with shop window displays should generally be internal in order to avoid harming the appearance of shop premises and creating clutter. Solid shutters are generally not considered to be acceptable as they are unsightly and can generate feelings of insecurity in those walking by, hide internal intruders, and encourage graffiti.
- 30.10 As set out in Core Strategy Policy CS17 – *Making Camden a Safer Place*, lighting from shop windows can help to increase security after dark. The Council may therefore seek the maintenance of some shopfront lighting overnight, where appropriate, particularly in areas identified as having high levels of crime. However, this lighting should be well-designed so it does not cause light pollution.
- 30.11 The Camden Planning Guidance supplementary document provides more detail on the Council’s approach to the design of shopfronts.

Key evidence and references

- Conservation Area Statements/Appraisals/Management Plans; London Borough of Camden; various dates
- Planning Policy Statement 1: Delivering sustainable development; ODPM; 2005.